

Mobile Application UI/UX Designing

Course Duration: 16 Hours

Course code: MAD- UI/UX

1. Course Overview

This course provides participants with the knowledge and practical skills to design intuitive, engaging, and user-friendly mobile applications. It covers design principles, wireframing, prototyping, usability testing, and mobile design tools. Participants will learn to create interfaces that enhance user experience and align with modern app design standards.

2. What you'll learn?

- Understand UI/UX design fundamentals for mobile apps.
- Apply design thinking and user-centered design principles.
- Create wireframes, prototypes, and interactive mockups.
- Use design tools like Figma, Adobe XD, or Sketch.
- Conduct usability testing and gather user feedback.
- Optimize designs for multiple devices and screen sizes.
- Collaborate with developers to implement designs effectively.

3. Target Audience

- UI/UX designers and aspiring mobile app designers
- Graphic designers transitioning to mobile app design
- Product managers and business analysts
- Developers seeking to improve app interface and usability

4. Pre-Requisites

- Basic knowledge of mobile applications and operating systems
- Familiarity with graphic design principles is helpful but not mandatory
- Creativity and willingness to experiment with design

5. Course content

Module 1: Introduction to Mobile UI/UX Design

- Understanding the difference between UI and UX
- Key principles of user-centered design
- Mobile app design trends and best practices
- Design thinking methodology

Module 2: Mobile User Interface Design Principles

- Layout, typography, and color theory
- Iconography, buttons, and controls
- Visual hierarchy and navigation patterns
- Designing for touch interactions

Module 3: Mobile User Experience (UX) Design

- Understanding user behavior and needs
- Creating user personas and journey maps
- Task flows and interaction design
- Accessibility and inclusive design considerations

Module 4: Wireframing and Prototyping

- Low-fidelity vs high-fidelity wireframes
- Tools: Figma, Adobe XD, Sketch
- Creating interactive prototypes
- Iterating designs based on feedback
- Module 5: Designing for Multiple Devices
- Responsive and adaptive design principles
- Designing for different screen sizes and resolutions
- Handling orientation changes and gestures
- Platform-specific design guidelines (iOS Human Interface, Android Material Design)

Module 6: Usability Testing and Feedback

- Conducting user testing sessions
- Gathering and analyzing user feedback
- A/B testing and iterative improvements
- Metrics for measuring UX effectiveness

Module 7: Collaboration with Developers

- Preparing design assets for implementation
- Design handoff and using design systems
- Communicating design intent clearly
- Ensuring consistency and quality in development

Module 8: Capstone Project

- End-to-end mobile app design project
- Create wireframes, prototypes, and final UI
- Test usability and refine based on feedback
- Present final project for evaluation