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Making Swift UI/UX Experiences for a User through an UI/UX Design Internship

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ABSTRACT: This research paper describes an analysis of an internship project done which focuses on the development of a website using WordPress and other different design tools, which puts an emphasis on optimizing the maximum capabilities of UI design in an educational website targeted towards students and their parents. This project aims to show the applicability of different techniques and tools of design-based principles, the integration of proper and responsive web design, and the use of WordPress as a management system to develop and improve the overall experience of the user while he/she accesses the website. This study not only works through the practical challenges that users and designers face but also states the solutions that target the industry and the platform for better usage and user experience.

KEYWORDS: Tools, Techniques of UI/UX design, website, WordPress

I. INTRODUCTION

In this era of digitalization and modernization, the importance of effective and efficient UI and UX design in website development cannot be overlooked. A well-designed website with good components can improve an user's experience, satisfaction, and also increase the engagement of the following. This paper describes the application of different UI and UX principles in the creation of a WordPress based website and also underlines the challenges faced by the designer to document the project.

UI design i.e User Interface is defined to help users interact with the interface of a website or an application. It contains different visual tools, texts, buttons, or other things which make the content aesthetically pleasing and also easy to understand. It makes the website look seamless and drives user engagement.

UX design i.e User Experience is defined as the experience through which an user interacts or communicates with a website. Many companies conduct research that takes feedback from different communities to improve the experience of users on their websites.

To take an example of an educational website, the UI focuses on the seamless visuals that it offers, to say the buttons, the pictures, the fonts, and etc. The UX,on the other hand, focuses on how the user will interact with the website. Whether the pages have been connected seamlessly, the user can know where to tap, scan, or type in. These fundamentals play a great role in shaping the potential customer base.

The aim of UI and UX designing is to provide a user or a customer with an experience unmatched. Soothing to the eye and even more soothing to use. If a design is complicated, it would further increase the confusion one has while browsing a site. But if it is smooth, one has no problem navigating between the pages.

It is completely based on visuals, how the interface would look like to the user, how the fonts will appear, how the buttons will be interacted with. For the website to be successful, it is definitely important in these modern times, that it complies with a user's needs and gives them a smooth experience.

Different Tools which can be used for UI/UX design

As the technology keeps on changing, the tools in the market keep on growing tremendously. For each necessity, we have numerous tools that serve the same purpose with different features. Each one has a unique selling point that delivers the needs of an user with its features. For UI and UX designing, there are new and coming tools that are frequently used among the designers and are loved for their features.

For starters, Adobe XD offers vector based tools for creating interfaces for different platforms. Many designers prefer using Adobe XD for the different features it has. Figma is a great tool gaining popularity in recent years. It has a collaboration feature which allows multiple users on the same file to collaborate and update changes. Webflow is another great tool which allows users to design whatever one imagines. It also allows users to use templates and build interactions from them.

II. LITERATURE REVIEW

While designing websites, it is important to stay up-to-date with up-and-coming trends and technologies, and UI and UX design is all about leveraging tools that help craft interesting experiences for the users [1]. While many websites pay attention on the services they provide, they often neglect the interfaces that define their services. It is to note that having a good interface through which a user can interact can actually help in the long run of the website or the application [2]. To actually scale a website or an application, it is important to pay attention to both how the website looks and how it works. While people look up to websites to be on the computers, it is to look at other devices also. Mobiles, computers, gaming devices, etc. many devices need a good user interface along with the user experience.[3]. These devices are operated from all range of age groups, from juniors to seniors, from small kids to grandparents. And it is important to target them all with the design. [4]. Website designers should ensure that their components adhere to simplicity and accessibility, maintaining visual aesthetics to the best, so that they are visually crafting as well as easy to use.

III. METHODOLOGY

The project is based on a user-centric approach and feasible design system, emphasizing clean and intuitive websites that appeases the eyes. The methodology of WordPress was greatly used, with a significant important template that we implemented upon. Prototyping tools were used to visualize the template that were further implemented in the application of WordPress. Through many refinements and different iterations, the design was finally published.

The methodology of creating an UI or UX design is a process with many iterations. It has various stages involved from research to testing, including user feedback and iteration in each step. Let us see these iterations in detail.

Research:
Conduct proper research to ensure what kind of experience one is looking for, and what the product wants to convey. It involves understanding the users better to know what they want from a website.

Define:
This step involves defining the actual situation and the problem that we need to target. This stage helps us find clarity for the prototype we create in the future.

Idea and Prototyping:

Create innovative ideas that appeal to communities and choose the most appropriate idea to be further developed into a prototype. It is a raw version of the actual product.

Test:

Put your prototype to test by letting some of the users use the design and give feedback. These feedbacks can further inspire iterations and develop the design more accurately.
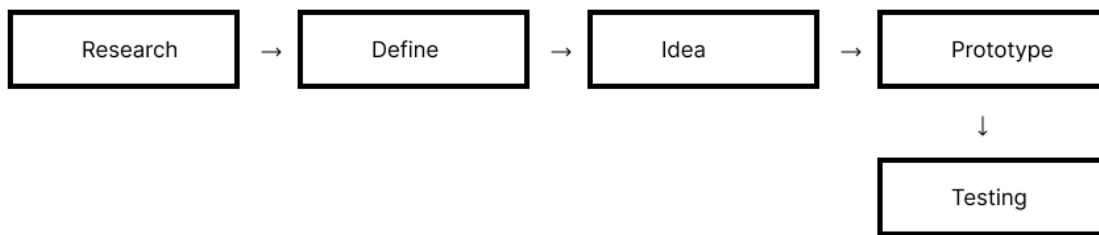

FIG. Methodology of a UI/UX project

Project Execution:

Creating the UI for an educational website is to tackle the challenges that come with it: make the experience good for students and their parents, display the statistics the institute has in an appealing manner, and show the best version of the website out there. For this, these are the steps that can be used for executing the following project.

User Research:

Different scenarios were kept in mind depending on the use-case of the website, showcasing that it meets the needs which were not fulfilled in the previous design.

Design and Prototyping:

We selected a template among numerous which best fit the criteria of our educational website, which focused on simplicity, ease of use, and user-centric design.

WordPress Implementation:

We are in the stages of developing the website on WordPress with it's extensive tools and functions to design the website with it's best usability.

User Testing:

After the project is finished, it will be rolled out to test the ease of use among different users and the experiences will be noted down for any further improvement and iterations.

Challenges:

UI/UX Design iterations have multiple challenges, including site maintenance while maintaining the user experience across the devices. While many challenges are minor, excluding them from the iterations of changes could result in

major setbacks which could hamper the site performance and impact the user experience. To state the few, the below are the major challenges one can face while working on UI/UX design projects.

- Maintaining existing site performance within the new design.
- Ease of use within the users.
- Significant feasible design improvements that are better than the previous version.
- Update the statistics to the latest version.
- The portal should lead to respective websites easily.

The solutions for these challenges include working on the site performance and design changes that appeal to the audience. We should also employ responsive design strategies that ensure that the website has consistent usability even while undergoing minor changes that do not impact the user experience or satisfaction.

IV. CONCLUSION

This internship project demonstrated the effectiveness of integrating different UI/UX principles with the platform of WordPress and other tools to create a better version of the already existing website. It highlights the importance of solutions that target the above-mentioned challenges that emerge when different users are exploring the website. Future work would involve the integration of advanced analytics for developing the design again with different purposes.

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