Have you ever wondered how products like umbrellas, sneakers, the iPhone, and TikTok came to be? Well, before any of these products launched and made their way into our hands (or on our feet), they began as simple ideas. The process from idea to launch is User Experience (UX) Design! If you're wondering what that is, it's a set of steps that allows us "to solve real problems and craft functional, reliable, and enjoyable products" (Adobe, 2021).

Throughout this Expedition, you will LEAD YOUR LEARNING by fully engaging with the resources and activities. You will be be asked to –

REFLECT STRETCH INNOVATE SHOWCASE

- ➤ **REFLECT** about your skills, learning goals, and purpose

- ➤ **STRETCH** your knowledge and skills through active learning

- ➤ **INNOVATE** and iterate solutions for real-world challenges

- ➤ **SHOWCASE** your innovations and learning in a dynamic way

We also encourage you to utilize our **Expeditions Idea Book** as you navigate this Expedition as a resource and space to get your creativity flowing, organize your ideas and research, and share your innovations and reflections.

Every so often you may see this briefcase icon. That indicates an opportune time to have a conversation with a mentor or local business leader to discuss industry trends, ideate solutions, solicit feedback, and/or present your project. (Speak to your educator if you need support making contact.)

REFLECT

As you watch the video, think deeply about these questions:

HOW I BECAME A UX DESIGNER AT DISNEY

- ➤ What excites you about UX Design?

- ➤ What skills or traits would help you succeed in a career in UX Design?

- ➤ What parts of Deia's work can you see yourself doing?

Hear Deia's story of how she became a UX designer at The Walt Disney Company, where she designs interactive features for a variety of Disney's media and entertainment platforms.

WHY A CAREER IN UX DESIGN?

Do you want to develop something used by potentially millions of people? UX Designers ensure that a product is enjoyable for its users and is accessible to all. The potential for earning and growth in this career is higher than many other industries. Check out these statistics:

$98K+
average base salary

197,100
jobs including web development in 2023

8+%
increase of designer salaries in 2023

WHAT SKILLS DO UX DESIGNERS NEED?

UX designers need both "soft" or people skills and "hard" or technical skills. For example:

EMPATHY - keep user needs in mind when developing solutions.

WIREFRAMING - diagrams show how a product or application works and how a user interacts with it.

COMMUNICATION - interview users and understand client needs.

USER RESEARCH - involves collecting user data in different ways like interviews.

CRITICAL THINKING- consider different perspectives and innovate.

INFORMATION ARCHITECTURE- involves organizing information available in a clear and logical manner.

OPPORTUNITY ALERT!

nfte! WORLD SERIES of INNOVATION

Want to apply UX design for a chance to win some $? Join NFTE 's annual World Series of Innovation competition around different topics. Check the "How to Compete" page for details and deadlines; then, set reminders on your phone!
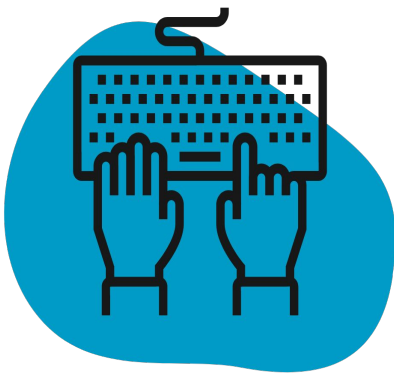
STRETCH

Expand your knowledge and skills by trying some of these activities:

➢ Watch Career Foundry's Camren Browne Introduce the UX Design Process.

➢ Listen to Sergio Sala's Beginner's Guide to Wireframing using Figma!

➢ Read about Maya Gold Patterson, who is Designing Spaces for Black Women at Twitter

➢ Explore Empathy Mapping, which is key in strategizing

➢ Take a look at a 16-year old's experience with Launching a Digital Product.

What are some other resources you can find that relate to your interests in UX Design?

Whose expertise can you tap into to learn more about this career? Could they participate in an informational interview with you and your peers or serve as a mentor?

Google
Applied Digital Skills

Learn job-ready skills from anywhere with Google's video- and project-based lessons, free of charge.
No tech experience is required. Click HERE to learn more.

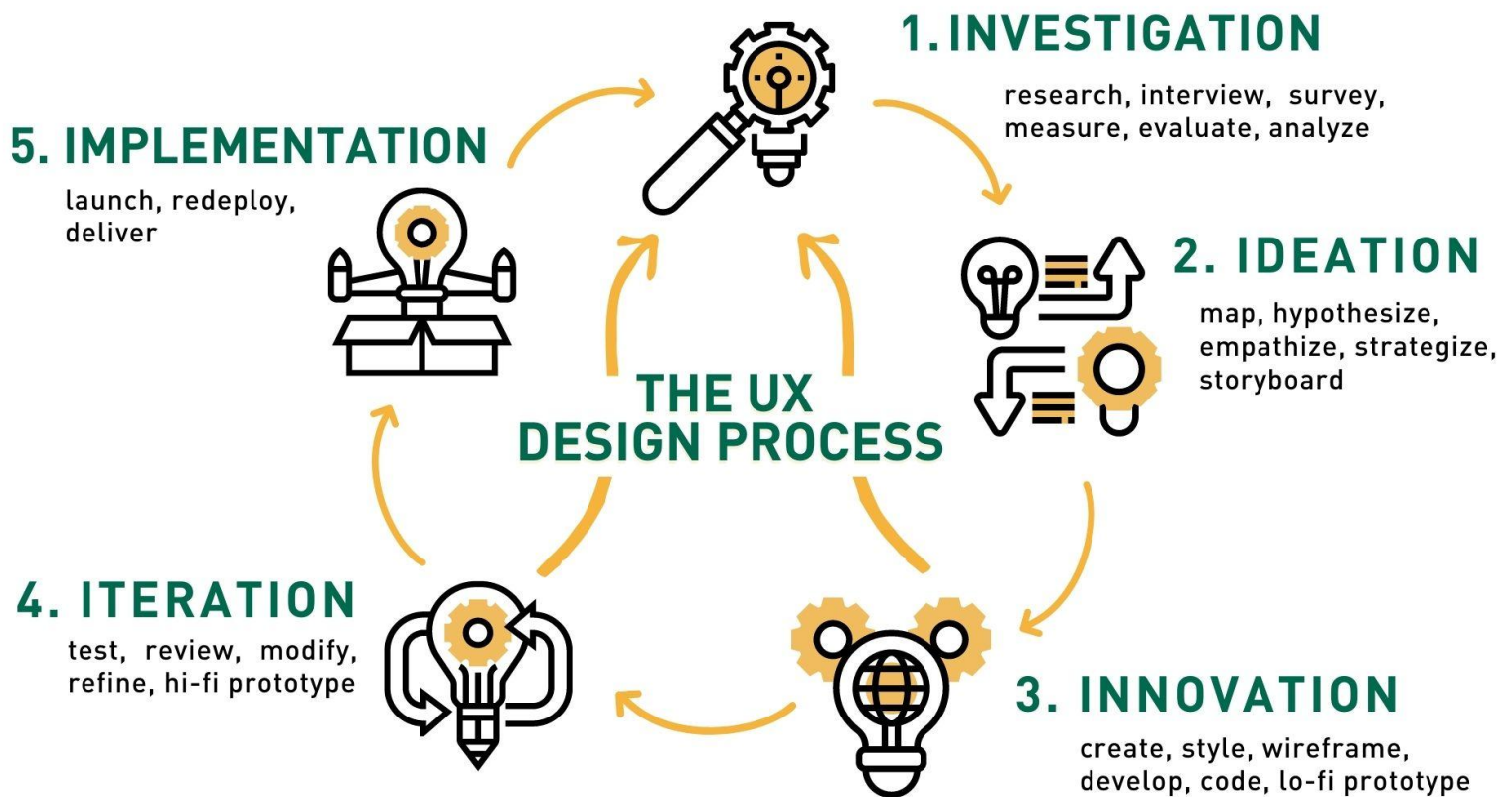Gain an important UX Design skill with the lesson, Get Feedback in Google Jamboard.

Expand your knowledge and skills by exploring some of these resources:

THE UX DESIGN PROCESS

As you think about problems to solve and what to innovate, be sure to implement the UX design process that is used by engineers and UX designers alike. Even if you are not planning to be a UX Designer, this process and its different phases help with problem-solving, generating creative ideas, and communicating your project.

Check out the graphic below. It may also be helpful to watch this Career Foundry's video from Camren Browne the Design Thinking Process which is closely related to the UX Design Process below:

THE UX DESIGN PROCESS

1. INVESTIGATION
research, interview, survey, measure, evaluate, analyze

2. IDEATION
map, hypothesize, empathize, strategize, storyboard

3. INNOVATION
create, style, wireframe, develop, code, lo-fi prototype

4. ITERATION
test, review, modify, refine, hi-fi prototype

5. IMPLEMENTATION
launch, redeploy, deliver

INNOVATE

Identify a problem in your community (school, local, state, or global) or this industry, then innovate ways solve it.

DEVELOP A PRODUCT	Create a new product (digital or non-digital) that would solve the problem you have identified. (Consider designing, wireframing, or prototyping using platforms like Lucid, ProtoPie, or Figma, or code an app in MIT App Inventor.)
FIX A FLAW	Perform some user testing on an existing product and think of ways to remix and improve it for diverse users. Is there a practice or product that has a flaw you'd like to fix? Consider diverse users, then use that feedback to improve and recreate a product.
BE A CHANGE-MAKER	Create a movement at your school or community to amplify this industry or the skills sets needed to succeed in this field. You can start a chapter for a Career & Technical Student Organization (CTSO) or professional organization related to this field, host a college/career fair or local competition to highlight this industry. In your community, there may be small businesses that may need your design prowess. Think about a local restaurant's menu that could be redesigned in a digital format, or create an app for online ordering. Your local clothing store may not have an app to showcase their merchandise. You can build your skills and help Support small businesses at the same time! The possibilities are endless!

PRO TIPS:

- If the choices above don't appeal to you, you can create-your-own or generate ideas by exploring hackathon sites like hackclub or devpost.

- As you ideate, consider using customer journey mapping.

Is there a mentor or industry partner who can discuss the Engineering Design Process or UX Design Process to support your innovation? How can you gather mentor feedback as you iterate and innovate?

SHOWCASE

Once you complete your innovation, share your learning with the with an audience in one or more of these ways:

Why not plan a showcase where you and your peers can share presentations with the whole school, at a parent night, or for a panel of industry professionals?
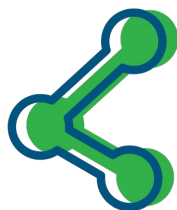
DIGITAL PORTFOLIO OR SITE	Create, code, or build a simple webpage to highlight your innovation, project, and learning journey. Consider bulb digital portfolios, Replit, GitHub, Google Sites, or Wix. Once it's developed, present it to an audience, and solicit feedback.
ONLINE MEDIA	Create a blog, vlog, or social media campaign (LinkedIn, YouTube, etc.) to highlight your innovation, project, and learning journey. Feel free to tag @nafcareeracads.
PITCH IT!	Pretend your audience is a group of consumers or investors. Pitch your innovation to them, sharing what you learned in the process. Allow for a Q&A, then solicit feedback on the quality of your project and/or pitch.

PRO TIPS:

- Level up your project by entering a school or district competition or challenge. (Think the science fair, CTSOs, hackathons, etc.)
- Not interested in options from our Showcase menu? You can present your creations in a format of your choosing.

STUDENTS, SHARE YOUR INNOVATION!

NAF would love to see your creation! After you get your educator's permission, submit yours **HERE**. We may highlight you on social media!

(We WILL NOT share your work without your educator's and your approval.)