![NAF Future Ready Passport logo]

FROM IDEA TO LAUNCH: THE UX DESIGN EXPEDITION

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).

Introducing the passion project—here is your chance to ask questions, research, create, and gain in-demand skills along the way. It is part of a process of reflecting, stretching your skills and knowledge, innovating, and showcasing your work.

In this expedition, you will learn about UX and the role it plays in the design process. You will also develop a product or redesign one as part of your passion project. What's great is you will be solving problems that matter to you while building your UX design dexterity, which is now considered one of the *top five* in-demand career skills (Career Foundry, 2021).

REFLECT
Think deeply about your skill sets, learning goals, and purpose.

STRETCH
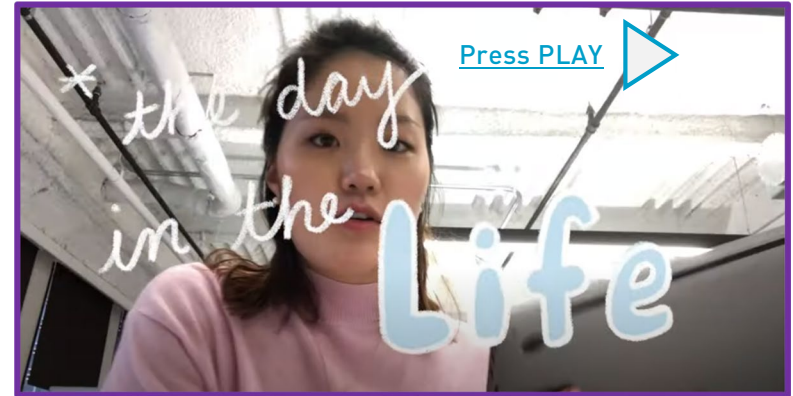Engage in learning beyond the bell to expand your knowledge and skills.

INNOVATE
Create solutions for real-world problems you are passionate about and want to solve.

SHOWCASE
Share your innovative solutions to the world in a powerful way.

REFLECT ≫

Press PLAY ▶

Christine Chun shares what it's like to be a UX/Product Designer for Instacart. From the work to the perks, you can see her passion for design, the workplace, and collaboration!

As you reflect on Christine's experience, think deeply on these questions:

- What about being a UX or Product Designer excites you?

- What skills or traits do you possess that would help you succeed in product design?

- Is there a company like Christine's that you can imagine yourself working? If so, why…and what kind of products does it deliver?

- What is a product, digital or non-digital, about which you are passionate? Does it already exist? If so, which aspects of it would you maintain or modify? If it doesn't exist yet, how can you turn this passion into a product?

STRETCH ≫

Dive into these resources to expand your learning and skills in UX Design:

THE UX PROCESS:

- Check out NAF's graphic organizer on the five steps of the process: Investigation, Ideation, Innovation, Iteration, and Implementation!
- Watch Career Foundry's Camren Browne Introduce the UX Design Process.
- Read about Maya Gold Patterson, who is Designing Spaces for Black Women at Twitter.

THE INVESTIGATION PHASE:

- Hear from Anne Higgins and Jeff Humble about UX Research and Its Purpose.
- Take a look at the Types of UX Research!

THE IDEATION PHASE:

- Explore Empathy Mapping, which is key in strategizing hypothesizing, and storyboarding.

THE INNOVATION PHASE:

- Take a listen to Sergio Sala's Beginner's Guide to Wireframing using Figma!

THE ITERATION PHASE:

- Explore Usability Testing 101 then check out Justin Morales from Adobe XD as he explains prototypes in What is Prototyping?

THE IMPLEMENTATION PHASE:

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

REGISTER A UX DESIGN COURSE THROUGH EDX, Coursera, or FutureLearn.

INNOVATE ≫

On the next two pages, there are ideas to innovate and showcase your work. Think about problems you want to solve then return to this section to design your passion product.

INVESTIGATION

1

- Reflect about a problem you want to solve.
- Think about products or apps that exist that address this problem.
- Imagine a product can you design or reimagine to solve it.
- Consider your user's needs and gather research to inform your design decisions.

IDEATION

2

- Map out strategies and initial design ideas based on your investigations.
- With your user in mind (empathy), hypothesize on design ideas that will limit pain points and help solve the problem.

INNOVATION

3

- Develop a lo-fi prototype on paper.
- Begin creating code (if your product warrants it and styling graphics.
- Construct preliminary wireframes.

ITERATION

4

- Test your lo-fi prototype with your users.
- Modify and refine this iteration to work out pain points.
- Create a hi-fi prototype and wireframe through apps like Marvel or Lucidchart.
- Consider sharing your iterations with your mentors as well.

IMPLEMENTATION

5

- Share your product with your user or group of users!
- Showcase your product! (See the last page for showcase ideas.)
- Return to other phases of the design process to improve your design.

INNOVATION ≫

CREATE A TUTORIAL OR TRAINING VIDEO

Help users learn content or a skill. Whether it's how to change a tire, complete a tax form, or apply eye shadow, tutorials provide visuals for your audience. Before you create it, however, follow the UX design process. You know what they say, "When you teach, you learn twice."

Check out How to Make a Great Instructional Video!

DESIGN A PRODUCT THAT MAKES LIFE EASIER

Go interview a group of students, teachers, or neighbors, then identify and design a solution to make their lives easier.

It can be a password journal, portfolio template, an app to remind you to stretch, or a mall navigation app...the possibilities are endless.

Check out 60+ Brilliant App Ideas for 2021!

PRODUCT DESIGN

REDESIGN A PRODUCT

Is there an existing product that has flaws you would like to fix for diverse users?

Think about Racial Bias in Technology, such as hands-free soap dispensers or faucets that don't detect hands with darker skin tones. (So lame, right?!?)

Perform some user testing on a digital or non-digital product, tap into your empathy for the diverse user, then use that feedback to improve and recreate a product.

DESIGN A BETTER INTERFACE FOR A PRODUCT

Think about microwaves, car radios, e-textbooks, an app, your phone's home screen! There are interfaces in our faces all the time!

Now is your chance to fix some Design Mistakes! Think about an interface that you would like to improve then use the UX Design Process to redesign it!

REIMAGINE OR CREATE A PRODUCT FOR A LOCAL SMALL BUSINESS

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!

If there is something you want to design that does not fit any of these choices, that's OK! We want you to do something that excites you! Discuss it with your educator then GO FOR IT!
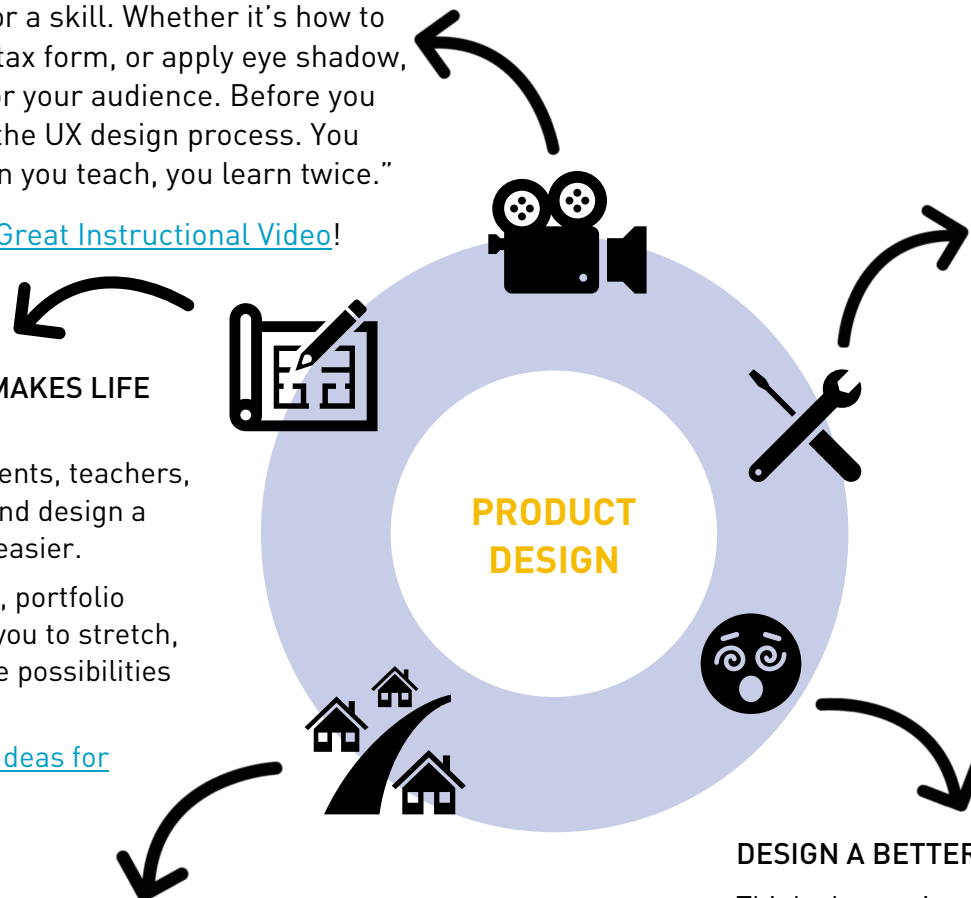
SHOWCASE »

Showcase your passion product in one or more of these ways:

CREATE AN ONLINE PORTFOLIO TO SHARE WITH COLLEGE ADMISSIONS OR AN EMPLOYER Bulb Equedi Google Sites	**HOST A DESIGN COMPETITION AT YOUR SCHOOL** Invention Competition Resource	**PUBLISH YOUR APP IN AN APP STORE** Publish in Google Play $ Publish in Apple App Store $$ Public Gallery
HOST A UX DESIGN PROCESS WORKSHOP IN YOUR SCHOOL OR COMMUNITY Host a Figma workshop for non-designers	**PITCH YOUR PRODUCT TO A MENTOR OR LOCAL BUSINESS PARTNER**	**CREATE A YOUTUBE VIDEO, BLOG OR WEBPAGE ABOUT YOUR DESIGN PROCESS** Wix Google Sites GitHub pages
ENTER A DESIGN COMPETITION UX Design Contest Enter the Congressional App Challenge	**CREATE A YOUTUBE VIDEO OF YOUR PRODUCT OR THE PROCESS** Get started Best practices	**CREATE A MARKETING CAMPAIGN ABOUT YOUR PRODUCT** DECA Integrated Marketing Campaign