

Fundamentals of UI/UX Design: Embracing User- Centered Principles with Figma and Miro





Introduction to UI/UX Design

UI/UX Design is essential for creating effective digital products. This presentation will explore **user-centered principles** and how tools like **Figma** and **Miro** can enhance your design process. Understanding these fundamentals is key to delivering exceptional user experiences.

What is UI/UX Design?

UI (User Interface) focuses on the visual elements of a product, while **UX (User Experience)** emphasizes the overall experience a user has. Both disciplines are interconnected and aim to create a seamless interaction between the user and the product.



Importance of User-Centered Design

User-centered design prioritizes the needs and preferences of users throughout the design process. By involving users in research and testing, designers can create products that are not only functional but also enjoyable to use.





Figma: A Powerful Design Tool

Figma is a cloud-based design tool that enables collaboration among team members. Its features allow for real-time editing, prototyping, and feedback, making it an ideal choice for teams focused on **user-centered design**.

Miro: Enhancing Collaboration

Miro is an online collaborative whiteboard platform that facilitates brainstorming and idea mapping. It helps teams visualize concepts and gather insights, ensuring that user feedback is integrated into the design process effectively.





Key Principles of UI/UX Design

Important principles include **consistency**, **simplicity**, and **feedback**. These principles guide designers in creating intuitive interfaces that enhance user satisfaction, ultimately leading to better product adoption and retention.



Testing and Iteration

Design is an **iterative process**. Regular testing with real users helps identify pain points and areas for improvement. Embracing feedback allows designers to refine their products, ensuring they meet user needs effectively.



Conclusion and Next Steps

Embracing **user-centered principles** in UI/UX design leads to better products and satisfied users. Utilize tools like **Figma** and **Miro** to enhance your design process. Start implementing these strategies in your projects for improved outcomes.

Thanks!



Do you have any
questions?

harrison.muema@digifunzi.com
+254792770398
www.digifunzi.com.com