

# K S INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF COMPUTER SCIENCE & DESIGN

### REPORT ON TECHNICAL TALK

#### “UI-UX DESIGN”

<b>Semester:</b>	3 <sup>rd</sup> Semester
<b>Event Type:</b>	Technical Talk
<b>Event Name:</b>	UI-UX DESIGN
<b>Date/Duration:</b>	25-11-2022
<b>Associated Professional Bodies</b>	IEI
<b>No. of Students:</b>	70
<b>Speaker Details:</b>	Mr. Pravin Ghodke, UX Designer for Philips in the Health Care sector. Ms.Supritha, UX Designer, Philips. Ms.Garima, Product Designer, Philips.
<b>Online link/Offline:</b>	Offline

### Event Objectives:

- To provide the basic understanding of UX-UI design.
- To provide an understanding on using best practices and conventions in UX design, identify user groups, market segments, and perform empathy and persona mapping.
- To provide knowledge on UI prototyping and styling.
- Outline the career option in the field of UX-UI design.

### Event description with pictures:



**Fig 1 Welcome address**

The event started with the welcome address by the Principal of KSIT Dr. Dilip Kumar K. The speaker Mr.Pravin Ghodke, and his team members Ms. Supritha and Ms. Garima were facilitated florally.

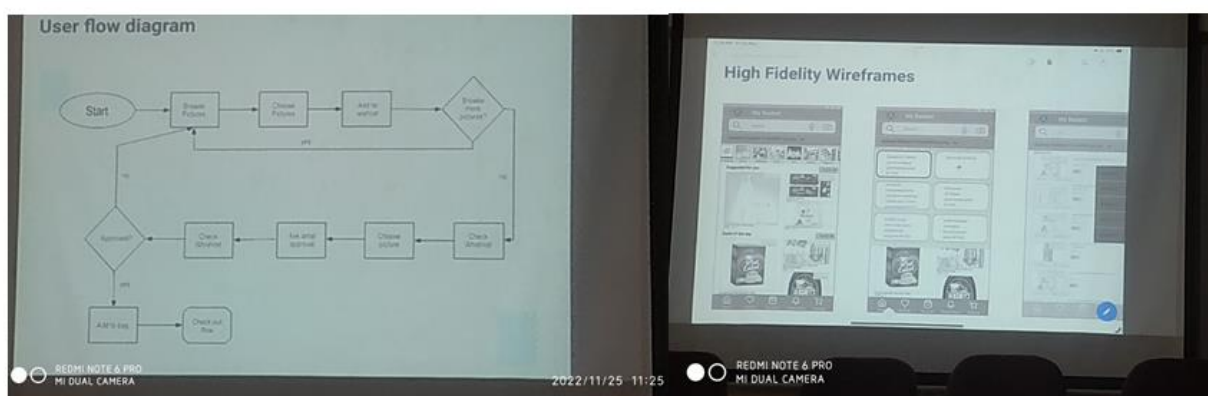
The HoD of Computer Science and Engineering Dr. Rekha Venkatapura, HoD of AIML Dr. Vaneetha M and HoD of CSD Dr. Deepa S R welcomed the all the guests.

The Session started with a brief explanation on why design thinking is necessary and how it makes our life easy by giving an example of misplaced and unordered floor marking design on the lift of 25 floors. The speaker later gave various examples of misplaced design in online shopping pages, online passport office portal etc.



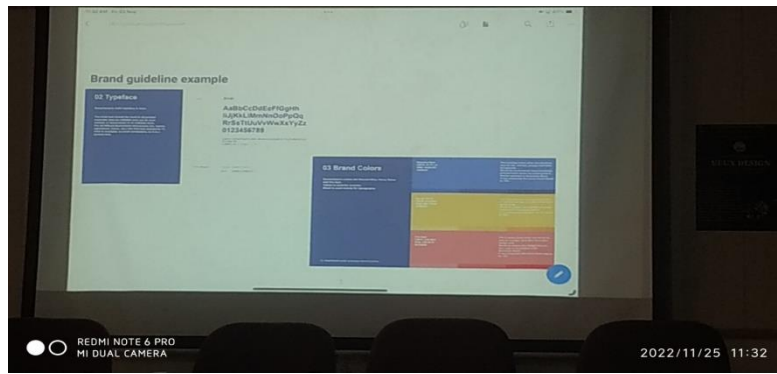
**Fig 2 Roles of UX - Designer**

The speaker explained the role of UX designer and skills required to solve the catastrophic designs which include design thinking process. The session continued with the understanding the detailed stages of design thinking process of UX design, which include empathise, awareness of technological advancements, user shadowing, micro observing, and competitive benchmarking with various examples. The speaker explained the design process through user flow diagram and till the final stage of wireframe testing with examples.



**Fig 3 Stages of UX – Design**

The session continued with the understanding of the UI design philosophy which gives importance to the look and feel of the design and brand guidelines.



**Fig 4 Stages of UI - Design**

Speaker concluded the session by giving an insight in to the career options in the field of UX-UI design and skills required for the role of an UX-UI designer which include keen observation skills, must generate distinctive idea, a team player with good communication skills, and must be updated with the current trends in technology.

The technical talk on UX-UI design was a great learning experience where students were able to explore the world of UX-UI design and its career options.

EO#	EVENT OUTCOMES
EO1	Understand the basics of UX-UI design.
EO2	Understand the roles and responsibilities of UX designer.
EO3	Understand the importance of UI design principles.
EO4	Gain awareness on the career option in the field of UX-UI design.

**EO-PO Mapping**

EO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
EO1	2	2	2	-	-	2	2	-	2	-	-	2	1	1
EO2	2	2	2	-	-	2	2	-	2	-	-	2	1	1
EO3	2	2	2	-	-	2	2	-	2	-	-	2	1	1
EO4	2	2	2	-	-	2	2	-	2	-	-	2	1	1
	2	2	2	-	-	2	2	-	2	-	-	2	1	1

3	Substantial (High) Correlation
2	Moderate (Medium) Correlation
1	Slight (Low) Correlation
-	No correlation.

**PO's Attained: PO1, PO2, P03, PO6, PO7, PO9, PO12**

**PSO's Attained: PSO1, PSO2**

**Event Coordinator**

**HoD**

**Principal**