

D E S I G N

W I T H

I N T E N T



Siddhartha Dwivedi

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Design With Intent

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Introduction!

Design is everywhere. From the way you unlock your phone to the way you order coffee, every interaction is designed by someone. Yet not all designs are equal — some delight us, others frustrate us. That's where UX design comes in: it's the invisible hand shaping how we experience the world of technology.

This book, Design with Intent, is for beginners who want to understand the fundamentals of UX and UI design — not just the how, but the why. It will take you from the foundations of research and strategy to ideation, testing, and delivery. Each chapter combines theory, real-world examples, and practical exercises so you don't just read, you practice.

Think of this book as a field guide: it won't overwhelm you with jargon, but it won't oversimplify either. My goal is to help you build a mindset — one that balances creativity with empathy, aesthetics with usability, and intent with impact.

So, whether you're a student, an aspiring designer, or someone simply curious about how digital products are made — welcome. Let's begin designing with intent.

About Me!

👋 Hi, I'm Siddhartha Dwivedi.

I'm a Product Designer with 5+ years of experience helping companies and startups build digital products that are not only functional but delightful to use. My design journey began in graphic design and advertising, where I learned how visuals connect with emotions. Later, I moved into product design, where I discovered the power of research, psychology, and testing in shaping experiences that truly matter.

I've worked on projects ranging from management tools to hospitality websites and large-scale events like WordCamp Nepal. Beyond client work, I'm passionate about teaching and mentoring new designers — simplifying complex ideas into practical lessons.

When I'm not designing, you'll find me exploring typography, experimenting with writing, or building creative communities online.

This book is a reflection of what I've learned (and unlearned) so far. It's not a "final word," but a starting point for your own journey into UX.

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Join the Think Purple Community

Initiated a Think Purple, a growing community for designers, learners, and curious minds who want to exchange ideas, share projects, and grow across the city.

Join here: <https://discord.gg/PrW4cyxg57>

**Think
Purple**

Getting Started!

Before diving into the chapters, here are a few tips on how to use this book effectively:

1. Don't just read — do.

Many chapters include exercises, worksheets, or prompts. Treat them seriously; they're where the real learning happens.

2. Think like a user.

As you study examples, pause and ask: "If I were the user, how would I feel here?" Empathy is your strongest design tool.

3. Go at your own pace.

UX is a vast field. Don't rush through — focus on understanding one idea at a time.

4. Experiment and make mistakes.

Good design emerges from testing and iteration, not from getting it "right" the first time.

5. Keep a design journal.

Note down your observations, sketches, and reflections as you move through the chapters. This will become the seed of your first portfolio.

By the end of this book, you'll not only understand the fundamentals of UX but also have the tools and confidence to start designing your own projects with clarity and intent.

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What is UX Design?

UX stands for User Experience — and that means exactly what it sounds like

Your design strategy might include

This includes:

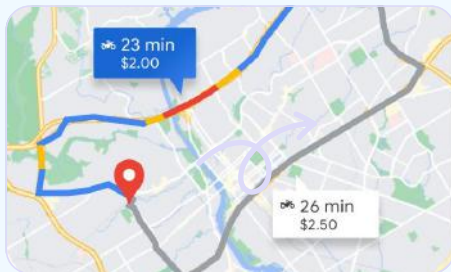
- Is it easy to use?
- Does it feel smooth or clunky?
- Did the user get what they came for?

When the answer to all three is “yes” — that’s good UX.

Think of UX like a map

Imagine you’re in a new city.

- A good map doesn’t just show you where to go — it guides you clearly, warns you of traffic, and even suggests better routes.
- A bad map? Confusing, outdated, no sense of direction.



- *Traffic updates*
- *Journey duration*
- *And best route for quick travel*

UX is that map — it guides users through your product in a way that feels easy, human, and efficient

UX is Not Just About Apps

Let's be clear: UX is everywhere.

You experience UX when you:

- Use a mobile app to order food
- Try to pay at a self-checkout machine
- Navigate signs at an airport
- Fill out a form at the bank

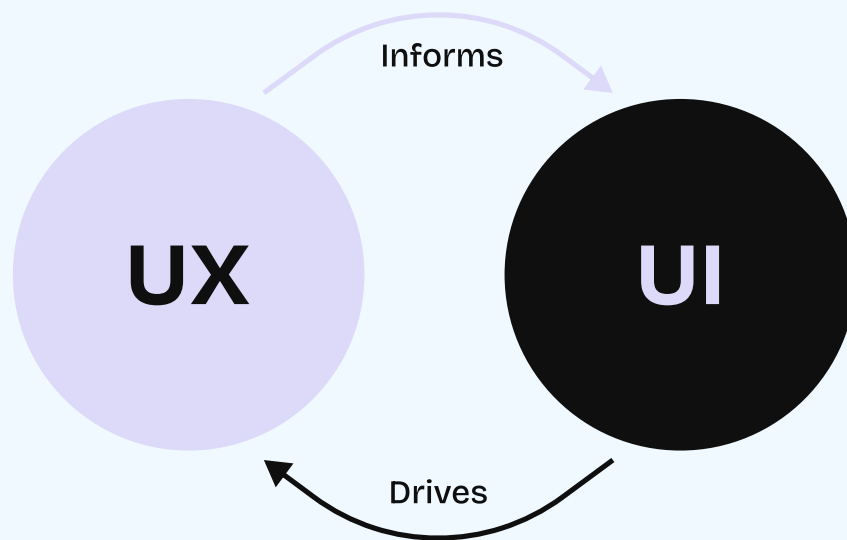
It's not limited to screens — it's about the human experience interacting with systems, digital or physical.

UX ≠ UI

These two are often confused — but they are not the same.

UX = Experience	UI = Interface
The logic, structure, and flow	The look, style, and visuals
Making the product useful	Making the product attractive
"Why does this exist?"	"How does this look?"
Example: A quick checkout process	Example: A clean, minimal button

UX is the path. UI is the surface.
You need both — but they serve different jobs



What Makes a Good User Experience?

Here are the core principles that shape strong UX

Principle	Meaning
Usability	Can users complete tasks easily?
Clarity	Is the design understandable?
Feedback	Does the product respond to user actions clearly?
Consistency	Do similar things behave the same way across screens?
Affordance	Does it look like you can click, tap, slide, or type?
Accessibility	Can everyone use this — including people with disabilities?
Delight	Are there moments of joy or personality that make it memorable?

These are the building blocks of UX — and we'll unpack each of them in later chapters.

“Good UX feels invisible — everything just works. Bad UX feels like friction you didn't sign up for”

Example:

The Library Analogy

Imagine walking into a public library

- The sections are clearly labeled
- The books are organized by genre
- A staff member helps you find something
- You're in and out in 10 minutes

Now imagine:

- No labels
- Random book piles
- Confusing signs
- No one to help



Both libraries have the same books. But the experience — from entry to exit — is completely different
That difference = UX

Example:

Local Bus Stop Experience

You open the app to order a smoothie.

Good UX means

- You find your favorite flavor in 2 taps
- You customize it: less sugar, more ice
- You pay in 5 seconds with no confusion
- You get an alert: "Juice on the way!"

Bad UX would mean hunting through 6 menus just to find "Mango." That's friction.

Example:

Picture Frame vs. Hanging the Frame

Designing a picture frame is UI.

Choosing where to hang it, what photo to put in, and making sure it doesn't fall — that's UX.

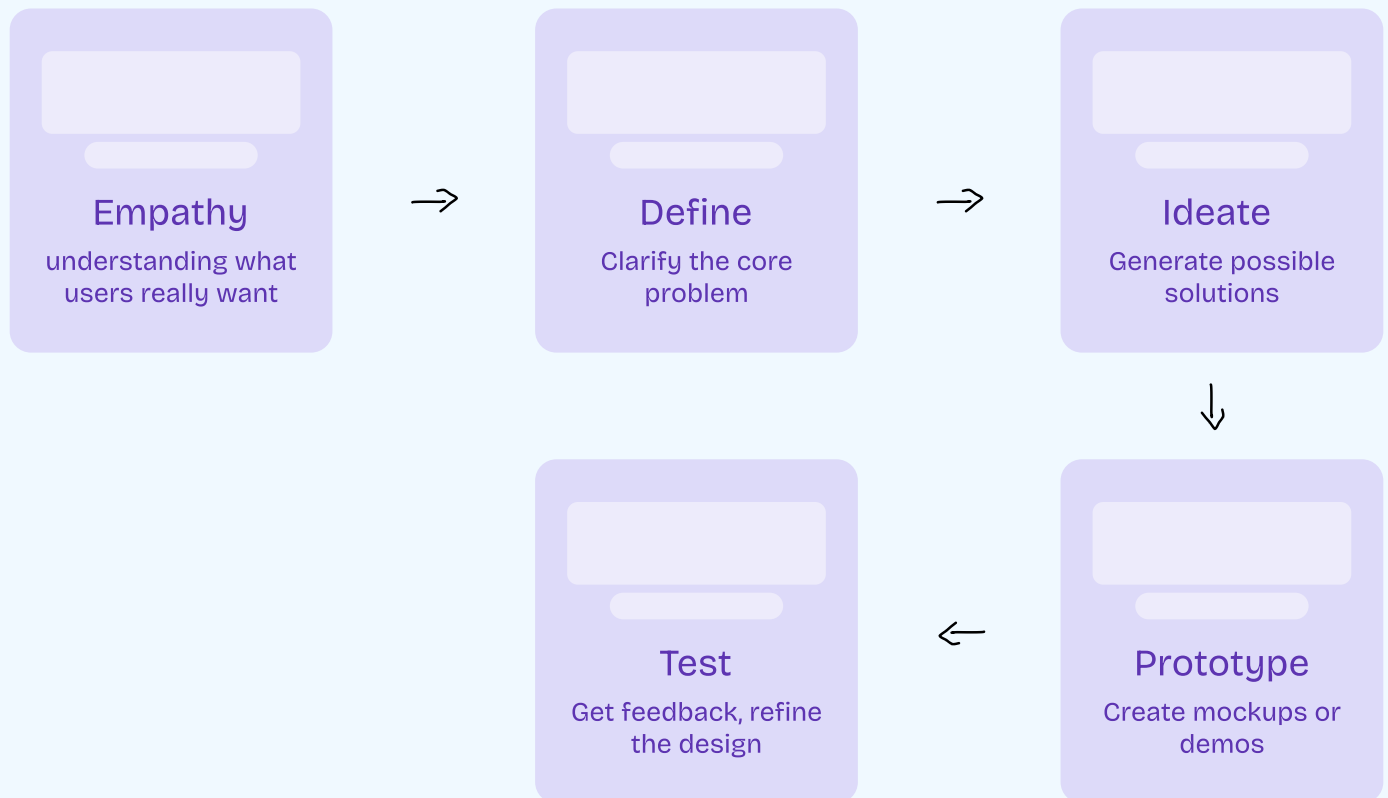
A stunning frame won't help if it's nailed into the wrong wall.

UX is a Process, Not a One-Time Task

UX design is not just sketching screens. It follows a strategic, repeatable process.

Here's one widely used framework

Design Thinking Process:



Designers loop through these steps — again and again — until the product feels right.

We'll use this process throughout this book.

This is one of the most widely used UX frameworks. It's not linear — you'll loop back often as you test and improve your designs

A Few Terms You'll Encounter

Term	Quick Definition
Heuristics	Design rules or best practices (like "Don't make me think")
User Flow	The step-by-step path users take to complete a task
Wireframe	A blueprint of your design before you add visuals
Information Architecture	How content is organized and labeled
Microcopy	The tiny words in buttons, errors, or tips
Interaction Cost	How much effort it takes for a user to do something

These terms will appear throughout this book. You don't need to memorize them now — just start recognizing them

👉 Try This: UX Observation

Pick a digital product you used today — food app, banking app, social media, anything.

Write down:

- One thing that felt smooth
- One thing that felt confusing
- What emotion you had while using it

Now ask: What could be improved, and why?

That's your first UX insight.

UX is how people feel when using your product — not just what it looks like, but how it works

Good UX is:

- Invisible
- Intuitive
- Inclusive
- And intentional

As a UX designer, your job isn't just to design screens — it's to design experiences. You're here to solve human problems, beautifully.



UX isn't just about the user. It's also about aligning with business goals

What is Business Requirement Gathering?

You need to ask:

"Why are we building this?"
"What problem is the business trying to solve?"
"What does success look like?"

Business Requirement Gathering is the process of understanding what the product must do — from the business's perspective, not just the user's.

Example:

Designing a Café Menu

Imagine a café owner says:

"We want to redesign our menu."

If you jump straight into fonts and layouts, you miss the real goal.

After asking the right questions, you find:

- They want to promote high-profit items
- They want to cut queue time
- They want new customers to understand combos

Now you're not just designing a pretty menu — you're designing a business tool that solves real problems.

Why It Matters in UX

UX design is a bridge between:

- What users need
- What the business wants to achieve

If you ignore either side, the product fails.

If you ignore...	You risk...
The business goals	Creating something nobody funds
The user needs	Creating something nobody uses

What to Ask (Business Discovery Questions)

Here are questions every UX designer should ask stakeholders at the start:

Problem Clarity

- What problem are we trying to solve?
- Who is affected by this problem?

Business Goals

- What are the company's goals for this product?
- What metrics define success (KPIs)?

Constraints

- What is the timeline, team size, and budget?
- Are there any technical limitations?

Stakeholders

- Who makes the decisions?
- Who needs to stay updated?

Pro Tip

Create a shared design brief so everyone's aligned

Quick Terms to Know

Term	What It Means
Stakeholders	People who have a business interest in the project (e.g., CEO, marketing head)
KPIs	Key Performance Indicators – how success is measured (e.g., increase signups, reduce bounce)
Pain Points	Specific frustrations users experience
Business Goals	What the product must achieve to make money, reduce costs, or grow impact

Example:

Local Gym Website

Client Brief:

"We want a new website for our gym."

After proper UX discovery, you uncover:

- Their high dropout rate comes from confusing membership plans
- They want to increase online signups
- They want to reduce receptionist calls about schedules

Your UX decisions now focus on:

- A clear plan comparison table
- Mobile-first scheduling feature
- Better onboarding for first-timers

That's UX with business alignment

What Happens If You Skip This Step?

- You design a feature no one needs
- You solve the wrong problem
- You create confusion, waste money, and erode trust

UX doesn't start with design — it starts with discovery

👉 Try This: A practice Prompt

Pick a small business (a bakery, tailor, yoga studio, bookstore).

Ask yourself:

- a. What are their likely business goals?
- b. What UX decisions would help support those goals?
- c. What questions would you ask them before designing anything?

Write your answers in a notebook — you've just simulated a discovery workshop.

Good UX doesn't just serve users — it serves the business too

You're not just designing screens.

You're solving business problems through design.

This is what makes you valuable — not your ability to draw buttons, but your ability to understand why those buttons need to exist.





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