

Samsung Solve for Tomorrow

A BOOTCAMP **MARK CUBAN**
FOUNDATION

Lesson 5.2: Data Visualization, Part 2



What are UI and UX?

UI – User Interface

How it LOOKS

Colors, fonts, and visual style

Button shapes and placement

Icons, images, and layout

Every screen the user sees

UX – User Experience

How it FEELS

Can users find what they need?

Is the flow logical and easy?

Do users feel confident using it?

The full journey from start to finish

Great Products Need Both

People notice when an app looks polished AND is easy to use

Bad UX drives users away, even when the idea is brilliant

Bad UI makes users distrust an app, even if it works perfectly

Your mockup is a first impression. Make it count.

Great UI/Great UX

Users love it and come back

Great UI/Bad UX

Pretty but frustrating

Bad UI/Great UX

Works well but unattractive

Meet the Tools

Ulzard

Best for turning ideas into polished screens quickly

Type a prompt and AI generates a full screen layout

Drag-and-drop editing – very intuitive

Can upload your Datawrapper image directly

Download as PNG on free plan

UXPilot

Best for mapping out the full user journey before visual design

AI helps you plan screens and user flows step-by-step

Great for thinking through the whole experience

Can upload your Datawrapper image

Downloads not allowed – take screenshots



Try your first design for free + 45 credits to explore

Start generating your designs

e.g. a clean and modern dashboard for a project management tool

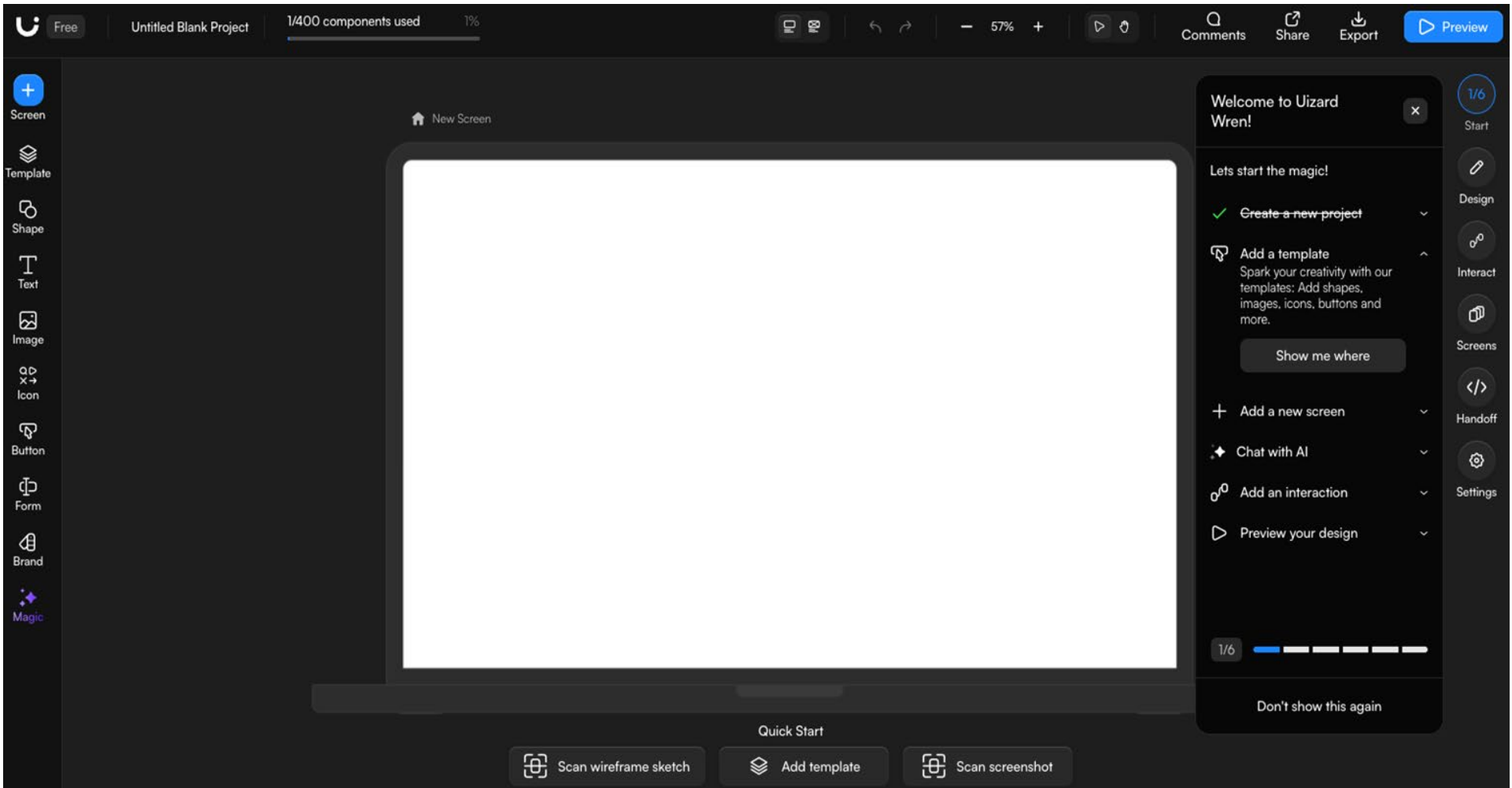


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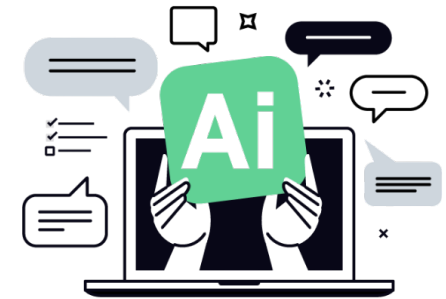


Design Tips

- 1 Design for your USER** — Make choices based on your audience, not what you prefer.
- 2 One screen, one purpose** — Every screen should answer ONE question for the user.
- 3 Readable text always wins** — Dark text / light background (or vice versa). Minimum 14pt font for body text.
- 4 Make your CTA obvious** — CTA = Call To Action (the main button) should be the biggest, most colorful, hardest to miss element on the screen.
- 5 Show, don't just tell** — Your data visualization should be visible on the screen.
- 6 Less clutter** — Whitespace is your friend.

Activity #2: Build Your Mockup

30:00



- 1 Choose Ulzard (uizard.io) or UXPilot (uxpilot.ai)
- 2 Sign in with your school login and start a new project
- 3 Generate or build your most important screen
- 4 Upload your Datawrapper visualization image into the design
- 5 Download (Ulzard) or screenshot (UXPilot) your finished mockup

Gallery Discussion

- 1 Which tool did you use? Why did you choose it?
- 2 Show us your screen. What's the main thing a user would do here?
- 3 Where does the data visualization appear? Why did you place it there?
- 4 What design decisions are you most proud of?
- 5 What's one thing you would improve if you had more time?

