

UX & UI

A crash course overview

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What is the difference
between UX & UI?

USER EXPERIENCE



USER INTERFACE



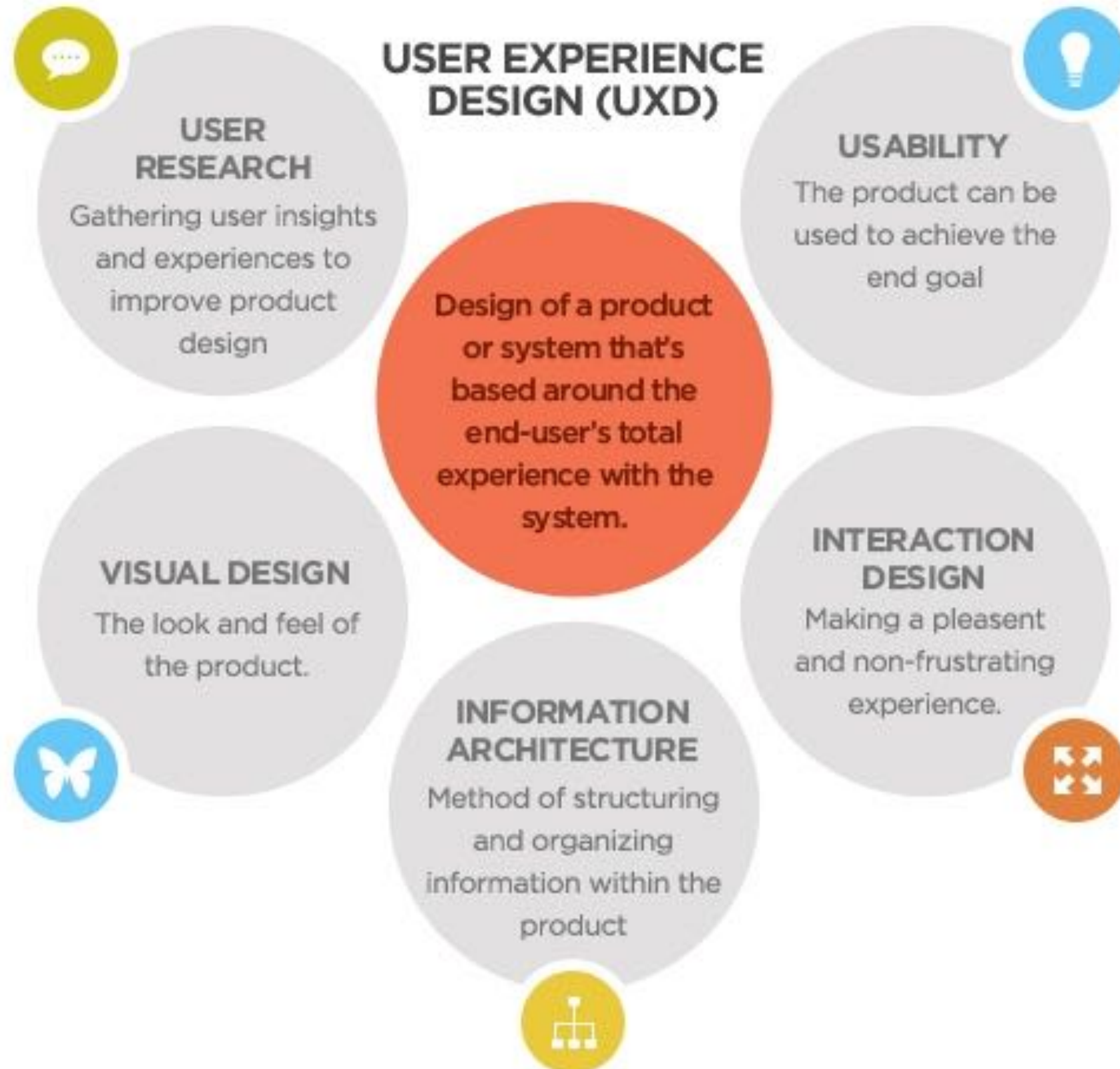
Ace 

UX



Part marketer, part designer, part project manager

THE ELEMENTS OF UXD



User Experience

Strategy and Content:

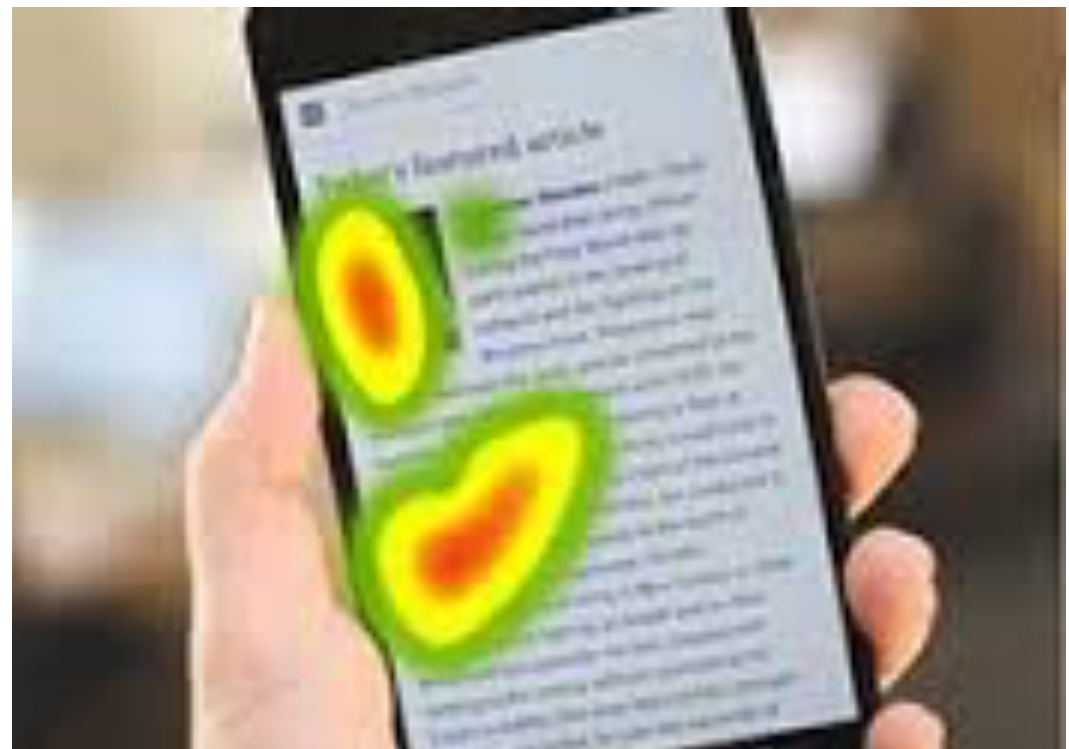
- Competitor Analysis
- Customer Analysis
- Product Structure/Strategy
- Content Development

Wireframing and Prototyping:

- Wireframing
- Prototyping
- Testing/Iteration
- Development Planning

Execution and Analytics

- Coordination with UI Designer(s)
- Coordination with Developer(s)
- Tracking Goals and Integration
- Analysis and Iteration

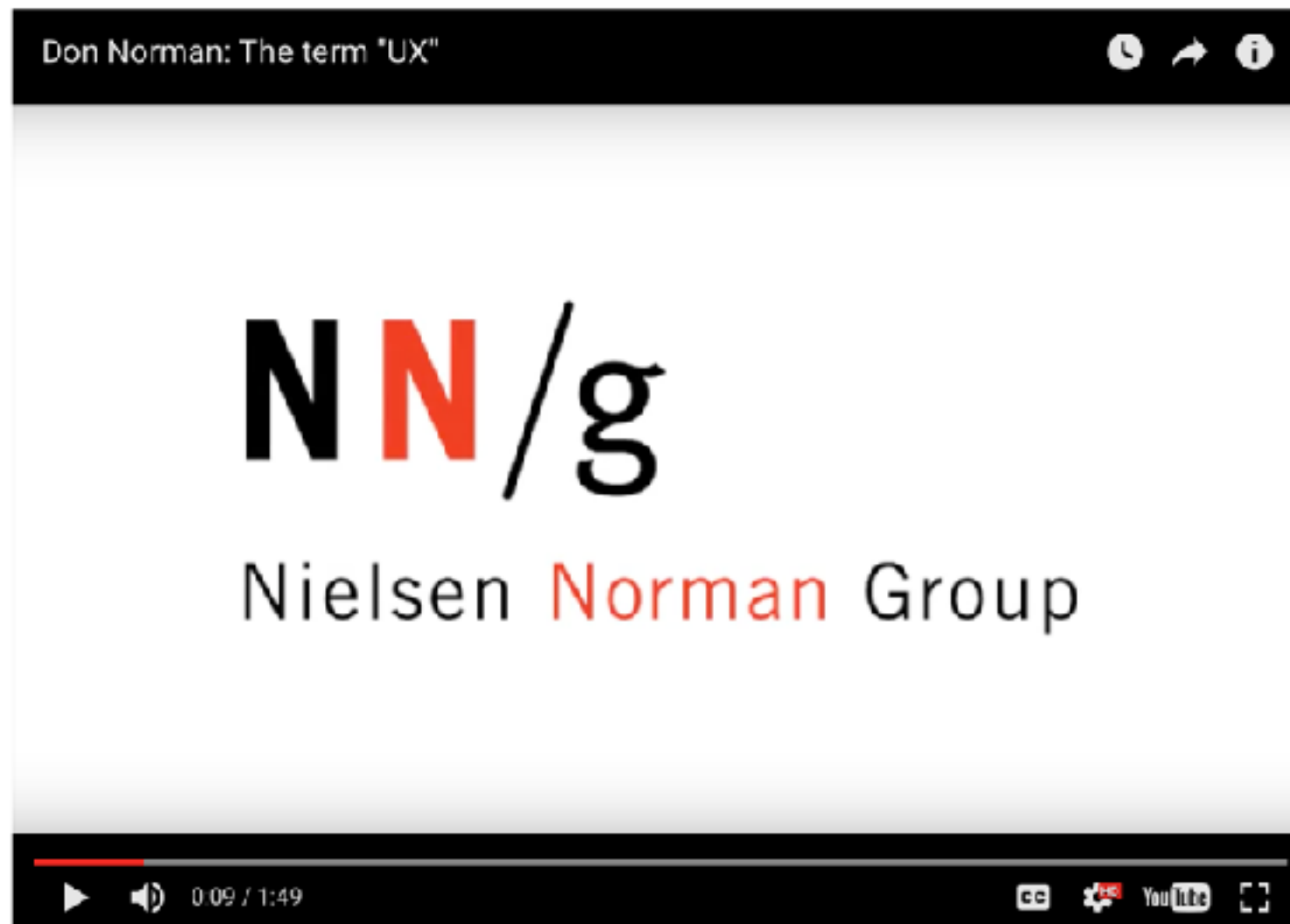


User Experience

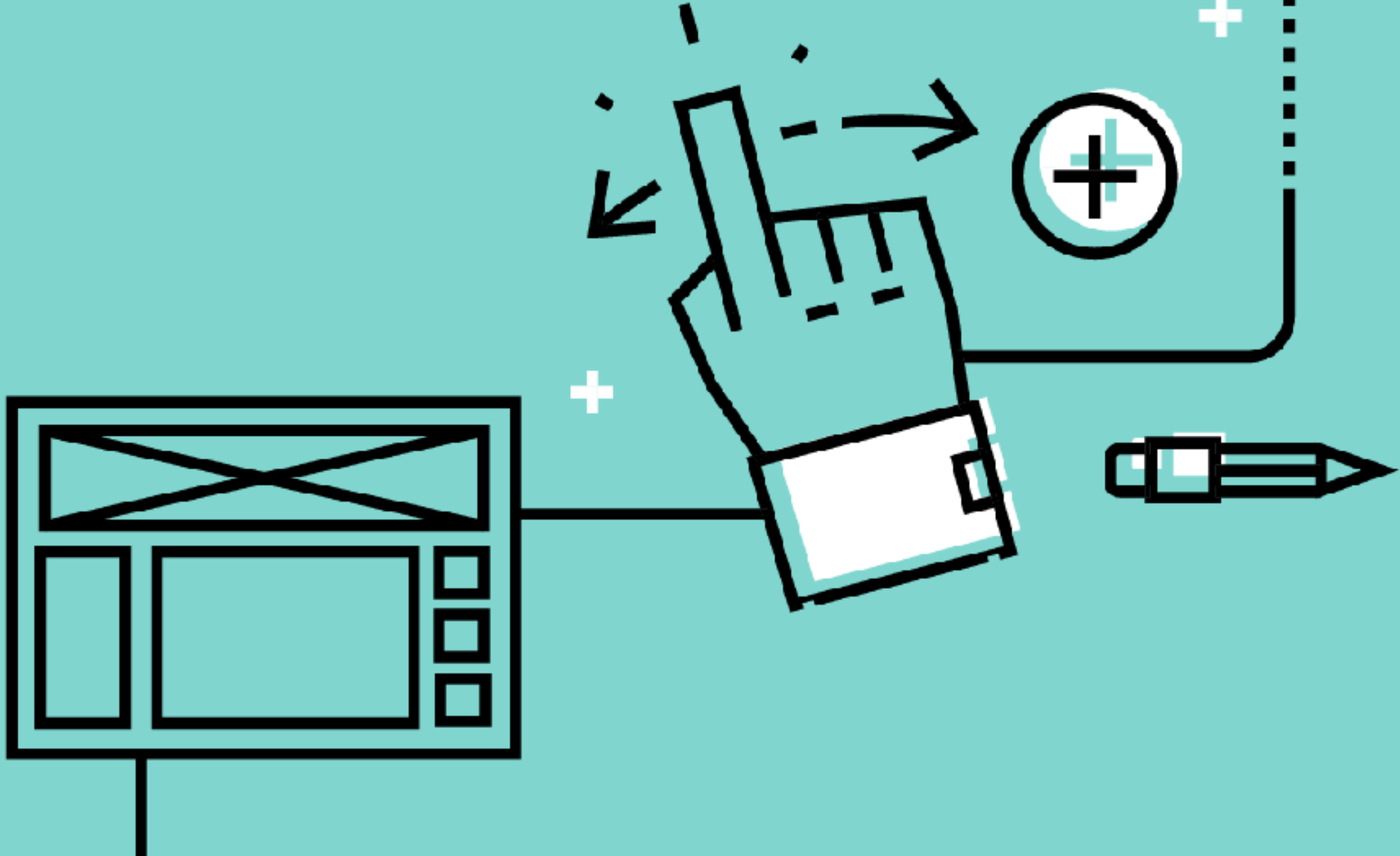
- User Experience Design is the process of development and improvement of quality interaction between a user and all facets of a company.
- User Experience Design is responsible for being hands on with the process of research, testing, development, content, and prototyping to test for quality results.
- User Experience Design is in theory a non-digital (cognitive science) practice, but used and defined predominantly by digital industries.

<https://careerfoundry.com/en/blog/ux-design/the-difference-between-ux-and-ui-design-a-laymans-guide/>

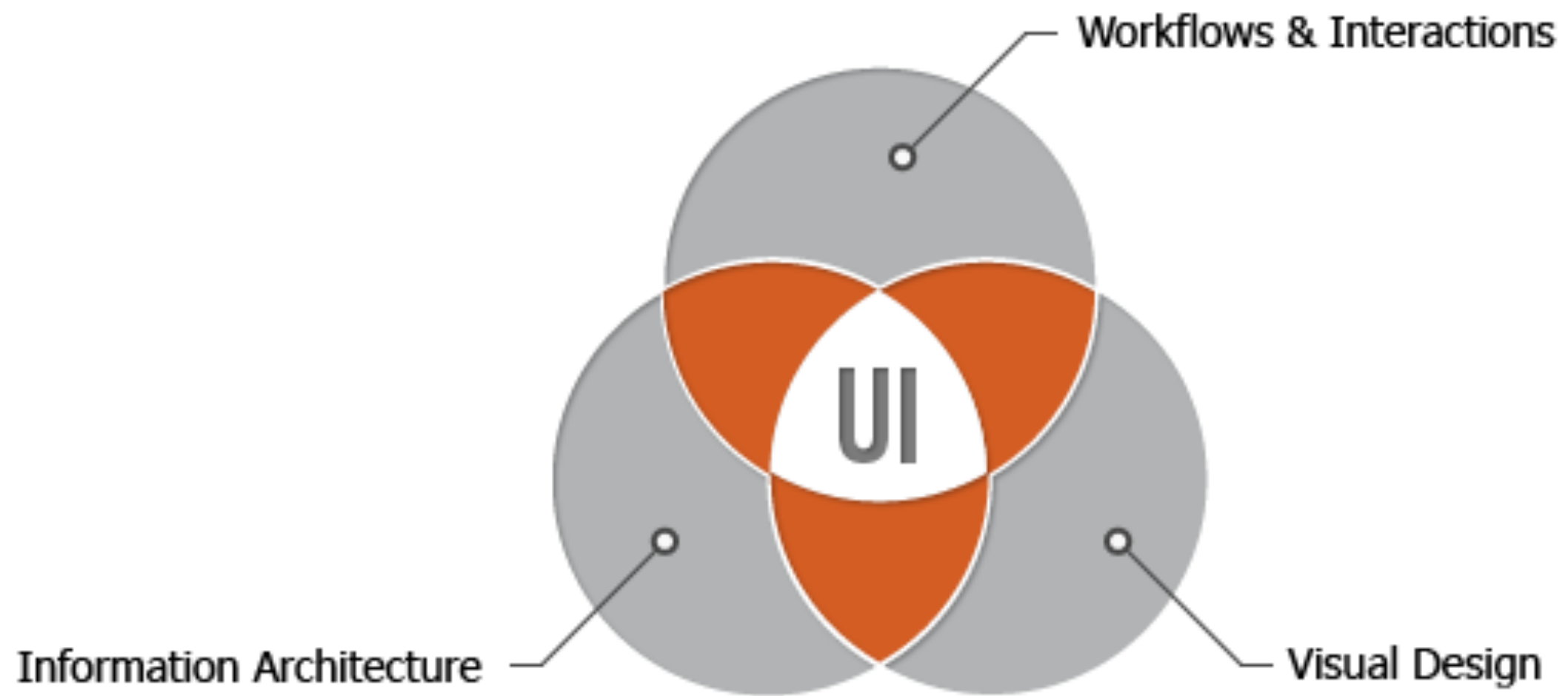
User Experience



<https://www.nngroup.com/articles/definition-user-experience/>



Transference of a product's development, research, content and layout into an attractive, guiding and responsive experience for users



User Interface



Look and Feel:

- Customer Analysis
- Design Research
- Branding and Graphic Development
- User Guides/Storyline

Responsiveness and Interactivity:

- UI Prototyping
- Interactivity and Animation
- Adaptation to All Device Screen Sizes
- Implementation with Developer



User Interface

- User Interface Design is responsible for the transference of a brand's strengths and visual assets to a product's interface as to best enhance the user's experience.
- User Interface Design is a process of visually guiding the user through a product's interface via interactive elements and across all sizes/platforms.
- User Interface Design is a digital field, which includes responsibility for cooperation and work with developers or code.

Usability

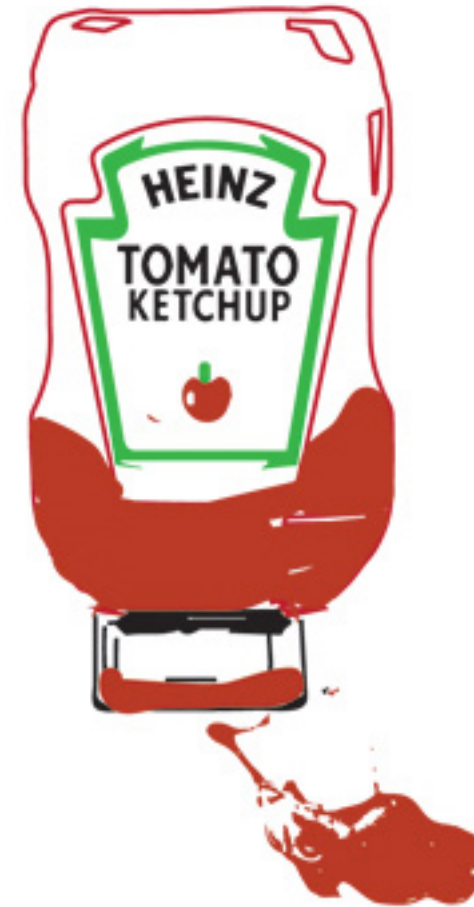
UI



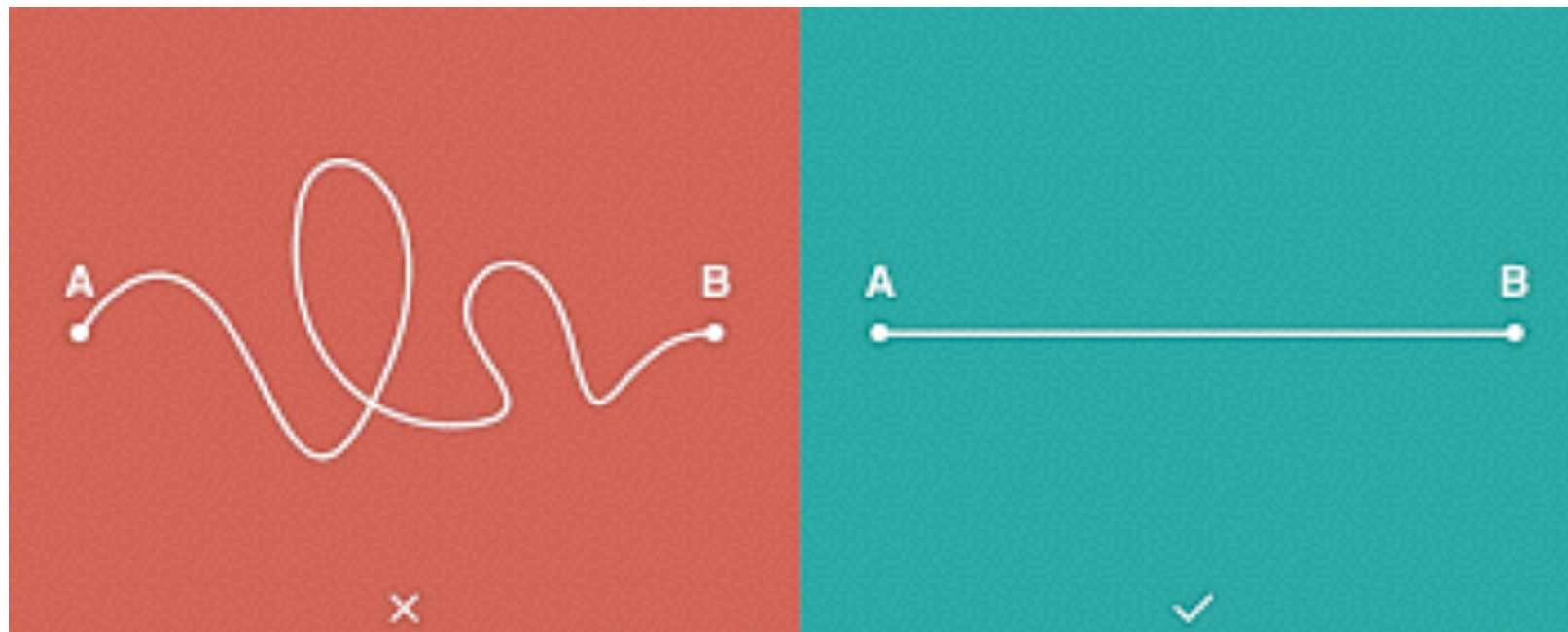
UX



Usability

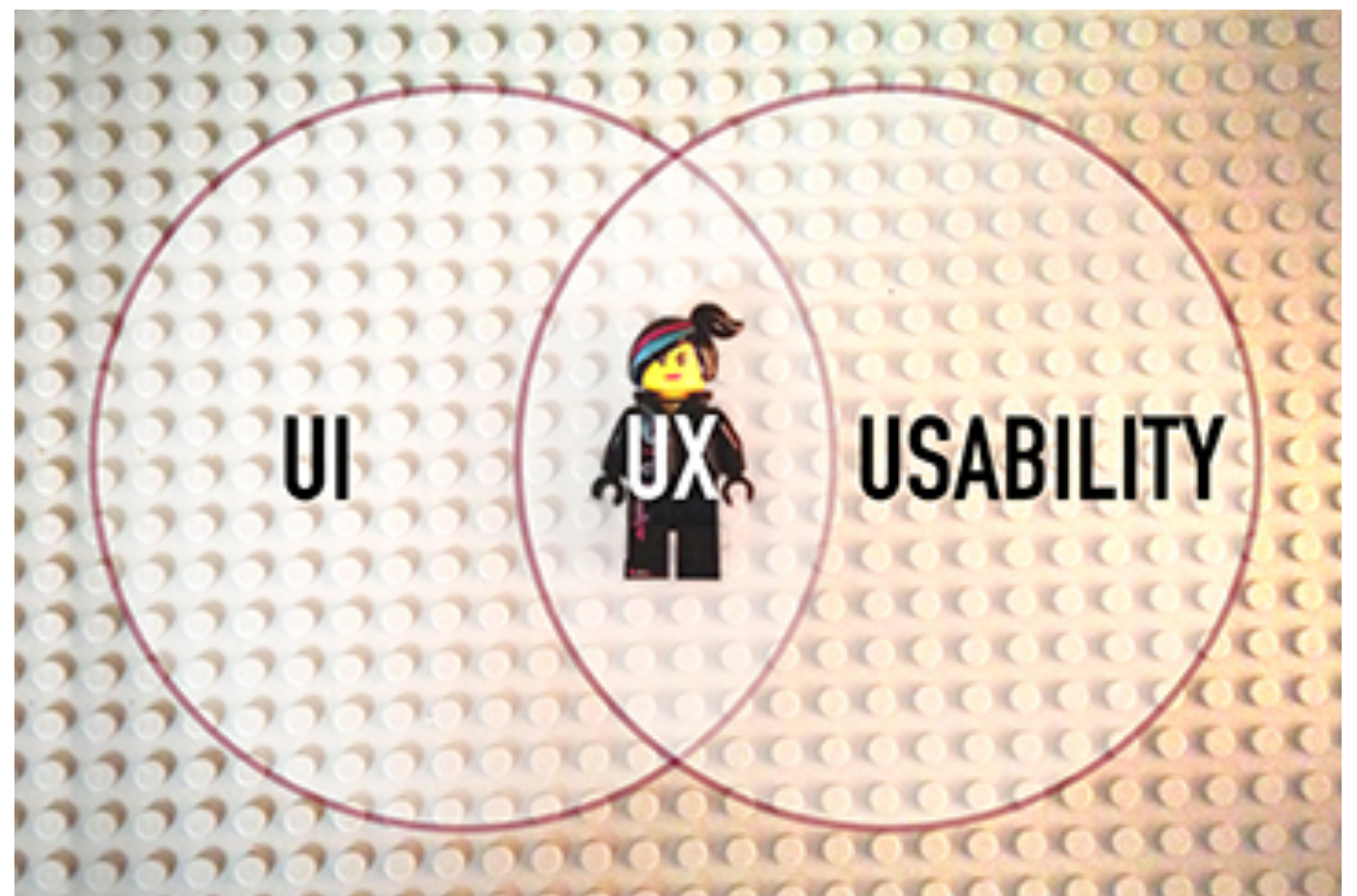


Usability



Usability

- **Learnability**
- **Efficiency**
- **Memorability**
- **Errors**
- **Satisfaction**



UX

User Research, Design, Testing, and Implementation



Process

USER EXPERIENCE TECHNIQUES

- Gather and analyze user data
- Create personas
- Ideation techniques
- Scenarios and storyboarding
- Paper prototype design and testing
- Plan your development cycle

Data driven

<u>PAIN POINTS</u>	<u>GOALS</u>	<u>METRICS</u>
DON'T KNOW WHO TO REPORT RAIL ISSUES TO -(15)	- I KNOW WHO TO REPORT WHICH ISSUES TO, AND WHEN	- AWARENESS ↑
DON'T KNOW HOW TO REPORT -(8)	- I CAN EASILY AND SUCCESSFULLY REPORT ISSUES	- # OF ISSUES REPORTED
DON'T KNOW HOW TO LEARN ABOUT TRAIL CONDITIONS -(10)(7)	- I CAN EASILY ACCESS CURRENT TRAIL INFO	- QUALITY OF REPORT ↑
CHALLENGING TO GET TOOLS AND VOLUNTEERS -(6)	- I CAN ACQUIRE AND MAINTAIN TOOLS	- # OF ABANDONED REPORTS
	- I CAN ACQUIRE AND RETAIN VOLUNTEERS	- SATISFACTION WITH SUBMIT PROCESS ↑
		- SATISFACTION WITH TRAIL INFO ↑
		- # OF NEW USERS ↑
		- USER CHURN ↓ (known)
		- TIME TO FIND ↓

Data Sources from Your Company

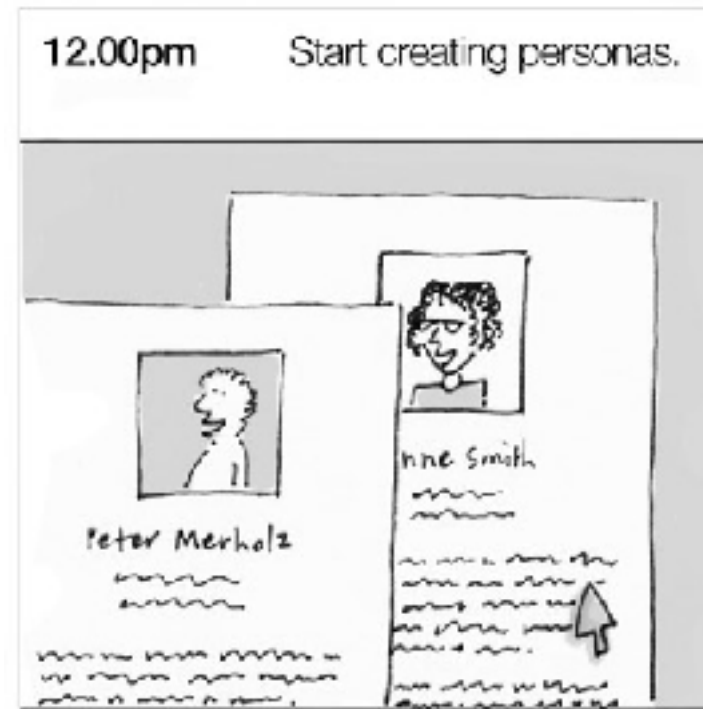
- 
- Field visits
 - Market research
 - Segmentation studies
 - Metrics and log files
 - Helpdesk calls

Problem Statement

- Human-centered
- Broad enough for creative freedom
- Narrow enough to make it manageable

Research on User

their behavior, goals, motivations, and needs



Creating Personas

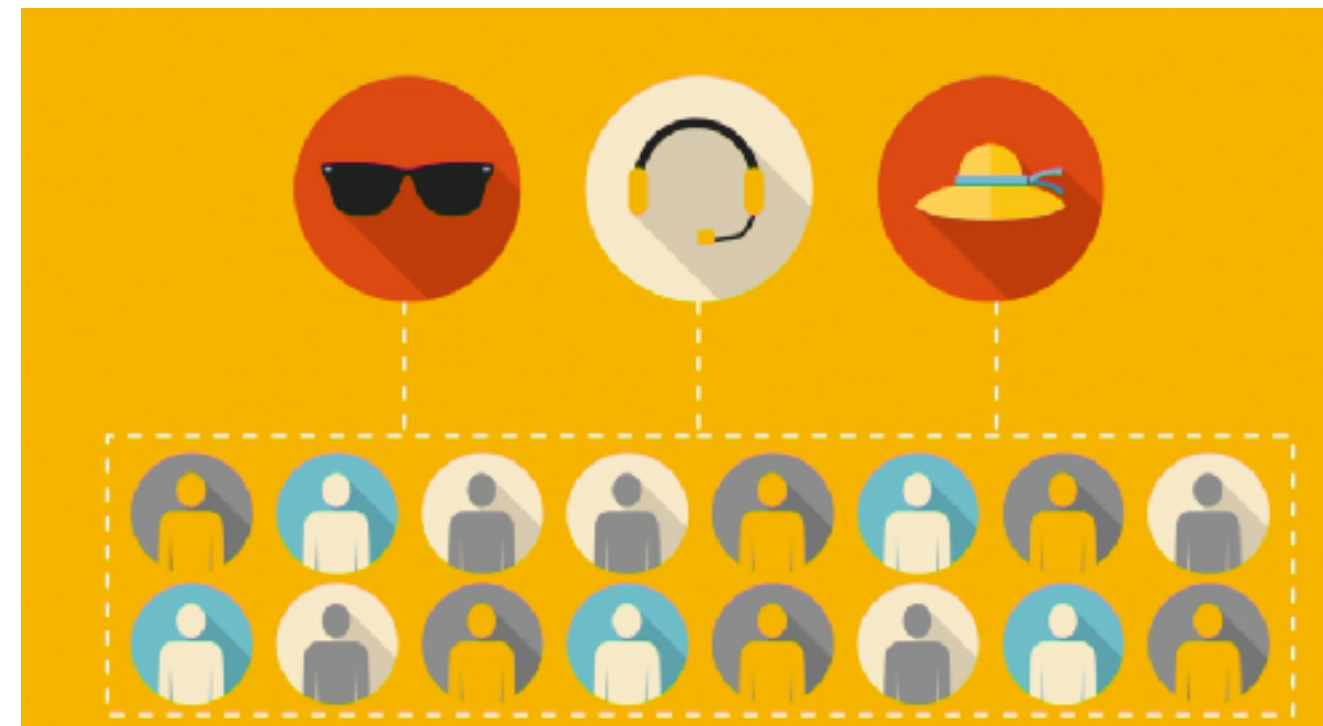
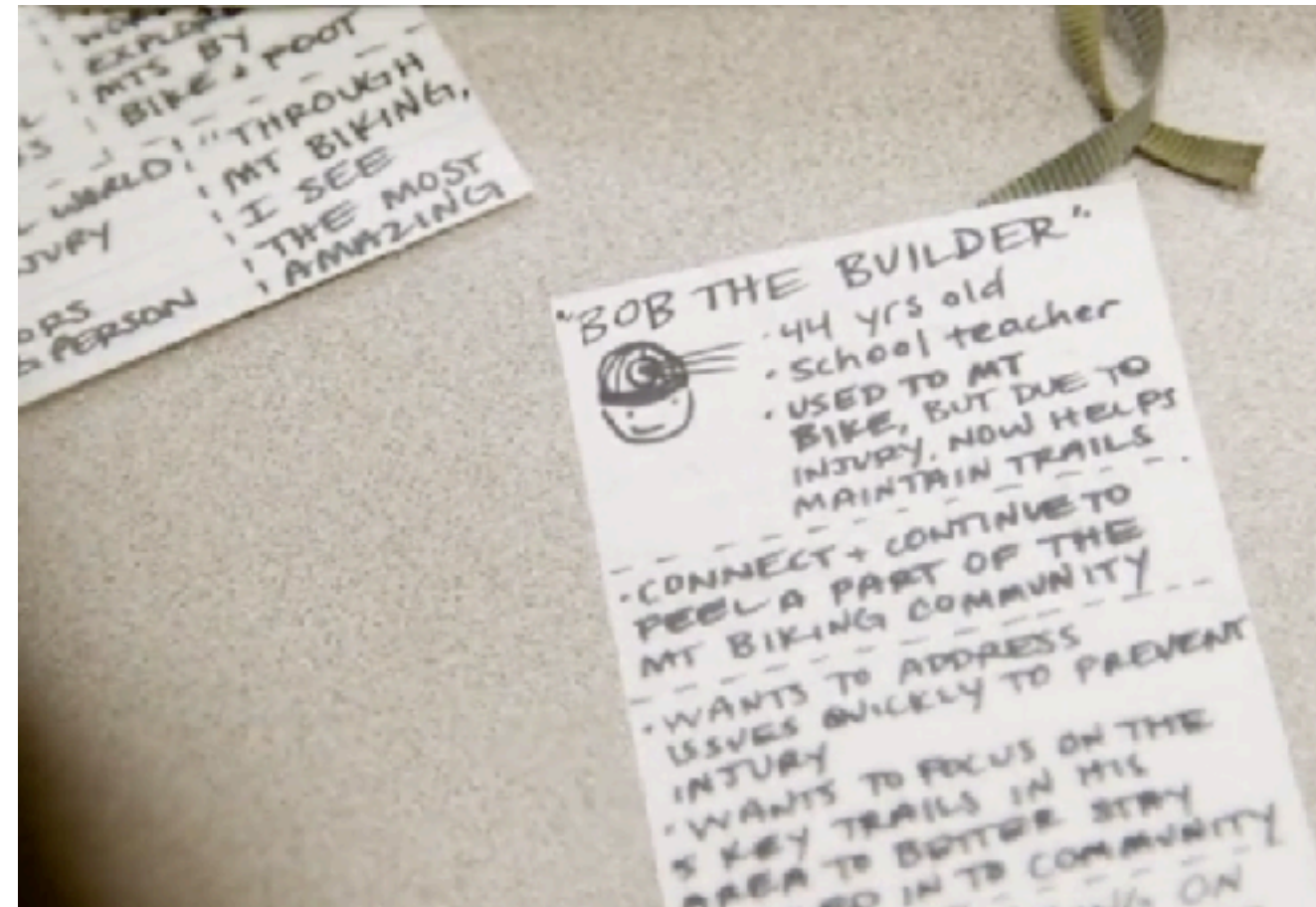
Who is your user?

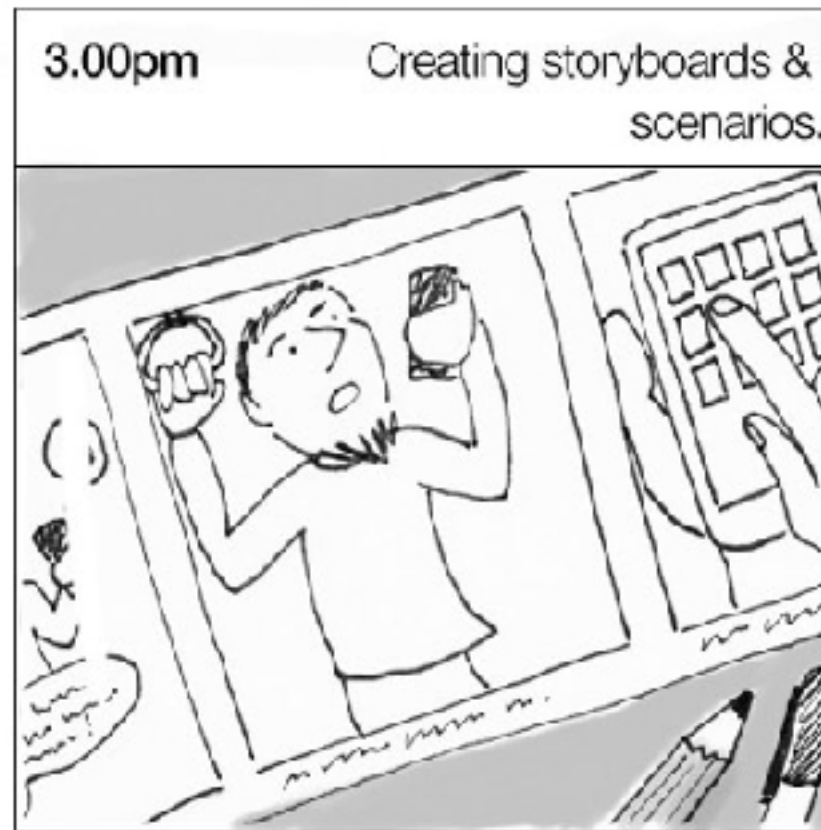
Personas

What are they?

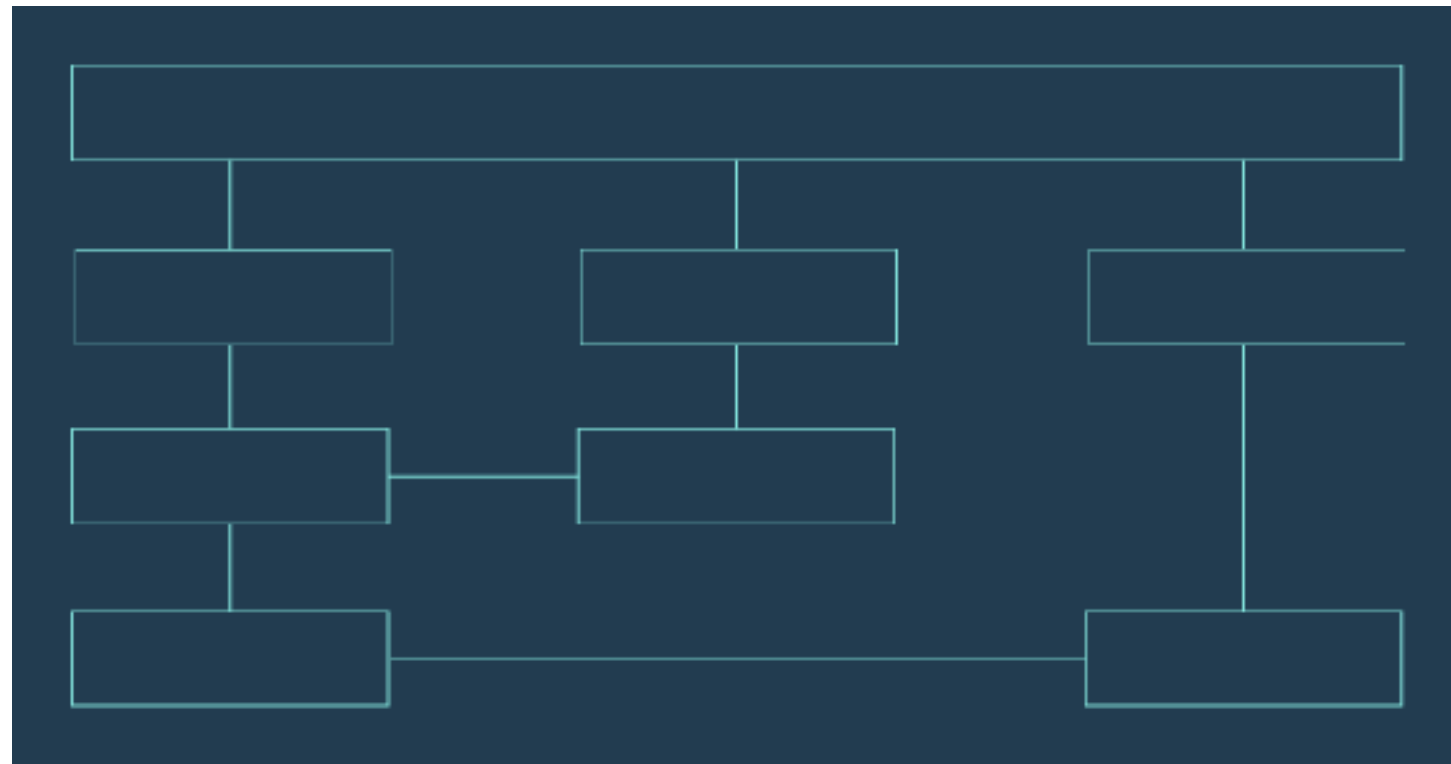
Personas are imaginary, yet realistic and detailed descriptions of the users of your product.

concentrating many pieces of user data into key focused, believable descriptions of your primary audience





Scenerios



Information Architecture

Information Architecture

1. Show Hierarchy
2. Group Content
3. Visualize Path



YOUR USER REQUIREMENTS INCLUDE FOUR HUNDRED FEATURES.



www.dilbert.com scottadams@aol.com

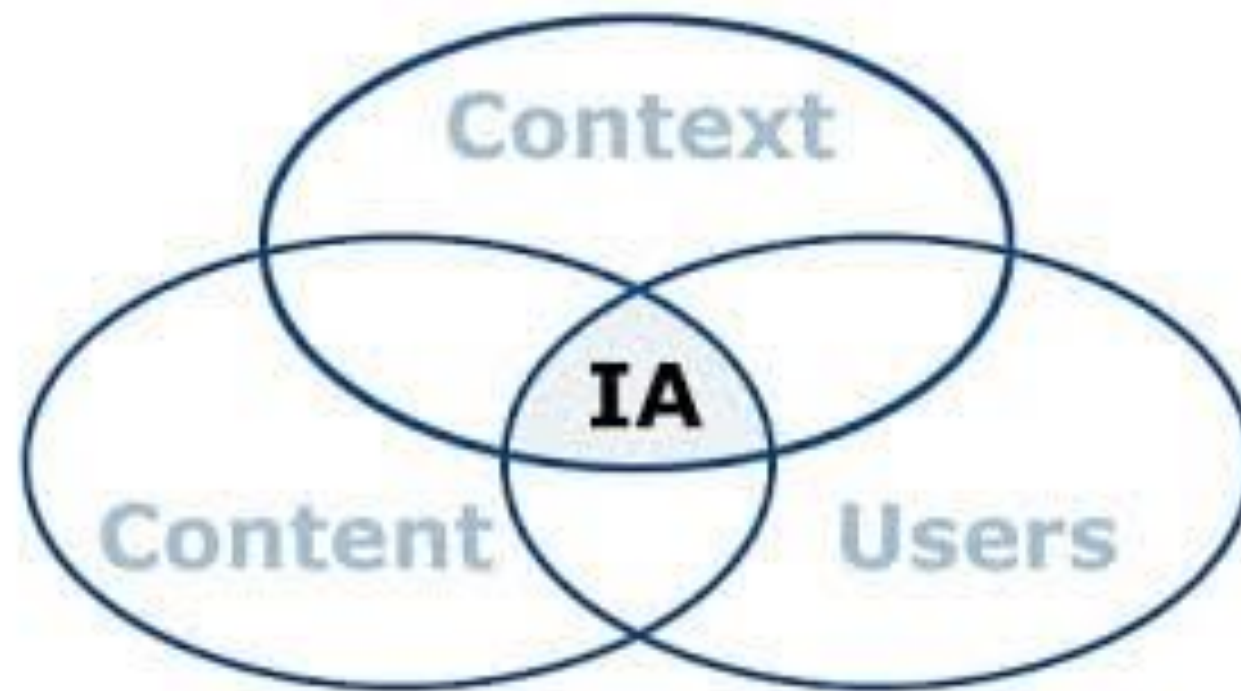
DO YOU REALIZE THAT NO HUMAN WOULD BE ABLE TO USE A PRODUCT WITH THAT LEVEL OF COMPLEXITY?



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GOOD POINT. I'D BETTER ADD "EASY TO USE" TO THE LIST.

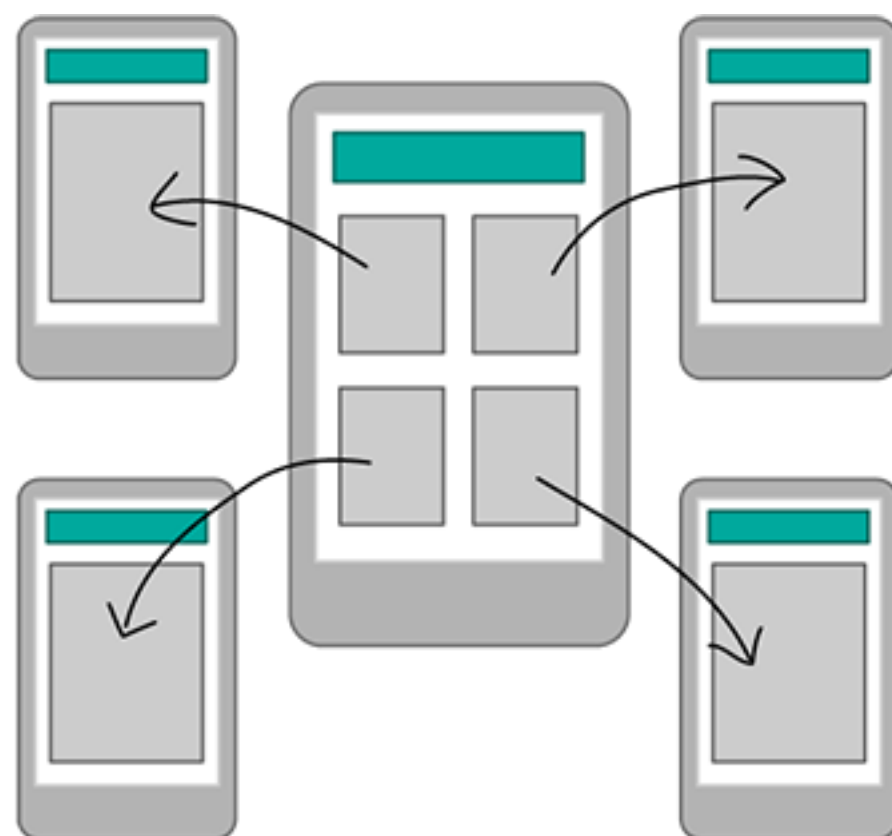
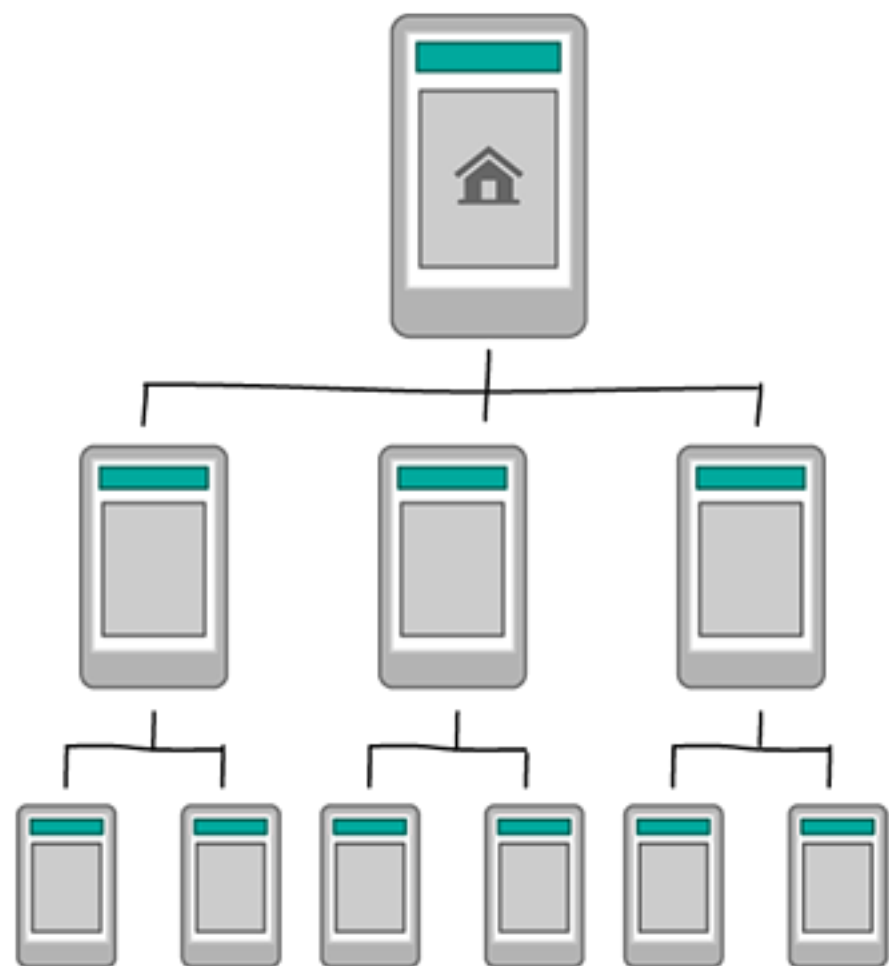


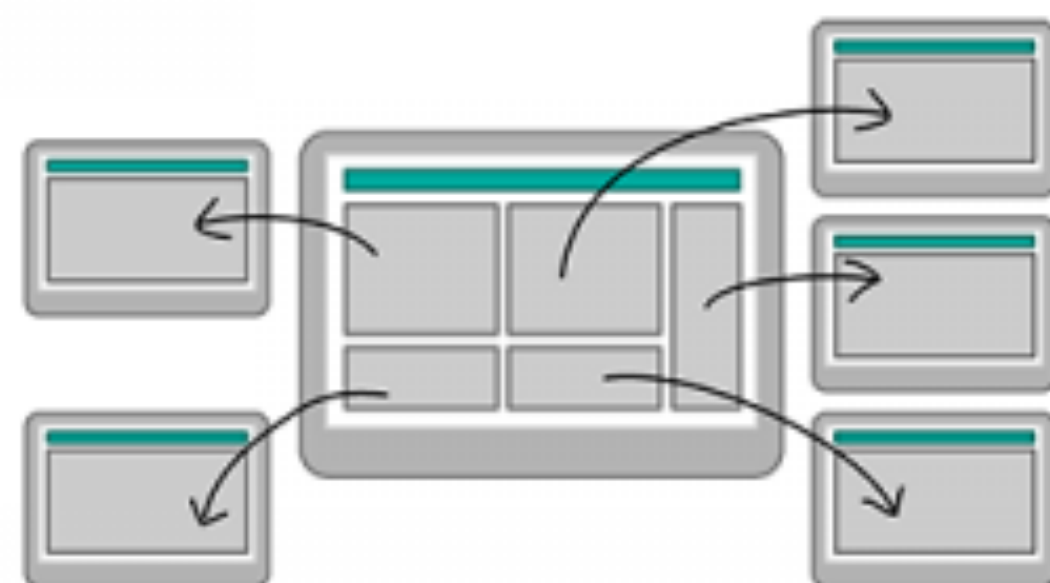
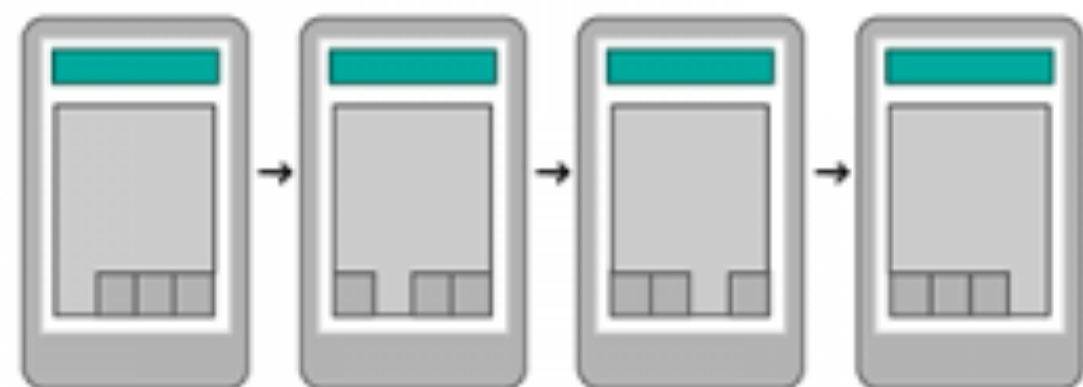
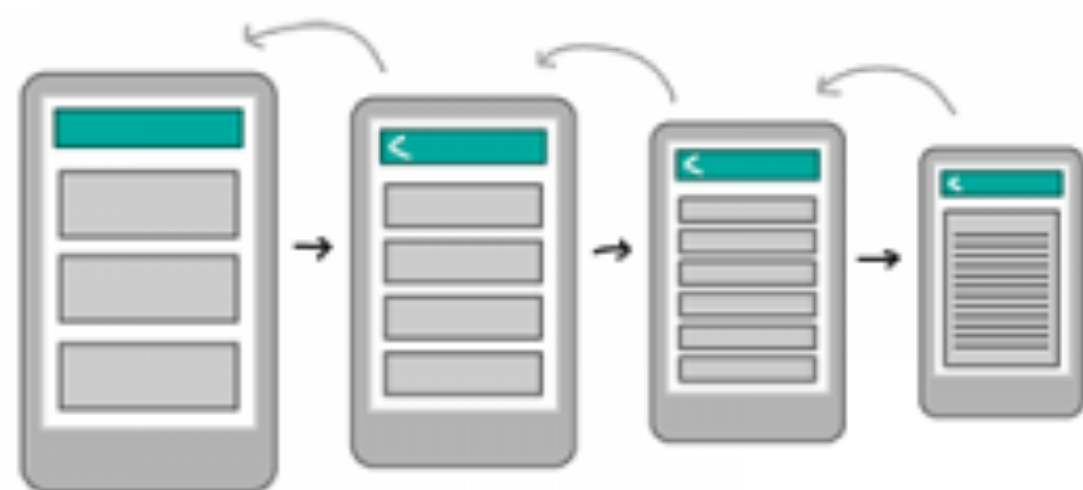


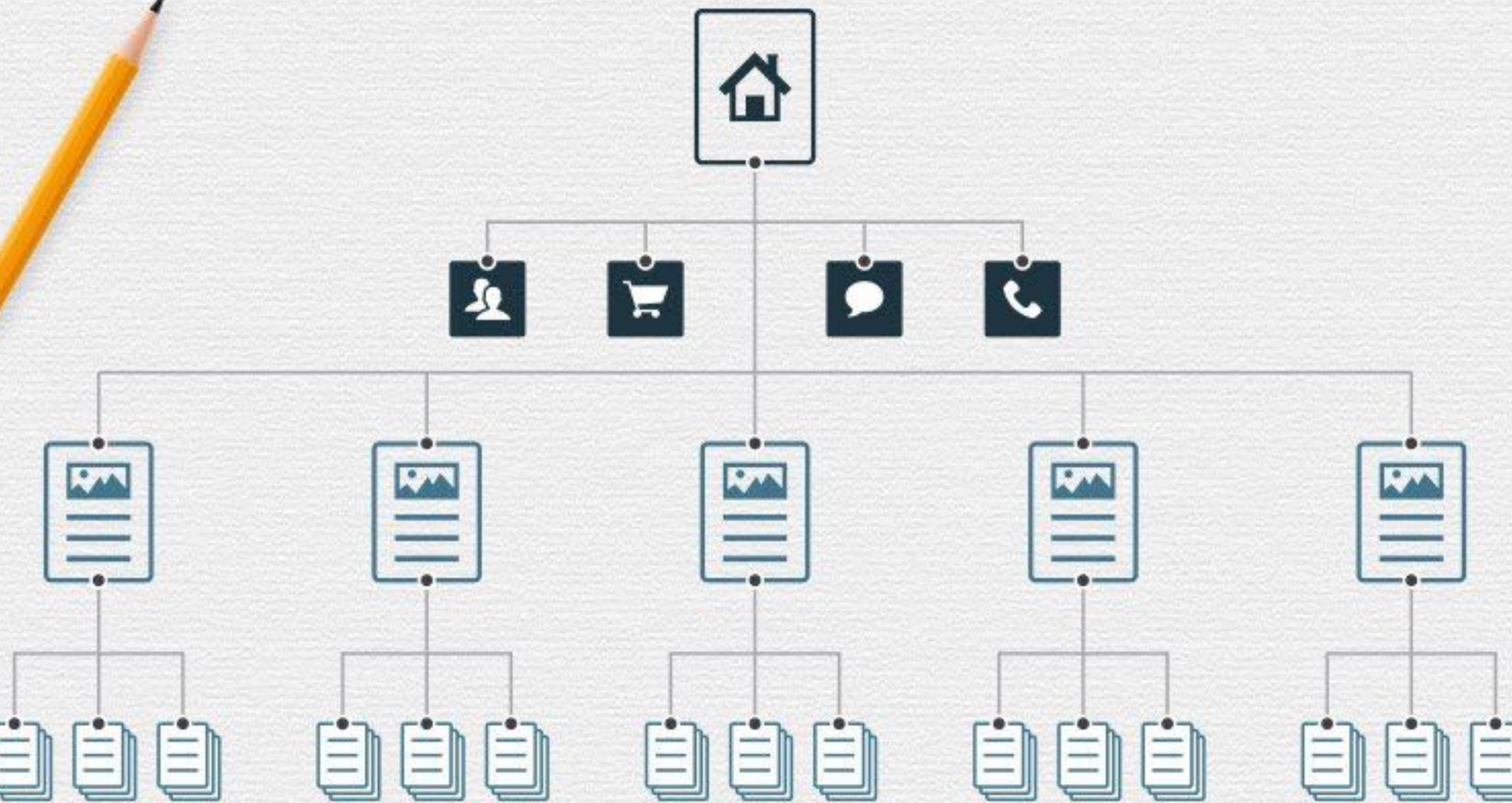
Information Architecture

Take all the content and features apart (analysis)

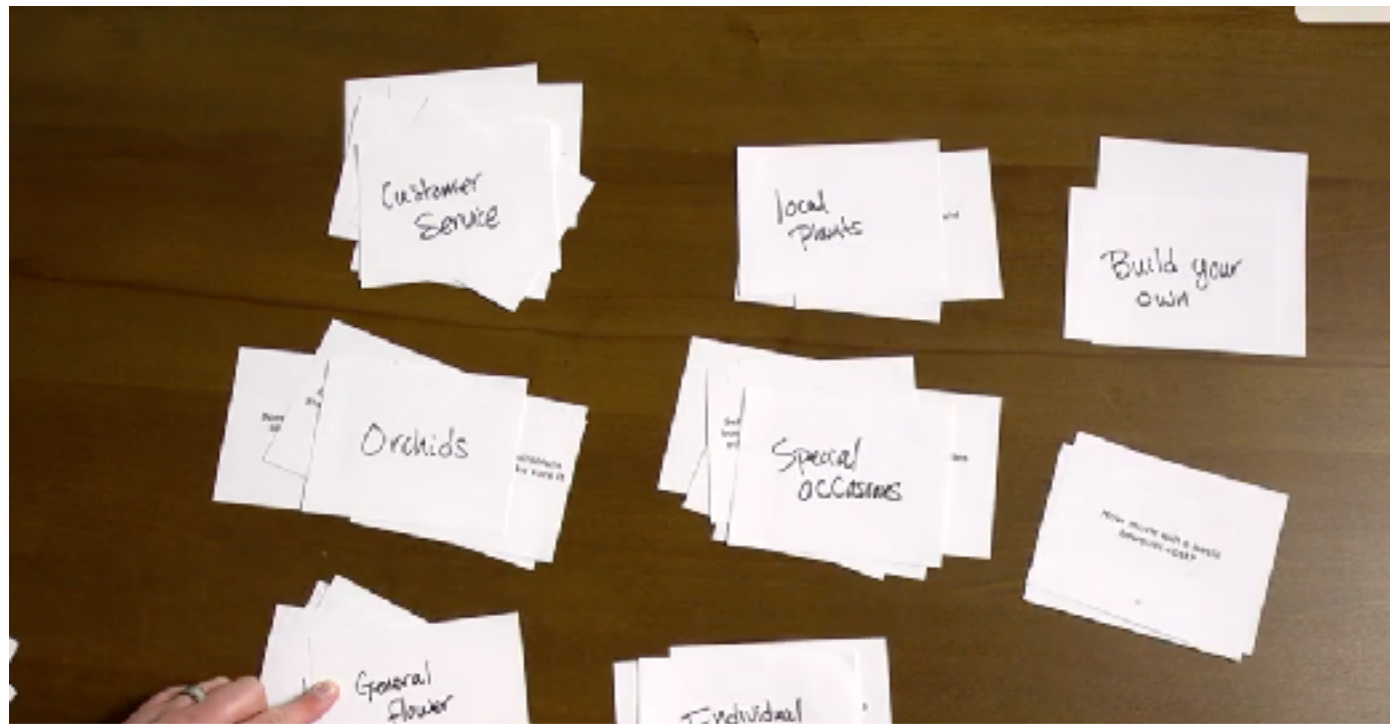
Then put it all back together again (synthesis)



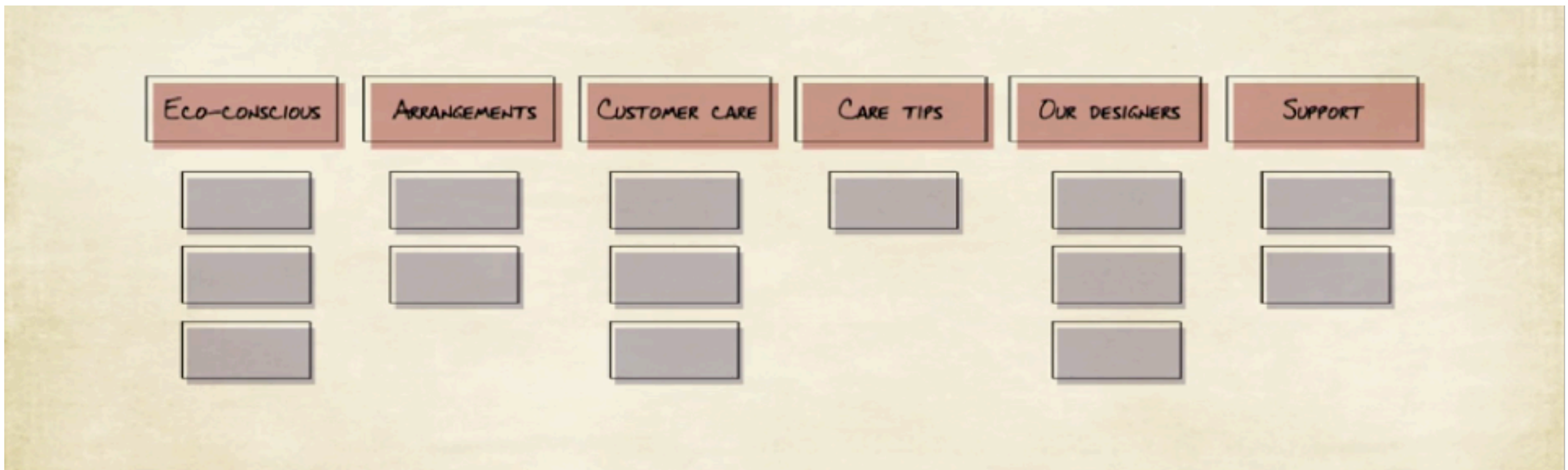




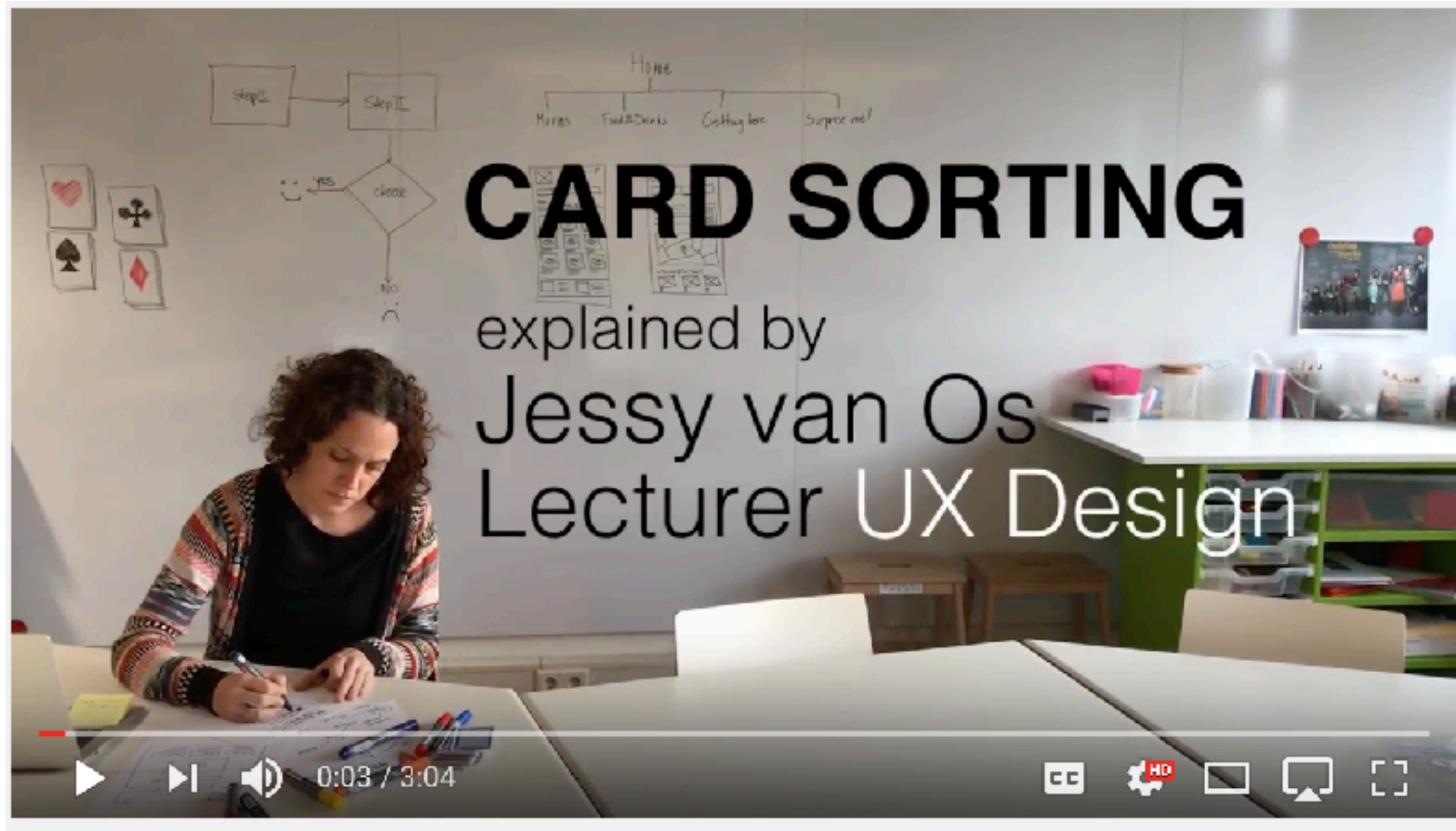
Card Sort



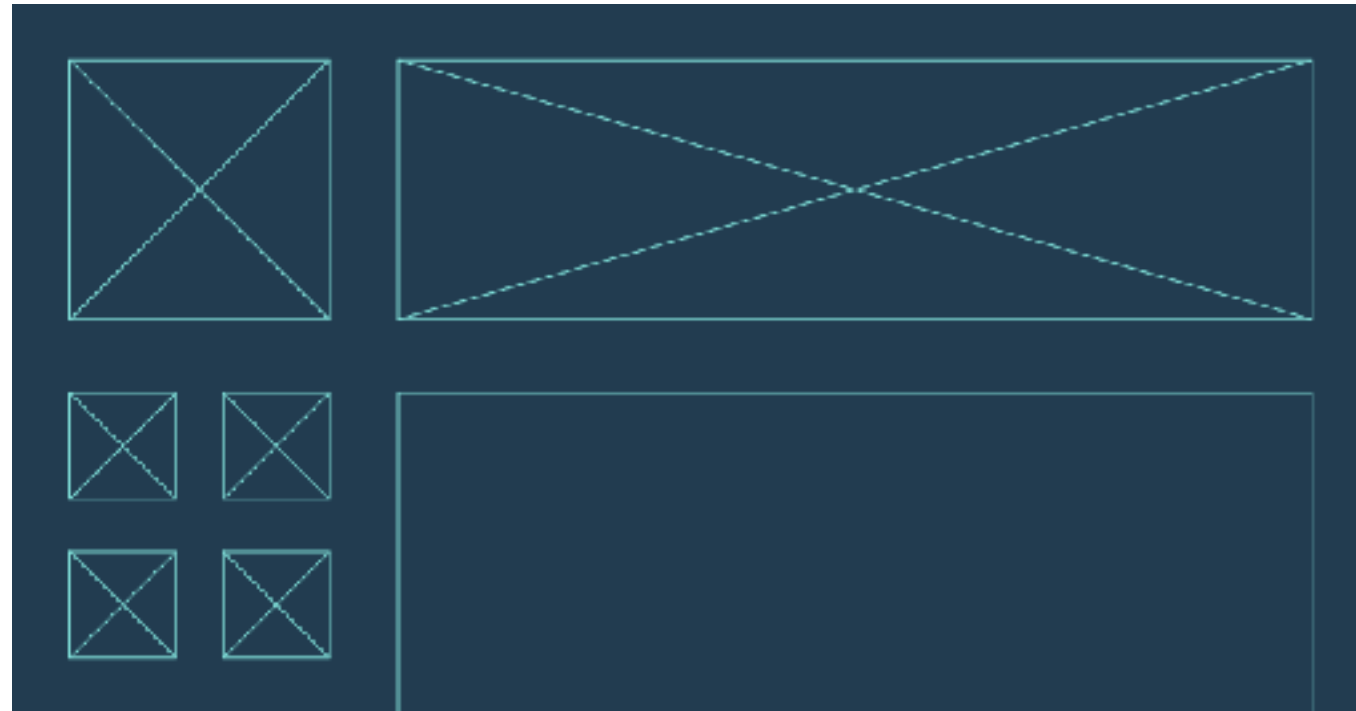
A1				
	A	B	C	D
1				
2	Participant 1	Participant 2	Participant 3	Participant 4
3				
4	Customer Service			
5		17		
6		25		
7		24		
8		1		
9		6		
10		3		
11		15		
12	Orchids			
13		29		
14		5		
15		27		
16	Water/needs of plants			
17		14		
18		16		
19		19		
20	Local plants			
21		18		



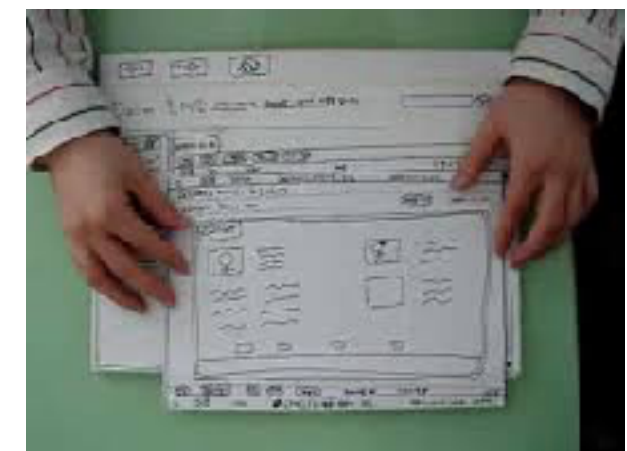
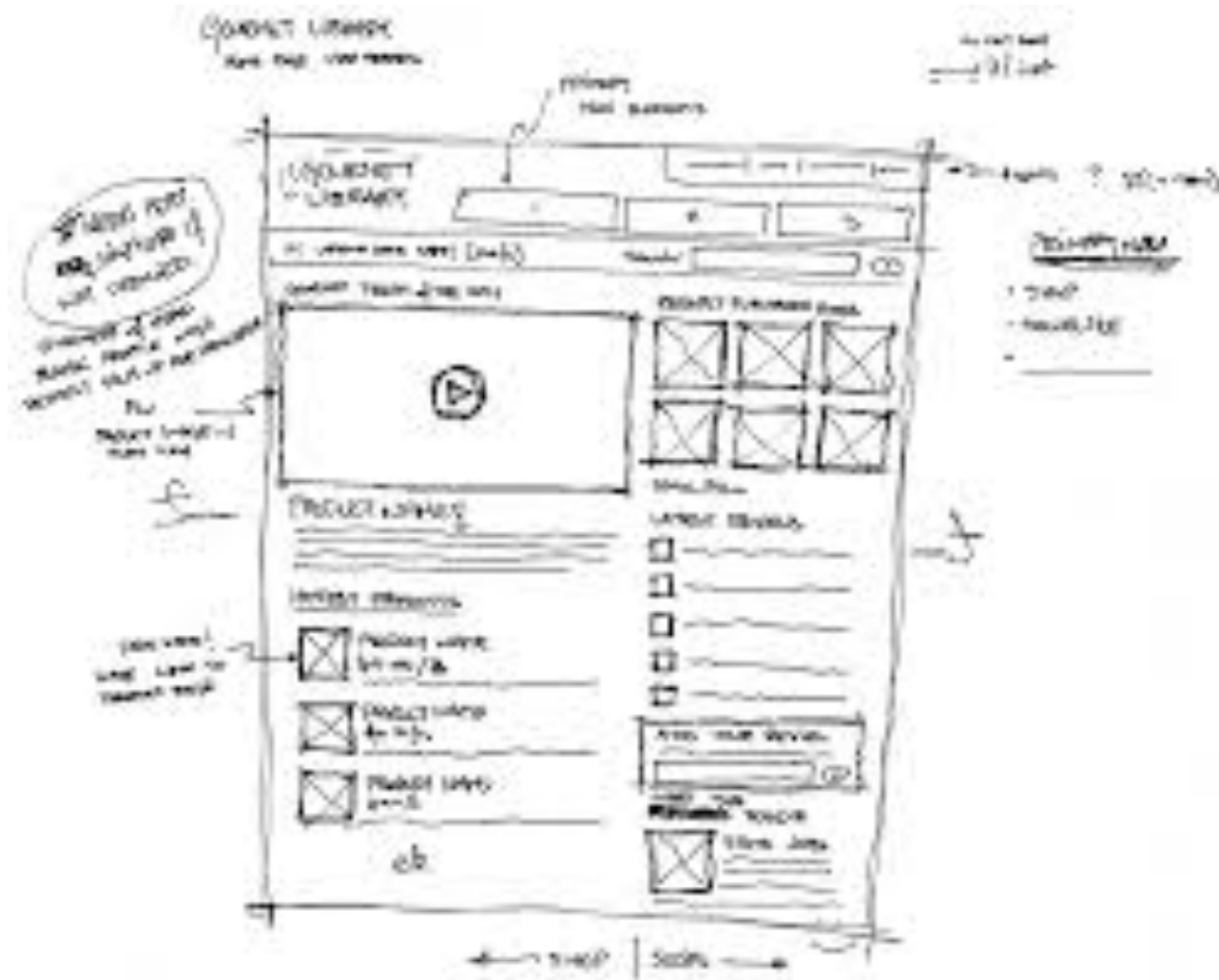
Card Sort



<https://www.youtube.com/watch?v=6RhFN6cul3w>

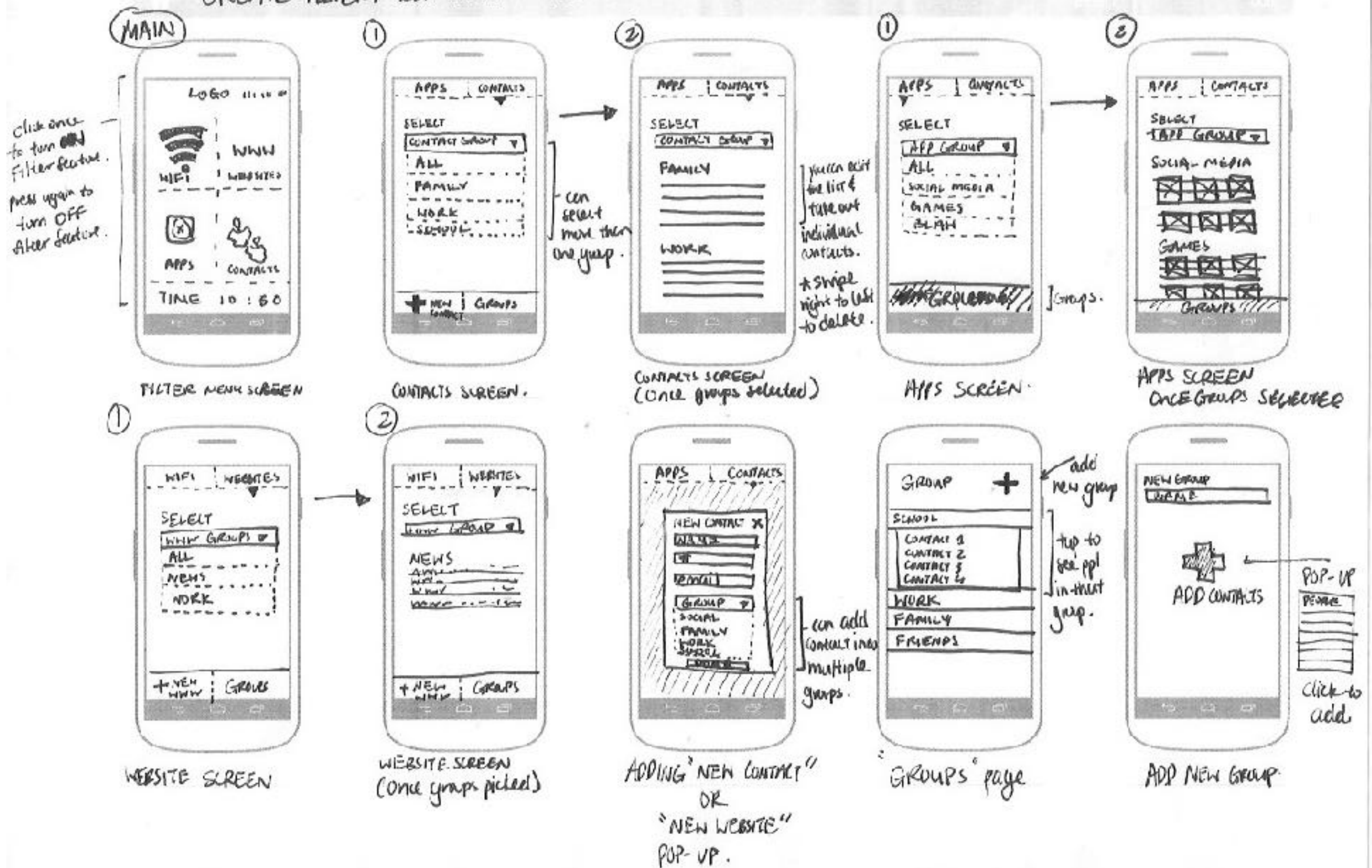


Creation of low fidelity
wire frames



(paper prototyping)

CREATE FILTER / EDIT FILTER PAGES.



Navigational task list



Basic user test for
navigation flow and
architecture

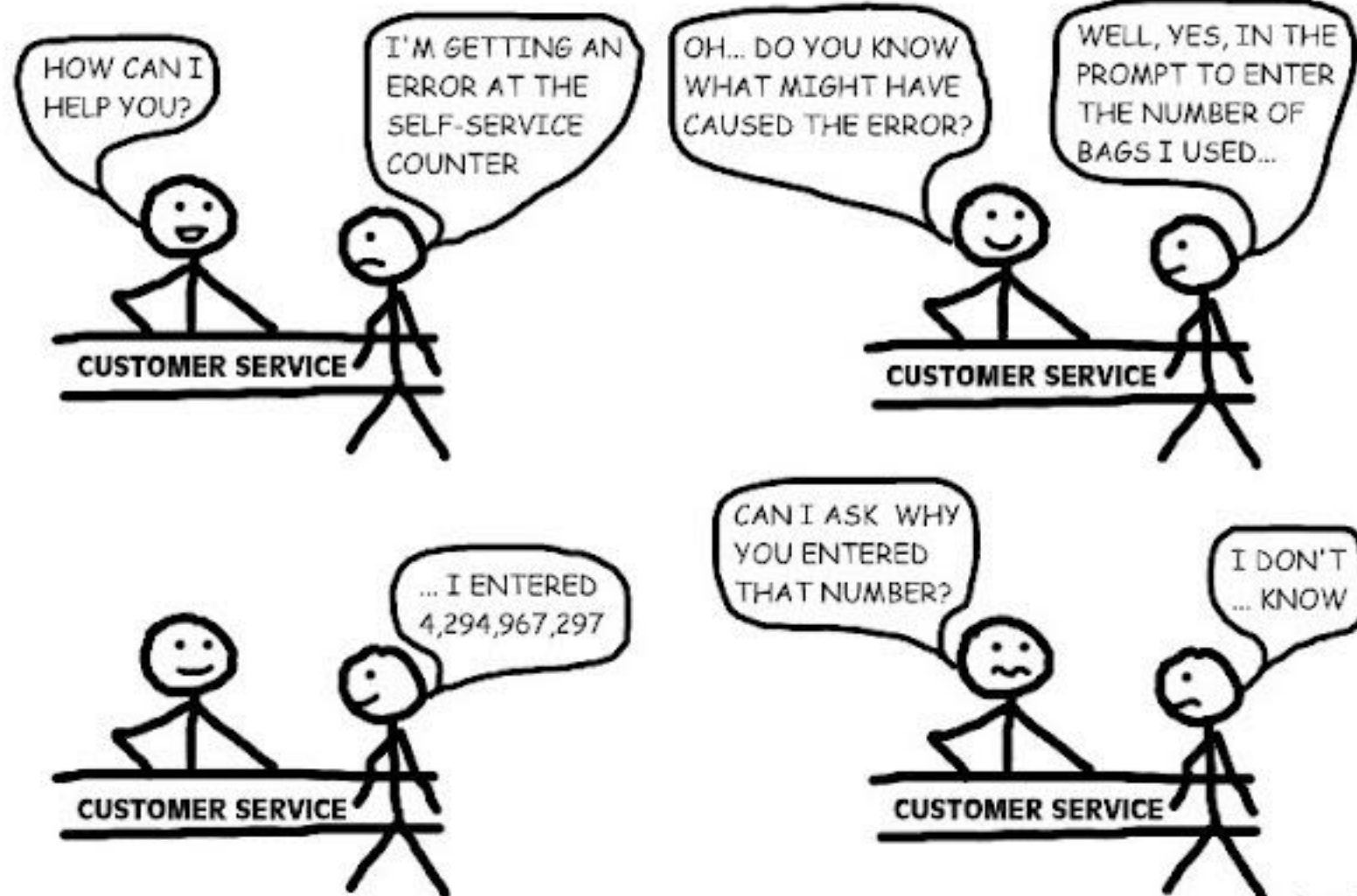
“You can fix it now on the drafting board with an eraser or you can fix it later on the construction site with a sledge hammer.”

Frank Lloyd Wright



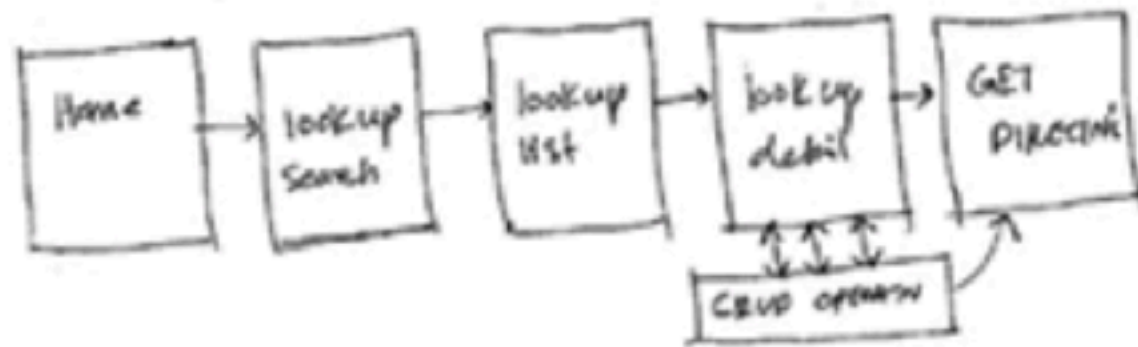
www.interaction-design.org

HOW TO SPOT A TESTER IN A SUPERMARKET



Design high fidelity prototype

(based on customer research or
preference testing, Possible AB
testing if needed.)



User testing

(observation, recording, talk aloud
procedure, exit survey)

Iterations

(Re-test and Launch)

THE PROJECT STATUS
IS "YELLOW LIGHT."



S. Adams E-mail: SCOTTADAMS@AOL.COM

IN USER TESTS WE FOUND
THAT THE PRODUCT LOCKS
UP EVERY TWELVE SECONDS.
THE INTERFACE IS INCOM-
PREHENSIBLE AND THE
MANUAL IS PURE FICTION.



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I THINK
IT'S CLEAR
WHAT WE
NEED TO
DO...



SHIP IT AND
HOPE SOMEBODY
WRITES A
"DUMMIES"
BOOK ABOUT
IT?

Preventing ERRORS

- **Constraint** *(label where to click)*
- **Visibility** *(Larger hit area, contrasting colors)*
- **Simplicity** *(simplify by adding clearer meaning)*
- **Consistency**
- **Provide back BTN in for errors**



Eric & Bill

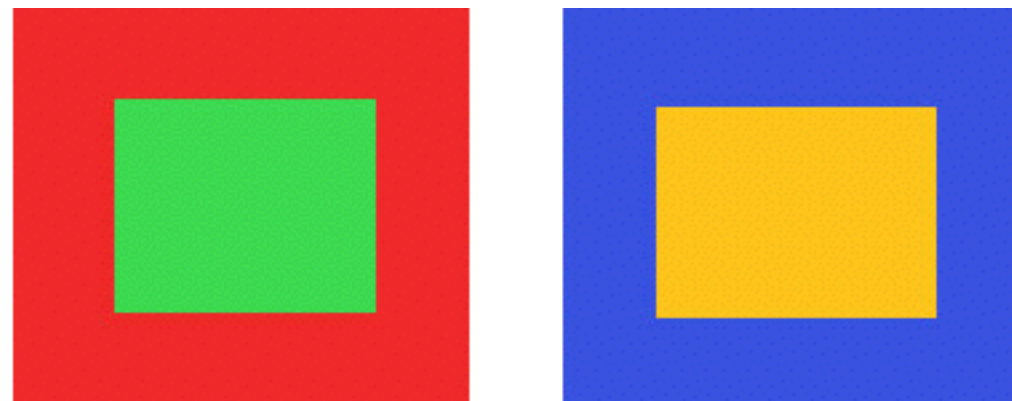
Principles of User Interface Design

There are three fundamental principles involved in the use of the visible language.

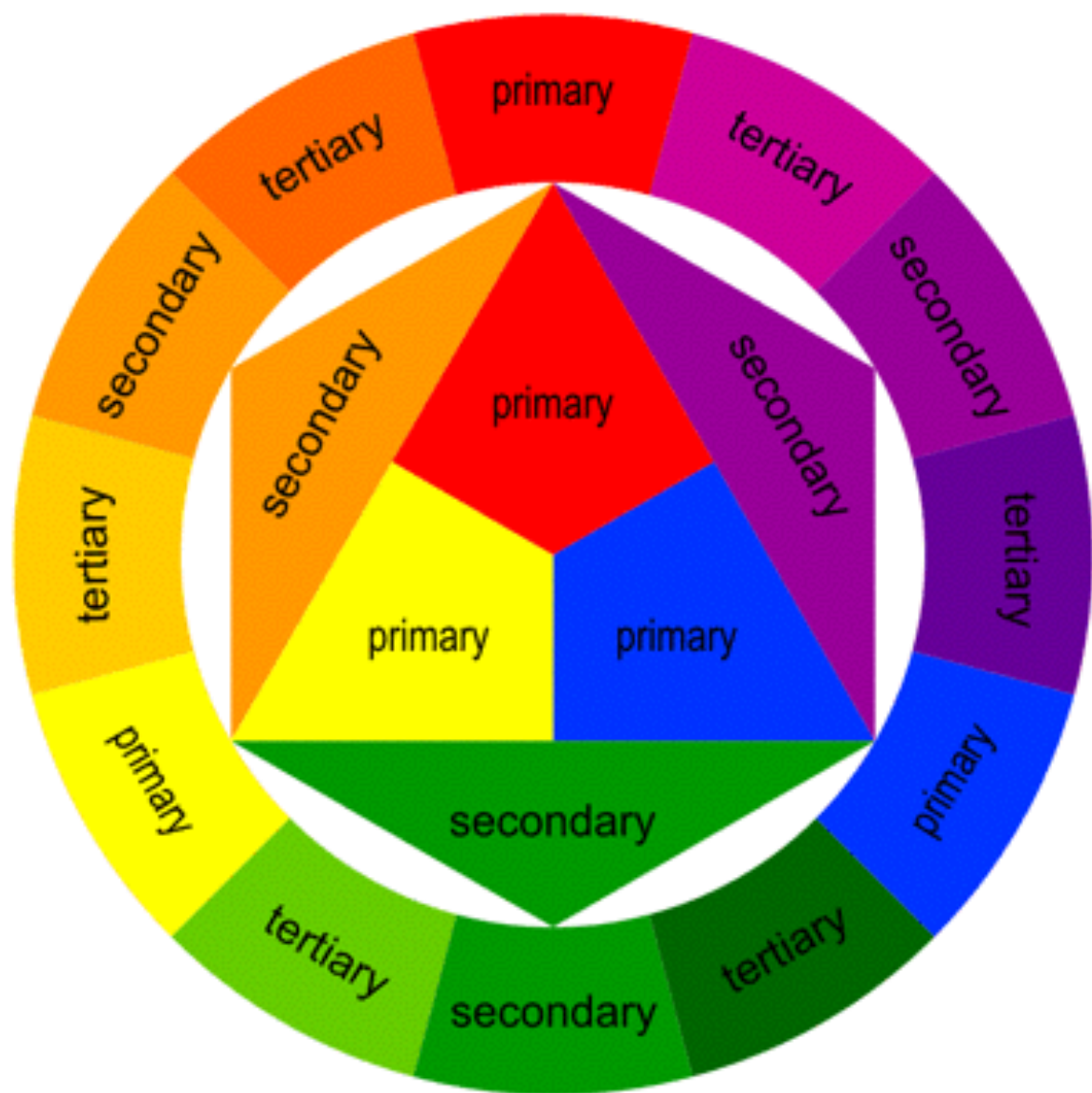
- **Organize**: provide the user with a clear and consistent conceptual structure
- **Economize**: do the most with the least amount of cues
- **Communicate**: match the presentation to the capabilities of the user.



Light - create depth using light and shadow.



Color - use heat to manage focus.



Complementary



Analogous



Triadic



Split Complementary



Tetradic

DON'T GOOF AROUND WITH TV SAFETY



Did you know
EVERY THREE WEEKS
A CHILD IS KILLED
from a tipping TV?
Learn more below...



Read our storybook about TV safety and see TV tip-over data firsthand.

READ OUR STORY



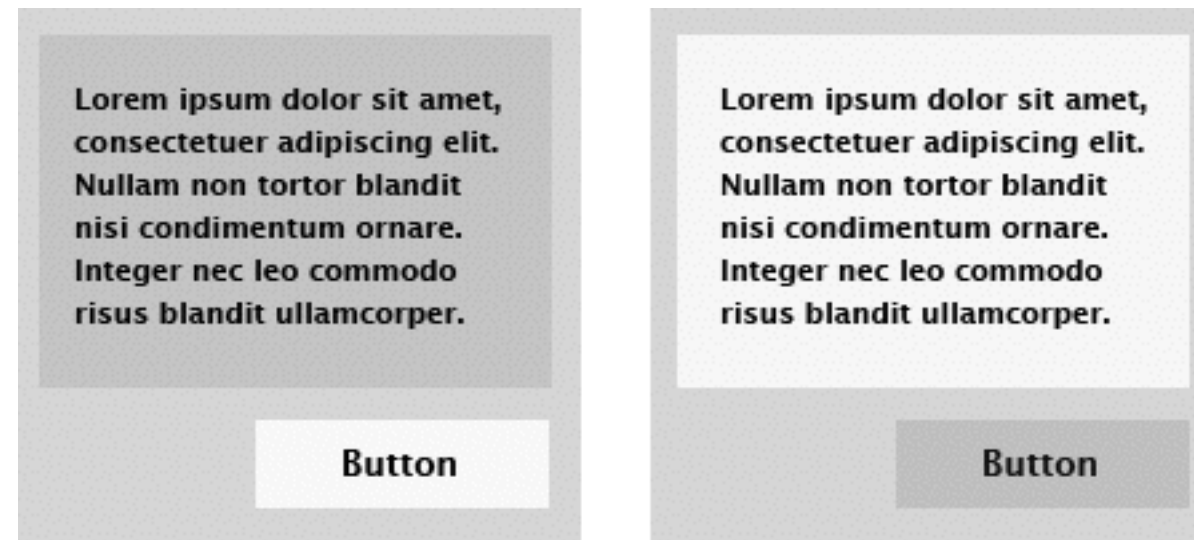
Enter your zip code to read about TV injuries and deaths that happened near you.

THE MAP



Learn about all the solutions available to protect your family and your TV.

SIMPLE SOLUTIONS



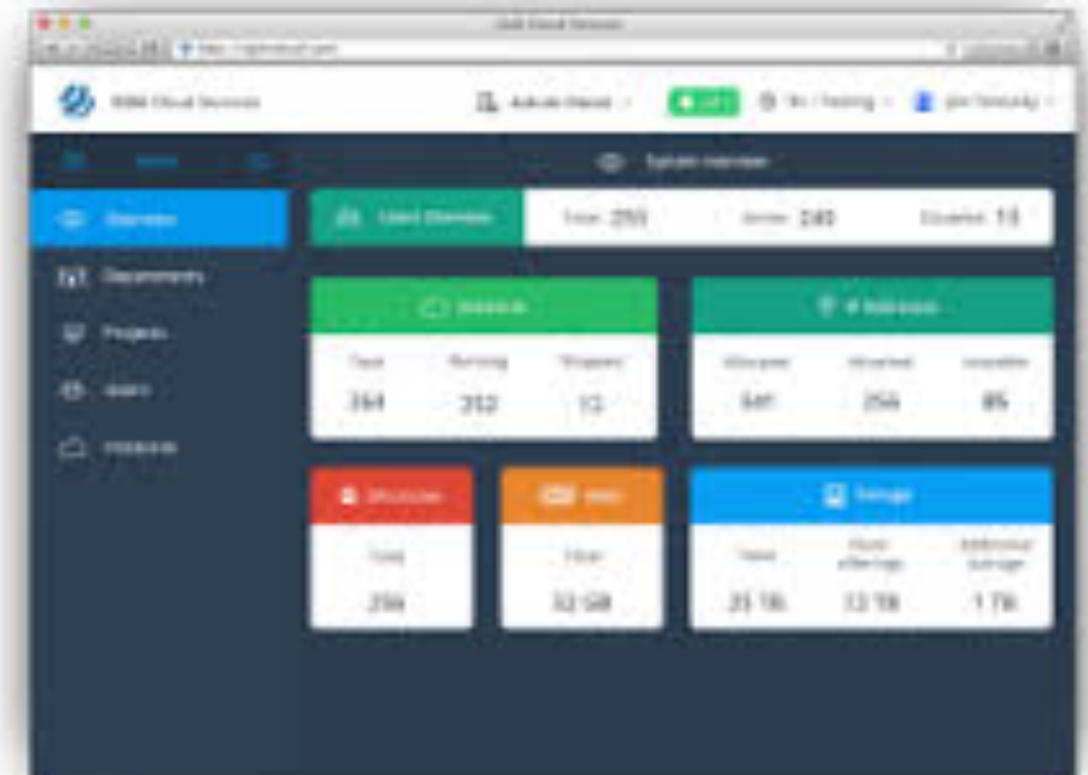
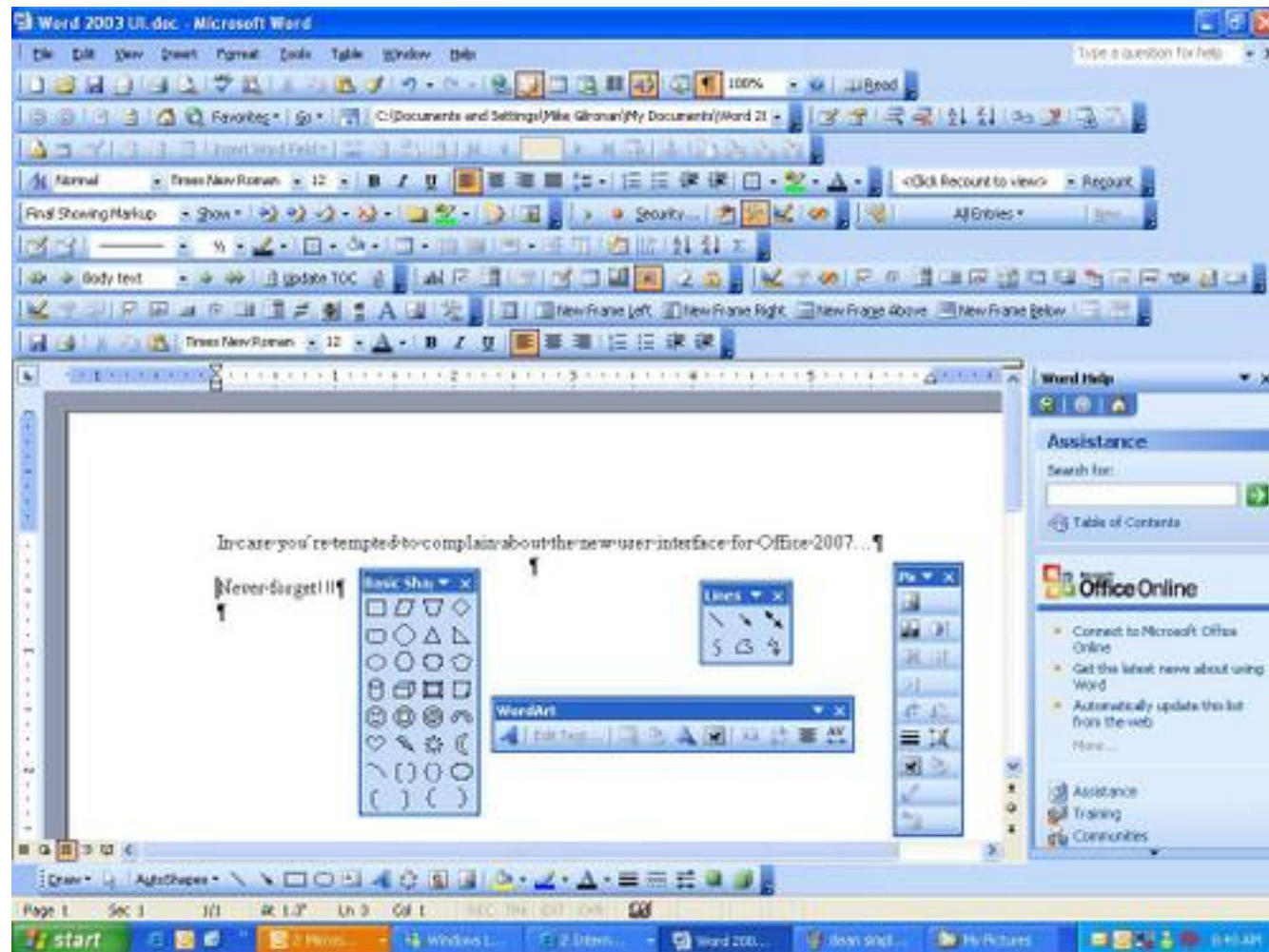
Contrast - attract attention with higher contrast

Best Practices for Designing an Interface

REMEMBER

- Know your User
- Understand their goals, skills, preferences, and tendencies.

**Keep the
interface simple.**



**Create consistency
and use common
UI elements.**

vector Mobile UI



Home



Search



Settings



Trash



Brightness



Volume



Color



Battery Safe

loading...



app #01



app #02



app #03



app #04



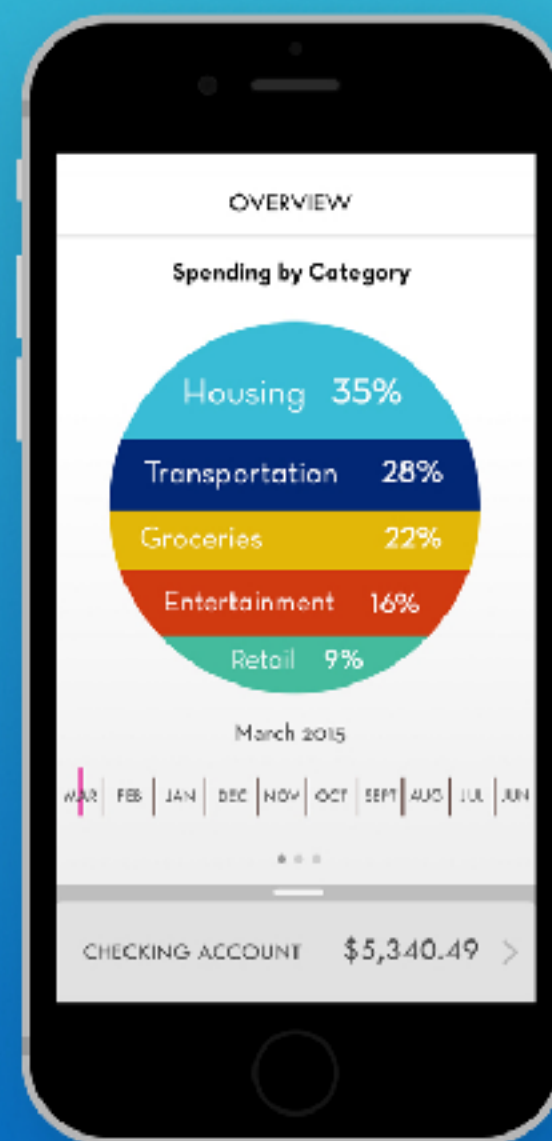
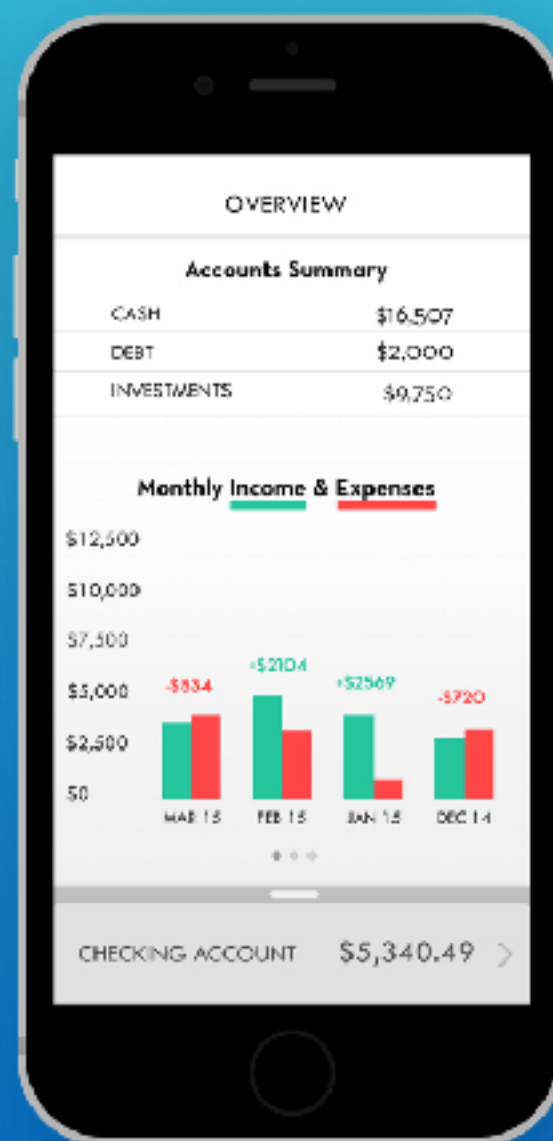
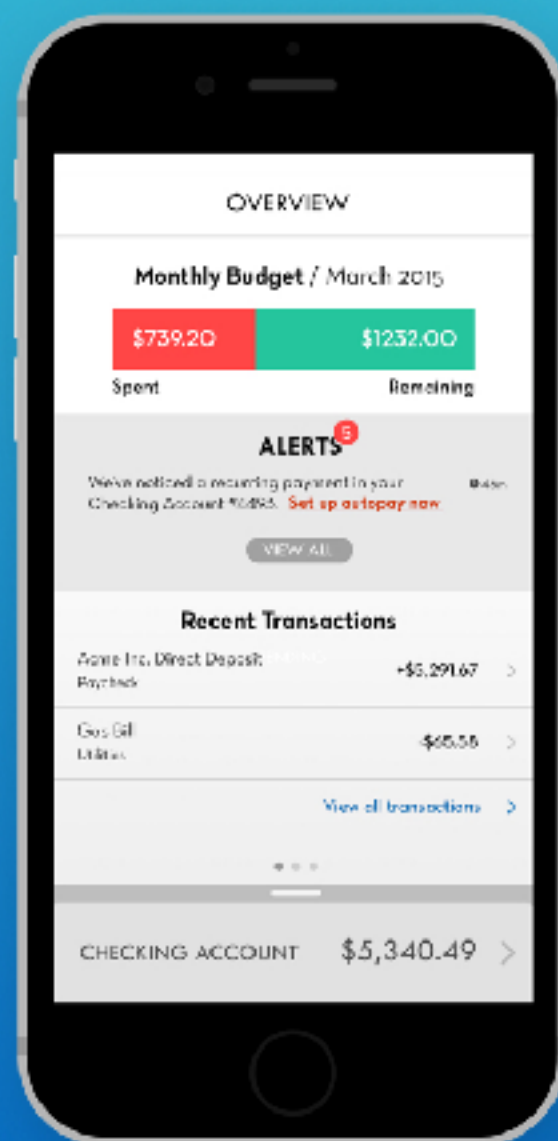
app #05



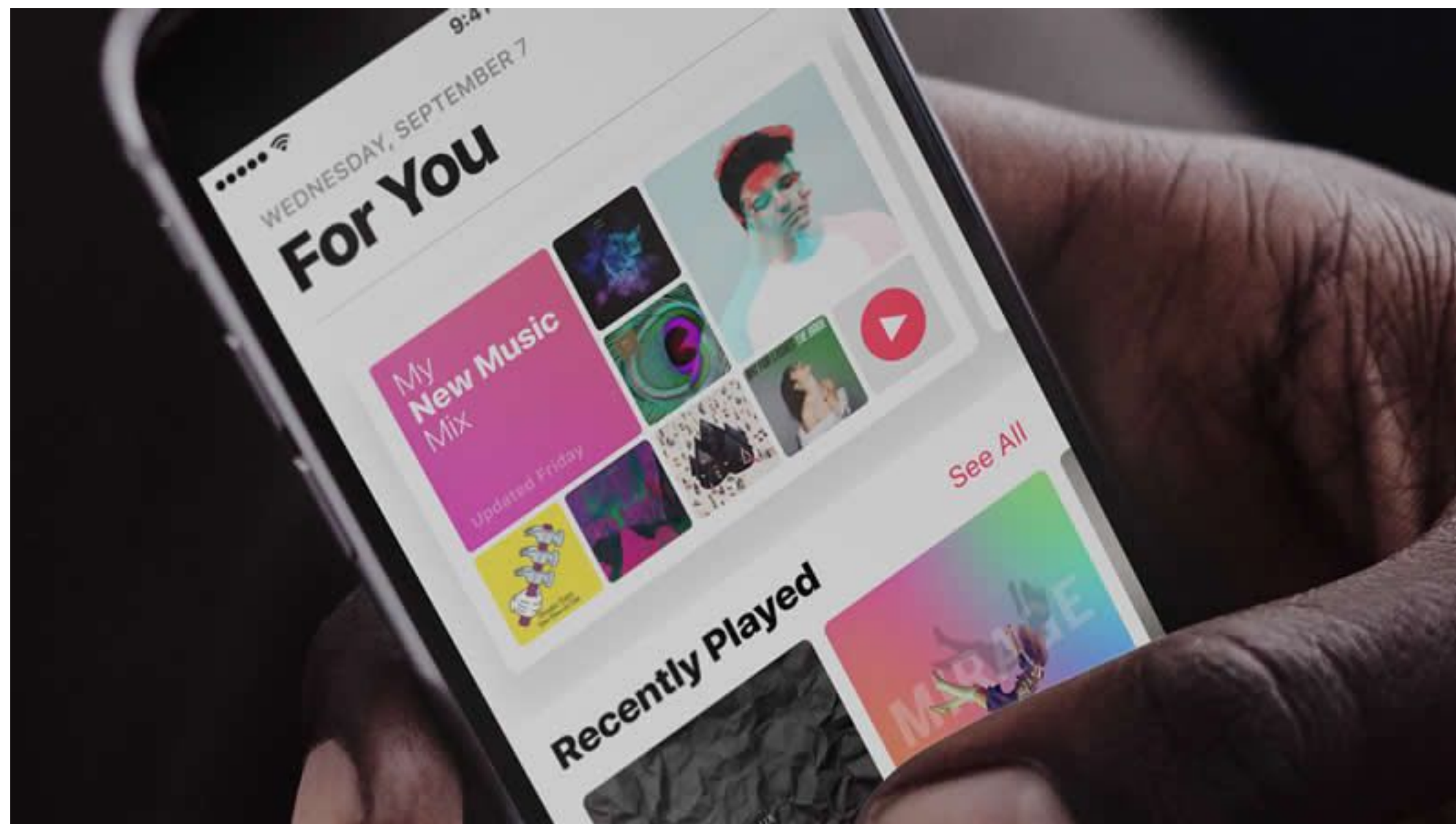
app #06

**Be purposeful in
page layout.**

**Strategically use
color and texture.**



**Use typography to create
hierarchy & clarity.**





Outbound



London (any) → Manchester Piccadilly

Fri 26 Aug

Total from

10:00



12:08

£42.00

On time

On time

Cheapest

Plat.3

Train to Manchester Piccadilly



Off-Peak

2h 8m, direct ⚡ **Arrives first**

LIVE TRACKER

10:20



12:28

£62.00

Exp. 10:21

On time

Plat.3

Train to Salford



Off-Peak

2h 8m, direct

LIVE TRACKER

10:40



12:49

£42.00

On time

On time

Cheapest

Plat.3



**Make sure that the
system communicates
what's happening.**



High Fives!

Your mail is in the send queue and will go out shortly.

[Track your mailing's progress in reports](#)

**Think about
the defaults.**

THE 10 COMMANDMENTS OF USER INTERFACE DESIGN

1

CREATE
A STORY



USE FEEL IMAGES



MESSAGE



CUSTOM MESSAGE



BE PUTHENTIC



EMBED SOCIAL



INTERACTIVE ELEMENT

2

STREAMLINE
NAVIGATION



USE ICONS



MOBILE-FRIENDLY



DIRECT MANIPULATION



CLEAN CALL TO ACTION



AVOID AMBIGUITIES



AVOID OVERLAYS

3

MAKE IT
RESPONSIVE



USE COLORES



PARALLEL SCROLLING



FLUID GRID



DROP-DOWN MENUS



GOOGLE SEARCH



SCROLL TO ANY ACTION

4

ENSURE
ACCESSIBILITY



LABEL LING



ALT-TEXT FOR IMAGES



AVOID IMAGE NO LINK



MOBILE PHONE SETTINGS



SCREEN PRIME ESSENT



USE LATE COMMENT

5

FORM FOLLOWS
FUNCTION



BUTTON



CHECK BOXES



DROP-DOWN LIST



SLIDER



ICONS



MAGNIFICATION

6

USE PLEASANT
COLOR THEMES



COLOR PALETTE



PICK APPROPRIATE COLORS



CONTRAST IS CLARITY



INDUSTRY RELEVANT



STICK TO THREE



IMPLEMENT COLORS

7

DEFINE FONT
FAMILIES



NO SERIF



PERFECT DOTS



SET HIERARCHIES



USE LEGIBLE FONTS



USE HIGHLIGHTERS



NO HIGHLIGHTING

8

BOOST OPTIMIZED
IMAGES



PREFER LEGEND



MINIFY METADATA



PICK BEST FORMAT



PATCHY SCROLLING



NATURAL RESOLUTION



USE ALT-TAGS

9

MASTER
MINIMALISM



SOLID COLORS



QUIT REDUNDANT



LESS IS MORE



WHITESPACE



NO FONTS



USE VISUALS

10

ELIMINATE
ERRORS



UNDERSTAND THE USER



ALLOW USER ERROR



REACH OUT



COMPLIMENT DOCUMENTATION



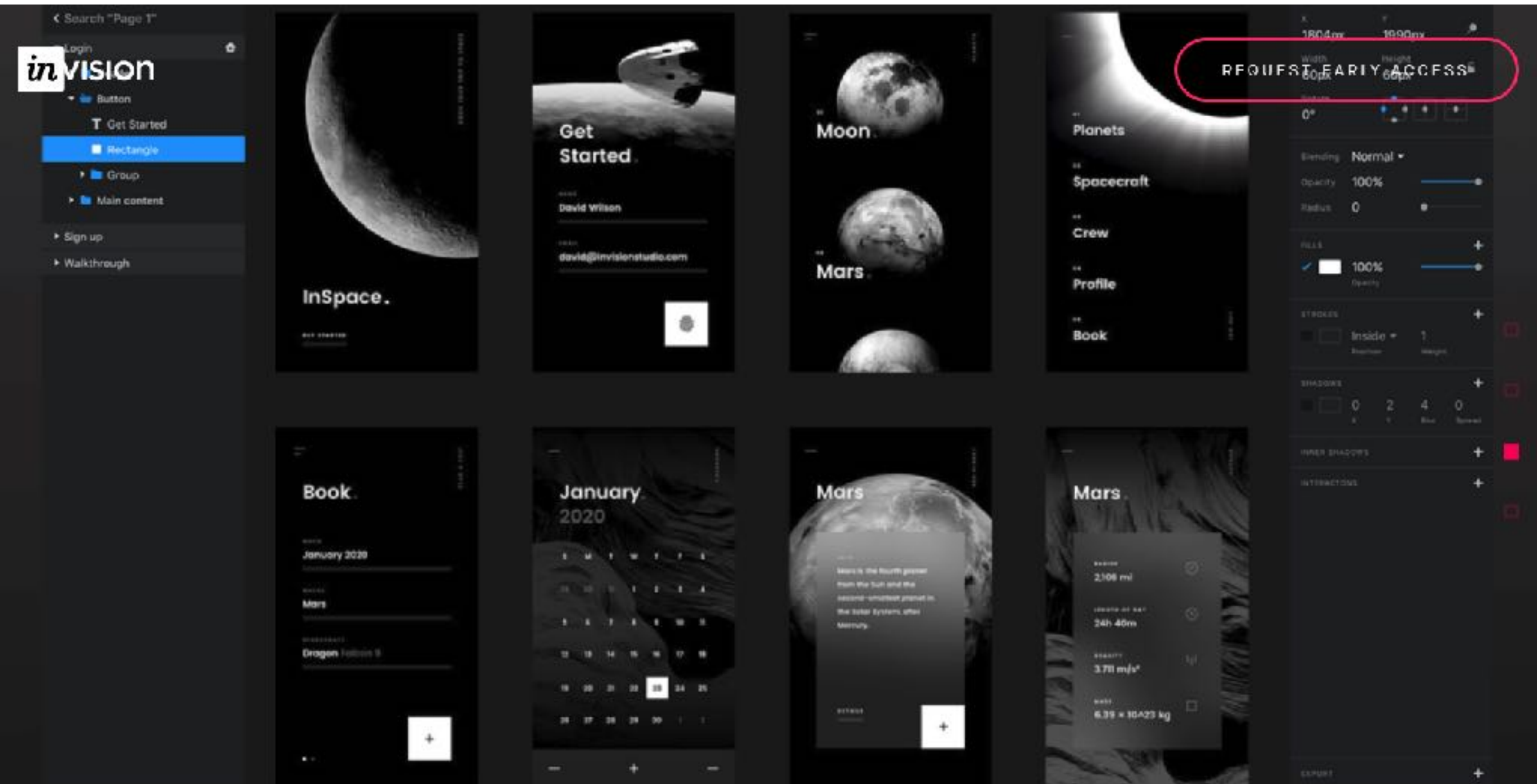
SLOWEST SOLUTION



FEEDBACK

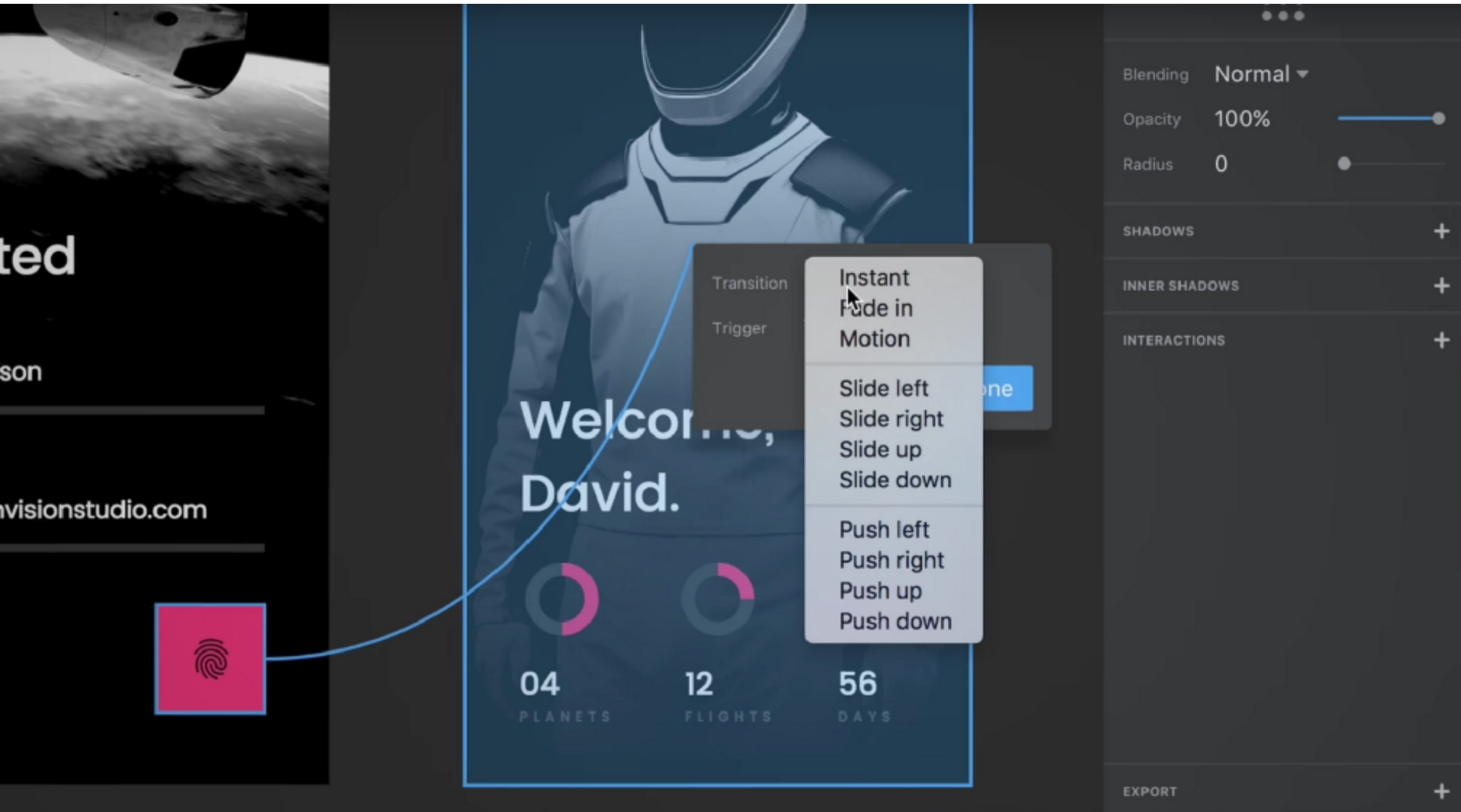
InVision

<https://www.invisionapp.com/>



InVision

<https://www.invisionapp.com/blog/building-invision-studio/>



TO-DO APP MOODBOARD

Target: A challenge to create a moodboard for a mobile app.

Exploration

Research and explore various visual elements and colors that could inspire the app's design.



Application

Apply the visual elements and colors to the app's design, ensuring consistency and usability.

SIMPLYSOCIAL

Visual Identity & Branding

Brand

Define the brand's core values, mission, and vision, and establish a consistent visual identity.



Visual Identity



Define the brand's visual identity, including the color palette, typography, and logo.

Typography

Choose a primary and secondary typeface, and establish a consistent typographic hierarchy.



FINDLI BRAND BOARD

Brand Strategy

Define the brand's core values, mission, and vision, and establish a consistent visual identity.

Visual Identity

Choose a primary and secondary typeface, and establish a consistent typographic hierarchy.



Typography

Choose a primary and secondary typeface, and establish a consistent typographic hierarchy.



Typography

Choose a primary and secondary typeface, and establish a consistent typographic hierarchy.



Define the brand's visual identity, including the color palette, typography, and logo.

Wire framing and Prototyping

<https://www.invisionapp.com/>

Check out [lynda.com](https://www.lynda.com) for InVision and Sketch tutorials! Also courses on UX/UI

<https://www.smashingmagazine.com/2016/06/picking-the-best-prototyping-software-for-your-project/>

<https://www.shopify.com/partners/blog/62745923-5-of-the-best-prototyping-tools-to-test-out-your-web-and-mobile-designs>

<https://www.sitepoint.com/tools-prototyping-wireframing/>

P.O.P Prototyping on Paper <https://marvelapp.com/pop/>

free wire framing tools <http://mashable.com/2010/07/15/wireframing-tools/#ZcyH13wk2ZqD>