UX/UI Design
Agenda

• Why UX/UI matters?
• Design Issues
• Prototype
• Evaluation Methods
Why it matters

UX, user experience design, is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product.
Why it matters

- It matters to User
- It matters to Developer
- It matters to Product Manager
Design Issue

- Color
- Gestalt design law
Design Issues - color

Color theory Books

- Color Bridge Coated
  - $175.00
  - Pantone.com

- Color: Messages & Meanings
  - $39.99
  - Pantone.com

- Color Bridge Uncoated
  - $175.00
  - Pantone.com

- Interaction of Color: Complete...
  - $250.00
  - The Line
  - Free shipping

- Pastels & Neons Coated &...
  - $95.00
  - Pantone.com

- X-Rite Munsell, Soil Book Of...
  - $185.00
  - Amazon.com
  - Free shipping

- Color Mixing Bible (Paperback)
  - $12.37
  - Blick Art Materi...

- Understanding Color: An...
  - $21.15
  - Barnes & Noble

- Color Design Workbook...
  - $14.75
  - Google Play
Design Issues - color

Color theory Books
Design Issues - color

The **fundamental** skill of coloring interface designs is being able to **modify** one base color into **many different variations**.
Design Issues - color

Modify one theme color for any purpose
Design Issues - color

Modify one theme color for any purpose
Design Issues - color

Modify one theme color for any purpose
Design Issues - color

Use HSB (Hue, Saturation, Brightness) color system

• Darker color variation = higher saturation + lower brightness

• Lighter Color Variation = lower saturation + higher brightness

• Hue can be shifted

https://medium.com/@erikdkennedy/color-in-ui-design-a-practical-framework-e18cacf9e
Design Issues - color

Where can I find colors?

• COLOR BREWER

• The Color Palette of THE GRAND BUDAPEST HOTEL
Design Issues - Gestalt Design Laws

Proximity: People group things together that are close together in space.
Design Issues - Gestalt Design Laws

**Similarity:** We group similar things together.
Design Issues - Gestalt Design Laws

Closure: We seek completeness
Design Issues - Gestalt Design Laws

Symmetry: The mind perceives objects as being symmetrical and forming around a center point.
Prototype

A concrete representation of all or part of a system

- Communication

- Evaluate usability
Prototyping Tools

From UseThis Website, the most common tools are:

- Paper prototype
- Wireframe prototype
- Sketch ($49 a year for student)
- MockPlus (free + upgrade version)
- other online tools
Evaluation - when?

Usability’s biggest impact is early in the development process, due to the ability to make changes at minimal resource cost.
Evaluation - when?

As soon as you have something you can evaluate (paper prototypes, low-fi prototype, fully functional prototype)
Evaluation — how?

Usability aspects

Outcomes (effectiveness)
Interaction process (efficiency)
Users' attitudes and experiences (satisfaction)

Objective measures

Expert assessment, comprehension
Time, usage patterns, learnability
Physiological usability, reflex responses

Subjective measures

Users' perception of outcome
Subjectively experienced duration, mental workload, perception of task difficulty
Validated questionnaires

Relations between measures?
Valid and standardized measures?

Long-term use and developments over time?
Macro or micro perspectives on tasks?
Evaluation — how?

The most common methods are interview/questionnaire

• Don’t offer the “Don’t Know” choice

• Use open-ended questions

• Think aloud

• Don’t ask people to identify ‘why they thought’ something