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
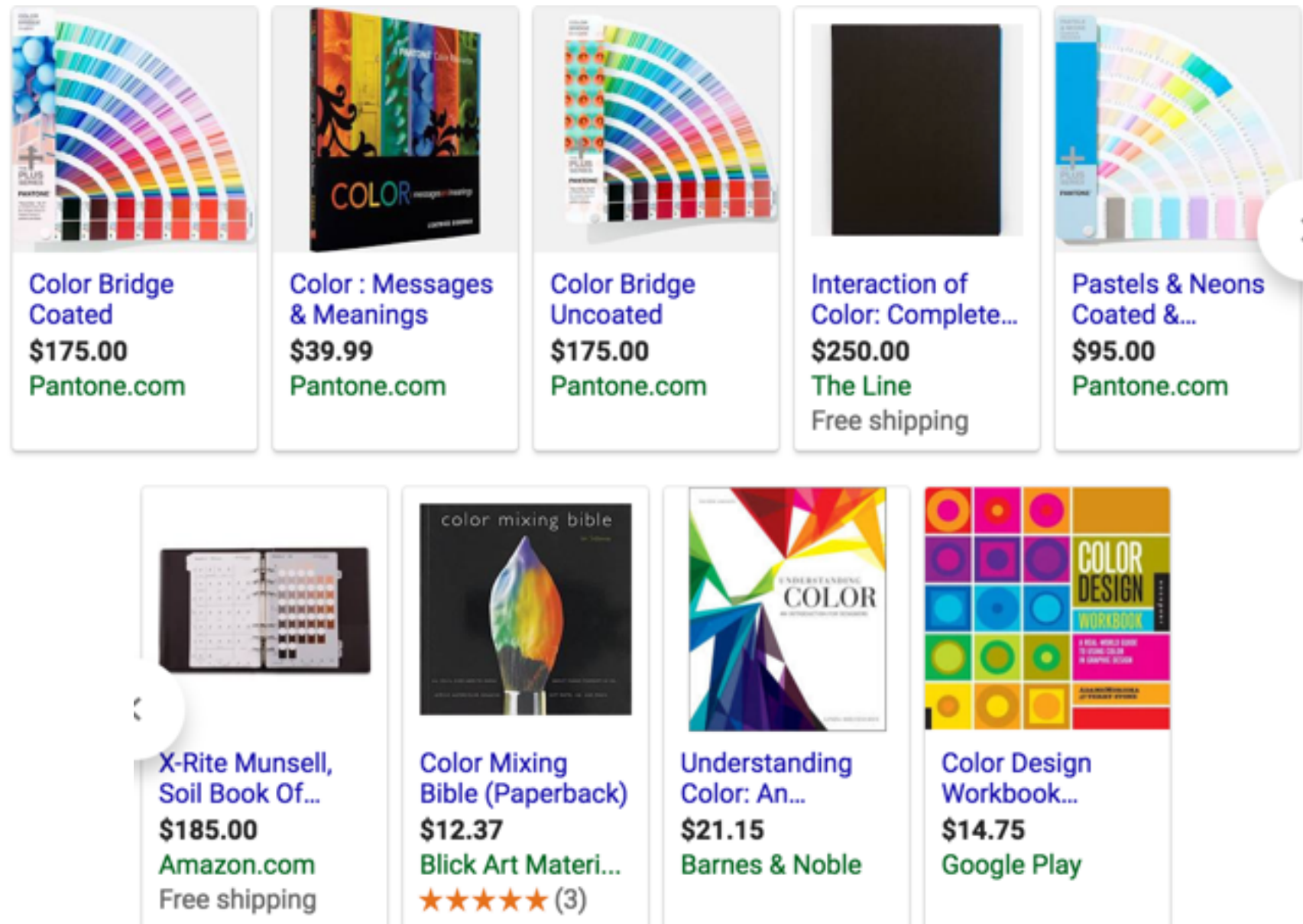
- It matters to User

- It matters to Developer

- It matters to Product Manager

Design Issue
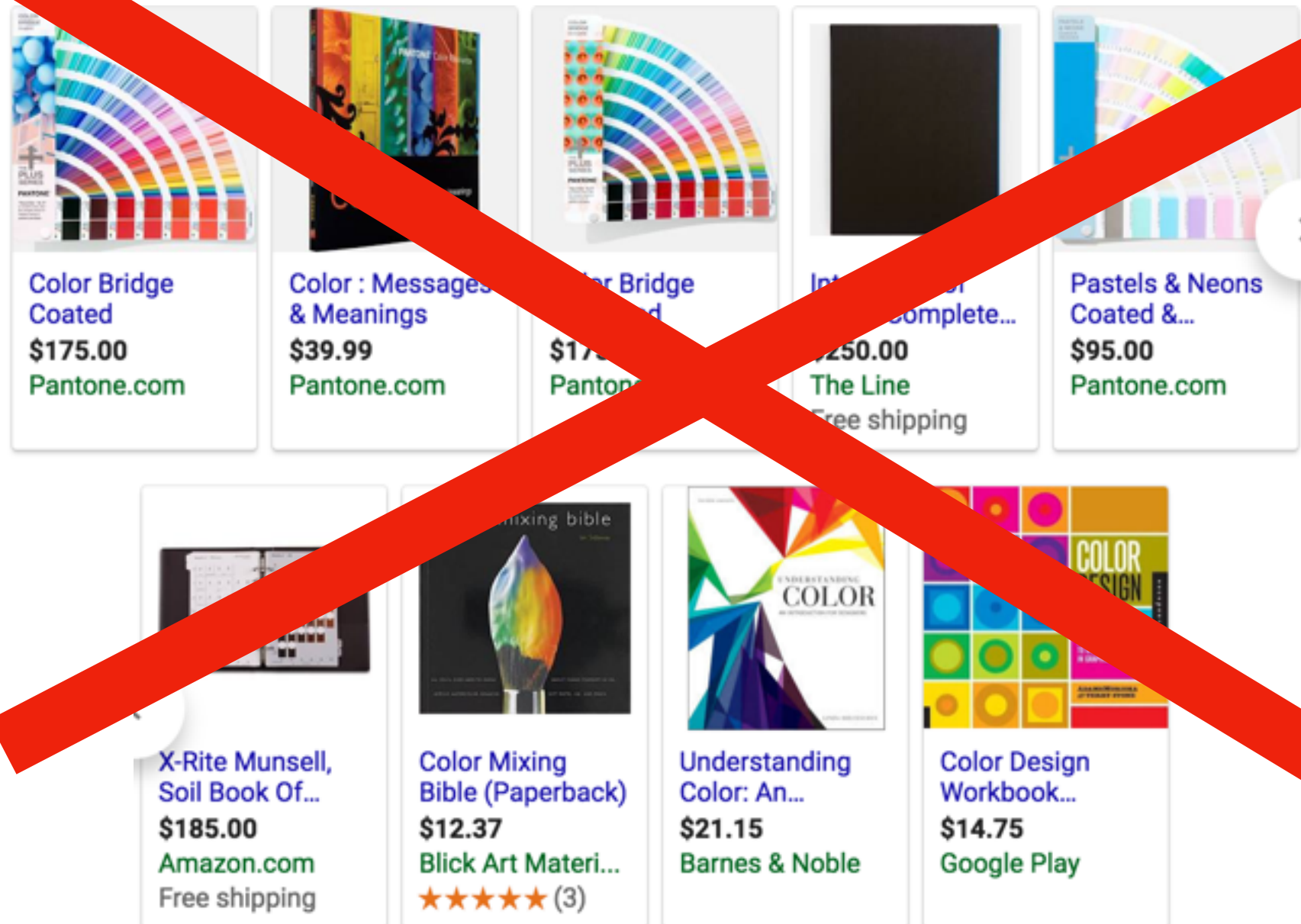
- Color

- 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...
★★★★★ (3)

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

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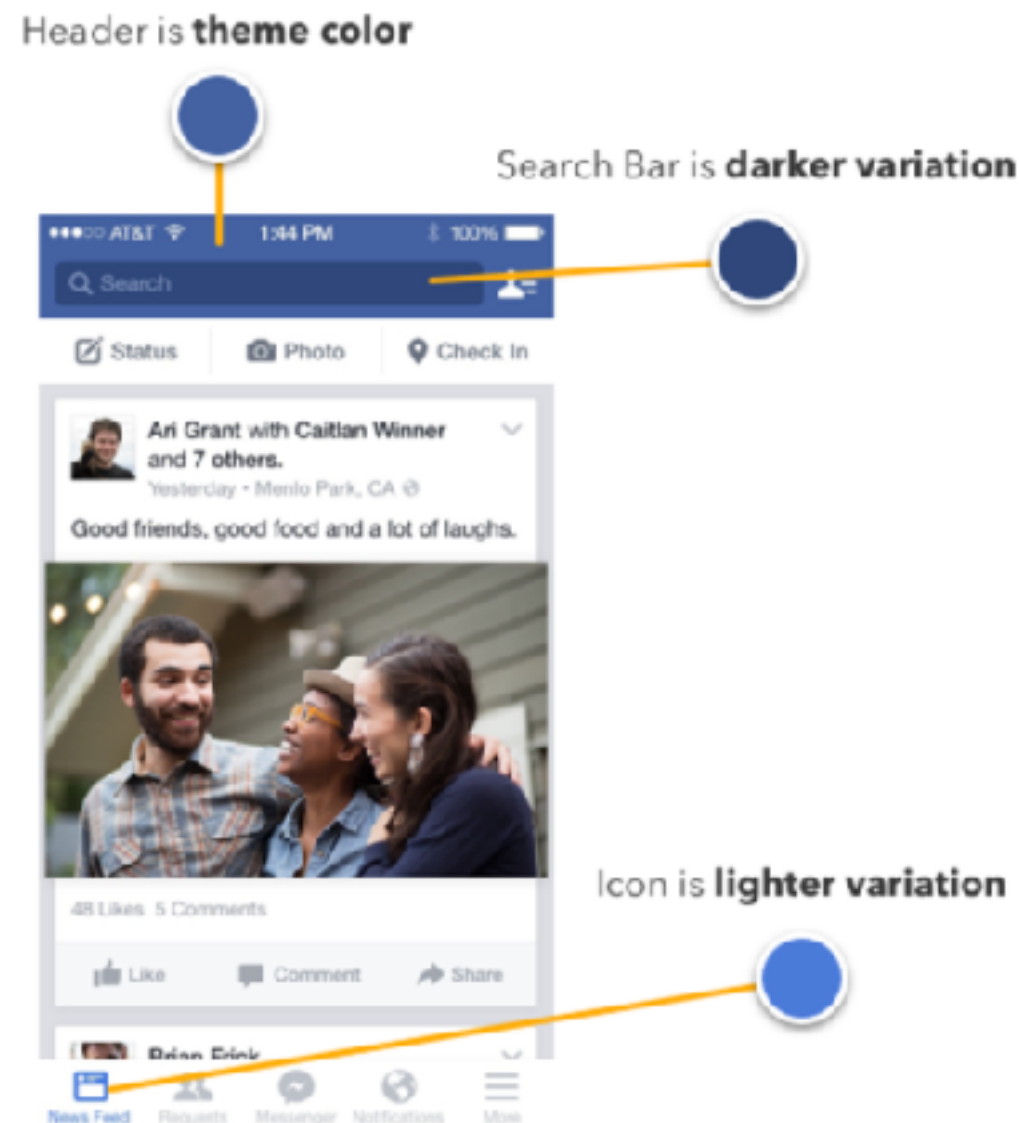
Design Issues - color

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-e18cacd97f9e

Design Issues - color

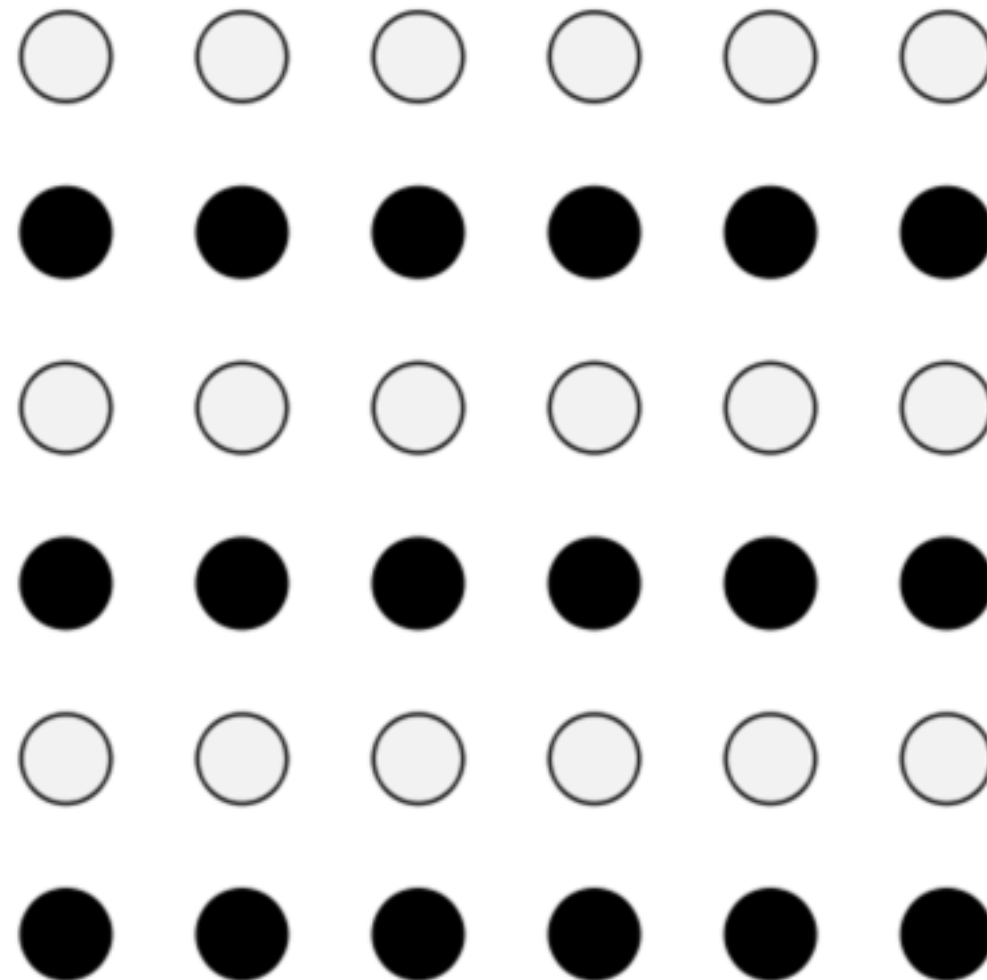Where can I find colors?

- 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.

https://conversionxl.com/blog/universal-web-design-principles/

Design Issues - Gestalt Design Laws

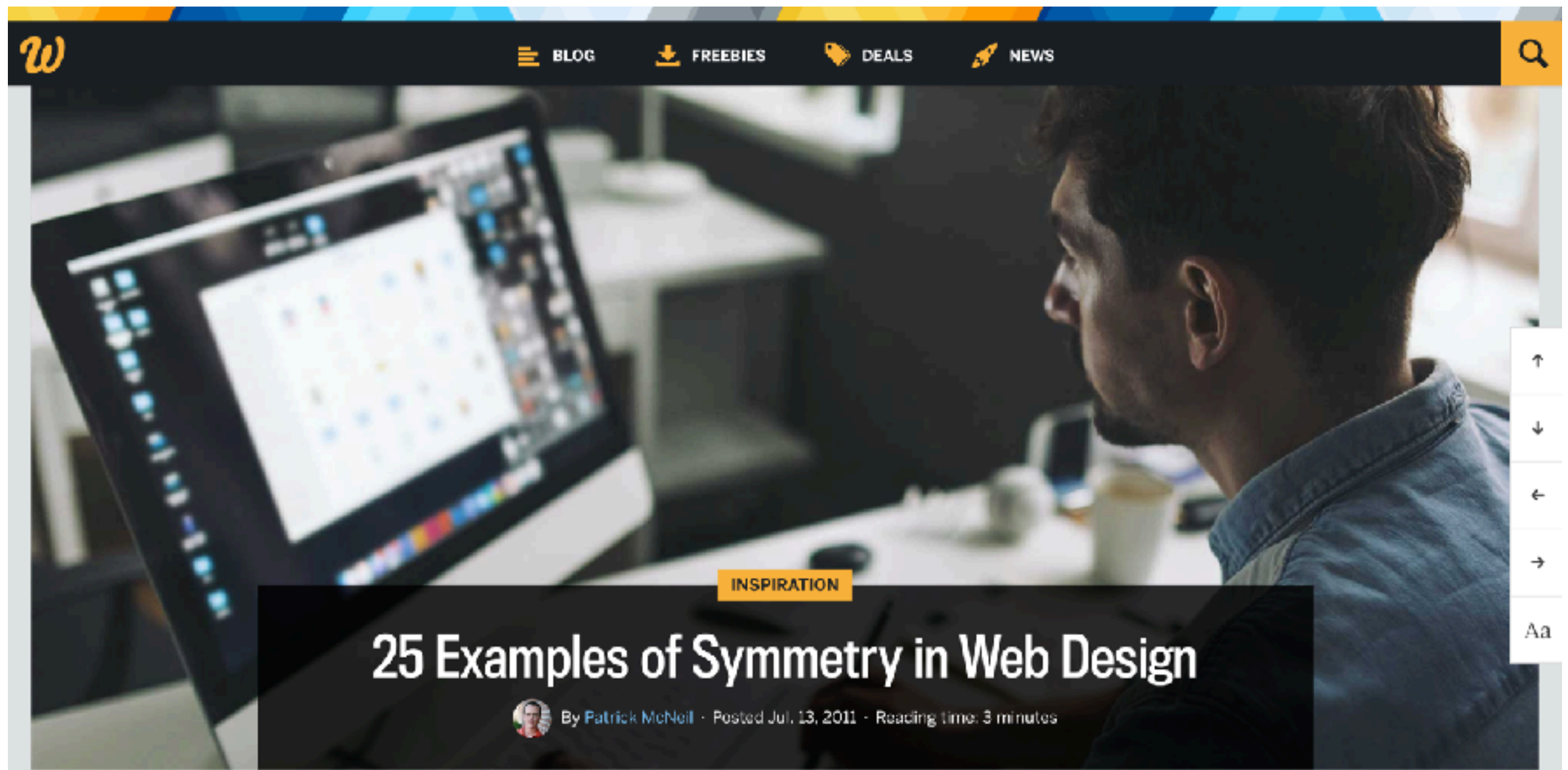Similarity: We group similar things together.

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

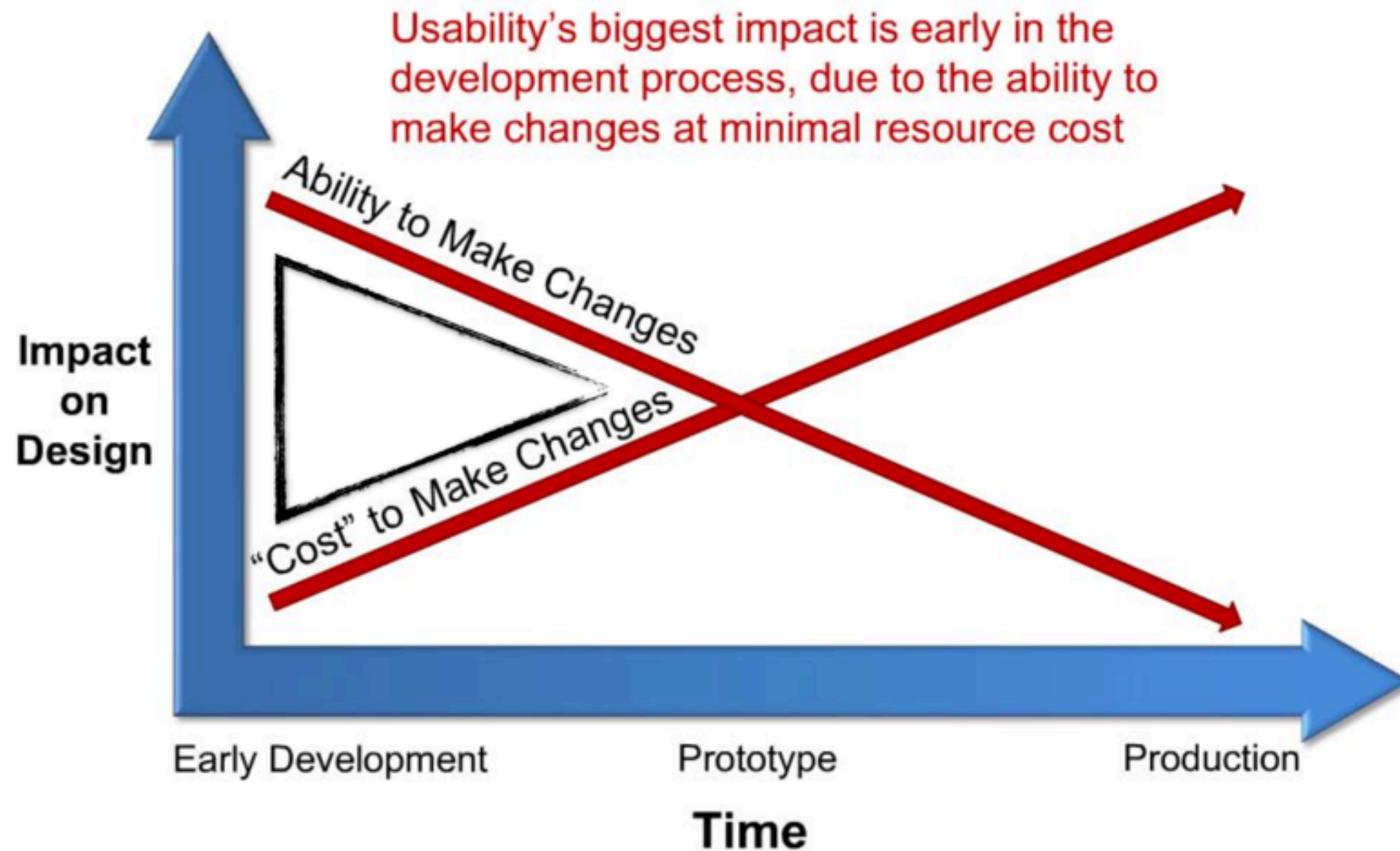A concrete representation of all or part of a system

- Communication

- Evaluate usability

Prototyping Tools

From <u>UseThis</u> Website, the most common tools are:

- Paper prototype

- Wireframe prototype

- Sketch ($49 a year for student)
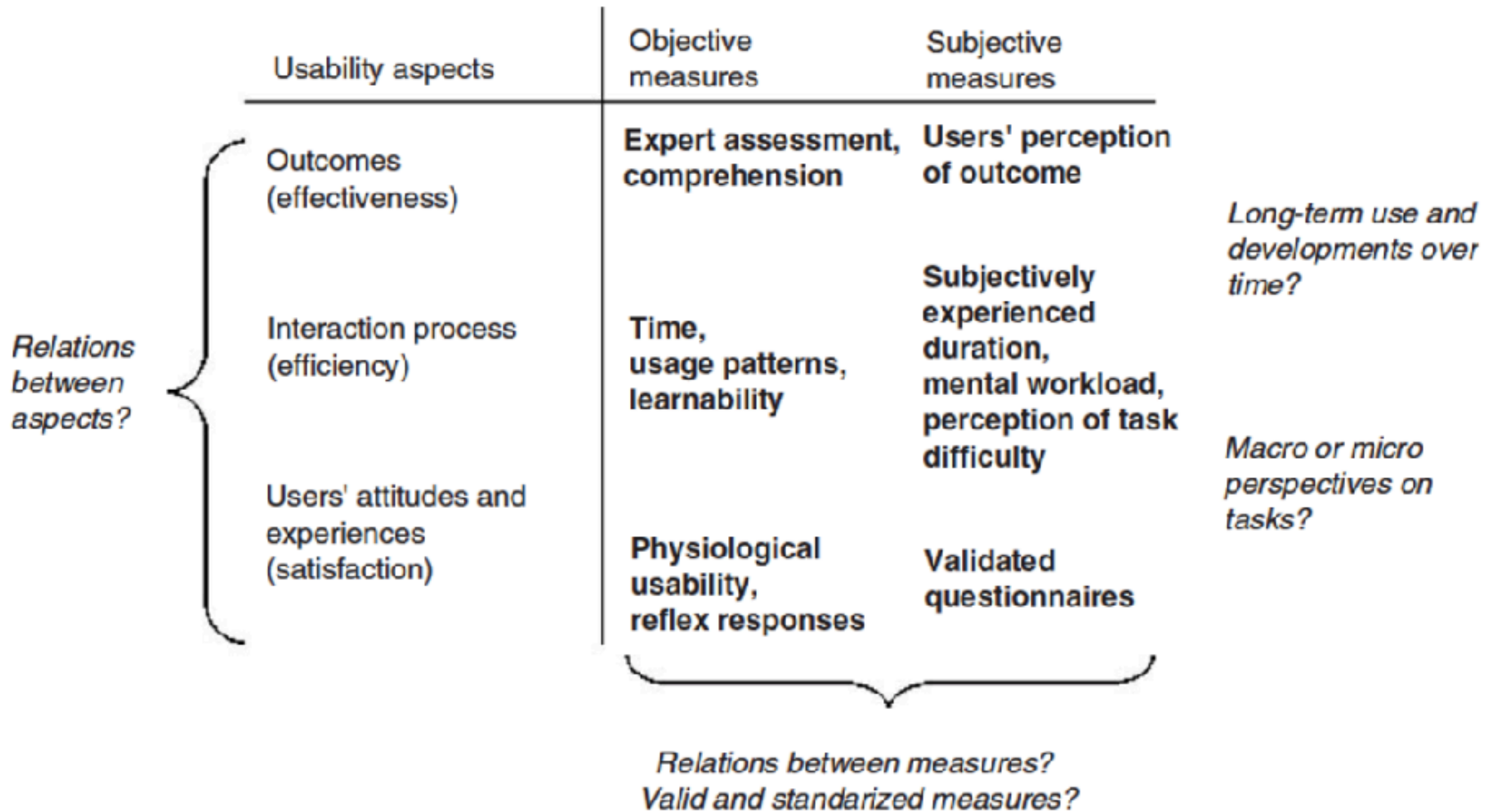
- MockPlus (free + upgrade version)

- other online tools

Evaluation - when?

Evaluation - when?

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

Evaluation — how?

Usability aspects	Objective measures	Subjective measures
Outcomes (effectiveness)	**Expert assessment, comprehension**	**Users' perception of outcome**
Interaction process (efficiency)	**Time, usage patterns, learnability**	**Subjectively experienced duration, mental workload, perception of task difficulty**
Users' attitudes and experiences (satisfaction)	**Physiological usability, reflex responses**	**Validated questionnaires**

Relations between aspects?

Long-term use and developments over time?

Macro or micro perspectives on tasks?

Relations between measures?
Valid and standarized measures?

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