

UX & UI

A crash course overview

What is the difference
between UX & UI?

USER EXPERIENCE



USER INTERFACE



ACE 

UX



Part marketer, part designer, part project manager

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

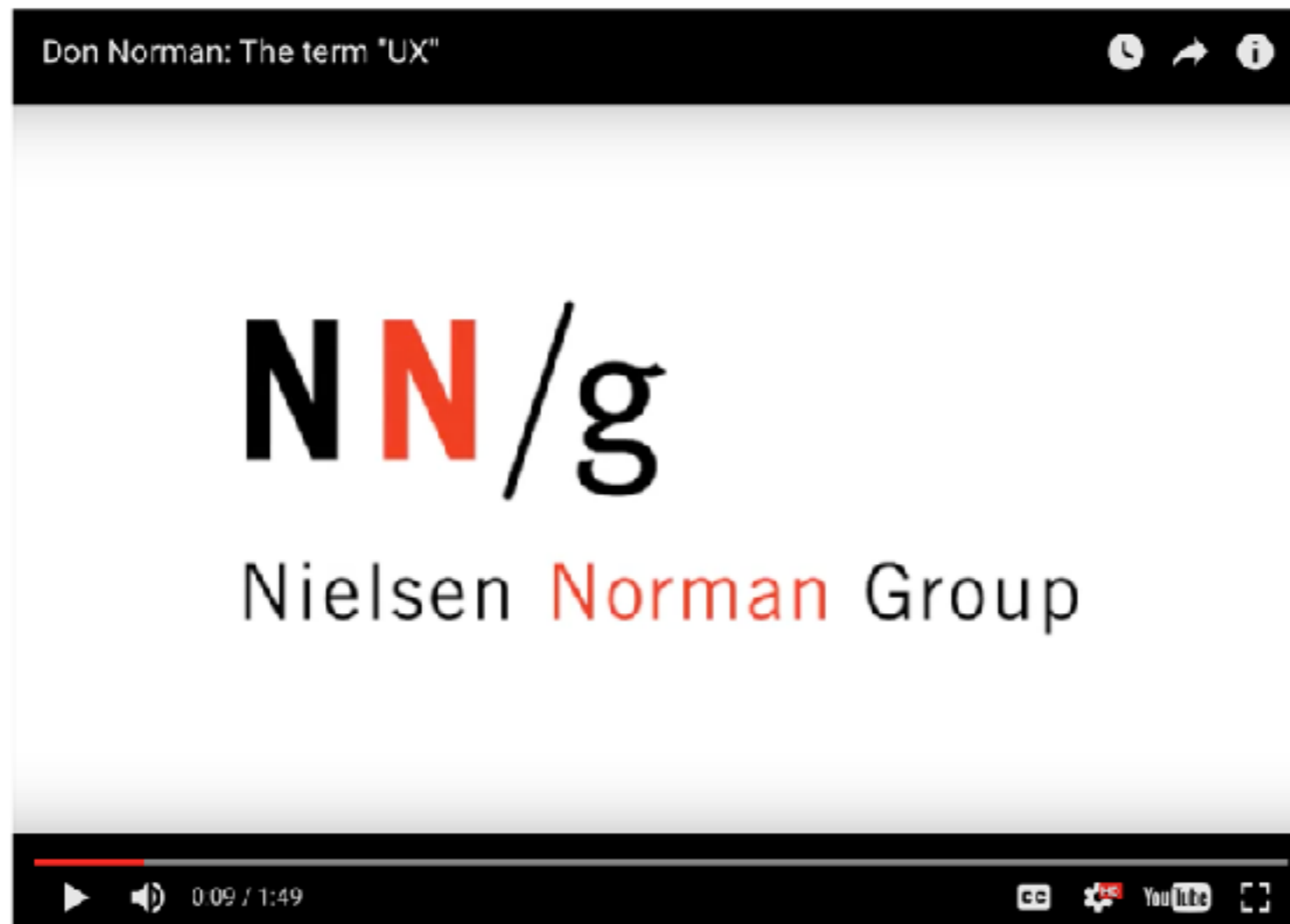


User Experience

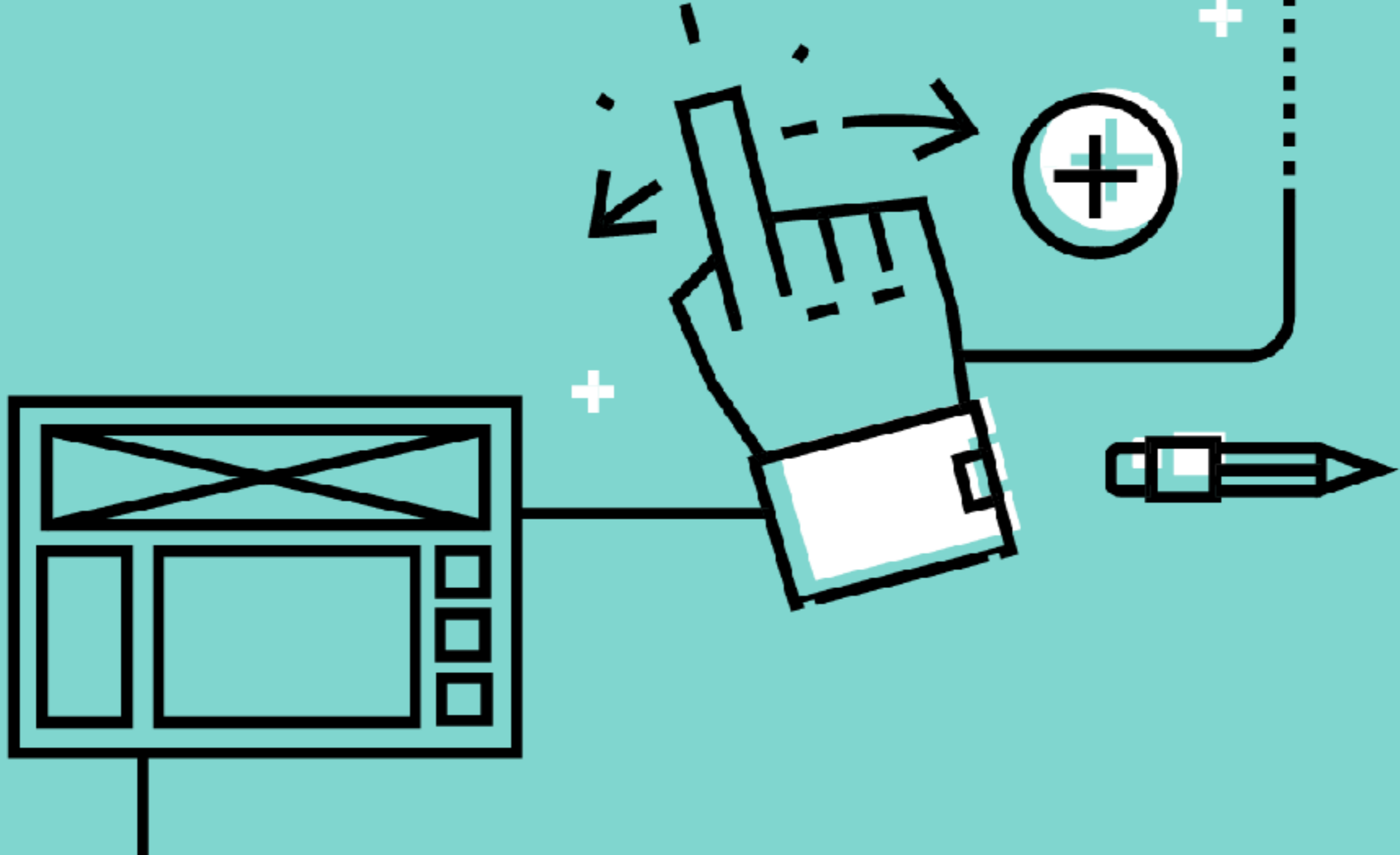
- User Experience Design is the process of development and improvement of quality interaction between a user and all facets of a company.
- User Experience Design is responsible for being hands on with the process of research, testing, development, content, and prototyping to test for quality results.
- 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

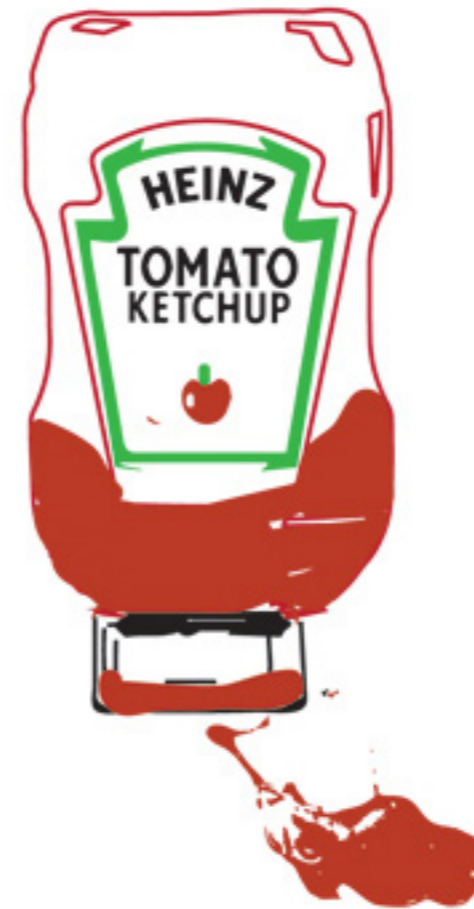
UI



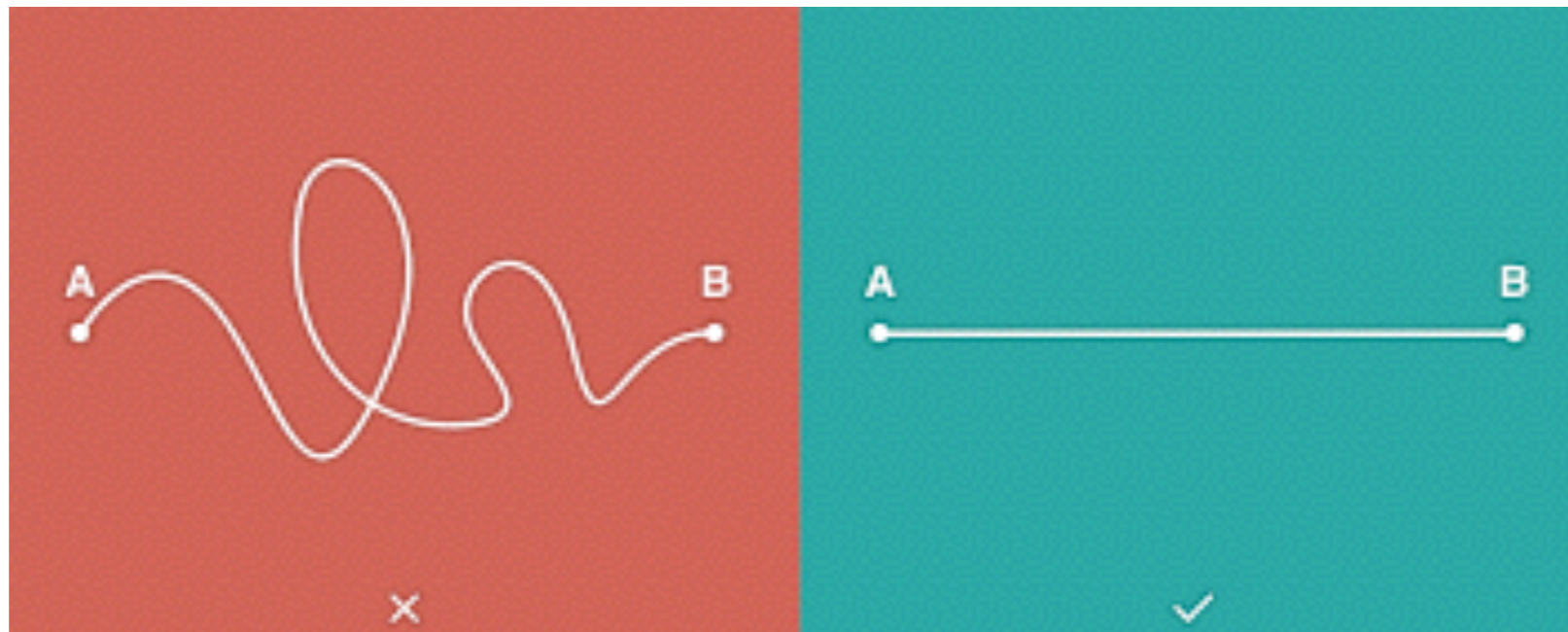
UX



Usability

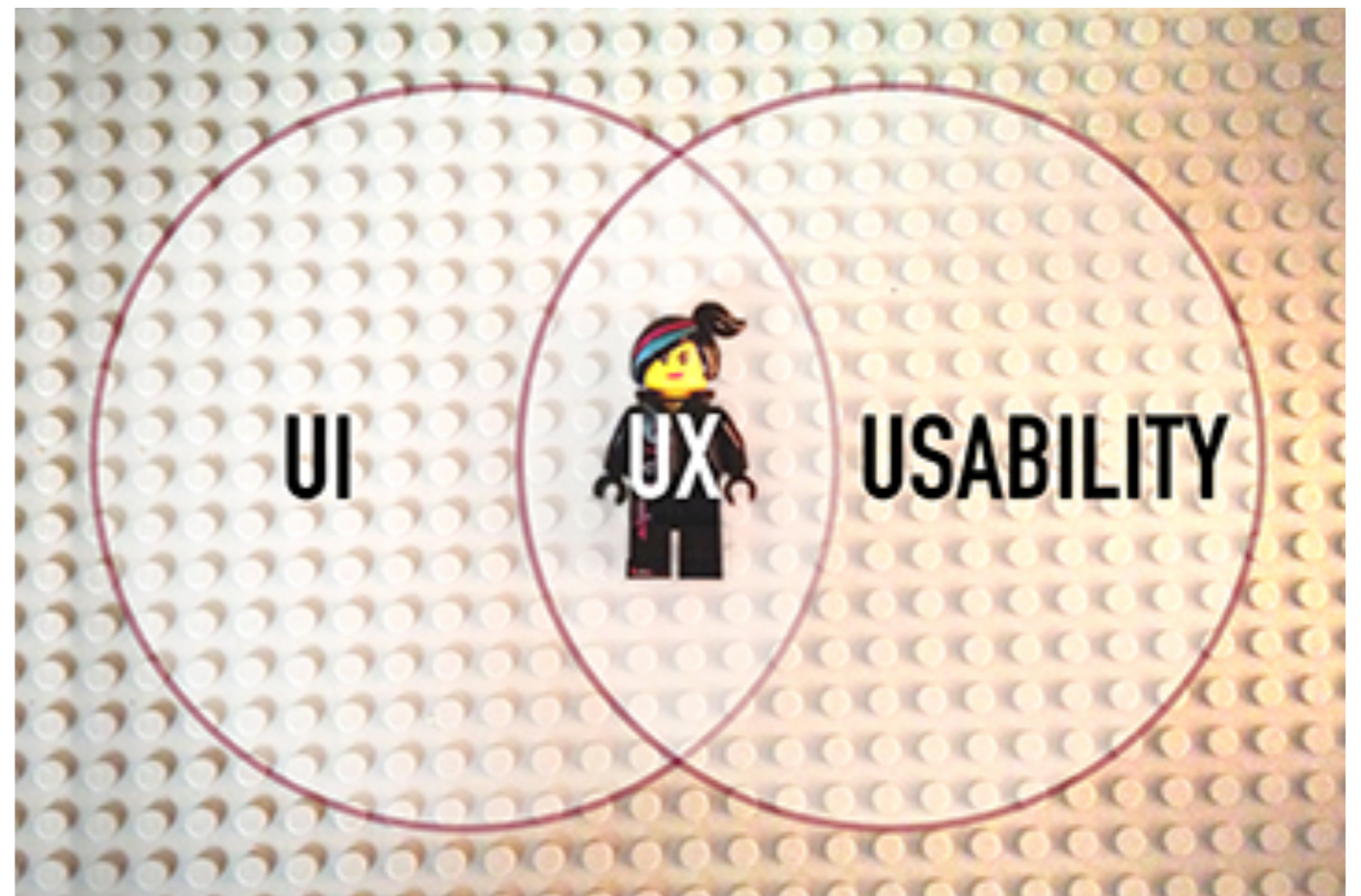


Usability



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 - (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 SUBMISSION PROCESS ↑
		- SATISFACTION WITH TRAIL INFO ↑
		- # OF NEW USERS ↑
		- USER CHURN ↓ (ENCOURAGE)
		- TIME TO FIND ↓

Data Sources from Your Company

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

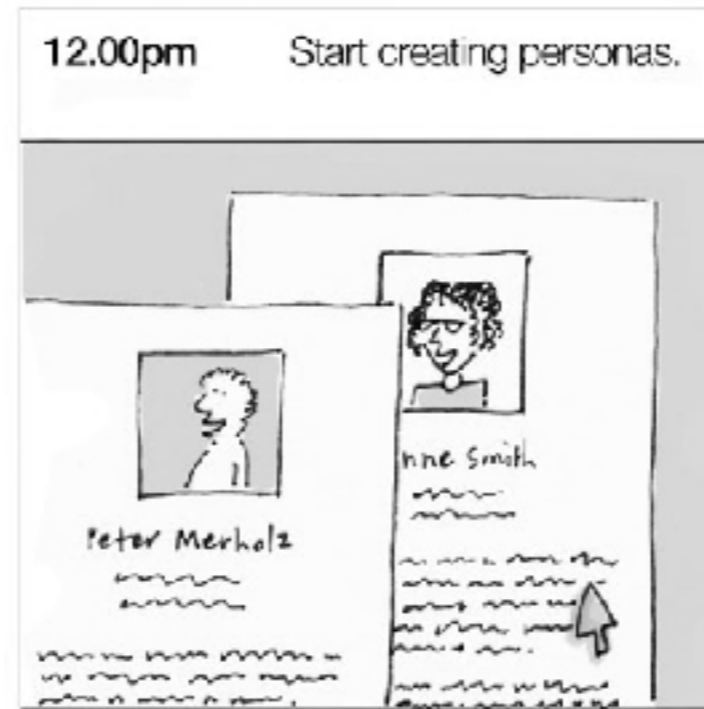


Problem Statement

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

Research on User

their behavior, goals, motivations, and needs



Creating Personas

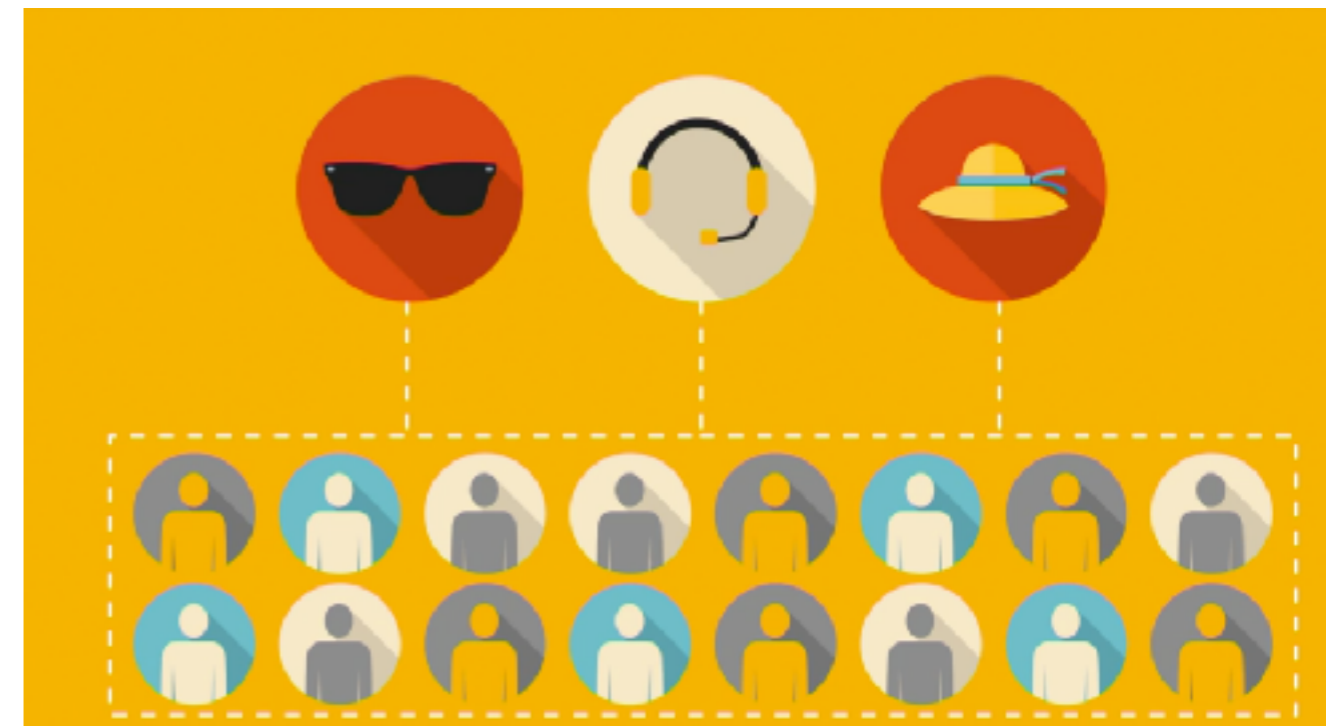
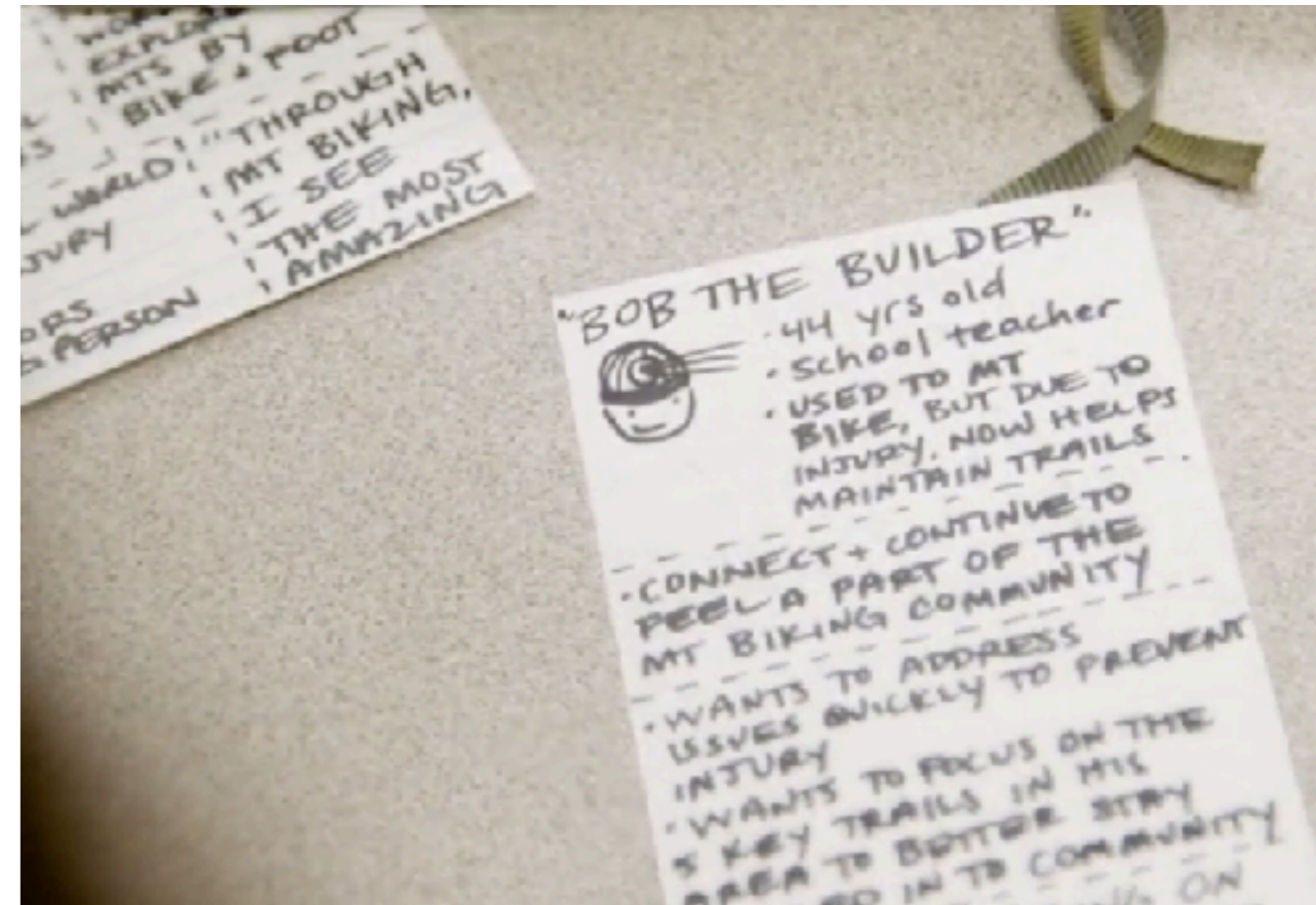
Who is your user?

Personas

What are they?

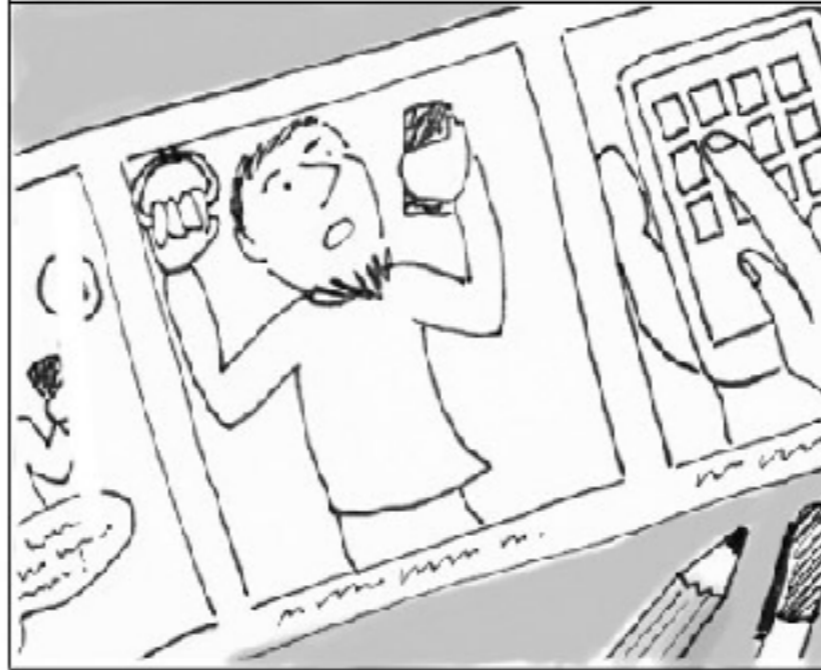
Personas are imaginary, yet realistic and detailed descriptions of the users of your product.

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

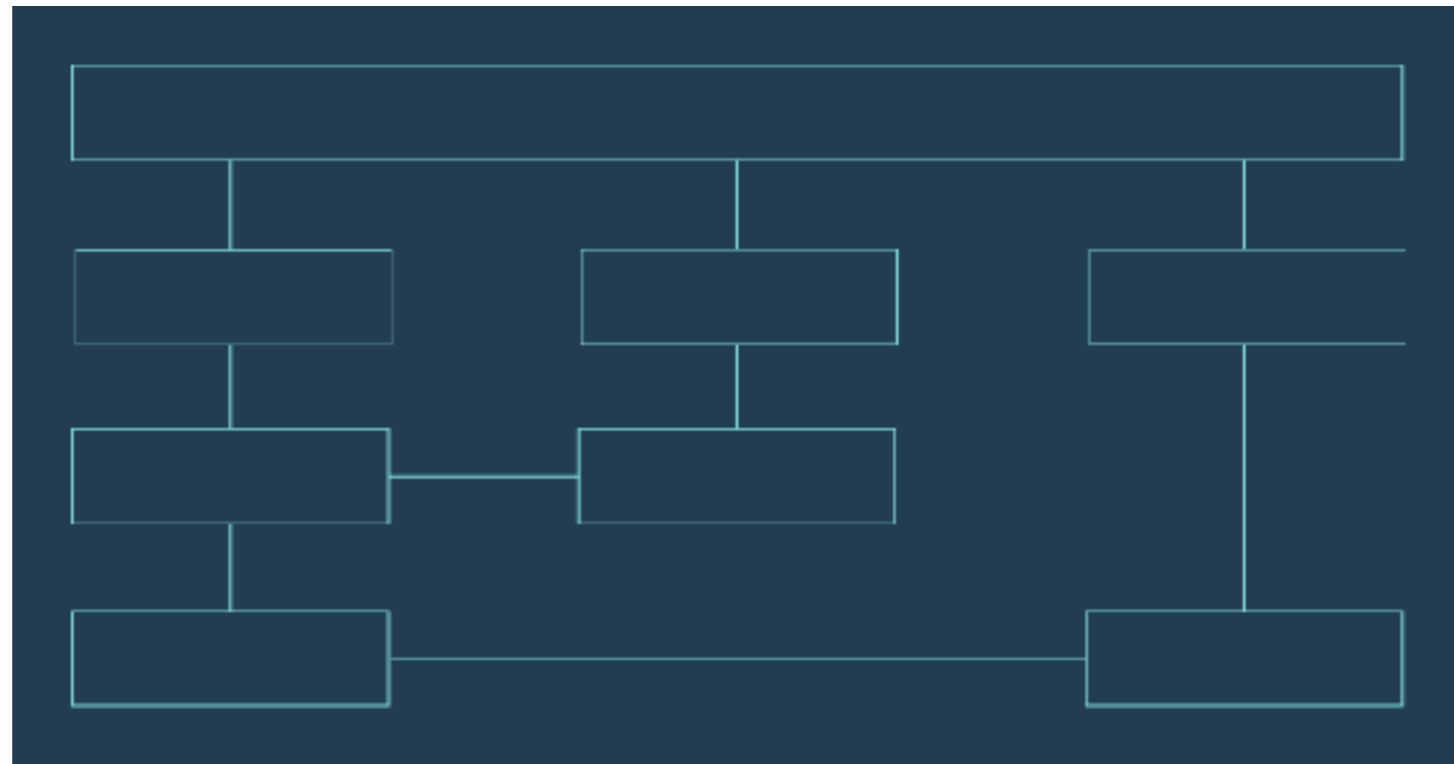


3.00pm

Creating storyboards &
scenarios.



Scenerios



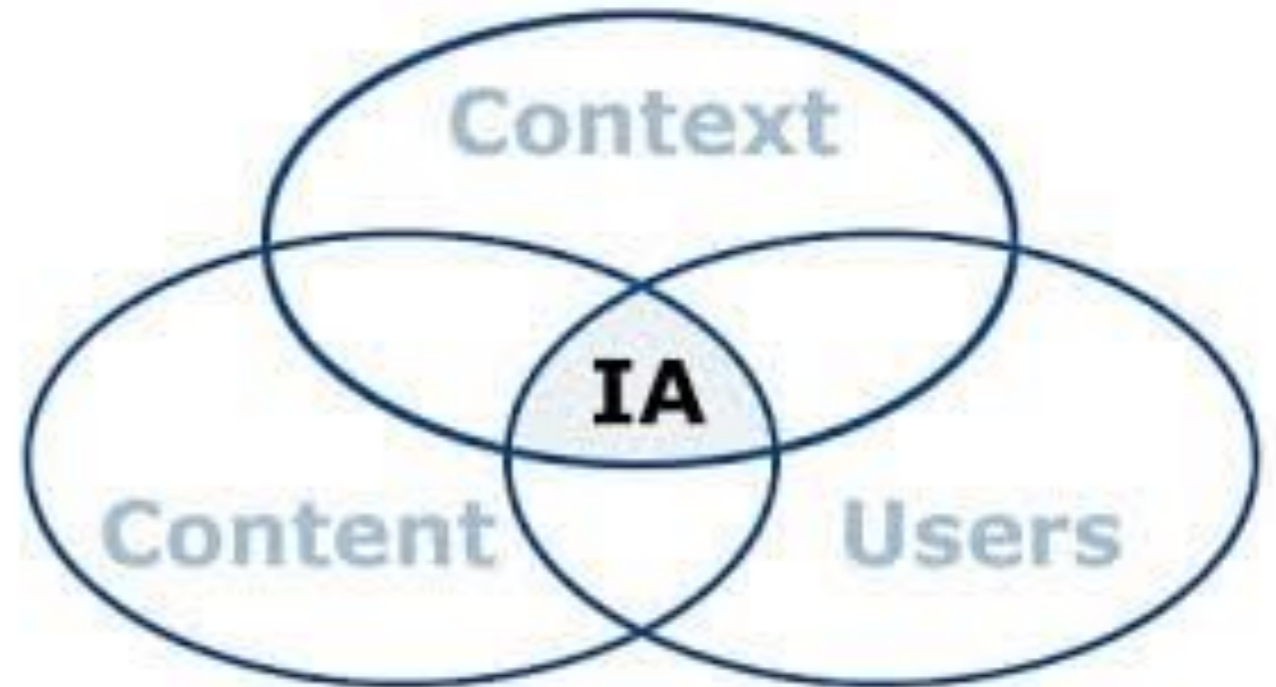
Information Architecture

Information Architecture

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



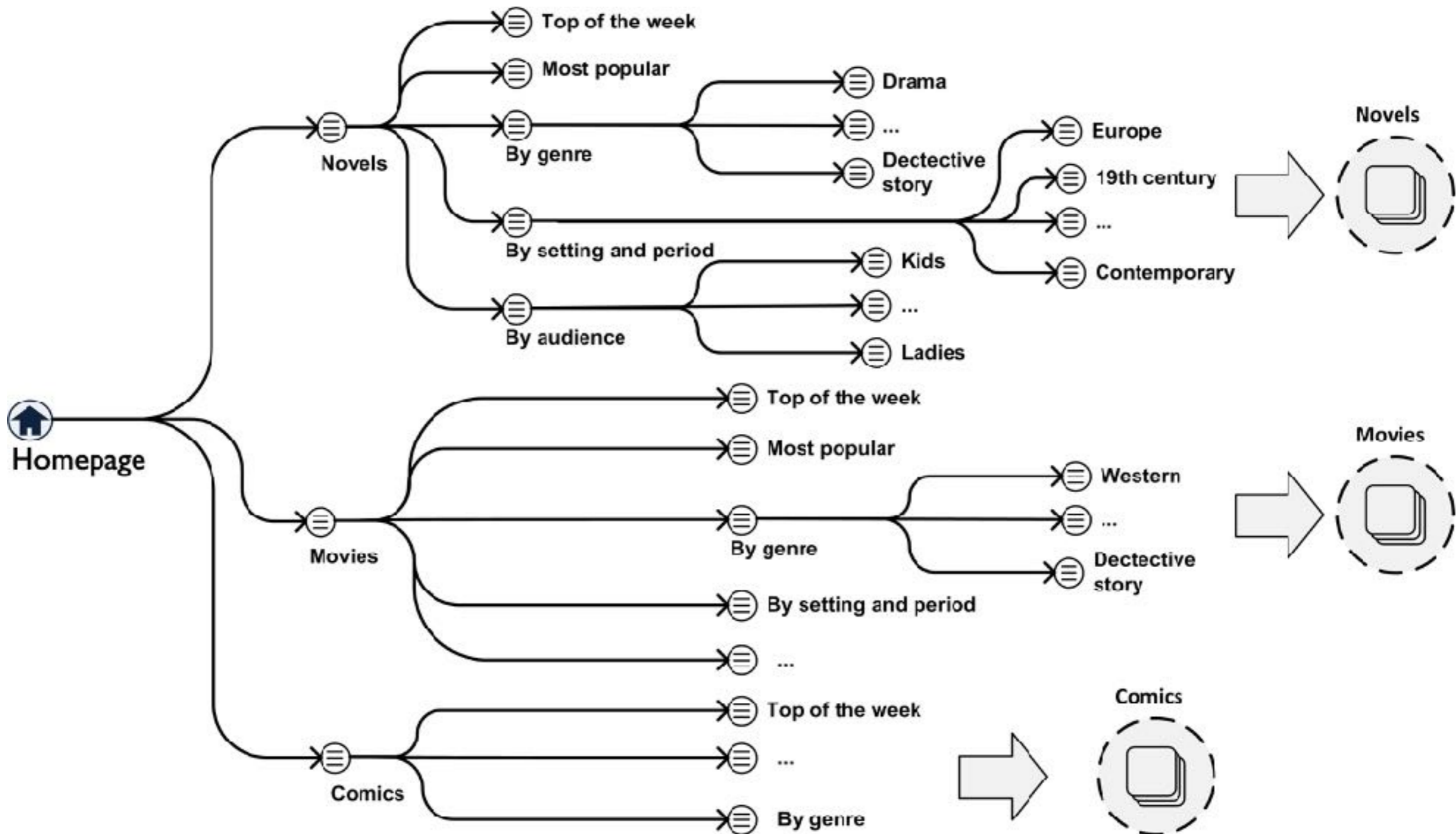
Information Architecture



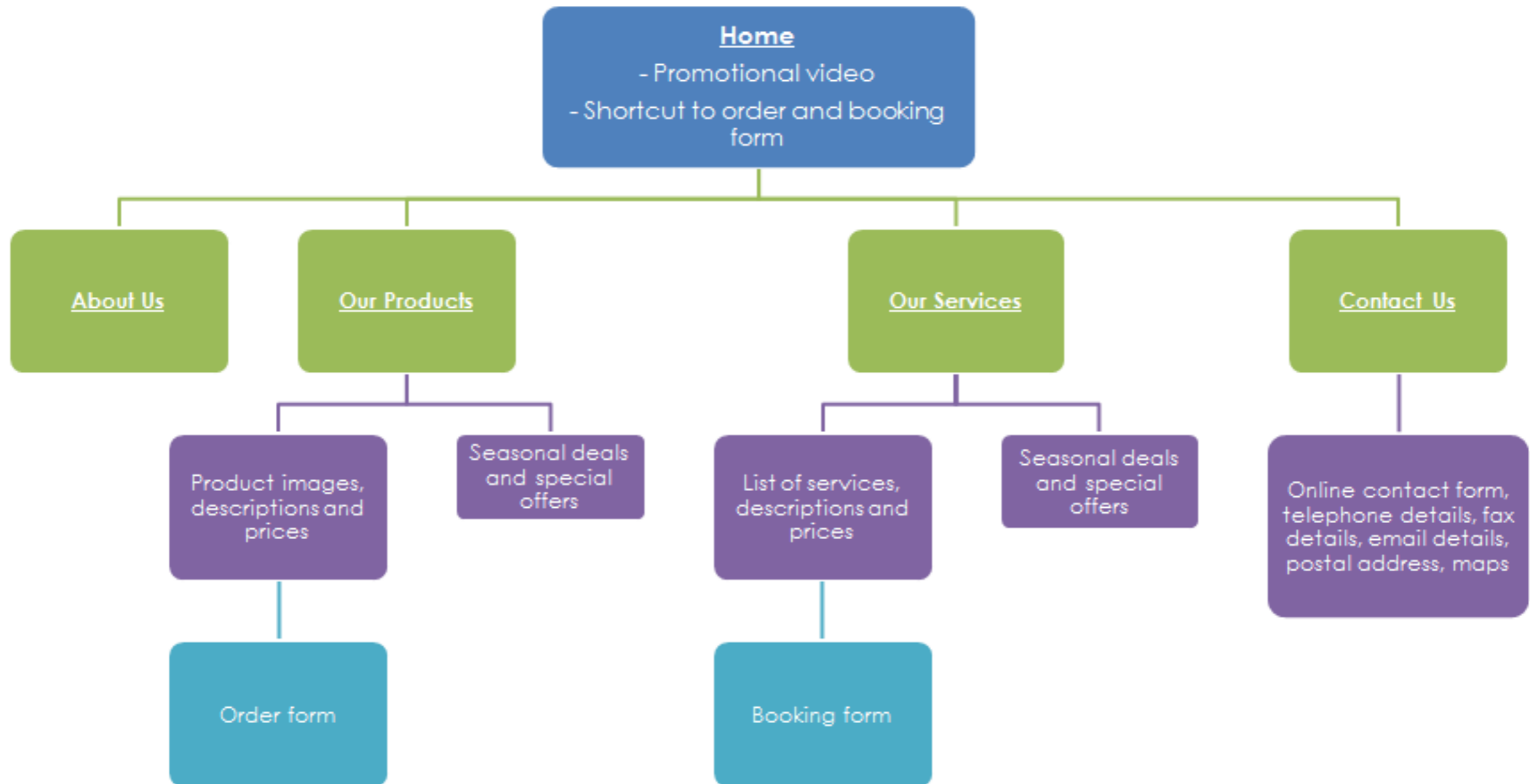
When planning your site's information architecture, you want to determine:

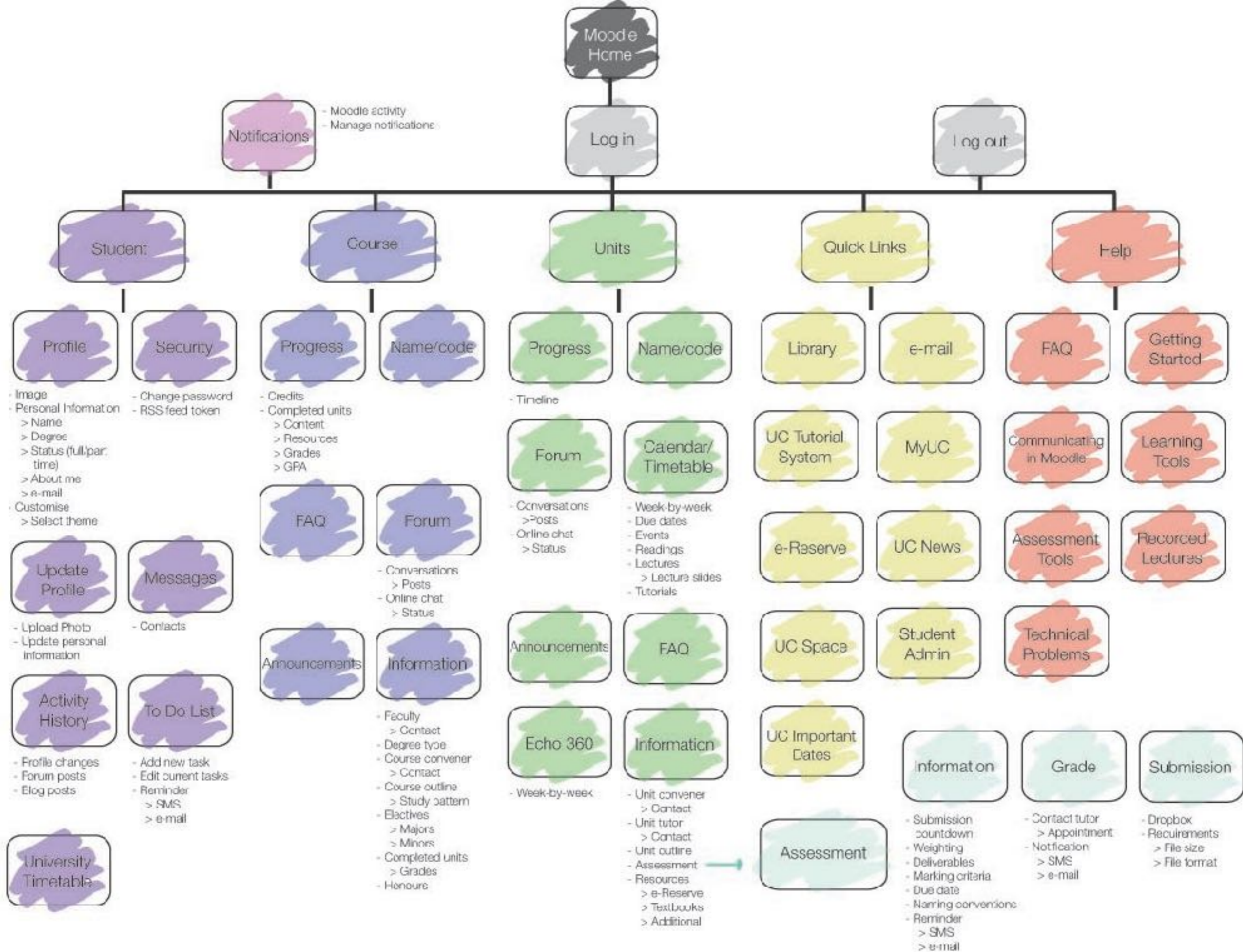
1. What are the most important pages that you want your visitors to always be able to access while navigating your site ("top level" pages)?
2. Do these "top level" pages have child pages that you would like to include on the navigation as well?
3. Do these child pages contain another level of pages?

Site Architecture



Site Architecture





HOME

Features

Panels

Library search
All Articles, DR, Features

My Account
status & login

About

Hours & Locations

- Branches
- Locations

News

Articles

Events & Exhibits

- Exhibits
- Events

Projects & Innovations

- Project pages
 - Project blog
 - About page(s)

People

- Profiles
- Department contacts

Policies

Policy index

Copyright Reminder

Search

Blended search results

Website search results

Using the Library

borrow, review, return

Topic needs

Can't find it at Bedford?

- Request & purchase form
- IR

Accessibility services

CD-ROM, DVD, SD-CD

Topic needs

Course reserves

Request form

Off-campus access

Problem report form

Made to Study

- Group study
- Late night study
- Exam room/center
- Request forms

Miscellaneous

Computer clusters (ACUM)

Equipment for loan (Acorn)

Branches

Branch index

Branch Microsites

Collections

Collection descriptions grouped by

- Area Studies
- Arts & Humanities
- Maps & Images
- Social Sciences
- Interdisciplinary
- Reference

Subjects

Flavor guides

Subject pages

- Blog
- Collections

Subject guides

Research Services

Academic Technology Lab

Academic Technology Specialist

Classroom Management tools

Digital Language Lab

Digital Humanities Specialist Program

Geographic Information Services

Open Library InfoCenter

Humanities Digital Information Services

Service Alerts

Social Sciences Data & Software

Special Collections Reference

Ask Us

Chat

Email form

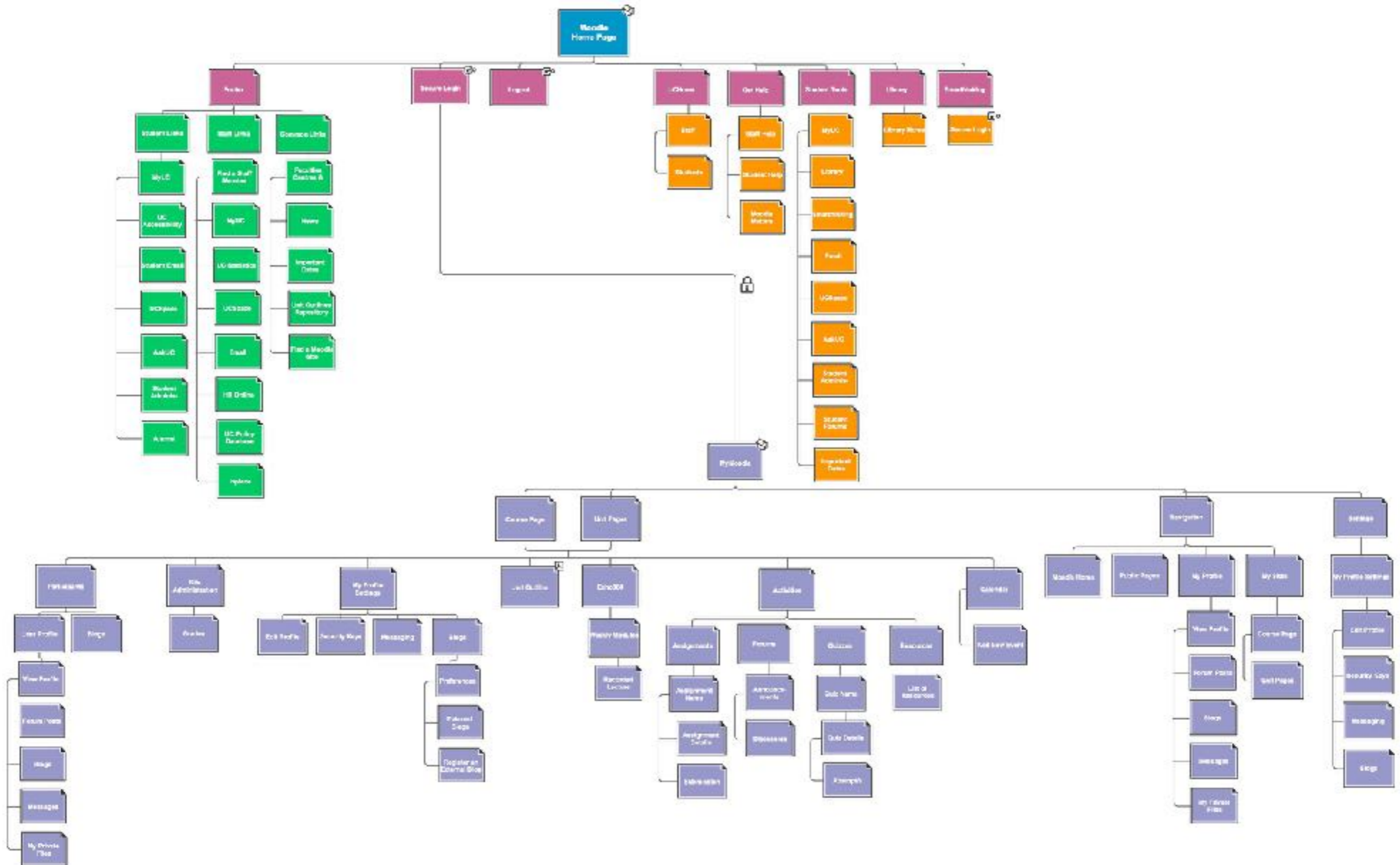
Phone list

Subject librarians

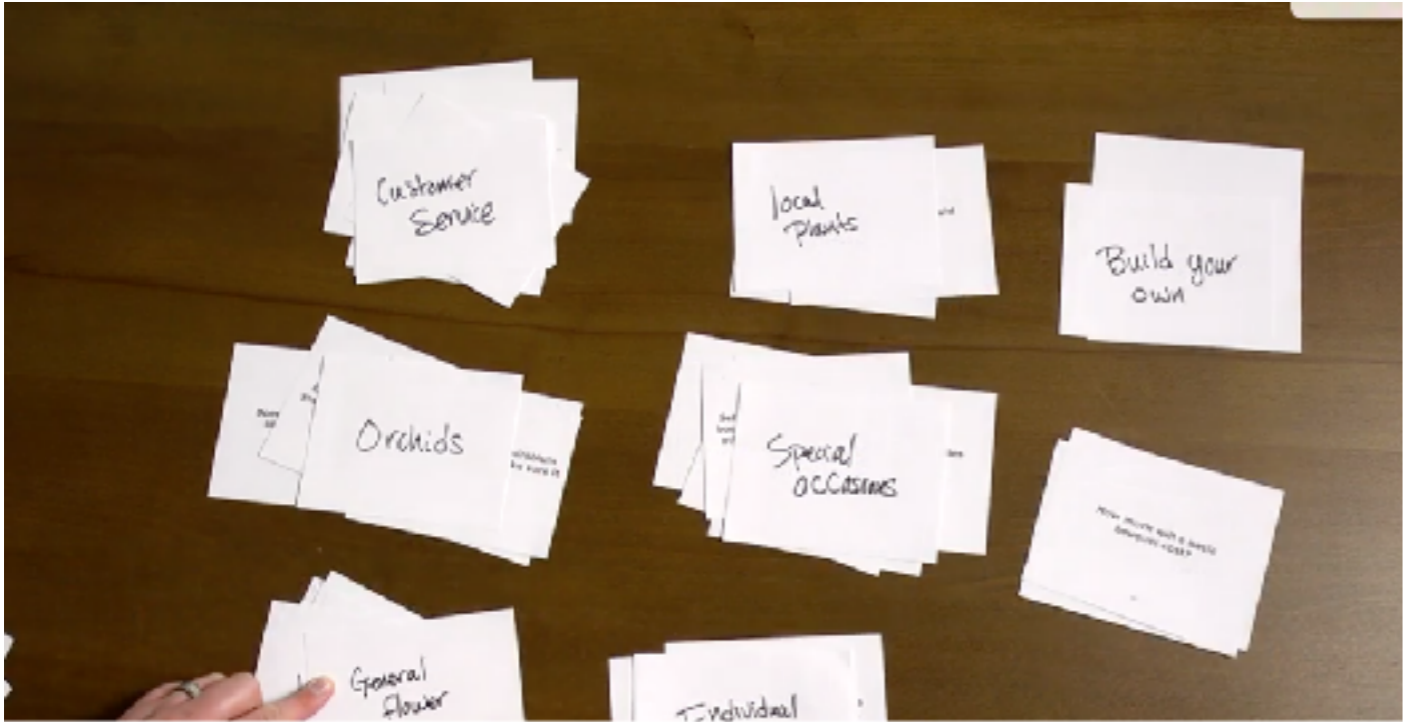
Footer links

Hours & Locations	Academic Computing	SearchWorks	Copyright & Fair Use	Feedback
	Reserve Computing	SCUMS	Open Access	
	QR Tools	Courseworks	Jobs	
	Highwire Press	RefWorks	Doing it YOUR way	

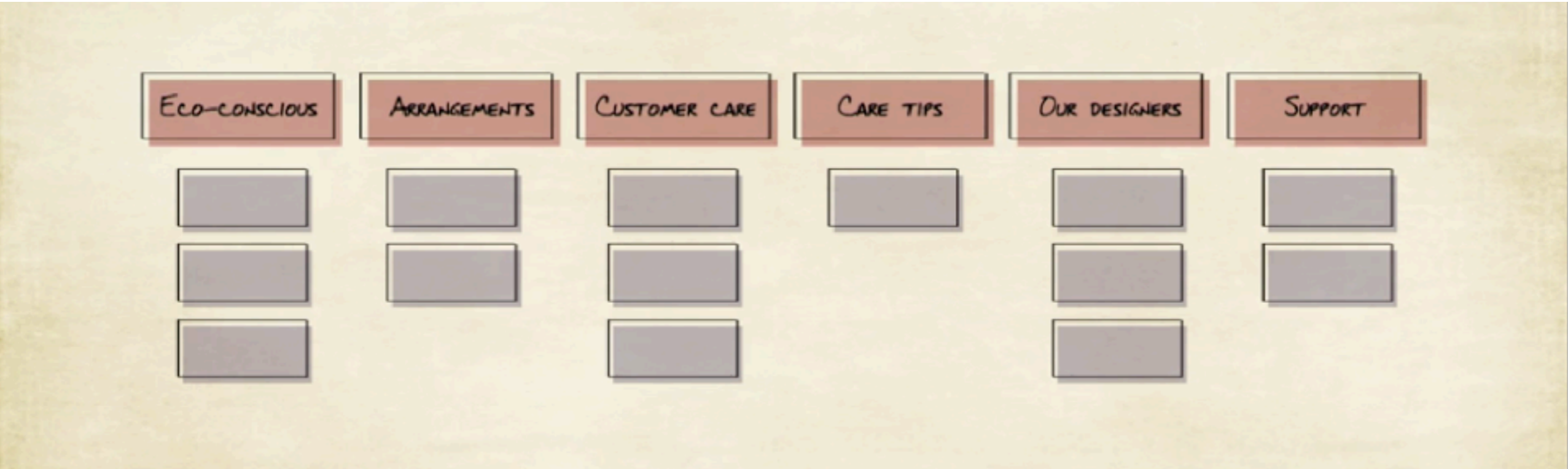
IA



Card Sort



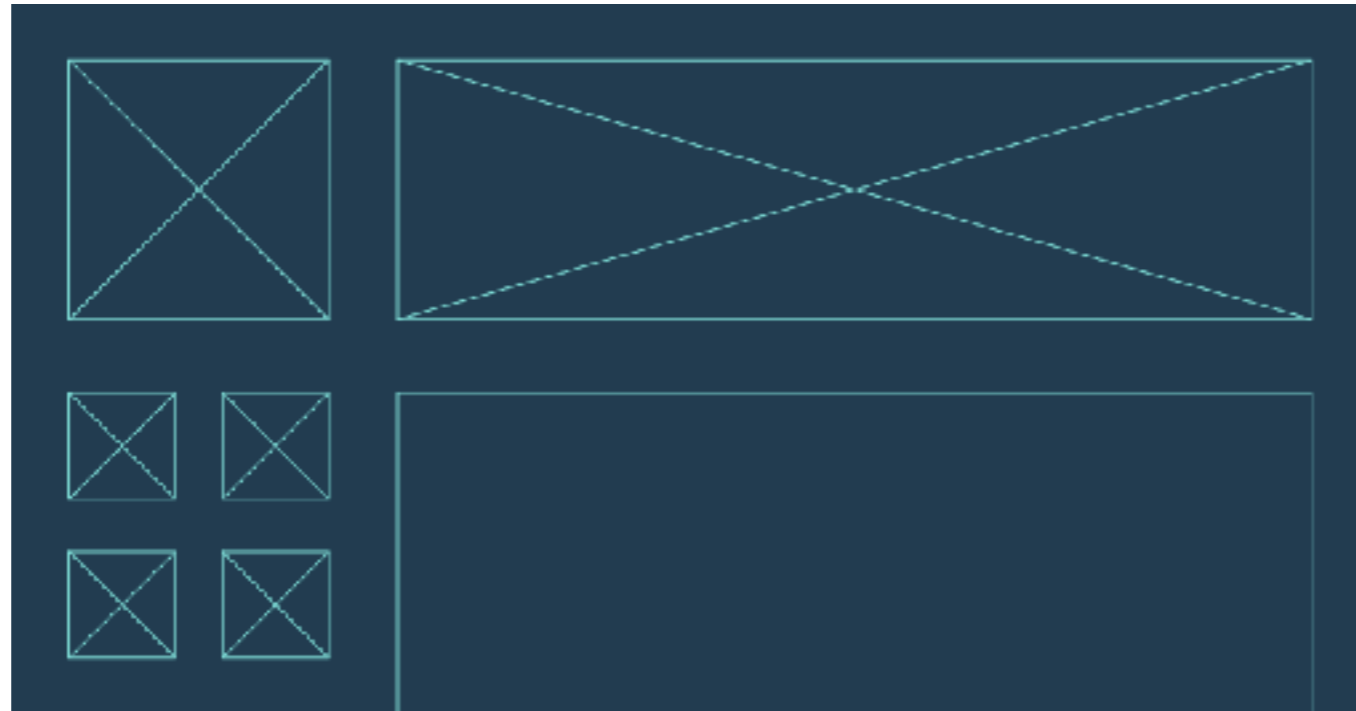
	A	B	C	D
1				
2	Participant 1	Participant 2	Participant 3	Participant 4
3				
4	Customer Service			
5		17		
6		25		
7		24		
8		1		
9		6		
10		3		
11		15		
12	Orchids			
13		29		
14		5		
15		27		
16	Water/needs of plants			
17		14		
18		16		
19		19		
20	Local plants			
21		18		



Card Sort



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



Creation of low fidelity
wire frames

Navigational task list



Basic user test for
navigation flow and
architecture

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)

Preventing ERRORS

- **Constraint** (*better labeling so ppl know where to click*)
- **Visibility** (*Larger hit area for everything, more contrasting colors*)
- **Simplicity** (*simplify by adding clearer meaning (two scan btn???)*)
- **Consistency**
- **Provide back BTN for errors**

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.



Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nullam non tortor blandit
nisi condimentum ornare.
Integer nec leo commodo
risus blandit ullamcorper.

Button

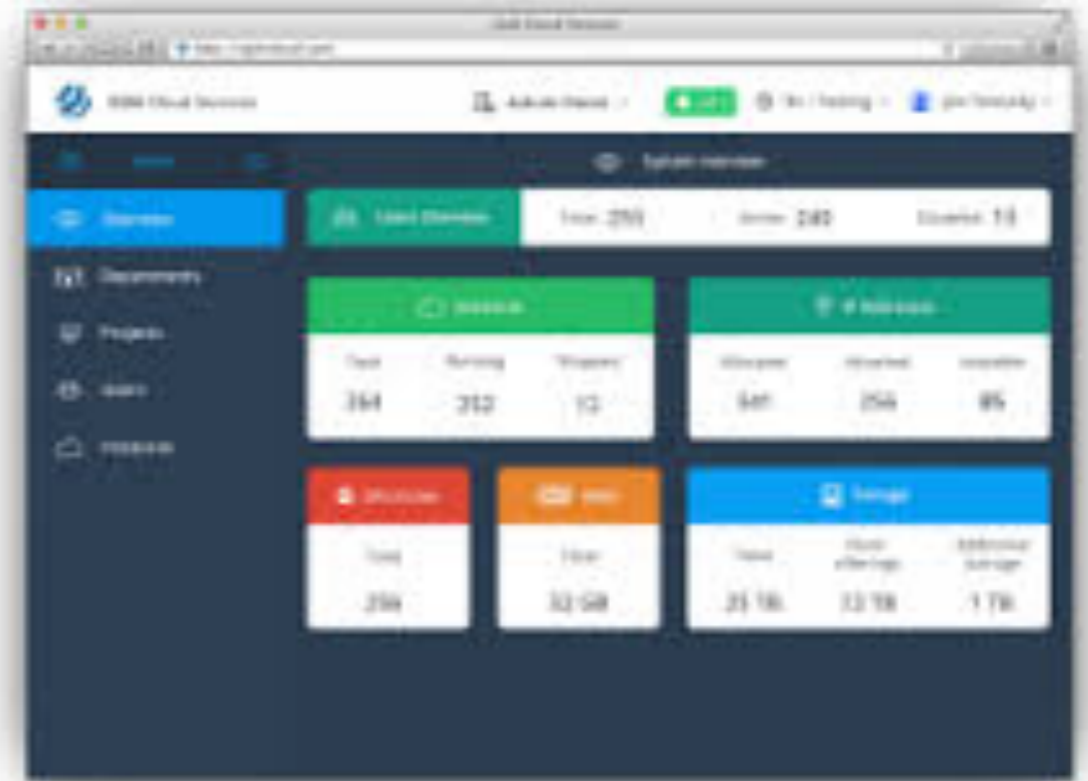
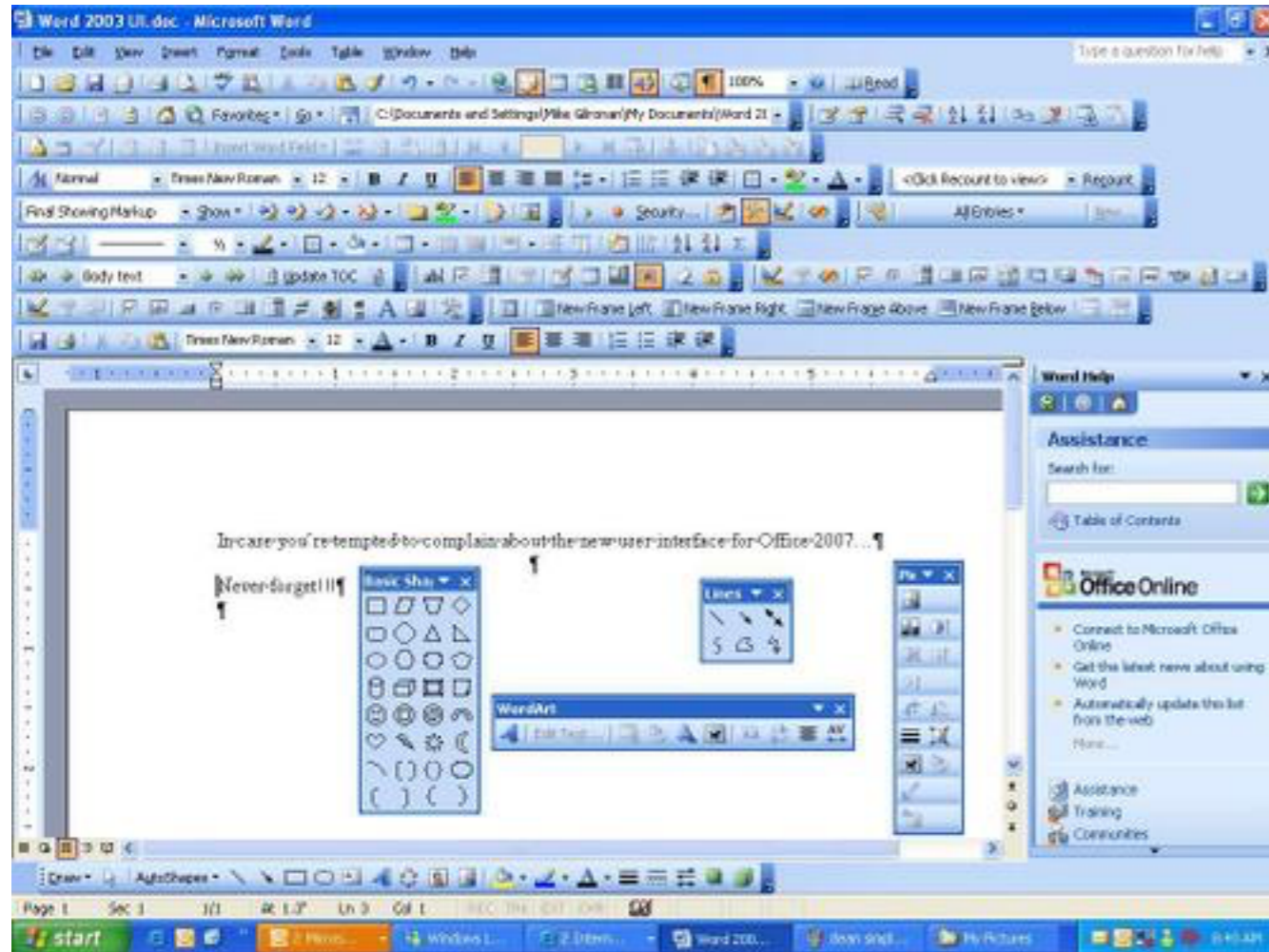
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nullam non tortor blandit
nisi condimentum ornare.
Integer nec leo commodo
risus blandit ullamcorper.

Button

Best Practices for Designing an Interface

Everything stems from ***knowing your users***, including *understanding their goals, skills, preferences, and tendencies*. Once you know about your user, make sure to consider the following when designing your interface:

**Keep the
interface simple.**



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

vector
Mobile UI

 Home

 Search

 Settings

 Trash

 Brightness

 Volume

 Color

 Battery Safe

loading...

 74%



app #01



app #02



app #03



app #04



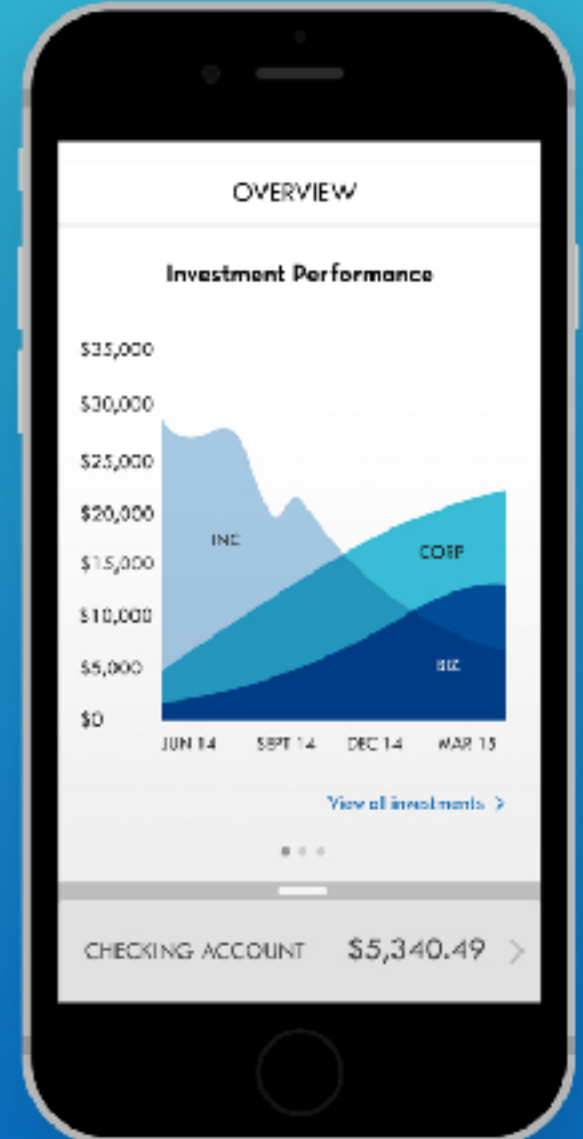
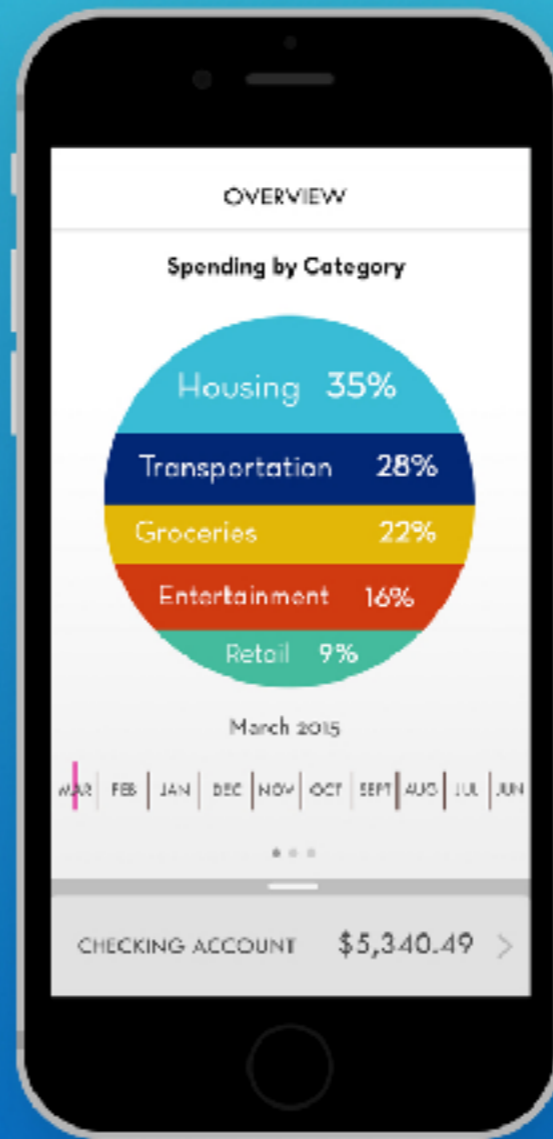
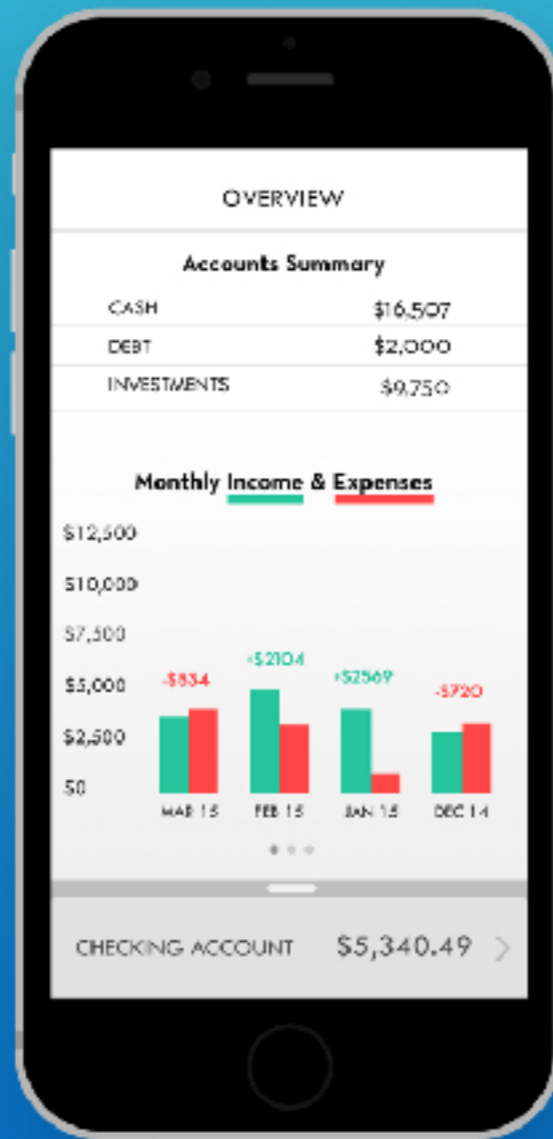
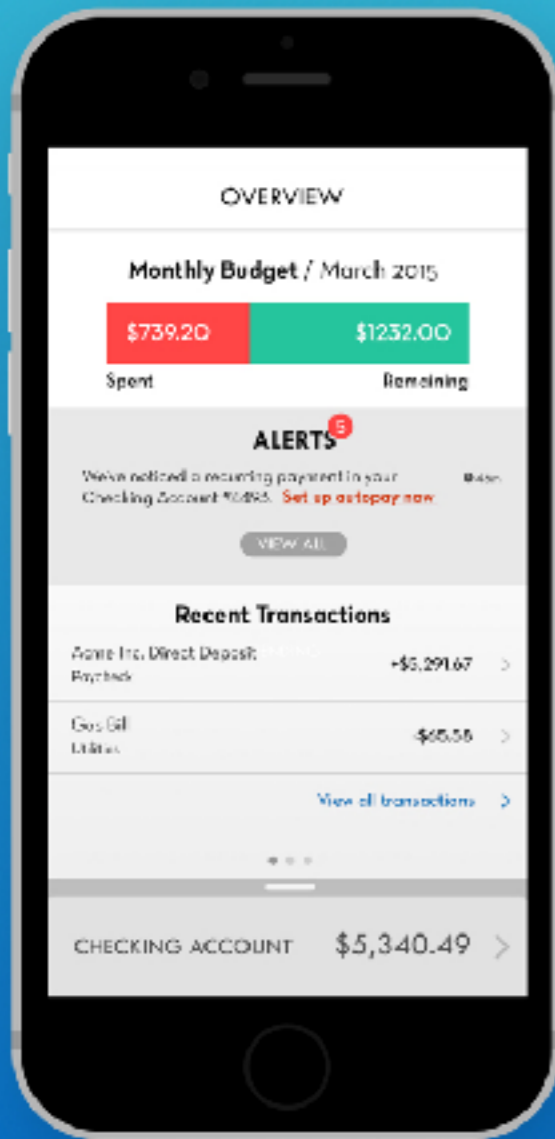
app #05



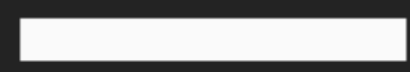
app #06

**Be purposeful in
page layout.**

**Strategically use
color and texture.**



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



BETTER THINKING

WITH AN UNDERSTANDING THAT COMES FROM
OBSESSIVE ATTENTION TO DETAIL, OUR OUTSTANDING
CREATIVITY BRINGS YOU AN EFFECTIVE, BESPOKE,
PERFECTLY-DESIGNED RESULT.

01/ DESIGN SIMPLICITY

This is the touchstone for everything we do. Clarity of design and simplicity of use produce the ideal combination of form and function that we specialise in – our websites simply work better all round.

And that includes creating the perfect experience for your users no matter what device they're accessing your site through, whether it be a smartphone, tablet, or desktop computer.



FRUITA BLANCH

Català
Castellano

CONSERVEM LA
TRADICIÓ

CONSERVA
CONFITURA
SUC
ALTRES



100%



NATURAL

Joan Blanch Grau
T. 669 456 232
E. info@fruitablanch.com
Política de privacitat
De mans de pagès



Som una empresa familiar i estem orgullosos de ser-ho. A Fruita Blanch som hereus d'una llarga tradició agrària, perquè ens dediquem al conreu de la fruita dolça des de fa diverses generacions. A més, a casa sempre hem fet conserves de la fruita i les hortalisses dels nostres cultius, exclusivament per al consum familiar.

Ara, després d'una feina de recerca i recopilació de les receptes tradicionals de la nostra família, ens hem decidit a compartir-les amb molta més gent. Perquè tothom que ho desitgi pugui gaudir dels sabors únics i cent per cent naturals que nosaltres coneixem tant bé.

I és clar, ho hem fet de l'única manera que sabem fer-ho: de forma completament artesana, fent servir només el fruit de les nostres terres, dedicant-hi tot el temps que cada procés demana i oferint al consumidor la qualitat més alta. Perquè el més important per a nosaltres és, com ho ha estat sempre, conservar la tradició.

Sense secrets

Fa generacions que la família Blanch ens dediquem al cultiu de la fruita dolça i a la seva comercialització. Estem arrelats a l'horta de Lleida, un lloc privilegiat per a aquest cultiu que, pel seu clima fred i humit, confereix a la nostra fruita unes qualitats gustatives excel·lents.

Les nostres especialitats són les pomes, les peres, els préssecs i les nectarines.

Des de fa molts anys som coneguts per tothom com a Cal Camarasa. Però ara també, des que vam triar el cognom familiar com a marca de la nostra producció, se'ns coneix com a Fruita Blanch.

Les receptes
L'elaboració
La garantia

**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	2	3	4	5	6	7	8	9	10
CREATE A STORY	STREAMLINE NAVIGATION	MAKE IT RESPONSIVE	ENSURE ACCESSIBILITY	FORM FOLLOWS FUNCTION	USE PLEASANT COLOR THEMES	DEFINE FONT FAMILIES	BOOST OPTIMIZED IMAGES	MASTER MINIMALISM	ELIMINATE ERRORS
 USE REAL IMAGES	 USE ICONS	 USE COLUMNS	 LABEL LINKS	 BUTTON	 COLOR PALETTE	 NO SERIF	 PREFER VECTOR	 SOLID COLORS	 UNDERSTAND THE USER
 MASGET	 MOBILE-FRIENDLY	 PARALLAX SCROLLING	 ALT-TEXT FOR IMAGES	 CHECK BOXES	 PICK VIBRANT COLORS	 PERFECT DOTS	 MINIFY META TAGS	 OMIT REDUNDANT	 ALLOW USER ERROR
 CUSTOM MESSAGES	 DIRECT MANIPULATION	 FLUID GRID	 AVOID INLINE TO LINK	 DROP-DOWN LIST	 CONTRAST IS CLARITY	 SET HIERARCHIES	 PICK BEST FORMAT	 LESS IS MORE	 READABILITY
 BE AUTHENTIC	 CLEAR CALL TO ACTION	 DROP-DOWN MENUS	 MOBILE-HOME SETTINGS	 SLIDER	 INDUSTRY RELEVANT	 USE LEGIBLE FONTS	 MATCHATE SCALING	 WHITESPACE	 COMPLIMENT DOCUMENT
 EMBED SOCIAL	 PHONE AMBIGUITIES	 SINGLE STANDARDS	 SCREEN PRIME ESTATE	 ICONS	 STICK TO THREE	 USE HIGHLIGHTERS	 NATURAL RESOLUTION	 BIG FONTS	 SUGGEST A SOLUTION
 INTERACTIVE CONTENT	 A/B CONVERSIONS	 SCALE TO ANY WIDTH	 ISOLATE CONTENT	 PROGRESSION	 COMPLEMENT COLORS	 IN CONTEXT OF WRITING	 USE ALT TAGS	 USE VISUALS	 FEEDBACK

Wire framing and Prototyping

<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>