

Welcome

Augmented Reality DESIGN & UX

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UX & UI

A crash course overview

“You cannot understand good design if you do not understand people.”

Dieter Rams



www.interaction-design.org

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

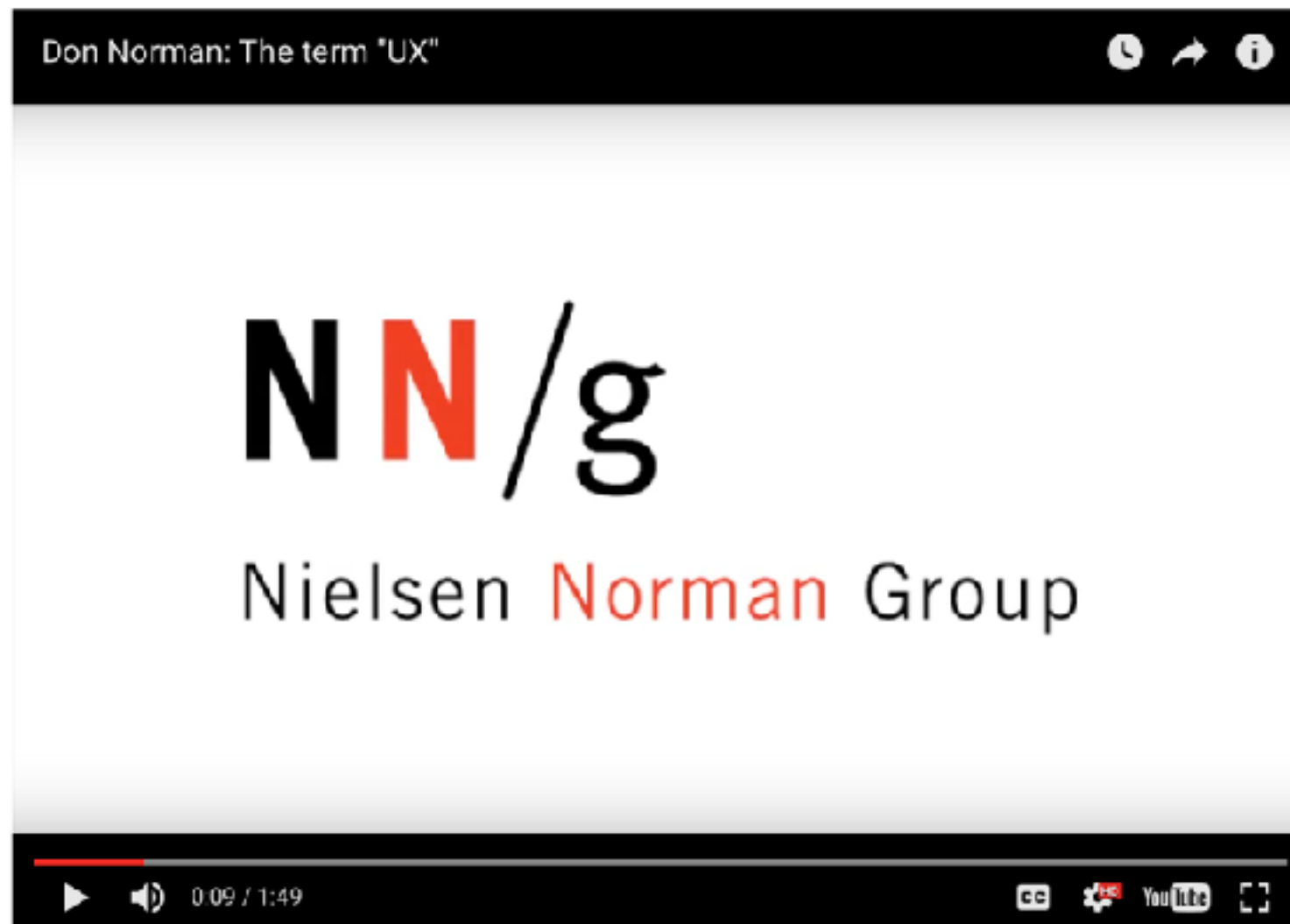


User Experience

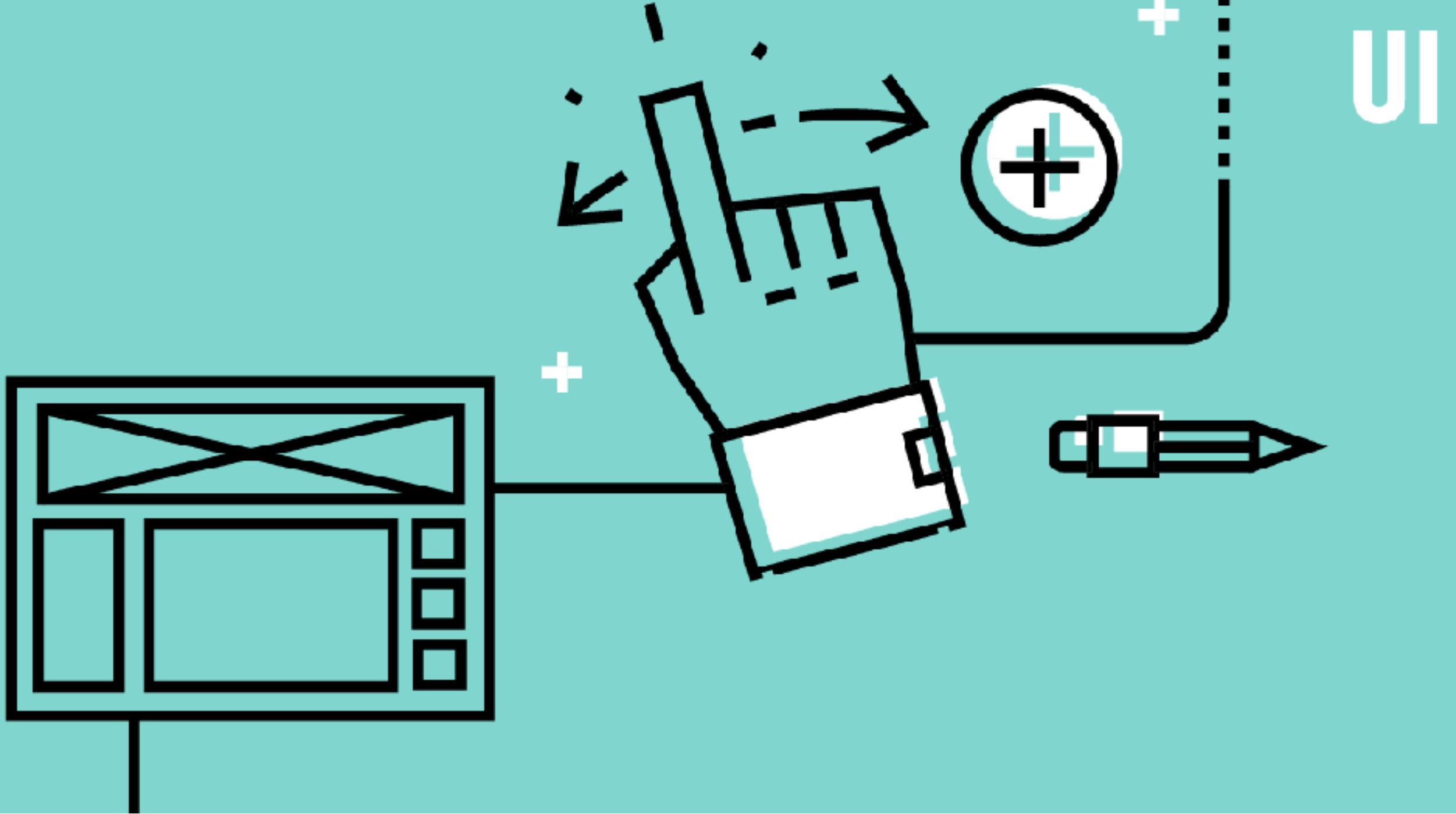
- User Experience Design is the process of development and improvement of quality interaction between a user and all facets of a company.
- User Experience Design is responsible for being hands on with the process of research, testing, development, content, and prototyping to test for quality results.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

“The point of an effective interface, whether for a computer or a doorknob, must begin with an analysis of what a person is trying to do rather than with a metaphor or a notion of what the screen should display.”

Don Norman



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Usability

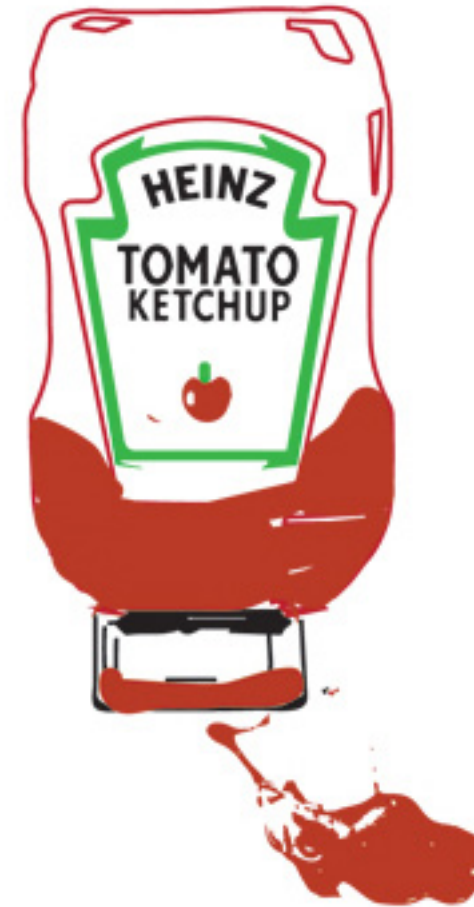
UI



UX



Usability



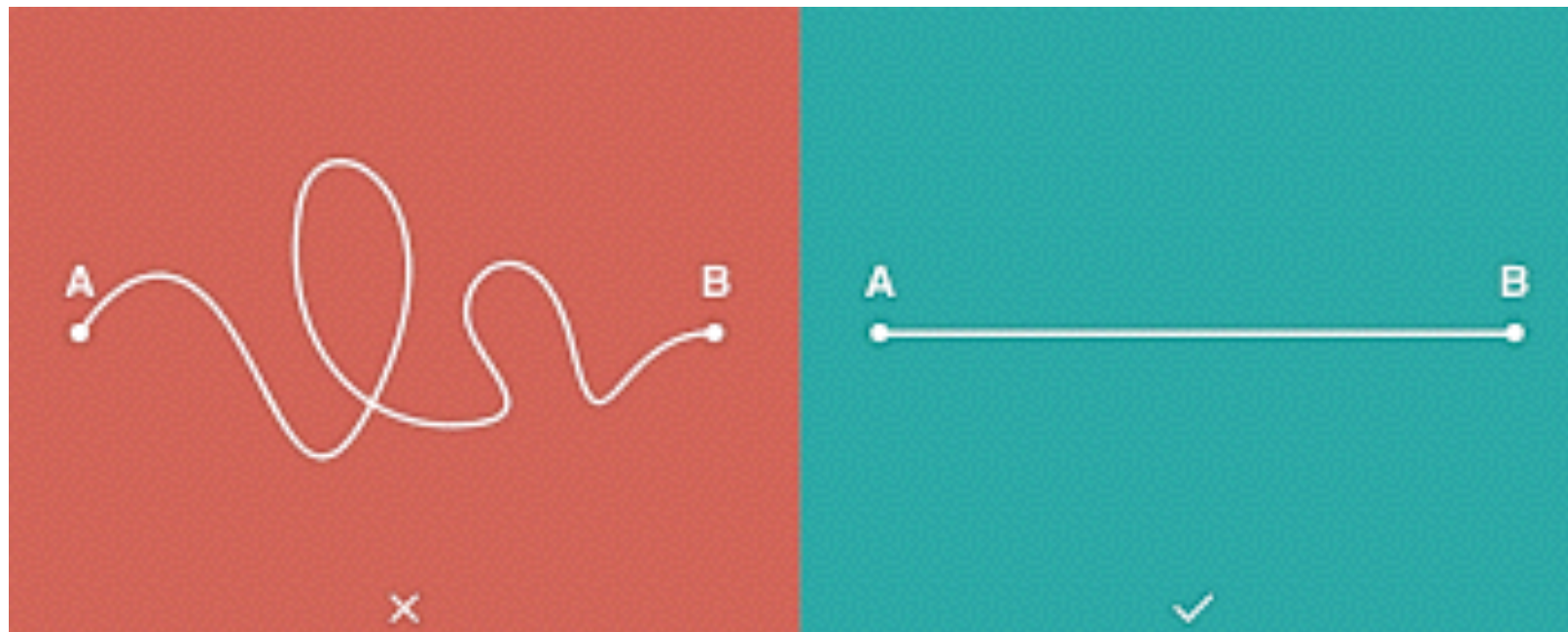
“The joy of an early release lasts but a short time. The bitterness of an unusable system lasts for years.”

Unknown



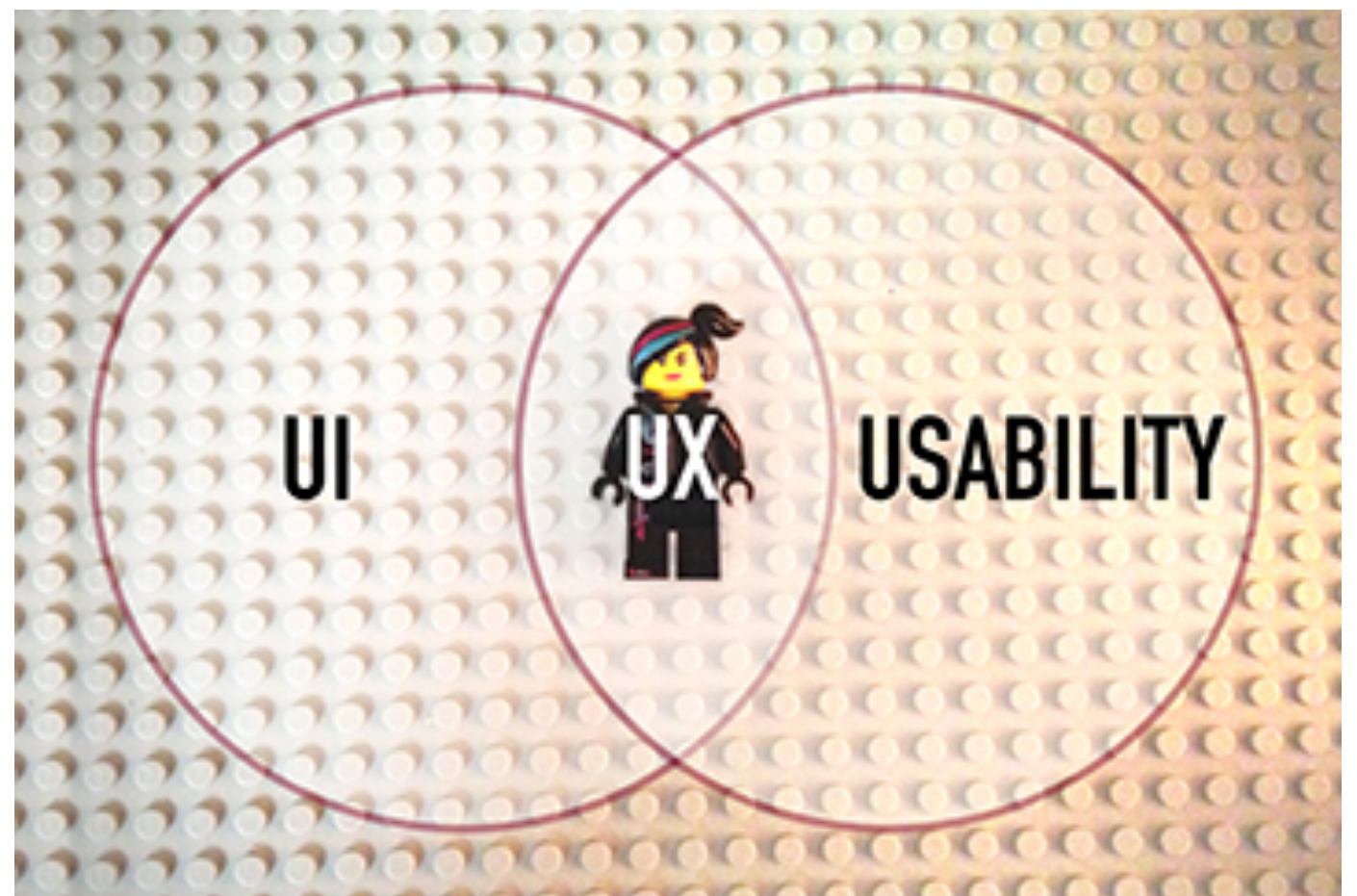
www.interaction-design.org

Usability



Usability

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



**“Design's fundamental role is
problem solver.”**



Fast Company

www.interaction-design.org

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

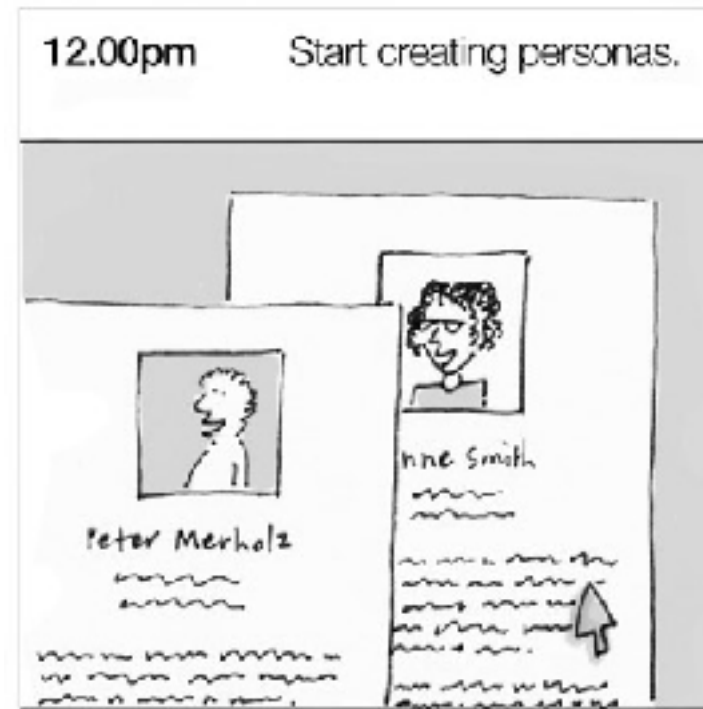
- Field visits
- Market research
- Segmentation studies
- Metrics and log files
- Helpdesk calls

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

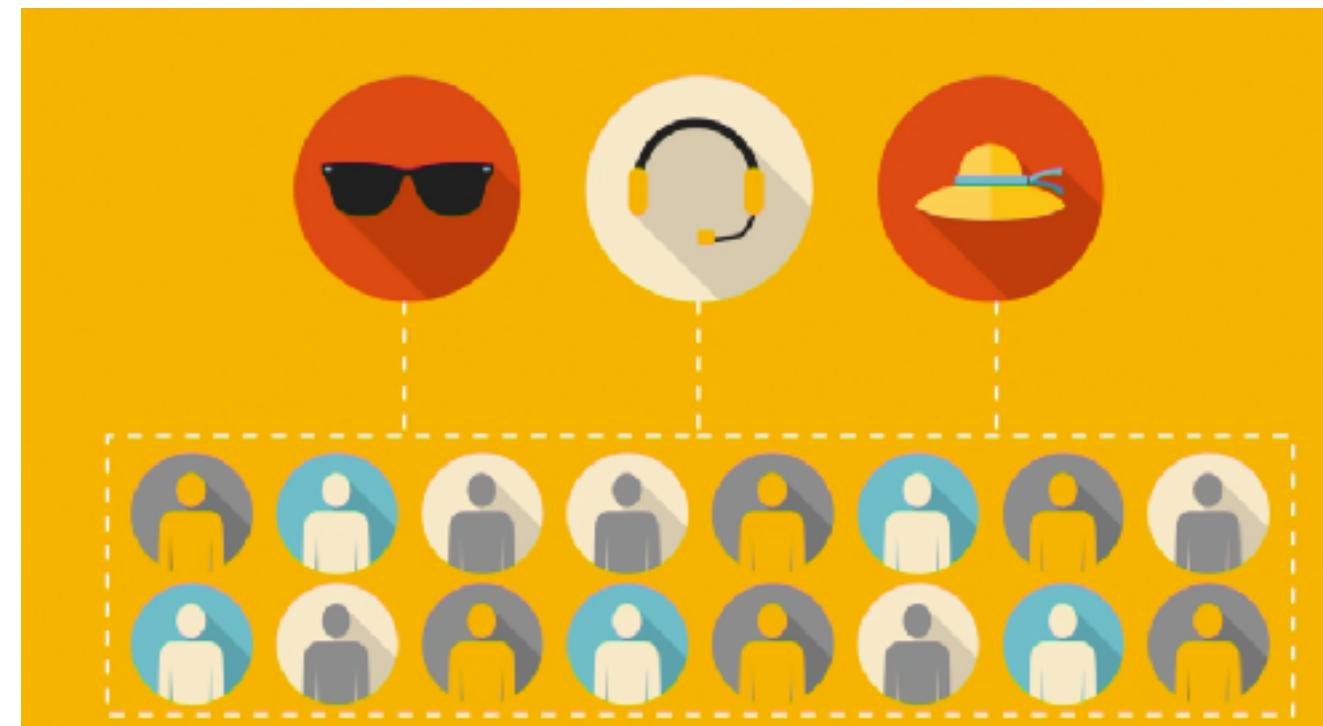
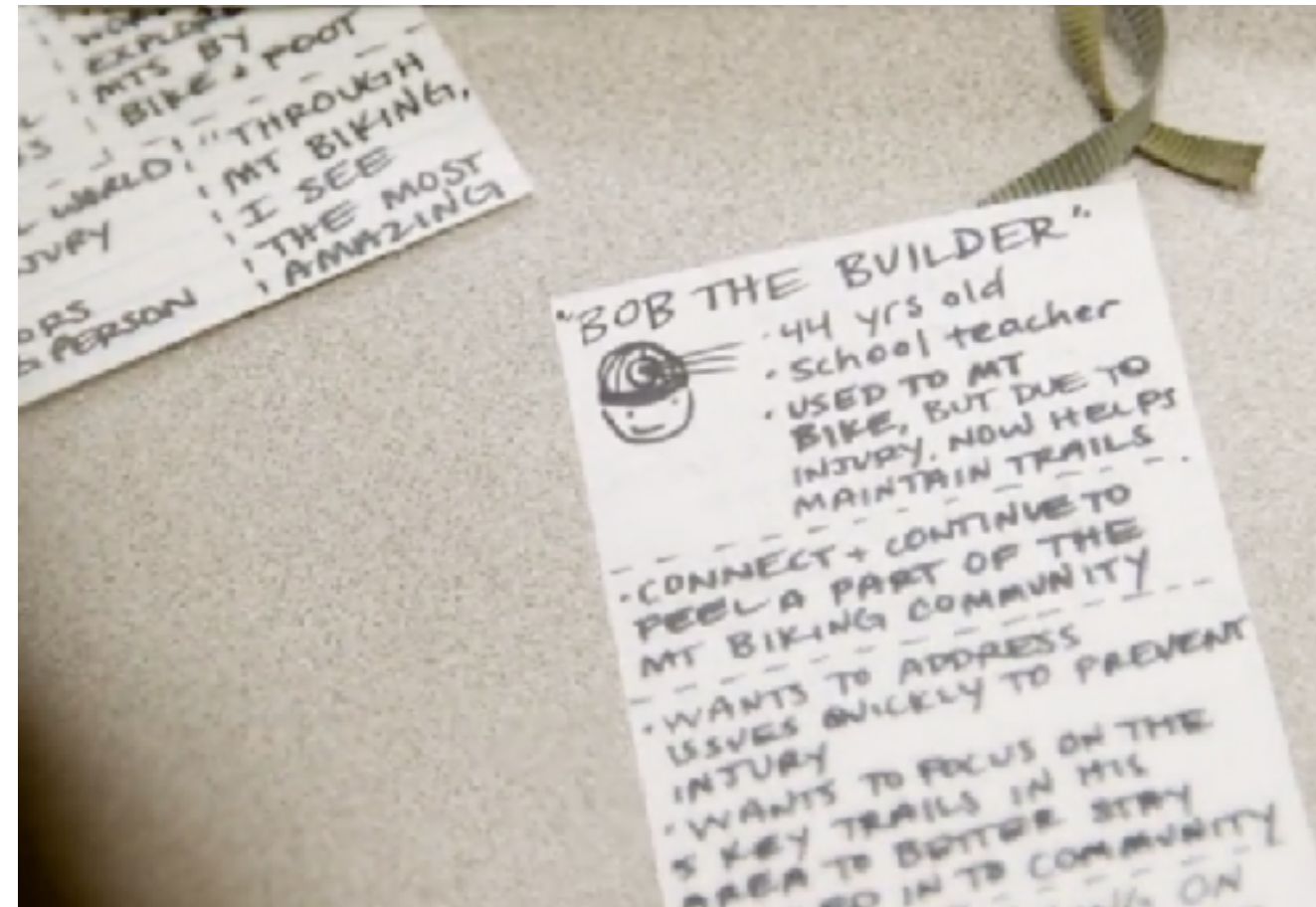
Who is your user?

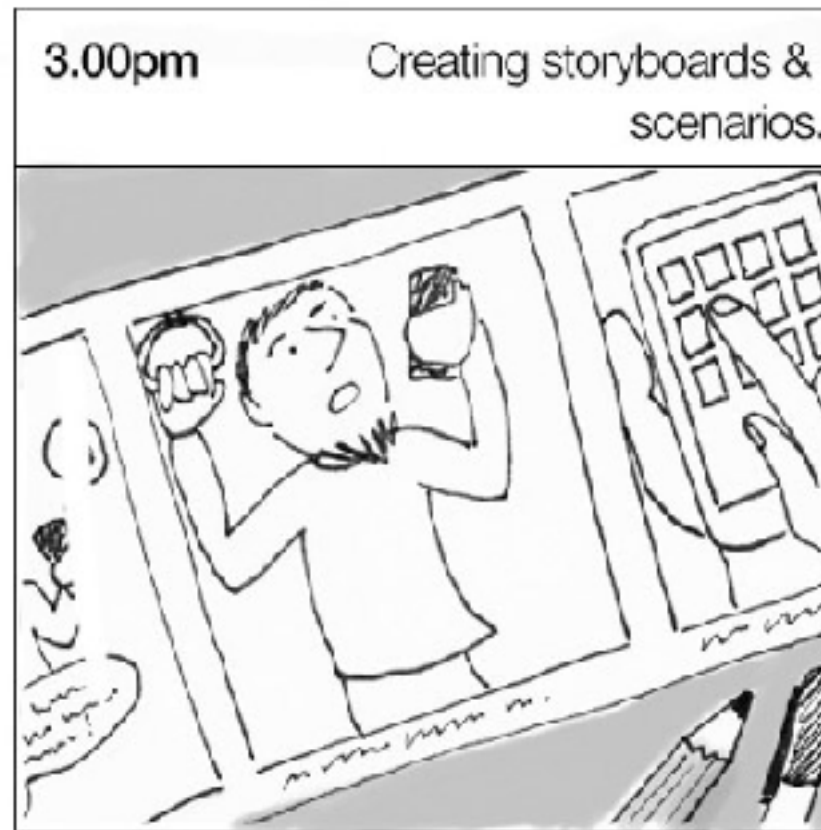
Personas

What are they?

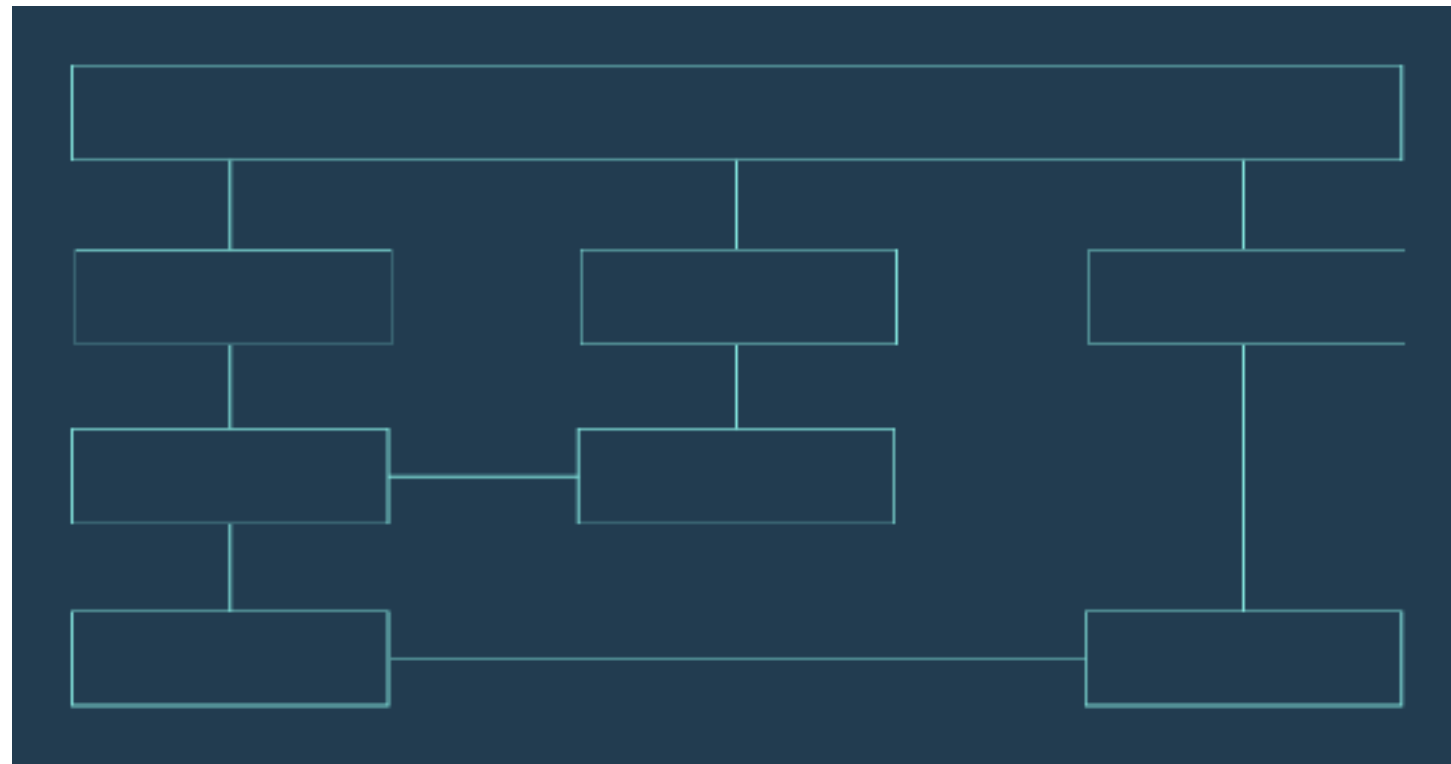
Personas are imaginary, yet realistic and detailed descriptions of the users of your product.

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





Scenerios



Information Architecture

“Confusion and clutter are the failure of design, not the attributes of information.”

Edward Tufte



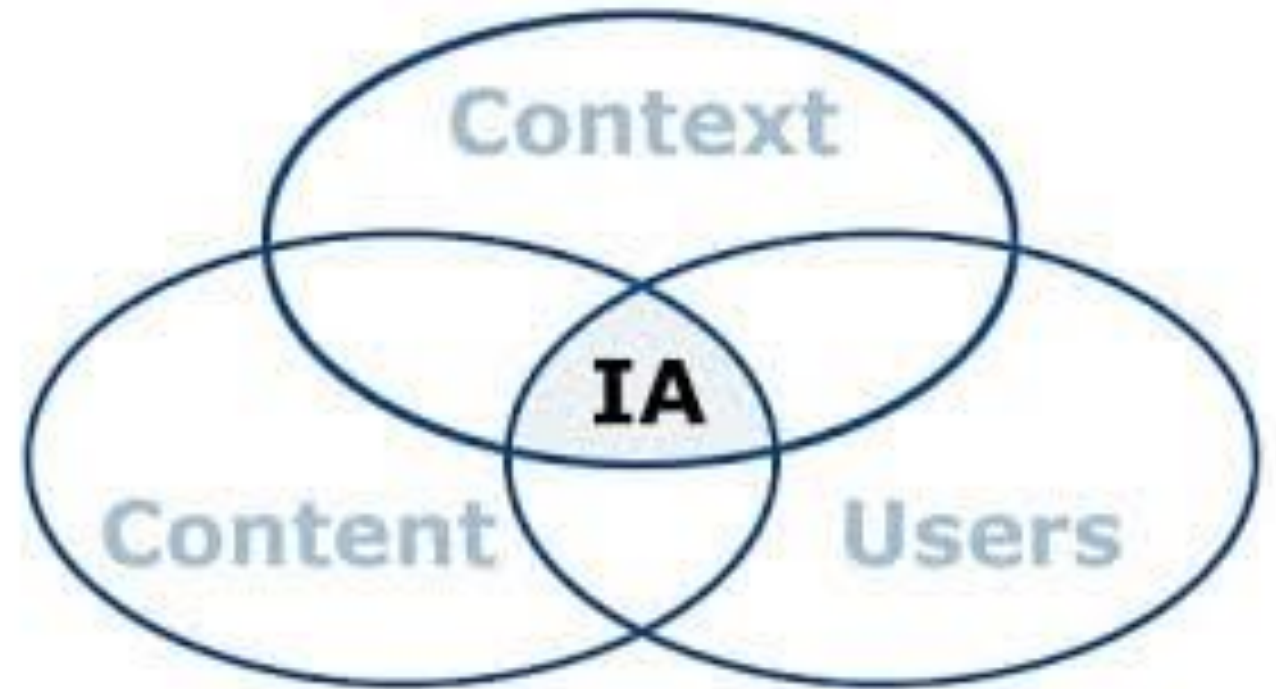
www.interaction-design.org

Information Architecture

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



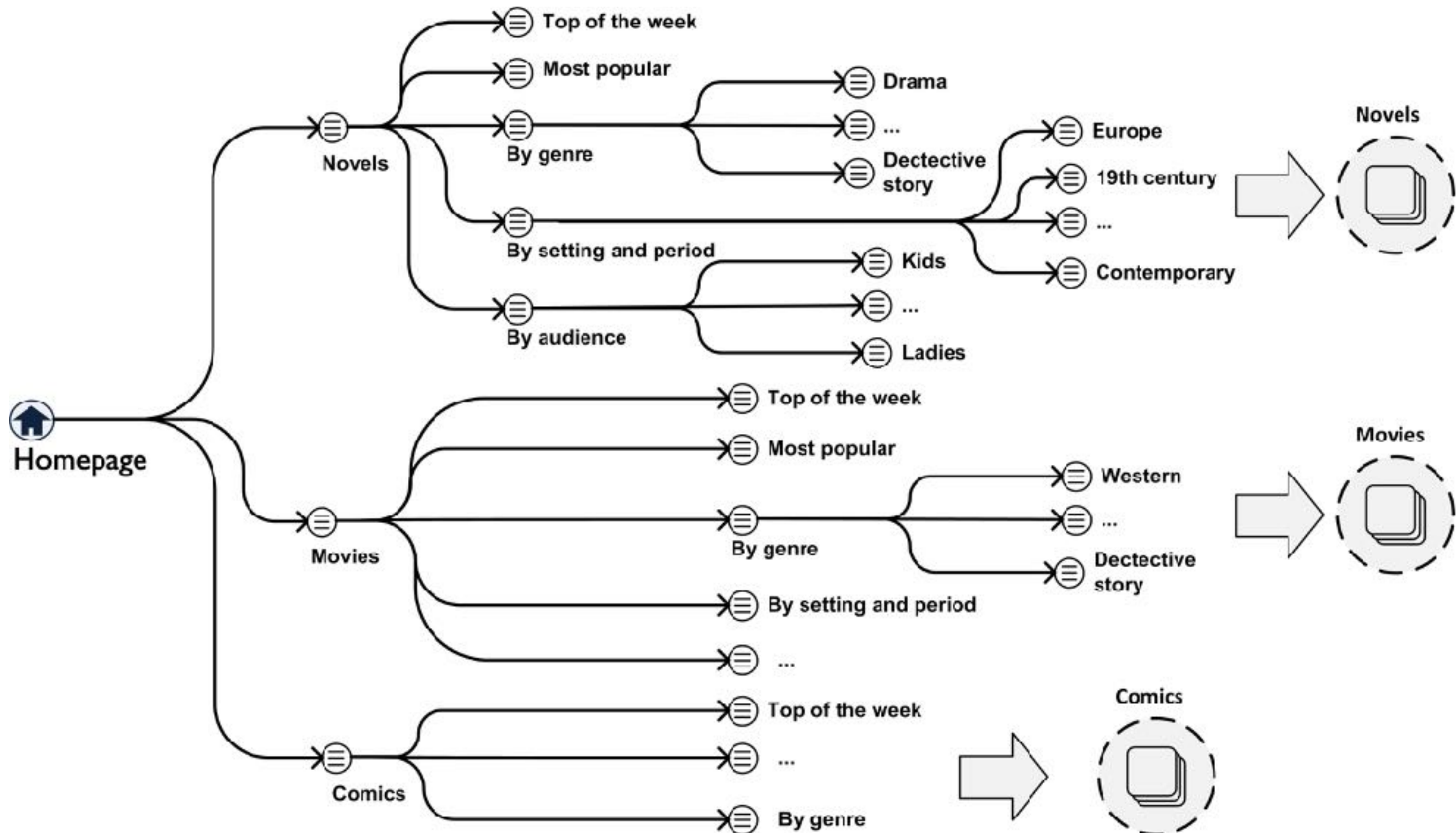
Information Architecture



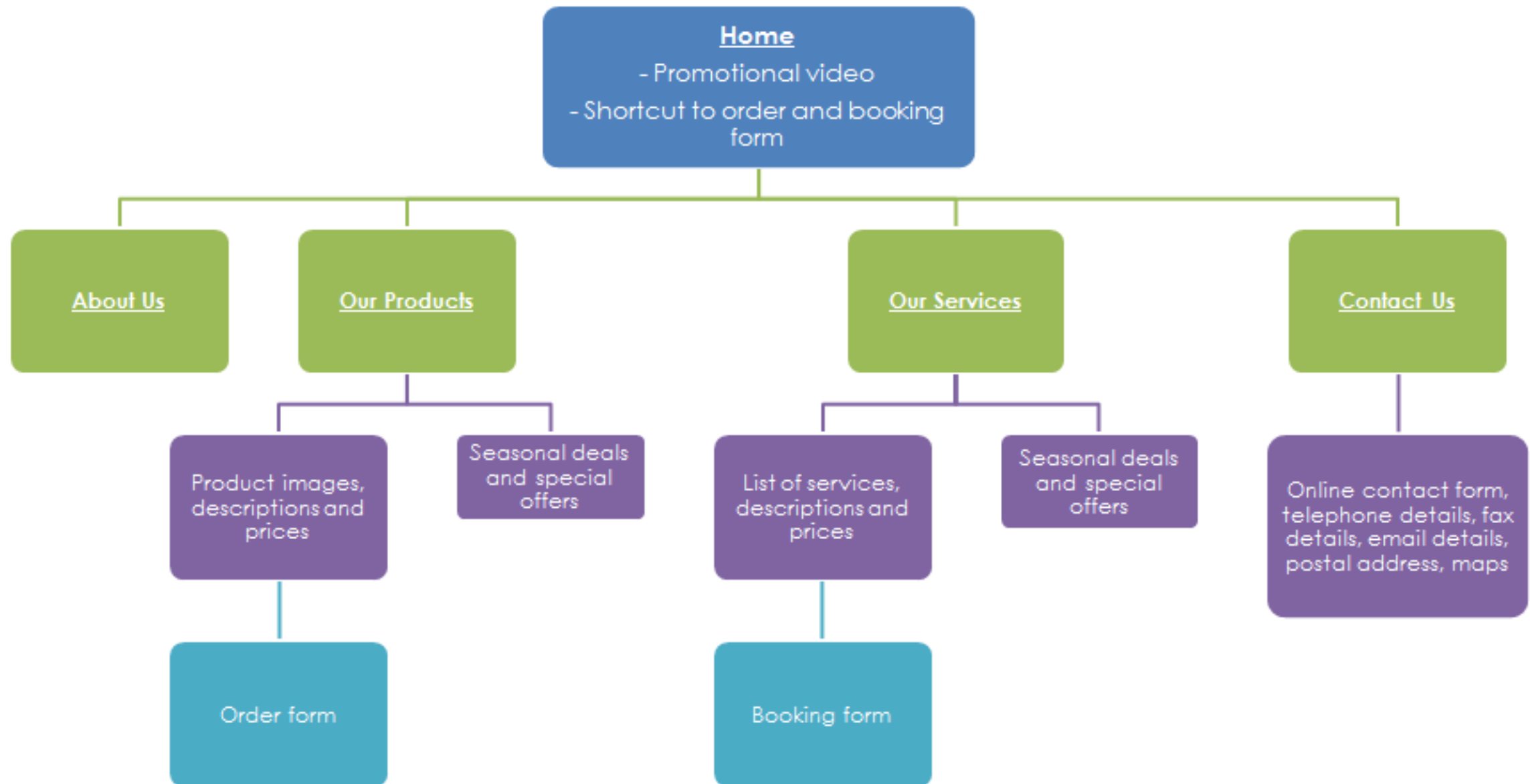
When planning your site's information architecture, you want to determine:

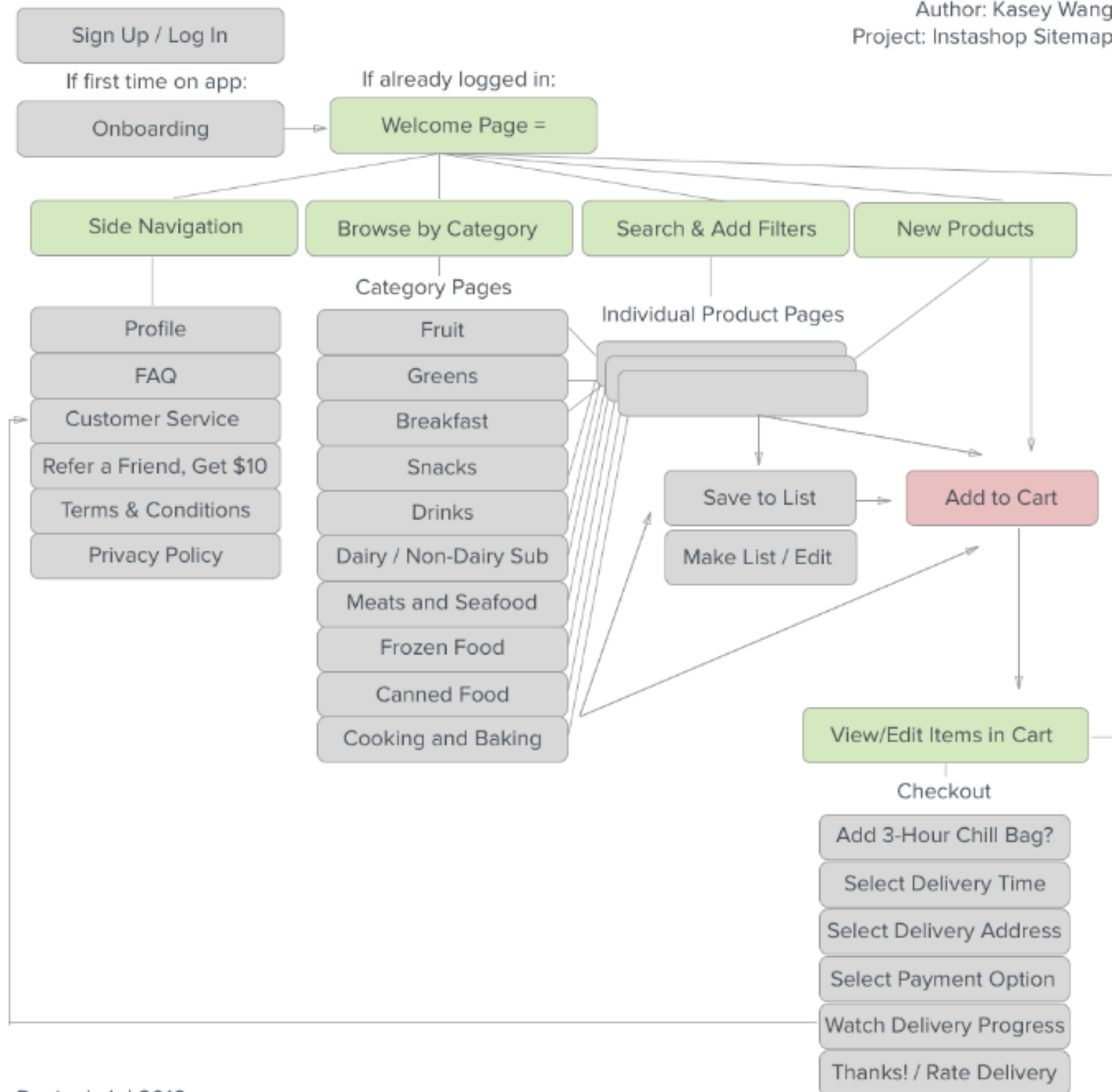
1. What are the most important pages that you want your visitors to always be able to access while navigating your site ("top level" pages)?
2. Do these "top level" pages have child pages that you would like to include on the navigation as well?
3. Do these child pages contain another level of pages?

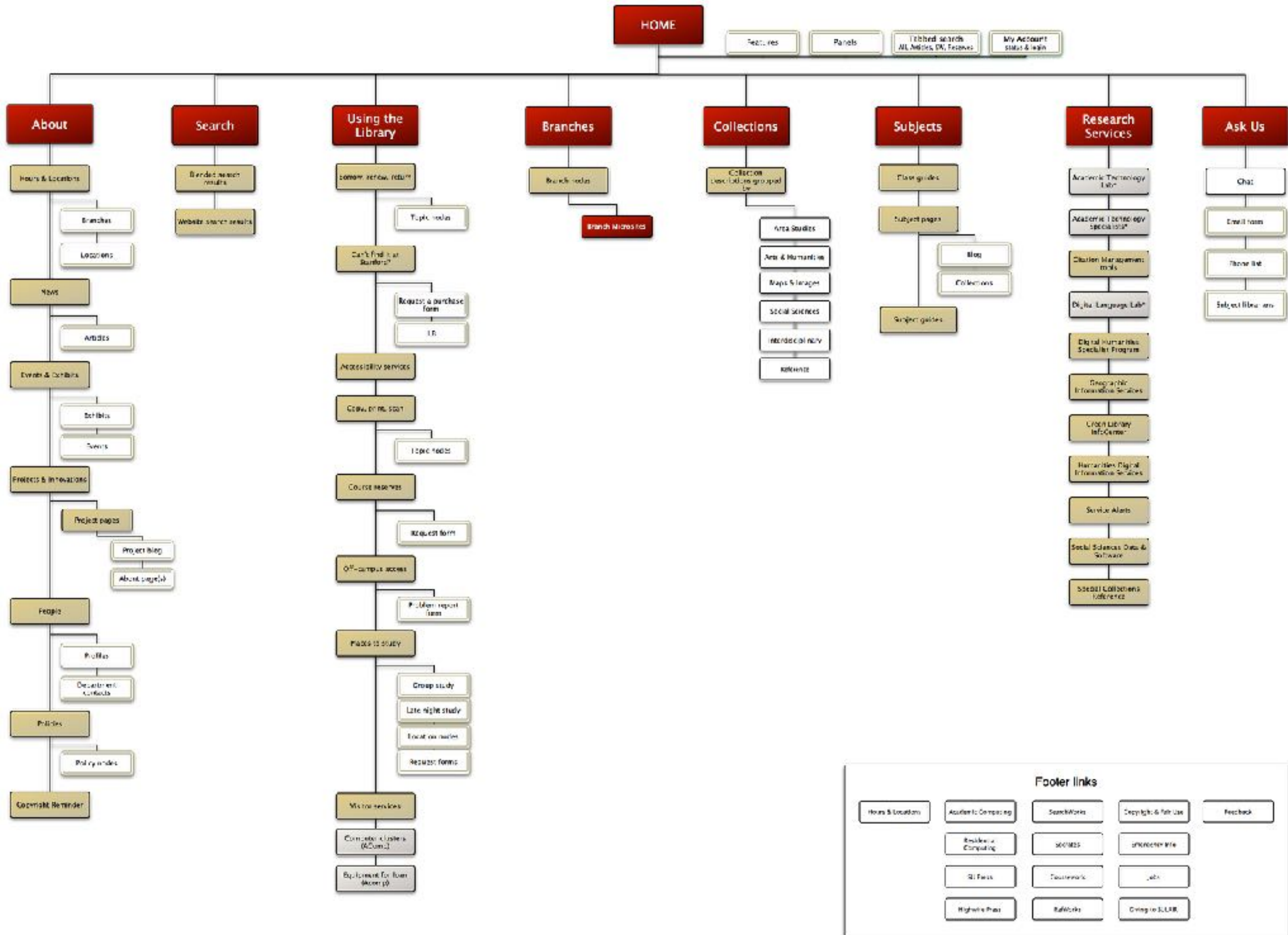
Site Architecture



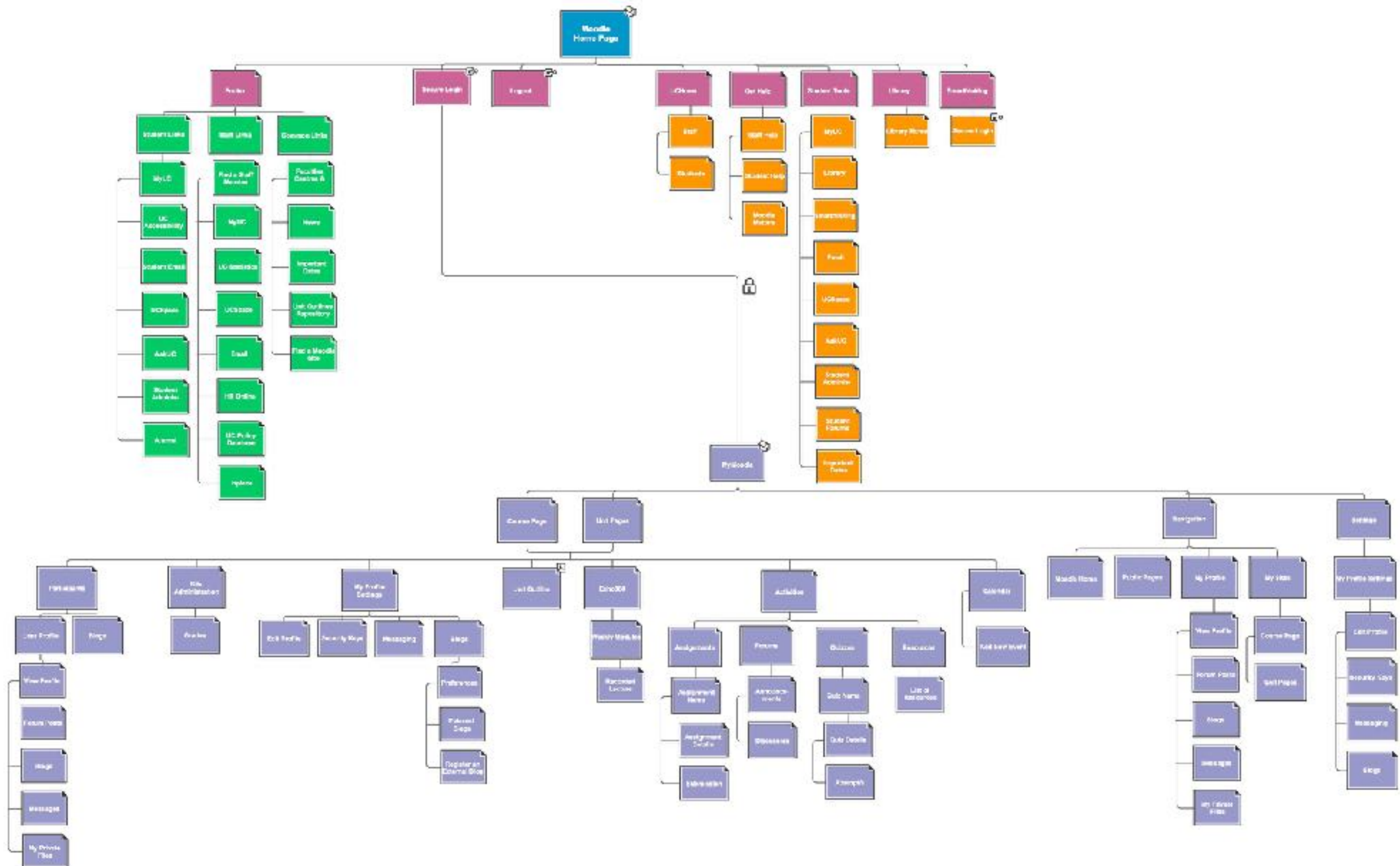
Site Architecture



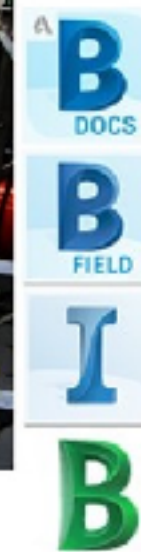
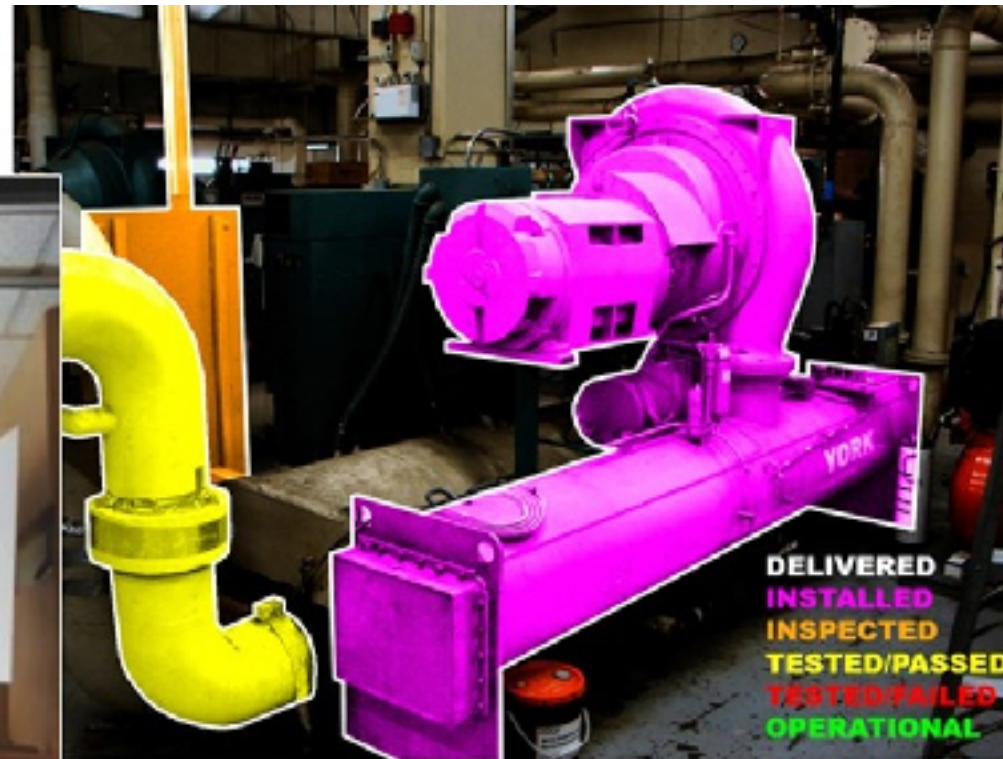




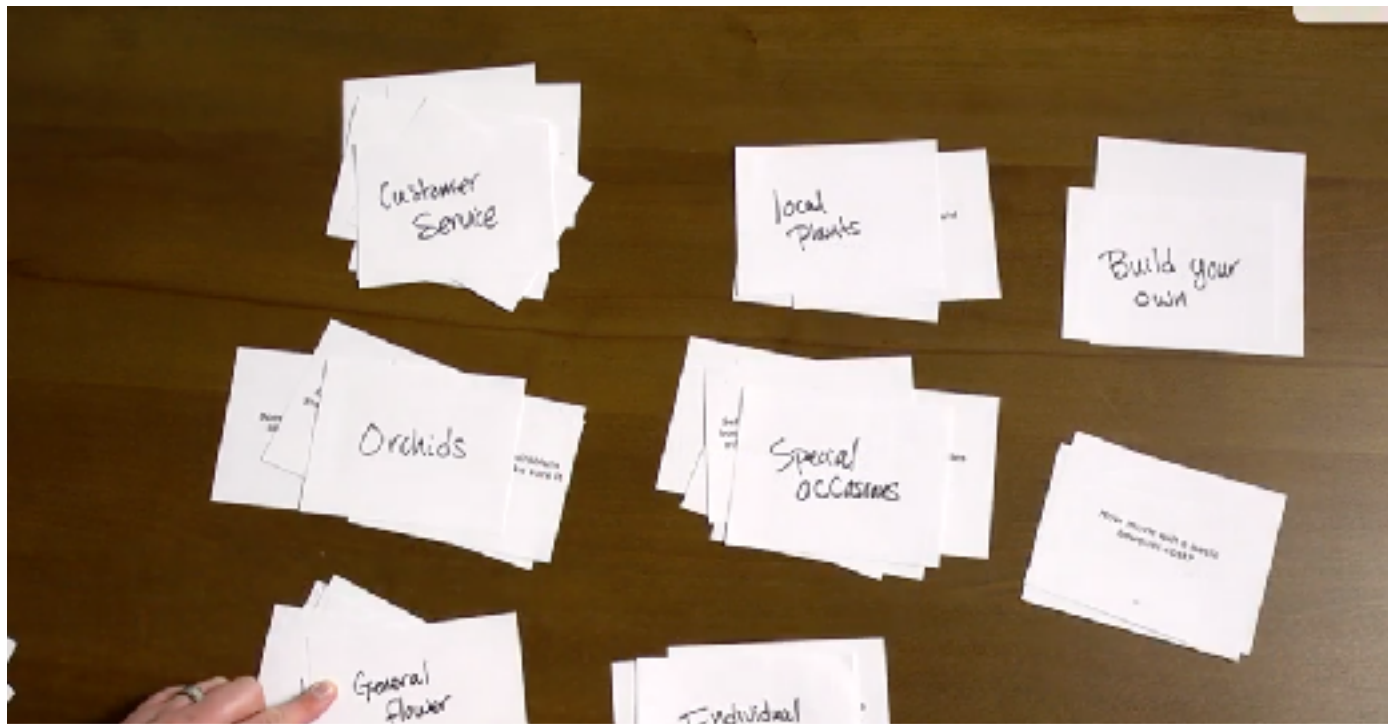
IA



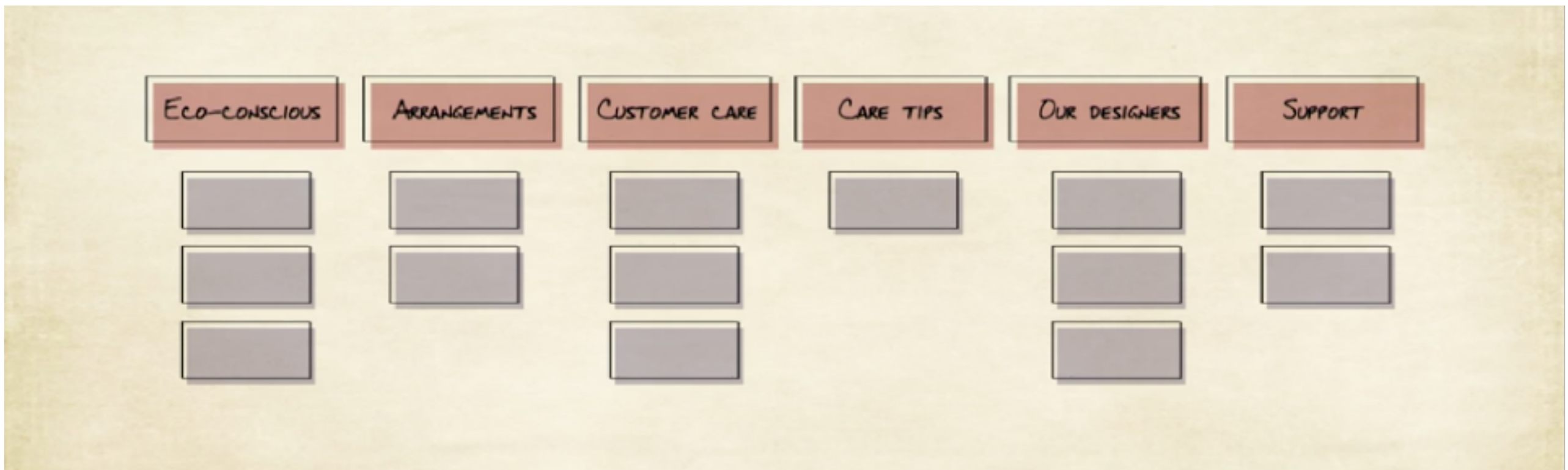
IA in 360



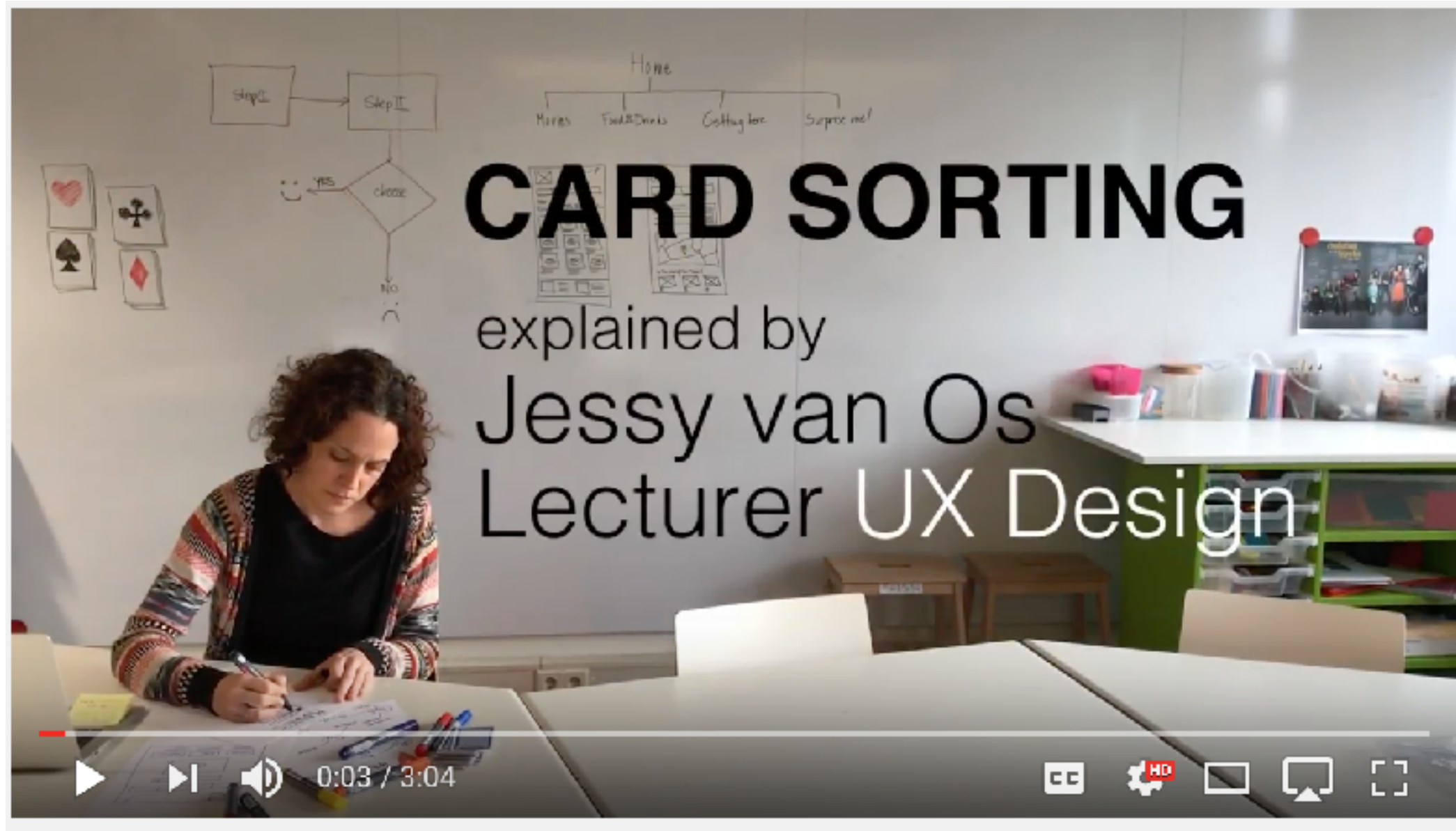
Card Sort



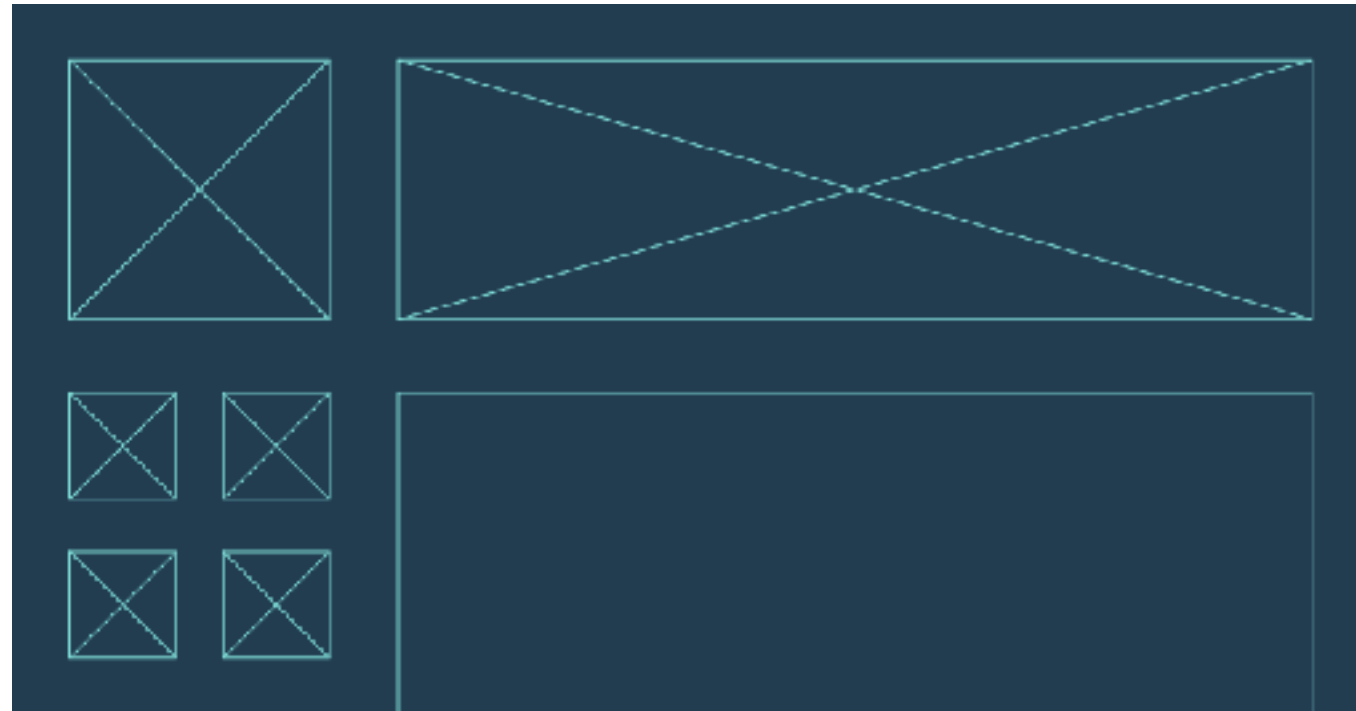
	A	B	C	D
1				
2	Participant 1	Participant 2	Participant 3	Participant 4
3				
4	Customer Service			
5		17		
6		25		
7		24		
8		1		
9		6		
10		3		
11		15		
12	Orchids			
13		29		
14		5		
15		27		
16	Water/needs of plants			
17		14		
18		16		
19		19		
20	Local plants			
21		18		



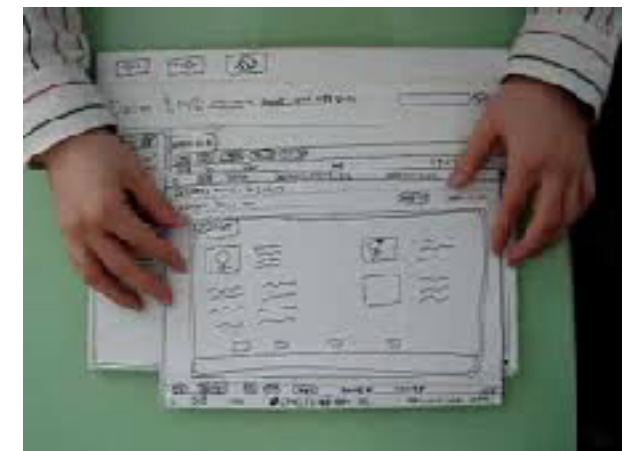
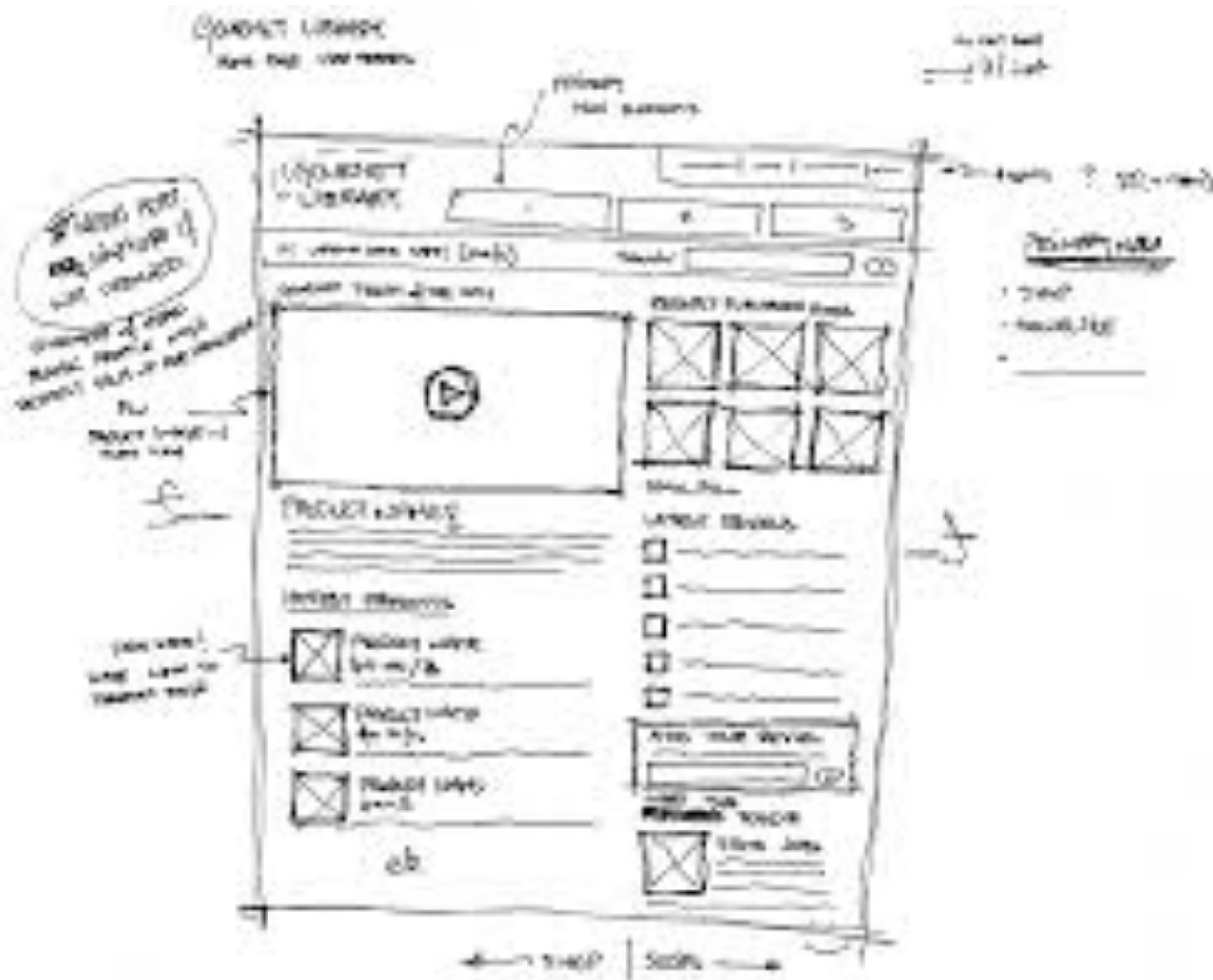
Card Sort



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



Creation of low fidelity
wire frames



(paper prototyping)

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)

“People ignore design that ignores people”

Frank Chimero



www.interaction-design.org

Iterations

(Re-test and Launch)

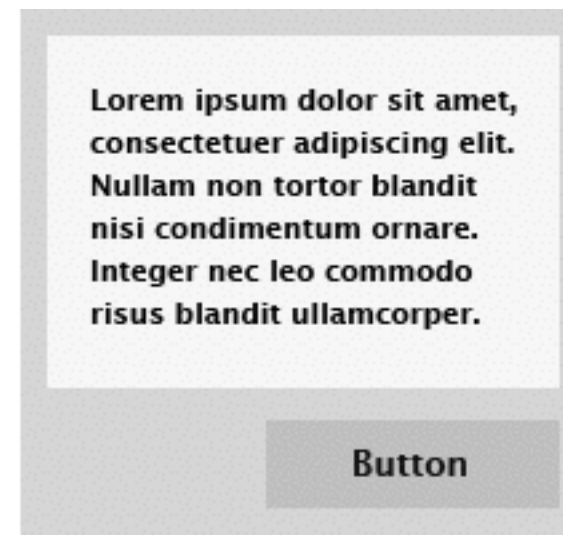
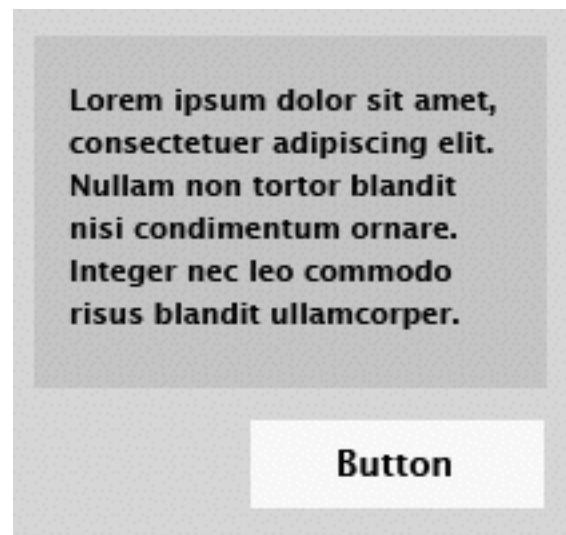
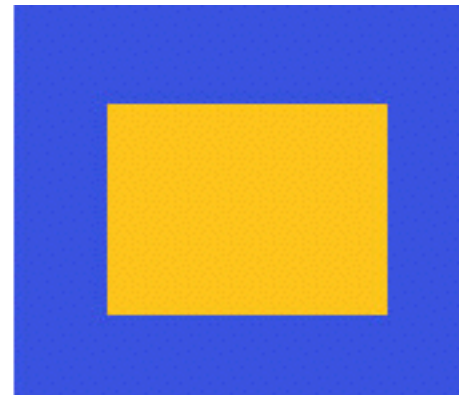
Preventing ERRORS

- **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.

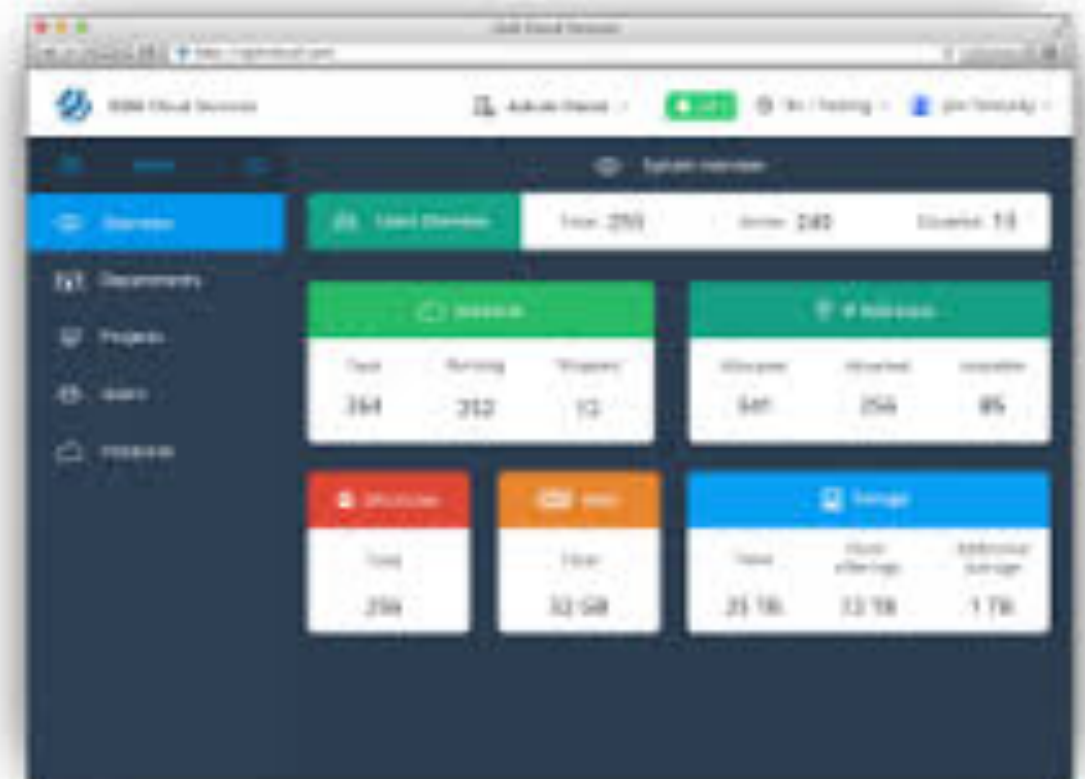
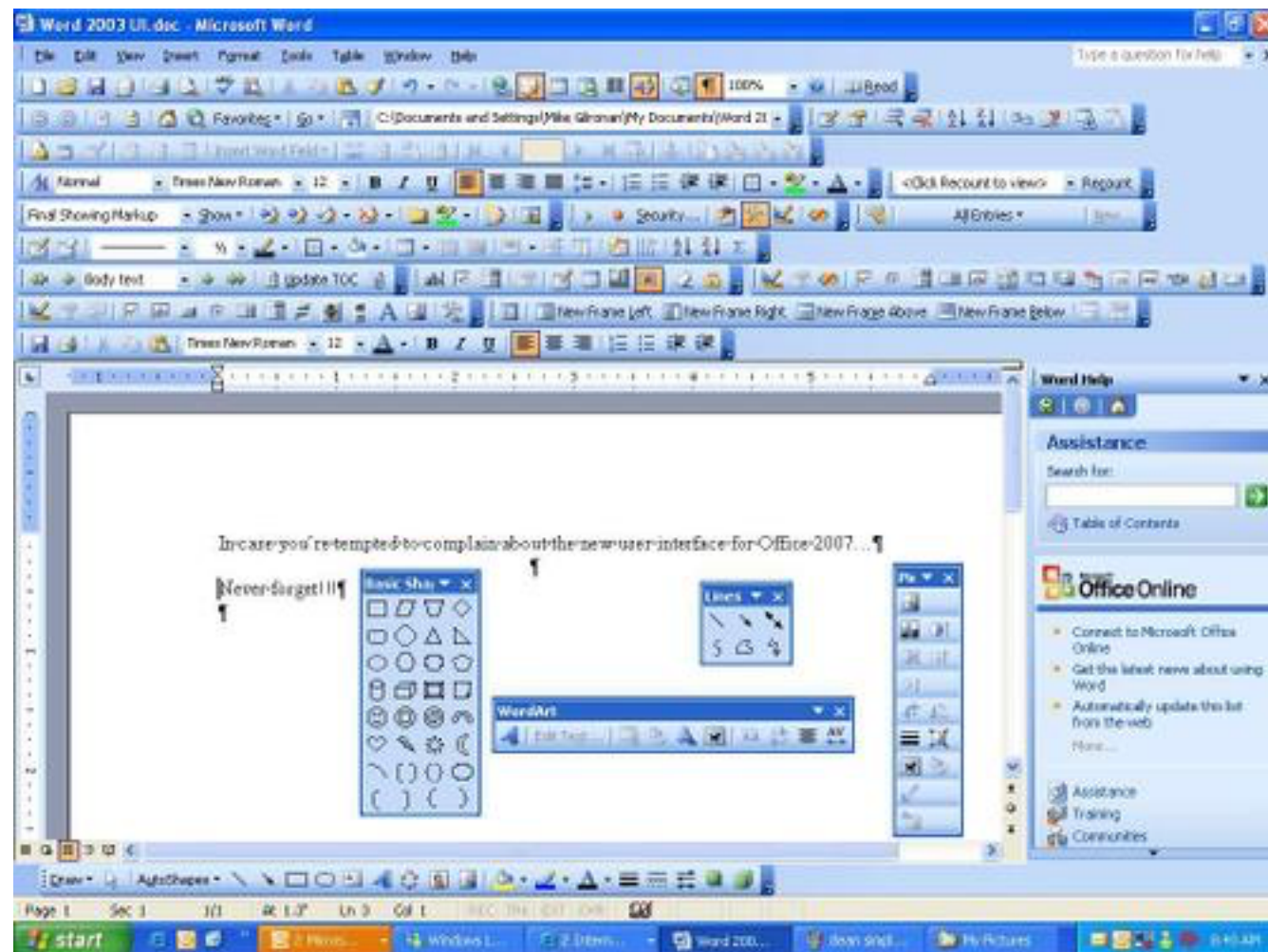
- **Organize**: provide the user with a clear and consistent conceptual structure
- **Economize**: do the most with the least amount of cues
- **Communicate**: match the presentation to the capabilities of the user.



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



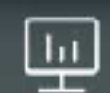
Trash



Brightness



Volume



Color



Battery Safe

loading...



app #01



app #02



app #03



app #04



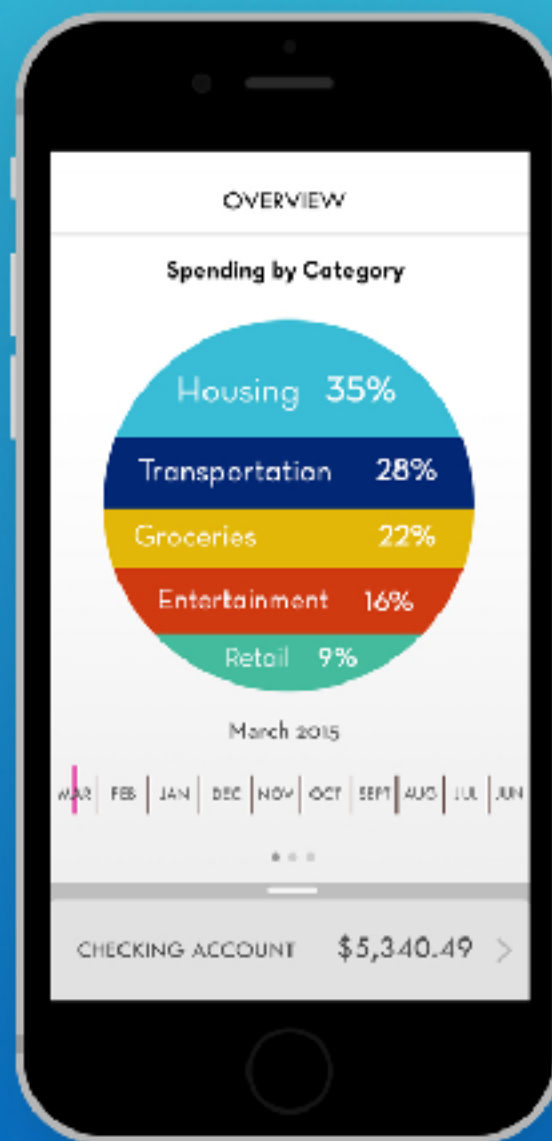
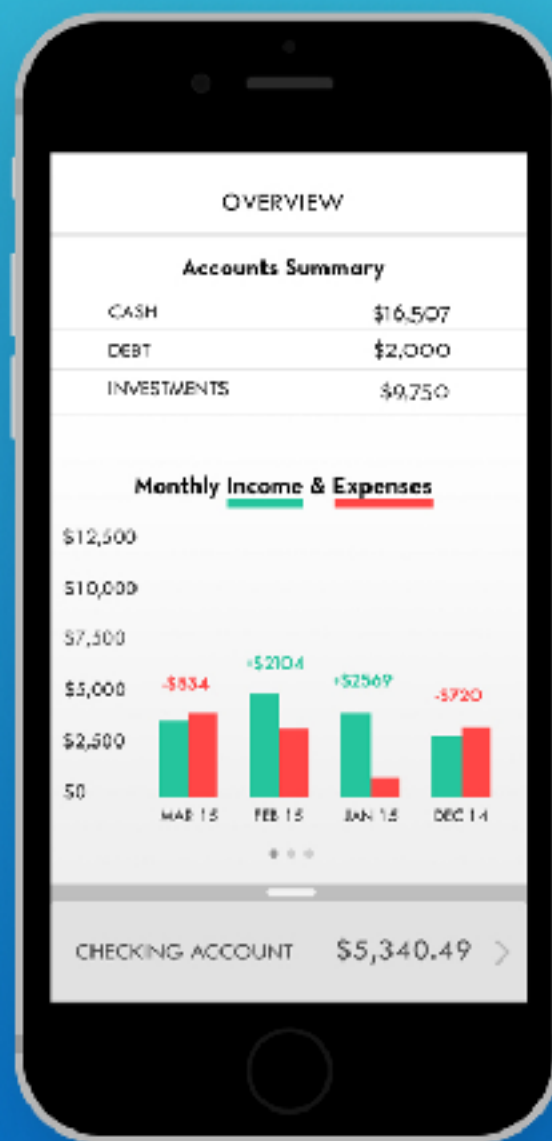
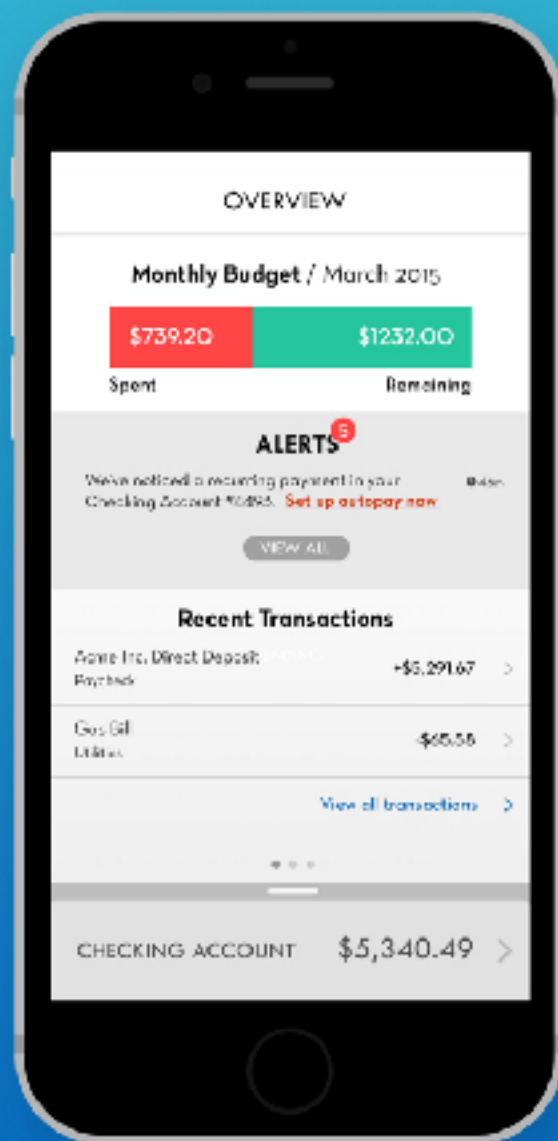
app #05



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

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](#)



Català
Castellano



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

CREATE
A STORY



USE FEEL IMAGES



MASCOT



CUSTOM MESSAGES



BE PUTHENTIC



EMBED SOCIAL



INFORMATIONAL ELEMENT

2

STREAMLINE
NAVIGATION



USE ICONS



MOBILE-FRIENDLY



DIRECT MANIPULATION



CLEAN CALL TO ACTION



VIDEO AMBIGUITIES



A VIDEO VERSIONS

3

MAKE IT
RESPONSIVE



USE COLORES



PARALLAX SCROLLING



FLUID GRID



DROP-DOWN MENUS



GOOGLE SEARCH



SCROLL TO ANY ACTION

4

ENSURE
ACCESSIBILITY



LABEL LINES



ALT-TEXT FOR IMAGES



AVOID IMAGE NO LINK



MOBILE PHONE SETTINGS



SCREEN PRIME ELEMENTS



USE LATE COMMENT

5

FORM FOLLOWS
FUNCTION



BUTTON



CHECK BOXES



DROP-DOWN LIST



SLIDER



ICONS



PAGINATION

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 SERIFS



PERFECT DOTS



SET HIERARCHIES



DEBAS NEUE MYRIAD HELVETICA ADVANTAGE

USE LEGIBLE FONTS



NO FONT SIZE CHANGES

8

BOOST OPTIMIZED
IMAGES



PREFER JPEG



MINIFY METACOMP



PICK BEST FORMAT



PATCHYATE SCROLLING



NATURAL RESOLUTION



USE ALT-TEXT

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



COMPLIMENTAL DOCUMENTATION



SLOWEST SOLUTION



FEEDBACK

Wireframing 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>

Activity

Think about a time that you have encountered poor usability. Describe the user experience to us

- What happened?
- Why was it poor usability?
- How could the user experience be improved?
- What sort of ethical issues could result from poor usability in this particular user experience?