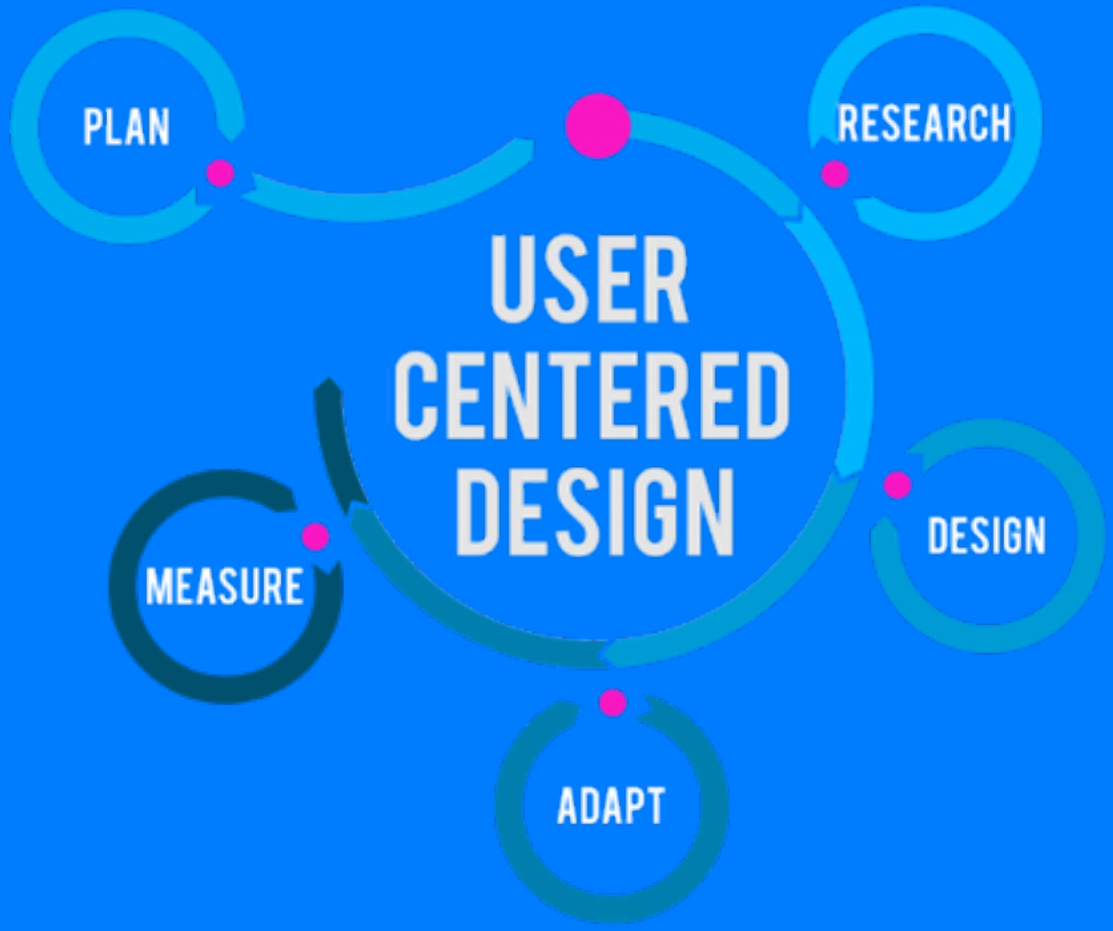


UX UI 101

Travis Lee Wiggins
Mobile Design Lead

Productive Edge

Productive Edge

www.productiveedge.com

Headquarters: Chicago, IL

OUR SERVICES

BUSINESS SOLUTIONS

Articulate your vision, formulate your strategy, and identify your target outcomes.

VISUAL DESIGN

Create addictive experiences that maximize user engagement.

UX DESIGN

Harness metrics and insights to optimize the impact of your digital experience.

WEB DEVELOPMENT

Create powerful and dynamic applications that bring your vision to life.

QUALITY ENGINEERING

Rigorously evaluate your solution to ensure a flawless final product.

MANAGED SERVICES

Ensure continuous quality by supporting your application with the same team that builds it.

Full Service Technology Company - End to End Solutions

We Develop Software That Redefines What's Possible

What is UI? What is UX?

UI - User Interface
GUI- Graphical User Interface

Design

- the screen
- the elements
- the color
- the platform

UX - User Experience

- The User
- Takes into consideration things outside the screen
- The environment, what the user might be doing

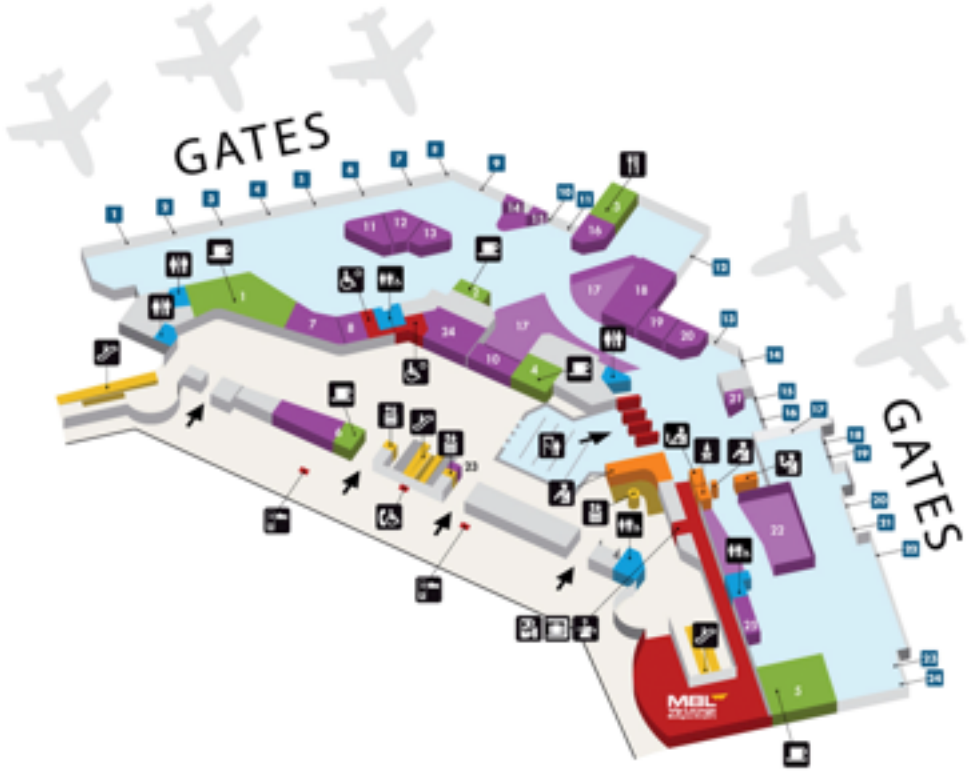
User Research

Science & Psychology

- The study of Users, how they are using & experiencing the interface
- Experiments & Testing
- Questionnaires

UX & UI working together

What is happening outside the Interface?



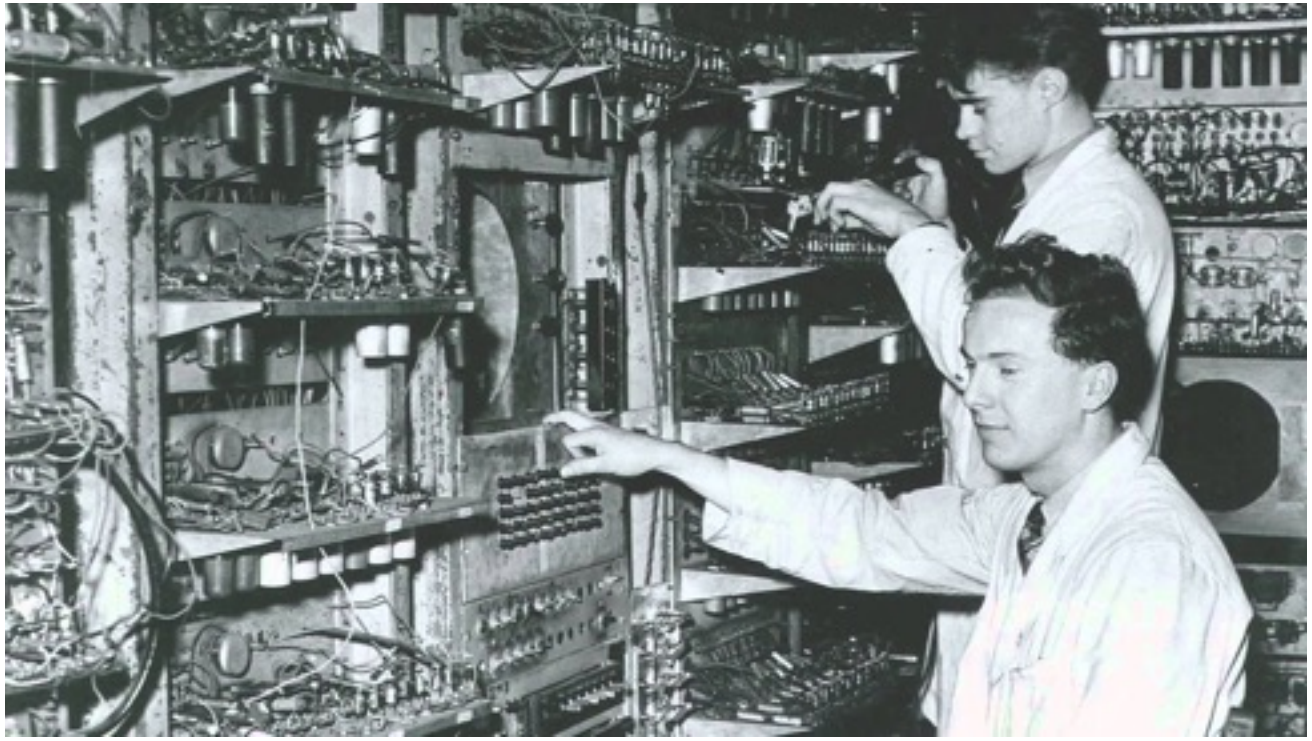
UX of airport

Future UX becoming a part of every system’s design

Goal of Presentation
UX / UI 101

- Introduce User Experience (UX) & User Interface (UI)
- Walk-Through a Basic UX & Design Process
- Common concepts, buzz-words, and frameworks
- To improve your knowledge of UX and software design

A little history lesson



Manchester Baby: world's first stored program computer

The very first people interacting with computers were scientists, programmers, engineers, and "experts"

Today: UX & UI is an emerging field

Today Many complex systems have been replaced or harnessed the power of computers. Humans interact with them on a daily or minute by minute basis

UX & UI should improve how humans interact
with computers and complex systems

Why is UX & UI important?

Good UX & UI improves peoples lives

UX & UI aims to make interactions efficient and enjoyable

Bad UX & UI can be deadly

John Denver - October 12, 1997

The fuel selector handle—which switches the fuel flow between the left and right tanks--should be located between the pilot's legs.

Builder put it behind the pilot's left shoulder.

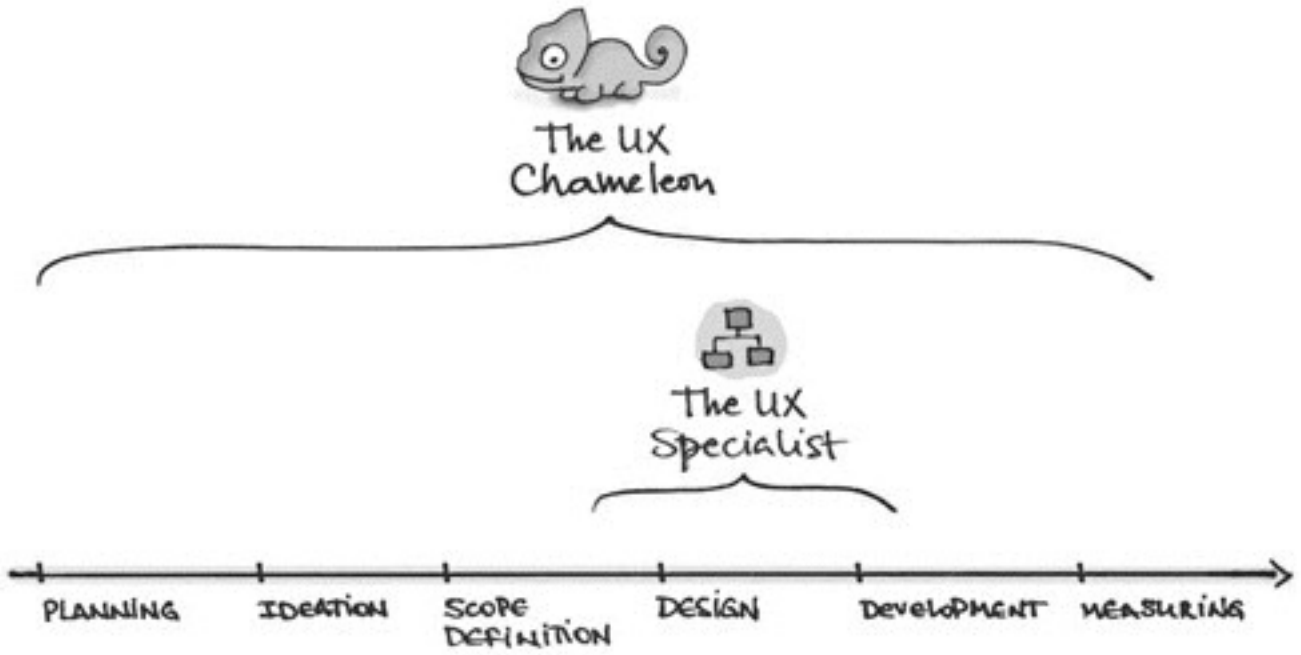
Denver had to remove his shoulder harness, turn around and switch the handle.

This action, likely caused him to inadvertently apply the right rudder, resulting in loss of aircraft control.

Who Practices UX & UI?

User Experience Designer (UX Designer)
User Interface Designer (UI Designer)
UX/UI Designer
Mobile Creative Designer
Mobile Designer
Interaction Designer
User Experience Researcher
Creative Director
User Centered Director
UX Architect
Design Researcher
Information Designer
UI/UX Product Designer
UX/UI Lead
Interactive Architect
Mobile Architect
Information Architect
Visual Designer
UX Product Manager
Research Scientist
UX Specialist

different types & levels of specializations



A true UX/UI designer is an Ambassador of Process.
A defender of Usability, a defender of the user's experience.

Good UX & UI is not just UX & UI Designers

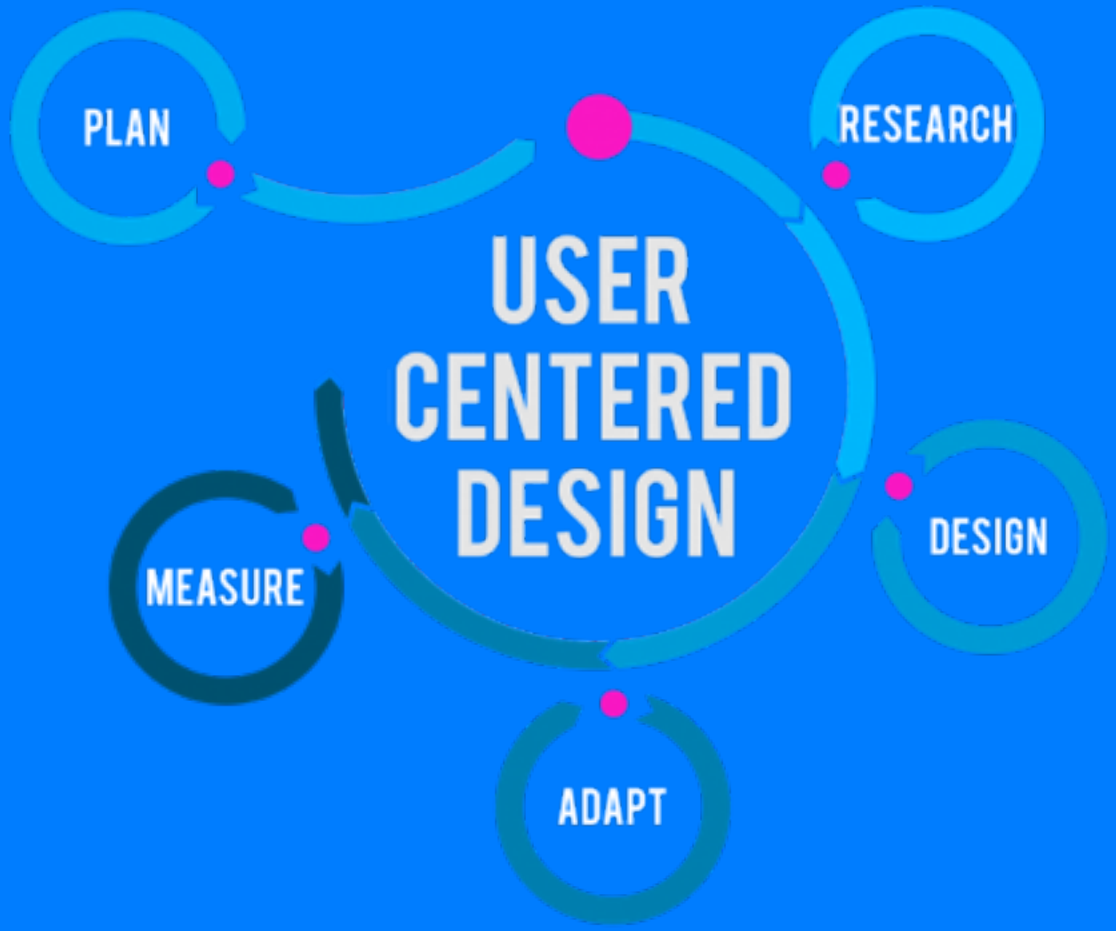
Anyone can be a part of the methodology

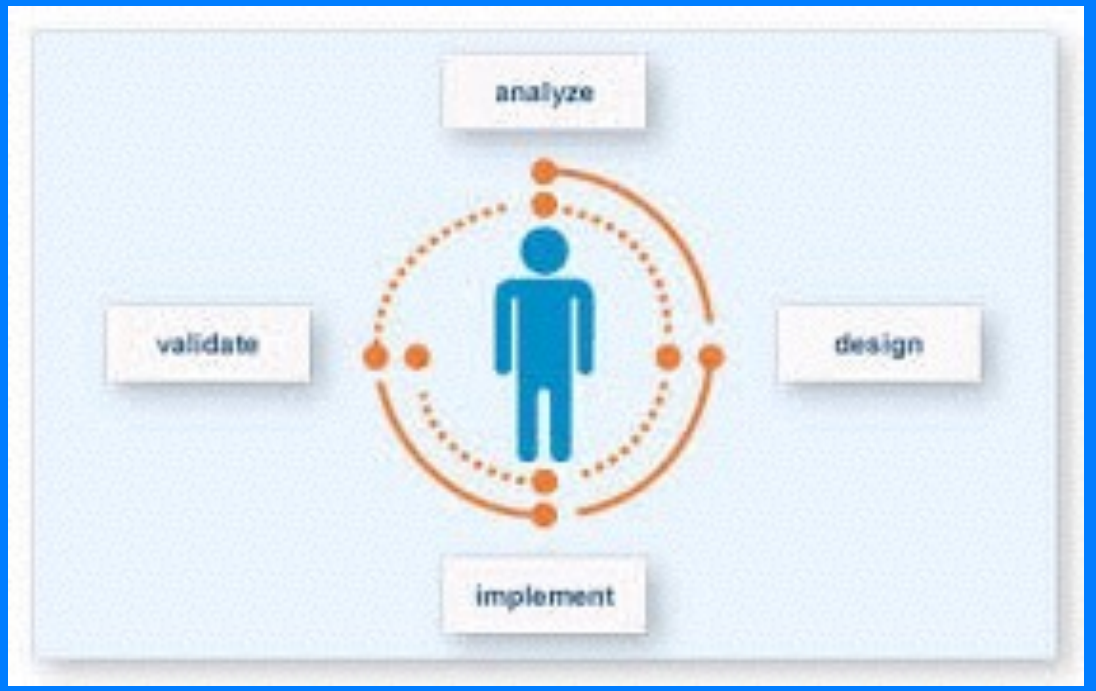
User Experience is a discipline.

User Experience is a process.

User Experience has a goal of improving a system in any way possible.

Even small changes can have a big impact.



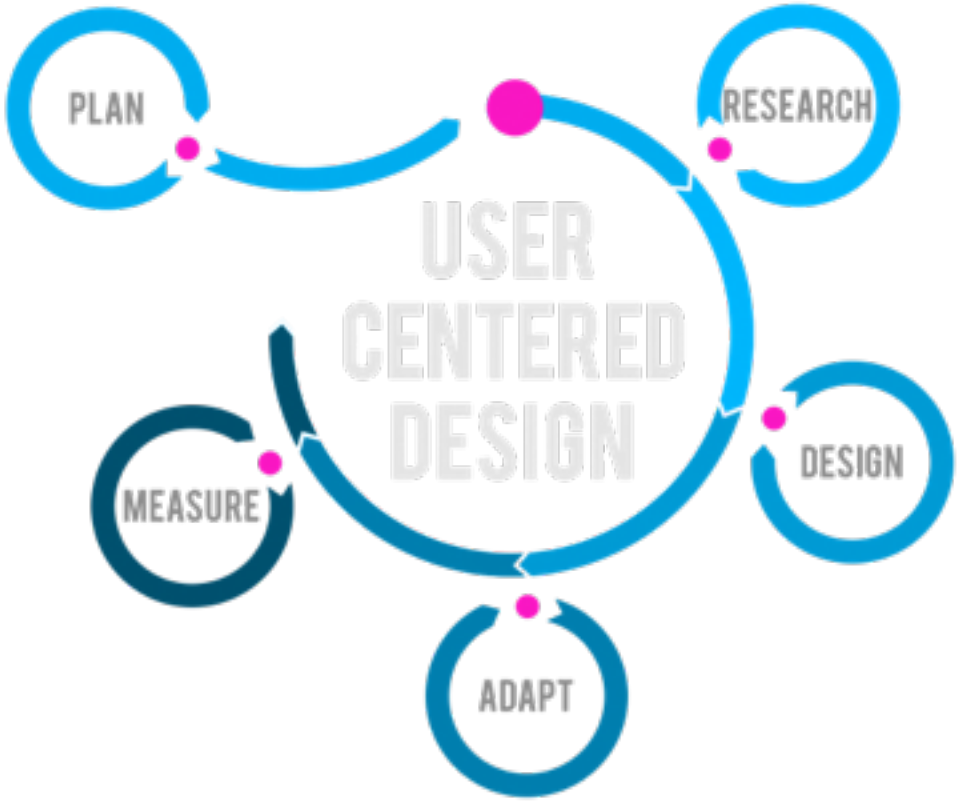


User Centered Design

The User (Capital U)

UX/UI refers a lot to the “User.”

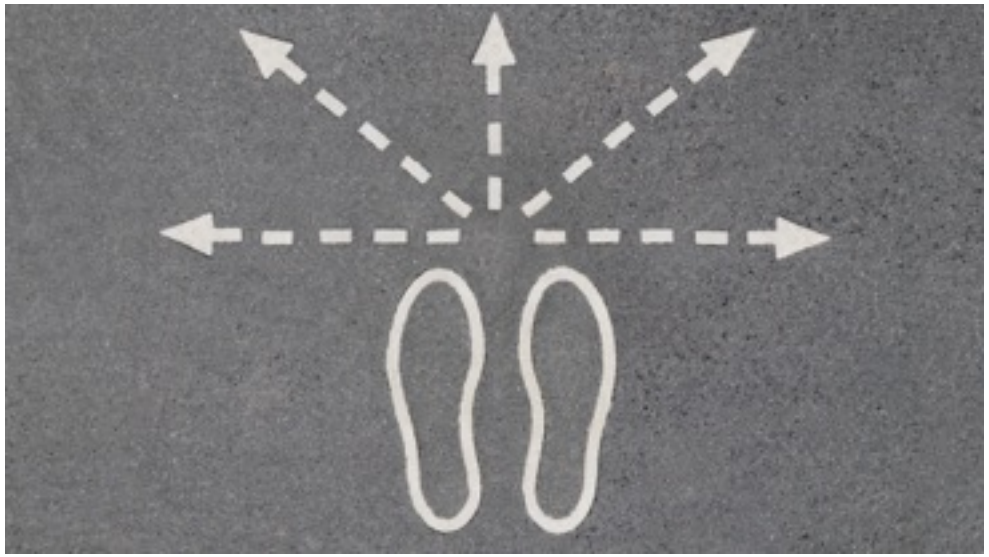
User Centered Design



Puts the User in the middle of the system design

It's common to put what we want the User to do in the middle instead of the User's experience (Not Ideal)

User Centered Design (UCD)



Think about it as

“Putting yourself in the other person’s shoes.”

Additionally

Define the User.

“Define what shoes they are wearing.”

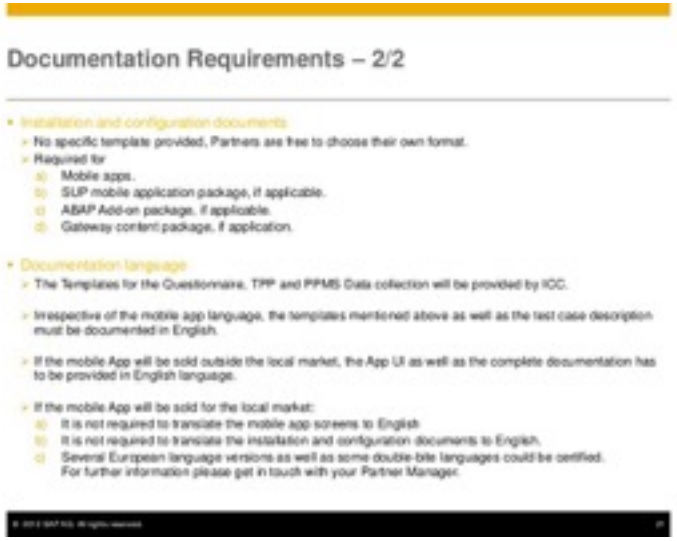
Are they even wearing shoes?

Defining Users

Age
Gender
Language
Environment
Platform
Technology Savviness
Device
Finger Size
…and more!

UX Basic Process

Basic 3 Step UX/UI Process



1 Who, What, Where,When, Why

Define Goals
Requirements
Business Principles
Research & User Stories/Scenarios
Research others

2 The Art
Design - Visual Magic

User Flow
Wireframes / Prototypes
Designs

3 Data / Observations
Make it Scientific

User Testing
Iterations

App Process Walkthrough

Trumpify your friends, family, or pet!

Define Goals / Requirements / Business Principles

Documentation Requirements – 2/2

- Installation and configuration documents
  - No specific template provided, Partners are free to choose their own format.
  - Required for
    a) Mobile apps.
    b) SUP mobile application package, if applicable.
    c) ABAP Add-on package, if applicable.
    d) Gateway content package, if application.
- Documentation language
  - The Templates for the Questionnaire, TPP and PPMS Data collection will be provided by ICC.
  - Irrespective of the mobile app language, the templates mentioned above as well as the test case description must be documented in English.
  - If the mobile App will be sold outside the local market, the App UI as well as the complete documentation has to be provided in English language.
  - If the mobile App will be sold for the local market:
    a) It is not required to translate the mobile app screens to English
    b) It is not required to translate the installation and configuration documents to English.
    c) Several European language versions as well as some double-bite languages could be certified. For further information please get in touch with your Partner Manager.

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Example requirements document

Entertainment App that applies funny Trump-related images to a user's photo.

Leverage social media by sharing images on Instagram & Facebook

Research & User Stories/Scenarios

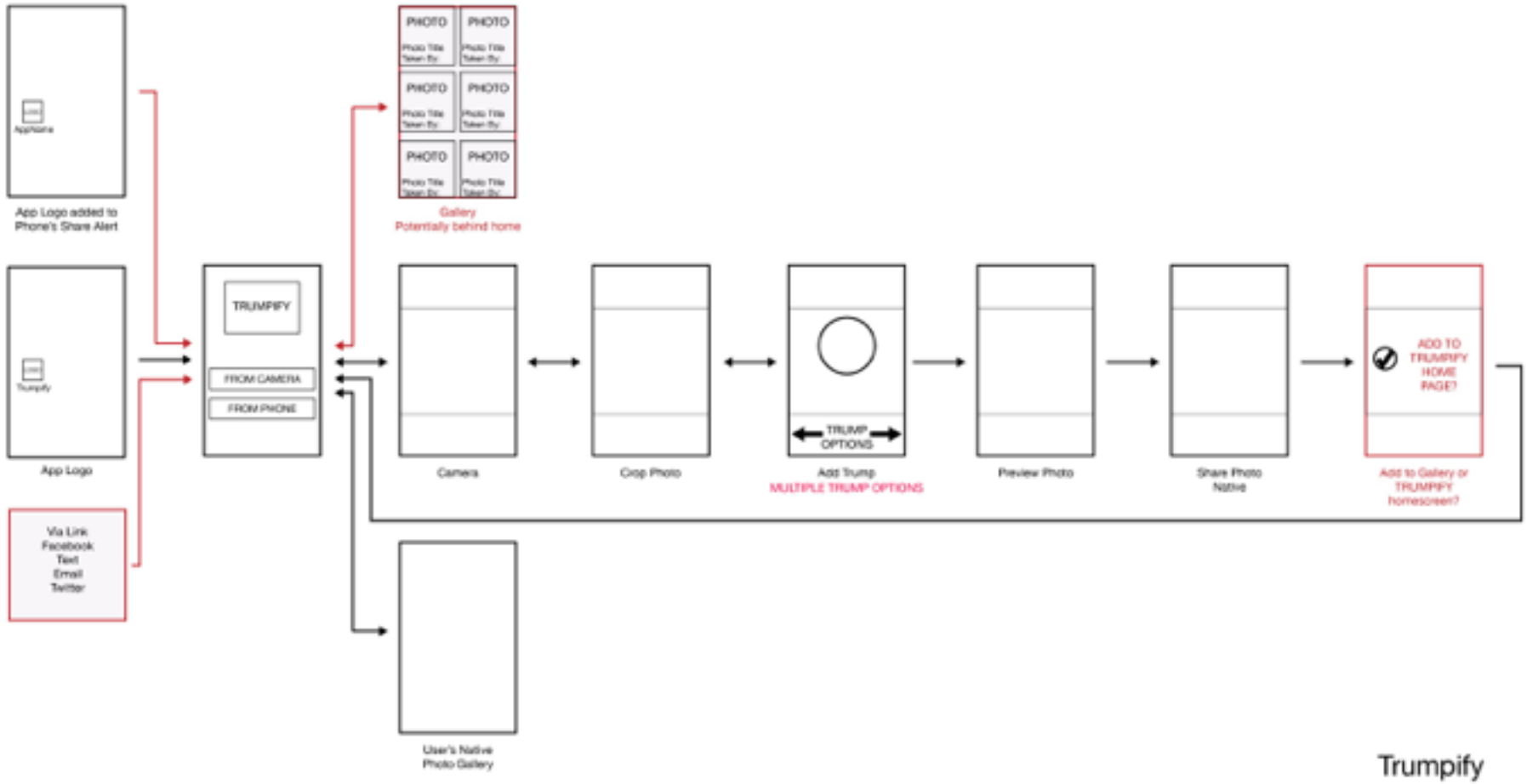
“User Story”

Defining your user. Follow what a user would go through

Know their age, their language, their familiarity with the system you are trying to design

Target users of Trumpify will be familiar app users and social media users. Probably fans or against Trump.

User Flow / Wireframes



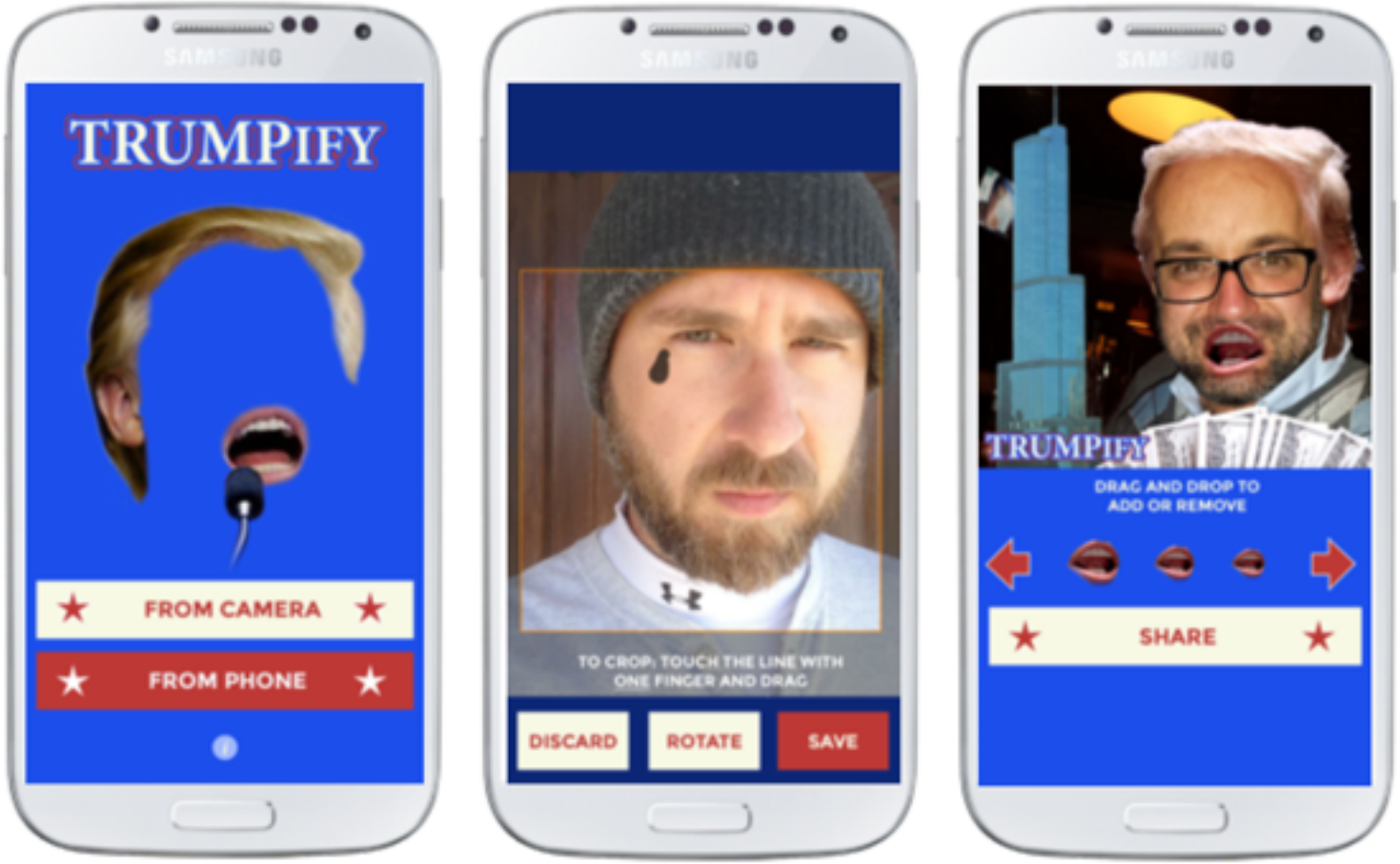
Trumpify
User Flow

everything the app and every page does

You don't want to find out something is needed later

blueprints

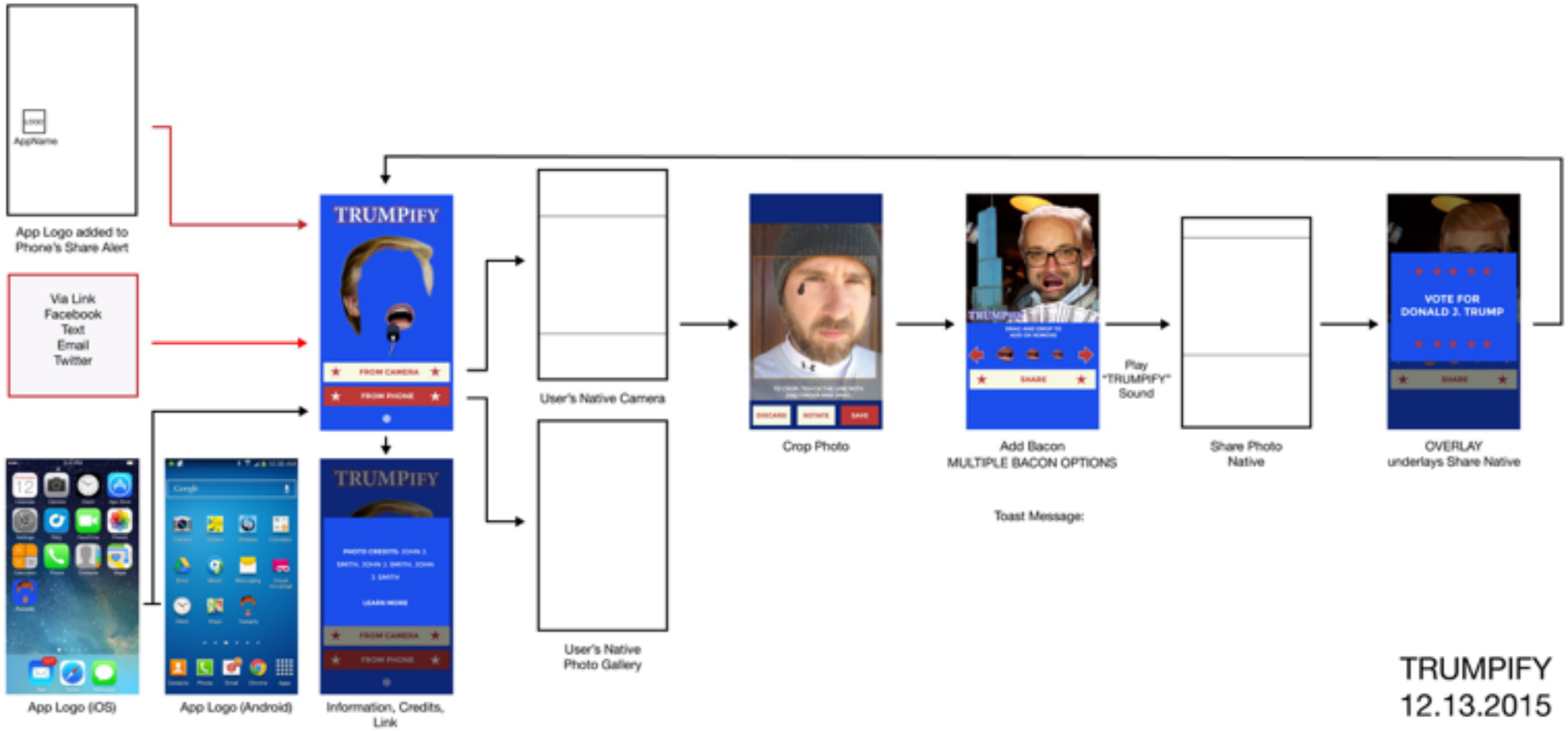
Design



Make interactive prototypes before it is developed.

great tool: **Invision**

Eagle Eye view



Look at the app as a whole.

Does everything make sense?

User Testing

Set up a user test

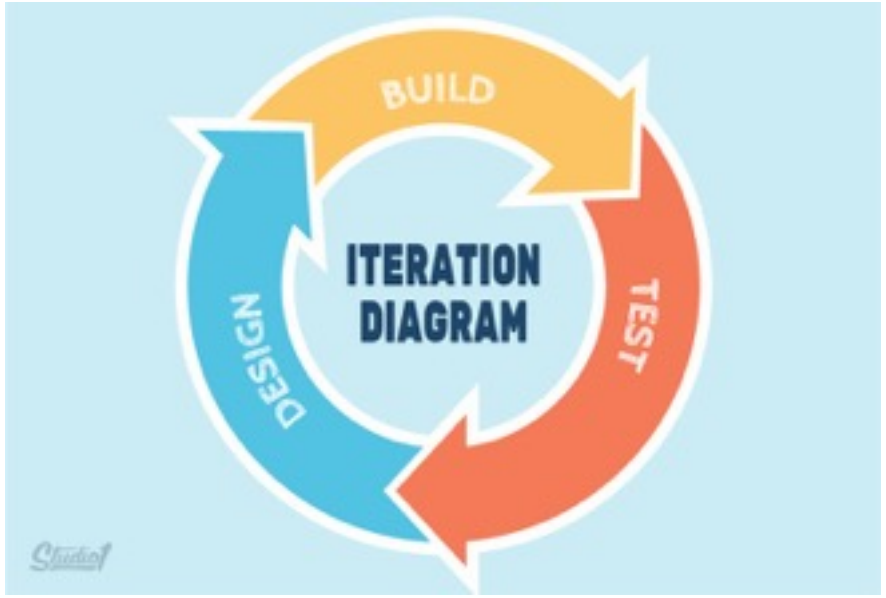
Have them walk through, talking out loud.

Sit next to them or behind them is the simplest way.

Don’t guide them.

“zoom” issue

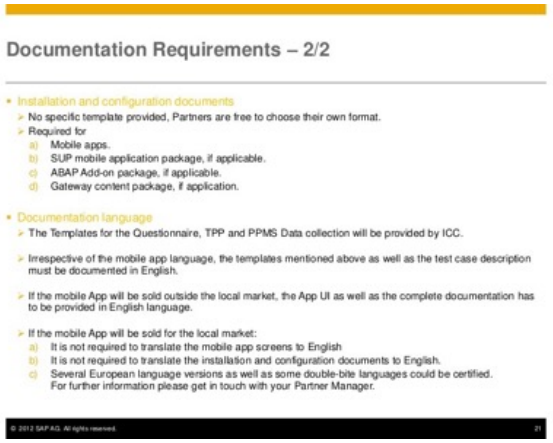
Iterations

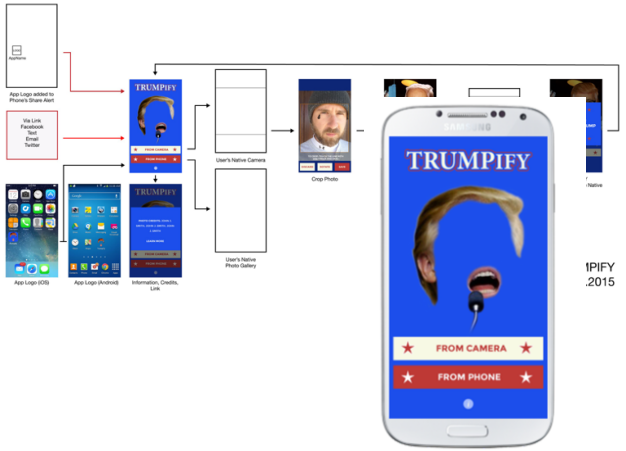


Throughout process - testing

You will have findings - bring them back to the designs and requirements

The Reality is: The Process isn't always completely forward





Who, What, where, when, why

The Art
Design - Visual Magic

Data / Observations
Make it Scientific

Examples: Proof of Concept Final Art Mockups before everything else.
Testing an App/Concept Name with Users 1st.

Design / Branding Style Guide

Colors

Main Dark Red Color
#bd3836
- Used for buttons
- Used for text
- in Baconize this color was #bd3836 (same color)

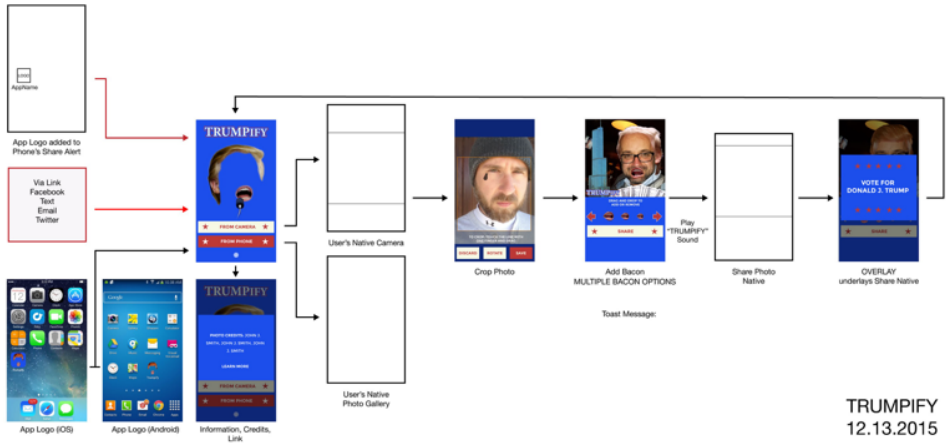
Main Blue Color
#e89e82
- Used for background
- In Baconize this color was pink #e89e82

Fonts

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Uses **Montserrat (Bold)** throughout most of app. This is the same font the Trump Presidential campaign is using.

Use CAPS all the time.



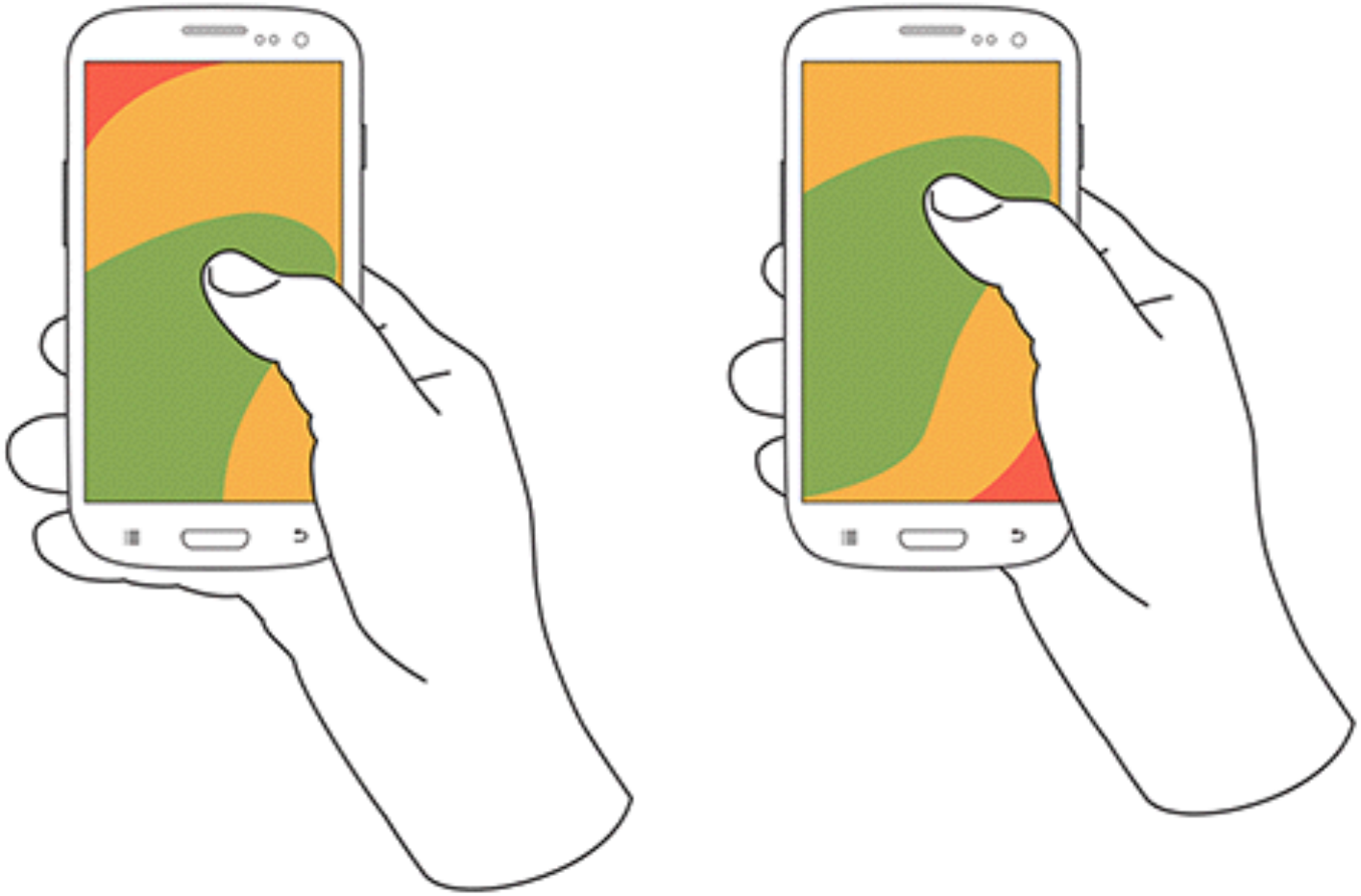
TRUMPIFY
12.13.2015

Will help with future releases or multiple people working on project

Can generate more ideas and shelve them for later

Other UX/UI Concepts

UX & UI Design should work ‘hand in hand’



Environment and situation can change design.
Always think about more than just the interface.

The Importance of Familiarity

Driving on the right side of the road

Easiest way to design is to use a familiar design the users already know

“Intuitiveness”

“Frameworks”

Common UX & UI Frameworks

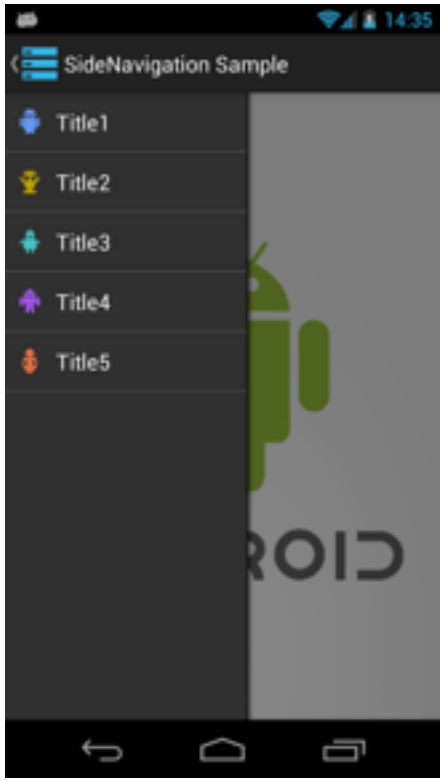
WordPress

on the web: **Wordpress**

74,652,825 sites

25% of Internet!

Codecanyon: Themes/ Templates



Android Apps “Action Bar”

“Hamburger” Icon

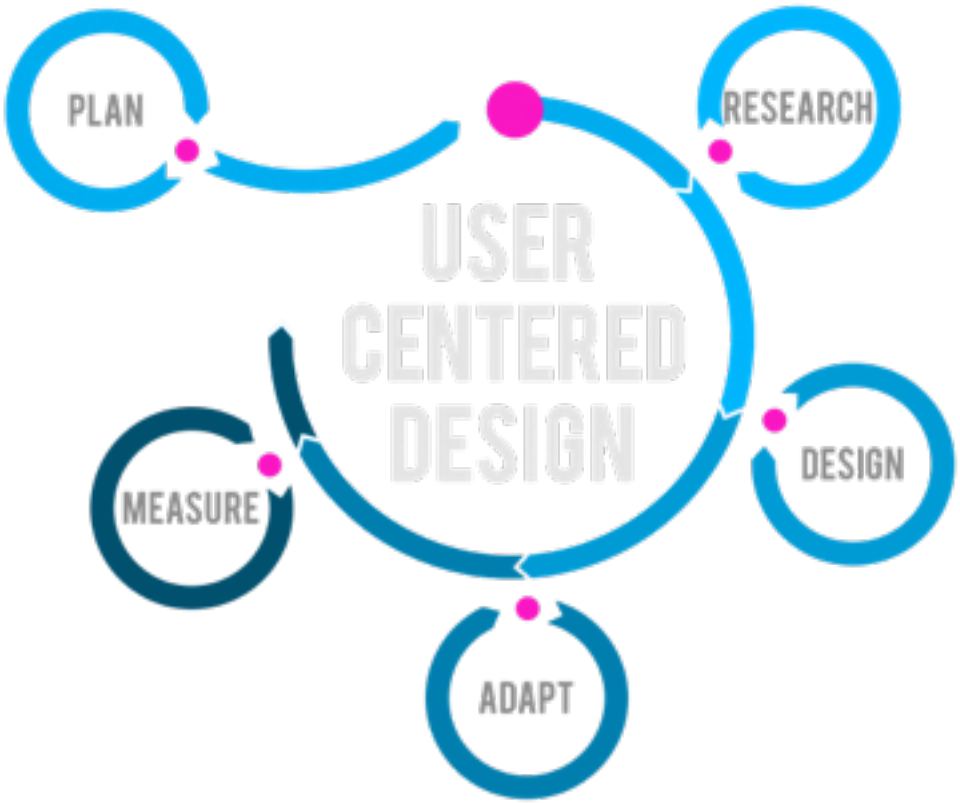
Sidenav Icon

iOS Apps Tab Bar

Borrowing Tastefully

Research what others are doing. *Borrow tastefully. Or not so tastefully.*

Superior UX



A great design can't save a bad product idea.

Great UX can be hindered by bad design.

Bad UX or design can ruin a product.

Superior UX/UI combines the budget, requirements, user research, the art, the data, & the technology to present a great User Experience for the **User.**

Don’t Forget: Always a human element in software design

older iOS

Style Changes.

The Art of Design is the most human element to software

ios9

Over-reliance of Data in 2016. Data is **NOT** human.

Human Behavior

Beat all predictions:

$100 million in 4 months

“Guitar groups are on the way out, Mr. Epstein.”

“You can’t put into a spreadsheet how people are going to behave around a new product.”

- Jeff Bezos

Best Practices

Tip: Prioritize Features & Start Small
Then Gauge Reaction & User Experience

Instagram

A lot of times the best software is simple.
Does one thing, and does it well.

Not every app idea is genius. Test it.
“Oh you’re an app designer?…”

Best Practice

Too many options!

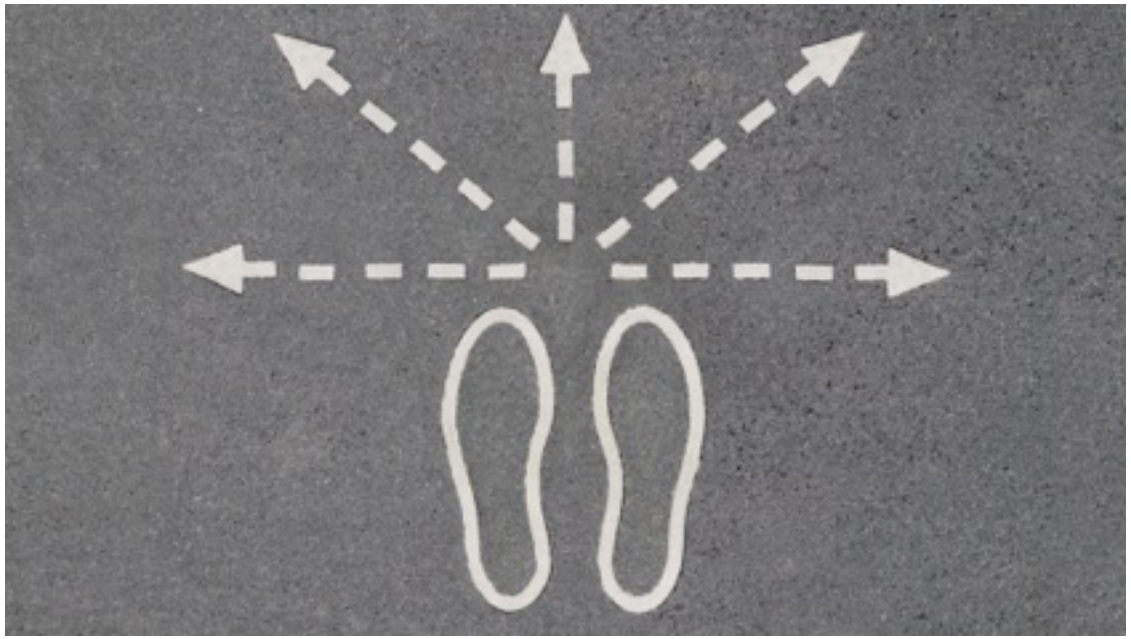
Prioritized

Prioritize most important activities/elements

“Less is More”

Avoid “Decision Fatigue”

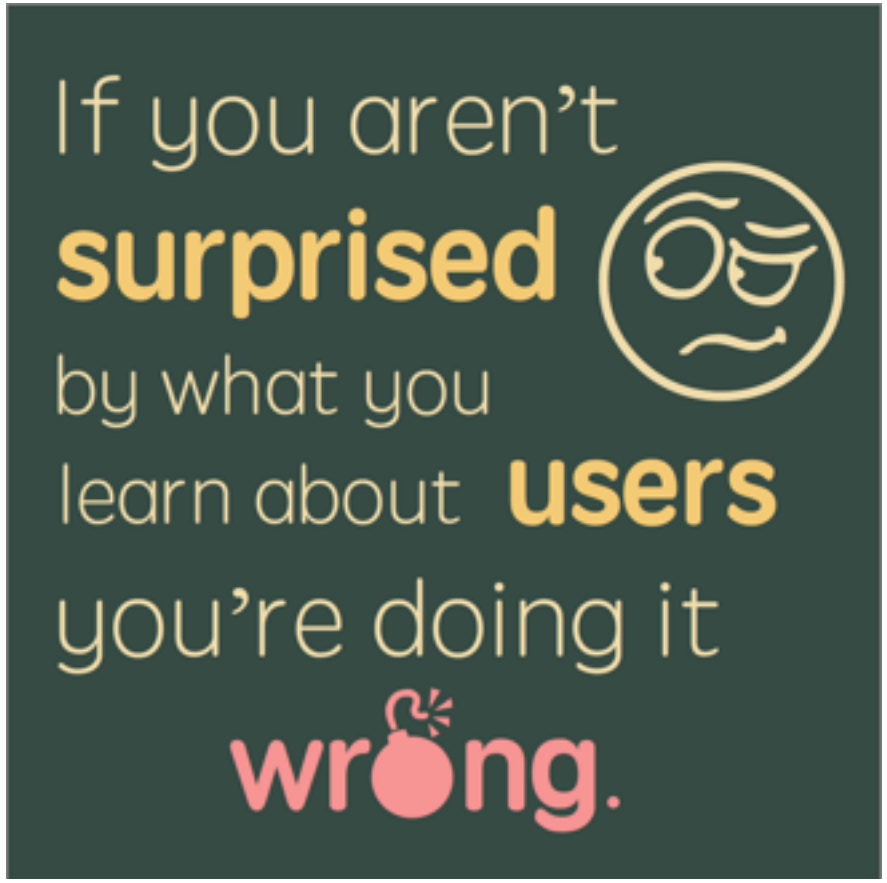
Best Practice



Always think about User, put yourself in their shoes, come back to the application like you know nothing

and you’re using it for the first time.

Best Practice - Software Design & Life



Don't assume you know everything,
there are always things you will never know.

Graduation

UX UI 101

Thank You!

Questions or Comments? Feel Free to Reach Out!

Productive Edge - Free Discovery of Projects

twiggins@productiveedge.com

Productive Edge

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