# 6.148

## Web Design & UI/UX

Yolanda Zhou

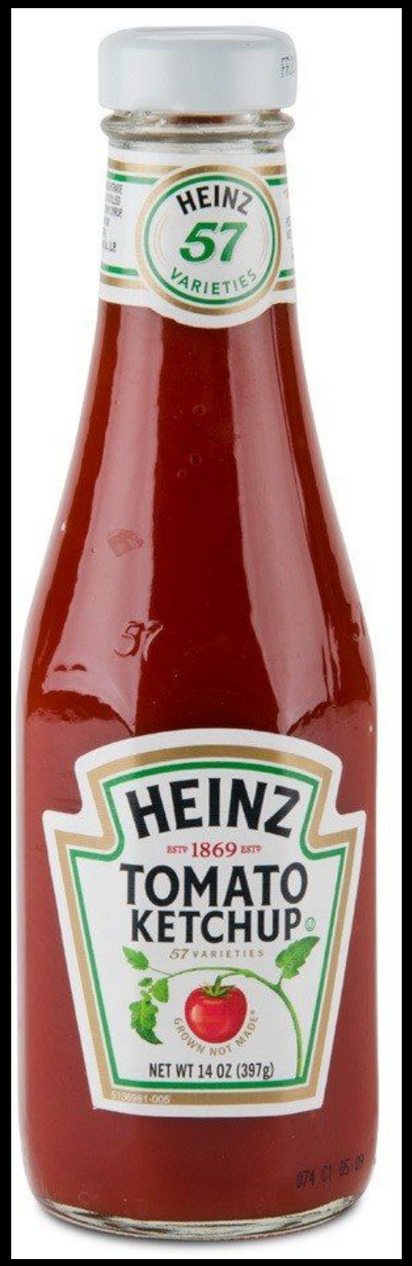
go.6148.io/uiux

# UI & UX

**User Interface:** the design of the interface between the user and the product

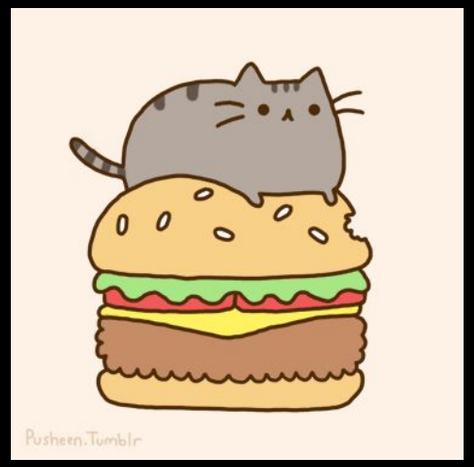
**User Experience:** the user's overall experience of using the product

# UI


HEINZ
57
VARIETIES
HEINZ
ESTD 1869 ESTD
TOMATO
KETCHUP
57 VARIETIES
GROWN NOT MADE
NET WT 14 OZ (397g)

# UX

HEINZ
1869
TOMATO
KETCHUP
57 VARIETIES
GROWN NOT MADE
NET WT 14 OZ (397g)


Pusheen.Tumblr

# UI & UX

## User Experience (UX)

research
usability testing
sketches
wireframes

## User Interface (UI)

layout
visual design
branding
HTML/CSS

# UI

First Name:

Last Name:

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Address:

City:

State: Choose a state

Zip Code: Optional

Phone: Mobile
No spaces or dashes

Date of Birth: Month Day Year

Gender: Choose a gender

Security Question: Choose a security question

Security Answer:
(Not case-sensitive)

## Personal Information

First Name:

Last Name:

Date of Birth: Month Day Year

Gender: Choose a gender

## Account Information

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Security Question: Choose a security question

Security Answer:
(Not case-sensitive)

## Contact Information

Address:

City:

State: Choose a state

Zip Code: Optional

Phone: Mobile
No spaces or dashes

# UX

## Register Now

Given Name

Surname

Email

Username

Password

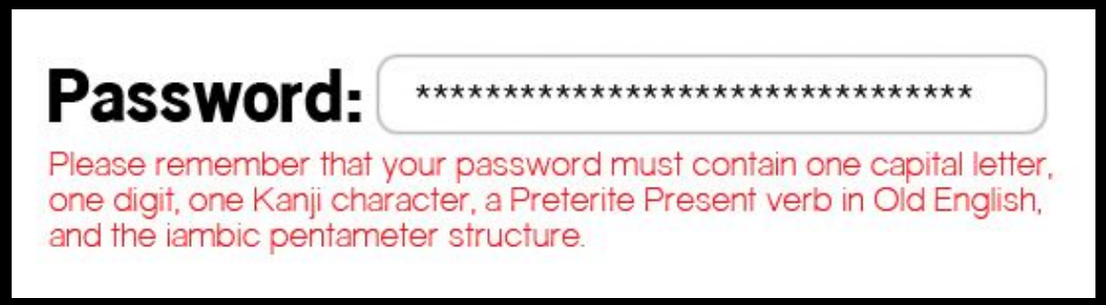
Password Confirm

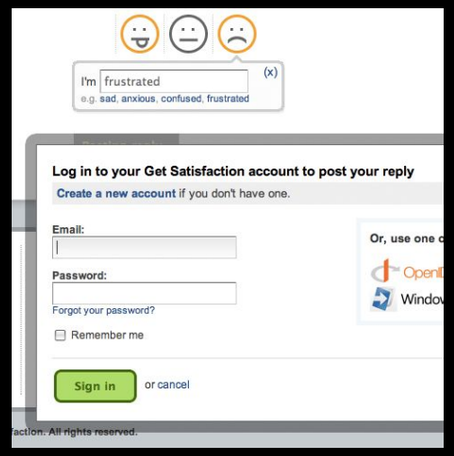
SUBMIT

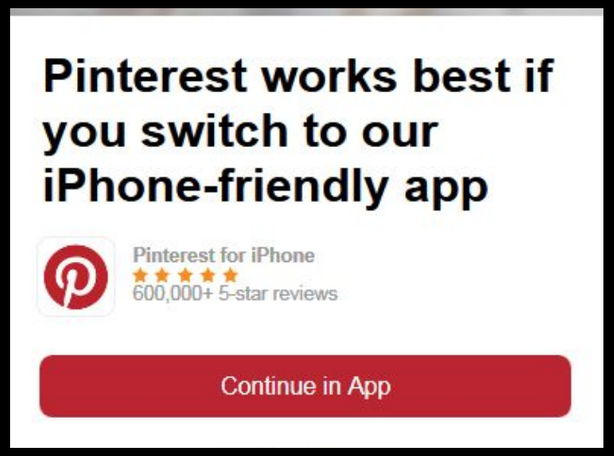
# Usability

it’s really important

# If your users see...



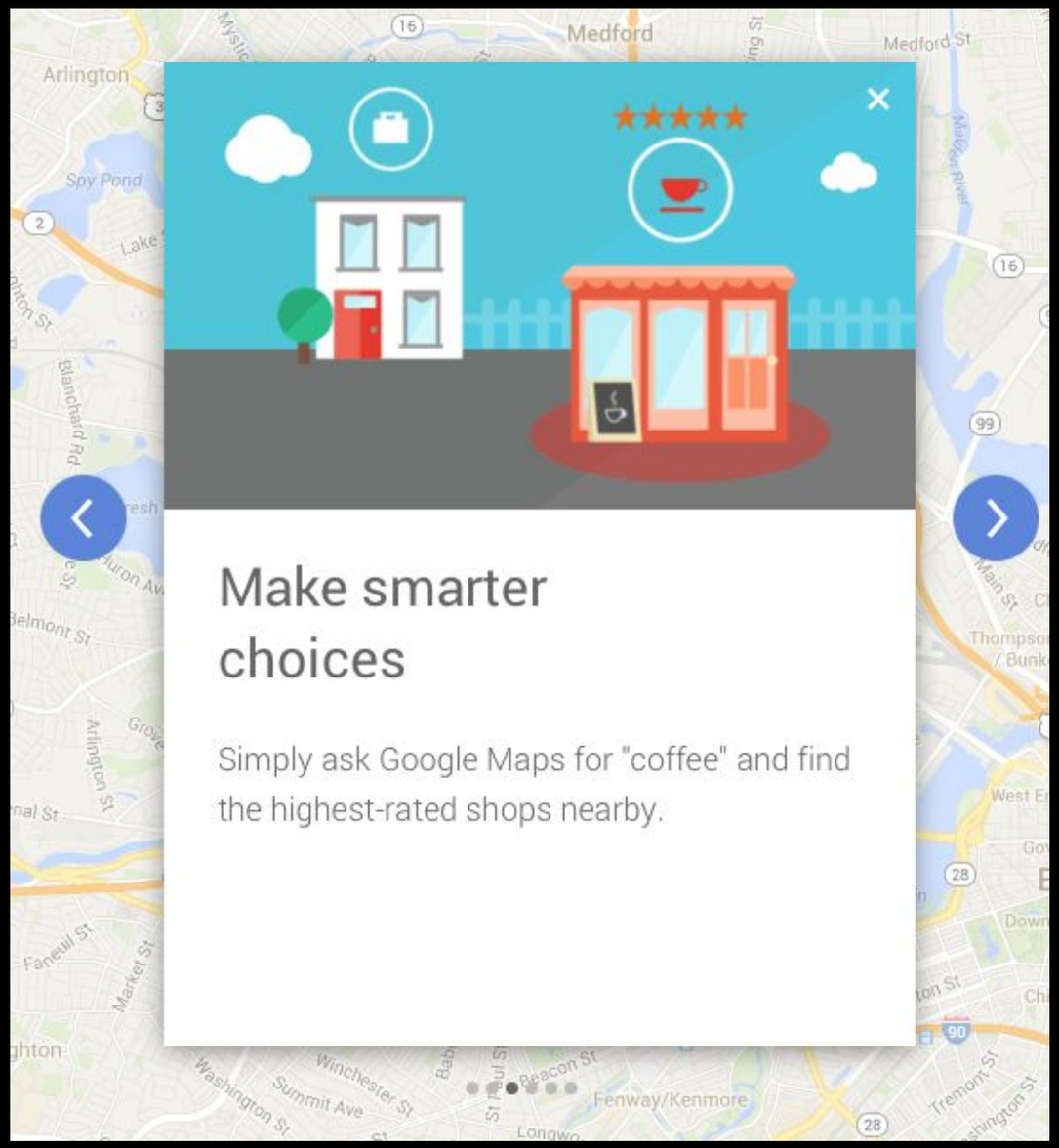

THEY LEAVE

# Ok... so what should I do then?

elements of good usability

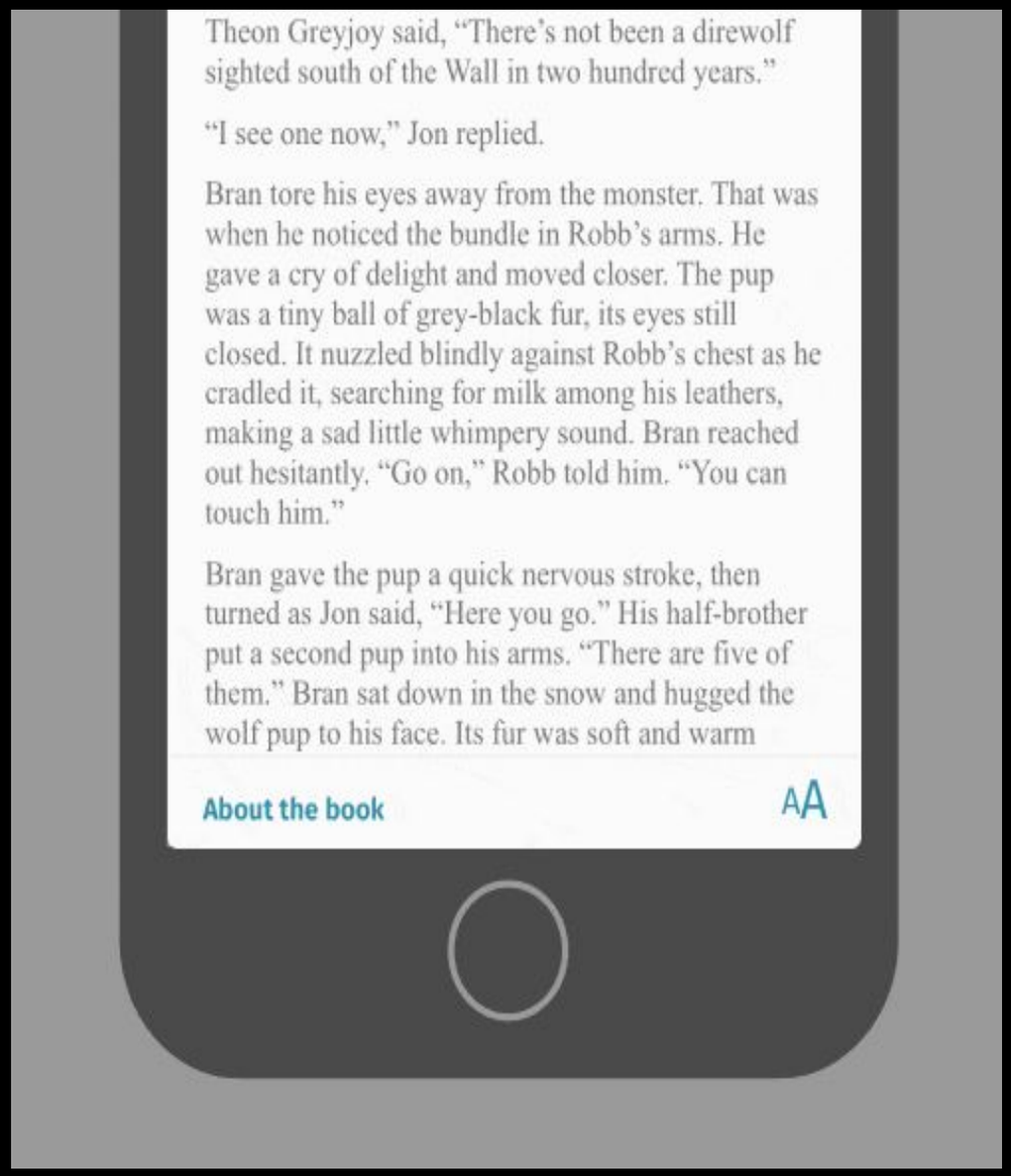
# Learnability

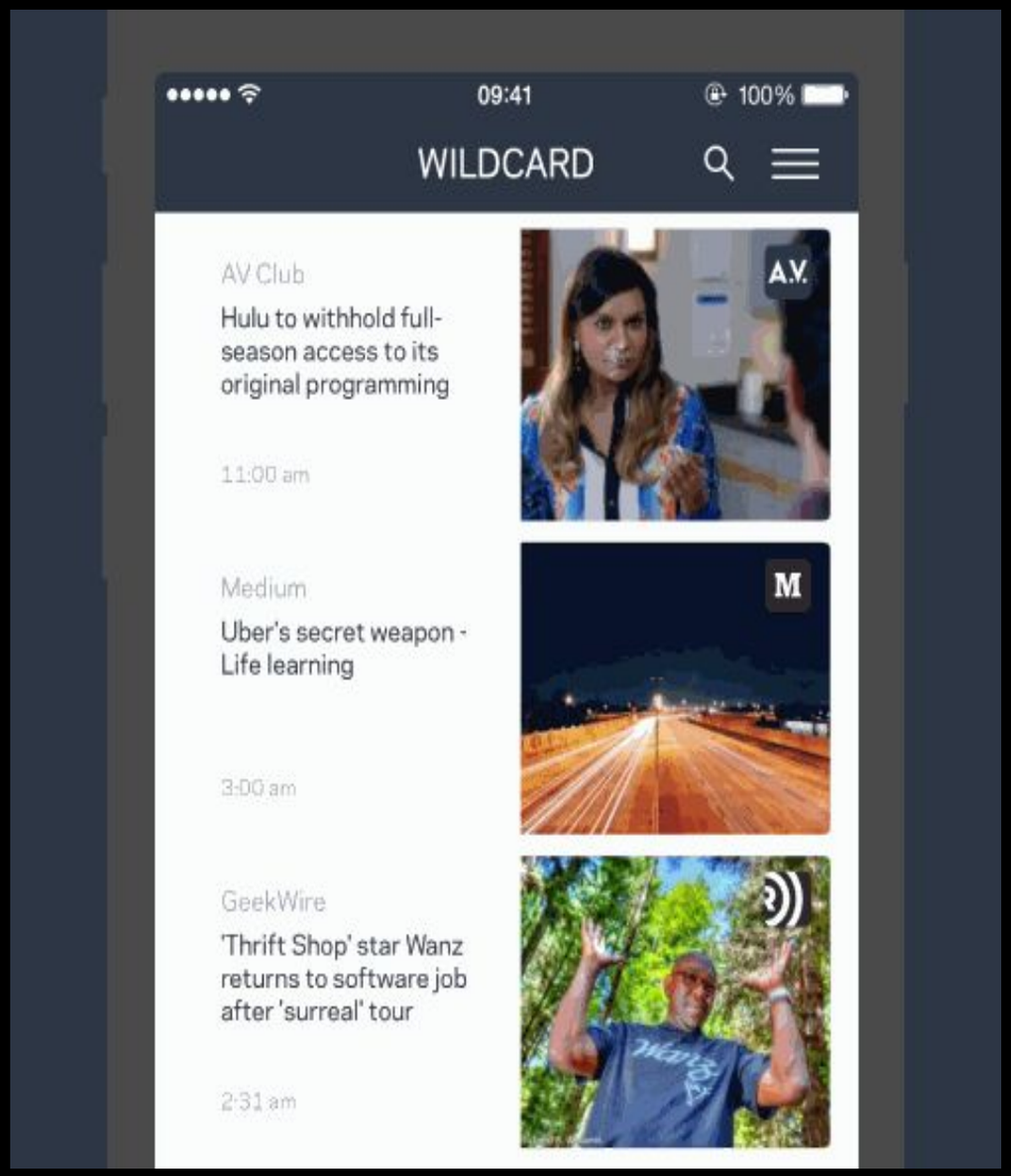
Ability of an interface to allow users to accomplish tasks on the first try


Medford
Medford St
Arlington
Spy Pond
Make smarter choices
Simply ask Google Maps for "coffee" and find the highest-rated shops nearby.
Fenway/Kenmore

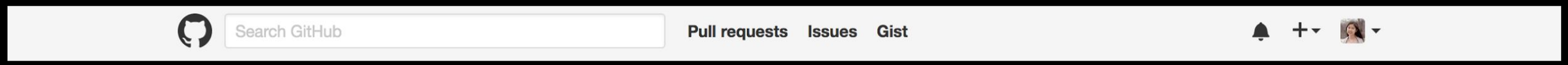
Welcome! Thank you for parking with us.
It's as easy as
1 PAY
2 PRINT
3 DISPLAY
3 DISPLAY
HERE
1 PAY
OR
2 PRINT
OR
CANCEL
INFORMATION
PUBLIC PARKING
ENFORCED EVERY DAY*
2 HOURS
8 A.M. to 9 P.M.
MONDAY–SUNDAY
1 HOUR = $1.50

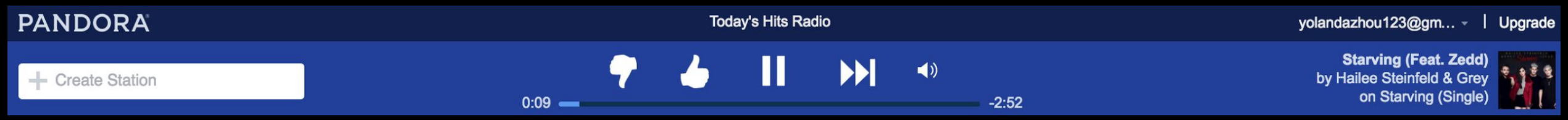
What do I do?



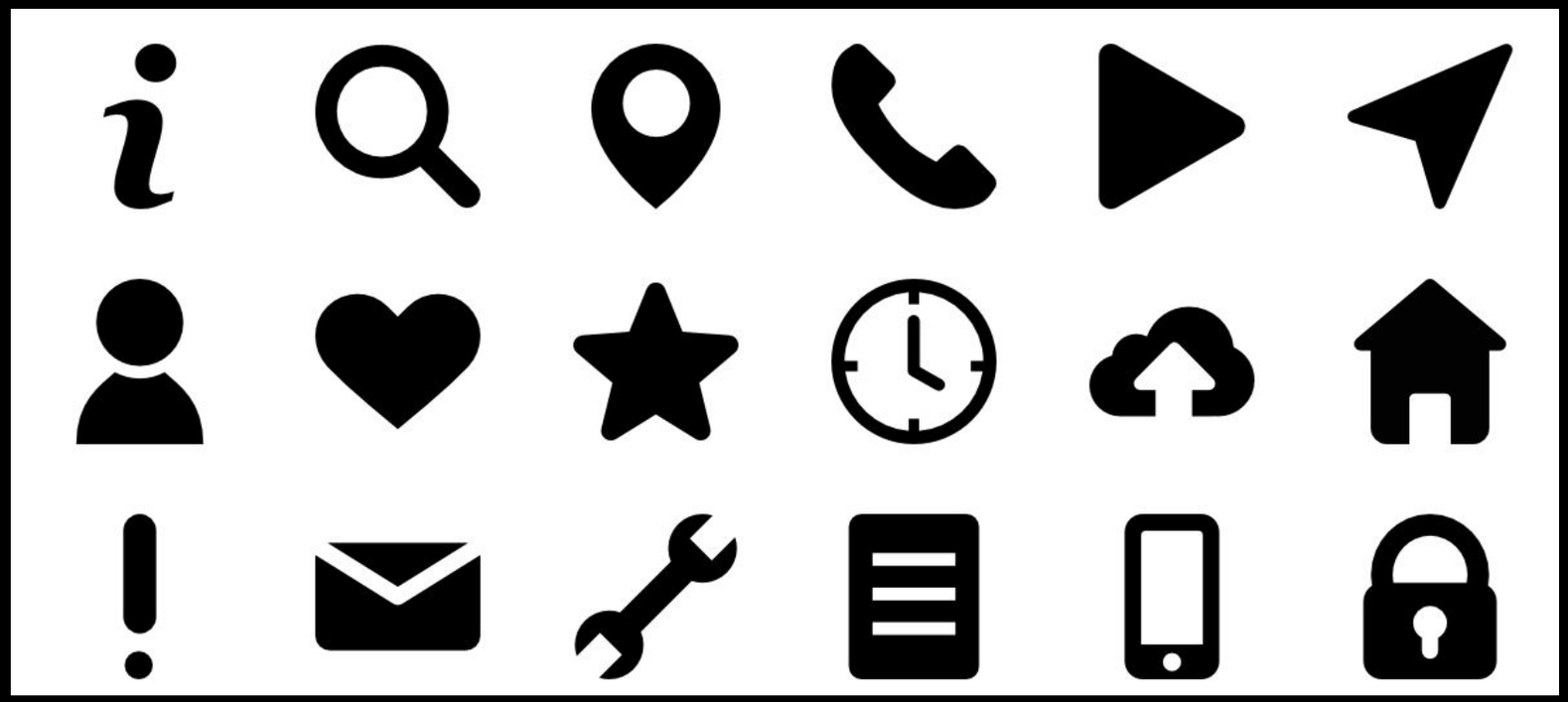



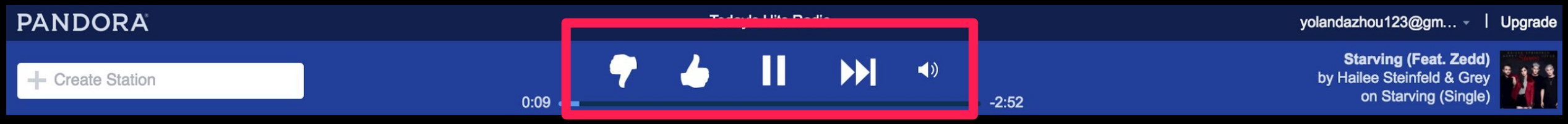

Did I do it right?





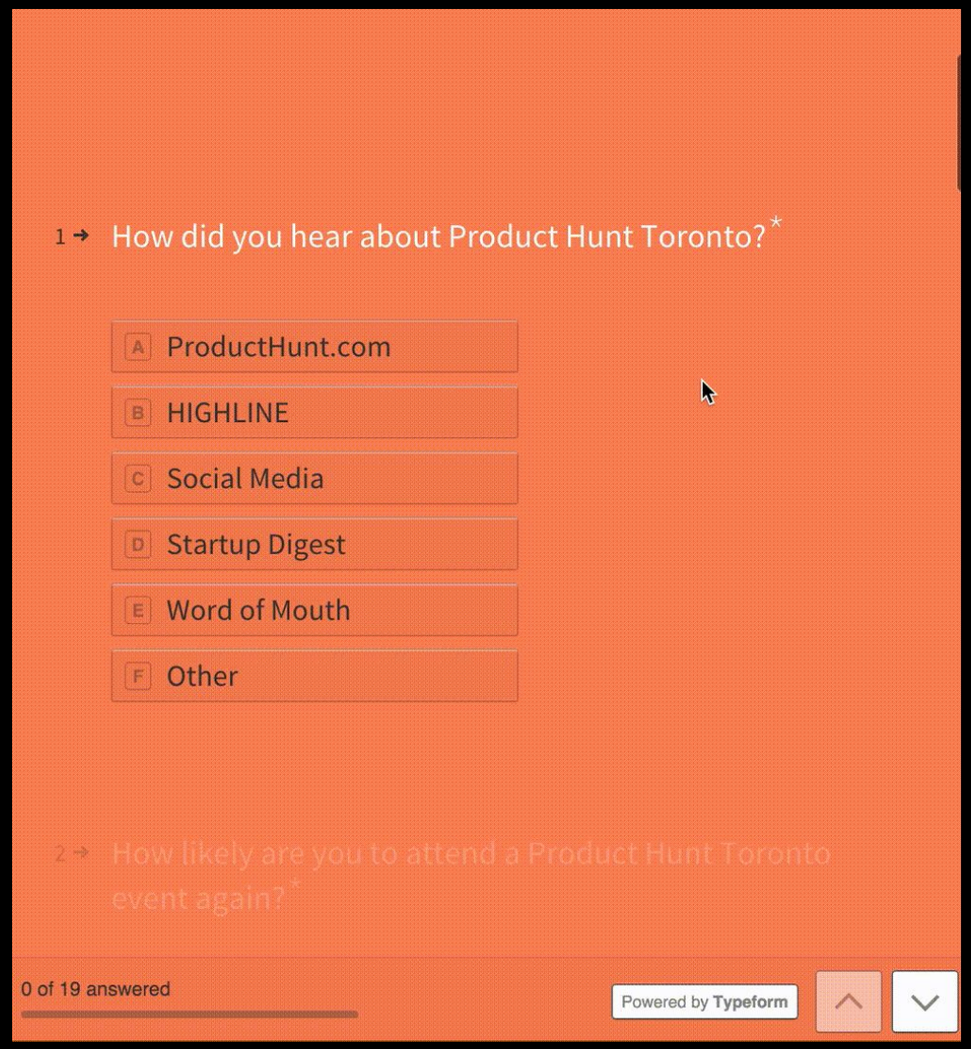

Is this what I think it should be?

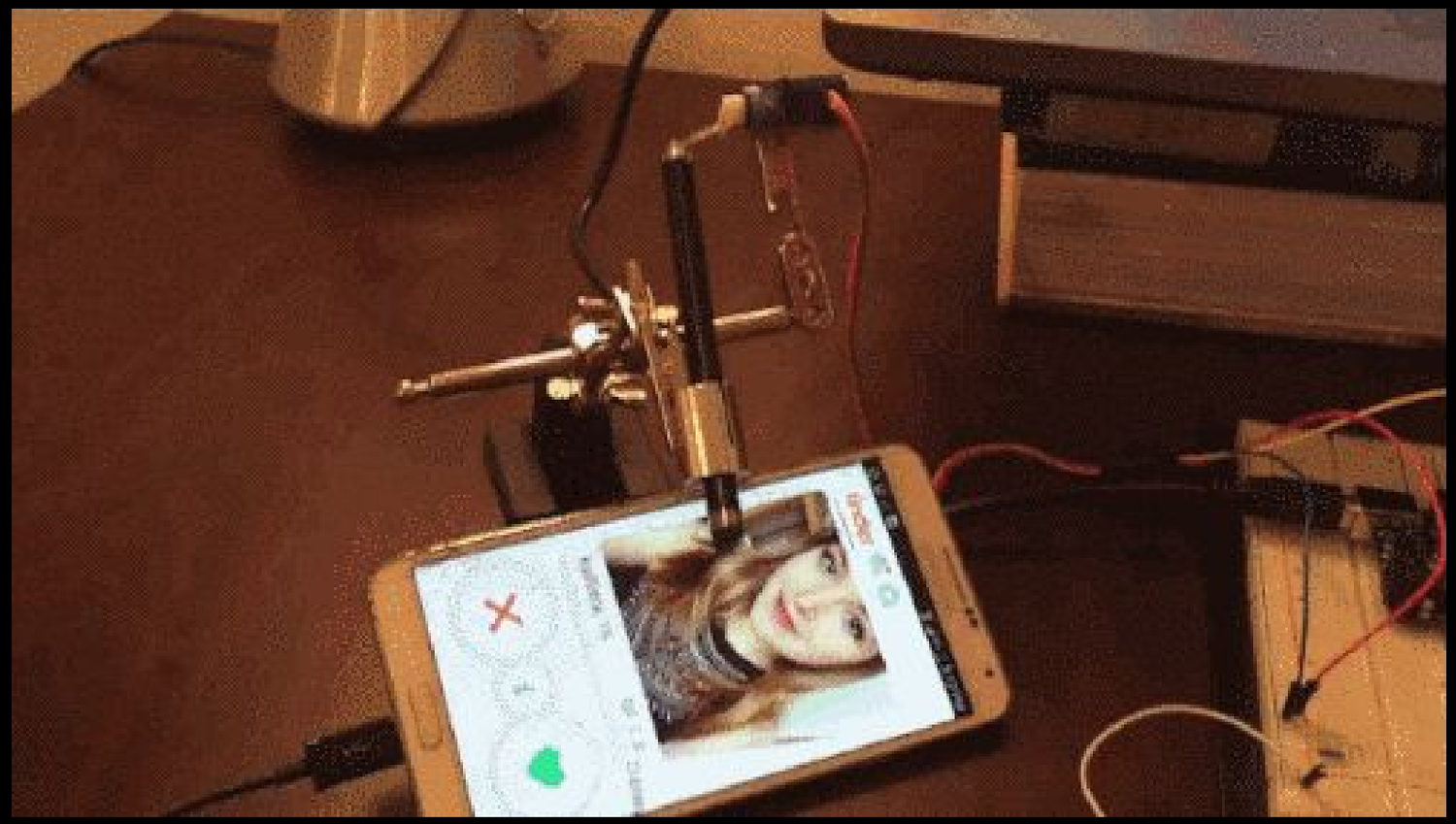



PANDORA
yolandazhou123@gm...
Upgrade
Create Station
0:09
-2:52
Starving (Feat. Zedd)
by Hailee Steinfeld & Grey
on Starving (Single)

# Efficiency

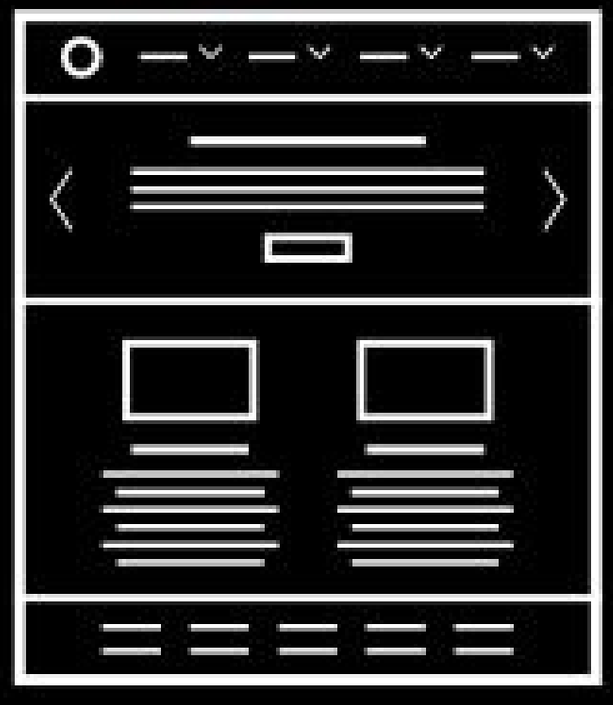
The speed at which tasks can be completed once learned



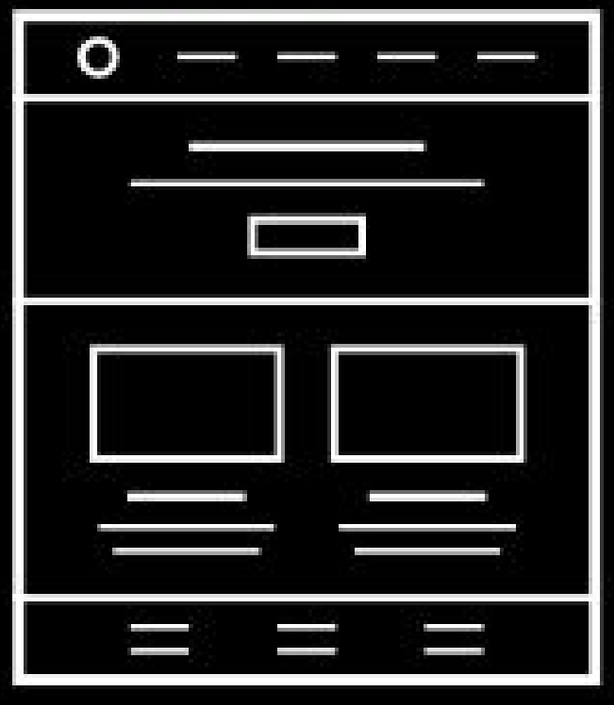



The faster the better

Bad UX



Good UX

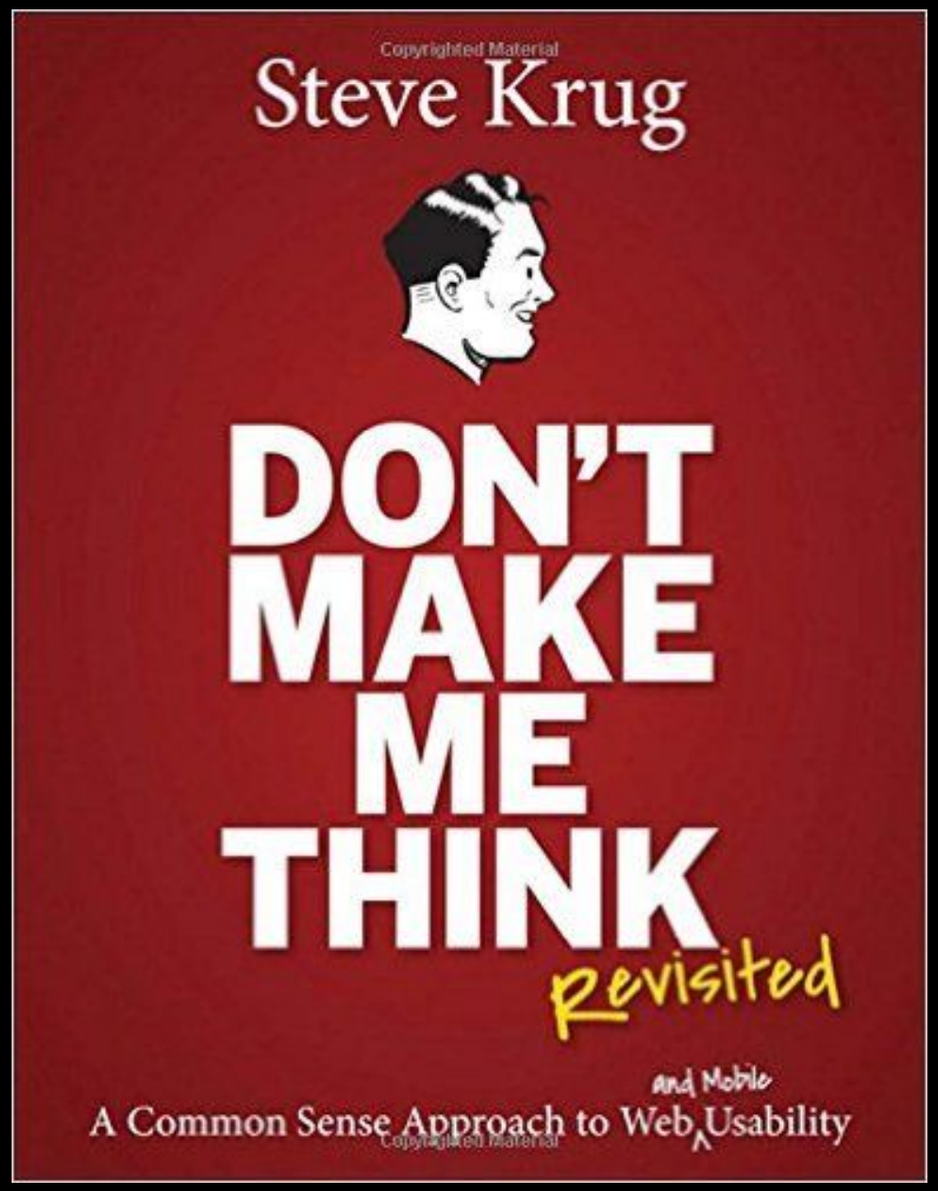


Jobs

Employment Opportunities

The less words the better

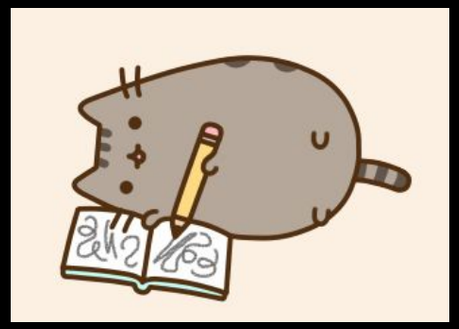
The less thinking the better

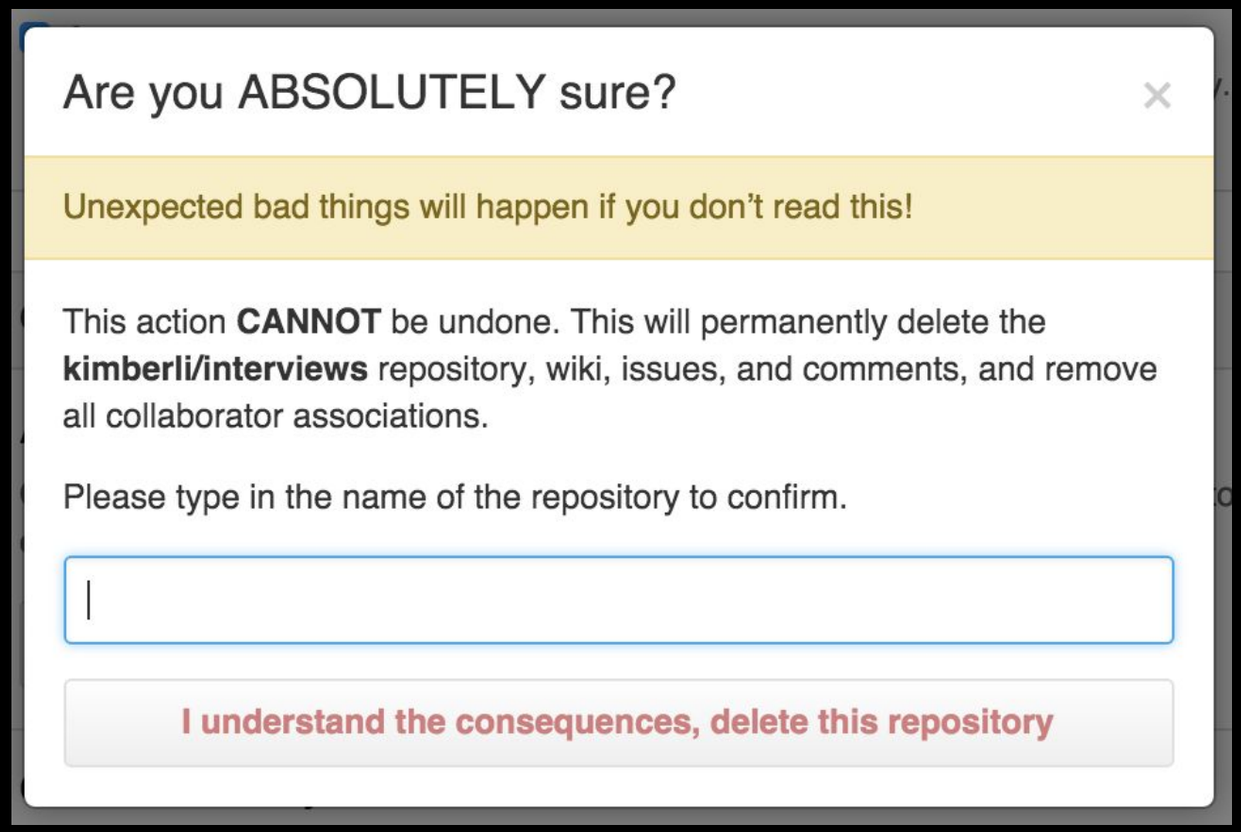


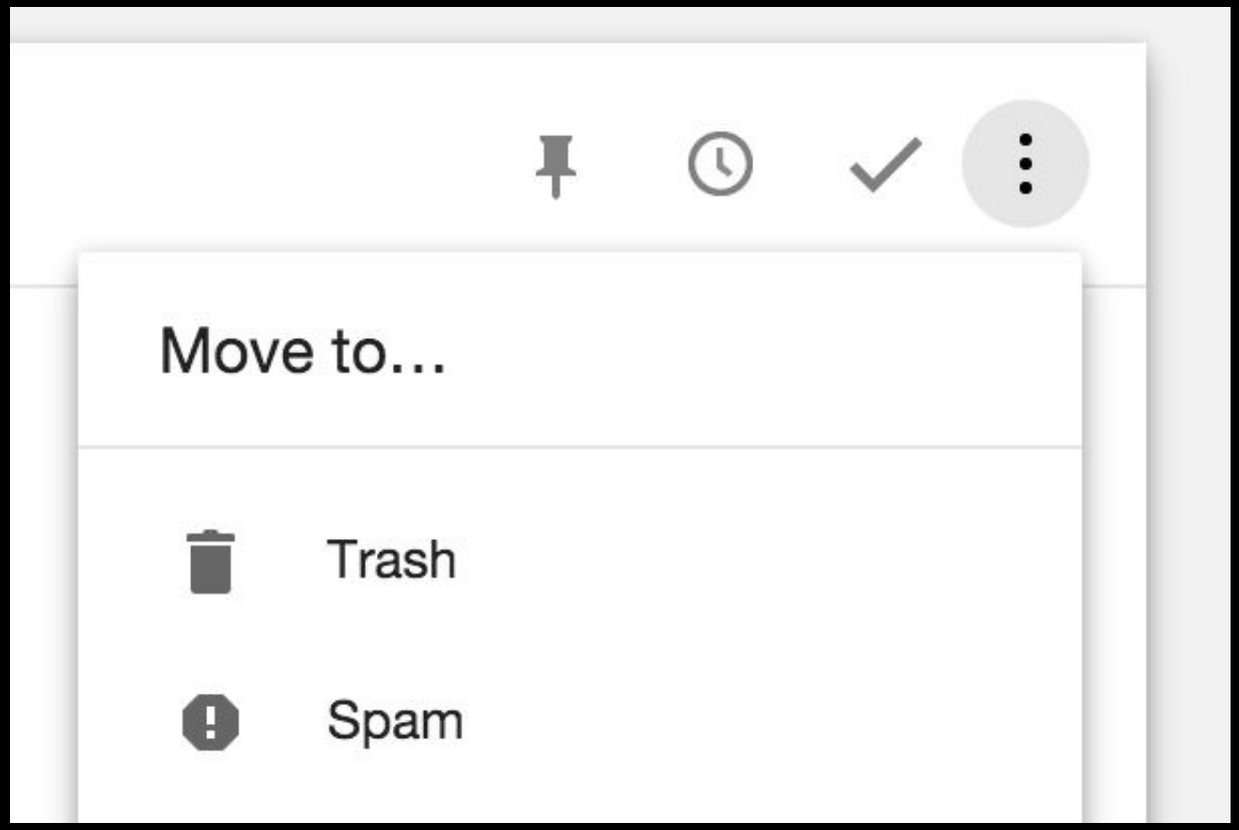

The less thinking the better

# Error Tolerance

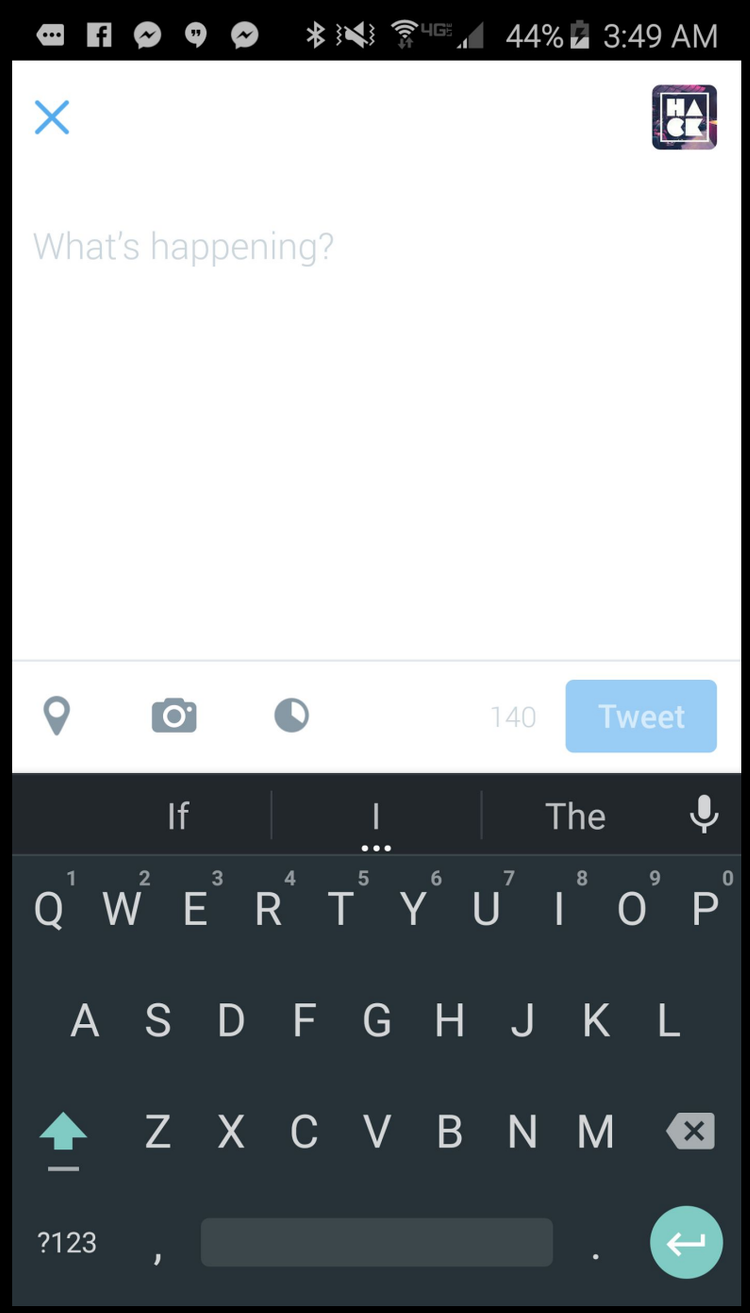
How well the product prevents errors and can help the user recover from mistakes

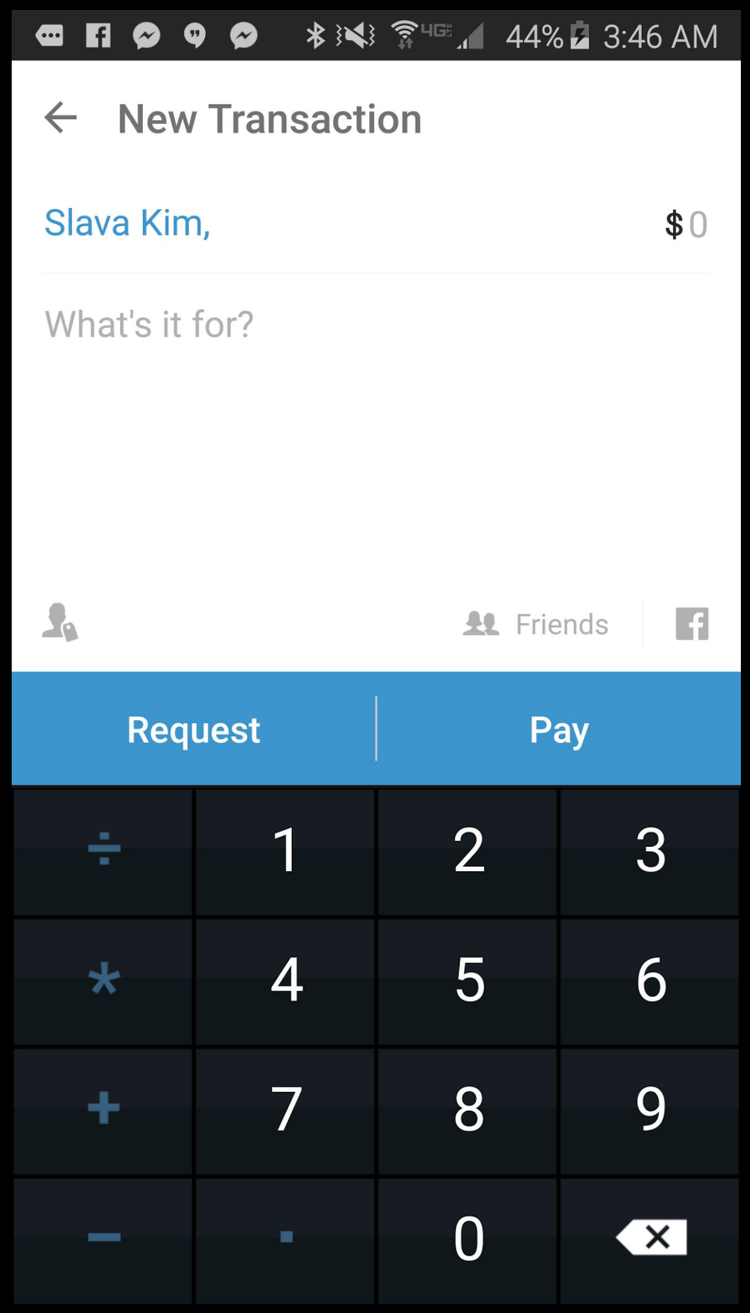




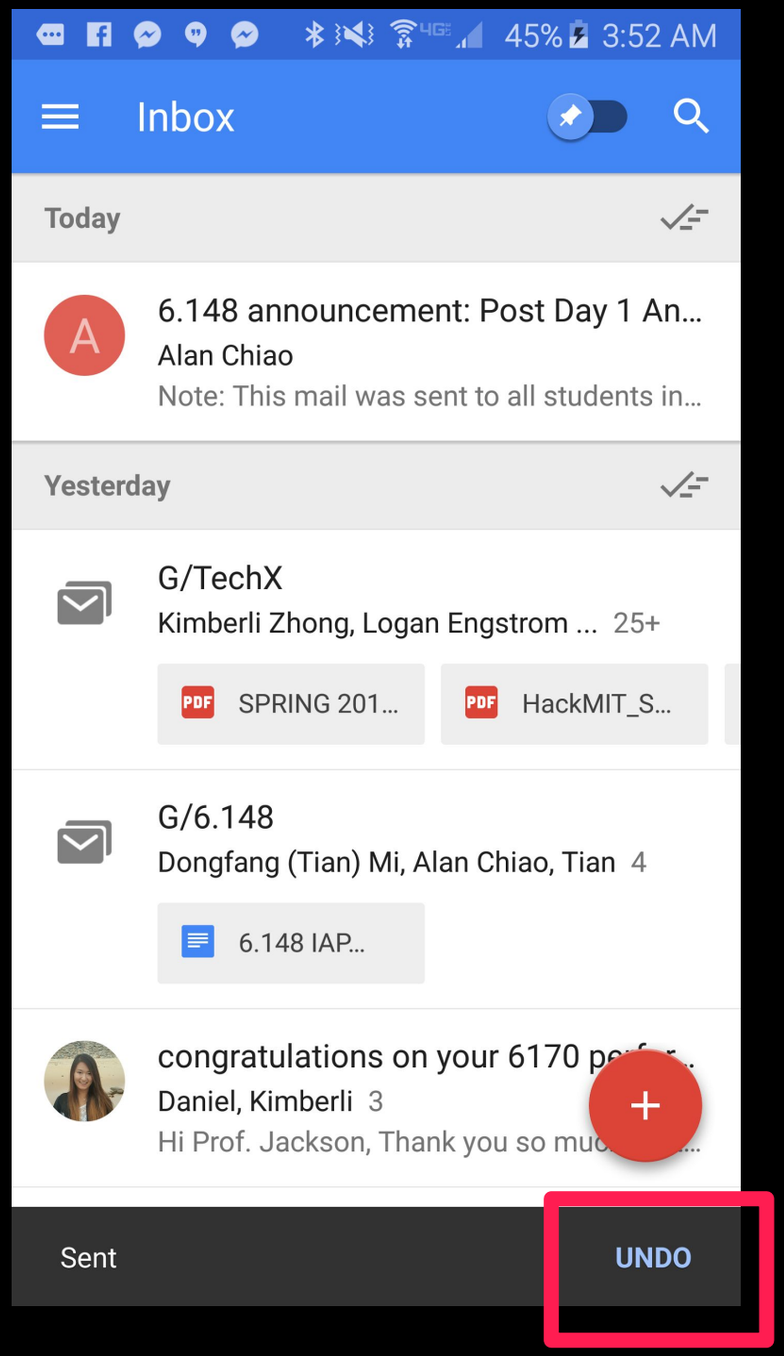



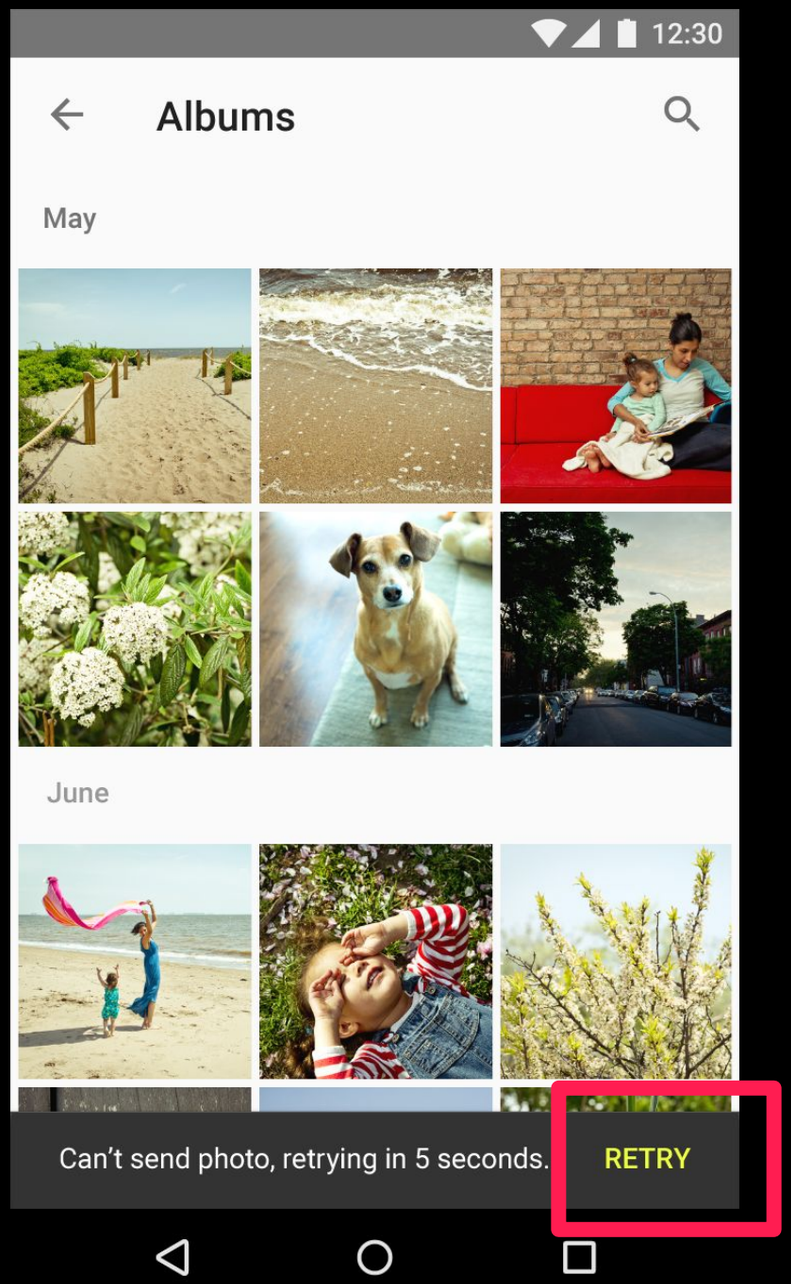

Make sure users know about bad things




Prevent errors before they happen




# Make recovery easy

Good design conveys

**emotion**

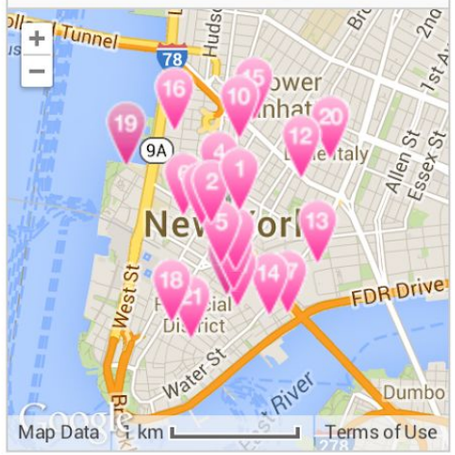
New York Vacation Rentals

localhost.airbnb.com/s/New-York--NY--United-States

airbnb BROWSE SIGN UP LOG IN HELP LIST YOUR SPACE

New York, NY, United States | Check in | Check out | 1 Guest | SEARCH | LIST | PHOTO | MAP

Redo search in map




**Room type**

- Entire home/apt 771
- Private room 353
- Shared room 40

Show More...

**Price**

$10 — $1000+

**Neighborhood**

- Midtown 212
- Hell's Kitchen 116
- Upper West Side 113
- Harlem 106

Show More...

**1000+ Rentals (New York)** SHARE

1
**Beautiful, cozy 1BR E.48**
Entire home/apt — New York >
$290 Per night

2
**StudioSleeps 4 internet**
Entire home/apt — New York >
1 other review
$119 Per night

3
**Tribeca Studio Apartment**
Entire home/apt — New York >
$219 Per night

4
**Gorgeous TriBeCa studio**
Entire home/apt — New York >
1 review
$190 Per night

5
**2 B/R 2 BATHS LUXUREY APA**
Private room — New York >
$450 Per night

6
**Tribeca lux**
Entire home/apt — New York >
3 reviews 3 other reviews
$150 Per night

Vacation Rentals, Homes,

https://www.airbnb.com

airbnb

Brian Help List Your Space

# WELCOME HOME

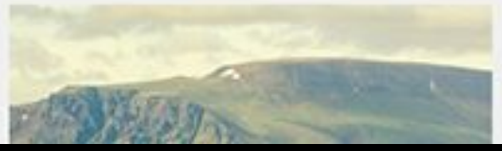
Rent unique places to stay from local hosts in 190 countries.

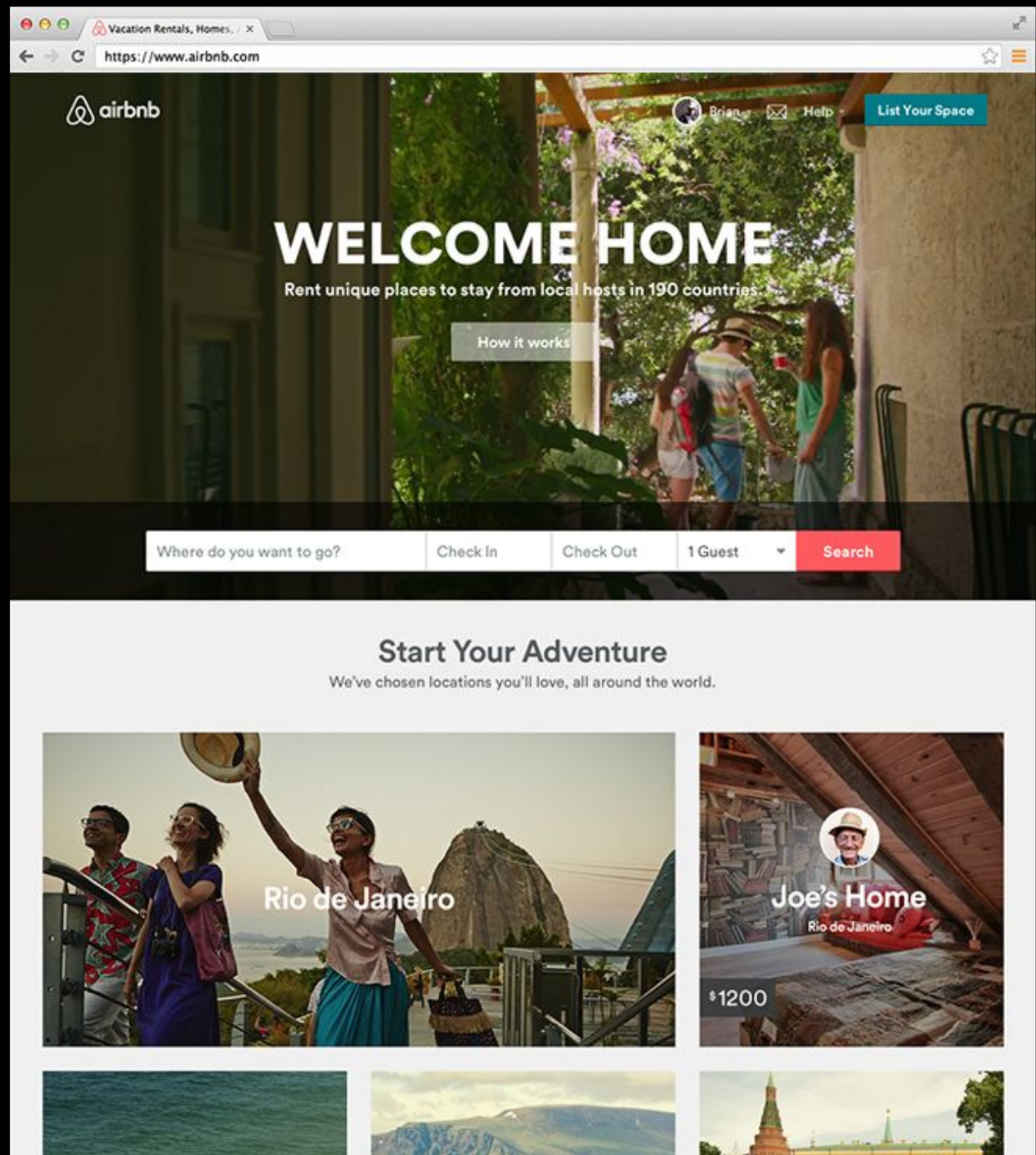
How it works

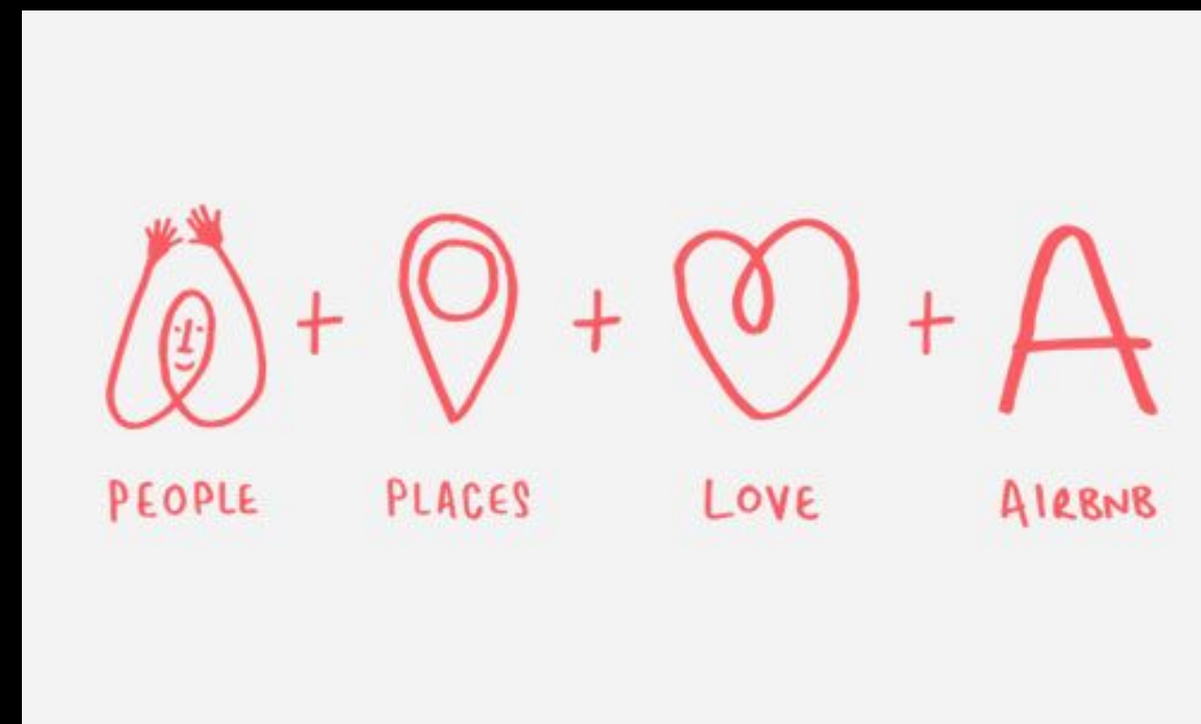
Where do you want to go? | Check In | Check Out | 1 Guest | Search

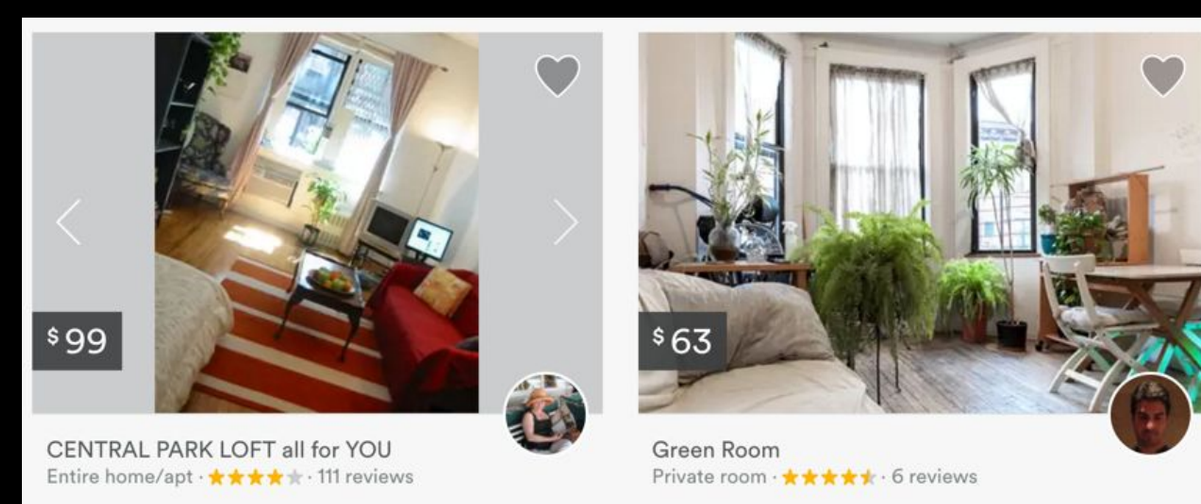
## Start Your Adventure

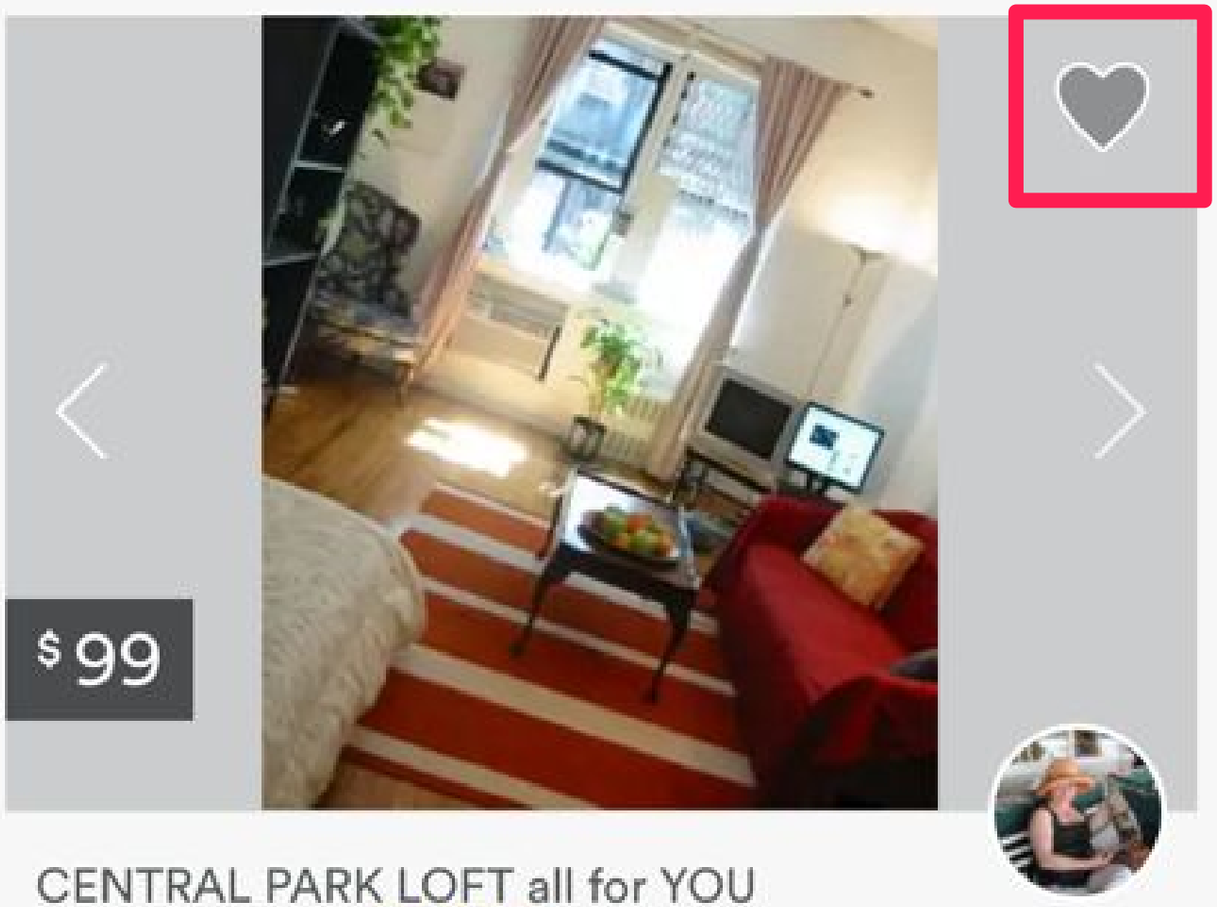
We've chosen locations you'll love, all around the world.




Vacation Rentals, Homes,
https://www.airbnb.com
airbnb
Brian
Help
List Your Space
WELCOME HOME
Rent unique places to stay from local hosts in 190 countries.
How it works
Where do you want to go?
Check In
Check Out
1 Guest
Search
Start Your Adventure
We've chosen locations you'll love, all around the world.
Rio de Janeiro
Joe's Home
Rio de Janeiro
$1200


PEOPLE
PLACES
LOVE
AIRBNB


$99
CENTRAL PARK LOFT all for YOU
Entire home/apt · 111 reviews
$63
Green Room
Private room · 6 reviews




CENTRAL PARK LOFT all for YOU

Entire home/apt · ★★★★☆ · 111 reviews

Green Room

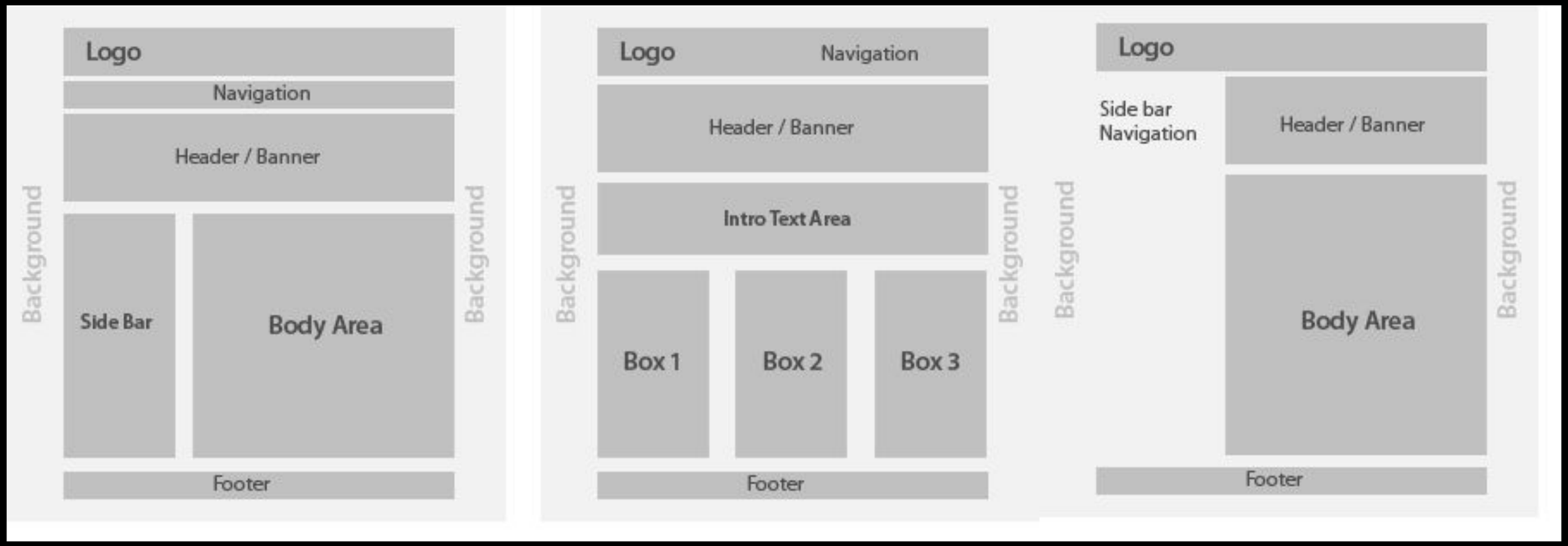
Private room · ★★★★½ · 6 reviews

# Let’s Actually Design

a quick intro to graphic/web design

# Layouts

Follow standard layouts



# Layouts

Follow standard layouts

Use grids

# Layouts

Follow standard layouts

Use grids

More whitespace

## MacBook

Light. Years ahead.

Learn more › Buy ›

## iMac

Retina. In colossal and ginormous.

Learn more › Buy ›

Google

Google Search

I'm Feeling Lucky

# Layouts

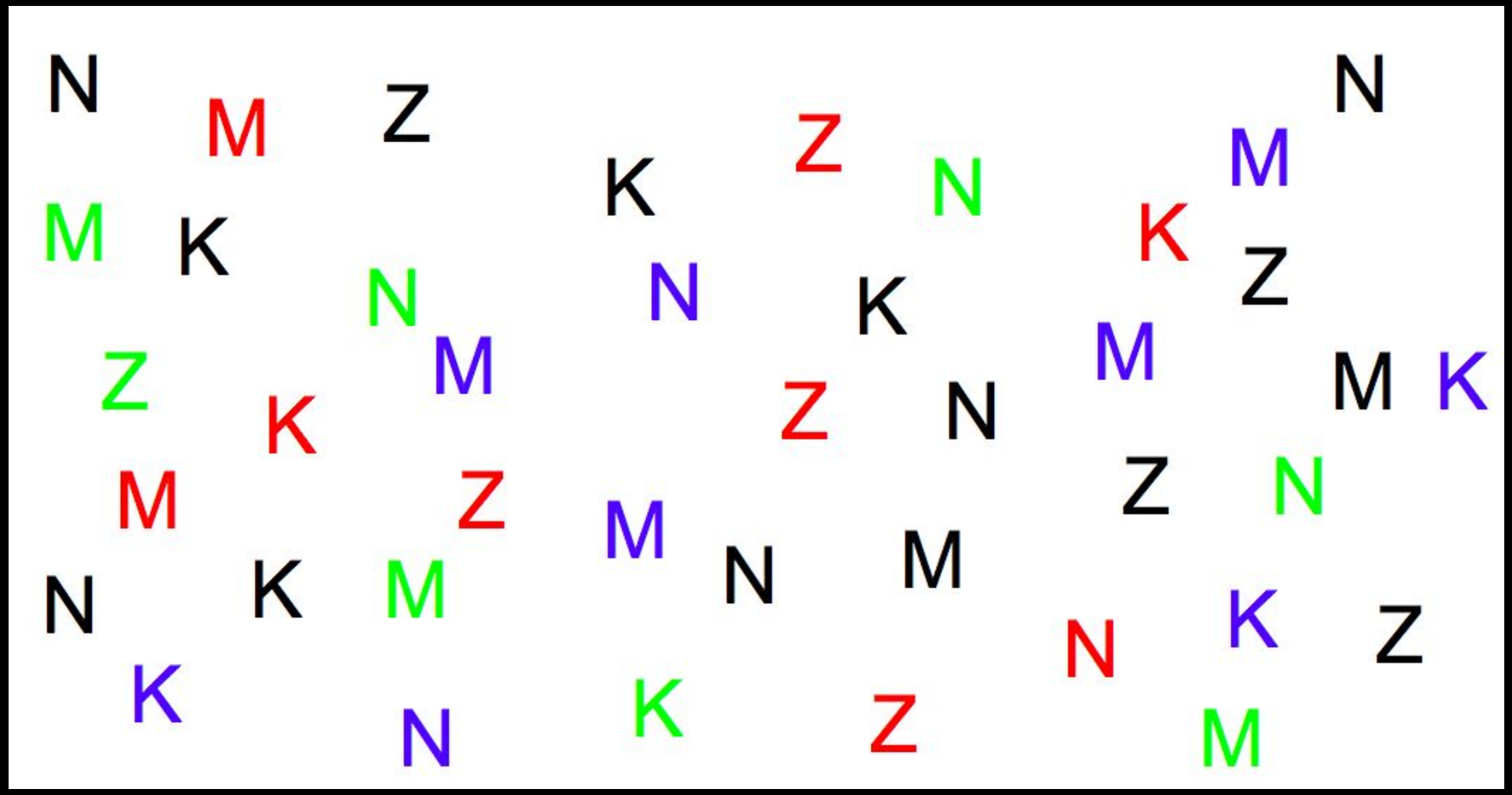
Follow standard layouts

Use grids

More whitespace

Design responsively

# Colors



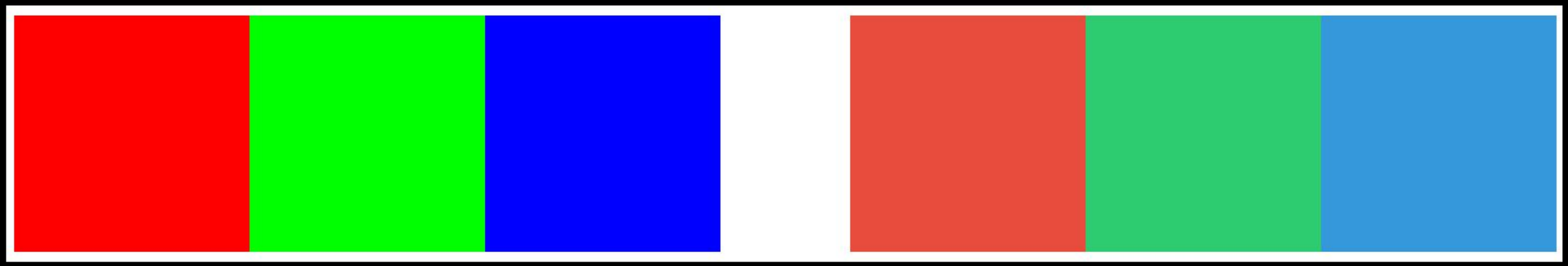
# Colors

Colors represent emotions

# Colors

Colors represent emotions

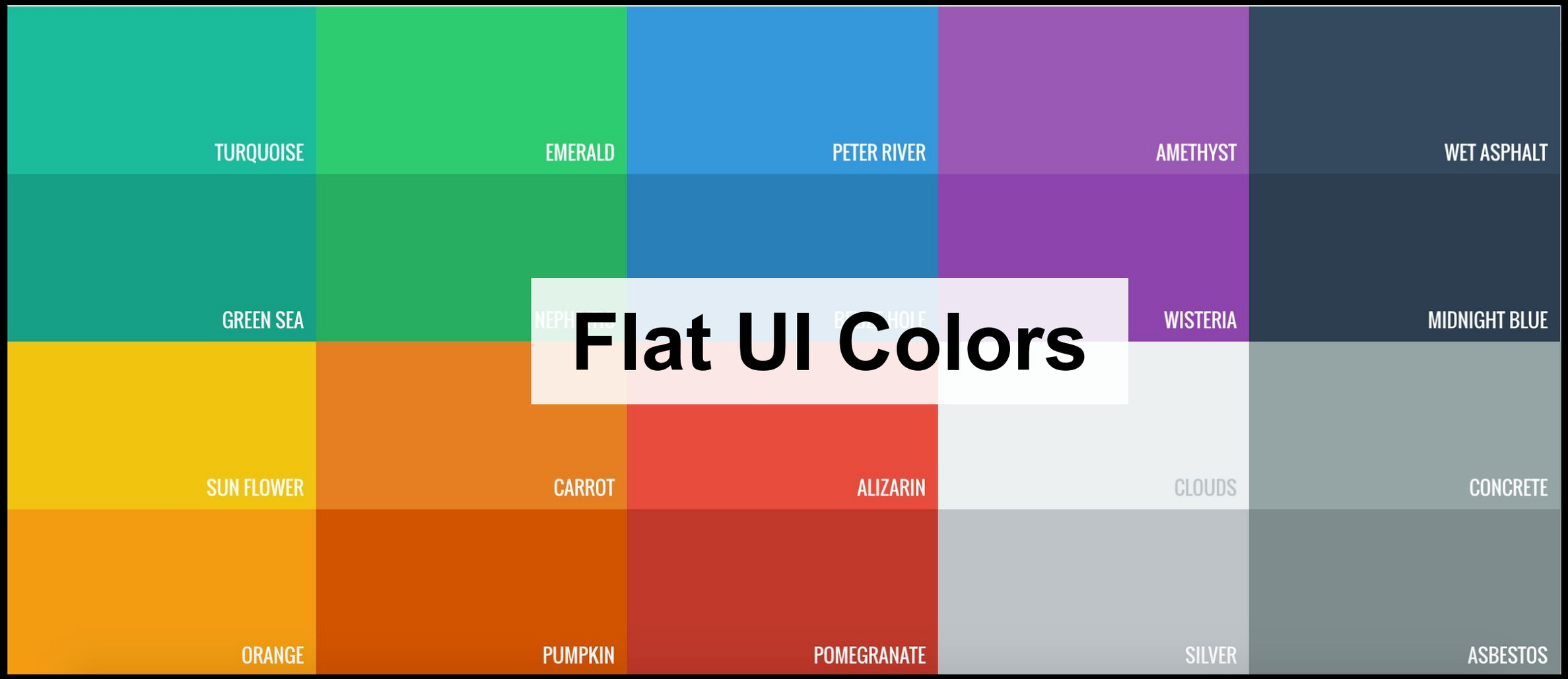
Use web friendly colors



# Colors

Colors represent emotions

Use web friendly colors



# Colors

Colors represent emotions

Use web friendly colors

**Material UI Colors**

# Colors

Colors represent emotions

Use web friendly colors

Generally don’t use more than 3 colors (besides black and white)

# Colors

Colors represent emotions

Use web friendly colors

Generally don’t use more than 3 colors (besides black and white)

Tools:

Adobe Color CC

Paletton

Coolors

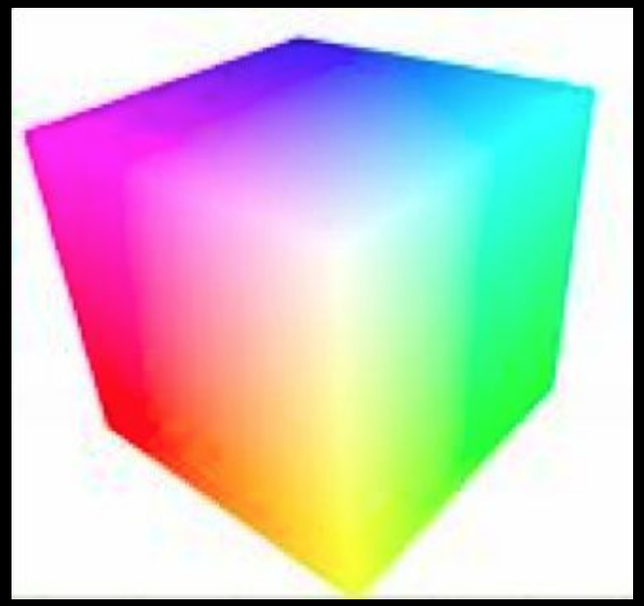
# Colors

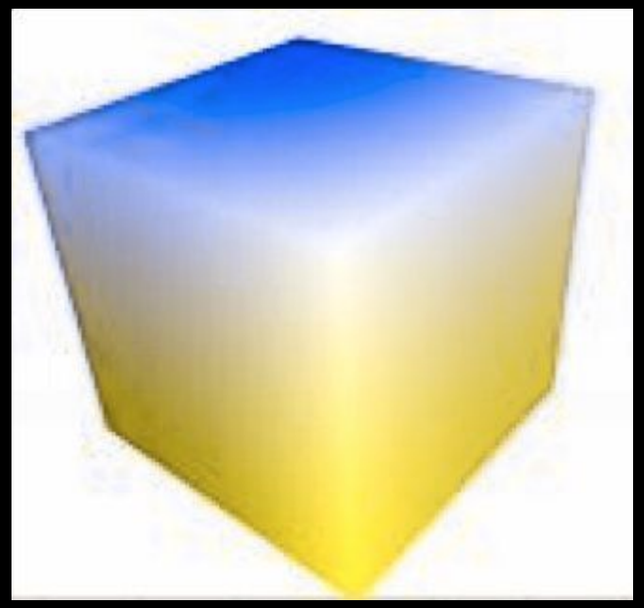
Colors represent emotions

Use web friendly colors

Generally don’t use more than 3 colors

Don’t use red and green for contrast



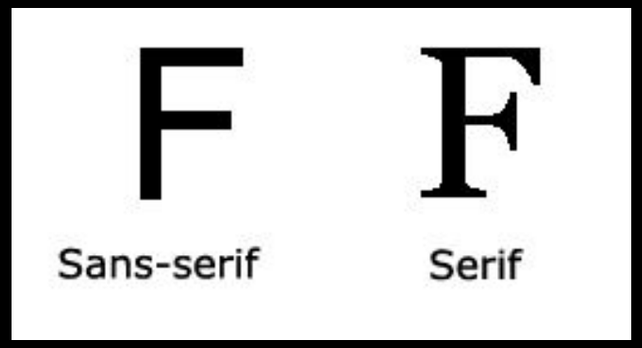


# Fonts

Fonts also represent emotions

# Fonts

Fonts also represent emotions




**Serif**: good for long text or traditional look

Times New Roman, Garamond, Georgia

**San-serif**: good for a more modern look

Arial, Helvetica, Trebuchet MS, Verdana, Calibri

**Script/Decorative**: use sparingly and only for titles

*Dancing Script*, Lobster, AMATIC SC, PERMANENT MARKER

Comic Papyrus

barthandco.com

Copperplate Gothic

Rage italic
Mistral
Boingo

Comic Sans

TRAJAN
Impact
Black Chance Apple Chancery
Times New Roman
Elephant
Gloucester MT Extra Condensed
Papyrus
Century Gothic
Candara
Brush Script MT
Monotype Cursiva
Segoe Print
Pristina
Zapfino
Bleeding cowboys
Courier
Chiller
Bradley Hand
Scriptina
Lucida Calligraphy
Jokerman
Hobo std
Kristen ITC
Chocolate /Chocolate Box

Curly/Curlz MT
ENGRAVERS MT
Romance Fatal Serif
Harrington
Northwood High
Passion / Passion's Conflict
STENCIL
AN UNFORTUNATE EVENT
Occidental
Old Town / Western
Satisfaction
Story book
Mister Spooky
Beyond Wonderland
Forte
Giddyup
Birth of a Hero

Freebooter Script
Some Weatz Swashes
Gigi
Cooper
Harabara
Viner Hand
ALGERIAN
MORPHEUS
ABADDON
Vivaldi
French Script
Tempus Sans

Google Fonts

Roboto
Christian Robertson (12 styles)

All their equipment and instruments are

Open Sans
Steve Matteson (10 styles)

Almost before we knew it, we had left the ground.

Slabo 27px
John Hudson (1 style)

A shining crescent far beneath the flying vessel.

Lato
Łukasz Dziedzic (10 styles)

It was going to be a lonely trip back.

Roboto Condensed
Christian Robertson (6 styles)

My two natures had memory in common.

Oswald
Vernon Adams (3 styles)

Silver mist suffused the deck of the ship.

Source Sans Pro
Paul D. Hunt (12 styles)

The face of the moon was in shadow.

Montserrat
Julieta Ulanovsky (2 styles)

She stared through the window at the

Raleway
Multiple Designers (18 styles)

The recorded voice scratched in the speaker.

PT Sans
ParaType (4 styles)

The spectacle before us was indeed sublime.

Merriweather
Sorkin Type (8 styles)

Then came the night of the first falling star.

Roboto Slab
Christian Robertson (4 styles)

Waves flung themselves at the blue evening.

Lora
Cyreal (4 styles)

All their equipment and instruments are

Open Sans Condensed
Steve Matteson (3 styles)

A red flair silhouetted the jagged edge of a wing.

Droid Sans
Steve Matteson (2 styles)

I watched the storm, so beautiful yet

Ubuntu
Dalton Maag (8 styles)

A shining crescent far beneath the flying vessel.

# Fonts

Fonts also represent emotions

Don’t use more than 2 or 3 fonts in total

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Don’t use more than 2 or 3 fonts in total

Before changing font, consider changing:

- Font weight
- Font size
- Color
- Capitalization (all caps, small caps)
- Letter spacing

# Actually Doing Things

Try things

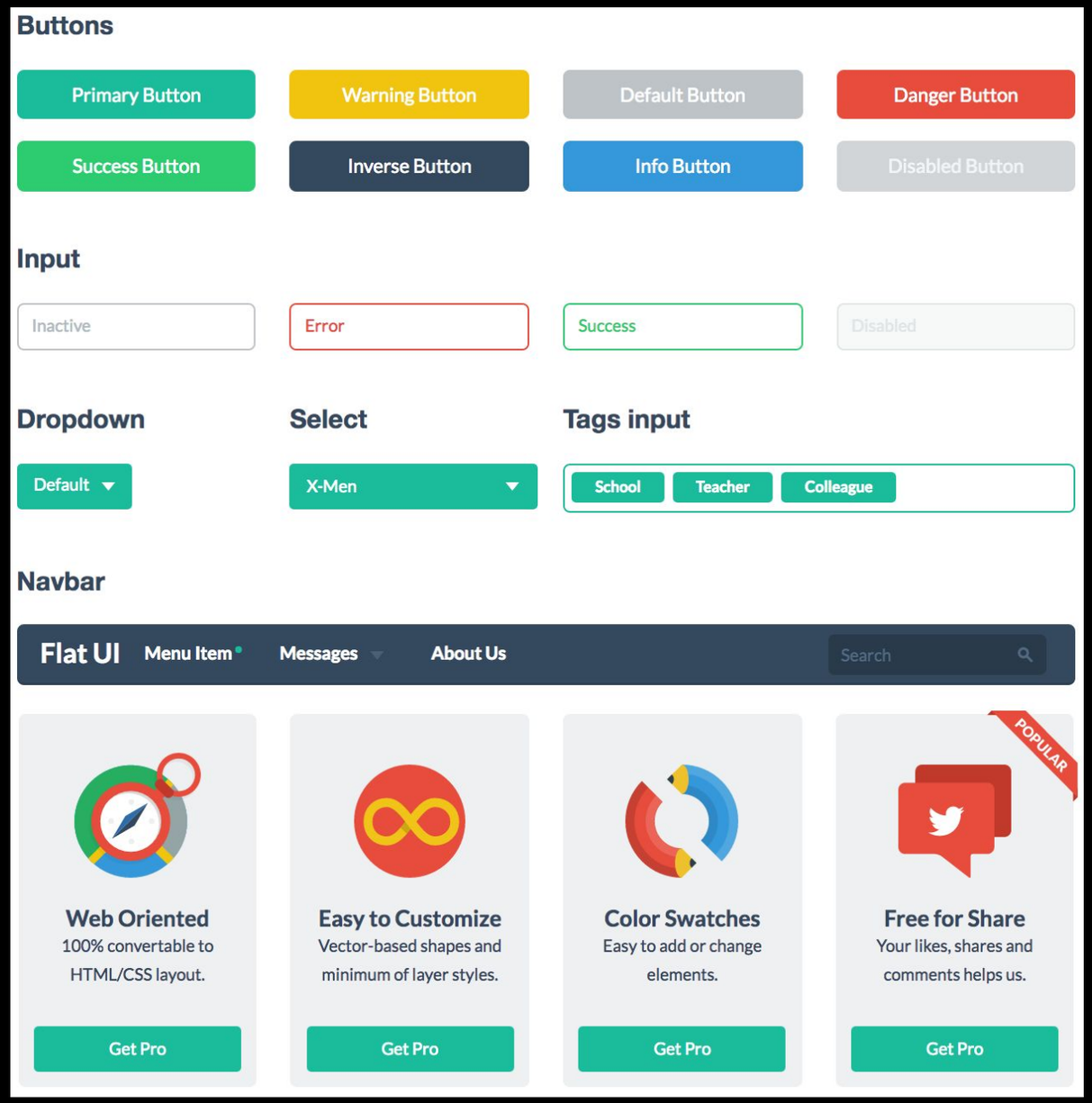
Copy elements on websites you like

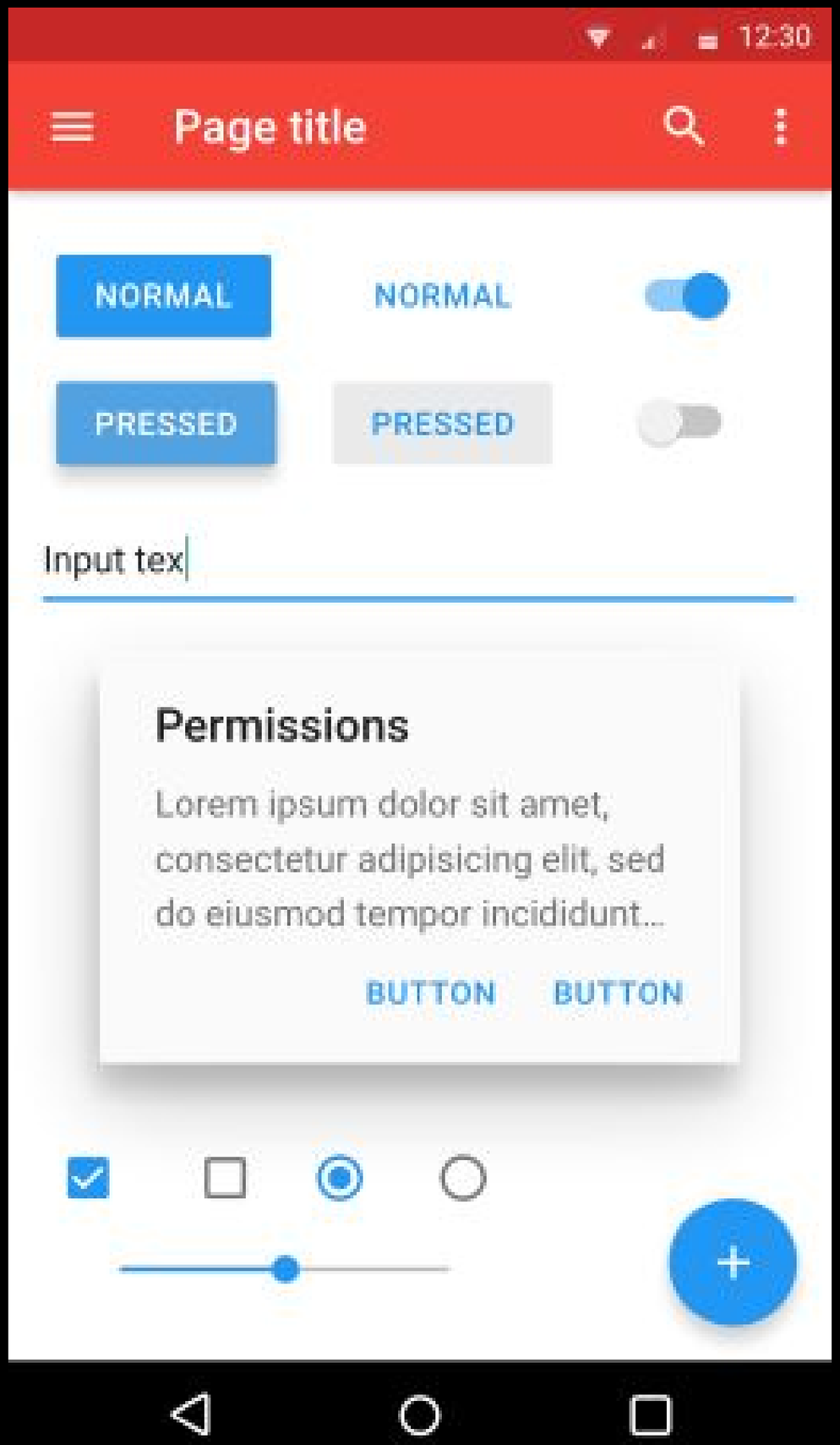
Ask Friends

# Current Trends

# Current Trends

## Flat UI & Material Design

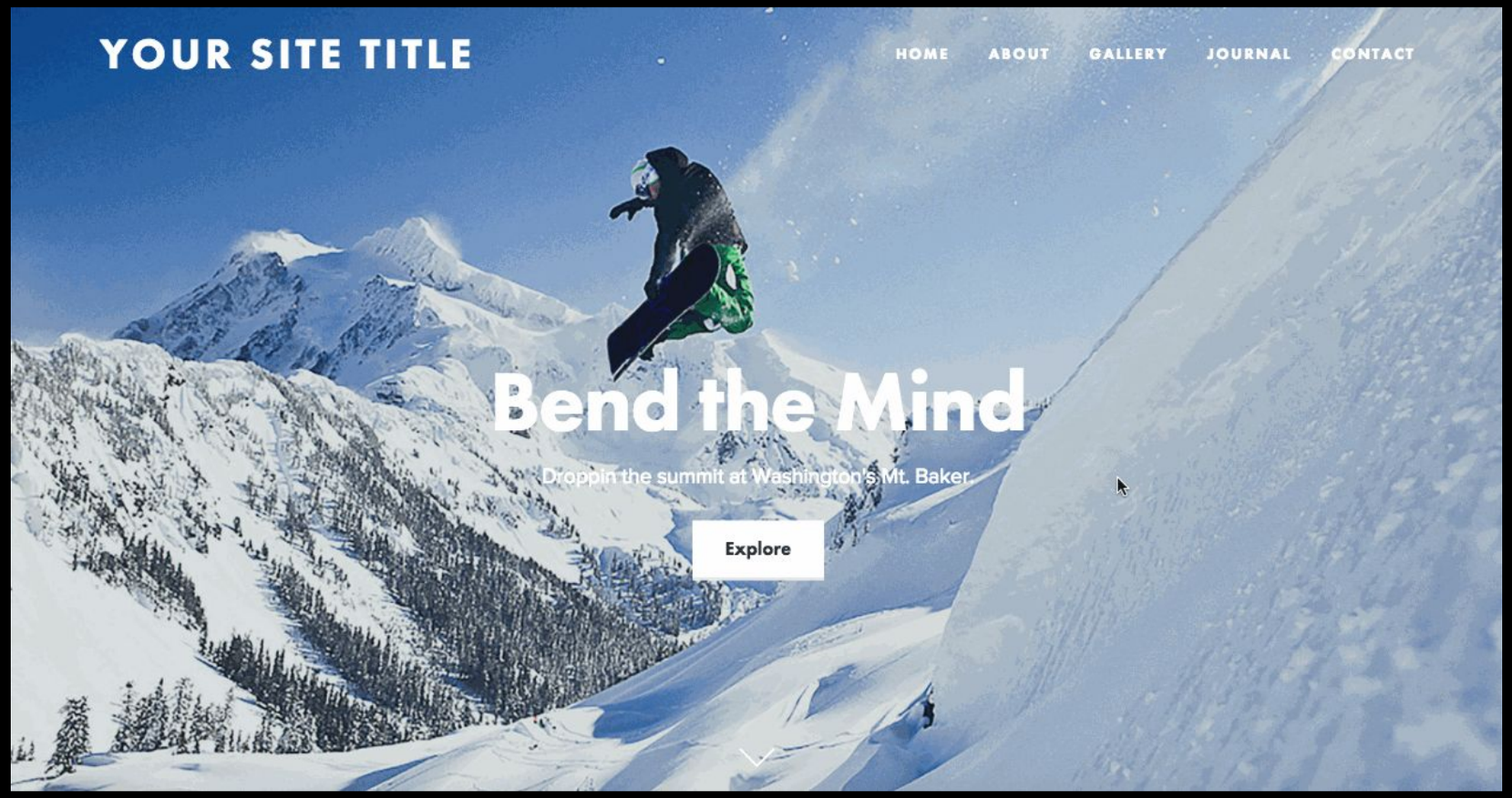


# Current Trends

Flat UI & Material Design

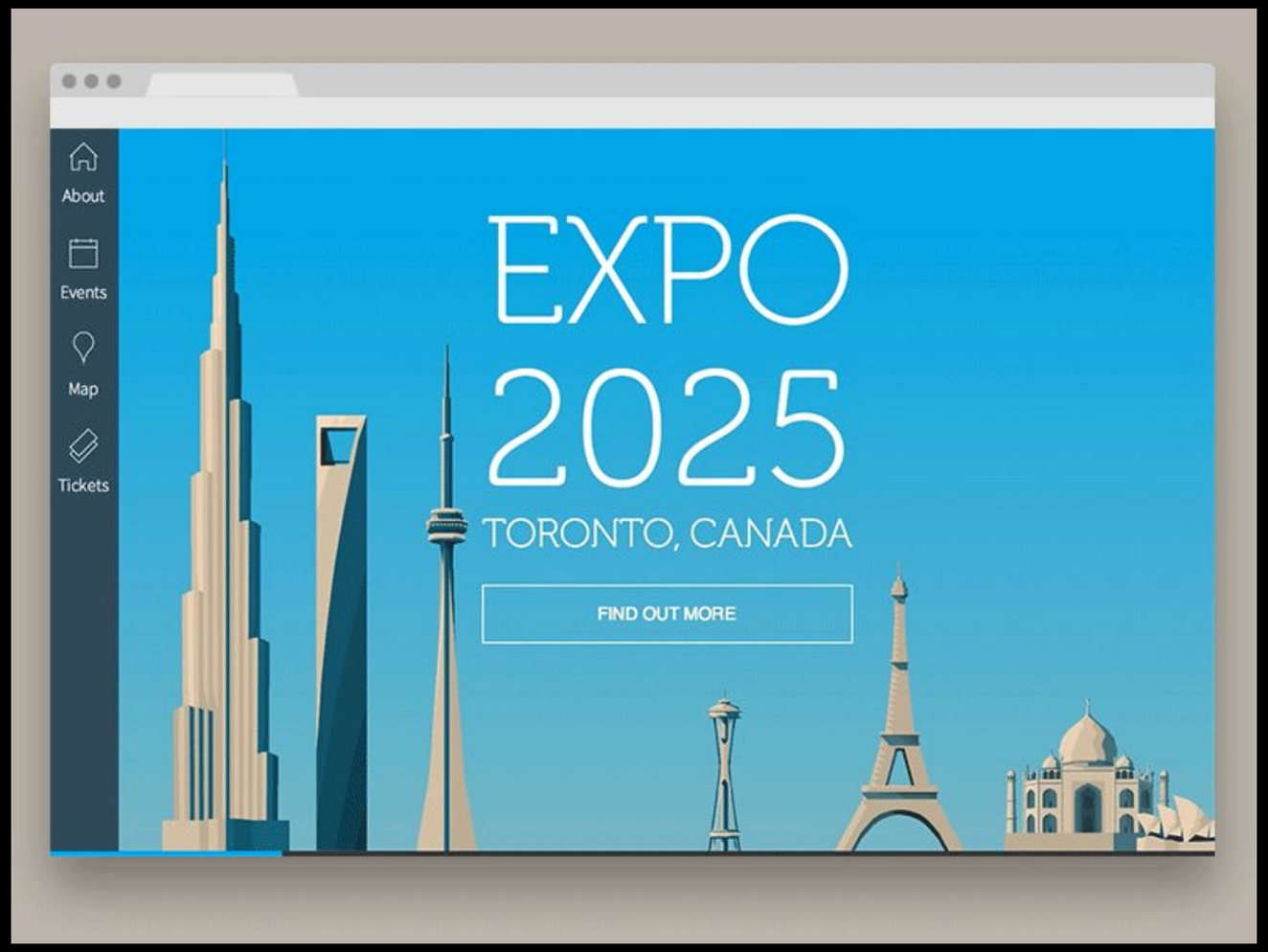
Parallax Scrolling



# Current Trends

Flat UI & Material Design

Parallax Scrolling

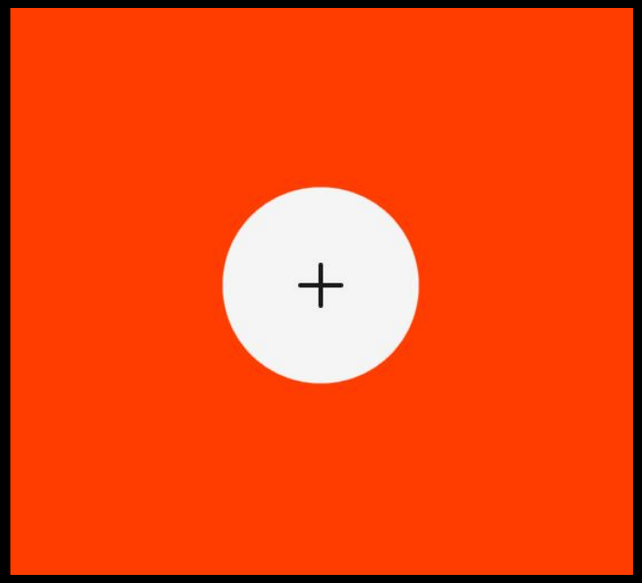


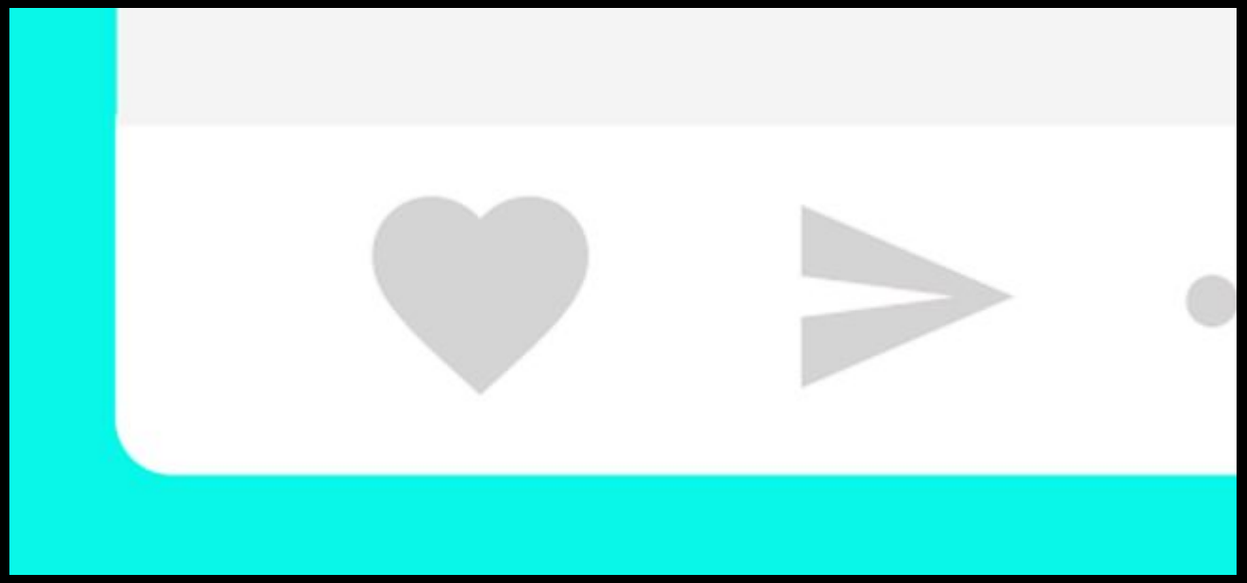
# Current Trends

Flat UI & Material Design

Parallax Scrolling

Micro-animations





# Up Next...

Complete Environment Setup