

## FIT3047

UX/UI

Front End Bootstrap

User Journeys

Week 5



## On the menu this week

1.

- a. Watch:
- b. Read: including notes on UI - will be teste!
- c. Participation quiz

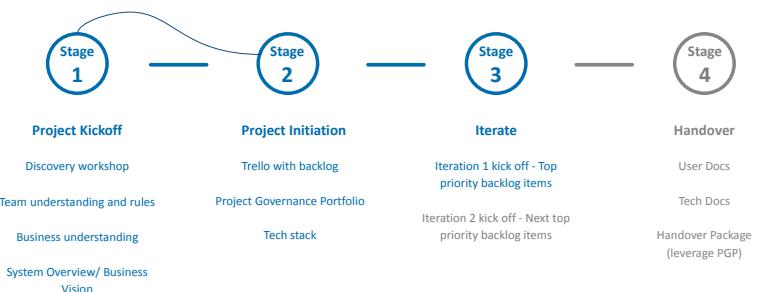
### 2. Extra Readings (on moodle)

DO THIS!



## Roadmap: Where we are

Plan for project



## Housekeeping

- Make sure your PGP is current
- In studios, focus on Trello:
  - Everyone has enough to do
  - Everyone know what everyone else is doing
  - Everyone is on track
  - No one is blocked



# UI

## User Interface

### Design

"You only get one chance to make a good first impression"

Recent research shows that users make up their mind about the visual appeal of a web page in 50ms

1,139,467,659  
Netcraft July 2022

- You have to impress and you have to do it quickly otherwise your customers will go elsewhere
- The homepage needs to be clear (quickly) about what your web site is about and what services and/or products it offers



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### Design Checklist

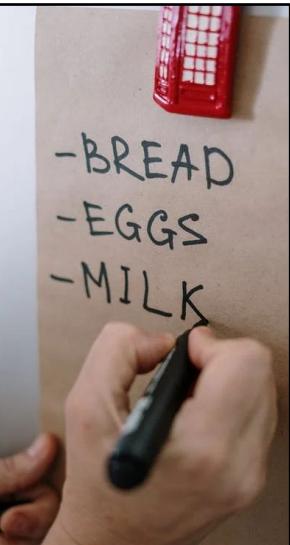
- Purpose
  - Clearly stated
- Usability
  - Test the most common tasks users will perform on your site
  - How does it look in different browsers
  - How does it look on a mobile device
    - iPad
    - Phone
    - MUST BE RESPONSIVE
- Consistency
  - Use CSS
  - Pick a colour scheme and stick with it



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### Design Checklist

- Proximity
  - Elements that are related should be grouped together.
  - Separate design elements should have enough space in between (or colour demarcation) to communicate that they are different.
- Simplicity
  - Don't make your core business element(s) difficult to find
  - Don't hide the price
- Search Engine Optimization
  - Find out about it
- Date format
- Same things in the same place on different screens



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## Guiding the Eye

There are tools you can use to direct the users attention:

- **Position**
  - Where an element is on a page influences the order in which it is seen
- **Colour**
  - Use of bold and subtle colours can tell the user where to look
- **Contrast**
  - Being different makes things stand out
- **Size**
  - Big takes precedence over little
- **Design Elements**
  - If there is a gigantic arrow on the page, where will the user look?



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## What makes a great web app Font

- Fonts kept to a minimum
  - (2-3) max. so as not to overwhelm your visitors.
- Different fonts say different things about a design. Some look modern, some look retro.
- Consider using an image instead
- Sans serif fonts are easier to read on a web page
  - Georgia - a serif font
  - Verdana - a sans serif font
- There needs to be contrast between text and background



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## What makes a great web app Font

Maximize legibility:

- Make the font-size much larger than you think is necessary, we recommend 16 px at minimum
- Lines should never be more than 30-40 characters long
- Fully justified text is difficult to read

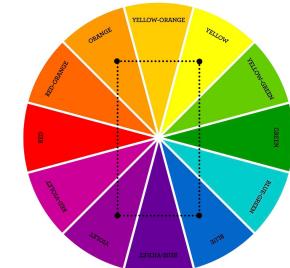


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## What makes a great web app Colour

Pick a three-colour palette & then stick to it!

- Check out for picking colours
  - <https://color.adobe.com/create/color-wheel/>
- Don't redesign your client logo
- Colours are good yes?  
<https://www.allianceinteractive.com/blog/bad-websites-examples-worst-websites-designs-to-avoid/>



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## What makes a great web app

### Photos

- Make sure your photos are the right size
- Remember, the web is pixel based, so if your image isn't large enough it's going to look pixelated.
- If the image is too small, don't use it!
- Smart ways to align and resize images.
- Correct aspect ratio



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## Examples

- <https://au.msi.com/>
- <http://www.cleanupaustraliaday.org.au/>
- <http://boatbits.com.au/> show
- <http://www.truckandtractor.com.au/> show
- <https://viscofoods.com/about/> show
- <http://www.fivedoves.com/> show

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## What makes a great web app

### Real Estate

- When in doubt, give it space
- White space is just as important as content.
  - Health Heart:  
<http://www.health-heart.org/> bad

- **Consistency is key**

Pick your aesthetic / theme / look and stick to it.

This includes:

- Validation and Error Messages
- Input fields – checkboxes, drop down lists, date pickers
- Words / Tone



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## About input fields...

On your boards, write as a team, all the things you could consider, when designing an input form such as this

Home About Us Services Rates Members Travel Agents Employment BOOK NOW

New Booking

Are you already a member? Click here to [log in](#) or click here to [join](#) and start receiving the benefits today.

First Name	<input type="text"/>	Home Phone	<input type="text"/>
Last Name	<input type="text"/>	Work Phone	<input type="text"/>
Post Code	<input type="text"/>	Mobile	<input type="text"/>
Email	<input type="text"/>	At least 1 contact number required	
Confirm Email	<input type="text"/>		

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## UI

- **Content**  
Giving them what they want
- **Input**  
Text fields forms, dropdown lists, checkboxes, list boxes, clickable buttons, toggles
- **Navigation**  
Sliders, search field forms, pagination, search bars, tags, icons
- **Information**  
Text content, tooltips, message boxes, notification, icons, progress bar
- **Color Scheme/ Typefaces/ Iconography**

Created through sketching, wireframing, mock ups – usual means  
<http://webdesign.tutsplus.com/articles/a-beginners-guide-to-wireframing-webdesign-7399>



## UX

### User Experience

## UX

The exact definition, as outlined by the International Organization for Standardization, is:

A “person’s perceptions and responses resulting from the use and or anticipated use of a product, system or service.”

Or, more simply, user experience is **how you feel** about every interaction you have with what’s in front of you in the moment you’re using it.

<https://www.usertesting.com/blog/what-is-user-experience/>



## UX - More than just UI

### UX

Quality of experience you have when interacting with a specific design

e.g. a computer, a stove, a website, an airport or a cinema

With applications

- It is the abstract feeling people get from using a website.
- The UI is part of that and is what people interact with as part of the experience
- UX has to be positive



## UX

- UX is **not** something you think about separately
- It is **not** what we look at the end
- It is infused throughout the project
- Need to understand users and their needs to create experiences that satisfy their needs
- Need to understand behaviour
- Need to write tests for the application now to check if the project fits what we (they) want
- Test with (not on!) potential users!



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## UX

### Look at google play

- Drag and drop technique (a pattern)
- Drag songs onto a playlist
- In a particular sequence, the order they want to listen to them

So the UI choice helps the UX through convenience and personalisation

### Logins

- Don't do it unless you have something special to offer the user
- User could leave – this is a UX problem

[www.airbnb.com.au/](http://www.airbnb.com.au/)

Can look at houses etc. and decide what you want before you have to log in to book. This actually is a great UX!



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## UX Fundamentals

- Defining a problem
- Understanding users
- Creating personas
- Generating task and user flows
- Creating sketches, high and low fidelity wireframes, and prototypes
- Usability testing

Interaction design, wireframes, user research, research



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## UX VS UI

### UI - Consistency and best practice of:

Design patterns, typography, white/ negative spaces, colors, icons, responsiveness

Example: If you click a red button on one page and it does a particular thing, then it will do the same thing on another ( By the way RED usually means NO / STOP or CANCEL)

UI is only a small part of UX design:

Research, Brainstorming, Implementing, Reporting, Continual Improvement to ensure:

- Clarity
- Safety
- Confidence
- Convenience
- Accessibility

**All depending on your Personas!**

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## UX - Knowing your target audience (personas)

Busy, old, young, resourceful, smart, mobile, healthy, Think about your users and decide what they will be like. Understanding your user and their needs. Research into your audience – all of you, not just one of you

Once you have audience types, (personas) decide what they are going to do with your application, - why are they there and work out the best way , the best experience for them.

<https://wave.webaim.org/>

<https://webaim.org/resources/contrastchecker/>

Accessibility tool - google there are lots!



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## User Journeys

A path a user may take to reach their goal when using a particular website

How a user is expected to use your system to achieve a goal they have.

A very important tool!



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## UX IS NOT UI and it certainly isn't U

UI



UX  
UI



UX



Beware it's NOT just turning a bottle upside down!

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## User Journey

Who?

Need to understand who will be using it personas?

Why are they there?

Have a need to fulfill, a reason to be there

Motivation

Easy, intuitive journey, less prone to errors, and enjoyable



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## User journey - examples

A booking system, where client receives a phone call, then needs to create a booking while talking to the customer over the phone. So, your client needs to:

A

1. Search for an available booking and select it
2. Lookup a customer in the database to see if they exist
3. Then perhaps create a new customer account
4. Wait for the user to verify their email account
5. Refresh the page
6. Go back and find the booking again to re-select it
7. Proceed to a checkout screen

OR B

1. Search for an available booking and select it
2. Enter an email address, which will either:
  - a. Automatically use the existing clients details, or
  - b. Create a new client with that email address
3. Proceed to a checkout screen



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## User Journey and user journey mapping

A smooth and intuitive process

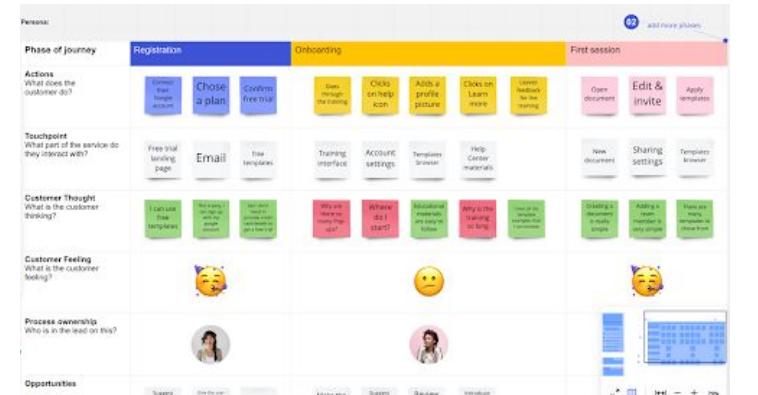
What could we use?

Who should be involved?



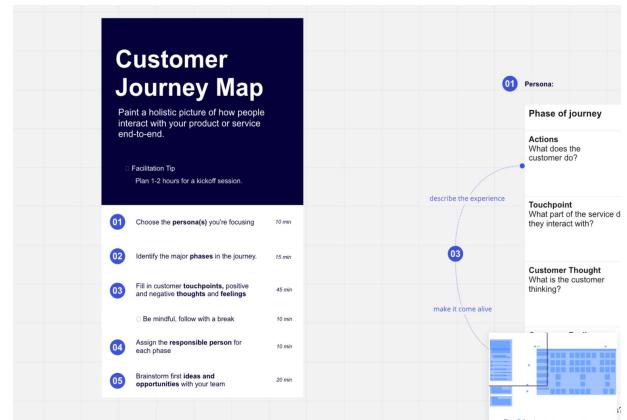
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## User Journey Mapping on MIRO



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## Instructions on Miro template



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**How much thought have you invested?**

The Planner

2. PROBLEMS / PAINS

Which problems do you solve for your customer?  
There could be more than one, explore different sides,  
e.g. existing solar solutions for private houses are not convenient  
a good investment [1]

X

TOO MANY POINTS FOR COMPARISON

(FI) Hard to coordinate booking

TOO MANY TABS

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