

Lecture08: User Experience and User Interface (UX/UI) II

EGCI340: SOFTWARE DESIGN

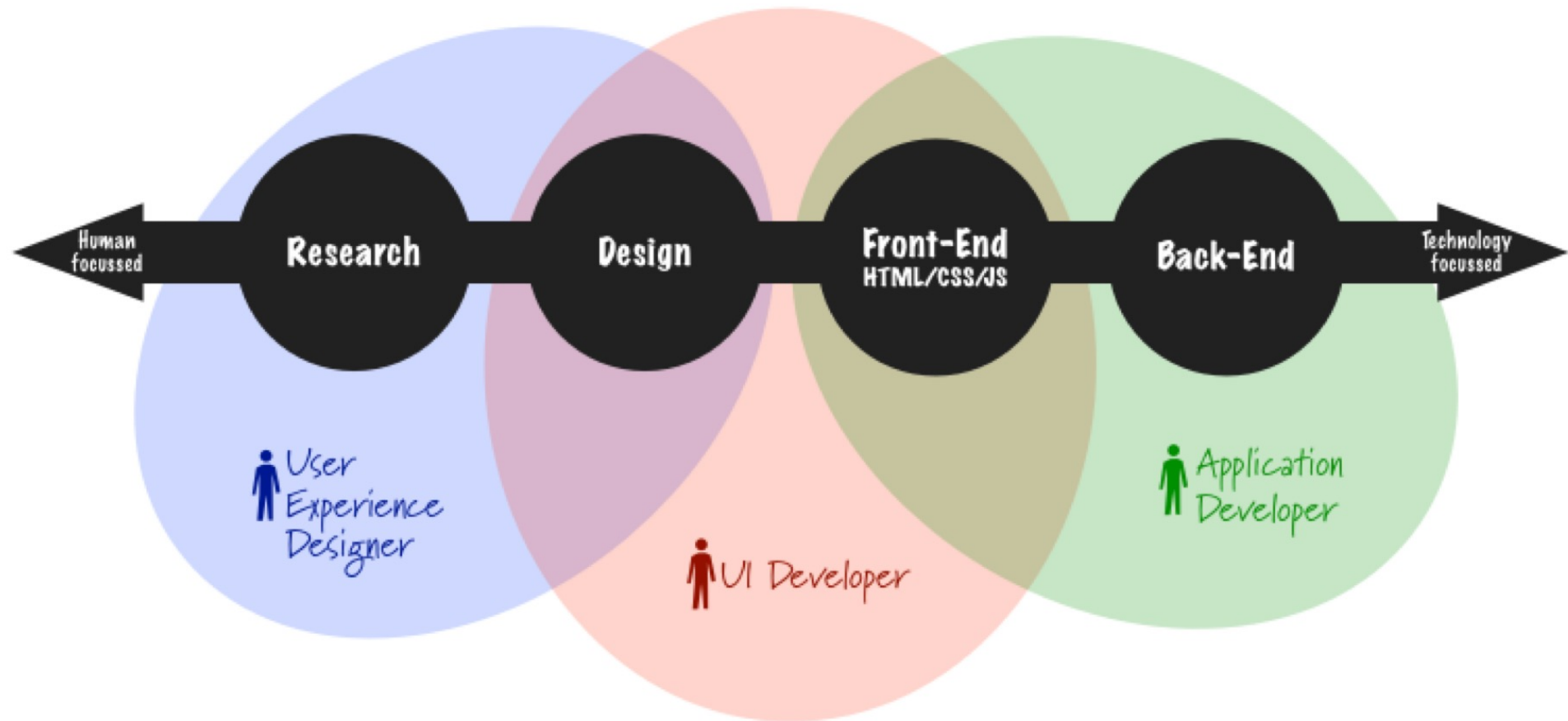
UI is not UX

- UX design or user experience design, is the process by which a pain point or user need is identified. From there, a rough prototype is drawn which is later validated (or invalidated) through testing. When both the business model and the value proposition have been validated the product is built.
- Although both UX and UI designers design interactions, you can think of UX designers as the architects of macro-interactions while UI designers, as the makers of micro-interactions, attend to the details.
- “The best products do two things well: features and details. Features are what draw people to your product. Details are what keep them there.” [Nick Babich]

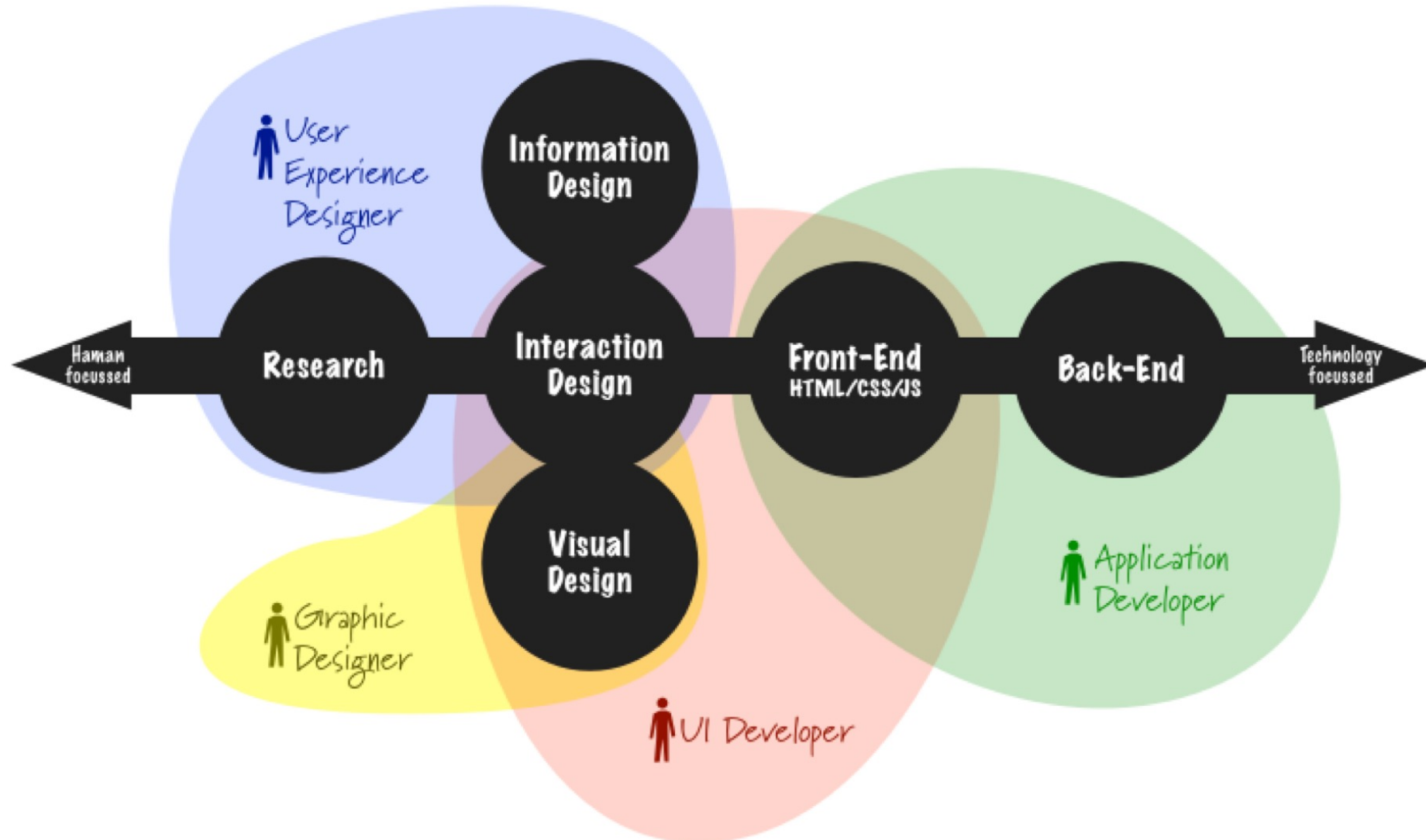
UI is not UX (cont.)

UX makes interfaces useful	UI makes interfaces beautiful
UX helps users accomplish goals	UI makes emotional connections
UX design is done first	UI design is done second (Sometime)
UX is employed across products, interfaces and services	UI only pertains to interfaces

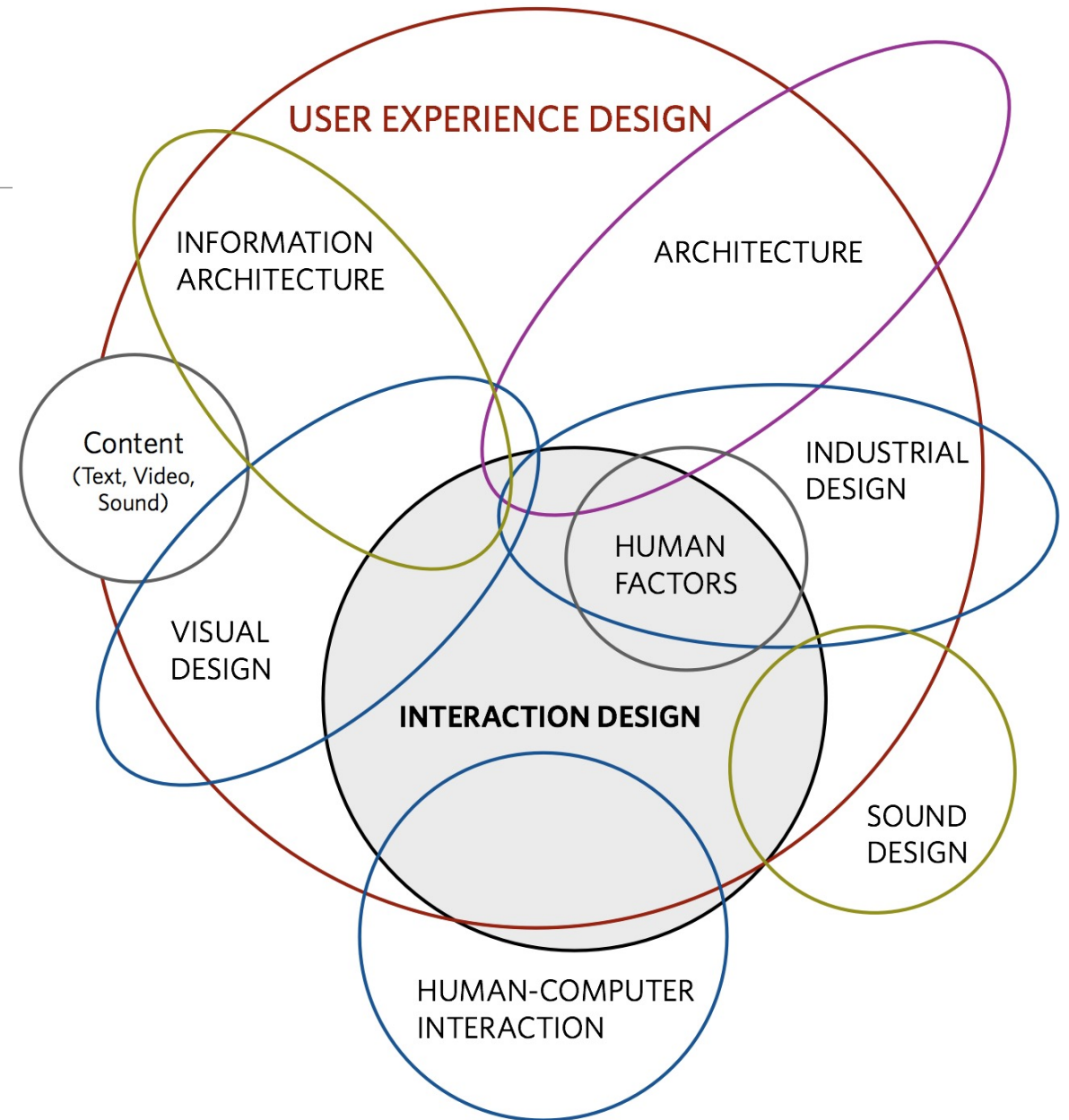
UI is not UX (Cont.)



UI is not UX (Cont.)



UI is not UX (Cont.)



Human Interface Guidelines (Apple)

Developer

News

Discover

Design

Develop

Distribute

Support

Account

Design

Overview

What's new

Guidelines

Design Awards

Videos

Resources

Platforms

Foundations

Patterns

Components

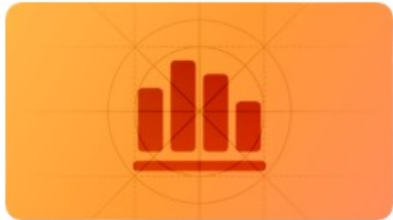
Inputs

Technologies


Human Interface Guidelines

The HIG contains guidance and best practices that can help you design a great experience for any Apple platform.


New and updated



Patterns
Charting data



Components
Live Activities



Platforms
Designing for iPadOS

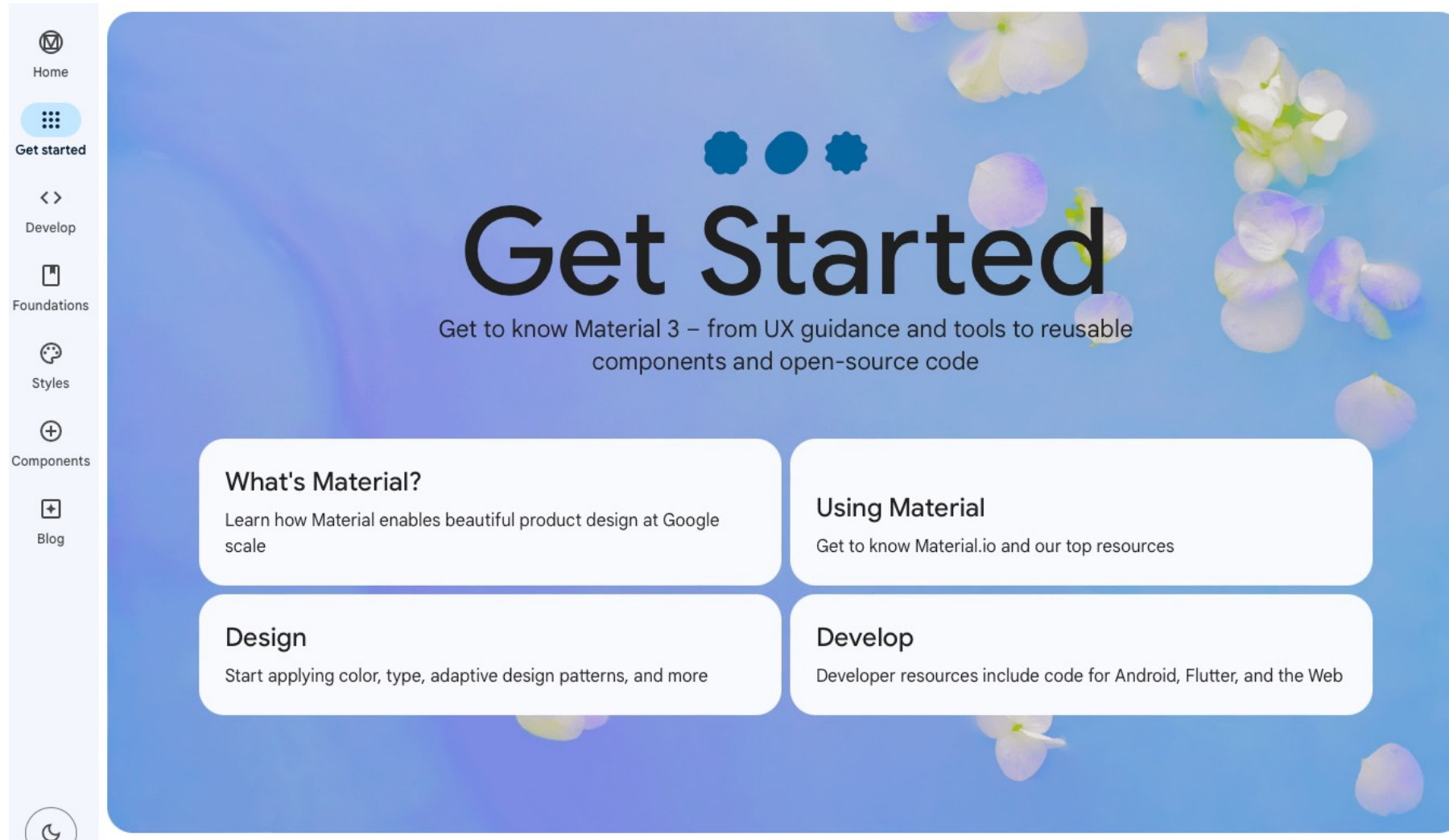
Figma: iOS 16 UI Kit



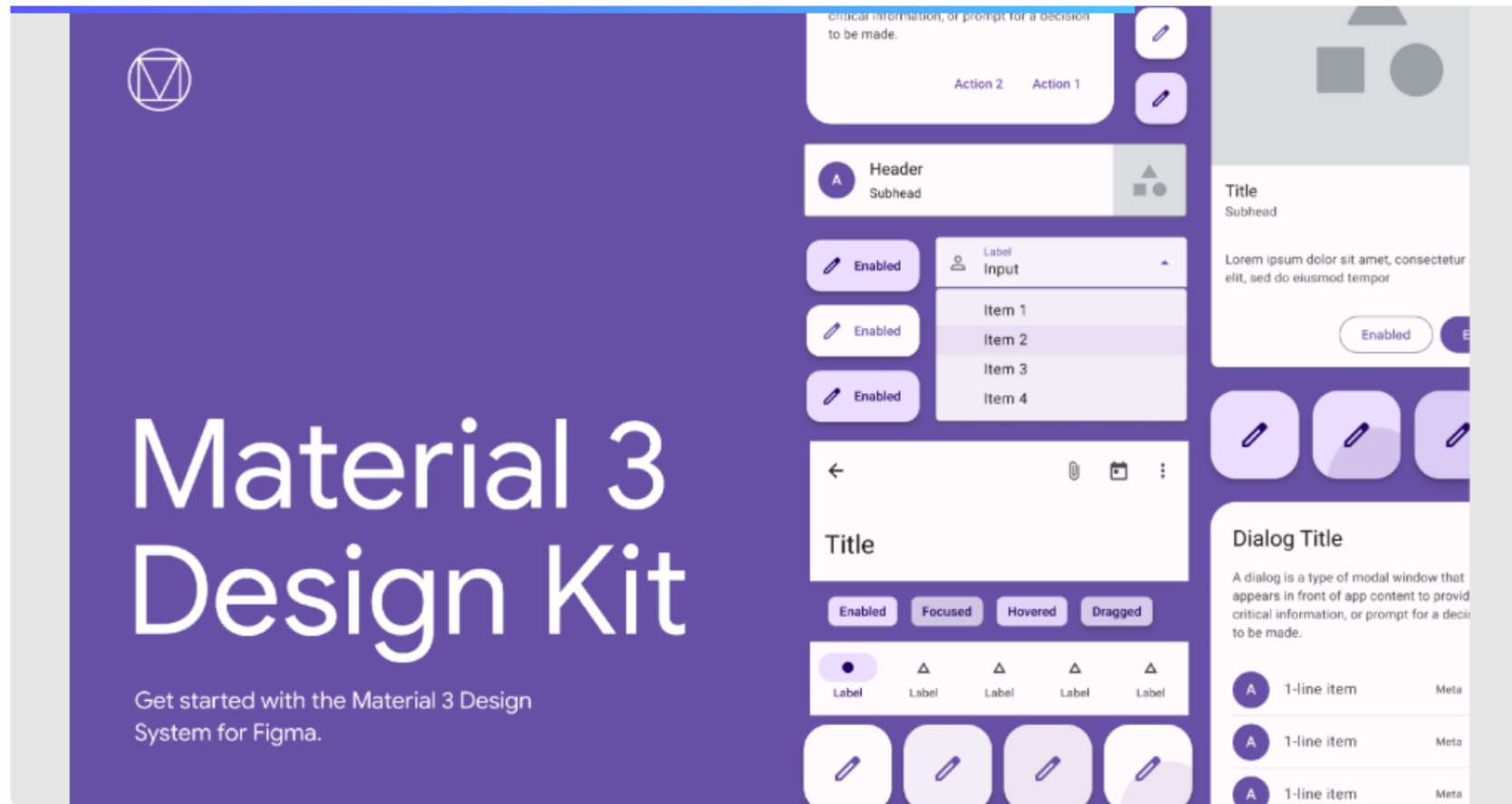
UI Design Dos and Don'ts

<https://developer.apple.com/design/tips/>

Material Design(Google)



Figma: Material 3 Design Kit



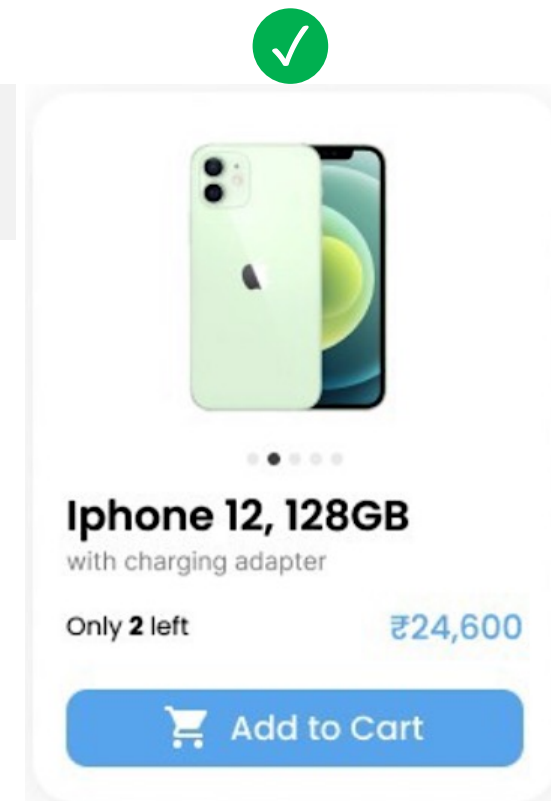
Do's and Don't for UI Design

1. Human-like Language:

Using an empathetic language helps engaging user and gives a sense of good user experience through your design.



Using human-like connecting language, creates **GOOD** user experience by letting people feel connected with product.

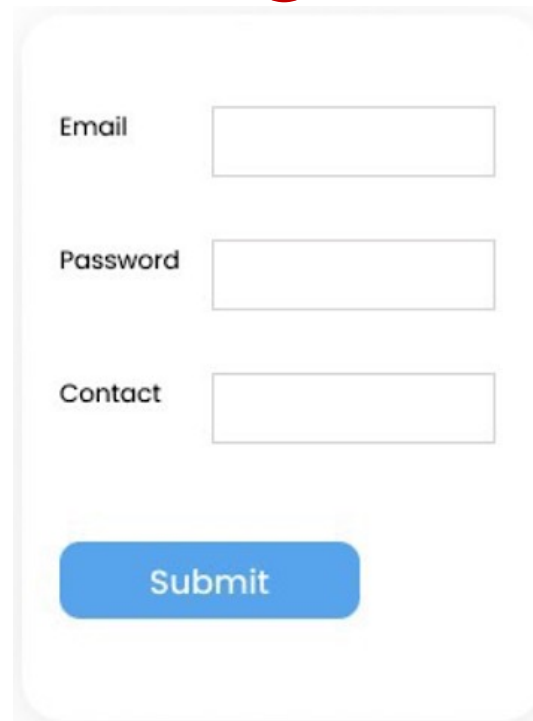



Avoid using robotic language, this hinders the ability to connect with product and creates **BAD** user experience.

Do's and Don't for UI Design

2. Horizontal Alignment:

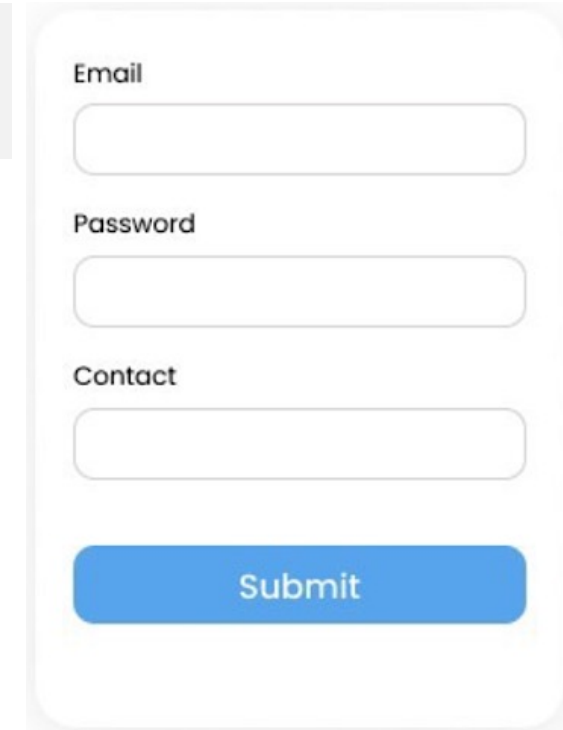

By keeping the alignment to the mark, it enhances the readability of the content. Good alignment on a screen makes it easier for the eyes to scan through.



A form illustrating poor horizontal alignment (zig-zag). The labels 'Email', 'Password', and 'Contact' are left-aligned, while the input fields are right-aligned. The 'Submit' button is centered at the bottom.

Horizontal alignment increases readability and makes the design feel consistent, help filling details much faster.

Zig-Zag alignment looks very hard to follow and unprofessional.

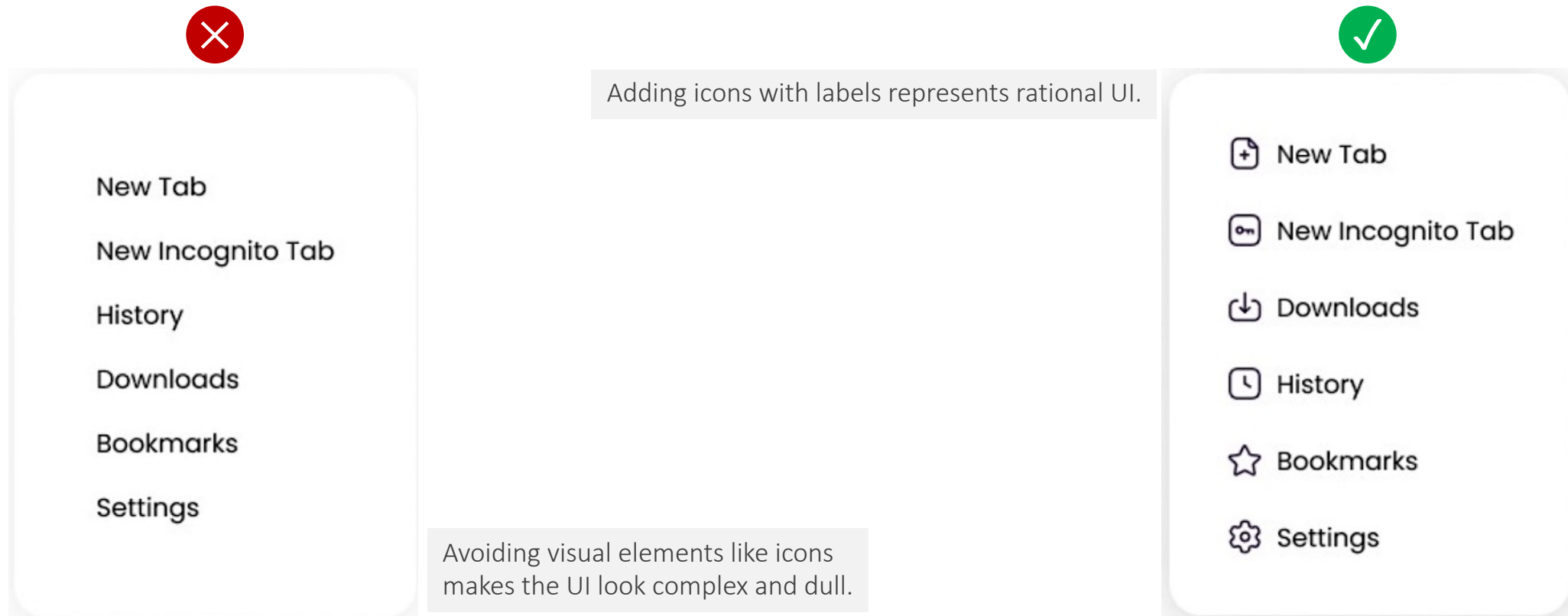


A form illustrating good horizontal alignment. All labels ('Email', 'Password', 'Contact') and input fields are aligned to the left. The 'Submit' button is centered at the bottom.

Do's and Don't for UI Design

3. Icon-Label Representation:

Use of icons, animation along with label, helps connecting with the content much more easier. It makes the interface look rational and rich, instantly catches the eye.



Do's and Don't for UI Design

4. Breaking Up Content

Use of long sentences and paragraphs make it difficult to read. To have good UX and UI, one should focus on highlighting only the key point using bullets or breaking the content into smaller chunks. Specially while stating “Terms & Conditions” or any declaration, bullet point help easy scanning of the content. The information is less likely to be left unconsumed.



Key Features




In the first place we have granted to God, and by this our present charter confirmed for us and our heirs forever that the English Church shall be free, and shall have her rights entire, and her liberties inviolate; and we will that it be thus observed; which is apparent from this that the freedom of elections,

Use of small text with heading and icons helps user quickly scan through important details.

Avoid using only text and long paragraphs, this reduces readability.




KEY FEATURE

-  **Complete Protection**
And Eurypylus, son of Euaemon, killed Hypsenor, the son of noble Dolopion
-  **Custom Filteration**
And Eurypylus, son of Euaemon, killed Hypsenor, the son of noble Dolopion
-  **Easy KYC**
And Eurypylus, son of Euaemon, killed Hypsenor, the son of noble Dolopion

Do's and Don't for UI Design

5. Process Bar:

Process bar helps to track the flow, also it gives ease of moving too and forth. Scenarios like online shopping, form filling, KYC application, etc. uses this format to ease the process tracking.




Payment
Card Number

Expires on Cvv
Name on Card

Pay Now

Giving a process bar at the top, helps user know where they are in the process.

With such UI, user won't be able to track the progress or flow.



✓

2

3

Address details

Payment

Card Number

Expires on Cvv

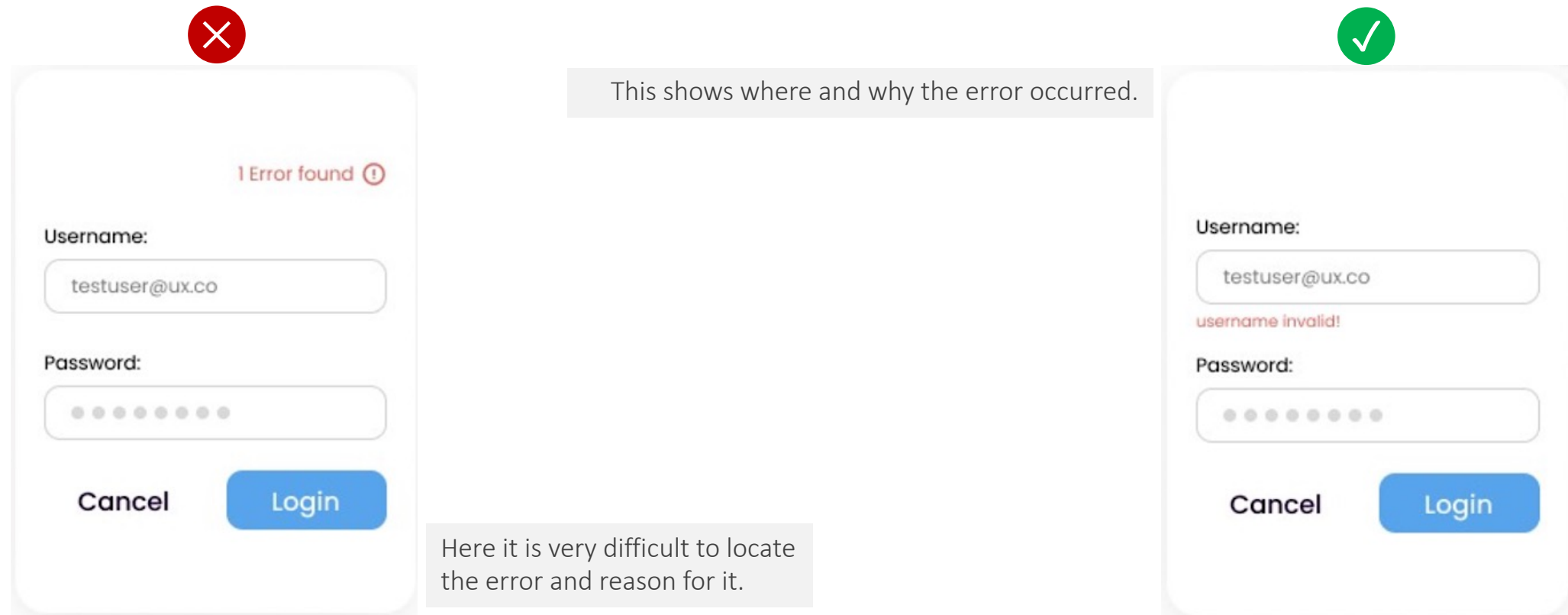
Name on Card

Pay Now

Do's and Don't for UI Design

6. Guiding Error:

Any invalid or error states should be clearly mentioned to initiate an action. Without understanding what went wrong on the screen, user will feel disappointed and might give up on the flow. While designing interfaces, it is very important to indicate the right thing at the right place, to avoid ambiguity.



Do's and Don't for UI Design

7. Ease to Reach CTA:

According to Fitt's Law, distance and appearance of the target area is proportional to the action taken. So to keep the focus on the action, CTA should be placed accurately. Also the size of the button should be easily clickable to avoid inconvenience while trying to achieve target.



Clean and near to thumb CTA will help user scan details and take action faster.

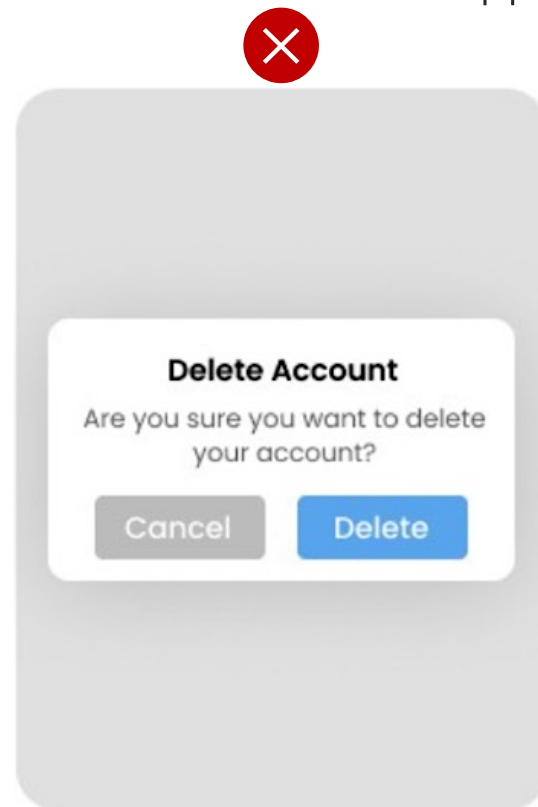


Small and distant CTA will acquire more time to take action-Fitts Laws.

Do's and Don't for UI Design

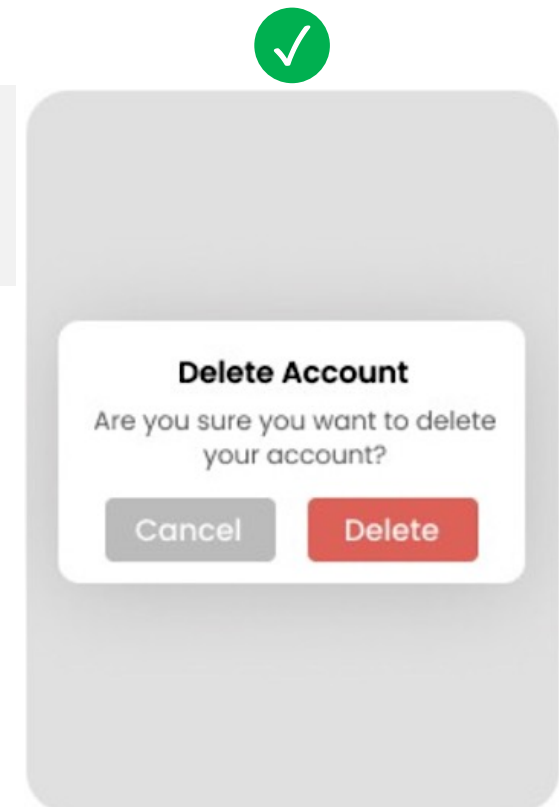
8. CTA Color Psychology:

Colors are an integral part of UI design. They evoke emotions that connect the user to a website or mobile application. Using colors wisely makes the UI look more rich and rational.



Red color is symbolized for **alerts**, **danger** and **warning**. Using **Red** for **Delete** will make the user cautious about the action to be taken for any destruction like Delete.

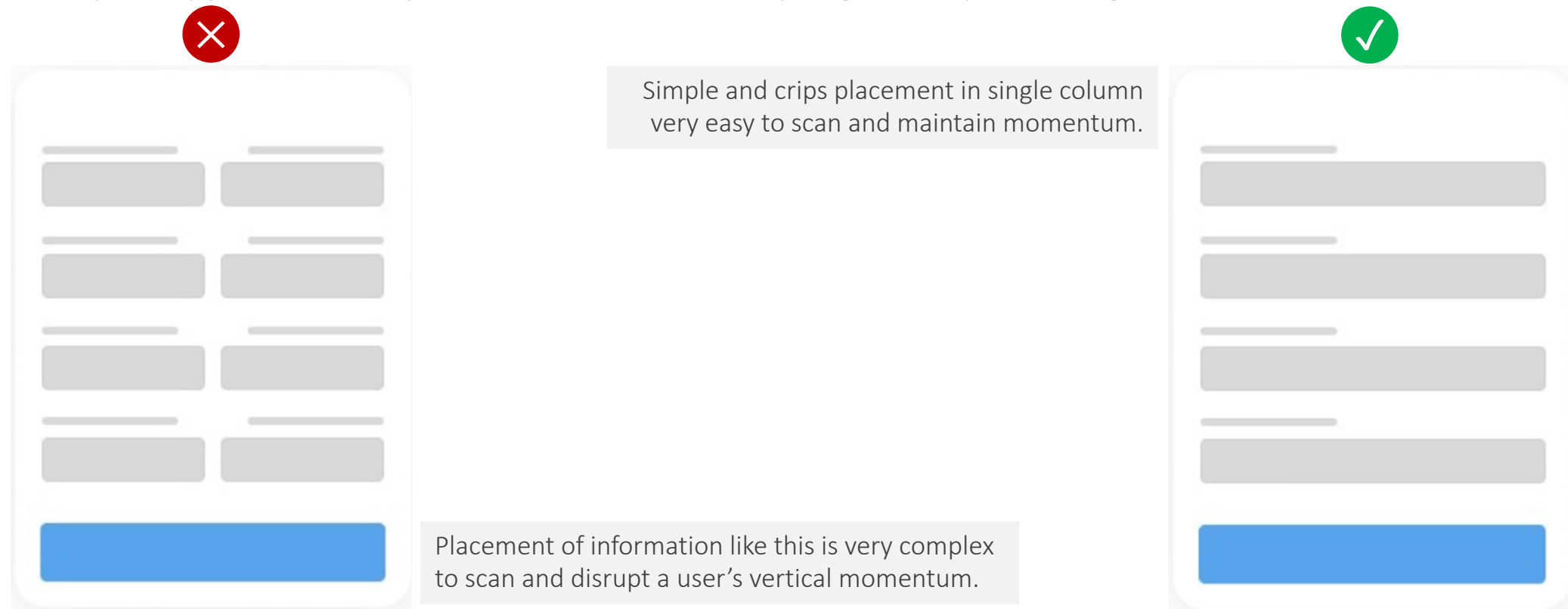
Avoid using different colors specially for the destructive action like Delete, Remove or Bin/Trash.



Do's and Don't for UI Design

9. Maintaining momentum with single column rule:

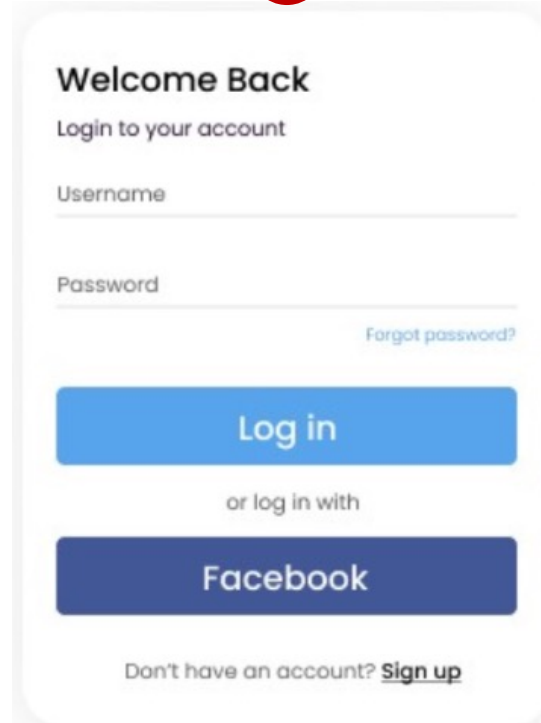

Using single column for showcasing content, helps easy scanning. While putting bulk information on your app or website put information vertically aligned to preserve good momentum.



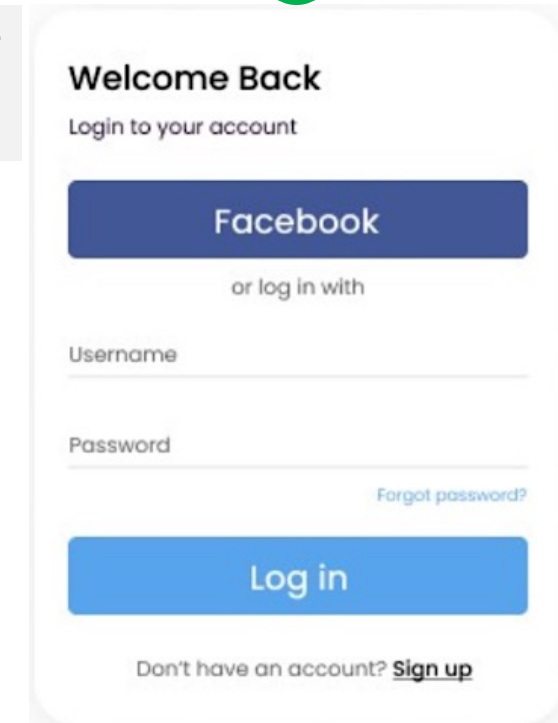

Do's and Don't for UI Design

10. Social Media First:

Using single column for showcasing content, helps easy scanning. While putting bulk information on your app or website put information vertically aligned to preserve good momentum.



Using social media login first helps the user to login without filling any details. Increase the chances of more login.

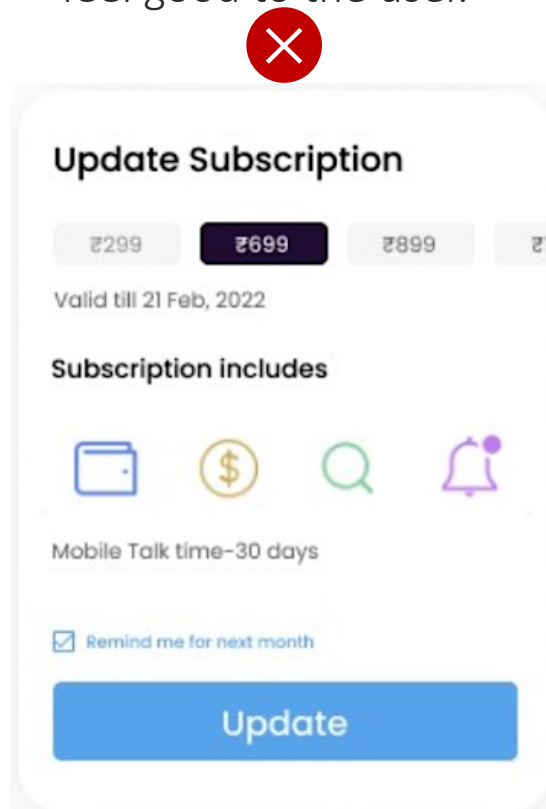


Avoid using from before the social media login option.

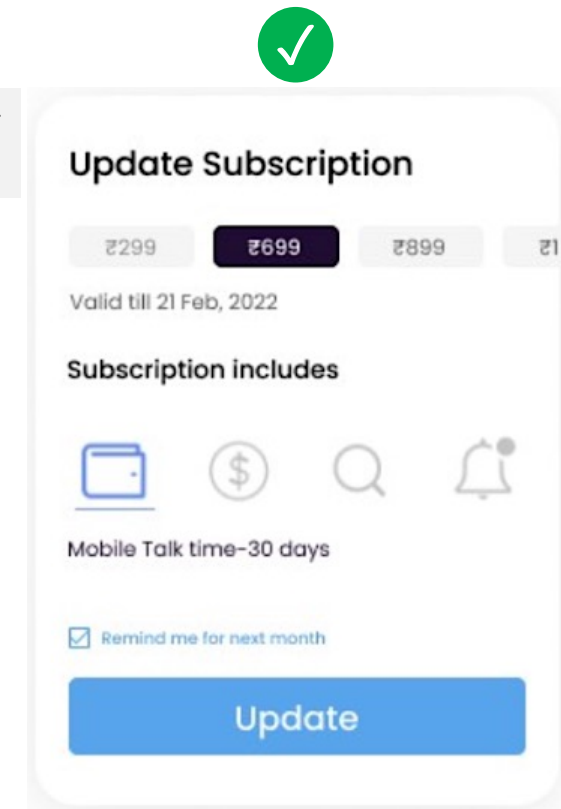
Do's and Don't for UI Design

11. Selection and Navigation:

There should be clear depiction of the selected content or any tab on navigation bar. Ambiguity with colors while selection increases cognitive load. Minimal use of color with clear action makes UI and UX feel good to the user.



Try to use single color for selection or navigation tabs, to reduce cognitive load.



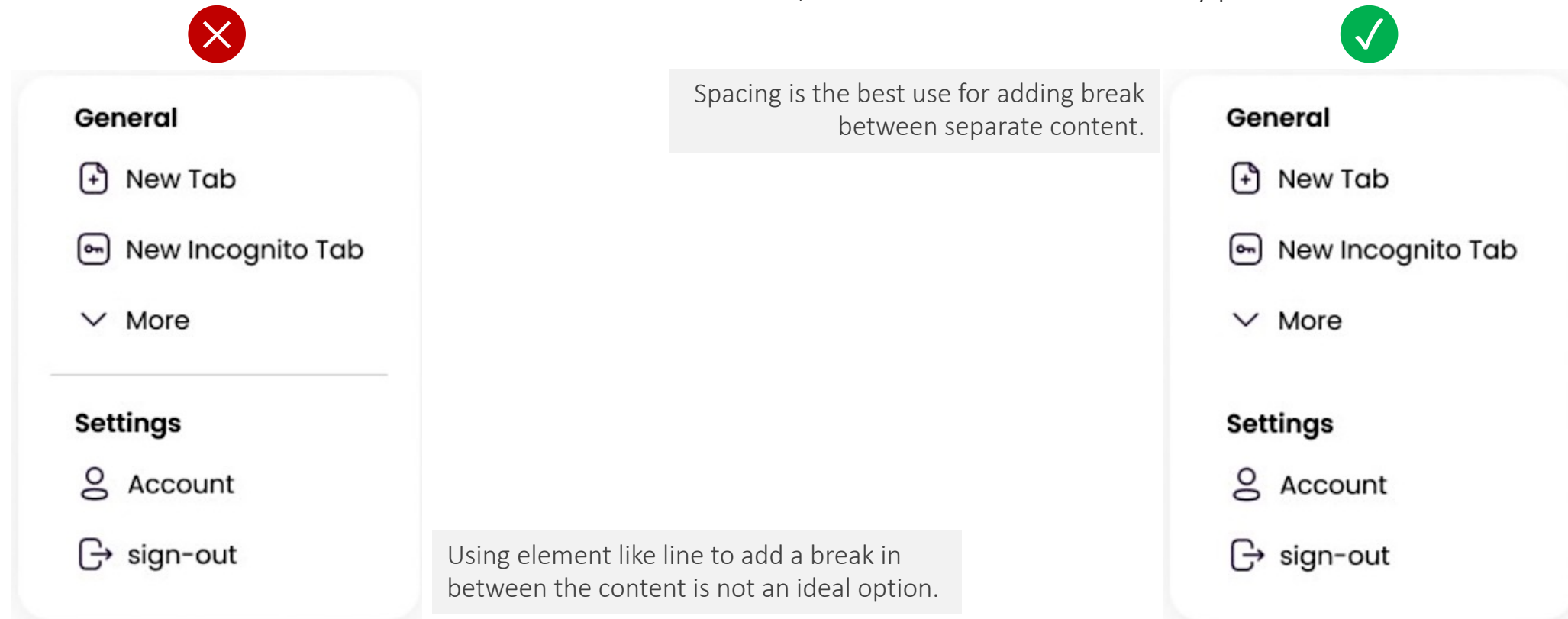
Multiple colors for selection or navigation adds to cognitive load and confusion.

Do's and Don't for UI Design

12. Break with S P A C E:

To add break between information, using space is the best way to it. Adding line as a breakpoint adds an extra element on the screen. Spaces make UI look more airy and clean.


— Lines as a break is suitable for the scenarios like Twitter, Medium — The content heavy platform.



Do's and Don't for UI Design

13. Consistency:

Being consistent with designs, reduces complexity and increase quick decision. Consistency makes user familiar with the patterns.



Plan


Months

Plan category

Your plan will get active by 12:00 am

Proceed

Using consistent elements makes the UI and UX feel good.



Plan

Months

Plan category

Your plan will get active by 12:00 am

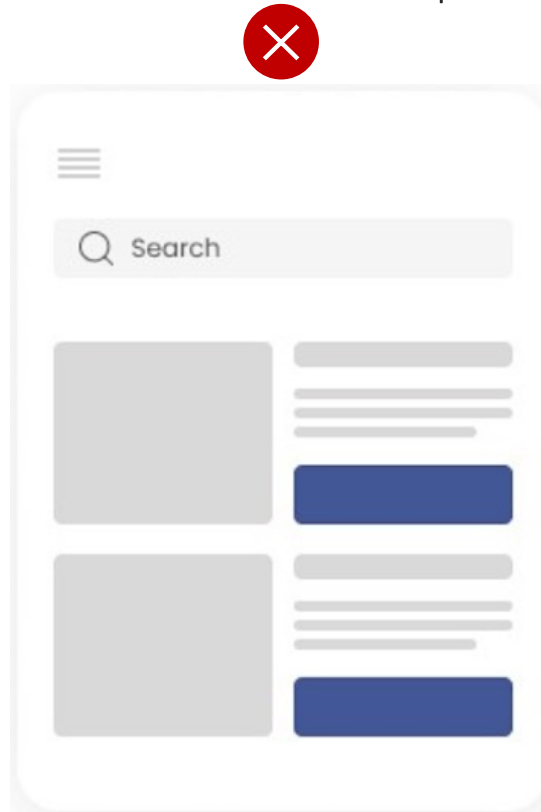
Proceed

Consistency is the key to a successful UI. Here the UI and UX both are worsen due to inconsistent design elements.

Do's and Don't for UI Design

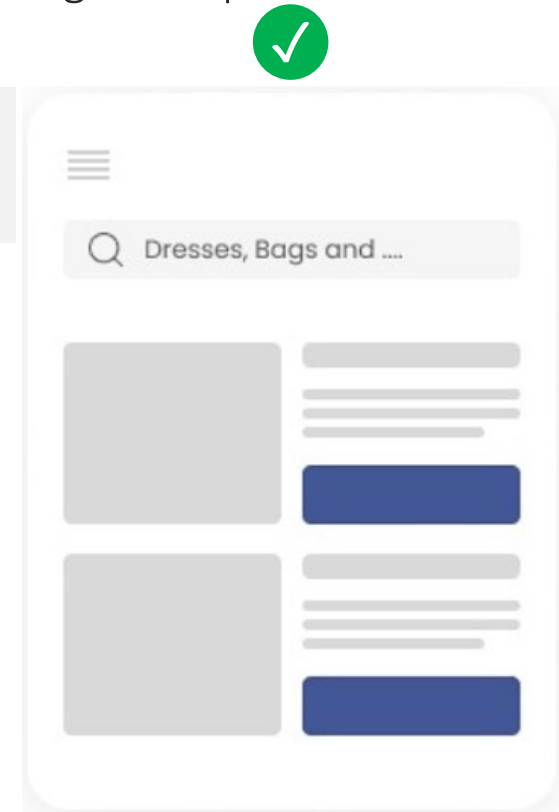
14. Search input:

Adding proper placeholder at the search input bar, give hint the user about what can be searched and found at the platform. Doing this increase the user engagement and good experience.



Using an appropriate placeholder for search gives hint and makes user feel engaged with the app/product.

Giving no hint/suggestions for search makes user feel clueless.



Do's and Don't for UI Design

15. Limit Saturation:

On dark move highly saturated elements irritate the eyes and give bad user experience. Dark mode is generally used in night, therefore it's the duty of a designer to maintain soothing and relaxing vibes —To do so, one should limit the saturation level somewhere between 200–500 appx.



Limiting the saturation around 180-520 of tone level is best to balance the contrast.

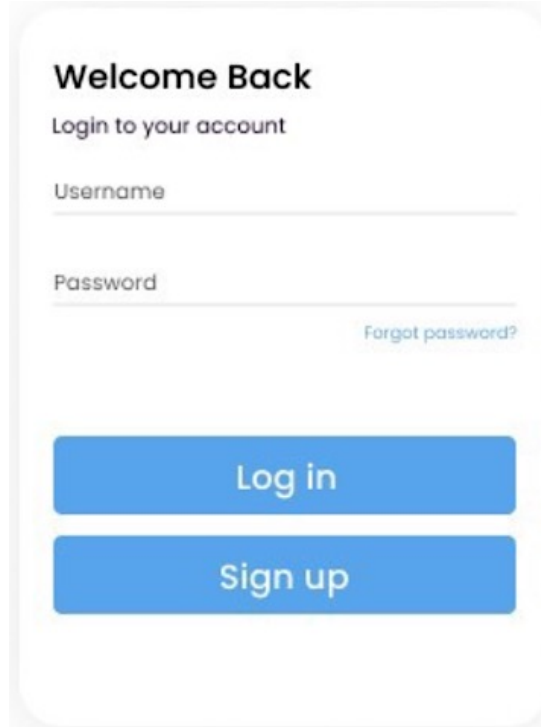

Adding high/peak contrast color with elements disgrades the balanced contrast of the UI.



Do's and Don't for UI Design

16. Button Hierarchy:

On a single screen, there should ideally be only one Primary-CTA which can be followed by secondary CTA button. This is because having multiple CTA button on a screen can be overwhelming for the user. This could create confusion while making decision.



Welcome Back
Login to your account

Username

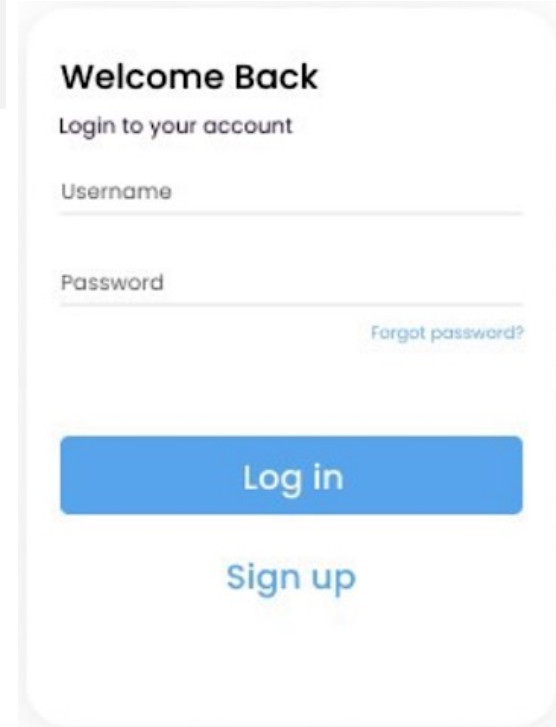

Password [Forgot password?](#)

Log in

Sign up

Rather than making buttons, you can add bold text highlighting option to sign-up.

Placing buttons like this creates ambiguity. There should be only one primary button.



Welcome Back
Login to your account

Username

Password [Forgot password?](#)

Log in







Sign up

Do's and Don't for UI Design

17. Cut the Verb:







Adding verb or creating phrase on menu is of no need. Minimal information written in proper way is sufficient to understand. So while designing menus try to avoid adding irrelevant and extra word, as they make no good(Unless needed).



-  Open New Tab
-  New Incognito Tab
-  See Your Downloads
-  Show History
-  Show Bookmarks
-  Explore Settings

Stick to crisp detail, this much details are enough to take an action.



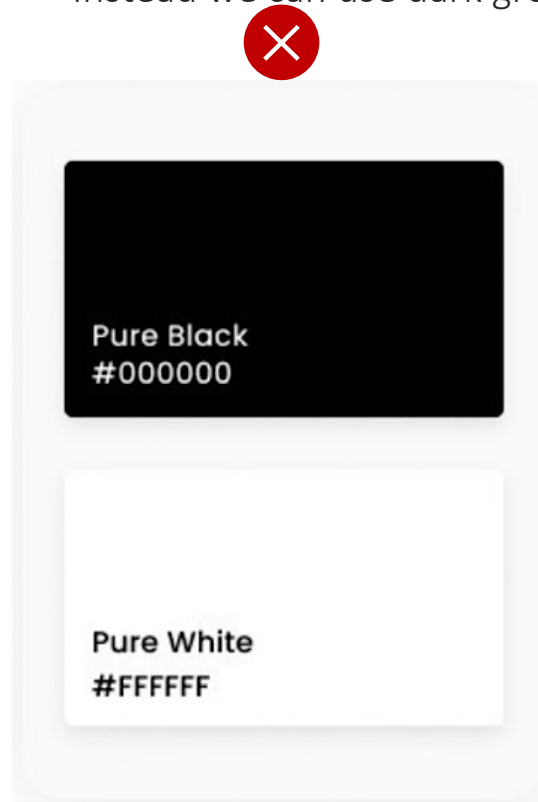
-  New Tab
-  New Incognito Tab
-  Downloads
-  History
-  Bookmarks
-  Settings

Limit yourself from using verb in labels, it added irrelevant word and lengthen label.

Do's and Don't for UI Design

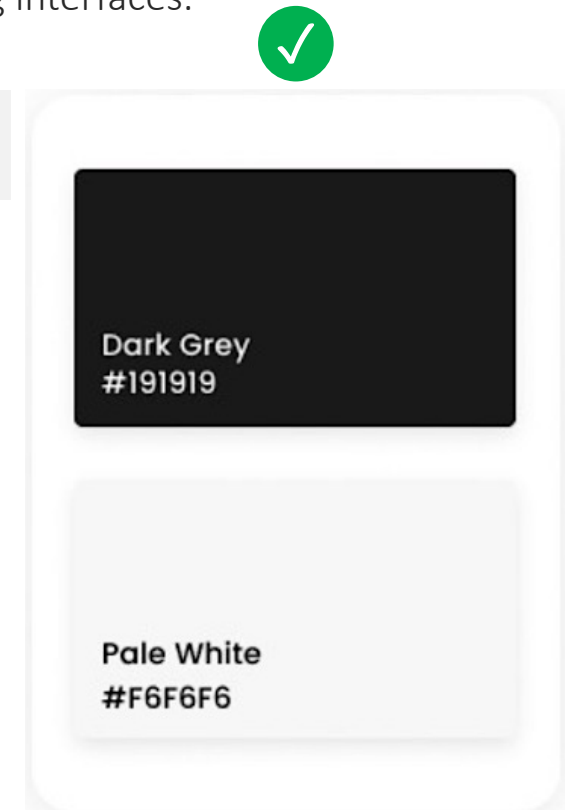
18. Say NO to #000000 and #FFFFFF:

There are hundred of mobile companies with multiple mobile phone, each of them comes with slightly different colors. Use of pure Black(#000000) and White(#FFFFFF) might not pop up as they are, which can be disappointing. Instead we can use dark greys and off tone whites to cover and create similar looking interfaces.



Instead of pure whites or pure blacks, use dark greys and off whites.

Avoid using pure whites and blacks, this can cause irritation to user eye.

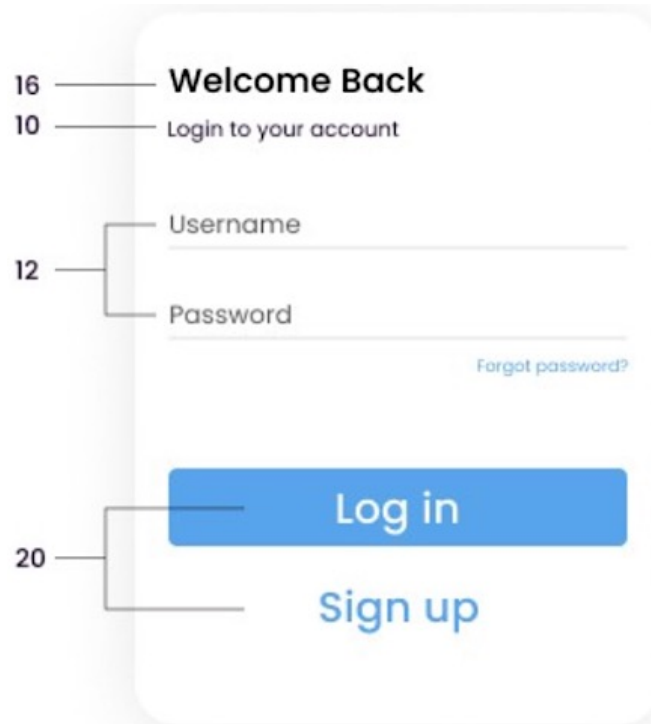



Do's and Don't for UI Design

19. Fewer the Better:

You might have noticed few forms with no balance of font sizes. Sticking to minimum font size difference makes UI look balanced.

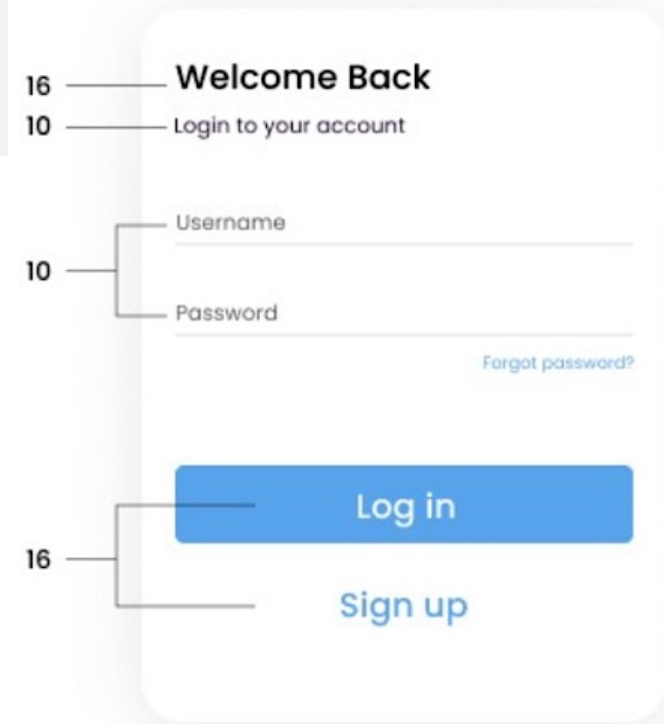

Tip: While deciding font size, go for multiples. For examples 16(Heading), 12(Subheading), 10(Body) and 8(Caption) — Multiples of 2.



16 — **Welcome Back**
10 — Login to your account
12 — Username
12 — Password
[Forgot password?](#)
20 — **Log in**
[Sign up](#)

Keeping font size fixed for similar elements helps processing form quickly and caters fast action.

Avoid using multiple font sizes, as it takes more time to process the form and design looks unprofessional.

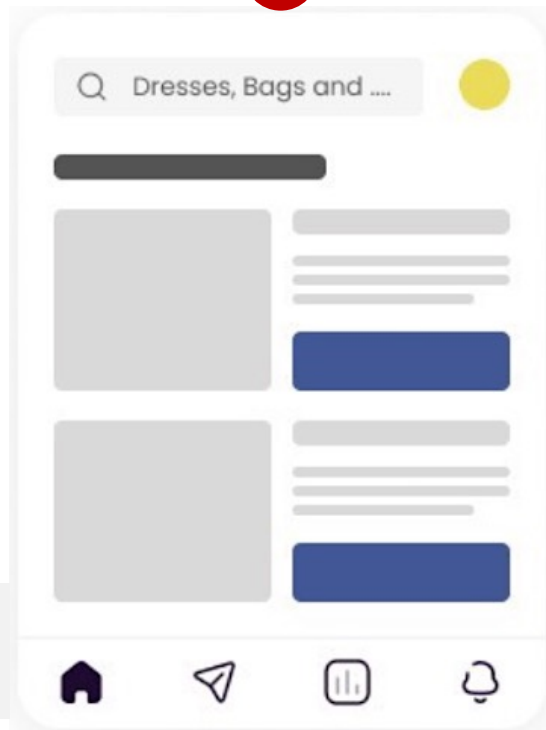


16 — **Welcome Back**
10 — Login to your account
10 — Username
10 — Password
[Forgot password?](#)
16 — **Log in**
[Sign up](#)

Do's and Don't for UI Design

20. Be consistent with Icons:

People use icons from different pack/set. NO! You are making a huge mistake by doing this, because this would make the UI look very immature. Icons evoke emotions which help understanding things easily. Before using icons to final UI, collect icons from similar icon pack.

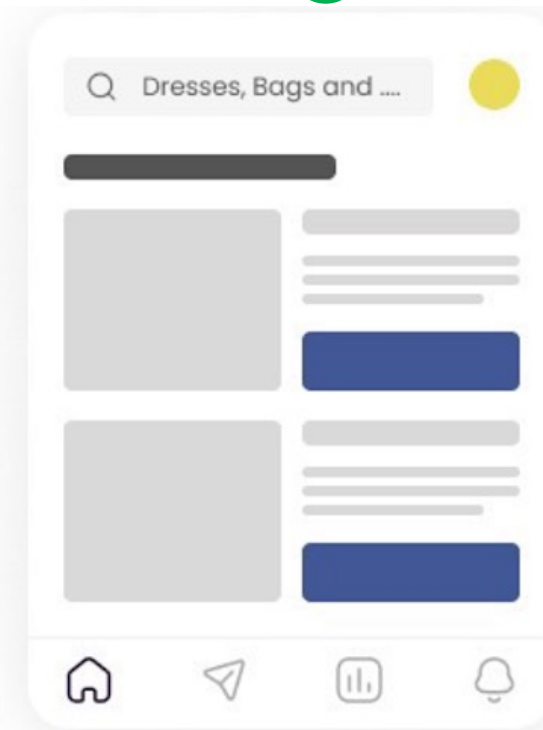


Avoid using inconsistent icons (from different pack). This makes your design look very immature.

Different pack of icons used



Try to use icons from one pack and play with saturation to make the selection pop up.



Do's and Don't for UI Design

21. Color with Mode:

Color which looks nice on light mode might be too dark for dark mode and vice versa. Best fix for this is to have 2 different color palette, using different level of saturation of the colors.



The best way to balance the contrast on both Light & Dark mode is to have different color palette. Light mode should have bit darker shade and vice versa.

Avoid using same color palettes for both Light & Dark mode. This might disrupt the contrast on different mode.



Do's and Don't for UI Design

22. Avoid long/wide lines:

To create good focus while reading, one should avoid using very long or wide lines. Rather keep the focus area short to increase readability.



Wide lines causes readability issues, as user have to read a lot of content end to end which can be boring

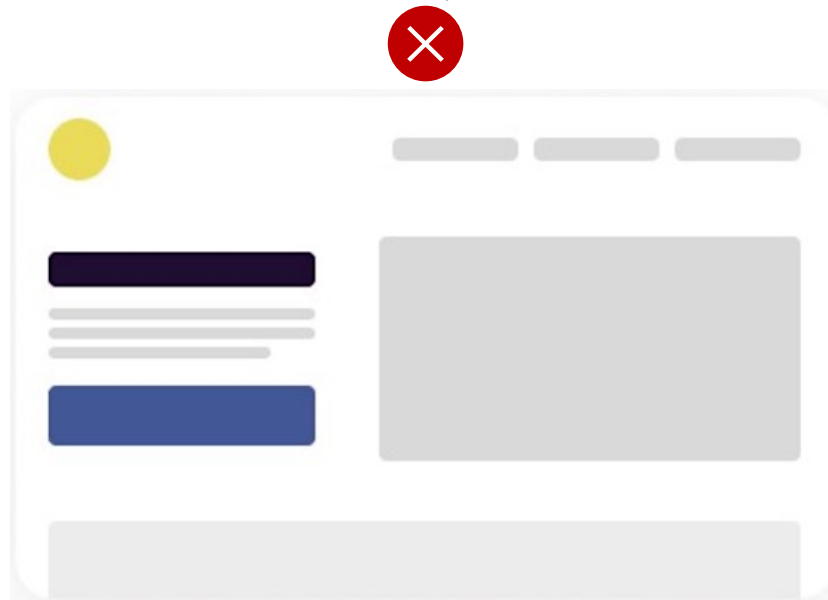
Rather try to break content into points and have less characters to keep user engaged.



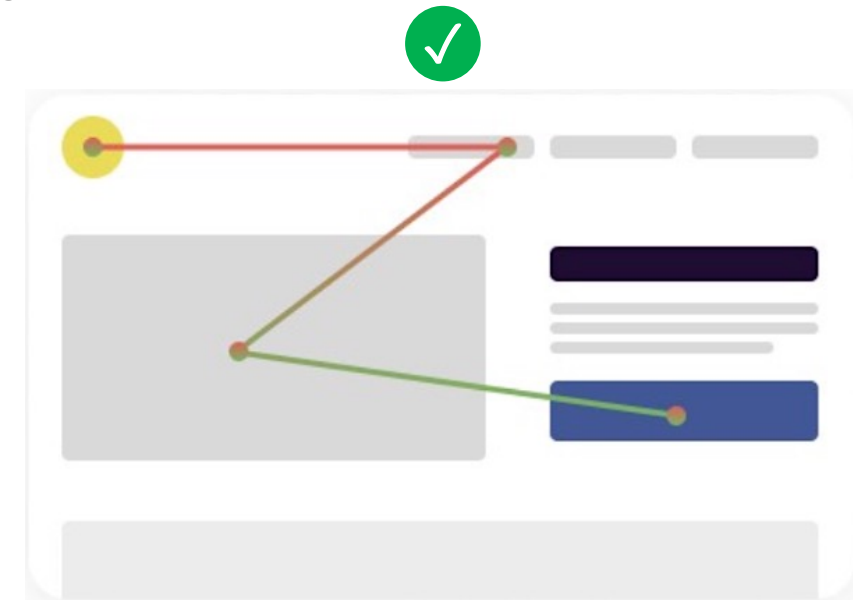
Do's and Don't for UI Design

23. The Z-shaped Principle:

The Z-shaped principle or generally know as “The Gutenberg Principle”, it describes the general movement of the eyes when looking at a design in which elements are evenly distributed. According to this principles, user's eye scans the content in Z-shaped movement from top left to top bottom right.



User's eye scans the page in a Z-shaped path (Gutenberg's Principle). The Z-shape started from top right corner to the bottom left corner.



As per the principle, placing CTA at the bottom left (end of Z) is an ideal position.

Do's and Don't for UI Design

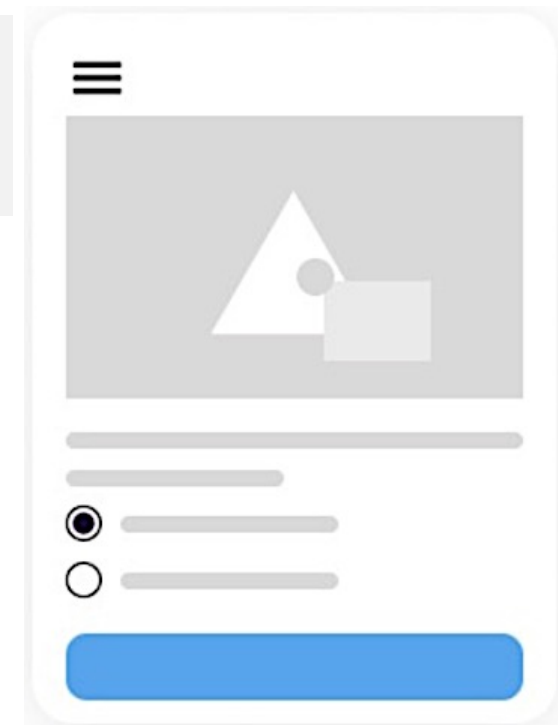
24. Enhancing the click-ability:

To enhance the click area, maintain a balance and responsive size for target areas like button, checkbox or radio buttons. Using small click areas will not lead to expected results, as the clicks can be missed.



Avoid using small clickable elements, to do so please check the screen on your phone. Check on multiple screens if possible to be sure of the size and its response on an action.

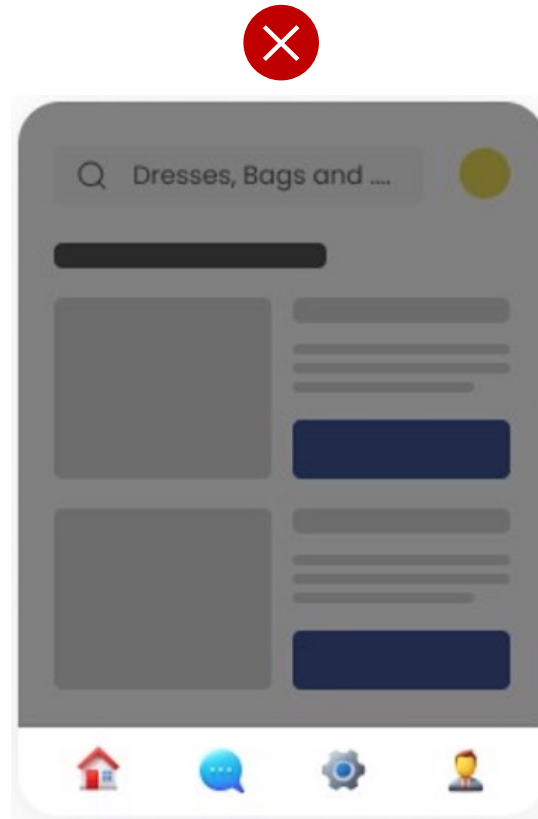
Here the hamburger menu, radio buttons and CTA are very small to be clickable. This create difficulty in making an action by clicking on an element.



Do's and Don't for UI Design

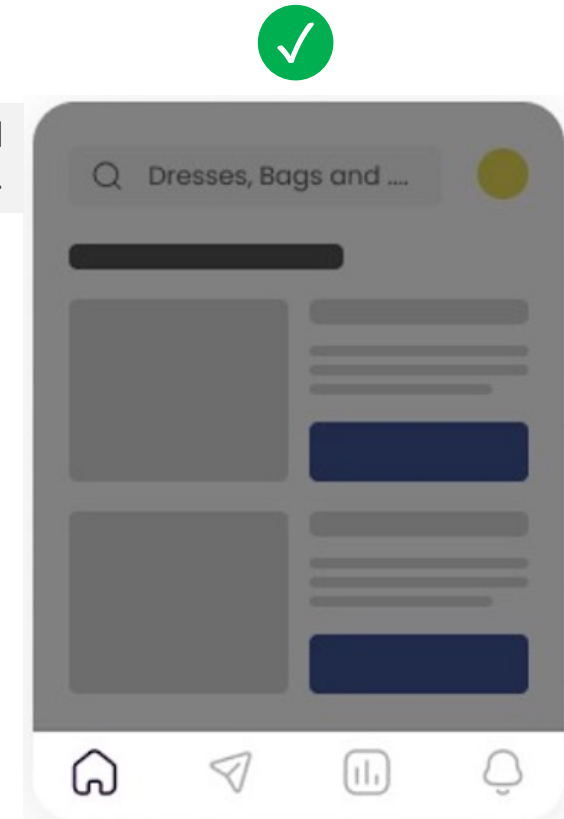
25. Use the right icons:

Avoid using fancy and tacky icons, that will make the design look immature and very confusing to understand. User better resembles icons in the simplest form.



Use of fancy icons looks unprofessional. Avoid using them unless needed.



Simple and subtle icons are very professional and makes UI look clean.



Do's and Don't for UI Design

26. Express it right:



Picking wrong words, will make people less interested about the task. Use relatable words as per the context.



Get notify whenever I publish.
Subscribe to get an email.

Submit

Putting efforts on choosing right words can create excitement to go ahead.



Get notify whenever I publish.
Subscribe to get an email.

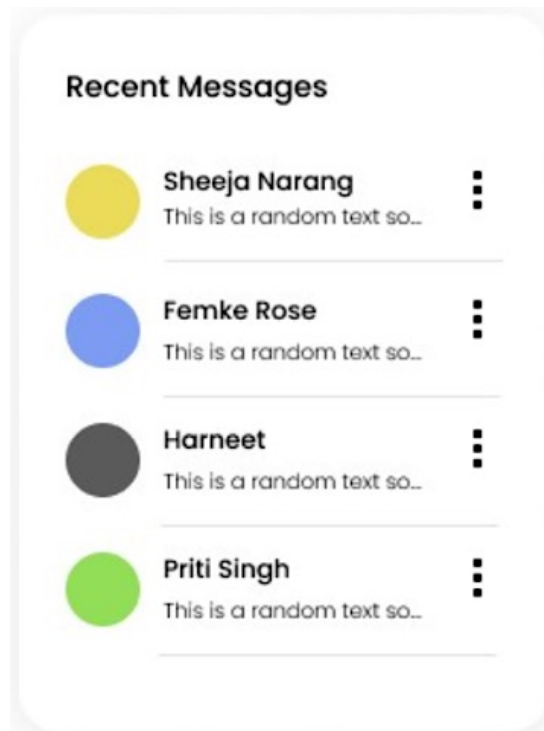
Get notified

Using words which are not engaging can make user less interested to go forward.

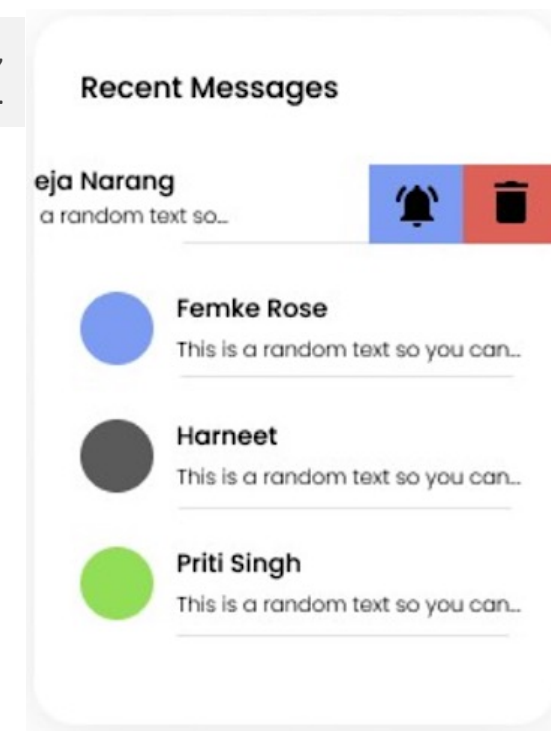
Do's and Don't for UI Design

27. Implement gestures:

Tap and clicks are tiring, instead use gesture like swipe, drag etc. It keeps the user engaged and makes it easy to navigate smoothly through an app.



Try using gestures like swipe where ever possible, making the experience more interactive and fast.

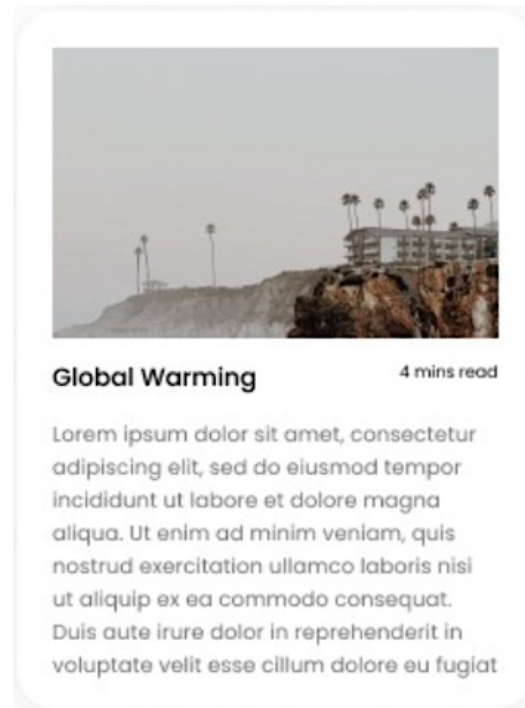


Using menu and option could make the process boring less interactive.

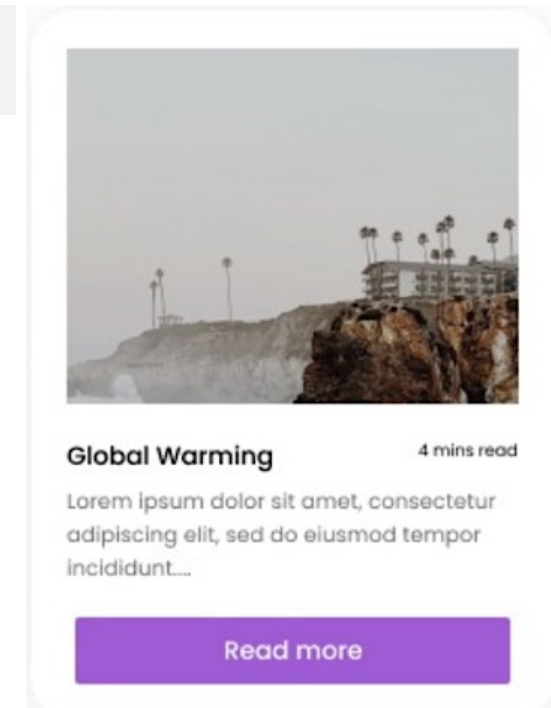
Do's and Don't for UI Design

28. Limit scrolling for text:

While exploring hotels, destination or even while reading any article, user encounter clickable cards. To make the exploration more catchy and crisp, avoid using long text for card that lead to scroll. Instead you can prefer to use button to explore more.



Make the user focus on the image through which they'll intent to read or explore more.



Long sentences are boring to read on the card. There is not need to put lot of information on the card.

Practice: Modify this web page by using Figma

Please using [Figma](#) to improve the UI of the given webpage below.

- Use ui-practice-student.fig

