

Introduction to UX & UI Design

Noppon Choosri

Department of Software Engineering

College of Arts Media and Technology

Chiang Mai University

Noppon.c@cmu.ac.th

User Experience

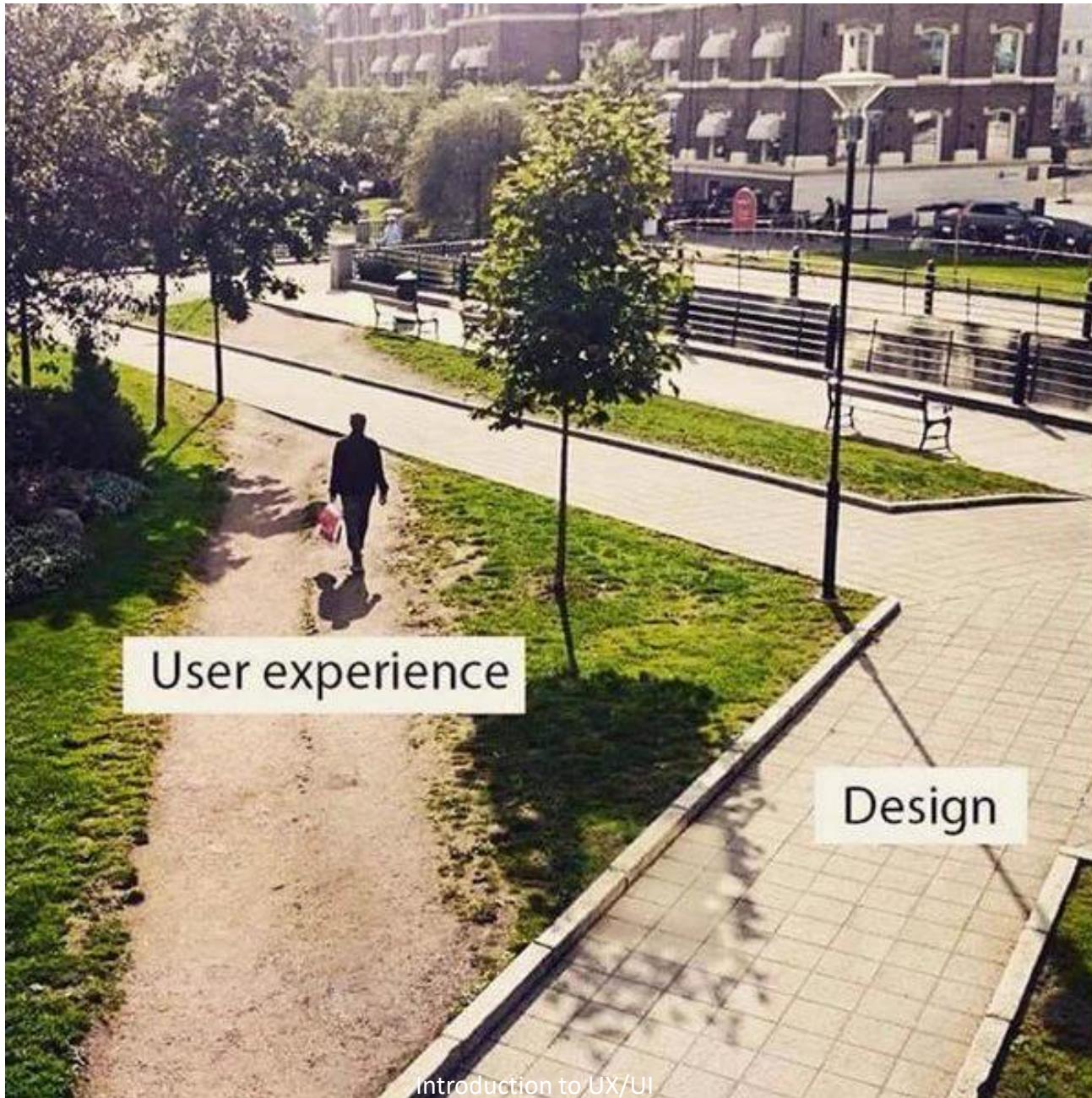
User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations.





UX

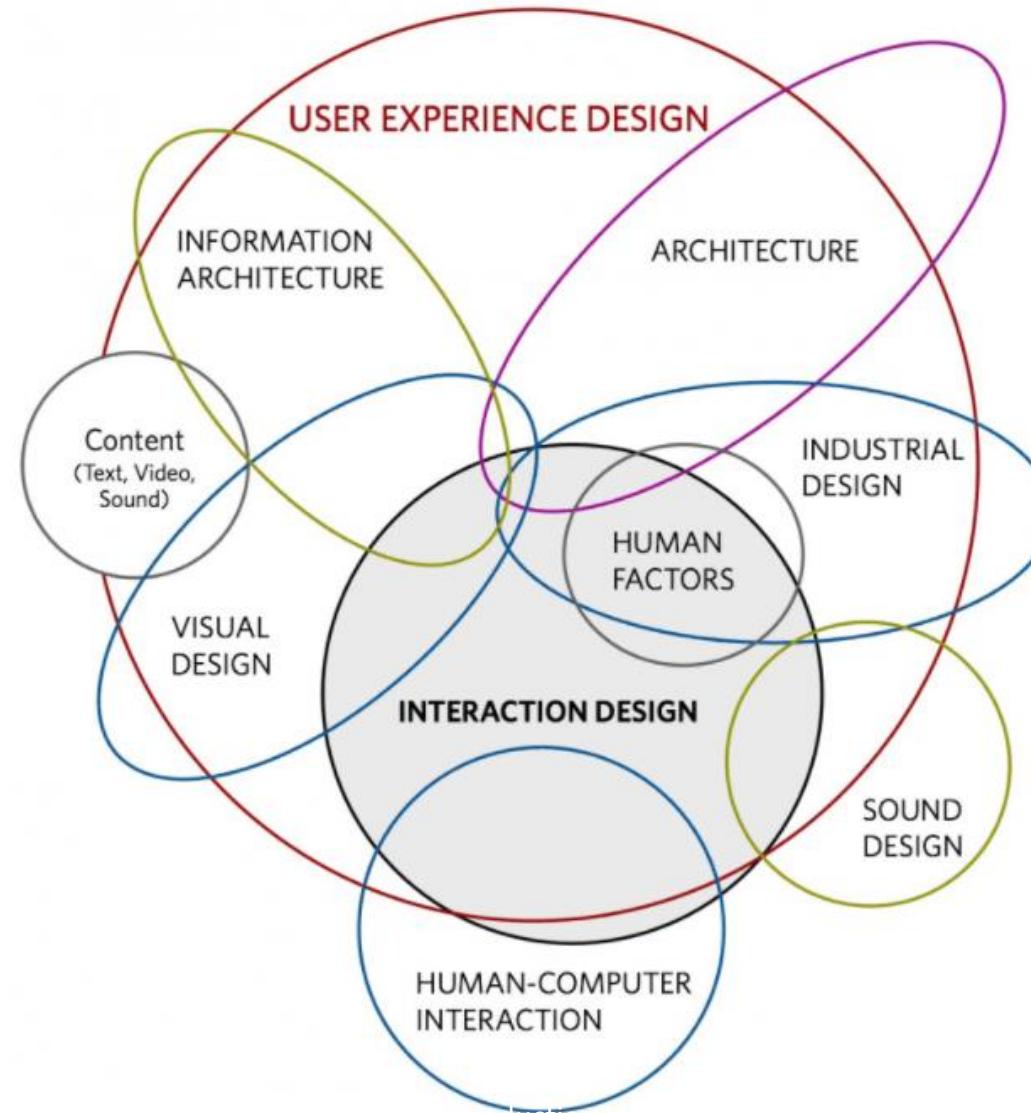
UI

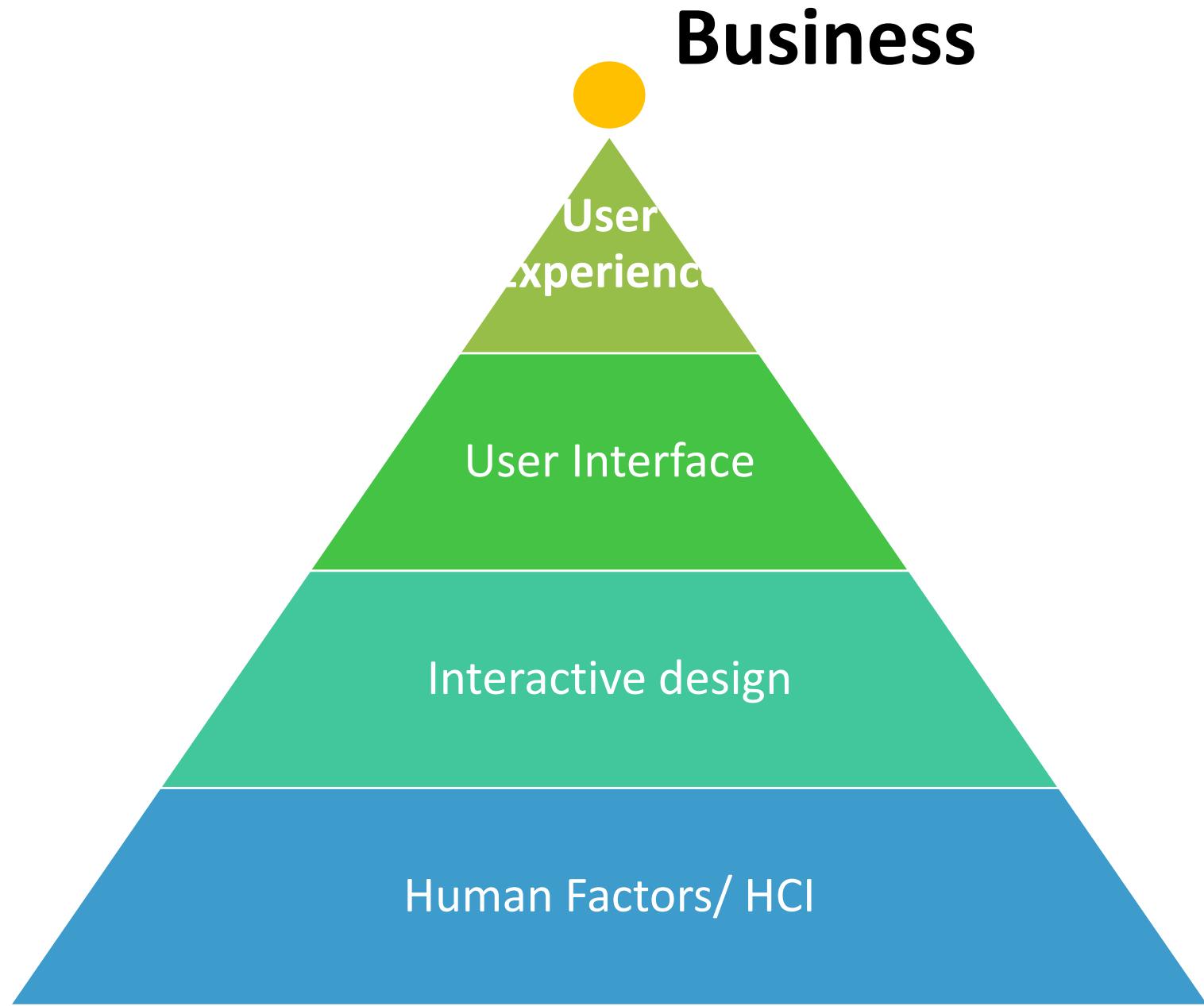


Poor UI cause poor UX



UX and other relevance terms





UX in business



70% of products fail due to lack of user acceptance
72% cite effective user adoption as key (vs 16% software functionality)

Source: 1.Foresster Research,2009

2.Best practice in User Experience (UX) design by Mike Guatieri for application development & Program management professionals

← → ⌂ ⓘ Airbnb, Inc. [US] https://www.airbnb.com/s/Osaka--Japan/all?refinement_paths%5B%5D=%2Ffor_you&query=Osaka%2C%20Japan&place_id=ChiJ13DMKmvoAGArBvkfUj_maM&search_type=autocomplete



Aug 16 - 19 Guests

฿582/night • ฿3,251 total ⓘ

room】 Free Wi-Fi 301
฿1,020/night • ฿4,256 total ⓘ
★★★★★ 100

Comfortable
฿1,588 ฿1,200/night • ฿5,023 total ⓘ
★★★★★ 45 • Superhost


ENTIRE APARTMENT • 1 BED
Double /Namba Shinsaibashi,
Dotombori soon
฿2,457 ฿1,247/night • ฿5,504 total ⓘ
★★★★★ 191


Double Room
Private bathroom
Apartment size: 26 m²
Maximum occupancy: 3
Bed type: 1 Double bed


ENTIRE APARTMENT • 2 BEDS
Designer room/4 mins to Namba/FDS
BIJOU SUITES
฿1,885 ฿1,559/night • ฿6,316 total ⓘ
★★★★★ 7 • Superhost


ENTIRE APARTMENT • 3 BEDS
3 min train to Namba, Shinsaibashi #201
฿1,774 ฿1,181/night • ฿5,920 total ⓘ
★★★★★ 65

Show all (2000+) >

Terms, Privacy, Currency & More

- In 2009 , Airbnb is on the verge of bankruptcy
- The company revenue barely reach 200 dollars a week
- The co-founder started to explore the problem
- **The problem is with pictures !**
- Property 's owners post poor quality picture taken from their smartphone
- **How did they fix it:** re-taking photo for landlord/ladies
- A week after, Airbnbn began to turn over twice



The \$300 Million Button

The “**Register**” button was replaced by the “**Continue**” button with a disclaimer that creating an account was not necessary to make a purchase.



A screenshot of a Brooks website product page. At the top, there are navigation links: MY ACCOUNT, HELP, ORDER LOOKUP, SHOP LOCAL, CHANGE REGION, and a CART icon showing 2 items. A banner at the top right says "FREE SHIPPING ON ALL ORDERS + FREE RETURNS". Below this, a modal window titled "Not sure which size to get?" contains text: "Our expert customer service can help you figure out the one for you so you don't have to return one later. Call 1-800-2-BROOKS or chat with them now to get fitted." The main product image shows a black and lime green running shoe. To its left is a circular badge with the text "CUSHION ME" and a small shoe icon. To the right of the shoe, there is a 5-star rating with "READ 33 REVIEWS" and a detailed product description: "These trusted, go-to running shoes for men are the perfect balance of support and soft cushion, and especially great for those who tend to pronate. The midsole dynamically adapts to every step thanks to our DNA midsole, while your body is...". Below the description is a "MORE DETAILS" link. Further down, there are smaller images of the shoe in various colors (black, lime green, blue, red). A "Color: 081" label is next to a color swatch. Below that are dropdown menus for "Size: 9.5" and "Width: Normal". A "Find Your True Fit" button is also present. At the bottom, there are buttons for "Qty 1" and "Size Chart >".

Problem: Solution to anticipate
and preventing shoe returns ?

80%

Decrease in return rate for
specific audience

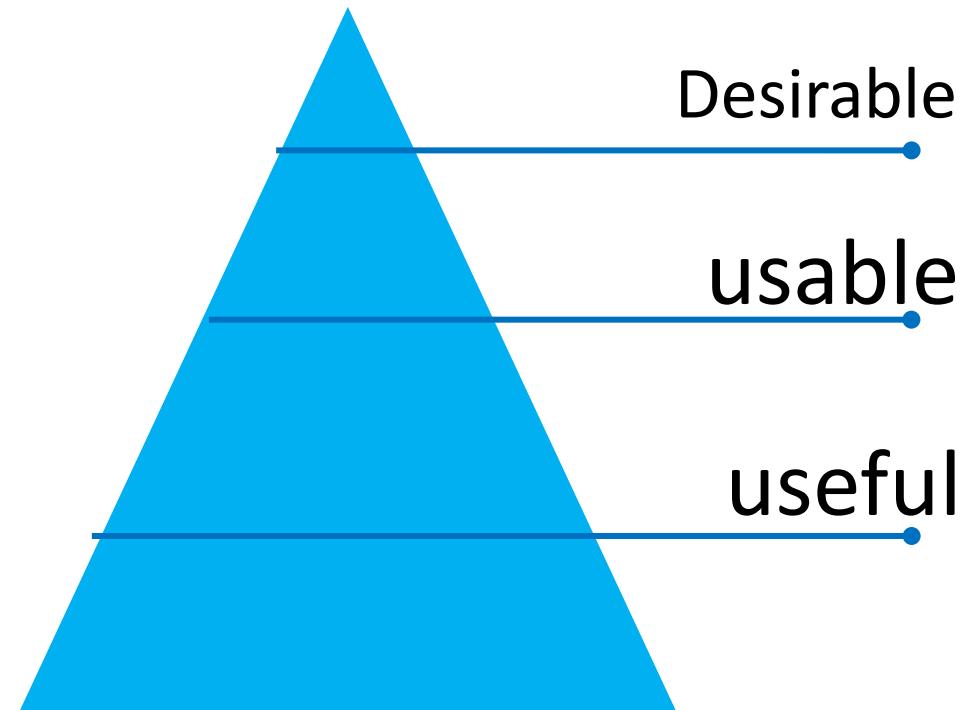
2%

Increase in conversion rate

3%

Increase in cart size

User experience



“Tool need to be useful, usable and desirable”
- Elizabeth Sandlers

Major Cause !



WIKIPEDIA
The Free Encyclopedia

Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes

RTFM

From Wikipedia, the free encyclopedia

For other uses, see [RTFM \(disambiguation\)](#).

RTFM is an initialism for the expression "read the f █ manual".

In expurgated texts, substitutions such as "read the frickin' manual", "read the factory manual", "read the flaming manual", ' manual", "read the friendly manual", "read the [pause] manual" or similar variants are used.^[1] Initialisms similar to RTFM include ("search the fucking web"), "GIYF" ("Google is your friend") and "LMGTFY" ("let me Google that for you"). These indicate that the user could have easily found the answer to their question on the [World Wide Web](#) or the product's own documentation. It may also indicate that a degree of self-research is expected in a forum before asking questions.

Contents [hide]

- 1 Possible origins
- 2 List of alternate interpretations of RTFM
- 3 List of similar initialisms
- 4 See also
- 5 References

Key to success..

empathy

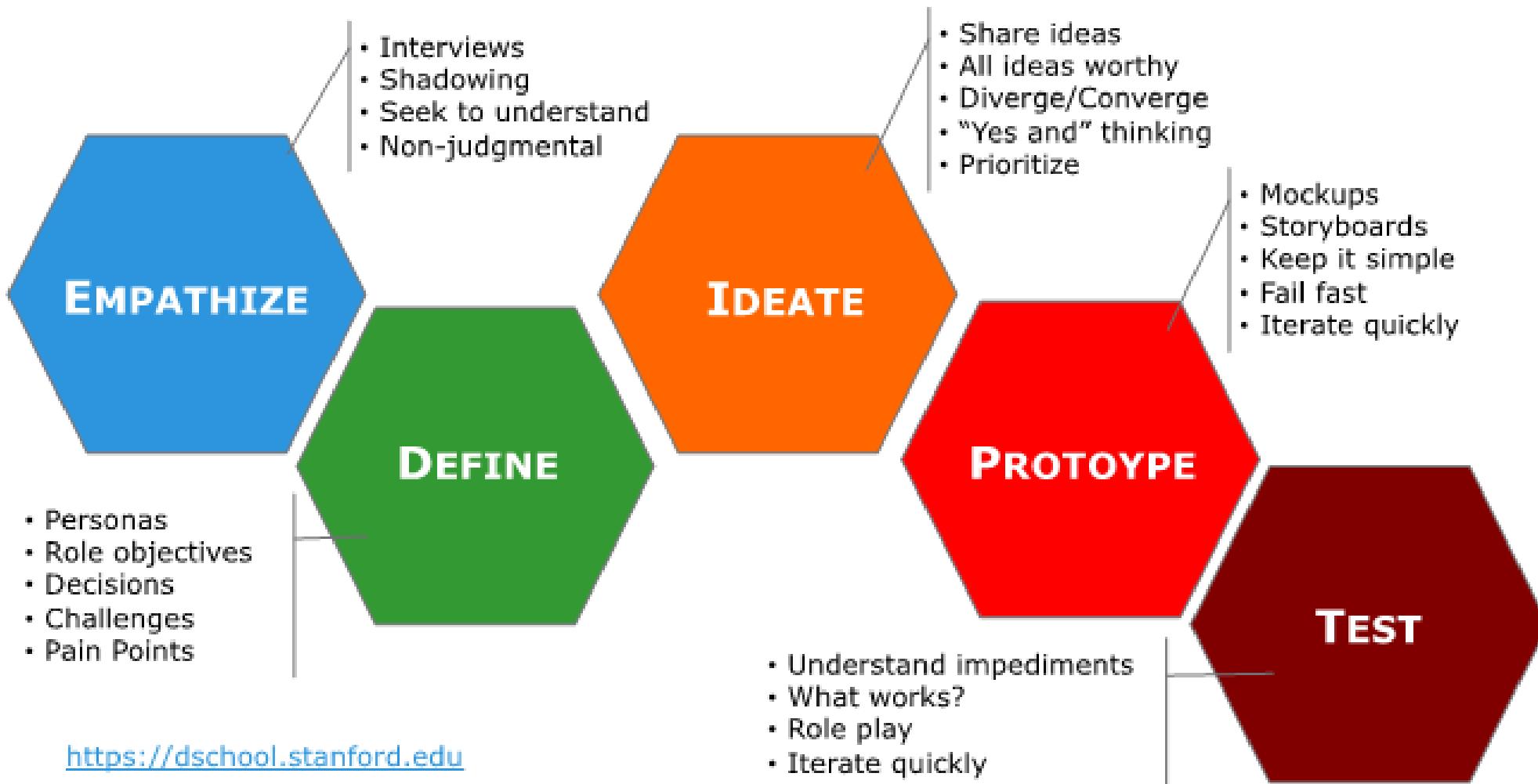
noun [U] • **UK**  /'em.pæ.θi/ **US**  /'em.pæ.θi/

★ **C2** the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation

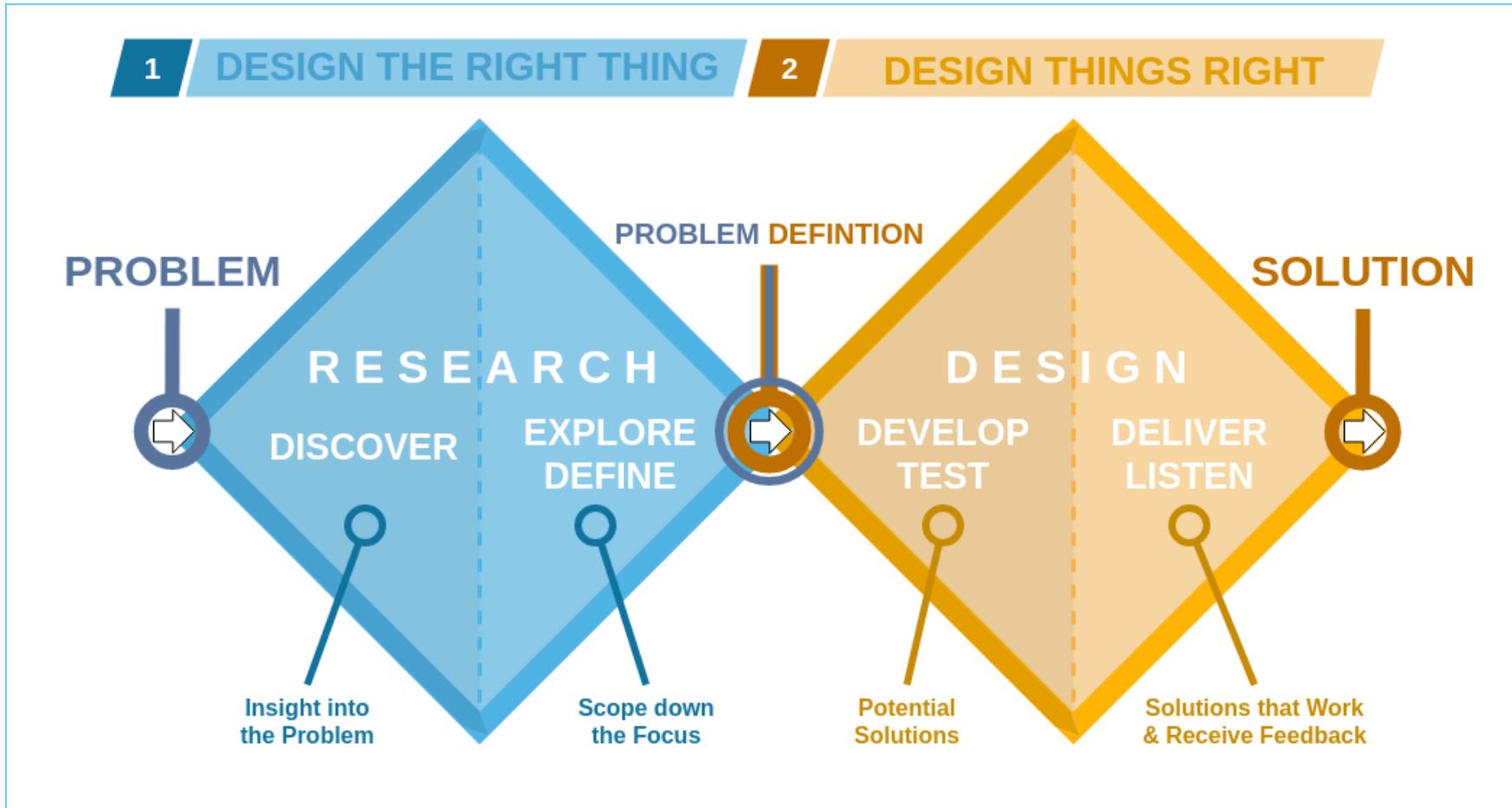
Empathetic design

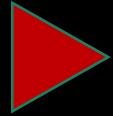
A design approach that focus on methods to improve the team understanding of and empathy with users

Stanford d.school Design Thinking Process



Double Diamond Design Methodology





Requirement

Contextual Observation, Cartographic mapping , Affinity Diagram, **Persona**



Construct

Wireframe, Card sorting, Low-Fide/ Hi-fide prototype



formative



Summative



Evaluation

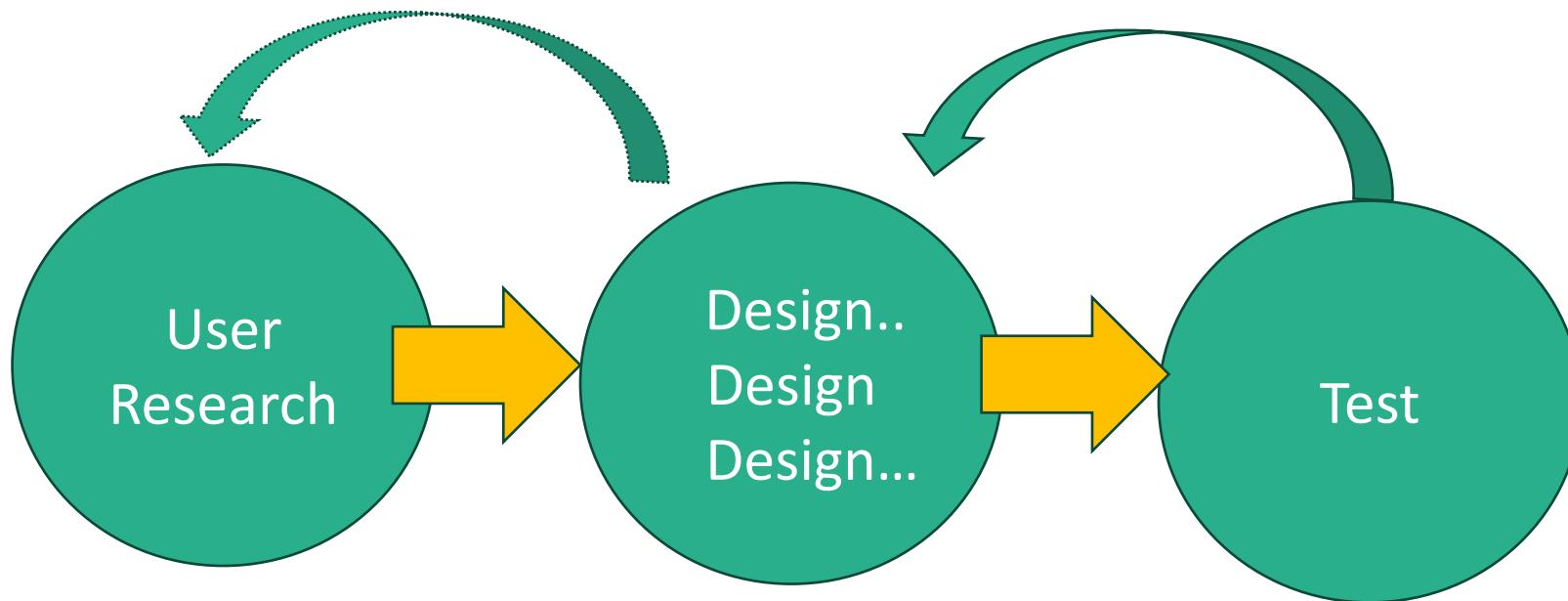
A/B Test, Guerrilla Test, First Click Test, Five Second Test

SUS,ASQ,SMEQ,UME



Think-aloud, Heuristic evaluation,

Simplified UX/UI Process



User Research

What Are Personas?

- Personas are documents that describe typical target users.
- paint a very clear picture of who application and potentially even how they are using it.
- a great exercise in empathy.
- No standard format

A single death is a tragedy, a million deaths is a statistic.

Joseph Stalin

www.thequotes.in

User Persona

Emma Green

AGE 35

OCCUPATION DMV Clerk

EDUCATION High School Degree

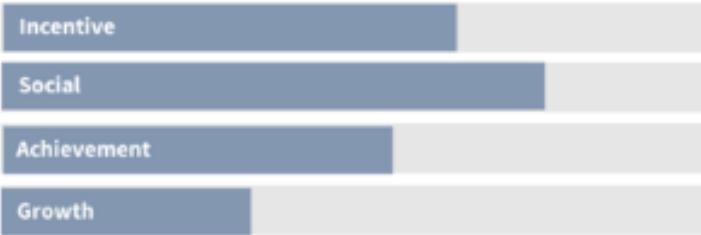
LOCATION Little Rock, AK

DISABILITIES None



"Applicants need their licenses – the faster we get responses from SAVE, the better."

Motivations



Desires

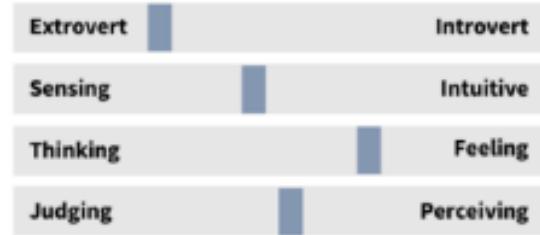
- There was more training available
- There was more explanation behind why some cases like Asylees never match
- Clarity around what document she should be selecting

Bio

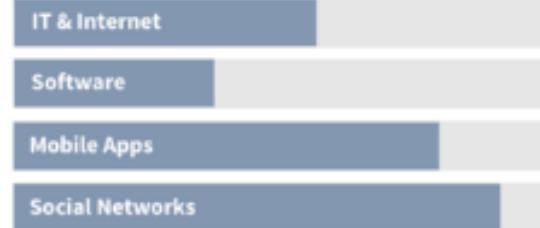
Emma has been a DMV examiner for 3 years, and has been using SAVE since she started. A more senior Verifier trained her when she joined, but she hasn't received and follow up training since then. Prior to the DMV, she was working customer service for a local insurance agency.

Emma joined the DMV because she enjoys customer service, and strives to change the perception of the DMV to a positive experience. She has a routine down, and likes to work through applicants as quickly as possible.

Personality



Technology



Environment

- Works at the front counter, interacting with applicants face to face
- Uses a laptop with a 20" external monitor, keyboard and mouse
- A shared scanner/printer is near her workstation

Persona component

Common

User identity: Name

User identity :Age

User identity: Photo

*Goal

Biography

Motivations

Frustrations

Personal quote.

Optional

Location

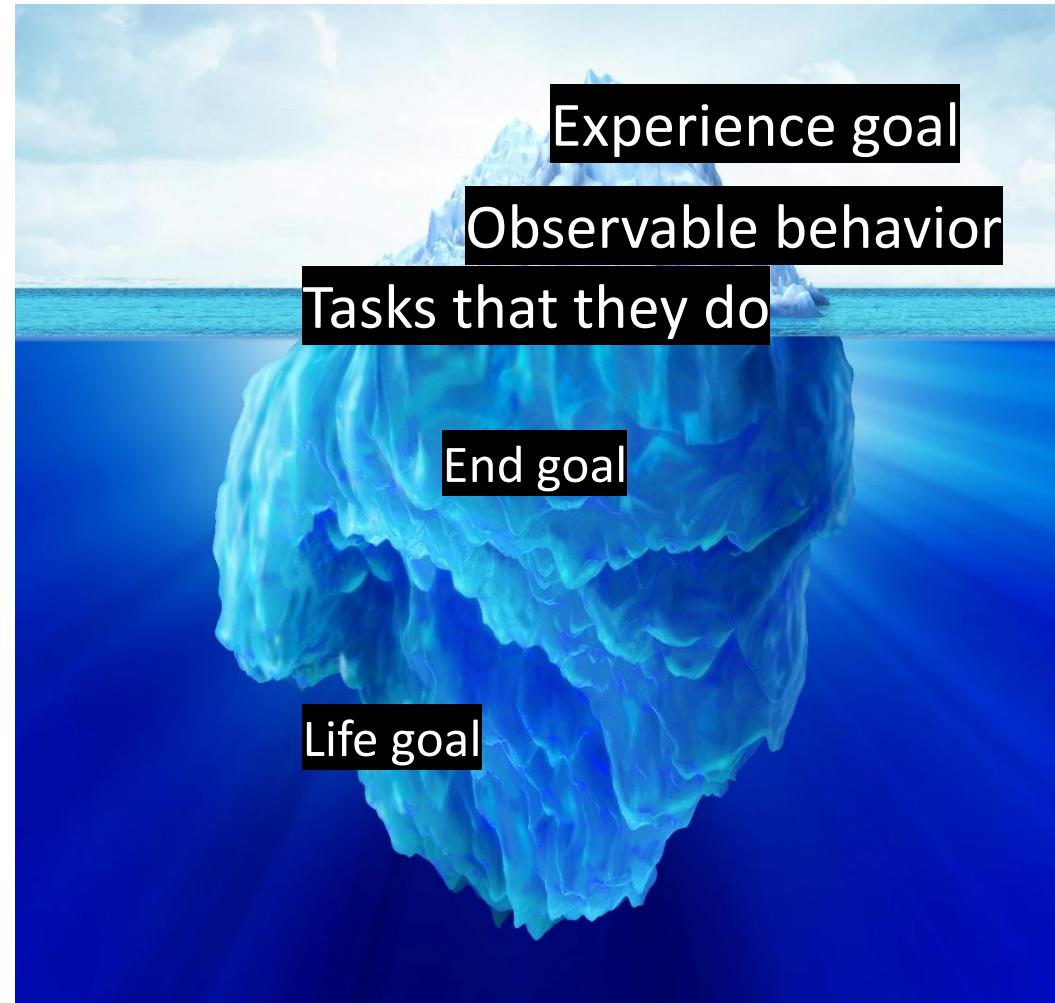
Occupation

Technical comfort level

Social comfort level.

Mobile comfort level.

Useful solution = solution that math user 's goals !



End goal

e.g.

- Be aware of problems before they become critical
- Stay connected with friends and family
- Clear my to-do list by 5:00 every day
- Find music that I'll love
- Get the best deal

名片上显示的内容：

NAME: Persona 4

MARKET SIZE: 0 %

TYPE: Add Personality

Demographic (部分信息):

- Gender: _____
- Location: _____
- Marital status: _____
- Occupation: _____
- Income: _____

+ ADD FIELD

Skills (部分信息):

Background

Motivations (部分信息):

อะไรคือแรงจูงใจที่จะทำให้คนใช้อุปกรณ์ App เรา

Frustrations (部分信息):

ทำไมถึงจะไม่อยากใช้แล้วมีปัญหาอะไร

右侧的说明文字：

End goal
that related to product
and/or Critical tasks

Introduction to UX/UI

NAME
อ.ปราณี

1 %

TYPE
Supervisor



Goals

ประเมินคัดกรองไข้ต้อข่ายถูกต้อง^{ลดการเคลื่อนย้ายผู้ป่วยระหว่างการรักษา}

Quote

“การประเมินอาการผิดทำให้ ต้องปรับการรักษาเฉพาะหน้า แบบขาดความพร้อม และ คนไข้เสียโอกาสสร้างการรักษาอย่างทันท่วงที”

Background

อาจารย์ ปราณี เป็นผู้เชี่ยวชาญทำงานประจำอยู่ห้องเรียนมานาน สามารถวินิจฉัยแยกแยะอาการคนไข้แรกเข้าได้อย่างแม่นยำ ทำให้การรักษาภัยชีพดำเนินต่อไปอย่างราบรื่น ปราณีเป็นหัวหน้างานด้านการประเมินวินิจฉัย คนไข้ที่มีเจ้าหน้าที่ในความดูแลหลายคน แต่เรอมักจะหงุดหงิดที่เห็นเจ้าหน้าที่ในหน่วย ประเมินอย่างไม่ถูกต้อง และไม่เป็นไปตามมาตรฐาน เรองสิ่งคิดว่าจะเสียเวลา แอปพริเคชัน ที่เป็นตัวช่วยการประเมินที่ให้ได้ผลลัพธ์แม่นยำ ไม่ว่าใครจะมาเป็นผู้ประเมิน และเรื่องความสามารถเรียกอุบัติการประเมิน เพื่อสอนและแนะนำกรณีที่ประเมินผิดเพื่อเพิ่มประสิทธิภาพการทำงานในหน่วย

Technology

Motivations

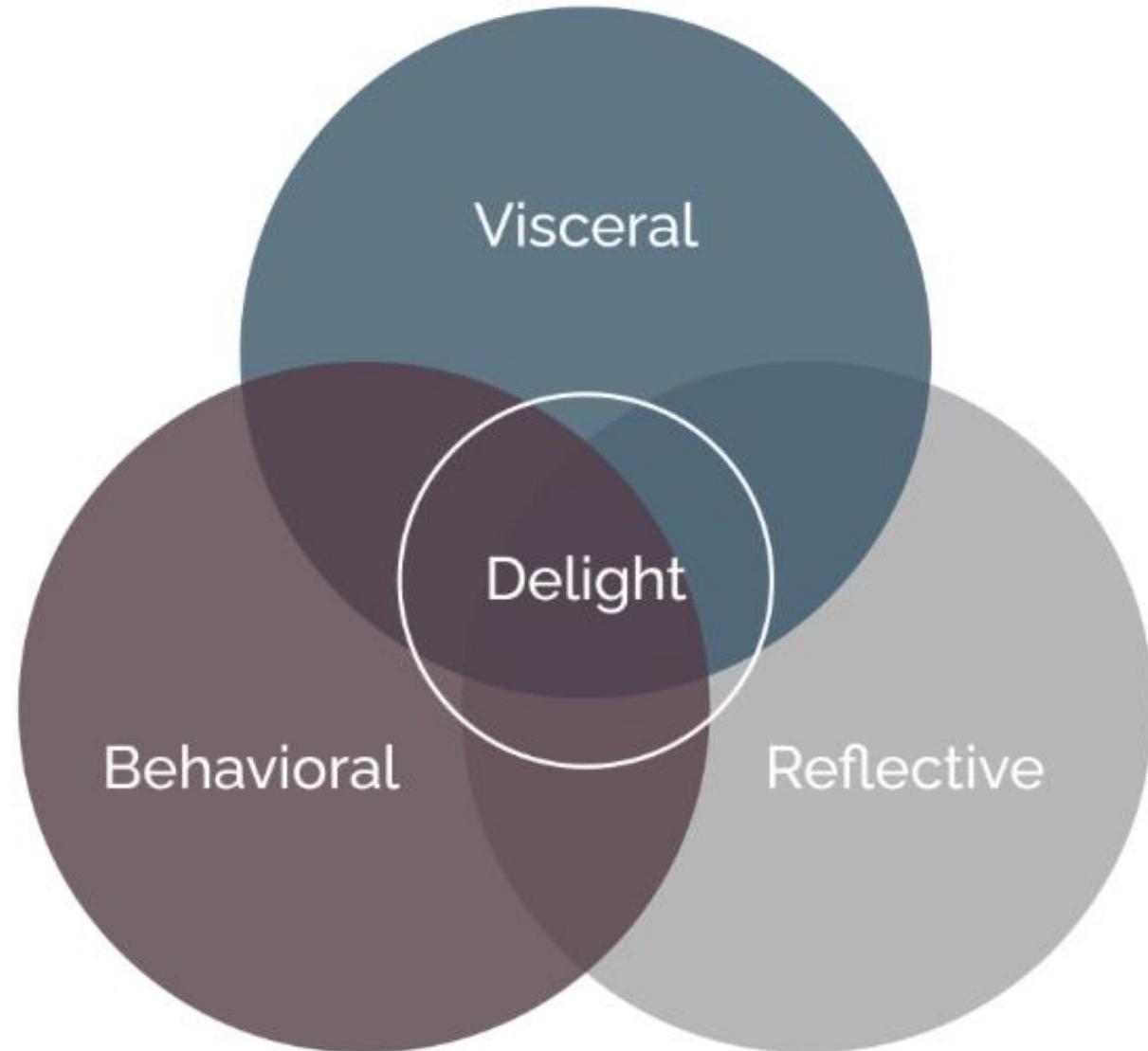
- สามารถดูการประเมินย้อนหลังของ ผู้ประเมิน แต่ละคน
- เรียกอุบัติการประเมินเพื่อการวิจัยประสิทธิภาพ
- ภาพลักษณ์การท่องเที่ยว modern มีประสิทธิภาพ

Frustrations

ผู้ประเมินประเมินไม่ลงตัว ไม่ถูกต้อง ไม่ได้มาตรฐาน

Introduction to UX/UI

UX Level (Don Norman '99)



Visceral level



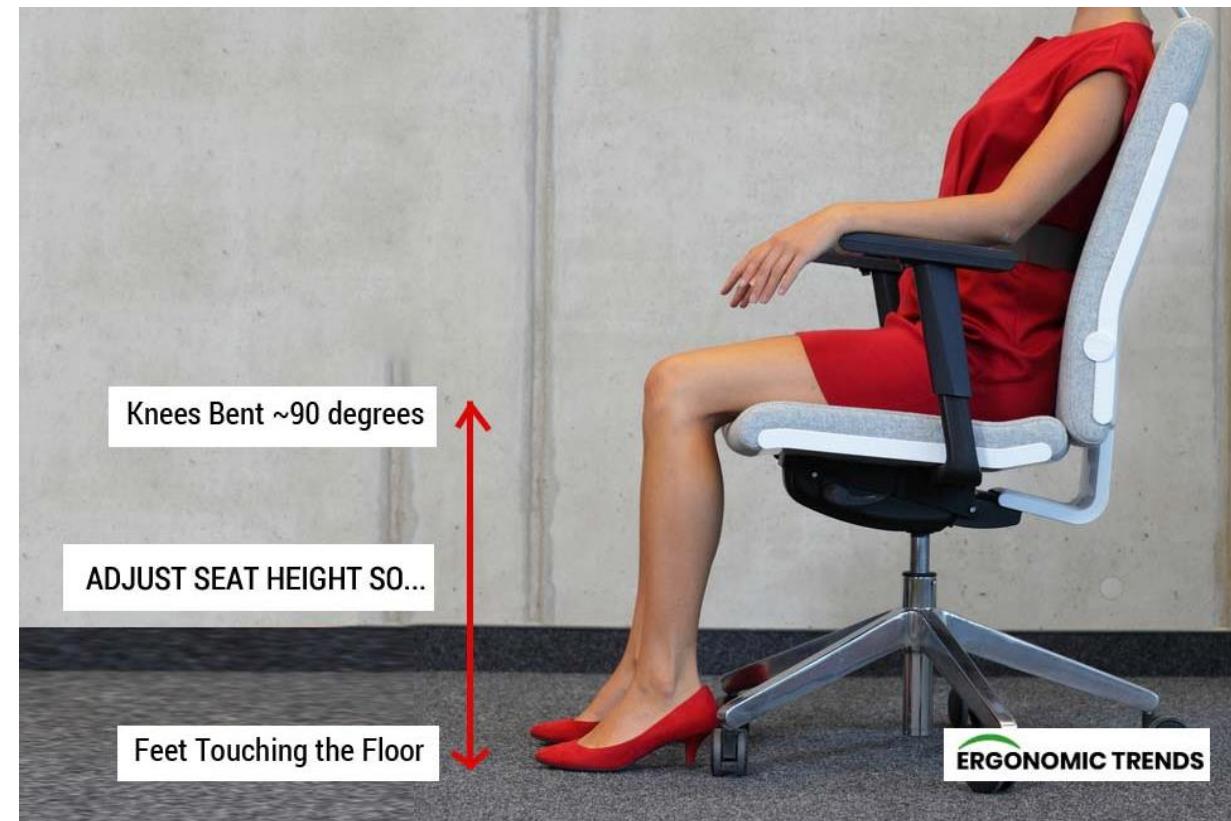
The Australian National University (ANU) homepage features a large banner image of students in a modern university building. Overlaid on the image is a black callout box containing the text "Round 2 international applications open" and a "Apply now" button. The top navigation bar includes links for Newsroom, Events, Safety, Maps, Services, Library, Jobs, Directories, ABOUT, STUDY, RESEARCH, GIVING, ALUMNI, CURRENT STUDENTS, and STRATEGIC INITIATIVES. A search bar at the top right allows users to search the ANU web, staff & maps.

The University of Sydney's Campus life page features a large photograph of two people cycling on a paved campus path. The top navigation bar includes links for Library, Current students, Staff intranet, Study, Campus life (which is highlighted in red), About us, Research, Alumni & giving, and News & opinion. Below the photo, the breadcrumb navigation shows Home / Campus life / Getting to campus. The main content area has a backlink to Home and a backlink to Campus life, followed by the title "Getting to campus". A "Share" button is located on the right side of the page.

Behavioral level



Anatomy of an Ergonomic Chair - Checklist





iPad Pro
New



iPad Air



iPad New



iPad mini



Compare



Apple Pencil



Keyboards
New



Accessories



iPadOS 17
Preview



Shop iPad

Spread the cost of your new iPad over 24 months at 4.9% APR.*



Introducing
**Final Cut Pro
and Logic Pro
for iPad**

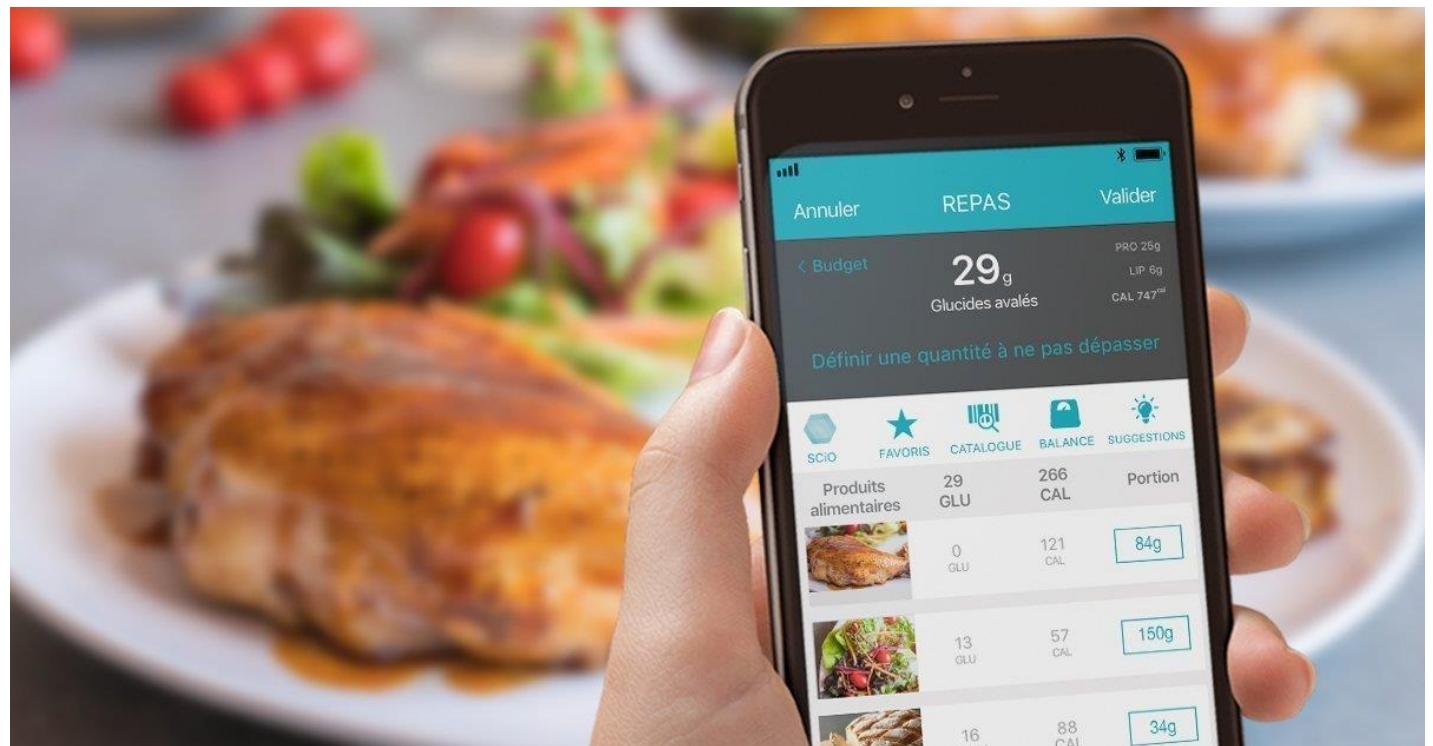
[Learn more about Final Cut Pro for iPad >](#)

[Learn more about Logic Pro for iPad >](#)

Watch the film







How to get info.
for Persona?

Methods for User Research

The image shows the front cover and an open page from the book 'Methods for User Research'. The cover features a red background with a pattern of white lightbulb icons. The title 'Methods for User Research' is at the top, followed by the subtitle 'A Handbook of Methods Revised edition'. Below the subtitle is a black box containing the text '20 new methods and an introduction to life-centred design'. The author's name 'BIS' is at the bottom. To the right of the cover is an open page showing the 'Table Of Contents'. The table of contents is organized into sections: Preface (7), Foreword (8), Introduction (10), Methods (18), and various research methods listed with their page numbers. The methods include Experience Prototyping, Experience Sampling, Extreme Characters, Focus Groups, Forced Association, Future Workshops, Group Passing, Hero Stories, Heuristic Evaluation, Impact Ripple Canvas, Interaction Relabelling, Interviews, KJ Brainstorming, Laddering, Local Orbits, Low-fidelity Prototyping, Mapping Space, Material Exploration, Mind Mapping (WWWWWH), Mock-ups, Mood Boards, Morphological Charts, Non-human Personas, Online Ethnography, Perceptual Maps, Persona-based Walkthroughs, Personas, Pop-ups, Questionnaires, Reframing, Research Visualisation, Role-playing, Scenario-based Thinking, Scenarios, Science Fiction Prototyping, Service Blueprints, and Sketching.

Design. Think. Make. Break. Repeat.

A Handbook of Methods
Revised edition

20 new methods and
an introduction to
life-centred design

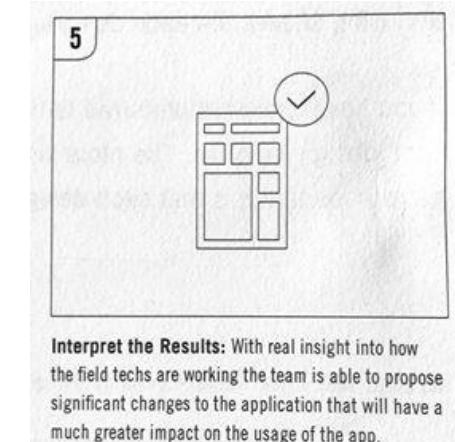
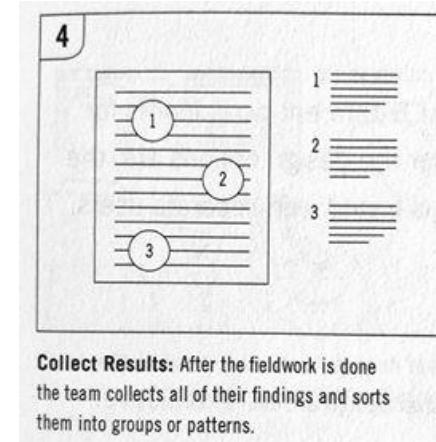
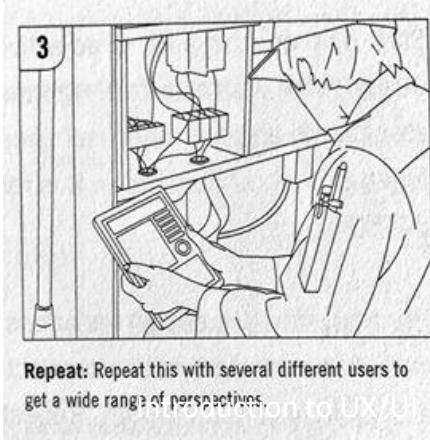
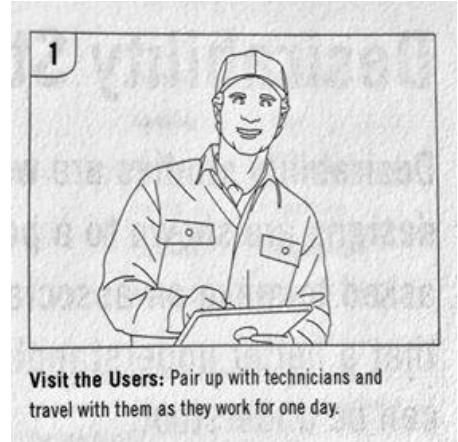
BIS

Table Of Contents

Preface	7
Foreword	8
Introduction	
Design Evolution	10
Design Process	12
Life-centred Design	14
Using the Book	16
Methods	
5 Whys	18
A/B Testing	20
Affinity Diagramming	22
Autobiographical Diaries	24
Backcasting	26
Body Mapping	28
Bodystorming	30
Brainwriting 6-3-5	32
Business Model Canvas	34
Business Model Experimentation	36
Card Sorting	38
Cartographic Mapping	40
Channel Mapping	42
Co-design Workshops	44
Competitor Analysis	46
Context Mapping	48
Contextual Observation	50
Cultural Probes	52
Decision Matrices	54
Design by Metaphor	56
Design Critique	58
Design Team Cards	60
Design Timescapes	62
Direct Experience Storyboards	64
Empathic Modelling	66
Empathy Mapping	68
Experience Prototyping	70
Experience Sampling	72
Extreme Characters	74
Focus Groups	76
Forced Association	78
Future Workshops	80
Group Passing	82
Hero Stories	84
Heuristic Evaluation	86
Impact Ripple Canvas	88
Interaction Relabelling	90
Interviews	92
KJ Brainstorming	94
Laddering	96
Local Orbits	98
Low-fidelity Prototyping	100
Mapping Space	102
Material Exploration	104
Mind Mapping (WWWWWH)	106
Mock-ups	108
Mood Boards	110
Morphological Charts	112
Non-human Personas	114
Online Ethnography	116
Perceptual Maps	118
Persona-based Walkthroughs	120
Personas	122
Pop-ups	124
Questionnaires	126
Reframing	128
Research Visualisation	130
Role-playing	132
Scenario-based Thinking	134
Scenarios	136
Science Fiction Prototyping	138
Service Blueprints	140
Sketching	142

Contextual inquiry

Contextual inquiry is a research method conducted by visiting users in their natural setting and observing how they use your product and asking them a question.



Visit the Users: Pair up with technicians and travel with them as they work for one day.

Take Notes: Throughout the day take notes on how the user works, what types of tasks they do, and note ideas for how an app might make their job easier.

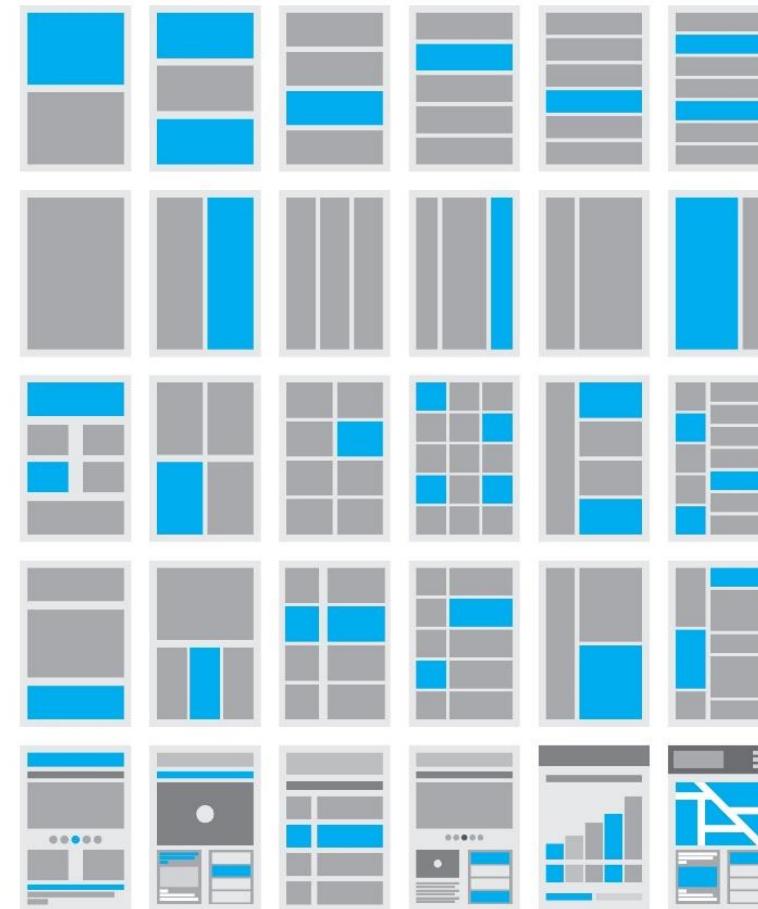
Repeat: Repeat this with several different users to get a wide range of perspectives.

Collect Results: After the fieldwork is done the team collects all of their findings and sorts them into groups or patterns.

Interpret the Results: With real insight into how the field techs are working the team is able to propose significant changes to the application that will have a much greater impact on the usage of the app.

Information Architecture (IA)

Information architecture (IA) is the art of organizing and labelling an information space for optimal understanding and use.



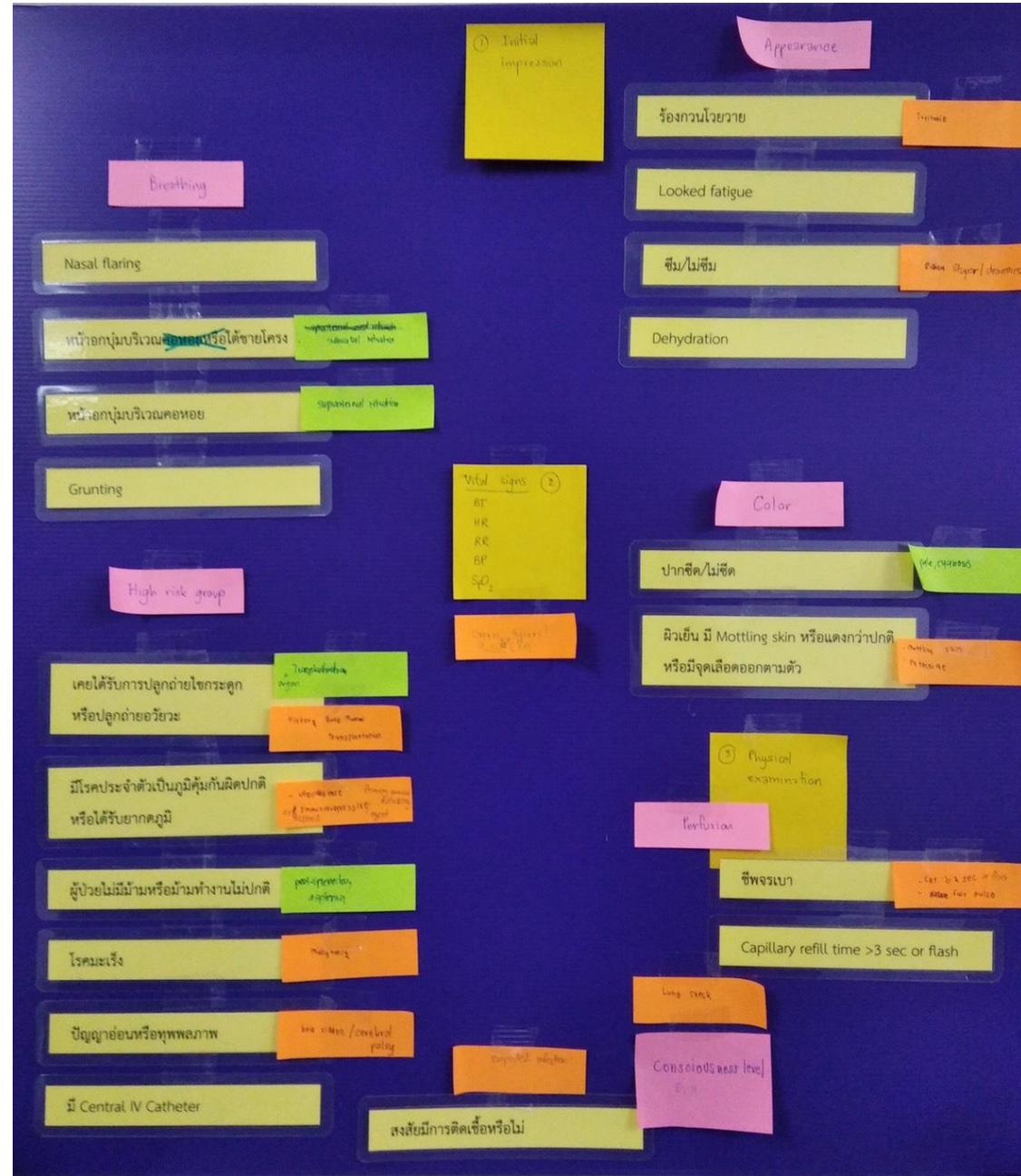
Scope of IA

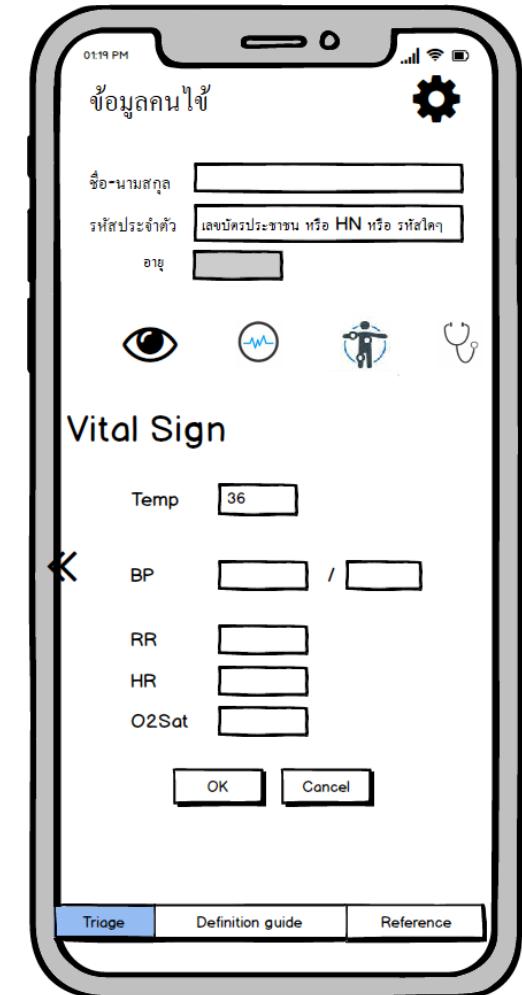
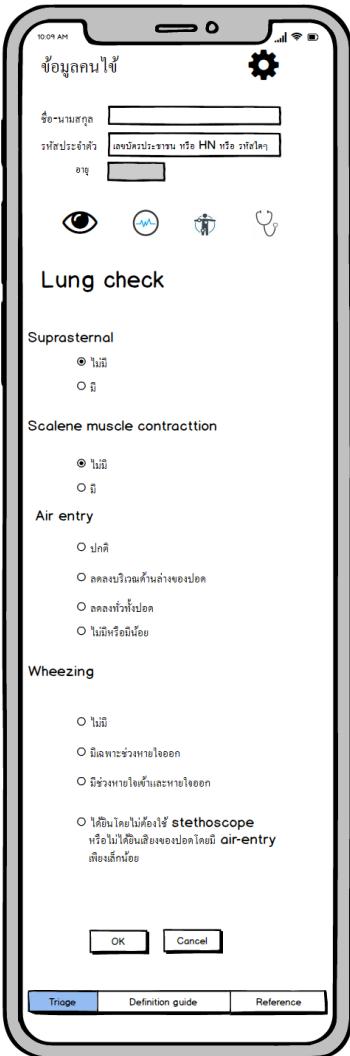
- Anticipate what users need
- Organize and talk about the information from the customer's point of view
- Offer information in a clear, simple way
- Use words that user understands
- Offer clear next step
- Make it really obvious where you are and what 's happening
- Confirm that a task was successfully completed

Card sorting

- A technique for gaining insight into how people think and classify them
- To answer how users think about the terminology we plan to use in menus, navigation and information architecture





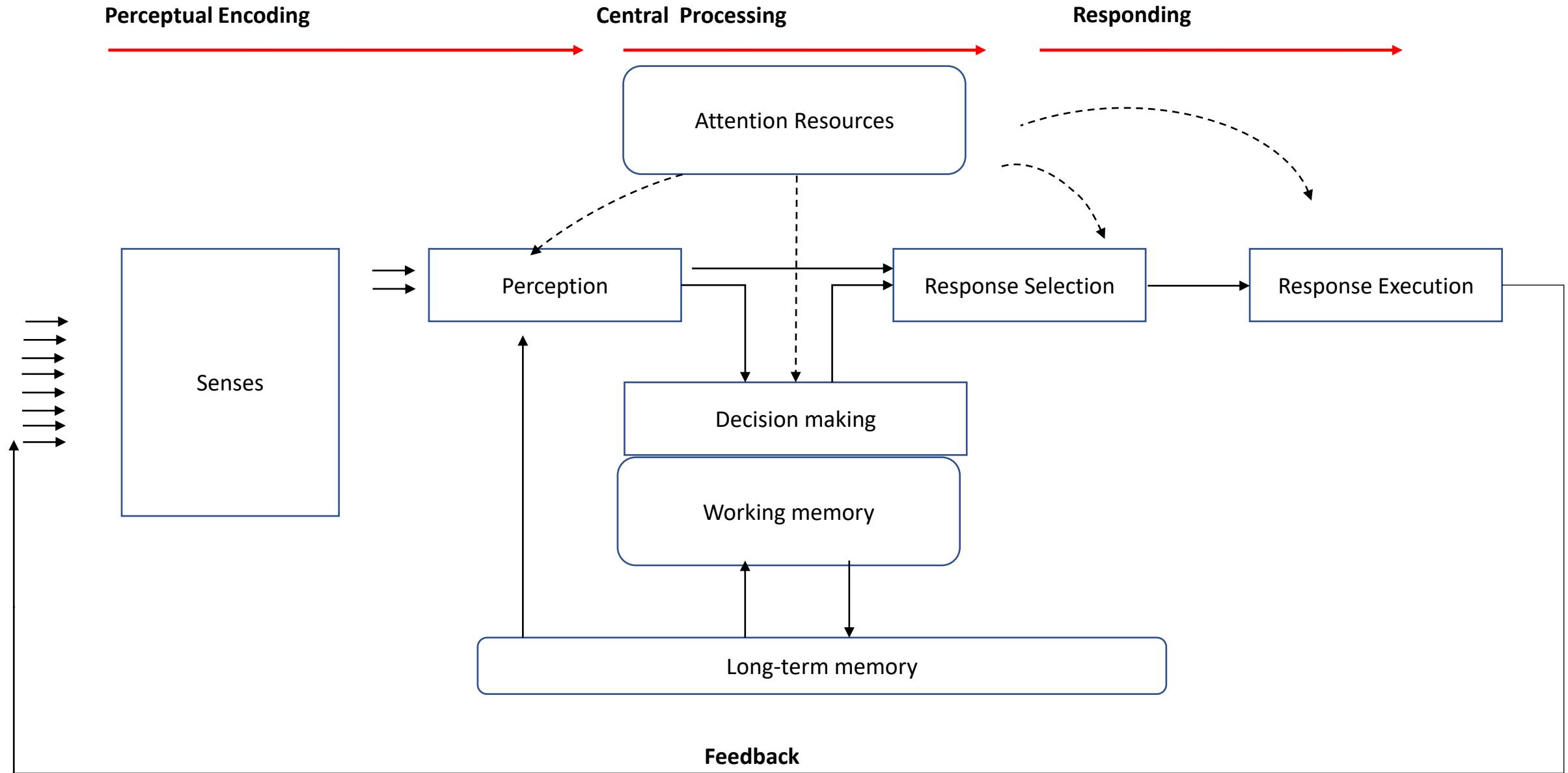


Visual Interface design

The user interface (UI) design is the specific visual touchpoint or asset users interact with. So, the UI designer may compose layouts, create visual systems and build mockups.

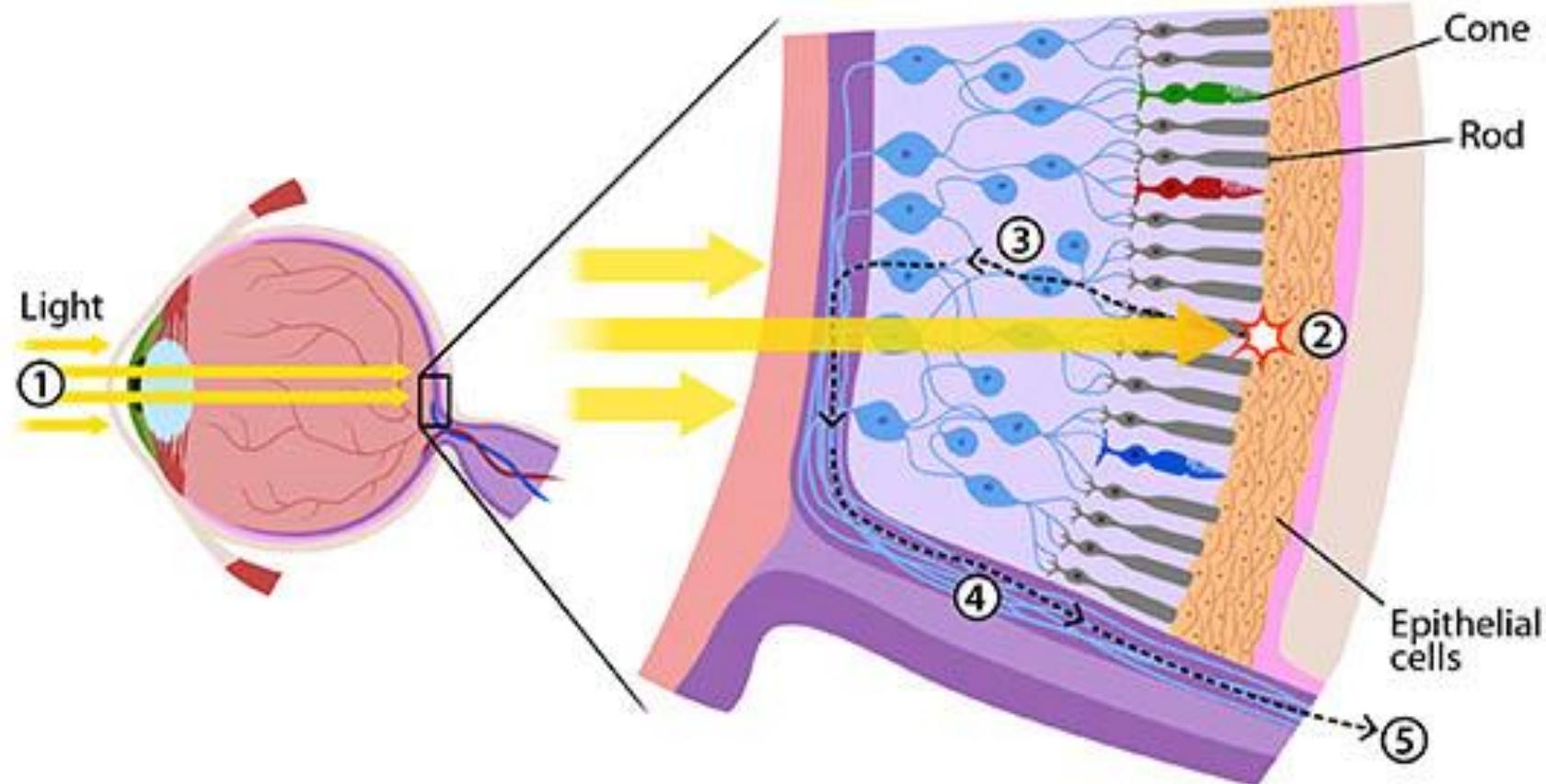
Visual design approaches

Consider human factors



Receptor cells

Rod cell and Cone cell



Fovea friendly design

- Anticipate where users looking at – Fovea acuity concerned !

The screenshot shows the 'My Account' section of the informaworld website. At the top, there are navigation links for eBooks, Journals, Reference Works, and Abstract Databases. Below this is a search bar with options to search 'entire site' or 'informaworld'. To the right of the search bar are links for Browse Publications A-Z, Browse Subjects A-Z, and Advanced Search. A 'Taylor & Francis' logo is on the left. A message box displays an error: 'Error: Username/password combination was not recognised. [hide message]'. Below this, a 'My Account' menu includes Register, Subscriptions, Purchases, Shopping Cart, Alerts, Marked Lists, and Saved Searches. The 'Register' tab is active. A 'Personal Registration' section explains that creating an account allows users to manage lists, set up alerts, and buy subscriptions online. An 'Institutional Registration' section is also present. A note states that accounts already exist for off-line purchases. A 'Sign in' form is at the bottom, asking for a 'Username:' and 'Password:', both marked as required ('*'). The 'Sign In' button is highlighted with a circle and labeled 'Fovea'. Below the sign-in form are links for forgotten password and Athens users.

Examples from computer user interfaces



Create a Free Email Address

[Already a Member? Click here](#)

* First Name:

* Last Name:

* Desired Email Address: @aol.com
3-16 letters or numbers. It must start with a letter.

* Password: Password Strength

Please enter a Password that is 6-16 characters using only letters and numbers.

6-16 letters or numbers.
[Help for creating a secure password.](#)

F-Shape pattern



Follow the major designing rules

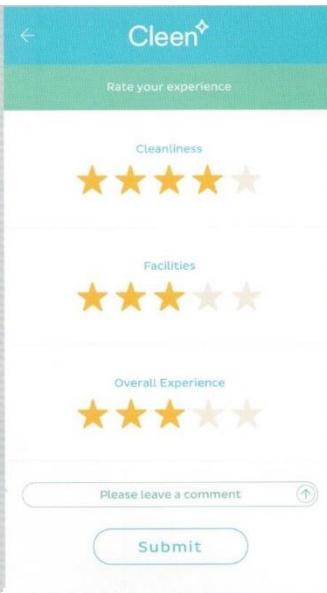
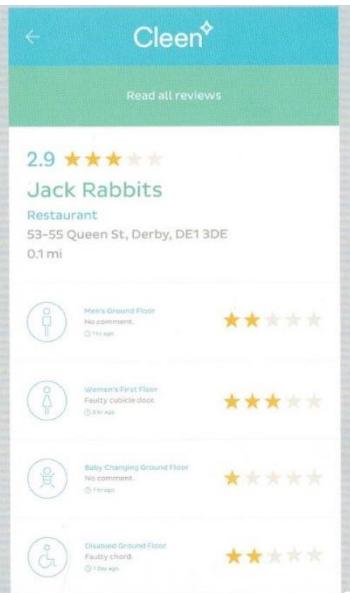
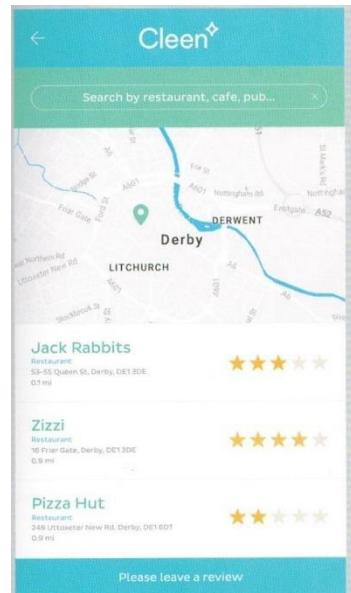
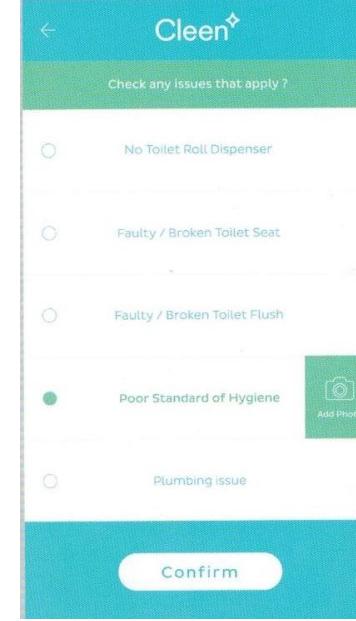
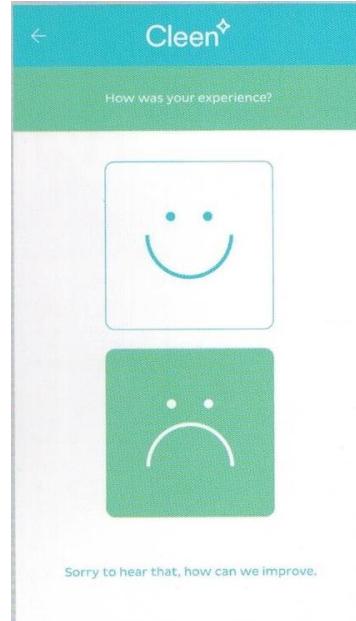
- 1) Consistency 2) Visual Hierarchy

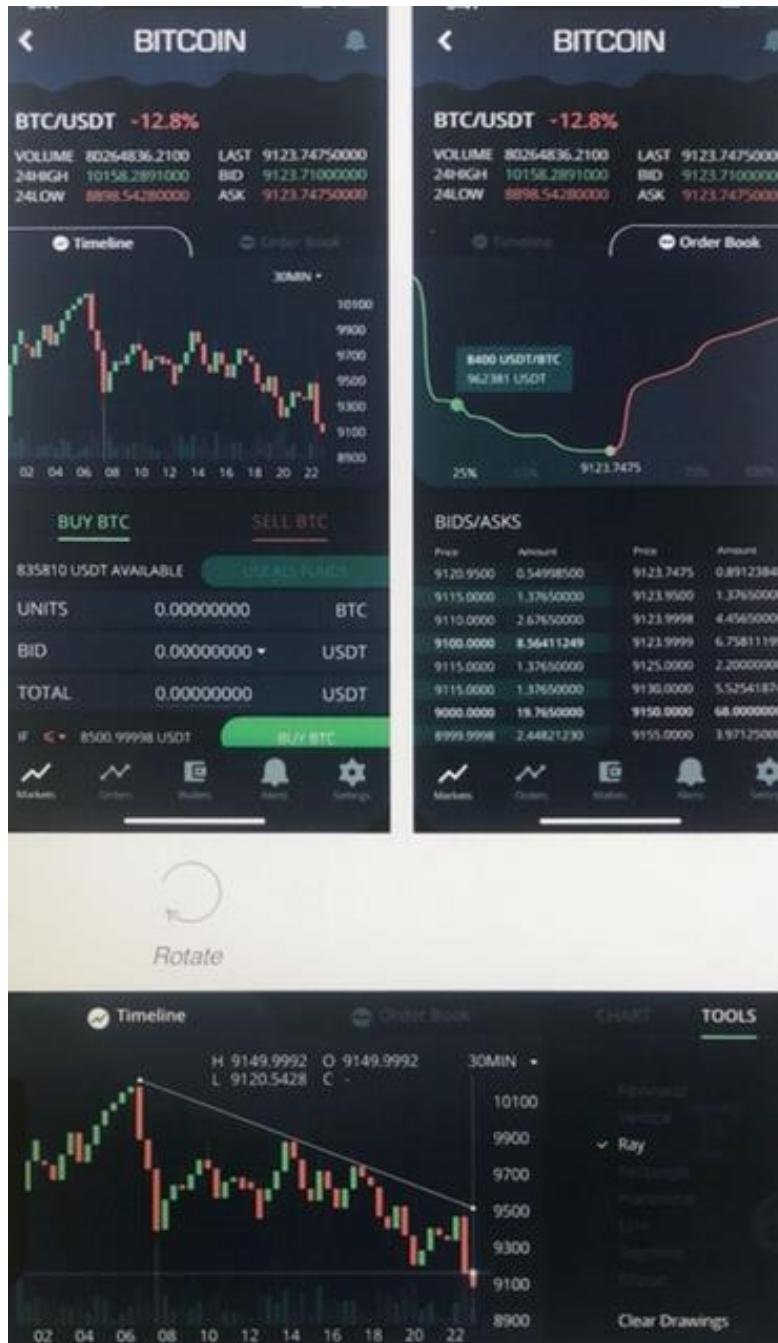
Consistency

- Without consistency, users need to put effort to learn to interact with every UI (see also cognitive and cognitive issues in HCI)
- Establishing consistency means setting and maintaining expectations by using elements people are familiar with
- Expectations are set by what people see onscreen, as well as what they've seen in the past

Consistency in interface design

- Consistency in layout
- Consistent use of typography
- Consistent use of chart
- Consistency in logos
- Consistency in controls and affordances





Same font
Same color theme
Same proximity between element

Visual hierarchy

- Visual hierarchy is the perception and interpretation of the relative importance of objects
- We have learnt from the HCI that
 - Our eye can see the **red** color than other color
 - Animated elements attract people **attention**

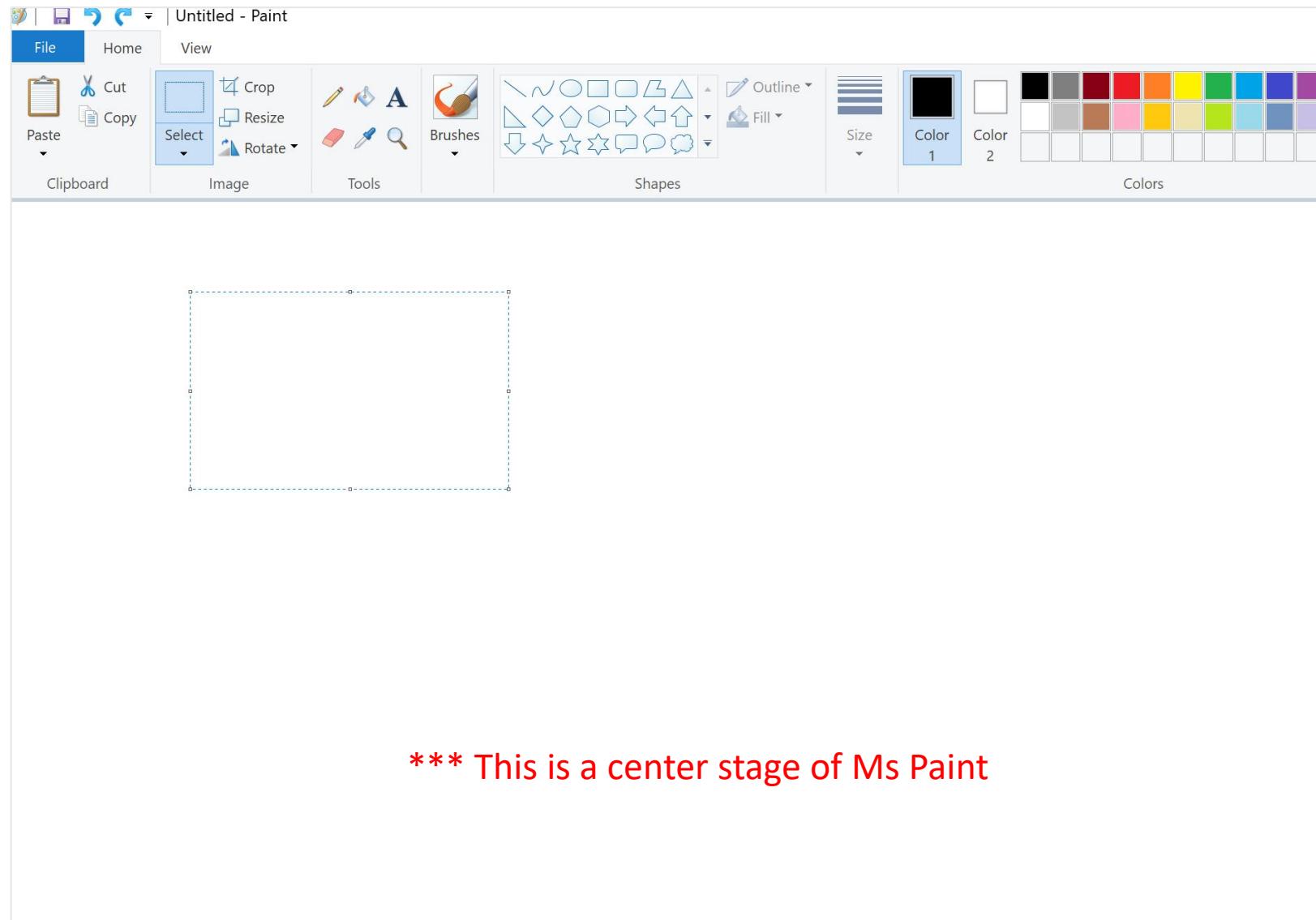


No hierarch Example

<p>09/28/12 (Fri) 12:00pm - 02:00pm Portice 122, Gund Hall, 48 Quincy St. Cambridge, MA Student Lecture Series: Mike Healy and Josh Margul</p> <p>add to calendar</p> <p>10/02/12 (Tue) 06:00pm - 08:00pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA Sen. Mel Martinez, 13th Annual John T. Dunlop Lecture: "America's Housing Policy: Charting a Course for Recovery"</p> <p>add to calendar</p> <p>10/05/12 (Fri) 12:00pm - 02:00pm Portice 122, Gund Hall, 48 Quincy St. Cambridge, MA Student Lecture Series: Adriana Chevez, Oscar Malaspina, Einat Rosenkrantz Amon, and Alykhan Mohamed</p> <p>add to calendar</p> <p>10/11/12 (Thu) 01:05pm - 02:00pm Portice 121 JCHS Brown Bag - Michael Luzier</p> <p>add to calendar</p> <p>10/15/12 (Mon) 04:30pm - 06:00pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA John Pucher, "Promoting Cycling and Walking for Sustainable Cities: Lessons from Europe and North America"</p> <p>add to calendar</p> <p>10/17/12 (Wed) 12:00pm - 02:00pm Portice 123, Gund Hall, 48 Quincy St. Cambridge, MA Student Lecture Series: Cassie Bosco and Kate Smaby</p> <p>add to calendar</p> <p>10/19/12 (Fri) 12:00pm - 02:00pm Stubbins (Room 112), Gund Hall, 48 Quincy St. Cambridge, MA Graduate School of Design Harvard University Landscape Design GSD Harvard University "Liminal Objects," Harvard GSD Conference on Design</p> <p>Events: Events List</p> <p>Menu →</p>	<p>10/01/12 (Mon) 06:30pm - 08:00pm Stubbins (Room 112), Gund Hall, 48 Quincy St. Cambridge, MA Placemaking Revolution</p> <p>add to calendar</p> <p>10/03/12 (Wed) 06:30pm - 08:30pm Stubbins (Room 112), Gund Hall, 48 Quincy St. Cambridge, MA "Incentive, Innovation: Affordable Housing and Design," Panel Discussion with Eric Belsky and Michael Bell</p> <p>add to calendar</p> <p>10/05/12 (Fri) 12:00pm - 02:00pm Portice 122, Gund Hall, 48 Quincy St. Cambridge, MA Student Lecture Series: Adriana Chevez, Oscar Malaspina, Einat Rosenkrantz Amon, and Alykhan Mohamed</p> <p>add to calendar</p> <p>10/11/12 (Thu) 06:30pm - 08:30pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA Roger Duffy, "The Roger Duffy Studio / SOM: Imagination in Place"</p> <p>add to calendar</p> <p>10/15/12 (Mon) 04:30pm - 06:00pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA GSD Talks: José Luis Vallejo and Belinda Tato</p> <p>add to calendar</p> <p>10/16/12 (Tue) 12:00pm - 02:00pm Stubbins (Room 112), Gund Hall, 48 Quincy St. Cambridge, MA "Designs Within Designs: Progressive Ceramics in Today's Architecture," Panel Discussion with Martin Bechthold, Angela Paredes, and Ryan Fasan</p> <p>add to calendar</p> <p>10/23/12 (Tue) 01:05pm - 02:00pm Portice 123 JCHS Brown Bag - Bob Dubinsky</p> <p>add to calendar</p>	<p>10/01/12 (Mon) 06:30pm - 08:30pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA Eyal Weizman, "Forensic Architecture: The Place of Law in War"</p> <p>add to calendar</p> <p>10/04/12 (Thu) 06:30pm - 08:30pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA Günther Vogt, "City as Territory as Landscape"</p> <p>add to calendar</p> <p>10/09/12 (Tue) 06:30pm - 08:30pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA Kengo Kuma, "After March 11th"</p> <p>add to calendar</p> <p>10/12/12 (Fri) 03:00pm - 04:00pm Portice 123, Gund Hall, 48 Quincy St. Cambridge, MA PhD Talks: Aggregate</p> <p>add to calendar</p> <p>10/16/12 (Tue) 06:30pm - 08:30pm Piper Auditorium, Gund Hall, 48 Quincy St. Cambridge, MA Toyo Ito, "What Was Metabolism? Reflections on the Life of Kiyonori Kikutake"</p> <p>add to calendar</p> <p>10/18/12 (Thu) 04:30pm - 07:00pm Stubbins (Room 112), Gund Hall, 48 Quincy St. Cambridge, MA PhD Talks: Sylvia Lavin</p> <p>add to calendar</p> <p>10/22/12 (Mon) 01:05pm - 02:00pm Portice 123 JCHS Brown Bag - Bob Dubinsky</p> <p>add to calendar</p>
		
<p>Events: Events List</p> <p>Menu →</p>	<p>add to calendar</p>	<p>add to calendar</p>

Visual hierarchy in UI design pattern : Center Stage

- putting the most important information or frequently used panel center stage, you draw the users' attention towards it
- users' attention is *immediately* drawn to the most relevant and significant region of the display
- Visual hierarchy



Chiang Mai, Mueang Chiang Mai District, Chiang Mai

Saturday 1:00 PM

Mostly Sunny



33 °C | °F

Precipitation: 61%

Humidity: 56%

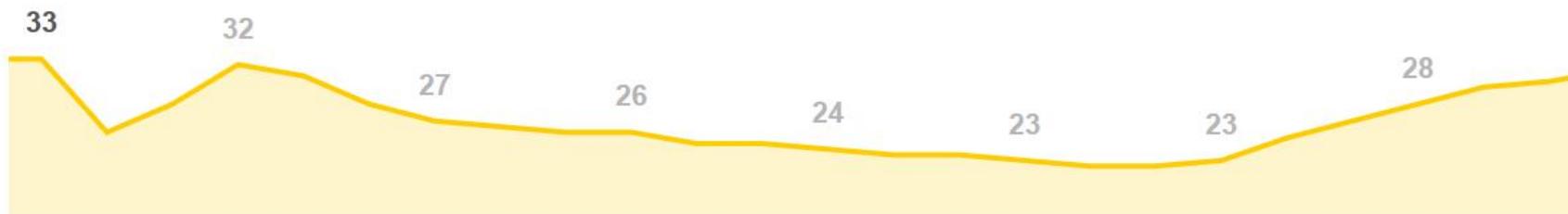
Wind: 10 km/h

*Center stage

Temperature

Precipitation

Wind



2 PM

5 PM

8 PM

11 PM

2 AM

5 AM

8 AM

11 AM

Sat



33° 22°

Sun



33° 22°

Mon



32° 22°

Tue



32° 21°

Wed



30° 18°

Thu



31° 18°

Fri



31° 18°

Sat



32° 18°

Consult UI design pattern

User Interface Design patterns are recurring solutions that solve common design problems.

www.ui-patterns.com/patterns

Resources for Design Pattern

Mobbin.com

uirecipes.com

ui-patterns.com

Behance.net

Dribbble.com

Pttrns.com

Goodui.org

User Interface Design Patterns

Getting input

Forms

- Password Strength Meter
- Expandable Input
- Structured Format
- Captcha
- Keyboard Shortcuts
- Rule Builder
- Inplace Editor
- Preview
- Fill in the Blanks
- WYSIWYG
- Input Feedback
- Calendar Picker
- Drag and drop
- Morphing Controls
- Settings
- Good Defaults
- Undo
- Autosave
- Input Prompt
- Forgiving Format

Explaining the process

- Wizard
- Completeness meter

Navigation

Tabs

- Navigation Tabs
- Module Tabs

Jumping in hierarchy

- Breadcrumbs
- Fat Footer
- Notifications
- Modal
- Shortcut Dropdown
- Home Link

Menus

- Vertical Dropdown Menu
- Accordion Menu
- Horizontal Dropdown Menu

Content

- Adaptable View
- Article List
- Pagination
- Cards
- Carousel
- Progressive Disclosure
- Continuous Scrolling
- Archive

Dealing with data

Tables

- Table Filter
- Sort By Column
- Alternating Row Colors

Formatting data

- Frequently Asked Questions (FAQ)
- Dashboard
- Copy Box

Images

- Gallery
- Slideshow
- Image Zoom

Search

- Autocomplete
- Search Filters

Onboarding

Guidance

- Playthrough
- Coachmarks
- Inline Hints

Social

Reputation

- Collectible Achievements
- Testimonials
- Leaderboard

Social interactions

- Activity Stream
- Friend list Mini
- Reaction
- Auto-sharing Mini
- Follow
- Chat
- Friend
- Invite friends

Miscellaneous

Shopping

- Product page
- Coupon
- Pricing table
- Shopping Cart

Increasing frequency

GoodUI.ORG provide the evidence from the test on which pattern is more effective

Pattern #9: **Multiple Steps**

With A Total Of

8.5 Evidence

For Version

B

It Is **Almost Certainly** Better

+5% All Metrics

A

Hello, here is everything at once.



Complete

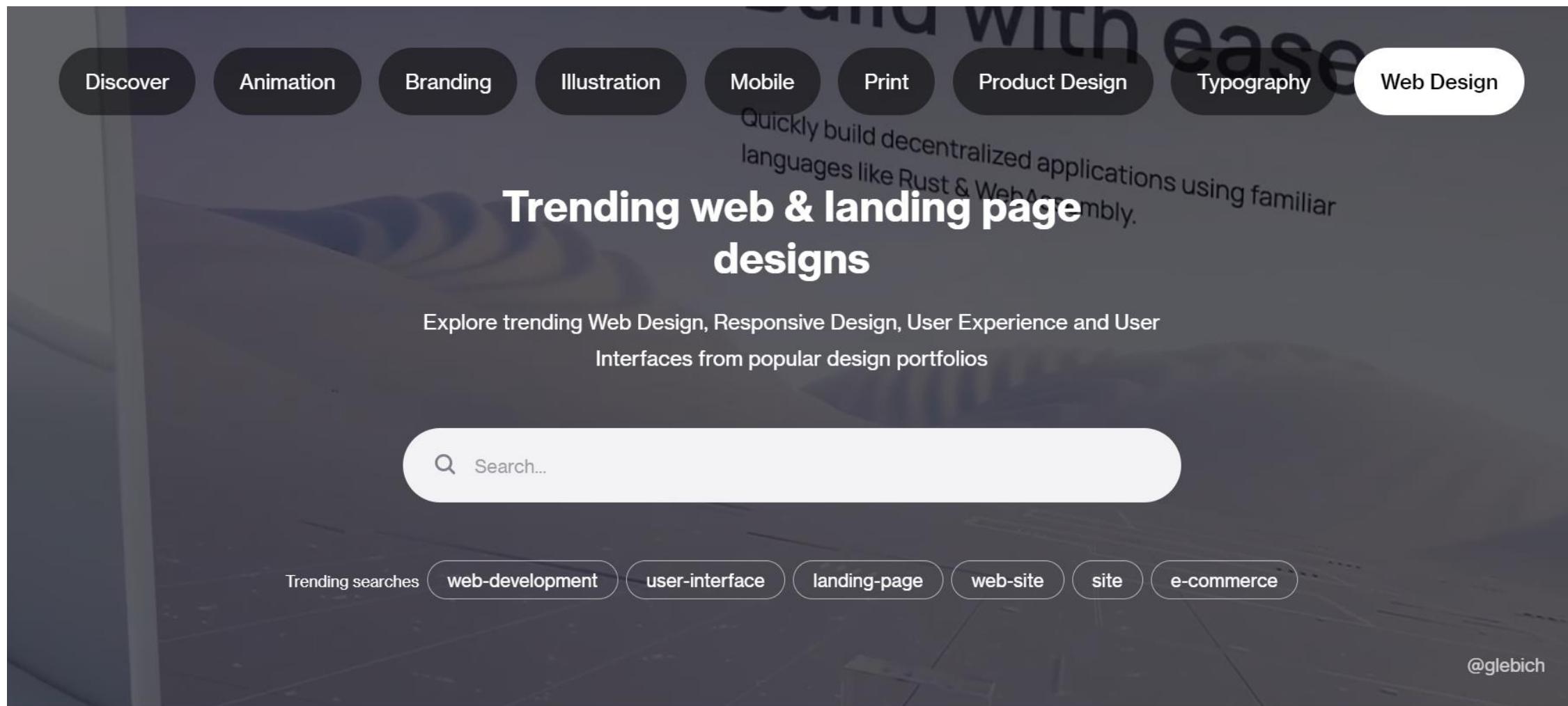
B

Hello, here is one thing at a time.



Next

Dribbble.com is a good resource for seeing design reference in many design domains



Popular ▾

Filters ↑

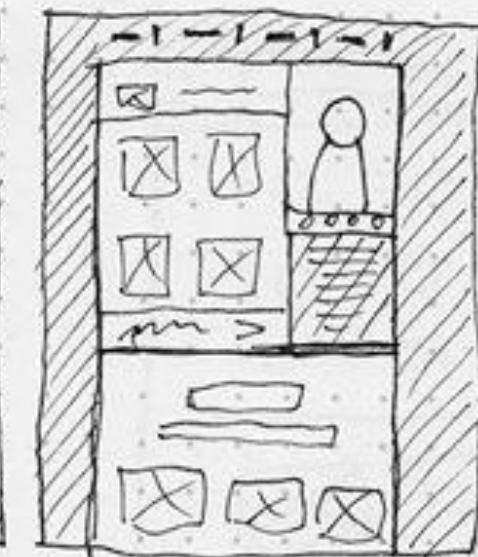
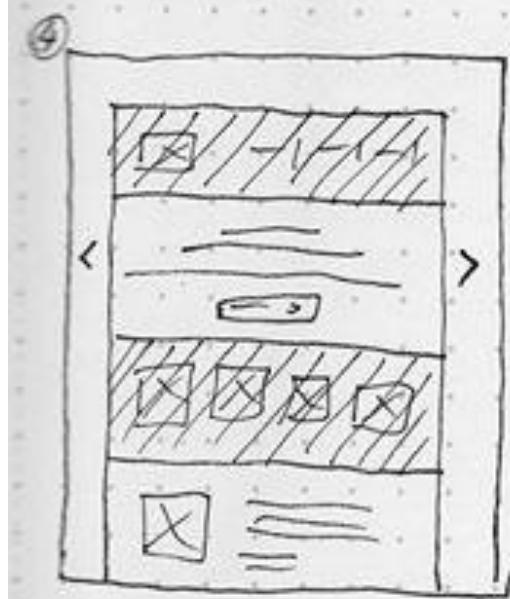
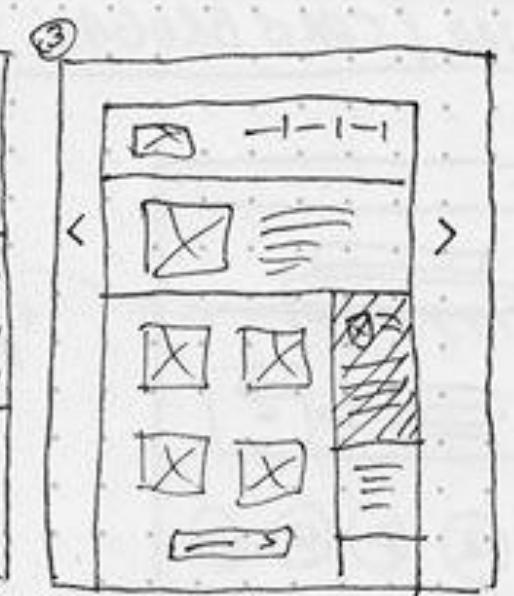
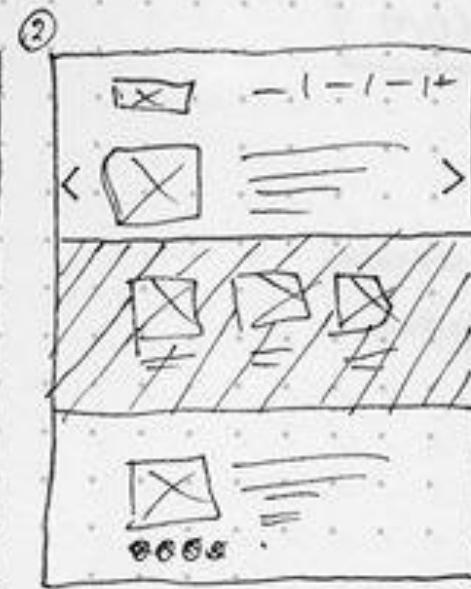
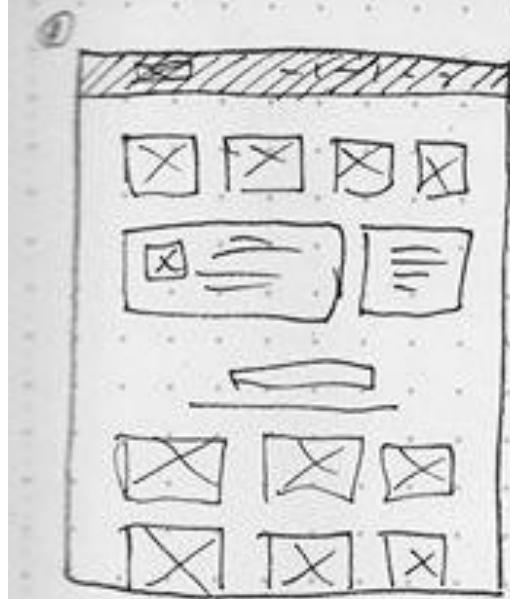
Design
Illustration

Level of sketch/ wireframe



Level 1 : Rectangles, just rectangle	Level2 : Rectangles with form	Level 3 : Beyond rectangles
Content area	Content for labelling and structure	Grids
Priority and distinctions	Sample content	Prioritization styles
Screen identifier	Functional element	Aesthetic element

Thumbnail Sketch



Low fidelity
wireframe

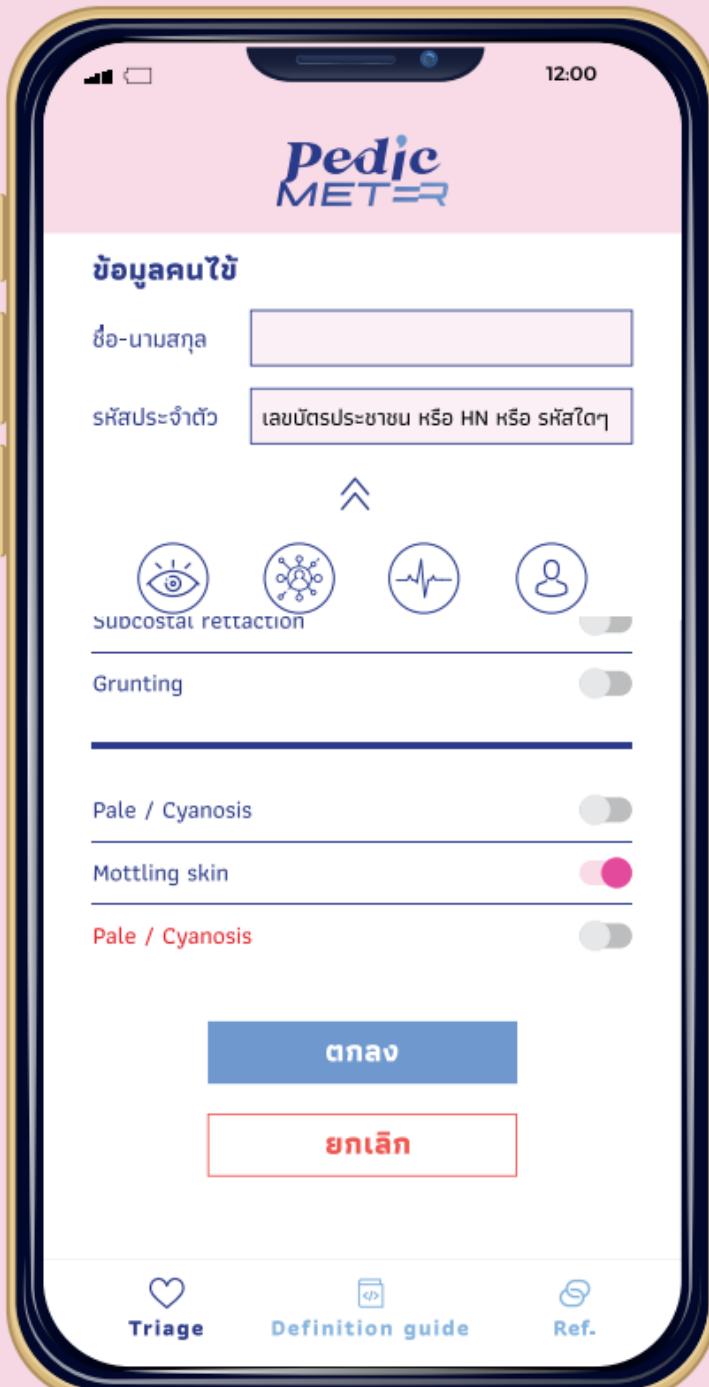
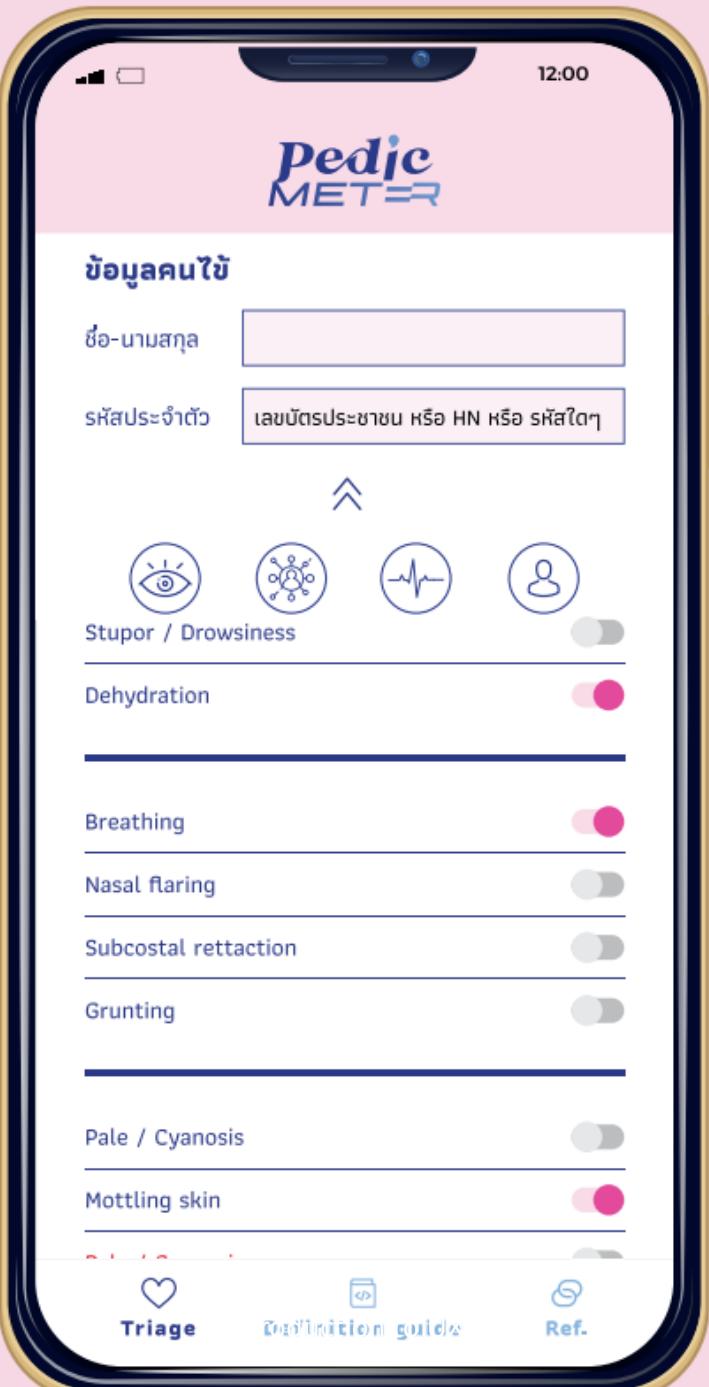
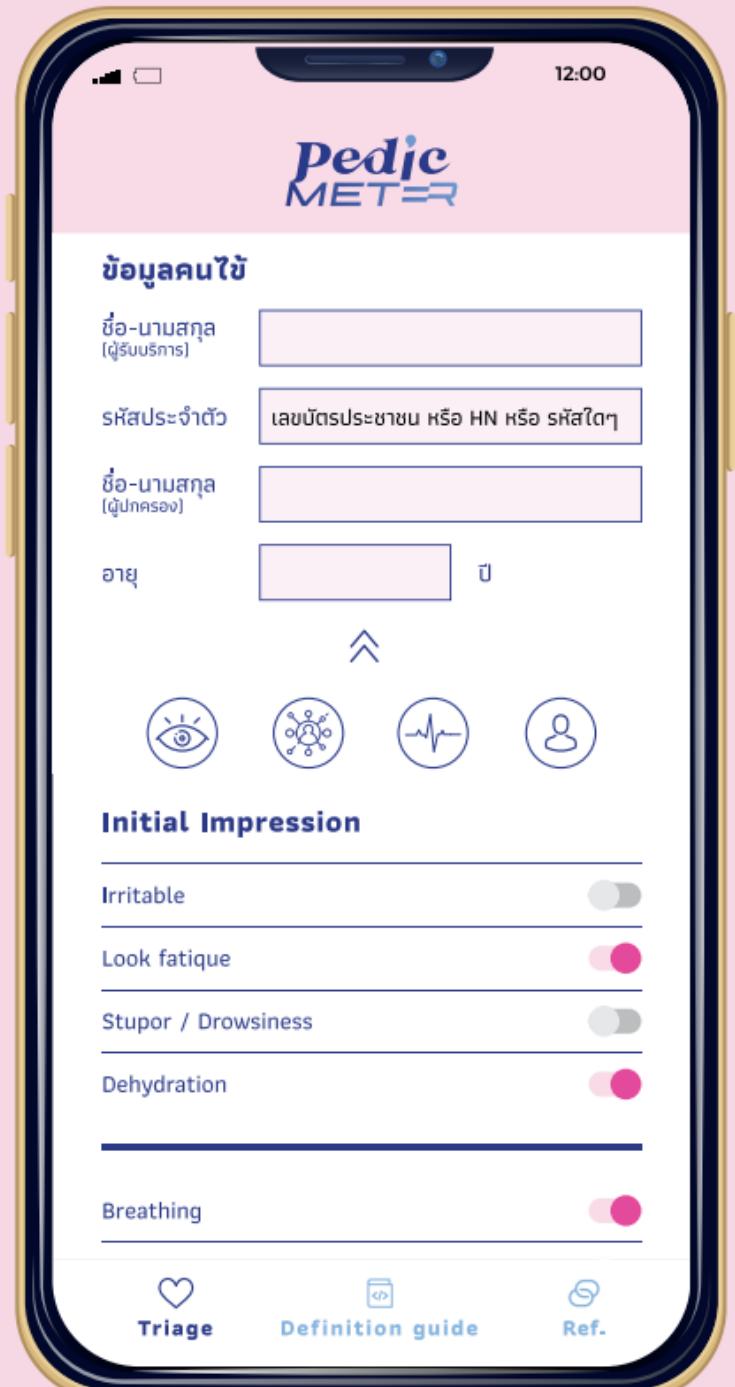


The hospital management system dashboard is titled "San Pa Tong Hospital" and features a logo of a medical truck with a cross. On the left, there is a sidebar with a "X" icon and the text "Admin". Below the sidebar, there are sections for "Dashboard" (with a search bar and "Add New Account" button) and "Accounts". The "Accounts" section displays a list of staff members under "San Pa Tong H.":

ID	Name	Lastname	Type	Yr of Experience	Certified	Applied Date	User	PWD	Actions
1	Hang	Dong	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	
2	Doi	Saket	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	
3	Mea	Wang	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	
4	Sarapee	H.	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	
5	Mea	on	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	
6	San	Kam	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	
7	Kam	Pang	Nurse	2020	<input type="checkbox"/>	2020	2020	2020	

Below the accounts section, there is a "Reports" section.

High fidelity
wireframe



Thank you.