

UI/UX Design Principles & UI Design with Figma

WIFI Second Home Guest

PASSWORD: welcomehome

Who?

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www.celinacabral.com

For more than 12 years I've been using design as transformative tool that can change companies and services, offering better human relationships through interfaces, products and a worth brand experience.

Why design is important?

With technology going so fast, how digital products and companies could stand out and deliver better and easier human interactions?

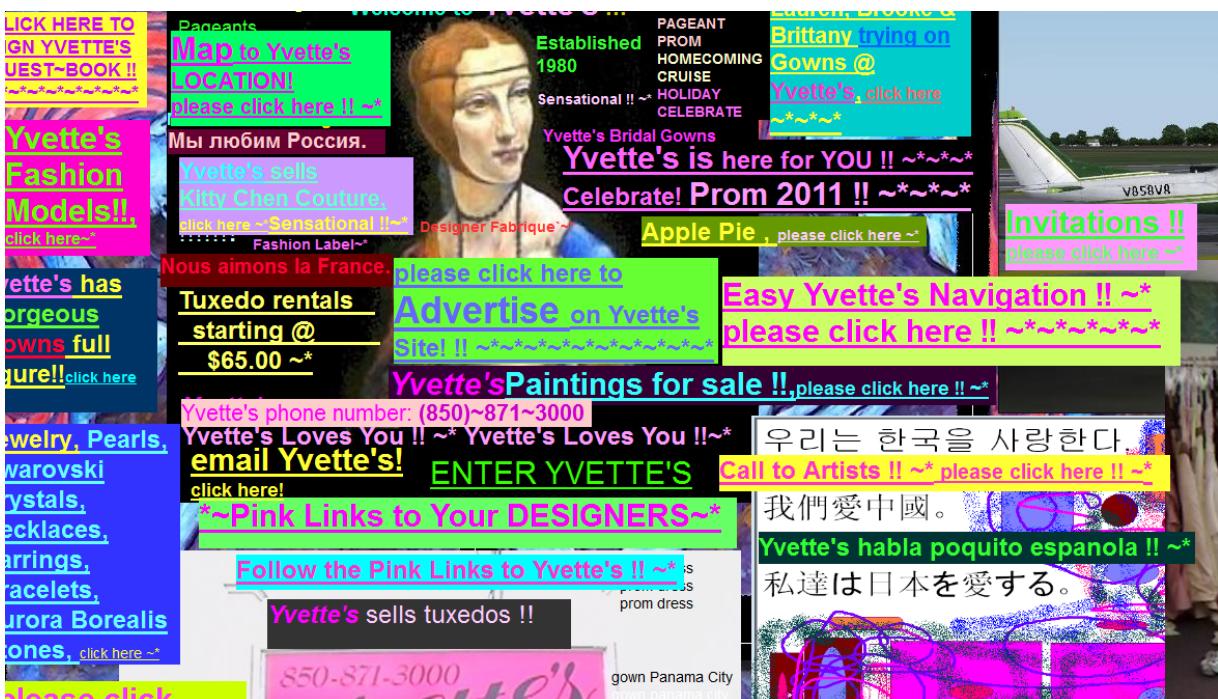
Why learning design?

Trying to communicate anything for human interaction could be a hard task.



Design for the digital interaction

Imagine how things could be without design.



20 examples of bad design

But luckily we have many tools to help, and just **before coding** you can have a real visual prototype to see how it's going to look and have basis for developers to work with.

Today we're going to learn some design basics and learn to prototype a real website in **Figma**.



1. Defining Design

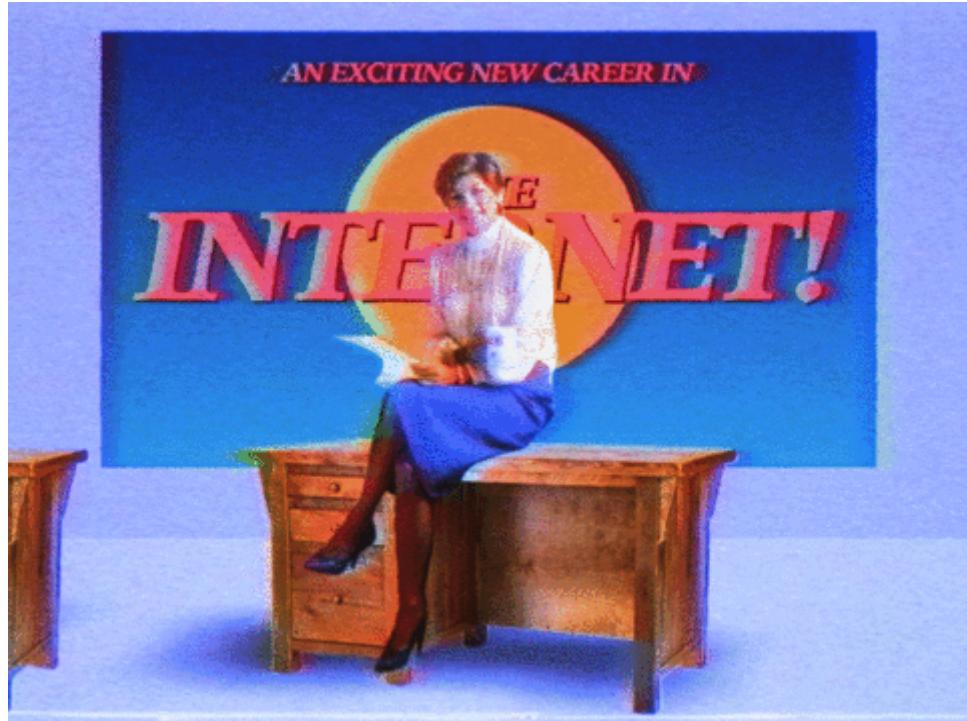
Design is about planning, defining standards and creating system for any human interaction.



1.1 Evolution of Design Disciplines

- ⌚ Graphic Design
- 📦 Packaging Design
- ®, Branding Design
- 🚗 Product Design / Industrial Design
- 🛋️ Interior Design
- 🎥 Motion Design

But then we got surrounded by a new scenario...and some jobs, reinvented!



Web Design



Digital Product Design



Interaction Design (IxD)



User Interface Design (UI)



User Experience Design (UX)

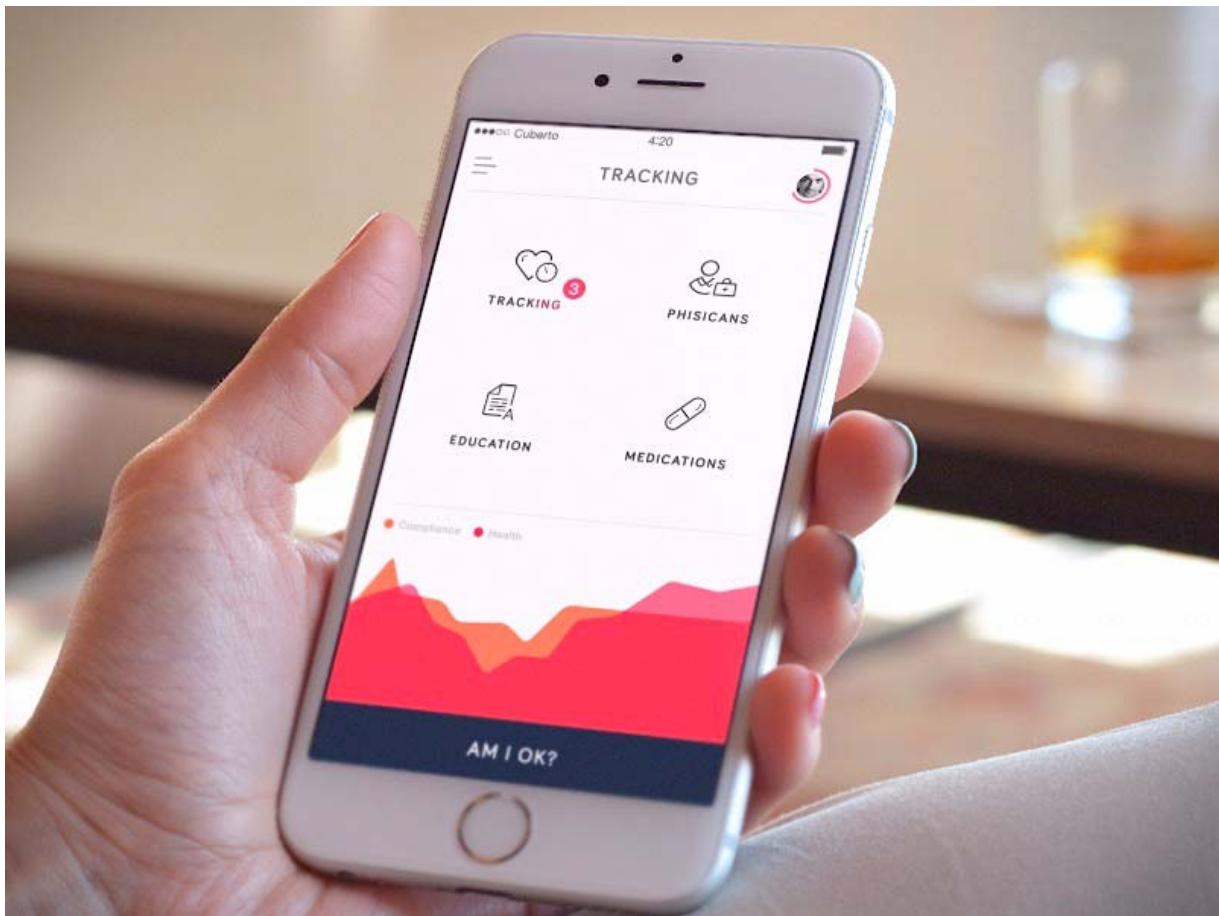
1.2 User Interface Design (UI)

User Interface Design is the discipline of designing interfaces for devices, applications websites with a focus on maximising efficiency, responsiveness and aesthetics to foster a good interaction.

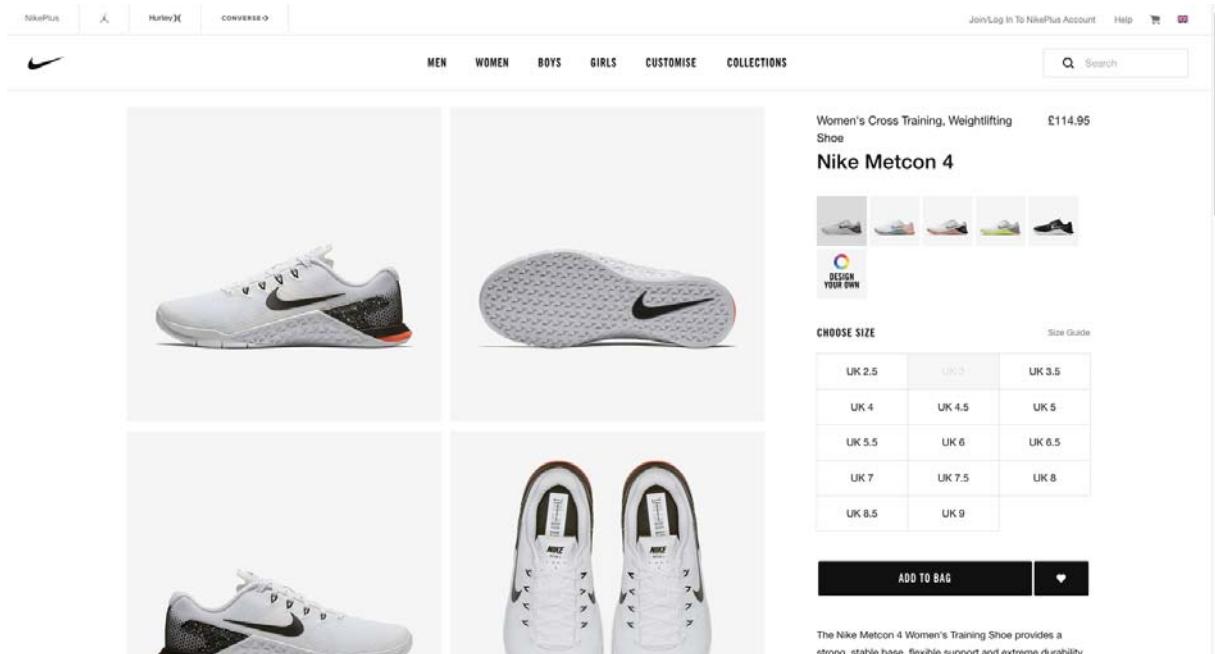
The interface should allow a user to perform any required tasks to complete the function of the product or service.

🎨 UI Designers are responsible for the the end result of an interface:

- Graphics, Icons and Buttons
- Typography
- Colors
- Composition, usability



Example of a User Interface Design for a Medical App. Source: [Dribbble](#)

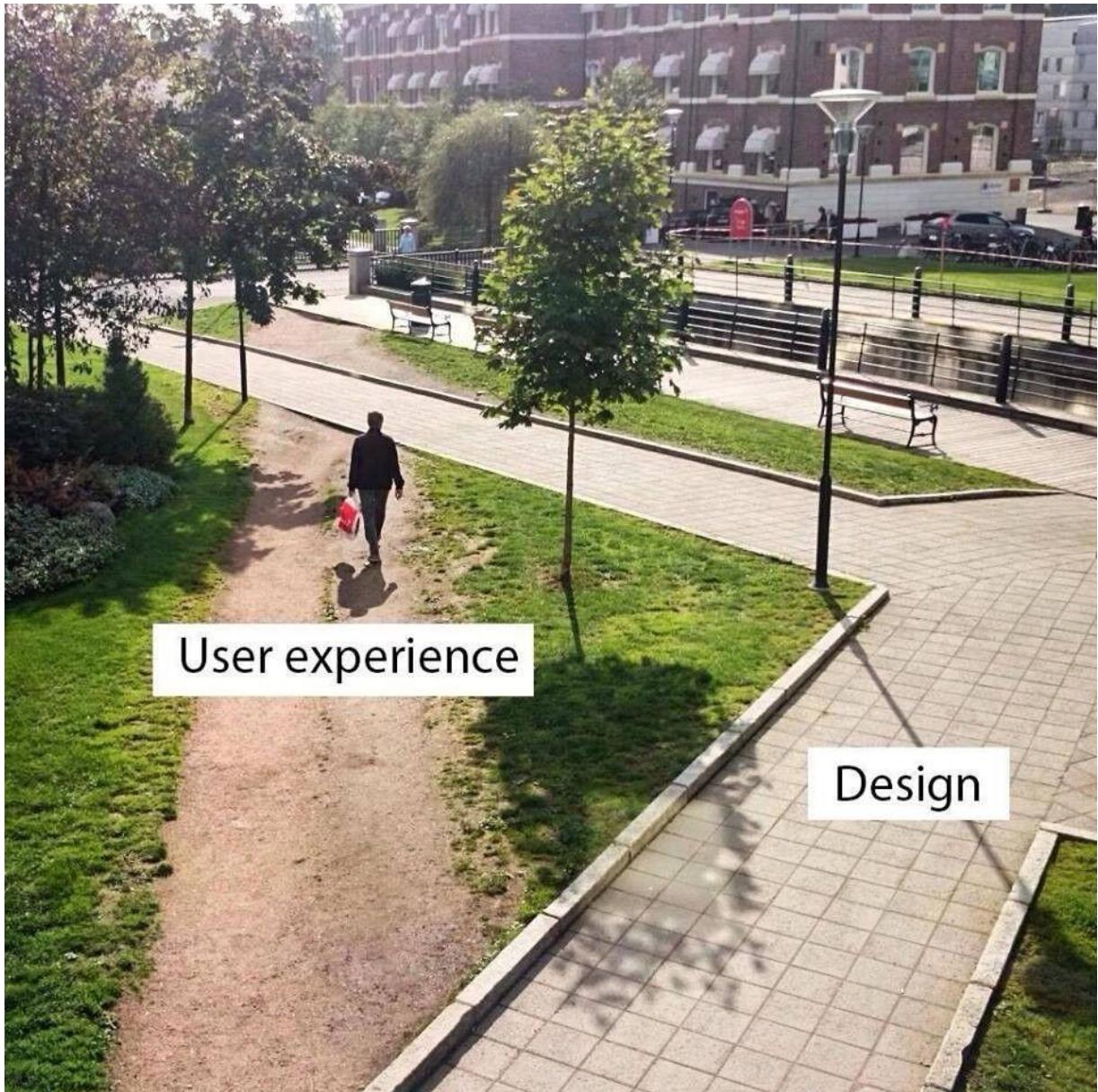


Example of a User Interface Design for a online store. Source: www.nike.com

1.3 User Experience Design (UX)

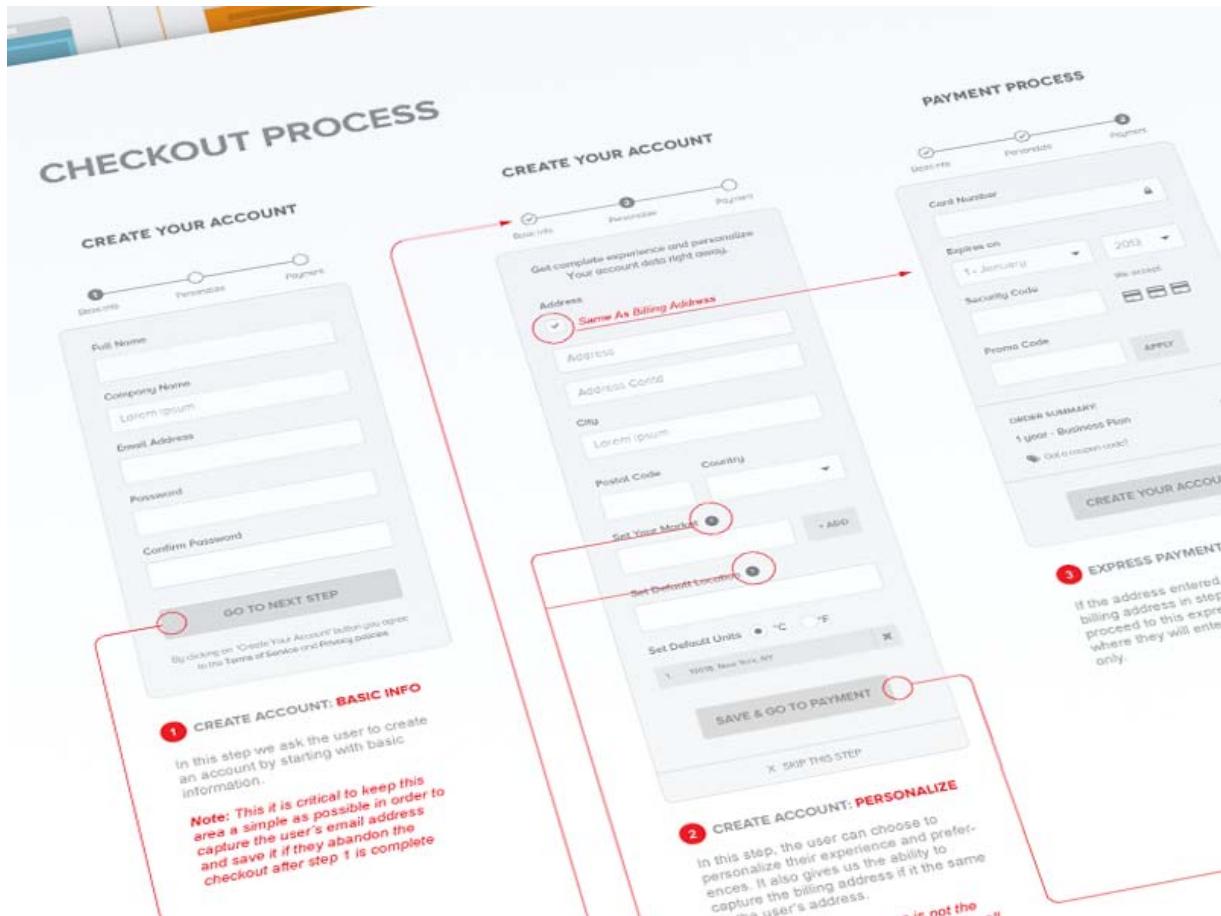
User experience design is process of enhancing user satisfaction with a product by improving the **usability, accessibility, and pleasure** provided in the interaction with the product.

Is studying **user behaviour** and understanding user motivations with the goal of designing better digital experiences.



UX Designers are part of the full product design process:

- Visual Design
- Interface and Interactions
- Information Architecture
- Strategy and goals



Example of a User Experience flow to simplify a checkout process. Source: [Dribbble](#)

HOME BRANDS DESIGNERS CONTACT

CART

No items in cart.

CATEGORIES

- New Arrivals
- Accesories
- Bags
- Dressed
- Jackets
- Jewelry
- Shoes
- Shirts
- Sweaters
- T-shirts

COLORS

- | | |
|--|---------------------------------------|
| <input type="radio"/> Beige | <input checked="" type="radio"/> Grey |
| <input checked="" type="radio"/> Black | <input type="radio"/> Orange |
| <input type="radio"/> Blue | <input type="radio"/> Purple |
| <input type="radio"/> Brown | <input type="radio"/> Red |
| <input checked="" type="radio"/> Green | <input type="radio"/> White |

SIZES

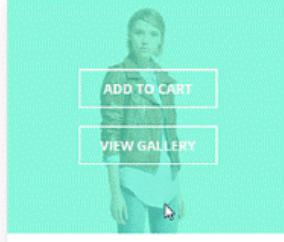
- XS L
- S XL
- M XXL

PRICE RANGE

Showing 1-9 of 48 results



FLUTED HEM DRESS \$39
Summer dress



PLEAT PRINTED DRESS \$39

Summer dress

SIZES

XS, S, M, L, XL, XXL

COLORS

- Blue
- Red
- Green
- Grey



LINEN-BLEND SHIRT DRESS \$39
Summer dress



User Experience applied to an online store. Source: [Dribbble](#)

2. Understanding the Webdesign evolution

1992 - The very first website

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#), [Policy](#), November's [W3 news](#), [Frequently Asked Questions](#).

[What's out there?](#)

Pointers to the world's online information, [subjects](#), [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#), [X11 Viola](#), [NeXTStep](#), [Servers](#), [Tools](#), [Mail robot](#), [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#), etc.

Meet [CERN](#), the first website, went live in November 1992.

1996 - Beginning of usability

Internet users more than doubled in the year 1996 to 36 million users world wide. [CNN's 1996 year in review](#) is an iconic web page. Using text, images and ads, CNN presented a balanced site design with great usability for the mid 90's.

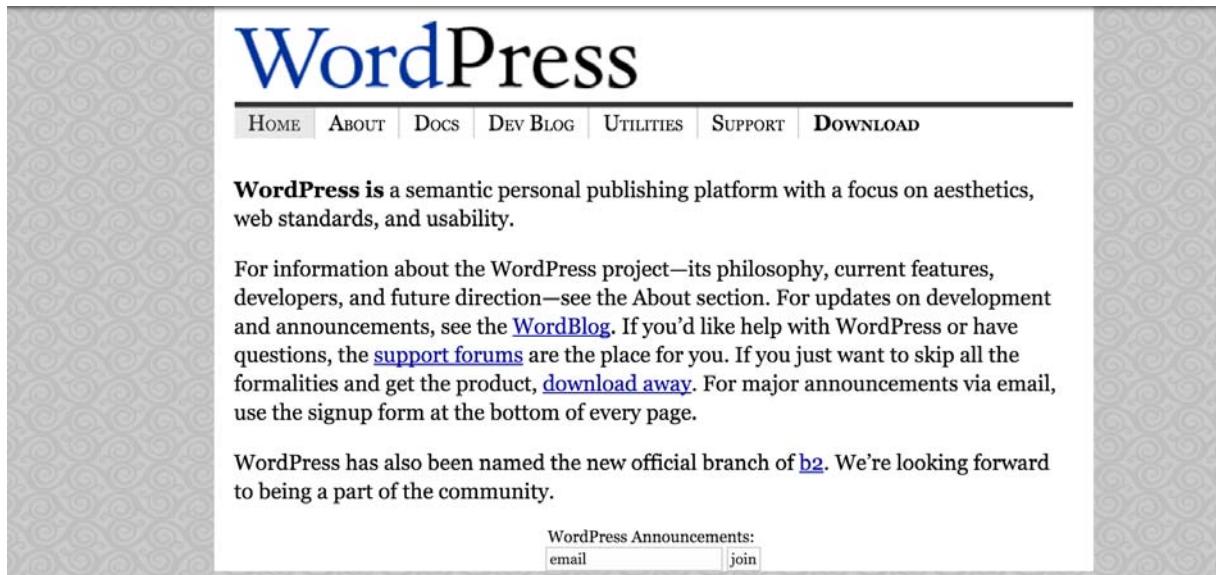


2000 The Online Economy: Business starting going online

In the year 2000 [PayPal](#) took off. As more and more businesses were going online, having a great looking website was starting to become more than a want, it was becoming a need.



2003 - 2007 Getting more personal: blog and social media



Wordpress launched in 2003



2006 -The Facebook Goes Public

2007 - The Mobile Revolution

On June 29, 2007 the first iPhone was released ushering in a new era of web design.

2010 - The Responsive Design

In 2010 the wedesigner [Ethan Marcotte](#) challenge the way mobile website design was being approached. Instead of creating a separate mobile site, he proposed that the same content could be used, but in different layouts and designed depending on screen size. This was the birth of **Responsive Design**.

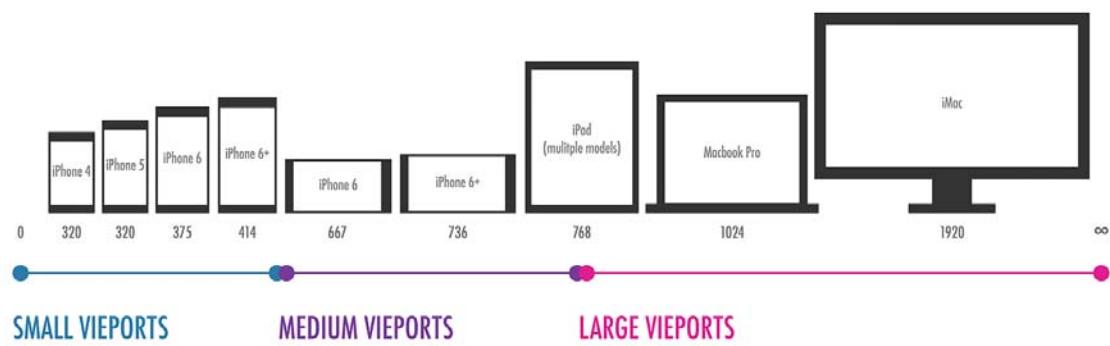


The main benefit of Responsive Design is the content parity, meaning that it's the same website everywhere.

+ More content: [A brief story of Webdesign](#)

3. Terminology

3.1 Understanding the Size Unit: Pixels



Example of different screen sizes (width) in Pixels

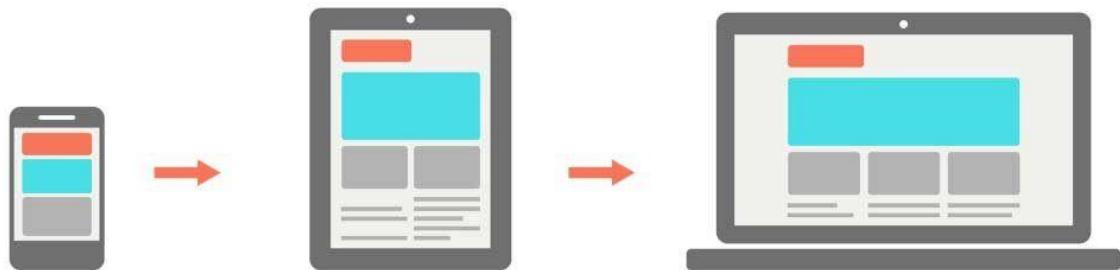
3.2 Responsive and Mobile First

Who is your main audience?



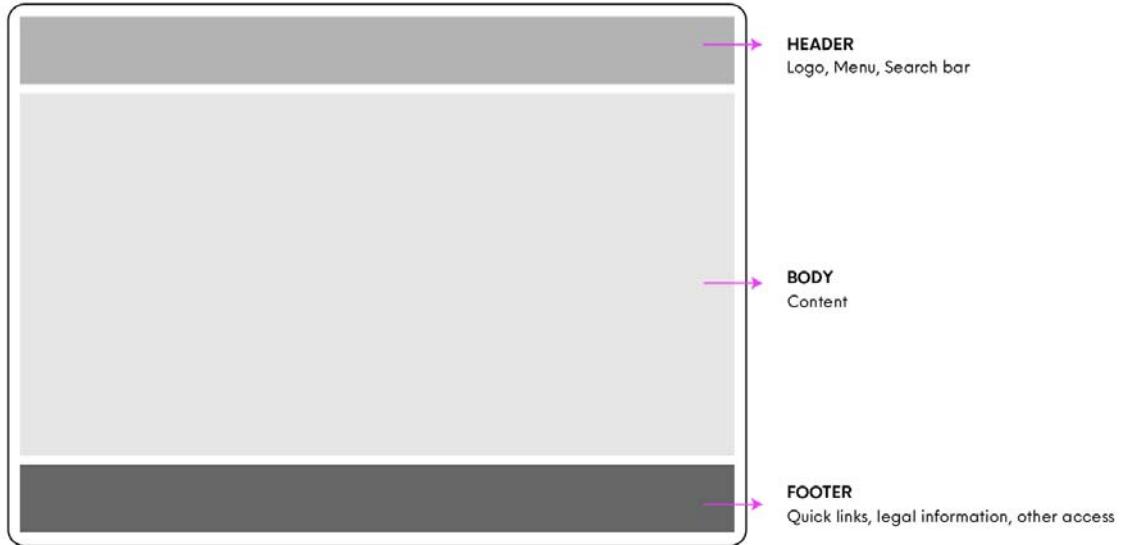
Responsive Web Design

Mobile First Web Design



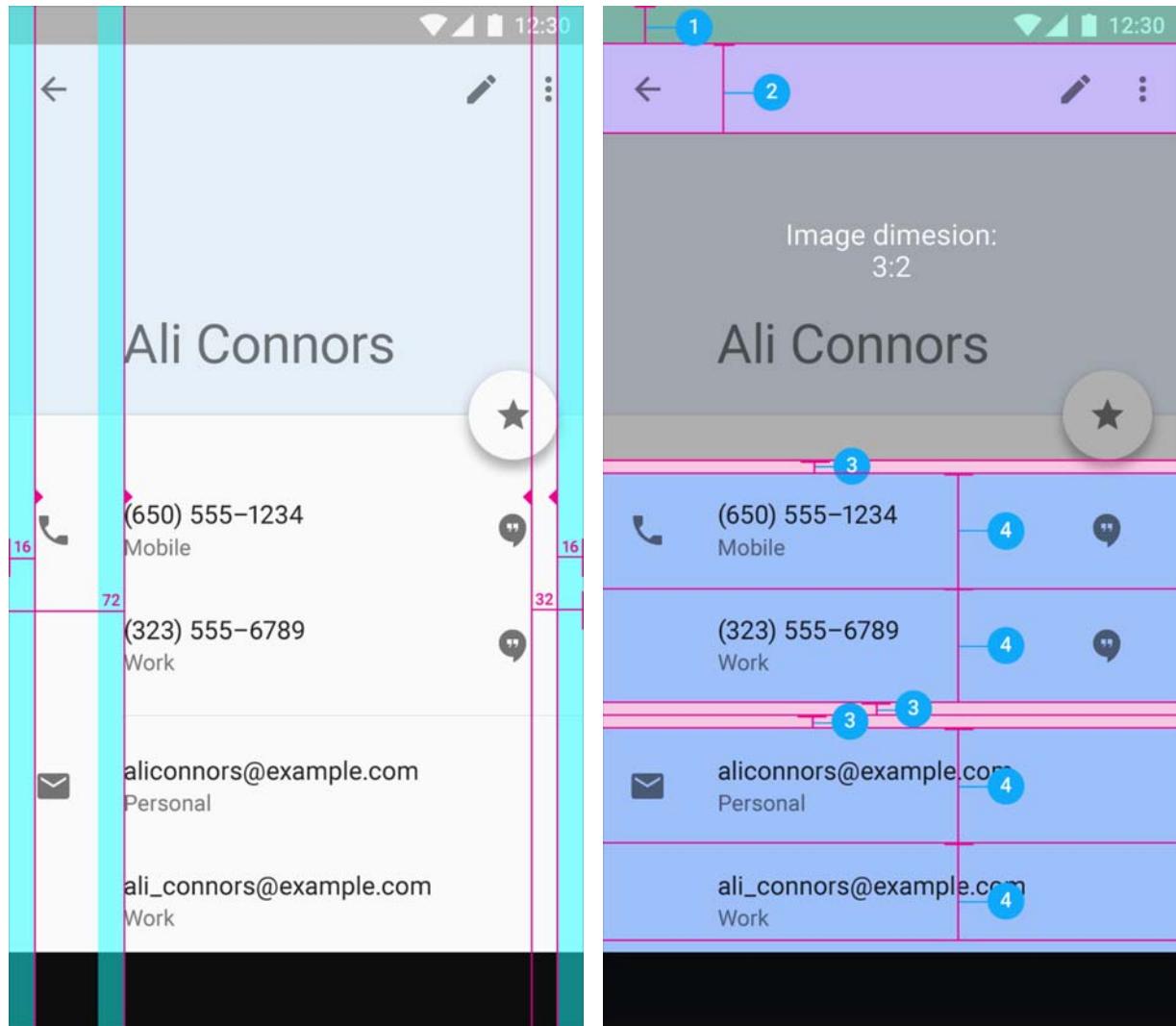
3.3 Basic Elements to know

3.3.1 Structure



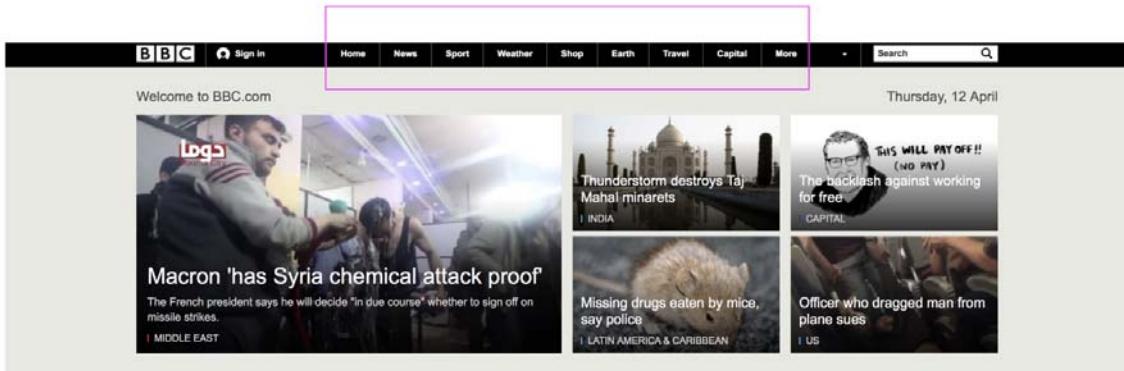
3.3.2 Alignment, margins & space

Margins are important to define the page limits and unify your layout content. Choosing an alignment to the elements helps to keep your design good and clear, as well as defining the space between each one.



3.3.3 Some Common Elements Examples

- **Navbar**



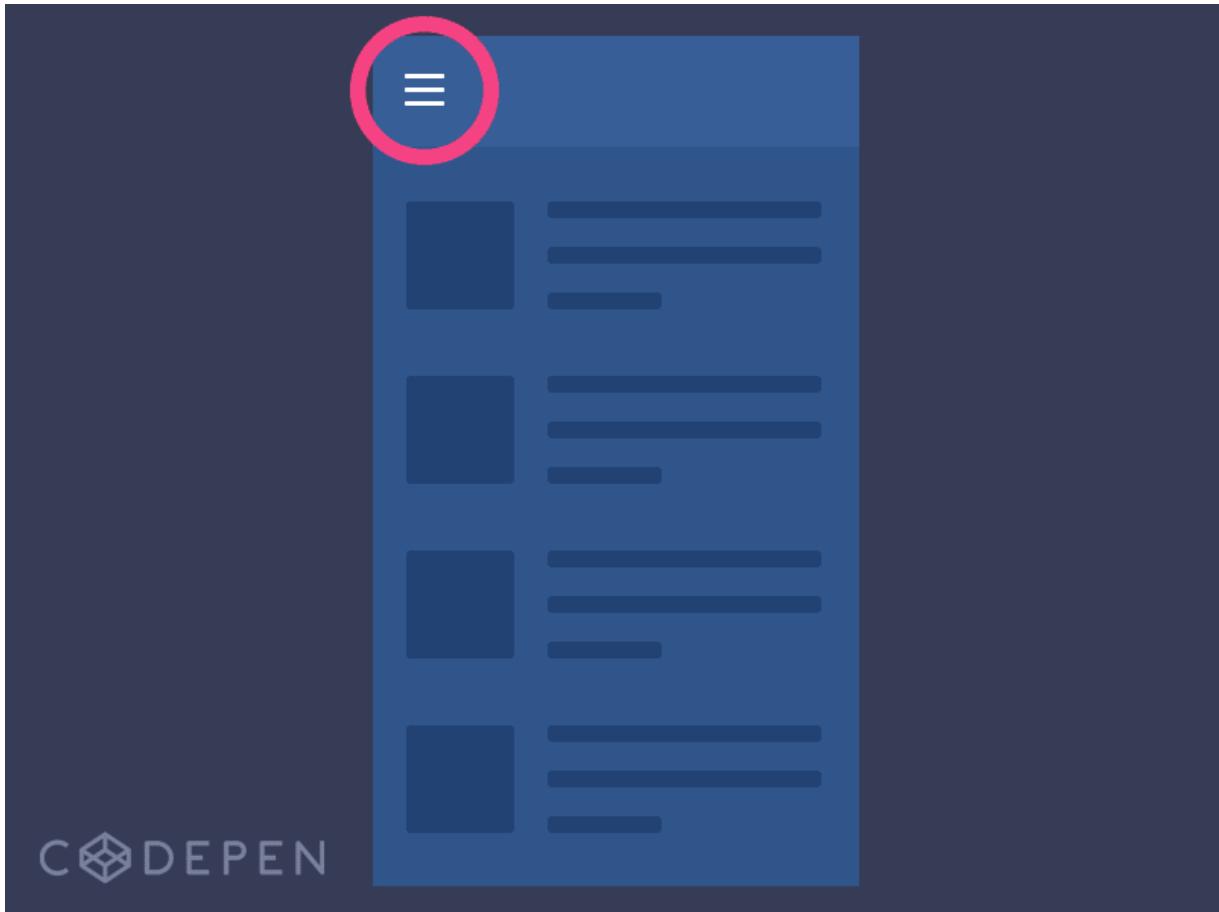
| News



Example of a navbar with menu, search and login

- **Hamburger Menu**

Selecting (tapping or clicking) this button results in a menu being revealed (sliding out or popping up), which distinguishes it from a menu bar, which is always on display.



Source: [Dribbble](#)

- Buttons and CTA's

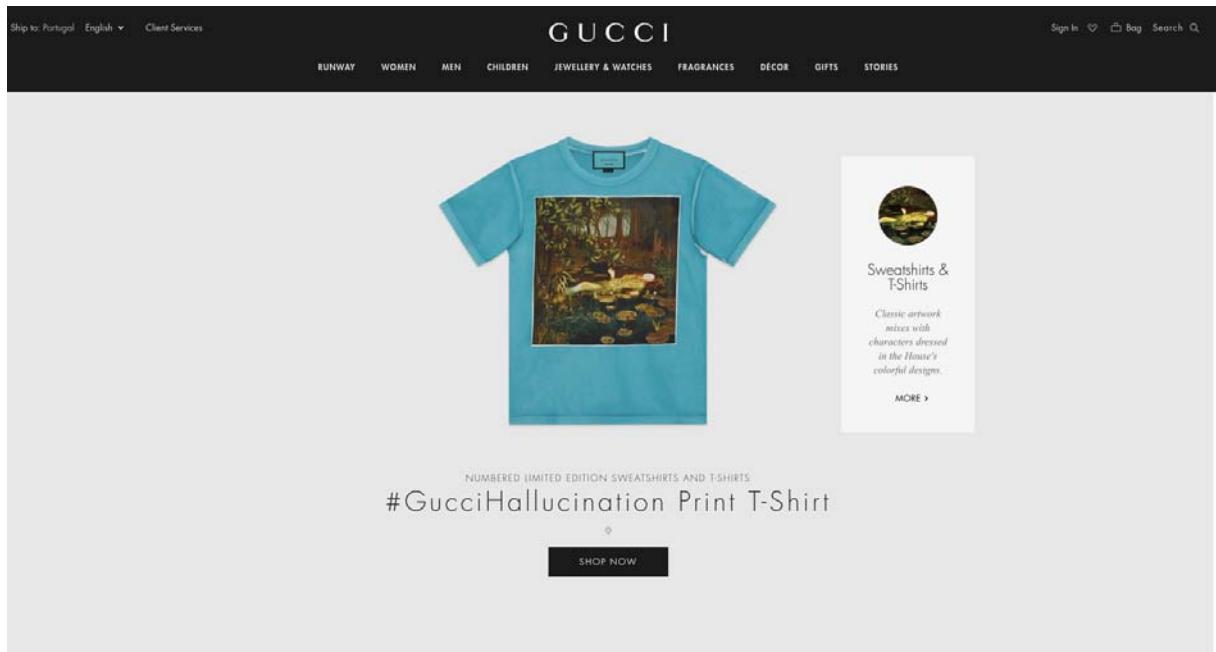
A button is any element that triggers an action: ex. go to a link, open a window, show options...



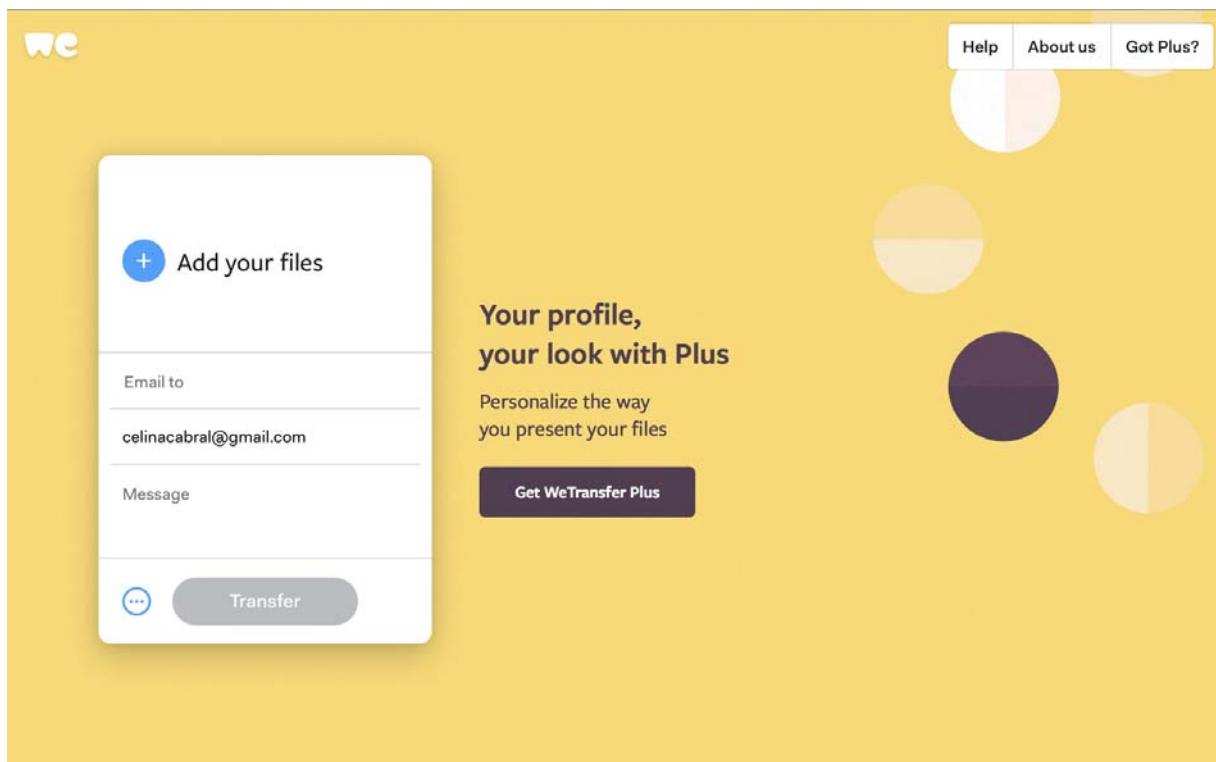
There several ways to design a buttons, but the most important thing to keep in mind is keeping a standard and making them stand out from the rest of the layout.

- CTA

A call-to-action (CTA) is an image or line of text (mostly represented by buttons on web) that prompts your visitors, leads, and customers to take action. It is, quite literally, a "call" to take an "action." An example of a CTA is "click here".



"SHOP NOW" is a common example of a CTA



An example with a button for an action ("Transfer") and a CTA : "Get WeTransfer Plus"

- **Icons**

Graphic elements that helps to efficiently communicate a message via a commonly understood visual language. Usually helps the user to recognise information or replace texts.



- **Forms**

The wireframe shows a contact form with the following fields:

- Name: A text input field.
- Your Email Address: A text input field.
- Product: A dropdown menu with "Please Select" as the default value.
- Type of Inquiry: A dropdown menu with "Please Select" as the default value.
- Message: A large text area for a message.

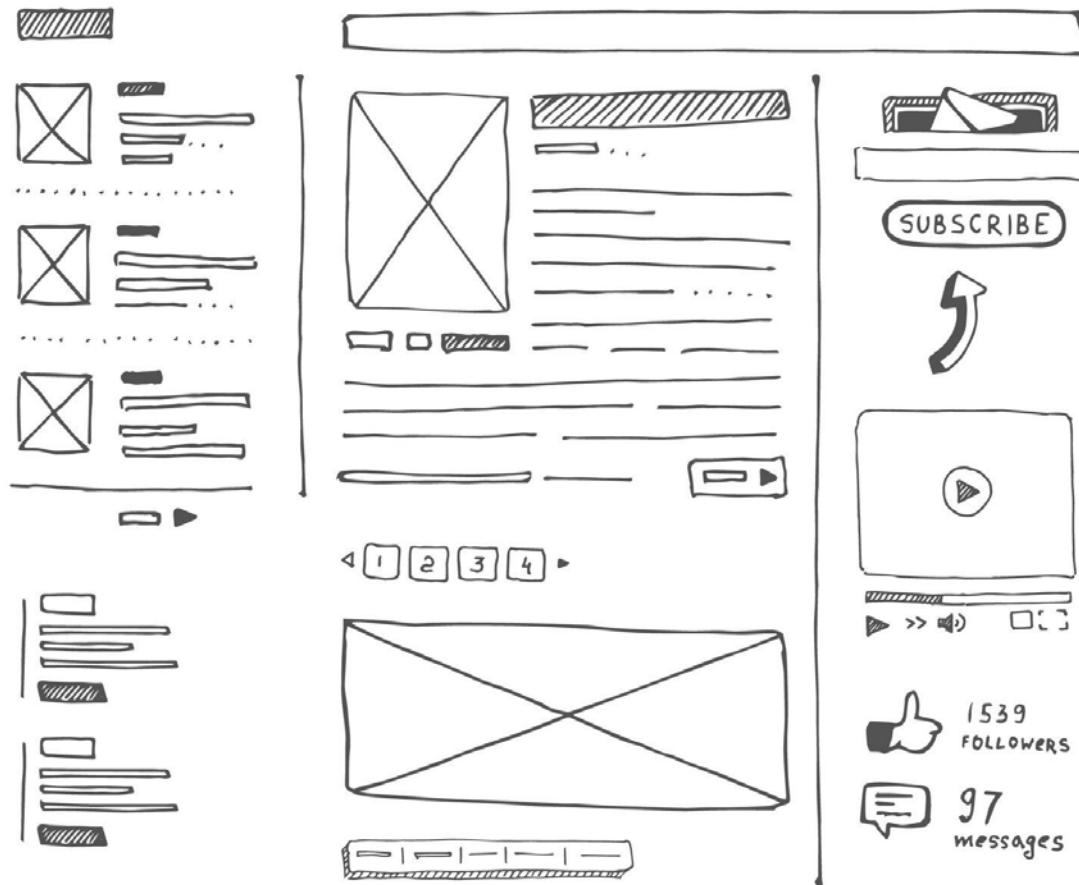
A blue "Submit" button is located at the bottom left of the form area.

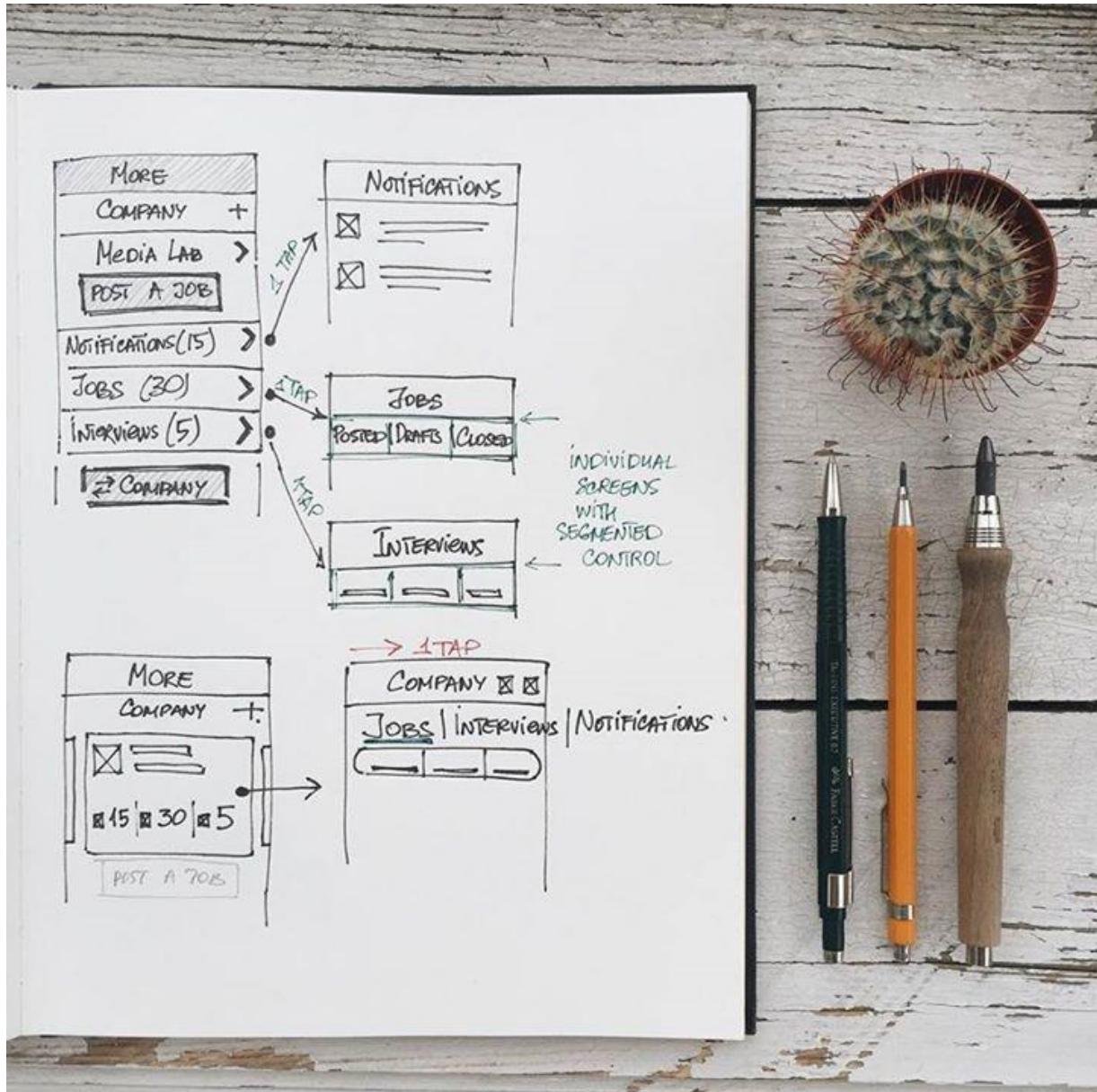
4. Before all: Plan first

Wireframes

Wireframe is a visual guide that represents the skeletal framework of a website, software or application.

Wireframes are also a base for UI Designers and Developers to work with.





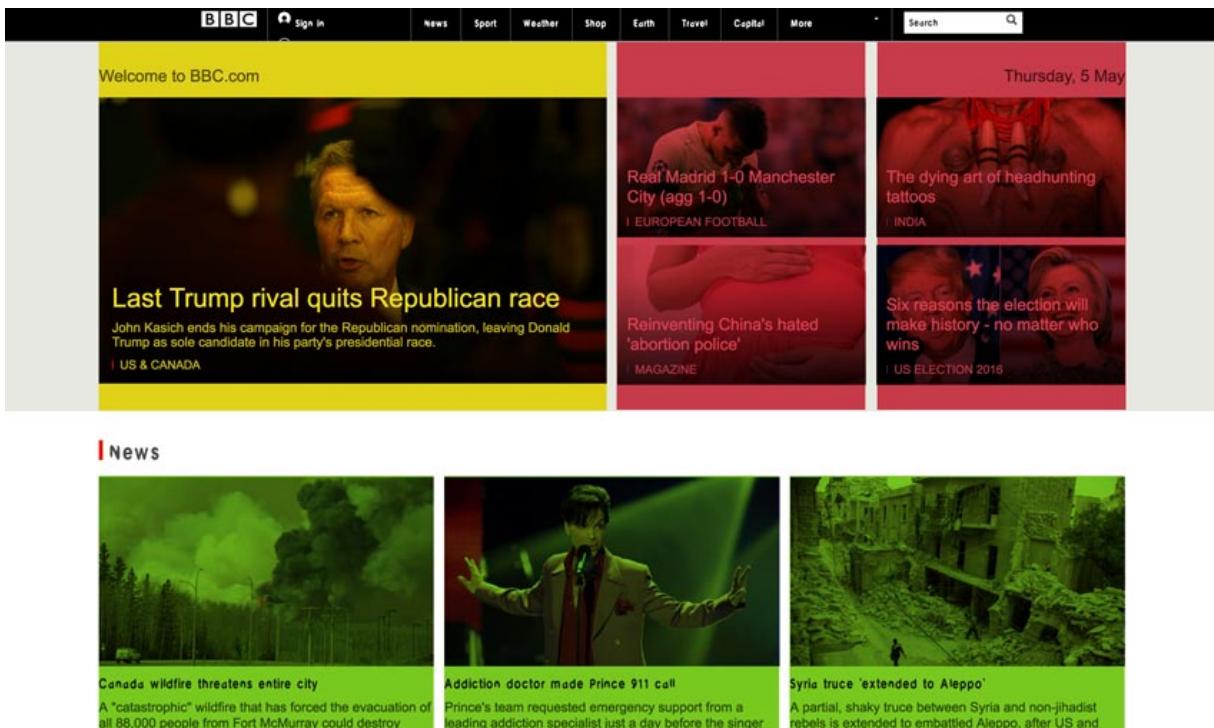
Online tool for wireframes: <https://wireframe.cc> / <https://balsamiq.cloud>

5. Grids

In the digital world, the **grid system** acts similarly to the print layout in organizing the elements on the page. It provides a guide for designers to create multiple layouts that support responsive themes for different screen sizes.



Example of a 12 units grid website: break nicely into three, four and six columns



Columns



More reading: <https://blog.prototypypr.io/9-best-grid-system-for-web-mobile-ui-265c68d30c09>

6. Animations and transitions

Animations and transitions are elements that can be added to offer a pleasant experience on navigation, warn and guide the users.

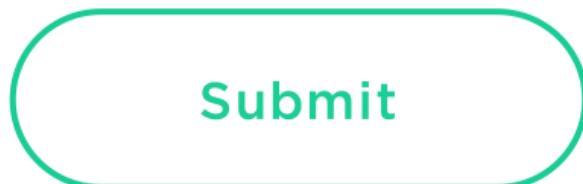
Verify your mobile

Please enter the code we sent to your mobile

1	9	4	1	4	1
Verify my mobile					

Didn't receive your code? [Send it again](#)

<https://dribbble.com/shots/3467631-Spread-Inputs>

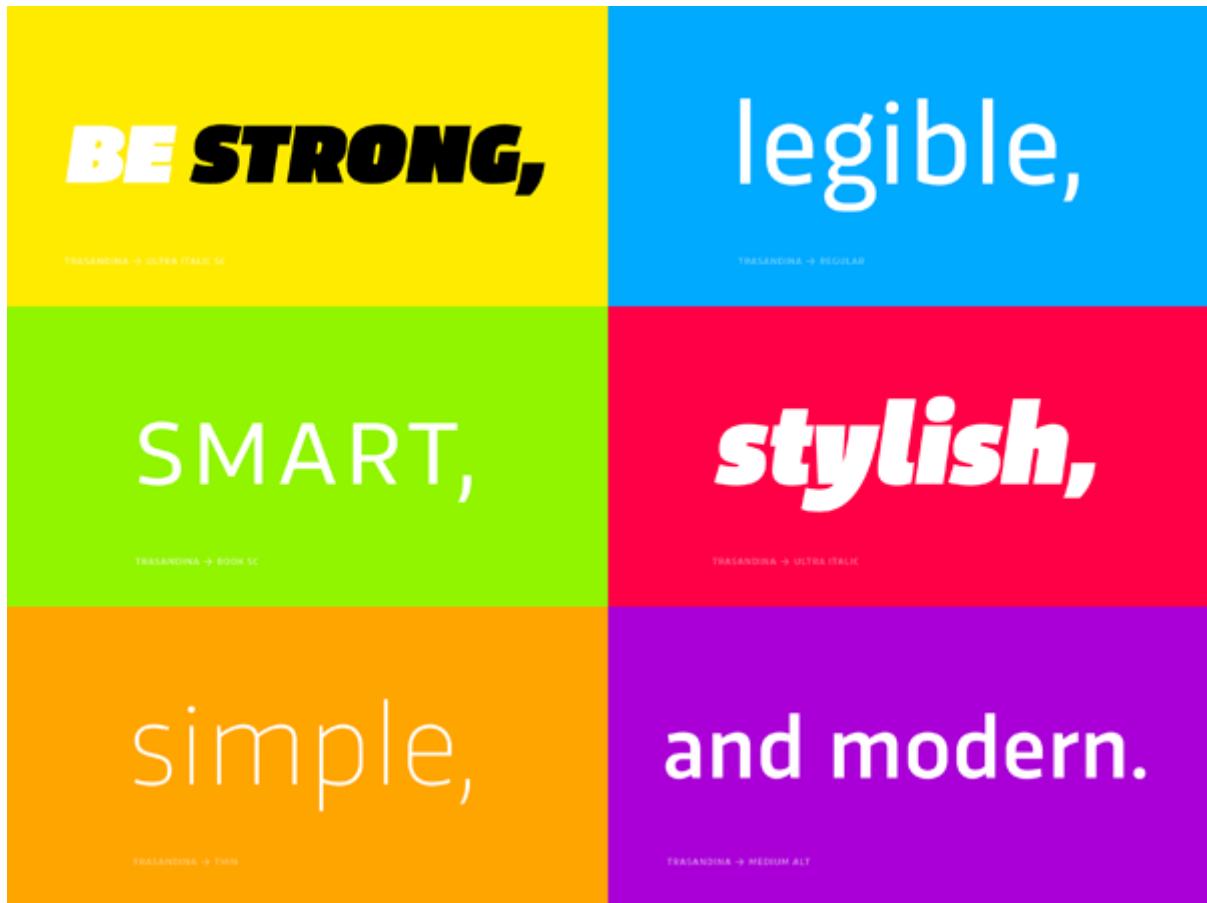


Source: [Dribbble](#)

Important: Remember animations should be used if it really adds something on the interface. The use of too much animations and transitions without a good reason can confuse the user.

7. Typography

Your font choice should reflect how you want to be perceived as a brand/service.



Typography involves:

- selecting typefaces
- font sizes
- line-spacing (leading)
- letter-spacing (tracking)
- adjusting the space between pairs of letters (kerning)

There are different types of fonts:

— serif —

Graphic

— sans serif —

Graphic

— script —

Graphic

— handwriting —

Graphic

— display —

Graphic

And different ways to use them:

— tight —

GRAPHIC

— loose —

GRAPHIC

— heavy —

— light —

— narrow —

GRAPHIC

— wide —

GRAPHIC

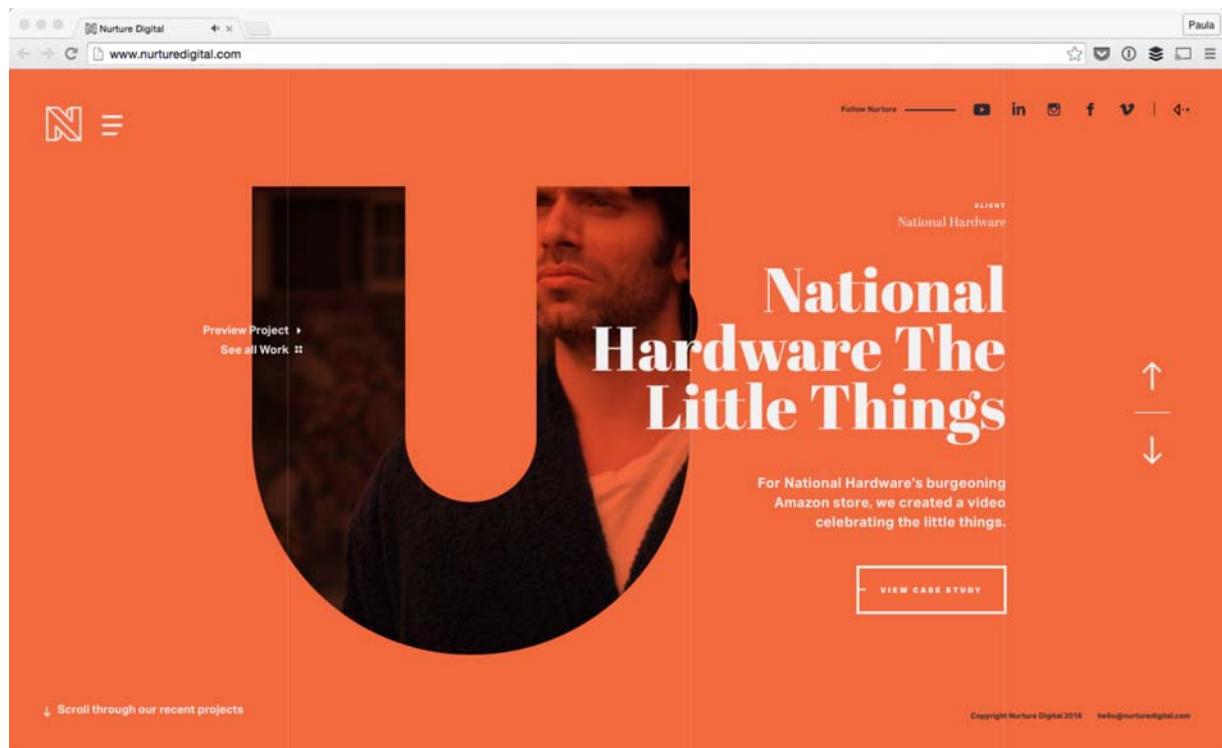
— upper case ————— lower case —————

GRAPHIC DESIGN

graphic design

Source: [Turn Around Design](#)

Always look for good references, have some inspiration!

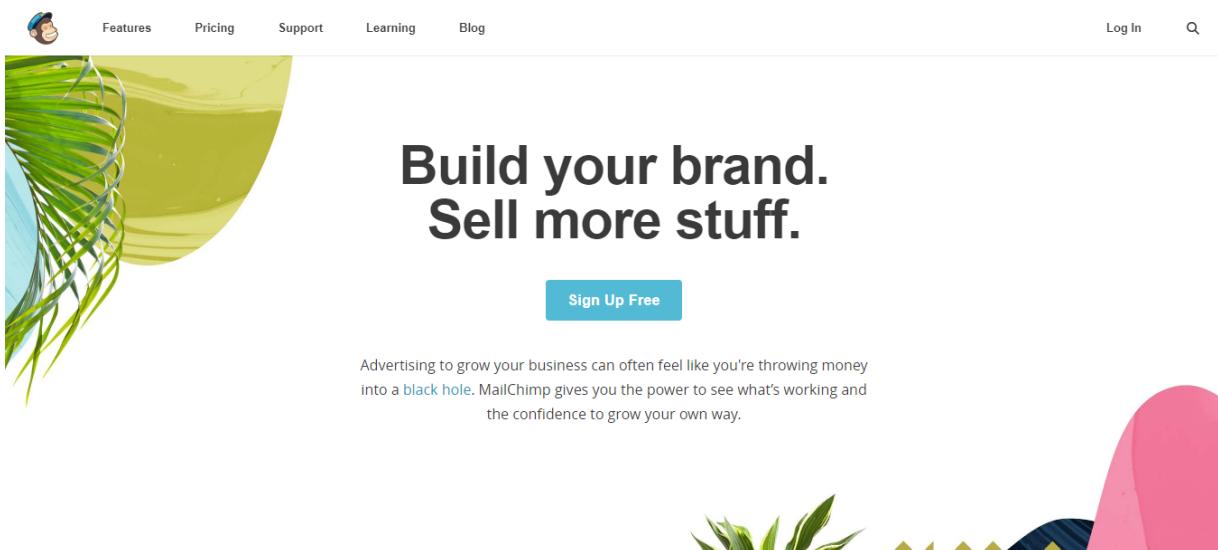
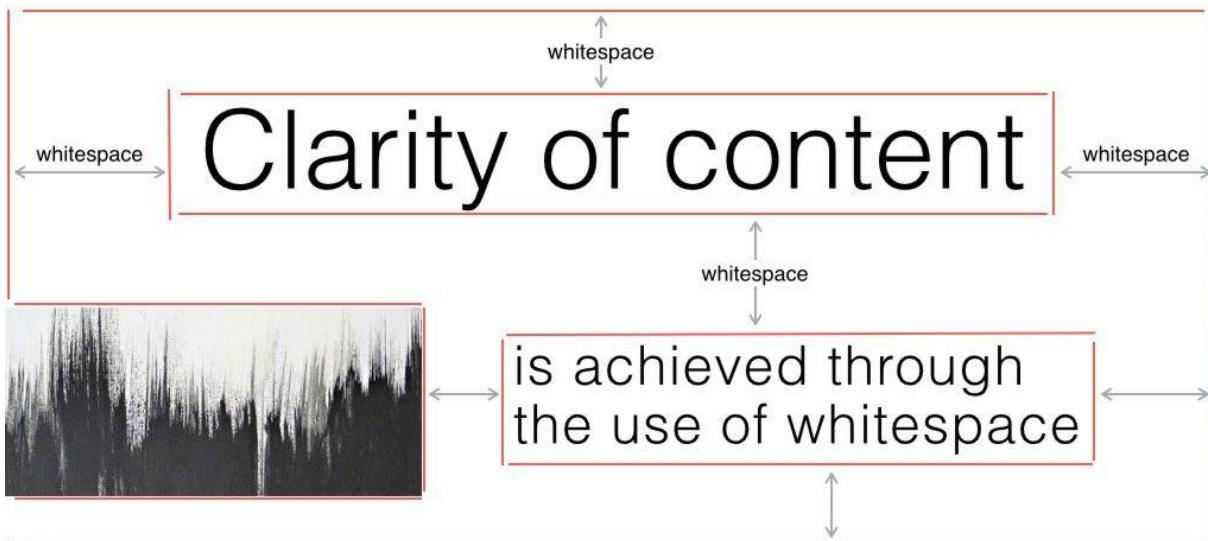


Inspiration link: [17 Websites with Typography-Driven Design](#)

8. Best Practices

1. Whitespace: About Improving Comprehension

Whitespace should make both scanning and reading content easier and more predictable.



Example of good use of white space - [Mailchimp](#) website

2. Visual Hierarchy and Composition

Hierarchy and composition help to guide the reader's eyes to the most important information and organize the content by their importance.

Designers shouldn't code. They should study business.

Increasingly, more and more companies are looking for great design leadership these days. They are being told that their company needs a bigger focus on design thinking and are keen to adopt more design centric principles. But over and over, when these companies talk to designers, they hear about craftsmanship—about brand consistency, and polished design, designers who can code, and style guides, and prototyping, and testing—the designer's craft.

Where we are now

There are a lot of designers out there that are starting to think seriously about how their decisions impact their companies. In general, our focus on user research and analytics has helped a ton in giving more credence to the voices of designers. We're also seeing great examples of design led companies and designers impacting the core of big businesses—like Airbnb, Pocket, Facebook, Google, Slack, and a loads of others.

Text without hierarchy

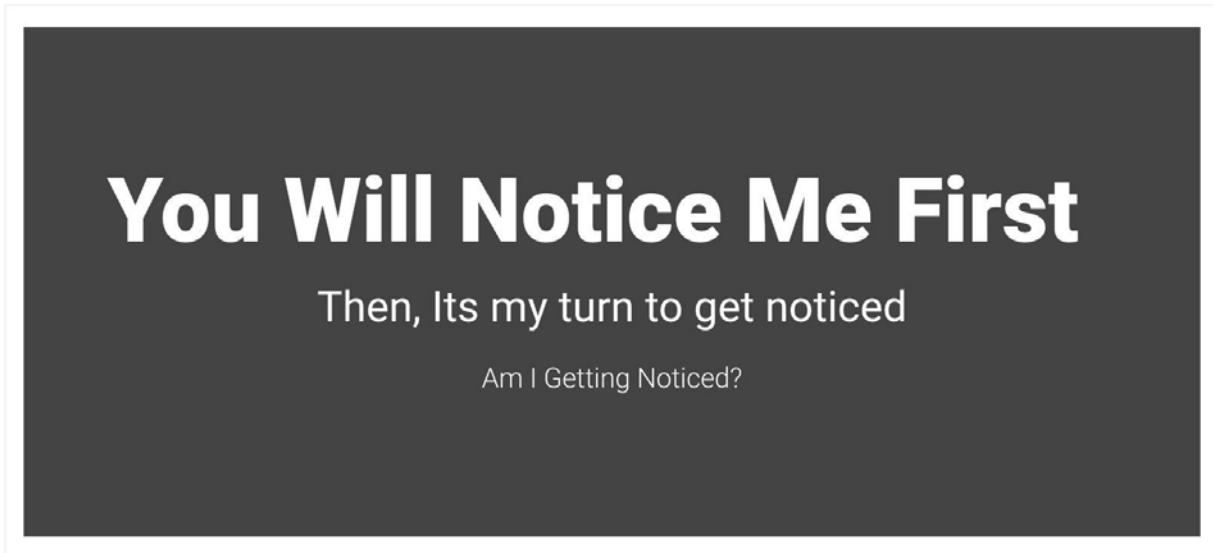
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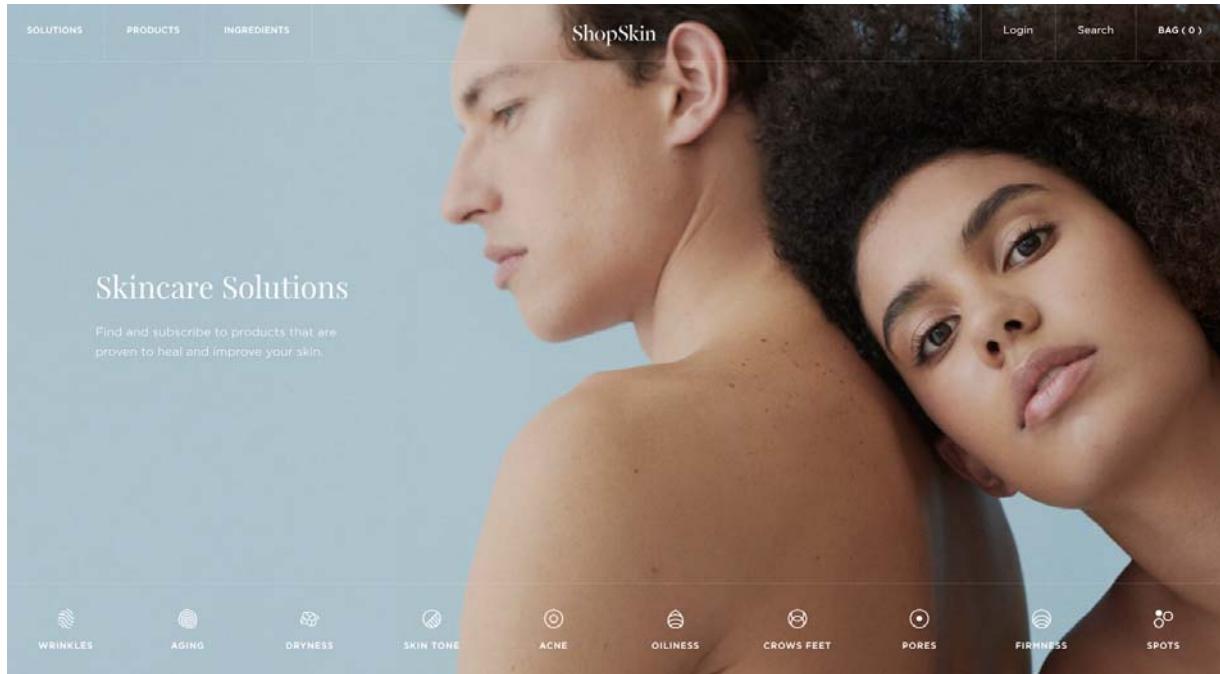
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Text with good hierarchy



Size is an effective way of guiding a viewer's eye to a particular section.

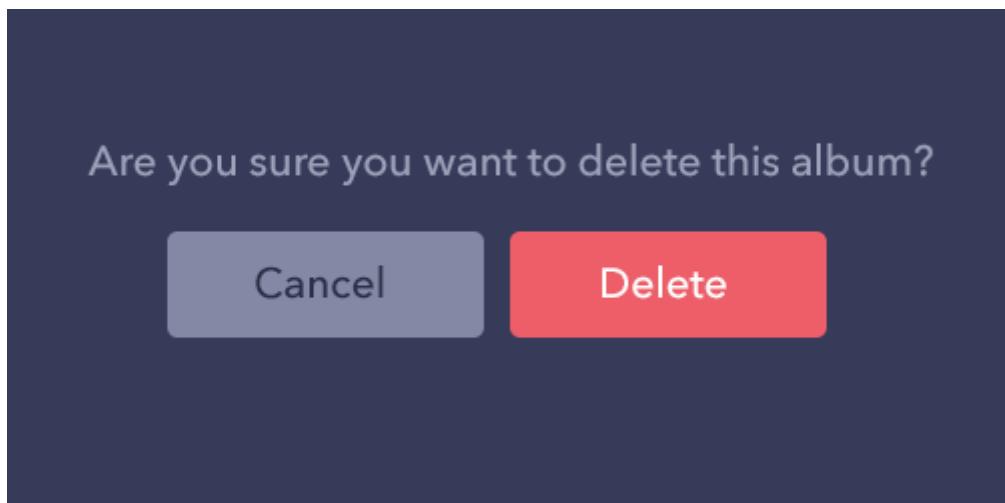
Focus on the text. <https://www.quantifiedplanet.org>



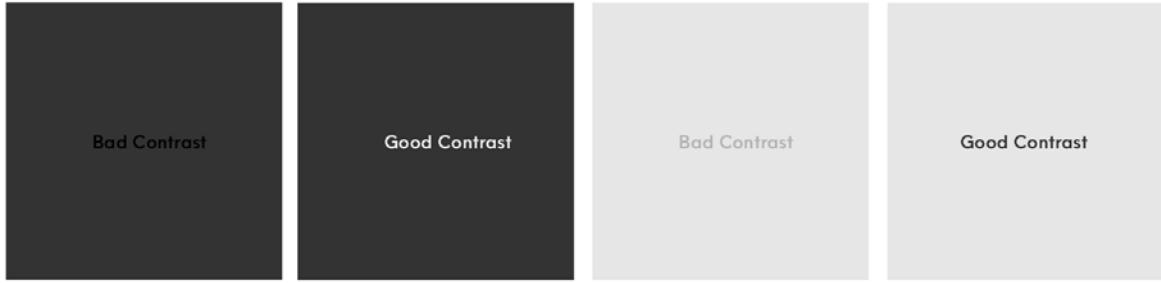
Focus: the Image: Skin (full screen image) <https://www.shopskin.co.uk>

3. Color and contrast

Colors are not only an aesthetic element. They should help the user through the navigation.



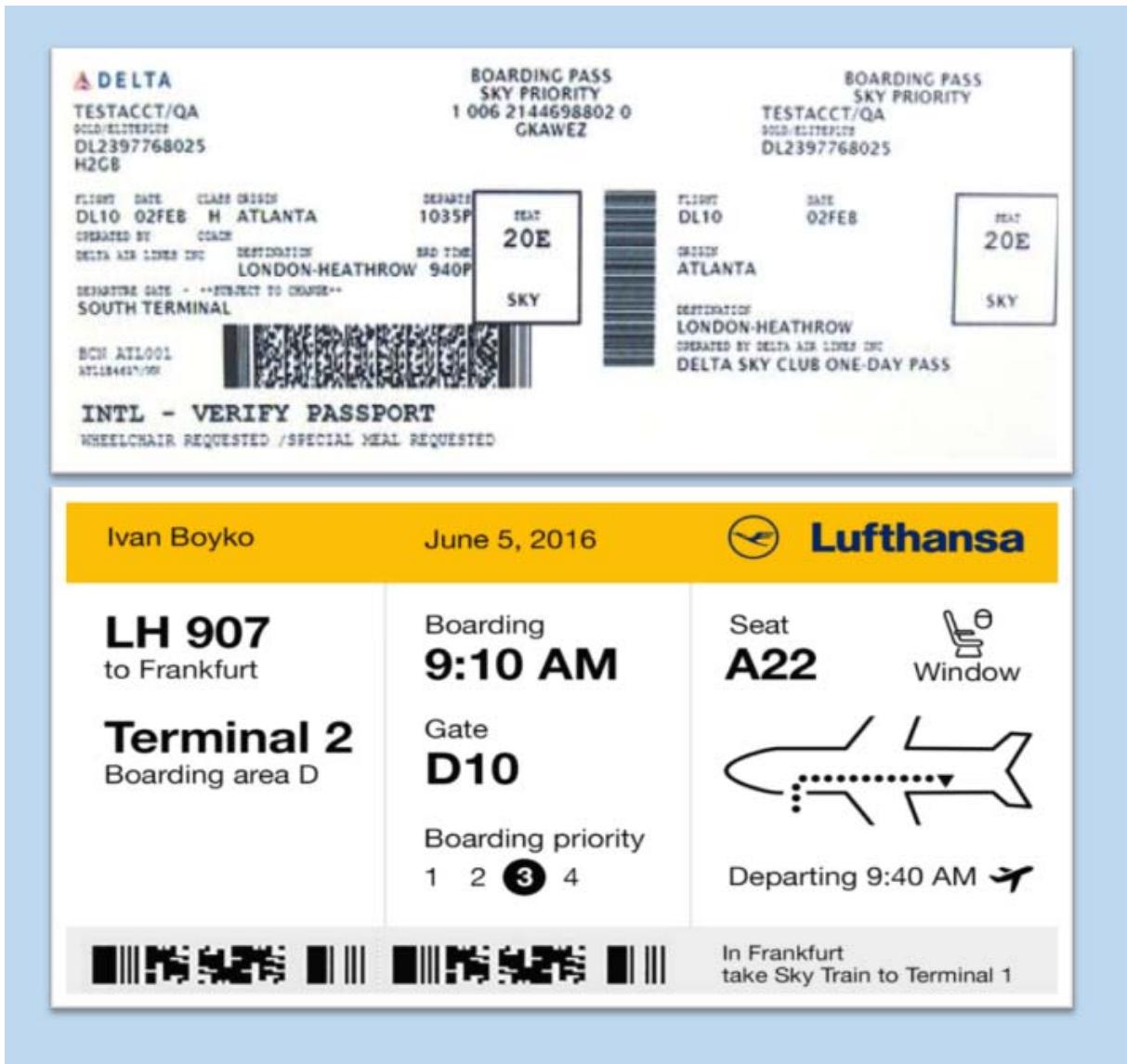
A good contrast is essential to make information clear:



4. Usability

It's making the user journey easier!

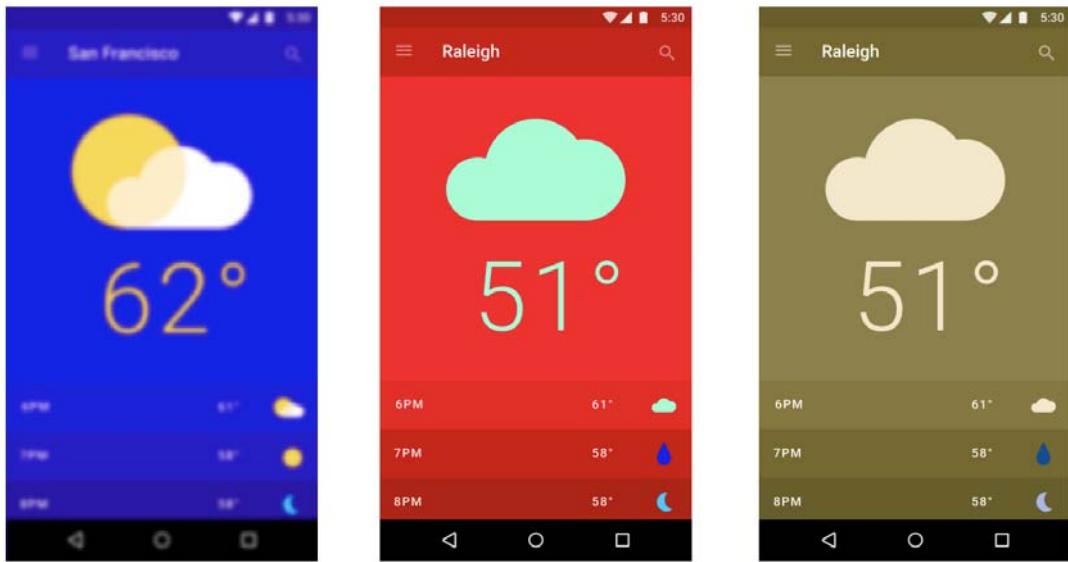
Always imagine how information could be organised in order to show the most important thing to that user in a particular situation:



Source: <https://blog.prototypypr.io/10-usability-heuristics-with-examples-4a81ada920c>

5. Accessibility

To accommodate all users, avoid small and thin text settings, low contrasts and make sure all important information readable.



Users can have different disabilities such as low vision, color blindness, etc. Source: www.material.io

6. Font Choice and Font Pairing

The use of good fonts are essential to a great design. But picking fonts can seem like an impossible dark art for most people.



You can always play with the right fonts!



See more here: [The Ultimate guide to Font Pairing](#)

Font pairing online tool <http://fontjoy.com>

9. Design Tools

There are many choices for design tools:



Some specific for UI/UX design:



Tools for UI /UX Design

10. Now....Hands on! Let's design on Figma

What is Figma?

Figma is an Interface Design App.

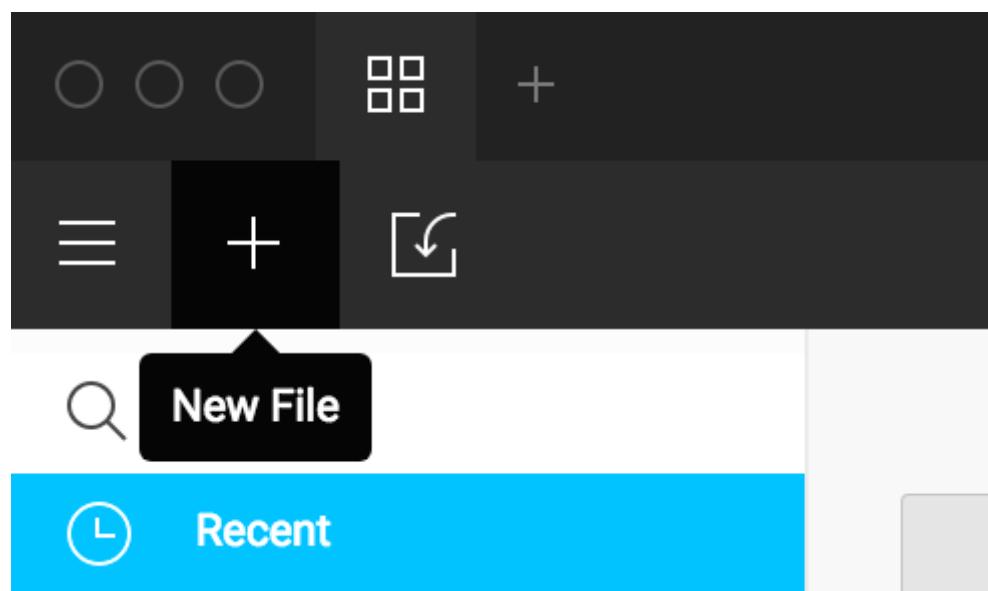
It offers real-time collaboration with others, what is good when working with big teams.



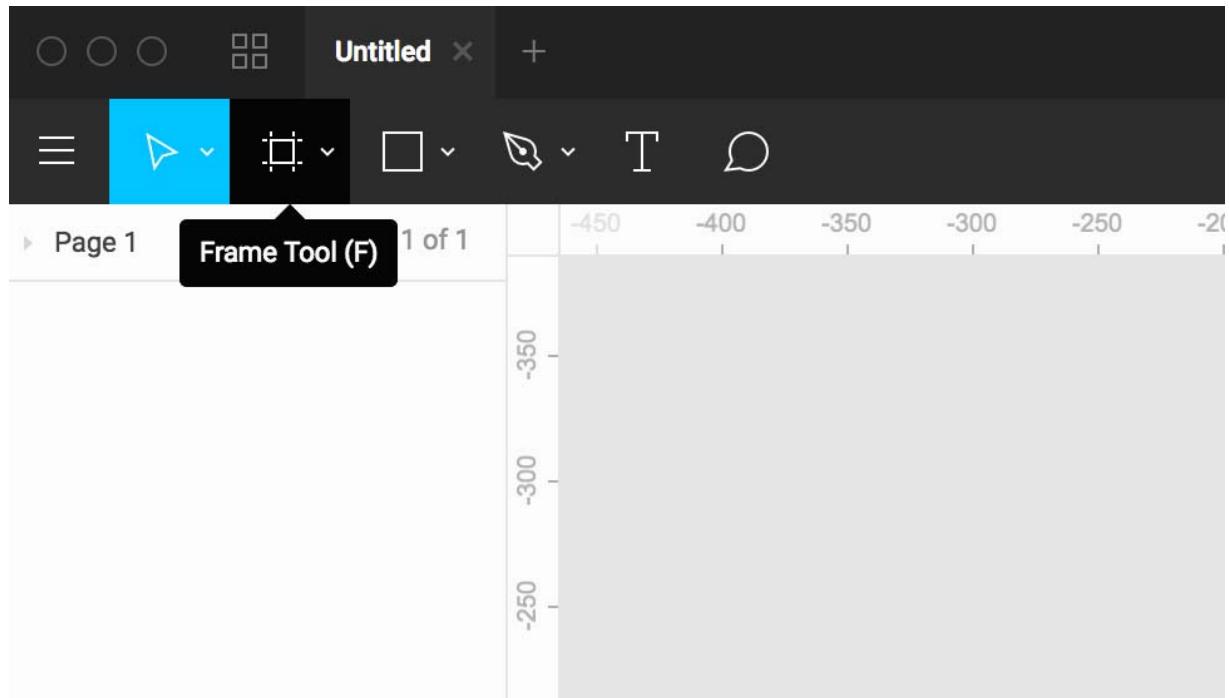
Figma's tools are easy to use and prepared to web applications. (Units, colors, canvas sizes, etc)

11. Working with Figma - Quick Tips

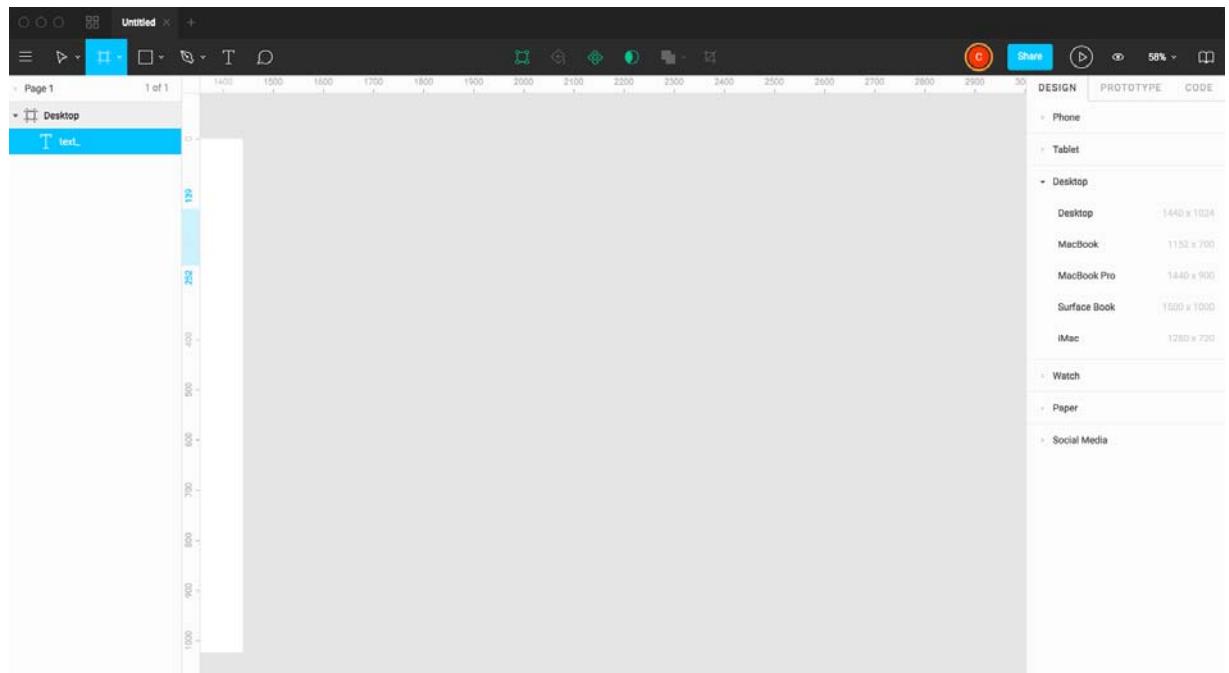
1. Creating a project



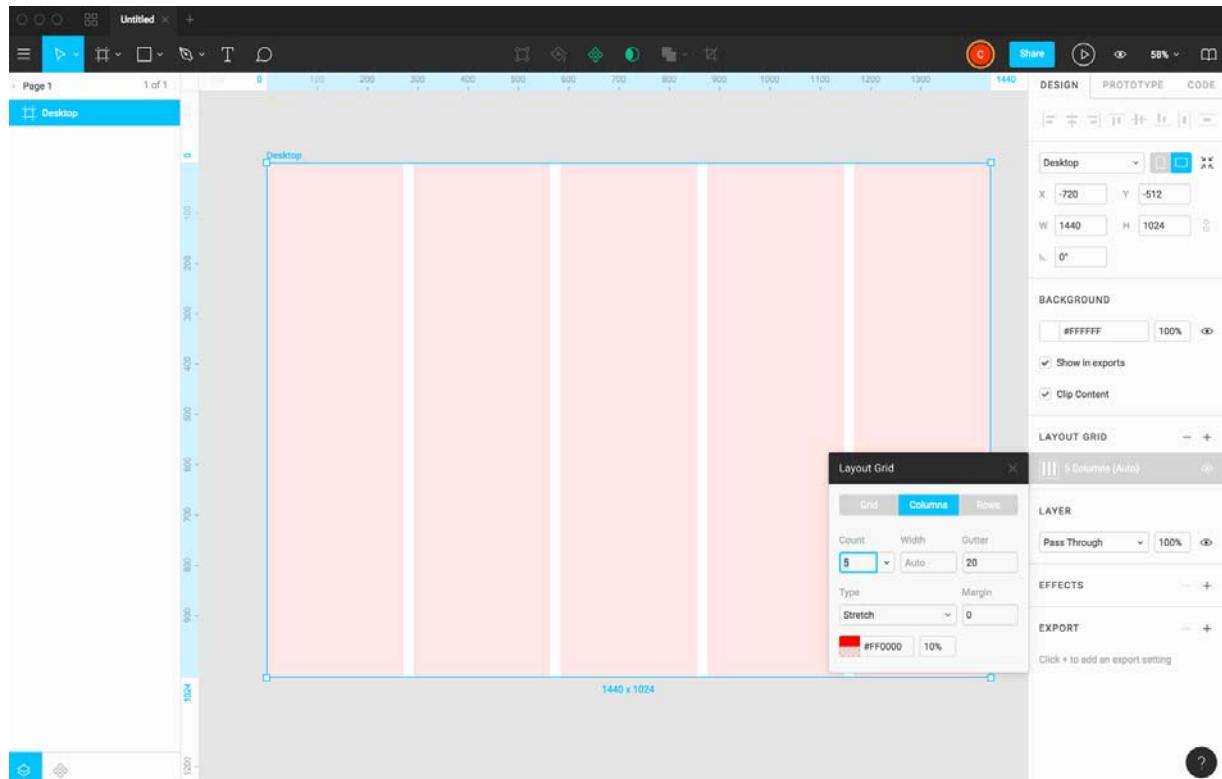
2. Creating a canvas



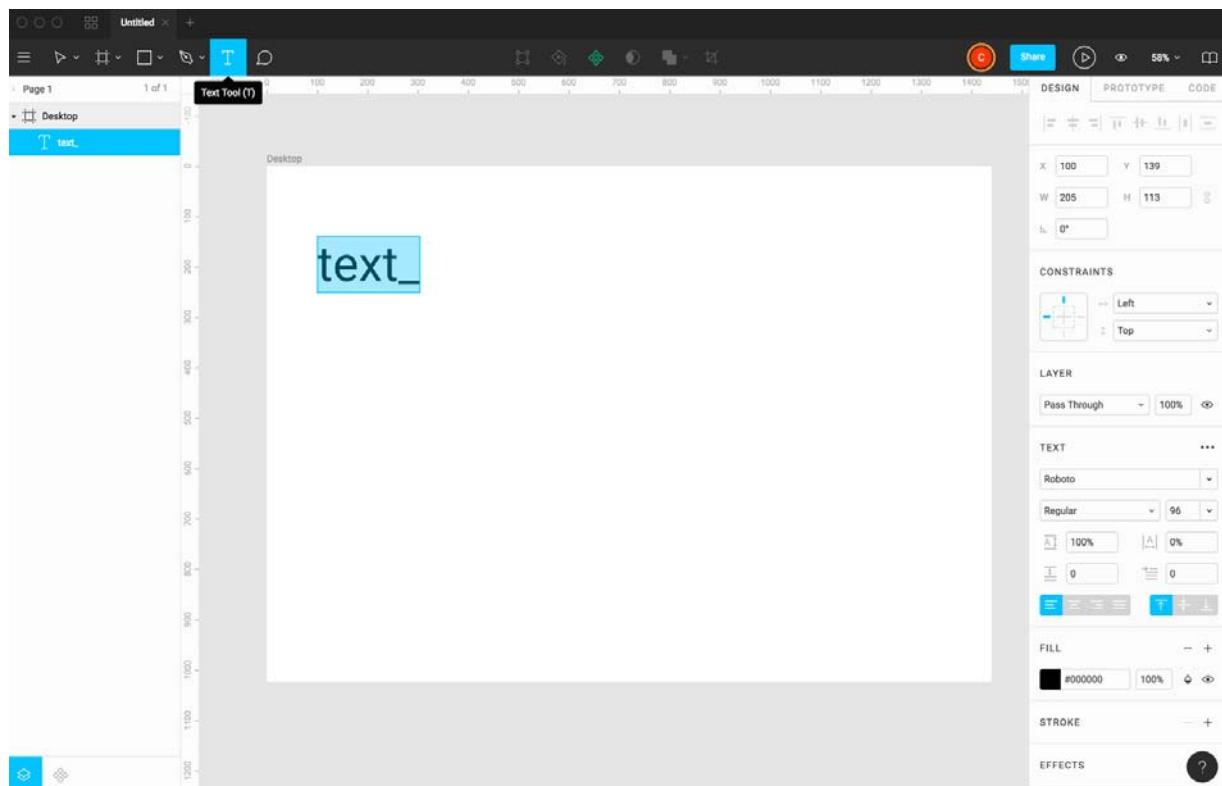
3. Defining the size of your canvas (desktop, mobile, tablet, etc) on the right panel



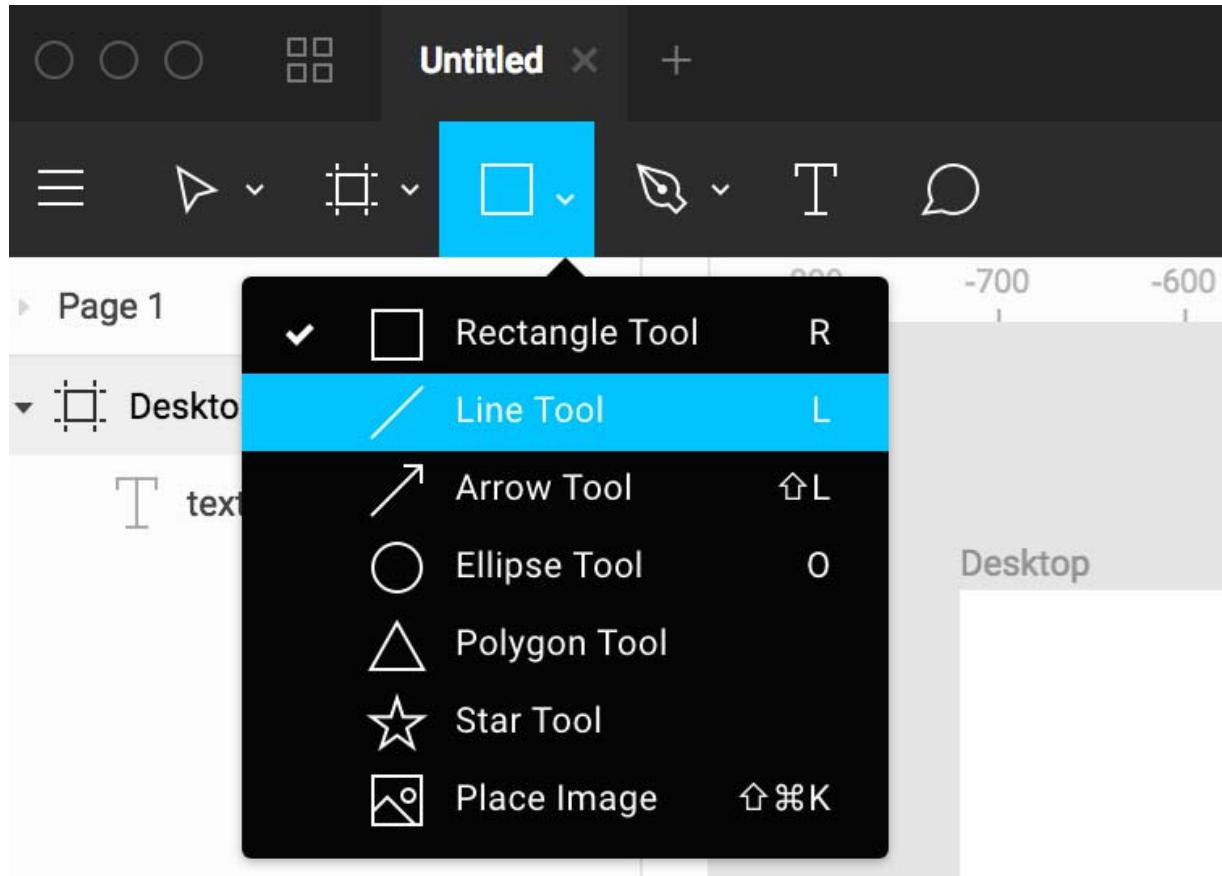
4. Creating Grids



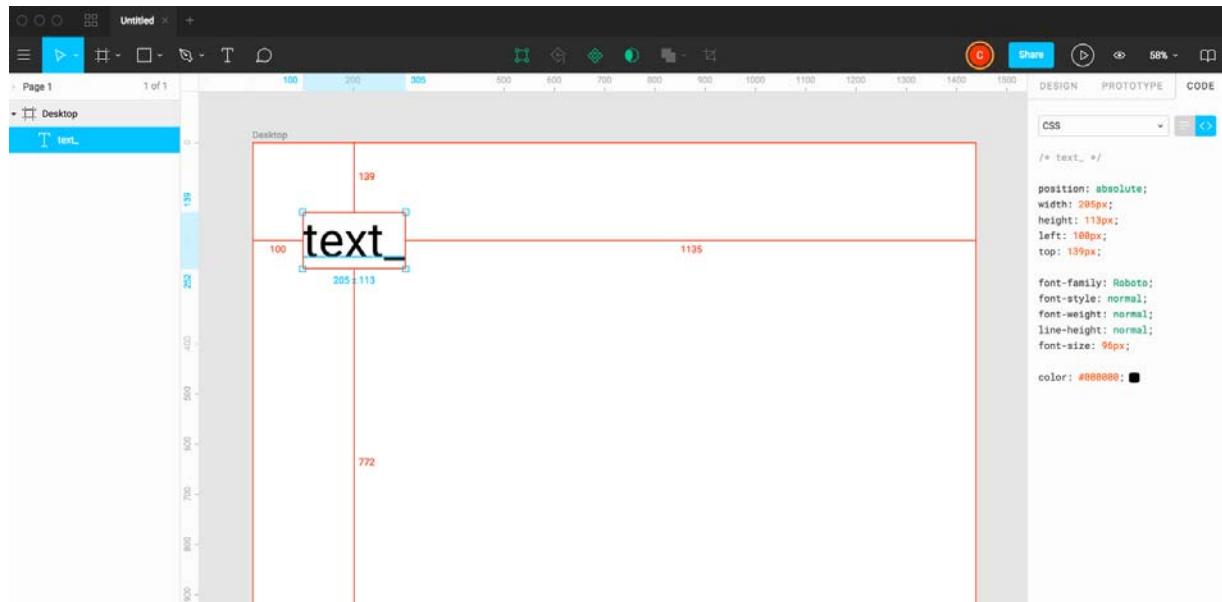
5. Adding texts



6. Adding shapes and images



7. Getting the CSS code





Task:

Recreate [SheCodes](#) website using Figma.

Assets:

Fonts

Headlines, Montserrat - <https://fonts.google.com/specimen/Montserrat>

Paragraph, PT Mono - <https://fonts.google.com/specimen/PT+Mono>

User Avatars - <https://randomuser.me/>

Basic desktop grid references:

12 unit grid

1140px width

150px margin



Helpful links and complementary reading:

Information

<https://www.interaction-design.org/literature>

Good Design reading

<https://uxplanet.org>

<https://blog.figma.com>

<https://airbnb.design>

<https://99u.adobe.com>

<https://www.invisionapp.com/blog>

UI references and sources

<https://material.io/guidelines/material-design/introduction.html>

<https://dribbble.com>

<https://www.uplabs.com>

<https://ui8.net>

Online tools for UX/UI

<https://wireframe.cc>

<https://balsamiq.cloud>

<https://www.uxpin.com>

<https://www.invisionapp.com>

Websites design inspiration

<https://www.awwwards.com>

Typography

Fonts for web: <https://fonts.google.com>

Font Trends: <https://www.typewolf.com>

Discover what font the websites use (plugin): <https://www.fontface.ninja/>