UX Design

CSEC-W 2018

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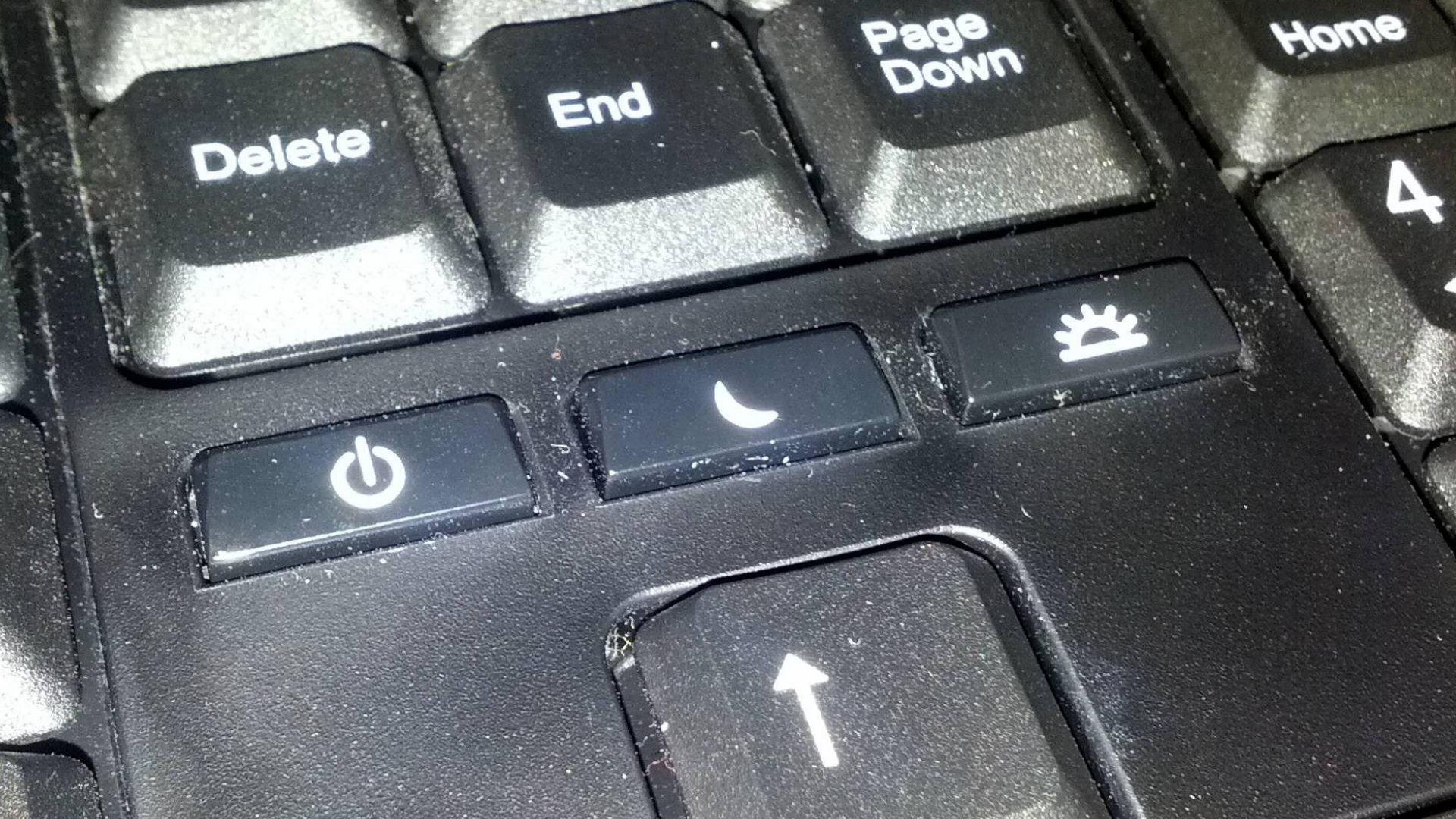
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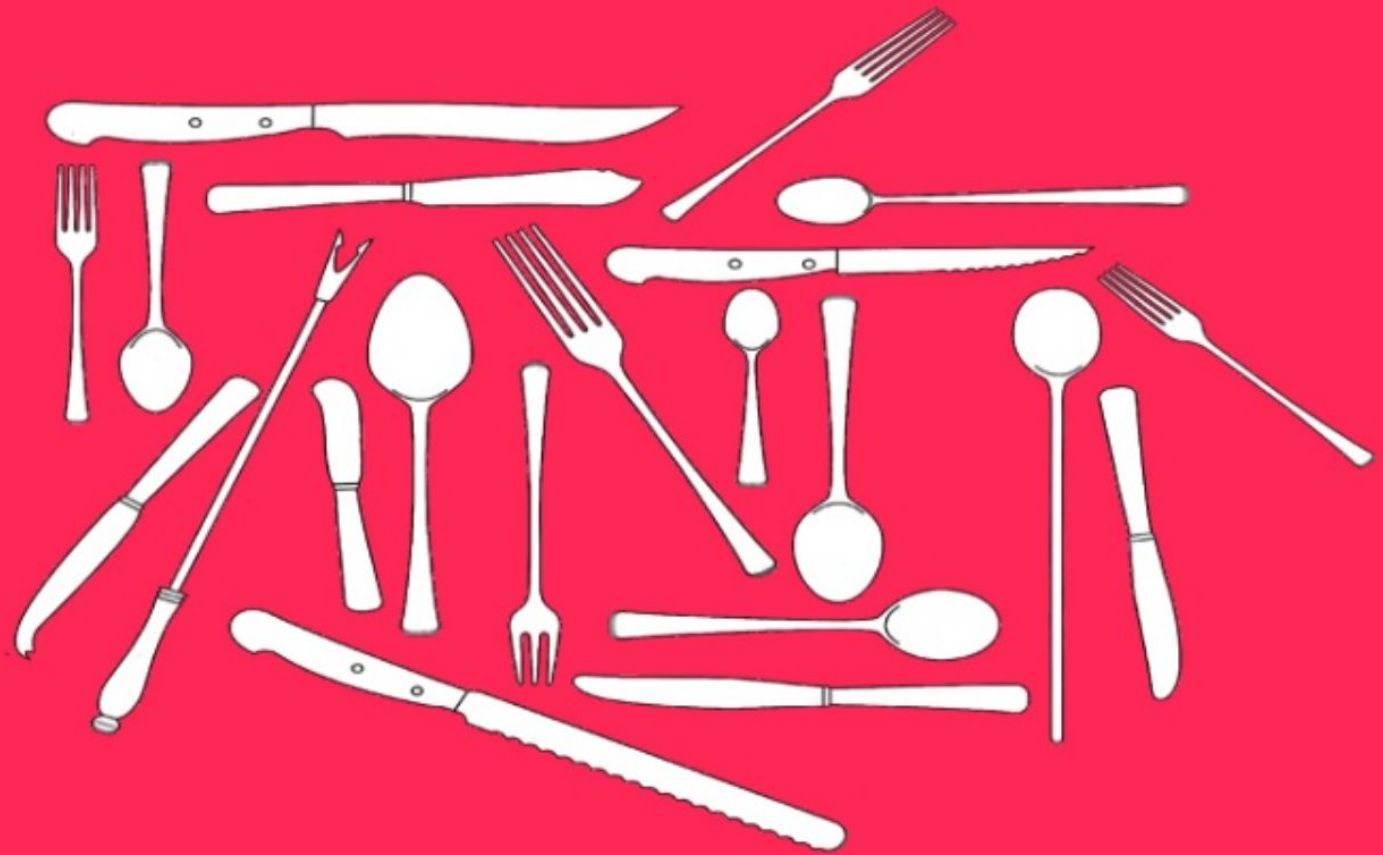
msi DIGI VOX DIVERSITY

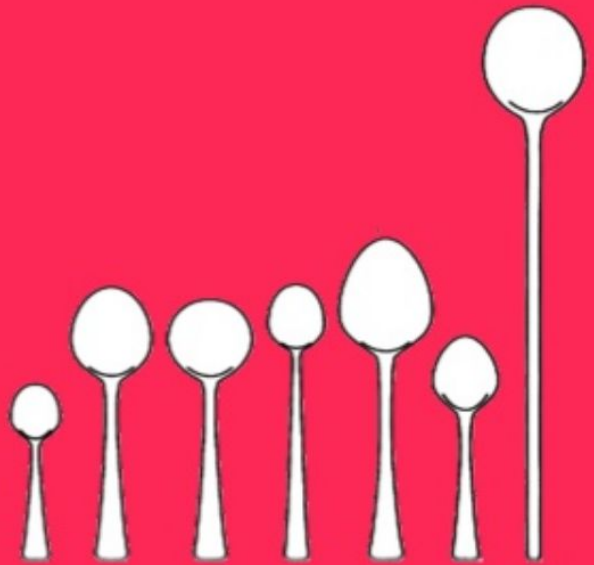
Imagine we are given..



Common sense does..

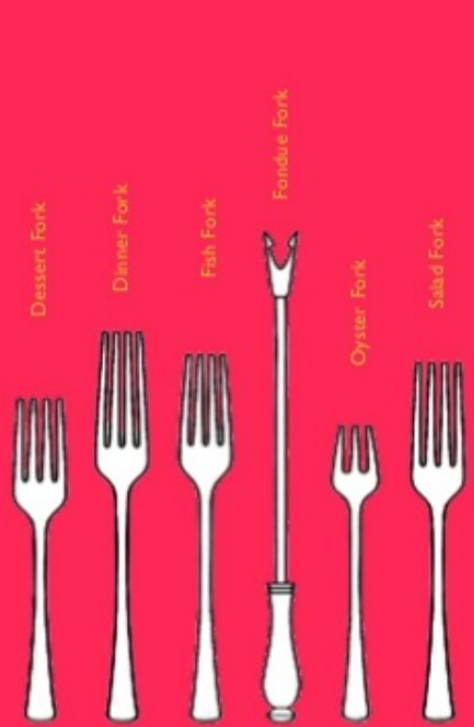
Forks

Knives

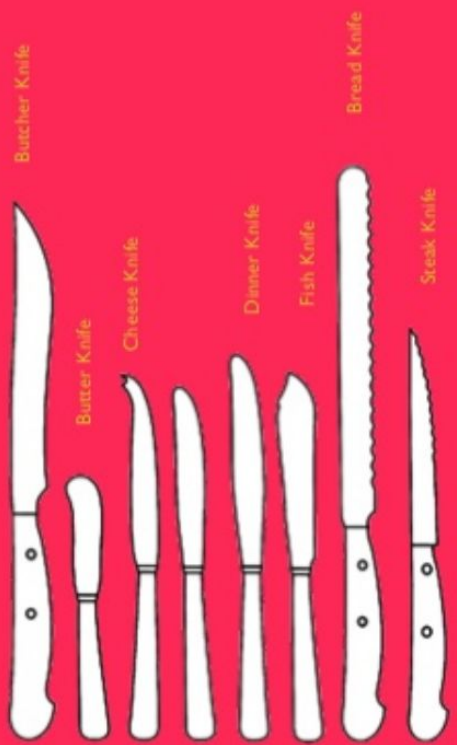


Spoons

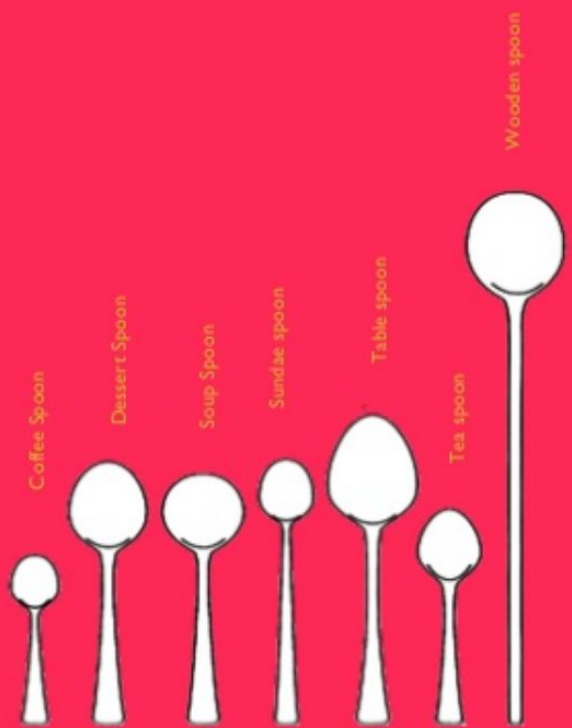
Some of us might..



Forks

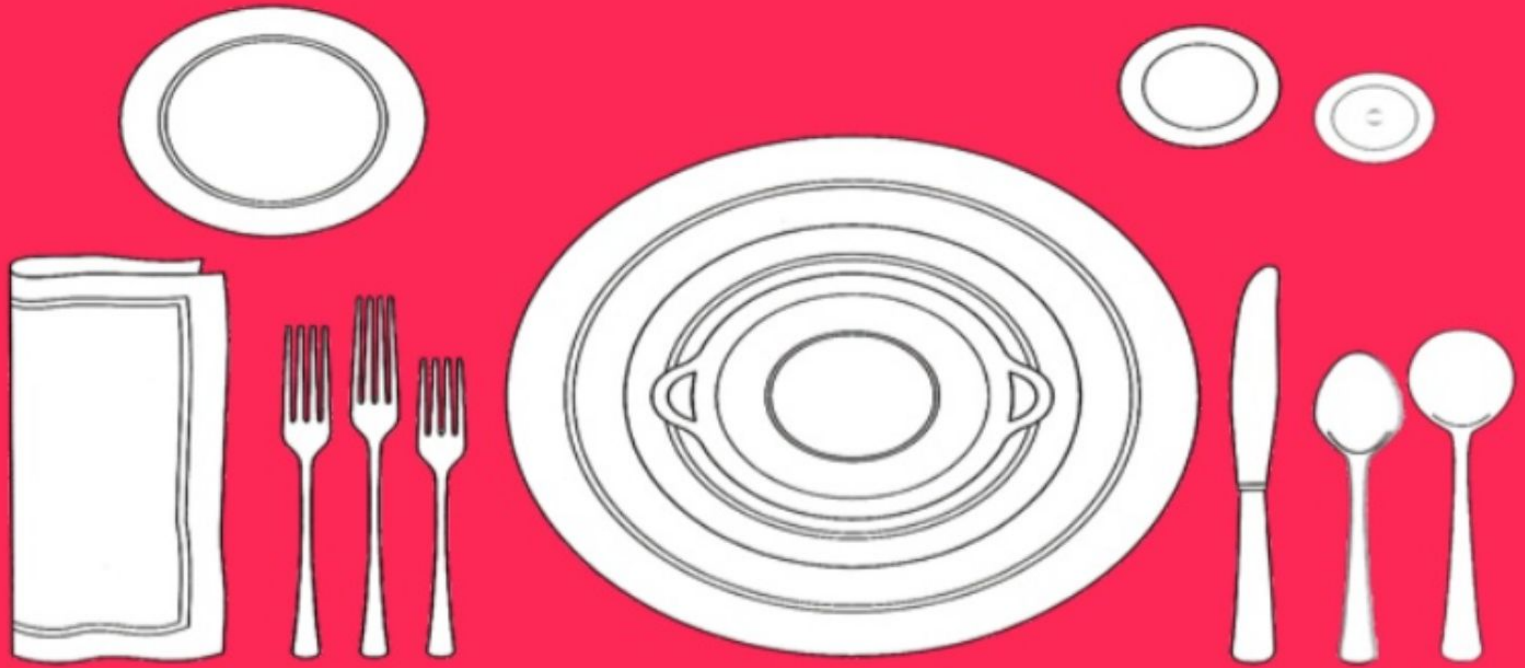


Knives



Spoons

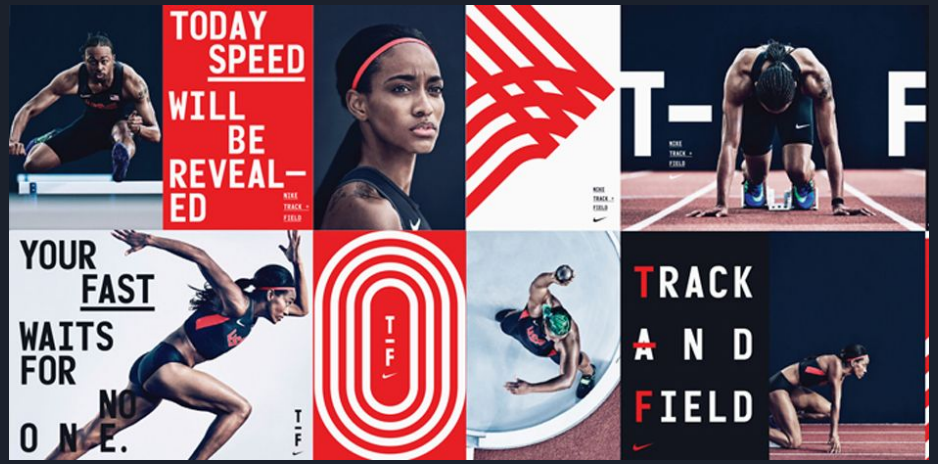
What UX does..



User Experience

The User Experience helps the user decide on whether or not they will act.

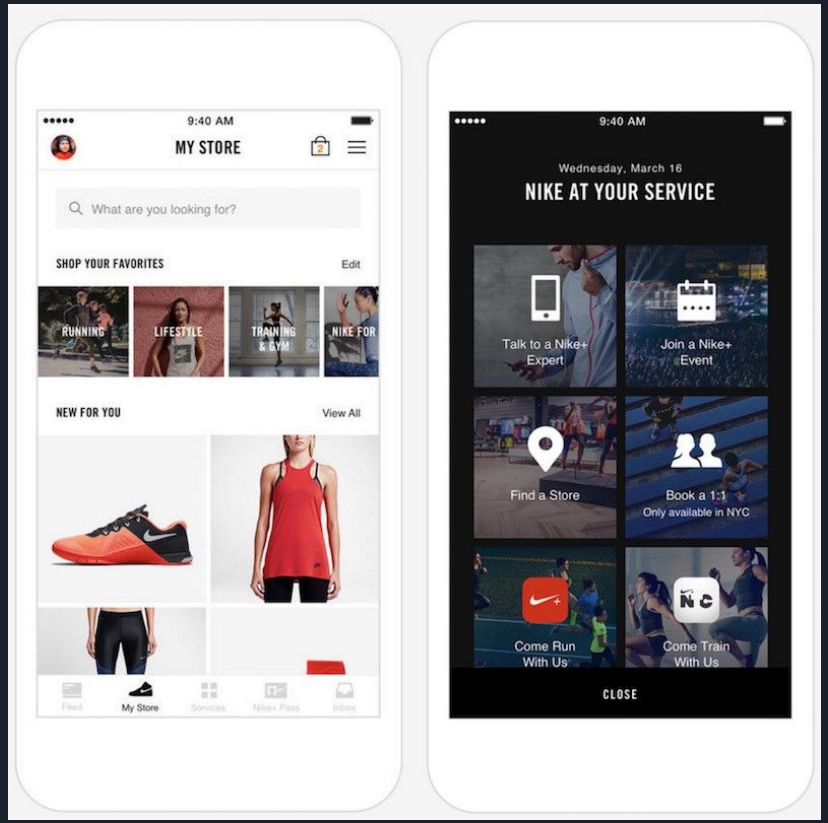
It drives an **emotional** response.

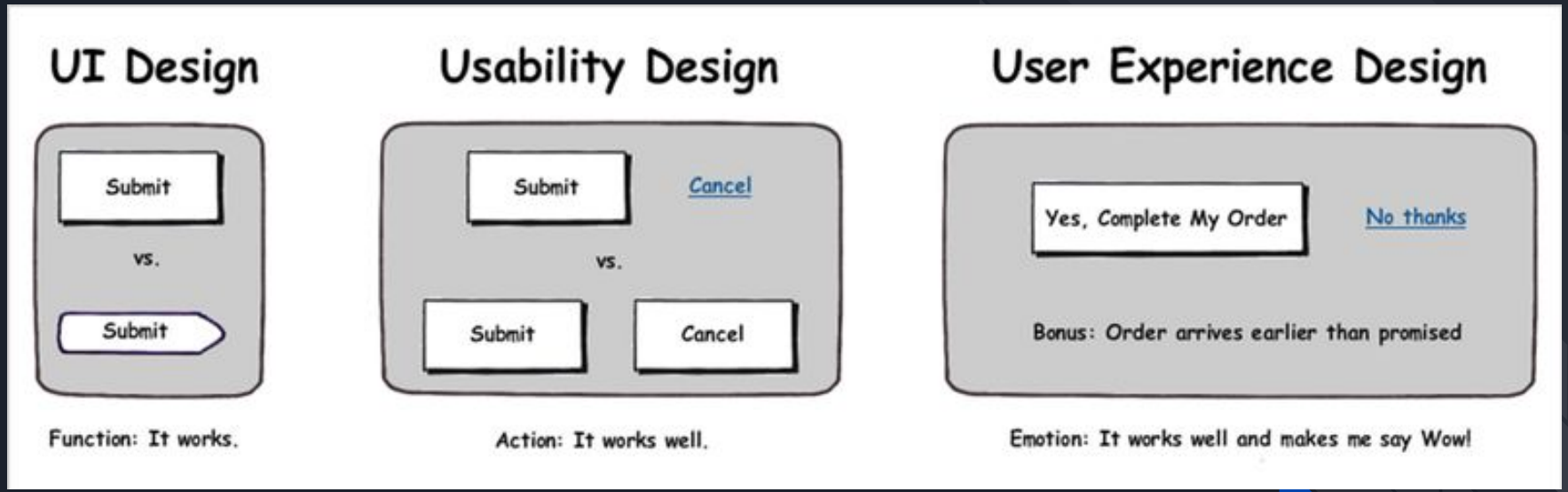


User Interface

The User Interface gives the user the means in which to act.

It is a **technical** aspect.

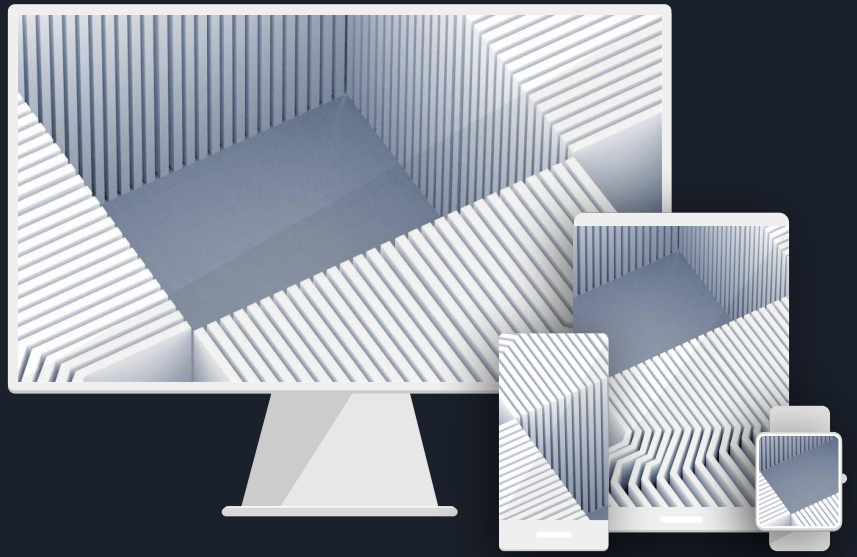



UI Design
Submit
vs.
Submit
Function: It works.
Usability Design
Submit
Cancel
vs.
Submit
Cancel
Action: It works well.
User Experience Design
Yes, Complete My Order
No thanks
Bonus: Order arrives earlier than promised
Emotion: It works well and makes me say Wow!

Apple’s UX

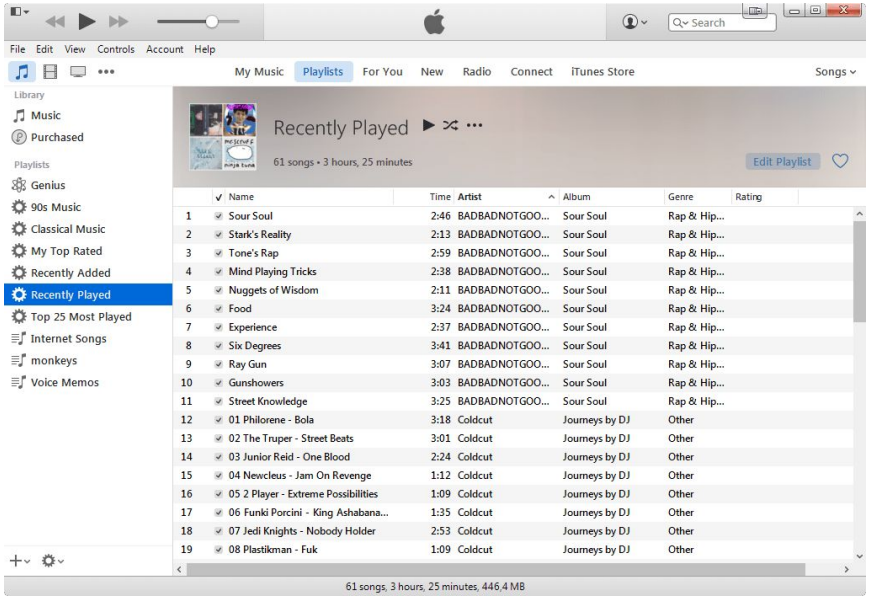
Keep things *clean*, *modern*, and *simple*

“The computer symbolizes an extension of human thought, communication, and memory”



Apple’s UI

Not quite same experience as their brand promise.



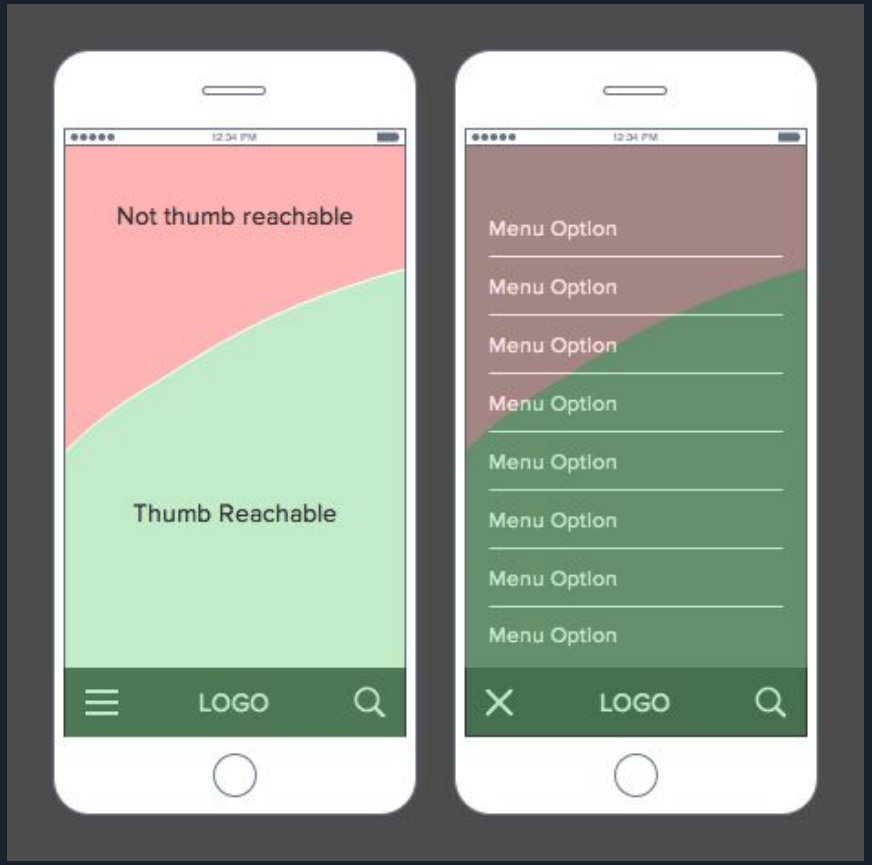
Fundamentals of User Experience

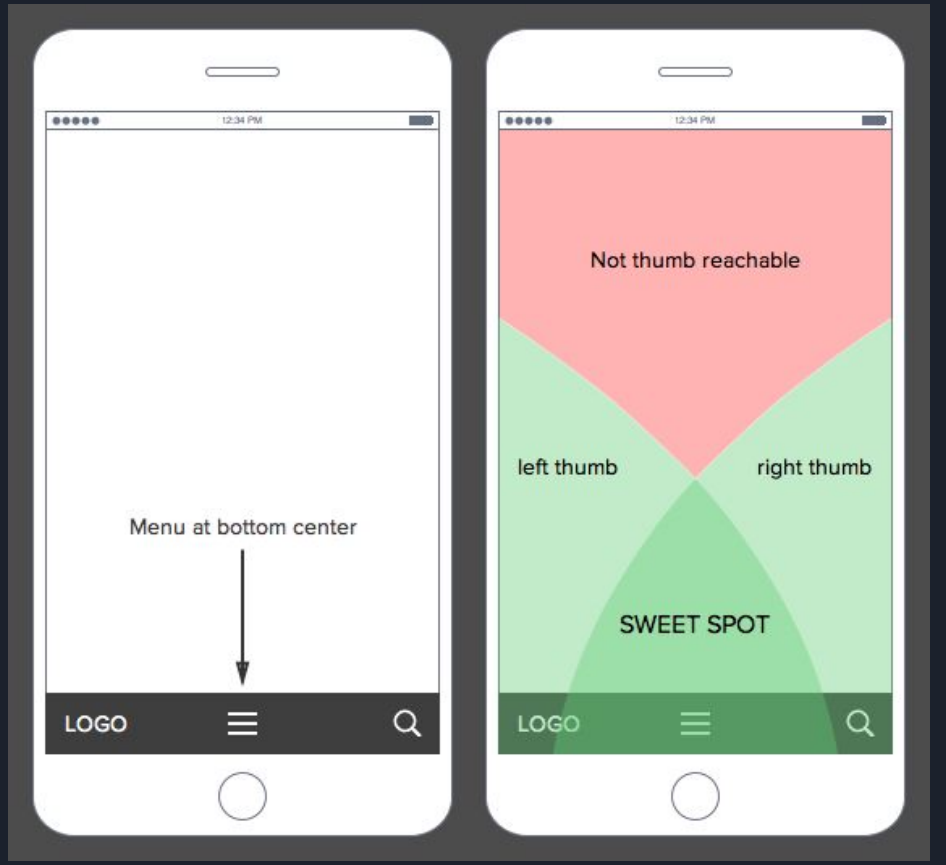
01 **Utility:** Making the product or service useful and meeting the needs of users.

02 **Usability:** People must be able to use it (and use it easily)

03 **Desirability:** It gives added value.

04 **Brand Experience:** It shapes a positive brand experience.


Not thumb reachable
Thumb Reachable
LOGO
Menu Option
Menu Option
Menu Option
Menu Option
Menu Option
Menu Option
Menu Option
Menu Option
LOGO

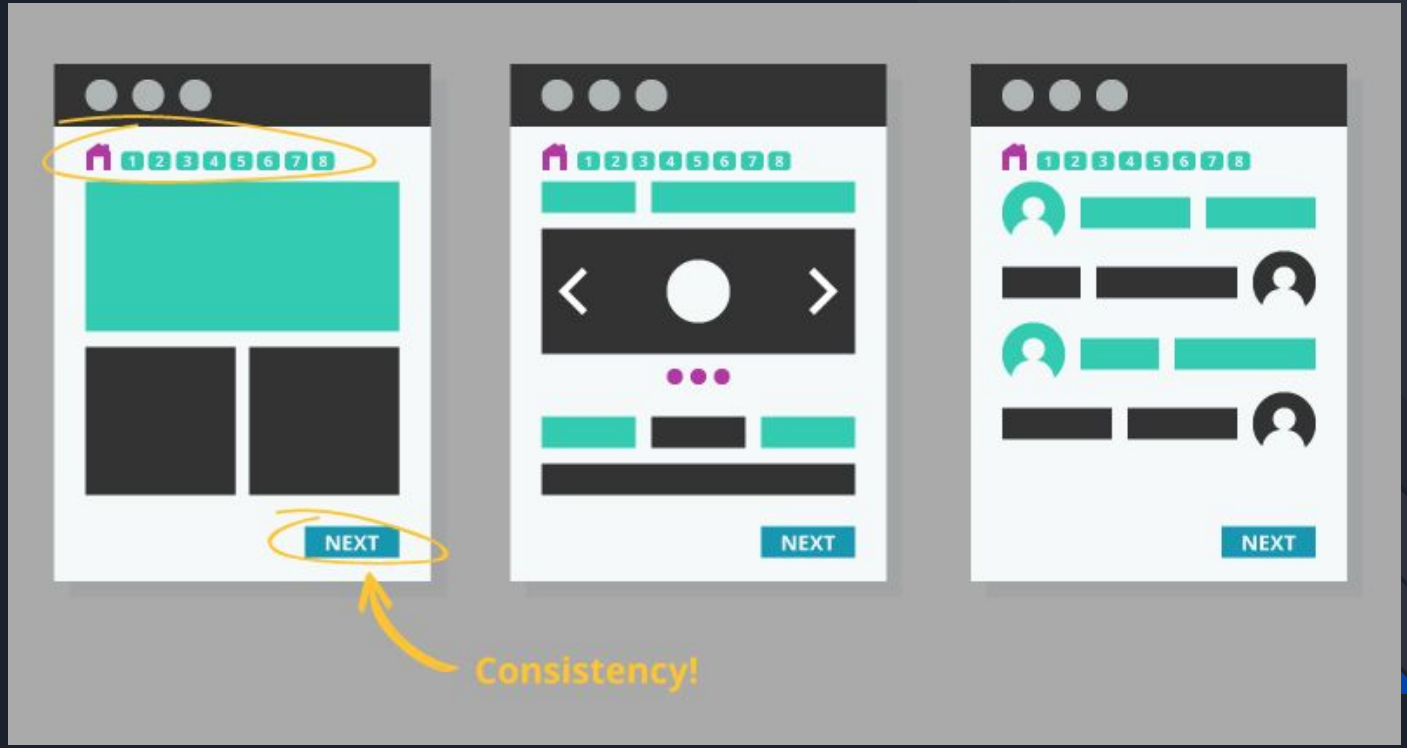

Menu at bottom center
LOGO
Not thumb reachable
left thumb
right thumb
SWEET SPOT
LOGO

Tips

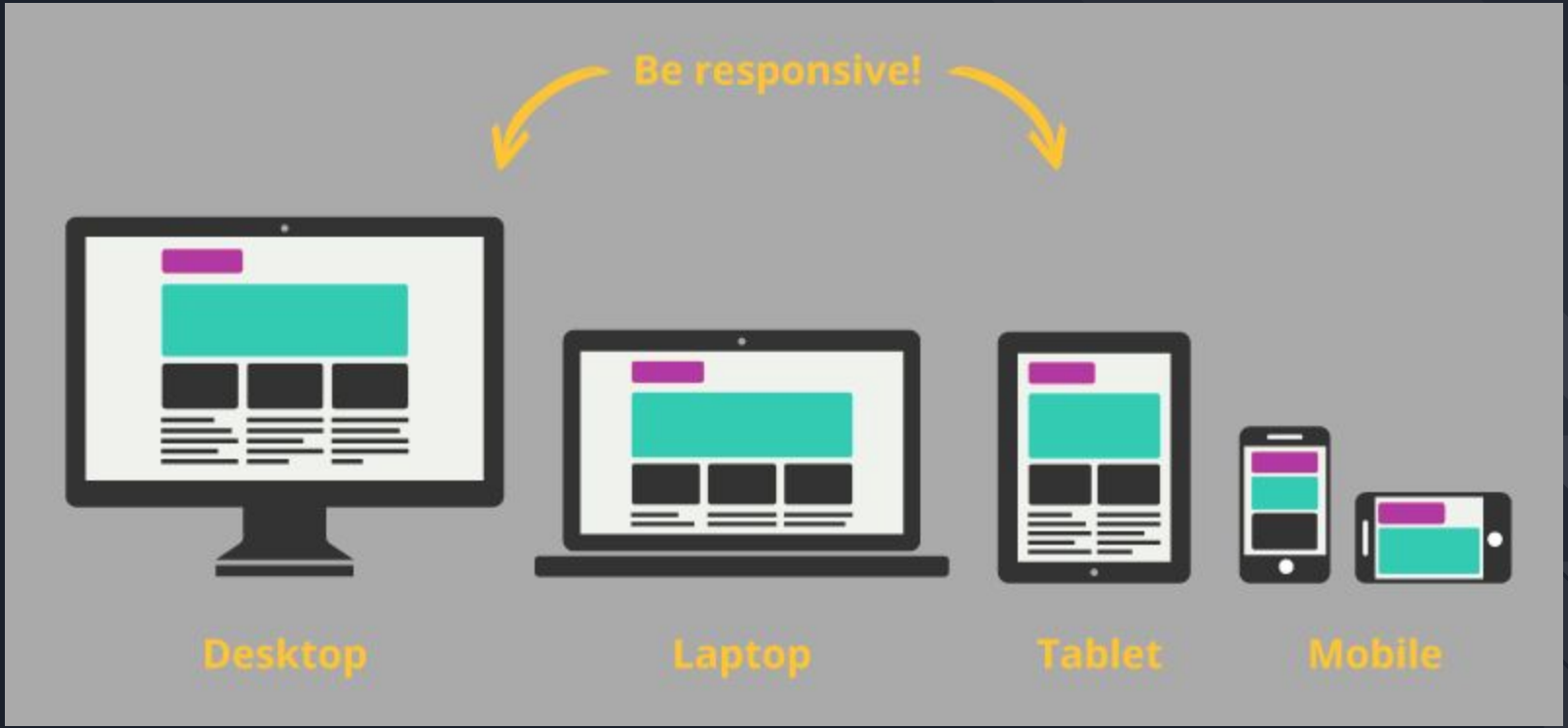
Designing your website to have a great user experience.

The H word

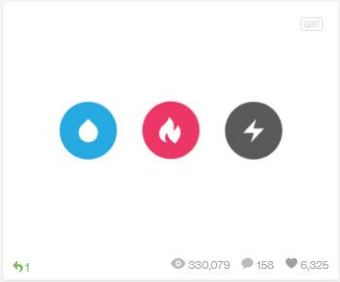
Consistency



Responsiveness

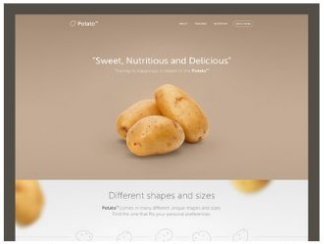


Don’t be afraid to take inspiration!



1 330,079 158 6,325

unfold

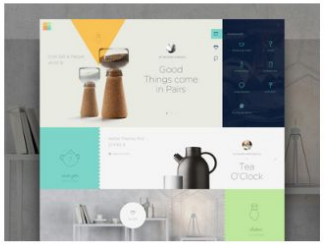


25 236,986 219 5,511

Eldin Herić

3 263,544 110 4,721

unfold



3 240,655 104 5,299

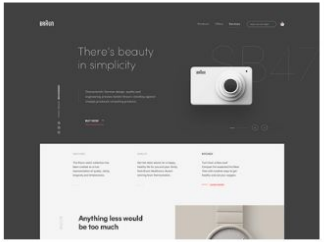
Cosmin Capitanu

405,473 51 4,561

ueno.

212,996 98 3,989

Virgil Pana



1 91,178 68 3,020

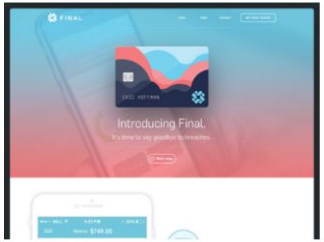
unfold

2 304,550 55 3,864

Chris Bannister

10 172,467 103 3,420

Mike | Creative Mints



197,921 67 3,307

Reform Collective

References

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