

# User Experience

# User Interface

- What is it ?
- Why do we do it, why is it important ?
- What happens if we don't do it ?

UX and UI design are a very important step in development, it's the first thing we do right after we've gotten the idea of a product, application or website.

UX stands for User Experience and UI stands for User Interface

They are in many ways the same person wearing two hats and the tasks are quite different.

## UX

Creating a satisfying experience, understand the problems and frustrations from a user perspective and then solve them.

What to put where, always think of the user first. Design in the best way possible for the users to have a great experience while executing their purpose.

Connect the company's needs with the user, make the experience fantastic, make it feel good and satisfying.

## UI

This is more of the visual presentation of the product. This is not quite as analytical as UX, here you pick color, fonts and other stuff that makes it look beautiful in an esthetical point of view.

Resolve the needs and structure that the UX designer gathers and then turn it into a graphic good looking piece.

Code Institute talks about this in a very good way with their five S's, originally defined by Jesse James Garrett. They and a few questions around them are as follows:

- **Strategy**  
Main goal with product, who is it for, needs for the company, needs for user, what's worth doing and what value does it bring?
- **Scope**  
What features will be implemented and what information will be available.
- **Structure**  
How will we structure our content, what will be first, call to action? Understandable in first visit?
- **Skeleton**  
This is where the UI comes in, this is where you gather all info about the above. You ask questions like how this will look, create a skeleton mockup on paper with different squares (or in online tools).
- **Surface**  
This is the part where we color the project, color it to increase the feelings we are looking to induce. This is also where we decide the typography, enforce features or tell the user when something is clicked or/and interacted with.

## First Summery

As you might see or already know these thing grow together and in the course they grow together even more because we are also wearing the development hat.

Most companies (that I know of) has one part coders, one part of UX and UI, animators, copywriters and together they become the development team, but here in this awesome course we do littlebit of it all.

Mainly to learn and get a wider understanding of the entire process which is super great.

This will also make us more wanted in the market later do to our wide perspective we gain here at Code Institute.

Lets say we skip it, we skit the UX part and go straight to developing our idea for this company or costumer that we have infront of us.

What could happen, we have the best ide and they know they wanna gather costumers for their businesses...?

Well it could go very wrong.

You would probably spend a huge amont of time with developing in comparison to what you would with a finished UX/UI product infront of you.

You will not be able to create a product with the top features and a top experience for the user as if you had done the UX work before hand.

Like balsamic say, you wouln't build a house before creating the plans for it.

Ok, we we've pretty much established what UX/UI design is and why we need it and what it could cause us if we skip it.

This is such a deep topic and I could talk for hours if we were to dig deep into every little piece of it like graphic design and all different fonts out there just to mention a few.

## Tools

Now lets get to all the tools we can use and what we really need.

There are a million tools out there, just like theres a million IDEs and Code editor programs there are also a million tools for this. Well you know it, most students are probably filled with different 2.0 programs hehe..

### Wireframe Tools

- Pen and paper
- Balsamiq
- Sketch
- Photoshop
- Short videos about wireframes:
  - <https://www.youtube.com/watch?v=e2Oynq-mOLk>
  - <https://www.youtube.com/watch?v=T0vt3nLZKks>
- 2min read about why dev people should learn UX:
  - <https://medium.com/skills-matter/should-developers-learn-ux-9ab8aef55094>

### Color Scheme Tools

- Adobe colorwheel and themes
  - <https://color.adobe.com/sv/create>
- Color scheme generator
  - <https://coolors.co/>
- Color scheme generator two
  - <http://colormind.io/>

Awesome keywords to use in google:

- "wireframe responsive"
- "responsive webdesign"
- "UX best practices"

**Project** - A photographer contacts you as a developer, he or she needs a website

- Main reason to create a website:
  - Get hired
  - Sell pictures, products
- Catch user interest and then keep it, get them to take action:
  - Tagline that tell the user what the photographer will do for them,  
*"I eternalize your moments"*
  - Call to action, and repeat it throughout the page looking exactly the same.
- Features:
  - Photogallery, three different blocks with different types of photos
  - Call to action
  - Costumer testimonial blocks
  - Booking system, schedule free consultaion call

We would want to keep our design simple, looking legit and trustworthy and also want it to be easy to navigate. Might also wanna add

- About section
- Responsibility

So to sum it up we need a website that show the user (potential buyer) what the company does, what they offer. We wanna introduce a make action, "call to action" button right away, we need the user to make actions and we wanna remind them to make action even when they go further into the page so we will repeat the same call to action button.

We would like to introduce ourself in the beginning, and we wanna push on what we will do for the user, and maybe even add where we will do this (in what location).

The "call to action" button will take the user to a booking system or just a contact page depending on release (explain further down).

If the user wanna see more work we introduce the photo gallery in three different categories, lets say they do wedding, portrait and newborn. When you click them you will see more photos in that surtain categorie.

We will add costumer testimonial blocks to make the photographer more legit and trustworthy and also we might wanna have a short about section.

The photographer wished to publish very soon so you split the work into two releases just to get him or her out there and then add features to the page.

- First release:
  - "Call to action" => leads to contact information
  - Presentational information with tagline
  - Three categories of phototypes  
=> "soon to be gallery but check out social media until then"
  - About info
- Second release:
  - "Call to action" => bookingsystem , free constultaion call
  - Gallery in the different blocks
  - Costumer testimonial blocks

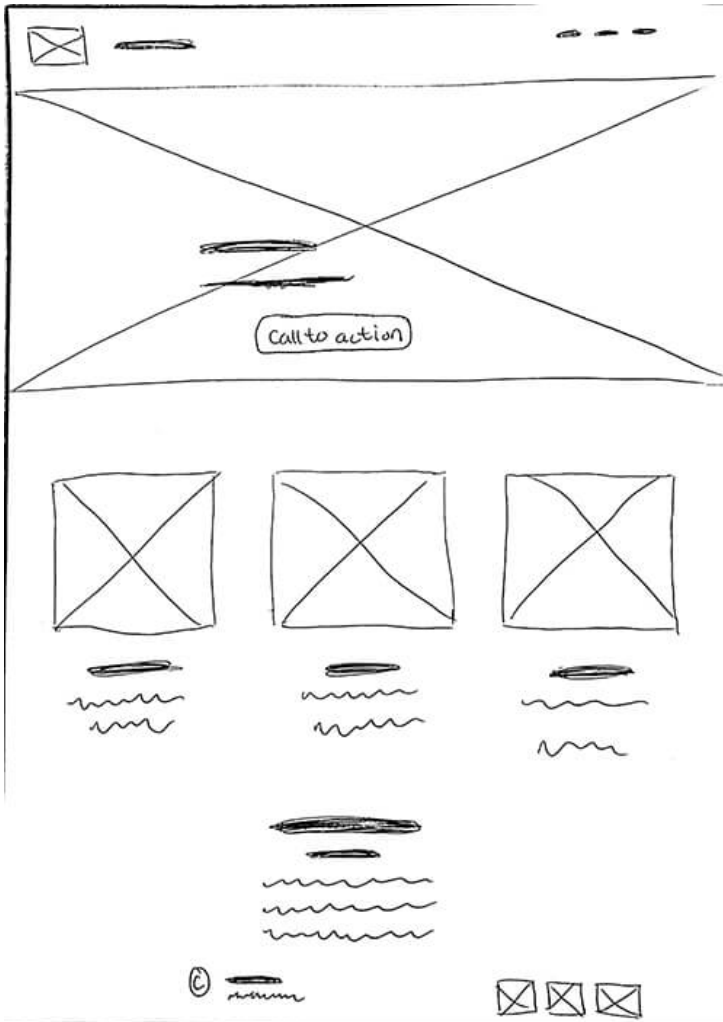
## Wireframe

Time to start sketching the wireframes.

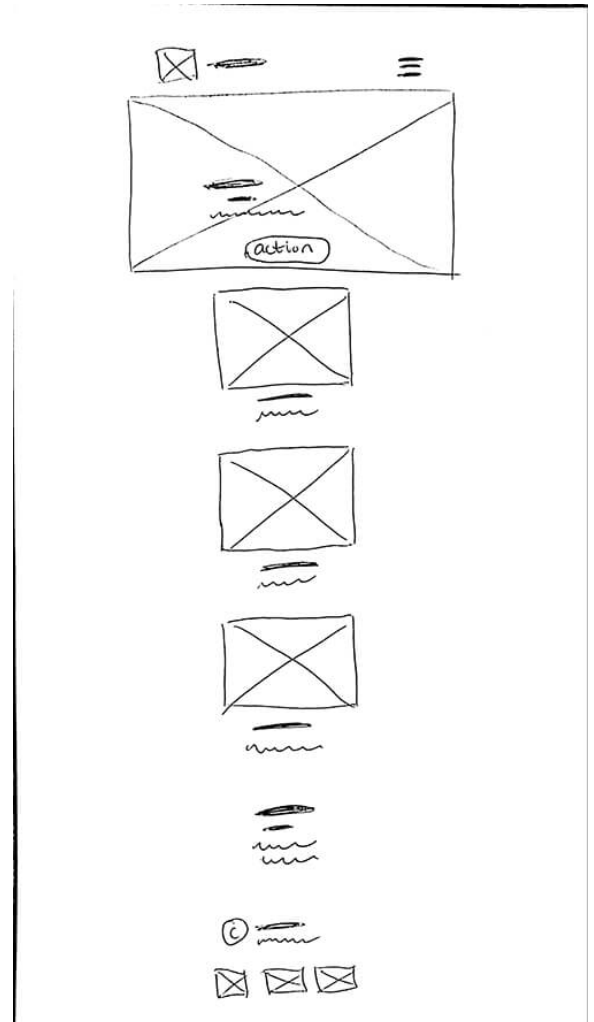
They need to be responsive, atleast 90% of webvisitors surf on their phones acording to swedish statistics, and well today almost every person has a phone or tablet they use.

I will grab a pen and paper and start sketching, preferably I'll try a few different designs but keep in mind to keep it simple and easy to locate everything. Dont over complicate stuff.

### Dektop / tablet



### Mobile



( tiny scanner, apple IOS - used to scan the wireframes )

I like to start with pen and paper just to get the ideas to flow, I sketch and throw away or put a good one together by picking bits and pieces.

This is where my creativity starts, maybe going straight to the computer is more for you but for me its not. I really wanna know what to do before I sit infront of the computer acually.

Im also trying this in my code, to sketch the problem and then write down a solution, going forward but...not as well as i wish hehe. Practice makes perfect.

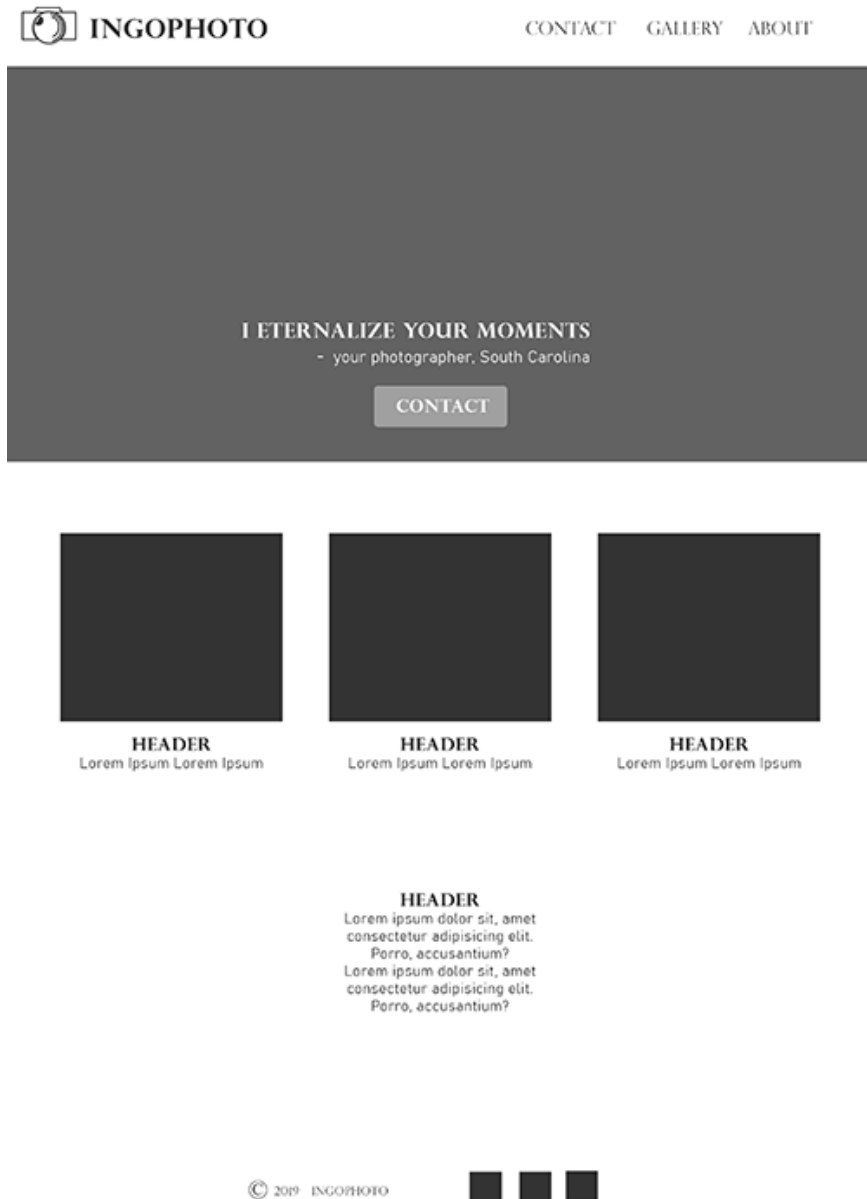
When finished with my wireframes I'd like to go to photoshop, mainly because I'm use to Adobes products and also because its fast and easy.

Here is a great video if you'd like to try doing this in photoshop:

- <https://www.youtube.com/watch?v=Dzr5xQeDQqk>

## Photoshop wireframe step 2, mockup

### Wireframe photoshop



### Color Scheme



When feeling satisfied with the wireframe from the great tool of pen and paper I move forward to photoshop and create boxes, squares and other geoforms as placeholders.

Already here we can start to see how awesome its gonna be, this is also a great way of creating templets for yourself and future work.

Ok, we are almost there, almost face to face with the magic of UX but first we need to create a colorscheme for our project.

In this case we have a photographer as the costumer and they usually have their own style on their photos such as filters, black and white style, focusing on a certain light and so on.

Lets say this photographer uses a filter in Lightroom (adobe program) that he or she adds on to their photos. In this case I've used one called "cool light" and it makes the pictures pretty similar in color which is so much better UX then if we would mix a bunch of differents styles.

This is easier for the eye and much more calm to look at.

If this were to be a real project we would need to study the artists style and colorscheme more to get a better understanding of what he or she wants to accomplish.

If there's no photographer and no pictures to match the color scheme with you can always use the tools we've talked about earlier.

Try it out, put some colors together and see if it works, ask others and see if your eyes are comfortable with the schemes.

Let's say you are creating an informational site and there's really not any pictures to turn to, then a great tip is to create a moodboard. Google ideas and similar projects out there and get inspiration and then put together what you like into a moodboard and go from there. Don't use others' creations but get inspired by them.

Some people are more logical and some are more creative, we need to find the right tools for us.

## **Tie it together**

There are also a few other things to think of when choosing colors, meaning of it and also the possible effect of it.

So here we've created a good looking color flow, all colors go together in a smooth way.

Now let's look closer at the colors and what they represent

### **Orange:**

According to Google orange is the color of creativity, joy, sunshine and can also induce feelings like attraction, enthusiasm and fascination.

Sounds very good for business but sometimes this might not be true. People can have different experiences connected to different colors but this is the general interpretation of the color orange.

### **Blue:**

The color of trust, this can make your site more legit looking towards the user. It's a calming color that according to scientists creates feelings of confidence, loyalty, security and calmness.

Only lifted the good in the colors here, there are also possible negative feelings from all colors and like I mentioned before we are all different and have different relationships with different colors.

But okay, now I wish to apply this to my designs and continue working with this in Photoshop (check out the video).

Here you can see the finished product, ready to code for the first release.

When you're doing your designs like this you will of course do one for all screen sizes you wish for but in this example I only did it for desktop just to show the process.

When you are done with your designs you will for sure talk it over with the client and maybe test it on a few users but that I would save until your code is done.

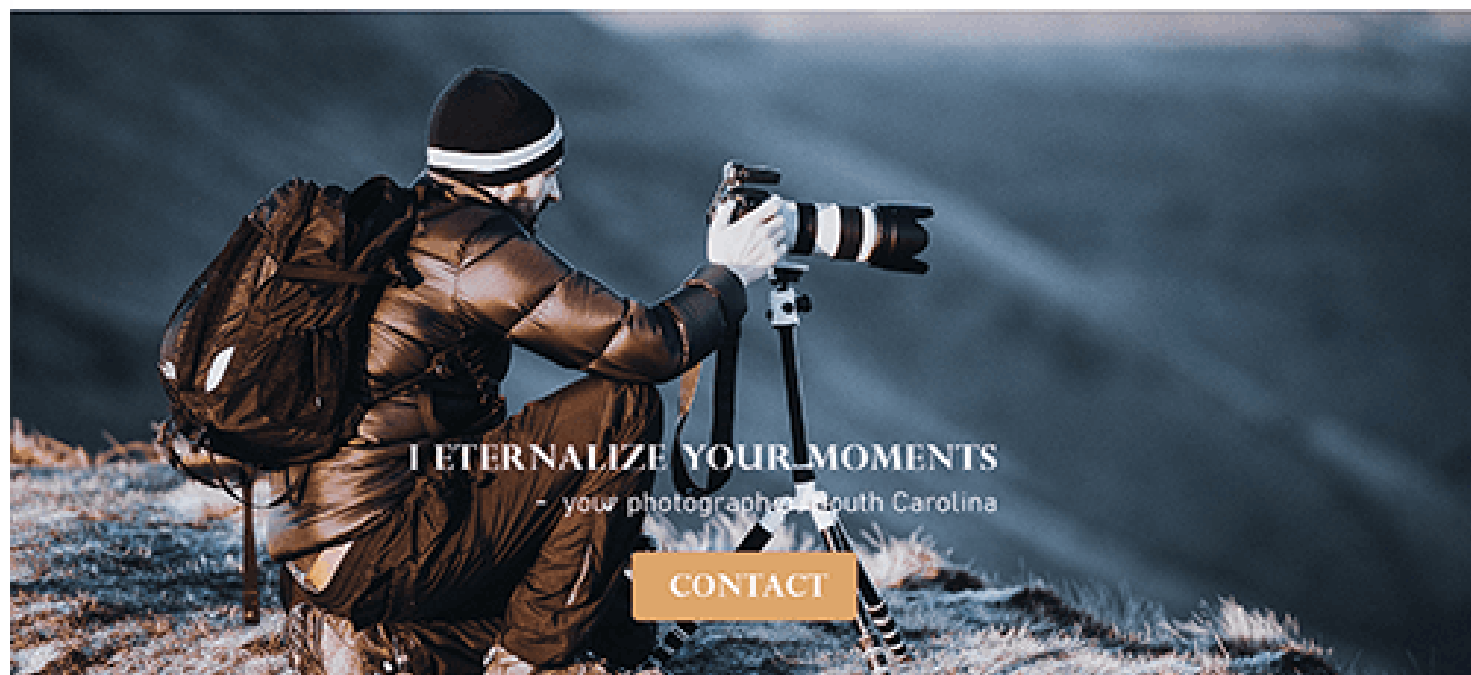
So this was my short presentation of UX and UI design, if I missed something please ask.

One thing I really like doing and I think all clients might appreciate is interactive mockups, this will also be a great way to present your Milestone projects inside of the README.md file.

You can find free mockups in a lot of different places, just Google. Make sure you read the license and use them correctly.

See the best link down below for a 10min tutorial in this:

- <https://www.youtube.com/watch?v=2ijoJY40kP8>



**ETERNALIZE YOUR MOMENTS**

- your photographs in South Carolina

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### NEWBORN

Lorem Ipsum Lorem Ipsum



### WEDDING

Lorem Ipsum Lorem Ipsum



### PORTRAIT

Lorem Ipsum Lorem Ipsum

### ABOUT

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## Credit & Acknowledgments

### Photos:

All photos are taken from unsplash.com

- Landing picture:
  - <https://unsplash.com/photos/ogDort6vKuE>
- Wedding:
  - <https://unsplash.com/photos/tebYv7a8wMI>
- Portrait:
  - <https://unsplash.com/photos/rDEOVtE7vOs>
- Newborn:
  - <https://unsplash.com/photos/sGbL04Naxql>

### Videos:

- Wireframing:
  - <https://www.youtube.com/watch?v=e2Oynq-mOLk>
  - <https://www.youtube.com/watch?v=T0vt3nLZKks>
- Webdesign in photoshop:
  - <https://www.youtube.com/watch?v=Dzr5xQeDQqk>
- Interactive mockup photoshop:
  - <https://www.youtube.com/watch?v=2ijoJY40kP8>