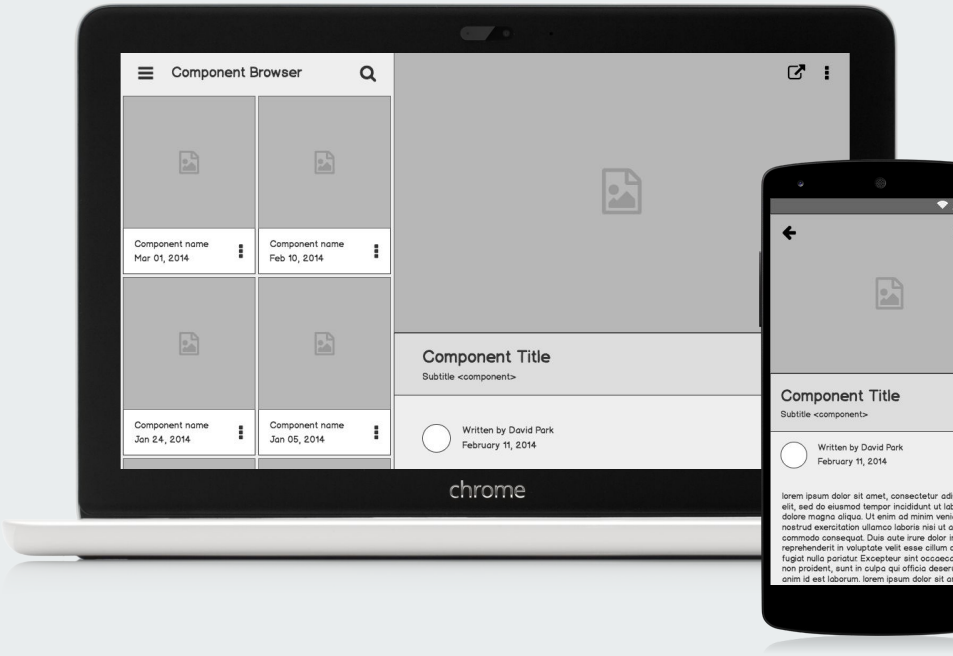
Web Design Concepts

Unit 7



Outline

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7.2 Introduction to UI/UX Design

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- 7.2.2 User Story
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7.4 Usability and Accessibility Guidelines

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UI Design Principles

User Interface Design is a platform where the effective interaction of the user with the system can be seen. A user more often judges a system by its interface rather than its functionality.

User Interface Design Principles:

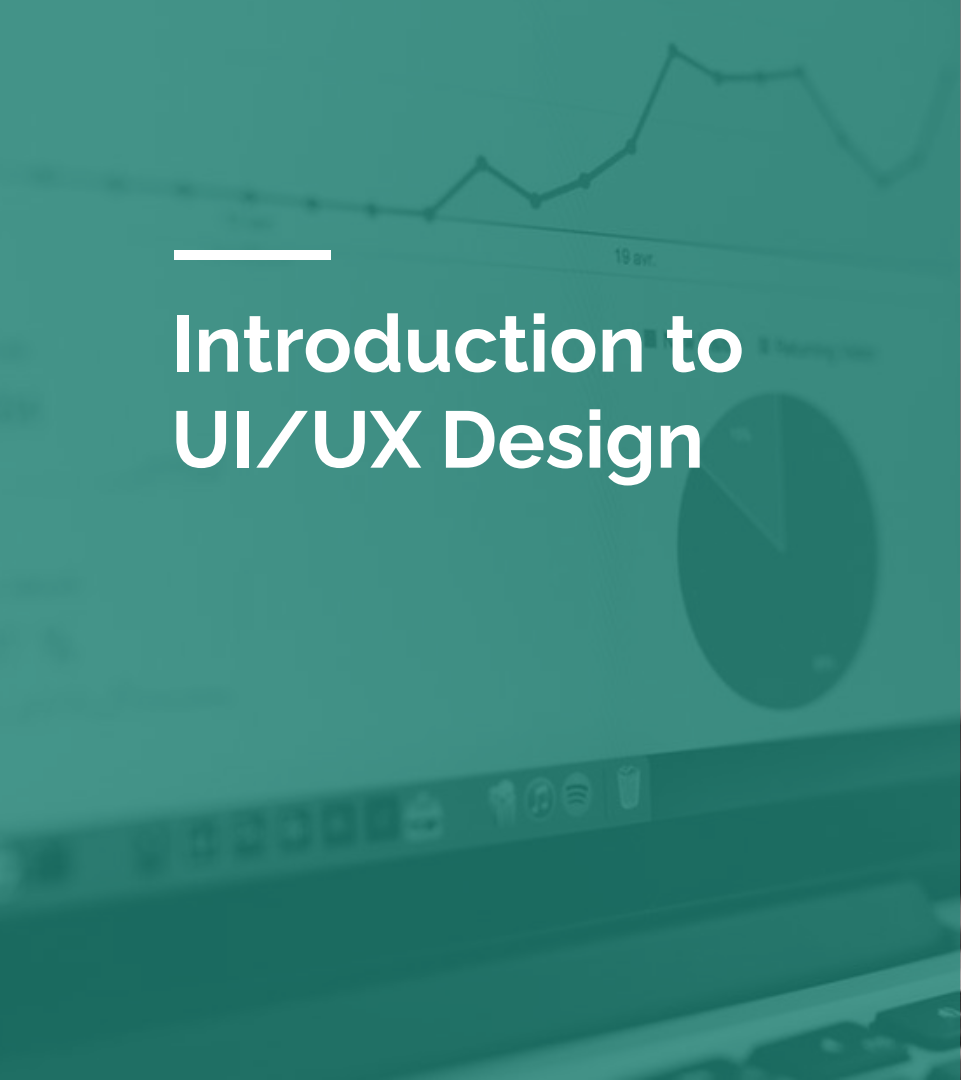
User Familiarity: Instead of using computer terminology, make use of user-oriented terminologies.

Consistency: The appropriate level of consistency should be maintained in the user interface.

Minimal Surprise: The commands should operate in a known way. This makes user to easily predict the interface.

Recoverability: The system should provide a recovering facility to the user from his errors so that the user can correct those errors.

User guidance: The user interface can be effectively used by a novice user if some user guidance such as help systems, online manuals, etc. are supplied.



Introduction to UI/UX Design

Introduction

UI (User Interface) Design and UX (User Experience) Design work together to create products that are visually appealing, easy to use, and meaningful for users.

UI Design

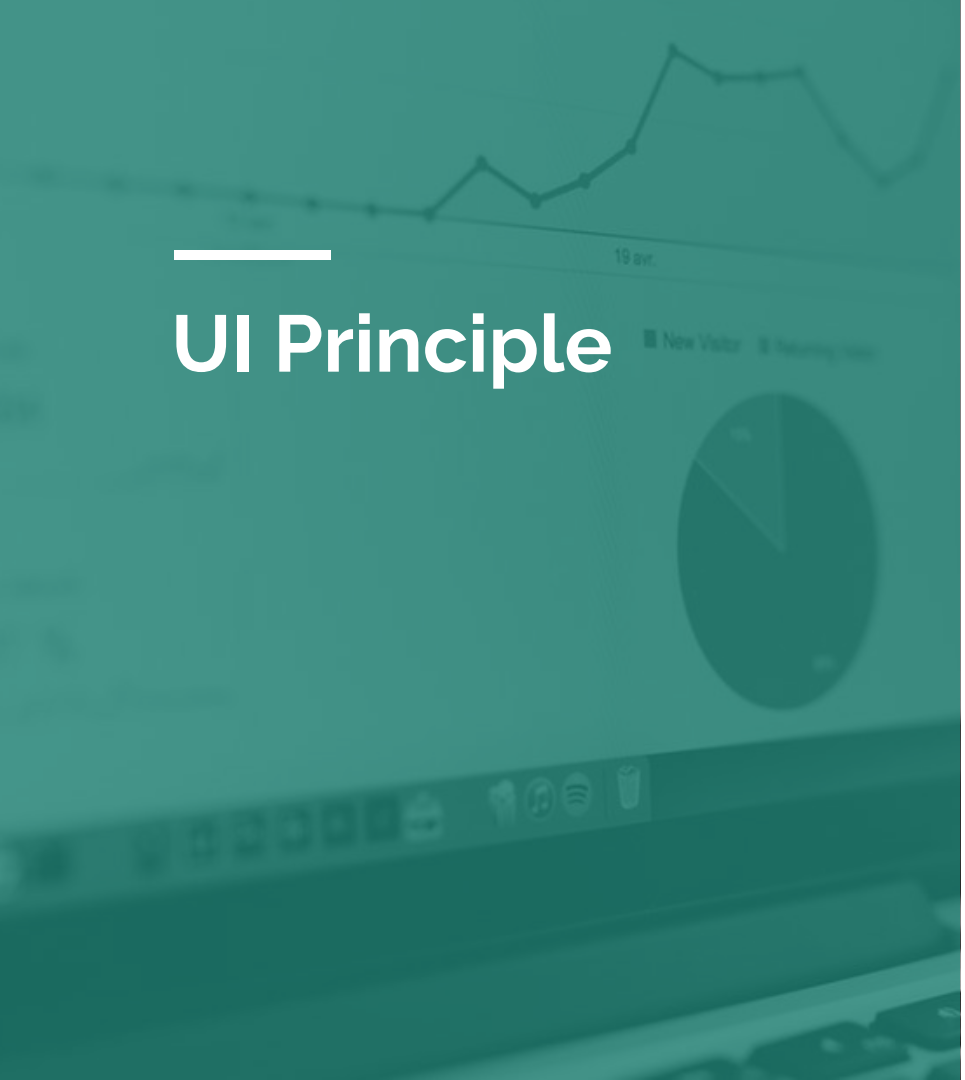
- Focuses on the look and feel of a product (websites, apps, etc.).
- Deals with visual elements: colors, typography, buttons, icons, spacing, and responsiveness.
- Goal: Create an interface that is aesthetically pleasing and intuitive to interact with.

UX Design

- Focuses on the overall experience a user has while interacting with a product.
- Deals with user research, usability, and solving real user problems.
- Goal: Make the product functional, accessible, and enjoyable to use.

Why UI/UX important ?

- ➔ **First Impressions**: Users decide within seconds whether to stay or leave a website/app.
- ➔ **User Retention**: Good design keeps people coming back.
- ➔ **Business Success**: Poor UX can be great loss for organizations (e.g., confusing e-commerce / checkout processes lose sales).
- ➔ **Accessibility**: Inclusive design ensures everyone, including people with disabilities, can use your product.



UI Principle

- ➔ Consistency
- ➔ Feedback
- ➔ Hierarchy
- ➔ Simplicity

UX Principle

- ➔ User-Centered Design
- ➔ Usability
- ➔ Accessibility
- ➔ Iteration

Wireframing

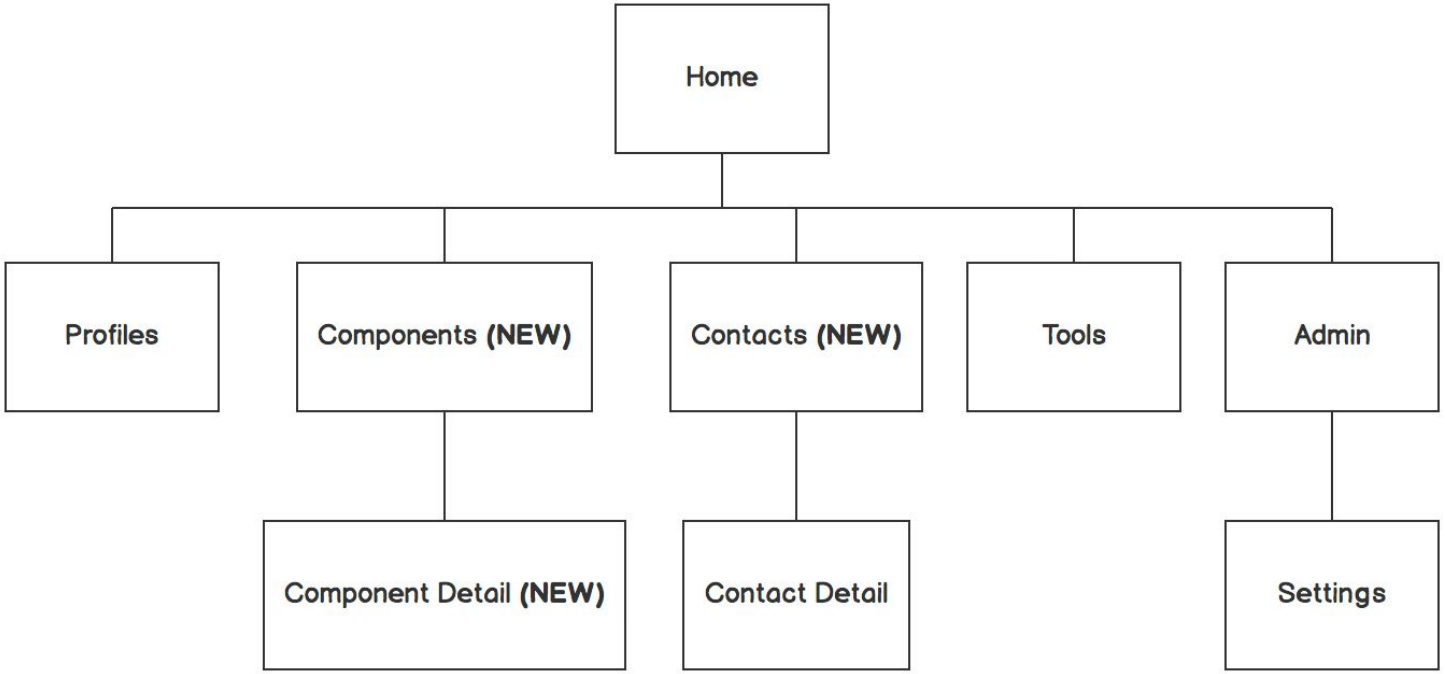
03

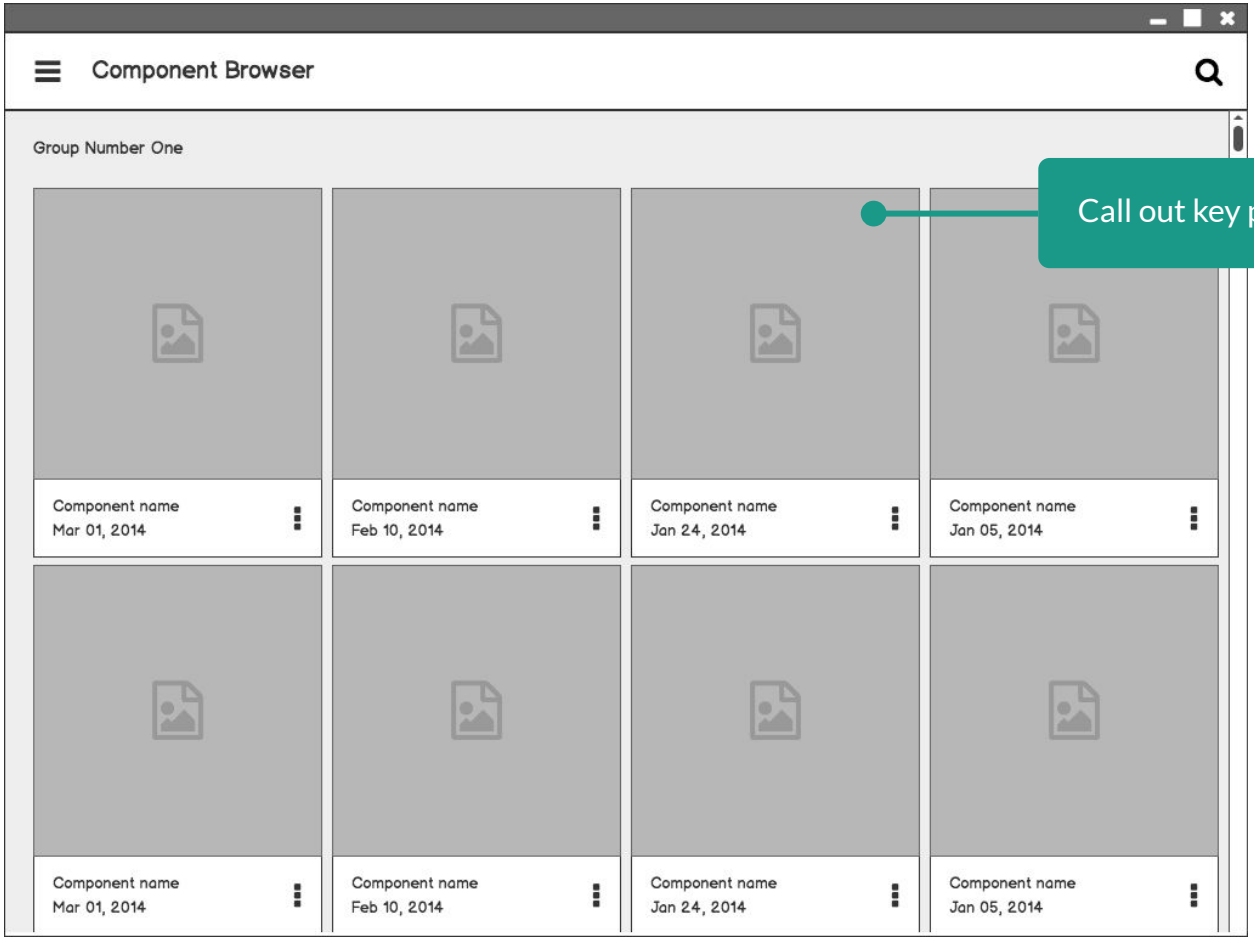
Wireframing is the skeleton of digital design. It’s where ideas start taking shape visually, outlining the structure and functionality of websites, apps, and digital products.

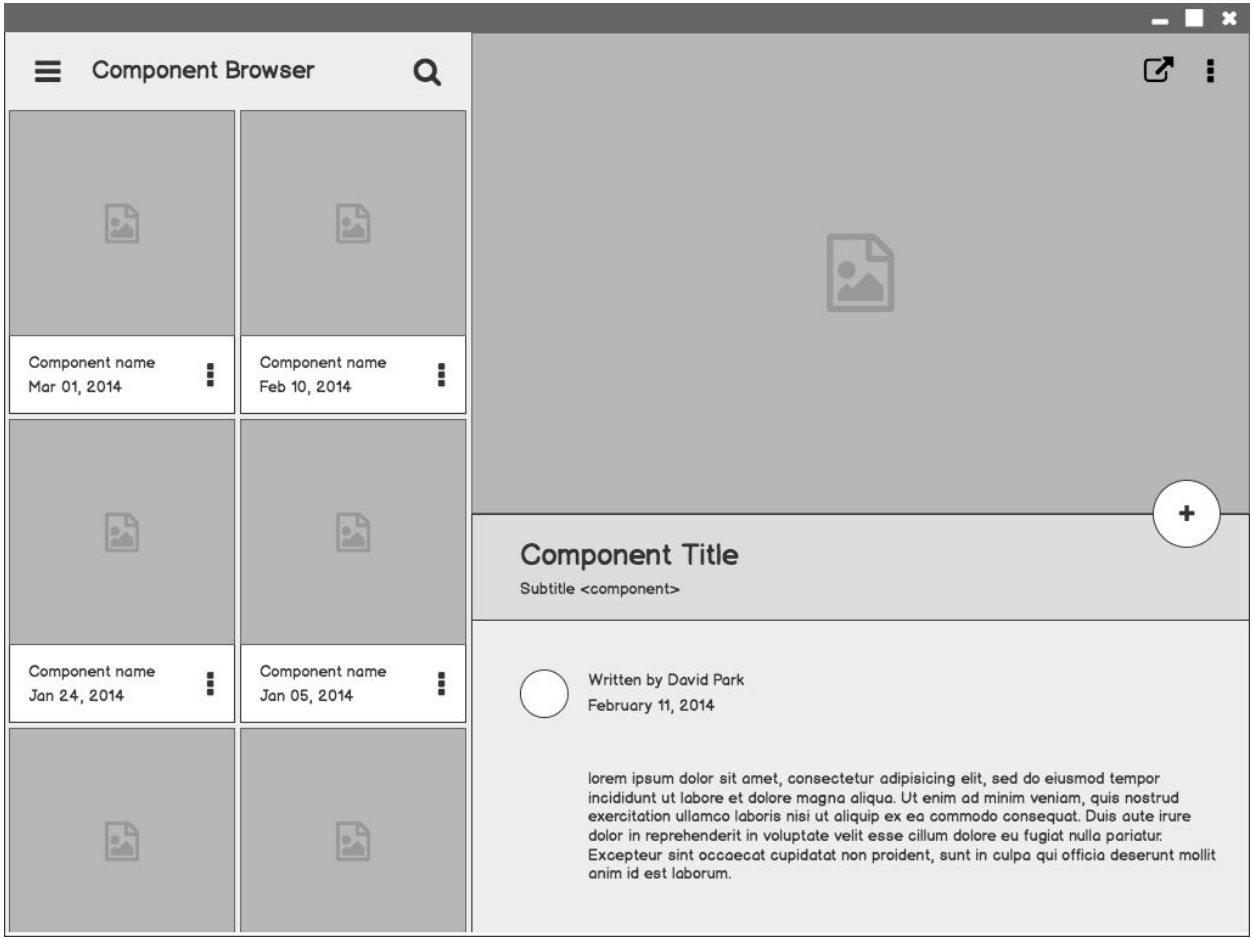
Julia

Owner

I am frontend web developer with sound experience with problem solving and React Skill


Home
Profiles
Components (NEW)
Contacts (NEW)
Tools
Admin
Component Detail (NEW)
Contact Detail
Settings


Component Browser
Group Number One
Component name
Mar 01, 2014
Component name
Feb 10, 2014
Component name
Jan 24, 2014
Component name
Jan 05, 2014
Component name
Mar 01, 2014
Component name
Feb 10, 2014
Component name
Jan 24, 2014
Component name
Jan 05, 2014
Call out key parts of the UI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Component Title
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Written by David Park
February 11, 2014
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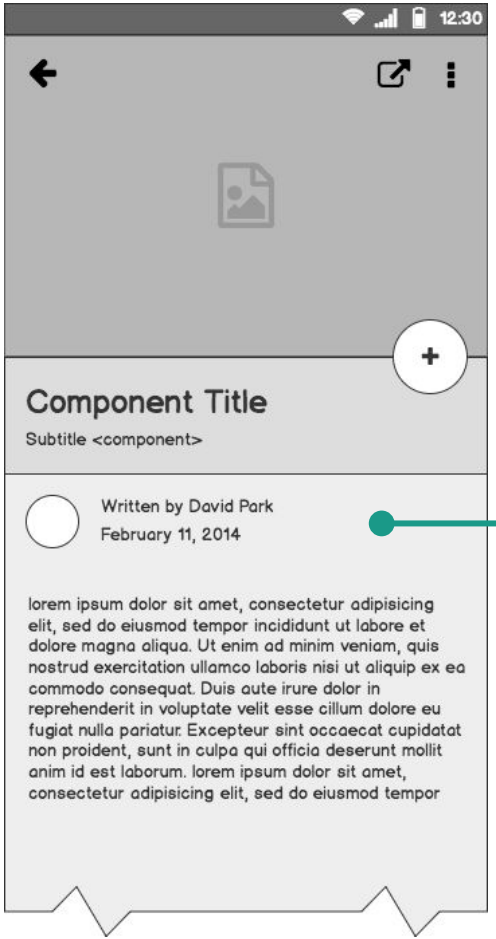
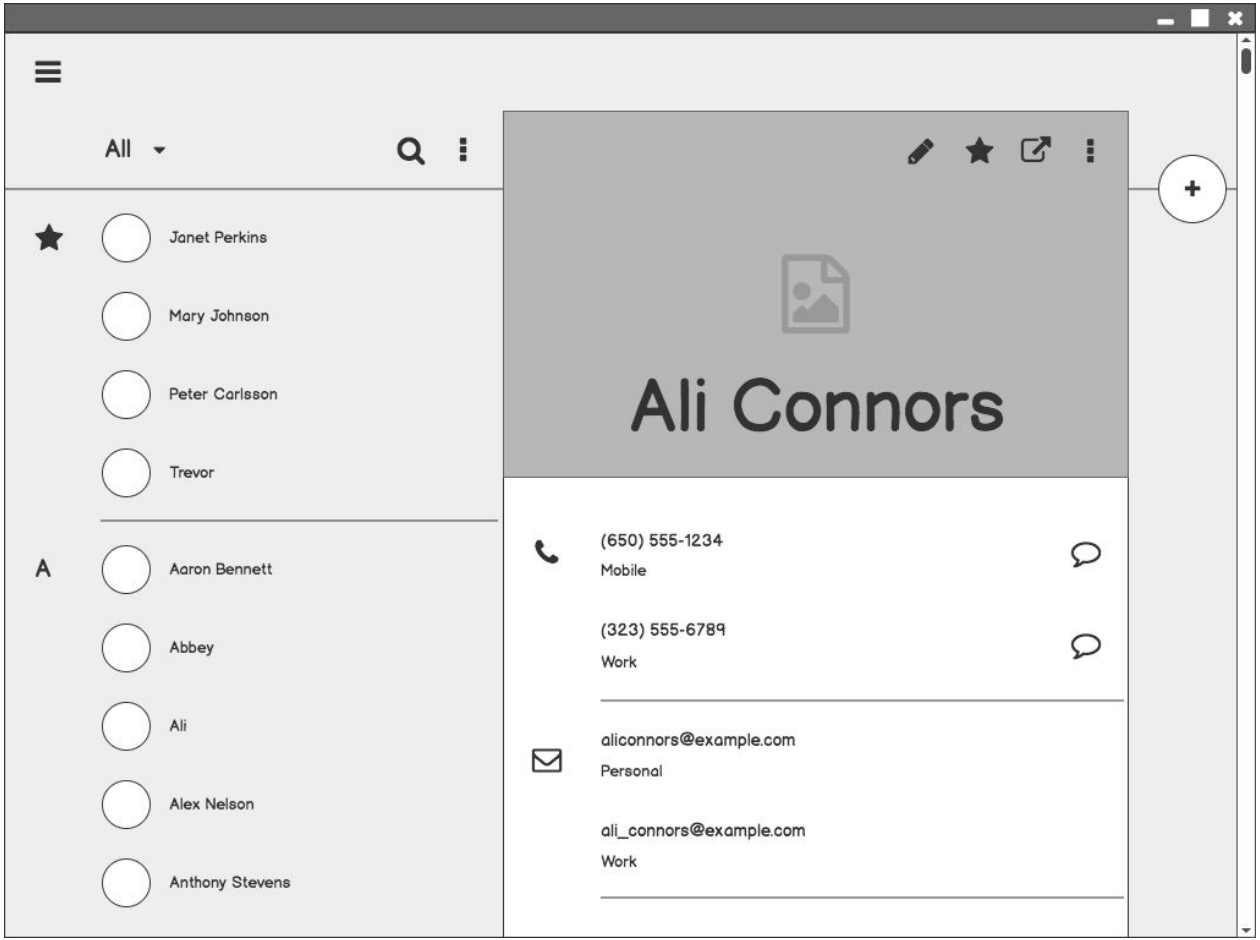
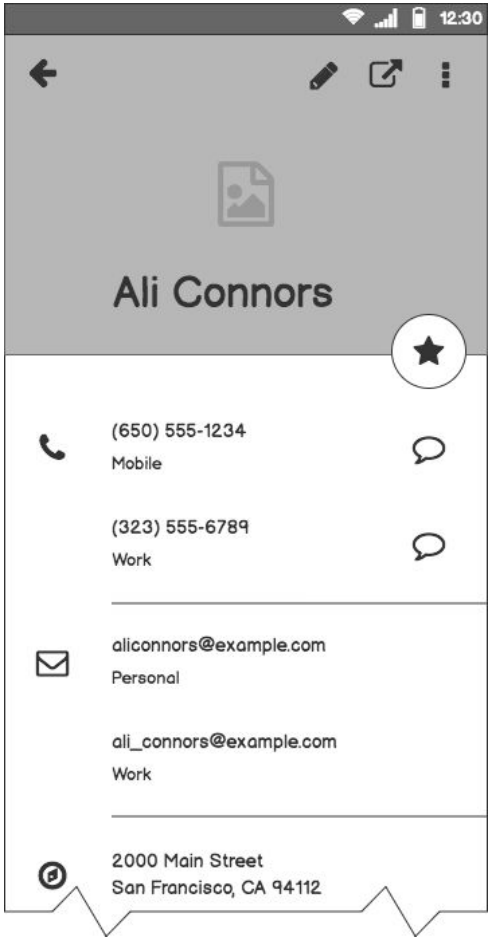


Articulate your design decisions by adding justifications

Component Detail (Mobile)


All
Janet Perkins
Mary Johnson
Peter Carlsson
Trevor
A
Aaron Bennett
Abbey
Ali
Alex Nelson
Anthony Stevens
Ali Connors
(650) 555-1234
Mobile
(323) 555-6789
Work
aliconnors@example.com
Personal
ali_connors@example.com
Work

Contacts



Contacts (Mobile)

Tools for wireframing

- ➔ Uxpin
- ➔ Figma
- ➔ Photoshop
- ➔ Invision
- ➔ sketch

Types of wireframe

- ➔ Low-fidelity Wireframes: basic visual structure of the software is represented with the low fidelity Wireframes
- ➔ Mid-fidelity Wireframes: Mid fidelity wireframes have some detailed and accurate description than low fidelity
- ➔ High-fidelity Wireframes: High fidelity wireframes represent a much more detailed description then mid-fidelity wireframes

User stories

User stories are a key component of agile software development. They are short, simple descriptions of a feature or functionality from the perspective of a user. User stories are used to capture requirements in an agile project and help the development team understand the needs and expectations of the users.

Characteristics of user stories

User-centric: User stories focus on the needs of the user and what they want to achieve with the software.
Simple: User stories are short and simple descriptions of a feature or functionality.
Independent: User stories can stand on their own and do not rely on other user stories.
Negotiable: User stories are open to discussion and can be refined and modified based on feedback from stakeholders.
Valuable: User stories provide value to the user and the business.
Estimable: User stories can be estimated in terms of time and effort required for implementation.
Testable: User stories can be tested to ensure they meet the needs of the user.
Prioritized: User stories are prioritized based on their importance to the user and the business goals.
Iterative: User stories are developed iteratively, allowing for feedback and changes throughout the development process.
Consistent: User stories follow a consistent format, making them easy to understand and work with.
Contextual: User stories are written in a way that provides context to the development team, helping them understand the user's needs and goals.
Acceptance criteria: User stories have clear and specific acceptance criteria that define when the story is considered "done" and ready for release.
Role-based: User stories are written from the perspective of a specific user role, helping to ensure that the development team is building features that are relevant and useful to that user.
Traceable: User stories are tracked and linked to specific features and functionality in the software, making it easy to trace back to the original user need.

Patterns of wireframe

As a [type of user], I want [an action], so that [some reason]

Example

➔ As the project manager of a construction team, I want our team-messaging app to include file sharing and information update so that my team can collaborate and communicate with each other in real-time as a result the construction project development and completion will be fast.

Typography And color theory

Typography

Typography is the practice of arranging letters and text in a way that makes user interface content recognisable, legible and visually engaging. The terms typeface and font are used.

Why Typography important

- ➔ **Branding** — the right typeface supports your tone of voice.
- ➔ **Usability** — clear, readable typography helps users quickly and easily learn about products and services they want or need to access.
- ➔ **Inclusion** — typography choices that aren't accessible or culturally appropriate risks excluding people with disabilities or other access needs.

Usability and Accessibility Guidelines

- usability and accessibility sometimes go hand-in-hand.
- The World Wide Web Consortium defines *accessibility* as an “equivalent user experience for people with disabilities, including people with age-related impairments”,
- while *usability* is defined as the “design of products to be effective, efficient and satisfying” for end users.

List of common accessibility improvements that will also dramatically improve usability.

- ➔ Include a Site Map
- ➔ Use Clear and Consistent Navigation Systems
- ➔ Validate Your Pages and Stylesheets
- ➔ Review Website using Automated Accessibility Assessment Tools
- ➔ Use HTML Markup to Provide Semantic Information
- ➔ Include alt text for all images and graphics that convey information.
- ➔ Provide Captions for Embedded Video
- ➔ Test web Pages on a Mobile Device

SEO (Search Engine Optimization)

SEO (Search Engine Optimization) is the practice of enhancing a website to improve its visibility on search engines like Google, Bing, and Yahoo.

SEO Important because:

- ➔ Cost-effective: Drives free, sustainable traffic compared to paid ads.
- ➔ Credibility: High rankings signal trustworthiness to users.
- ➔ User Experience: SEO improvements (e.g., faster load times) enhance site usability.
- ➔ Competitive Edge: Outrank competitors in search results.

Thank You