

8

Layout

Crash course in UX

Homework Review

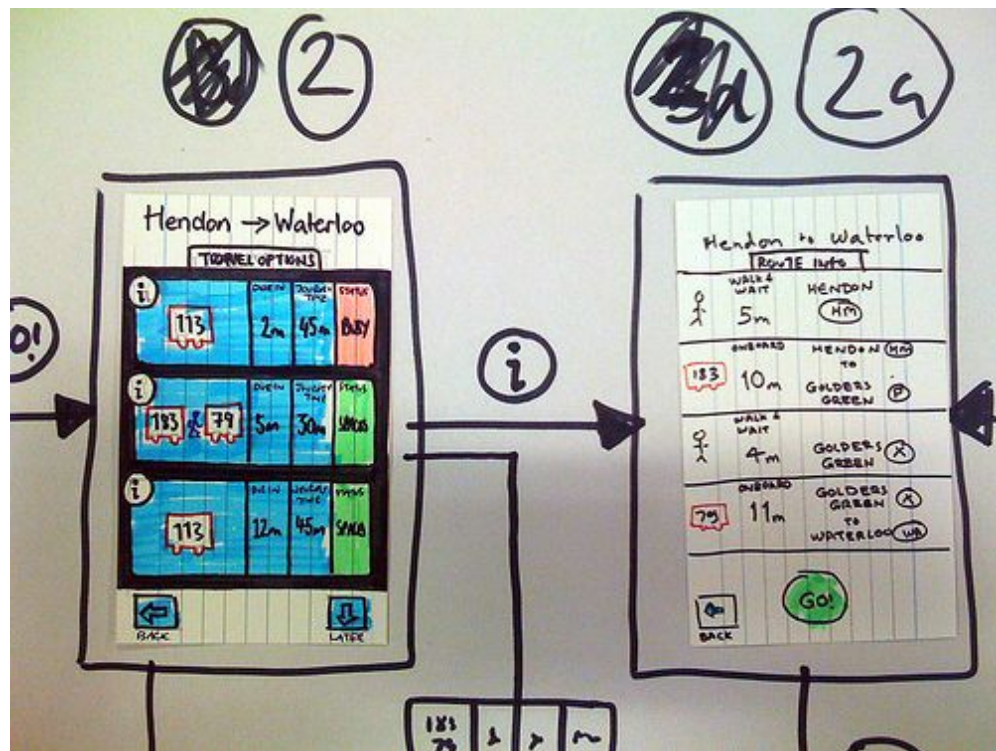
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Paper Prototypes

Walk us through your paper prototypes.



Agenda

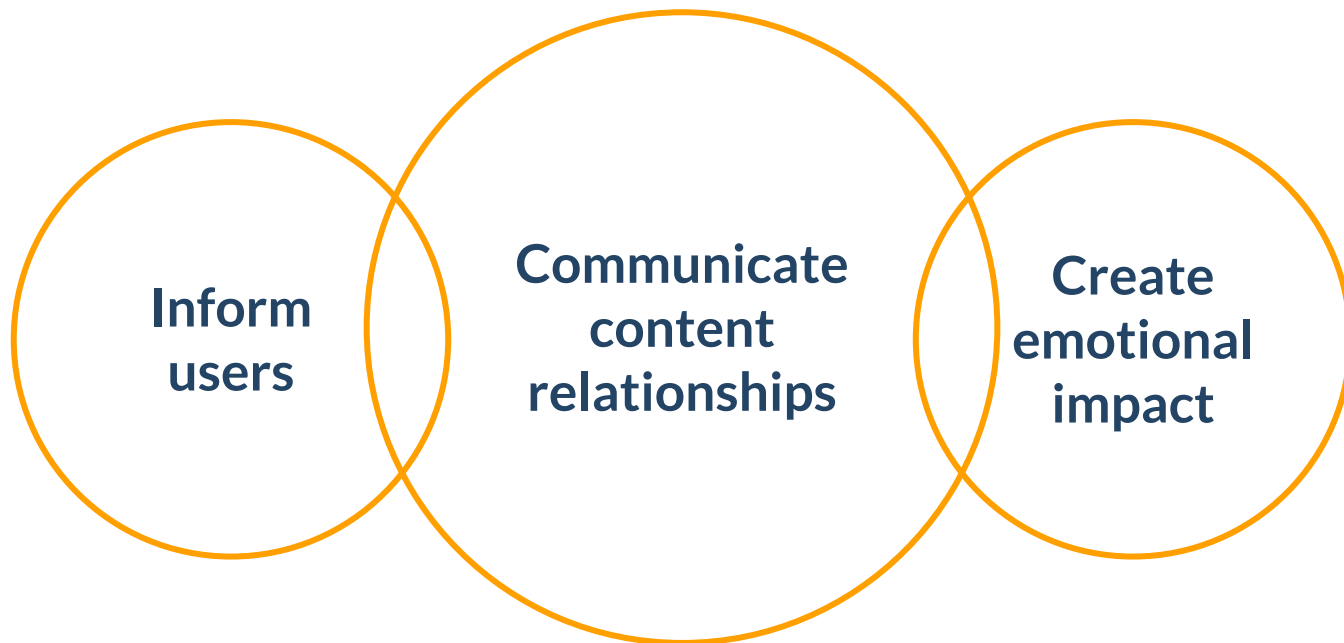
- ▶ Creating Visual Organization
- ▶ Eye Scanning Patterns
- ▶ Contrast & Uniformity
- ▶ Grid-based Layout
- ▶ UI Pattern Libraries

Creating visual organization

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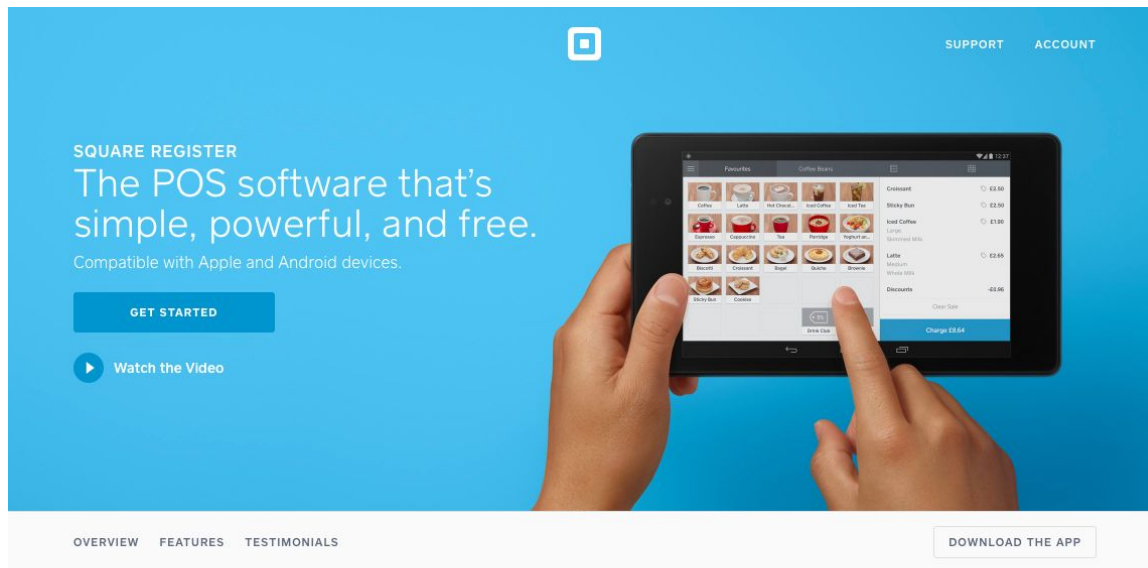


Creating visual organization: Informing users

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Upgrades automatically

Creating visual organization: Informing users

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OVERVIEW FEATURES TESTIMONIALS

DOWNLOAD THE APP

FEATURES

Track your sales in real time.

By recording cash, cards, or any other kinds of payments through Square Register, you can monitor sales trends and create sales reports for the day, month, or year. You can also track and issue refunds.

[Learn more about Recording Payments >](#)

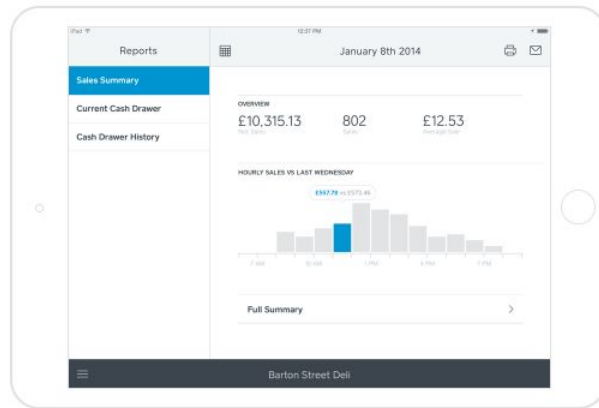
Tax preparation made easy

Square Register allows you to instantly populate a spreadsheet with your sales history for tax purposes—which means you don't have to spend nearly as much time preparing for taxes.

Control what information employees see.

With a manager PIN, you can control what your employees can see and do in Square Register on the iPad while logged into the administrative account.

Works offline



Creating visual organization: Communicate content relationships

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DAILY INSPIRATION #2279

This post is part of our daily series of posts showing the most inspiring images selected by some of the Abduzeedo's writers and users. If you want to participate and share your graphic design inspiration, You can submit your images and...



INTERVIEW WITH SHAWN HUCKINS

What makes a good art? I always thought that a good artist it's a person who got a good background, know the masters of his craft, but also have an eye on tomorrow, watching the news and getting involved with latest trends. This is how I...



FRIDAY FRESH FREE FONTS - MAD RATS, CLOUD S...

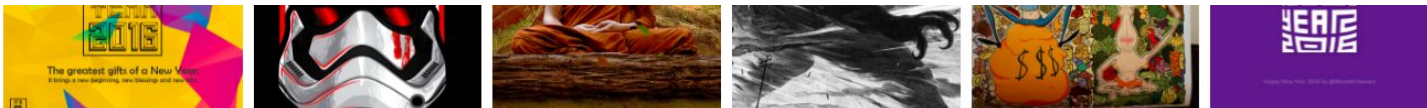
Friday fresh free fonts is a series of free fonts posted every Friday, yes I know it's awesome. I will look forward to bring a lot of great fonts that will sure help you improve your typography work. Check out what I selected for you on...

Creating visual organization: Communicate content relationships

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COLLECTIONS

Inspiration (2750)

Daily Inspiration (2228)

Illustration (1273)

Typography (792)

Photography (692)

Architecture (625)

Design (578)

Tutorial (462)

Wallpaper (427)

Best Of The Week (397)

Iphone (379)

Sites Of The Week (374)

Wallpaper Of The Week (360)

Freebie (360)

Logo Design (358)

Android (351)

FFFF (340)

Fonts (337)

Gadgets (332)

Typography Mania (323)

Photoshop (321)

Graphic Design (316)

Logo (304)

Ipad (289)

Websites (285)

Houses (280)

Type (250)

Lettering (204)

Free (198)

3d (198)

Product Design (197)

Architect Day (195)

Textures (183)

Case Study (175)

Video (174)

Offices (174)

Download (174)

Digital Art (173)

TTT (169)

Perfect Office (167)

Free Fonts (160)

Web Design (159)

Interview (157)

Weekly Apps (156)

Giveaway (153)

Art (151)

IPhone App (141)

Branding (132)

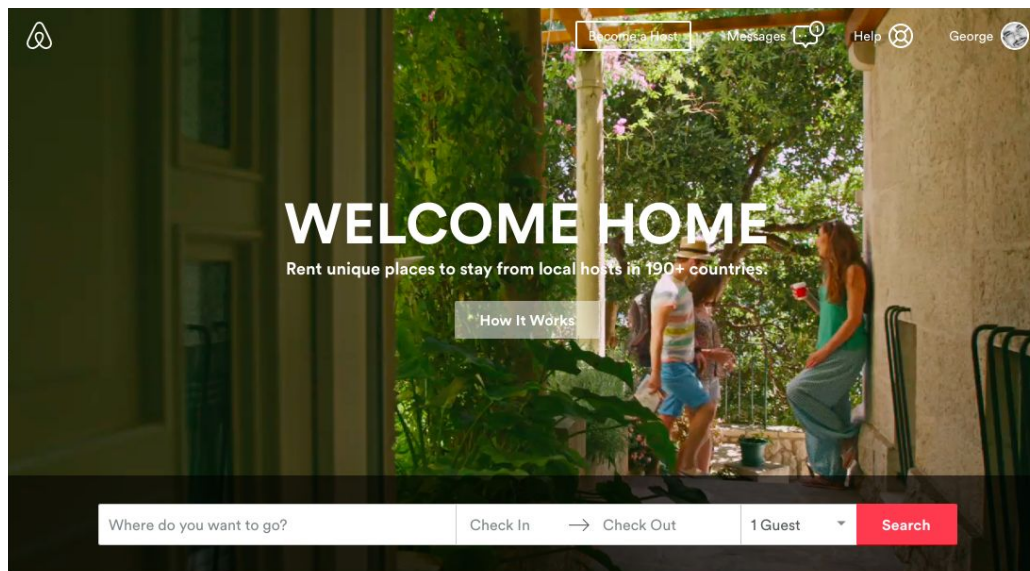


Creating visual organization: Create emotional impact

8

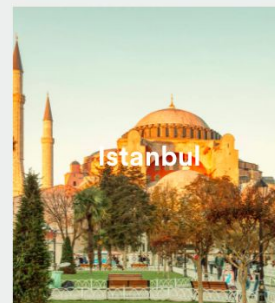
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Just for the weekend

Discover new, inspiring places close to home.



[See All Destinations](#)

Explore the world

See where people are traveling, all around the world.



Hosting opens up a world of opportunity

Earn money sharing your extra



The end goal of your UI design is to
answer three questions:

What is this?

(Usefulness)

How do I use it?

(Usability)

Why should I care?

(Desirability)

Scanning patterns

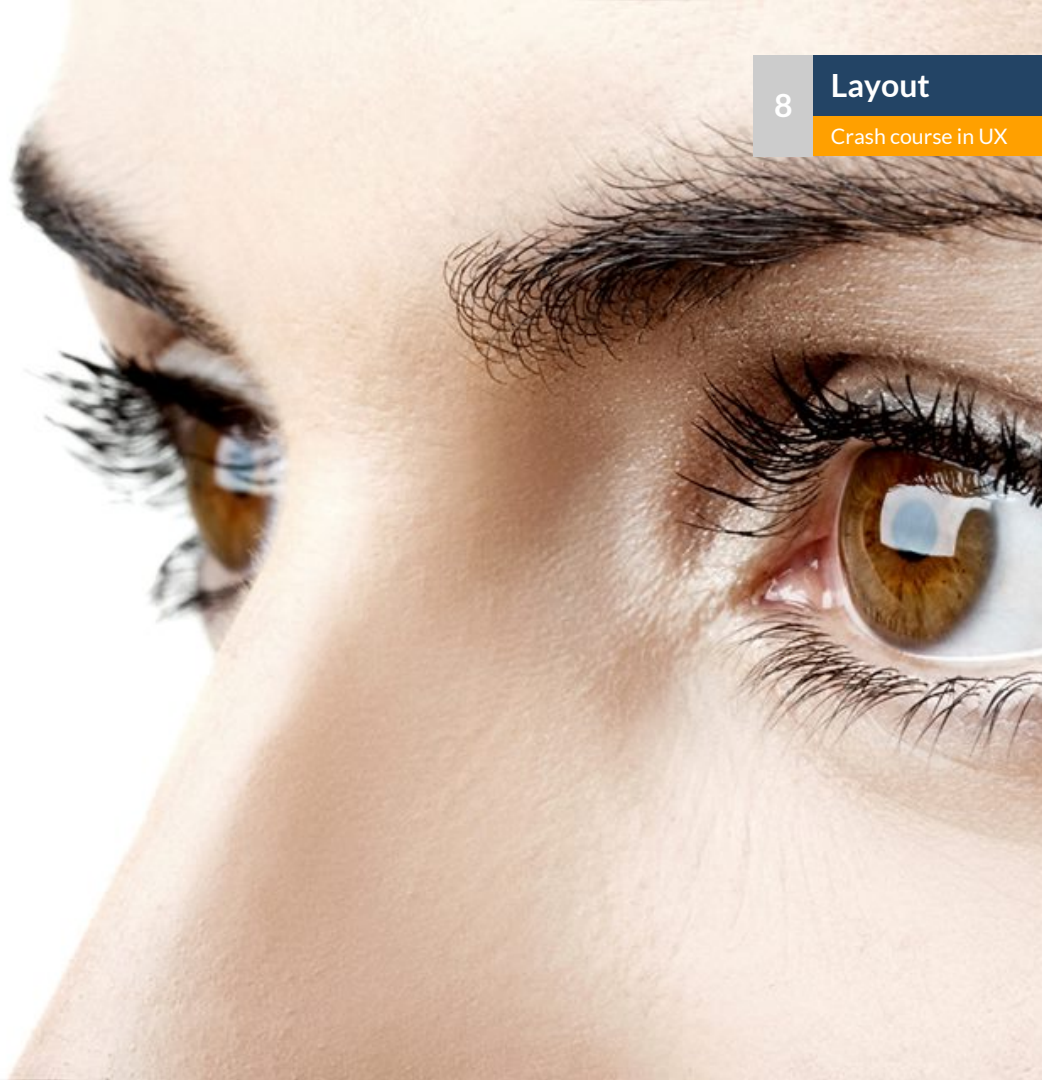
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The predictability of the human eye

- ▶ Drawn automatically to certain points of interest
- ▶ Follows definite trends

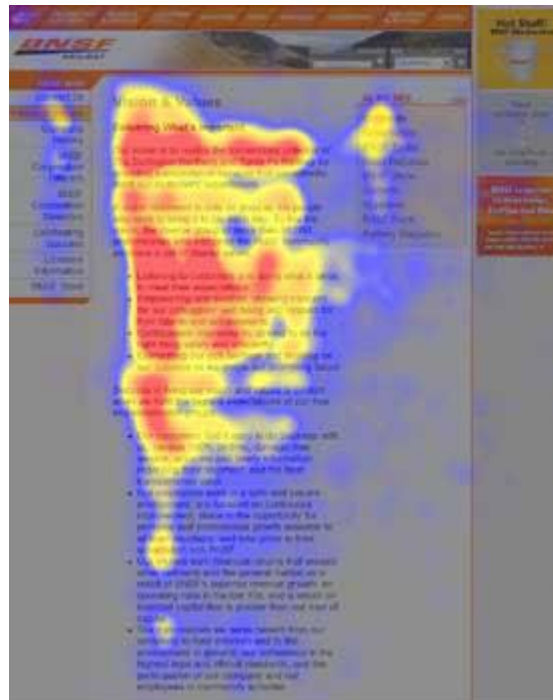


Scanning patterns: F-Pattern

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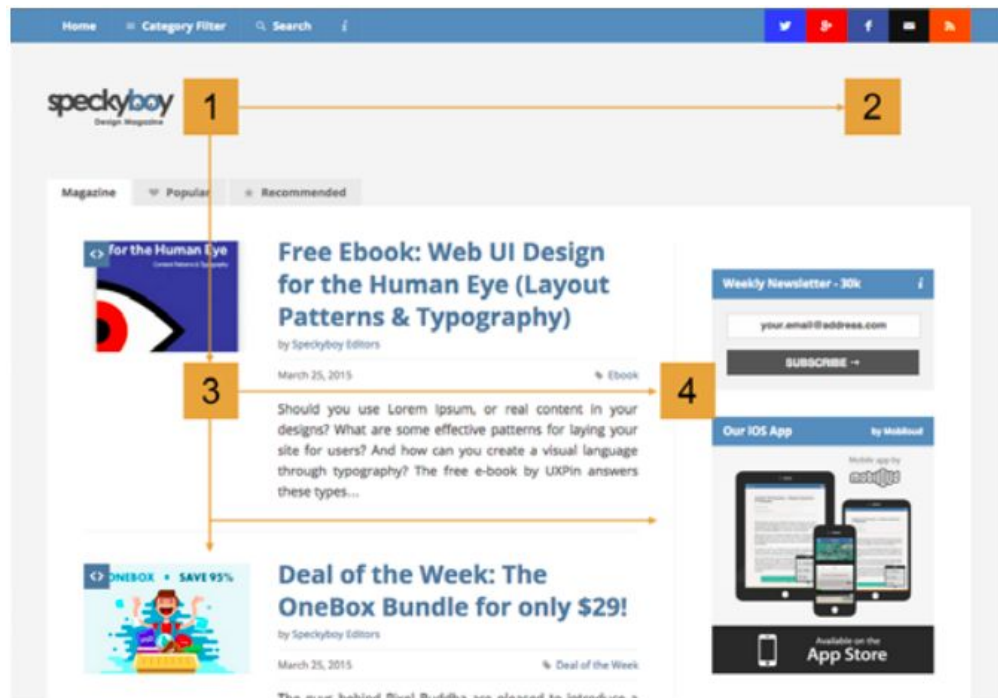
Scanning patterns: F-Pattern

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- ▶ Users will rarely read every word of your text.
- ▶ The first two paragraphs are the most important and should contain your hook.
- ▶ Start paragraphs, subheads, and bullet points with enticing keywords.



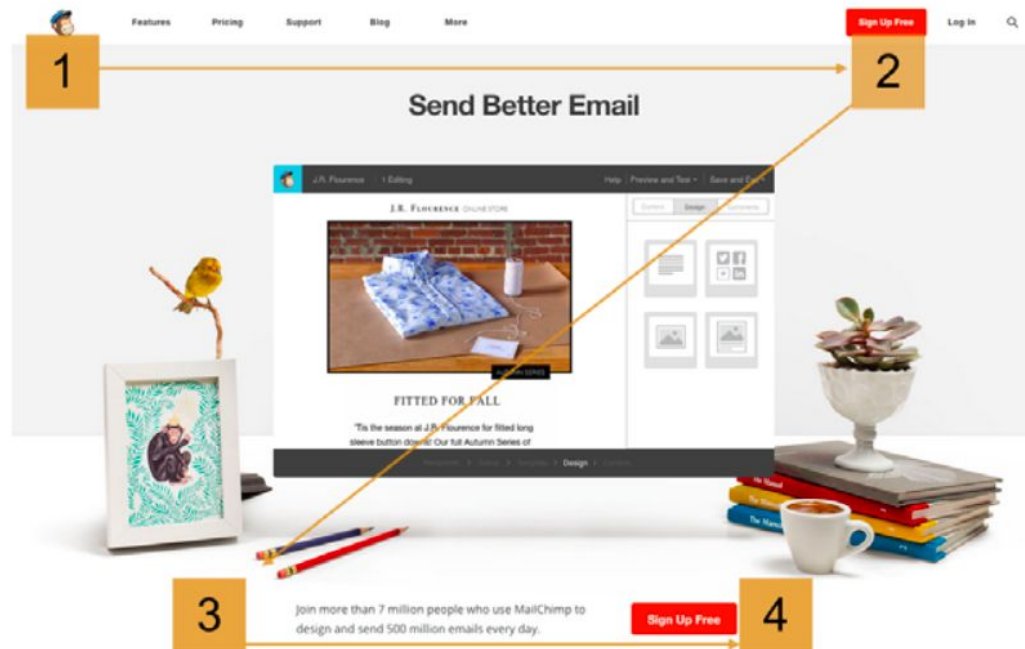
Scanning patterns: Z-Pattern

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- Occurs on pages that are not focused on the text
- Applicable to almost any web interface
- Perfect where simplicity is a priority



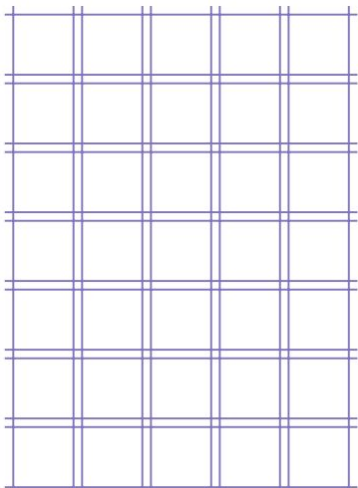
Grid-based Layout

8

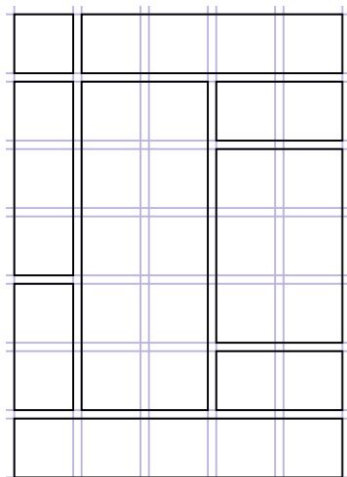
Layout

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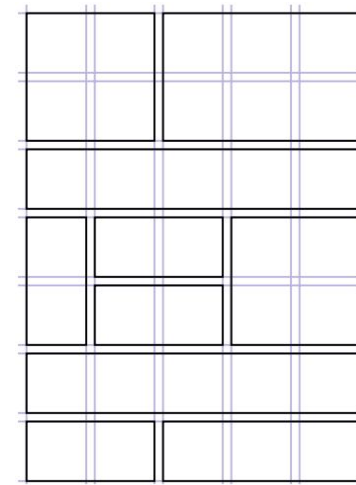
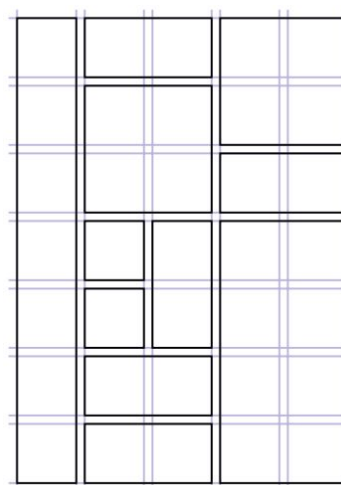
▶ A sense of uniformity and familiarity



▶ Build solid structure and form into design



▶ Proportions and balance between the different elements



Grid-based Layout: Twitter Bootstrap

Designed for everyone, everywhere.

Bootstrap makes front-end web development faster and easier. It's made for folks of all skill levels, devices of all shapes, and projects of all sizes.



Preprocessors

Bootstrap ships with vanilla CSS, but its source code utilizes the two most popular CSS preprocessors, [Less](#) and [Sass](#). Quickly get started with precompiled CSS or build on the source.



One framework, every device.

Bootstrap easily and efficiently scales your websites and applications with a single code base, from phones to tablets to desktops with CSS media queries.



Full of features

With Bootstrap, you get extensive and beautiful documentation for common HTML elements, dozens of custom HTML and CSS components, and awesome jQuery plugins.

Bootstrap is open source. It's hosted, developed, and maintained on GitHub.

[View the GitHub project](#)

Grid-based Layout: Zurb Foundation

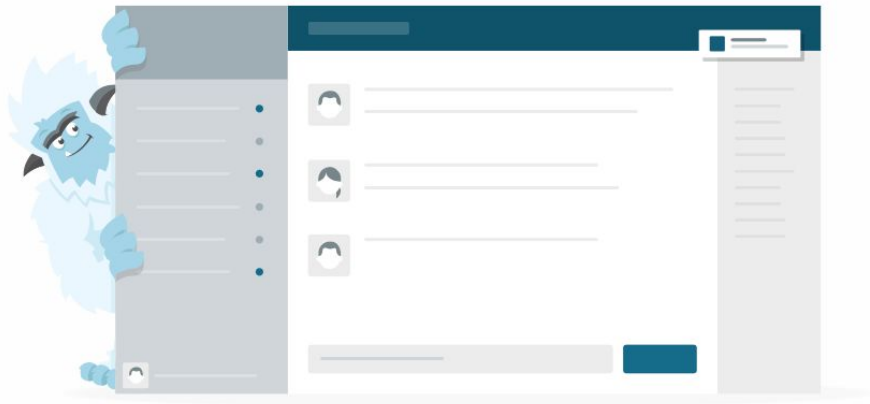
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Built for making web apps

An entirely new grid, designed for making fully immersive and flexible web apps.



Vertical Grid

Use the power of Flexbox to carve screens into vertical sections — you'll never rely on unreliable fixed-position headers again.

Independent Scrolling Sections

Create independently-scrolling sections that are inline on desktop computers and off-canvas on mobile devices.

UI Design Patterns

A reusable solution
to a commonly
occurring problem

- ▶ Navigation
- ▶ Getting input
- ▶ Content Structuring
- ▶ Social Sharing
- ▶ and much more ...

8

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UI Patterns
Your Favorite Design Pattern Library

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The Persuasive Pattern Card Deck: 54 insights from psychology - the perfect brainstorming tool


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User Interface Design patterns

User Interface Design patterns are recurring solutions that solve common design problems. Design patterns are standard reference points for the experienced user interface designer.

Newest blog post: [How to facilitate and plan a UX workshop](#)

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54 insights from psychology to help you build great products.

User Interface Design Patterns

Getting input

Getting the user to input data is a task that should be tailored to the context of use.

Dealing with data

Data can be searched, formatted, overviewed, and browsed in a variety of ways.

Navigation

The user needs to locate specific features and content and needs navigation to accomplish this.

Social

Allow the user to associate, communicate, and interact with other people online.

Persuasive Design Patterns

Cognition

Patterns of psychological tendencies that cause the human brain to draw incorrect conclusions.

Perception and memory

Patterns in how we visually perceive, interpret, and remember

Game mechanics

Games engage, involve, and influence us through its playful nature.

Feedback

As the users interacts with your system feedback motivate them to take the next step.

UI Design Patterns

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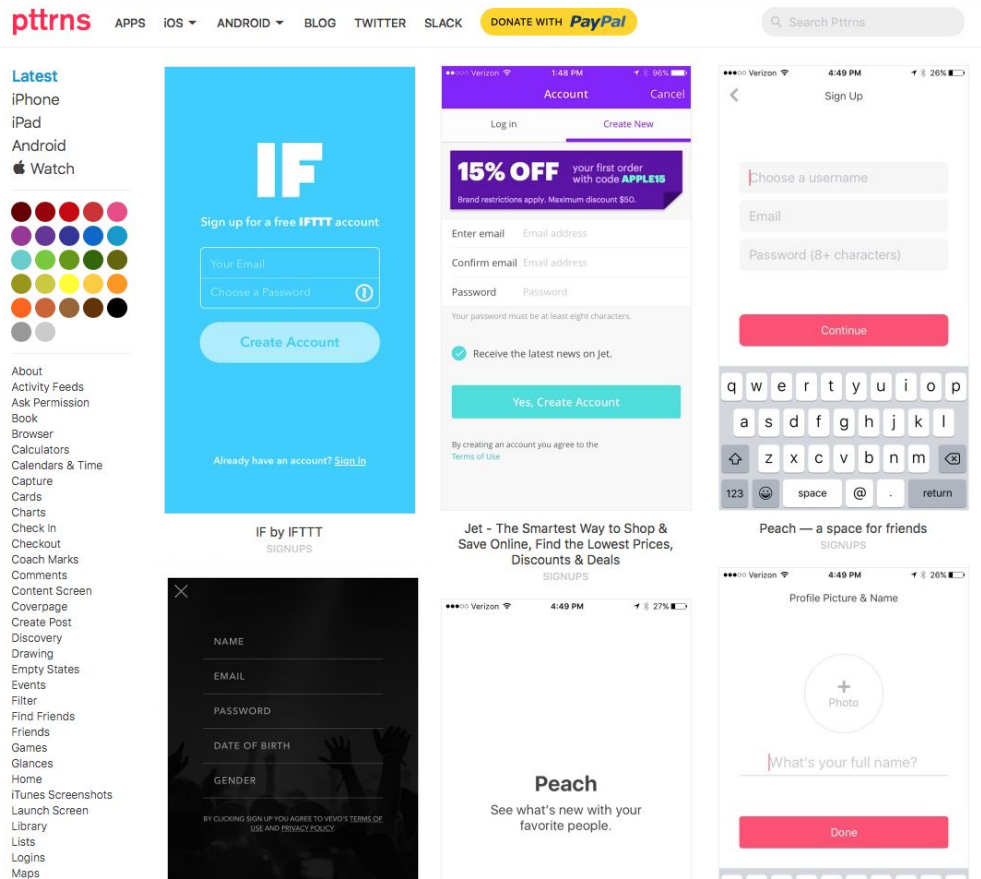
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UI Patterns help a site in 3 ways:

▶ Implementation

▶ Flow

▶ Context



UI Pattern Libraries

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▶ **UI Patterns**
ui-patterns.com

▶ **Pttrns**
pttrns.com

▶ **Pattern Tap**
zurb.com/patterntap

▶ **Patternry**
patternry.com

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Password ?


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 Log in with Facebook

 Log in with Twitter

 Log in with Google

OR

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Password ?

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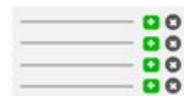
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Selecting the right UI Patterns

- 1 Define the pattern
- 2 Find a strong example
- 3 List the problem the pattern solves
- 4 Know **when** to use the pattern
- 5 Know **how** to use the pattern



Add Another



Build an Expression



Full Screen



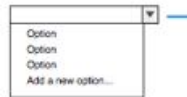
Add/Manage Tags



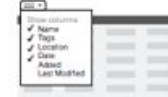
Contextual Toolbar



Live Preview



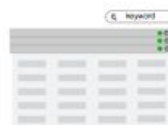
Add/Edit or Select Existing



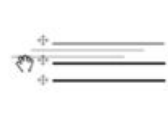
Customize Data Grid



Slide Down



Advanced Filter



Drag & Drop Reorder



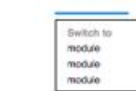
Split Row



Build a List



Drill Down on Graph



Switch to

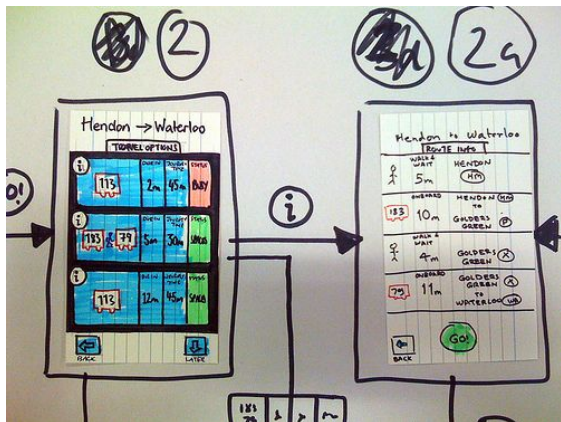
Assignment

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- ▶ Based on sketches, research suitable UI patterns
- ▶ Start creating wireframes



UI Patterns
Pptrns
Pattern Tap

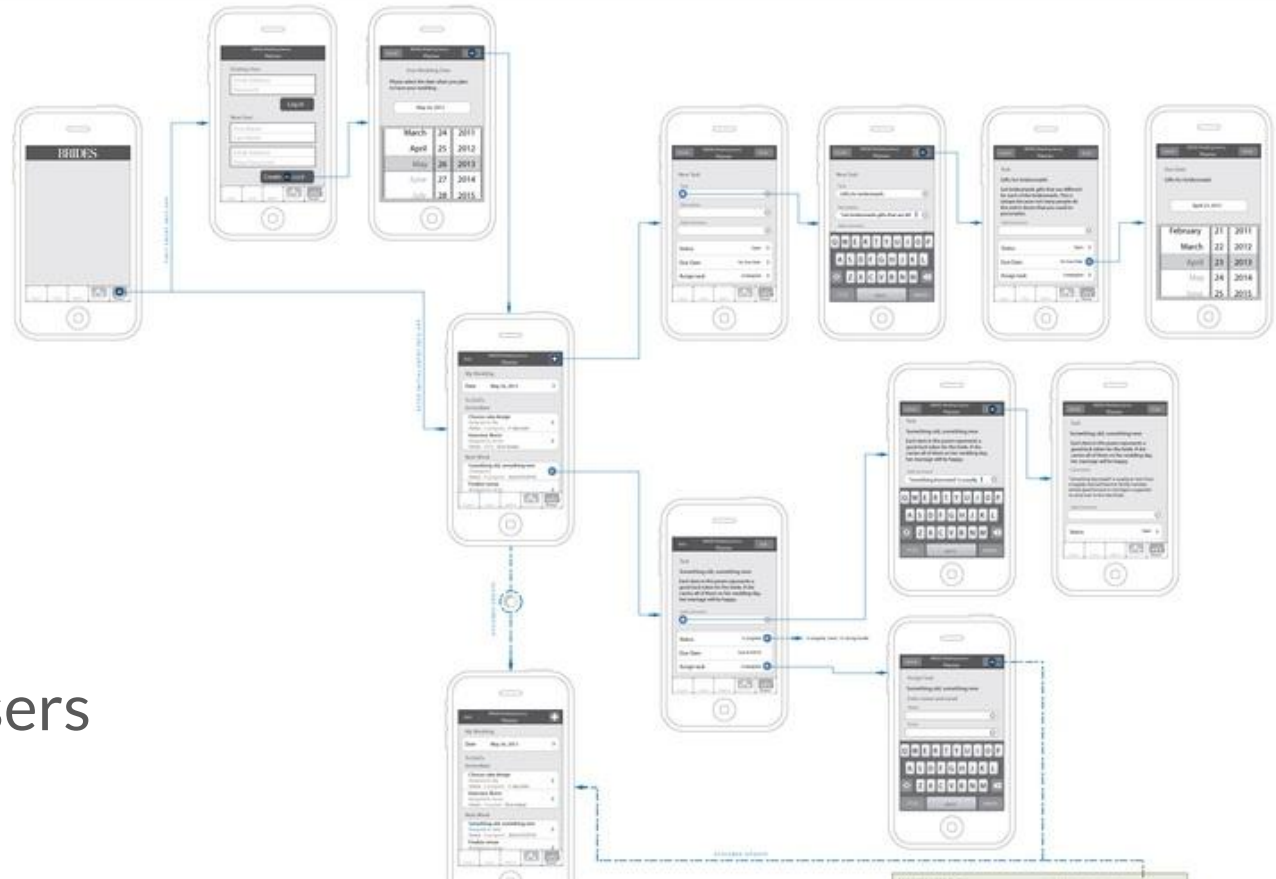


Homework

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Complete
wireframes &
validate with users