

# UX & UI

Injecting a brand personality!

JAYAN  
NARAYANAN

# UX

What is UX design really means!

UX Myths

Understanding UX Design & Process & Workflow

SEO UXD Fight

Multi Device Experience

# UI

What is UI design

UI design trends & disciplines

Busting UI Myths

Design for all devices

Understanding the Platform & Tools

# Brand

Brand & Branding

Personality is the platform for emotion

UI & UX facets which define the Brand

Injecting attitude



# UX Design



**User experience design** (UXD) is the process of enhancing customer satisfaction and loyalty by improving the **usability**, **ease of use**, and pleasure provided in the **interaction** between the **customer** and the product

# in a broad way...



# Busting UX Myths



## MYTH #1

UX ≠ UI

User Experience      User Interface



## MYTH #2

You = Your user



## MYTH #3

User always know what they want



## MYTH #4

UX ends when user leave website/screen



## MYTH #5

UX best practices always works!



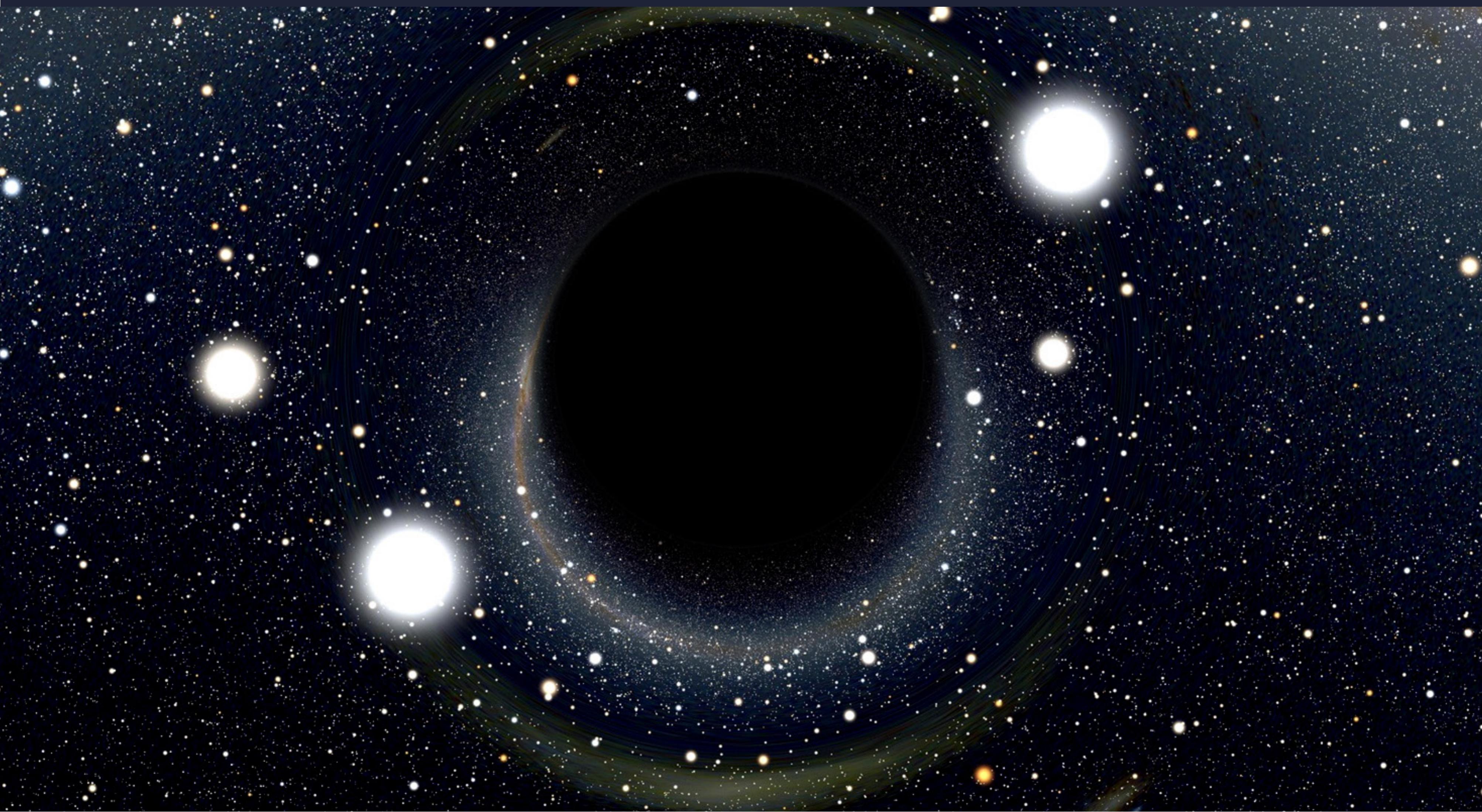
## MYTH #6

UX Guru knows all!

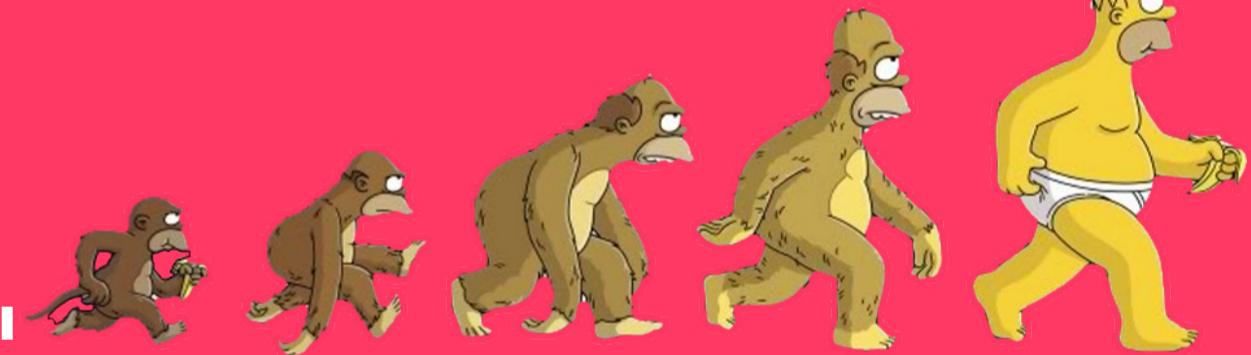


## MYTH #7

Knowbody know it!!!!



World is changing...

User too...



## 2D SENSING – SURFACES

Human computer interaction: surface and gesture interfaces



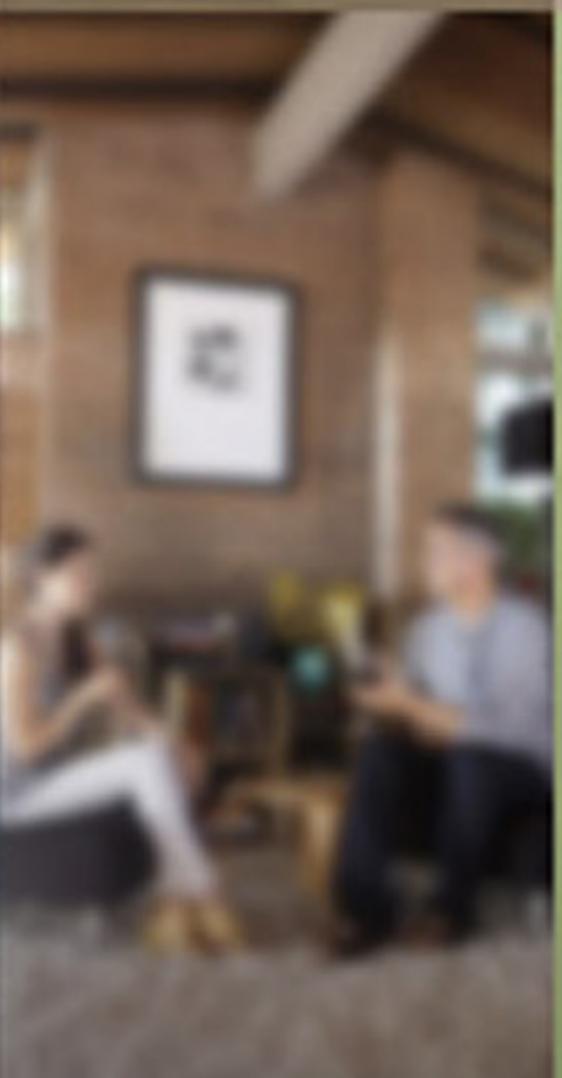
## 3D SENSING – GESTURES

3D Depth sensing, Face and body tracking solutions



# SELF LEARNING APPLIANCES

home is changed...



# WEARABLE COMPUTING

life style is changing...



📍 Oficinas cercanas

3366 - DIAGONAL-TREBALL	242m
4398 - RAMON TURRO -...	265m
630 - BAC DE RODA-...	268m
1161 - PARC CENTRAL P...	456m
5868 - DIAGONAL MAR-I...	525m
3261 - LLULL-LOPE DE ...	560m



3366 - DIAGONAL-TREBALL 242m

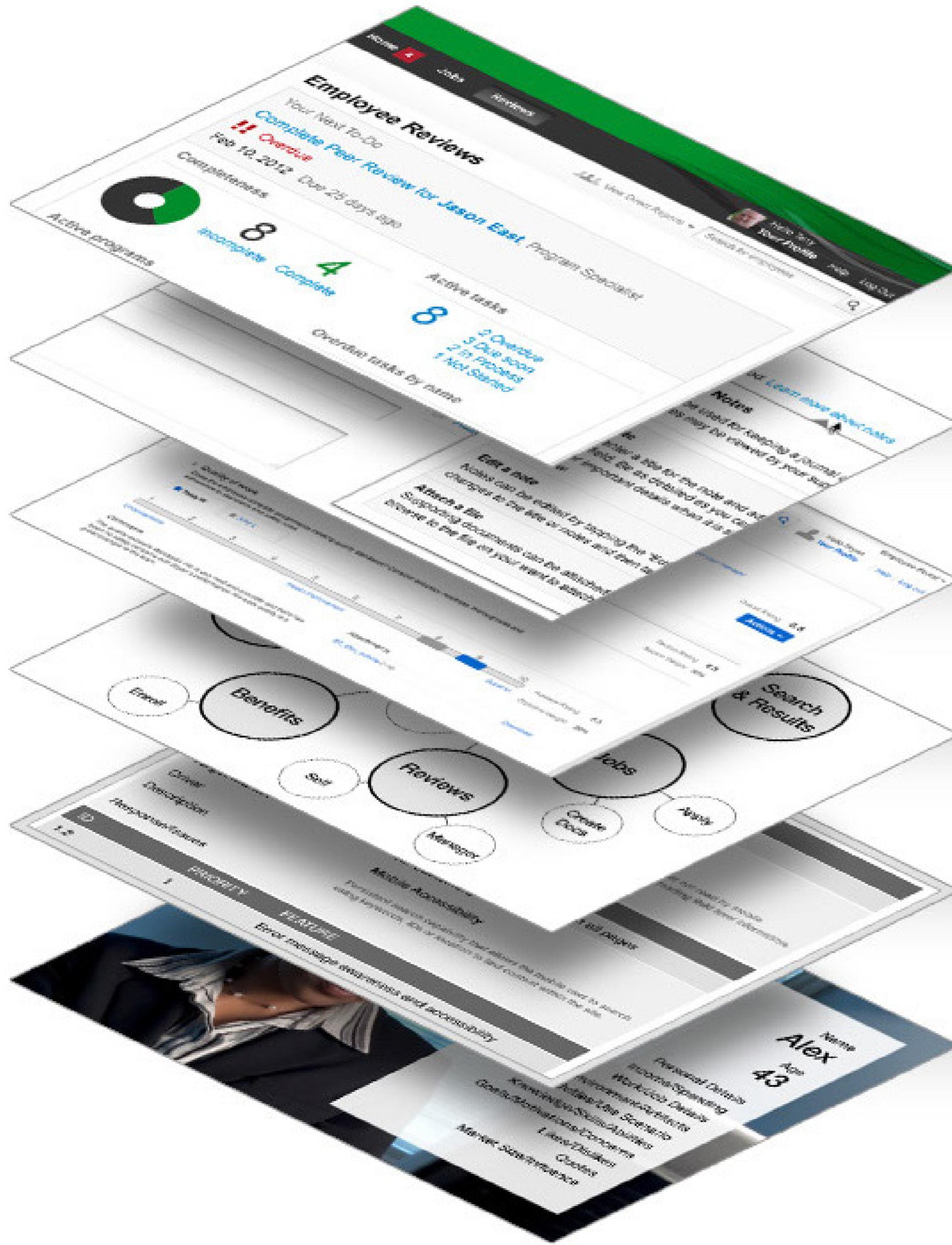
Dirección: AV. DIAGONAL, 72  
Teléfono: 932299730  
Cajeros: 2

1/2



# Elements of UX





# THE SURFACE - Visual Design / UI

# THE SKELETON - Wire-frame, Interaction patterns, Global navigation ...

# THE STRUCTURE - Information architecture, Defining content ...

# THE SCOPE - Functionality, Usefulness, Requirements ...

# **THE STRATEGY** - Business requirements, Defining user Needs, Goals and Aspirations ...

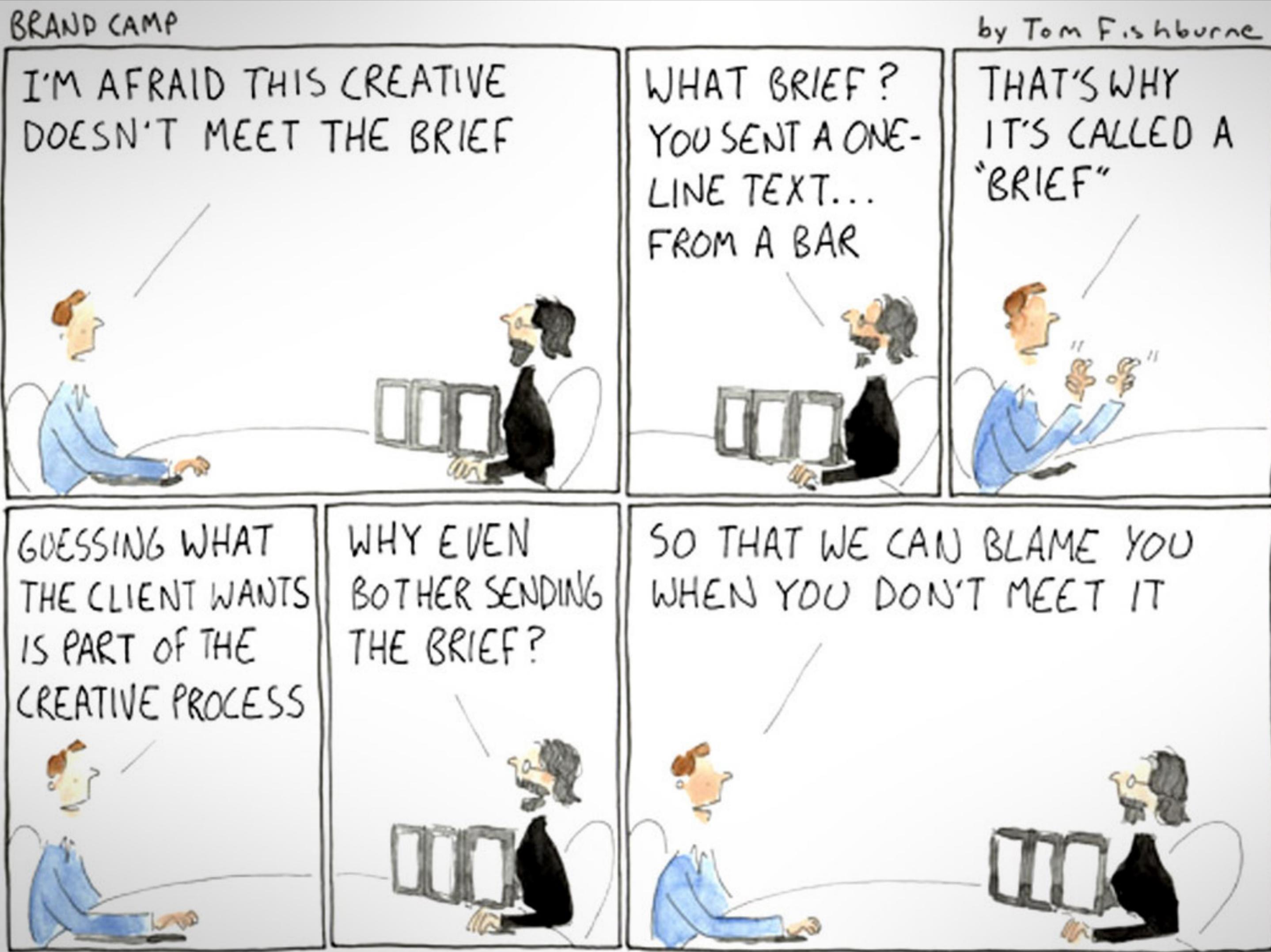


Behind the scene



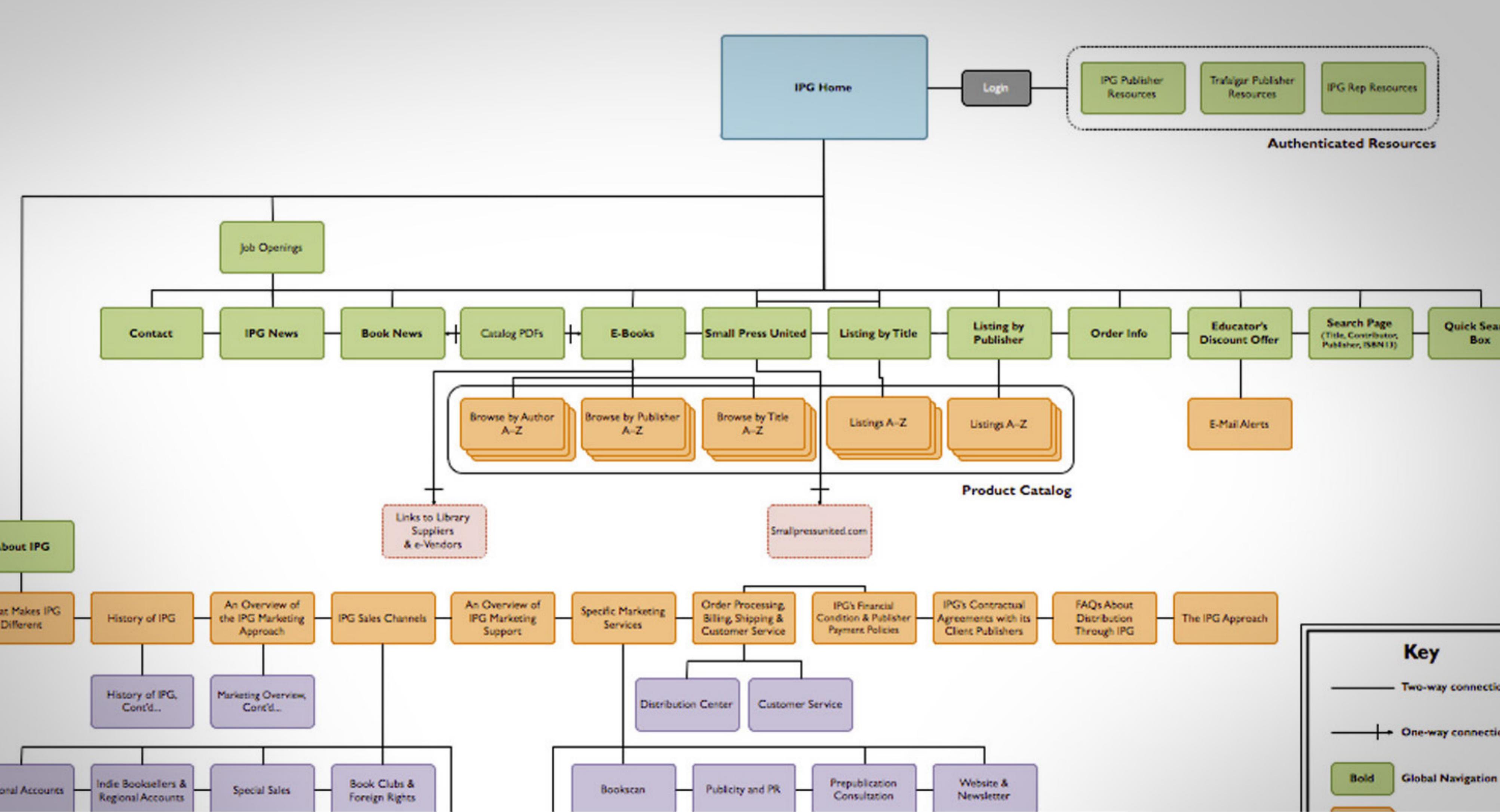
## BRIEFING

ask... until you know it all



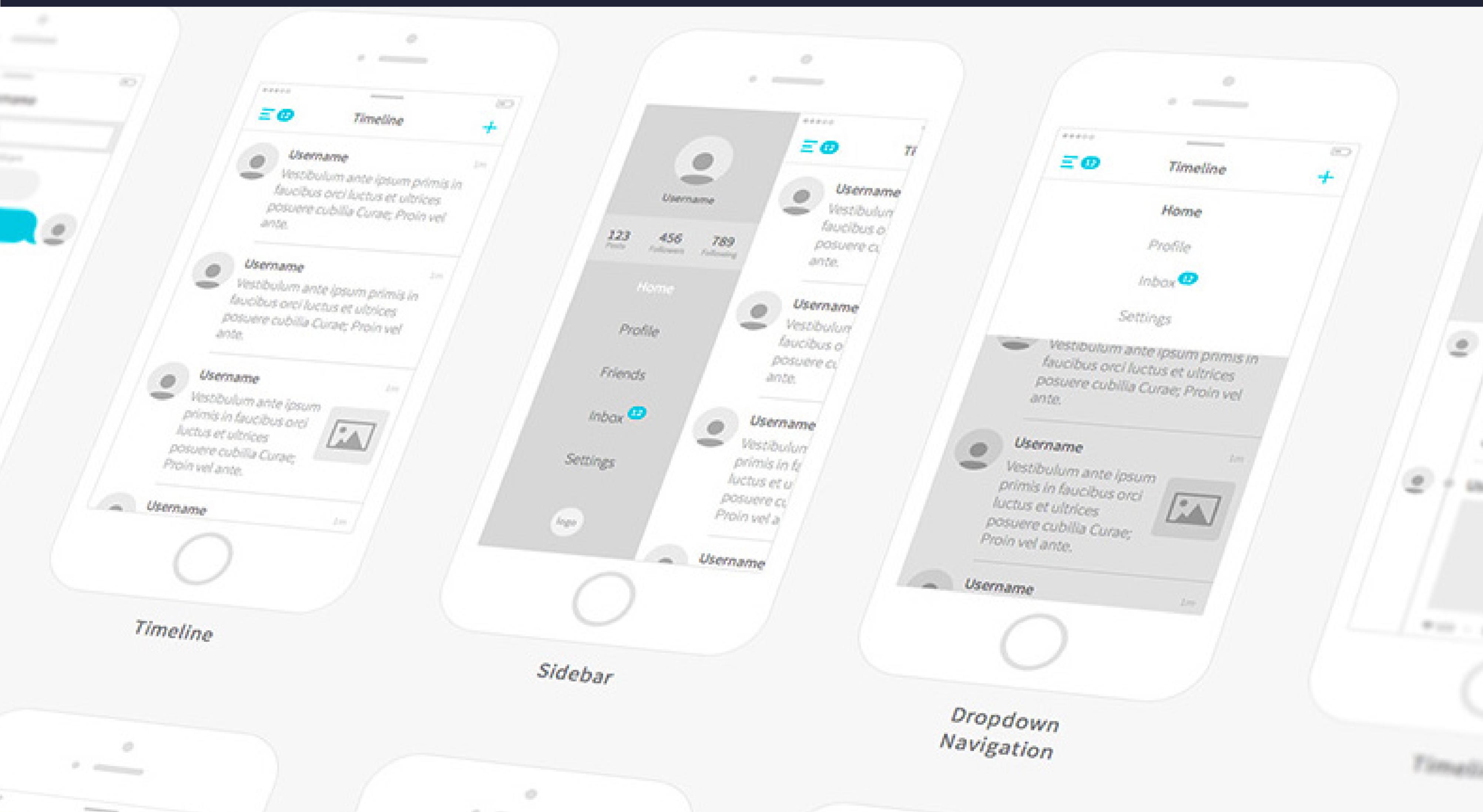
# CONTENT ARCHITECTURE

## create hierarchy and flow...



# WIREFRAMING

## make a plan...



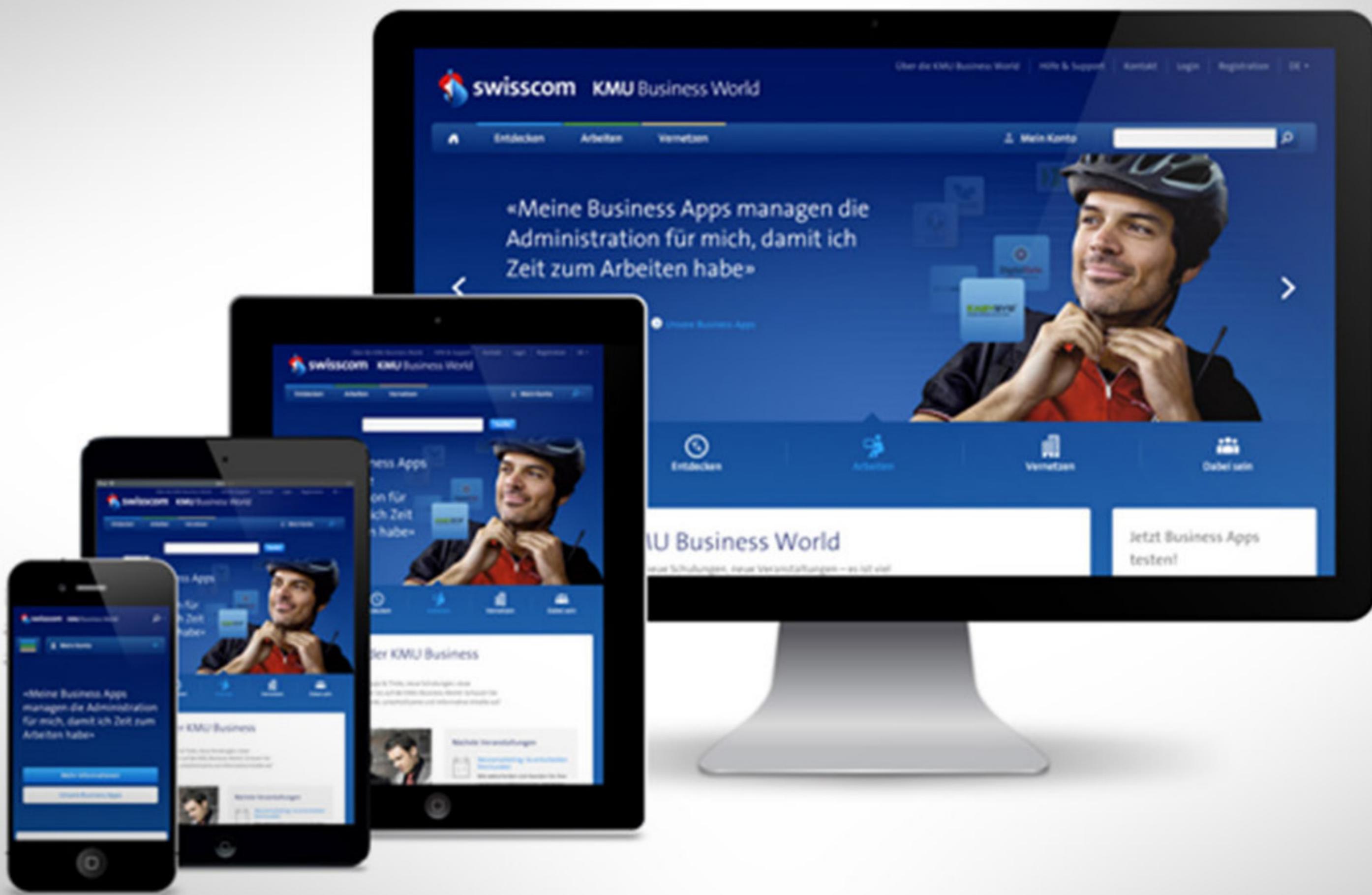
## PROTOTYPING

it shows all the interaction flaws



# USER INTERFACE DESIGN

# look & feel - front-end design



# USER TESTING & FINE TUNING

# user centered testing over gut feel

The image is a collage illustrating user testing and fine-tuning. It includes:

- A heatmap overlay on a Victoria's Secret swimwear landing page, showing high engagement areas on the promotional banner and the product image.
- A heatmap overlay on an IKEA Facebook page, showing user interaction with posts and navigation elements.
- A photograph of a participant wearing a head-mounted display (HMD) and eye tracking equipment, looking at a computer screen during a user test.

## ANALYTICS REPORTS

# finding patterns in facts & figures



[My Account](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)

[Analytics Settings](#) | [View Reports:](#) Click to select Website Profile ▾

**Dashboard**

→ Saved Reports

8 Visitors

→ Traffic Sources

Content

Goals

Ecommerce

**Settings**

✉ Email

**Site Usage**

**16.107** Visits  
Dec 1, 2006 - Dec 31, 2006: 13,209 (21.94%)

**62.142** Pageviews  
Dec 1, 2006 - Dec 31, 2006: 53,855 (15.39%)

**3.86** Pages/Visit  
Dec 1, 2006 - Dec 31, 2006: 4.08 (-5.37%)

**00:03:22** Avg. Time on Site  
Dec 1, 2006 - Dec 31, 2006: 00:03:31 (-4.27%)

**36.81%** Bounce Rate  
Dec 1, 2006 - Dec 31, 2006: 35.98% (2.30%)

**50.44%** % New Visits  
Dec 1, 2006 - Dec 31, 2006: 49.73% (1.42%)

**Jan 1, 2007 - Jan 31, 2007**

Dec 1, 2006 - Dec 31, 2006   Jan 1, 2007 - Jan 31, 2007 | Visits

January 1, 2007   January 8, 2007   January 15, 2007   January 22, 2007   January 29, 2007

800  
400

Visitors Overview Map Overlay world



# Winning a SEO & UX fight!!

SEO & UX fight!!  
Search engine optimization

Having a website that lacks customer is like having no website, design and behavior of website are need must if you want sale more, SEO is way to bring visitor on website but they leave it if your website not hold them



# UI Design



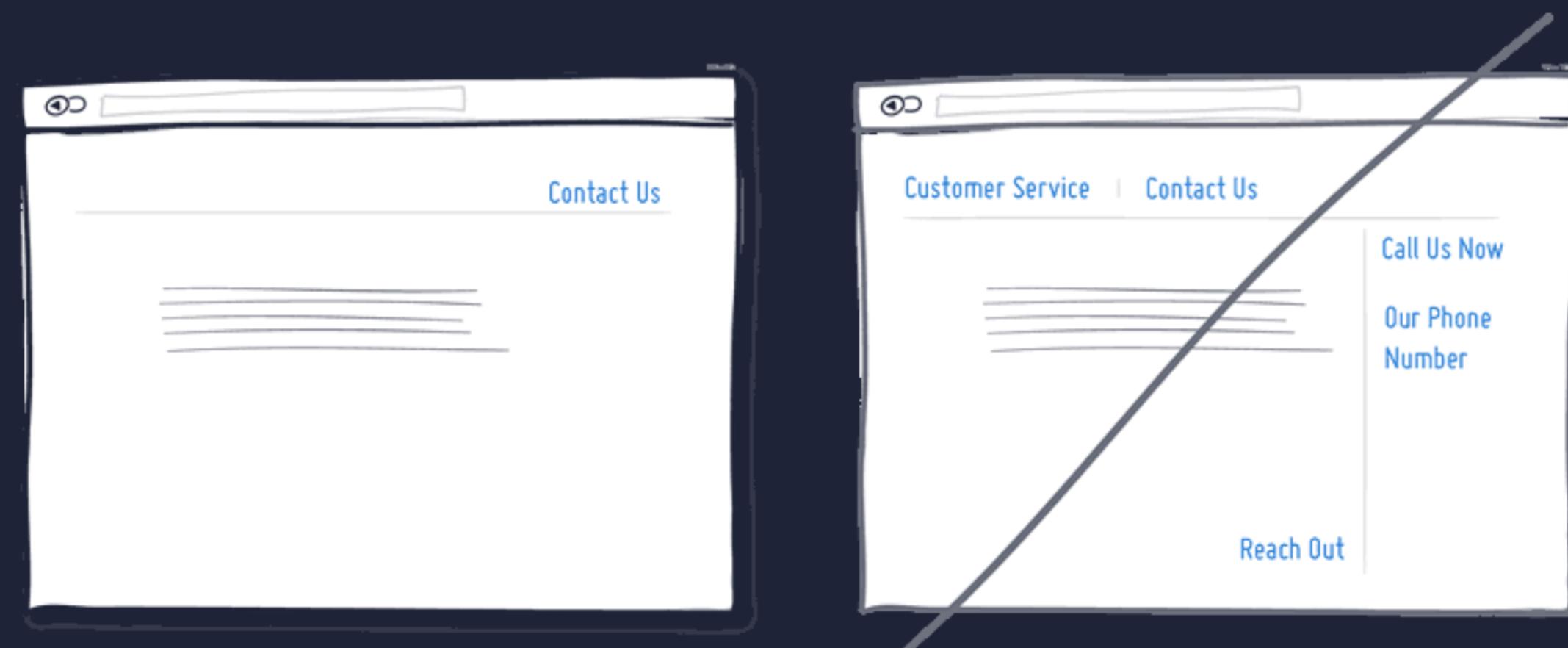
**User Interface Design (UID)** is a process of visually guiding the user through a product's interface via interactive elements and across all sizes/platforms. UID is responsible for the transference of a brand's strengths and visual assets to a product's interface as to best enhance the user's experience

## UI IDEAS #1

# merging similar functions instead of fragmenting the UI

---

Over the course of time, it's easy to unintentionally create multiple sections, elements and features which all perform the same function. It's basic entropy - things start falling apart over time. Duplicate functionality labelled in various ways, as it puts a strain on your customers. Often, the more UI fragmentation there is, the higher the learning curve which your customers will have to deal with.

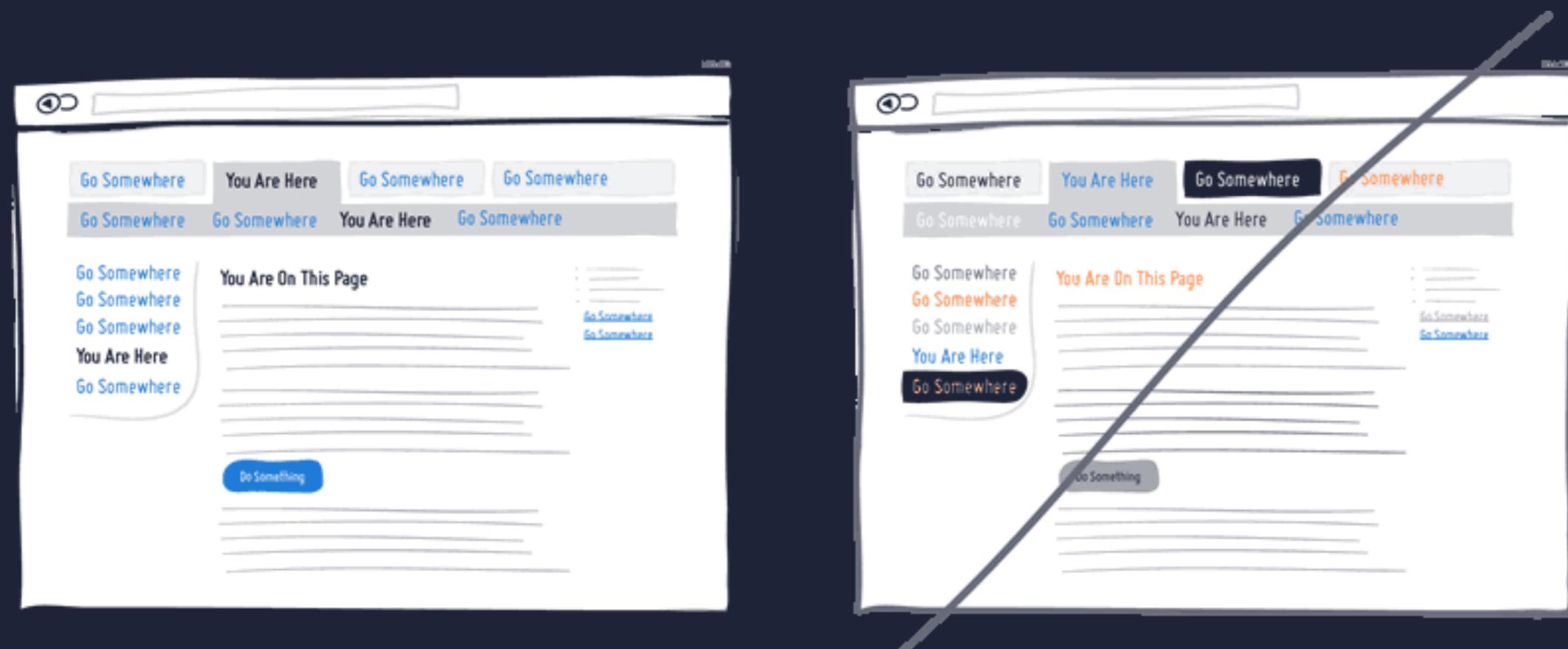


## UI IDEAS #2

distinct clickable/selected styles  
instead of blurring them

---

Visual styling such as color, depth, and contrast may be used as a reliable cue to help people understand the fundamental language of navigating your interface: where am I, and where can I go. In order to communicate this clearly to your users, the styles of your clickable actions (links, buttons), selected elements (chosen items), and plain text should be clearly distinct from one another and then applied consistently across an interface.



## UI IDEAS #3

fewer form fields instead of asking for too many

---

Human beings are inherently resistant to labor intensive tasks and this same idea also applies to filling out form fields. Each field you ask for runs the risk of making your visitors turn around and give up. Question if each field is really necessary and remove as many fields as possible. If you really have numerous optional fields, then also consider moving them after form submission on a separate page or state.

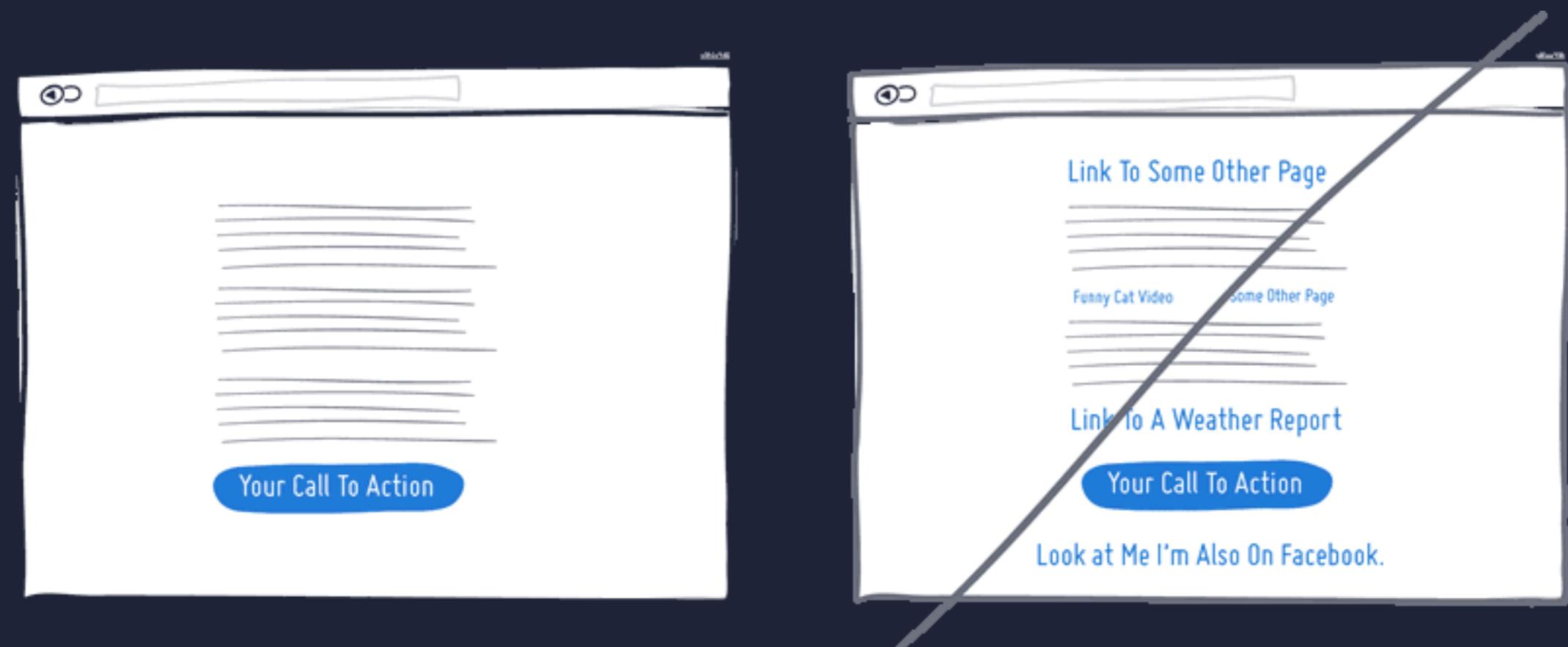


## UI IDEAS #4

# keeping focus instead of drowning with links

---

It's easy to create a page with lots of links going left and right in the hope of meeting as many customer needs as possible. Be aware that any link above the primary CTA runs the risk of taking your customers away from what you've been hoping them to do. Keep an eye out on the number of links on your pages as too much links affects SEO badly. Removing extraneous links can be a sure way to increase someone's chances of reaching that important button.

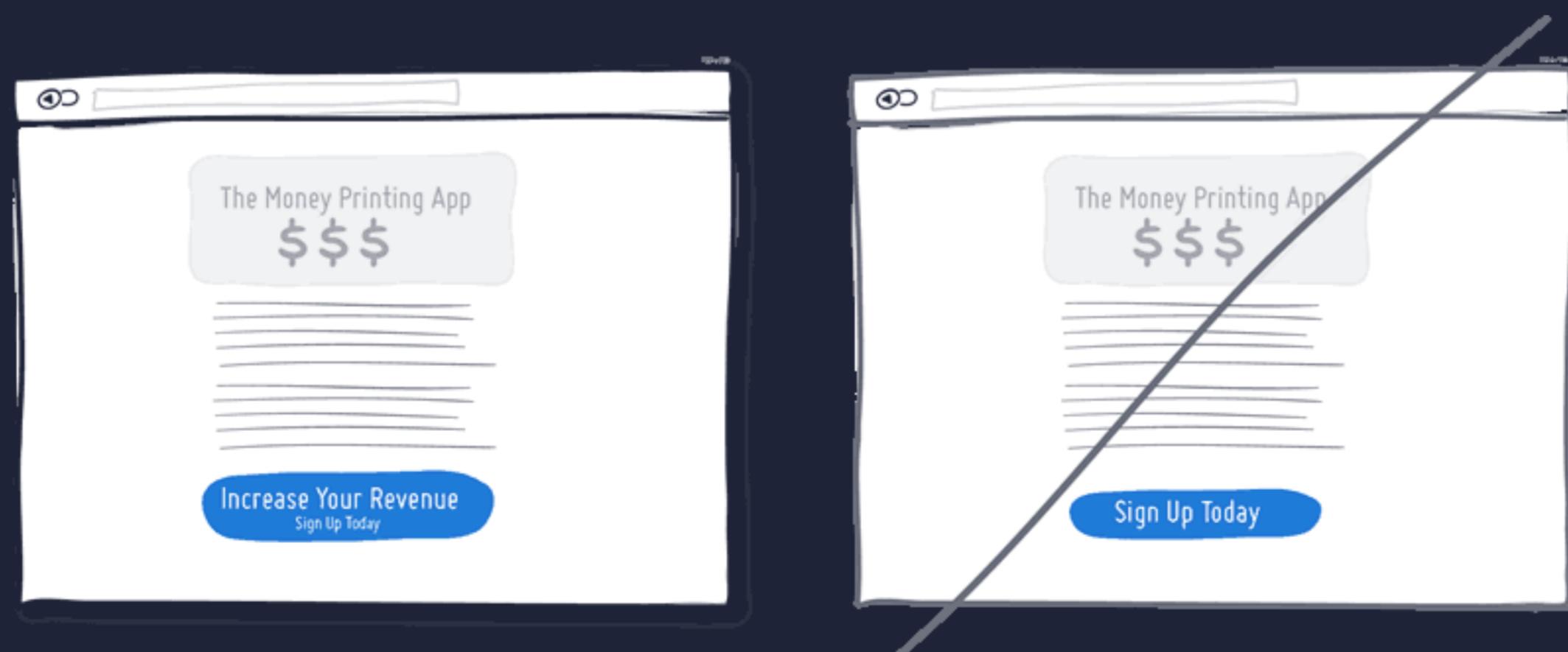


## UI IDEAS #5

benefit buttons instead of just task based ones.

---

The hypothesis set here is that buttons which reinforce a benefit might lead to higher conversions. Alternatively, the benefit can also be placed closely to where the action button is in order to remind people why they are about to take that action. Surely, there is still room for task based actions buttons, but those can be reserved for interface areas that require less convincing and are more recurring in use.

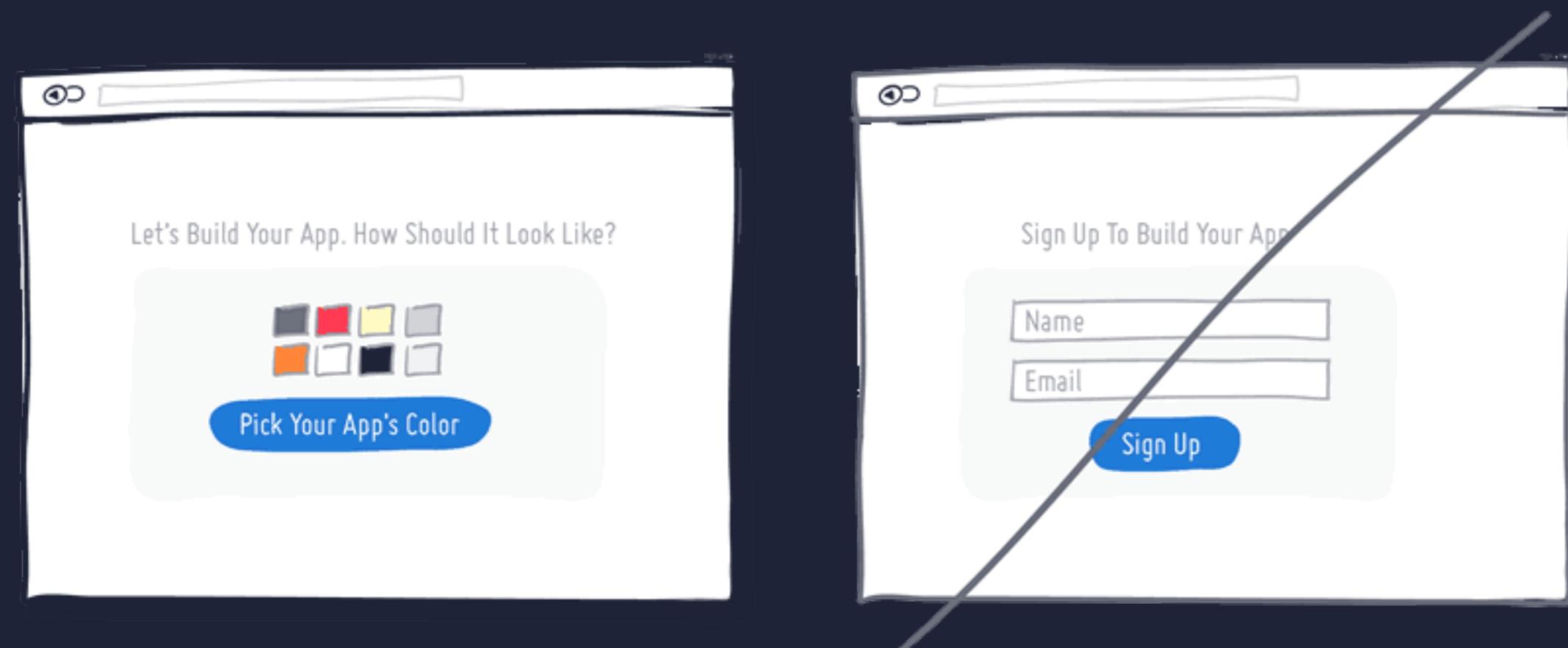


## UI IDEAS #6

gradual engagement instead of a hasty sign up.

---

Instead of asking visitors to sign up immediately, ask them to first perform a task through which something of value is demonstrated. Once users begin to see your product's value and see how they can make it their own, they will then be more open to sharing with you additional information. Gradual engagement is really a way to postpone the sign up process as much as possible and still allow users to use and customize your application or product.



## UI IDEAS #7

consistency instead of making people relearn.

---

Striving for consistency in user interface design is probably one of the most well known principles. Having a more consistent UI or interaction is simply a great way to decrease the amount of learning someone has to go through as they use an interface or product.



# Busting UI Myths



## MYTH #1

UI ≠ Decoration

## MYTH #2

everything has to be above the fold -  
put maximum above 600 pixels!

The image displays three website screenshots side-by-side, each demonstrating a different design approach that contradicts the common rule of placing all content above the fold.

- BBC Sport:** This screenshot shows a complex layout with multiple video thumbnails, large image galleries, and various text blocks. The content is organized into several columns and sections, with some content appearing below the initial fold line.
- The New York Times:** This screenshot shows a clean, minimalist layout. The main headline and image are positioned above the fold, but there is significant white space and several articles listed below the fold line, demonstrating that a well-designed site can be successful with a more dynamic layout.
- distilledU:** This screenshot shows a landing page with a large, prominent image at the top. Below the fold, there is a large call-to-action button, followed by descriptive text and a smaller image, illustrating how visual elements and user flow can be prioritized over a strict adherence to the fold line.

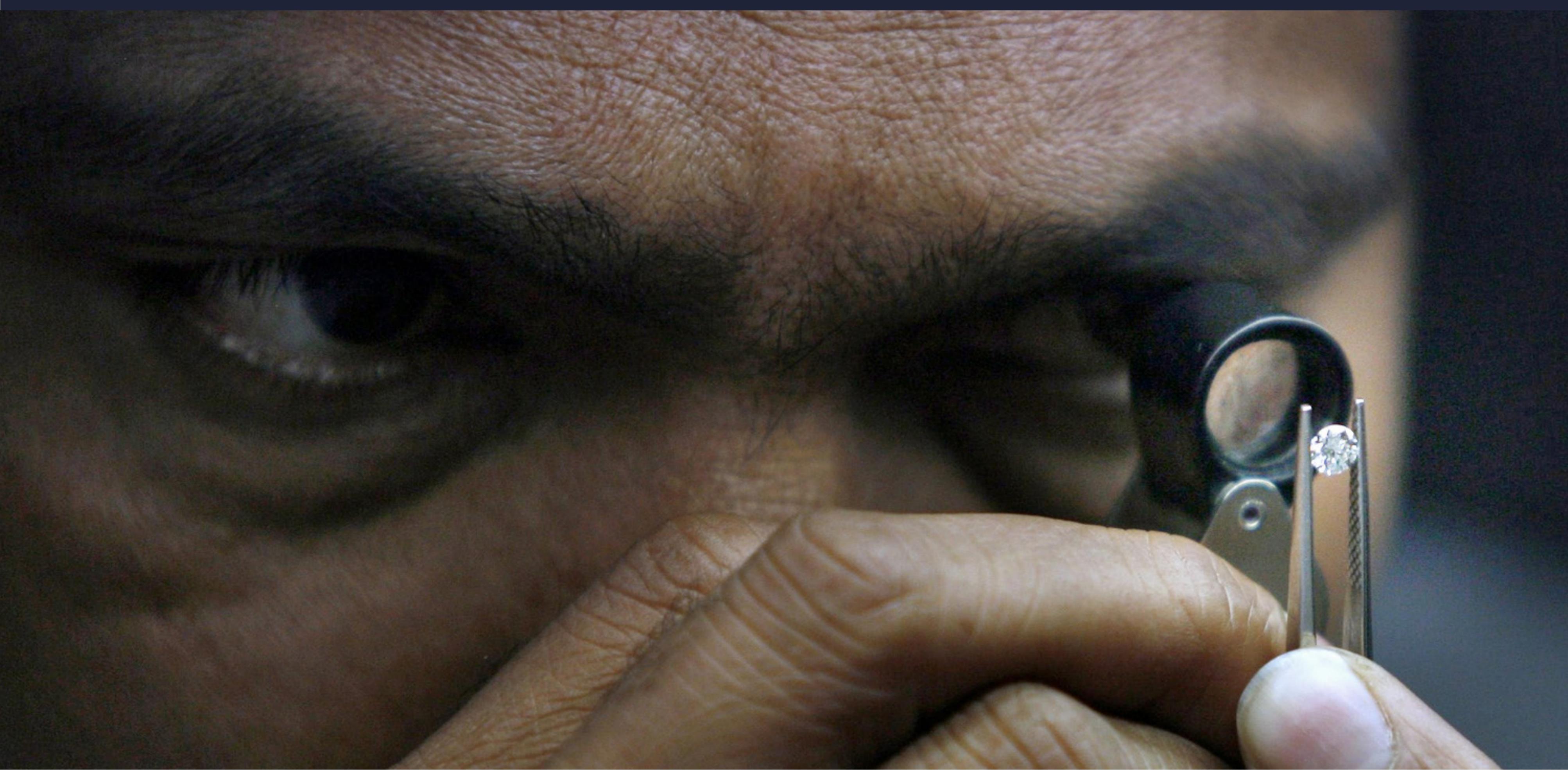
## MYTH #3

three clicks from the homepage -  
shortcuts always works!



## MYTH #4

homepage is the most important page -  
users come to home directly!



## MYTH #5

on a web page what ever not moving is dead - auto movements are good!



# New age design Trends & Disciplines



## MOBILE FIRST APPROACH

start the design from small screen



## METRO DESIGN

# revolution @ Microsoft interface

Start

Ben  
Martens



mattberg@live.com  
RE: Wedding Announcement!  
Congratulations! I'm really excited to  
celebrate with you all. Thanks for the ...  
 12

First ever surfboard kickflip  
recorded in Santa Cruz

Make awesome apps  
BUILD conference  
9:00 AM - 11:00 AM  
 13  
TUESDAY

Video

People

Internet Explorer

Now Playing  
Eliza  
Viper Creek Club  
Letters

Pictures  
 6

Control Panel

Windows  
Explorer

Store

Messaging

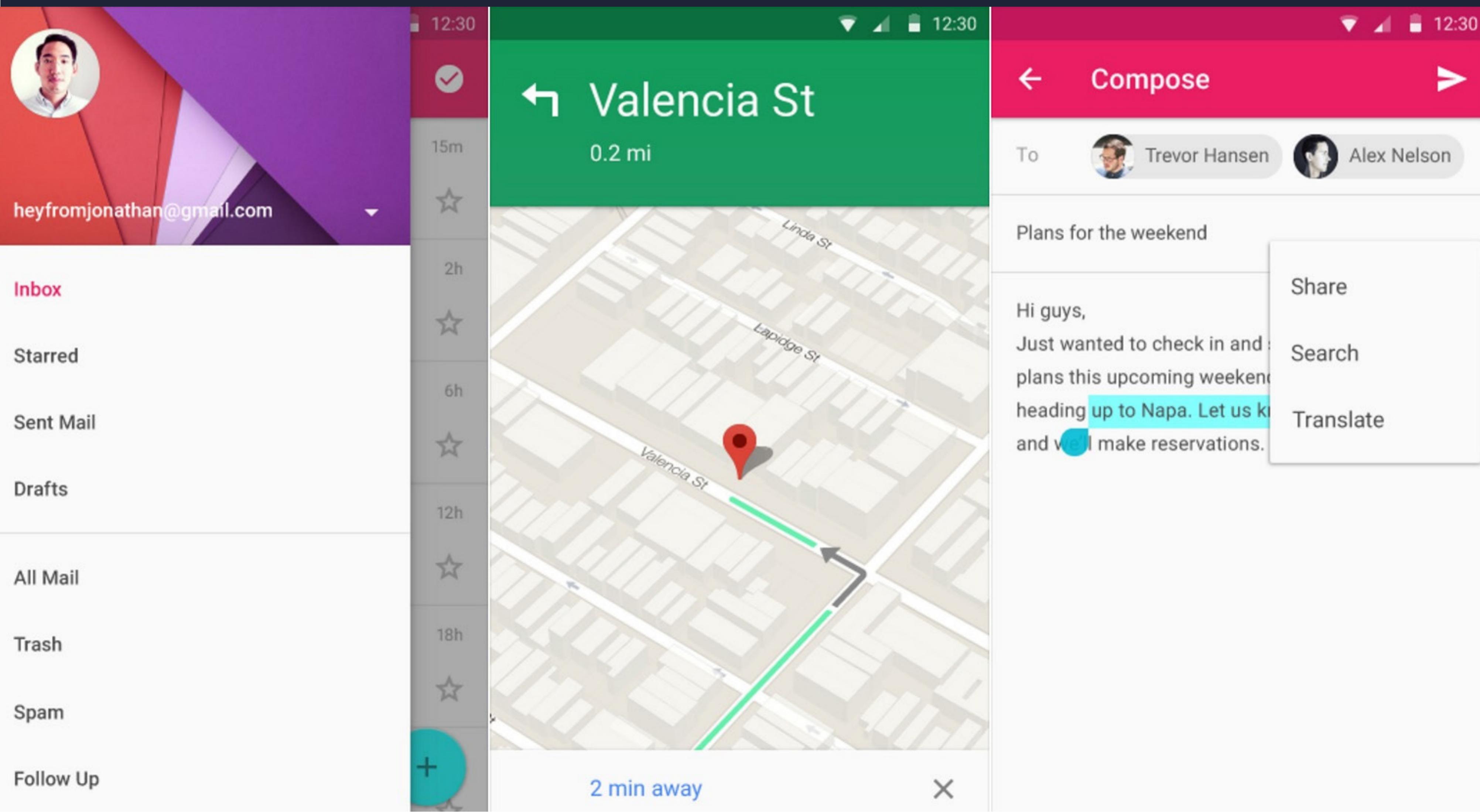
78° Anaheim, CA  
Tomorrow 88° / 65°  
Thursday 87° / 65°  
Friday 89° / 65°  
 Weather

Investments ▲ 2.3%  
▲ 3.6% Roth IRA (TD Ameritrade)  
▲ 2.7% 401K Fund (Fidelity)  
▼ 1.4% Investment Portfolio

Desktop

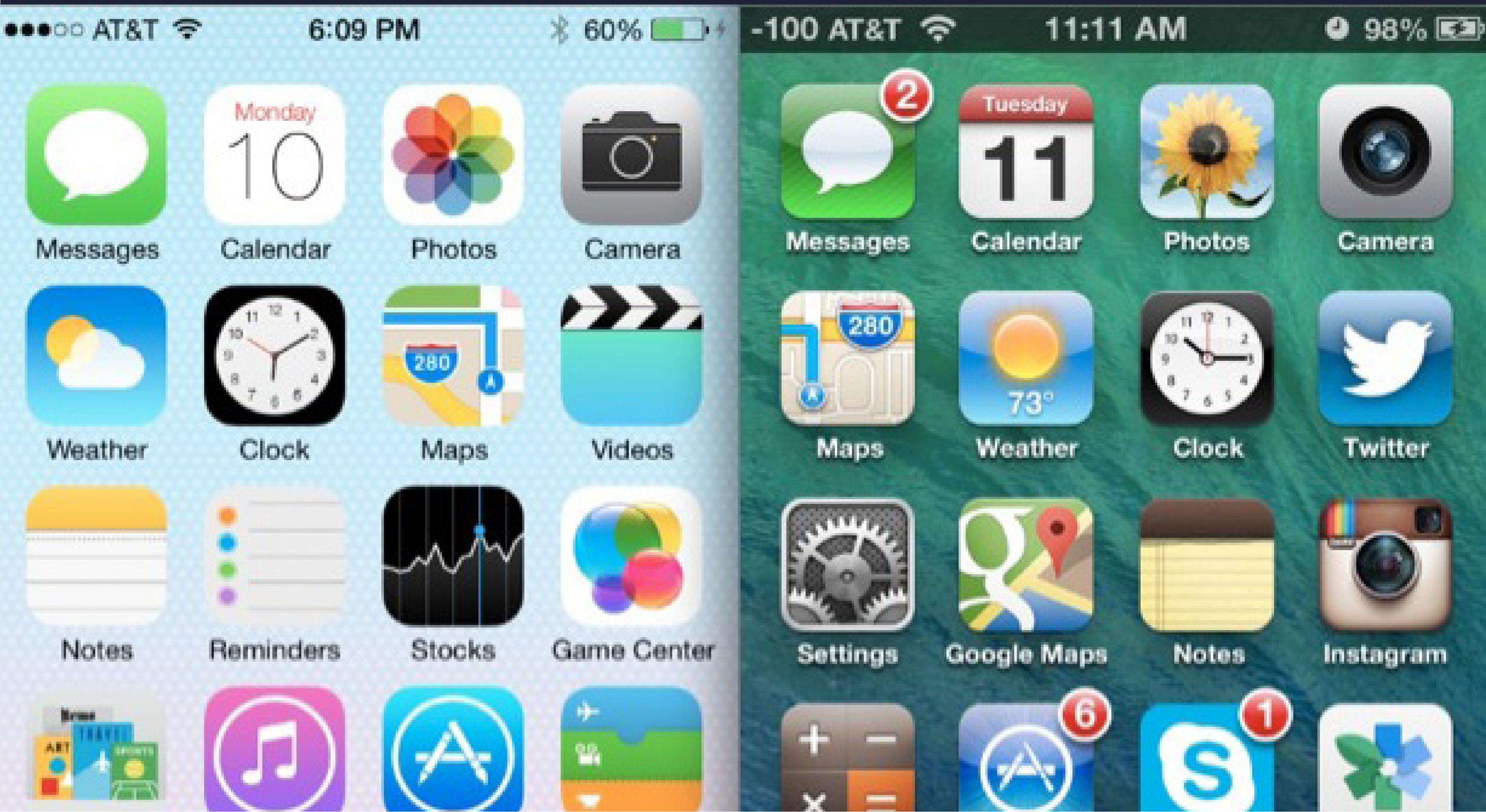
## MATERIAL DESIGN

Google making own interaction standards



# MINIMALISM & FLAT VS SKEUOMORPHIC

fashion circles... may be :)



# NEW VISUAL TRENDS

big on typo...

ROGGE&POTT

## Rogge & Pott, Design.

Home Projekte Fakten Input/Output Smalltalk Jobs Kontakt

# identität digital

Themen:

Identity ↗

Analog ↗

Digital ↗

Motion ↗



Hyon Yong Po Ltd.  
Re35

Ein Erscheinungsbild für das  
innovativste Produkt des  
Jahres: digitale Fotos mit



Merck  
Merck Corporate CH

Image bildend und  
funktional: das Workbook  
von Merck Consumer



The Merch Republic  
11 Freunde Shop

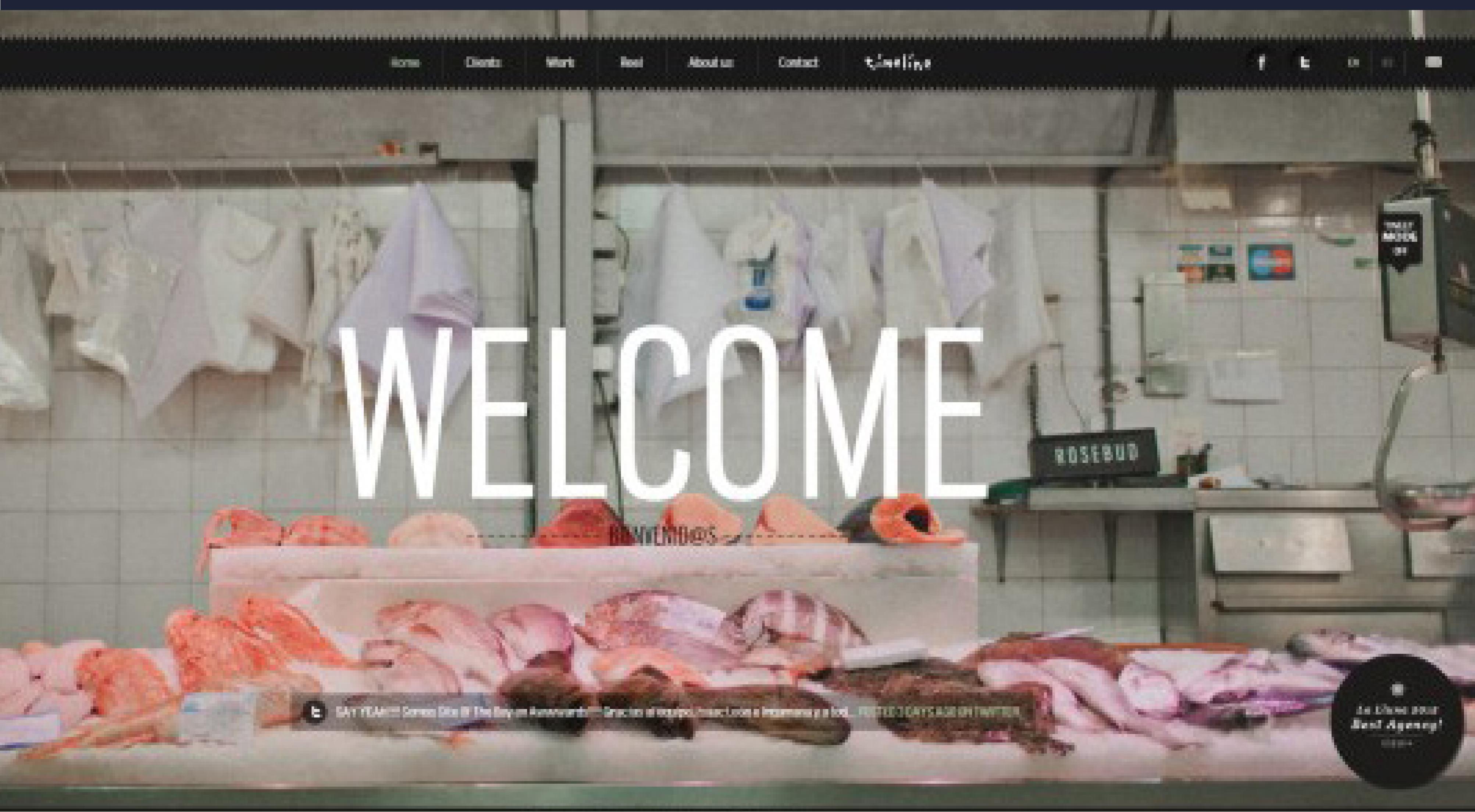
Design und Frontend-  
Entwicklung für den  
Webshop des



Kultursommer Hamburg e.V.  
Ayaka Kultursommer

Japanischer Kultursommer in  
Hamburg.

CONTINUES...  
big on visuals...



CONTINUES...

big on social icons...



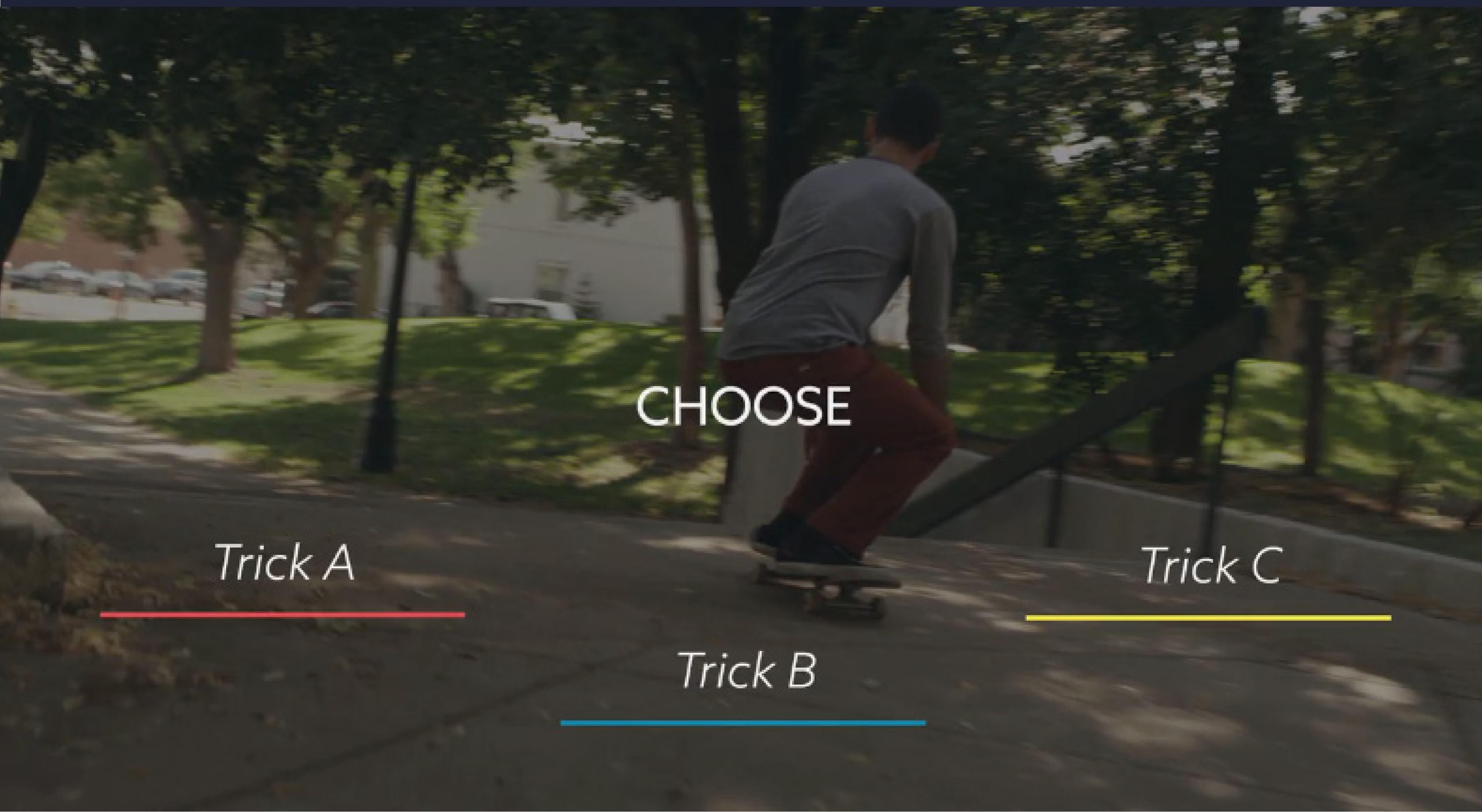
# RESPONSIVE DESIGN

design for every device - HTML 5



## INTERACTIVE VIDEOS

loading techs, story telling, annotations...



## RESPONSIVE INFOGRAPHICS

1 pic = 1000 words. interactive pic = much more

### THE HEALTHY FARM: A VISION FOR U.S. AGRICULTURE

Industrial food production, which currently dominates U.S. agriculture, is a dead end. It damages air, water and soil, harms rural communities, and limits future productivity.

But there's a better way. Scientists call it agro-ecological agriculture. We call it healthy farms. Healthy farms can be just as productive as industrial farms—and a lot more sustainable.

Interact with our healthy farm to learn more—and then take action to help make our vision reality!



## STORYTELLING PARALLAX

fun of discovering and exploring

PI'S EPIC JOURNEY:  
CREATING THE UNFORGETTABLE

LIFE OF PI

WINNER OF 4 ACADEMY AWARDS®  
INCLUDING BEST DIRECTOR

Scroll down to discover more...



...



- The micro interactions, or moments of delight - Micro copies
- Usage of colours - Create a mood board
- Typography - Making a character
- Interactive animations & Transitions - Intuitive & make it alive
- Visual elements - Communicate the idea
- The usability - Focused
- The content strategy touchpoints - Notifications, social media presence

# Thank you!

Jayan Narayanan  
[jayan.narayanan@gmail.com](mailto:jayan.narayanan@gmail.com)