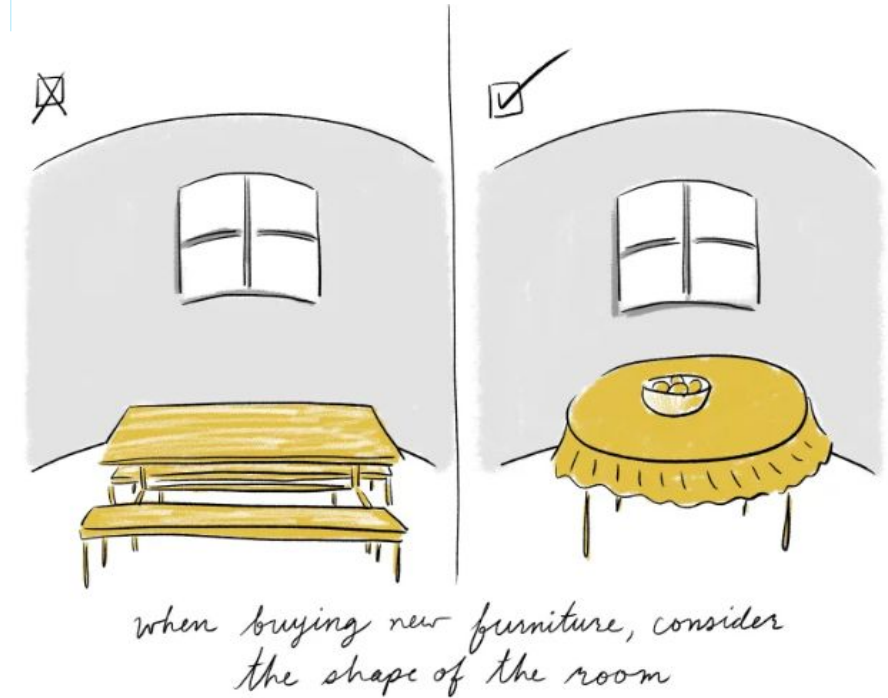# UI & UX Design
SWE 4833

A Brief History & Evolution

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Feng Shui practice (4000 BC)

Feng Shui is the art of arranging your environment in a way that promotes balance, harmony, and ease of use whether it's a bedroom, office, or an entire building. It takes into account layout, structure, materials, and color.

Similarly, UX (User Experience) design applies these principles to the digital world. Just as an interior designer positions furniture for comfort and flow, a UX designer organizes digital interfaces, like mobile apps or websites, to ensure they are intuitive, accessible, and user-friendly.

when buying new furniture, consider the shape of the room

Toyota and the value of human input (1940s)

Toyota developed their famous **human-centered** production system.
Toyota Production System emphasized *respect for people*, prioritizing an optimal working environment and actively valuing human input in the process.

This marked a significant milestone in UX history, highlighting the critical role of human-machine interaction. No matter how advanced technology becomes, its true value lies in how **usable** and **accessible** it is. This core belief is at the heart of UX design.

Walt Disney (1966)

Walt Disney is often regarded as one of the earliest UX designers in history. His obsession with crafting magical, seamless, and immersive experiences laid the foundation for what we now call user-centered design.

The principles Disney created for his design team — "Imagineers"— are still relevant to all UX designers. Some of them are:

➔ "Know your audience and develop a great sense of empathy towards them"
➔ "Tell people good stories instead of lecturing them"
➔ "Use "visual magnets" to capture people's attention and reward them for making a journey"
➔ "Avoid overloading people with too much information"

DISNEY'S CREATIVE STRATEGY

Donald Norman gives UX design a name (1995)

By this point, user experience design was very much happening, it just didn't have a label yet. Cue Donald Norman!

- Donald Norman, a cognitive scientist, joined the team at Apple in the early 90s as their User Experience Architect—making him the first person to have UX in his job title.
- He came up with the term "user experience design" as a way of encompassing all that UX is. As he explains, "I invented the term because I thought human interface and usability were too narrow: I wanted to cover all aspects of the person's experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual."

Early 2000s: the first iPhone

In 2007, Steve Jobs introduced the first iPhone, which forever changed the digital world.

In contrast to its **competitors with obsolete keyboards and small screens**, the **iPhone was a perfect combination of a web browser, a music player, and a cell phone.**

2010s: UX Becomes a Critical Business Function

In the 2010s, UX design became crucial to businesses.
➜ As technology changed, companies realized they needed to provide great user experiences to **stay competitive**.
➜ The rise of **social media, online shopping, and mobile apps** increased the demand for designs that were easy to use and engaging. As a result, businesses started to focus more on UX design to meet users' needs and build loyalty.
➜ **New tools** like Sketch, Adobe XD, and Figma changed the way designers worked. These tools improved teamwork and allowed for quick testing and changes.
➜ Designers also started using methods like surveys and interviews to learn more about users, which helped them make better design choices.

2018 to 2025 and Onwards

Since 2018, UI/UX design has developed rapidly. New technologies, changing user needs, and business demands have reshaped the field.

- AI and Machine Learning in UX Design
- Inclusive and Accessible Design
- Micro-Interactions and Animation
- Dark Mode and Minimalist UI
- Mobile-First and Cross-Platform Design
- Data-driven UX and User Research
- Ethical UX Design

Good or Bad?

How about this one?

References

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