

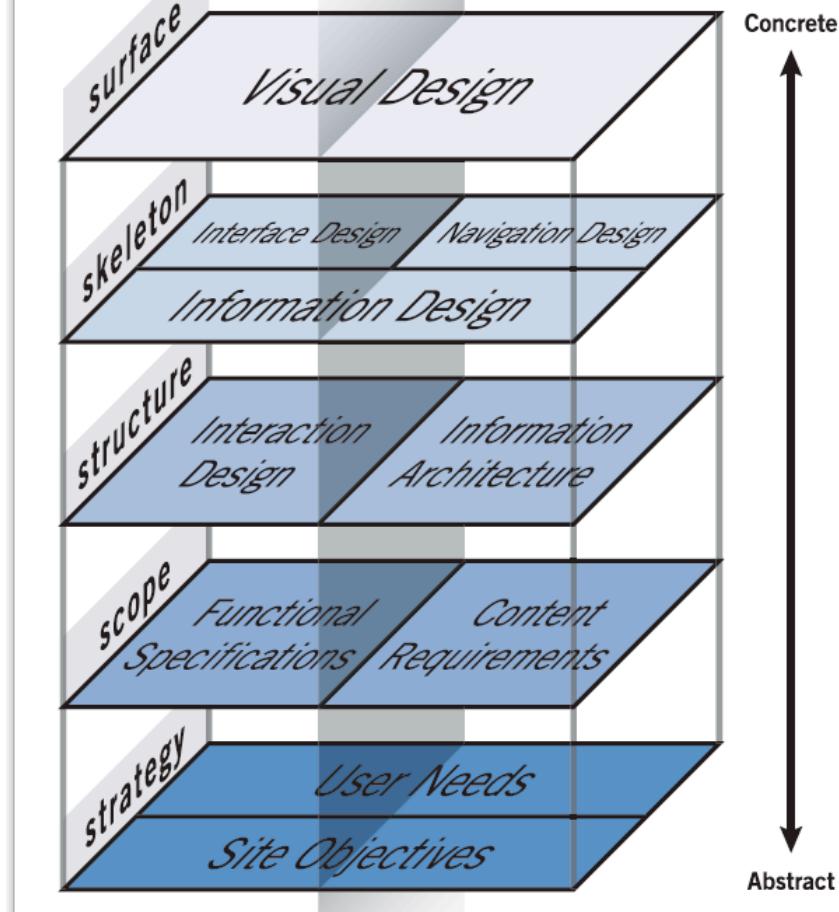
# Understanding Web Design

Beyond Visuals: UX, IX, & IA

- User Experience (UX)
  - The overall experience that the user has, including their emotional response
- Interaction Design (IX)
  - The specific actions and functionality that you provide in order to facilitate the experience
- Information Architecture (IA)
  - The organization of content
- Graphic Design
  - The visual design of the site—layout, graphics, & typography

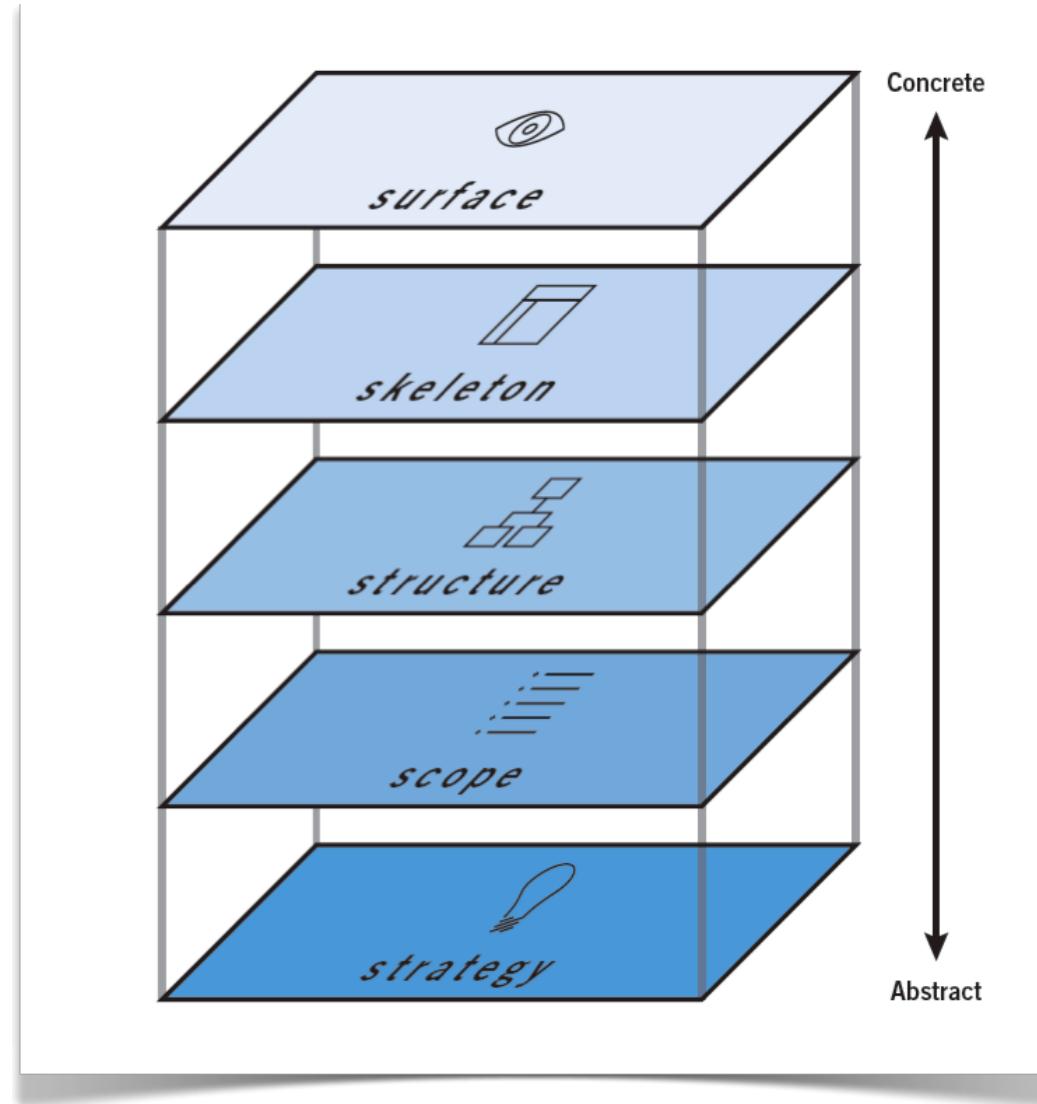
# Design Domains

Web as software interface | Web as hypertext system



# A blueprint for interactive media





# The Elements of User Experience

 NEW & INTERESTING FINDS ON AMAZON

**EXPLORE**

 Elements of user experience

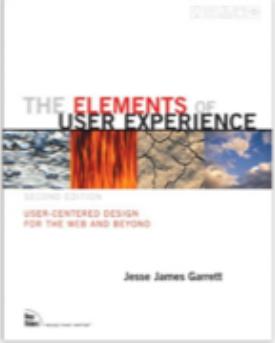
ENDS SATURDAY fire \$49.99 \$39.99

Hello, Elizabeth Account & Lists Orders Prime Cart

Departments Browsing History Elizabeth's Amazon.com Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals

< Back to search results for "Elements of user experience"

The Elements of User Experience: User-Centered Design for... and over one million other books are available for Amazon Kindle. Learn more

**Look inside** 

**The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition) (Voices That Matter)** Paperback – December 26, 2010

by Jesse James Garrett (Author)

4.5 out of 5 stars 99 customer reviews

ISBN-13: 860-1300202648 | ISBN-10: 0321683684 | Edition: 2<sup>nd</sup>

**Buy New**

Price: \$32.82 

38 New from \$26.00 | 27 Used from \$26.46

	Price	New from	Used from
Kindle	\$23.39	—	—
Paperback	\$32.82  \$26.00 \$26.47		

From the moment it was published almost ten years ago, *Elements of User Experience* became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James Garrett has [Read more](#)

[Report incorrect product information.](#)

 Save up to 87% on textbook rentals [Shop now](#)

Have one to sell? Sell on Amazon

**Share**    

**Buy New** \$32.82

Qty: 1 

List Price: \$49.99  
Save: \$17.17 (34%)



**In Stock.**  
Ships from and sold by Amazon.com.  
Gift-wrap available.

 Add to Cart

Turn on 1-Click ordering for this browser

Want it tomorrow, Feb. 7? Order within 3 hrs 39 mins and choose One-Day Shipping at checkout. [Details](#)

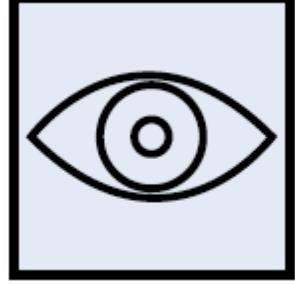
Ship to:

Elizabeth L Lawie- West Henrie - 14586

**Buy Used** \$26.46

Add to List

Add to your Dash Buttons



# Surface

NEW & INTERESTING FINDS ON AMAZON

EXPLORE

amazon Prime

All Elements of user experience ENDS SATURDAY fire \$49.99 \$39.99

Hello, Elizabeth Account & Lists Orders Prime Cart

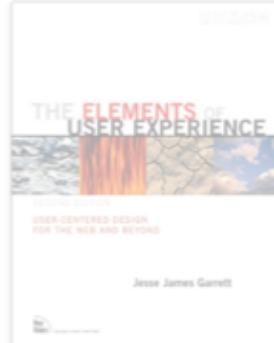
Departments Browsing History Elizabeth's Amazon.com

Books Advanced Search New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Textbook Rentals

Back to search results for "Elements of user experience"

The Elements of User Experience: User-Centered Design for... and over one million other books are available for Amazon Kindle. Learn more

**Look inside**



**The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition) (Voices That Matter)** Paperback – December 26, 2010

by Jesse James Garrett (Author)

4.5 out of 5 stars 99 customer reviews

ISBN-13: 860-1300202648 ISBN-10: 0321683684 Edition: 2<sup>nd</sup>

**Buy New**

Price: \$32.82 ✓Prime

38 New from \$26.00 | 27 Used from \$26.46

	Price	New from	Used from
Kindle	\$23.39	—	—
Paperback	\$32.82 ✓Prime	\$26.00	\$26.47

From the moment it was published almost ten years ago, *Elements of User Experience* became a vital reference for web and interaction designers the world over, and has come to define the core principles of the practice. Now, in this updated, expanded, and full-color new edition, Jesse James Garrett has

[Read more](#)

[Report incorrect product information.](#)

 Save up to 87% on textbook rentals

Shop now

Have one to sell? Sell on Amazon

Share    

Buy New \$32.82

Qty: 1 List Price: \$49.99  
Save: \$17.17 (34%)



In Stock.

Ships from and sold by Amazon.com.  
Gift-wrap available.

Add to Cart

Turn on 1-Click ordering for this browser

Want it tomorrow, Feb. 7? Order within 3 hrs 39 mins and choose One-Day Shipping at checkout. Details

Ship to:

Elizabeth L Lawle- West Henrie - 14586

Buy Used \$26.46

Add to List

Add to your Dash Buttons

Skeleton

## 1.2 ~ Movie Detail Page ~ Customer Logged In ~ Not In Rental Queue

**NETFLIX / BEST BUY**

CustomerName | Your Account | Buy Movies | Help

Browse Recommendations Friends Queue

movies, actors, directors, genres SEARCH

Home Genres New Releases Netflix Top 100 Critics' Picks Award Winners

This Is the Name of the Movie (2000)

Watch Preview Suggest to Friend

Genre: Drama Format: Full Screen Language: English, French, more... Subtitles: None Awards: None

Bonus Materials Available Separately Further Details

Add

PG Parental guidance suggested. Some material may not be suitable for children.

Starring: Joe Smith, Dakota North Director: Virginia West

At-A-Glance | Critic Reviews | Member Reviews | Members Also Enjoyed

Why is this recommended for you?

★★★★★ PreferredMovieName 1  
★★★★★ PreferredMovieName 2  
★★★★★ PreferredMovieName 3  
★★★★★ PreferredMovieName 4  
★★★★★ PreferredMovieName 5

Want to know what your friends thought?

Save

Write A Review

Reviews Voted Most Helpful

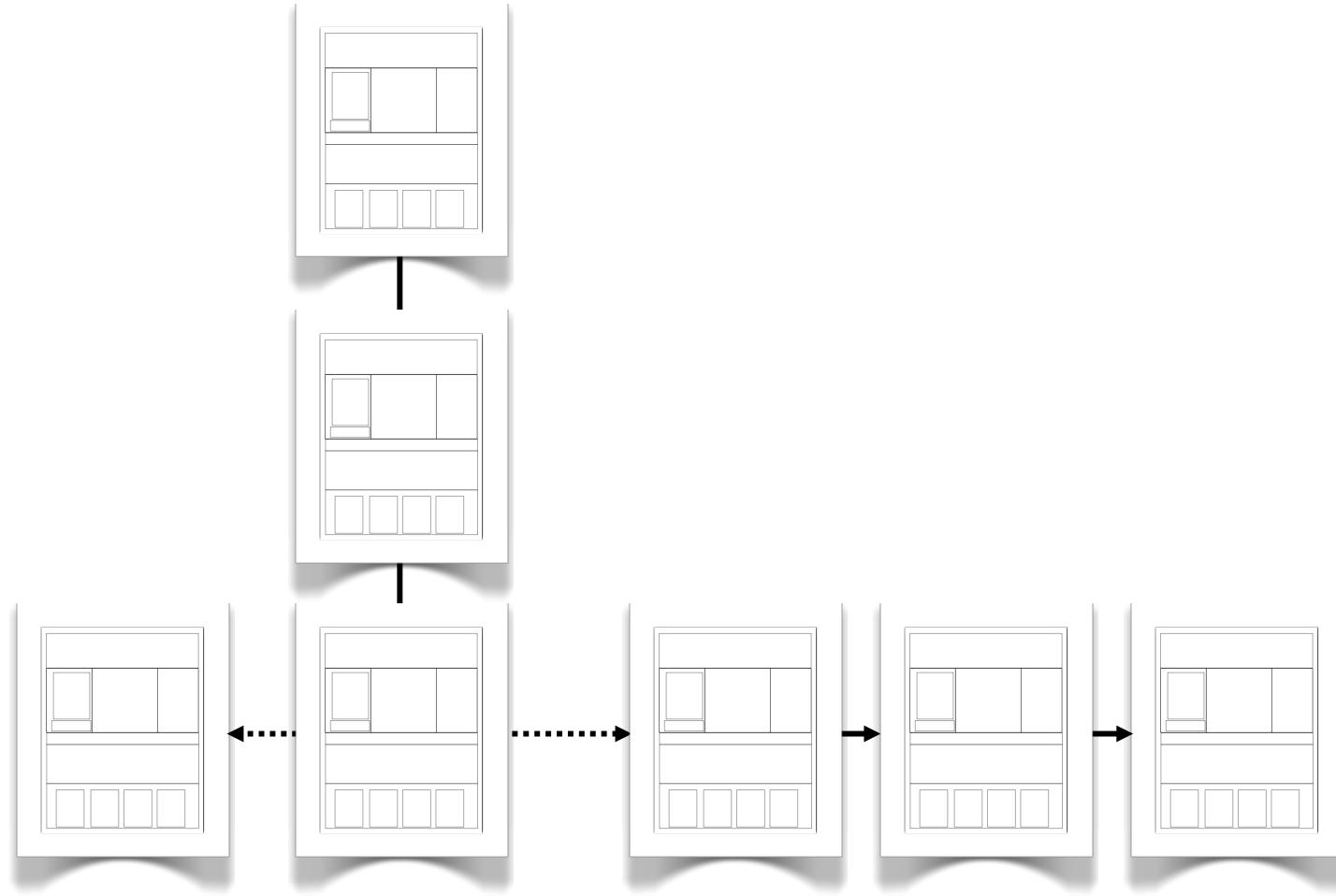
★★★★★ AB from Anytown, ST  
99 of 999 people found this review helpful  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vitae enim. Morbi mi. Vestibulum id felis.

Critic Reviews

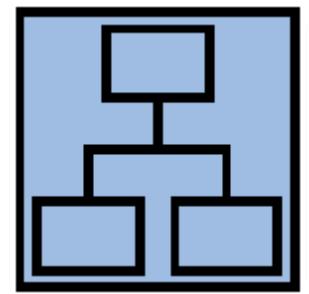
★★★★★ Movie Critic, Anytown Times ... Read More 14  
★★★★★ Movie Critic, Anytown Times ... Read More

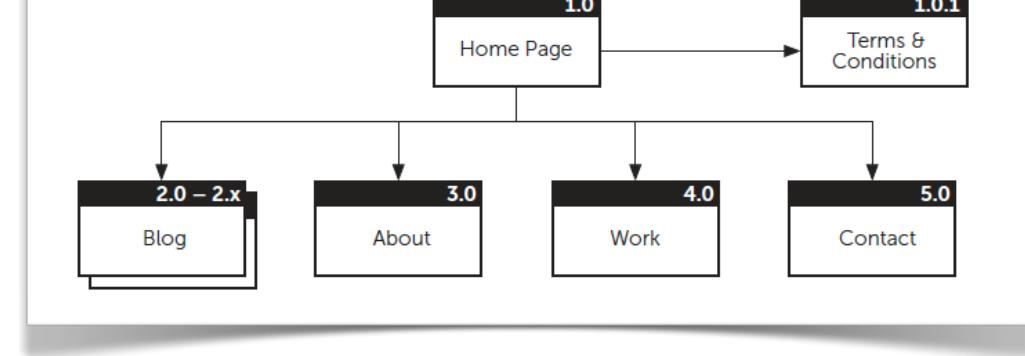
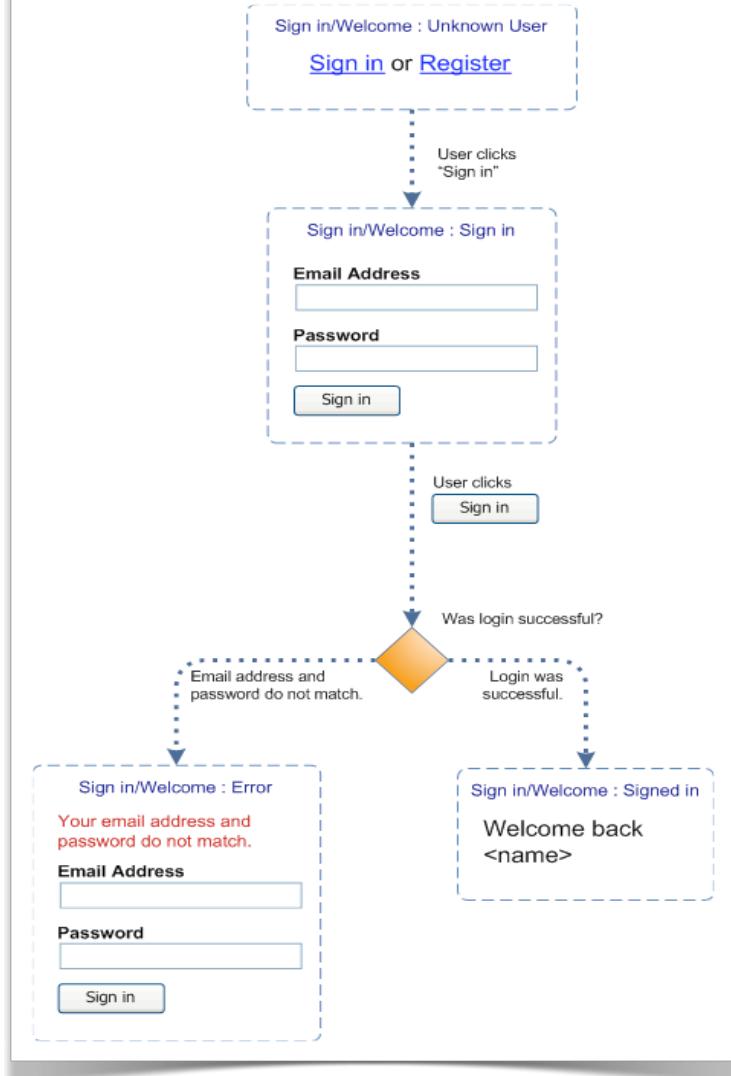
- 1 Clicking customer name reveals menu with options to log out and add a rental queue.
  - 2 Link to preview page (3.1)
  - 3 Link to Friend suggestion page (4.5)
  - 4 See metadata guide for details about movie metadata.
  - 5 Clicking Add adds the movie to the rental queue and links to the recommendation page.
  - 6 Critic Reviews (1.2.1)
  - 7 Member Reviews (1.2.2)
  - 8 Members Also Enjoyed (1.2.3)
  - 9 Movies selected from recommendation algorithm.
  - 10 If user not enrolled in Friends program, displays promotional text.
  - 11 Review page (2.1)
  - 12 Refreshes page with thank you message. Saves mini-review.
  - 13 Links to critic profile (6.1)
  - 14 Links to third-party critic page.
- Author: Dan Brown  
Project: Netflix Redesign  
Version: 2.2 (6/11/06)

# Skeleton

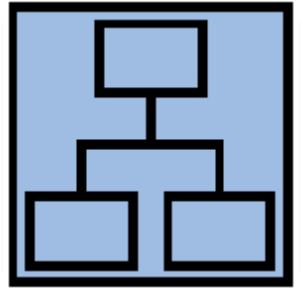


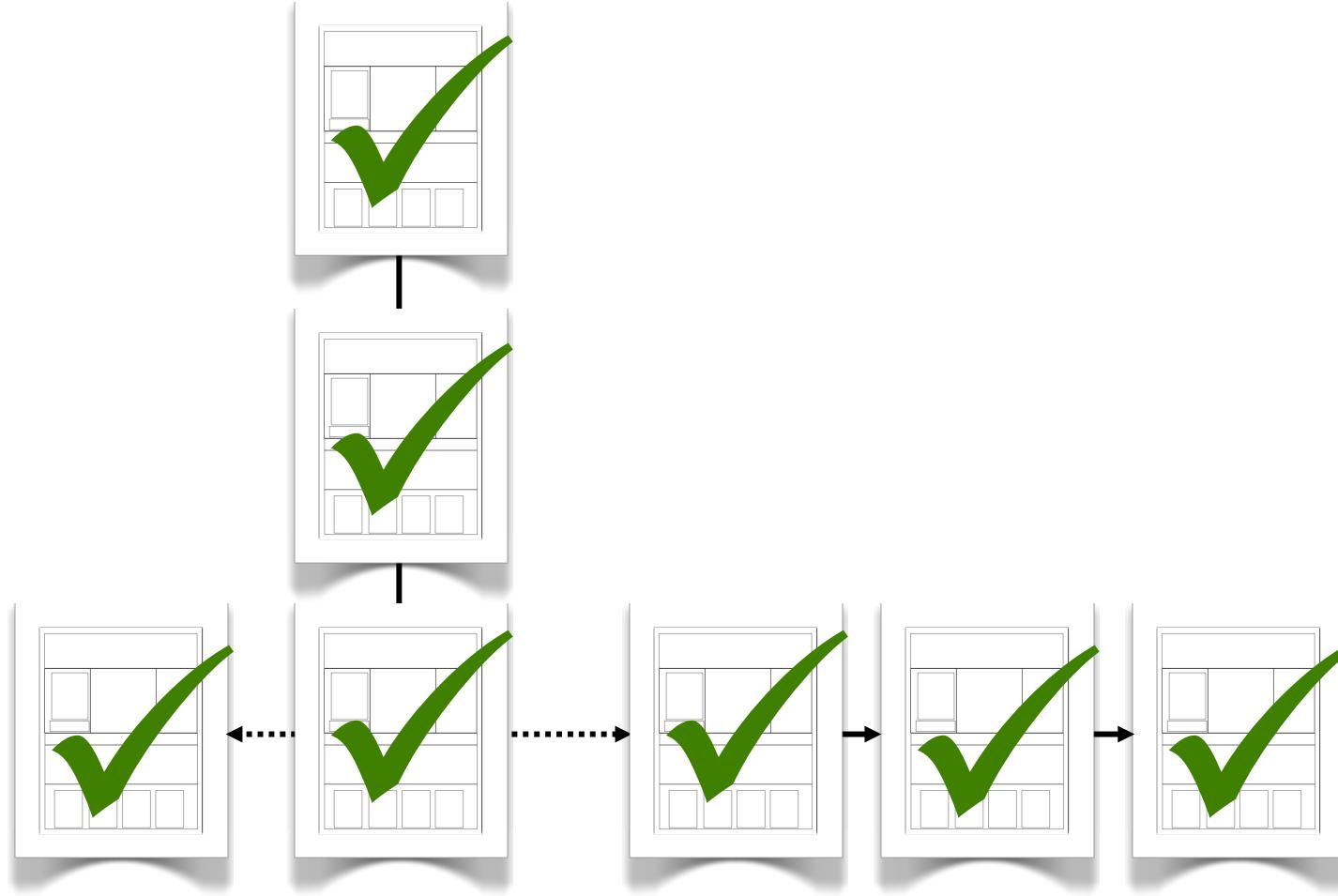
# Structure



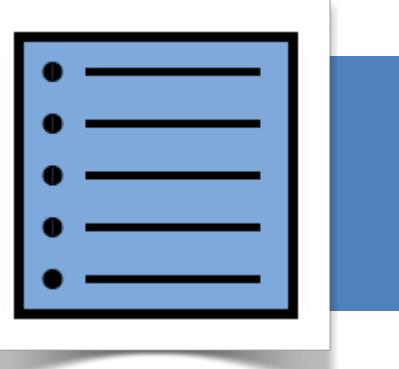


# Structure





# Scope





**When on the move I want to upload videos to YouTube, so that I can share them with friends.**

- \* Synch with YouTube account
- \* Auto-Sync-Button

**When <situation> I want to <goal>, so that I <motivation>.**

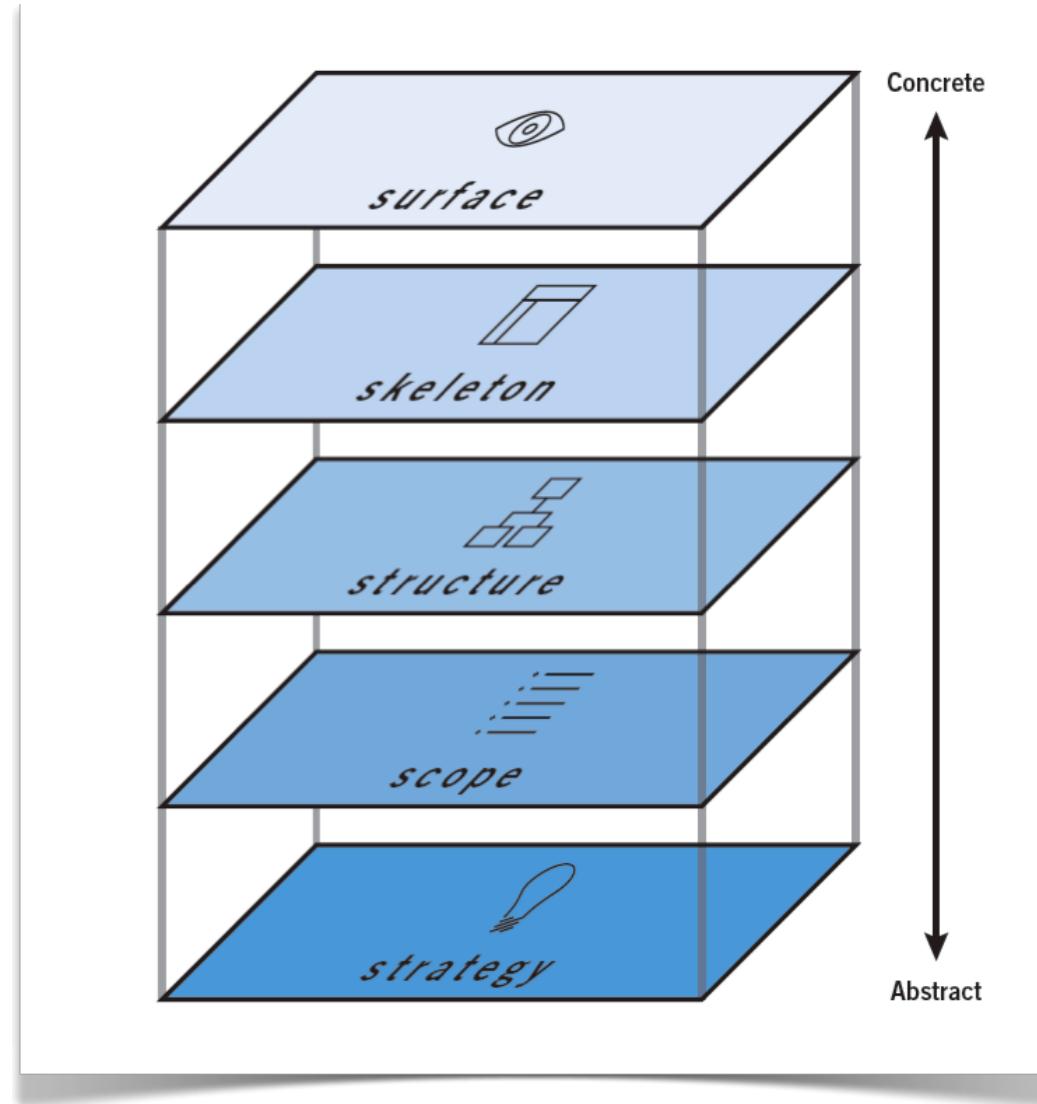
# Scope





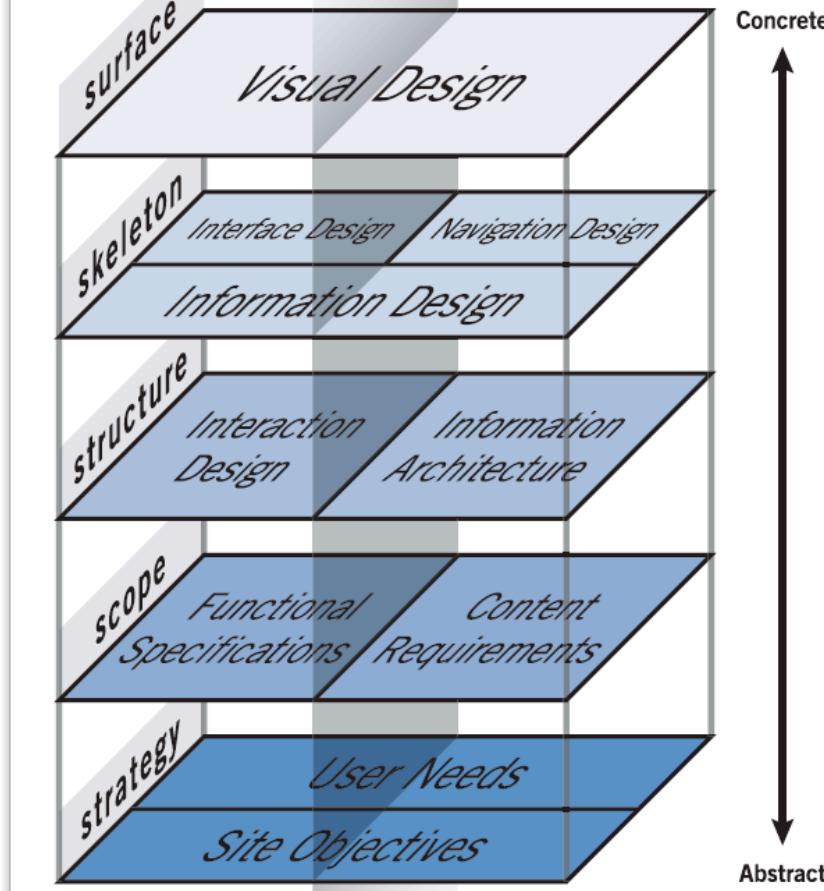
# Strategy





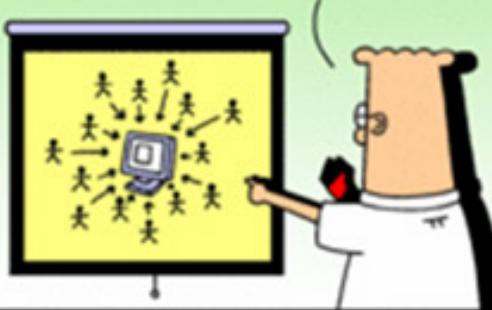
# The Elements of User Experience

Web as software interface | Web as hypertext system



# The final model?

WE INTERVIEWED HUNDREDS OF USERS AND TURNED ALL OF THEIR SUGGESTIONS INTO FEATURES.



Dilbert.com DilbertCartoonist@gmail.com

AS IT TURNS OUT, EVERY USER WE TALKED TO WAS AN IDIOT, AND THEIR DUMB SUGGESTIONS RUINED OUR PRODUCT.



5-7-12 © 2012 Scott Adams, Inc. /Dilbert by Universal Uclick

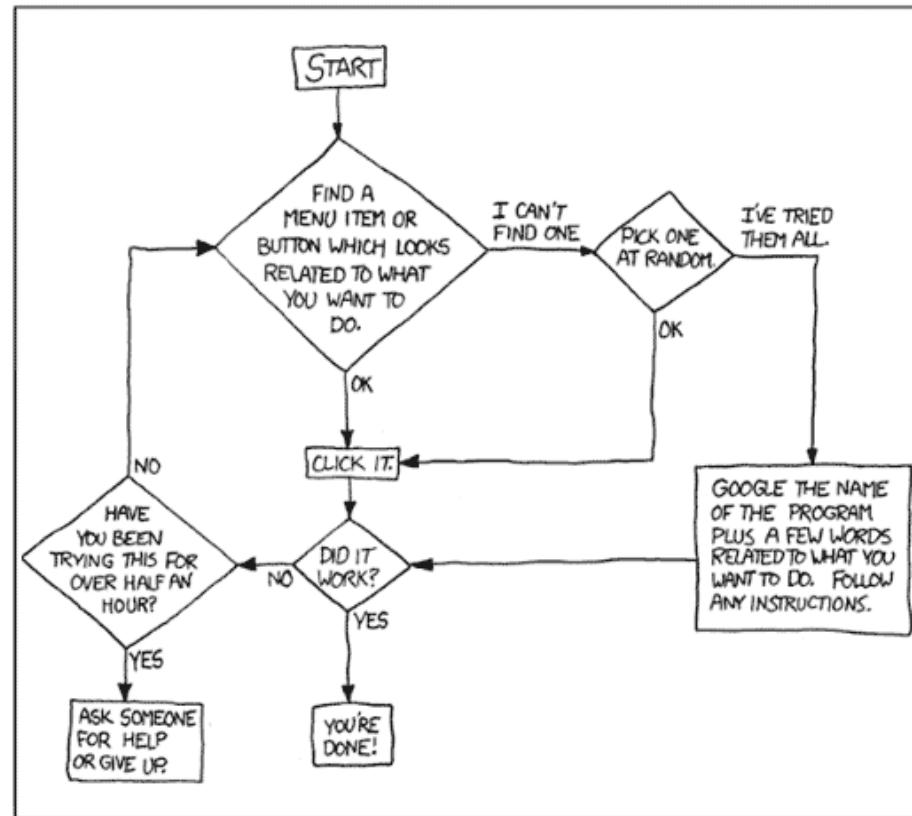
IN HINDSIGHT, WE PROBABLY SHOULD HAVE TALKED TO PEOPLE WHO WORK OUTSIDE THIS BUILDING.



# Strategy & Scope: User Research

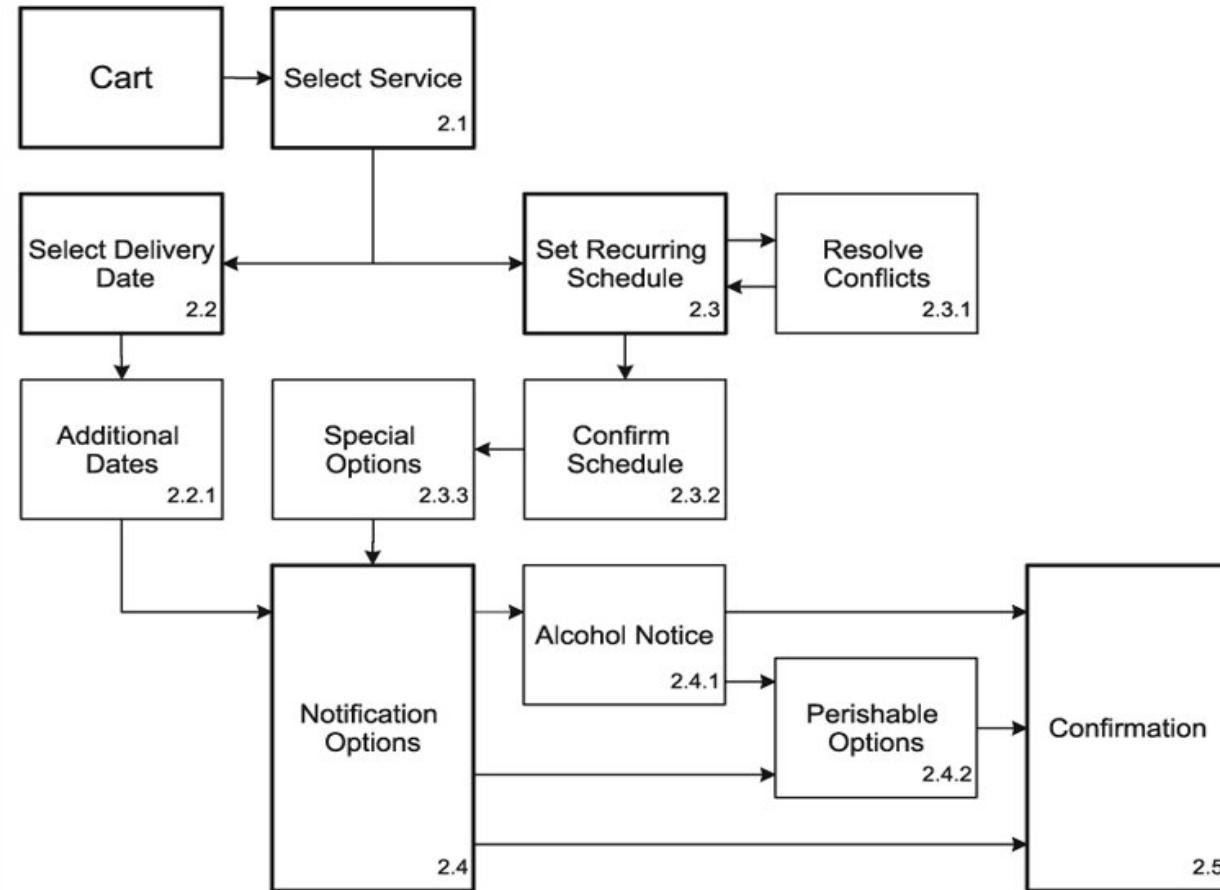
DEAR VARIOUS PARENTS, GRANDPARENTS, CO-WORKERS,  
AND OTHER "NOT COMPUTER PEOPLE."

WE DON'T MAGICALLY KNOW HOW TO DO EVERYTHING IN EVERY  
PROGRAM. WHEN WE HELP YOU, WE'RE USUALLY JUST DOING THIS:

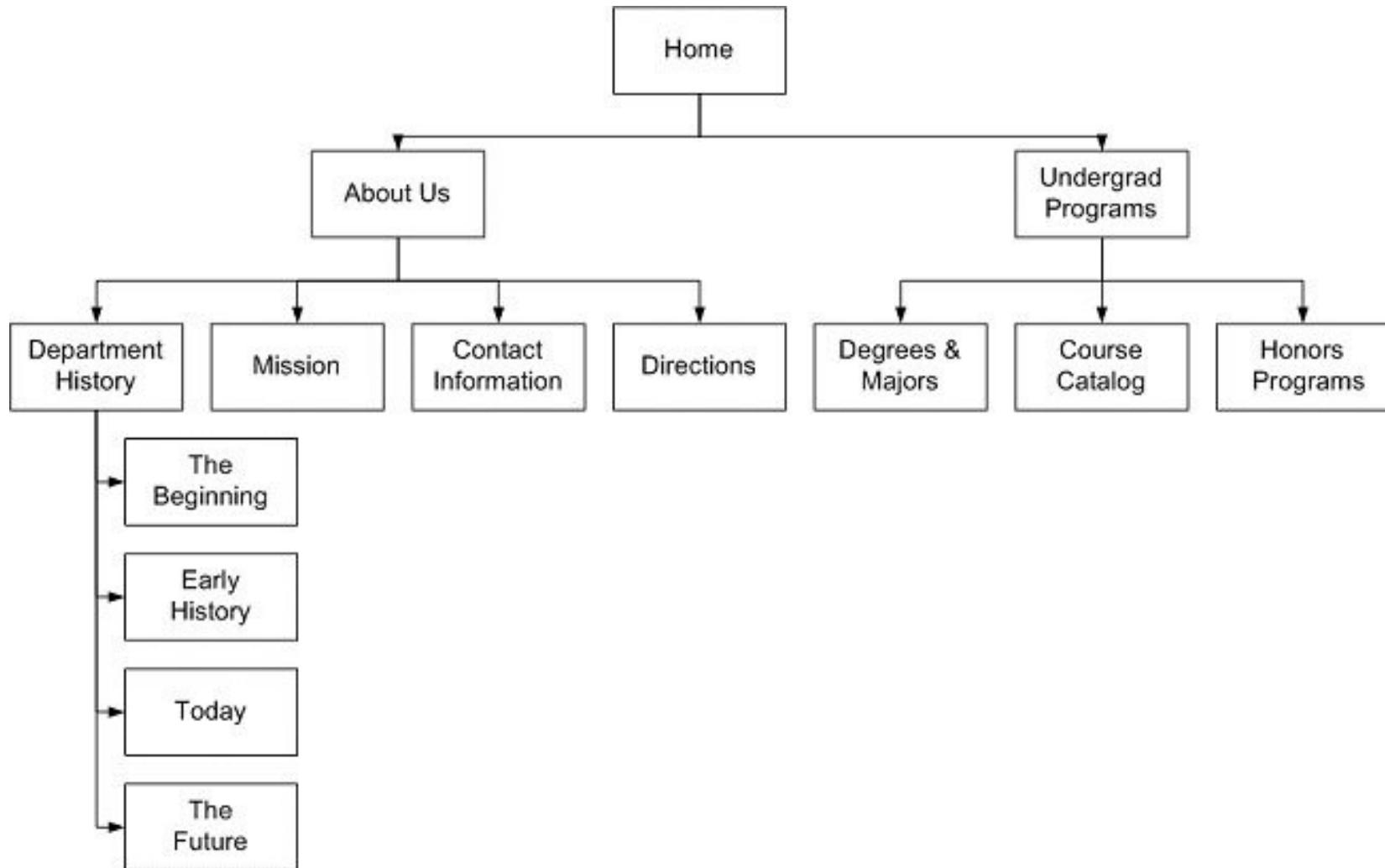


# Structure: Flow Charts

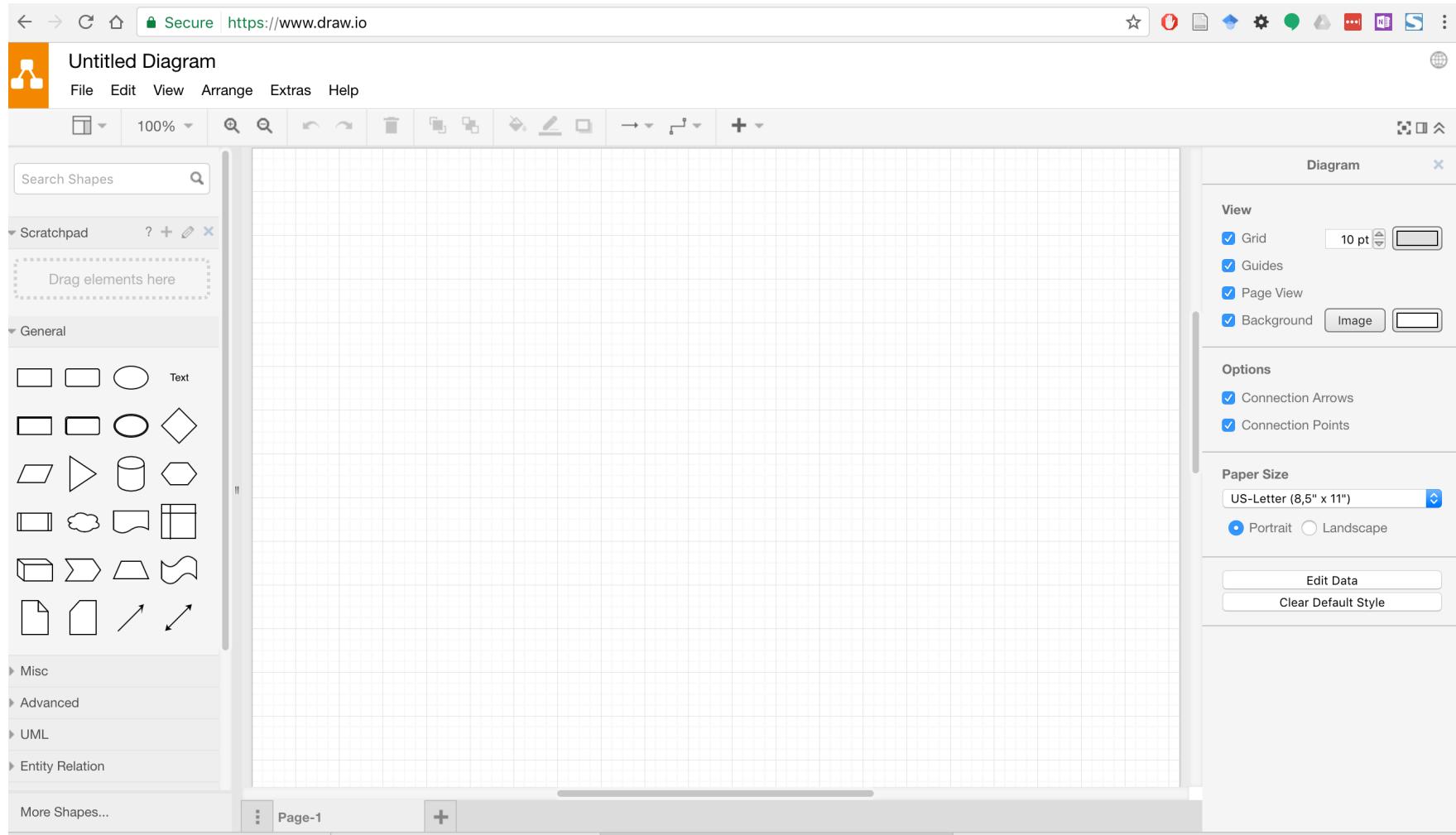
## 2.0 Grocery Delivery Options Flow



# Structure: Interaction Flow Diagram (IX)



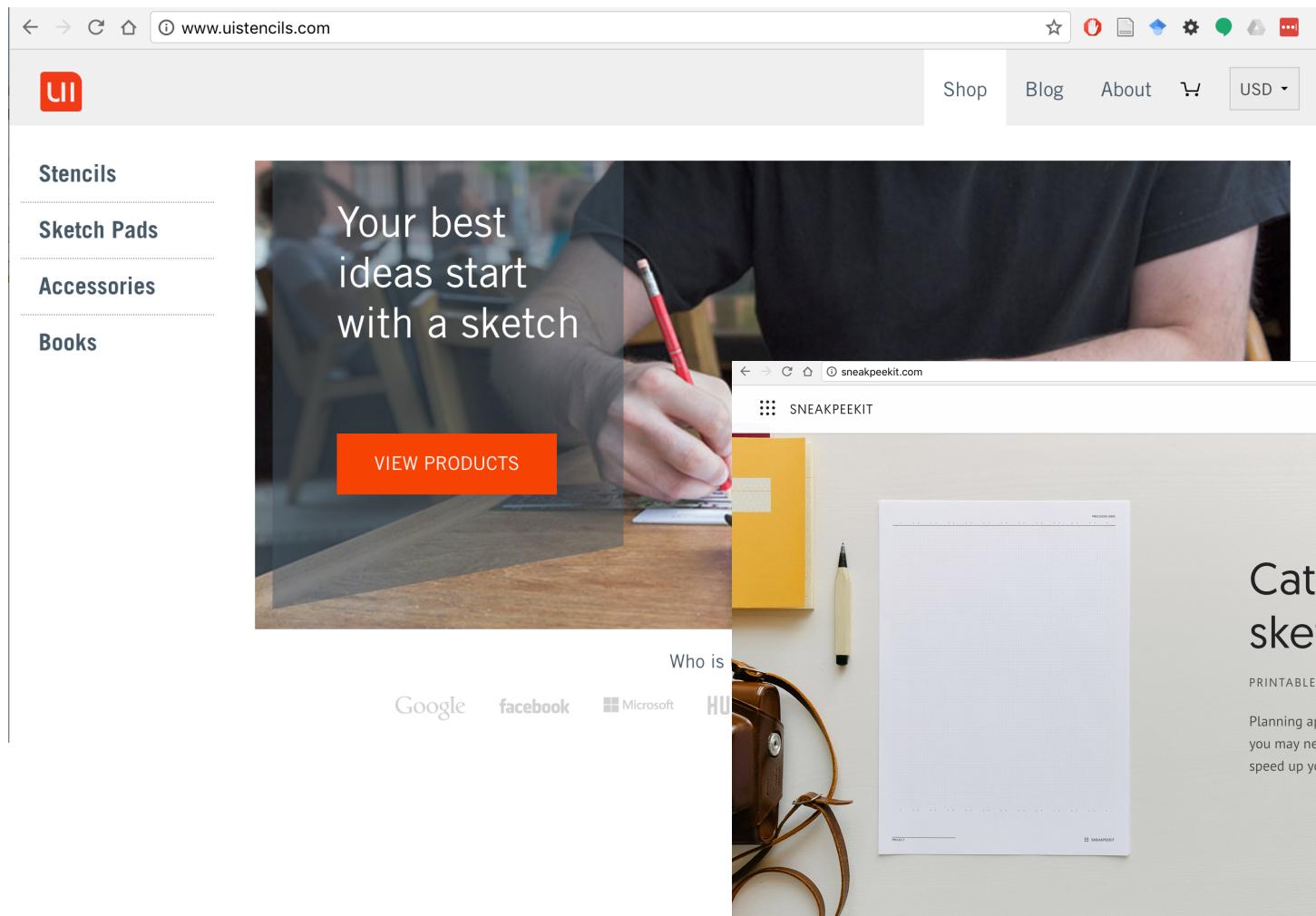
# Structure: Content/Site Map (IA)



# Structure: Flowchart Tools



# Skeleton: Wireframing



# Skeleton: Wireframing on Paper

Secure | https://developer.yahoo.com/ypatterns/about/stencils/

Home Mail News Sports Finance Weather Games Groups Answers Screen Flickr Mobile More

YAHOO! DEVELOPER NETWORK

Search YDN

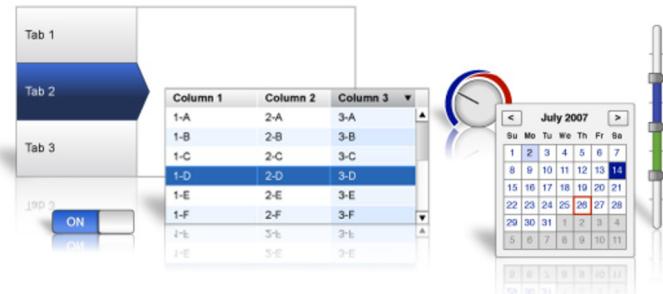
Search

My Apps Sign in

## Download a Stencil Kit

Yahoo Design Stencil Kit version 1.0 is available for OmniGraffle, Visio (XML), Adobe Illustrator (PDF and SVG), and Adobe Photoshop (PNG), and covers the following topics:

- Ad Units
- Calendars
- Carousels
- Charts and Tables
- UI Controls
- Form Elements
- Grids
- Menus and Buttons
- Mobile - General
- Mobile - iPhone
- Navigation and Pagination
- OS Elements
- Placeholder Text
- Screen Resolutions
- Tabs
- Windows and Containers



### Downloads



OmniGraffle



Visio (XML)



PDF



PNG



SVG

> LAYOUT

> NAVIGATION

> SELECTION

> RICH INTERACTION

> SOCIAL

### Discuss the Stencil Kit

#### MORE ABOUT PATTERNS

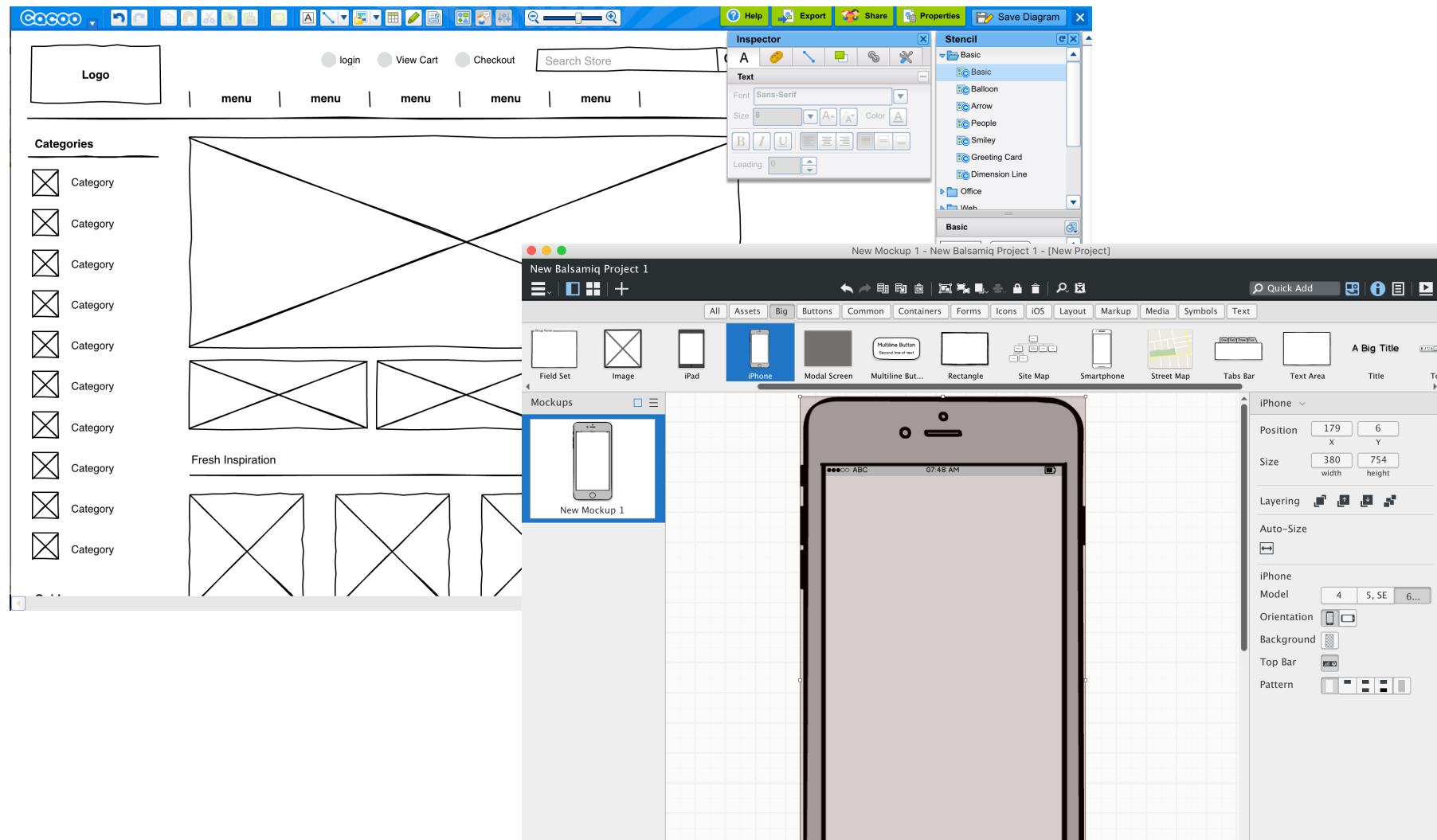
##### About This Library

- Getting Started
- Every Pattern
- Design Stencils
- Code for Patterns
- Related Books
- Other Libraries

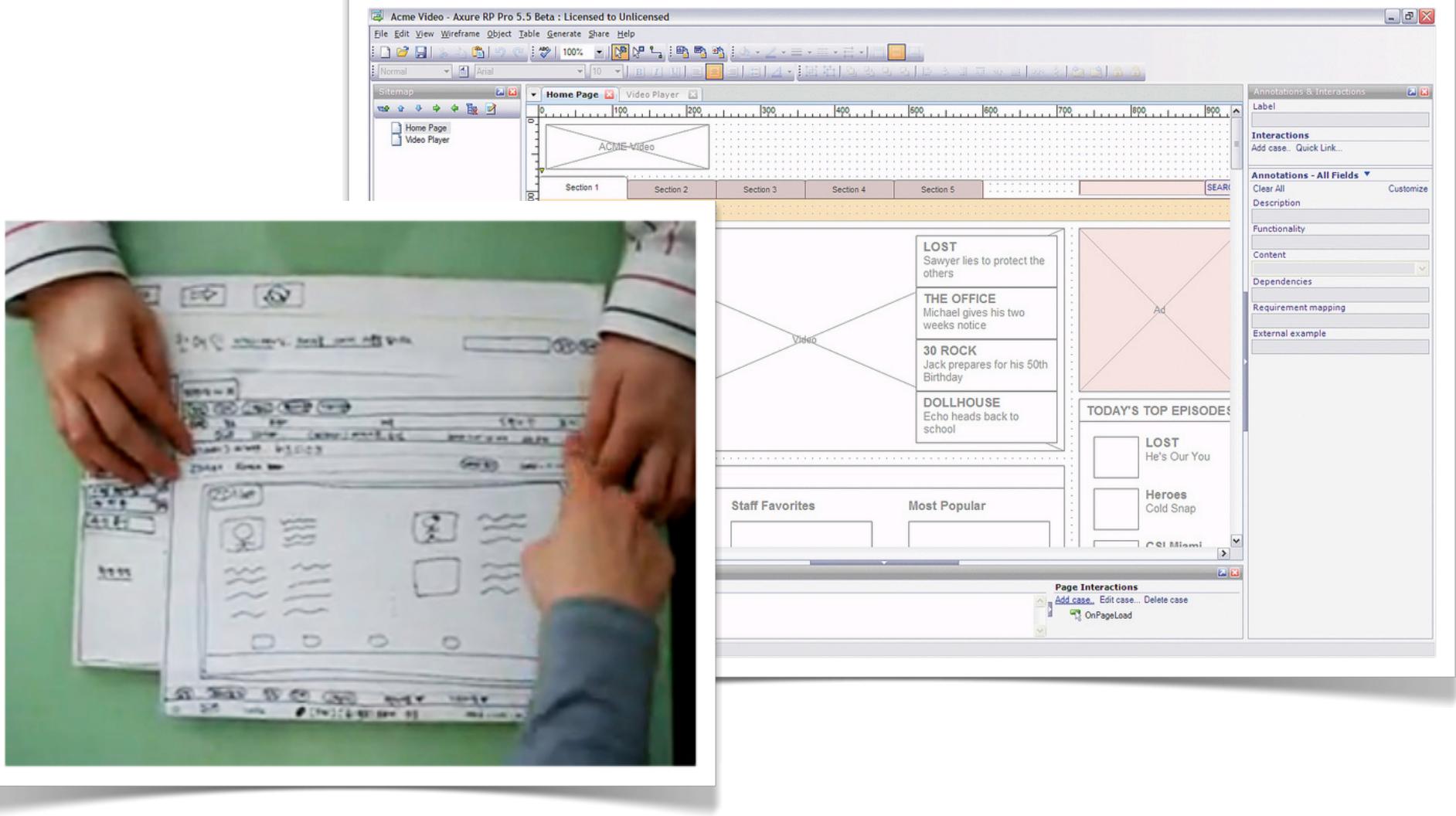
##### Community

- Forums
- Blog

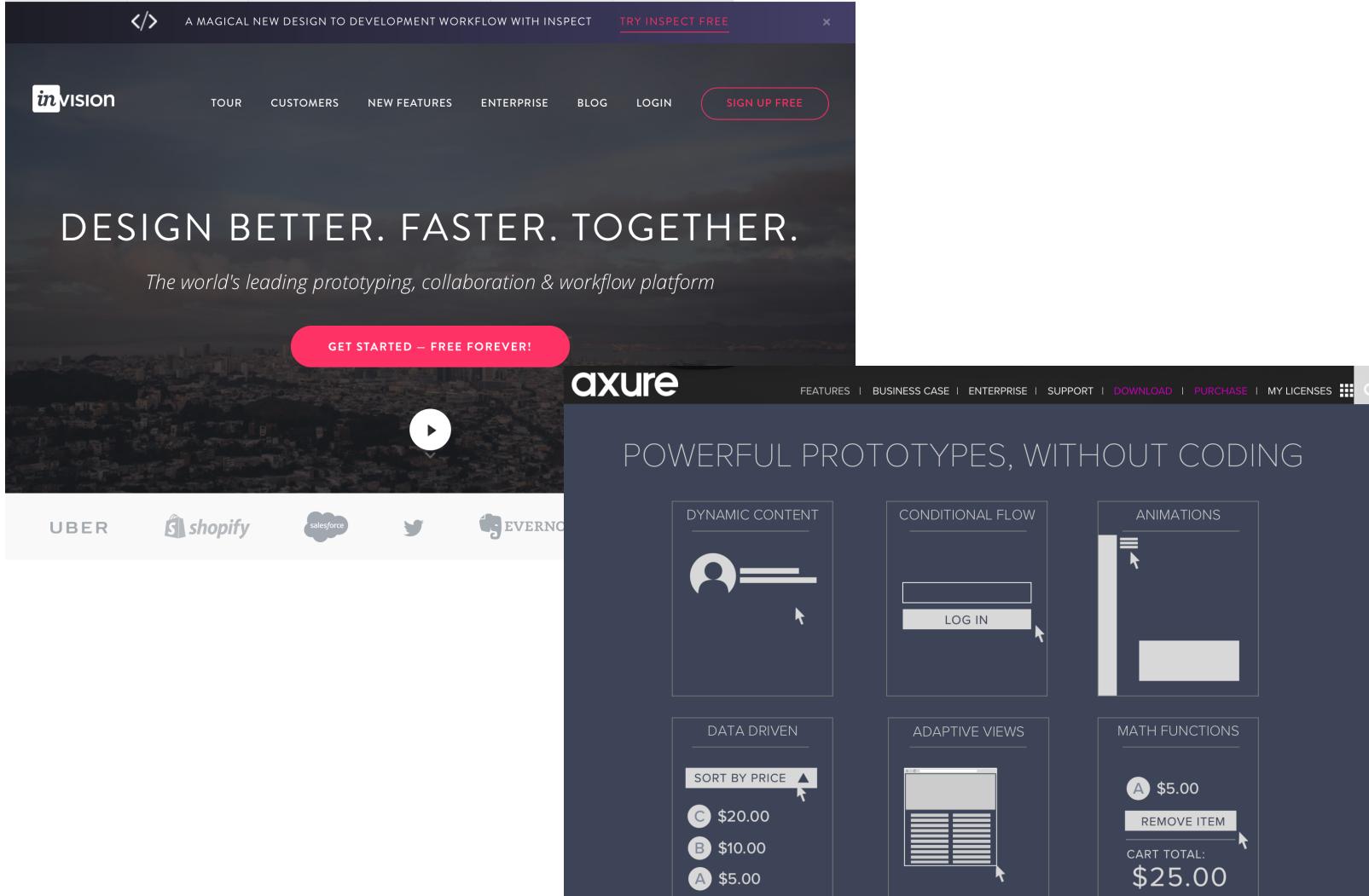
# Skeleton: Wireframing Stencil Kits



# Structure: Wireframing Software



# Before Surface: Paper Prototypes



# Surface: Prototyping Software

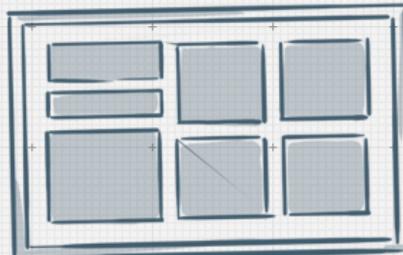
# Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

## ■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

# Surface: “Style Tiles” Approach

[Back](#)

## Design the Web: Layer Comps

[Down](#) [+](#) [Up](#)

## Introduction

0m 46s

[Introduction to layer comps](#)

in Photoshop

[About the exercise files](#)

0m 24s



## 1. Working with Layer Comps

12m 32s

[Simulating a navigation menu](#)

rollover



3m 4s

[Combining layer masks with](#)

layer comps



1m 41s

[Combining layer effects with](#)

layer comps



3m 5s

[Simulating a video lightbox](#)

1m 22s

[Simulating movement](#)

onscreen



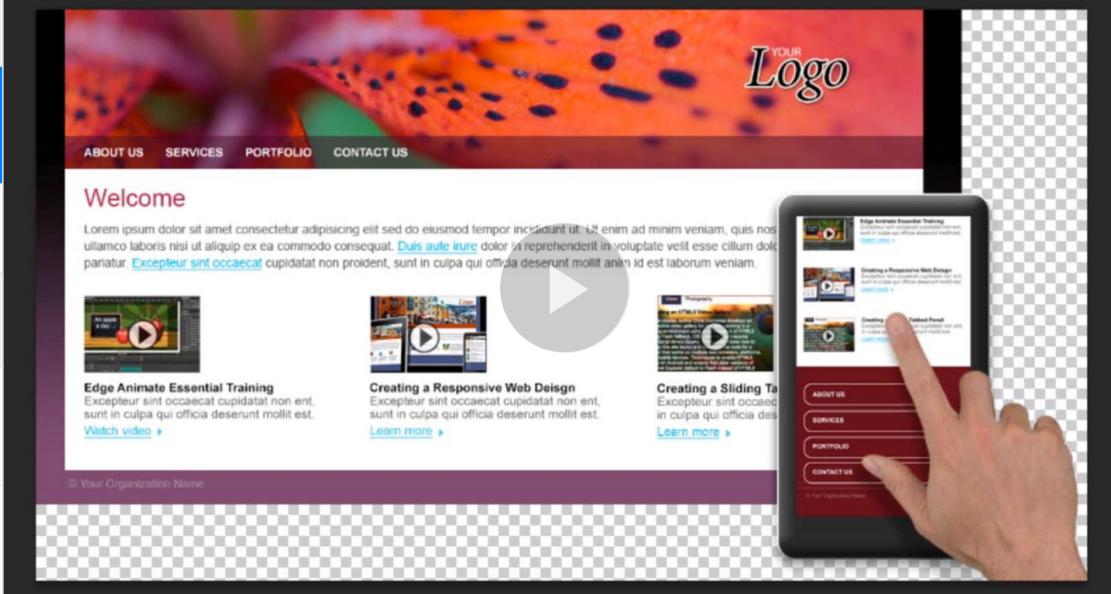
2m 10s

[Updating existing layer](#)

comps



1m 10s



## Description

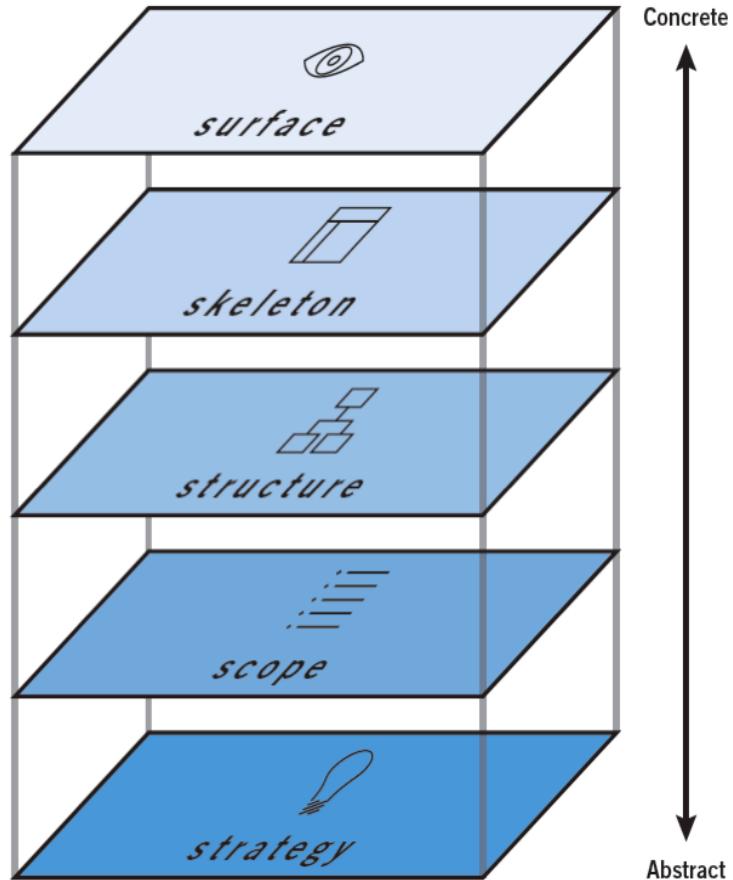
## Author

## Suggested Courses

Discover how to use Adobe Photoshop layer comps to storyboard your interaction designs. Author Chris Converse shows how to create and modify multiple states of your Photoshop file to simulate user feedback, movement, and device interaction, all while working in a single PSD file. Once your design is complete, the course demonstrates how to export your layer comps to multiple files, export a multipage PDF file, and even access Photoshop layer comps from within InDesign.

Author **Chris Converse**Subject **Design, Web**Software **Photoshop**Level **Intermediate**Duration **26m 5s**Released **Feb 11, 2013**Updated **Dec 1, 2014**Progress **<1%**This course was created and produced by Chris Converse.

# Surface: Photoshop for Comps



CSS: All surface-level characteristics, and the layout of the skeleton

HTML: All content, and the elements of layout

Where do HTML and CSS fit in?

Content (database)

Structure (HTML)

Presentation (CSS)

Separation of Concerns