Design 3/7

User Experience is similar to Product Design

UI is Visual Design

Interaction

1. Familiarity and Sizing
   1. Look at the standards for iOS Design standards
   2. Interview questions: quiz on standards
   3. Navigation bar: 88px
   4. Font sizes
   5. Look at the design on your phone
2. Screen Dimensions
3. Scoping the Solution
   1. Airbnb – take professional pictures of listings
   2. Continue to iterate
   3. Medium post- the inspiration lie
   4. Low fidelity prototypes: simple sketching
      1. Toolbox
      2. Brainstorming
         1. Quantity > quality
         2. Post-its! With pictures may inspire others
         3. Have a facilitator: direct discussion
         4. Group ideas can be helpful
         5. Ex. 100 ideas in 40 min
         6. INFO 3450: WAAD – work affinity diagram
      3. Storyboarding
         1. Covey ideas effectively; doesn’t need to be pretty
         2. How people enter/exit the problem
      4. Journey map, Flow map, etc
         1. What the user sees vs What they do
         2. When they go next / What do they do next
      5. Personas
         1. Personas: come up with fake person that uses your product
         2. Archetypes (typical person) NOT stereotype; do after user interviews
         3. Examples: **primary (primary user)**, **secondary (likely user)**, supplemental, customer (parents buy the toys for the children, consider parents and children), served, negative
      6. Sketching
         1. Wireframes: don’t skimp on!
      7. Paper prototyping
         1. Make paper assets
         2. POP app – prototyping on paper app
      8. Rationalizing Low Fidelities
         1. Intent vs. outcome
         2. Don’t forget ideas
         3. Optimize speed
         4. Still too early for visuals
         5. Universal designs Research (book)
4. Resources
   1. Use templates for iOS

3/14/16

1. Medium Fedelity
   1. Are your changes serving the intent
   2. Is the responsibility on the user or application
   3. Interfacing between applications can also be good UX – use Yelp, don’t try to create a whole new Yelp for you app
2. Visual Design
   1. Back and White first
   2. Double your whitespace
   3. \*Treat text as a user interface – subtitles/titles, spacing, fontsize (think about heiarchy)
      1. 1.5x height of font is ideal white space between paragraph lines
      2. Color: paragraph, lighter/less intense color
      3. Familiarity principles
      4. Type Hierarchy
         1. Increase Visibility: big, bold, caps
         2. Decrease Visibility: small, less contrast, less margin
            1. Less contract: decrease opacity to 0.8!
         3. Limit to 3-5 font sizes
         4. Use modular font, 1.5x size of the previous one
      5. Wire Frames
      6. Medium Fidelity = move quickly
      7. Magic move – keynote?
      8. inVision – best, but expensive
      9. Become proficient in framer.js
      10. Process: Sketch to framer.js
   4. Sketch
      1. Use UI kits – premade elements
      2. Find fonts with multiple font weights!

3/21/16

1. Story centered design
   1. UX comes from user to interaction
   2. Should give a flow not just mockups
2. Atomic design
   1. Atoms: label, input, button
   2. Molecules: creating a search the site bar
   3. Organisms: Make the page
   4. Brand Frost
3. Patterns
   1. Table Views: one type of info (ex. Fb newsfeed)
      1. Cards vs. Cells
      2. Organization
         1. Prismatic: list view for news is much better (for mostly text)
         2. Grid View: more picture based
      3. Inputs
      4. Creation
         1. Events
      5. Warnings
         1. Are all input fields necessary
            1. Sign up drop-off dec 50% by getting rid of some fields and making 2-step
         2. How to optimize
      6. Navigation Patterns
         1. Global
            1. Hamburger menu – less user interaction

Remember the context of situation

Less user interaction bc more things hidden

* + - * 1. Tabbed/Bottom navigation
      1. Local Navigation
         1. Master vs Detail View

User can see more if they want – Info 4240

* + - * 1. Segmented Buttons
    1. Philosophy of Homogenous Design
       1. Better to have similar designs for the sake of your user
    2. Critique
       1. Frame – people may not be familiar
       2. I need help with flow for this point/ visual design for this…
       3. Audience

4/4/16

1. Padding
   1. Use padding that is 1,1.5,2,2.5 spacing based off smallest font
   2. Ex. Google ventures – consistency
   3. Spacing measurements
2. Typography
   1. Font Pairing
      1. But most fonts will have one font
3. Color
   1. Segregating sections
   2. Don’t make everything the same lightness – use to make hierarchy
   3. Priority Levels- primary action is add; secondary is cancel (let likely to cancel a person)
   4. Always have a primary action in a given model