

Designing great websites.

SUNNY PATEL

Little about me

- ▶ Developing websites 4 years ago
 - ▶ Before frameworks and generators
 - ▶ Deeper understanding of the internal works
- ▶ Worked for & led companies develop websites

Background

- ▶ User interface – How a user can interact with a computer.
 - ▶ Mouse clicks, keyboard input
 - ▶ Buttons, text boxes & dropdowns.
- ▶ User Experience – How a user feels about the entire process.



Overview



- Learn about client
- Passions
- Goals
- Focus



- Wire framing
- Black & White
- Sketches
- Add color
- Testing



- Coding



- Move to production
- Security & User load checks



- Maintenance
- Updates
- Collecting user data

Design

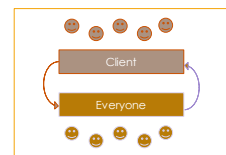


"Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works."

- Steve Jobs

Discovery

- ▶ Learning about the client
 - ▶ What is important to them?
 - ▶ What is their passion?
 - ▶ What is the purpose?
 - ▶ What problems are they facing?



Information Design

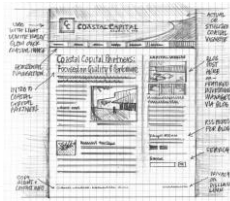
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- ▶ How to organize information
- ▶ Information hiding
- ▶ Best way to represent data

LAYOUT

Wireframes

8



- ▶ Show structure
- ▶ Quick and easy editing
- ▶ Black and White only
- ▶ Functionally > Look & Feel
- ▶ User interface

Color

9

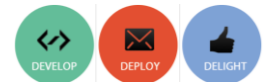
- ▶ Grab user's attention only when needed
- ▶ Can get tricky
- ▶ Color can help:
 - ▶ Hide even more information
 - ▶ Highlight relevant information



Case studies & Recycle

10

- ▶ No experience users do testing
- ▶ Does it meet expectations ?
 - ▶ Auction : could the user find what he/she was looking for ?
 - ▶ Social : how long did the user spend on the site ?
- ▶ Solve the problem?
- ▶ Repeat...



only then do we sign our work.

Designed by Apple in California