UI/UX DESIGN

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UI Design Tips
Part 1

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- The succeeding slides feature some of the useful design tips curated by Steve Schoger.
- He is a visual designer from Canada and has a published book and video course called Refactoring UI with Adam Wathan.

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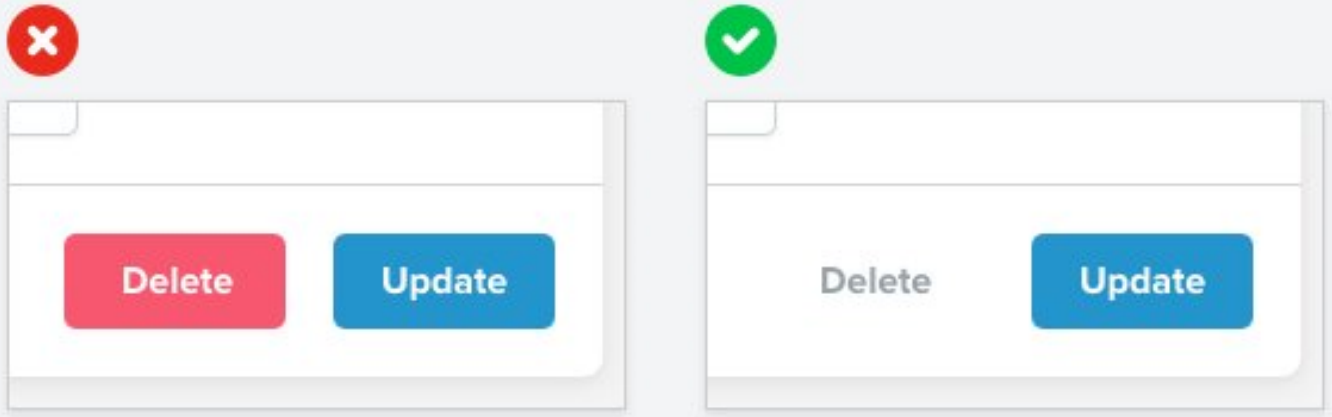
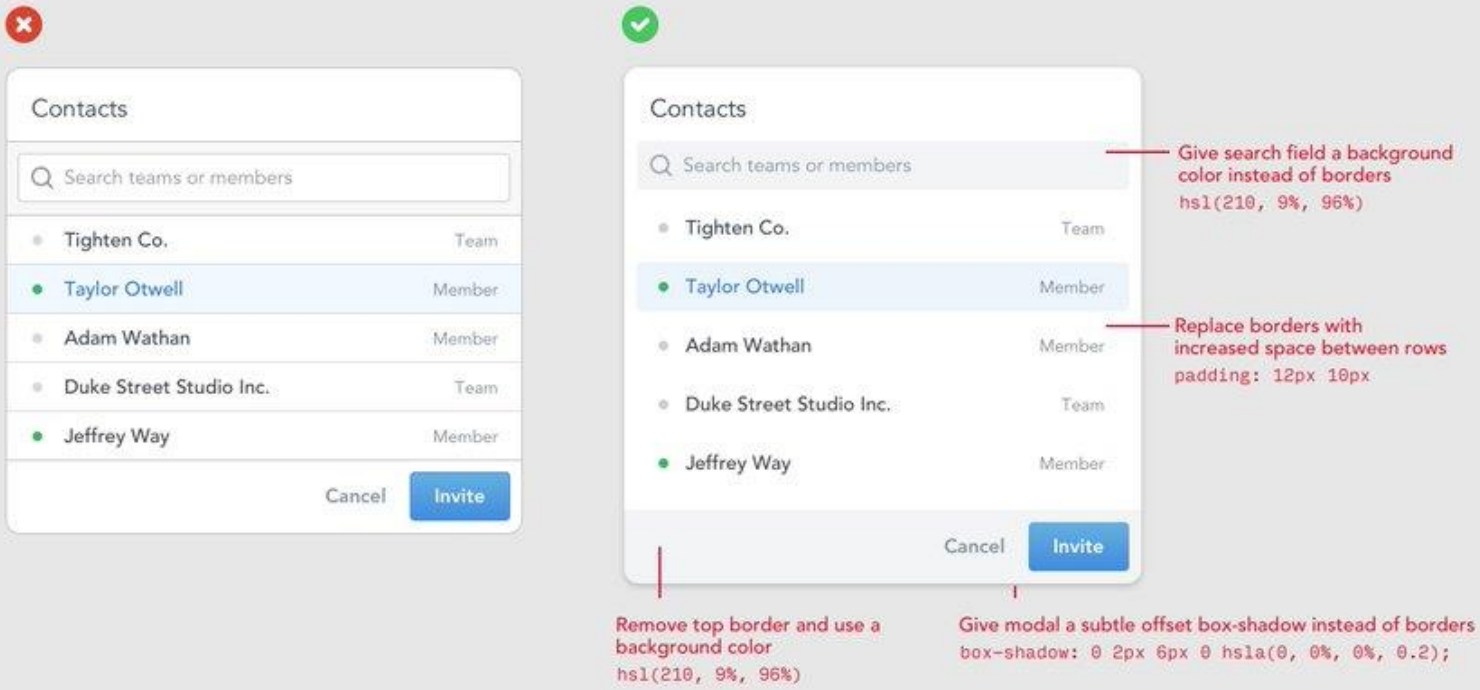


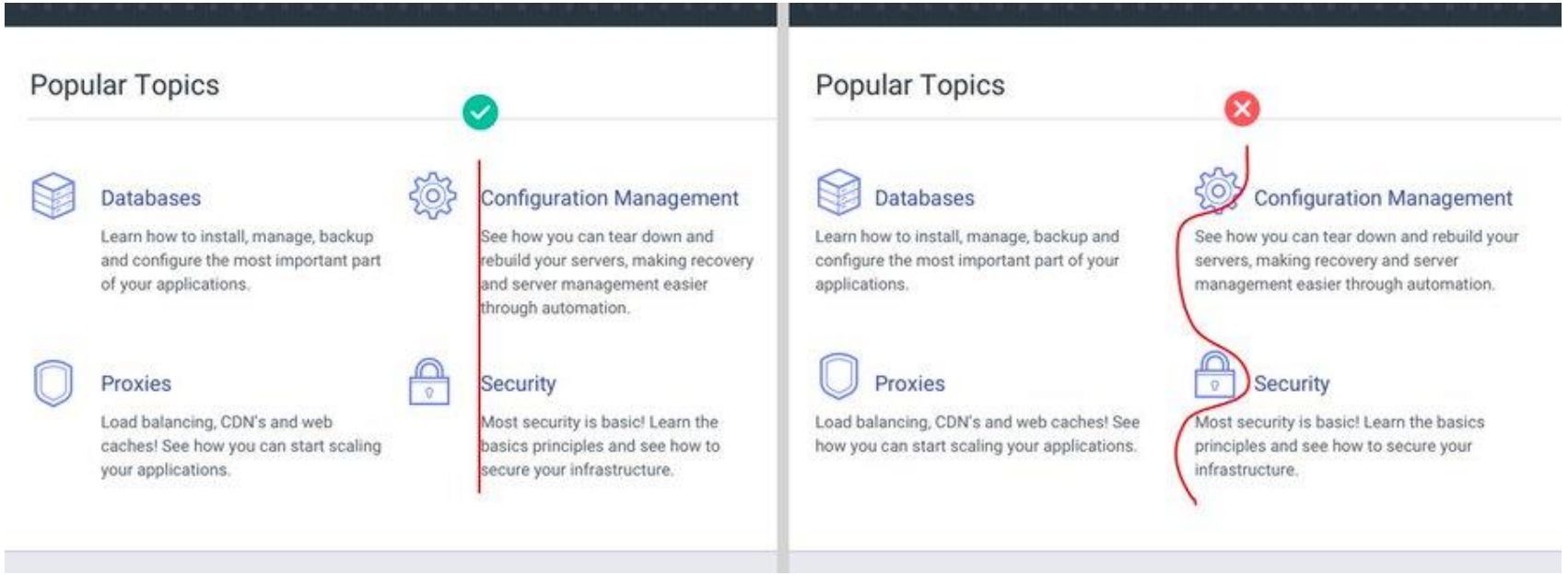
A subtle link for negative secondary actions often works better than a big bold button.

Secondary actions offer an alternative to the primary action, so they are given less visual emphasis. It’s common for a secondary button to have an outlined container with no fill, or no container at all. The user will be able to find the secondary button, but it will not be as noticeable as the primary button.

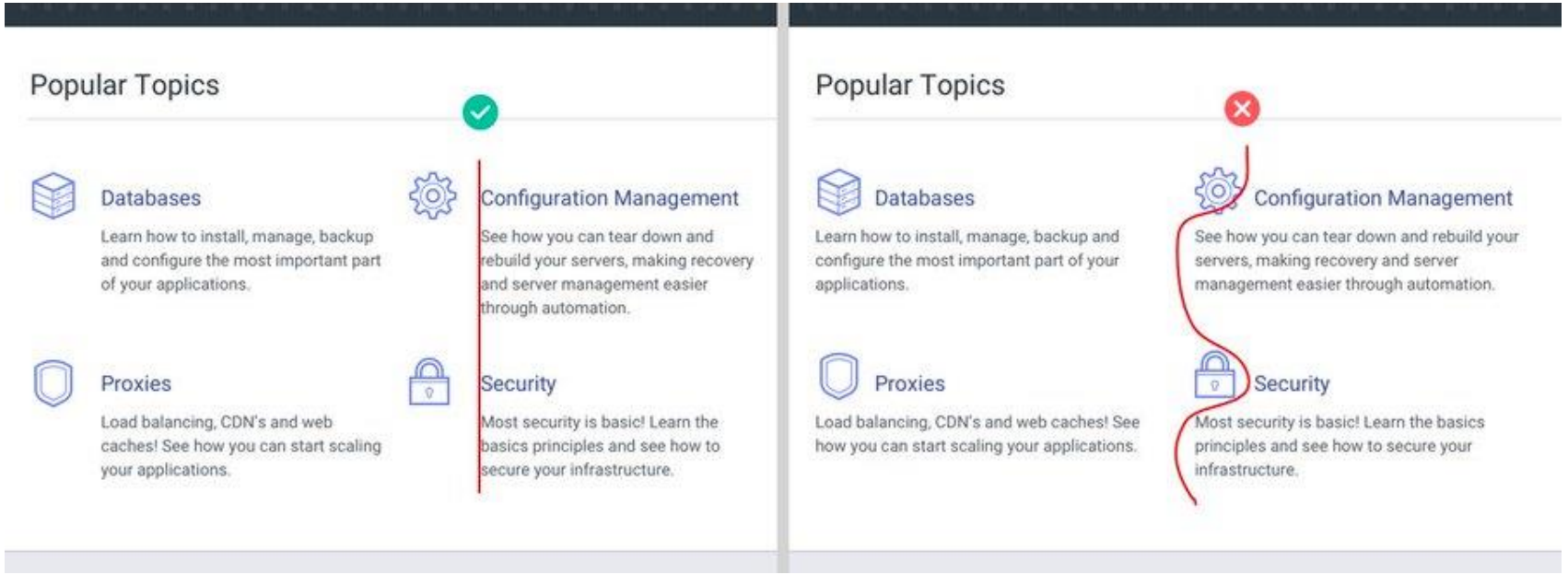
Source: https://www.codecademy.com/resources/docs/uiux/button



Too many borders can make a design look really busy.



Aligning text is an easy way to clean up your design and make your content much more scannable.



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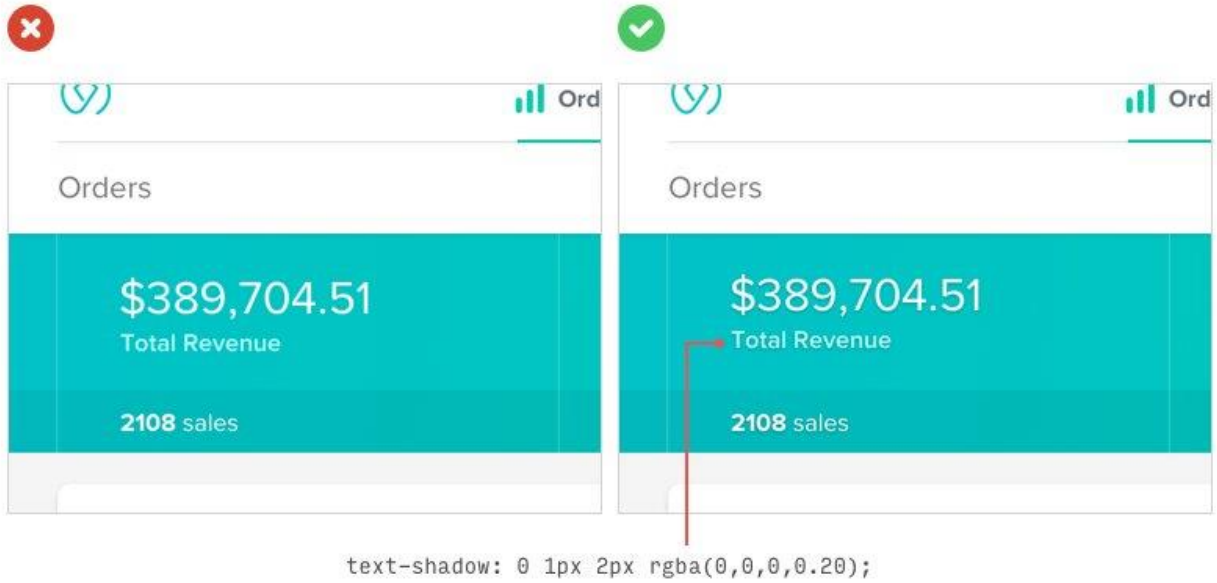

Adding a subtle shadow to white text when on a bright background not only makes it more legible but helps it 'pop' more.

Visit this site to see more of Schoger's UI design tips:
https://digitalsynopsis.com/design/useful-ui-ux-design-tips/

UI Design Tips
Part 2

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- The succeeding slides feature some of the Do’s and Don’t for UI design written by Ayushi Verma – a UX Engineering Analyst at Accenture
- She created a three-part series regarding the aforementioned topic at Medium

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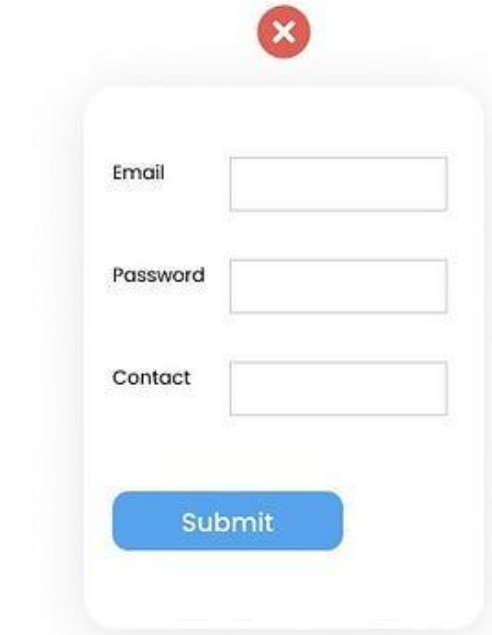
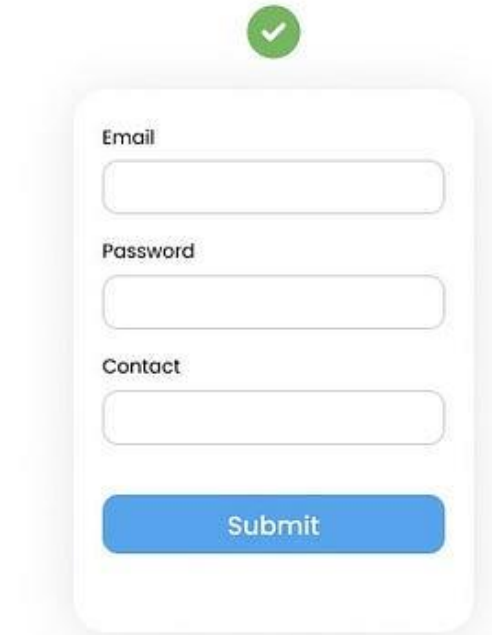
Horizontal Alignment

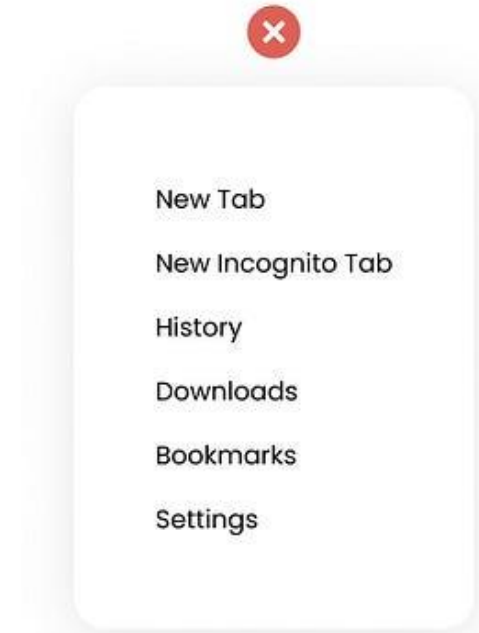


Zig-Zag alignment looks very hard to follow and unprofessional.

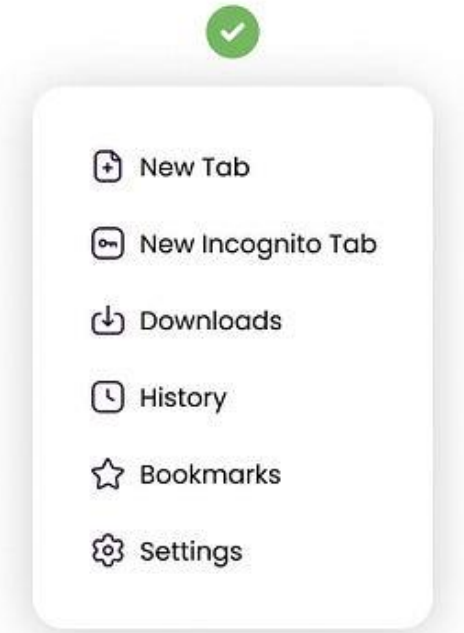


Horizontal alignment increase readability and makes the design feel consistent, help filling details much faster.

Icon-Label Representation

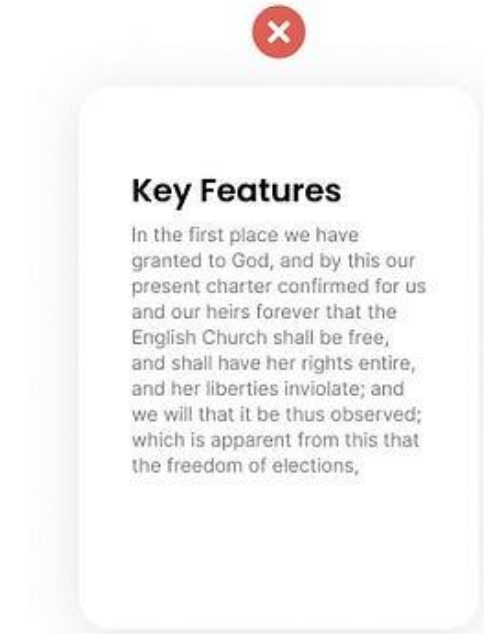


Avoiding visual elements like icons makes the UI look complex and dull.

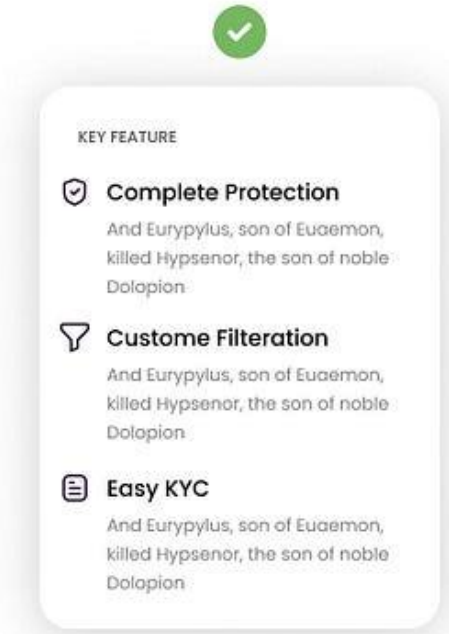


Adding icons with labels represents rational UI.

Breaking Up Content



Avoid using only text and long paragraphs, this reduces readability.



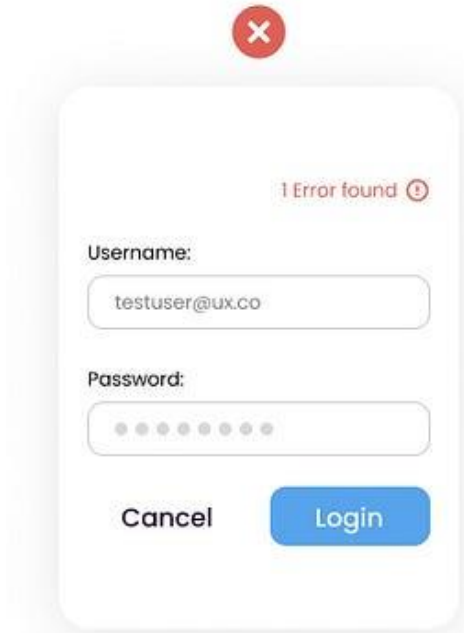
Use of small text with heading and icons helps user quickly scan through important details.

Progress Bar

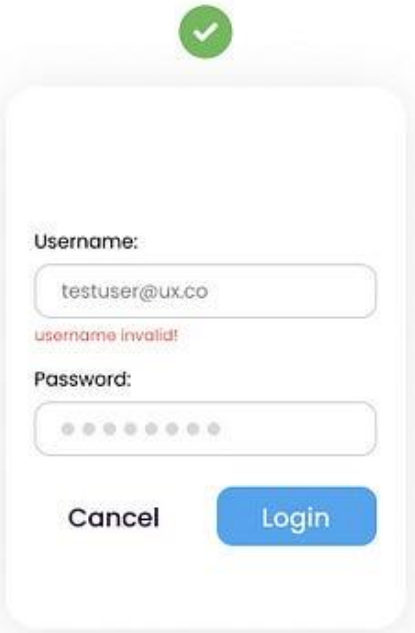
With such UI, user won't be able to track the progress or flow.

Giving a process bar at the top, helps user know where they are in the process.

Guiding Error

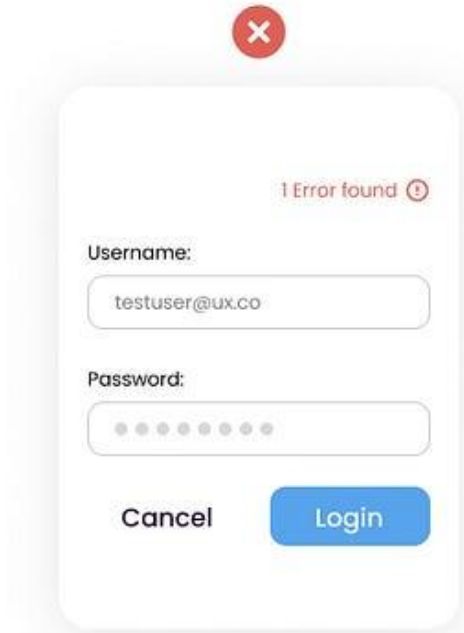


Here it is very difficult to locate the error and reason for it.



This shows where and why the error occured

Guiding Error



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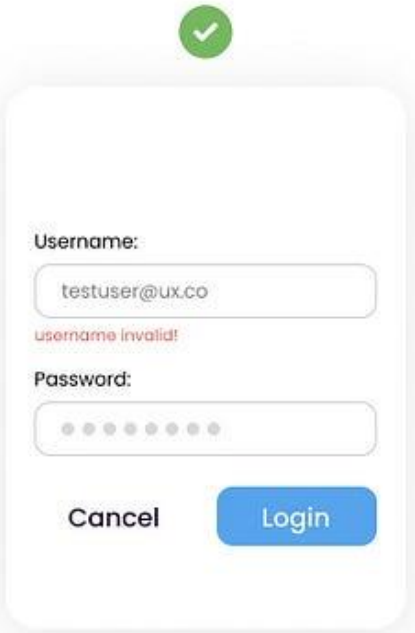

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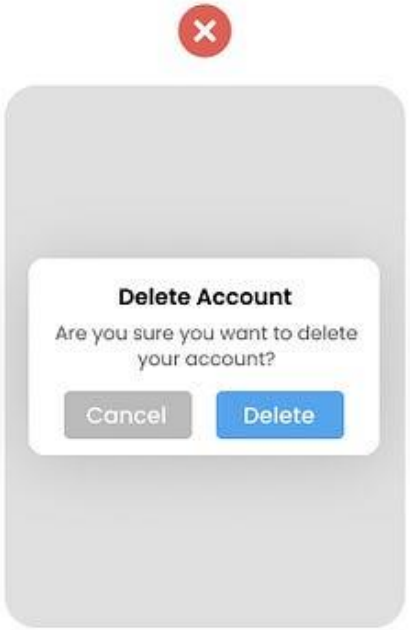
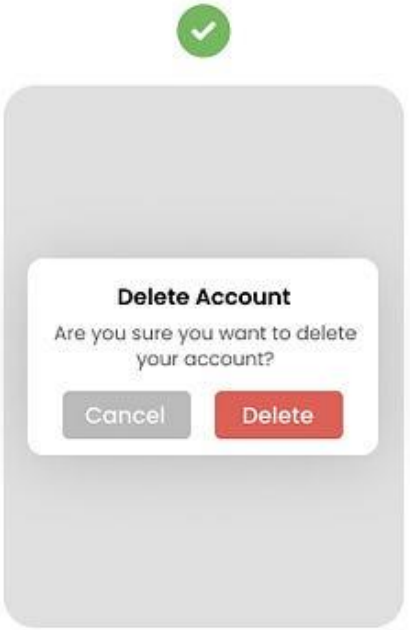
Color Psychology

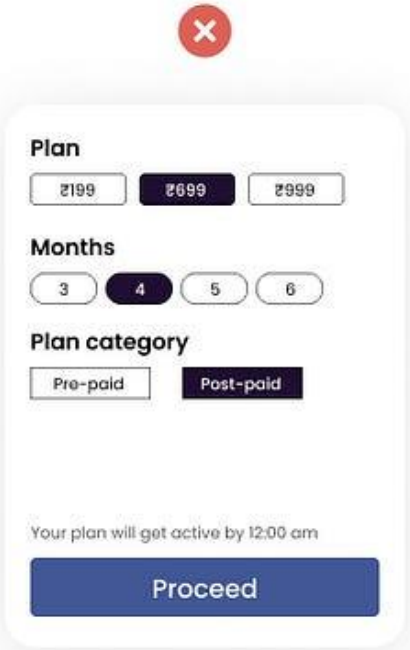


Avoid using different colors specially for the destructive actions like Delete, Remove or Bin/Trash.

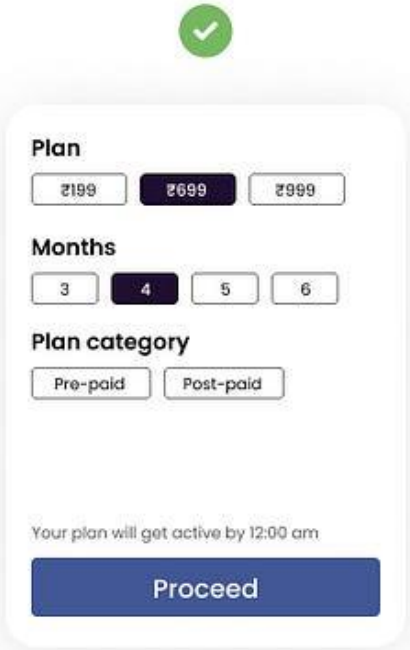


Red color is symbolised for alerts, danger and warning. Using Red for Delete will make the user cautious about the action to be taken for any destruction like Delete.

Consistency



Consistency is the key to a successful UI. Here the UI and UX both are worsen due to inconsistent design elements.



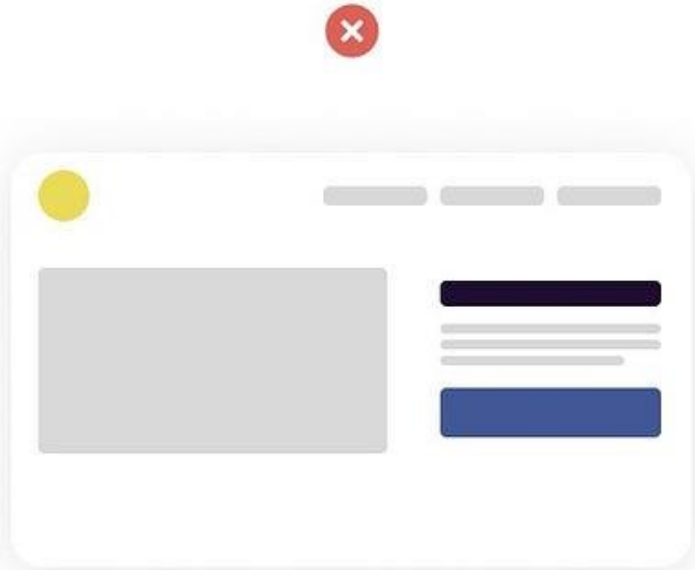
Using consistent elements makes the UI and UX feel good.

Color with Mode

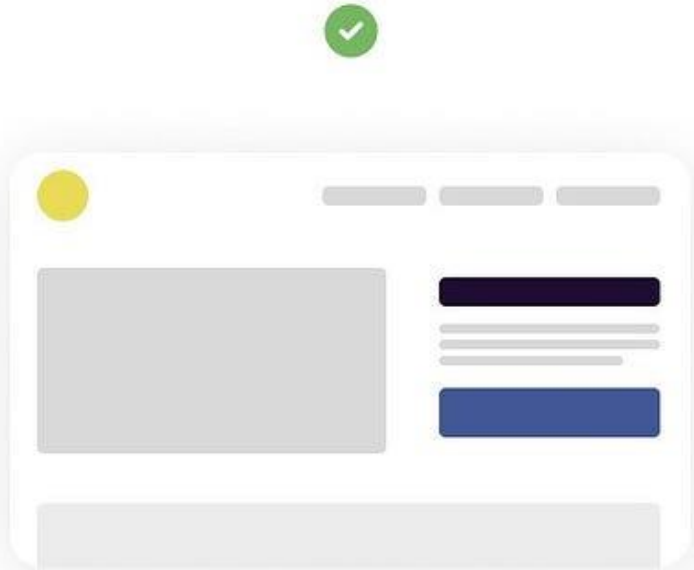
Avoid using same color palettes for both Light & Dark mode. This might disrupt the contrast on different mode.

The best way to balance the contrast on both Light & Dark mode is to have different color palette. Light mode should have bit darker shades and vice versa.

Prompt to Scroll

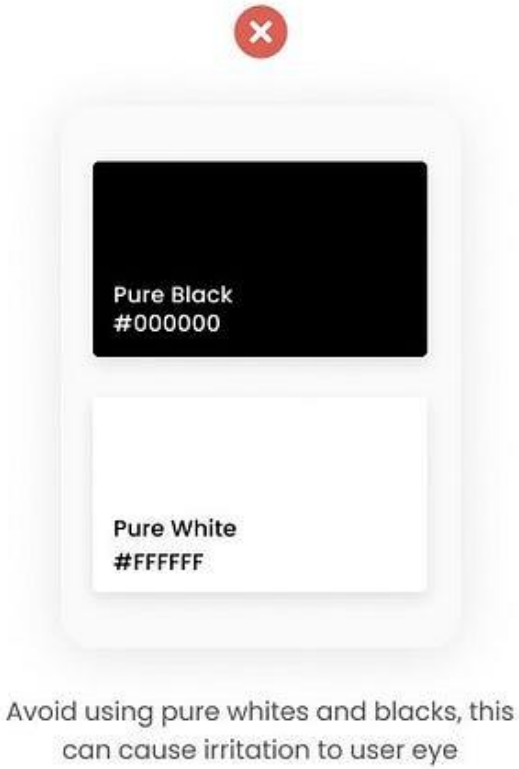


In case of too much space is left on the screen, avoid leaving it empty or unused.



You can utilise the unused space to prompt the user to scroll by adding visual element to it.

Say NO to #00000 and #FFFFFF



Avoid using pure whites and blacks, this can cause irritation to user eye

Instead of pure whites or pure blacks, use dark greys and off whites

Visit this site to see more of Verma's UI design tips:
https://bootcamp.uxdesign.cc/dos-and-don-t-for-ui-design-7e5c86c71cac

UX Principles

Visit this site to learn more about the UX principles:
https://blog.fibonalabs.com/7-psychology-theories-in-ux-to-provide-better-user-experience/

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- The succeeding slides enumerates some of the UX Principles as featured in an article titled “Psychology Theories in UX to Provide Better User Experience” written in 2022

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Von Restorff Effect

- It is a phenomenon that occurs when a different element among multiple similar elements is present, the user is most likely to remember that one different element.
- This law can be used to attract users by emphasizing specific information. But you shouldn’t overuse this law either. If you display too many differentiated elements on one page, the user can get distracted.

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CLOSE

prime

There's something for everyone

Prime Video
$8.99 /month

- Prime Video
- Ad-free music streaming
- Unlimited photo storage
- Unlimited reading

Prime monthly
$12.99 /month

- Prime Video
- Ad-free music streaming
- Unlimited photo storage
- Unlimited reading

Prime annual
$119/year

BEST VALUE

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- Unlimited reading

START YOUR 30-DAY FREE TRIAL

Are you a student? | Have an EBT card/receive government assistance?

Hick’s Law

- If the choices that the user has are complex, the time taken for the user to make a decision is much higher.
- Having simple choices and breaking down complex choices into simpler choices is the best way to resolve this.

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HARDER

- Vanilla
- Matcha
- Chocolate
- Coconut
- Strawberry
- Mango
- Oreo
- Pistachio

EASIER

EASIEST

- Vanilla
- Matcha
- Chocolate
- Coconut
- Strawberry

You need to give fewer options at one glance or in one section.

The Principle of Least Effort

- It says that users are always likely to choose an easier way to complete any job or action. Users are less likely to use any product that has difficult functionality.
- So, whenever a UX designer creates any flow for completing any job or action, they should keep this law in mind and keep things simpler. This will help your customers to take quick action.

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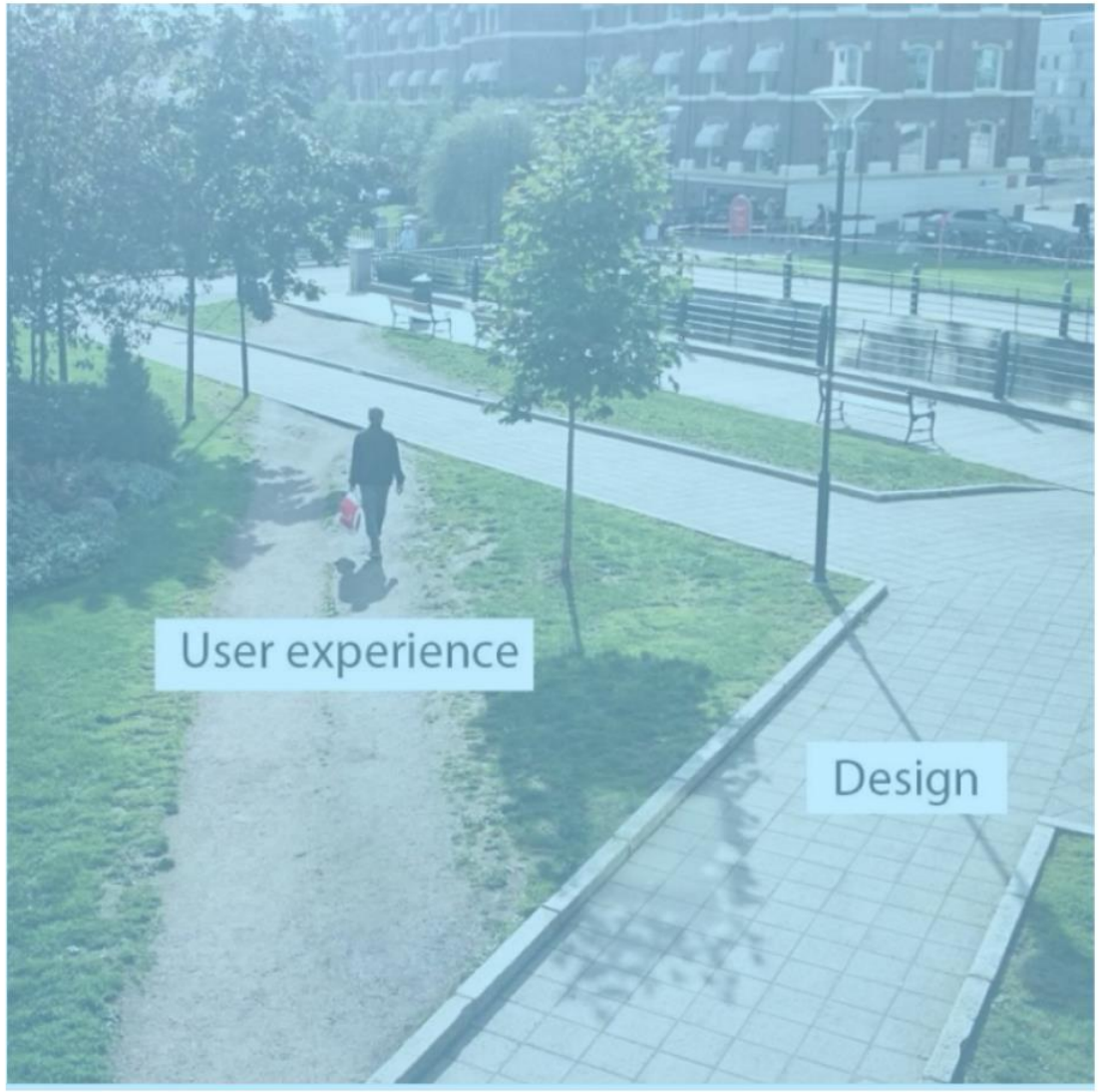
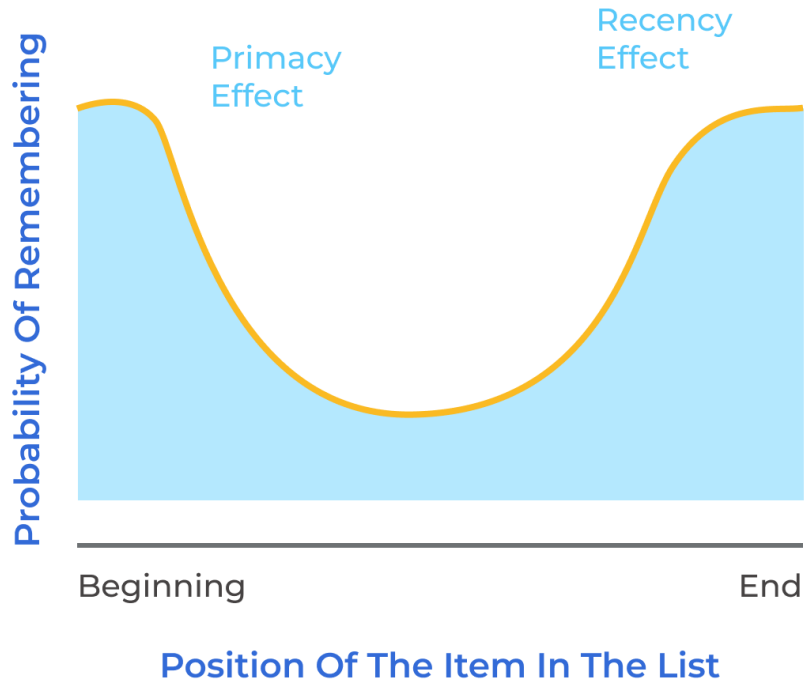

User experience
Design

The Serial Positioning Effect

- According to this theory, the human mind is more likely to recall the first or last piece of information.
- Suppose, there is a list of product names, and after some time you are asked for those product names. Then the probability of recalling the first/last information is higher than that of the middle ones.



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LIST OF PRODUCTS

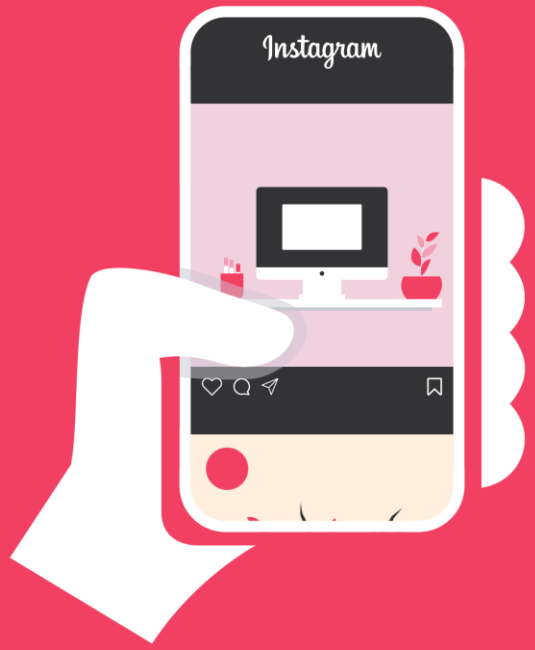
- [x] Watch
- [x] House
- [x] Car
- [x] Sugar
- [x] Headphones
- [x] Laptop
- [x] Laptop

RECALLING.....

- [x] Watch
- [x] Hous.
- [ ] .....
- [ ] .....
- [ ] .....
- [ ] .....
- [x] Laptop

The Principle of Perpetual Habit

- Users want to rely on a familiar routine or habit of completing any job or objective.
- To be precise, designers should always be considerate of the flow or the new function that they are providing to the users.
- If we are used to executing a specific action or reaction based on a memorized pattern, we'll repeat the action or reaction if the pattern appears again.



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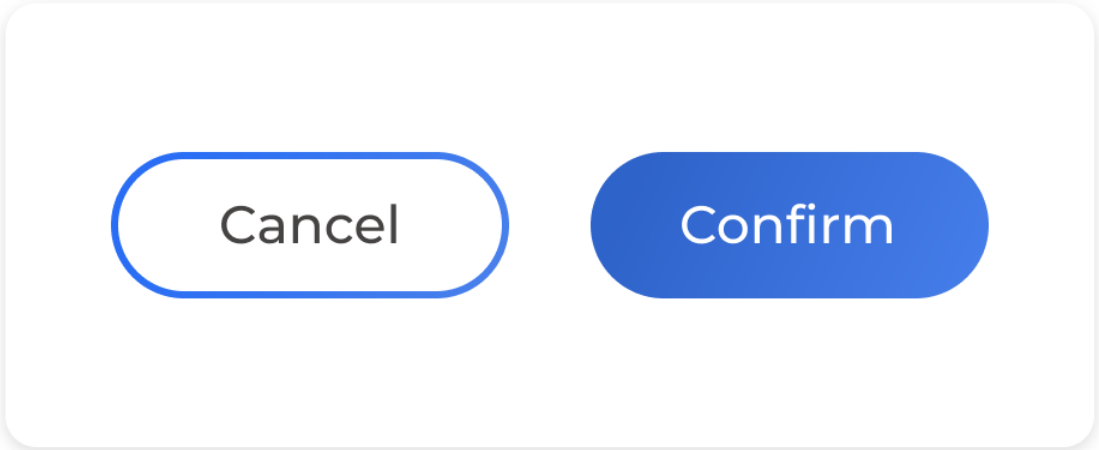
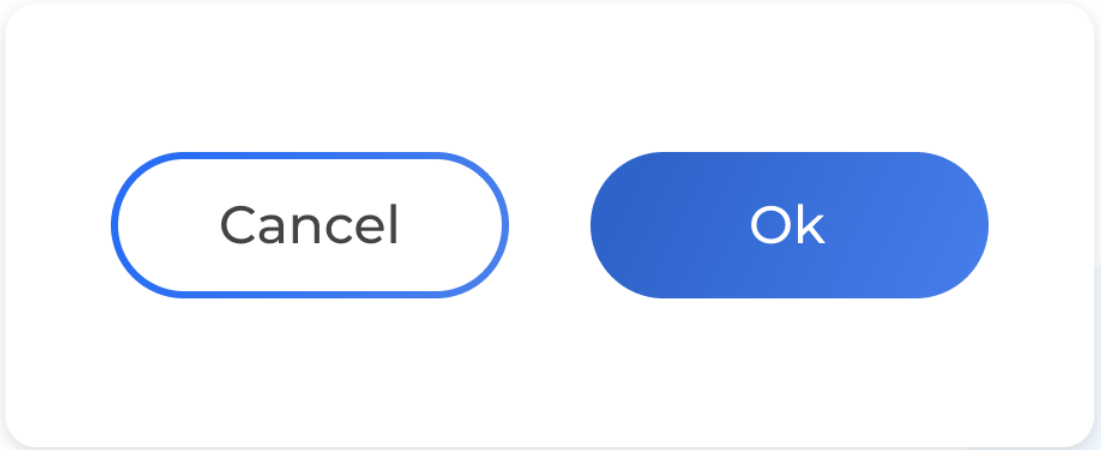
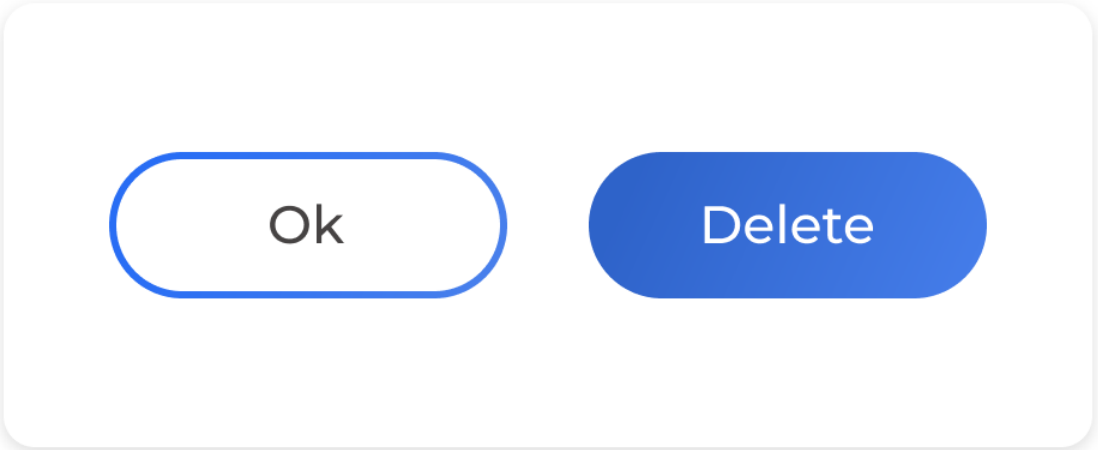
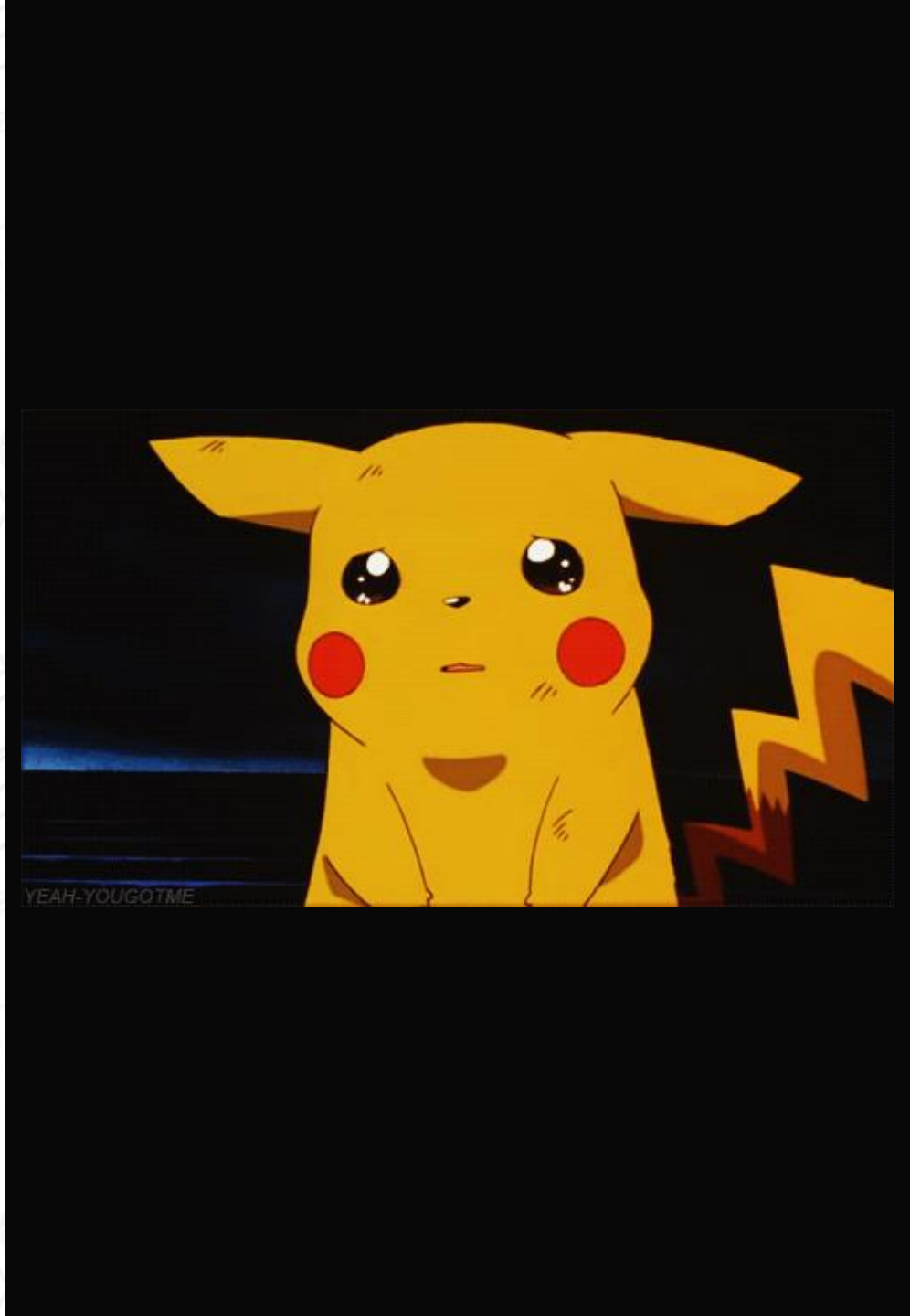

Cancel
Confirm


Cancel
Ok


Ok
Delete

The Principle of Emotional Contagion

- This principle refers to the emotional transfer from one to another. It says that individuals will copy/sympathize with the emotions/behaviours of others.
- For example, if you see someone crying then you may become sad or you may start crying. If you see someone laughing you may laugh or smile. Because emotion is contagious.



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duolingo | Free language education for the world.

Language Bird is crying.

Learn Italian today or he will eat a poison loaf of bread.

The next email will be a funeral e-vite

Design Systems

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- A design system is a collection of reusable components with clearly defined standards for use.
- These components combine pattern libraries, colors, and fonts with standardized design principles to help companies achieve consistent visual design at scale.

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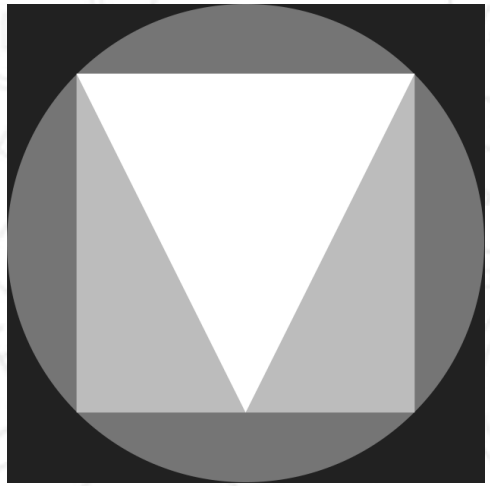
Design systems of known companies or organizations



Material Design
by Google

Link:
https://m3.material.io/

Carbon
by IBM

Link:
https://carbondesignsystem.com/

Spectrum
by Adobe

Link:
https://spectrum.adobe.com/

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Useful Resources

Design Resources

Link: https://designresourc.es/

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Realtime Colors

Link:
https://www.realtimecolors.com/

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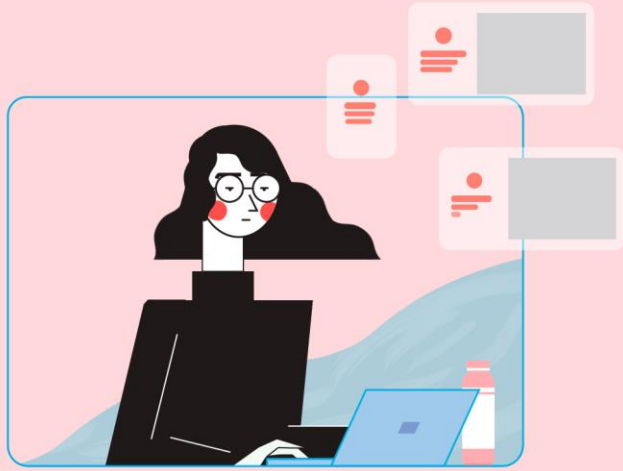
Activity

Creating your own Portfolio Website

- Your task is to create a wireframe(s) and mood board for your own portfolio website featuring your previous works/projects



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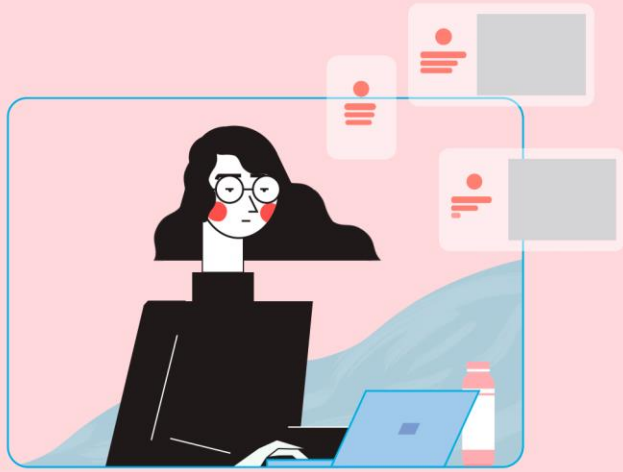
Creating your own Portfolio Website

- The website must have the following contents:
  - Hero section
  - The services that you offer
  - Portfolio of work
  - About me section
  - Reviews or testimony from clients
  - Footer



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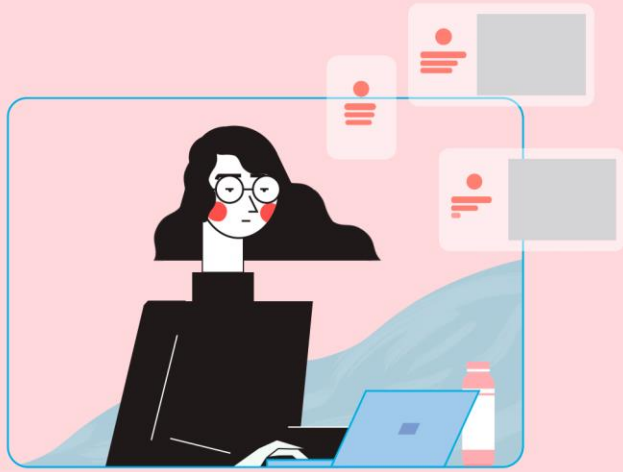
Creating your own Portfolio Website

- For the wireframe:

  - you may use any tools or resources such as pen and paper, Canva, MS PowerPoint, MS Word, wireframe.cc, etc.

  - kindly submit a screenshot or digital copy of your wireframe



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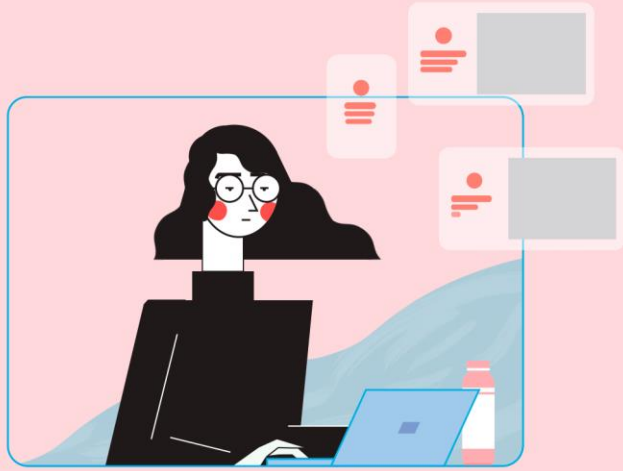
Creating your own Portfolio Website

- For the mood board:

  - include the color palette, fonts used, inspiration photos, etc.

  - you may use any tools or resources such as Canva, MS PowerPoint, MS Word, etc.

  - kindly submit a screenshot or digital copy of your mood board



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