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The Aliens Have Landed on Earth



Imagine aliens have landed on earth and **want to learn about your study background or job**, But since they don't speak your language, it needs to be explained with **3 emojis**.



Today's Agenda

-  What is UI & UX
-  What is web design
-  Don't make me think
-  Web design principles
-  UI Patterns
-  Activity

What is UX?

“UX”, or “user experience”, is how a user feels when they use a specific product or service. It encompasses a variety of feelings including emotion, senses, and physical interaction.

Don Norman

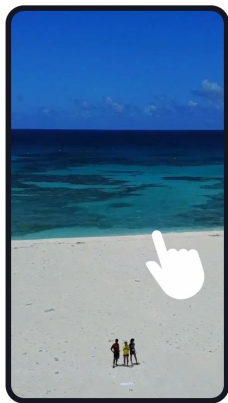


Good UX Examples

• Usable

Swipe up

Keep discovering more videos



Start watching

• Delights the user



Congrats! You're working hard
and learning new words!



CONTINUE

Which UX looks more usable?

3:52
on social distancing and contact tracing. The
changes signal a new phase of the pandemic,
experts said.



Jim Wilson/The New York Times

Tracking the Coronavirus

United States

	Avg. on Aug. 11	14-day change
New cases	105,818	-17%
Hospitalized	42,886	-3%
New deaths	474	+8%

U.S. hot spots



Global hot spots



County lookup



Today



For You



Sections



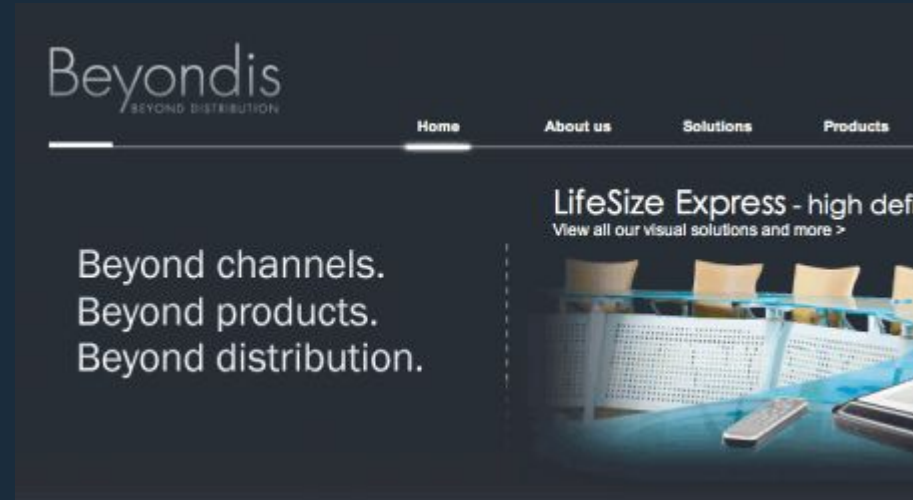
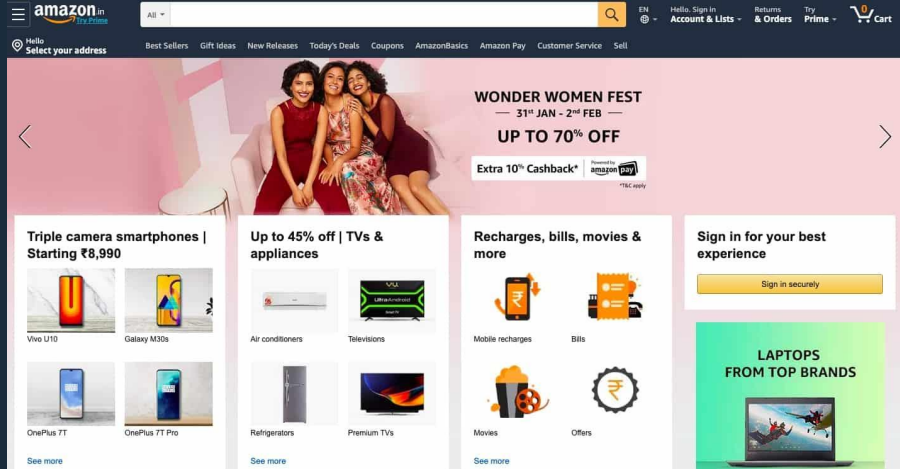
Bad UX Example



<https://arngren.net/>

What is Web design?




Web design refers to the design of websites. It usually refers to the user experience aspects of website development rather than software development.



Don't Make me think



How people think when they land on a new page

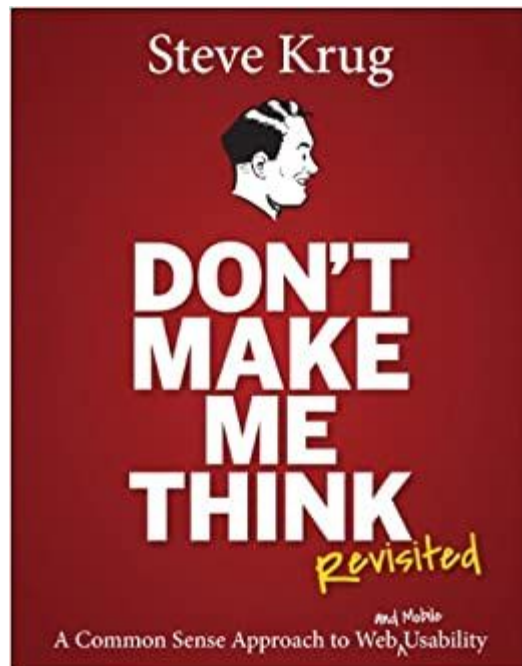
< OBVIOUS		REQUIRES THOUGHT >
<p>Jobs! <i>Click</i></p>  <p>Jobs</p>	<p>Hmm. <i>[Milliseconds of thought]</i> Jobs! <i>Click</i></p>  <p>Employment Opportunities</p>	<p>Hmm. Could be Jobs. But it sounds like more than that. Should I click or keep looking?</p>  <p>Job-o-Rama</p>



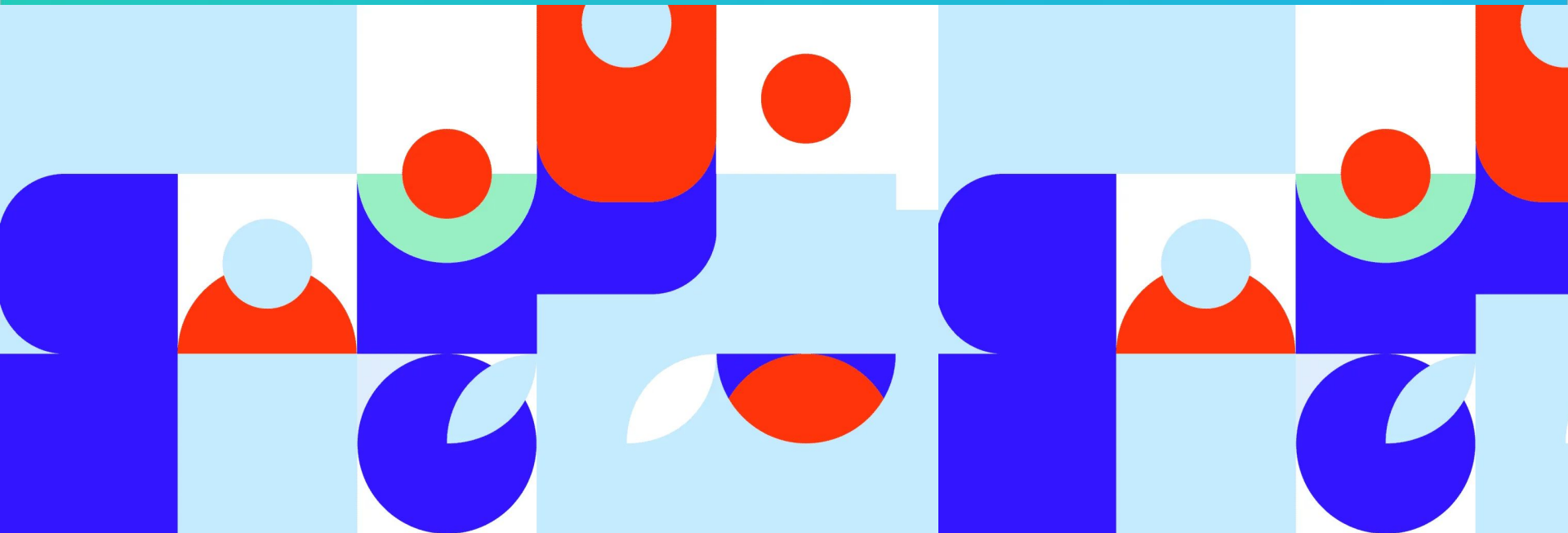
On the Internet, the competition
is always just one click away,
so if you frustrate users they'll
head somewhere else.

Don't make me think:

- I will do the least amount of work possible to get the task done
- Show me a little information, I will look for more if I want it.
- Don't tell me, show me an example.
- Just give me the stuff I really need.
- If you want me to click on something, Make it clickable.



Web design principles



1. WEBSITE PURPOSE

There are many different purposes that websites may have but there are core purposes common to all websites;

- Describing Expertise
- Building Your Reputation
- Generating Leads
- Sales and After Care

**THE FUTURE OF
COMMERCE IS YOURS**

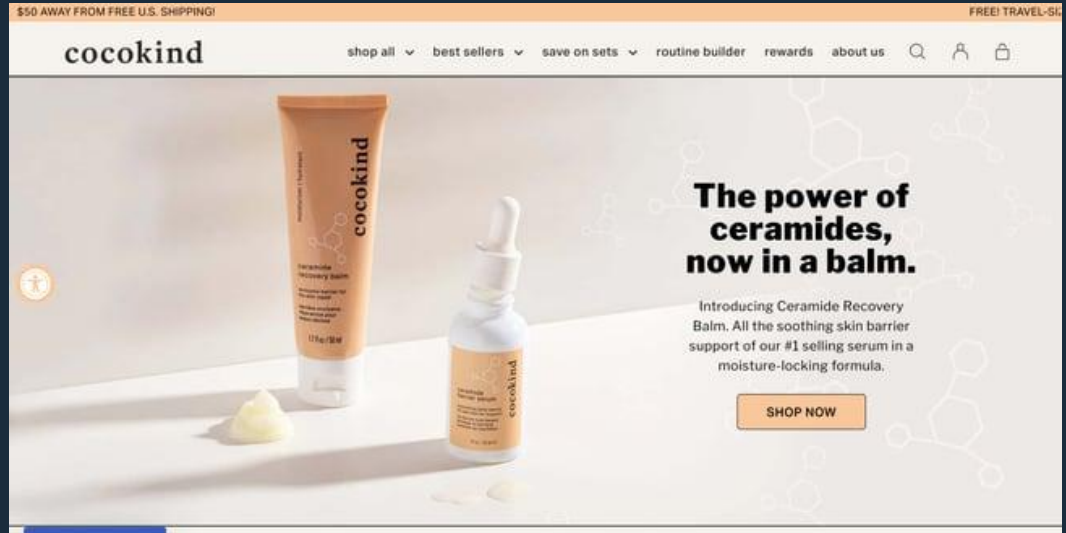
Create differentiated commerce experiences on the industry's most versatile enterprise solution.

TAKE A PRODUCT TOUR →

		5K ONLINE INCREASE +3.2%
		8K WHOLESALE INCREASE +5.8%

2. Keep it “simple”

The “keep it simple”-principle (KIS) should be the primary goal of site design. Users are rarely on a site to enjoy the design; furthermore, in most cases they are looking for the information despite the design. Strive for simplicity instead of complexity.



3. Users don't read, they scan.

Analyzing a web-page, users search for some fixed points or anchors which would guide them through the content of the page.

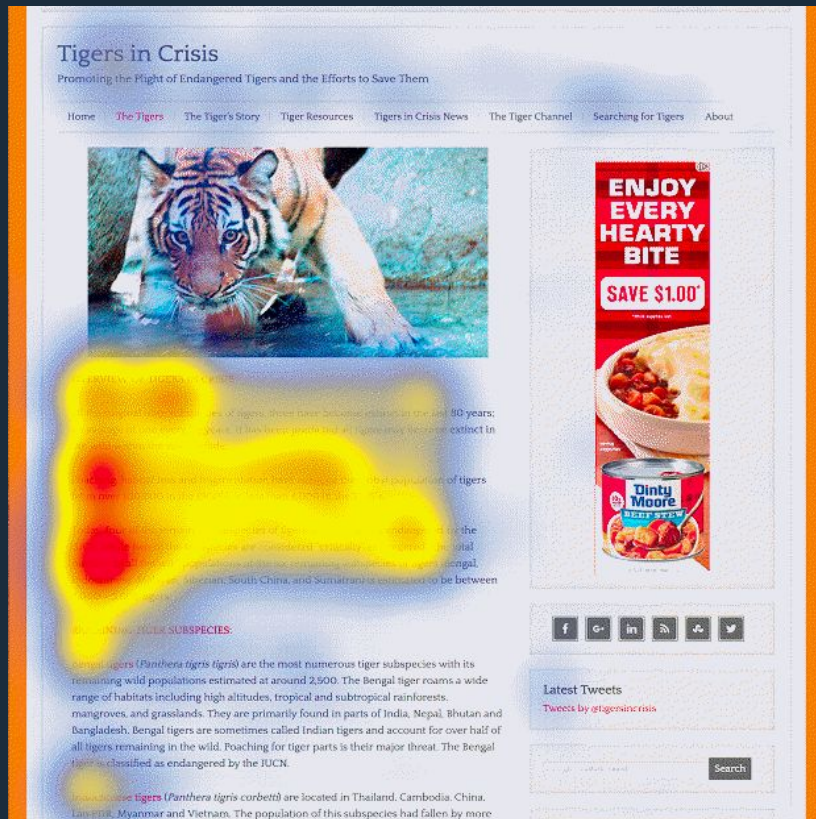


A screenshot of the Facebook login and registration page with annotations. The page is divided into two main sections: a login section at the top and a registration section below it. The login section includes fields for "Email or Phone" and "Password", a "Log In" button, and a link for "Forgotten account?". The registration section is titled "Create an account" and includes fields for "First name", "Surname", "Mobile number or email address", "New password", "Birthday" (with dropdowns for month and year), and "Gender" (radio buttons for "Female" and "Male"). A "Create an account" button is at the bottom. Annotations are made with red arrows and numbers: "1" points to the Facebook logo, "2" points to the "Log In" button, "3" points to the "Create an account" button, and "4" points to the "Create a Page for a celebrity, band or business." link.

F-Pattern

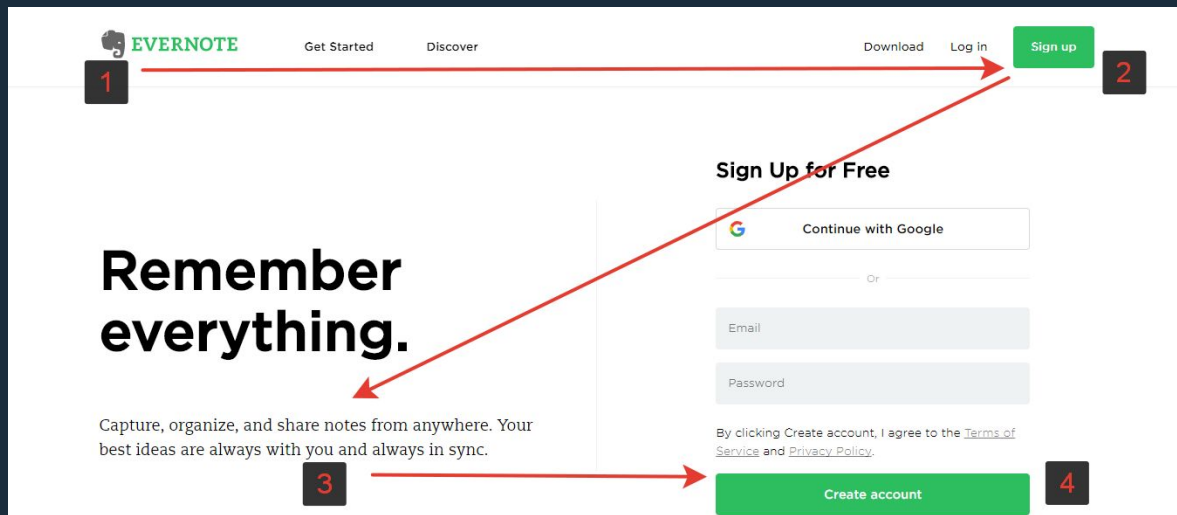
F-pattern is referred to as the most common eye-scanning pattern, especially for web pages with a **big amount of content**. It usually occurs on **text-heavy pages** like **blogs, news platforms, thematic editorials**, etc.

- Users first read in a horizontal movement, usually across the upper part of the content area. This initial element forms the F's top bar.
- Next, users move down the page a bit and then read across in a second horizontal movement that typically covers a shorter area than the previous movement. This additional element forms the F's lower bar.
- Finally, users scan the content's left side in a vertical movement. This last element forms the F's stem.



Z-Pattern

The Z layout is a design understanding that attempts to get ahead of the user, abstracting any distraction and presenting encouraging action as quickly as possible. This focus on simplicity makes the Z-Pattern uniquely suited to landing page design



3. Users don't read, they scan.

The image shows a screenshot of the Evernote website with a user flow diagram overlaid. The diagram consists of four numbered steps connected by red arrows:

- Step 1:** Points to the Evernote logo in the top left corner.
- Step 2:** Points to the "Sign up" button in the top right corner.
- Step 3:** Points to the main headline "Remember everything." on the left side of the page.
- Step 4:** Points to the "Create account" button at the bottom of the sign-up form.


The website layout includes a top navigation bar with links: "Get Started", "Discover", "Download", "Log in", and "Sign up". The main content area features the headline "Remember everything." followed by the subtext "Capture, organize, and share notes from anywhere. Your best ideas are always with you and always in sync." The sign-up form on the right is titled "Sign Up for Free" and includes a "Continue with Google" button, an "Or" separator, and input fields for "Email" and "Password". At the bottom of the form, there is a link to the "Terms of Service and Privacy Policy" and a "Create account" button.

3. Users don't read, they scan.

CNN Regions | U.S. Politics | Money | Entertainment | Tech | Sport | Travel | Style | Health | Video | VR International Edition + 🔍 ☰


US ready to go it alone

1



2

Top stories



Comedian blasts white women who voted for Trump

Opposition cries foul in Ecuador election

'Chaos President' Trump needs course correction

Teen asylum seeker brutally attacked in UK

Colombia mudslide: 254 dead, 43 are kids

Trump discusses wiretapping tweet, Merkel in Financial Times

Woman charged for filming maid's fall


3

Trump: If China won't solve N. Korea, we will


3 ways Trump could go it alone on North Korea | Trump prepares for crucial week of diplomacy

4

Around the world



Featured



4. Consistent design

you should be concerned that your UI works and looks consistent across the entire product.

- Don't have the menu on top of one page and at the bottom of another.
- Don't rearrange menu items every time it loads.
- Make sure that your users know where things are on your site.
- Consistency also includes your fonts and design should work from page to page.
- Don't go swapping header/body fonts from page to page.

4. Consistent design

Vertt



How it works


Drive and Earn

Newsroom

Become Vertt Driver Today

We understand your needs and requirements!
By driving with us you can earn much more!






Let's go. Get a link to download the app.


APPLY TO DRIVE

Vertt Benefits

01. Flexible working hours

You can decide when and how much time you want to drive.






02. Earnings

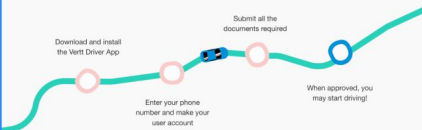
By driving with Vertt you can earn more!

03. Customer support 24/7

Vertt is a local service provider and we are proud to support you in your local language. Applying Series business standards, we are proud to be at your service 24/7!






How it works



- Download and install the Vertt Driver App
- Enter your phone number and make your user account
- Submit all the documents required
- When approved, you may start driving!

Vehicles

To start earning with Vertt, you should have at least middle-class sedan with 4 door and not older than 15 years.

Vertt	Premium	Lux
		
<ul style="list-style-type: none">Max 10 year oldMinimum 4 doorsTechnometer recorded	<ul style="list-style-type: none">Max 8 year oldMinimum 4 doorsTechnometer recordedHigh class car category	<ul style="list-style-type: none">Max 6 year oldMinimum 4 doorsTechnometer recordedHigh class car category

5. Visual hierarchy

Visual hierarchy affects what you look at and focus on in web design. It's a key player in how information is organized and displayed for easy understanding and navigation and can greatly impact the user experience (UX).

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5K ONLINE INCREASE +3.2%

8K WHOLESALE INCREASE +5.8%

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Size and Scale matters

People read bigger things



Color & contrast

Color and contrast helps you to catch user's attention.

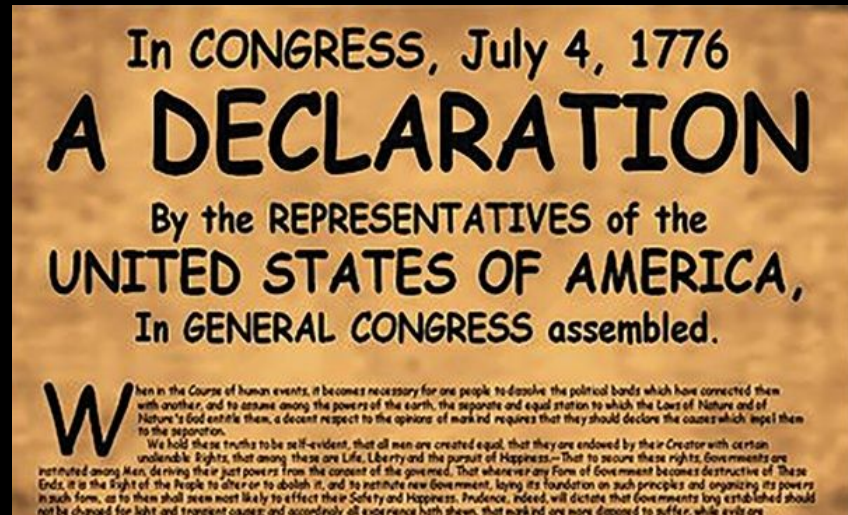
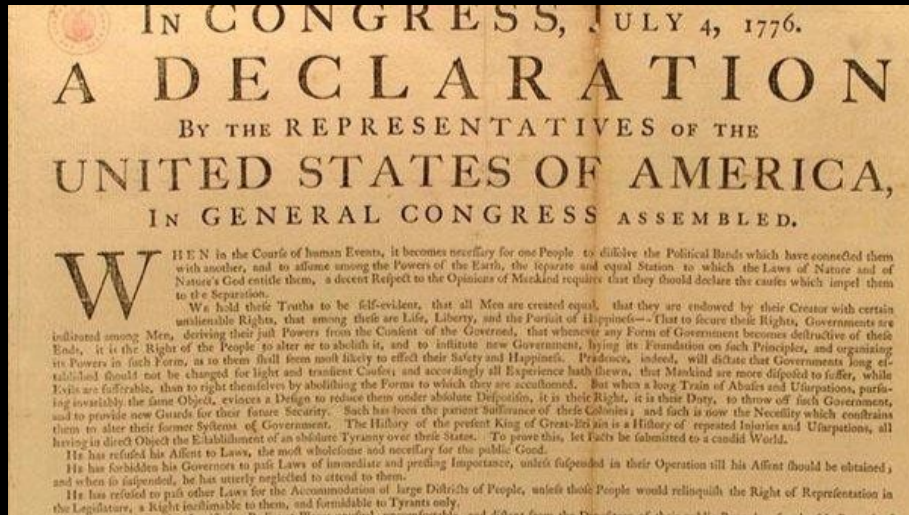
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Typography, Does it really matter?



Does it really matter?

You will always be mine

(FONT: I Miss Your Kiss)

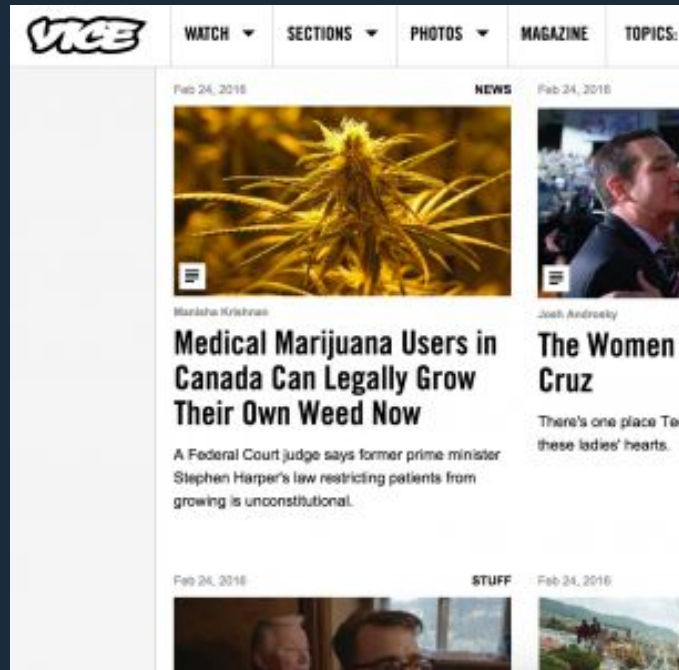
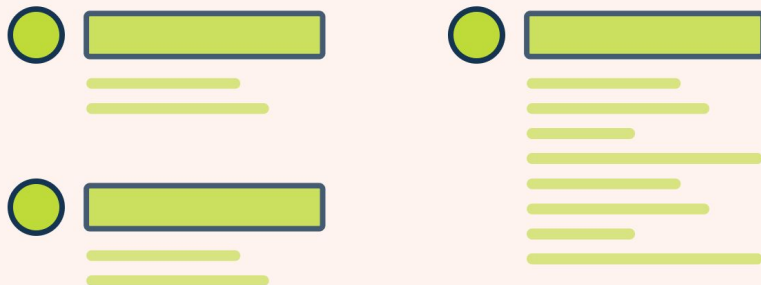
YOU WILL ALWAYS BE MINE

(FONT: Something Strange)

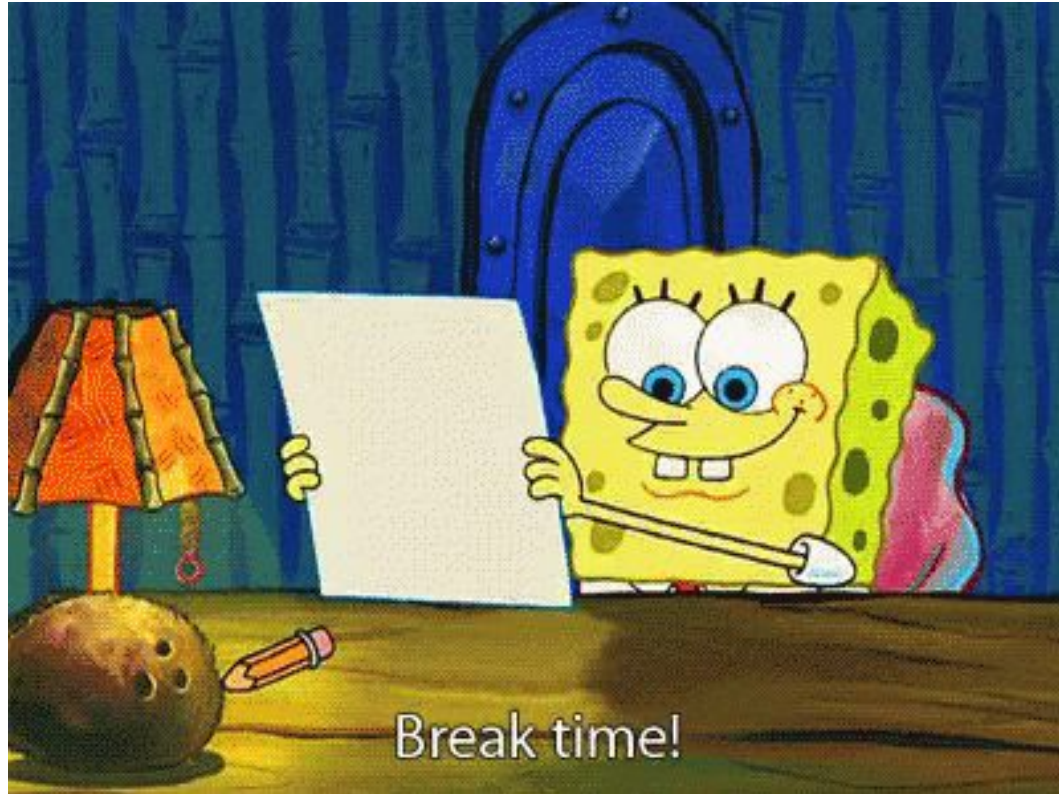
Proximity

closely placed elements will also appear related

Proximity

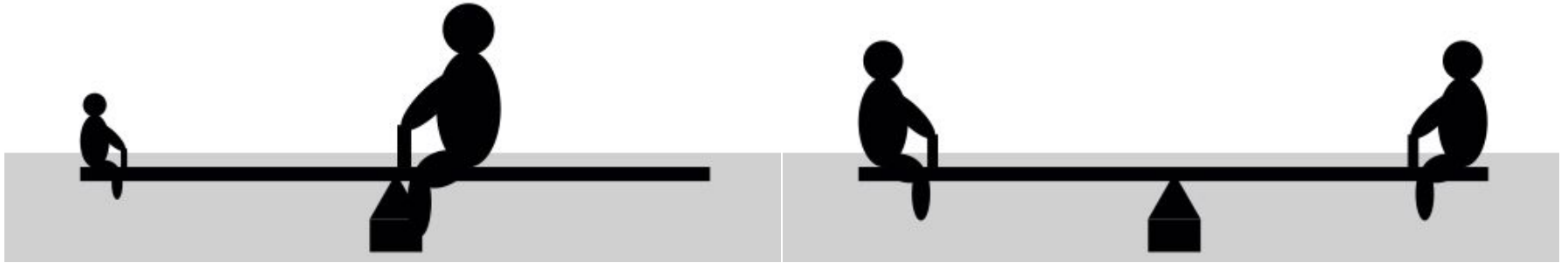


Break



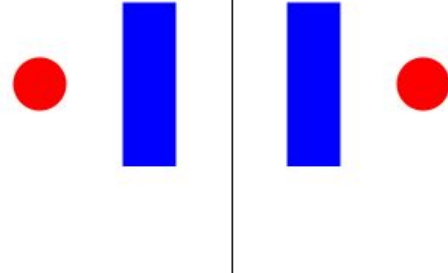
Balance of Design

a principle of design; the arrangement of elements that makes individual parts of a composition appear equally important .



Symmetrical

Symmetrical balance occurs when equal weights are on equal sides of a composition, balanced around a fulcrum or axis in the center.



Asymmetrical

Asymmetrical balance results from unequal visual weight on each side of the composition. One side of the composition might contain a dominant element, which could be balanced by a couple or more lesser focal points on the other side.



Symmetrical or Asymmetrical or Imbalanced?



The image shows a website design for 'moresoda'. The layout is asymmetrical, with the navigation bar at the top right, the main headline on the left, and a central graphic of a soda bottle. The bottle is filled with circles containing various web design terms. The background is dark, and the text is in white and yellow. The overall design is modern and clean.

moresoda^o

HOME ABOUT METHOD SERVICES WORK CONTACT BLOG

LESS POP, MORE FIZZ.

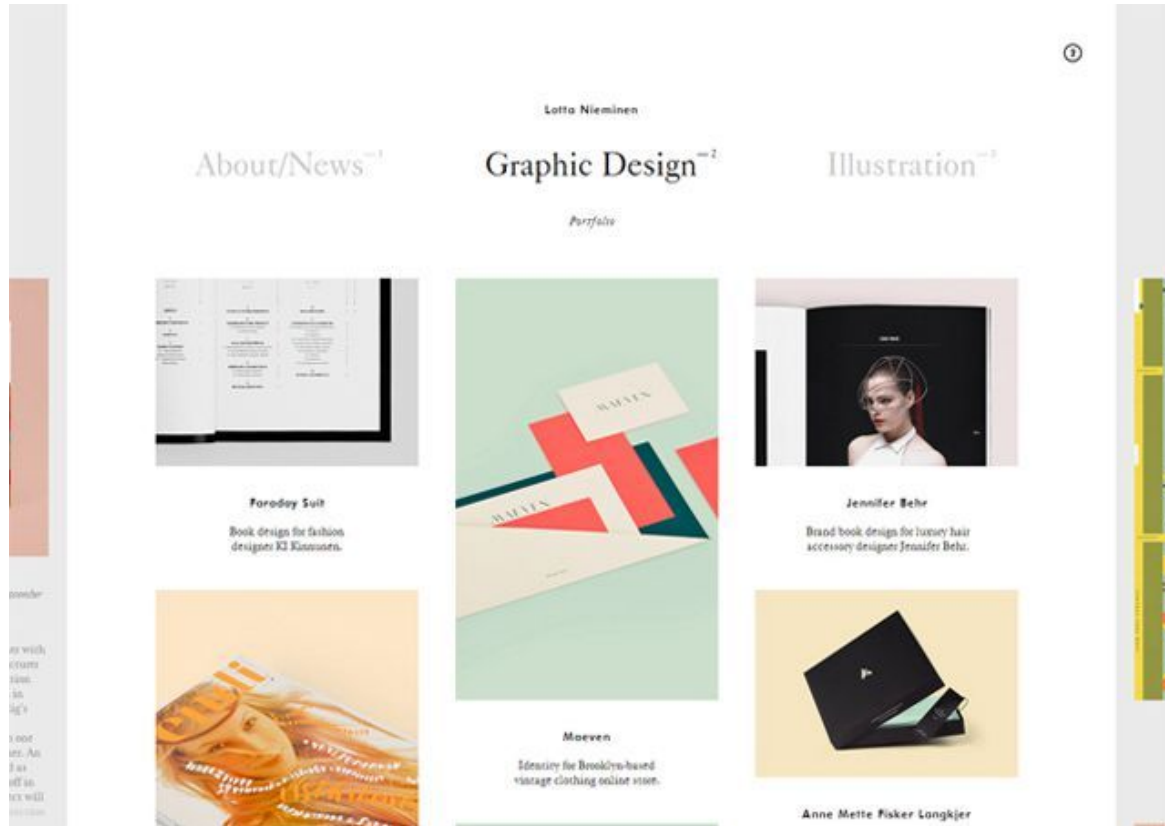
We mix fresh design, smart thinking
and robust code to create websites that
help people get things done online.

STRATEGY BUILD
WEB EMAIL
USER DESIGN
CONTENT SEARCH


WHO HAVE WE HELPED?

orange mavy glasgow NHS BISQUE S&N Fotospeed Burst Sugar FISKARS clip


Symmetrical or Asymmetrical or Imbalanced?



Symmetrical or Asymmetrical or Imbalanced?

 English ▾

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