



UI/UX Design for Developer

Web UI/UX Design Best Practices

Session 6

- UI/UX design trends for 2020
- Role of color in UX
- Design better forms

- Meaningful value
- Astonishing animation
- Asymmetry & split screen
- Harmonious colors
- Human writing
- Blended experiences
- Full-screen visuals
- Typographic overlap

- As technologies progress and give designers and developers these insanely powerful tools, the tech culture switches the conversation towards meaning and narrative rather than emotion and sensation.
- Video link: https://youtu.be/9IkKBLRW_8g

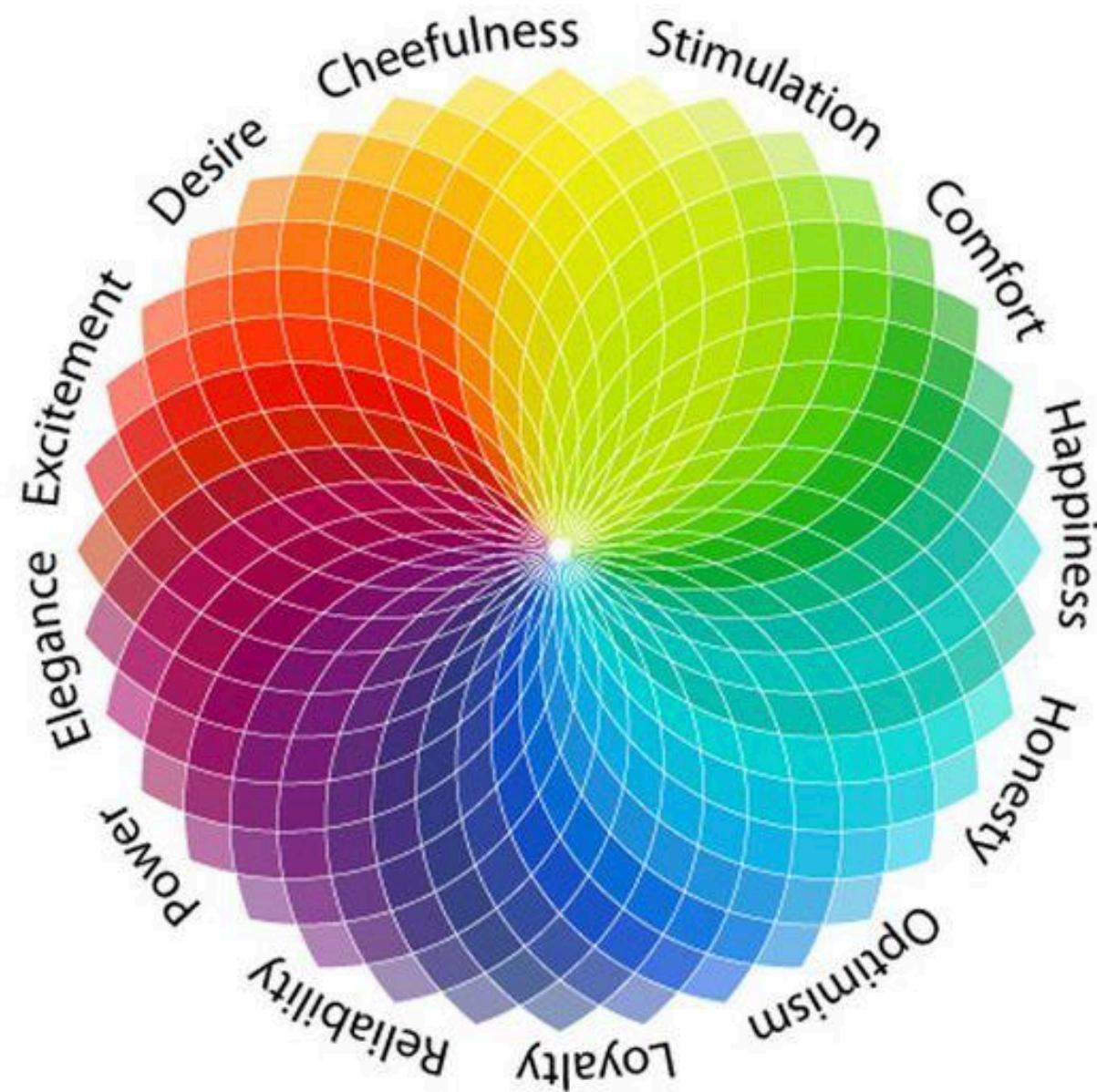
- There is a misconception that complex animation is hardware dependent to the point where it makes no sense to produce it for the mass run by sluggish processors.
- Turns out, there are products capable of outperforming industry standards written for slow hardware without relying on hardware manufacturers.
- For example, GreenSock is such a company and they make plugins and dev tools for interactive animation.
- Video link: <https://youtu.be/KIDWcVXRiz4>

- The block layout is a classic. It reflects an easily digestible flow of information when the concepts have defined boundaries.
- It caters to the sense of completion and just helps understand the structure better.
- Blocks mean symmetry. However, there's an asymmetrical trend that is always there but never makes it to the mainstream.
- Video link: <https://youtu.be/89eRpyTlcTE>

- Visuals are stronger than words. Combing fast-loading controlless videos integrated into layouts is a good way to liven up the experience.
- Content is king and the way it gets delivered plays a huge role in the impact it makes.
- Video link: <https://youtu.be/kZrSrmGOFbc>

- The psychology of color
- Cultural differences in color
- Using unconventional UX colors
- The 60-30-10 Rule

- Color theory and the psychological effects color can have on users is a complex and often subjective topic.
- Things like the common meanings of the main colors (primary, secondary, and tertiary), traditional color palettes, and cultural variations in color meanings are all fairly straightforward.
- Basic color meanings can be easy to learn and remember, though more subtle meanings can also be put to good use in digital design



The Psychology of Color

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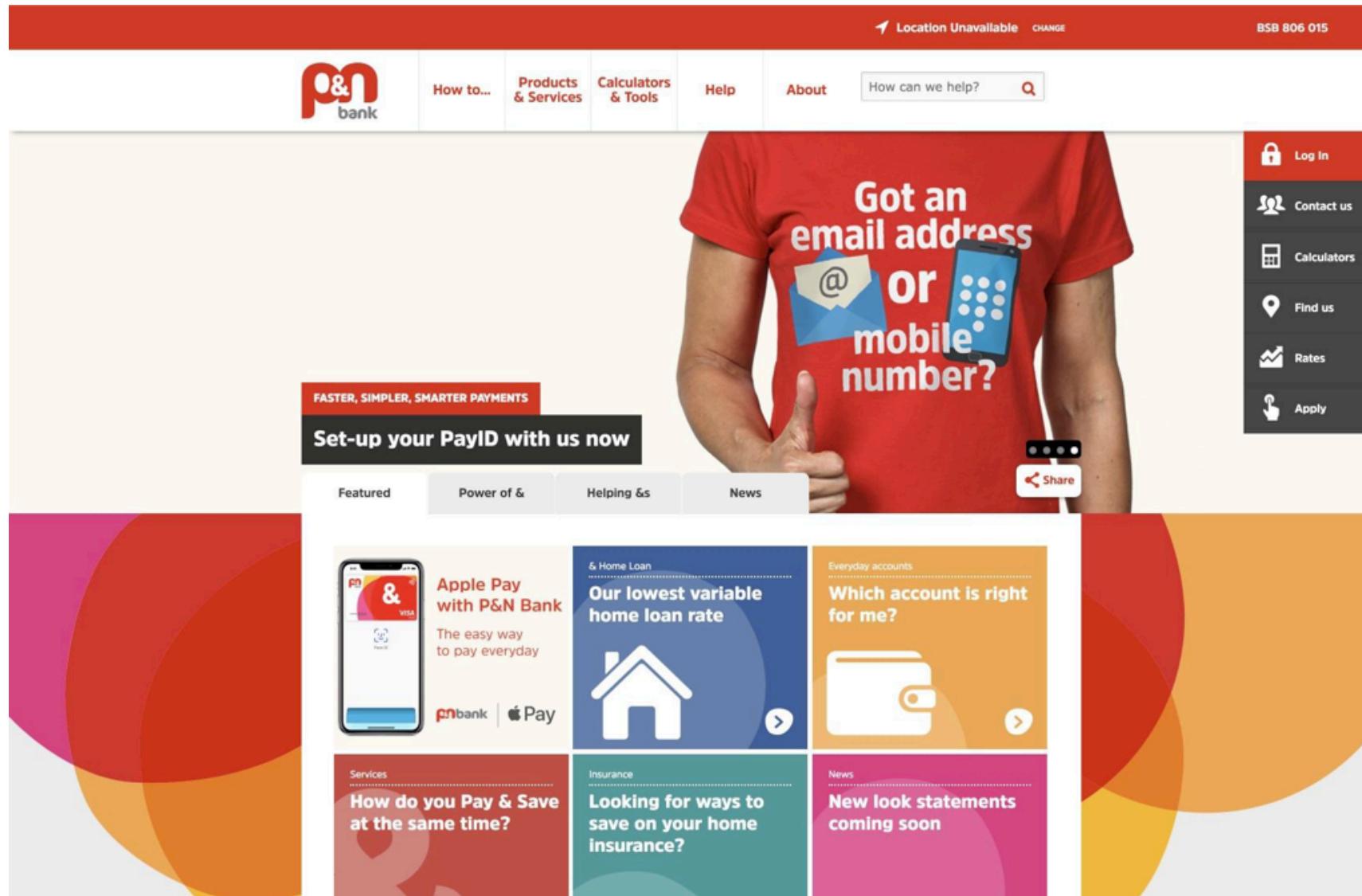
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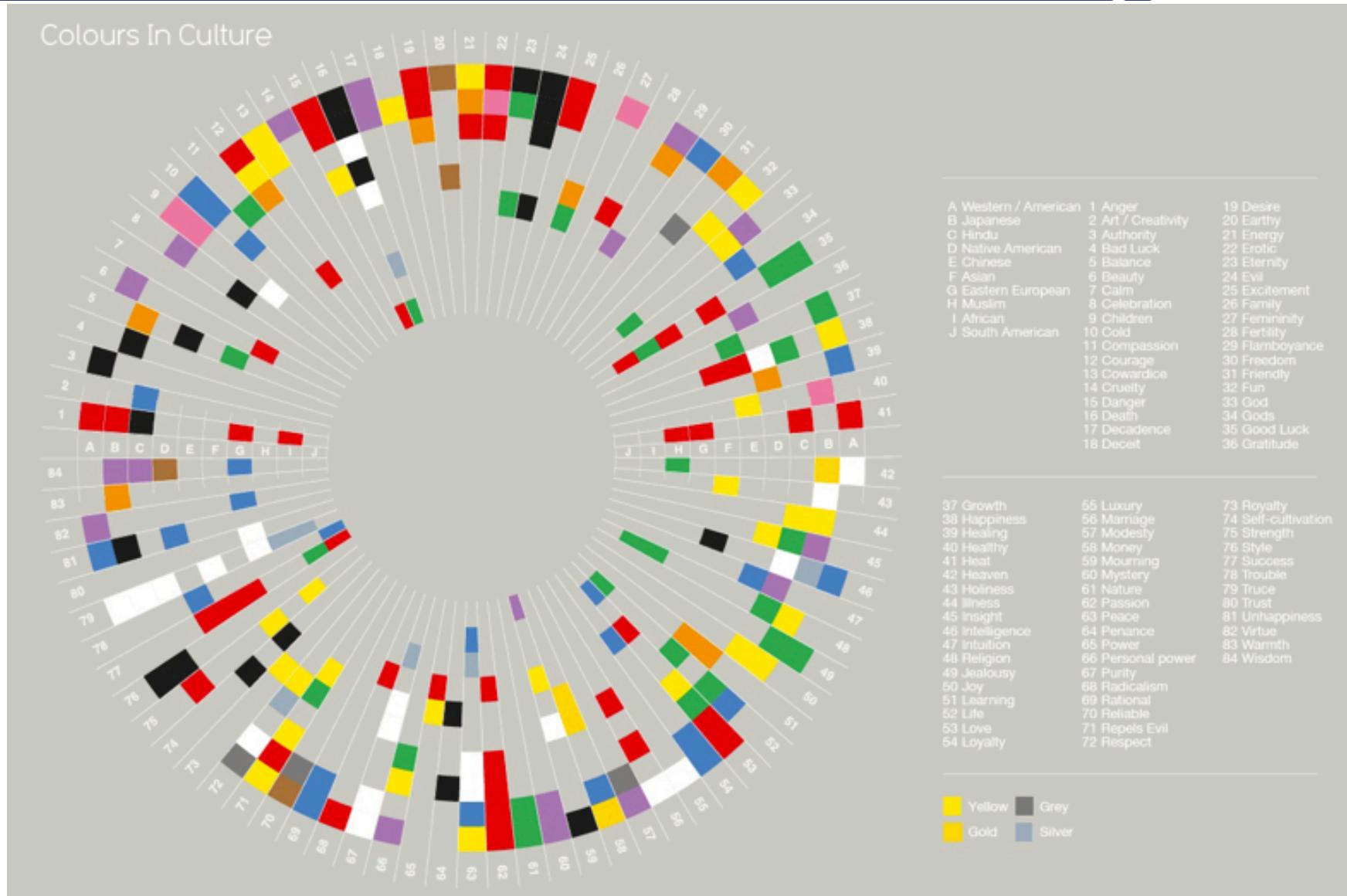
The Psychology of Color



- One issue designers tend to overlook is the cultural differences that can exist around different colors.
- For example, in many Western cultures, white is associated with things like purity, innocence, and hope. But in parts of Asia, white is associated with death, mourning, and bad luck.
- It's important that designers look at the cultural implications of their color palettes based on the intended audience for the product or website.

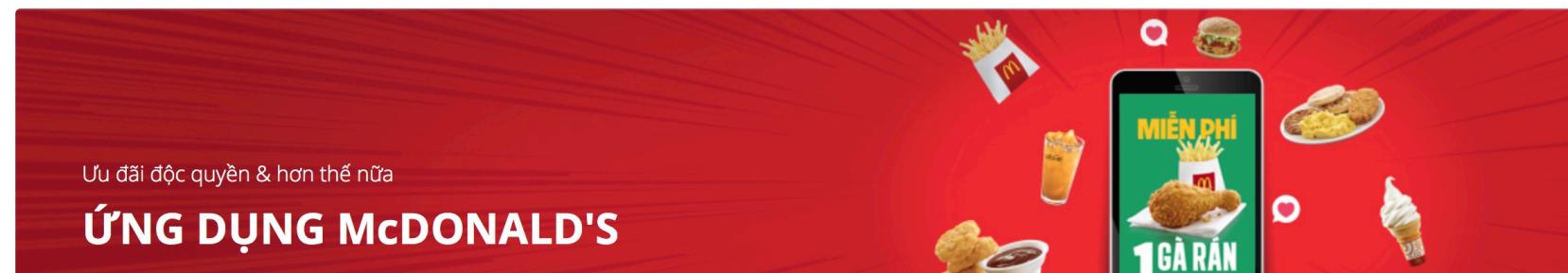
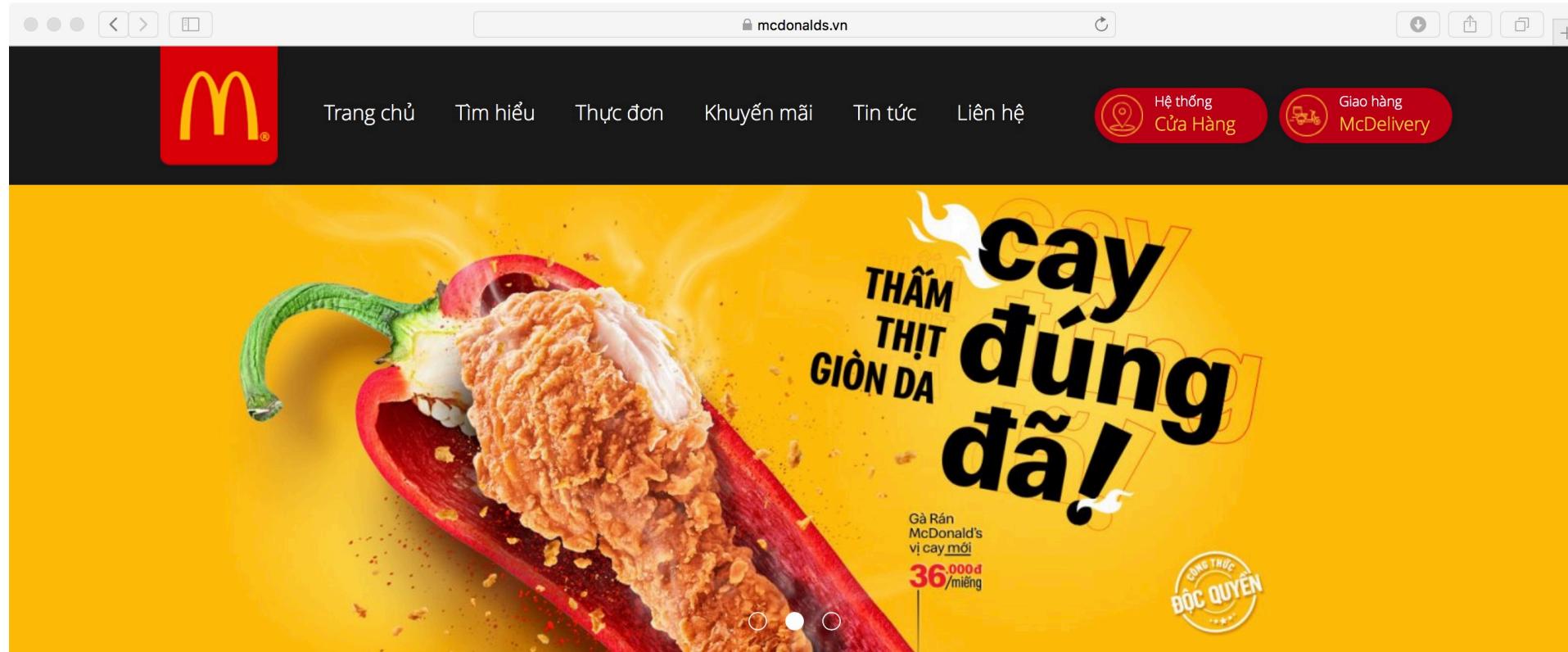
- If a product is going to target a worldwide audience, be sure to balance the colors and imagery being used to prevent negative cultural connotations.
- If a product will be primarily only targeting a particular culture, designers can pay less attention to the implications the chosen palette may have in other cultures.

Cultural Differences in Color



- Brand values should play a key role in creating a color palette. But they're not the only important factor. Industry norms are also key, as are colors already being used by competitors.
- Using a color palette that is nearly identical to a brand's primary competition is a great way to breed confusion and ensure the brand won't stand out.
- For example, McDonald's and Wendy's (fast food restaurants and they are in direct competition with each other) both use a red and yellow color palette.

Matching UX Colors to the Brand



The screenshot shows the Wendy's website at wendys.com. The header includes the Wendy's logo, navigation links for Rewards, Find a Wendy's, Search, Order Pickup, and Order Delivery, and a red menu bar with links for View Our Menu, What We Value, Who We Are, and Find Jobs.

Who's got pigtails and a shiny new rewards program?

Your girl, that's who. Wendy's Rewards is here and it's legit. You earn points towards free food with every order. Spend \$1, get 10 points—except on your first order which gets you **2X points**. Yep. However many points you earn on your first order, we'll double 'em up the very next day.

So, sign up and let's get you some points, eh? Rewards yourself today.

[JOIN NOW](#)

REWARDS™

California Consumers: For details on what personal information we collect and for what purposes, and your privacy rights and how to exercise them, visit [here](#). You may submit CCPA-related requests to Wendy's by filling out the webform [here](#).

OK X

- **Red** – Red is the color of danger and passion, as well as excitement. It's a very strong color and can elicit strong reactions in people. Lightening it to pink makes it more feminine and romantic while darkening the hue to maroon makes it more subdued and traditional.
- **Orange** – Orange is a very creative color that's also associated with adventure and youth. It's very energetic, too. Because of orange's strong ties to 70s style, it can also evoke a retro feeling.

- **Yellow** – Yellow is happy, optimistic, and cheerful. It's popular in designs for children and adults alike. Darker shades of yellow become gold, which is associated with wealth and success.
- **Green** – Green has varied associations. On one hand, it provokes feelings of wealth and tradition, while on the other it's strongly associated with environmentalism and nature. Lime greens are often associated with renewal and growth.

- **Blue** – Blue is most often associated with loyalty and trust. Brighter blues can be affiliated with communication, while duller and darker blues can be associated with sadness and depression.
- **Purple** – Purple is another hue with varied meanings. It's long been associated with royalty and wealth. But it's also associated with mystery and spirituality. Purple can also evoke creativity.

- Unconventional use of UX colors is a great way to set a brand apart. And while it takes more finesse than simply combining any old colors a designer feels like combining, it's not that difficult to learn how to use unexpected colors in UX designs.
- Accent colors are the easiest place to start when it comes to adding unconventional colors into a design.
- For example, a law firm website might use a traditional color palette of navy blue and gray. But add in some lime green accents and suddenly the design is set apart from the sea of other law firms with navy blue and gray websites.

Using Unconventional UX Colors

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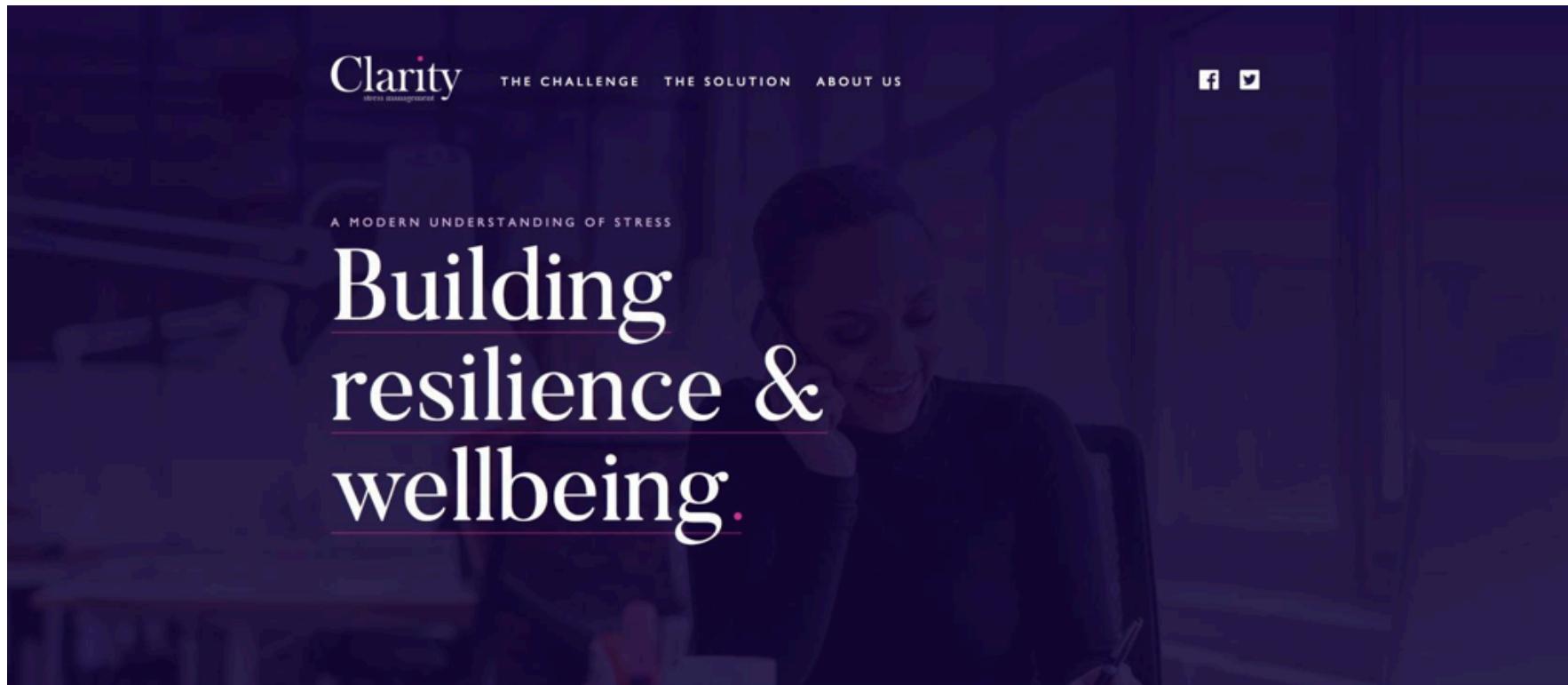
B

About Buying Selling Properties Journal Contact

A different approach to buying and selling real estate.



- The 60-30-10 Rule is a simple theory for creating color palettes that are well-balanced and visually interesting.
- The idea is that one color - generally something fairly neutral (either literally or psychologically) - makes up 60% of the palette.
- Another complementary color makes up 30% of the palette. And then a third color is used as an accent for the remaining 10% of the design.



The challenge.

With constant change comes anxiety and instability

Our world is changing faster than ever before, and with constant change comes anxiety and instability. New communication methods, work patterns and family structures mean that many aspects of our modern daily lives would be

“...around 12 million adults in the UK see their GP with mental health problems each year. Most of these suffer from anxiety and depression and much of this is stress-related”

- Forms should be one column
- Forms should be one column
- Top align labels
- Group labels with their inputs
- Show all selection options if under 6
- Make CTAs descriptive
- Specify errors inline

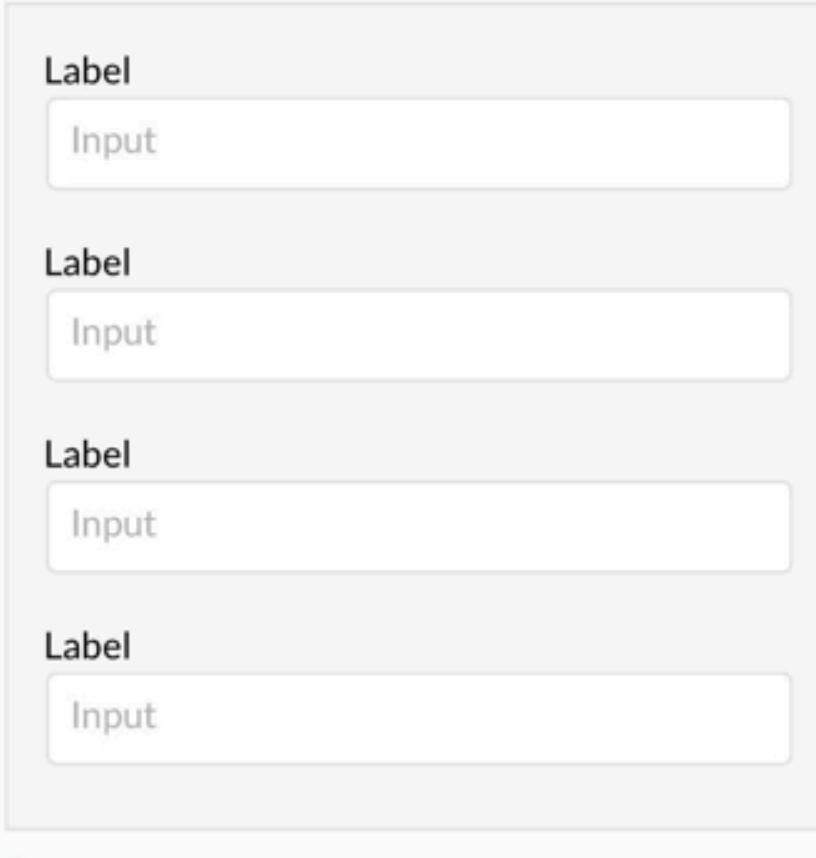
Forms Should Be One Column

Label

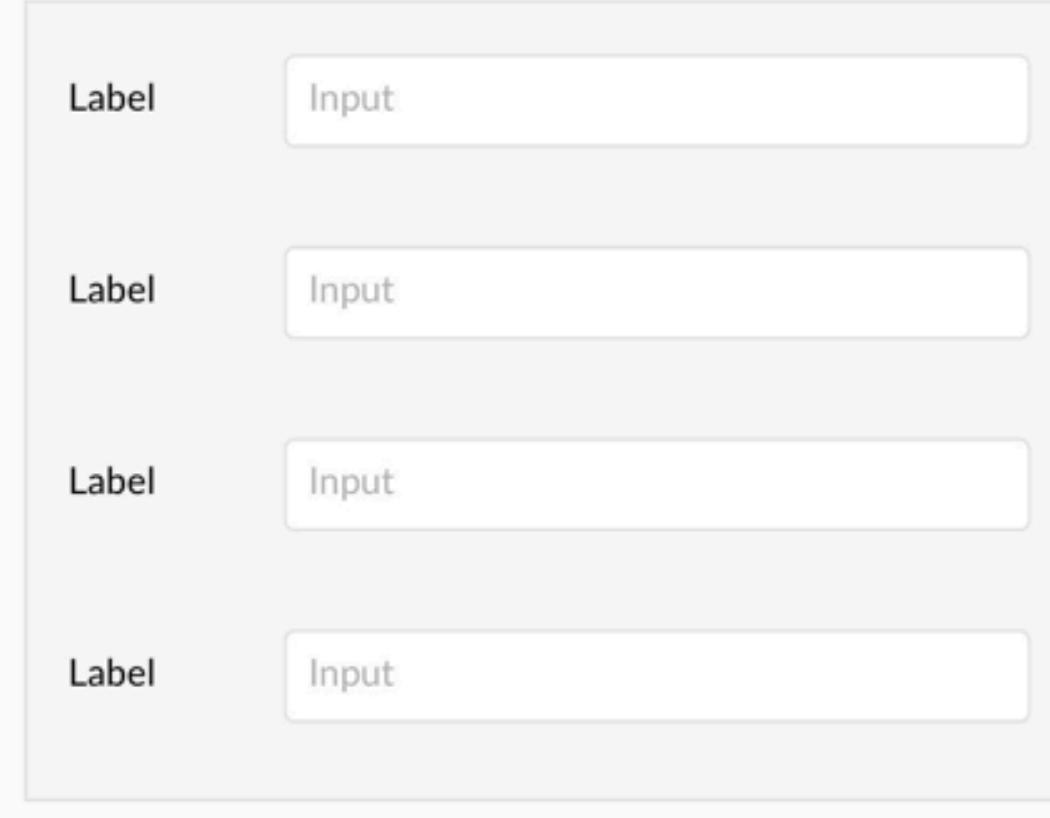
Input

Do

Don't

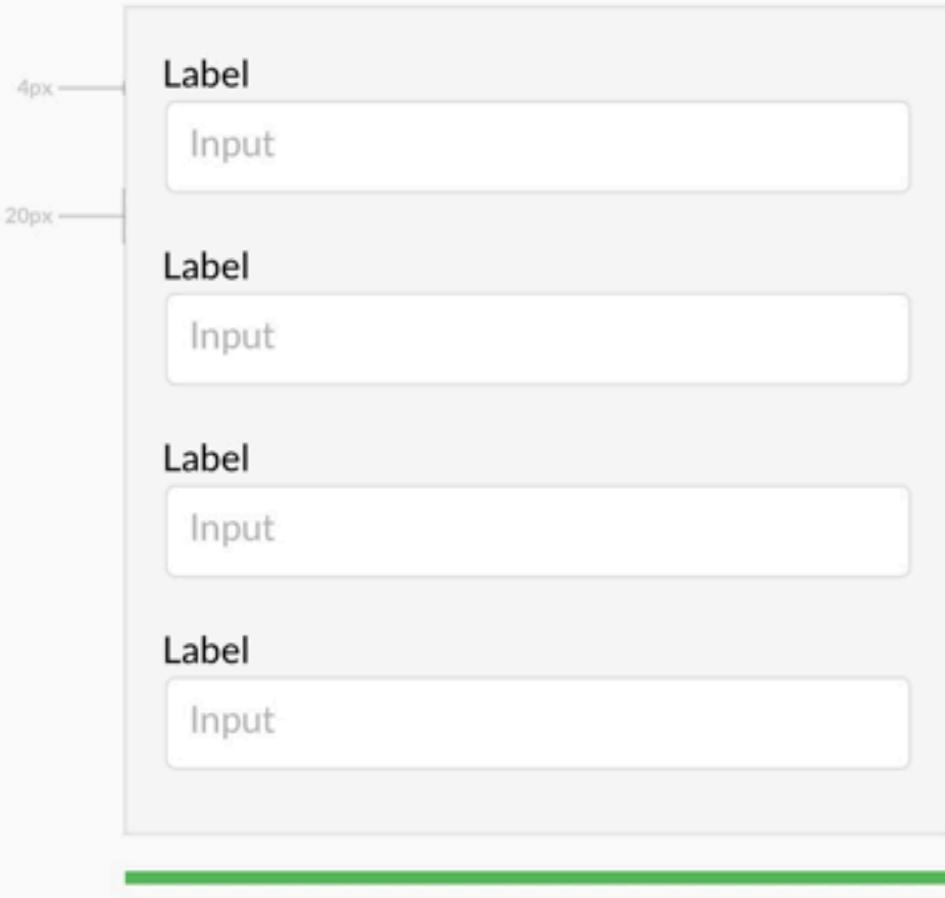


Do

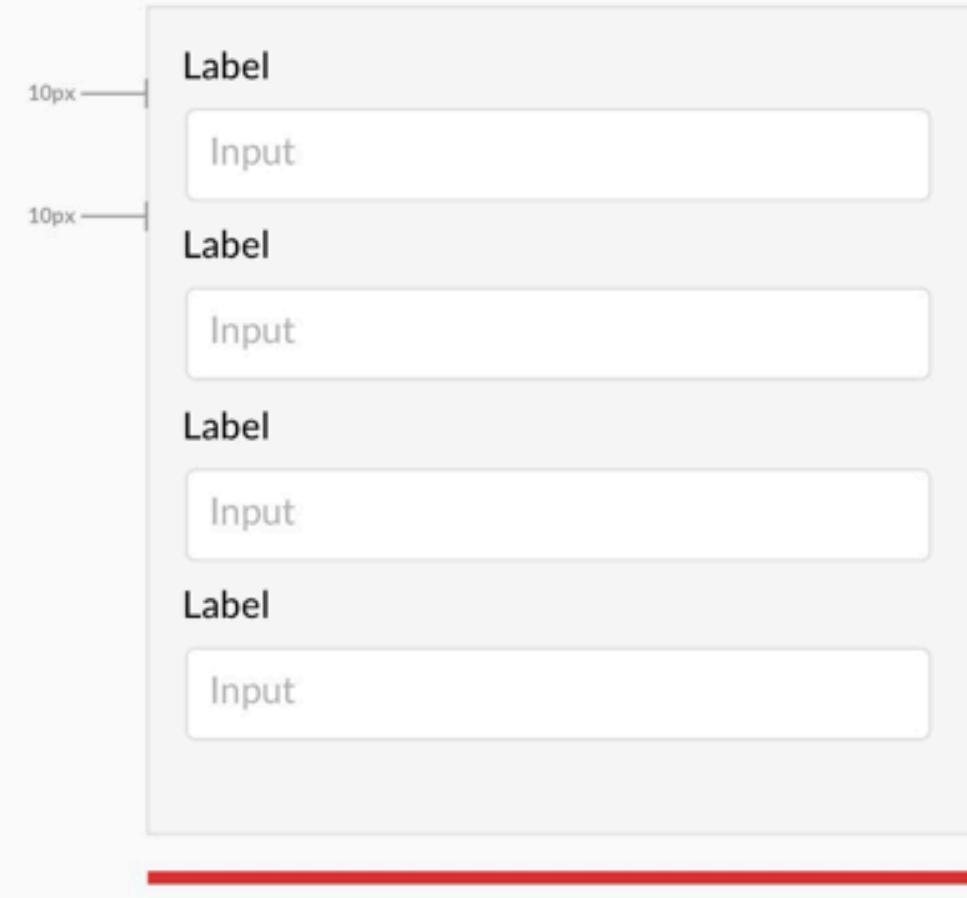


Don't

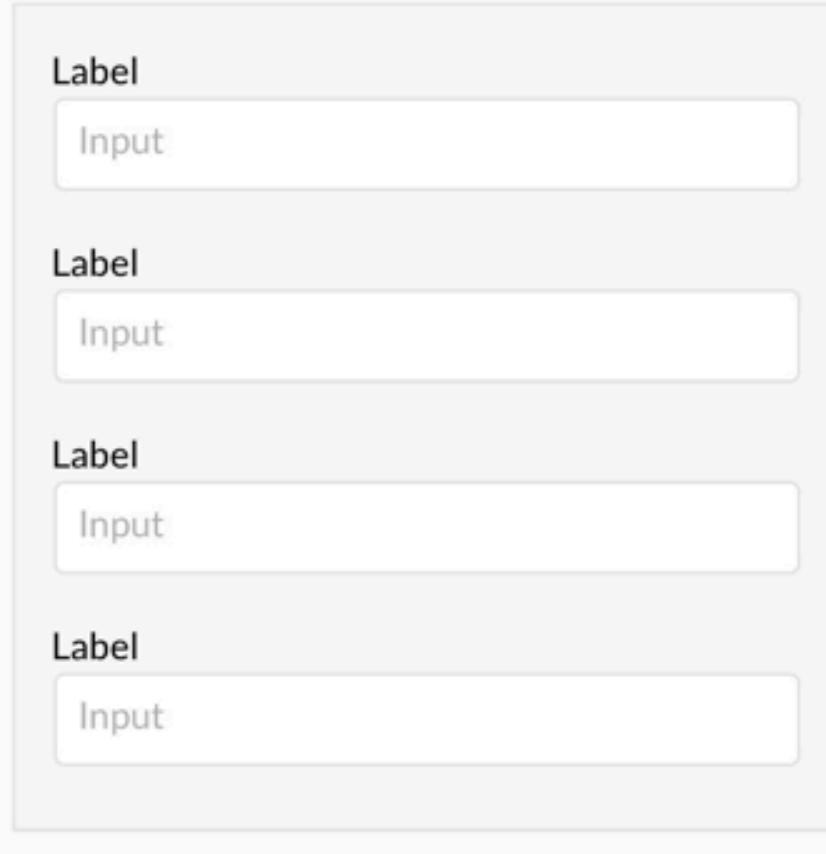
Group Labels With Their Inputs



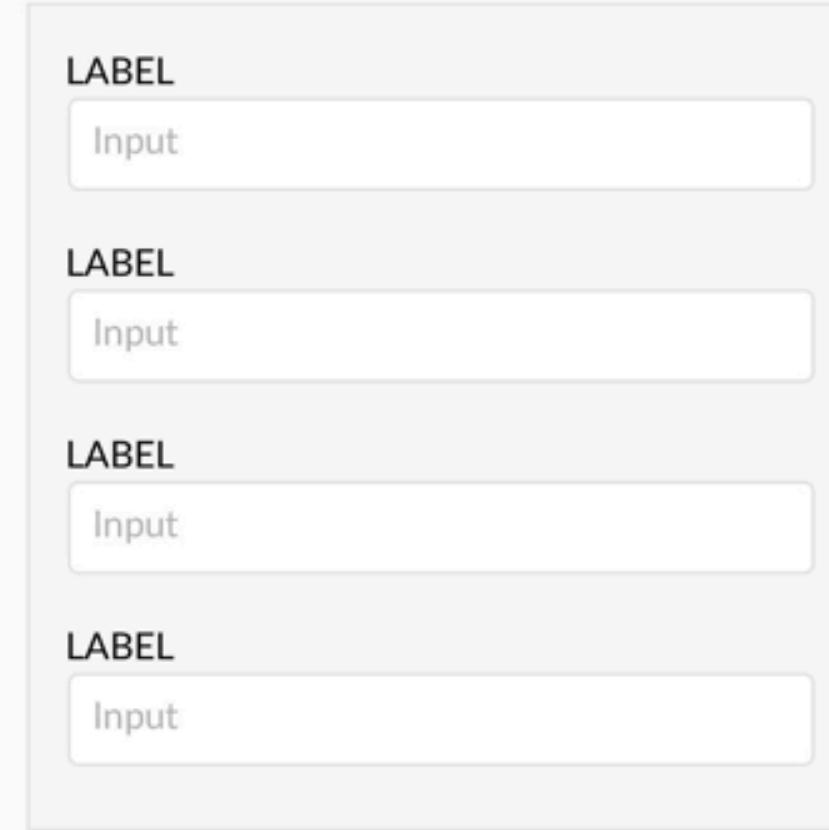
Do



Don't



Do



Don't

Show All Selection Options If Under 6

The image displays two side-by-side wireframe prototypes for a user interface. Both prototypes feature a question "What is your favorite animal?" at the top.

Left Prototype (Do): This version shows five buttons labeled "Lion", "Tiger", "Bear", "Bull", and "Serval". The button "Bear" is highlighted with a blue border and a cursor icon is positioned over it, indicating it is the selected option.

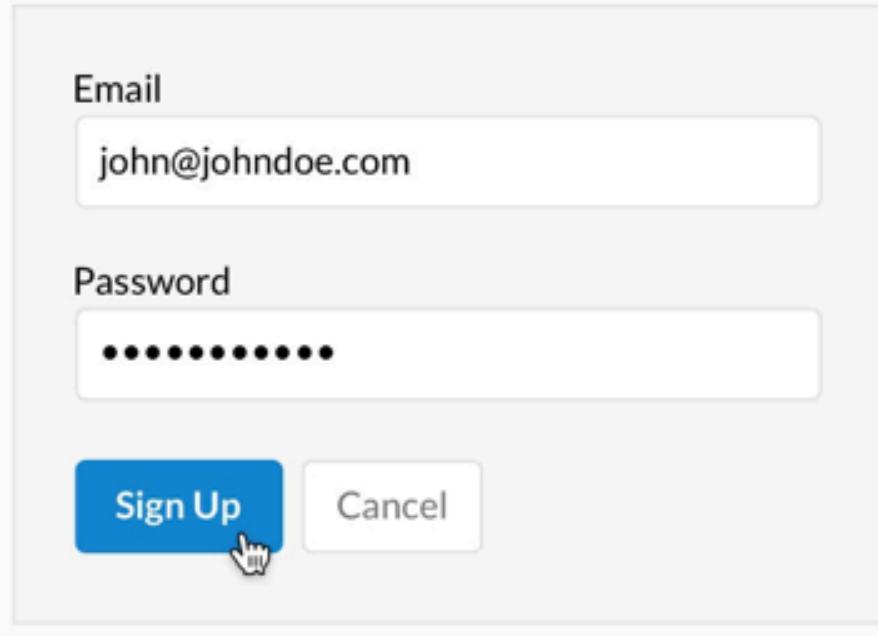
Right Prototype (Don't): This version shows a dropdown menu with the placeholder "- Select -" and five items: "Lion", "Tiger", "Bear", "Bull", and "Serval". The item "Bear" is highlighted with a light gray background, and a cursor icon is positioned over the right edge of the menu, suggesting it can be scrolled.

Bottom Labels: A green horizontal bar under the left prototype is labeled "Do", and a red horizontal bar under the right prototype is labeled "Don't".

Email

Password

Sign Up Cancel

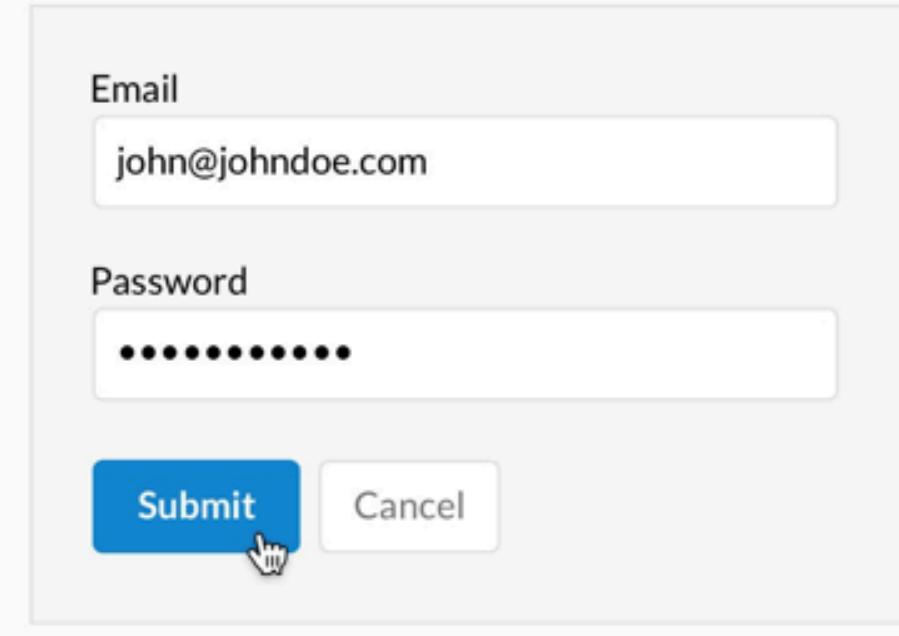


Do

Email

Password

Submit Cancel



Don't

Specify Errors Inline

Email

 !

There is already an account with this email

Password

Sign Up

Cancel

Do

1 error found

Email

Password

Sign Up

Cancel

Don't

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Q & A



*Thank
you!*