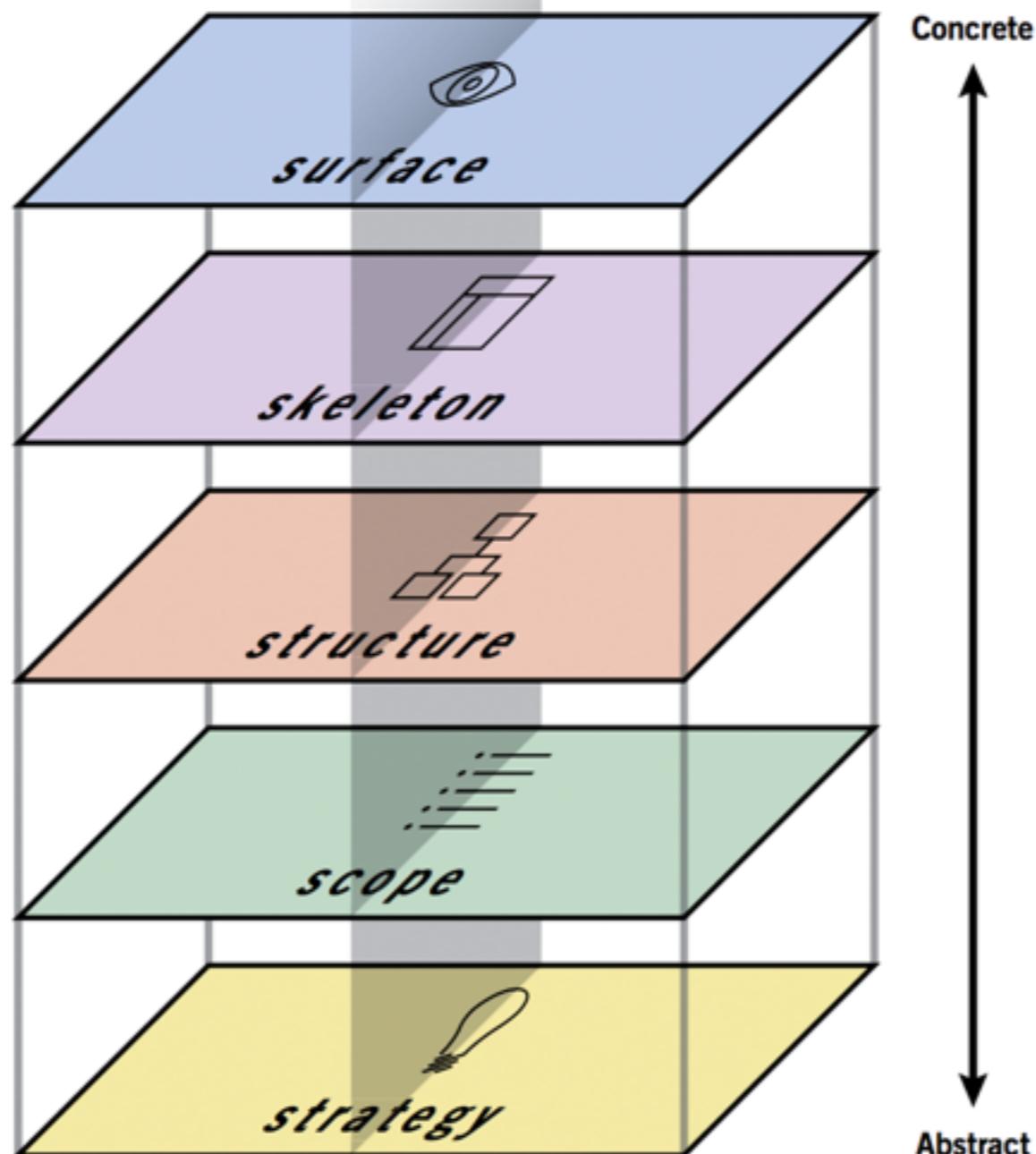


Week 4: Interface (Part 1)

PUCD 2125 Section D, Spring 2017

product as functionality | product as information



Strategy

product as functionality | **product as information**

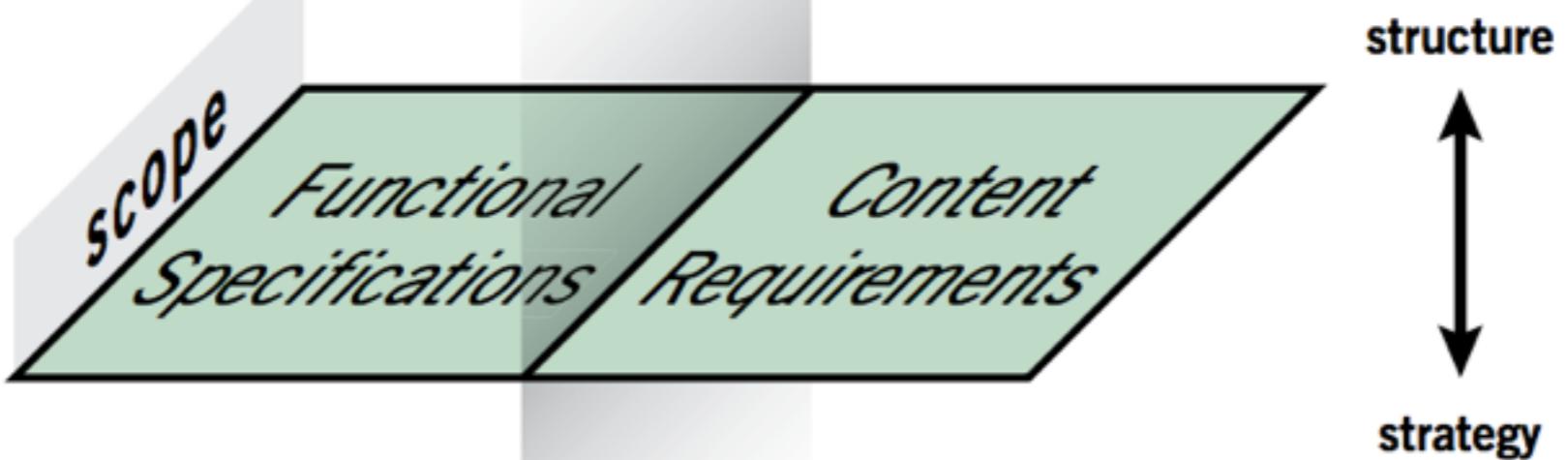


Why are we designing
and building something?

Who are we designing and
building something for, and
what are their needs?

Scope

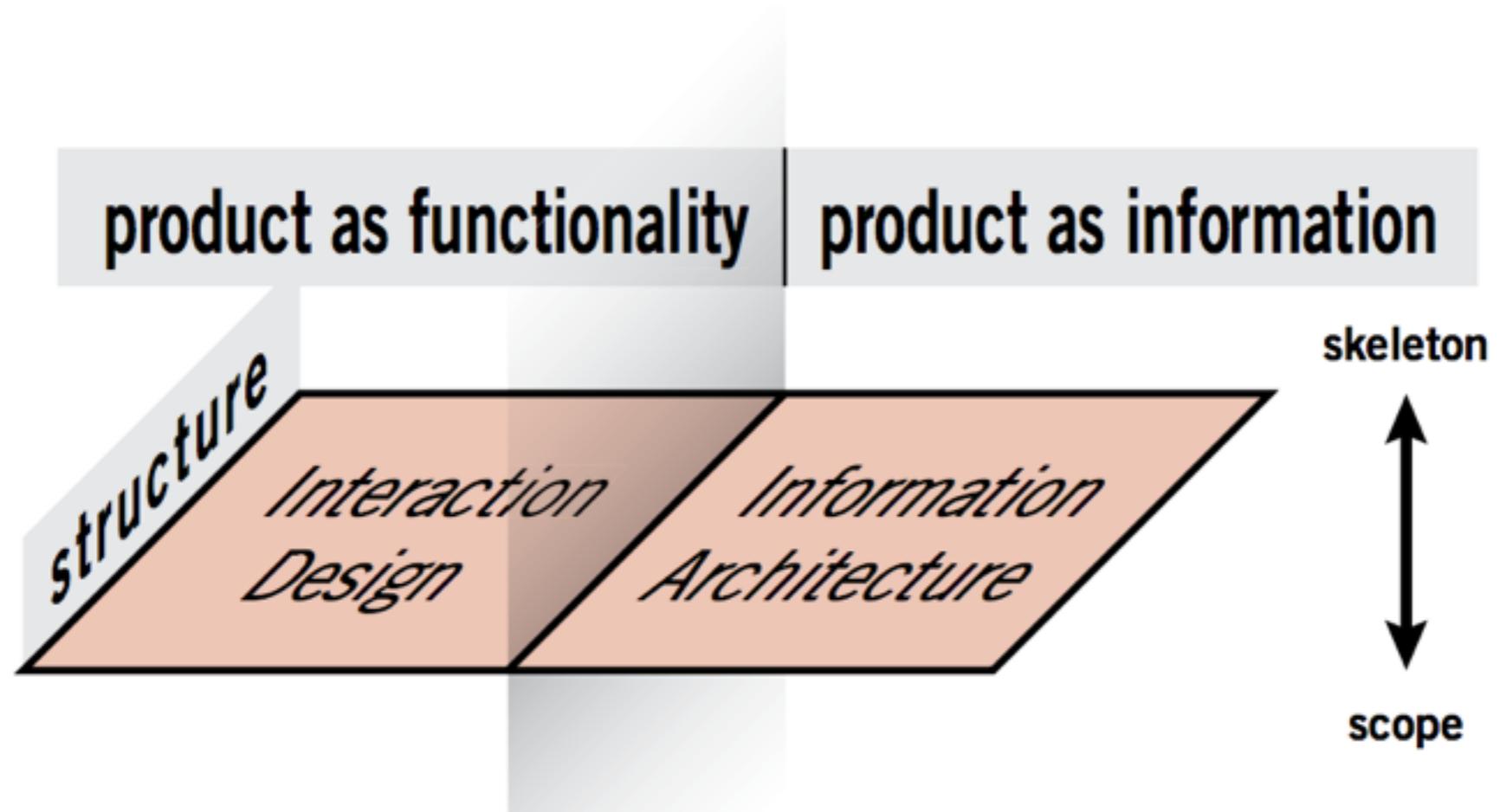
product as functionality | **product as information**



What are we making?

Functionality & Content

Structure

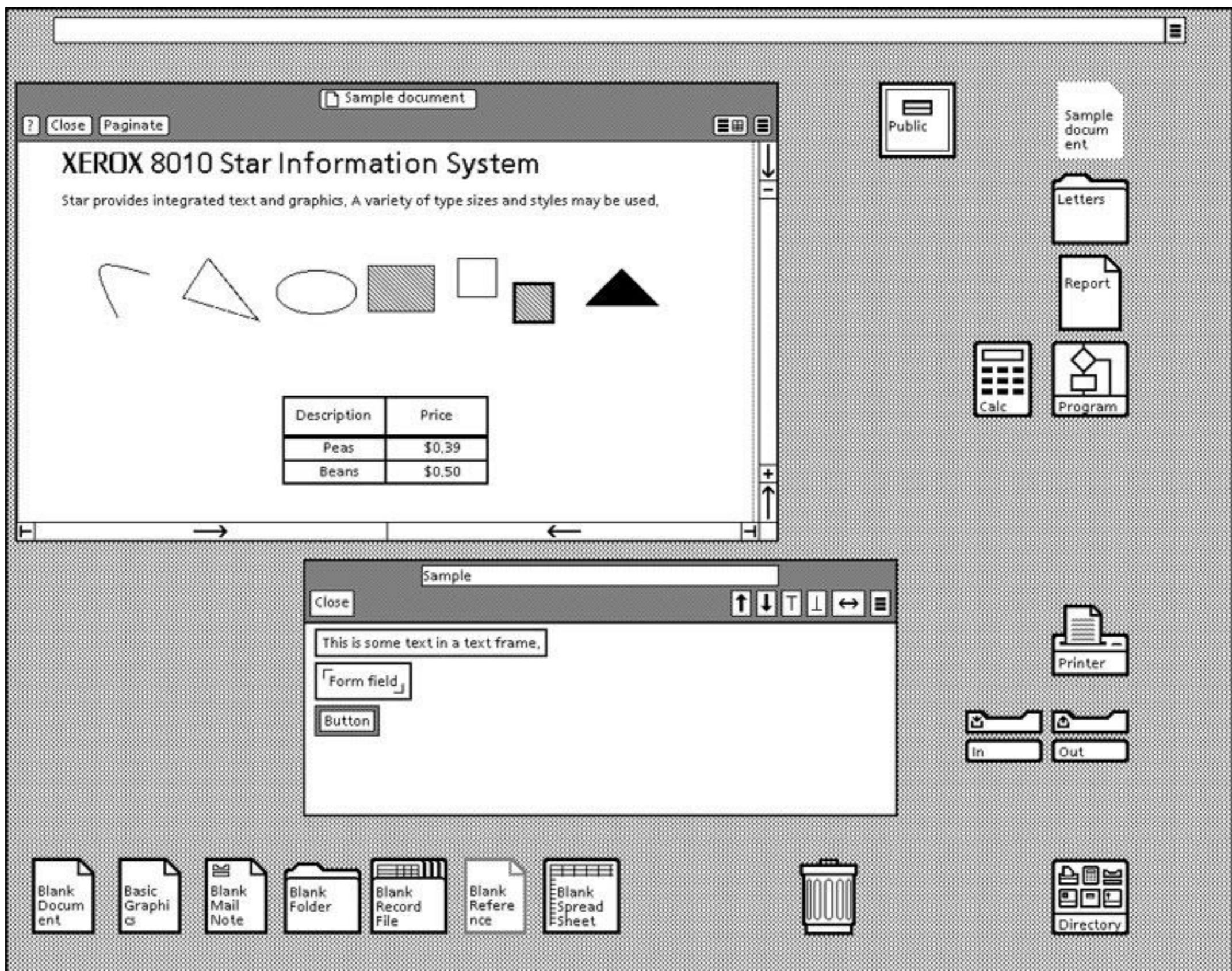


Interaction Design

Interaction Design

How the user accomplishes tasks.

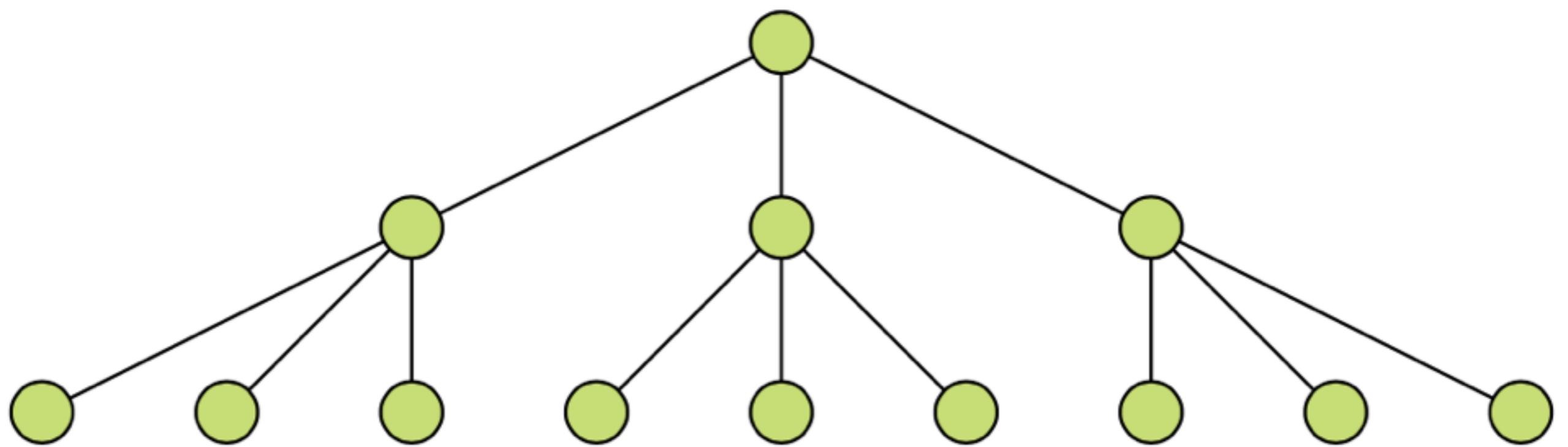




Information Architecture

Information Architecture

How do we structure our content so that people can understand, find, and use it?



Skeleton

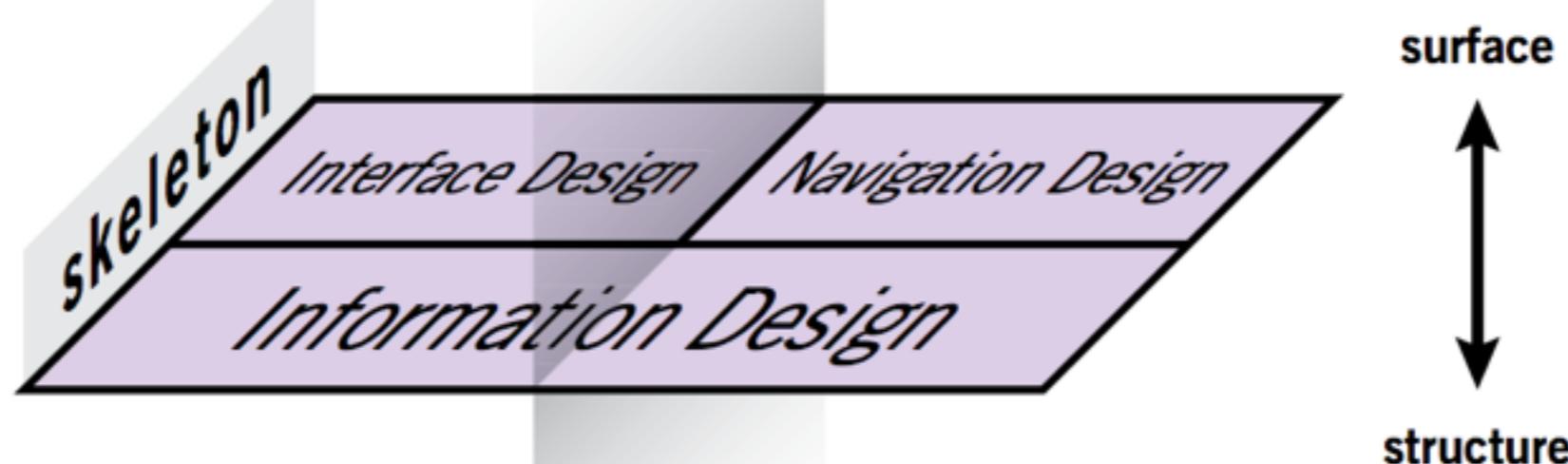
Skeleton

What form will our functionality and content take?

Skeleton

Interface design

product as functionality | **product as information**



Interface Design

- Buttons, fields, Interface components
- Providing users with the ability to do things

Navigation Design

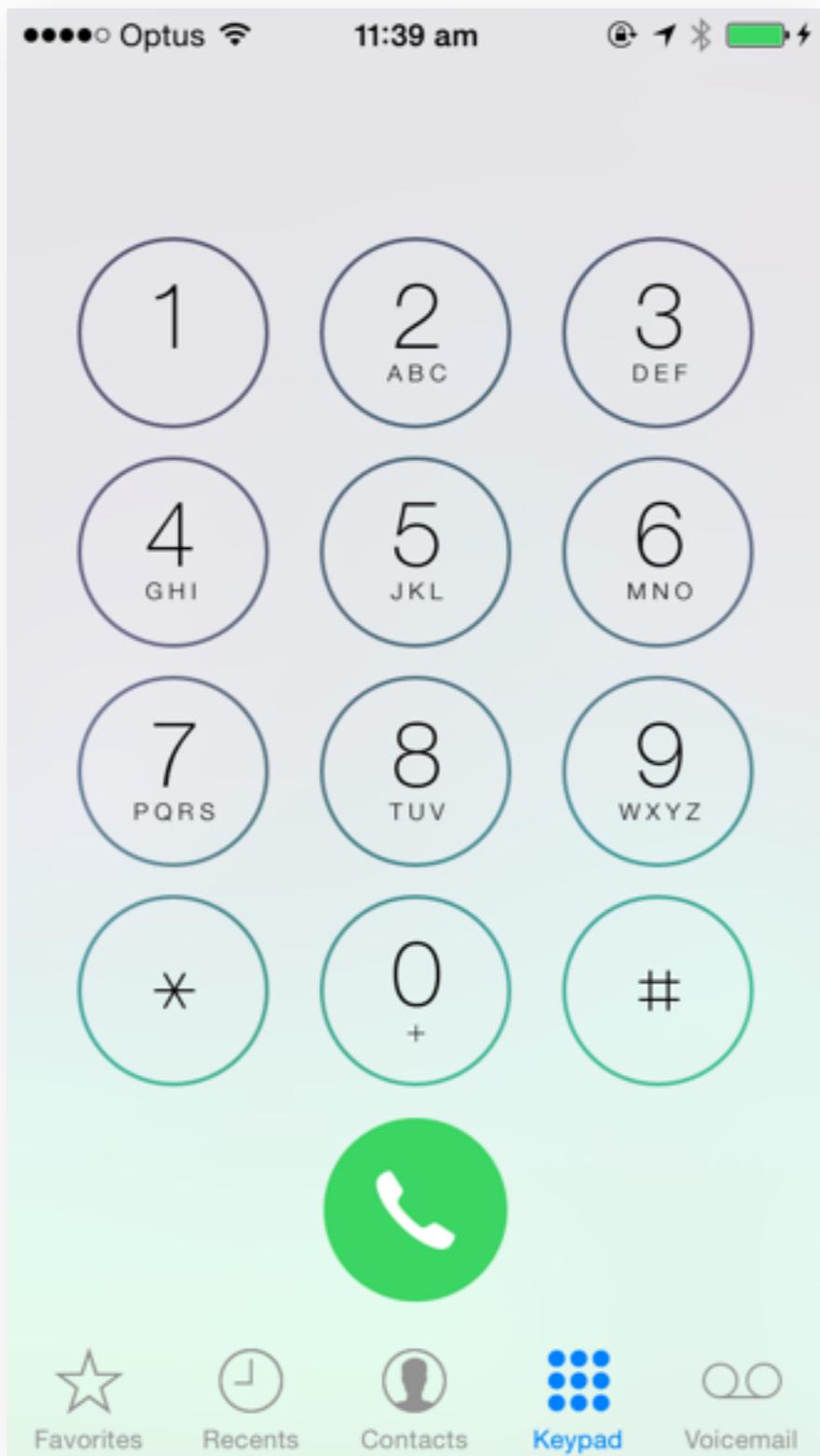
- Presenting information spaces, and how we move between them.
- Providing users with the ability to go places.

Information Design

- The presentation of information for effective communication
- Crosses between task oriented functionality and information oriented systems

Conventions & Metaphors









Metaphors



Submit



Interface Design

Interface Design

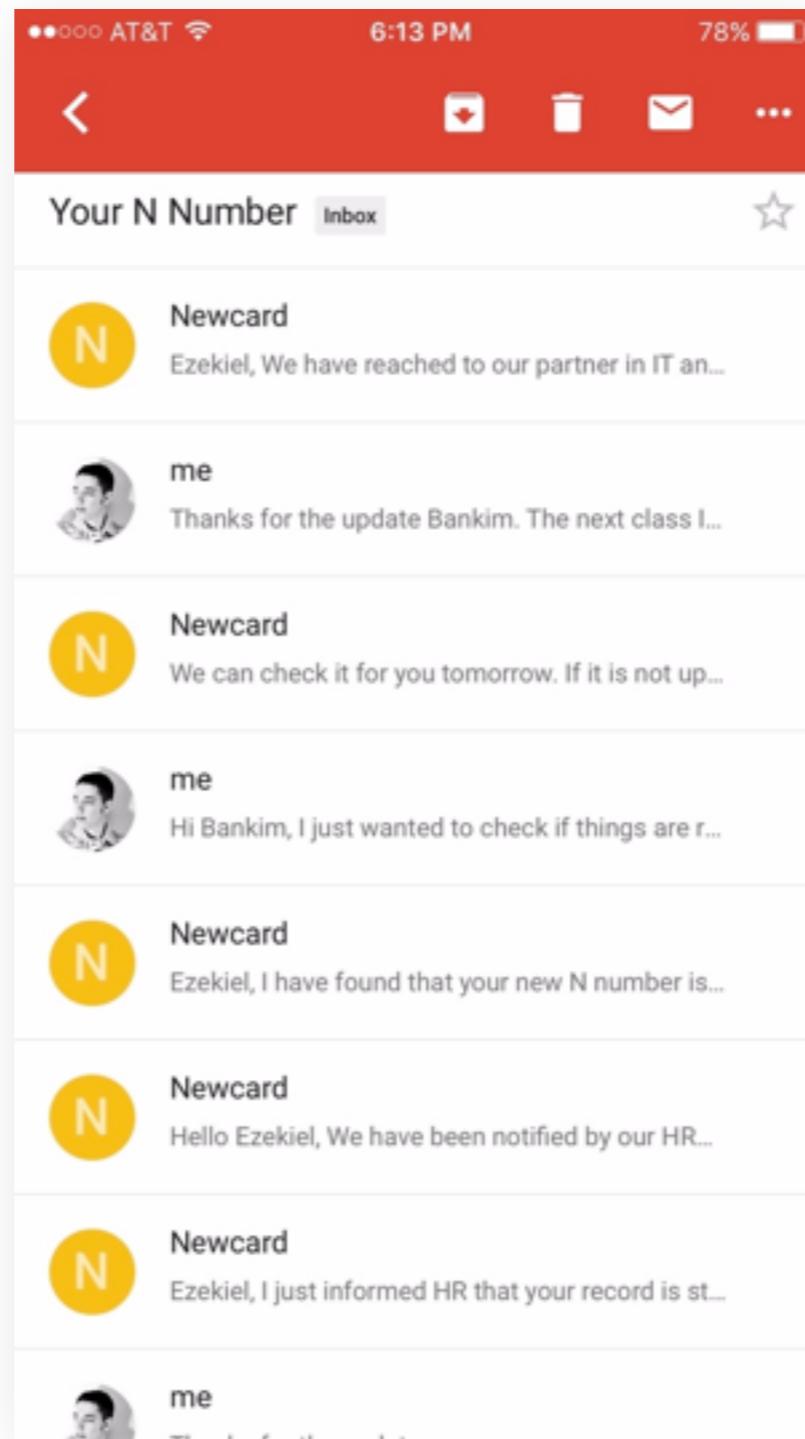
Selecting and arranging the right interface elements for the user to able to easily accomplish a given task.

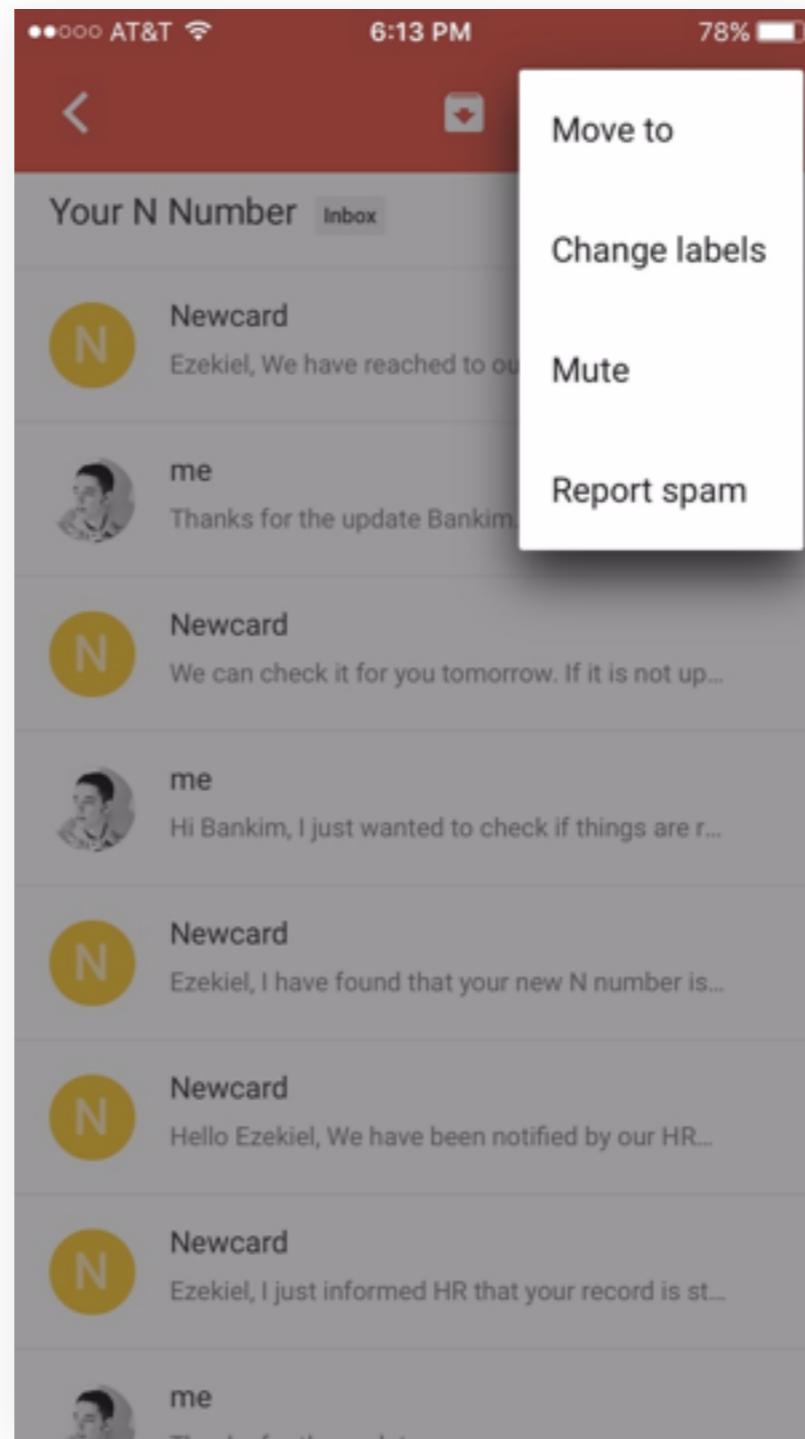
Primary Use Cases
vs
Edge Cases

Progressive Disclosure

Progressive Disclosure

What are we presenting to the user, when, and why?





Interface Conventions



Track plain-text clicks



I'm disabled

Checkboxes



Track plain-text clicks



I'm disabled



Track plain-text clicks



I'm disabled

Radios



Track plain-text clicks



I'm disabled

Select an option ▾

Select an option

option 1

option 2

option 3

Select / Dropdown

Select an option ▾

Select an option

option 1

option 2

option 3

First name

Text Input

First name

Standard

Primary Action

Send Now

Stop This Delivery

Buttons

Standard

Primary Action

Send Now

Stop This Delivery

Date Select

CALENDAR

< February >

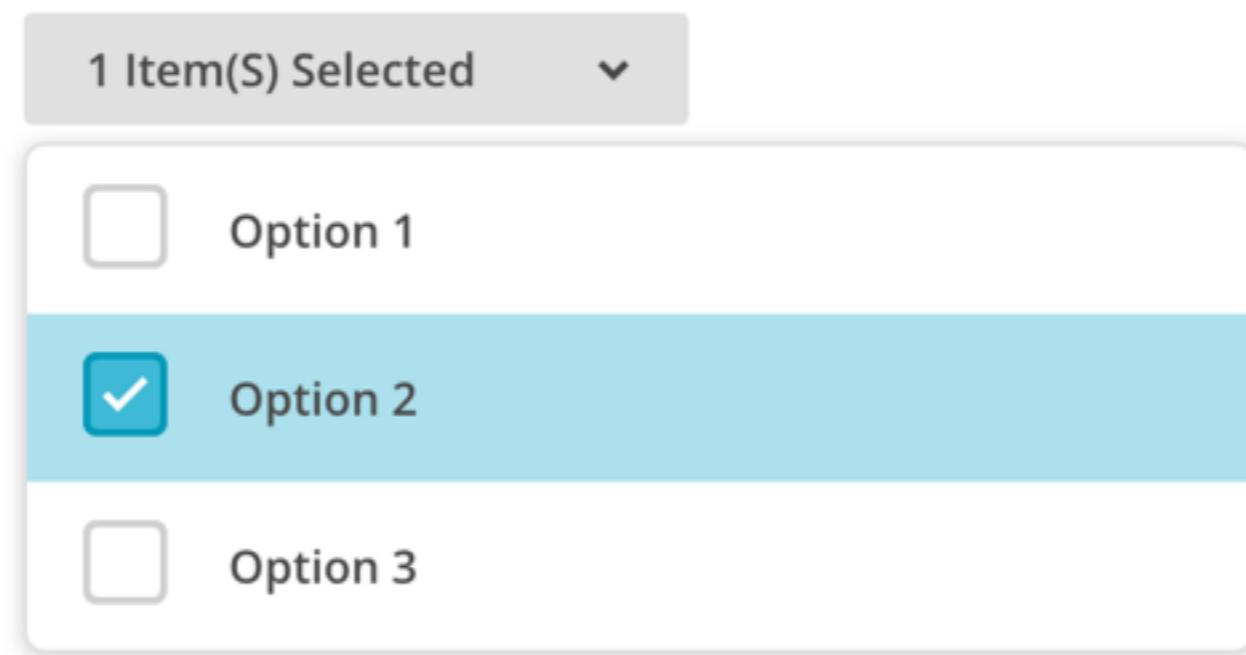
S M T W T F S

29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4

Tag Select

Any ▾ hello ✕ is it me ✕ you're ✕ looking for? ✕

Multiselect



Navigation Design

Navigation design needs to accomplish...

- Providing a means for getting from one section of the site/app to another.

Navigation design needs to accomplish...

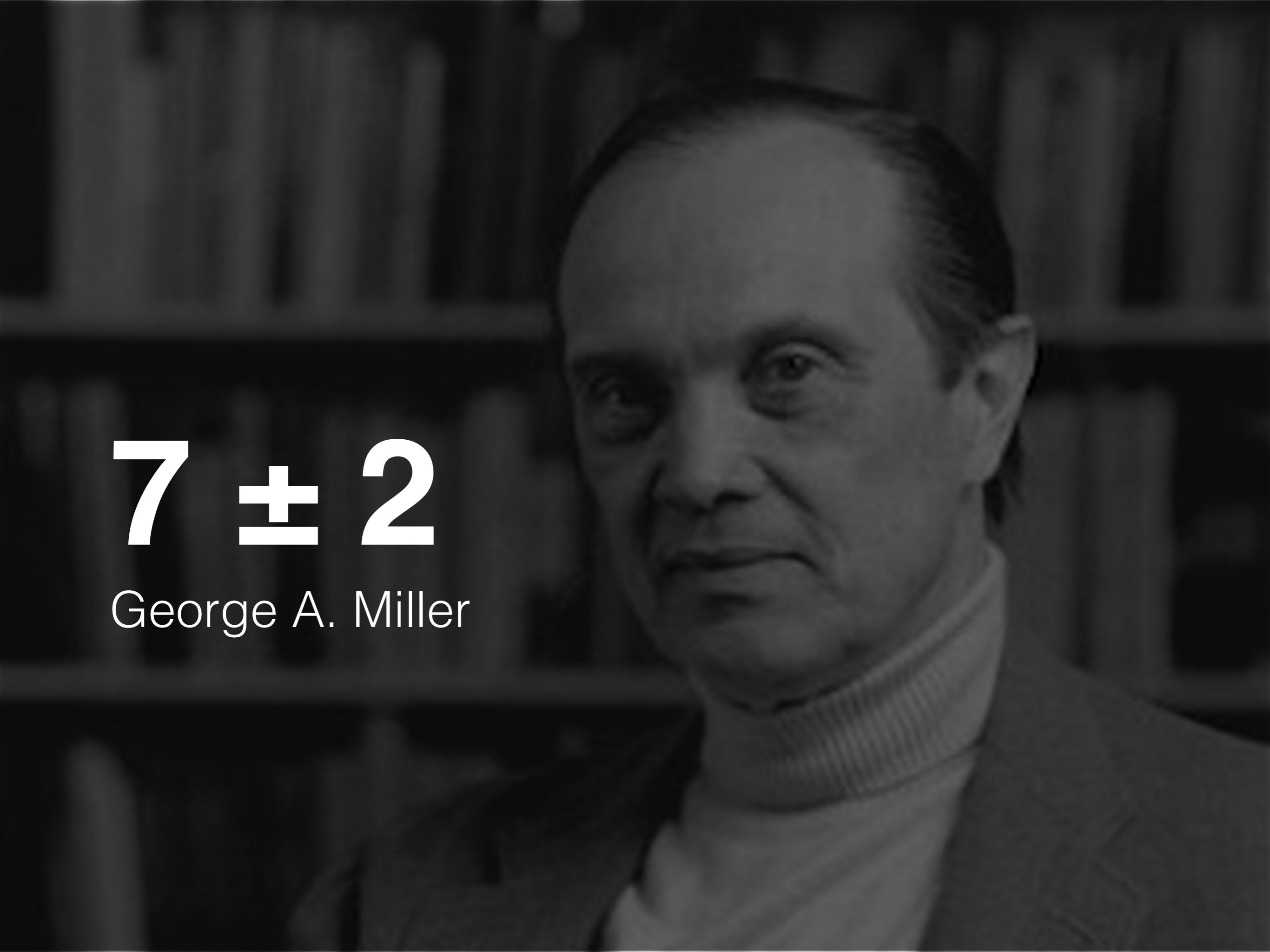
- Providing a means for getting from one section of the site/app to another.
- Communicate the relationship between the elements it contains.

Navigation design needs to accomplish...

- Providing a means for getting from one section of the site/app to another.
- Communicate the relationship between the elements it contains.
- Communicate the relationship between its contents and the page the user is currently viewing.

Establishing Information Spaces

where am I, and where can I go?

A black and white portrait of George A. Miller, an elderly man with glasses, looking slightly to the left.

7 ± 2

George A. Miller

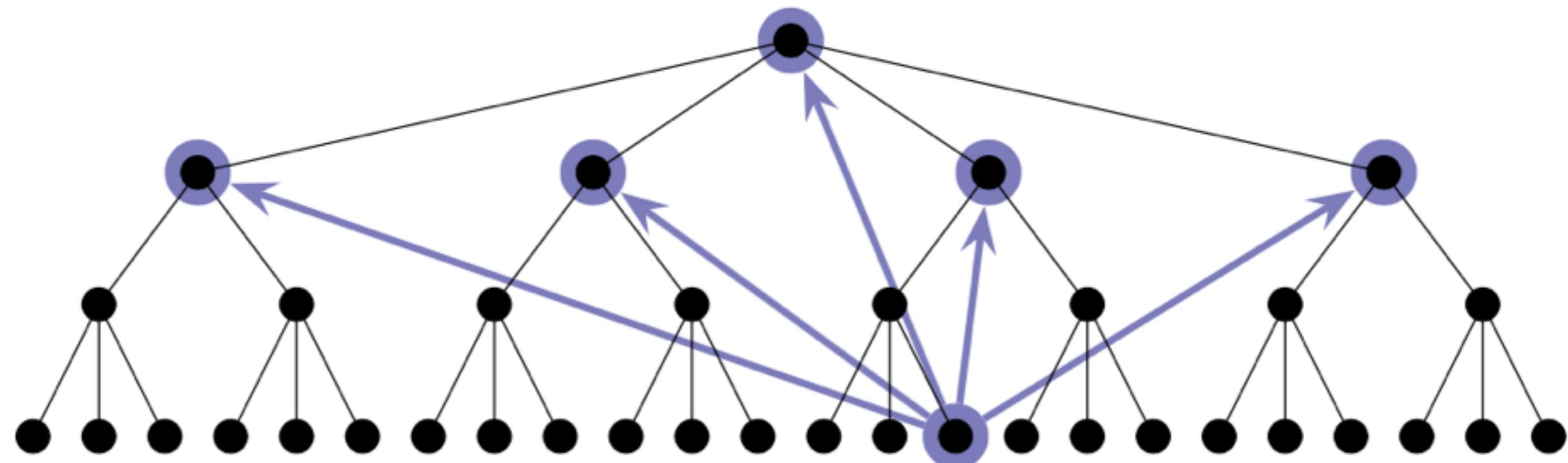
5 to 9 things.



Nomenclature

Navigation Systems

Global Navigation

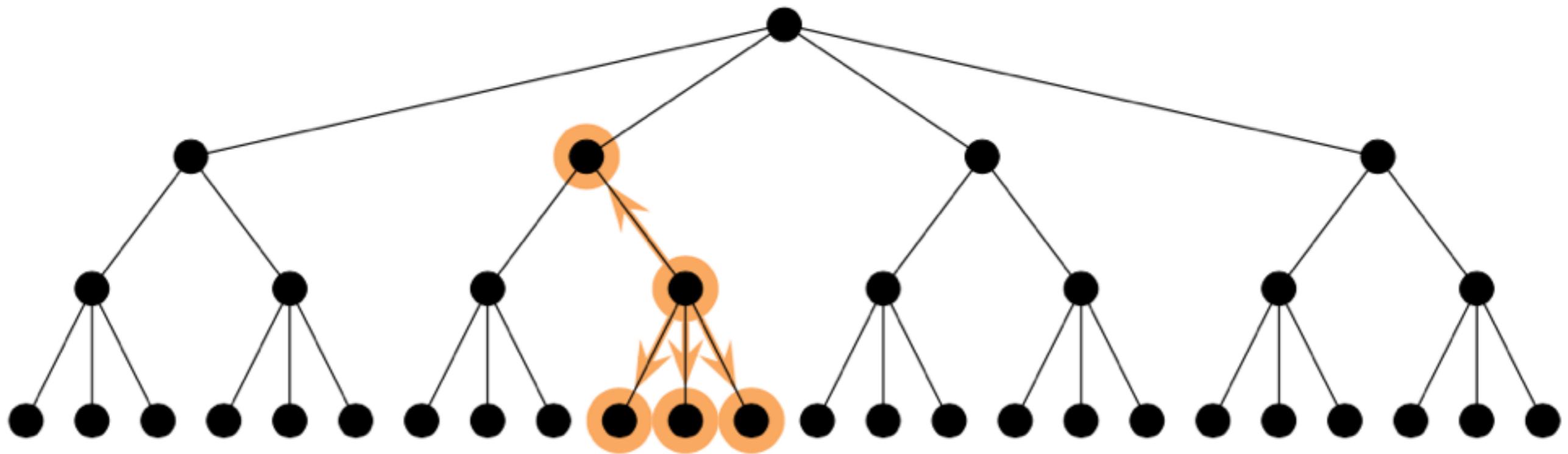


Best Sellers

[Shop the collection →](#)



Local Navigation



Best Sellers

**Mountains Crewneck**

Marbled Gray

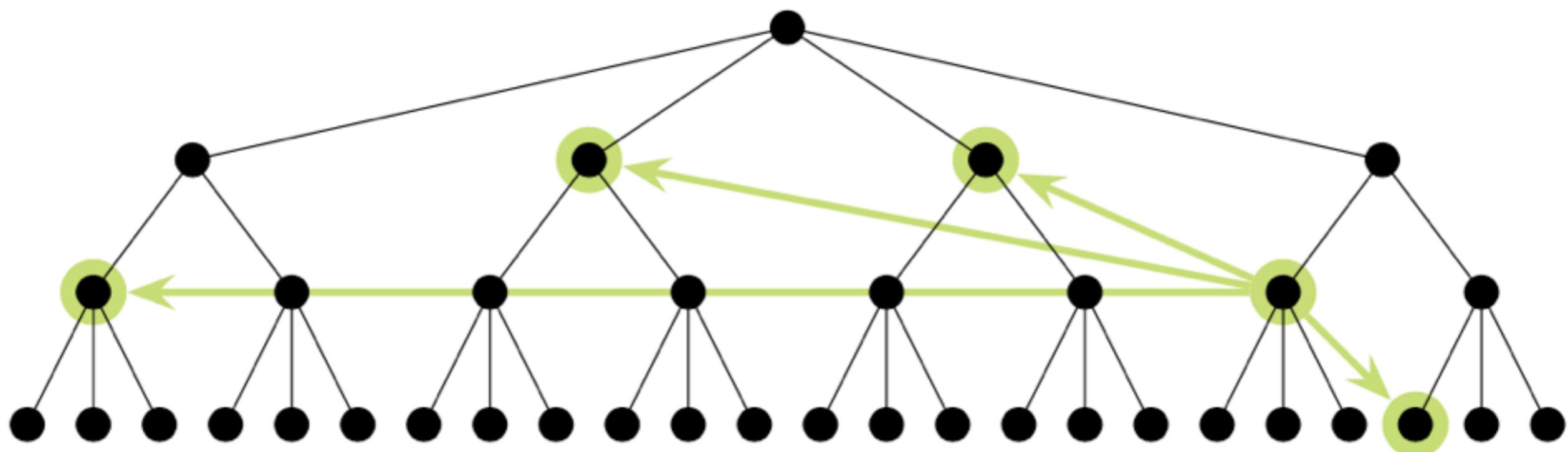
**Migration**

Heather Cranberry

**Momentum**

Navy

Supplementary Navigation



Clothing

Workspace

Everyday Carry

Prints



●
●
●
●
●
●
●
●
●

Momentum

Heather Army

\$28

Keep things moving

Select a size ▾

+ Add to Cart

★★★★★ 2 Reviews

[Details](#)

[Sizing](#)

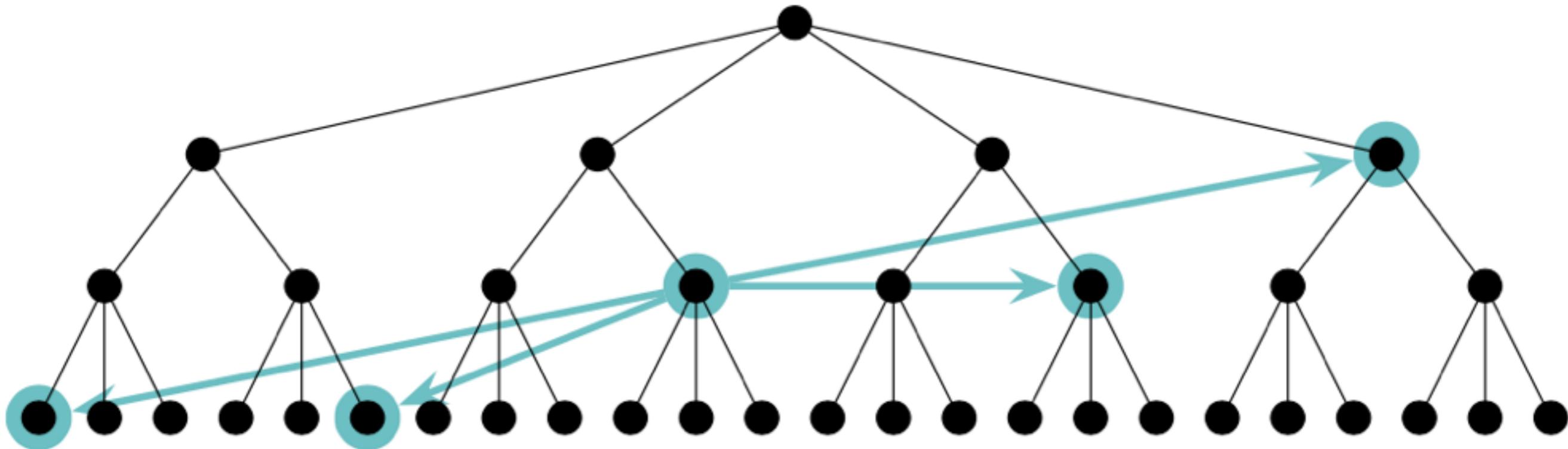
[Shipping & Returns](#)

- 50% poly / 50% cotton
- Heather army shirt with 2-color waterbased print
- Manufactured and printed in the USA

Alternate colors



Contextual Navigation



Clothing

Workspace

Everyday Carry

Prints



Momentum

Heather Army

\$28

Keep things moving

Select a size ▾

+ Add to Cart

★★★★★ 2 Reviews

[Details](#)

[Sizing](#)

[Shipping & Returns](#)

Shipping cost is based on weight. Just add products to your cart and use the Shipping Calculator to see the shipping price.

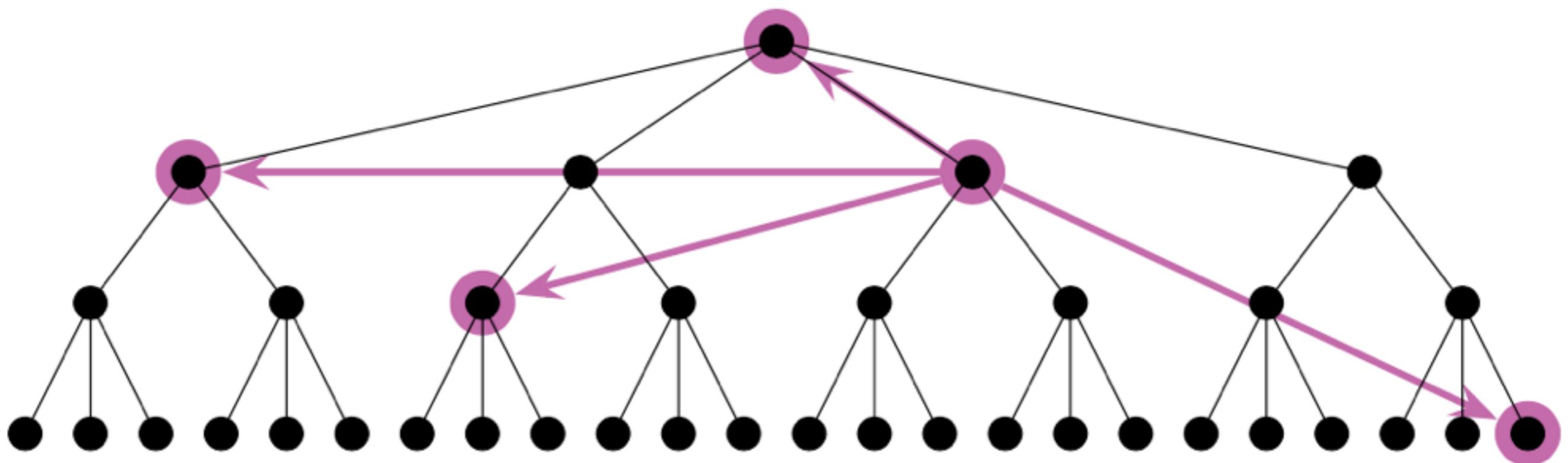
We want you to be 100% satisfied with your Ugmonk purchase. Items can be returned or exchanged within 30 days of delivery.

[Read more about Shipping & Returns here.](#)

Alternate colors



Courtesy Navigation





Read our story →

Shop all Products →

Customer Service

- Help / FAQ
- Size Charts
- Returns & Exchanges
- Gift Cards
- Contact Us

About

- Our Story
- Giving Back
- Resources
- Shop



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Apple Site Map

About Apple	News and Events	Account	For Education
Apple Info	Newsroom	Manage Your Apple ID	Apple and Education
Contact Apple	RSS Feeds	Apple Store Account	Shop for College
Apple Leadership	Apple Events	iCloud.com	
Job Opportunities	User Groups		For Business
Press Release Library		Store Services	Apple and Business
Investors	Where to Buy	Genius Bar	Shop for Business
Working with Apple	Find an Apple Store	Workshops and Learning	
Legal	Find a Reseller	Order Status	
Choose Your Country or Region	How to Buy iPhone	Financing	
Product Feedback	Apple Store for Government	Reuse and Recycling	
Recycling	Apple Financial Services	Gift Cards	
	Rebates	Apple Store pickup	
Apple Values	Refurbished and Clearance	Personal Setup	
Environment	Corporate Resellers	Apple Store App	
Supplier Responsibility		Shopping Help	
Accessibility			
Privacy			
Inclusion and Diversity			

Mac >

Shop and Learn	Mac Accessories >	More Mac
MacBook	Audio & Music	macOS Sierra
MacBook Air	Business	macOS Server
MacBook Pro	Cases & Protection	Downloads

Information Design

How are we
presenting content?

How is that content
organized on the page?

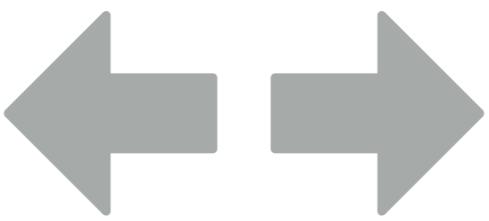
- ▶ State
- ▶ Job title
- ▶ Telephone number
- ▶ Street address
- ▶ Name
- ▶ Zip code
- ▶ Organization
- ▶ City
- ▶ E-mail address

- ▶ Name
- ▶ Job title
- ▶ Organization
- ▶ Street address
- ▶ City
- ▶ State
- ▶ Zip code
- ▶ Telephone number
- ▶ E-mail address
- ▶ Job title
- ▶ Telephone number
- ▶ Street address
- ▶ Name
- ▶ Zip code
- ▶ Organization
- ▶ City
- ▶ E-mail address

- ▶ Personal information
 - ▶ Name
 - ▶ Job title
 - ▶ Organization
- ▶ Address information
 - ▶ Street address
 - ▶ City
 - ▶ State
 - ▶ Zip code
- ▶ Other contact information
 - ▶ Telephone number
 - ▶ E-mail address
- ▶ Name
- ▶ Job title
- ▶ Organization
- ▶ Street address
- ▶ City
- ▶ State
- ▶ Zip code
- ▶ Telephone number
- ▶ E-mail address
- ▶ State
- ▶ Job title
- ▶ Telephone number
- ▶ Street address
- ▶ Name
- ▶ Zip code
- ▶ Organization
- ▶ City
- ▶ E-mail address

How would our users
think about ?

micro-level information
architecture



Wayfinding





Best Sellers

**Mountains Crewneck**

Marbled Gray

**Migration**

Heather Cranberry

**Momentum**

Navy

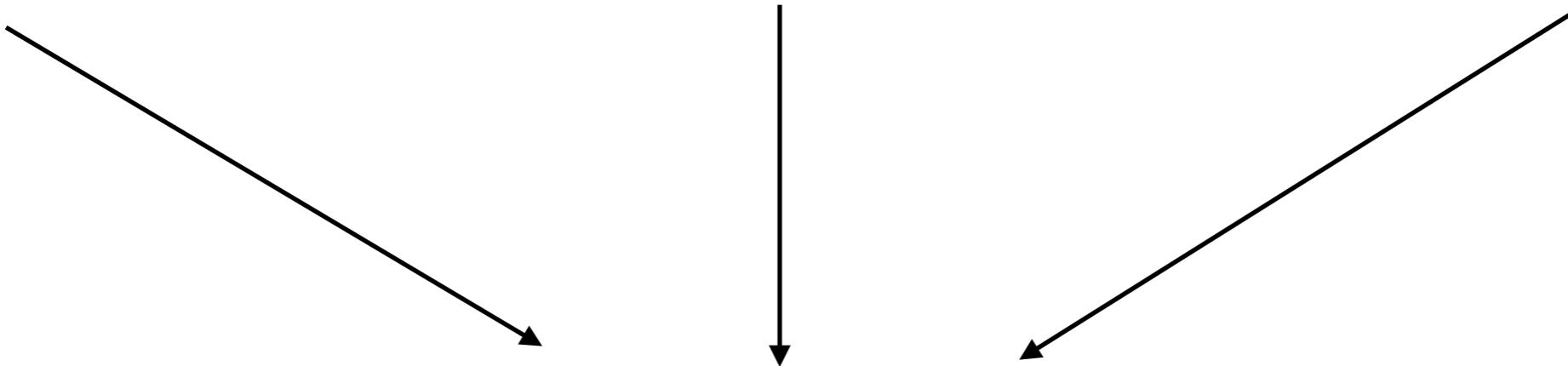
Page Layout

Information Design

Interaction Design

Navigation Design

Page Layout



Wireframes

Default / Browser
Viewport 1024x768 - Grid Width 940

A Big Title

Home Event Accessories Apparel Featured Items

Image Gallery of Featured Products

Intro Copy Headline
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Quick Links
Home Event Support Contact

Announcements / Promoted Content
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Coming Soon
Image of upcoming product

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Tablet Portrait
Viewport 768x1024 - Grid Width 724

A Big Title

Home Event Accessories Apparel Featured Items

Image Gallery of Featured Products

Intro Copy Headline
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Quick Links
Home Event Support Contact

Announcements / Promoted Content
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Coming Soon
Image of upcoming product

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Smartphone
Viewport 320x480 - Grid Width 280

A Big Title Home

Intro Copy Headline
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Image of Featured Product
Item Title Item Category \$88.00

Quick Links
Home Event Support Contact

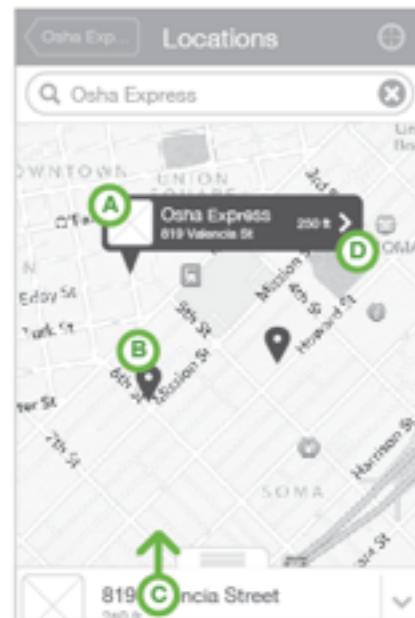
Announcements / Promoted Content
lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Coming Soon
Image of upcoming product

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Locations

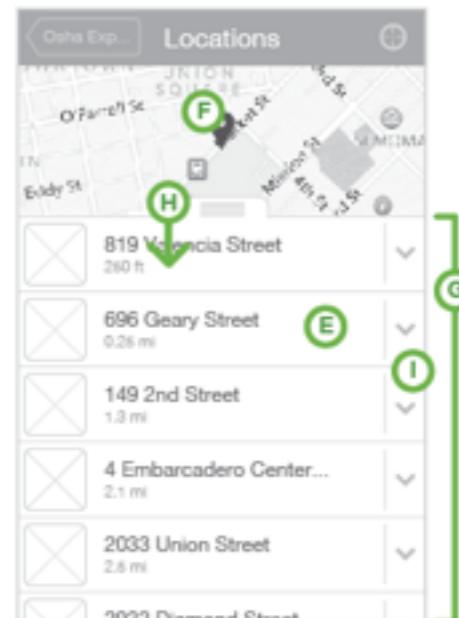
Full Map



- A Initially Opened Pin is always the nearest location. Only one pin is Opened at a time.
- B Tapping on any pin changes it to the Opened Pin, and centers the pin in the map window.
- C Tap or tap-drag to maximize/slide up the List View.
- D Tapping Opened Pin goes to that location's List View Open.

Locations

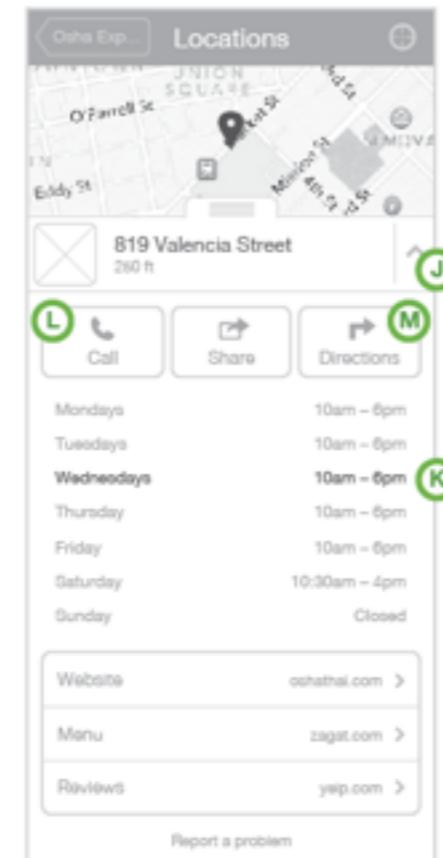
List View Collapsed



- E Tapping any address in the list moves the map to center that location's pin.
- F Opened Pin closes in this view.
- G List window is scrollable. Height is constrained.
- H Dragging the list window's gripper down collapses it back to Full Map view. Hit target should be a little larger than gripper's appearance.
- I Tapping any down-arrow moves that address to top of list, slides open the List View Open screen in a drawer below the address, and hides the rest of the addresses in the list.

Locations

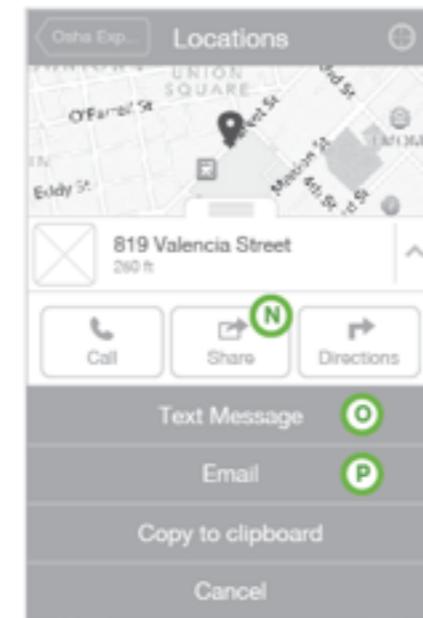
List View Open



- J Tap to close List View Open, back to List View Collapsed view.
- K Today is highlighted.
- L Call opens Phone app and dials location.
- M Directions opens Maps app, preferably with Directions shown.

Locations

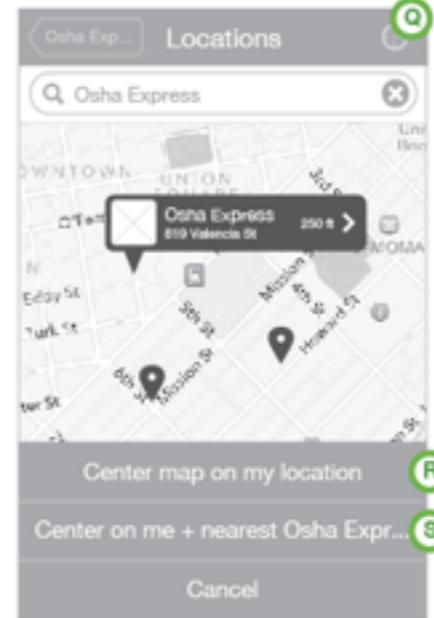
List View Open - Share Popup



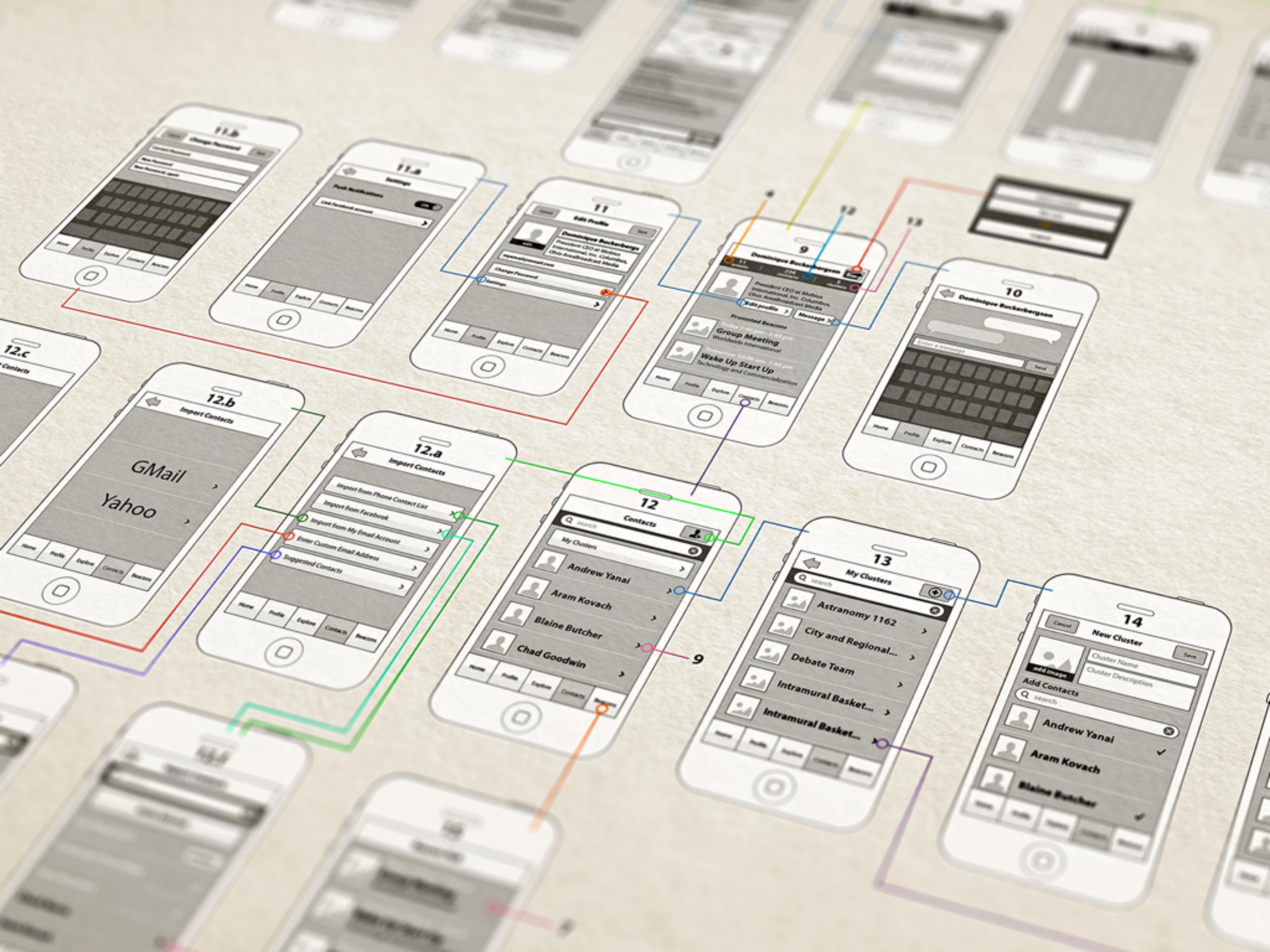
- N Share slides up the overlay, nailed to bottom of screen.
- O Text Message opens iOS Messages app with contextualized message e.g. "Meet me at Osha Express. Address, etc., link, etc."
- P Email opens iOS Mail app with contextualized message.

Locations

Current Location Options



- Q Tap icon to center map on user's current location using Location Services.
- R Moves map to center on user's position (no zoom) Keeps all merchant pins open, even if they are not viewable in the map window anymore.
- S Zooms out to show only one pin (nearest merchant location), plus user's position.



LOGO

NAVIGATION

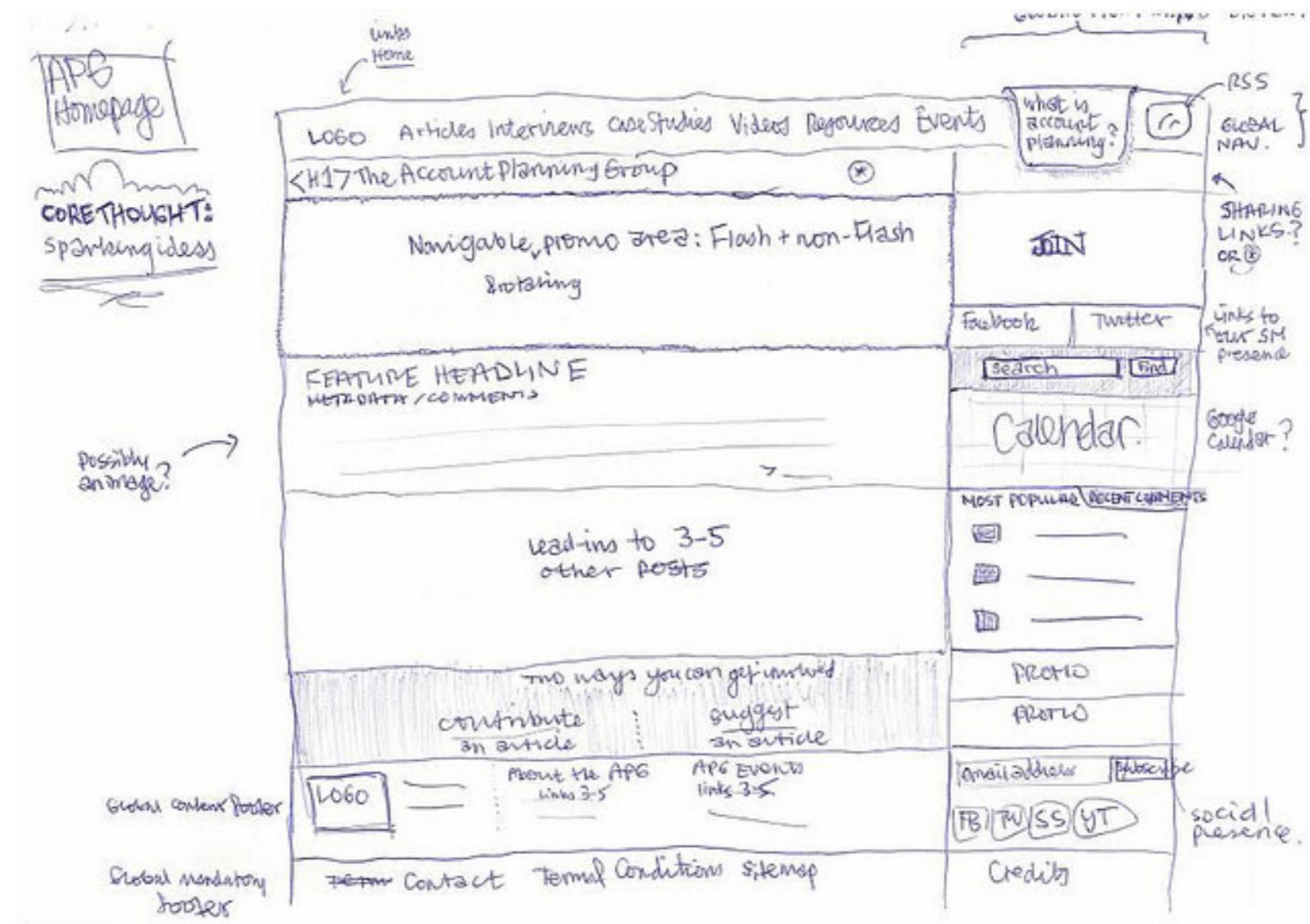
BANNER

FEATURE 1

FEATURE 2

FEATURE 3

FOOTER



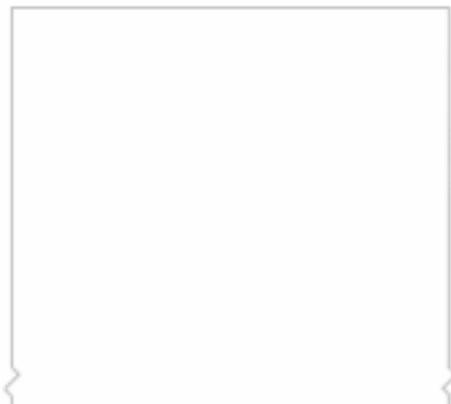
Header & Footer Variables

01. Base Wireframe Kit.gstencil

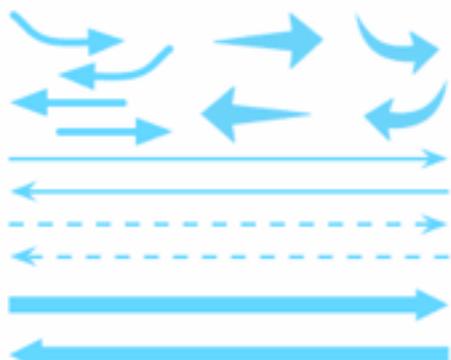
Base Kit

Title: 01. Base Wireframe Kit.gstencil | Creator: Unknown | Modified: Thu Aug 20 2009 | Page 1/1

Boxes



Arrows



Cursors



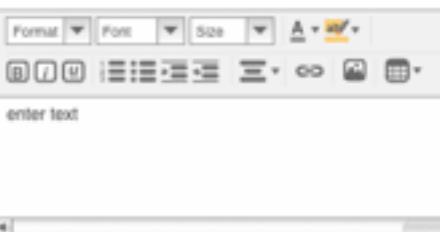
KONIGI
Wireframe Stencils
[Check for updates](#)

Buttons



Form Elements

Editor Controls



Textarea

enter text

Label Done or Cancel

File input Browse

Input and split button Search

Combo box dogs
cats
goldfish
snakes

Select label

label

Label Label

Label Label

UX 74.3 Can't read this!

Date Selector / /
Select a date range Select a date range

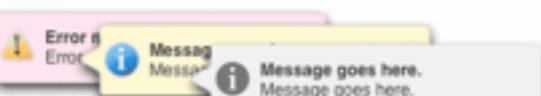
Select a date December 2008
S M T W T F S
30 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31 1 2 3
Select Today

Select a date range December 2008
S M T W T F S
30 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31 1 2 3
Select Today To Select Today

Icons



Errors & Confirmation

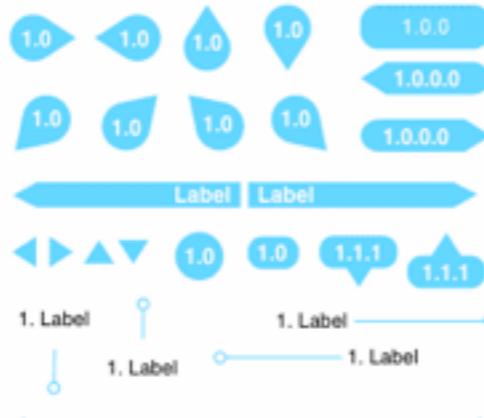


Error Error Sorry. You need to correct the fields marked below before continuing.

Message Message Success! Message goes here. Message goes here.

Success! Message goes here. Message goes here.

Labels & Notes



This is a speech bubble callout. Click to edit.
This is a speech bubble callout. Click to edit.



Headings & Note Blocks

1. Section Heading

1. Section Heading

Notes

- 1. This is a note for item # 1.
- 2. Use Opt-Tab on first line after number

1. Notes

- 1.1 This is a note for item # 1.
- 1.2 Use Opt-Tab on first line after number

1. Note w/ 10px pad

- 1.1 Note

Segmented Controls



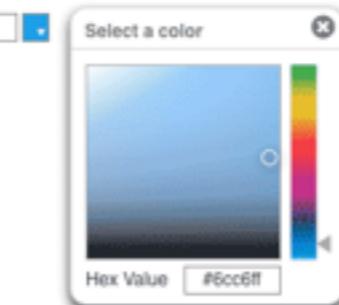
Sliders and Spinners



Path Controls, Action Menus, Grippies, etc.



Color Picker



Wireframing Tools



Balsamiq



OmniGraffle



Sketch



Illustrator

For Next Week:

- Project 1 Final Critiques!
- Simplify your scope as much as possible!
- Looking for polished execution that supports your goals/strategy!