

PREDICTING THE SUCCESS OR FAILURE OF A NEW PRODUCT

BASED ON WHAT ENGINEERS AND PROGRAMMERS ARE SAYING ABOUT IT.

IF THEY SAY...

IT MEANS...

"IT DOESN'T DO ANYTHING NEW"	THE PRODUCT WILL BE A GIGANTIC SUCCESS.
"WHY WOULD ANYONE WANT THAT?"	
"REALLY EXCITING"	THE PRODUCT WILL BE A FLOP. YEARS LATER, ITS IDEAS WILL SHOW UP IN SOMETHING SUCCESSFUL.
"I'VE ALREADY PREORDERED ONE."	
"WAIT, ARE YOU TALKING ABOUT <UNFAMILIAR PERSON'S NAME>'S NEW PROJECT?"	THE PRODUCT COULD BE A SCAM AND MAY RESULT IN ARRESTS OR LAWSUITS.
"I WOULD NEVER PUT <COMPANY> IN CHARGE OF MANAGING MY <WHATEVER>."	WITHIN FIVE YEARS, THEY WILL.

UX/UI — Visual Hierarchy



And how to influence it

Objectives

Teacher Talk - UX/UI

Activity - Analyzing a Website

Teacher Talk - History of UI

Work Time

UX & UI Design Goals

For You

For Your Users

For You

1. More attractive portfolio
 - a. More attractive portfolio gets more job offers

For Your Users

1. Increase conversions
2. Reduce customers getting confused or lost

By the end of class today you will be able to ...

1. Define and compare and contrast UX and UI.
2. Identify and utilize many of the common **UX Conventions** present in popular US design.
3. Describe and utilize **Visual Hierarchy** to improve your users' experience of your application.



User Experience (UX)

Visual Hierarchy
System State
User Journeys
Wireframes
Prototypes

User Interface (UI)

Colors
Fonts
Typography
Graphics
Animations



UX Conventions

10 min - Think, Pair, Draw, Share

1. On your own, consider common UX conventions you see in daily life on or off the web.
2. Write down 3-5.
3. If they are web examples, draw simple paper wireframes.
4. Now share with a partner.

Common UX Conventions

- Under seat adjust car seat
 - Front door goes to common living area
 - Logo redirects to home page
 - Login top right
 - Doorknob on the right (sorry lefties)
 - Light switch flip up is on. Right next to the door.
 - Cold on the right, hot on left
 -
- Red stop / Green go
 - Search bar in top center
 - Light & ambiance tells you where you are
 - Top navigation & icons that are abstractions of real life objects (cart or shopping bag for cart)
 - Door push/pull
 - Todo apps task's status
 - Scroll bar telling you you can pull it
 -

Common UX Conventions

1. Top Navbars
 2. Hamburger Menus
 3. Footers
 4. URL navigation
 5. Cards
 6. Tab bar navigation
 7. Popup alerts
 8. Announcement banners
 9. Carousels of images
1. Thumbnail images and text
 2. Header and subheader text
 3. Pointer changing over links
 4. Hover effects (warming up)
 5. Active link effects (active link warm)
 6. Table of contents
 7. Breadcrumbs
 8. Visited link changes color
 9. Red/Yellow/Green = Err/Warning/Success (semaphore, stoplight rating)

Follow Convention vs. Break Convention

Follow UX Convention?

- Many people will use it
- Many sorts of people will use it
- You want to maximize conversions
- Design “falls to the back”
“Neutral” (like Helvetica)

E.g.

1. A startup
2. A conventional business or client

Break UX Convention?

- Few people will use it
- Only highly techie/designie people will use it
- You want to stand out
- Design is in the forefront

E.g.

1. Personal Websites
2. For edgy creatives

Visual Hierarchy

(and how to influence it)

HIERARCHY

ORGANISES AND DIRECTS

A READER BY GROUPING TOGETHER

RELATED ELEMENTS TO CREATE A FOCAL POINT OF INTEREST

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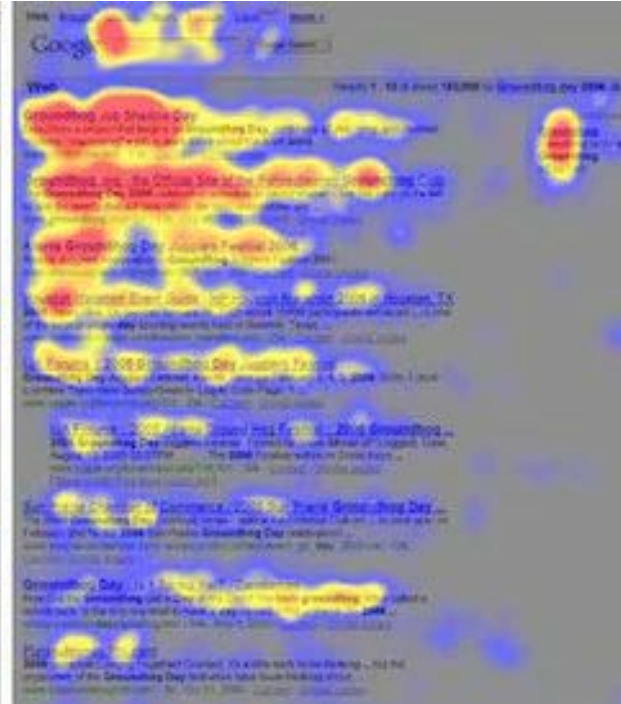
TPS - How Can You Influence Visual Hierarchy?

- Sizes, Fonts, Colors
- Position on the page,
- White space negative space
- Shape
- Color
- Deliberate breaking of conventions
- Layers to create contrast
- 3D vs 2D
- Texture
- Pictures

TPS - How Can You Influence Visual Hierarchy?

- Size
- Color
- Tint
- Space
- Texture
- Typeface Weight
- Typeface Pairing
- Direction
- Symmetry
- Contrast
- Page Scanning Patterns

F-Patterns - Eye Tracking



Explore Airbnb



Homes



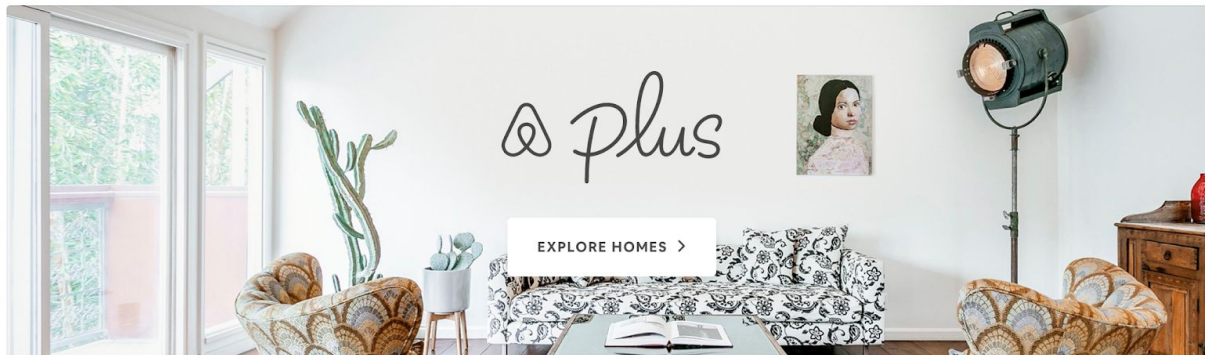
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Restaurants

Introducing Airbnb Plus

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La Salentina: sea, nature & relax



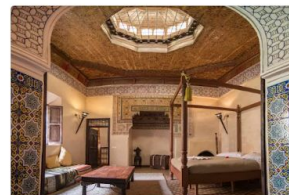
ISLAND · FERN FOREST

Dreamy Tropical Tree House



ENTIRE HOUSE · JOSHUA TREE

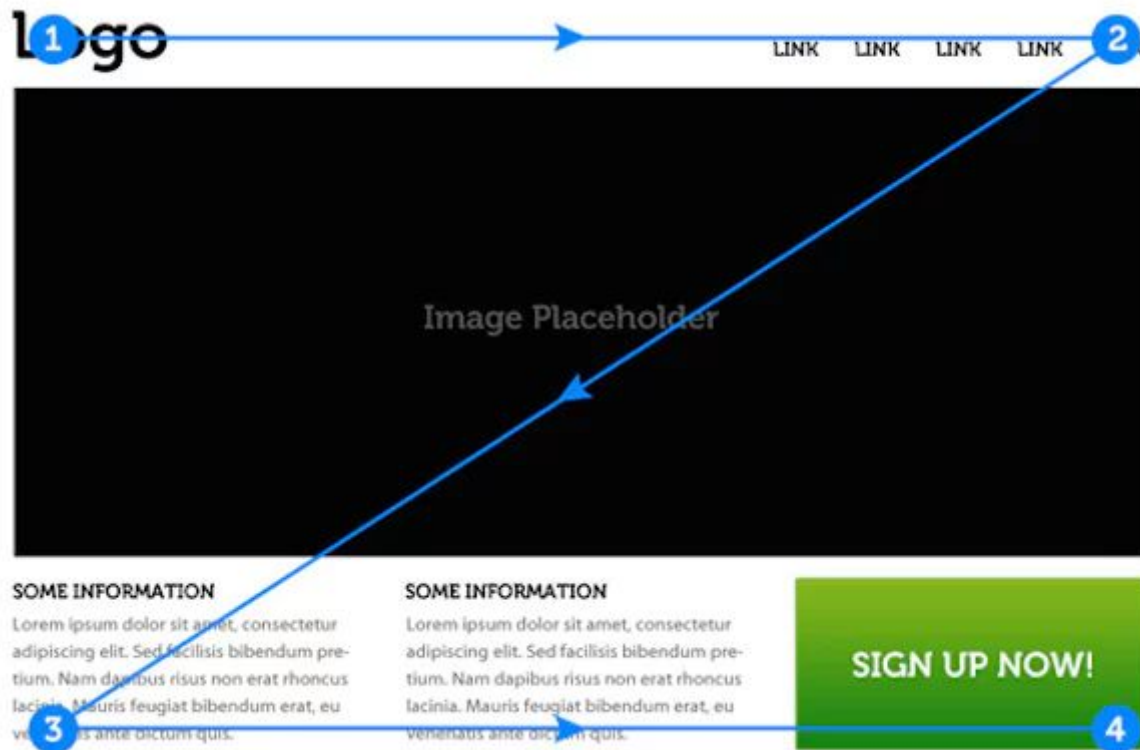
The Joshua Tree House



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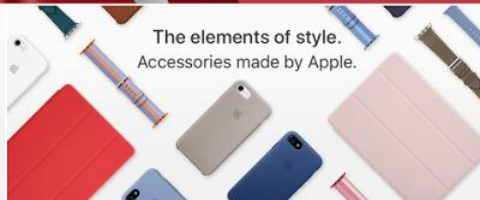
iPhone
This is 7.



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Analyzing a Website's UX/UI

10 min

1. Pick an existing website you like.
2. Look at it with a **critical eye** and explore it for how it works and break it down into its components.
3. List out the UX/UI choices the frontend team made to influence visual hierarchy. Be prepared to explain to the class

History of Web Design through NASA's Website

The History of Web Design & Bootstrap

Before Bootstrap - Simple HTML & CSS

Bootstrap 1 - Skeuomorphism (look like real stuff)

Bootstrap 2 - Gradients/3D (loose the skeuomorphism, keep the 3D)

Bootstrap 3 - Flat (loose the 3D)

Bootstrap 4 - Material (add drop shadows)

Bootstrap 5 - ???Gradients???



Welcome Michael, enter password to create account:

Create Password

Confirm Password

Login

EN ESPAÑOL



"I'M ASKING YOU TO BELIEVE.
Not just in my ability to bring about
real change in Washington ... I'm
asking you to believe in yours."



LEARN

ISSUES

MEDIA

ACTION

PEOPLE

STATES

BLOG

STORE

PLEASE DONATE

Thank You



CHANGE
CAN HAPPEN

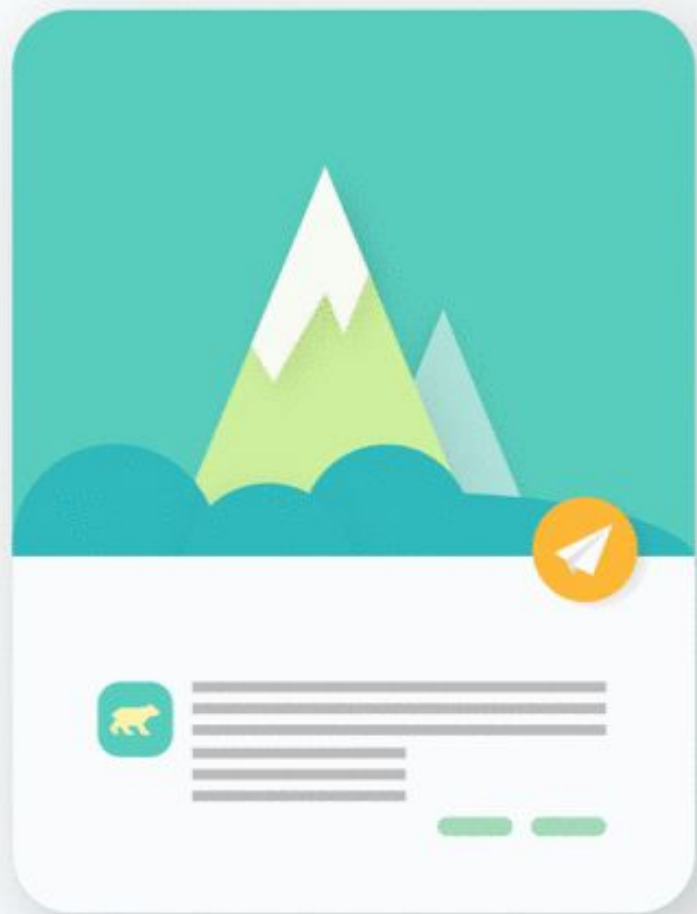
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♥ OPL
AWARD

NOMINEE
CSSDA

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GET STARTED

Homework

- **Bootstrap Tutorial**
- **Bootstrap Original Project**