

design design design design by kevin feng!1!!1

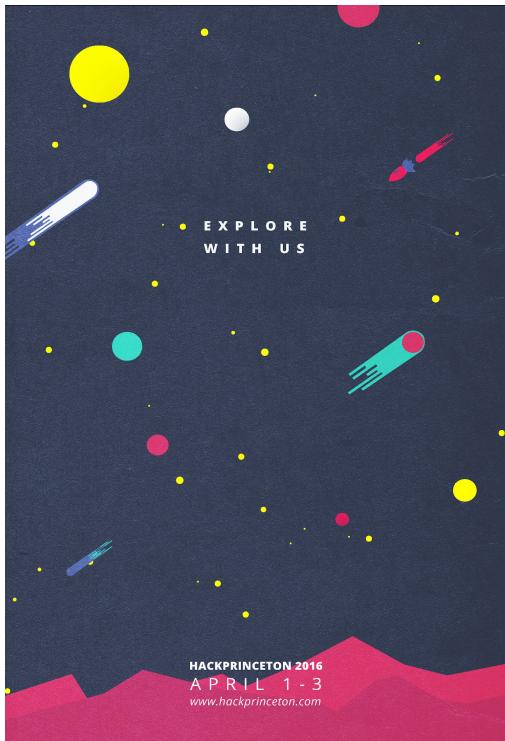
design design design **design** by kevin feng!1!!1

design design design design by kevin feng!1!!1

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**what is design?**

# visual design



# interaction design



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PRINCETON 2018



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# interaction design

HACKPRINCETON

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## GET STARTED

Create a HackPrinceton account using your student email address to submit and track your application.

Applications for Princeton students have not opened yet.

kjfeng@princeton.edu

.....

.....

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MIT program  
in art, culture and  
technology  
School of Architecture + Planning

# Center for Advanced Visual Studies Special Collection **Works, People, About, Search**

Welcome to the online repository of MIT's Center for Advanced Visual Studies (CAVS) Special Collection, part of the Program in Art, Culture and Technology (ACT) Archives and Special Collections.

# **design ethics**

design has social responsibility

**design is not neutral  
technology is not neutral**

# Menu

Great Choice #1

Great Choice #2

Great Choice #3

What's not on  
the menu?

# some questions to consider

- what's not on the menu?
- why am I given *these options* and not others?
- do I know the menu provider's goals?
- is this menu empowering my original need, or are choices actually a distraction?

MONTHLY

ANNUALLY (Save 20%)

## Premium ~~\$74~~

\$59

user/month

Includes all the  
features you need to:

- Set strategy
- Build roadmaps
- Plan releases
- Prioritize features
- Create mockups
- Crowd-source ideas
- Share presentations

MOST POPULAR

## Enterprise ~~\$124~~

\$99

product owner or contributor/month

Includes the features of  
the Premium plan and:

- Pay only for product owners and contributors
- Unlimited reviewers
- Unlimited viewers

## Enterprise +

(annual only)

\$149

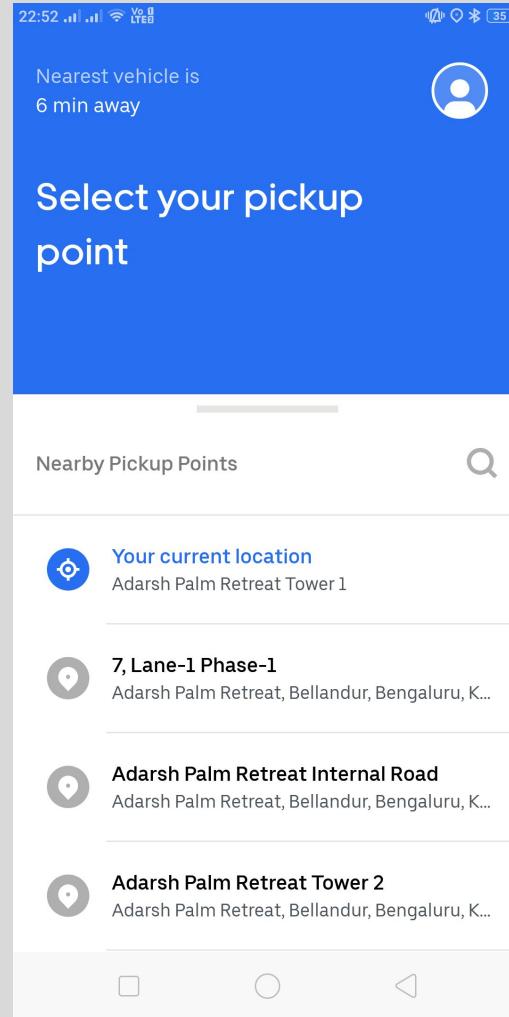
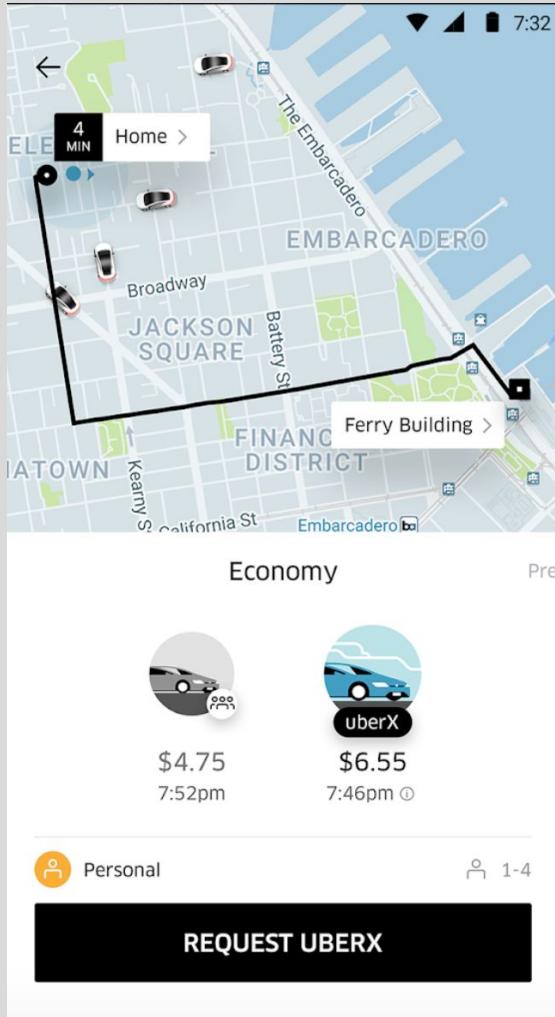
product owner or contributor/month

Includes the features of  
the Enterprise plan and:

- Anti-virus scanning
- IP address access control
- Custom tables
- Account backup and export
- Advanced license management
- Concierge service

## **more questions**

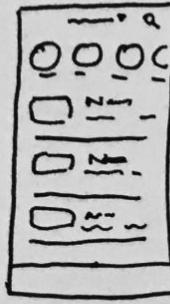
- who is your design for?
- who will your design impact, and how will it do so? what are some potential consequences?
- who is your design excluding? how can you make it more inclusive?



# **prototyping**

**low fidelity**

## Currently



- Search
- Cuisine search
- quick access

No filtering,  
no sorting

Sorting

Explore page

doorDash mobile  
essential  
Components - must be the  
same for  
web + mobile

- Cuisine filters
- Specific Search
- ~~Sorting~~ mechanism
- Filters
  - hours (open now)
  - favorites
  - dietary restrictions
  - price range (\$,\$\$,\$\$\$)
  - delivery fee (free)

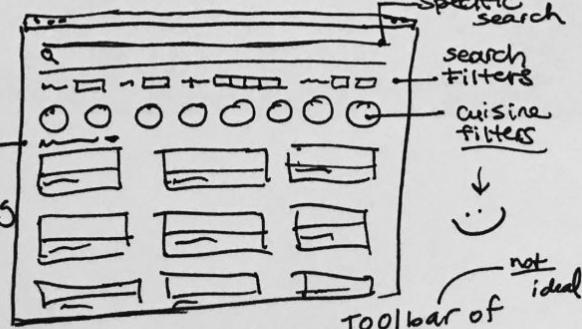
Hours, favorites, Delivery fee

①

From dark text  
to dark box + light  
text  
outline to filled

Price range

## Web Redesign



specific search

search filters

cuisine filters

Toolbar of

filters  
(like web?)

not ideal

3 this works for web,  
but web ≠ mobile

### Tasks

- Translate sorting + searching to mobile same process
- maintain consistency
- quick, easy-to-use
- :)



Filters

Sorting

Explore

slide out

done

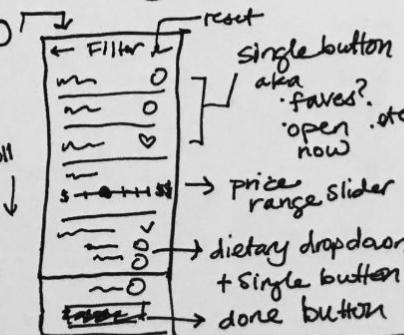


scroll through

Price range

done

click



↑ a lot  
going on  
up here  
filters  
hidden  
(1) first  
= bad

Dietary  
Restrictions

▼  
• or  
— or  
— or

②  (none) ▼

**mid fidelity**

 Search

My favorites:



Hours:



Delivery:



Price Range:



Dietary Restrictions:



View All



Cuisine



Cuisine



Cuisine



Cuisine



Cuisine



Cuisine



Cuisine



Cuisine



Cuisine



⬇️ Sorted by Delivery Time ⏹

- Popularity
- Delivery Price
- Delivery Time
- Recommended

**Restaurant**

Categories

Delivery fee: \$2.99 · \$\$\$ · 18 minutes

**Restaurant**

Categories

Delivery fee: \$2.99 · \$\$\$ · 23 minutes

**Restaurant**

Categories

Delivery fee: \$2.99 · \$\$\$ · 33 minutes

**Restaurant**

Categories

Delivery fee: \$2.99 · \$\$\$ · 38 minutes

**Restaurant**

Categories

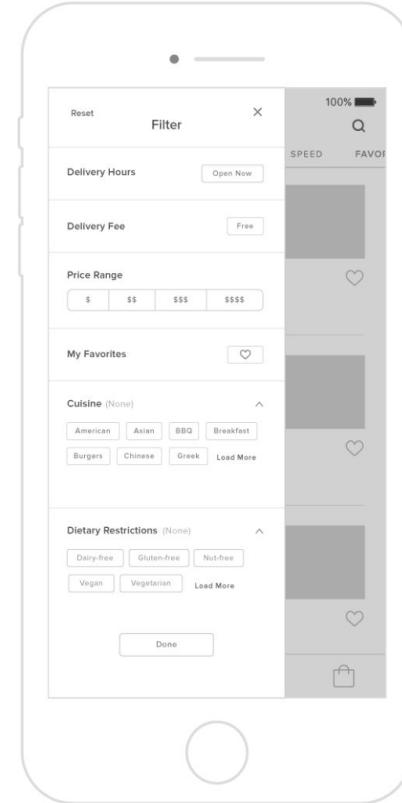
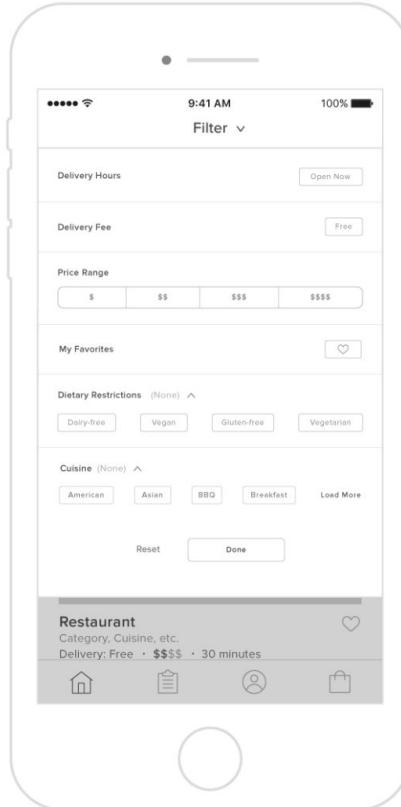
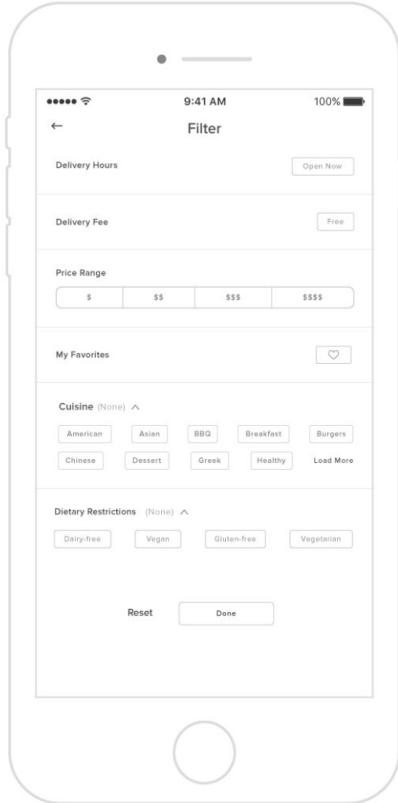
Delivery fee: \$2.99 · \$\$\$ · 42 minutes

**Restaurant**

Categories

Delivery fee: \$2.99 · \$\$\$ · 53 minutes





**high fidelity**



Search



View All



Alcohol



Mexican



Pizza



Burger



Sandwiches



Thai



Chinese



Breakfast



Salad



Vietnamese

DELIGHT	PRICE	SPEED
	<b>Squat &amp; Gobble</b> Breakfast & Brunch	\$3.99
10/10	\$\$\$\$	34 mins
	<b>Quan Pho Viet</b> Vietnamese	\$5.99
10/10	\$\$\$\$	39 mins
	<b>Ike's Place</b> Sandwiches	\$4.99
10/10	\$\$\$\$	36 mins
	<b>Bullshead</b> Burgers	\$8.99
10/10	\$\$\$\$	48 mins
	<b>Orexie's</b> Burgers	\$4.99
9.5/10	\$\$\$\$	62 mins

## Squat & Gobble

Delivery hours: 8AM-9:30PM

10/10

900 ratings • \$3.99 Delivery • 34 Minutes • \$\$\$\$

### SALADS

### SOUPS

### BURGERS

### CREPES

### SCRAMBLERS

### FROM 7

### Salads

#### House Salad \$8.99

A salad with some stuff in it, lots of stuff in it, like tomatoes, croutons, dressing, more dressing...

#### Caesar Salad \$10.99

A classic salad with caesar dressing, mozzarella cheese, and croutons on a bed of romaine.

#### Asian Salad \$11.99

A salad with Asian flavors - crispy noodle and sesame ginger dressing on a bed of romaine.

#### Hummus Salad \$12.99

A mediterranean salad with olives, feta cheese and hummus served on a bed of spring mix.



Search



View All



Alcohol



Mexican



Pizza



Burger



Sandwiches



Thai



Chinese



Breakfast



Salad



Vietnamese

## ADD ITEM - \$8.99

## French Onion Soup

A rich, French onion soup with onions and croutons, covered in cheese.

People also added: (optional)



## Hamburger

+ \$10.95

100% angus beef burger



## Chili

+ \$6.75

A hearty, vegetarian chili with black beans, tomatoes, and onions.

Special Requests: (optional)

- 1 +

Add to order - \$8.99

## Soups

## French Onion Soup \$8.99

A rich, French onion soup with onions, croutons covered in cheese.

## Chili \$6.99

A hearty, vegetarian chili with black beans, tomatoes, and onions.

**high fidelity + motion**





View All



Alcohol



Mexican

**user test at each step if you can**

**design in the wild**

**Medium**



# Medium





# Medium



**VS**



23:13

Home

Home

There Is No Excuse to Keep Using Facebook

Nithin Coca

Sep 6 · 9 min read ★

BASED ON YOUR READING HISTORY

Distributing scalable Sketch libraries

How can we build complex sym...

Matthew Talebi

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FROM YOUR NETWORK

Evolution of Android Homescreen and Navigation

◀ ○ □

Home

Home

There Is No Excuse to Keep Using Facebook

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BASED ON YOUR READING HISTORY

Distributing scalable Sketch libraries

How can we build complex sym...

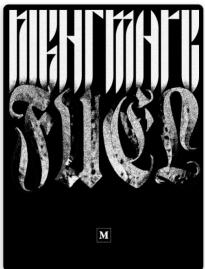
Matthew Talebi

Apr 11 · 10 min read

FROM YOUR NETWORK

Evolution of Android Homescreen and

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## ENVIRONMENT

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## ART

### A time for sorcerers and saints

We begin to see that this over-fa...



Dan

9 hours ago · 4 min read



## MENTAL HEALTH Suggested topic

### What Happened to Me After...



and so on

---

ART

# A time for sorcerers and saints

We begin to see that this over-fa...

Dan

9 hours ago · 4 min read

ART

# A time for sorcerers and saints

We begin to see that this over-fa...

Dan

9 hours ago · 4 min read

# **information hierarchy**

- establishing importance visually
- reducing cognitive load
- directing attention – where does the eye go to first?

# **bad information hierarchy**

ART

A time for sorcerers and saints

We begin to see that this over-fa...

Dan

4 min read

9 hours ago

# **good hierarchy, but...**

ART

A time for sorcerers and saints  
We begin to see that this over-fa...

Dan

9 hours ago • 4 min read

# contrast = interest

---

ART

Grayed

## A time for sorcerers and saints

Bolded + enlarged

We begin to see that this over-fa...

Grayed

Dan

Added space

9 hours ago · 4 min read

Smaller + grayed

# **human factors in design**



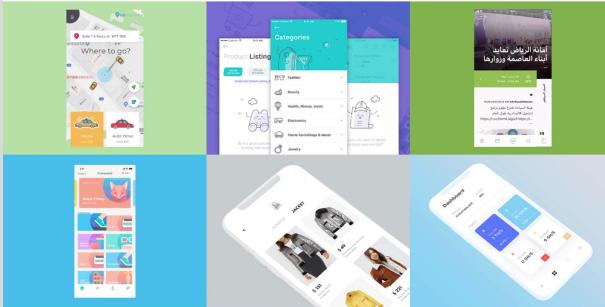
Cuberto

Sep 24 · 5 min read

AA



## UI Design In Different Countries



When it comes to outsourcing development, we get that there's much more to it than just completing the project and sending it to a client. So let's discuss those projects that require more attention later on down the line to develop and find effective business solutions.

Cuberto is an international company. 1  transcended national boundaries long ago,



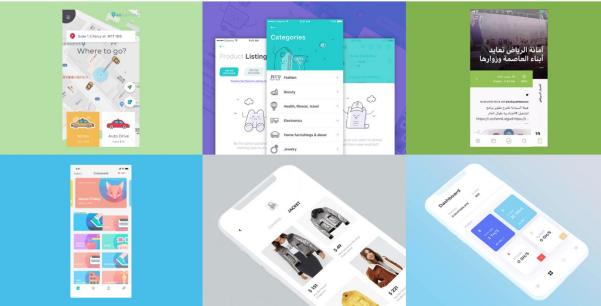
Cuberto

Sep 24 · 5 min read

AA



## UI Design In Different Countries



When it comes to outsourcing development, we get that there's much more to it than just completing the project and sending it to a client. So let's discuss those projects that require more attention later on down the line to develop and find effective business



Cuberto

Sep 24 • 5 min read

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⋮



IPHONE TO IPHONE 4S



IPHONE 5 TO 5S



IPHONE 6



IPHONE 6 PLUS



source: Scott Hurff

# **design exercise!!**

redesign a section of the New York Times  
coronavirus page

- <https://www.nytimes.com/news-event/coronavirus>



## The Coronavirus Outbreak

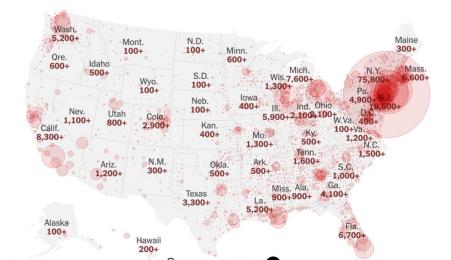
**RIGHT NOW** In a news conference, President Trump struck his most somber tone on the subject to date.

We are providing free access to the most important news and useful guidance on the coronavirus outbreak to help readers understand the pandemic. [Sign up](#) with an email address to read all of the articles on this page.

### Get The Newsletter

The Coronavirus Briefing is an informed guide to the global outbreak, with the latest developments and expert advice about prevention and treatment.

[Sign up](#)



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World Map U.S. Cases Markets Photos

### Confirmed cases

	CASES	DEATHS	NEW CASES		
			10	100	1K
<b>U.S.</b>	187,176	4,047			
			Jan. 22	Mar. 30	
<b>Italy</b>	105,792	12,428			
<b>Spain</b>	94,417	8,189			
<b>China</b>	83,059	3,305			
<b>Germany</b>	61,913	583			
<b>France</b>	52,128	3,523			
<b>Iran</b>	44,605	2,898			
<b>Denmark</b>	28,760	90			

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AL DRAGO FOR THE NEW YORK TIMES

### Behind Trump's Reversal on Reopening the Country: 2 Sets of Numbers

An estimate of the number of possible deaths and polling that showed a cautious public changed, for now, the president's approach to the coronavirus pandemic.

1d ago



Mobile version shown, but feel free to do desktop as well!

**figma**

<https://www.figma.com>

# **tips**

- look at iOS 13 UI file (iOS)
  - <http://tiny.cc/figma-ios-13>
- look at Google Material Design file (Android)
  - <http://tiny.cc/material-design-2>
- take, upload, and edit screenshots