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5/25/2024

CS-319-11141-M01 UI/UX Design and Development

Module Three – Color and Sound

The choice of color for UI/UX designs affects the user experience. It is important to carefully choose the correct colors that will enhance the user experience of a particular app. Colors do more than just create an aesthetically pleasing UI to look at, they have uses and effects that interact with the functionality of the app. For example, the use of error colors makes it easy to distinguish error messages in apps, the type of color that is chosen for the text of the app affects visibility, the background and foreground colors affect visibility and effects user attention, the lightness and darkness also effects visibility, legibility and perception, . The choice of colors also can impact user feelings or moods. The color theme that is used should align with the mood that is trying to be set with the purpose of the app.

I think that there are a few different approaches that I could take when choosing the color scheme for my app. When it comes to picking my primary, secondary, and the dark and light variants of both, I could make the theme based on a fitness or health feeling. I have my own opinion about what colors I think would represent health and fitness and they are greens and blues with whites to give the app a clean, pure look. When I was conducting interviews, I was also able to gather information about what my interviewees thought would be a good color scheme for the app based on their experiences with their apps and all three mentioned blues and green because they also felt that they were colors that represented things such health, fitness, purity, organic, nature, and "greenness". All which relate to what I think the main goal would be

of that app. I also I have learned the importance of using the correct colors to best represent the apps interactive features like buttons. Although it is hard to imagine what color is going to be the best choice , I know that text will also be important to pay attention to. I am thinking that black is going to be the best choice for text because I will have a white background.

I think that most of the devices that incorporate sound into their functionality are mostly devices like watches, tablets, phones. Sound is incorporated into the functionality of an app so that a user assured that they successfully interacted with the app. Sounds also give the app more of an aesthetic and personality. The correct type of sound for a specific function of the app is very important. One cannot just use any sound for a function, the sounds should be orchestrated. For example, one should not typically use a elephant blowing its trunk as the sound for a swipe function on a fitness app. When picking a sound it is important to make sure the sound conveys the function of the UI element as best as possible.

In my app I plan to use sound design for the functionality of the UI elements. After my research I have learned that using sound for the UI elements in my design will bring emotion and personality to my app to make the user experience more fulfilling. I think that some of the most important could be incorporated in my design are ones for the ranking of the food products. I do not plan on using any music or voice because I cannot think of any part of my design that is going to require it.

Even though color and sound can enhance a UI/UX design, if not used properly it can have adverse effects. There are many ways that colors could be used improperly but I feel like the most common mistakes are using colors that affect the visibility or functionality of the app. For example, if a color used for a button is too light, it may blend into the rest of the UI and be hard to spot. Another example is that if the color choice for texts blends in with the background

too much, it may be hard for the user to see. Sound must also be carefully used. A way that sound

can be improperly used might be by having too much of it so that it is distracting and

overwhelming. If a designer is targeting all audiences, it might be best to consider users who

color, and sound does not affect e.g. the color blind and deaf.