

Základy UX/UI Designu

01 Designer

02 UX Design Principy

03 UI Design Principy

04 Figma Tipy a Triky

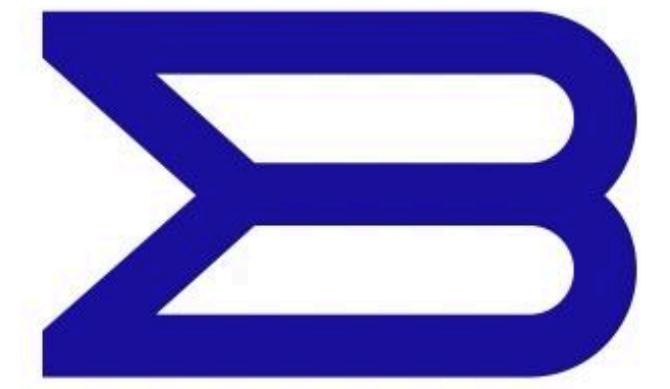
05 Self-Education

Jakub Žídek

Head of Design @Papirfly
ex Seznam.cz

10+ years in Product design
3 years in Design leadership





papirfly.



SEZNAM.CZ ...najdu tam, co neznám  Klára ▾

E-mail M Nákupy Novinky Sauto Horoskopy D DTV Facebook Forbes TechCrunch DV1

Středa 17. dubna. Svátek má Rudolf. Praha, 23 °C dnes nechte deštníky doma

Mohlo by vás zajímat: V ulici Lublaňská budou čistit 25. 4. silnice. Nezapomeňte přeparkovat auto.


Miliardář Křetínský kupuje za 1,8 miliard korun rádia Evropa 2, Frekvence 1 a několik dalších
S Seznam Zprávy

Rusko zablokovalo populární službu Telegram, která šifruje komunikaci mezi uživateli A Aktuálně

Online supermarket Rohlik.cz rozšíří nabídku potravin Marks & Spencer o 650 položek F Forbes

Liftago mění investory, podíl investiční skupiny Leverage putuje do rukou INCOMMING Ventures S Seznam Zprávy

Čínský gigant Baidu představil fotobanku, která díky blockchainu ochrání práva majitelů fotek N Novinky

Více zpráv

Magazín Sport Zábava Technologie Politika Nakupování Finance Rybaření Vaření >


Fiala: Prezident mi řekl, že vládu má sestavovat jen a pouze Babiš
F Forbes


Pozor na rychlosť, policie bude ve středu měřit na tisícovce míst
C Czech Crunch


Kamión na D11 smetl auto silničářů. ŘSD zveřejnilo varovné video
H Hnutí ANO

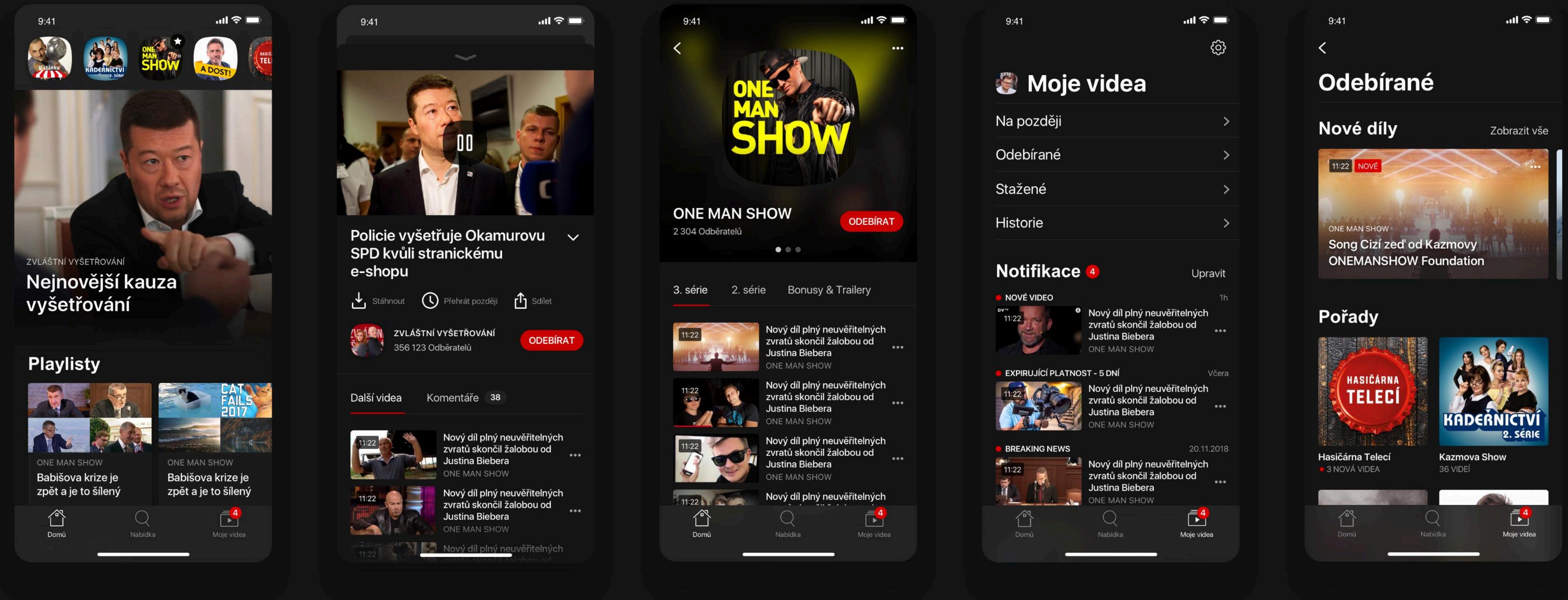

Zpěvačce, která byla brutálně napadena, se smála lepí na paty:
S Seznam Zprávy


Od července 2016, kdy unikla po jedné ze zkoušek se svou kapelou Veronika Zelníčková
A Auto Web


Plekance nesnáším, netajil tahoun Bostonu. Český veterán ted' Pastrňáka a spol. vykolejil
K Když

Legendární princezny z českých pohádek: Která skoro nestárne a kdo už
L Legendární princezny

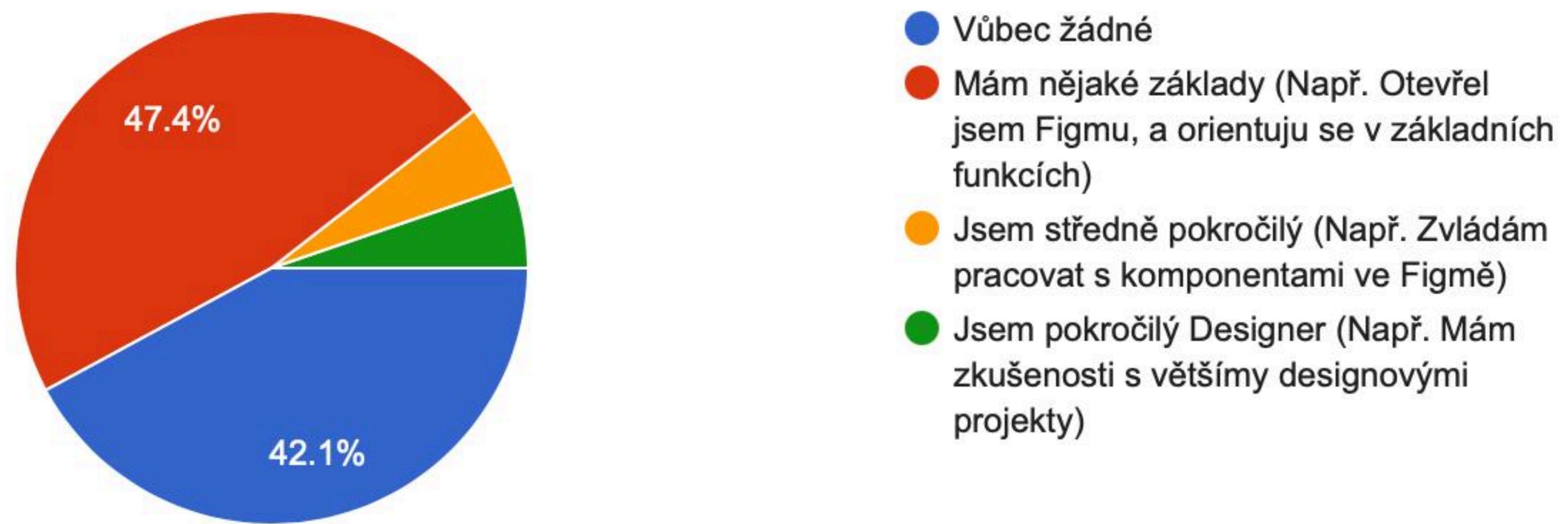
Nesnášíte, nebo nestiháte fitko? Zkuste místo toho tohle!
N Nechce se tomu věřit, ale



Díky za podněty a vyplnění dotazníku

Jak bys popsal/a své zkušenosti s Designem

19 responses



Jak na vhodné použití fontů. Korekce barev, tak aby spolu ladily.

Jak designem na první pohled zaujmout uživatele.

Niečo o animáciach ako ich dobre nastaviť aby boli používateľsky prívetivé

Zajímají mě nejčastější chyby v UX/UI, nejlepší nástroje pro designování a jaká přizpůsobení pro uživatele např. pro barvoslepé nebo důchodce by neměla chybět

Kde je hranice mezi inspirováním a kopírováním (jestli teda nějaká je a není to jen věc názoru), myšleno převezmu si nějaké prvky z jiných designů a upravím si je dle vlastní potřeby.

Nevím

memiky

Ako navrhovať GUI tak aby to bolo naozaj intuitívne, čo schovať, rozmiestnenie elementov. Ocenil by som príklad nejakej appky stým, že by tam bolouvedené čo je málo, na to čo si používateľ predstavuje alebo realne v tom použiva a napak čo ie moc. Ak máte niečo z prax kde toho bolo moc alebo naopak málo a

Zajímají mě nejčastější chyby v UX/UI, nejlepší nástroje pro designování a jaká přizpůsobení pro uživatele např. pro barvoslepé nebo důchodce by neměla chybět

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Co dělá UX/UI Designer



DESIGNER

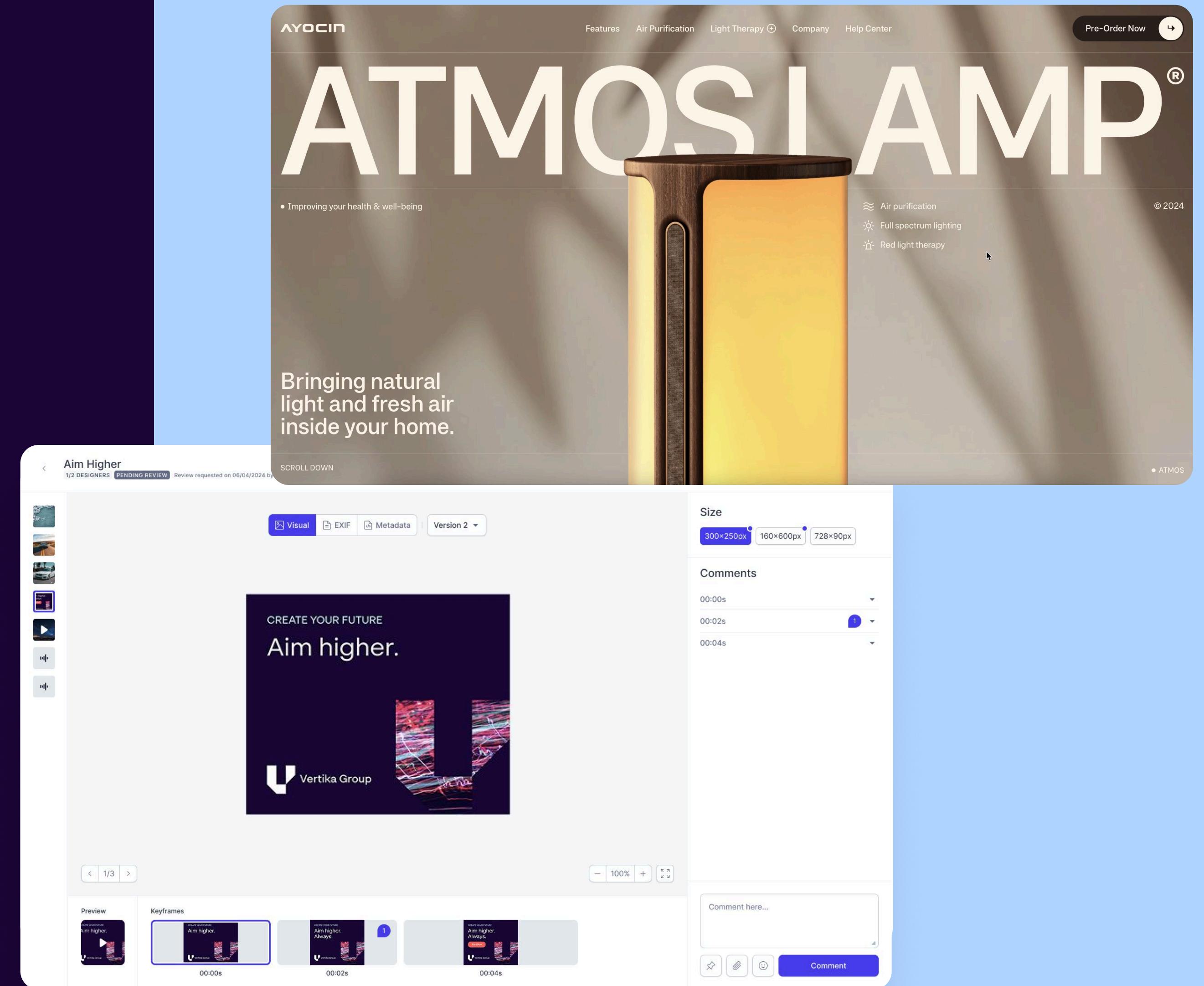
UX a UI?

+ Další pozice...



DESIGNER

Web UI Product UI



AYOCIN

Features Air Purification Light Therapy Company Help Center

Pre-Order Now

ATMOSI AMP®

© 2024

• Improving your health & well-being

• Air purification

• Full spectrum lighting

• Red light therapy

Bringing natural light and fresh air inside your home.

Aim Higher

1/2 DESIGNERS PENDING REVIEW Review requested on 06/04/2024 by

SCROLL DOWN

CREATE YOUR FUTURE

Aim higher.

Vertika Group

Size

300x250px 160x600px 728x90px

Comments

00:00s 00:02s 00:04s

Comment here...

Comment

Preview Keyframes

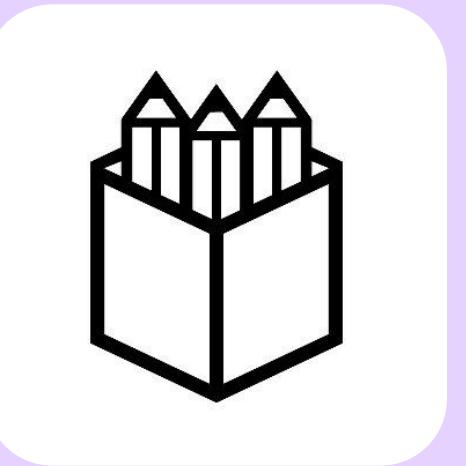
00:00s 00:02s 00:04s

DESIGNER

Designové nástroje

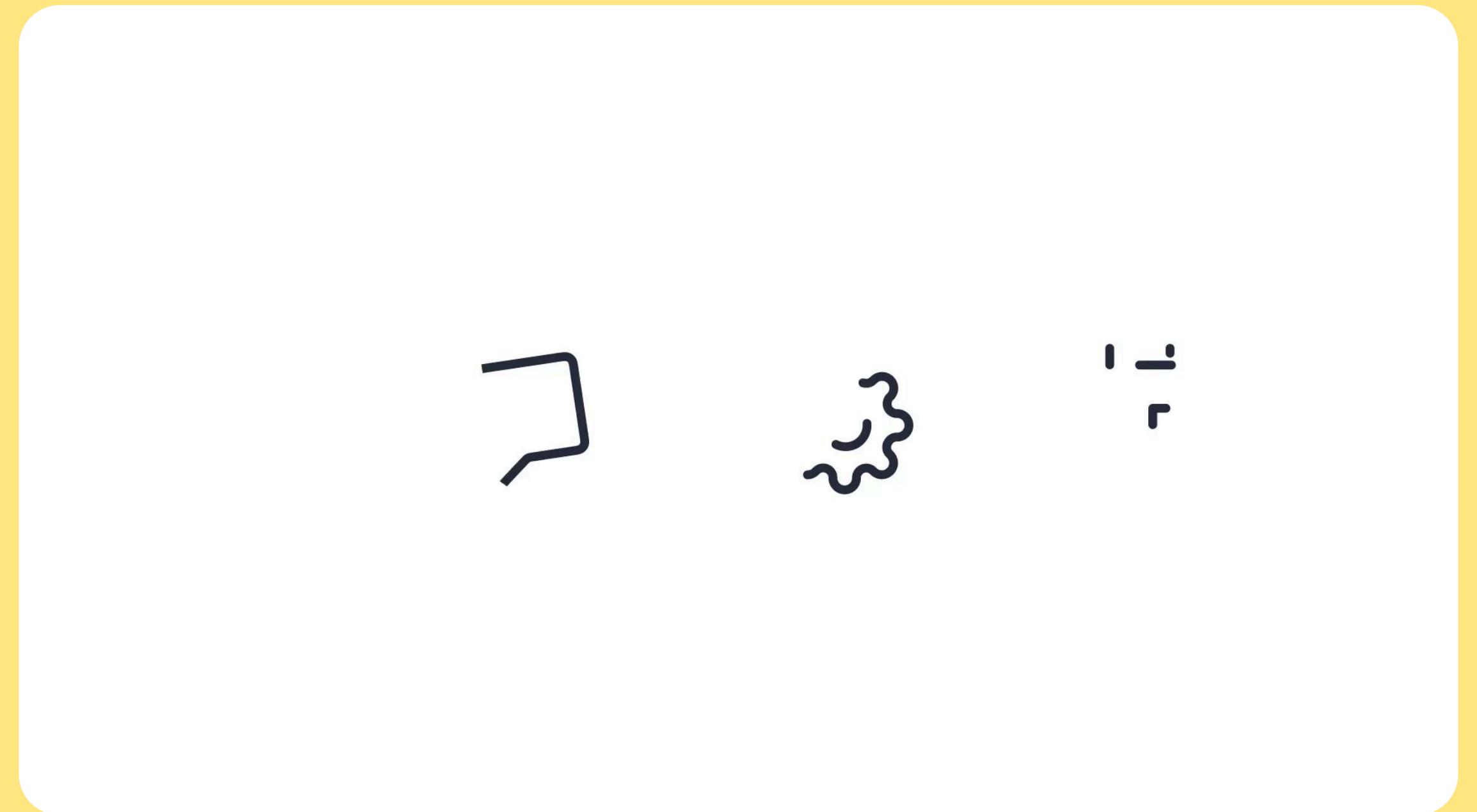
DESIGNER

Figma, Sketch, Penpot, XD...



DESIGNER

Figma & Design System



Other tools

Miro, Figjam, Jira, Productboard,
Trello, Chat GPT, Midjourney,
Post-its.



DESIGNER

Low code řešení

Framer
Webflow
Bubble



S čím ti Design
pomůže u
aktuálního
projektu?

S čím ti pomůže design thinking?

DESIGNER

UX Design F*ckups



We have made our car leasing website all day Monday to Friday 9am-5pm. We are a brother run a business - We are LINGS CARS.com, except no substitutions.

LINGSCARS.com

See our 382 reviews on  Trustpilot

The UK's craziest car leasing website!

Quote Price List Select Make Cars & Vans Key Info Fun Stuff

OUR BEST SELLING CAR LEASING DEALS!

WE ARE LINGS YOU CAN TRUST US CARS A-Z

ABARTH

Dacia Spring 27kWh Expression 33kW 45 (45bhp) Hatchback 5dr Electric Automatic
Initial Payment: £570 48 Month Contract 10,000 miles p/a
RENT NEW £190/mth Including VAT
Electric engine Automatic gearbox Flat paint
Personal Contract Hire (Excess mileage may apply)

Nissan Juke 1.0 DIG-T N-Connecta (114bhp) Hatchback 5dr Petrol Manual
Initial Payment: £792 36 Month Contract 10,000 miles p/a
RENT NEW £264/mth Including VAT
Petrol engine Manual gearbox Metallic paint
Personal Contract Hire (Excess mileage may apply)

BMW

HATCH MINI! 3·35 3·35

Car Leasing Online Service Response Times

Quote > Proposal > Order > Delivery

81 customers in proposal Ling replies in... 0:77 22

16 customers in order Ling replies in... 0:28 52

Lingscars.com Limited (50)
Customers use my secure LINGO management system.
Response times based on last 4 hour period between 9am - 5pm, Mon to Fri - Ling

Business Info
LINGSCARS.com
Founded: Ling Valentine MSc IoD
15 Riverside Studios
Newcastle Business Park
Newcastle upon Tyne, NE1 4LL

1 DELIVERY TODAY Audi Q5 Estate Essex

8 DELIVERIES IN LAST WEEK

Kia Sportage Estate Rhyd

VW Golf Whitby

VW ID.Buzz Cargo Van... Plymouth

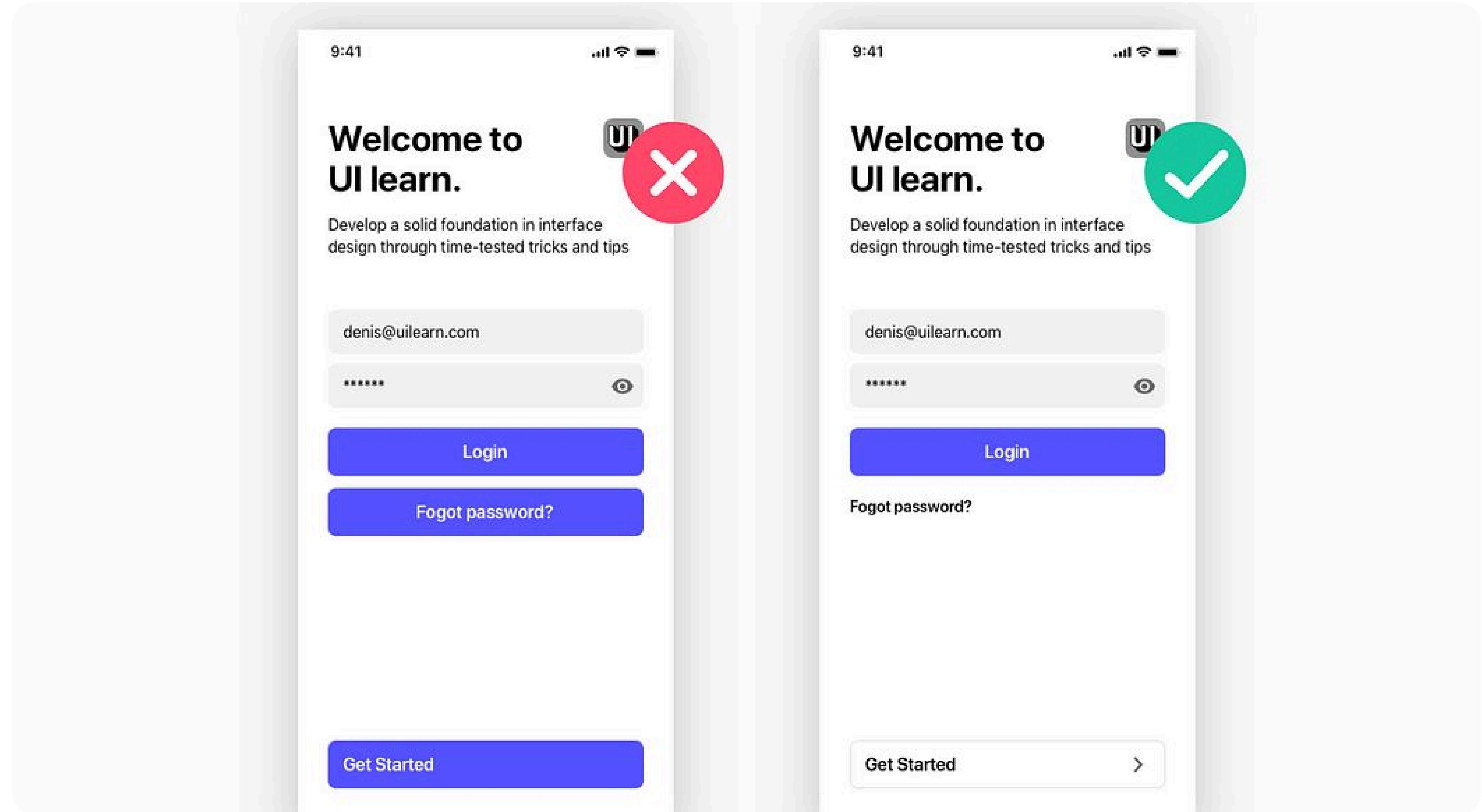
Mini Countryman Hatch... Morpeth

VW Polo Bathgate

Audi A6 Saloon Thornton Cleveleys

VW Polo Northampton

Kia EV6 Estate



POJEM 01

UX Design

POJEM 02

Human Centered Design

POJEM 01

UX Design



an
:ered
gn

Persony

Každá skupina může využívat jiný usecase, který je třeba nadesignovat



James
Administrator



Dora
Content manager

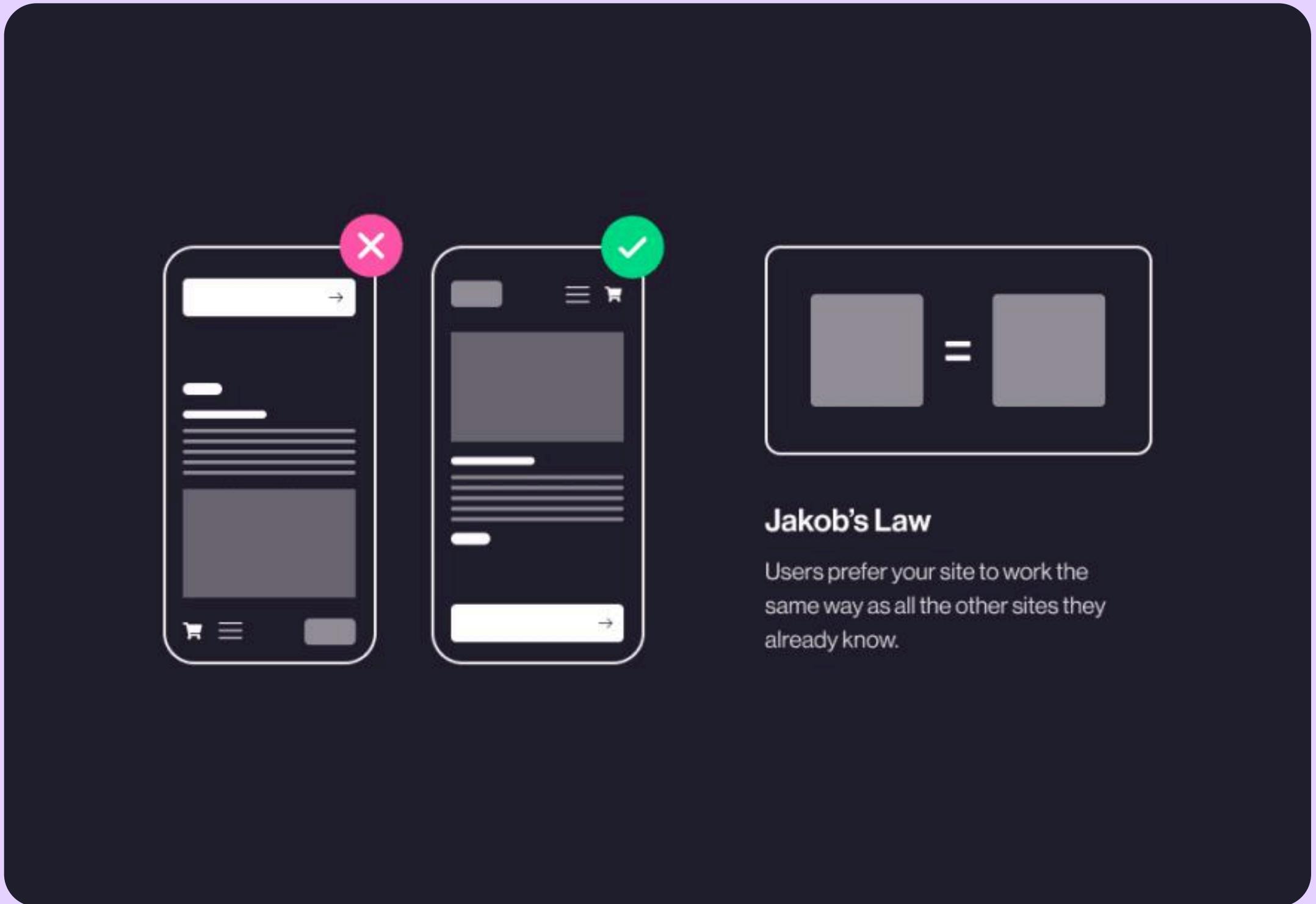


Mateo
Project lead

Ukázka principů

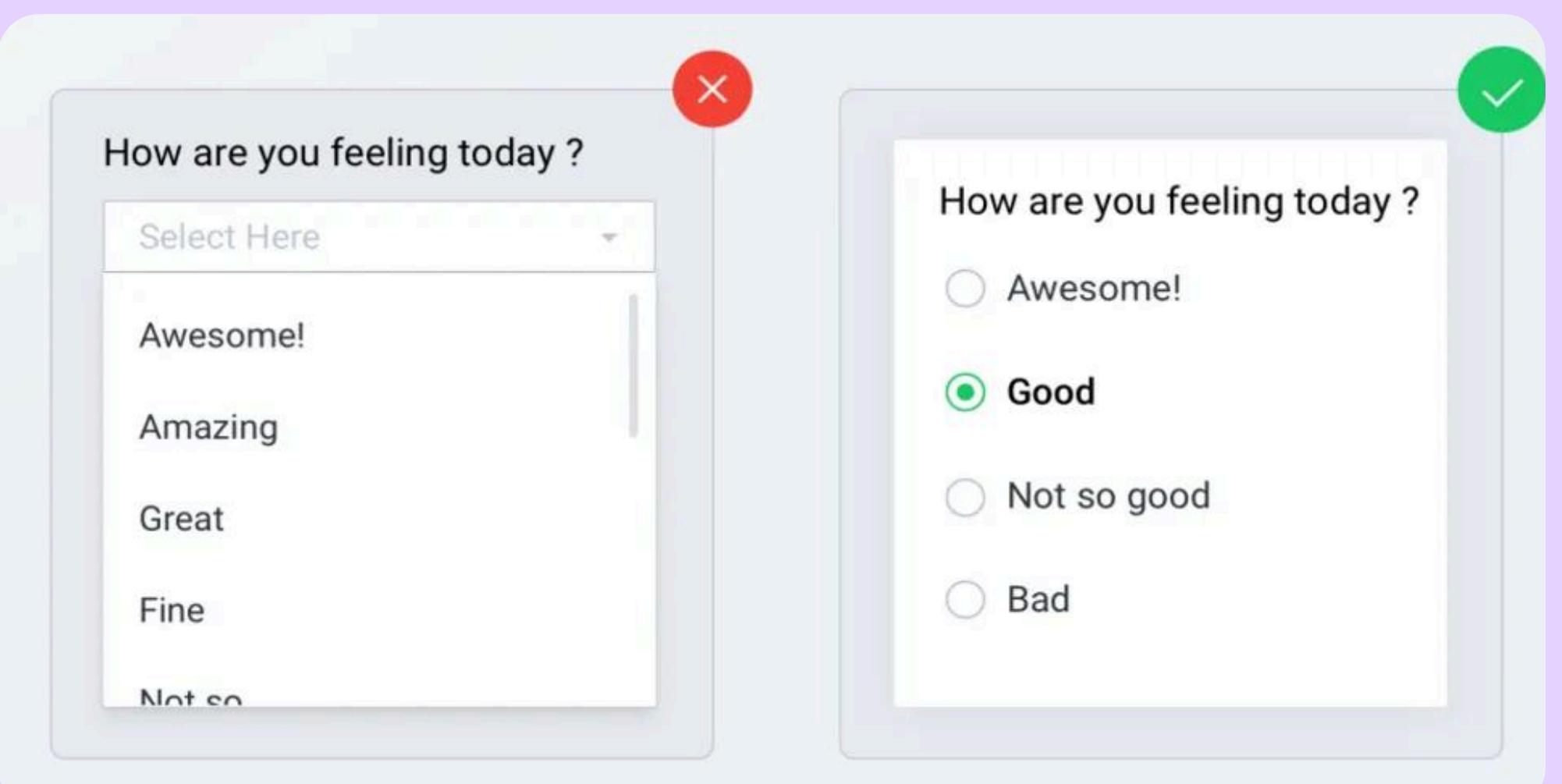
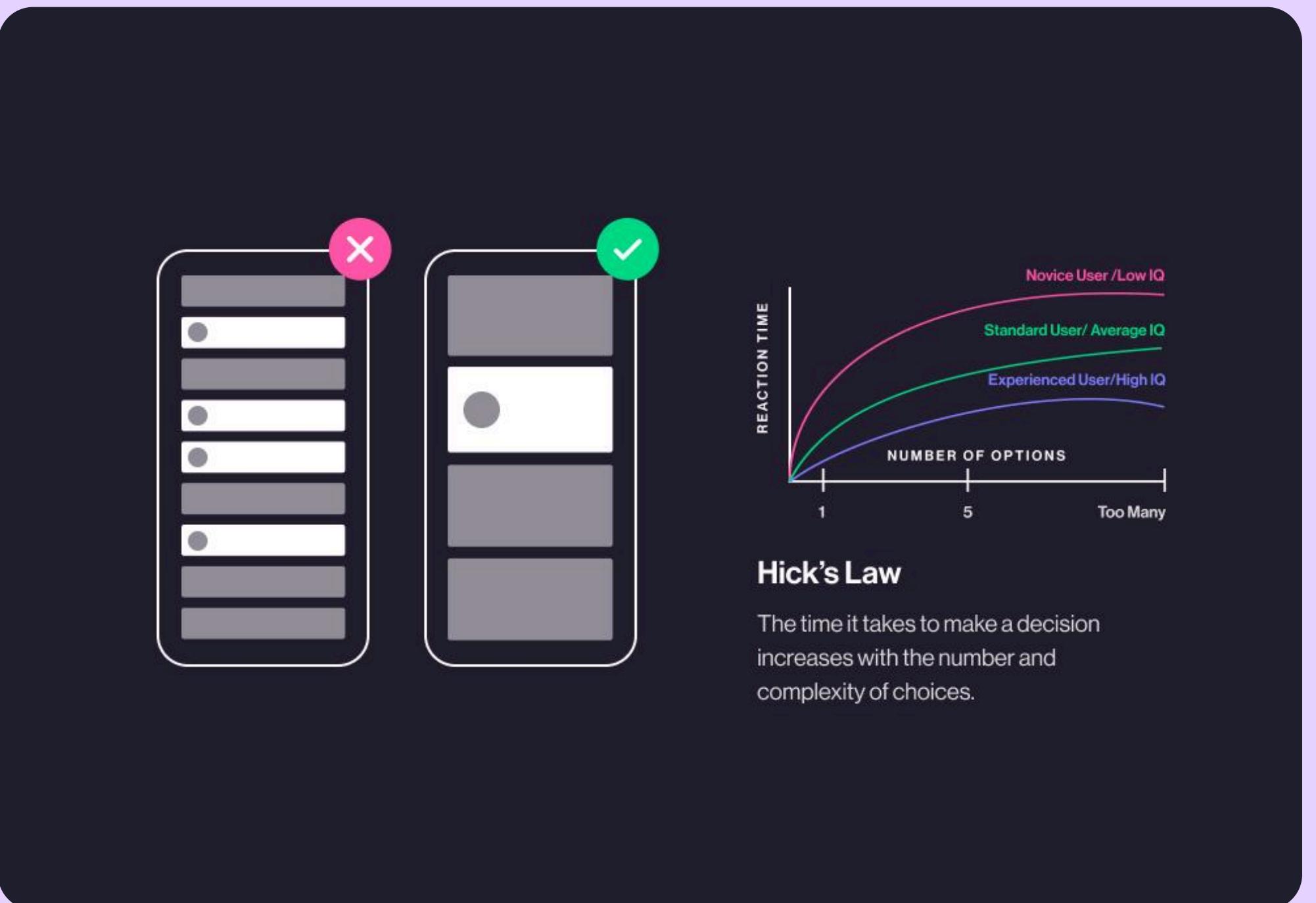
Jakob's Law

Uživatelé dávají přednost tomu, aby váš web fungoval stejně jako všechny ostatní weby, které již znají.



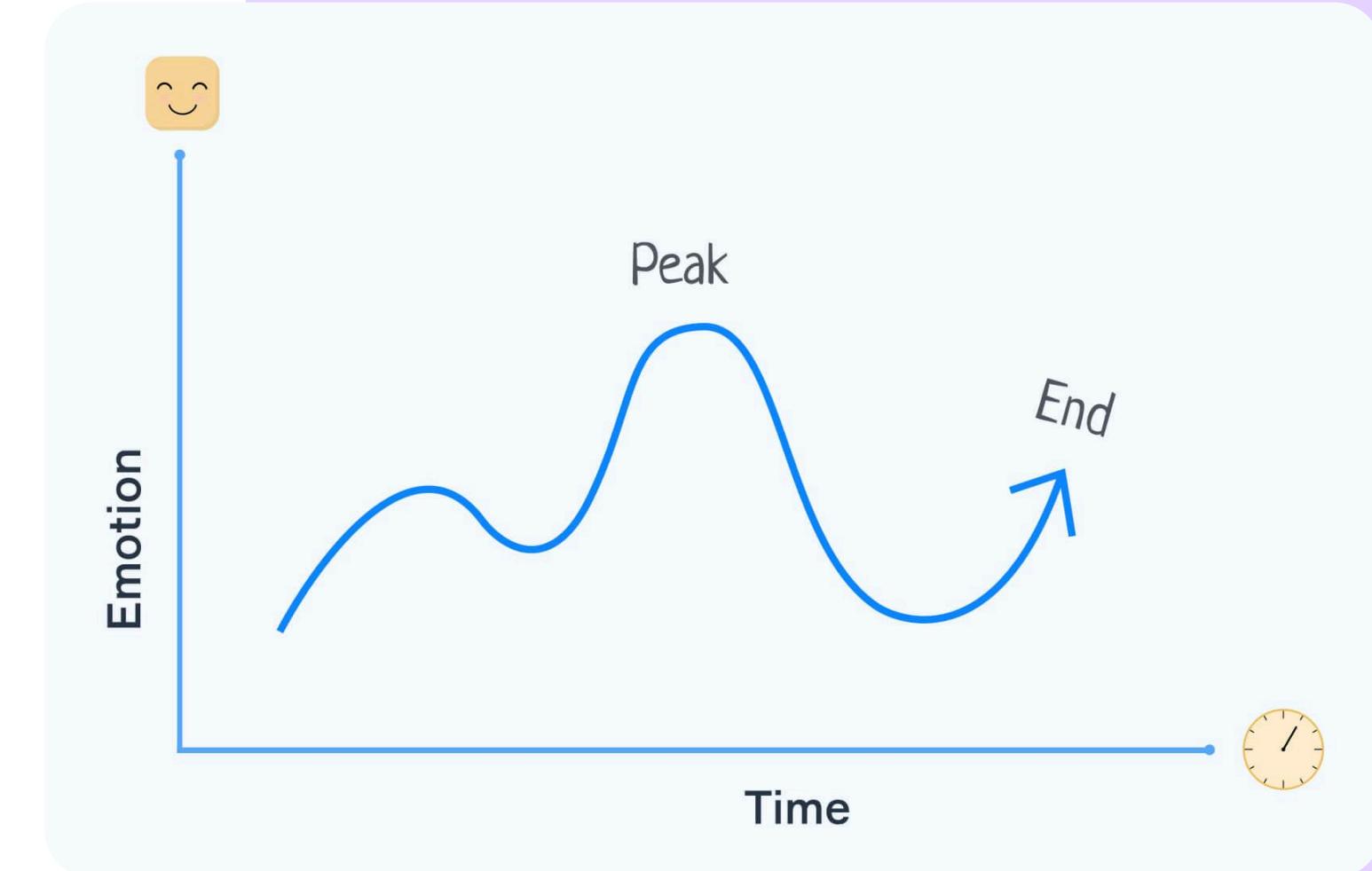
Hick's Law

Doba potřebná k rozhodnutí se zvyšuje s počtem a složitostí možností.



Peak-End Rule

Lidé hodnotí zážitek převážně podle toho, jak se cítili na jeho vrcholu a na jeho konci, a ne podle celkového součtu nebo průměru všech okamžíků zážitku.



Test is completed!

Correct answers:

17 / 20



Good Job!

Correct answers:

17 / 20

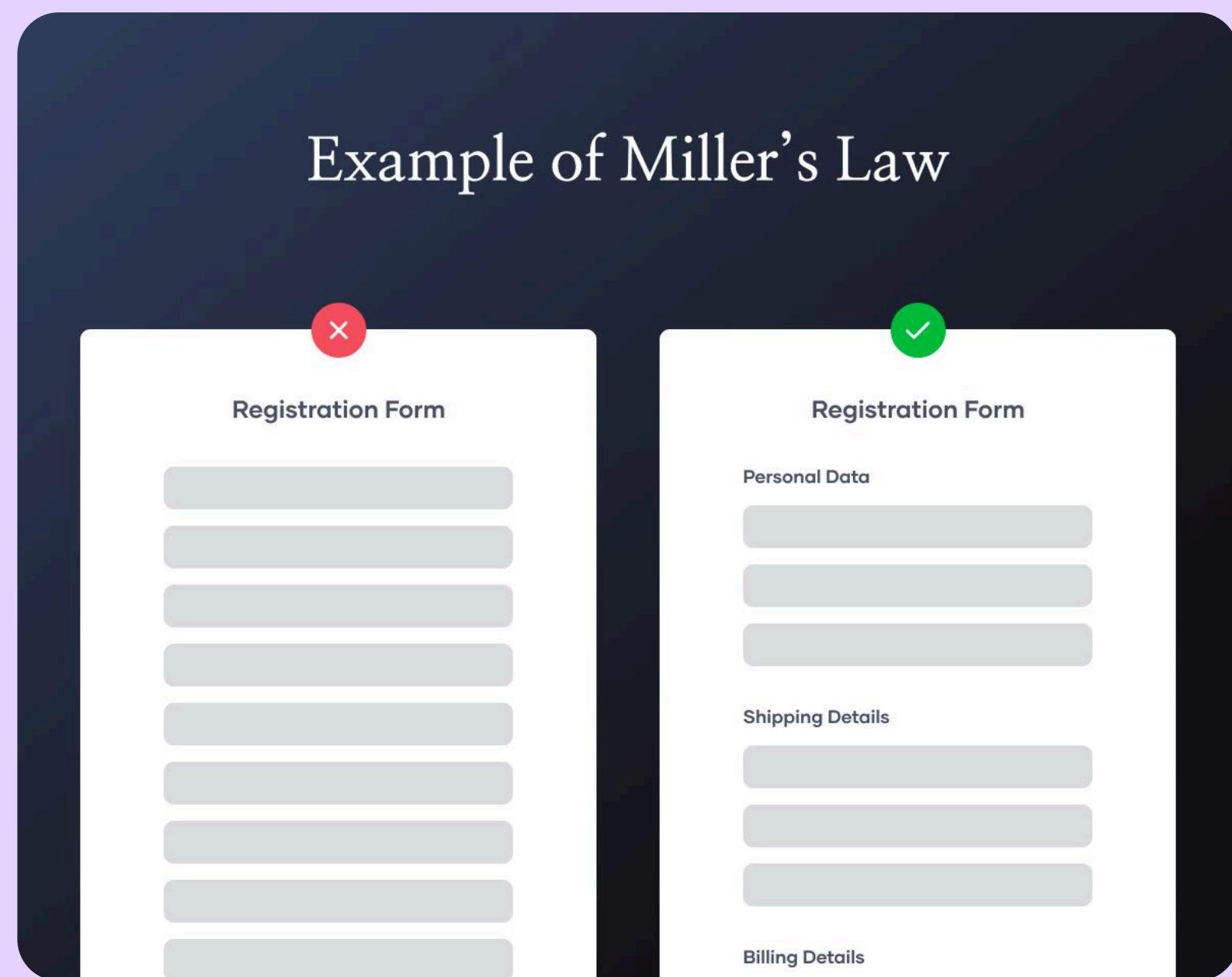
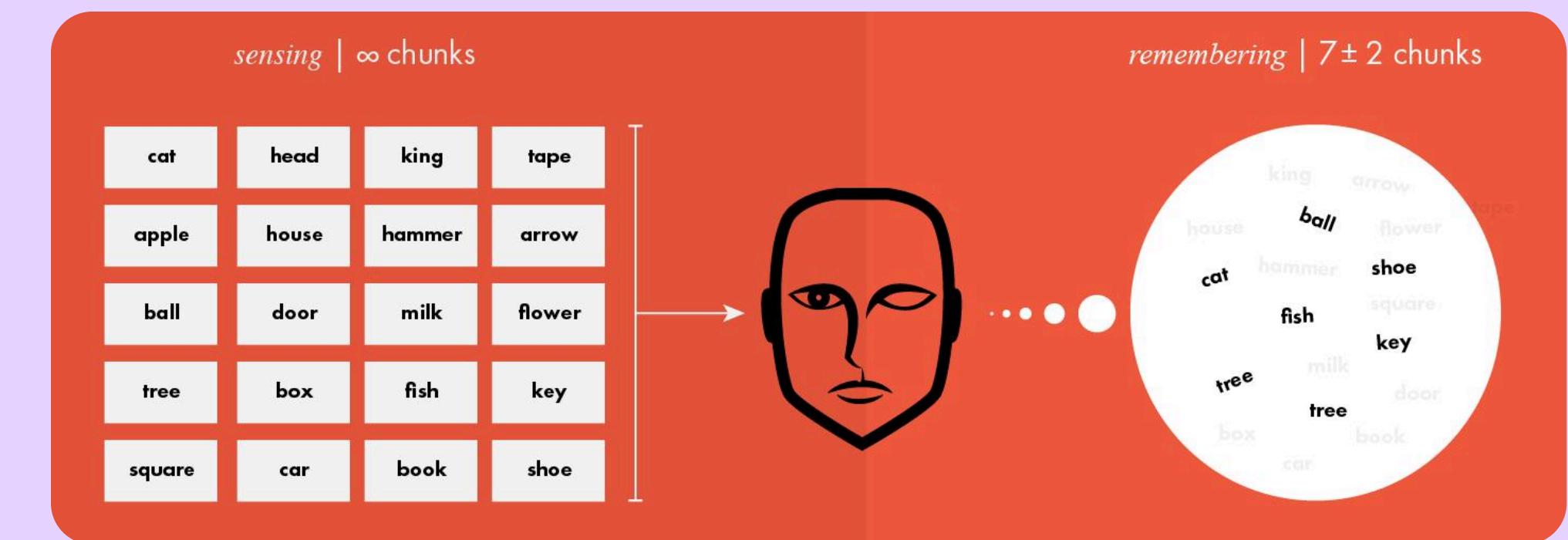
More points you get,
more presents we give

Interesting

Miller's Law

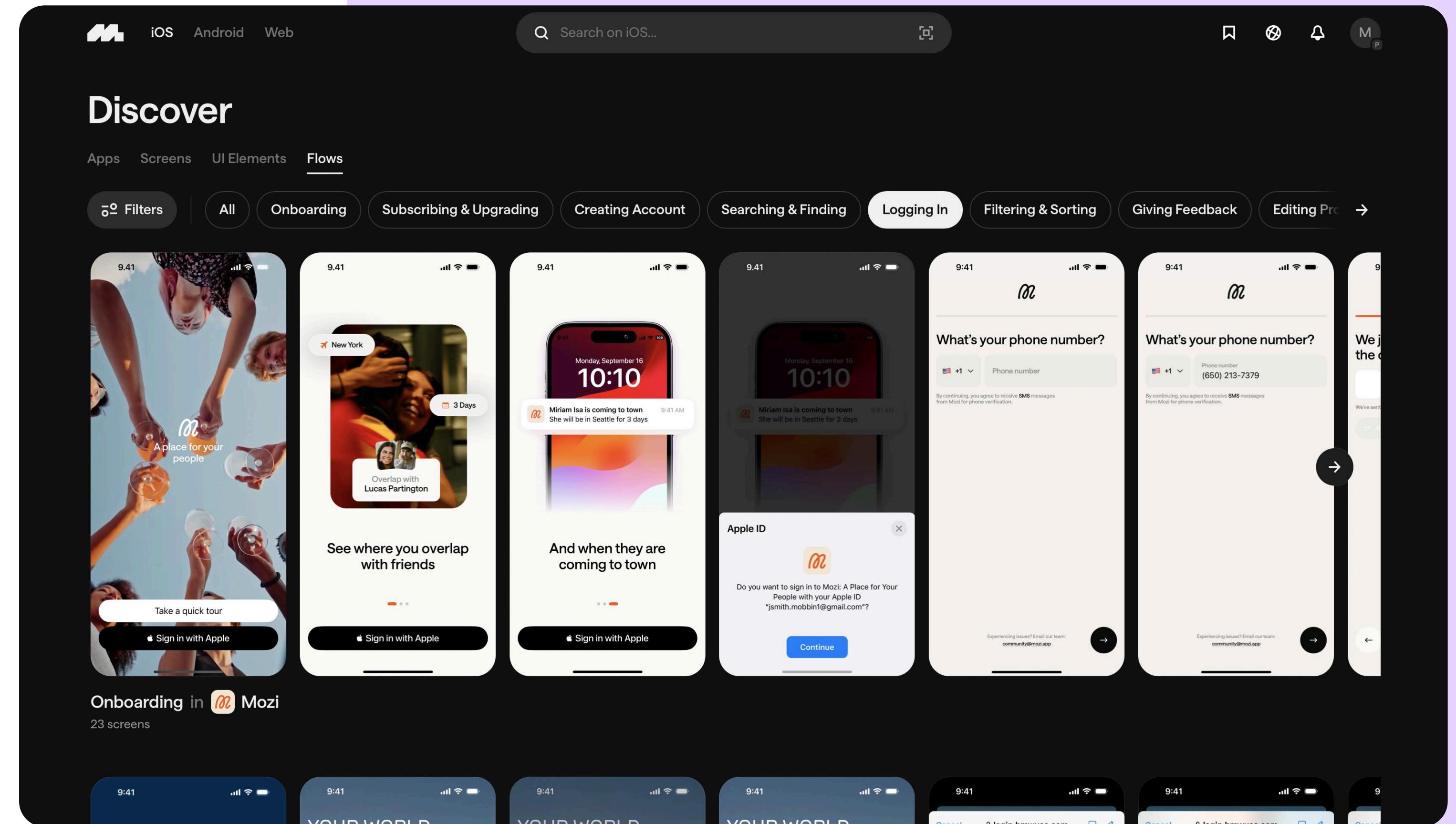
Průměrný člověk dokáže v pracovní paměti udržet pouze 7 (plus minus 2) položek.

Uspořádejte obsah do menších celků, abyste uživatelům usnadnili zpracování, pochopení a zapamatování.



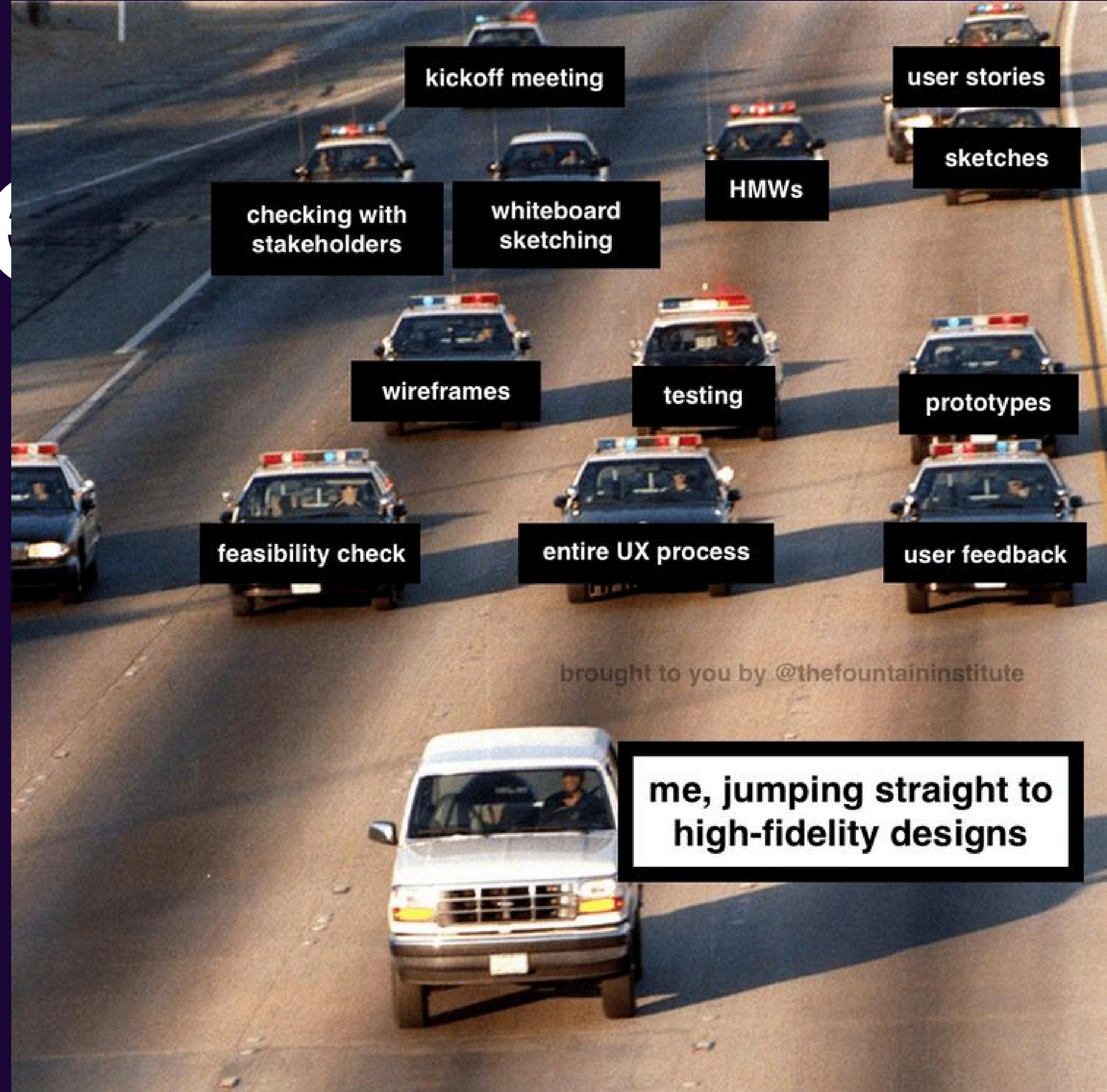
UX Patterns

Mobbin

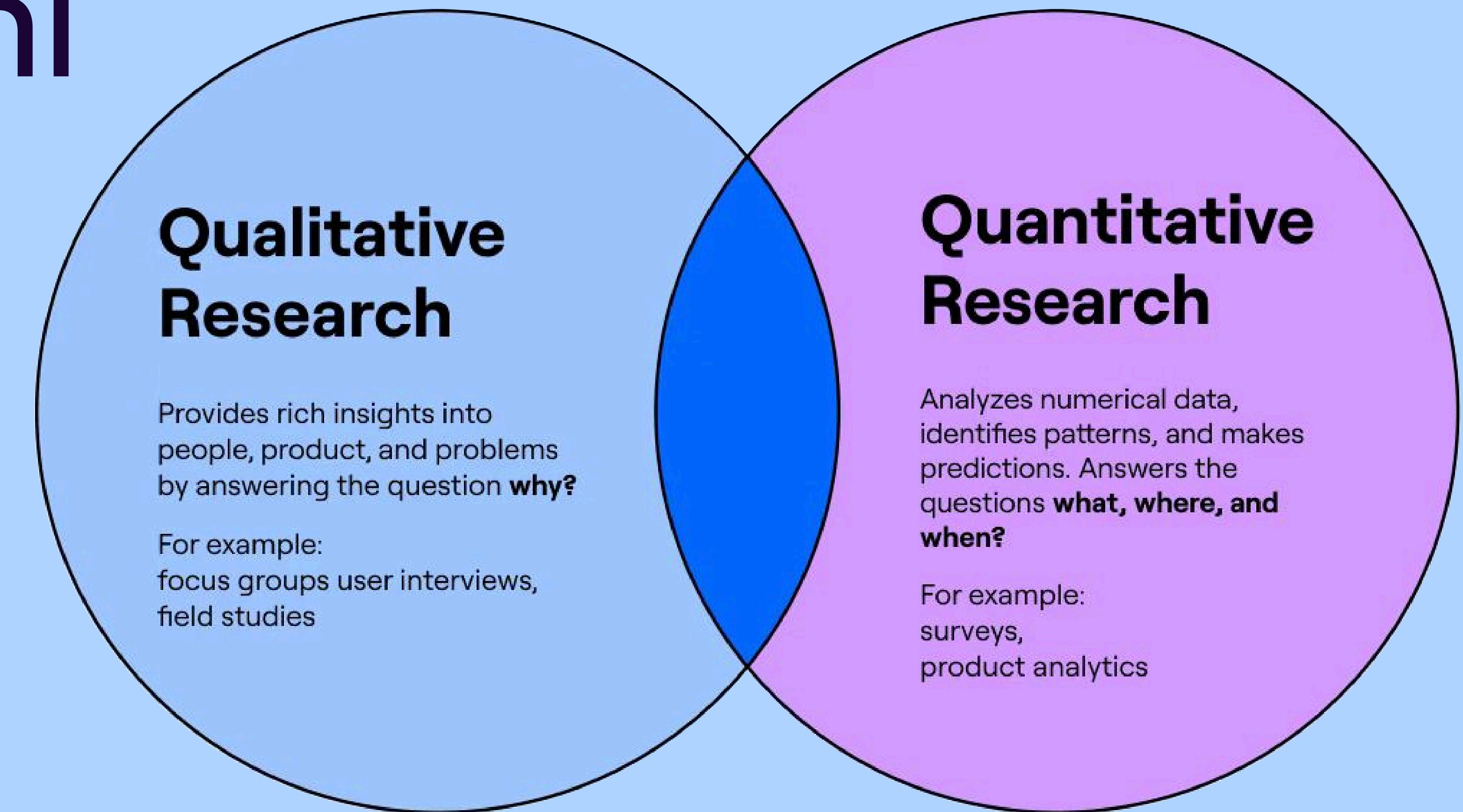


Research

Rescue



Kvantitativní vs. Kvalitativní



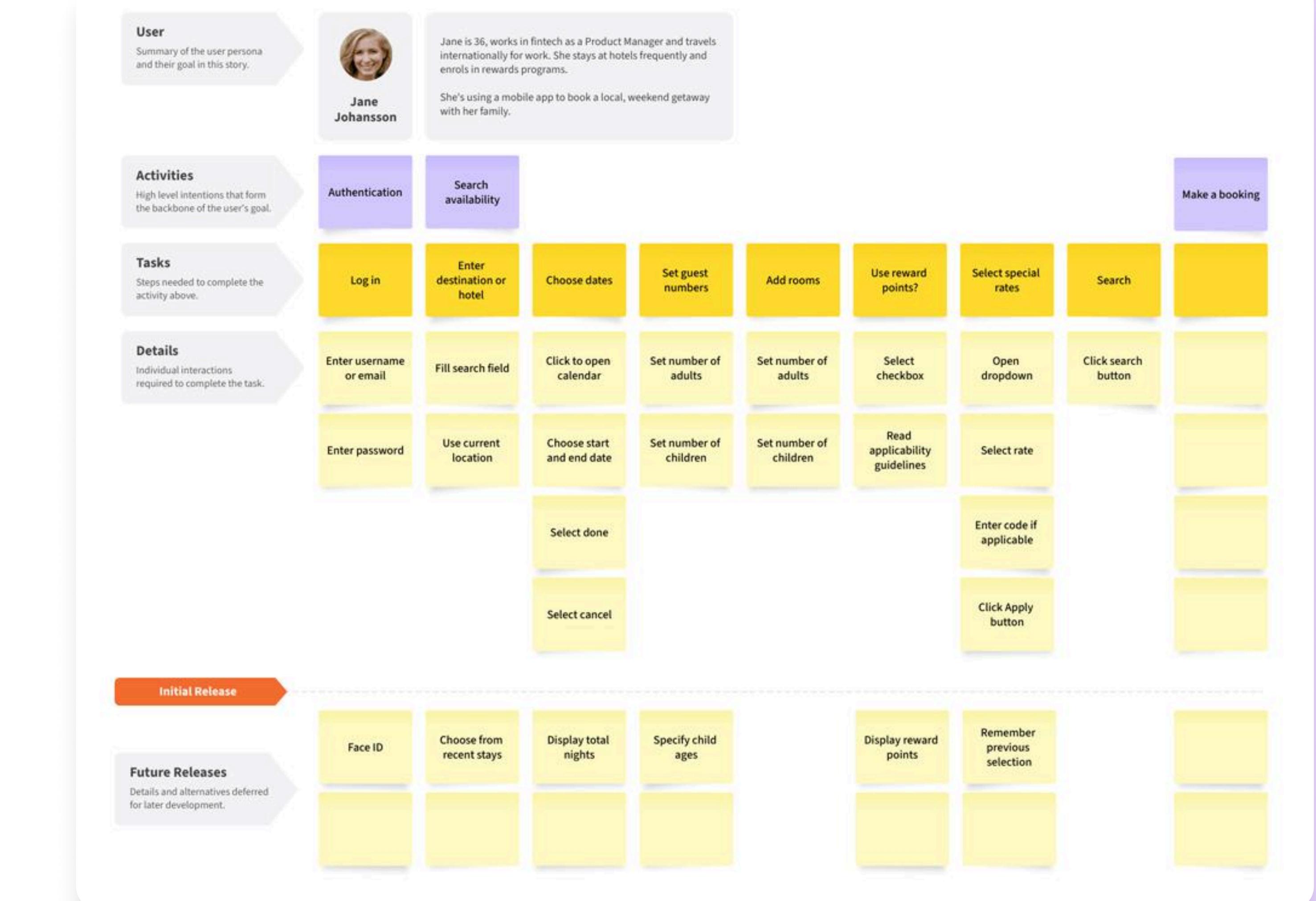
Dotazníky, In-app...

Google forms
Useberry

The screenshot shows the Useberry interface for creating mobile prototypes. On the left, a sidebar lists project versions V1, V2, and V3. The main workspace displays a 'Task' screen for a 'Coffee - Mobile App'. The screen includes fields for 'Title' (Find the latest coffee beans added to this store that cost less than 20\$), 'Instructions' (As a coffee aficionado you enjoy tasting coffee varieties that are within your budget.), and a video player showing a woman speaking. Below the screen are sections for 'Starting Screen' (Home - Screen) and 'Task Completion' (Completion 1). A navigation bar at the top includes 'Questions', 'Responses', and 'Settings'.

The screenshot shows a Google Form titled 'How to use Google Forms...'. It contains a single question: 'What is your budget?' with a dropdown menu. The options are: 1. \$5,00-\$1,000, 2. \$1,000-\$3,000, 3. 3,000-\$5,000, and 4. \$5,000+. The 'Responses' tab is selected at the top.

User Story Mapping



User Story Mapping



Usability testing

"We don't need to test it with users, we know how they'll use it"

The User



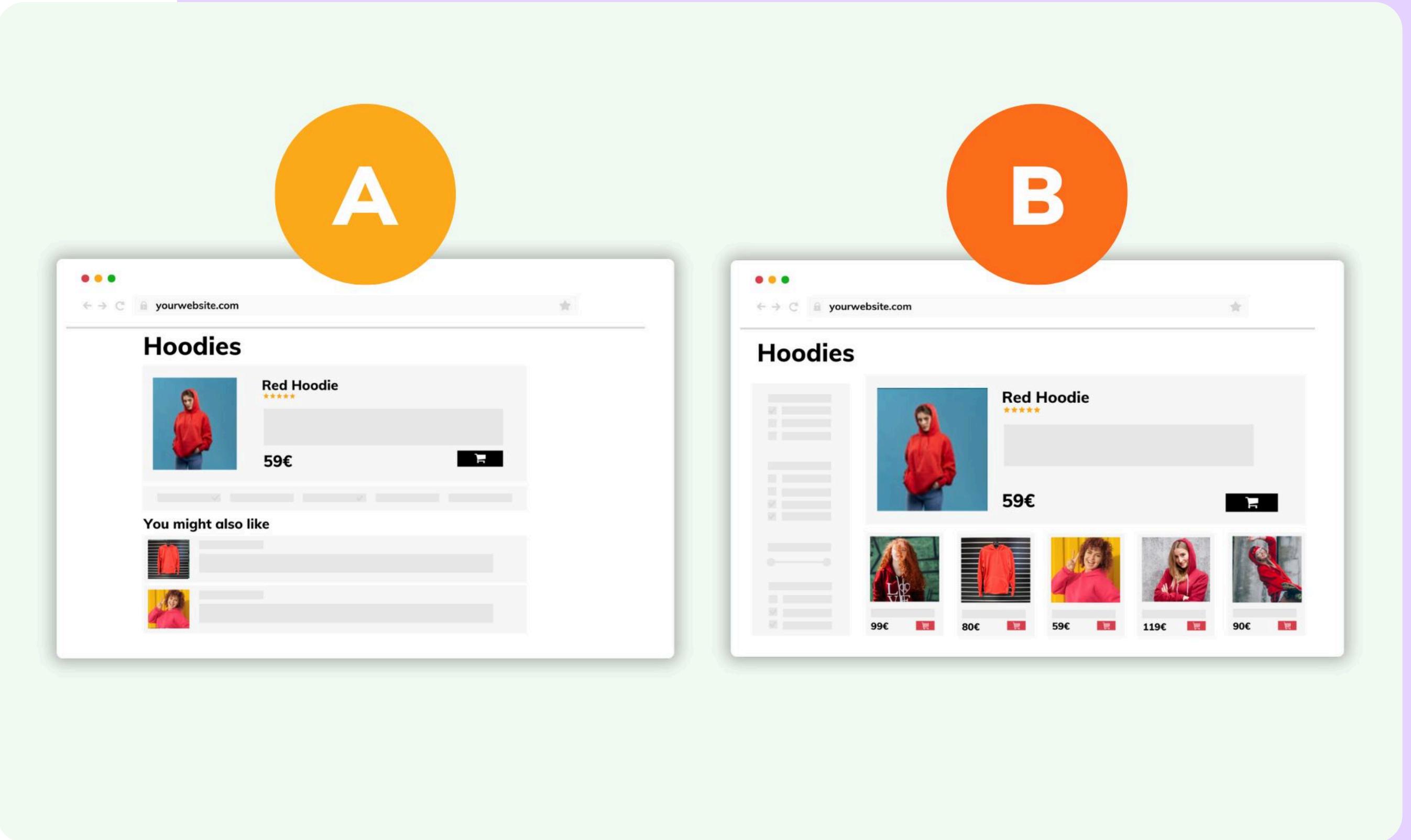
A další

A/B testing

Analytics - Flows, Feature attraction

Heatmaps

a další...



Yale School of Art

1156 Chapel Street, POB 208339

New Haven, Connecticut, 06520-8339

Home
About the School
Apply to the School
Exhibitions
Publications
News
Public Events

Pause animations

This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community—graduate students, faculty, staff, and alums—have the ability to add new content and pages, and to edit most of the site's existing content.

Content is the property of its various authors. When

YALE SCHOOL OF ART

The Yale School of Art is a graduate school that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students. Our website exists as an ongoing collaborative experiment in digital publishing and information sharing. It functions as a wiki—all members of the School of Art community have the ability to add new, and edit most existing content.

[Editor details](#)

ON THIS PAGE

HAPPENING AT SOA

COMMUNITY BULLETIN BOARD

CALENDARS & NEWSLETTERS

QUICK LINKS



Vizuální Principy & Hierarchie

Aesthetic Usability Effect

Uživatelé často vnímají estetický design jako design, který je lépe použitelný.



Group A



Group B

Chunking

Proces, při kterém jsou jednotlivé části souboru informací rozděleny a následně seskupeny do smysluplného celku.

Chunking

Let's see how chunking 7219950504 improves the performance of our working memory:

[72] [1995] [05] [04]

Miller's Law

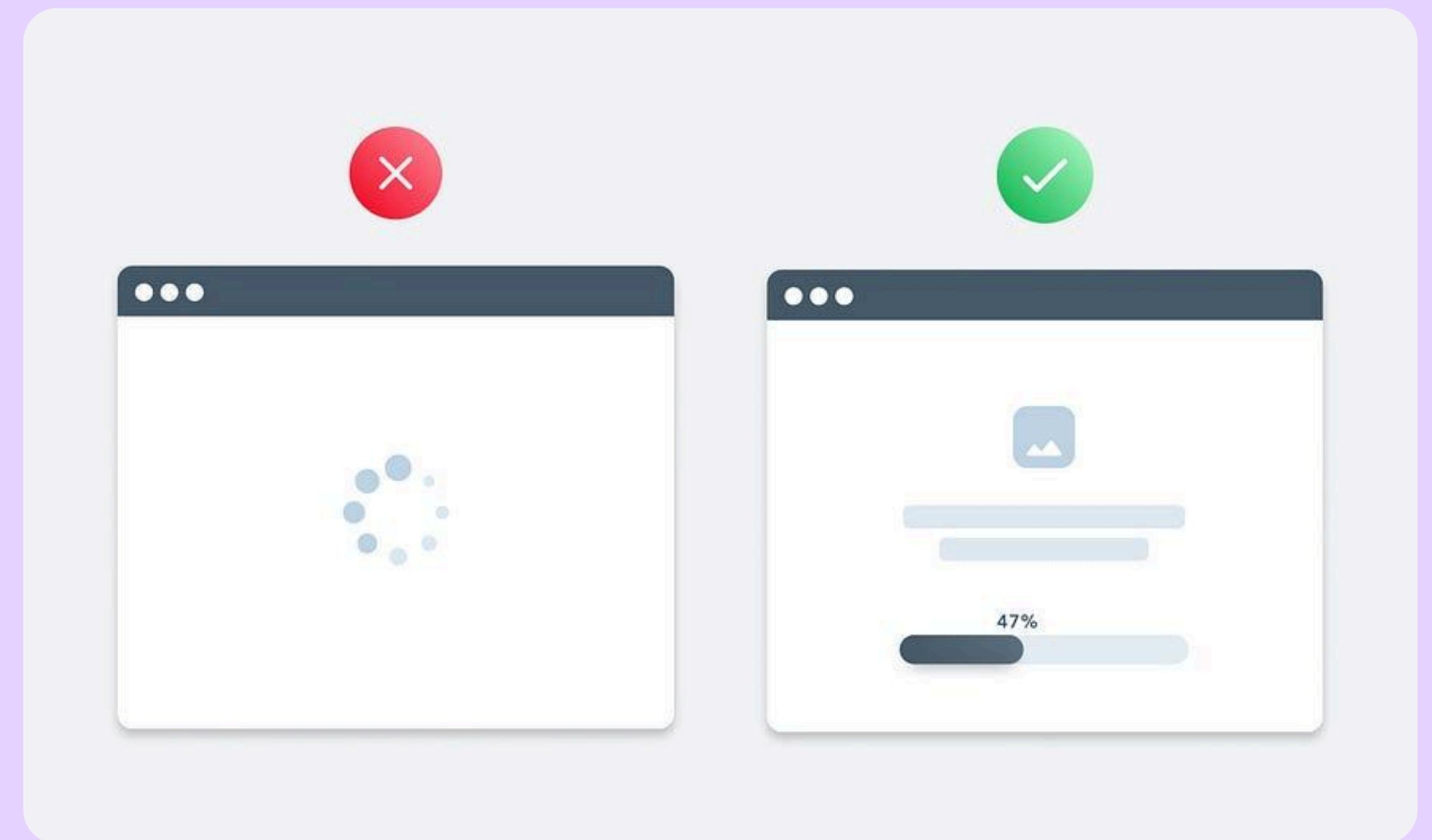
Don Norman, Usage of
Term "User Experience"

Usability tests:
optimal nr. of
participants

Doherty
threshold

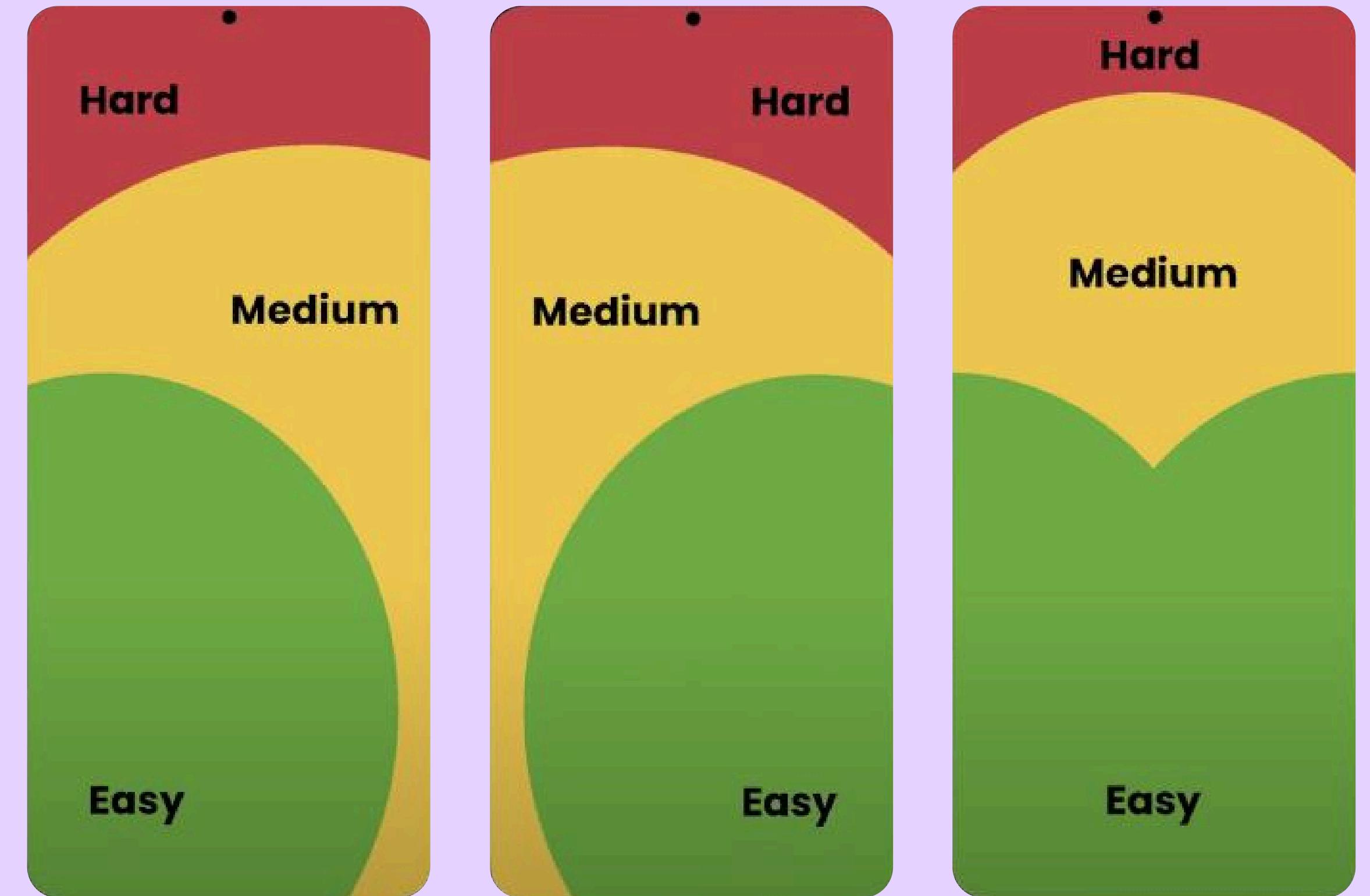
Doherty Threshold

Produktivita stoupá, když počítač a jeho uživatelé komunikují rychlostí (<400 ms), která zajišťuje, že ani jeden z nich nemusí čekat na druhého.



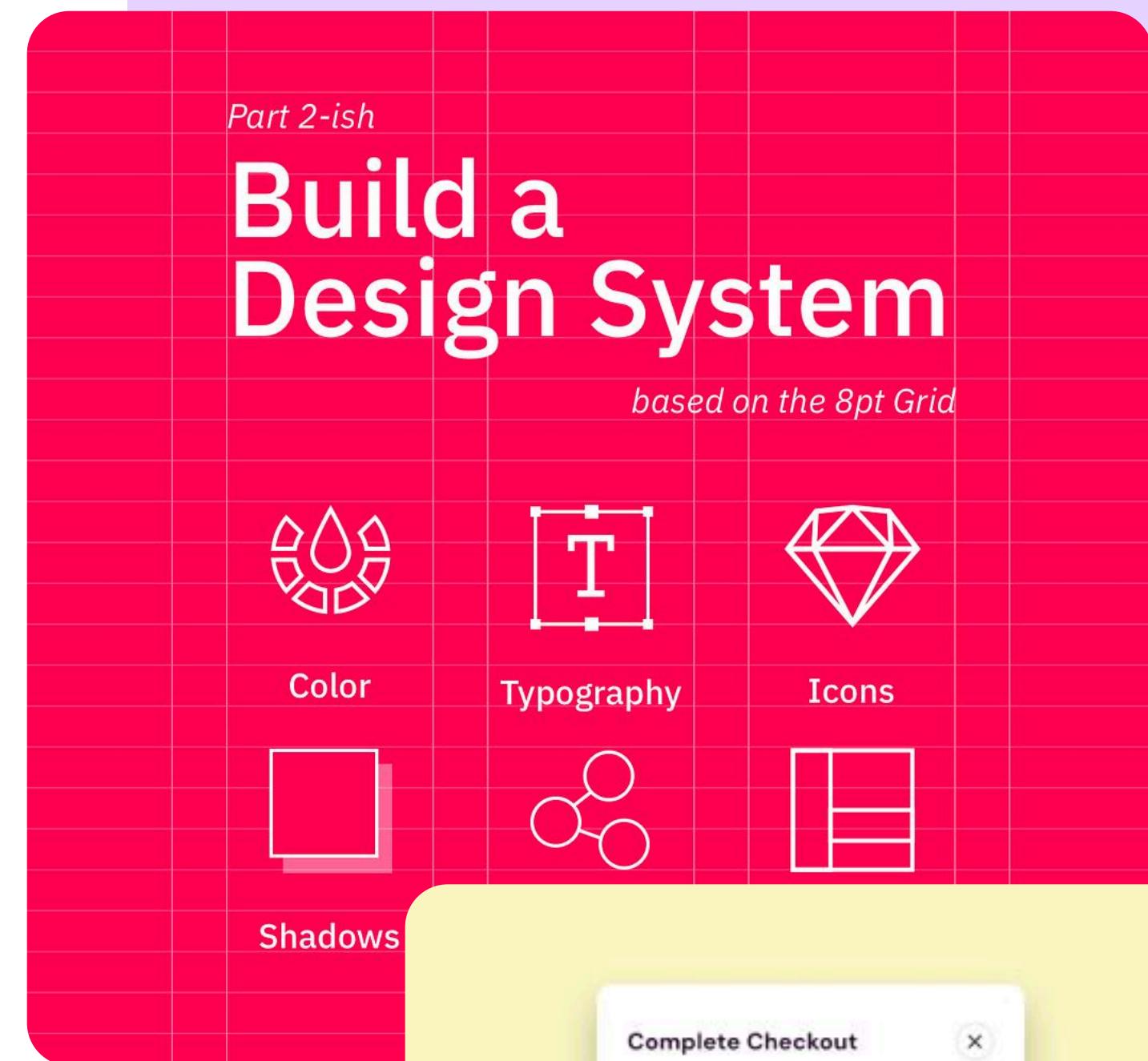
Fitts's Law

Čas potřebný k zaměření cíle je funkcí vzdálenosti a velikosti cíle.



Velikosti a whitespace

8px Grid a Velikosti elementů



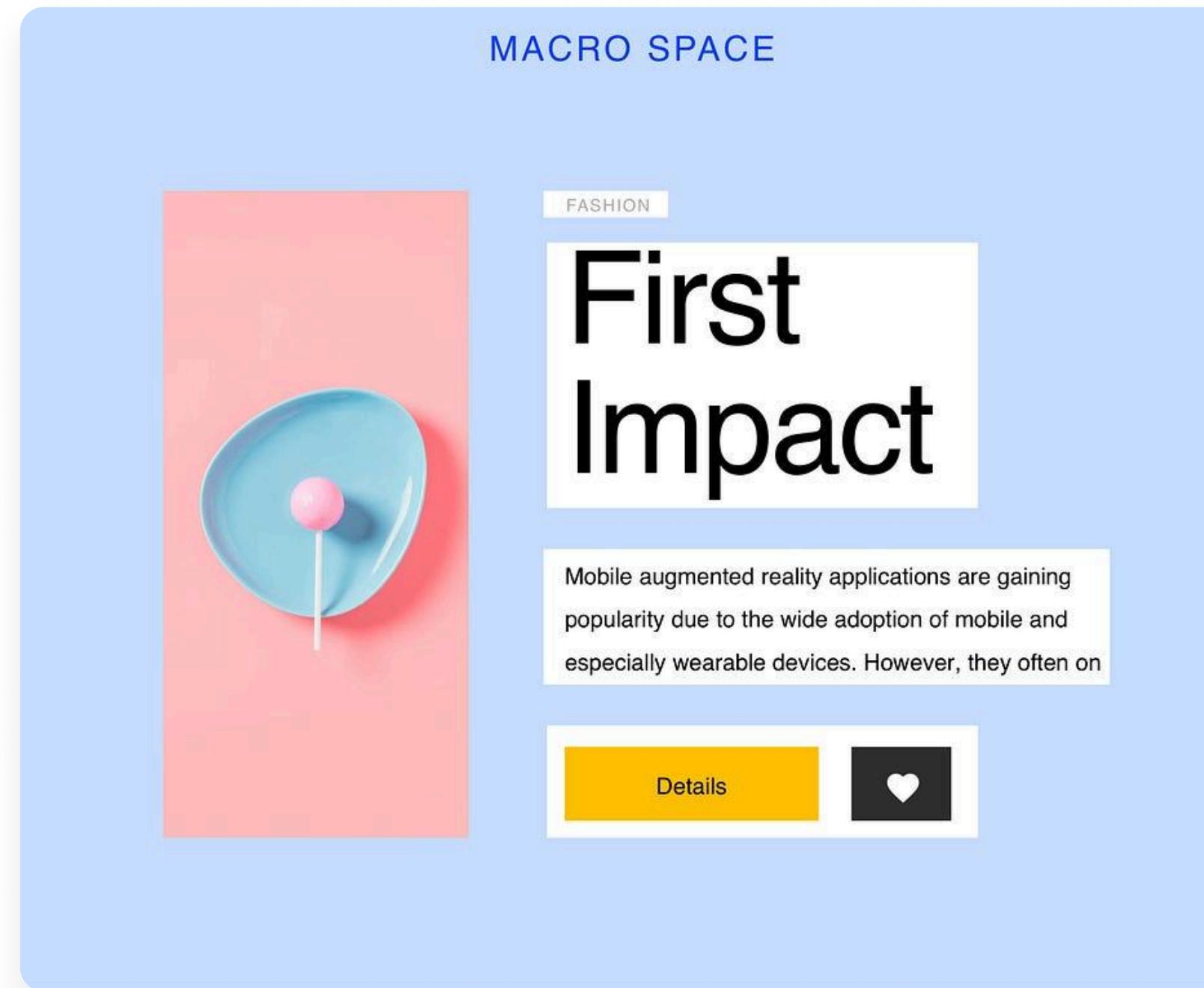
The image shows two versions of a 'Complete Checkout' interface side-by-side. The left version, labeled 'Using Grid', is clean and organized, utilizing a 8px grid for alignment. The right version, labeled 'Without Grid', appears cluttered and lacks visual structure due to the absence of a grid.

Using Grid

Without Grid

White space ukázky

MACRO SPACE



FASHION

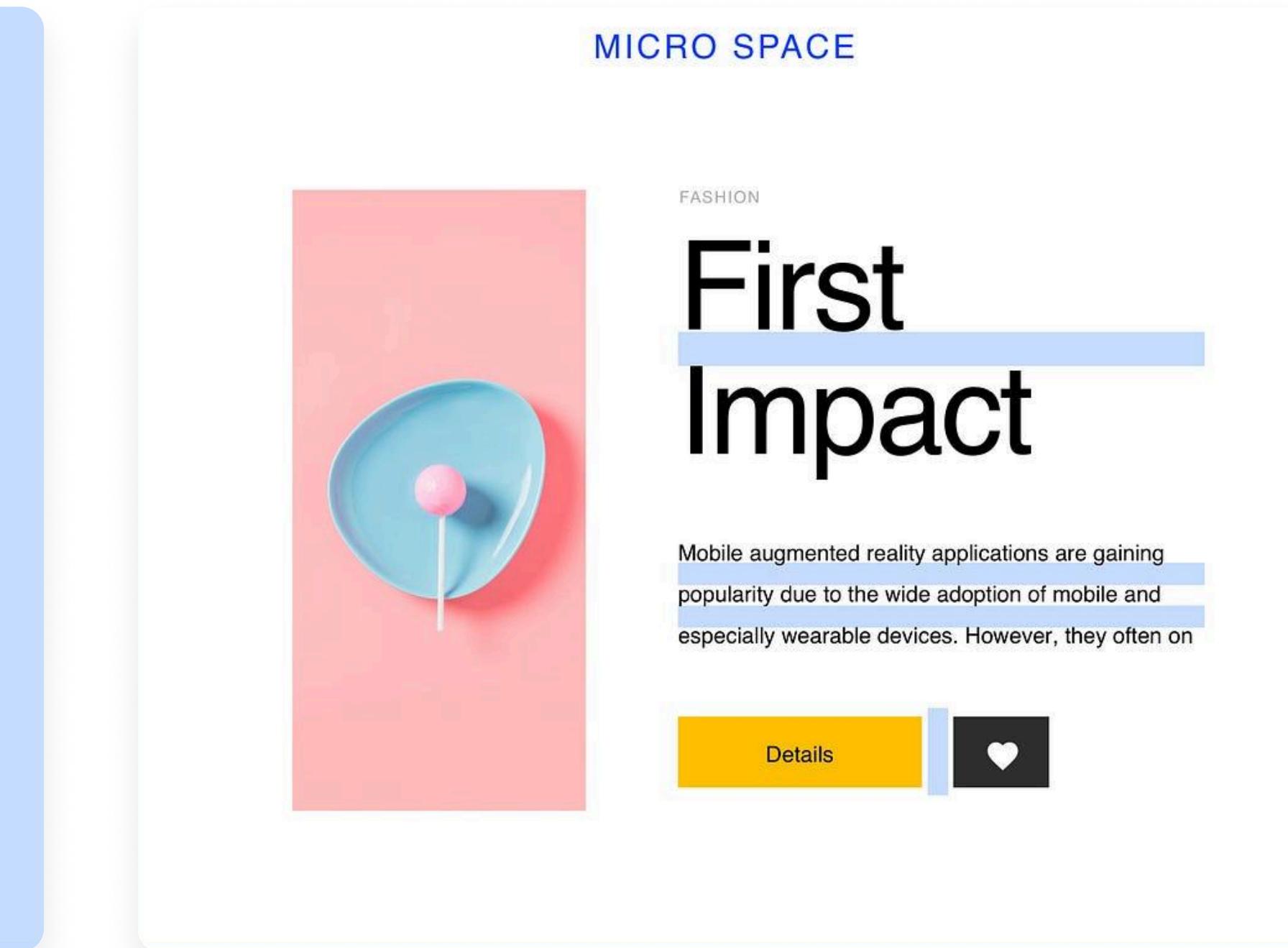
First Impact

Mobile augmented reality applications are gaining popularity due to the wide adoption of mobile and especially wearable devices. However, they often on

Details

Heart icon

MICRO SPACE



FASHION

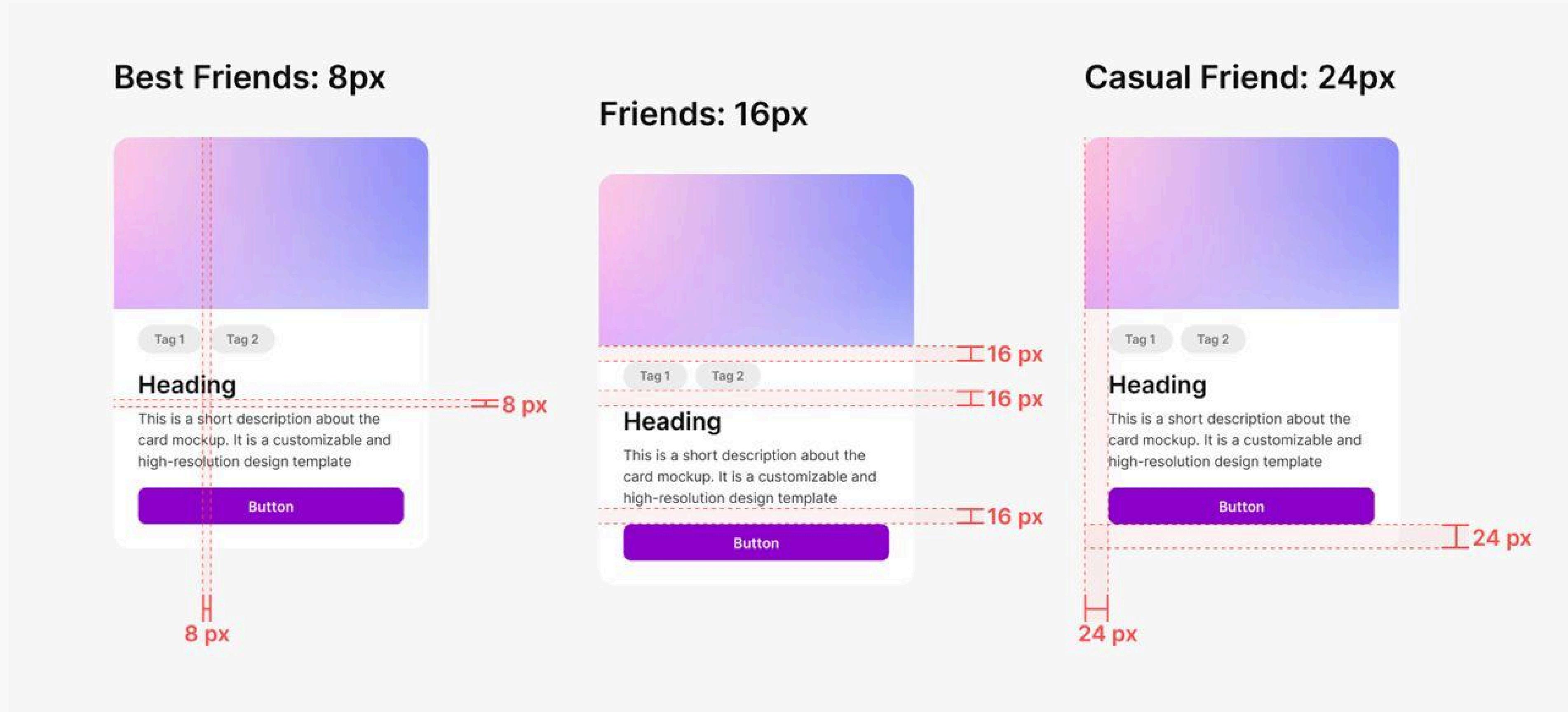
First Impact

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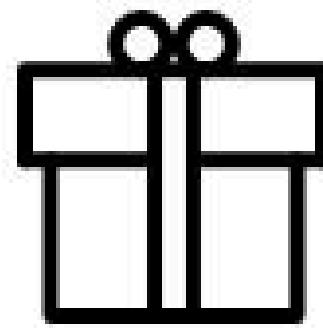
Details

Heart icon

White space ukázky

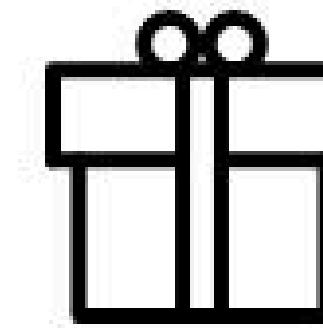


White space ukázky



Gift packaging

We personally pack gifts
with hand made products
at no cost



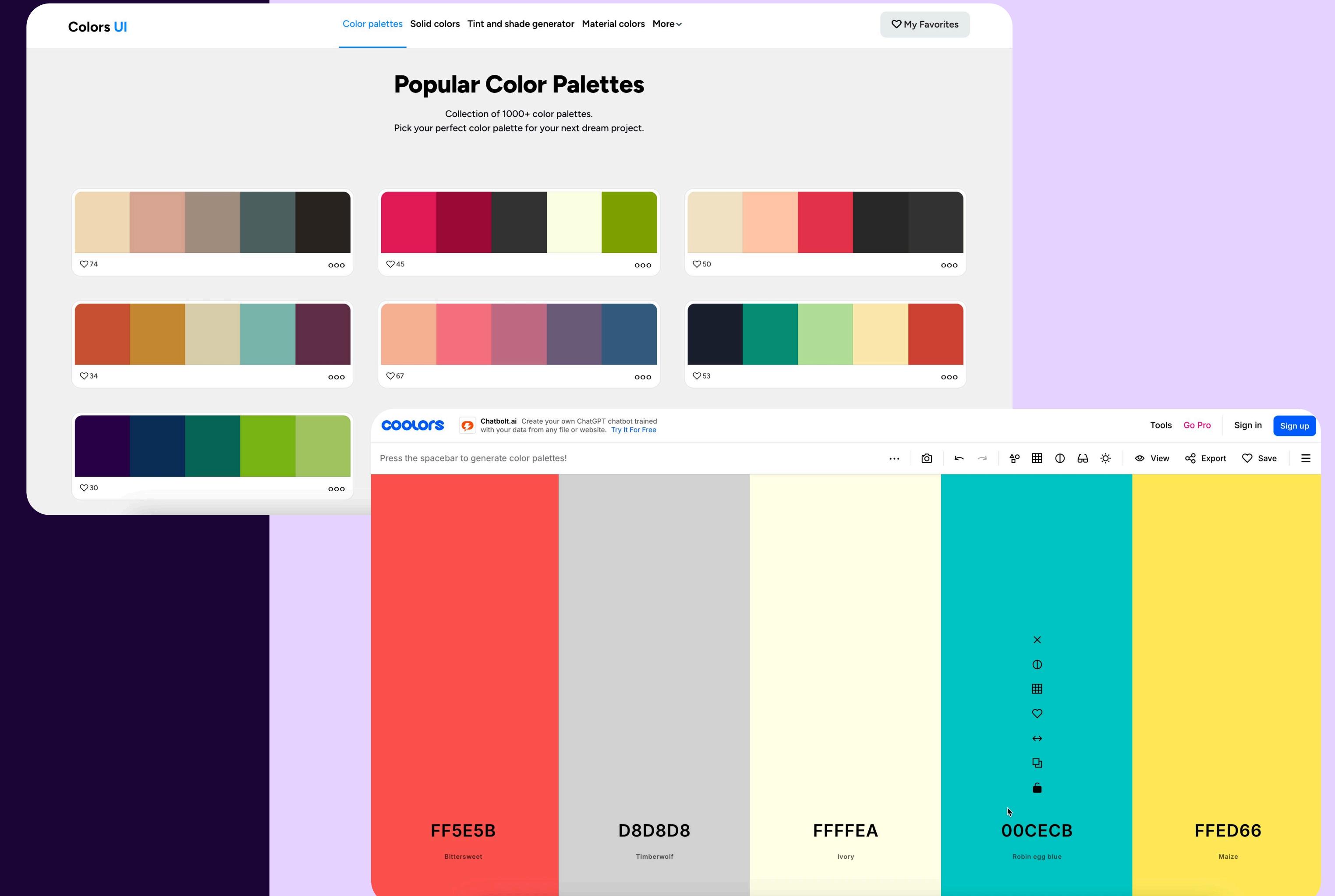
Gift packaging

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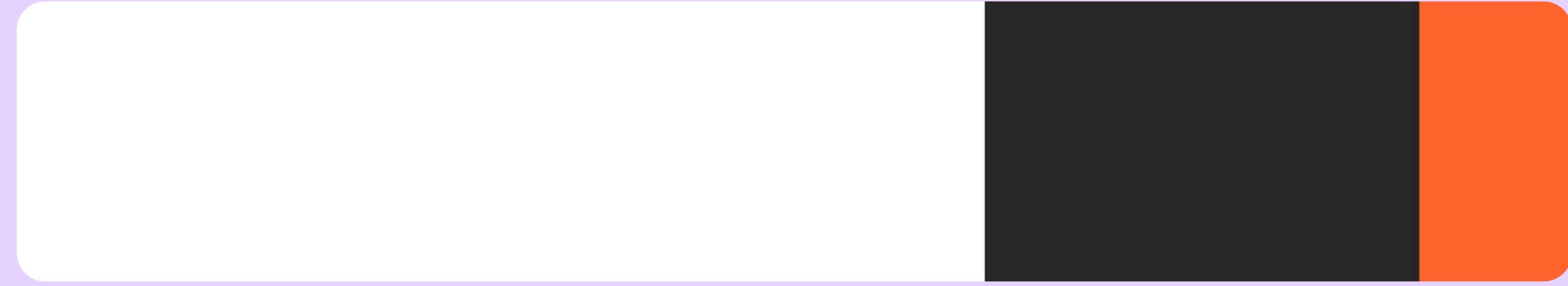
Barvy

Color Balance

colorsui.com
coolors.co



Méně je více



60%

Neutral

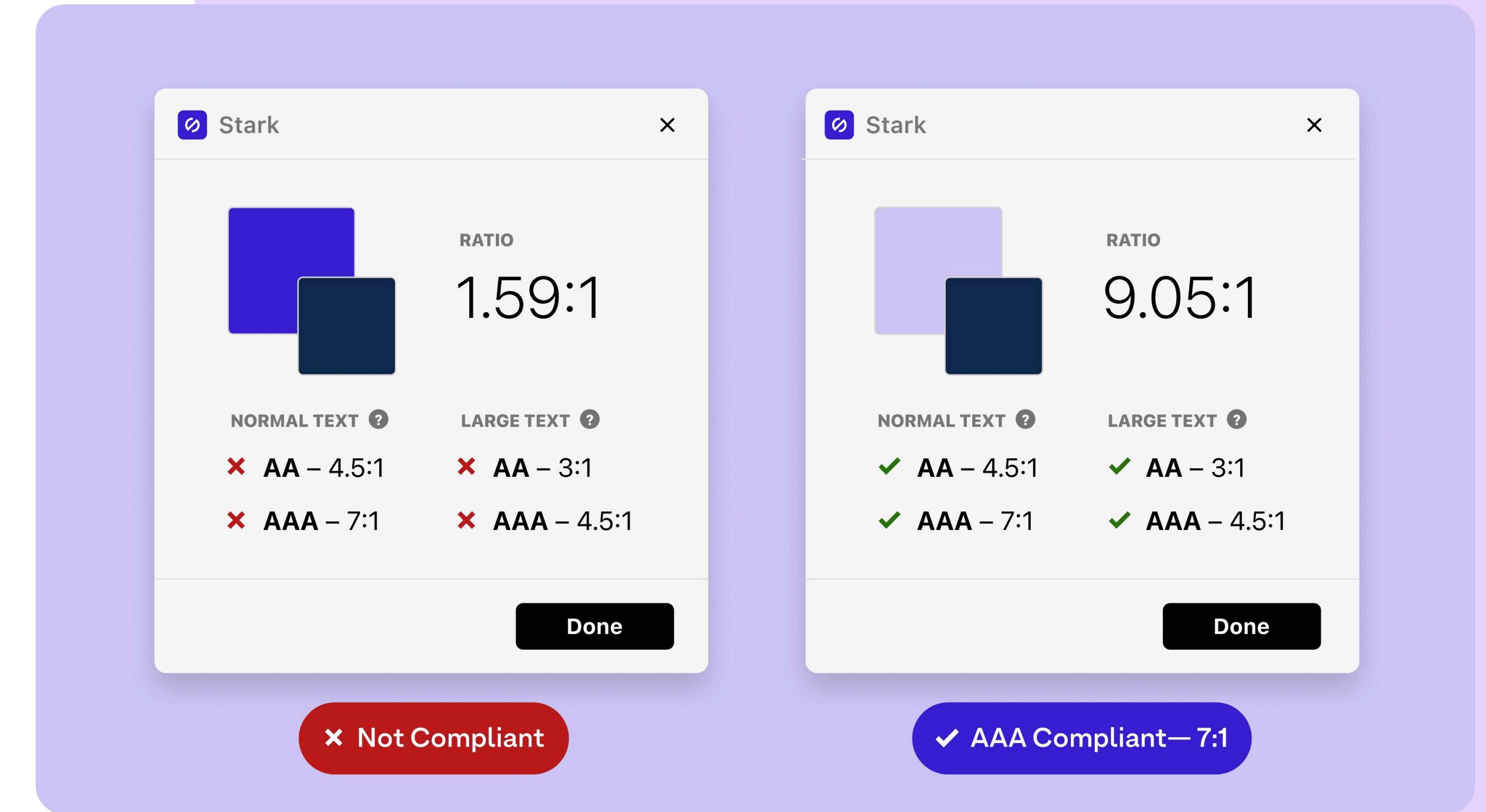
30%

Secondary

10%

Primary

Accessibility & Contrast, Sizes



Fonty

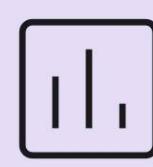
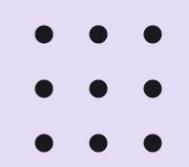
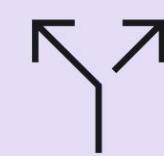
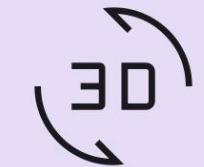
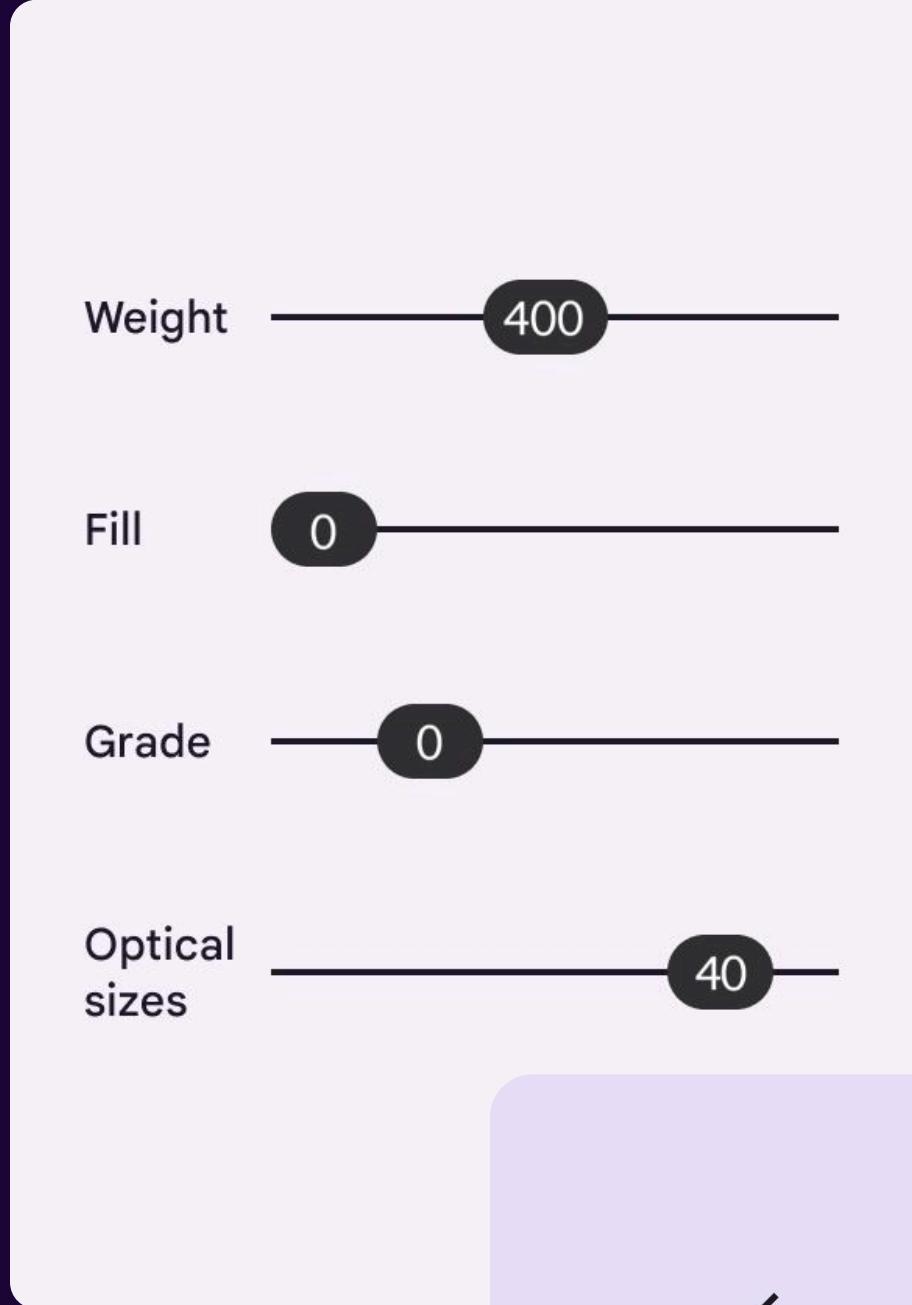
Jak vybrat ideální font?

The image displays a mobile application interface for font selection. On the left, a dark-themed mobile screen shows a font preview area with a text input field containing "Type something" and a font size slider set to 40px. Below this are three filter sections: "Language" (with dropdowns for "Writing system" and "Language"), "Feeling" (with buttons for "Business", "Calm", "Cute", "Playful", "Fancy", and "Stiff"), and a "Show 12 more" button. On the right, a larger desktop browser window shows the Google Fonts website. The search bar contains "Search fonts". Below it are several cards: "Readability" (How type influences readability), "Material design guidelines" (Styling text), "Optimize font loading" (Achieve faster page load times), "Google Fonts API" (Get started with web fonts), and "Self-hosting" (hosting). The main content area shows a list of fonts. The first result is "Roboto" (Variable (3 axes) | Christian Robertson, Paratype, Font Bureau), followed by "Everyone has the right to freedom of thought, conscience and". The second result is "Monomakh" (1 style | Aleksandr Andreev, Nikita Simmons), followed by "ПРИНИМАЯ ВО ВНИМАНИЕ, ЧТО ПРИЗНАНИЕ ДОСТОИНСТВА, ПРИСУЩЕГ". The third result is "Shafarik" (1 style | Aleksandr Andreev), followed by "ПРИНИМАЯ ВО ВНИМАНИЕ, ЧТО ПРИЗНАНИЕ ДОСТОИНСТВА, ПРИСУЩЕГО ВСЕМ". The background of the entire image is a light purple gradient.

Ikony

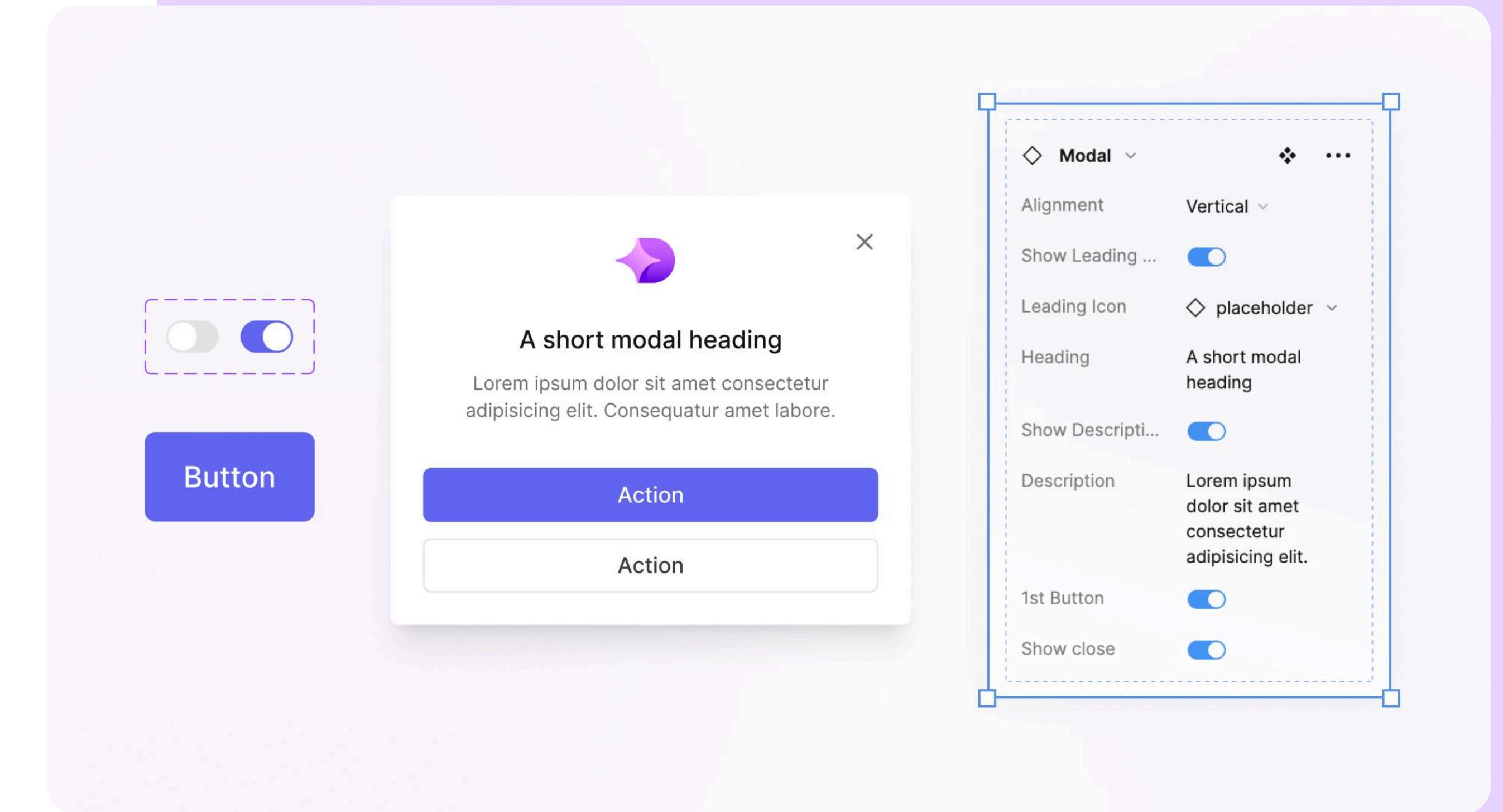
Ikonové Knihovny

Material Design
Untitled UI
a mnoho dalších...

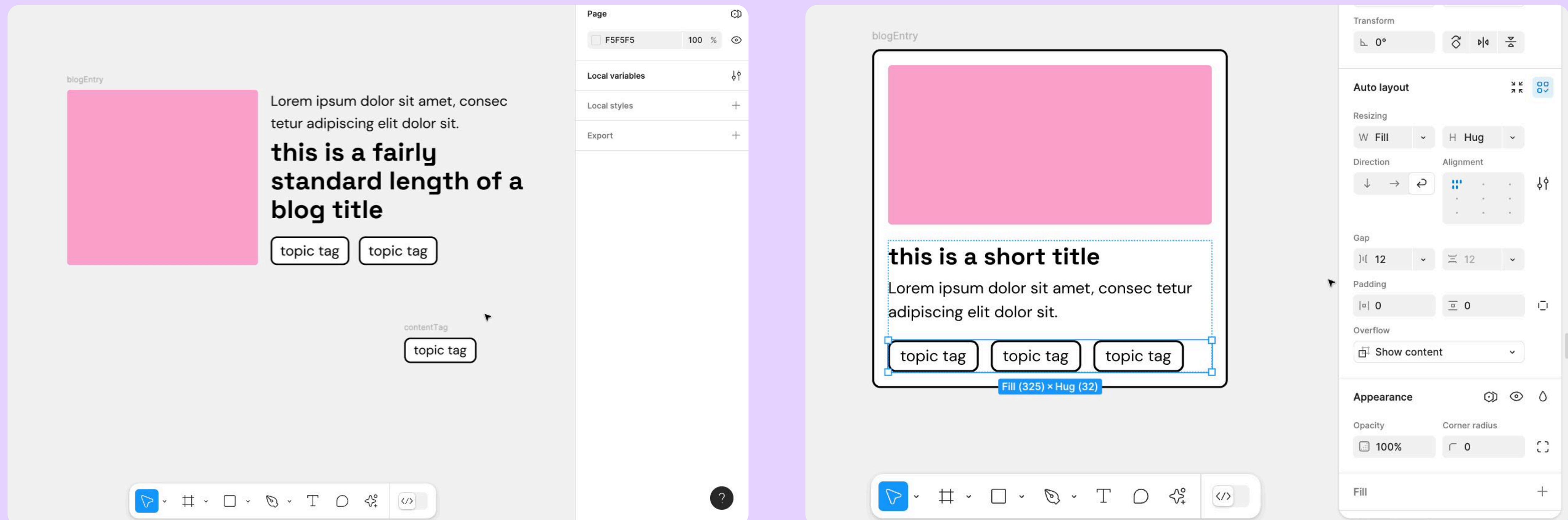


Figma Tipy a Triky (Zrychleně)

Komponenty, Variables, Design system

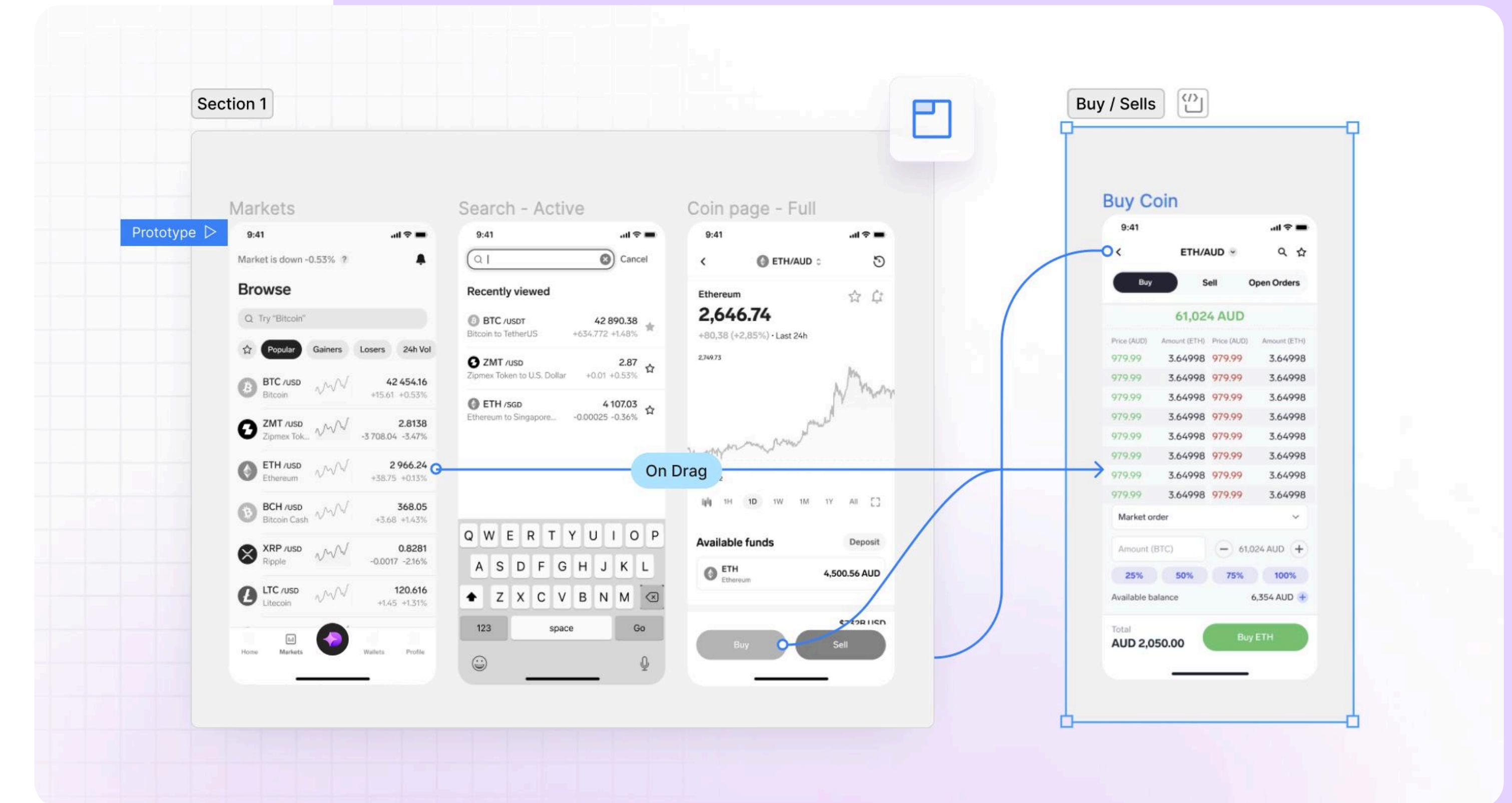


Autolayout



FIGMA

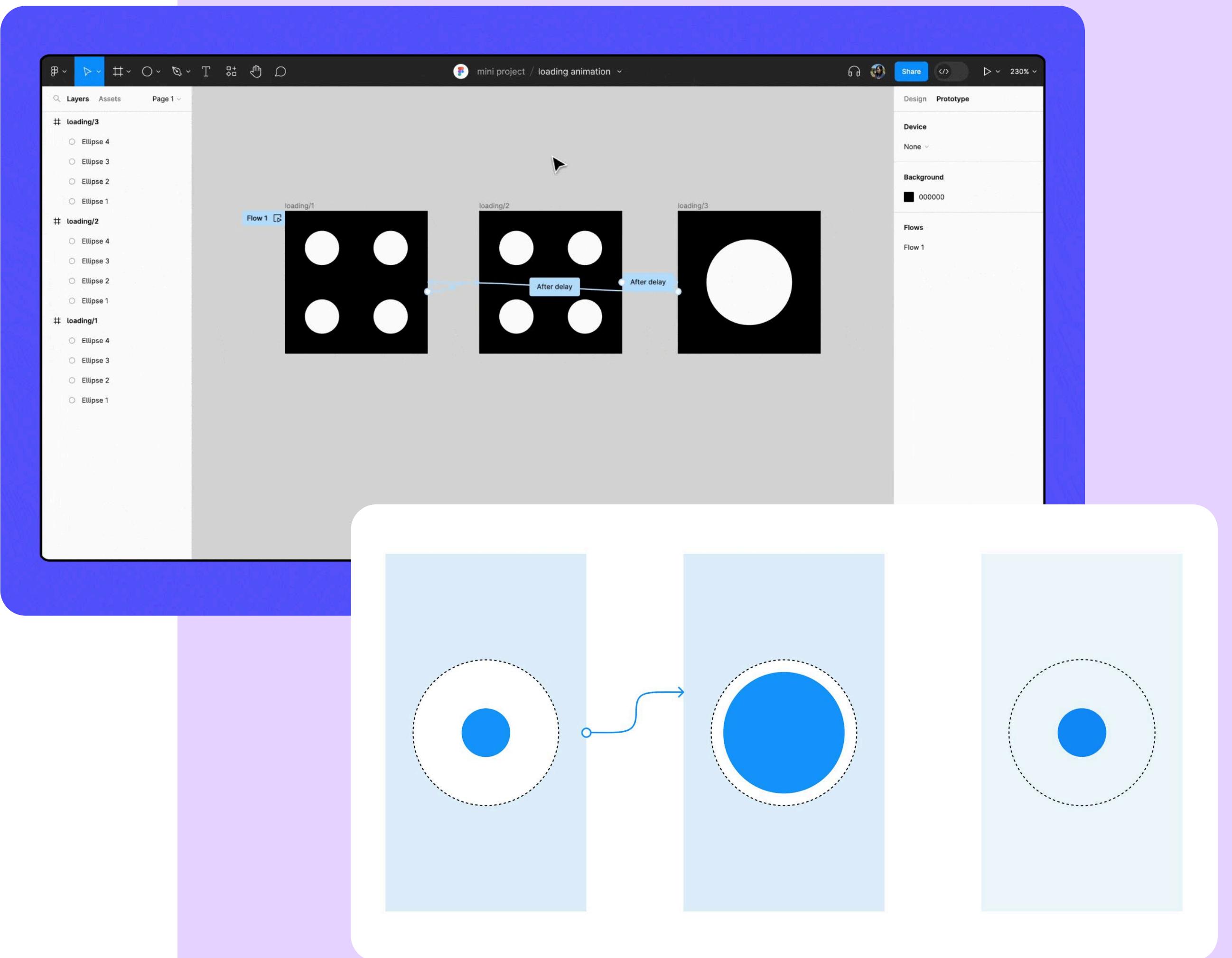
Prototypy



FIGMA

Animace

Figma
Lottie files - JSON



FIGMA

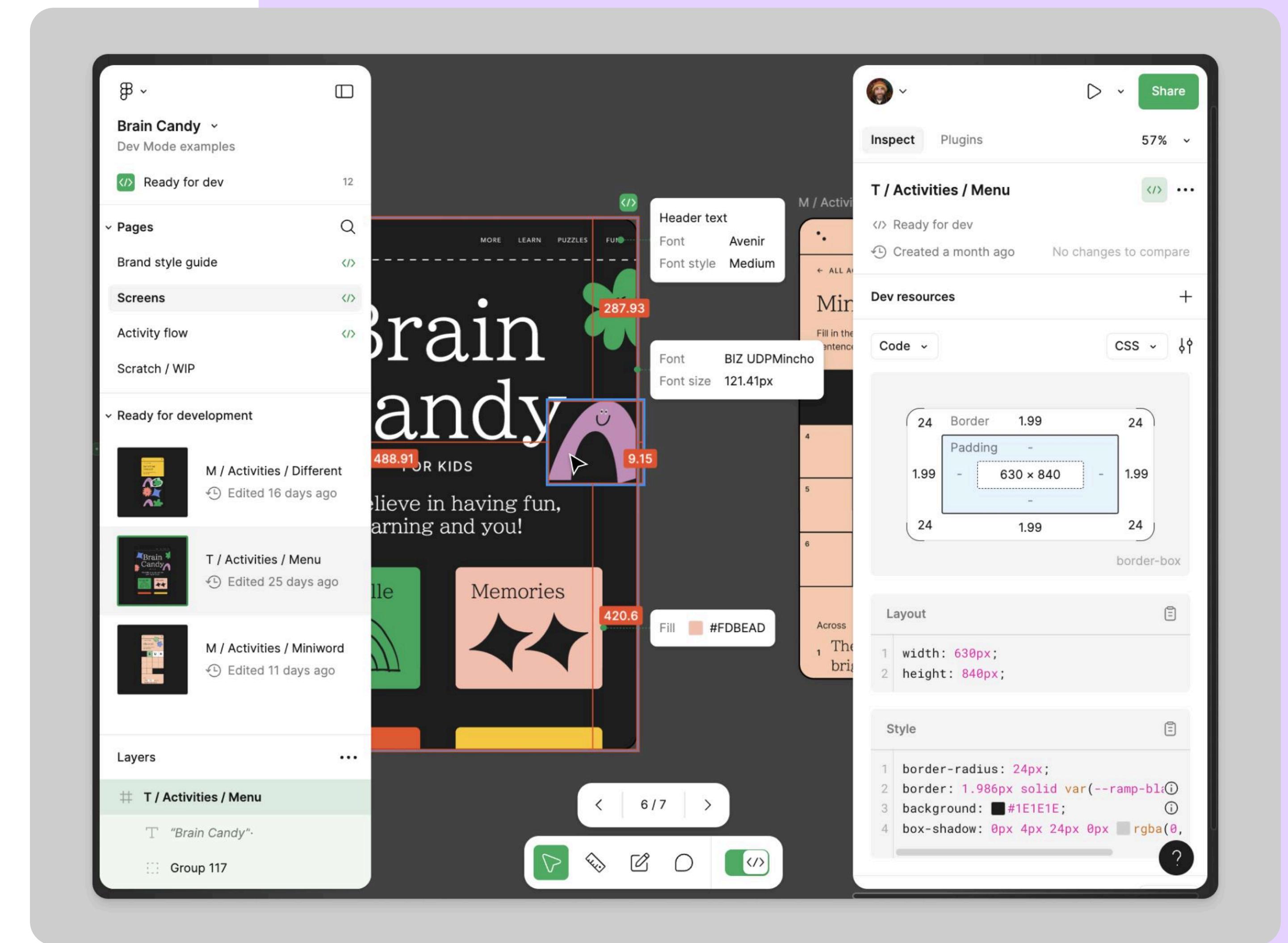
Animace

Figma
Lottie files - JSON

The screenshot shows the LottieFiles website interface. At the top, there is a navigation bar with links for Products, Integrations, Customers, Education, Pricing, a search bar labeled "Search animations", and buttons for "Login" and "Sign Up". Below the navigation, a secondary navigation bar includes links for Featured, Recent, Popular, Animators, Marketplace, Categories, Countries, Collections, and a prominent "Publish animation" button. A section titled "Free Menu Button Animations" is displayed, featuring a collection of various menu button animations. The first row contains five items: a white "X" icon on a light gray background, a white triple-bar icon on a light gray background, a purple square with a white "X" icon, a red circle with a white "X" icon, and a red rectangle with a white "X" icon. Below each item are the creator's profile picture and name, the number of views, and a download link. The second row contains three items: a green square with a white triple-bar icon, a black square with a white triple-bar icon, and two other icons that are partially visible.

FIGMA

Dev mode + Předání designu



Dev mode + Předání designu

The design
in Figma

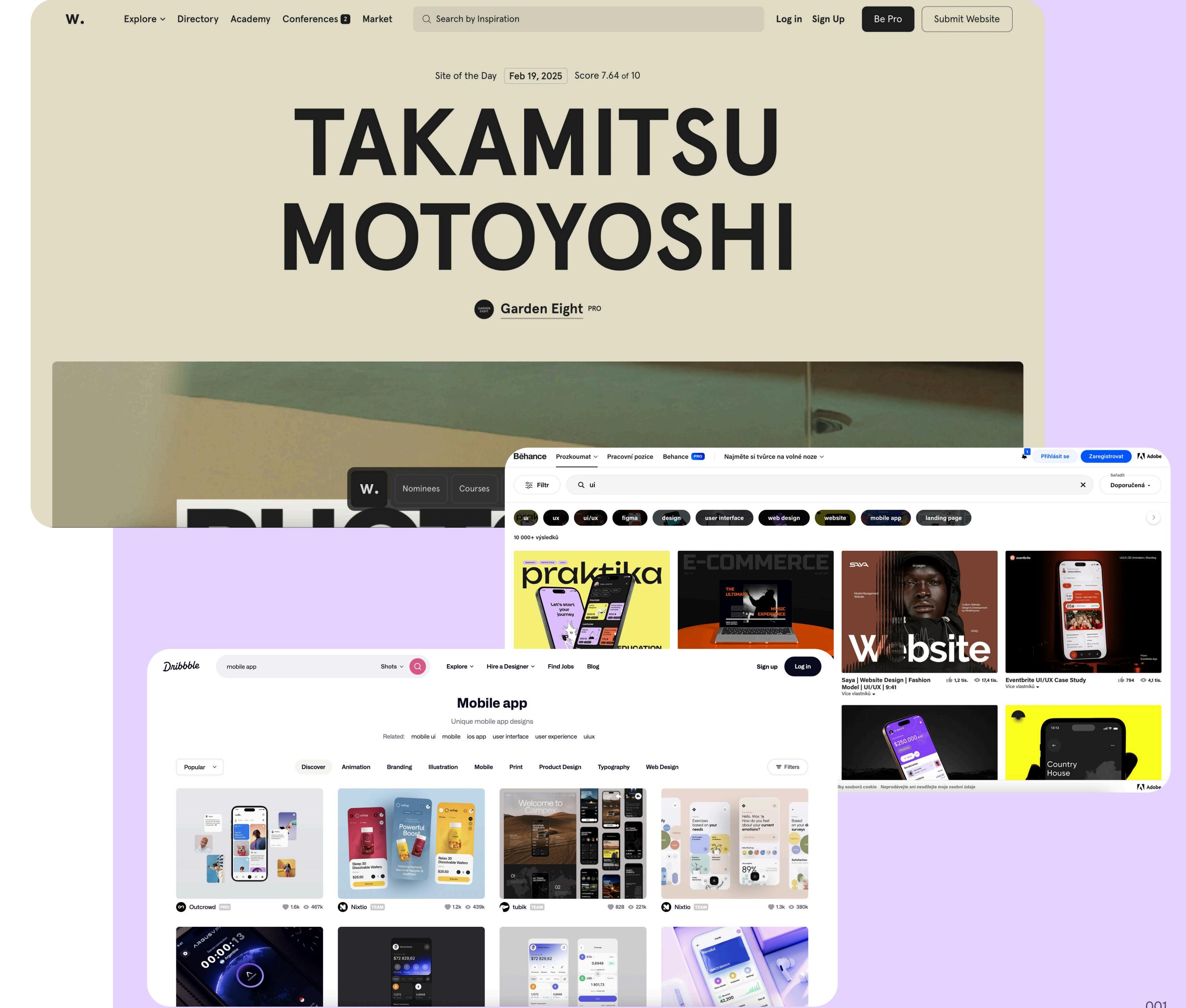


The design in
production

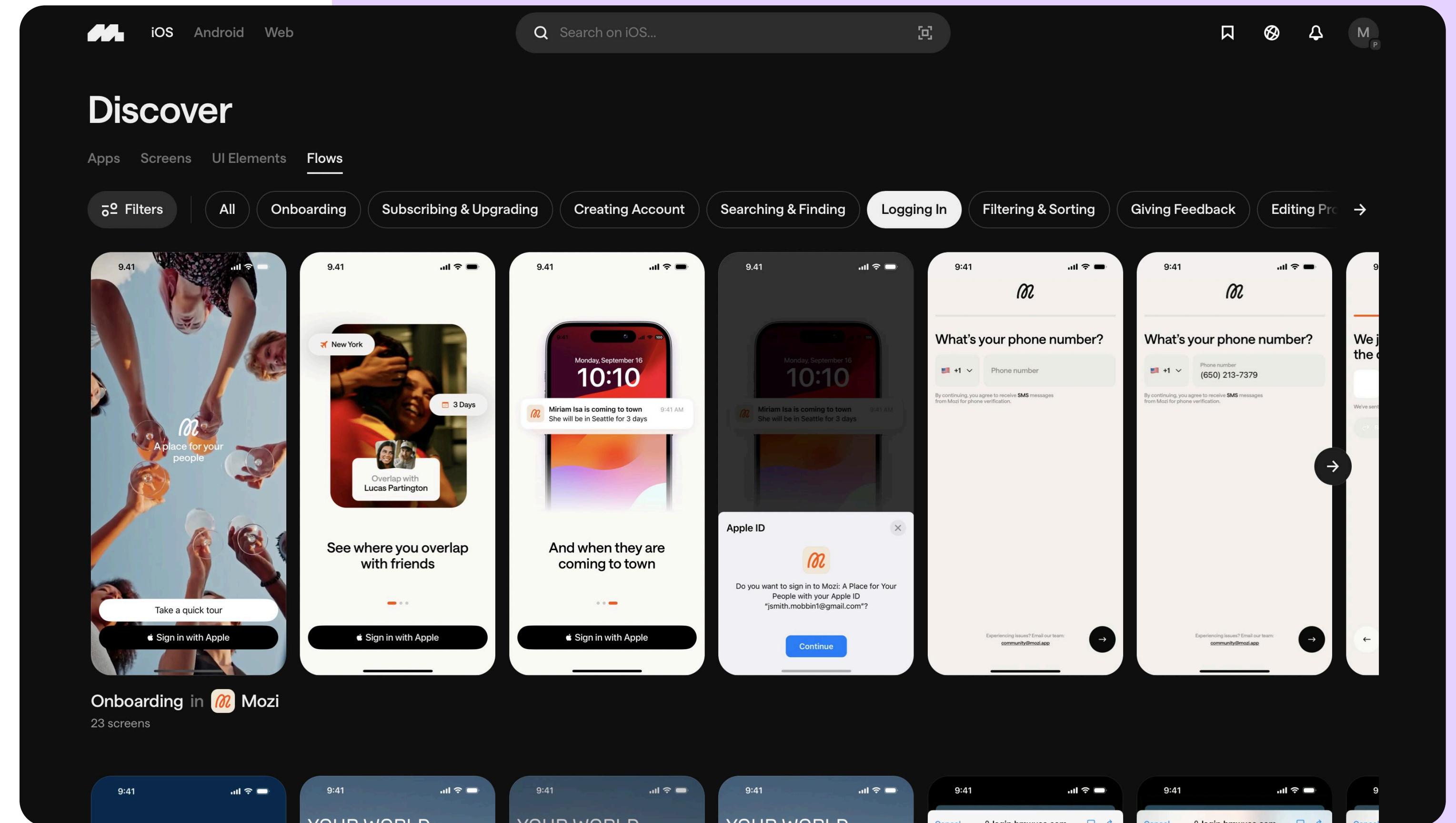


Inspirace

Awwwards, Behance, Dribbble



Mobbin



Laws of UX

The screenshot shows a website for 'Laws of UX' with a light gray header bar containing a logo, navigation links for 'ARTICLES', 'BOOK', 'CARDS', 'INFO', 'STORE', and a language selector for 'ENGLISH'. Below the header, a main content area features a large text block: 'Laws of UX is a collection of best practices that designers can consider when building user interfaces.' A notification box below it says: 'The updated Laws of UX large format index poster is now available! Additions include Paradox of the Active User, Selection Attention, Cognitive Bias, and more. [Check it out →](#)'. The main content area is divided into two main sections: 'Aesthetic-Usability Effect' and 'Law of Common Region'. The 'Aesthetic-Usability Effect' section contains a blue square icon with a white triangle and a green text box with the title. The 'Law of Common Region' section contains a red square icon with a grid of colored dots and a green text box with the title. At the bottom, a light gray footer bar contains the text: 'Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.'

Laws of UX is a collection of best practices that designers can consider when building user interfaces.

The updated Laws of UX large format index poster is now available! Additions include Paradox of the Active User, Selection Attention, Cognitive Bias, and more. [Check it out →](#)

Aesthetic-Usability Effect

Law of Common Region

Elements tend to be perceived into groups if they are sharing an area with a clearly defined boundary.

EDUCATION

Influencers & Podcasts



Zander Whitehurst



Jan Mráz



Luke Wroblewski



Vitaly Friedman



NN Group



2Fresh

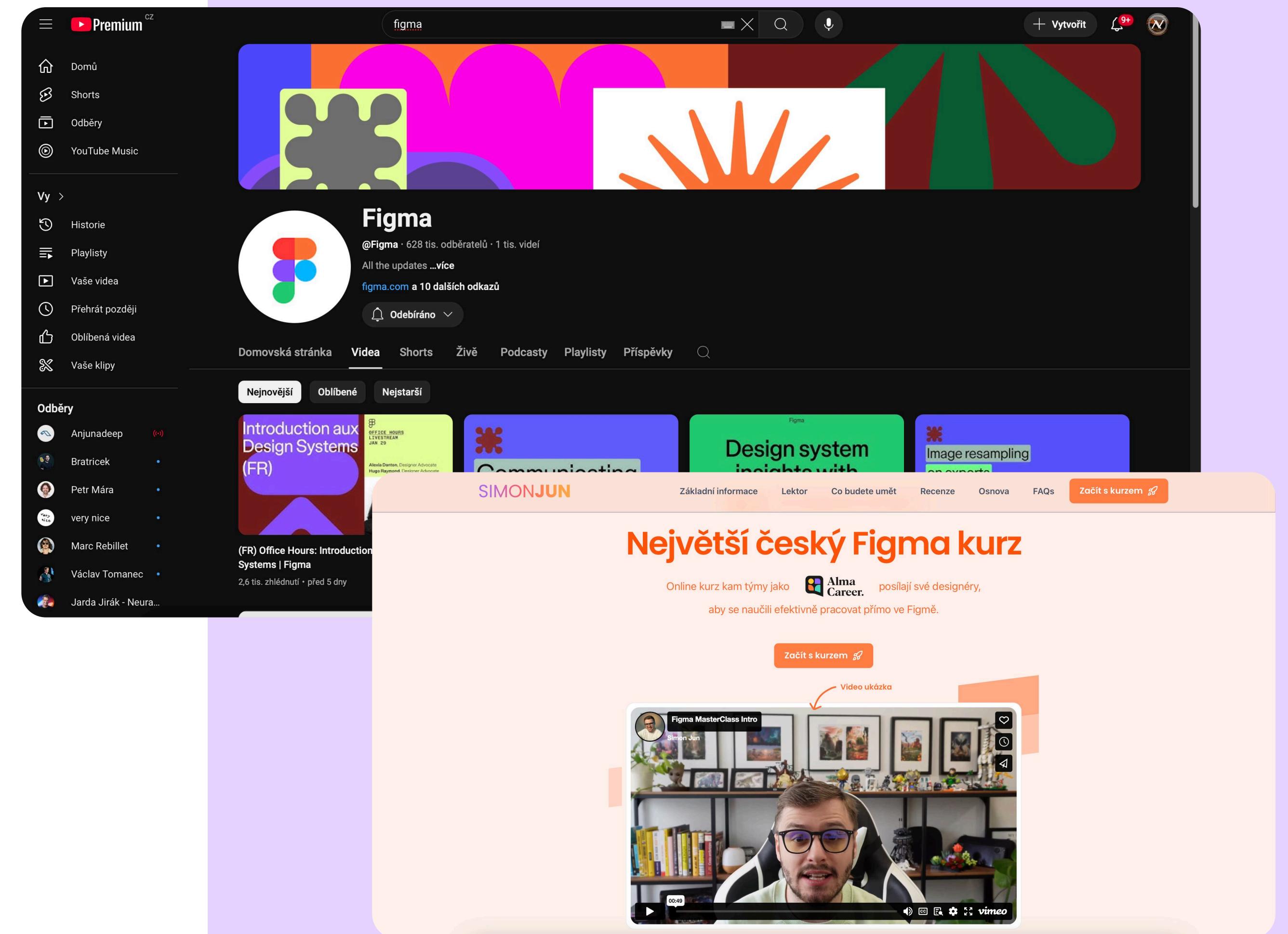


Design Better



UX Friendly

Figma Tutorials, Courses



EDUCATION

Books

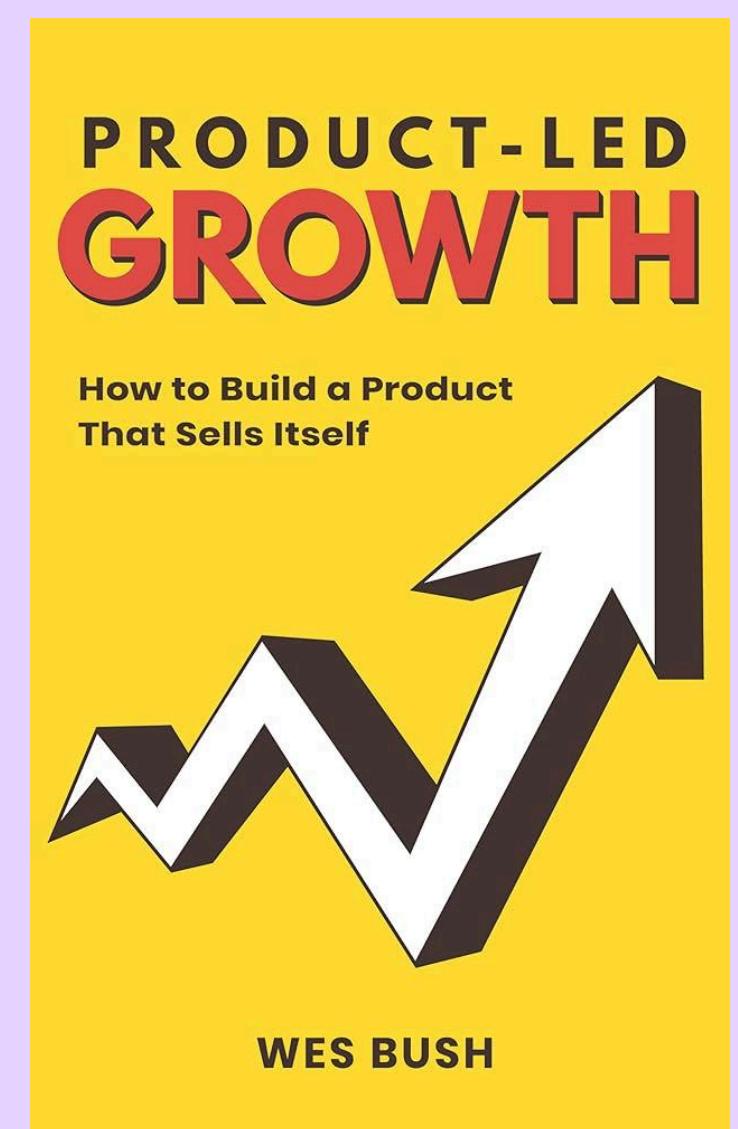
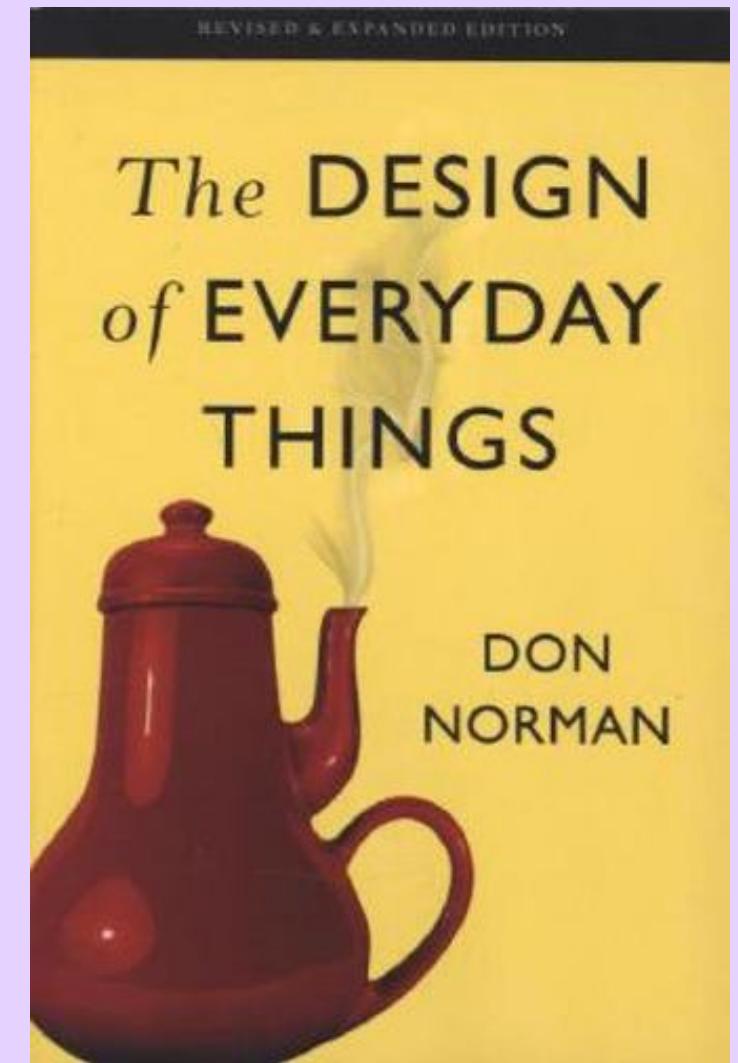
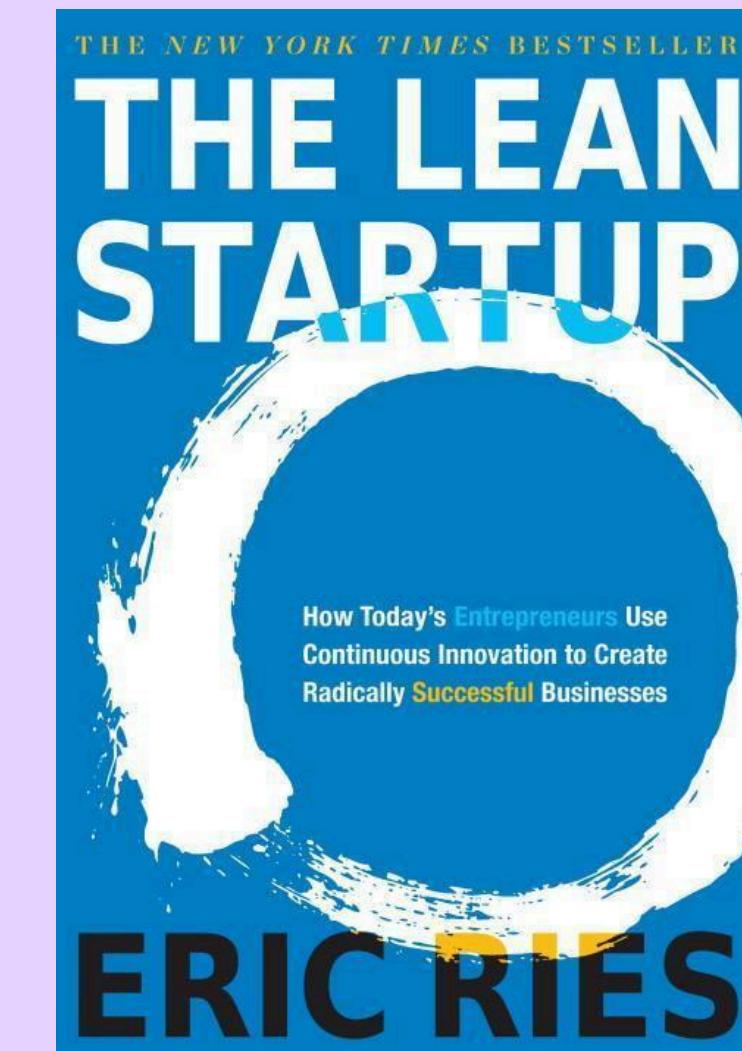
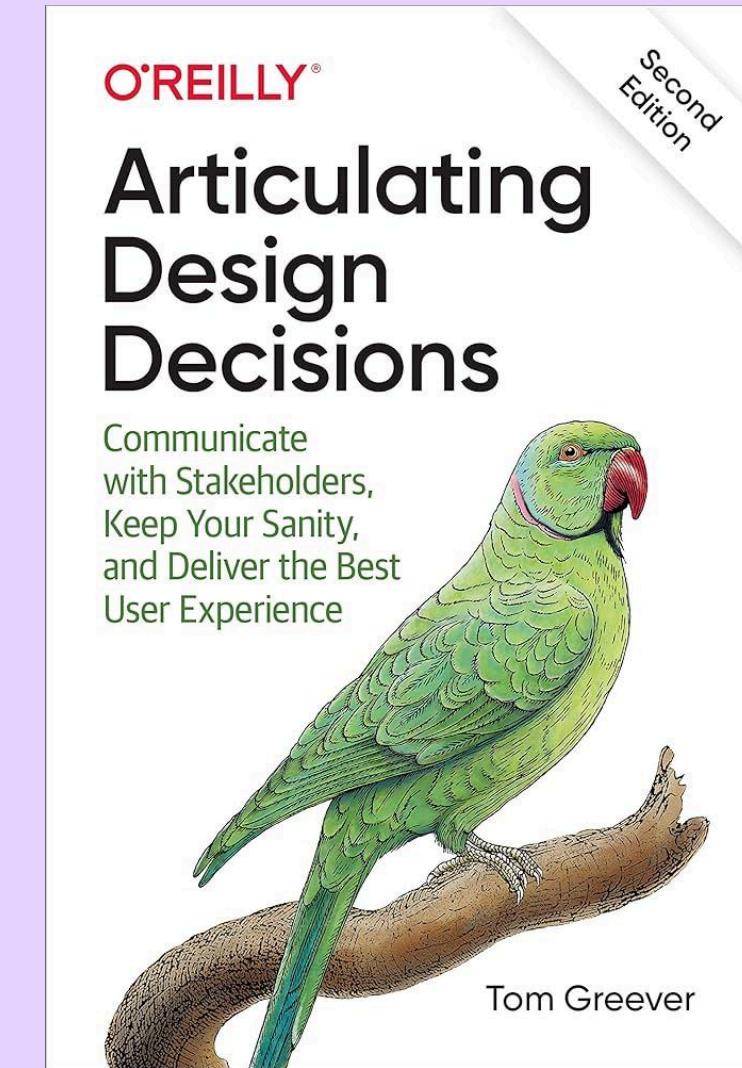
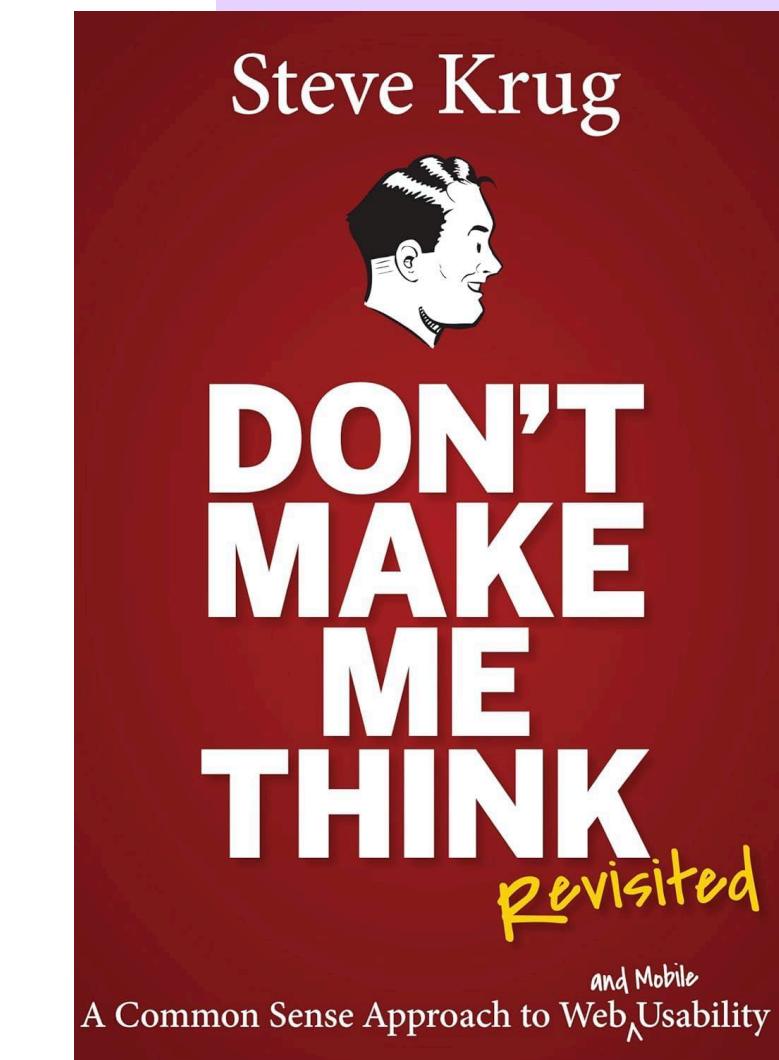
Don't make me think - S. Krug

Articulating Design Decisions - T. Greever

The Design of Everyday things - D. Norman

The Lean Startup - E. Ries

Product-led Growth - W. Bush

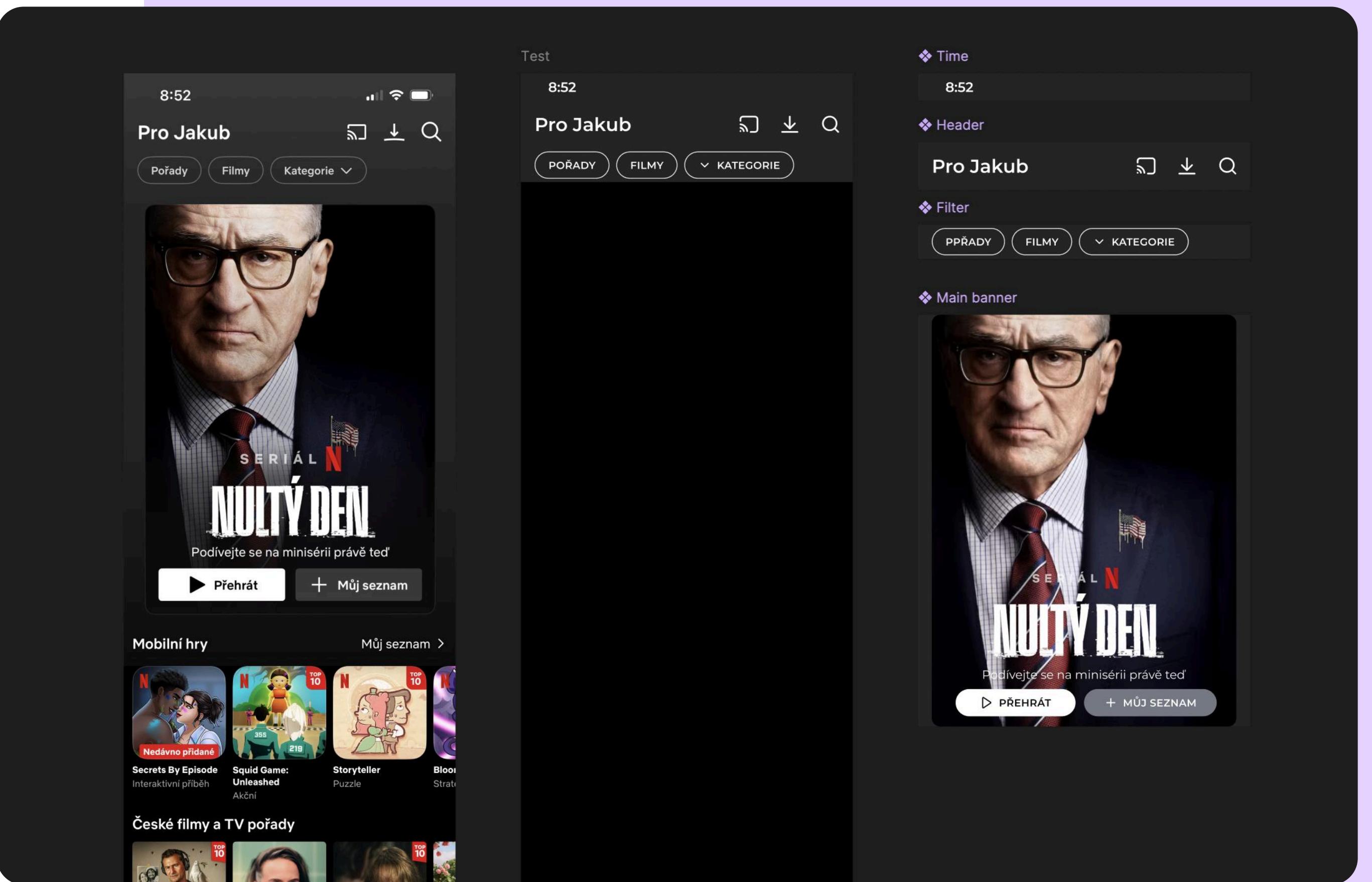


EDUCATION

Trénink

Recreate UI

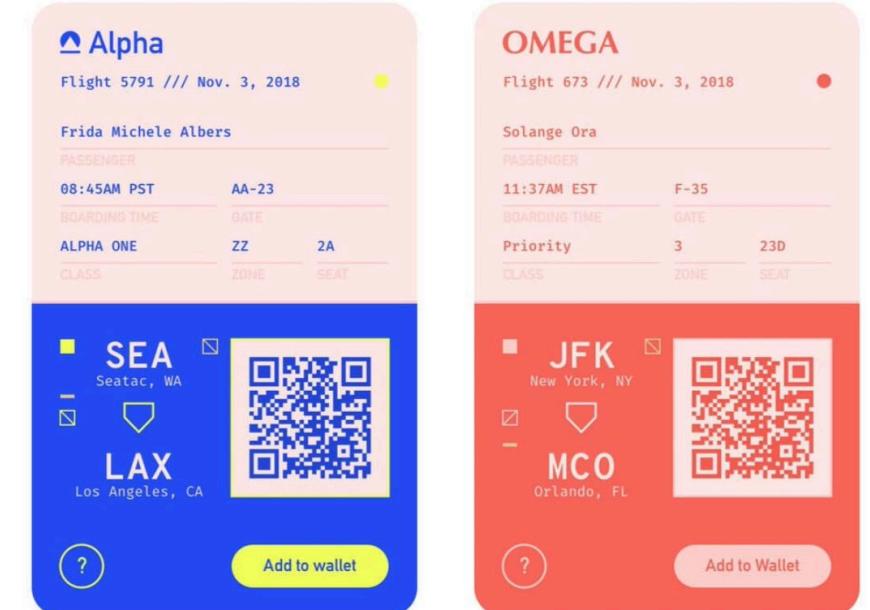
Screenshot a předělej ve Figmě



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dailyui.co
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EDUCATION

Pair Designing



Dotazy?

Máš nějaké dotazy ohledně tématu? Zkusím se na ně připravit před přednáškou.

3 responses

ne

1. Jak vnímáte budoucnost kariéry UX/UI designéra? Často slýchám, že v některých firmách se UX/UI podceňuje a návrh rozhraní dělají třeba přímo vývojáři...
2. Jak moc se přizpůsobit požadavkům klienta a kdy už respektovat pravidla UX/UI?

Díky

Nemám nechám se překvapit

Gratuluji, máte to za sebou!



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