



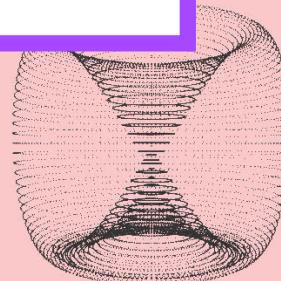
UI/UX #2

<>

Before you code

Presented by
Sam Parkinson

Canva



What's the difference?

UX User Experience

- The "usability" of an app.
Does the app feel logical?
- Who are the users?
- User research (interviews, tests)

UI User Interface

- The graphics and copy-writing
- Visual design: colors, pixels, shadows, etc.
- The "branding" of an app

Today's focus: "before you code"

1 - UX: Problems from a user's point of view

2 - Mockups: the bridge from UX to UI

3 - UI: How design systems will save you time

Why do we make apps?

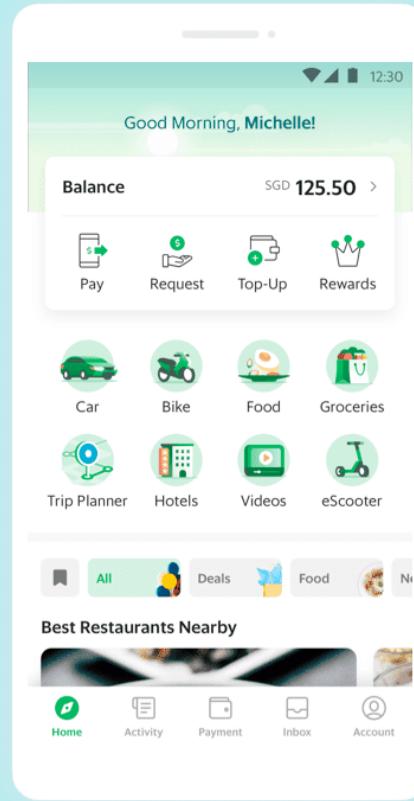
We make apps to help
users achieve their goals

who?

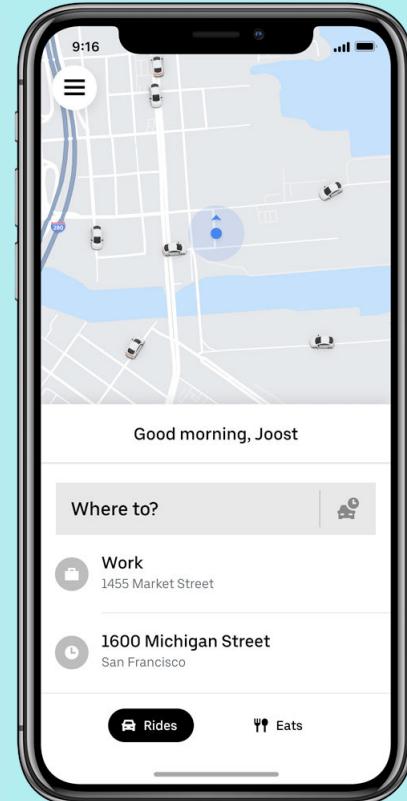
what?



different people have different expectations, because they're familiar with different things (e.g. taxi apps in different countries cater to different markets)



**Grab
(SEA)**



**Uber
(5 eyes)**

Matching the "mental model" of your users



vs

"elements" in



Why do we make apps?

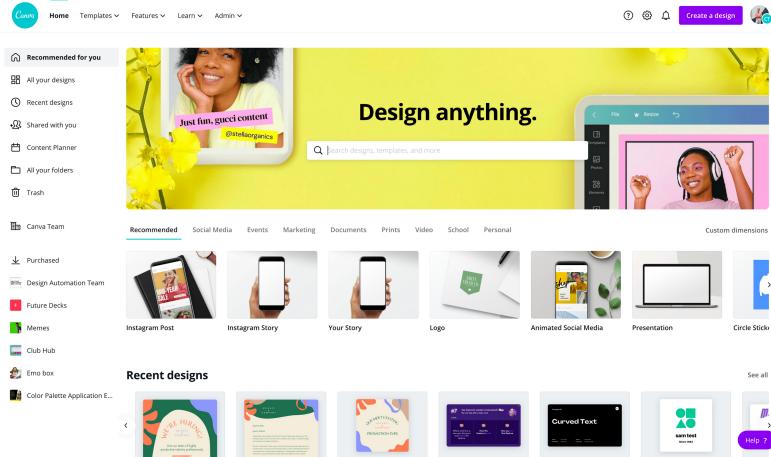
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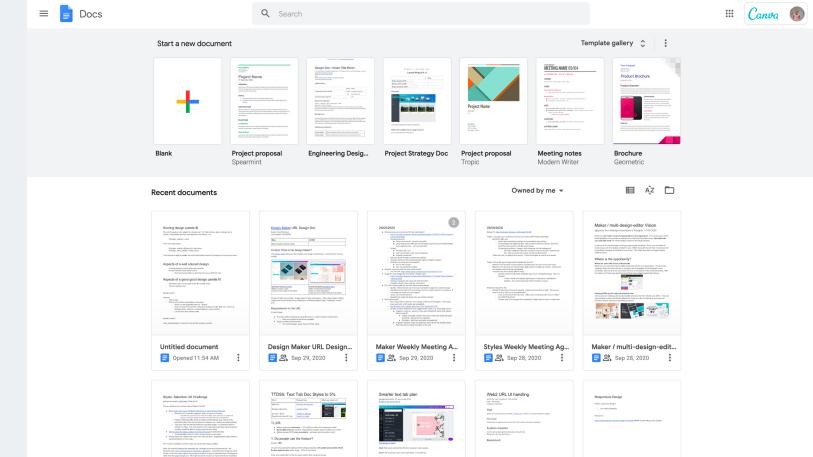
what?



Putting the biggest user goal first



Canva - often making a design in one session
=>
Homepage focus is _creating a new design_



Docs - making a doc takes a long time
=>
Homepage focus is _recent docs_

User Stories: Format

**As a <persona>,
I want to <task>,
so that I can <goal>.**

User stories help us express requirements in a user-centered way - rather than programmer centered.

This helps us focus on the user's point of view through a project.

Part Two:

Mockups

The bridge between

UX and UI

YOU WOULDN'T

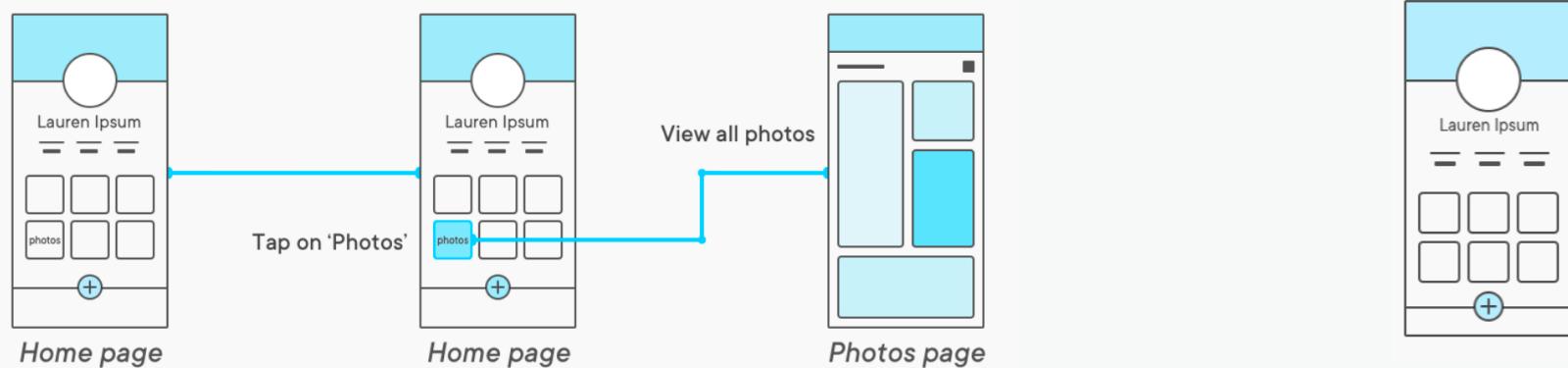
*Write an essay
without*

A

PLAN

... making an APP without a mockup is a CRIME

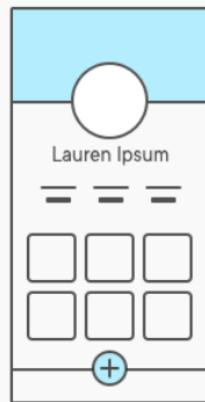
Scale of Mockups



Whole flow ← → **Single Screen**

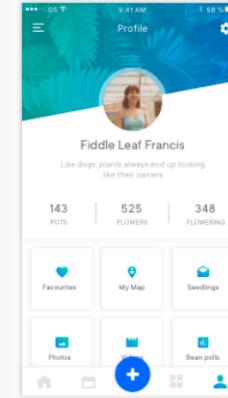
Great article for more depth: <https://uxdesign.cc/when-to-use-user-flows-guide-8b26ca9aa36a>

Fidelity of Mockups



Low Fi

sketches, wireframes, etc.



High Fi

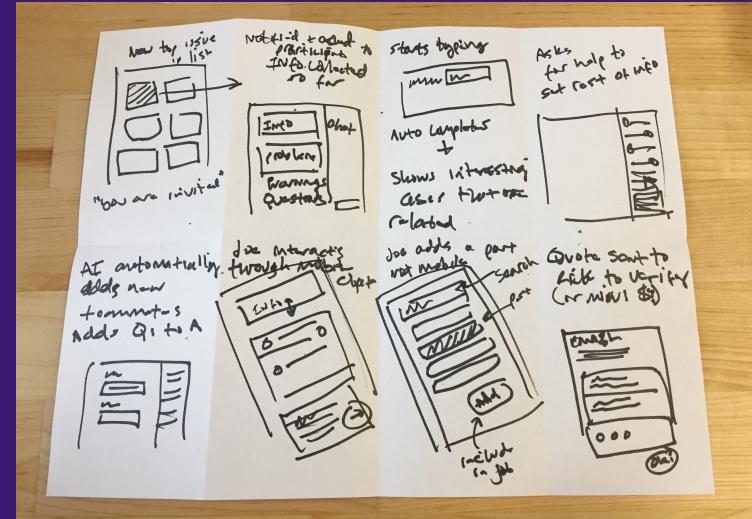
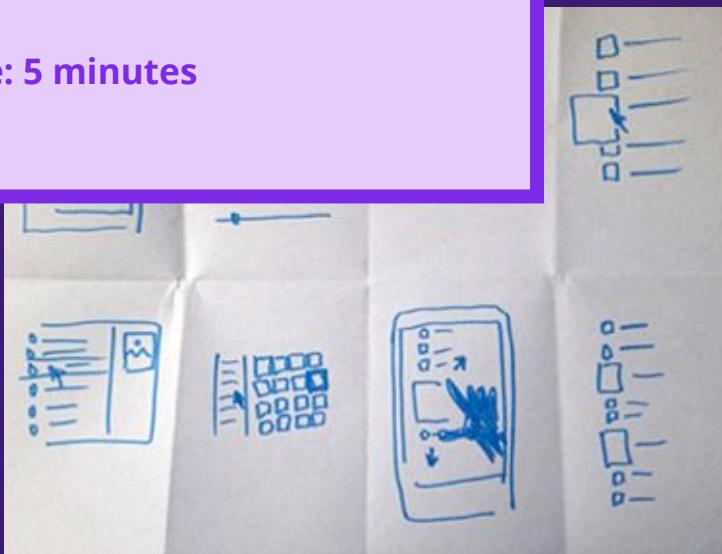
pixel perfect

Great article for more depth: <https://uxdesign.cc/when-to-use-user-flows-guide-8b26ca9aa36a>

How to do CRAZY 8s

1. Fold your paper into 8 parts
2. Draw 8 super quick UI ideas to solve your problem
3. Share + reflect

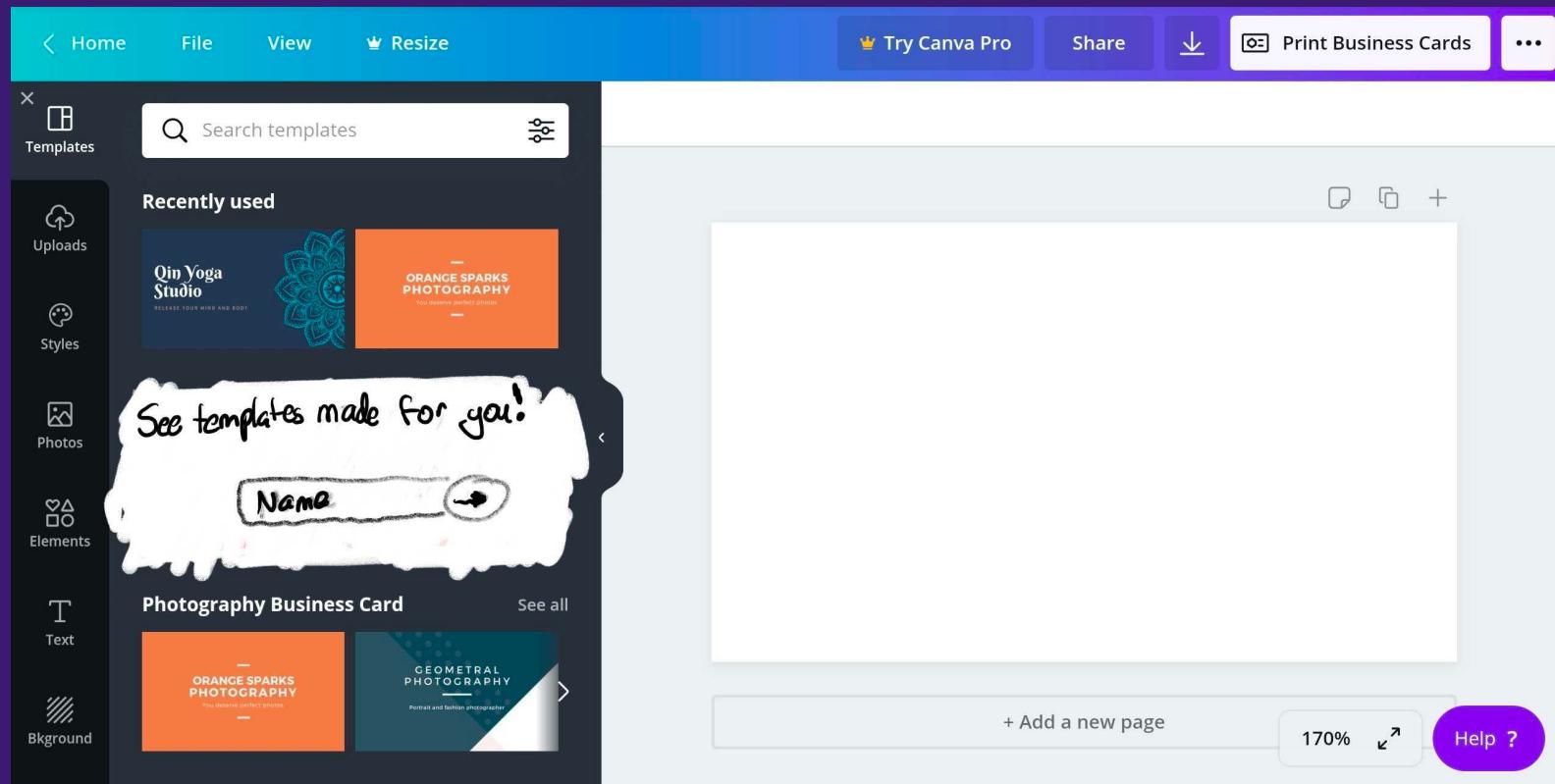
Max time: 5 minutes



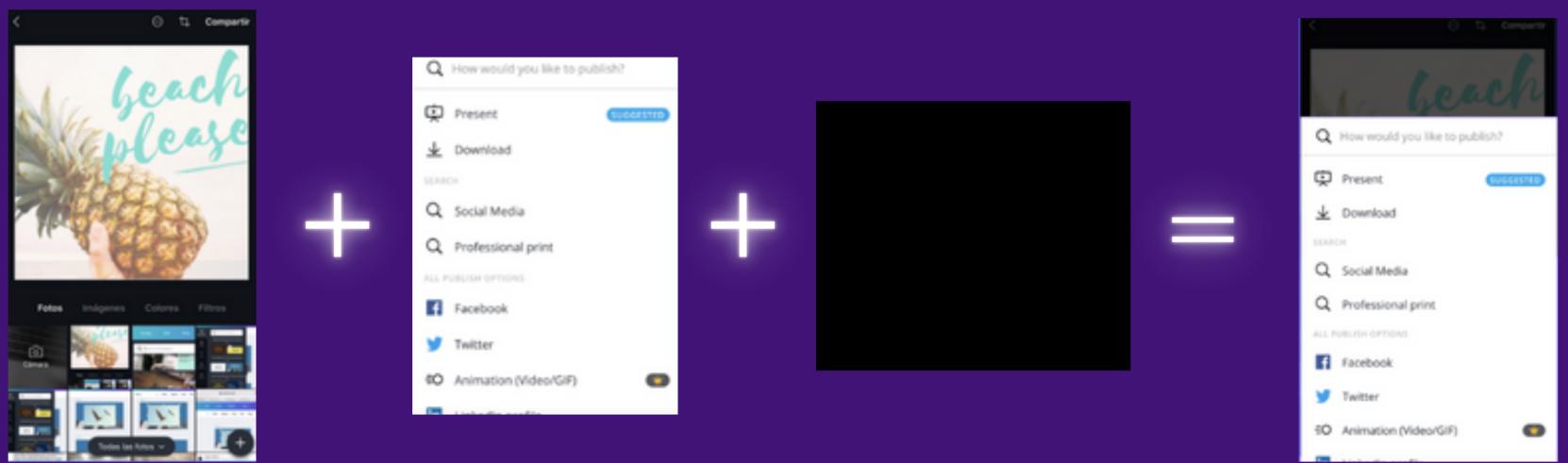
When to do CRAZY 8s

Great for brainstorming UI/UX ideas, especially in a group or when you don't feel like you've got a good option.

Draw on screenshots for quick mockups:



Or, paste screenshots on top of each other:



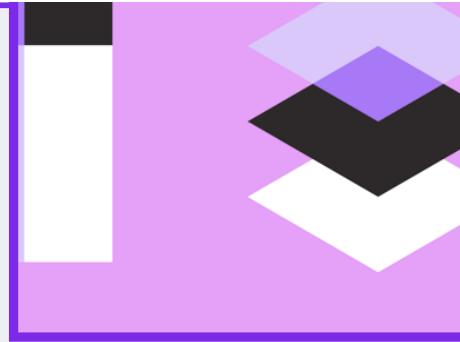
Use rectangles, screenshots and overlay text to quickly mockup your idea

Part Three:

How design systems will save you time



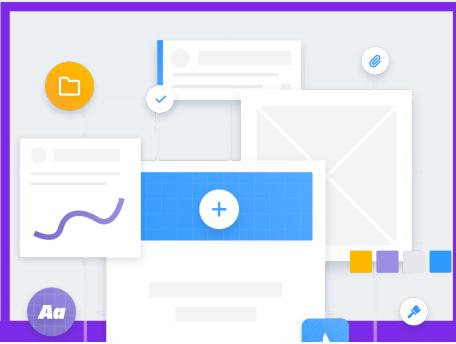
[Fluent \(microsoft\)](#)



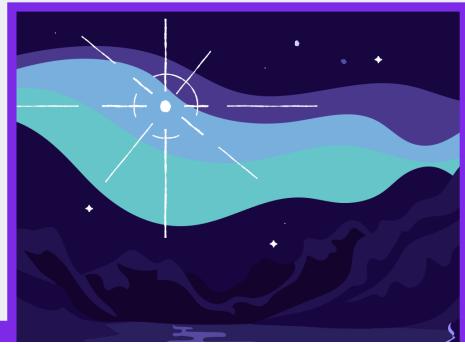
[Material.io \(google\)](#)

So many great design systems

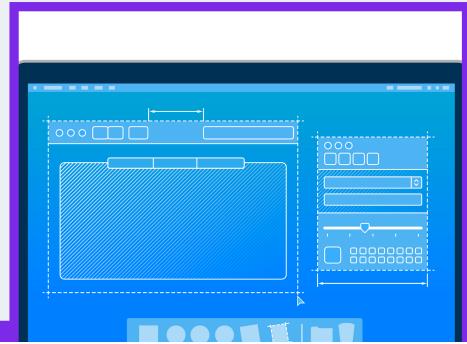
[atlasian.design](#)



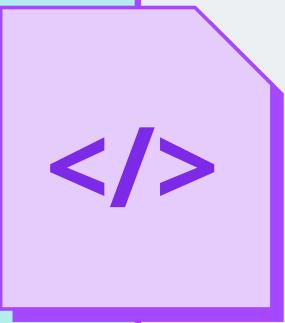
[Shopify Polaris](#)



[Apple HIG](#)



What's in a design system?



</>

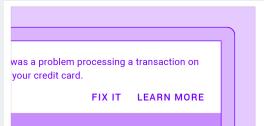
For developers:

- UI component library

For designers:

- UI components
- Design/brand guidelines
- Content guidelines

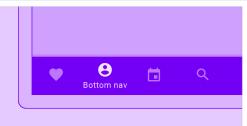
e.g. some of the components on material.io



Banners

A banner displays a prominent message and related optional actions

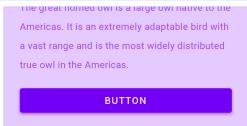
Android iOS Flutter



Bottom navigation

Bottom navigation bars allow movement between primary destinations in an app

Android iOS Flutter



Buttons

Buttons allow users to take actions, and make choices, with a single tap

Android iOS Web Flutter



Buttons: floating action button

A floating action button (FAB) represents the primary action of a screen

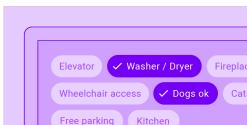
Android iOS Web Flutter



Cards

Cards contain content and actions about a single subject

Android iOS Web Flutter



Chips

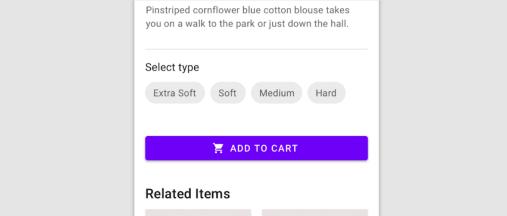
Chips are compact elements that represent an input, attribute, or action

Android iOS Web Flutter

e.g. some of the info on the material button component

Icon

Contained buttons can place icons next to text labels to both clarify an action and call attention to a button.



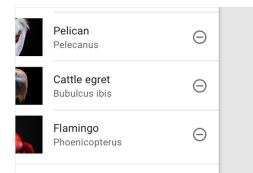
Do

Use icons that clearly communicate their meaning.



ingnicopterus

+ SEE ALL



Pelican Pelecanus

Cattle egret bubulcus ibis

Flamingo Phoenicopterus

⊖

⊖

⊖



SHOW X

>Show

X

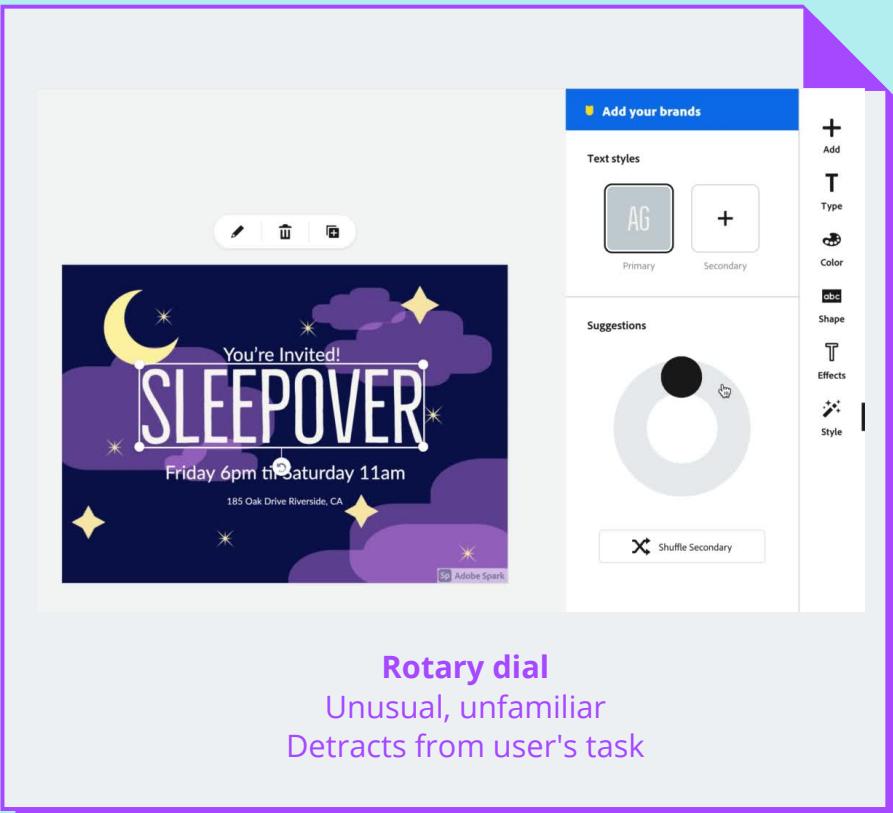
Don't

Don't vertically align an icon and text in the center of a contained button.

Don't

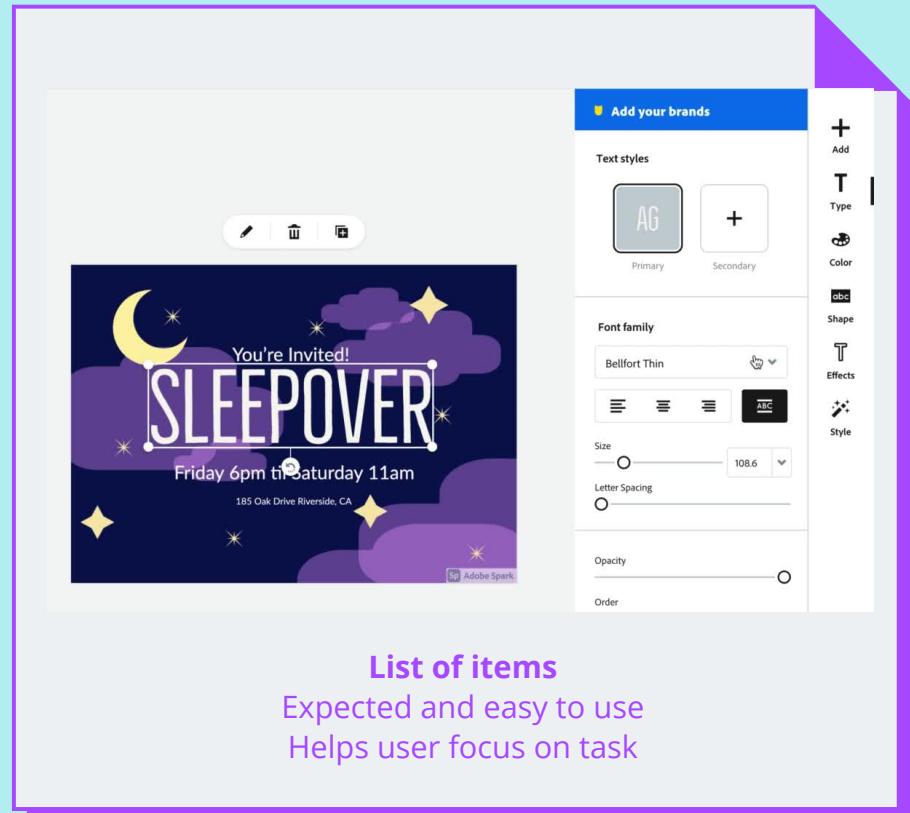
Don't use two icons in the same button.

Sticking to the design system components makes apps more familiar. Here's a comparision:



The screenshot shows a digital workspace for creating a sleepover invitation. On the left is a dark blue template featuring a crescent moon, purple clouds, and yellow stars. The text "You're Invited! SLEEPOVER" is prominently displayed in white. Below it, the event details "Friday 6pm to Saturday 11am" and "185 Oak Drive Riverside, CA" are shown. The Adobe Spark interface includes a top bar with "Add your brands" and various tools like "Text styles", "Color", and "Shape". A sidebar on the right contains a "Rotary dial" icon under "Effects" and other options like "Primary" and "Secondary" text styles.

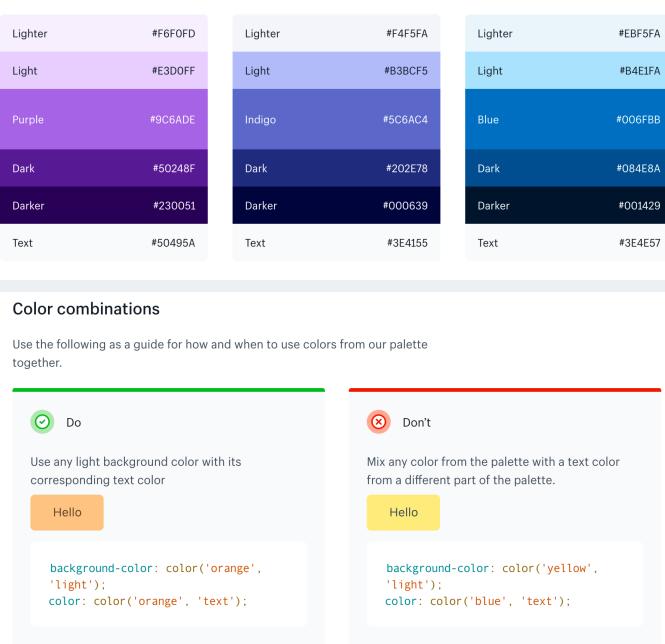
Rotary dial
Unusual, unfamiliar
Detracts from user's task



This screenshot shows the same sleepover invitation template as the first one, but with a different sidebar configuration. The "List of items" icon is selected in the sidebar, which now includes "Font family" (set to "Bellfort Thin"), "Size" (set to 108.6), "Letter Spacing", "Opacity", and "Order". The rest of the interface remains the same, with the "Add your brands" bar at the top and various styling tools on the right.

List of items
Expected and easy to use
Helps user focus on task

e.g. brand color usage guidelines from Shopify



The image shows the Shopify color palette and usage guidelines. The palette consists of three columns of color swatches and their corresponding hex codes. The first column is purple (#F6FOFD), the second is blue (#F4F5FA), and the third is teal (#EBF5FA). Each column has five rows: Lighter, Light, Purple, Dark, and Darker. Below the palette, there is a section titled "Color combinations" with two examples: "Do" and "Don't".

Color	Hex Code
Lighter	#F6FOFD
Light	#E3D0FF
Purple	#9C6ADE
Dark	#50248F
Darker	#230051
Text	#50495A

Color	Hex Code
Lighter	#F4F5FA
Light	#B3BCF5
Indigo	#5C6AC4
Dark	#202E78
Darker	#000639
Text	#3E4155

Color	Hex Code
Lighter	#EBF5FA
Light	#B4E1FA
Blue	#006FB8
Dark	#084E8A
Darker	#001429
Text	#3E4E57

Color combinations

Use the following as a guide for how and when to use colors from our palette together.

Do

Use any light background color with its corresponding text color

Hello

```
background-color: color('orange', 'light');  
color: color('orange', 'text');
```

Don't

Mix any color from the palette with a text color from a different part of the palette.

Hello

```
background-color: color('yellow', 'light');  
color: color('blue', 'text');
```

e.g. some content writing guidelines from gov.uk

Be concise

To keep content understandable, concise and relevant, it should be:

- specific
- informative
- clear and concise
- brisk but not terse
- incisive (friendliness can lead to a lack of precision and unnecessary words)
 - but remain human (not a faceless machine)
- serious but not pompous
- emotionless – adjectives can be subjective and make the text sound more emotive and like spin

You should:

- use contractions like you'll (but avoid negative contractions like can't)
- not let caveats dictate unwieldy grammar – for example say 'You can' rather than 'You may be able to'
- use the language people are using – use [Google Trends](#) to check for terms people search for
- not use long sentences – check any sentence with more than 25 words to

Summary

1. UX - frame things like a user problem. Think about the WHO and WHY, consider phrasing your tasks in "user stories".
2. Mockups - low fi mockups help you plan. Consider using pen&paper, crazy 8s or drawing on screenshots to make them fast.
3. UI - consider picking a design system for your project. Reference it while you're building to create a consistent product.