

“At the end of the day is how the user remembers the experience. Focus on key experiences.”
— Shawn Borsky

UX2DAY

Pointers and starters to the latest happenings in the field of design, user experience and ultra-modern technologies.

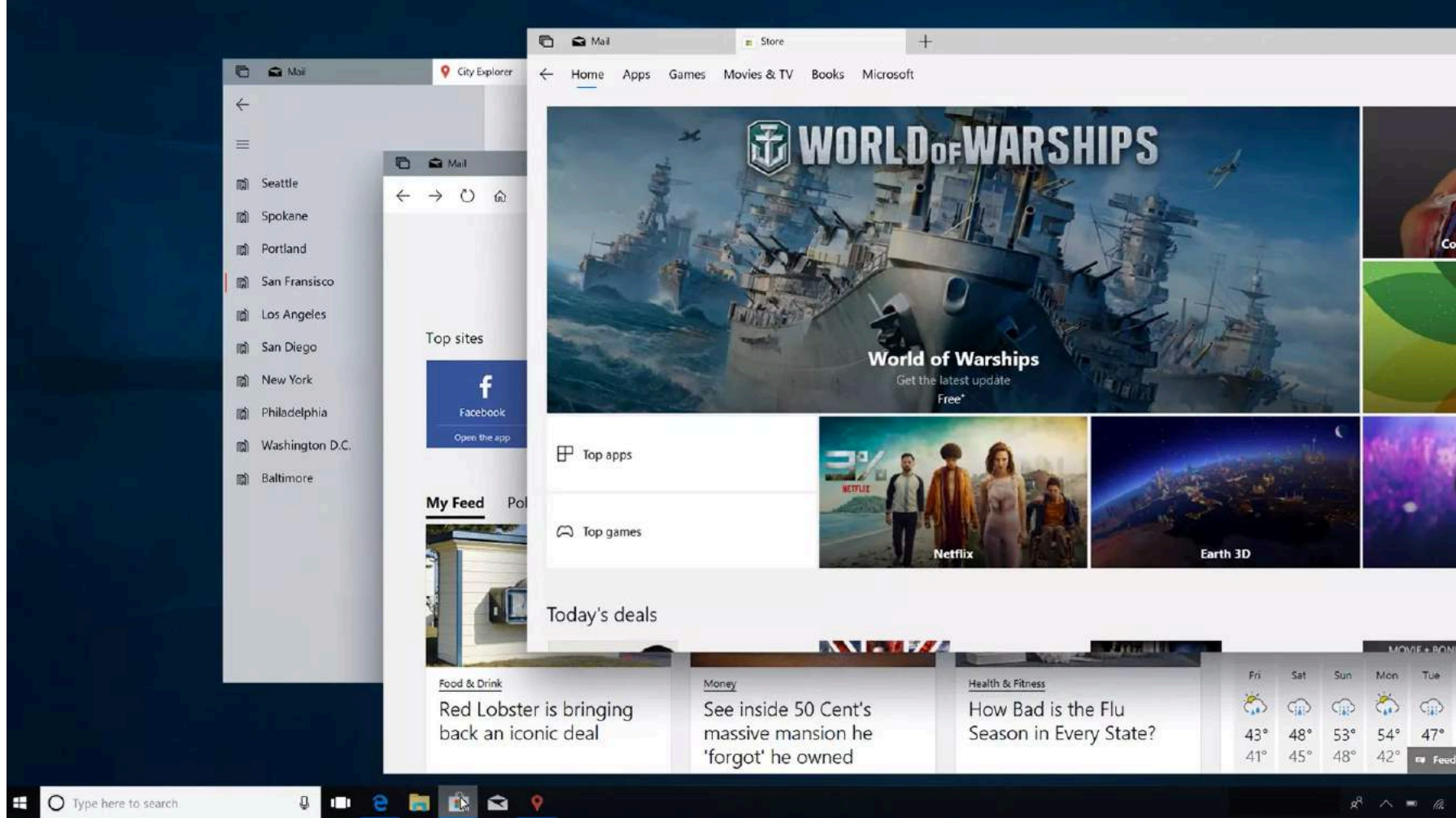
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VOL MXXXII

BANGALORE, WEDNESDAY, MAY 9, 2018

LATE EDITION

Microsoft reveals the future of its Fluent Design for Windows 10



Microsoft first unveiled its Fluent Design changes for Windows 10 at Build last year, adding subtle animations to many apps and core parts of Windows. We've seen a number of changes to the design of apps in the Fall Creators Update and the recent April 2018 Update, and now Microsoft is unveiling some future Fluent Design plans today at Build 2018.

During a session on Fluent Design at Build today, Microsoft unveiled a number of new subtle changes that will appear in Windows 10 apps this year. Microsoft is using shadow effects across Fluent Design, alongside modernizing context menus and implementing consistent back button controls in apps.

Microsoft is even tweaking the back button placement in Windows 10 apps to make it more consistent. The navigation changes for Fluent Design apps also include support for keyboard shortcuts and even the Xbox One controller to navigate around apps. All of the Fluent Design changes are being introduced this year, allowing developers to take advantage of them in Windows 10 apps. Microsoft is slowly changing the design direction of Windows 10 and modernizing apps in the process, and these subtle changes help freshen up the overall look and feel of Windows.

<https://www.theverge.com/2018/5/9/17330672/microsoft-windows-10-fluent-design-update-build-2018>

Citrix puts Synergy emphasis on user experience and security



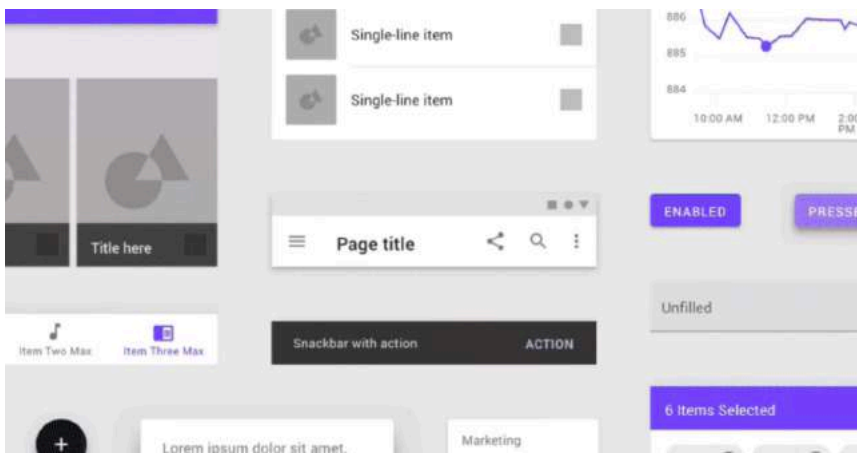
Citrix CEO David Henshall wants his company to focus on three key areas; unifying the portfolio, accelerating to the cloud, and expanding into new technologies.

In his opening keynote address at Synergy 2018 in California, Henshall outlined his future plans for the virtualisation firm, centred around the theme of "people-centric computing" where technology delivers everything users need in a simple and accessible way.

Key to Henshall's vision is the 'universal workspace' - embodied in the Workplace App, Citrix's latest innovation - which aims to reduce complexity, and raise productivity by enabling universal access to apps.

Excerpted from a story at <http://www.cloudpro.co.uk/collaboration/productivity/7466/citrix-puts-synergy-emphasis-on-user-experience-and-security>

Material Theming Is Google's Ambitious New Design Tool



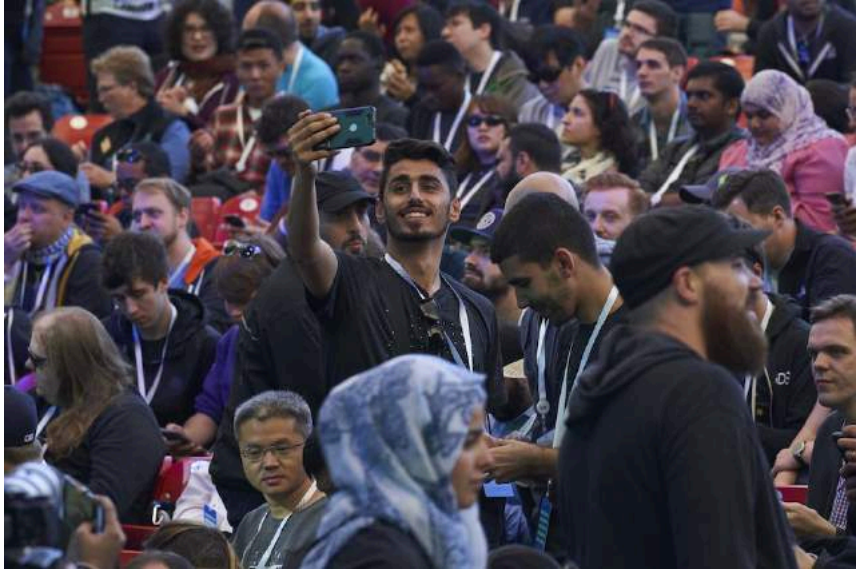
Yesterday at Google I/O, the company revealed a major overhaul of its Material Design language with a new tool called Material Theming.

Material Theming, on the most basic level, is a plugin for the popular prototyping app, Sketch. It lets designers add an exponential amount of variety to their work while still utilizing Google's existing design system. App designers can use the plugin's simple tools and sliders to customize their own work, from creating new kinds of buttons and applying custom colors with ease to importing any typeface and scaling it perfectly. Along the way, Material Theming will balance all of these discrete elements automatically, so everything is legible and nothing looks too tacky. Material Design can now look earthy and crunchy when applied to a vegan blog, or borderline gothic for a digital newspaper.

Excerpted from the story at <https://www.fastcodesign.com/90171179/exclusive-meet-material-theming-googles-ambitious-design-tool>

TOP 5 I/O 2018 BYTES

Google Enriches Its User Experience With New AI Features



The tech giant debuted UX improvements at Google I/O, including planning tools on Google Maps, new conversational capabilities for Assistant and AR shopping features on Lens

<https://www.psfk.com/2018/05/google-ai-ux-features.html>

Google News revamped – Top features include real time AI based feed

The reimagined Google News uses a new set of AI techniques to take a constant flow of information as it hits the web, analyze it in real time and organize it into storylines. This approach means Google News understands the people, places and things involved in a story as it evolves, and connects how they relate to one another.

Read more at <https://www.financialexpress.com/industry/technology/google-news-revamped-top-features-users-should-be-aware-of/1161579/>

Top 5 Android P Features: Adaptive Battery, Redesigned UI, gesture based navigation and more

Google's I/O 2018 was jam-packed full of interesting announcements, but the one we had all been waiting for eagerly was for Android P. Dave Burke, Vice President Engineering (Android) at Google showed off a whole set of features that will be a default part of Android P.

Read more at <https://www.digit.in/mobile-phones/top-5-android-p-features-adaptive-battery-redesigned-ui-gesture-based-navigation-and-more-40952.html>

Google eases tech stress with app controls, booking assistant

Read more at http://www.business-standard.com/article/technology/google-eases-tech-stress-with-app-controls-booking-assistant-118050901456_1.html

Android P will give users what iPhone X already has: You will now be able to switch between apps

Read more at <https://economictimes.indiatimes.com/magazines/panache/google-is-giving-android-what-iphone-x-already-has-you-will-now-be-able-to-switch-between-apps/articleshow/64091139.cms>

AI Tells When Your Graphic Design Is Good (Or Bad)



The Berlin-based company EyeQuant uses eye-tracking tech for marketing and design, including utilizing machine learning to evaluate the usability of websites. Now, it's training AI to predict what kinds of banner ads actually catch people's eyes with 85% accuracy.

“The algorithm analyzes the visual characteristics of an ad from simple

features like colors and contrasts, to more complex factors like object recognition,” EyeQuant's VP of client services Kurtis Morrison told me over email. It uses this information to predict how eye-catching the design will be in a few seconds, giving you a 0 to 100 score. The higher the number, the more eye-catching your ad will be.

Excerpted from the story <https://www.fastcodesign.com/90171173/eyequant>