

UX UI MMXIII

DESIGNING || THEMING
PROTOTYPE ... PRODUCTION

Part 1

PONDERINGS

def·i·ni·tion(s)

de·sign

a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made

graph·ic de·sign

the art or profession of visual communication that combines images, words, and ideas to convey information to an audience, especially to produce a specific effect

dig·it·al

(of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization

dig·it·al de·sign

specific computer skills in the fields of 3D modeling, web design and digital imaging; involves the creation of visual media by designers to sell their products

in·ter·ac·tive

Of or relating to a program that responds to user activity

in·ter·ac·tive de·sign

synthesis and imagining things as they might be, more so than focusing on how things are; satisfying the needs and desires of the majority of people who will use the product.



UI vs UX



DESIGNING THE **PRODUCT**

VS



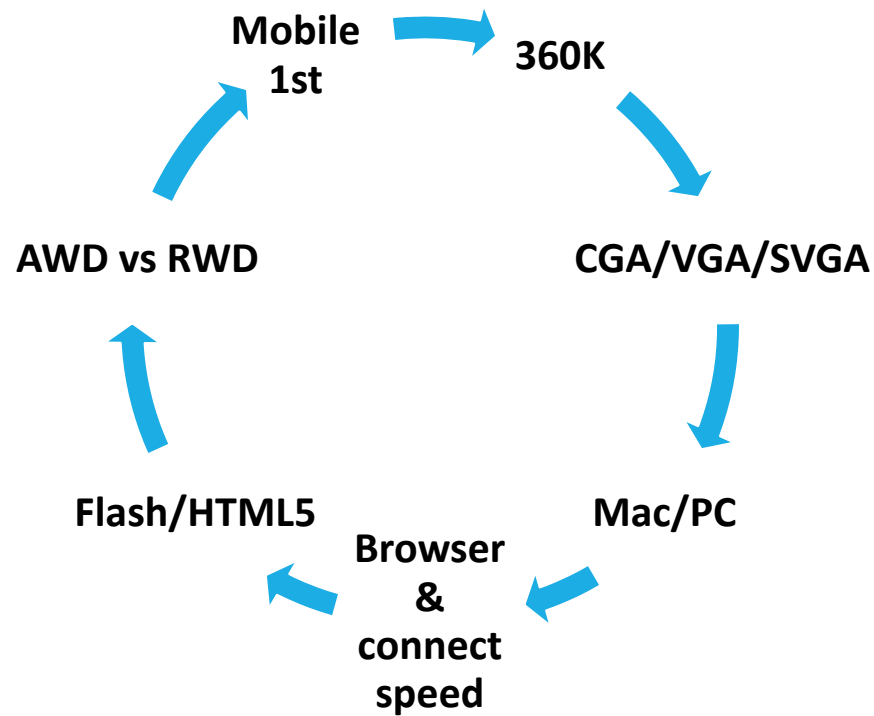
DESIGNING THE **EXPERIENCE**

InterActive DESIGN



Design constrained by tech

MCMLXXXVIII ... MMXIII



InterActive DESIGN



Mobile first design principles

1. **Keep it Simple ... simple = clear = fast = a great user experience**
2. **Forms Should be Short**
3. **Always Include a Link to the Full Website**
4. **Don't Put Text in Images**
5. **View Your Designs on an Actual Device... ASAP!**



Why Mobile Prototyping

1. It saves you money and resources
2. It lets you fail often and early
3. You can actually interact with it!
4. It sets up technical expectations with others.
5. It gives you a starting point for the final product

More reasons ... Mobile First Design: Why It's Great and Why It Sucks:

<http://designshack.net/articles/css/mobilefirst>



Prototyping vs Theming

Prototype Tools & Process

1. xMind (free) or SmartDraw
quick mind maps and flow chart of site structure
2. UX Toolbox by softandGuUI
gives you great printed documentation
3. Codiqa / Proto.io / inVISION
looks, feels and acts like the real thing*
4. Adobe Edge*/Flash catalyst
helps you repurpose the assets

Theming Protocol

1. Setup/config drupal
2. Install a theme (bootstrap based)
AWD vs RWD?
3. Create content types
4. Create views
5. Start moving content around
(Display suite vs Panels) to match the screens from the prototype

* PhoneGap: <http://phonegap.com/>

**Adobe edge: <http://tv.adobe.com/watch/adobe-edge-reflow/introduction-to-reflow/>



AWD vs RWD (simplified)

Adaptive Web Design (server-side)

Adaptive design is server-side, meaning before the page is even delivered, the server (where the site is hosted) detects the attributes of the device, and loads a version of the site that is optimized for its dimensions and native features.

The server does the work and delivers the page already optimized.

Responsive Web Design (client-side)

Responsive design is client-side, meaning the whole page is delivered to the device browser (the client), and the browser then changes how the page appears in relation to the dimensions of the browser window.

The device itself does the work with media queries to display the re-sized images and optimized layout



AWD vs RWD

Adaptive Web Design (browser user)

Uses the technique of progressive enhancement (PE) to define a firm foundation and adding enhancements/components on top of it

Javascript libraries like Modernizr detect whether the browser recognizes CSS3 and HTML5 so that you can omit or include new, modern markup

AWD will change to fit a predetermined set of screen and device sizes.

AWD relies on predefined screen sizes

Responsive Web Design (browser size)

An extension/subset of progressive enhancement (PE) for mobile based on media inquiries and conditional CSS can be used to create flexible and fluid layouts for any screen

It's all about browser sizes - layout, hierarchy and creating an optimal reading experience regardless of device

RWD will fluidly change and respond to fit any screen or device size

RWD relies on flexible and fluid grids



Bottom Line:

Detect the device, "adapt" the page on the server and send down the smallest amount of code you can get away with, while allowing the page/code to "respond" to the small variations in devices -- i.e., do both!

Use a combination to design for LCD (lowest common denominator)

Adaptive Strategy

Allows publishers to go further with optimizing the mobile and tablet experience by taking advantage of the extra features these devices have to offer like:

- accessing location
- using touch gestures

Serving the best version* of a site to a user can cut down on loading times, further improving their experience

**use some form of server-side device detection to serve content on their main website entry point*

Responsive Strategy

Design for mobile constraints

- don't assume a site will by default be accessed from a desktop computer
- progressively enhance up to the optimal experience.

Load small/mobile images first then replace with larger images designed for broadband/desktop experience



Part 2

PRACTICALITIES

Case study: Moi Livres

Objective:

Build a library of content created/managed in drupal but viewed/read primarily on mobile devices

Challenges:

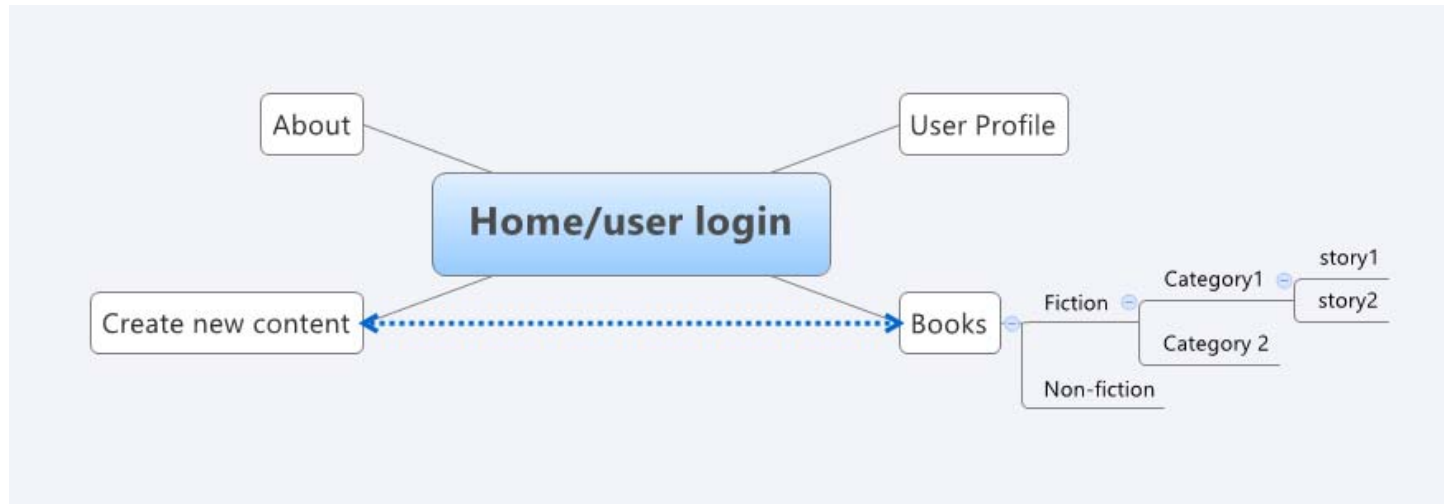
How to connect prototype concept to drupal CMS

Process:

1. Concept: Brainstorm mindmap ... flowchart site structure
2. Prototype: Design for mobile first with a prototype tool
 - codiqa prototype was fast and free for 30-days (then \$39/mo)
 - Proto.io (15day trialfree ...\$24/mo)more robust but not exported in usable html
 - Neither directly exported to drupal theme!
3. Dev/Production: Setup Pantheon dev server find a base theme and customize



1. Mind Map Flow chart

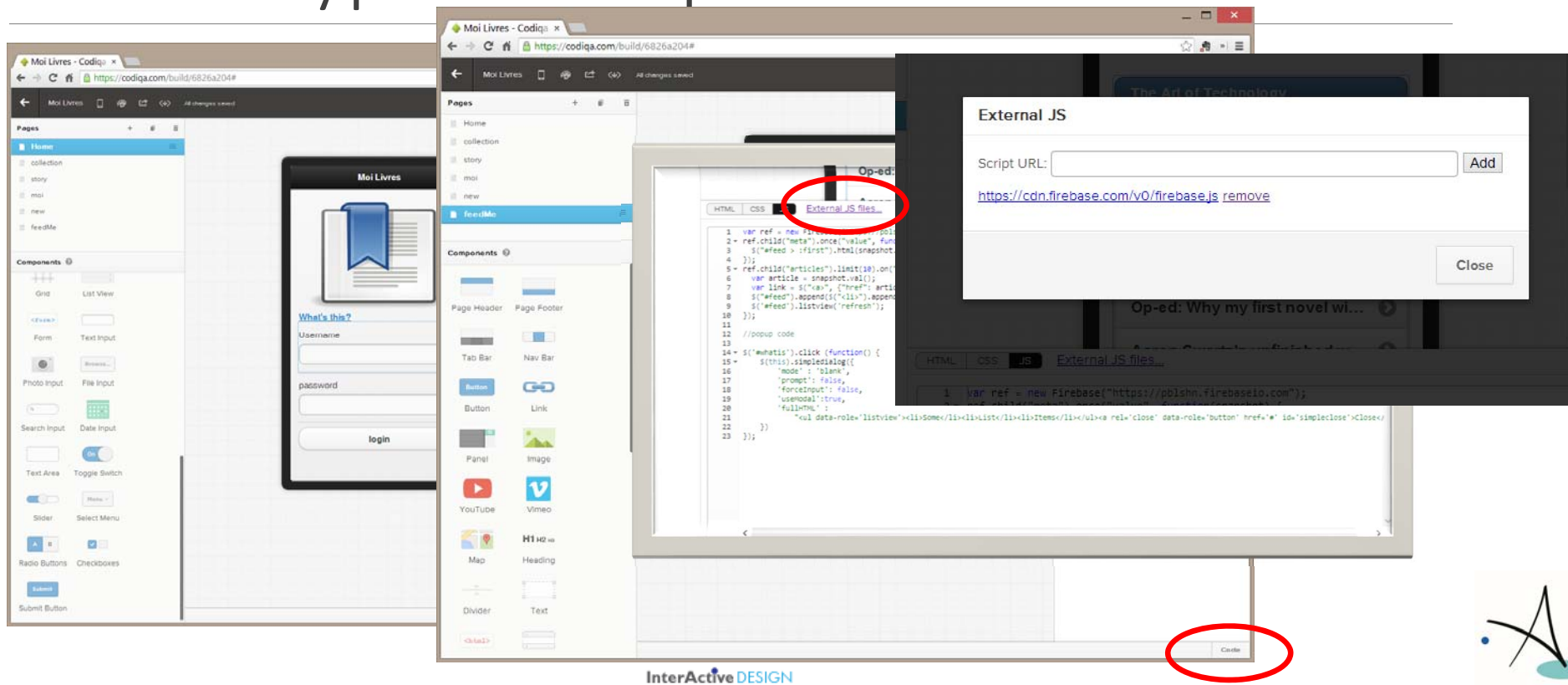


moiLivres.xmind

InterActive DESIGN



2. Prototype - Codiqa



2. Prototype – Proto.io

demo



3. Drupal Build: Workflow

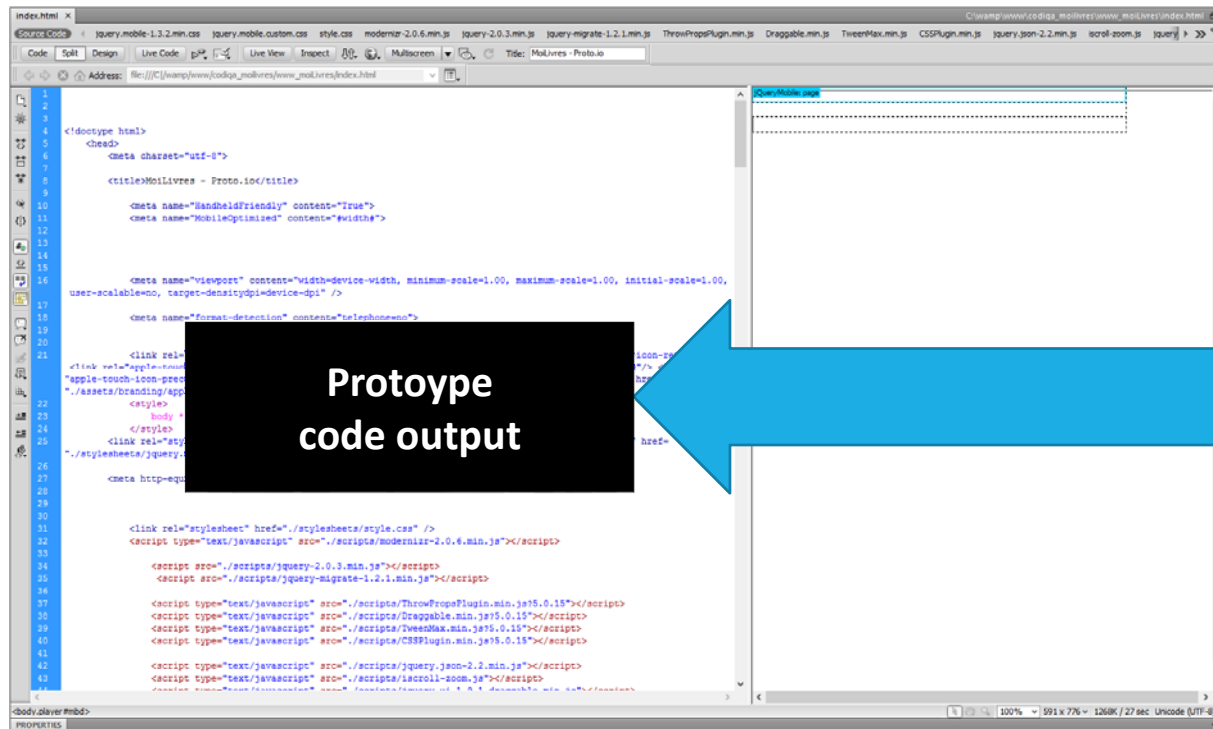
Pantheon

Panoply distro

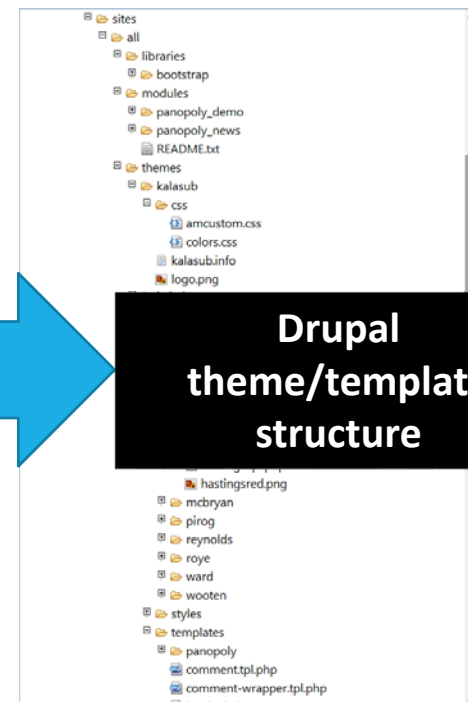
Kalatheme > sub theme



3. Drupal Build: Strategy to connect the parts



Prototype
code output



Drupal
theme/template
structure

InterActive DESIGN

Prototyping tools

Mind maps/wireframing:

- <http://www.xmind.net/>
- <http://www.smartdraw.com>
- <http://www.softandgui.co.uk/>
- <http://pencil.evolus.vn/>

J-query based/HTML5 ...

- <https://codiga.com/>
 - <http://docs.codiga.com/tutorials/custom-themes/>
 - <http://docs.codiga.com/tutorials/custom-web-fonts/>
- <http://app.magetta.org/magetta/>
- <https://fluidui.com/>

Blackbox ...

- <https://proto.io/>
- <http://www.invisionapp.com/> (for client/group collaboration)



Other Links ...

to take you down the rabbit hole

Google: adaptive vs responsive web design

<http://adapt.960.gs/>

Tools: sencha.com/touch

Dojotoolkit.org/features/mobile

Jquerymobile.com

Blueprintcss.org

<http://www.blindtextgenerator.com/lorem-ipsum>

Formalize.me

<https://www.firebaseio.com/>



