



BUSINESS ANALYSIS FOUNDATION

Lecture 10 – Introduction to UI/UX



CONTENT

01 Interaction Design

02 User Experience

03 User Interface

04 UI/UX Evaluation

**05 Wireframe/ Mockup/
Prototype**

06 Homework



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What is interaction design?

The design of spaces for human communication and interaction

Winograd (1997)



Designing interactive products to support the way people communicate and interact in their everyday and working lives

Sharp, Roger and Preece (2011)

HOW TO DESIGN

Interaction design is the umbrella term covering all of aspects

Need to take into account

- Who the users are
- What activities are being carried out
- Where the interaction is taking place

Match the activities and needs



GOAL OF INTERACTION DESIGN

Develop usable products

- *Easy to learn*
- *Effective to use*
- *Provide enjoyable experience*



Involve users in the design process

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The User Experience



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How a product behaves and is used by people in the real world

- *The way people feel and their pleasure and satisfaction when using it, looking at it, holding it, opening or closing it*
- *Everything has user experience*



Cannot design a user experience, only design FOR a user experience.

HOW TO IDENTIFY UX

- Need: What people are good and bad at
- Consider: What might help people in the way they currently do things
- Think: What might provide quality user experiences
- Listen: What people want and get them involved
- Use: Tried and Tested user-centered methods



GOAL OF USER EXPERIENCE



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- Effective to use
- Efficient to use
- Safe to use
- Have good utility
- Easy to learn
- Easy to remember how to use



IN-CLASS ACTIVITY



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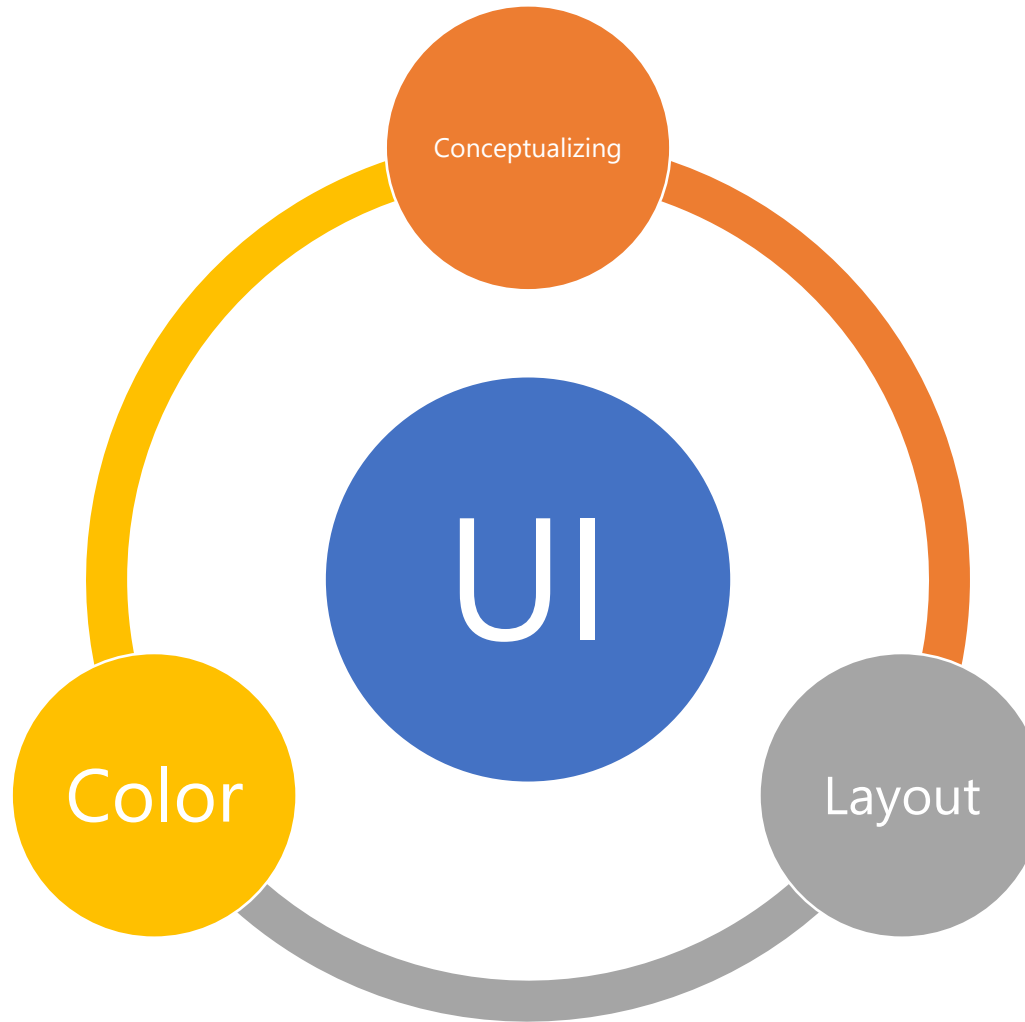
06 Homework



USER INTERFACE ELEMENTS



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Conceptual model



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A conceptual model is:

- High level description of how a system is organized and operates

Enables

- Designers to straighten out their thinking before they start laying out their widgets



Conceptual model



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Orientation

- Ask specific questions
- How the conceptual model understood

Open-minded

- Prevent narrowly focused early on

Common ground

- Establish a set of commonly agreed terms.



Layout text describes the arrangement of objects and related components in a work of art

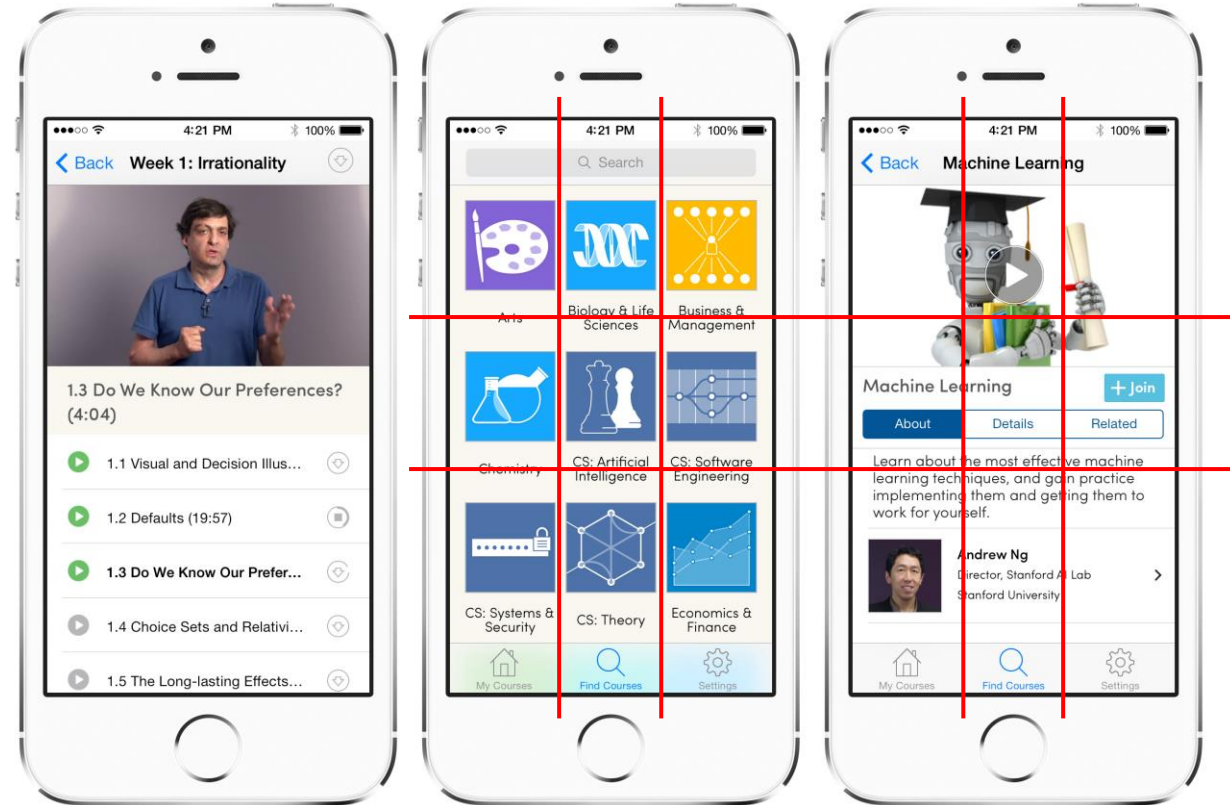
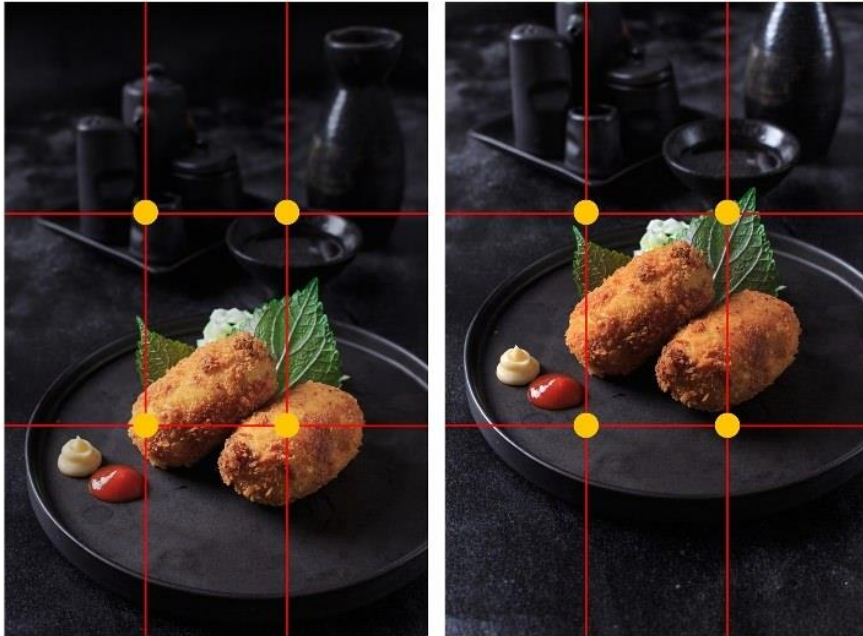
- The purpose of good layout is to present a subject that is appealing and attractive
- The ultimate goal of a good layout is to help express the ideas with all that is possible.



LAYOUT RULE 1: 1/3 RULE



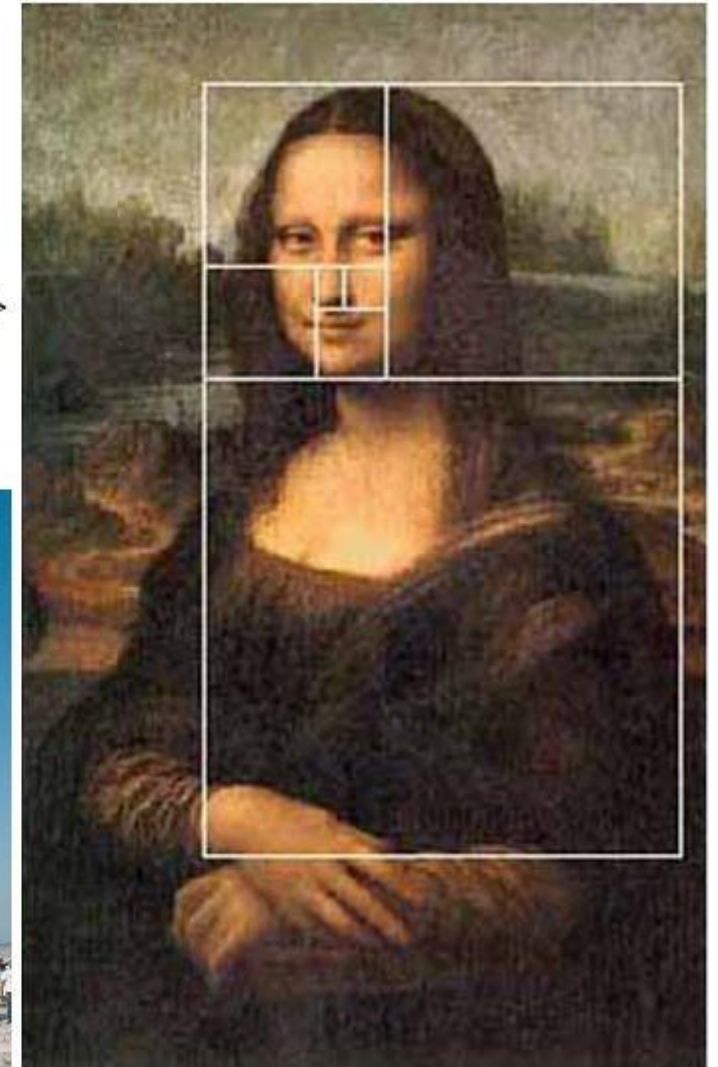
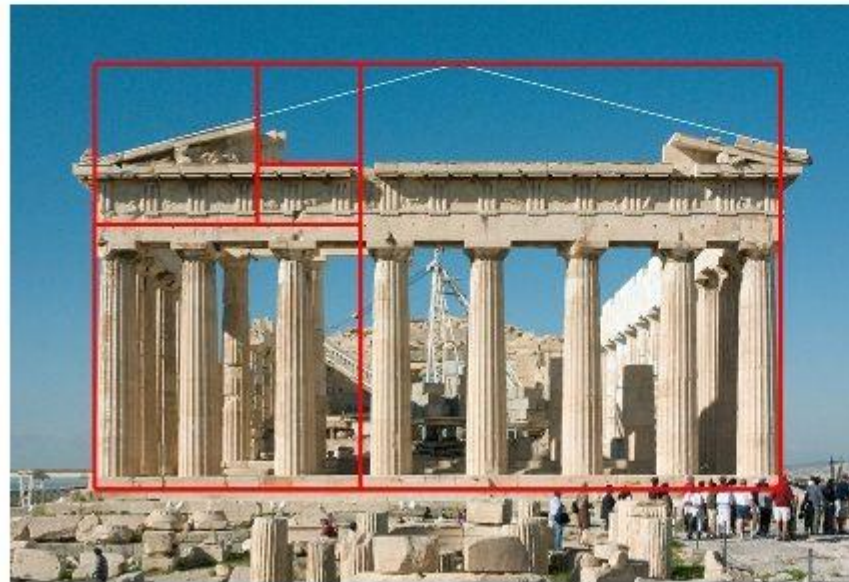
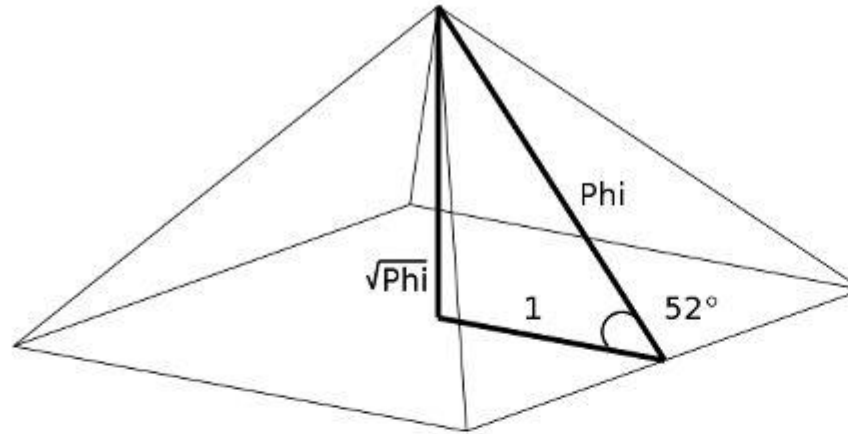
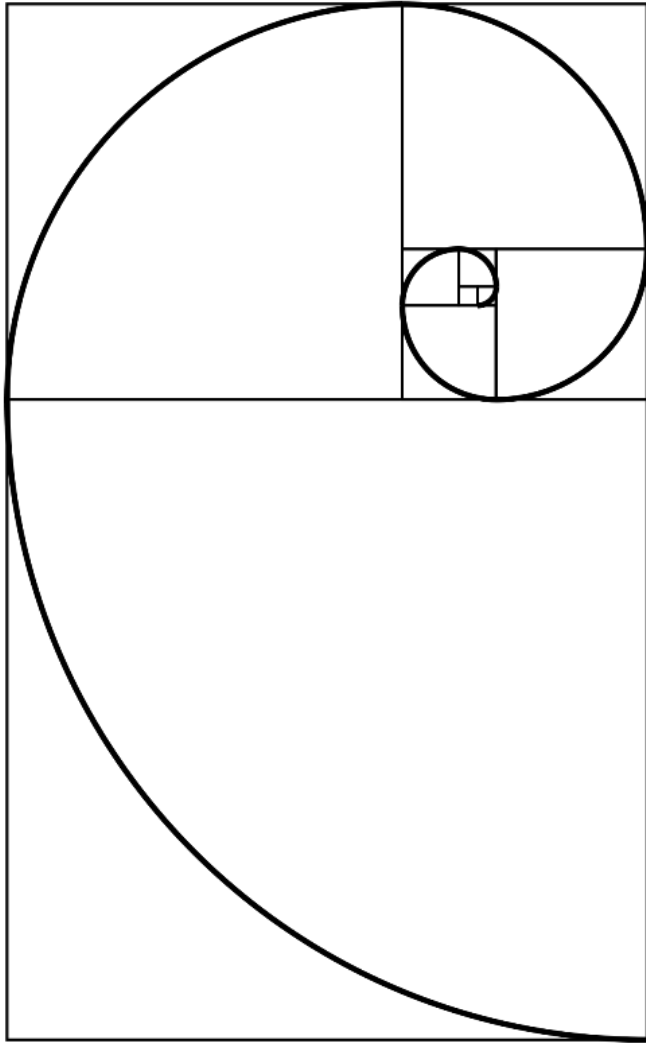
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LAYOUT RULE 2: GOLDEN RULE



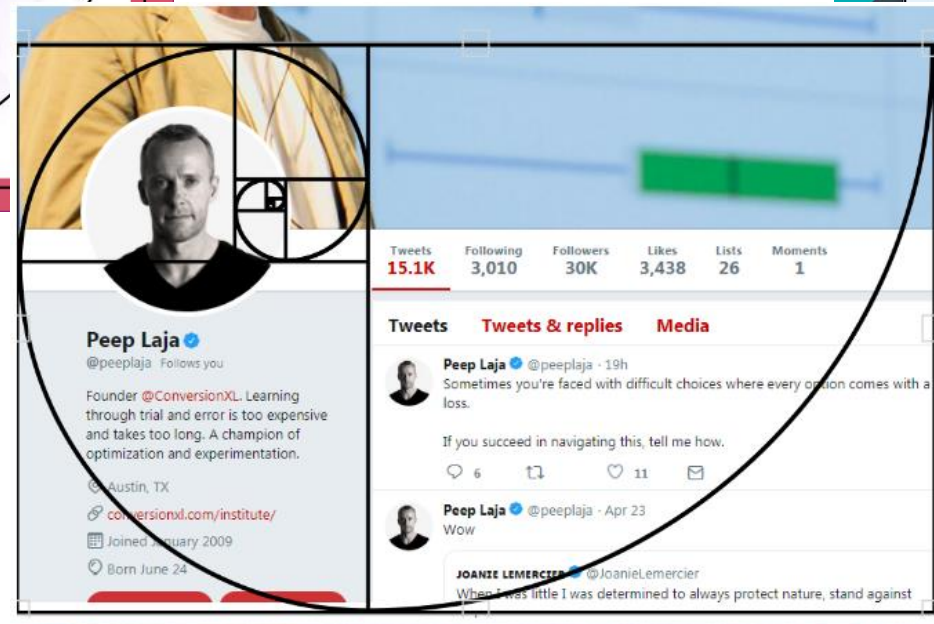
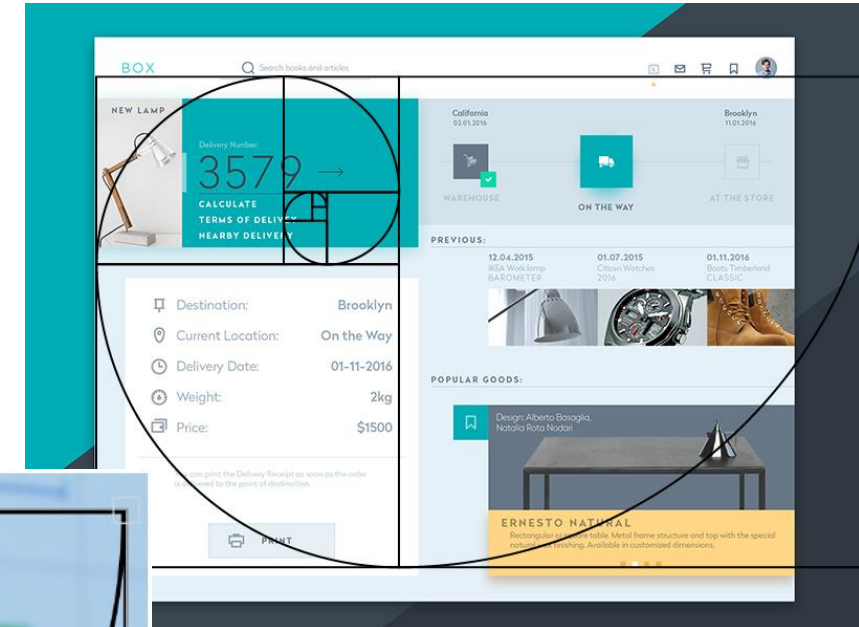
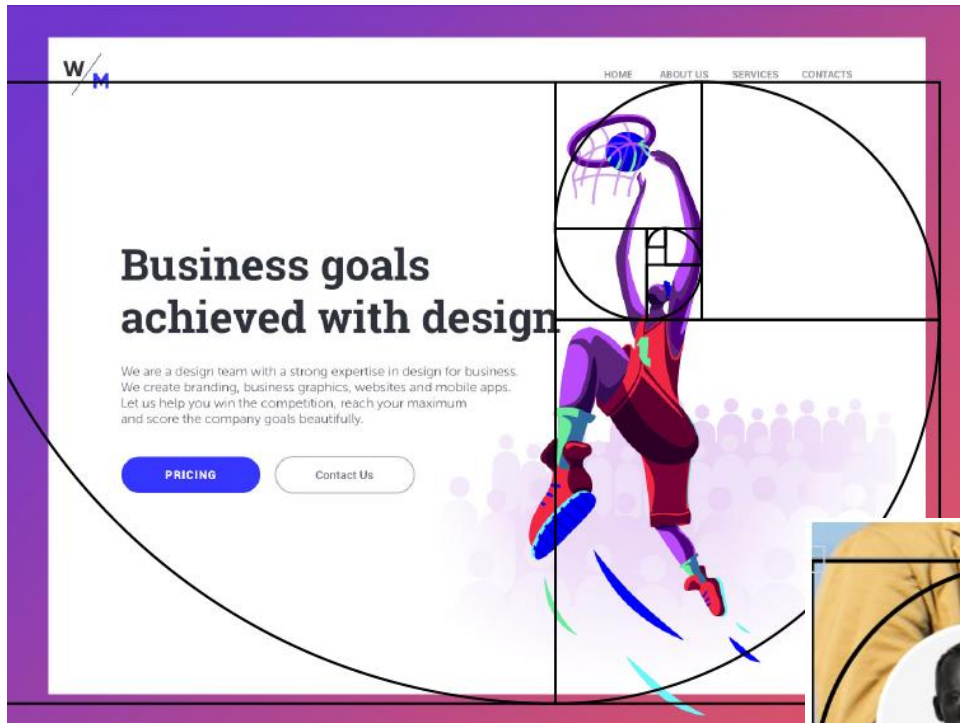
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EXAMPLES



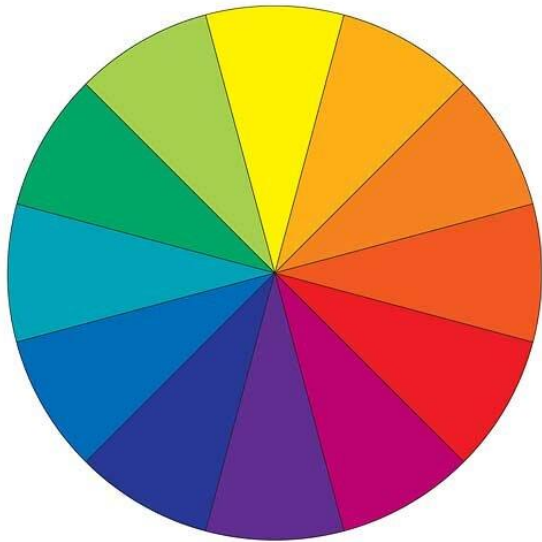
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COLOR USAGE



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COMPLEMENTARY



ANALOGOUS



RECTANGLE OR TETRADIC



TRIADIC



SPLIT COMPLEMENTARY

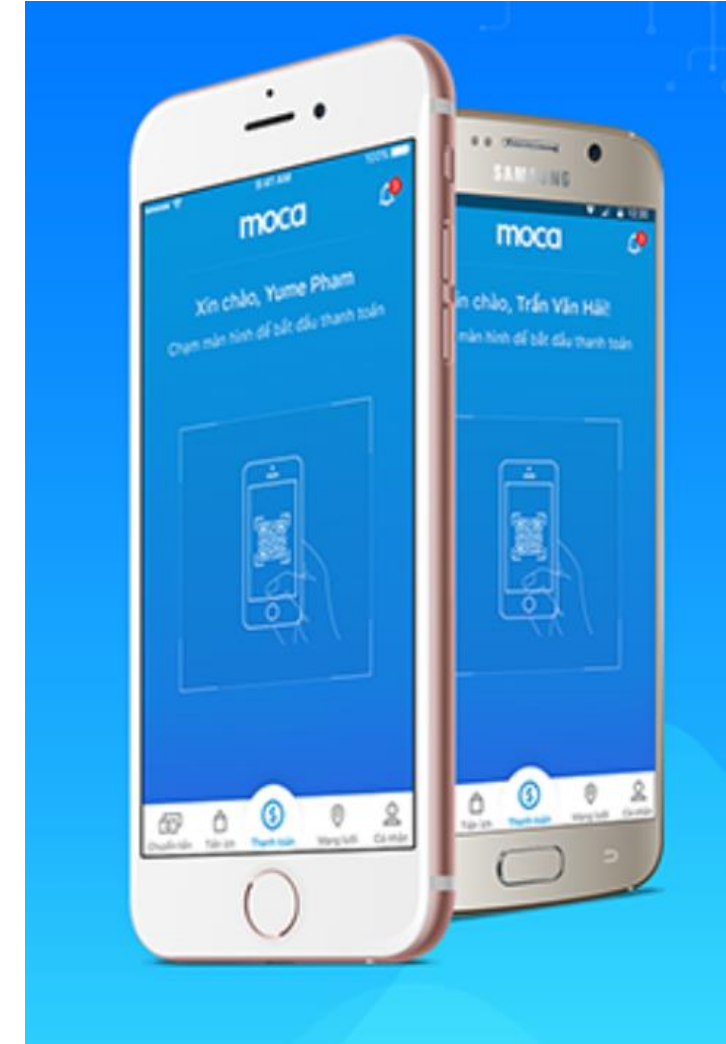


SQUARE

Monochromatic



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COMPLEMENTARY



HAI LÚA



ANALOGOUS



HAI LÚA



RECTANGLE/ SQUARE



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10 Usability Heuristics for UI/UX Design

- 1. Visibility of system status:** always keep users informed about what is going on
- 2. Match between system and the real world:** The system should speak the users' language, with words, phrases and concepts familiar to the user
- 3. User control and freedom:** clearly marked "emergency exit"
- 4. Consistency and standards**
- 5. Error prevention**

10 Usability Heuristics for UI/UX Design

- 6. **Recognition rather than recall:** Minimize the user's memory load by making objects, actions, and options visible
- 7. **Flexibility and efficiency of use:** Accelerators. Allow users to tailor frequent actions
- 8. **Aesthetic and minimalist design:** Dialogues should not contain information which is irrelevant or rarely needed
- 9. **Help users recognize, diagnose, and recover from errors:** Error messages should be expressed in plain language
- 10. **Help and documentation**

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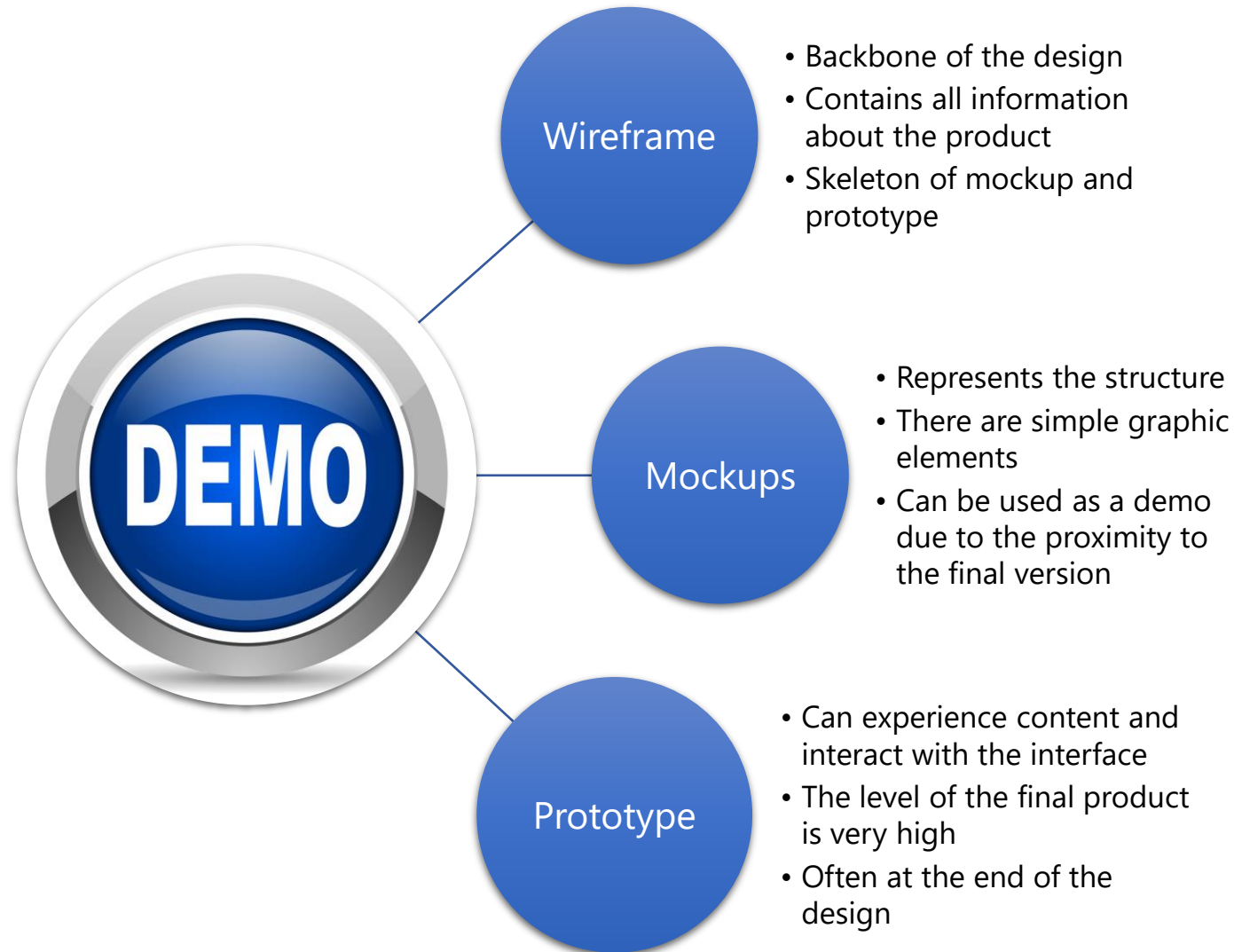
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DEFINITION



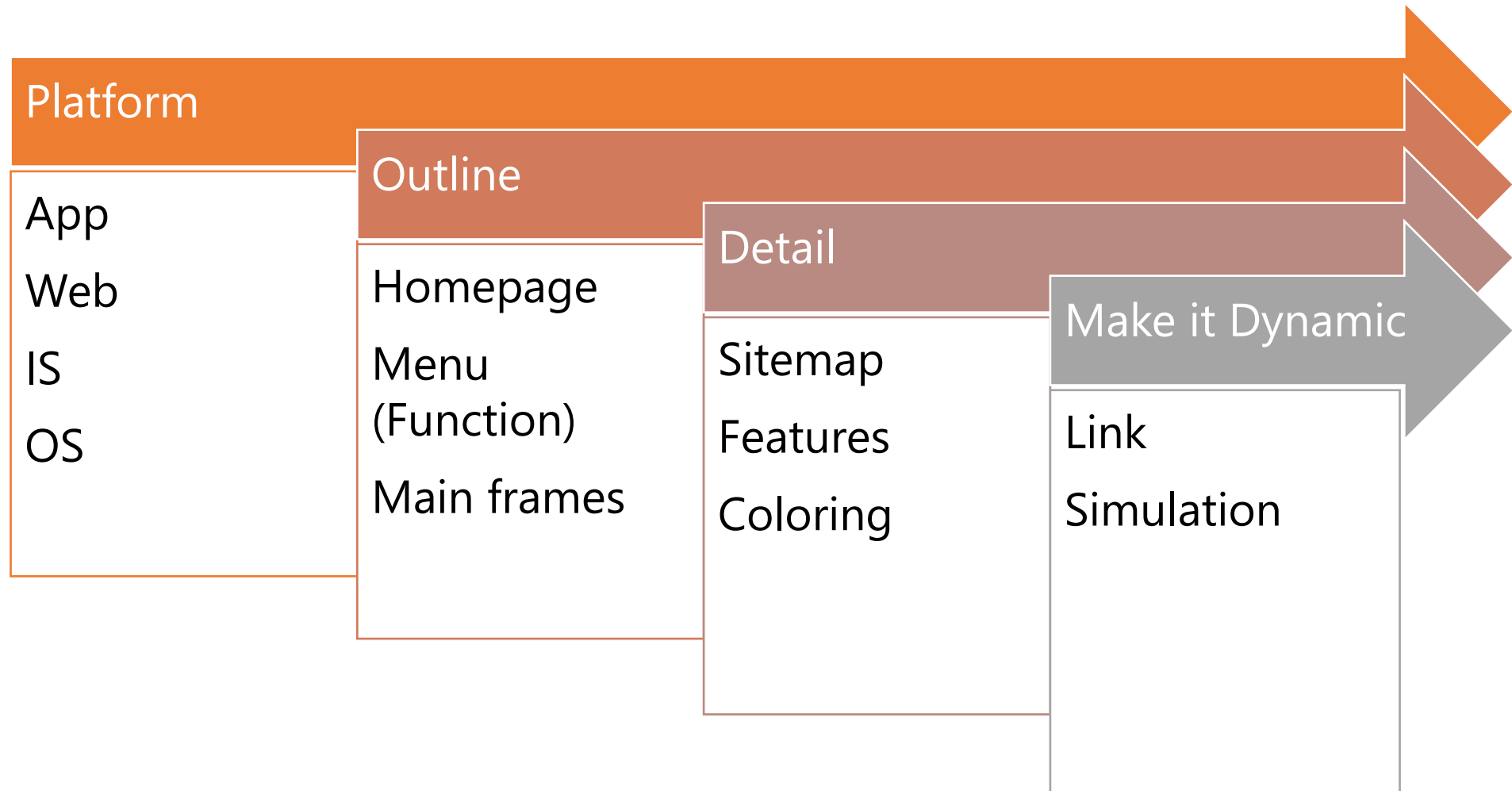
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STEPS



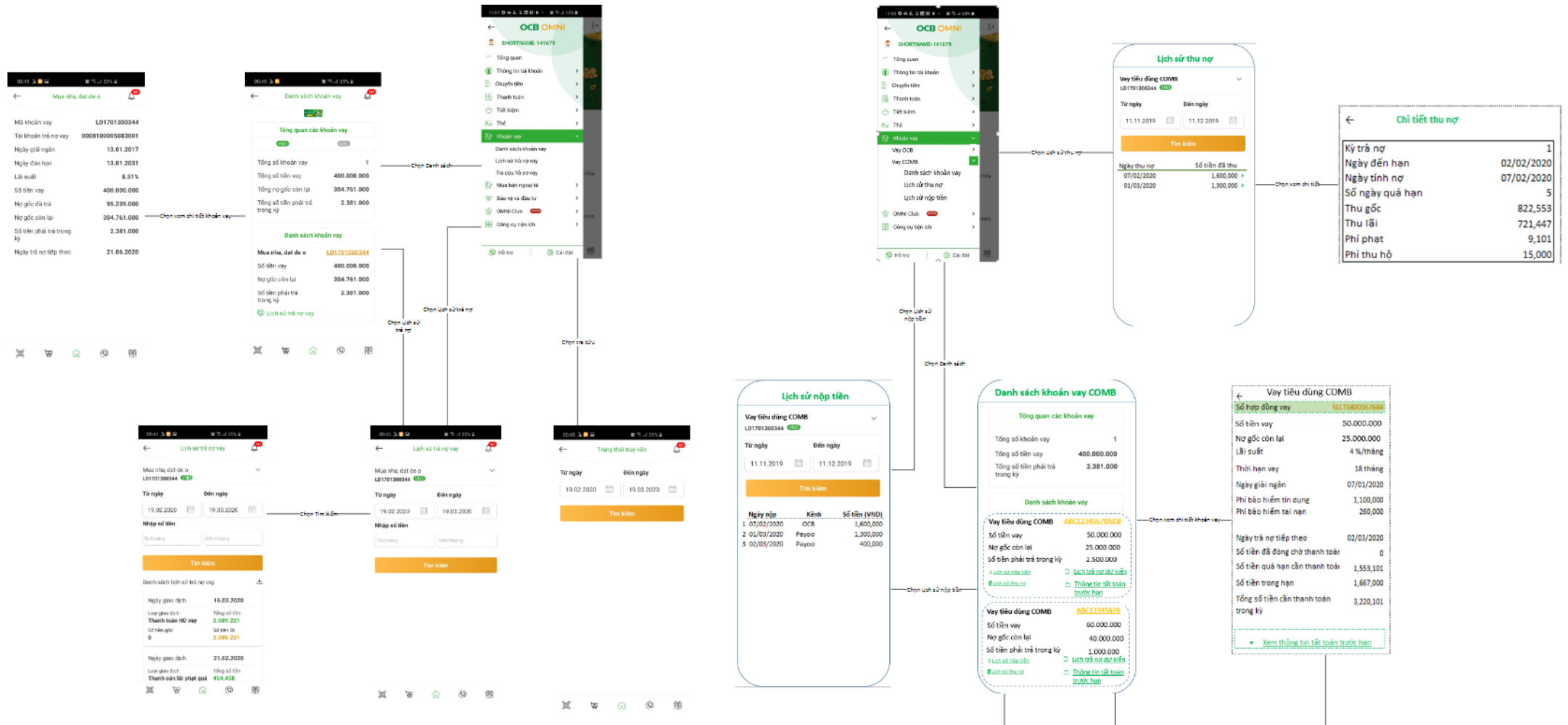
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WIREFLOW = WIREFRAME + FLOW



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TOOLS



Balsamiq
Mockups



A horizontal timeline diagram with a blue line and arrow pointing right. A yellow line with a dot starts further left and points right. An orange line with a dot starts further right and points right. Both yellow and orange lines end with arrows pointing right.

axure

The Marvel logo, featuring the word "Marvel" in a blue, stylized, cursive font with a blue underline.

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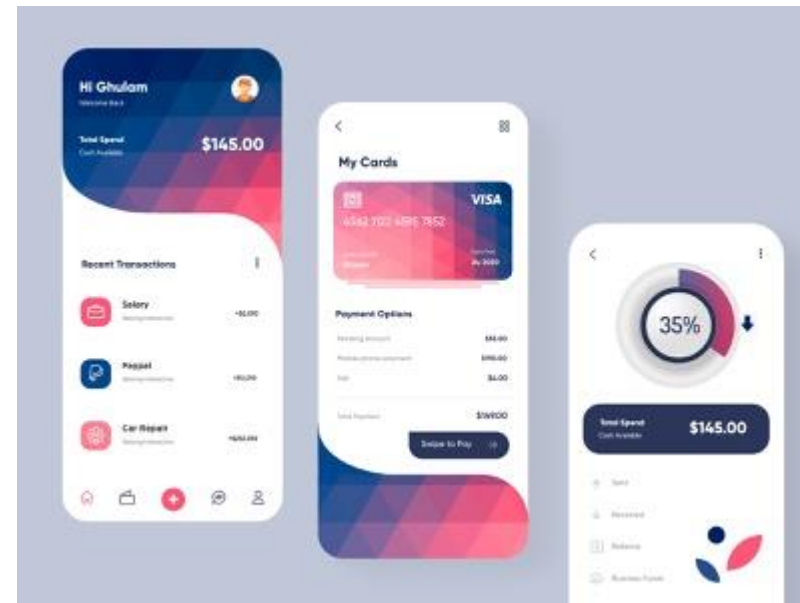
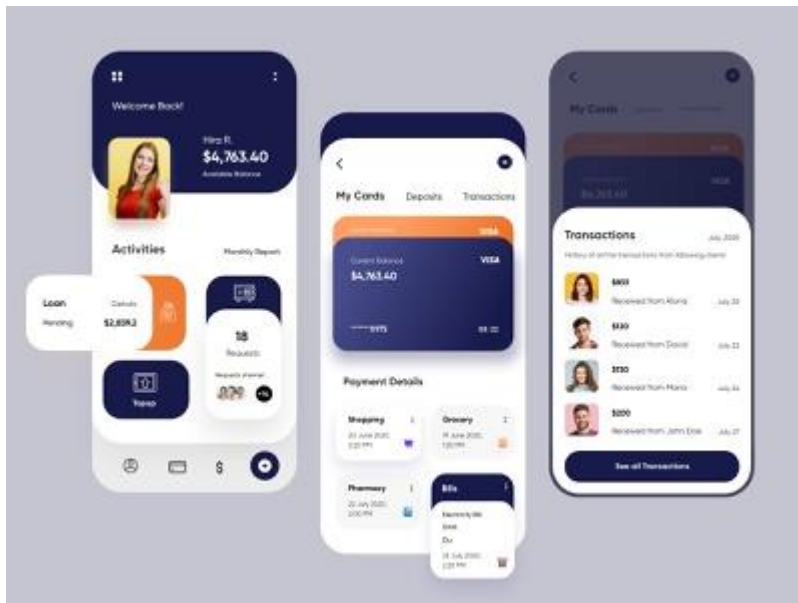
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TODAY HOMEWORK

Suggest the UI for the HL Software's eOffice



THANK YOU !

Any Questions ?