

UX DESIGN

A crash course



Welcome

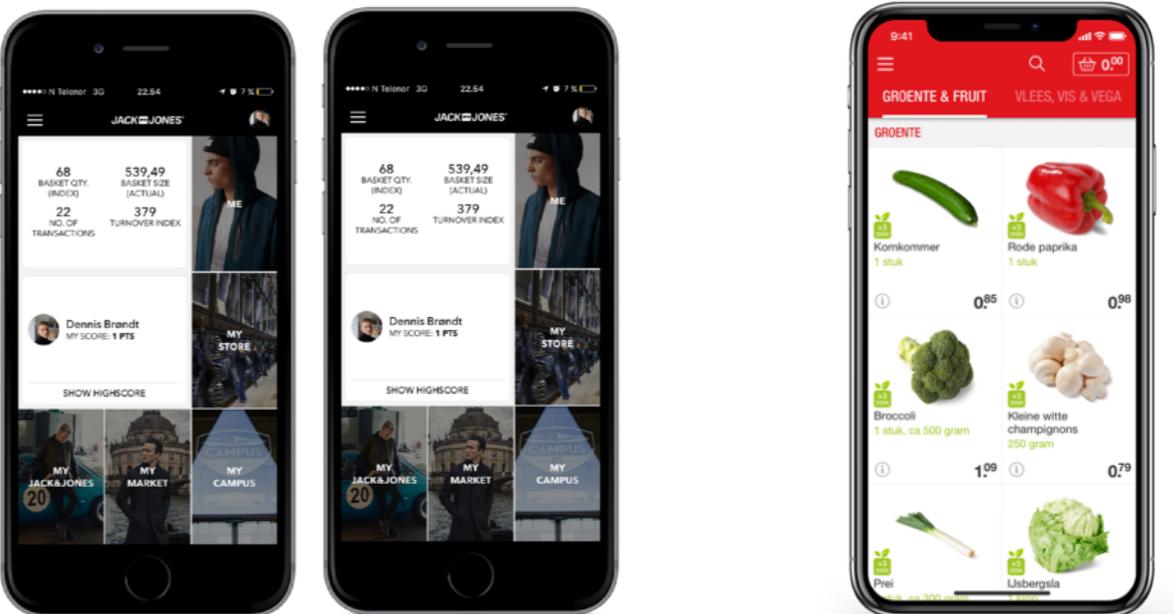
12 Apr 2018



Today

1. Introduction
2. Why is UX important?
3. How we design at Picnic
4. Eight tips to remember

1. Introduction



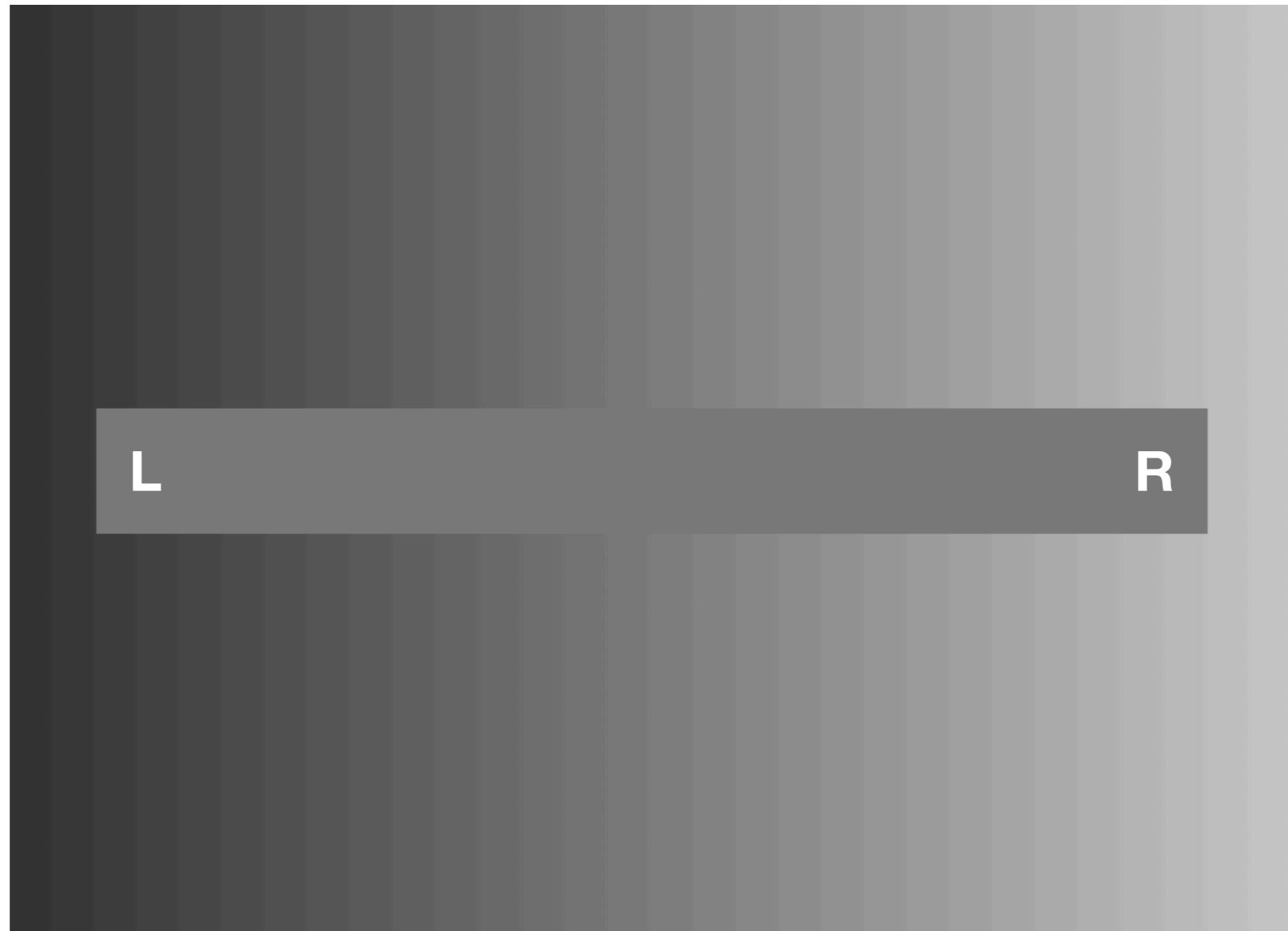
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1. Why is UX important?



Why is UX important?

Example a



Why is UX important?

Example a - answer

L

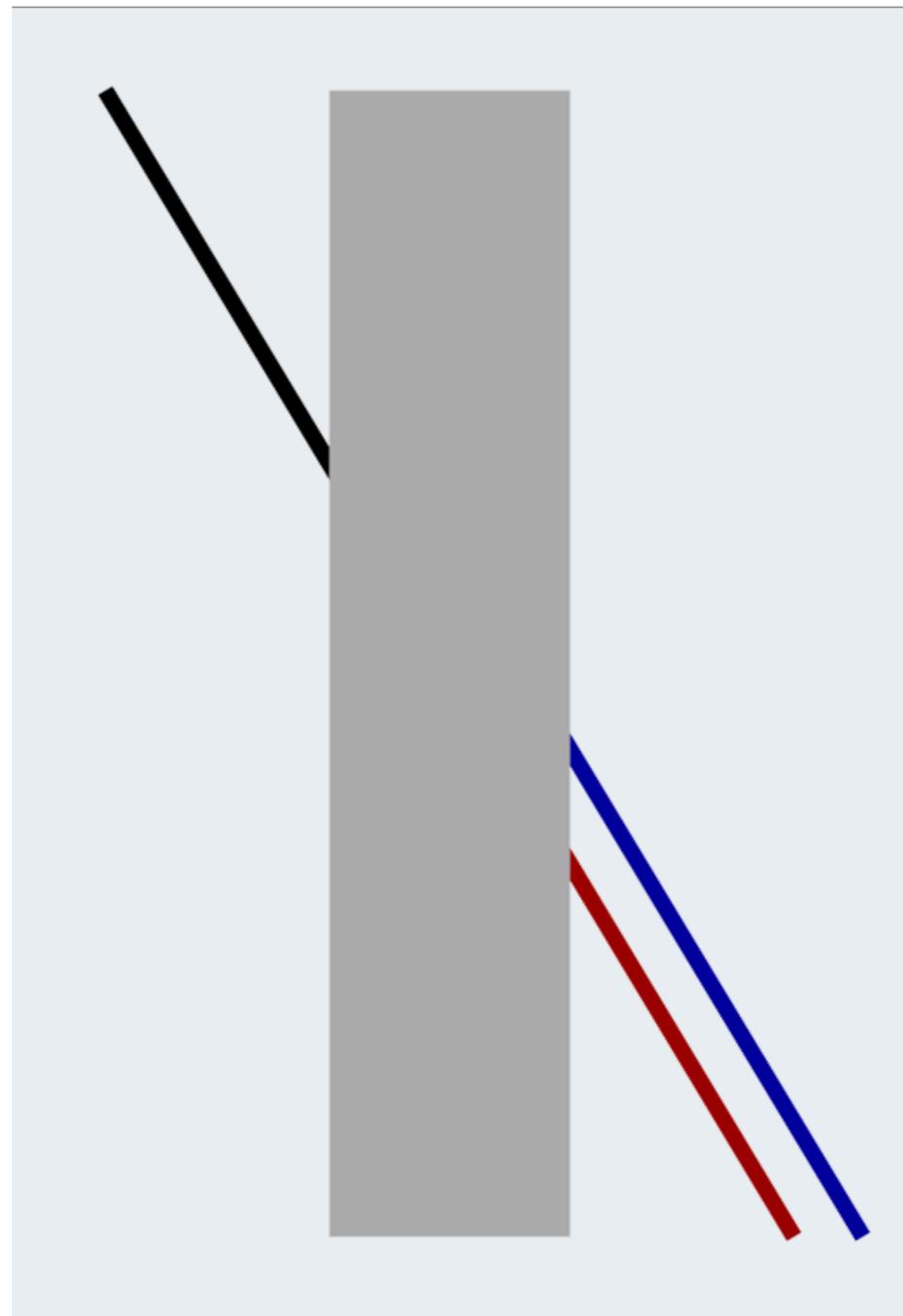
R

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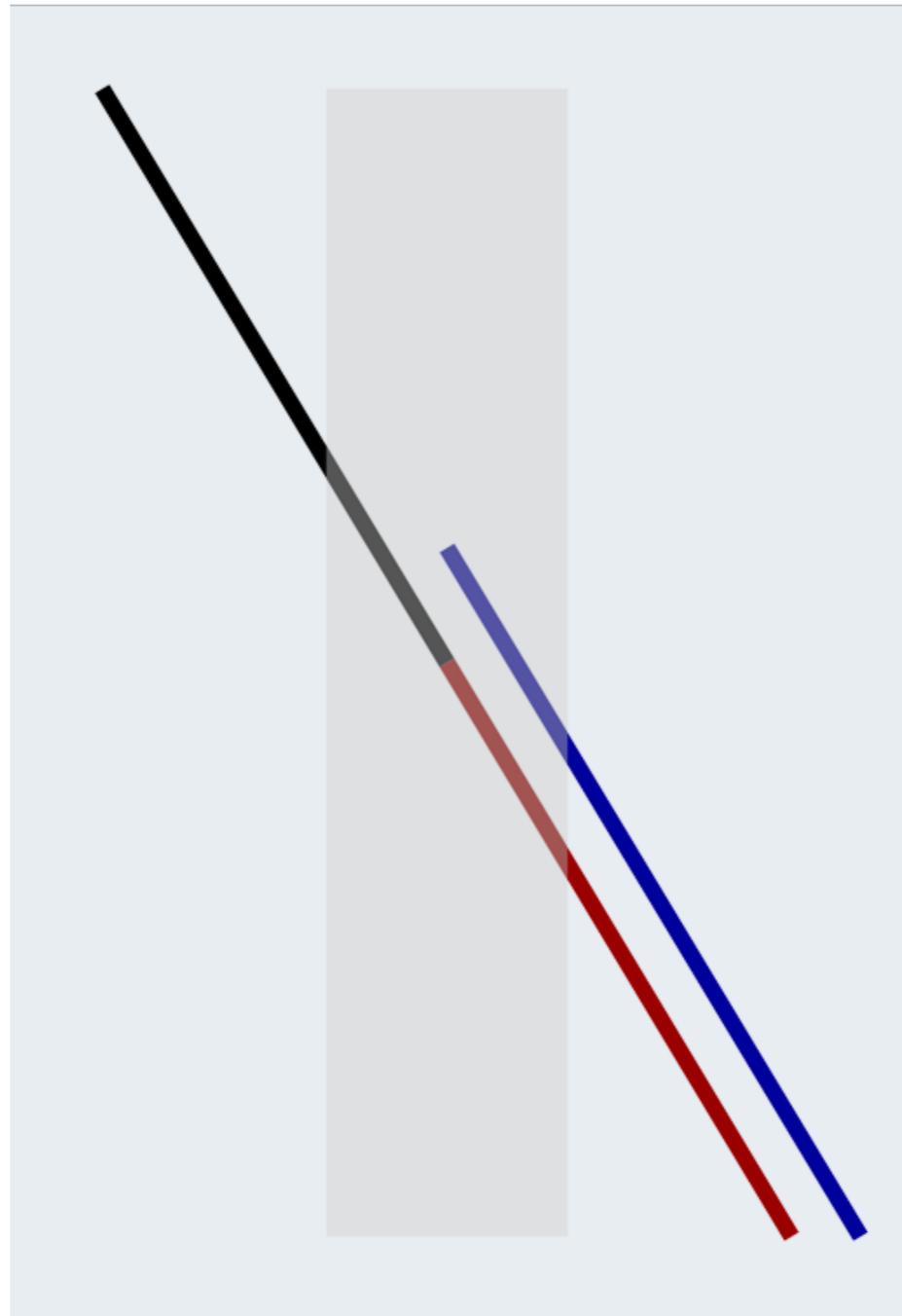
Why is UX important?

Example b



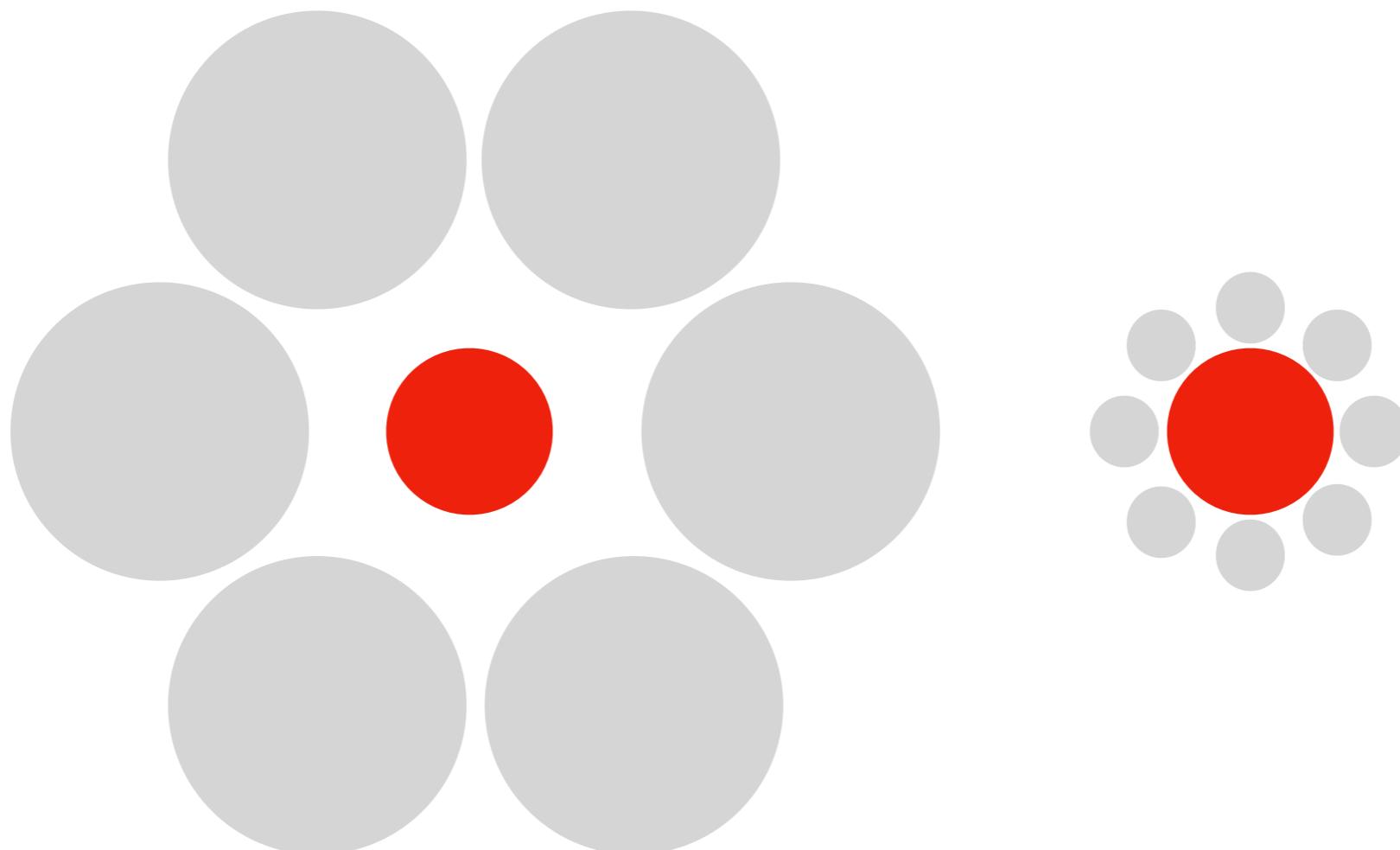
Why is UX important?

Example b - answer



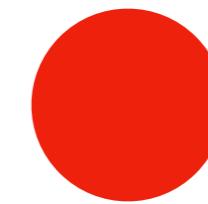
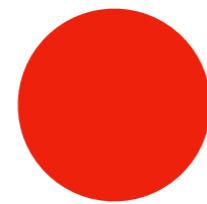
Why is UX important?

Example c



Why is UX important?

Example c - answer

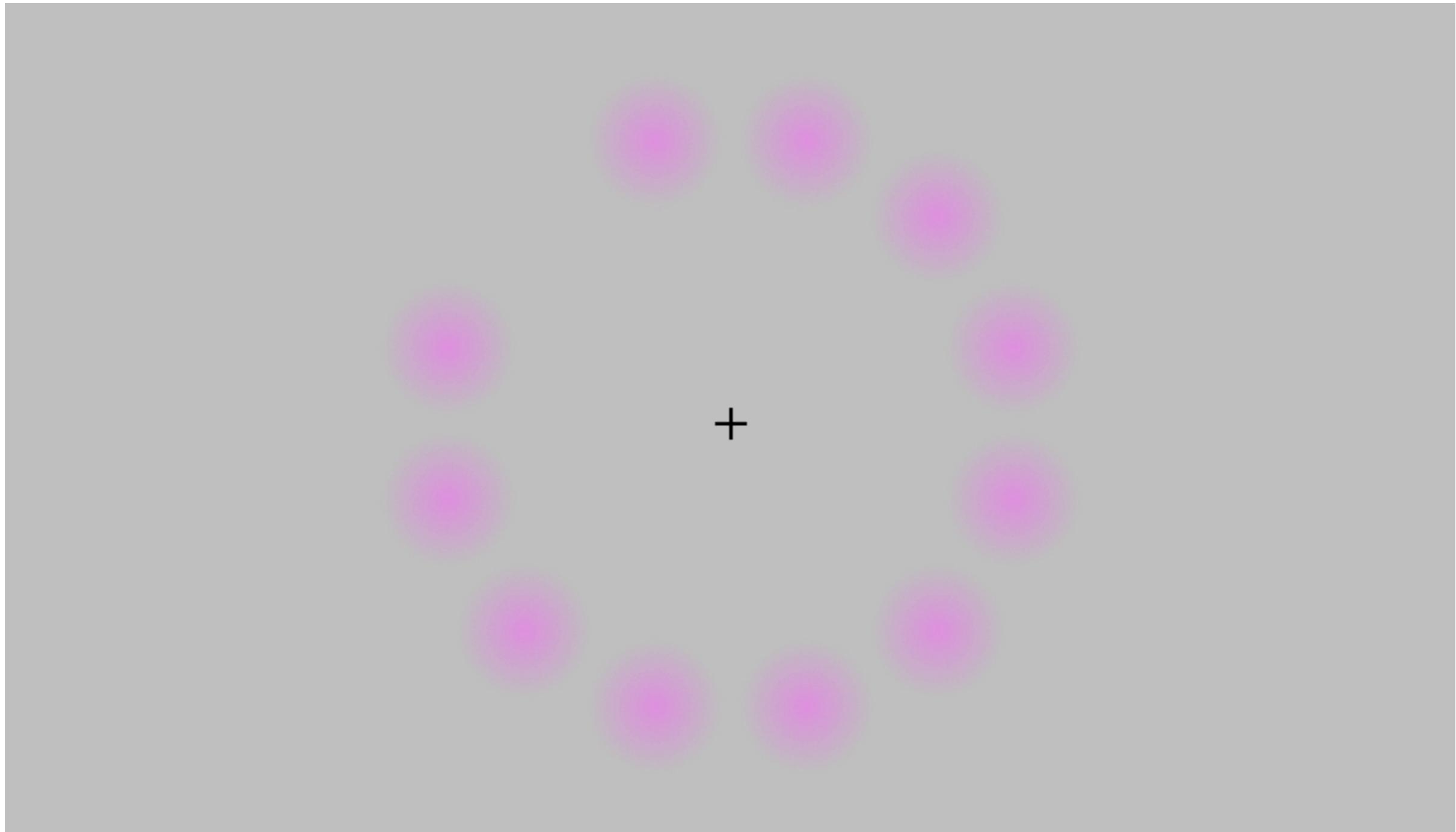


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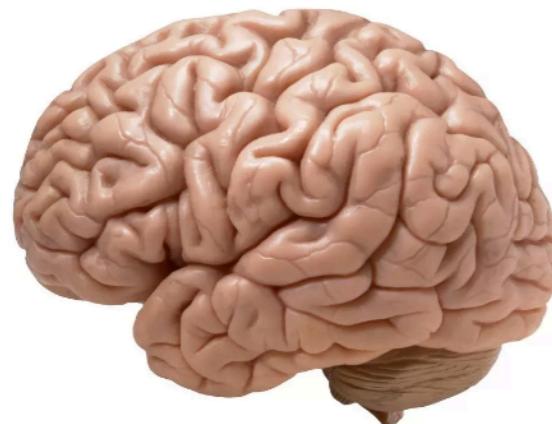
Why is UX important?

Example d



Why is UX important?

Because the human brain is unpredictable



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00010000 00000000 10000003 01000001  
10022133 01000001 10022133 00010000  
20000000 00010000 00000000 10000001  
00000000 10000001 01000100 10000000  
01000001 10031212 00010000 00000000  
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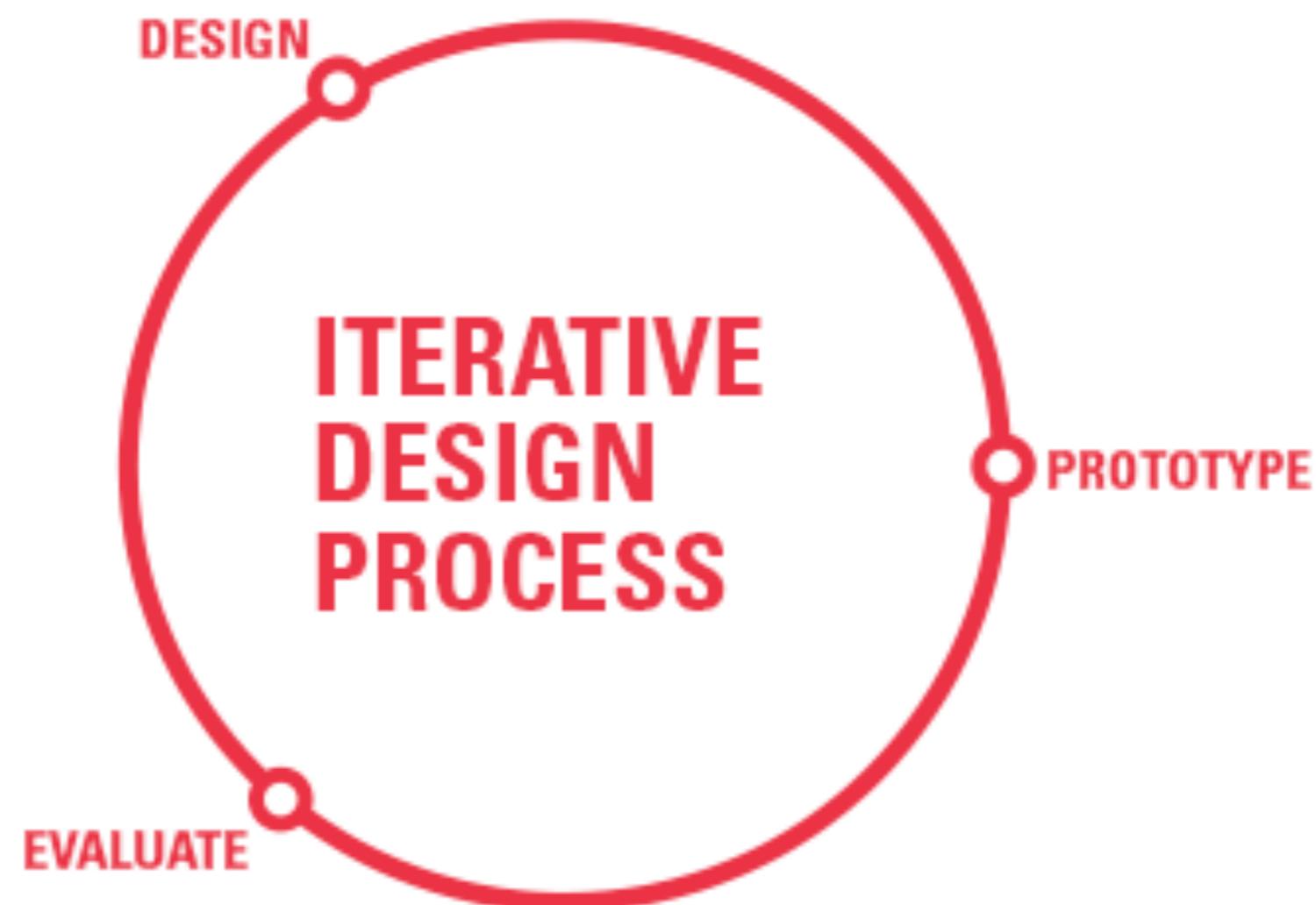
2. How we design at Picnic



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Design at Picnic

Iterative



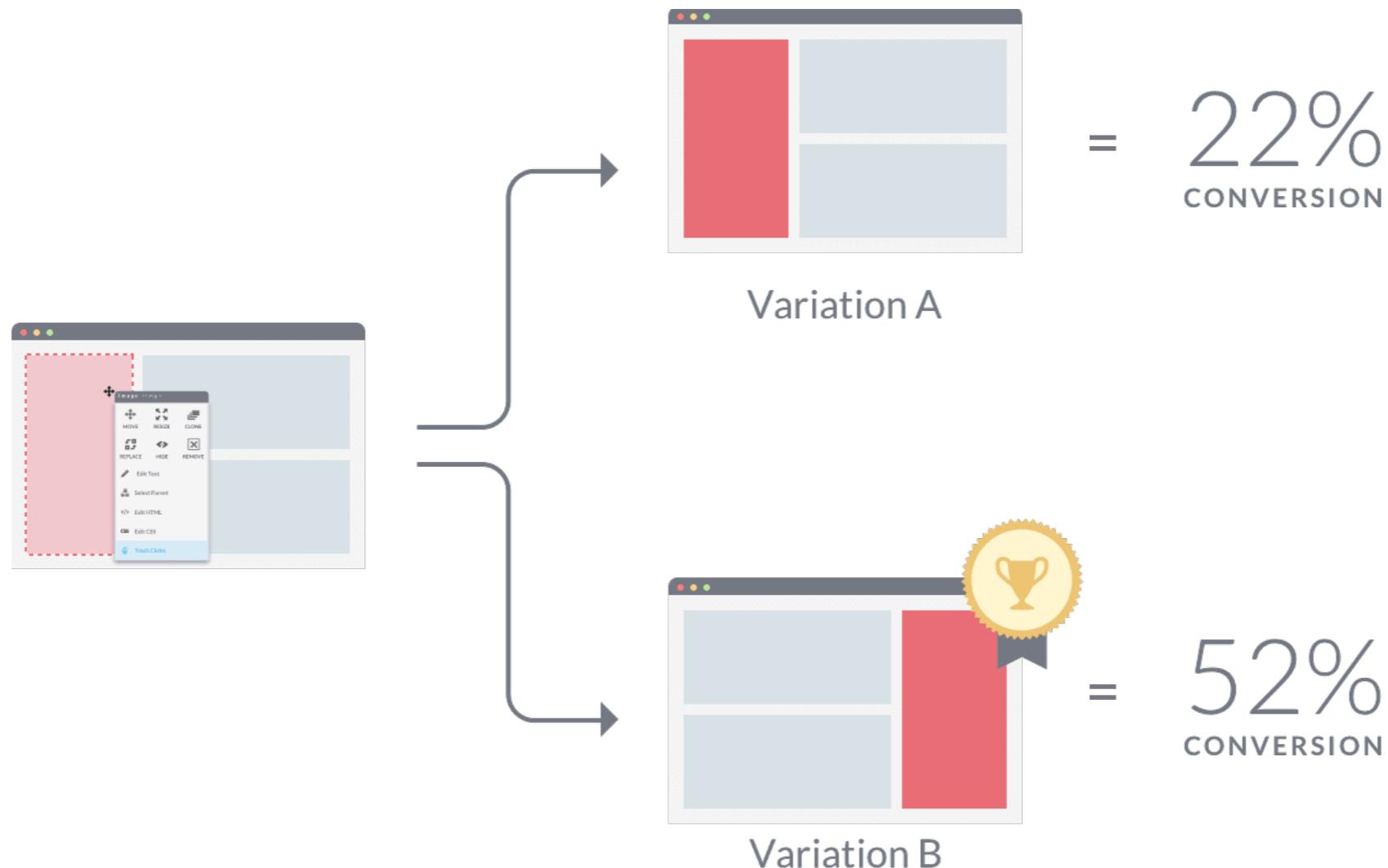
Design at Picnic

The iterative design process enables us to do qualitative user test



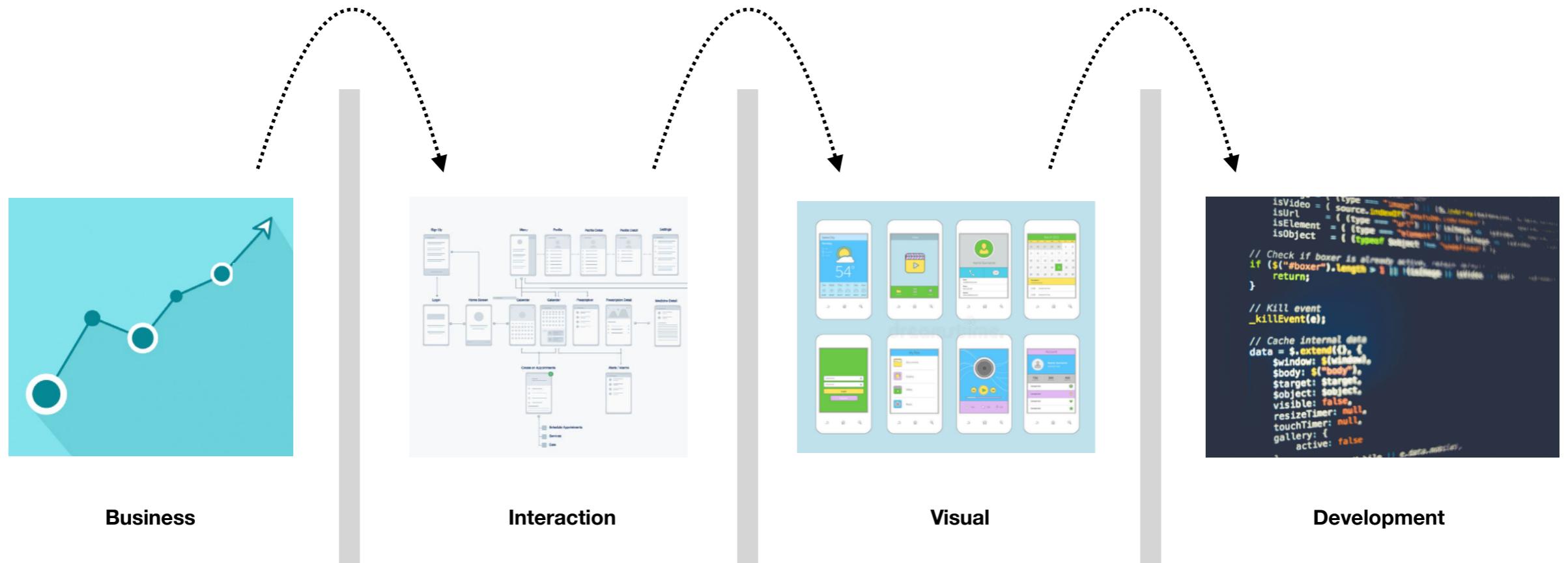
Design at Picnic

The iterative process also enables us to react quicker on quantitative test results



Design at Picnic

Above all the iterative process eliminates throwing stuff over the wall



Business

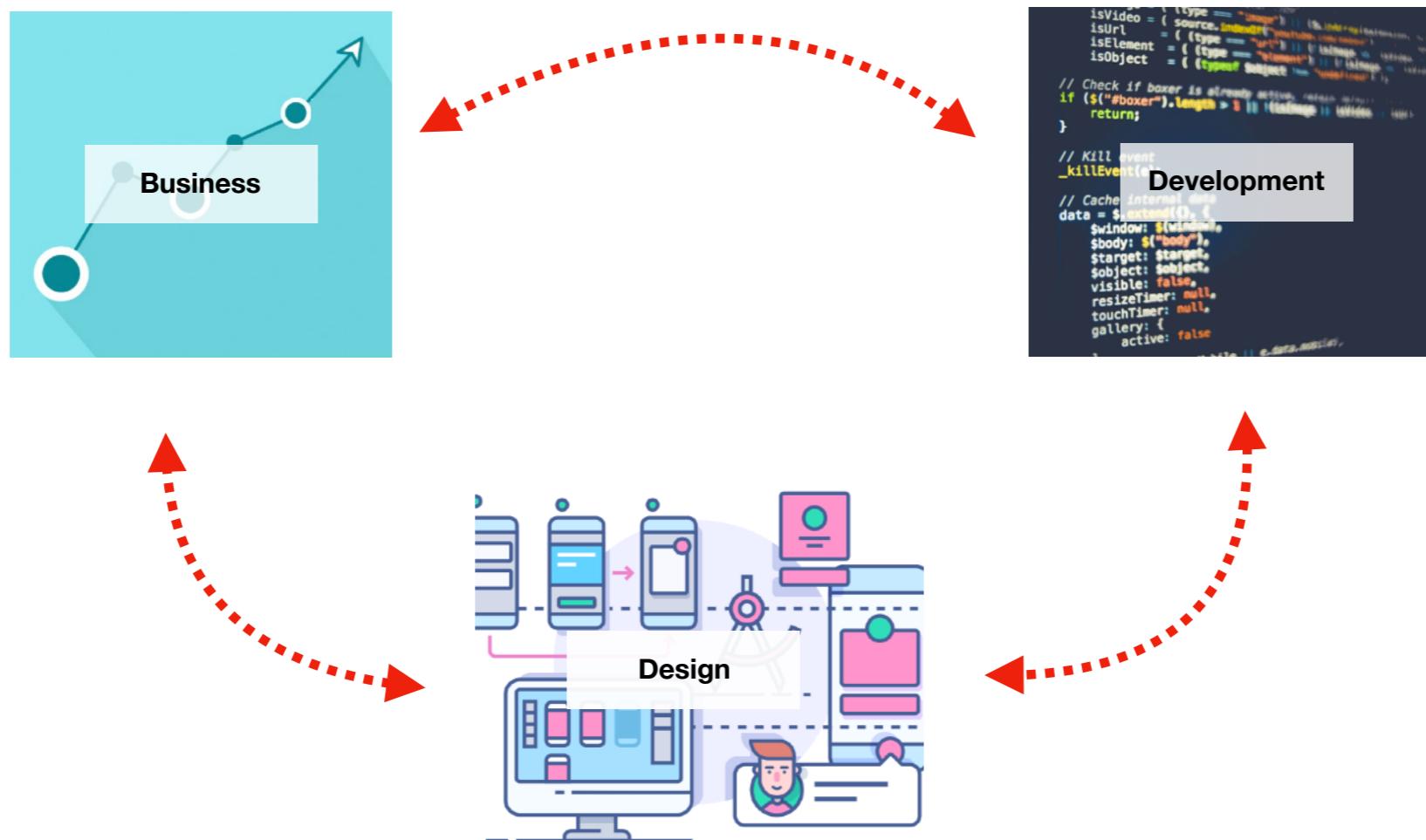
Interaction

Visual

Development

Design at Picnic

The iterative process enables an inclusive culture

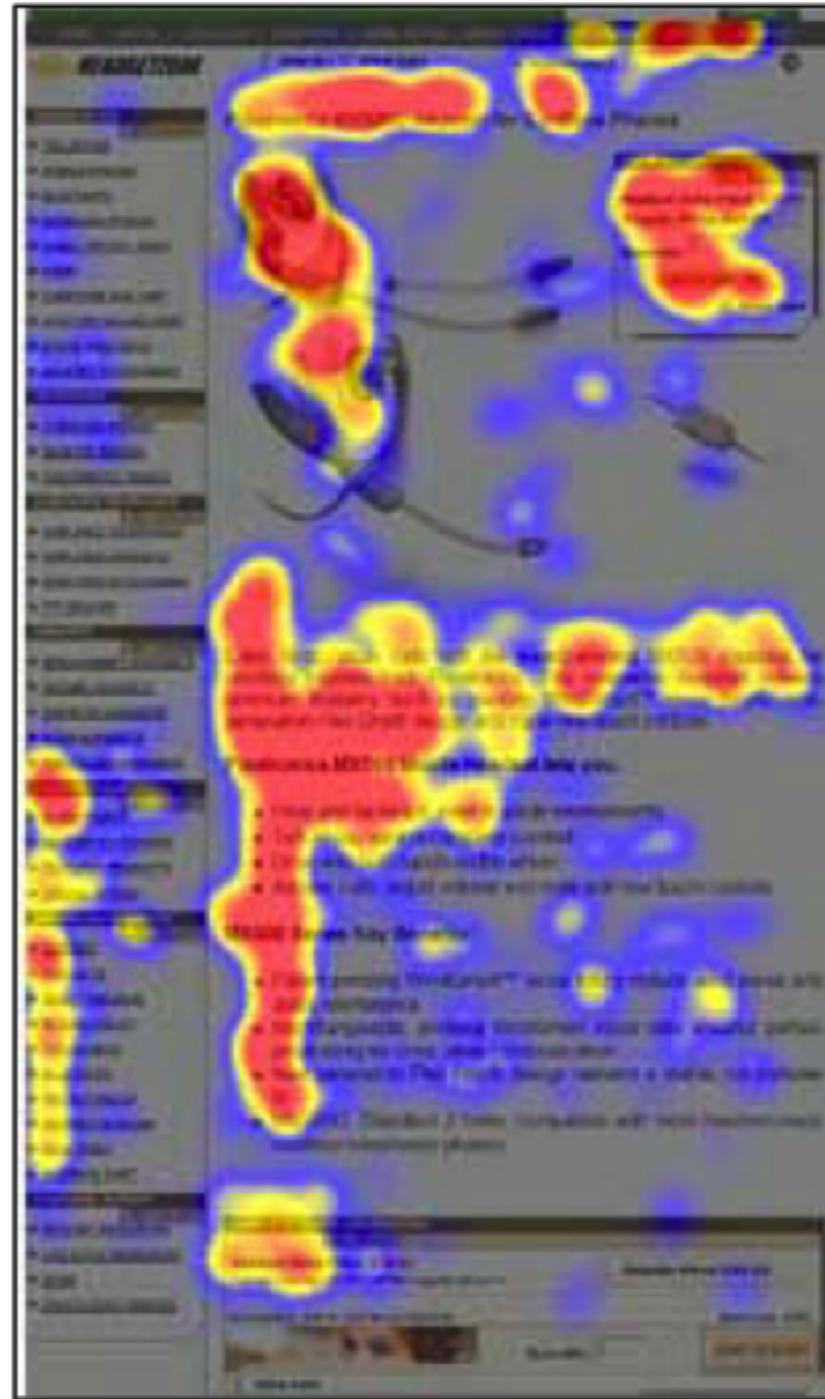


4. Eight tips to remember



Eight tips to remember

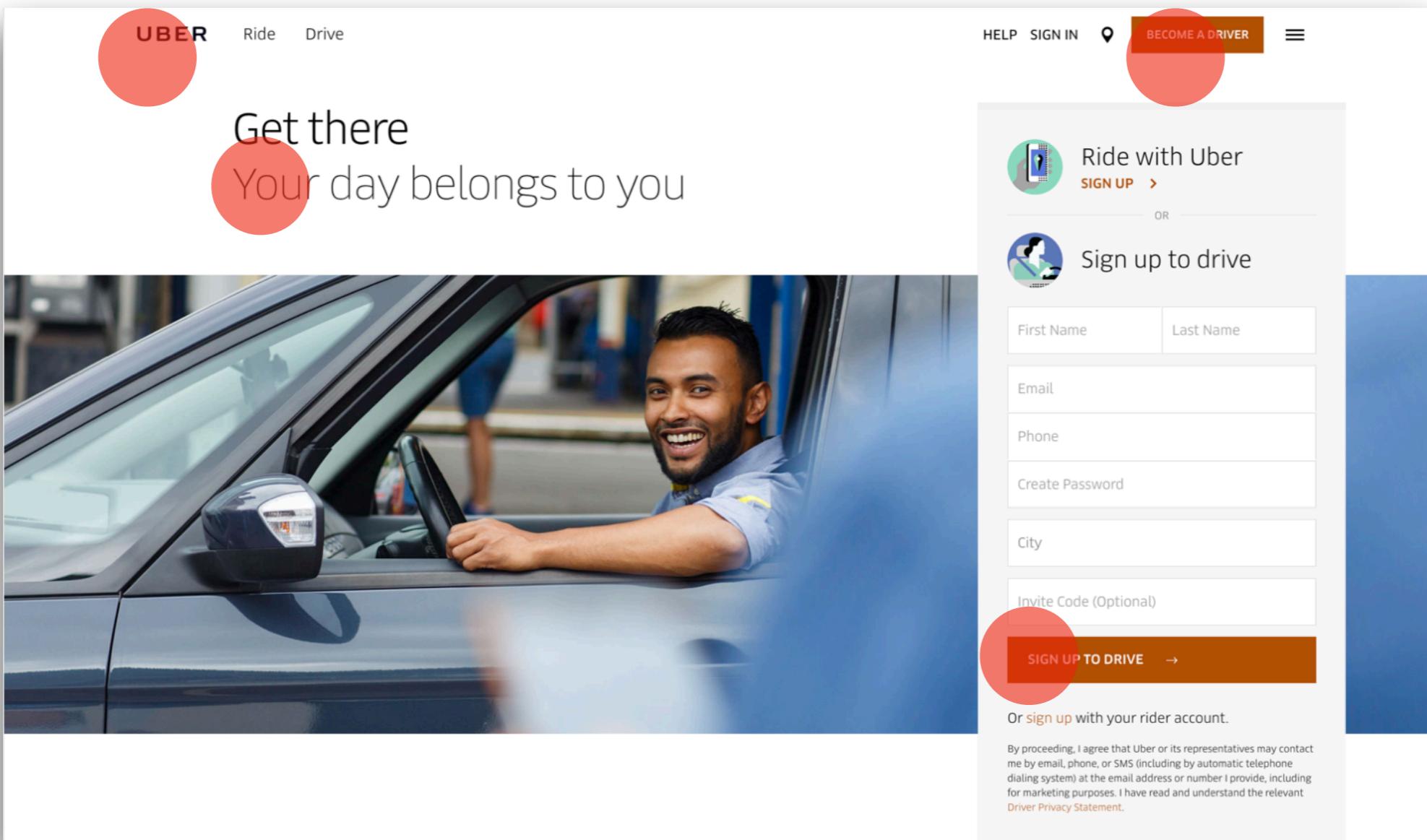
#1 Avoid uncertainty



“Users scan they do not read”

4. Eight tips to remember

#1 Avoid uncertainty

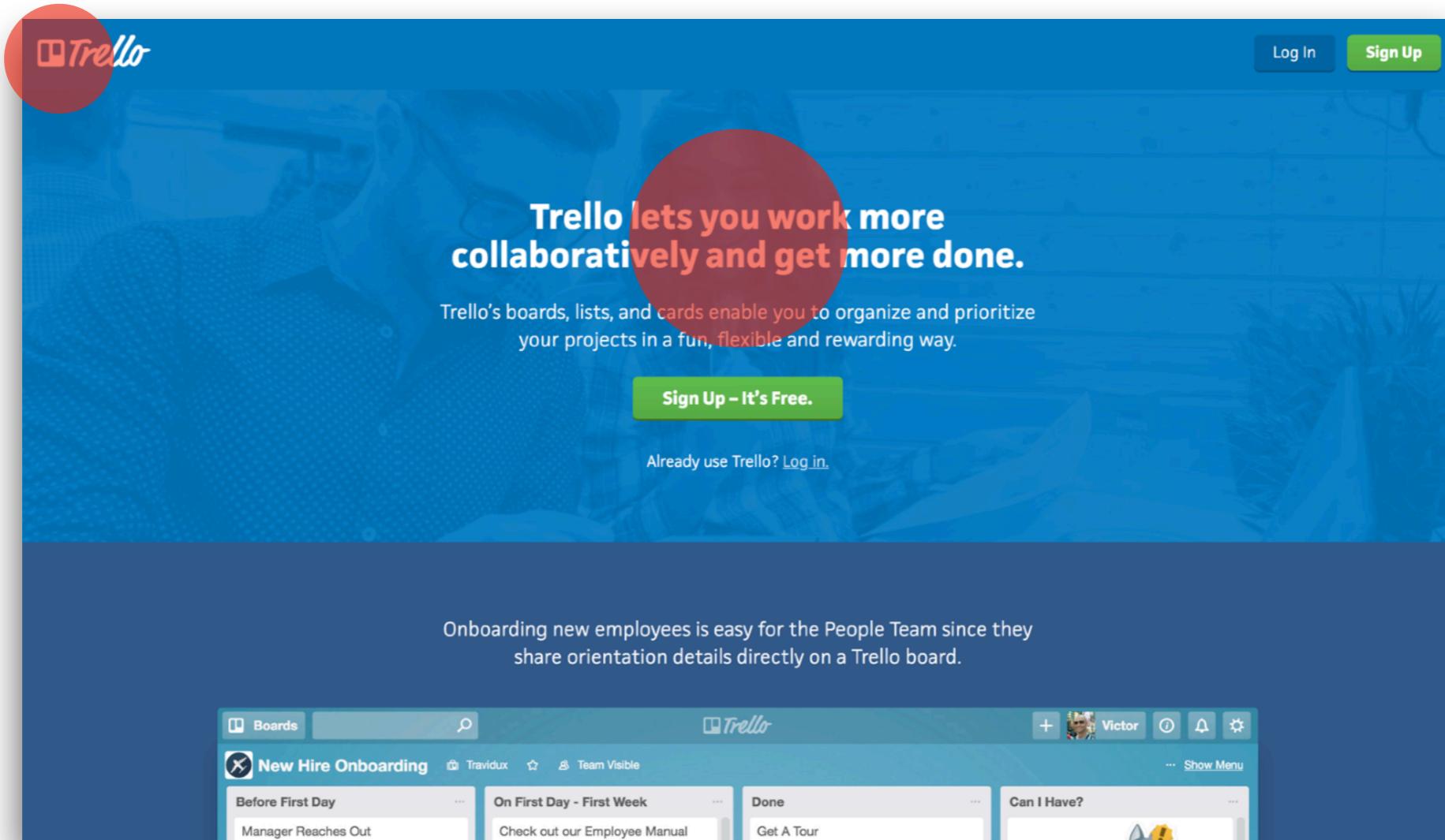


“Make it easy to scan in the right order”

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Eight tips to remember

#1 Avoid uncertainty

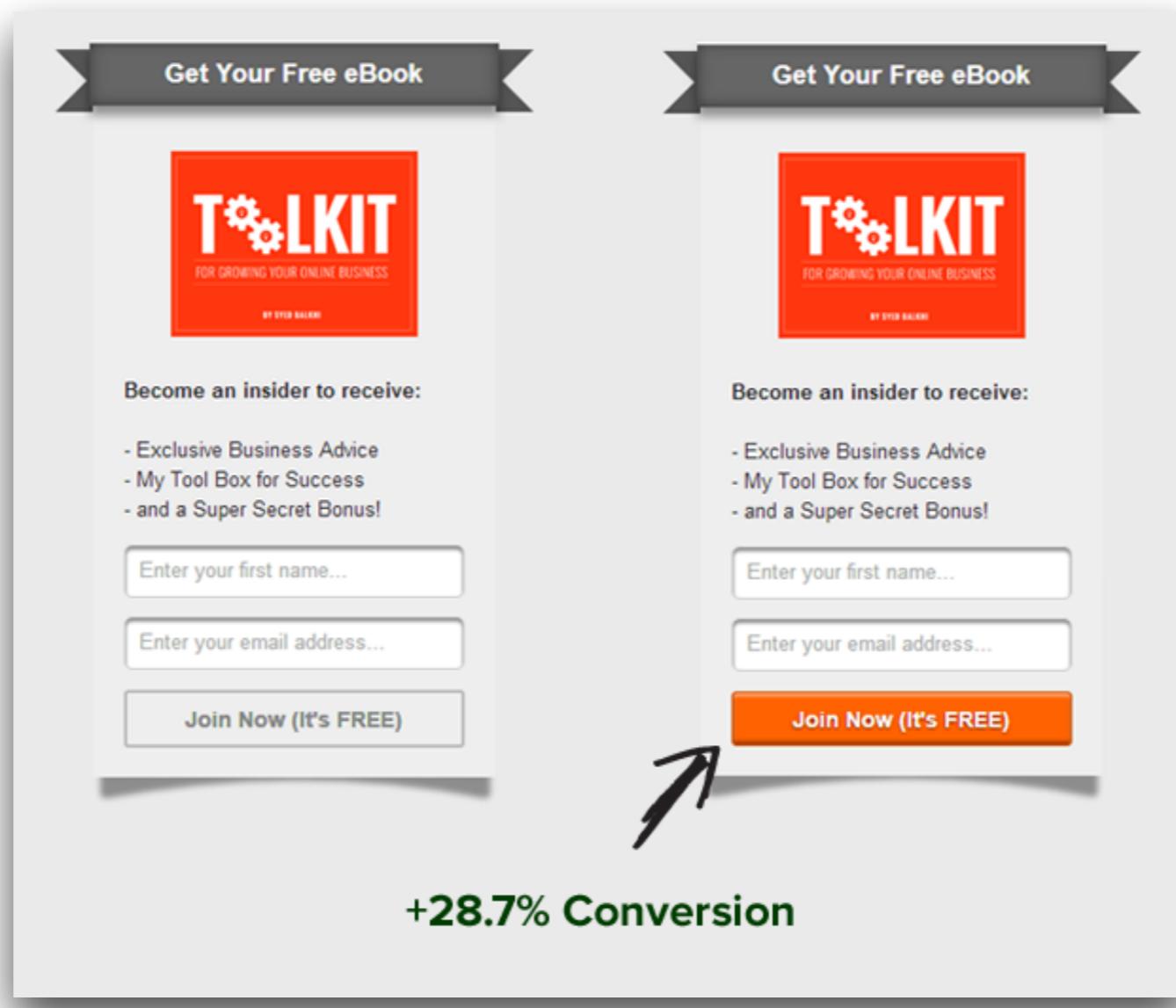


"Remind user why they are here"

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Eight tips to remember

#2 Focus on action



“With color...”

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Eight tips to remember

#2 Focus on action

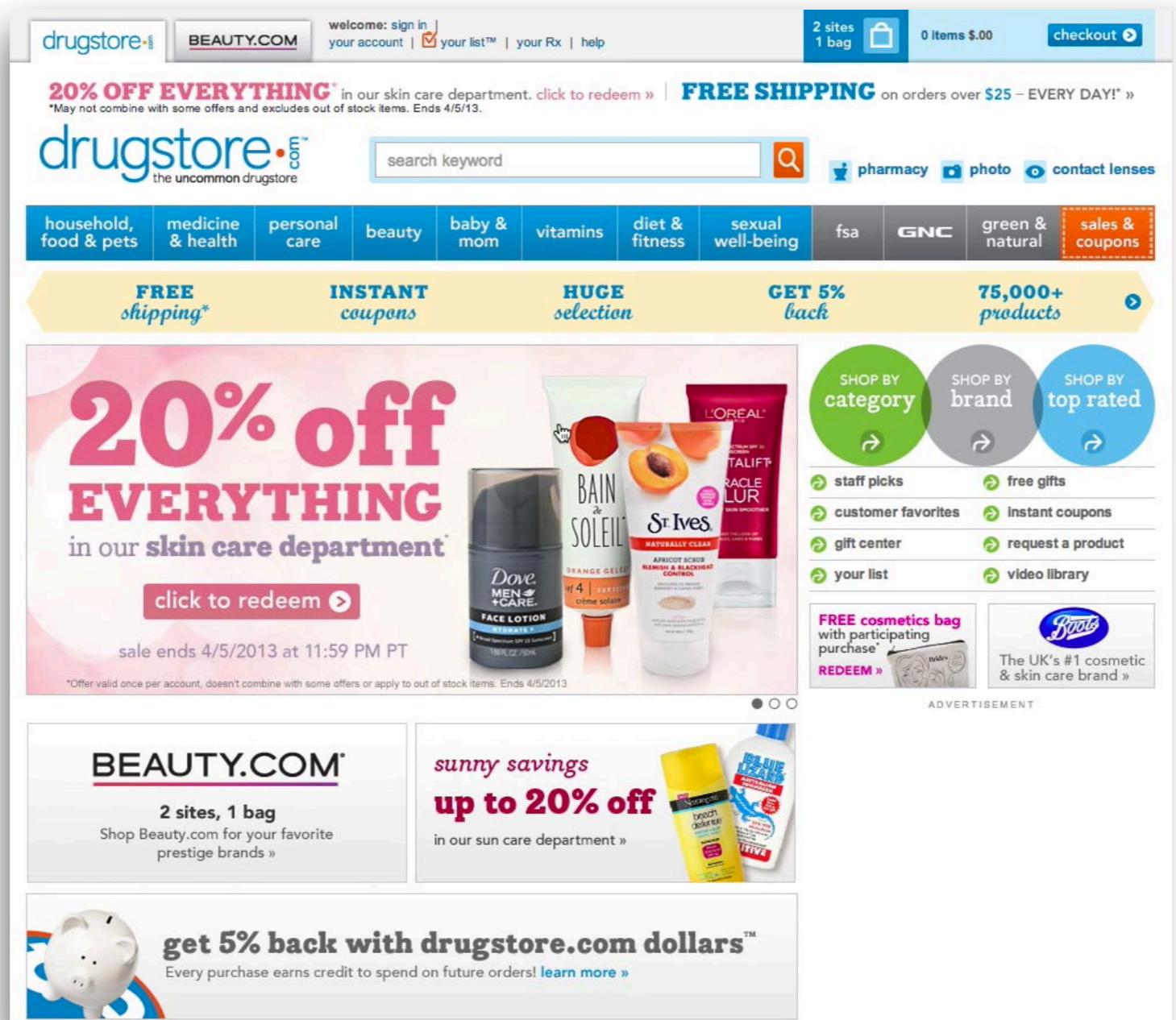


“But also by hierarchy”

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Eight tips to remember

#3 White space is good

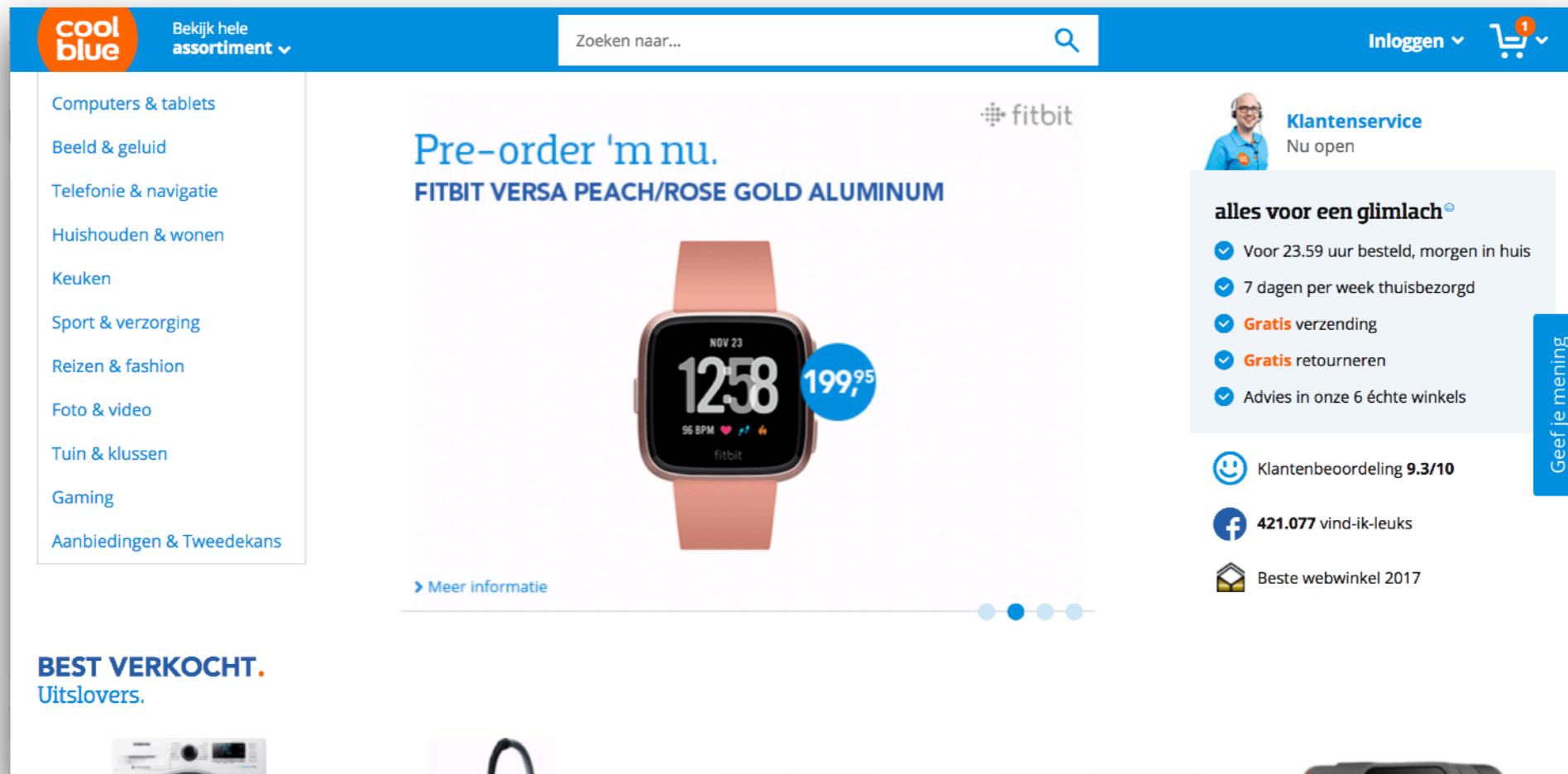


“Users can not catch too many balls at the same time...”

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Eight tips to remember

#3 White space is good



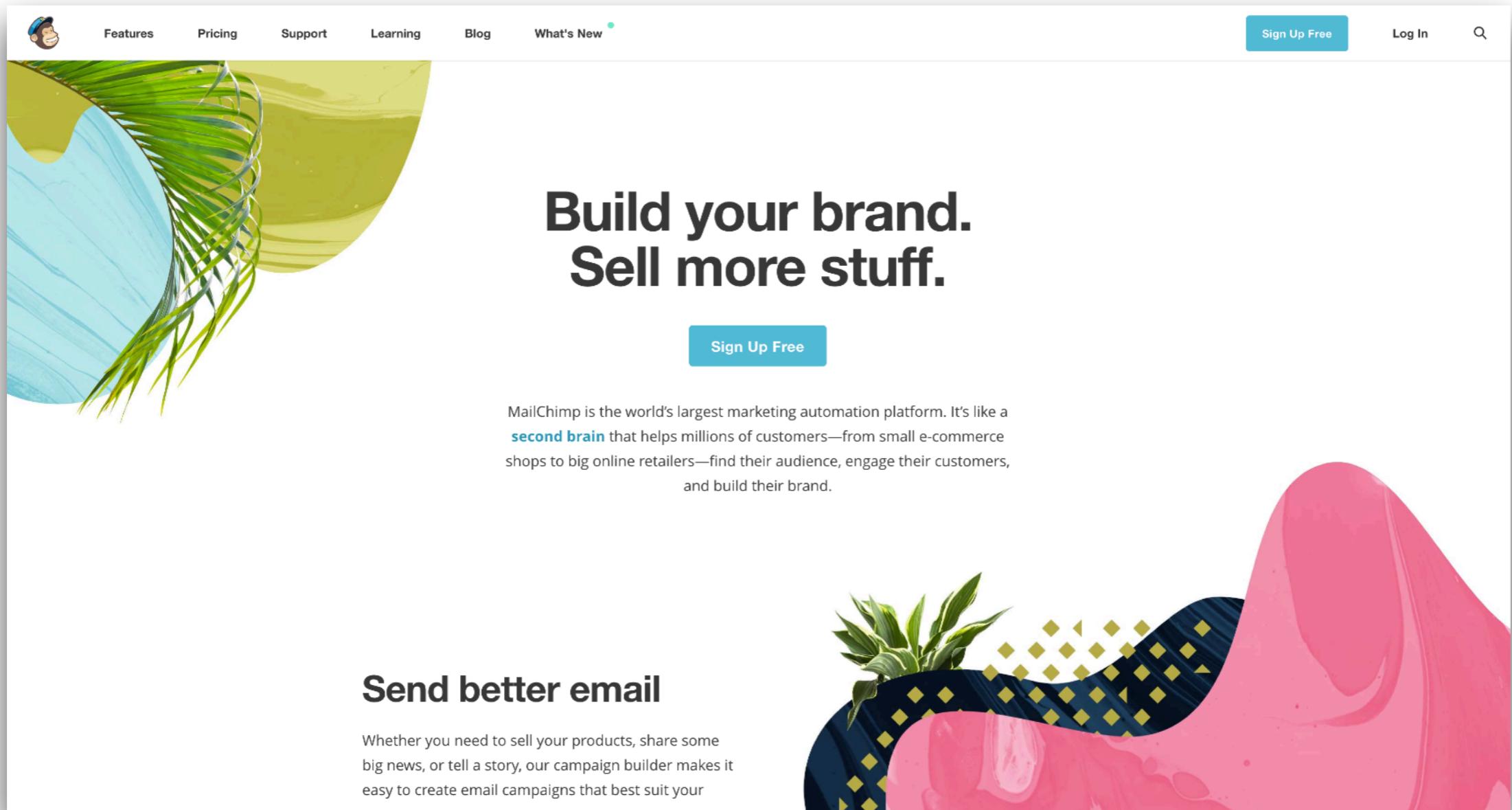
“Select what is important, make choices for your users and highlight those topics”

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PIC
NiC

Eight tips to remember

#3 White space is good

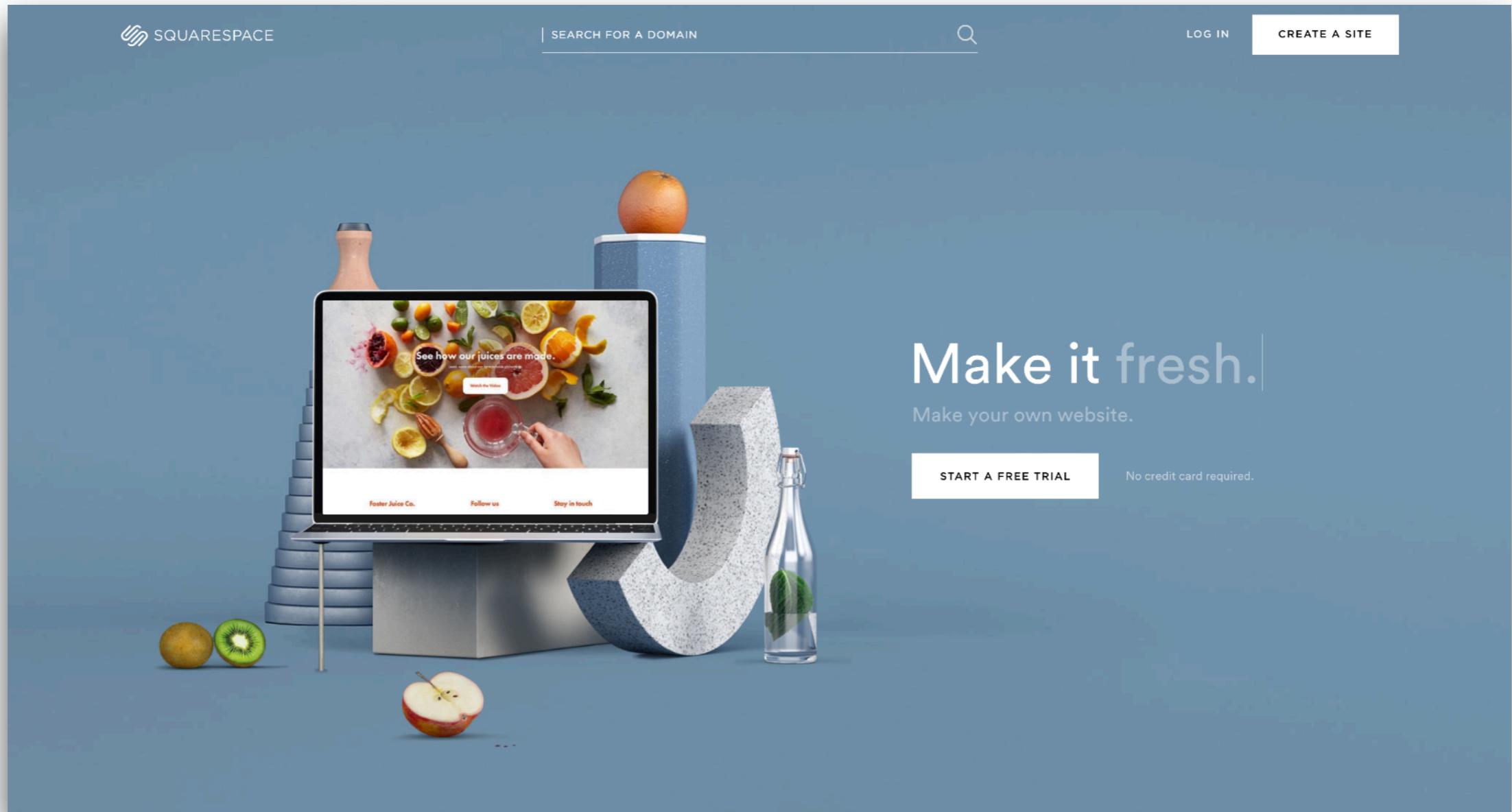


“White space enables the user to process faster.”

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Eight tips to remember

#3 White space is good



“Don’t take white space to literally”

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Eight tips to remember

#4 Write simple and concise

The screenshot shows the homepage of the Blende website. At the top, there is a navigation bar with the Blende logo, a login button, and a 'Probeer nu' (Try now) button. The main headline reads 'Ontdek de beste journalistiek' (Discover the best journalism). Below it, a sub-headline says 'Lees en luister naar jouw favoriete artikelen. Altijd en overal.' (Read and listen to your favorite articles. Always and everywhere.). There is a 'Doorgaan met Facebook' (Continue with Facebook) button with a Facebook icon. Below it, there are three input fields for a first name, email address, and password. A large red 'Start je gratis week' (Start your free week) button is at the bottom. Below the button, there is a note about agreeing to terms and conditions. At the very bottom, there is a row of various magazine and newspaper covers including 'DE GROENE AMSTERDAMMER', 'Trouw', 'LINDA.', 'de Volkskrant', 'THE NEW YORKER', 'ds De Standaard', and 'PSYCHOLOGIE'.

» Blendle

Inloggen

Probeer nu

Ontdek de beste journalistiek

Lees en luister naar jouw favoriete artikelen. Altijd en overal.

Doorgaan met Facebook

Wat is je voornaam?

Wat is je e-mailadres?

Kies een wachtwoord

Start je gratis week

Bij het aanmelden ga je akkoord met onze [privacyverklaring](#) en [de meest leesbare algemene voorwaarden](#) van Nederland.

✓ Alles op één plek ✓ Geen advertenties ✓ Altijd opzegbaar

DE GROENE AMSTERDAMMER

Trouw

LINDA.

de Volkskrant

THE NEW YORKER

ds De Standaard

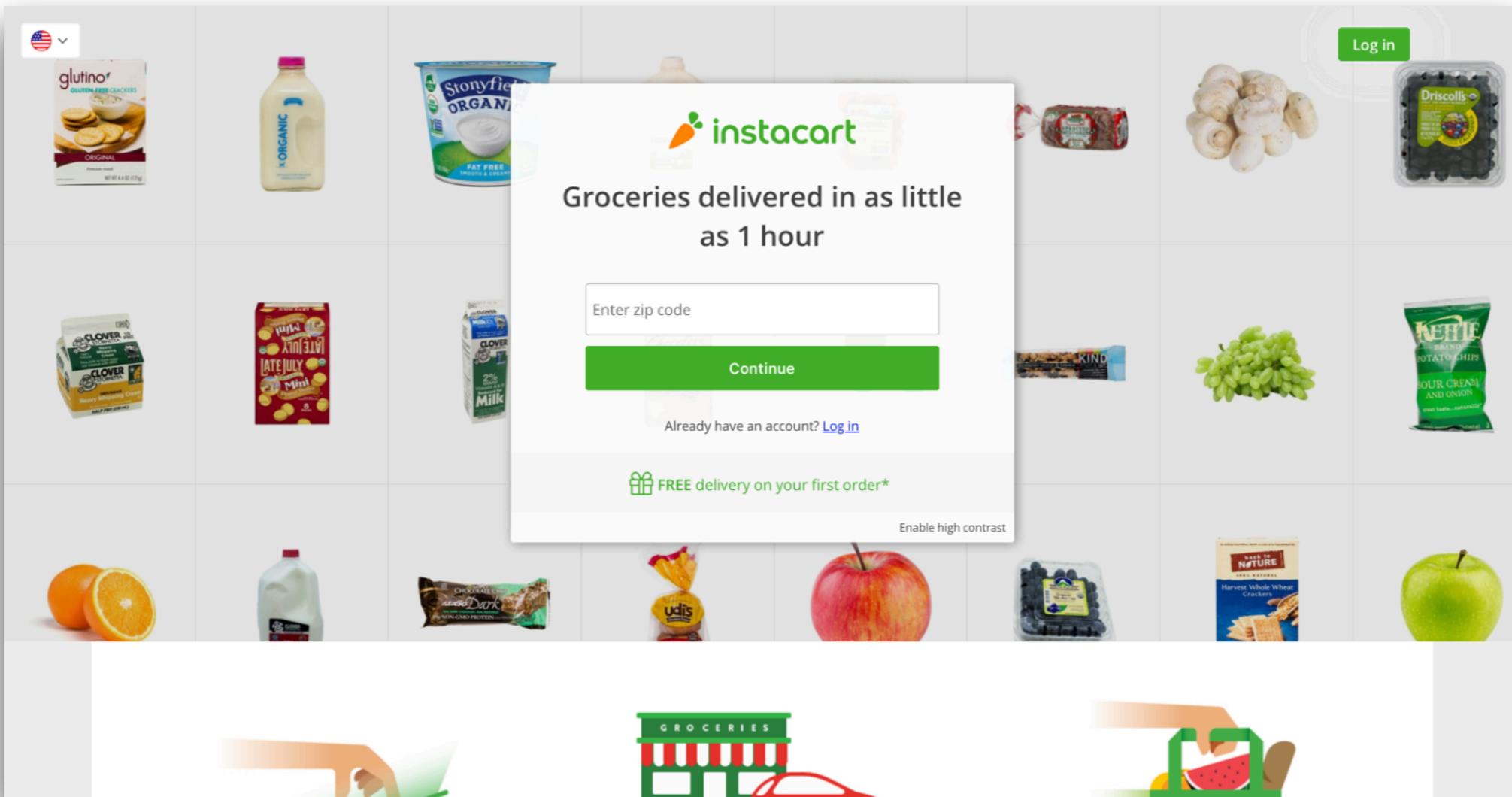
PSYCHOLOGIE

“Users remember only 20% of what they read...”

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Eight tips to remember

#4 Write simple and concise



“Get to the point..”

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Eight tips to remember

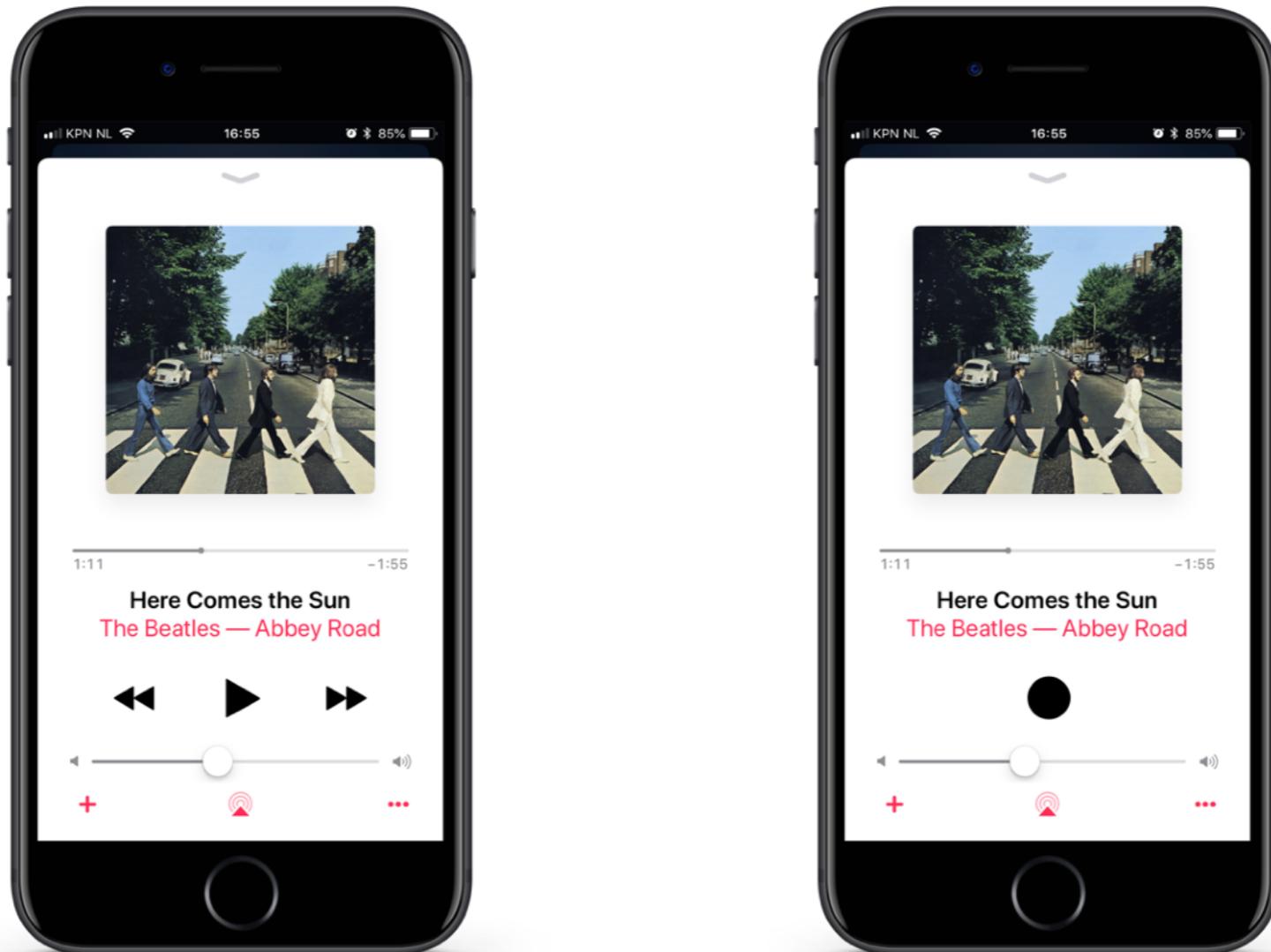
#5 Conventional patterns are useful



“Break with common patterns only if you are really sure it is better...”

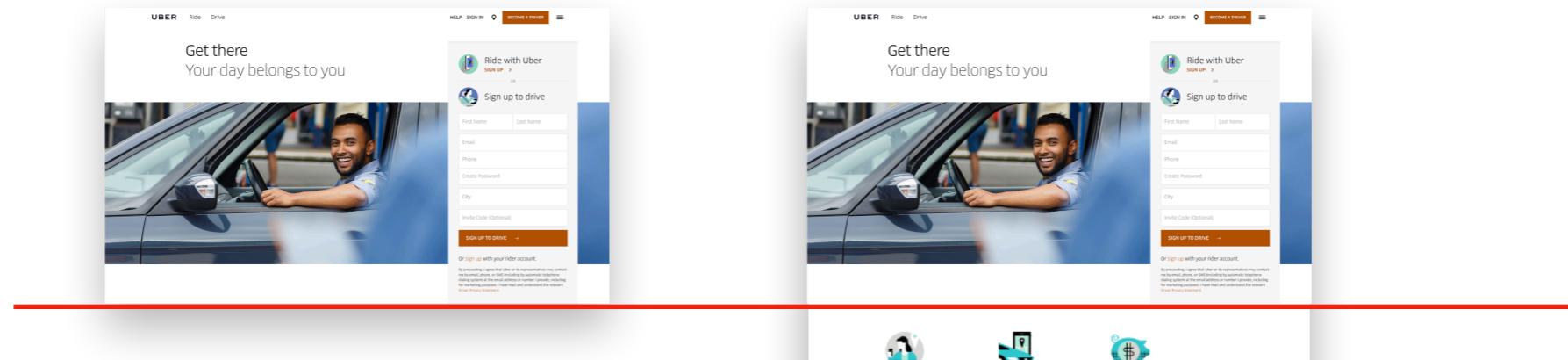
Eight tips to remember

#5 Conventional patterns are useful

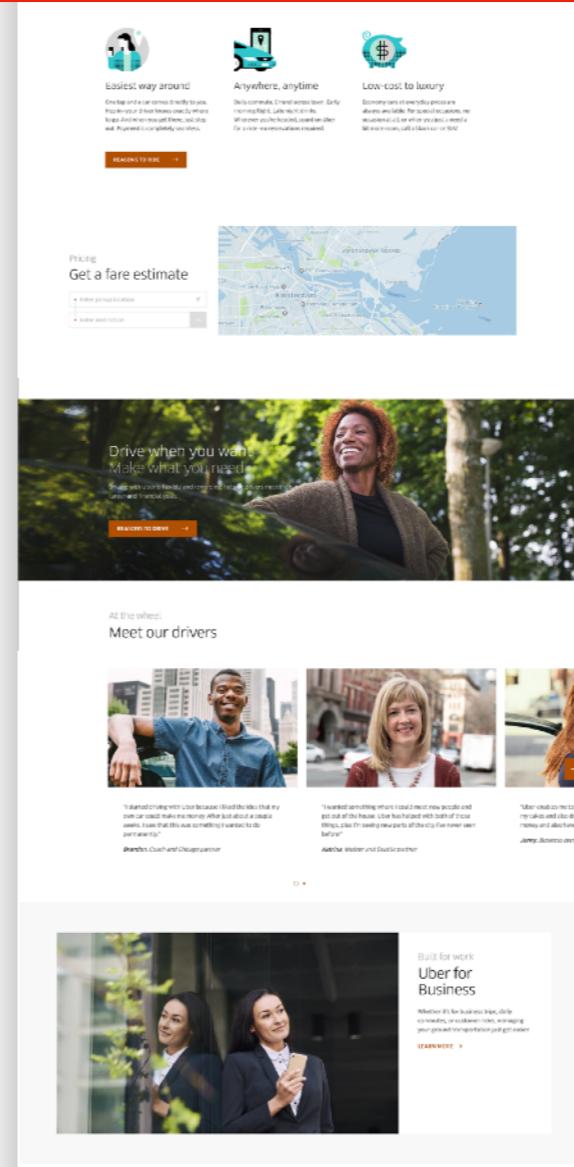


Eight tips to remember

#6 Keep in mind “the fold”



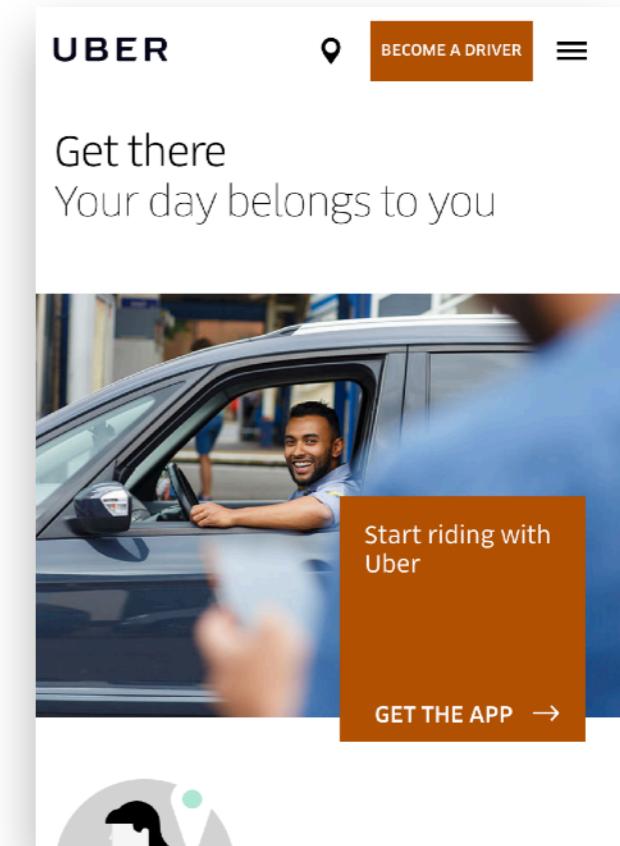
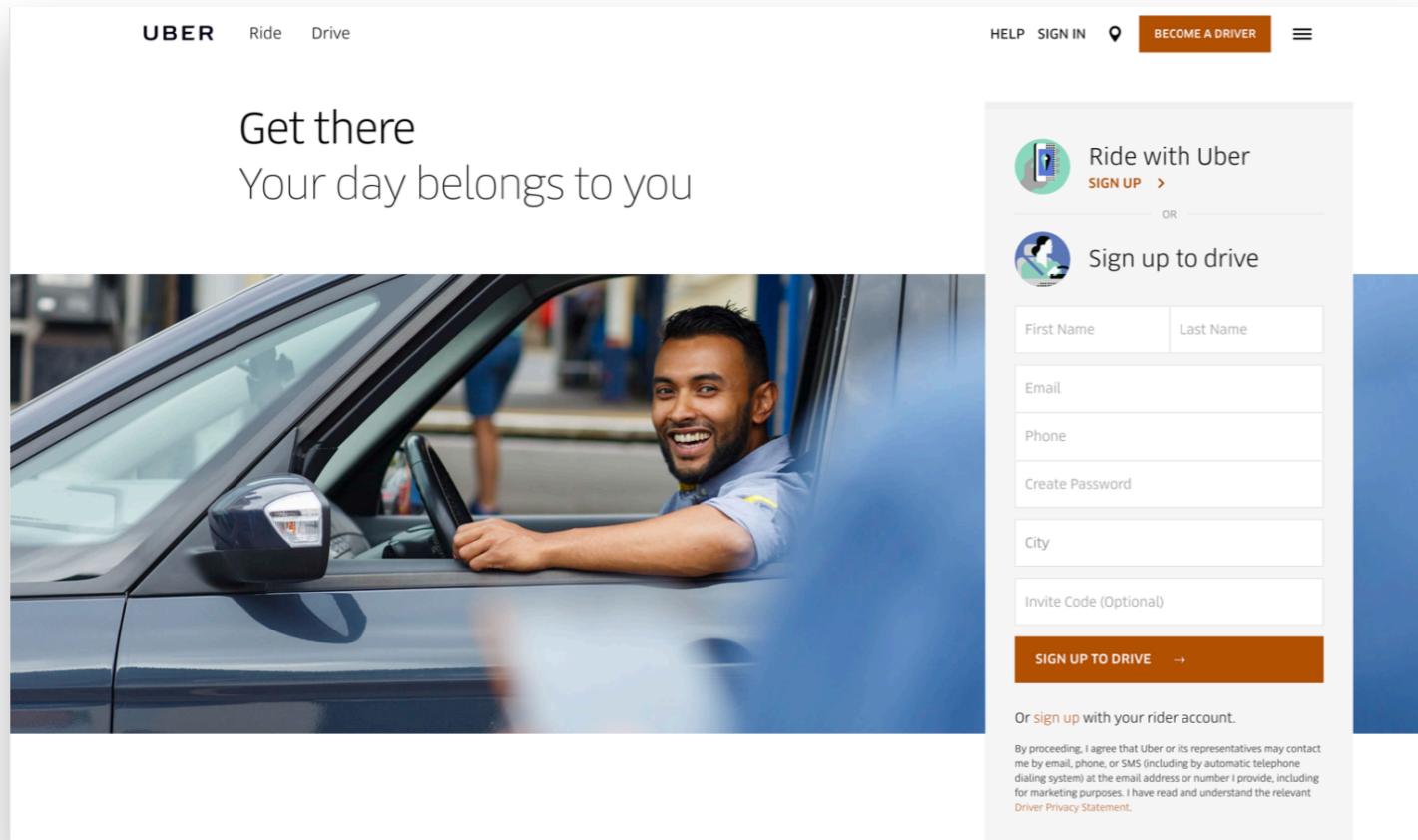
*“Make sure the most important information
And actions are visible above the fold”*



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Eight tips to remember

#6 Keep in mind “the fold”



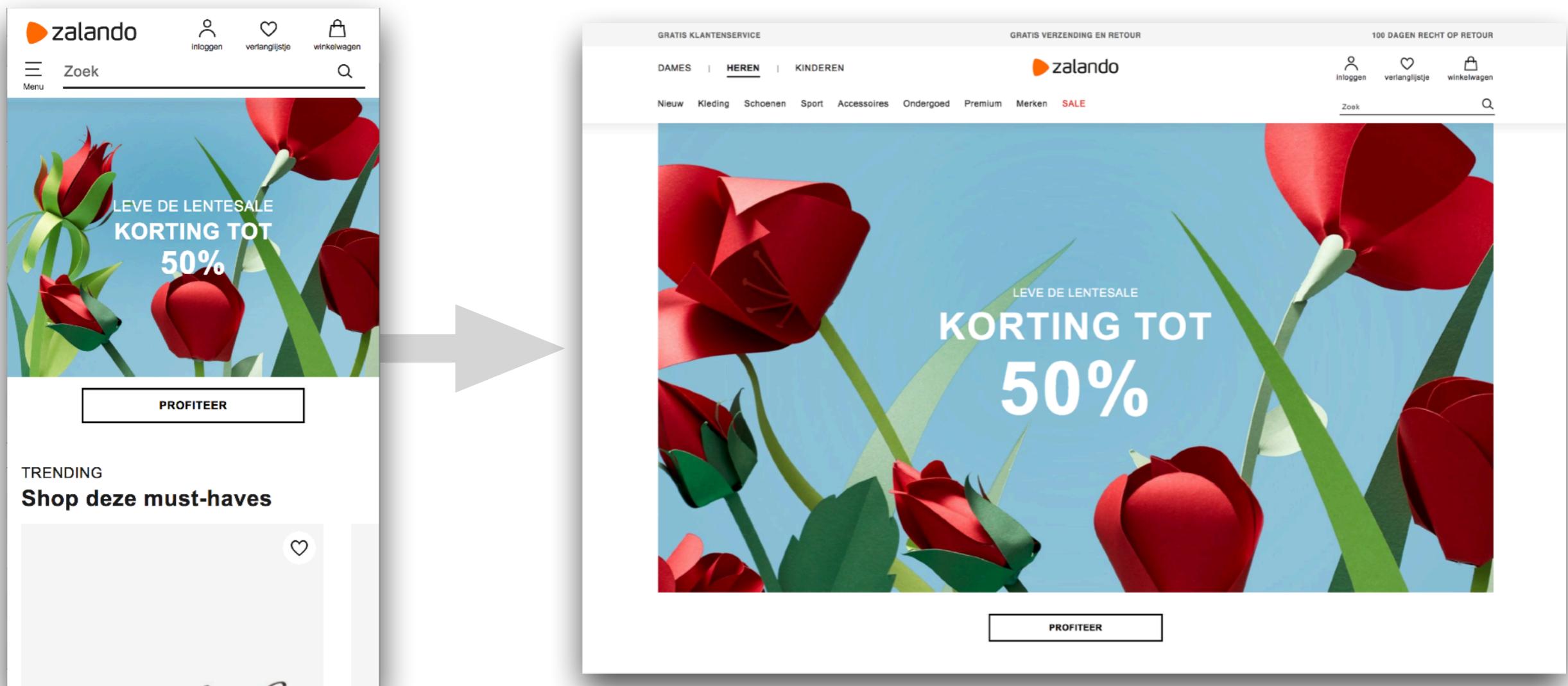
“Especially on mobile”

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PIC
NiC

Eight tips to remember

#7 Mobile first

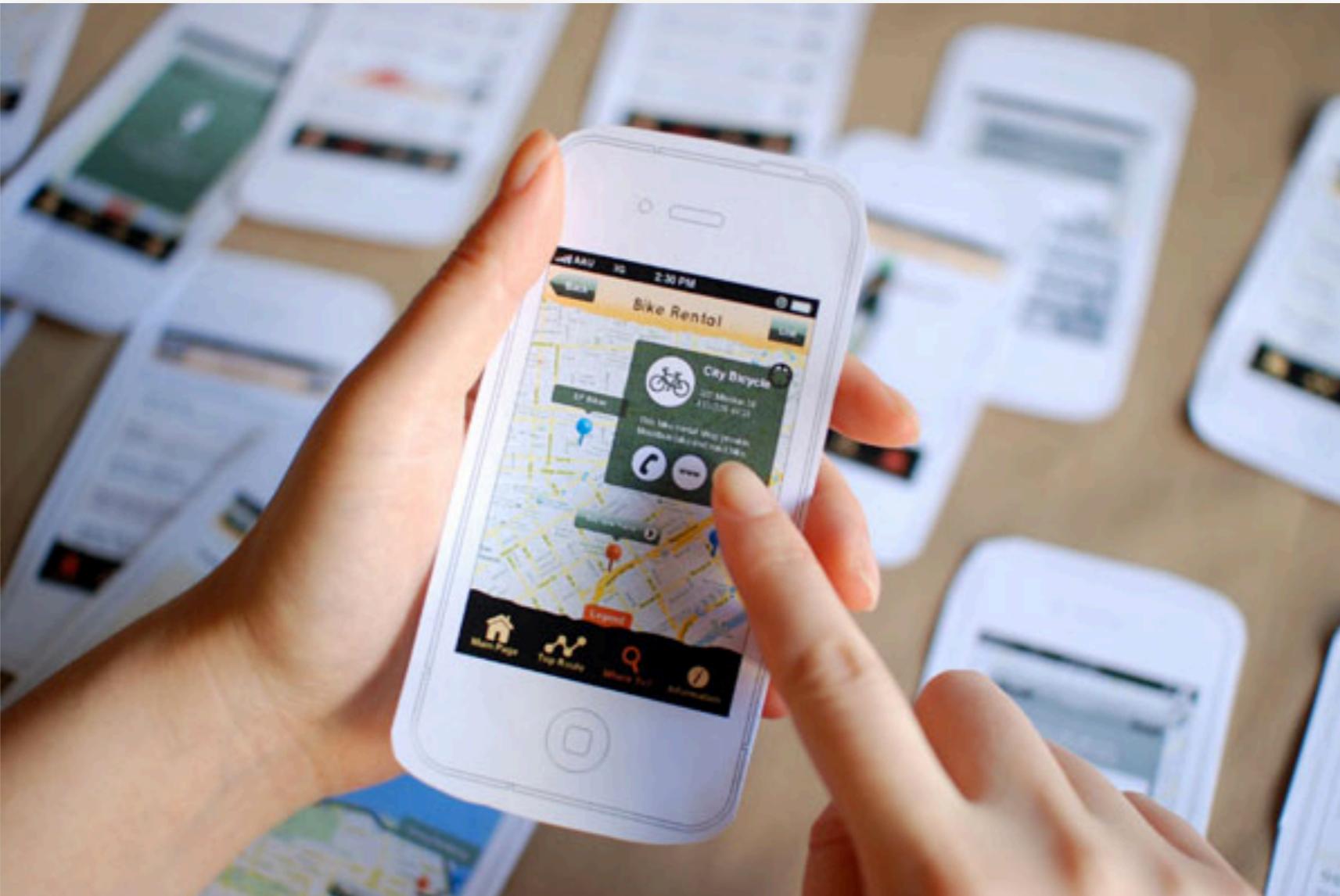


“Worldwide mobile internet use surpasses desktop nowadays”

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Eight tips to remember

#8 User test early, and test often



“Testing one user is 100% better than testing none...”

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THE END

