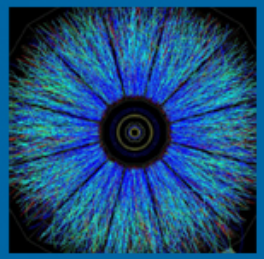
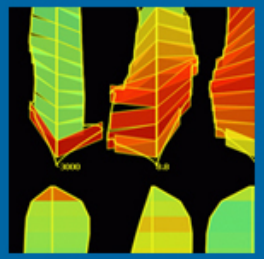
Swansea University
Prifysgol Abertawe

CSC349 User Experience

Prototyping and Aesthetics in Design

Lecture Overview

Prototypes are a vital part of the design process that allow us to gather feedback

We will cover a range of low and high fidelity prototyping techniques

As a designers you are commonly expected to be the person who “makes things look nice”

We’ll discuss a range of valid reasons to produce aesthetic designs and a range of reasons they don’t matter

What have we said the difference is between prototyping and sketching?

Prototyping vs Sketching

Sketches are meant to capture a wide range of ideas about a design space

- They are primarily a tool designers use and share with other designers as opposed to future users
- They can be produced *en-masse,* are easily thrown away and can be trivially modified

Porotypes represent firmer ideas that aim to be presented to future users

- Distinction between future user and design team member is not clear but important. For example, where would a member of your company that would do tech support for your design when it goes live fall?
  - As always, thinking is the most important part of resolving this!

Low and High Fidelity Prototypes

Low fidelity prototypes are simple mock-ups of your proposed design using commonly available materials

- Paper prototyping
- Video prototyping

The *Wizard of Oz* approach firmly sits here in the middle

High fidelity prototyping is more involved and might imply (depending who you talk to) creating material that may be incorporated in the final product

- Arduino prototyping boards
- Functional software prototypes

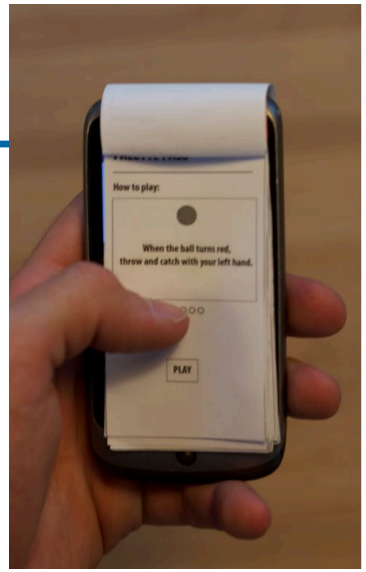
Low-fi: Paper prototyping

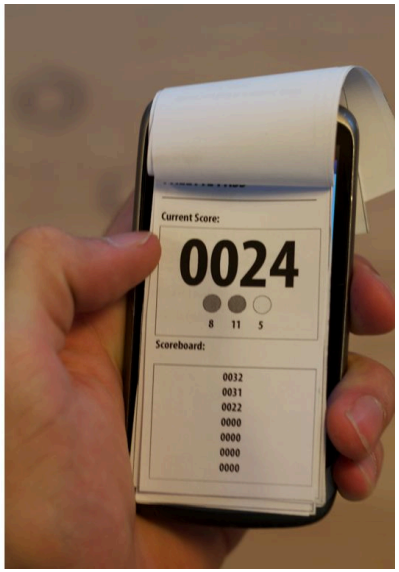
Simply using office supplies and paper to draw out a system or design that you want people to use

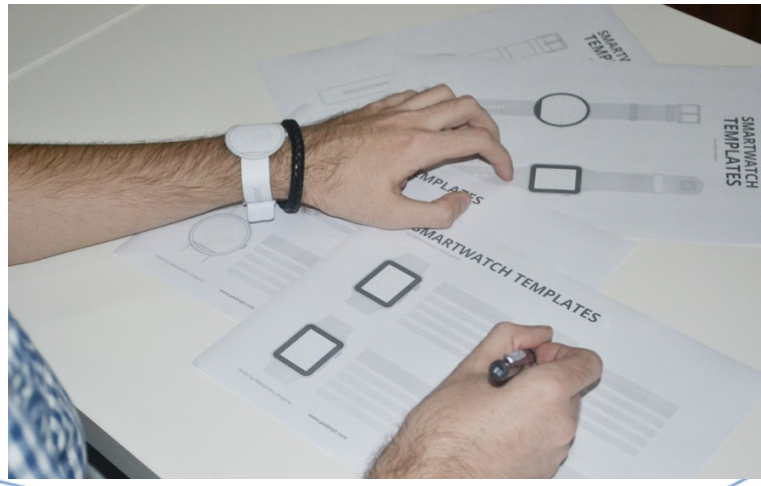
- So straight forward almost everyone can do is instinctively
- Not limited to working on a table!

The materials used in this process are simple to obtain and can be used by everyone making it suitable for co-design work with your participants

But this process emphasises interface design, not always suitable to think about the wider UX







Low-fi: Video Prototyping

Creating a video that presents people interacting with your devices to share with other people

- Easy for people to understand
- Process trivial with modern technology

Similarities with storyboarding but videos tend to make a product “realer” so gain more focused, specific feedback

- Great for showing UX issues

Design theatre is a similar approach in this area where actors are brought in to act out interaction with the device in front of people

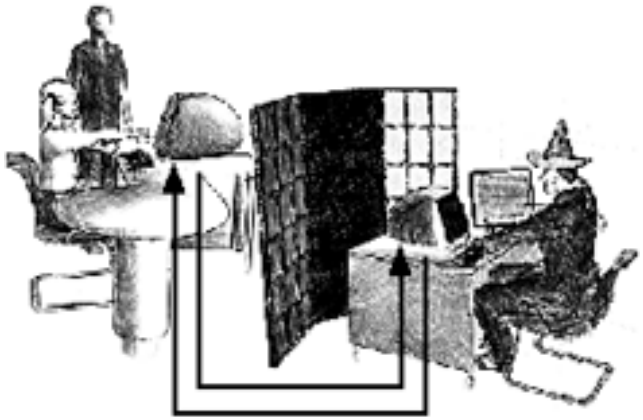
Wizard of Oz approaches

Using a member of the design team in order to control an interface that presents as a computer driven one

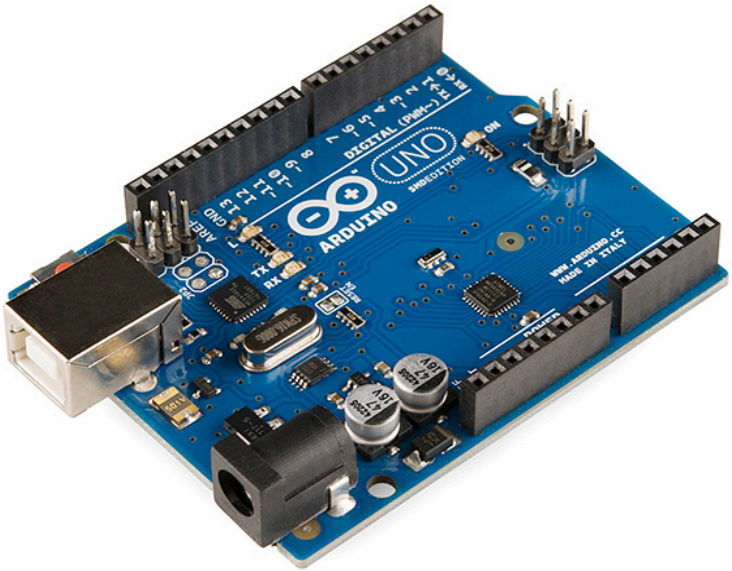
Used to study voice interface design all the time

Can require some technical ability in implementing depending on the topic of study

Useful for doing the currently impossible!



High fidelity prototypes



Heavily application and skillset dependent

For physical devices, often involves making use of things like **Arduino boards** as they allow the control of sensors and motors unconnected to a computer which would not be possible

Might involve barely **functional software prototypes** that have no security, storage, etc.

Does making something look prettier improve it’s functionality?

Web Search

Home | Browse | Search | Invite | Film | Mail | Blog | Favourites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

MYSPACE MUSIC

Directory | Search | Top Artists | Shows | Music Forums | Artist Signup

lily allen

Pop / Hyphy / Ska

"Ever since I can remember , I bin poppin my collar"

LDN, islinton
United Kingdom

Profile Views: 1542081

Last Login: 15/01/2007

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Lily Allen

00:00

Total Plays: 5728840 Downloads Today: 0 Plays Today: 1157

Smile Plays: 1688134
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Alright, Still
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contacting lily allen

Send Message
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upcoming shows (view all)

16 Jan 2007	20:00	Quattro, Osaka, Japan	Osaka, Japan
19 Jan 2007	20:00	BIG DAY OUT - Auckland, New Zealand	Auckland

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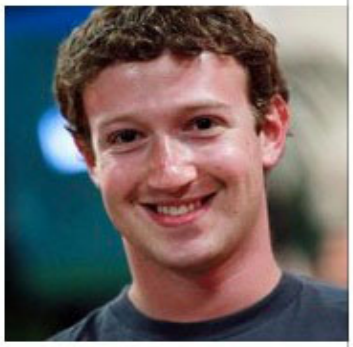

Wall
Info
Photos (826)
Questions

Family

Karen Zuckerberg
Mother

Edward Zuckerberg
Father

Randi Zuckerberg
Sister

Donna Zuckerberg
Sister

Arielle Zuckerberg
Sister

Mark Zuckerberg

Send Message Poke

Has worked at Facebook · Studied Computer Science at Harvard University · Lives in Palo Alto, California · From Dobbs Ferry, New York · Born on May 14, 1984

Education and Work

Employers

Facebook
Feb 2004 to present · Palo Alto, California
- FBX Profile

College

Harvard University
Computer Science · Psychology
- CS182. Intelligent Machines with Andrew Bosworth
- CS121. Introduction to Computational Theory with James Wang and Kang-Xing Jin

High School

Ardsley High School

Phillips Exeter Academy
Class of 2002

Philosophy

Favorite Quotes

"All children are artists. The problem is how to remain an artist once he grows up."

You and Mark

3 Mutual Friends

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Create an Ad

Police Auctions
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Like a slick deal? Now you can get up to 90% retail with police seized auctions. Get in on the action.

SF Bucket List
partners.livingsocial.com

Things to do in San Francisco before you die. One huge coupon emailed daily.

Stay close to your team

Check the score and see highlights from the big game with AT&T High Speed Internet for only $14.95/mo.

Craft Beer Attorney

Need legal assistance with your California craft beer!

Aesthetics in design

We are not talking about obvious issues in design here – poorly arranged webpages, bad contrast of colours, text that's too small to read, etc. all fall under the remit of designers anyway

We want to know if the aesthetics of a design (making it prettier) can improve it's functionality leading to a key question

"How do we measure functionality?"

We tend to measure function by looking at how well *people* can use a device so suddenly things get interesting as this is a subjective measure....

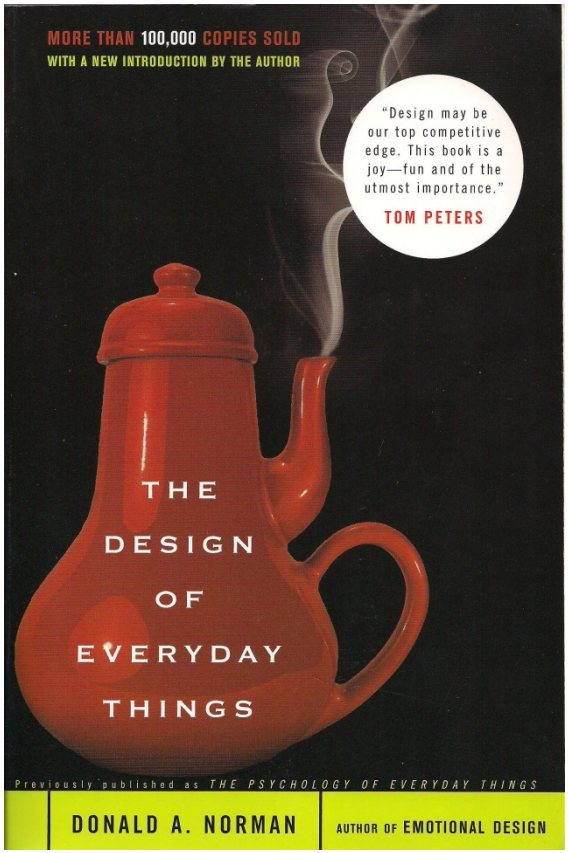
Argument 1 – functional is beautiful

One of the first discussion of this idea is found in the Design of Everyday Things

Functional devices have their own unique aesthetic which we can recognise

This is due, in part, to **affordances** – our inherently physical-world grounded brains discern use from form

Make useful things and they'll be beautiful!



Argument 1 - examples

Argument 2 – Emotional design

Advances in our understanding of emotion and affect have implications for the science of design. Affect changes the operating parameters of cognition: positive affect enhances creative, breadth-first thinking whereas negative affect focuses cognition, enhancing depth-first processing and minimizing distractions. Therefore, it is essential that products designed for use under stress follow good human-centered design, for stress makes people less able to cope with difficulties and less flexible in their approach to problem solving. Positive affect makes people more tolerant of minor difficulties and more flexible and creative in finding solutions. Products designed for more relaxed, pleasant occasions can enhance their usability through pleasant, aesthetic design.

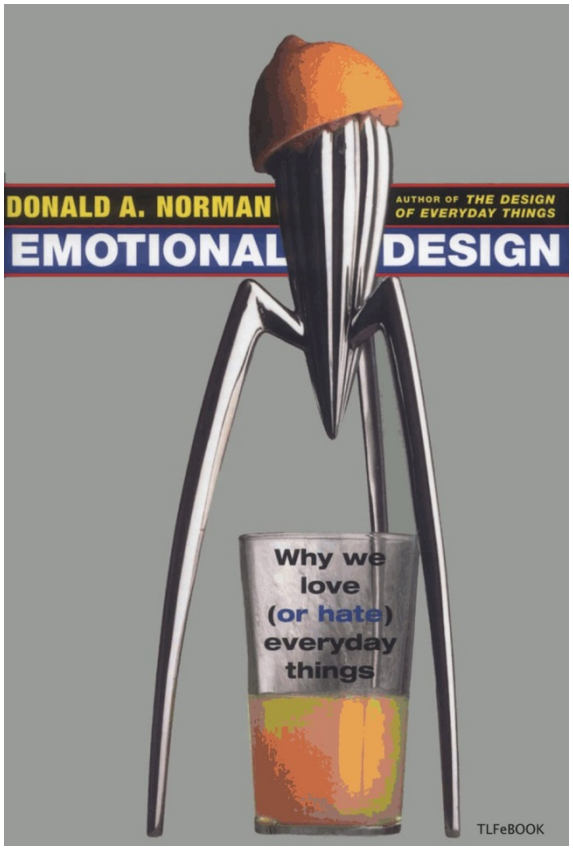
- Donald Norman on Emotional Design

Argument 2 – functional is beautiful

We are better at thinking when we are surrounded by attractive things (sound familiar – it should!)

If we design things to have an emotional response when viewed, people will find them easier to work with and, when they encounter problems, be more willing to solve them

Aesthetics matter: attractive things work better!



Making Aesthetic Designs

So if you do want to make an aesthetic design, what can you do?

- Artists and graphic designers are trained, skilled people and most of you are probably not
- You might be lucky and already have some creative ability?
- You might want to develop your own creative ability?

Otherwise though, there are some simple “cheats” that can helps us all in designing modern user interfaces (and other products to some extent)

Remember though that design and aesthetic are fashions – they vary over time so you need to keep up with ideas like Flat Design and Material Design!

Lecture Summary

Prototypes are a vital part of the design process that allow us to gather feedback and are distinct from sketches in their intent

Low and high fidelity techniques can both be useful and elicit a huge variety of information and ideas form your users, they can also present your design to other people

As a designers you are commonly expected to be the person who “makes things look nice” and there are good, scientifically grounded reasons to do this

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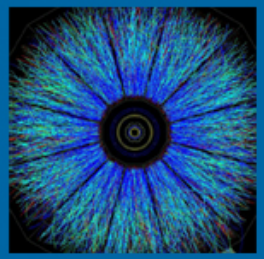
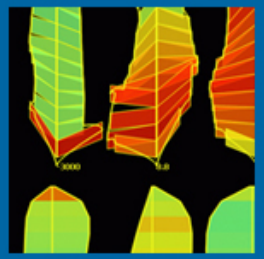
Optional: 7 Hints for UI design

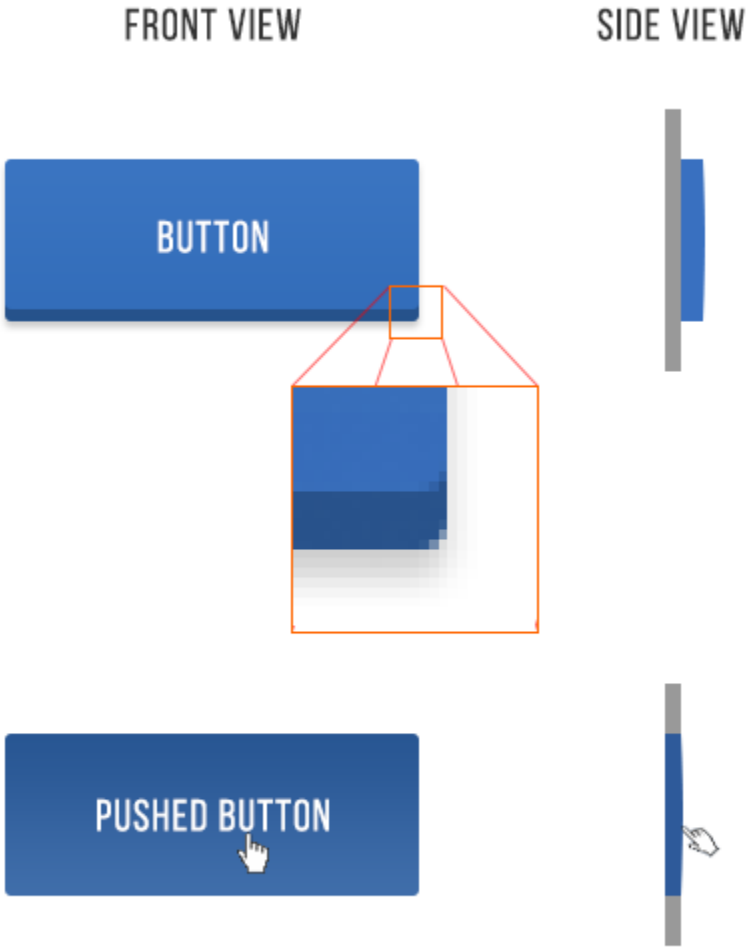
7 Hints for UI Design

Taken from 7 rules for creating a gorgeous UI which you should google and read if you ever need to create something “pretty”:

1. *Light comes from the sky* – drop shadows are beneath a menu item, don’t light your interface from below
2. *Black and White first* – your interface needs to work in greyscale, then thin about adding colour to it and add one colour at a time
3. *Double your whitespace* – give your work space to stand out and be seen and navigate!

7 Hints for UI Design

4. *Learn the methods of overlaying text on images* – overlay, blur, gradient darkening, scrim
5. *Make text pop and un-pop* –understand the factors at play when choosing a font (font style, weight, size, whitespace and what is modern) and always up-pop and down-pop text
6. *Only use good fonts* – good font selection radically changes how an interface appears and the character it has but to an untrained eye, the difference is hard to describe
7. *Steal like an artist!*


FRONT VIEW
SIDE VIEW
BUTTON
PUSHED BUTTON

QUARTZY

HOME TOUR PRICING LOGIN

Quartzy's Facilities module is an online interface for managing your shared equipment

The Quartzy Facilities module has been designed from the ground-up to help Administrators manage shared lab equipment.

FREE SIGNUP LEARN MORE

[ICON] OVERVIEW

[ICON] INVENTORY

[ICON] ORDER REQUESTS

[ICON] FACILITIES

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I'm a headline about this section

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From ⟷ To

FIND A ROUTE

HOW IT WORKS

God Is An Astronaut

Infinite Horizons

GENRES

- Alternative & Indie
- Blues
- Jazz
- Pop
- **Post Rock**
- Rap & Hip-Hop
- Shoegaze
- Soundtracks

PLAYLISTS

- 90's Music
- Inspirational
- My Top Rated

Tides From Nebula
Eternal Movement

God Is An Astronaut
All Is Violent, All Is ...

Explosions In The Sky
Prince Avalanche

Hammock
Kenotic

Mogwai
Hardcore Will Neve...

Mogwai
Les Revenants

Sigur Rós
Ágætis Byrjun

Mogwai
Rock Action

Caspian
You Are The Condu...

Godspeed You Blac...
Allelujah! Don't Ben...

Russian Circles
Empros

Do Make Say Think
Other Truths

This Will Destroy You
Young Mountain

Mono
Hymn To The Immo...

Sigur Rós
Kveikur

ACTIVITY

Arcade Fire Announce New Album Release Date

Listen to the new **Tides From Nebula's** single

The National stream new album **'Trouble Will Find Me'** online

TOP PLAYS

Mogwai
Hungry Face

Explosions In The Sky
Alone Time

God Is An Astronaut
Autumn Song

All Is Violent All Is ...

Mark Adams

AQUATILIS

EXPEDITION

INHALE

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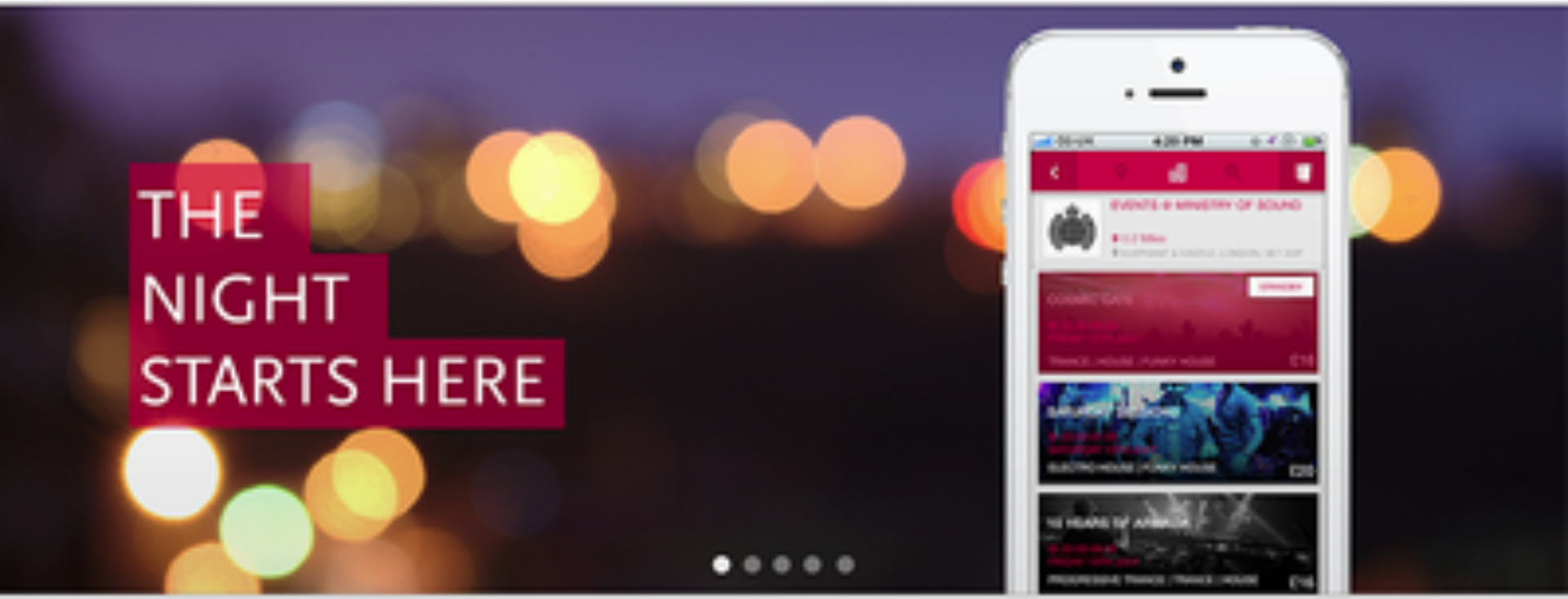

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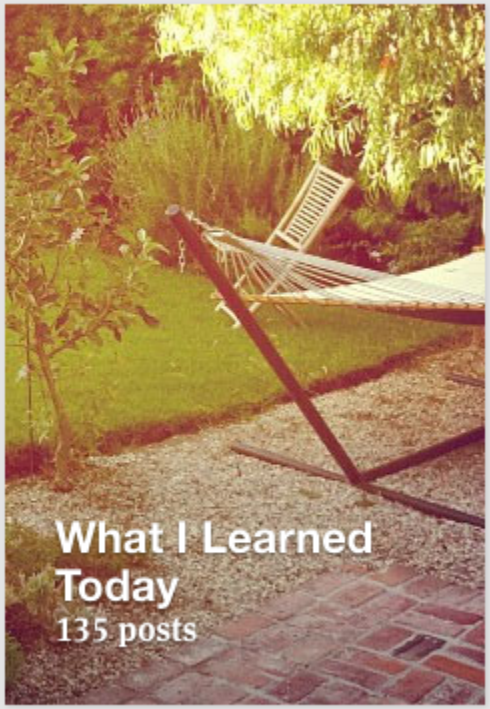
We Live in the Future
122 posts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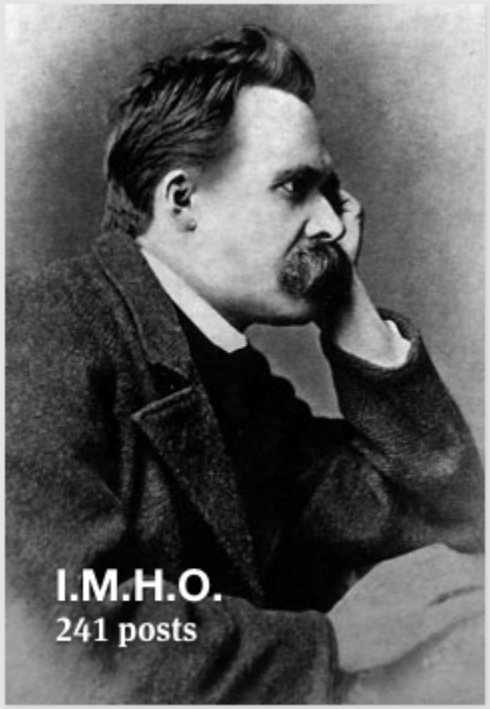
I.M.H.O.
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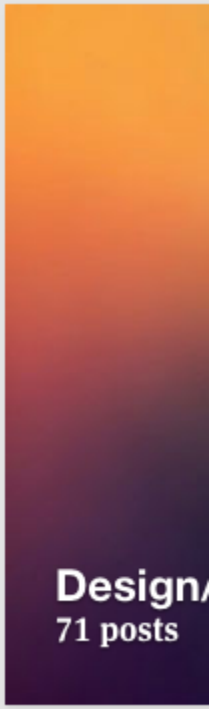
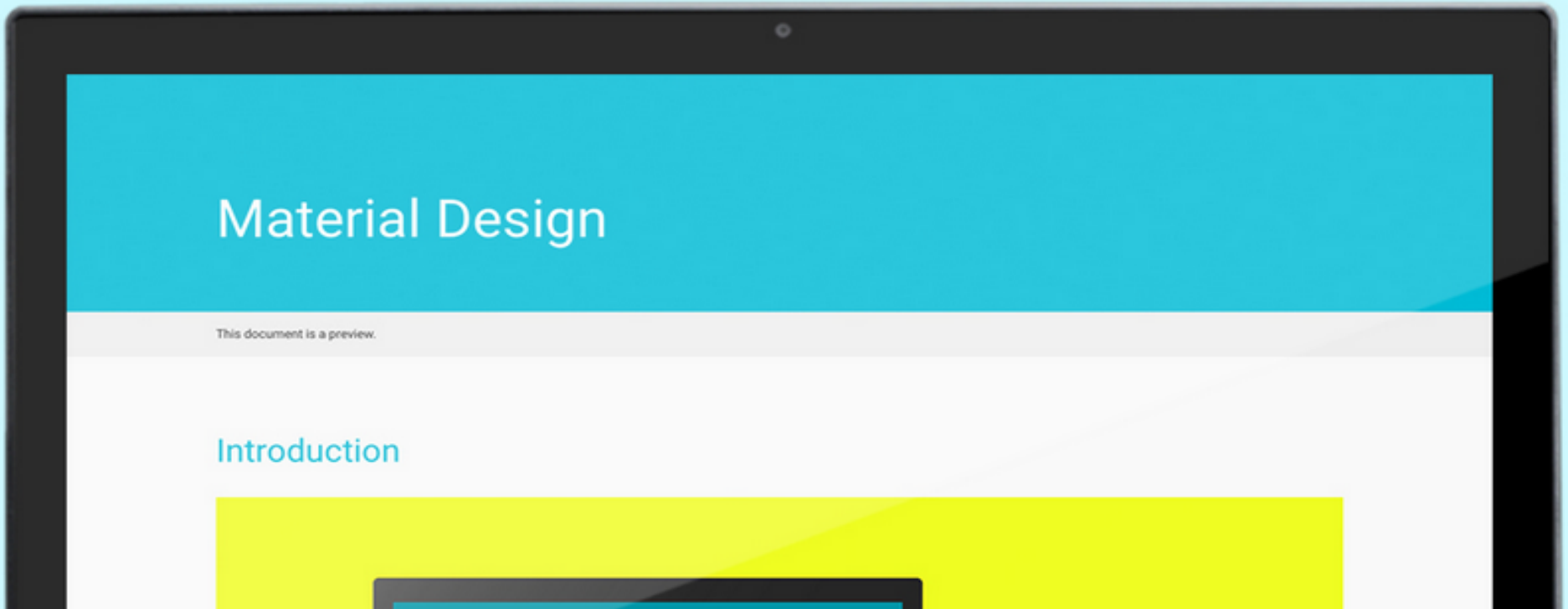

Design/
71 posts

Material Design.

e conceptualized and designed a new home for Google's universal design languag
brings the new spec to life on any size screen.



Let the fun begin by selecting from hundreds of design options to personalize your home.

7
HOMES

116
LAYOUTS

2,304
POSSIBLE COMBINATIONS

Explore Customization Options

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

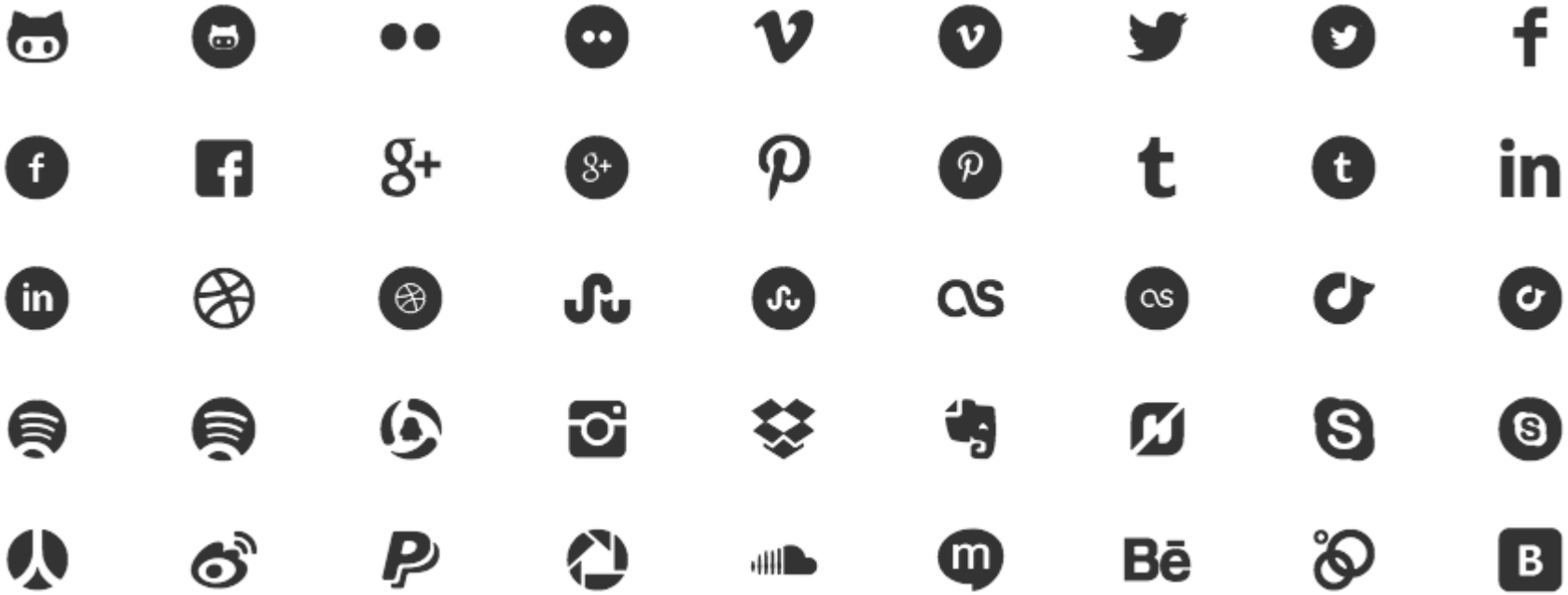
PENULTIMATE

THE SPIRIT IS WILLING BUT THE FLESH IS WEAK

SCHADENFREUDE

3964 ELM STREET AND 1370 RT. 21

THE LEFT HAND DOES NOT KNOW WHAT THE RIGHT HAND IS DOING.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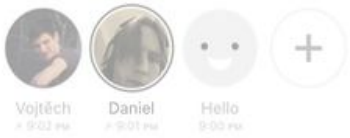
FLAT UI DESIGN



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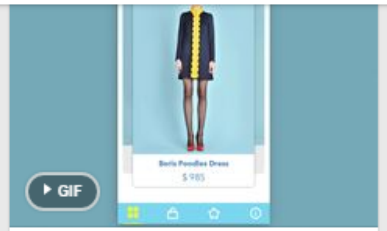

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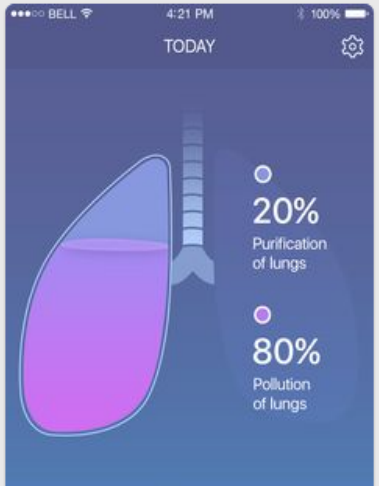

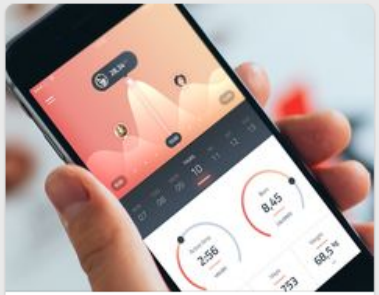

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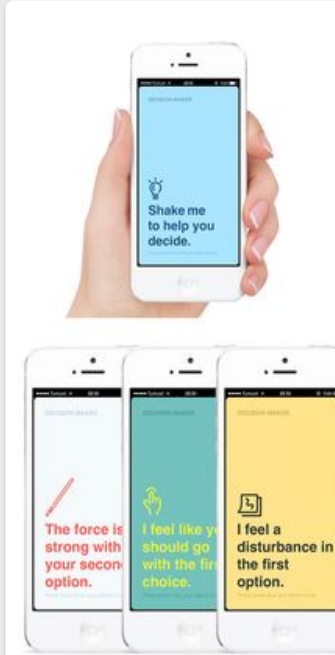
As part of a workshop with the Reuters Fundation, we create a app concept for the press. Art Direction: Benjamin Vimont & Marthe Siestrunck iOs Development:

Local Discovery app concept by Pavel Maček

14 2



Trends for UI: Animated Concepts, Menus, SVG graphics and more

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40 Creative Resume Designs You'll Want To Steal in 2016

Last Updated on January 27, 2016

130
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What if you want to express yourself through your CV?

Plenty people do, and the result is some stunning CV's that potential employers are reading. Below I've round-up 40 incredible and creative resume designs that some great designers have created for themselves from DeviantArt.

I truly hope that these designs will inspire you to create your own stunning piece of work to represent yourself.Are you a web designer and you need some good tips on how to create a good portfolio page? Find out which are nine of the most important elements every portfolio page needs.

So What Are The Most Creative Resume Designs Created?

1. Resume by xiruxiru

The designer here has used fruit, and the caption "Full of Vitamin Creativity" to appeal to

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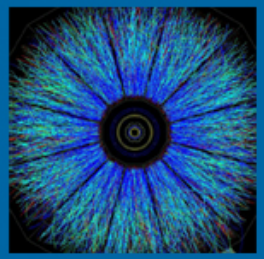
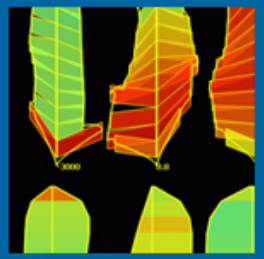
Participatory Design

Lecture Summary

We’re going on a day trip away from classical UX design to talk about a contrasting design method – participatory design

Participatory design has a lot to say about the UX focus on Experience and the ideas and theory are useful background when doing design work

Participatory design is more of a buzzword than

- Originally called Scandinavian Design, an approach born in a specific political context that said workers must have a say in the design of any technology they use

- Democratises the design environment by respecting the user as an expert in their work

- Specific methods used include
  - Brainstorming
  - Focus groups
  - Low fidelity prototype construction
  - Rapid prototyping

- European approach (democratisation and control in the workers hands) vs American approach (a tool to improve design and gather information)