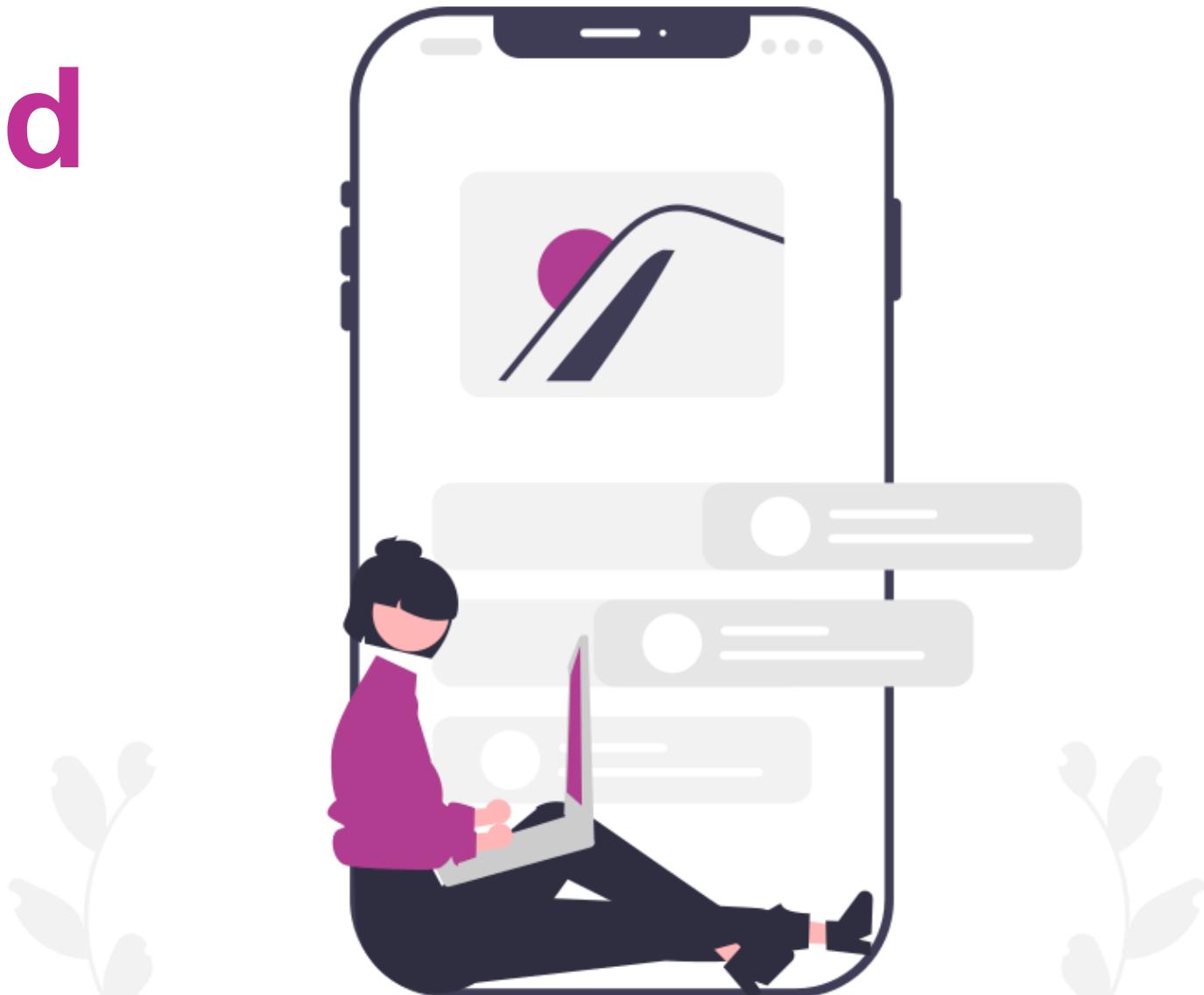




Advanced Application Development:  
Design Essentials

# Week 6: UI and branding

Fleur Oudenampsen



## Today's topics



- Accessibility day
- Assignments
- Branding
- UI design principles
  - Decisions to make regarding UI
  - Gestalt
- UX workshop information



# 04 april Deventer

09.30 until 10.00 in CO.76 kick-off by Iris and Danique, organizers of the event

## Group 1 (international students) 10.00h until 12.15h

OTSWO D3.26 **TBD**

This will be announced as soon as possible.

## Group 2 (Dutch students) 10.00h until 12.15h

D2.59 Introduction: accessibility and its impact on the life of a person with a disability

D3.23

Workshop #1 - Visual impairment

D3.25

Workshop #2 - Motor disability

12.15h until 13.15h lunchbreak

## Group 1 13.15h until 15.30h

C1.89 Introduction: accessibility and its impact on the life of a person with a disability

D3.23

Workshop #1 - Visual impairment

D3.25

Workshop #2 - Motor disability

D3.59

Workshop #3 - Visual impairment and auditory disability

D3.51

Workshop #4 - Cognitive disability

## Group 2 13.00h until 15.30h

OTSWO D3.26 **Kadaster**

How do you get an A score for accessibility? Collaborating in a project with designers and engineers with the goal of accessibility





di 02 april **Enschede**  
do 04 april **Deventer**

Ben je student bij hbo-ict en geïnteresseerd in inclusie? Nieuwsgierig naar hoe je hier als software engineer een rol in kunt spelen? Geef zo snel mogelijk je voorkeur door via de qr code.

SCAN ME



# dag van de toegankelijkheid bij hbo-ict

i n s a m e n w e r k i n g m e t s t i c h t i n g a c c e s s i b i l i t y

# Part 1

# Assignments

## About assignment 1

- Got an insufficient amount of points? Or want to do better?
- Hand-in a new version with the deadline of assignment 2 (15th April)
- **INCLUDE A CHANGELOG** > no changelog is NO new grade

## About assignment 2: 15th April

### Hand in

- Fully designed and clickable prototype in Figma (with WORKING link, make sure access is correct).
- First iteration of your presentation of all three modules that is needed for assessment (maximum 15 minutes).
- Research report on design choices you made with a **strict** maximum of 10 pages that contains at least
  - Your design choices (use references!)
  - User stories based on your requirements list from assignment 1
  - How you applied Nielsen and Norman usability heuristics
  - Evaluation of your UX design using at least three research methods

# Prerequisites

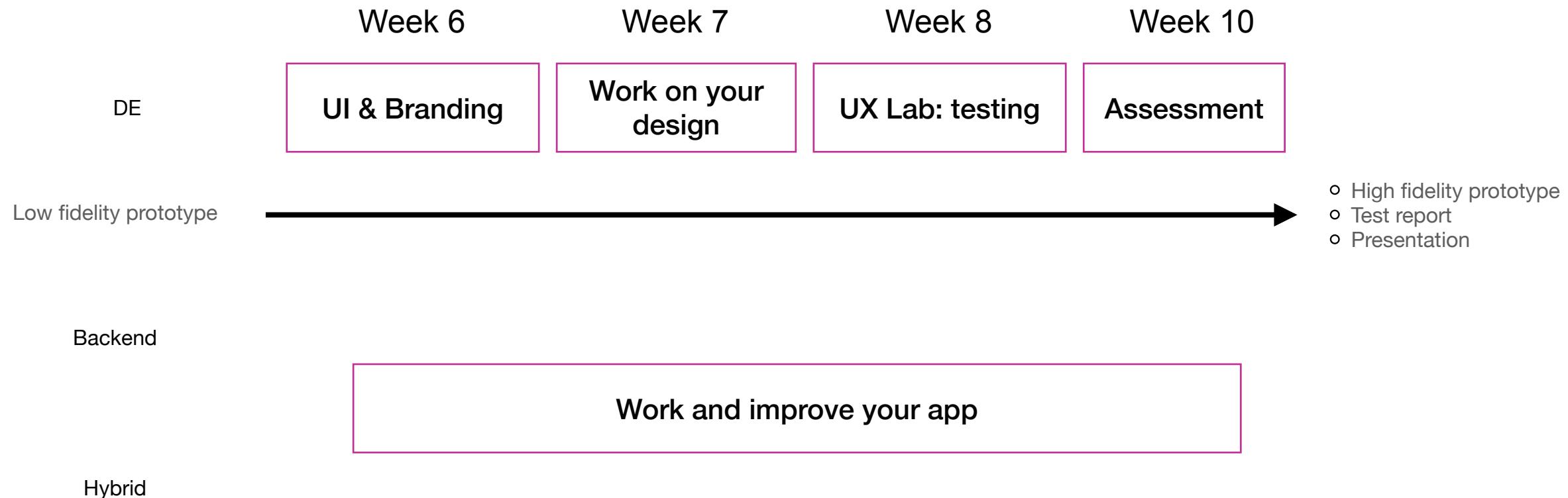
## Prerequisites to get a grade:

- The full-prototype is connected and a working and accessible Figma link is provided
- The Nielsen and Norman heuristics are applied
- The UX design is tested with at least 3 research methods
- Presentation is included
- References are included
- The entire document is 10 pages at maximum

## Week 6-10: the structure



## Week 6-10: the structure



# Part 2

# Branding

## A little background story

The term “archetype” means *original pattern* in ancient Greek. Jung used the concept of archetype in his theory of the human psyche. He identified 12 universal, mythic characters archetypes reside within our collective unconscious.

Jung defined twelve primary types that represent the range of basic human motivations. Each of us tends to have one dominant archetype that dominates our personality.

*(More background for you eager beavers: branding professionals learned what the best brand makers knew intuitively: in order to connect brands with people, they should somehow act like people. Margaret Mark and Carol Pearson understood this from working in global brands, and in their book *The Hero and the Outlaw* described what became known as brand archetypes following Jung's lead.)*

# Carl Jung and the 12 archetypes: tools for branding

Goal: use intelligence to understand the world

Fear: being misled

Strategy: searching information

Weakness: losing themselves in the details

Motto: truth will set you free

Movie character?



INNOCENT	WISE	EXPLORER	REBEL
----------	------	----------	-------

Glass is always half full, life is beatiful

Spread knowledge

Living is the biggest adventure

My way or the highway

MAGICIAN	HERO	LOVER	JESTER
----------	------	-------	--------

Make dreams come true

Victory and Glory

Multi sensory experiences

Live for a laugh

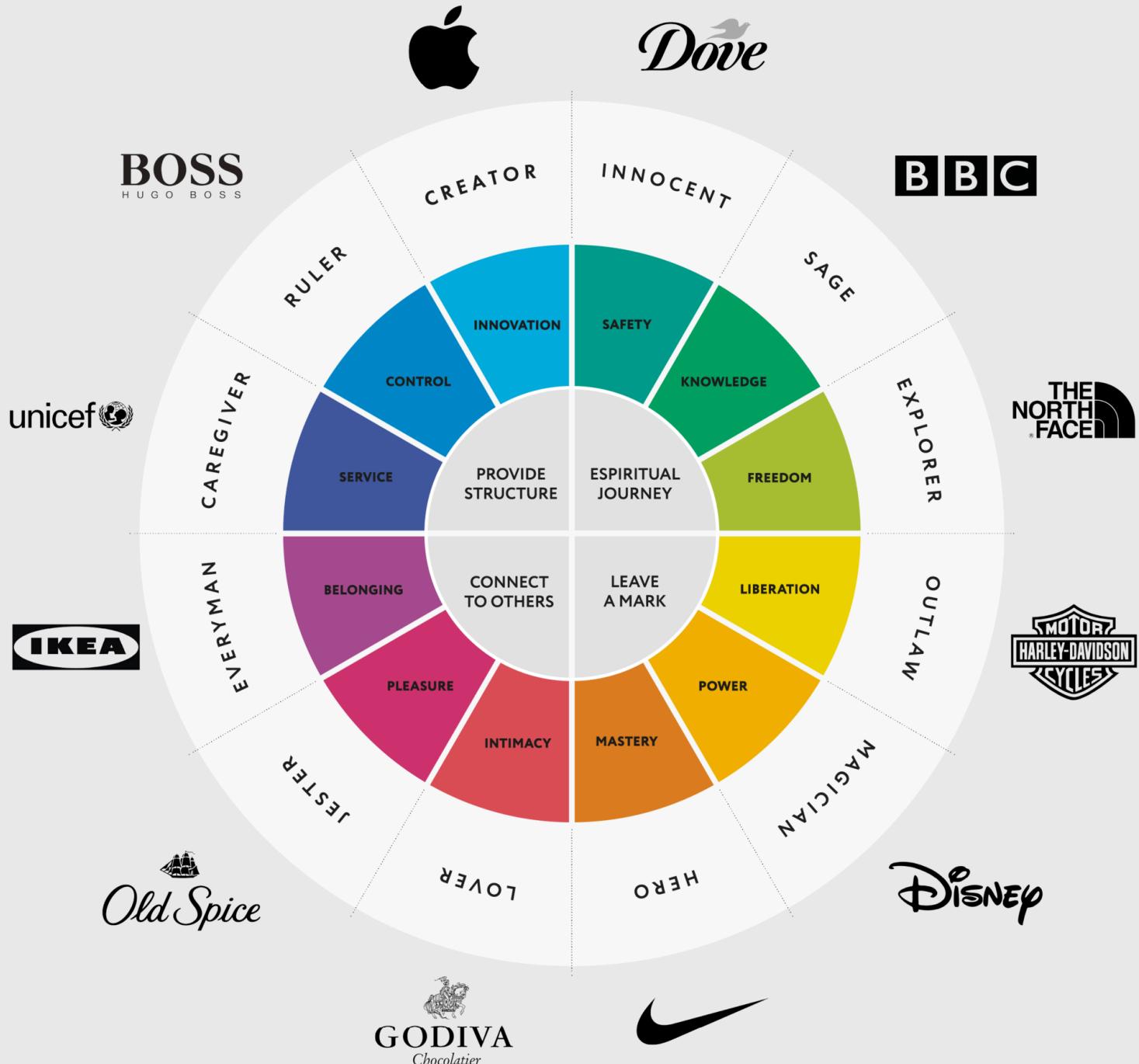
EVERYMAN	CAREGIVER	RULER	CREATOR
----------	-----------	-------	---------

To blend in is to stand out

For the greater good

I rule, you follow

Innovate and leave a legacy



the Magician (i.e. Disney) - make dreams come true

A photograph of the iconic Disney castle at sunset, illuminated from within with warm orange and yellow lights. The castle is reflected in a body of water in the foreground. The sky is a vibrant blue with wispy pink and purple clouds. In the background, there are rolling hills under a darkening sky.

WALT DISNEY  
STUDIOS

the Everyman (i.e. Ikea) - to blend in is to stand out



the Hero (i.e. Nike) - victory and glory



**the Innocent (i.e. Dove) - glass is always half full, life is beautiful**



 new Dove Firming.  
As tested on real curves.



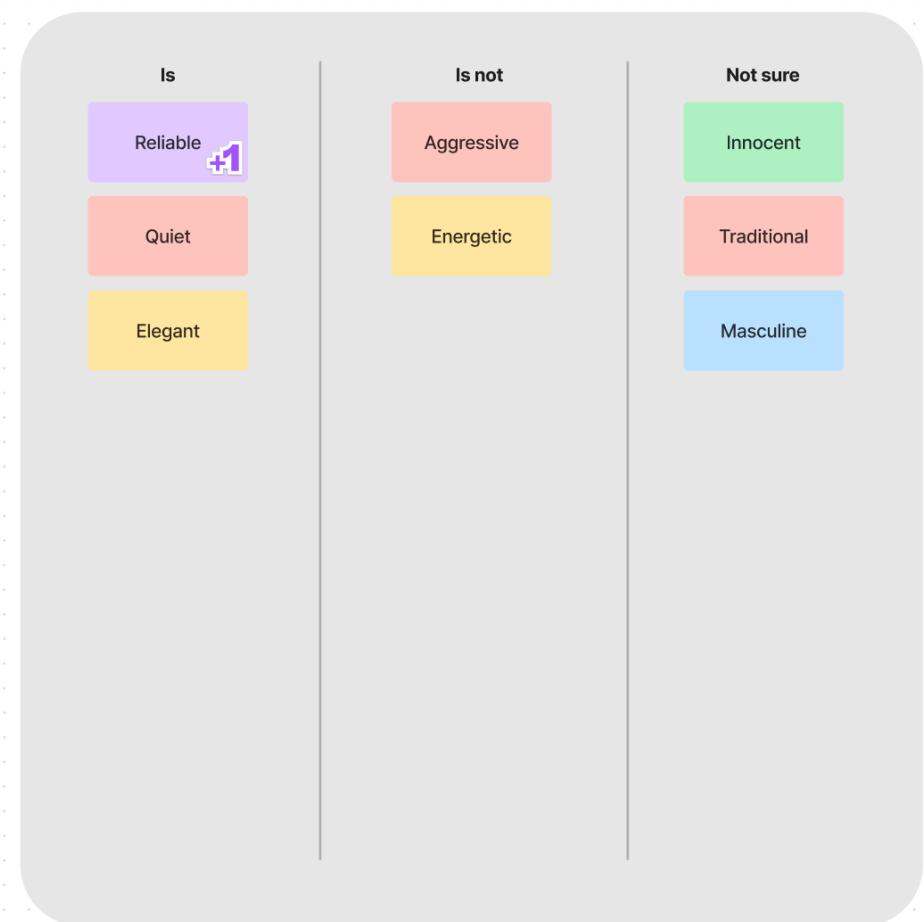
Dove  
Firming Range

**BUT, HOW ARE YOU GOING TO DETERMINE  
YOUR OWN TYPE?**

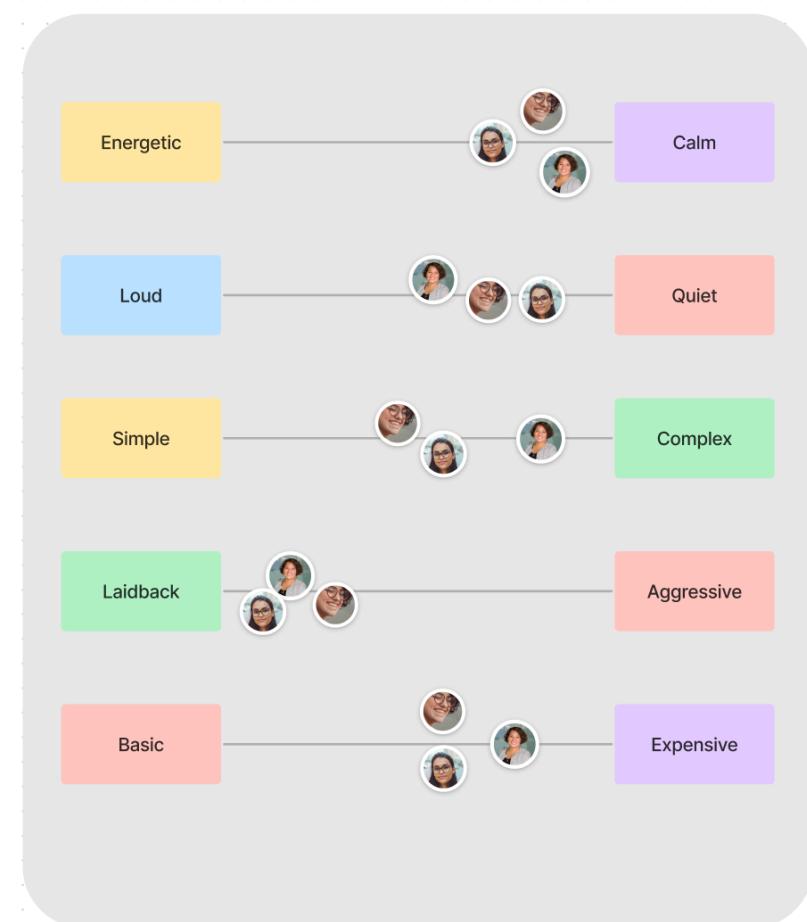
### Brand personality adjective cards

Simple	Fun	Complex
Serious	Traditional	Eccentric
Subtle	Dynamic	Loud
Quiet	Reliable	Innocent
Laidback	Aggressive	Feminine
Masculine	Elegant	Casual
Basic	Expensive	Energetic
Calm	Futuristic	Traditional

### Is or is not



### Brand personality spectrum



## Personality slider: to position your app



## In-class assignment (15 min)

- Determine the archetype of your app
  - Use e.g. the personality slider for this
- Discuss how this will influence your design



## Fun research material

- Take a look at:
- <https://mapandfire.com/field-guide/brand-archetypes/>



### SAGE

Wisdom. Intelligence. Truth seeking. Clarity of thought. Rational decision making. Prudence.

[Read More](#)



### MAGICIAN

Ability to dream enormous dreams. Mysterious powers of perception. Awe-inspiring intuition.

[Read More](#)



### JESTER

Wicked humor. Originality. Irreverence. Present moment awareness. Facile social skills.

[Read More](#)

# Part 3

# UI Design principles

**WE'VE GOT THE BRAND, LET'S DO SOME  
DESIGNING**

## Steps to take: design for non-designers

1. Find the color palette
2. Find the font
3. Start with designing components
4. Use icons and illustrations
5. Put things together

Taken from/more information:

<https://uxdesign.cc/design-for-non-designers-cc4af7a0d07d>

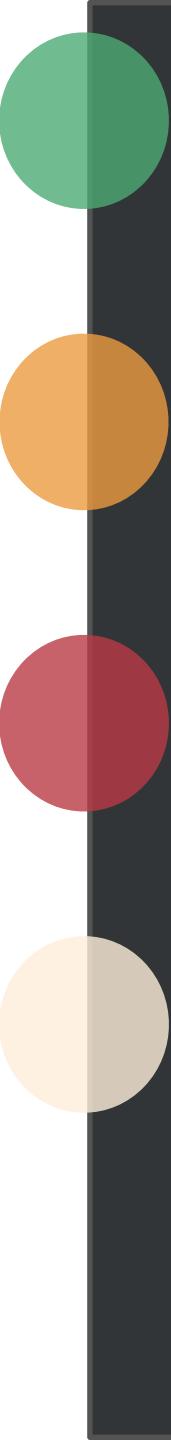
## Find the color palette

1. Find the color palette
2. Find the font
3. Start with designing components
4. Use icons and illustrations
5. Put things together

## Denotive colors



**Check if it works in dark mode**



## Denotive state

Error state



Success state



Disabled state



# Yes, they are really different

Error state



Success state

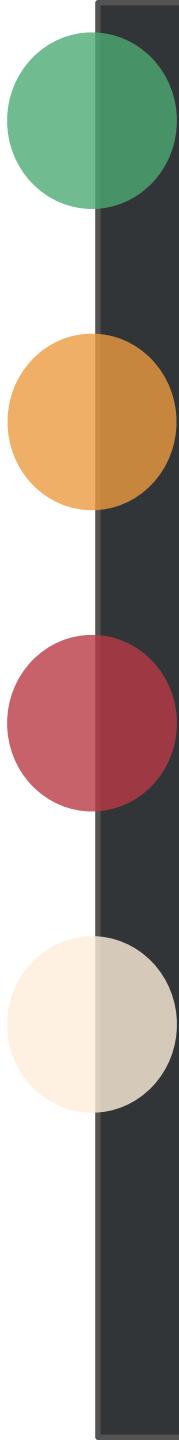


Disabled state



## Interactive colors

- Think about cognitive overload
- Learn the color once, apply in the rest of the experience

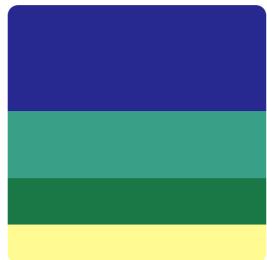


## Resources for colour palettes

<https://colorhunt.co/>

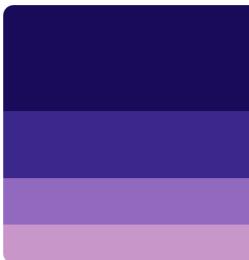
<https://coolors.co>

<https://www.instagram.com/colours.cafe/>



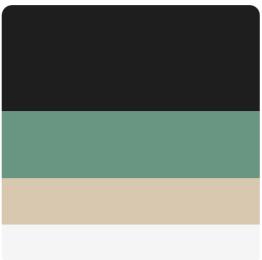
54

10 hours



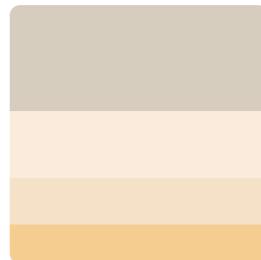
348

Yesterday



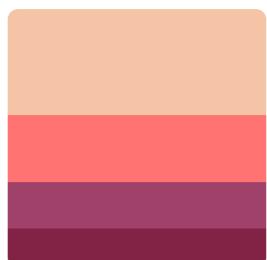
404

2 days



662

3 days



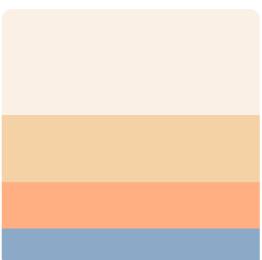
554

4 days



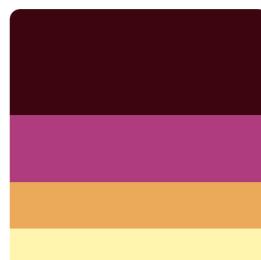
545

5 days



792

6 days



368

1 week

# Font

## 2. Find the font

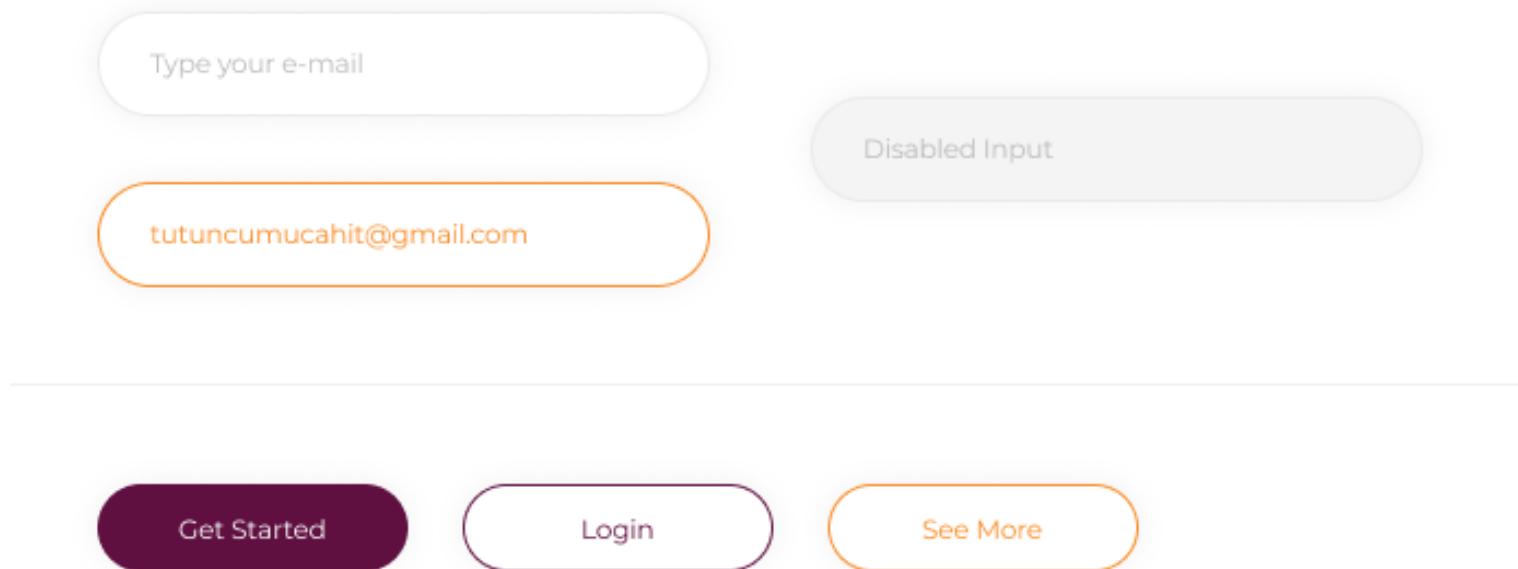
### Primary Font is Montserrat

Secondary font is Poppins, Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Check BB > DE > Materials for resources

# From standard (library/wireframes) to custom design

## 3. Start with designing components



Check BB > DE > Materials for resources

# Icons and illustrations

## 4. Use icons and illustrations

DON'T



### Easy Read

Lorem Ipsum is  
simply dummy text of  
the printing and  
typesetting industry.



### Easy Write

Lorem Ipsum is  
simply dummy text of  
the printing and  
typesetting industry.

DO



### Easy Read

Lorem Ipsum is  
simply dummy text of  
the printing and  
typesetting industry.



### Easy Write

Lorem Ipsum is  
simply dummy text of  
the printing and  
typesetting industry.

Check BB > DE > Materials for resources

## Icons and illustrations

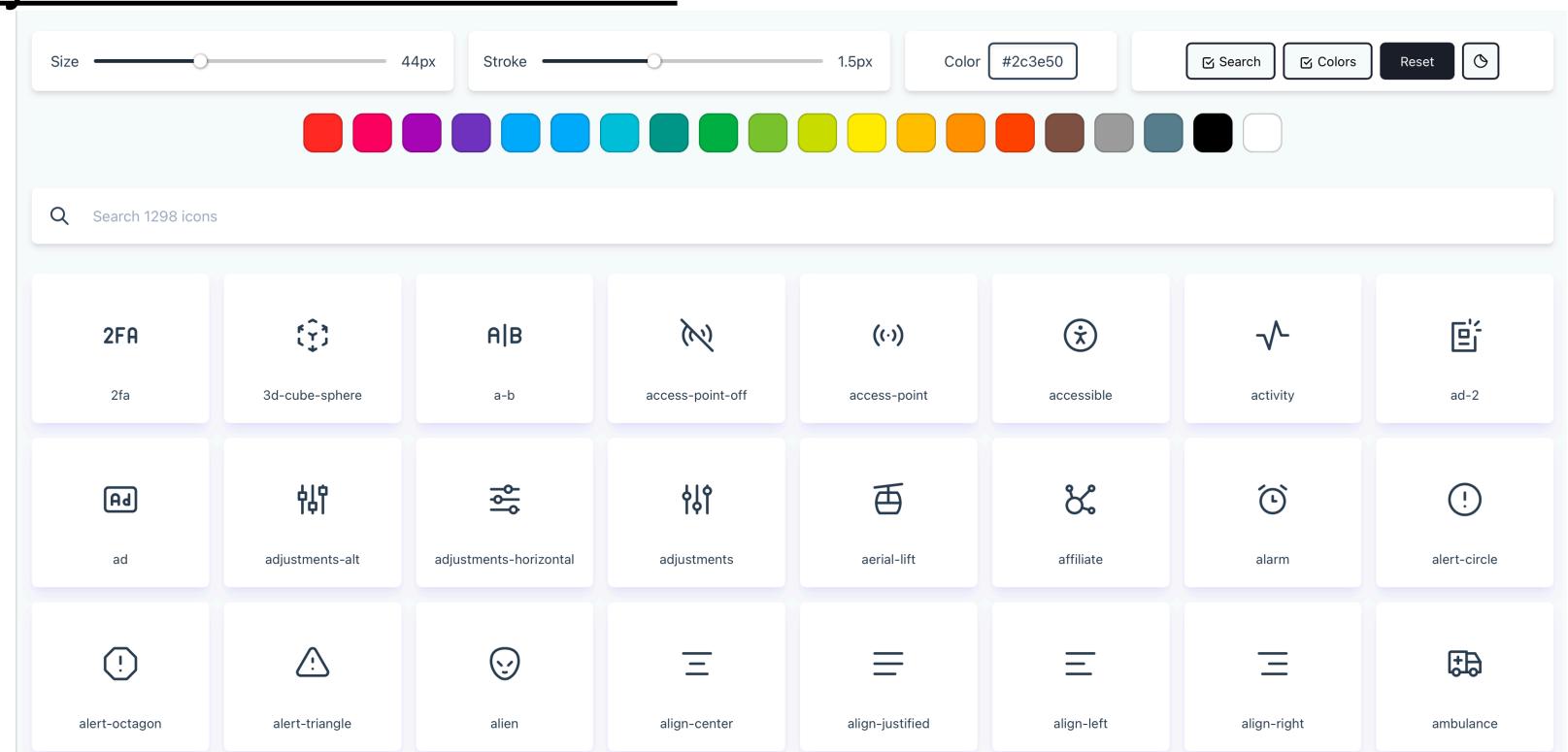
<https://icons8.com/illustrations>

<https://growwwkit.com/illustrations/phonies>

<https://undraw.co/illustrations>

<https://www.atipofoundry.com/fonts/bariol-icons>

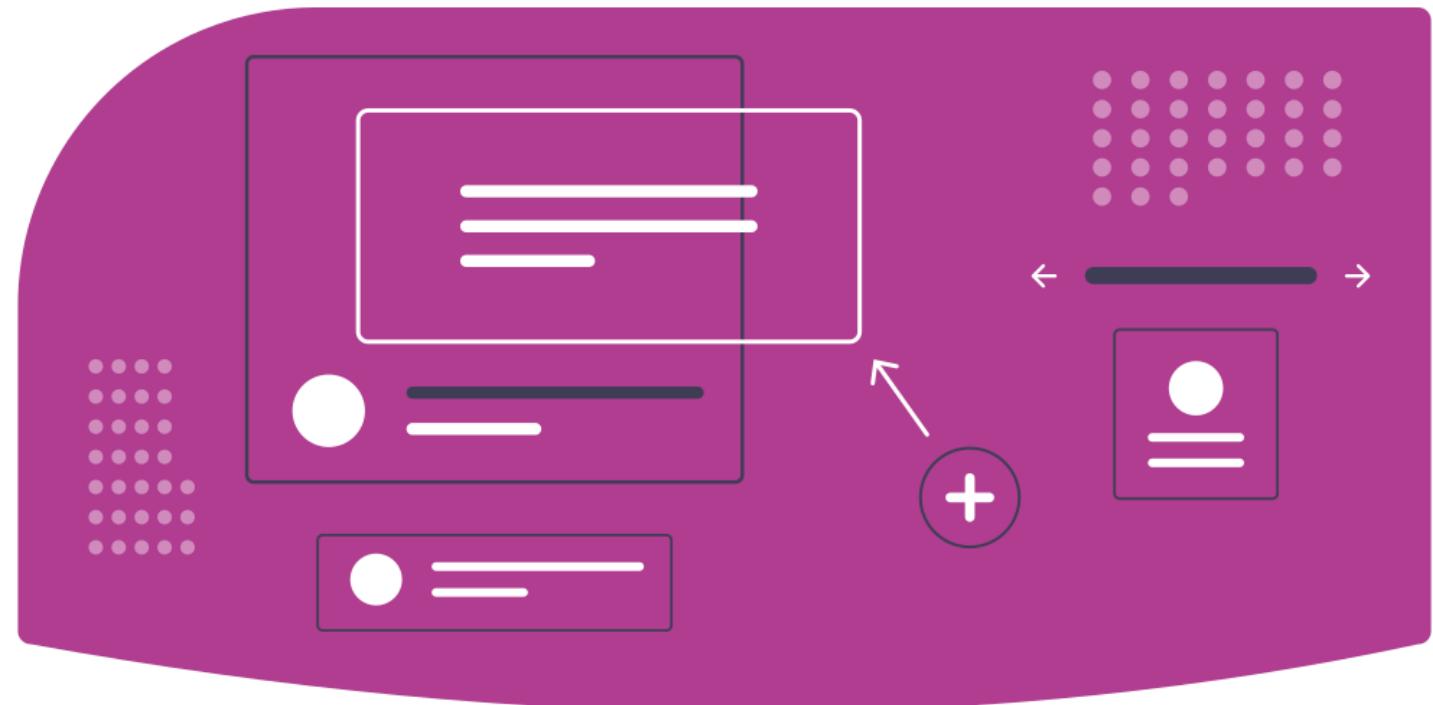
<https://tablericons.com>



## Put things together

### 5. Put things together

Take a look at Figma  
templates. A lot can be found  
on branding



# Part 4

# Gestalt principles

# Gestalt principles

- Laws of human perception
- Describe how humans group similar elements, recognize patterns and simplify complex images
- Used to organise information so users can easily understand the content.
- Influence hierarchy, informational grouping and readability



## PROXIMITY

*When objects placed together, the eye perceives them as a group.*



## SIMILARITY

*When objects look similar to one another, the eye perceives them as a group or pattern.*



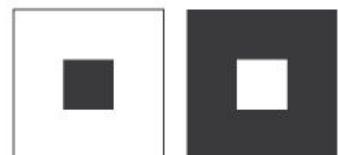
## CONTINUANCE

*The eye is compelled to move from one object through another.*



## CLOSURE

*When an object is incomplete or not completely enclosed.*



## FIGURE & GROUND

*When the eye differentiates an object from its surrounding area.*

More information: <https://www.interaction-design.org/literature/topics/gestalt-principles>

## In-class assignment (15 min)

- Research the principle
- Create a visual explanation of the principle
- Explain your principle in class using your visual explanation



### PROXIMITY

*When objects placed together, the eye perceives them as a group.*



### SIMILARITY

*When objects look similar to one another, the eye perceives them as a group or pattern.*



### CONTINUANCE

*The eye is compelled to move from one object through another.*



### CLOSURE

*When an object is incomplete or not completely enclosed.*



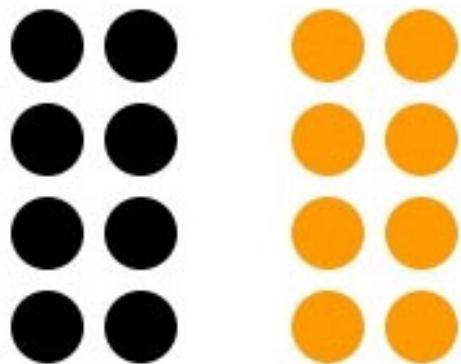
### FIGURE & GROUND

*When the eye differentiates an object from its surrounding area.*

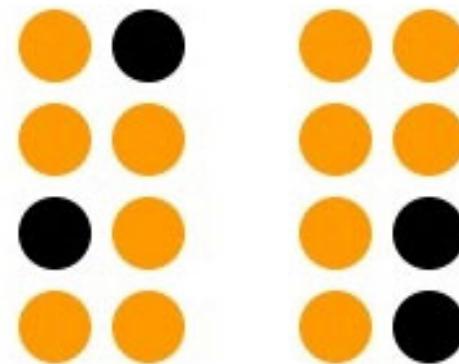
# Proximity

things that are close together on the screen are seen as related

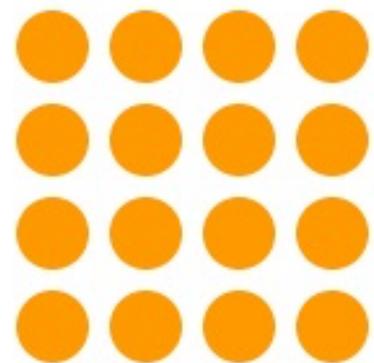
*These groups appear to be separated by color or contrast.*



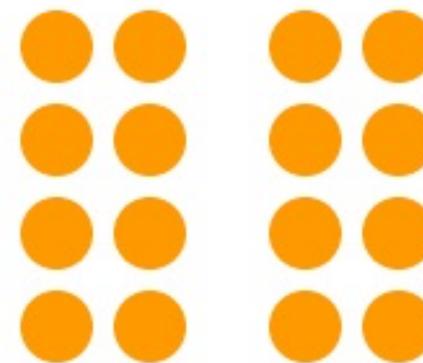
*Proximity overpowers other signals of distinction, as seen in this example.*



*This is perceived to be one group and the components somehow related to each other.*



*We perceive two groups here, and understand that there are differences between them.*



[Furniture](#) [Outdoor](#) [Dining & Entertaining](#) [Kitchen](#) [Decor & Pillows](#) [Rugs & Curtains](#) [Lighting](#) [Bed & Bath](#)

Cookware Sets	Knife Sets	Baking Utensils	Coffee Makers
Individual Cookware	Open Stock Knives	Cooking Utensils	Pour Over & French Press
Enamel Cookware	Steak Knives	Prep Utensils & Gadgets	Espresso Makers
Bakeware	Knife Sharpeners	Mixing Bowls	Teapots & Teakettles
Griddles & Grill Pans	Knife Storage	Cutting Boards	Coffee & Tea Accessories
Roasters & Lasagna Pans	Juicers	Thermometers & Timers	Coffee Mugs & Teacups
Dutch Ovens	Blenders	Wine & Bar Utensils	Sweets & Savories
Woks	Food Processors	Food Storage	Pantry Essentials
Pizza Pans	Mixers	Salt & Pepper	Cocktails & Beverages
Specialty Cookware	Toasters & Toaster Ovens	Cookbooks	
Pot Racks	Specialty Appliances	Colanders & Salad Spinners	
		Trash Cans	
		Utility & Kitchen Helpers	

**Shop by Brand**

**Cookware & Bakeware**

Cookware Sets  
Individual Cookware  
Enamel Cookware  
Bakeware  
Griddles & Grill Pans  
Roasters & Lasagna Pans  
Dutch Ovens  
Woks  
Pizza Pans  
Specialty Cookware  
Pot Racks

**Cutlery**

Knife Sets  
Open Stock Knives  
Steak Knives  
Knife Sharpeners  
Knife Storage  
**Grilling**  
**Appliances & Electrics**

Juicers  
Blenders  
Food Processors  
Mixers  
Toasters & Toaster Ovens  
Specialty Appliances

**Kitchen Accessories**

Baking Utensils  
Cooking Utensils  
Prep Utensils & Gadgets  
Mixing Bowls  
Cutting Boards  
Thermometers & Timers  
Wine & Bar Utensils  
Food Storage  
Salt & Pepper  
Cookbooks  
Colanders & Salad Spinners  
Trash Cans  
Utility & Kitchen Helpers

**Coffee & Tea**

Coffee Makers  
Pour Over & French Press

Espresso Makers  
Teapots & Teakettles  
Coffee & Tea Accessories  
Coffee Mugs & Teacups

**Kitchen Linens**

**Gourmet Food & Beverages**  
Sweets & Savories  
Pantry Essentials  
Cocktails & Beverages

**Top Rated Kitchen**

# Earn at least \$600 for your first 100 trips in Raleigh- Durham, guaranteed.\*

Must be completed within 90 days of sign up. See terms below.



I have a car  I need a car

First name

First name

Last name

Last name

Email address

Email address

Phone Number

Phone Number

Password

Password

Show

City

Raleigh-Durham ✓

By proceeding, I agree to Uber's [Terms of Use](#) and acknowledge that I have read the [Privacy Policy](#).

I also consent to receive calls or SMS messages, including by automated dialer, from Uber and its affiliates to the number I provide for informational and/or marketing purposes. Consent to receive marketing messages is not a condition to use Uber's services. I understand that I may opt out by texting "STOP" to 89203.

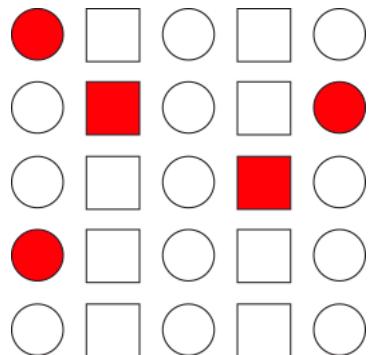
Sign up to drive

Already have an account? [Log in](#)

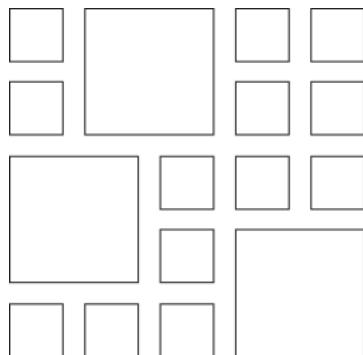
# Similarity

things that share visual characteristics such as shape, size, color, texture, value or orientation will be seen as belonging together.

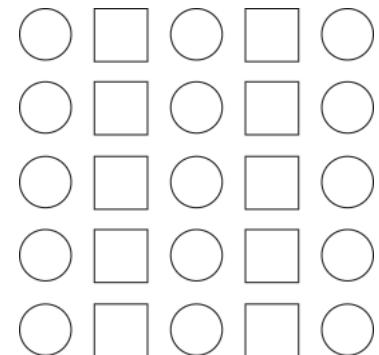
**color**



**size**



**shape**



[HOVERSTAT.ES](#)[ARCHIVE](#)[SUBMIT](#)

?

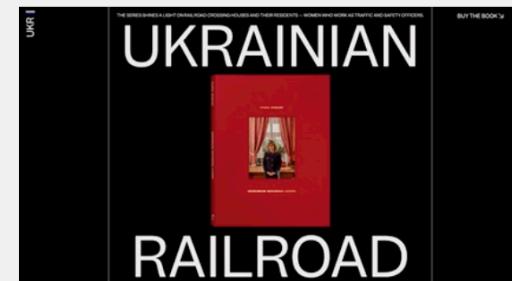
CREDITS → GILLIAN FINK



8 SEP 2020

[theweeknd.withspotify.com](https://theweeknd.withspotify.com)

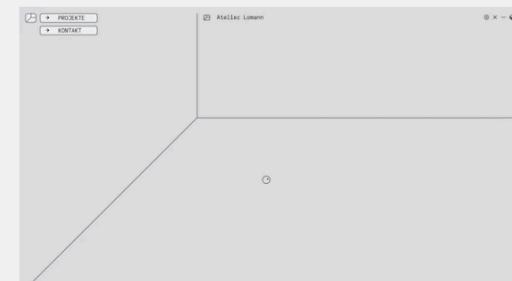
A classic Spotify generative microsite playing with that line between playful and eerie, this time using a Deepfake of The Weeknd that talks to you and knows everything about you.



7 SEP 2020

[railroadladies.com](https://railroadladies.com)

Play with the plethora of playful rollover animations and transitions on this promotional site for the book Railroad Ladies.



6 SEP 2020

[atelier-lomann.ch](https://atelier-lomann.ch)

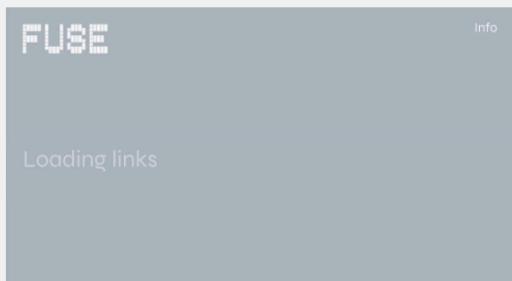
This portfolio design uses an XYZ axis as a flexible grid to organise the content for this product design studio.



23 AUG 2020

[bureau.cool](https://bureau.cool)

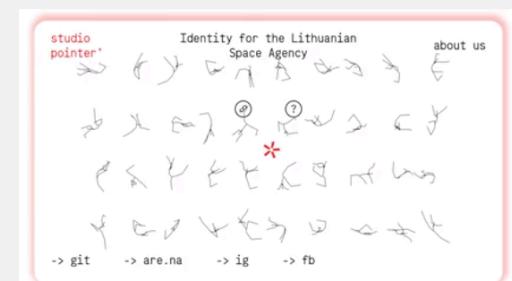
Bureau Cool's new portfolio includes Real-time visitor analytics and seamless video chapter selectors within each project.



20 AUG 2020

[fuse.blog](https://fuse.blog)

Interesting things on the internet with an interesting nav.



19 AUG 2020

[pointer.click](https://pointer.click)

Move the page around a single point rather than the mouse in this novel navigation for Studio Pointer.



10 AUG 2020

[amycharlton.com](https://amycharlton.com)

Play around in the weird and wonderful world that is Amy Charlton's portfolio site from hand-drawn browsers to drag and drop creatures.



9 AUG 2020

[bleached.info](https://bleached.info)

A zine for our times, this website utilises your scroll to transform a seemingly flat cover into a 3D book object which follows you down the page.

Email

James@stewart.connect

Password

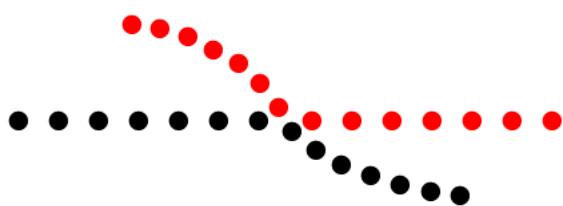
•••••••

LOGIN

By using our software you agree our  
[terms](#) and [conditions](#). For any assistance  
please visit [helpdesk](#).

# Continuance

the human eye moves naturally from one object to the other



Home

Profile

Shop >

Contact

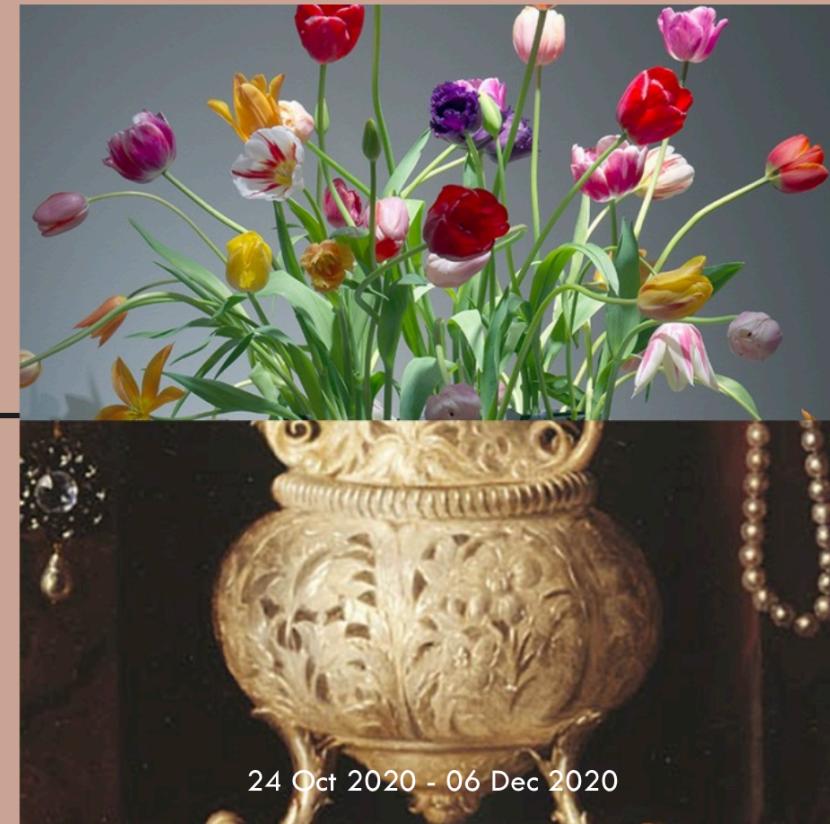
Help

Men >

Women >

Kids >

# UPCOMING



EXHIBITION

Museum in bloom - fall edition



EXHIBITION

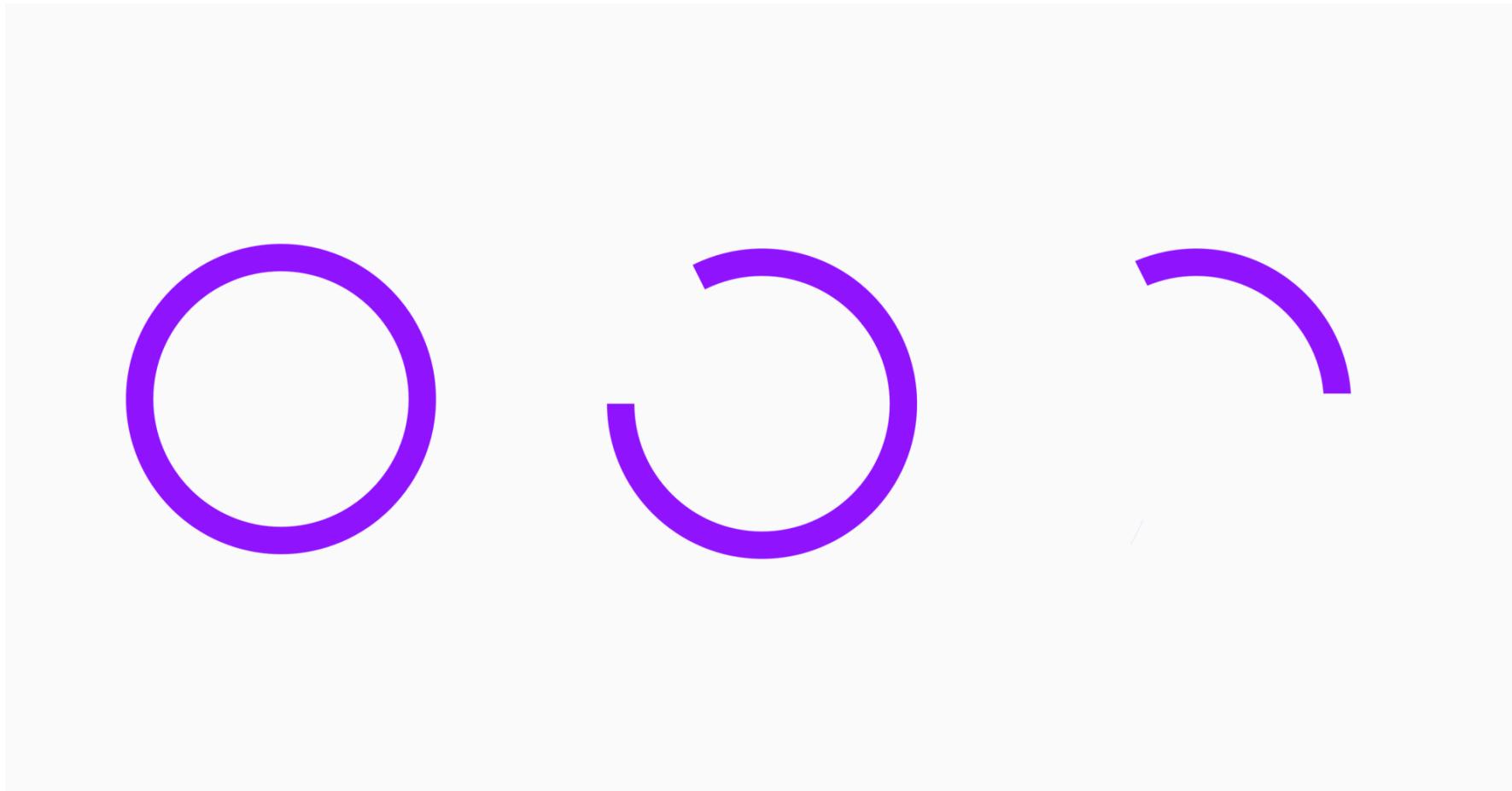
May it just be beauti



# Closure

the user perceives it as a full shape by filling in the missing parts









**WWF**

# Google



# Figure/Ground

the eye's tendency to separate objects from their background



# Ground

# Figure



## Putting a different ending

World famous and oscar winning movie Shape of the water loved by everyone, but what if this movie had different ending. Check out!



You can focus on this message because of this law.



## Far Most Gone

Trekking a journey from becoming a beginner to the professional. A journey toward freedom of self expression.



## Hidden chambers of love

Being loved is the best experience you can have.

# Part 4

# The UX lab and testing



## Week 6: welcome to the UX LAB



- Attached Files:
- UX lab 1 (ready for print).pdf (3.077 MB)
  - UX lab 2 (ready for print).pdf (3.046 MB)
  - UX lab 3 (ready for print).pdf (3.187 MB)
  - UX lab 4 (ready for print).pdf (2.456 MB)

Need to do some user testing?

- Use the [three pillars of Nielsen and Norman](#) for usability testing
- Pros and cons of think aloud testing [by Nielsen and Norman](#)
- Check if your color decisions are also perfect for people with colorblindness [with this simulator](#)
- Want to know what the first impression of your app (design) is? Do a [Five seconds test!](#)
- Can't decide on your best prototype? Let your users pick with A/B testing and read [a/b testing beginners guide](#)
- [Tips and tricks on user testing](#) (including some easy, low maintenance examples)
- 7 usability testing methods explained by [Adobe](#)
- [When to use which method](#) by N&N

Think aloud testing

- This webpage [shows an example](#) recording of a think aloud test (scroll down)

Prepare for next class

- Watch 'Black Mirror - Playtest' on Netflix
- Collect examples on either dark ux or accessibility and annotate them (put them in 8 pages max)
- Fill out your name in this [form](#)

# Why Usability Test?



**Uncover Problems**  
in the design



**Discover Opportunities**  
to improve the design



**Learn About Users**  
behavior and preferences

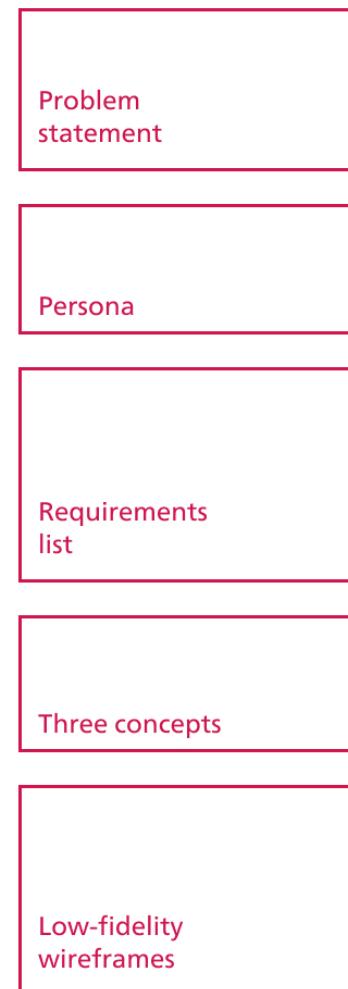
NNGROUP.COM **NN/g**

## From research to result start with brainstorming and end with deliverables for Front-end development

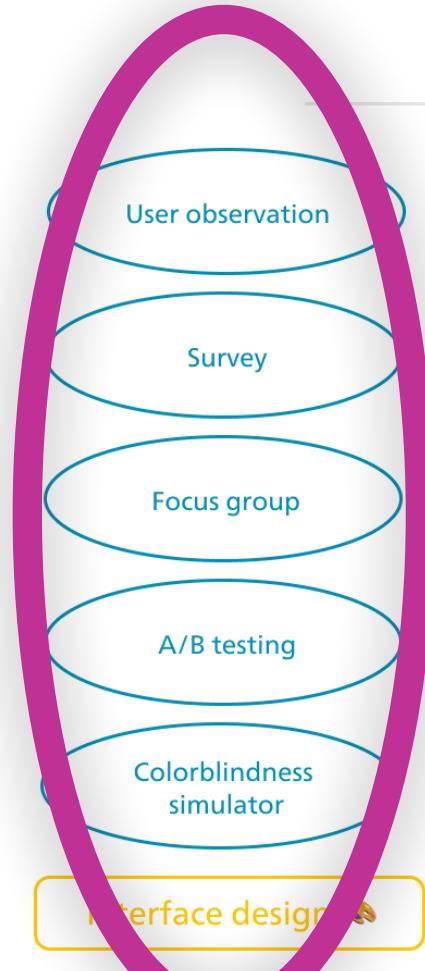
Step 1: pick one or more UX research method(s) (listed below are examples):



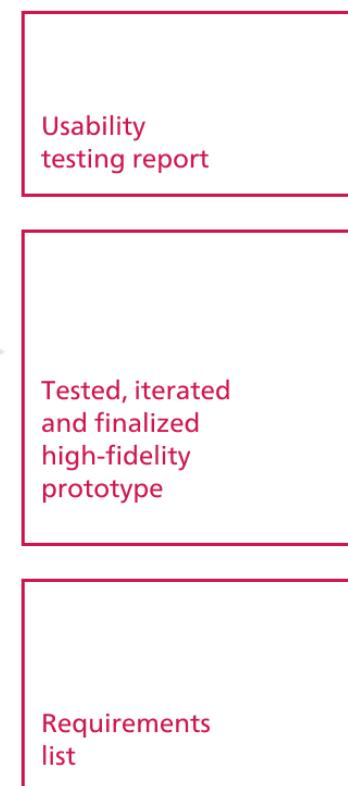
Step 2: collect results from step 1 and use your deliverables as input for your pitch.



Step 3: iterate and validate your UX design solutions with user feedback.



Step 4: finalize your UX design for your front-end hand in and final presentation.



## Pillar 1: Typical Users

- Recruit people similar to your target users
- Use a screener to select participants
- Exclude people who aren't a good fit



## Three pillars by Nielsen and Norman

Taken from: <https://www.youtube.com/watch?v=o29up51Sxs8>

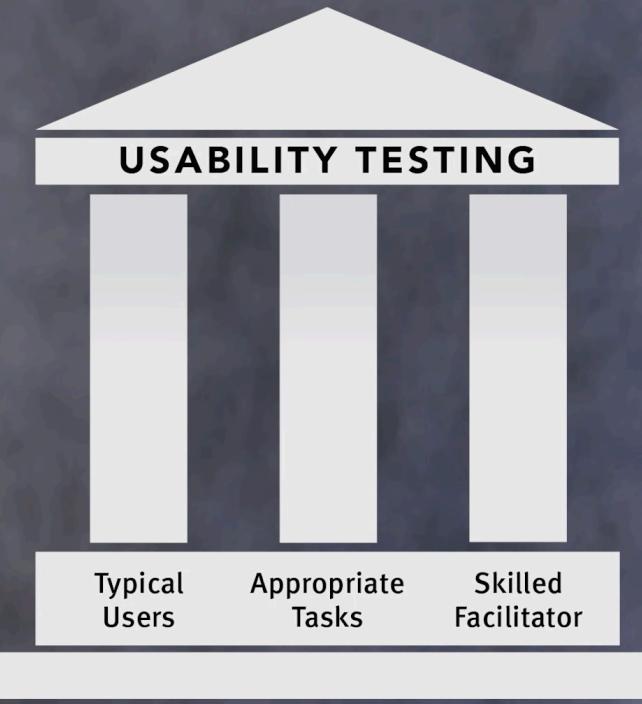
## Pillar 2: Appropriate Tasks

- Match tasks to research goals
- Don't give too many details
- Write user-centered tasks
- Add brief context



## Three pillars by Nielsen and Norman

Taken from: <https://www.youtube.com/watch?v=dkKS6aKEC6M>



## Three pillars by Nielsen and Norman

Taken from: <https://www.youtube.com/watch?v=h-jsE0oYYo>

Disclaimer

Usability testing IS NOT  
technical testing

## Next week: easter

- Watch tutorials on Figma
- Work on your high fidelity prototype
  - Include Nielson and Norman heuristics
  - Research and write about your design choices
- Prepare a version you will be testing during the UX lab
  - What do you want to know?
  - Prepare A/B tests