INTERFACES & USER EXPERIENCE

What is an interface?

Messages File Edit View Buddies Window Help
Wed 9:41 AM
Simon Pickford 9:41 AM
This Saturday, 9:00 p.m.
Amir Assadi, Ash... 9:36 AM
Yum!
Darla Davidson 9:28 AM
I'll bring the tiramisu!
Chris DelVillaggio 9:21 AM
Warren briefed me. Actually, it wasn't that brief.
Katie Ball 8:58 AM
FYI, the printer was already jammed when I got there.
Charles Parrish 1:37 AM
Perfect.
Greg Crane Yesterday
Nice seeing you. You're my favorite person to randomly...
Lara Grant Yesterday
Every meal I've had today has included bacon. #winning
Ryan Carbonetti Yesterday
The kids' soccer game is at 11. We have juice box duty.
To: Simon Pickford
Details
Today, 9:35 AM
I have some big news.
Well don't leave me hanging...
What is it?
Tim proposed!
Amazing! Congratulations!
New Event
Add Location
Home
Saturday, September 10, 2016
8 PM
9 PM
New Event
10 PM
11 PM
Details
Cancel
Add to Calendar
MacBook

“The shared boundary where
two different fluids or a fluid
and a solid meet,”

—James Thomson (fluid dynamics)
Continuity of States in Matter
(1912)

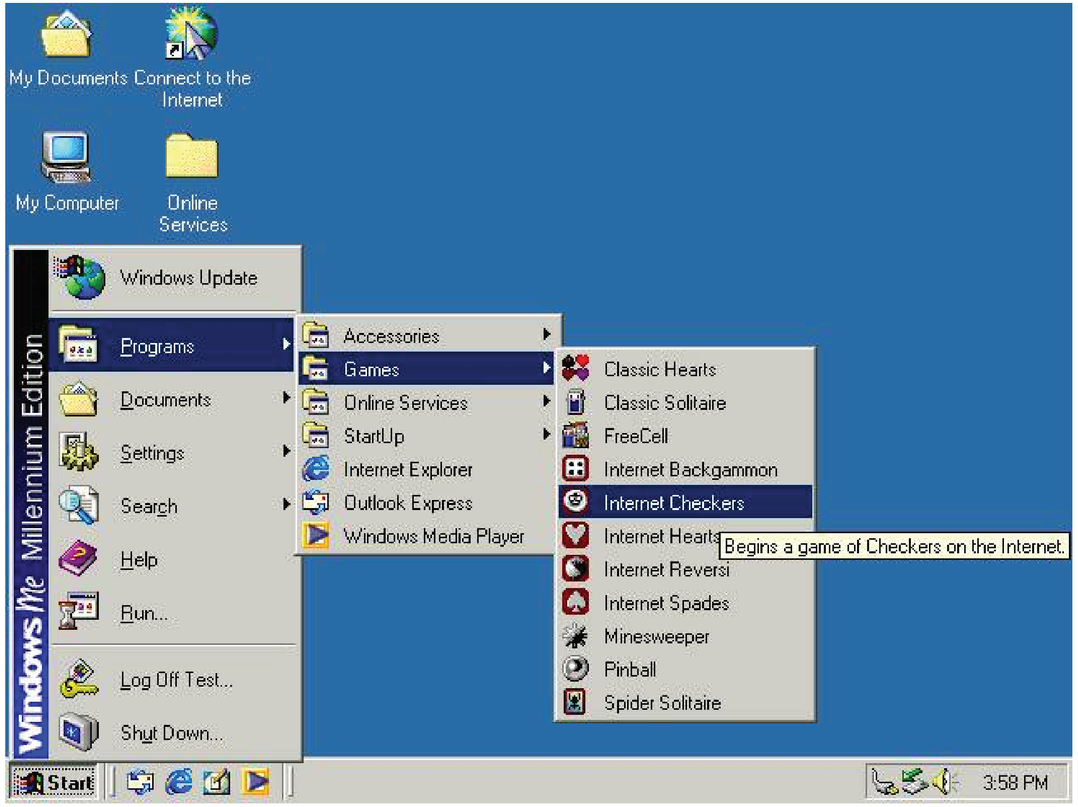
“Whatever ‘lies between’ is called interface, whatever allows us to link two different elements, to reconcile them, to put them into communication.”

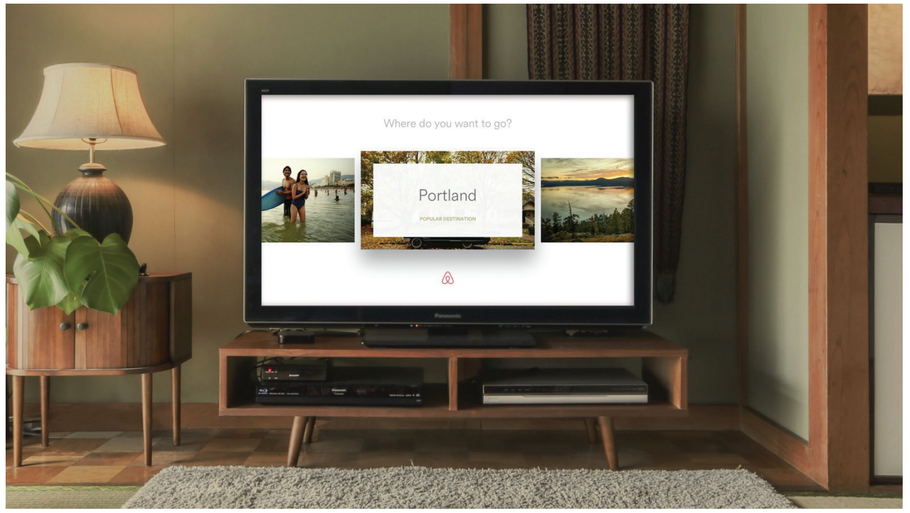
—Giancarlo Barbacetto
Design Interface (1987)

Spark Fun

M&Co.

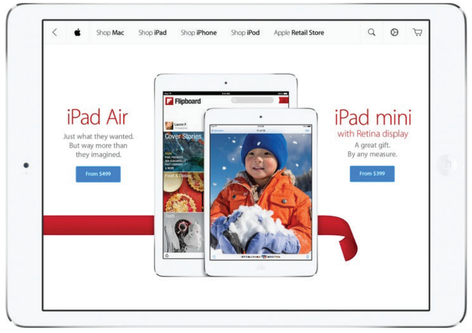
NARDI

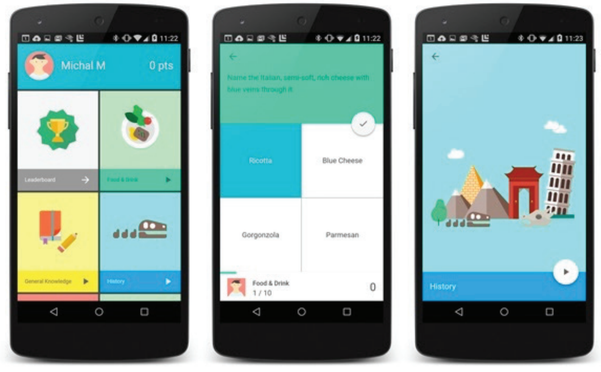

My Documents
Connect to the Internet
My Computer
Online Services
Windows Update
Programs
Documents
Settings
Search
Help
Run...
Log Off Test...
Shut Down...
Windows Me Millennium Edition
Accessories
Games
Online Services
StartUp
Internet Explorer
Outlook Express
Windows Media Player
Classic Hearts
Classic Solitaire
FreeCell
Internet Backgammon
Internet Checkers
Internet Hearts
Internet Reversi
Internet Spades
Minesweeper
Pinball
Spider Solitaire
Begins a game of Checkers on the Internet.
Start
3:58 PM

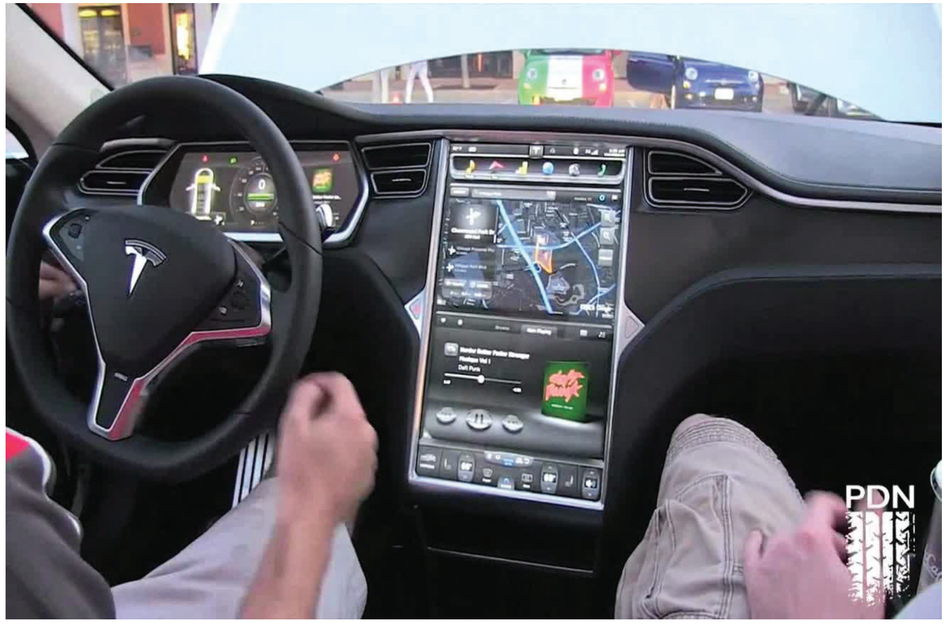

Where do you want to go?
Portland
POPULAR DESTINATION

Amy, 21
janlosert

nest
18
HEATING
20


Shop Mac
Shop iPad
Shop iPhone
Shop iPod
Apple Retail Store
iPad Air
Just what they wanted. But way more than they imagined.
From $499
iPad mini
with Retina display
A great gift. By any measure.
From $399


Michal M
0 pts
Ricotta
Blue Cheese
Gorgonzola
Parmesan
Food & Drink
1 / 10
History

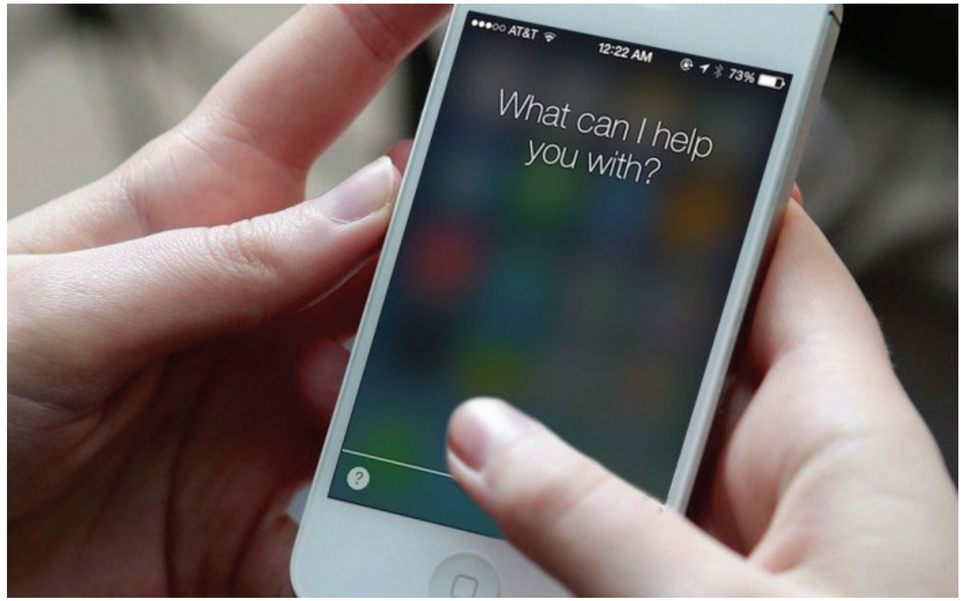

PDN

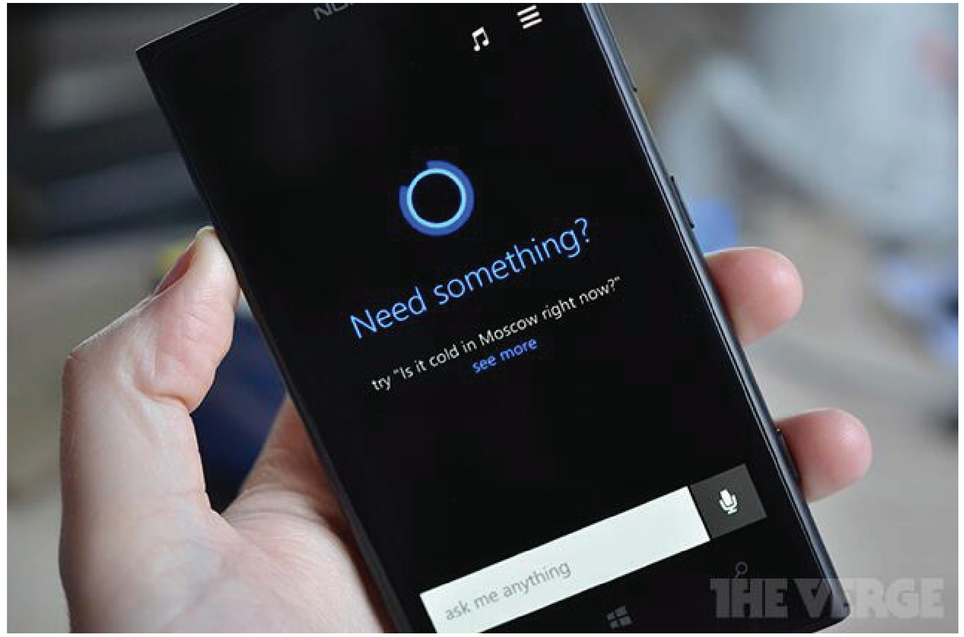
Gillette

GLAD

Tide

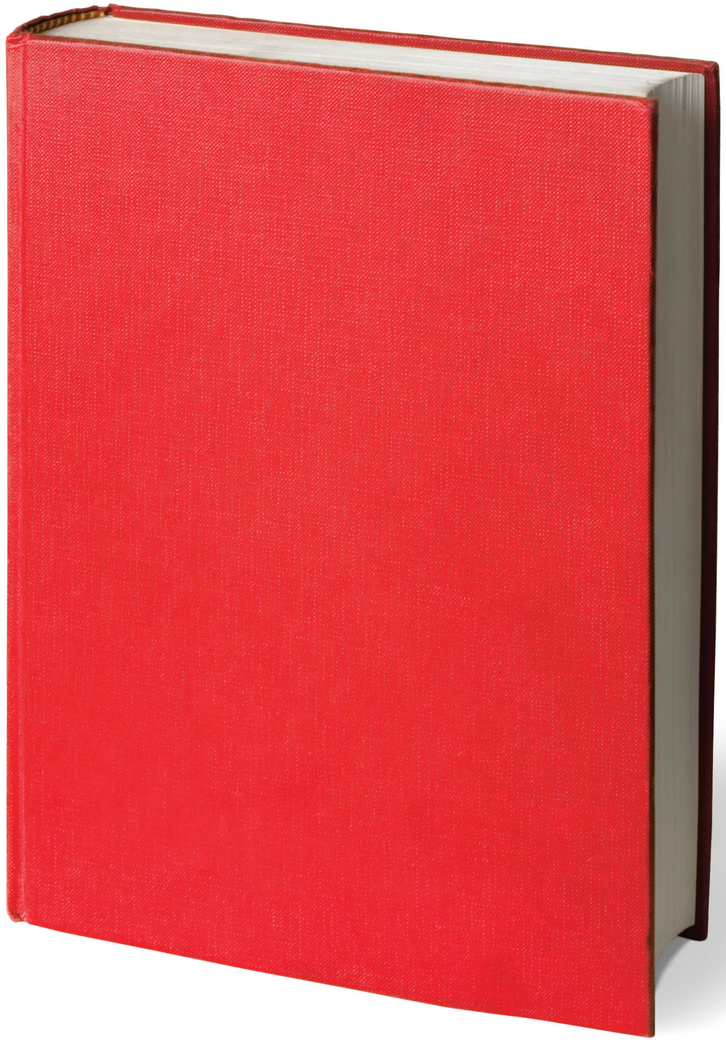
amazon


AT&T
12:22 AM
73%
What can I help you with?


Need something?
try "Is it cold in Moscow right now?"
see more
ask me anything
THE VERGE

“Whatever ‘lies between’ is called interface, whatever allows us to link two different elements, to reconcile them, to put them into communication.”

—Giancarlo Barbacetto
Design Interface (1987)

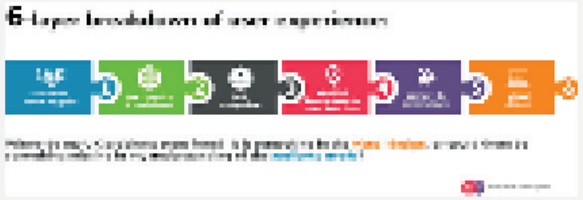


All graphic design is interface design.

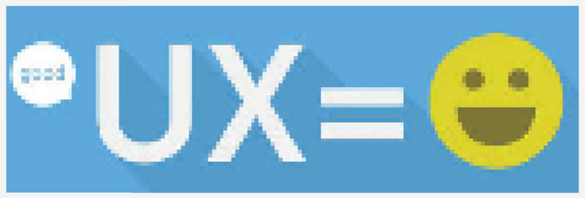
What is “user experience”?

Website
UX

USER EXPERIENCE
LOOK
FEEL
USABILITY


6-layer breakdown of user experience

UX


UX=

UX

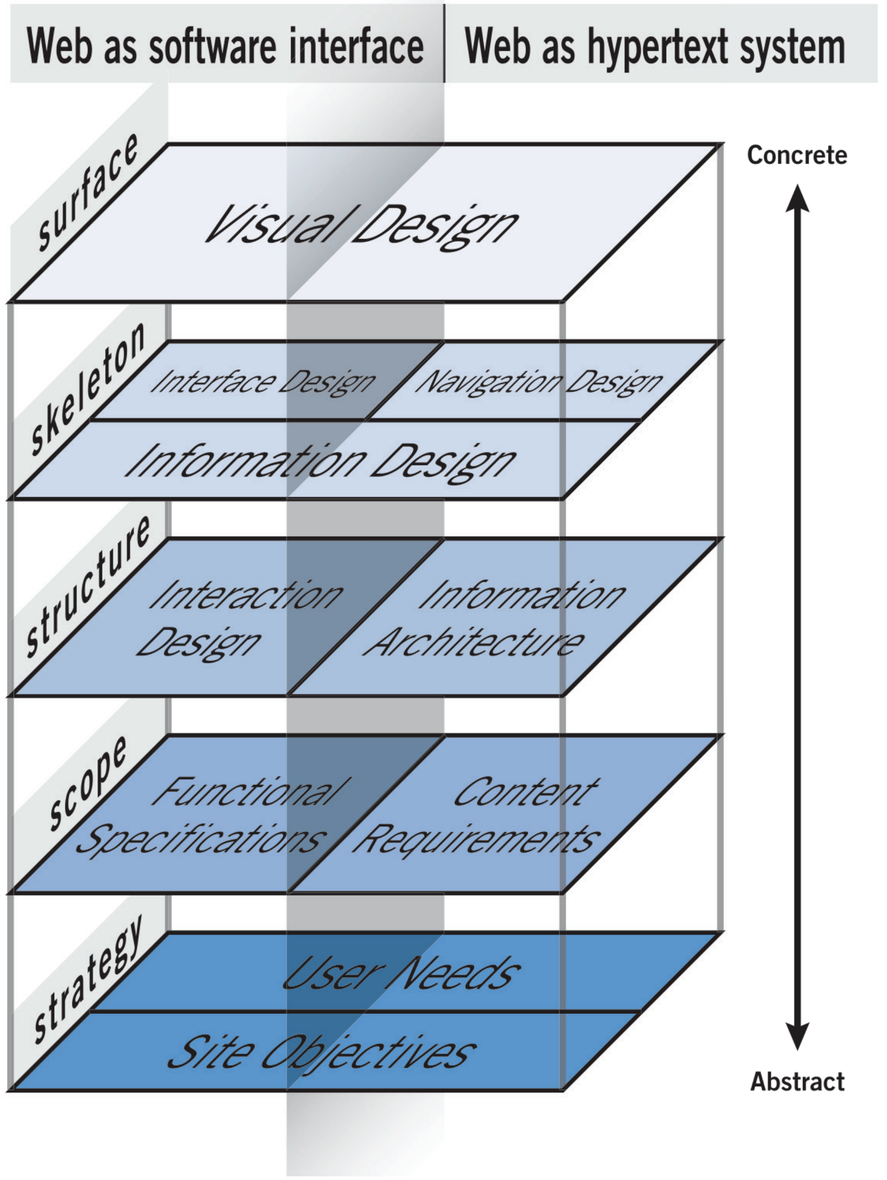
Business Needs
Customer Needs
UX

User experience
Design

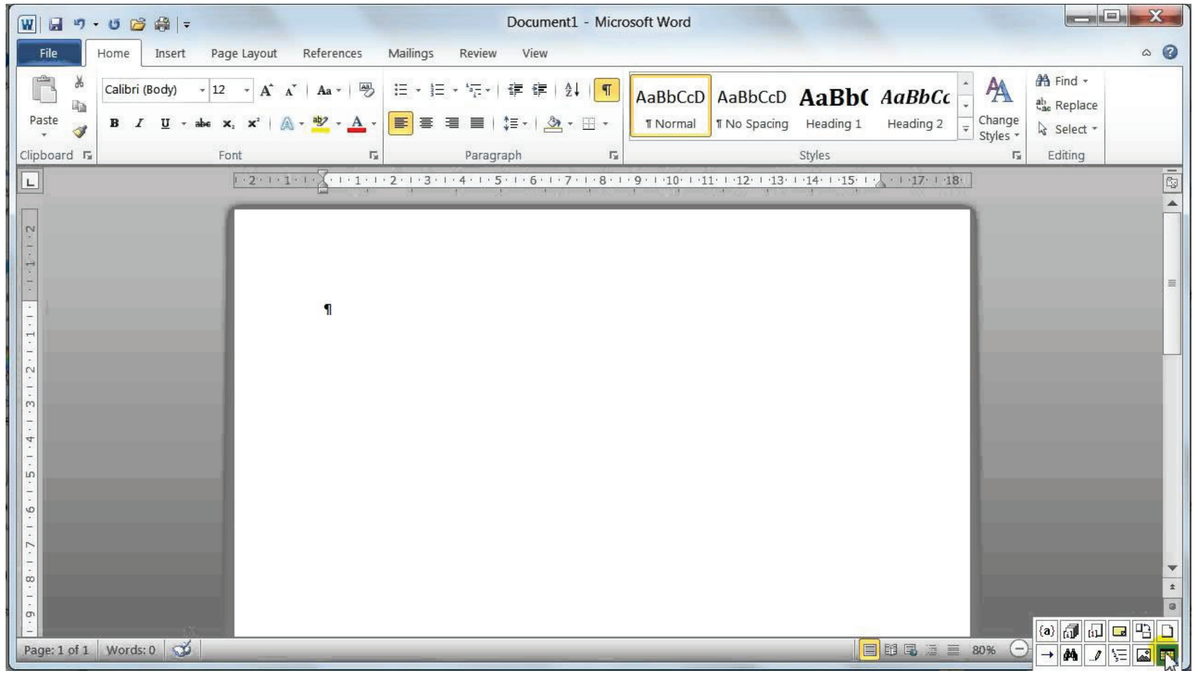
“the overall **experience** of a person u**sing** a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.”

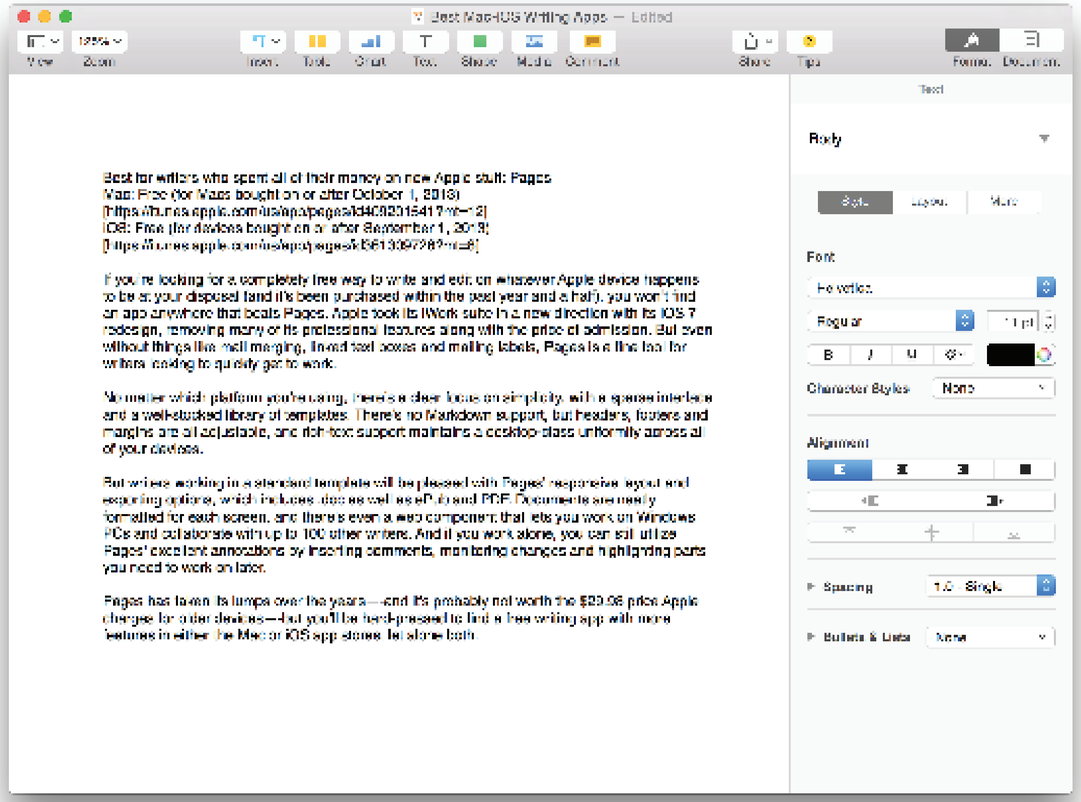
aesthetics
interaction
feeling
+
particular audience
=
user experience

Jesse James Garrett (2002)



What is the interaction?
What is the user/customer flow?
What is the message/desired outcome?
Who is the audience?
Where are they?
How much time do they have?
How will we measure success?





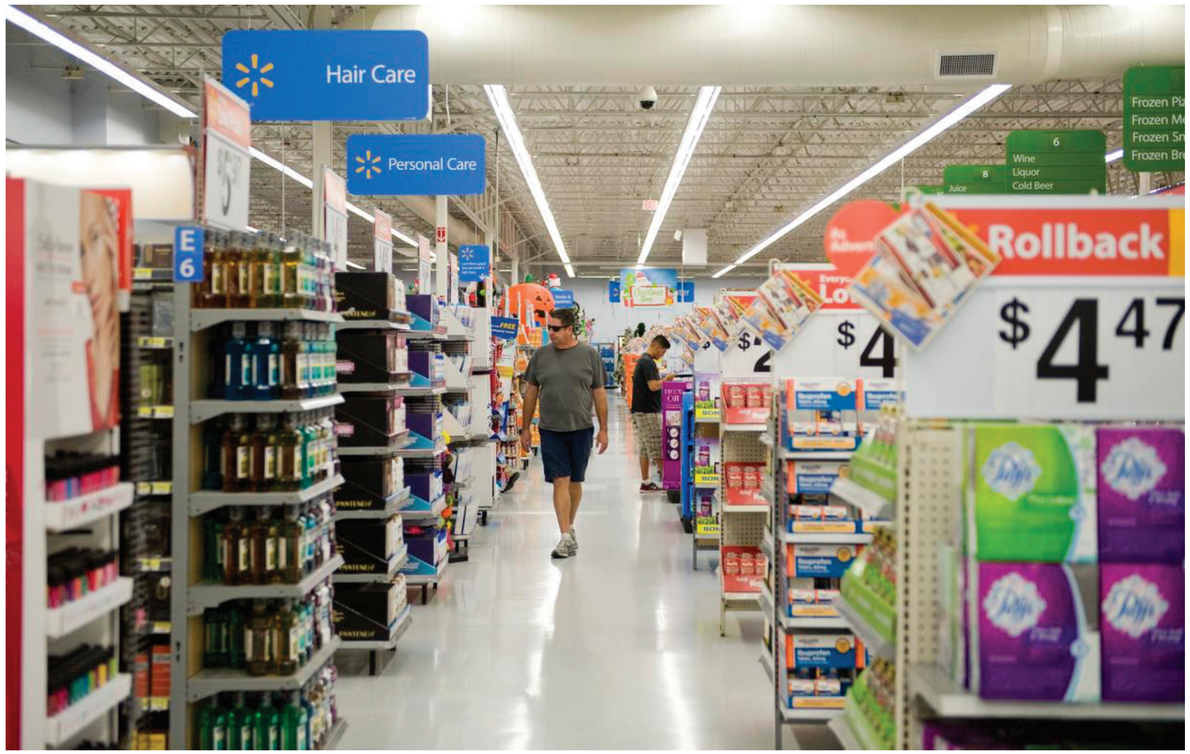
Best for writers who spent all of their money on new Apple stuff: Pages
Mac: Free (for Macs bought on or after October 1, 2013)
[https://itunes.apple.com/us/app/pages/id409201541?mt=12]
iOS: Free (for devices bought on or after September 1, 2013)
[https://itunes.apple.com/us/app/pages/id361309726?mt=8]

If you're looking for a completely free way to write and edit on whatever Apple device happens to be at your disposal (and it's been purchased within the past year and a half), you won't find an app anywhere that beats Pages. Apple took its iWork suite in a new direction with its iOS 7 redesign, removing many of its professional features along with the price of admission. But even without things like mail merging, linked text boxes and mailing labels, Pages is a fine tool for writers looking to quickly get to work.

No matter which platform you're using, there's a clear focus on simplicity, with a sparse interface and a well-stocked library of templates. There's no Markdown support, but headers, footers and margins are all adjustable, and rich-text support maintains a desktop-class uniformity across all of your devices.

But writers working in a standard template will be pleased with Pages' responsive layout and exporting options, which includes .doc as well as ePub and PDF. Documents are neatly formatted for each screen, and there's even a web component that lets you work on Windows PCs and collaborate with up to 100 other writers. And if you work alone, you can still utilize Pages' excellent annotations by inserting comments, monitoring changes and highlighting parts you need to work on later.

Pages has taken its lumps over the years—and it's probably not worth the $20.06 price Apple charges for other devices—but you'll be hard-pressed to find a free writing app with more features in either the Mac or iOS app stores. Or in stores both.


Hair Care
Personal Care
E 6
Rollback
$4.47
Wine
Liquor
Cold Beer
Juice

MEATS
UNIQUE
SANDWICHES
EXIT

User experience
is *branding*
at a personal
level

WATCH
Coming Soon
WATCH
Coming Soon
9TO5Mac

Can we *design* an experience?

WHAT CAN WE DESIGN?

Interactions
Visuals
Content
Motion

UX vs. UI

USER EXPERIENCE

Competitor Analysis
Customer Analysis
Product Structure/ Strategy
Content Development
Wireframing and Prototyping
Testing/Iteration
Development Planning
Analytics

USER INTERFACE

Customer Analysis
Design Research
Look and feel
Branding and Graphic Development
User Guides/Storyline
Responsiveness
UI Prototyping
Interactivity and Animation

The *interface*
is the visual
manifestation of
the *experience*.

“A design today is rarely a substantive, realized product. More and more often it is a proposal that gains its final form in the interaction with the audience, for better or for worse.”

—Max Bruinsma

All graphic design is about user experience.

THIRD OBSTRUCTION

Take the content from your publication and turn it into a website. It cannot be a 1:1 translation (page order must be different/distributed differently). The content must be the same but functioning differently.

The site can be built with HTML/CSS or prototyped in Photoshop/Illustrator/InDesign but all features must be possible as if a real site.

You may only use fonts available on fonts.google.com.

At least one page must be prototyped for mobile devices as well.

The site cannot be an advertisement, a store, or trying to sell something.