

# 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?

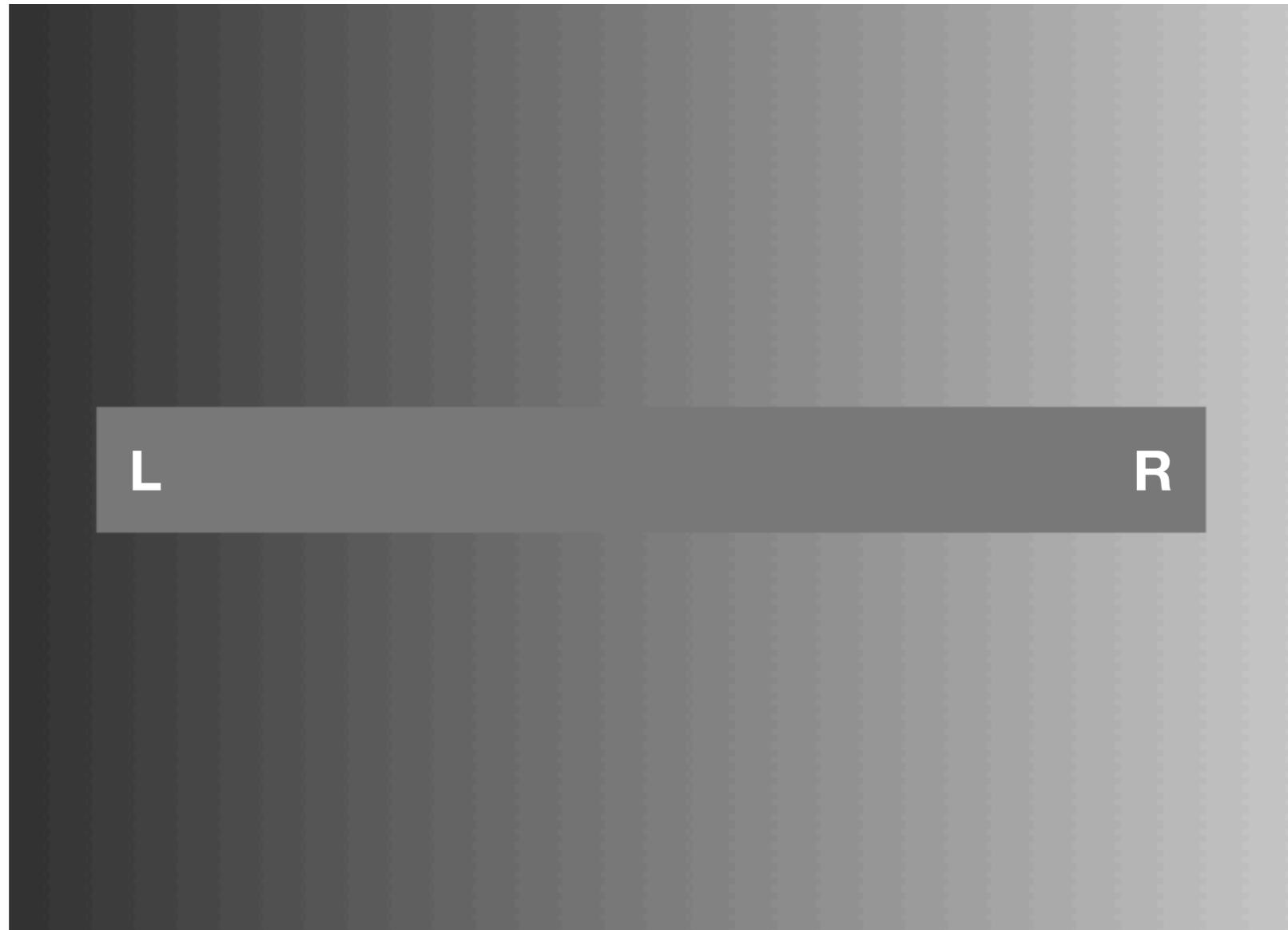


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Why is UX important?

## Example a



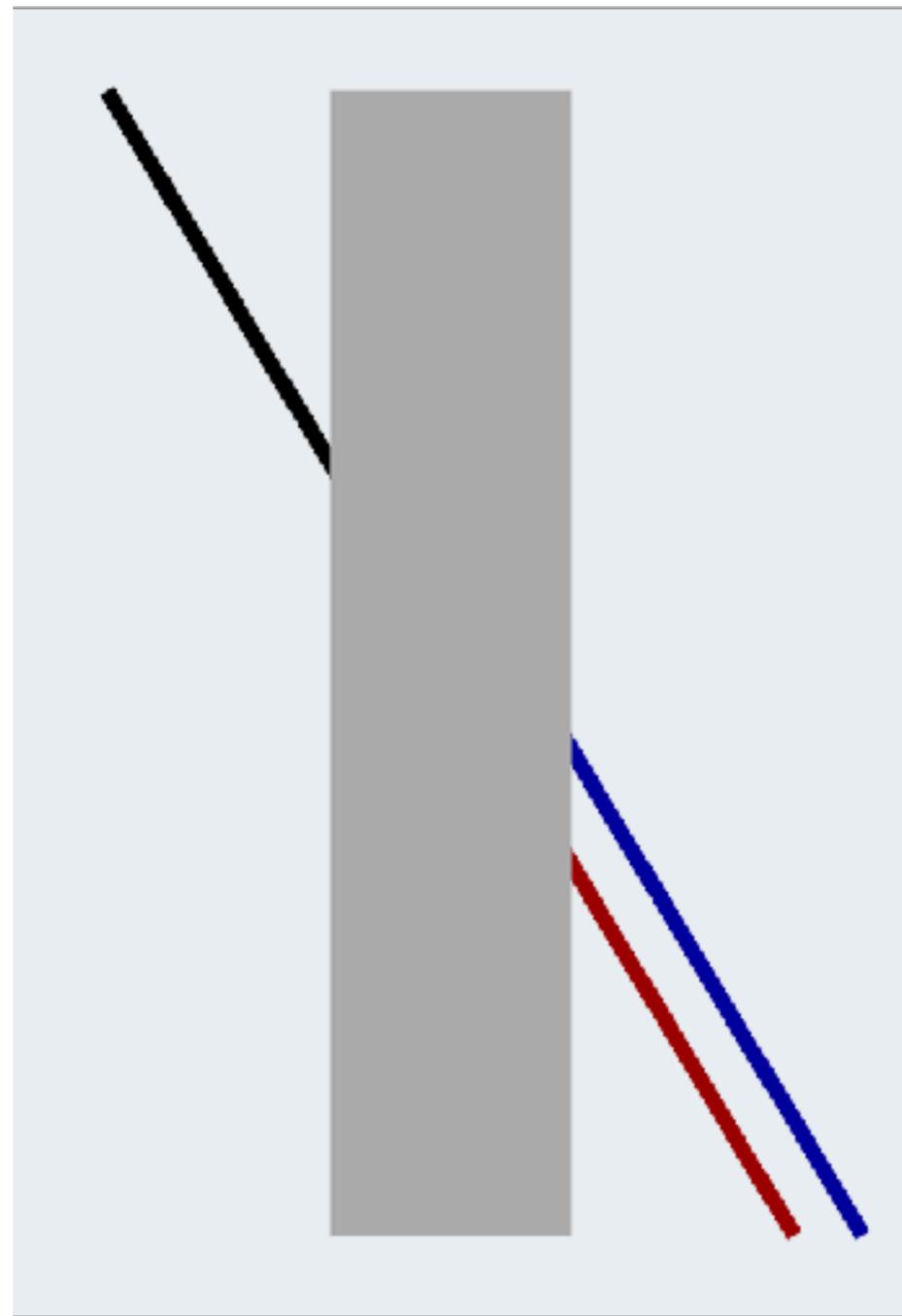
Why is UX important?

## Example a - answer



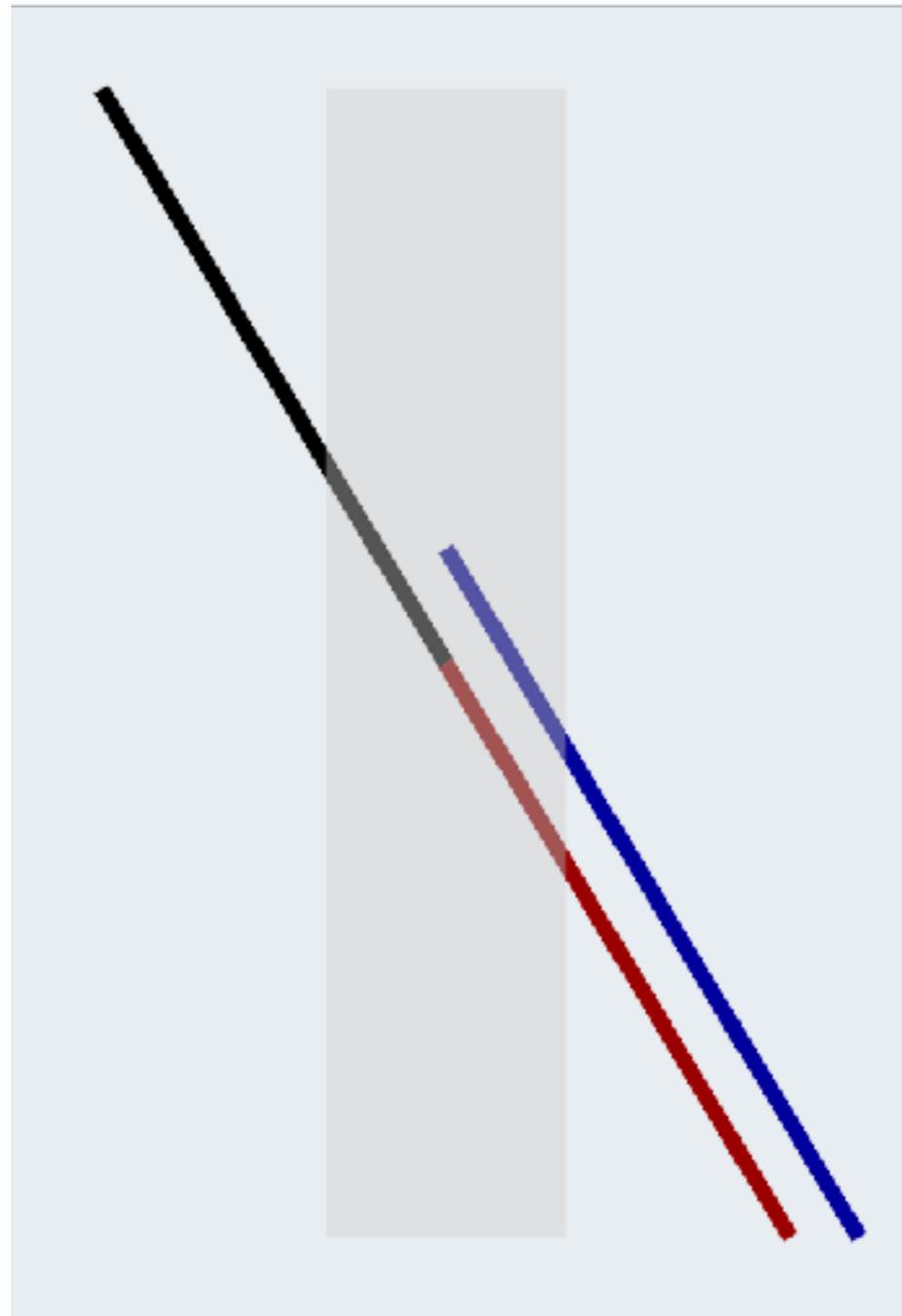
Why is UX important?

## Example b



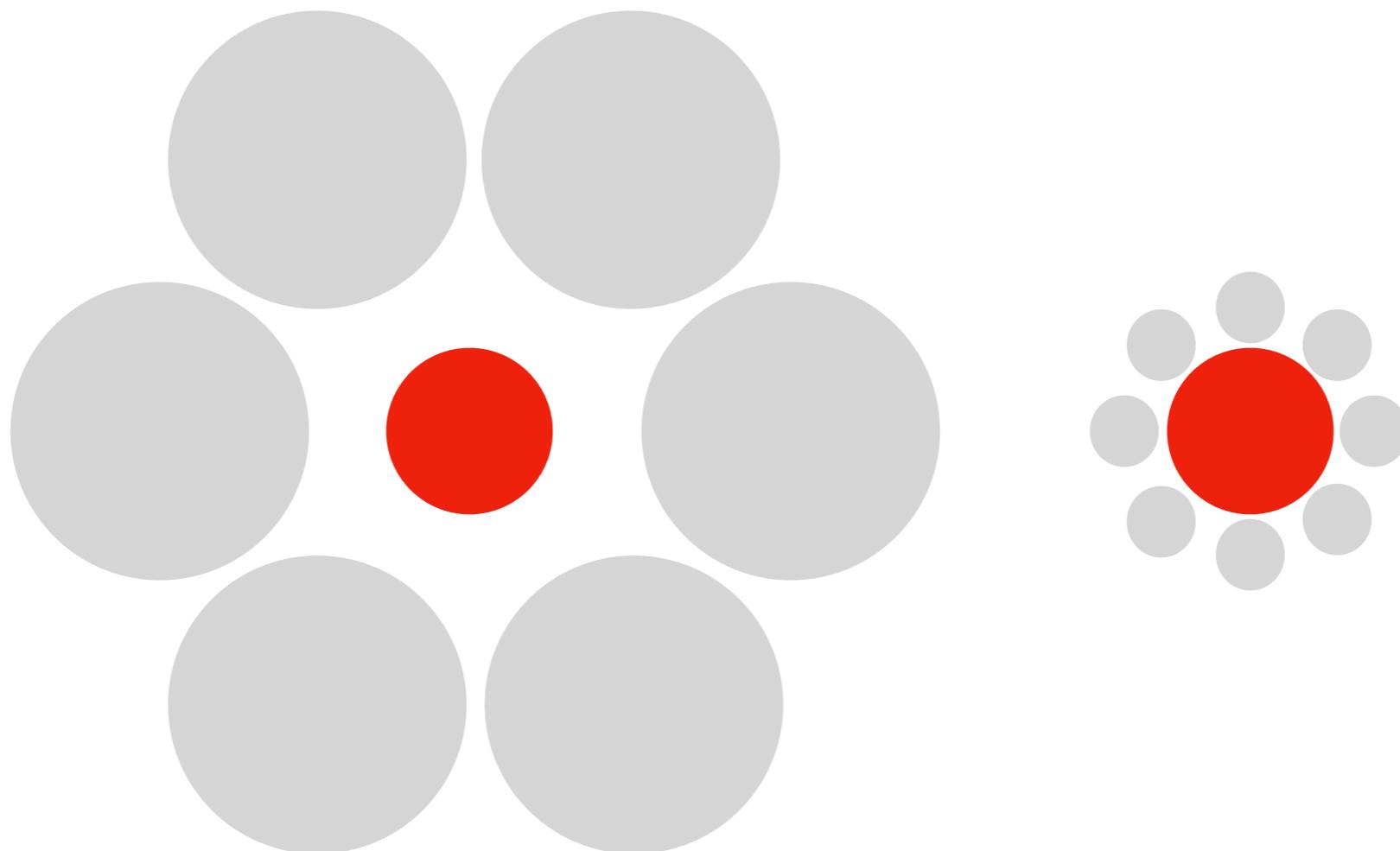
Why is UX important?

## Example b - answer



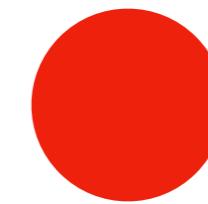
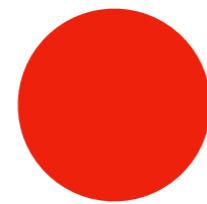
Why is UX important?

## Example c



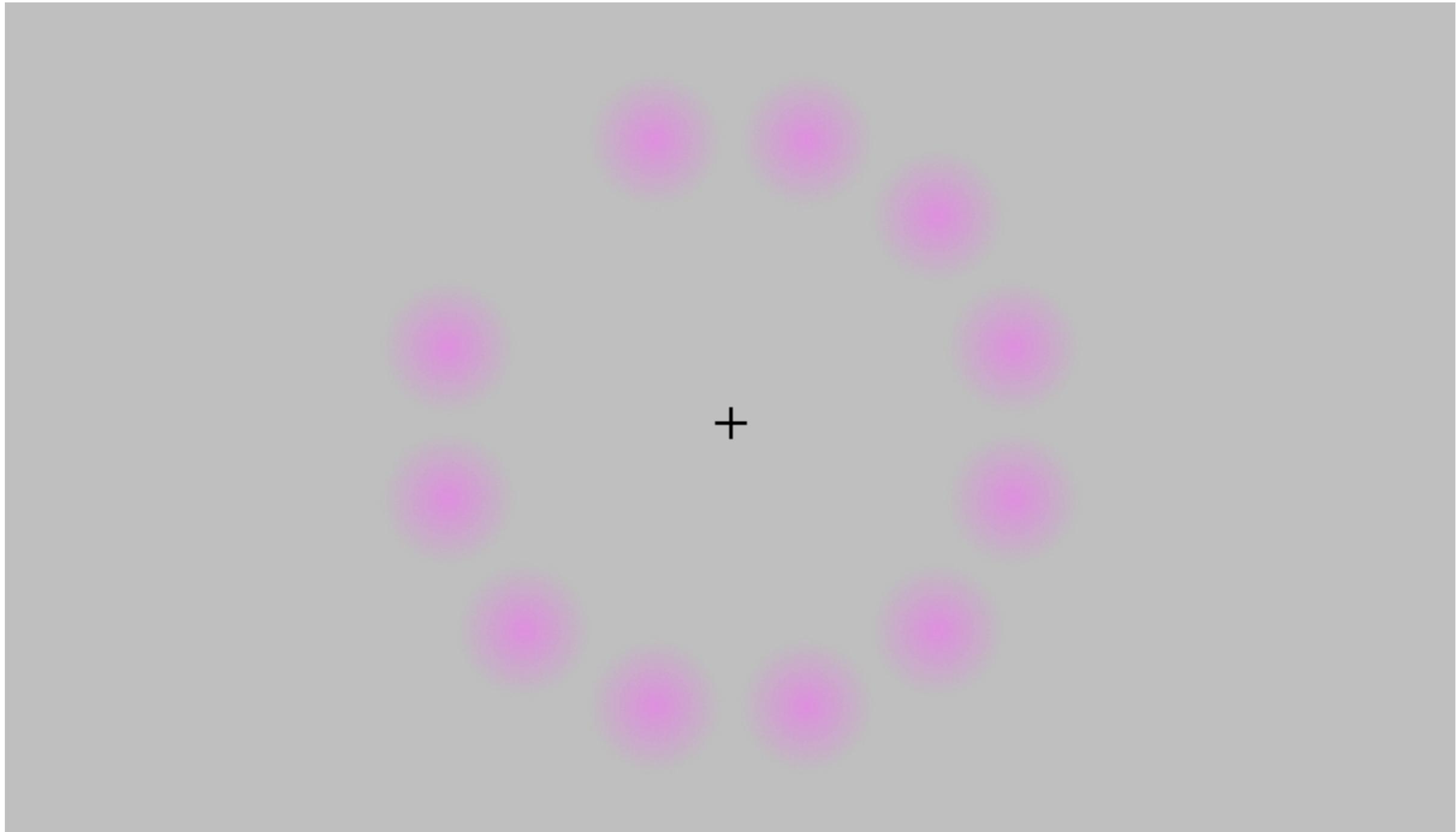
Why is UX important?

**Example c - answer**



Why is UX important?

## Example d



# Why is UX important?

**Because the human brain is unpredictable**



```
00000000 10000000 01000001 10000000  
01000001 10000001 00010000 00000000  
00010000 00000000 10000003 01000001  
10022133 01000001 10022133 00010000  
20000000 00010000 00000000 10000001  
00000000 10000001 01000100 10000000  
01000001 10031212 00010000 00000000  
00010000 00000000 10000002 01001001  
10000001 01001001 10000001 00010000  
10000001 00010000 00000000 10011111  
00000000 10100220 01001001 10011111
```

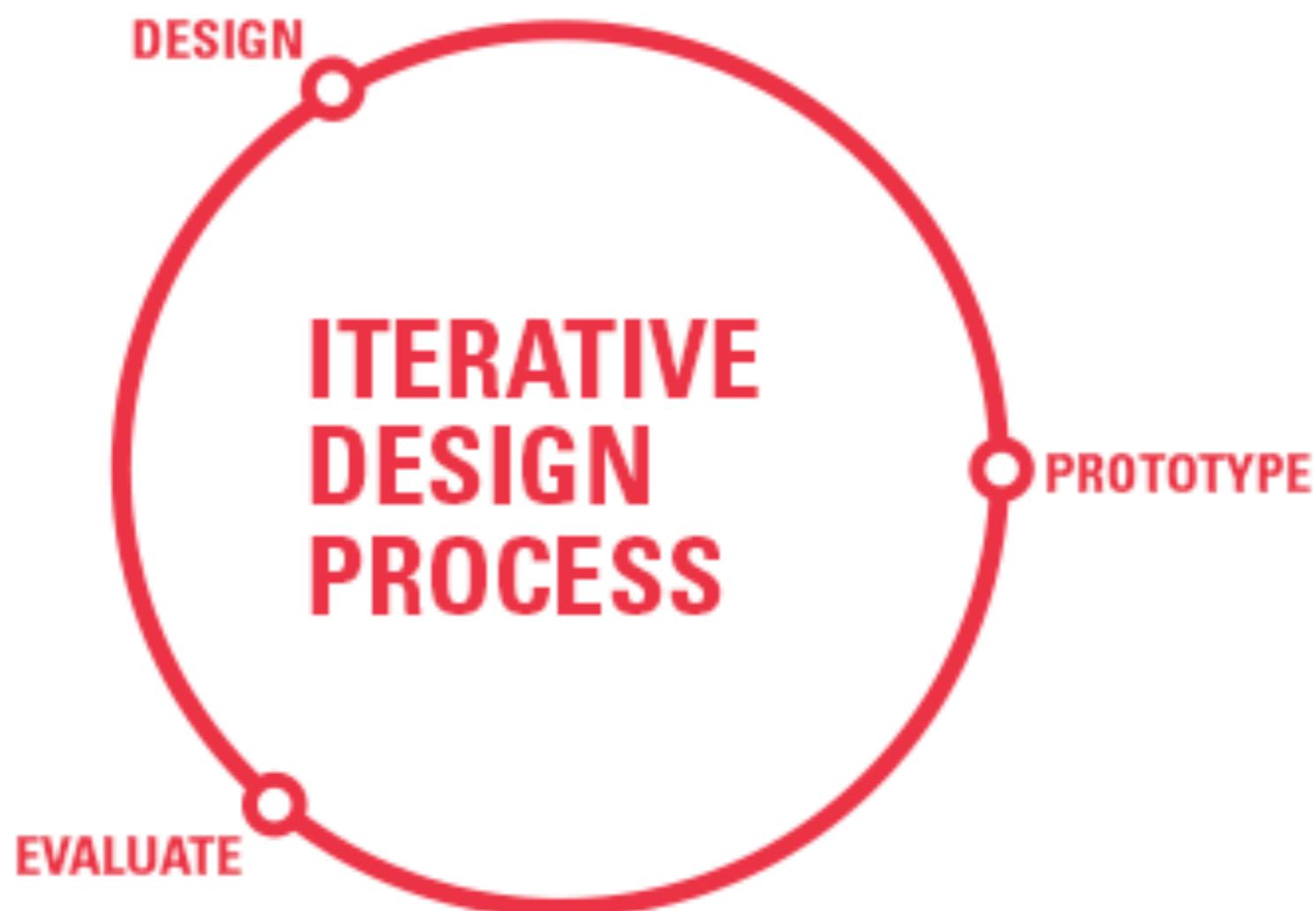
## 2. How we design at Picnic



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Design at Picnic

## Iterative



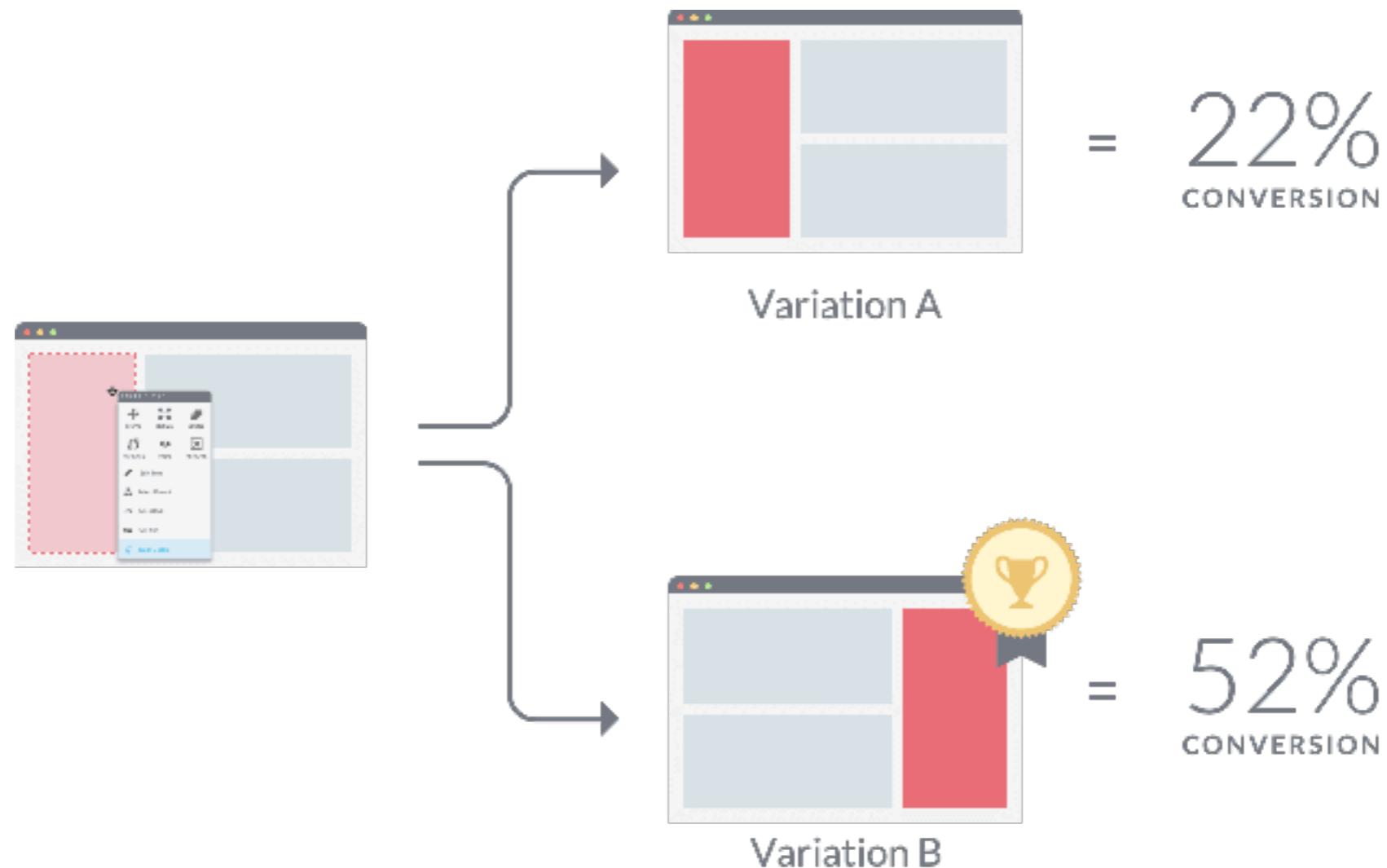
Design at Picnic

**The iterative design process enables us to do qualitative user test**



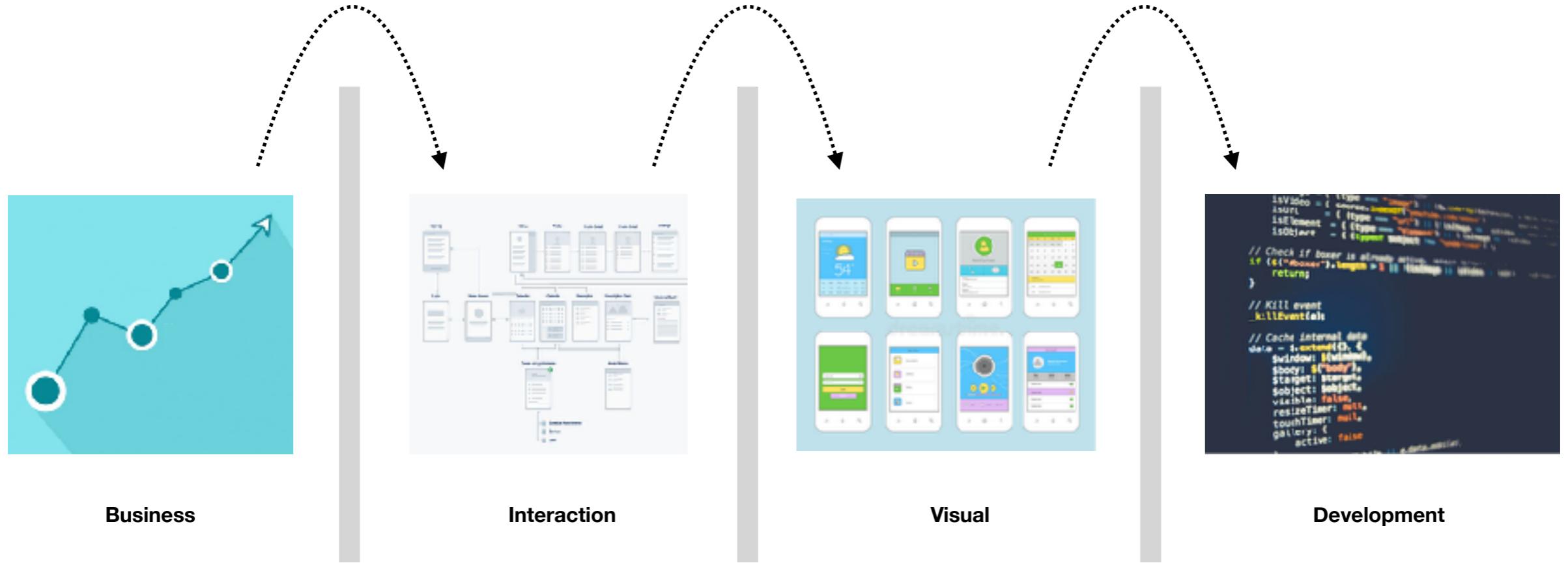
Design at Picnic

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



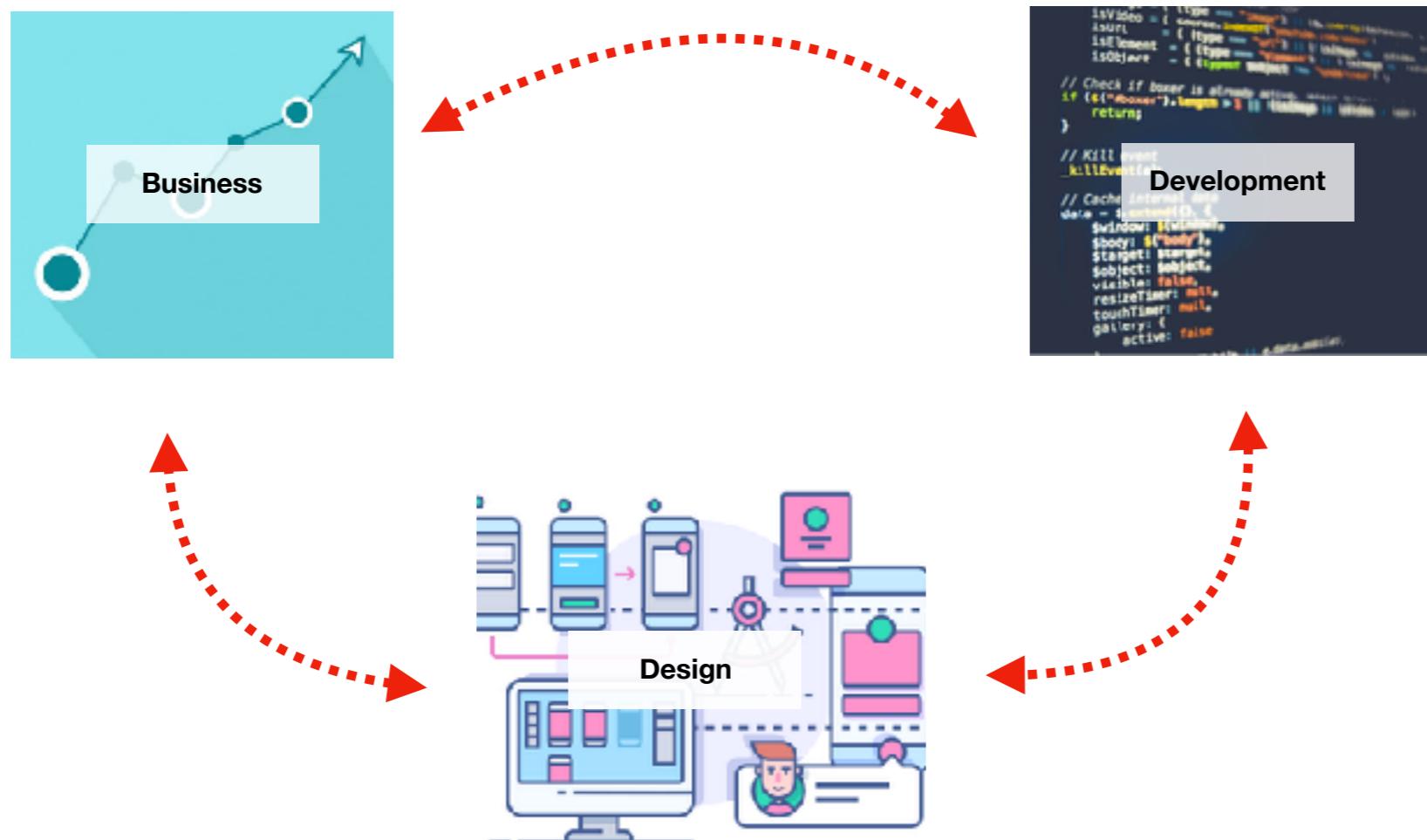
Design at Picnic

**Above all the iterative process eliminates throwing stuff over the wall**



# Design at Picnic

## The iterative process enables an inclusive culture

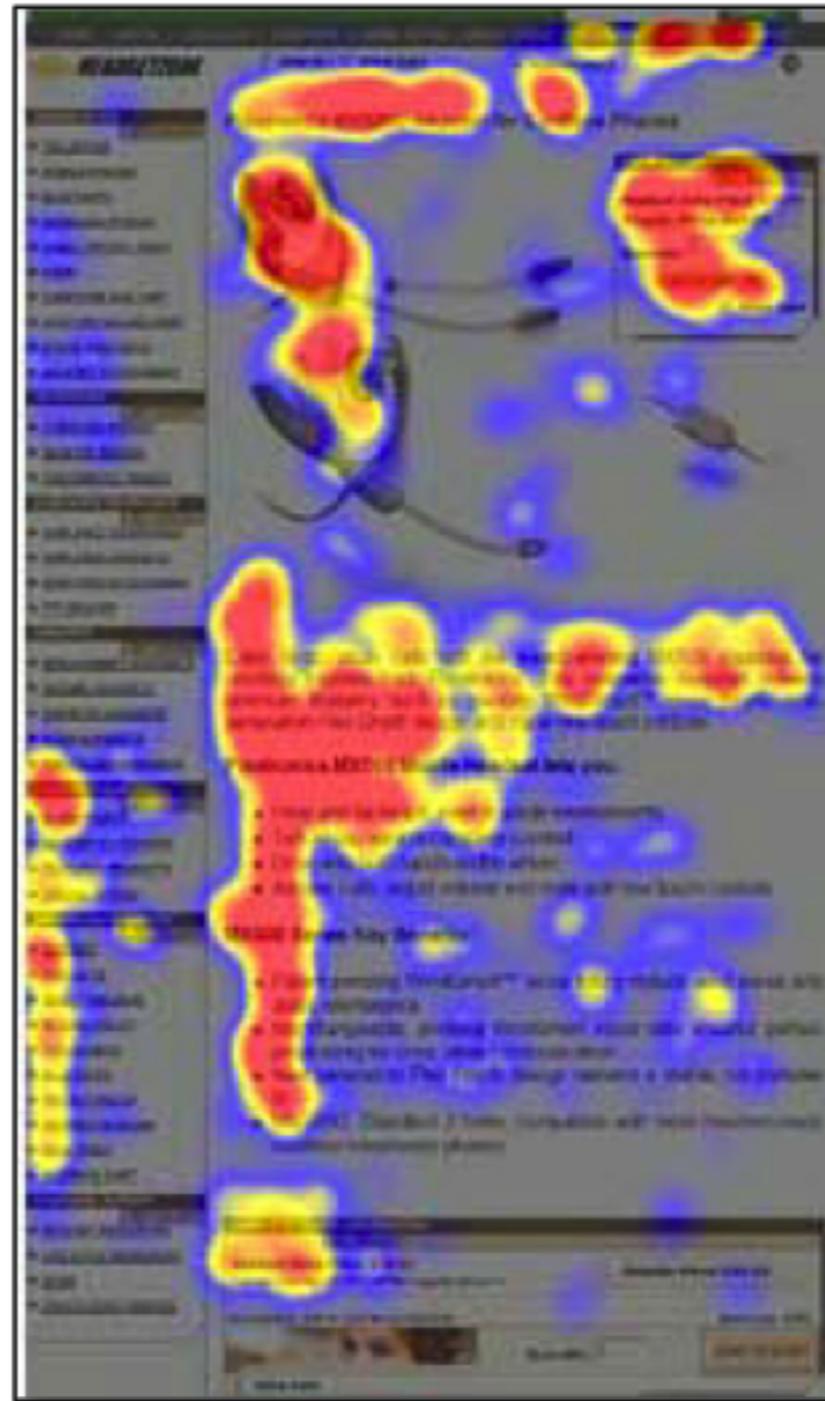


## 4. Eight tips to remember



Eight tips to remember

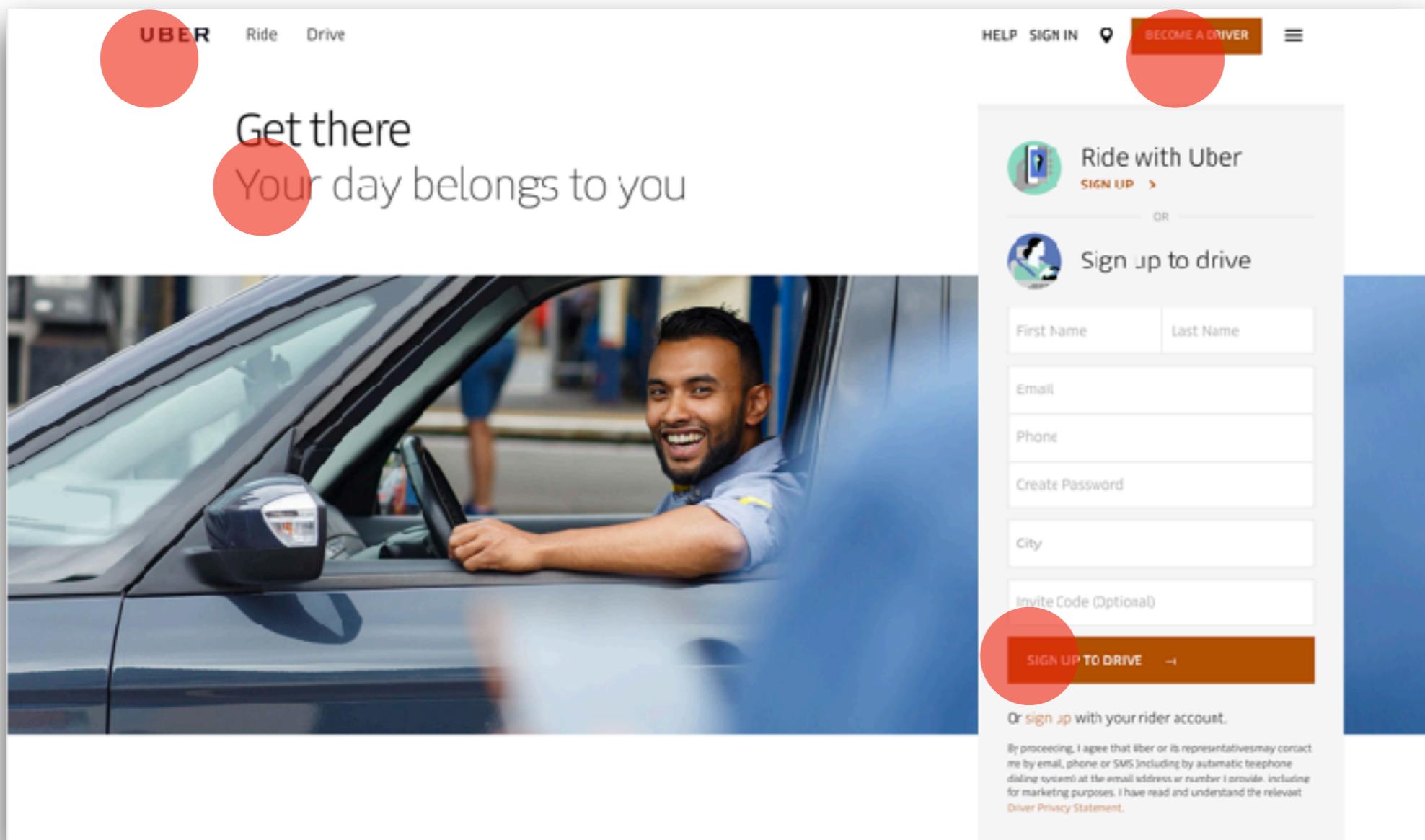
## #1 Don't make users think



*“Users scan they do not read”*

#### 4. Eight tips to remember

## #1 Don't make users think

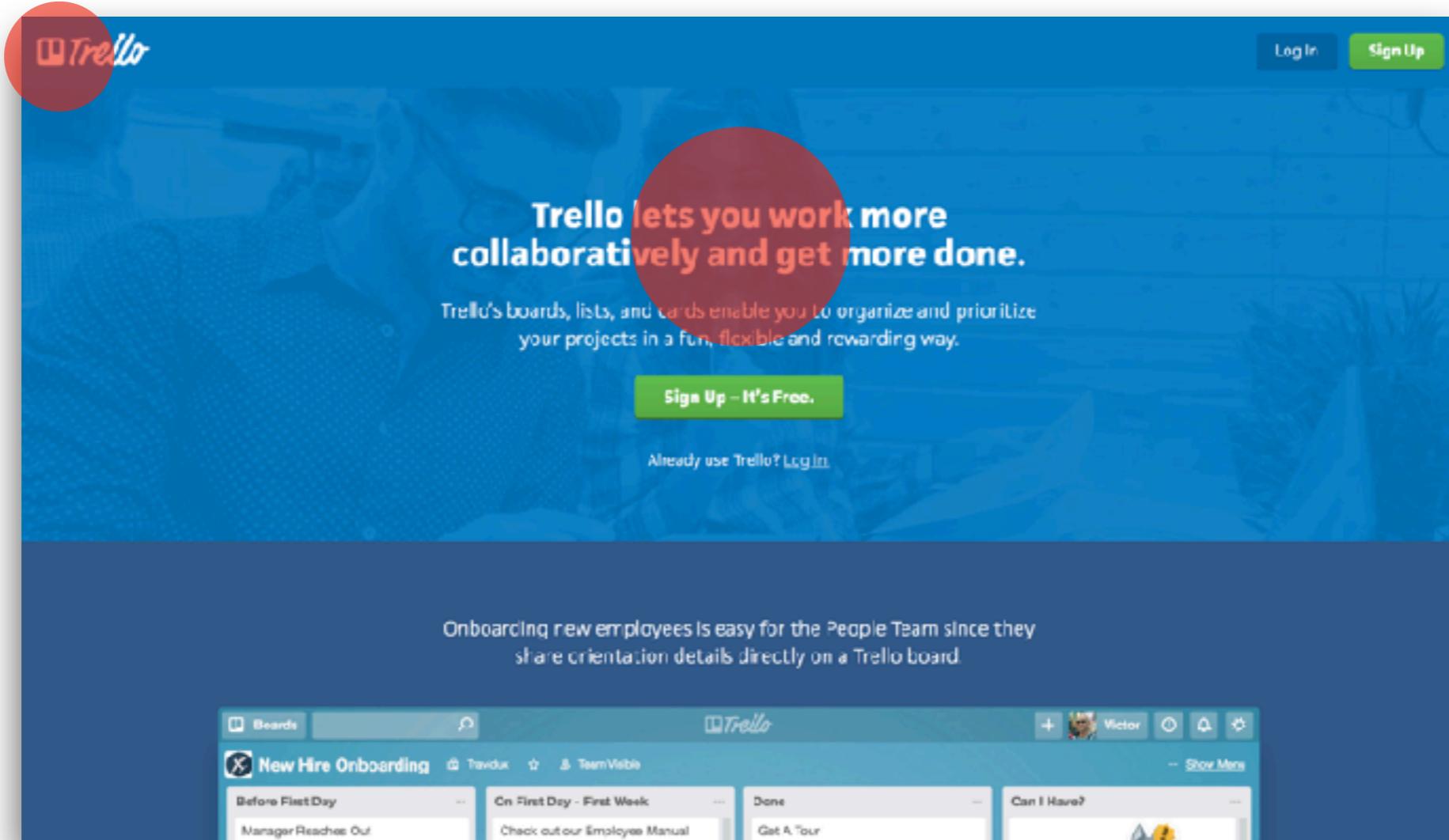


*"Make it easy to scan in the right order"*

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Eight tips to remember

## #1 Don't make users think

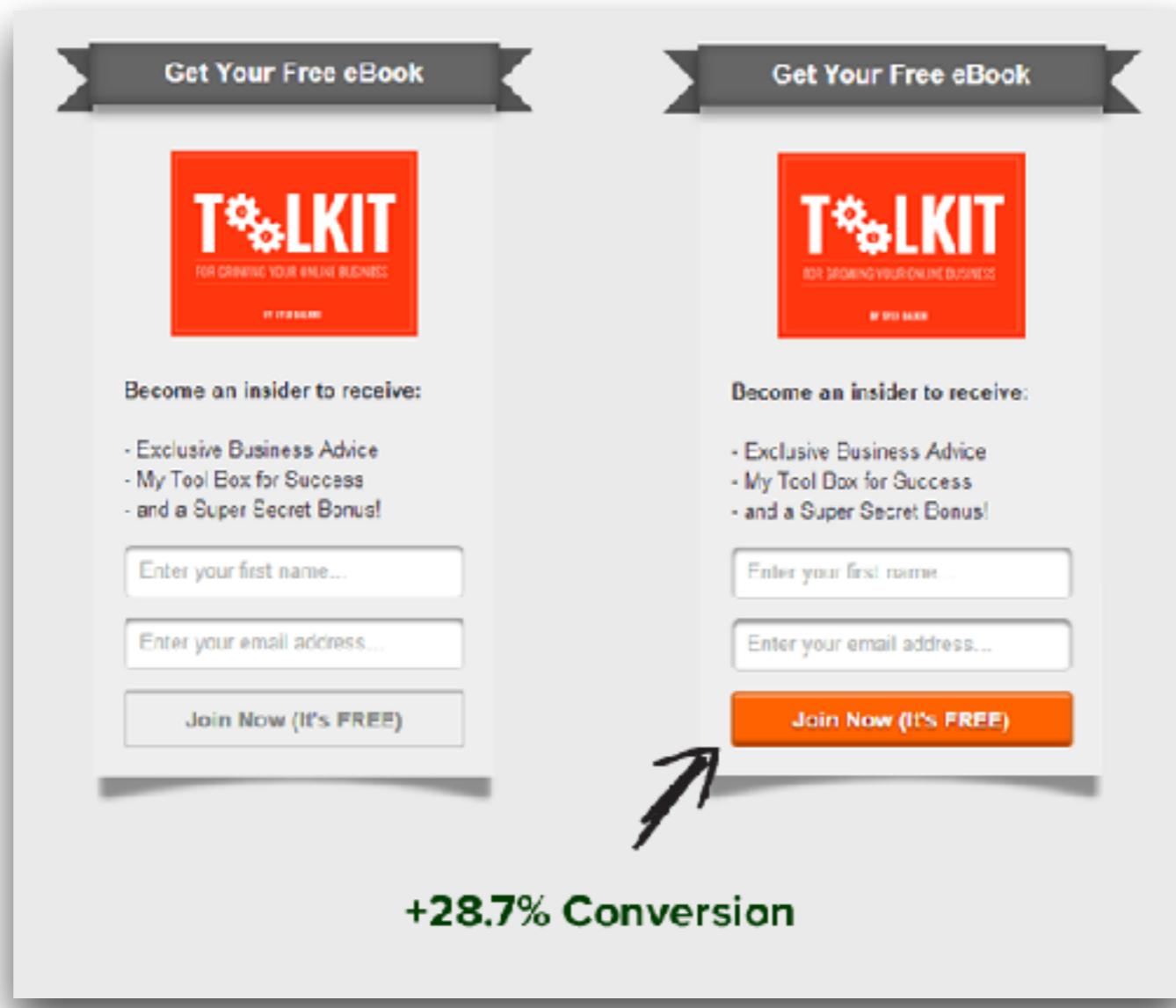


*"Remind user why they are here"*

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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

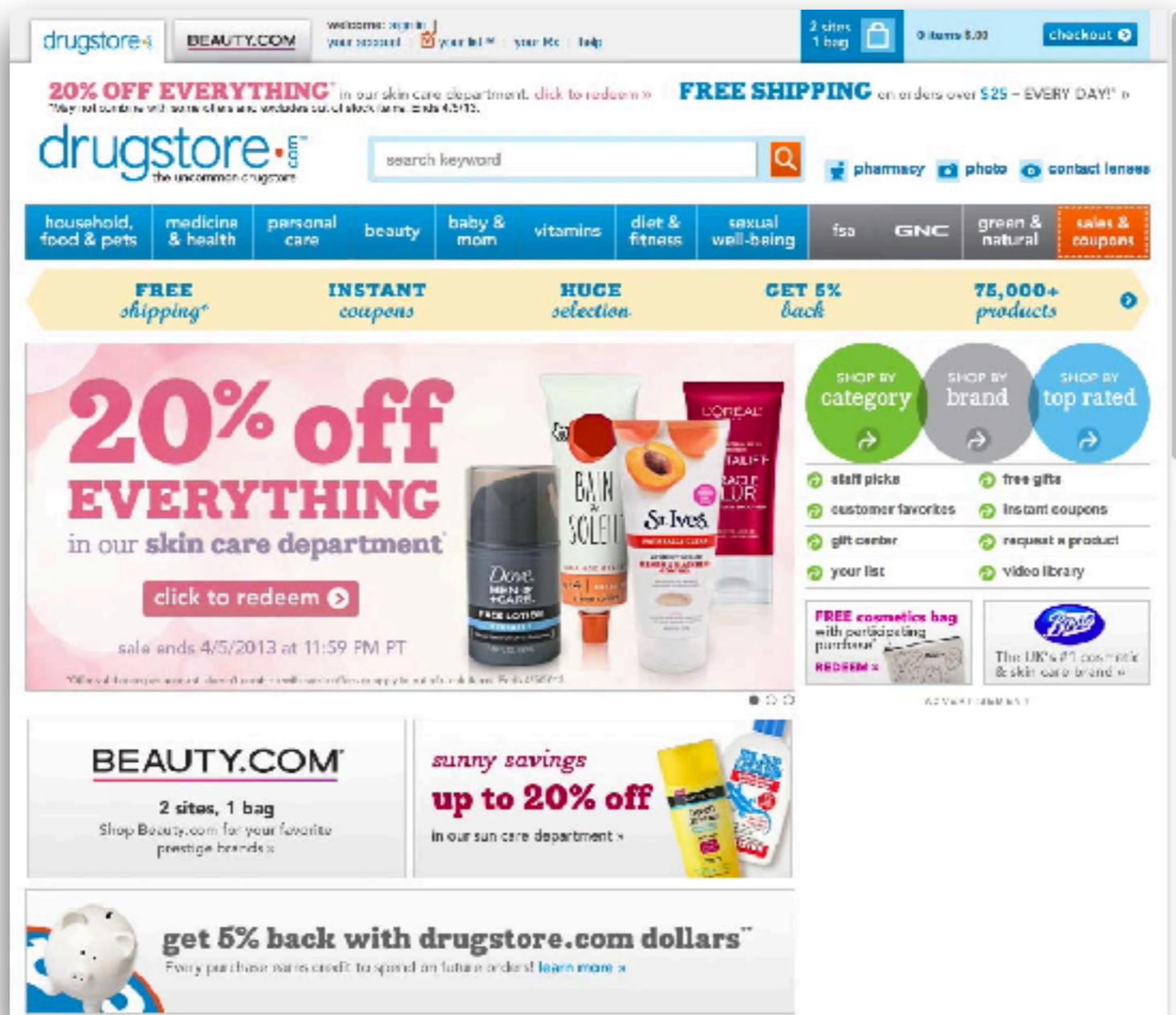


*“But also by hierarchy”*

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Eight tips to remember

## #3 White space is good

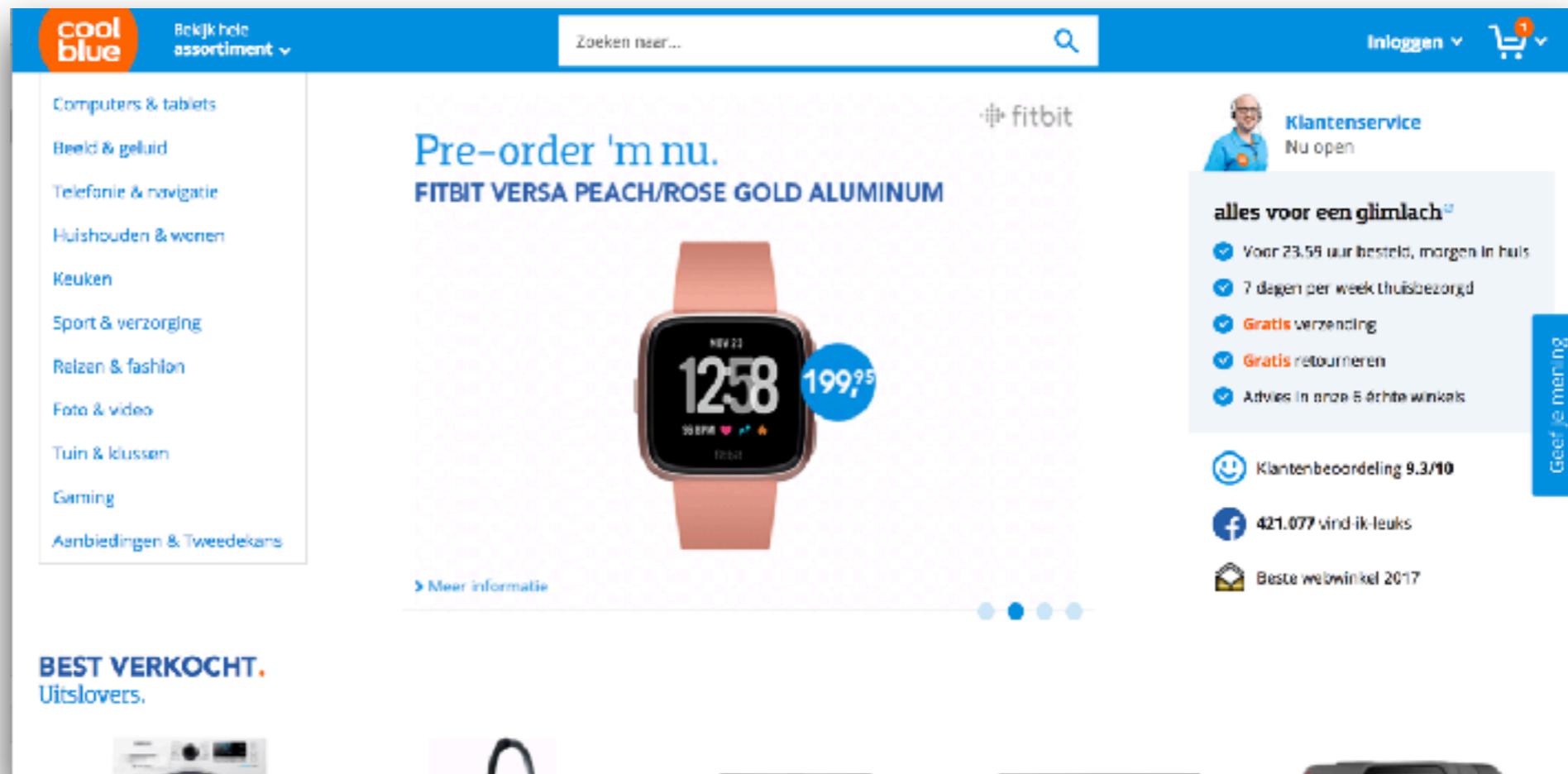


"Users can not catch too many balls at the same time..."

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Eight tips to remember

## #3 White space is good



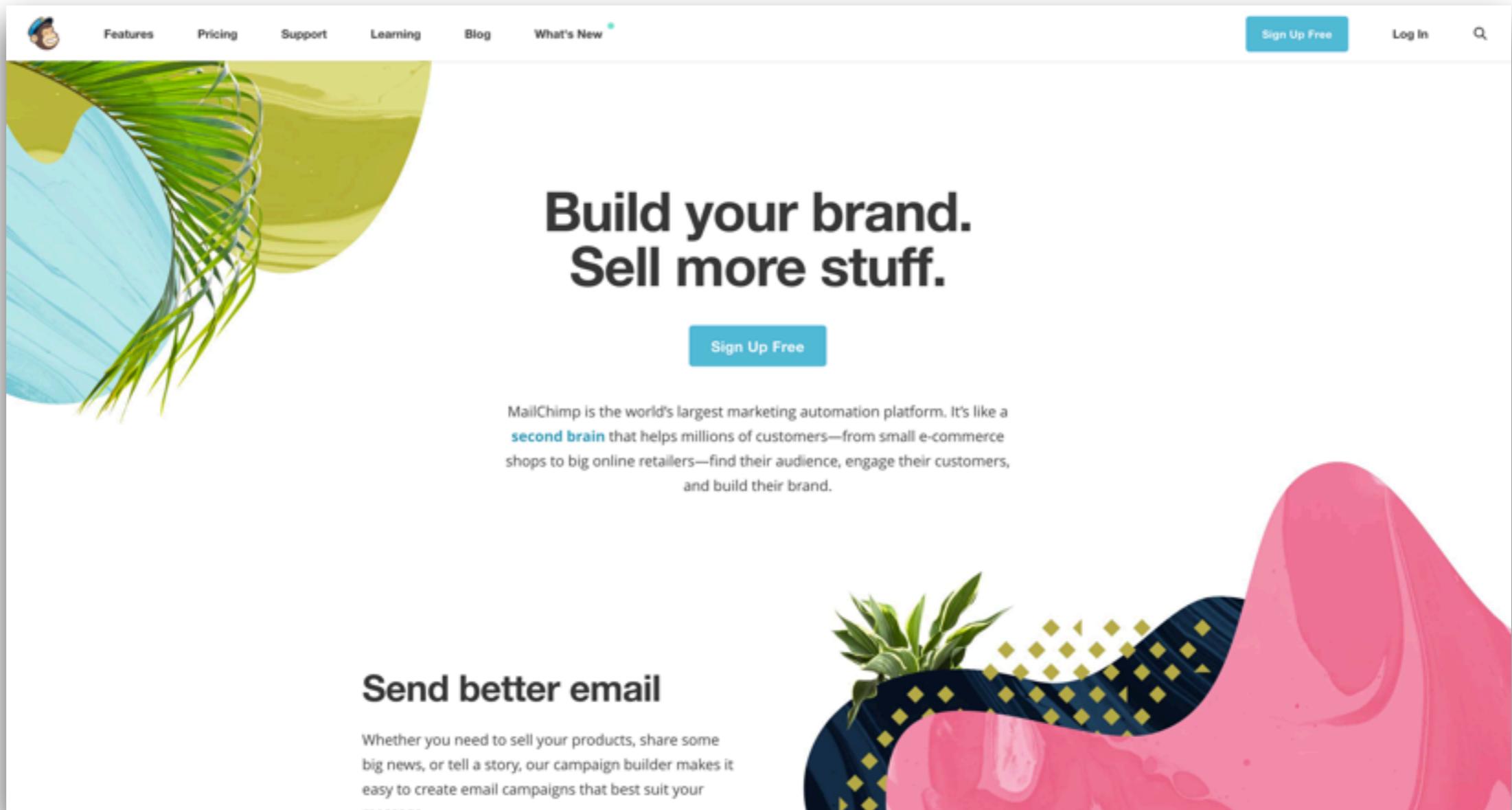
*“Select what is important, make choices for your users and highlight those topics”*

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Eight tips to remember

## #3 White space is good

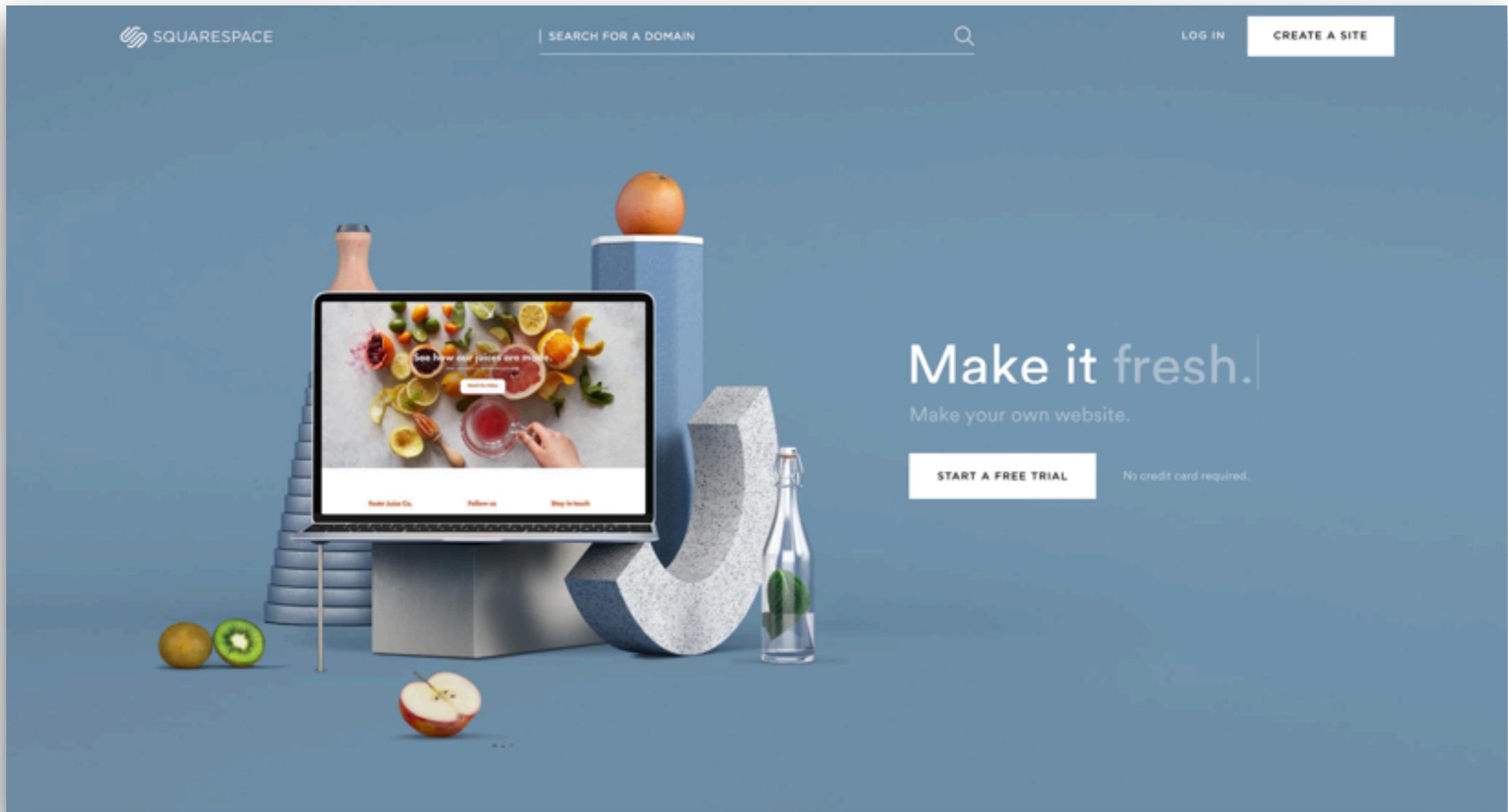


*“White space enables the user to process faster.”*

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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

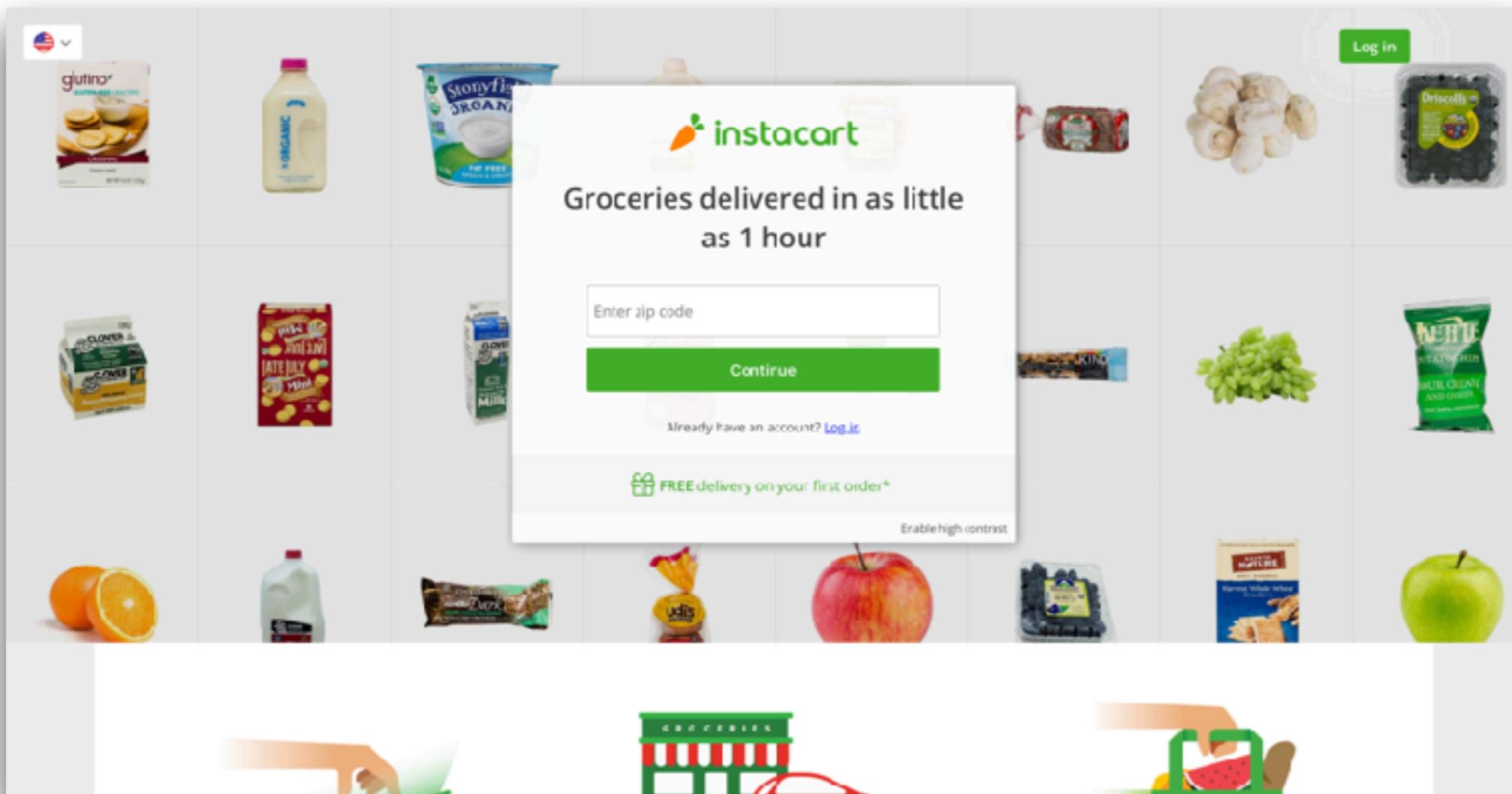
The screenshot shows the Blendle website's sign-up page. At the top left is the Blendle logo. On the right are 'Inloggen' and 'Probeer nu' buttons. The main title 'Ontdek de beste journalistiek' is prominently displayed. Below it is the tagline 'Lees en luister naar jouw favoriete artikelen. Altijd en overal.' A 'Doorgaan met Facebook' button is visible. The sign-up form includes fields for name, email address, and a CAPTCHA. A red 'Start je gratis week' button is at the bottom. Below the form, there's a note about accepting terms and conditions. At the very bottom, there are logos for various news sources like De Grote Amsterdammer, Trouw, Linda., de Volkskrant, The New Yorker, dS, and 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

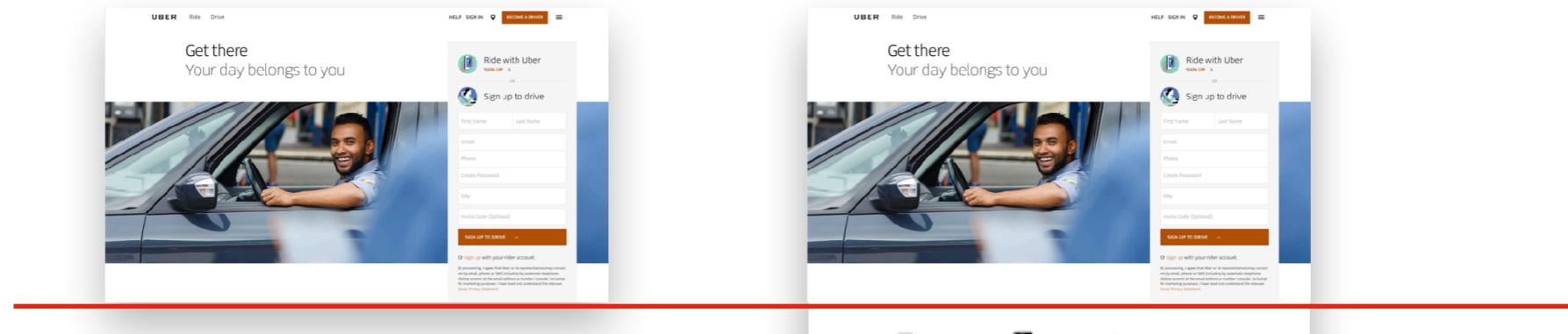
## #5 Conventional patterns are useful



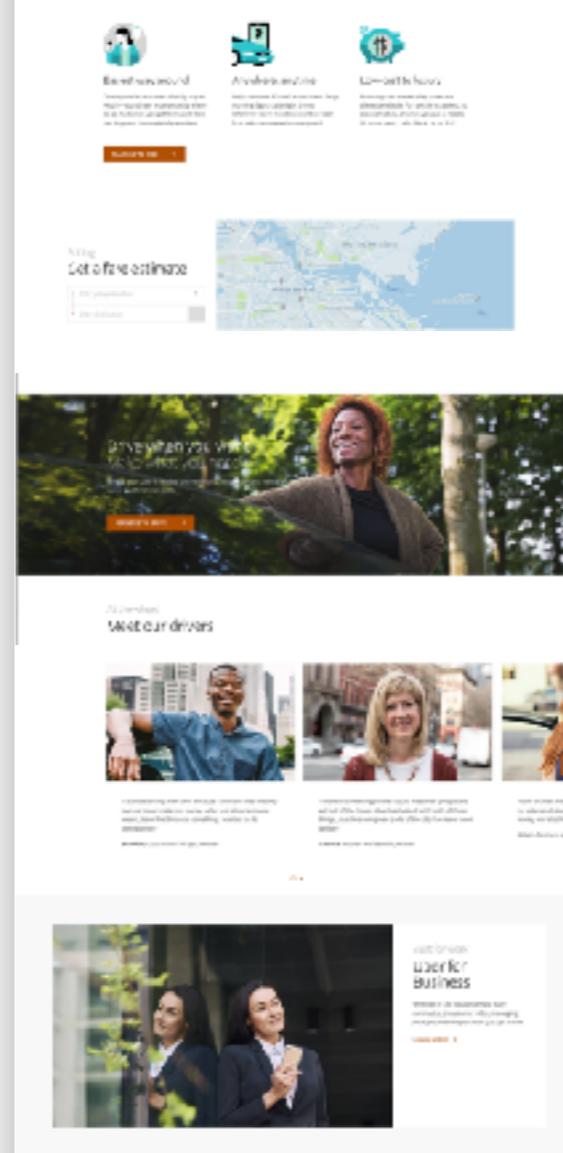
*“Break with common patterns only if you are really sure it is better...”*

Eight tips to remember

## #6 Keep in mind “the fold”



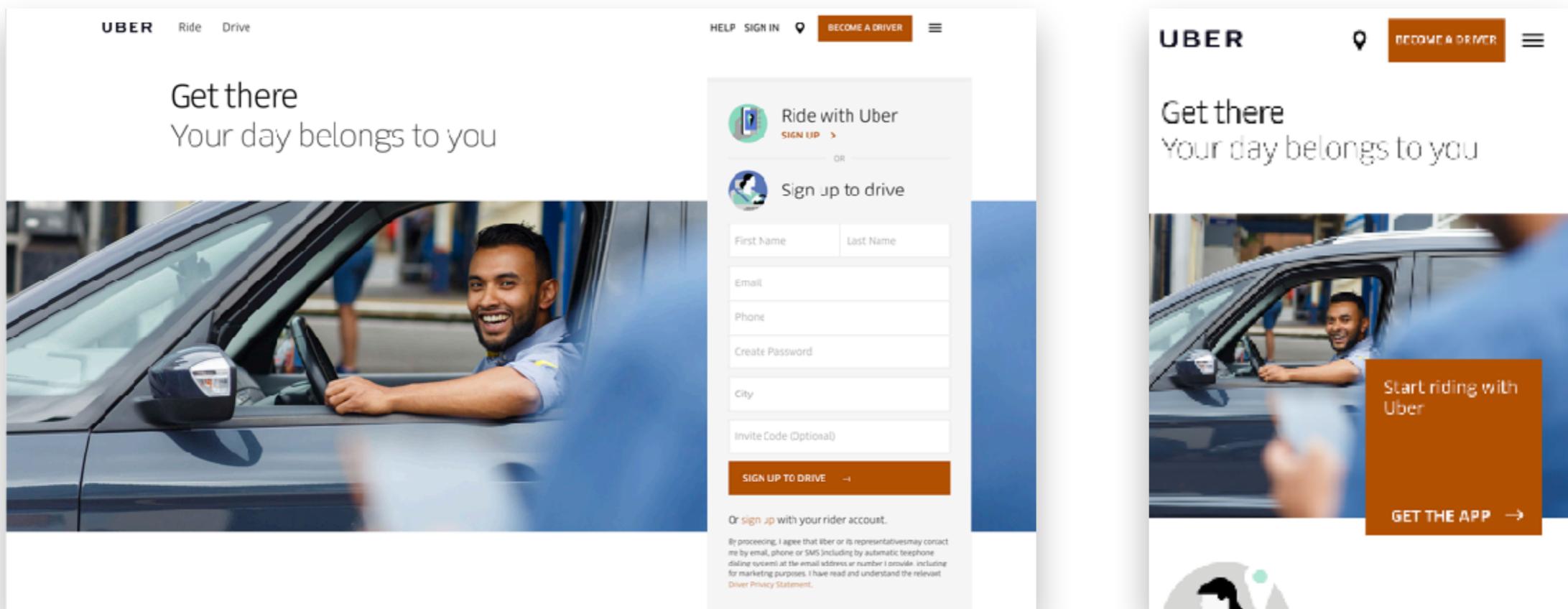
*“Make sure the most important information  
And actions are visible above the fold”*



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Eight tips to remember

## #6 Keep in mind “the fold”



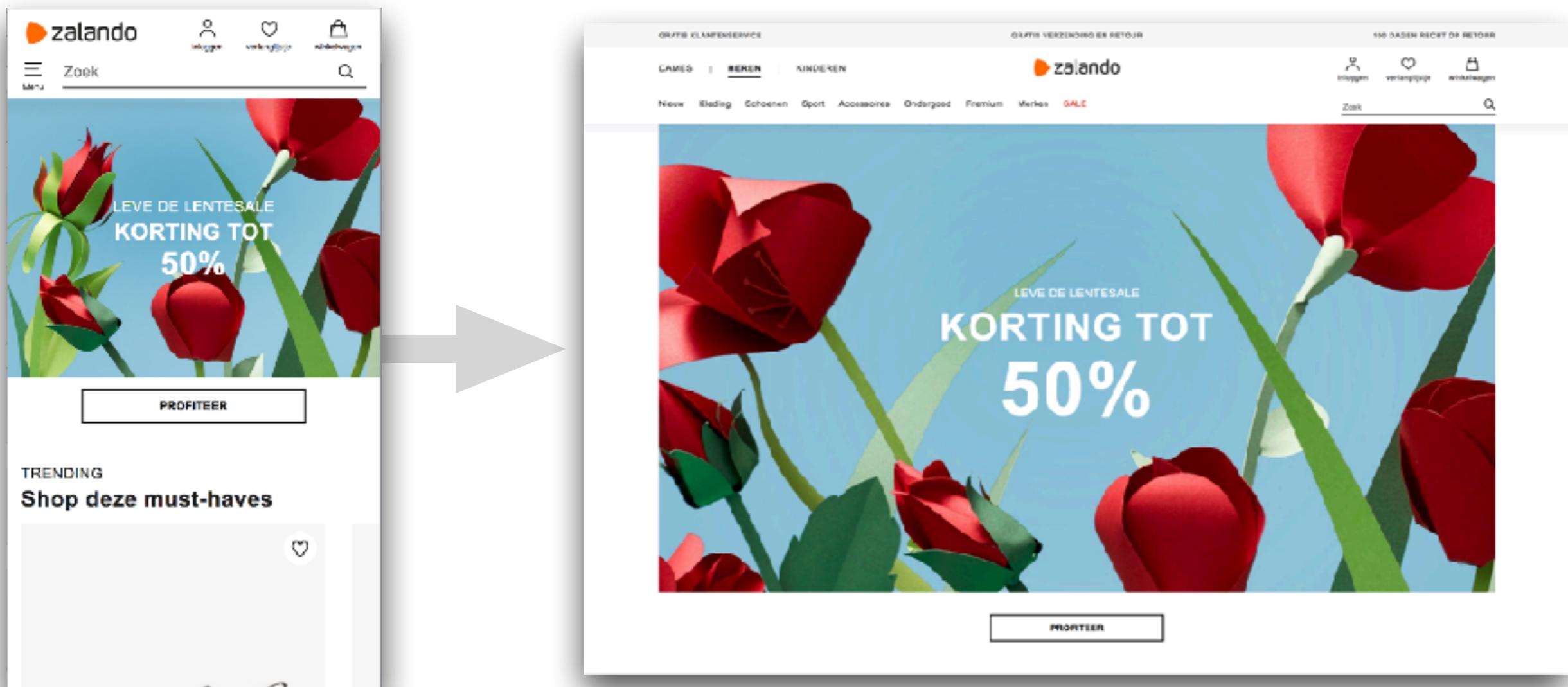
*“Especially on mobile”*

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Eight tips to remember

## #7 Mobile first

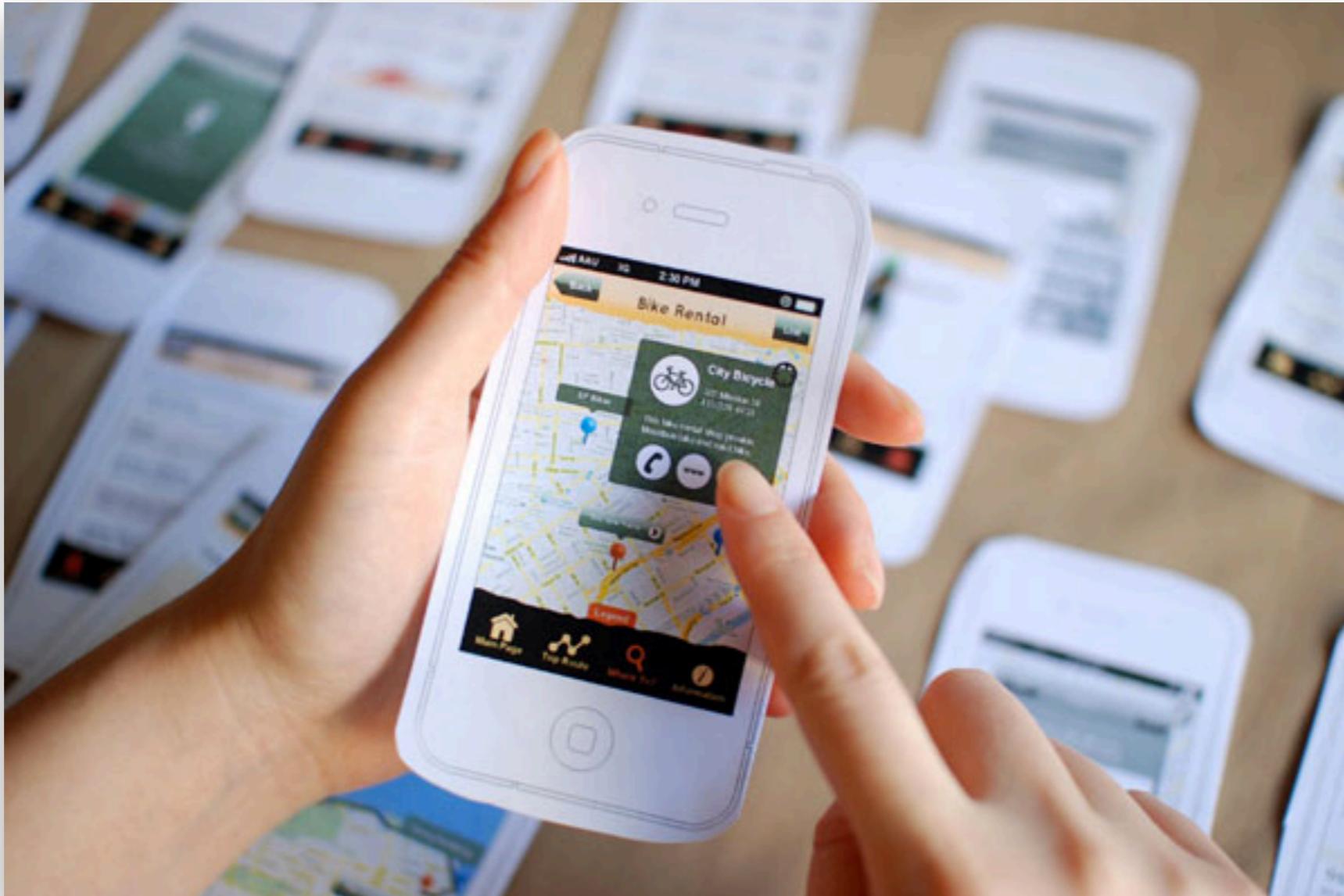


*“Worldwide mobile internet use surpasses desktop nowadays”*

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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

