

User Interface Design II

October 29

How do you become a designer?

Critique your redesigns!

Remember Heuristics!

1. Visibility of System Status
2. Match system and real world
3. User control and freedom
4. Consistency and standards
5. Error Prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recover from errors
10. Help & documentation

JOY_LIN

200

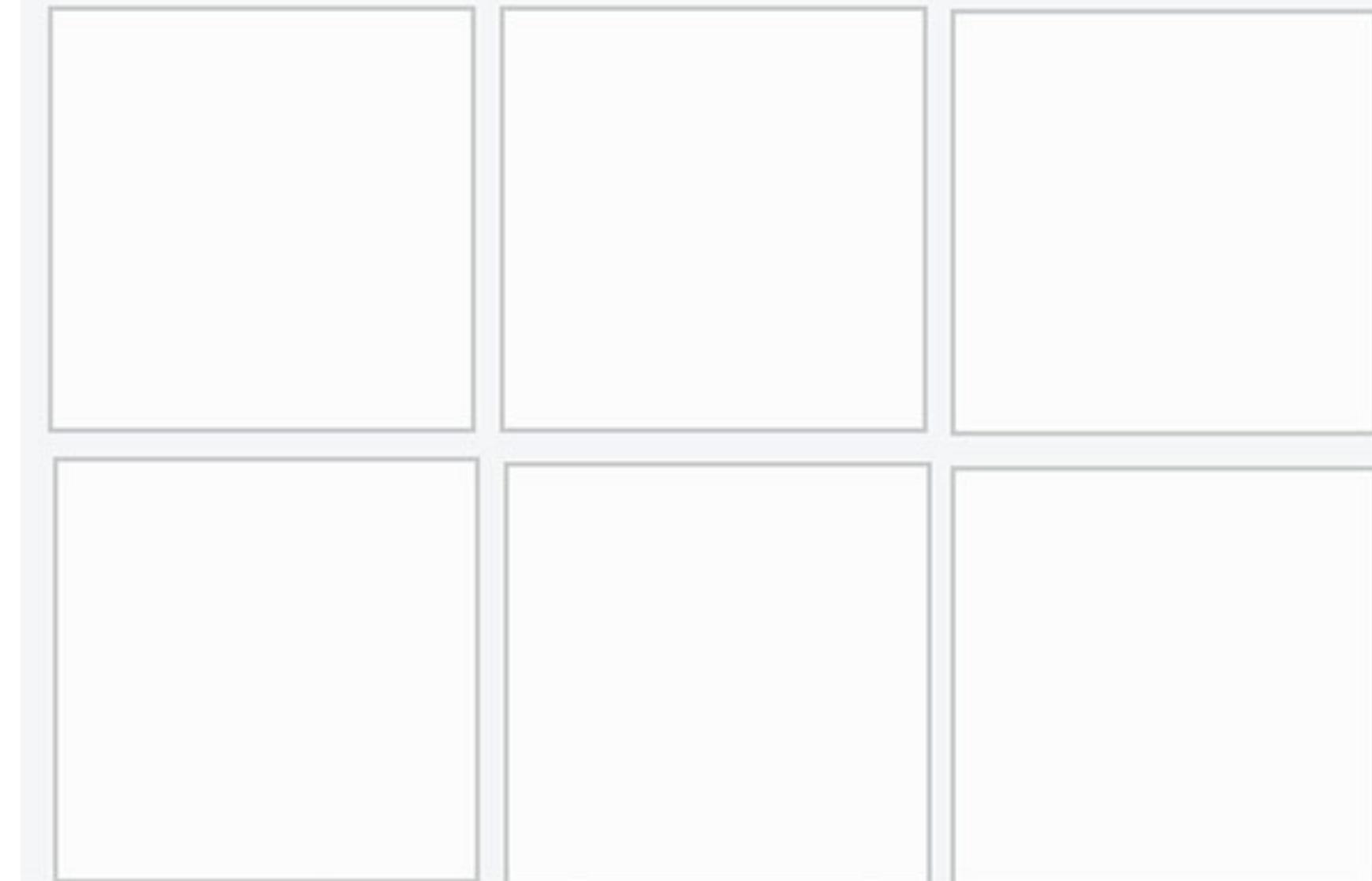
photos

240

followers

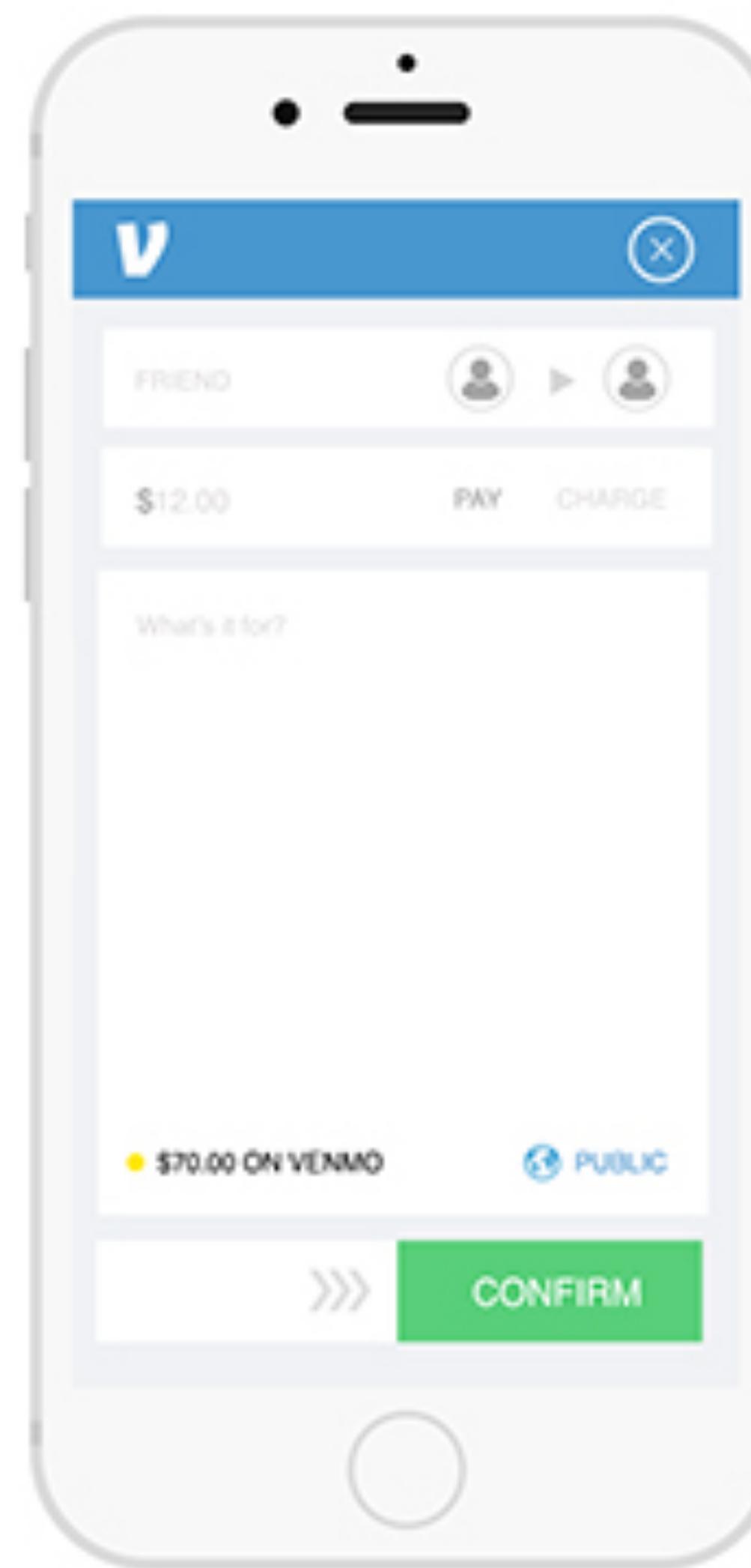
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following

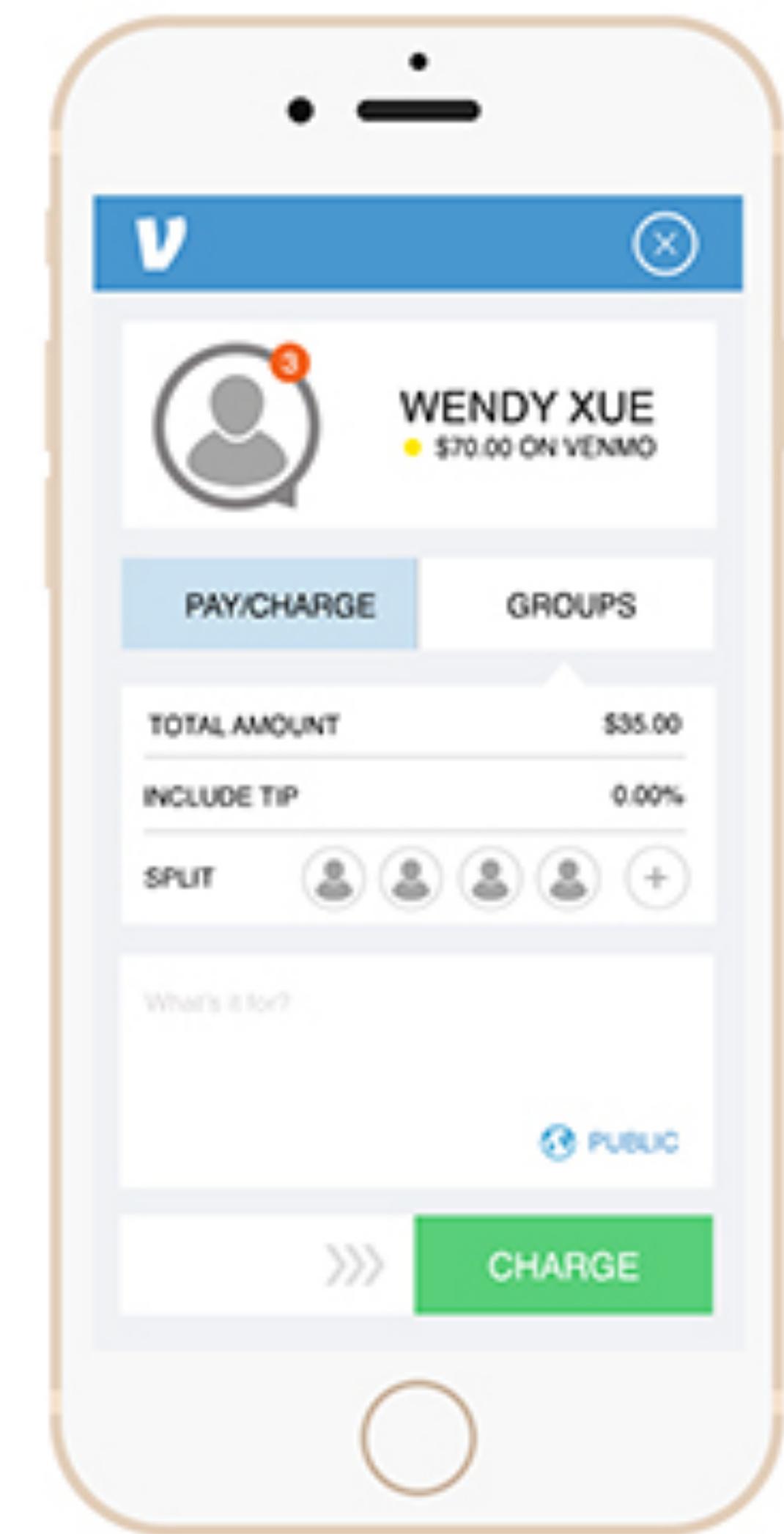




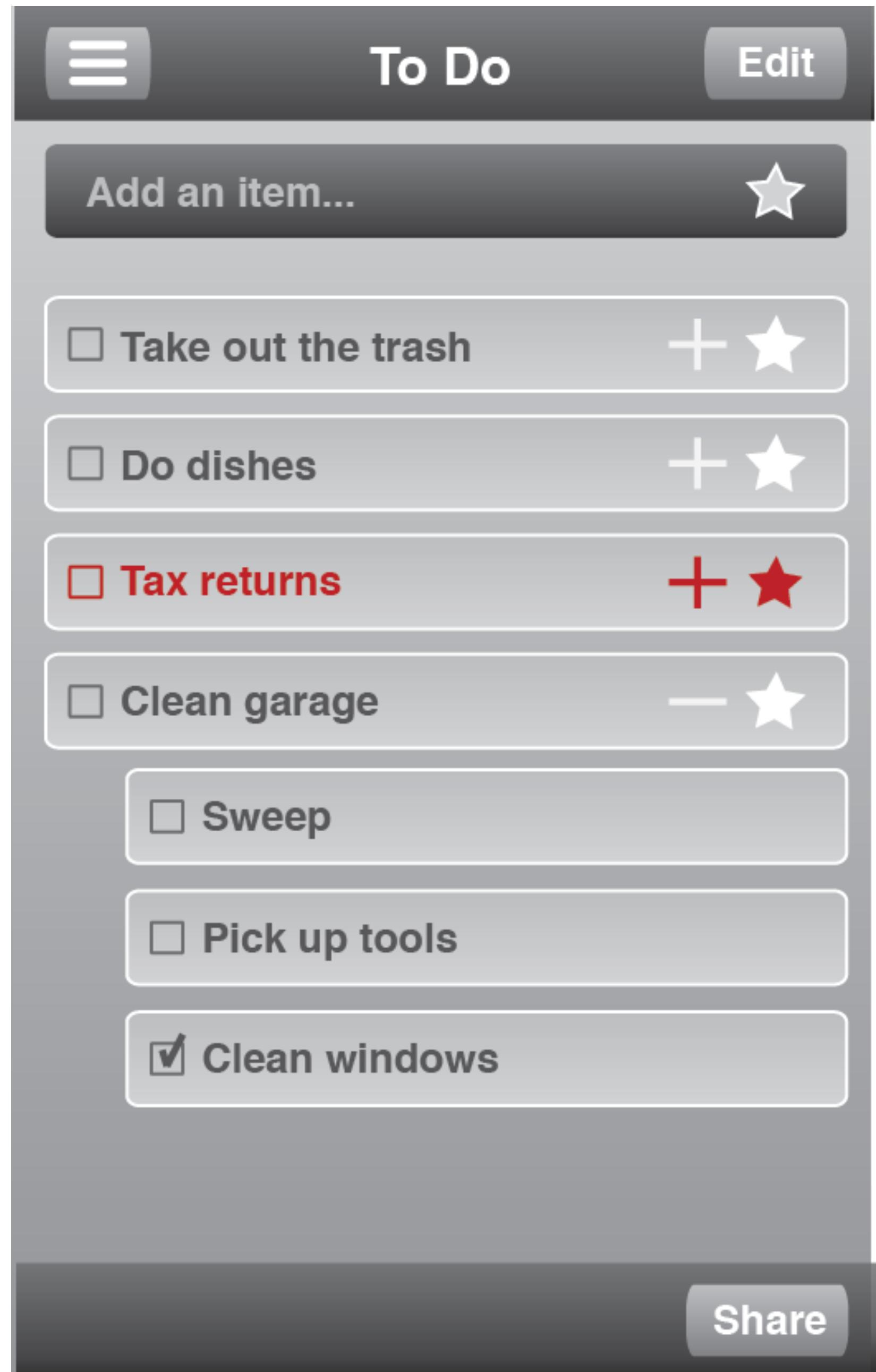
venmo REDESIGN



PAYING + CHARGING



CHARGING GROUPS



How can we help you today?

NIGHTLIFE

EATERIES

SHOPPING



SHOPPING

BEAUTY



SHOPPING

BEAUTY



Log-in

Location

Current location:

Los Angeles, CA

Change location to:

Select from past locations:

San Francisco, CA

Alameda, CA

Long Beach, CA

Pasadena, CA

Las Vegas, NV

email:

password:

connect

or tap here to sign up.



MakeupAlley

Brand

URBAN DECAY



Product

NAKED



Category

Sort by

New



NAKED
Urban Decay



NAKED 2
Urban Decay

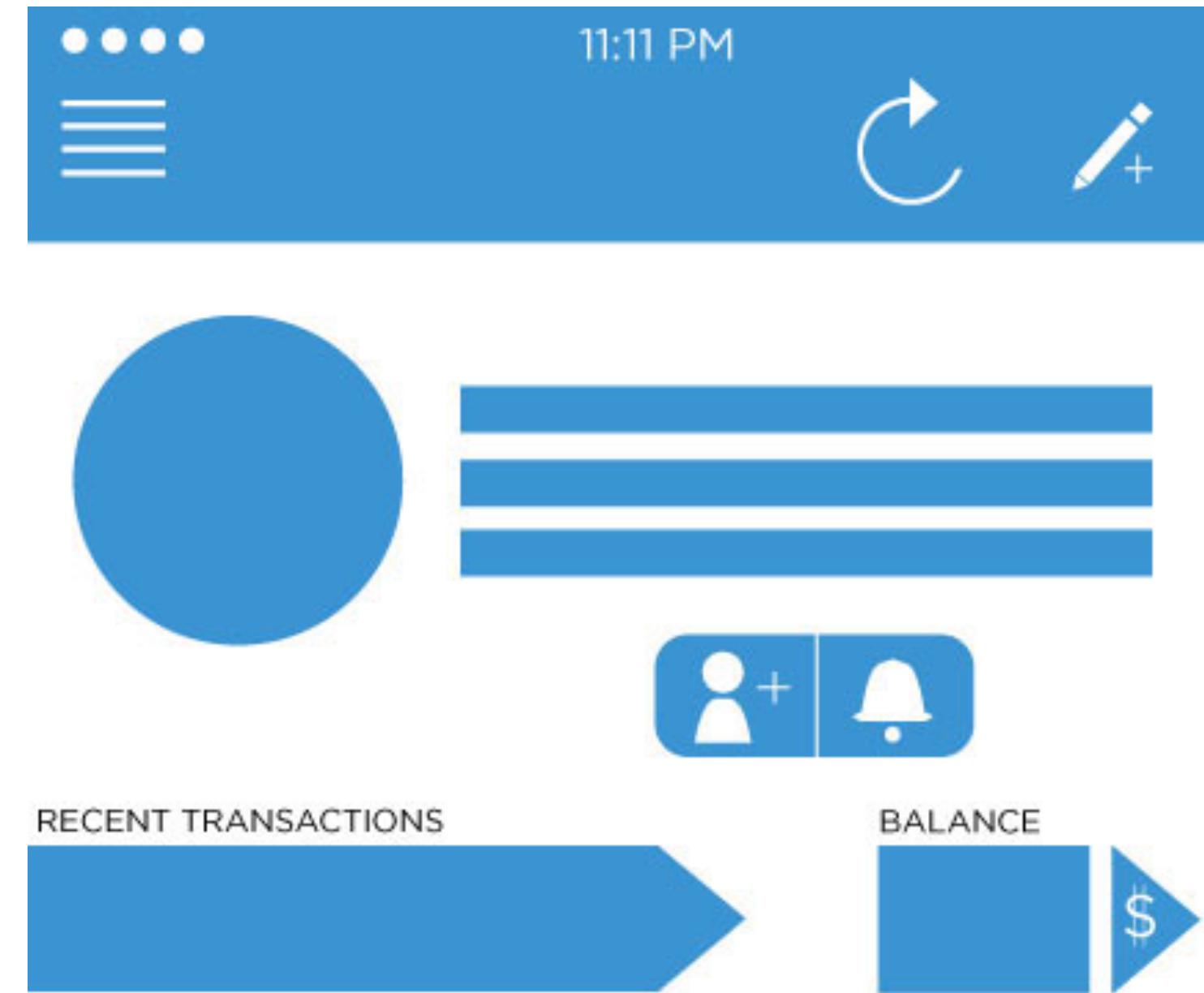


NAKED 3
Urban Decay



Username

Login



Friends Me Public



Mom paid **Ash Ketchum**

Happy ???th birthday!! <3 How old r u now?

[Like](#) [Comment](#)

1d 22



John Watson charged **Sherlock Holmes**

For psychological damages and trauma.

[Like](#) [Comment](#)

2d 22



Fred Weasley charged **George Weasley**

bet won told u ron would get with granger!!

[Like](#) [Comment](#)

3d 22

••••• AT&T 12:02 AM 52%

sfbay.craigslist.org

Welcome to the mobile format of craigslist.
Looking for the [desktop view](#)?

≡ CL > SF bay area

search

for sale >

post to classifieds

my account

for sale

jobs

housing

< >   

≡ Craigslist > SF Bay Area

Search (Ex. Apartments)

Recently Viewed
(3 things from your history) >

For Sale
(Apartments, Dogs, Pizzas, etc.) >

Jobs
(Plumber, Bartender, Receptionist, etc.) >

Housing
(Lofts, Condos, Studios) >

Personals
(Women seeking women, etc.) >

Discussions
(Athlesm, food, frugal, etc.) >

Services
(Financial, Household, etc.) >

Post to Classifieds My Posts



SAFEWAY



Weekly Ad



just for U



Store Locator



My Card



My List



Scan

My Rewards Summary

63

Points Towards
Next Rewards

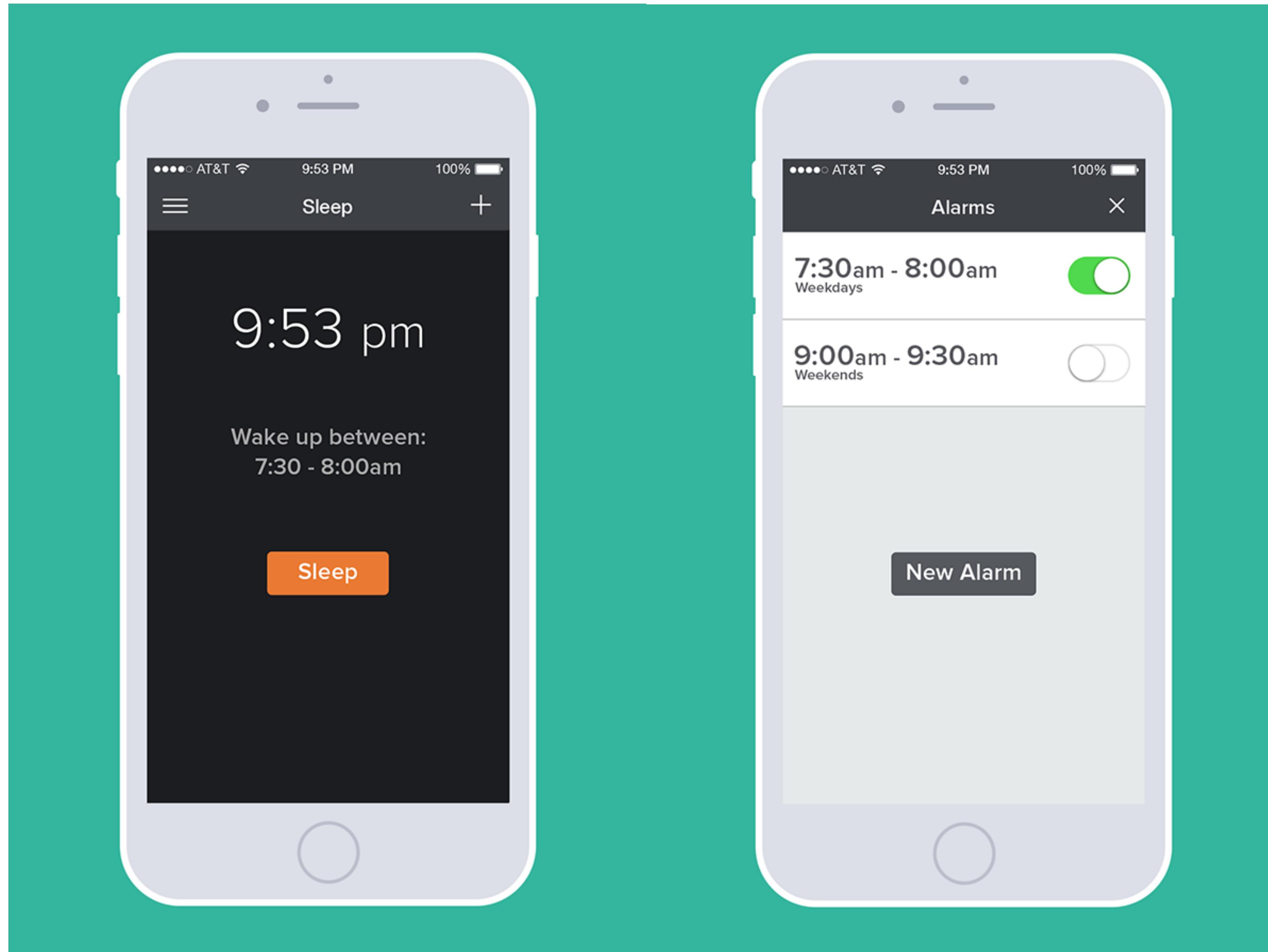
2

Gas Rewards
Available

1

Rewards Expiring
End of Month





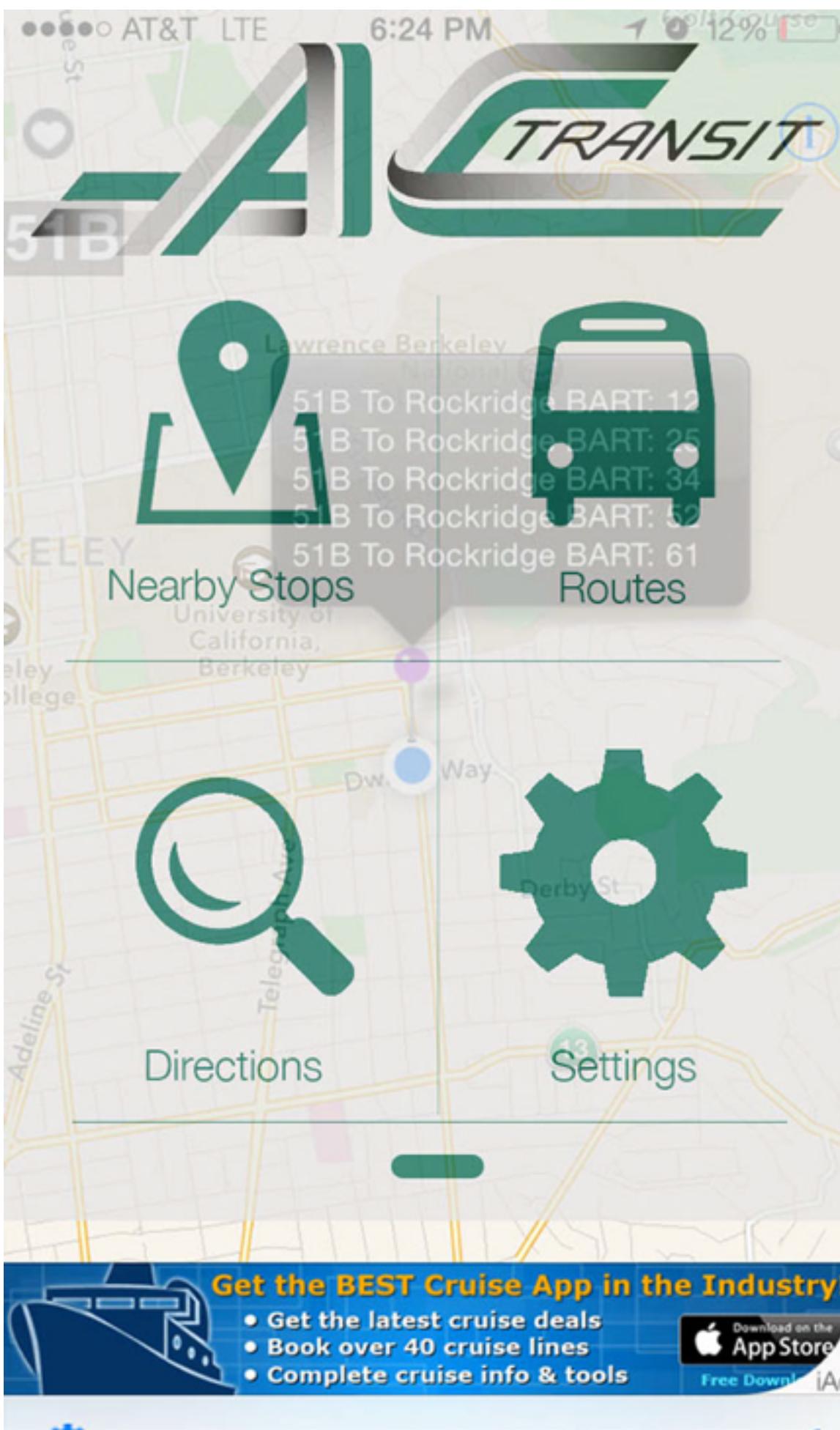
Magic Bus

From My location
To Downtown Berkeley

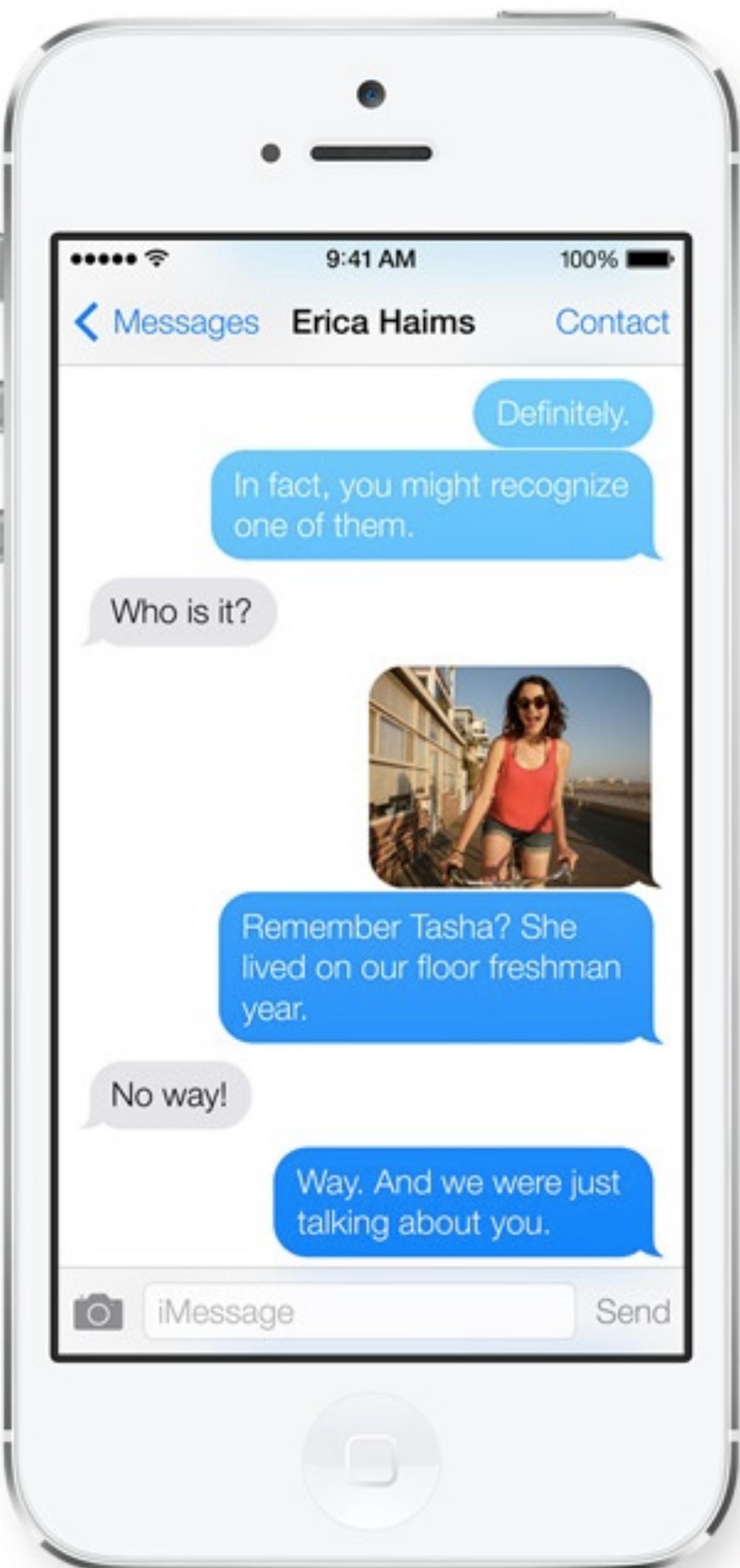
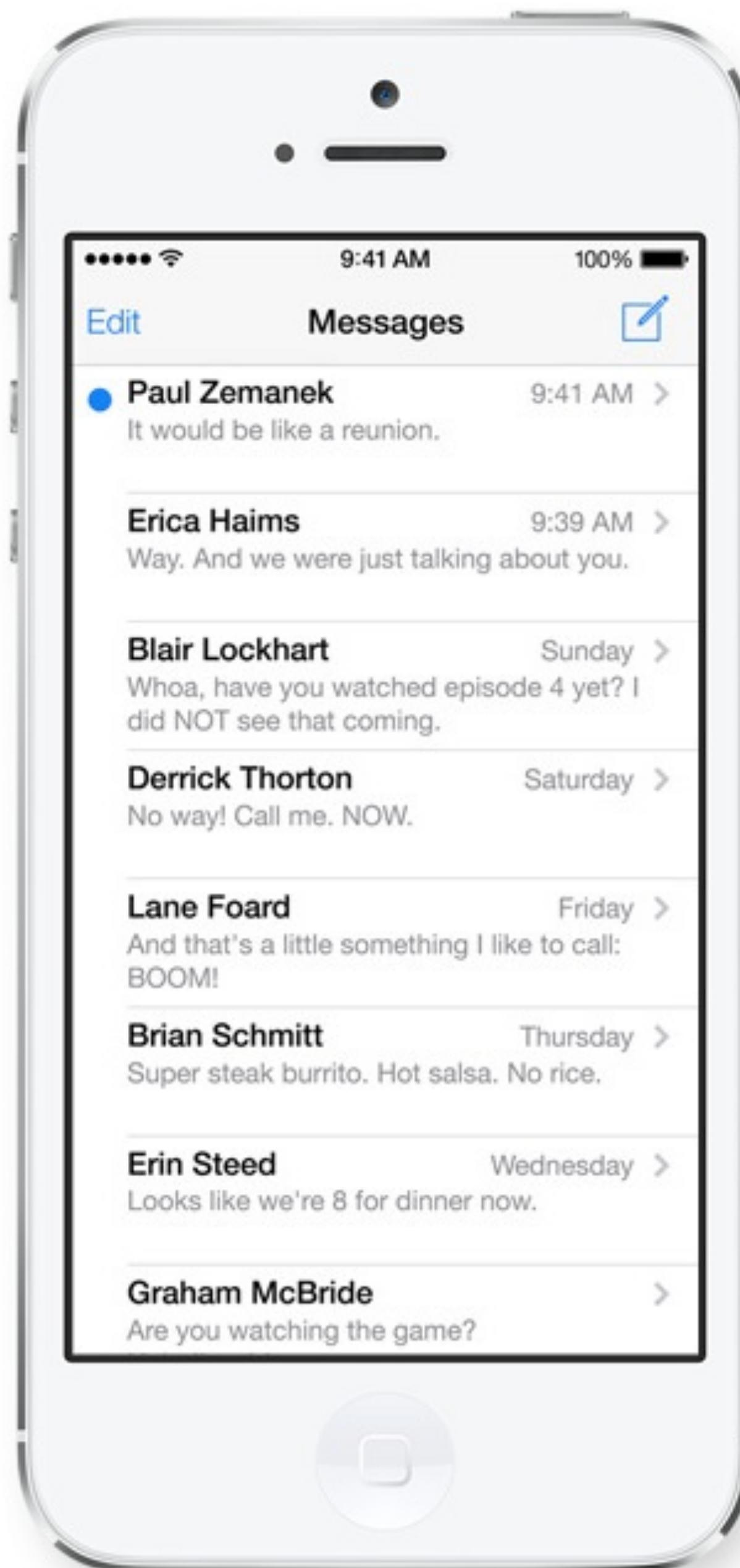
5:21PM 51B 12 min Hall

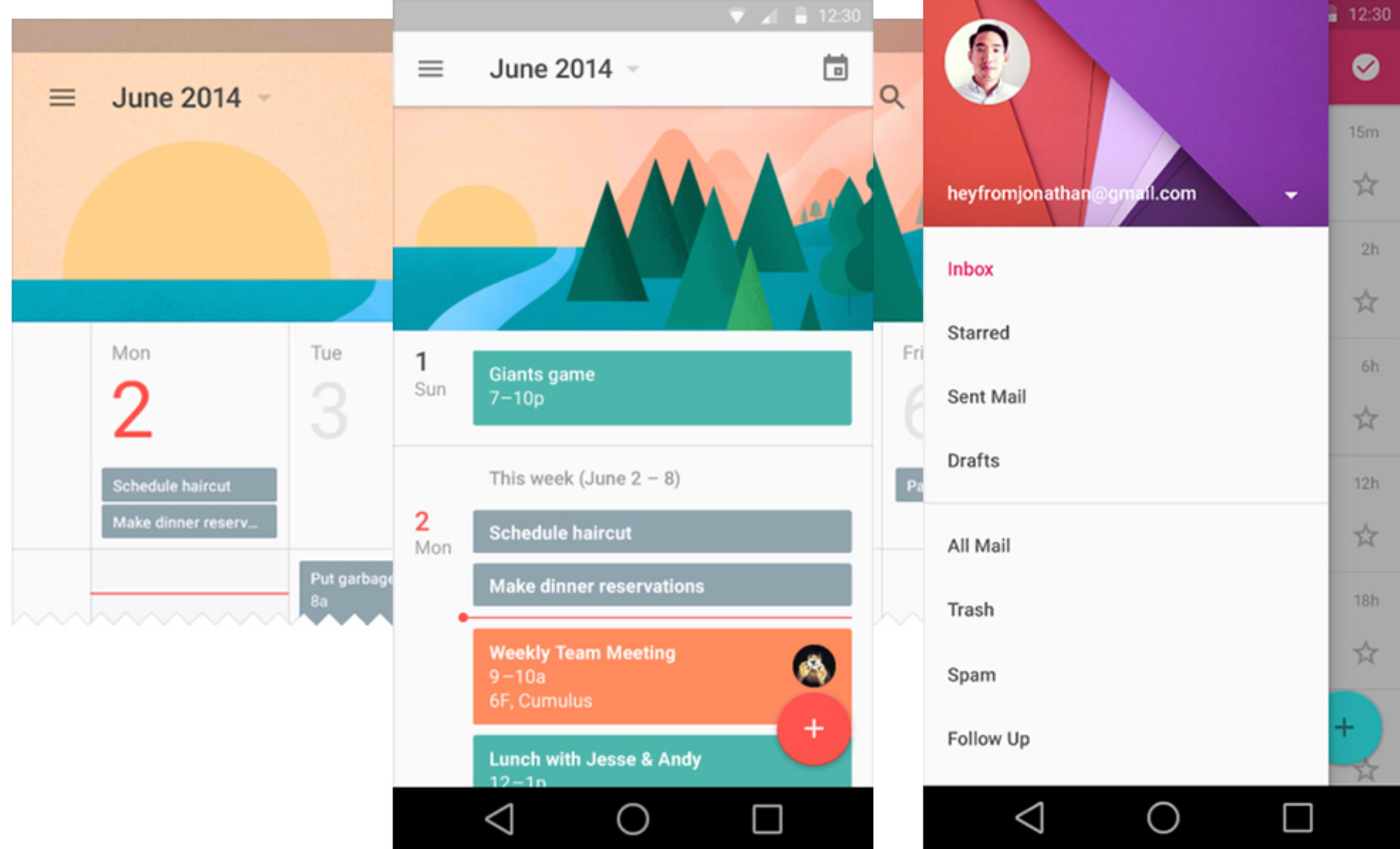
Next Bus Bus Line

| | | |
|------------|---------------|---------------|
| 51B | 5:21pm | NOW! |
| 1R | 5:23pm | 2 mins |
| F | 5:24pm | 3 mins |
| 52 | 5:27pm | 6 mins |
| 7Z | 5:30pm | 9 mins |



iOS v. Android



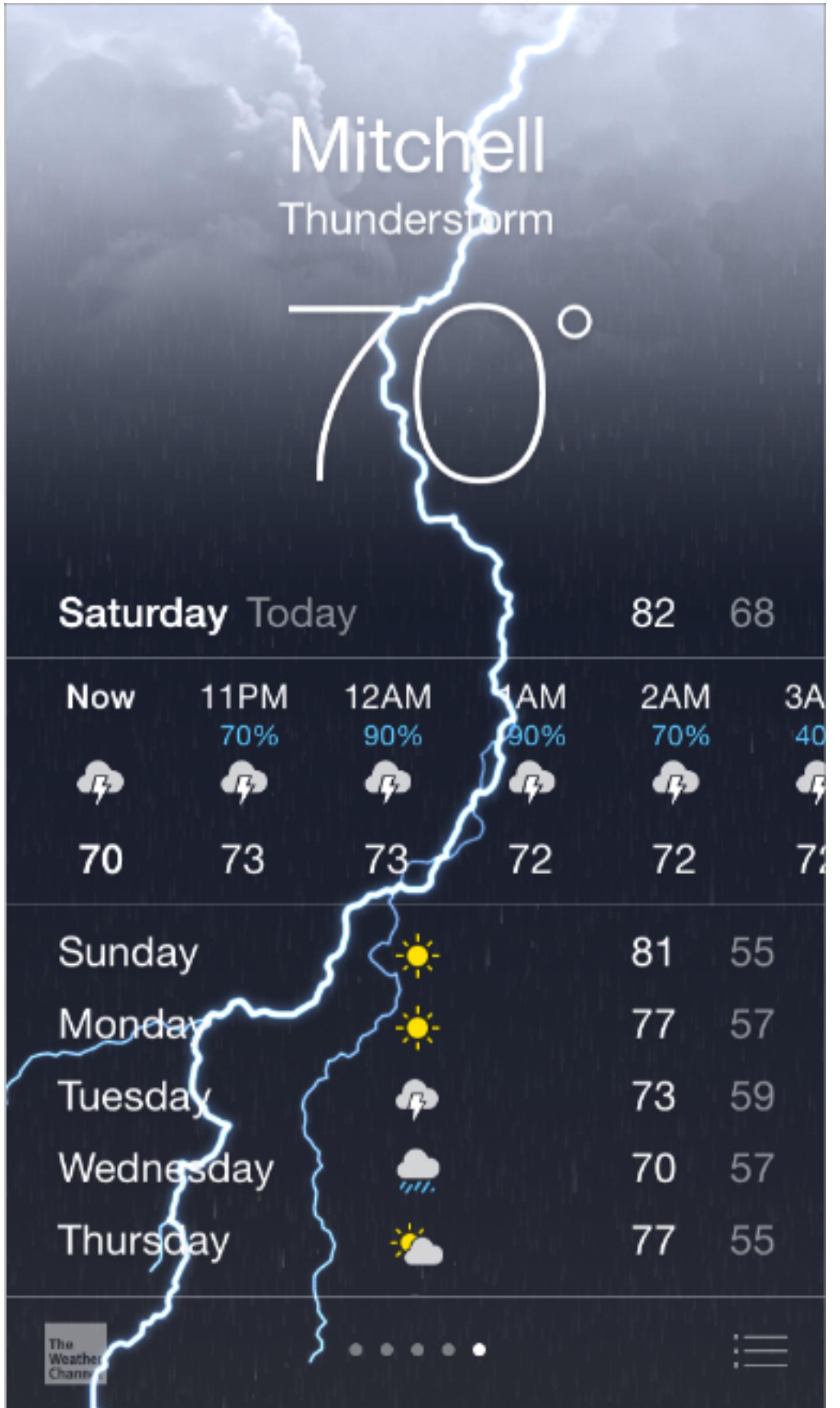


Follow design patterns!

iOS8 Guidelines

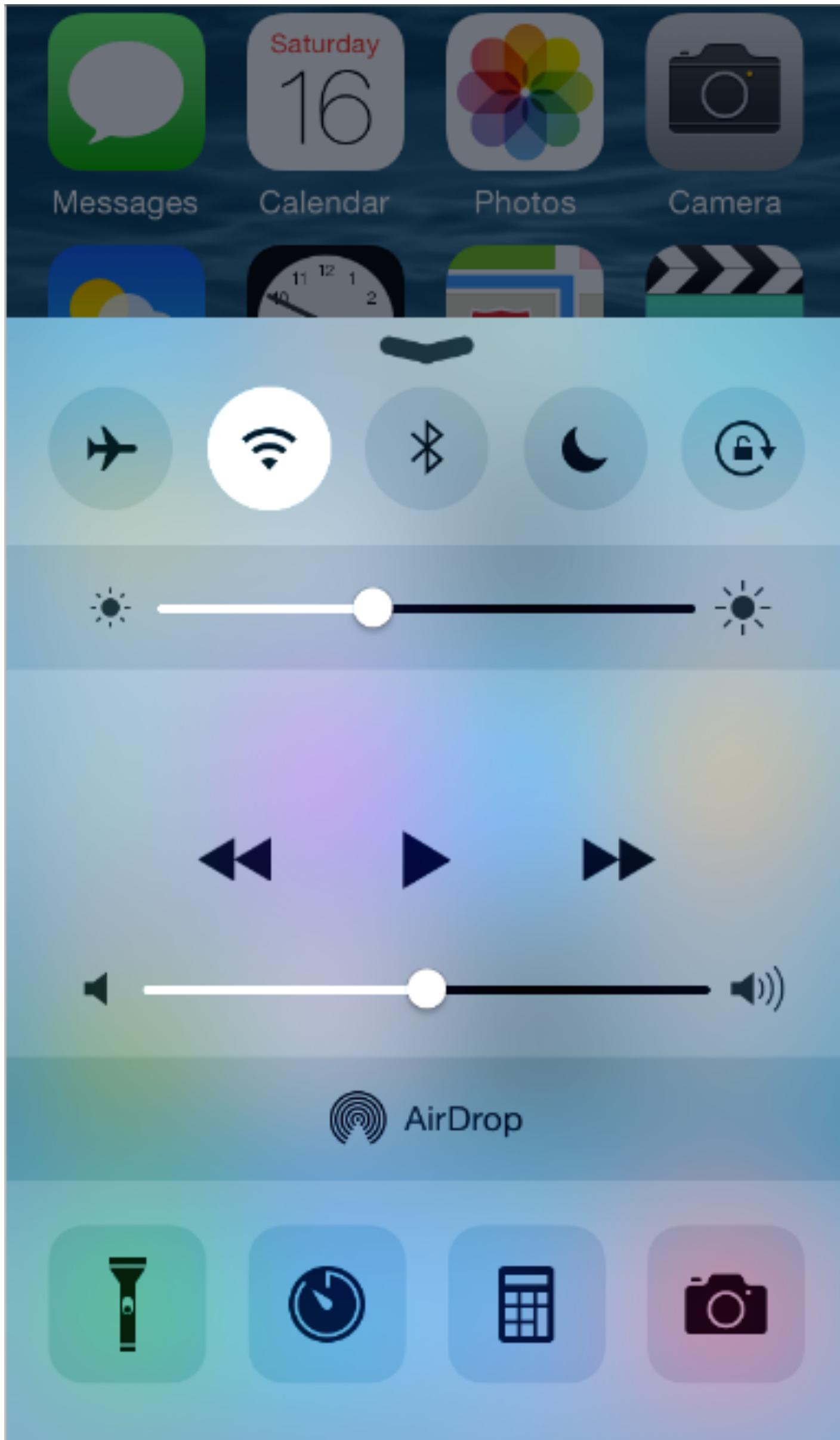
<https://developer.apple.com/library/ios/documentation/userexperience/conceptual/mobilehig/>

iOS8



Take advantage of the
whole screen

iOS8



Let translucent UI
elements hint at the
content behind them.

◀ Back

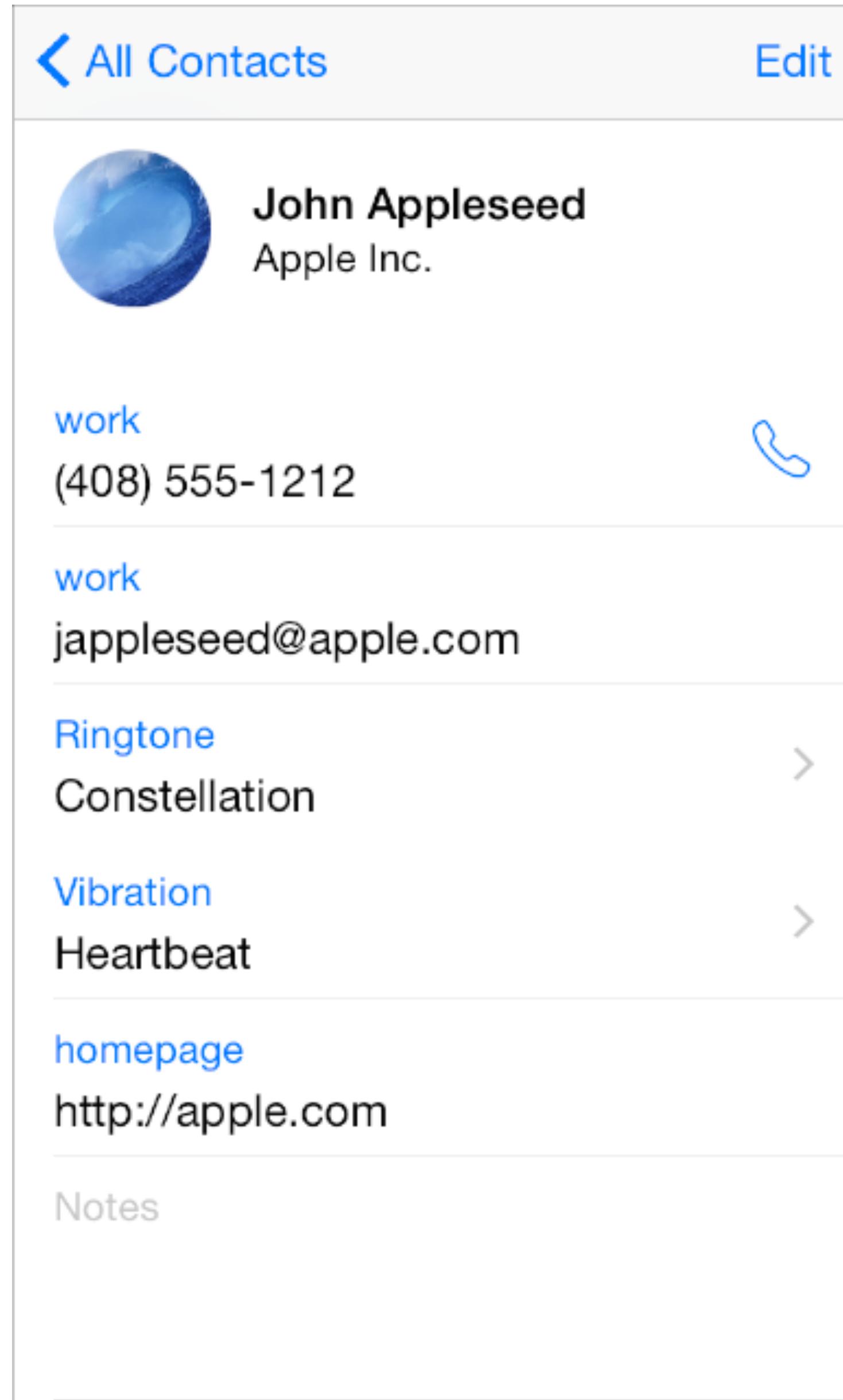
August 16, 2014, 7:04 PM

To be, or not to be, that is the question—
Whether 'tis Nobler in the mind to suffer
The Slings and Arrows of outrageous Fortune,
Or to take Arms against a Sea of troubles,
And by opposing end them? To die, to sleep—
No more; and by a sleep, to say we end
The Heart-ache, and the thousand Natural shocks
That Flesh is heir to? 'Tis a consummation
Devoutly to be wished. To die, to sleep



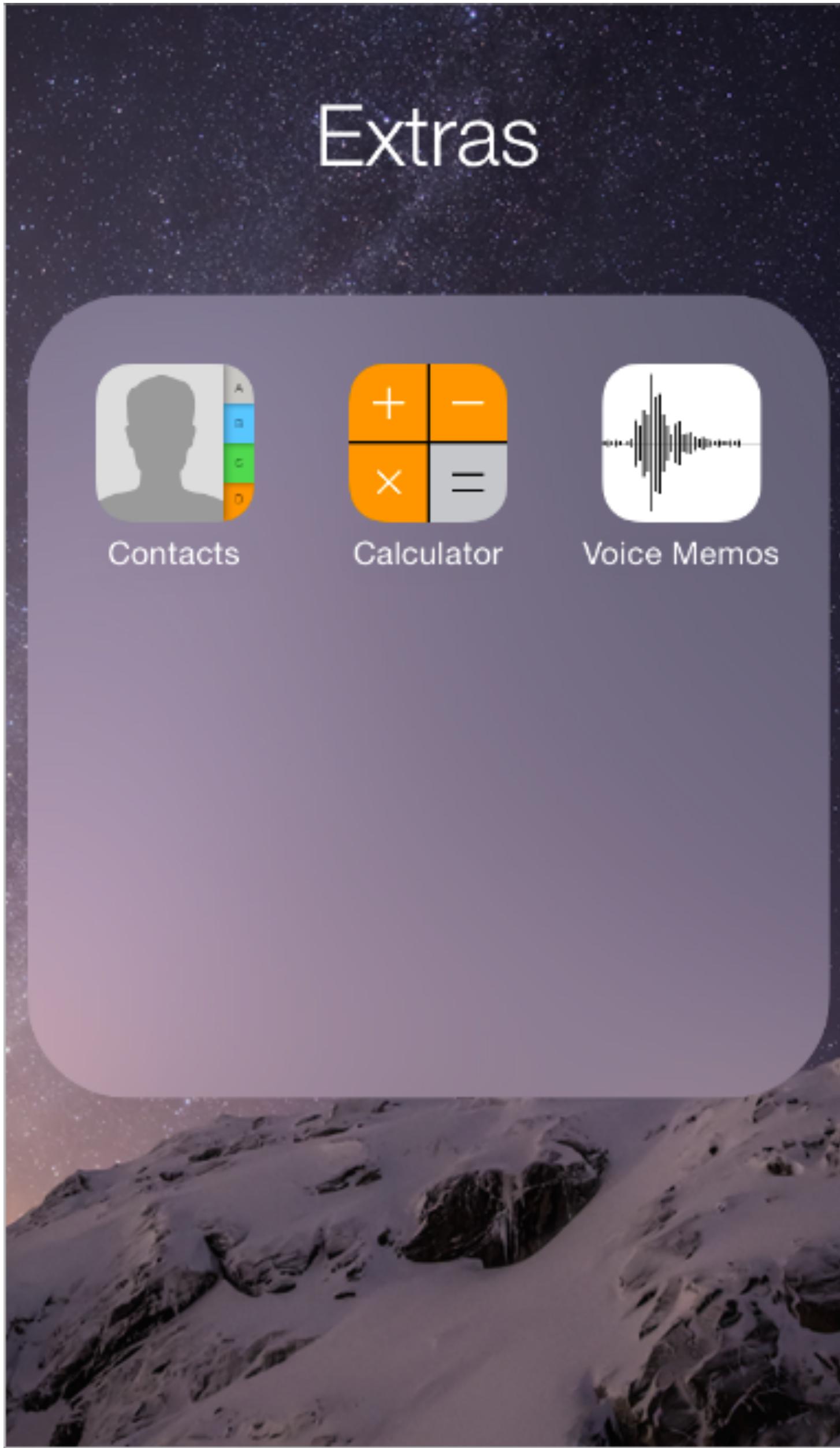
Let color simplify the UI

iOS8



Embrace borderless
buttons

iOS8



Use depth to
communicate

iOS8

| | | | | | | | | | | | | Q | + |
|-------|----|----|----|-----------|----|----|----|-------|----|----|----|----|----|
| APR | | | | MAY | | | | JUN | | | | | |
| 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 27 | 28 | 29 | 30 | | | | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| JUL | | | | AUG | | | | SEP | | | | | |
| 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 1 | 2 | 3 | 4 | 5 | 6 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 27 | 28 | 29 | 30 | 31 | | | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| | | | | | | 31 | | | | | | | |
| OCT | | | | NOV | | | | DEC | | | | | |
| 1 | 2 | 3 | 4 | | 1 | | 1 | 2 | 3 | 4 | 5 | 6 | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 26 | 27 | 28 | 29 | 30 | 31 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| | | | | | | 30 | | | | | | | |
| 2015 | | | | | | | | | | | | | |
| JAN | | | | FEB | | | | MAR | | | | | |
| 1 | 2 | 3 | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | 29 | 30 | 31 | | | |
| Today | | | | Calendars | | | | Inbox | | | | | |

| < 2014 | | | | | | | ☰ | Q | + |
|--------|----|----|----|----|----|----|-----------|-------|----|
| S | M | T | W | T | F | S | | | |
| | | | | | | | | | |
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| | | | | | | | | | |
| AUG | | | | | | | | | |
| | | | | | | | 1 | 2 | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | | | |
| | | | | | | | 17 | 18 | 19 |
| | | | | | | | 20 | 21 | 22 |
| | | | | | | | 23 | | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | |
| | | | | | | | 31 | | |
| Today | | | | | | | Calendars | Inbox | |

Google Material Design

<http://www.google.com/design/>

Android

| Red | | Pink | | Purple | |
|------|---------|------|---------|--------|---------|
| 500 | #e51c23 | 500 | #e91e63 | 500 | #9c27b0 |
| 50 | #fde0dc | 50 | #fce4ec | 50 | #f3e5f5 |
| 100 | #f9bdbb | 100 | #f8bbd0 | 100 | #e1bee7 |
| 200 | #f69988 | 200 | #f48fb1 | 200 | #ce93d8 |
| 300 | #f36c60 | 300 | #f06292 | 300 | #ba68c8 |
| 400 | #e84e40 | 400 | #ec407a | 400 | #ab47bc |
| 500 | #e51c23 | 500 | #e91e63 | 500 | #9c27b0 |
| 600 | #dd191d | 600 | #d81b60 | 600 | #8e24aa |
| 700 | #d01716 | 700 | #c2185b | 700 | #7b1fa2 |
| 800 | #c41411 | 800 | #ad1457 | 800 | #6a1b9a |
| 900 | #b0120a | 900 | #880e4f | 900 | #4a148c |
| A100 | #ff7997 | A100 | #ff80ab | A100 | #ea80fc |
| A200 | #ff5177 | A200 | #ff4081 | A200 | #e040fb |
| A400 | #ff2d6f | A400 | #f50057 | A400 | #d500f9 |
| A700 | #e00032 | A700 | #c51162 | A700 | #aa00ff |

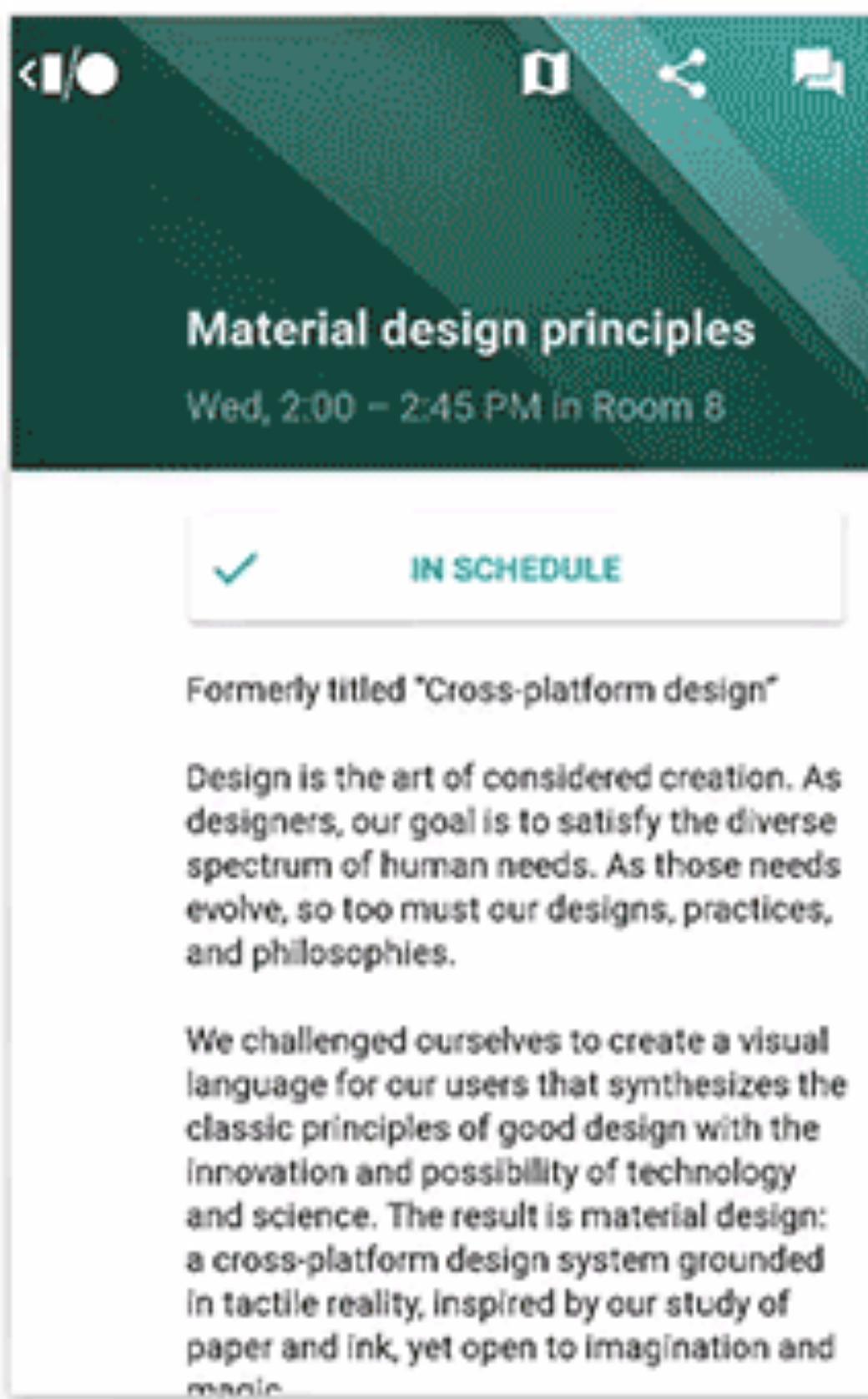
Colors

Android

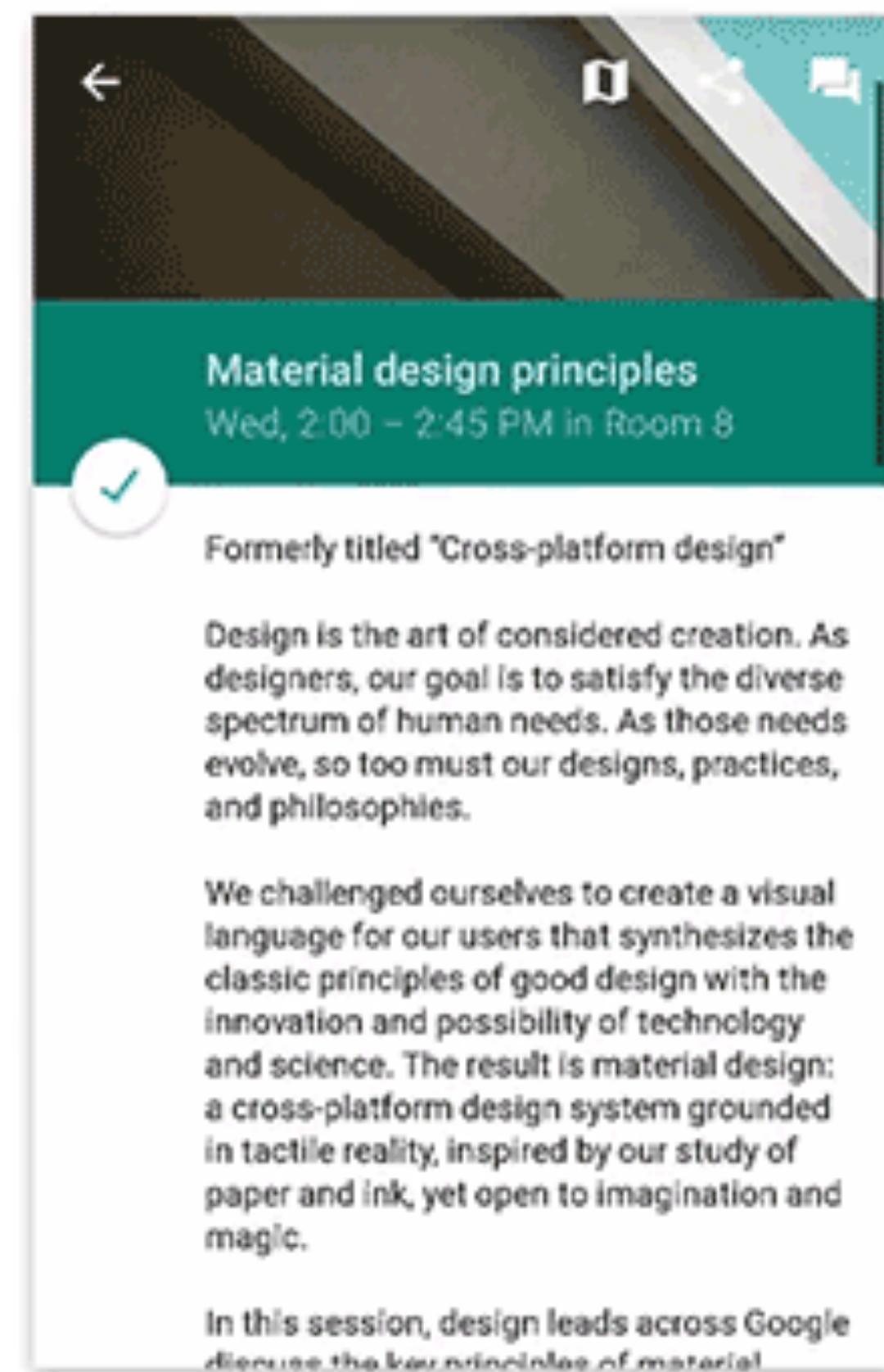


Roboto is the font of
choice!

Android



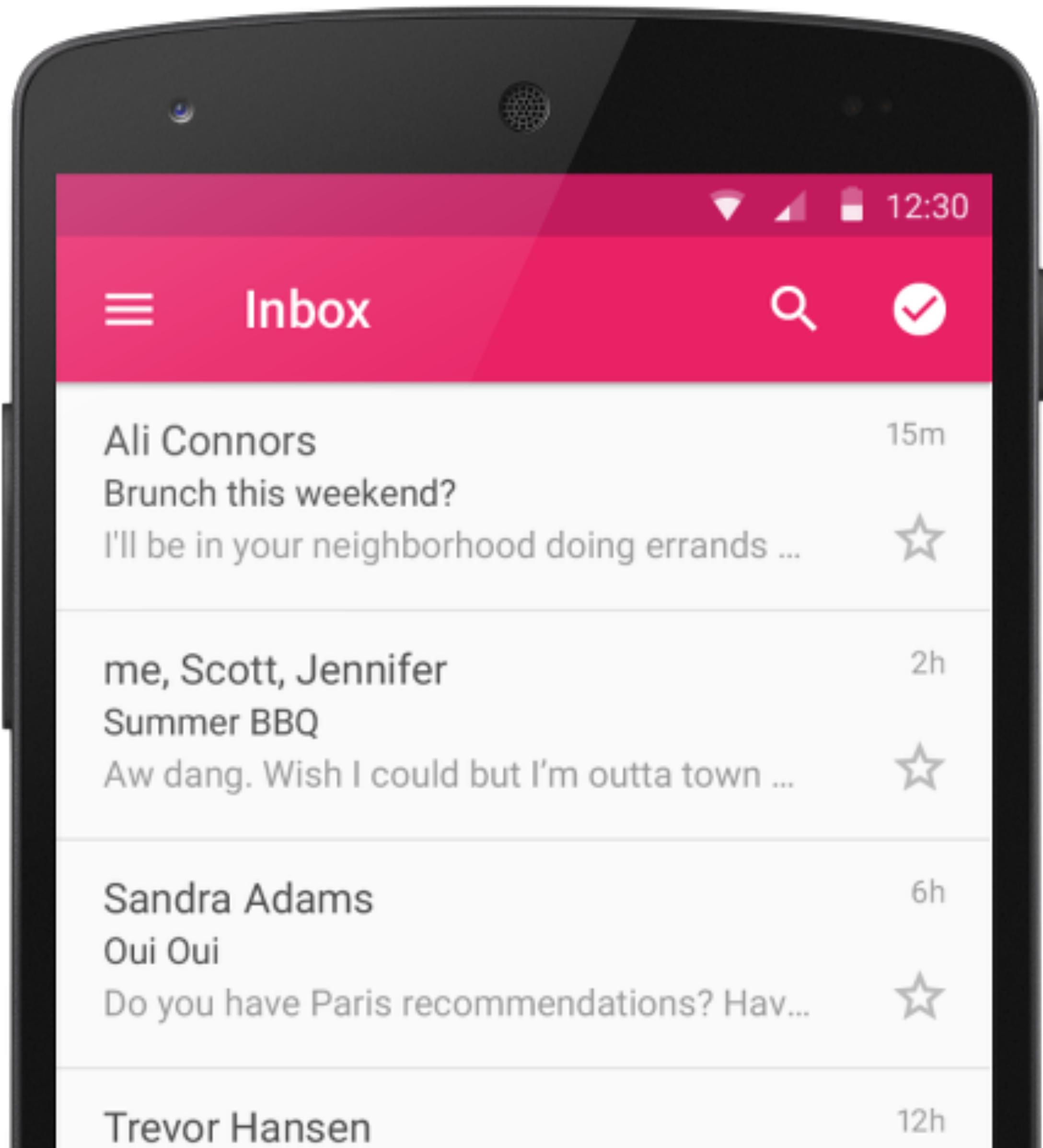
First release



Updated version

Papercraft

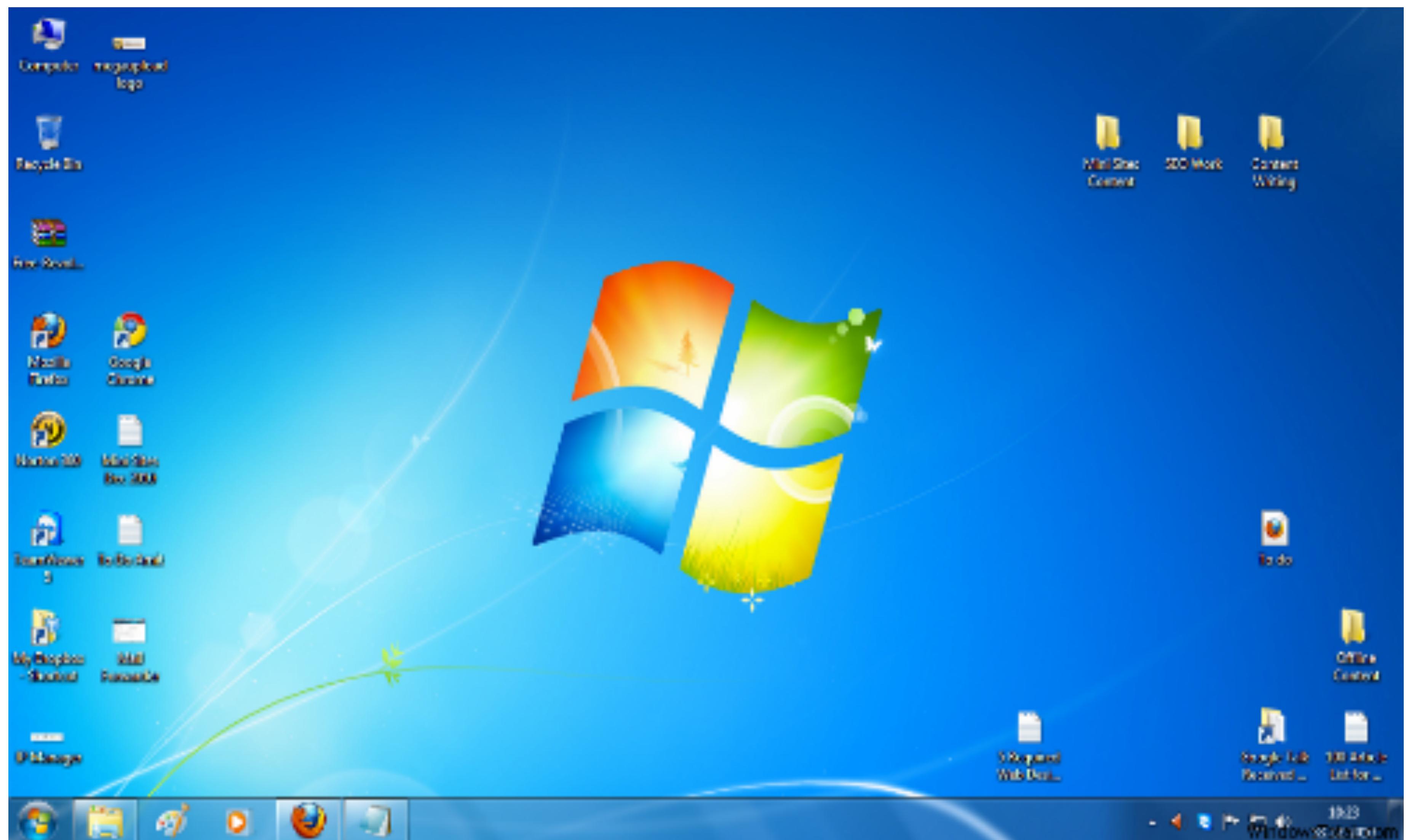
Android



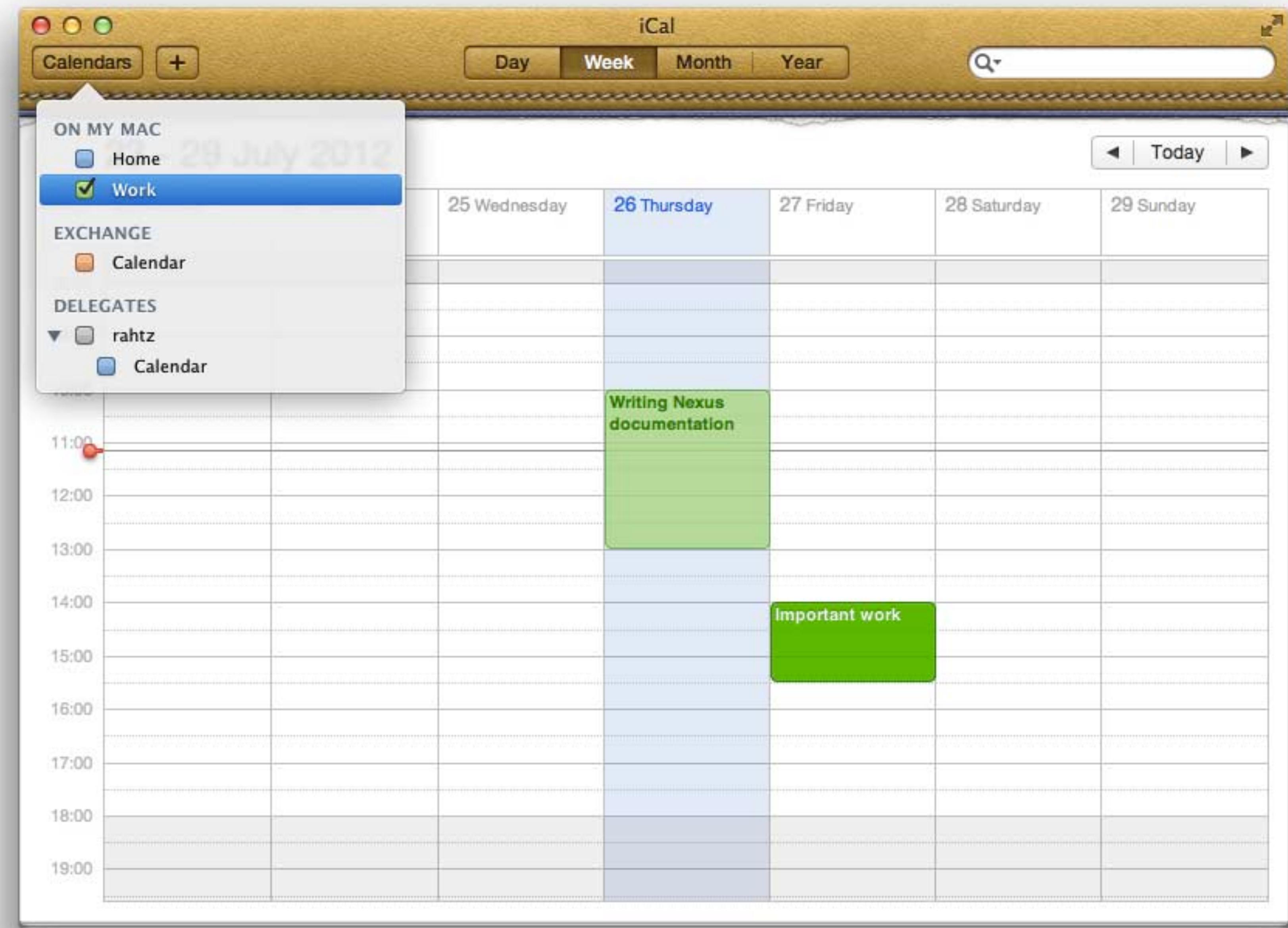
Skeuomorphism











Calendars + Day Week Month Year Q Search

September 2014

Today < >

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--------------------|---|--------------|-------|--------------------|-----|-----|
| 31 | Sep 1 Labor Day Labor Day • Weekly One-on... 3:30 PM | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 • Weekly One-on... 3:30 PM | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 • Weekly One-on... 3:30 PM | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 • Weekly One-on... 3:30 PM | 23 | 24 | 25 Digital Life | 26 | 27 |
| 28 Digital Life | 29 • Weekly One-on... 3:30 PM | 30 CEATEC | Oct 1 | 2 | 3 | 4 |
| 5 | 6 • Weekly One-on... 3:30 PM | 7 | 8 | 9 | 10 | 11 |

Skeuomorphism v. “Flat Design”



Design for Screens

“There’s a capacity for **change**”

<http://www.thehill-side.com/lookbooks/ss-2013>

<http://bobulate.com/post/1216102383/evening-edition>

Responsive design

Prototyping Tools

Keynote or Powerpoint

Marvel

Pixate

Exercise: Design an alarm clock app that is specific to either iOS or Android guidelines. If you have time, try adding motion with Pixate, Keynote, or a similar prototyping tool

Homework: Design an app that helps a White Collar
criminal steal art.