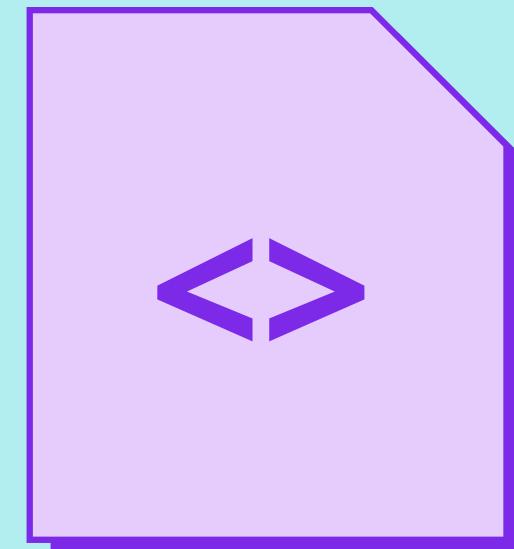


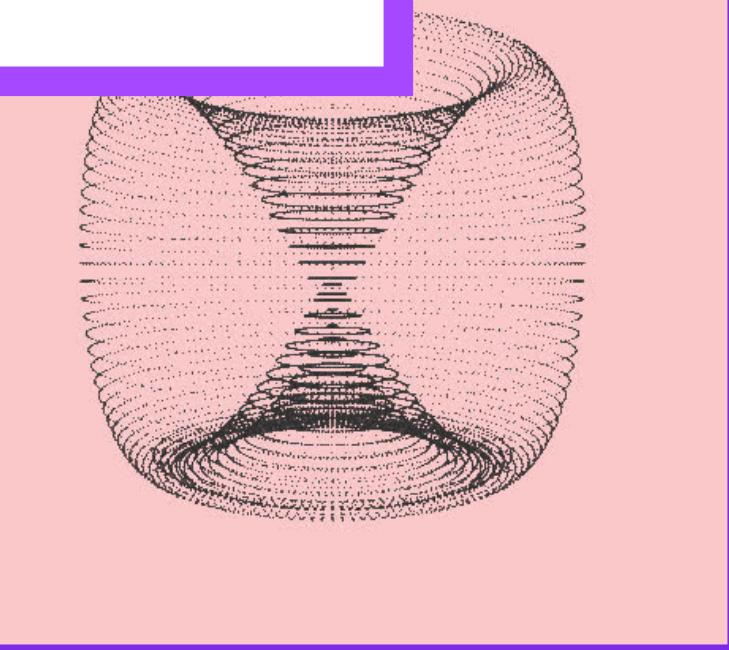
UI/UX #2



Before you code

Presented by
Sam Parkinson

Canva



What's the difference?

UX User Experience

- The "usability" of an app.
Does the app feel logical?
- Who are the users?
- User research (interviews, tests)

UI User Interface

- The graphics and copy-writing
- Visual design: colors, pixels, shadows, etc.
- The "branding" of an app

Today's focus: "before you code"

1 - UX: Problems from a user's point of view

2 - Mockups: the bridge from UX to UI

3 - UI: How design systems will save you time

Why do we make apps?

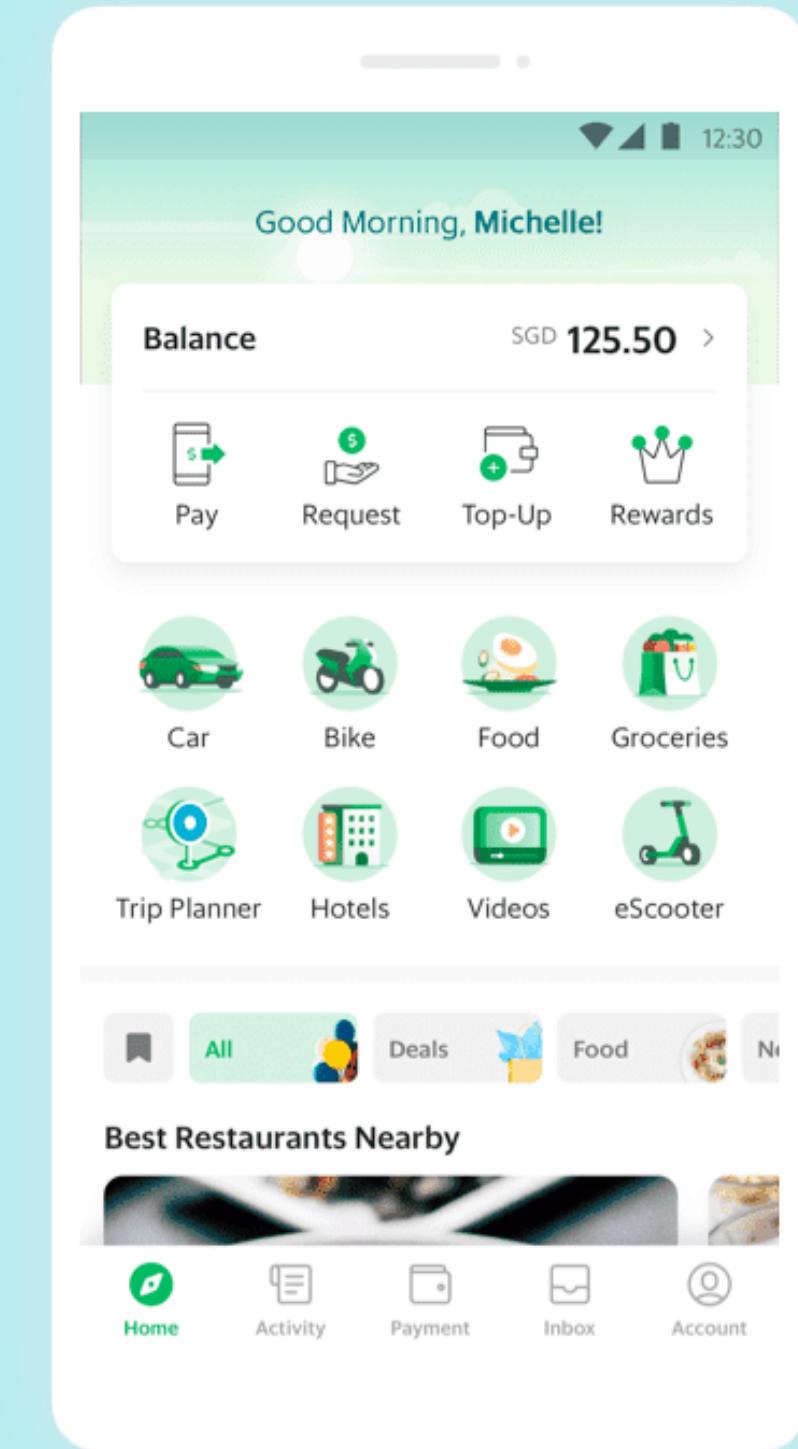
We make apps to help
users achieve their goals

who?

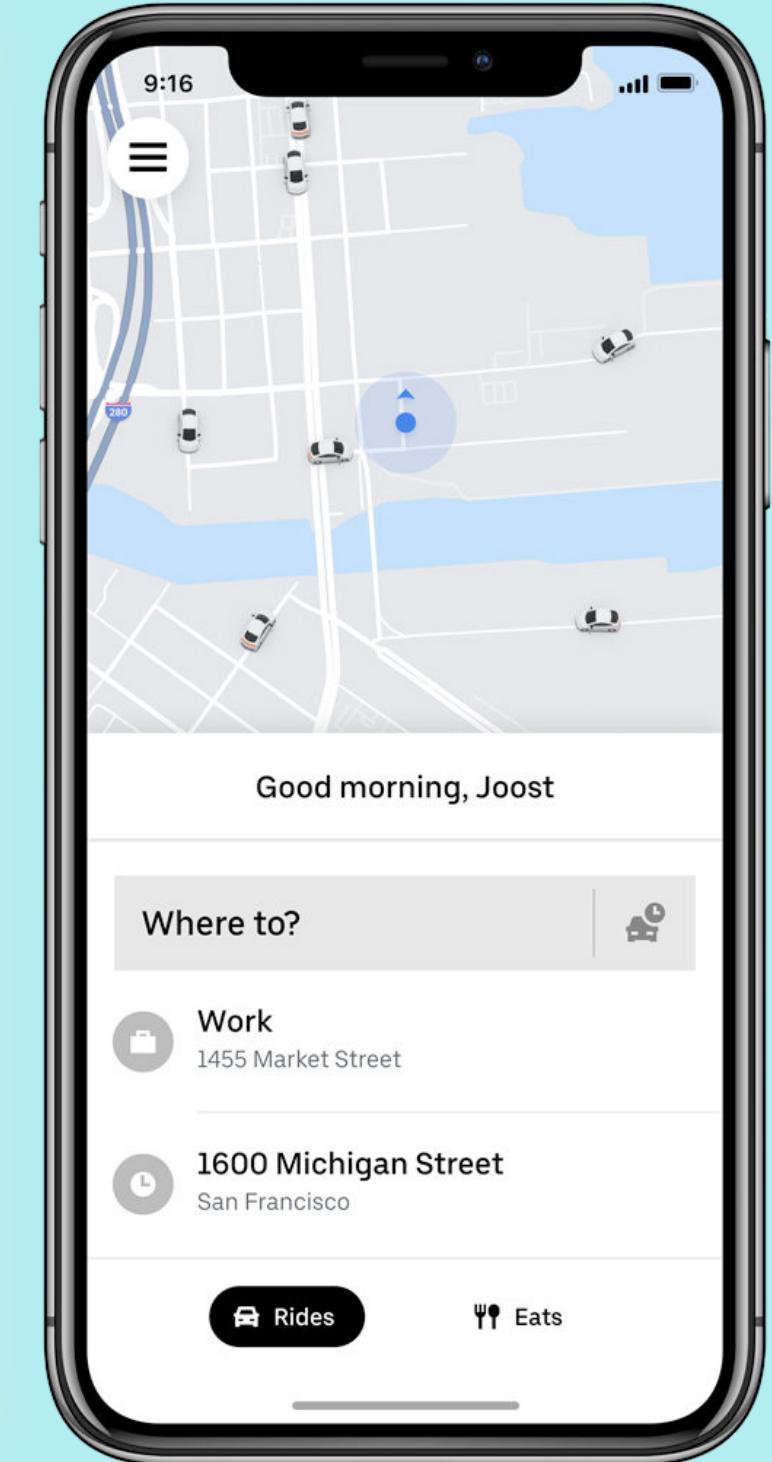
what?



different people have different expectations, because they're familiar with different things (e.g. taxi apps in different countries cater to different markets)



**Grab
(SEA)**



**Uber
(5 eyes)**

Matching the "mental model" of your users



vs

"elements" in



Why do we make apps?

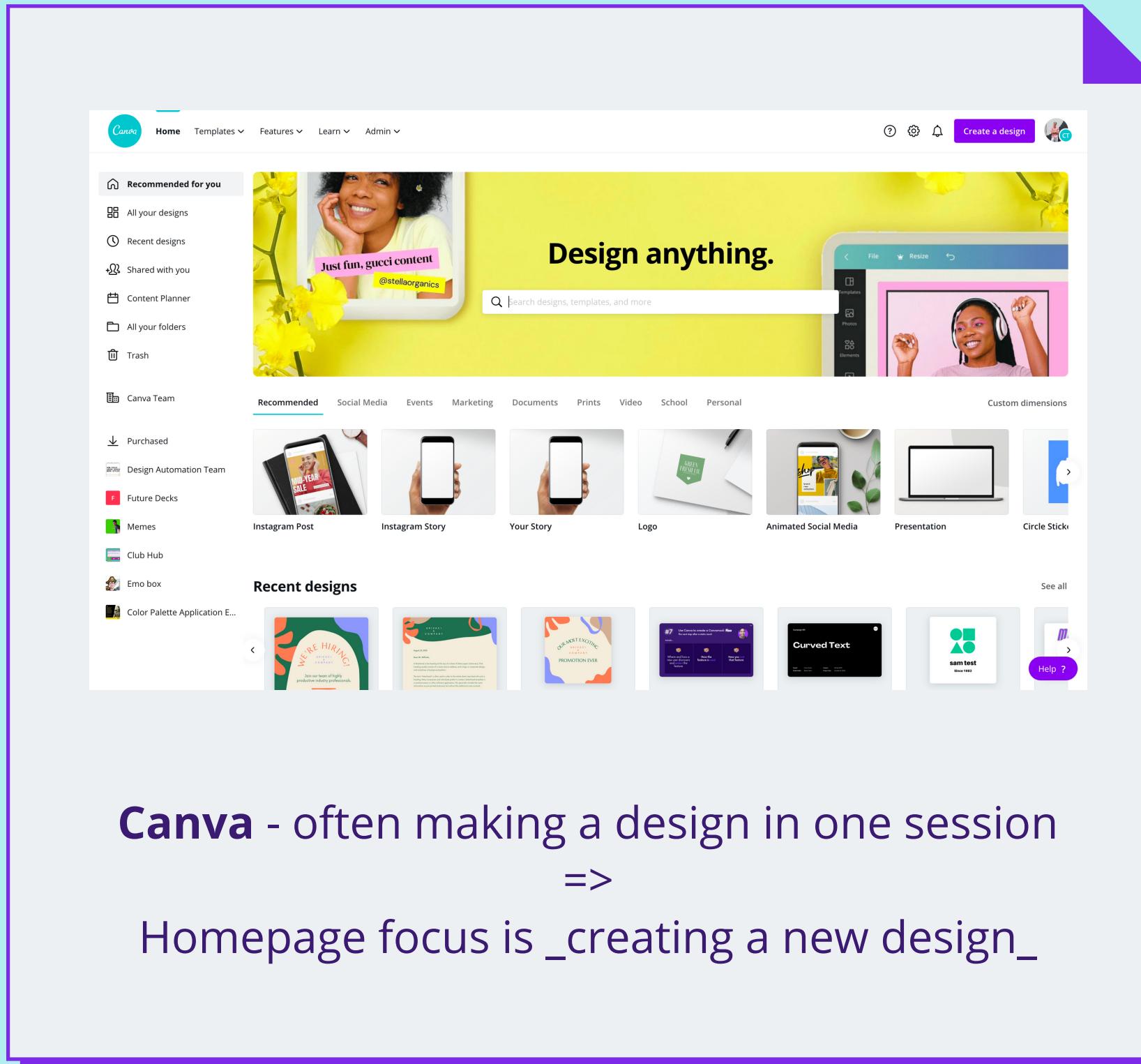
We make apps to help
users achieve their goals

who?

what?

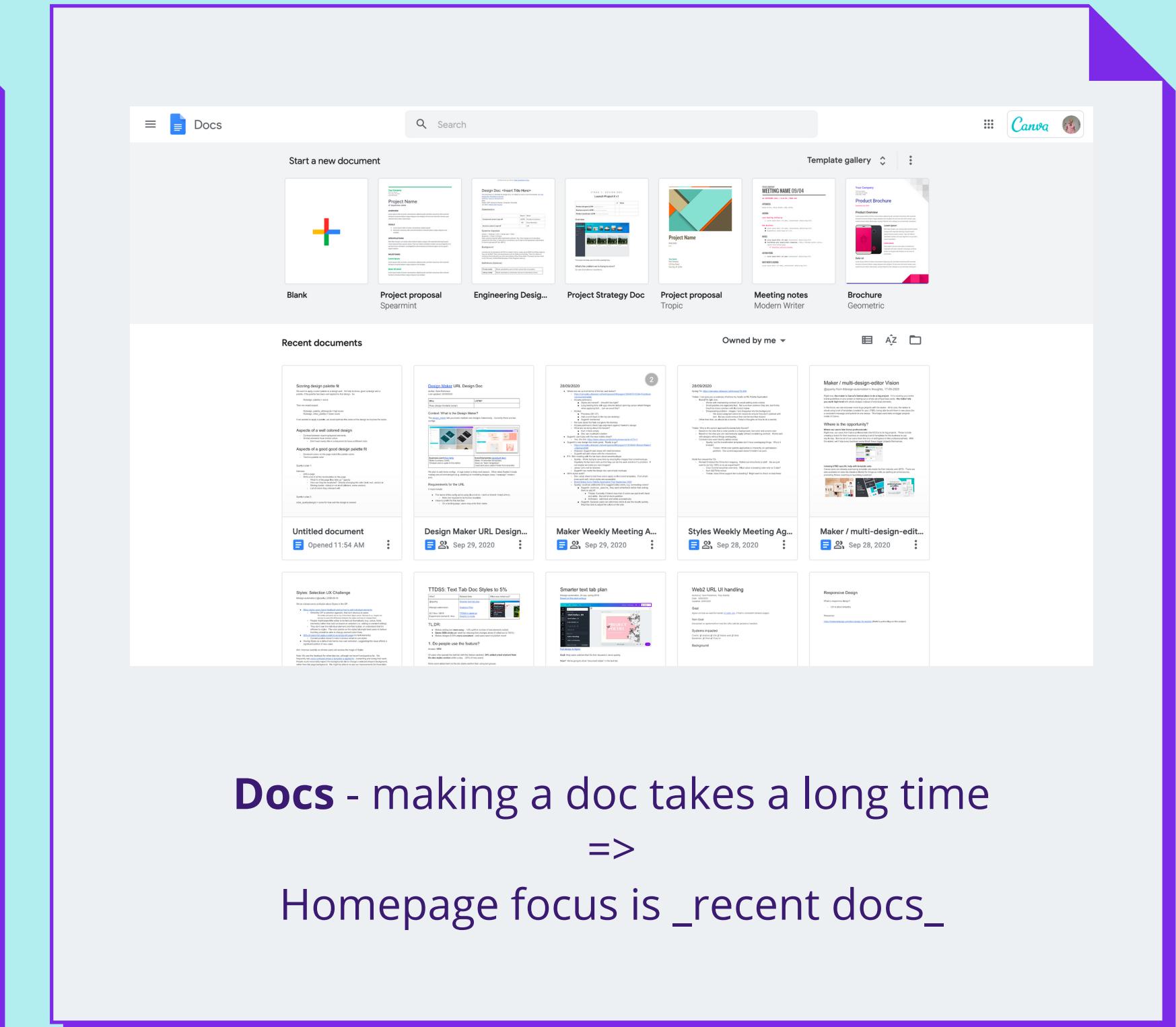


Putting the biggest user goal first



The screenshot shows the Canva homepage. At the top, there's a navigation bar with links for Home, Templates, Features, Learn, and Admin. A prominent yellow banner in the center says "Design anything." Below it is a search bar and a "Create a design" button. To the left, there's a sidebar with sections for "Recommended for you" (including All your designs, Recent designs, Shared with you, Content Planner, All your folders, and Trash), "Canva Team" (including Purchased, Design Automation Team, Future Decks, Memes, Club Hub, Emo box, and Color Palette Application E...), and "Recent designs" (showing thumbnails of recent projects like "WE'RE HIRING!" and "Curved Text"). The main area features a grid of various design templates for Social Media, Events, Marketing, Documents, Prints, Video, School, and Personal use.

Canva - often making a design in one session
=>
Homepage focus is _creating a new design_



The screenshot shows the Google Docs homepage. At the top, there's a navigation bar with links for Home, Templates, Features, Learn, and Admin. A search bar and a "Create a document" button are at the top right. Below, there's a section for "Start a new document" with options for Blank, Project proposal (Spearmint), Engineering Design..., Project Strategy Doc, Project proposal (Tropic), Meeting notes (Modem Writer), and Brochure (Geometric). The main area is titled "Recent documents" and shows a grid of recent documents, each with a thumbnail, title, and last modified date. The documents include "Scoring design palette", "Design Maker URL Design Doc", "28/09/2020", "Untitled document", "Design Maker URL Design...", "Maker Weekly Meeting A...", "Styles Weekly Meeting Ag...", and "Maker / multi-design-edit...".

Docs - making a doc takes a long time
=>
Homepage focus is _recent docs_

User Stories: Format

**As a <persona>,
I want to <task>,
so that I can <goal>.**

User stories help us express requirements in a user-centered way - rather than programmer centered.

This helps us focus on the user's point of view through a project.

Part Two:

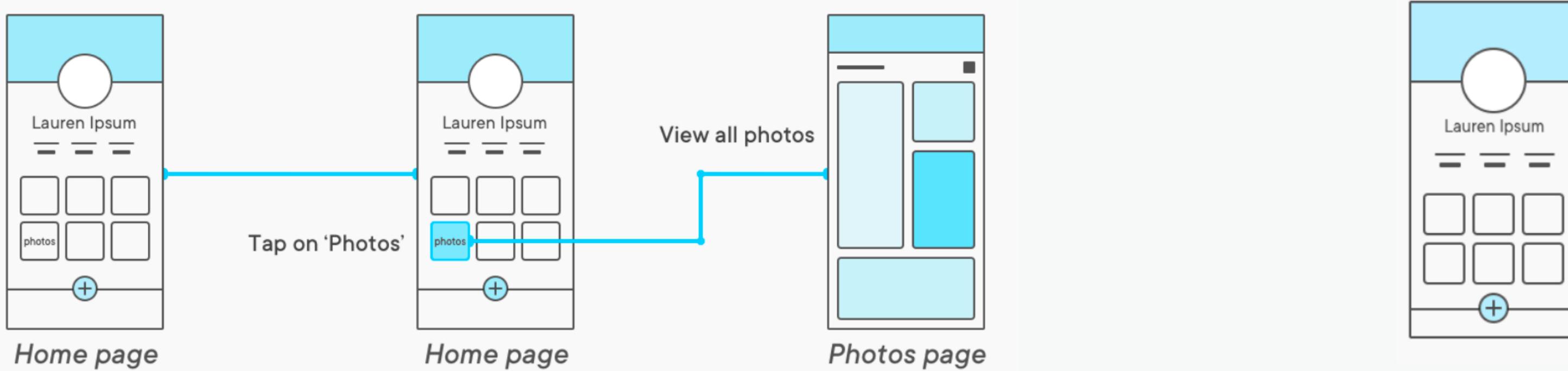
Mockups

The bridge between UX and UI

YOU WOULDN'T
*Write an essay
Without* **A PLAN**

... making an APP without a mockup is a CRIME

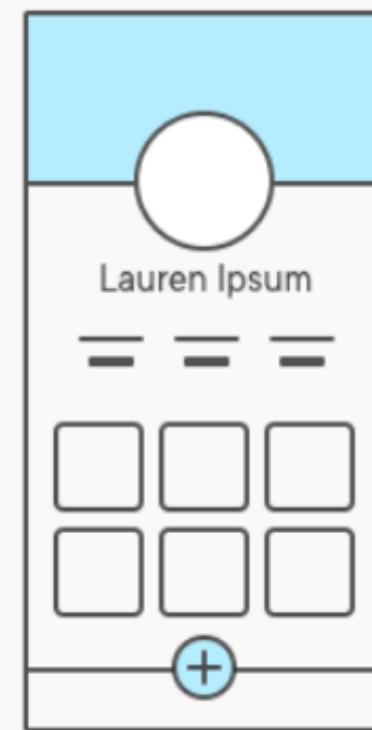
Scale of Mockups



Whole flow ← → **Single Screen**

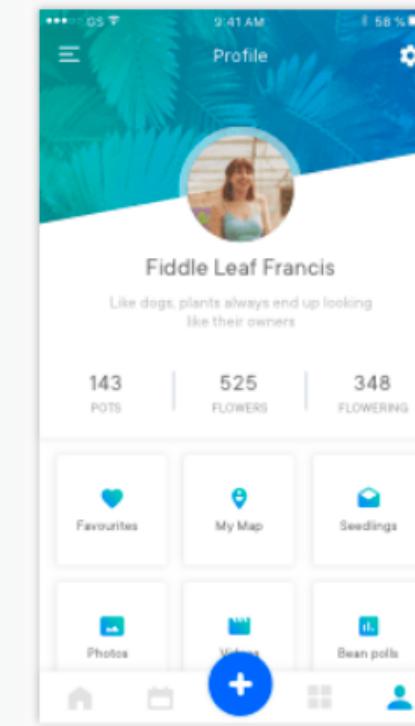
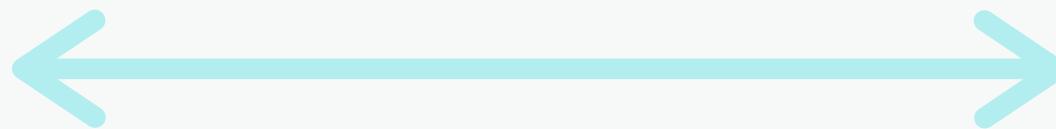
Great article for more depth: <https://uxdesign.cc/when-to-use-user-flows-guide-8b26ca9aa36a>

Fidelity of Mockups



Low Fi

sketches, wireframes, etc.



High Fi

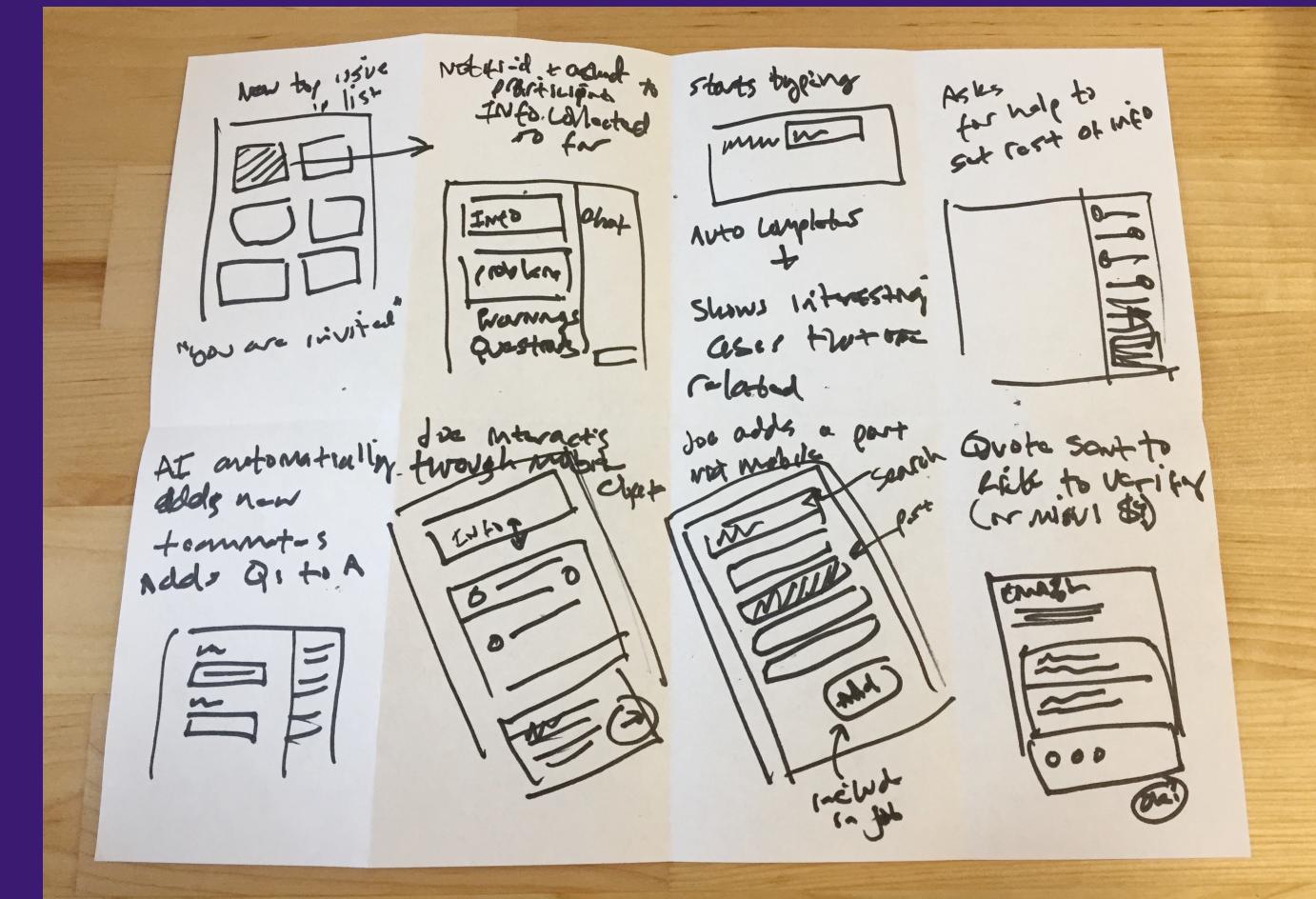
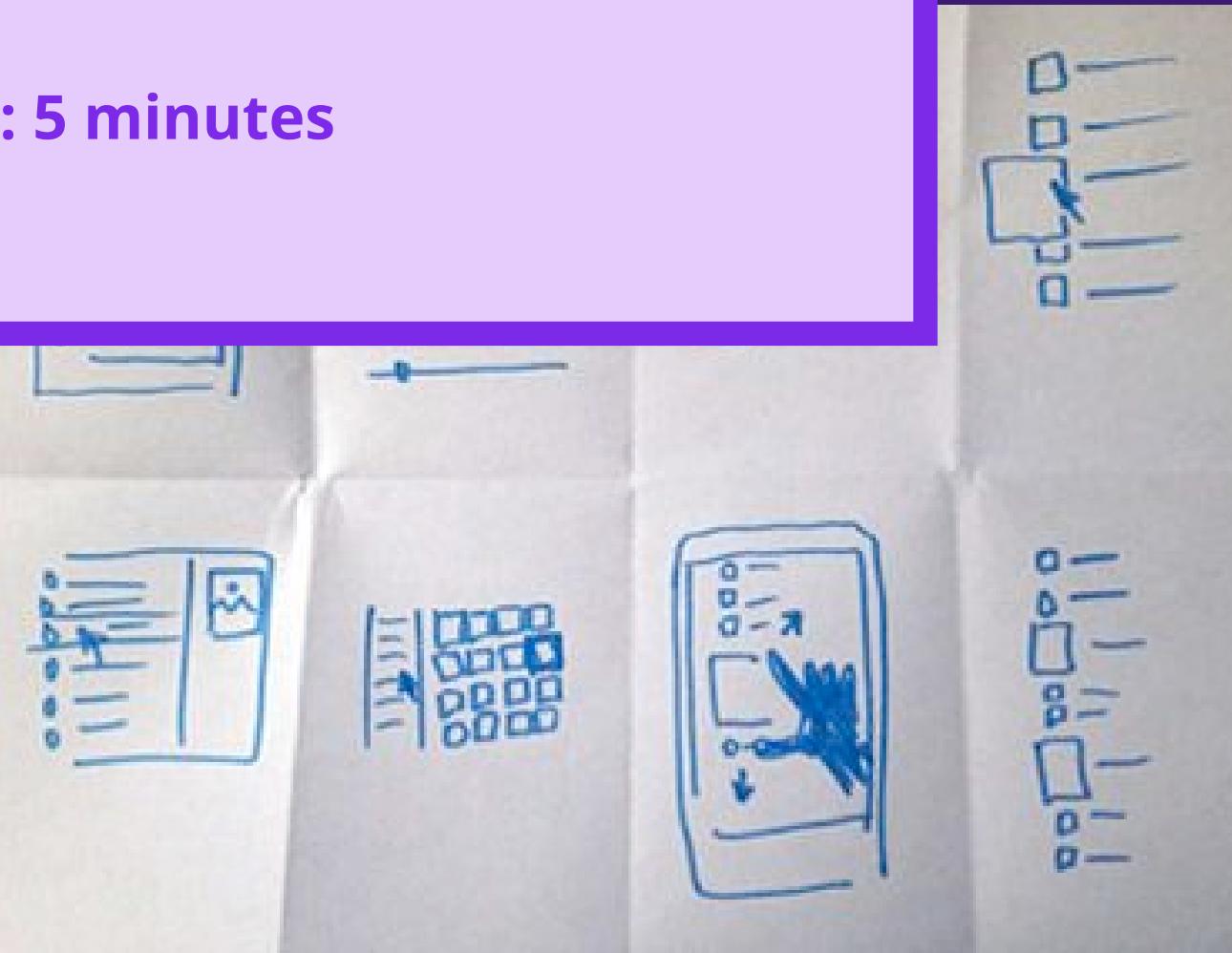
pixel perfect

Great article for more depth: <https://uxdesign.cc/when-to-use-user-flows-guide-8b26ca9aa36a>

How to do CRAZY 8s

1. Fold your paper into 8 parts
2. Draw 8 super quick UI ideas
to solve your problem
3. Share + reflect

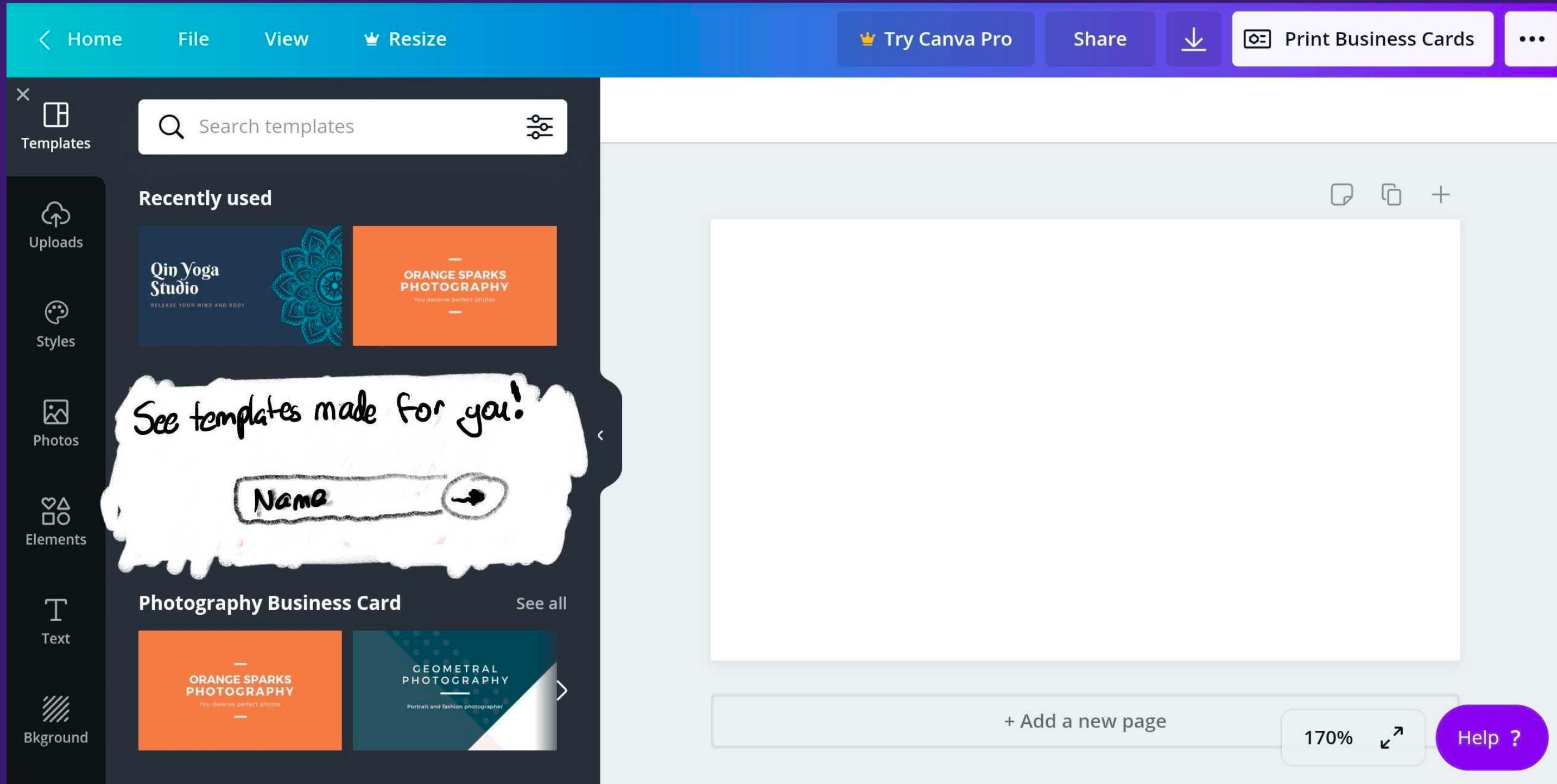
Max time: 5 minutes



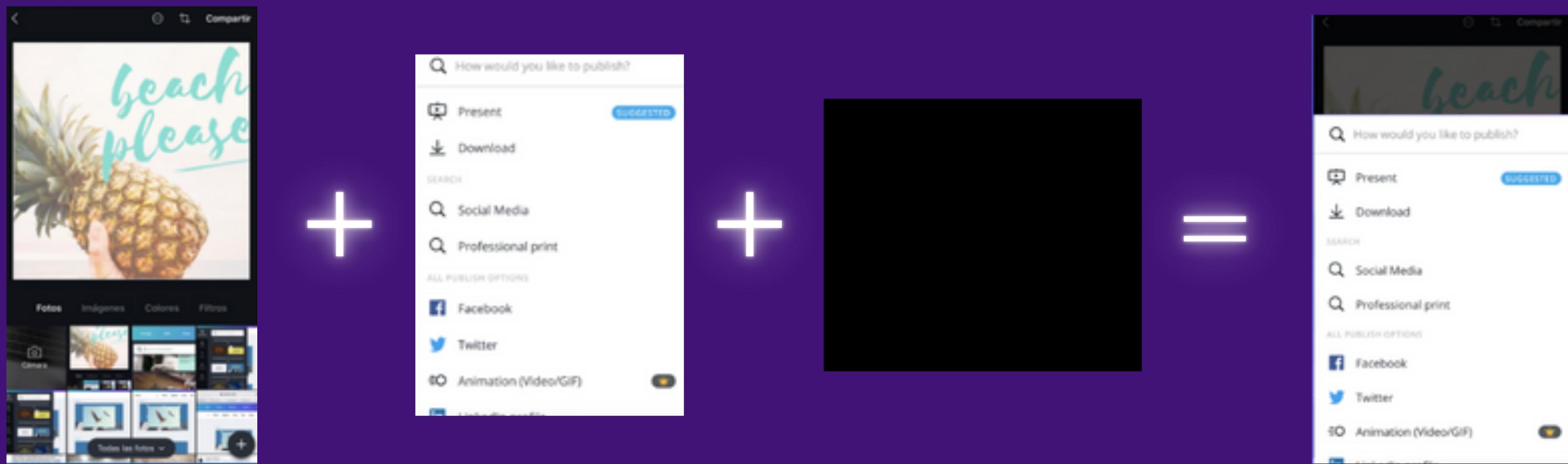
When to do CRAZY 8s

Great for brainstorming UI/UX ideas, especially in a group or when you don't feel like you've got a good option.

Draw on screenshots for quick mockups:



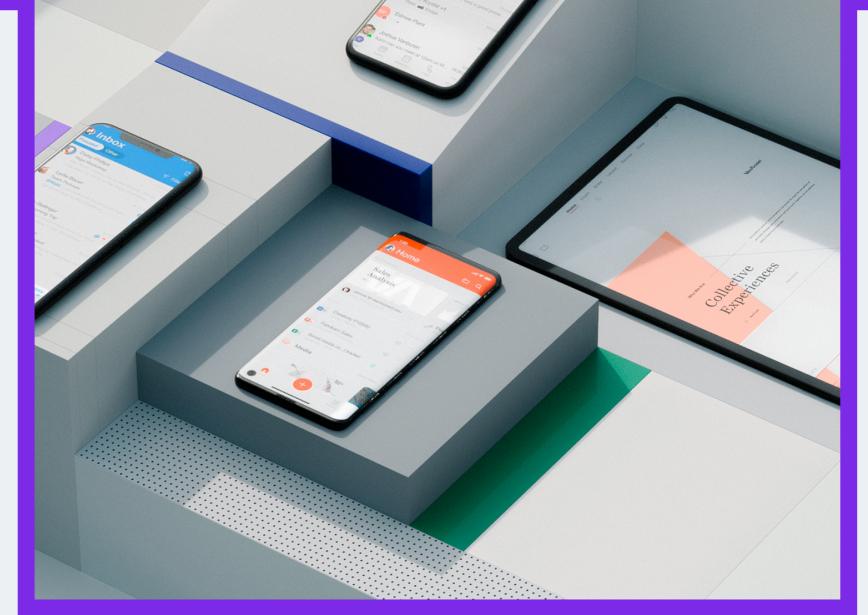
Or, paste screenshots on top of each other:



Use rectangles, screenshots and overlay text to quickly mockup your idea

Part Three:

**How design systems
will save you time**



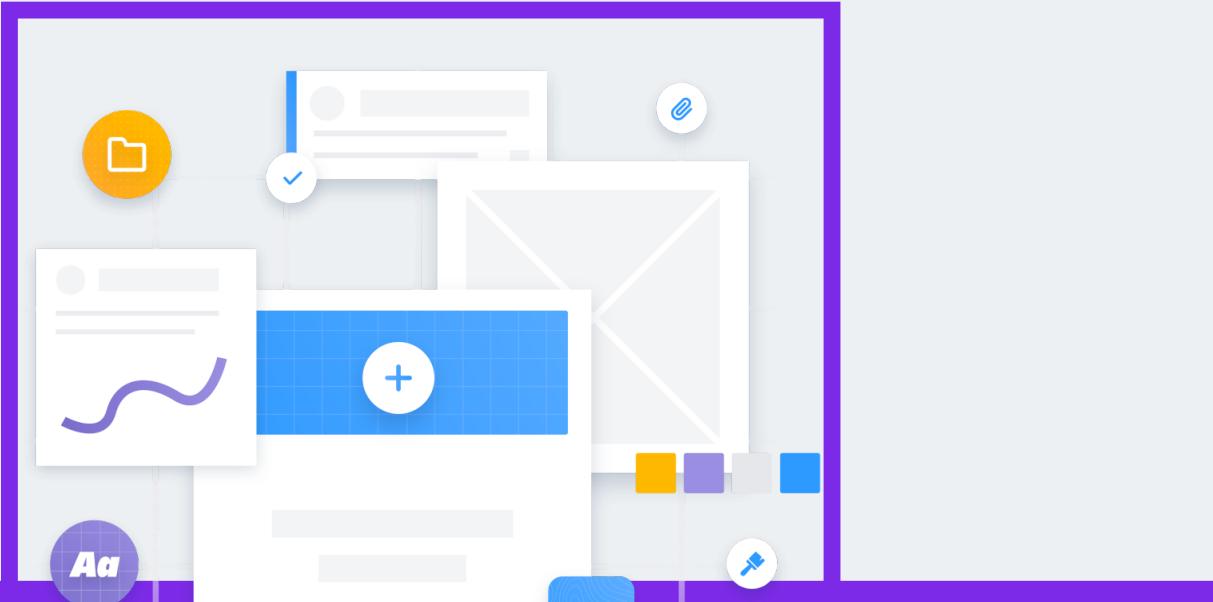
Fluent (microsoft)



Material.io (google)

So many great design systems

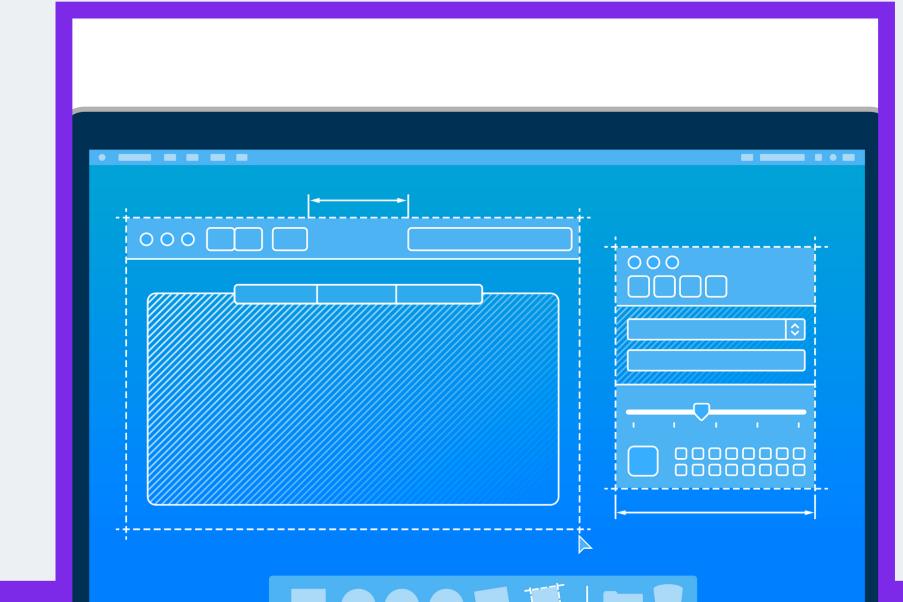
atlassian.design



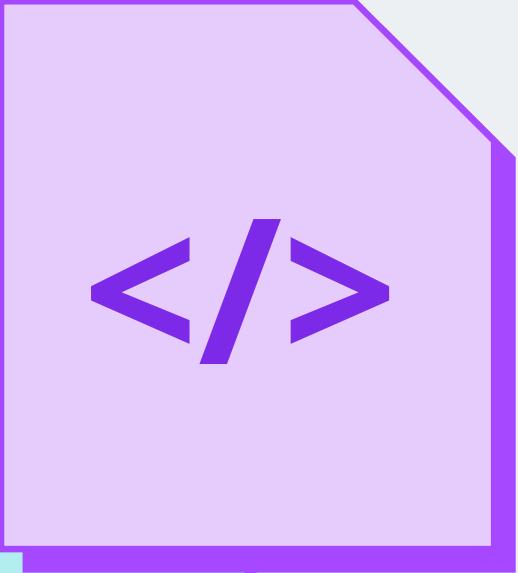
Shopify Polaris



Apple HIG



What's in a design system?



</>

For developers:

- UI component library

For designers:

- UI components
- Design/brand guidelines
- Content guidelines

e.g. some of the components on material.io

Banners
A banner displays a prominent message and related optional actions

[iOS](#) [Flutter](#)

Bottom navigation
Bottom navigation bars allow movement between primary destinations in an app

[Android](#) [iOS](#) [Flutter](#)

Buttons
Buttons allow users to take actions, and make choices, with a single tap

[Android](#) [iOS](#) [Web](#) [Flutter](#)

Buttons: floating action button
A floating action button (FAB) represents the primary action of a screen

[Android](#) [iOS](#) [Web](#) [Flutter](#)

e.g. some of the info on the material button component

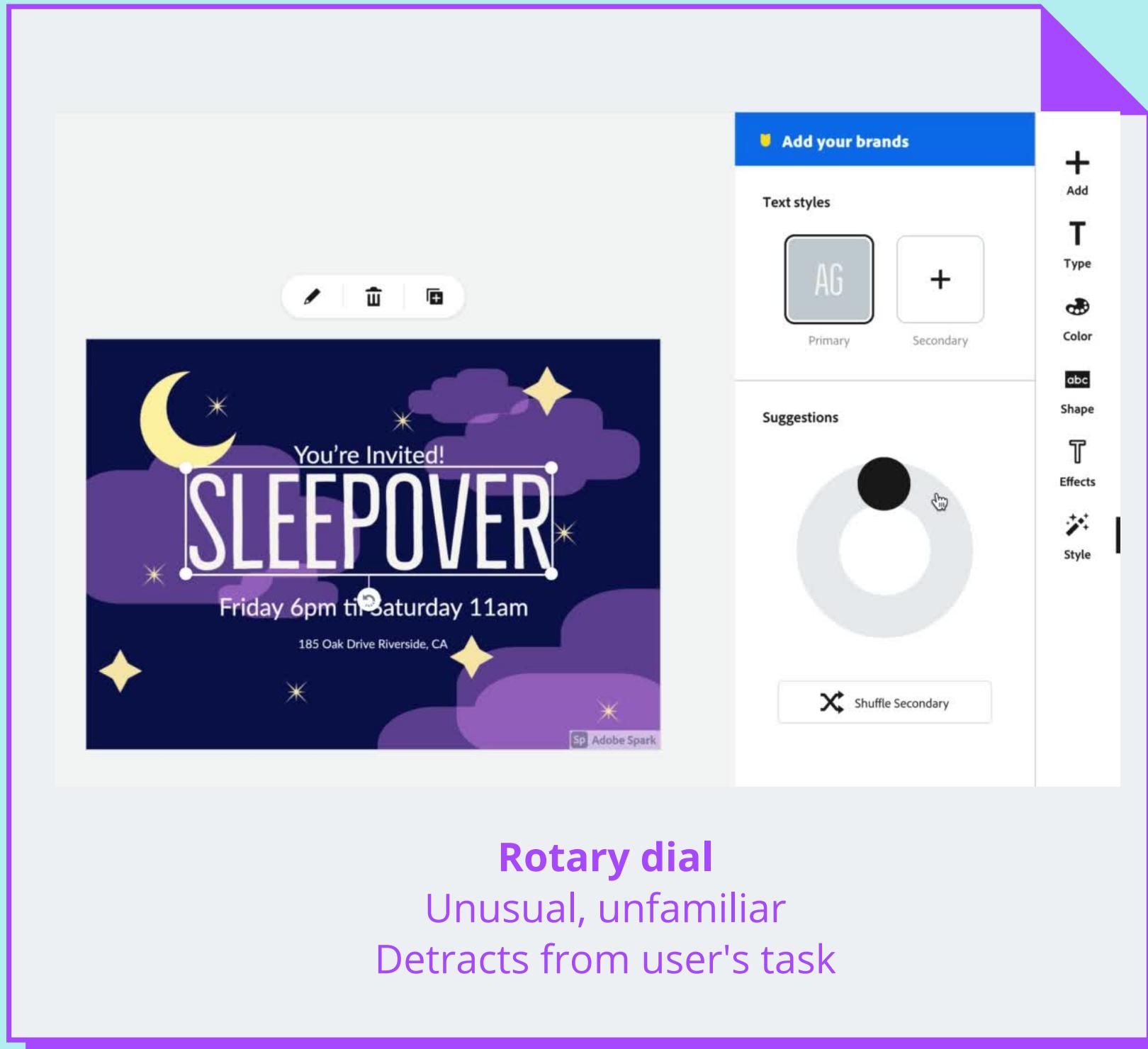
Icon
Contained buttons can place icons next to text labels to both clarify an action and call attention to a button.

Do
Use icons that clearly communicate their meaning.

Don't
Don't vertically align an icon and text in the center of a contained button.

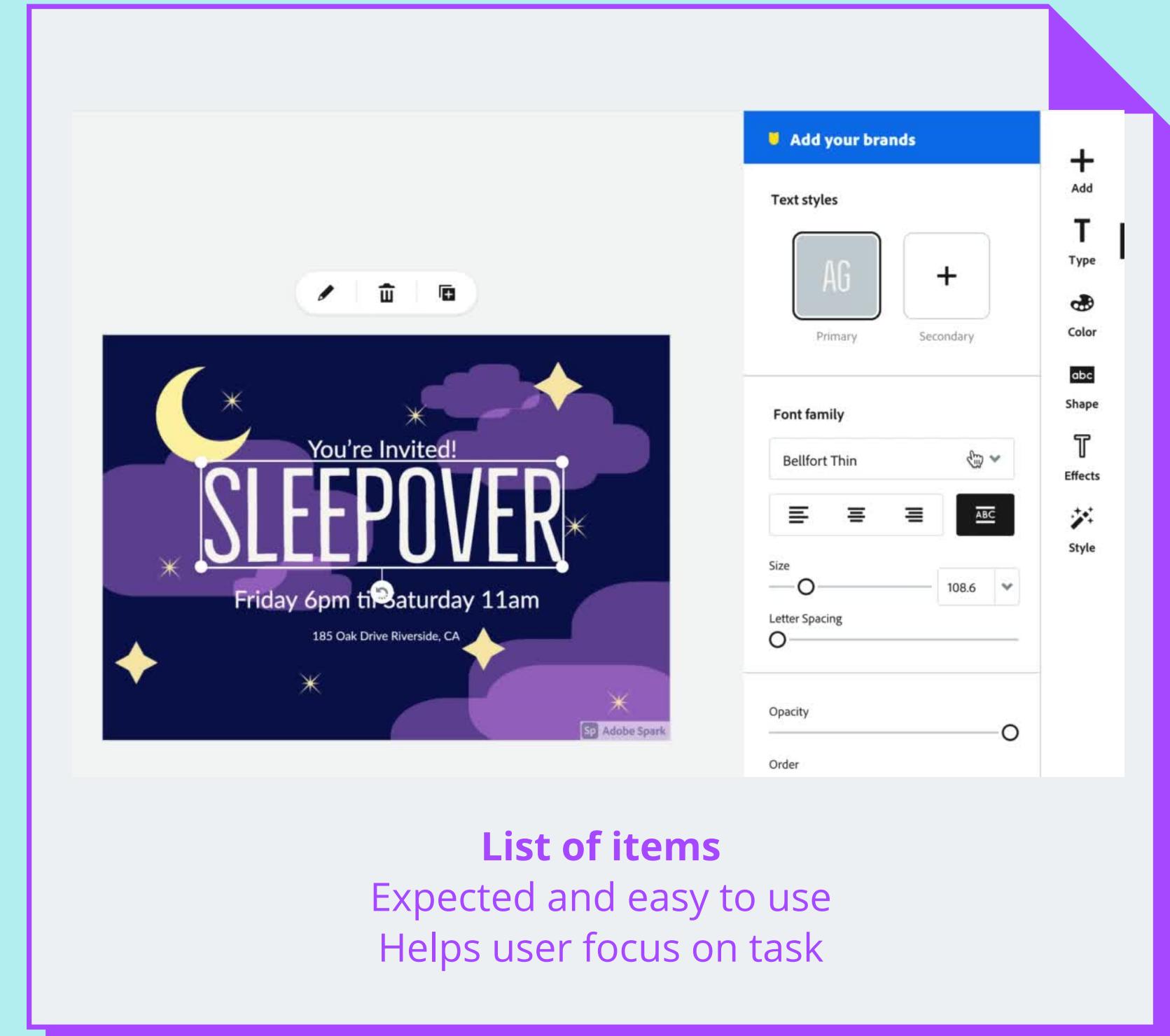
Don't
Don't use two icons in the same button.

Sticking to the design system components makes apps more familiar. Here's a comparision:



The screenshot shows a digital card creation interface for a "SLEEPOVER". The card features a crescent moon, clouds, and stars. The main text "SLEEPOVER" is displayed in a large, bold, white font with a black outline. Below it, the text "You're Invited!" and "Friday 6pm til Saturday 11am" are present. The bottom right corner includes the "Sp Adobe Spark" logo. On the right side of the screen, there is a sidebar with various design tools. Under the "Text styles" section, there are two buttons: "Primary" (containing the letters "AG") and "Secondary". Below these are sections for "Suggestions" (with a circular icon) and "Style" (with a "Shuffle Secondary" button). A vertical toolbar on the far right includes icons for "Add", "Type", "Color", "Shape", "Effects", and "Style".

Rotary dial
Unusual, unfamiliar
Detracts from user's task



The screenshot shows the same "SLEEPOVER" invitation card as the first one, but with a different interface. The "Text styles" sidebar now includes a "Font family" dropdown set to "Bellfort Thin", a "Size" slider set to "108.6", and a "Letter Spacing" and "Opacity" section. The "Style" section has been removed. The vertical toolbar on the right remains the same, featuring icons for "Add", "Type", "Color", "Shape", "Effects", and "Style".

List of items
Expected and easy to use
Helps user focus on task

e.g. brand color usage guidelines from Shopify

| | | | | | |
|---------|---------|---------|---------|---------|---------|
| Lighter | #F6FOFD | Lighter | #F4F5FA | Lighter | #EBF5FA |
| Light | #E3DOFF | Light | #B3BCF5 | Light | #B4E1FA |
| Purple | #9C6ADE | Indigo | #5C6AC4 | Blue | #006FB8 |
| Dark | #50248F | Dark | #202E78 | Dark | #084E8A |
| Darker | #230051 | Darker | #000639 | Darker | #001429 |
| Text | #50495A | Text | #3E4155 | Text | #3E4E57 |

Color combinations

Use the following as a guide for how and when to use colors from our palette together.



Do
Use any light background color with its corresponding text color

Hello

```
background-color: color('orange',  
'light');  
color: color('orange', 'text');
```



Don't
Mix any color from the palette with a text color from a different part of the palette.

Hello

```
background-color: color('yellow',  
'light');  
color: color('blue', 'text');
```

e.g. some content writing guidelines from gov.uk

Be concise

To keep content understandable, concise and relevant, it should be:

- specific
- informative
- clear and concise
- brisk but not terse
- incisive (friendliness can lead to a lack of precision and unnecessary words)
 - but remain human (not a faceless machine)
- serious but not pompous
- emotionless – adjectives can be subjective and make the text sound more emotive and like spin

You should:

- [use contractions like you'll](#) (but avoid negative contractions like can't)
- not let caveats dictate unwieldy grammar – for example say 'You can' rather than 'You may be able to'
- use the language people are using – use [Google Trends](#) to check for terms people search for

Summary

1. UX - frame things like a user problem. Think about the WHO and WHY, consider phrasing your tasks in "user stories".
2. Mockups - low fi mockups help you plan. Consider using pen&paper, crazy 8s or drawing on screenshots to make them fast.
3. UI - consider picking a design system for your project. Reference it while you're building to create a consistent product.