

# Design and Development for better UX

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by Bulgaria BI & .Net Geeks Group



# About me

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# Disclaimer

# What is UX?

- Satisfaction
- Usability/Accessibility
- Pleasure
- PAIN!
- “Oh my god, did I just buy this”?

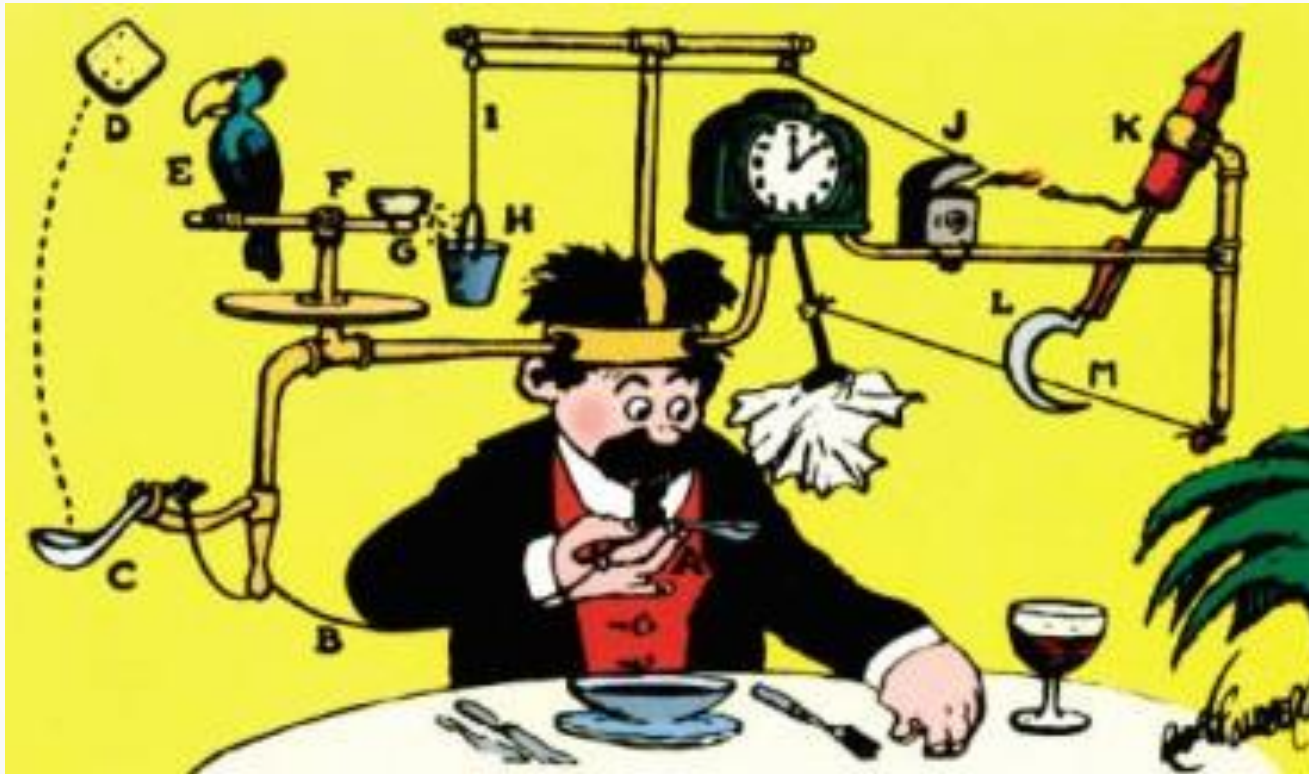
# Emotional Triggers

- Desire for control
- I'm better than you
- Excitement of discovery
- Revaluing
- Family values
- Desire to belong
- Fun is its own reward
- Poverty of time
- Desire to get the best
- Self-achievement
- Sex, love, romance
- Nurturing response
- Reinventing oneself
- Make me smarter
- Power, dominance and influence
- Wish-fulfillment

# Problems

- Design
- Development
- Communication

# Rube Goldberg Machine



Professor Butts and the Self-Operating Napkin

# QR Code Madness

**<http://www.webdigi.co.uk>**

This page has to be ideally opened on your laptop or desktop browser. Once you open this link on your computer then you will have a QR code to the url that needs to be opened on your device


**OK**



# iOS ... simple vs simple looking



# Vodafone doesn't want to help you




**Welcome to BlackBerry!**

**Existing Users**

User name:  [Require Assistance?](#)

Password:  [Forgot Password?](#)



**Additional Assistance**

# Media Queries

```
section
{
  float: left;
  width: 60%;
}
aside
{
  float: right;
  width: 40%;
}

@media screen and (max-width : 900px)
{
  section,
  aside
  {
    width: 100%;
    float: none;
  }
}
```

```
@media screen and (min-width : 900px)
{
  section
  {
    float: left;
    width: 60%;
  }
  aside
  {
    float: right;
    width: 40%;
  }
}
```

# JS Madness, Libraries Style

- jQuery
  - jquery-2.1.1.min.js => **83** KB
  - jquery.mobile-1.4.2.min.js => **192** KB
  - jQuery Base CSS needed -> **86** KB
- Raphaël -> raphael-min.js => **91** KB

TOTAL => **452** KB

# Why not?

```
var ctx = document.getElementById("elID").getContext("2d");  
ctx.beginPath();  
ctx.moveTo(0, 0);  
ctx.lineTo(300, 150);  
ctx.stroke();
```

# Communication Breakdown

- Product owner
- Designer
- Front end developer
- Back end developer
- QA

# Design and Develop for better UX

- Concept and interfaces
  - Update your tools
- UI
  - Proof and test with people
- Technical implementation

# Animations

- Human Psychology
  - Cause and Effect
- Don't make me think



# Upcoming in CSS & HTML

- Grids
  - <http://www.w3.org/TR/2014/WD-css-grid-1-20140513/>
- Blending modes
  - <http://razvancaliman.com/cssblending/>
  - <http://www.w3.org/TR/compositing-1/#blending>
- Shapes
  - <http://dev.w3.org/csswg/css-shapes-1/>
- Web Components & HTML Imports
  - <http://www.polymer-project.org/platform/html-imports.html>

# Upcoming events



SQLSaturday #311 in October!  
<http://www.sqlsaturday.com/311/>



jQuery Bulgaria, *November*  
<http://www.jquerybulgaria.com/>

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