

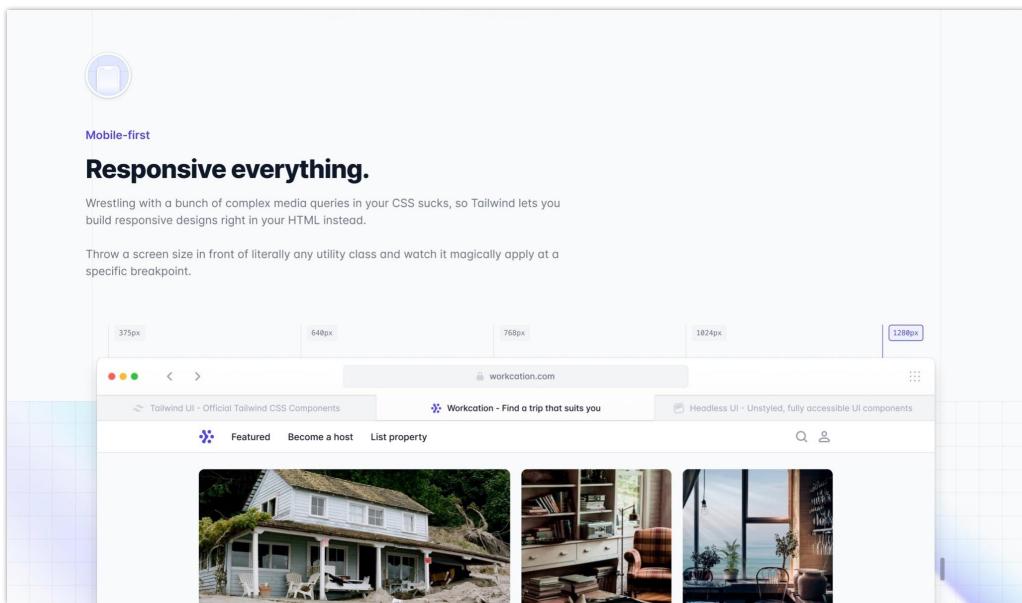


Hi-Fi & Detailing

Sep 23th 2021

Web & Mobile Design - DMA 331

Something to ask students



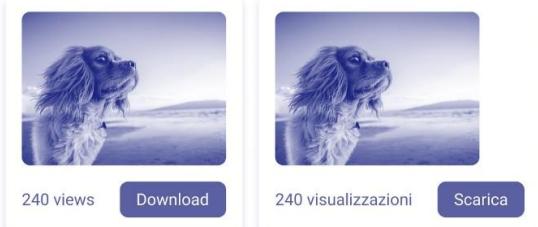
Speaking or responsive design the other week

Reading Discussion

Writing Assignment

Write a couple paragraphs about the role of emotion and how it plays in the design process of Tinker Hatfield, consider the readings in this discussion

Edge Cases: Long Names



DESIGN



Jane Doe

Senior product manager

REALITY



Ana Paula Rodriguez Céspede

Product Manager | Experience creat

Do we truncate? Do we wrap? Other options?

<https://uxplanet.org/break-it-until-you-make-it-24318cf6392>

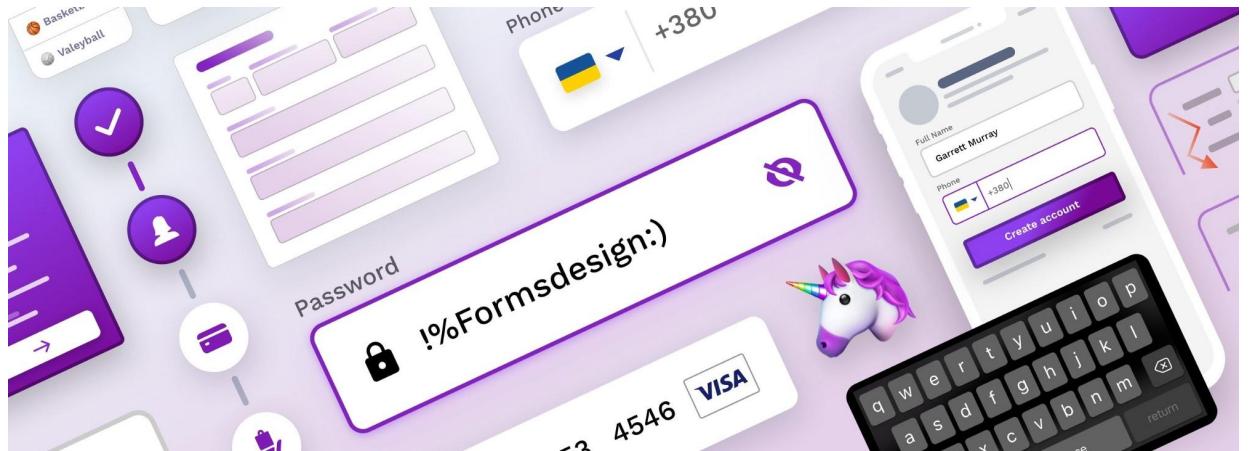
Internationalisation plays a role as well, and A11Y also plays a role think about folks you might make text larger to view it more easily

Design Principles

Contrast	Rhythm
Balance	Pattern
Emphasis	Whitespace
Proportion	Movement
Hierarchy	Variety
Repetition	Unity

<https://www.toptal.com/designers/ui/principles-of-design>

Text Field Detailing!



<https://uxdesign.cc/text-fields-forms-design-ui-components-series-2b32b2beebd0>

**“If people don’t either love or hate your work,
you just haven’t done all that much”**

-Tinker Hatfield

Be BOLD take risks!

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Be Bold!

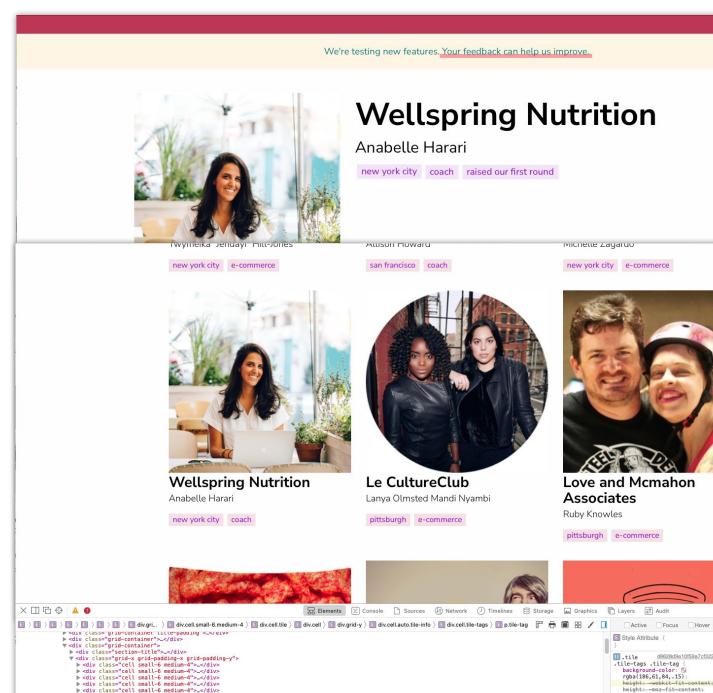
Take Risks!

Be BOLD take risks!

Design vs Dev Mismatches

This is the role of design QA and design reviews with your engineers

Help to build a share language to reduce these mismatches or know up front what deviations will look like



Show several instances of this between figma and the end product

**And all of these things
can be sorted out with a
design system!**



Great Experiences Are Smooth



And great experiences are smooth like this costume change!

But seriously good design is invisible and a well implemented design system will help

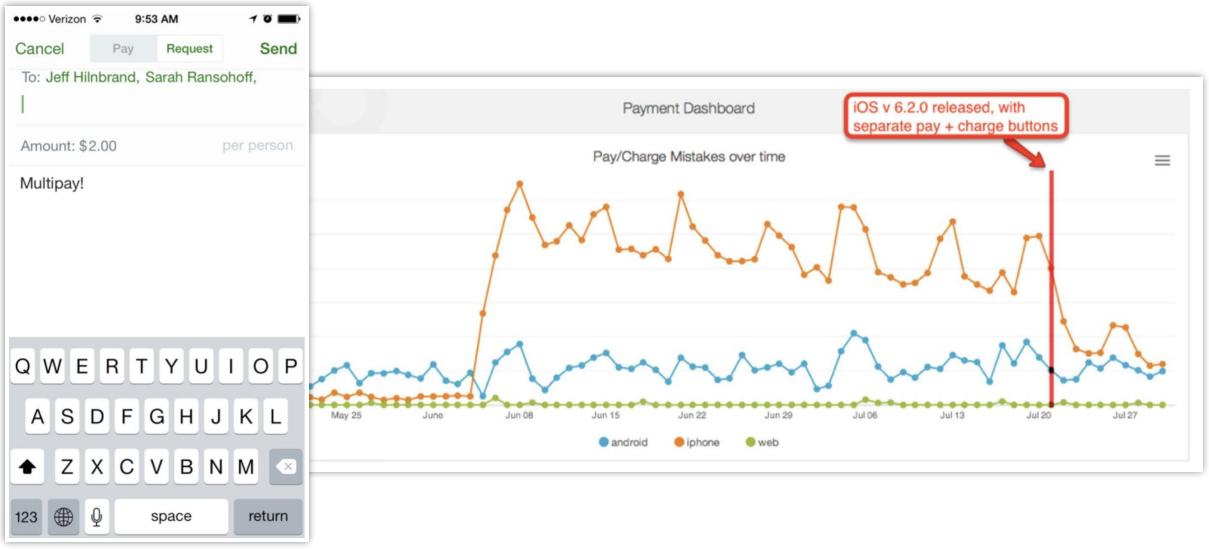
At the end of the day design systems are just 1 tool to help create awesome experiences hopefully to all be as smooth as Evan Rachel Wood

People want to worry about their problem no worry about our tool

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Venmo Action Clarity



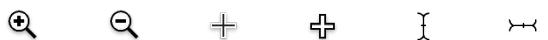
Anyone happen to know what app this is?
Or what one of the issues with this page might be?
Users Legibility

Cursor Choice

Detailing what's up



What action they can take or not



Some say drag.. Other what direction the drag.. Maybe it's a typing action.. Or maybe the system is thinking about the action

Aesthetic-Usability Effect

Users often perceive aesthetically pleasing design as design that's more usable.

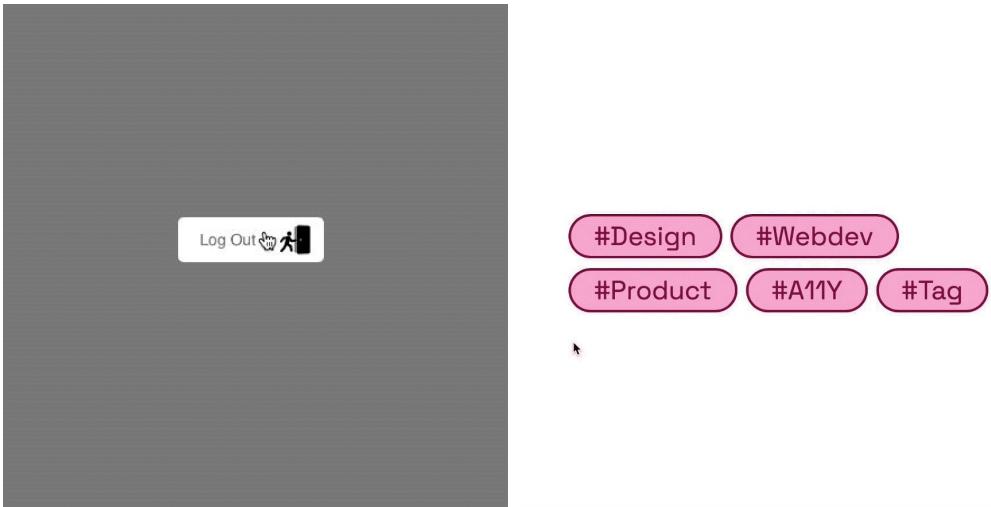
<https://lawsofux.com/aesthetic-usability-effect/>

The debate of UX or UI.. but why not both.. Personally I see the interface as a subset of the experience. So you kinda need UI to have good UX

The Role of brand plays in here.. The Cool vibe right!

Consider Apple products. iTunes, iMovie, and even the iPhone aren't devoid of usability flaws.

Motion as a detail



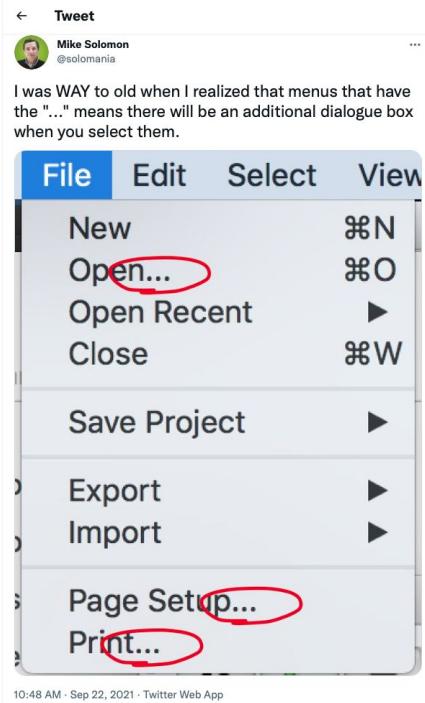
Motion, micro interactions all details that help tell the user something.. Might be fun and goofy or share hey there is an action here

We will talk more to this topic in the coming weeks

Content Details

Content informing steps in a workflow.
What is coming next? A system action?
Or a prompt for the user?

<https://twitter.com/solomania/status/1440689579837702146>



10:48 AM · Sep 22, 2021 · Twitter Web App

Keyboard Layout

Know the data being entered,
is it number entry? free text?
Or are there other pickers that
could help?



“Edge” Cases

Long names

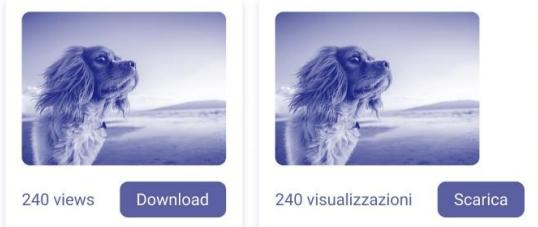
Error messaging

Empty states

Off-screen actions

<https://pixelfridge.digital/designing-for-the-edge-cases/>

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Edge Cases: Error States

The image shows two side-by-side screenshots from the ASOS website. On the left, the 'ADD ADDRESS' page displays fields for 'FIRST NAME' (Christopher) and 'LAST NAME' (Myhill). Below these is a 'MOBILE' field with a placeholder '(For delivery updates)' and an error message: 'Oops! We need your mobile number so we can tell you when your order is on its way.' On the right, the '3 ITEMS' page shows the order summary. It lists two items: a 'French Connection long sleeve grandad neck long sleeve top' (Marine M, £18.00) and an 'ASOS DESIGN co-ord harrington jacket in check Grey M' (Grey M, £50.00). The total is £80.00, with free delivery.

ASOS ensure that errors in their checkout are presented clearly, and are written in a actionable way

<https://pixelfridge.digital/designing-for-the-edge-cases/>

Edge Cases: Empty States

A screenshot of a GitHub search results page. The search bar at the top contains the query "is:issue is:open dragons". To the right of the search bar are buttons for "Labels 11", "Milestones 1", and "New issue". Below the search bar is a link "Clear current search query, filters, and sorts". Underneath is a filter section with radio buttons for "Open" (selected) and "Closed", and dropdown menus for "Author", "Label", "Projects", "Milestones", "Assignee", and "Sort". The main content area is empty, displaying a small circular icon and the text "No results matched your search." Below this, a note says "You could search [all of GitHub](#) or try an [advanced search](#)". At the bottom of the page, there is a "ProTip!" message: "ProTip! `no:milestone` will show everything without a milestone".

Github Issues - It tells me when there are no results and proposes next steps

Edge Cases: Off-Screen Actions

The figure consists of three side-by-side screenshots of a mobile application interface, showing different ways to handle validation errors that are positioned off the screen.

- Screenshot 1:** Shows a form with fields for "Last Name", "Date of Birth", "Sex", and "Call Reason". The "Call Reason" field contains placeholder text: "This is a text area to write in |". Below the form are two buttons: "Cancel" and "Save".
- Screenshot 2:** Similar to the first, but a red banner at the top says "Resolve form errors to proceed". The "Call Reason" field still contains the placeholder text.
- Screenshot 3:** The user has clicked the "Save" button. A red banner at the top says "Resolve form errors to proceed". The "First Name" field is now highlighted in red, indicating it is the first error. The "Call Reason" field is no longer visible.



User clicks save and gets scrolled to the first validation error

Basic form validation doesn't work if its off screen

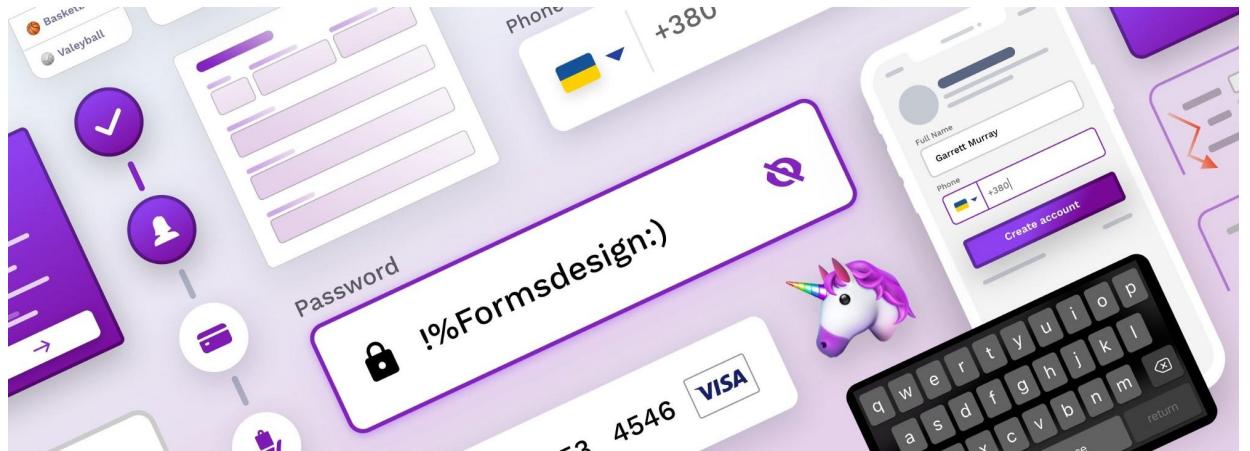
So you could add a banner or you could even scroll to the first error

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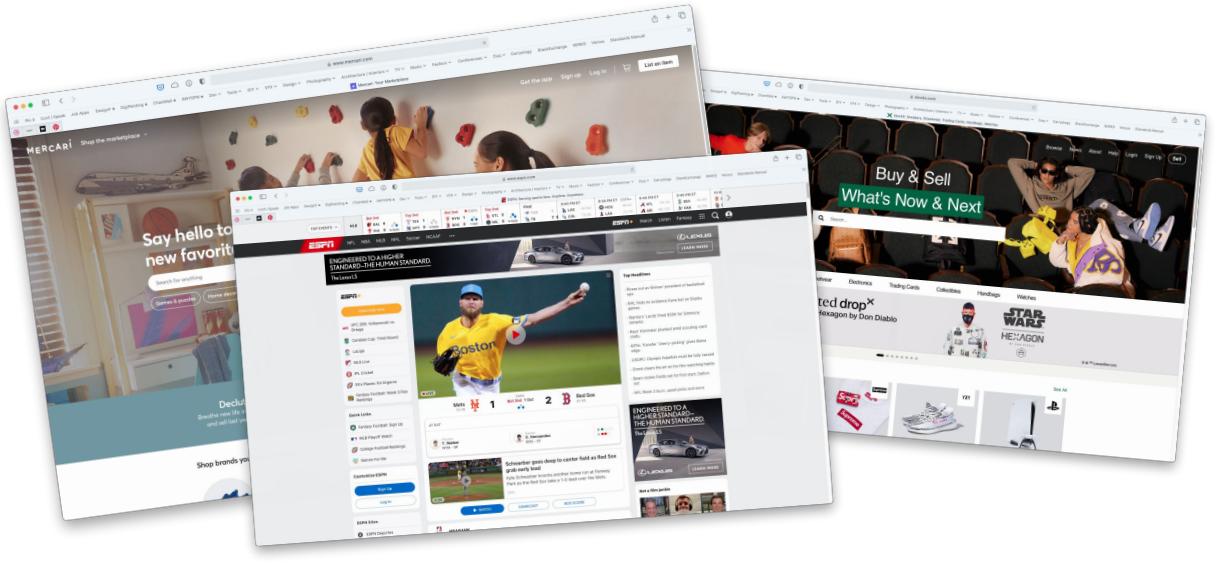
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Detailing Exploration!

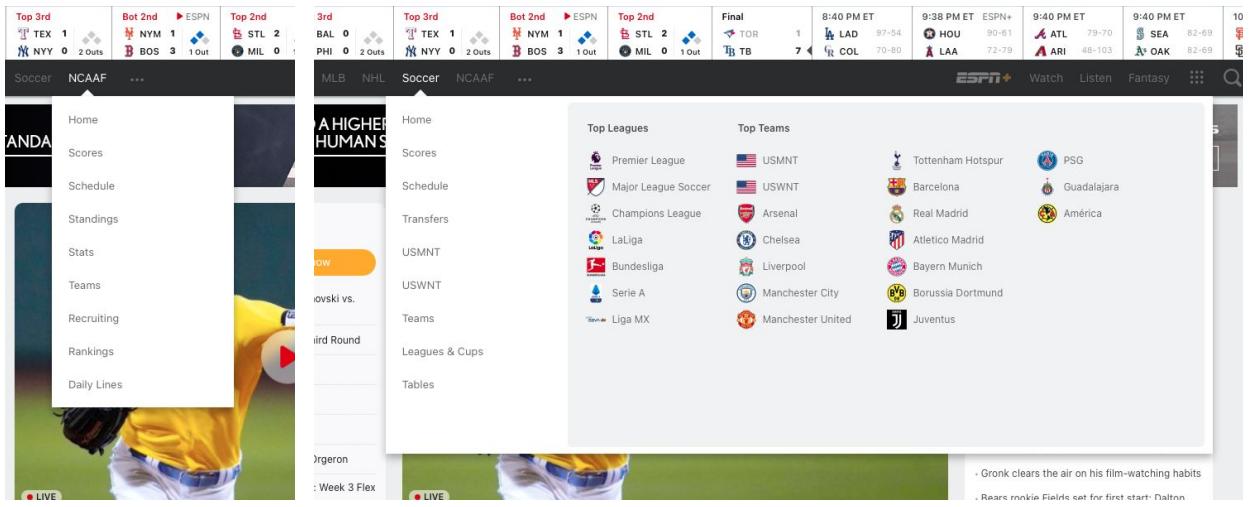


<https://www.espn.com>

<https://www.mercari.com>

<https://stockx.com>

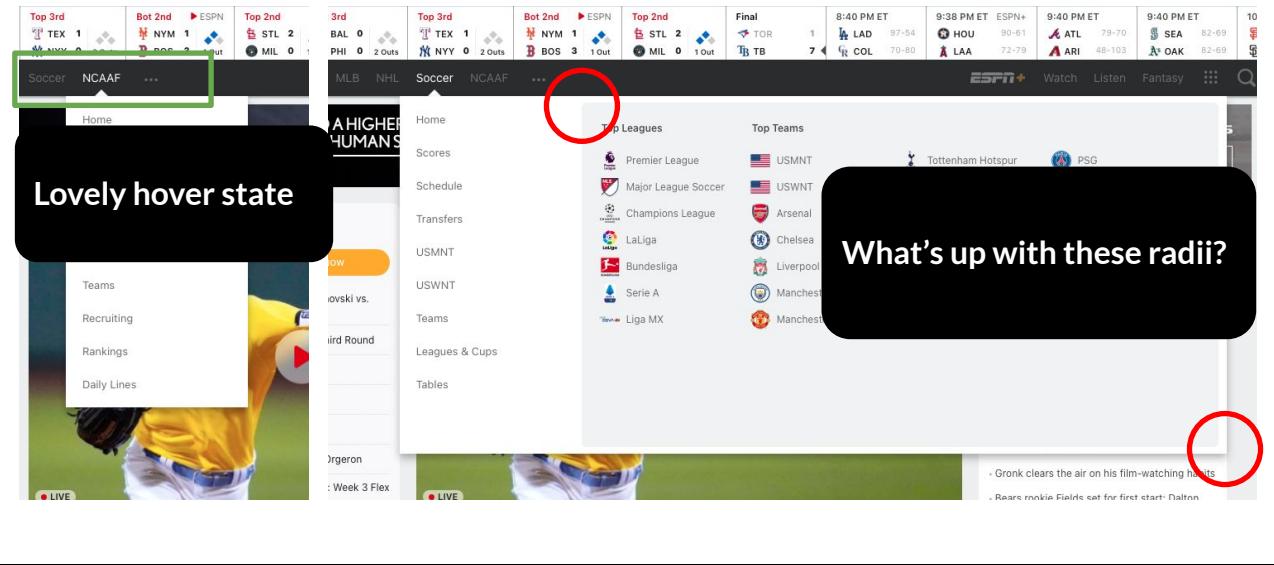
Menu Detailing



Nice detail on hover the other menu elements fade into the background!

Why isn't the menus soft and round like inner sections and everything else on the page?

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Why isn't the menus soft and round like inner sections and everything else on the page?

Menu Detailing

The screenshot shows the ESPN website's navigation bar at the top, followed by a sidebar menu on the left, and a main content area with a grid of NFL team logos and names. A red circle highlights a button in the sidebar menu, which has a larger radius than the other buttons. A black callout bubble with white text asks, "What's up with these radii?".

NAVIGATION BAR:

- NFL
- NBA
- MLB
- NHL
- Soccer
- NCAAF
- ...

SIDEBAR MENU (Left):

- ENG STAN
- The Le
- Home (highlighted with a red circle)
- Scores
- Schedule
- Standings
- Stats
- Teams
- Sign Up: Fantasy Football
- NFL Daily Lines
- Depth Charts
- Eli's Places: Ed Orgeron
- Fantasy Football: Week 3 Flex Rankings

CONTENT AREA (Center):

AFC East		AFC North		NFC East		NFC North		NFC South		NFC West	
	Buffalo Bills		Baltimore Ravens		Miami Dolphins		Cincinnati Bengals		Cleveland Browns		Jacksonville Jaguars
	New England Patriots		Pittsburgh Steelers		New York Jets		Chicago Bears		Detroit Lions		Tennessee Titans
	Philadelphia Eagles		Green Bay Packers		Minnesota Vikings		Atlanta Falcons		Carolina Panthers		New Orleans Saints
	Washington		Seattle Seahawks		Arizona Cardinals		Los Angeles Rams		San Francisco 49ers		Seattle Seahawks

NEWS FEED (Right):

- ... solves' president of t
- idence Kane bet on
- fined \$50K for Sim
- plunked amid scou
- 'cherry-picking' giv
- c hopefuls must be

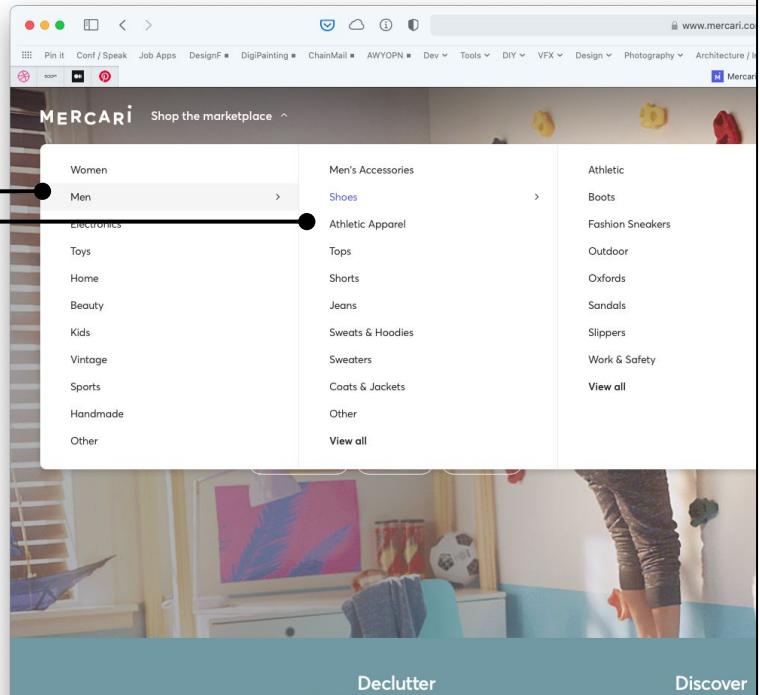
LIVE STREAM (Bottom):

- Gronk clears the air on his film-wat
- Bears rookie Fields set for first star

Even the inner sections dont have the same radius why??

Hover States?!?!

What's up with these inconsistencies



Declutter

Discover

Drop Shadows

Why are these different?
And what's up with this line?

Mets 73-78 1
Top 3rd 0 Outs 6 Red Sox 87-65

AT BAT

Pitcher C. Sale BOS - SP Batter P. Alonso NYM - 1B

Schwarber goes deep to center field as Red Sox grab early lead

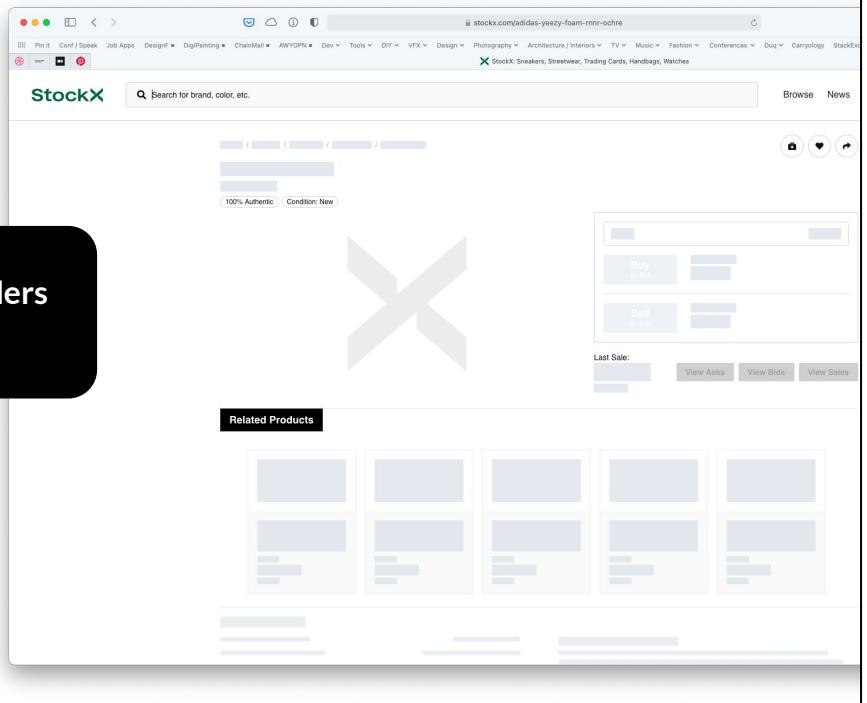
Kyle Schwarber knocks another home run at Fenway Park as the Red Sox take a 1-0 lead over the Mets.

0:34 22m

WATCH GAMECAST BOX SCORE

Loading State!

Skeleton loaders! Considers performance



But also where are there no hover states on this site?!?!

Ads

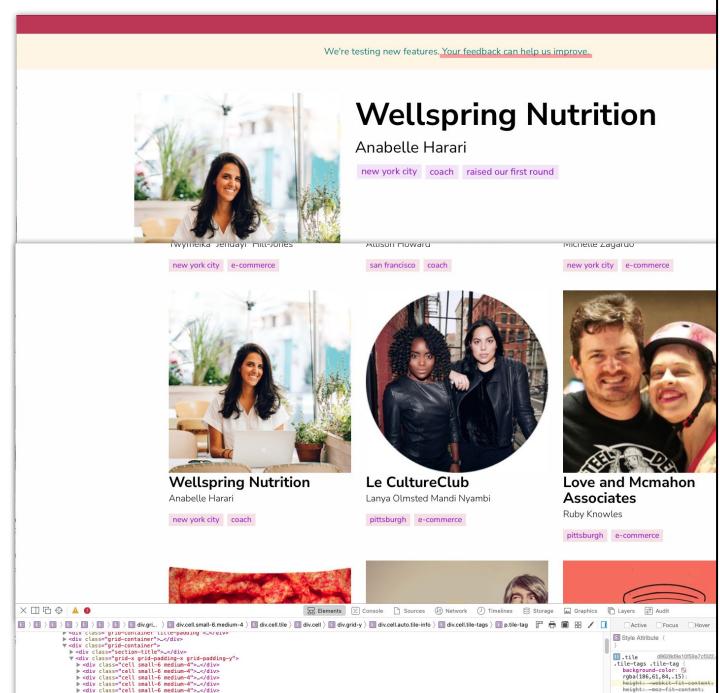
The image shows two side-by-side screenshots of the ESPN website. Both screenshots feature a prominent banner at the top for 'The Lexus LS' with the tagline 'ENGINEERED TO A HIGHER STANDARD—THE HUMAN STANDARD.' Below the banner, the main content area displays various news stories and sports scores. The top screenshot shows a baseball player in a yellow jersey holding a ball. The bottom screenshot shows two baseball players in yellow jerseys, one with '18' and one with 'Boston', interacting on the field.

Round the corners!
Fix the width of the top one!

Design vs Dev Mismatches

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Show several instances of this between figma and the end product

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Benefits of a Design System

- Reduces startup time
-  Consistency & Clarity
-  Reduces decision fatigue
-  Ease of scale
-  Focuses on the main experiences

A couple benefits of a system

Startup time for you and your users

Consistency and clarity again for you and your user group

..... You and your users

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People want to worry about their problem no worry about our tool

**Fit & Finish is important, tie the bow
on the work before you release it
into the world**

Next Week

Assignment & Reading updates posted in
the next day or so; Will post on Slack

Design Crit Live!

Rose Bud Thorn

This is working great!

A highlight, success, small win, or something positive that happened.

This is an opportunity!

New ideas that have blossoming or something you are looking forward to knowing or experiencing

This is broken!

A challenge you experienced or something you can use more support with

At least 2 of each in reflection of today's class

Design Methodology we will be doing before we leave today