

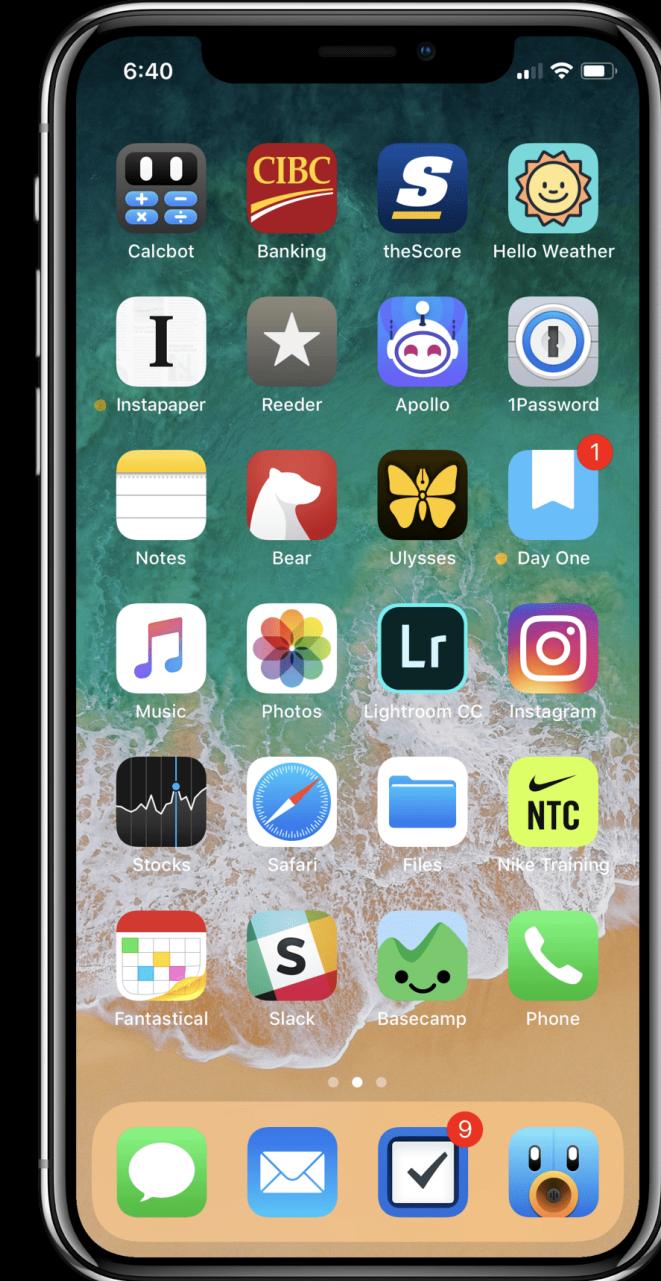
IMPORTANCE OF USER INTERFACES

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WHAT IS A USER INTERFACE(UI)?

A user interface is the interaction or connection between the person and device.





ASPECTS OF UI

- There are many aspects to creating a user interface
- Things like color, font, sizing of elements all are important aspects
- This presentation will focus on the general idea of some of these aspects

FONTS

- Font choice plays a significant role when it comes to UI
- It gives the product a personality
- Has to fit with the overall design

Popular Fonts Include:
SF Pro Display – Used by **Apple**
Roboto – Google UI
LinkedIn – **Myriad Pro**

2 MAIN TYPES OF FONTS

- There are thousands of fonts that can be downloaded
- However, most fonts can be put into 2 different categories: Serif and Sans-Serif
- To distinguish a font based on whether it's Sans-Serif or Serif is simple
- Serif – Has "feet" on characters, used in a more formal setting
- Sans-Serif – Rounded edges, used in more modern forms of media

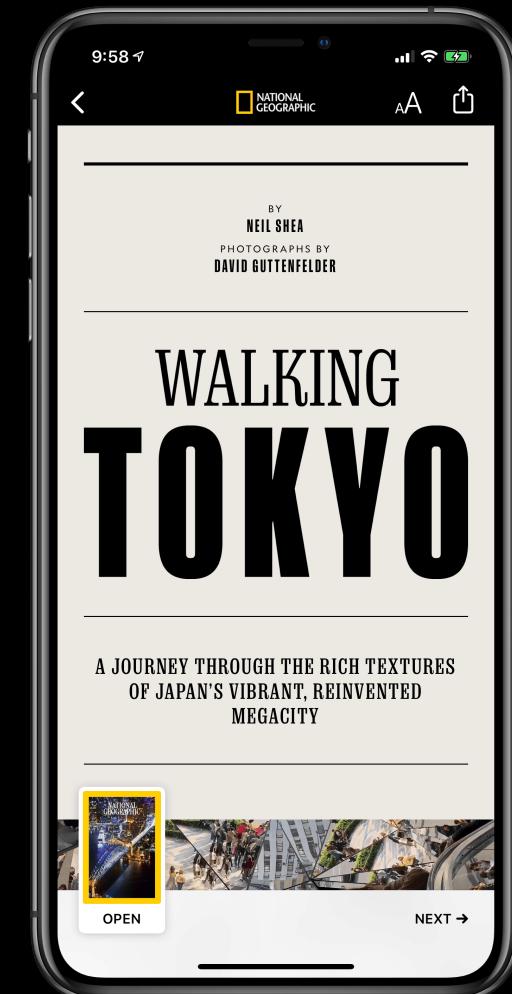
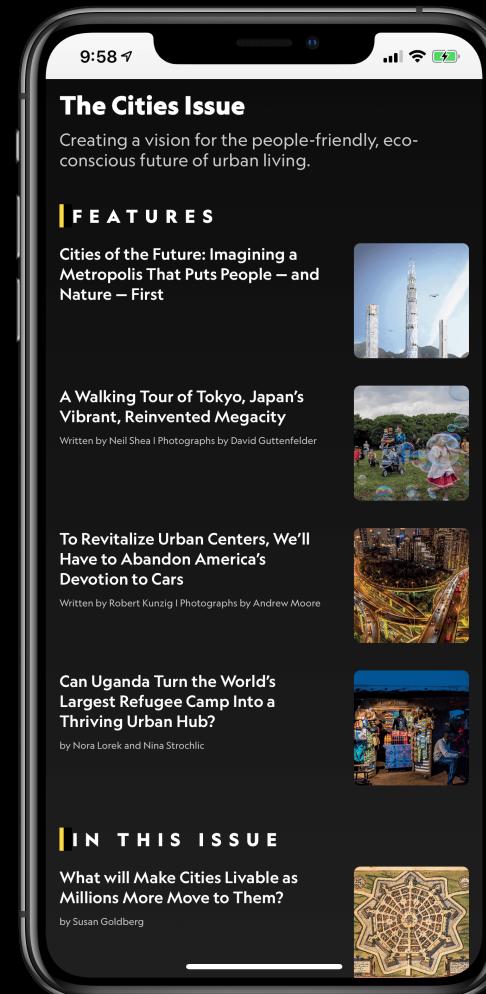
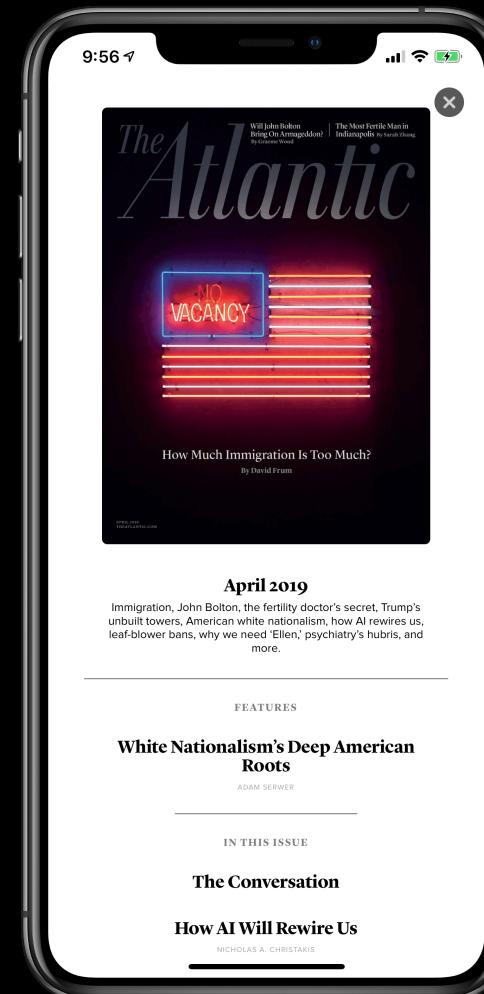
Serif – Times New Roman

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Sans-Serif: Arial

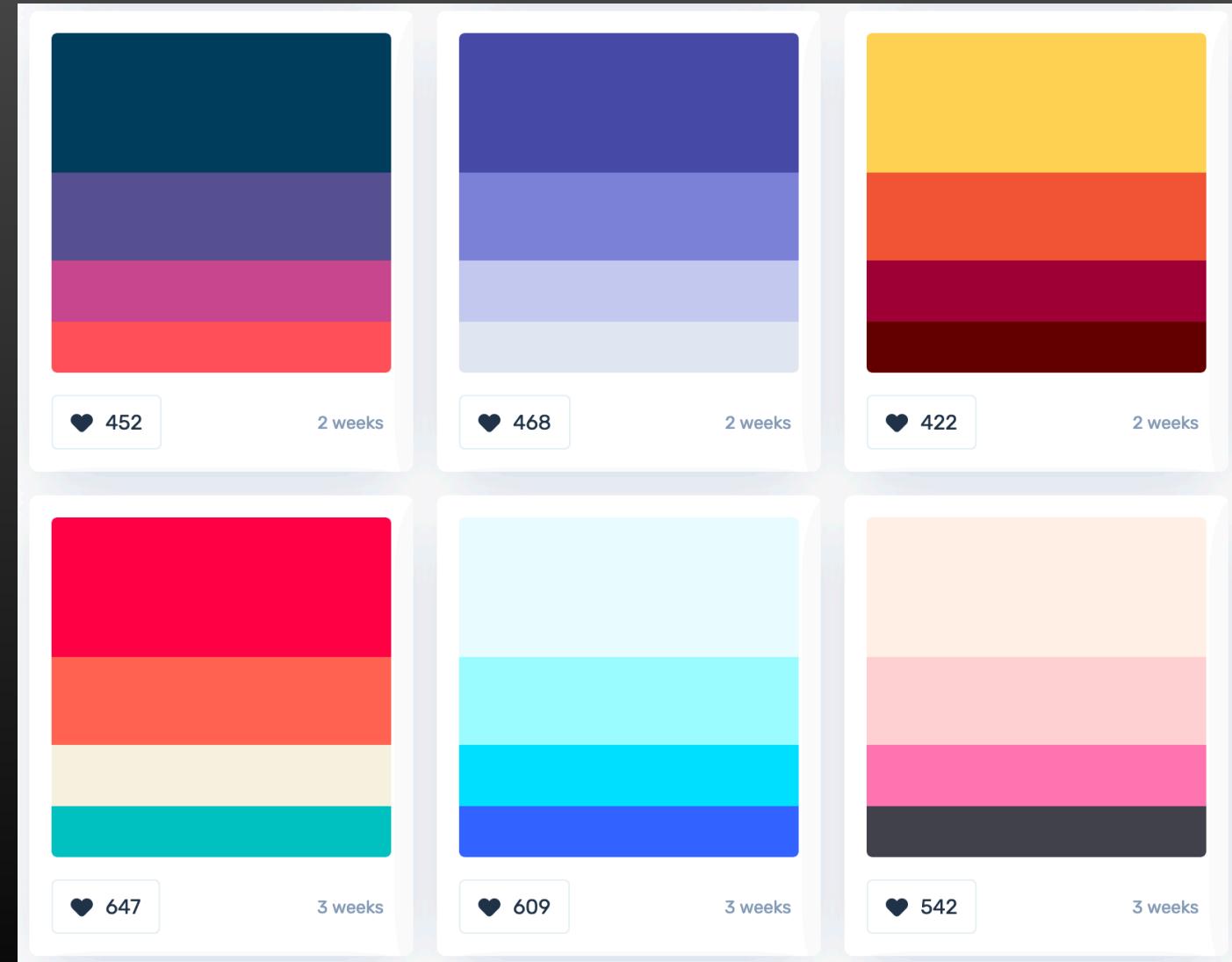
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EXAMPLES OF SANS-SERIF AND SERIF



COLORS

- Color choice does a lot more than people think
- Based on the palette used and what it's associated with
- Some of the palettes are like gradients while others are different sets of colors that relate to each other



MOZILLA

- Firefox uses a consistent palette across their site
- Either using solid colors or a gradient using those solid colors keeps the site consistent when describing the features

The collage includes:

- A screenshot of the Firefox Browser landing page with a purple header and a bar chart showing tracker blocking statistics.
- A screenshot of the Firefox Monitor landing page with a red header and a list of breached brands like Adobe and Mastercard.
- A screenshot of a Firefox browser window showing multiple tabs and a sidebar with news articles.
- A screenshot of a Firefox mobile browser window showing a news feed.



COLOR CHOICES

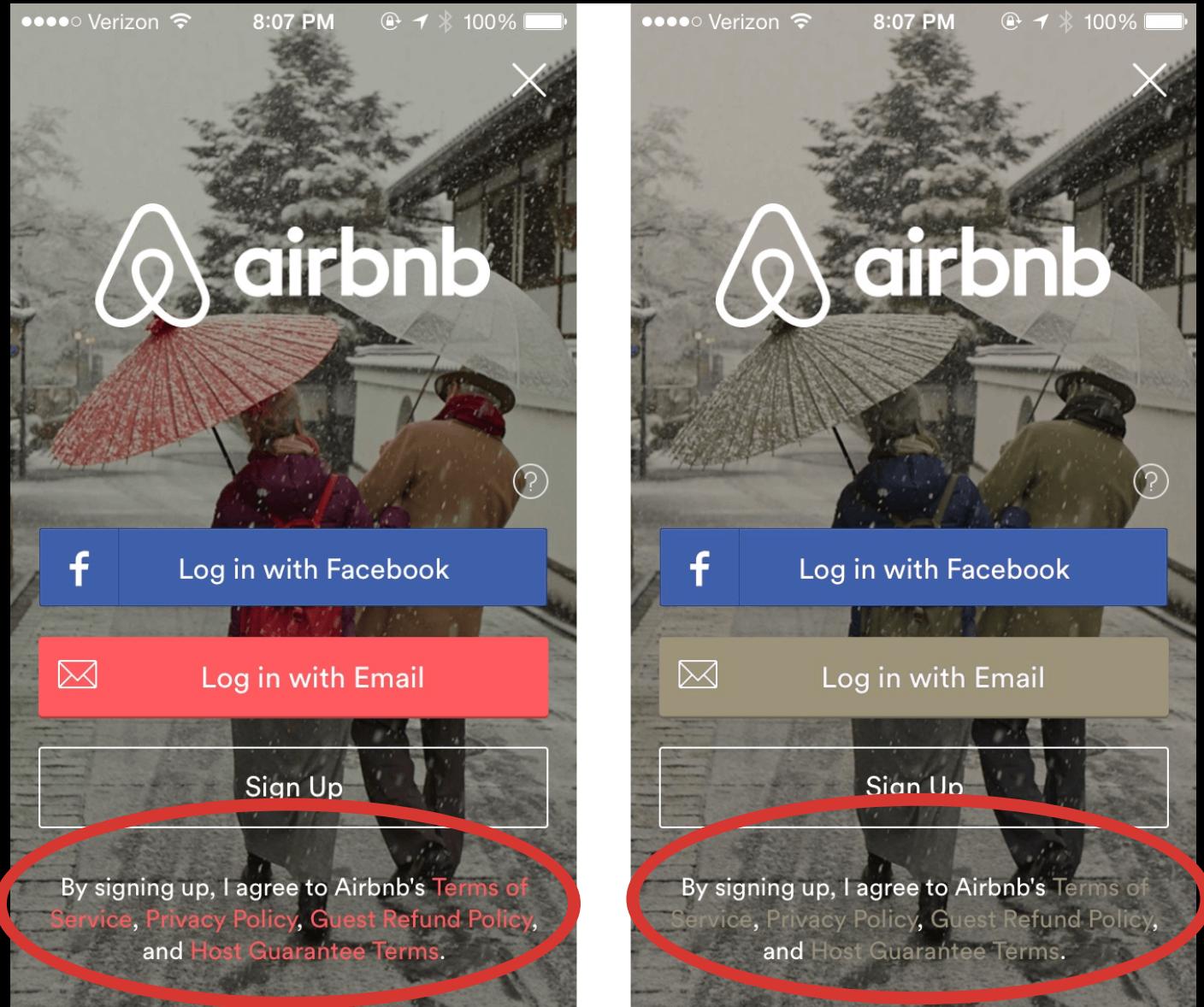
- After getting a proper palette, one of the things that aren't considered by many developers is how people see it
- For example, someone that is colorblind will see a website or application differently than someone who isn't
- One of the best ways this is worked around is using patterns on colored objects or using colors that differ significantly (ex. Blue and white)

- Facebook's logo is blue and white because Mark Zuckerberg is Red/Green colorblind
- FB mainly uses blue and white because it's easily distinguishable
- Even when using grayscale, white will show up as white and blue will just show up as a shade of gray



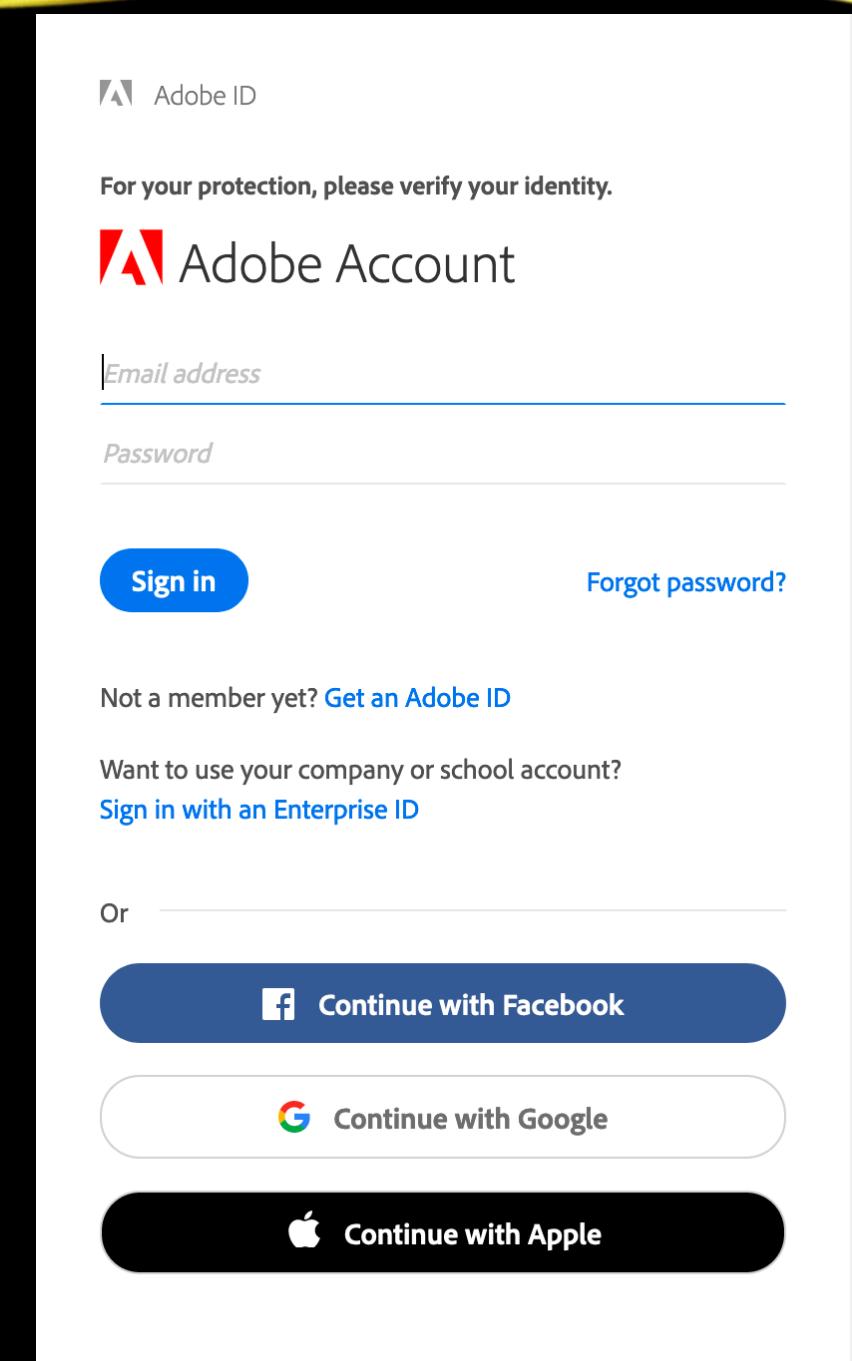
POOR COLOR CHOICE

- While the buttons aren't too much of an issue, the main issue is the bottom text regarding their terms
- The choice for green on gray is a poor choice even to those without any visibility issues (like colorblindness)
- The red on gray is a better choice, but again, for those with colorblindness or can't see similar shades of color due to age, it's a poor choice



OBJECT CHOICE

- The user has to interact with your product, the shapes you choose when you make it have an impact on the overall usability of the application
- Using a variety of shapes that don't have too many edges (squares, triangles, circles) are good choices
- Shapes with rounded edges are also good choices



ODD OBJECT CHOICE

- While Indeed's login screen isn't bad, it does seem stretched out
 - The reason for this is because of the constant shape used instead of differing shapes
 - If the "Sign in with Google" and "Sign in with Facebook" were oriented in a way to be next to each other and half the size or smaller than the main "Sign In" button, it would have made more sense

The image shows the sign-in page for Indeed. At the top, the word "Sign In" is displayed in a bold, black font. Below it is a large, empty input field labeled "Email Address". Underneath that is another empty input field labeled "Password". To the right of the password field is a checked checkbox labeled "Keep me signed in on this device." Below these fields is a large blue "Sign In" button. Further down the page, there are two additional sign-in options: "Sign in with Google" (with the Google logo) and "Sign in with Facebook" (with the Facebook logo). A horizontal line with the word "or" in the center separates the main sign-in form from these social media options. At the bottom of the page, there is a note about agreeing to terms and policies, followed by a reCAPTCHA notice.

Sign In

Email Address

Password

Keep me signed in on this device.

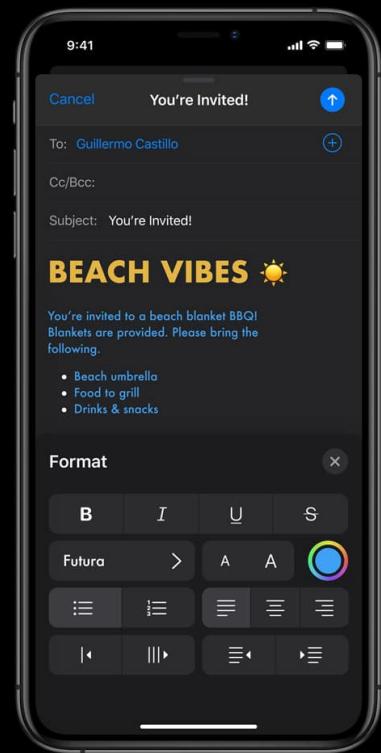
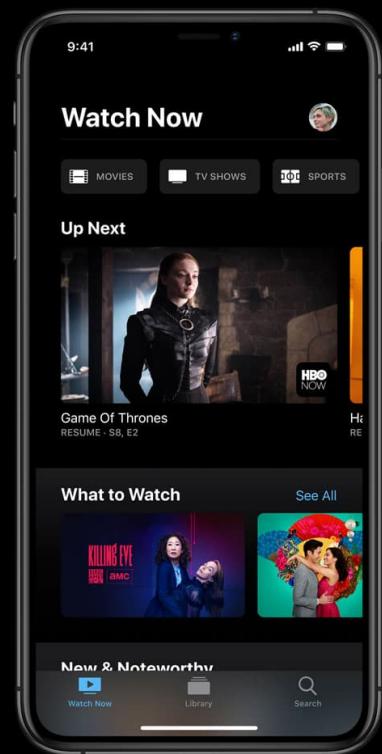
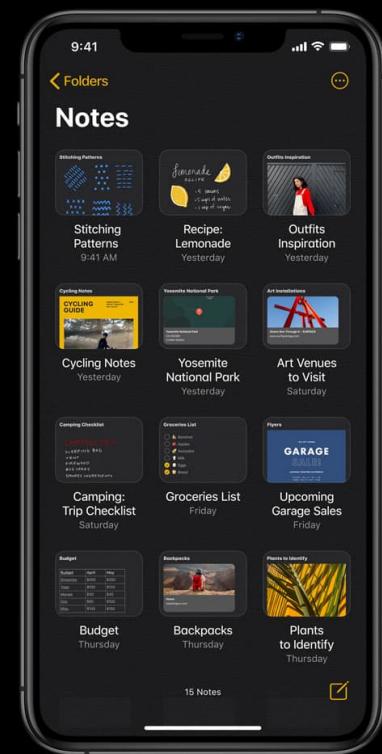
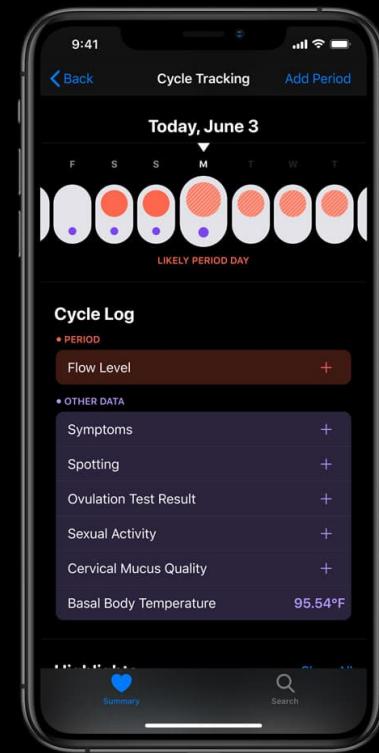
Sign In

or

Sign in with Google

Sign in with Facebook

By signing in to your account, you agree to Indeed's [Terms of Service](#) and consent to our [Cookie Policy](#) and [Privacy Policy](#).
This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.



REFERENCES/RESOURCES

- <https://fonts.adobe.com/>
- <https://fonts.google.com/>
- <https://en.wikipedia.org/wiki/Typeface>
- <https://www.macstories.net/news/apple-announces-apple-news-service-for-magazines-our-overview-and-first-impressions/>
- <https://colorhunt.co/>
- <https://www.mozilla.org/en-US/firefox/>
- <https://www.smashingmagazine.com/2017/01/underestimated-power-color-mobile-app-design/>
- <https://en.facebookbrand.com/assets/f-logo/>
- <https://www.idownloadblog.com/2019/06/11/notes-ios-13-overview/>