COMP3130 Week-2

App Design & Development

UI Design

Functional Requirements vs Non-functional Requirements

- Design is a constraint of a NFR (This means it is an add on)

- A good design can provide competitive advantage to a product/app

The cost of Bad UI Design

YOU LOSE USERS

Bad experiences are frustrating. Users will leave to your competition.

SPENDING MORE TIME BUILDING

Designers wont have time to think through every use case and workflow. Issues will come up during development. Also, the feedback you should be getting early, will now take months to get around to the team.

EARN LESS MONEY (REVENUE)

We make decisions based on how we feel. Frustrated users don't spend money. They won't click on that link you want them to and they will not buy things.

Steps to avoid bad design

- New trend doesn't mean it is the best (might not meet user needs)

- Customer-centric design (Feedback from Customers)

- Better content

UI Design- Structure & Simplicity

- UI must be designed with a purpose
- Group similar contents together
- Similar things must resemble one another (CRUD)
- Communicate clearly
- Understand users' language
- Reduce cognitive load (Image-oriented apps are okay too)
- Proper shortcuts
- One action per screen would be ideal

UI Design- Visibility & Feedback

- Redundant information distracts the user

- Must not confuse/overwhelm the user

- Feedback must be clear/Unambiguous language

- Design must also be flexible and tolerant to errors

- Going back option must be easy (one step at a time, with the option to cancel)

UI Design- User on-boarding

- User on-boarding using a tutorial on how the app is going to help the user
- Not a time to flaunt the cool features of the app (focus on the core-value)

UI Design- Swift Loading

- Fast-food age, time is everything

- Internet speeds are improving moving to and from web pages within an app isn't going to help the app

- Clever animation while the data is loading (DuoLingo)

- Keep users entertained

UI Design- Forms

- User Input is provided through Forms

- Keep registration simple (Sometimes users can just browse)

- Auto-importing details from the App store such as emails

- Minimize user input

- Ask for minimum permissions

- Language and Inclusion

UI Design – Consistency

- Reuse of fonts, cards, buttons so that the app looks consistent
- Consistent with the webpage (Netflix)
- Seamless flow across devices

UI Design – Designing Buttons & Font

- Buttons control the movement- crucial

- Enough padding is required (also feels less cluttered)

- Font - clear, legible, consistent through the app

UI Design – Thumb-friendly zones

- Remember one-hand navigation and
  thumb-friendly zones
- Most important, frequent features in green
- Less-used buttons in yellow

UI Design – Iconography & Photos

- Create your own Icons- https://www.canva.com/create/logos/
- Icons are now being used like a standard across apps
- Size of the icon matters
- High-quality images are better (but also can be time-consuming to load)- lightweight images are better
- Use the aspect ratio instead of hardcoding the image location on the screen
- Colour palette- must match the theme - https://coolors.co/generate

UI Design – Animations

- Must be a clever usage (too much would distract the user)
- Can be used to notify success/failure messages
- Do not overload animations

UI Design- Navigation

- Navigation helps users feel comfortable

- Simple and Intuitive

- Universal Navigation Bars

- Icons-based navigation pattern

- Three-click rule

Mini-Videos on React Native

- 30 mins worth of content to watch