

UX Basics for front-ends

breaking “monkey see monkey do” pattern



Lena Shpilevska
UX Architect





thinking monkey

or

monkey see monkey do



ничего личного

у каждого своя история ❤

User Experience Design

это процесс проектирования пользовательского опыта,
в котором задействованы все участники разработки
продукта

Holly War 🔥

designers vs devs

подкован = вооружен

разбираемся в теории

Паттерн

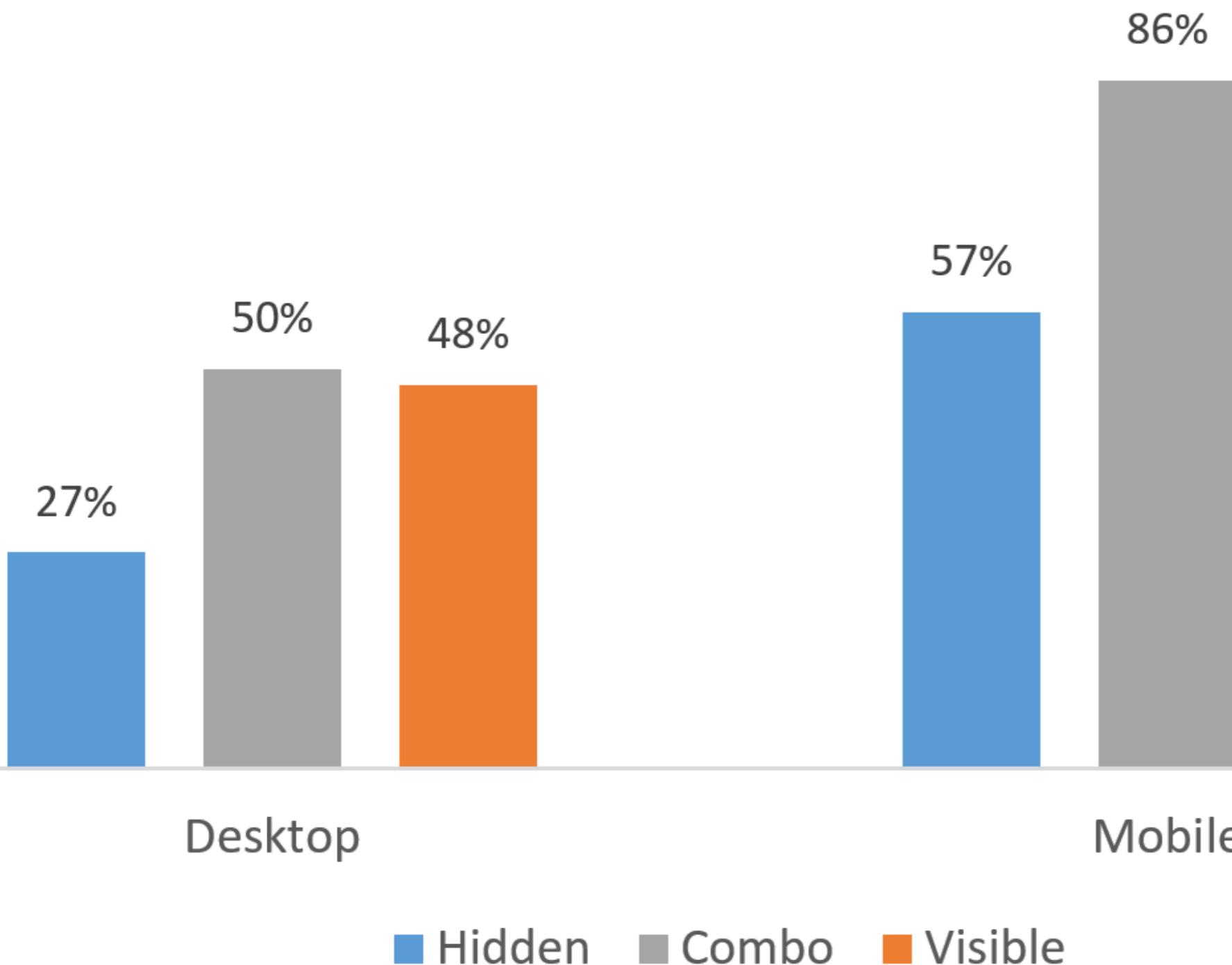
устоявшаяся группа связей,
существующая в памяти пользователя

если дизайн или приём
часто встречается в интерфейсах,
это еще не значит,
что он эффективный





Percentage of Sessions Where Navigation Was Used





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оцениваем все “за” и “против”

+

не боимся ответственности

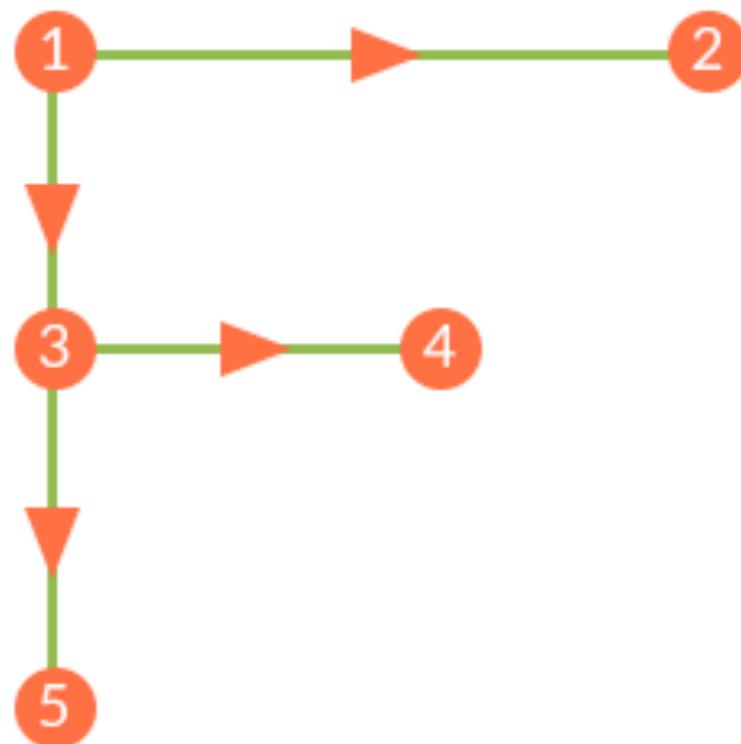
паттерны восприятия

Z-pattern & F-pattern

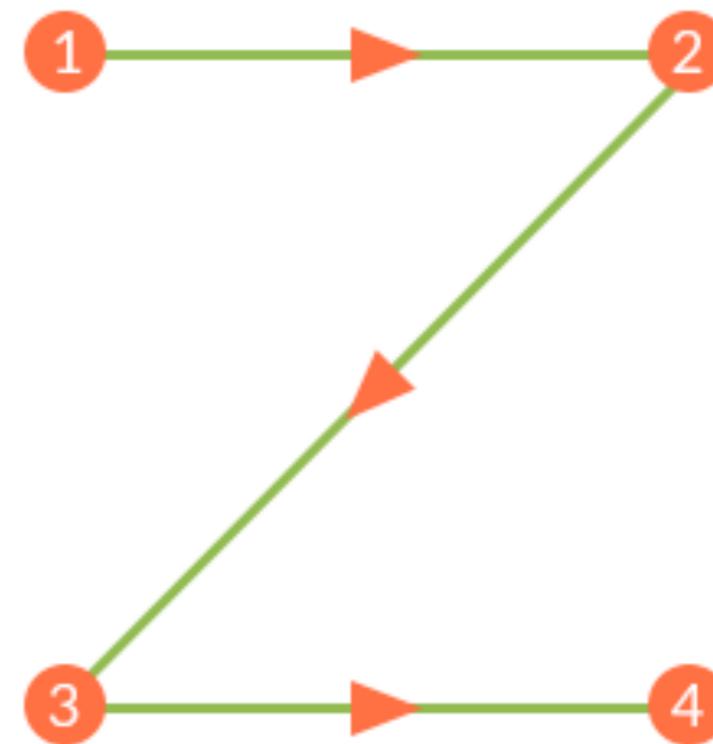
смирайтесь — пользователи сканируют страницу
и обращают внимание только на то, что цепляет взгляд

LAYOUT SCANNING PATTERNS

the predictable human eye



F-pattern



Z-pattern

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Stops

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Time

Departure

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Max Duration (RDU-BOS)

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Takeoff (RDU)

5:25a. – 7:55p

View Trip

Landing (BOS)

8:29a. – 12:30a

View Trip

Airlines

- American Airlines
- Delta Air Lines
- JetBlue Airways
- United Airlines

Airports

Departing From

 RDU Durham Intl Airport

Traveling To

 BOS Gen Edward Logan
Intl Airport

3008 of 6238 Flights

\$USD round trip per person

Prices are inclusive of taxes and fees with the exception of baggage fees.

\$232.20

Round Trip
price per person

Delta Air Lines

6:30a RDU – 8:29a BOS
6:00a BOS – 8:10a RDU

1h 59m

nonstop

Flight 6200 Operated by Delta Connection/Shuttle America
Flight 6241 Operated by Delta Connection/GoJet Airlines

View Trip

\$232.20

Round Trip
price per person

Delta Air Lines

6:30a RDU – 8:29a BOS
9:15a BOS – 11:27a RDU

1h 59m

nonstop

Flight 3407 Operated by Delta Connection/Shuttle America
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View Trip

\$232.20

Round Trip
price per person

Delta Air Lines

6:30a RDU – 8:29a BOS
11:40a BOS – 1:45p RDU

1h 59m

nonstop

Flight 3407 Operated by Delta Connection/Shuttle America
Flight 6229 Operated by Delta Connection/GoJet Airlines

View Trip

\$232.20

Round Trip
price per person

Delta Air Lines

6:30a RDU – 8:29a BOS
5:30p BOS – 7:45p RDU

1h 59m

nonstop

Flight 3407 Operated by Delta Connection/Shuttle America
Flight 6227 Operated by Delta Connection/GoJet Airlines

View Trip

\$232.20

Round Trip
price per person

Delta Air Lines

10:38a RDU – 12:33p BOS
6:00a BOS – 8:10a RDU

1h 55m

nonstop

Flight 6254 Operated by Delta Connection/GoJet Airlines
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View Trip

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Round Trip
price per person

Delta Air Lines

10:38a RDU – 12:33p BOS
9:15a BOS – 11:27a RDU

1h 55m

nonstop

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Ось взаимодействия

если хотите, чтобы люди на что-то кликнули,
расположите это на (или около) оси взаимодействия

AXIS OF INTERACTION

This is an example.

Aliquam lectus justo, cursus eu dapibus at, sagittis a magna. Aliquam commodo, risus vel malesuada dignissim, justo massa cursus erat, quis congue nisl nisl sed libero. Ut non nulla in lorem volutpat iaculis. Nam dictum justo in sodales pulvinar. Morbi pulvinar mattis turpis nec tincidunt. Vivamus rhoncus ligula sit amet adipiscing scelerisque. Proin sed aliquam nunc, sed fringilla nisi. Nunc mattis accumsan ipsum, a ornare massa venenatis et. Phasellus ut gravida sem, sed sollicitudin dolor. Curabitur imperdiet turpis orci, a consectetur ante auctor et. Vestibulum in ante vitae diam tristique tincidunt.

10
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque placerat feugiat quam, vel pulvinar ligula eleifend eget. Morbi quis magna leo. Aliquam lectus justo, cursus eu dapibus at, sagittis a magna. Aliquam commodo, risus vel malesuada dignissim, justo massa cursus erat, quis congue nisl nisl sed libero. Ut non nulla in lorem volutpat iaculis. Nam dictum justo in sodales pulvinar. Morbi pulvinar mattis turpis nec tincidunt. Vivamus rhoncus ligula sit amet adipiscing scelerisque. Proin sed aliquam nunc, sed fringilla nisi. Nunc mattis accumsan ipsum, a ornare massa venenatis et. Phasellus ut gravida sem, sed sollicitudin dolor. Curabitur imperdiet turpis orci, a consectetur ante auctor et. Vestibulum in ante vitae diam tristique tincidunt.

BUTTON HERE...

...OR HERE...

...OR HERE...

...OR HERE?

The **Axis of Interaction** is the imaginary “edge” your eye follows naturally. The closer something is to the Axis, the more visible it is to the user.

**с чего начать
анализ?**



**ОТКЛЮЧИТЬ ВИЗУАЛЬНОЕ
ВОСПРИЯТИЕ МАКЕТА**

Sketches

элементарные наброски
структуры страницы или всего проекта
на бумаге или доске

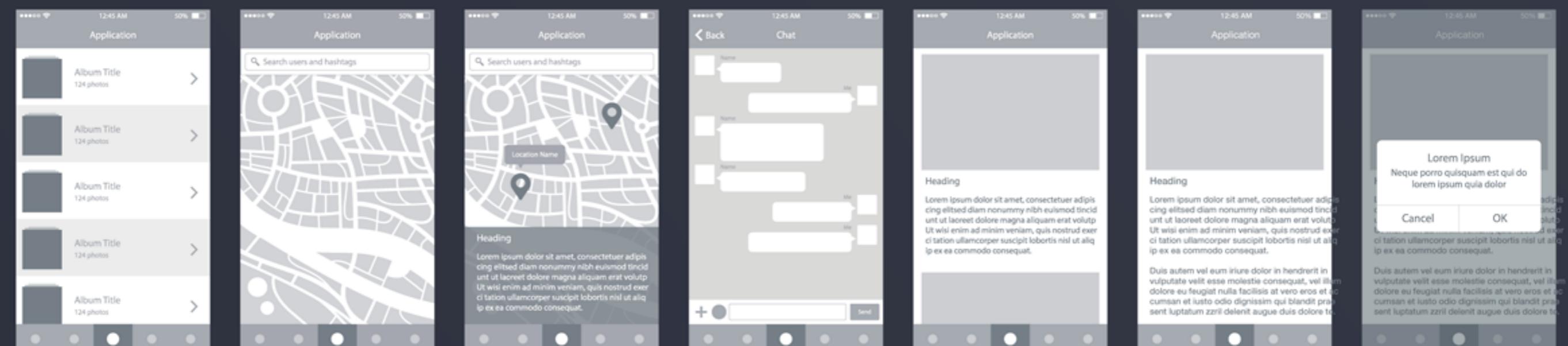
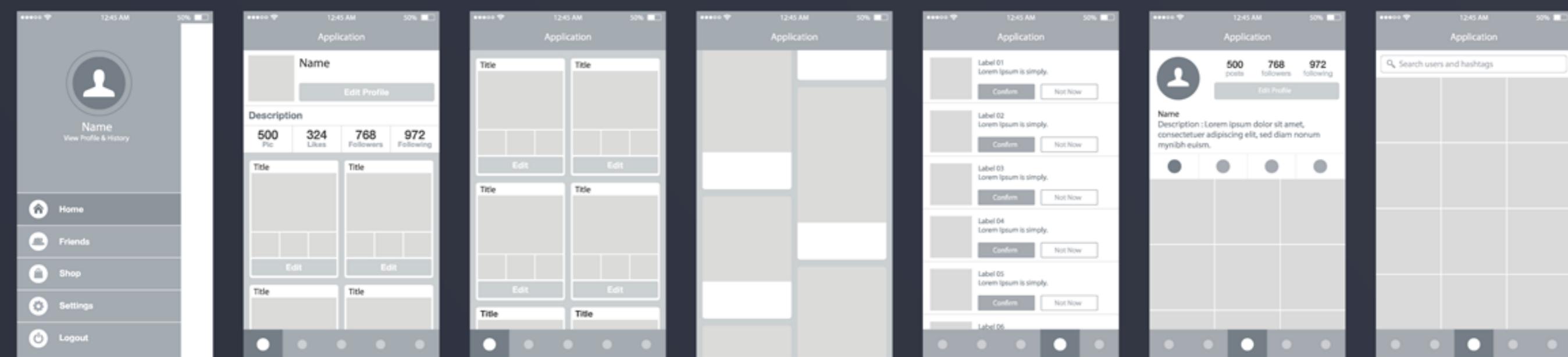
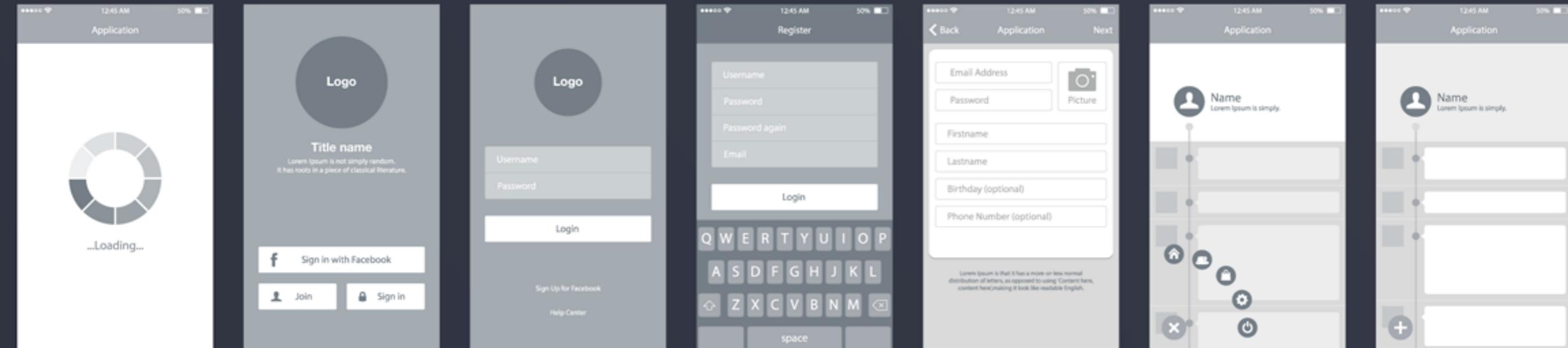


ничего личного

у каждого своя история ❤

Wireframe

начальная модель сайта, на которой показано расположение блоков и их функционал





ninjamock



спасибки за внимание :*
погнали на МК

links

базовый курс UX:

<https://medium.com/ux-crash-course/ux-ux-b0929148c31f>

<http://thehipperelement.com/post/75476711614/ux-crash-course-31-fundamentals>

паттерны:

<https://goodui.org/>

hamburger menu:

<https://www.nngroup.com/articles/hamburger-menus/>

<https://www.webdesignerdepot.com/2017/08/5-smart-alternatives-to-the-hamburger-menu/>

z-pattern:

<https://instapage.com/blog/z-pattern-layout>

f-pattern:

<https://instapage.com/blog/f-pattern-layout>

heatmap:

<https://www.nngroup.com/articles/heatmap-visualizations-signifiers/>

ninjamock:

<https://nинjamock.com/>