

## Human Computer Interaction II

### FINAL PROJECT

#### Group Settings

1. Each group must be composed of up to a maximum of three members only.
2. Groups shall not require a leader; group members must have equal roles and responsibilities.

#### Project Specification

1. Groups are required to create high fidelity prototypes/mock-ups/screen design of an application of their choice.
2. Groups are free to decide whether to develop an application for web, desktop, or mobile.
3. The chosen application must have the following functionalities:
  - a. Sign-up Page (Required)
  - b. Log-in Page (Required)
  - c. Profile/Edit Profile Page (Required)
  - d. Seven other functionalities depending on the chosen application to developed.
4. Based on item number three, each functionality must complete from start to finish; however, database and other back-end operations are not required. Activities must be completed based on the inputs from the user and must be simulated as “completed” as if back-end operations happened.
5. The ten functionalities in item number three must have two designs or representations that incorporates any two combinations of the **50 UI Design Tips by Pixel Academy**; one design shall incorporate the “**Dos**” and the other to incorporate the “**Don’ts**”.

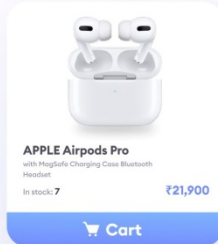
#### Research Specifications

1. Have both representations of your interfaces/hi-fi prototypes tested by first time users (number to be determined) and take note of the following:
  - a. Time of completion
  - b. Number of errors in encoding the information or clicking any of the buttons
2. Conduct an analysis of the user experiences by:
  - a. Quantitative analysis based by letting the respondents answer a survey for both representations with the following minimum criteria:
    - i. Clarity
    - ii. Consistency
    - iii. User Control
    - iv. Comfort
    - v. Ease of Use
    - vi. Accessibility
    - vii. Other criteria based on the discretion of the group
  - b. Or, by interviewing the respondents through:
    - i. Individual structured or unstructured interview
    - ii. Focused group discussion
3. After completing items one and two, conduct a comparison if the results concur. Discuss the comparison as necessary.

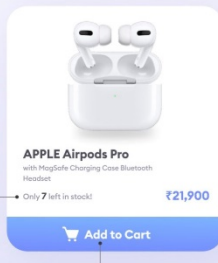
# 50 UI Design Tips by Pixel Academy

pixelacademy

## Tip - 1 Human-like Language



Avoid using Robotic language, this will make user confused.



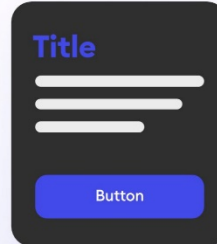
Use **human-like** language to connect labels and values.

04

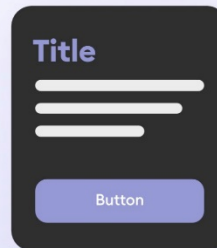
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## Tip - 2 Limit Saturation



Adding elements with high saturation will damage the contrast of your dark UI.



Avoid going beyond **200 - 500** of tone level when using colors.

05

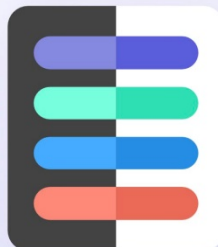
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## Tip - 3 Making 2 Color Palettes



Avoid using same color palettes for both Dark and Light mode.



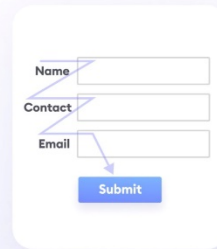
Most of the people prefer light theme. So, make a different color palette with **darker shades**.

06

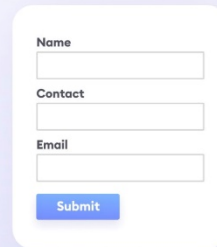
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## Tip - 4 Horizontal Alignment



Inconsistent alignment looks very unprofessional and hard to follow.



Using **horizontal** alignment make user's orient much better and faster in forms.

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Do's & Don'ts For UI Design

### Tip - 5 Menu Representation

New Tab  
New Incognito  
Recent Tabs  
Downloads  
History  
Bookmark

**Avoid using only labels for complex or abstract functions.**

New Tab  
New Incognito  
Recent Tabs  
Downloads  
History  
Bookmark

**Use Icon + Label representation to create rational and emotional impact.**

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Do's & Don'ts For UI Design

### Tip - 6 Breaking Up Content

**Property Feature**  
Beautiful waterfront location. 98% of recent guests gave this location a 5-star review. Fast check-in experience. 99% of recent guests gave the check-in experience a 5-star review. Free secure parking. This property features a single lock-up garage with storage.

**Avoid using only text for showing important features.**

**PROPERTY FEATURES**  
**Beautiful Waterfront Location**  
98% of recent guests gave this location a 5-star review.  
**Fast check-in experience**  
99% of recent guests gave the check-in experience a 5-star review.  
**Free secure parking**  
This property features a single lock-up garage with storage.

**Allow people to quickly scan content by using descriptive headings and icons.**

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Do's & Don'ts For UI Design

### Tip - 7 Icon Consistency

**Icons**  
See our icons collections:

+ - 🛒

**Inconsistent icons could create a risk of confusion and can hurt brand's visual credibility.**

**Icons**  
See our icons collections:

A + - 🛒  
B + - 🛒  
C + - 🛒

**Use a consistent icon set for better communication among the users.**

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Do's & Don'ts For UI Design

### Tip - 8 Descriptive Options

**Discard draft**  
Are you sure you want to cancel your upload?

OK Cancel

**This is an example of bad UX. It creates confusion for users to select an option.**

**Discard draft**  
Are you sure you want to cancel your upload?

Yes, Cancel Don't Cancel

**Having options with clear description helps the users to take decision as per his/her choice.**

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Do's & Don'ts For UI Design

### Tip - 9 Process Bar

**Payment**

☐ PayPal
 ☐ Card

Card Number:

Expires on:  CVV:

Cardholder Name:

**Pay Now**



Here user won't be able to track their process in the flow.

☒ Shipping Details
 ☐ Payment
 ☐ Order Summary

☐ PayPal
 ☐ Card

Card Number:

Expires on:  CVV:

Cardholder Name:

**Pay Now**



Use a **process bar** to indicate the user's status in the process flow.

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Do's & Don'ts For UI Design

### Tip - 10 Tooltips & Guides

Username:

1 error found

Password:

**Login** **Cancel**



Here users will find it difficult to locate the error and the reason for the same.

Username:

1 error found

Username not valid

Password:

**Login** **Cancel**



Show the user **where** and **why** the error occurred. This helps users to do the necessary changes.

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Do's & Don'ts For UI Design

### Tip - 11 Fitt's Law

**Small and Distanced CTA**



Small and Distanced CTA will acquire more time for users to take action.

**Big and Close CTA**



Keep main CTA **big** and **closer to the thumb**. This will help users to identify easily.

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Do's & Don'ts For UI Design

### Tip - 12 Color Psychology

**Delete Account**

Are you sure you want to delete your account?

**Cancel** **Yes, Delete**



**Blue** color for destructive action looks normal.

**Delete Account**

Are you sure you want to delete your account?

**Cancel** **Yes, Delete**



**Red** color for destructive action alerts the users and act as a warning sign.

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Do's & Don'ts For UI Design

### Tip - 13 Fewer Font Sizes

16 Email:  
12 Enter your email  
32 Password:  
32 Enter your password  
32 Sign in

12 Email:  
12 Enter your email  
32 Password:  
32 Enter your password  
32 Sign in

✗  
The more font sizes,  
the longer it takes  
to process the form.

✓  
Try to differentiate  
the font only between  
sections and actions.

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Do's & Don'ts For UI Design

### Tip - 14 Single Column Form

Multiple columns  
disrupt a user's  
vertical momentum.

Use a **single column** on  
small forms, or group  
them on other cases.

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Do's & Don'ts For UI Design

### Tip - 15 Avoid Pure Black

Black  
#000000

Pure black or white  
can cause uneasiness  
in user's eyes.

Dark Grey  
#333335

Avoid using **pure black**  
instead, you can use  
variation like this.

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Do's & Don'ts For UI Design

### Tip - 16 Social Media Login First

Log In  
Username  
Password  
Log In  
or log in with  
Facebook  
Don't have an account? Create [here](#)

Avoid using registration  
form before social media  
login option.

Log In  
Facebook  
or log in with  
Username  
Password  
Log In  
Don't have an account? Create [here](#)

Using **social media**  
**login first** help the user  
to see it first and help  
to log in without filling  
the registration form.

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Do's & Don'ts For UI Design

### Tip - 17 Text Alignment

**Beautiful Waterfront Location**  
98% of recent guests gave this location a 5-star review.

**Fast check-in experience**  
95% of recent guests gave the check-in experience a 5-star review.

**Free secure parking**  
This property features a single lock-up garage with storage



Unaligned text creates difficulty for users to scan the content.

**Beautiful Waterfront Location**  
98% of recent guests gave this location a 5-star review.

**Fast check-in experience**  
95% of recent guests gave the check-in experience a 5-star review.

**Free secure parking**  
This property features a single lock-up garage with storage



Aligning text is an easy way to **clean up** your design and make content **easy to read**.

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Do's & Don'ts For UI Design

### Tip - 18 Checklist Vs Radio Button

**What are your favourite skills?**

☐ Programming

☒ Design

☐ Videography

☐ Photography

☒ Marketing



Checklist is use for multiple choice selections.

**What are your favourite skills?**

☐ Python

☐ Java

☐ Ruby

☒ JavaScript

☐ Swift



Whereas, Radio buttons are use for single choice selections.

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Do's & Don'ts For UI Design

### Tip - 19 Selection Color

**Change Plan**

**\$5** | Until 28 February ✓  
Unlimited calls

**Infinite SMS** ∞  
2000 SMSs/Day



Multiple colour navigation adds to the cognitive load.

**Change Plan**

**\$5** | Until 28 February ✓  
Unlimited calls

**Infinite SMS** ∞  
2000 SMSs/Day



Try keeping colours to **two**, with one to denote the selection.

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Do's & Don'ts For UI Design

### Tip - 20 Space the Sections

**Options**

New Tab

New Incognito

Recent Tabs

More

**Settings**

Add Account

Sign out



Using new element like "a line" just to create a division is not ideal option.

**Options**

New Tab

New Incognito

Recent Tabs

More

**Settings**

Add Account

Sign out



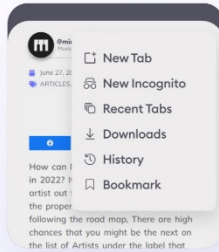
Instead use **spacing** to create divisions whenever required.

23

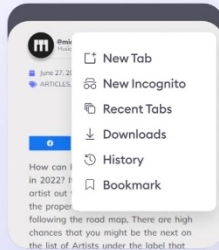
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### Tip - 21 Different Shades For Layers



Similar shades for different layer creates uneasiness to the eyes.



Keep the second layer such as drop-down at least 2 shades or tints different than the background.

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Do's & Don'ts For UI Design

### Tip - 22 Padding & Margin

#### Photography Workshop



Less margin and padding destroy visual hierarchy of the page and looks cluttered.

#### Photography Workshop

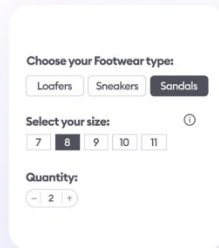


Use more padding and margin to give better breathing space for the design.

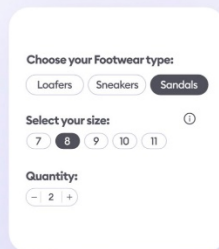
25

Do's & Don'ts For UI Design

### Tip - 23 Pattern Repetition



User Experience almost worsens due to any strange differences in visual elements between screens.

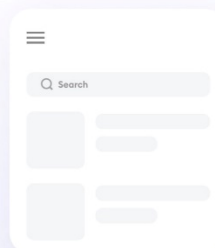


Maintain consistency to make users not to force themselves to learn new representations or toolsets for each task.

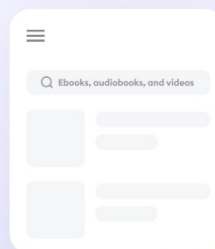
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### Tip - 24 Search Input



User will feel clueless about what kind of information he can look up without placeholder text in search field.

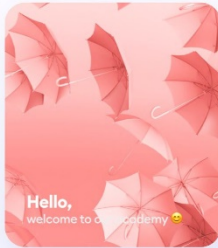


Use placeholder text in search field to give hint to the users about what kind of information to look up.

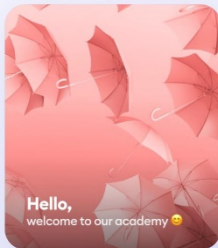
27

Do's & Don'ts For UI Design

### Tip - 25 Add Contrast with Overlay



Without contrast the text does not seem to appear clearly because of the bright image.



Add contrast with overlay to make your text more visible if the original image isn't dark enough

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Do's & Don'ts For UI Design

### Tip - 26 Gradient Tip



Gradient with close end points looks direct and sharp which creates bad impression.



To achieve a smooth gradient, make the gradient handle's start and end farther away from the object.

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Do's & Don'ts For UI Design

### Tip - 27 Onboarding Tip

#### Before we start

We have a few questions, How much time do you plan spending on the app?

Pick the frequency

Next >



Here the user are not familiar with how many steps or procedures they have to attempt.

#### Before we start

We just have one question, How much time do you plan spending on the app?

Pick the frequency

Next >

•••••



Use some visual elements to show the steps or procedures.

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Do's & Don'ts For UI Design

### Tip - 28 Make CTA Stand Out

PRO

\$120/m

- Unlimited projects
- Shareable files
- Multiple editors

Get Pro



CTA having dull color creates less attention. So it becomes hard for user to click on it.

PRO

\$120/m

- Unlimited projects
- Shareable files
- Multiple editors

Get Pro



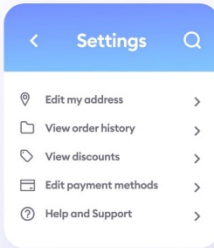
Use primary color to make the CTA stand out and encourage action.

31

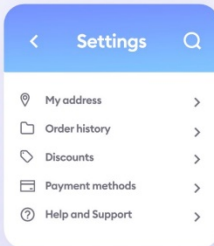
Do's & Don'ts For UI Design



### Tip - 29 Cut off Verbs in Label



Using verb in labels makes it long and seems too detailed.

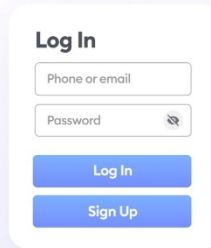


Avoid using verb in labels if it is clear enough to express the action.

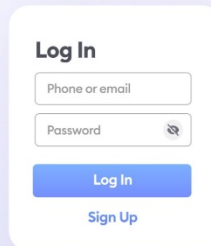
32

Do's & Don'ts For UI Design

### Tip - 30 Button Hierarchy



Button without hierarchy harms the visual representation and make user hard to take decisions.

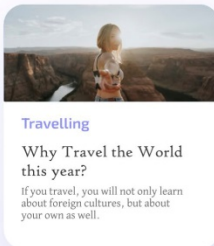


Utilize button hierarchy to help user make a clear choice.

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Do's & Don'ts For UI Design

### Tip - 31 One Typeface is Good



Avoid using different typefaces, this creates confusion and harms the readability of the page.

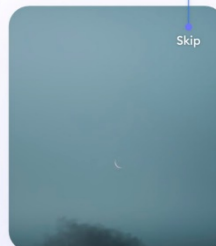


Keeping your typefaces consistent is the key to avoiding confusion. Sticking to a typeface help the users to understand a pattern.

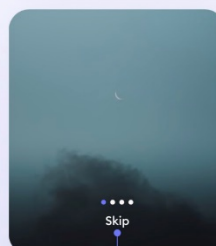
34

Do's & Don'ts For UI Design

### Tip - 32 Improve Onboarding Experience



Placing skip link in the top corners will make it little difficult for user to reach.



Enable users to skip your Mobile App Onboarding sequence at any time, and place that Skip link within easy thumb reach.

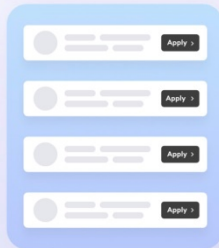
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Do's & Don'ts For UI Design

### Tip - 33 Make Your Cards Look Clickable



In this case, cards fail to indicate that they're clickable.

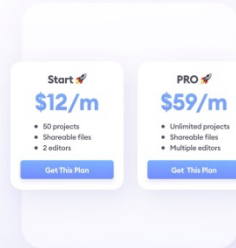


use an actionable button to prompt clickability and describe the action.

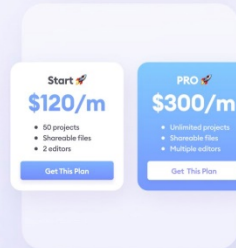
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Do's & Don'ts For UI Design

### Tip - 34 Highlight The Best Plan



Having same color for both plan makes the most used plan less of no importance.

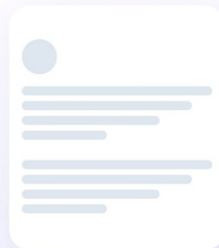


Always **highlight** the best plan to help users identify the most used plan and you promote your top offer.

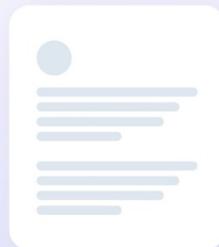
37

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### Tip - 35 Avoid Too Wide Lines



Wide lines can bore users and create readability problems.

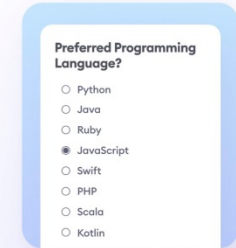


Instead of pixels, you can **restrict** the **character number** per line as well for better visual representation of content.

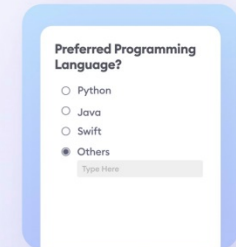
38

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### Tip - 36 Hick's Law



More options create complexity of choices and leads to delay in making decision.

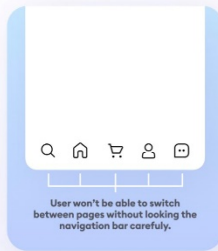


Provide user with **less options** for better and quick decision and also provide the 'other' section for entering their views.

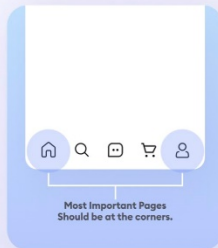
39

Do's & Don'ts For UI Design

### Tip - 37 Serial Positioning Effect



Improper arrangement leads to difficulty in switching the pages.

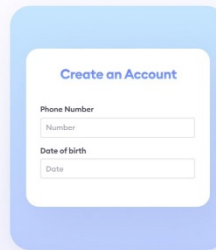


Users tend to remember the First & Last items in a series. So place the most important pages at the corners.

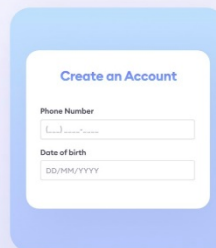
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Do's & Don'ts For UI Design

### Tip - 38 Use Input Masks



Absence of input mask makes the user unsure about the format.

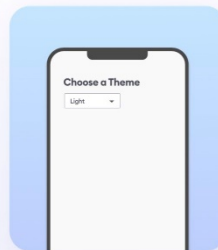


Provide input masks to avoid any error especially for phone numbers and dates.

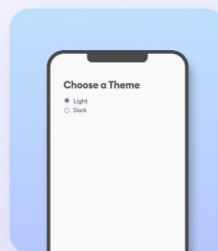
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Do's & Don'ts For UI Design

### Tip - 39 2 to 4 Option Rule



It is not ideal to enter more than 2 or 3 values inside a drop-down list.

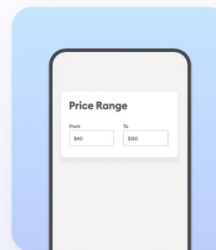


Display all options side by side when user has to select from 2 to 4 values.

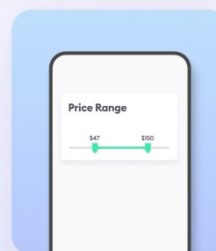
42

Do's & Don'ts For UI Design

### Tip - 40 Avoid Writing When Possible



Using fields everywhere is not an ideal choice.



Using slider will make the process fast and understandable.

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Do's & Don'ts For UI Design

### Tip - 41 Spacing is the Key



Travelling  
**Why Travel the World this year?**  
If you travel, you will not only learn about foreign cultures..



Less or inconsistent spacing creates difficulty in readability and grouping.



Travelling  
**Why Travel the World this year?**  
If you travel, you will not only learn about foreign cultures..

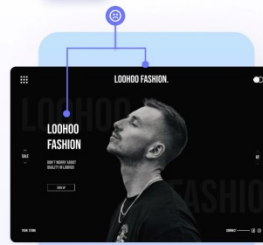


Make sure to **leave spaces** from edges and group relevant elements.

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Do's & Don'ts For UI Design

### Tip - 42 Logo Repetition



Repetition of the logo many times in the same page is not ideal.

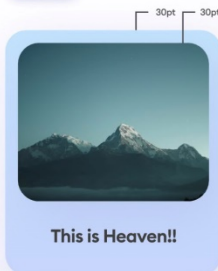


Instead **use a headline** to convey the style and info about what you do.

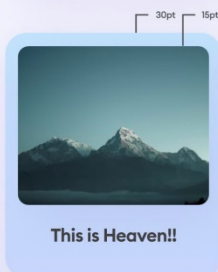
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Do's & Don'ts For UI Design

### Tip - 43 Border Radius



Using same border radius for both outer and inner elements looks uneven.

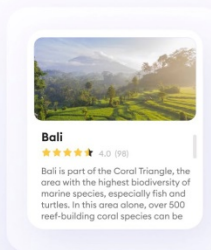


Don't round inner element the **same amount** as of the card. Decrease it slightly for a better look.

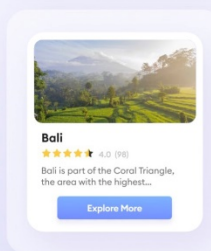
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Do's & Don'ts For UI Design

### Tip - 44 Avoid using Scroll



Scrolling within a card can create a lot of confusion.

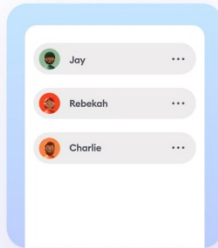


Instead use a **'See more'** or **'Explore'** buttons.

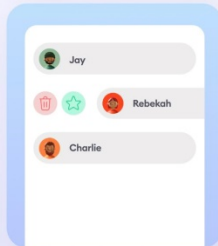
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Do's & Don'ts For UI Design

#### Tip - 45 Use Swipe Actions



Using option button can slow down the process.

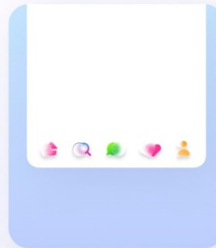


Use **swipe actions** on certain card to make the process fast and minimal.

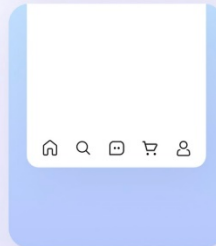
48

Do's & Don'ts For UI Design

#### Tip - 46 Icon Selection



Using fancy icons makes your design look unprofessional.

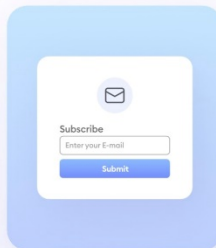


Use **simple flat icons** for more professional look.

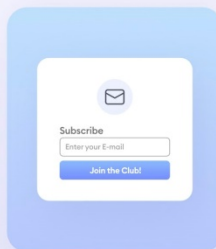
49

Do's & Don'ts For UI Design

#### Tip - 47 Using Right Words



Wrong words will make people less interested about your program.

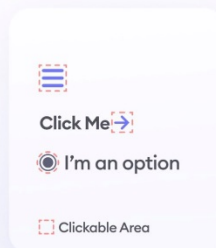


Use words that make users to be **excited** to join in.

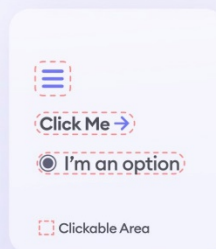
50

Do's & Don'ts For UI Design

#### Tip - 48 Enhancing Clickable Area



Having small clickable area creates difficulty for the user to click on buttons or elements.



**Enhance** the clickable area of the elements to make it easy to click.

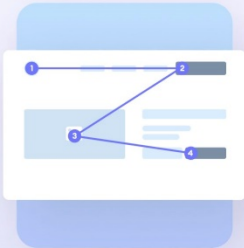
51

Do's & Don'ts For UI Design

### Tip - 49 The Gutenberg Principle



The Gutenberg Principle states that user's eyes travel to a Z-shaped path from the top-left area to the bottom-right area.



It's a good practice to place your CTA at the end of this flow to lead users to take action.

### Tip - 50 Prompt User to Scroll



If you have too much spacing between the sections user will less likely scroll to the down.



A simple hack to prompt users to scroll is by showing them a glimpse of the next section.