INTRODUCTION TO

# UI/UX DESIGN

**UI** – User Interface

**UX** – User Experience

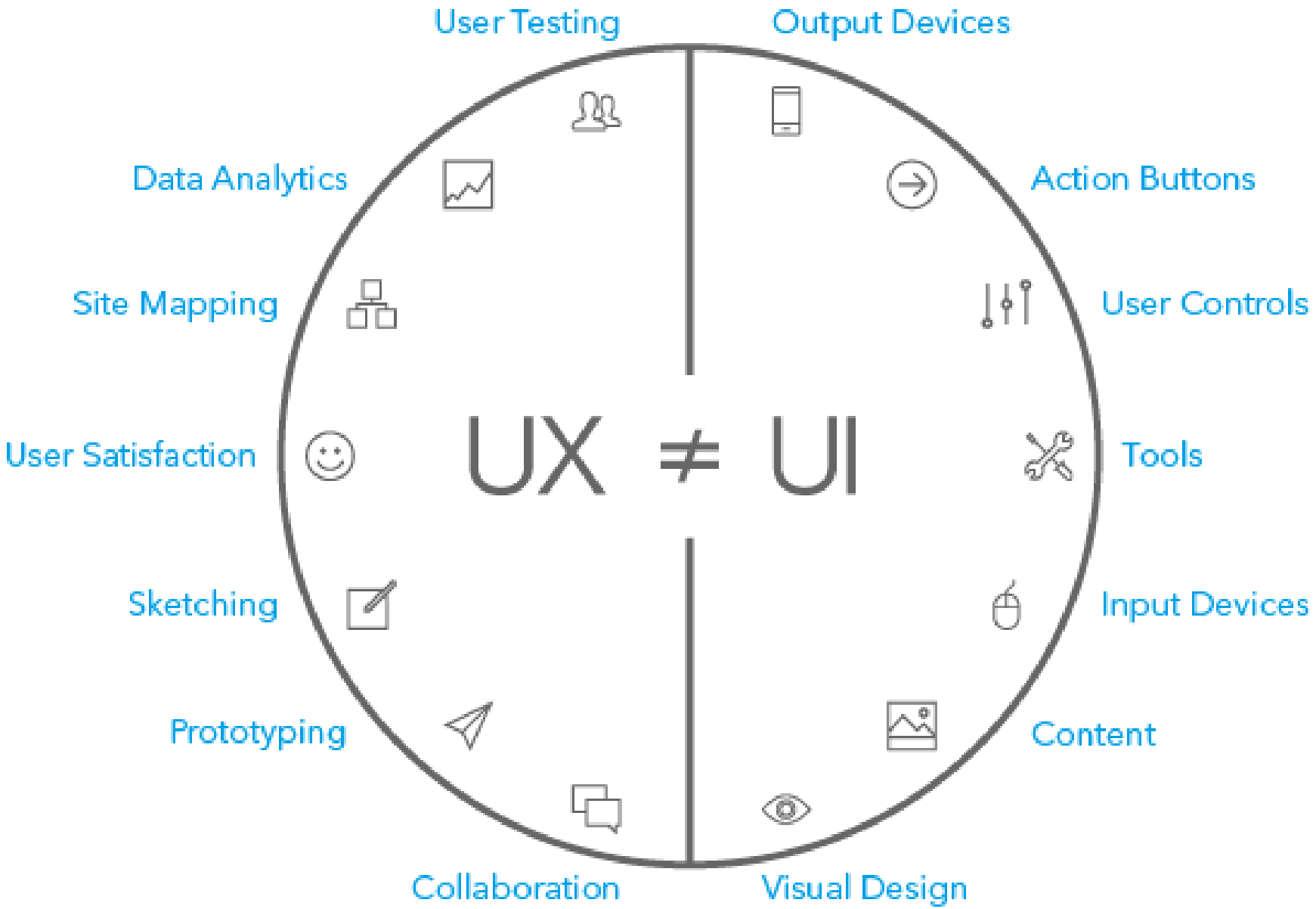
*“A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it.”*

# Put simply.

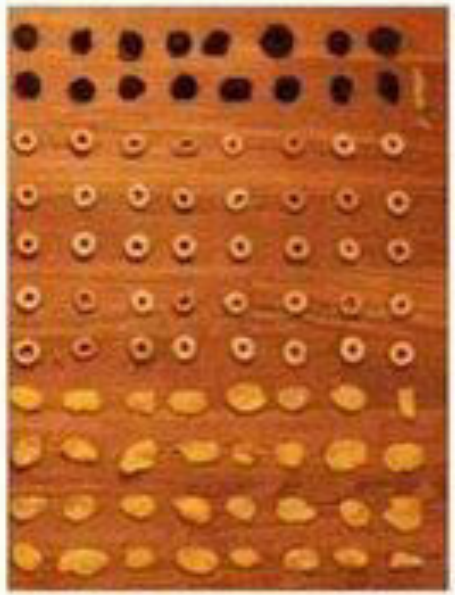
> *User Experience Design focuses on how the user thinks and feels.*
> *User Interface Design looks at how the content is organized and used.*

Or

> *A door handle is UI Design.*
> *The fact you need a door is UX Design.*


User Testing
Output Devices
Data Analytics
Action Buttons
Site Mapping
User Controls
User Satisfaction
UX ≠ UI
Tools
Sketching
Input Devices
Prototyping
Content
Collaboration
Visual Design

## CONTENT



What people are looking for.

## USER INTERFACE

The tool that serves it up.

## USER EXPERIENCE

Consumption.

# THE DESIGN PROCESS

# Identifying Problem Statement and Target Crowd

# Target Problem

Removing hasselness in conveying and publishing quick status.
Sorting discussions publically on basis of specific tags used.

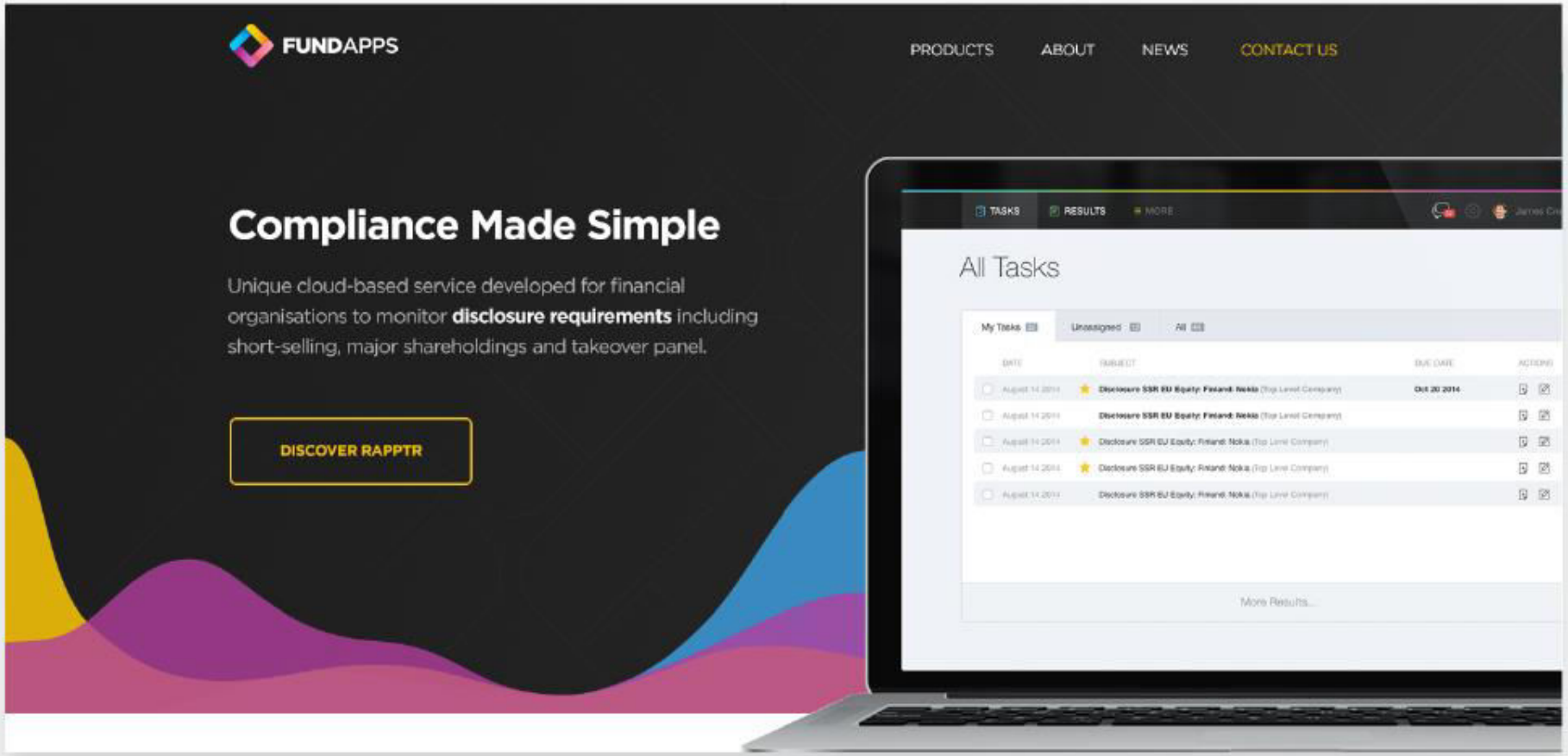
# What is Twitter?

A free social networking and micro-blogging service that enables its users to send and read each others' updates, known as tweets. Tweets are text-based posts of up to 140 characters, displayed on the author's profile page and delivered to other users - known as followers - who have subscribed to them.

# Target Crowd

# DETSKE PENIZE

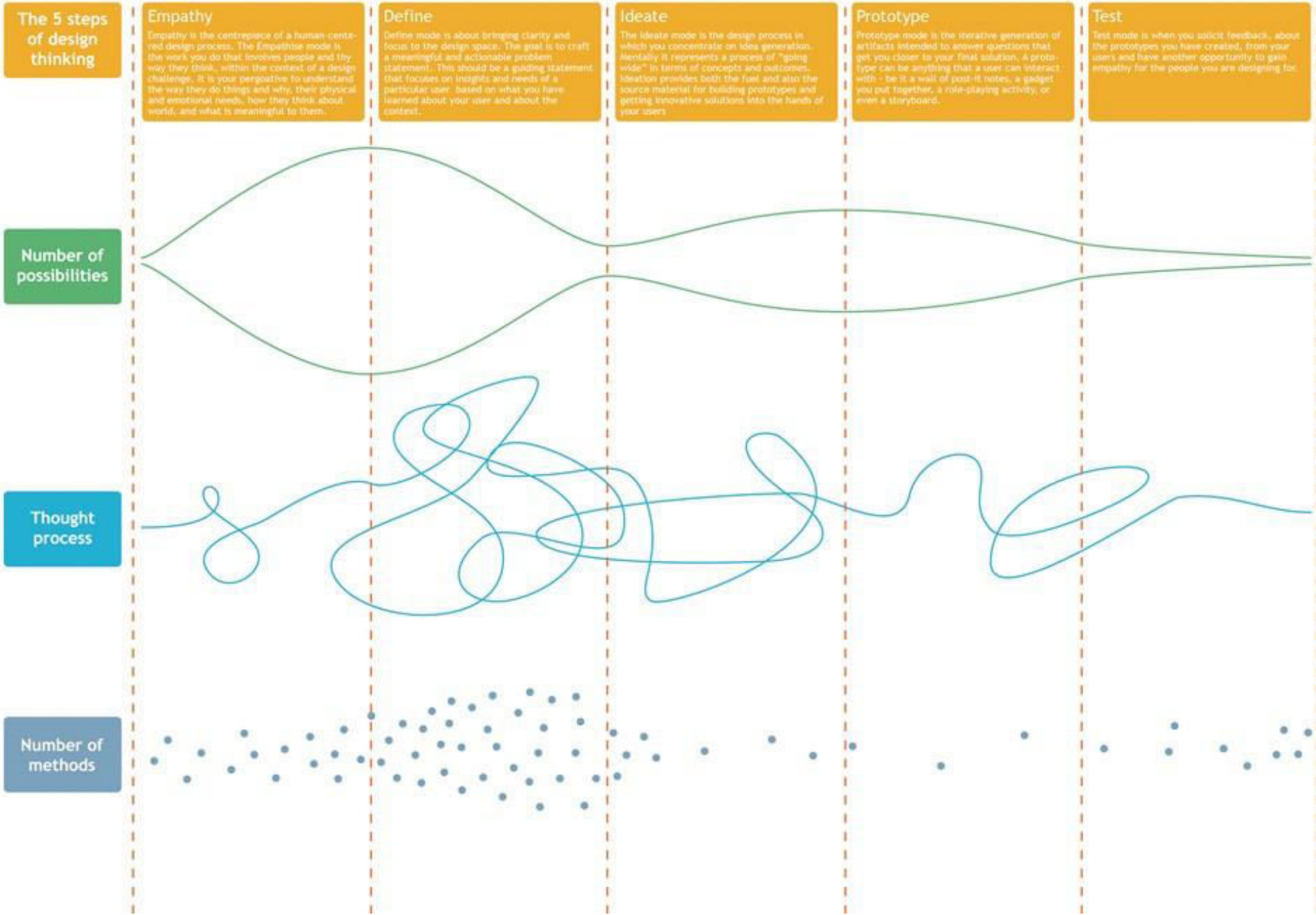
Website designed for Kids




# Fund Apps

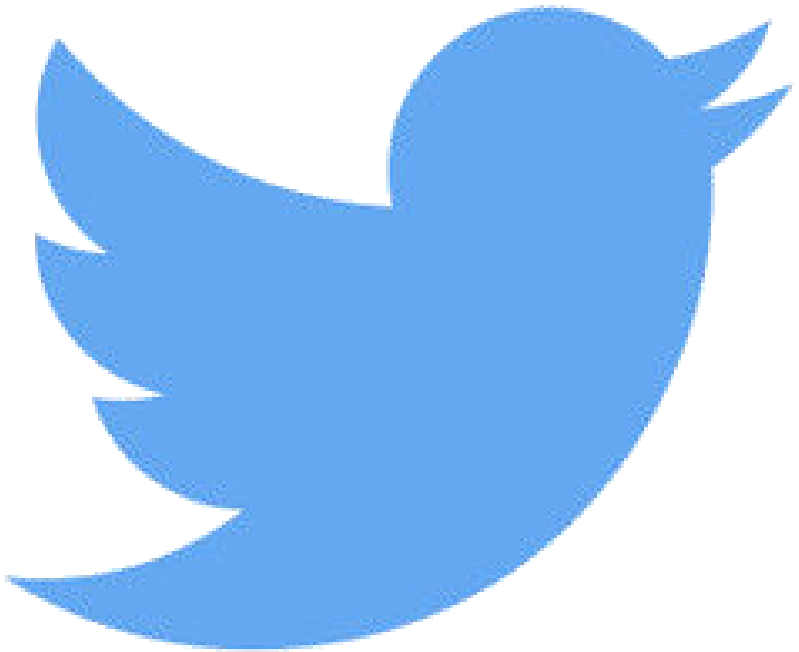
Website designed for Financial Organisation

# Design Thinking



the idea of an individual using an SMS service to communicate with a small group

‘a short burst of inconsequential information’



# Information Architecture

Design Lecture.pptx | Online Shopping: Shop O | Full Page Screen Capture

amandeep

https://www.amazon.in

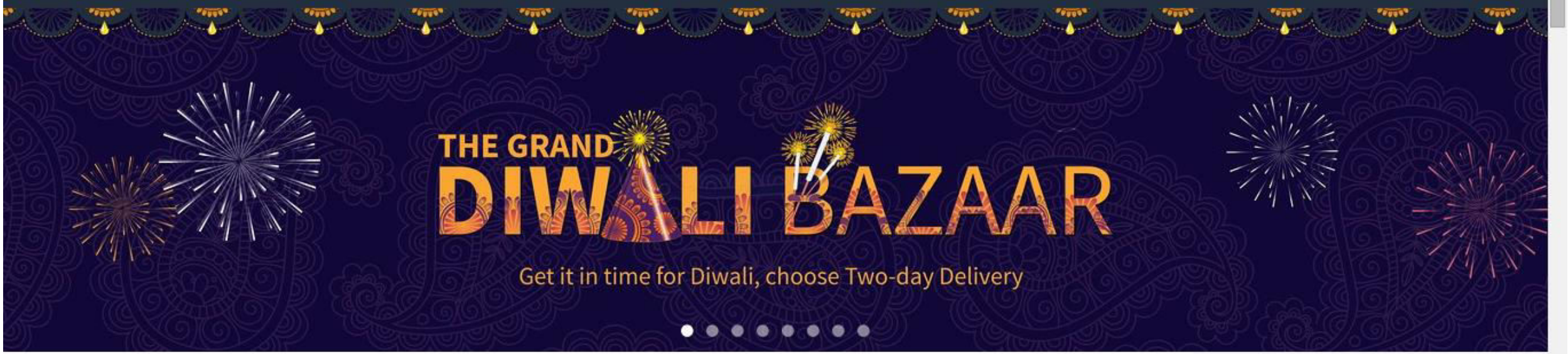
Apps | SDSLabs | Coursera | QuizUp | Freepik | Coolors | Material Design Col... | Other bookmarks

amazon.in

All

Download the App and Win an iPad Air

Shop by Category | amandeep's Amazon.in | Today's Deals | Gift Cards | Sell | Customer Service | Hello, amandeep Your Orders | 1 Cart | Wish List



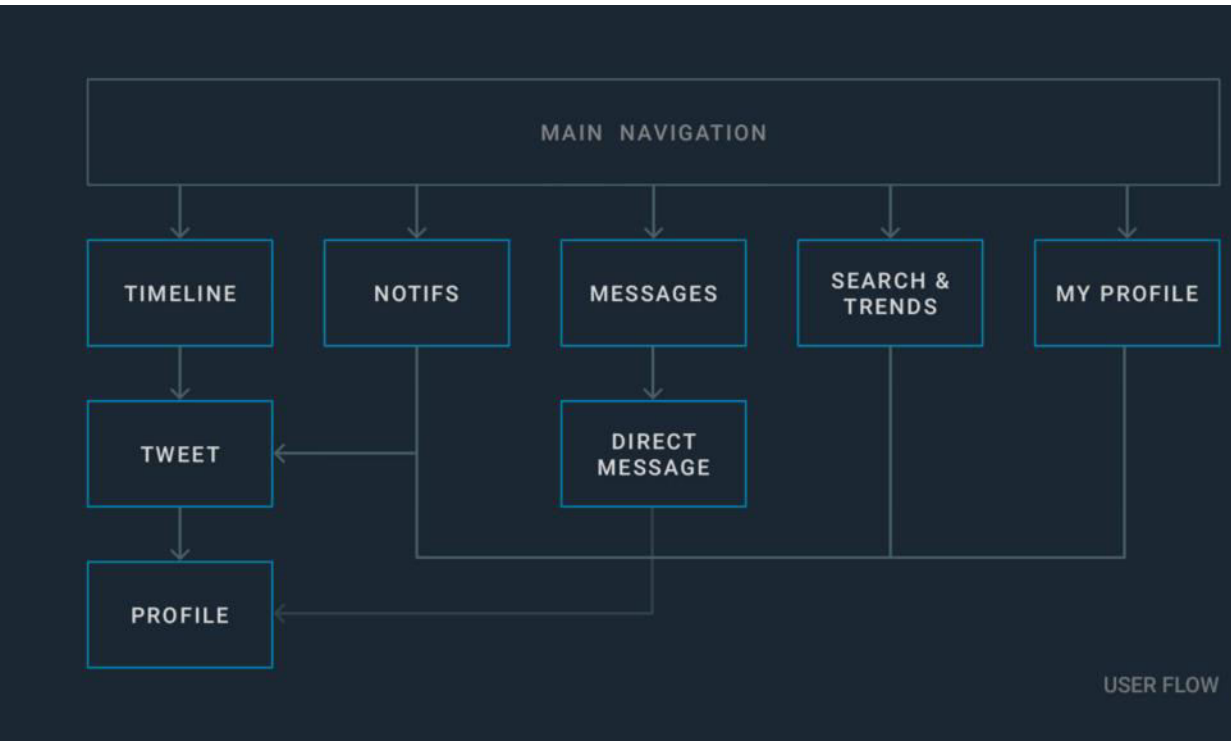

## Related to Items You've Viewed See more

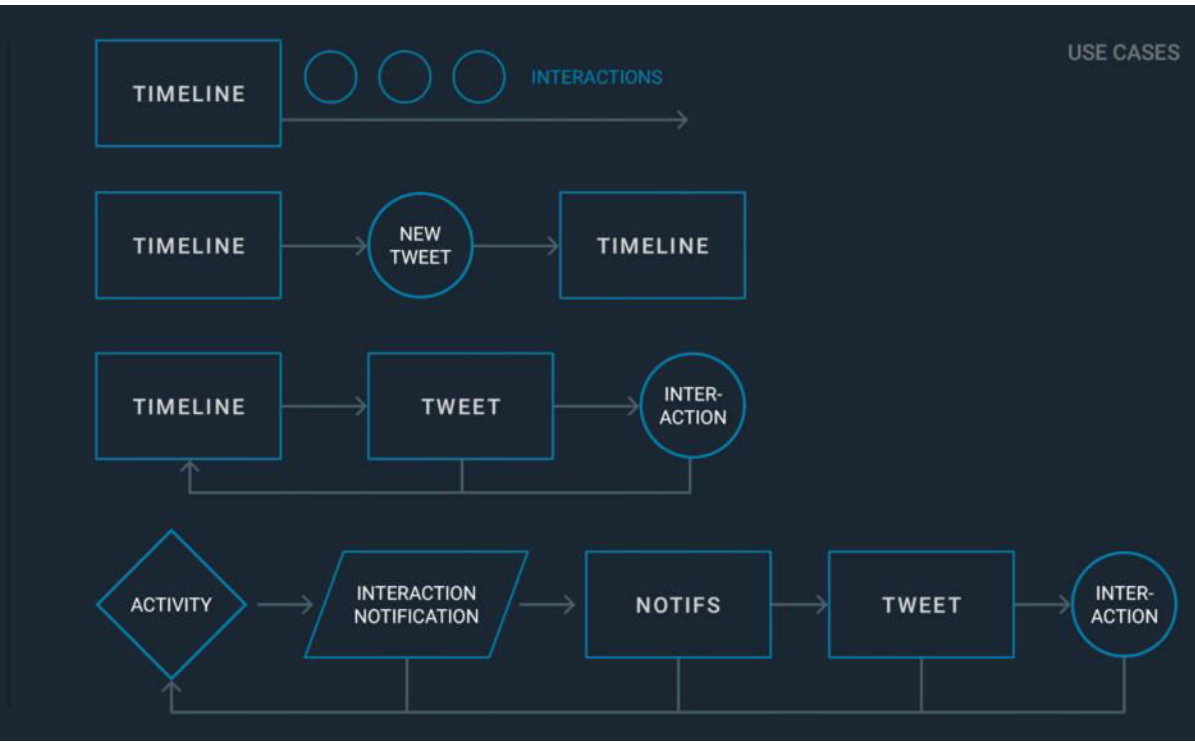
Ask me anything

ENG 6:07 PM 11/6/2015

# Components Of IA

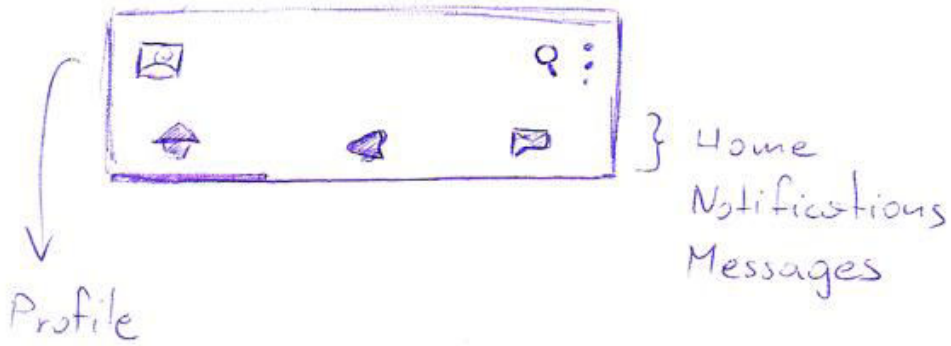
**Organization Schemes and Structures**: How you categorize and structure information
**Labeling Systems**: How you represent information
**Navigation Systems**: How users browse or move through information
**Search Systems**: How users look for information

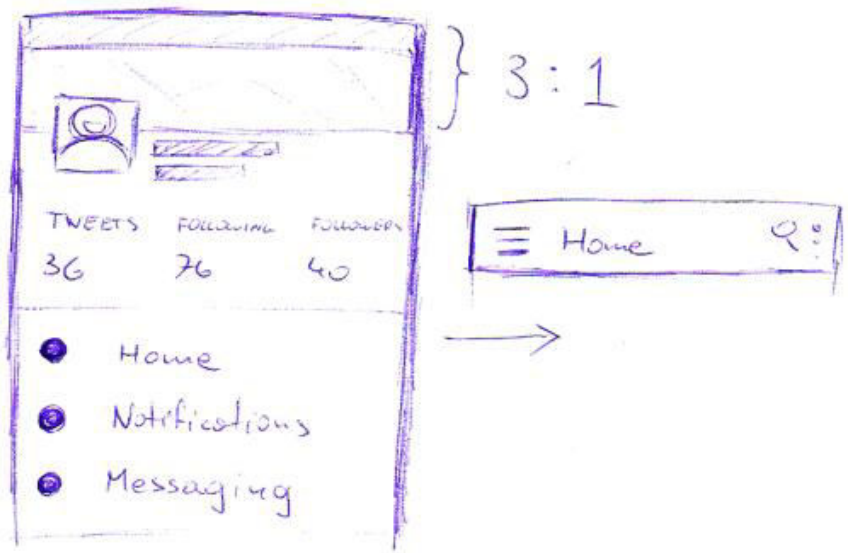

MAIN NAVIGATION
TIMELINE
NOTIFS
MESSAGES
SEARCH & TRENDS
MY PROFILE
TWEET
DIRECT MESSAGE
PROFILE
USER FLOW

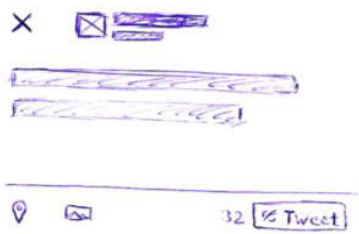

USE CASES
TIMELINE
INTERACTIONS
TIMELINE
NEW TWEET
TIMELINE
TIMELINE
TWEET
INTER-ACTION
ACTIVITY
INTERACTION NOTIFICATION
NOTIFS
TWEET
INTER-ACTION

# Wire-framing/ Sketching

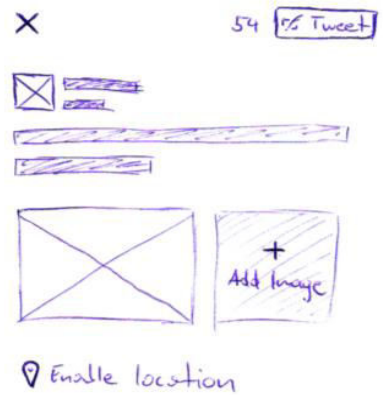
The wireframe depicts the page layout or arrangement of the website’s content, including interface elements and navigational systems, and how they work together. The wireframe usually lacks typographic style, colour, or graphics, since the main focus lies in functionality, behaviour, and priority of content.c


Profile
Home
Notifications
Messages

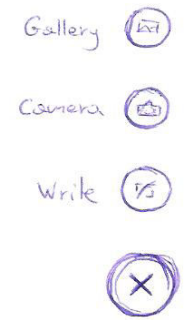

3:1
TWEETS
FOLLOWING
FOLLOWERS
36
76
40
Home
Notifications
Messaging
Home


32
Tweet

Compose new tweet
32
Tweet
Add location
Add image

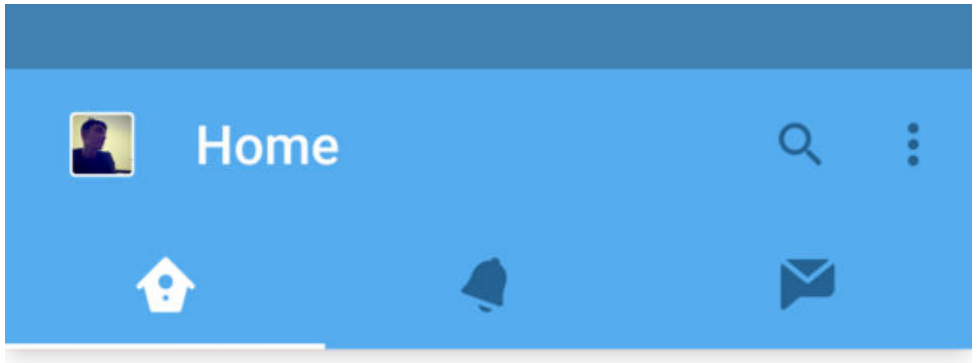

54
Tweet
Add Image
Enable location

Write
Camera
Gallery


Gallery
Camera
Write

# UI (User Interface)

- Low Fidelity Mock-ups
- Colour Theory
- High Fidelity Mock-ups


Home

16dp
72dp
Marques Brownlee @MKBHD 12h
Apple Watch in the house... but I'm not.
Most important tournament of the year this
weekend for @StevensUltimate. Wish us
luck! brb Internet
85
102

16dp
16dp
16dp
16dp
Marques Brownlee @MKBHD 12h
Apple Watch in the house... but I'm not.
Most important tournament of the year this
weekend for @StevensUltimate. Wish us
luck! brb Internet
40dp
85
102

Marques Brownlee @MKBHD 12h
Apple Watch in the house... but I'm not.
Most important tournament of the year this
weekend for @StevensUltimate. Wish us
luck! brb Internet
85
102

# COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

## SUBTRACTIVE

CREATED WITH INK;
START WITH WHITE, ADD COLOR.
CMYK

CMYK

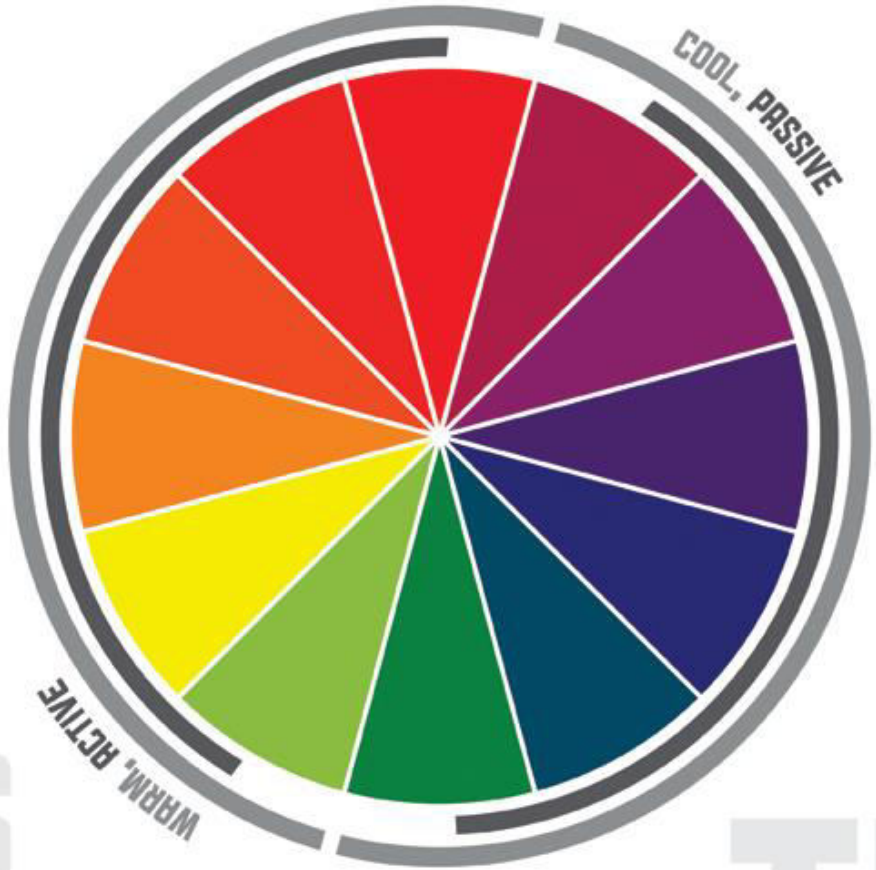
## ADDITIVE

CREATED WITH LIGHT;
START WITH BLACK, ADD COLOR.
RGB

RGB

## COLOR TYPES

PRIMARY
SECONDARY
TERTIARY
COMPLEMENTARY
ANALOGOUS




## COLOR RELATIONSHIPS

MONOCHROMATIC
COMPLEMENTARY
SPLIT COMPLEMENTARY
DOUBLE COMPLEMENTARY
ANALOGOUS
TRIAD

## MEANINGS

INTENSE. FIRE & BLOOD.
ENERGY, WAR, DANGER, LOVE
PASSIONATE, STRONG.

SKY, SEA.
DEPTH, STABILITY, TRUST
MASCULINE, TRANQUIL.

ROYALTY, POWER.
NOBILITY, WEALTH, AMBITION
DIGNIFIED, MYSTERIOUS.

SUNSHINE, JOY.
CHEERFULNESS, INTELLECT, ENERGY
ATTENTION-GETTER.

NATURE, GROWTH.
FERTILITY, FRESHNESS, HEALING
SAFETY, MONEY.

WARM, STIMULATING.
ENTHUSIASM, HAPPINESS, SUCCESS
CREATIVE, AUTUMN.

## TERMS

**CHROMA**: How pure a hue is in relation to gray

**SATURATION**: The degree of purity of a hue

**INTENSITY**: The brightness or dullness of a hue

**LUMINANCE/VALUE**: A measure of the amount of light reflected from a hue

**SHADE**: A hue produced by the addition of black

**TINT**: A hue produced by the addition of white

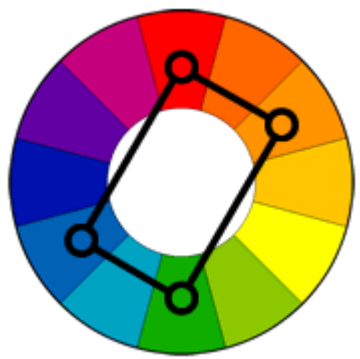
*designed by Paper Leaf Design, with thanks & credit to worqx.com & color-wheel-pro.com

Complementary

Analogous

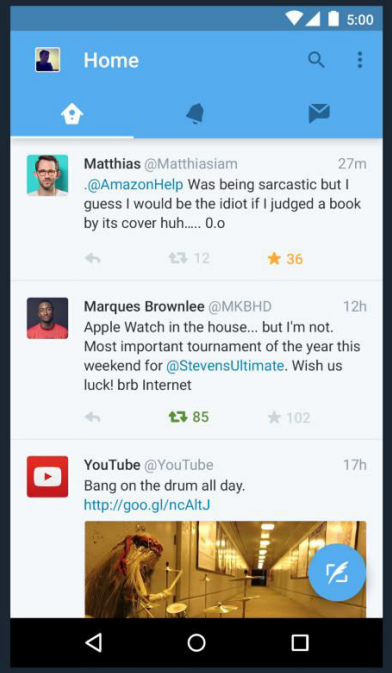
Triad

Split Complementary

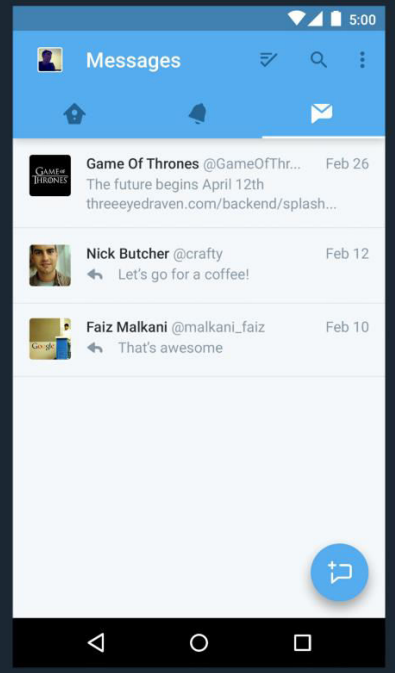


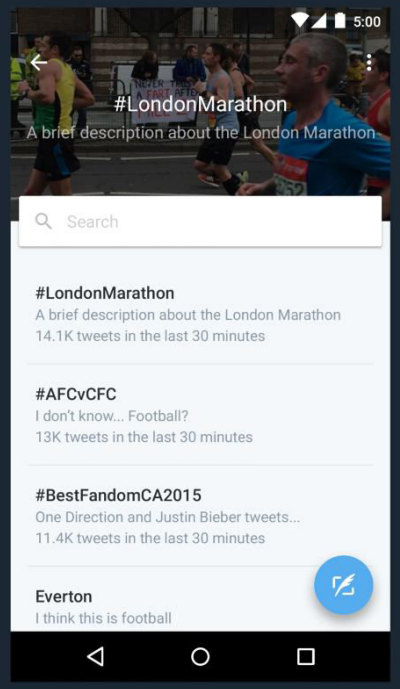
Rectangle

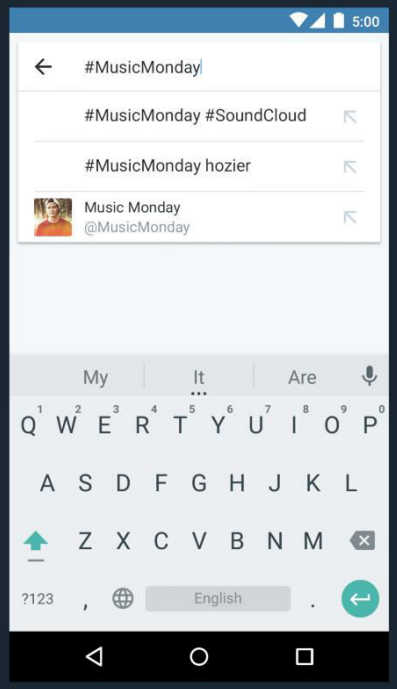
Square

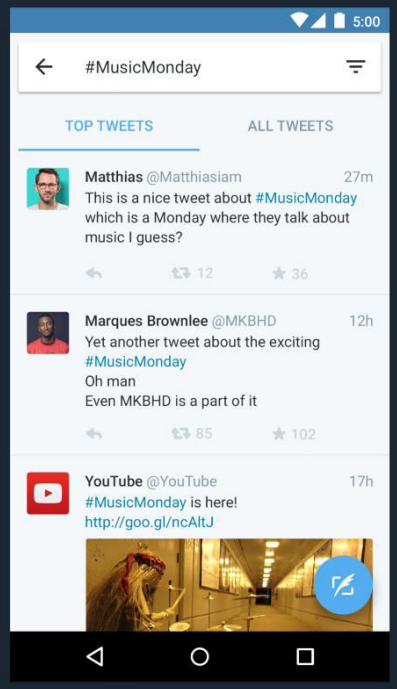

5:00
Home
Matthias @Matthiasiam 27m
.@AmazonHelp Was being sarcastic but I guess I would be the idiot if I judged a book by its cover huh..... 0.o
12
36
Marques Brownlee @MKBHD 12h
Apple Watch in the house... but I'm not. Most important tournament of the year this weekend for @StevensUltimate. Wish us luck! brb Internet
85
102
YouTube @YouTube 17h
Bang on the drum all day.
http://goo.gl/ncAltJ

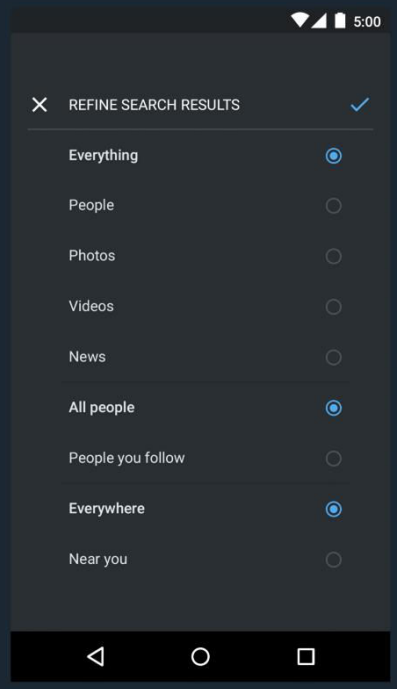
5:00
Notifications
Marnix Hägg and 2 others favorited a Tweet you were mentioned in
4h
Progressive Hierarchy - Interaction by @BashaChris materialup.com/posts/progress... pic.twitter.com/fhsW4gpotP
Amit Das retweeted a Tweet you were mentioned in
7h
Progressive Hierarchy - Interaction by @BashaChris materialup.com/posts/progress... pic.twitter.com/fhsW4gpotP
MaterialUp @MaterialUp 13h
@BashaChris


5:00
Messages
Game Of Thrones @GameOfThr... Feb 26
The future begins April 12th
threeeyedraven.com/backend/splash...
Nick Butcher @crafty Feb 12
Let's go for a coffee!
Faiz Malkani @malkani_faiz Feb 10
That's awesome

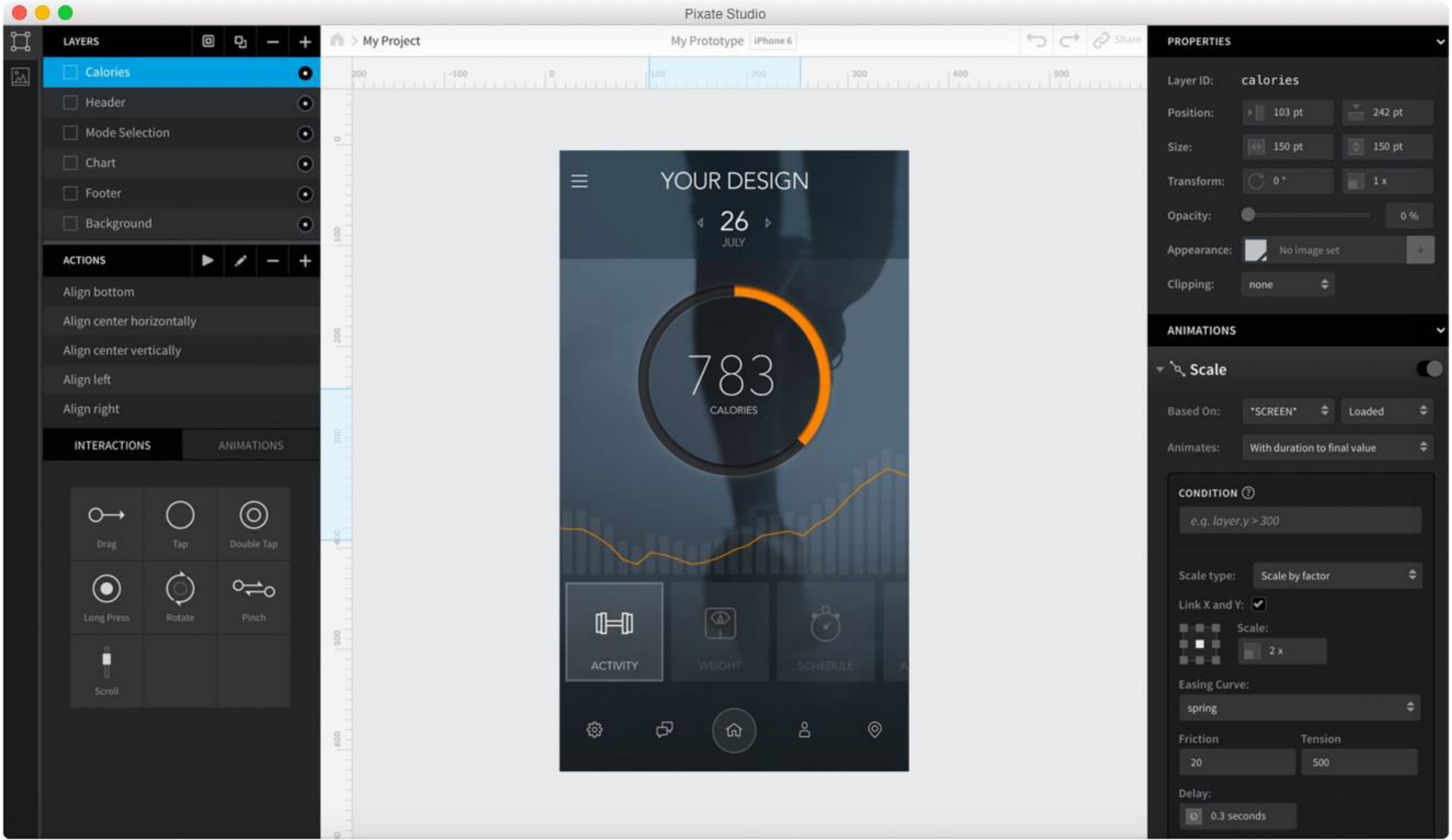

5:00
#LondonMarathon
A brief description about the London Marathon
Search
#LondonMarathon
A brief description about the London Marathon
14.1K tweets in the last 30 minutes
#AFCvCFC
I don't know... Football?
13K tweets in the last 30 minutes
#BestFandomCA2015
One Direction and Justin Bieber tweets...
11.4K tweets in the last 30 minutes
Everton
I think this is football


5:00
#MusicMonday
#MusicMonday #SoundCloud
#MusicMonday hozier
Music Monday
@MusicMonday
My
It
Are
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
?123
English


5:00
#MusicMonday
TOP TWEETS
ALL TWEETS
Matthias @Matthiasiam 27m
This is a nice tweet about #MusicMonday which is a Monday where they talk about music I guess?
12
36
Marques Brownlee @MKBHD 12h
Yet another tweet about the exciting #MusicMonday
Oh man
Even MKBHD is a part of it
85
102
YouTube @YouTube 17h
#MusicMonday is here!
http://goo.gl/ncAltJ


5:00
REFINE SEARCH RESULTS
Everything
People
Photos
Videos
News
All people
People you follow
Everywhere
Near you

# Prototyping


Pixate Studio
LAYERS
Calories
Header
Mode Selection
Chart
Footer
Background
ACTIONS
Align bottom
Align center horizontally
Align center vertically
Align left
Align right
INTERACTIONS
ANIMATIONS
Drag
Tap
Double Tap
Long Press
Rotate
Pinch
Scroll
My Project
My Prototype
iPhone 6
Share
YOUR DESIGN
26
JULY
783
CALORIES
ACTIVITY
WEIGHT
SCHEDULE
PROPERTIES
Layer ID: calories
Position: 103 pt 242 pt
Size: 150 pt 150 pt
Transform: 0 ° 1 x
Opacity: 0 %
Appearance: No image set
Clipping: none
ANIMATIONS
Scale
Based On: *SCREEN* Loaded
Animates: With duration to final value
CONDITION
e.g. layer.y > 300
Scale type: Scale by factor
Link X and Y:
Scale: 2 x
Easing Curve: spring
Friction 20
Tension 500
Delay: 0.3 seconds

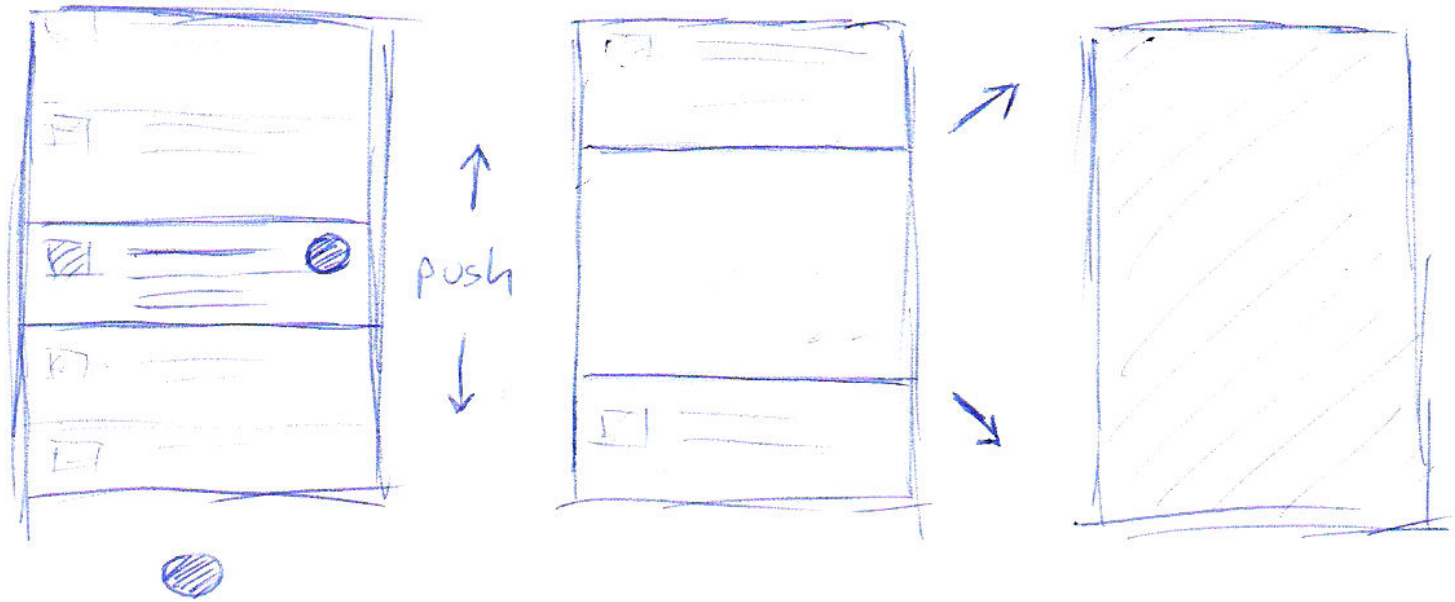
# Some popular tools-

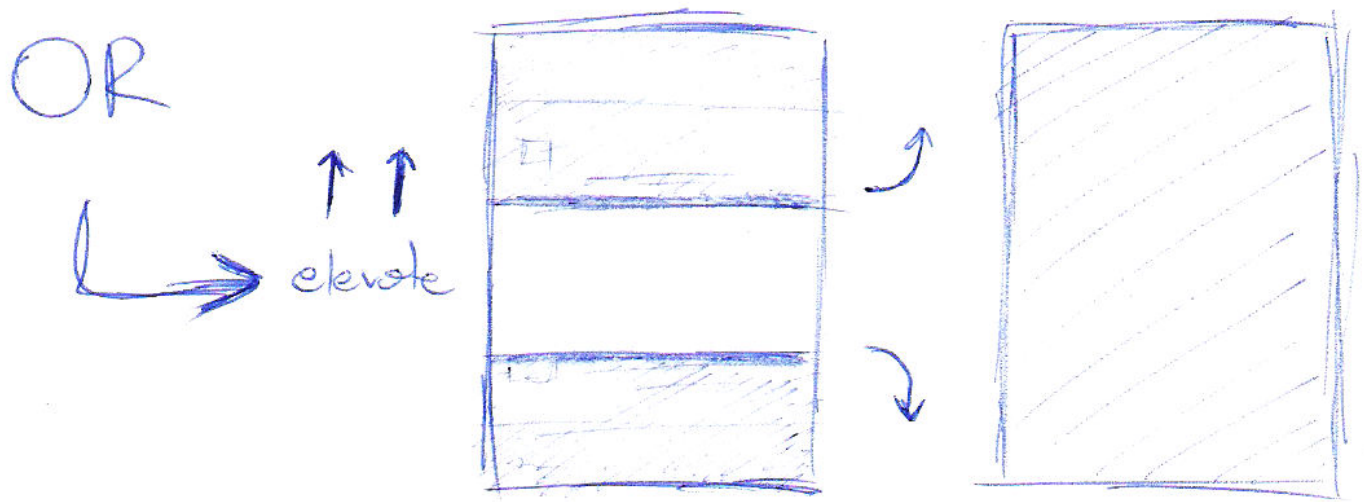
- Framerjs
- Pixate
- Invision

pixate

invision

# Interactions



# User Testing

Before you launch your app, watch real people use it and hear their respective comments… And re-structure accordingly.

# Shoot your doubts at:

chat.sdslabs.co

facebook.com/SDSLabs

Twitter- @sdslabs

# Thank You.