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Powerful UI Wins
A quick touch up

Dec 17, 2020

Why good design?

Why good design?

- Reduced user training costs
- More usable software = more used software
- Good design increases trust in the application
- Retention of customers

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Aspects of Good Design

Picking great vs fancy fonts

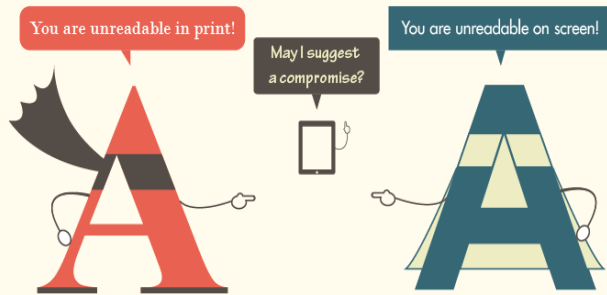Typography = Visual Communication

Purpose and Mood?

VS

Type faces have personality

Loren Ipsum becomes whimsical and fun with *Ravie* and serious and formal with *Helvetica Neue*

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Serif or Sans Serif?

Focus on readability

Corresponding or Contrast?

THIS IS THE HEADLINE

This is the body text

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.

IMPACT

Baar Sophia Baar Sophia Baar
Baar Sophia Baar Sophia Baar

Sans Serif *Impact* and serif *Baar Sophia* form an interesting contrast

Correspond : Match

Contrast : Divergence

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Experiment or Fallback?

Need not play safe all the time!

Helvetica is great. But some times you are just in the mood for Champagne & Limousines.

Follow the rules or Break them?

Caution: You should only break the rules when you know what they are.

- **Typography can be approached both systematically and intuitively and there are no hard and fast rules, just the guidelines.**

- **Just need to know the basics before getting innovative.**

Scenario-1 The executive of a small nonprofit organization is creating an event poster for an elegant fundraiser gala.

•**Purpose**: To foster awareness of the event and encourage people to attend.

•**Text**: Title, date and venue information in bullet points, a few sentences about the purpose of the event.

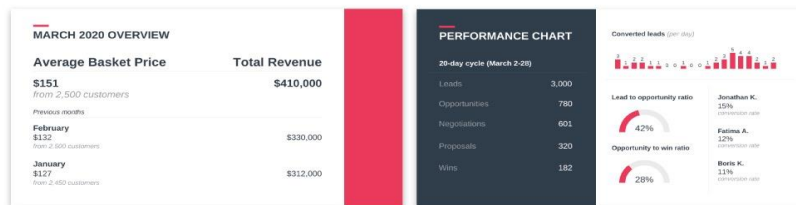•**Medium**: Poster, to be displayed on walls in public spaces.

Scenario-2 A financial analyst is creating a slide deck to present a quarterly account review

- **Purpose**: To communicate trends and highlight key statistics.

- **Text**: Chart titles and labels, brief point form summaries.

- **Medium**: Slide deck, to be used in a presentation.
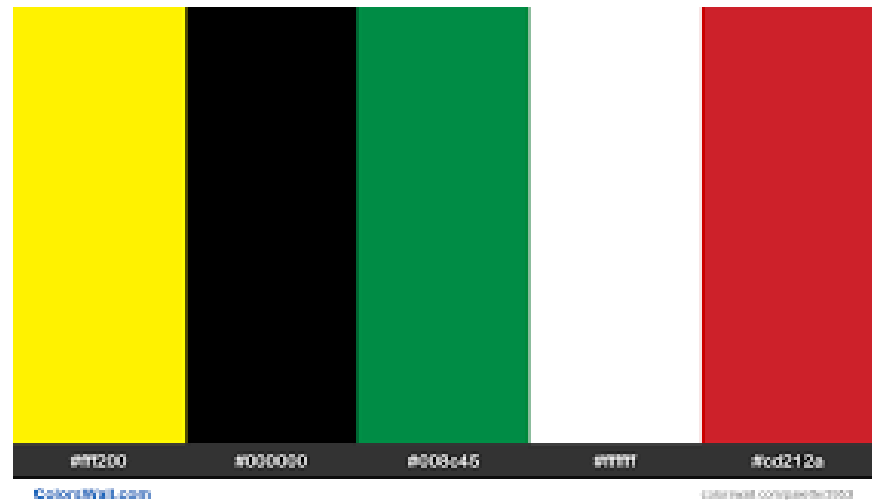
Title Slide

Overview

Performance Data

Performance Table

Colors

Color is a powerful branding tool

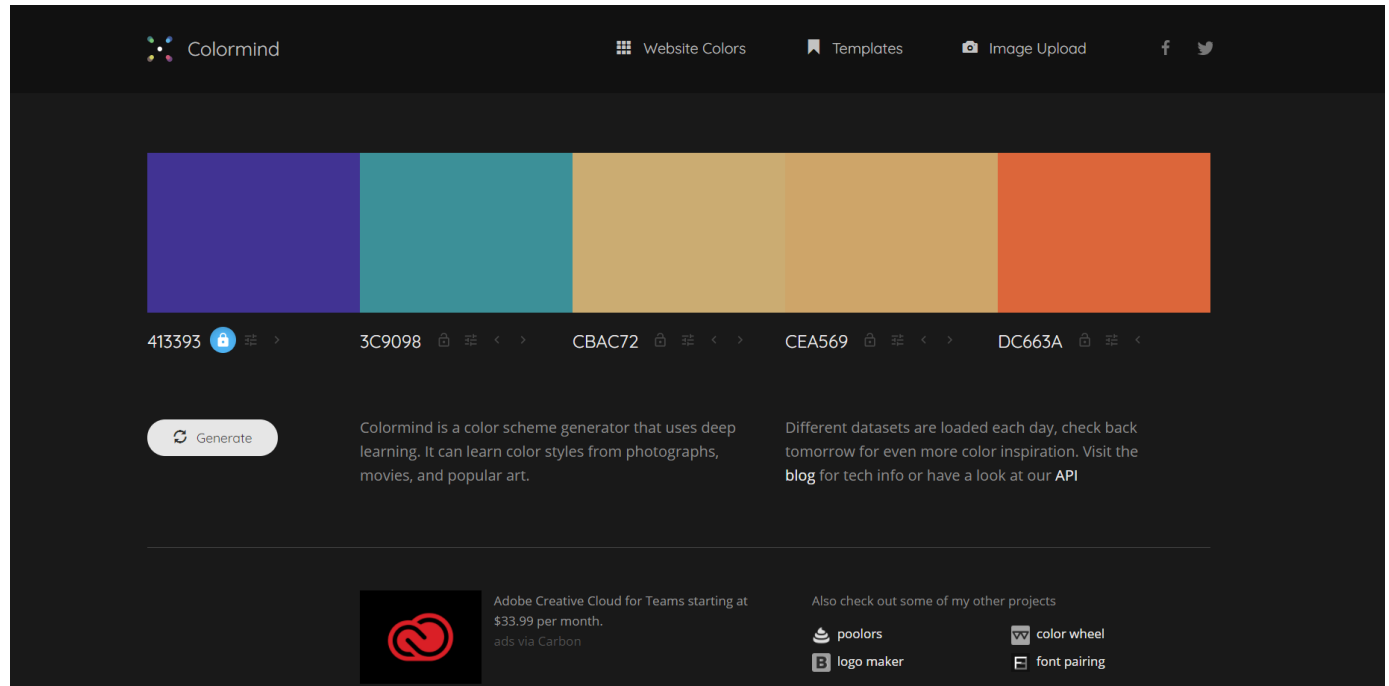# Color palette generator tools

[Coolors.co](#)
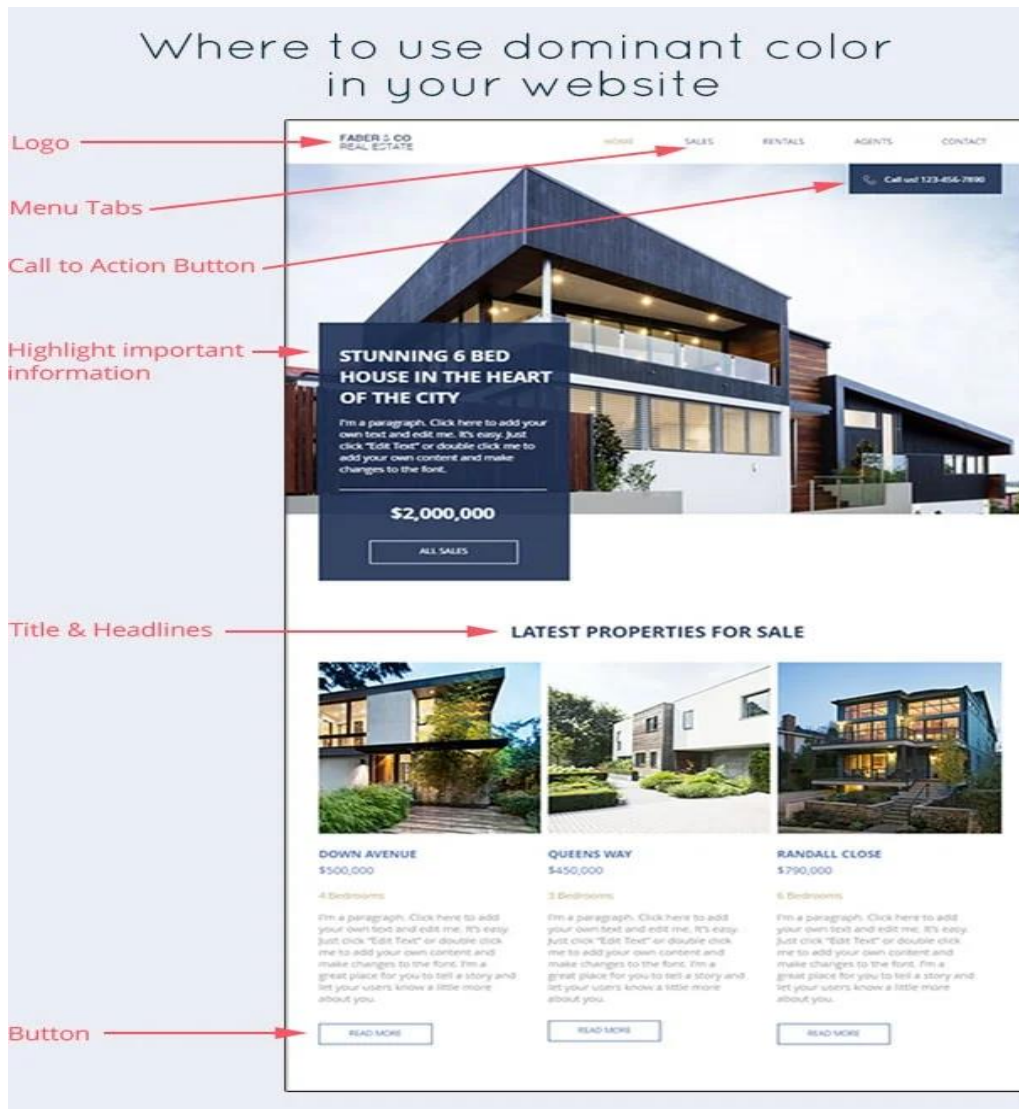
[Colormind](#)

[ColorSpace](#)

[Site Palette](#)

[Paletton](#)

[HTML Color Codes](#)

How do you go about applying the website color scheme? Which colors go where and why?


- **Primary colors go to the "hot spots" on your web page. CTA buttons, headlines, benefits icons, download forms, and other important information should be highlighted using primary colors.**

- **Secondary colors are used to highlight the less important information on the website, such as secondary buttons, subheadings, active menu items, backgrounds, or supporting content like FAQs and testimonials.**

- **Neutral colors will most likely be used for text and background but could come in handy in particularly colorful sections of the site, just to help tone it down and refocus the eye.**

White-space

POWER OF
WHITESPACE

White space helps make your website look more sophisticated and elegant
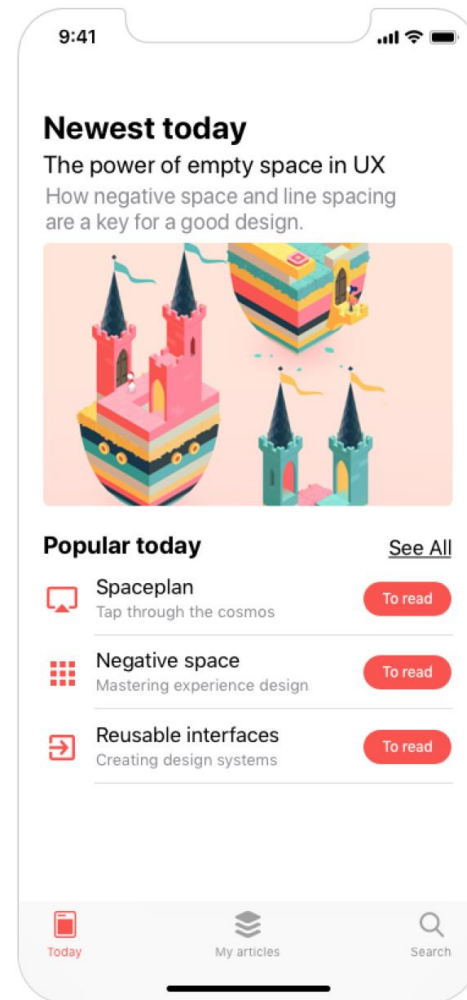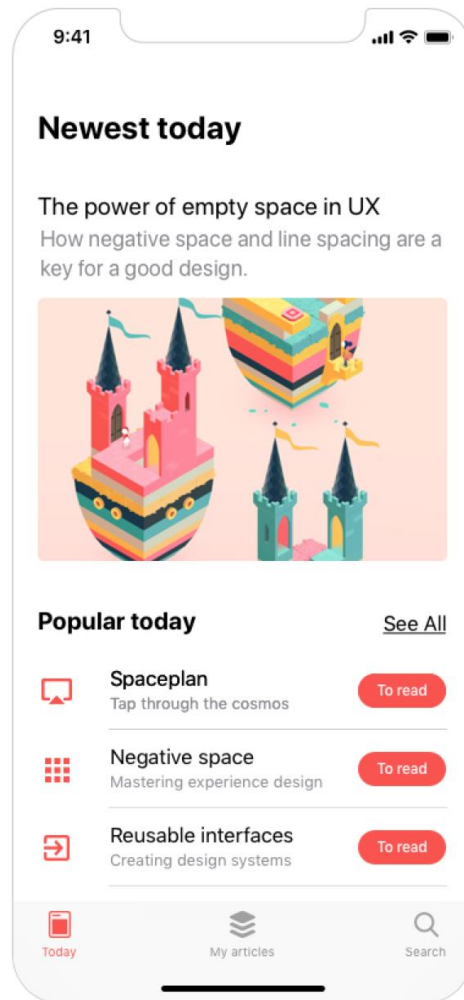
White space helps people focus on important information

White space puts less stress on the eyes so your visitors will read more & stay longer on your pages

Perfect Space
(150% line-height)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Not Enough Space
(100% line-height)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
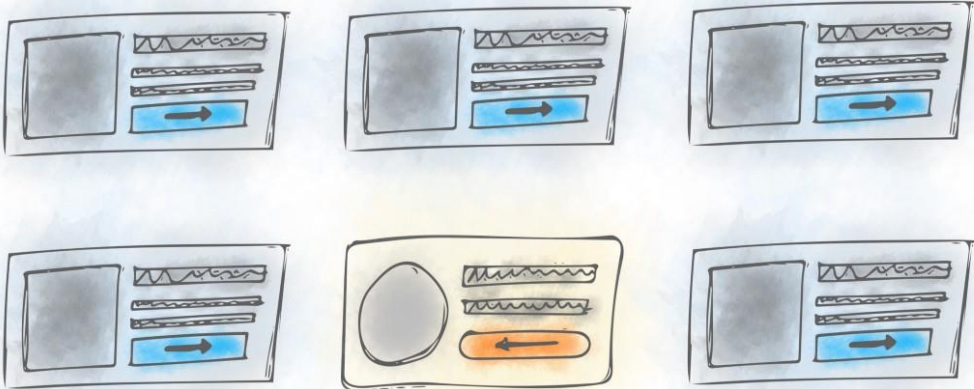
Too Much Space
(185% line-height)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Consistency

Visual Consistency

Not Consistent

(+) | Move | | Delete |

Consistent

| Create | | Move | | Delete |

First name

Last name

Email

Call to action

First name

Last name

Email

Call to action

Identifiable

Findable

Clear

Functional Consistency
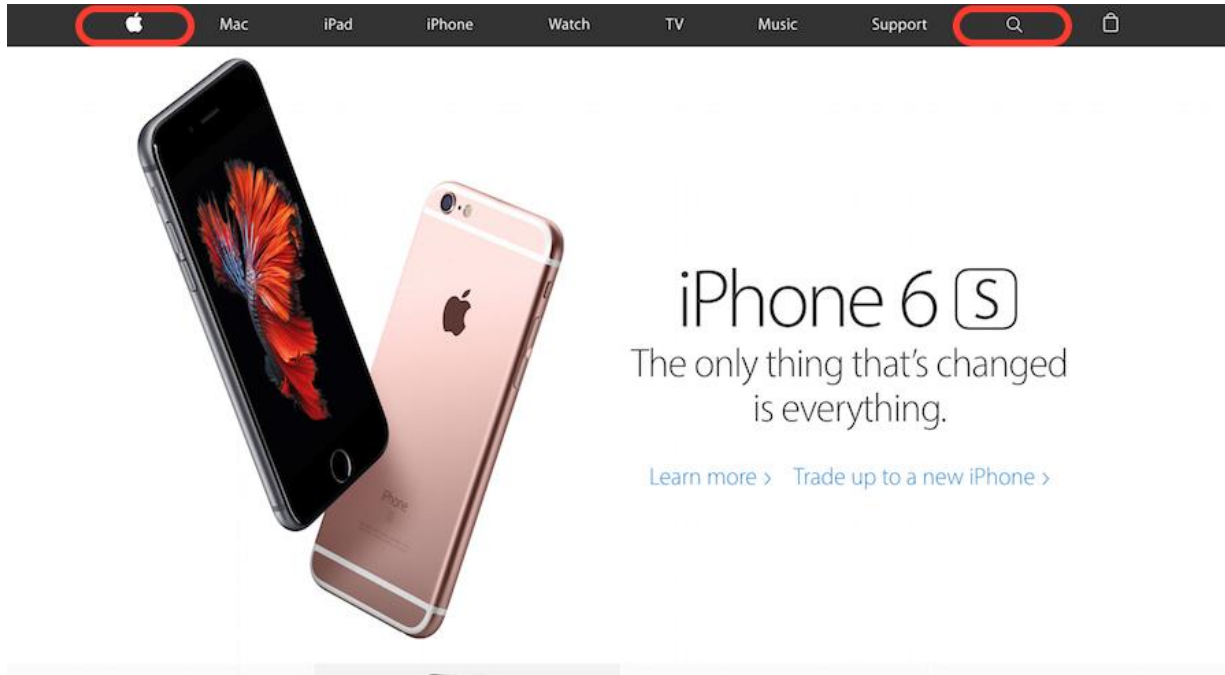
Follow platform conventions

Don't reinvent patterns

Don't try to re-invent terminologies
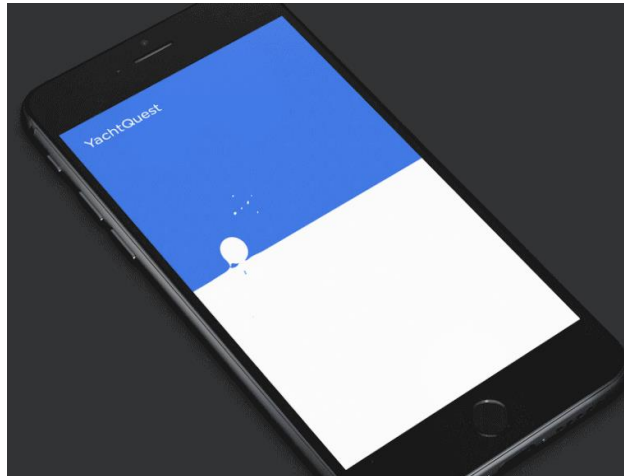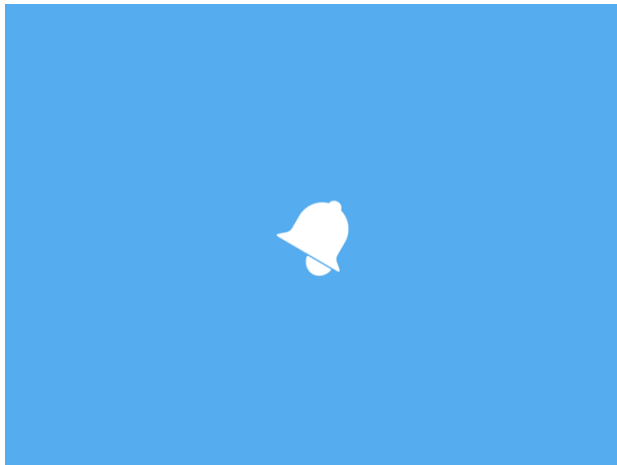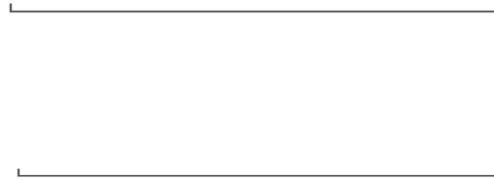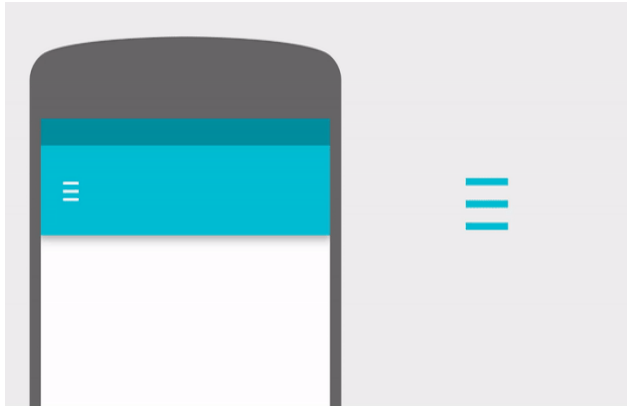
Animation = Interaction

Embracing Your Animated Future

moving ui by Flow

Animation as UX guide

I thought it was cute the first time but by the 70th... It's annoying!

rachelnabors.com

Functional Animation
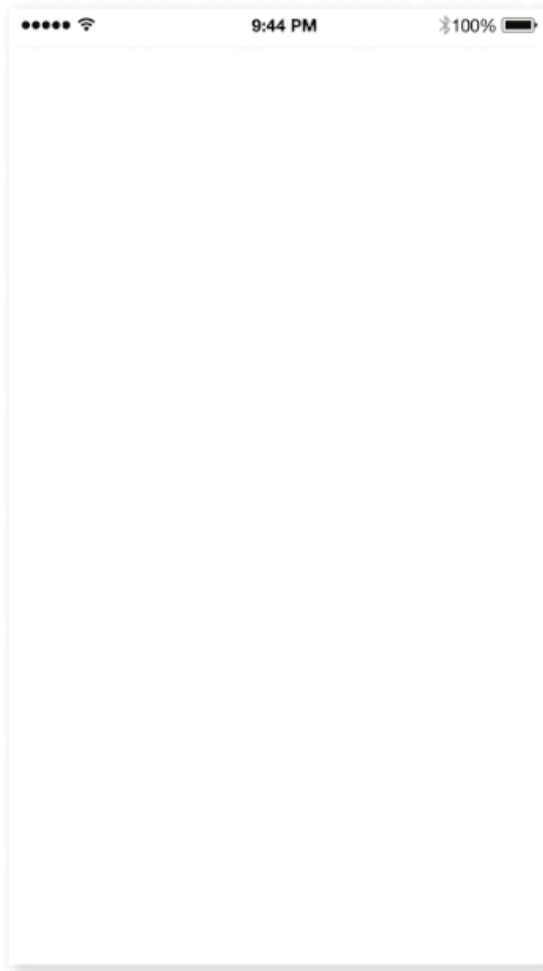

Function Change

Visual hints

Notification

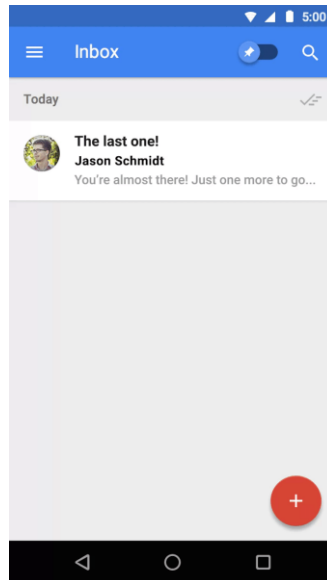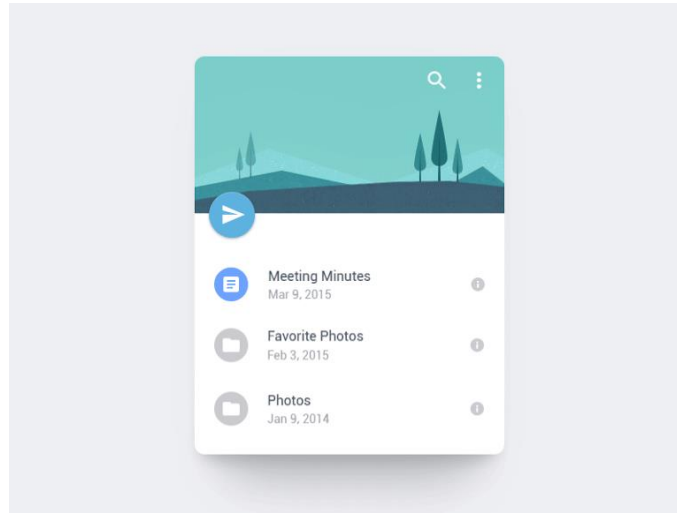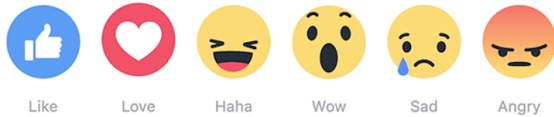Loading Indicators

Functional Animation

👍 **Skeleton Screen Animation**

👎 **Basic Loading Animation**

Delightful animation

To bring Personality and humanity to the app

To entertain users

To reward the user

Resources

Articles

- https://medium.com/google-design/the-obvious-ui-is-often-the-best-ui-7a25597d79fd

- https://www.websitebuilderexpert.com/designing-websites/pick-best-font-style-for-website/

- Smashing Magazine just got 10x faster https://venngage.com/blog/how-to-choose-fonts/

- Ghost on the JAMstack https://www.crazyegg.com/blog/finding-the-right-font/

- https://trydesignlab.com/blog/how-to-choose-the-right-font-for-your-design/

- https://www.smashingmagazine.com/2010/12/what-font-should-i-use-five-principles-for-choosing-and-using-typefaces/

- https://www.smashingmagazine.com/2019/02/animation-design-system/

- https://www.uxbooth.com/articles/the-designers-guide-to-adding-animation-in-ux-design/

- https://research.google/pubs/pub38315/

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Thank you

-Shruthi Janardhan

About ThoughtFocus
ThoughtFocus is a privately held technology consulting and services company serving middle market to large enterprise clients in Professional Services, Manufacturing, Financial Services, Higher Education and Aerospace. Clients look to ThoughtFocus for innovative solutions in product engineering, knowledge process outsourcing, and digital transformation. The company has over 1,900 employees globally and is one of the fastest growing technology services companies. ThoughtFocus is a technology partner and portfolio investment company of Blackstone, a leading private equity firm.

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