

STRATEGIES FOR BETTER

UX

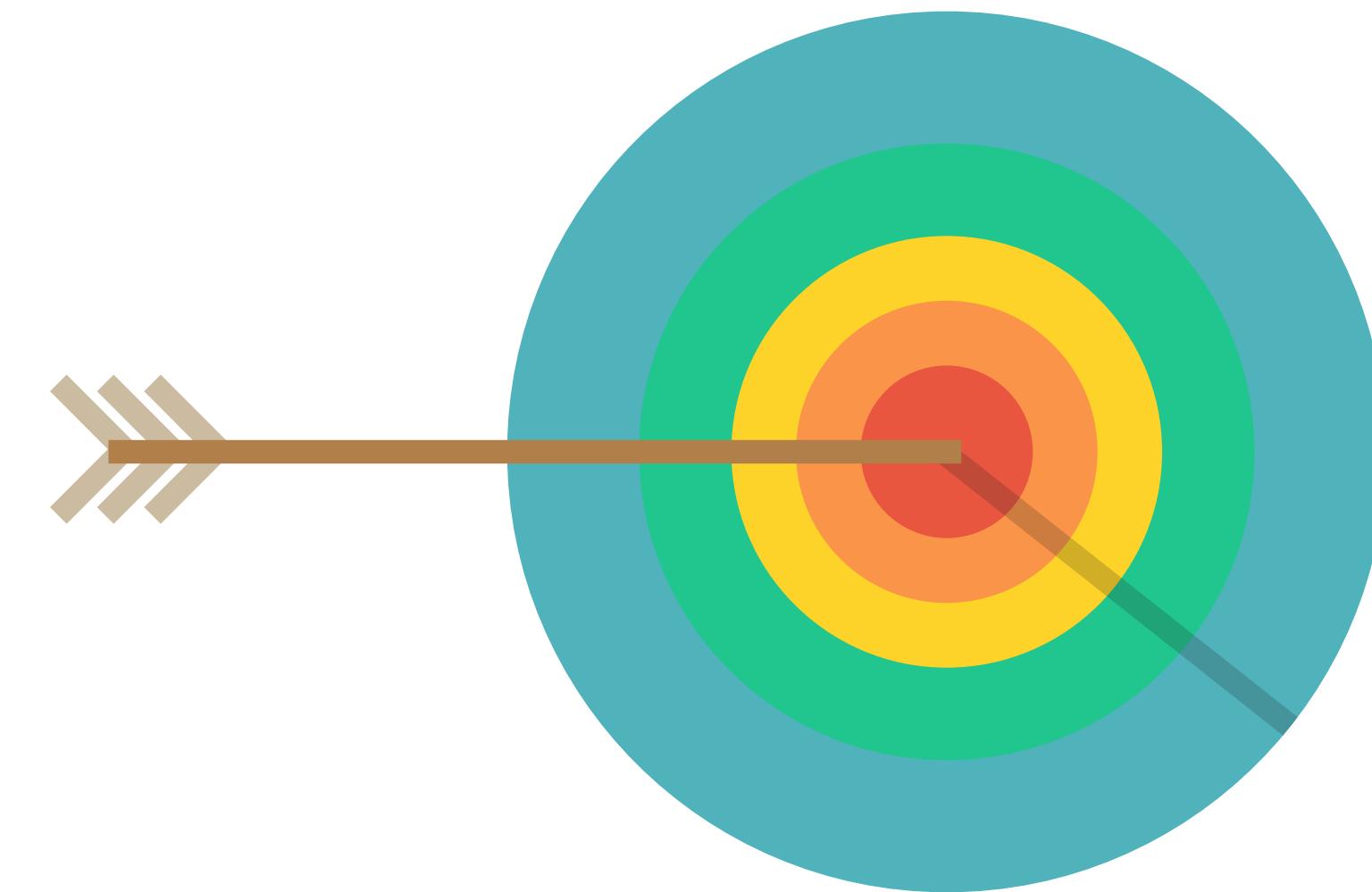
DESIGN

@ameellio

ame@simplysecure.org

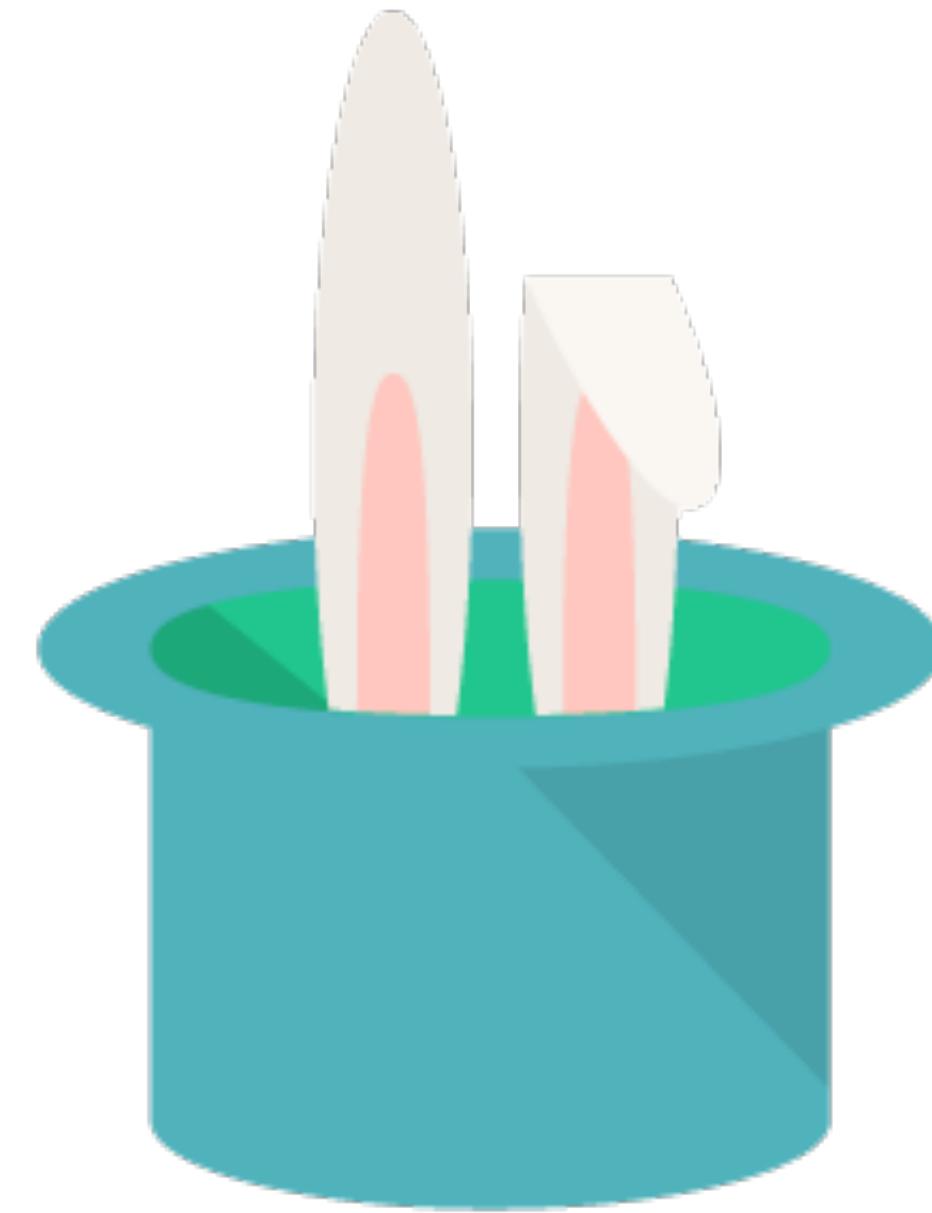
Simply Secure



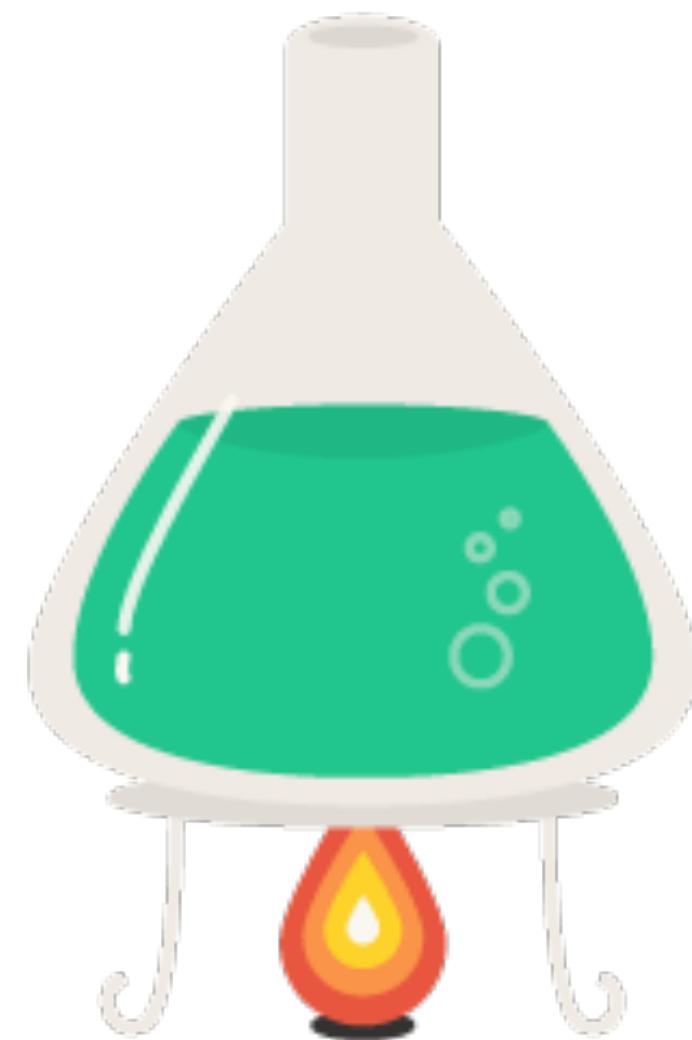


## DESIGNERS

Simply Secure is a  
nonprofit for security,  
privacy, ethics, people



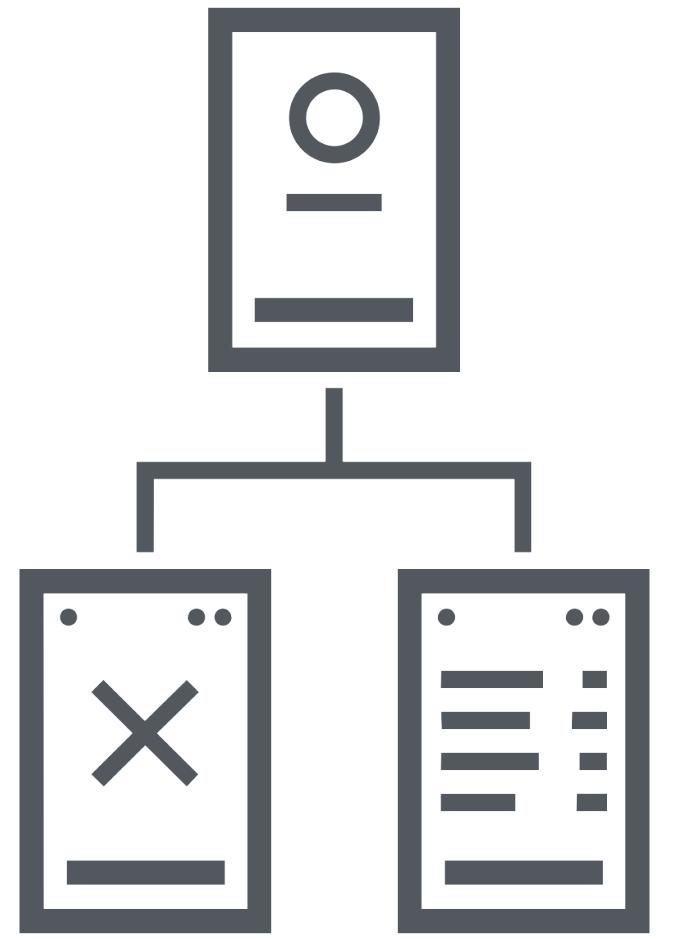
## DEVELOPERS



## RESEARCHERS



## USERS



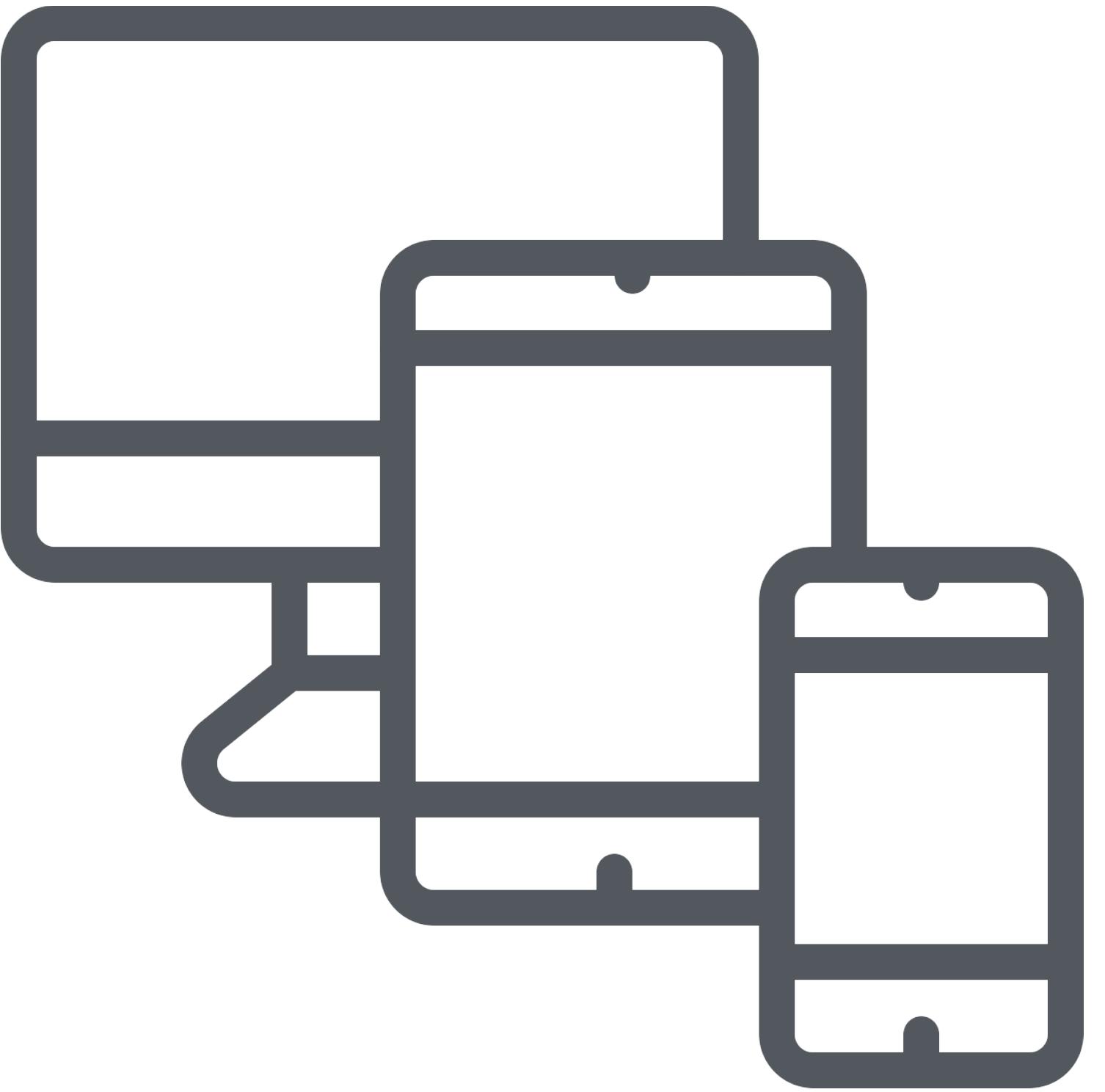
**UX IS MORE  
THAN COLORS**



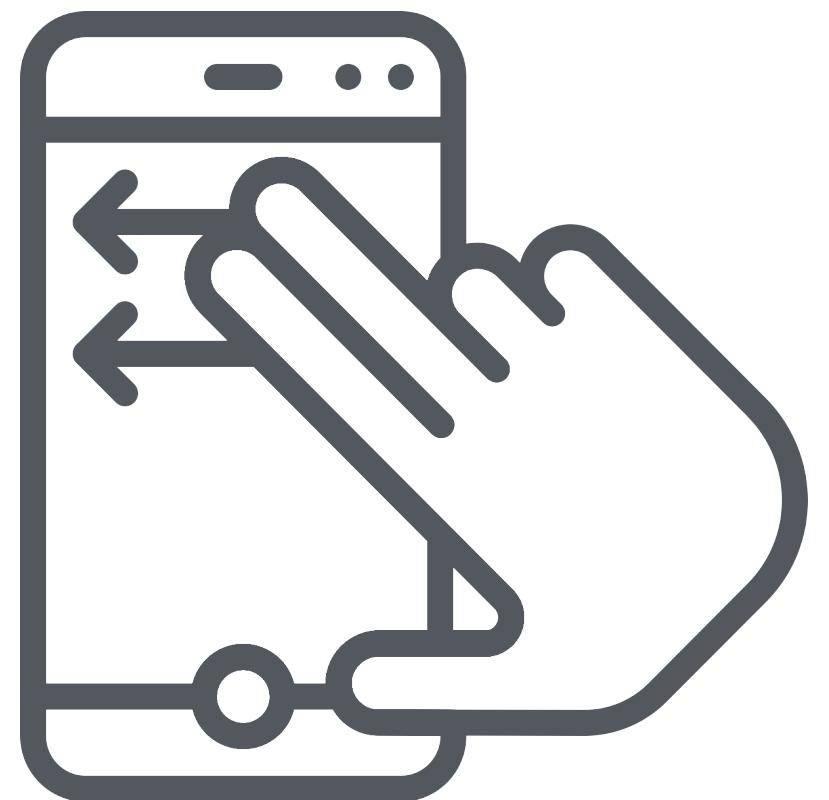
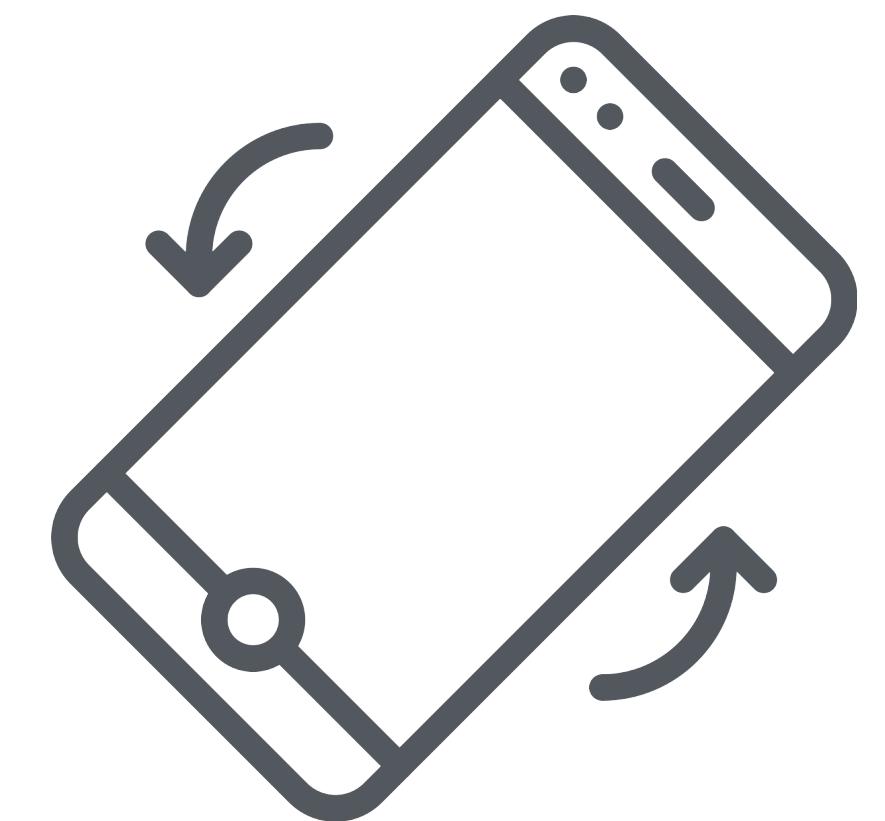
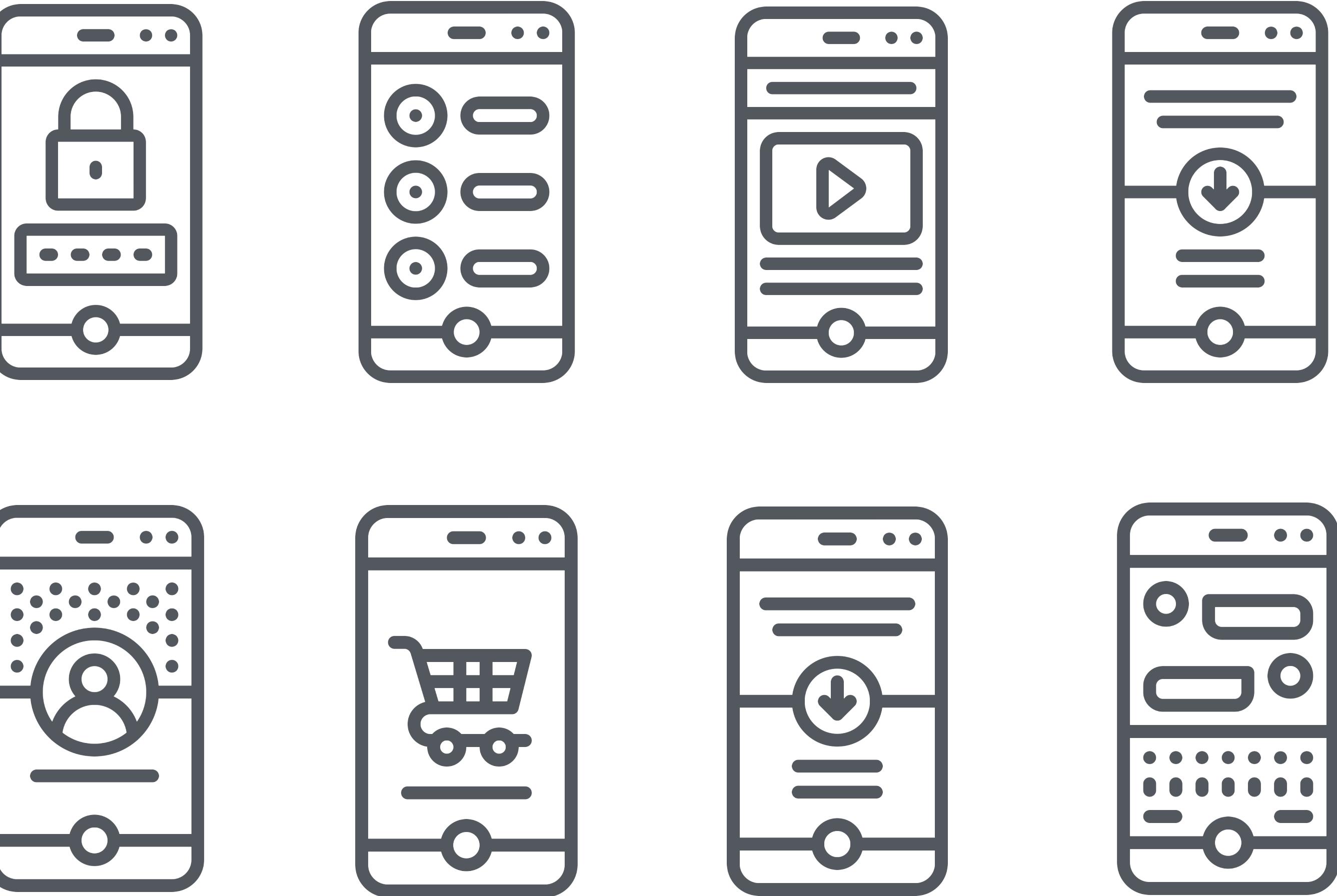
**ASK WHY,  
NOT WHAT**

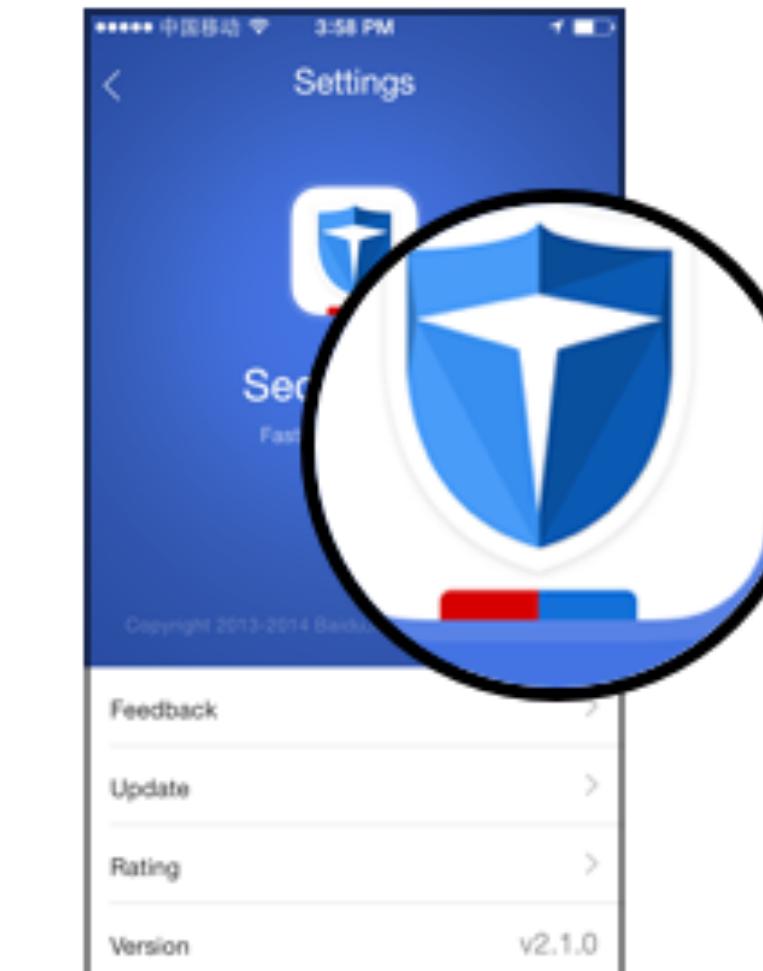
User Experience (UX) Design is  
the practice of creating digital  
experiences that meet people's  
needs





**UX designers make  
interactions clear and  
understandable**

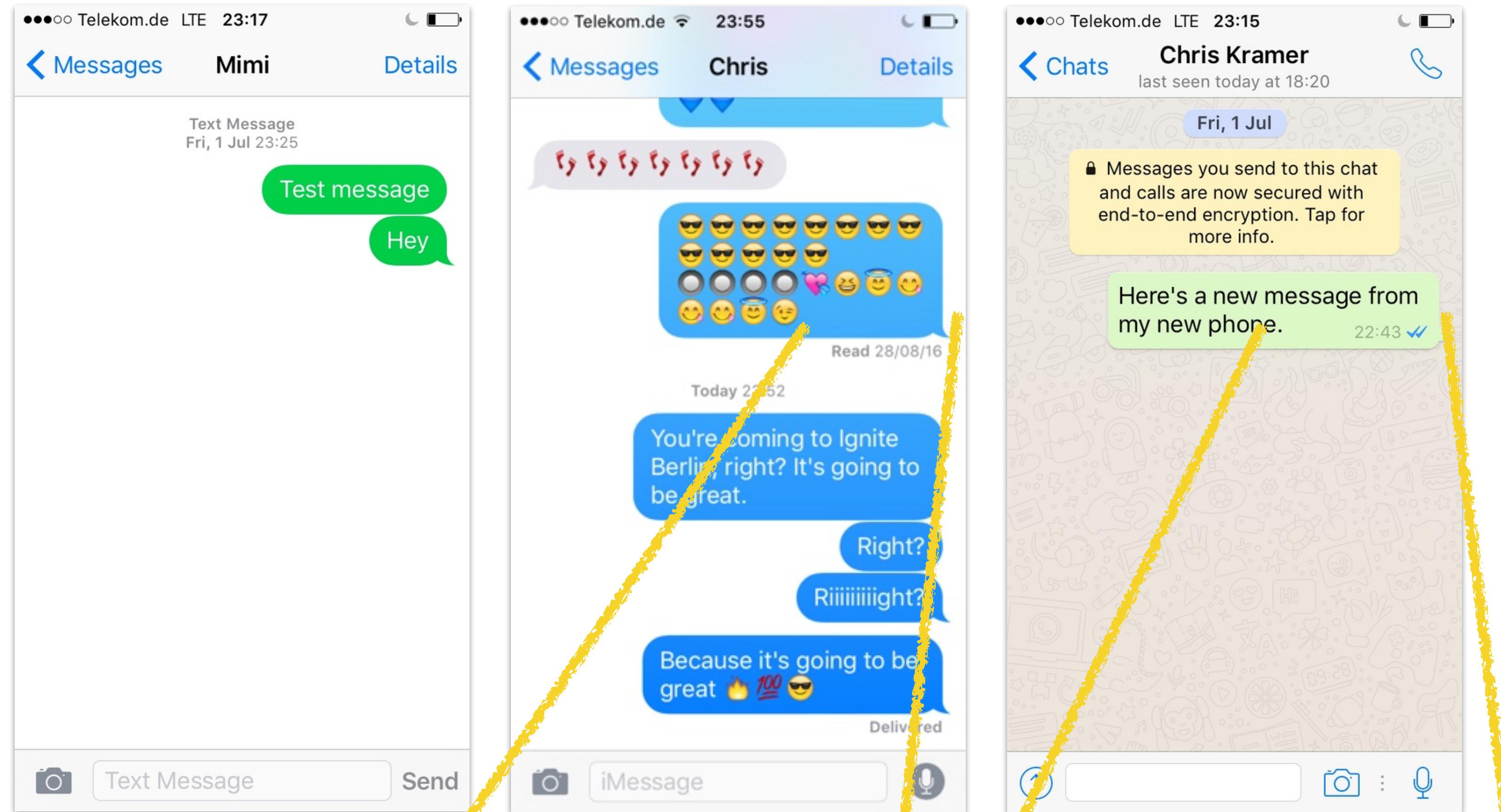


**Sina Weibo****WeChat****Dianping****Dangdang****Baidu "Security Kit"****QQ Phone Butler**

User experience is  
more than icons and  
colors in the interface

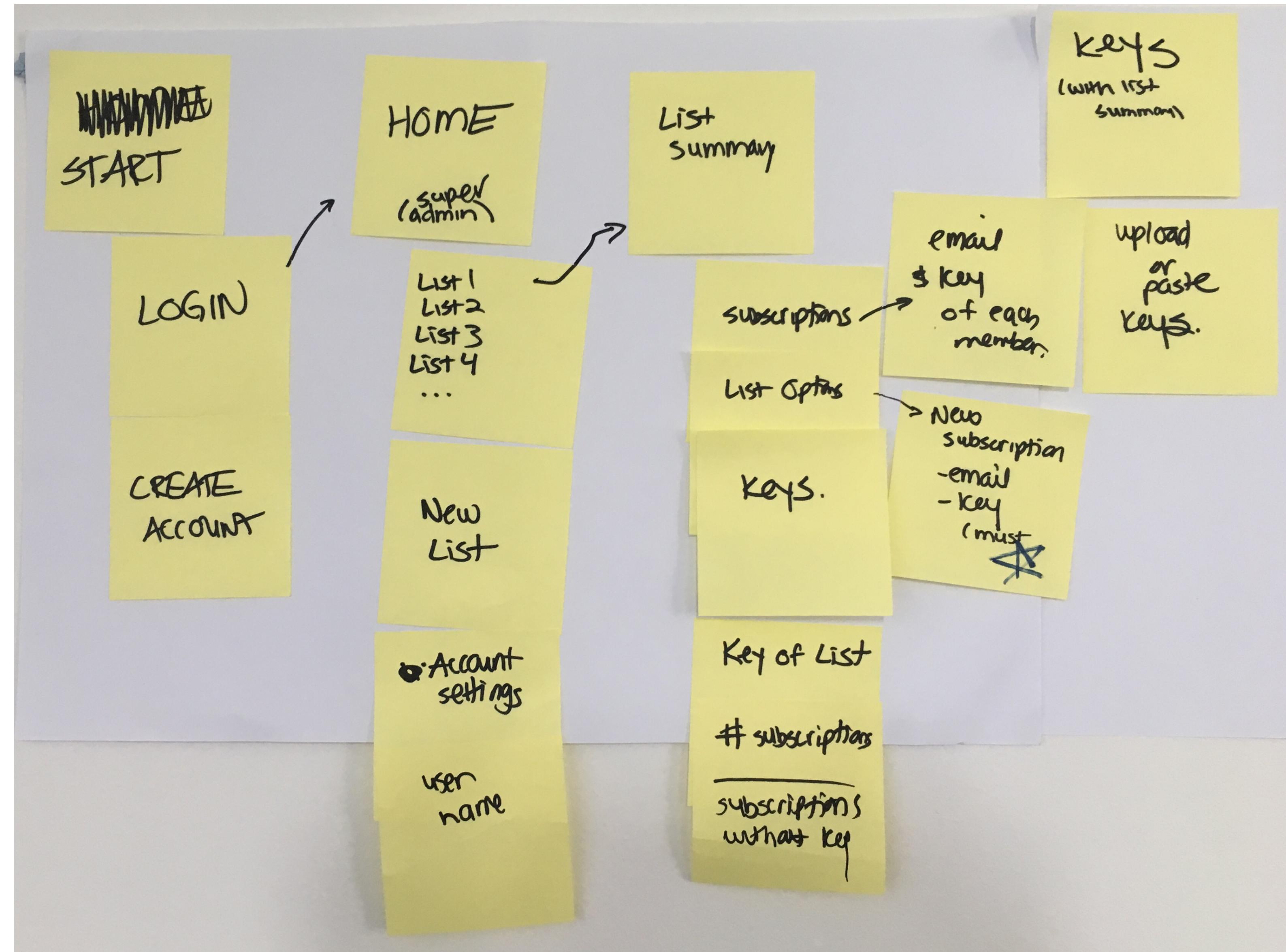
The User Experience (UX) design details shape understanding and influence behavior.

An interface may have technical features, but if the UX is confusing, then people will not use the features.



Read receipts in messaging apps are an example of UX design relevant to privacy

Information architecture,  
menu names, and  
structure can reveal  
divisions in the team



facebook

 You haven't been to Facebook for a few days, and a lot happened while you were away.

 Your messages will be deleted in a few days

[View messages](#) [Go to Facebook](#)

 Password Reset

Find your Twitter account

Enter your email, phone number, or username.

Search



Find your twitter account

Enter your email, phone number, or username

Search

PANTONE 3425 C  
#00704A



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PICK UP AT YOUR STORE.

# Style guides codifying visual design build trust

## Colors

Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palette

### Primary colors



Green

RGB: 26, 191, 122  
HEX: #1ABF7A  
CMYK: 86, 0, 36, 25  
Pantone Solid Coated 7479 C

Red

RGB: 232, 86, 64  
HEX: #E85640  
CMYK: 0, 63, 72, 9  
Pantone Solid Coated 7625 C

Blue

RGB: 63, 164, 174  
HEX: #50B2BB  
CMYK: 64, 6, 0, 32  
Pantone Solid Coated 7709 C

### Secondary colors



Orange

RGB: 250, 148, 73  
HEX: #FA9449  
CMYK: 0, 41, 71, 2  
Pantone Solid Coated 715 C

Yellow

RGB: 253, 205, 0  
HEX: #FDCC00  
CMYK: 0, 19, 100, 1  
Pantone Solid Coated 7405 C

## Typography

HEADING 1  
Roboto bold @ 54px

HEADING 2  
Roboto bold @ 40px

HEADING 3  
Roboto bold @ 30px

HEADING 4  
Roboto bold @ 19px

BODY TEXT  
Roboto regular @ 17px

# Security's got to be easy and intuitive

## Security's got to be easy and intuitive

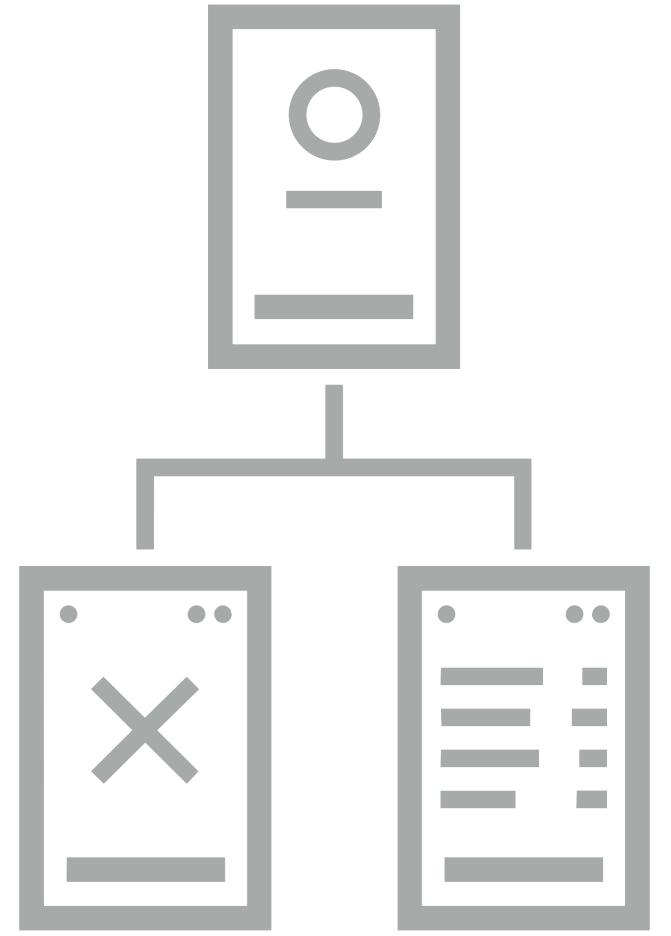
### Security's got to be easy and intuitive

#### Security's got to be easy and intuitive

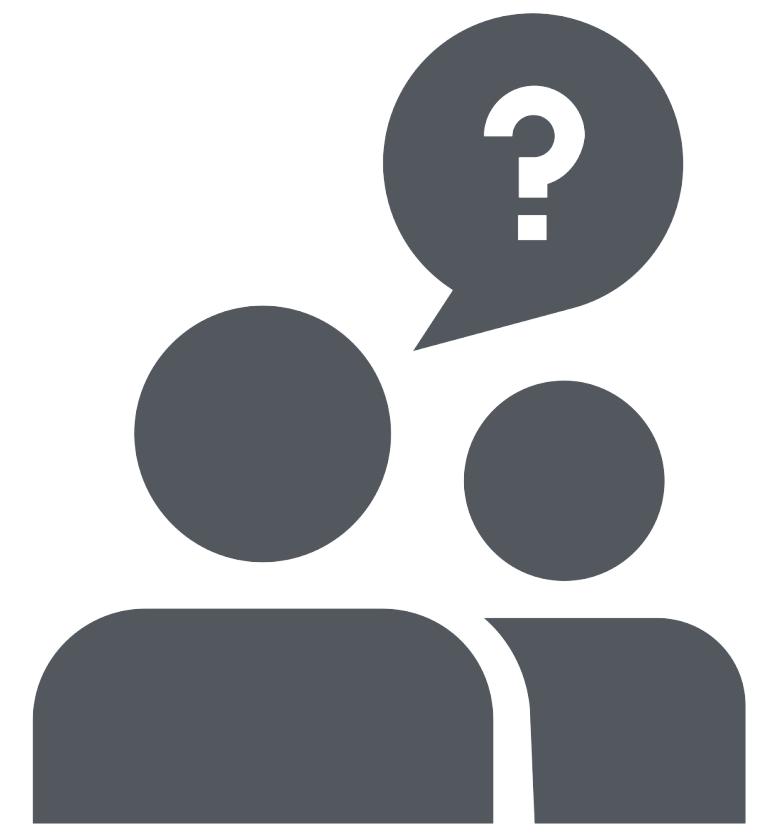
We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and

**UX is more than colors and icons.**

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UX IS MORE  
THAN COLORS



ASK WHY,  
NOT WHAT

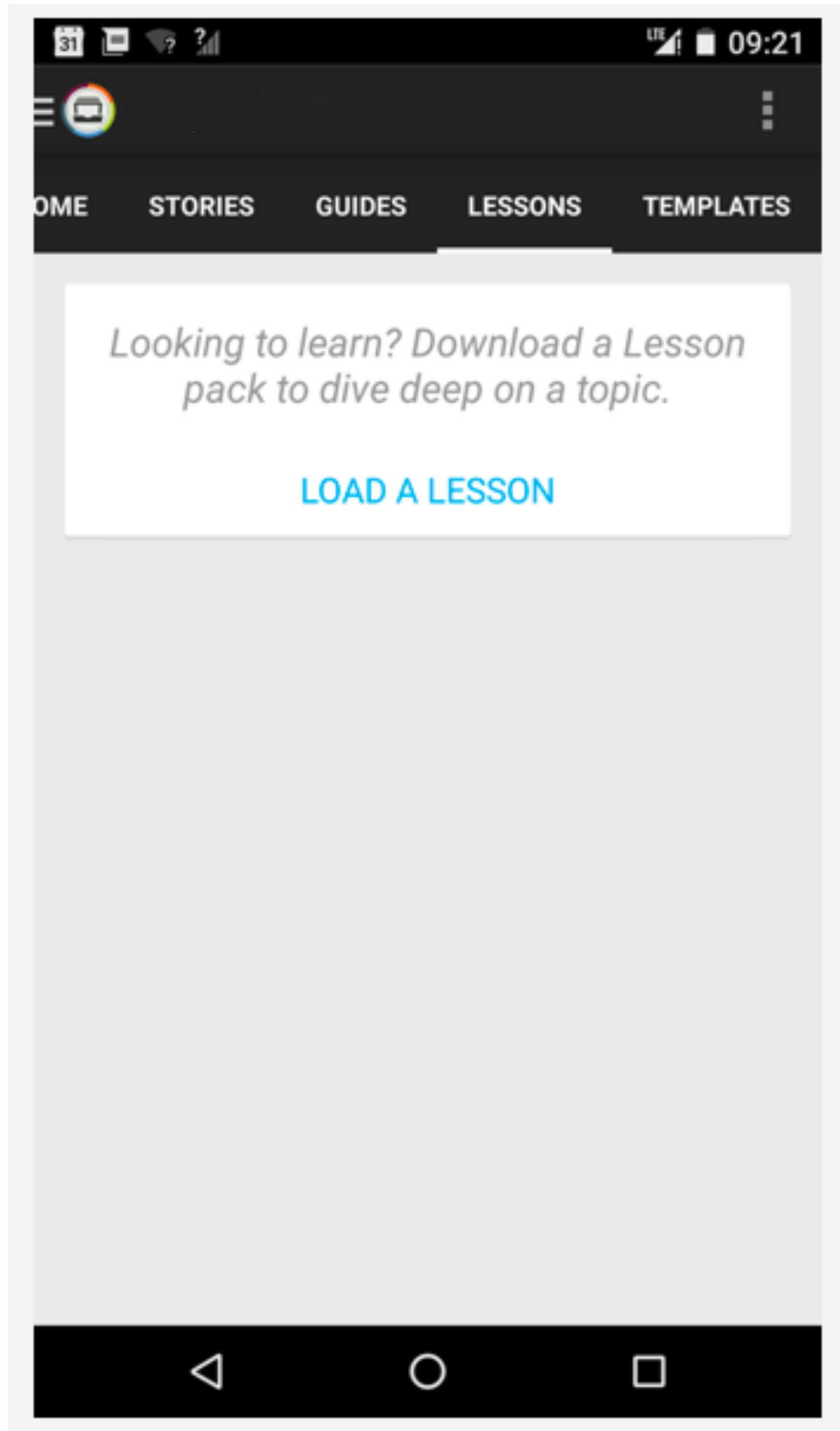
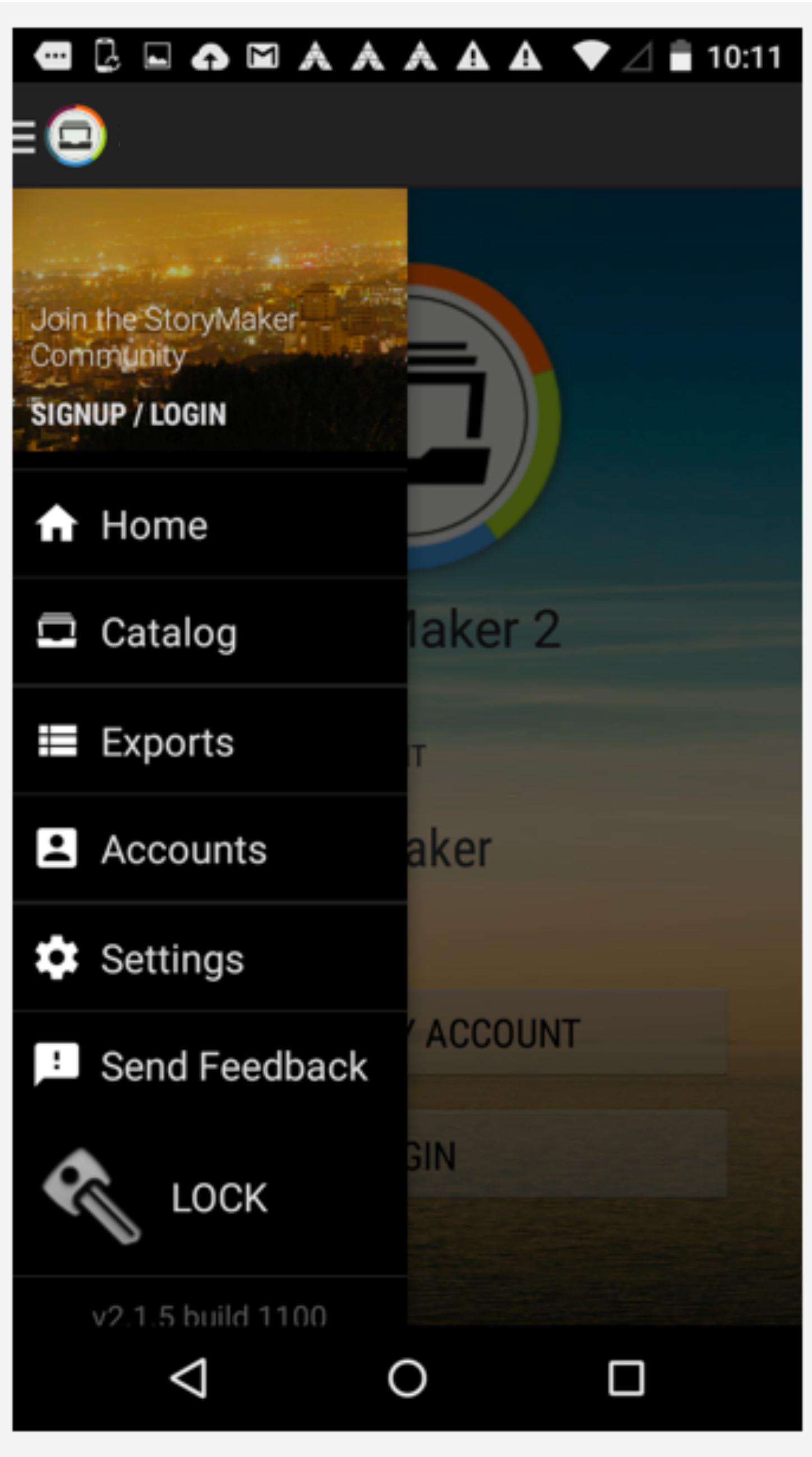
It's never too early to get user feedback.  
Different methods work for different  
phases of the process.

When you get user feedback, they won't  
tell you what to do. They will tell you what  
they are trying to do.

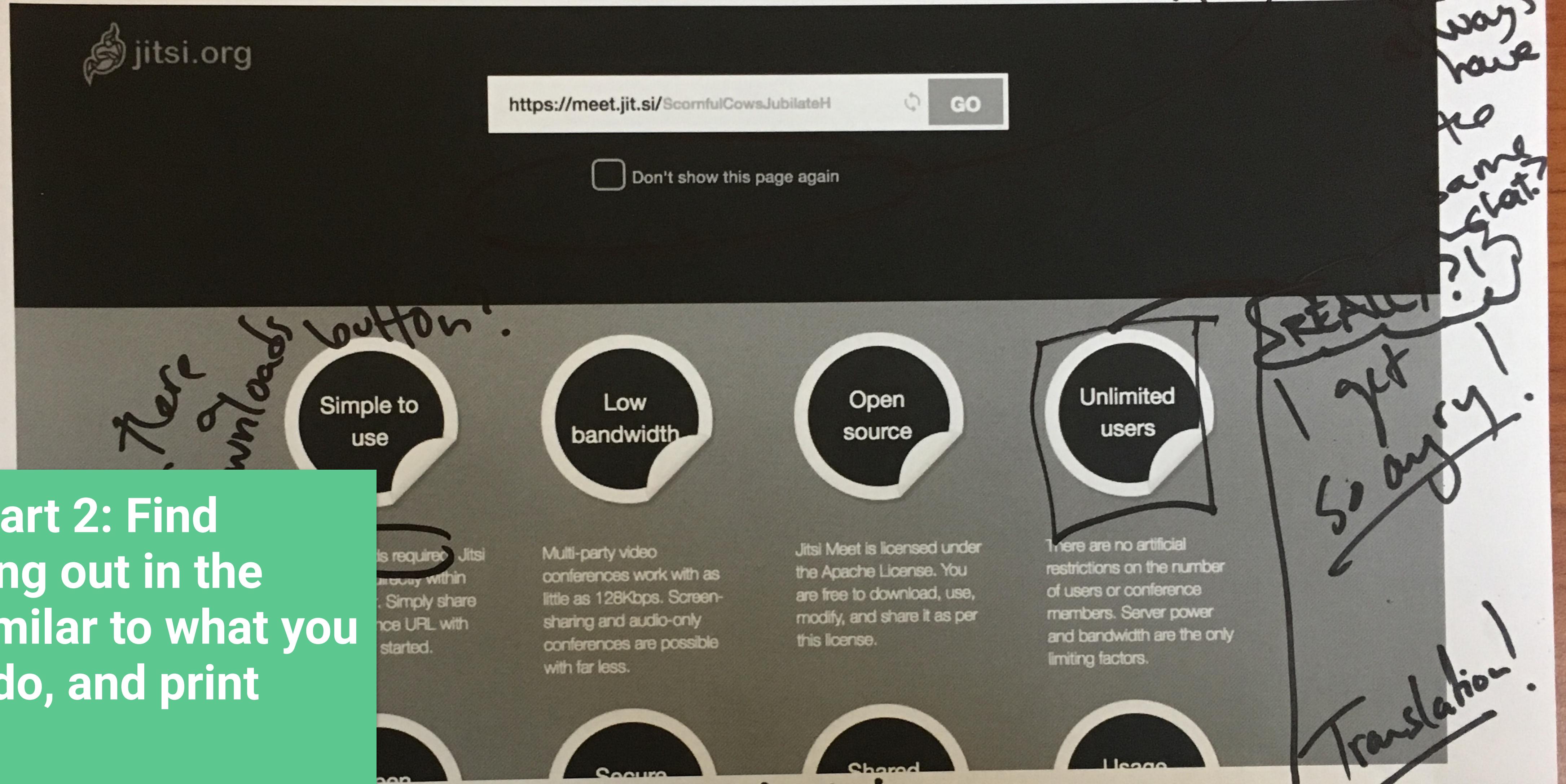
Observations are an important part of user research



**Quick Start 1: Print what you have. Pin it up and look at it.**



## Quick Start 2: Find something out in the world similar to what you want to do, and print that.



Many times people won't use jitsi because



I can't

### Open source transparency

Unlike other client-side-encryption services, S4 is free, open source software. Anyone can read the code and confirm that it doesn't have secret backdoors; you don't have to just take our word for it.



### 100% client-side encryption

Unlike all the widely-used, PRISM-compatible services out there, S4 does client-side encryption on every file. The server that stores your data can't spy on your files even if it tries!

## Quick Start 3: Share your website to see how well it communicates values, and to which audiences.

## User Reviews

What our users think about our service.

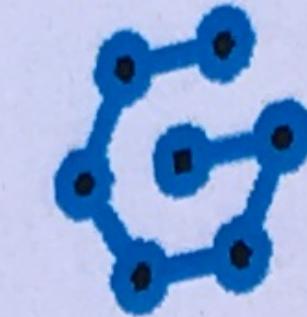
I was positively amazed about how easy it was to install and how

Wider deployment of this t  
file storage system [LAFS]  
to have an immediate impac

# Least Authority working on security education within the GridSync user interface

Simplify language  
more user friendly

A test grid maintained by the developer of Gridsync. Part of the Gridsync testing infrastructure, this storage grid has high availability but very low capacity; use this for testing purposes only as its shares will be flushed every 72 hours.

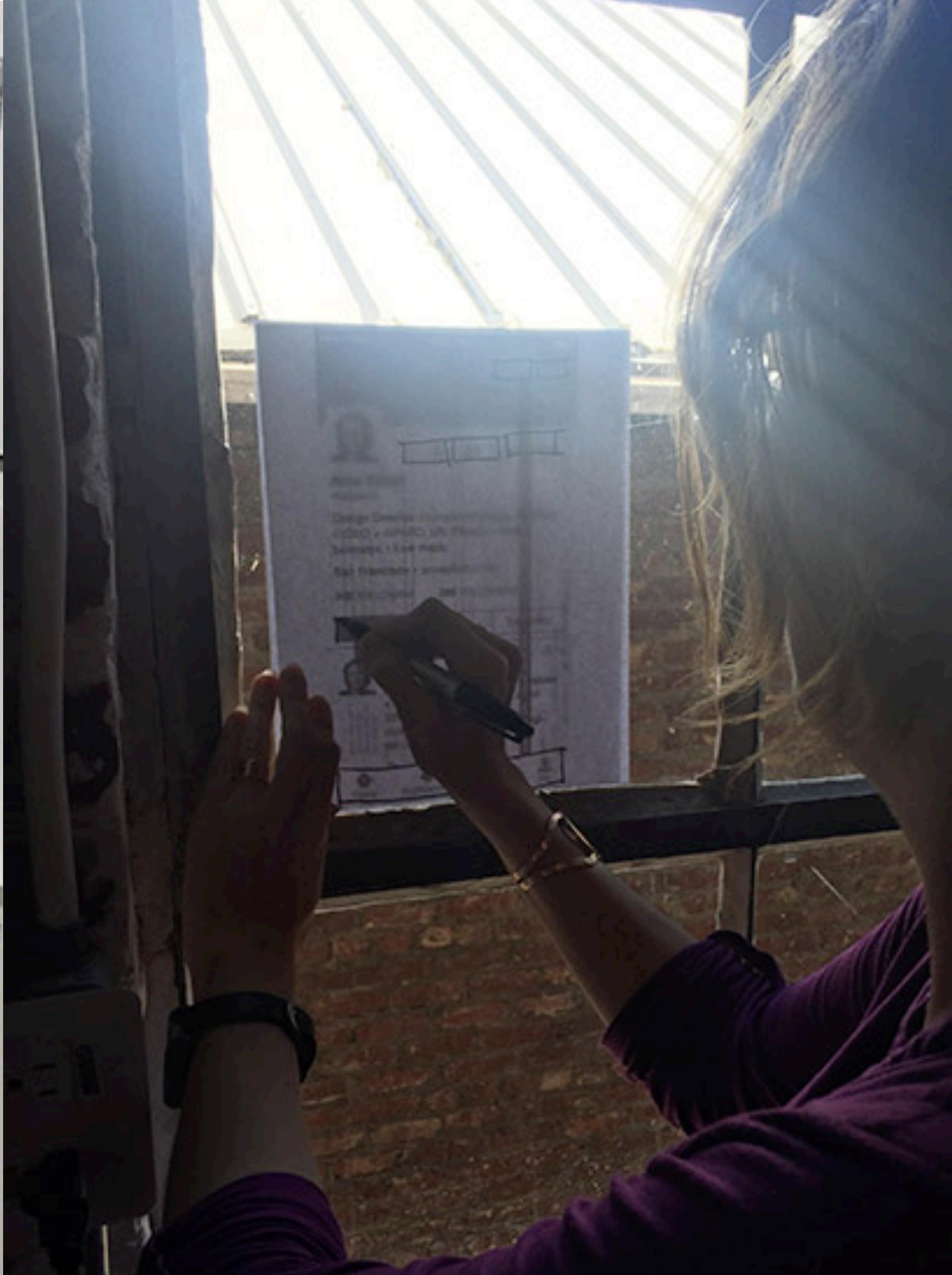


Homepage: <http://gridsync.io>

Go Back

Done

Sometimes rough  
sketches are better, even  
if you have working code



Applications ▾

Places ▾

Thu Dec 7, 10:00



Home



Report an error



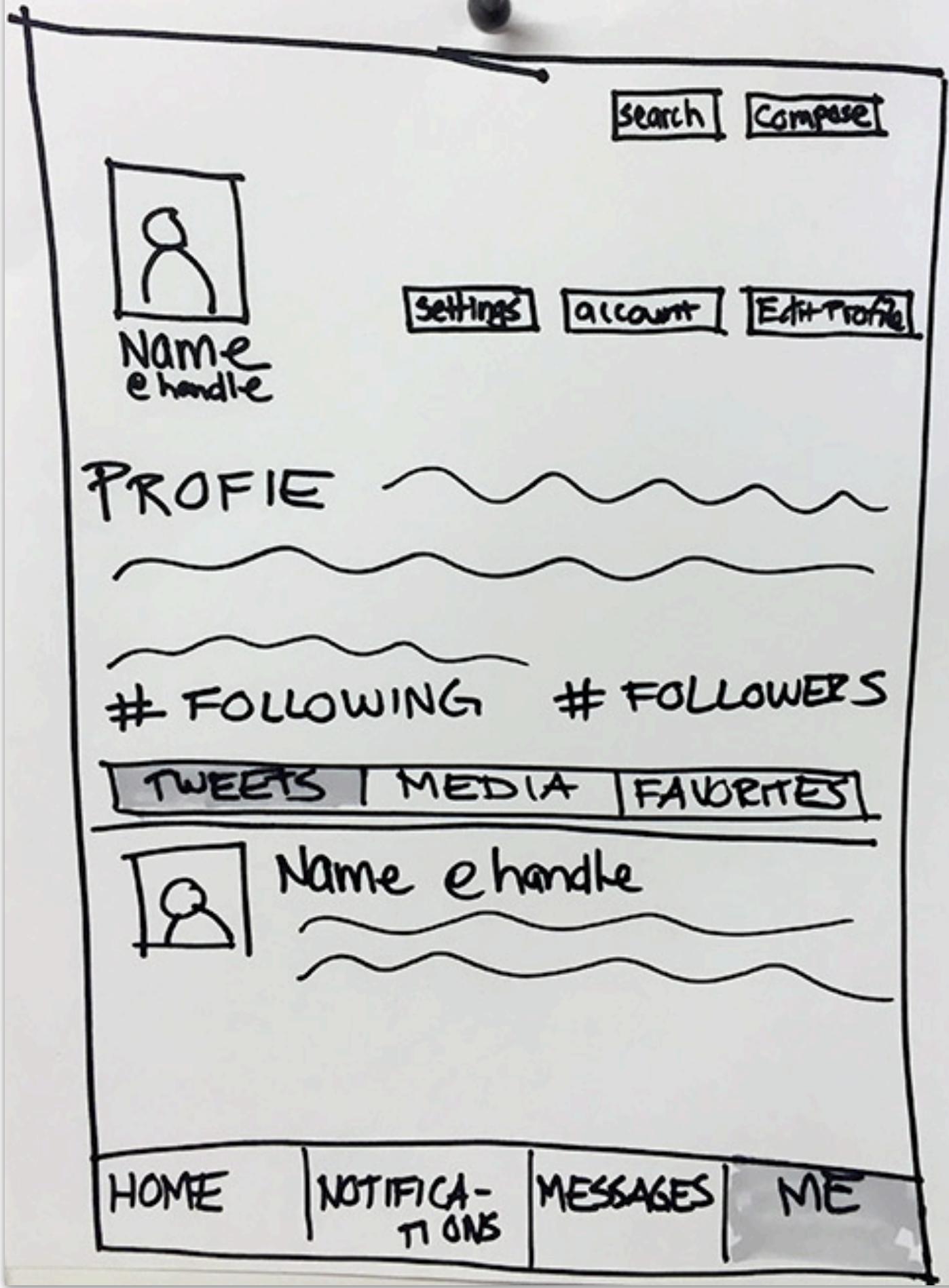
Tails documentation



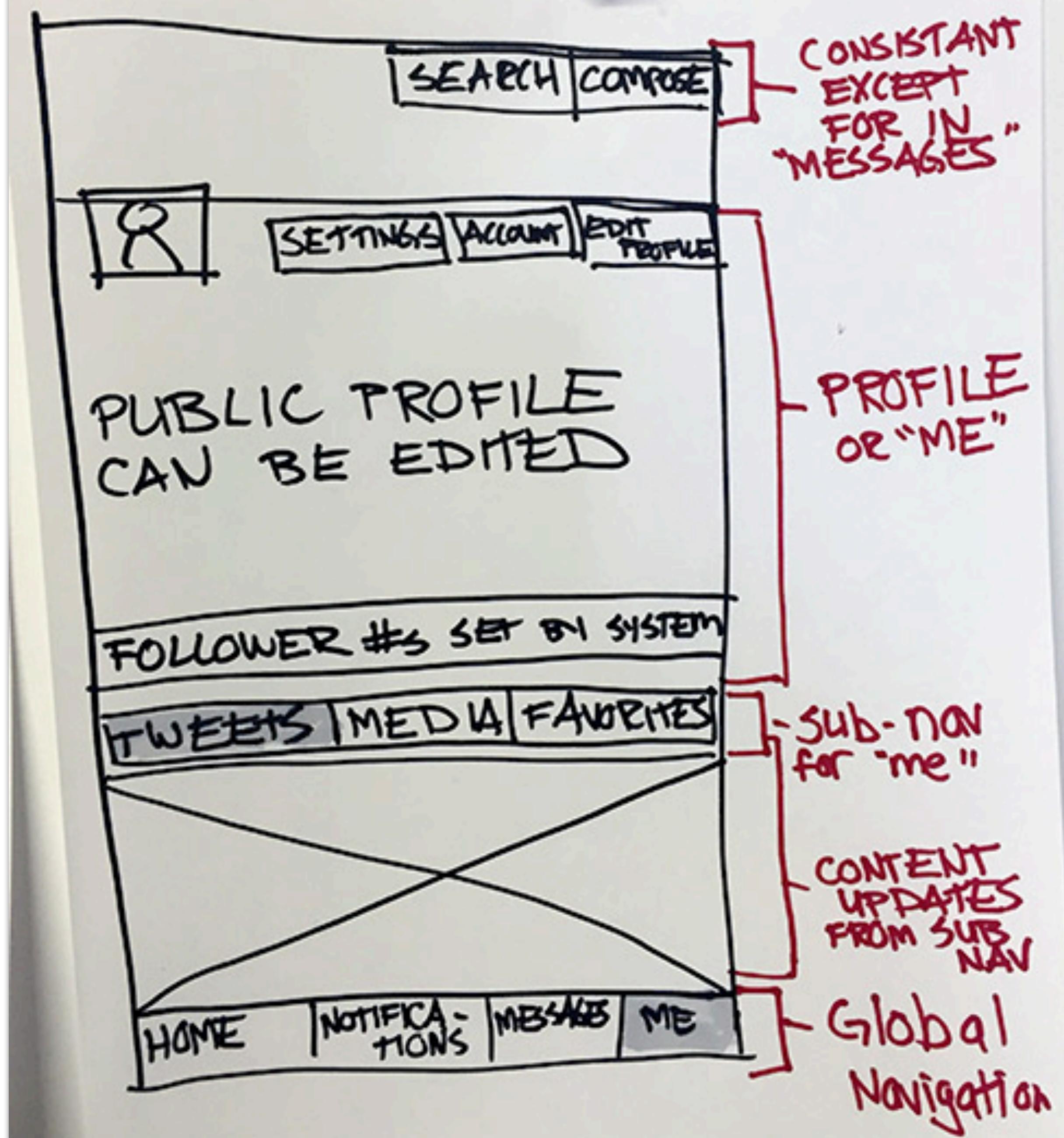
Trash

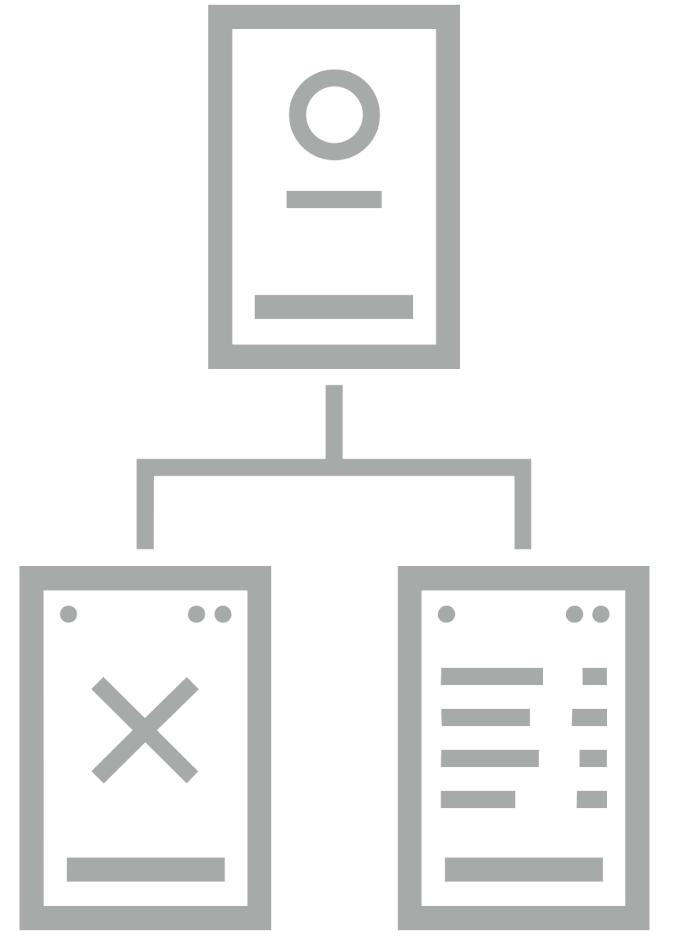


Tails write-up on UX/UI  
sprint, user research, &  
paper prototyping.

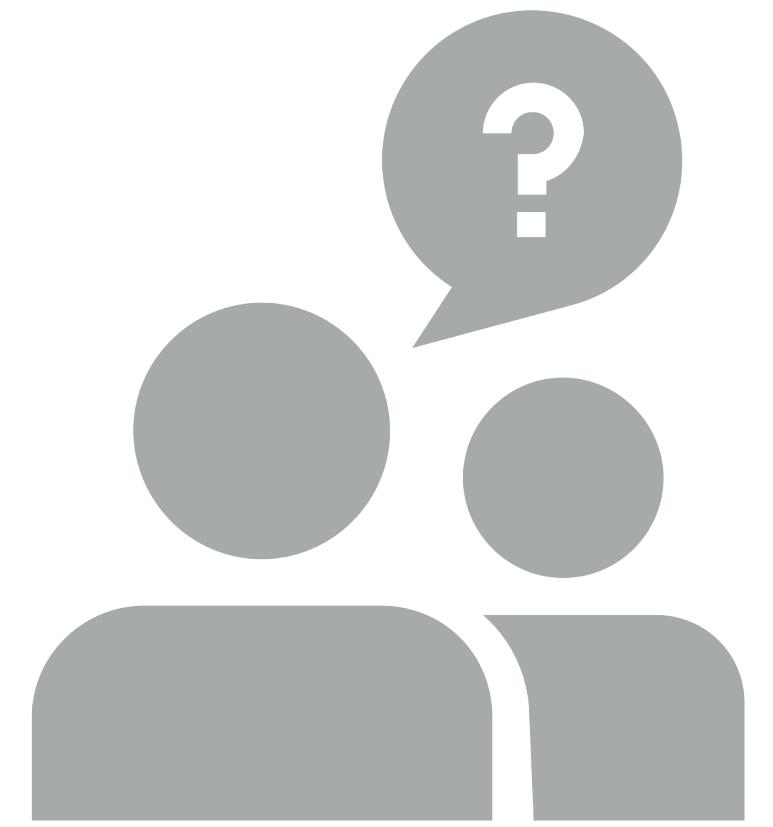


Sketches are at the right level of abstraction for naming buttons





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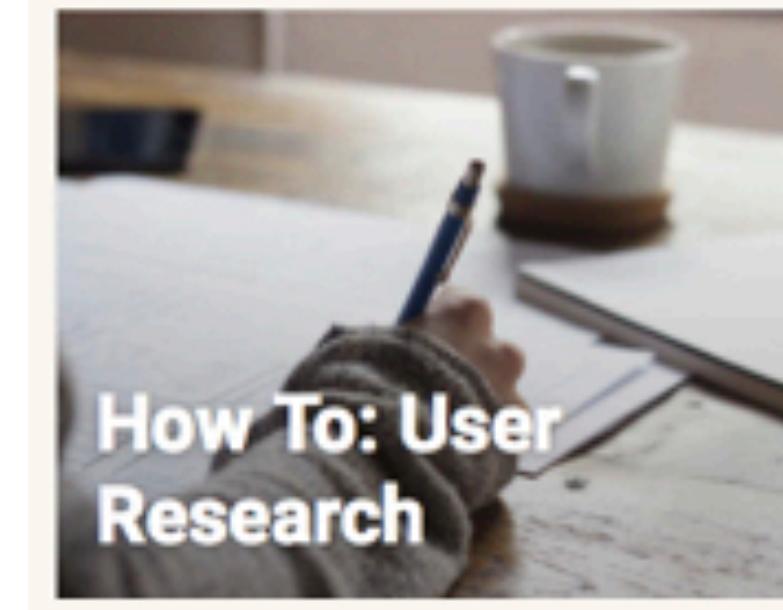
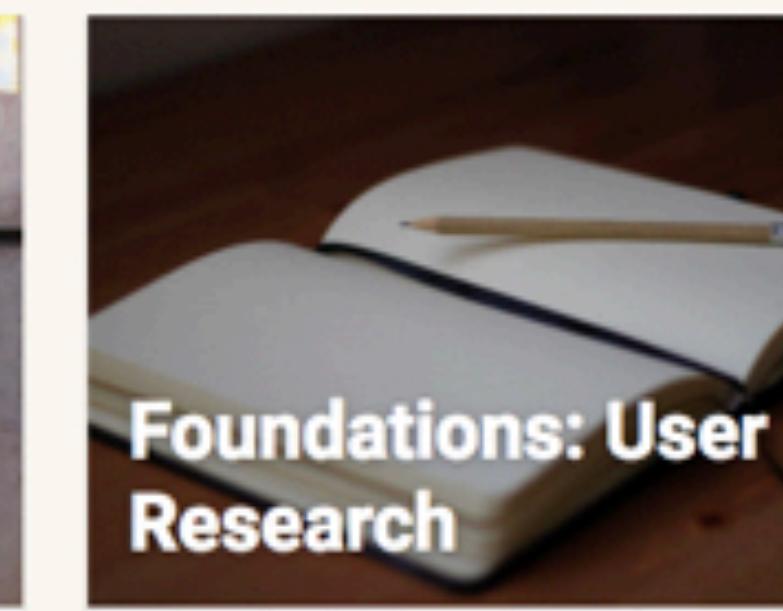
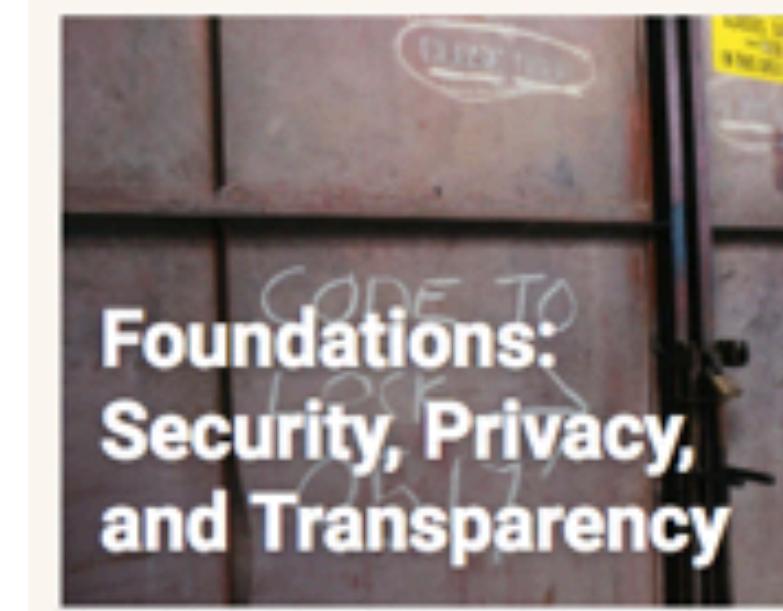
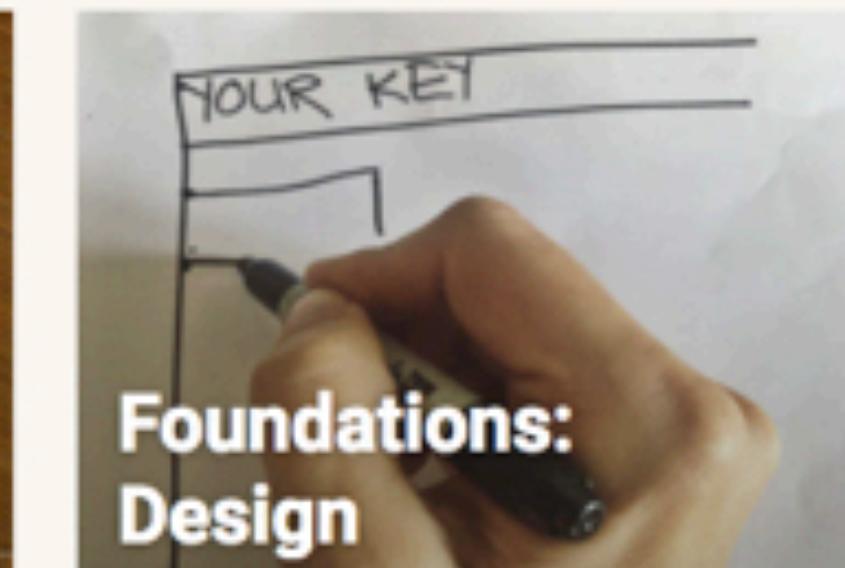
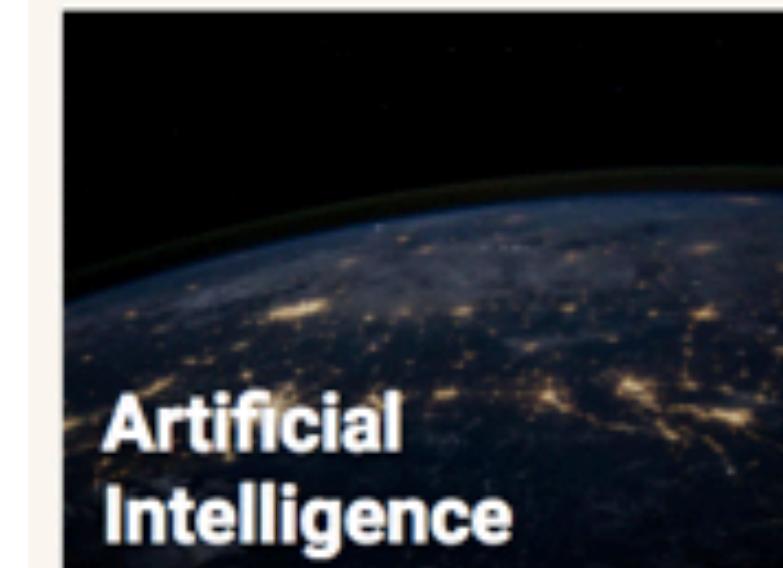


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NOT WHAT

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## Topics from the Knowledge Base



<https://simplysecure.org/knowledge-base>

# THANK YOU !

## GET INVOLVED

[slack@simplysecure.org](mailto:slack@simplysecure.org)

[@simplysecureorg](https://twitter.com/intent/user?screen_name=simplysecureorg)   [@ameellio](https://twitter.com/intent/user?screen_name=ameellio)

[ame@simplysecure.org](mailto:ame@simplysecure.org)

**Simply Secure**

