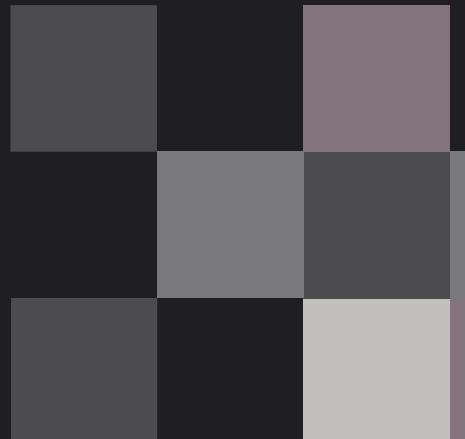


COURSE DAY 2

UI/UX Training for Engineers

September 2025



WELCOME BACK

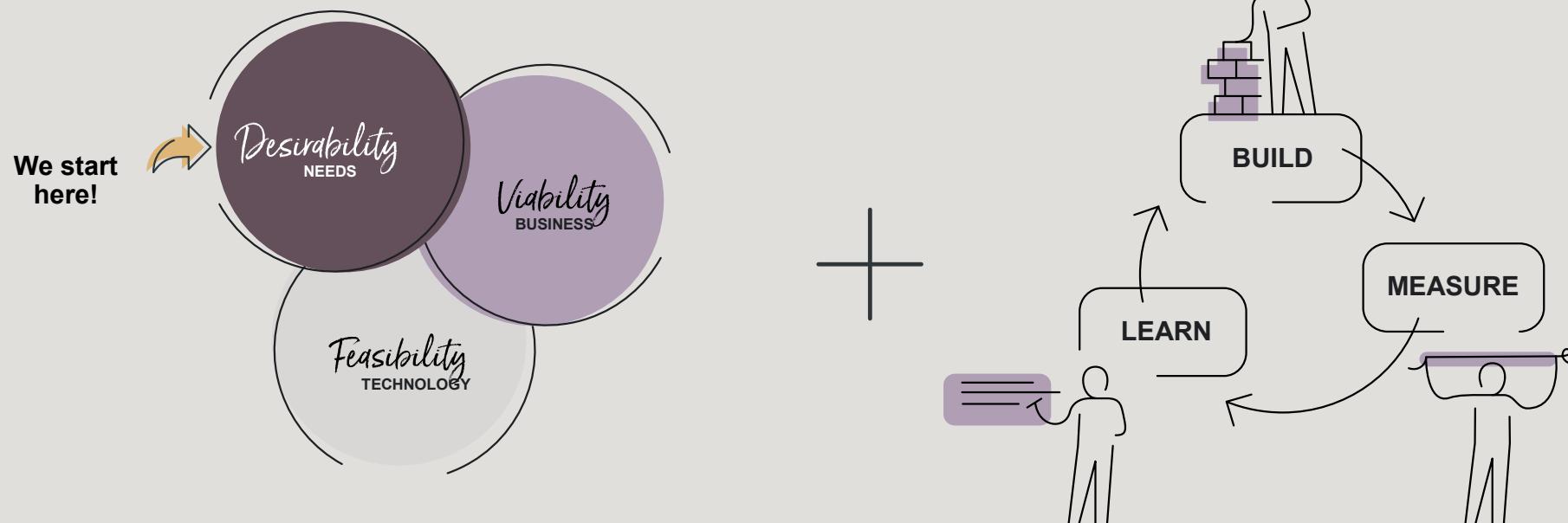
& thank you for yesterday

**What about yesterday's agenda
was important or interesting to you?**

Recap on UX

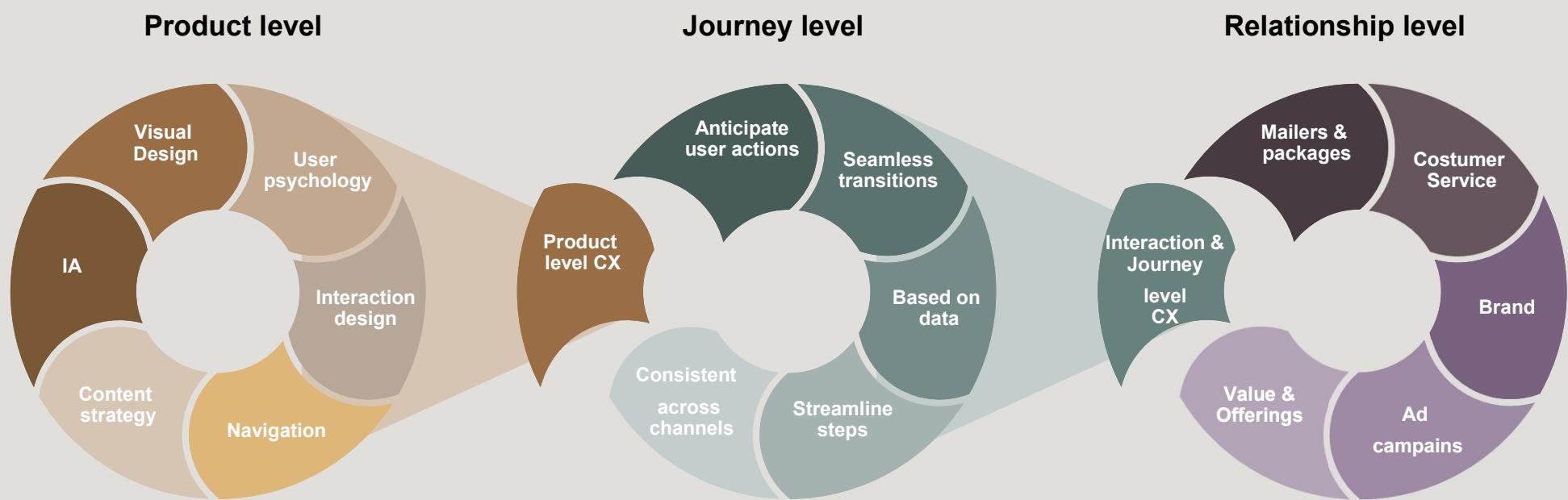
Mindset and process

Everllence ■



A mindset with a broad toolkit depending on the user group and level of interaction

Everllence ■



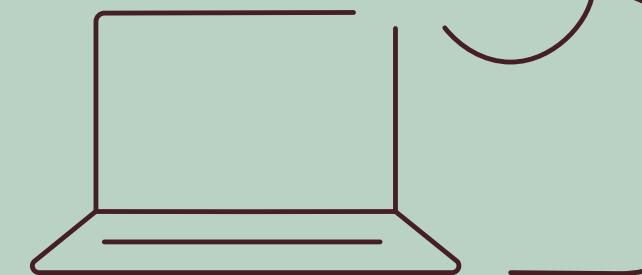
Today's purpose

The goal is not to make you designers, but to give you tools to view your system objectively, **identify relevant design issues, and apply practical design methods to solve them**. The focus is on ensuring the **system is useful and meets user needs, with strategic, analytical choices rather than gut feeling**.



IT'S TIME
FOR THE AGENDA

Usability, IA and UI

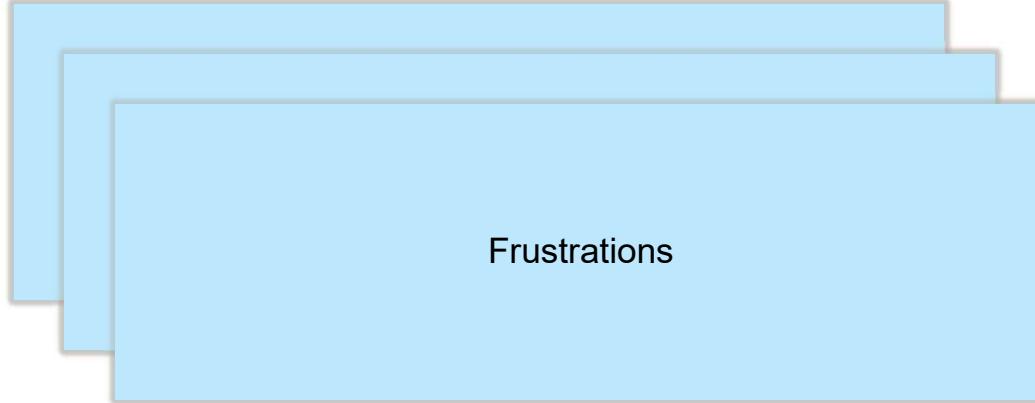


Exercise

- Worst possible UI

userinyerface.com

Worst possible UI - Frustrations



Frustrations



IT IS TIME FOR A
SHORT BREAK

UI Design

Does *golden* UI design rules exist?

Or should we call them *guidelines*?

Gestalt

are principles/laws of human perception that describe how humans group similar elements.

[What are the Gestalt Principles? | IxDF](#)

Heuristics

are broad rules of thumb and not specific usability guidelines.

[10 Usability Heuristics | NN Group](#)

Accessibility

the practice of designing and developing websites, tools, and technologies so that people with disabilities can use them effectively.

[What is accessibility | MDN](#)

Design Tips

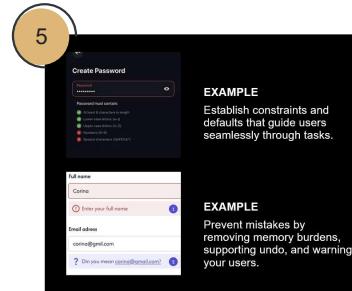
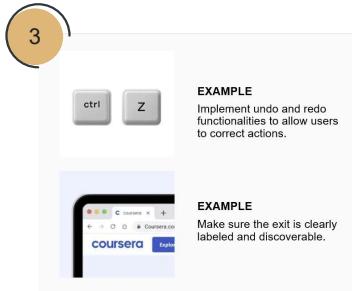
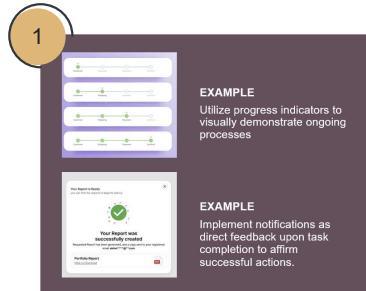
Aggregated wisdom of the crowd.

Humans, Intuition Psychology & Experience



Usability Heuristics

10 Usability Heuristics – According to NN group



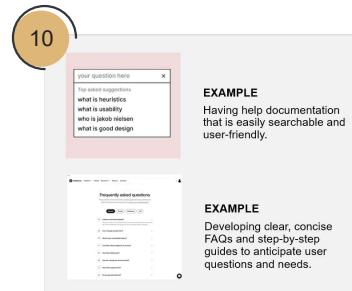
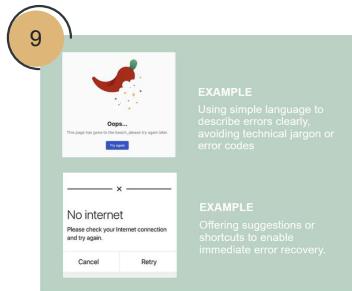
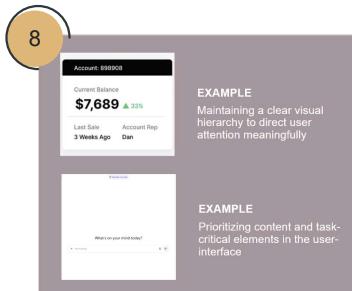
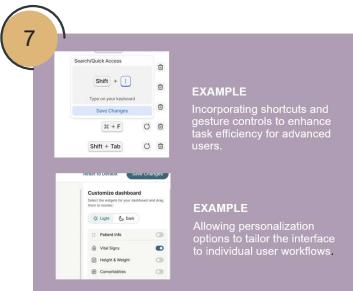
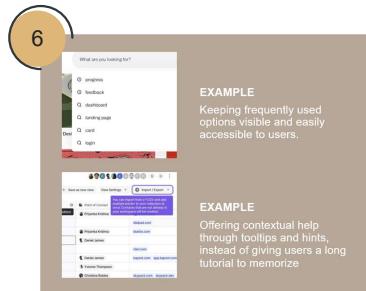
Visibility of System Status

Match Between the System & the Real World

User Control & Freedom

Consistency & Standards

Error Prevention



Recognition Rather Than Recall

Flexibility & Efficiency of Use

Aesthetic & Minimalistic Design

Help Recognize, Diagnose, & Recover from Errors

Help & Documentation

Visibility of System Status

The design should constantly **keep users informed about what is happening** through feedback mechanisms.

The image displays two examples of user interface designs. The top example shows a series of four horizontal progress indicators for a process flow. Each indicator consists of four circular nodes labeled 'Customer', 'Shipping', 'Payment', and 'Confirm'. The first node is green with a checkmark, while the others are grey with a minus sign, indicating the process is ongoing. The bottom example is a modal window titled 'Your Report is Ready' with the message 'Your Report was successfully created'. It includes a green checkmark icon, a link to download the report, and a PDF icon.

EXAMPLE

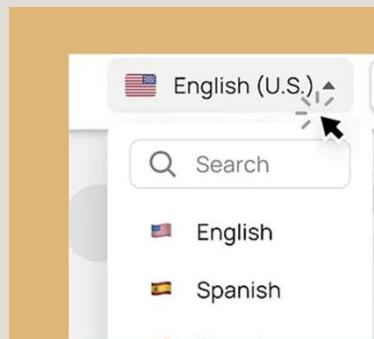
Utilize progress indicators to visually demonstrate ongoing processes

EXAMPLE

Implement notifications as direct feedback upon task completion to affirm successful actions.

Match between System & the Real World

Employ language and symbols that users are familiar with and reflect their experiences from the real world.



EXAMPLE

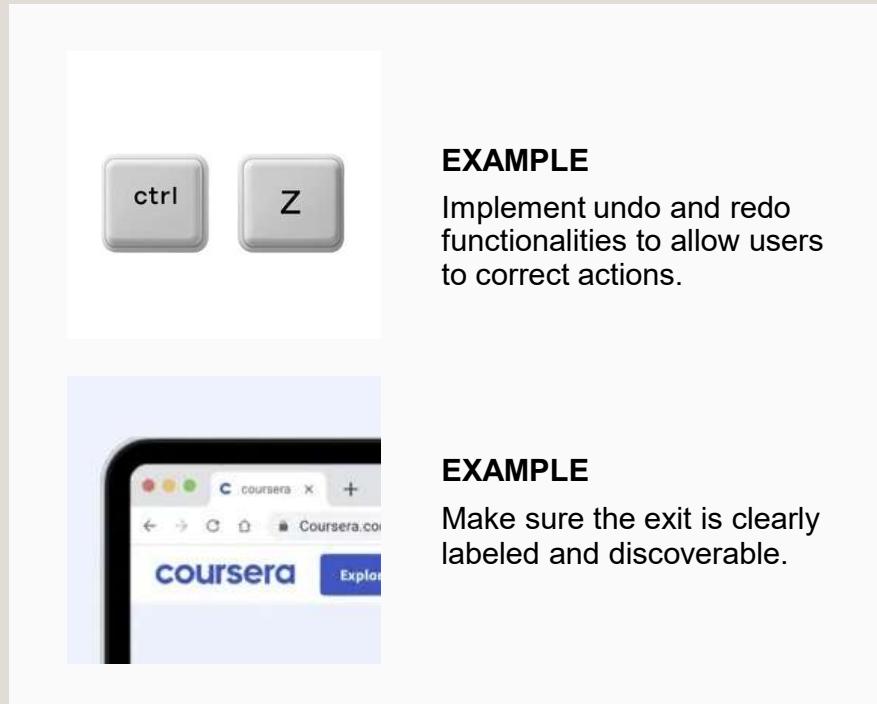
Optimize interface elements to reflect real-world conventions and analogies related to the context.

A screenshot of a book page titled "7.1 Introduction". The page discusses the skill of picking methods to answer questions about human behavior and attitudes with games. It mentions that while all questions are interesting, not all are equally useful for a game better. Picking or devising a method to answer questions is just like a sport-based endeavour. You get better at it the more you do it. So the try, the better you get (just like playing games). Engaging in method selection is a skill that a Games User Researcher should have is the ability to design quality methods and measures to answer questions about human behaviour and attitudes with games. Games User Researchers should have a understanding of the limits of different methods and measures as well as how to use them effectively. This skill should be guiding teams to focus on the most appropriate question to answer, not just any question. Because while all questions are interesting, not all are equally useful for a game better.

EXAMPLE

Highlighting text in an e-reading app is similar to highlighting text in a book.

Users often perform actions by mistake. They need a **clearly marked "emergency exit"** to leave the unwanted action.



EXAMPLE
Implement undo and redo functionalities to allow users to correct actions.

EXAMPLE
Make sure the exit is clearly labeled and discoverable.

Consistency & Standards

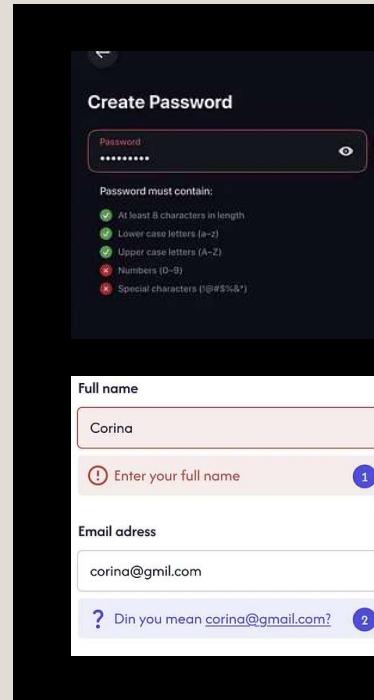
The design should adhere to **consistent patterns and established conventions**.

The image consists of two vertically stacked screenshots. The top screenshot is a 'UI Style Guide' titled 'Consistency'. It features sections for 'Font' (with a preview of 'Myriad Pro' and 'Lato' fonts), 'ELEMENTS' (Buttons, Buttons State, Active State, Form Inputs), 'TYPOGRAPHY' (with 'Aa' preview and 'Lato' font family), 'BOOTSTRAP LAYOUT' (with grid system preview), and 'COLOR PALETTE' (with four color swatches). The bottom screenshot shows a mobile-style shopping cart interface. It includes a header with a search icon and 'Login' button, a currency selector ('USD'), a 'Shopping Cart' icon with a count of '12', and a total amount of '\$355.95'. At the bottom are 'Brands' and 'Whishlist' buttons.

EXAMPLE
Having a design system that ensures uniformity across products.

EXAMPLE
Aligning designs with industry standards to leverage existing user familiarity and expectations.

Systems should **proactively prevent errors, helping users avoid mistakes** rather than just providing solutions afterward.



EXAMPLE

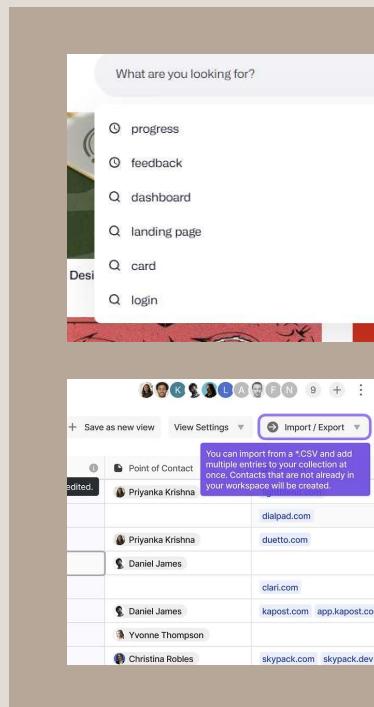
Establish constraints and defaults that guide users seamlessly through tasks.

EXAMPLE

Prevent mistakes by removing memory burdens, supporting undo, and warning your users.

Recognition Rather Than Recall

The **system should rely on recognition of visible elements** rather than requiring users to recall information from memory.



EXAMPLE

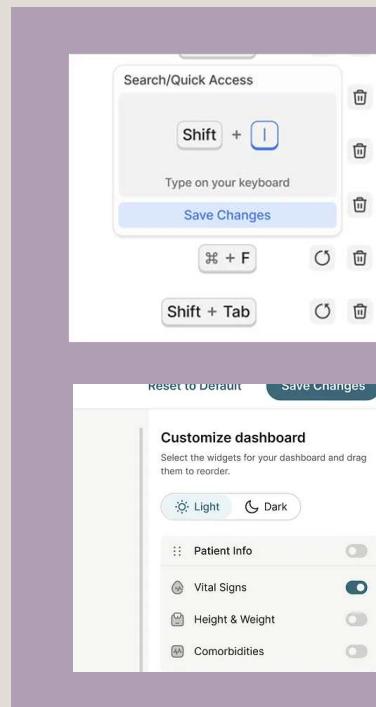
Keeping frequently used options visible and easily accessible to users.

EXAMPLE

Offering contextual help through tooltips and hints, instead of giving users a long tutorial to memorize

Flexibility & Efficiency of Use

Offer flexibility to accommodate both novice users and experts, providing shortcuts for efficiency.



EXAMPLE

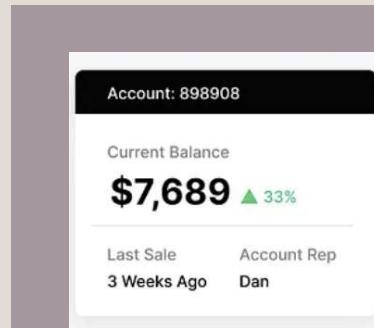
Incorporating shortcuts and gesture controls to enhance task efficiency for advanced users.

EXAMPLE

Allowing personalization options to tailor the interface to individual user workflows.

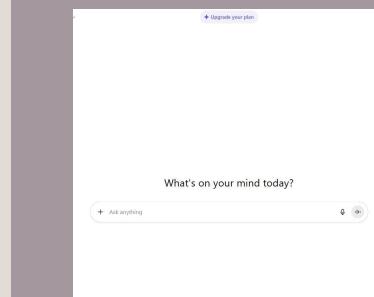
Aesthetic & Minimalistic Design

Interfaces should **not contain information that is irrelevant or rarely needed.**



EXAMPLE

Maintaining a clear visual hierarchy to direct user attention meaningfully

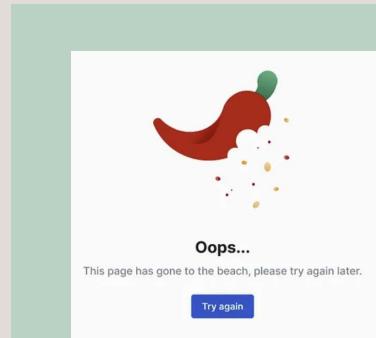


EXAMPLE

Prioritizing content and task-critical elements in the user-interface

Help Recognize, Diagnose, & Recover from Errors

Error messages should **be expressed in plain language (no error codes)**, precisely indicate the problem.



EXAMPLE

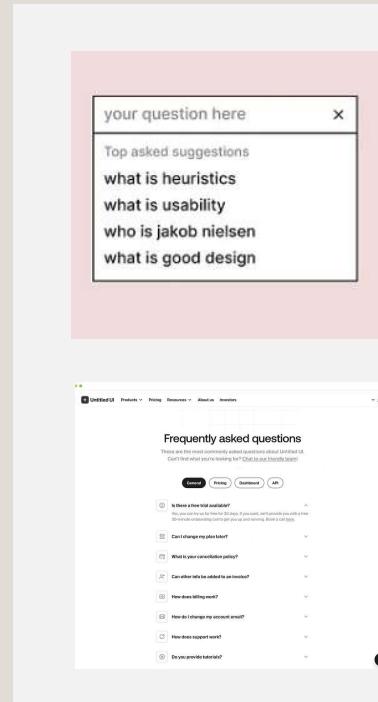
Using simple language to describe errors clearly, avoiding technical jargon or error codes



EXAMPLE

Offering suggestions or shortcuts to enable immediate error recovery.

The design should **have accessible help documentation for guiding users** in understanding and completing tasks.



EXAMPLE

Having help documentation that is easily searchable and user-friendly.

EXAMPLE

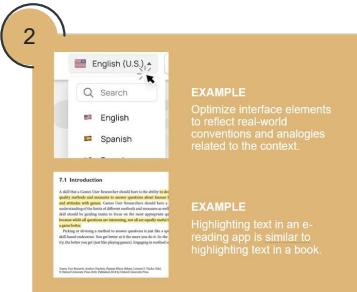
Developing clear, concise FAQs and step-by-step guides to anticipate user questions and needs.

10 Usability Heuristics – Reflections

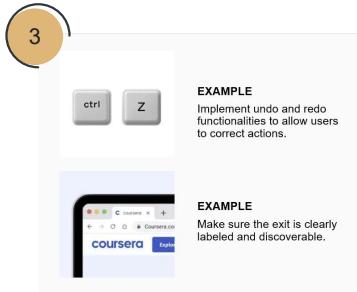
Everllence ■



Visibility of System Status



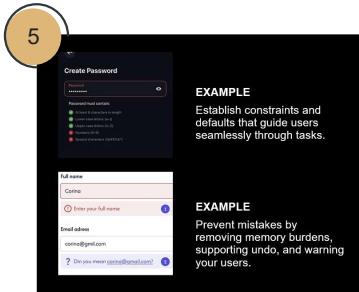
Match Between the System & the Real World



User Control & Freedom



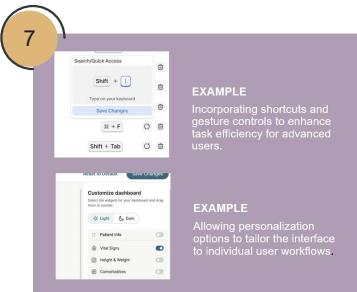
Consistency & Standards



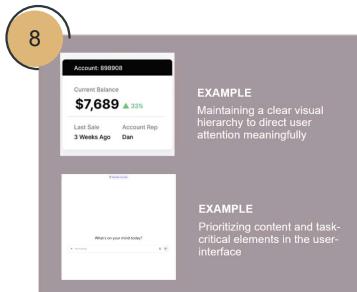
Error Prevention



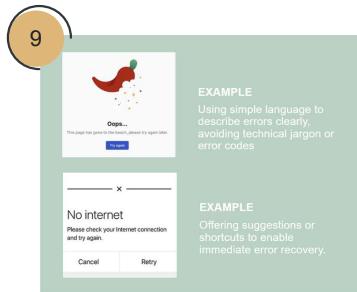
Recognition Rather Than Recall



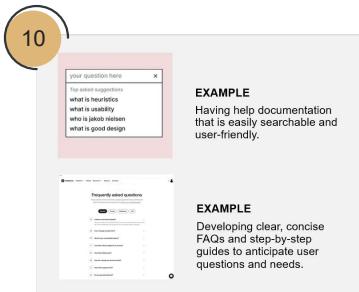
Flexibility & Efficiency of Use



Aesthetic & Minimalistic Design



Help Recognize, Diagnose, & Recover from Errors



Help & Documentation

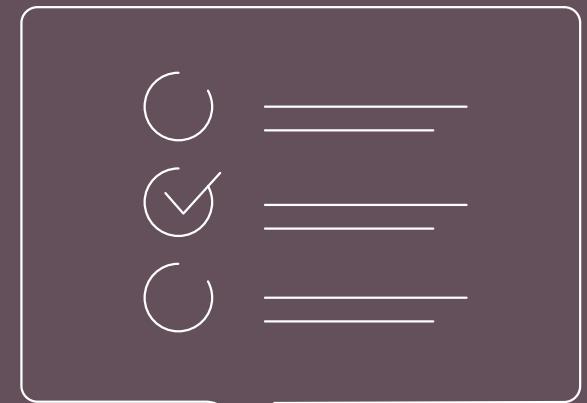
Evaluating a User Interface



Heuristic Evaluation

The purpose of a heuristic evaluation is to assess the usability of a system by identifying areas where it aligns or misaligns with recognized usability heuristics.

The method is fast and inexpensive compared to other methods as it does not require involvement of real users, however it is important to note, that this method does not substitute for testing with real users.

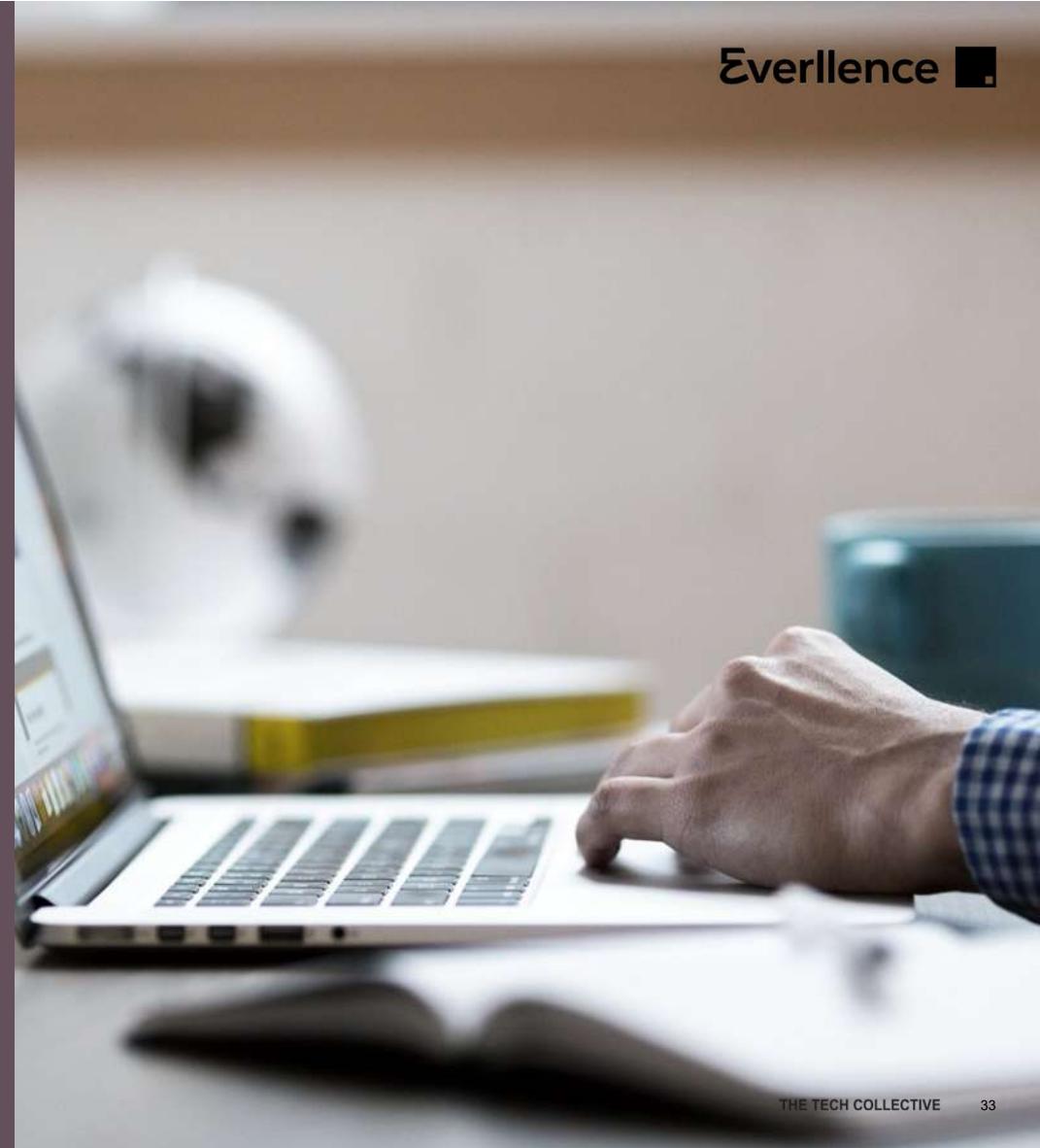


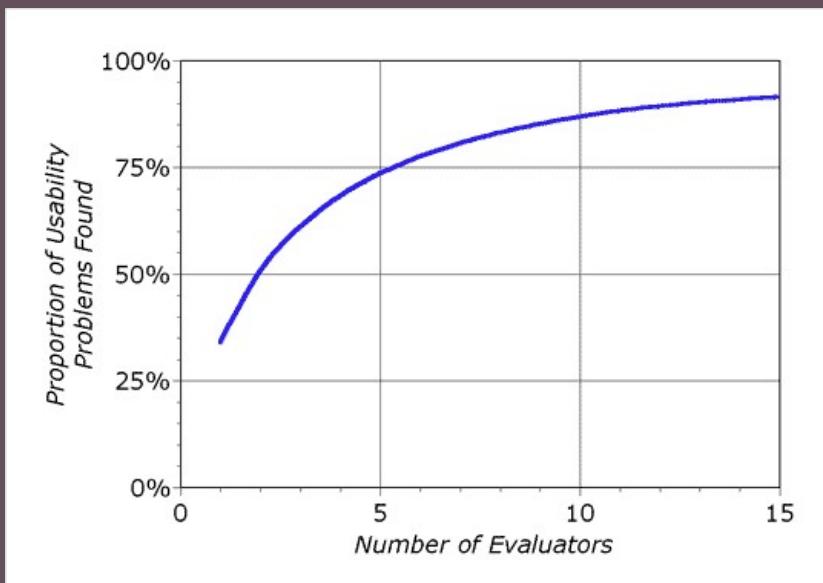
Pros of Heuristic Evaluation

- Heuristics can help highlight potential usability issues early in the design process.
- It is a fast and inexpensive tool compared with other methods involving real users.

Cons of Heuristic Evaluation

- Heuristic evaluation is based on assumptions about what “good” usability is. As heuristics are based on research, this is often true.
- The evaluations are no substitute for testing with real users.





Jakob Nielsen; [The Theory Behind Heuristic Evaluations](#), 1994,

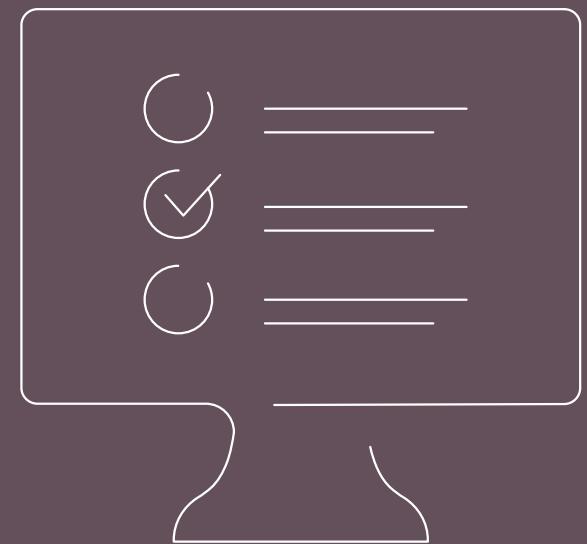
Amount of evaluators

Heuristic evaluations work best when performed by a group of people, not just by one evaluator.

Ideally, **three to five people should independently evaluate the same interface.**

Exercise

— Heuristic evaluation





SELECT SYSTEM

Select the right system to evaluate

What system are you evaluating? *

ArcEdit
 ECT
 ECS

Next

SAVE YOUR RESPONSES

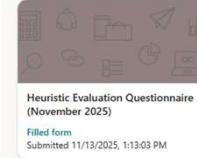
After submitting your evaluation, make sure to save your responses, as you will use the results later.

Your response was submitted.

Important thing you can do next

[Save my response](#)

[Submit another response](#)



Heuristic Evaluation Questionnaire (November 2025)
 Filled form
 Submitted 11/13/2025, 1:13:03 PM

Heuristic Evaluation Questionnaire (November 2025)



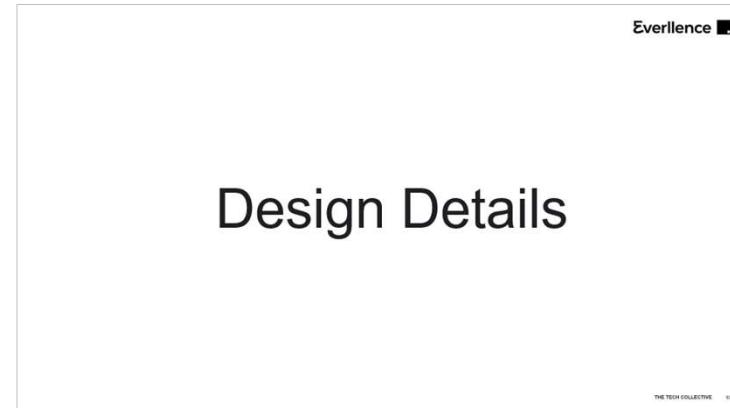
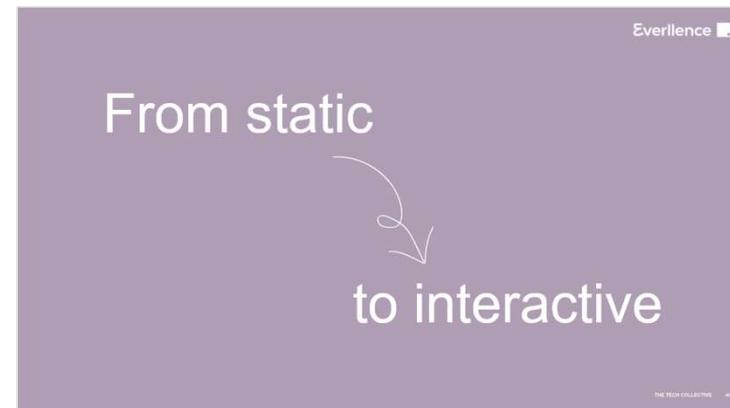
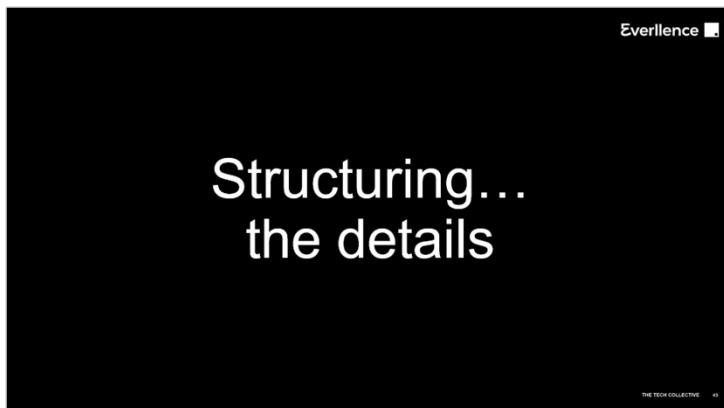
[Heuristic Evaluation Questionnaire \(November 2025\) – Fill out form](#)

Reflections: What do you think about the heuristics and this method?

UI Design *Tips & tricks*

We have 4 UI design tips categories

Everlence ■



Structuring... the details

Structuring

Design Systems

Atomic Design

...the details

Labels

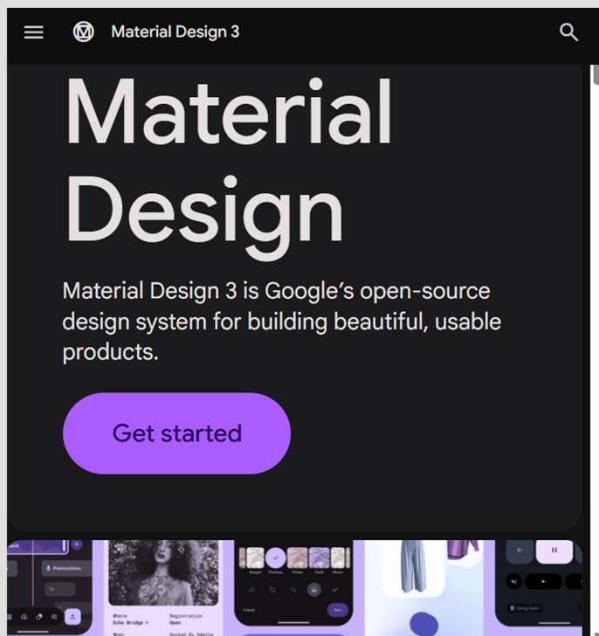
Colors and Fonts

Forms

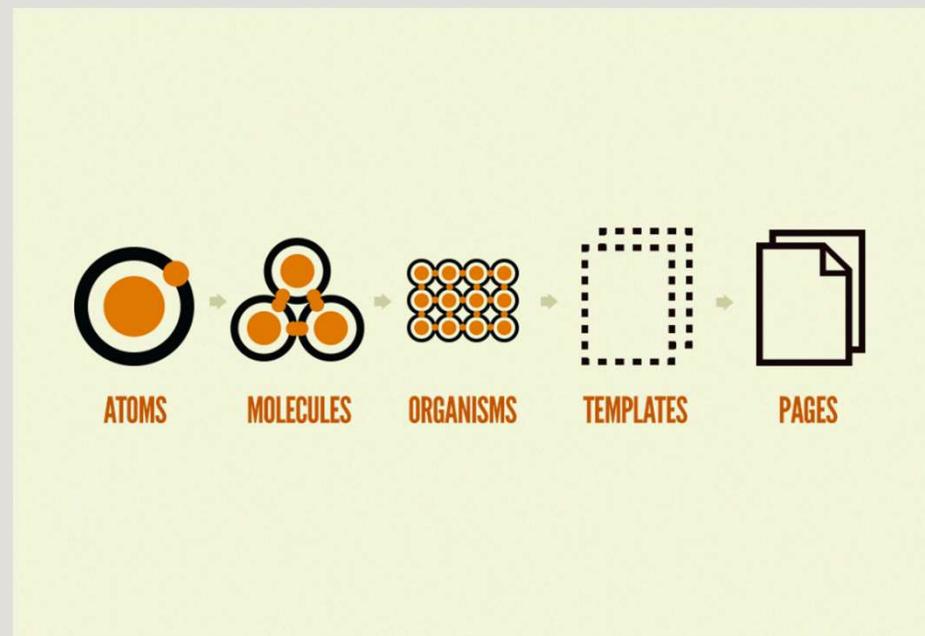
Buttons

Structuring

Design Systems



Atomic Design



Structuring

Design Systems

Atomic Design

...the details

Labels

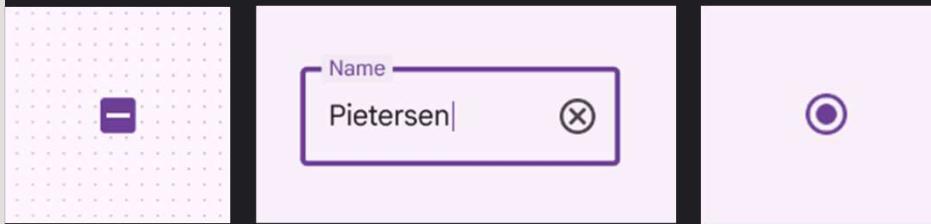
Colors and Fonts

Forms

Buttons

... the details

Forms



Labels



Colors and Fonts

Primary	Secondary	Tertiary	Error
On Primary	On Secondary	On Tertiary	On Error
Primary Container	Secondary Container	Tertiary Container	Error Container
On Primary Container	On Secondary Container	On Tertiary Container	On Error Container

Buttons



... the details ... In Figma

The screenshot displays the Figma application interface. On the left, the sidebar shows the project navigation with sections like 'Google design kit' and 'Everllence'. The main canvas area features a purple header with the text 'Design principles' and 'Table of contents'. Below this, there are three main sections: 'Build Beautiful Products', 'Personal', and 'Spirited'. The 'Build Beautiful Products' section contains a large heading and several sub-sections with descriptions. The 'Personal' and 'Spirited' sections also have their own descriptions. To the right of the canvas is the Figma interface's right sidebar, which includes tabs for 'Design' and 'Prototype', a color palette, and various style and export options.

Design principles

Table of contents

Build Beautiful Products

Personal

Devices should feel personal. Individual choices for device color and form are brought to life through software. Dynamic color extraction imbues the system with a personal aesthetic, while changes in shape and lighting combine to create a holistic, resonant experience.

Spirited

Enliven everyday interactions. A spirited energy animates routine interactions like the response of a ripple or a FAB state change. Updates to shape and motion lend an active, alive quality to elements that react and adapt to user input and contexts.

Unexpected

Design for emerging ecosystems. The blurring of device boundaries and expanded motion system is noticeably new. The system is reframed as a means for adaptation, discovery, and experimentation – it thrives through change.

Styles

- [Avatars](#) →
- [Color](#) →
- [Elevation](#) →
- [Icons](#) →
- [Layouts](#) →
- [Shape](#) →
- [Typography](#) →
- [Utilities](#) →

Components

- [App bars](#) →
- [Badges](#) →
- [Bottom sheets](#) →
- [Buttons](#) →
- [Cards](#) →
- [Carousel](#) →
- [Checkboxes](#) →

?

THE TECH COLLECTIVE

48

From static



to interactive

Static Figma

- Sunshine Scenarios

Strategic Balance

← Back to Overview

Balance group test
this is a description
2025-2027 · OtentakeData · Created on November 3, 2025

Strategic Baseline

Strategic Baseline · Completed
Created on November 3,
All 3 regions balanced and ready for scenario analysis

Regions Balanced	Total Data Points	Avg. per Region	Completion
3	9	3	100% Completion

Strategic Scenarios

1 scenario created

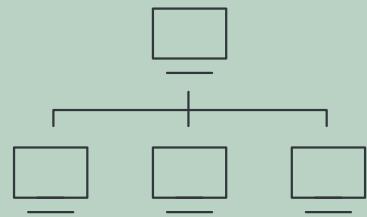
+ Create Scenario

First scenario · Completed
description of first scenario
Created on November 3, 2025

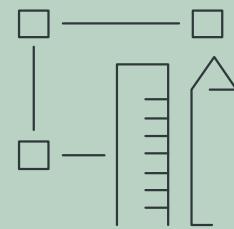
Adjustment Progress
3 of 3 regions

JD John Doe
john.doe@company.com

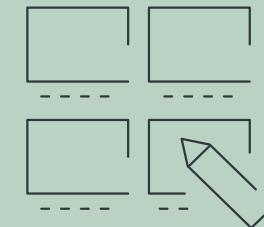
Visual design & Layouts



Visual
Hierarchy



Design
Patterns



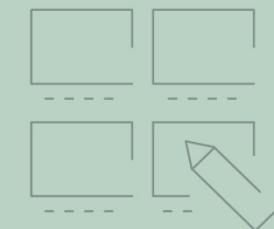
Gestalt
Principles



Visual Hierarchy



Design Patterns



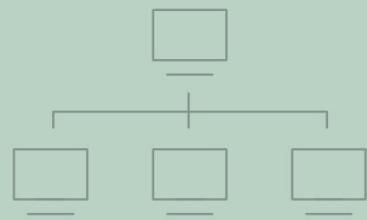
Gestalt Principles

And you will read this last

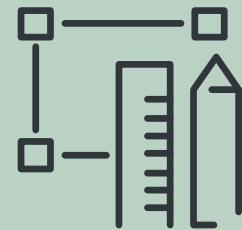
You will read
this first

And you will read this second

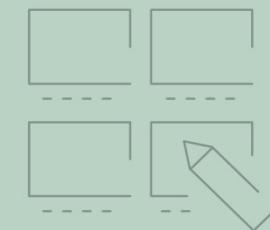
This one third



Visual
Hierarchy



Design
Patterns

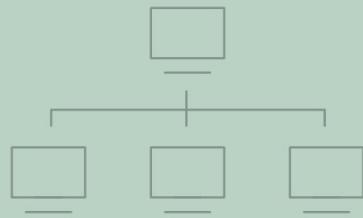


Gestalt
Principles

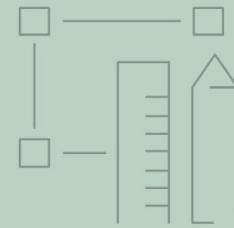
E.g.: Design patterns: Dealing with data

User Interface Design Patterns

- Getting input**
 - Forms
 - Structured Format
 - Keyboard Shortcuts
 - Rule Builder
 - Captcha
- Navigation**
 - Tabs
 - Navigation Tabs
 - Module Tabs
 - Jumping in hierarchy
 - Breadcrumbs
 - Shortcut Dropdown
 - Fat Footer
 - Notifications
 - Modal
 - Home Link
 - Menus
 - Vertical Dropdown Menu
 - Accordion Menu
 - Horizontal Dropdown Menu
 - Content
 - Adaptable View
 - Article List
 - Pagination
 - Tagging
 - Categoryization
 - Cards
 - Carousel
 - Progressive Disclosure
 - Continuous Scrolling
 - Tag Cloud
 - Event Calendar
 - Archive
 - Thumbnail
 - Favorites
 - Gestures
 - Pull to refresh
- Dealing with data**
 - Tables
 - Table Filter
 - Sort By Column
 - Alternating Row Colors
 - Formatting data
 - Frequently Asked Questions (FAQ)
 - Dashboard
 - Copy Box
 - Images
 - Gallery
 - Slideshow
 - Image Zoom
 - Search
 - Autocomplete
 - Search Filters
- Social**
 - Reputation
 - Testimonials
 - Leaderboard
 - Collectible Achievements
 - Social interactions
 - Activity Stream
 - Auto-sharing
 - Chat
 - Friend list
 - Invite friends
 - Friend
 - Follow
 - Reaction
- Miscellaneous**
 - Onboarding
 - Guidance
 - Coachmarks
 - Playthrough
 - Inline Hints
 - Walkthrough
 - Blank Slate
 - Guided Tour
 - Registration
 - Lazy Registration
 - Paywall
 - Account Registration
 - Shopping
 - Coupon
 - Pricing table
 - Product page
 - Shopping Cart
 - Increasing frequency
 - Tip A Friend



Visual
Hierarchy



Design
Patterns



Gestalt
Principles

Gestalt Principles

Everllence ■

"Gestalt" is German for "**unified whole**".

Coined in the 1920's by German psychologists Max Wertheimer, Kurt Koffka, and Wolfgang Kohler.

They identified a **set of laws that address the natural compulsion to find order in disorder**.

According to this, the mind "informs" what the eye sees by perceiving a series of individual elements as a whole.

[Interaction Design Foundation](#) explains 12 different Gestalt principles, but we selected 3.



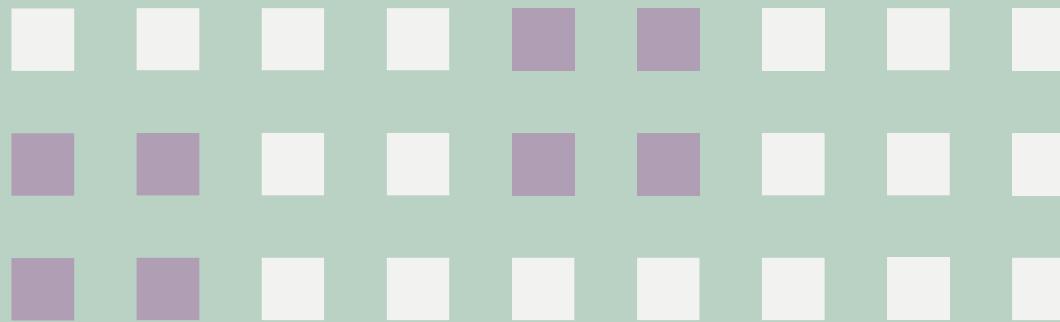
3: Common Region



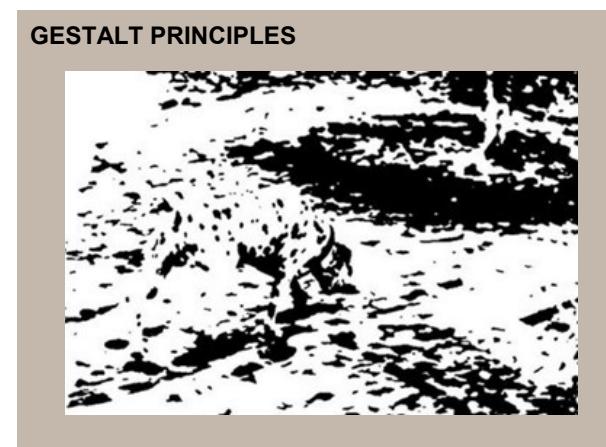
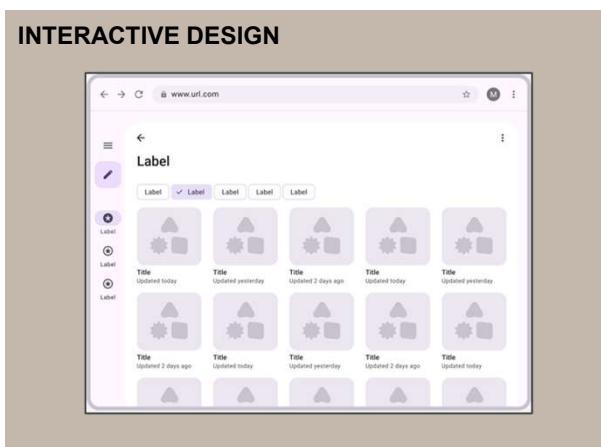
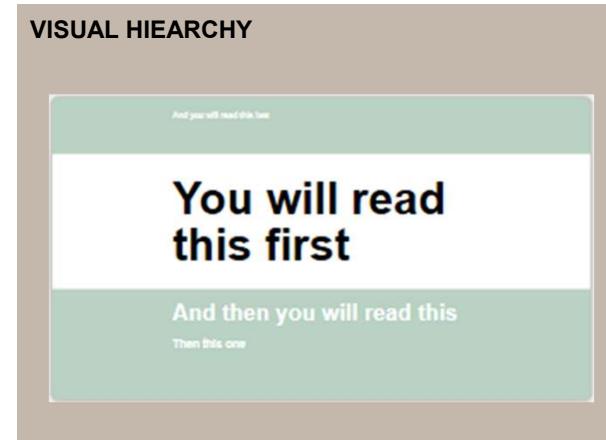
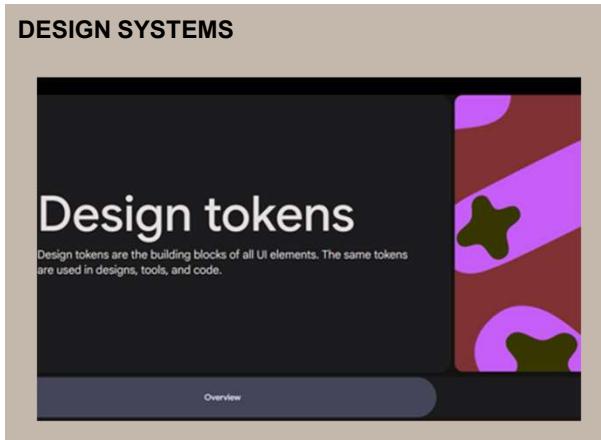
5: Proximity



10: Similarity



Recap on the UI design tips



Design Details

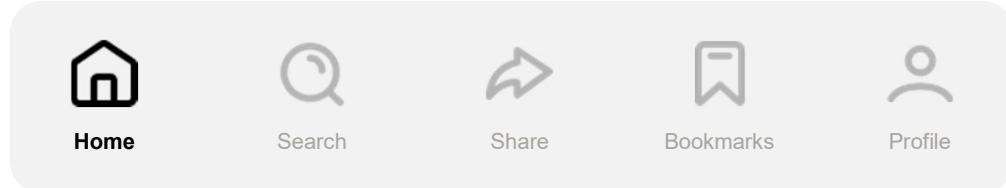
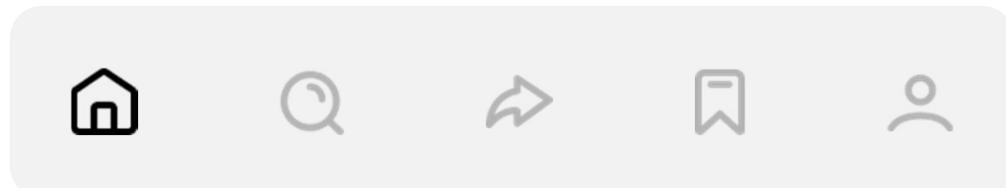
““

*I know this looks terrible,
but I have no idea why..*

””

Adam Wathan

Don't confuse minimalism with simplicity



Use a single primary button
for the most important action

Primary

Secondary

Tertiary

Don't rely on color alone as
an indicator

C



Articles

Activities

About us



Articles

Activities

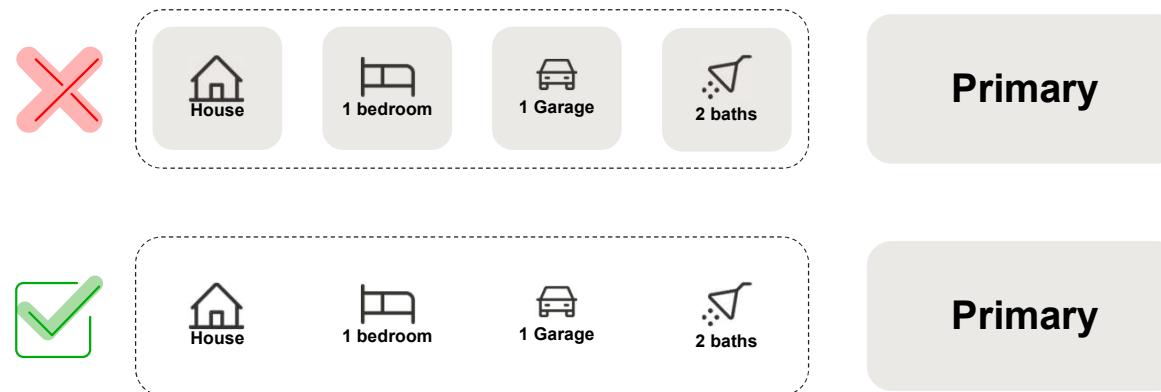
About us

Space elements based on how closely related they are

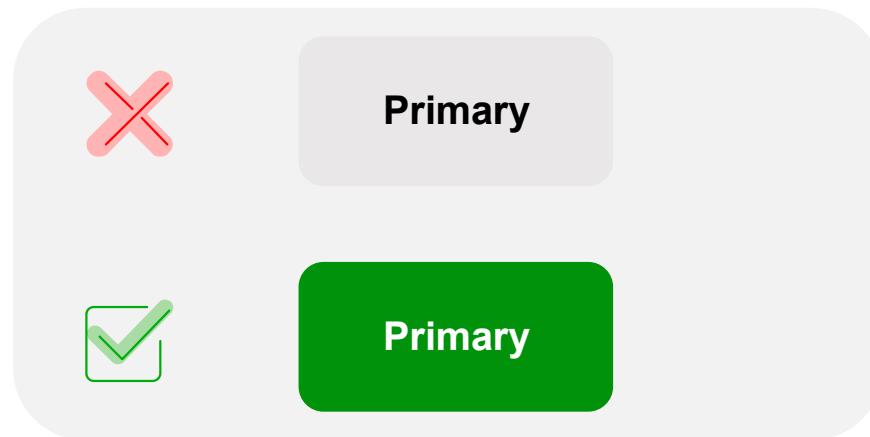
Use 8pt spacing grid:



Similar looking elements
function similarly

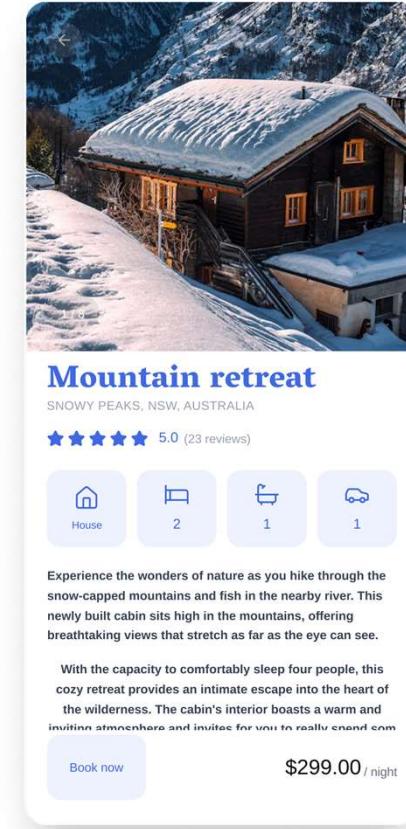


Use contrasts for accessibility



→ Applied Design Tips

What can we do?

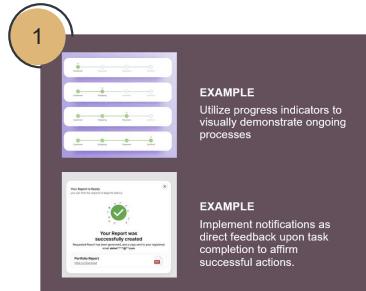


Everllence □

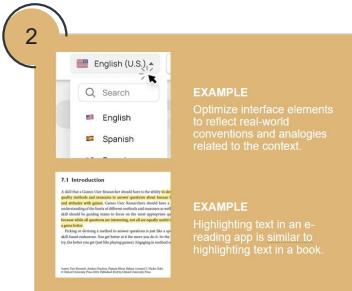
IT'S TIME
FOR LUNCH!

10 Usability Heuristics – Recap

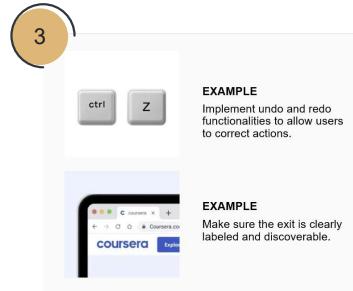
Everllence ■



Visibility of System Status



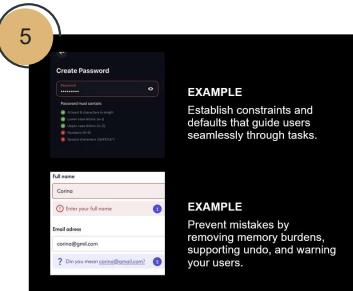
Match Between the System & the Real World



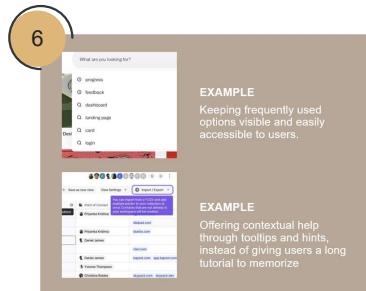
User Control & Freedom



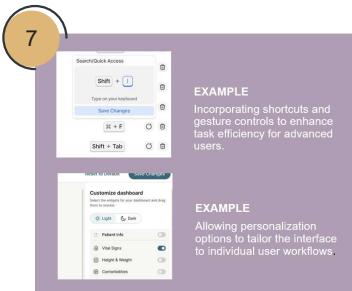
Consistency & Standards



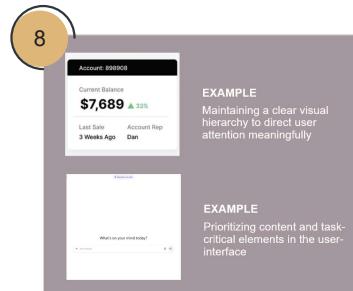
Error Prevention



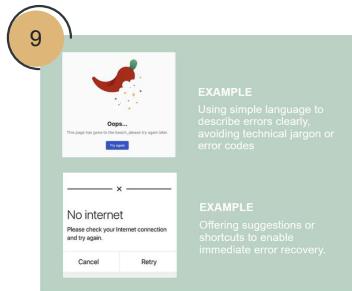
Recognition Rather Than Recall



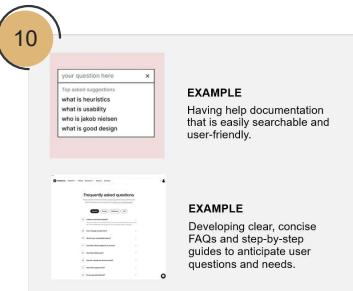
Flexibility & Efficiency of Use



Aesthetic & Minimalistic Design

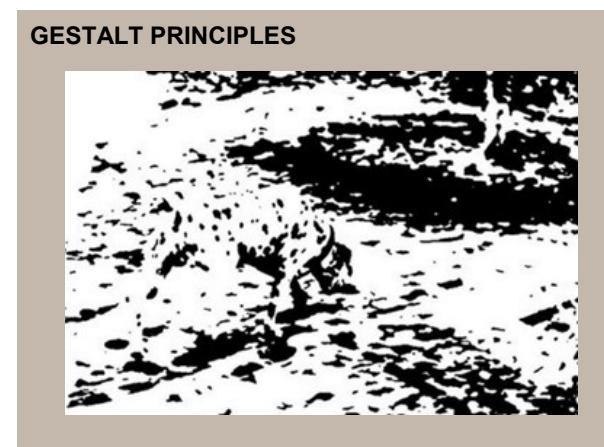
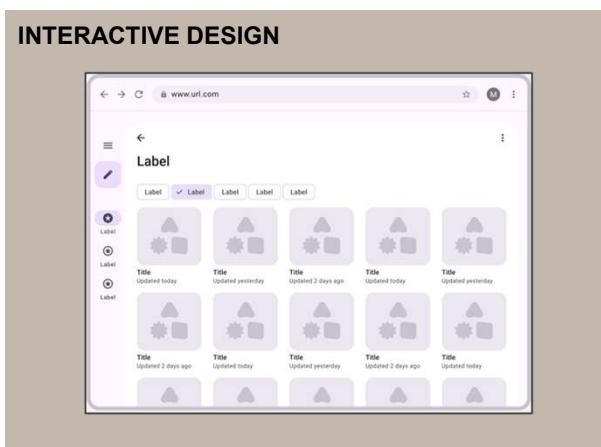
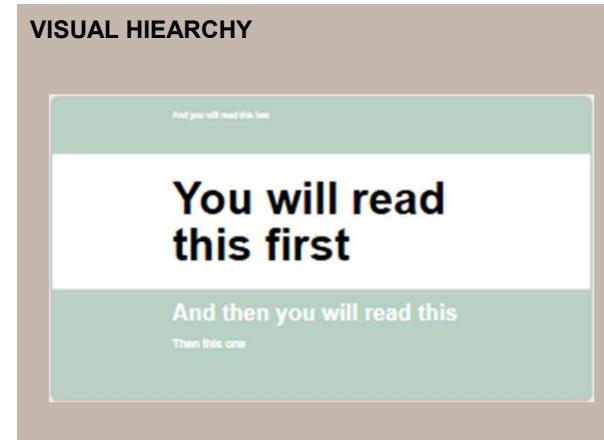
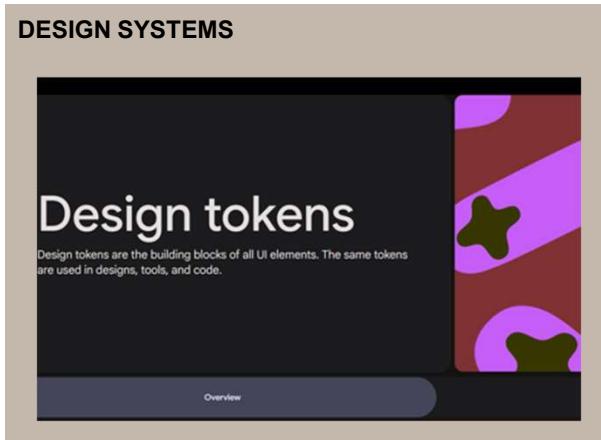


Help Recognize, Diagnose, & Recover from Errors



Help & Documentation

Recap on the UI design tips



Steal design ideas

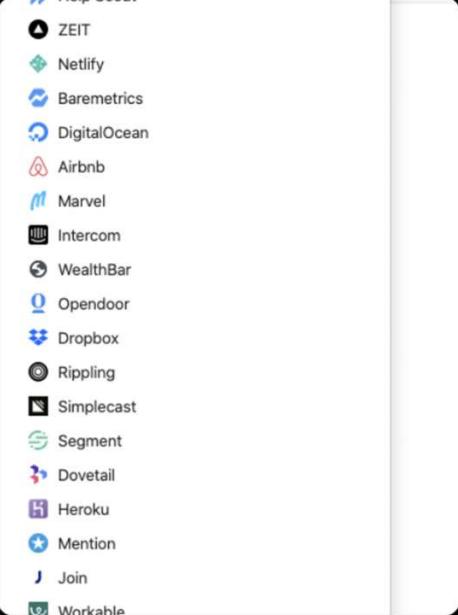
Steal design ideas! (*But be careful..*)

 Steve Schoger   @steveschoger · Jan 10, 2020 ...

When designing an app, I find it really helpful to have a few reference examples to help validate UI/UX pattern ideas.

Here are a few of my favourites that I have bookmarked.

Any other apps I should check out?



Help Scout
 ZEIT
 Netlify
 Baremetrics
 DigitalOcean
 Airbnb
 Marvel
 Intercom
 WealthBar
 Opendoor
 Dropbox
 Rippling
 Simplecast
 Segment
 Dovetail
 Heroku
 Mention
 Join
 Workable

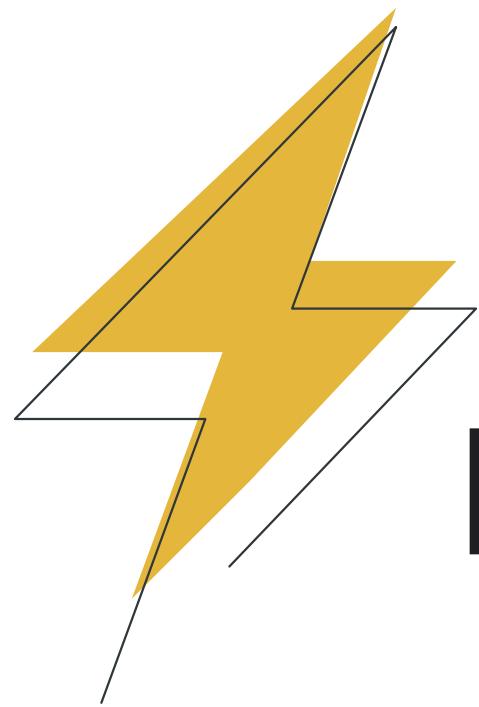
91 469 3.6K   

Similar Sites and Problems

[Sentry.io](#)
[Port.io](#)
 [Add your own sites]

The UX Industry

[UX Collective](#)
[UX Planet](#)
[Awwwards](#)



Energizer

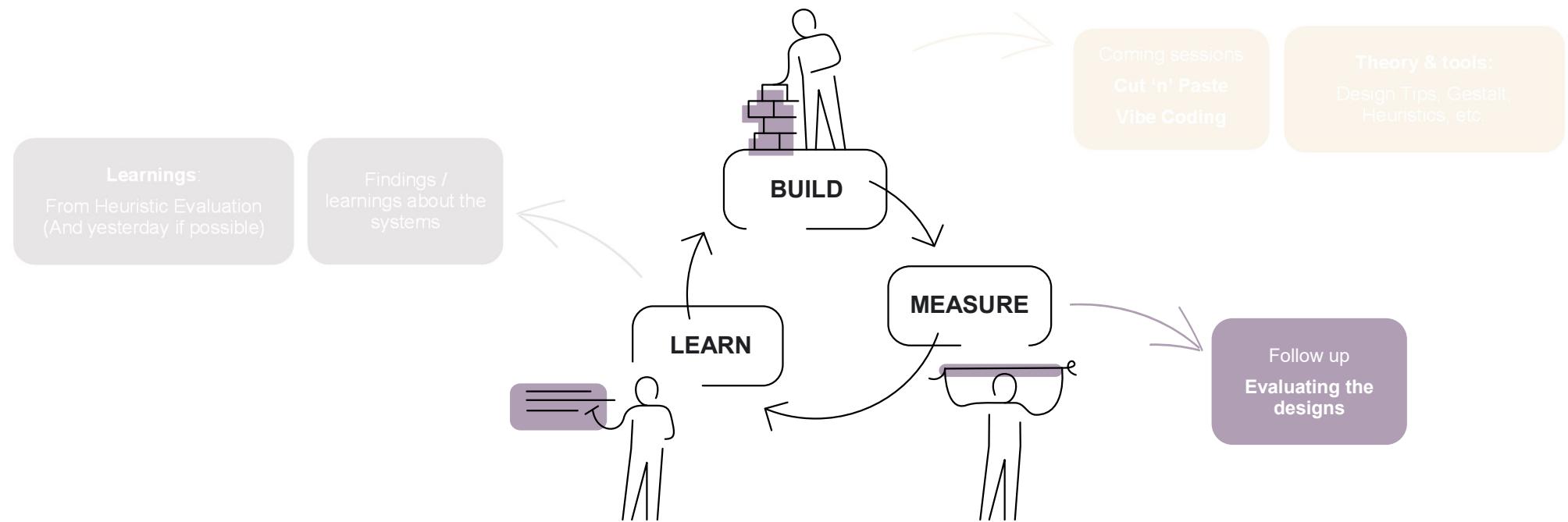


BOOTCAMP

Rapid prototyping

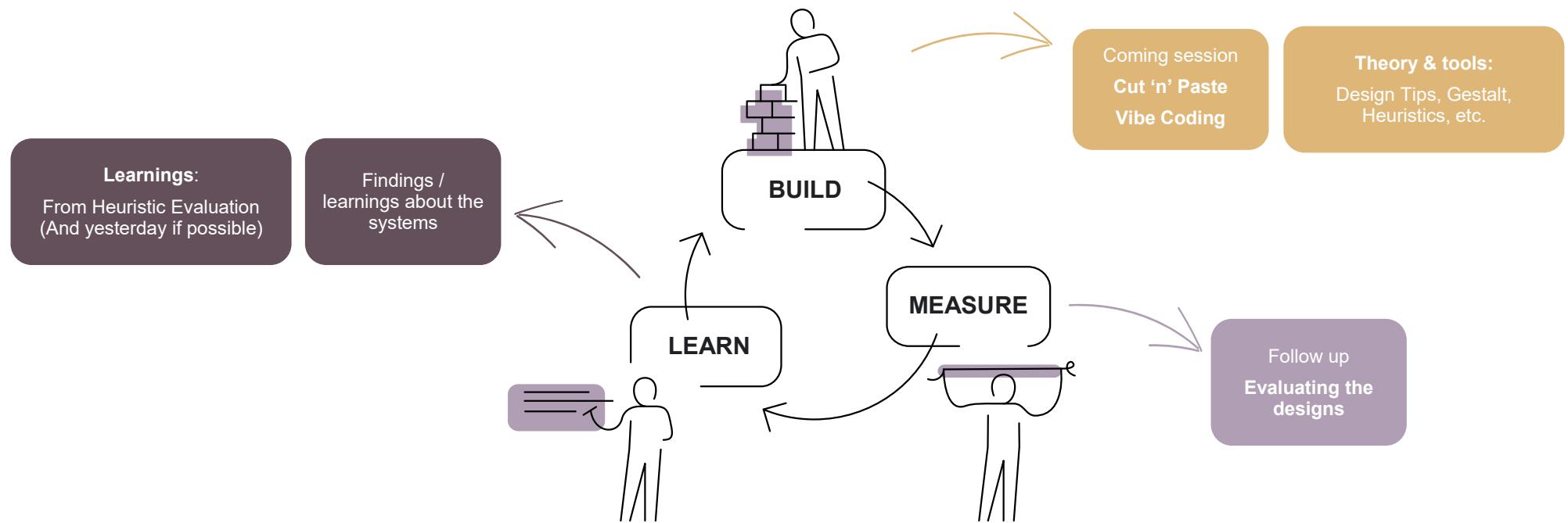
The bootcamp concept

The time has come to combine all the new theory and tools, with the new findings and learnings about your systems - **To try and ideate and create potential solutions**



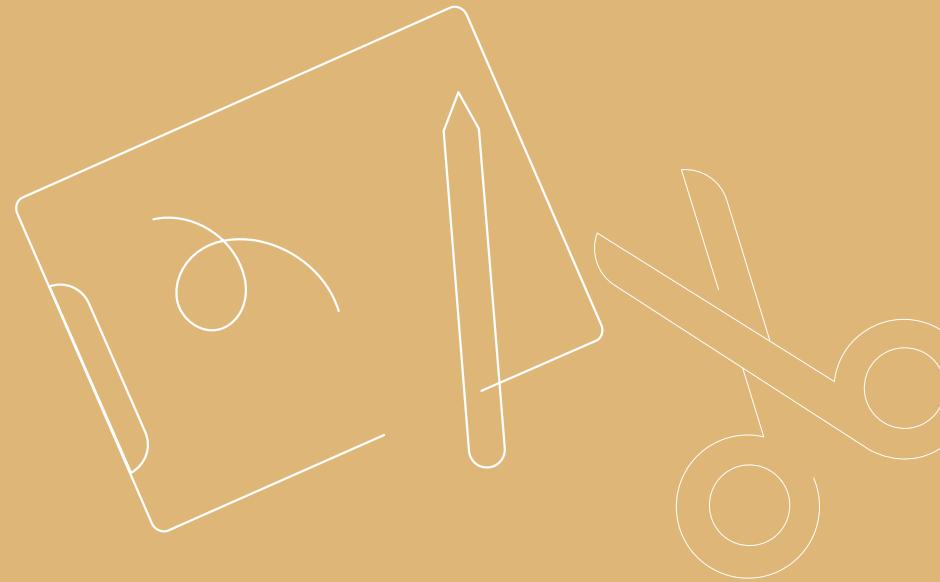
The bootcamp concept

The time has come to combine all the new theory and tools, with the new findings and learnings about your systems - **To try and ideate and create potential solutions**



We'll do this through 2 sessions with 2 different variations of “Rapid Prototyping”.

The first variation is analogue, with sketching



Variation 1

– Cut ‘n’ paste (analogue)

→ **What is going to happen**

01

**Problem
definition**

**Use your findings to
guide the design**

Use sketching and allow
yourself to be creative
and also create
completely new
components or designs

02

**Solution Cut
'n' Paste**

**Cut, draw and rethink
in low fidelity**

Take the preprinted GUIs
as your starting point

Use sketching and allow
yourself to be creative
and also create
completely new
components or designs

03

**Design
presentation**

To guide the design

Which of your
findings/learnings can be
related to this?

Which of the Heuristics
comes in to play and
should be considered?

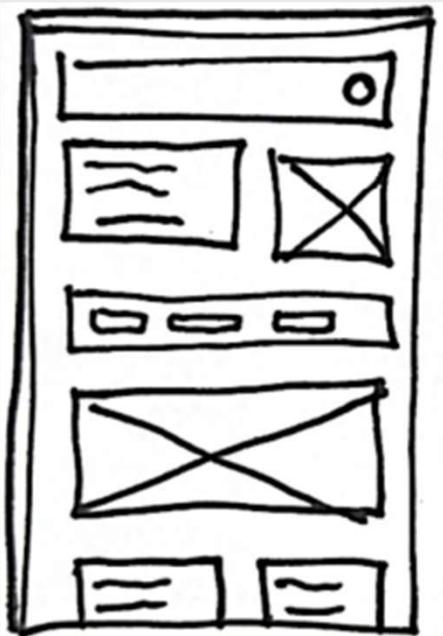
Which Design tips
categories can you use?

Deliverable

IDENTIFIED PROBLEM

The users struggle to...

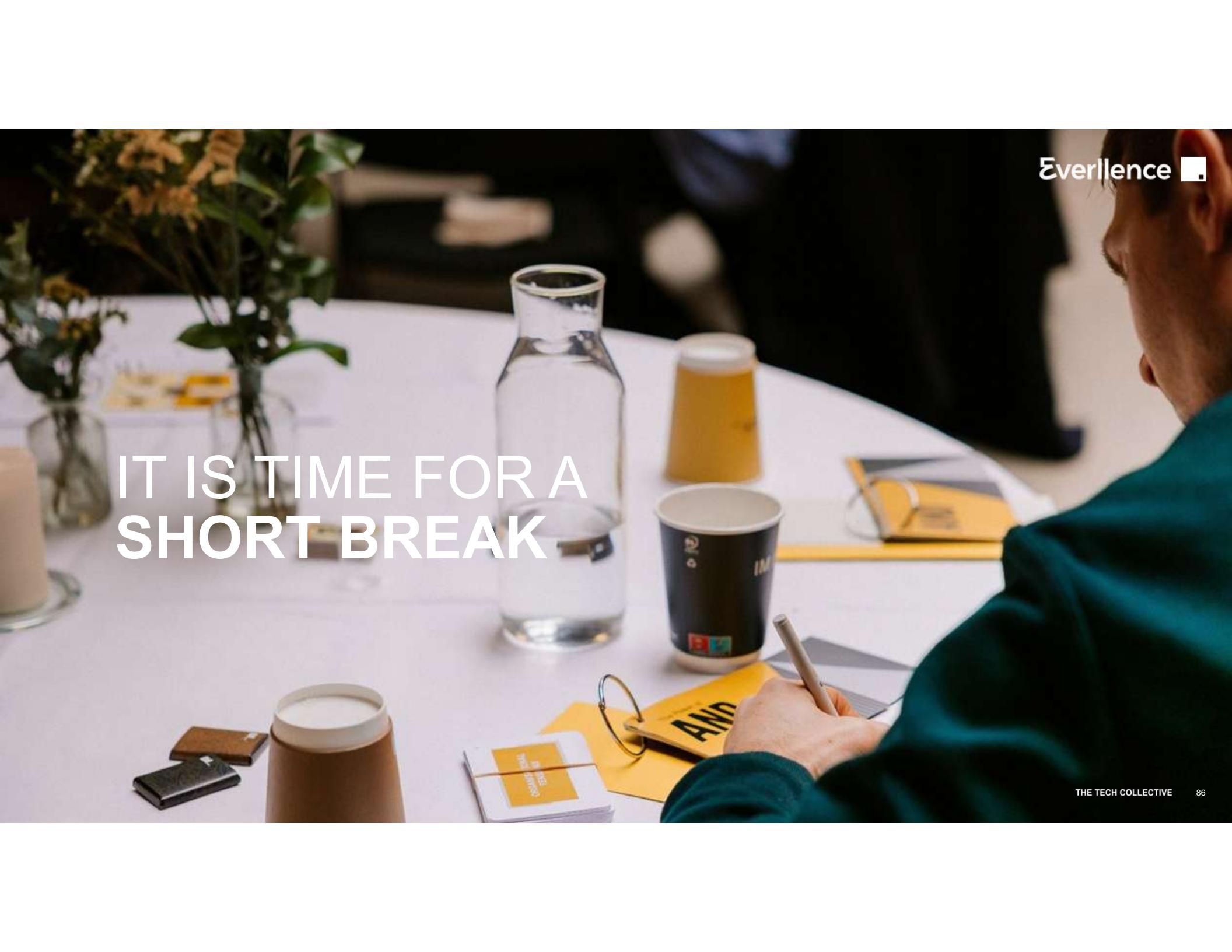
PROPOSED SOLUTION



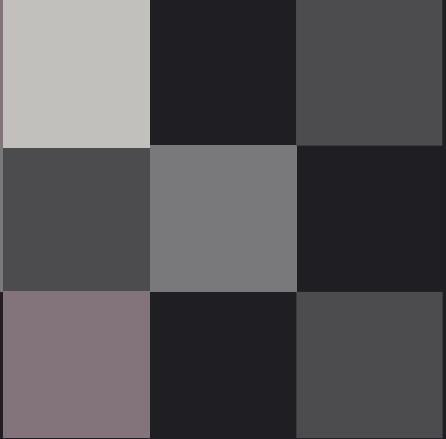
Description...



Cut ‘n’ Paste presentation

A photograph showing a person from the side, wearing a green sweater, sitting at a white table. They are holding a pen and writing in a yellow notebook with the letters "AMA" visible on the page. On the table in front of them are several items: a clear glass bottle of water, a yellow cup filled with a light-colored liquid (possibly beer or juice), a dark blue paper cup with a logo, a small stack of cards, a pair of glasses, and two small chocolate bars. A bouquet of flowers is also on the table. The background is blurred, suggesting an indoor event setting.

IT IS TIME FOR A
SHORT BREAK



SaaS Vibes

- A Short story



leo ✅ @leojr94_ · 15. mar.

my saas was built with Cursor, zero hand written code

...

AI is no longer just an assistant, it's also the builder

Now, you can continue to whine about it or start building.

P.S. Yes, people pay for it

80

44

613

98 t

↑ ↓



leo

@leojr94_



...

guys, i'm under attack

ever since I started to share how I built my SaaS using Cursor

random thing are happening, maxed out usage on api keys, people bypassing the subscription, creating random shit on db

as you know, I'm not technical so this is taking me longer than usual to figure out

for now, I will stop sharing what I do publicly on X

there are just some weird ppl out there

2:34 PM · Mar 17, 2025 · 372.5K Views



leo ✅ @leojr94_ · 20. mar.

i'm shutting down my app 😞

...

Cursor just keeps breaking other parts of the code

you guys were right, I shouldn't have deployed unsecured code to production

I'll just rebuild it with Bubble, a more user friendly and secure platform for non techies like me

I appreciate everyone

[Vis mere](#)

574

471

4 t

938 t

↑



Variation 2

– Vibe Coding (digital)

A white rounded rectangle containing binary code. The code consists of two rows of digits: '1010' on the top row and '0110' on the bottom row, both rendered in a light gray font.

Digital and AI-enabled Vibe coding

Everllence ■

A very new and modern approach. It can be a **good creative partner**, or a **source of inspiration**.

Usage example: Aggregate and summarize all your findings and ask it to find common solutions to these problems.

Mid-stage/ high fidelity

Gen-AI Is useful for creating **quick and interactive mock-ups** of the potential solutions or detailed components, when you have an overall description and idea for the desired solution.

Can create a lot of *boilerplate* and “*low hanging fruit*”-UI.

Figma Make



Be mindful, about your AI-generated content, before you put it into production!

→ **What is going to happen**

01

**Gather
findings**

Gather your findings from both Think Aloud, Card Sorting, Heuristic Evaluation, and feedback from sketching and use for the prompt

02

**Prepare
Prompt**

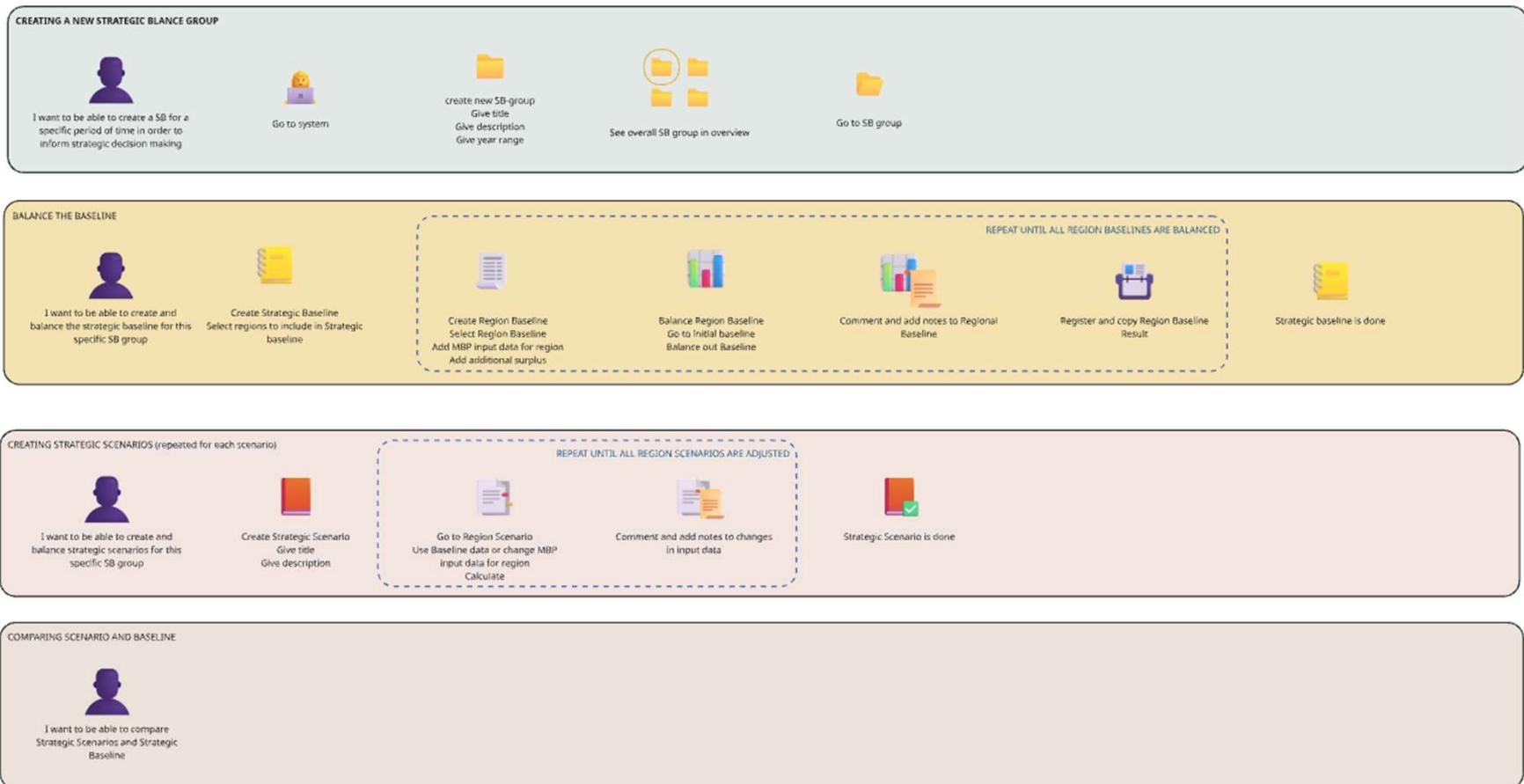
Find inspiration in the prompt guide

03

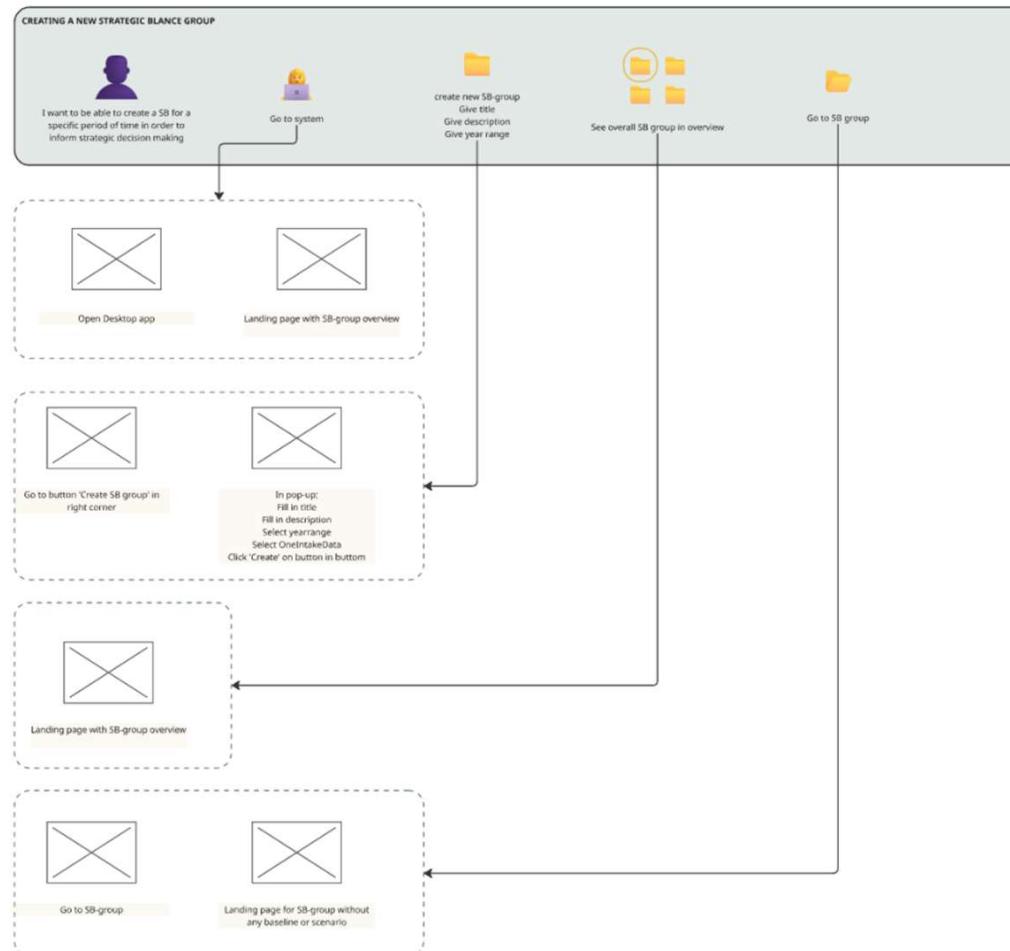
**Play with
Figma Make**

Use your prompt in Figma Make and create a higher fidelity prototype with the tool

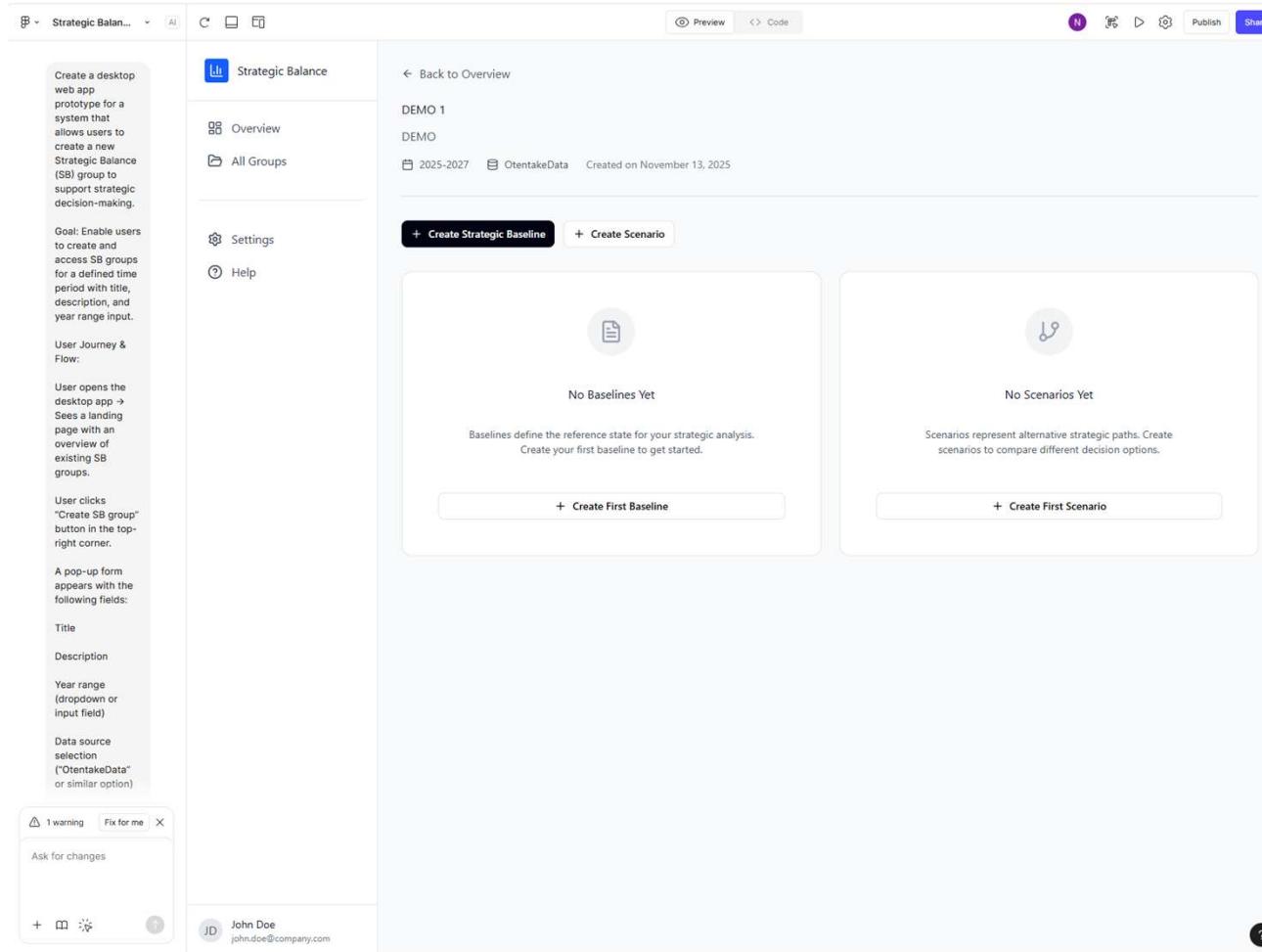
Prompting Figma Make – an example



Prompting Figma Make – an example



Prompting Figma Make – an example



The screenshot shows a Figma Make interface for a desktop application named "Strategic Balance".

Left Sidebar:

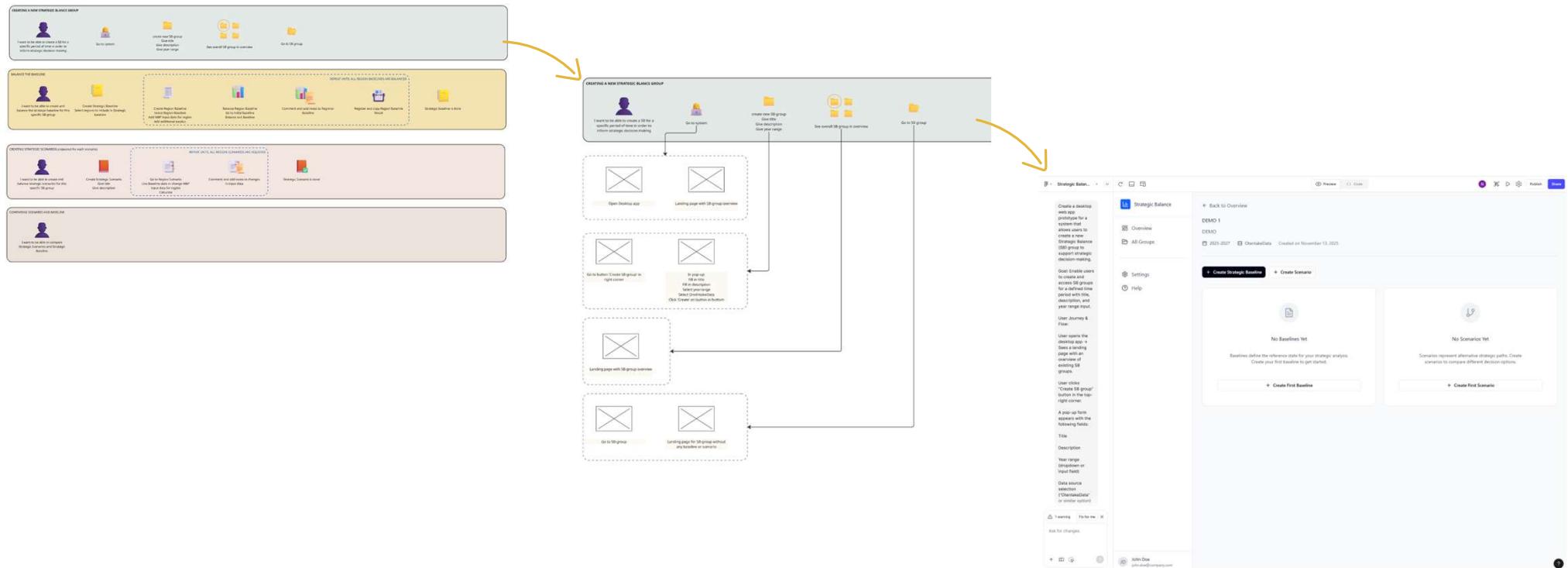
- Create a desktop web app**: Prototype for a system that allows users to create a new Strategic Balance (SB) group to support strategic decision-making.
- Goal:** Enable users to create and access SB groups for a defined time period with title, description, and year range input.
- User Journey & Flow:**
 - User opens the desktop app → Sees a landing page with an overview of existing SB groups.
 - User clicks "Create SB group" button in the top-right corner.
 - A pop-up form appears with the following fields:
 - Title
 - Description
 - Year range (dropdown or input field)
 - Data source selection ("OtentakeData" or similar option)

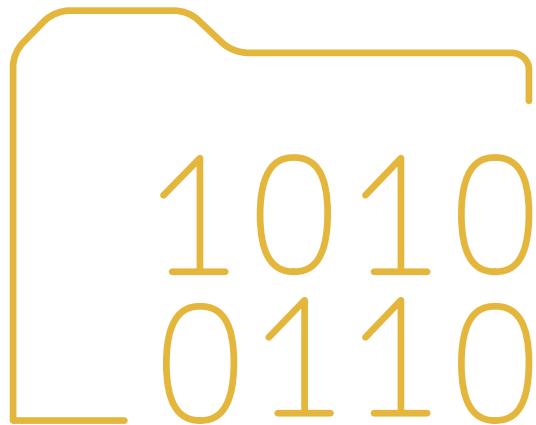
Right Main Area:

- Strategic Balance**: Overview section showing DEMO 1, DEMO, and a creation date of November 13, 2025.
- Buttons:** + Create Strategic Baseline, + Create Scenario.
- No Baselines Yet**: A callout box explaining baselines and how to create one.
- No Scenarios Yet**: A callout box explaining scenarios and how to create one.
- Bottom Navigation:** Preview, Code, Share, and other icons.
- Bottom Footer:** 1 warning, Fix for me, Ask for changes, and user info (John Doe, john.doe@company.com).

Prompting Figma Make – an example

Everllence ■





1010
0110

Vibe coding reflection

Let's revisit the
expectations

Evaluation



THANK YOU



Mathias Nikolaj Nielsen
mnin@thetechcollective.eu



Nanna Lundbæk Sørensen
nals@thetechcollective.eu