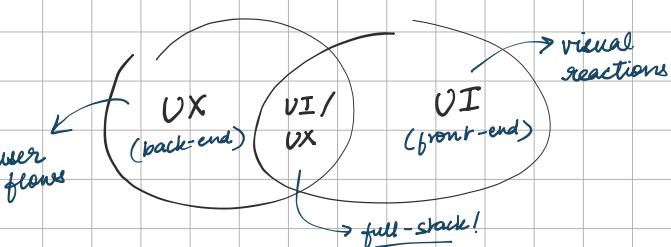


UX DESIGN

prioritising user's needs

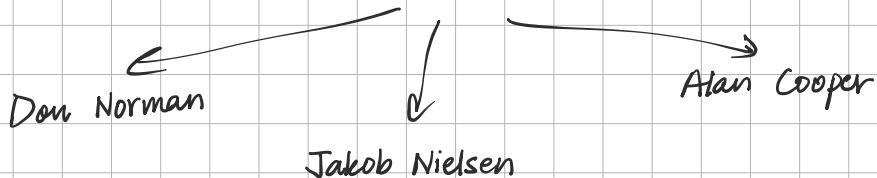
Q. What is UX Design?

usable
accessible



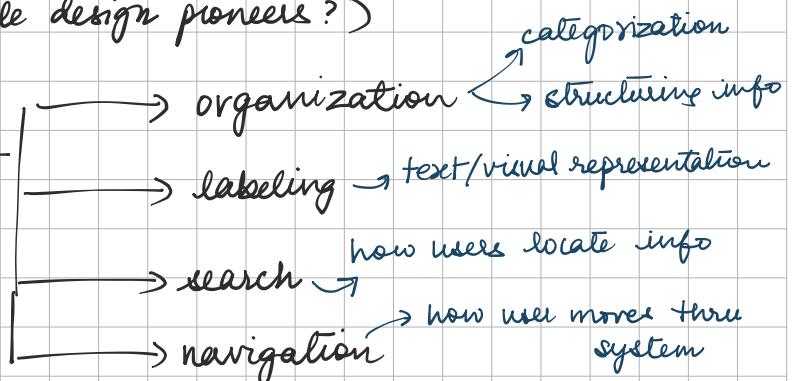
* 1980s: Macintosh → 1st user-friendly graphical interface

UX Design Lineage

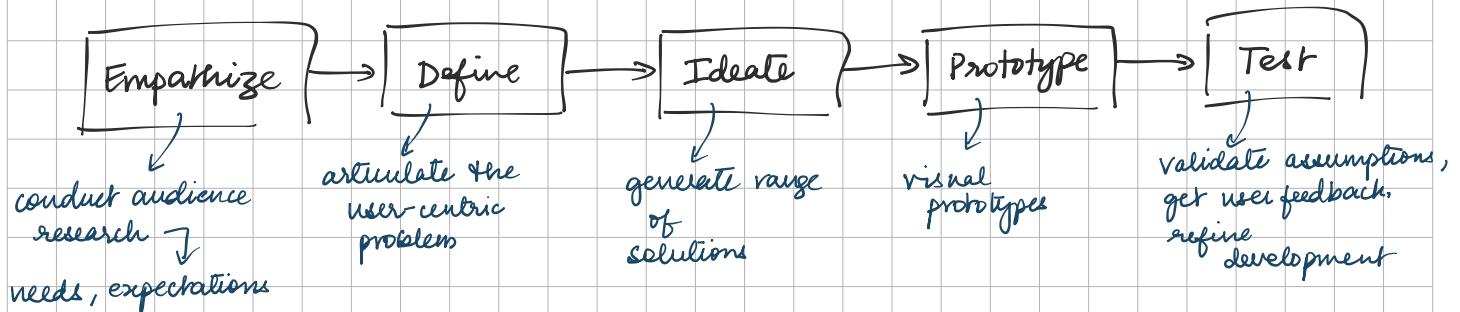


(NTS: Female design pioneers?)

Information Architecture



★ ★ The "Design Thinking Process"



UX DESIGN PRINCIPLES

→ by Peter Morville, Father of IA

* The UX Honeycomb

↳ 7 principles :

1. usefulness
2. usability
3. desirability
4. findability
5. accessibility
6. credibility
7. value-impact

"what purpose does this serve?"

(1) Usefulness →

↳ prioritise essential features

↳ meet user needs + solve problems effectively

* progressive disclosure

↳ gradually introduce complex functionalities

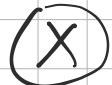
↳ prevents users from getting overwhelmed

(2) Usability

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③ Desirability

- ↳ Make the product fun + engaging
- ↳ pleasant user interactions, positive emotions

④ Findability

- ↳ intuitive navigation
- ↳ maintaining clear hierarchy
- ↳ consistency in design → clear organization

⑤ Accessibility

- ↳ "inclusive design"
- ↳ mindful design of content for ppl w diff abilities & needs

⑥ Credibility

- ↳ building trust w your audience
- ↳ highlighting transparency & expertise

⑦ Value-Impact

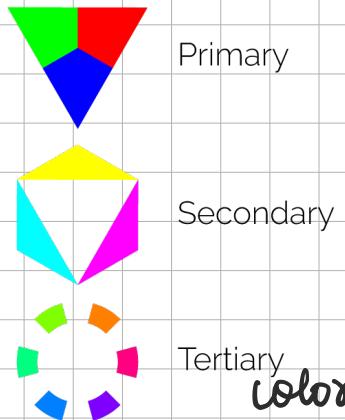
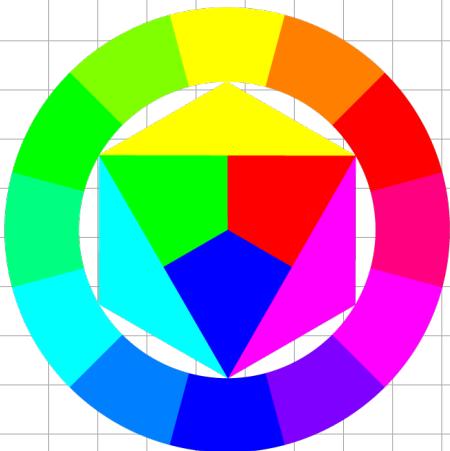
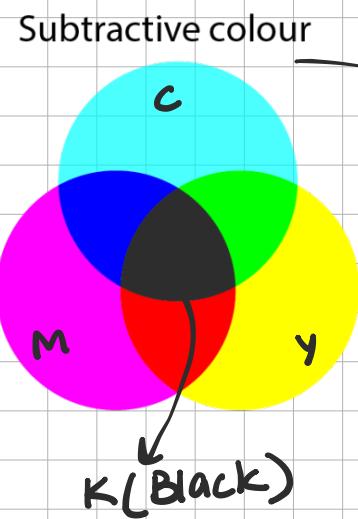
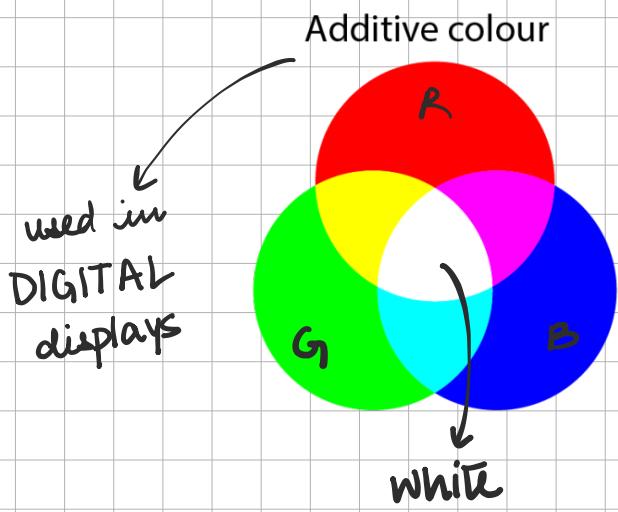
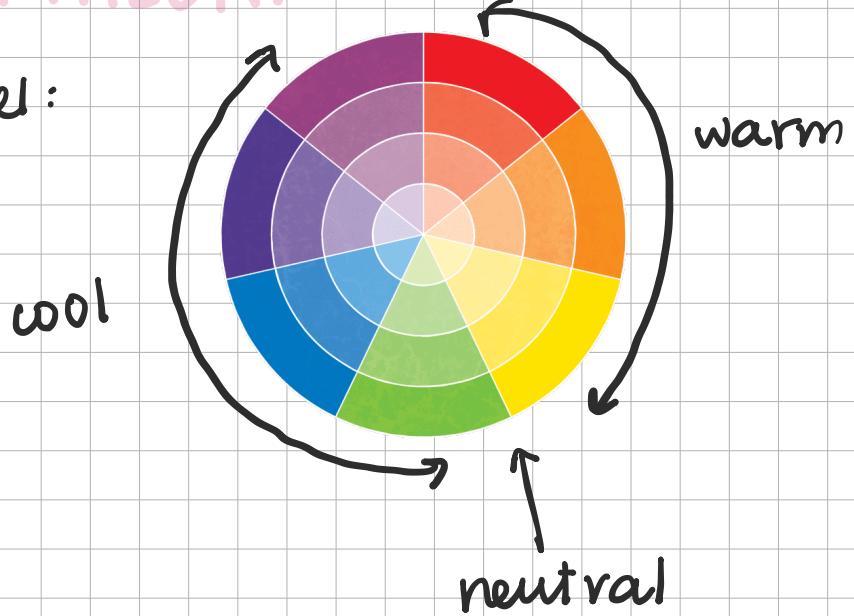
$$\hookrightarrow \boxed{\text{users}} \geq \boxed{\text{businesses}}$$

ALWAYS!!

- ↳ prioritize user needs while also letting profits in

COLOR THEORY

color wheel :



$$\text{prim} + \text{prim} = \text{sec}$$

$$\text{prim} + \text{sec} = \text{ter.}$$

color notations

RGB
0, 0, 255
(blue)

Hex
00 00 ff
(blue)

TYPOGRAPHY

t y p o g r a p h y

Typeface vs font

the broad name
+ style
("Arial")

the exact
specification used
("Arial, italic, 12pt")

Typefaces

- **Serif** → professional
- **Sans-serif** → good for digital
- **Slab-serif** → advertisements
- **Script** → hard to read
- **Handwritten**
- **Monospaced** → easy to read
- **Display** → experimental

System vs Web fonts

↳ locally saved,
↓ runtime

↳ ↑ variety
↳ CSS-dependent