



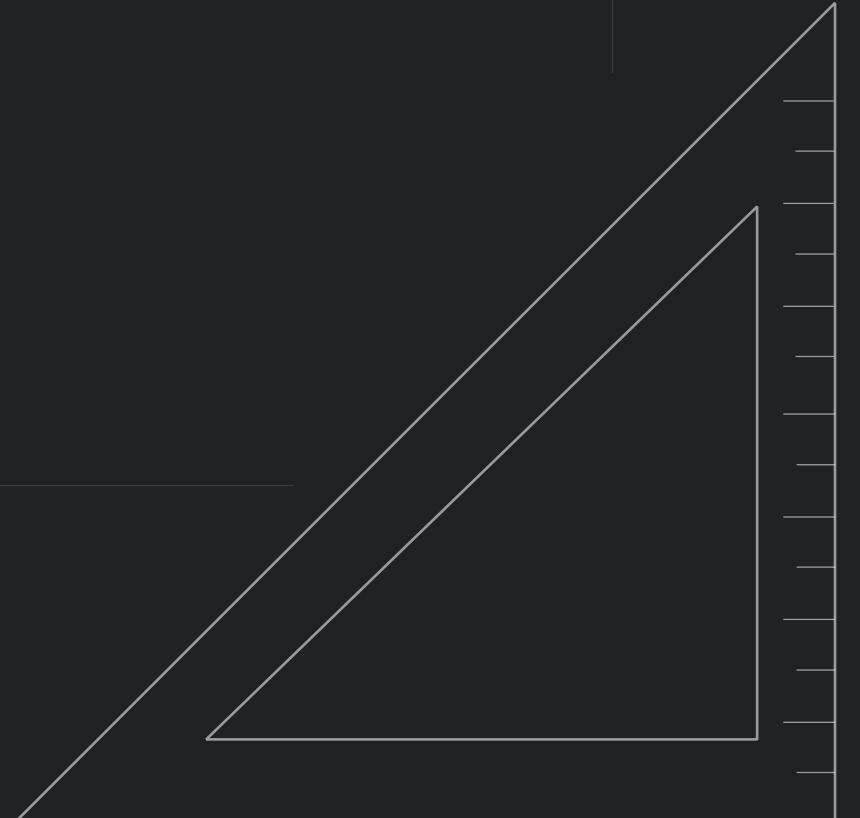
UX/UI Workshop

Ido, Paris, and Jackson

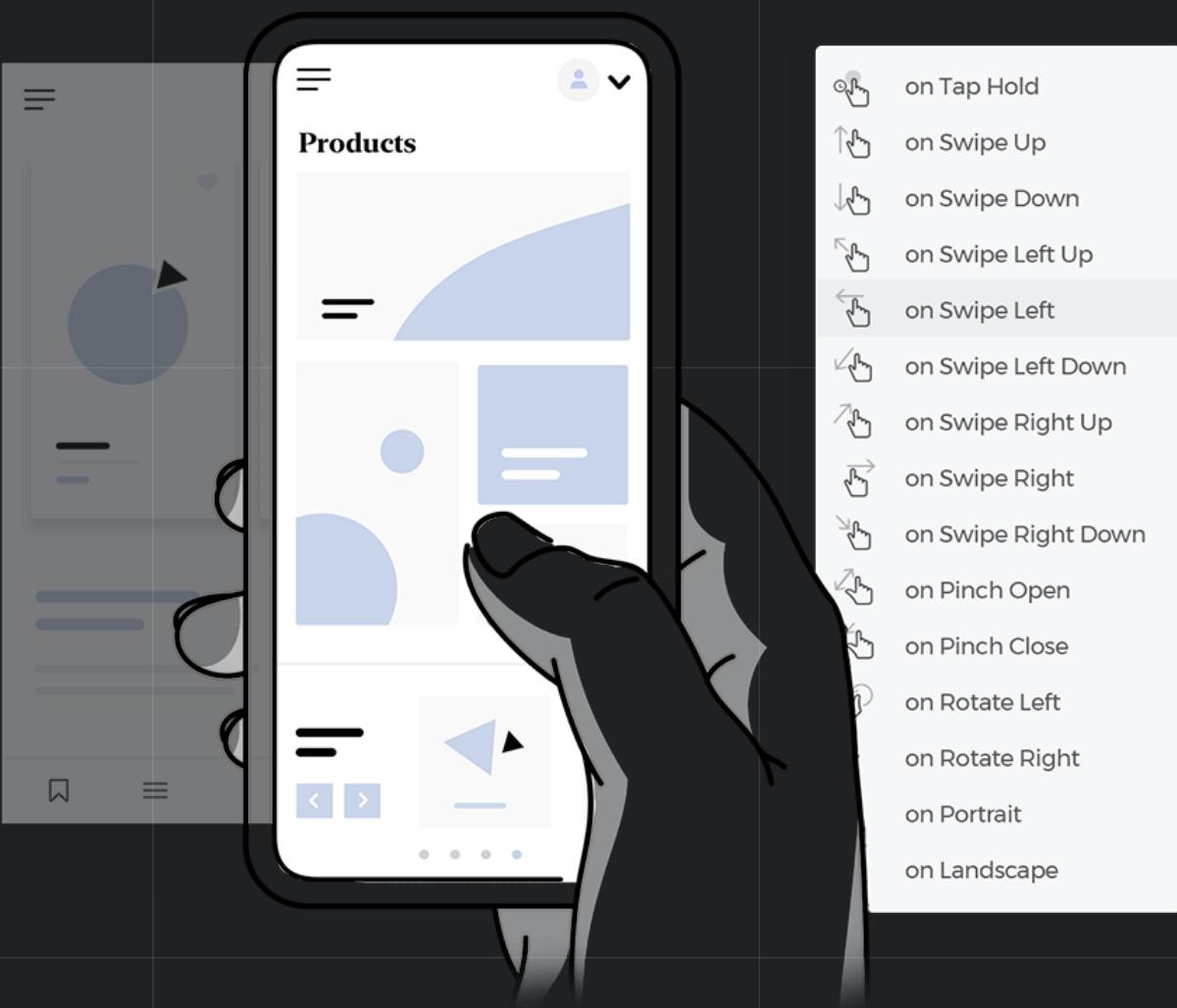


Google Developer Student Clubs

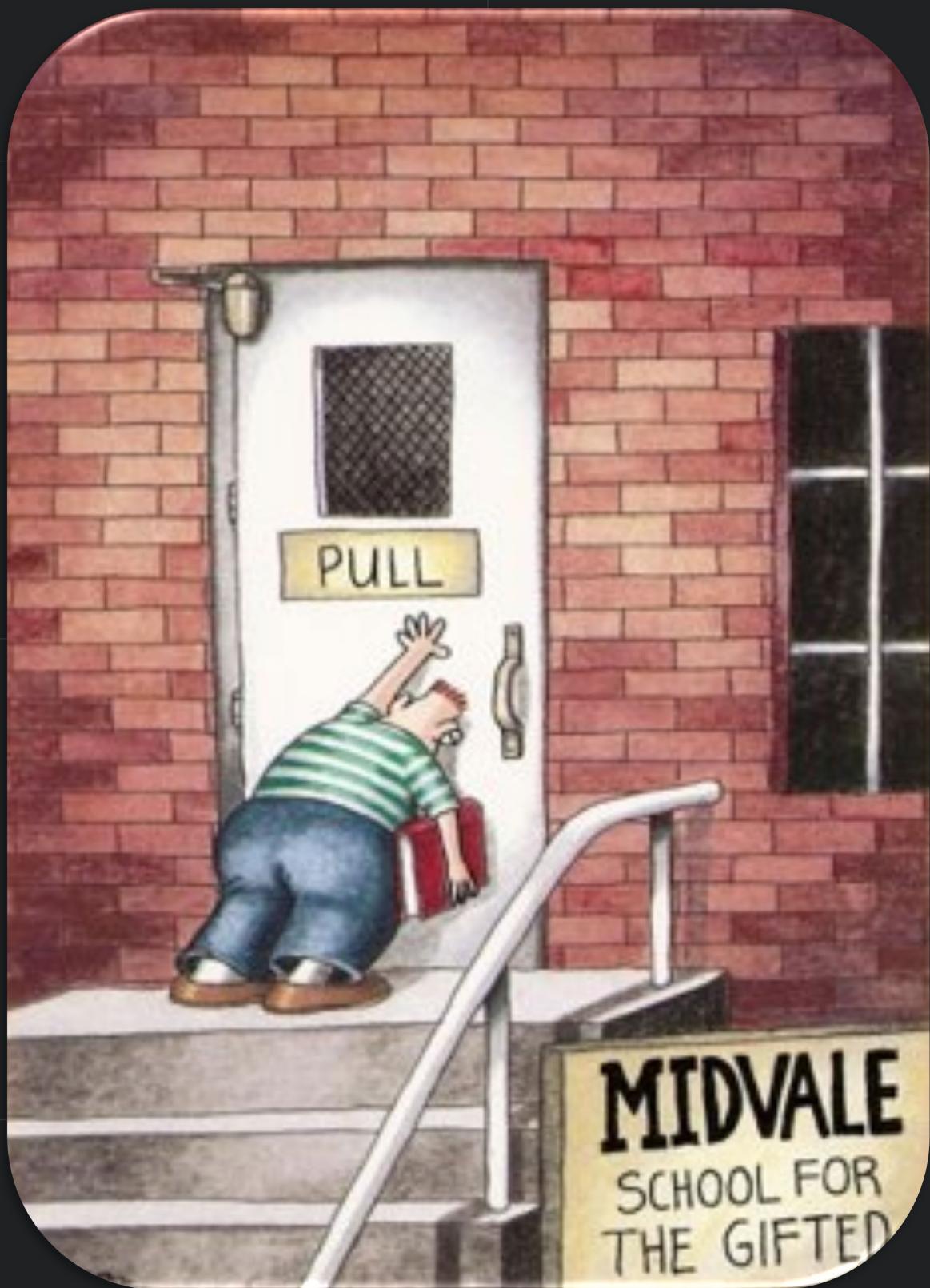
University of Toronto Mississauga



What We'll Cover



- 01** **Introduction: UX vs. UI**
- 02** **Four Pillars of UI**
- 03** **Three Truths of UX**
- 04** **Still Interested? What's Next?**
- 05** **Figma: Practice Your Design Skills**



Have you done
the same?

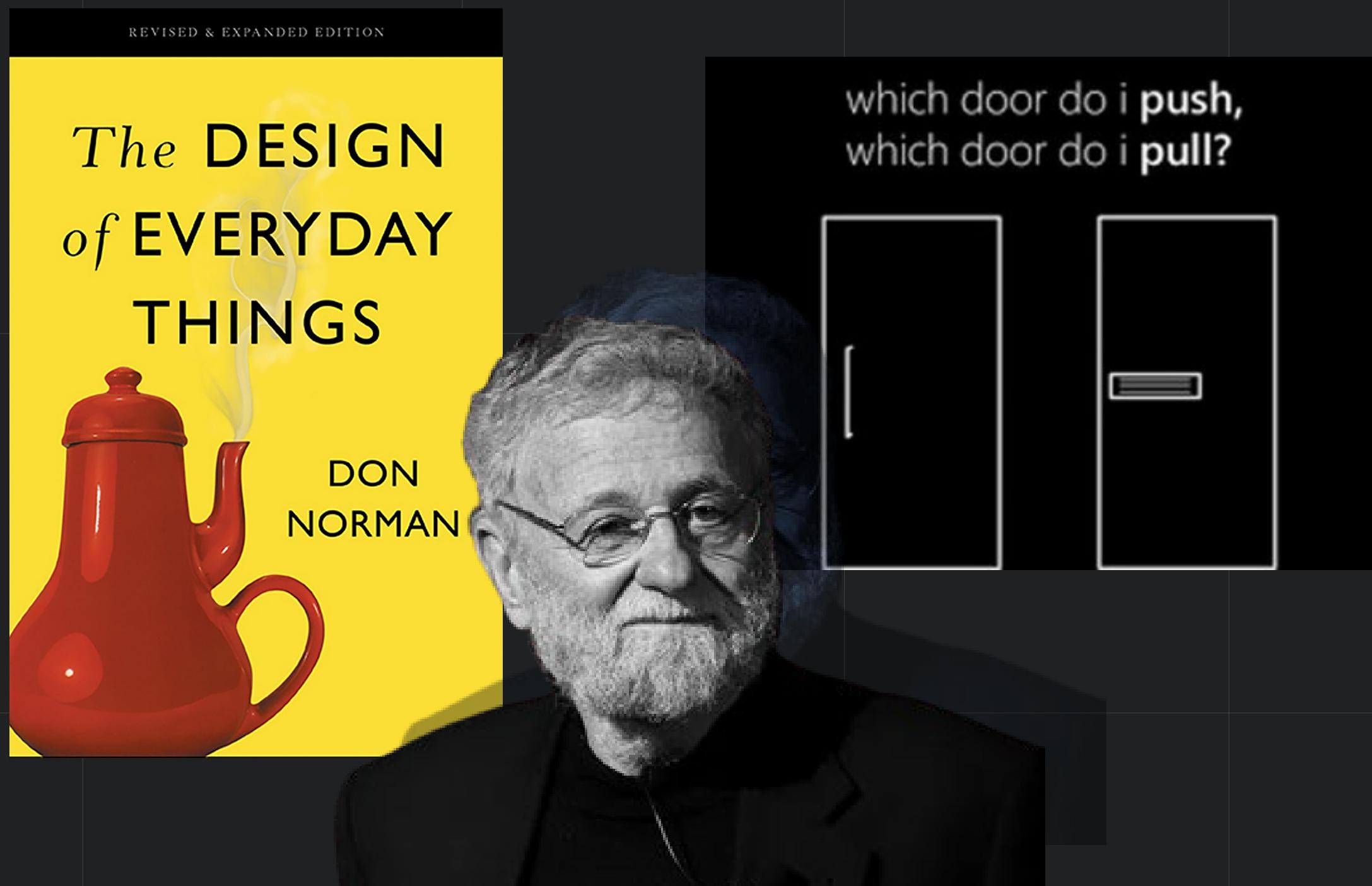
Push or Pull?



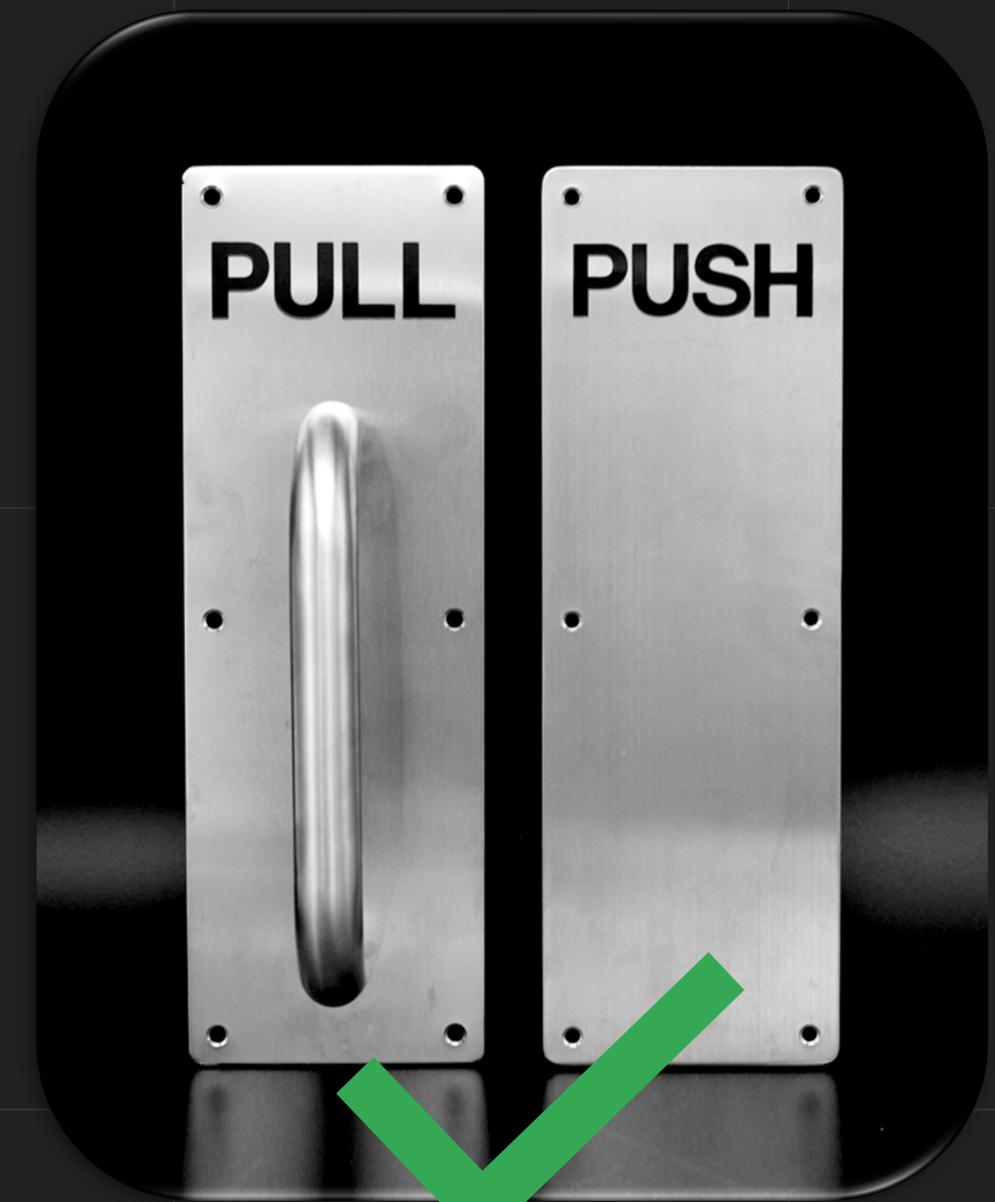
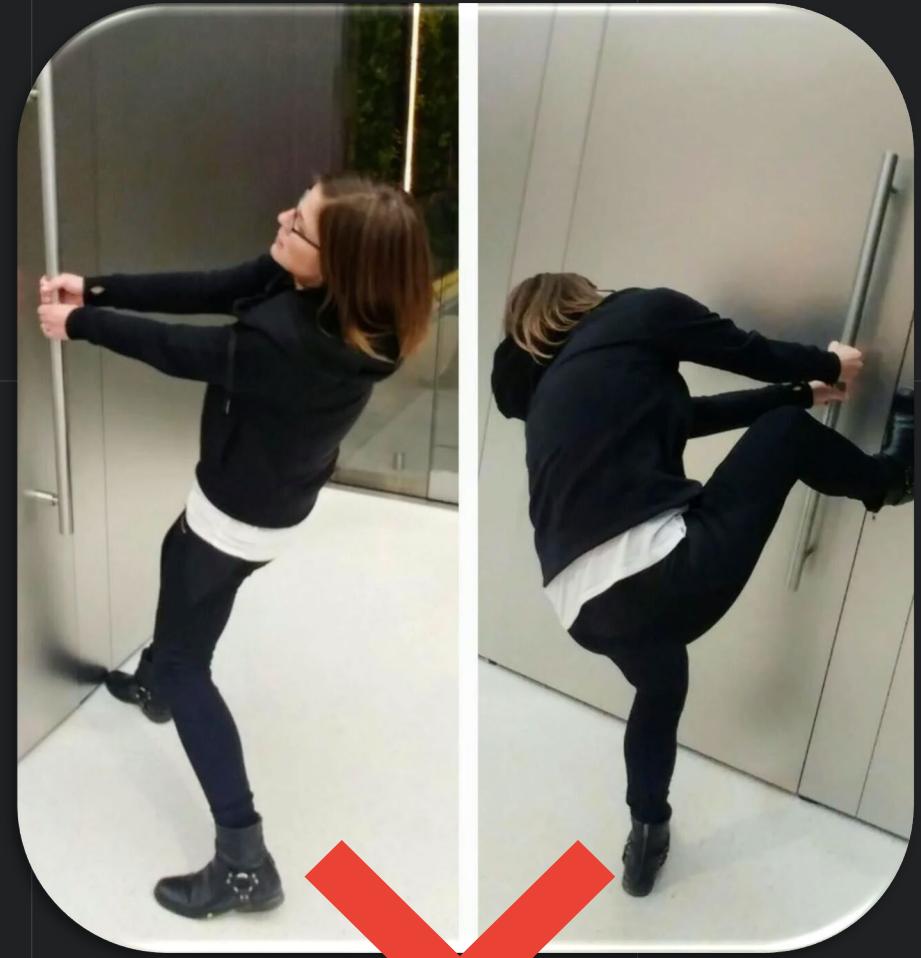
Push!



Norman Door



Norman Door



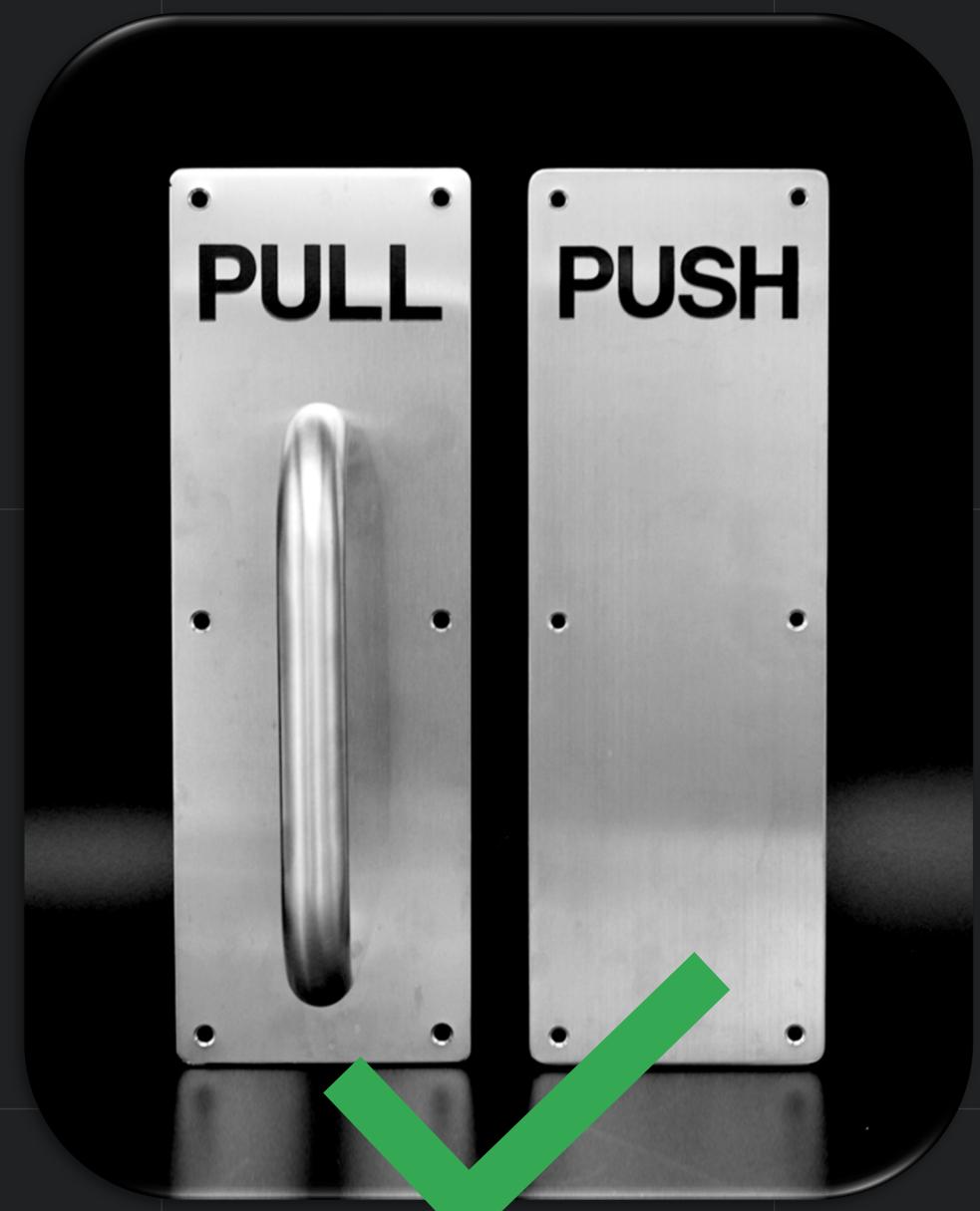
Norman Door

*“An affordance is a **relationship** between the **properties of an object** and the **capabilities of the agent** that determine just how the object could possibly be used.”*



Don Norman

UX researcher, professor, author of
“The Design of Everyday Things”



Good Affordance!

Google

 Bing

What do you say when you
search something?

ECOSIA

yahoo!

yahoo!

Turn Off All Ads

HUMAN RIGHTS

ROBERT F. KENNEDY HUMAN RIGHTS

'Let my kids come home and you stay away from them'

Hilaria Baldwin was caught by paparazzi in New York, following the recent news surrounding her husband.
'Please, go home' »

Valentine's Day gifts for men who 'don't want anything'

Do you need an air fryer? Here's what you need to...

NHL has a growing problem on its hands

Track star suspended from Olympics kicked off plane

She's bedridden and 99. Yet could face charges

Lifestyle Cosmopolitan

Ryan Reynolds Says He And Blake Lively Will Always Be Sorry" For Their Plantation Wedding

Ryan Reynolds opened up in detail for the first time about how much he Lively deeply regret their decision to get married at Boone Hall, a former plantation in South...

Block Ads Now

Make Yahoo your homepage

Trending Now

- 1. Montréal Canadiens
- 2. Vancouver Canucks
- 3. Toronto Hotel
- 4. Buzz Aldrin
- 5. NFL
- 6. Joe Biden
- 7. Mexico All Inclusive
- 8. Purdy
- 9. Eblast
- 10. Brooke Henderson

KUMON | LEARNING CENTRES

ENROLL TODAY

SAVE UP TO \$50

7.4B (2020)

1.19T (2023)

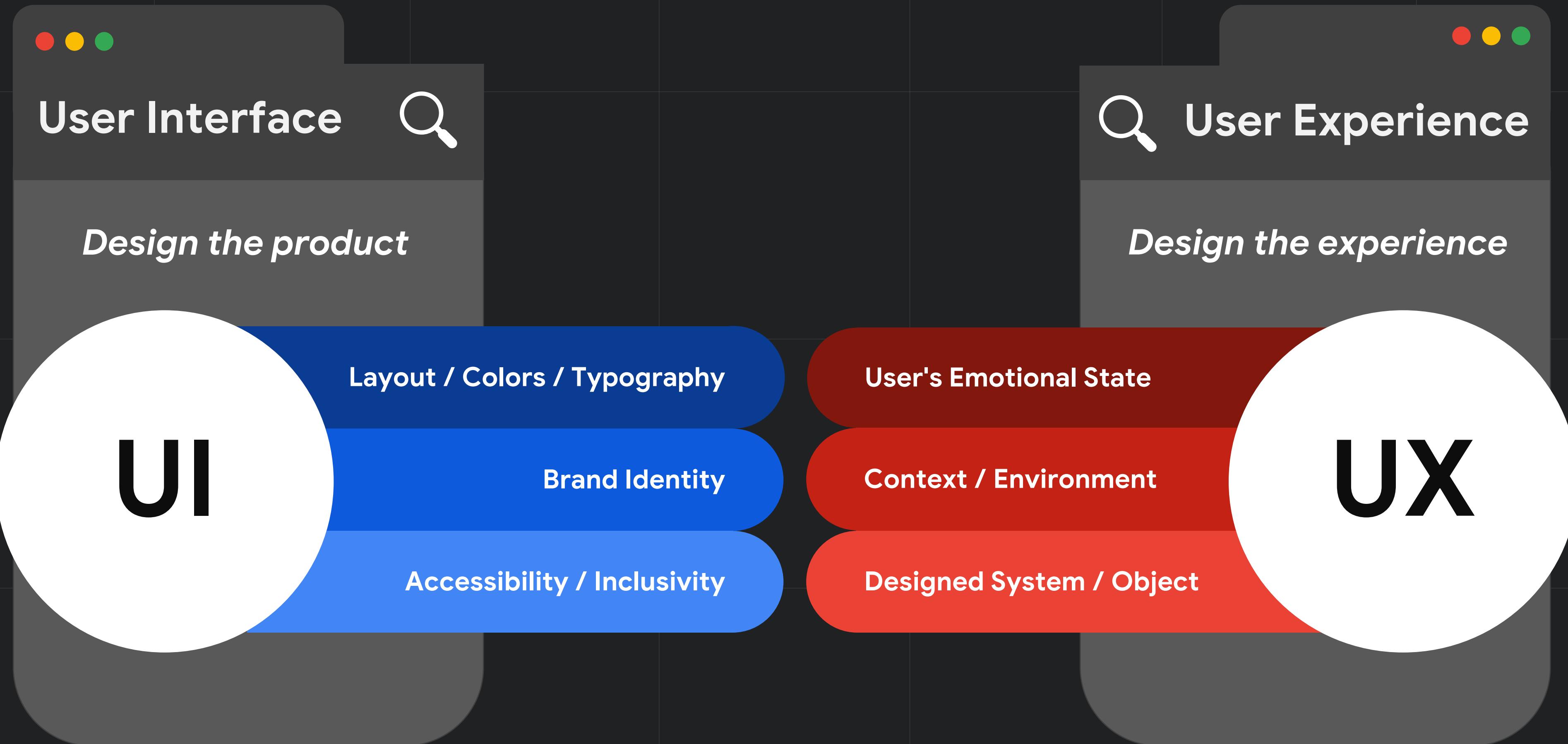
Google

Google Search I'm Feeling Lucky

Google offered in: Français

Google

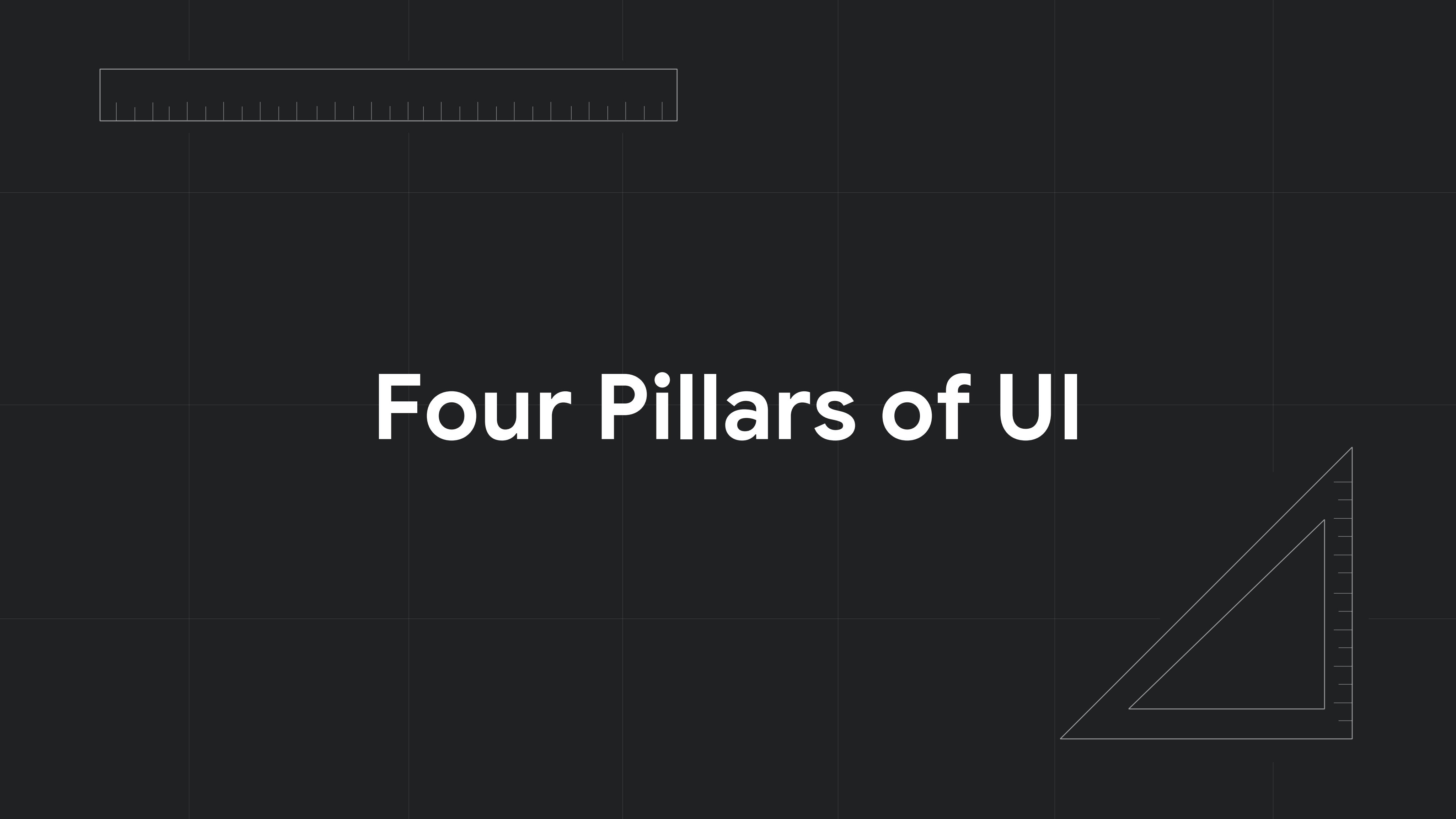
What's the difference?



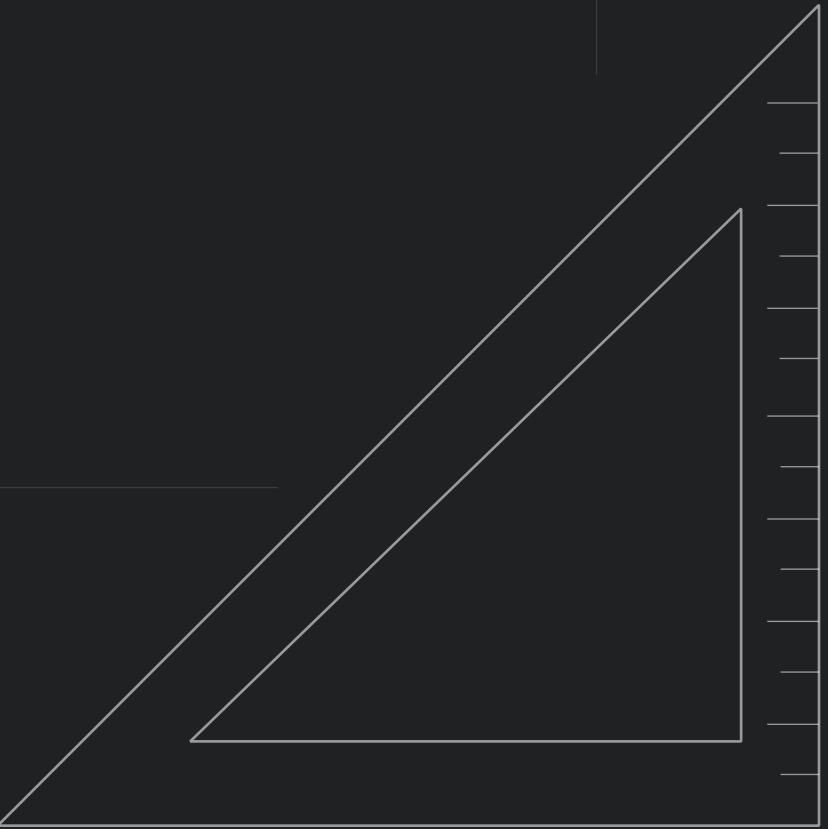
Cake Example

What's the difference?





Four Pillars of UI





The Colour Wheel

Yellow

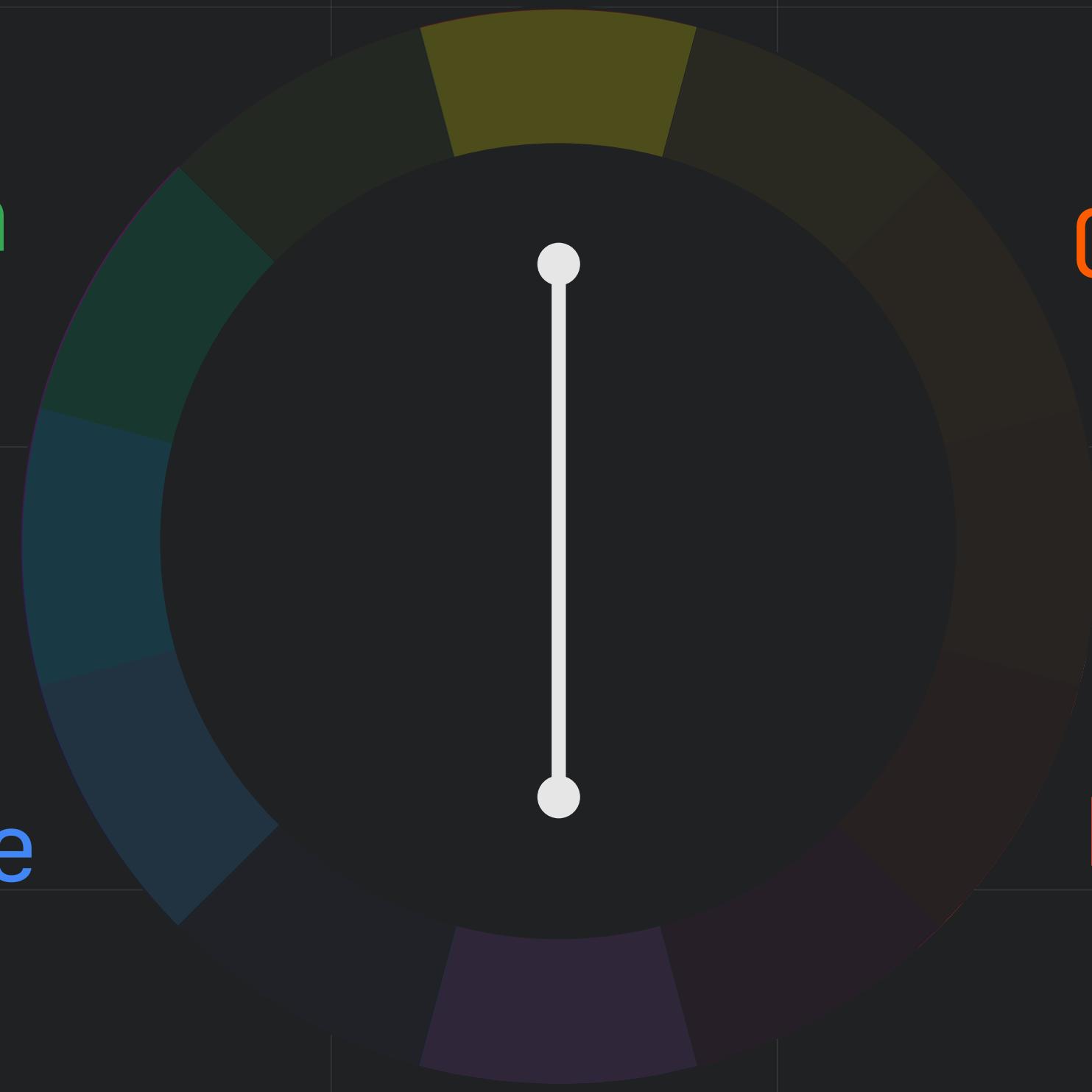
Green

Orange

Blue

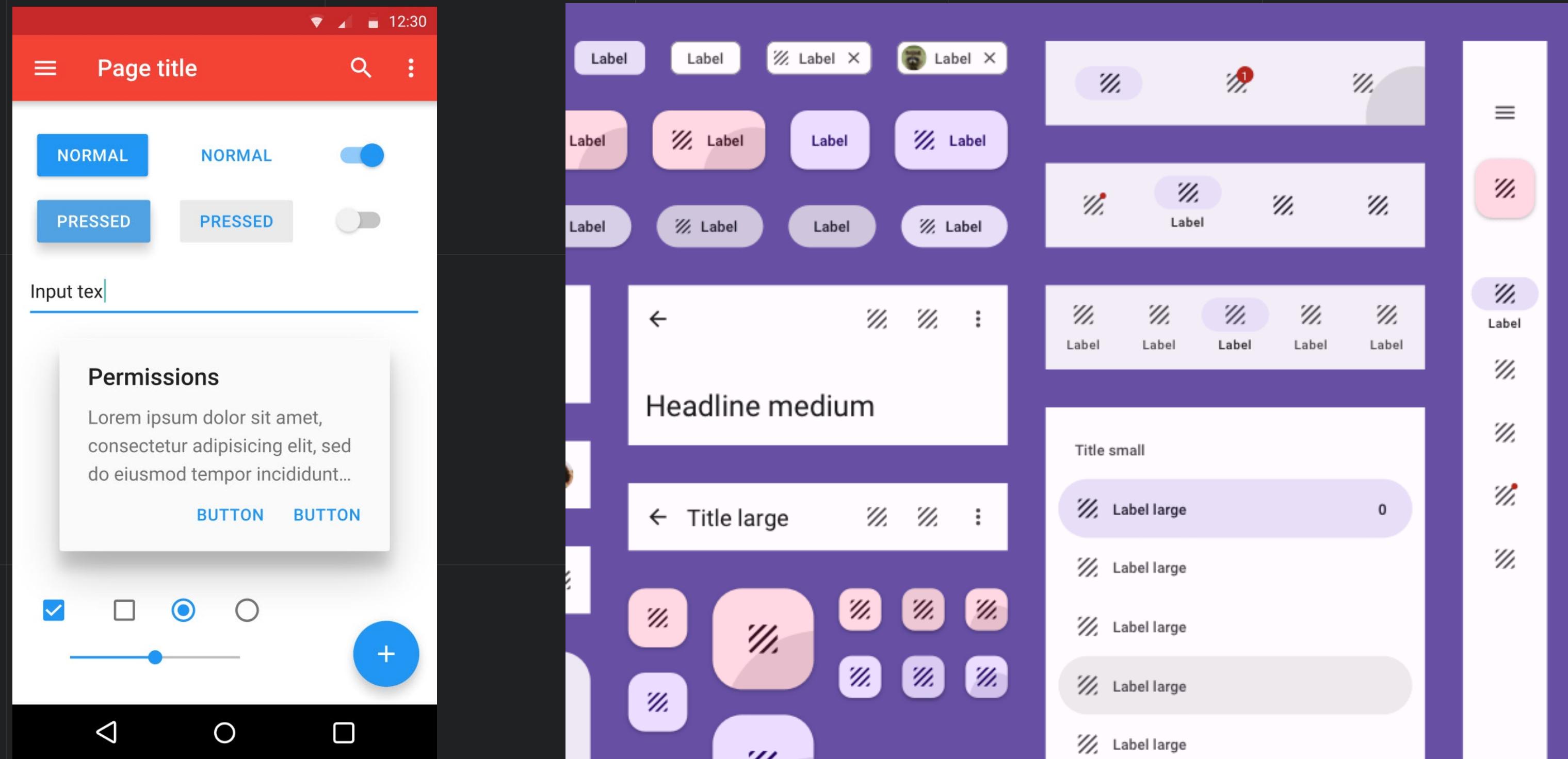
Red

Purple

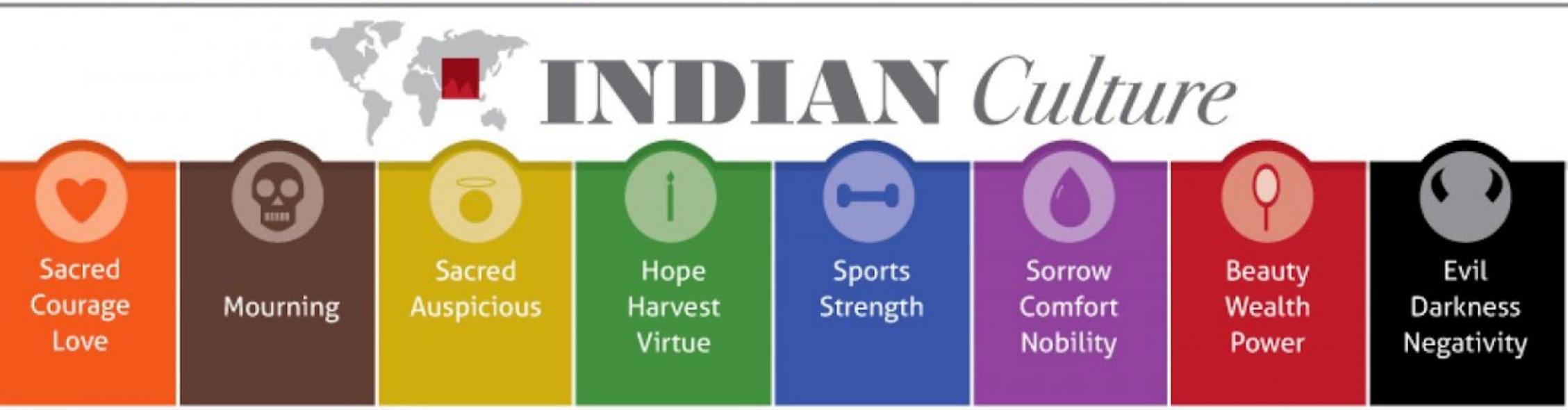
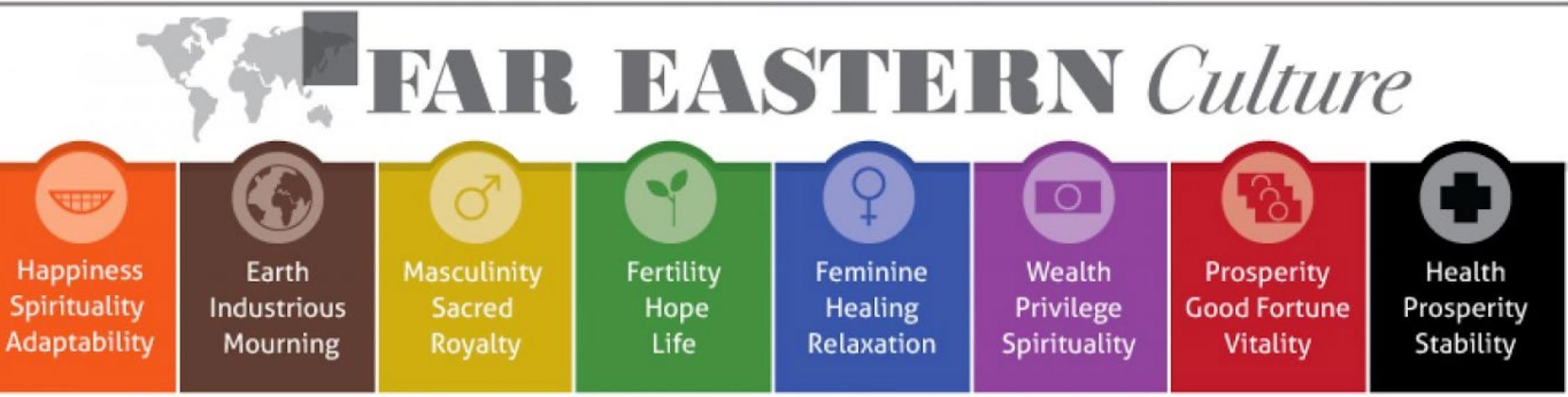
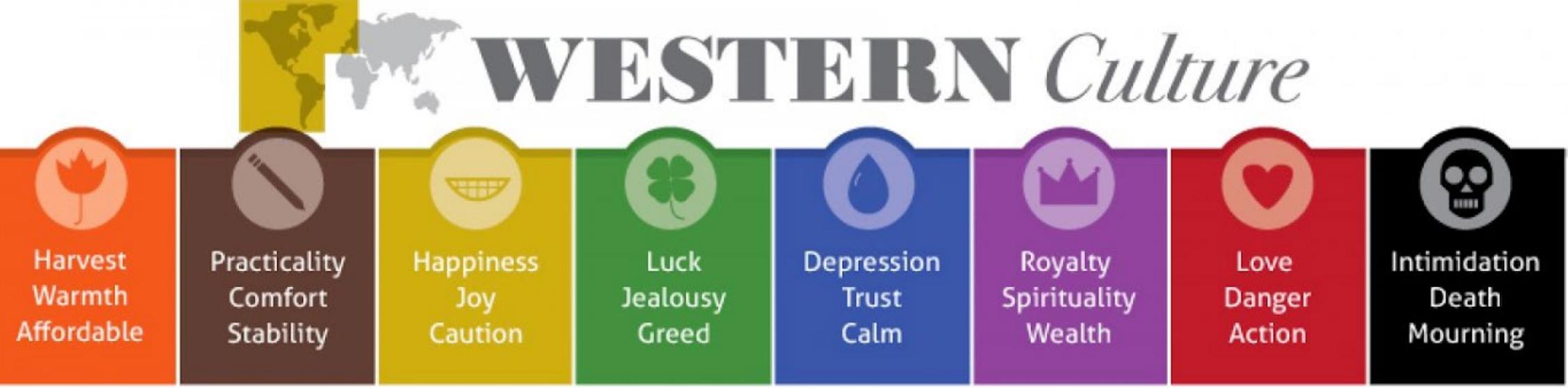


Colours

Picking a colour palette



Colour psychology Consider culture



Typography

Keep it readable

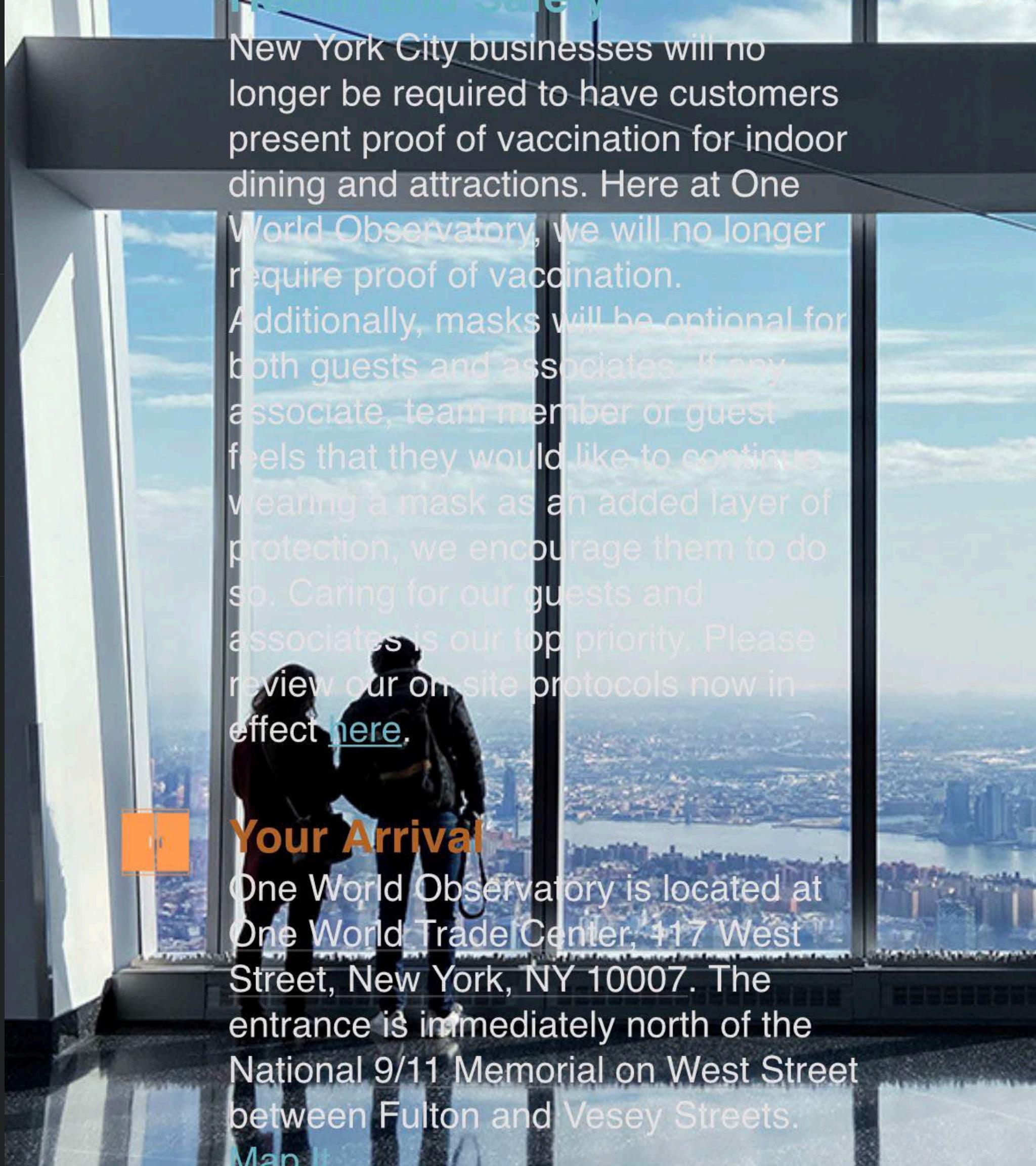
This is ***how things look***
when you use
too **many fonts.**



This is how things look when
you keep it simple.



Colours Readability



New York City businesses will no longer be required to have customers present proof of vaccination for indoor dining and attractions. Here at One World Observatory, we will no longer require proof of vaccination. Additionally, masks will be optional for both guests and associates. If any associate, team member or guest feels that they would like to continue wearing a mask as an added layer of protection, we encourage them to do so. Caring for our guests and associates is our top priority. Please review our on-site protocols now in effect [here](#).

Your Arrival

One World Observatory is located at One World Trade Center, 117 West Street, New York, NY 10007. The entrance is immediately north of the National 9/11 Memorial on West Street between Fulton and Vesey Streets.

[Map It](#)

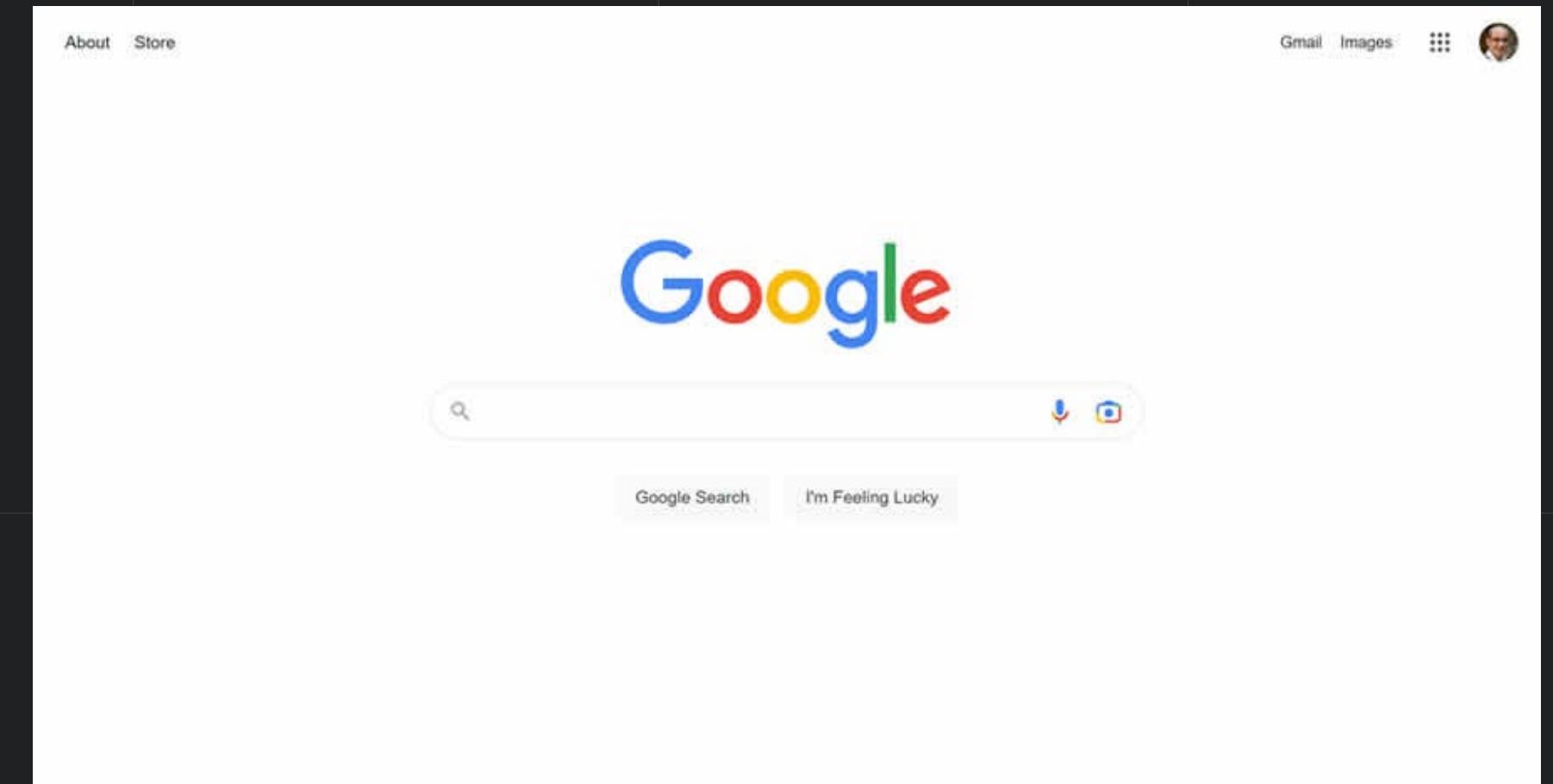
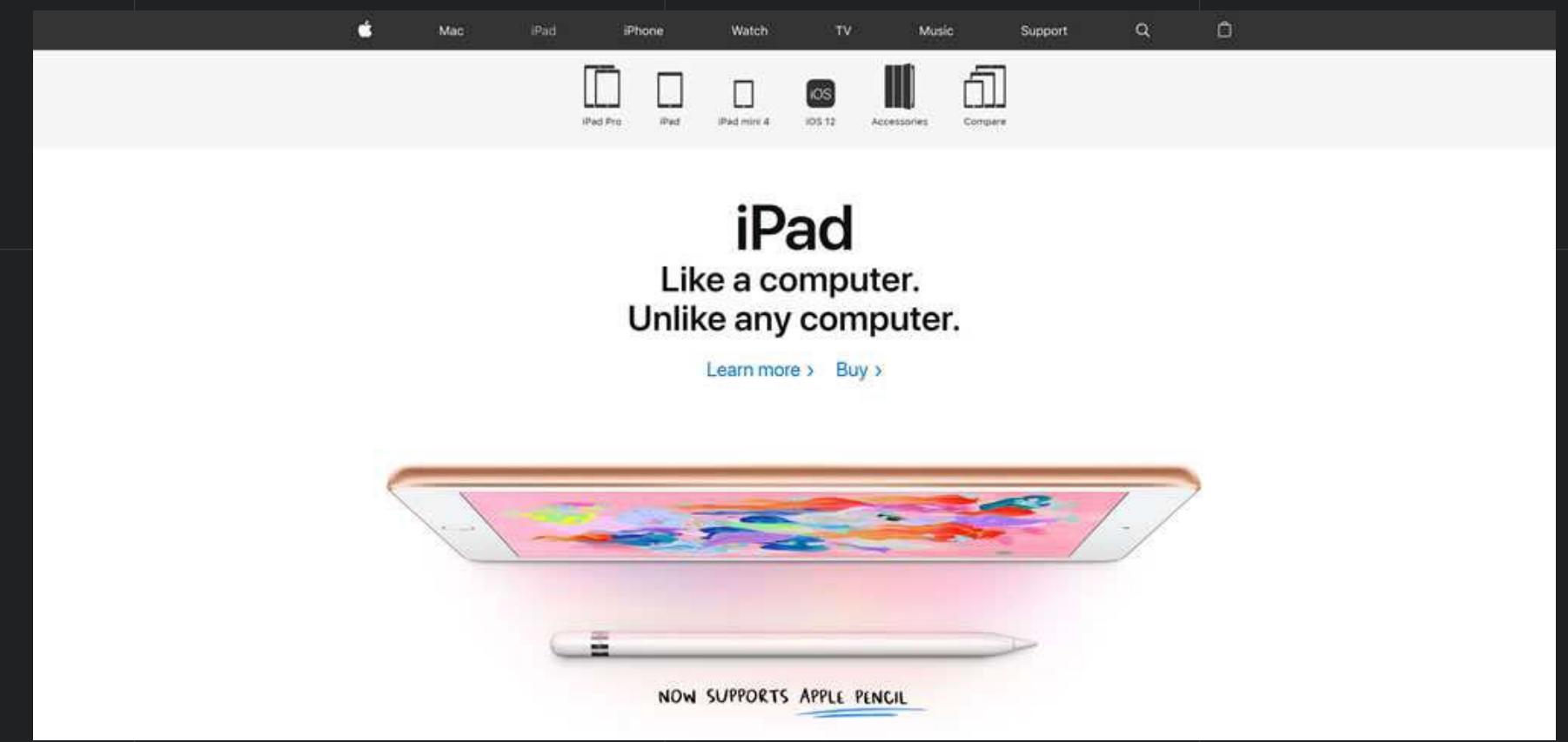
Typography

Consider
spacing

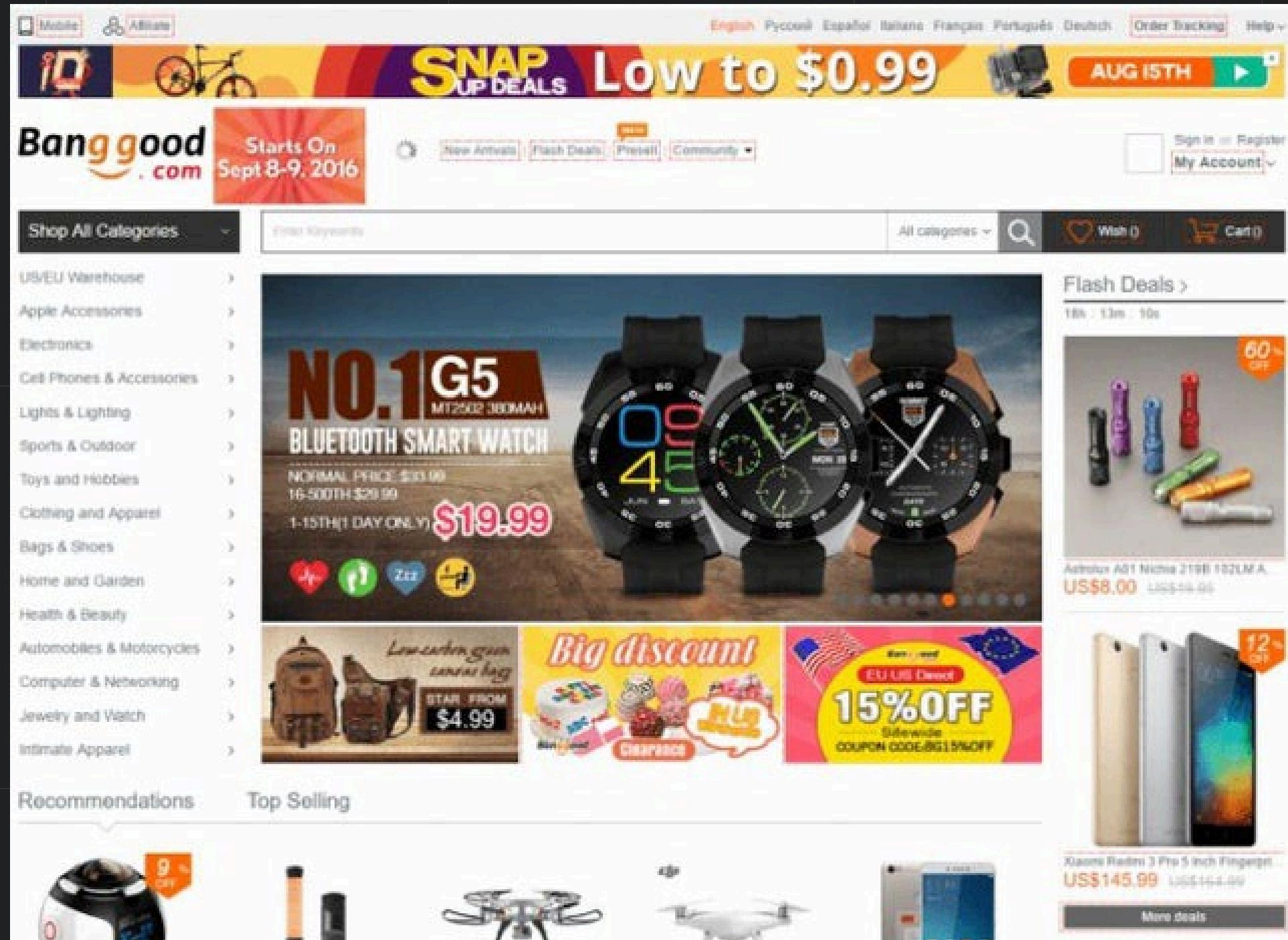
IMPORTANT

This carton contains a sheet ready tray

Negative Space



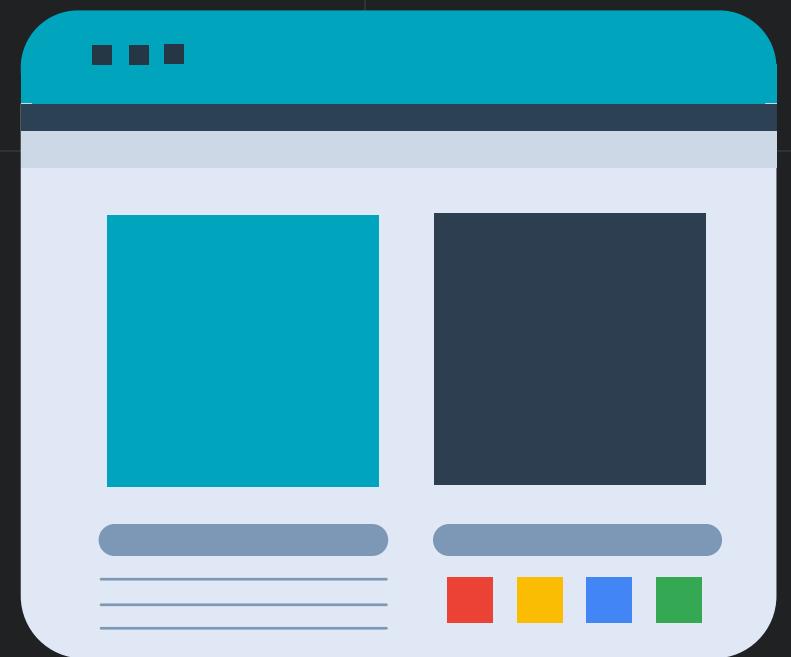
Negative Space



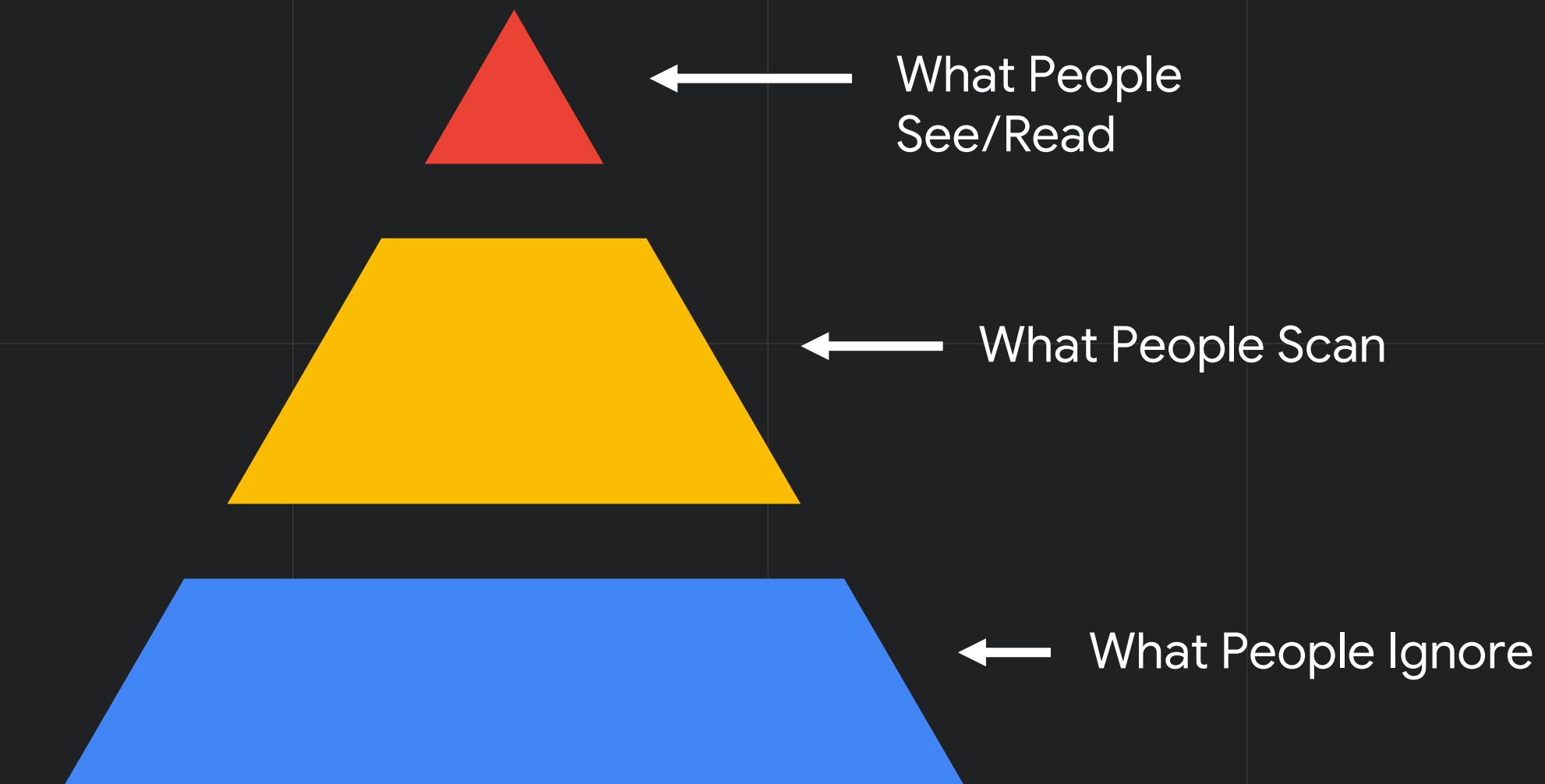
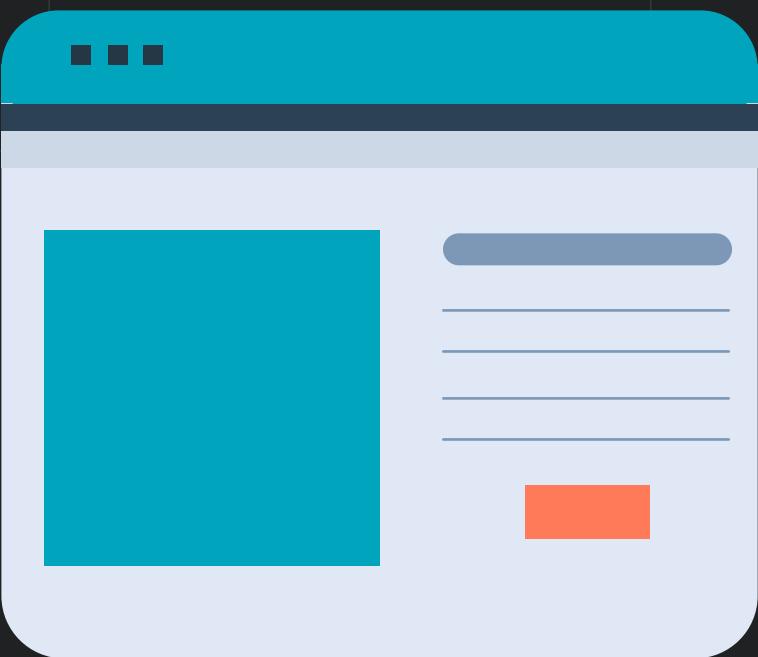
Hierarchy



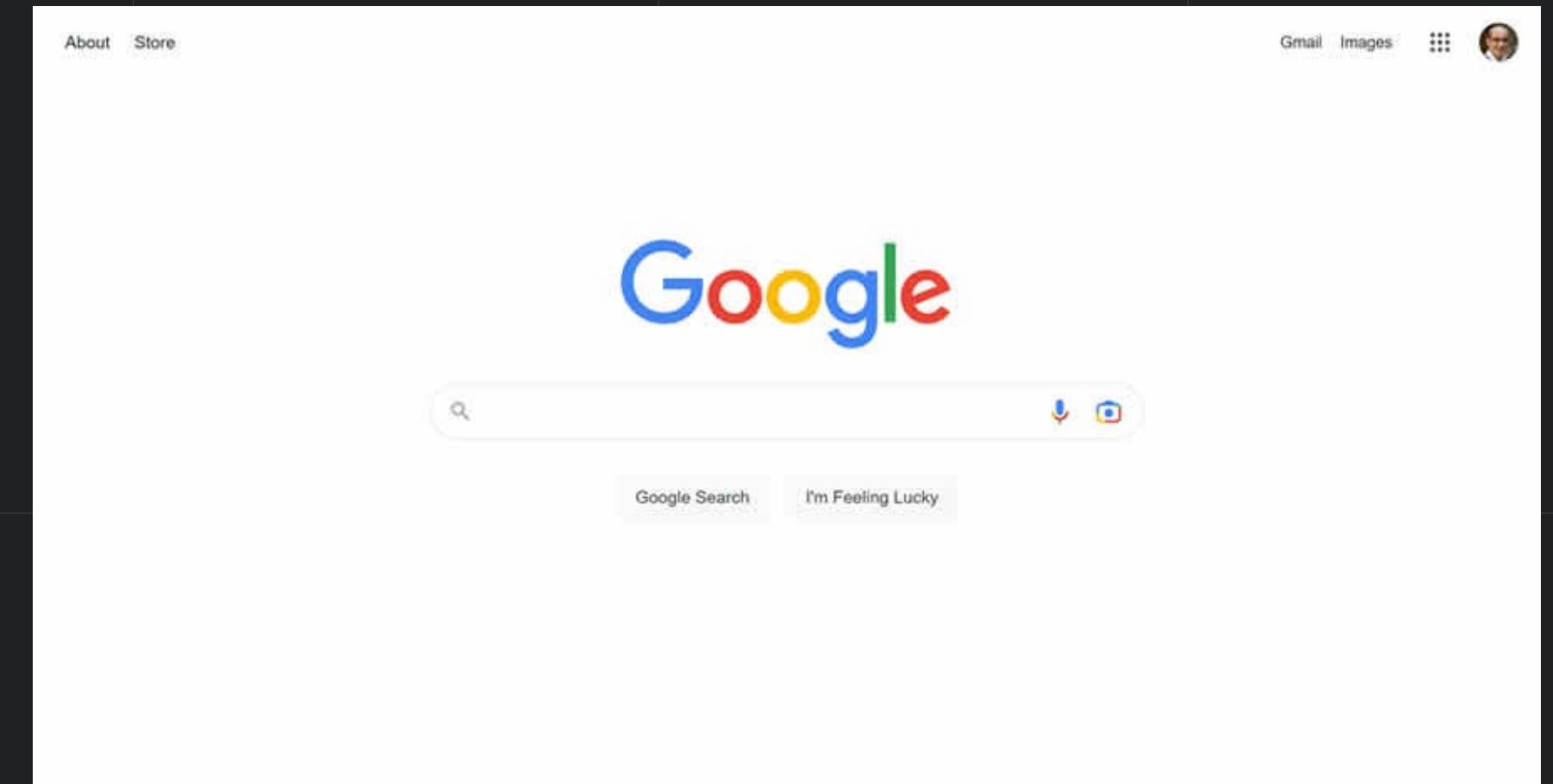
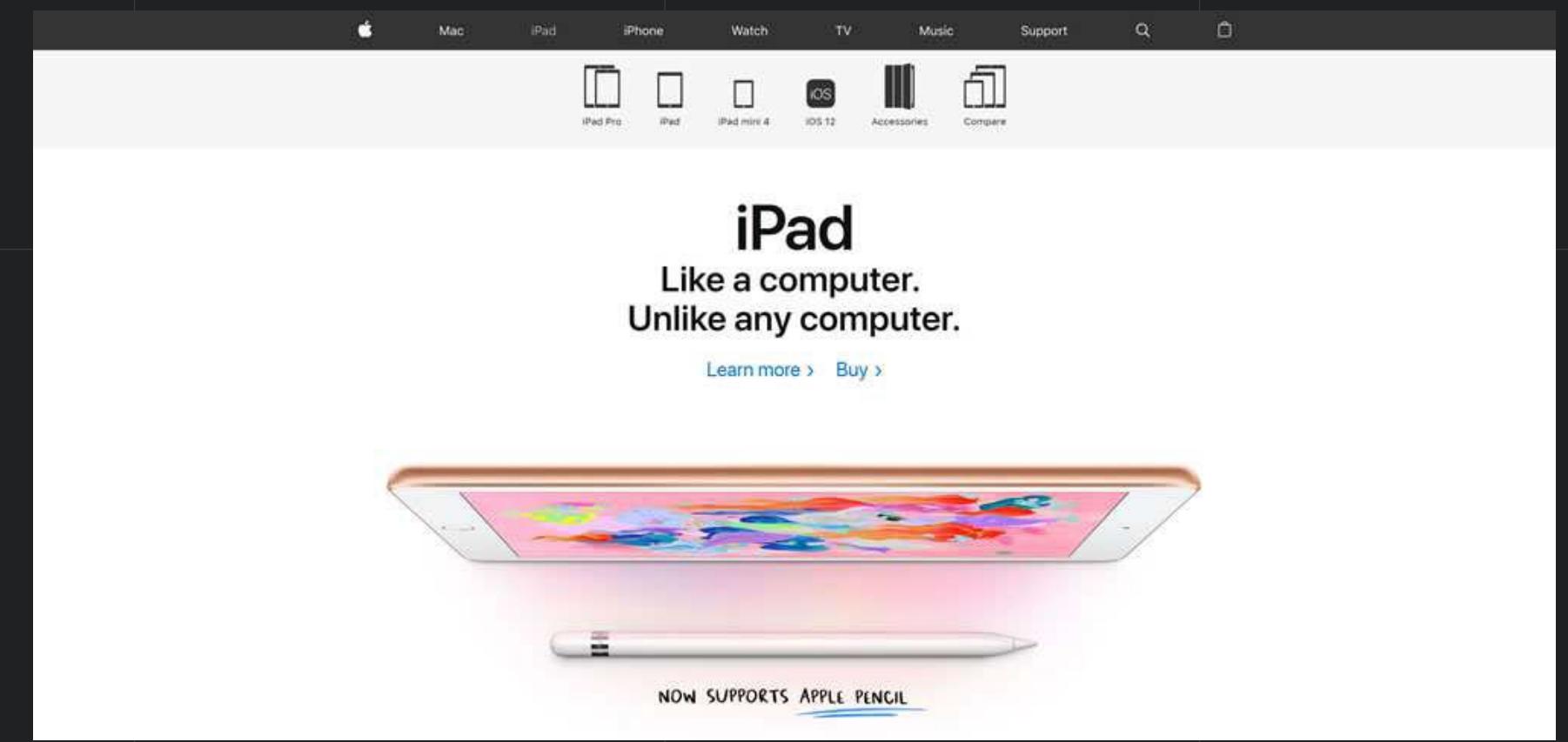
Poor Visual Hierarchy



Good Visual Hierarchy



Hierarchy



Good or Bad?

Does this
bother you?

Learn how to fix it in our UX/UI workshop.



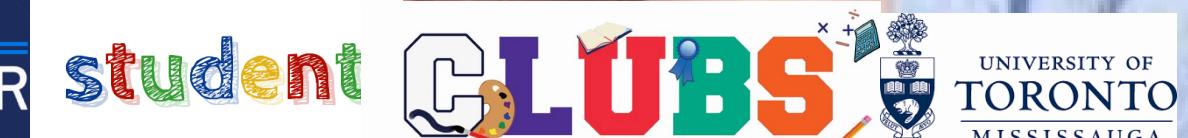
MN 1100

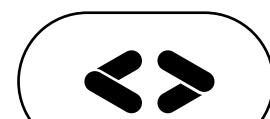
Or else.

january 25th,
2023 @ 5-6PM

HELP

Free food and
drink :3



[About](#)[Resources](#)[Past Projects](#)[Events](#)[Sign in](#)

Google Developer Student Clubs

University of Toronto Mississauga

Upcoming events

January 23, 2023
Giang's birthday

You better wish her

[Register](#)

November 24, 2022
DEMA x GDSC

Bee movie watching :)

[Register](#)

November 24, 2022
Wireframing

This is a wireframe!

[Register](#)

November 24, 2022
PowerPoint

And why it's better

[Register](#)

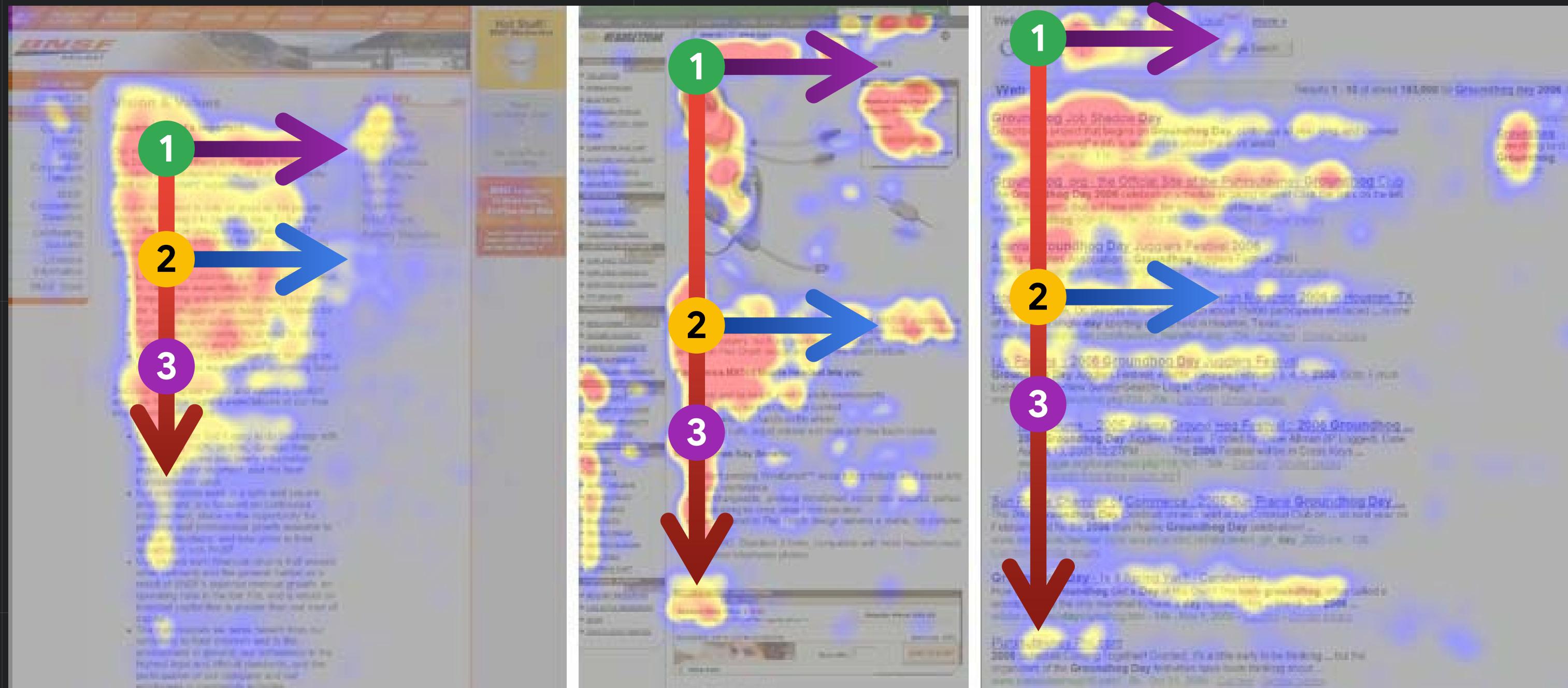
Who are we?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sollicitudin aliquam ultrices sagittis orci a scelerisque. Turpis nunc eget lorem dolor sed viverra ipsum nunc. Mattis molestie a iaculis at erat pellentesque adipiscing. Egestas congue quisque egestas diam in arcu cursus euismod quis. Facilisis sed odio morbi quis commodo odio aenean sed adipiscing. Nisl vel pretium lectus quam id leo in vitae. Dolor sit amet consectetur adipiscing elit pellentesque. Cursus risus at ultrices mi tempus. Lacus suspendisse faucibus interdum posuere. Ipsum consequat nisl vel pretium lectus quam id leo. Et magnis dis parturient montes nascetur. Suspendisse sed nisi lacus sed. Pretium vulputate sapien nec sagittis aliquam malesuada bibendum arcu. Augue mauris augue neque gravida. Turpis cursus in hac habitasse platea. Sit amet justo donec enim.

Cursus risus at ultrices mi tempus imperdiet nulla malesuada.

Potenti nullam ac tortor vitae purus faucibus ornare suspendisse sed. Rutrum tellus pellentesque eu tincidunt tortor aliquam nulla facilisi. Maecenas sed enim ut sem viverra aliquet. Fermentum posuere urna nec tincidunt praesent semper feugiat. Tempus imperdiet nulla malesuada pellentesque elit eget gravida cum. Enim sit amet venenatis urna cursus eget nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames. Ligula ullamcorper malesuada proin libero nunc. Nisl pretium fusce id velit ut.

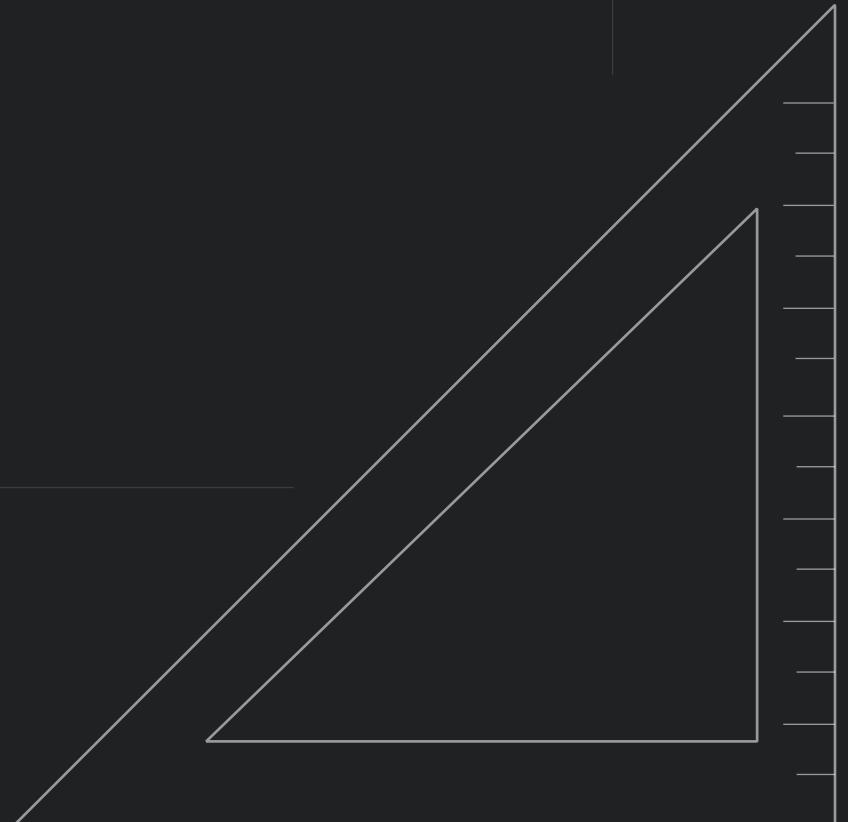
F-Pattern



Eyetracking by Nielsen Norman Group nngroup.com NN/g



Three truths of UX



UX Truth #1

User experience design
solves human problems

What do we consider?

- Accessibility
- Meet their expectations
- Mistakes

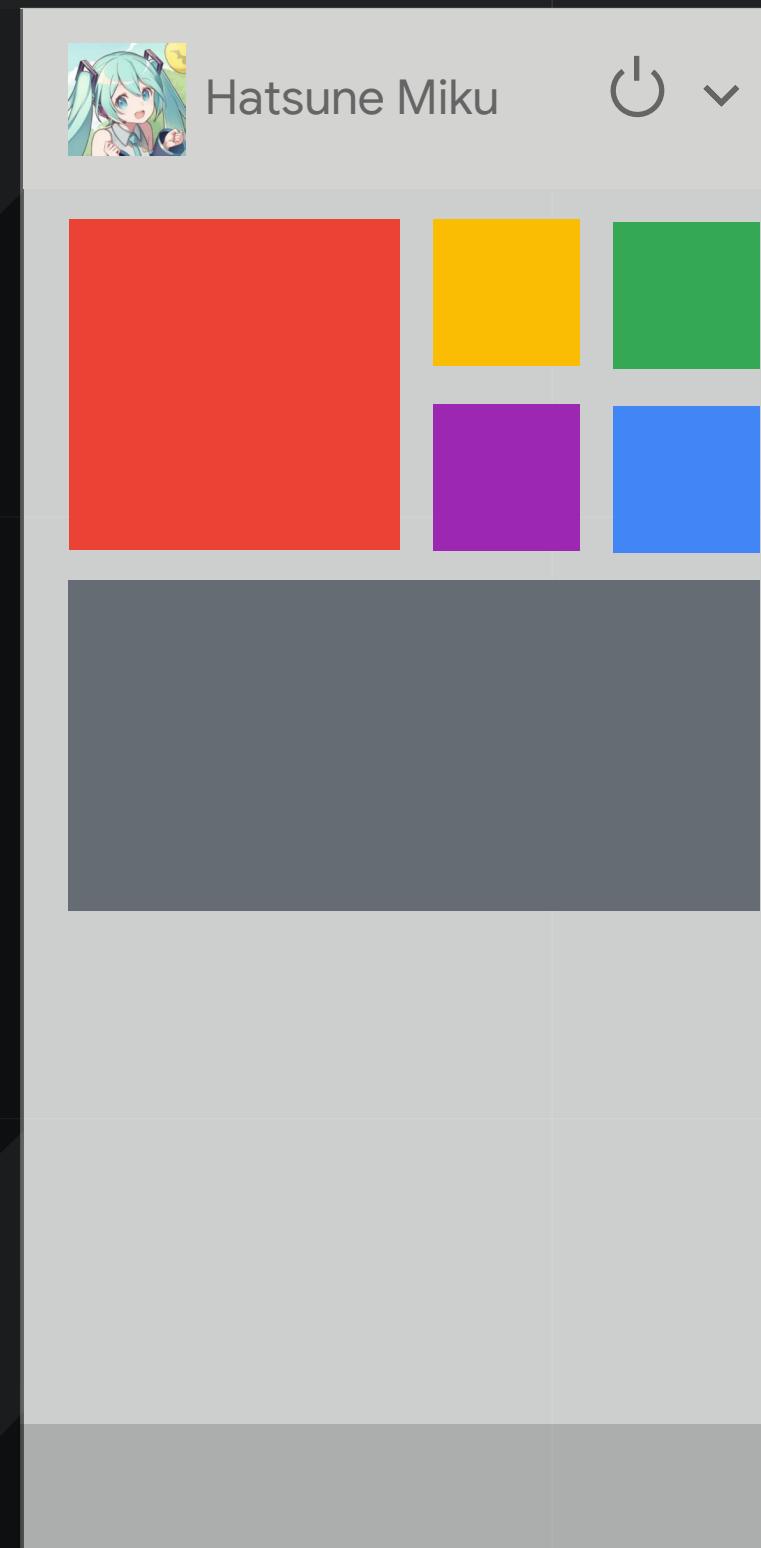


Truth #2

Don't make me think

Fitts's law

- Make commonly used actions close to the user and large
- Makes it easier to click!



A screenshot of a CNBC news article. The headline reads: 'Target expects squeezed profits from aggressive plan to get rid of unwanted inventory'. The article was published on June 7, 2022, at 6:59 AM EDT and updated on June 7, 2022, at 10:19 PM EDT. The author is Melissa Repko (@MELISSA_REPKO). A red callout bubble points to a small 'WATCH LIVE' button in the bottom right corner of the article's preview area. A mouse cursor is shown hovering over the 'WATCH LIVE' button.

Smaller hitboxes make it harder to click!

Have some fun with Miku :3



Type here to search



Hick's law

health and better living

- Reduce your choices
- Break up large tasks
- Highlight recommended options
- Don't simplify too much

Truth #3

You are not the user!

“

If writing stories required a keyboard,
computer screen, and fluency in
English, the only stories we'd read
would be from people who match
these requirements.”

- Kat Holmes

Research, research, research!



User stories and personas

SMRTCTY is for parents like Steve.

Steve has had a rough few years and is doing his best to get back on track. Between shift work and being a single parent it is difficult for him to afford a computer and a data plan, and even more difficult to get to the library during their open hours. Through our partners at the United Way and Mississauga Libraries, Steve has been able to have a long term laptop and data loan that he can upgrade his skills on and his kids can use for their homework.



These personas were designed to give insight into Smart City initiatives. They are not based on real people.

SMRTCTY is for students like Amira.

Amira is a Communication, Culture, Information & Technology major at University of Toronto Mississauga (UTM). In this program she had the opportunity to visit the HRO Forest Products Research Institute in Asahikawa, Hokkaido, Japan and to host a student from the National University of San Marcos in Peru. Both students were able to log on to eduroam, a secure, free internet connection developed for the international research and education community, provided by the City of Mississauga. Amira lives in Downtown Mississauga and takes the bus to school everyday. She is able to access free wifi on the buses, which has helped as she is able to fit in a few more minutes to review information for tests on her way to school. The Central Library and its wide ranging digital services has also helped support Amira. She is able to book rooms and equipment for group projects, take online and in-person workshops and courses, like Lynda.com, to help with her digital skills, and has found it a great place to get her studying done.



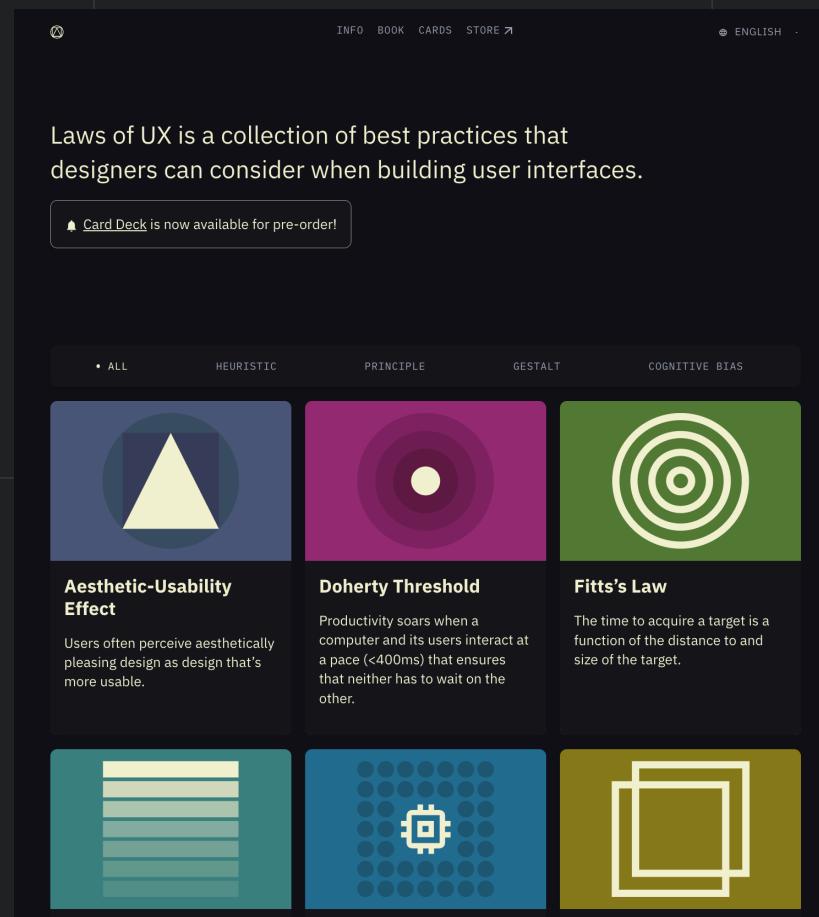
These personas were designed to give insight into Smart City initiatives. They are not based on real people.

It's okay to be wrong!

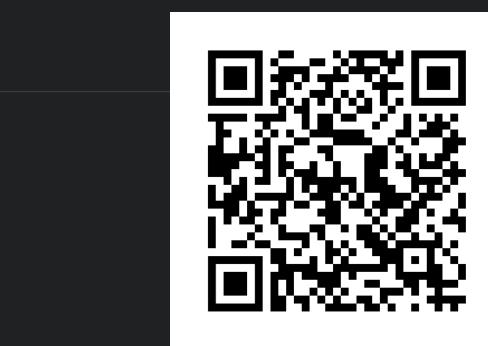
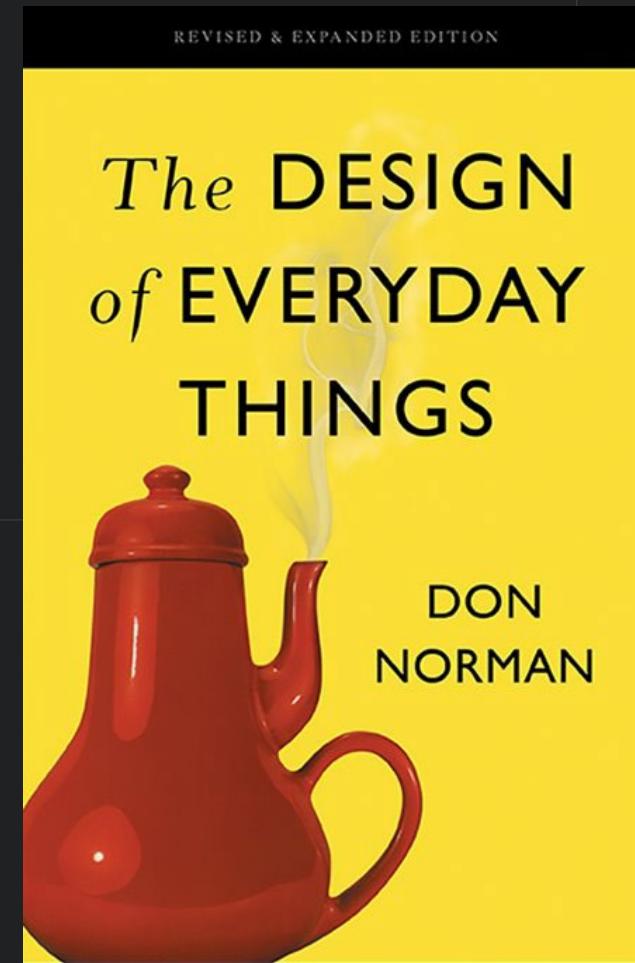
Still Interested? What's Next?

Website

lawsofux.com



Book



Quick guides of essential design laws to apply to your projects

Free Course

[Google UX Design Course](#)



Widely popular in UX design courses around the world

Prepare for an entry-level job with a Google Certificate

Still Interested? What's Next?

Best Design Software



Photoshop



Figma
(Free to Use)



Adobe Illustrator

Practice Wireframing



[Example of Figma Prototype](#)

Let's Practice Your Design Skills!

Get Started: ***Figma.com***

Thank you