hello!

DAVID ZAGER

Design

SOPHIE OTTO

Design

BEN GILBERT

Product

hello!

DAVID ZAGER

Design

SOPHIE OTTO

Design

BEN GILBERT

Product

how to

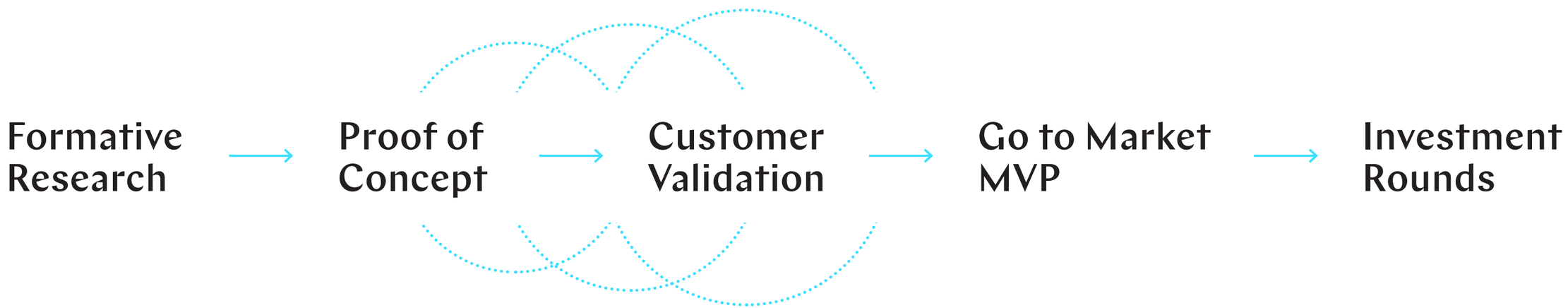
design for startups

(a crash course)

design

A METHOD OF PROBLEM SOLVING.

THE STARTUP PROCESS



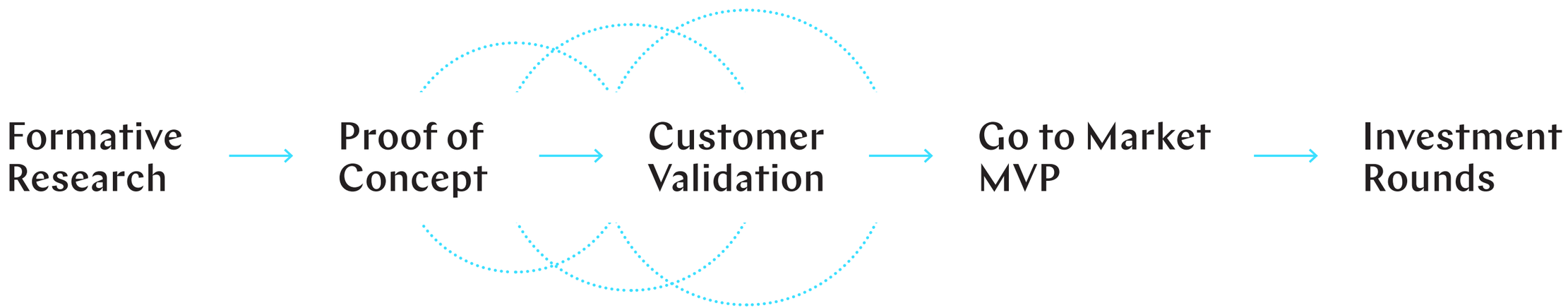
Brand Development

SO ASK YOURSELF!

At this stage, what level of design is appropriate?

Intent ⟶ Formalism

THE STARTUP PROCESS



Brand Development

THE STARTUP PROCESS

Brand Development

prototype, prototype, prototype!

WHAT IS A PROTOTYPE?

A tangible expression of an idea, used to gain validation and evolve design concepts.

PAPER UI

DIGITAL UI

FORM & SPACE

SERVICES / XD

PAPER UI

DIGITAL UI

FORM & SPACE

SERVICES / XD

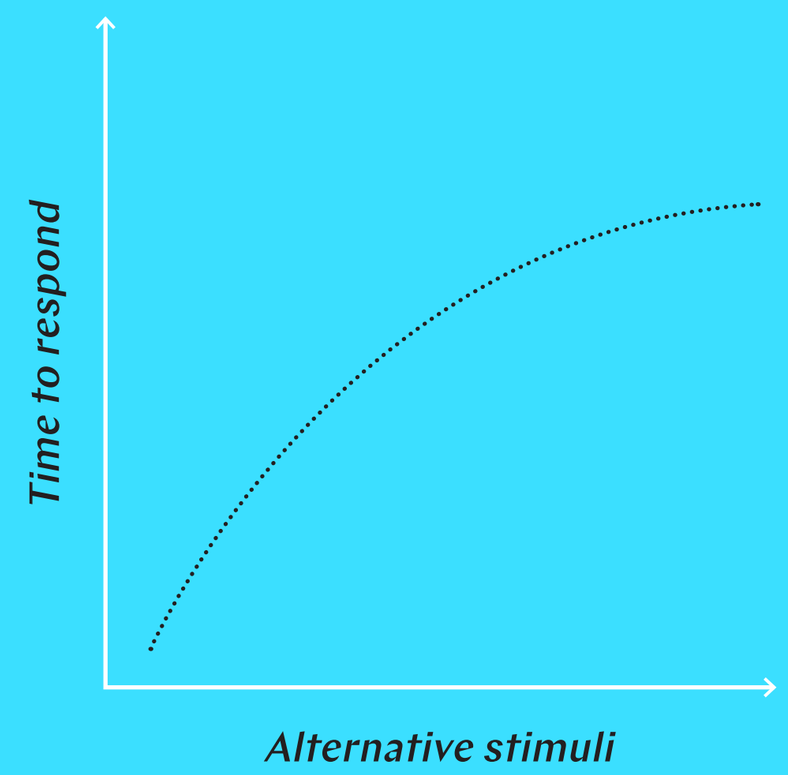
A LESSON IN PSYCH!

What can we learn from psychology to improve experience?

01

Hick's Law

Increasing the number of choices available increases decision time.



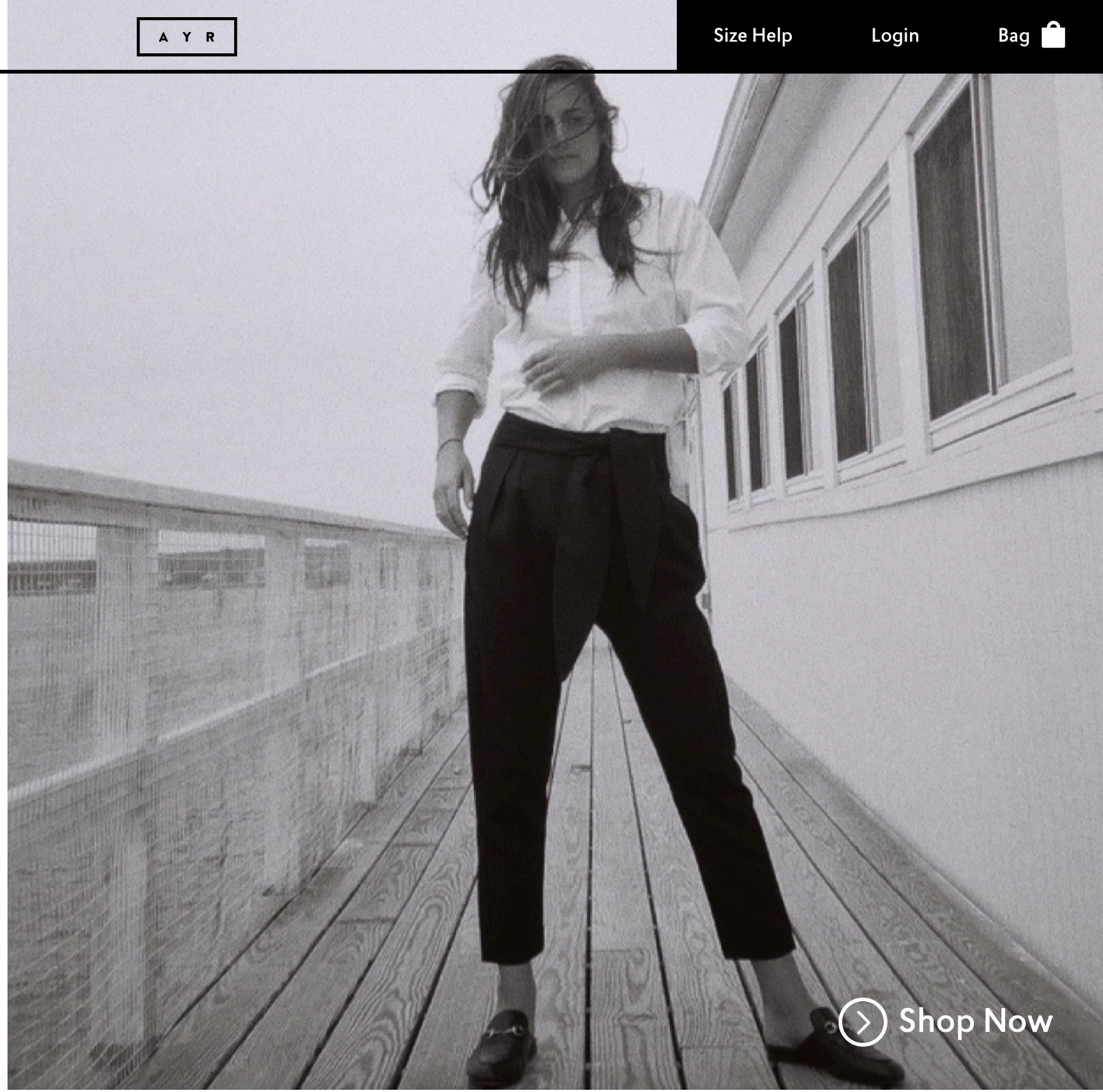
HICK'S LAW TIPS

To reduce fatigue, pare down the amount of choices.

Simplify Everything.

Jeans
Tops
Pants
Everything
Jackets
Dresses
Final Sale

SEE MORE



Pop-In@Nordstrom x Gentle Monster: Super-creative Korean sunglasses. Shop now.

NORDSTROM

Search Sign In 0

Designer Collections | Women | Men | Shoes | Handbags | Accessories | Beauty | Trend | Kids | Home | Gifts | Sale | Brands | Pop-In

Clothing
- Activewear
- Coats & Jackets
- Dresses
- Jeans
- Lingerie
- Pants & Leggings
- Shapewear
- Shorts
- Skirts
- Sleep & Lounge
- Socks & Hosiery
- Suits
- Sweaters
- Swimwear
- Tops

Special Sizes
- Plus
- Petites
- Juniors
- Maternity

Shoes

Accessories

Beauty

The Wedding Suite

Designer Collections

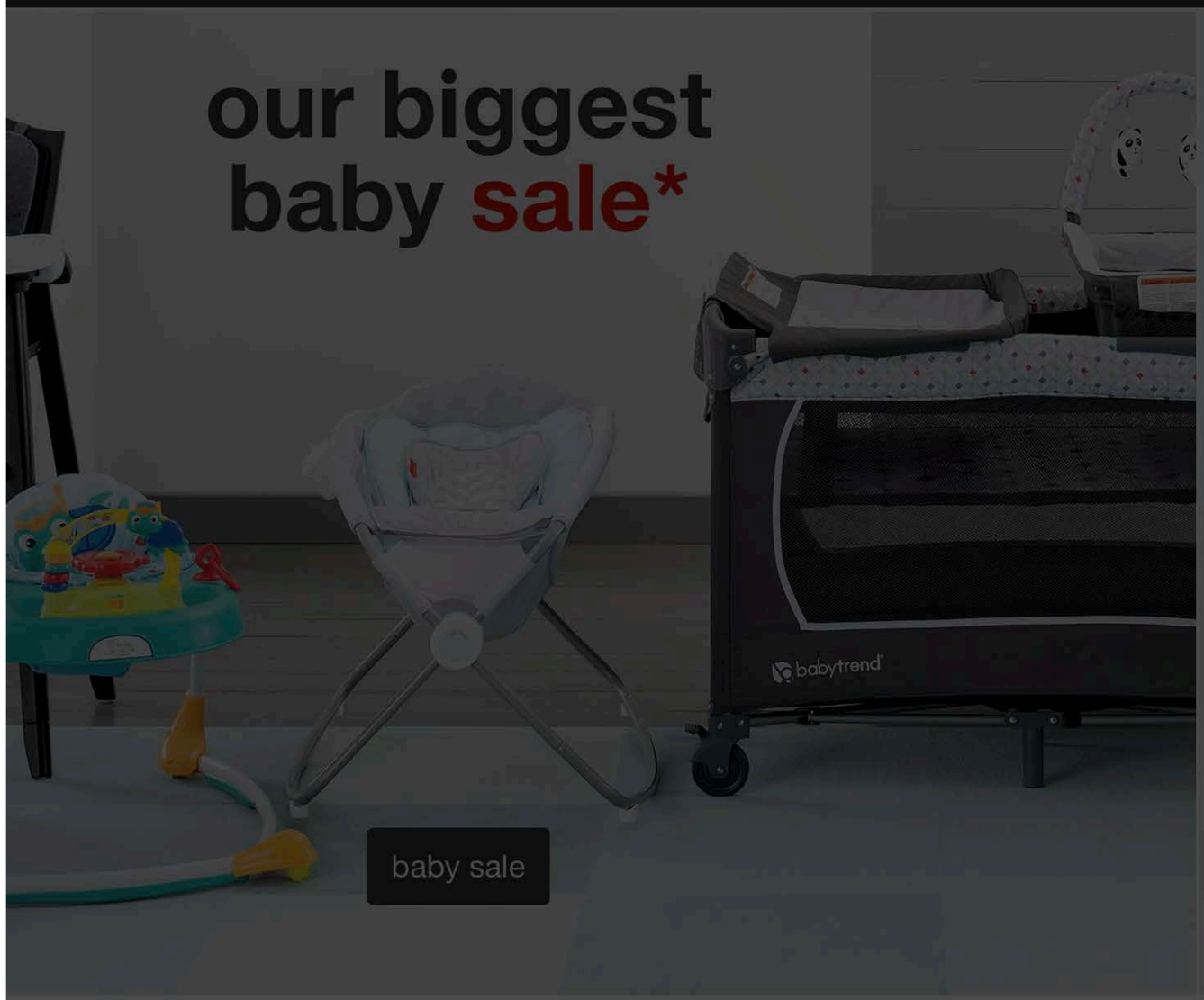
- New Arrivals
- Outfits
- Sale

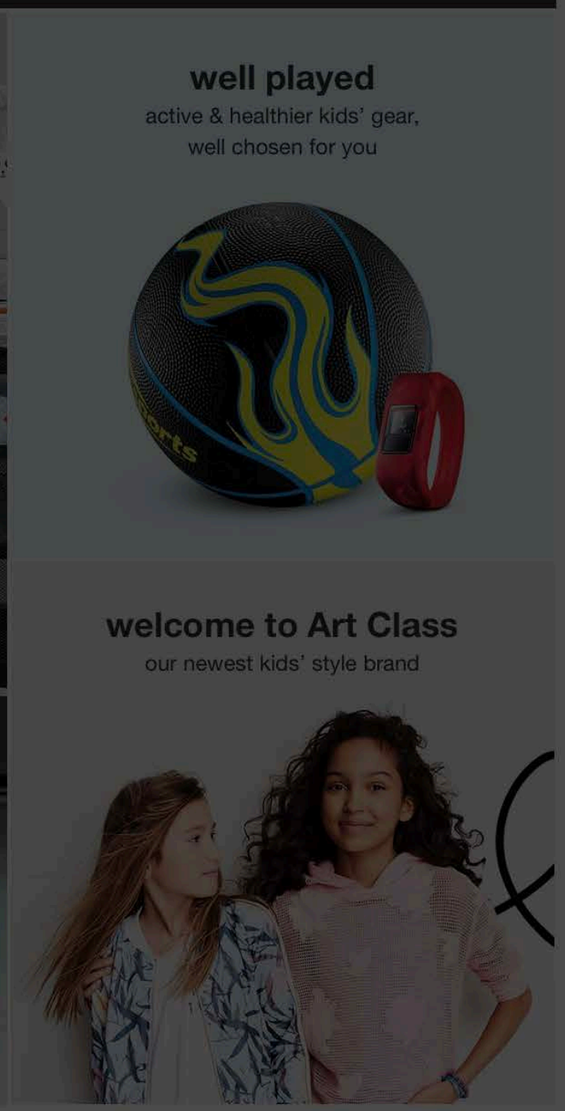
Featured
- Athleisure
- Contemporary
- Prom
- Topshop & Trend
- Vacation Destination
- Work Mode

LOVE IS A GIFT

main menu
- clothing
- shoes
- accessories
- baby
- home
- furniture
- patio & garden
- electronics
- movies, music & books
- video games
- toys
- sports & outdoors
- luggage
- school & office supplies
- beauty
- personal care
- health

big buys for all the littles



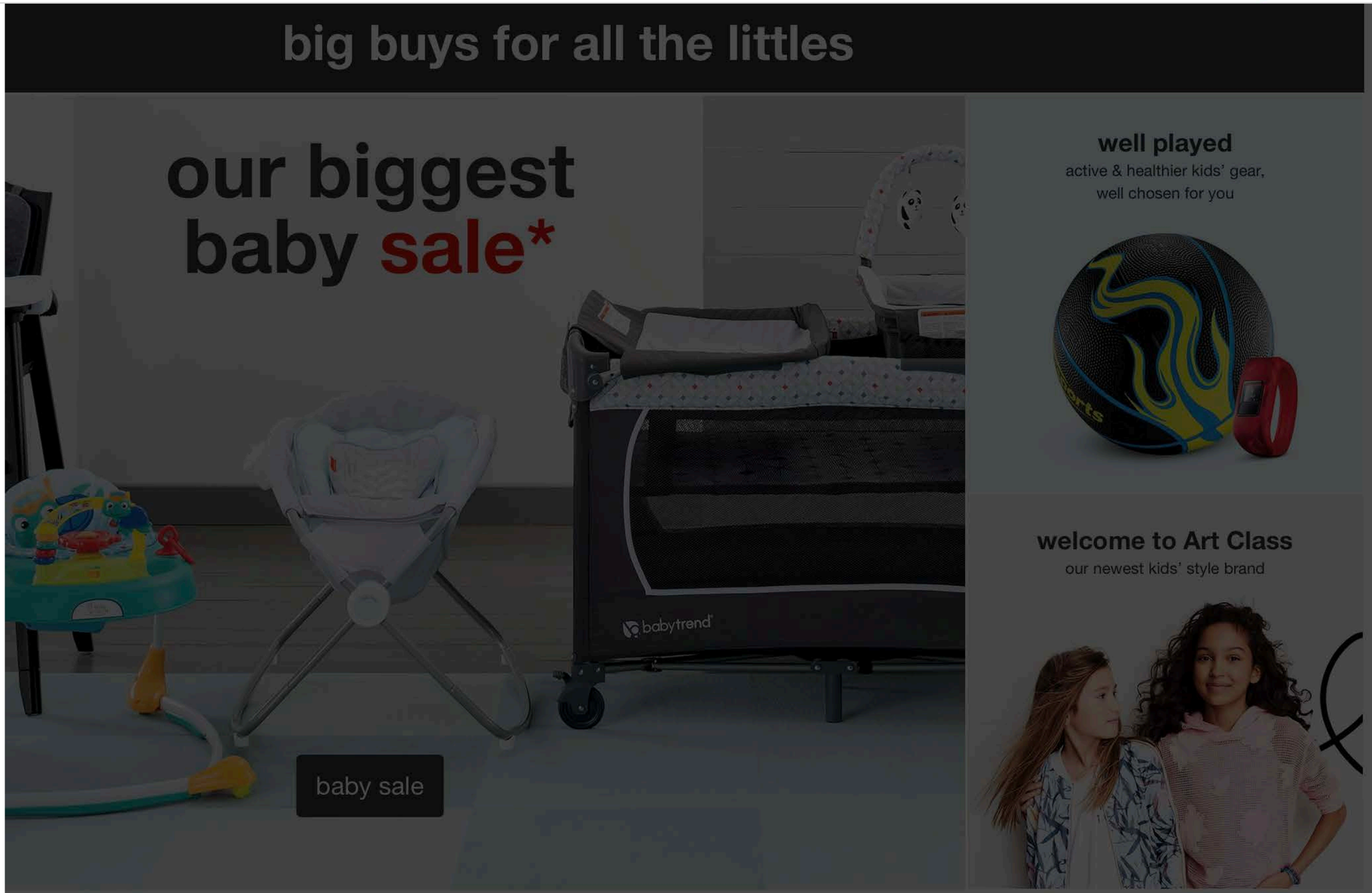


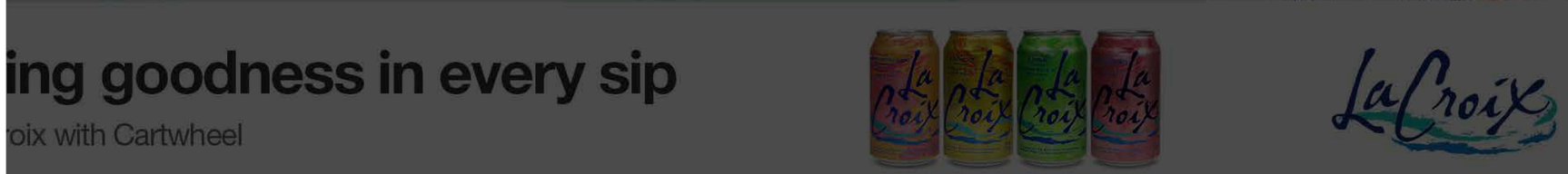
ing goodness in every sip
oix with Cartwheel

LaCroix

back

- clothing
- shop all clothing
- women's clothing
- men's clothing
- boys' clothing
- girls' clothing
- baby clothing
- school uniforms

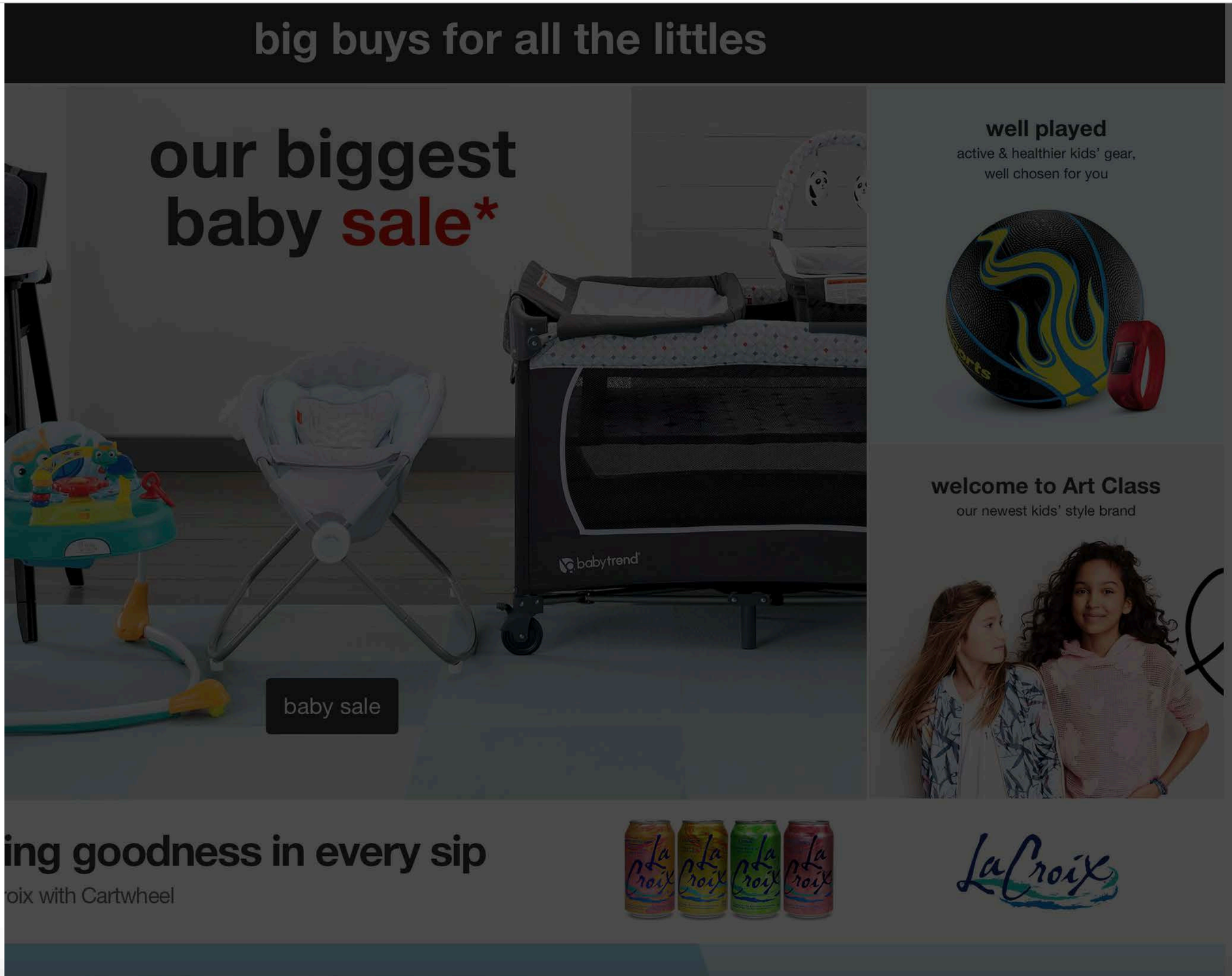




back

- women's clothing

shop all women's clothing
juniors
maternity
plus size clothing
new arrivals
activewear
athleisure
coats & jackets
dresses
intimates
jeans
jumpsuits & rompers
leggings
pants
shorts
skirts



HICK'S LAW TIPS

...and always provide a default option.

AT&T
1:21 PM
90%
Story Settings
Hide Story From
0 People
Hide your story and live videos from specific people.
ALLOW MESSAGE REPLIES
Everyone
People You Follow
Off
Choose who can reply to your story.
Save Shared Photos
Automatically save photos and videos to your phone when you add them to your story.

02

Miller's Law

Grouping individual pieces of information improves the amount you can ingest and remember.

4127375326

(412) 737-5326

MILLER'S LAW TIPS

The magic number is seven, plus or minus two.

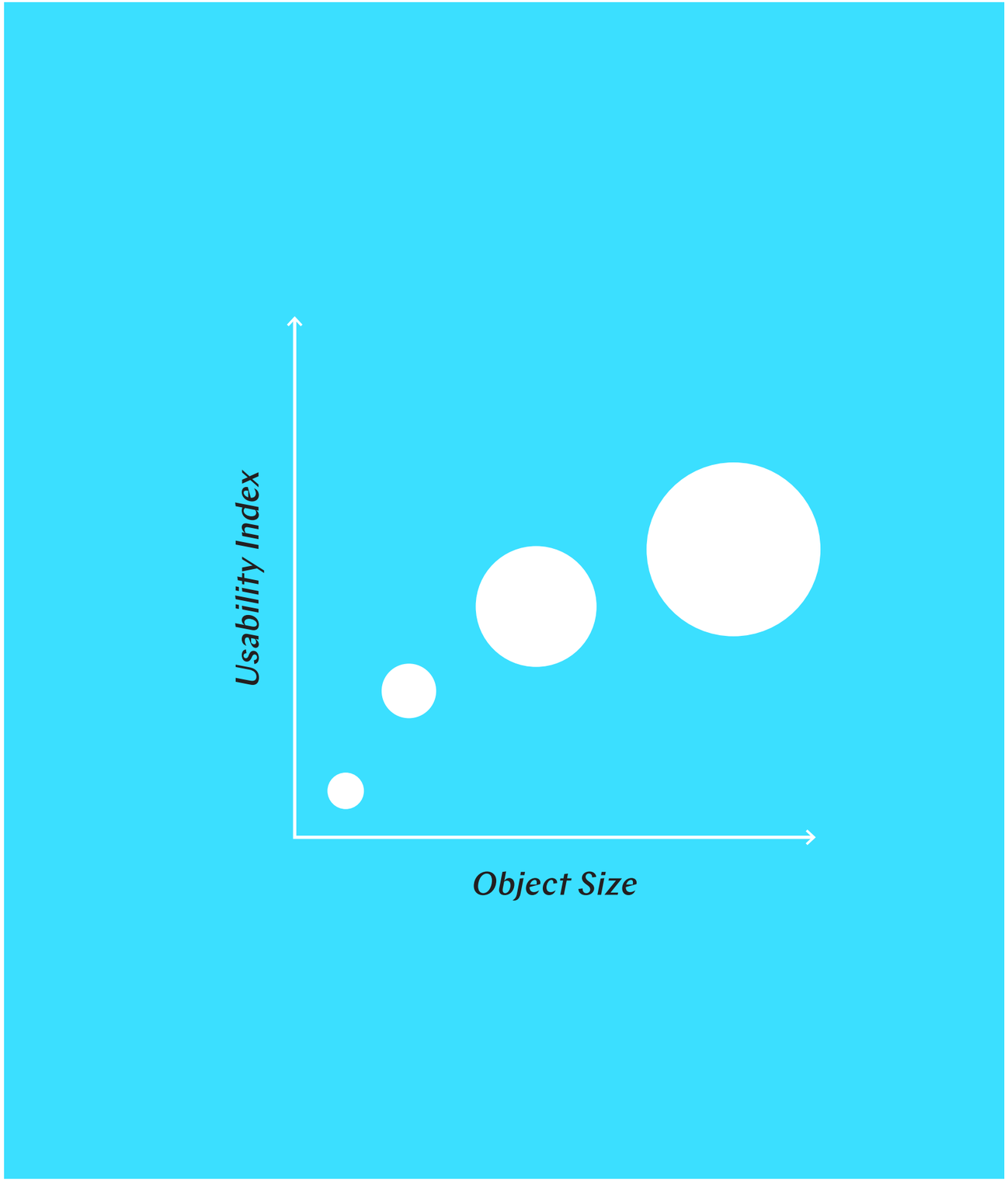
mAK E A ME RICA GR E ATA GA G A IN

MAKE AMERICA
GREAT AGAIN

03

Fitt's Law

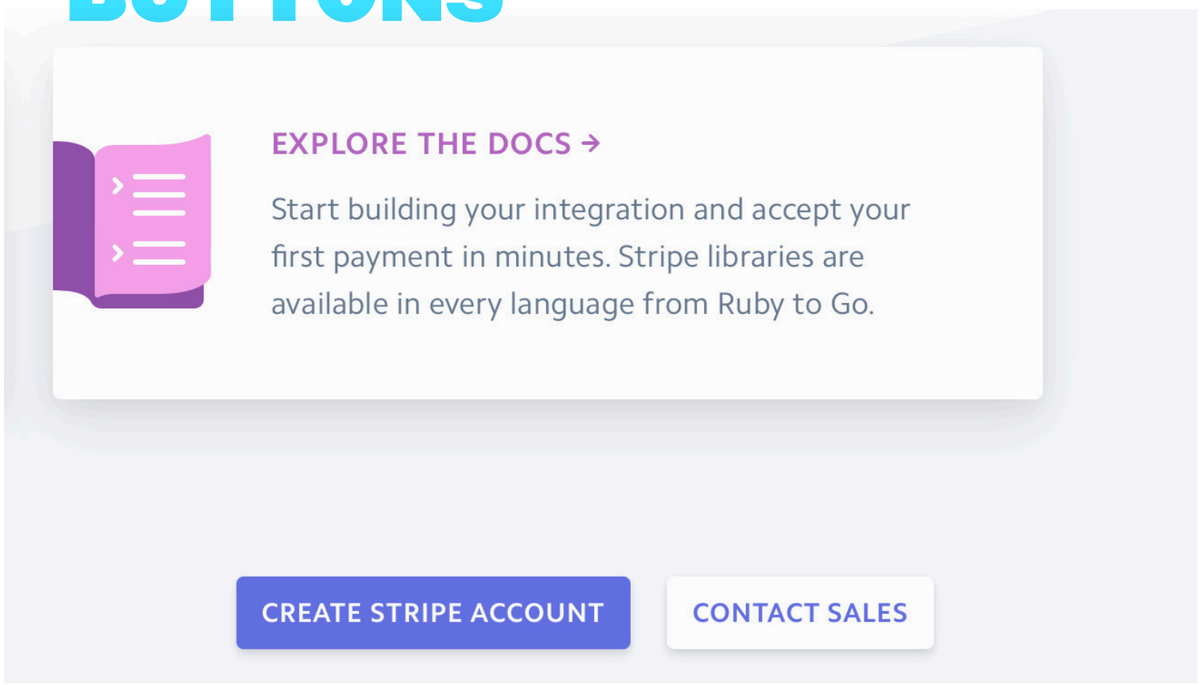
The time to a target is a function of the ratio between the distance to, and the width of, the target.



COMMAND BUTTONS

Return and space bar are much bigger, due to high-frequency usage, whereas lesser used keys are diminished in size.

UI BUTTONS



Interactive elements must be distinguished from other non-interactive elements, and primary actions should stand out.

FITT'S LAW TIPS

Edges and corners of an interface can be acquired with greater speed than anywhere else in the display.

04

Gestalt Principles

Describe how we organize elements into groups when certain principles are applied.

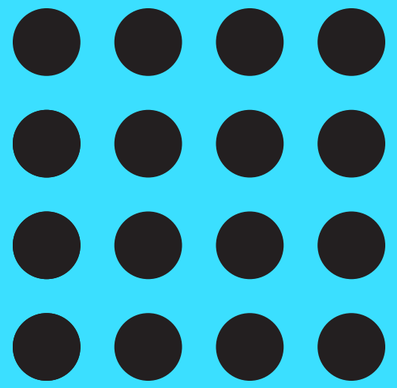
“unified whole”

GESTALT PRINCIPLE 1

Proximity: objects that are near are perceived as grouped together.

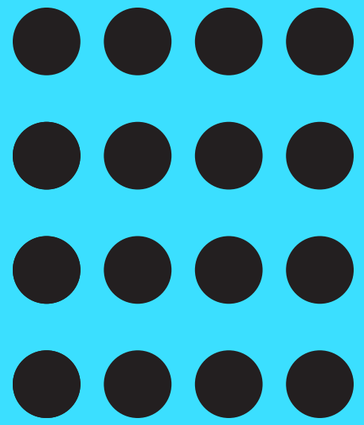
GESTALT
PRINCIPLE 1

Proximity



GESTALT
PRINCIPLE 1

Proximity

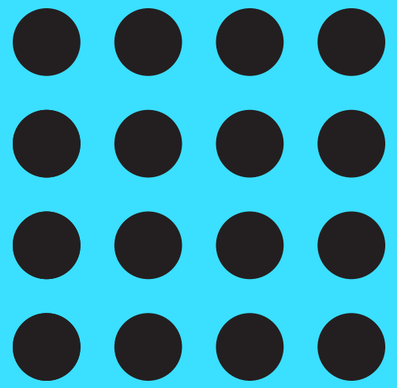


GESTALT PRINCIPLE 2

Similarity: objects that share visual characteristics will be seen as belonging together.

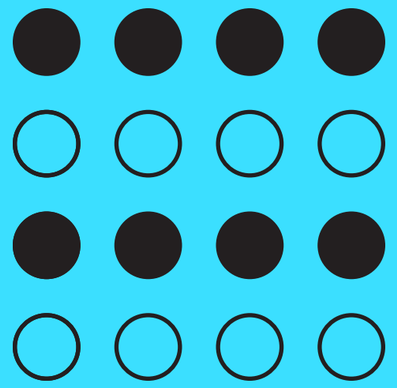
GESTALT
PRINCIPLE 2

Similarity



GESTALT
PRINCIPLE 2

Similarity



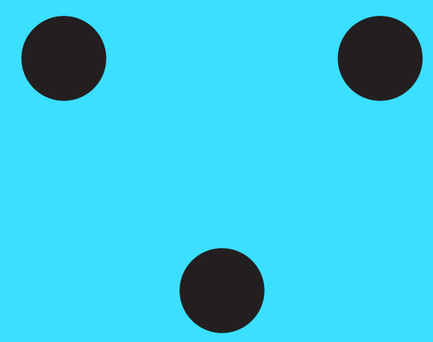
ICA

GESTALT PRINCIPLE 3

Closure: when parts of a whole are missing, our perception fills in the visual gap.

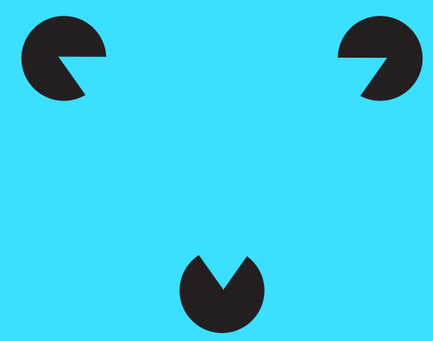
GESTALT
PRINCIPLE 3

Closure



GESTALT
PRINCIPLE 3

Closure



WWF

GESTALT PRINCIPLE 4

Continuity: when the eye follows something, it will continue in that direction until it encounters another object.

GESTALT
PRINCIPLE 4

Continuity

GESTALT
PRINCIPLE 5

Figure/Ground: The tendency to separate whole figures from their backgrounds.

GESTALT
PRINCIPLE 5

Figure/Ground

usa™ network

putting it together

SOME TACTICAL GUIDANCE

CHOOSING A TYPEFACE

Historical Significance

What was it designed for? What era or location influenced the design? How might the cultural climate have influenced it?

Brand Meaning

Does the font support the goals of the brand? For example, if the brand targets children, a font that has sharp qualities would be a poor choice.

Content Appropriateness

Does it support the content in a way that supports it rather than distract from it?

Flexibility

Is the typeface extensive enough to support the various weights and styles required to properly support the needs of your content?

TYPE TIPS

Use one typeface, and a maximum of 3 styles, or two contrasting typefaces with fewer styles of each.

TYPE TIPS

Do not use more than 3 typefaces, unless the 3rd is for numbers only.

TYPE TIPS

Establish a system, and then use it religiously.

H1 Akkurat Bold

H2 Akkurat Regular

H2 Akkurat Regular

T1 Akkurat Regular
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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

T2 Akkurat Bold Italic

TYPE TIPS

Body text should be no smaller than 8pt for print and 14px for web.

TYPE
TIPS

There are exceptions to every ‘rule’

TYPE CLASSIFICATIONS

A

Serif

Serifed typefaces were popular much earlier than sans-serif typefaces and include semi-structural details on many of the letters. People often refer to them as feet.

A

Sans Serif

Just exactly like what is sounds, a sans-serif typeface is a typeface without serifs. There was much development of sans-serif typefaces in Germany as a revolt against the ornate lettering of the popular Blackletter styles.

PAIRING FONTS

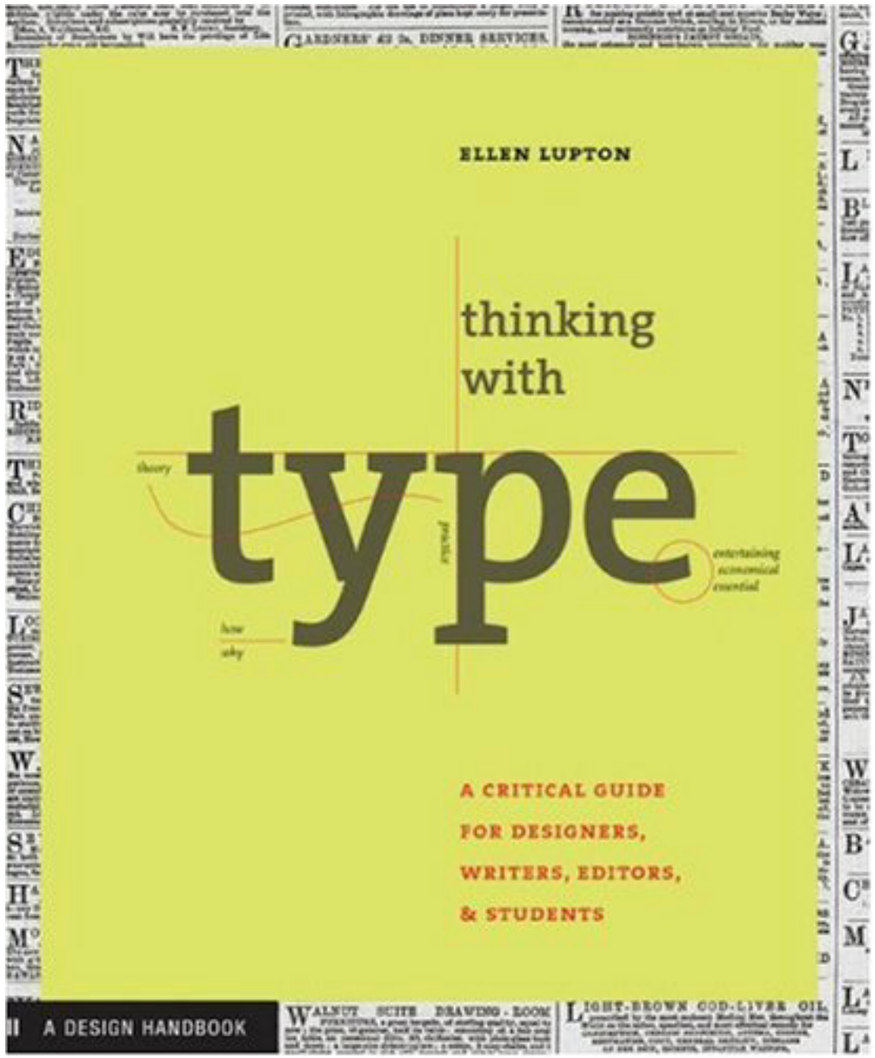
How to:

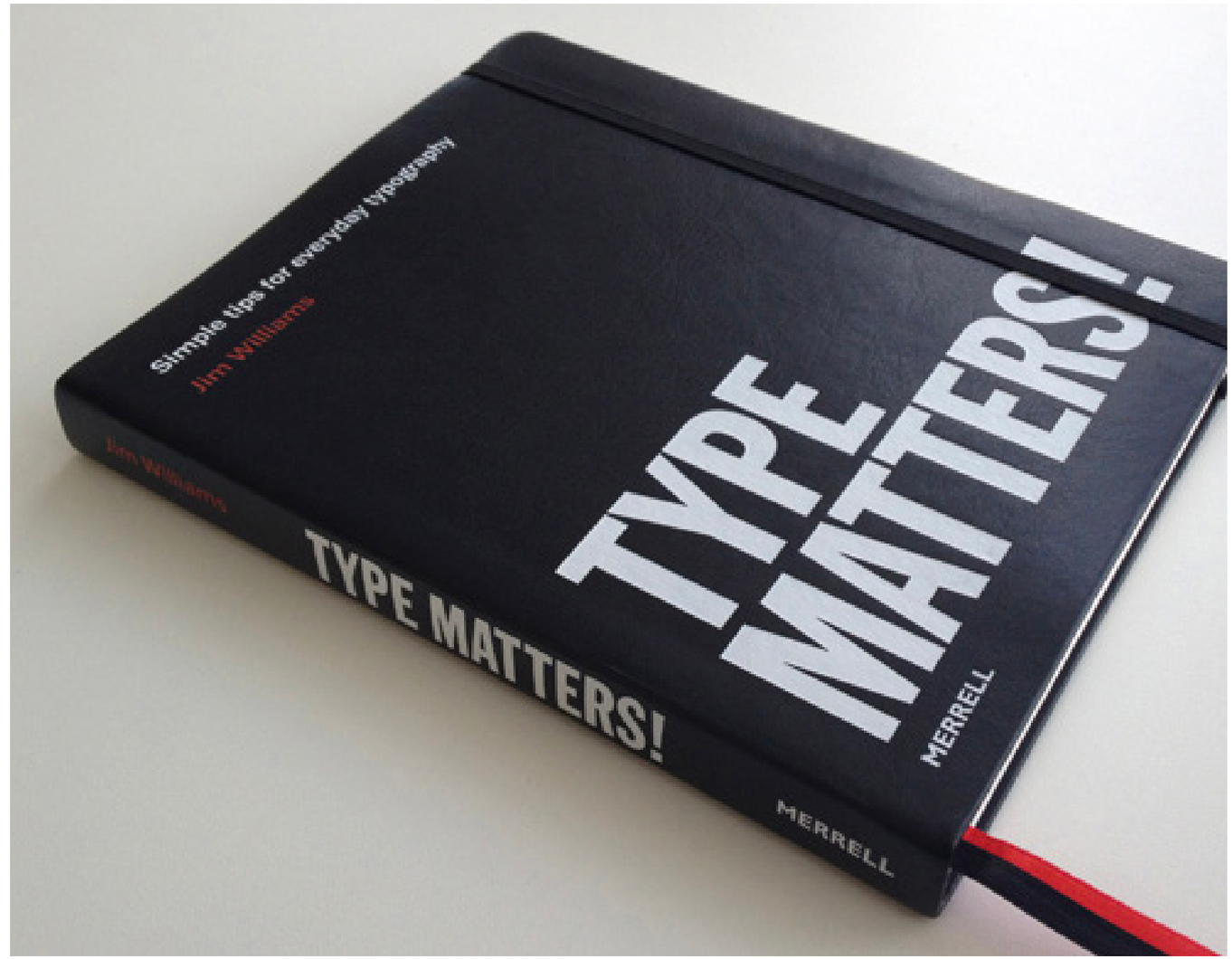
Go for contrast. A common way to achieve this is by mixing classifications.

bodoni helvetica

sentinel KNOCKOUT

garamond univers


ELLEN LUPTON
thinking
with
type
theory
how
why
entertaining
economical
essential
A CRITICAL GUIDE
FOR DESIGNERS,
WRITERS, EDITORS,
& STUDENTS
A DESIGN HANDBOOK

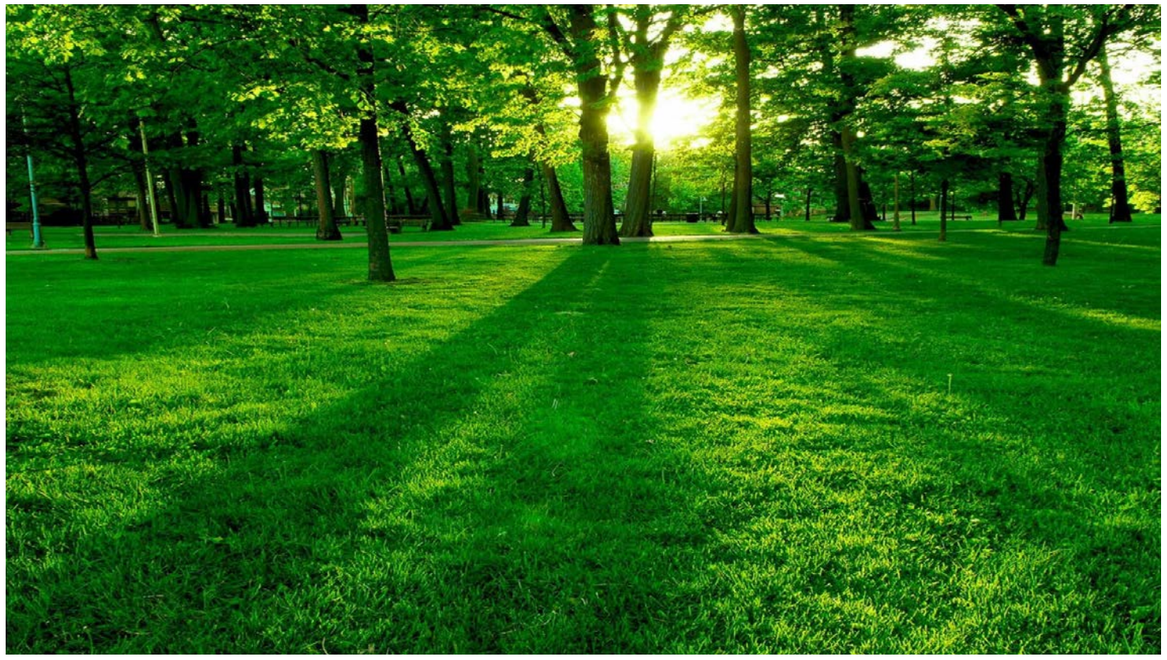

Simple tips for everyday typography
Jim Williams
TYPE MATTERS!
MERRELL

Cool

Warm

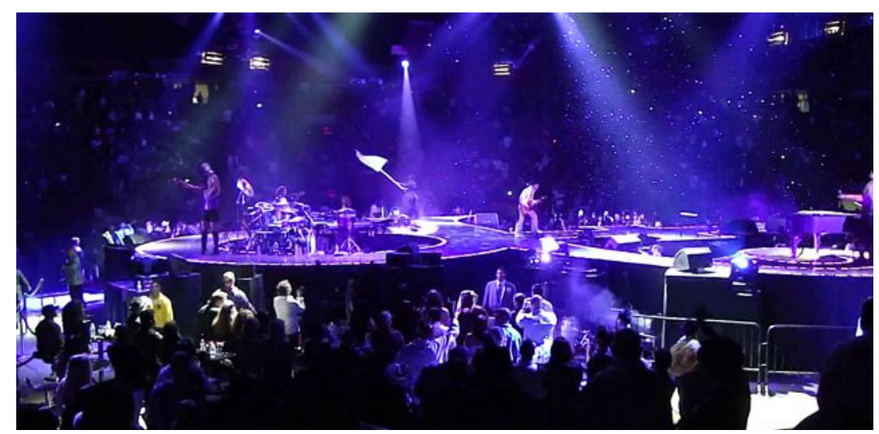
Cool

calming
relaxing
professional



YOUR COMPANY NAME
YOUR COMPANY NAME
YOUR TEXT HERE

Apothecary
Creativity

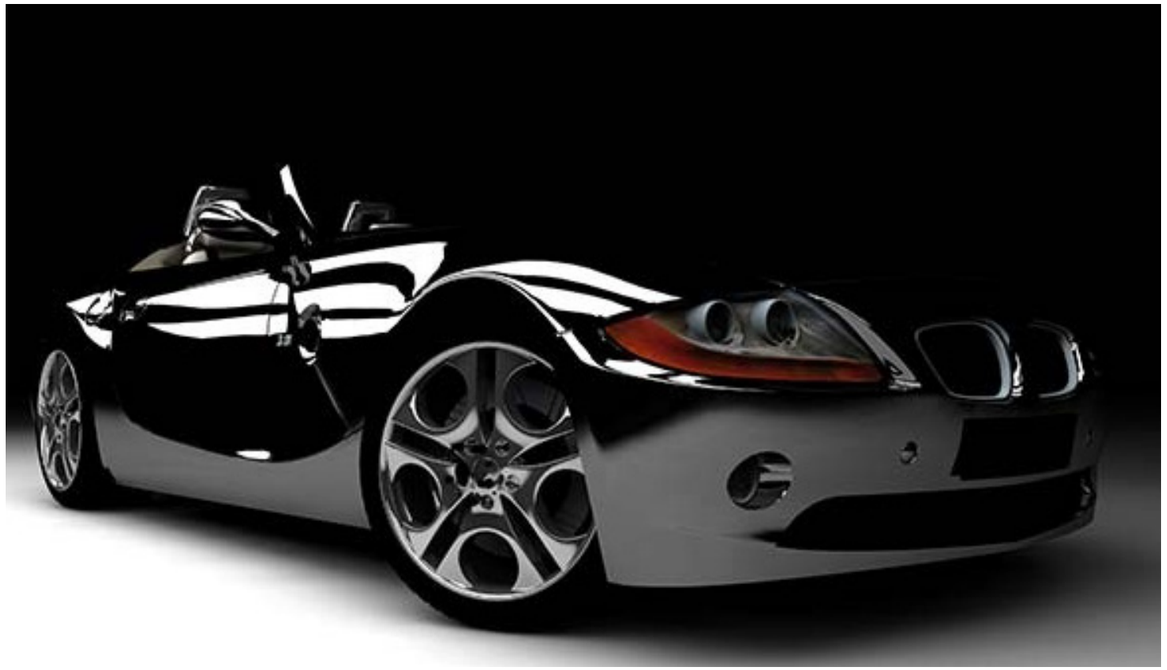


Warm

passion
happiness
enthusiasm
energy

STOP

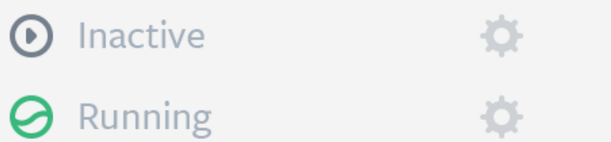
WARNING
WARNING
WARNING
WARNING

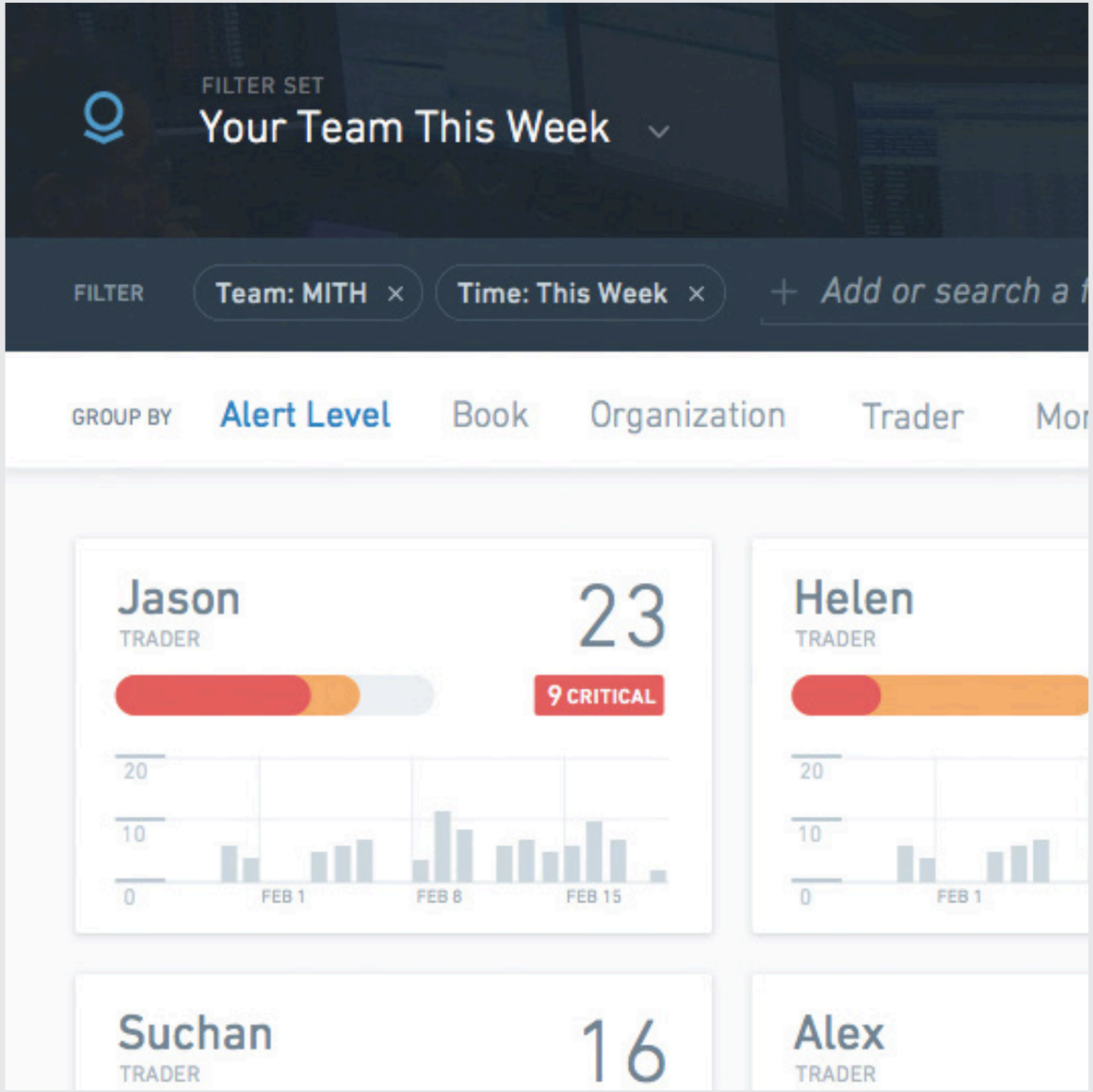


COLOR AS STATUS

Color can be a powerful indicator of status, and should be considered when creating palettes for UI.

COUNT	DESKTOP QUALITY
3692	85% 15% 1%
5975	45% 55%
7	71% 27% 2%
270	38% 54% 8%
1560	13% 62% 25%

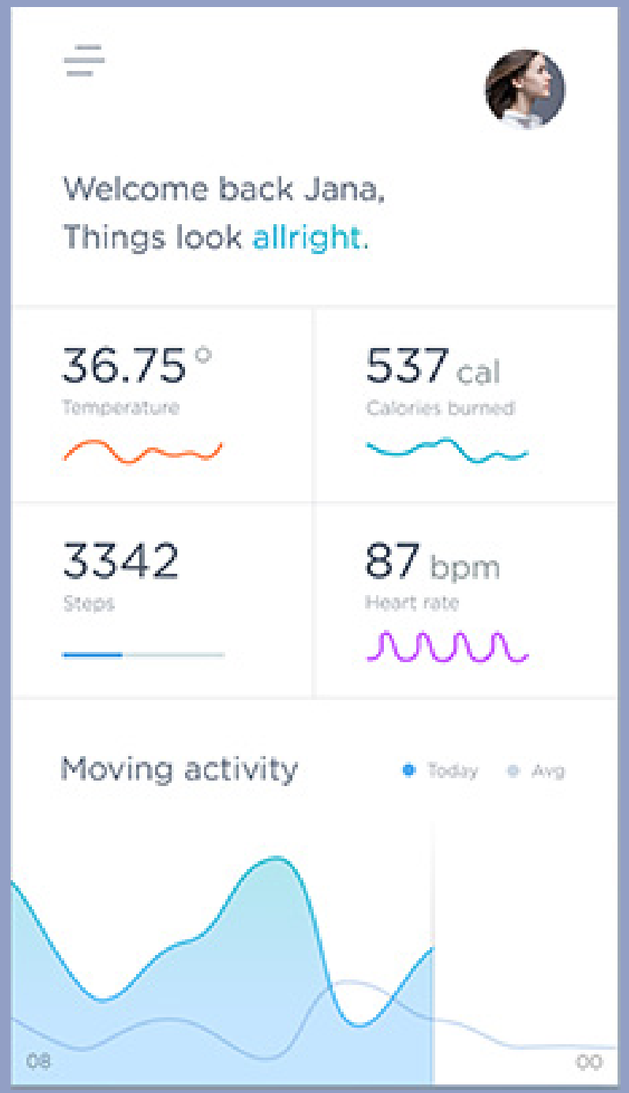


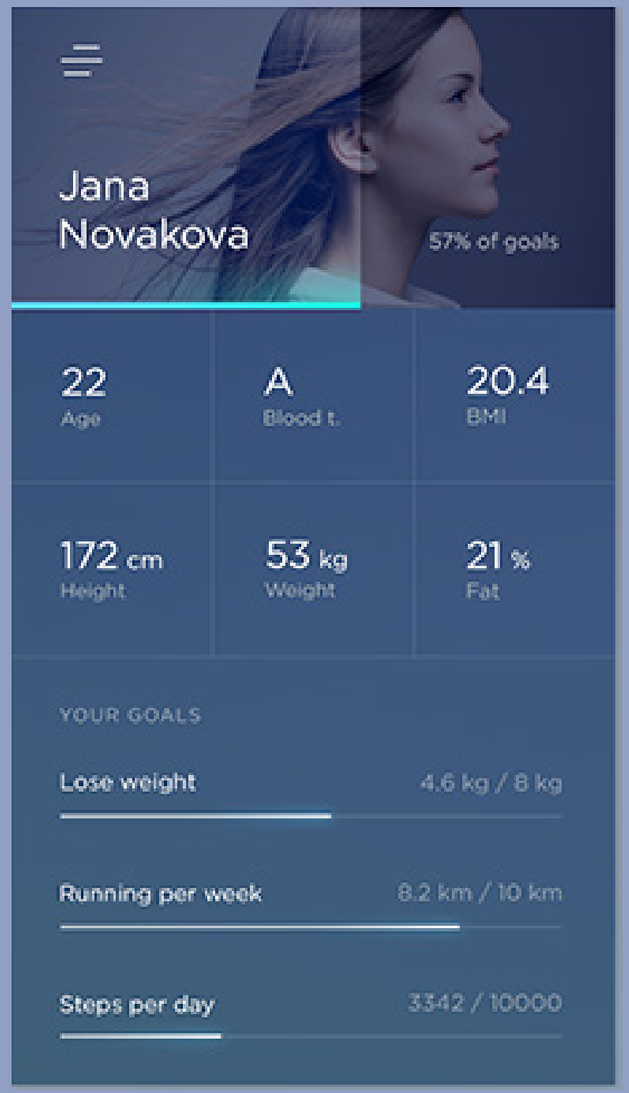


CHOOSING A PALETTE

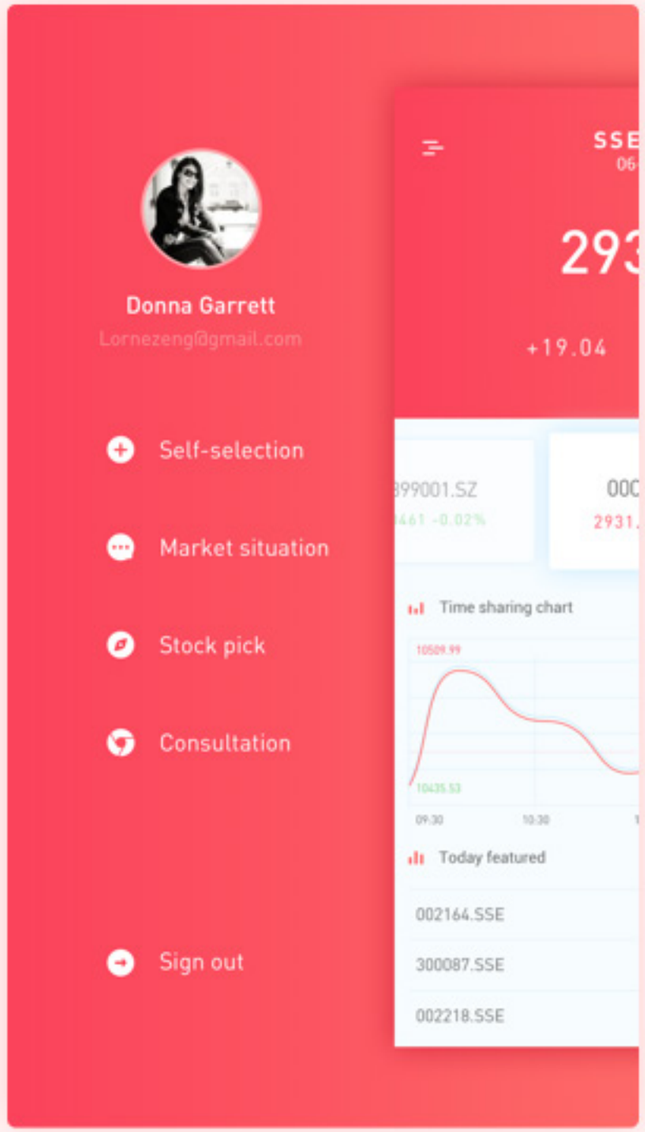
When in doubt use a monochromatic scheme, or leverage complements.

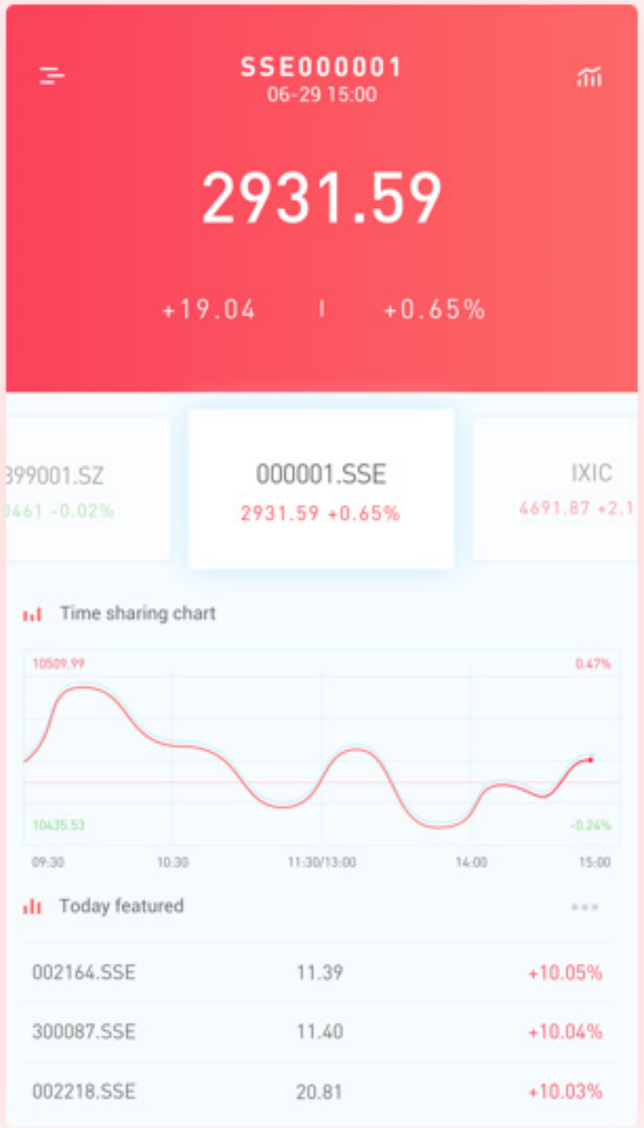
Guess that app!

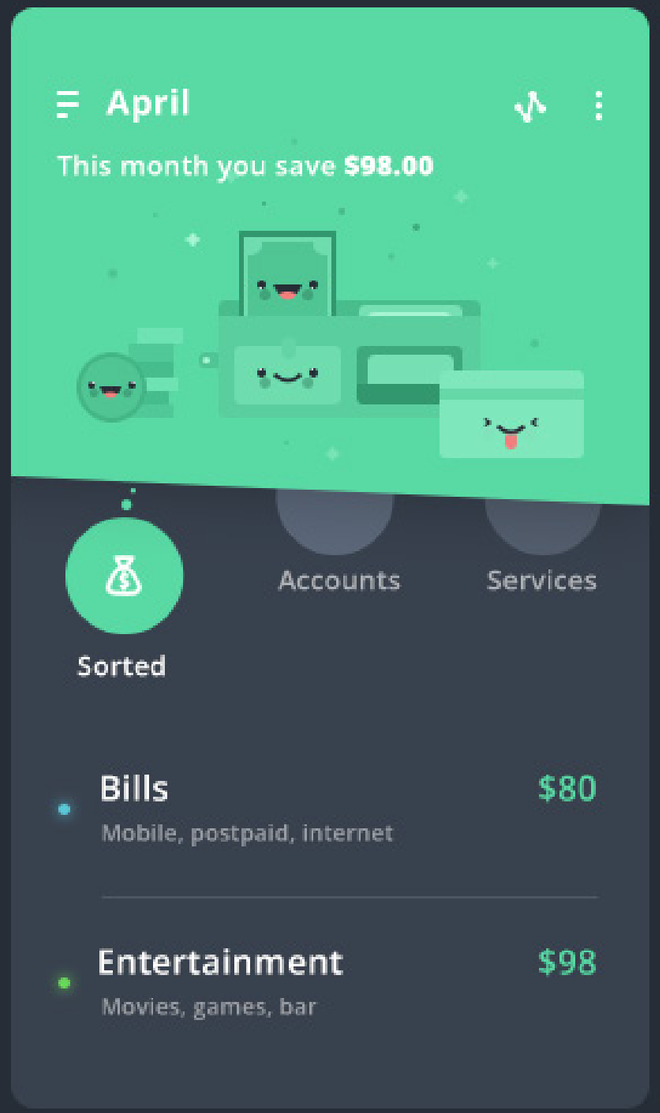

Welcome back Jana,
Things look allright.
36.75 °
Temperature
537 cal
Calories burned
3342
Steps
87 bpm
Heart rate
Moving activity
Today
Avg
08
00

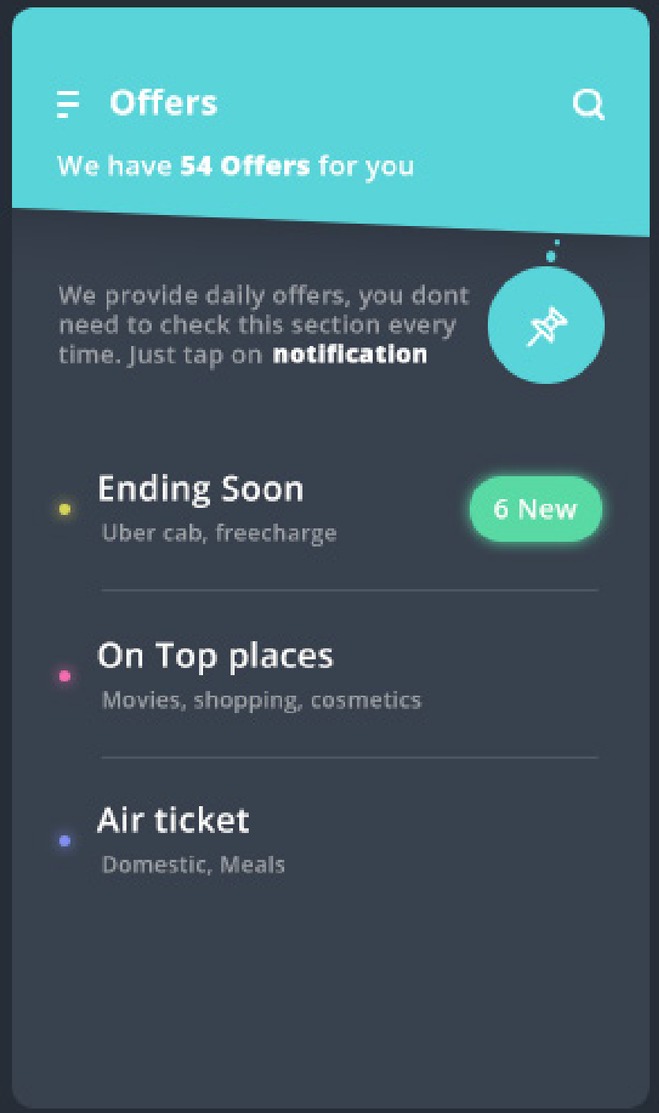

Jana
Novakova
57% of goals
22
Age
A
Blood t.
20.4
BMI
172 cm
Height
53 kg
Weight
21 %
Fat
YOUR GOALS
Lose weight
4.6 kg / 8 kg
Running per week
8.2 km / 10 km
Steps per day
3342 / 10000

June 4 2015
54.7 kg
Body weight
Feb
Mar
Apr
May
June
July
Your goal 50 kg
Feb 5 2015
57.5 kg
Max weight
July 14 2015
53.4 kg
Min weight


Donna Garrett
Lornezeng@gmail.com
Self-selection
Market situation
Stock pick
Consultation
Sign out
SSE
06
293
+19.04
399001.SZ
461 -0.02%
000
2931.
Time sharing chart
10509.99
10435.53
09:30
10:30
Today featured
002164.SSE
300087.SSE
002218.SSE


SSE000001
06-29 15:00
2931.59
+19.04
+0.65%
399001.SZ
461 -0.02%
000001.SSE
2931.59 +0.65%
IXIC
4691.87 +2.1
Time sharing chart
10509.99
0.47%
10435.53
-0.24%
09:30
10:30
11:30/13:00
14:00
15:00
Today featured
002164.SSE 11.39 +10.05%
300087.SSE 11.40 +10.04%
002218.SSE 20.81 +10.03%


April
This month you save $98.00
Accounts
Services
Sorted
Bills
$80
Mobile, postpaid, internet
Entertainment
$98
Movies, games, bar


Offers
We have 54 Offers for you
We provide daily offers, you dont need to check this section every time. Just tap on notification
Ending Soon
Uber cab, freecharge
6 New
On Top places
Movies, shopping, cosmetics
Air ticket
Domestic, Meals

thanks!

COLLABORATION TOOLS

Slack, Basecamp, Trello

BRAND BOARD BUILDER

InvisionApp, Evernote, Pinterest

DIGITAL STYLE GUIDE

InvisionApp, StyleGuides.io, Frontify, Uber Brand Guide

DESIGNING UX/UI

SketchApp, Photoshop, Illustrator, Omnigraffle

DESIGN PROTOTYPING

Origami, InvisionApp, proto.io

DESIGN INSPIRATION

designspiration.net, dribbble.com, mediaqueri.es, Pinterest