

UX



UI

# IT Systems Design

## UI Design Theory

Christoph Niesel and Alireza Nili – IFB103



# Goals for today

Learn what theories are relevant in UI design, as well as creating a styling sheet for your prototype

Understand how we process visual data, as well as analyse real world practices



Observe specific UI design challenges that are native to mobile prototyping domains





# UI Design Theory

Styling Sheets

Gestalt Principals

Mobile UI

Wrap up



# UI Design Theory





























































Let's think critically about some of the important elements in UI design. These may seem familiar to you when considering your daily interactions with **services, devices and environments**.

- **Structure** - Layouts and Hierarchy
- **Simplicity** – Keeping things simple
- **Visibility** – Clear clutter, need to know basis
- **Feedback** – **Error handling**, status
- **Tolerance** – Flexibility in user error and saving user data
- **Reuse** – **Consistency in behaviour and naming**

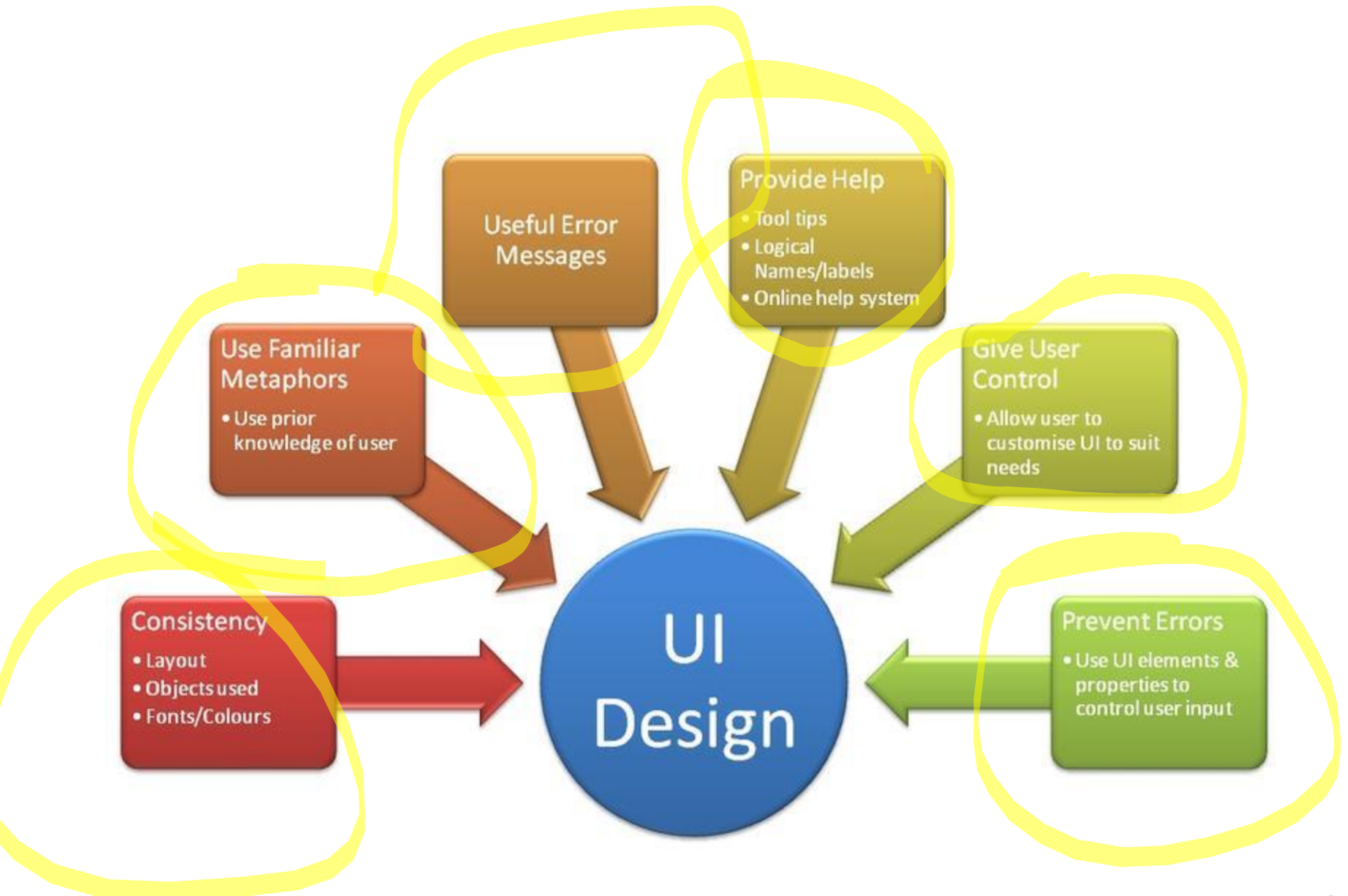
Constantine, L. L., & Lockwood, L. A. (2001). Structure and style in use cases for user interface design. *Object modeling and user interface design*, 245-280.



# THE 10 COMMANDMENTS OF USER INTERFACE DESIGN

1 CREATE A STORY	2 STREAMLINE NAVIGATION	3 MAKE IT RESPONSIVE	4 ENSURE ACCESSIBILITY	5 FORM FOLLOWS FUNCTION	6 USE PLEASANT COLOR THEMES	7 DEFINE FONT FAMILIES	8 BOOST OPTIMIZED IMAGES	9 MASTER MINIMALISM	10 ELIMINATE ERRORS
 USE REAL IMAGES	 USE ICONS	 USE COLUMNS	 LABEL LINKS	 BUTTON	 COLOR PALETTE	 NO SERIFS	 PREFER VECTOR	 SOLID COLORS	 UNDERSTAND THE USER
 MASCOT	 MOBILE-FRIENDLY	 PARALLAX SCROLLING	 ALT-TEXT FOR IMAGES	 CHECK BOXES	 PICK VIBRANT COLORS	 PERFECT DUOS	 MINIFY METADATA	 OMIT REDUNDANT	 ALLOW USER ERROR
 CUSTOM MESSAGES	 DIRECT MANIPULATION	 FLUID GRID	 AVOID IMAGE AS LINK	 DROP-DOWN LIST	 CONTRAST IS CLARITY	 SET HIERARCHIES	 PICK BEST FORMAT	 LESS IS MORE	 READABILITY
 BE AUTHENTIC	 CLEAR CALL TO ACTION	 DROP-DOWN MENUS	 MONOCHROME SETTINGS	 SLIDER	 INDUSTRY RELEVANT	 USE LEGIBLE FONTS	 AUTOMATE SCALING	 WHITESPACE	 COMPREHENSIVE DOCUMENTATION
 EMBED SOCIAL	 AVOID AMBIGUITIES	 GOOGLE STANDARDS	 SCREEN PRIME ESTATE	 ICONS	 STICK TO THREE	 USE HIGHLIGHTERS	 NATURAL RESOLUTION	 BIG FONTS	 SUGGEST A SOLUTION
 INTERACTIVE CONTENT	 AIM CONVERSIONS	 SCALES TO ANY WIDTH	 ISOLATE CONTENT	 PAGINATION	 COMPLEMENT COLORS	 IN DOUBT? GO GOTHIC!	 USE ALT-TAGS	 USE VISUALS	 FEEDBACK

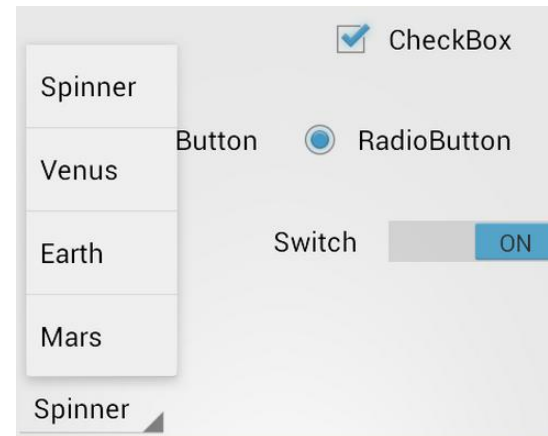




# Interface Elements in UI

Can include:

- 1 • **Input Controls:** Items such as text fields, buttons or toggles, lists, dropdown icons or tools etc
- 2 • **Navigational Components:** Sliders, icons and buttons, bookmarks or tabs, sliders, search fields
- 3 • **Informational Components:** Modal windows, popup bars or progress bars, icons, tooltips, modal windows
- 4 • **Containers:** Grids, columns rows, accordion



## Check Boxes



## Arrows



## Progress Bar



## Progress Circle





# Interface Elements in UI

**A golden rule!**

**Keep the interface simple.**

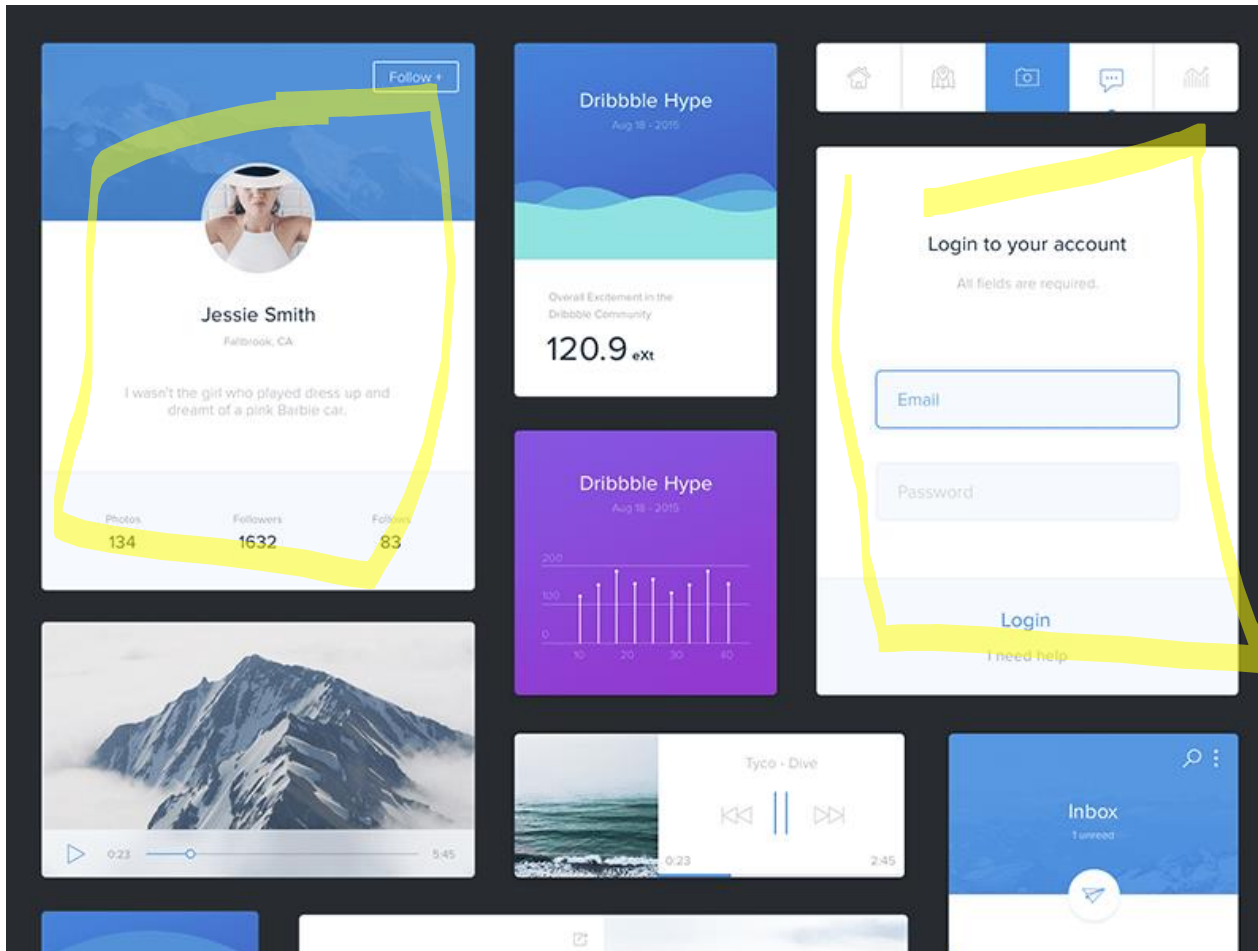
The best interfaces are almost invisible to the user.  
They avoid unnecessary elements and are clear in  
the language they use on labels and in messaging.

*From: [www.usability.gov](http://www.usability.gov)*





# Clean & Simple UI



<https://www.sketchappsources.com/free-source/1481-minimalist-ui-kit-sketch-freebie-resource.html>



# Avoid Clutter

## CAR LEASING

Want a cheap new lease car? Start HERE!



My cheapest leasing deals!



## ABARTH CAR LEASING

500  
500 Convertible  
Grande Punto  
Punto Evo



## ALFA ROMEO LEASE CARS

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159 Sportwagon  
Brera  
Giulietta  
Mito  
Spider



substitutes  
**LINGSCARS.com**  
UK CONTRACT HIRE CARS FROM LING VALENTINE

Version You can trust me! ... In 2010 I rented over £35million of cars (at RRP).  
237.1.10047M



**FREE "Ling" collector's badges**

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**CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS**

Home

Cars and Vans

How It Works

Price Lists

About Ling

Customers

Fun Stuff

Quote/Order

Business Customer Pricing

Personal Customer Pricing

Chat →

Live Chat is Closed

LIVE WEBCAM!

I'm online, LIVE + KICKING on twitter!



LINGSCARS Follow Me



Qashqai 1.6 Visia

Go

The twitter pigeon is loading "LINGSCARS" LIVE + KICKING twitter feed... WAIT!

Intro Film

News

Blog

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AS SEEN ON TV

DRAGONS' DEN



Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."



Ling is OFFICIAL VIZ ethnic business ambassador!



Duncan Bannatyne - "I wanted to invest... but ye turrr'd me dooon!"



OLD CAR

CHEAP INSURANCE



Deborah Meaden "Harrumph! I'm out!"



Google Spider Food --->

View LIVE visitors: 12 online

Hi! I am Ling



from Dragons' Den. I lease cheap new cars!



UPDATE... The latest car I've added is an Abarth 500 Convertible 1.4 T-Jet 16v (138bhp) Convertible 2dr 1368cc Petrol at £382.31 inc VAT at 06:30 yesterday - Ling



I'M ON TV AGAIN...





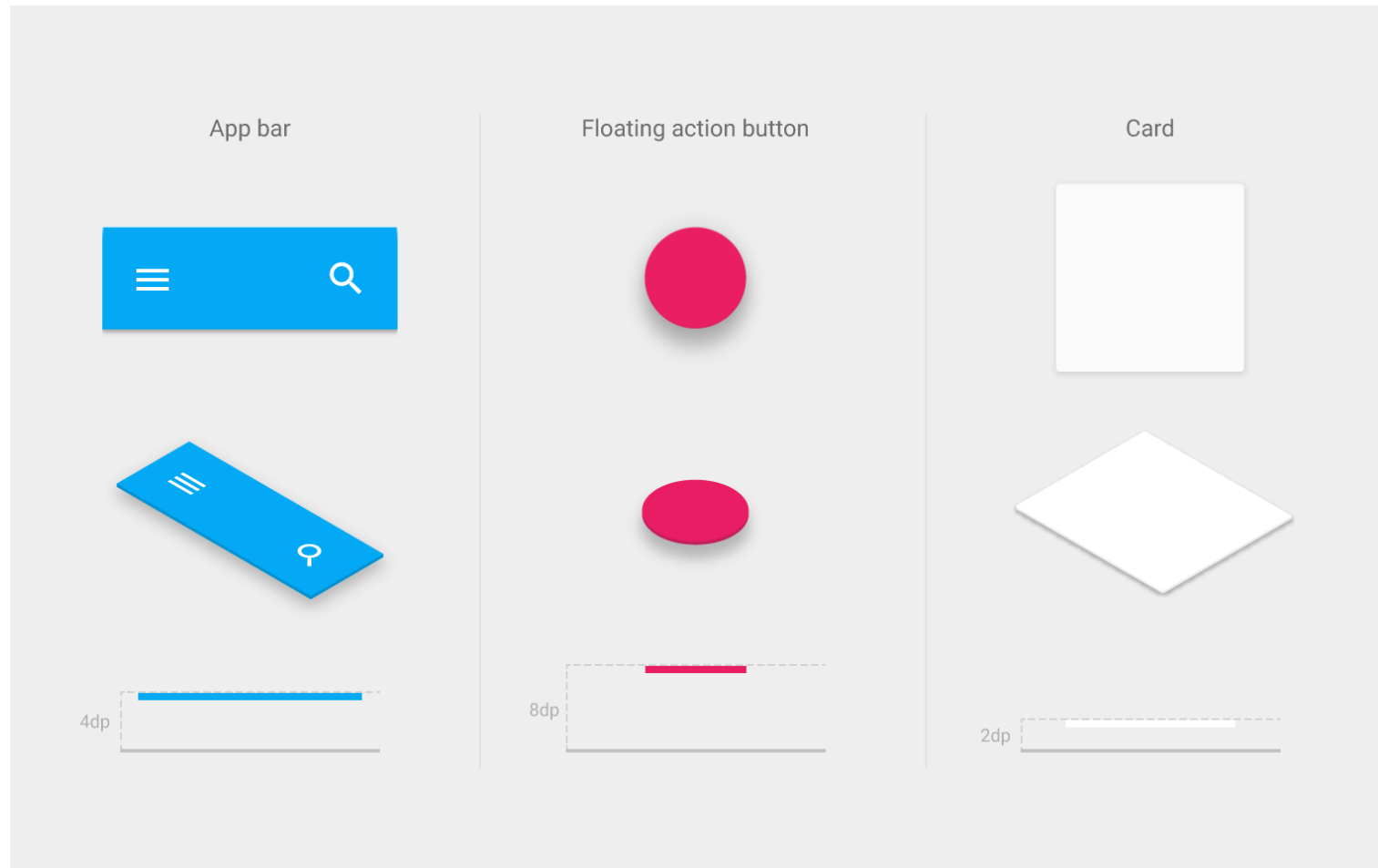
## Skeuomorphism or Flat Design?



Page, T. (2014). Skeuomorphism or flat design: future directions in mobile device User Interface (UI) design education. *International Journal of Mobile Learning and Organisation*, 8(2), 130-142.



# Pseudo Flat



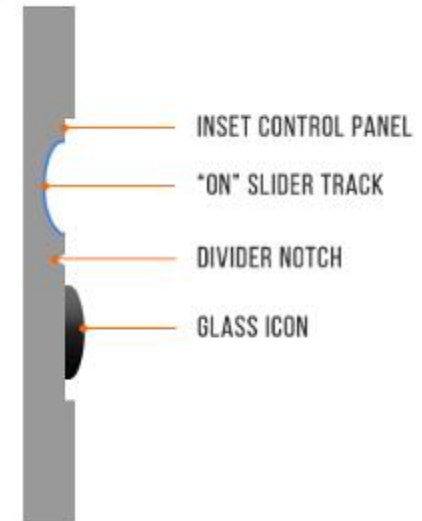


# Light Behaviour

FRONT VIEW



SIDE VIEW



From - <https://medium.com/@erikdkennedy/>



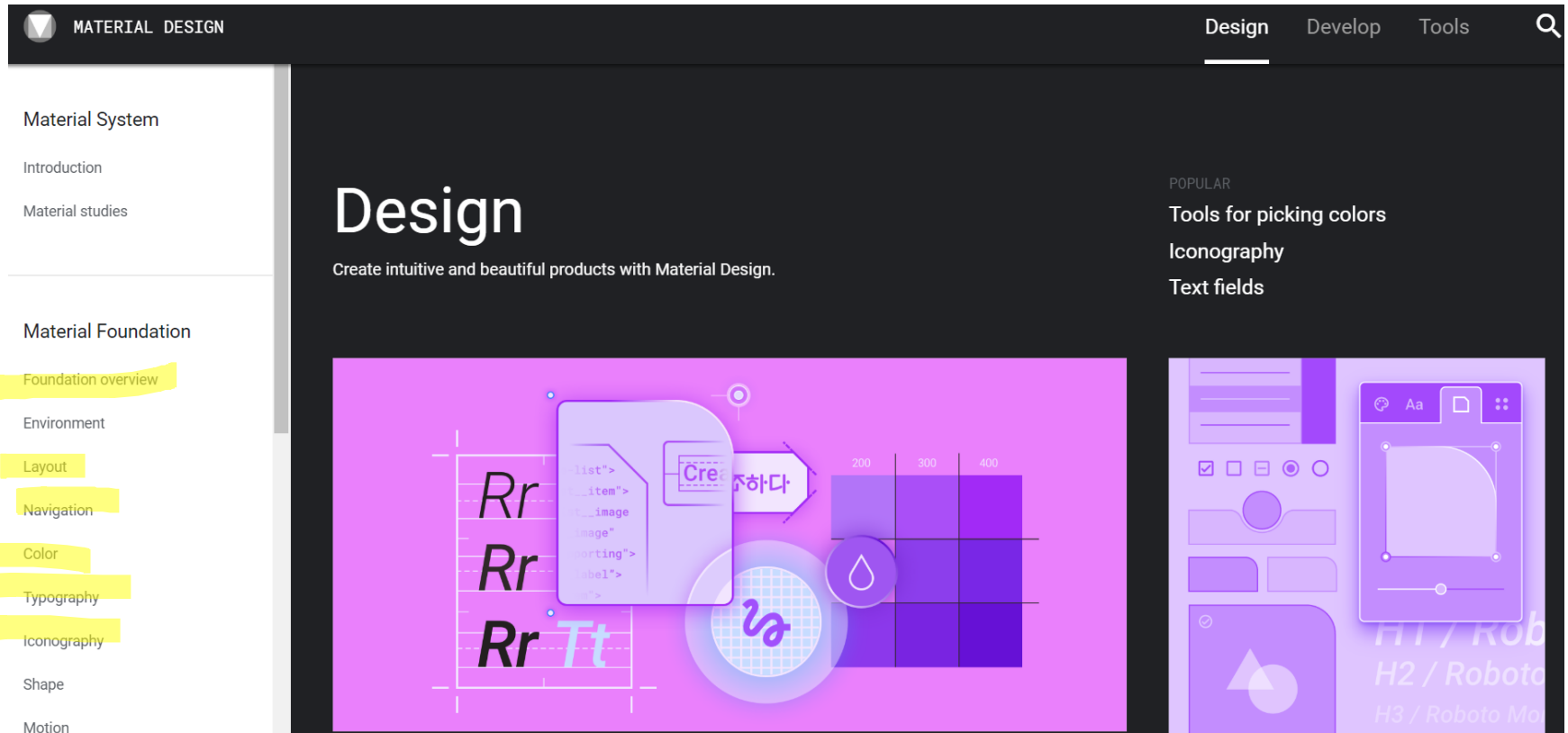
# Google Material Design



<https://material.io/design/>



# Google Material Design



<https://material.io/design/>

