

WEEK 8 | DESIGN USER EXPERIENCE

Shawn Park & Jeff Zhan

Grades

- We will finish grading all of your homework and email your grades this weekend
- Our final grading scheme:
 - Attendance (20 pts)
 - -5 pts for each unexcused absence
 - Homework (20 pts)
 - Group Project (30 pts)
 - Final Individual Project (30 pts)
- If (your_score > 70) {
 return P
} else {
 return NP
}

Future Lectures (Design)

- Lecture 8: Responsive Design
- Lecture 9: User Interface Elements
- Lecture 10: Extra Topic
 - We will open up for a poll for the topic of Lecture 11
- Lecture 11: Final Project Presentation



Search



USER



SUBMIT



INBOX

SUBREDDITS

ALL

PICS

FUNNY

GAMING

ASKREDDIT

WORLDNEWS

IAMI

TODAYILEARNED

AWWW

TECHNOLOGY

EARTHPORN

GIFS

TELEVISION

MORE

Welcome to r/aww!

HOT



My guinea pigs dressed up like
dinosaurs

(imgur.com)

192
2962

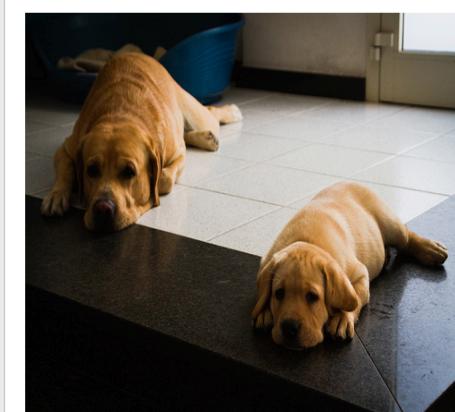


Yearlings enjoying the snow

(imgur.com)

0

103



Like father like son

(imgur.com)

30

2960



Baby polar bear learns to walk

(i.minus.com)

Group Project Award: Best User Experience





reddit

hot new rising controversial top gilded

search

login | post

It has been reported that two passengers who were listed on the plane's manifest - an Italian and an Austrian - were not actually on the flight but had had their passports stolen in the past two years in Thailand



New molecular signature could help detect alien life as well as planets with water we can drink and air we can breathe. Pressure is on to launch the James Webb Space Telescope into orbit by 2018.

It has been reported that two passengers who were listed on the plane's manifest - an Italian and an Austrian - were not actually on the flight but had had their passports stolen in the past two years in Thailand



I WRITE SOFTWARE CODE FOR
ONLINE ADVERTISERS

I WRITE SOFTWARE CODE FOR
ONLINE ADVERTISERS

TAKES HIS DOG

I WRITE SOFTWARE CODE FOR
ONLINE ADVERTISERS

Group Project Award: Best Aesthetics

BUILD YOUR OWN WEBSITE. A SEXY

Homework 5

Group Project Peer Evaluation

Group Project Community Votes

Javascript and JQuery at the end of the course to make dynamic elements.

It is important to note that this course is a design only course - meaning we will not cover the server-side details like Django and PHP. By the end of the course, you will be able to build a website like those featured on Siteinspire (<http://www.siteinspire.com>)

Design Section

In Design section, we will spend a lot of time looking at other well-designed websites, notably those featured on Siteinspire. We will start each class with a website of the day. Students are encouraged to s



ioning, which are essential to designing a beautiful and intuitive websites. We will also students will learn how to make a website using HTML 5 and CSS 3. We will cover

Menu

About

Lectures

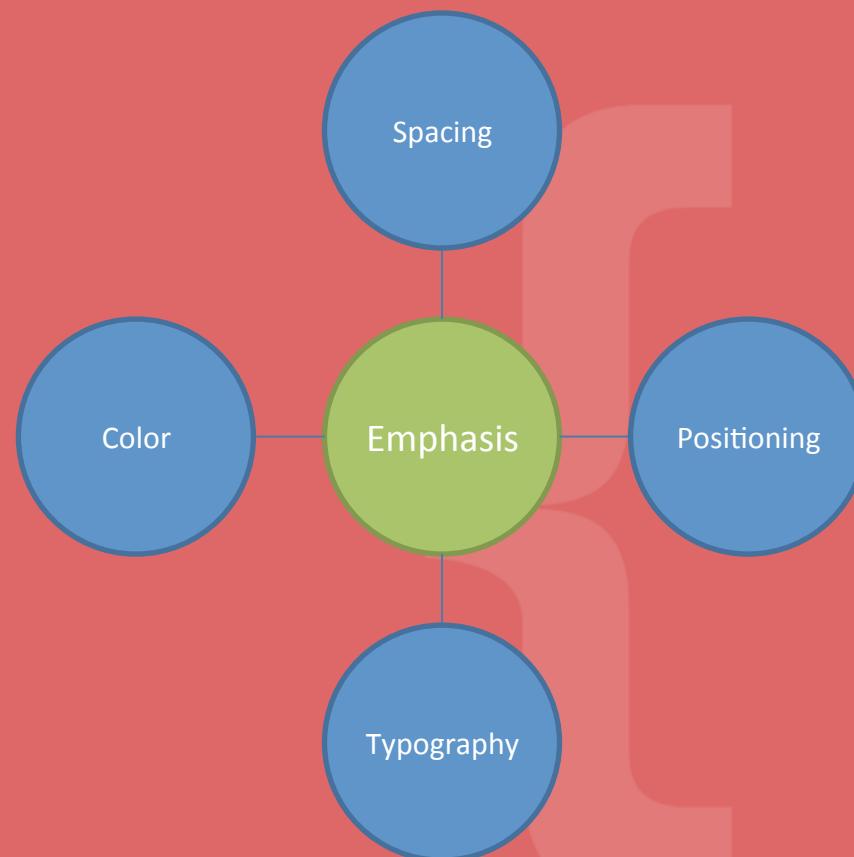
Gradebook

Piazza

Final Project

- Topic of your own
 - Personal Website
 - Web Application (Potential Startups?)
 - Redesign of an Existing Application (Reddit?)
- You are required to include some Javascript/Jquery functionality
- Features that require back-end implementation (ex. Search) are not necessary and can leave as a mockup
- Due Date: May 1st (Last Day of Class)
- Details of the project specs will be released at the end of this week!

Four pillars for Emphasis





Today

8 Tips for User Experience

User Experience

- UI is more than just an interface aesthetics
 - Needs to take into account the *experience* that user goes through
- Remember: The purpose of design is to bring order to complexity
 - NOT creating artwork
 - IS creating an “intuitive” experience that makes complex features easier to use

1. Keep things consistent

- Your website should have a consistent theme resonating throughout the entire site.
- You should have a consistent...
 - Placement of modules (Top bar, search box, etc.)
 - Color (Don't use more than three color schemes)
 - Font (Don't use more than two fonts)
 - UI Pattern (If you are going to do flat, do it all-out flat)



Piazza



+Shawn



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About 127,000,000 results (0.20 seconds)

Piazza • Ask. Answer. Explore. Whenever.

<https://piazza.com/> ▾

Piazza is a free online gathering place where students can ask, answer, and explore 24/7, under the guidance of their instructors. Students as well as instructors ...

[UC Berkeley](#)

University of California, Berkeley (UC Berkeley) for Fall 2013 on ...

[Login](#)

Piazza is a free online gathering place where students can ask ...

[Stanford University](#)

Stanford University for Fall 2013 on Piazza, a free Q&A platform ...

[More results from piazza.com »](#)

News for piazza



[Rome anti-austerity demonstrators camp out in piazza](#)

[UPI.com](#) - 3 hours ago

ROME, Oct. 22 (UPI) – Italian anti-austerity demonstrators say they will remain camped at a **piazza** in central Rome until a Tuesday meeting ...

[Piazza - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Piazza ▾

A **piazza** is a city square in Italy, Malta, along the Dalmatian coast and in surrounding regions. The term is roughly equivalent to the Spanish *plaza*. In Ethiopia, it ...

[Pizzazs Fine Foods: Naturally Growing!](#)

www.pizzazsfinefoods.com/ ▾

healthyliving. Learn how **Piazza's** Fine Foods supports a healthy, clean lifestyle for it's

Piazza



Q&A platform

Piazza is a Q&A web service. It can be described as "mixture between a wiki and a forum" that can be used with learning management systems.

[Wikipedia](#)

Founded: 2009

[Feedback / More info](#)

See results about



Piazza

A **piazza** is a city square in Italy, Malta, along the Dalmatian coast and in surrounding regions. The ...



Drive



Sort ▾



CREATE



My Drive

Shared with Me

Starred

Recent

More ▾

Connect Drive to
your desktop

TITLE	OWNER	LAST MODIFIED
TWDW Check-in Monday	me	11:55 am me
TWDW Check-in 10/15 (Responses)	me	Oct 21 me
PKMN_Squad.docx	me	Oct 19 me
The Web Design Workshop Student Roster Shared	me	Oct 19 me
TWDW Group Project Team Registration	me	Oct 19 me
186.psd	me	Oct 17 me
186.pdf	me	Oct 17 me
20131016_141302.jpg	me	Oct 17 me
20131016_141314.jpg	me	Oct 17 me
20131016_141324.jpg	me	Oct 17 me
20131016_141155.jpg	me	Oct 17 me
20131016_141217.jpg	me	Oct 17 me
20131016_141333.jpg	me	Oct 17 me
TWDW Check-in 10/15	me	Oct 16 me
20131012_111934.jpg	me	Oct 13 me

Consistency: Google

News

U.S. edition ▾

Modern ▾



Recent

Message from France to US: Stop intercepting our phone calls

CNN - 3 minutes ago

Report: Healthcare website failed test ahead of rollout

CNN - 4 minutes ago

Pollen Study Points to Culprit in Bronze Era Mystery

New York Times - 12 minutes ago

Sports scores

Today

Yesterday

NHL

	SJ	1 - 0	Final		DET
	COL	1 - 0	Final		PIT
	CGY	3 - 2	Final		LA

NFL

	MIN	7 - 23	Final		NYG
--	-----	--------	-------	--	-----

Berkeley, California » Change location

Luck, smarts lead from Uganda to UC Berkeley

San Francisco Chronicle - 10 hours ago

Berkeley is third-best city to reside in, rankings website says

Daily Californian - 4 hours ago

UC Berkeley researchers win grant from National Institutes of Health

Top Stories

New England Patriots
Same-sex marriage
Peyton Manning
Chicago Bears
Jim Leyland
Strike action
Nevada
Minnesota Vikings
Carol Burnett
Apple Inc.
Berkeley, California

World

U.S.

Business

Technology

Entertainment

Sports

Science

Health

iPad 2

Gangnam Style

Astronomy

Barack Obama

Bigbang

Top Stories

**Deal reached to end 4-day-old San Francisco transit strike**Reuters
57 minutes ago

Written by Laila Kearney |

By Laila Kearney. SAN FRANCISCO | Tue Oct 22, 2013 3:39am EDT. SAN FRANCISCO (Reuters) - Striking San Francisco-area transit workers reached a tentative contract deal with management late on Monday to end a four-day walkout that has paralyzed ...

SF transit agency, unions reach deal to end strike Businessweek

BART, unions reach deal; strike ends Los Angeles Times - by maura dolan

Featured: NTSB Begins Investigation Into BART Workers' Deaths NBC Bay Area - by Lori Preuitt

Opinion: BART settlement brings relief San Francisco Chronicle

Related: Bay Area Rapid Transit » Strike action » San Francisco Bay Area »

AP The Associated Press

1 hour ago - Google+

Union officials announced the deal, which still requires approval from union members, then from the Bay Area Rapid Transit's board of directors. BART is the nation's fifth-largest rail system, with an average weekday ridership of 400,000.

**Report claims ObamaCare website builders warned of issues before launch**

Fox News - 24 minutes ago

Oct. 2, 2013: A man looks over the Affordable Care Act (commonly known as Obamacare) signup page on the HealthCare.gov website in New York.

**Nev. school shooting leaves gunman, teacher dead and 2 boys wounded ...**

Fox News - 49 minutes ago

SPARKS, Nev. - Students at a Nevada middle school were filing off buses and reuniting with friends on the playground after a weeklong vacation when the pop of gunfire shattered the morning calm.

**Barack Obama catches fainting pregnant woman during speech**



COMPOSE



Quora, Foursquare, Victor Cho via Li...



Amazon.com, Innovative Design, 그루...



Inbox (591)

Starred

Important

Sent Mail

Drafts (40)

Circles

[Airmail]

[imap]/Drafts

[imap]/Sent

CS

Facebook

Junk

Notes

Personal

Sent Messages

Travel

More

Shawn

New Hangout

Sagar Shah



Consistency: Google

Dahlia Case

- | | | | | | |
|--------------------------|----------------------|------------------------|---------------------------|---|----------|
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Jeff Zhan (Google Drive) | Lecture 7 (roka371@gmail.com) - I've shared an item with you. Lecture 7 Google Drive: create, share, and keep all your stuff in | 12:39 am |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Pol Llado | [CalSol-Prospective] Electrical/Mechanical Meetings This Week - Hello CalSol! As usual, here is your reminder that there will be Electrical | 10:57 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Stephanie Tung | [UPE] Weekly Digest 10/21 - Hey everyone, We have plenty of fun stuff planned for the next couple weeks. Check 'em out! :D | 10:14 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | (주)K.Fairs | [iPad mini 획득 마지막 찬스] 전시회 관람과 경품을 한번에!! - 메일 수신을 원하지 않으시면 [수신거부]를 클릭하여 주십시오. If you don't want this type of in | 8:55 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Morgan Fabian (Google Gr. | Google Groups: You've been added to KairosNorCal2013 - Welcome to the 2013 Kairos Northern California listserve. We'll be using this to sen | 8:47 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | me .. ANDREW (10), Draft | [The Web Design Workshop] Announcements about Group Project & Grading - Hi Jenna, – Shawn Park Sent with Airmail On October 20 | 6:46 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Jason Huertas (2) | [CET] Assigned to You: Home Page Fixes - » Jason Huertas assigned to Shawn Park4:34PM on October 21 » Jason Huertas assigned to Jas | 4:34 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Thomas Boyt | Re: [quad] Added admin assets stub (774d8d0) - The admin assets are currently in the Quad-Admin repo and copied directly to .tmp/public | 4:22 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Yuuki, me (4), Draft | Web Decal Check-In - Hi Yuuki, We can do a check-in tomorrow after class. Is that okay? – Shawn Park Sent with Airmail On | 4:05 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | GitHub | [GitHub] Subscribed to Quad2/quad notifications - Hey there, we're just writing to let you know that you've been automatically subscribed t | 3:33 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Jason Huertas | [Home Page Fixes] Assigned to You: Center Connect section at bottom - » Jason Huertas assigned to Shawn Park3:30PM on October 21 | 3:30 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Pooja, me (5) | Opportunities at Piazza - Great, let's connect on Skype at 4:10pm today. Sent from my iPhone On Oct 21, 2013, at 1:22 PM, | 2:44 pm |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | Kirsty Nathoo | Startup School - thanks for coming! - Thanks for coming to Startup School on Saturday - we hope you had a great day and learned lots! If | Oct 21 |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | | [cs-majors] Tomorrow 10/22/13: Approaching Faculty for Research Opportunities 4-5pm, HP... - Hi Undergraduates, Tomorrow, Tuesday, Octo | Oct 21 |
| <input type="checkbox"/> | <input type="star"/> | <input type="folder"/> | iPage | Don't Be Afraid To Put Your Next Project Online - Don't be afraid to put your next project online -- get another account at a hugely discount | Oct 21 |



Home

All

Friends

Family

Acquaintances

Following

More



Hangouts



Sagar Shah
for sure

Yuna Komine
You: Sure! It would be great...

Valeria Zaragoza
You were in a video call

Hung Dang
You: Yup I will get to that lat...

James Chi
thanks again man

Abhi, Rachit
You were in a video call

Rachit Nanda
You were in a video call

Abhi, Rachit
You were in a video call

Abhi, Rachit
You were in a video call

Hangout Party

Share what's new...



Text



Photos



Link



Video



Event

Gaming

**Anthony So**

Images | Videos | Links - Yesterday 11:57 PM

Found this strange artifact on a shelf in the temple of Goodwill.



Consistency: Google

You may know

View more

**Kevin Chen**

Kevin Gong in common



Add

**Abhi Kalakuntla**

Rachit Nanda in common



Add

**Kevin Liang**

Kevin Gong in common



Add

Gaming

**Jeremy Patrick**

Discussion - Yesterday 9:59 PM

Looks awesome but frame rate could be better

Batman: Arkham Origins - Official Gameplay Walkthro...



2. Content is the King

- Direct the user's attention to the content (eventually)
- In most cases, content should have the biggest screen estate
 - Try to reserve at least 70 – 80% of the screen estate for your content
- Too many "position: fixed" elements ruin this!
 - Example: (Old) Google Reader

ALL CHANNELS

[Latest](#)[Popular](#)

YPlan Brings Its Last Minute Events App to Android

30 minutes ago



Nokia Lumia 2520 Hands-On

37 minutes ago



Nokia Expands its DVLUPE Rewards Program to Asha Developers

1 hour ago



Nokia's DC-50: \$99 Portable Wireless Charging Plate for Lumia

1 hour ago



Nokia Launches Storyteller, Video Director, and Beamer Apps

1 hour ago

Ample screen estate for content: TNW Keyboard

Nokia's Lumia 2520: 10.1"



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MOBILE FUTURE

Top Stories from Across The Next Web



22 Oct '13

Nokia launches Storyteller, Video Director, and Beamer apps for its Lumia devices



22 Oct '13

Nokia announces two 6" smartphones: the \$739 Lumia 1520 for Q4 2013 and the \$339 Lumia 1320 for Q1 2014

ALL CHANNELS

Latest

Popular



Nokia's Lumia 2520: 10.1" Windows RT 8.1 Tablet for \$499

reading now



YPlan Brings Its Last Minute Events App to Android

31 minutes ago



Nokia Lumia 2520 Hands-On

38 minutes ago

Smite bugs before they slow down app performance

Get Started



New Relic

Remove all banners

Ample screen estate for content. TNW



Much like the Microsoft Surface, the Lumia 2520 is more than just a screen: it pairs with a \$150 Nokia Power Keyboard, a wraparound cover that includes a fully functional keypad. Unlike the Surface, however, the attachment features a gesture trackpad and also provides five hours of extra battery life and two built-in USB ports. Nokia claims its tablet provides fast-charging capability: up to an 80 percent charge in one hour.

While many tablets nowadays ship with a lower-end Wi-Fi model and a higher-end Wi-Fi plus LTE model, Nokia's tablet comes with 4G LTE and Wi-Fi. Since it's running Windows RT, it also ships with Microsoft Office and Outlook preinstalled, which Nokia says makes it "an ideal mix of fun and productivity."

⚠ You're out of free music. [Subscribe now](#) for unlimited music, or continue listening to stations for free on your mobile device.

BROWSE

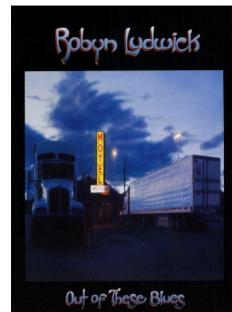
[Heavy Rotation](#)[Recent Activity](#)[Top Charts](#)[New Releases](#)[Recommendations](#)[Stations](#)

YOUR MUSIC

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PLAYLISTS

Roka's Pick

Heavy Rotation [i](#)

Out of These Blues

Robyn Ludwick

12 songs



AM

Arctic Monkeys

12 songs



The Suburbs

Arcade Fire

16 songs



Fuse (Deluxe Edition)

Keith Urban

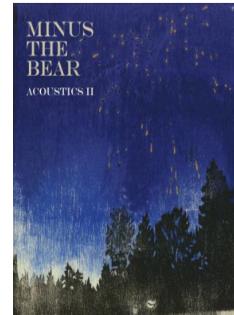
16 songs



Smilewound

Múm

11 songs



Acoustics II

Minus The Bear

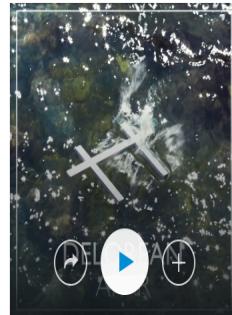
10 songs



To Drink the Rain

Malcolm Holcombe

12 songs



Apar

Delorean

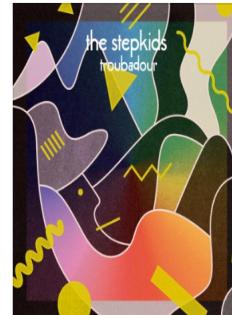
10 songs



MGMT

MGMT

10 songs



Troubadour

The Stepkids

10 songs

Lack of screen estate for content. rdio

Beyond — Daft Punk



0:00

4:50



3. Law of Threes

- When you have a list, try to make three items
- Example:
 - Facebook Charms
 - Windows Charms
 - Thumbnails (Three columns maybe?)
- However, do NOT force three items
 - Example: Don't make three sections "Buy" "And" "Sell" because you want to force three items to a list

CET is for you.

The CET is a rich and engaging community, built to support a diverse network created by our world-class students, business leaders, and experienced mentors. Come sign up, learn, contribute and shape the discussion.



Students

From undergrad to postdoc, we invite the UC Berkeley community to join the conversation and discover something great--whether it's a job opportunity or a refreshing insight into an industry.



Industry

The CET welcomes business leaders for recruiting, mentorship, and academic research. Our network can help you unlock a wealth of young and talented minds and provide you with a way to contribute to the innovation ecosystem.



Mentors

The CET is always open to seasoned veterans looking to mentor the next generation of entrepreneurs. If you have some spare time, it's a great way to "pay it forward" and to be part of a world-class network.

Law of Threes: CET

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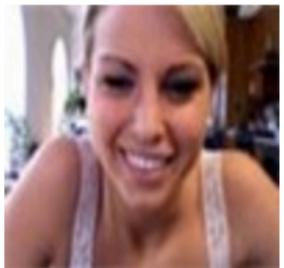
Home Shawn 🔒 ⚙



Ivy Line and Alan L. Becker are now friends.

Meet Interested Women

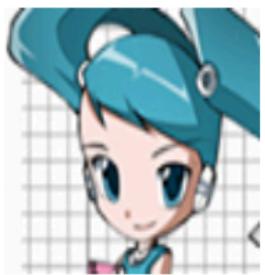
match.com



See who's single on Match.com. Browse pics & profiles of single women, FREE!

Taking an adventure now

landing.r2games.com



Warrior, Hunter, or Mage. Which class are you? Explore an epic fantasy world for free now!

Donate Sperm?

spermbank.com

Law of Threes: Facebook



\$1,200/month and help people create families; learn more



Minyoon Jung commented on Hannah Kim's post on Minyoon Jung's wall: "멀리 갈 필요없이 오클랜드나 버클리 어딘가에 스테이크..."



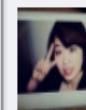
Jaeyop Kang likes World's Funniest Videos's video.



Jeremy Fiance and Aloukika Shah are now friends.



Divina Magracia commented on Lizzie Sokolich's link: "I love this dancer ♥"



You Jung Hwang likes 베스트 비디오's photo.



Abhi Kalakuntla



Kevin Liang

4. Be ready for users' mistakes

- Provide users with a some sort of a way to go back to a previous step/view in case of a mistake.
- Example:
 - Cancel button for forms
 - Going back to the list after viewing an item
 - Close button for modal boxes



Shawn Park Timeline Recent

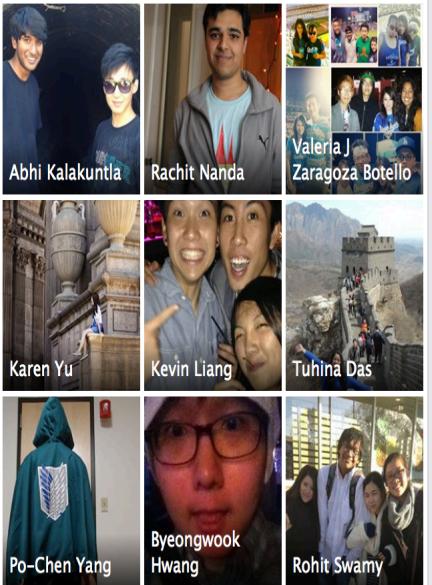
Status

Photo

Place

Life Event

Friends · 331



Games · 1

Tetris Battle
★★★★★

Handling User Errors: Facebook Timeline Edit Post



Shin Sinae 치즈봐

22 hours ago via mobile · Like



Xtina Dong The first weekend in december!!

21 hours ago via mobile · Like



Write a comment...

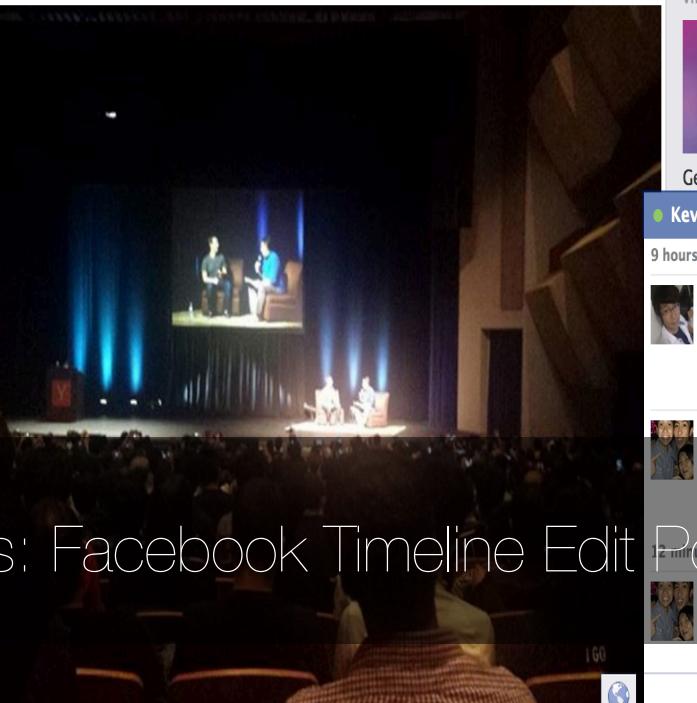
Recent
2010s
2000s
Born

Shawn Park

October 19

Mark Zuckerberg at YC startup school! :D

Done Editing Cancel



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virginamerica.com

Get Our Lowest Fares

Kevin Liang

9 hours ago

yup i have been at fsm, checkin with most people
one group couldnt - will probably do it again tomorrow after class

12 minutes ago

yo didja finish the hw



Minyoon Jung commented on Sangbin Lee's post on Minyoon Jung's wall: "라면먹고 싶네요 어제 다 뿐서먹어서 한개도 없는데"



Donghun DH Lee likes Seo Sookyeon's photo.

Minyoon Jung ▶ Dong Hyeon Ko 생일축하해
금요일에 안보이네

Eun Bit Ji likes 레전드시트콤's status.



Minyoon Jung likes Elmer Jaydee Min's photo.



Christopher Ching commented on Eugene Nam Jun Pak's photo: "balla status."



Abhi Kalakuntla



Kevin Liang



Tuhina Das



Ji Won Peyton Yoon



Zeeshan Javed



Valeria J Zaragoza B... 3h



Wonjohn Choi



Jesse Hur



Jonathan Lin



Eddie Lee



Valerie Tsai

MORE FRIENDS (35)



Alex Tom



Alan M

Search



Pinit 19

Like 14

Website

Send

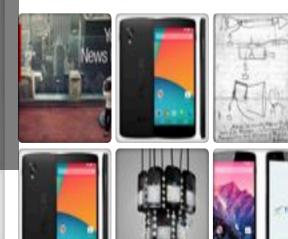


Android apps
Frank Cseh



Unfollow Board

Other pins from
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Find Friends

Jay Kamdar
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Follow

Muhammad M
Follow

Edit Your Home

mobile
Follow

User Interface
Follow

Hi-tech Indust
Follow



Handling User Errors: Pinterest Modal Close

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5. Less is Good

- Sometimes presenting too much information in one page can be bad
 - By one page, I mean “one screen area”
 - This is one of the most common reasons why a UI becomes “cluttered”
- Space out your designs – use padding/margin and good enough font-size
- Hide elements where possible/necessary
 - Modals
 - Dropdown menu

**G. Robert Ogilvy**

Essayist/critic by night.
Guerrilla satirist/Agent provocateur/Rhetorician.
Shadow minister without portfolio. Young fogey.
Tory anarchist.
@G_Robert_Ogilvy

Updated

August 22, 2013



in For the Love of Food · 6 min read

Breakfast: A Manifesto

A Scientific Argument by Reference to Historical, Political, and Cultural Examples

An author's note: A portion of this article has been published previously in the journal *Food, Culture & Society*.

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10 Handy Excuses NOT to Kill Yourself: 'The Casket' by Edward Mackey



Disclaimer: Suicide is no laughing matter AND this is not a numbered list

Trending · Arun Keepanasseril in Life Hacks · 2 min read

What inner city kids know about social media, and why we should listen



Teenagers know a lot more about privacy than we think, so what are they trying to tell us when they post?

You are following Editor's Picks · Jacqui Cheng · 11 min read

Breakfast: A Manifesto



A Scientific Argument by Reference to Historical, Political, and Cultural Examples

You are following Editor's Picks · G. Robert Ogilvy · 6 min read

Drive

CREATE



My Drive

Shared with Me

Starred

Recent

More ▾

Connect Drive to
your desktop

My Drive



TITLE

OWNER ▾



TWDW Check-in Monday

me



TWDW Check-in 10/15 (Responses)

me



PKMN_Squad.docx

me

Oct 19 me



The Web Design Workshop Student Roster Shared

me

Oct 19 me



TWDW Group Project Team Registration

me

Oct 19 me



186.psd

me

Oct 17 me



186.pdf

me

Oct 17 me



20131016_141302.jpg

me

Oct 17 me



20131016_141314.jpg

me

Oct 17 me



20131016_141324.jpg

me

Oct 17 me



20131016_141155.jpg

me

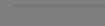
Oct 17 me



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me

Oct 17 me



20131016_141333.jpg

me

Oct 17 me



TWDW Check-in 10/15

me

Oct 16 me

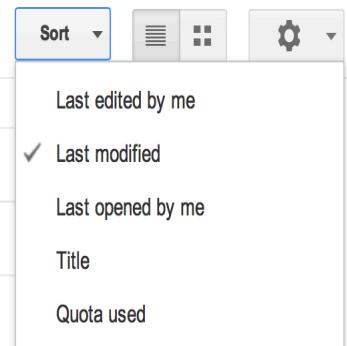
Hide Unnecessary Items: Google Drive



20131012_111934.jpg

me

Oct 13 me



6. Design for Performance

- Animations are not mandatory – they are only supplementary
- Having too much animations and intricate behaviors might slow down the performance
- Always test on all browsers and as many devices as possible
 - Ex.: Certain animations might be smooth on Chrome but very laggy on other browsers
- Images: Keep the size low & use the right format (JPG, PNG, etc.)



6. Design for Performance

Demo: Chrome vs. Safari

7. Clicks are costly

- Minimize the number of clicks a user needs to make
- You want to minimize the amount of effort a user needs to make in order to execute a task
- Example: Registration flow
 - Anything more than three steps will exhaust the user & will lead to a drop off.

tumblr.

Follow the blogs you've been hearing about.
Share the things that you love.

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Minimal Registration Flow: Tumblr
142.6 million blogs **64.8** billion posts

30 seconds to join

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How old are you?

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seconds to join

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Find & Follow Blogs

Incredible!

Next step



pixosprout



TRENDING BLOGS



everydayhealth



everyday health — Everyday Health is here to help you take better care of yourself and your family through powerful...



pointlessblogtv



PointlessBlog — Hey guys, Im Alfie and I make YouTube videos every friday! In my spare time I like to sleep, eat &...



lostsplendor



Lost Splendor — Past and Present. Aspiring Archivist. Twenty-Two Years Young



desertmotors



Desert-Motors — 100% Original Automotive Photography by Patrick Emzen of Desert-Motors.com and Fellow Arizona...



pixosprout



♣ pixosprout ♣ — the simple life of cocefi pixel art, doodles & other fluff from my chicky head



mattfractionblog



mattfraction — Hi there, I'm a...

Minimal Registration Flow: Tumblr

Run, doge, run!

Learning how to use Blender for my little project

8. TEST IT

- You cannot guesstimate user experience – You need to observe actual user's behavior in order to gauge user experience
- What should I make my font-size? 12px?
 - Nobody knows except the users – make it, ship it, test it.
- Test your interface in phases:
 - Low-fi stage (Sketches)
 - Hi-fi stage (HTML/CSS)
 - Product stage (HTML/CSS + JS)
- Do A/B Testing among users to test which interface works better



What's your interest?



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How to learn learning web design



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A/B Testing, Ego (Listview)
UI/UX

One can't expect people to learn things if no one has taught them how to or motivated them to do so. I don't consider myself being an expert at anything but there are some important things I learned while trying to help people who are new to the ways of the web, watching others doing same and the faults in those processes.

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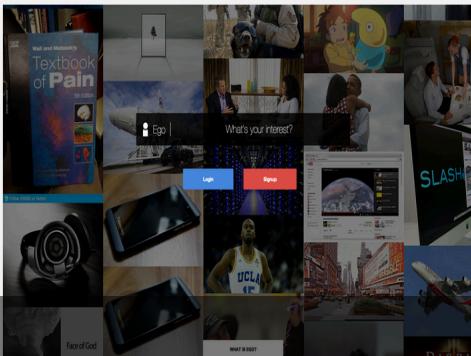
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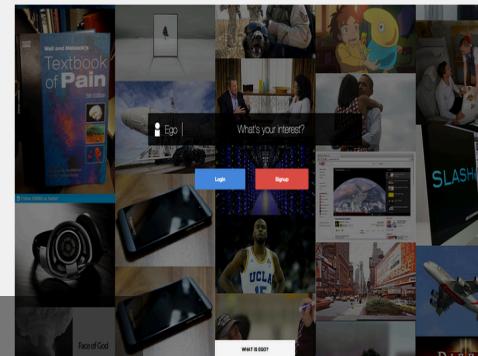
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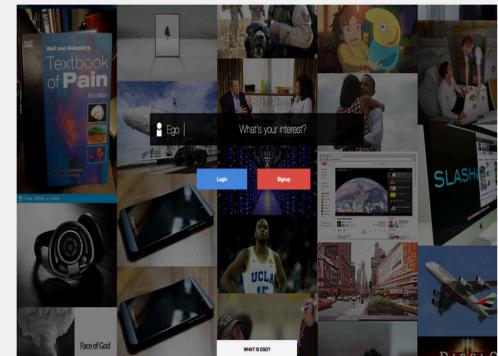


A/B Testing: Ego (Gridview)

Introducing Ego



Introducing Ego



Introducing Ego



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Recap

- 1. Keep things consistent
- 2. Content is the king
- 3. Law of Threes
- 4. Be ready for users' mistakes
- 5. Less is Good
- 6. Design for Performance
- 7. Clicks are costly
- 8. TEST IT