

WEEK

03

Interface Design (UX/UI)



Introductions



ARTICLE ONE

Principles of User Interface Design

<http://bokardo.com/principles-of-user-interface-design/>



Clarity is job #1

- Users should be able to open your website or app and quickly understand how to navigate it (*UX/UI*)
- Introducing new gestures or navigation can take them longer to figure out the new experience (*UX*)
 - Users inherently want to explore how to use something, a clear interface makes that easier (*UI*)
- Don't be afraid to simplify screens like the homepage to make your intentions clearer (*UX*)
 - For multi-page sites, the homepage's main function is to get users to the next page (*UX*)
 - Clear and easily accessible links help users get to those other pages faster (*UX/UI*)





Test



Interfaces exist to enable interaction

- The simplest interface helps users to navigate through an experience
- A great interface inspires and excites them to explore an experience

Provide a natural next step

- Think about where your user might go next
 - *Example:* If they are on a project page, make it easy for them to advance to the next project without returning to the homepage.

A crucial moment: the zero state

- The first experience with your site will determine if people continue to explore
- Clear navigation and inviting visuals will entice users to dive deeper into your website

Great design is invisible

- Most casual users don't know what good design means, but good design will keep those users happy and engaged
- Larger companies, brands and startups are beginning to appreciate the value of good design
 - Google, foursquare, Facebook, Target, Twitter, etc.

“As in most design disciplines, interface design is successful when people are using what you've designed. Like a beautiful chair that is uncomfortable to sit in, design has failed when people choose not to use it.”

ARTICLE TWO

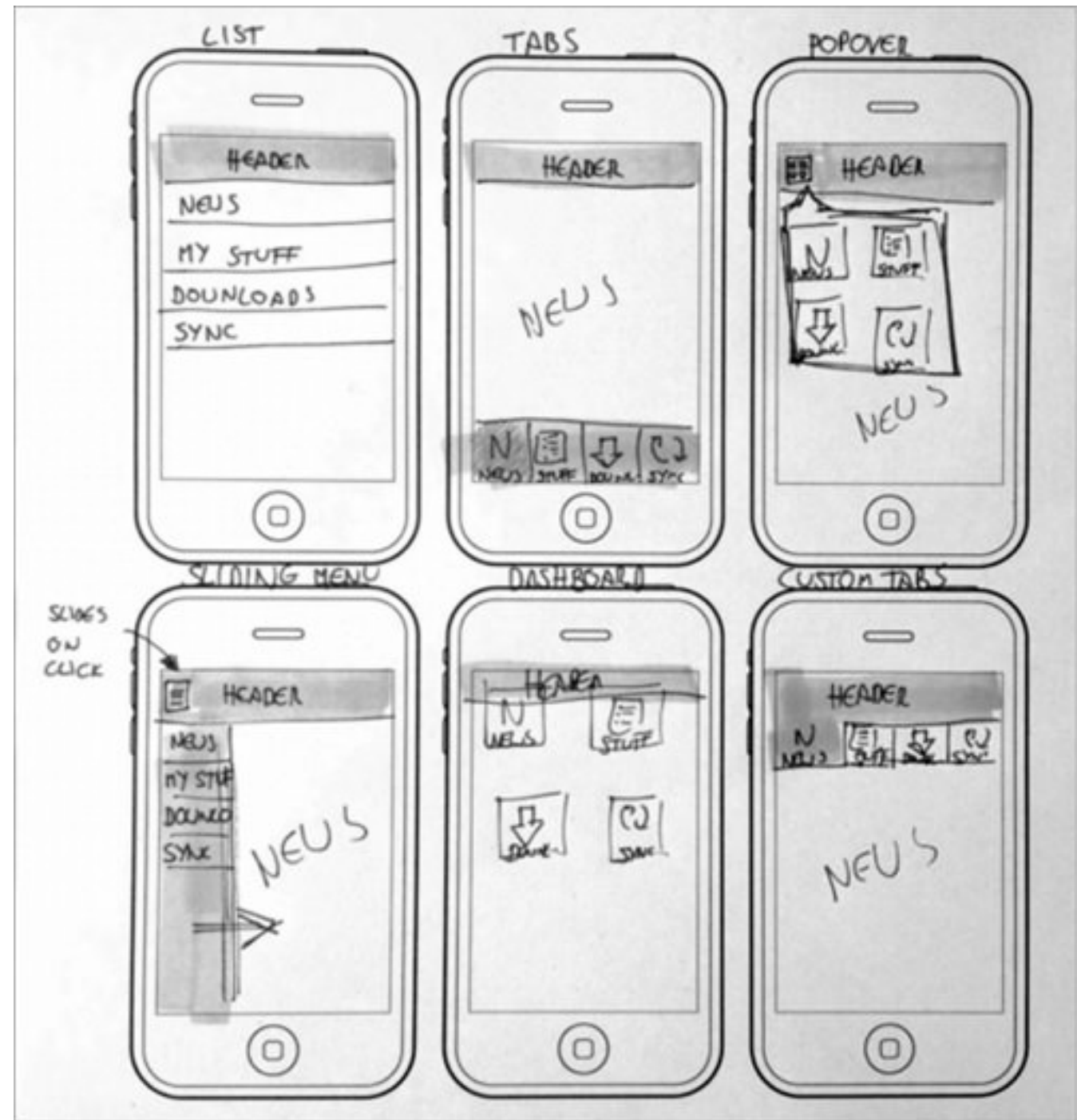
Sketching For Better Mobile Experiences

<http://uxdesign.smashingmagazine.com/2013/06/24/sketching-for-better-mobile-experiences/>



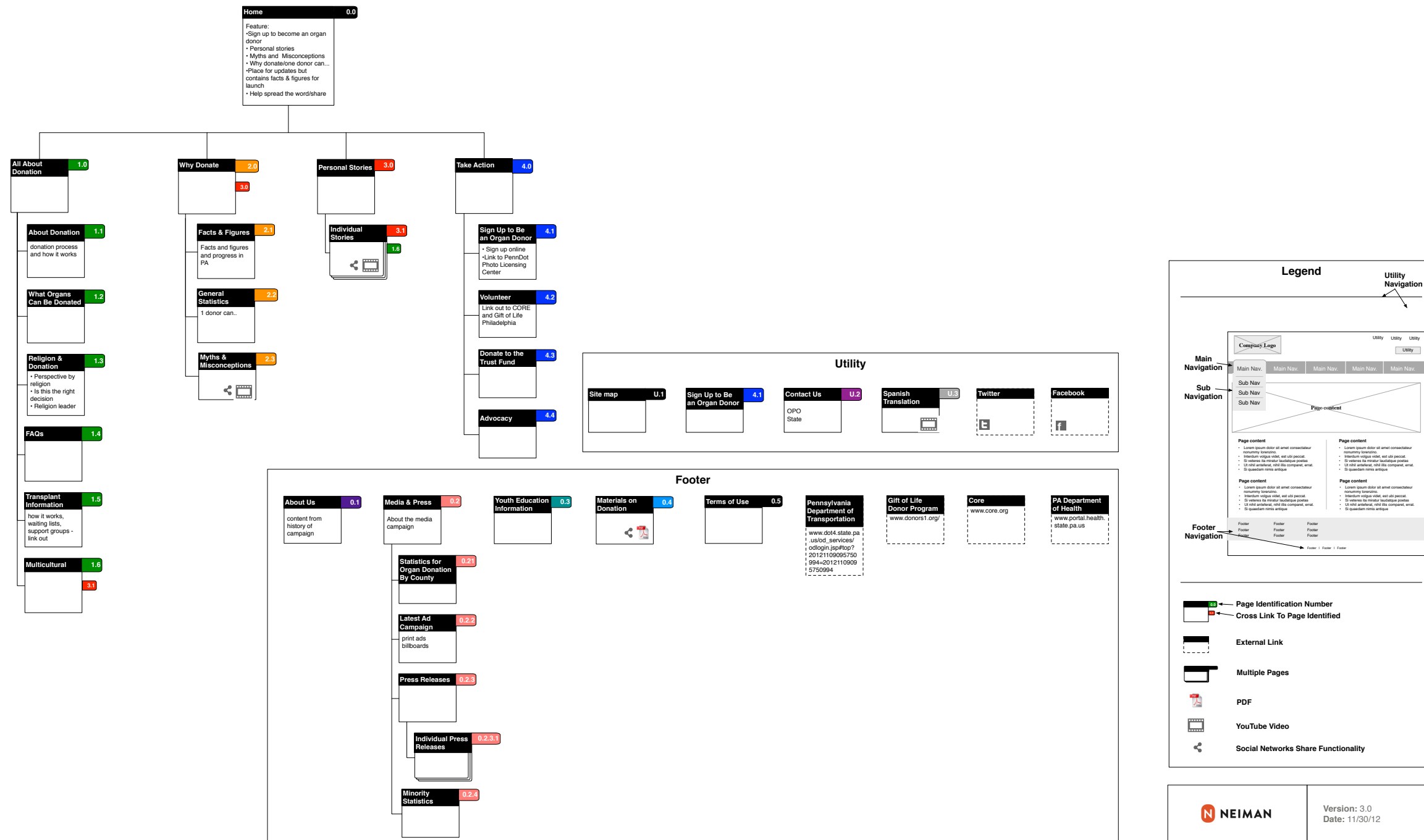
“By sketching different solutions to a problem, we can explore them without immediately committing to one of them.”

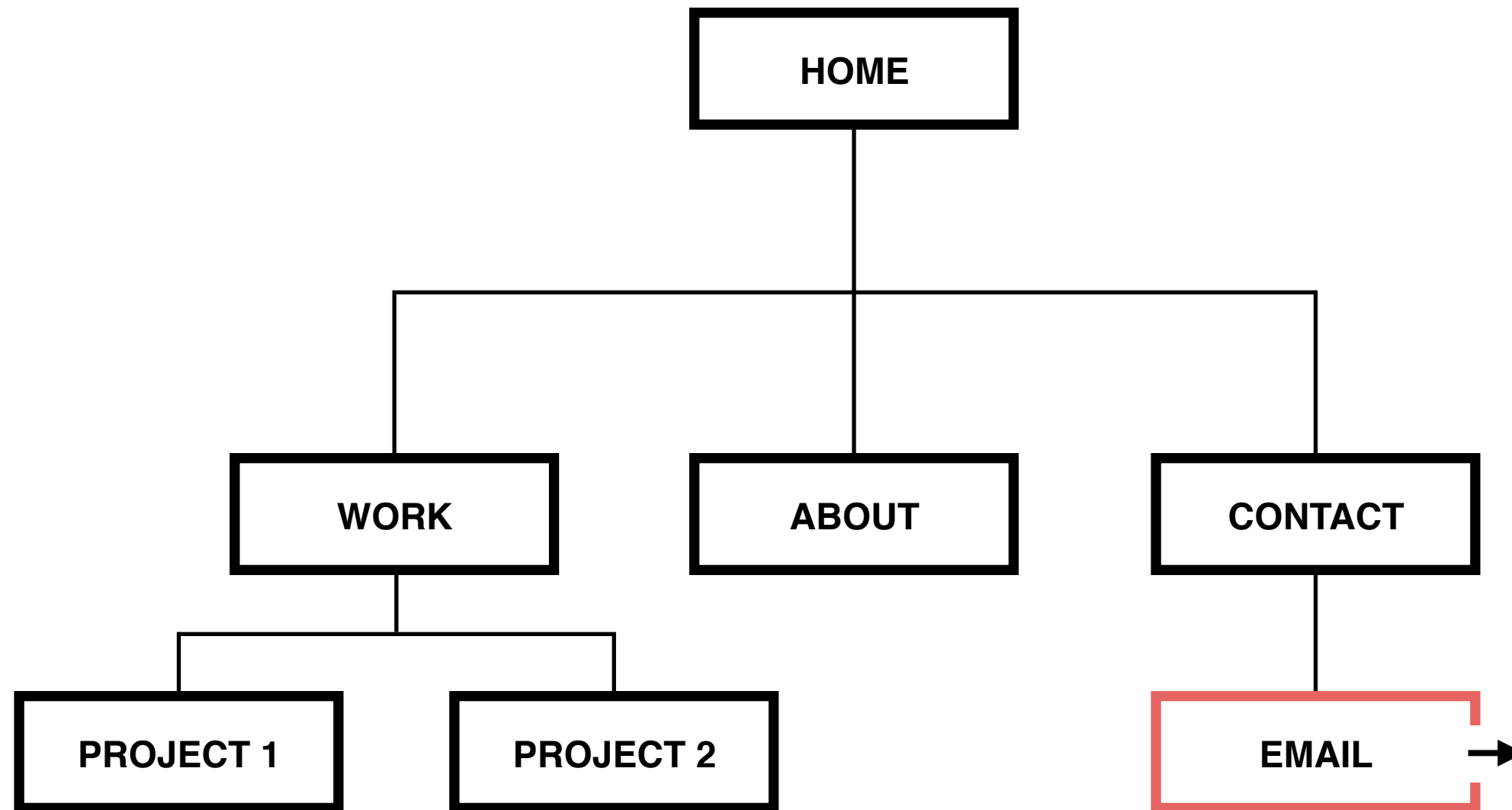
- Much faster to grab a pen and paper than opening a program and creating a document
- You can immediately get ideas onto paper
 - Focus is on structure first and design later
- Much easier to convince yourself to start from scratch
- You get your idea saved so you can begin to think of alternative solutions
- Sharing your ideas with someone else is much quicker and collaborative
- Don't be afraid of sharing bad sketches



Site Maps

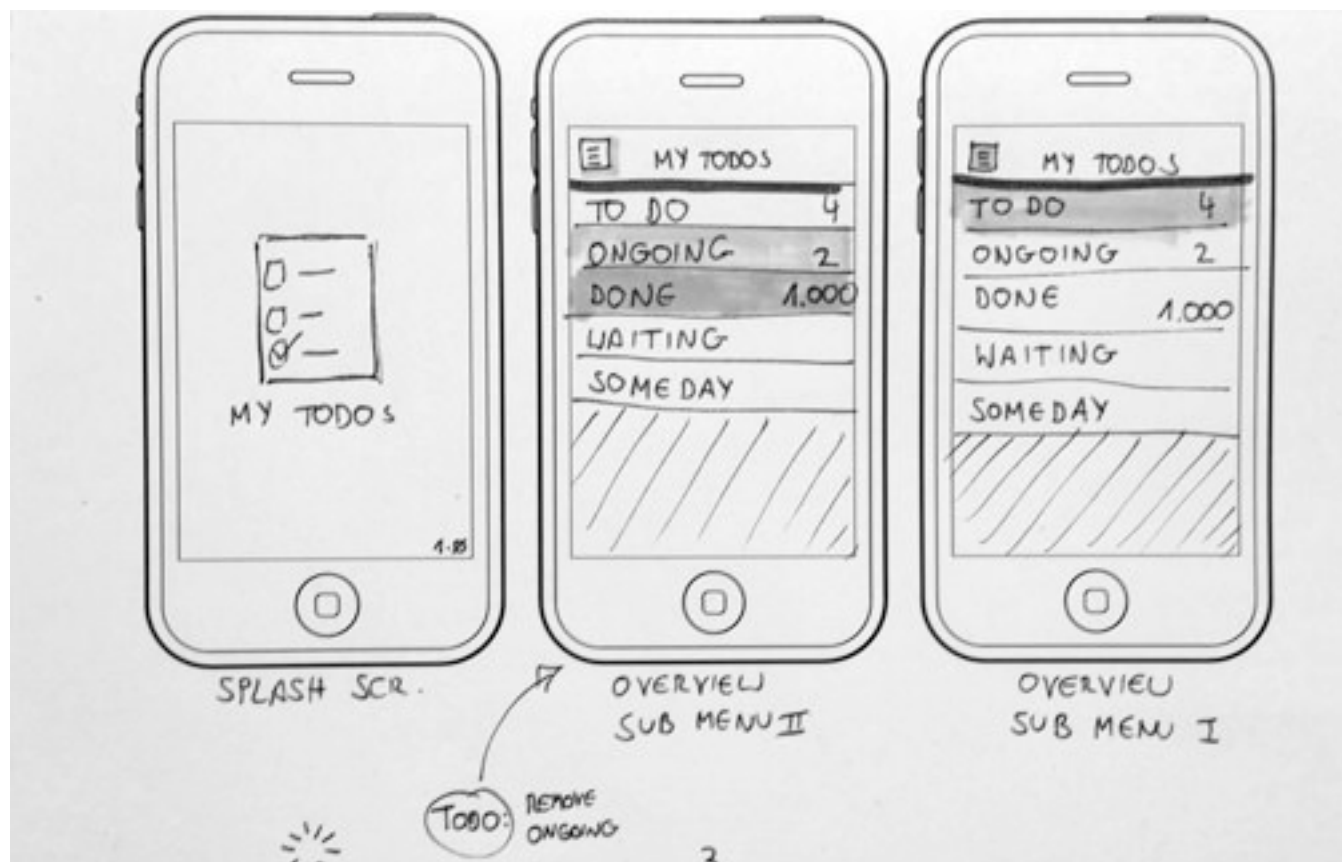






User Flows





“When in doubt, sketch some more.”

