

# UX | UI

An intro to the world of User Experience and User Interface



# Agenda

- ☐ Introduction
- ☐ UX
- ☐ UI
- ☐ Define your product
- ☐ Basic Guidelines
- ☐ Summary

Hi

- Product Design Student at Bezalel Academy of Arts and Design (2009 – Present)
- UX & Product Designer at Conduit (2010 – Present)
- Co-founder at PeaceTube (2012 – Present)
  
- Got Coffee?

Contact me:

[zivitubin@gmail.com](mailto:zivitubin@gmail.com)

0545-545-535

About.me/ztubin

# UX

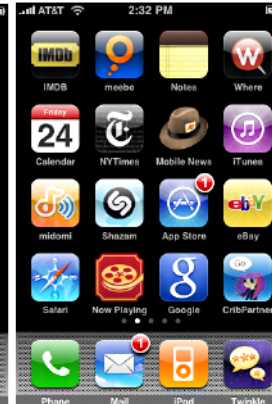
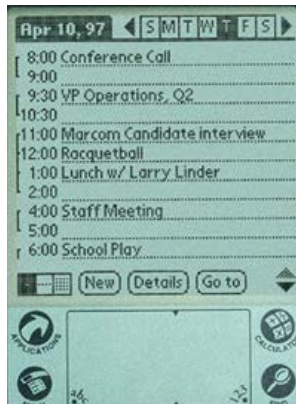


## User Experience –

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products. The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.

(Nielsen Norman Group: <http://www.useit.com/>)

# UX Experience?



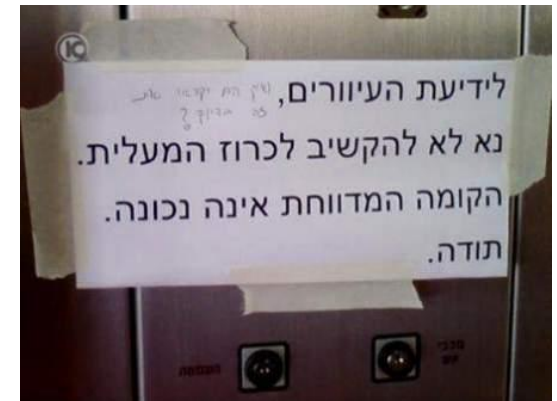
# UX

Examples from **real-life**

## Good UX



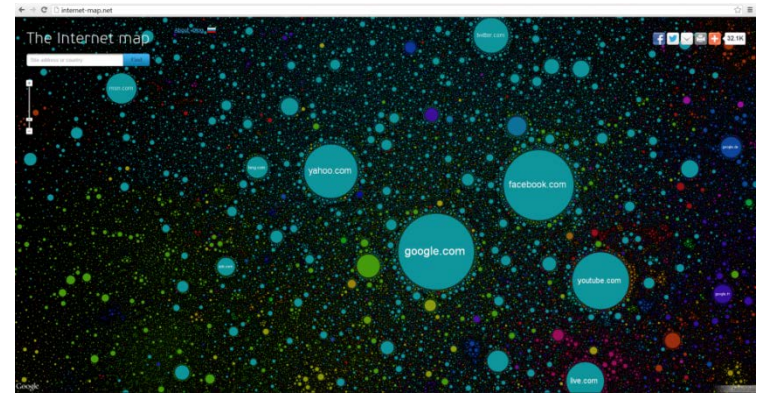
## Bad UX



# UX Examples from the web

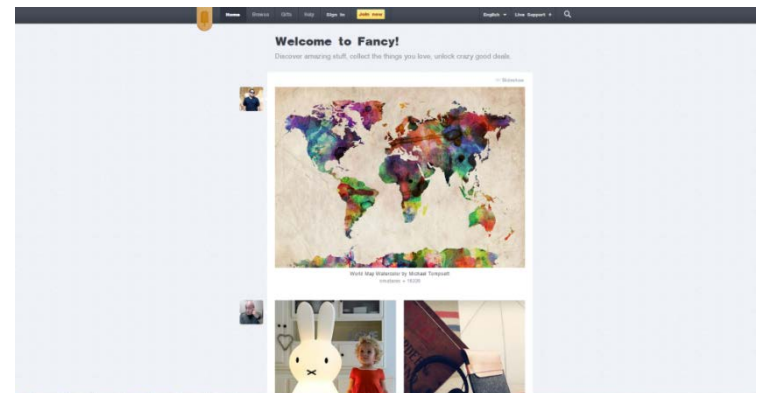


([2012.beercamp.com](http://2012.beercamp.com))



(<http://internet-map.net/>)

Good or Bad UX ?



([www.thefancy.com](http://www.thefancy.com))



# UX

define your UX

- There are few good approaches. Choose your preferred one.
- If it works on Amazon, will it work for you?
- You wouldn't know if you wouldn't check (i.e 'user testing').
- Surprise!! People aren't always rational (does scroll, don't read...)
- Design doesn't have to be original.
- ...





# UI



## User Interface –

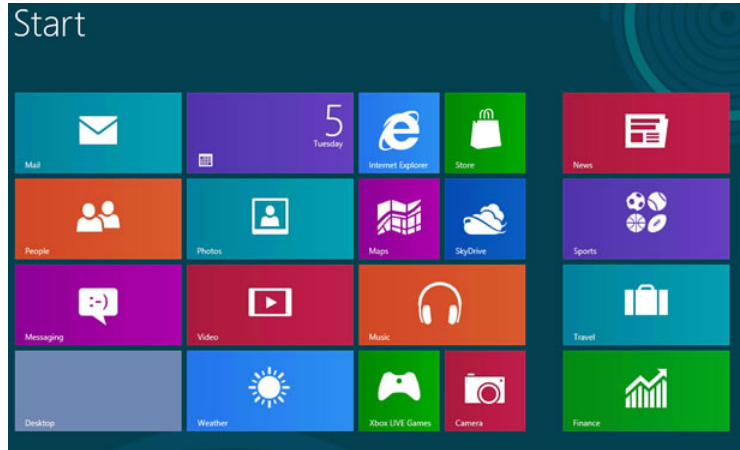
A user interface is the system by which people (users) interact with a machine. The user interface includes hardware (physical) and software (logical) components. User interfaces exist for various systems, and provide a means of:

Input- allowing the users to manipulate a system (i.e using it)

Output- allowing the system to indicate the effects of the users' manipulation

(Wikipedia)

# UI



# UI

Web vs. touch **Responsiveness**



“Stop thinking in pages. Start thinking in systems.” (<http://johnpolacek.github.com>)

# Where Do we Start? Define it

- What is my product? (service, game, e-commerce, content...)
- What do I offer? (something new, a new approach, cool twist...)
- Who is my target audience? (teenagers, students, parents, men, women...)
- What is my competitive advantage?
- What do I want them to do? (action items/ 1-2-3, sign-up, buy, share...)
- Hierarchy
- Basic scenarios (“A person walks into a bar...”)
- Simulate your design through your main features

# Usability Heuristics

10 thumb rules by Nielsen

- **Visibility of system status:** Keep users informed about what is going on, through appropriate feedback within reasonable time.
- **Match between system and the real world:** Speak the users' language, with words, phrases and concepts familiar to the user. making information appear in a natural and logical order.
- **User control and freedom:** Support undo and redo. Users often choose functions by mistake and will need a clear “Exit”.
- **Consistency and standards:** Follow conventions. Users shouldn't wonder if different words, situations, or actions mean the same.
- **Error prevention:** Even better than good error messages is a careful design which prevents a problem from occurring. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

# Usability Heuristics

10 thumb rules by Nielsen

- **Recognition rather than recall:** Minimize the user's memory. Make objects, actions, and options visible. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
- **Flexibility and efficiency of use:** Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users.
- **Aesthetic and minimalist design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- **Help users recognize, diagnose, and recover from errors:** Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
- **Help and documentation:** Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation.

# Work flow

Research and Analysis

Conceptual UI design

Detailed UI design

Graphic design

Usability testing

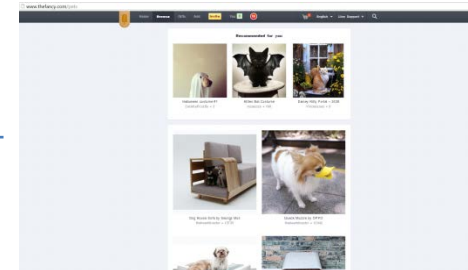
UI implementation



Google Search

I'm Feeling Lucky

Google.co.il offered in: العربية عبرית

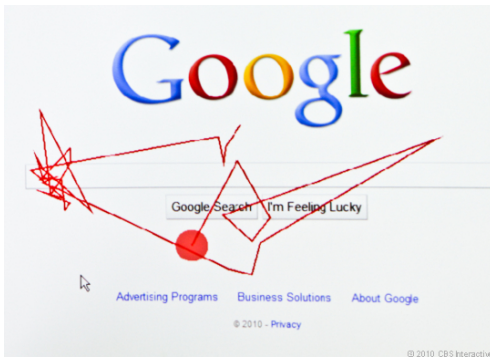


Define your product

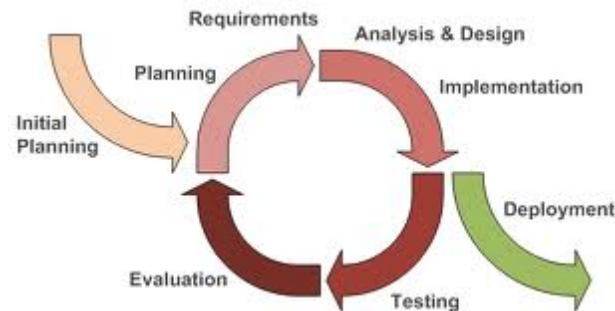


# User Testing

- You're not the user (can't guess. have to check)
- Ask people to try (5-10 people)



- Agile development



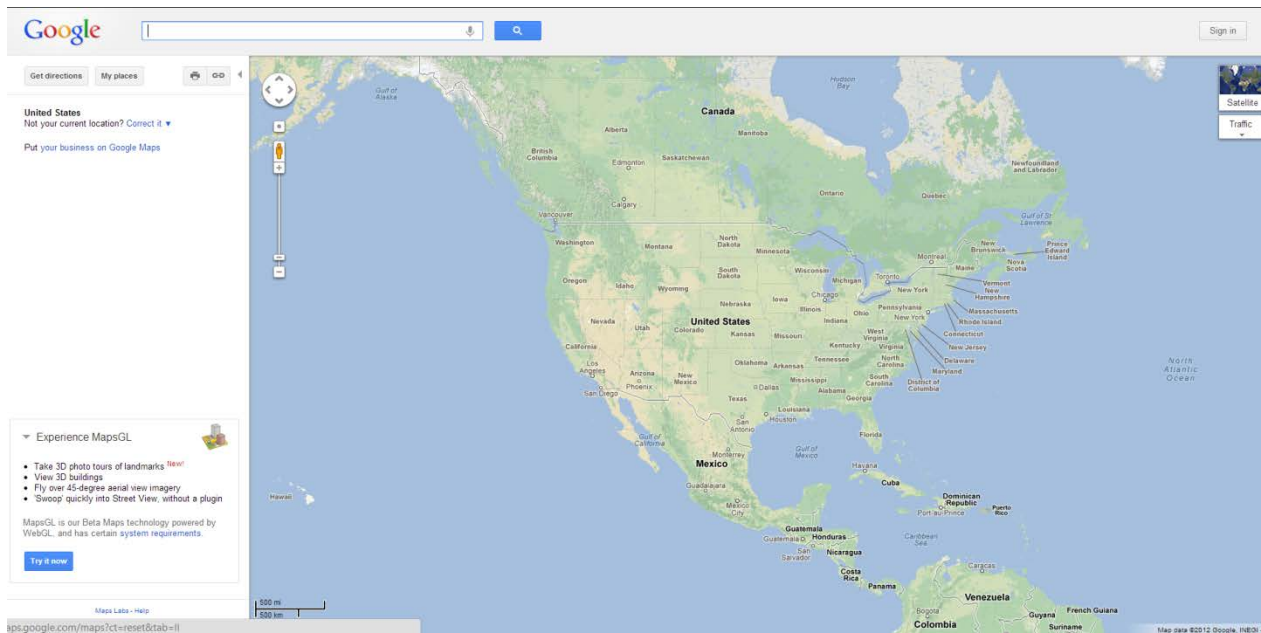
# Basic principles Don't invent the wheel

- People Don't read. They scan.



# Basic principles Don't invent the wheel

- Present few choices
- Stay out of peoples way.
- Great experience is about control



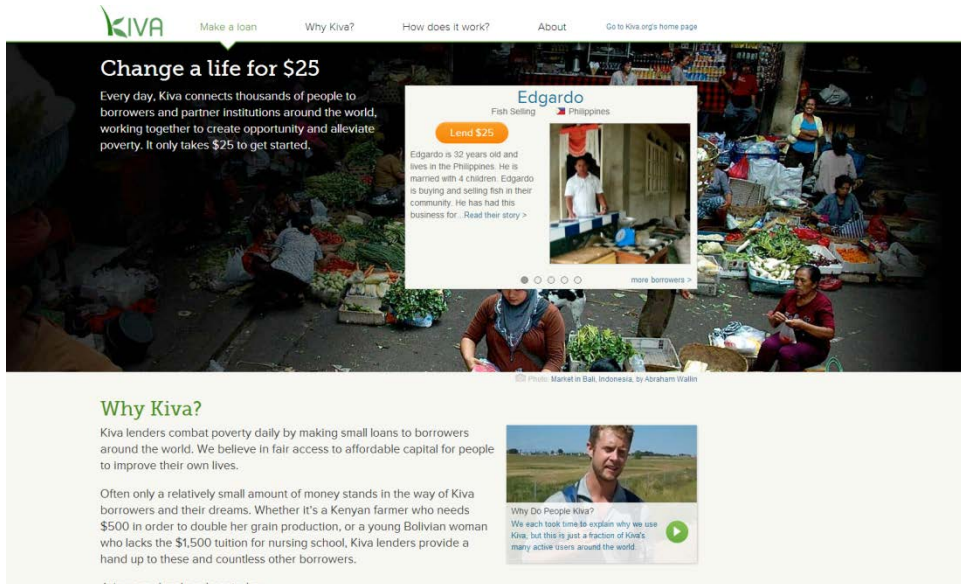
Google Maps



Instagram

# Basic principles Don't invent the wheel

- Mind your language and jargon
- Provide context



www.kiva.com



404's



**That page doesn't exist!**

**Other things to try:**

- Search [github.com](#):

dfdf

Google Search

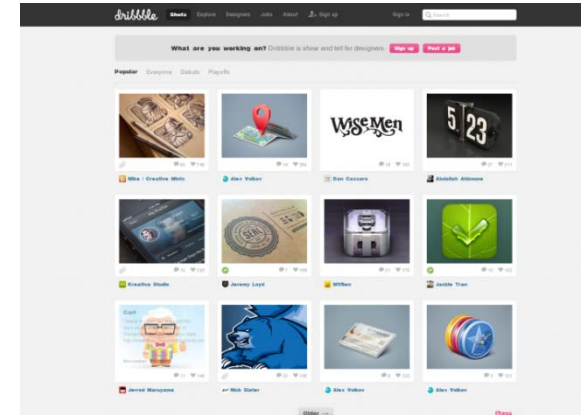
Github

# Basic principles Don't invent the wheel

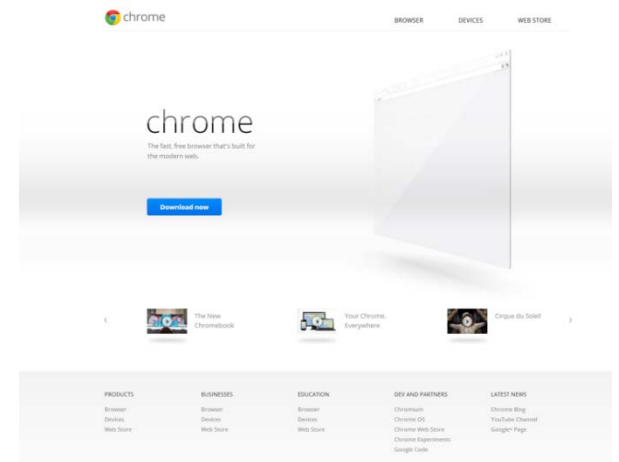
- Be simple and clear.
- Choose wisely your 'call-to-action'



www.incredibox.com



www.dribbble.com



www.chrome.com

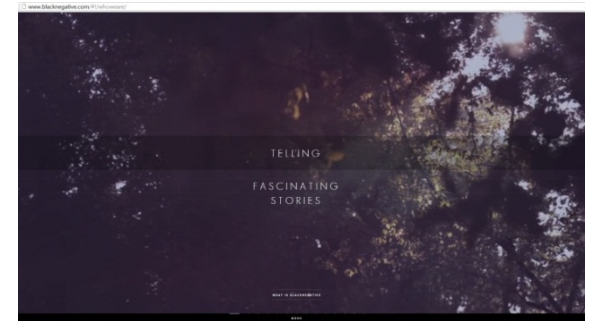


# Basic principles Don't invent the wheel

- Engagement is fun. And good for business.



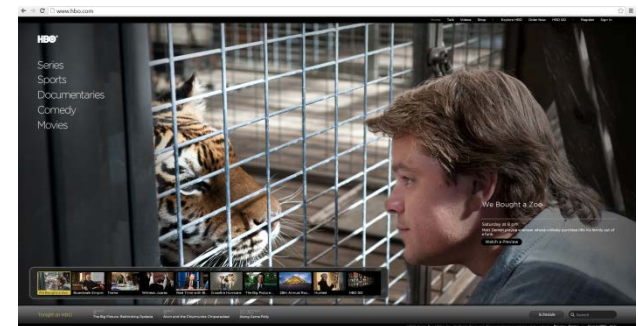
[www.jimcarry.com](http://www.jimcarry.com)



[www.blacknegative.com](http://www.blacknegative.com)



Flipboard



[www.hbo.com](http://www.hbo.com)

# Quick summary

- Great experiences are Simple.
- Be consistent.
- Start from the basics. Use hierarchy.
- Users come first.
- They don't like to be out of control (or lost).
- Questions? Use the **In-ter-net**



Thank You!

