

Creative Workshop

UX/UI & Figma

ICCIT Council & GDSC

853 x 352



User Experience (UX)

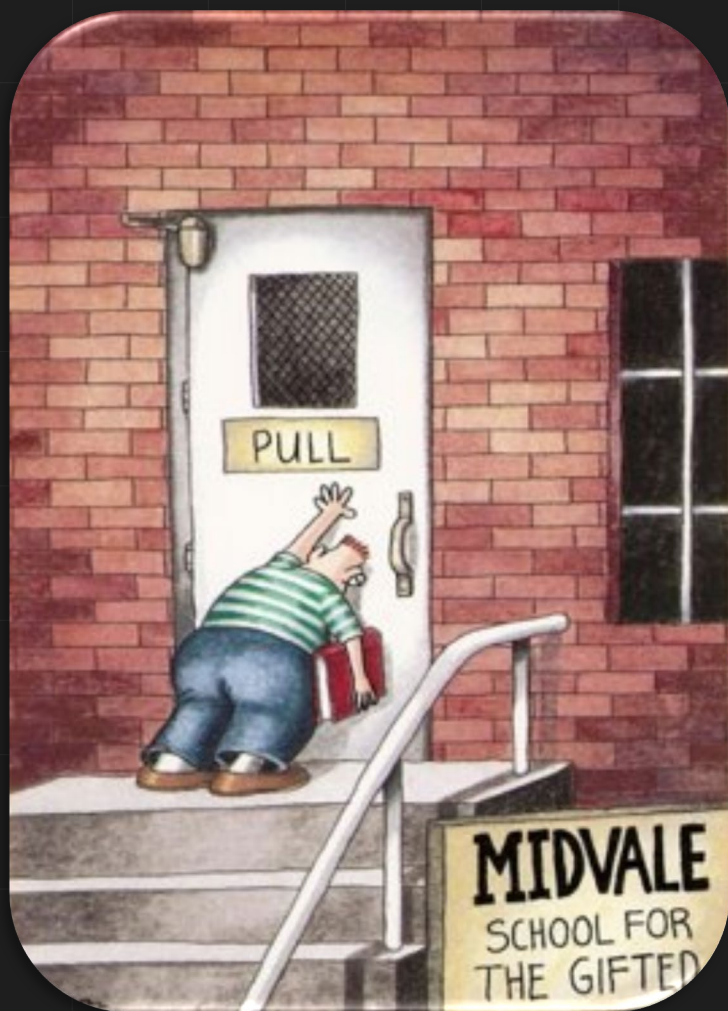
The **experience** a **user** has while interacting with any interface

Encompasses aspects including **usability**, **accessibility**, **emotions**, and **satisfaction**

User Interface (UI)

The point of human-computer interaction and communication in a device

Encompasses aspects including **layout**, **colors**, **typography**, and **brand identity**



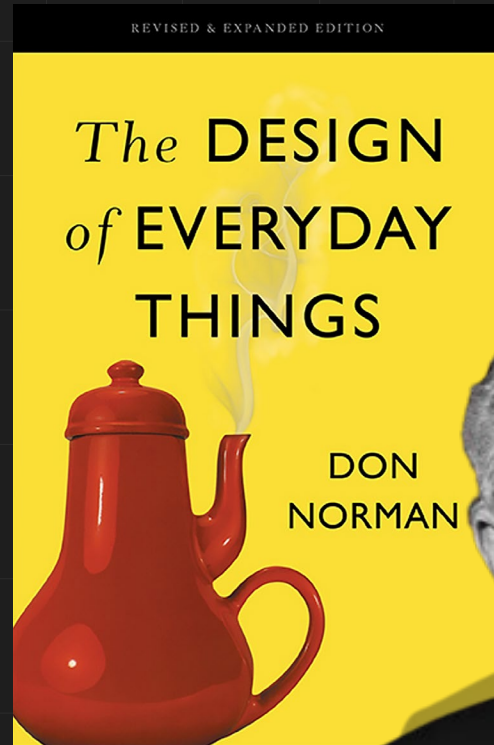
Have you done
the same?

Push!



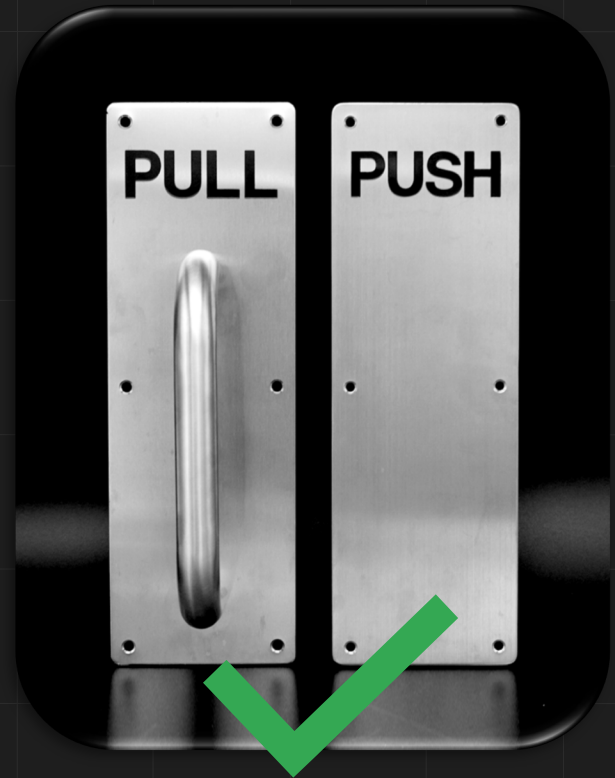
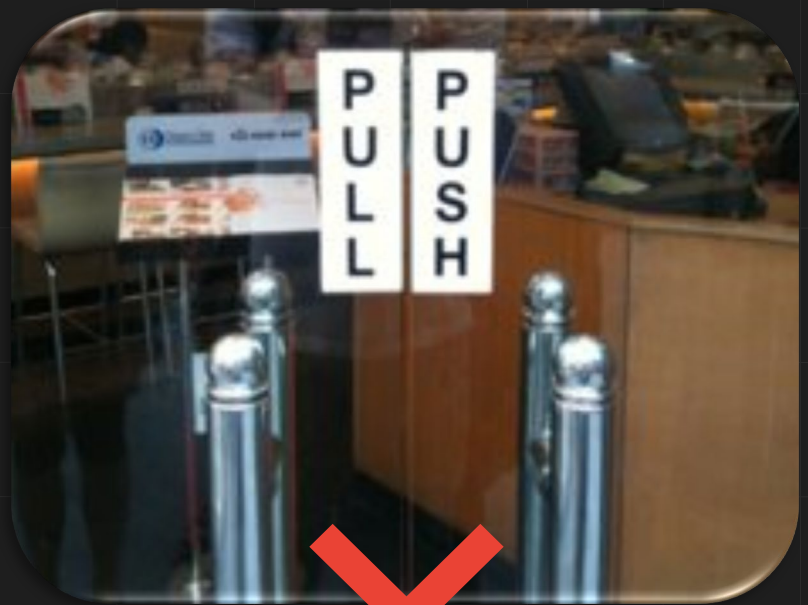


Norman Door





Norman Door





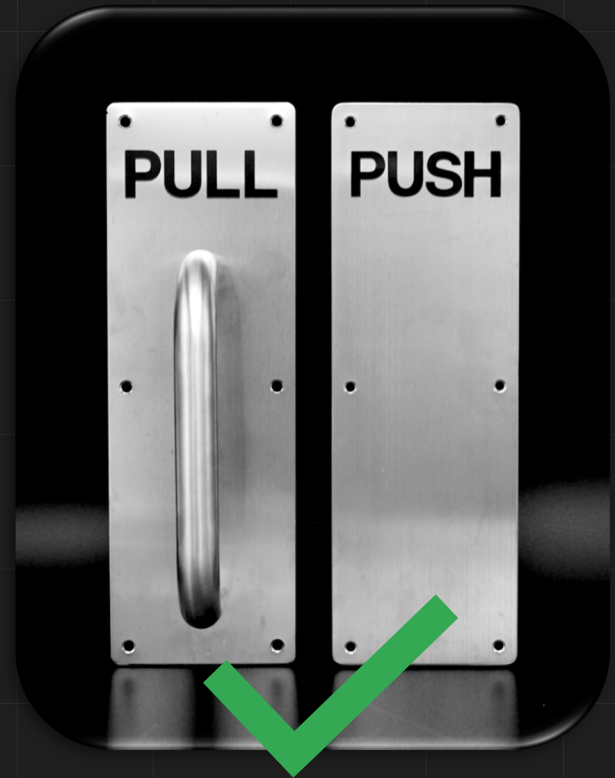
Norman Door

*“An affordance is a **relationship** between the **properties of an object** and the **capabilities of the agent** that determine just how the object could possibly be used.”*



Don Norman

UX researcher, professor, author of
“The Design of Everyday Things”



Good Affordance!

So... What's the difference?

User Interface



Design the product

UI

Layout / Colors / Typography

Brand Identity

Accessibility / Inclusivity



User Experience

Design the experience

UX

User's Emotional State

Context / Environment

Designed System / Object

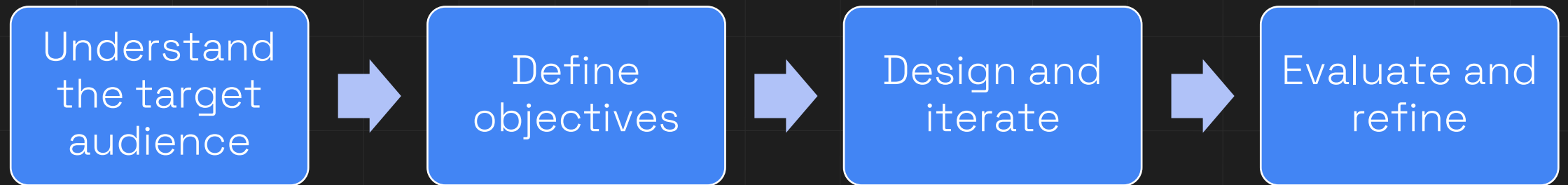
Techniques & Best Practices

Just some of them... cause we need time for the tutorial :)

(Some) UX Techniques & Best Practices

- Usability Testing
- Information Architecture (IA)
- Prototyping
- User Interviews
- A/B Testing
- Personas
- Journey Mapping
- User Flows

Possible Design Process

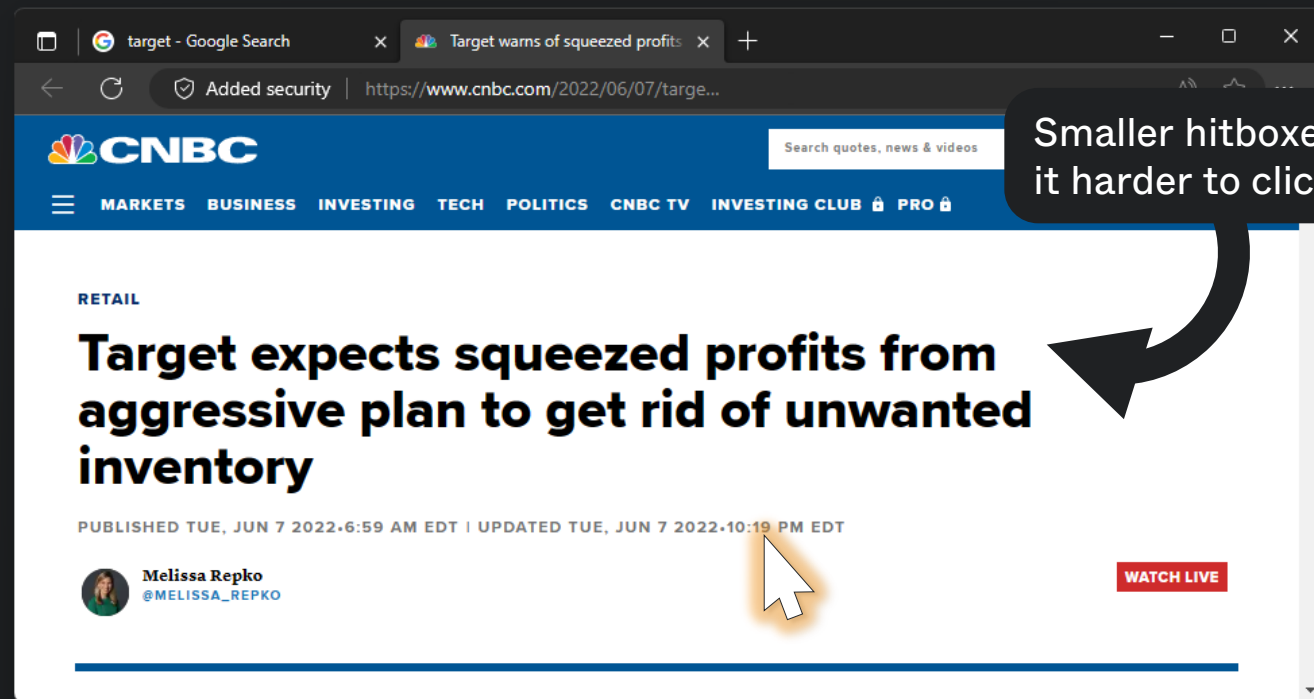
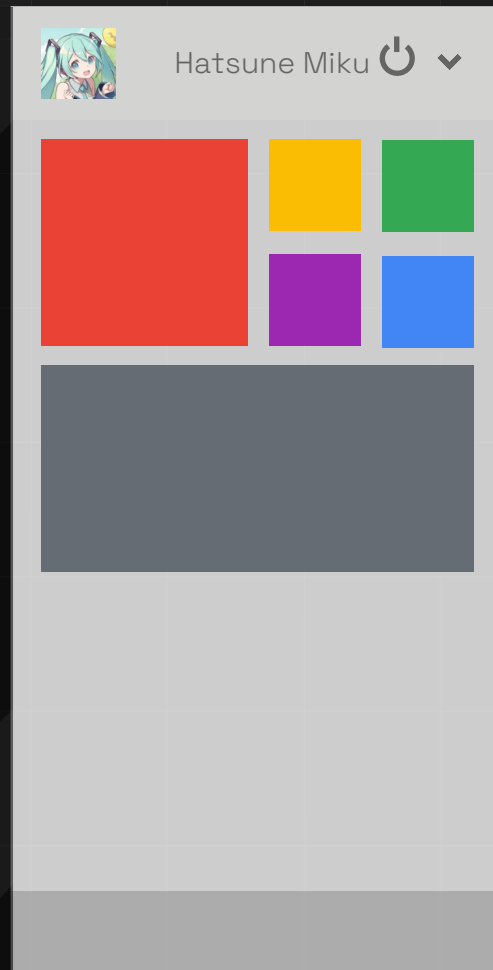




Don't make me think

Fitts's law

- Make commonly used actions close to the user and large
- Makes it easier to click!

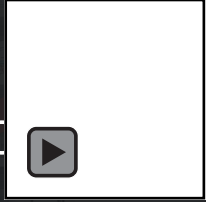


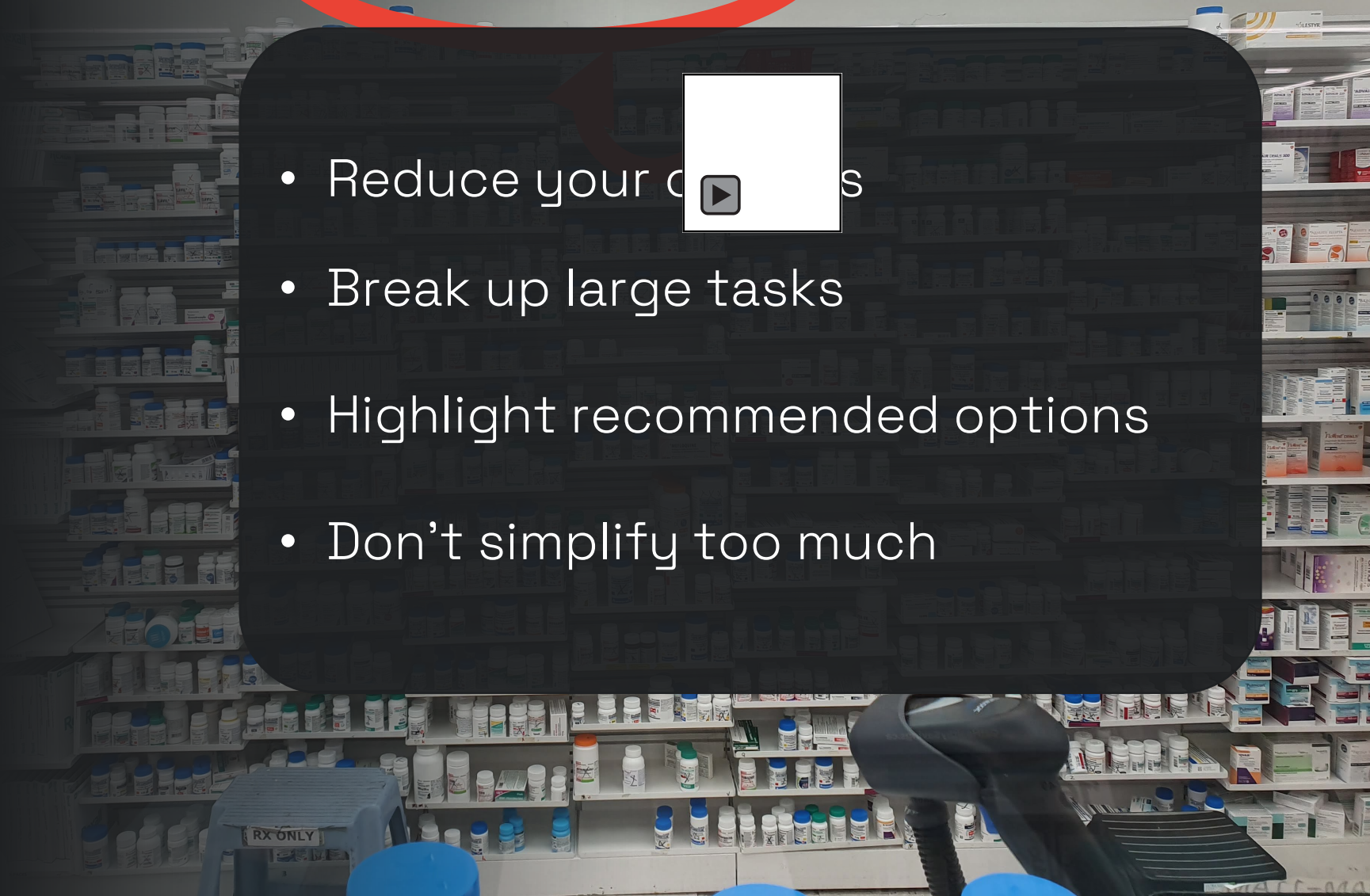
Smaller hitboxes make it harder to click!



health and better living

Hick's Law

- Reduce your choices 
- Break up large tasks
- Highlight recommended options
- Don't simplify too much





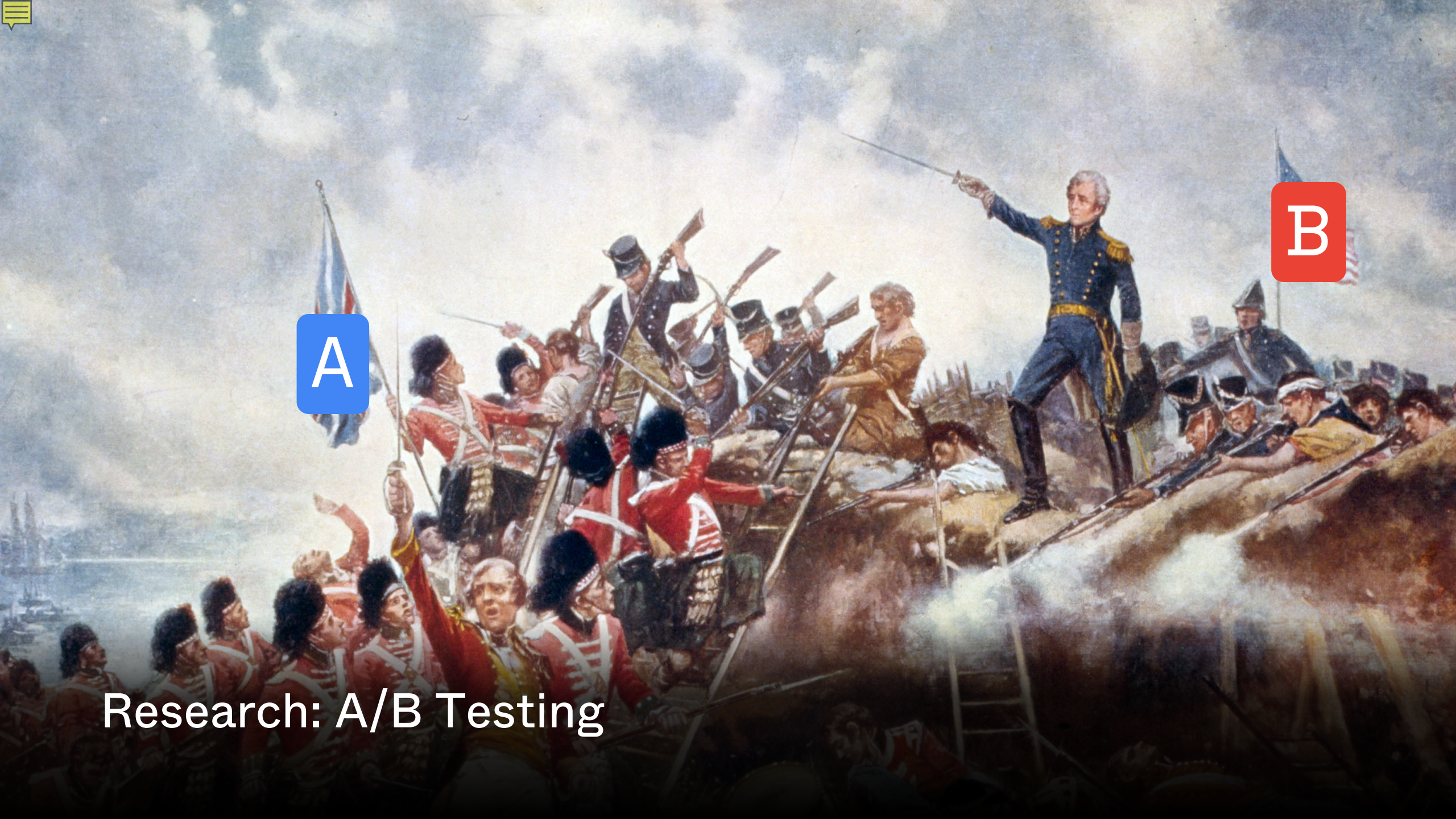
You are not the user!



I think you should scan this QR code :)



User Interviews



A

B

Research: A/B Testing

User Stories & Personas

SMRTCTY is for parents like Steve.

Steve has had a rough few years and is doing his best to get back on track. Between shift work and being a single parent it is difficult for him to afford a computer and a data plan, and even more difficult to get to the library during their open hours. Through our partners at the United Way and Mississauga Libraries, Steve has been able to have a long term laptop and data loan that he can upgrade his skills on and his kids can use for their homework.



These personas were designed to give insight into Smart City initiatives. They are not based on real people.

SMRTCTY is for students like Amira.

Amira is a Communication, Culture, Information & Technology major at University of Toronto Mississauga (UTM). In this program she had the opportunity to visit the HRO Forest Products Research Institute in Asahikawa, Hokkaido, Japan and to host a student from the National University of San Marcos in Peru. Both students were able to log on to eduroam, a secure, free internet connection developed for the international research and education community, provided by the City of Mississauga. Amira lives in Downtown Mississauga and takes the bus to school everyday. She is able to access free wifi on the buses, which has helped as she is able to fit in a few more minutes to review information for tests on her way to school. The Central Library and its wide ranging digital services has also helped support Amira. She is able to book rooms and equipment for group projects, take online and in-person workshops and courses, like Lynda.com, to help with her digital skills, and has found it a great place to get her studying done.



These personas were designed to give insight into Smart City initiatives. They are not based on real people.



Usability Testing



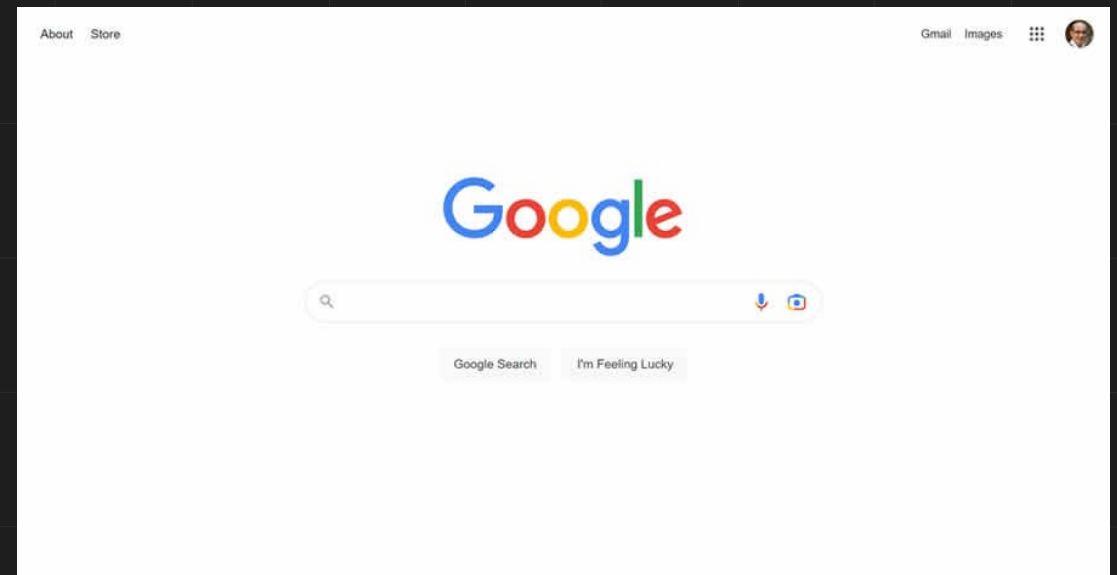
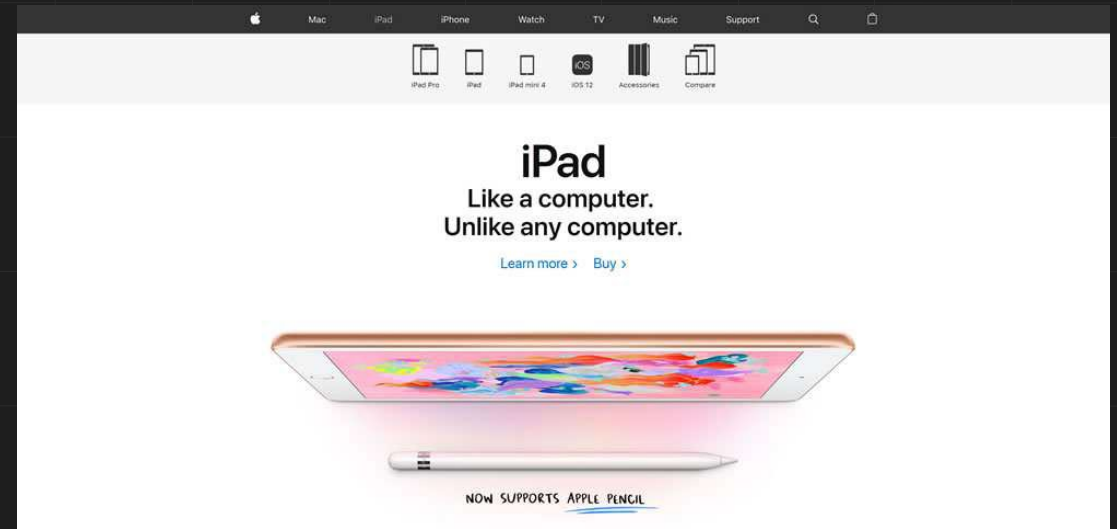
Typography

Consider spacing

IMPORTANT

This carton contains a shelf ready tray

Negative Space



Negative Space

The image shows the homepage of Banggood.com, a Chinese e-commerce website. The page is filled with promotional banners and product listings, illustrating the concept of negative space in design. The main banner at the top features the text "SNAP UP DEALS Low to \$0.99" and "AUG 15TH". Below this, the Banggood.com logo is displayed, along with a "Starts On Sept 8-9, 2016" banner. The navigation bar includes a search bar, a "Shop All Categories" dropdown, and a "Flash Deals" section. The main content area is dominated by a large advertisement for a "NO.1 G5 M12502 388MAH BLUETOOTH SMART WATCH" priced at \$19.99. To the right, there are smaller product listings, including a "Astron A01 Niche 219B 102LM A" flashlight for \$8.00 and a "Xiaomi Redmi 3 Pro 5 inch Fingerprint" smartphone for \$145.99. The bottom of the page features a "Recommendations" section with various product thumbnails. The overall layout is dense with text and images, leaving minimal white space.

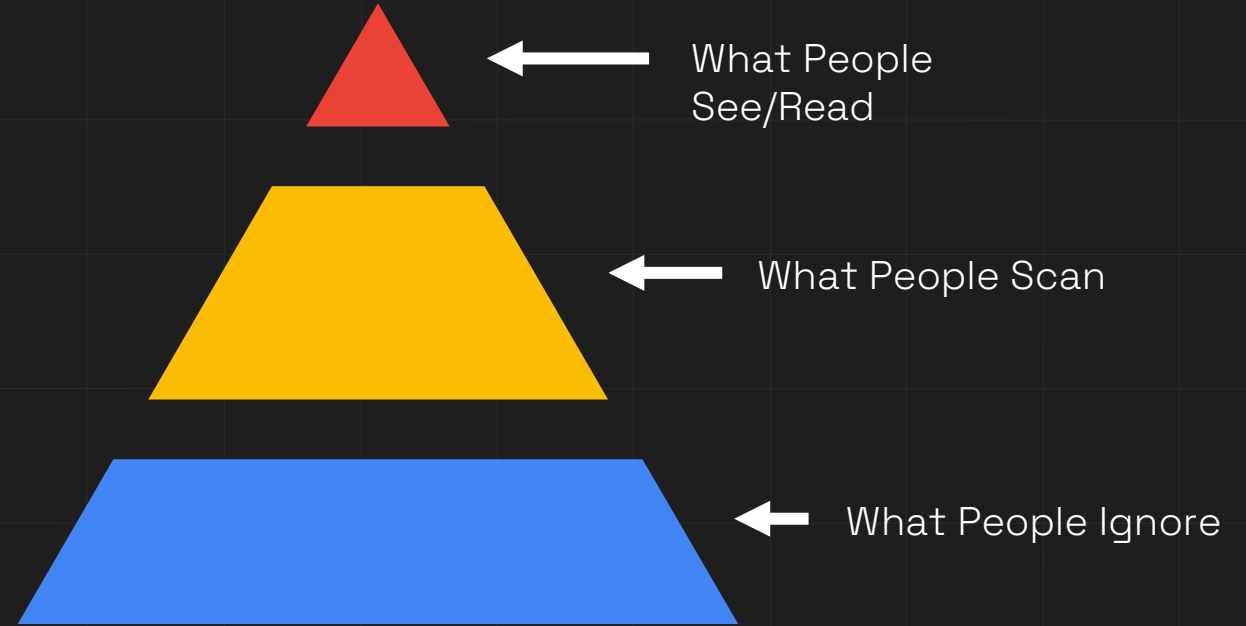
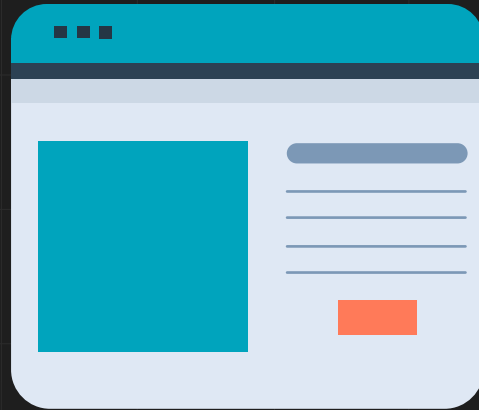
Hierarchy



Poor Visual Hierarchy

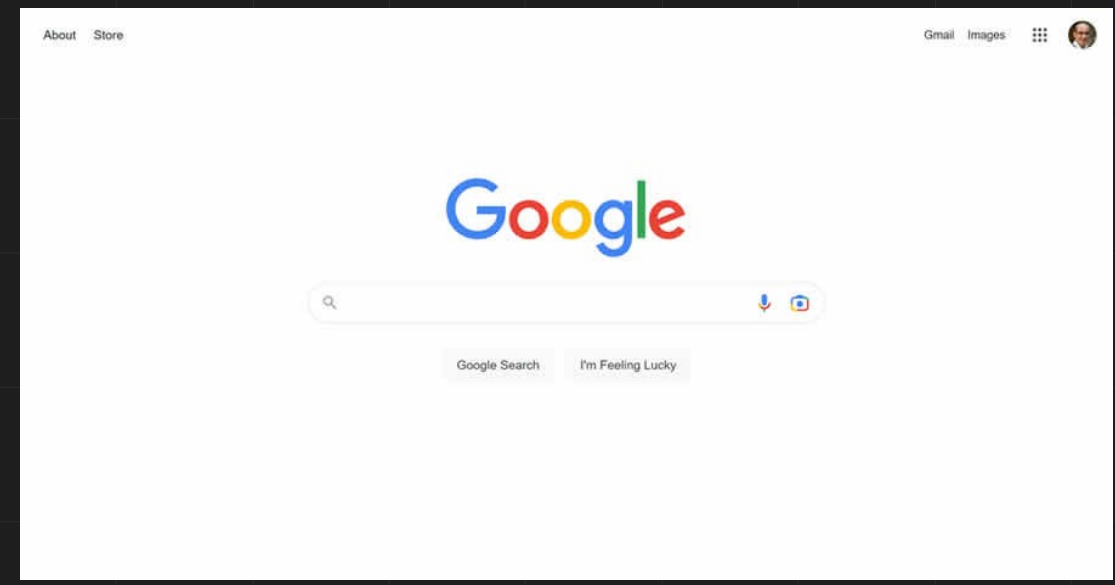
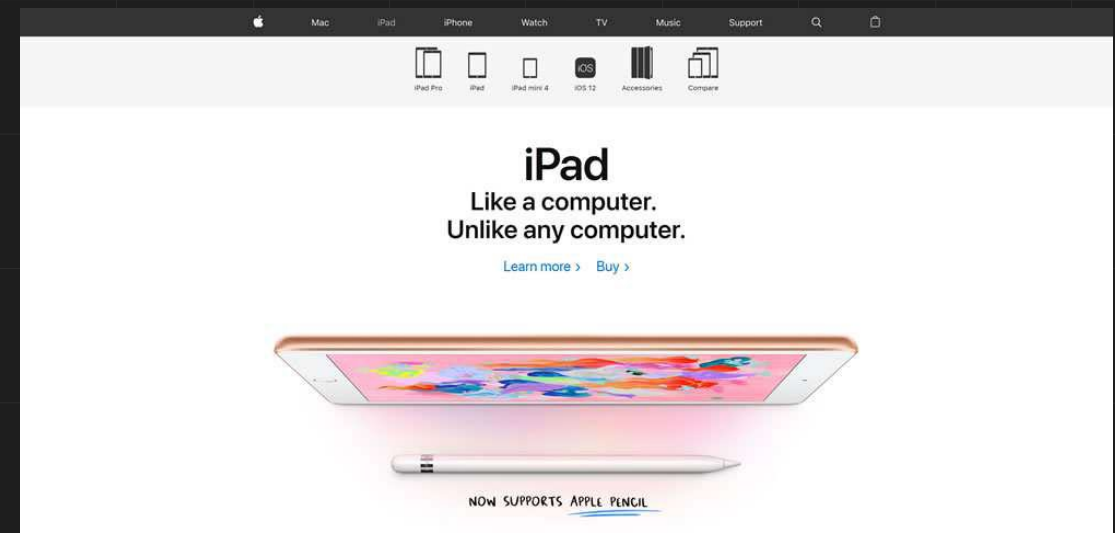


Good Visual Hierarchy





Hierarchy





About

Resources

Past Projects

Events



Sign in

Google Developer Student Clubs

University of Toronto Mississauga

Upcoming events

January 23, 2024
Giang's birthday
You better wish her
[Register](#)

November 24, 2023
Council x GDSC
Bee movie watching :)
[Register](#)

November 24, 2023
Wireframing
This is a wireframe!
[Register](#)

November 24, 2023
PowerPoint
And why it's better
[Register](#)

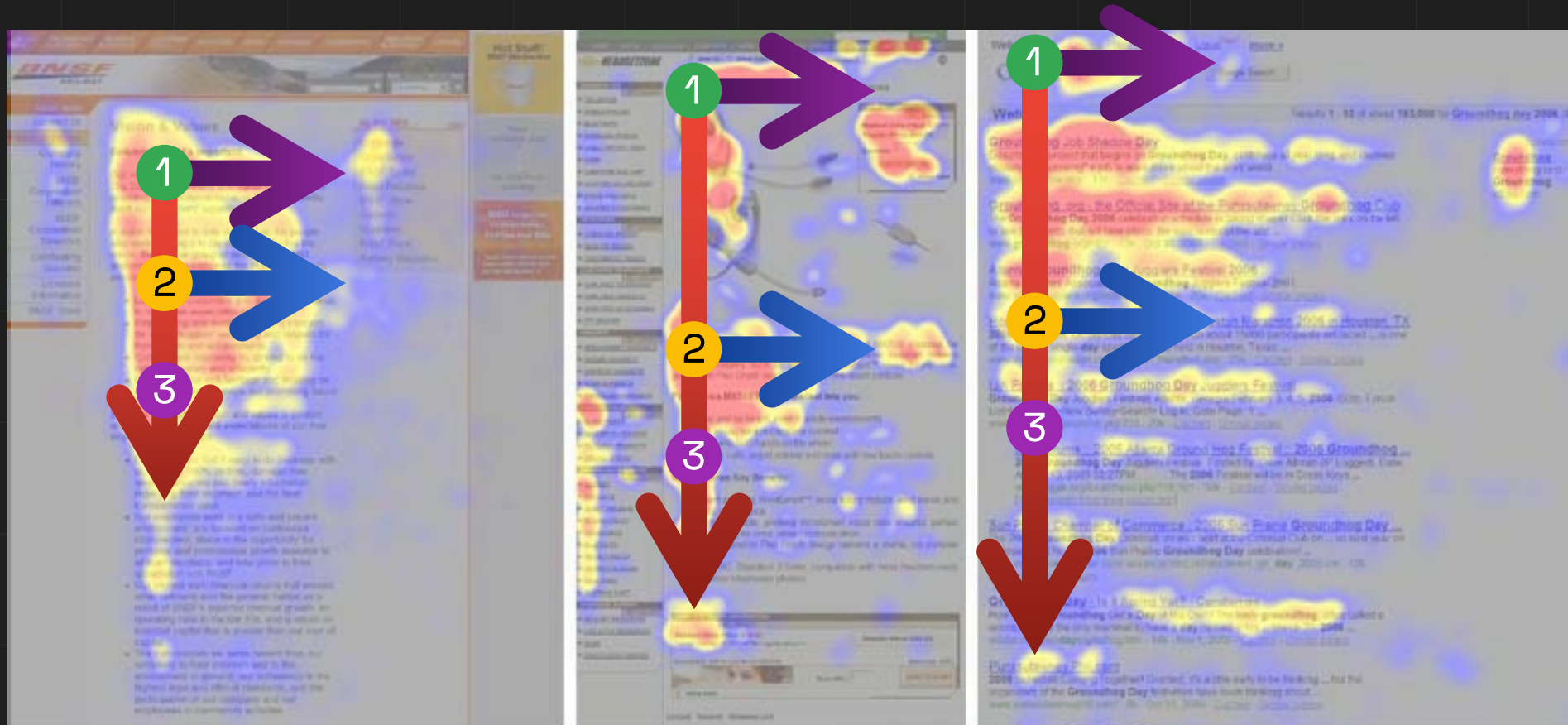
Who are we?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sollicitudin aliquam ultrices sagittis orci a scelerisque. Turpis nunc eget lorem dolor sed viverra ipsum nunc. Mattis molestie a iaculis at erat pellentesque adipiscing. Egestas congue quisque egestas diam in arcu cursus euismod quis. Facilisis sed odio morbi quis commodo odio aenean sed adipiscing. Nisl vel pretium lectus quam id leo in vitae. Dolor sit amet consectetur adipiscing elit pellentesque. Cursus risus at ultrices mi tempus. Lacus suspendisse faucibus interdum posuere. Ipsum consequat nisl vel pretium lectus quam id leo. Et magnis dis parturient montes nascetur. Suspendisse sed nisi lacus sed. Pretium vulputate sapien nec sagittis aliquam malesuada bibendum arcu. Augue mauris augue neque gravida. Turpis cursus in hac habitasse platea. Sit amet justo donec enim.

Cursus risus at ultrices mi tempus imperdiet nulla malesuada.

Potenti nullam ac tortor vitae purus faucibus ornare suspendisse sed. Rutrum tellus pellentesque eu tincidunt tortor aliquam nulla facilisi. Maecenas sed enim ut sem viverra aliquet. Fermentum posuere urna nec tincidunt praesent semper feugiat. Tempus imperdiet nulla malesuada pellentesque elit eget gravida cum. Enim sit amet venenatis urna cursus eget nunc. Pellentesque habitant morbi tristique senectus et netus et malesuada fames. Ligula ullamcorper malesuada proin libero nunc. Nisl pretium fusce id velit ut.

F-Pattern



Examples of Bad UX



Lift request switch that failed to express its purpose



Is it that hard to keep them in the order?

Examples of Bad UX



I can walk these stairs my eyes closed. Not sure about eyes opened.



Interesting! Is it hygenic too?

Examples of Bad UX



Examples of Bad UX

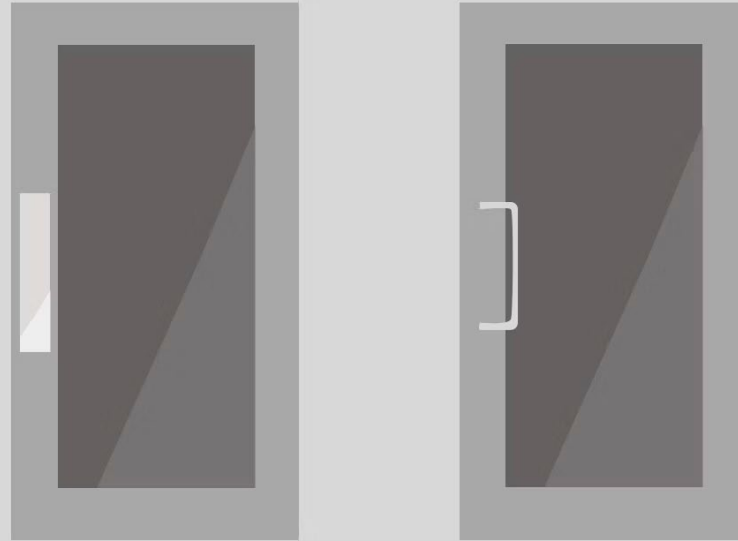
- **Legibility:**

The critical information on your product should be legible enough to be read by people of any age group. For example, the most critical information on any food product is the **Best before** or **Expiry date**, many products have them in smaller letters or use fonts that are not legible. Because of which people might get sick with product intake. So, it is important to have critical information legible for a different audience.



Examples of Bad UX

Push or Pull?



Norman's Doors

Examples of Bad UX



Examples of Bad UX



Accessibility

What does it mean to you?

Why?

- Caring about accessibility demonstrates good ethics and morals, which improves your public image
- Today more than 15% of Ontario residents have some form of disability
- As the population ages, the number of people who have a disability or require assistive technologies in some area of their lives will only increase
- Other good practices that improve accessibility also make your site more usable by other groups
- Did we mention it is also the law in Ontario?

Accessible Websites & Web Content

(2) Designated public sector organizations and large organizations shall make their internet websites and web content conform with the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0, initially at Level A and increasing to Level AA, and shall do so in accordance with the schedule set out in this section. O. Reg. 191/11, s. 14 (2).



Typography

Keep it
readable

This is *how things look*
when *you* use
too **many fonts**.



This is how things look when
you keep it simple.



Colours

Readability

New York City businesses will no longer be required to have customers present proof of vaccination for indoor dining and attractions. Here at One World Observatory, we will no longer require proof of vaccination.

Additionally, masks will be optional for both guests and associates. If any associate, team member or guest feels that they would like to continue wearing a mask as an added layer of protection, we encourage them to do so. Caring for our guests and associates is our top priority. Please review our on-site protocols now in effect [here](#).



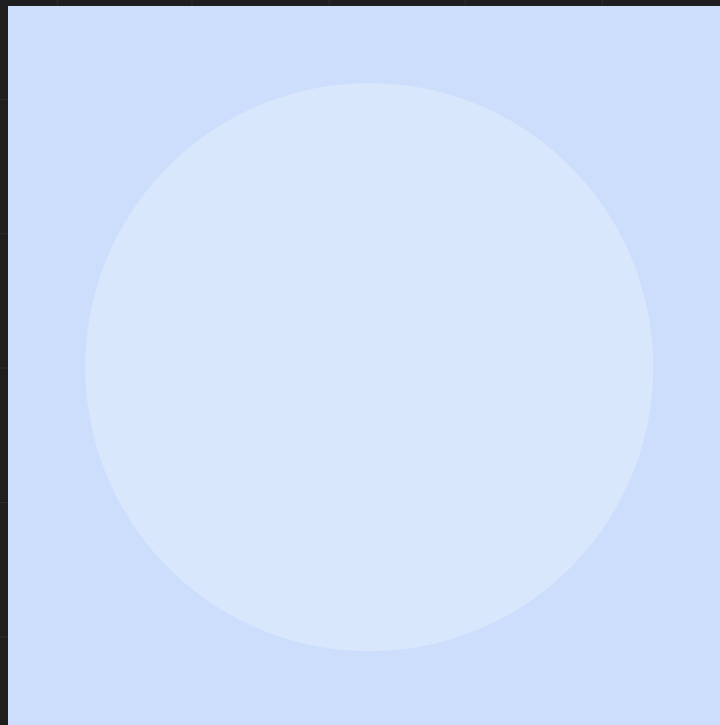
Your Arrival

One World Observatory is located at One World Trade Center, 117 West Street, New York, NY 10007. The entrance is immediately north of the National 9/11 Memorial on West Street between Fulton and Vesey Streets.

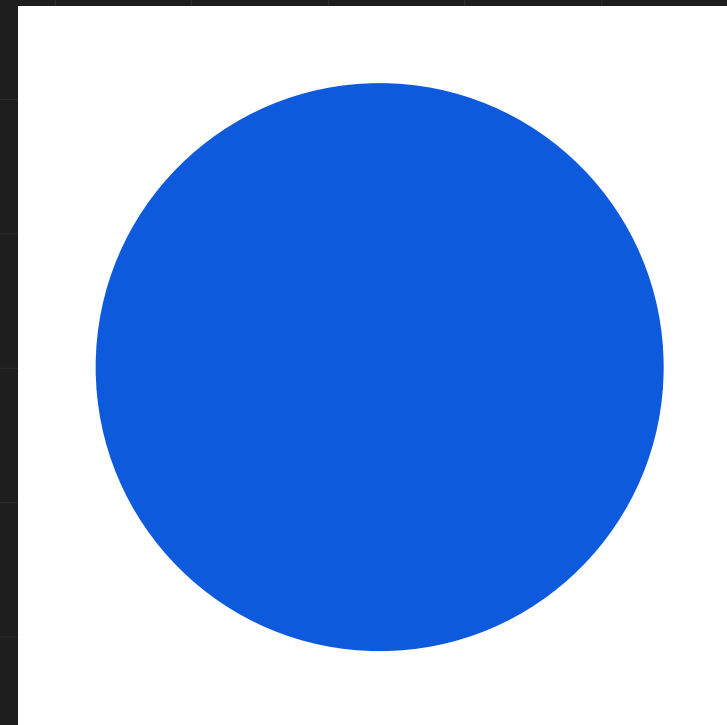
[Map It](#)

Colours

Contrast



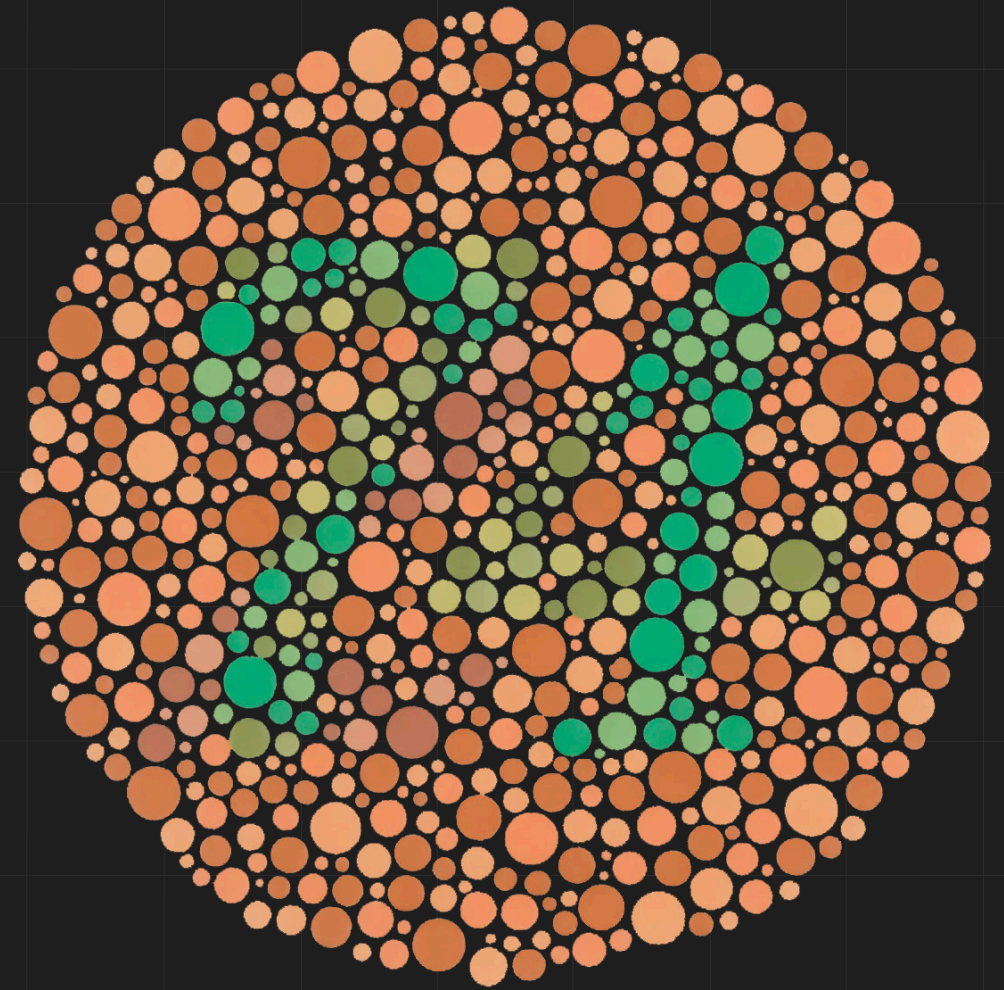
1.08:1



5.92:1

Colours

Contrast



<https://colormax.org/color-blind-test/>



What's Next?

Best Design Software



Photoshop



Figma
(Free to Use)



Adobe Illustrator

Practice Wireframing



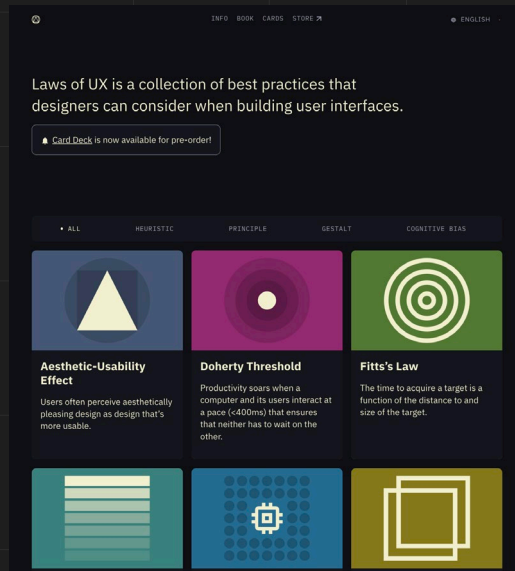
Let's Practice Your Design Skills!

Get Started: *[Figma.com](https://www.figma.com)*

Still Interested? What's Next?

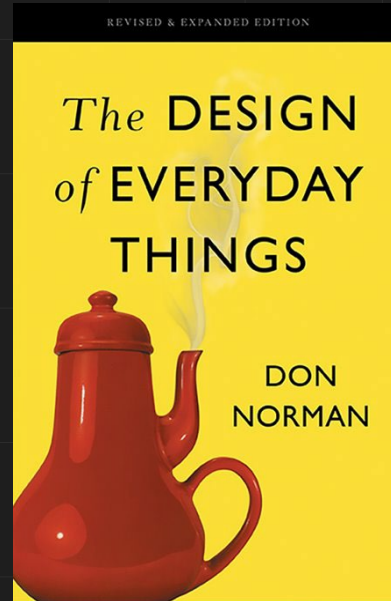
Website

lawsofux.com



Quick guides of essential design laws to apply to your projects

Book



Widely popular in UX design courses around the world

Free Course

[Google UX Design Course](https://www.google.com/uxcourse/)



Prepare for an entry-level job with a Google Certificate

Credits

Slides

- Jackson Lee
- Joshua Tan
- Jasmine Battu
- Paris Phan
- Ido Ben Haim

Peer Review

- Disha Prabhu
- Winny Peng
- Megan McHaughton
- Giang Bui
- Yasmine Said
- Leila Uy

Content from:

- Don Norman
- Christine McGlade
- Ramtin Loftabadi
- Mozilla Foundation
- lawsofux.com
- Wikipedia
- City of Mississauga
- RGD AccessAbility2 Handbook