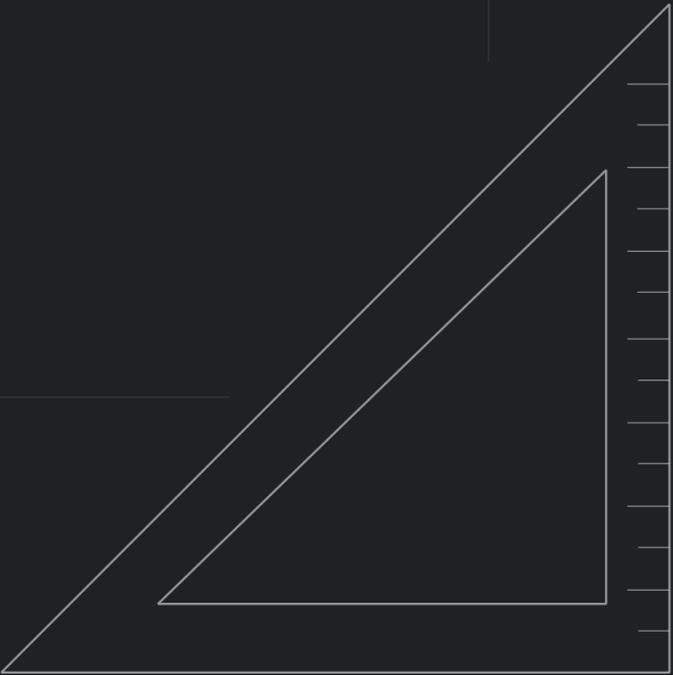




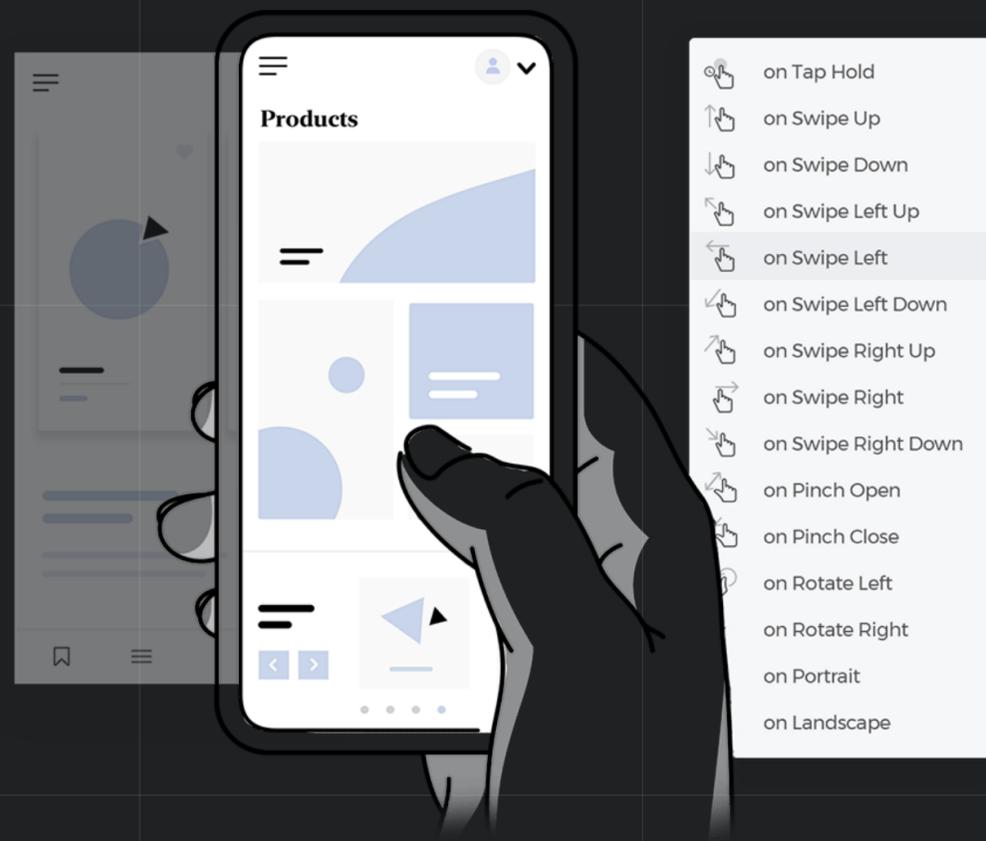
# UX/UI Workshop

Ido, Paris, and Jackson



 Google Developer Student Clubs  
University of Toronto Mississauga

# What We'll Cover



**01** Introduction: UX vs. UI

---

**02** Four Pillars of UI

---

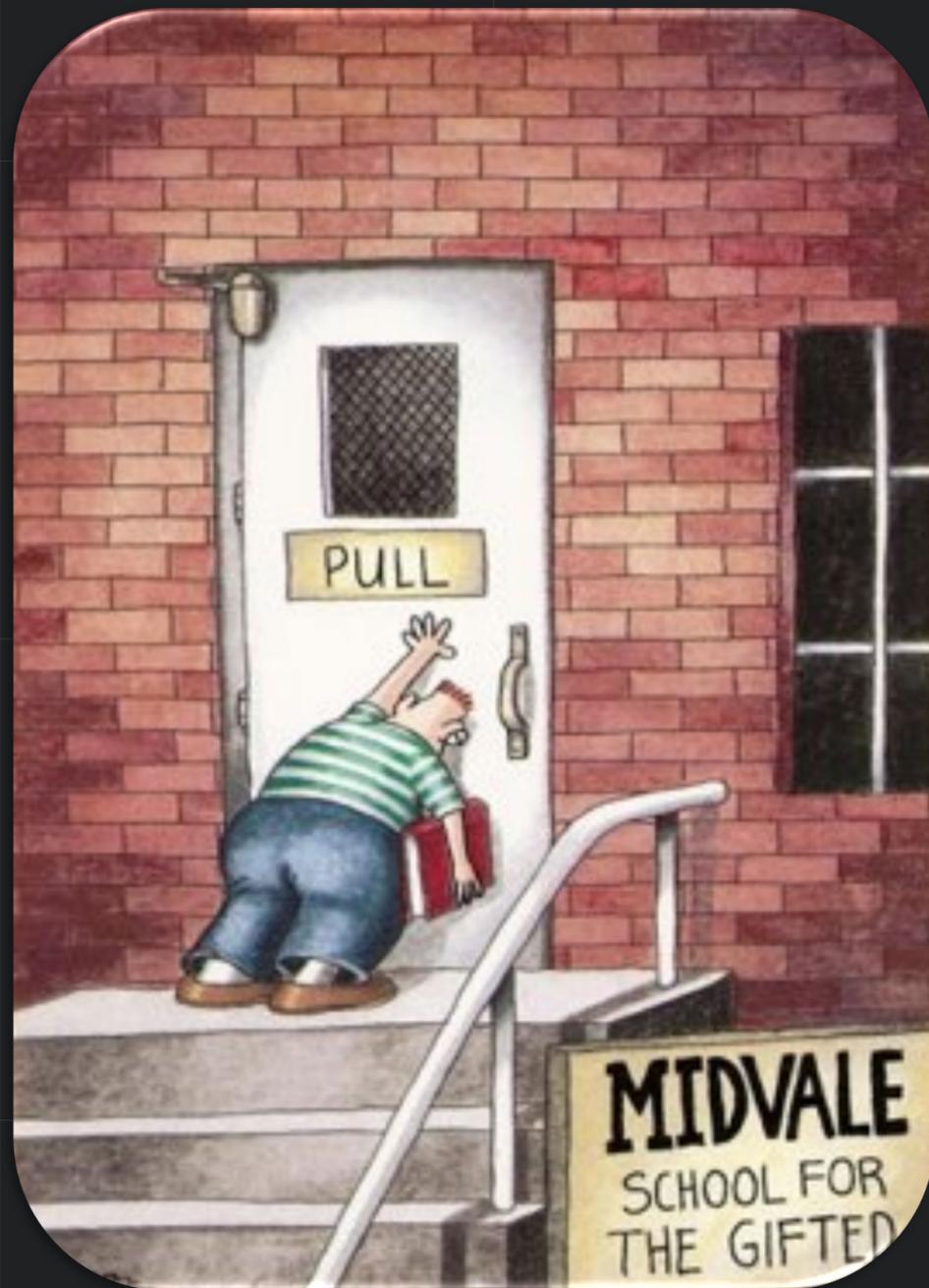
**03** Three Truths of UX

---

**04** Still Interested? What's Next?

---

**05** Figma: Practice Your Design Skills



Have you done  
the same?

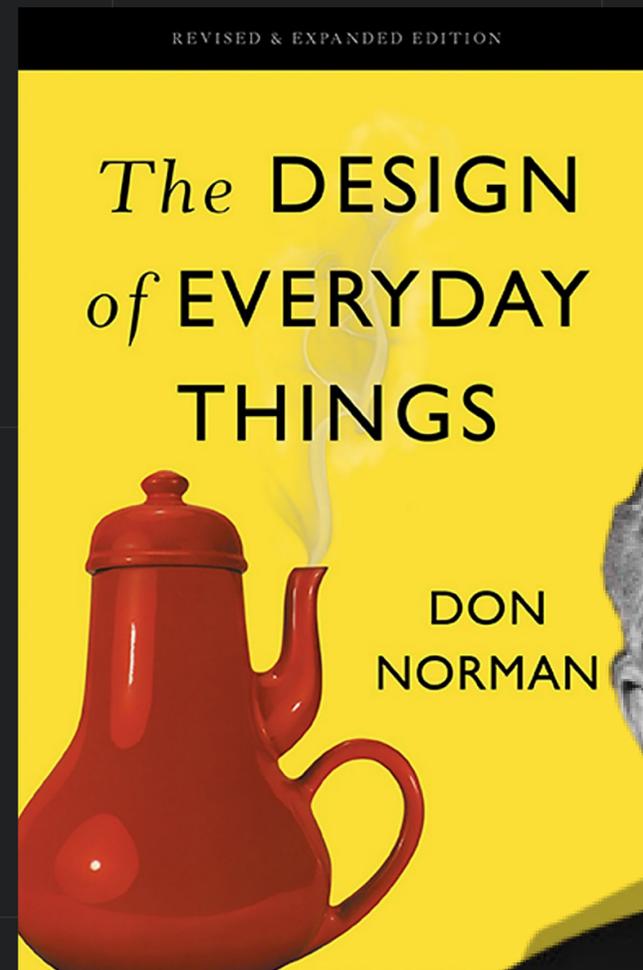
# Push or Pull?



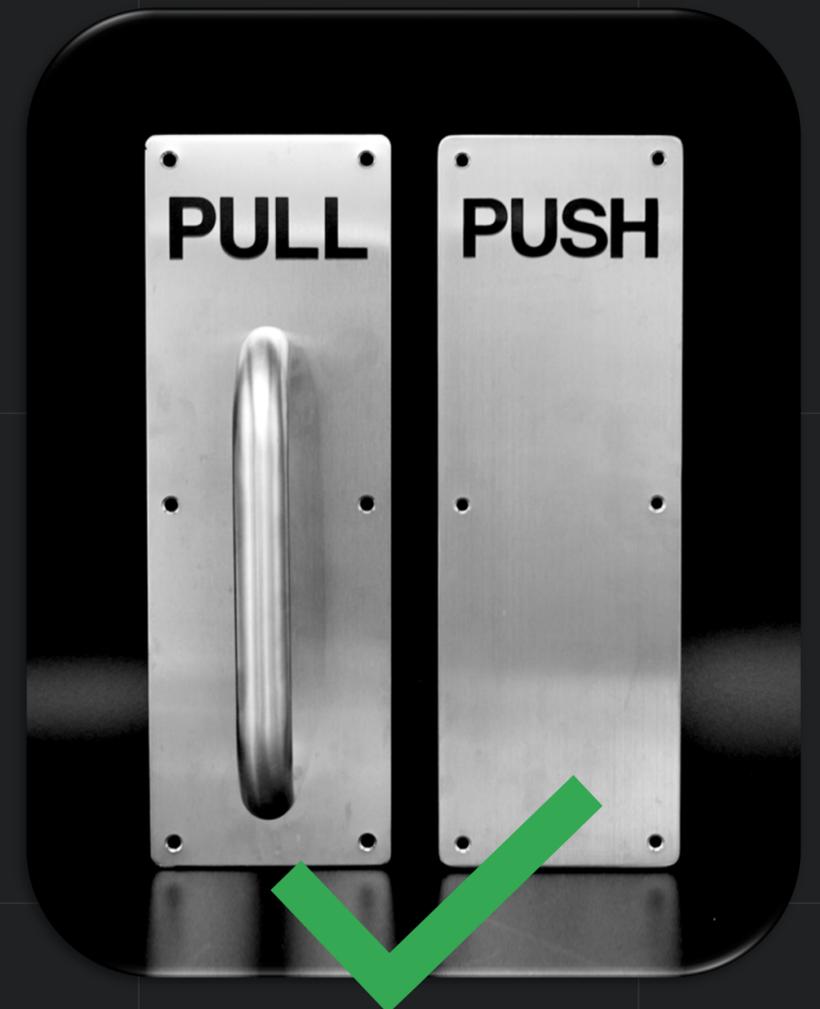
# Push!



# Norman Door



# Norman Door



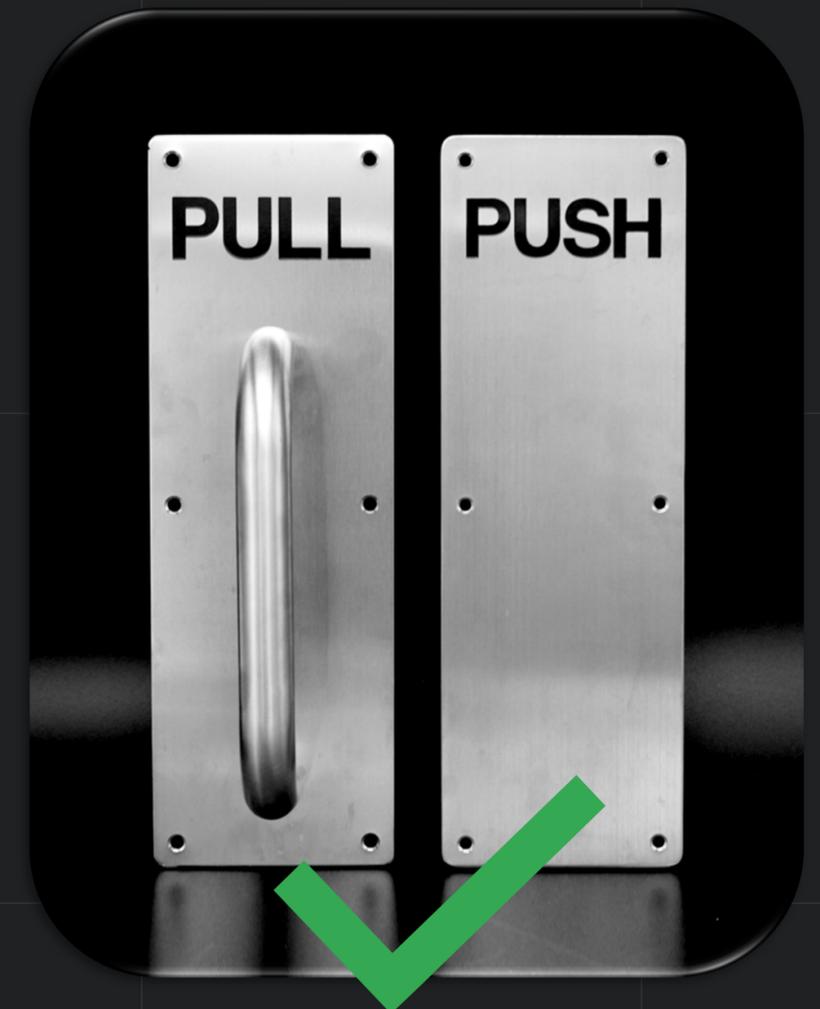
# Norman Door

*“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!**



Google

 Bing

What do *you* say when you  
search something?

**ECOSIA**

**yahoo!**

# yahoo!

yahoo!

Mail Coronavirus News Sports Finance Celebrity Style Movies More...

Turn Off All Ads Block Ads Now

Make Yahoo your homepage

Trending Now

1. Montréal Canadiens
2. Vancouver Canucks
3. Toronto Hotel
4. Buzz Aldrin
5. NFL
6. Joe Biden
7. Mexico All Inclusive
8. Purdy
9. Eblast
10. Brooke Henderson

KUMON | LEARNING CENTRES

ENROLL TODAY SAVE UP TO \$50

Featured Picks

That '90s Show: Debra Jo Rupp, Kurtwood Smith say 'welcome home' 17 years later

'Vision 6-9' isn't the Raptors' problem, 'Vision no shooting' is

7.4B (2020) ●●●

●●● 1.19T (2023)

# 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

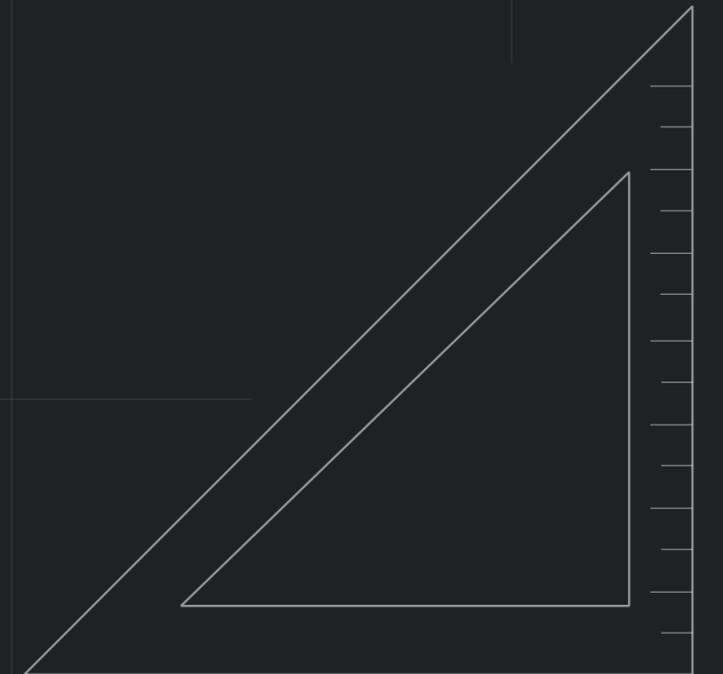
# Cake Example

What's the difference?





# Four Pillars of UI





# The Colour Wheel

Yellow

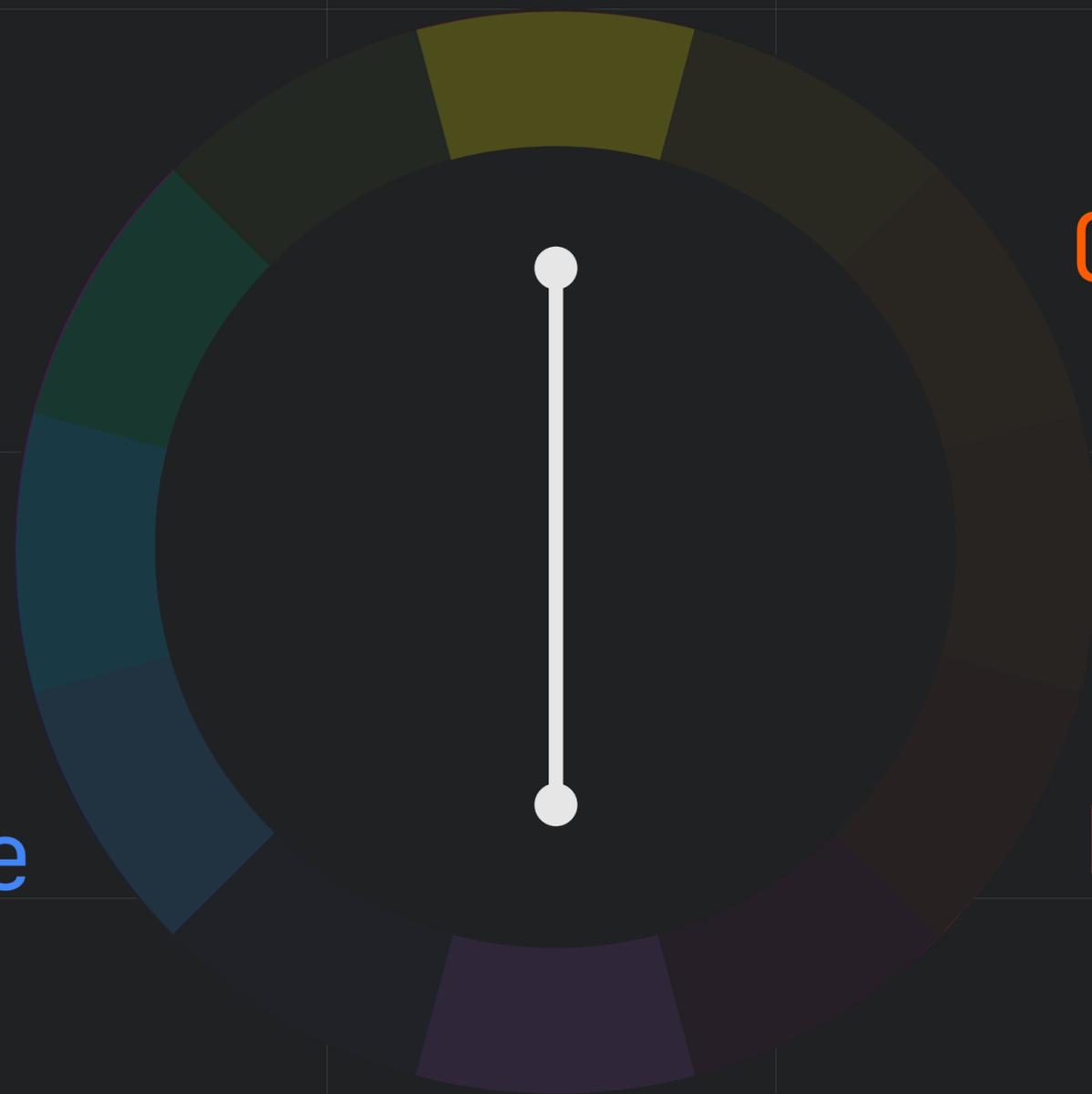
Green

Orange

Blue

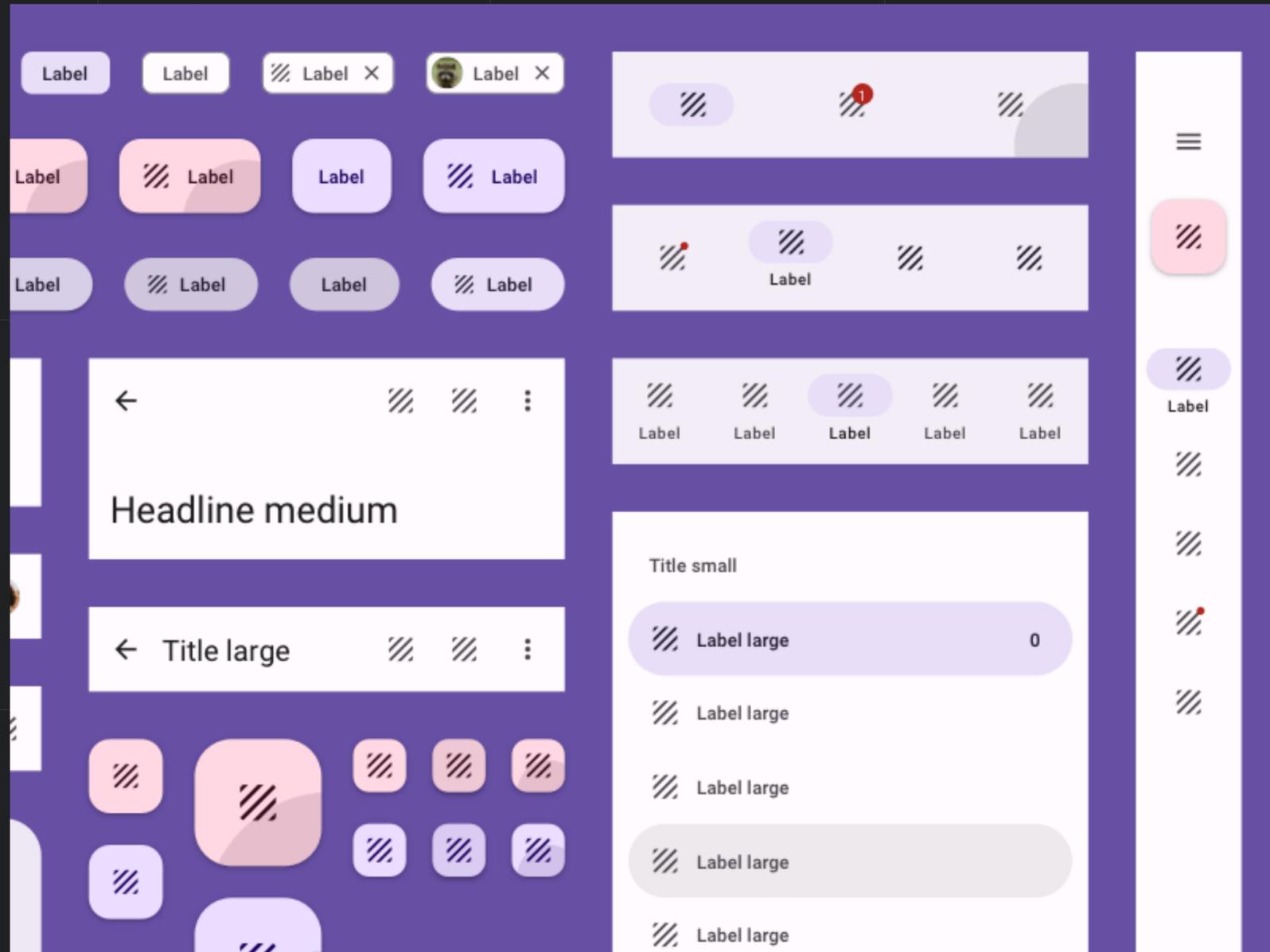
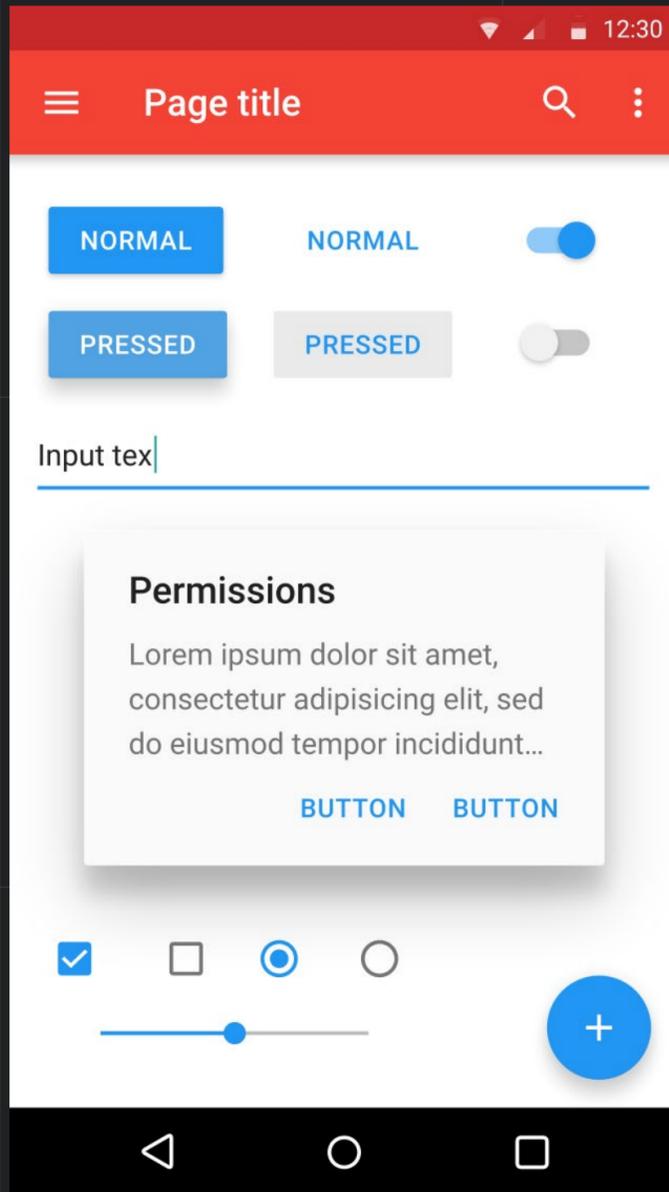
Red

Purple



Colours

# Picking a colour palette



Colour psychology

Consider  
culture

### WESTERN Culture

 Harvest Warmth Affordable	 Practicality Comfort Stability	 Happiness Joy Caution	 Luck Jealousy Greed	 Depression Trust Calm	 Royalty Spirituality Wealth	 Love Danger Action	 Intimidation Death Mourning
--	---	--	--	--	--	---	--

### FAR EASTERN Culture

 Happiness Spirituality Adaptability	 Earth Industrious Mourning	 Masculinity Sacred Royalty	 Fertility Hope Life	 Feminine Healing Relaxation	 Wealth Privilege Spirituality	 Prosperity Good Fortune Vitality	 Health Prosperity Stability
--	---	---	--	--	--	---	--

### INDIAN Culture

 Sacred Courage Love	 Mourning	 Sacred Auspicious	 Hope Harvest Virtue	 Sports Strength	 Sorrow Comfort Nobility	 Beauty Wealth Power	 Evil Darkness Negativity
--	---	---	--	---	--	--	---

### MIDDLE EASTERN Culture

 Mourning Loss	 Harmony Earth Comfort	 Happiness Prosperity Mourning	 Strength Fertility Hope	 Mourning Heaven Spirituality	 Wealth Virtue Royalty	 Danger Caution Evil	 Mystery Mourning Rebirth
---	--	--	--	---	--	--	---

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](#)

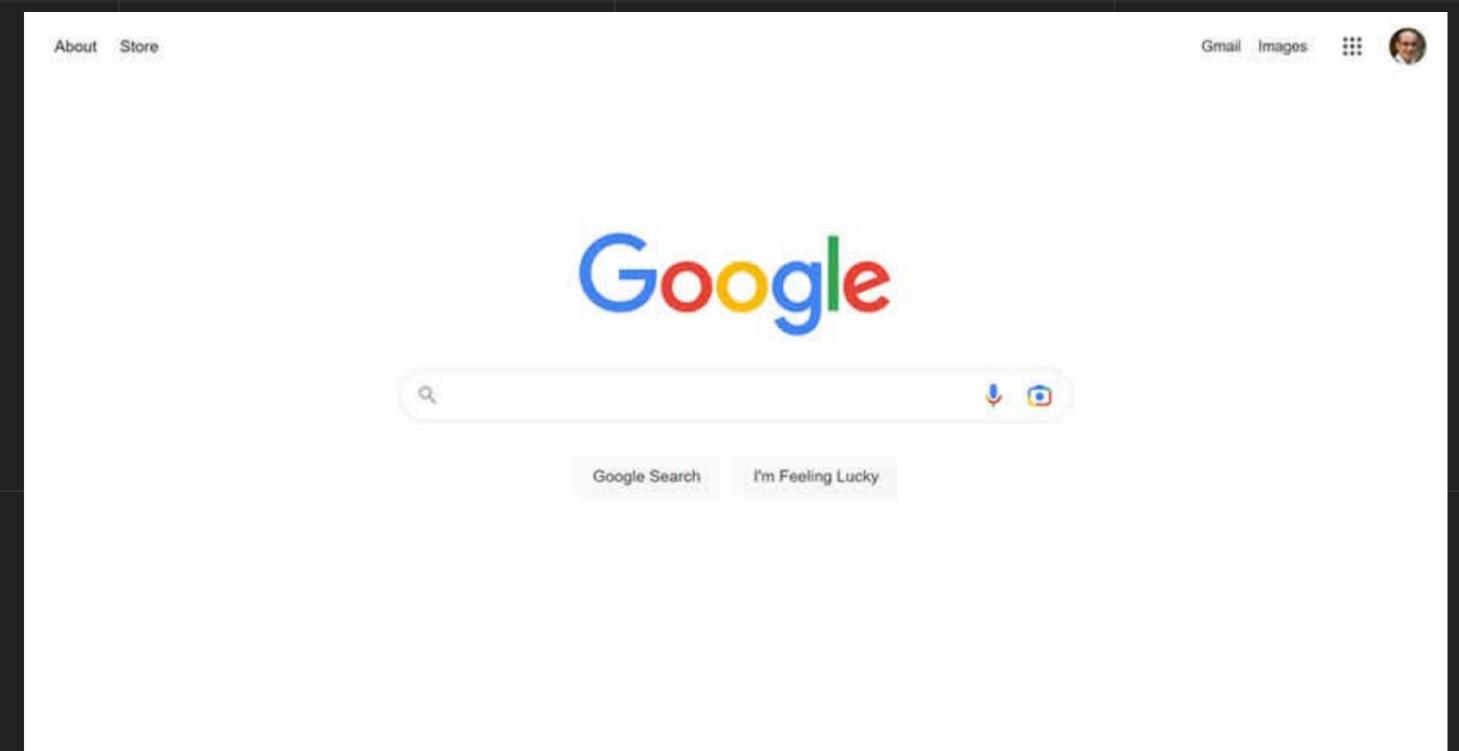
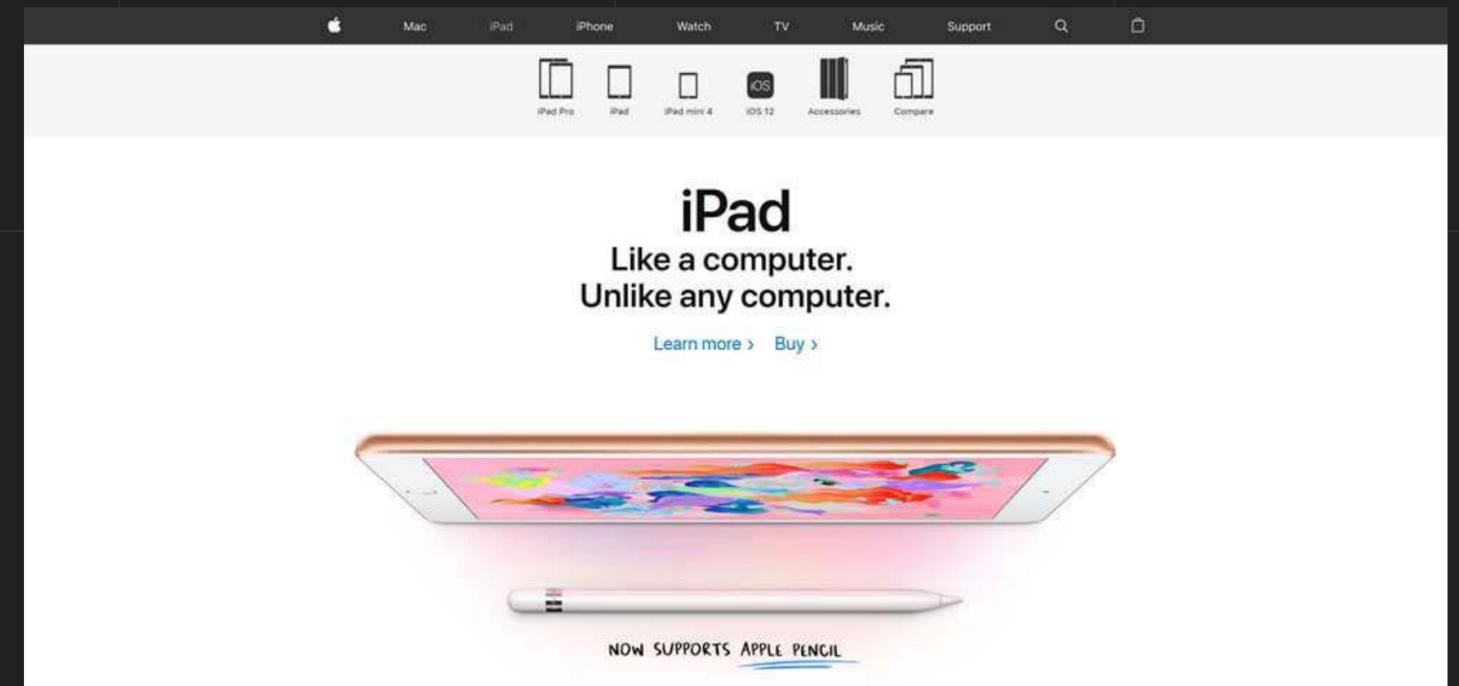
Typography

**Consider  
spacing**

**IMPORTANT**

**This carton contains a shelf ready tray**

# Negative Space



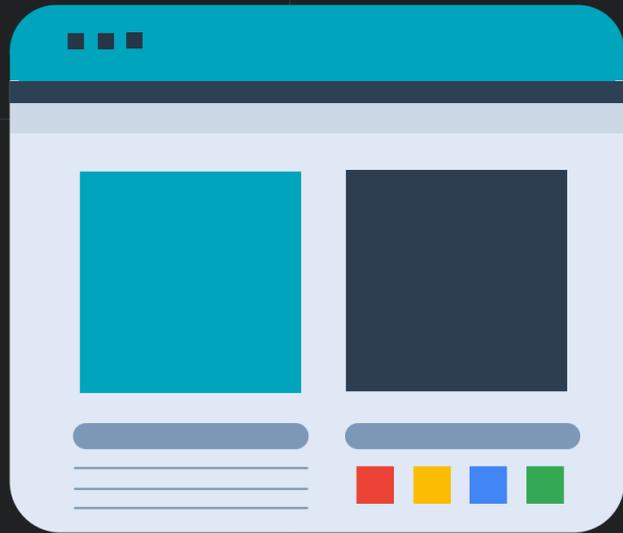
# Negative Space

The image is a screenshot of the Banggood.com website homepage. At the top, there is a navigation bar with language options (English, Russian, Spanish, Italian, French, Portuguese, Deutsch) and links for 'Order Tracking' and 'Help'. Below this is a large promotional banner for 'SNAP UP DEALS' with the text 'Low to \$0.99' and a date 'AUG 15TH'. The Banggood.com logo is prominently displayed, along with a 'Starts On Sept 8-9, 2016' badge. A search bar is located in the center, flanked by 'Shop All Categories' and 'All categories' dropdown menus. On the left, a vertical list of categories includes 'US/EU Warehouse', 'Apple Accessories', 'Electronics', 'Cell Phones & Accessories', 'Lights & Lighting', 'Sports & Outdoor', 'Toys and Hobbies', 'Clothing and Apparel', 'Bags & Shoes', 'Home and Garden', 'Health & Beauty', 'Automobiles & Motorcycles', 'Computer & Networking', 'Jewelry and Watch', and 'Intimate Apparel'. The main content area features a large advertisement for 'NO.1 G5 BLUETOOTH SMART WATCH' with a price of '\$19.99'. Below this are smaller promotional banners for 'Low carbon gum canvas bag' (starting from \$4.99), 'Big discount' (clearance sale), and '15% OFF' (site-wide coupon code: BG15%OFF). On the right side, there is a 'Flash Deals' section with a countdown timer (18h 13m 10s) and several product listings, including 'Astron A01 Niche 2190 102LM A' for US\$8.00 and 'Xiaomi Redmi 3 Pro 5 inch Fingerprint' for US\$145.99. The bottom of the page shows a 'Recommendations' section with various product thumbnails.

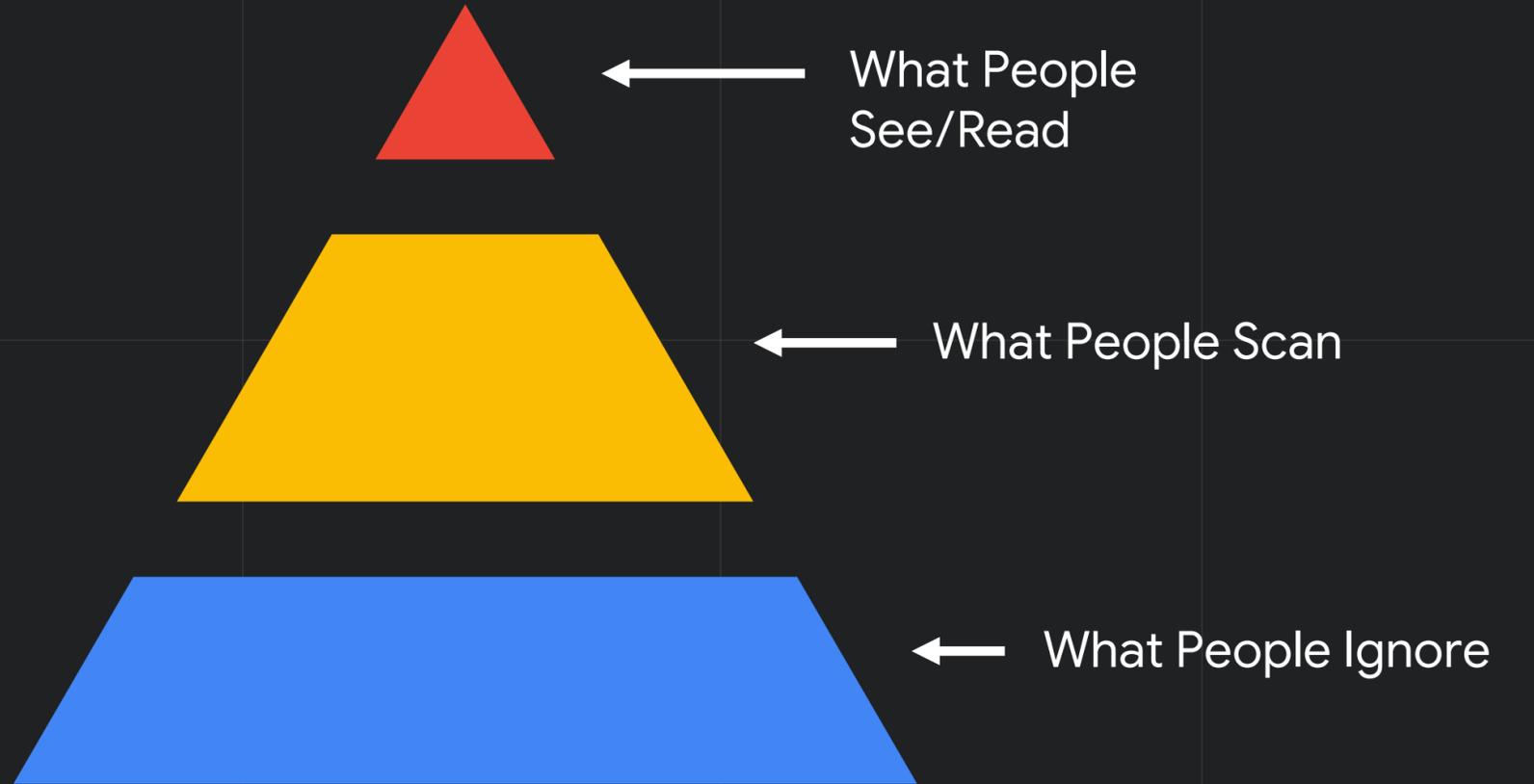
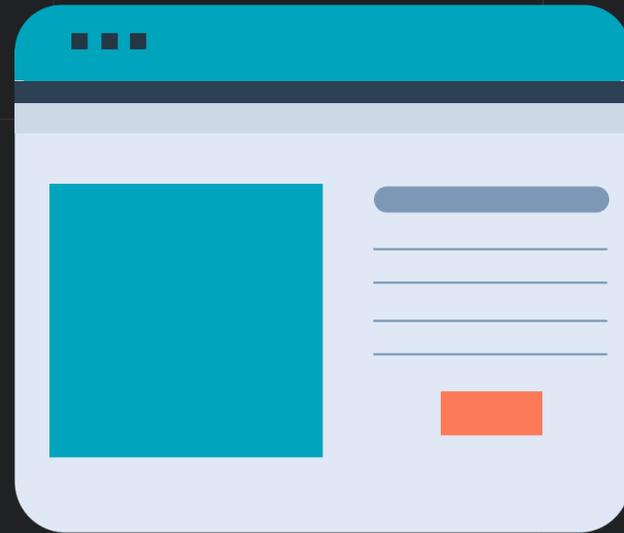
# Hierarchy



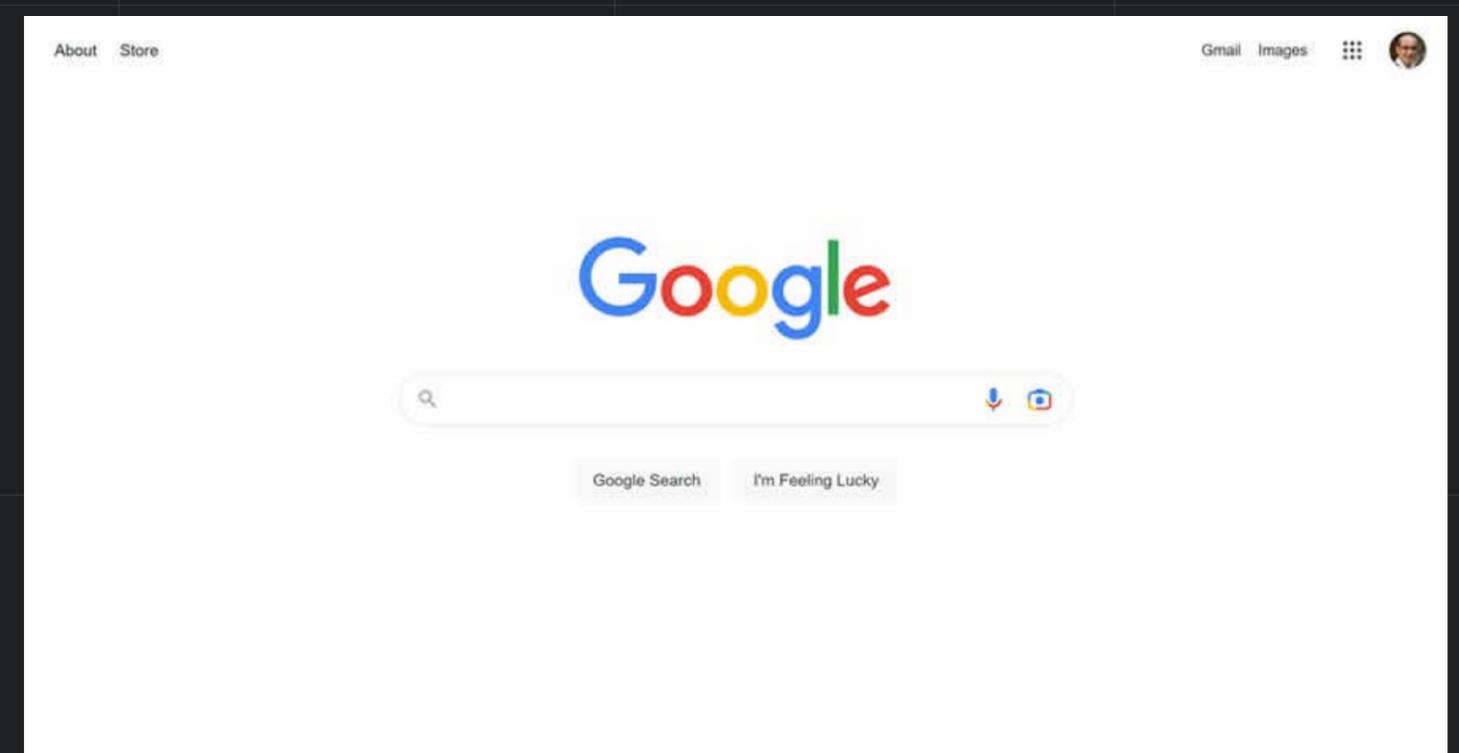
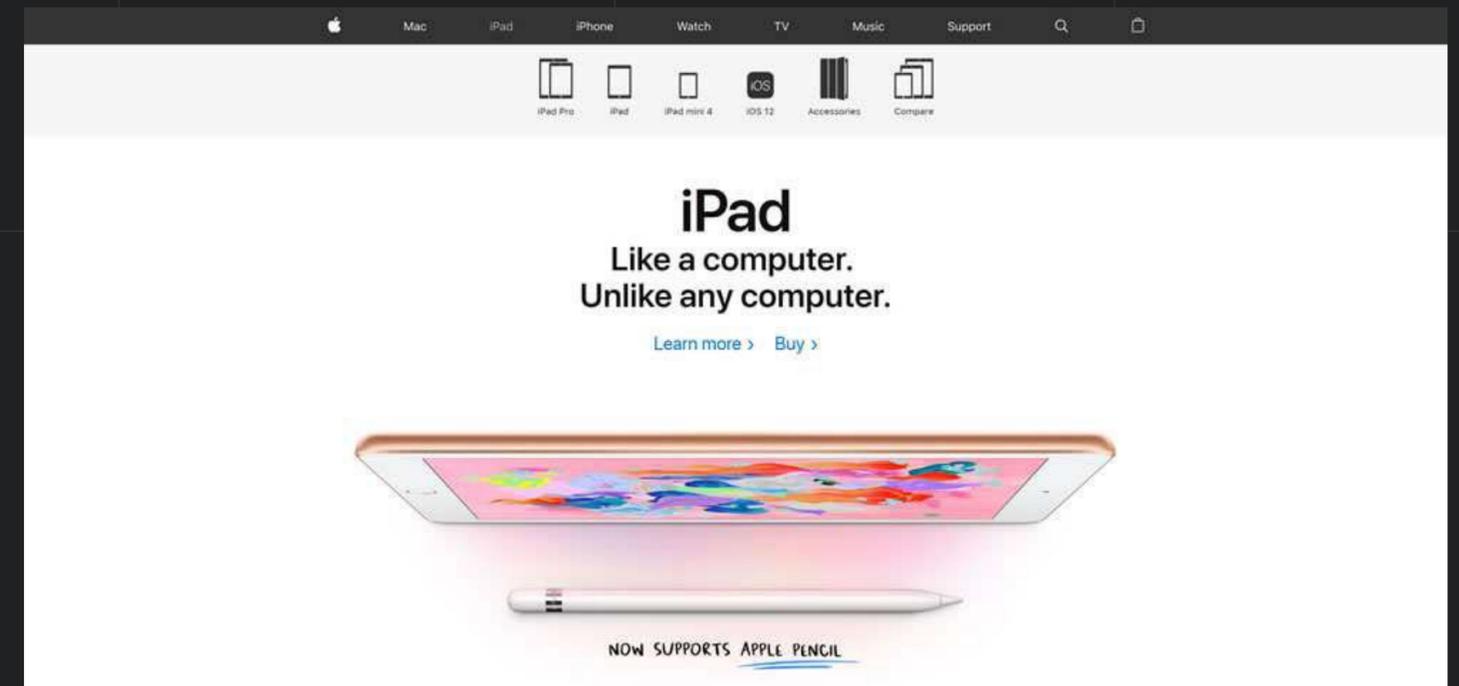
Poor Visual Hierarchy



Good Visual Hierarchy



# Hierarchy



# Does this bother you?



Learn how to fix it in our UX/UI workshop.



Or else.



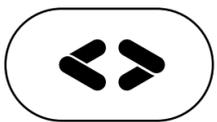
MN 1100

january 25<sup>th</sup>,  
2023 @ 5-6PM

Free food and  
drink :3



## Good or Bad?



About

Resources

Past Projects

Events



Sign in

# Google Developer Student Clubs

University of Toronto Mississauga

## Upcoming events

January 23, 2023  
**Giang's birthday**  
You better wish her  
[Register](#)

November 24, 2022  
**DEMA x GDSC**  
Bee movie watching :)  
[Register](#)

November 24, 2022  
**Wireframing**  
This is a wireframe!  
[Register](#)

November 24, 2022  
**PowerPoint**  
And why it's better  
[Register](#)

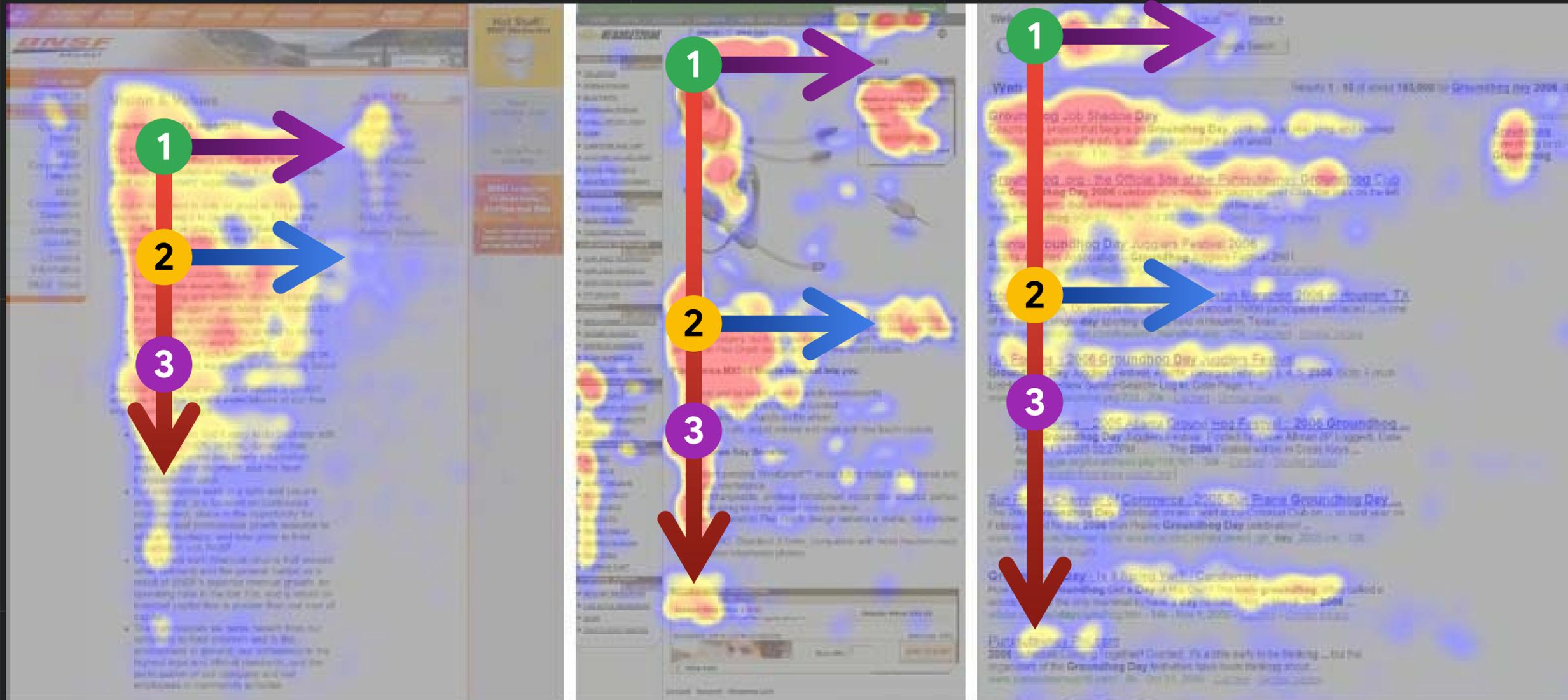
# Who are we?

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





# Three truths of UX



UX Truth #1

**User experience design  
solves human problems**

What do we consider?

- Accessibility
- Meet their expectations
- Mistakes

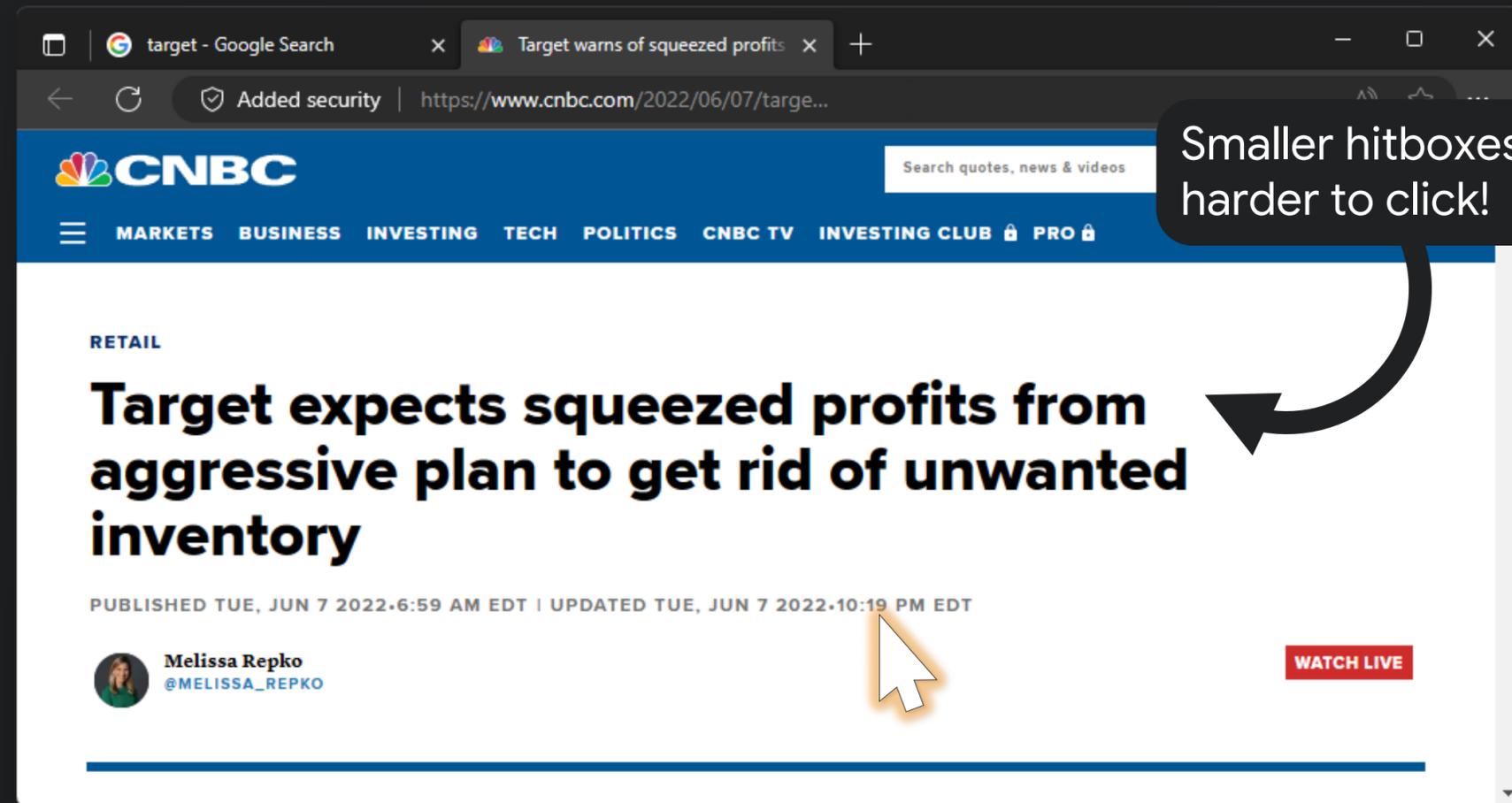
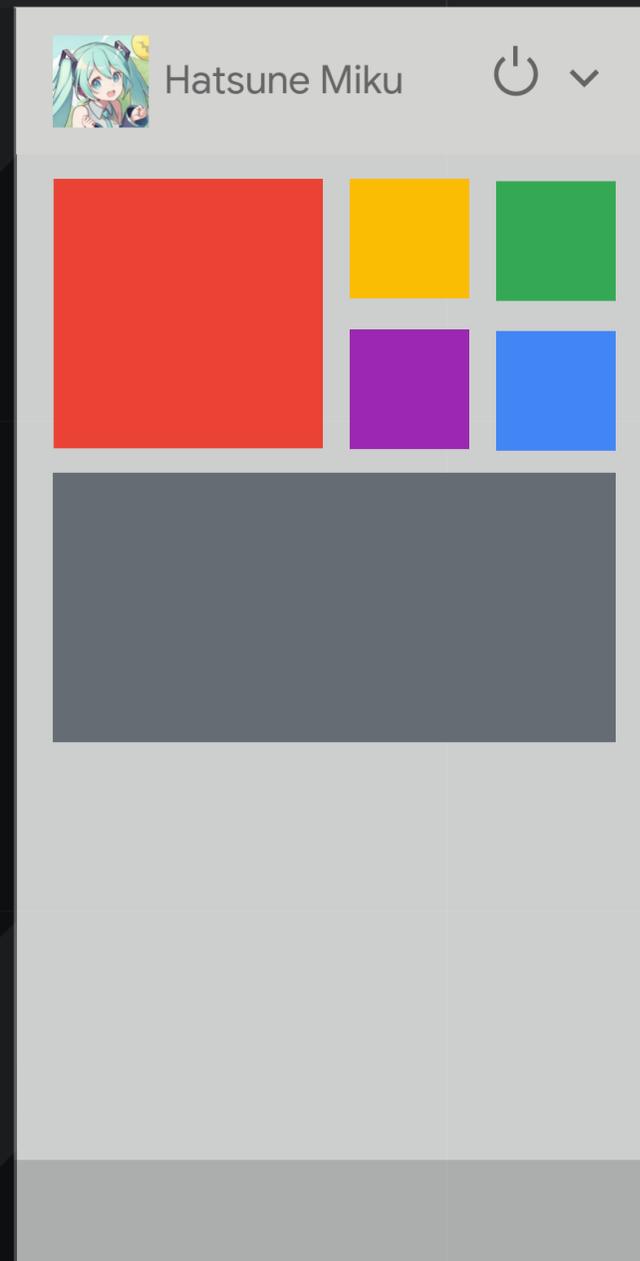


Truth #2

**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!

Have some fun with Miku :3

# Hick's law

health and better living

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

Truth #3

**You are not the user!**



If writing stories required a keyboard, computer screen, and fluency in English, the only stories we'd read would be from people who match these requirements.”

- Kat Holmes

Research, research, research!



# User stories and 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.



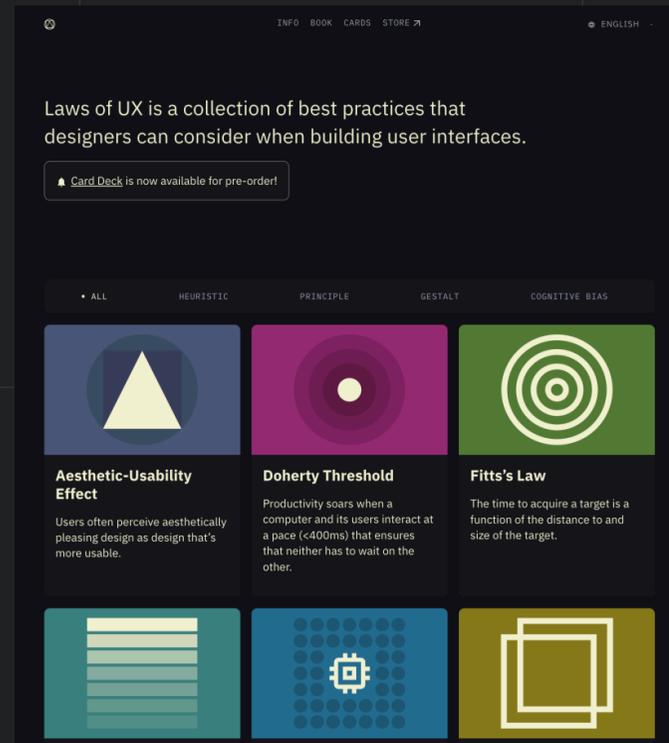
These personas were designed to give insight into Smart City initiatives. They are not based on real people.

**It's okay to be wrong!**

# Still Interested? What's Next?

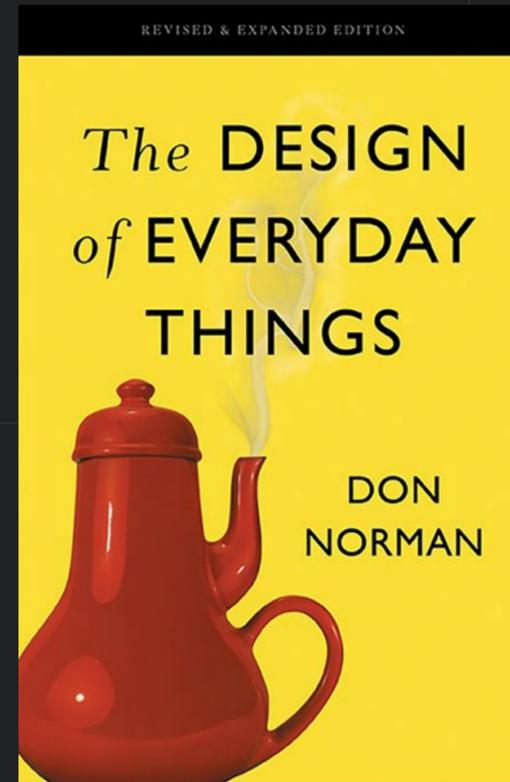
## Website

[lawsuffix.com](https://lawsuffix.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

# Still Interested? What's Next?

## Best Design Software

The Photoshop logo, consisting of the letters 'Ps' in a light blue, sans-serif font, centered on a dark blue rounded square background.

Ps

Photoshop



Figma  
(Free to Use)

The Adobe Illustrator logo, featuring the letters 'Ai' in a bold, yellow, sans-serif font, centered on a dark red rounded square background.

Ai

Adobe Illustrator

# Practice Wireframing



[Example of Figma Prototype](#)

*Let's Practice Your Design Skills!*

Get Started: *Figma.com*



**Thank you**