
UX/UI

BASICS



WHAT IS

UX

USER EXPERIENCE

The aesthetic and organizational design elements that provide a positive and productive user experience.

UI

USER INTERFACE

The physical and technical elements that allow the user to interact with the system.

UX BASICS

UX

ELEMENTS

- Psychology
- Usability
- Design
- Copywriting
- Analysis
- Metrics

The goal is to understand the audience and their motivations in alignment with the business service.

The overall flow and function of the site should be logical, intuitive, and easy to use. Good design and clear concise copywriting achieves this while creating a positive perception of the brand.

Metrics and analysis of usage is important to keep the user experience competitive and effective.

UI BASICS

UI

ELEMENTS

- Visual Hierarchy
- Responsive Layout and Consistency
- Grouping Functions
- Simplified Forms
- Fast Load Time
- Browsing vs Search

Visual hierarchy that uses size, weight, color, pattern, and proximity is more aesthetic as well as easier for the user to scan.

With the increased use of mobile devices a responsive, consistent design layout should provide a good user experience across all platforms. Simplifying, grouping and merging like functions fundamentally increases usability and a faster load time.

A user should be able to easily find content from the page structure or search mechanism.

VISUAL DESIGN PRINCIPALS

VISUAL WEIGHT

ELEMENTS

- Contrast
- Depth and Size

The user's focus is directed to elements with weight. This helps to prioritize key site functions and usage flow.

Contrast is defined as the difference between light and dark. More people will select the darker button over other uniform choices.

Larger objects are perceived as being closer, and smaller to being farther away. Important elements should be emphasized with size creating a visual hierarchy.

READ ME FIRST

READ ME SECOND

More detailed information.

Click Me

Click Me

VISUAL DESIGN PRINCIPALS

COLOR

ELEMENTS

- Meaning
- Advance or Recede

Color has meaning specific to culture and common usage. Red means stop, green means go, blue indicates trust... Intuitive use of color can convey meaning without text.

Important elements should have a color that comes forward in contrast to other elements. This will increase its selection.

TRUST

MY CONTENT

Select Next for more information or Back to go back.

Next

Back

VISUAL DESIGN PRINCIPALS

PATTERNS

ELEMENTS

- Repetition
- Pattern Breaking

The human mind recognizes repeated elements as group patterns or sequences.

When a pattern is broken the focus is shifted to the break increasing the reate of selection.

