6.148

Web Design & UI/UX

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go.6148.io/uiux
UI & UX

**User Interface:** the design of the interface between the user and the product

**User Experience:** the user's overall experience of using the product
UI  

UX
UI & UX

User Experience (UX)
- research
- usability testing
- sketches
- wireframes

User Interface (UI)
- layout
- visual design
- branding
- HTML/CSS
Usability
it’s really important
If your users see...

Password: ***********************

Please remember that your password must contain one capital letter, one digit, one Kanji character, a Preferite Present verb in Old English, and the iambic pentameter structure.

Pinterest works best if you switch to our iPhone-friendly app

THEY LEAVE
Ok... so what should I do then?

elements of good usability
Learnability

Ability of an interface to allow users to accomplish tasks on the first try
What do I do?

Make smarter choices

Simply ask Google Maps for "coffee" and find the highest-rated shops nearby.
Did I do it right?
Efficiency

The speed at which tasks can be completed once learned
1. How did you hear about Product Hunt Toronto?*

A. ProductHunt.com
B. HIGHLINE
C. Social Media
D. Startup Digest
E. Word of Mouth
F. Other

2. How likely are you to attend a Product Hunt Toronto event again?*

The faster the better
The less words the better

Jobs

Employment Opportunities
Hmm. Pretty busy. Where should I start?

Hmm. Why did they call it that?

Can I click on that?

Is that the navigation? Or is that it over there?

Why did they put that there?

Those two links seem like they’re the same thing. Are they really?

The less thinking the better
The less thinking the better
Error Tolerance

How well the product prevents errors and can help the user recover from mistakes.
Make sure users know about bad things
Prevent errors before they happen
Make recovery easy
Good design conveys emotion
<table>
<thead>
<tr>
<th>Number</th>
<th>Image</th>
<th>Name</th>
<th>Description</th>
<th>Price</th>
<th>Nightly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1" alt="Image" /></td>
<td><strong>Beautiful, cozy 1BR E.48</strong></td>
<td>Entire home/apt - New York</td>
<td>$290</td>
<td>$290</td>
</tr>
<tr>
<td>2</td>
<td><img src="image2" alt="Image" /></td>
<td><strong>StudioSleeps 4 internet</strong></td>
<td>Entire home/apt - New York</td>
<td>$119</td>
<td>$119</td>
</tr>
<tr>
<td>3</td>
<td><img src="image3" alt="Image" /></td>
<td><strong>Tribeca Studio Apartment</strong></td>
<td>Entire home/apt - New York</td>
<td>$219</td>
<td>$219</td>
</tr>
<tr>
<td>4</td>
<td><img src="image4" alt="Image" /></td>
<td><strong>Gorgeous TriBeCa studio</strong></td>
<td>Entire home/apt - New York</td>
<td>$190</td>
<td>$190</td>
</tr>
<tr>
<td>5</td>
<td><img src="image5" alt="Image" /></td>
<td><strong>2 B/R 2 BATHS LUXUREY APA</strong></td>
<td>Private room - New York</td>
<td>$450</td>
<td>$450</td>
</tr>
<tr>
<td>6</td>
<td><img src="image6" alt="Image" /></td>
<td><strong>Tribeca lux</strong></td>
<td>Entire home/apt - New York</td>
<td>$150</td>
<td>$150</td>
</tr>
</tbody>
</table>
WELCOME HOME
Rent unique places to stay from local hosts in 190 countries.

Start Your Adventure
We've chosen locations you'll love, all around the world.

Rio de Janeiro
Joe's Home
$1200
WELCOME HOME
Rent unique places to stay from local hosts in 190 countries.

Start Your Adventure
We've chosen locations you'll love, all around the world.

PEOPLE + PLACES + LOVE + AIRBNB
CENTRAL PARK LOFT all for YOU
Entire home/apt · ★★★★★ · 111 reviews

Green Room
Private room · ★★★★☆ · 6 reviews
Let’s Actually Design

a quick intro to graphic/web design
Layouts

Follow standard layouts
Follow standard layouts

Use grids
Layouts

Follow standard layouts
Use grids
More whitespace
MacBook

Light. Years ahead.

Learn more  Buy

iMac

Retina. In colossal and ginormous.

Learn more  Buy
Layouts

Follow standard layouts
Use grids
More whitespace
Design responsively
Colors
Colors

Colors represent emotions
Colors represent emotions

Use web friendly colors
Colors

Colors represent emotions

Use web friendly colors
Colors

Colors represent emotions

Use web friendly colors

Material UI Colors
Colors

Colors represent emotions

Use web friendly colors

Generally don’t use more than 3 colors (besides black and white)
Colors

Colors represent emotions

Use web friendly colors

Generally don’t use more than 3 colors (besides black and white)

Tools:
Adobe Color CC
Paletton
Coolors
Colors

Colors represent emotions

Use web friendly colors

Generally don’t use more than 3 colors

Don’t use red and green for contrast
Fonts

Fonts also represent emotions
Fonts

Fonts also represent emotions

**Serif**: good for long text or traditional look
Times New Roman, Garamond, Georgia

**San-serif**: good for a more modern look
Arial, Helvetica, Trebuchet MS, Verdana, Calibri

**Script/Decorative**: use sparingly and only for titles
Dancing Script, Lobster, AMATIC SC, Permanent Marker
Copperplate Gothic
Rage italic
Mistral
Boingo

Comic Sans
TRAJAN
Impact
Black Chancery
Times New Roman
Elephant
Gloucester MT Extra Condensed
Papyrus
Century Gothic
Candara
Brush Script MT
Monotype Curstva
Segue Print
Prstina
Zapfino
Bleeding cowboys
Courier
Chiller
Bradley Hand
Script
Lucida Calligraphy
Jokerman
Hobo std
Kristen ITC
Chocolate /Chocolate Box
Curly/Curlz MT
ENGRAVERS MT
Romance Fatal Serif
Harrington
Northwood High
Passion / Passion's Conflict
STENCIL
AN UNFORTUNATE EVENT
Occidental
Old Town / Western
Satisfaction
Story book
Mister Spooky
BEYOND Wonderland
Forte
Giddyup
Birth of a Hero
Freebooter Script
Some Meatz Swashes
Gijs
Cooper
Harabara
Viner Hand
ALGERIAN
MORPHEUS
ABADDUN
Firadli
French Script
Tempus Sans
Google Fonts
All their equipment and instruments are

Almost before we knew it, we had left the ground.

A shining crescent far beneath the flying vessel.

It was going to be a lonely trip back.

My two natures had memory in common.

Silver mist suffused the deck of the ship.

The face of the moon was in shadow.

She stared through the window at the

The recorded voice scratched in the speaker.

The spectacle before us was indeed sublime.

Then came the night of the first falling star.

Waves flung themselves at the blue evening.

All their equipment and instruments are

A red flair silhouetted the jagged edge of a wing.

I watched the storm, so beautiful yet

A shining crescent far beneath the flying vessel.
Fonts

Fonts also represent emotions

Don’t use more than 2 or 3 fonts in total
Fonts

Fonts also represent emotions

Don’t use more than 2 or 3 fonts in total

Before changing font, consider changing:

- Font weight
- Font size
- Color
- Capitalization (all caps, small caps)
- Letter spacing
Actually Doing Things

Try things

Copy elements on websites you like

Ask Friends
Current Trends
Current Trends

Flat UI & Material Design
Current Trends

Flat UI & Material Design

Parallax Scrolling
Current Trends

Flat UI & Material Design

Parallax Scrolling
Current Trends

Flat UI & Material Design
Parallax Scrolling
Micro/animations
Up Next…

Complete Environment Setup