



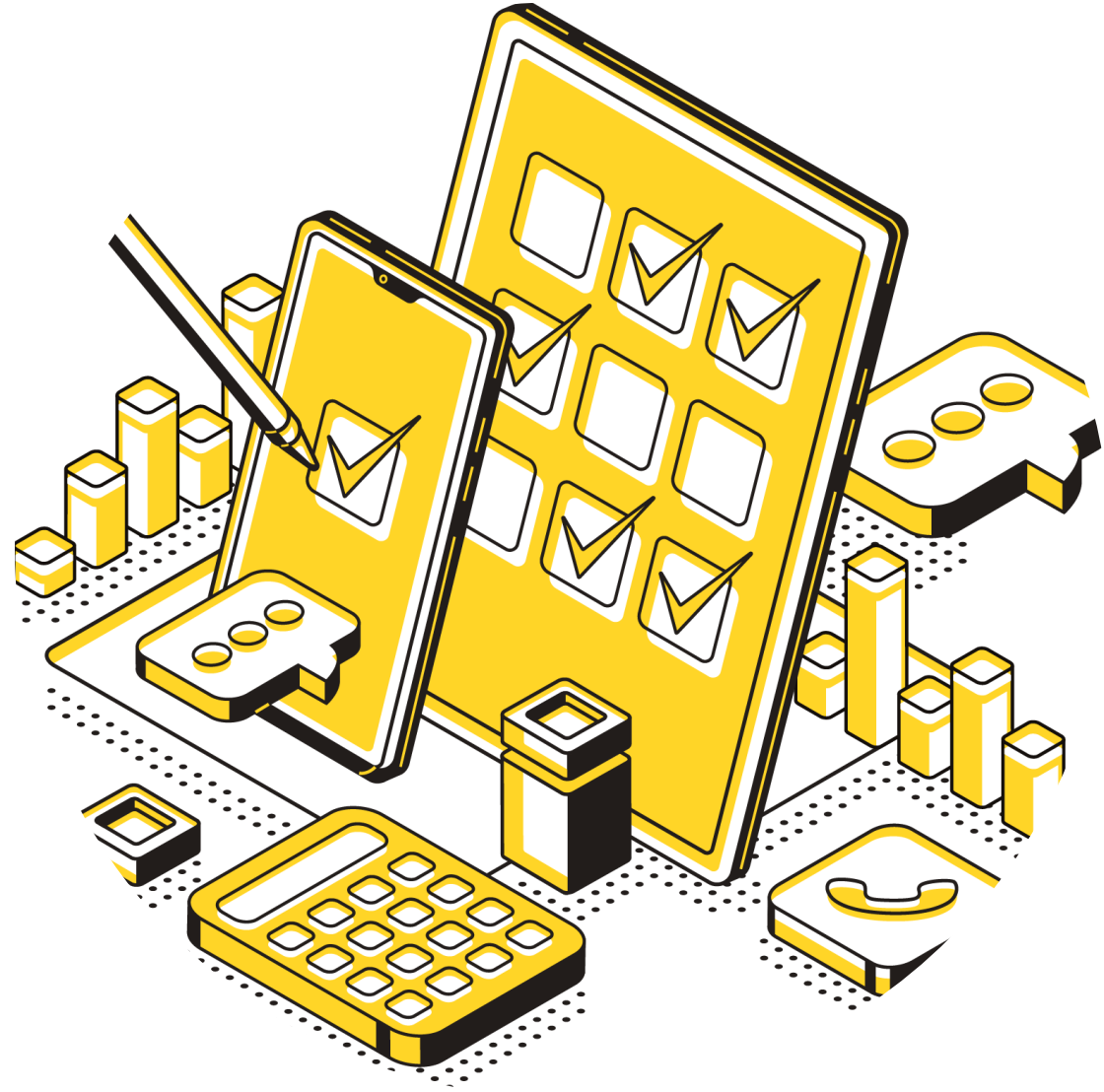
Web UX/UI development workshop

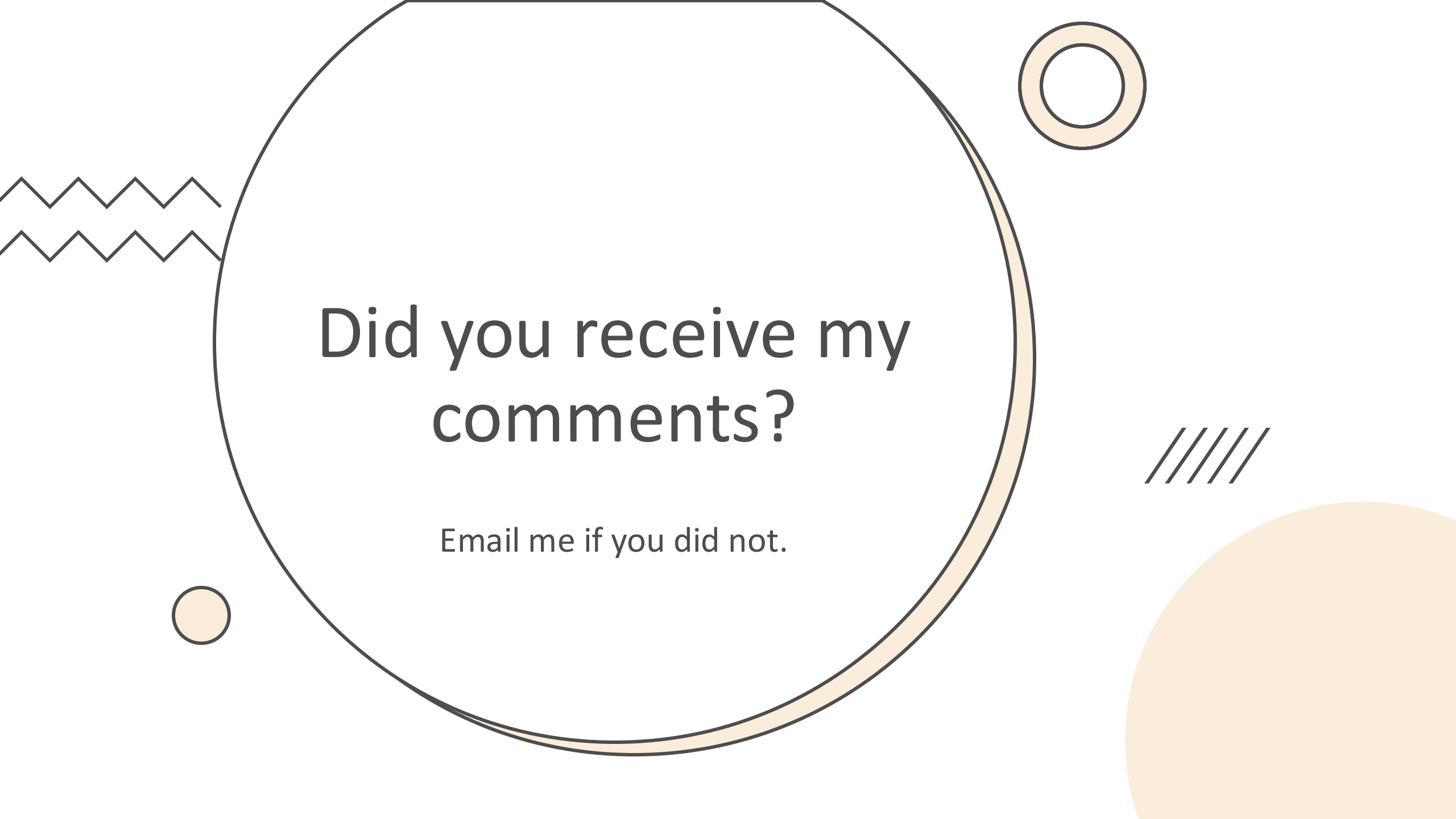
Workshop 3 –
Prototyping

Gordon Lee

Product Designer
M. Phil. in communication

Email: gordonlee.cityu@gmail.com





Did you receive my
comments?

Email me if you did not.

● From your homework...

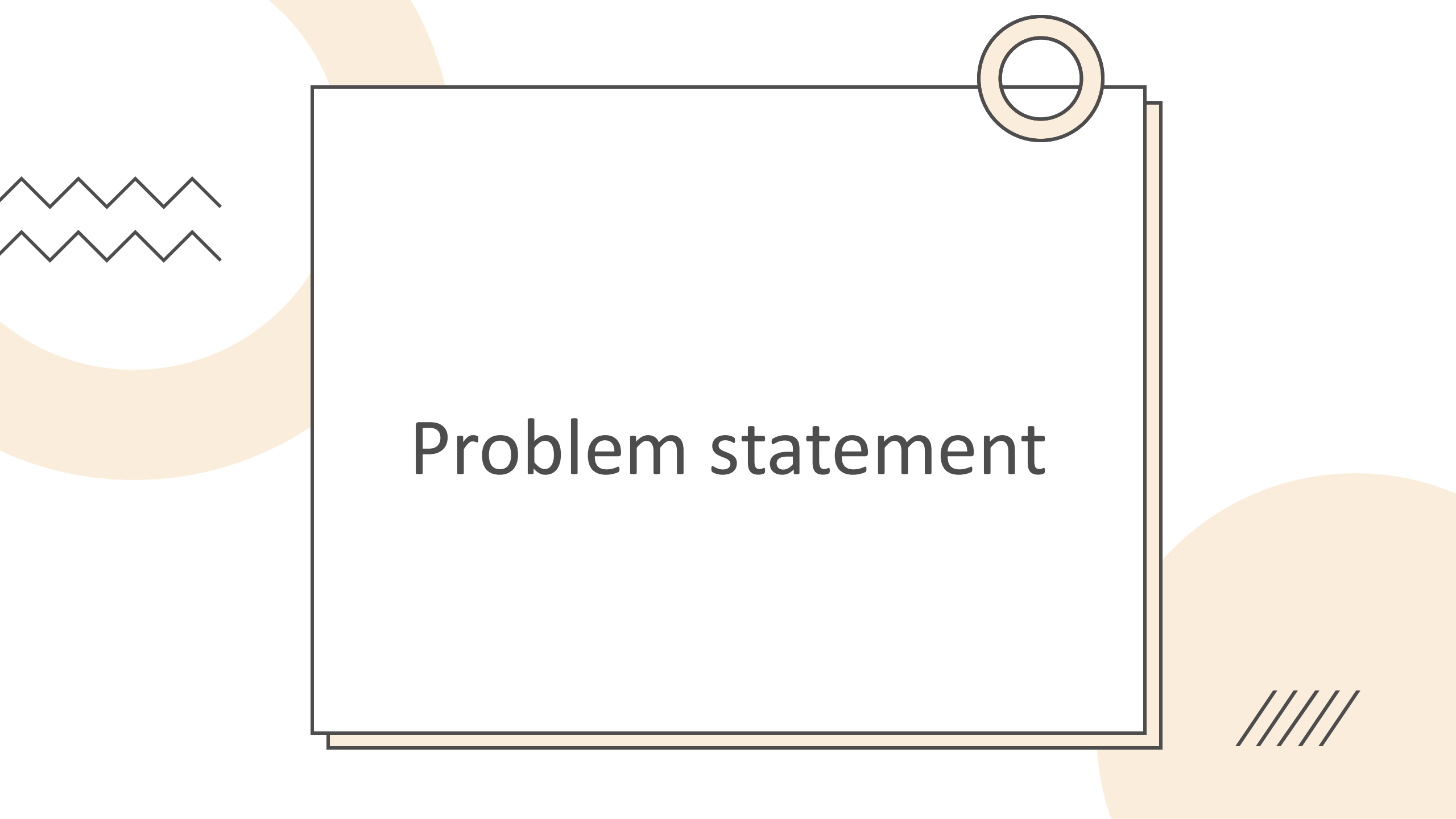
- Think about what your users want
- Then think about what you want your users to do
- Think about why do you need a search bar
- If you are clear about these, think about how the stories should be told and how to present them



● Today's agenda

- Recap of last week
- Sketching and wireframes
Exercise: Find out what users want and sketch the solution
- Design thinking and collaborative design
Exercise: Present your solutions and redesign
- Website prototyping
- Website usability testing
Exercise: Test your website prototype with the other groups
- Use of typography & color
- Revisiting the web UX/UI design process





Problem statement



Who is your
user?

What is the
biggest
problem for
the user?





Who is your
user?

What is the
biggest
problem for
the user?

And how can we solve
the problem?





Sketching



What is sketching?

Sketching is the process of rapidly translating ideas into something tangible.



SET LOCATION +

SEARCH

NEW LOCATION ^{date}

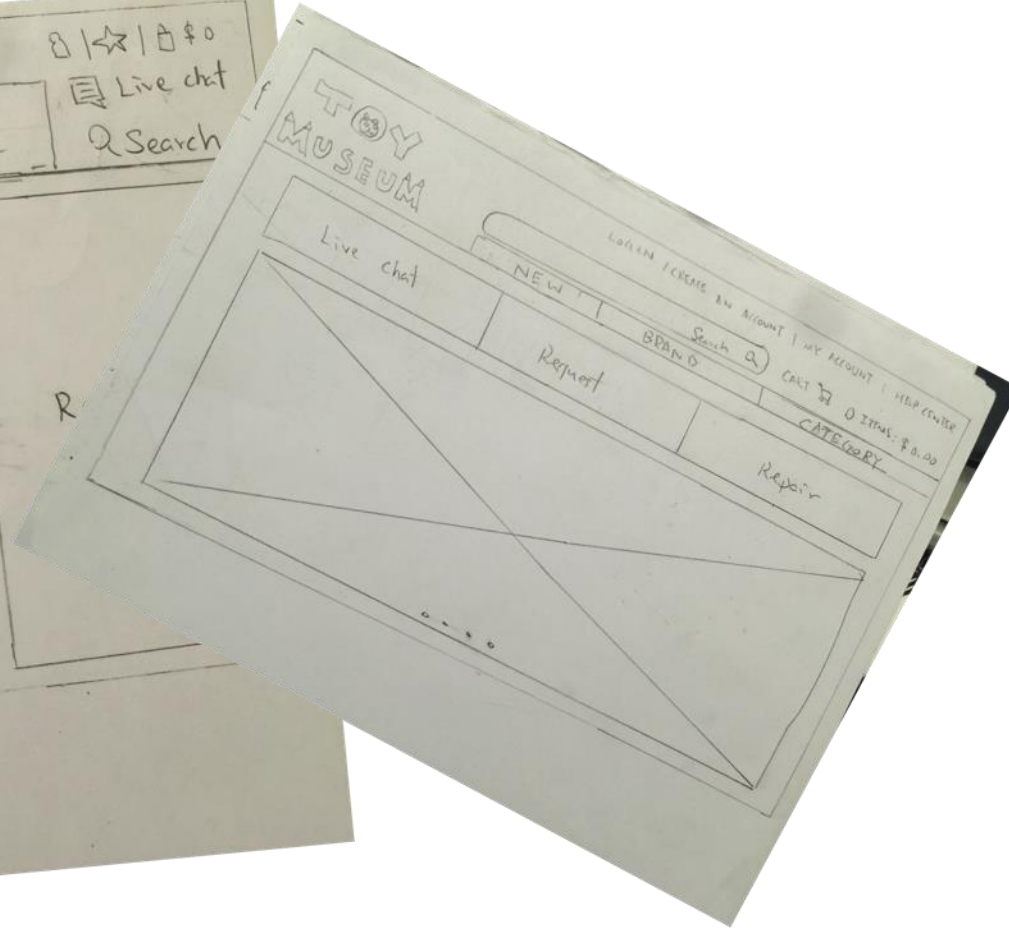
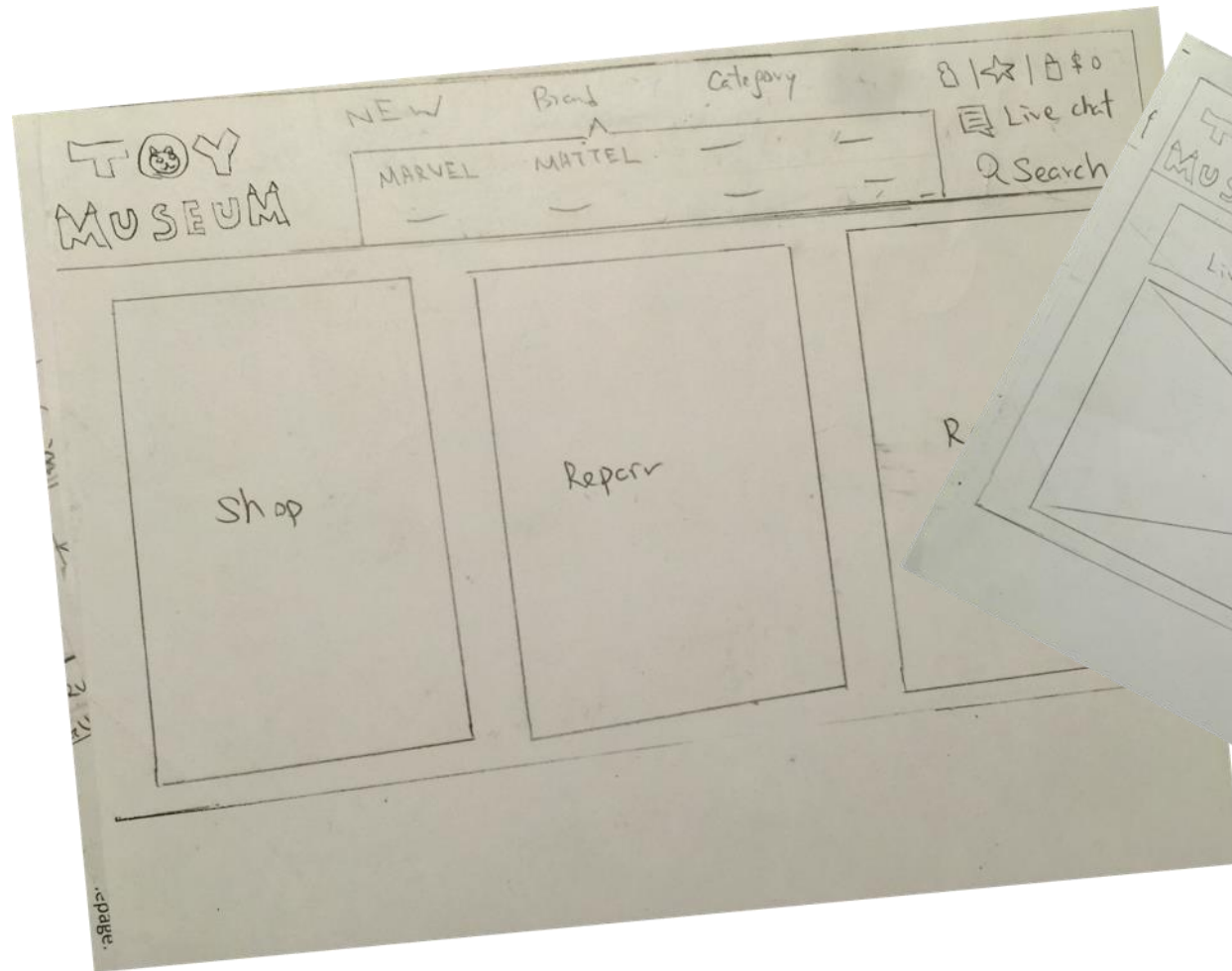
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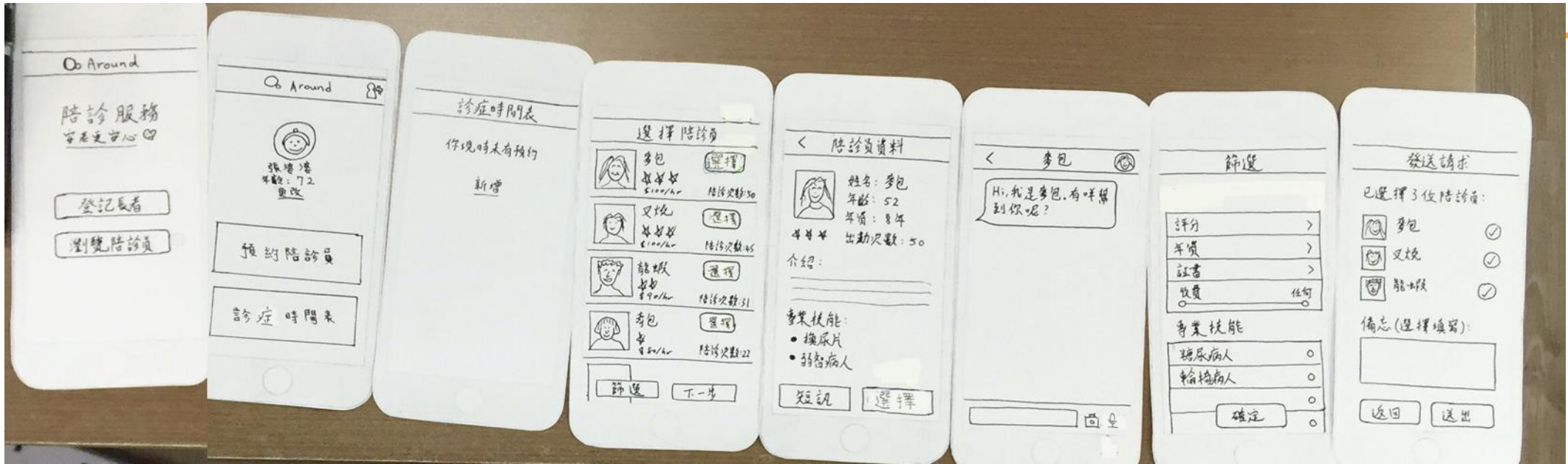
Location

Notes

contact name
number

map
or
direct
entry

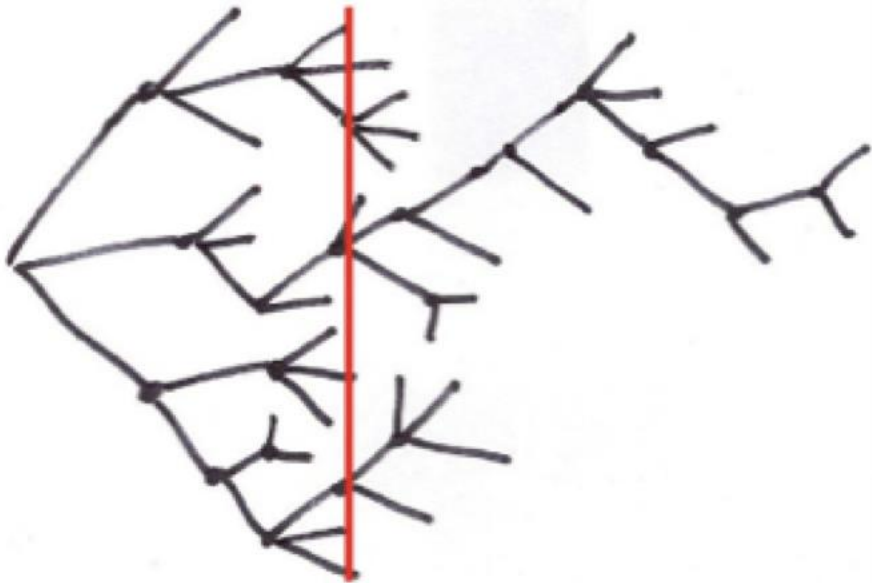




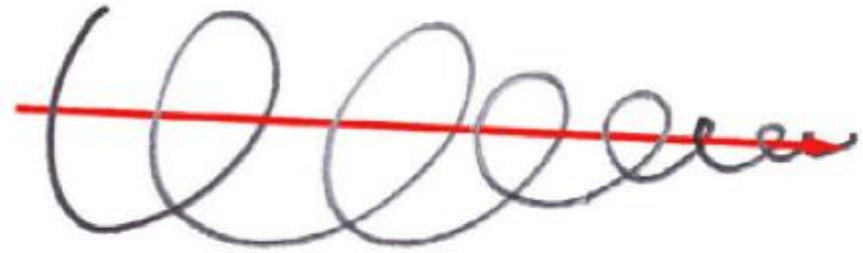


- Why do we sketch?

To explore

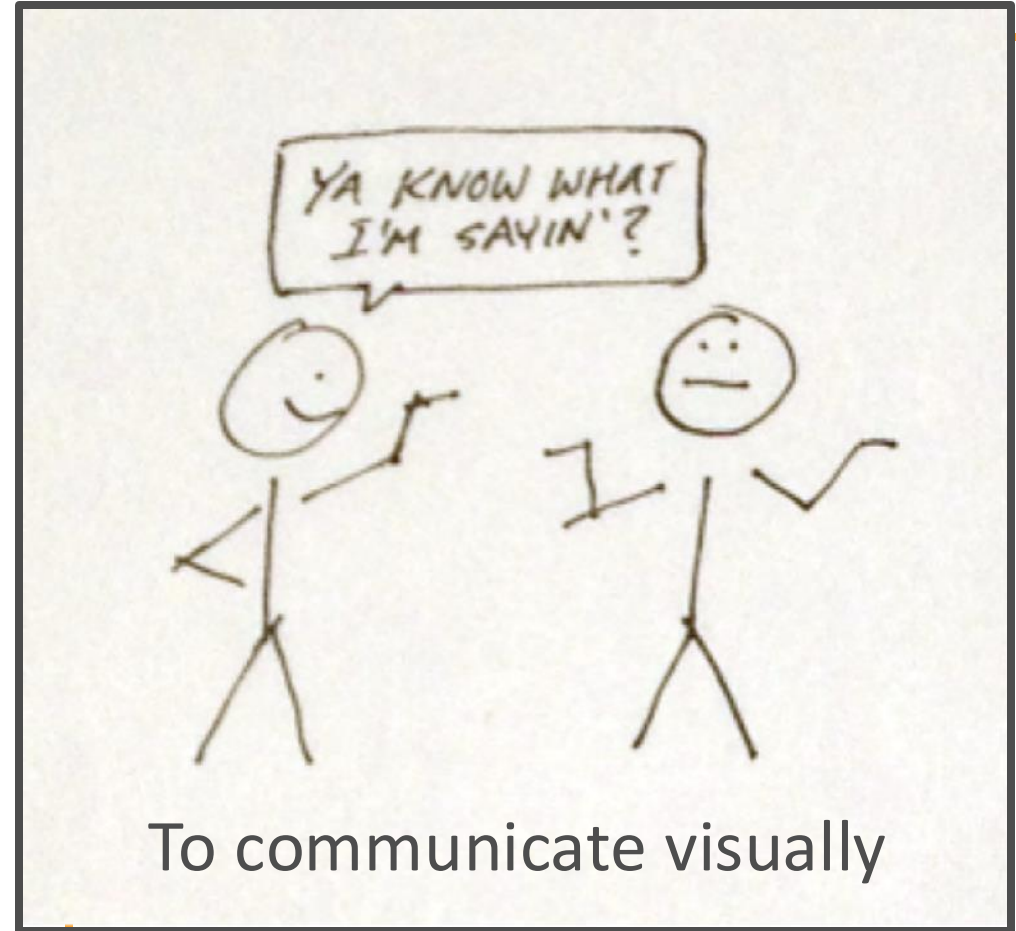


To refine





Why do we sketch?





Why do we sketch?



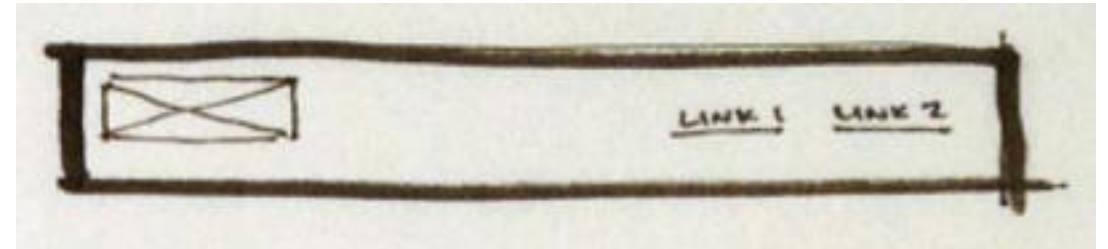
To collaborate





Why do we sketch?

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html>
<head>
  <meta name="TITLE" content="Title" />
  <meta name="KEYWORDS" content="Keywords" />
  <meta name="DESCRIPTION" content="Description" />
  <link rel="stylesheet" type="text/css" href="style.css" />
  <script language="javascript" type="text/javascript">
  </script>
</head>
<body bgcolor="#ffffff" width="100%">
```

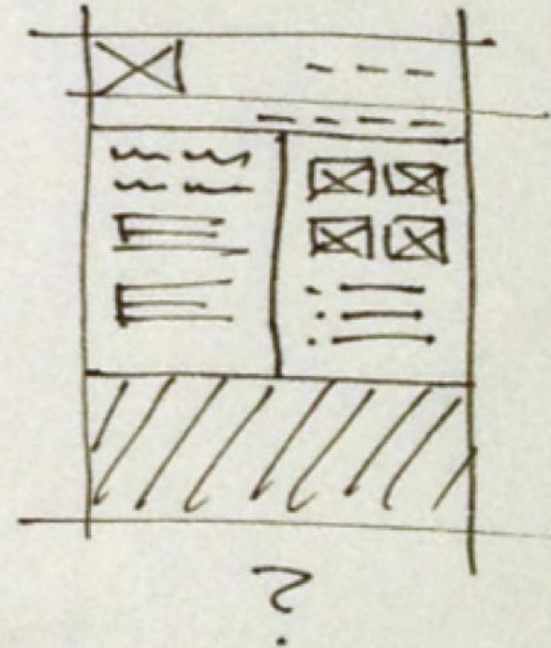
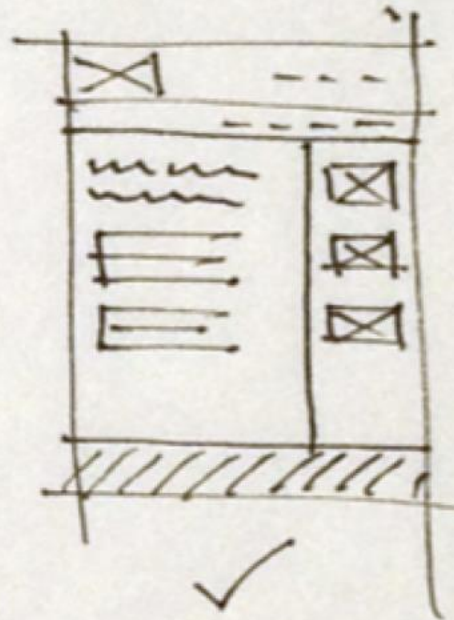
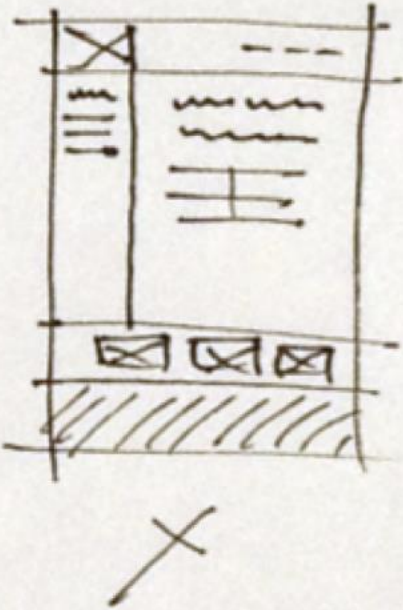


To simplify the complex





Why do we sketch?



To validate

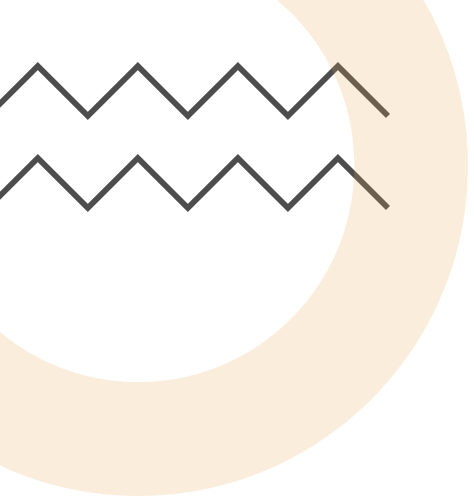


The slide features several decorative elements: two horizontal wavy lines on the left, a small solid orange circle on the left, a double-lined circle in the top right, and a rectangular dot grid on the bottom right. A large circle with a thin black outline and a thick orange arc at the bottom contains the main text.

Sketching basics

Everyone can sketch

Sketches can look terrible and still
work great

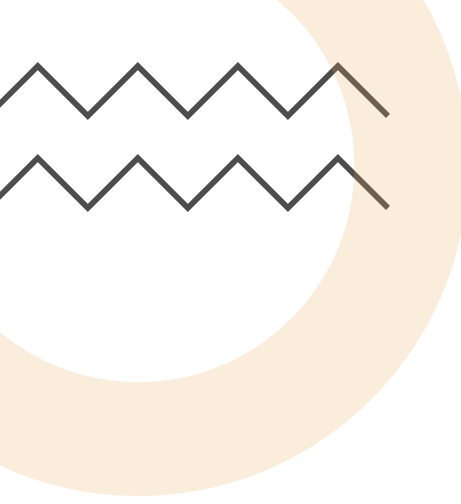


Sketching basics

The big idea

Shift your thinking
from **naming items**
to **perceiving visual
relationships**





Sketching basics

The **big** idea

Shift your thinking
from **naming items**
to **perceiving visual
relationships**

The **bigger** idea

You don't have to be an
artist to be a designer.
Anyone can develop
artistic skills and design
thinking with **dedication
and time.**



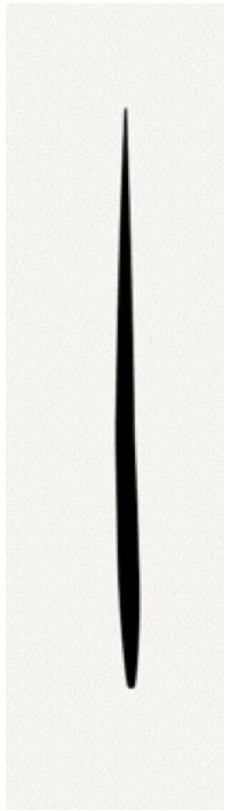


All you need are

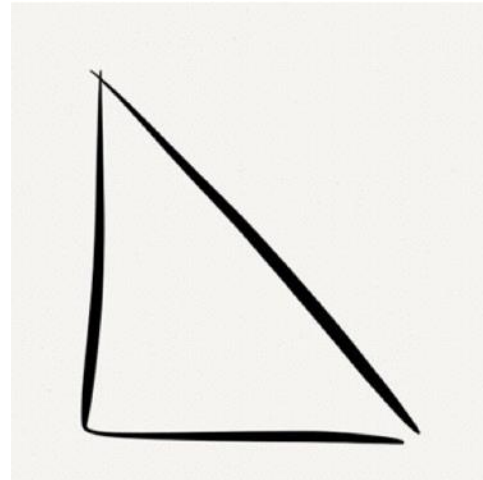
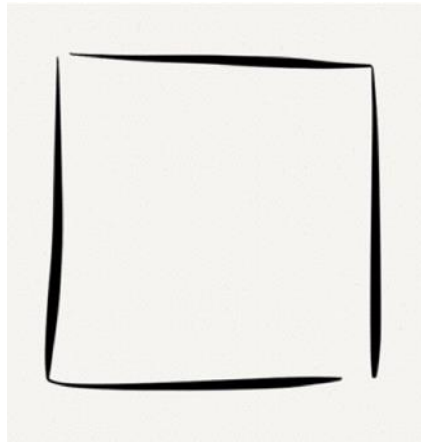




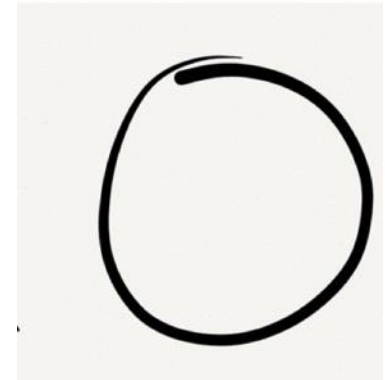
All you need to know



Line

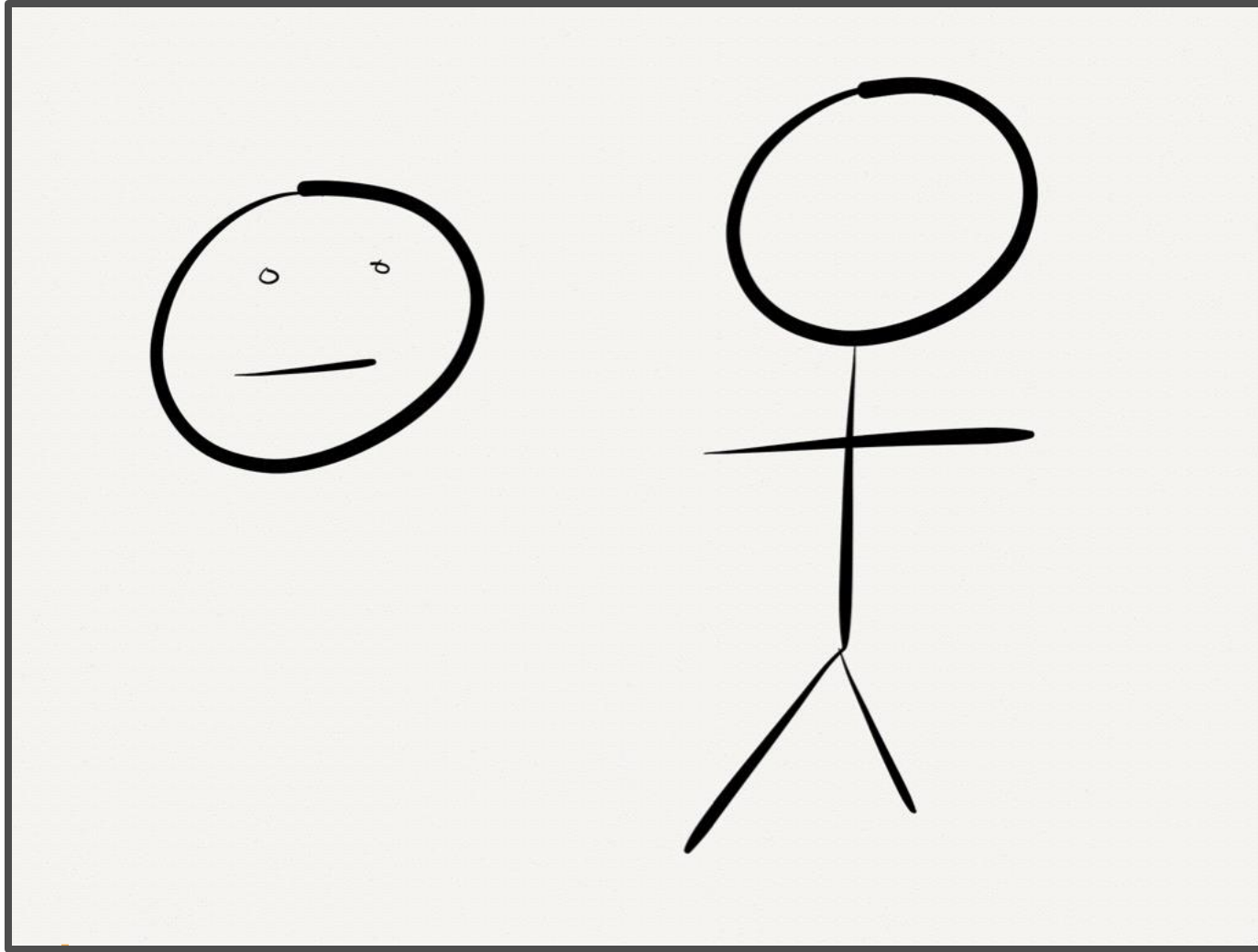


Buncha lines



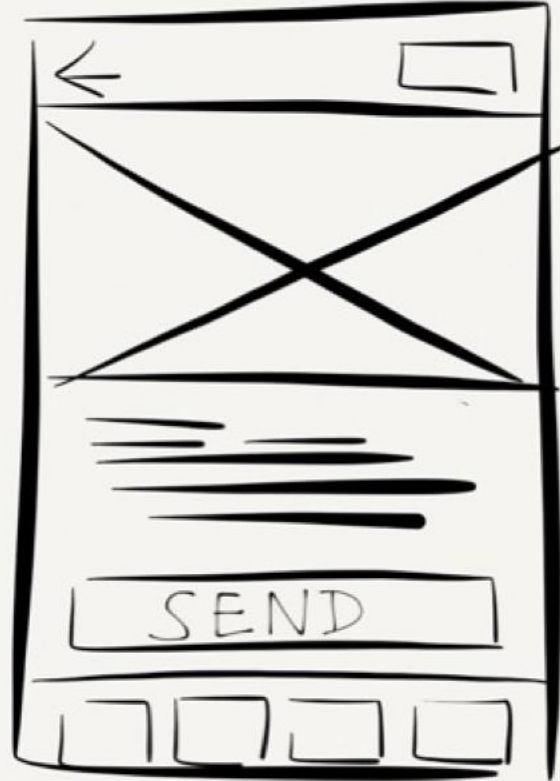
Roundish shape





... combine to
create
anything



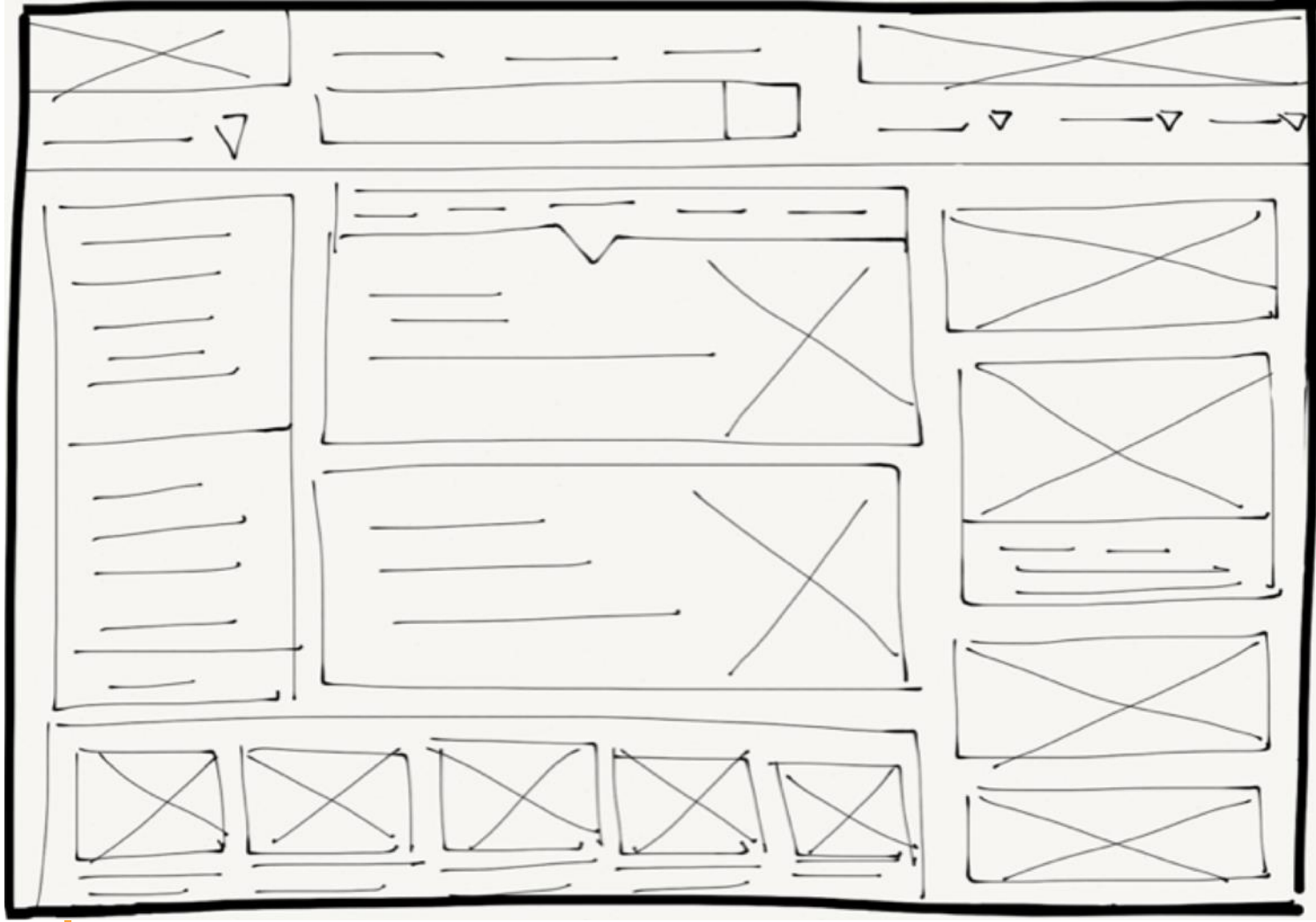


... combine to
create
anything



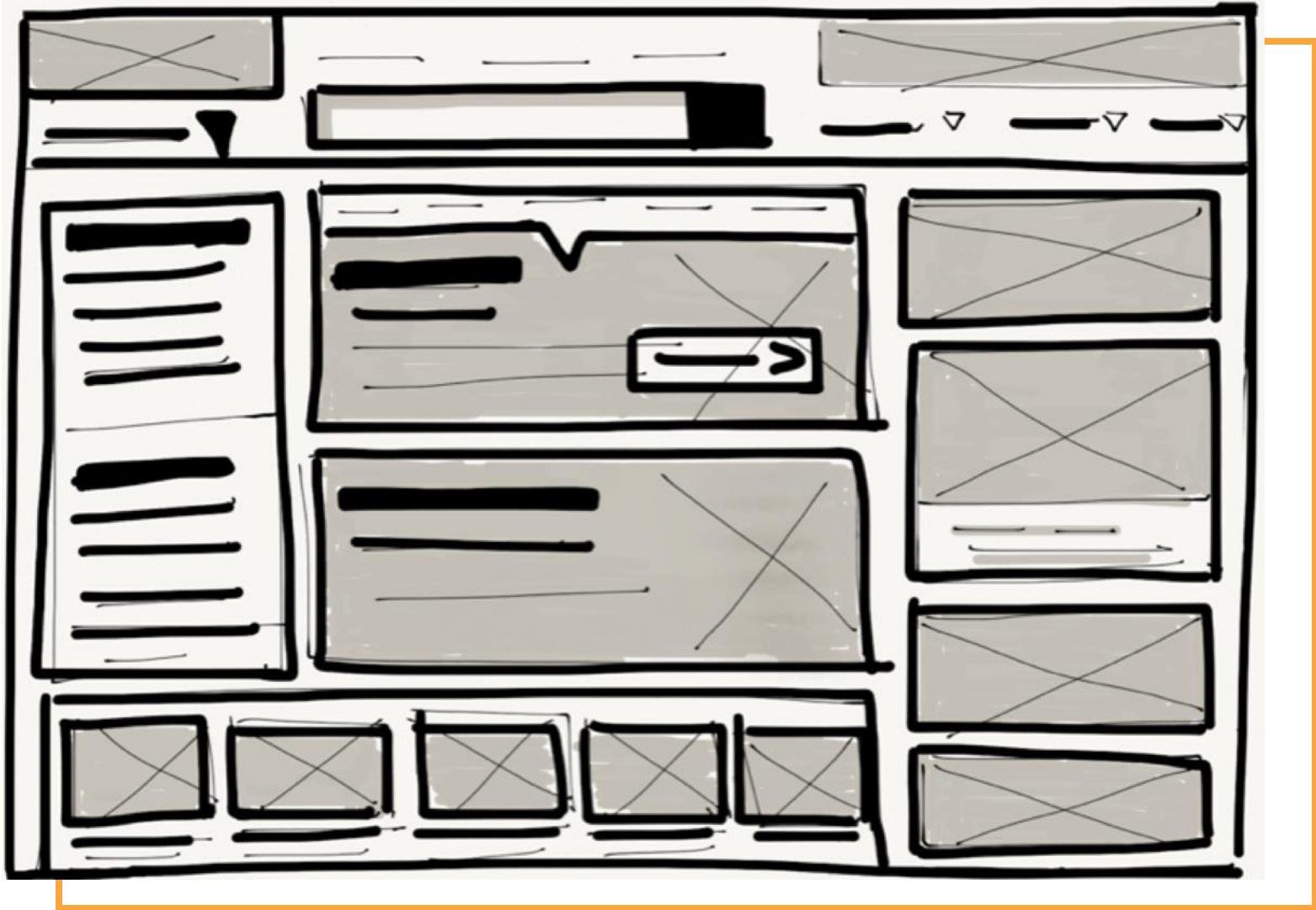
Layering up!

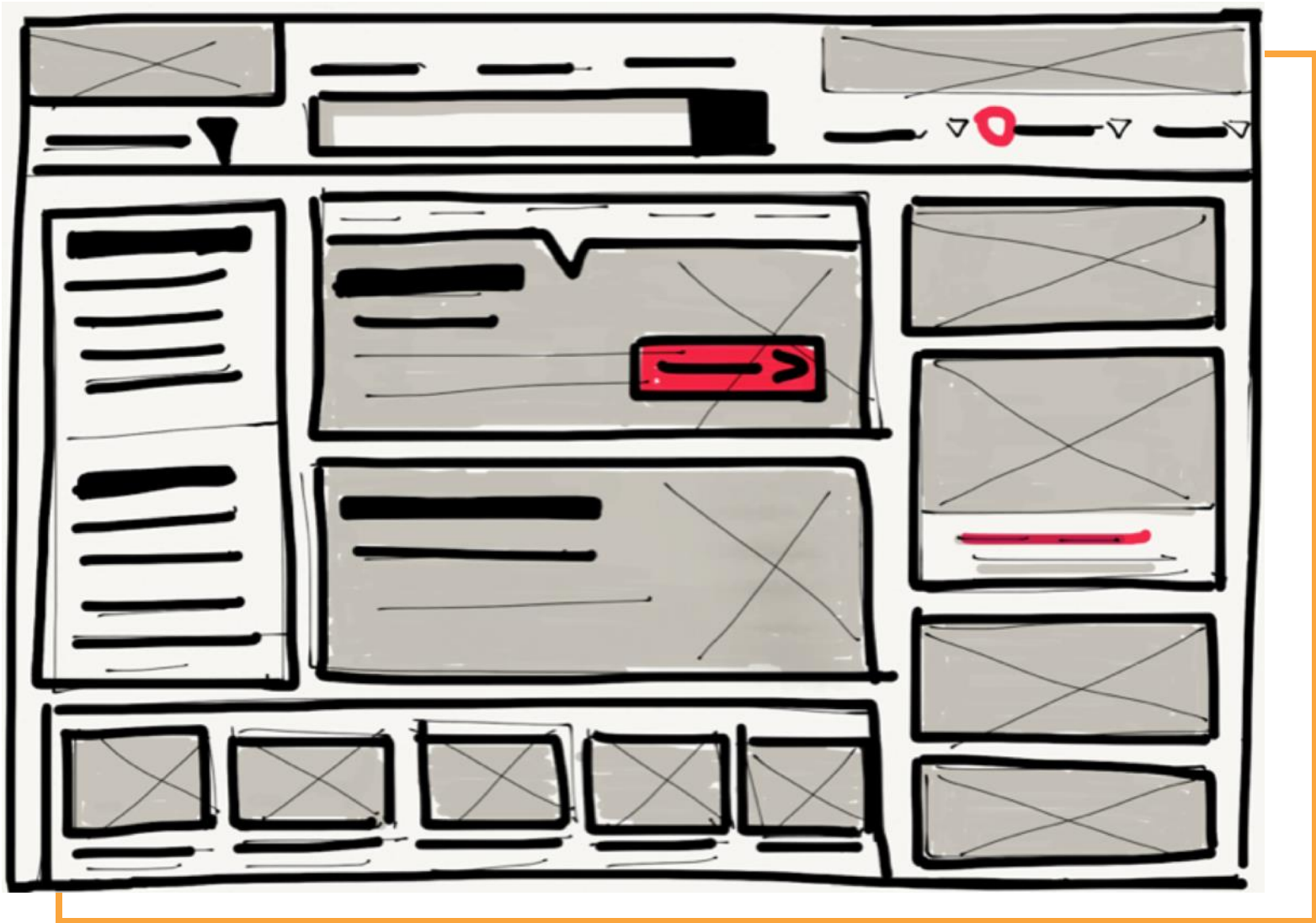










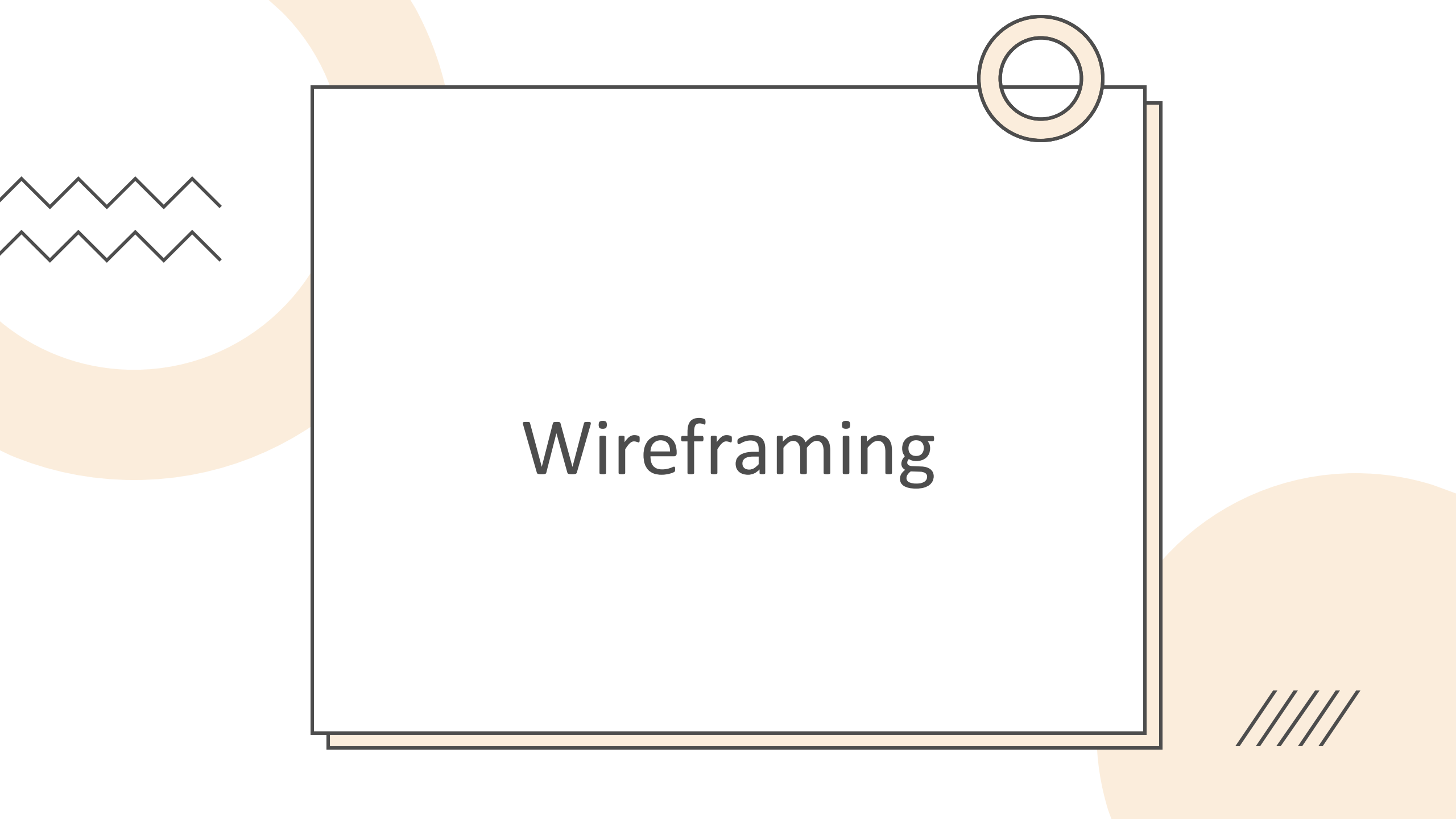




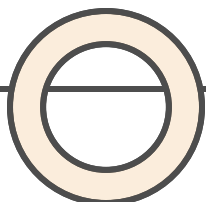
How to layer up

- Start with a light (gray) marker
- Continue to use marker to block out & define the layout
- Use ball point to add detail
- Reinforce critical areas with a 60% (gray) marker





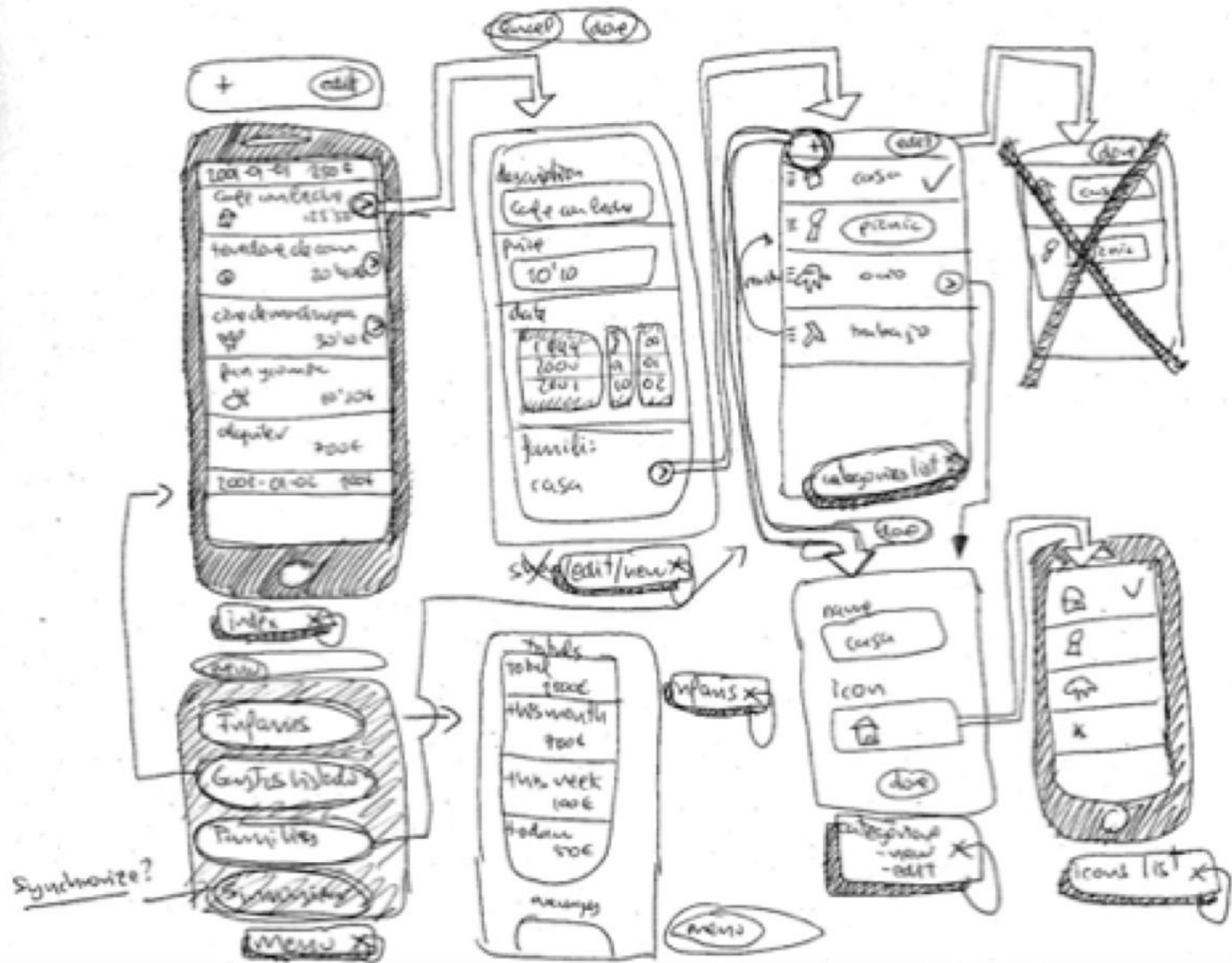
Wireframing

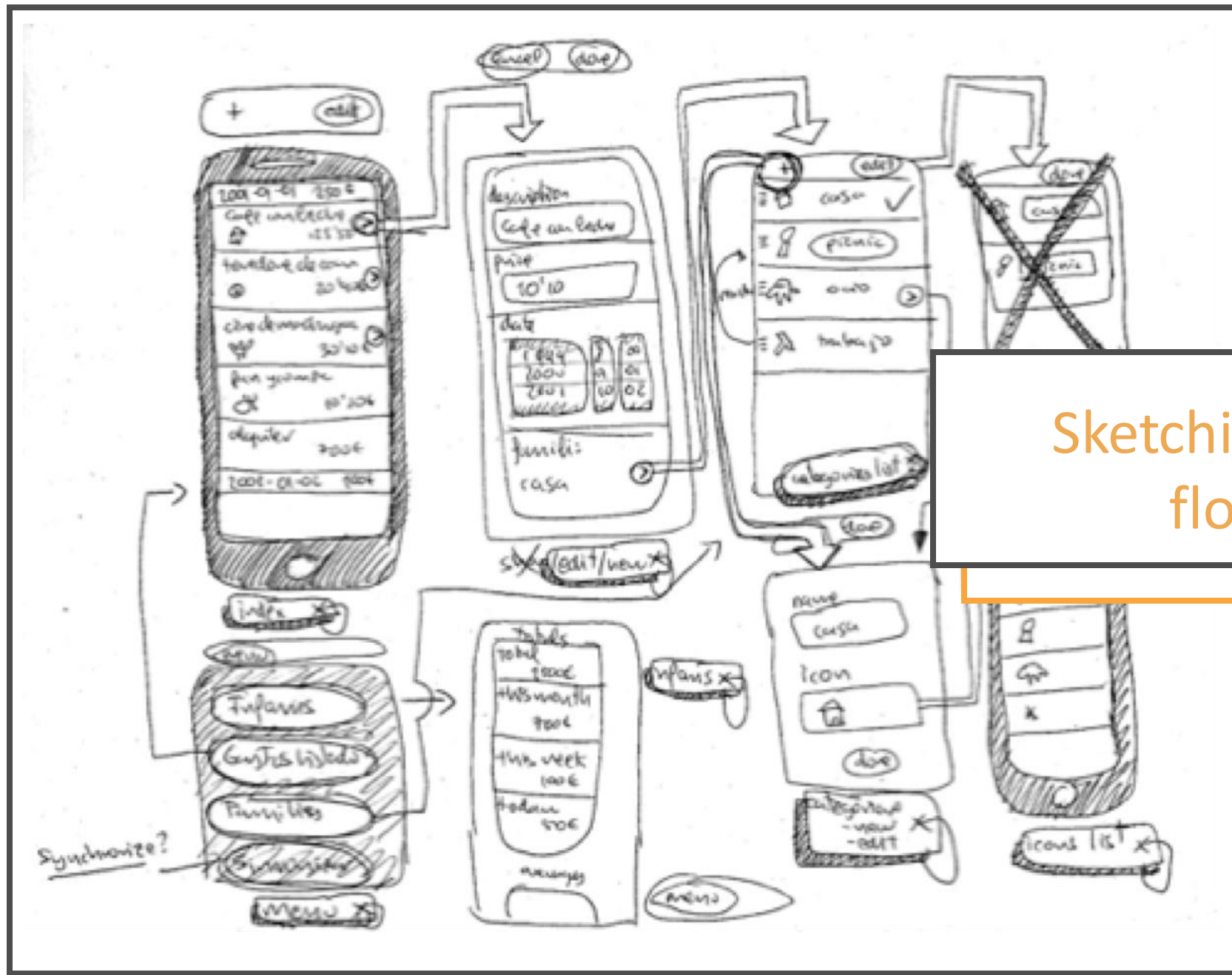


What is wireframing?

In layman's term, it is **the act of sketching** out the UIs and the user flows.







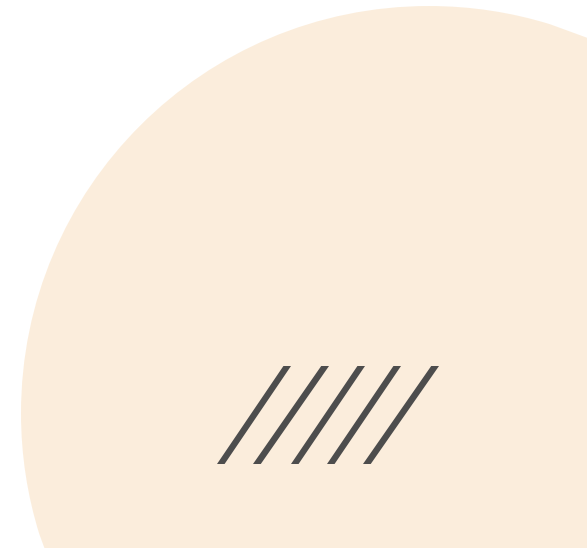
Sketching user flows



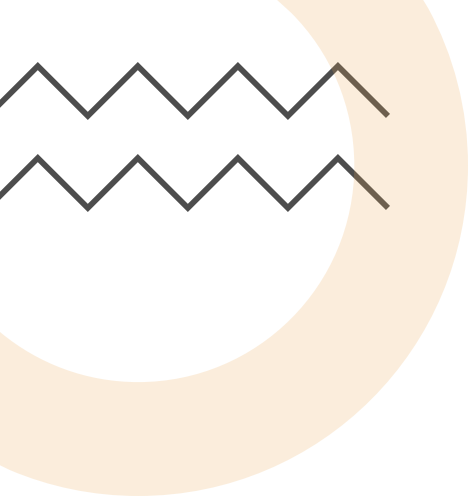


- User flows tell you:
 - what pages users land on
 - the key elements on a page (but not everything)
 - how users transition from one page to the next

Remember user
flow?





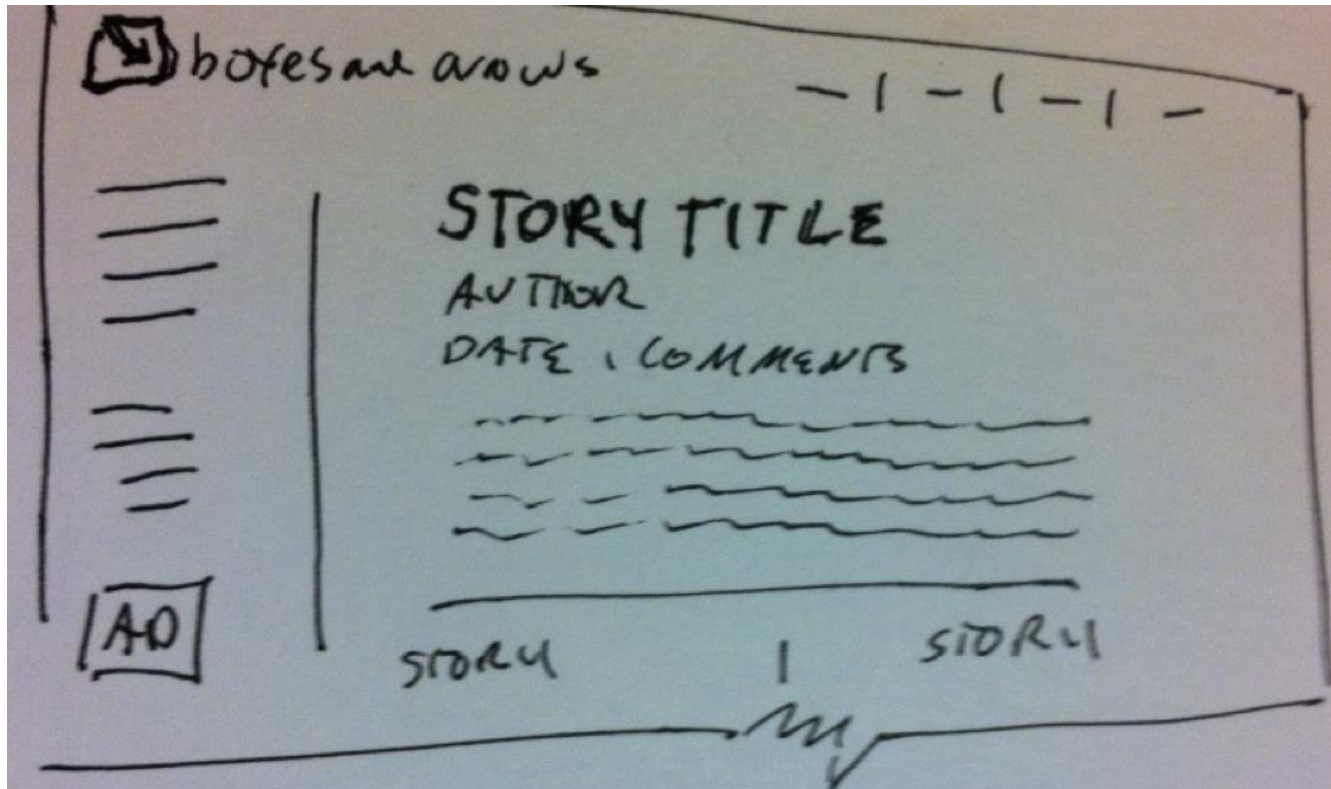


Zooming in

- Once you have the flows down you are ready to design the pages in more detail
- The basics:
 - What global elements are shared across all pages?
 - What content goes on the page?
 - What affordances does the UI need to let the user accomplish tasks?



- Sketching user interface

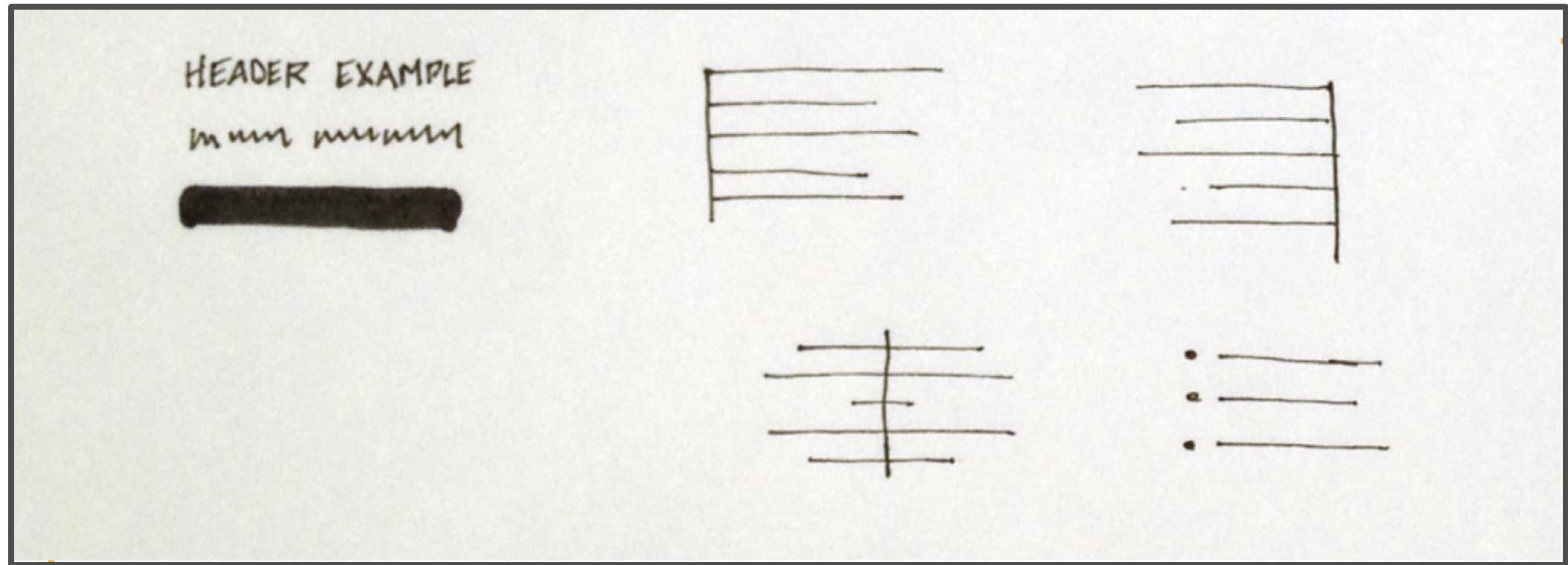


Global elements



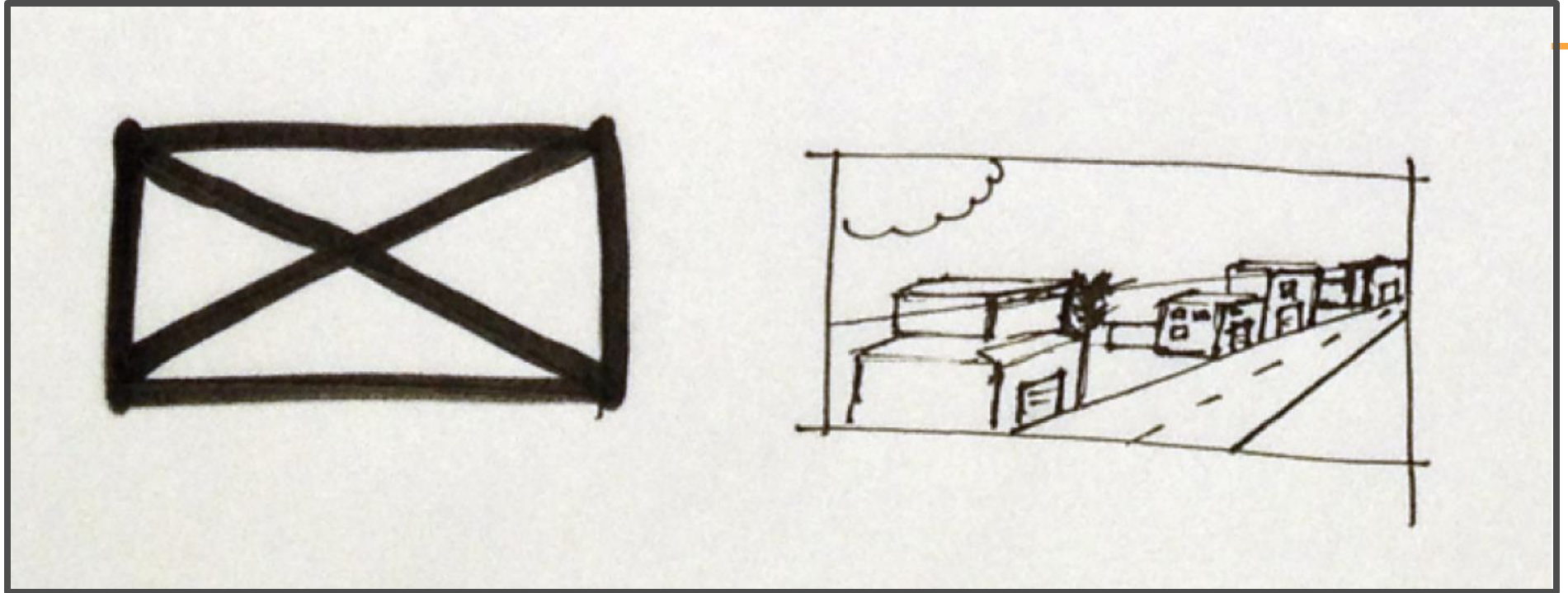
● Sketching user interface

Text



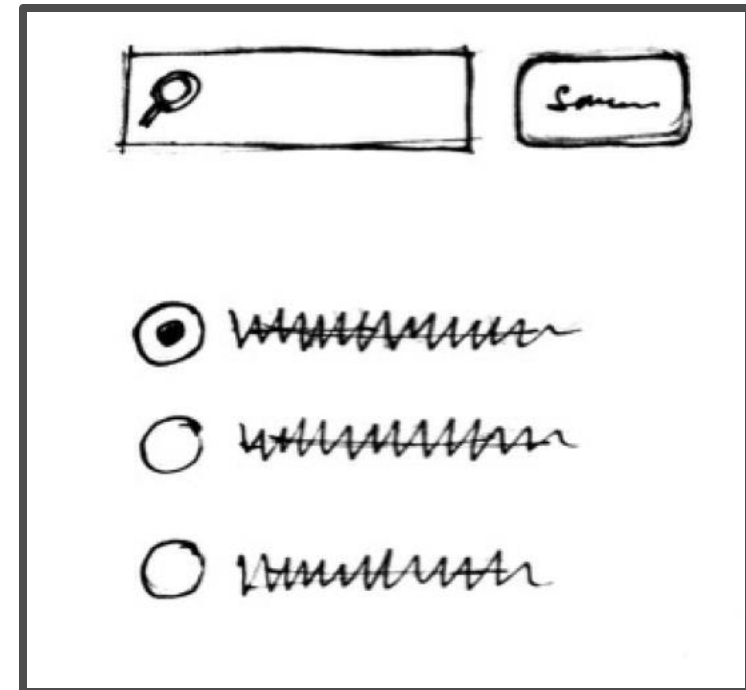
- Sketching user interface

Images

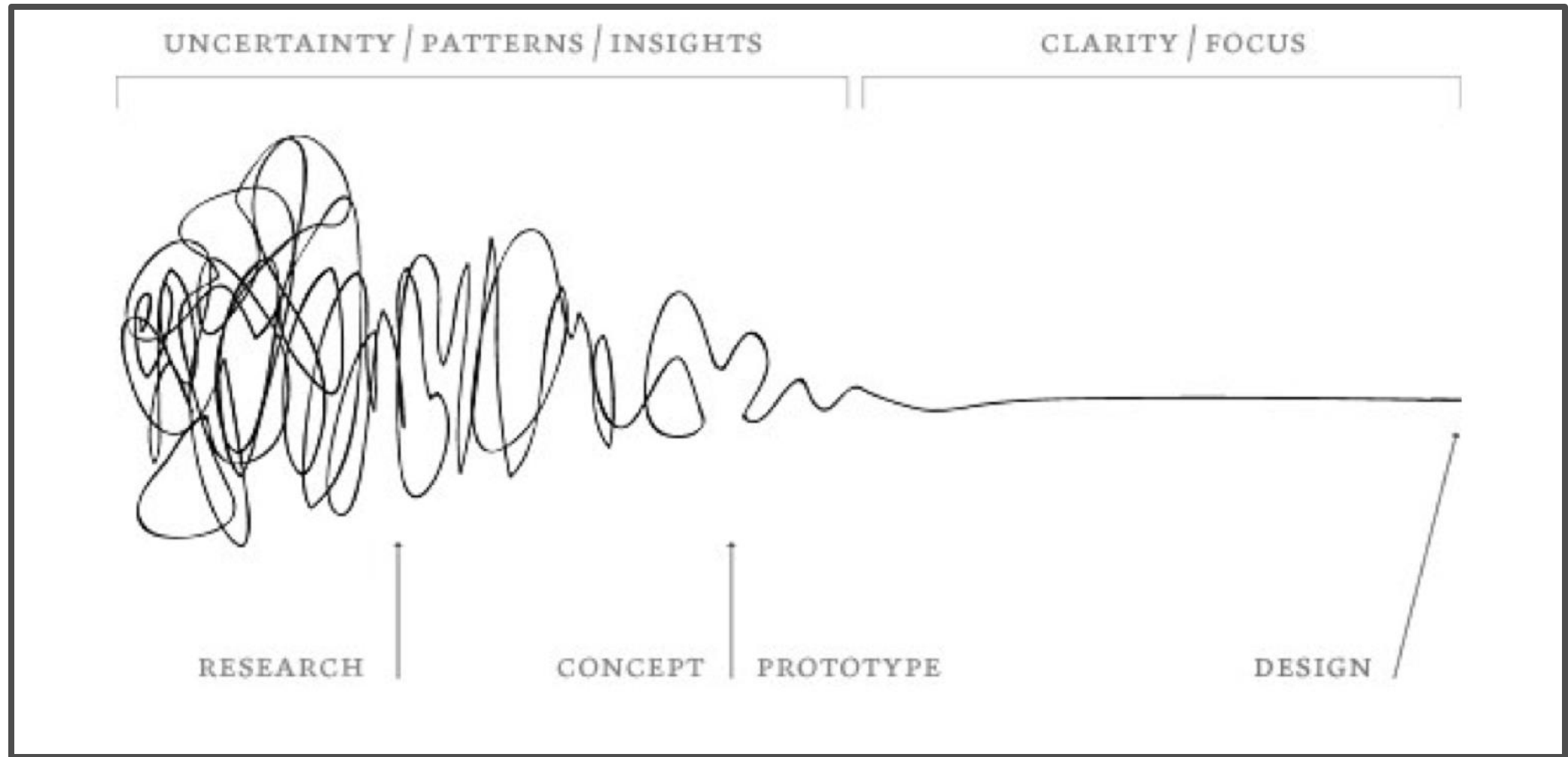


● Sketching user interface

Form elements



- Flow first or UI first?



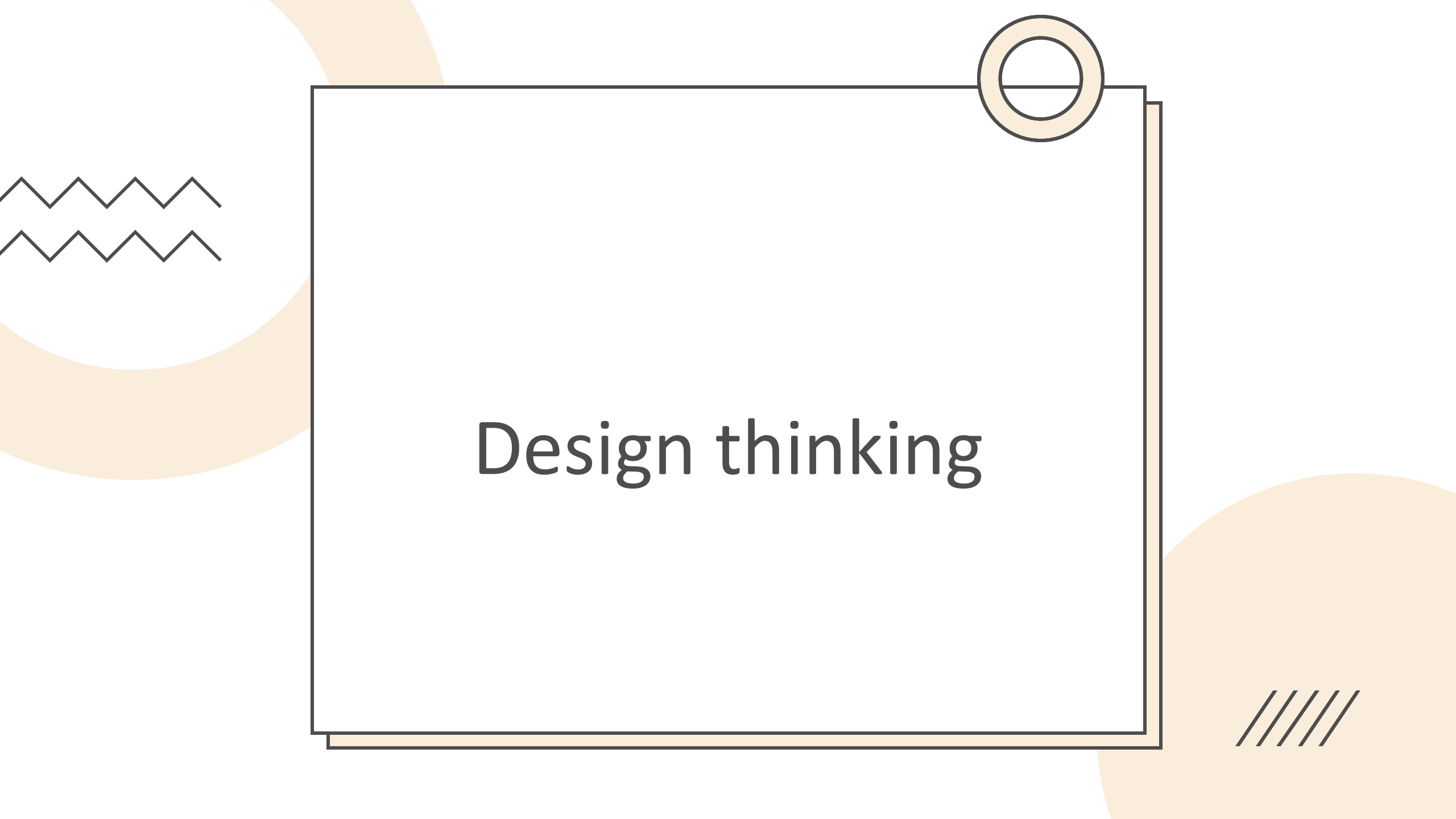


- Based on your research findings (personas, problem statements painpoints and user flows) for your group project
- Sketch a desktop web solution
- Don't do in a group
- Time: 15 mins



Keep your sketches now

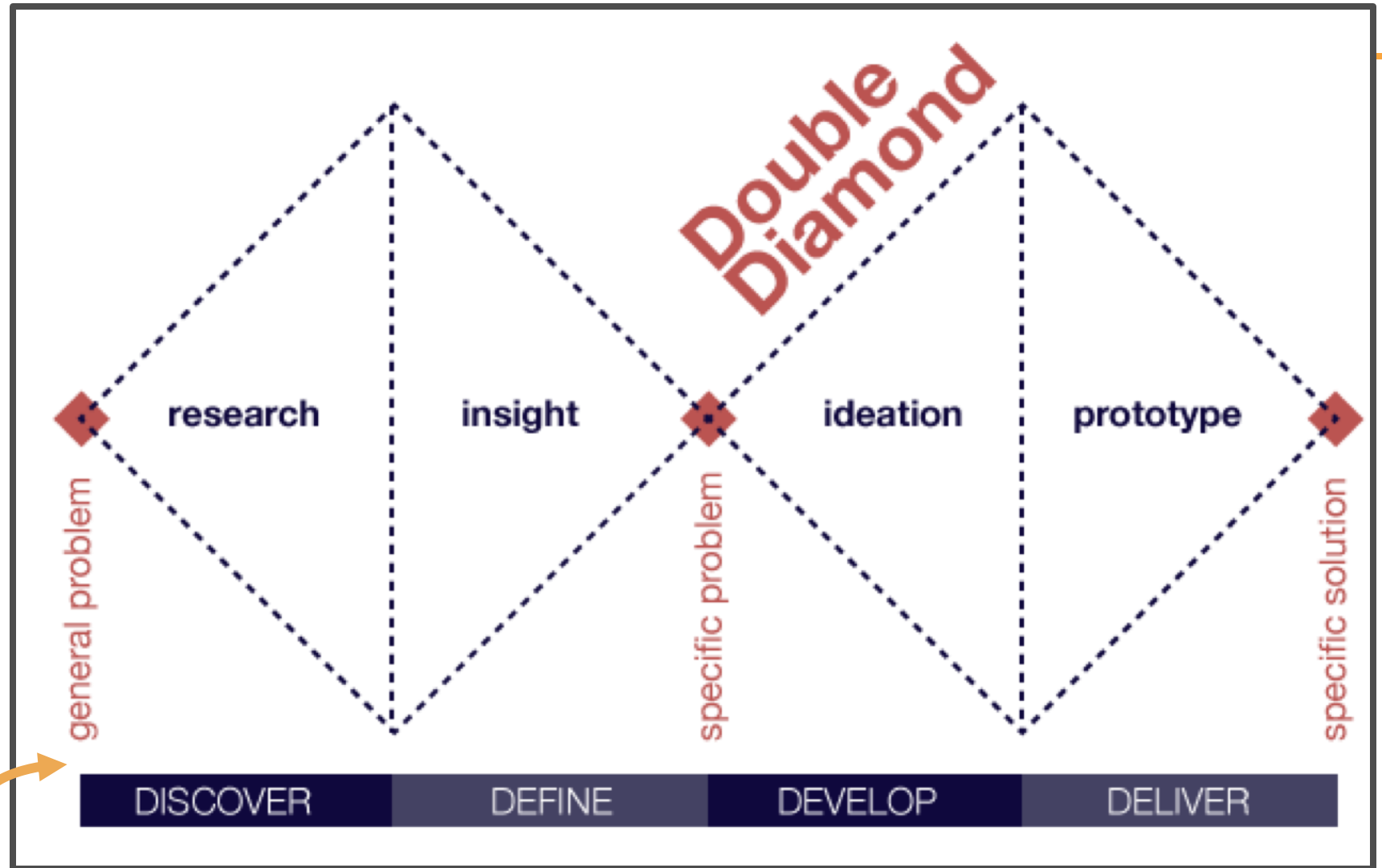
We will reserve them for later use



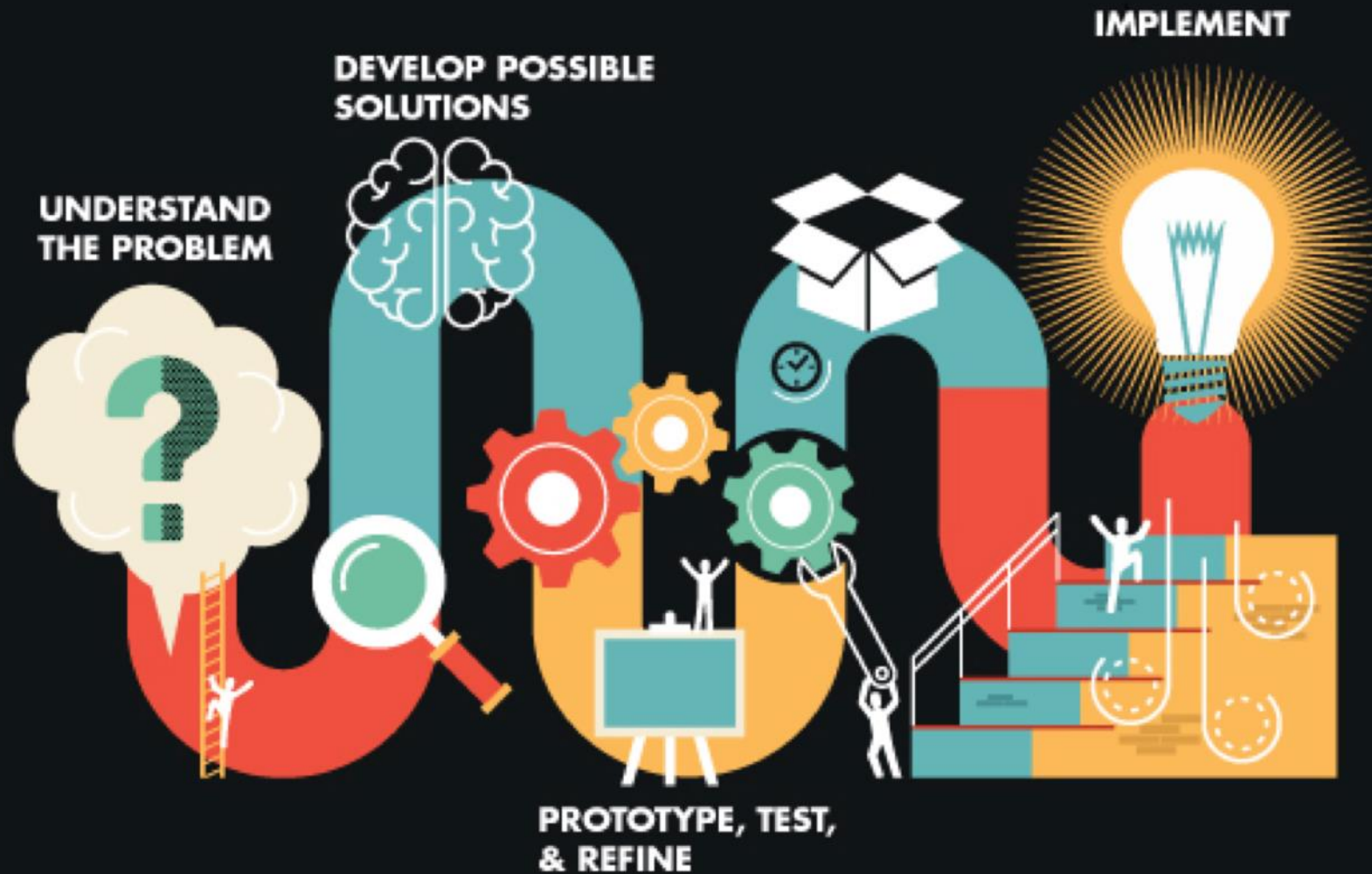
Design thinking

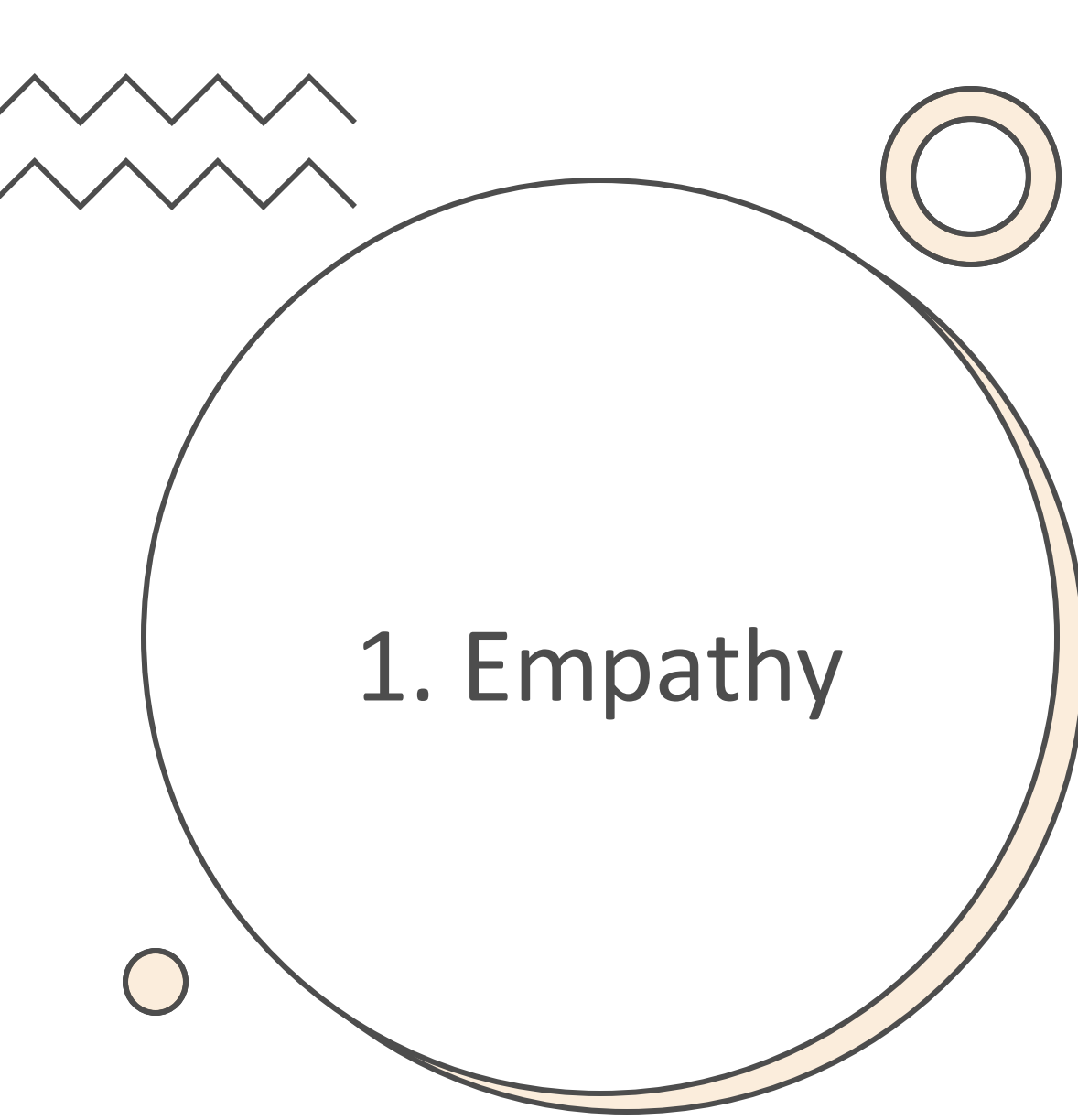
What is design think?

Remember this?



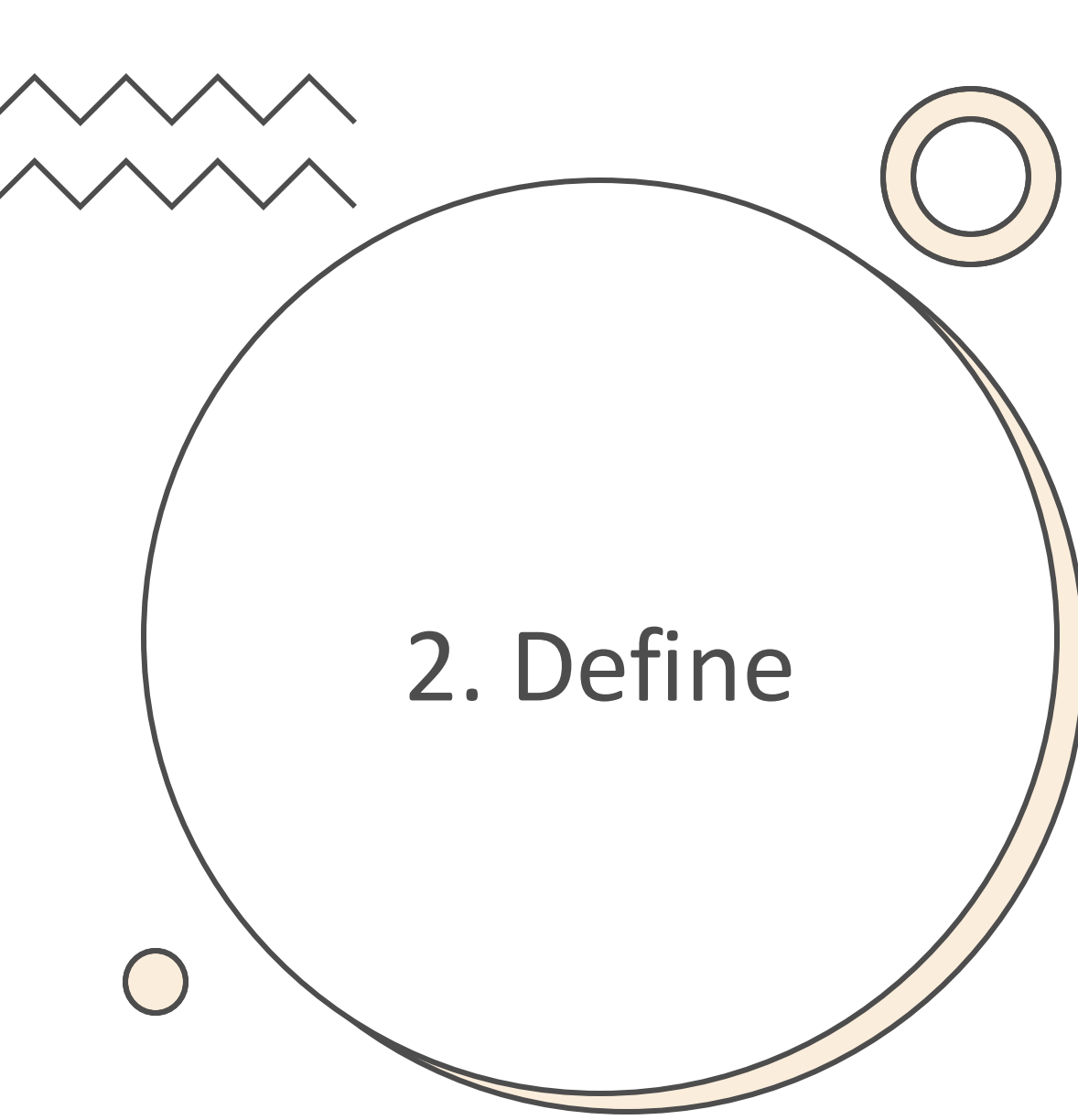
THE 4 STEPS OF DESIGN THINKING





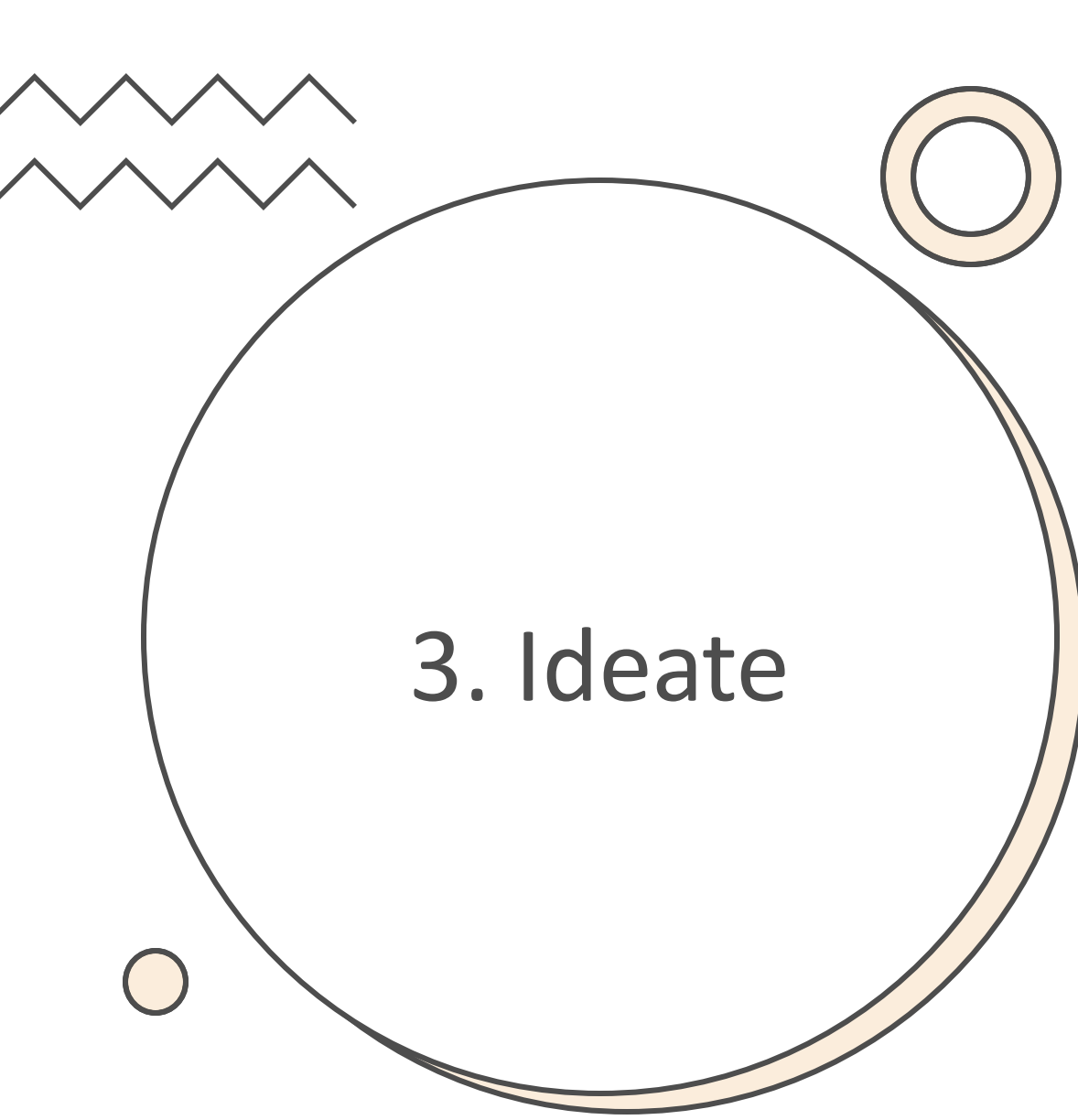
1. Empathy

- Put yourself in someone else's shoes to start “seeing” things through his/her eyes
 - Understand from the users' perspectives
 - Methods:
 - Interviews
 - Observations
 - Experiences
- 



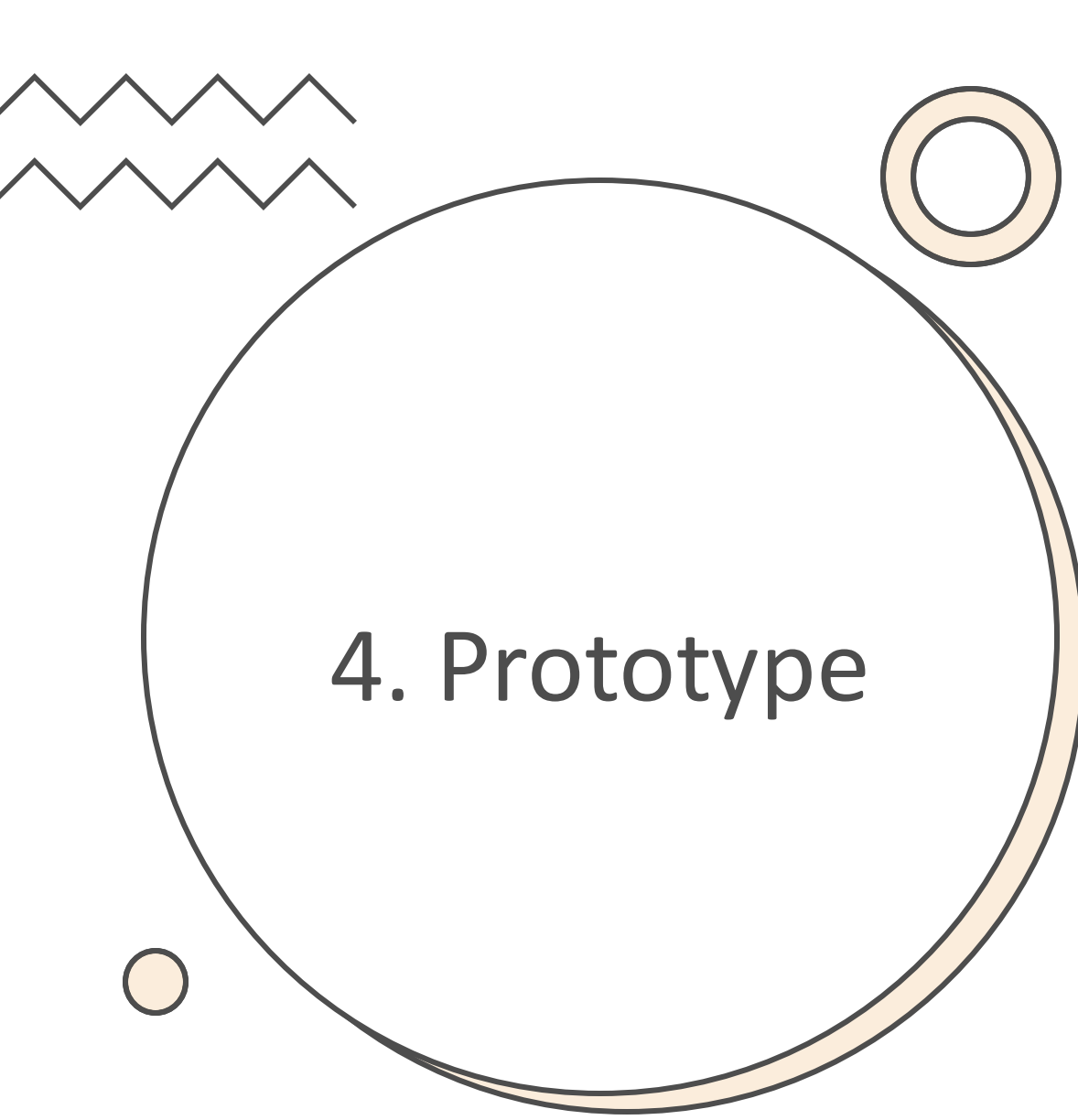
2. Define

- Revisit your design challenge
 - Redefine the problem
- 



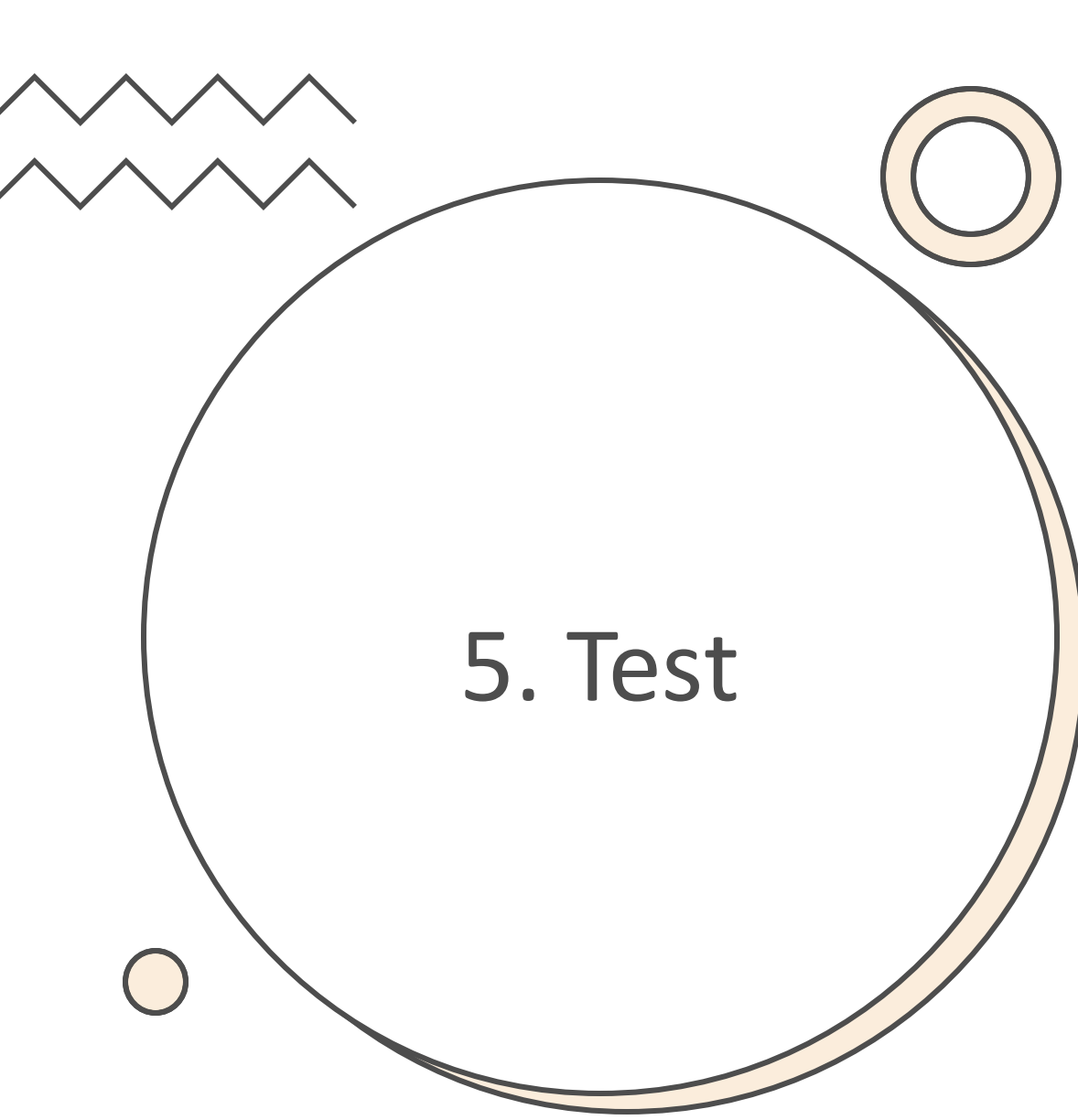
3. Ideate

- Write or sketch all possible solutions
 - Evaluate each solutions
 - Learn from other
 - Make decisions
- 



4. Prototype

- A prototype transforms an idea into something tangible and *“experiment-able”*
 - Start “Building” something
 - 3 Stages:
 - Inspiring — *“What could it be?”*
 - Evolving — *“What should it be?”*
 - Validating — *“What will it be?”*
- 



5. Test

- Test your prototypes with **real users**
- Gather feedback from users
- Iterate your designs

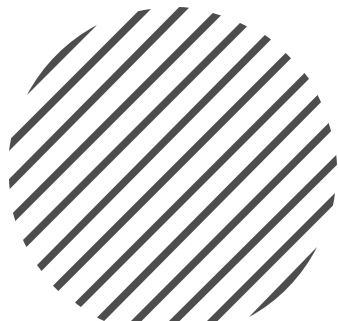
Never fall in love with your design

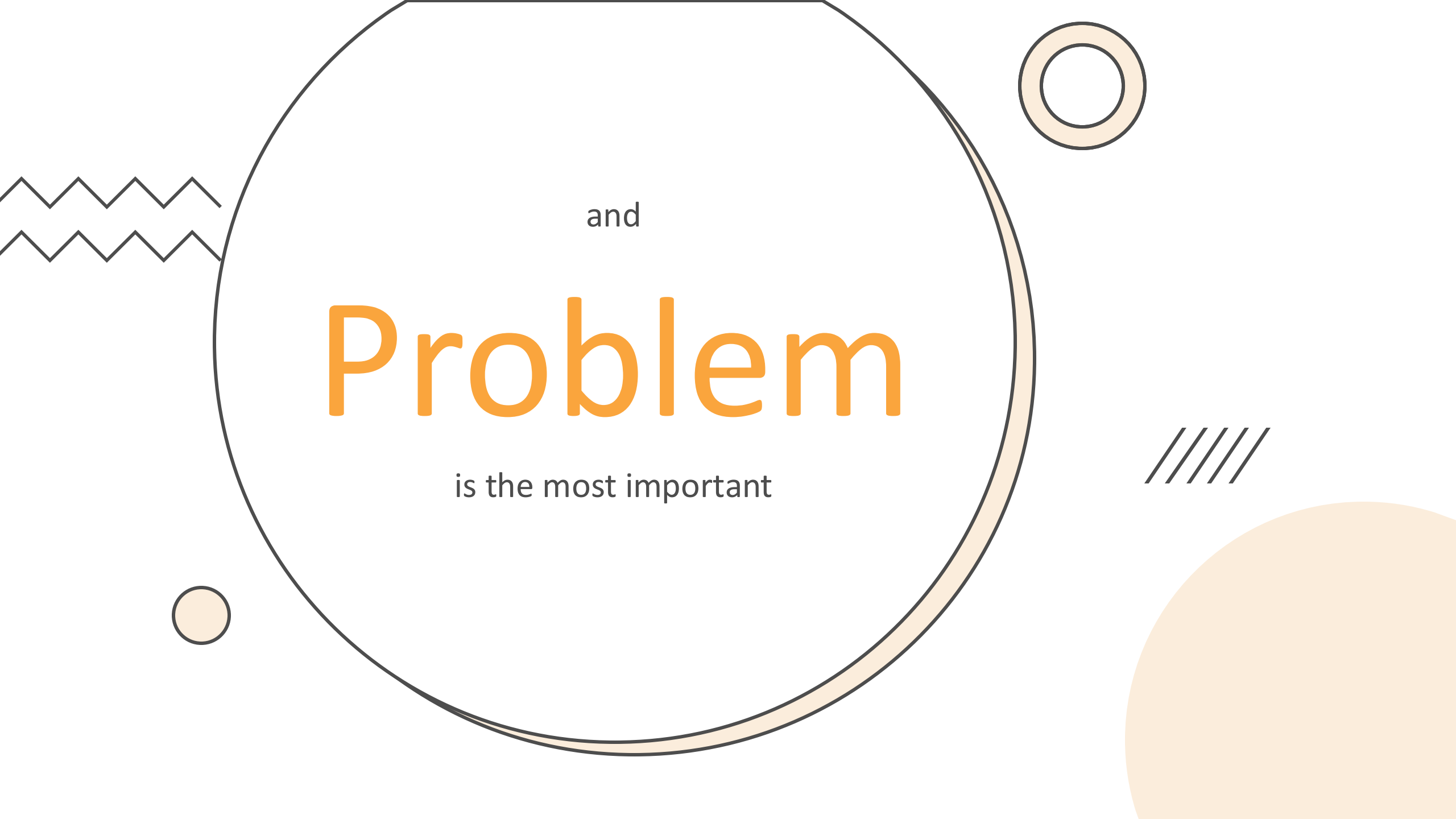




Essence of design thinking

- We're going to do things differently from how we've always done it before.
- We're going to study problems before we jump to solutions.
- We're going to treat requirements as assumptions and validate them.
- We're going to diverge on our best ideas before picking the one that matches the solution best.
- We're going to map the customer's journey to see where we've made a mess of things.
- We're going to build multiple prototypes and watch users interact with them, to learn what's best.





and

Problem

is the most important



How does design
thinking work?





Why design thinking?

Design thinking focuses on the users

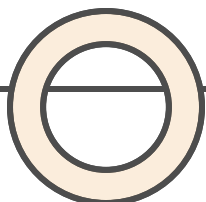
Fail fast and try again

Engages all stakeholders to design the solution

Solves **real problems**

The background features a light beige color with several decorative elements. On the left, there are two horizontal wavy lines. In the top right corner, there is a circular icon resembling a ring or a hole punch. On the right side, there are four parallel diagonal lines. The central text is enclosed in a white rectangular box with a thin black border and a drop shadow.

Collaborative design



What is collaborative design?

- Think of it as **visual research**
- A way to translate the team's thoughts into tangible take-aways
- A way to **involve non-designers** in the design process
- A way to empower stakeholders to better explain their needs to the design team
- Closely related to design thinking



Why collaborative design?

- Helps us better **visualize** the problem
- Allows team to get to a consensus
- **Teases out** unspoken requirements and preferences
- Helps stakeholders better **appreciate** the design process
- Low-fidelity and low-cost way to **iterate quickly**



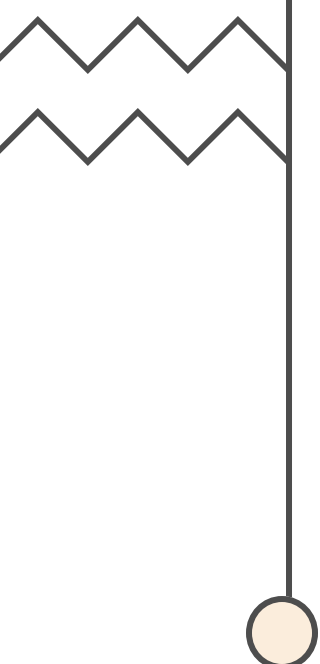


Who should join the collaboration?

- Designers
- Developers
- Business stakeholders
- Users (potential, existing, surrogate)

(Any combo of the above)



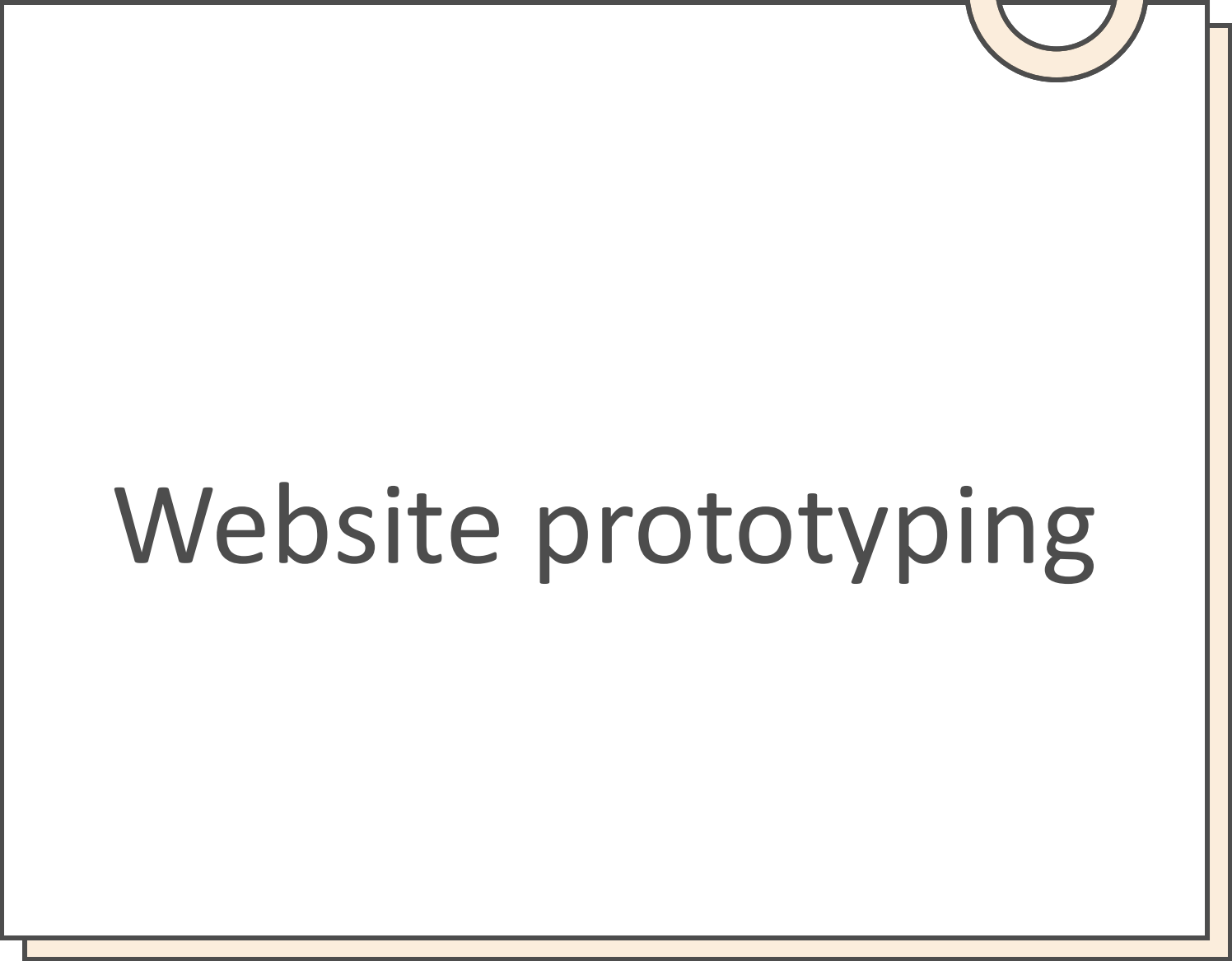


Let's try it
now



Exercise:
Present your
solutions and
redesign

- Remember your sketches from the last exercise?
- Now present it to your group (1 minute for each person)
- Explain to them your design
- After the solo presentation, discuss with your team the pros and cons of each design
- The whole group iterate and finalize the design
- Time: 15 mins



Website prototyping

What is a prototype?

“A prototype is an early sample, model or release of a product built to test a concept or process or to act as a thing to be replicated or learned from.”

- Wikipedia

Where are prototypes used?

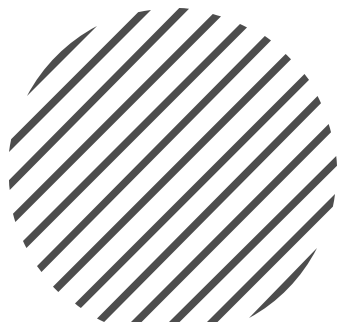
- Industrial design
- Product design
- Automotive design
- Software design





How is it
different from
production?

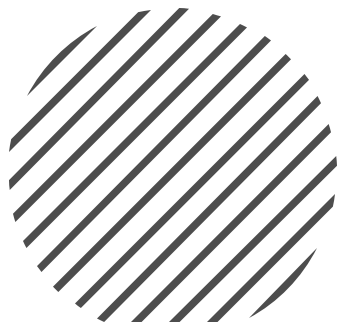
- Typically lower fidelity
- Typically just a portion of the system
- If coded, it's allowed to be bad, unreliable code
- Much less investment to build



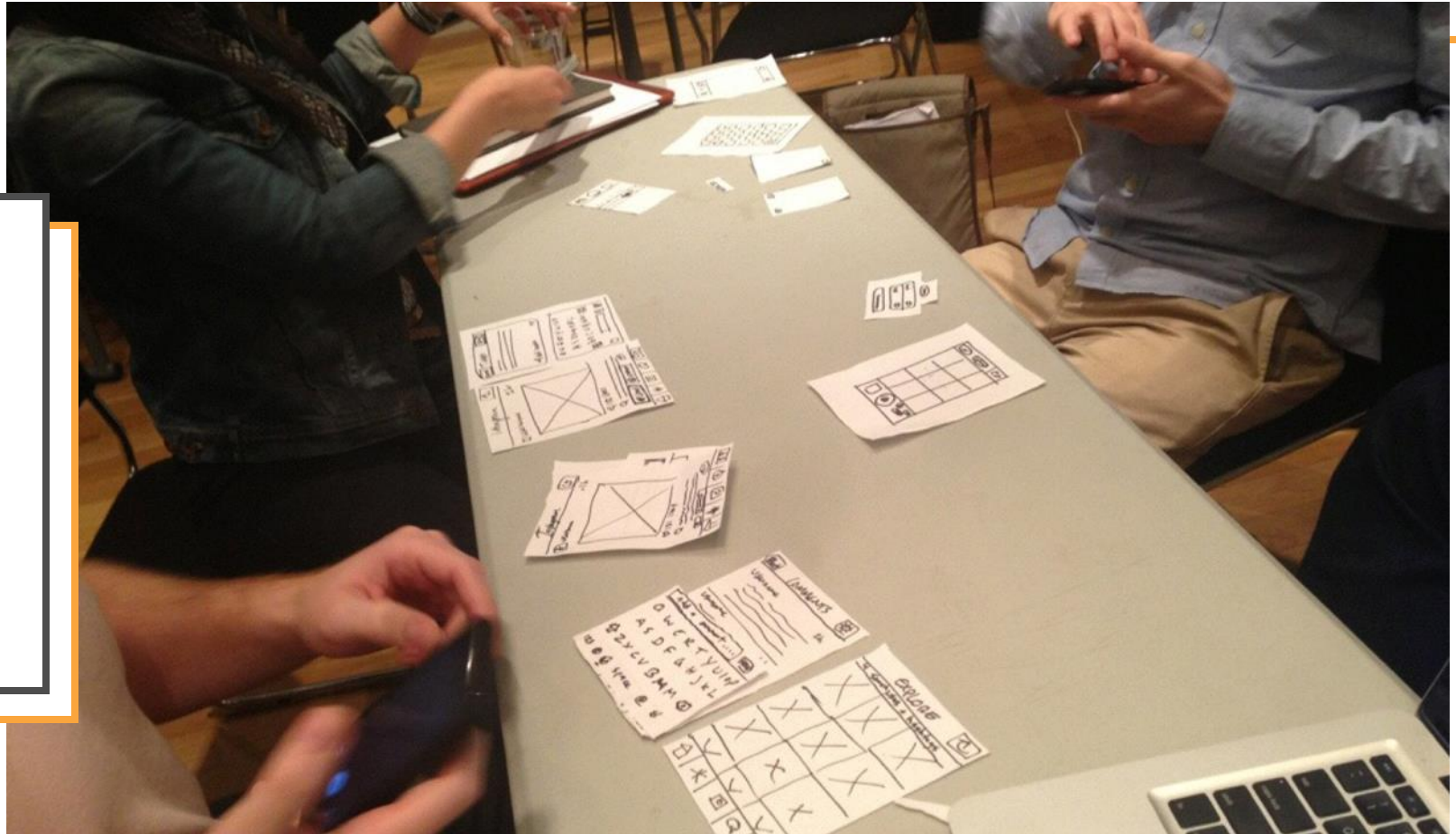


Types of prototypes

- Paper (sketched)
 - Yeah! We have already tried this
- Paper (print-outs)
- Photo gallery
- Clickable/tappable
- Concierge
- Static HTML
- Functional



Paper prototypes (Sketches)





Paper prototypes (Print-outs)



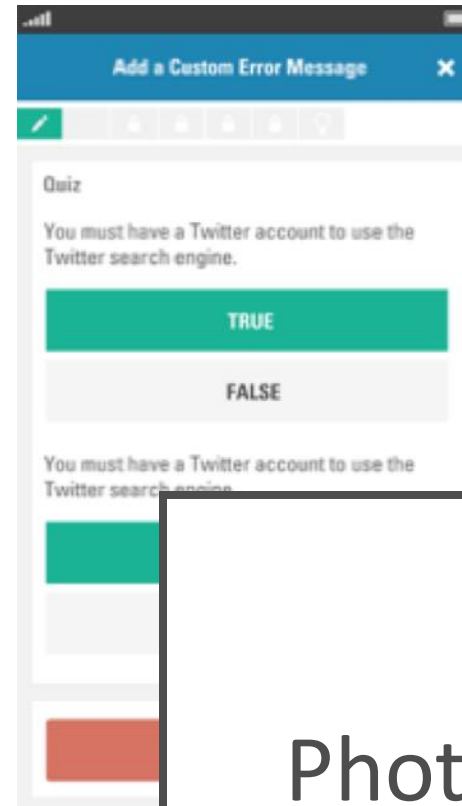
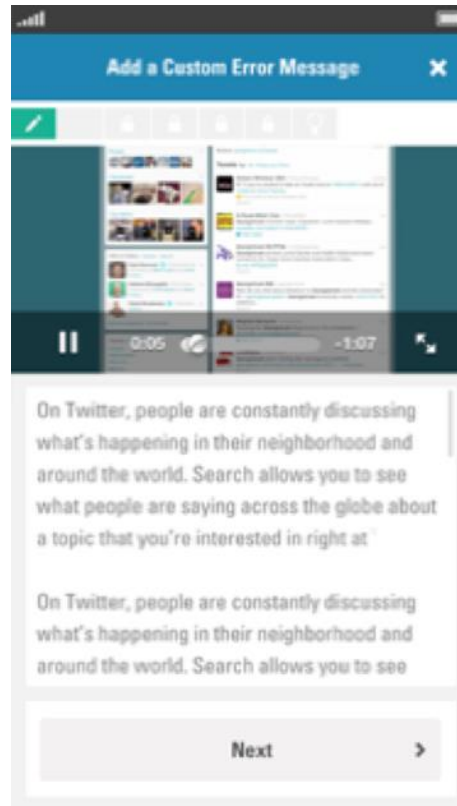
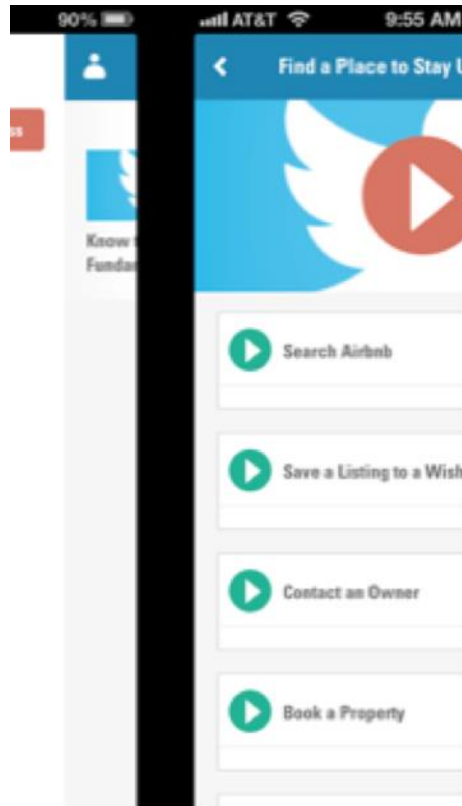
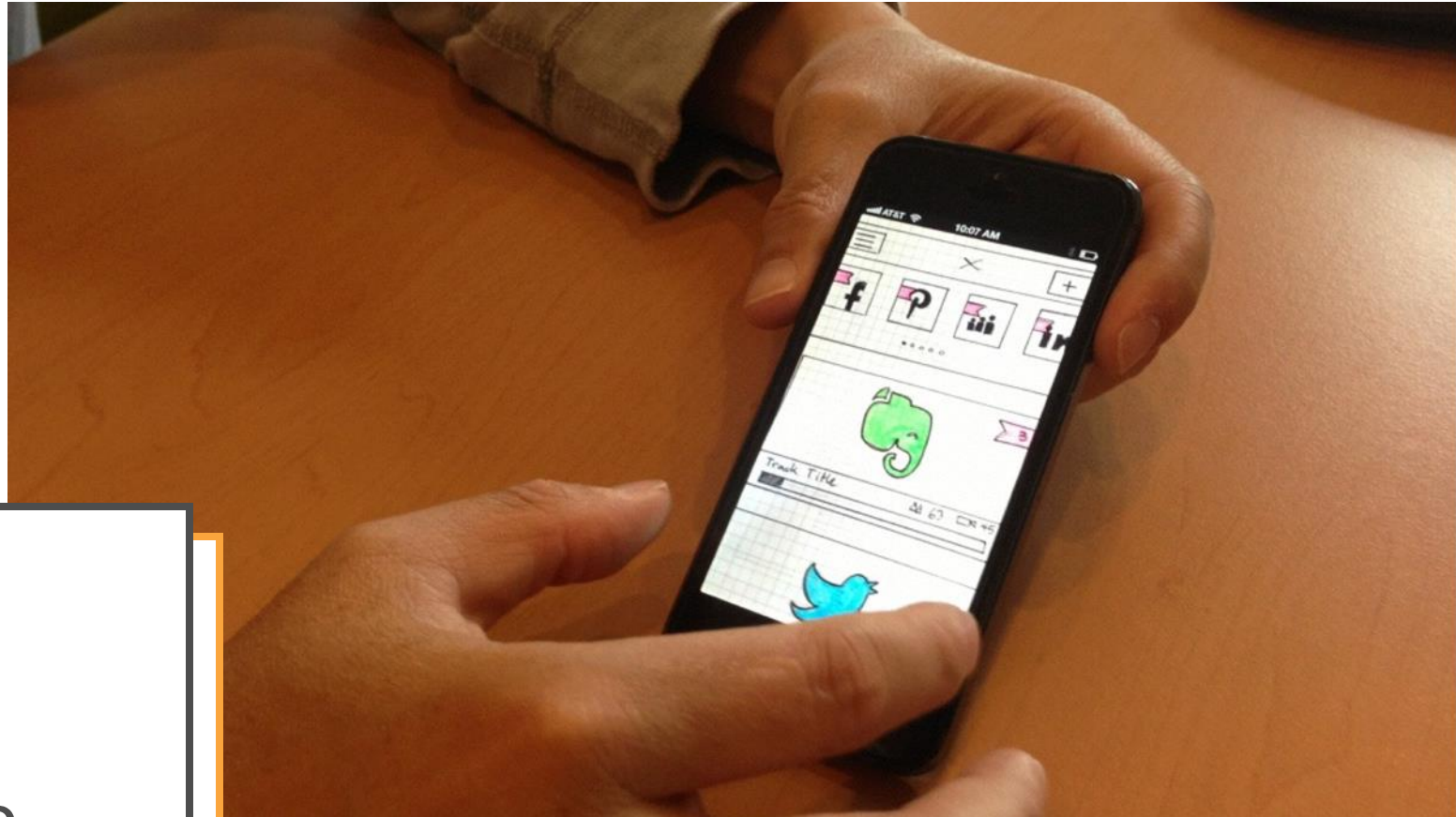


Photo gallery



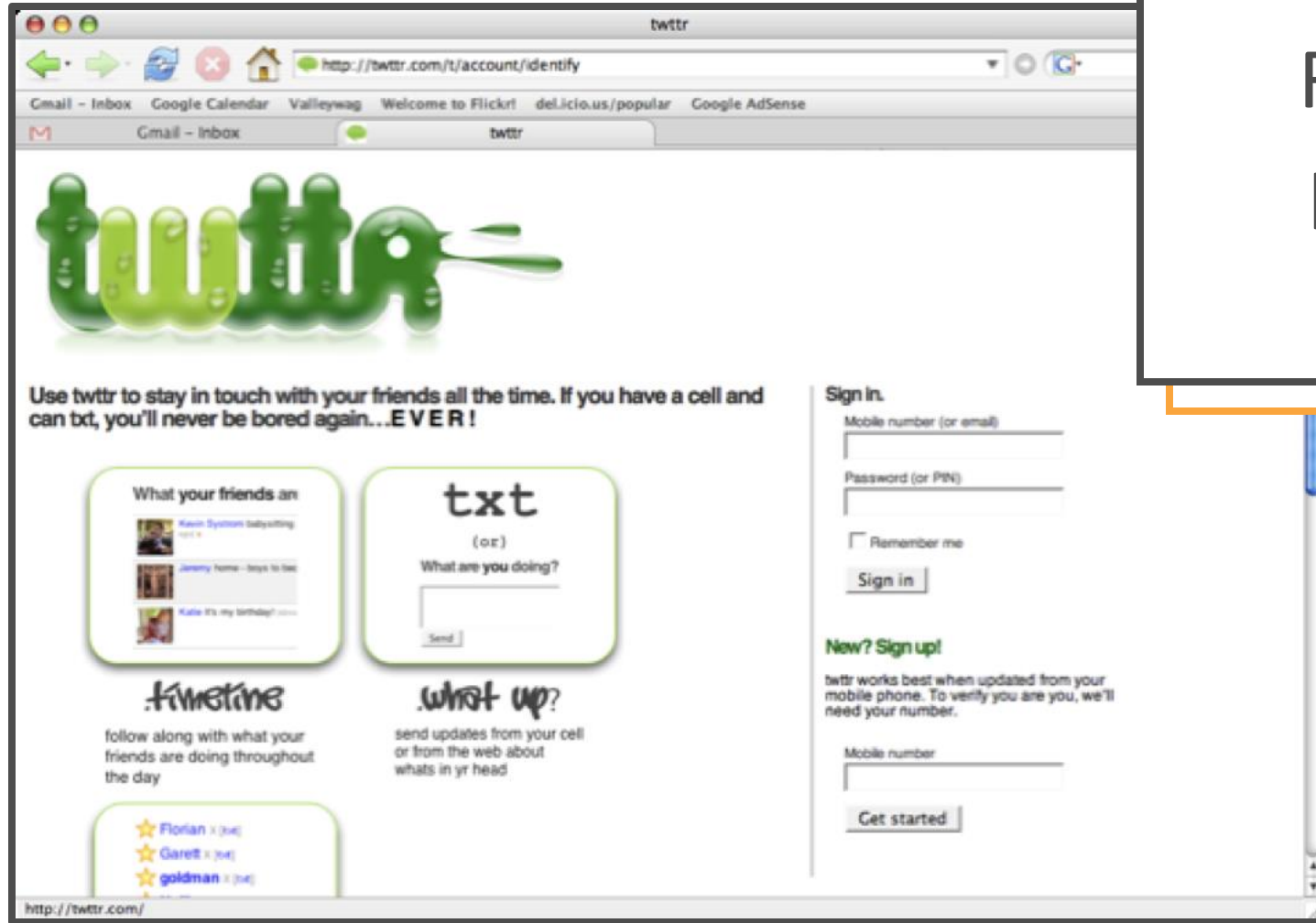
Clickable prototype





Concierge MVP

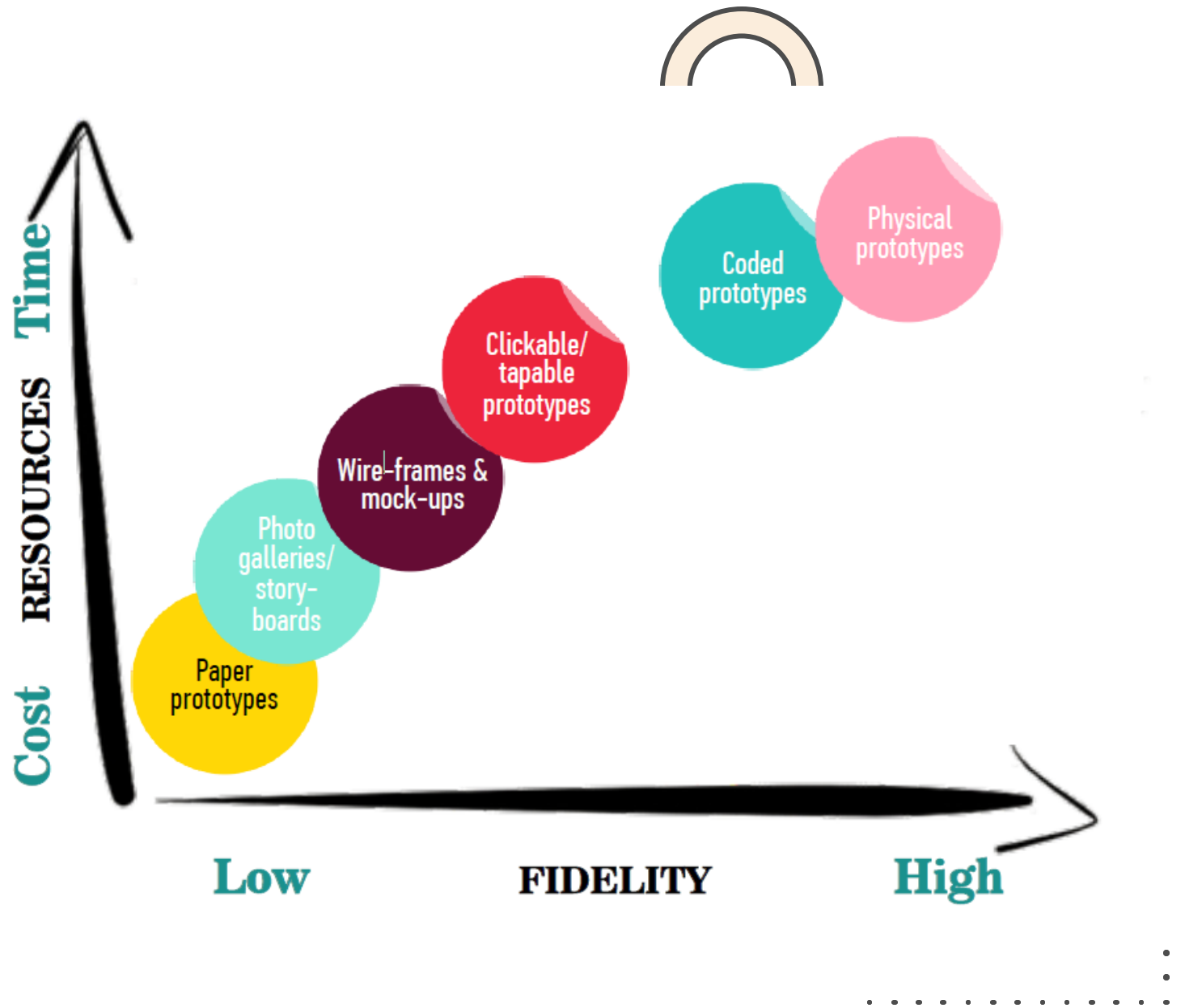




Functional
prototype



Prototype and fidelity





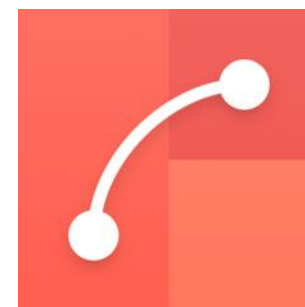
Sketch³

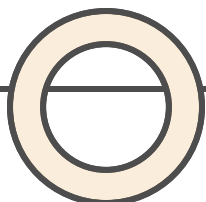
A lot of tools ...



proto.io

axure





How to choose the tools?

- Choosing a prototype tool is like choosing a platform (think iOS vs. Android, Windows vs. OS X) so choose wisely. Some factors to consider
 - Cost (one-time vs. subscription)
 - Strengths vs weaknesses of each tool
 - Community / support
 - Team / company
 - Stage of development

Read this to compare different prototyping tools:

<http://www.creativebloq.com/web-design/top-10-prototyping-tools-2016-21619216/2>





For this project ...

I would recommend you starting with paper prototyping

Why?

- Easy
- No need to learn a software
- Just as effective



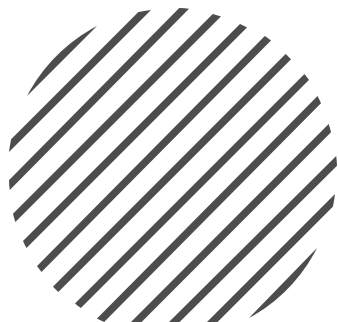


Paper prototyping

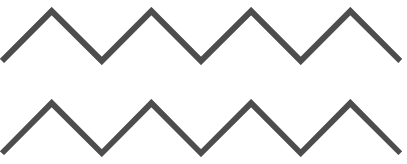




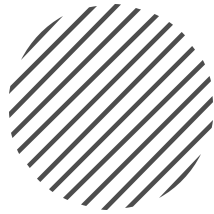
Explain when showing your prototype



- When showing paper prototypes, remember to explain to the viewer that it is a prototype and doesn't represent what the final product will look like
- Instruct participants to “click” with their finger or a pen
- Provide the testing scenario(s) and task(s)



Human computer



- The trick to testing with paper prototypes is that there needs to be a human acting as the computer
- The “computer” needs to behave according to pre-defined rules
- This person and technique is also known as the “Wizard of Oz”



What does the tester needs to do?



- The facilitator:
 - provides test scenarios and tasks
 - asks the test participant clarification questions
 - debriefs the participant
- The facilitator can also be the computer, but it is easier with two separate people



You could consider the help of Invision or Marvel

- Access [Invision](#) or [Marvel](#)
- You can make an interactive prototype by:
 1. Upload your sketches
 2. Create hotspots to link to different sketches
 3. Test it with users



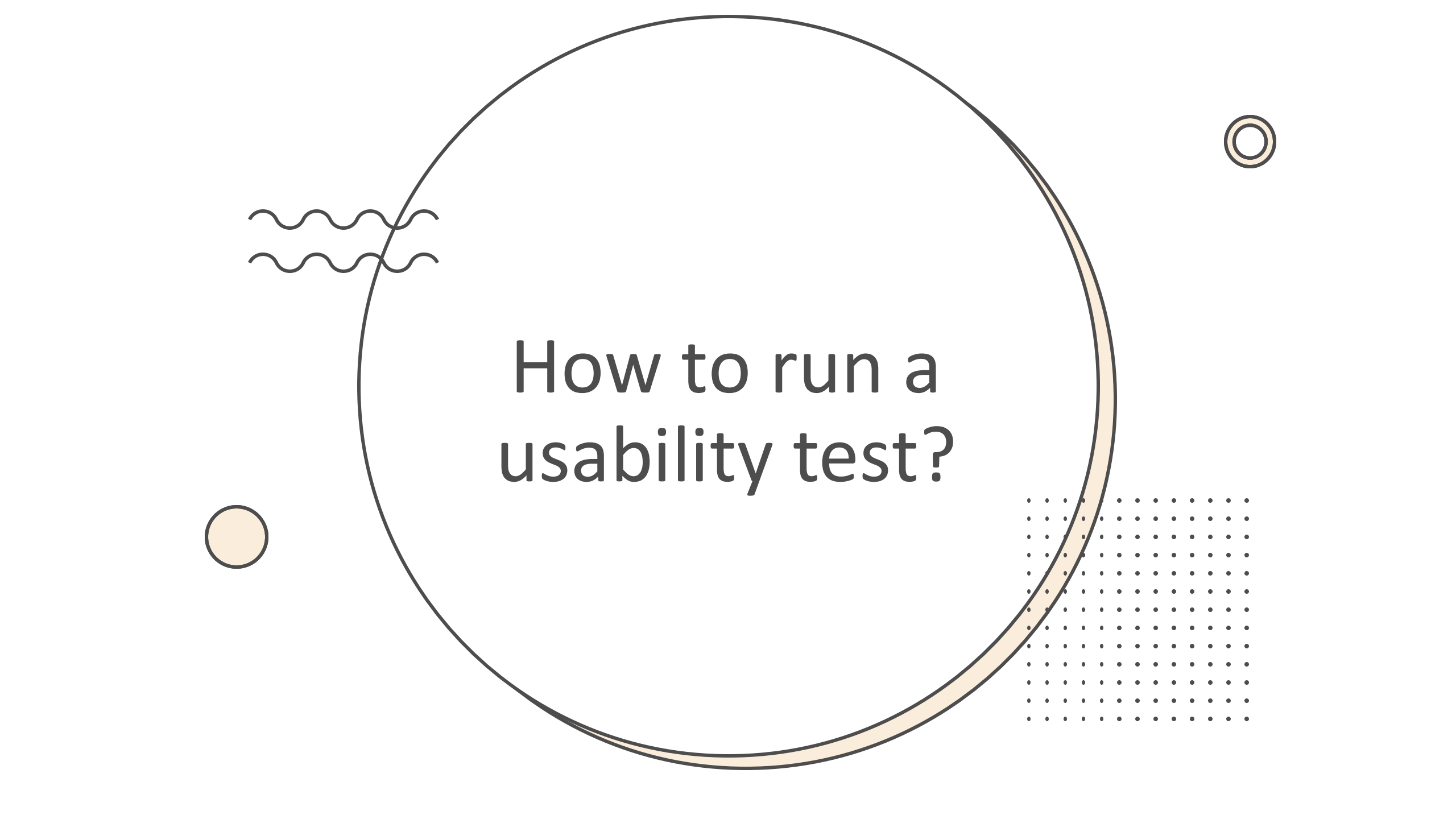


Usability testing

What is usability testing?

- Usability testing refers to evaluating a product or service by testing it with representative users
- Typically, during a test...
 - 1) participants will try to complete typical tasks while
 - 2) observers watch, listen and takes notes.
- The goal is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product





How to run a usability test?



Before the test ...

1

Develop your
scenarios & tasks

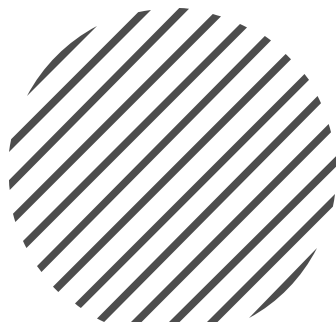
2

Create **prototype**
of those pages
(or print out
pages on paper)

3

Recruit **typical users**
for participation

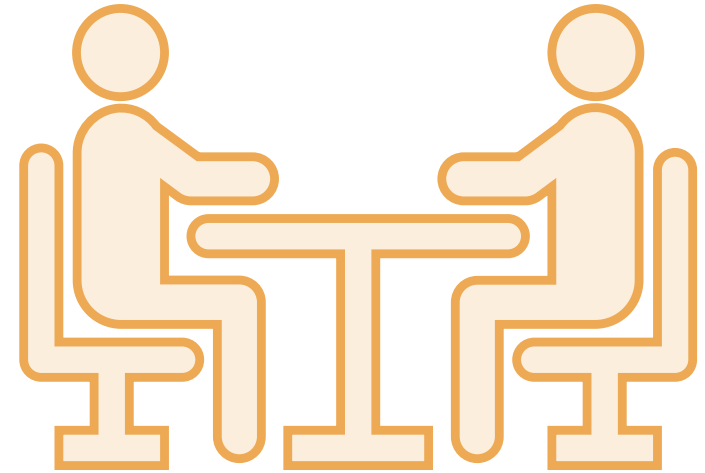
- typically one-on-one sessions
although it can be done in groups
- ideally, different people than those
who you've previously involved

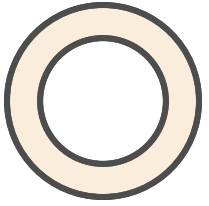




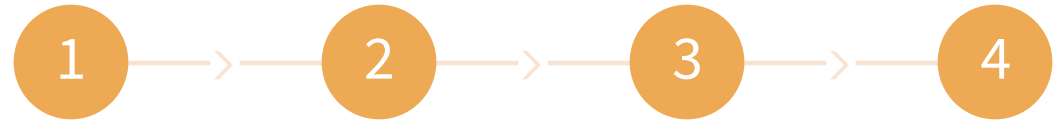
During the test ...

1. Brief participant on the process
2. Introduce task/scenario
3. Have THEM work through the scenario with the prototype
4. Prompt for feedback
5. Encourage them to explain the actions they would take
6. Take notes and ask questions
7. Get feedback
(questionnaire/debrief) at the end





After the test ...



Review &
collate data

Rate major
issues for
severity and
priority to
address

Compile a list
of prioritized
results

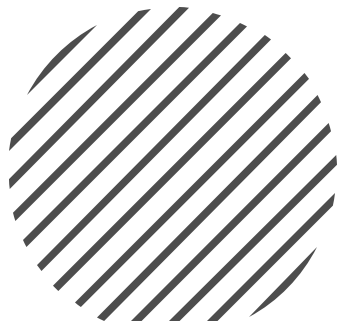
Don't wait
until you
have run all
of the test
session to
analyze the
results

If you see obvious or consistent problems early,
consider making changes to the prototype
between some of the sessions



Results of usability testing

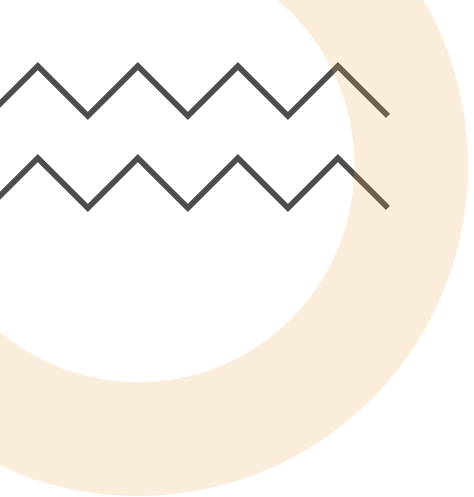
- Understanding of **potential usability issues** and their significance
- User **validation** of designs
- User **input to designs**
- Clear guidance for interface **improvements**





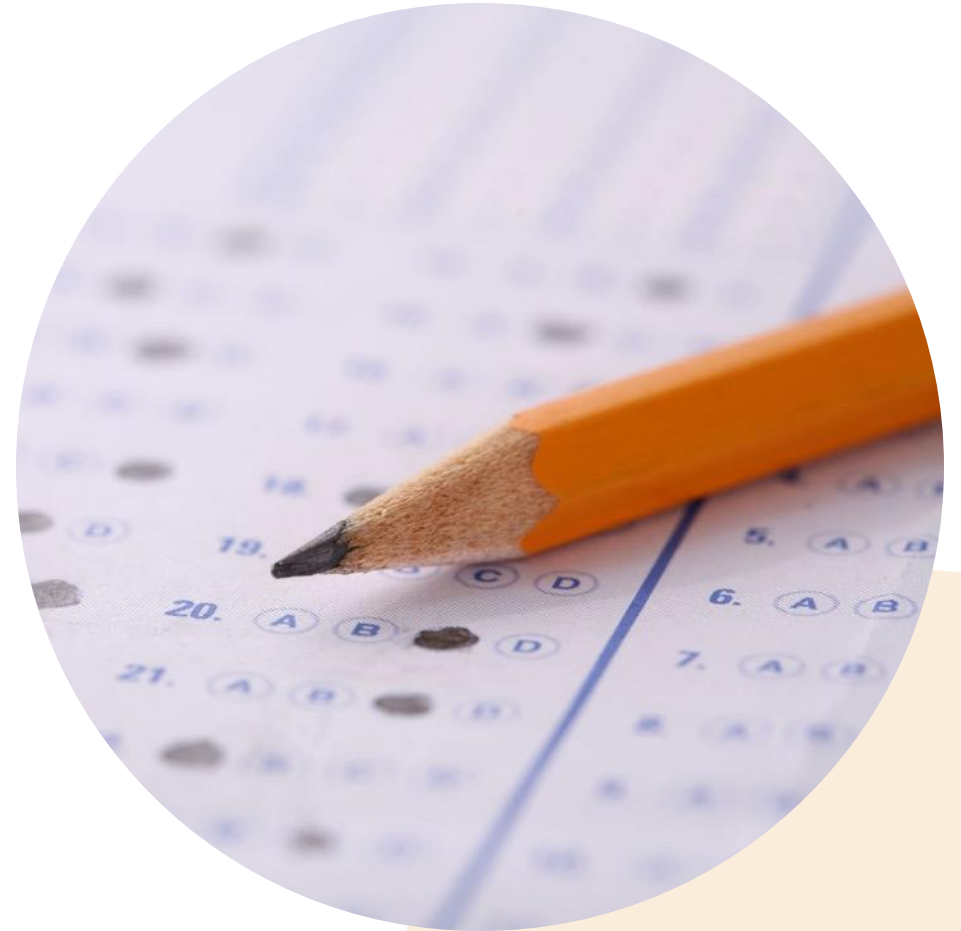
How to
do a
usability
test?





Resources for preparing for usability testing

- [A template for usability test plan](#)
- A test plan should include:
 - Test objectives (Why do you do the test?)
 - Scenario
 - Tasks
 - Questions
 - Post-testing evaluation



USABILITY TEST PLAN DASHBOARD

AUTHOR

DAVID TRAVIS

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

THE WEB SITE AT [TEST SITE URL]

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

THE TEST WILL ADDRESS SEVERAL KEY QUESTIONS THAT THE DESIGN TEAM NEED ANSWERS TO FOR THE NEXT ITERATION. FAILING TO ANSWER THESE QUESTIONS NOW INCREASES THE RISK OF DEVELOPING THE WRONG PRODUCT.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

DO PEOPLE UNDERSTAND THE VALUE PROPOSITION — THE CONCEPT OF AN ONLINE CONCIERGE SERVICE?

DO PEOPLE TRUST THE SERVICE?

DO THE EMAILS HELP PEOPLE PROCEED THROUGH THE VARIOUS STAGES?

DO PEOPLE UNDERSTAND HOW TO CHOOSE A TIME SLOT ON THE BOOKING SCREEN?

CONTACT DETAILS

DAVID.TRAVIS@USERFOCUS.CO.UK +44 20 7917 9595

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

6-8 PARTICIPANTS RECRUITED VIA PANEL.

- ALL MUST BE IN FULL-TIME EMPLOYMENT
- ALL MUST OWN A SMARTPHONE

A MIX OF MEN AND WOMEN, HOMEOWNERS AND RENTERS.

EQUIPMENT

What equipment is required? How will you record the data?

LAPTOP WITH EYE TRACKING SOFTWARE AND MORAE TEST SOFTWARE.

ALL SESSIONS WILL BE RECORDED TO DIGITAL VIDEO.

WE WILL LOG USABILITY PROBLEMS AND MEASURE TASK COMPLETION RATE AND TIME ON TASK.

TEST TASKS

What are the test tasks?

FIND OUT MORE ABOUT THE SCHEME AND DECIDE IF YOU WOULD SIGN UP FOR IT.

SIGN UP FOR THE SERVICE.

FIND A TRUSTED PLUMBER WHO CAN FIT YOUR NEW DISHWASHER.

REVIEW THE OFFER AND ARRANGE A TIME FOR THE PLUMBER'S VISIT.

COMPARE 3 ALTERNATIVE DESIGNS OF THE TIME SLOT BOOKING SCREEN PAGE.

FINAL DATE FOR COMMENTS

SEPTEMBER 15TH

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

DAVID TRAVIS (PM, DATALOGGER)

JANE HART (MODERATOR)

PETER HUNTER (EYE TRACKING)

JOHN KRAFT (CLIENT CONTACT)

LES REASMAN (TECH SUPPORT)

LOUISE MANN (RECRUITMENT)

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

SEP 23 @ USERFOCUS
180 PICCADILLY, LONDON, W1T 9HP

MAP: [HTTP://GOO.GL/MAPS/87HKB](http://goo.gl/maps/87HKB)

PHONE DEBRIEF ON SEP 27TH

PROCEDURE

What are the main steps in the test procedure?



● Key things to look for during the test

Users' initial subjective reactions to the application

- Do they seem to understand what it's all about?
- Do they think it looks 'intimidating' and/or "overwhelming"?
- Users' explorations of the application – what do they explore first and what do they never look at?

Task completion quality

- Whether users can successfully complete their tasks
- The number and/or severity of errors per task (or per unit of time if it makes sense)
- Productivity: the length of time it takes to complete each task



● Key things to look for during the test

Learnability

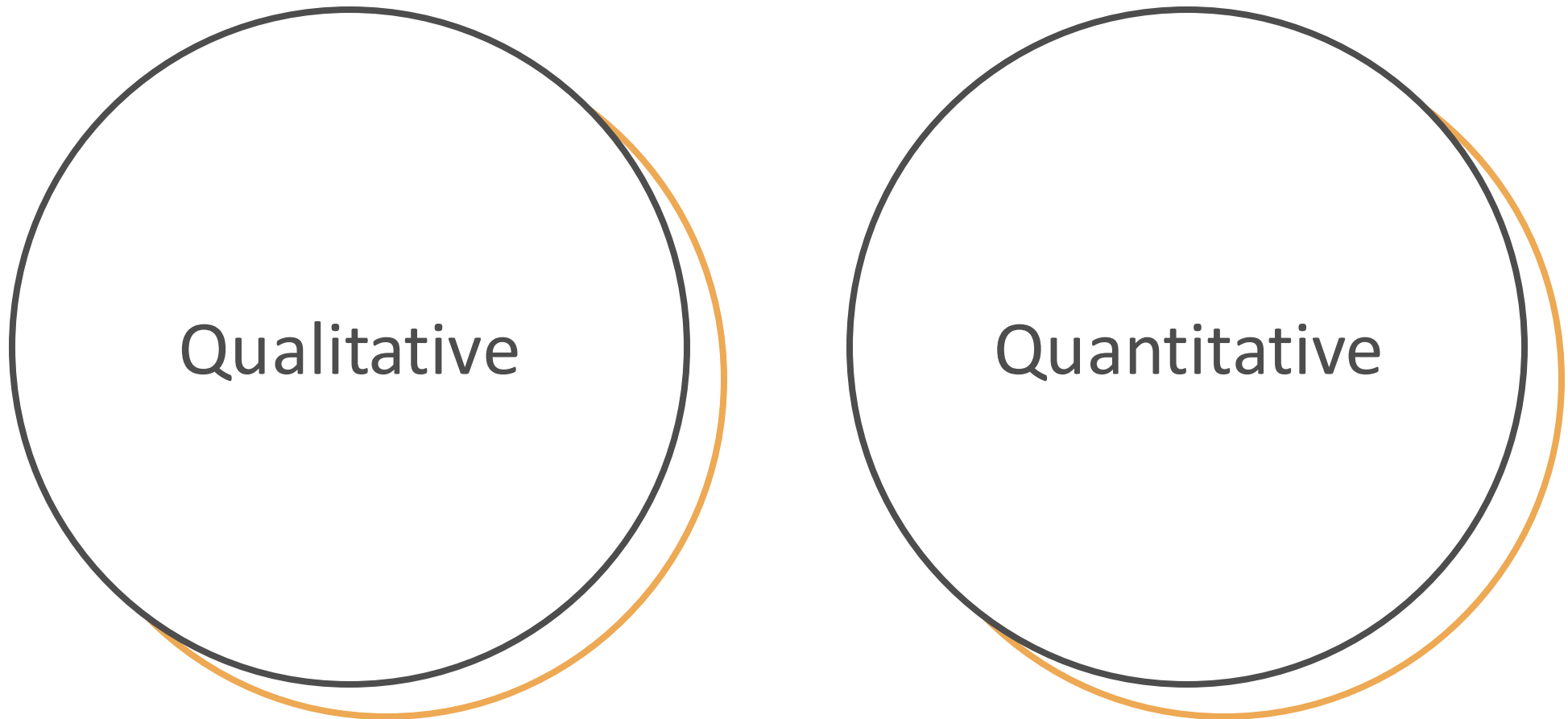
- The length of time it takes to learn something
- The amount of assistance required (verbal / online help / documentation)

User acceptance

- Users' reported levels of frustration
- Users' reported acceptability of the application to support their task performance
- Users general delight with the application



- How to analyze the result?



Qualitative

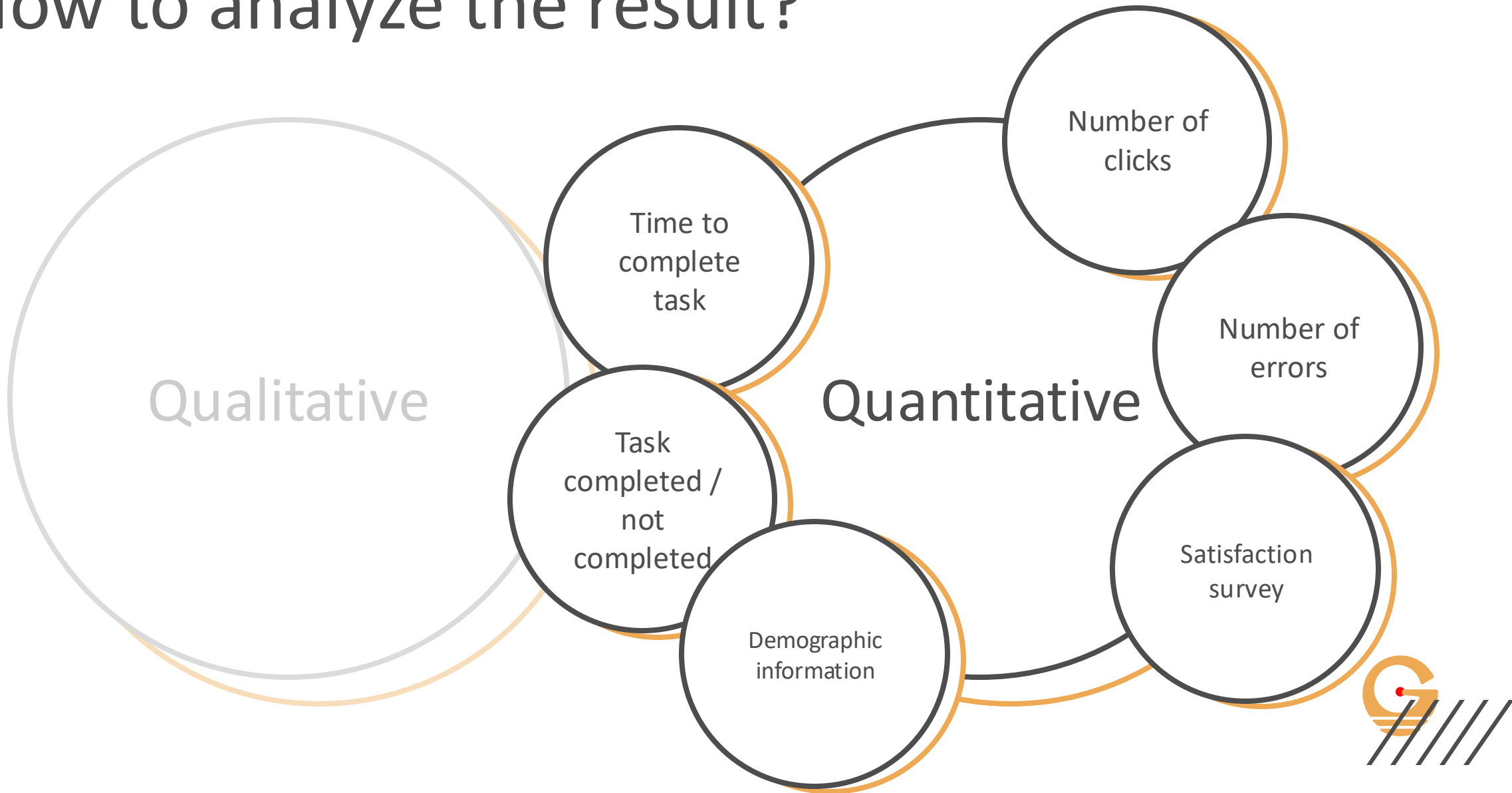
Quantitative



- How to analyze the result?



- How to analyze the result?



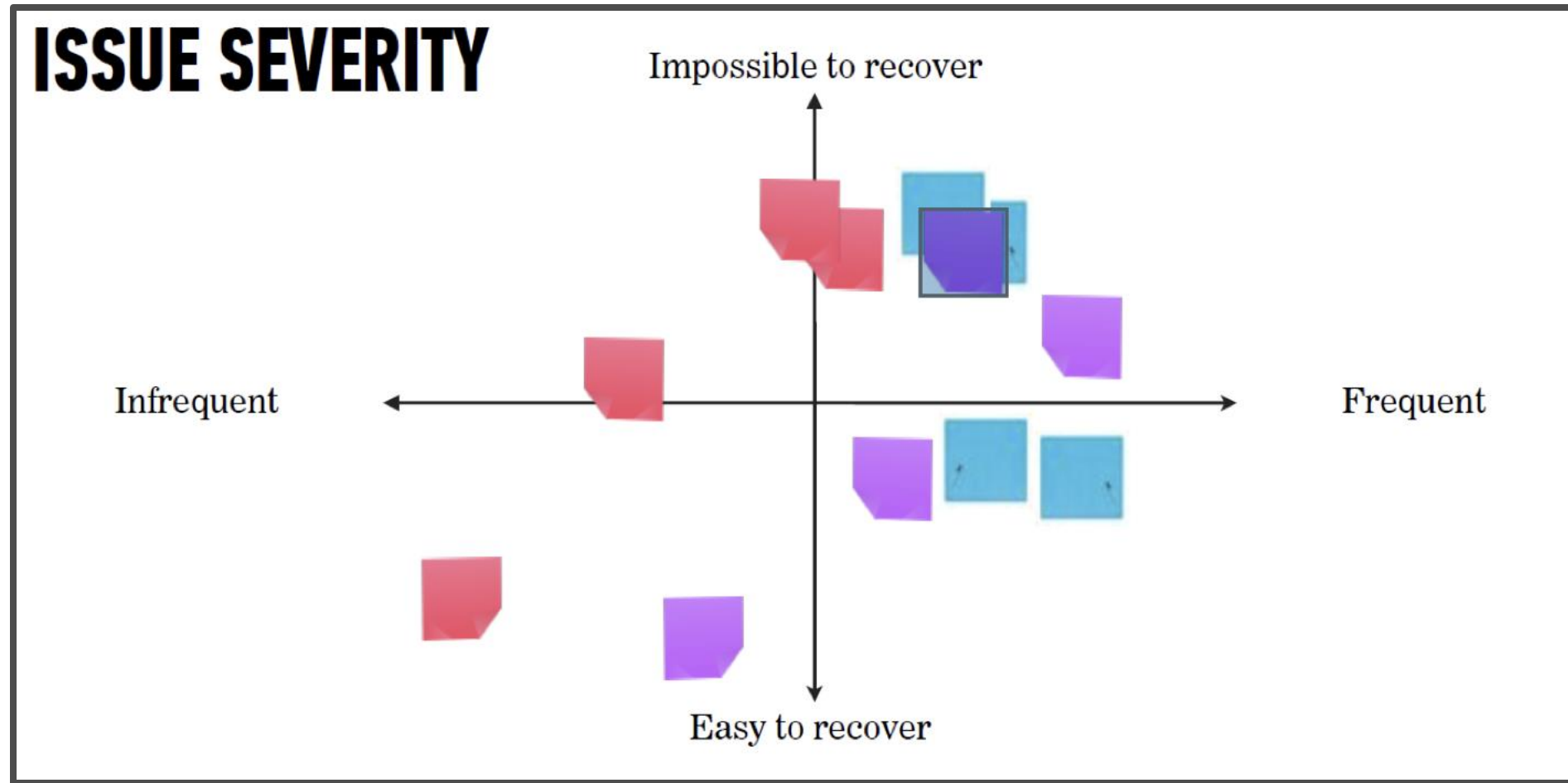
Post-test survey

The System Usability Scale Standard Version		Strongly disagree	Strongly agree			
		1	2	3	4	5
1	I think that I would like to use this system.	☐	☐	☐	☐	☐
2	I found the system unnecessarily complex.	☐	☐	☐	☐	☐
3	I thought the system was easy to use.	☐	☐	☐	☐	☐
4	I think that I would need the support of a technical person to be able to use this system.	☐	☐	☐	☐	☐
5	I found the various functions in the system were well integrated.	☐	☐	☐	☐	☐
6	I thought there was too much inconsistency in this system.	☐	☐	☐	☐	☐
7	I would imagine that most people would learn to use this system very quickly.	☐	☐	☐	☐	☐
8	I found the system very cumbersome to use.	☐	☐	☐	☐	☐
9	I felt very confident using the system.	☐	☐	☐	☐	☐
10	I needed to learn a lot of things before I could get going with this system.	☐	☐	☐	☐	☐



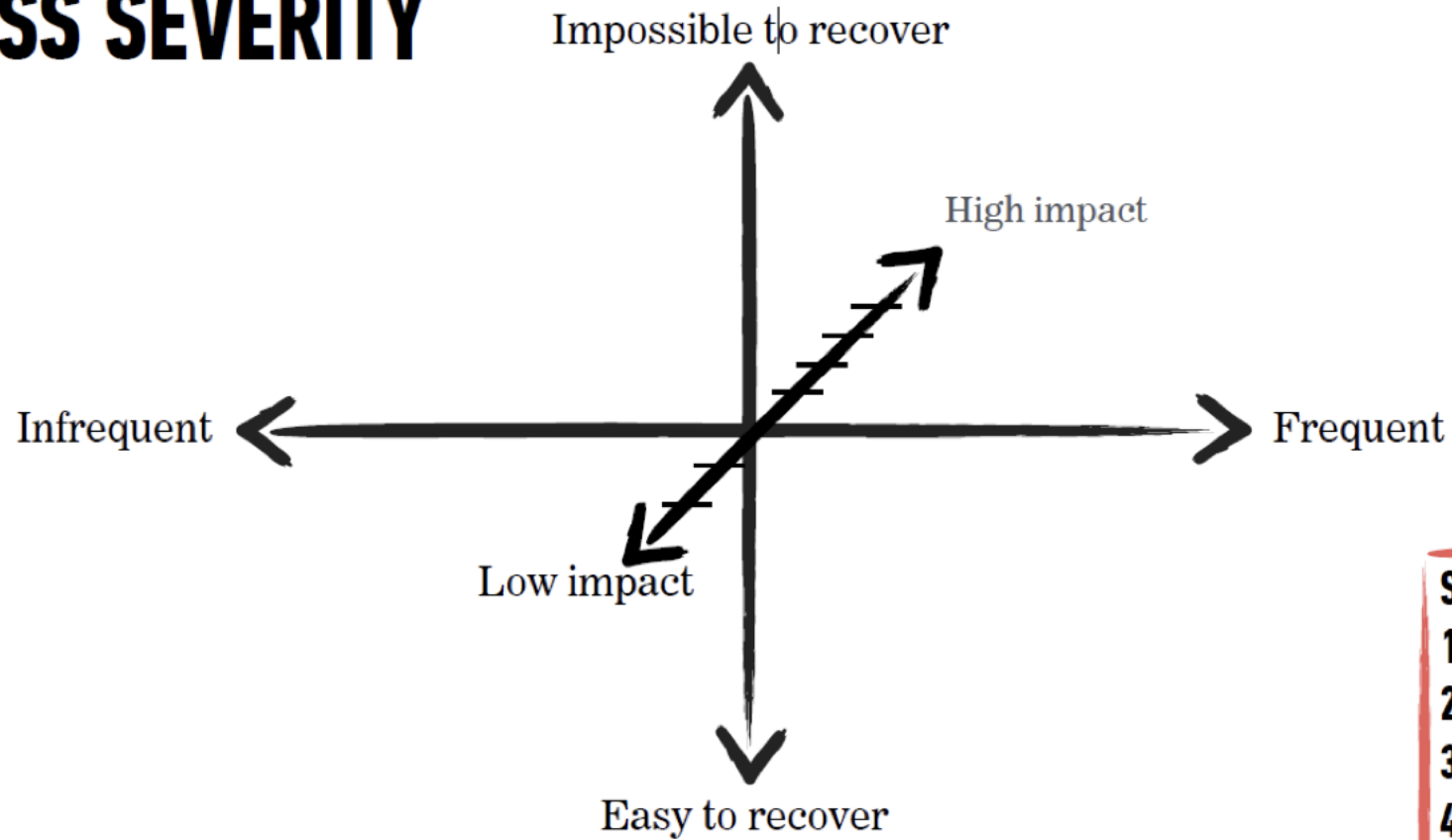


Assessing issue severity



Assessing issue severity

ASSESS SEVERITY



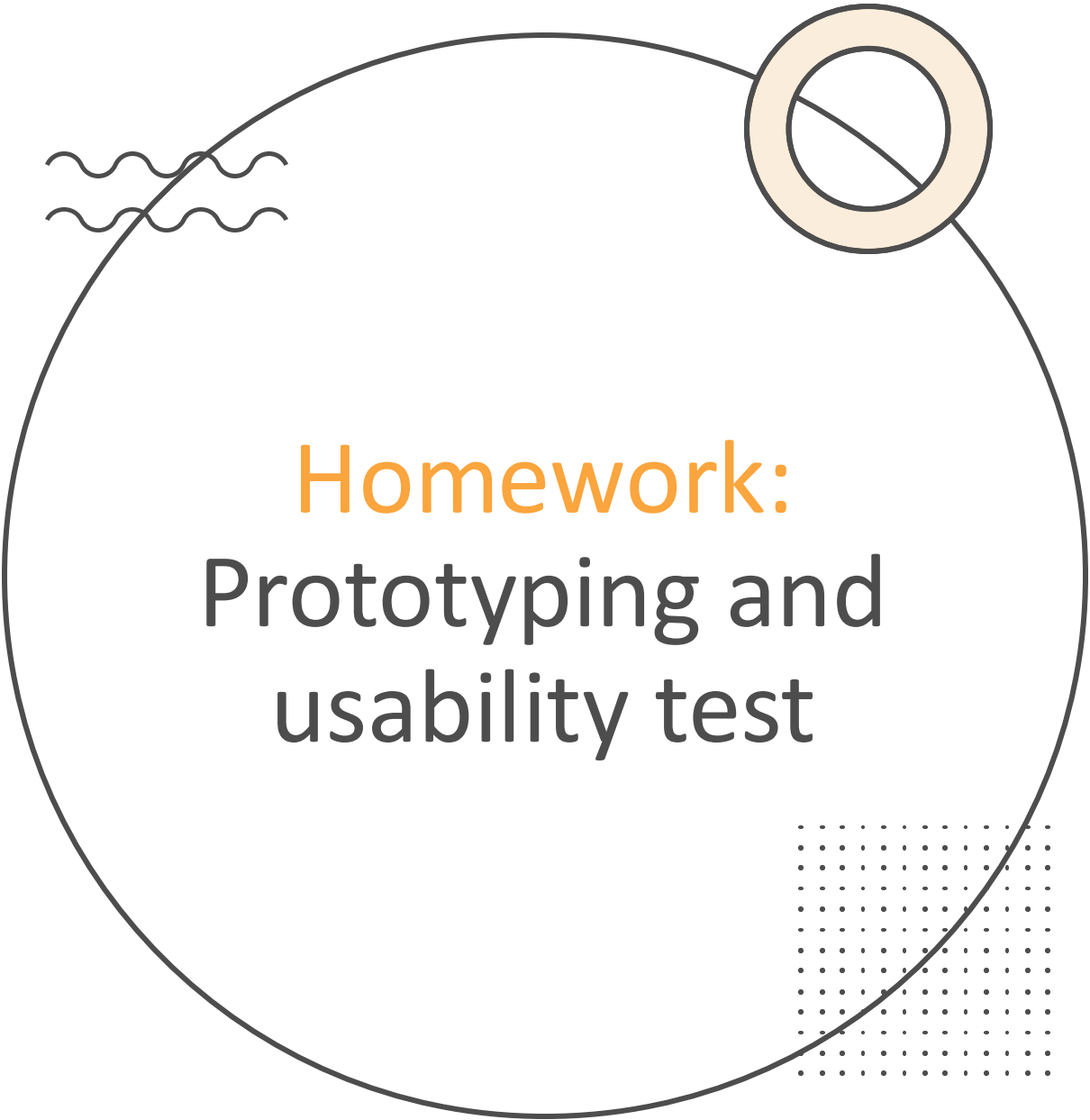
SEVERITY LEVELS

- 1 - CRITICAL
- 2 - MAJOR
- 3 - MINOR
- 4 - COSMETIC



Exercise:
Testing your
prototype

- Devise a usability test plan for the prototype you have just made
- Test it with another team
- Analyze the result
- Discover usability problems for your prototype



Homework: Prototyping and usability test

- Further develop and iterate your paper prototype for your group project
- Test it with at least 5 people to understand the usability problems
- Send me your findings (usability problems) and what you intend to change with your designs
- Due Date: Nov 6



Use of typography and colors





What is typography?

- The art and technique of arranging type to make written language **legible**, **readable**, and **appealing** when displayed.
- The arrangement of type involves selecting typefaces, point size, line length, line-spacing (leading), letter-spacing (tracking), and adjusting the space within letters pairs (kerning).



● The difference between good & bad typography

NO ONE ELSE COULD

fit in the tunnels so they sent us. With a flashlight and .45 into hell.



COLT .45 1911 PISTOL
United States Army Issued

The thing with going in was you never knew if you'd be coming back out. That was always there. And you couldn't not think about it. So you went in and did what you had to. What you were ordered to. Anything to get out and see those monumental clouds exploding across that blue sky again.

Good
Typography

ALIENS AND UFO ART

Extraterrestrial ART in Nature

(Secrets the Governments Don't Want You To See)

WIOLAWA PRESS AND PHOTOS

TOWARDS TRUTH AND INTEGRITY ON PLANET EARTH



Return Based to the Republic of Wisconsin, Arden, New York, Thoreau

THE ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE THE ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE THE ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE

CONTRIBUTION: ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE

2008 & 2009 **NEWS FROM THE HOUSE OF WIOLA*

ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE ARDEN, NEW YORK, THOREAU, WISCONSIN, TO THE ROCKS, THE

FORUMS FOR YOU TO PARTICIPATE

http://ar1 RevisionFree.com/Free_Thinkers/index.php?

where make free forum for the moment, cleaned

& WIOLAWA PRESS FORUM (OFFLINE AT THE MOMENT)

MY PERSPECTIVE WITH DANIEL, OFFLINE AT THE MOMENT, CLEANED

http://www.RevisionFree.com/Free_Thinkers/index.php?

Bad
Typography



A framed poster with a black border and a light blue background. The text is in a bold, black, sans-serif font. The words are not properly spaced, with some words running over the lines. The text reads: "Howto piss off your designer friends and give them a migraine." The signature "Zag" is in the bottom right corner of the poster.

Howto
piss off
your
designer
friends
and give
them a
migraine.

Bad
Typography





Bad
Typography



FONTS VS. TYPEFACE

Type used to be made of metal.

Garamond 12pt was kept in a different case than Garamond 14pt — each was considered a different font.

Garamond is the typeface,
Garamond 12pt is the font.



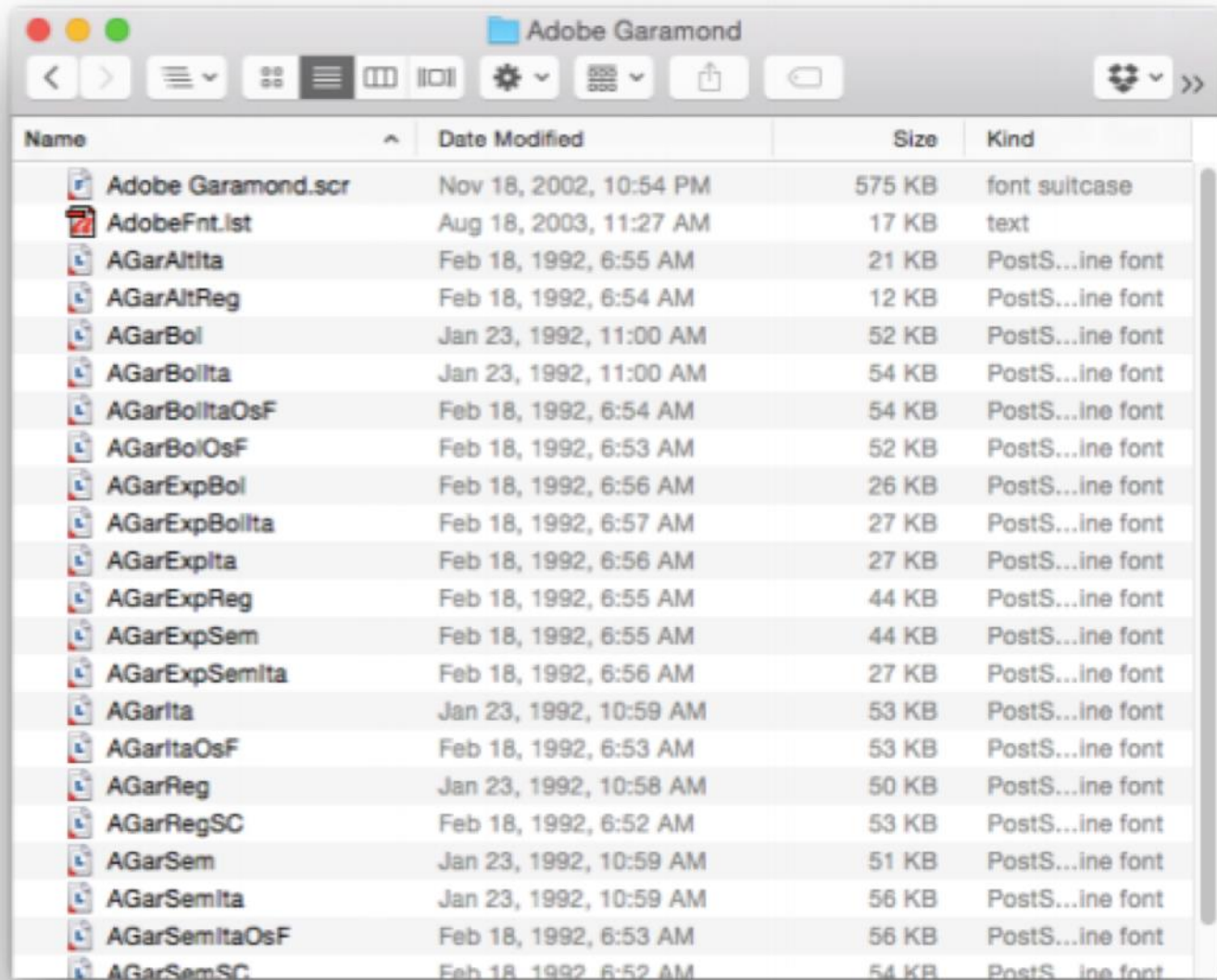
FONTS VS. TYPEFACE

Today, Garamond Regular is a font file, Garamond Italic is a different font file.

Some people use “font” to distinguish the weight or variant within a typeface.

Typeface: Adobe Garamond

Font: Adobe Garamond Italic



A screenshot of a macOS file browser window titled "Adobe Garamond". The window displays a list of files and folders. The columns are "Name", "Date Modified", "Size", and "Kind". The files listed include "Adobe Garamond.scr", "AdobeFnt.lst", and various font files like "AGarAltita", "AGarAltReg", "AGarBol", "AGarBolIta", "AGarBolItaOsF", "AGarBolOsF", "AGarExpBol", "AGarExpBolIta", "AGarExpIta", "AGarExpReg", "AGarExpSem", "AGarExpSemIta", "AGarIta", "AGarItaOsF", "AGarReg", "AGarRegSC", "AGarSem", "AGarSemIta", "AGarSemItaOsF", and "AGarSemSC".

Name	Date Modified	Size	Kind
Adobe Garamond.scr	Nov 18, 2002, 10:54 PM	575 KB	font suitcase
AdobeFnt.lst	Aug 18, 2003, 11:27 AM	17 KB	text
AGarAltita	Feb 18, 1992, 6:55 AM	21 KB	PostS...ine font
AGarAltReg	Feb 18, 1992, 6:54 AM	12 KB	PostS...ine font
AGarBol	Jan 23, 1992, 11:00 AM	52 KB	PostS...ine font
AGarBolIta	Jan 23, 1992, 11:00 AM	54 KB	PostS...ine font
AGarBolItaOsF	Feb 18, 1992, 6:54 AM	54 KB	PostS...ine font
AGarBolOsF	Feb 18, 1992, 6:53 AM	52 KB	PostS...ine font
AGarExpBol	Feb 18, 1992, 6:56 AM	26 KB	PostS...ine font
AGarExpBolIta	Feb 18, 1992, 6:57 AM	27 KB	PostS...ine font
AGarExpIta	Feb 18, 1992, 6:56 AM	27 KB	PostS...ine font
AGarExpReg	Feb 18, 1992, 6:55 AM	44 KB	PostS...ine font
AGarExpSem	Feb 18, 1992, 6:55 AM	44 KB	PostS...ine font
AGarExpSemIta	Feb 18, 1992, 6:56 AM	27 KB	PostS...ine font
AGarIta	Jan 23, 1992, 10:59 AM	53 KB	PostS...ine font
AGarItaOsF	Feb 18, 1992, 6:53 AM	53 KB	PostS...ine font
AGarReg	Jan 23, 1992, 10:58 AM	50 KB	PostS...ine font
AGarRegSC	Feb 18, 1992, 6:52 AM	53 KB	PostS...ine font
AGarSem	Jan 23, 1992, 10:59 AM	51 KB	PostS...ine font
AGarSemIta	Jan 23, 1992, 10:59 AM	56 KB	PostS...ine font
AGarSemItaOsF	Feb 18, 1992, 6:53 AM	56 KB	PostS...ine font
AGarSemSC	Feb 18, 1992, 6:52 AM	54 KB	PostS...ine font



Typography basics

Ascender

Meanline

Baseline

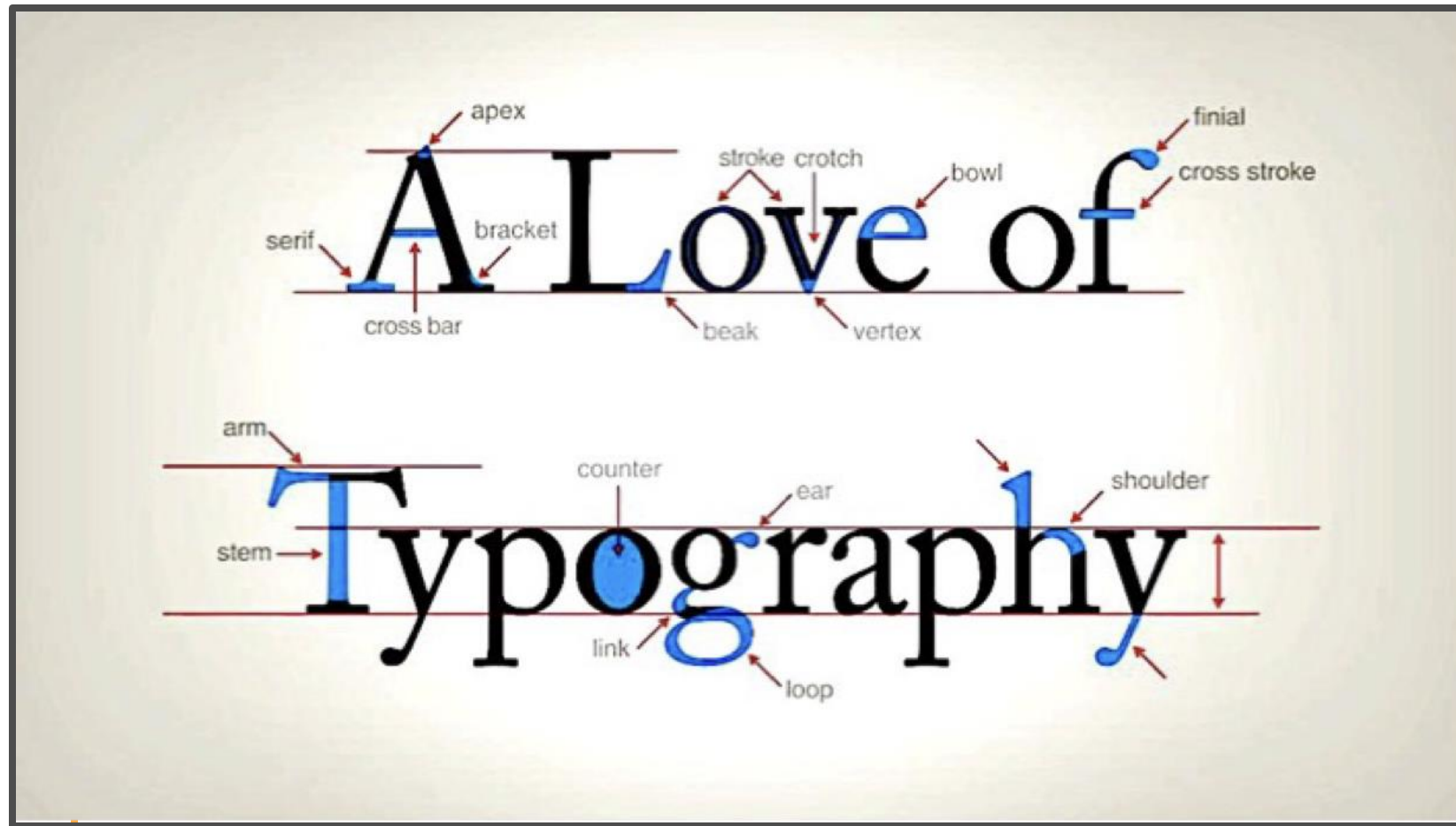
Descender

Typography





Typography basics





Typography basics

Helvetica Neue

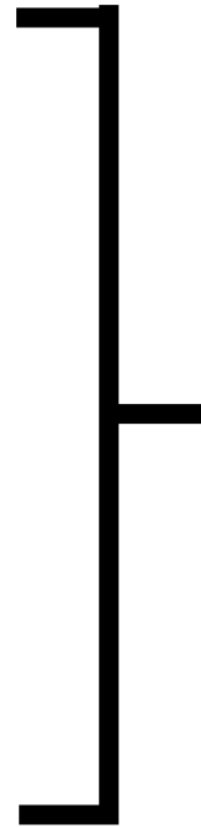
Helvetica Neue

Helvetica Neue

Helvetica Neue

Helvetica Neue

Helvetica Neue



WEIGHT





Typography basics

Gotham Book

Gotham Condensed Book

WIDTH

Gotham Bold

Gotham Condensed Bold

STYLES

Gotham Light Italic

Gotham Condensed Light



● Typography basics

- **Kerning**

- Adjusting the distance
- between two letters

- **Tracking**

- adjusting the spacing
- throughout the entire word

Tracking:

VAST. V A S T .

Kerning:

VAST. VAST.



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)

Clear, objective, modern, universal. Can be seen as cold, slightly impersonal, boring.



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)

Clear, empathetic, warm,
modern.



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)

Classic, traditional, easy to read. Can feel too old, dated, and stuffy.



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)

Sharp, classic with a modern feel, easy to read. Can also feel old or dated.



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)

Strong, stylish, dynamic.
Difficult for readability.



● Font families

Geometric (Futura)

Humanist (Myriad Pro)

Old Style (Bembo)

Transitional (Baskerville)

Modern (Bodoni)

Slab Serif (Rockwell)

Incredibly dynamic, makes
a bold statement.



● Legibility VS Readability

Legibility

- ... is the ease with which a reader can **recognize individual characters** in text.
- Some typefaces were designed to be used large, such as in headlines. Usually these typefaces are less readable at smaller sizes and should not be used for body copy. These are called **display faces**.

Readability

- ...is about arranging words and groups of words in a way that allows the readers eye **to access the content easily** and in a way that makes sense.
- Some typefaces are designed specifically to be used in large areas of smaller body copy. These are called **text or body faces**.





HEADS VS. BODY

Some typefaces are designed only for use in the heads (headlines). These are known as “display faces.”

Don’t use a display face to set body copy. Pair a display face with a more subtle typeface for the body copy.

You can also choose to use a single typeface and mix different weights, sizes or styles to create differentiation between head and body.

League Gothic

Madrone

Didot

Grafolita

AZO SANS UBER



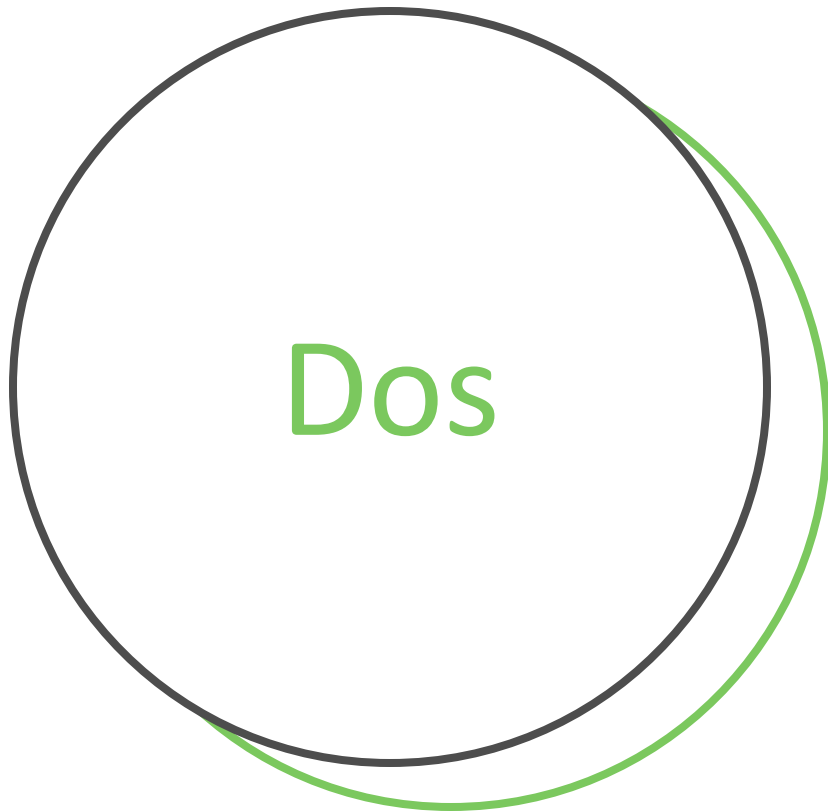


Font pairings

- Choosing the appropriate fonts you want to use for your website
- Choosing a “set” of fonts (two or more) that will be used for specific types of written content on your website.
- Ideally, you want to find fonts that complement one another and are **not fighting for the viewer’s attention.**



• Font pairings



- **Use Contrast to create visual interest**
 - Weight (Light, Medium, Bold, Extra Bold)
 - Size (Example: 30 pt. Heading and 16 pt. Body Paragraph)
 - Style (Italic, Oblique, Small Caps, Strikethrough, Underline)
 - Color (Using Blue for Headlines, and a Dark Gray for Body Content)
 - All Caps vs. No Caps
- **Pair Different Classifications, 4 major classes**
 - Serif
 - Sans serif
 - Script
 - Decorative





Font pairings

A good rule of thumb is to pair a serif font with a sans serif font

Serif Font that Uses Color, Scale, Weight to create Contrast

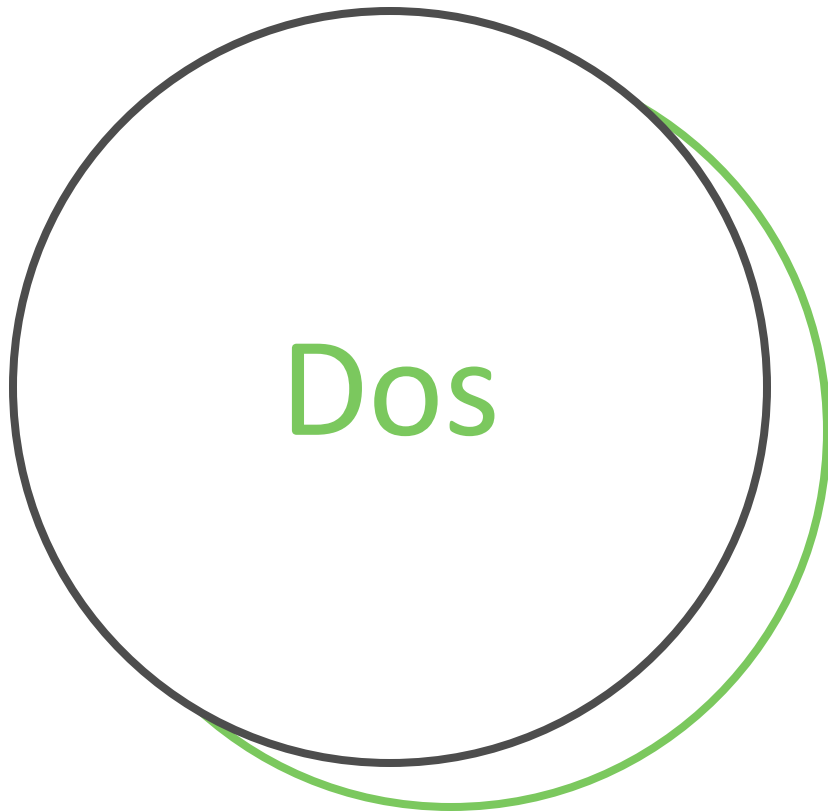
PLAYFAIR DISPLAY BOLD

Muli Light. This is a body paragraph. Information here is secondary to the headings. Contrast is created via weight, color, scale, and different classifications of fonts.

Sans Serif Font that Uses Scale and Weight to Differentiate



● Font pairings



- **Use Font Families**

- Choosing multiple members of a font family can add visual interest to your website without have to choose vastly different fonts—the difference can be **subtle and elegant**
- e.g. Calibri, Calibri Light, Calibri Regular, Calibri Bold, Calibri Bold Italic...

- **Select Fonts to Reflect your Industry/Brand Personality**

- Consider what kind of fonts reflect the spirit of your brand (e.g. script fonts for more feminine brands)





Font pairings

A pairing done
using Roboto
Regular for header
and Roboto Thin in
body

An Example of "Font Families"

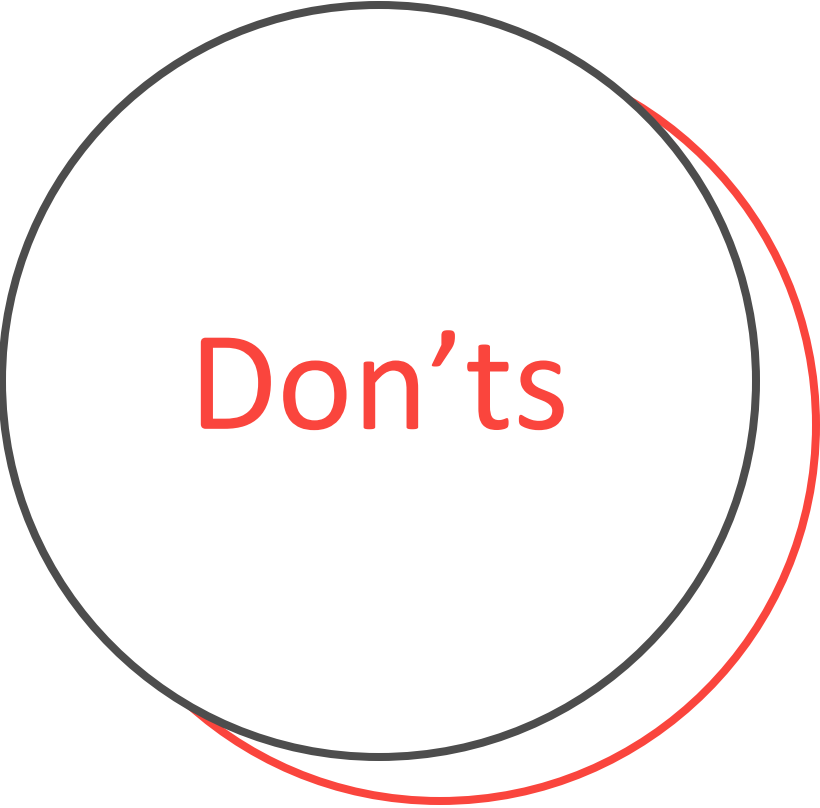
Roboto Regular

Roboto Thin. This is a body paragraph. Information here is secondary to the headings. Contrast is created via weight, color, and scale.

The Use of Blue and pairing of sans-serifs create a clean, innovative brand personality. This would be appropriate for a new up and coming software company, but less suited for a Bridal Shop.



● Font pairings



Don'ts

- Use too many (keep to 2, or maybe 3 to achieve cohesiveness)
- Use script or hard to read fonts for body texts (difficult to read at small sizes)
- Use two different fonts from the same classification (not enough visual contrast - they just compete for attention)





Some resources for font pairing

- fontpair.co
- femmebot.github.io/google-type
- typegenius.com
- typewolf.com

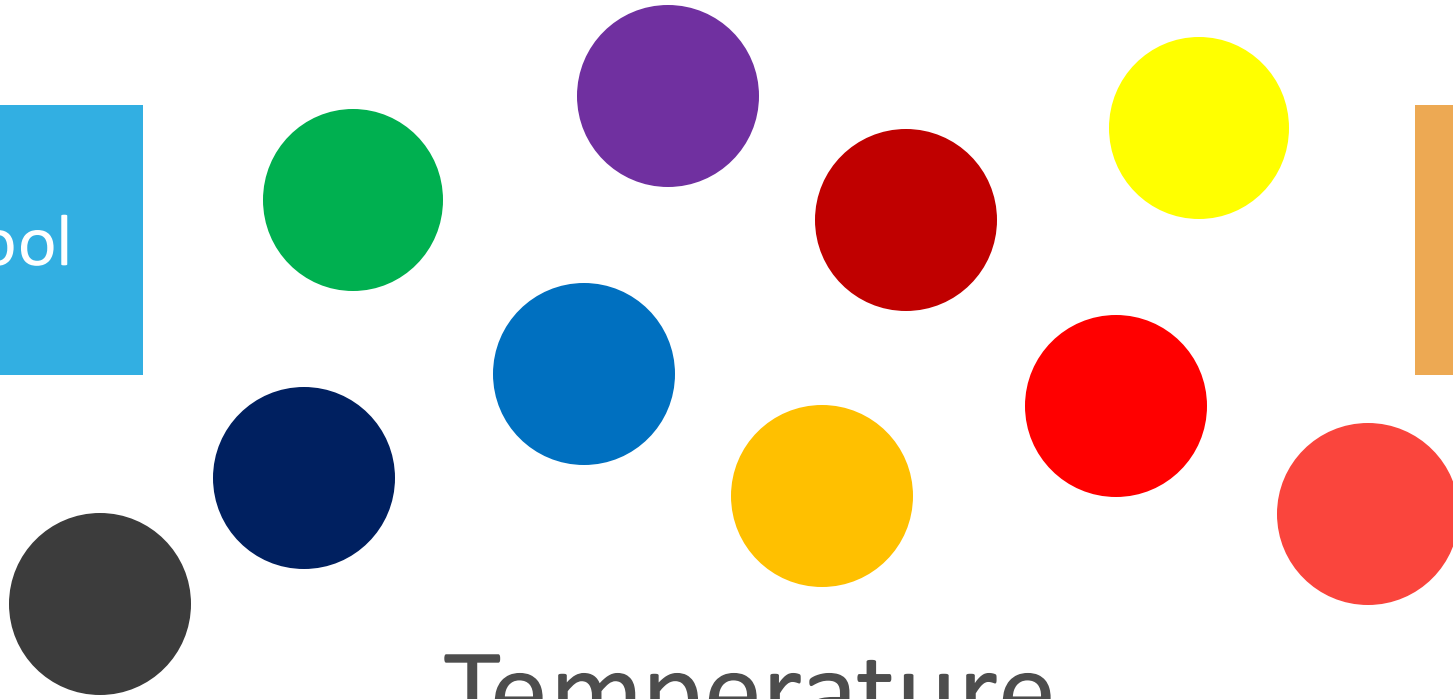
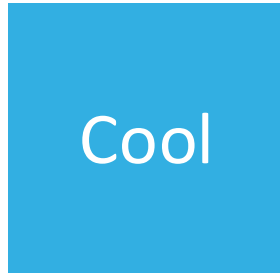




Color

Color has a predictable and **quantifiable physiological** effect that influences our perception and our behavior.





Temperature

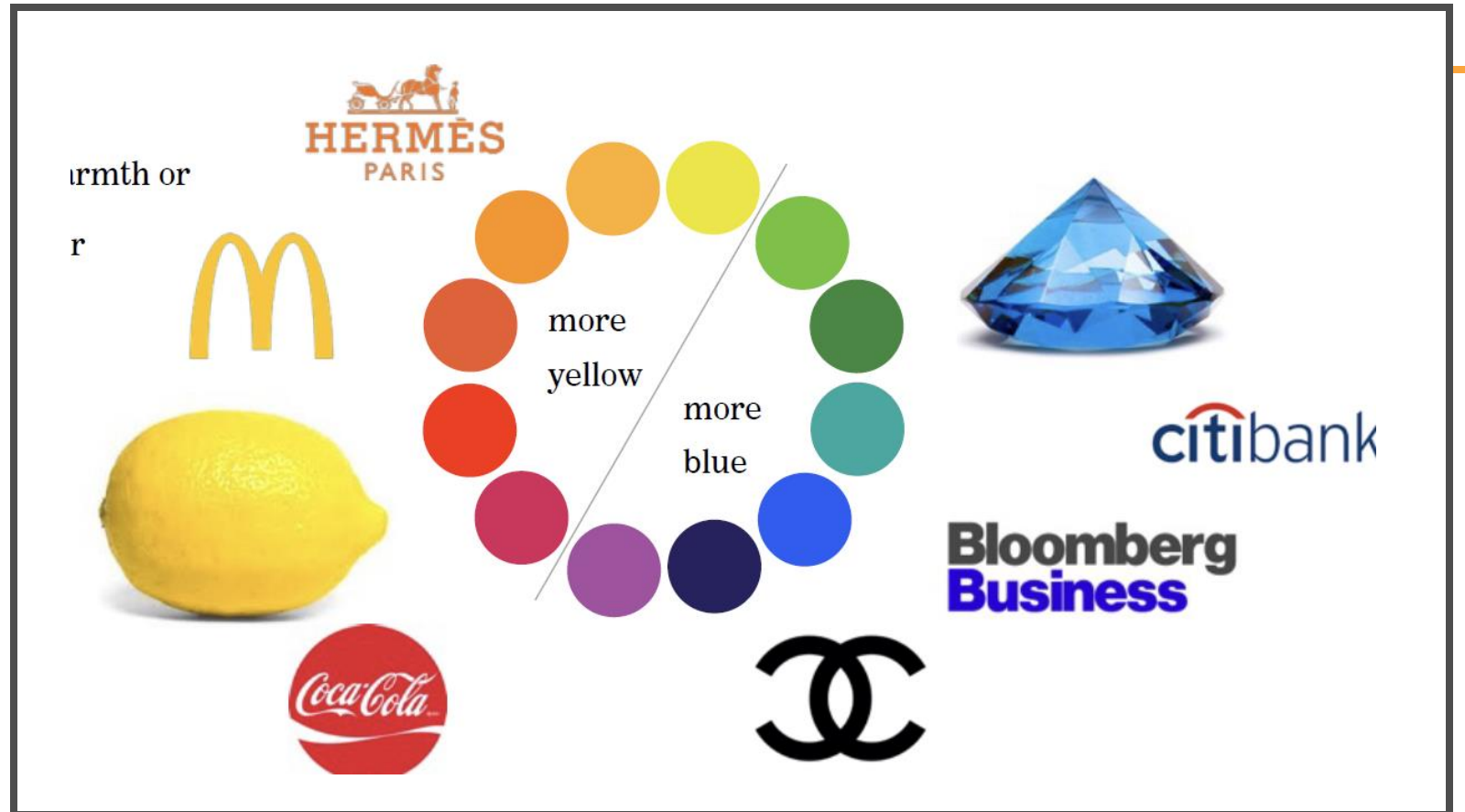
The perceived warmth or
coolness of a color





Temperature

The perceived warmth or coolness of a color



“When we ‘see red’, the pituitary gland releases adrenaline into the bloodstream, producing a quantifiable rise in our blood pressure and an increase in pulse rate and respiration - all of which prepare the body for the ‘fight or flight’ survival response.”

- Rutherford

Red is stimulating and attention-grabbing.

Good for conveying themes of passion, lust, aggression, danger, adrenaline, or appetite.



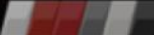


4C 

Alfa Romeo with 

NEW 4C. PURE ALFA ROMEO.

Watch the fascination video 

 4C SPIDER  VIDEO CONFIGURATOR 360 ° CUSTOMIZER 

SocialNetWall

f

YouTube

p

...

G





[f](#) [i](#) [t](#) [t](#) [You Tube](#) [g+](#)

KYLIE MINOGUE

ABOUT CREDITS

SEXERCIZE


▼
SCROLL DOWN





“Conversely, ‘cool’ colors lower blood pressure, pulse rate, body temperature, respiration and promote deeper breathing, leading to a reduction of stress and anxiety.”

- Rutherford

Blue is soothing and relaxing.

Good for conveying themes of peace,
serenity, trust, devotion, and religion.

建行(亞洲)信用卡

想消費更精明
賞百佳購物優惠

詳情

優惠受條款及細則約束。想點用 賞住用

網購滿HKD800享
HKD150即時折扣

門市簽賬滿HKD400享
高達HKD50現金券



百佳購物優惠



新客戶迎新禮遇



銀聯精選酒店及餐餐優惠

開卡迎新禮

網上成功申請可享額外
150港元超市禮券

立即登記



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為您提供最新市場、外
匯及中國投資資訊

立即收看



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多元化網購優惠
為您一網打盡

了解更多



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個人銀行服務



網上證券買賣

▶ 登記 ▶ 服務示範
▶ 系統維護時間表

請問我們可以為您提供甚麼協助?



利率/匯率查詢



請為我提供...



我想...

股票報價

搜尋



精明使用網上銀行



Language: English ▾

Welcome to Twitter.

Start a conversation, explore your interests, and be in the know.



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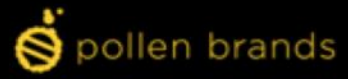
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Yellow is warm and energizing.

Can be good for conveying themes of confidence, creativity, and positivity.



Pollen Brands communicates environmentally & socially responsible messages through branding & immersive web experiences. It's a process we call **BRAND POLLINATION™**





Huh?

AIGA STL

Design
SHOW

K
19

Deadline: March 7 @ 5pm

Submit work now!

↓







KULCZYK
FOUNDATION

Afryka | Madagaskar
Ameryka Środkowa | Togo
Azja | Uganda
Europa



tvn **EFEKT DOMINA**

To nowy program przedstawiający działania fundacji

[dom](#) [edukacja](#) [energia](#) [katastrofy naturalne](#)

[wszystkie](#) [pomoc humanitarna](#) [pomoc socjalna](#) [wyrównywanie szans](#)

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[Uganda](#) [edukacja](#)

Plac zabaw dla byłych dzieci żołnierzy z Ugandy

opis: Plac zabaw to nowo powstała część Karin Resource Centre – prowadzonego przez Childcare and Development Organisation Uganda...

[zobacz więcej +](#)





Yellow is the most
physiologically
stimulating color
and is 'read' by the
eye faster than
other colors.





CAT[®]

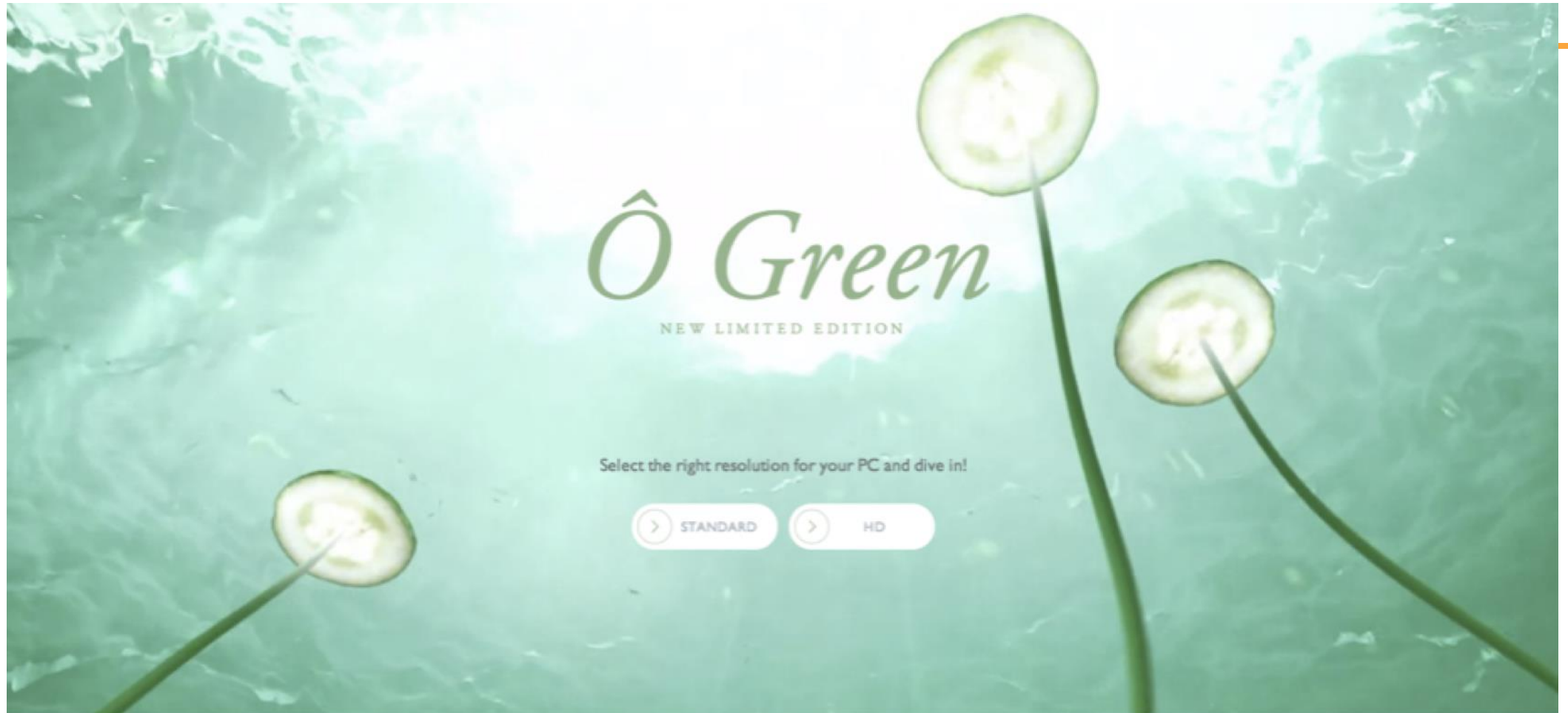


“Green, the color of nature, is associated with fertility and growth and is therefore used in ‘natural’ food restaurants and in hospitals to evoke an impression of health.

- Rutherford

Green has strong connotations of nature.

Good for conveying themes of freshness,
health, sustainability, and the
environment.



i-avion

Votre vol servi sur un plateau
WWW.I-AVION.COM

i-Avion est un comparateur de prix de billet d'avion, qui vous permet de comparer le prix d'un vol parmi les principaux voyagistes et compagnies aériennes afin de trouver le billet d'avion le moins cher. Vous n'avez plus qu'à faire vos bagages. Bon vol!



DESTINATION

Ville de départ:

Ville d'arrivée:

Type de trajet:

☒ Aller retour ☐ Vol direct

DATES

Choisissez vos dates de départ et de retour. Exemple
21/06/2014

Date du vol de départ:

21/06/2014

Date du vol de retour:

28/06/2014

PASSAGERS

Adulte(s):

1

Enfant(s) (2-11 ans):

0

Bébé(s) (-2 ans):

0

Go!





BP: GBP 507.54 (-0.8) USD 51.68 (+0.34) *

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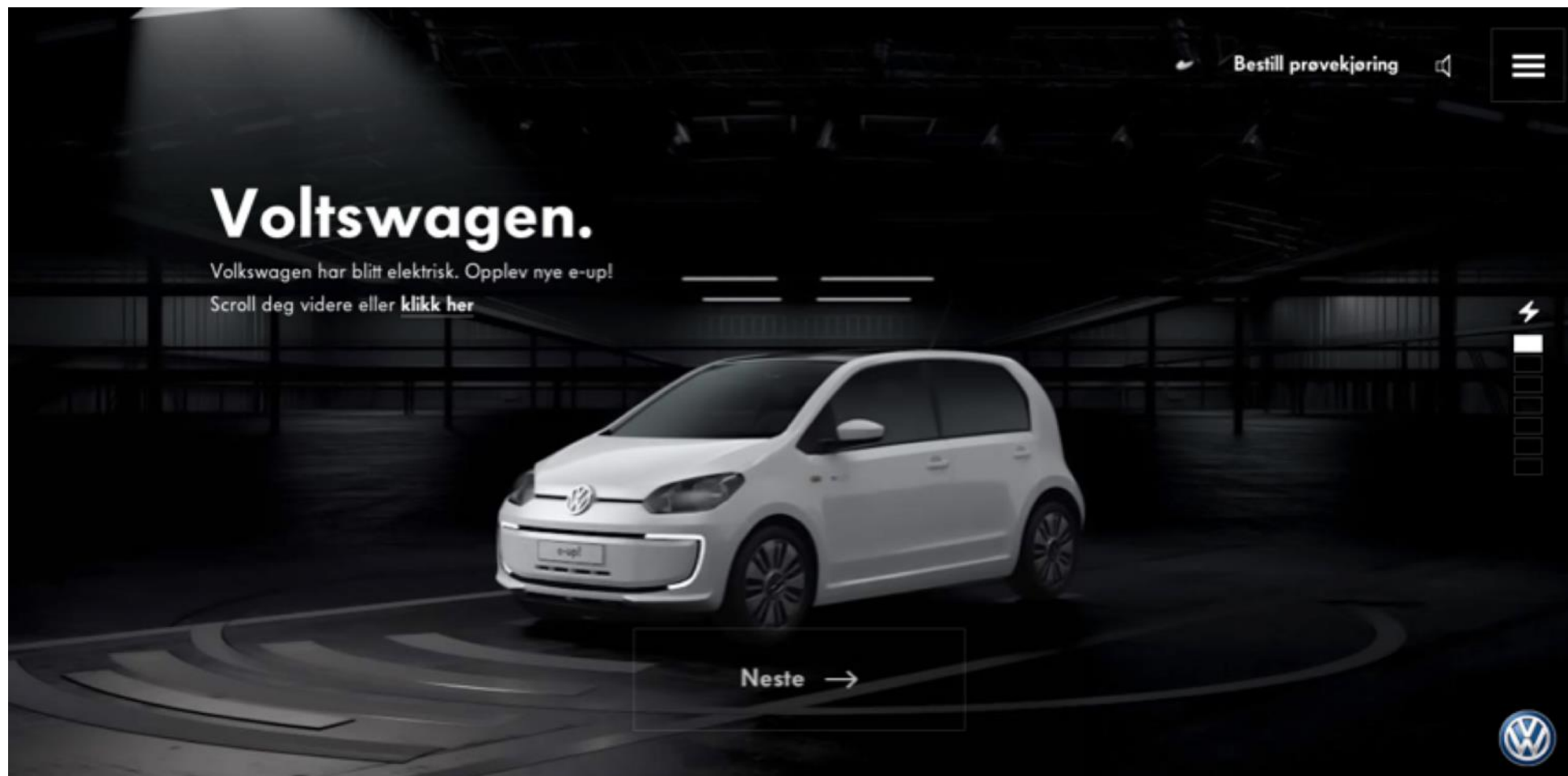
Details of BP's
first quarter
2014 results >





Black is bold and perceived to carry weight.

Good for conveying themes of authority, power, sophistication, and wealth.



Bestill prøvekjøring

Voltswagen.

Volkswagen har blitt elektrisk. Opplev nye e-up!
Scroll deg videre eller [klikk her](#)

Neste →







DESIGN FILM





DESIGN

INTERIOR

PERFORMANCE

BACK TO FILM >



KEY FEATURES



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KEEP ME INFORMED





GRAFF

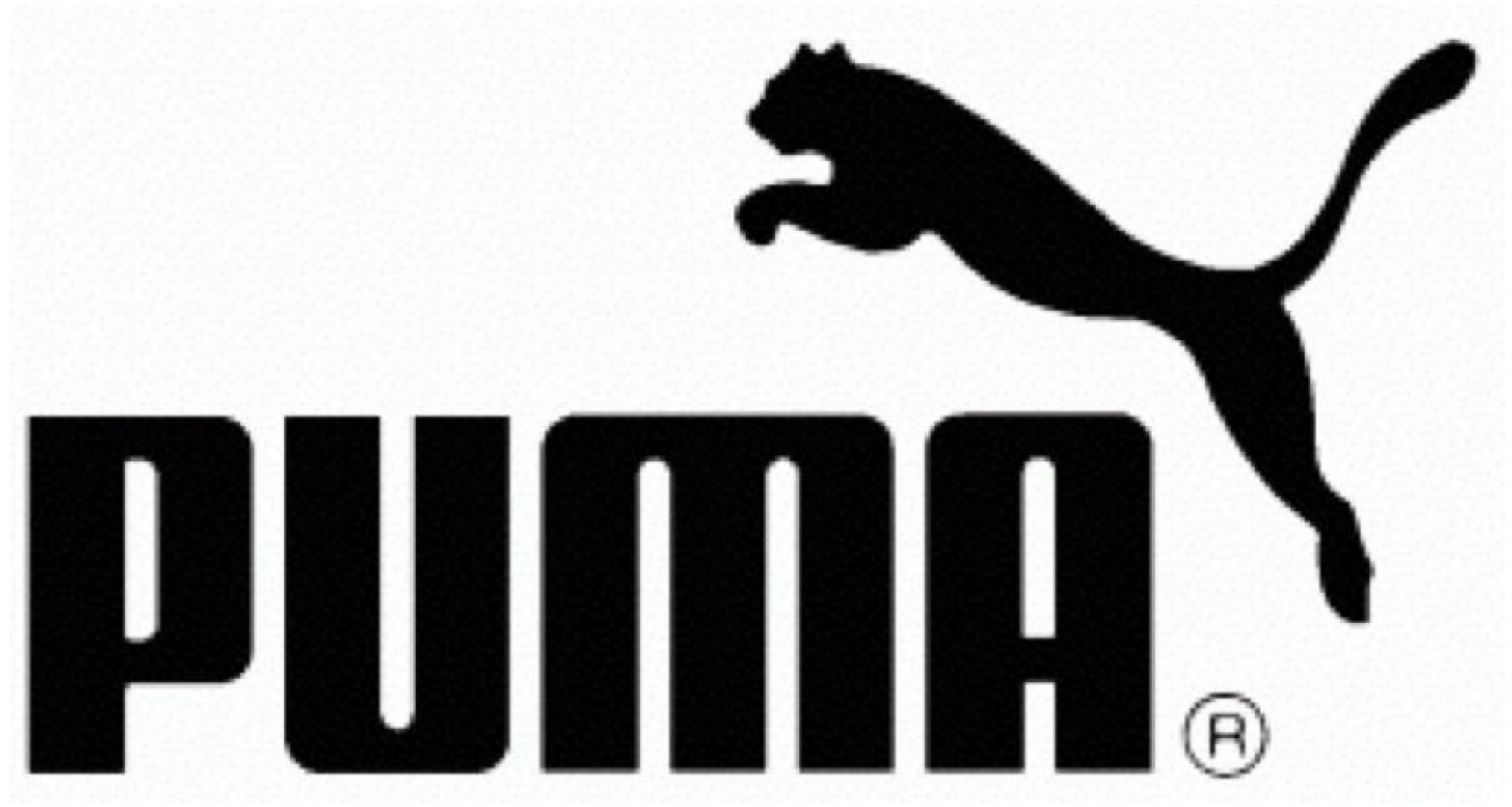
- OUR COMPANY
- OUR EXPERTISE
- FAMOUS DIAMONDS
- JEWELS
- WATCHES
 - WATCH SELECTOR
 - WATCH COLLECTIONS
 - WISDOM WATCHES
- NEWS
- STORES
- CAMPAIGNS

GRAFF WATCHES

Graff's distinctive luxury watches are inspired by the facets of a perfectly cut diamond. Crafted in Geneva, these exceptional timepieces meet the highest levels of Swiss horology with Graff's impeccable gem-setting skills.

- EXPLORE THE COLLECTIONS
- FIND YOUR GRAFF WATCH



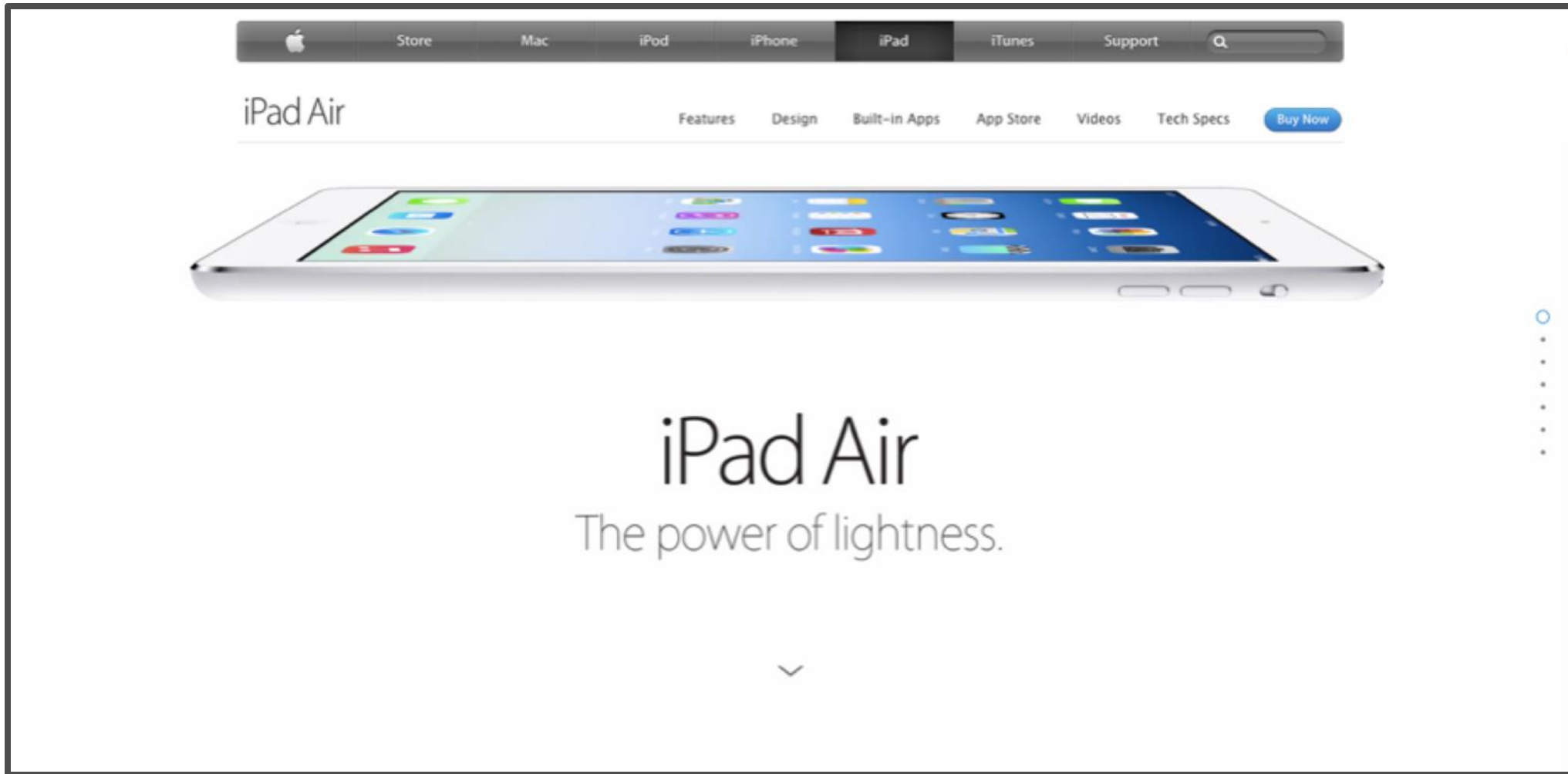




White is pure.

Good for conveying themes of
cleanliness, simplicity, virtue, chastity,
and innocence.







There is a trend
for website to
go white



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Room type:



Entire home/apt

388



Private room

212

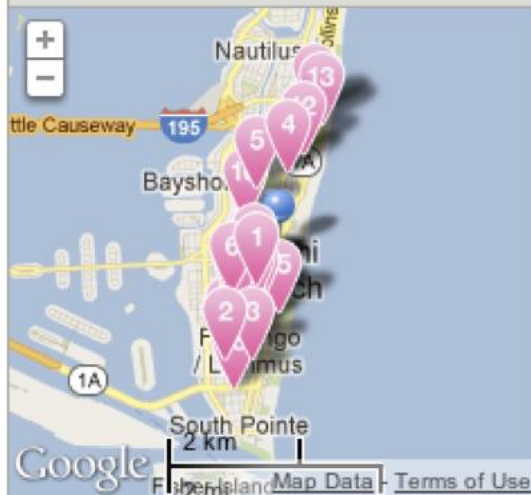


Shared room

9

[Other options...](#)

Your trip is soon! Serious about finding a place? Try using Match.

☐ Redo search in map

Sort:



609 results (with 4 popular on Wish Lists)



South Beach Modern 1 Bed/1Bath

Entire home/apt — Drexel Ave, Miami Beach (South Beach)

1

review

\$154

Per night



Peaceful Oasis + bicycles

Entire home/apt — Michigan Ave, Miami Beach (South Beach)

33

reviews

3

other reviews

\$125

Per night



Hot SoBe Condo on 8th & Washington

Entire home/apt — Pennsylvania Ave, Miami Beach (South Beach)

24

reviews

\$99

Per night

Price

\$10

\$300+





Anywhere

Anytime

1 guest

Discover hosting

Trips

Messages

Help



FOR YOU

HOMES

EXPERIENCES

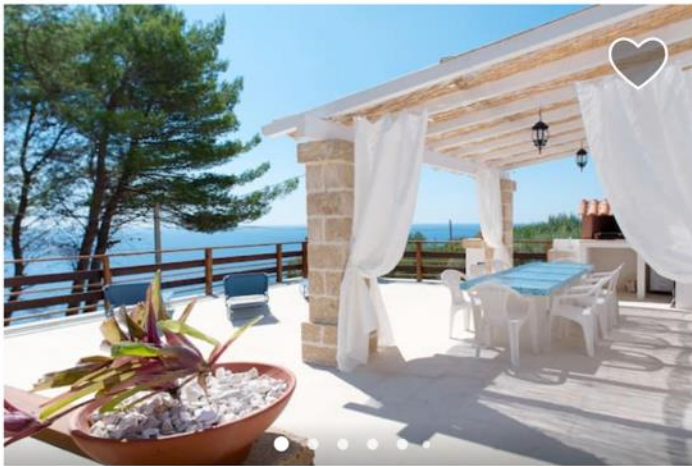
RESTAURANTS

Room type

Price range

Instant Book

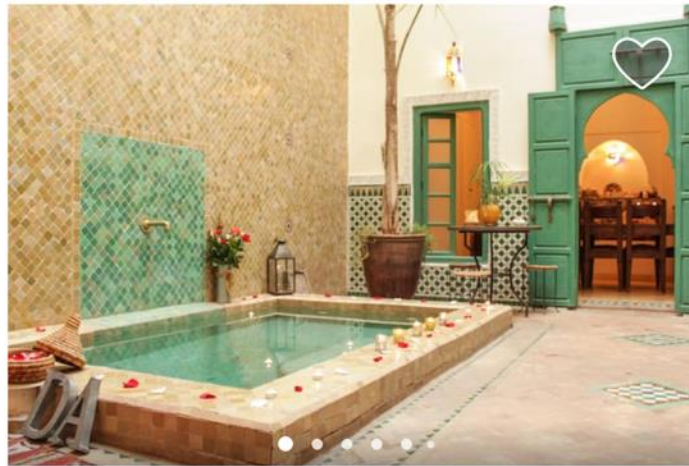
More filters



\$643 HKD La Salentina, sea, nature & relax

Entire house · 9 beds

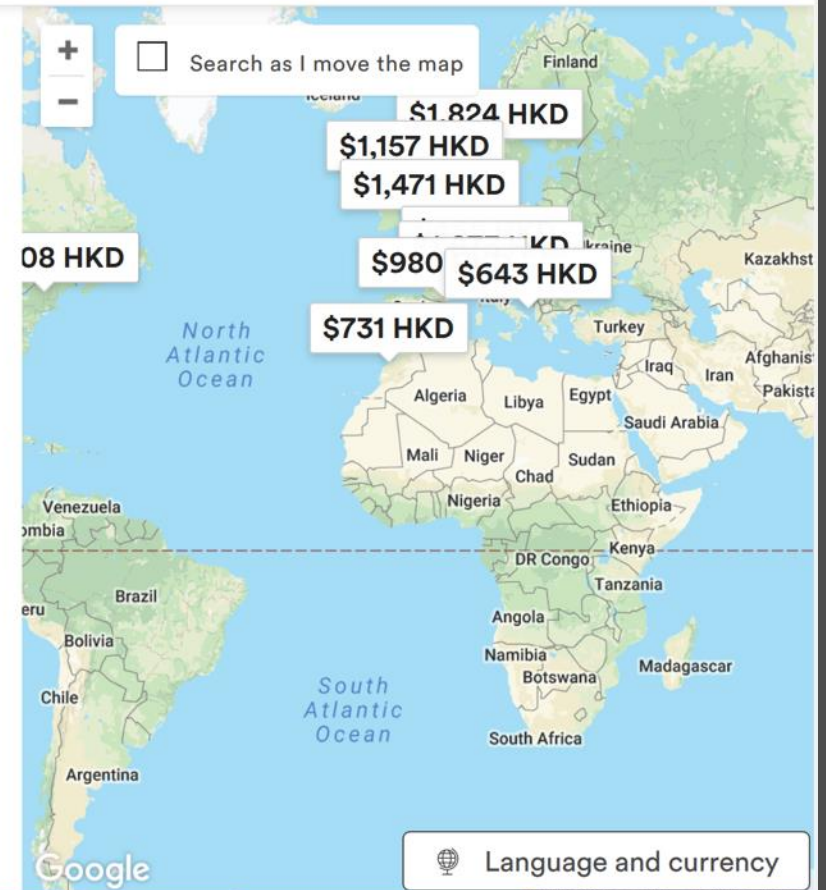
★★★★★ 97 · Superhost



\$731 HKD YOUR PRIVATE 3 BEDR. RIAD, AN EXC...

Entire house · 5 beds

★★★★★ 161 · Superhost



https://www.airbnb.com/rooms/3389298



"No words needed...loved everything!"

★★★★★ Review by GIZAMILLA

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Hotels



Things to Do



Restaurants



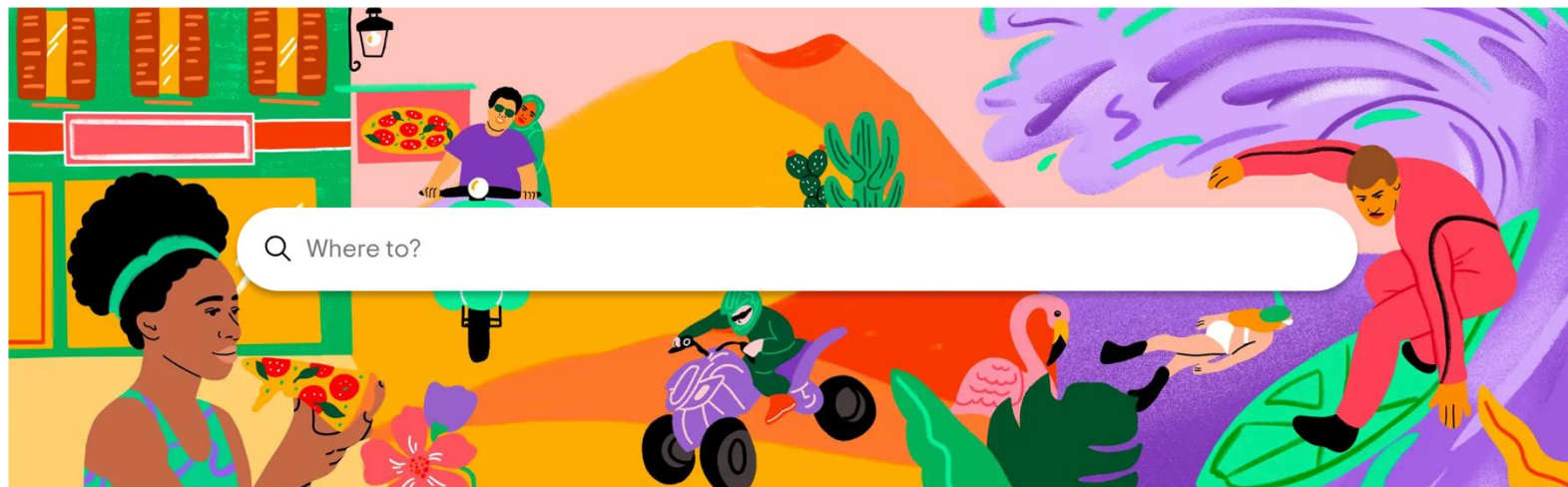
Travel Stories



Flights



More



 Where to?





Before

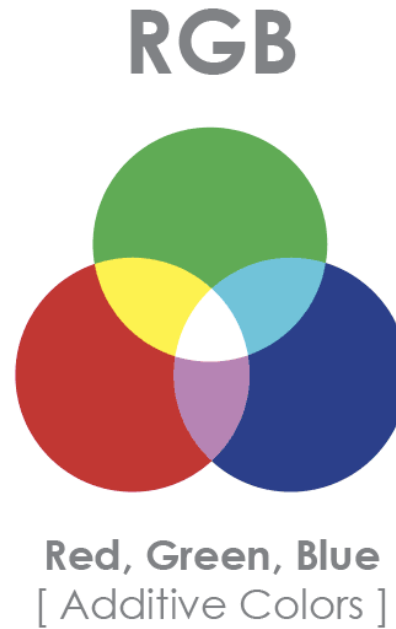


After





Colors on the web



What's the difference and
how should you supply your artwork?



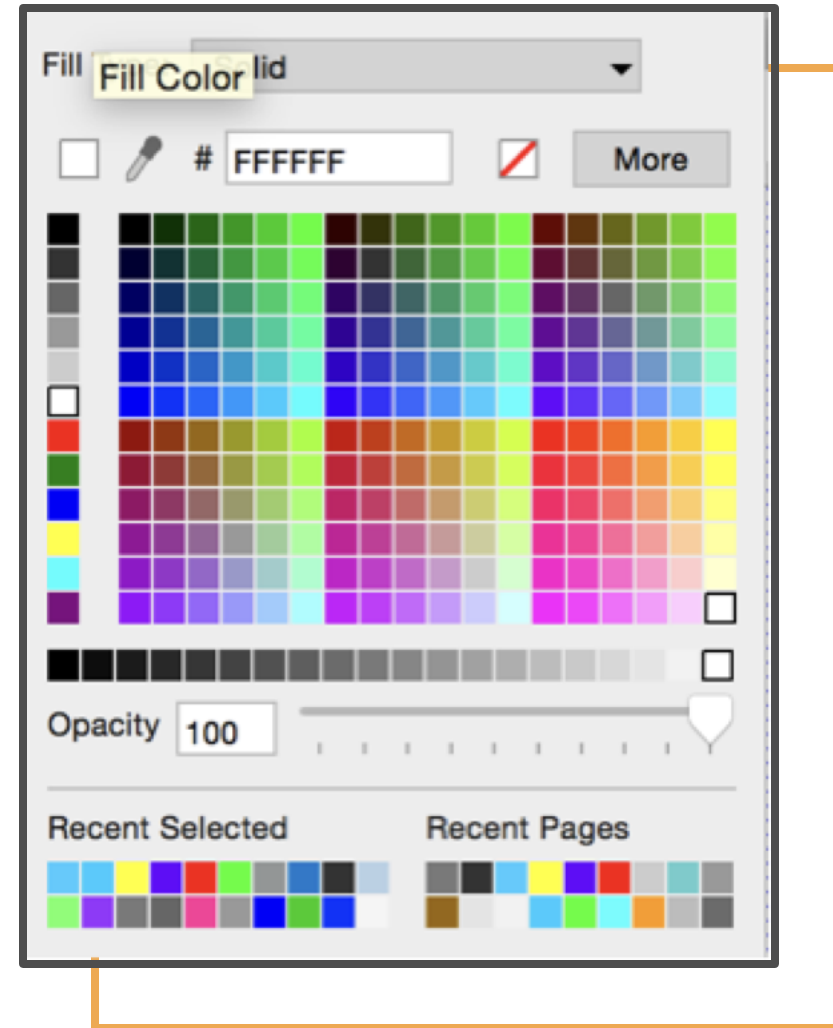
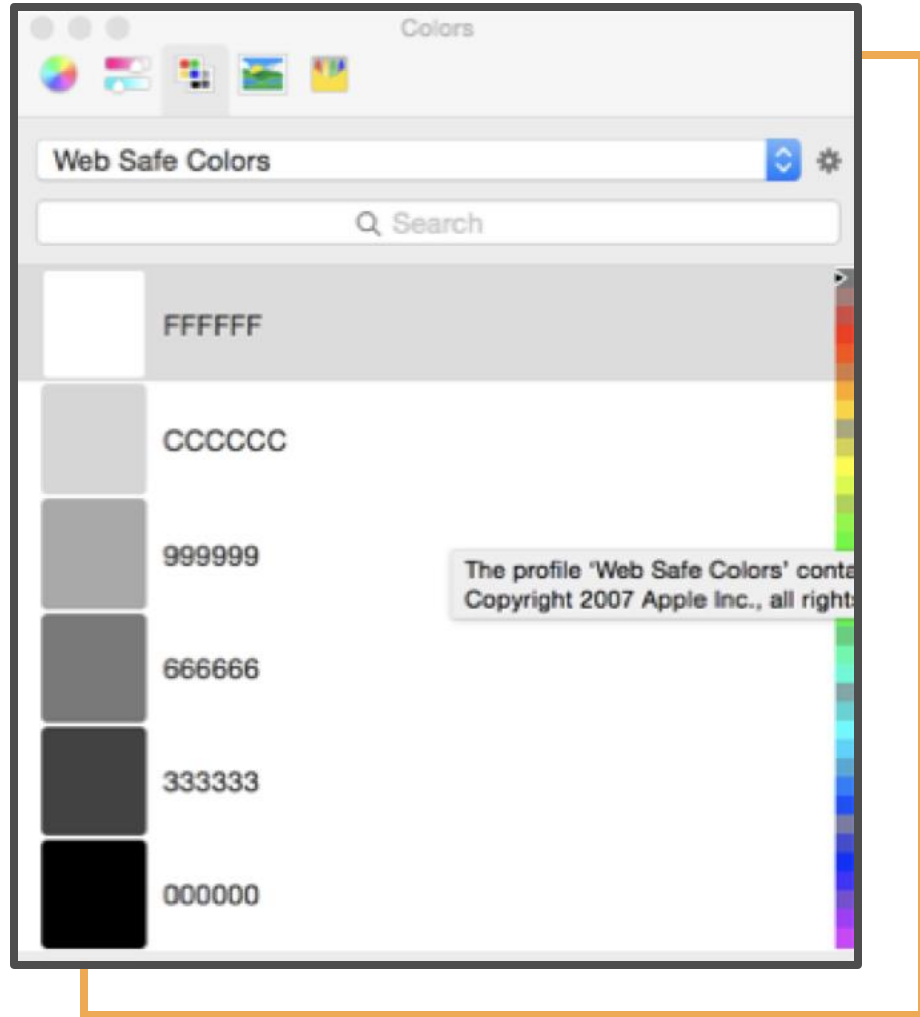


Colors on the web

- Colors in CSS are most often specified by:
 - a valid color name - like "red"
 - an RGB value - like "rgb(255, 0, 0)"
 - a HEX value - like "#ff0000"



Colors on the web





Primary colors





Secondary
colors





Tertiary colors





Monochromatic



Triads



Analogous



Complementary



Split-complements





Basic techniques for combining colors

Triad

- uses colors that are evenly spaced around the color wheel.
- tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.
- To use a triadic harmony successfully, the colors should be carefully balanced – let one color dominate and use the two others for accent.





Basic techniques for combining colors

Analogous

- use colors that are next to each other on the color wheel
- usually match well and create serene and comfortable designs.
- are often found in nature and are harmonious and pleasing to the eye.
- make sure you have enough contrast when choosing an analogous color scheme
- Choose one color to dominate, a second to support. The third color is used (along with black, white or gray) as an accent.

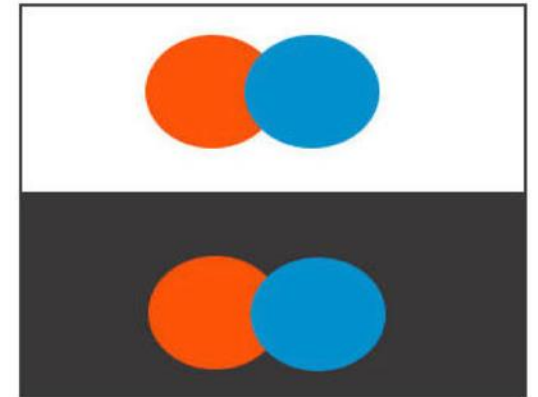




Basic techniques for combining colors

Complementary

- create a vibrant look especially when used at full saturation
- must be managed well so it is not jarring.
- tricky to use in large doses, but work well when you want something to stand out.
- are really bad for text.

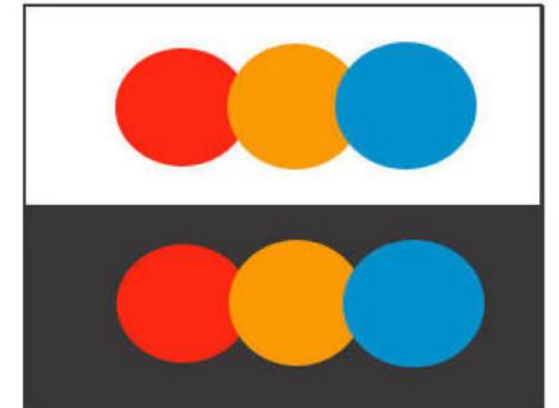




Basic techniques for combining colors

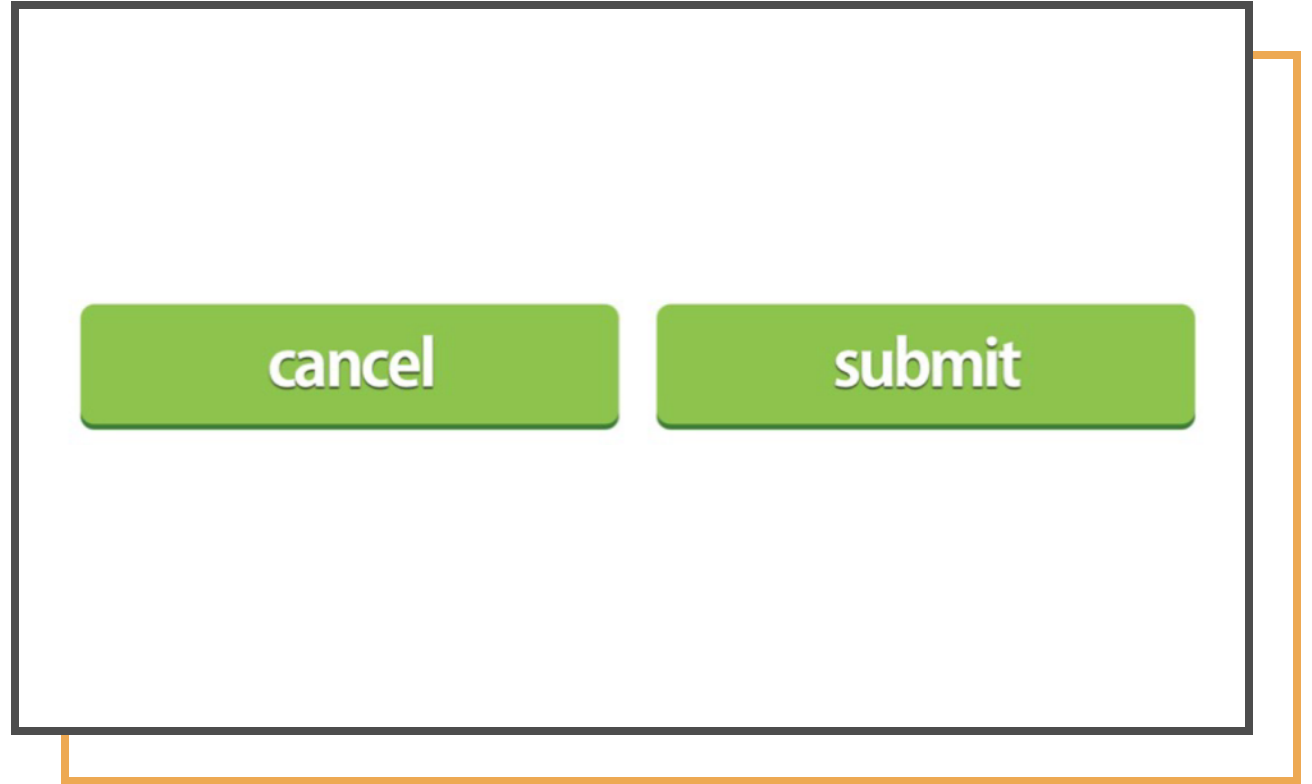
Split-Complementary

- a variation of the complementary color scheme.
- In addition to the base color, it uses the two colors adjacent to its complement.
- has the same strong visual contrast as the complementary color scheme, but has less tension.
- is often a good choice for beginners, because it is difficult to mess up.





Color and usability





Color and usability





Color and usability

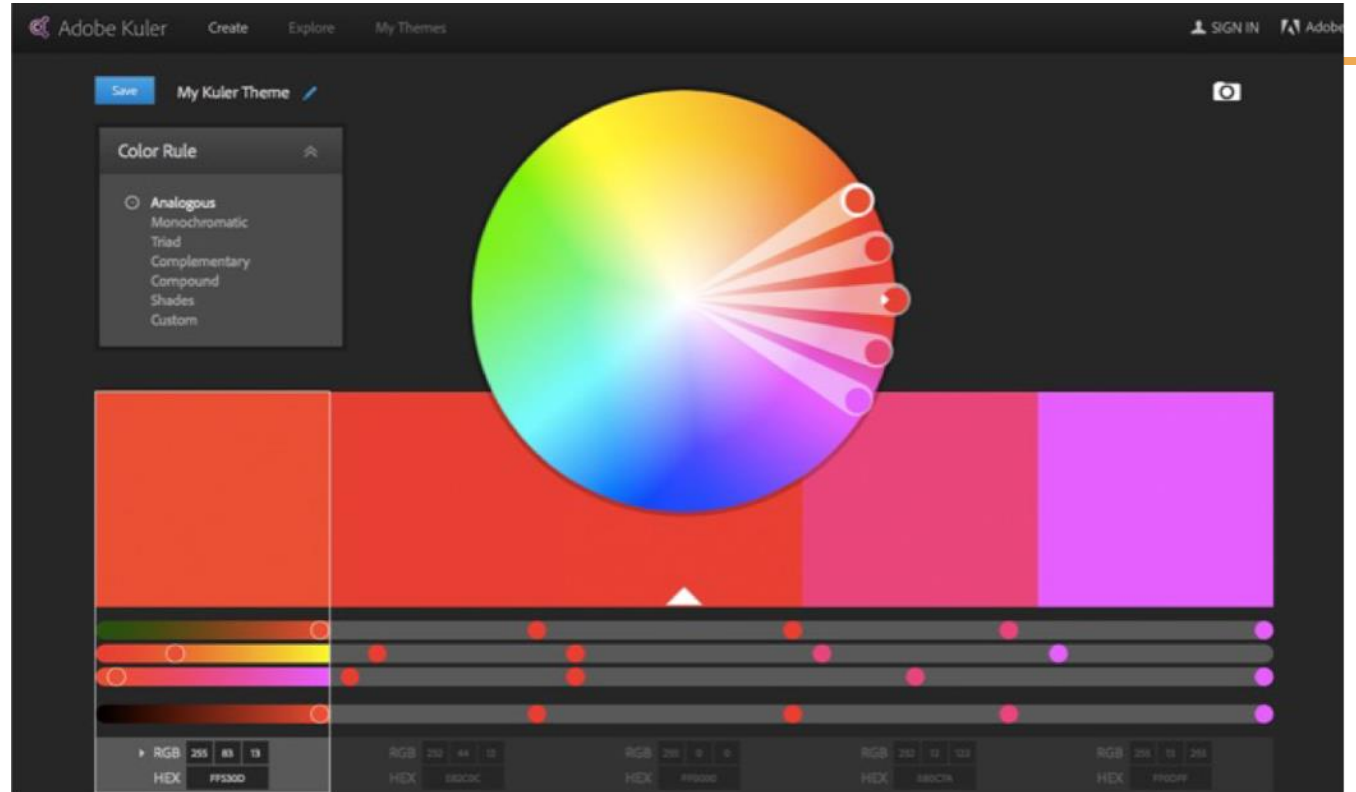
Error

Success



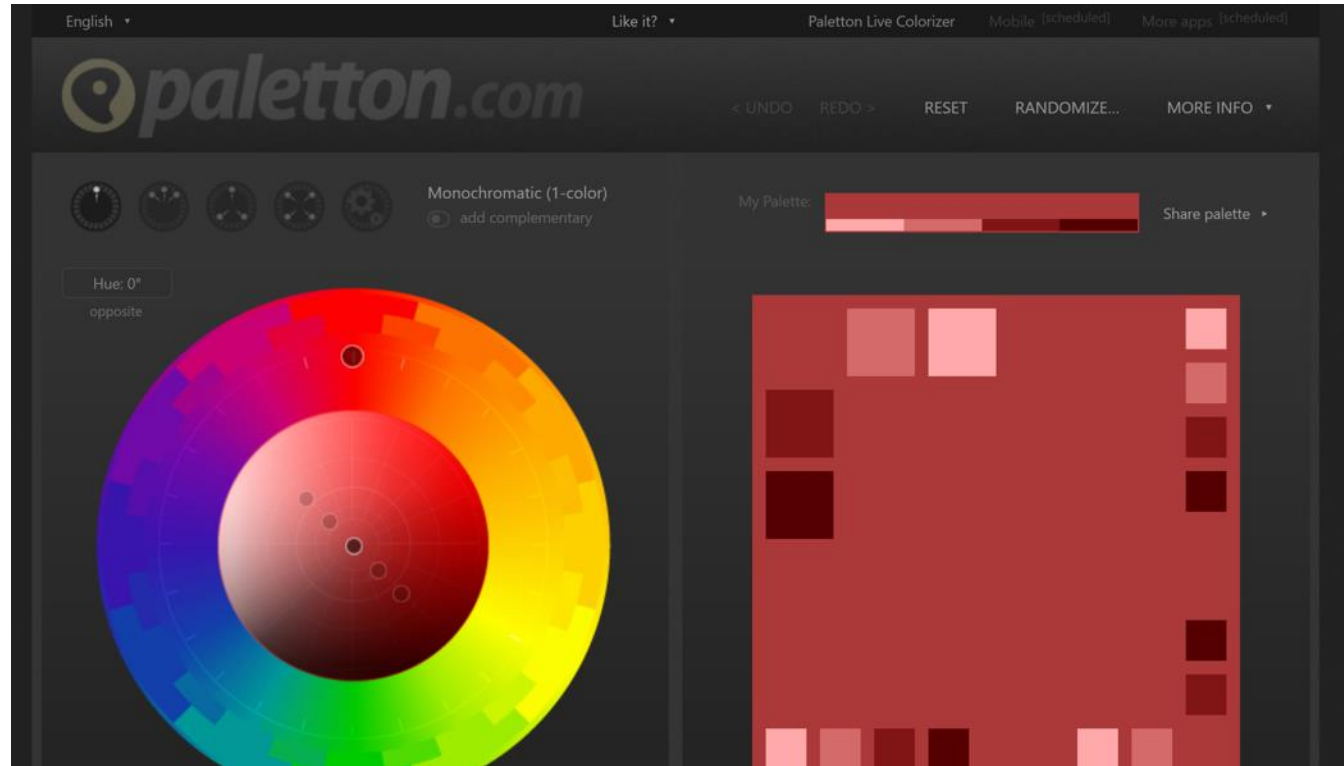
● Tool: Adobe Color

- <https://color.adobe.com>



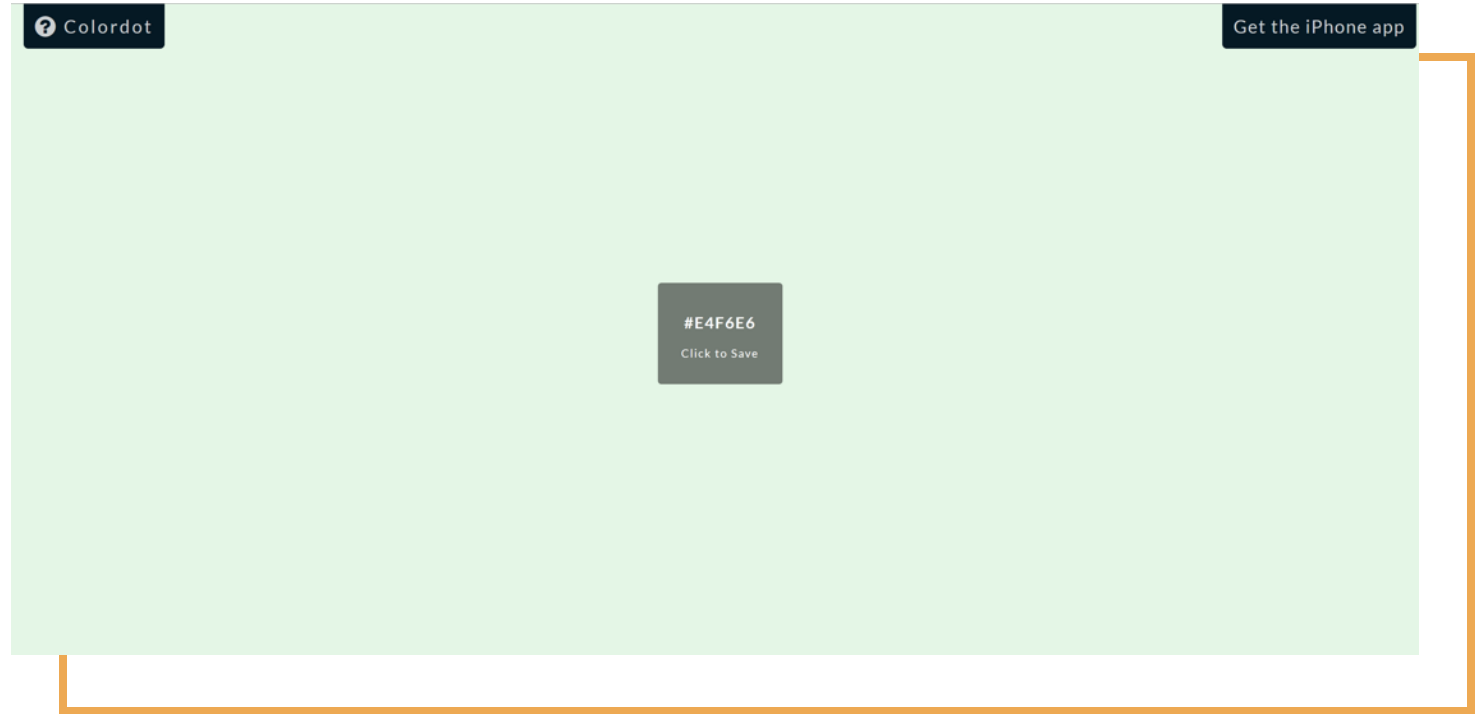
● Tool: Paletton

- <http://paletton.com/#uid=1000u0klIllaFw0g0qFqFg0w0aF>



● Tool: Colordot

- <https://color.hailpixel.com/>



● Tool: Colourcode

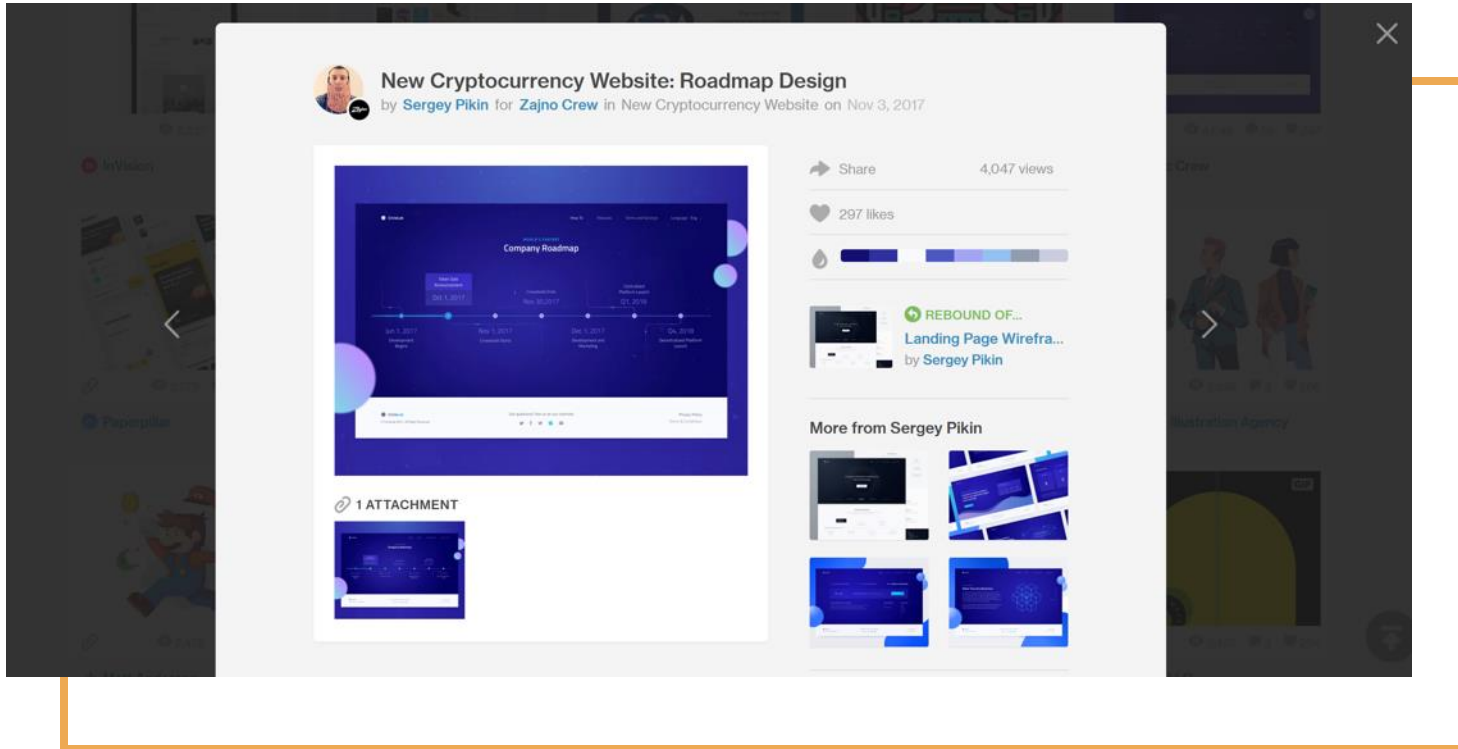
- <http://www.colourco.de/>

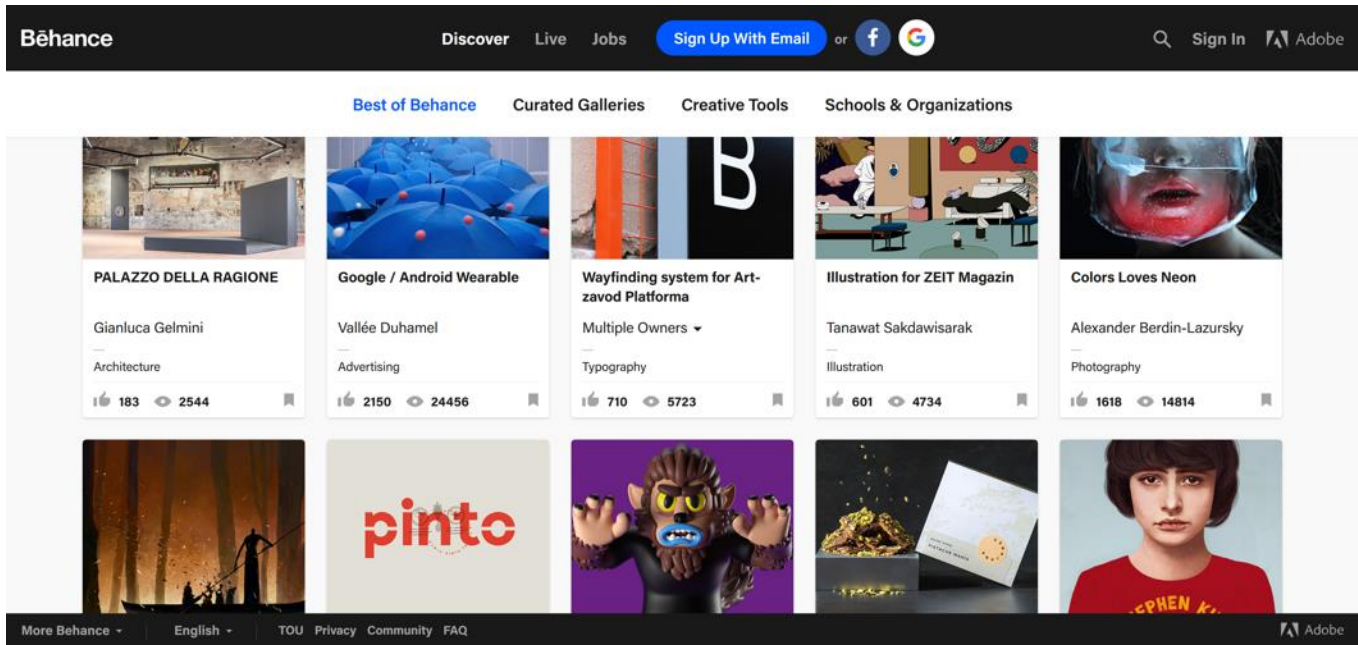




Get inspirations from...

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Get inspirations from...

- <https://www.behance.net/>





Revisiting web UX/UI process





Remember we
have...

Group project



● Building your online business

- Design and create a commercial homepage
 - at least 10 webpages
 - Objective: to extend the internet business or to start a new business model from an existing or startup company
 - Do justify the reasons why you want to start internet business model for the company
- Get into a group
- Deadline: Nov 27 7pm



● Your project will be assessed by:

Website
planning

20%

Ideation &
research

20%

Site usability

20%

Marketability

20%

Effectiveness

20%



● Your project will be assessed by:

Website Planning (20%): Planning of the website's structure, content, and use cases to ensure that the website could support support findability of desired information and functionality.

Ideation & Research (20%): Thorough research of users' needs and painpoints. Generation and validation of ideas by the methods of prototyping and user testing.

Site Usability (20%): Design of the site's interface to make sure that users find it intuitive to use the website without much learning.

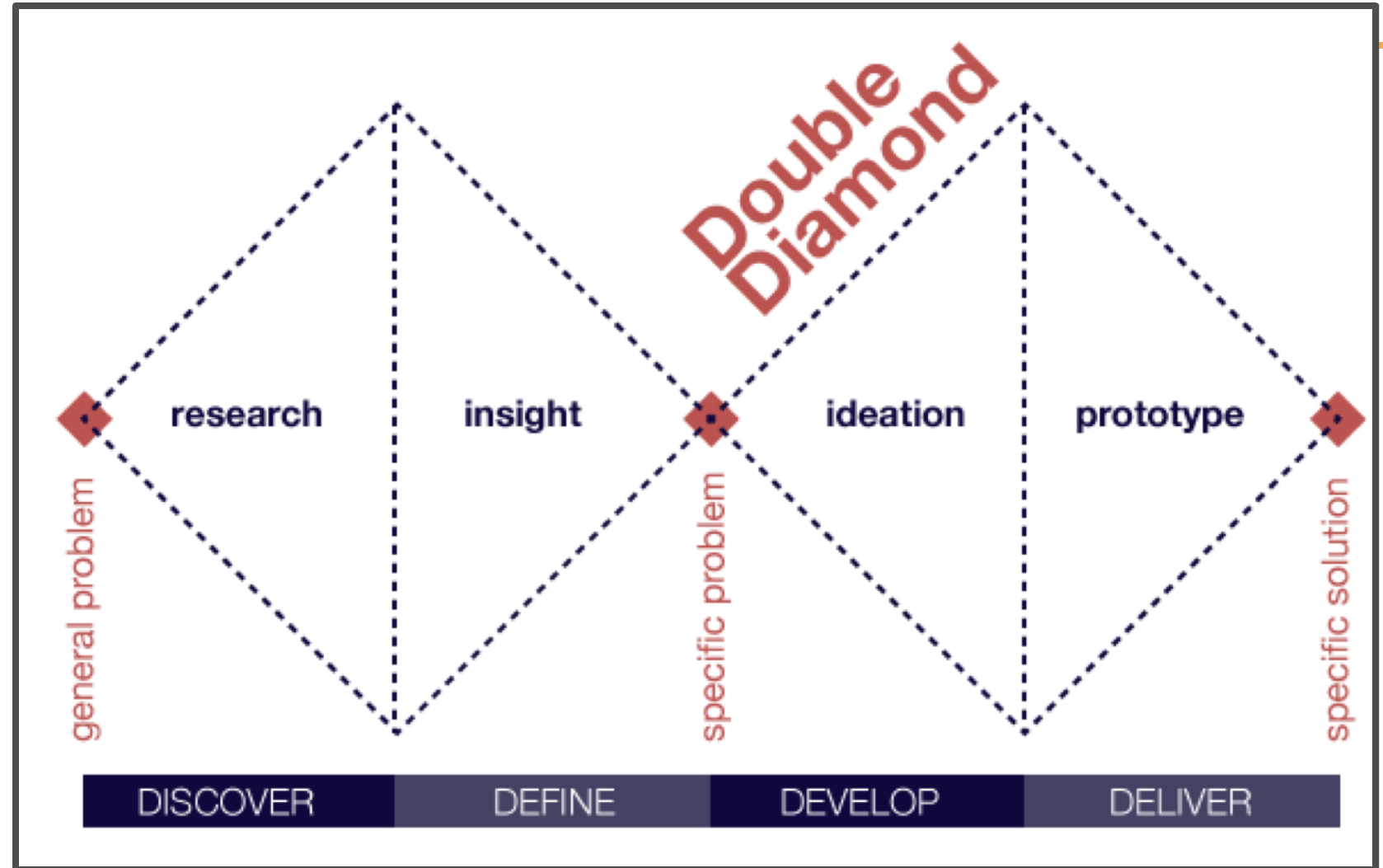
Marketability (20%): The potential of your product find it market fit with the consideration of competitors and the product's profitability.

Effectiveness (20%): The effectiveness of the product in meeting the target users' expectations and needs.





Remember
to follow
this





Here is the list

...

- User research
- Identify user groups
- Define users' problem statements
- Use case, user scenario, user flow and sitemap
- Prototype
- Test your prototype
- Iterate





Make sure
that you
love it

And your
users love it
too





Hope you enjoy
the workshop

and don't forget
your homework





I appreciate your feedback!!!

- Send it to gordonlee.cityu@gmail.com
- Or leave it on <https://gordolee.wixsite.com/internetcomm>

Hope to see you soon!!!

