

# Internet and Web Principal

Week 13

**Designing UI**

# Content

1. Start with Content
2. All about design
3. User interface and layout tools
4. Using Figma

# Start with Content

Anyone with the title "web designer" should be aware that everything we do serves to help the process of delivering material, messages, or functionality to our users. Furthermore, strong writing may help us develop more effective user interfaces, from button labels to error messages.

Of course, someone has to generate and manage all of that content—don't underestimate the resources necessary to do so properly. Good writers and editors are essential members of the team. In addition, two content-related experts in modern web development need your attention: the Information Architect (IA) and the Content Strategist.

# Start with Content

## Information architecture

An Information Architect (also known as an Information Designer) arranges material logically and for easy access. They may be in charge of search functionality, site diagrams, and the organization of material and data on the server. Information architecture is inextricably linked to user experience (UX) and user interface design (UI), as well as content management. If you enjoy organizing and are fascinated by taxonomies, information architecture may be the career for you.

# Start with Content

## Content Strategy

The site cannot be entirely effective if the material is incorrect. A Content Strategist ensures that all language on a website, from extended explanatory text to button labels, matches the organization's brand identity and marketing goals. Content strategy may also include large-scale data modelling and content management, such as planning for content reuse and updating schedules. Their duties may also involve determining how the organization's message is portrayed on social media.

# All About Design

## User Experience, Interaction, and User Interface design

Often, when we think of design, we think about how something looks. On the web, the first matter of business is designing how the site works. Before you pick colors and fonts, it is important to identify the site's goals, how it will be used, and how visitors move through it. These tasks fall under the disciplines of User Experience (UX) design, Interaction Design (IxD), and User Interface (UI) design. There is a lot of overlap between these responsibilities, and it is not uncommon for one person or team to handle all three.

# All About Design

The User Experience designer takes a holistic view of the design process— ensuring the entire experience with the site is favorable. UX design is based on a solid understanding of users and their needs based on observations and interviews. According to Donald Norman (who coined the term), UX design includes “all aspects of the user’s interaction with the product: how it is perceived, learned, and used.” For a website or application, that includes the visual design, the user interface, the quality and message of the content, and even the overall site performance. The experience must be in line with the organization’s brand and business goals in order to be successful.

# All About Design

The goal of the Interaction Designer is to make the site as easy, efficient, and delightful to use as possible. Closely related to interaction design is User Interface design, which tends to be more narrowly focused on the functional organization of the page as well as the specific tools (buttons, links, menus, and so on) that users use to navigate content or accomplish tasks.

# All About Design

## User research and testing reports

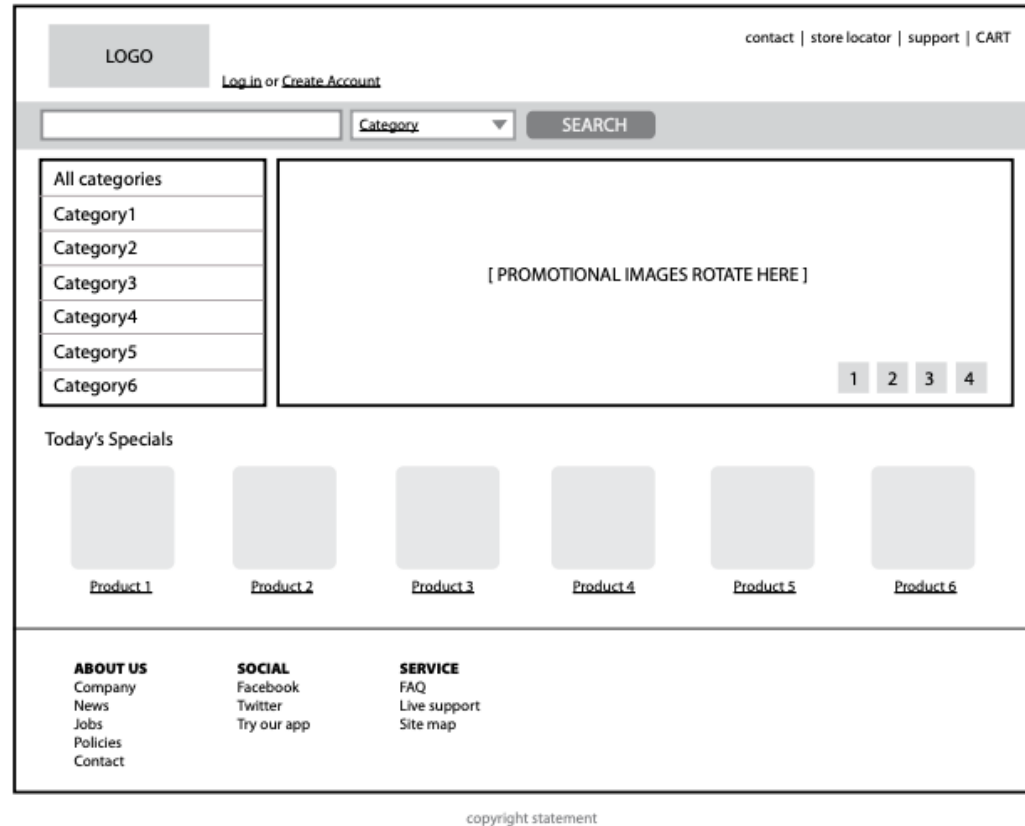
Understanding the needs, desires, and limitations of users is central to the success of the design of the site or web application. The approach of designing around the user's needs is referred to as User-Centered Design (UCD), and it is central to contemporary web design. Site designs often begin with user research, including interviews and observations, in order to gain a better understanding of how the site can solve problems or how it will be used. It is typical for designers to do a round of user testing at each phase of the design process to ensure the usability of their designs. If users are having a hard time figuring out where to find content or how to move to the next step in a process, then it's back to the drawing board.

# All About Design

## Wireframe diagrams

A wireframe diagram shows the structure of a web page using only out-lines for each content type and widget (FIGURE 1-1). The purpose of a wireframe diagram is to indicate how the screen real estate is divided and where functionality and content such as navigation, search boxes, form elements, and so on, are placed. Colors, fonts, and other visual identity elements are deliberately omitted so as not to distract from the structure of the page. These diagrams are usually annotated with instructions for how things should work so the development team knows what to build.

# All About Design



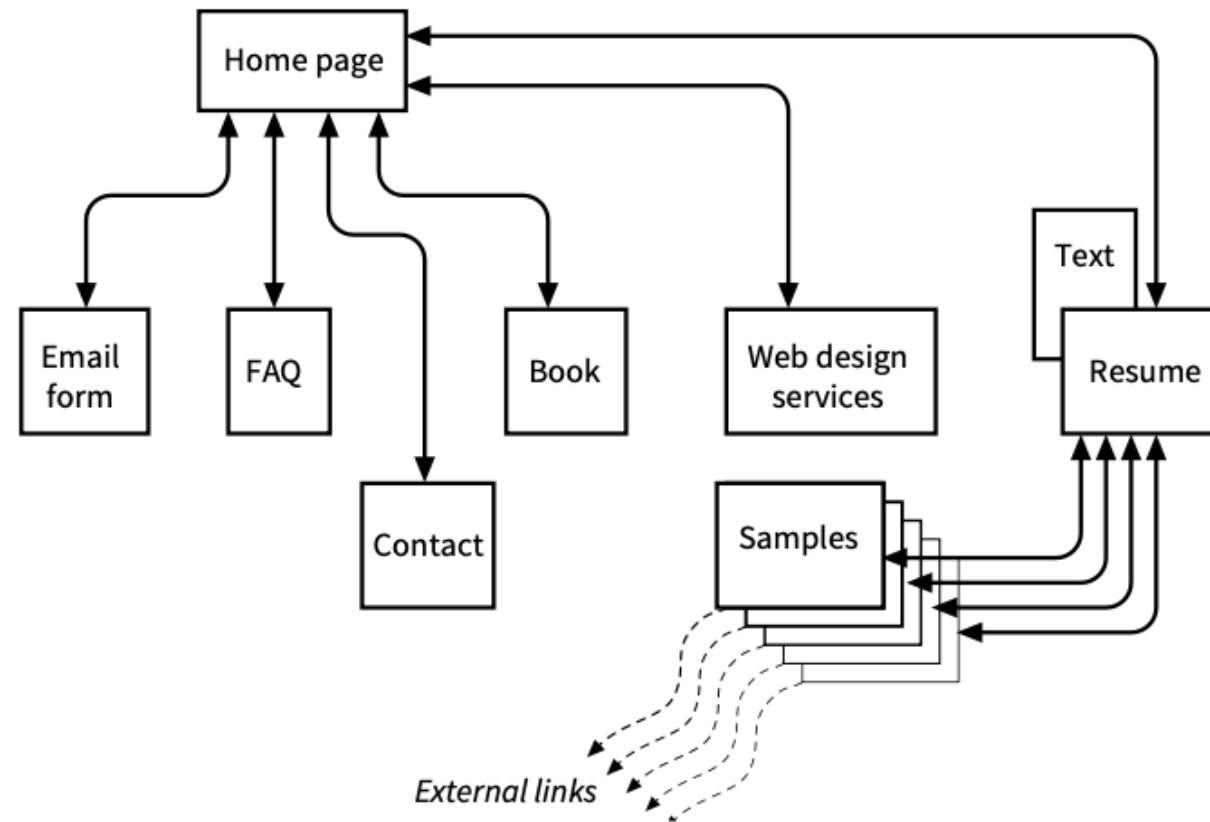
**FIGURE 1-1.** Wireframe diagram.

# All About Design

## Site diagram

A site diagram indicates the structure of the site as a whole and how individual pages relate to one another. FIGURE 1-2 shows a very simple site diagram. Some site diagrams fill entire walls!

# All About Design



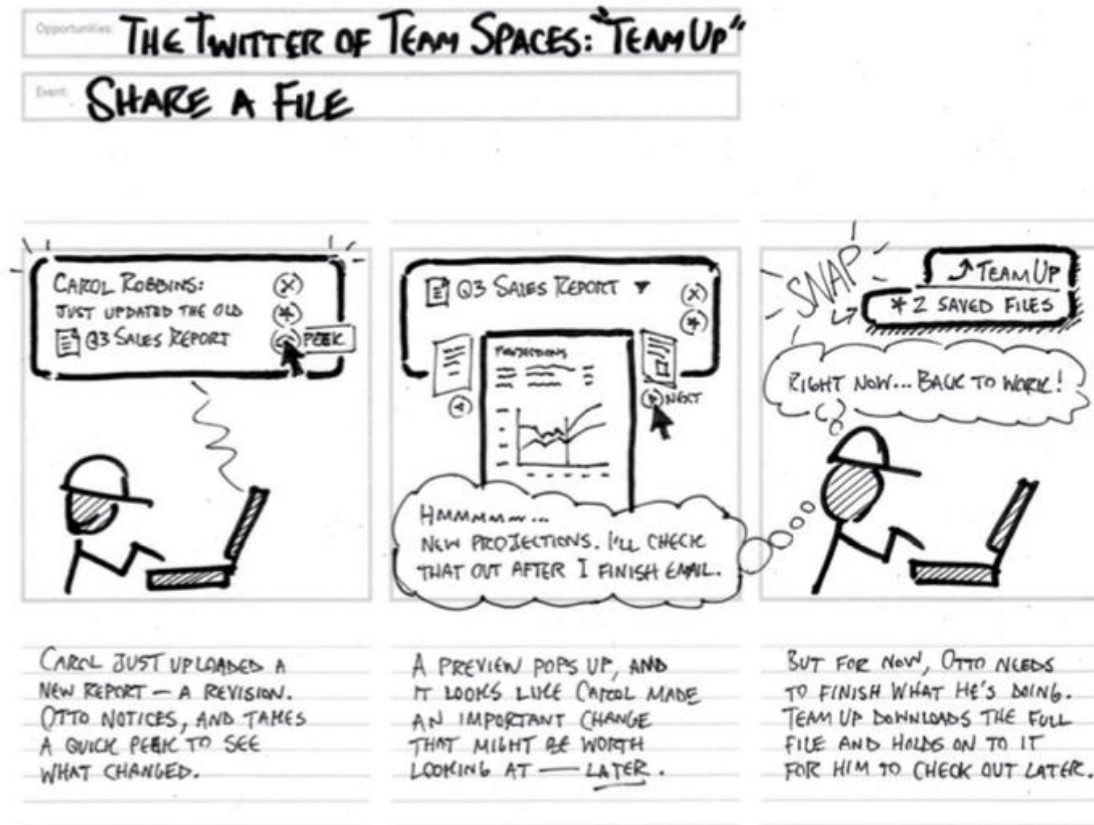
**FIGURE 1-2.** A simple site diagram.

# All About Design

## Storyboards and user flow charts

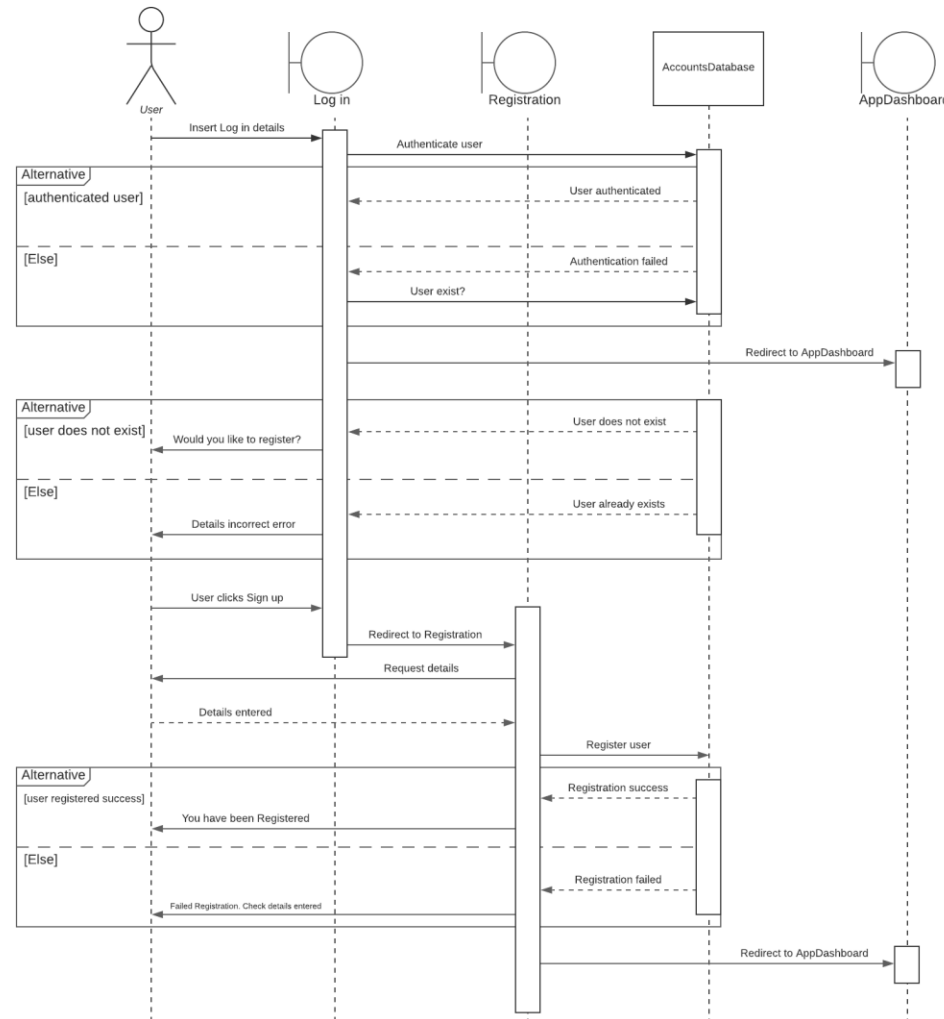
A storyboard traces the path through a site or application from the point of view of a typical user (a persona in UX lingo). It usually includes a script and “scenes” consisting of screen views or the user interacting with the screen. The storyboard aims to demonstrate the steps it takes to accomplish tasks, outlines possible options, and also introduces some standard page types. FIGURE 1-3 shows a simple storyboard. A user flow chart is another method for showing how the parts of a site or application are connected, but it tends to focus on technical details rather than telling a story. For example, “when the user does this, it triggers that function on the server.” It is common for designers to create a user flow chart for the steps in a process such as member registration or online payments.

# All About Design



**FIGURE 1-3.** A typical storyboard (courtesy of Adaptive Path and Brandon Schauer).

# All About Design



# User Interface and layout tools

## User interface and layout tools

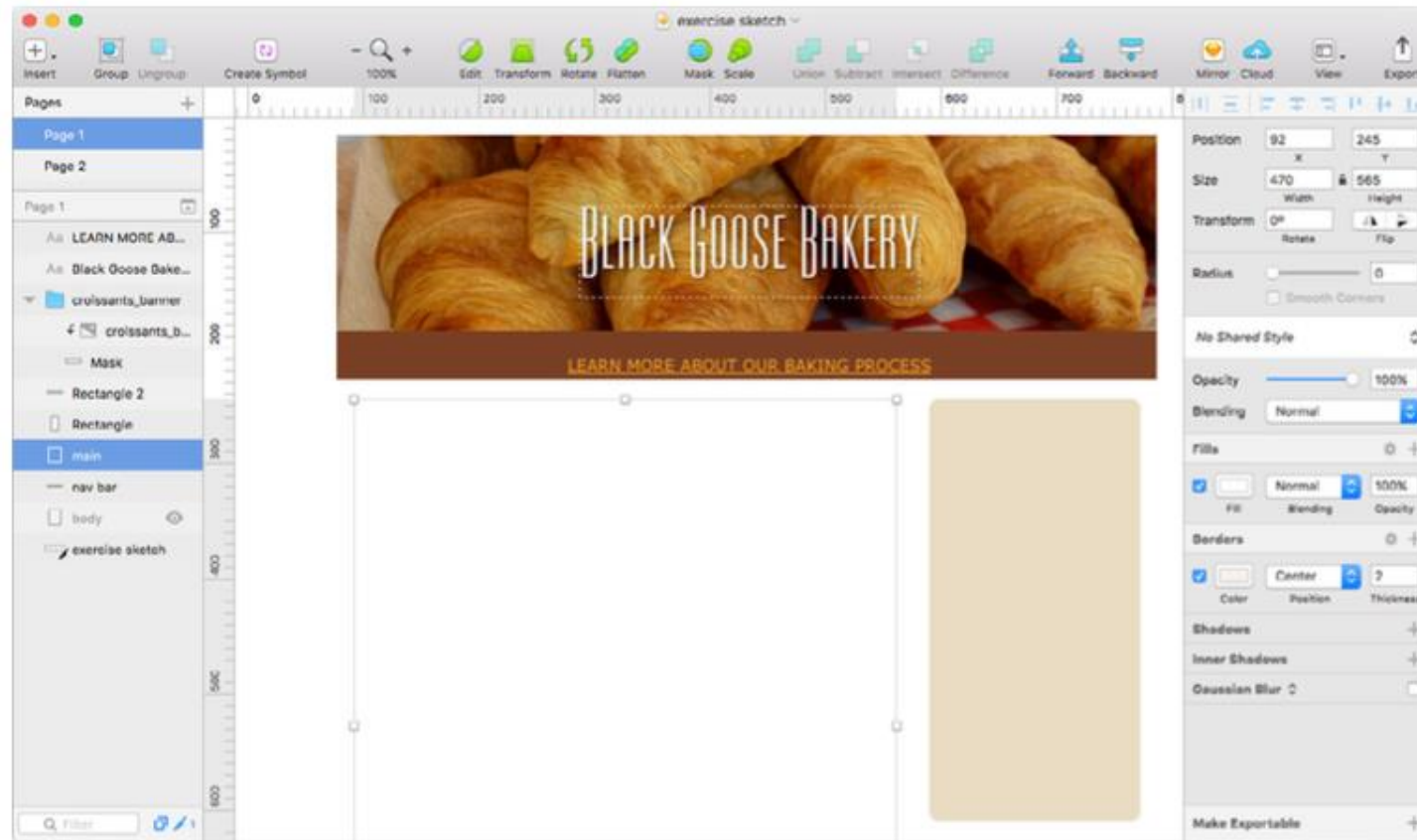
There is a new breed of interface design tools made specifically for websites and other applications. Because they have been designed from scratch with interface design in mind, they seem to anticipate a web designer's every need. Interface design tools make it easy to design multiple layouts (such as layouts at various screen sizes) as well as export images and code for use in production. Some allow basic interactivity such as clicks and swipes, so your mockups can be shared online and used for basic interface testing.

# User Interface and layout tools

Sketch ([sketchapp.com](https://sketchapp.com), Mac only), shown in FIGURE 1-7, Other options include the following:

- Affinity Designer ([affinity.serif.com/en-us/designer/](https://affinity.serif.com/en-us/designer/))
- Adobe XD ([www.adobe.com/products/xd.html](https://www.adobe.com/products/xd.html))
- Figma ([figma.com](https://figma.com))
- UXPin ([uxpin.com](https://uxpin.com))

# User Interface and layout tools





**FIGURE 1-7.** Sketch (Mac only) is an example of an interface design tool.

# Using Figma

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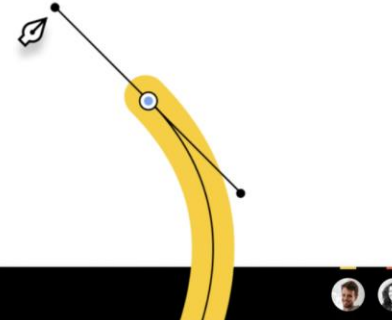


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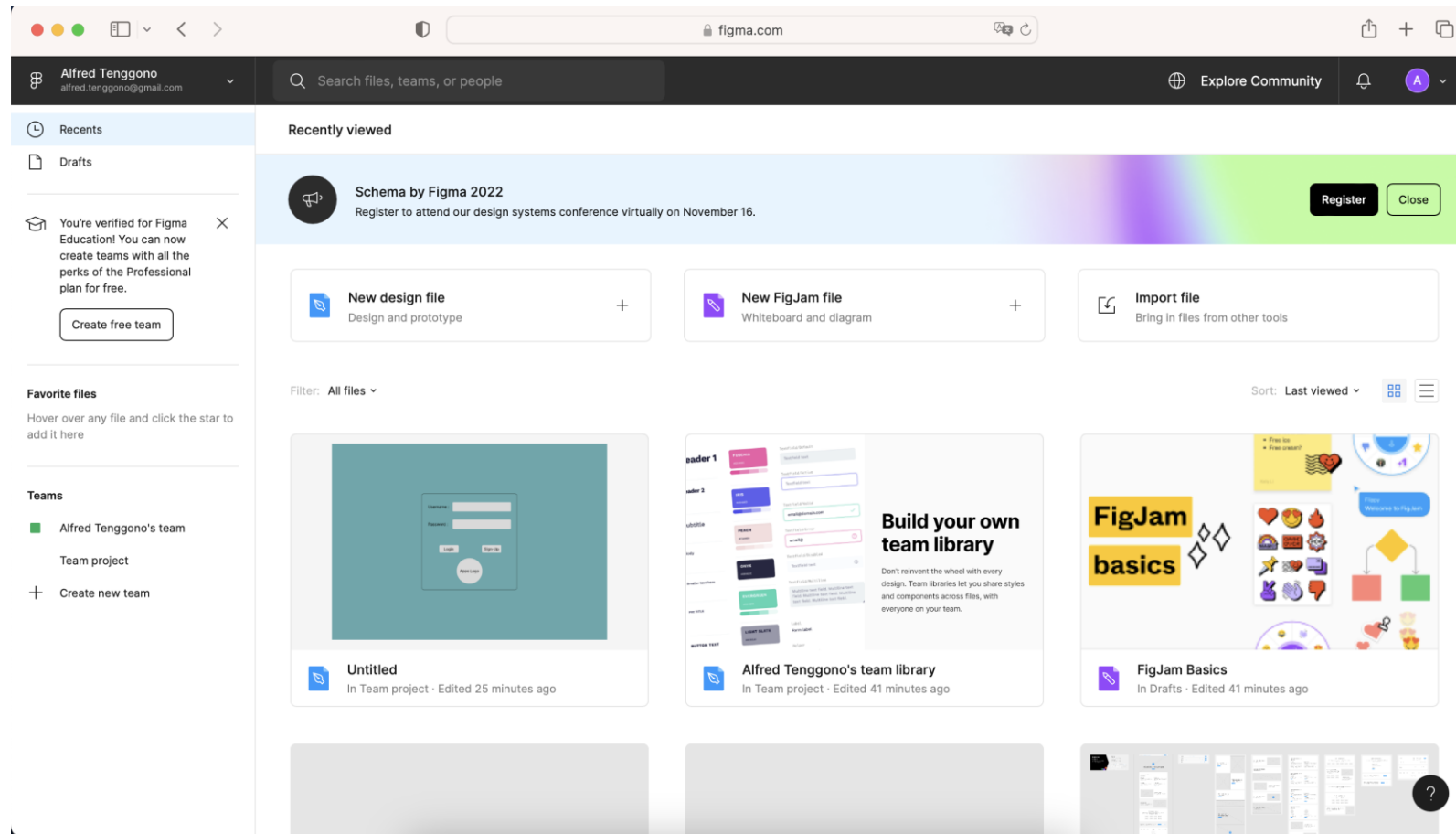
≡ ▸ # ○ ✎ T ◻ Design

# Using Figma

## Getting Started

# Using Figma

## Figma user page



# Using Figma

## Figma for Education

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# Using Figma

## Figma for Education

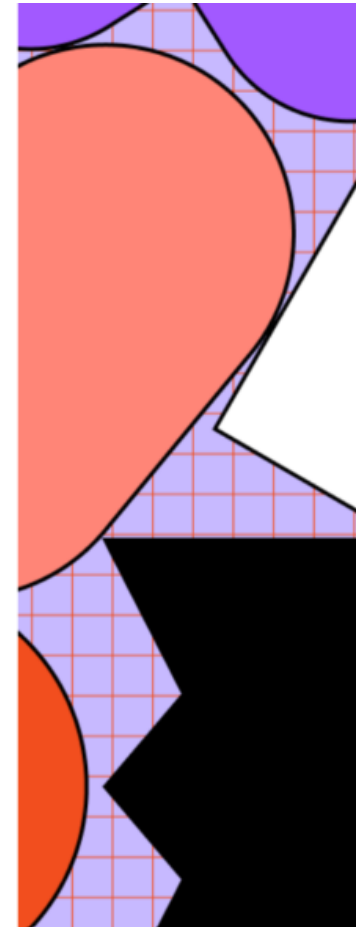
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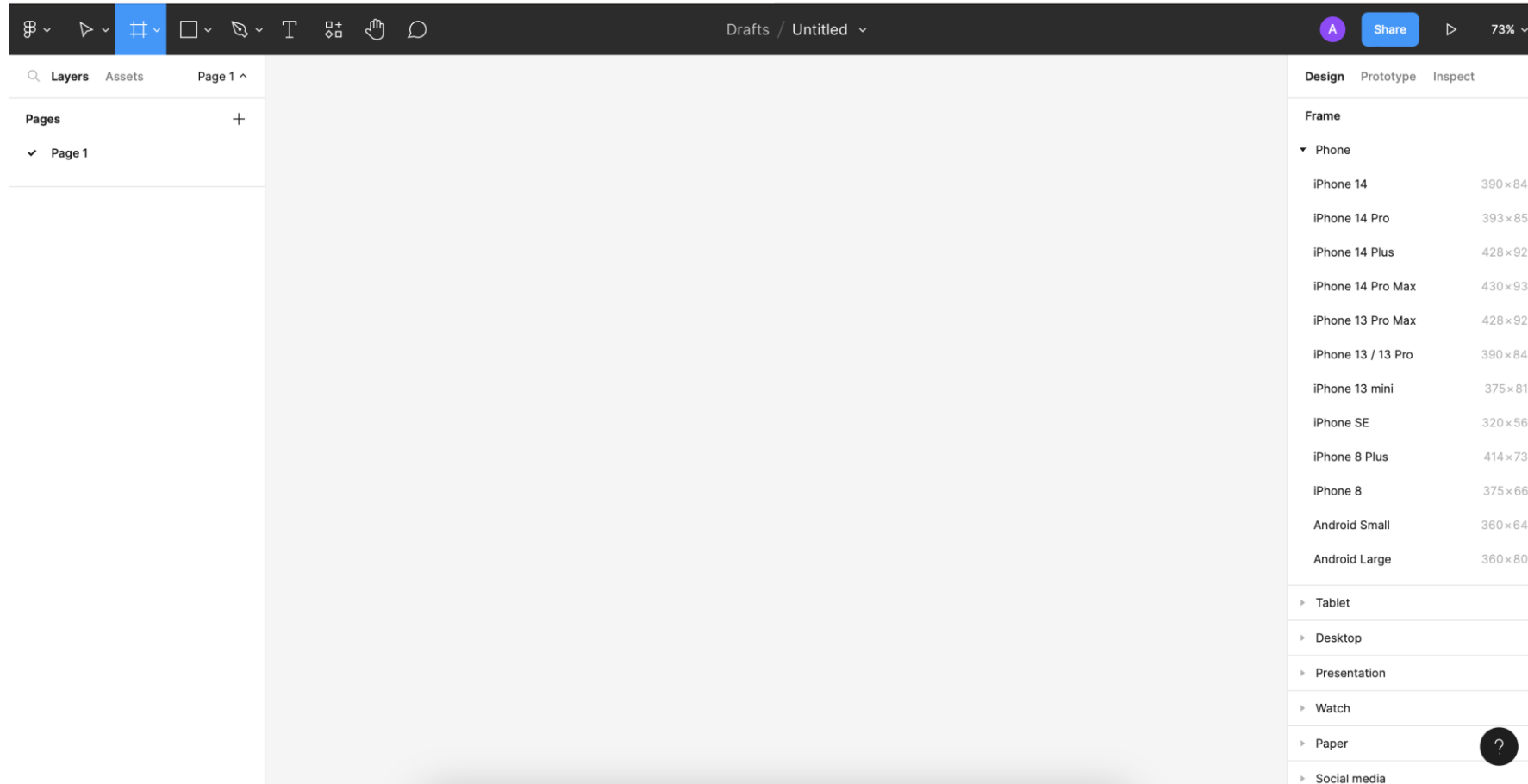
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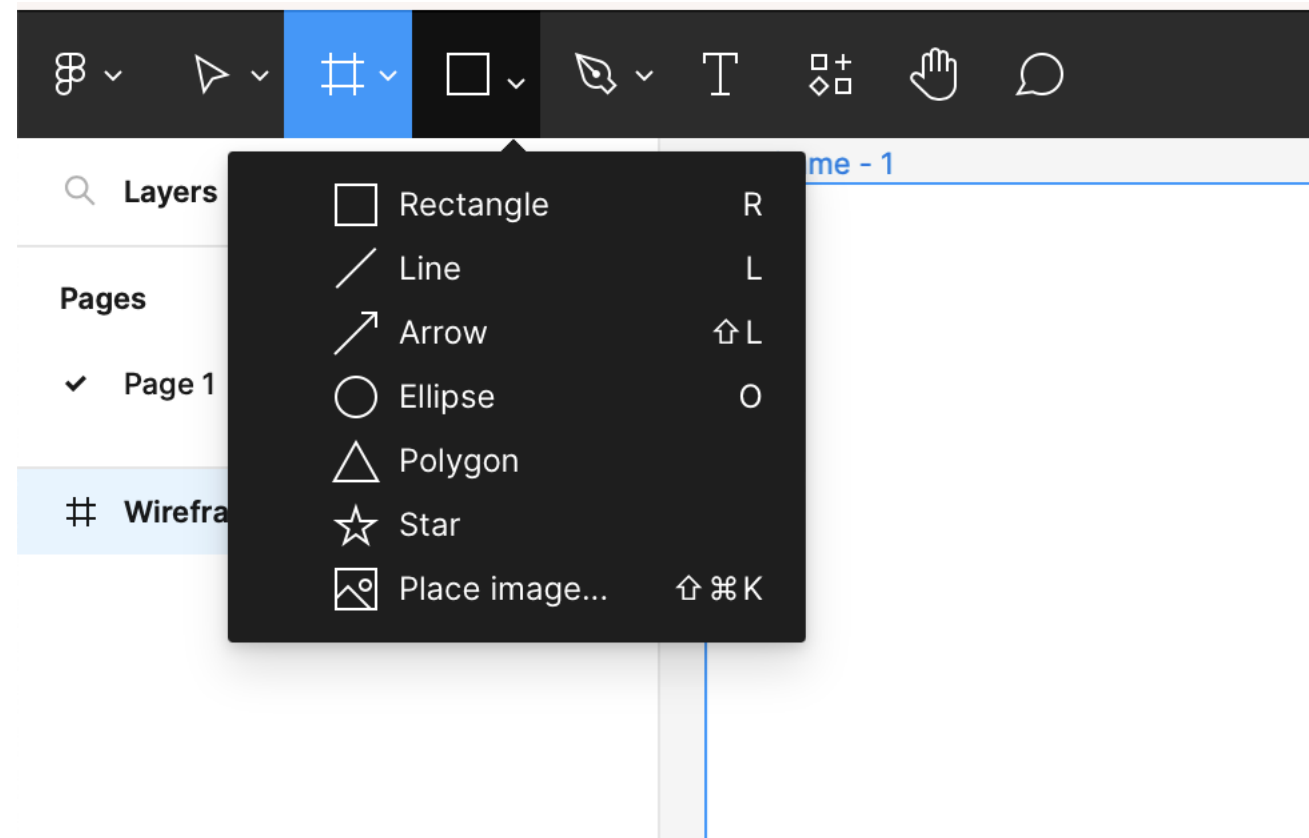
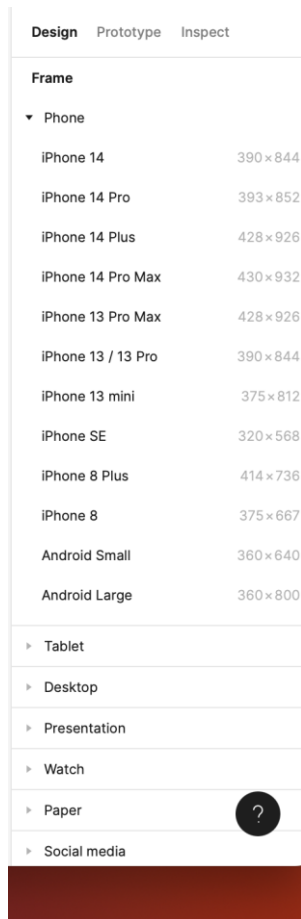
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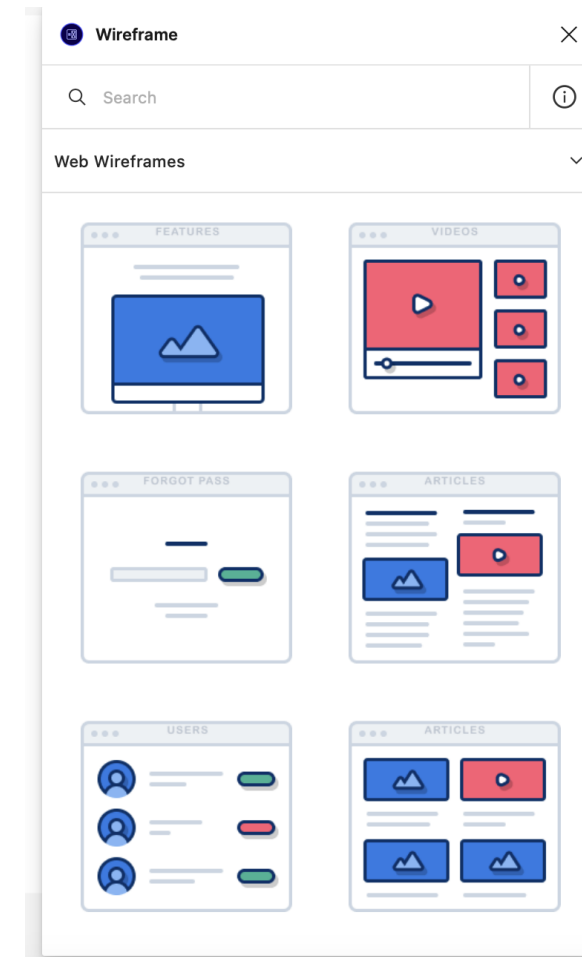
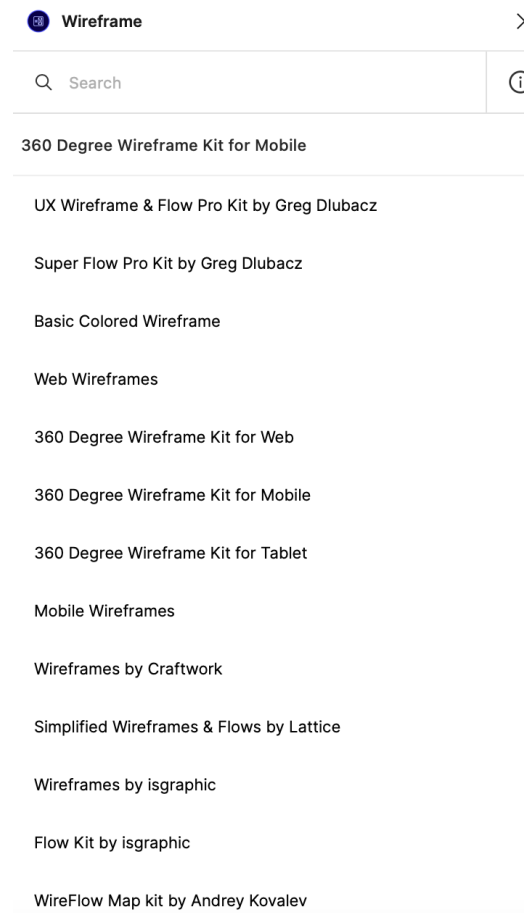
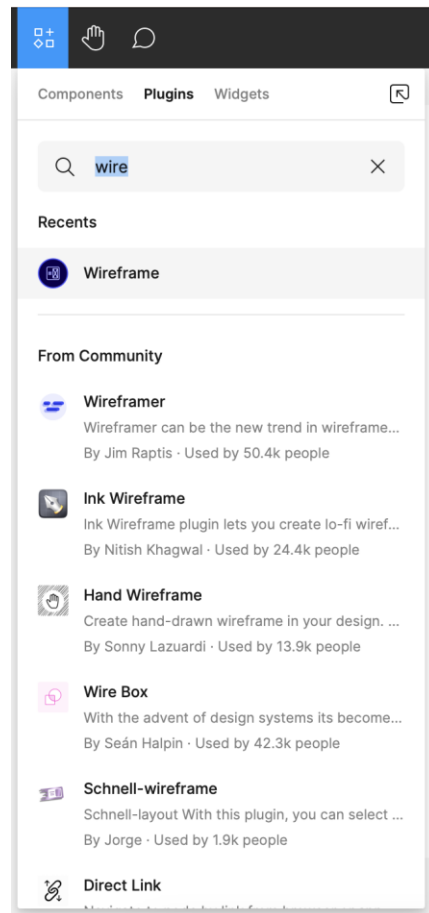
# Using Figma



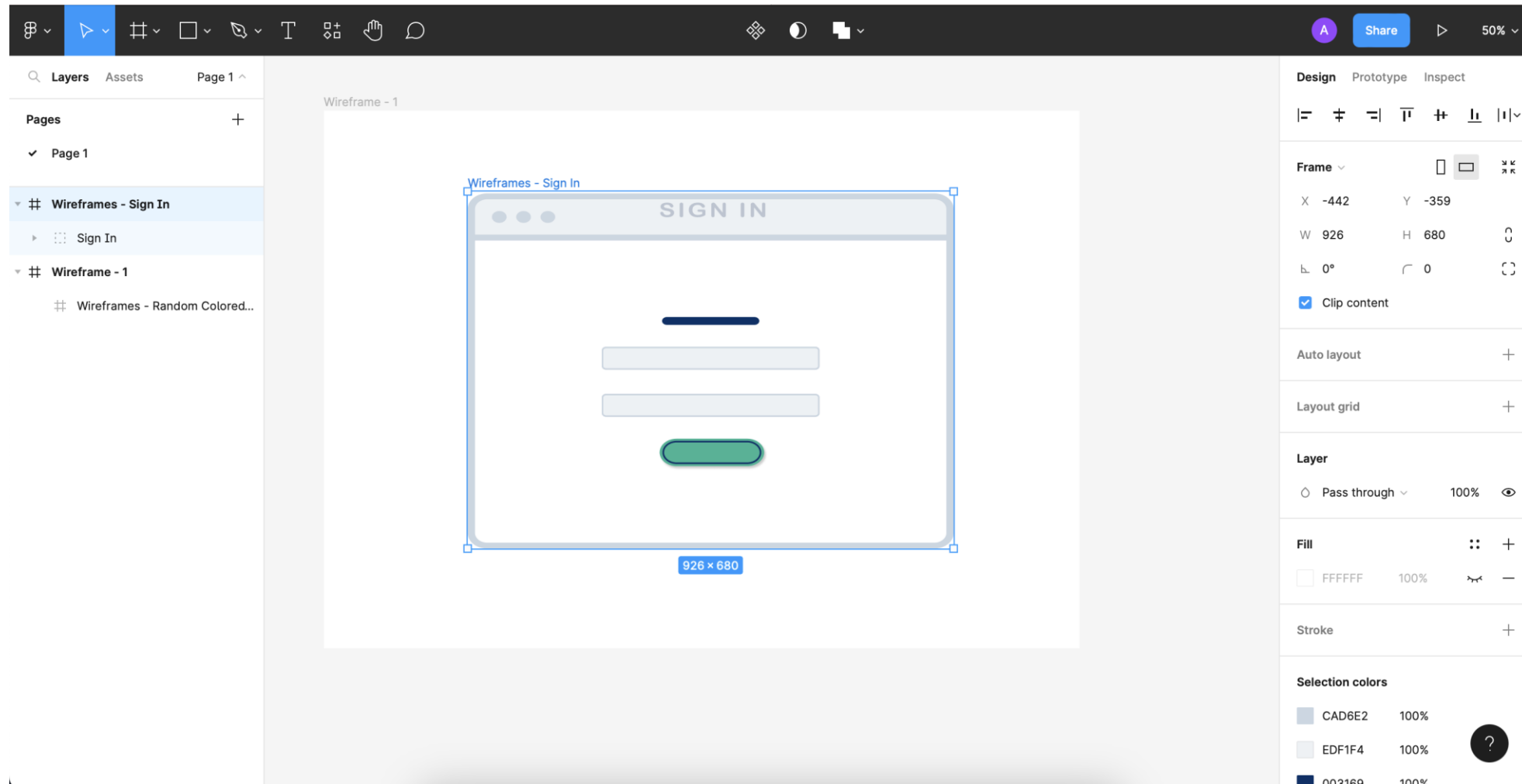
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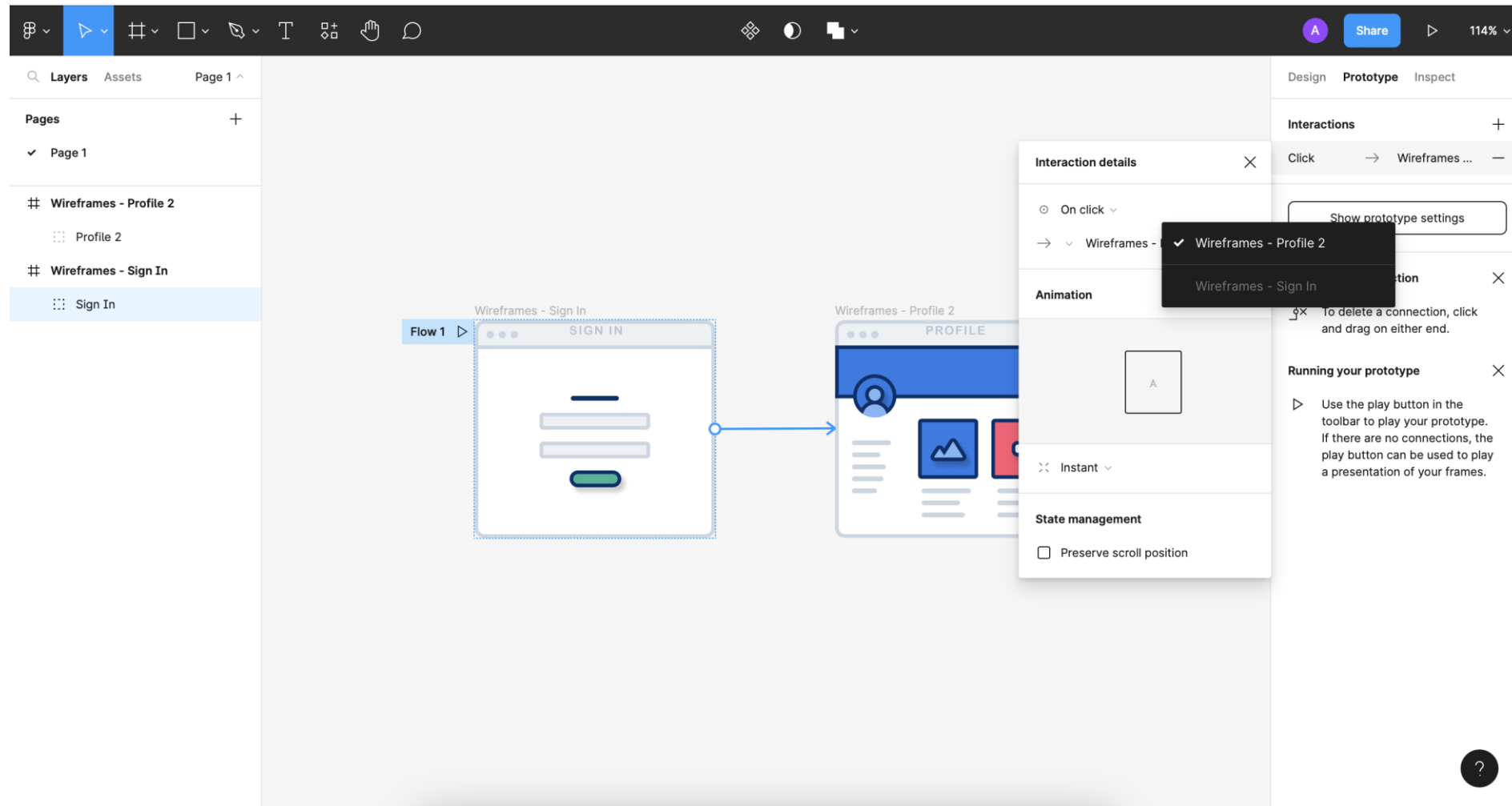
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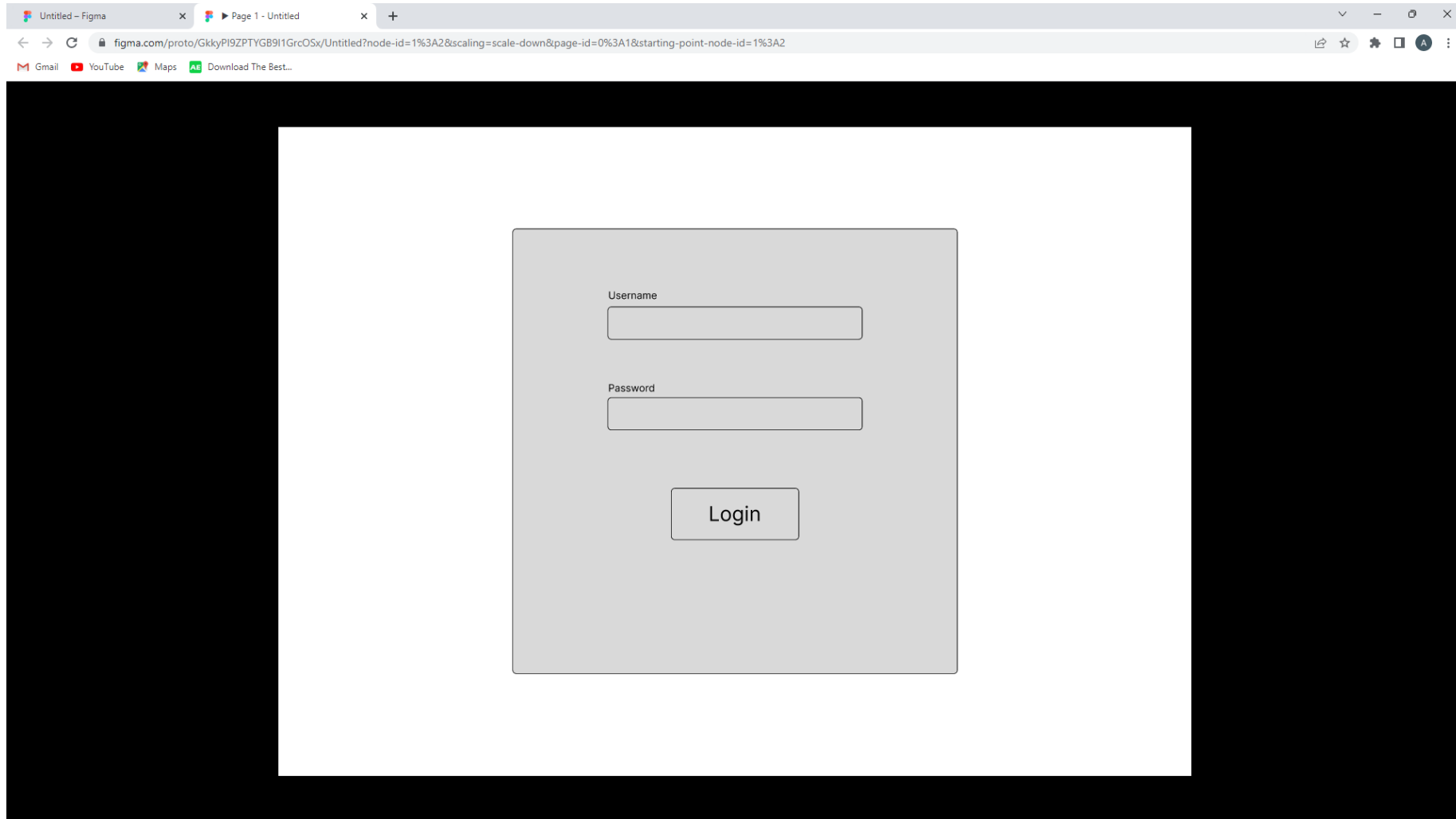
# Using Figma



# Using Figma



# Using Figma



# Thank You

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# Reference

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- <https://www.figma.com/>