

USER INTERFACE DESIGN

**Week1: Introduction To User Interface Design: Good And Poor Design, Usability
And User Experience Goals**

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Outline

- ❖ Course description
- ❖ Course goals
- ❖ Intended learning outcomes
- ❖ Good and poor design
- ❖ Usability and user experience goals

COURSE DESCRIPTION

- ❖ User interface design introduces the principles, concepts, and methodologies of user interface design, focusing on creating visually appealing, intuitive, and user-centered digital interfaces.

- ❖ Students will explore the process of designing effective user interfaces for various platforms through a combination of theoretical knowledge and hands-on projects.

COURSE GOALS

- ❖ Develop a comprehensive understanding of the principles, theories, and methodologies underlying effective user interface (UI) design.
- ❖ Gain hands-on experience in designing visually appealing and user-centered interfaces for a variety of digital platforms.
- ❖ Explore the significance of usability, accessibility, and emotional design in creating exceptional user experiences.

INTENDED LEARNING OUTCOMES

- ❖ Students should be able to understand the fundamental principles of user interface design
- ❖ Students should be able to recognize good and poor design practices
- ❖ Students should be able to grasp the concepts related to usability and user experience

INTRODUCTION

- ❖ How many interactive products are there in everyday use?
- ❖ How usable are they? (good or bad?)
- ❖ If good or bad why is there a difference?
- ❖ How can we rectify such differences?

INTRODUCTION CONT....

- ❖ UID, Process of designing the look and feel of a digital product, such as a website, app, or software program.
- ❖ The goal of UI design is to create a user interface that is easy to use and enjoyable.
- ❖ UI design is important because it can have a significant impact on the user experience.

Good and Poor Design

- ❖ Thinking about how to design usable interfaces is to compare examples of well-designed and poorly designed products.

- ❖ This can be done by identifying specific weaknesses and strengths of different products.

BUTTON INFORMATION

Good

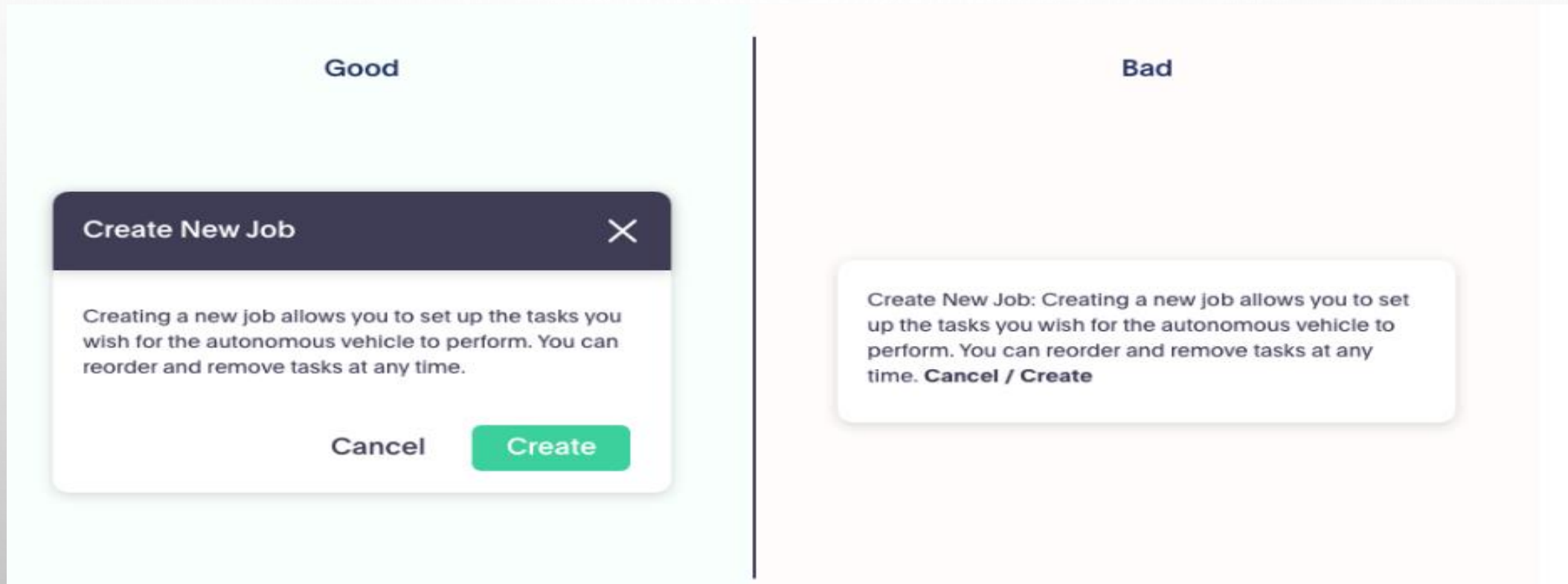
Deploy Vehicle

Bad

Initiate
autonomous
control
sequence

Source: <https://www.careerist.com/insights/ten-examples-of-good-design-and-bad-design>

POP-UP BOXES



Source: <https://www.careerist.com/insights/ten-examples-of-good-design-and-bad-design>

User Interface Design

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WHAT TO DESIGN

- ❖ Designing user interfaces requires considering who is going to be using, when and where and the kind of activities.
- ❖ Key point should be on optimizing people's interactions with a product
- ❖ Many decisions need to be made basing on an understanding of people and they include the following:

WHAT TO DESIGN.....

- ❖ Considering what people are good and bad at
- ❖ Considering what might help people with the way they currently do things
- ❖ Thinking through what might provide quality experiences

WHAT TO DESIGN.....

- ❖ Considering a person's privacy concerns if data is being collected about them
- ❖ Listening to what people want and getting them involved in the design
- ❖ Using people-centered techniques during the design process

WHO IS INVOLVED IN DESIGN

- ❖ Different things designers need about people, technologies, and interactions to create effective experiences.
- ❖ Interface design is carried out by multidisciplinary teams, with sets of skill i.e. engineers, designers, programmers, product managers etc.
- ❖ Who to include in the design depends on a number of factors i.e. purpose

GROUP ACTIVITY



❖ You are tasked to design an educative website interface to accommodate tv series, Identify different teams of people who should be involved in designing the interface.

UNDERSTANDING PEOPLE

- ❖ To help how to design good products that boost peoples needs.
- ❖ To appreciate peoples preferences.
- ❖ Being aware of cultural differences.
- ❖ Reveal incorrect assumptions.

ACCESSIBILITY AND INCLUSIVENESS

- ❖ Accessibility refers to the extent to which a product is accessible by as many people as possible. (how can it be done?)
- ❖ Inclusiveness means being fair, open, and equal to everyone.
- ❖ Inclusive design is an overarching approach where designers strive to make their products and services accommodate the widest possible number of people.

- ❖ Accessibility can be achieved in two ways i.e. Inclusive design of technology and design of assistive technology.
- ❖ Inclusive design is an important part of creating a more accessible and inclusive world.

Inclusive design of technology include the following

- ❖ Voice control for people with visual impairments.
- ❖ Closed captions for people with hearing impairments
- ❖ High-contrast text and backgrounds for people with low vision.

- ❖ Adjustable keyboards and mice for people with limited mobility
- ❖ Braille displays for people who are blind.
- ❖ Accessible websites and apps.

Usability and User Experience Goals

- ❖ Understanding users needs one to be clear about the primary objective of designing a product for them.
- ❖ To help identify such objectives, we classify them in terms of usability and user experience goals.

USABILITY GOALS

- ❖ Usability refers to ensuring that designed products are easy to learn, effective to use, and enjoyable from the person's perspective.
- ❖ Involves optimizing the users interaction with the products.
- ❖ Stated as questions to provide a concrete means of assessing various aspects of a product and user experience.

USABILITY GOALS.....

- ❖ Effective to use (effectiveness)
- ❖ Efficient to use (efficiency)
- ❖ Safe to use (safety)
- ❖ Having good utility (utility)

- ❖ Easy to learn (learnability)
- ❖ Easy to remember how to use (memorability)
- ❖ Enjoyable to use (satisfaction)

USER EXPERIENCE GOALS

- ❖ User experience goals have been expressed in interface designs with a range of emotions and felt experiences.
- ❖ Desirables aspects and Undesirable aspects

Desirables aspects

❖ Satisfying

❖ Enjoyable

❖ Engaging

❖ Pleasurable

Desirables aspects

- ❖ Exciting
- ❖ Entertaining
- ❖ Motivating

Undesirable aspects

- ❖ Boring
- ❖ Frustrating
- ❖ Unpleasant
- ❖ Annoying
- ❖ Making one feel guilty
- ❖ Deceptive

DESIGN PRINCIPLES

- ❖ Used by interface designers to help their thinking when designing for the user experience.
- ❖ Derived from a mix of theory-based knowledge, experience, and common sense suggesting to designers on the dos and don'ts.

DESIGN PRINCIPLES.....

❖ Visibility

❖ Feedback

❖ Constraints

❖ Consistency


❖ Affordance.

GROUP ACTIVITY 2



Study the interface below <http://lib.kumiuniversity.ac.ug/download-category/computer-architecture/>

1. From your first impressions, write down what is good and bad about how the interface is.
2. Give a description of the user experience resulting from interacting with it.

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3. Single out usability and user experience goals that you think will be most relevant in evaluating the interface. Decide which are the most important ones and explain why.
 4. Formulate specific questions from (3) to assess how well the interface fares.
 5. Discuss possible improvements to the interface based (3) and (4).

REFERENCES

- ❖ Preece, R., Rogers, Y., & Sharp, H. (2023). Interaction Design: Beyond Human-Computer Interaction. J. Wiley & Sons.
- ❖ Norman, D. A. (2013). The Design of Everyday Things: Revised and Expanded Edition. Basic Books.
- ❖ Careerist. (August 10, 2023). Good VS bad design: 10 examples.
<https://www.Careerist.Com/insights/ten-examples-of-good-design-and-bad-design>



THANK YOU

Next Lecture We Shall Look At User Centered Design