

PROCESS OF DESIGN AND MINDFUL UX

Focus for the discussion

I. Using Data

II. Designing for the web

III. Accessibility

IV. Tips and Tools

I. TALKING DATA

USING DATA

Data-driven design helps combat assumptions and allows the team to move beyond best practices.

Good use of gathered data can:

- ▶ Drive the interaction of project
- ▶ Discover problems and new patterns
- ▶ Reveal opportunities
- ▶ See where time needs to be spent
- ▶ Make improvements

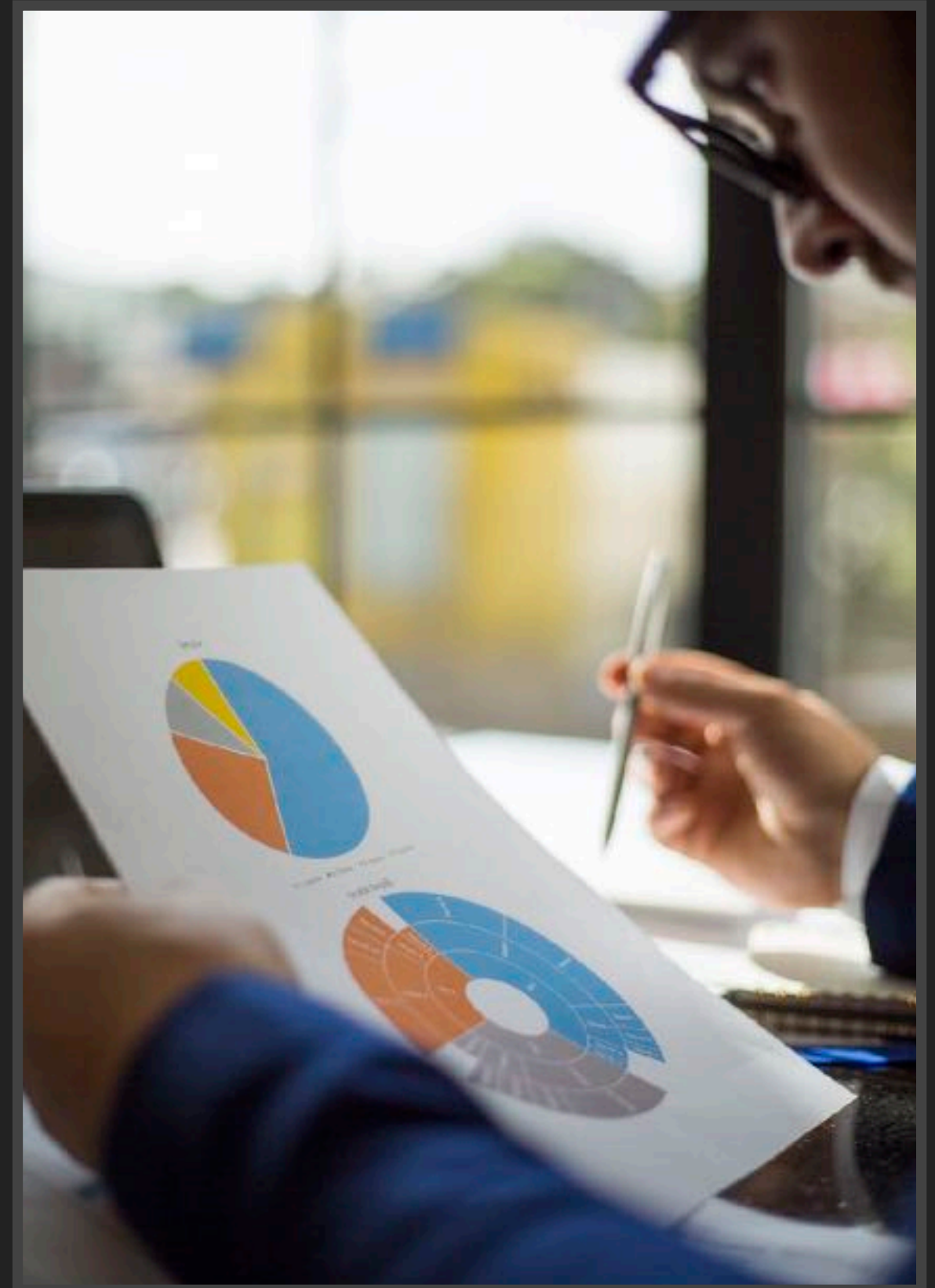


HOW IS DATA GATHERED

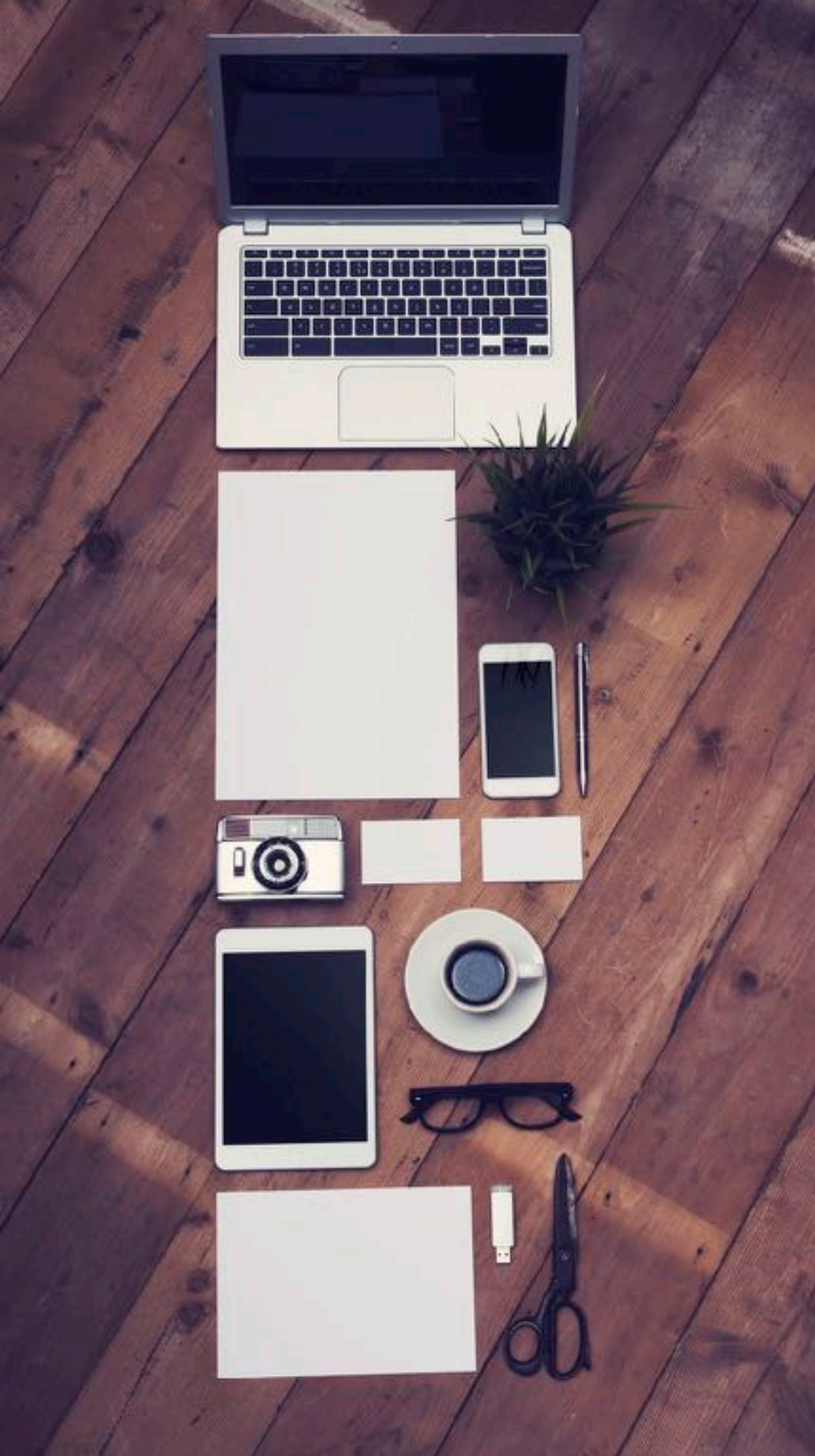
- ▶ Google analytics
- ▶ Email marketing
- ▶ A/B testing
- ▶ User testing

TIP

HAVE PATIENCE



II. GETTING INTO DESIGN



Design is a way of life, a point of view. It involves the whole complex of visual communications: talent, creative ability, manual skill, and technical knowledge. Aesthetics and economics, technology and psychology are intrinsically related to the process.

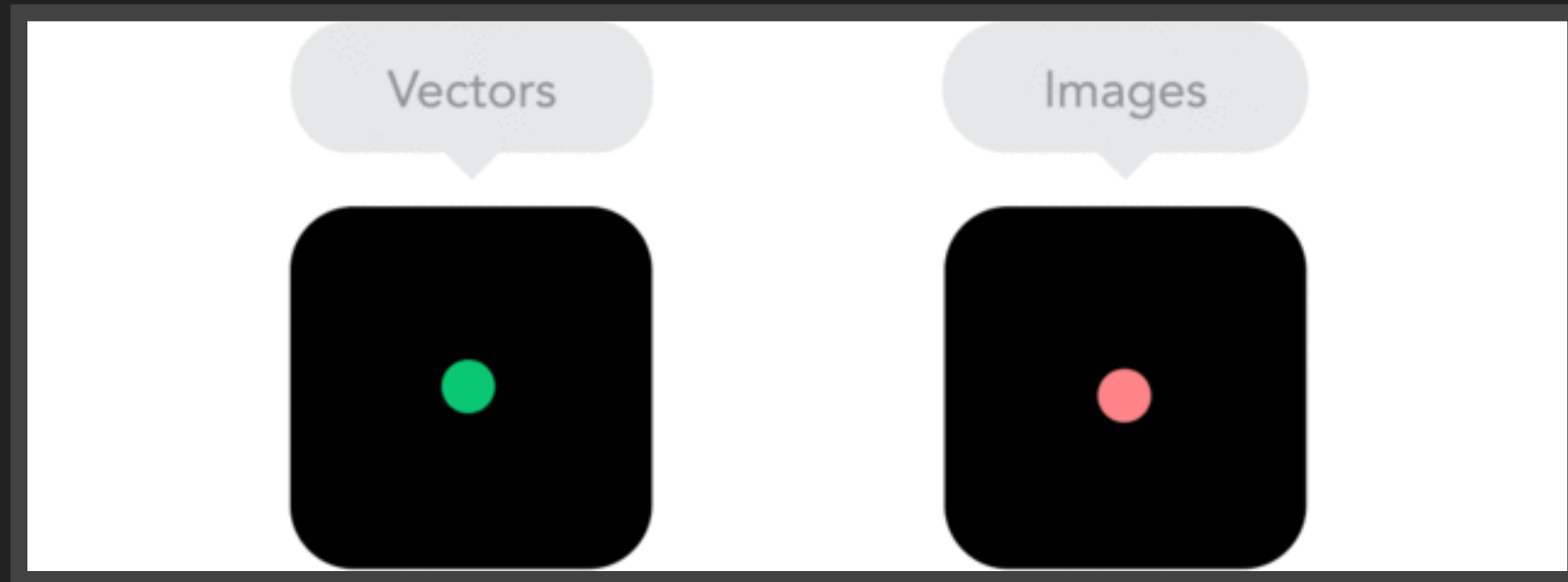
Rand Paul



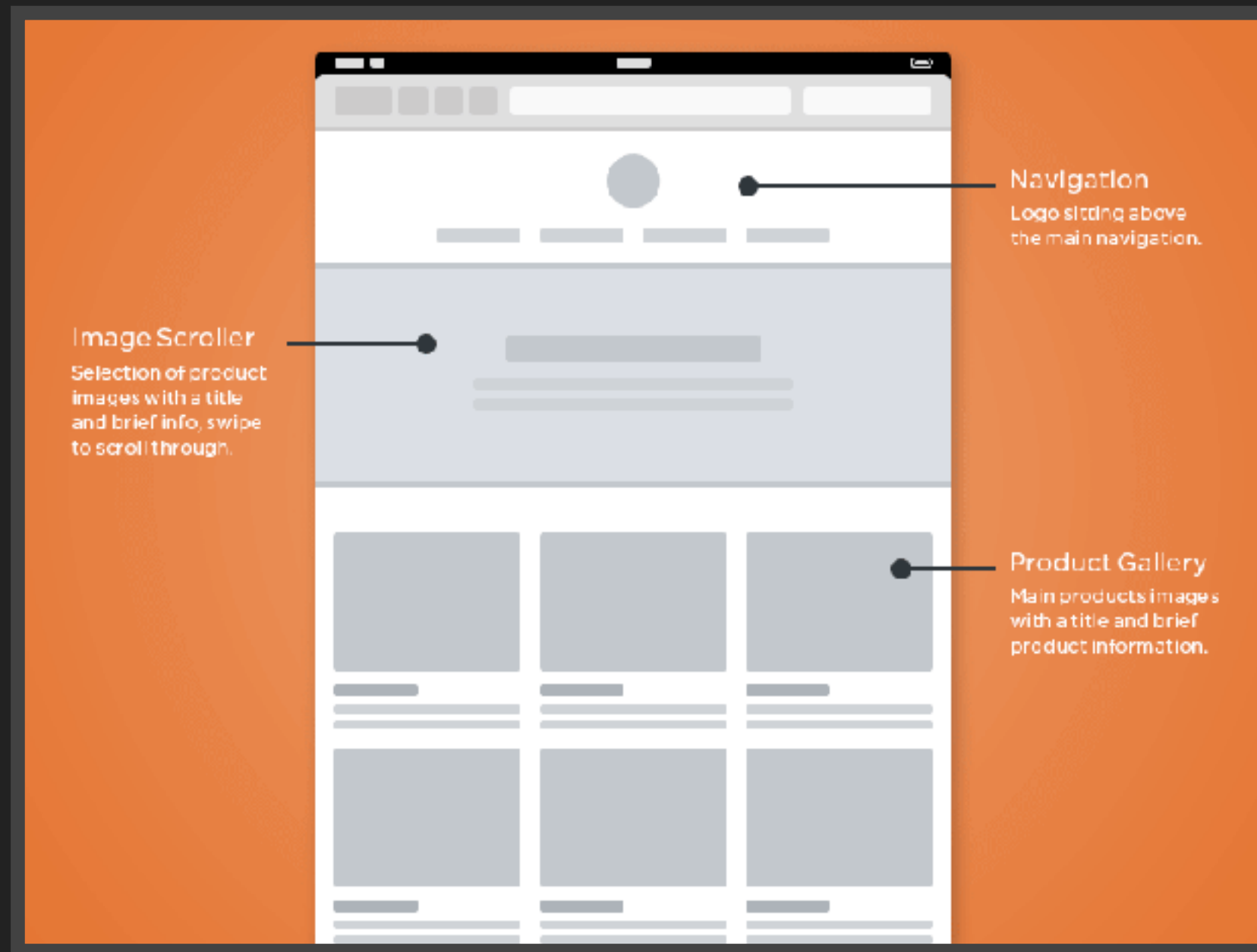
Keep mind the design must be flexible



Make sure it looks good



Define the hierarchy of the layout



**WHAT ARE SOME REQUIREMENTS
FOR GOOD UX**

What are some requirements for good UX

- ▶ Research
 - ▶ Wireframing
 - ▶ Prototyping
 - ▶ VC (Visual Communication)
 - ▶ layout
 - ▶ color
 - ▶ typography
 - ▶ icons
 - ▶ imagery
 - ▶ design theory
 - ▶ Testing
 - ▶ Watching
 - ▶ Iteration for improving
- “Just because something works doesn't mean it can't be improved.”
~ Black Panther: Princess Shuri

AS A DESIGNER, OUR NO NO'S

- ▶ Drop shadows on everything
- ▶ Making the logo larger
- ▶ Clutter (too much stuff to consume)
- ▶ Embossing



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AWESOME TOOLS FOR DESIGN

Tools used for UX

- ▶ Sketch (designing)
- ▶ UX Pin (designing and prototyping)
- ▶ Invisionapp (prototyping and collaboration)
- ▶ Realtimeboard (collaboration)
- ▶ Adobe (design and prototyping)
 - ▶ Photoshop
 - ▶ Illustrator
 - ▶ XD

Not so online

- ▶ Pen/pencil and Paper (Ideas, collaboration, brainstorming)
- ▶ White boarding
- ▶ Paper prototypes



III. WHAT ABOUT ACCESSIBILITY

DEFINITION FOR WEB ACCESSIBILITY

WEB ACCESSIBILITY MEANS THAT WEBSITES, TOOLS,
AND TECHNOLOGIES ARE DESIGNED AND DEVELOPED
SO THAT PEOPLE WITH DISABILITIES CAN USE THEM

**NOT ENTIRELY
TRUE!**



Web Accessibility is not only for people with disabilities but for all of us who are thankful that there are no barriers in using our abilities.

— REMBERTO ESPOSA JR., First President of Philippine Web Accessibility Group



- ▶ Lack of contrast
- ▶ Hierarchy of layout
- ▶ Clear communication for navigating
- ▶ Inconsistent style

ENSURING YOUR CHECKING FOR ACCESSIBILITY



- ▶ Check colors for AA or AAA compliance
- ▶ Make sure your heading, sub heading, body text can be clearly defined
- ▶ Be consistent with your layout styles

Good online resource to check accessibility

- ▶ Web Aim (<https://webaim.org/resources/contrastchecker>)
- ▶ Wave (<https://wave.webaim.org>)

IV. TIPS ON DESIGN AND A LIST OF GOOD RESOURCES

LIST OF OTHER RESOURCES

- ▶ Smashing Magazine (<http://smashingmagazine.com>)
- ▶ UX Booth (<http://uxbooth.com>)
- ▶ UX Planet (<http://uxplanet.org>)
- ▶ UX Mastery (<https://uxmastery.com/resources/tools>)
- ▶ User Testing (<https://www.usertesting.com>)
- ▶ Usability Testing (<https://www.usability.gov>)

We believe that technology should be accessible to everyone
– including Sady Paulson, who uses Switch Control on a Mac
to share her thoughts on doing what you love.



Thank you



antoniosamuels.com