Interface Design

What is User Interface?

The user interface (UI) is the space where interactions between humans and machines occur.

The goal of user interface design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals.

Different Types of UI

Command-line

Menu-driven

Graphical (GUI)

Touch

Conversational (voice or text)

Gestural

Composite (virtual and augmented reality)

Successful User Interfaces

Place users in control of the interface

Make it comfortable to interact with a product

Reduce cognitive load

Make user interfaces consistent

Provide feedback

- Visual
- Auditory
- Haptic

Successful Visual User Interfaces

Use visual properties to group elements and create a clear hierarchy

Provide visual structure and flow

Use cohesive, consistent, and contextually appropriate imagery

Integrate style and function purposefully

Avoid visual noise and clutter

Show personality and emotion

Hierarchy

Emphasizes some elements more than others—contrast guides the audience to most important information.

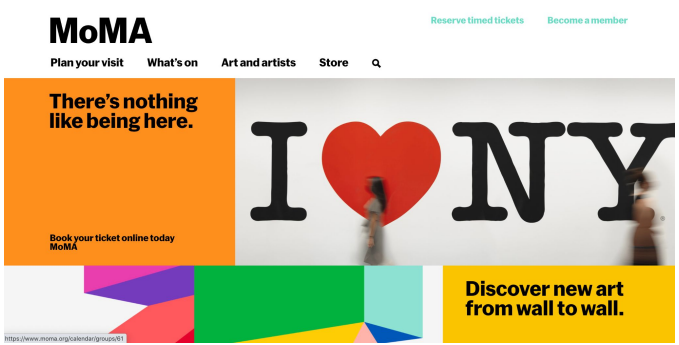
Hierarchy should be signaled by one or more cues, spatial or graphic:

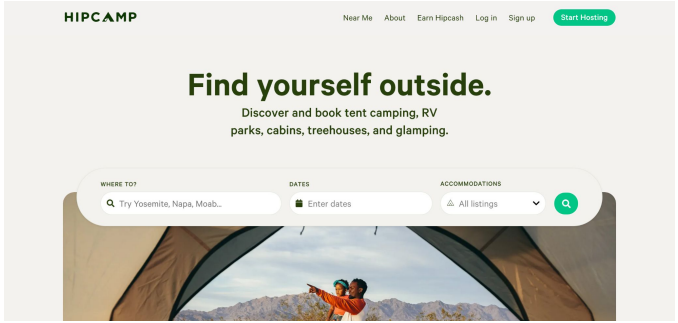
Spatial

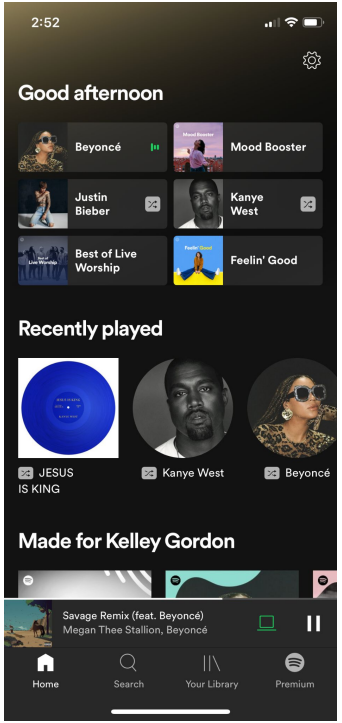
- Alignment
- Position
- Leading

Graphic

- Size
- Shape
- Color







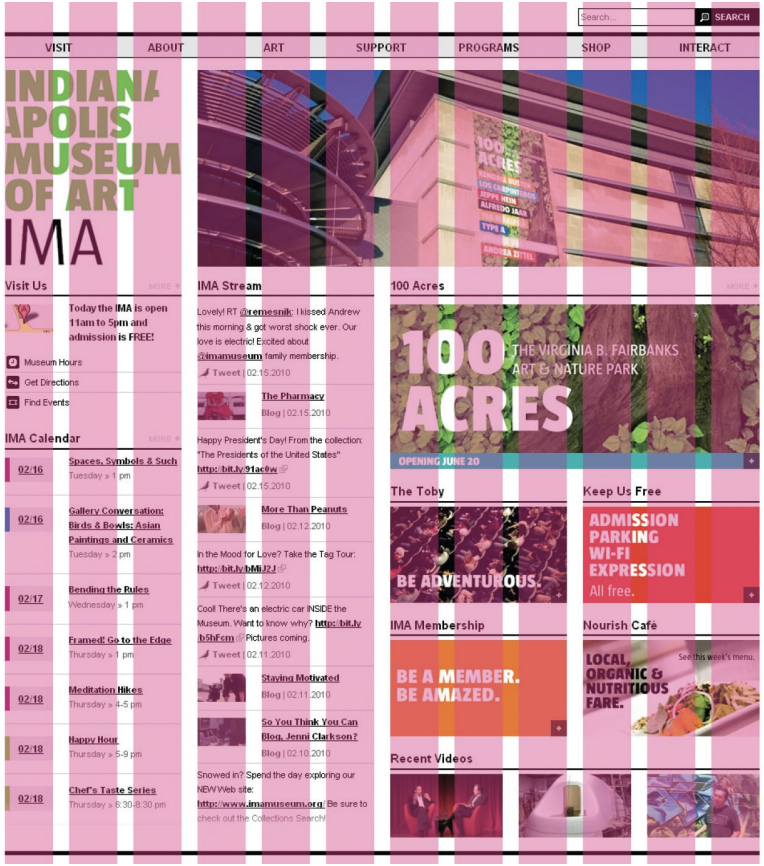
Structure & Flow

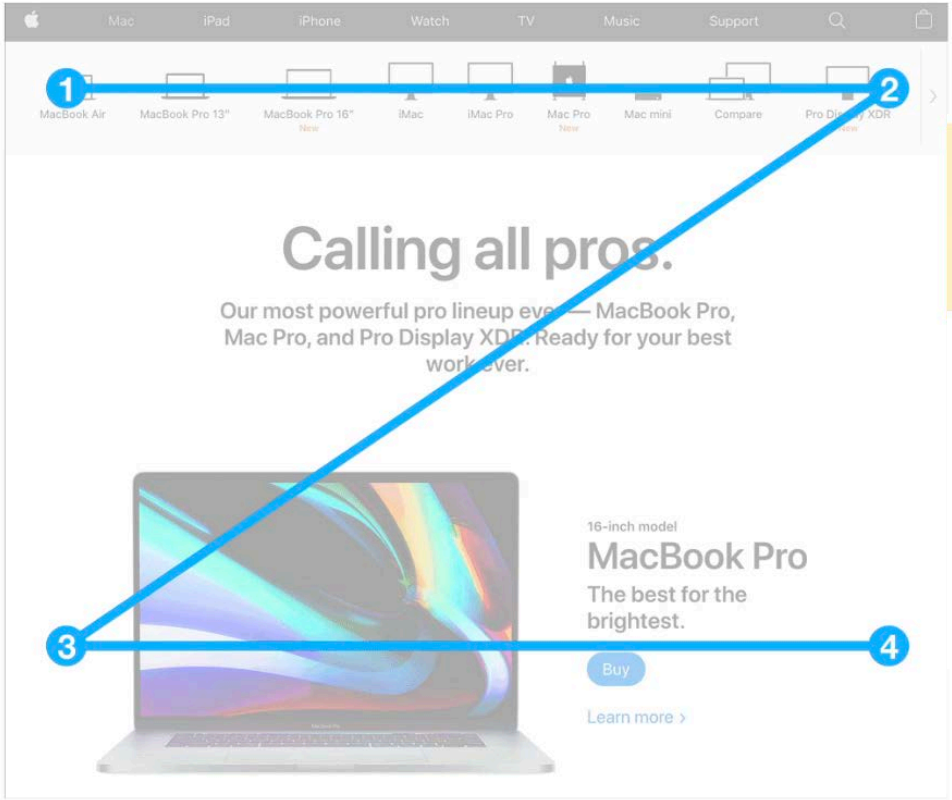
Alignment is key to helping users experience a product in an organized, systematic way.

A grid system is good to use for usability, aesthetics, and efficiency. They divide the screen into horizontal and vertical units.

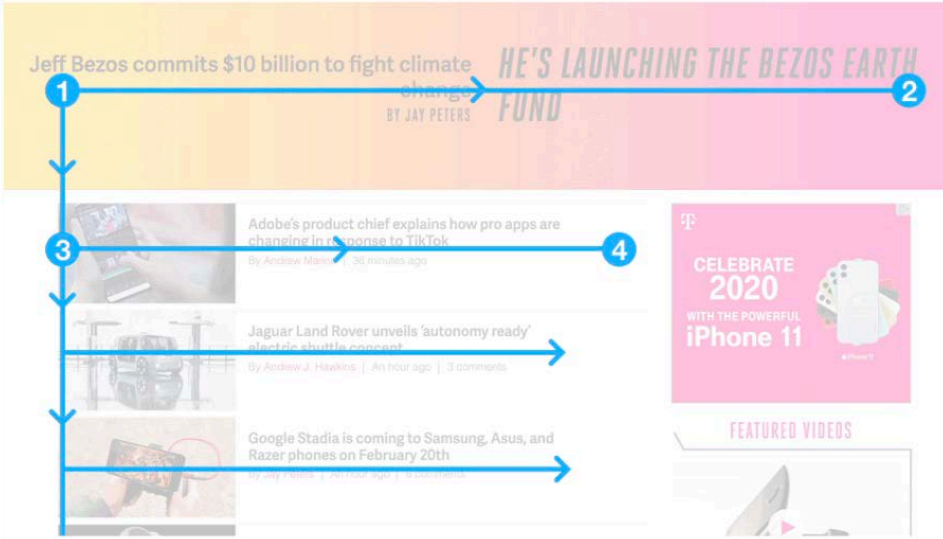
A good grid is modular, which is flexible enough to handle variation while maintaining consistency, symmetry, and balance.

Create a logical path for the user.





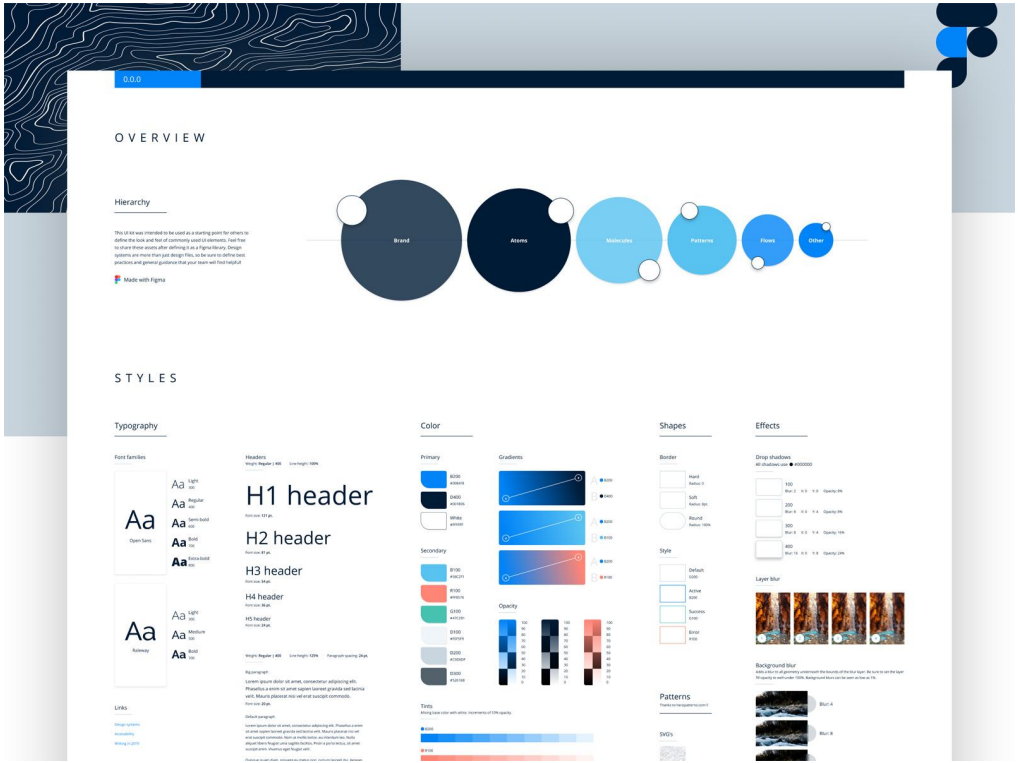
Z-Pattern is for layouts with minimal copy. Focused more on the CTA.



F-Pattern is for layouts with a lot of copy and dense content.

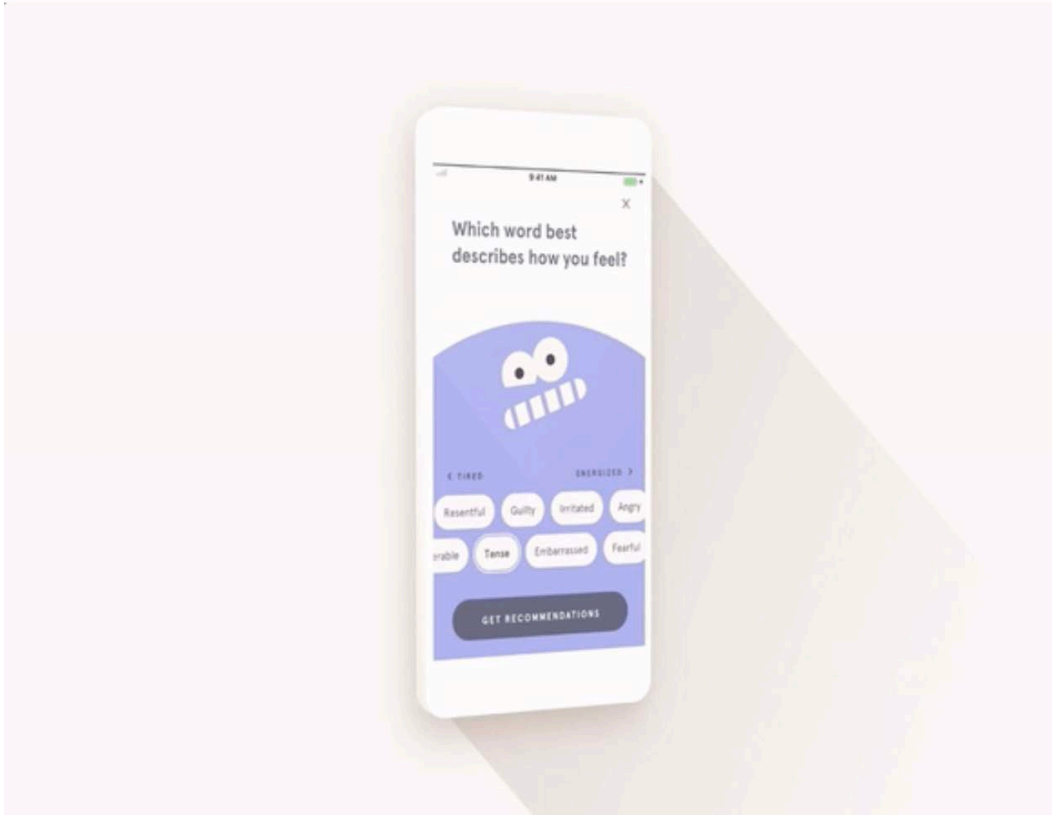
Consistency

Similar elements should share visual attributes (i.e. positioning, size, line weight, style).



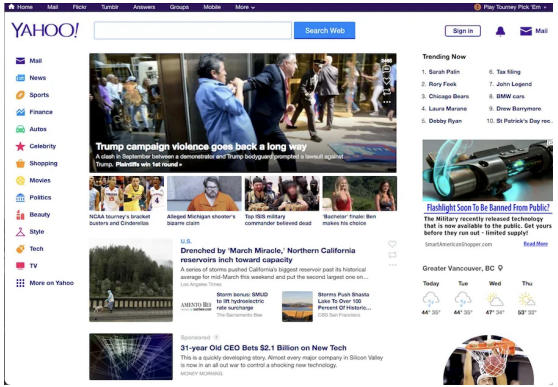
Personality/ Emotion

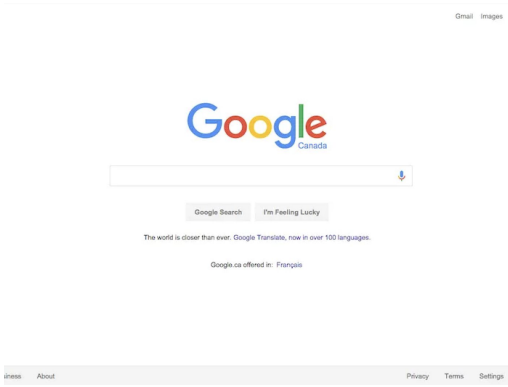
Appropriate colors, images, and graphic elements create a positive first impression of the brand.



Reduced Visual Noise

Visual noise is caused by superfluous visual elements that distract from the primary objective.



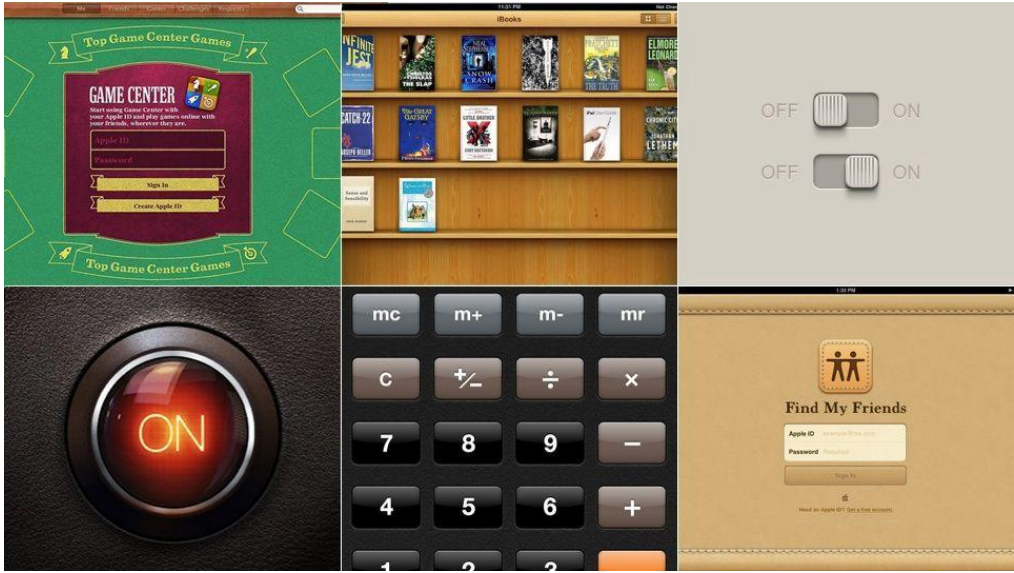


Design Trends

Skeuomorphism

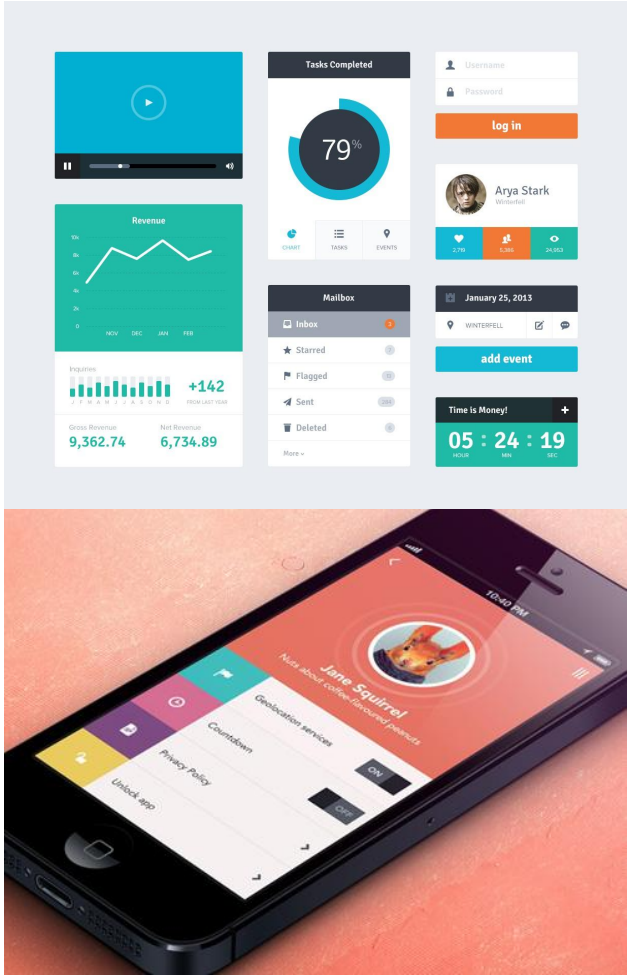
A design feature that is carried forth from the a physical version of a product in order to make people more comfortable with the new device or interface.

It took shape in the 1980s. One of its earliest proponents was Apple.



Flat Design

Flat design refers to a style of interface design which removes most stylistic choices that give the illusion of three-dimensions (e.g., drop shadows, gradients, or textures) and is focused on a minimalist use of simple elements, icons, typography and flat colors.



Neuomorphism

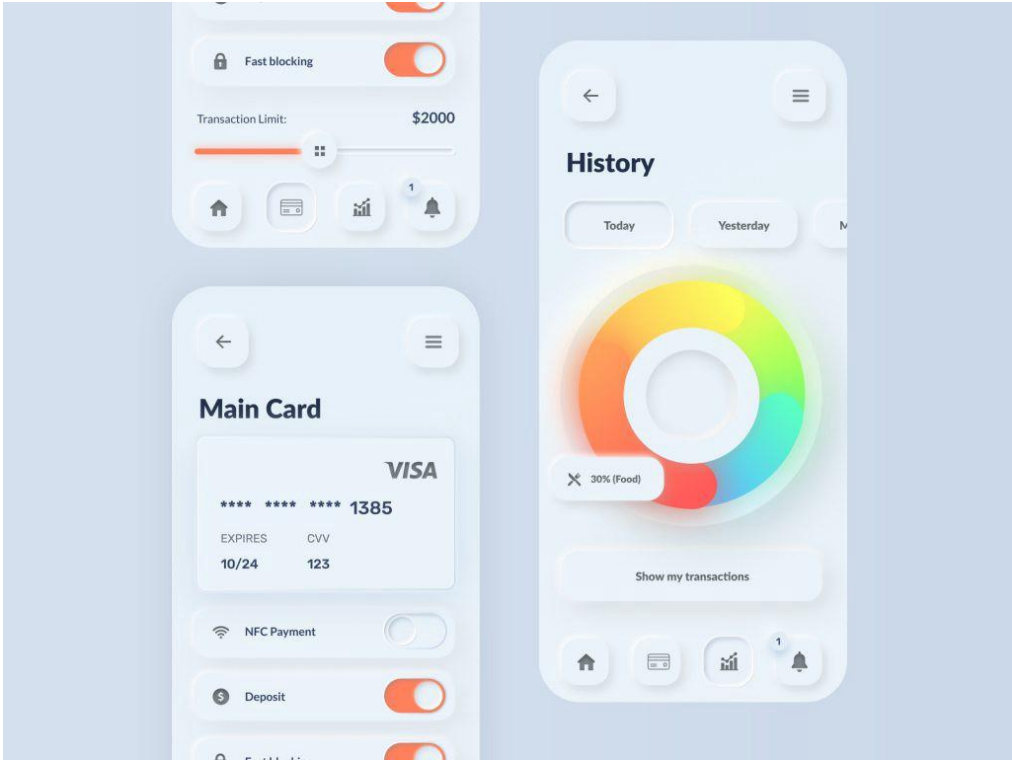
New Skeuomorphism.

Flat but realistic.

Soft transition between UI elements and background.

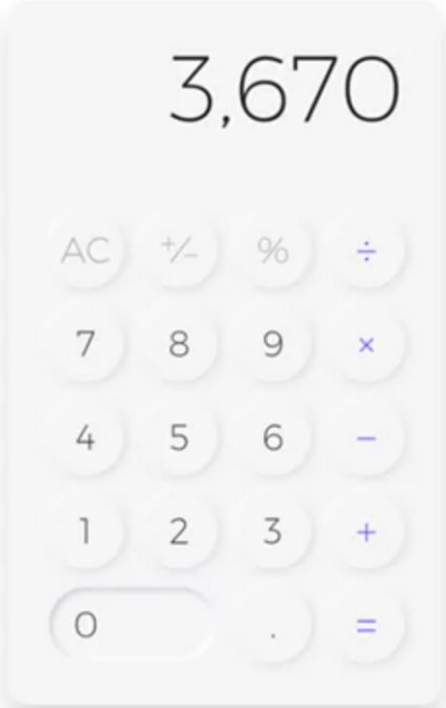
Fails when comes to cognitive, physical and visual accessibility – not practical.

Many think it was a passing fad.



SKEUOMORPHISM

FLAT DESIGN

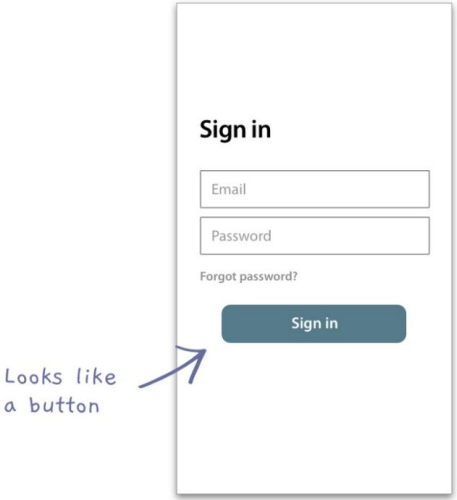


NEUMORPHISM

Affordances, Signifiers, Conventions

Affordances

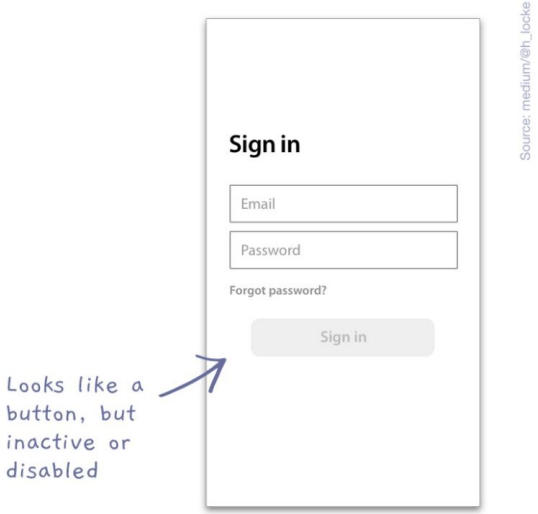
An affordance is a perceivable or visual clue that tells you what action the thing can afford. It tells the user what action they can take with the thing in front of them.



Source: medium/@h_locke

Signifiers

A signifier is an additional piece of information that supports an affordance.



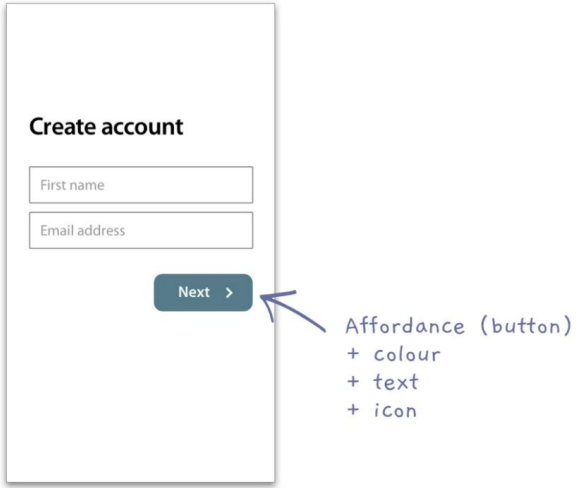
Affordances & Signifiers Together

Affordances are possible interactions; signifiers are design properties that announce affordances.

We can layer signifiers onto an affordance to communicate:

a) What the thing can do (affordance)

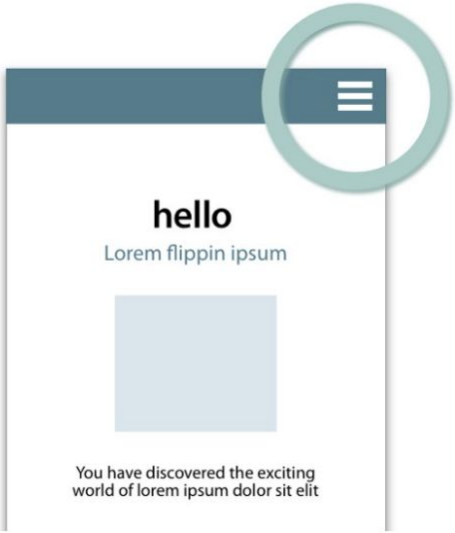
b) Its current state or significance, help users discover what to do with it (signifier)

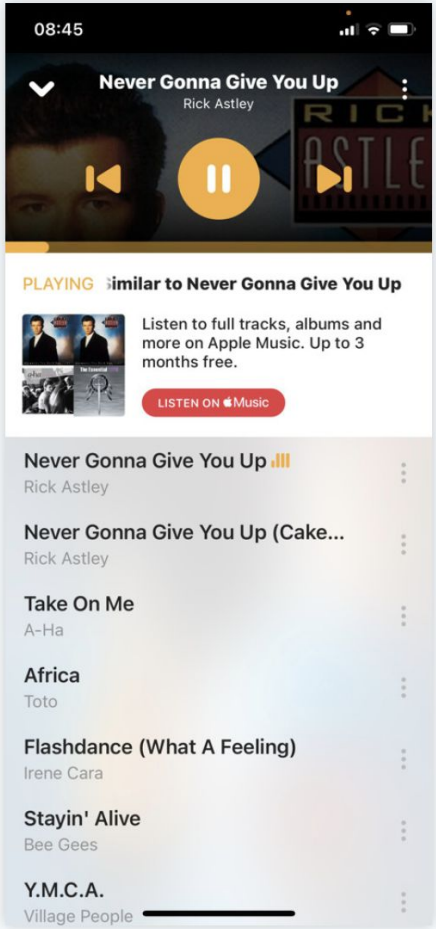


Conventions

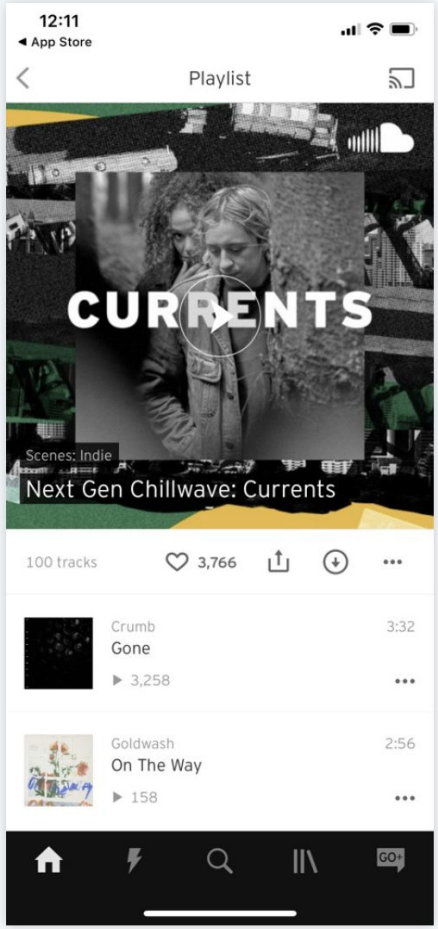
A way in which something is usually done, especially within a particular area or activity based on shared knowledge, usually learned.

- Design Patterns
- Structures
- Elements

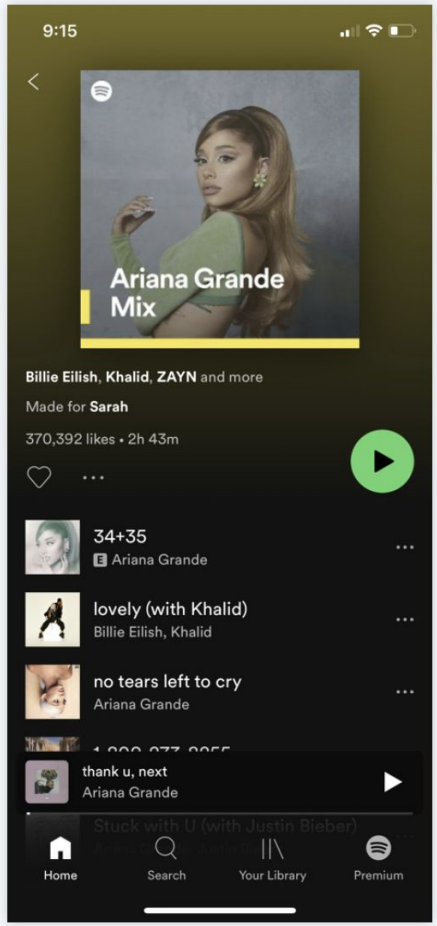




Shazam playlist



SoundCloud playlist



Spotify playlist