

# **When Developer Must Become Designer**

How to be a one-person UX team





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# Hello!

## *Angel Banks*

UX Designer at First Data

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Haze Daze (Youth Hackathon) Program Manager at [Goodie Nation](#)

Find me on twitter: **@angelmbanks**



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# What UX is

And what it is not...

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*Some people think design means  
how it looks but of course, if you  
dig deeper it's really **how it works.***

**Steve Jobs**

“



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## This is **User Experience Design**

- ◉ Guides us to **understand problems to solve**
- ◉ Empathize to learn **user pain points**
- ◉ Guides the team to **discover solutions** to user problems
- ◉ Identifies **stumbling blocks**, refines, and iterates to create the "best" user experience



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## This is User Interface Design

- ◉ What you **see**, read, and the choices you make
- ◉ What it **looks like** (colors, branding and etc.)
- ◉ Ensures the UI visually **communicates the path**
- ◉ Style guide ensuring a **consistent design** language is applied across the product.

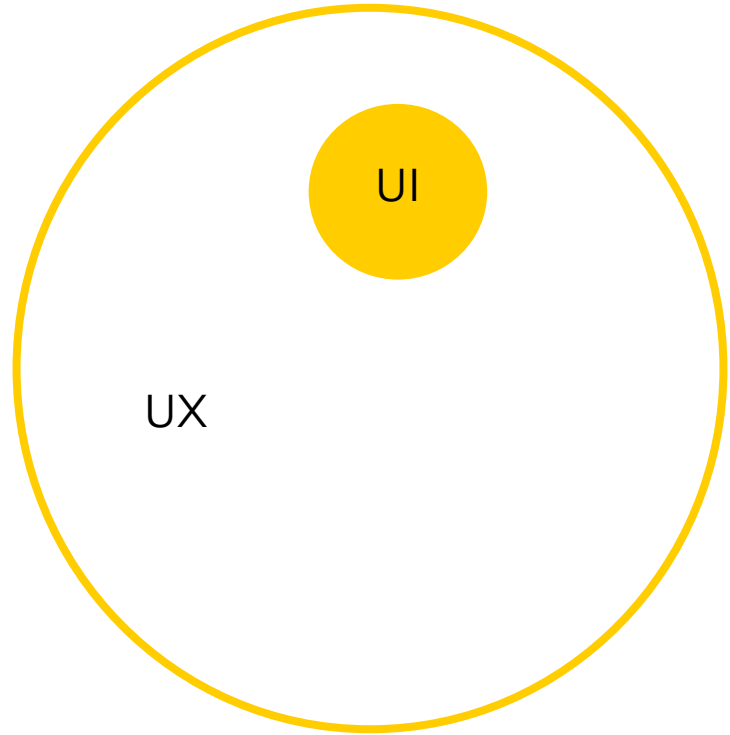


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# UI is not UX

*UI is a part of UX*



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## How are they different?

### UX Designers

UX designers are concerned with the *overall feel* of the product and are particular about how the product is laid out.

### UI Designers

UI designers are in charge of *designing the screens* with which the user interacts while following the path laid out by the UX designer.

The ***boundary*** between UI and UX designers is blurred and it is common for companies to combine these roles.



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## Bad UX

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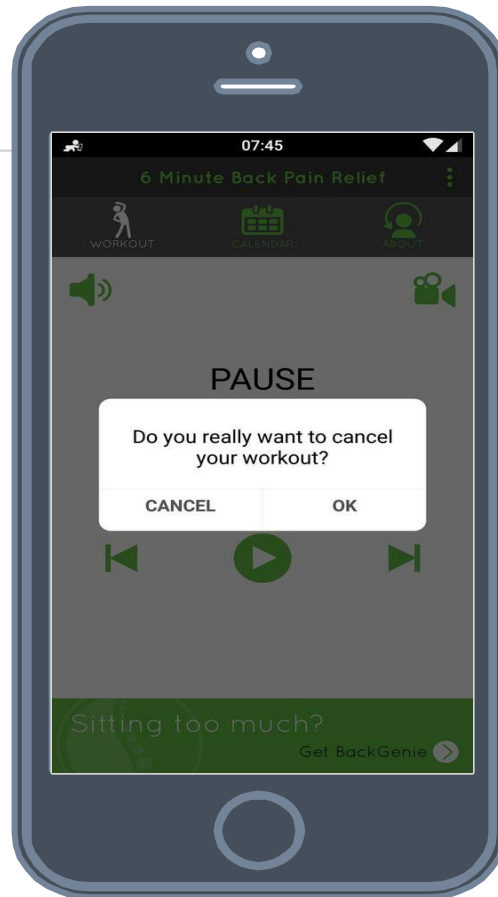


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## Bad UX

- ◉ Inappropriate messaging

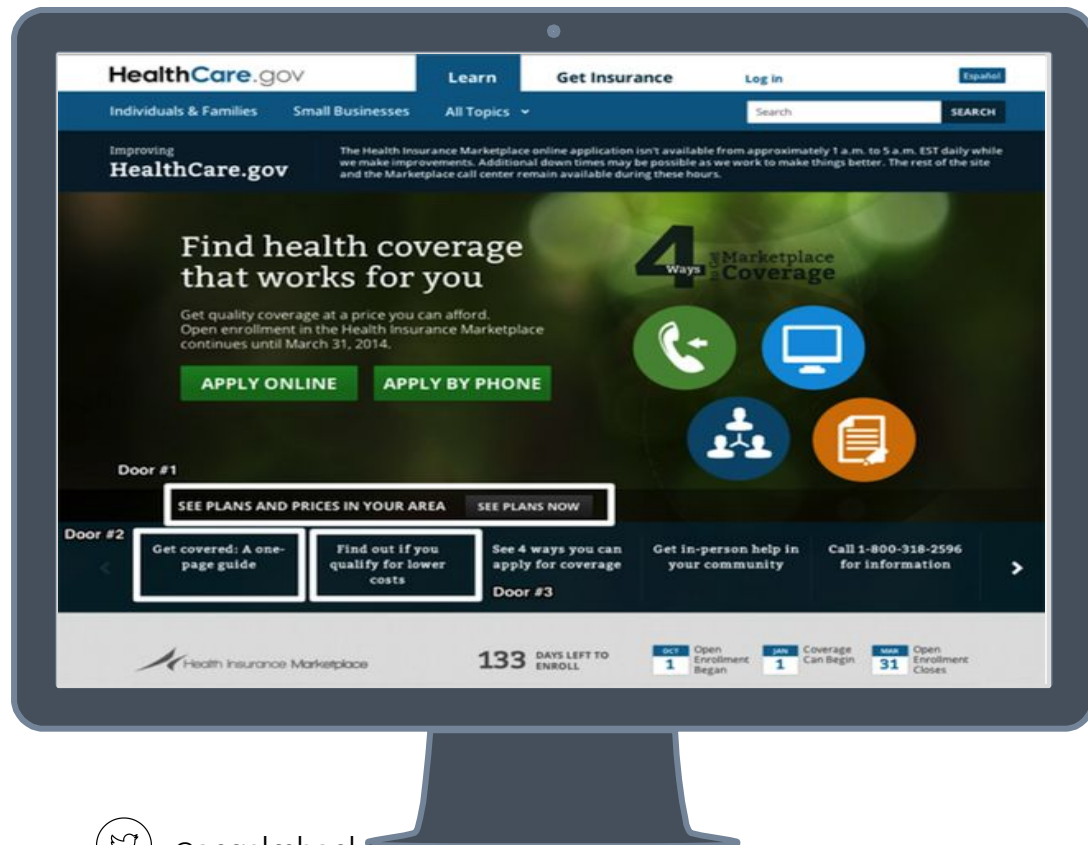


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## Bad UX...

- Too many paths



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And in real life....



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**So...which way do I go?**



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**Developer  
→ UX Designer**



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# UX Design Process



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## Strategy

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- ◉ Stakeholder discussions to determine:
  - Client goals
  - Business objectives
  - Project scope



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## Discovery

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- ◉ Gather data
  - Competitive analysis
  - Content audit
  - Analytics review
  - Surveys
  - User interviews



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## Analysis

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- ◉ Analyze your findings
  - User personas
  - Journeys and use cases
  - Heuristic review
  - Participatory design sessions



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# Design

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- ◉ Finding the solution to your problem
  - Sitemaps
  - Sketching
  - Wireframes
  - Prototype
  - User testing



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# Production

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- ◉ Before we code...
  - Further user testing
  - Further design iterations



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# Design Principles

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## KISS Principle

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- Keep it **short** and **simple**
- User friendly
- Minimum number of actions
- Avoid unnecessary and distracting animations



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## Content First

- Not *design first*
- Focus on content first
- Right message to the right person at the right time
- Prioritize content based on user needs



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## Clear Navigation

- Intuitive for user
- Keep it simple
- Reduce learning – limit the number of paths for user to complete one task



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## Easy to Read

- Keep font size and type consistent
- Don't be too cute with color
- Follow ADA compliance
  - Font size
  - Font color
  - Color contrast





## Consistent Style

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- Create UI components of content/information
- Use design patterns, libraries, and style guides



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## Style Guides

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- a “living document” to track *repeatable* elements:
  - Color
  - Font
  - Navigation menus
  - Buttons
  - Tabs
  - Animations
- Really good ones will include context, naming conventions, and code standards.



## Pop & Go Weddings Logo

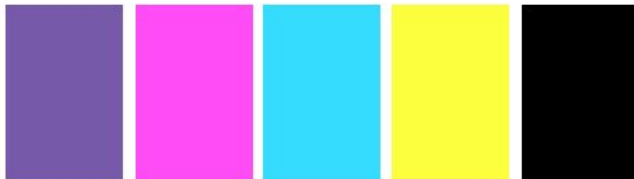


Full Color



Black and White

## Color Palette



## Typography

Rockwell  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Nickainley  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## More Design Languages...

A consistent overarching style  
*architecture* that guides the UI  
design.



### Google Material Design

Visual design language Google  
created to **synthesize** good  
design principles.

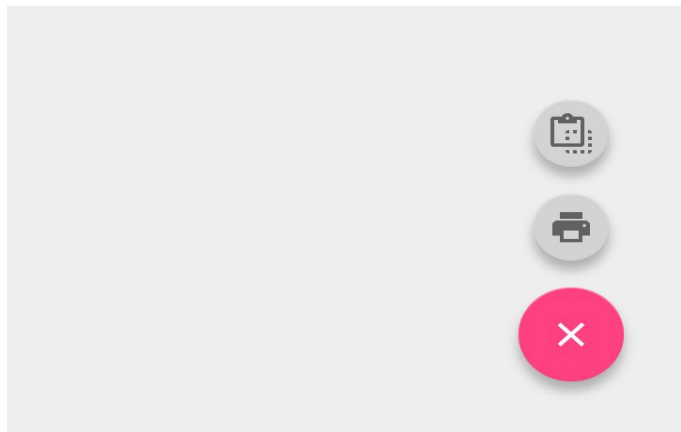


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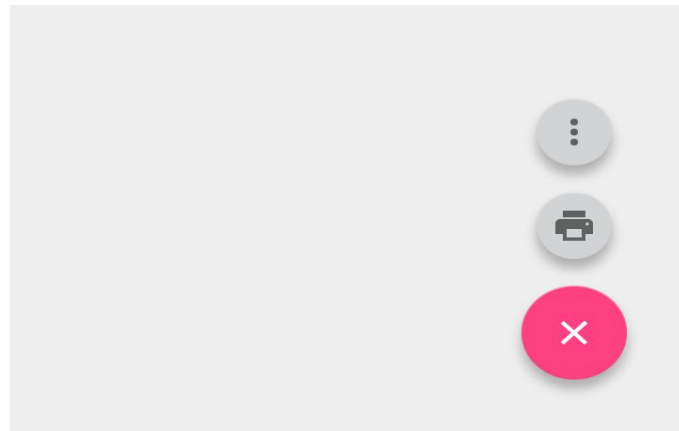


# Material Design Guidelines



**Do.**

Options should be specific destinations.



**Don't.**

Options should not include an overflow menu.



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## Additional Design Languages



### iOS Human Interface Guidelines

Guidelines established by Apple to ensure consistent design patterns for mobile iOS apps.



### IBM Design Languages

Out of the box user design experience for web and mobile apps which incorporates IBM's core design principles.



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# Design Systems

- ◉ A system that combines UX principles, design rules, and UI patterns.



- ◉ Includes typography, layouts, grids, colors, icons, components, vocabulary, style guides, and documentation.



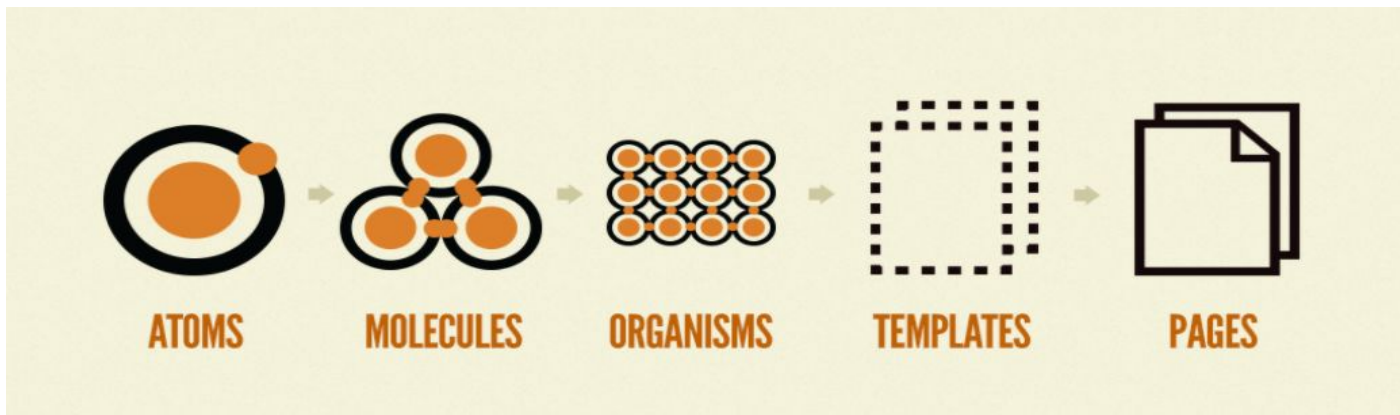
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Diagram featured by [Marco Lopez](#)



## Atomic Design

- Created by [Brad Frost](#)
- Methodology that consists of 5 stages to create a UI in a hierarchal manner.

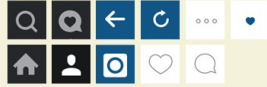


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Diagram featured by [Brad Frost](#)



## ATOMS



### PHOTO

XXXXXX likes

thisistheusersinstagramhandle

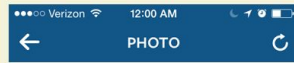
2h

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1080 x 1080



## MOLECULES

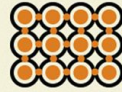


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XXXXXX likes

thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



## ORGANISMS



thisistheusersinstagramhandle 2h



XXXXXX likes  
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



## TEMPLATES



thisistheusersinstagramhandle 2h



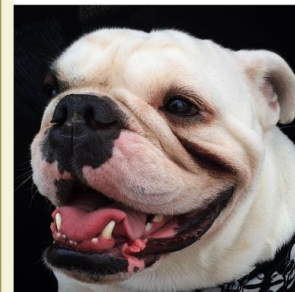
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thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



## PAGES



brad\_frost 2h



41 likes  
brad\_frost Hi!



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# Design pitfalls

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## Avoid...

- Jumping the process
- Worrying about the tools
- Focusing on the visuals
- Design Envy
- Learning UX Jargon over UX principles



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# What now?

In the future....

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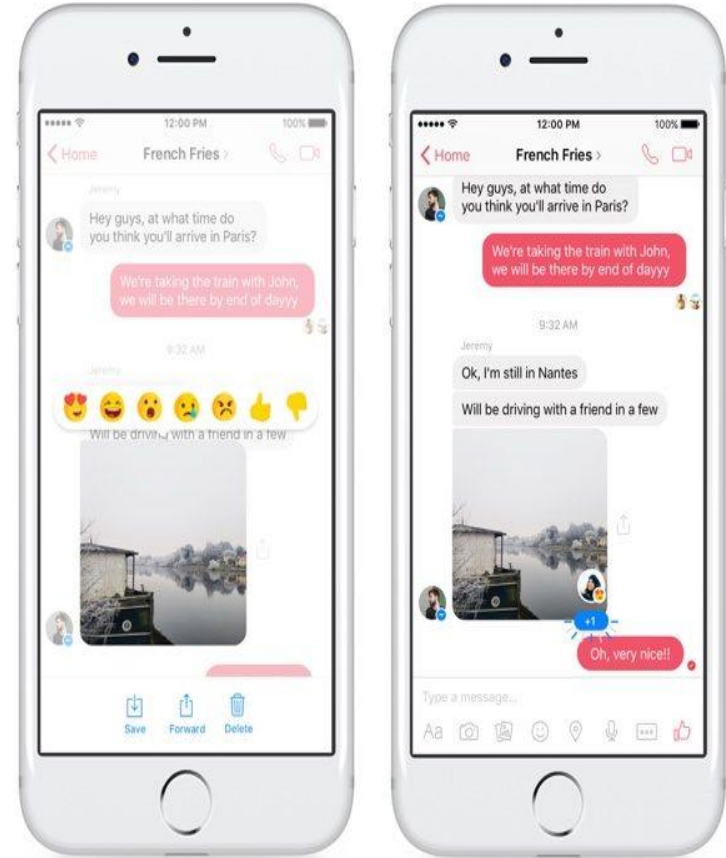
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## Upcoming Design Trends

- Microinteractions
- Conversational UX
- Omnichannel UX
- UI that reflects the impatient user
- Content shapes design
- Virtual and Augmented Reality



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Image by [AltexSoft](#)



## Resources

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- ◉ Lean UX – Jeff and Josh Seiden
- ◉ Design Web Usability – Jakob Nielsen
- ◉ Don't Make Me Think: A Common Sense Approach to Web Usability – Steve Krug
- ◉ The Elements of User Experience: User Centered Design for the Web and Beyond – Jesse James Garrett
- ◉ Atomic Design – Brad Frost
- ◉ [Medium Blog](#) – Sophia Voychegovski Prater
- ◉ [Babich.Biz](#) – Nick Babich
- ◉ Design Systems – Alla Khomatova



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# Thanks!

***Any questions ?***

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