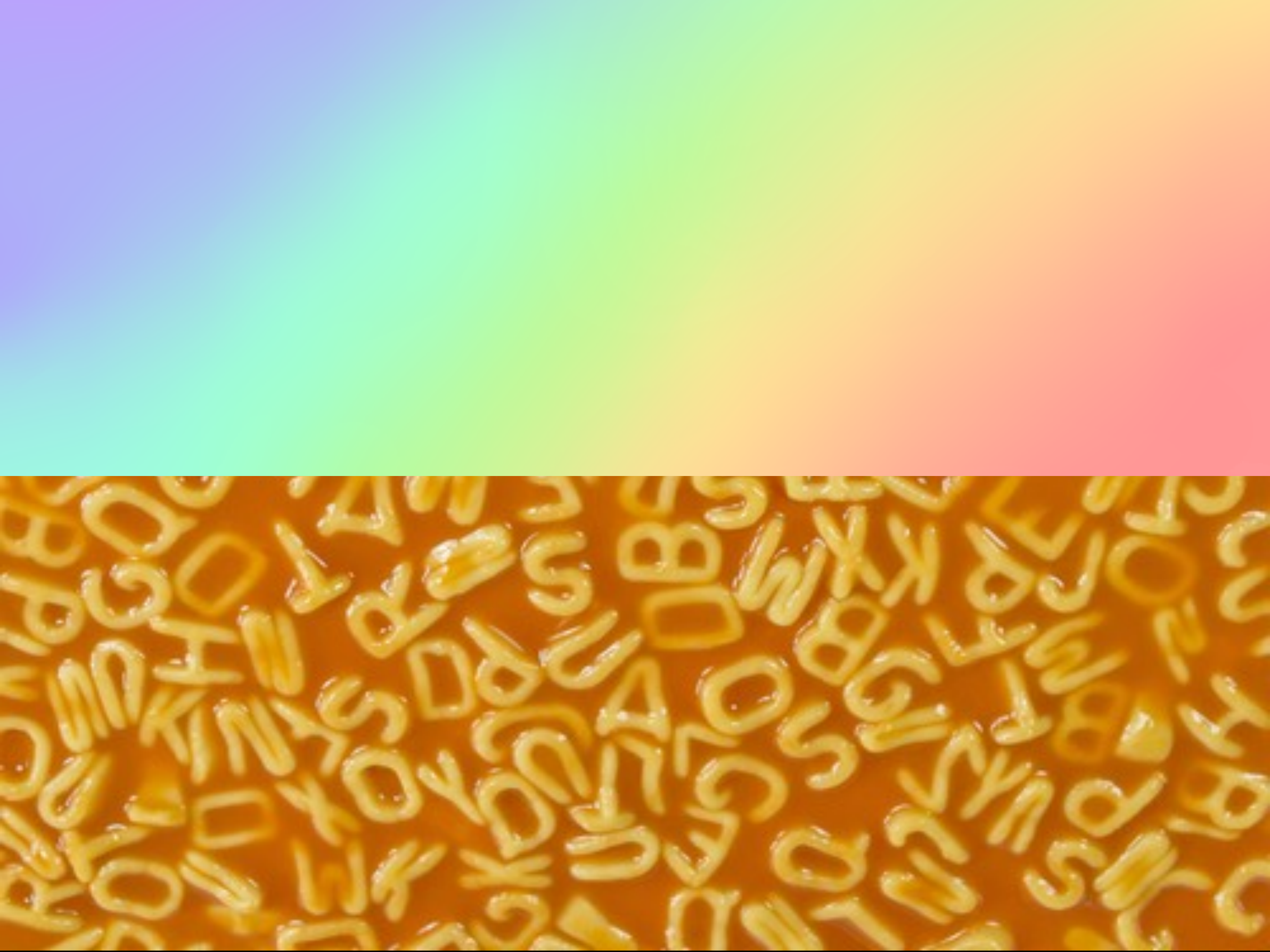


Alphabet Soup and Rainbows

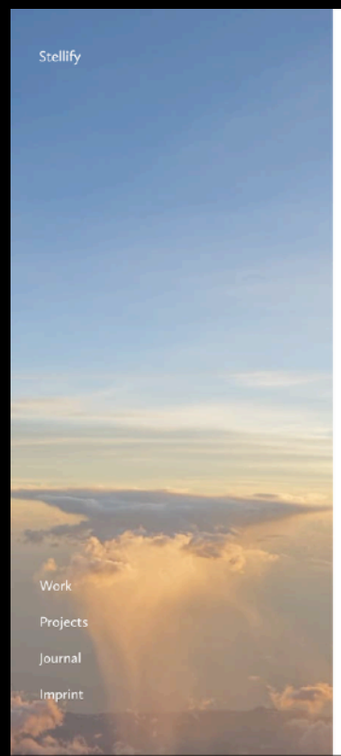
UI, UX, & the spectrum of design & tech

by Sophia Lucero

Magandang umaga, Y4IT!

Pook-sapot

stellify.net



Stellify (v.) to change into a ★

Thoughtful design + code + words for a better web,
made in the Philippines by Sophia Lucero.

Client-friendly websites with content management systems or the JAMstack.

Interface design, product design, & design systems for mobile and web applications.

Front-end design & development with HTML, CSS, & JavaScript.

Tagapagtatag

Philippine Web Designers Organization
<form> function() & .class conference

Philippine
Web Designers

Form
Function
& Class

Trabaho

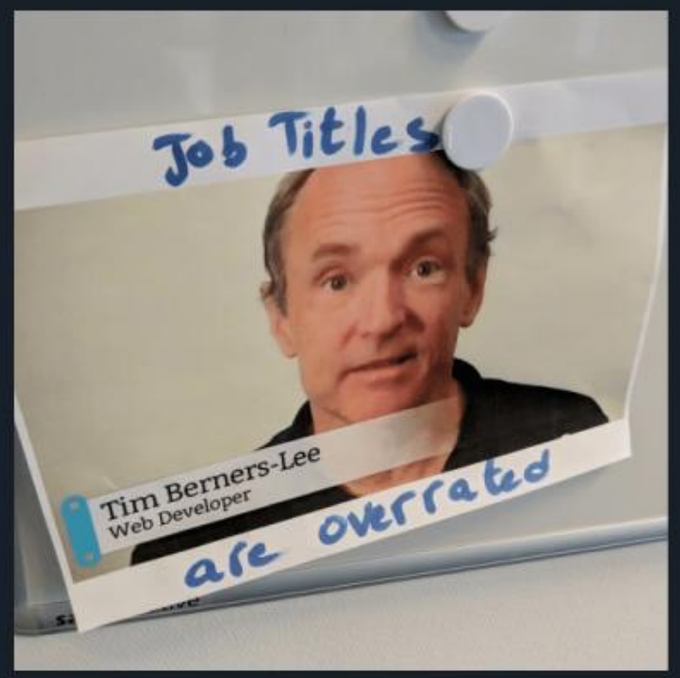
web designer
front-end engineer
UI & UX designer

Jim Callender
@JimCallender

2005: I'm a web designer
2009: I'm a UI designer
2011: I'm a UX designer
2014: I'm a product designer
2021: I'm an experience sommelier

Mitch Goldstein
@mgoldst

Graphic Designer
Product Designer
Interaction Designer
Web Designer
Digital Designer
UX Designer
Design: Ragnarok
Episode VII: The Designer Awakens
2 Graphic 2 Design
The Lord of the Fonts
Designers: Infinity War
The Designer Identity
Digital Designer & the Prisoner of Azkaban



A little ~~rant~~ backstory

Elementary

High School

THE APPLE TIMES

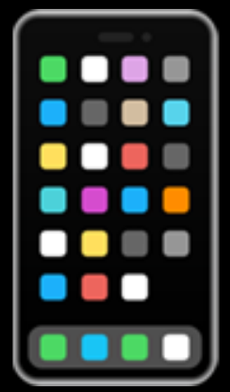
TOP NEWS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam elit ante, vestibulum sed sodales et, consectetur non tellus. Morbi dui magna, tempus in accumsan ac, auctor eu augue. Quisque feugiat semper lectus, eget sagittis enim iaculis sit amet. Cras at mi ornare est ultricies suscipit sed id dolor. Aliquam blandit eros quam, sit amet fringilla est mattis et. Vivamus rutrum eleifend ipsum, a aliquam est. Donec nec imperdiet tortor. Sed porttitor tincidunt convallis.

In at est molestie odio aliquet rutrum sed sit amet velit. Praesent ac arcu molestie, ultricies mi eget, tincidunt risus. Sed convallis, tellus et tincidunt laoreet, mi leo rhoncus nunc, eu bibendum arcu purus at odio. Sed finibus ullamcorper pharetra. Ut eleifend quam

College

Work



but why tho

RanaAwdishMD
@RanaAwdish

Me: How was your day?
8yo: I just worry they are doing it wrong.
Me: Doing what wrong?
8yo: They separate everything so we can't understand anything. Who says music isn't really math or math isn't science really? Someone made categories but the world is a mushier than that.

5:11 AM · Sep 21, 2019 · Twitter for iPhone

6K Retweets **35K** Likes

ROYGBIV

Learning is seeing the bigger picture and how things are connected

Design

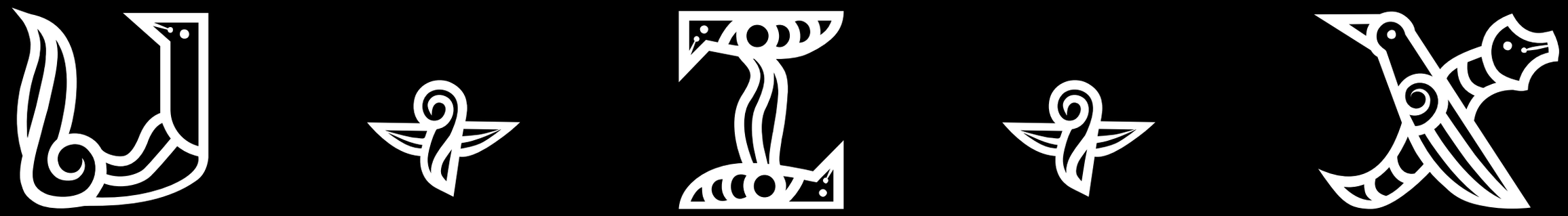
Technology

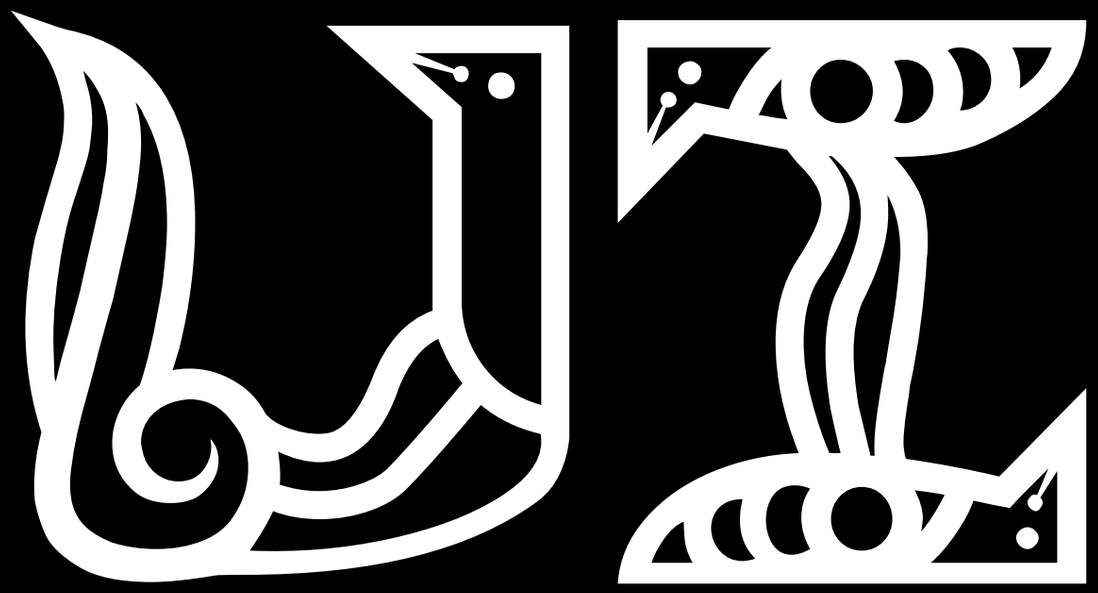
Experience

It’s all connected

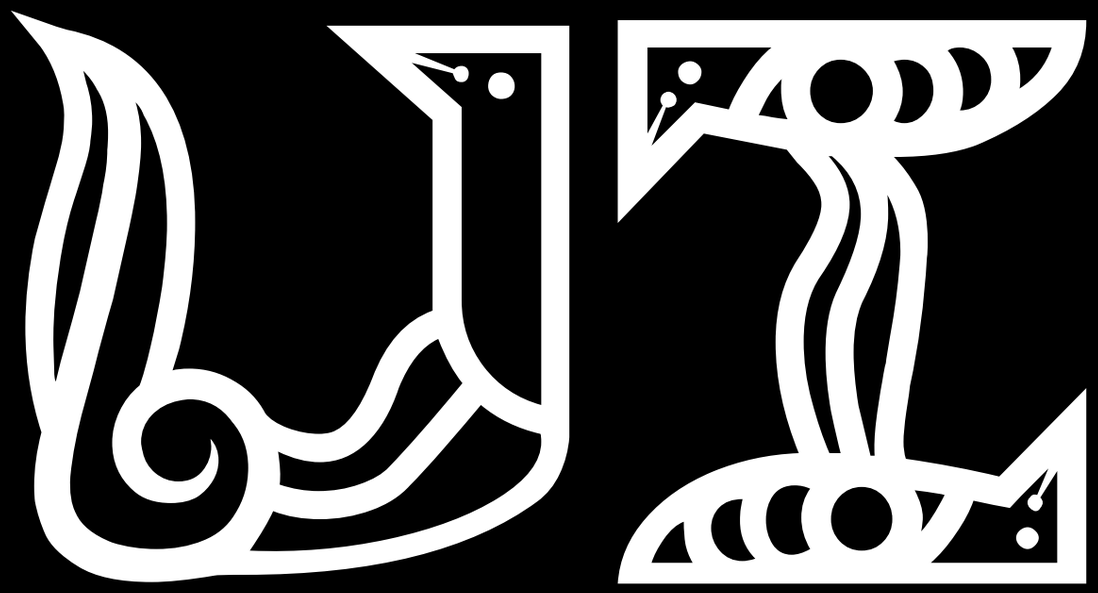
not OR

but AND

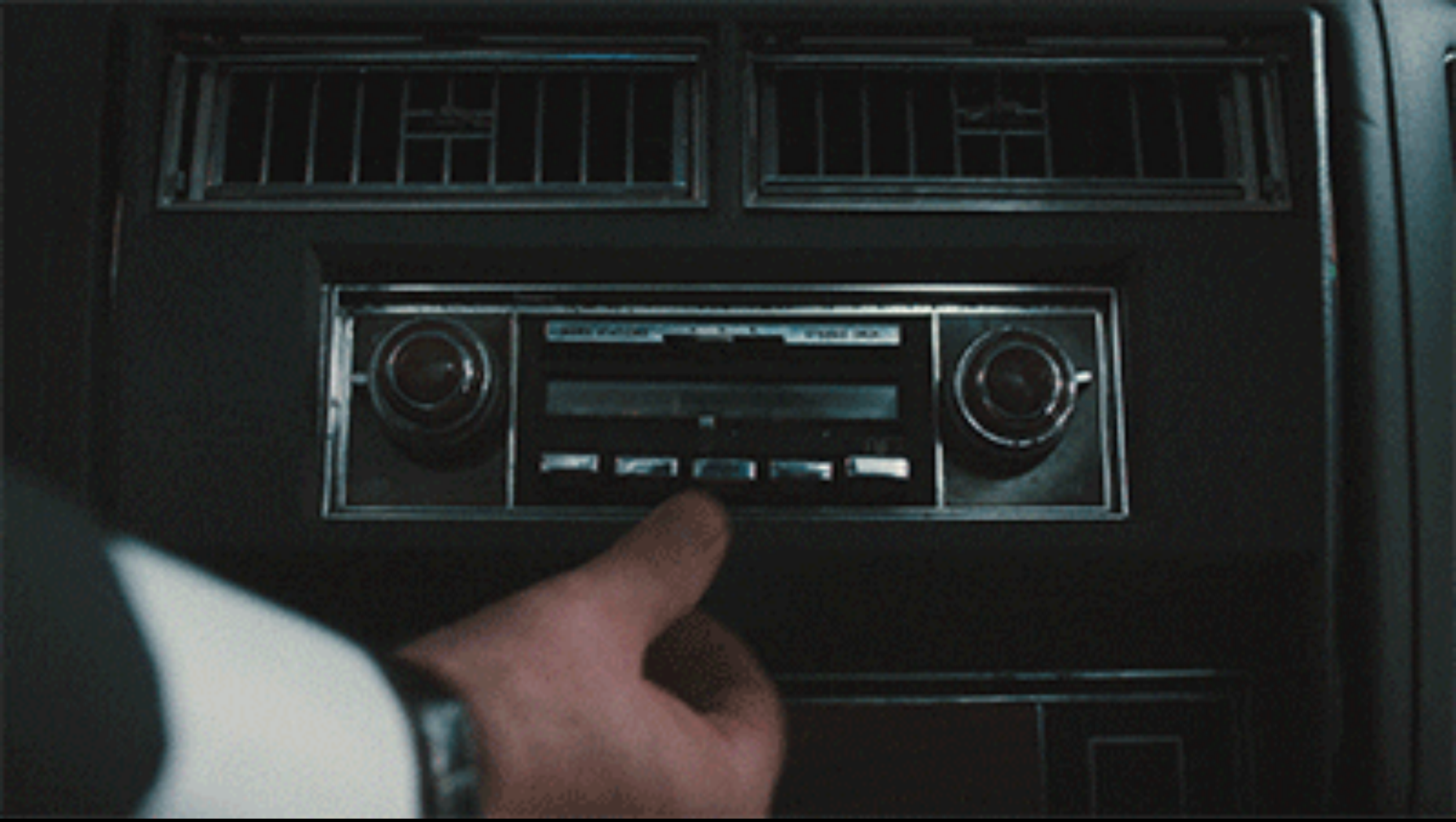




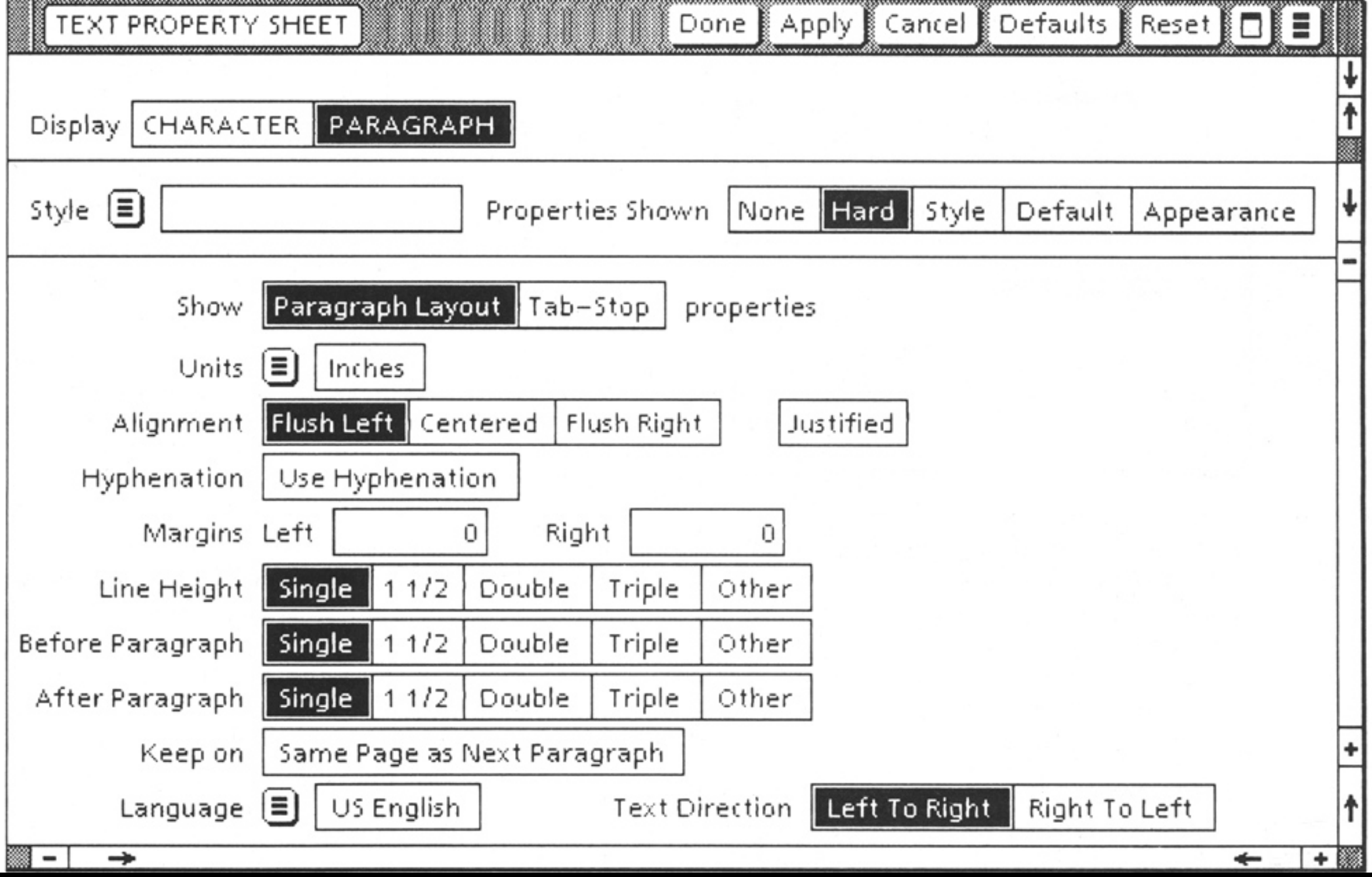
User Interface



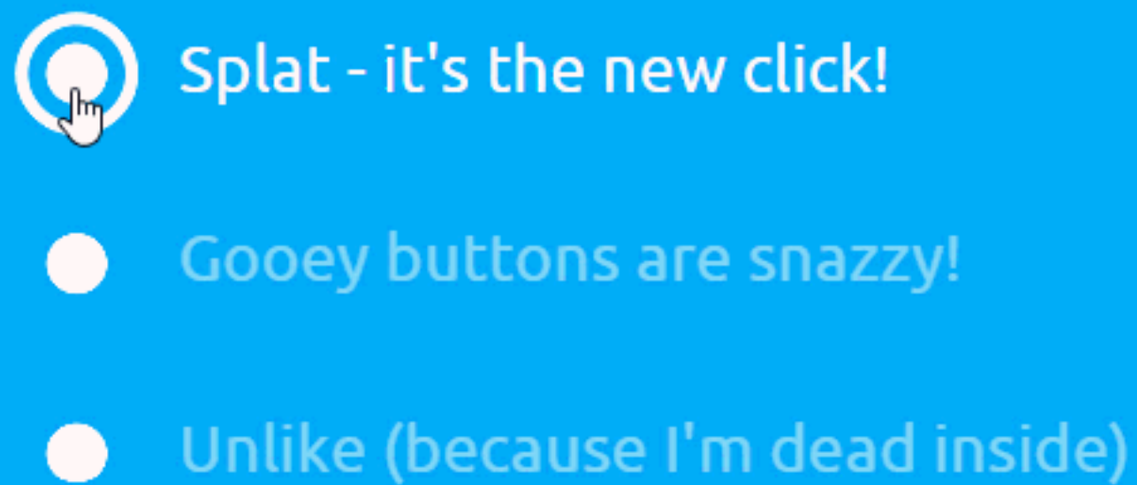
User Interface is the space where interactions between humans and machines occur



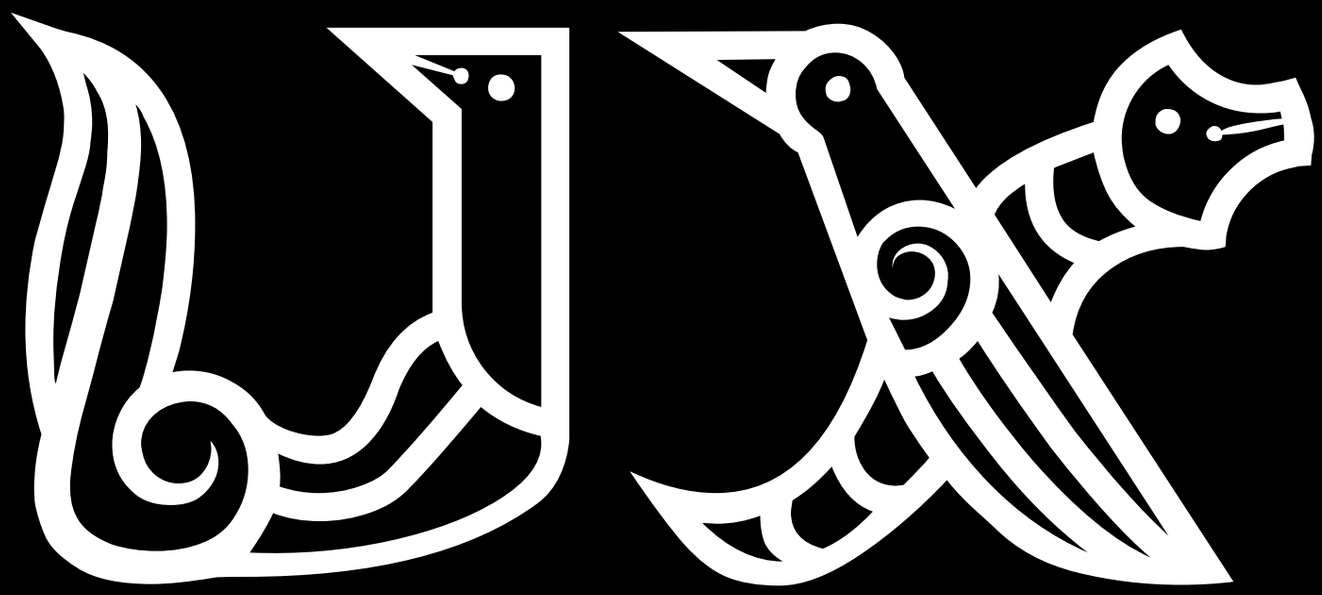
Radio buttons can only be pushed one at a time



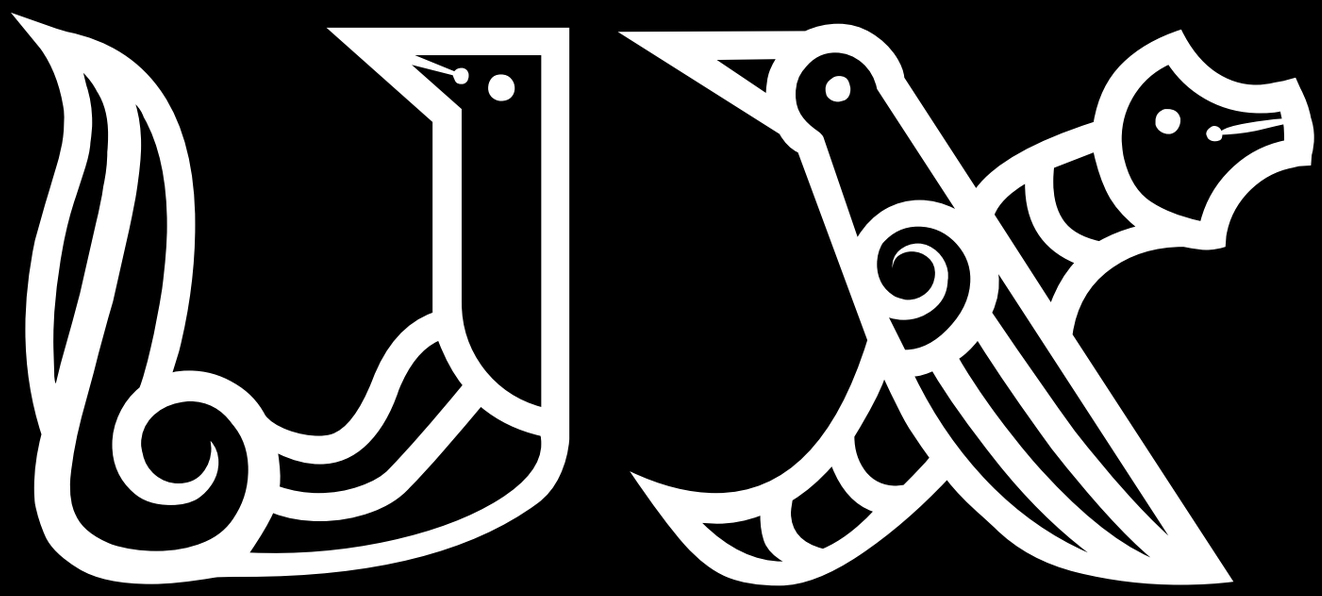
Radio buttons in the Graphical User Interface of the Xerox Star 8010 computer (1981)



SVG Splat Radio Button by Chris Gannon (2015)



User Experience



User Experience is a person’s perceptions & responses resulting from the use and/or anticipated use of a product, system, or service

Use of a product

Use of a product, system

Use of a product, system, or service

“I wanted to cover all aspects of the person’s experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.”

— Don Norman

UI vs UX ❌

Not parallel

Batman v Superman ❌

Not opposite

UI/UX ✕

Not interchangeable

MamSir

Not equivalent

UI

can be more than digital

UX

can be more than digital

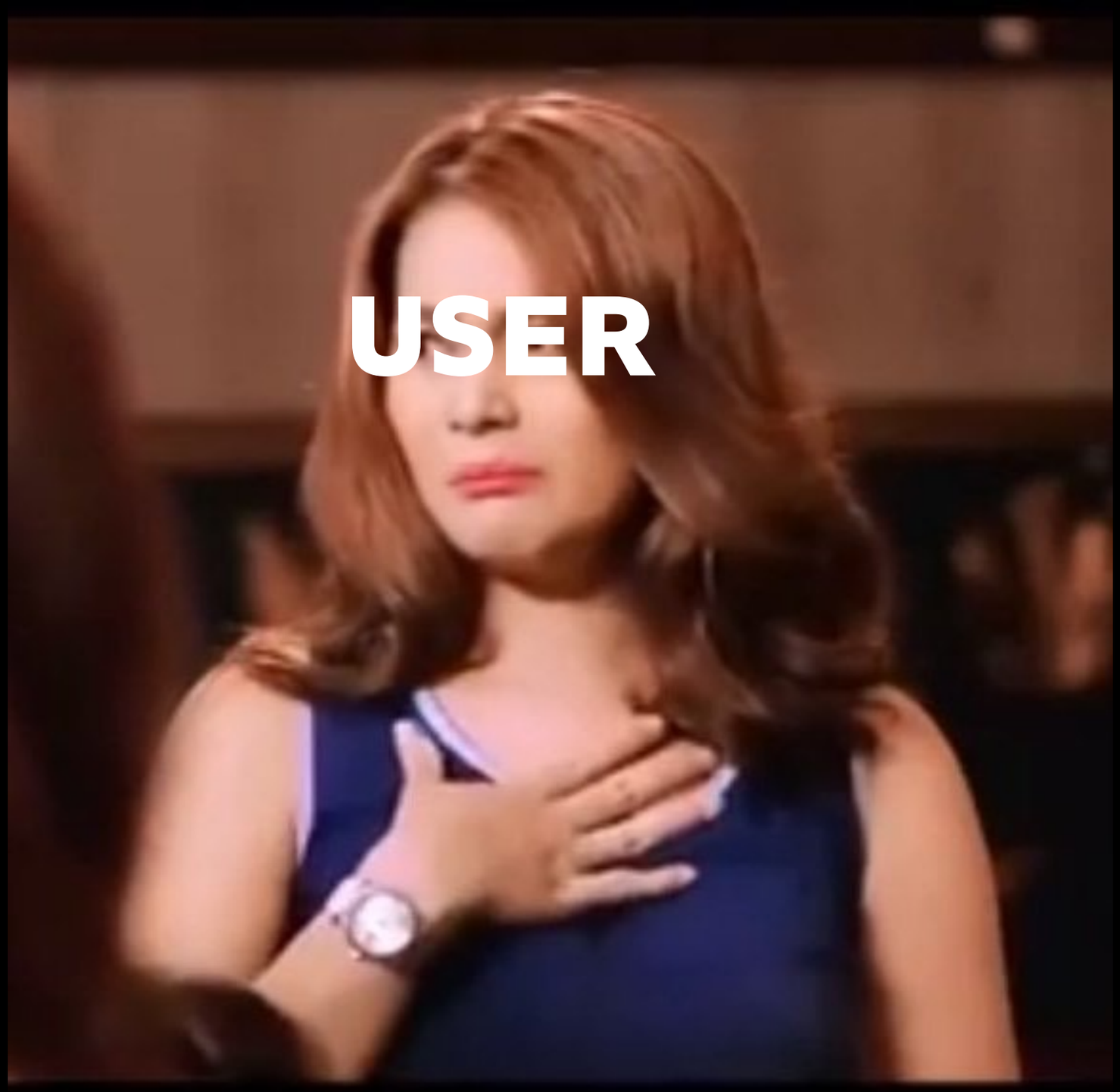
But for simplicity

We’ll be talking about digital

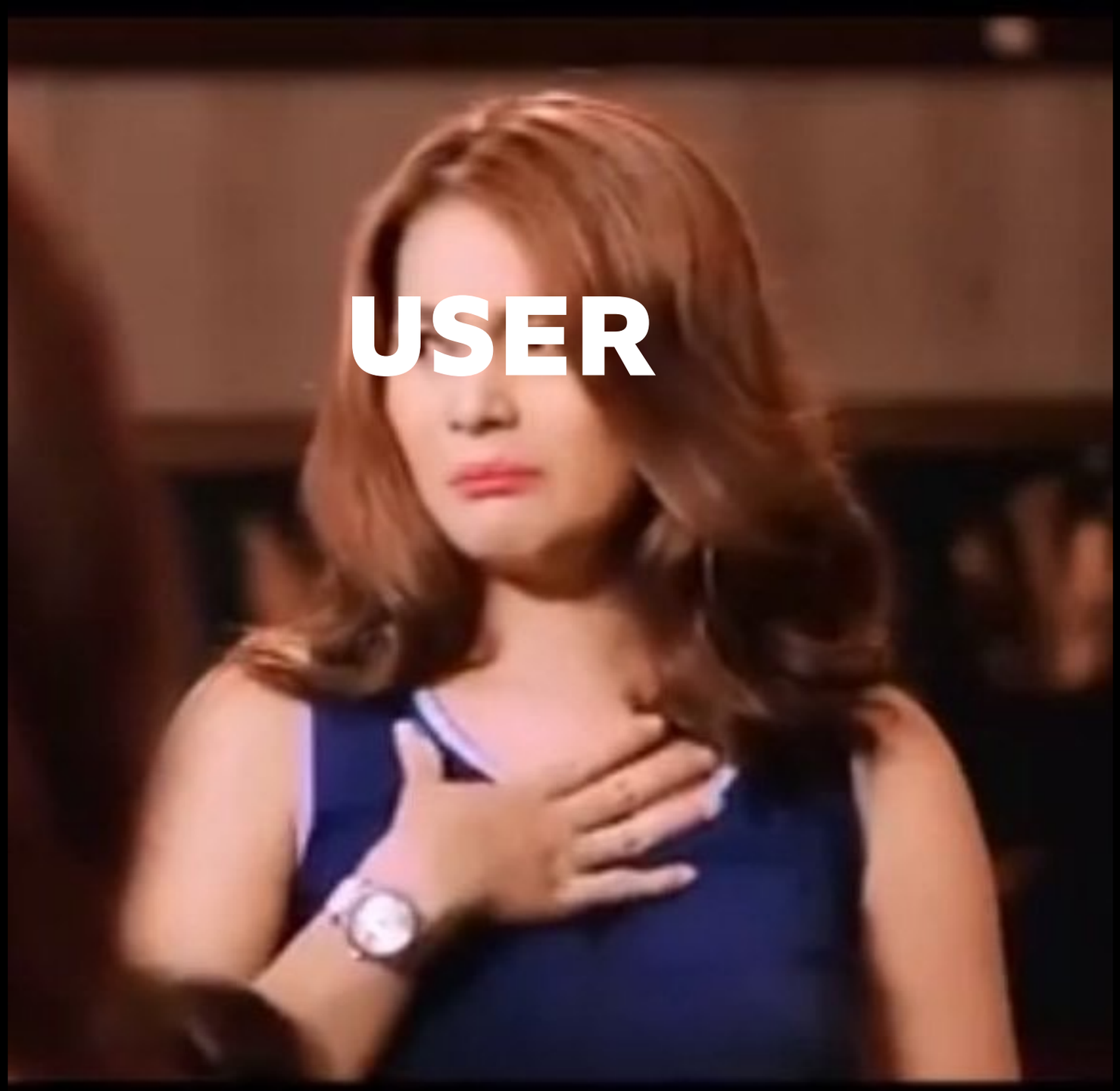
You can’t control an experience

You can build for an experience

How you build will affect it



So what affects experience?



Principles & Processes

Designing the User Interface: Strategies for Effective Human–Computer Interaction by Ben Shneiderman (1987)

1. Strive for consistency
2. Enable frequent users to use shortcuts
3. Offer informative feedback.
4. Design dialog to yield closure.
5. Offer simple error handling.
6. Permit easy reversal of actions
7. Support internal locus of control.
8. Reduce short–term memory load.

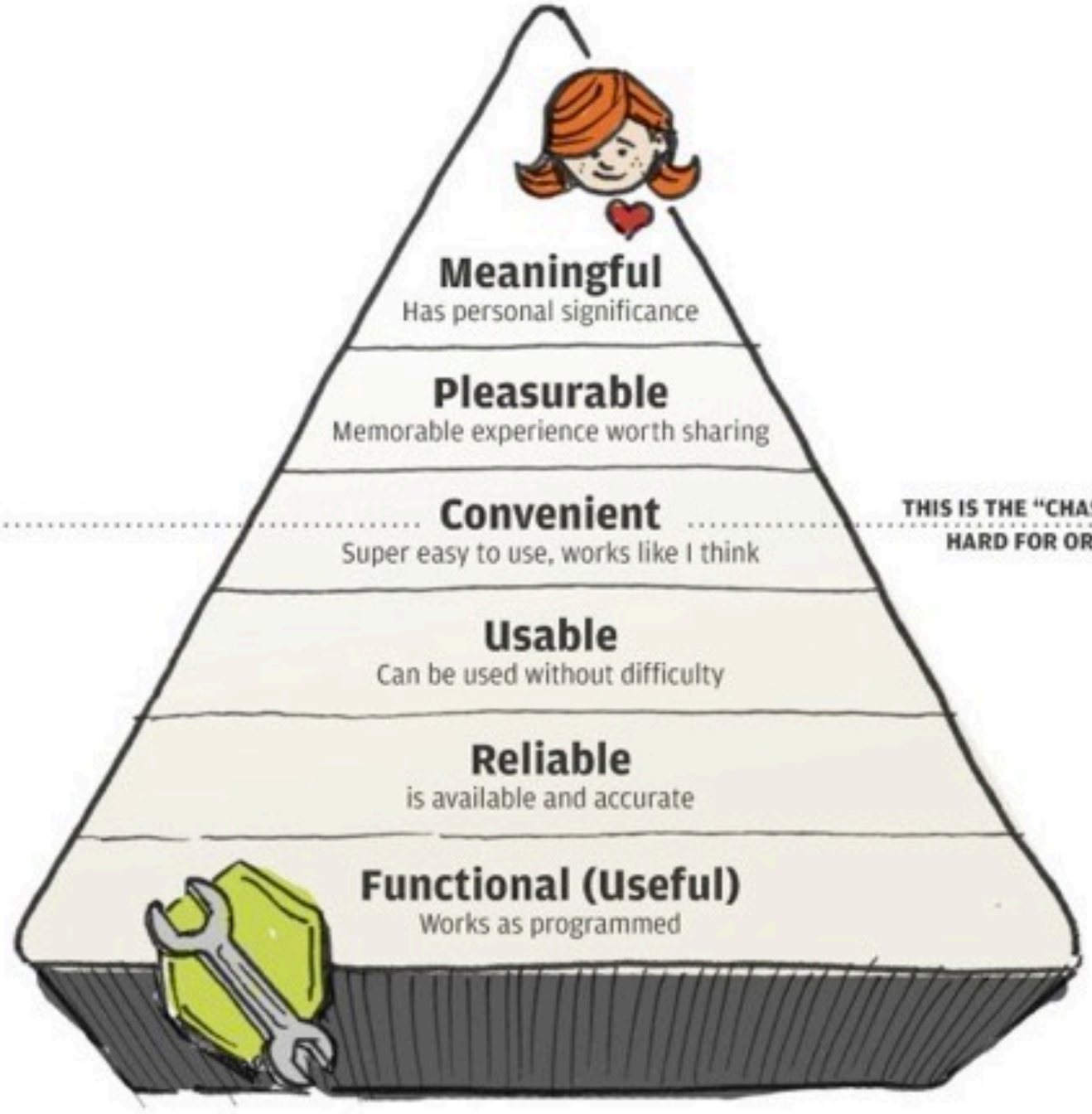
10 Usability Heuristics for User Interface Design by Jakob Nielsen (1994)

1. Visibility of sytem status
2. Match between system and the real world
3. User control & freedom
4. Consistency & standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Focused on

Experiences

(People, Activities, Context)

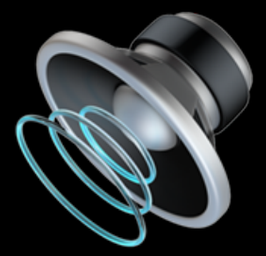


THIS IS THE "CHASM" THAT IS REALLY REALLY HARD FOR ORGANIZATIONS TO CROSS

Focused on

Tasks

(Products and Features)



The challenge: turn down your volume

AT ONCE!

Volume: 50

Advanced Volume Control

Volume Control

○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7	○ 8	○ 9	○ 10	○ 11	
○ 12	○ 13	○ 14	○ 15	○ 16	○ 17	○ 18	○ 19	○ 20	○ 21		
○ 22	○ 23	○ 24	● 25	○ 26	○ 27	○ 28	○ 29	○ 30	○ 31		
○ 32	○ 33	○ 34	○ 35	○ 36	○ 37	○ 38	○ 39	○ 40	○ 41		
○ 42	○ 43	○ 44	○ 45	○ 46	○ 47	○ 48	○ 49	○ 50	○ 51		
○ 52	○ 53	○ 54	○ 55	○ 56	○ 57	○ 58	○ 59	○ 60	○ 61		
○ 62	○ 63	○ 64	○ 65	○ 66	○ 67	○ 68	○ 69	○ 70	○ 71		
○ 72	○ 73	○ 74	○ 75	○ 76	○ 77	○ 78	○ 79	○ 80	○ 81		
○ 82	○ 83	○ 84	○ 85	○ 86	○ 87	○ 88	○ 89	○ 90	○ 91		
○ 92	○ 93	○ 94	○ 95	○ 96	○ 97	○ 98	○ 99	○ 100			

☐ Mute

Please make a noise as loud as you want the volume to be.

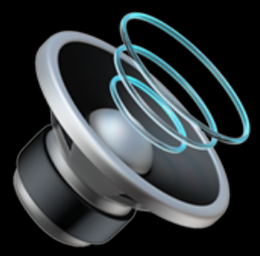
Now listening...

Current noise level: 0db

Cancel

Save

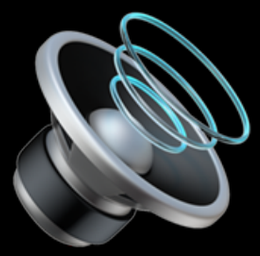
How would you feel?



Functional 👍

Reliable 🤔

Usable 😠



Functional 👍

Reliable 🤔

Usable 😠

Convenient 🙅‍♀️

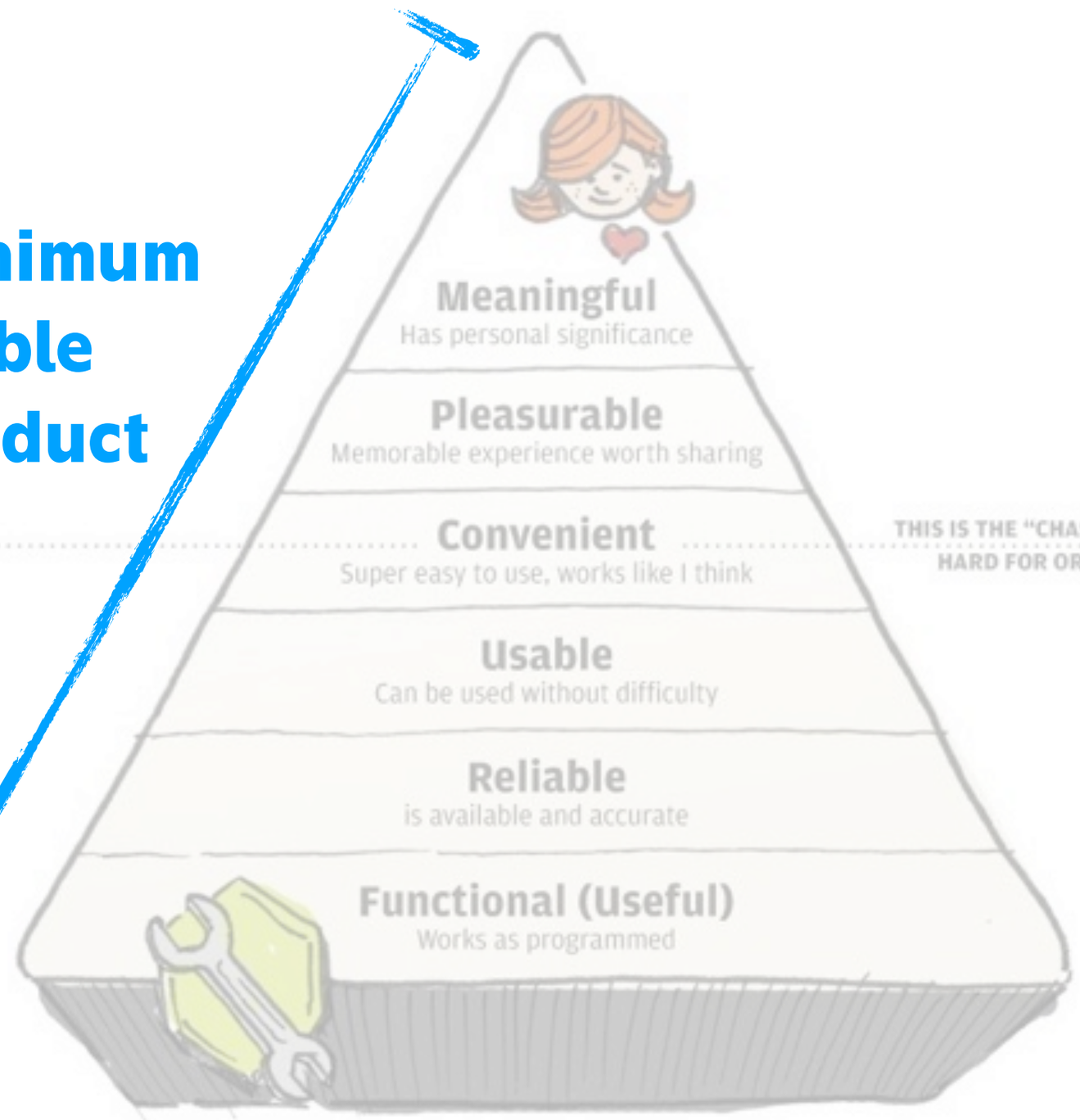
Pleasurable 😩

Meaningful 🤷‍♀️

Something can be perfectly functional but utterly ridiculous to use

Focused on
Experiences
(People, Activities, Context)

minimum viable product

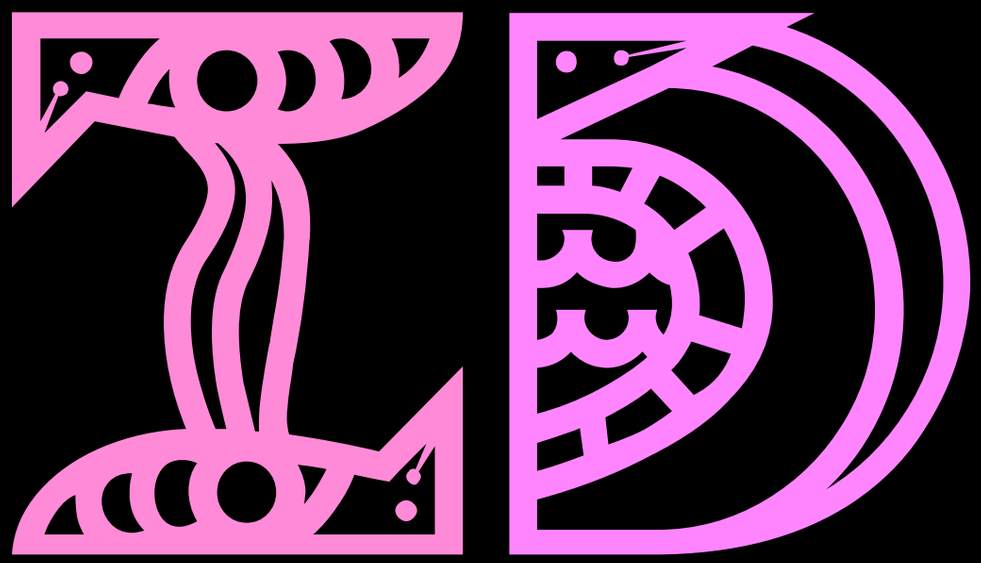


maturity

THIS IS THE "CHASM" THAT IS REALLY REALLY HARD FOR ORGANIZATIONS TO CROSS

Focused on
Tasks
(Products and Features)

More things to consider



Information Design (ID) is the practice of presenting information that fosters efficient and effective understanding of it.

Building Type:	Detached House
Year Of Construction:	2012
Listing Price:	$750,000
Address:	742 Evergreen Terrace
Bedrooms:	3
Bathrooms:	2
Real Estate Agent:	Tiffany Heffner
Contact:	(555) 555-4321

DETACHED HOUSE · 5Y OLD

$750,000

742 Evergreen Terrace

3 Bedrooms **2** Bathrooms

REALTOR

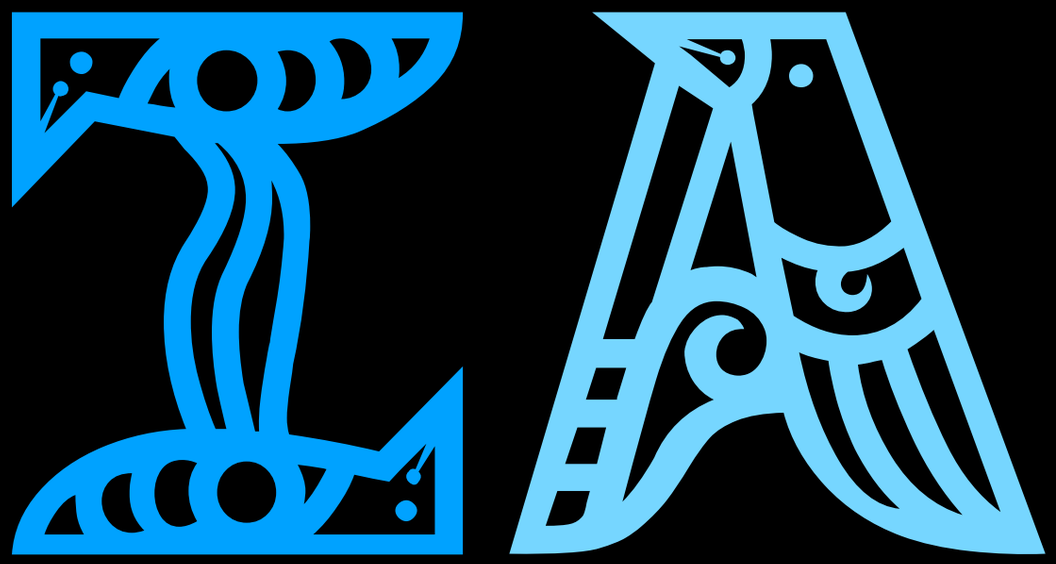
Tiffany Heffner

(555) 555-4321

Present data in a more useful way

Emphasize the most important content

Combine labels and values into human-readable phrases



Information Architecture (IA) is the organizing, structuring, and labeling of content in an effective & sustainable way.

Shoes

- Boots & Booties
- Sneakers & Athletic
- Heels
- Sandals
- Flats
- Loafers
- Clogs & Mules
- Comfort
- Wide
- Narrow
- Slippers
- View All

Clothing

- Coats & Outerwear
- Jeans
- Shirts & Tops
- Activewear & Yoga
- Dresses
- Swimwear
- Sweaters
- Sleepwear
- Intimates
- Plus Size
- Petite
- View All

Even More

- Bags & Handbags
- Accessories
- The Style Room

Lookbooks

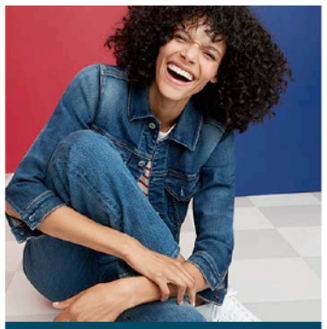
- New Balance
- Cole Haan
- Brooks
- adidas

Sale

New Arrivals

View All

Shop Fall Boots



Visit The Denim Shop

Search Within Women | SEARCH

Subcategory

Search Subcategory

- Ankle Boots and Booties (3544)
- Lace Up Boots (668)
- Cowboy Boots (619)
- Winter and Snow Boots (497)
- Chelsea Boots (479)
- Rain Boots (445)
- Knee High Boots (436)

Women's Size

Search Women's Size

4	4.5	5	5.5
6	6.5	7	7.5
8	8.5	9	9.5
10	10.5	11	11.5

Women's Width

Search Women's Wid

SS	S	N	M
		4A	3A
		B	C
		EE	3E

Shoes | Boots

Do these items match w

New

♡ 2

UGG

Classic Mini Fluff High-Low

$179.95

New

♡ 2

Explore Zappos

- Brands
- Clothing
- Luxury
- Eyewear
- New Arrivals
- Outdoor
- Rideshop
- Running
- Shoes
- Watches
- Wedding
- Zappos Adaptive
- Education & Military Program
- All Departments

Customer Service

- FAQs
- Contact Info
- ¿Ayuda en español?
- Shipping And Returns
- About Proposition 65

Fit Info

- Measurement Guide
- Size Conversion Chart
- Measure Your Bra Size

About Zappos

- About
- Beyond The Box Blog
- Zappos for Good
- Zappos Insights
- Tours
- Get the Zappos Mobile App

Resources

- Associates Program
- Jobs
- Press Kit
- Glossary of Terms
- Site Map

Your Voice Matters

We'd love to learn more about your shopping experiences on Zappos.com and how we can improve!

TAKE SURVEY

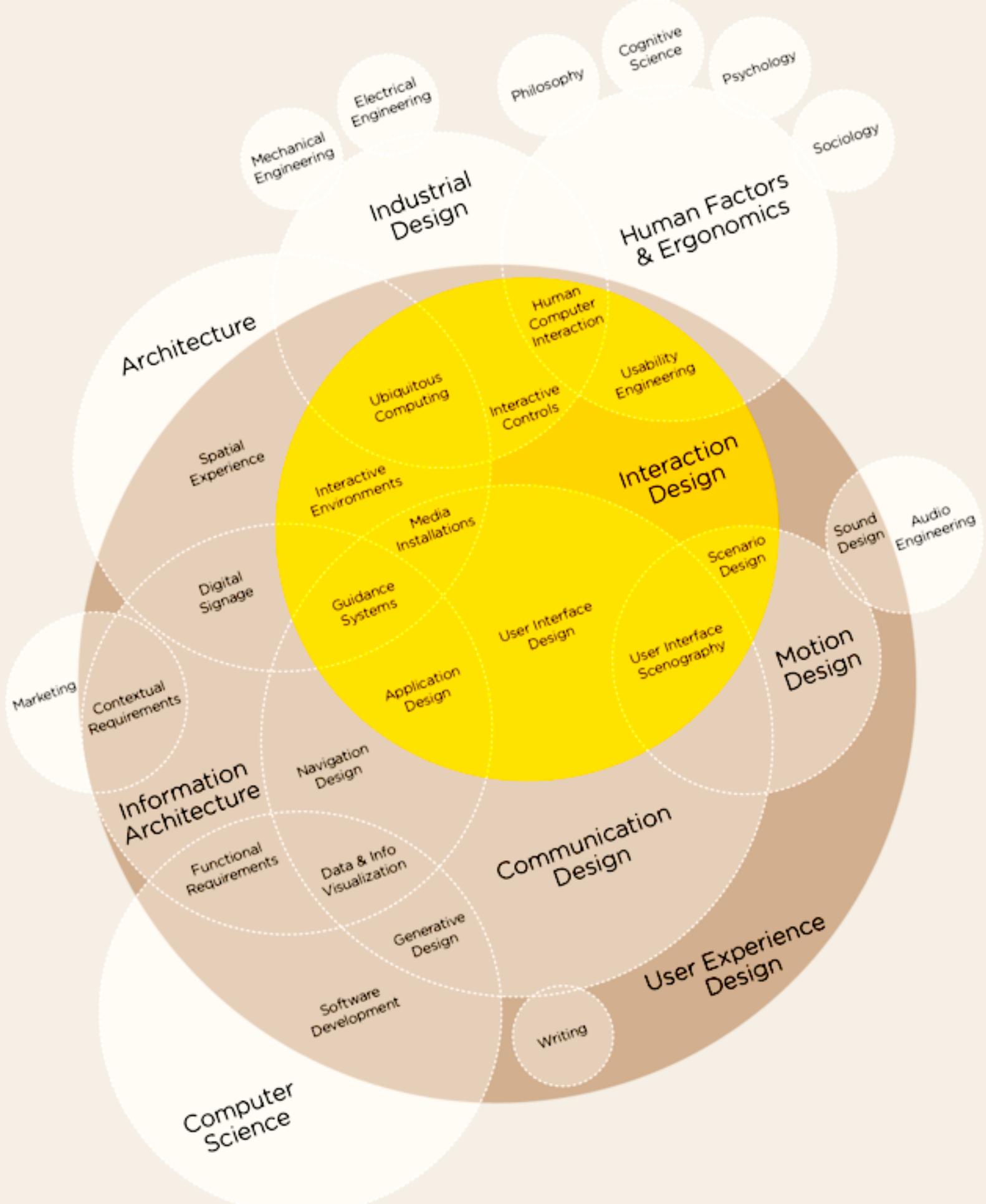
Language

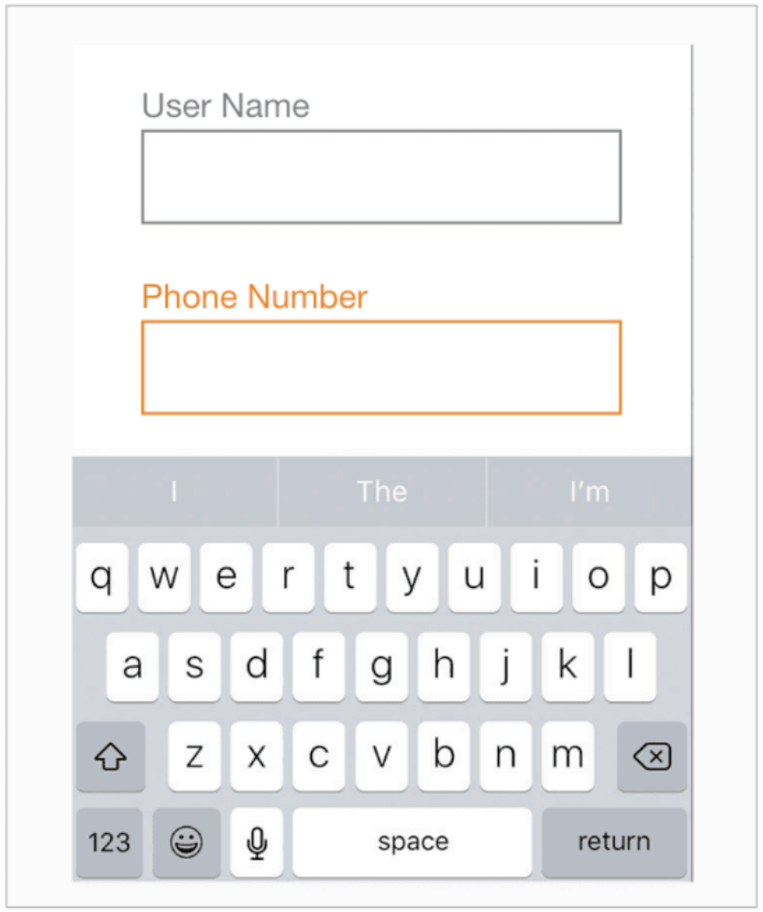
English - EN

Learn More

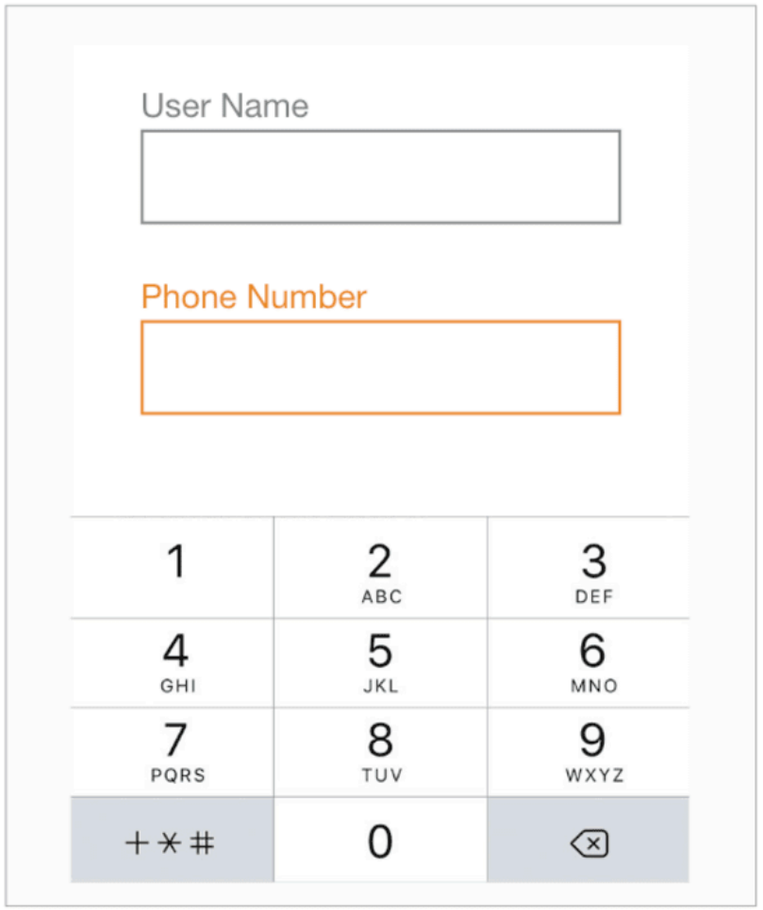
Connect With Us

Interaction Design (IxD) is the creation of engaging interfaces with well thought out behaviors over time.


Electrical Engineering
Mechanical Engineering
Philosophy
Cognitive Science
Psychology
Sociology
Industrial Design
Human Factors & Ergonomics
Architecture
Human Computer Interaction
Ubiquitous Computing
Interactive Controls
Usability Engineering
Spatial Experience
Interactive Environments
Interaction Design
Media Installations
Scenario Design
Sound Design
Audio Engineering
Digital Signage
Guidance Systems
User Interface Design
User Interface Scenography
Motion Design
Marketing
Contextual Requirements
Application Design
Navigation Design
Information Architecture
Functional Requirements
Data & Info Visualization
Communication Design
Generative Design
Software Development
User Experience Design
Writing
Computer Science


User Name
Phone Number
I
The
I'm
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
return

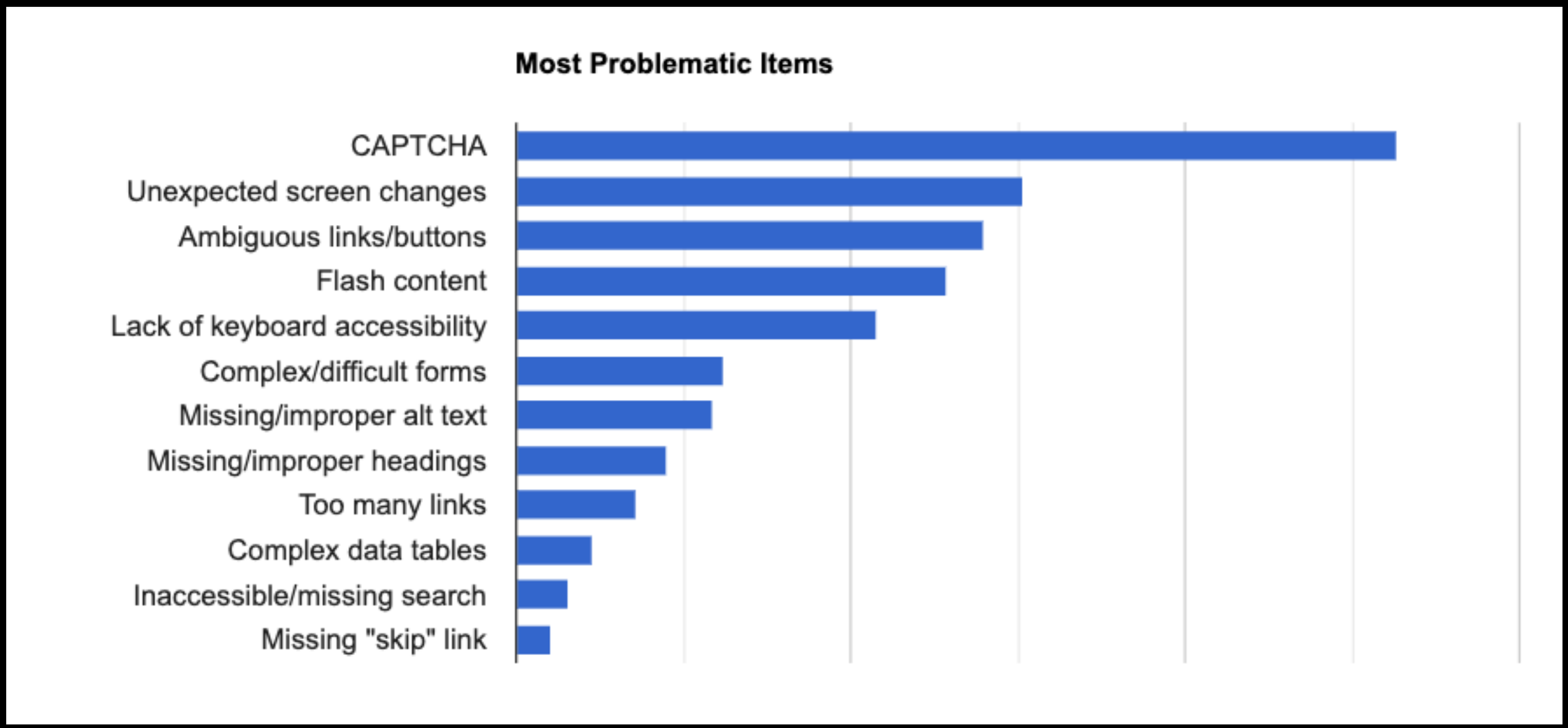
Don't


User Name
Phone Number
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
+ * #
0

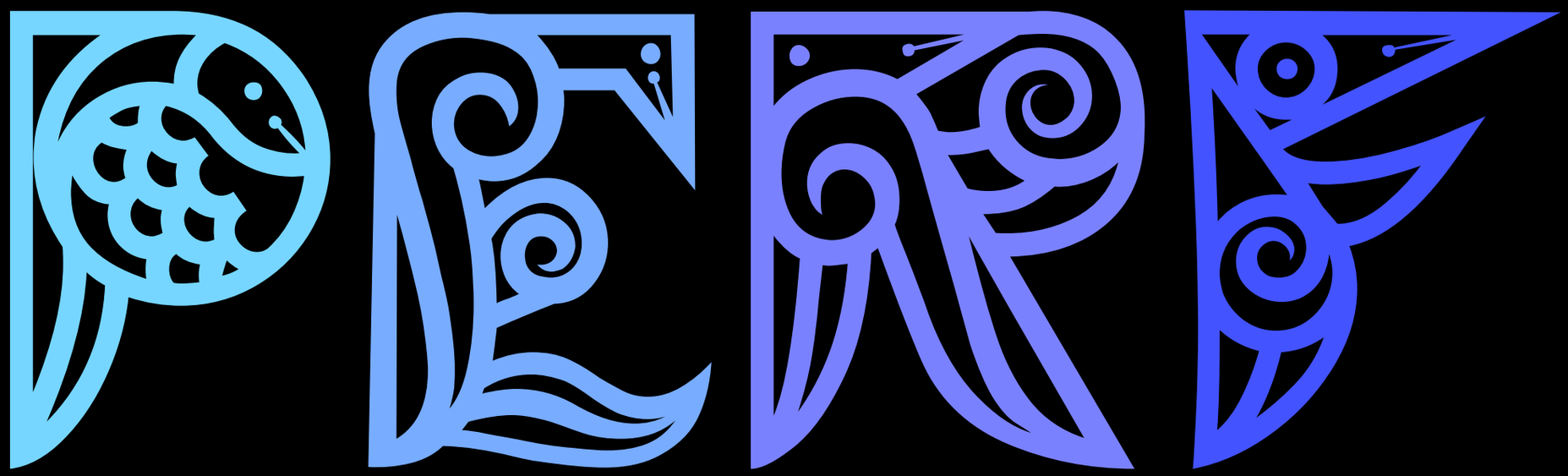
Do

Accessibility (A11Y) is the design of environments to be usable by people with disabilities.

Disabilities: Permanent, Temporary, Situational — Inclusive design toolkit by Microsoft



Most problematic A11Y issues according to screenreader users (via Bruce Lawson / WebAIM)



Performance is the speed at which a page can download and render content, as measured objectively and perceived subjectively by the user.

Performance

These encapsulate your web app's current performance and opportunities to improve it.

65

Metrics

These metrics encapsulate your web app's performance across a number of dimensions.

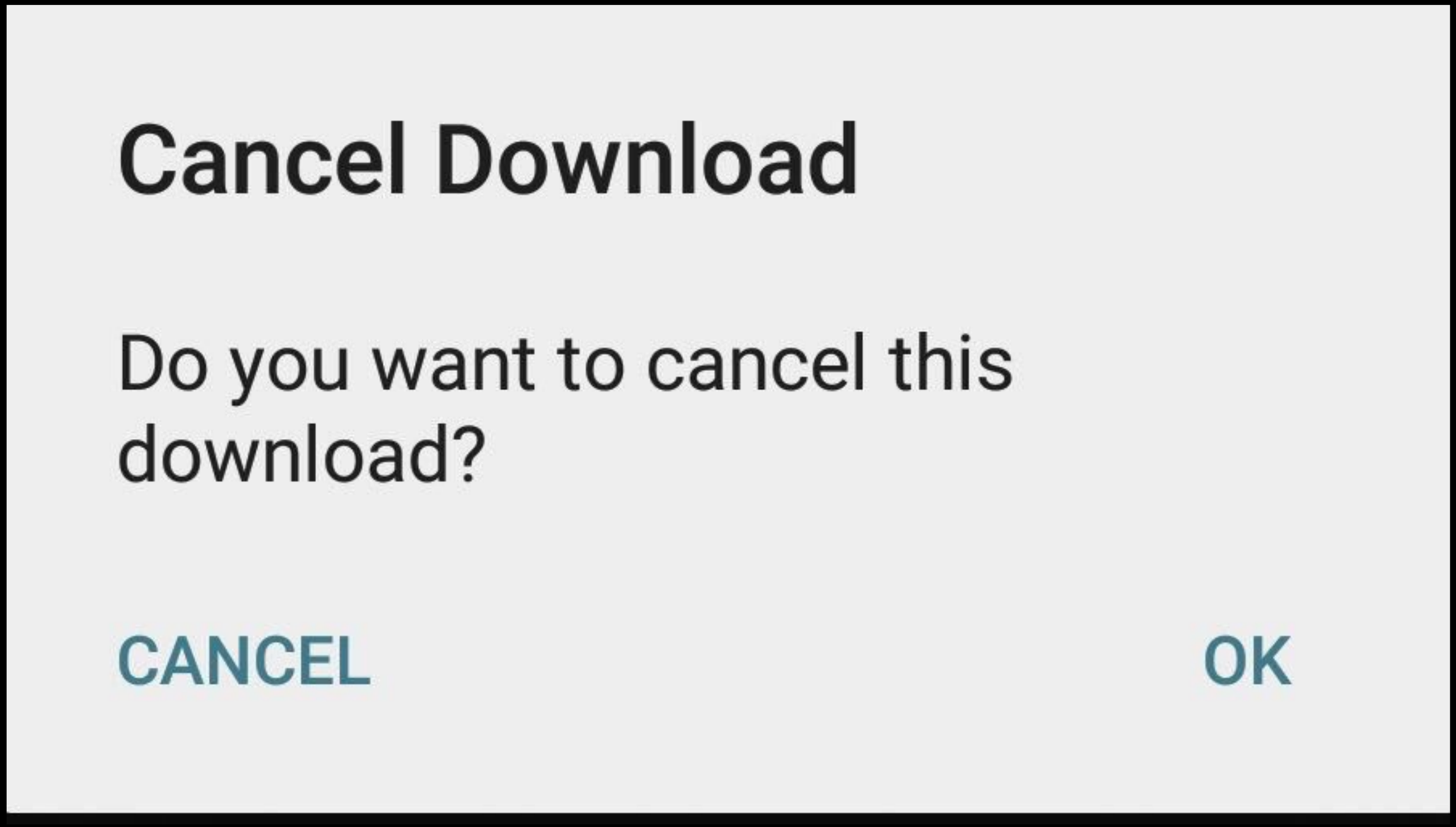
- First meaningful paint 3,280 ms
- First Interactive (beta) 7,170 ms
- Consistently Interactive (beta) 7,170 ms
- Perceptual Speed Index: 9,556 22
- Estimated Input Latency: 16 ms 100

53% of mobile site visits were abandoned if a page took longer than 3 seconds to load — DoubleClick

Copywriting, Content Strategy, Editing

“Conversation is the oldest interface.”

— Erika Hall



What do you tap to cancel the download?

MORE

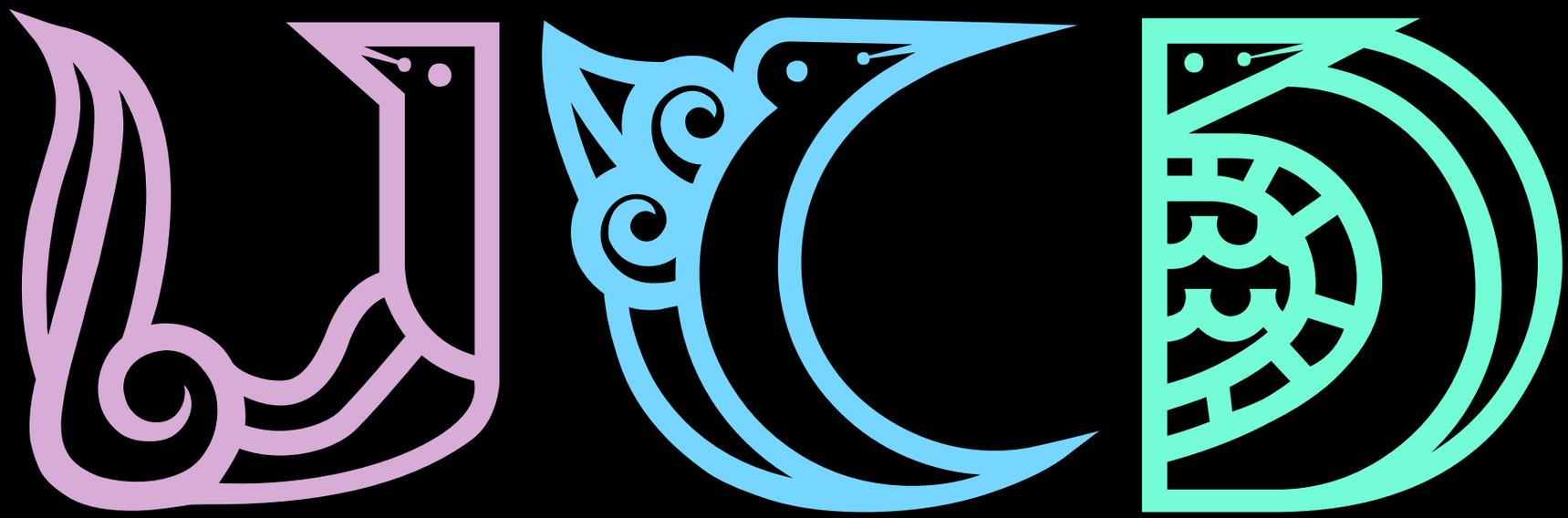
Motion Design
Data Visualization
Psychology
and so on

.

.

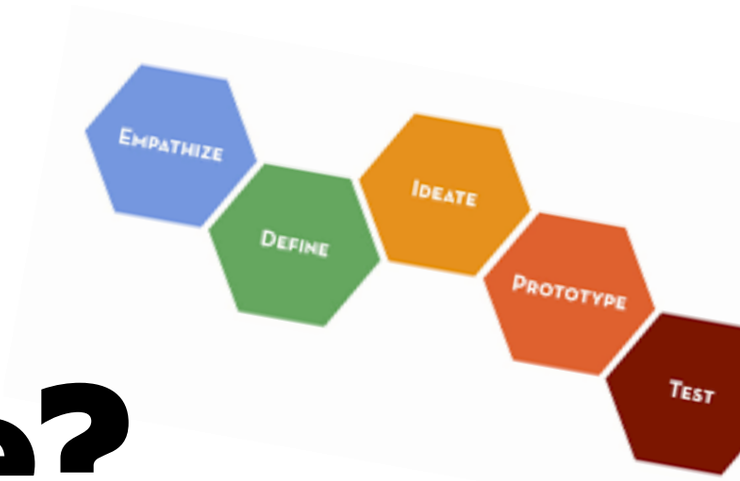
.

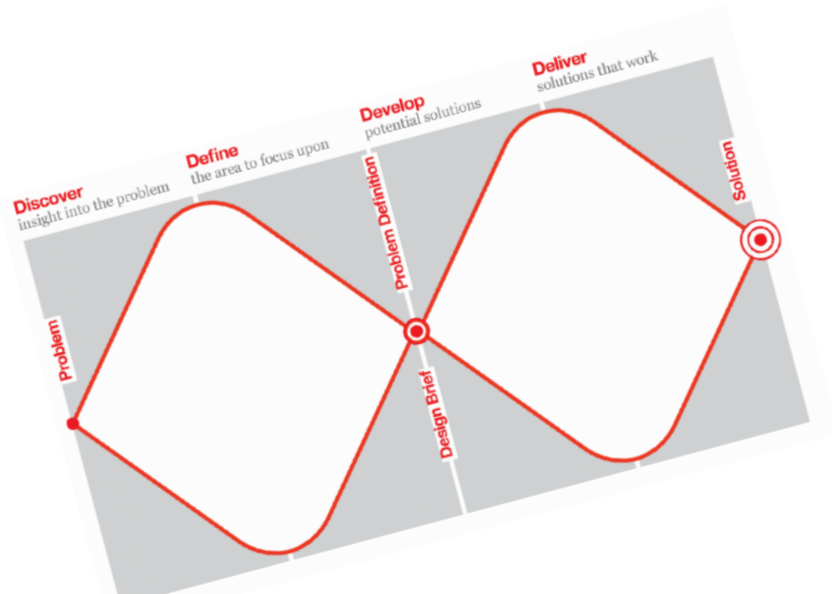
Don’t stop at just functional

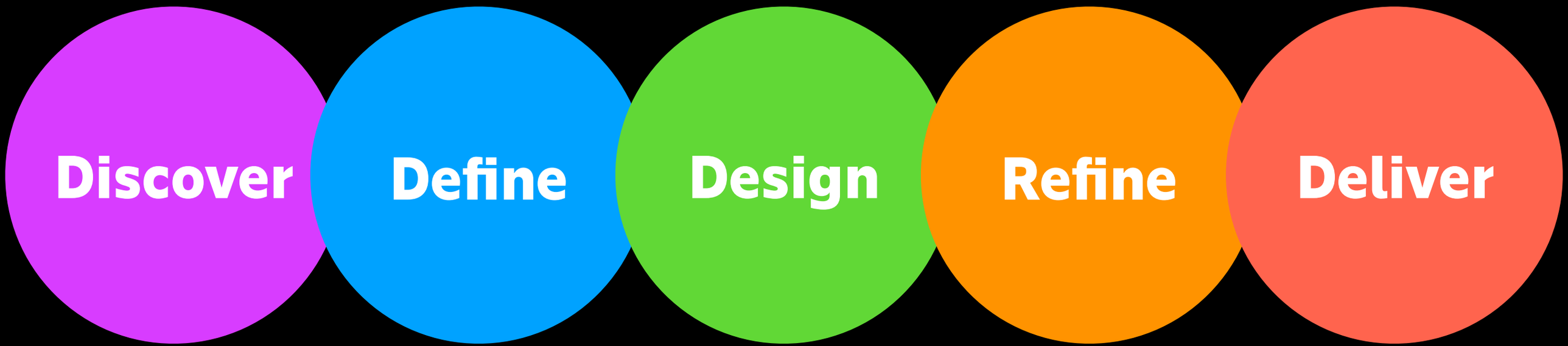


User-Centered Design is an approach that focuses on users through planning, design & development of a product

What does a user-centered process look like?







User-Centered Design Process

Discover **Define** **Design** **Refine** **Deliver**

understand the problem

research, interviews, requirements, goals

Discover **Define** Design Refine Deliver

define user needs, business goals, & tech constraints

Discover Define **Design** Refine Deliver

build the solution

Most people make the mistake of thinking design is what it looks like. That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.

— Steve Jobs

Design is the rendering of intent.

— Jared Spool

Design is intelligence made visible.

— Alina Wheeler

Discover Define **Design** Refine Deliver

build the solution

sketches, wireframes, mockups, prototypes

Discover Define **Design** Refine Deliver

build the solution

(hypothesis)

Discover Define Design **Refine** Deliver

user research & usability testing

(qualitative + quantitative)

THIS DESIGN IS BASED ON THE **USER RESEARCH** I MADE.

WHAT ***KIND*** OF RESEARCH DID YOU CONDUCT?

USABILITY TESTING.

HOW ***MANY*** PEOPLE WERE TESTED?

...ONE

WHO WAS IT?

A COWORKER...

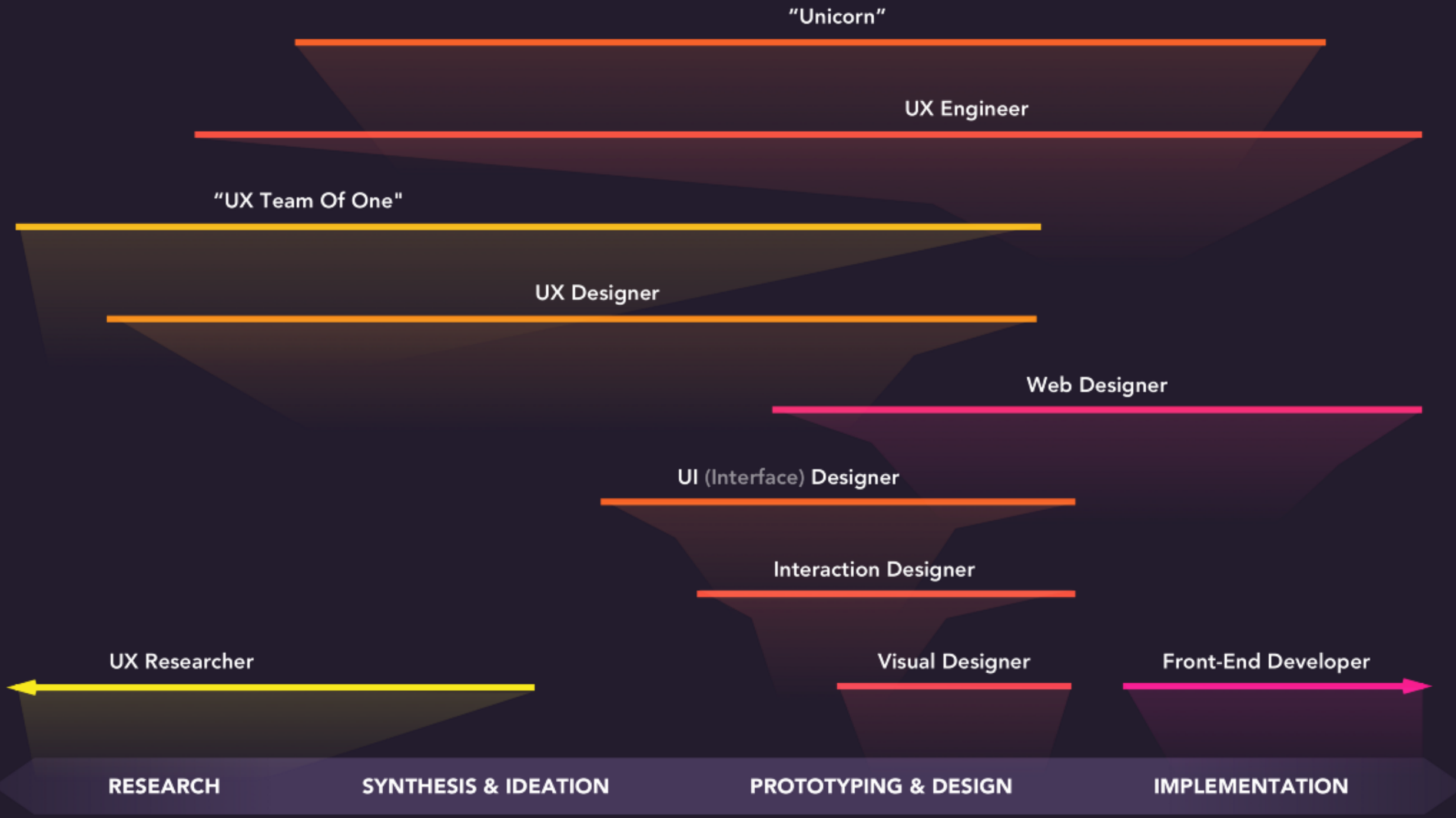
WAS THIS COWORKER ***YOU***?

...YES.

Pablo Stanley

Discover Define Design Refine Deliver

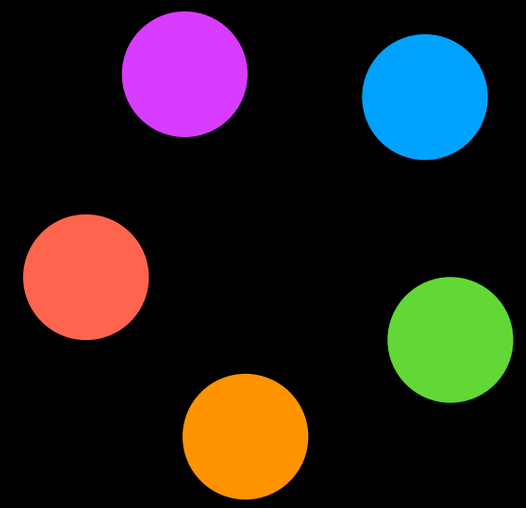
present validated solution



Spectrum of design roles by Jasper Stephenson

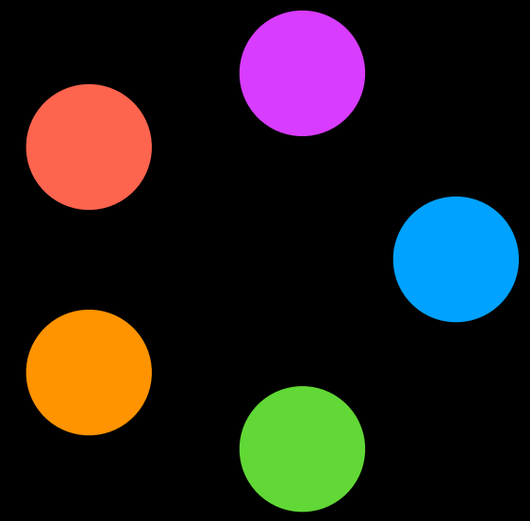
The process is iterative

“Kaizen” — Japanese business philosophy of continuous improvement



The process is iterative

Failure is OK — you learn & get better from it

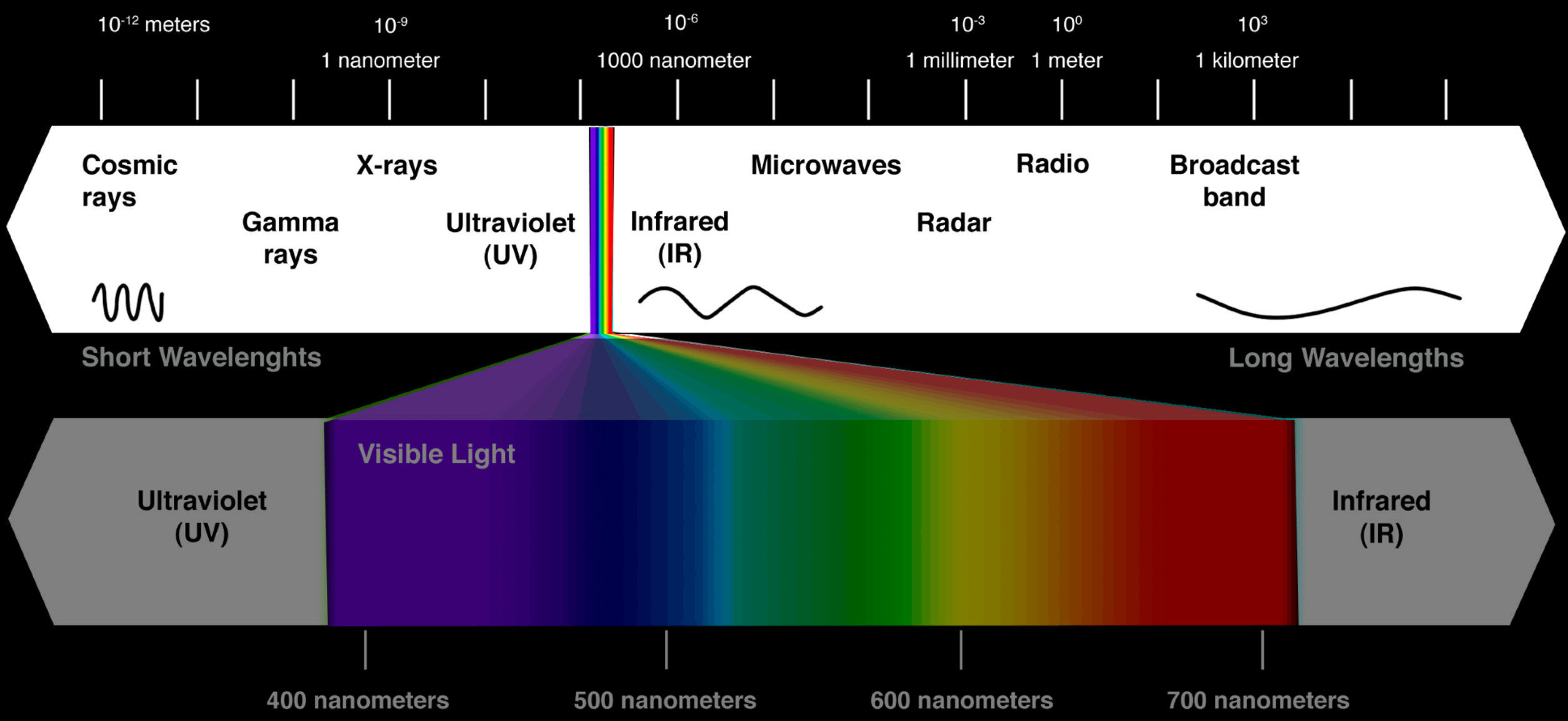


So you don’t develop a product that

- nobody wants or needs
- is difficult to use
- doesn’t improve or evolve

Visible spectrum

Invisible spectrum



Present, but overlooked

#hugot?

“Soft skills”

Equally Important

Probably even more so

Communication

Persuasion & Negotiation

Empathy

is a matter of standing in the place of or with versus speaking to or for.

— Fran Wilde

Ethics

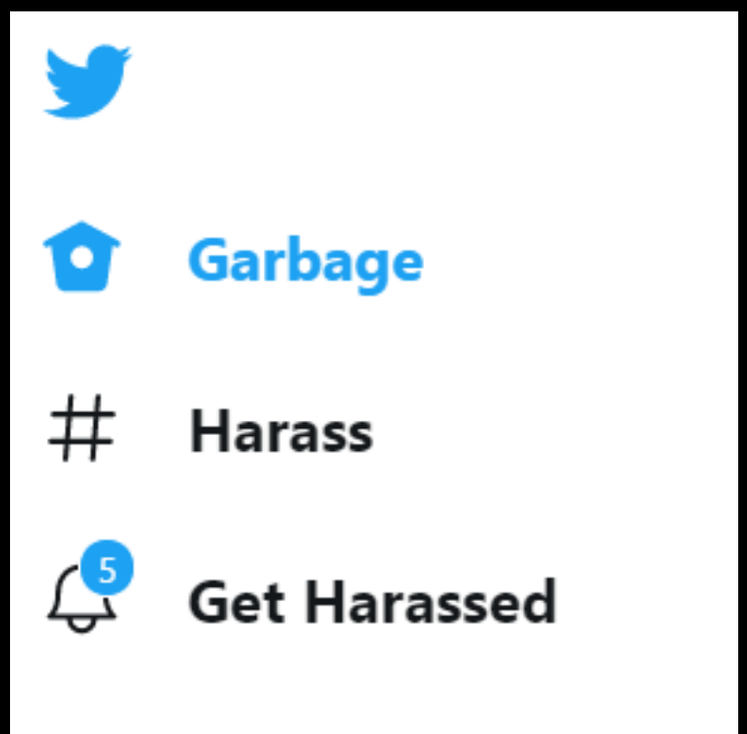
UXers should be the most comfortable talking about privilege, racism, homophobia, white supremacy, xenophobia, etc. because being human-centered demands moments of grief & discomfort. Failure to do so reinforces a shallow point of view on the human experience & encourages apathy. — Vivianne Castillo

Ethics

Technology is not neutral

BUSINESS NEWS OCTOBER 10, 2018 / 11:12 AM / A YEAR AGO

Amazon scraps secret AI recruiting tool that showed bias against women



Inclusiveness

**If it’s inaccessible to the poor*
it’s neither radical nor revolutionary.

— Jonathan Herrera

***marginalized**

Inclusiveness

kaitlmoo
@kaitlinsm

Follow

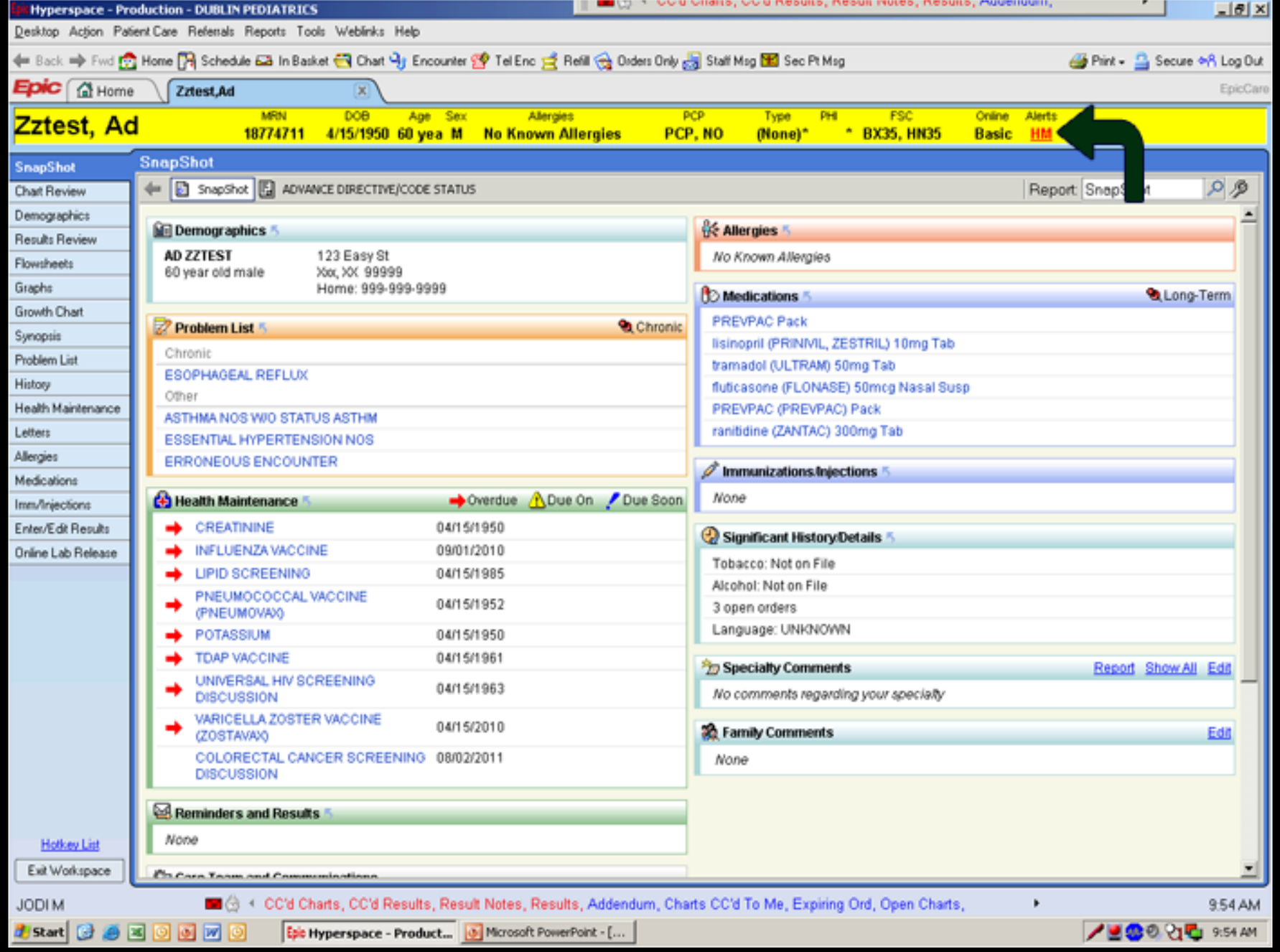
Replying to @vitorwy @nke_ise @xiotex

Maybe if the company that designed this employed a single dark skinned person they'd have found this problem earlier.

it’s not “just” technology

it’s not “just” design

What we build is a reflection of what we value



“She had missed her hydration and all because [3 nurses with over 10 years experience] were stuck trying to figure this out” — How Bad UX Killed Jenny by Jonathan Shariat

While we're being all productive and amazing, let's just remember that **doing a good job is everybodies job.**

- Good UX is everyone's job
- Good performance is everyone's job
- Good security is everyone's job
- Good accessibility is everyone's job
- Doing right by the people that use your website is everyone's job

Even if you aren't writing the code that directly affects any of those things, you care about them and fight for them to be handled well.

“Ooops, I guess we're full-stack developers now”
by Chris Coyier (2019)

People don’t want to use your software. They want to lose weight, laugh, be entertained, get smarter, spend time with loved ones, go home on time, sleep adequately, eat good food, be happy.

Your product is only as good as the experiences it enables people to have.

— Sahil Lavingia

~~flex~~ plug ko lang

Philippine
Web Designers

design
dev
ux
frontend
html
css
isa
11y
perf
branding
seo
typography
yui

pwdo.org

be a member!
join our events!

Philippine
Web Designers

Salamat!

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