Creating for People

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Design is how it works.
UX
User Experience

UI
User Interface

IA
Information Architecture

IxD
Interaction Design
Let’s start!
Based on J. J. Garrett

- Surface
- Skeleton
- Structure
- Scope
- Strategy
Based on J. J. Garrett

1. User needs, business goals
2. Functional specifications
3. Interaction design
4. Interface design, information design
5. Visual design

- Strategy
- Scope
- Structure
- Skeleton
- Surface

Concrete to Abstract
Based on J. J. Garrett

- **Strategy**
  - User research, defining goals

- **Scope**
  - Detailed brief, descriptions

- **Structure**
  - User flows, mind-mapping

- **Skeleton**
  - Wireframes, prototypes, user tests

- **Surface**
  - Design mockups, user tests

- **User needs, business goals**
- **Functional specifications**
- **Interaction design**
- **Interface design, information design**
- **Visual design**

Concrete → Abstract
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- **Strategy**
  - User research, defining goals
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  - Detailed brief, descriptions
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  - User flows, mind-mapping
- **Skeleton**
  - Wireframes, prototypes, user tests
- **Surface**
  - Design mockups, user tests
- **Visual design**
  - Interface design, information design
- **Interaction design**
  - Functional specifications
- **User needs, business goals**
Strategy

Who are the users?

What do the users want?

What do the users need?

What kind of problem is this product solving?

What does the product do for the people who use it?
User
“The primary factor of your success lies in the fact that you keep your user in center of your design process.”

– Saadia Minhas
User is a person
Pepper, 22  
Student

George, 32  
Teacher

Carol, 58  
Admin
Strategy

User research

Interviews, questionnaires, observations
Users

Strategy

Day-to-day limitations (time, place, concentration)

Special limitations/challenges

Motivations

Preferences
Add value
Result

A text document.

Defining the problem you are solving.

Defining your users and some personas.
Q&A
Scope

What do you need to build?
Define the problem and business goal(s)
Write a detailed brief.
Get to know your restrictions.
MVP
MVP
Minimum Viable Product
Scope
Function & Content

Series of linked steps a user takes
Result

A text document.

Brief of what you are going to build.

Understanding what do you need content-wise.
Structure

How is it going to work?

How is everything organised?

How is the user going to get the desired result?

What is the user flow?
Structure

IxD + IA

Interaction Design and Information Architecture
User flows

Series of linked steps a user takes
Start on paper.

Keep it simple.

First step to understanding what screens, components you need in what order.

These can change based on feedback.
Result

A mind-map style structure document.

An overview of what you are going to build.
Skeleton

How does it work?

Which components are needed?

How is the user moving through the product?

How to present the content clearly?
Skeleton

Wireframes
No bells and whistles are needed.

Black and white.

No images.

One basic font.

Use real content. No dummy texts.
Skeleton
Result

A black and white interactive prototype.

Base for your chosen design or design system.
Surface

How does it look and feel?

How is the visual going to help with interaction?
Surface
Watch on any device
Stream on your phone, tablet, laptop, and TV without paying more.
Much quicker development.

Keeping everything consistent and neat.

Having basic important (!) interactions intact.
Q&A
Strategy
User research, defining goals

Scope
Detailed brief, descriptions

Structure
User flows, mind-mapping

Skeleton
Wireframes, prototypes user tests

Surface
Design mockups, user tests
Resources
Carbon Design System
https://www.carbondesignsystem.com/

Material Design
https://material.io/

Lightning Design System
https://www.lightningdesignsystem.com/

Elastic UI
https://elastic.github.io/eui/#/

More links UI library links at
https://medium.com/js-dojo/2019-ui-design-library-list-362b47c462b6
Tailwind CSS
https://tailwindcss.com/

A-Frame (VR)
https://aframe.io/

React 360 (VR)
https://facebook.github.io/react-360/

VR interfaces
https://www.smashingmagazine.com/2017/02/getting-started-with-vr-interface-design/
Framer – Prototyping tool
https://www.framer.com/

Marvel – Quick wireframing and prototyping tool
https://marvelapp.com/

Invision – Wireframing and prototyping tool
https://www.invisionapp.com/
Animation
https://uimovement.com/

Lots of articles about EVERYTHING
https://www.designprinciplesftw.com/

Good old SmashingMagazine
https://www.smashingmagazine.com/

How to do things
https://sidebar.io/

Saadia Minhas
https://medium.com/@saadiam
Inspiration
Mobbin Design – Mobile app patterns and design inspiration
https://mobbin.design/

Codepen – All sorts of code snippets
https://codepen.io/

UI patterns
https://pttrns.com/
Thank you for having me!

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