

4 – User Interface Design

From Code to Product
gidgreen.com/course

Or... how to prevent this



Source: businesspundit.com

Some reminders

- Products are for people
- People have limited...
 - Vision
 - Cognition
 - Memory
- People act and respond in certain ways
 - (but not all people are the same)
- For people, UI = product

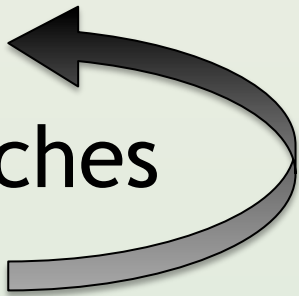
Lecture 4

- The design process
- Common examples
 - User registration
 - Other onboarding
 - Search
- Books and tools

RememberTheBirthdays.com

- Birthday reminder website
 - Also: anniversaries, holidays
- Basic service is free
 - Pay to send greeting cards
- Easy to enter birthdays
 - Imports from Facebook
- Reminders by email or SMS

The process

- User and scenario
 - Entities, properties, actions
 - Grouping
 - Initial sketches
 - Key paths
 - Other paths
 - Visual design
- 

User and scenario

- Who would use it?
 - Who wouldn't?
- What's their goal?
- When and where?
- What devices?
- How do they think?
- What skills?



Photo by Mushroom Princess

Building a user profile


- Identify users
 - Age, gender, country, education
- Interviews
 - How do they do it now?
 - Propose the idea
- Observation
 - Using something similar
- ~~Stereotypes~~

Avoiding stereotypes

cRANKy™ | The world's first age-relevant search engine

cRANKy™
search the web

Insights on **cRANKy™**
from Jeff Taylor
founder & CEO of Eons



Top 10 web searches today, updated regularly

1. [digital photography](#)
2. [40+ singles](#)
3. [famous musicians](#)
4. [interesting pets](#)
5. [football fans](#)
6. [senior quotes](#)
7. [sample autobiography](#)
8. [brain teaser trivia questions](#)
9. [printable reflexology chart](#)
10. [online dating](#)

Your opinion matters

When you search, cRANKy shows the four highest-rated search results based on Eons editors' and members' ratings. After visiting a site, cRANKy will invite you to rate it. Added together, members' ratings raise or lower a site's ranking. The reactions and opinions of the community determine how Eons ranks sites, making cRANKy the world's first age-relevant search engine.

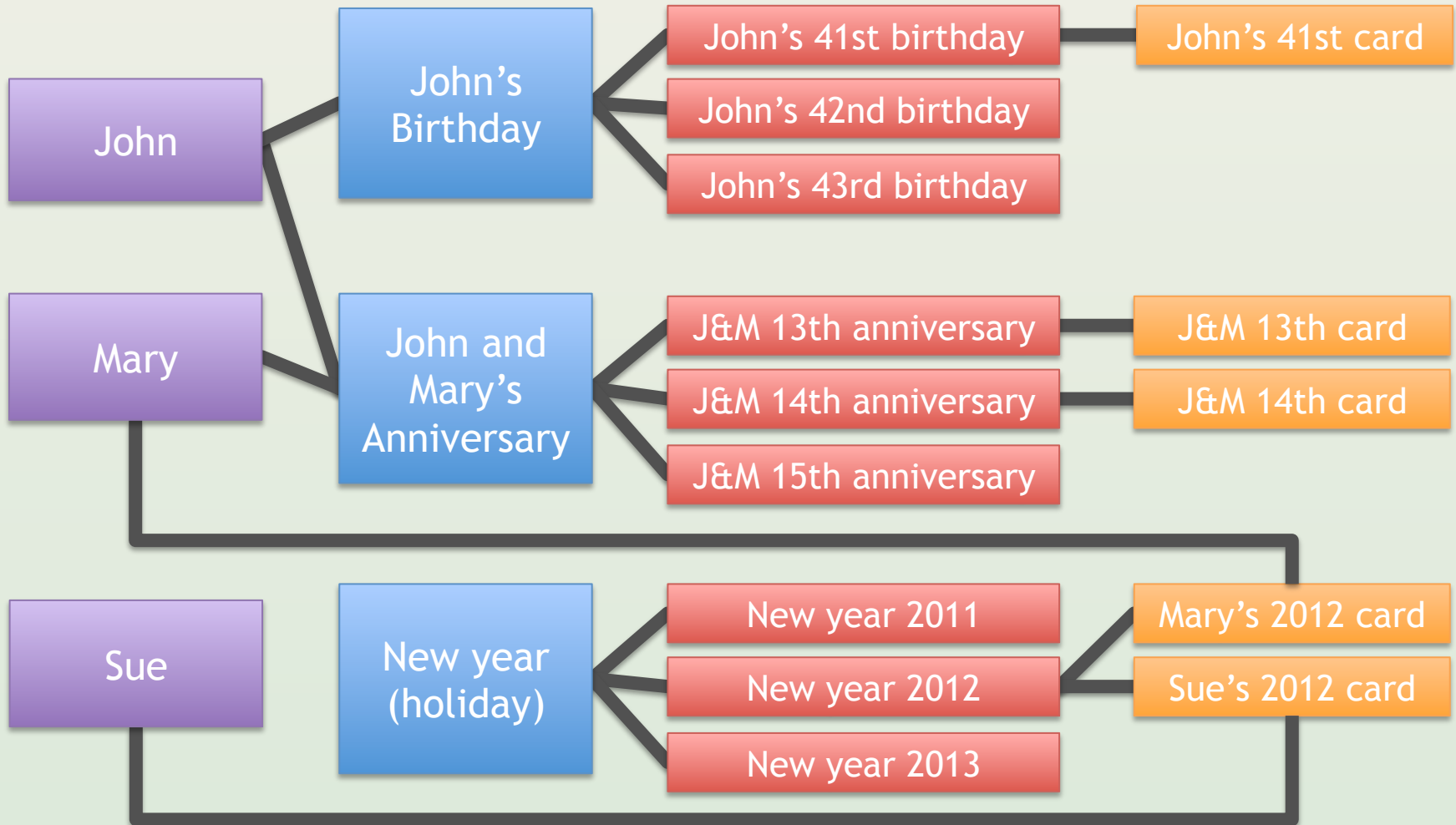
User goals

- Experience goals (feel)
 - Feel in control
 - Sense of achievement
- End goals (do)
 - Stop forgetting birthdays
 - Get great gifts
- Life goals (be)
 - Be loved by friends and family

RTB.com Entities

- The user
- Other people
- Recurring events
 - Birthdays
 - Anniversaries
 - Holidays
- Event instances
- Greeting card

Entity relationships



Entity: The user

Properties	Actions
Username	Register new user
Email address	Log in existing user
Password	Log out
Name	Change details
Mobile number	Change preferences
Birthday	
Reminding preferences	

Entity: Recurring event

Properties	Actions
Date every year	Create recurring event
Event type	Delete recurring event
Event name	Edit recurring event
Event comments	View sent cards
Related people	

Entity: Event instance

Properties	Actions
Date with year	View on calendar
Related recurring event	View event instance
	View recurring event

Entity: Other person

Properties	Actions
Name	View related events
Address	View sent cards
Birthday	Create
	Delete

Grouping: Dashboard

- Global navigation bar
 - Include the user's name to show logged in
- Calendar for next 2 months
 - Links to recurring events
 - Link to view broader calendar
- Up to 3 recently sent cards
- Scrollable list of events
 - Link to event editor

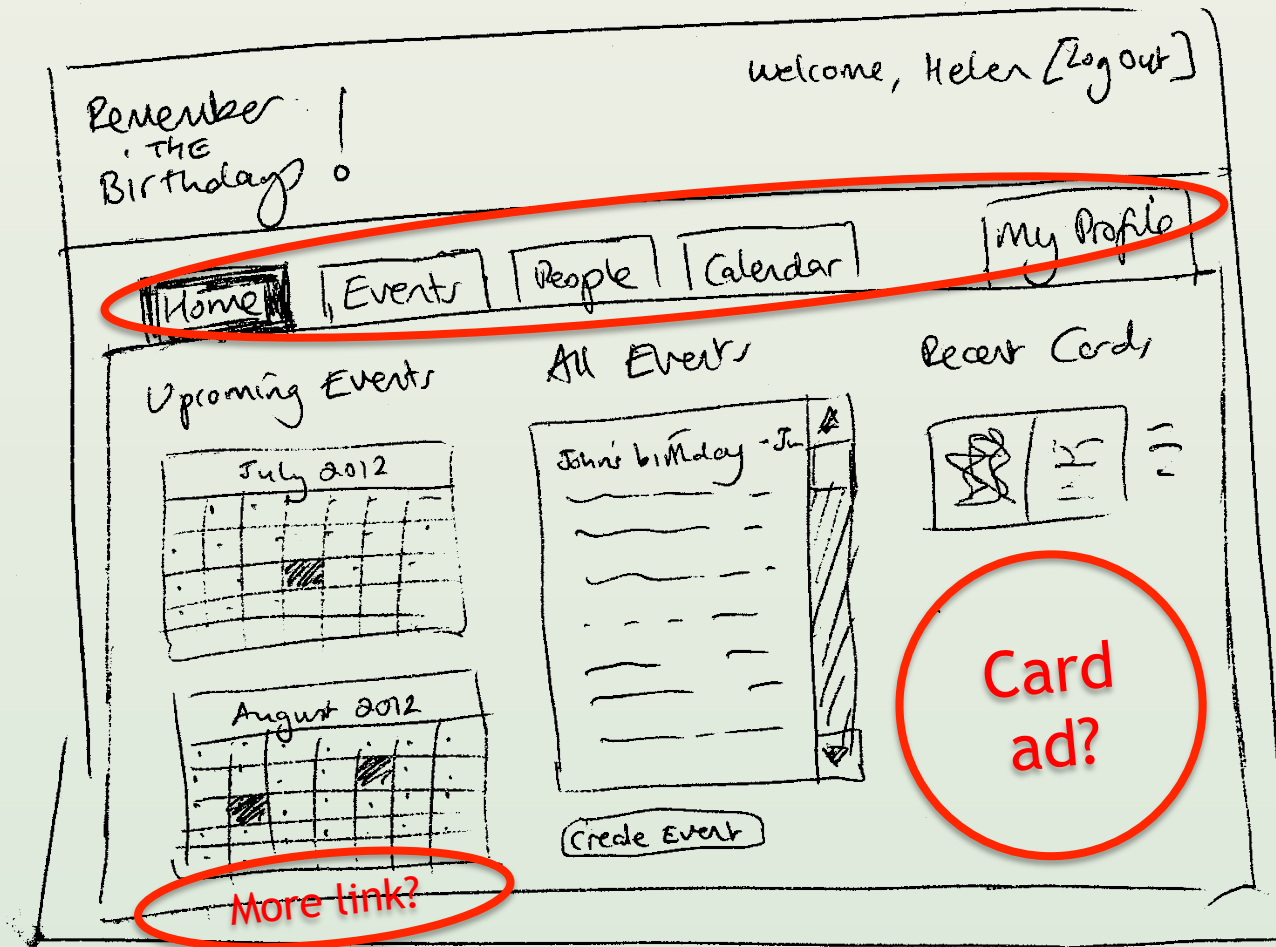
Grouping: Event editor

- Global navigation bar
- Form fields:
 - Event type
 - Date
 - Name
 - Comments
 - People
- Save / Cancel buttons

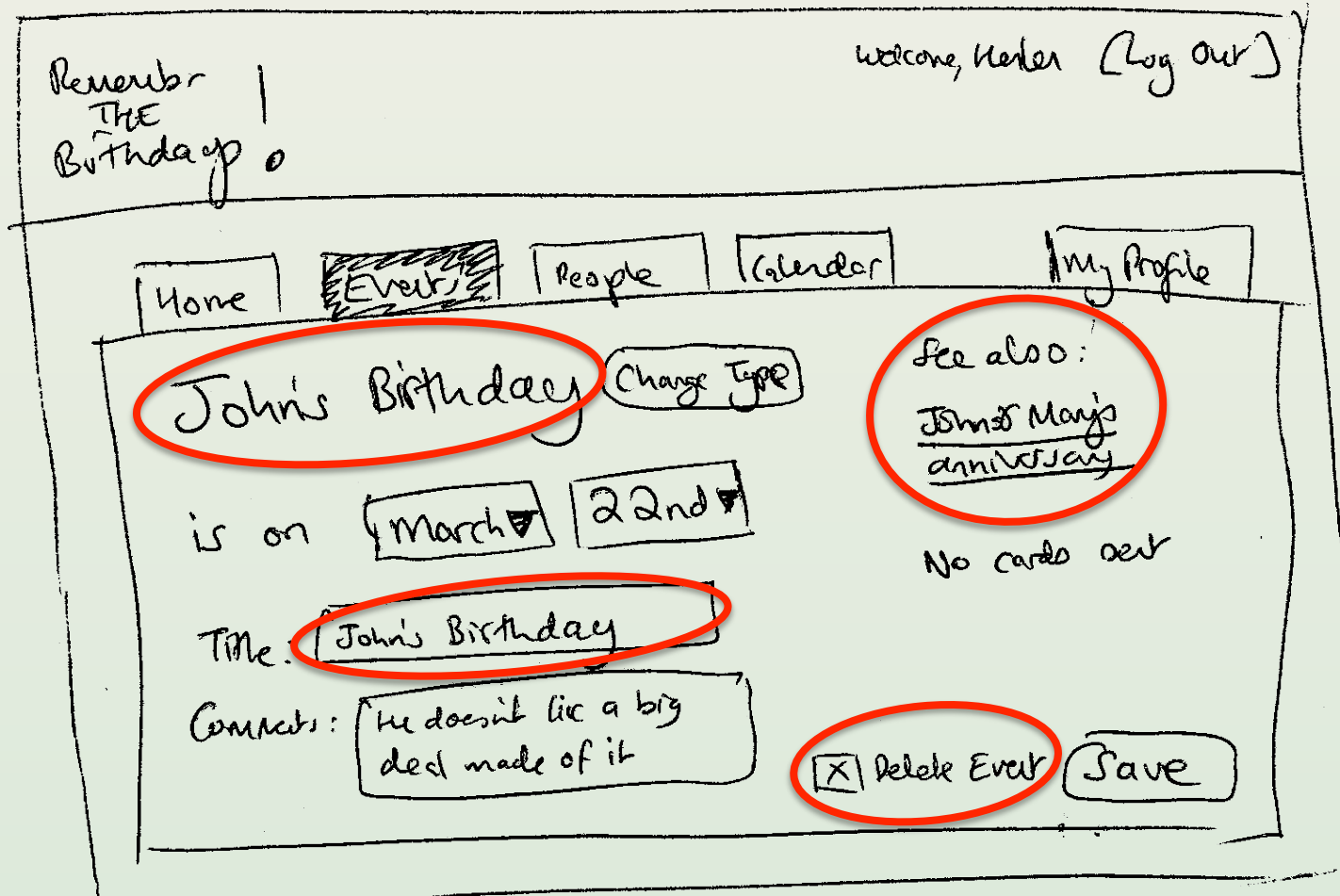
Grouping: User profile

- View username
- Edit fields for:
 - Name
 - Email address
 - Mobile number
 - Birthday
 - Reminding preferences
- Separate change password form

Sketch: Dashboard



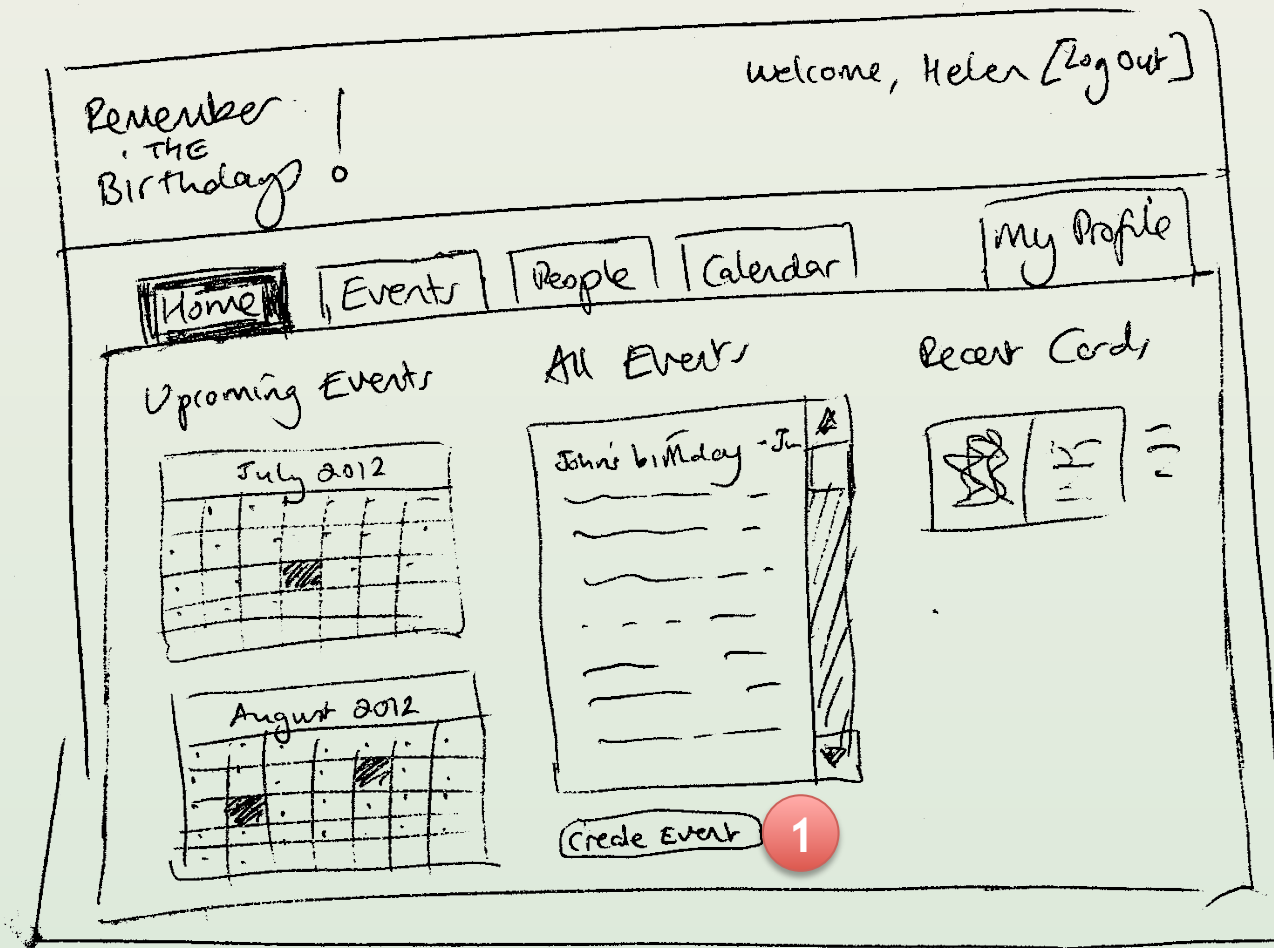
Sketch: Event editor



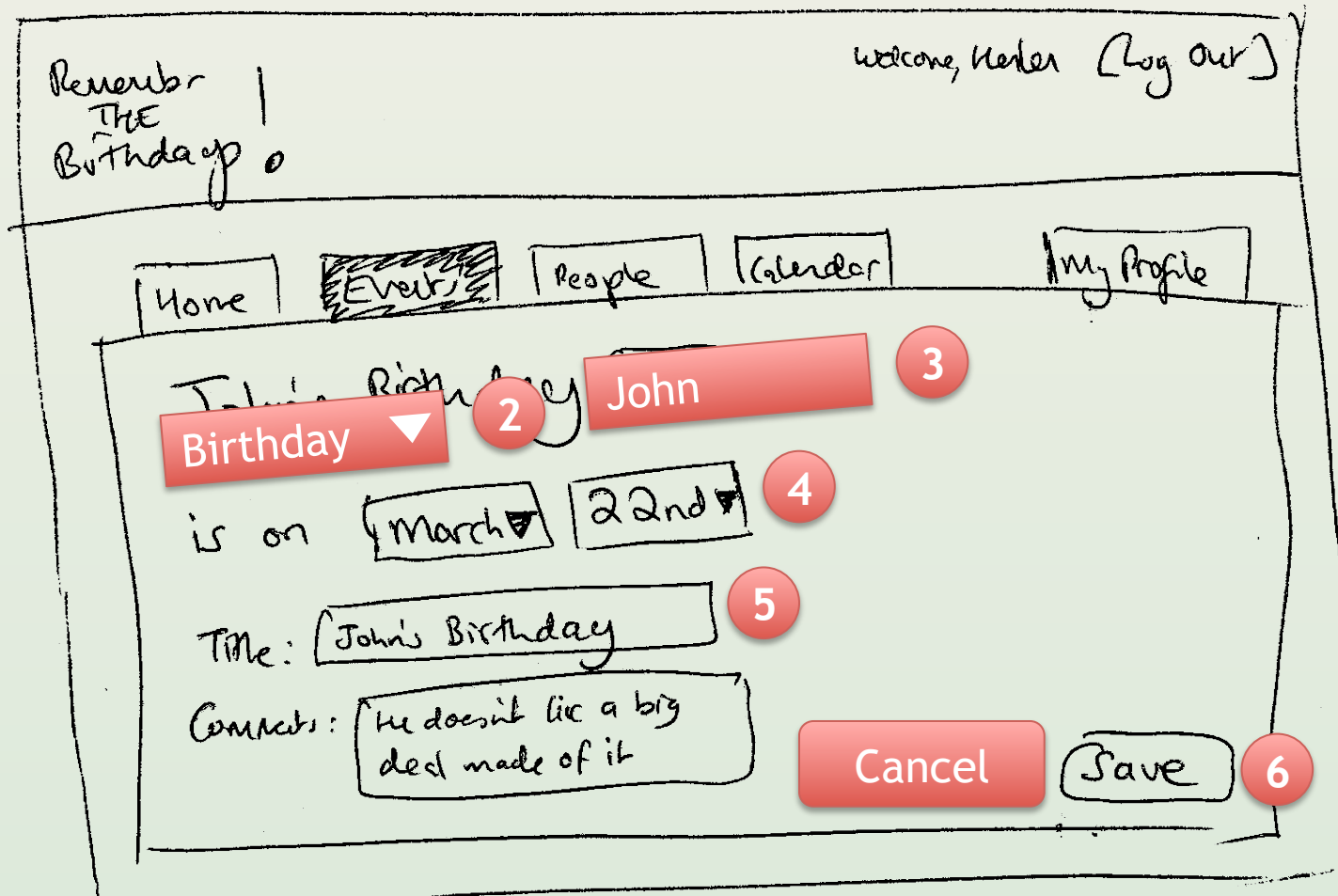
Key paths

- User registration
- Adding first few events
- Importing birthdays from Facebook
- User login
- Viewing upcoming events
- Sending a greeting card

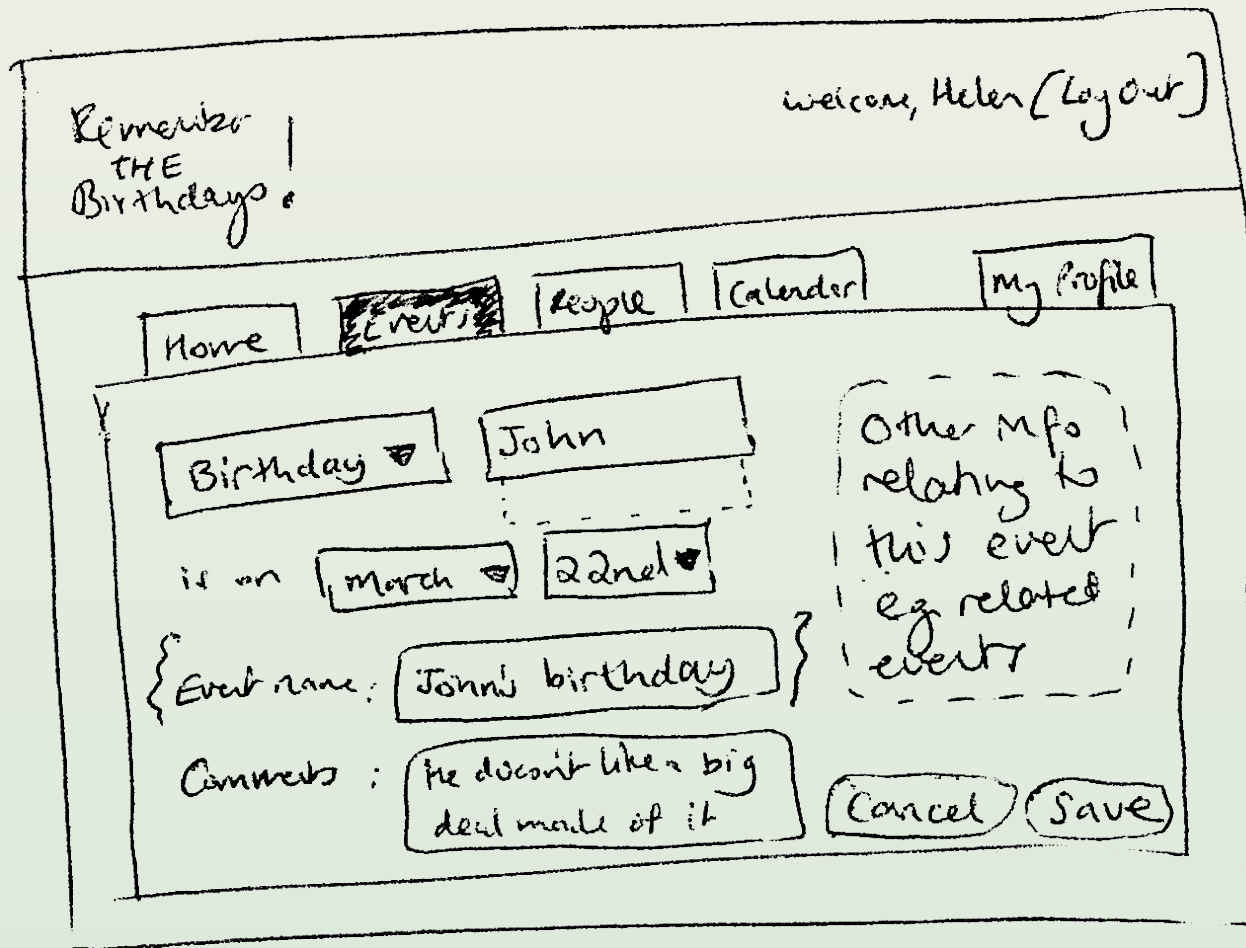
Key path: adding first events



Key path: adding first events



Revised: Event creator



Other paths

- Forgot my password
- Deleting an event
- Finding a person by name
- Printing a calendar
- Sharing data with other users
- Change mobile number

Visual design

- After functional design
- Sketch a few options
 - Much more subjective
- Communicate right message
- Apply consistently over screens
- Beware: it's a time sink
 - Users don't care that much

To keep in mind

- Design for a specific user
 - Deal with variants later on
- Avoid inventing paradigms
 - Example: The 3D fantasy
- Study popular products
 - But don't rip them off
- Constantly collect feedback
- With time, it gets faster

Lecture 4

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Twitter home page



Twitter sign up

Join Twitter today.

Full name Enter your first and last name.

Email

Password

Username

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("**Terms**") govern your access to and use of the services and Twitter's websites (the "**Services**"), and any

Printable versions:
[Terms of Service](#) · [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Facebook

Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Birthday:

[Why do I need to provide my birthday?](#)

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

No username!

Hotmail

If you use **Hotmail, Messenger, or Xbox LIVE**, you already have a Windows Live ID.
[Sign in](#)

Hotmail address: @

Create a password:
6-character minimum; case sensitive

Retype password:

Mobile phone:

Alternate email address:

[Or choose a security question for password reset](#)

First name:

Last name:


Country/region:

ZIP code:

Gender: Male Female

Birth date:

Enter the characters you see
[New](#) | [Audio](#) | [Help](#)

Ballybay 

Send me email with promotional offers and survey invitations from Windows Live, Bing, and MSN. (You can unsubscribe at any time.)

To username or not to username

Advantages	Disadvantages
Can be 100% permanent	Another field at registration
Semi-anonymous identity for user interactions	Likely to be forgotten
May provide additional useful information	Prevents detection of wrong email addresses
Natural way to address user	Can be inappropriate
	Two users want the same one

CAPTCHAs

- Prevent automated scripts
- Based on the Turing test
 - Easy for humans, hard for computers
- Problems
 - Accessibility
 - Can be hard for regular people
 - Bypassed with cheap labor (\$0.001)
- reCAPTCHA

Hints

Join Twitter today.

Full name

Enter your first and last name.

Email

What's your email address?

Password

6 characters or more! Be tricky.

Username

Don't worry, you can change it later.

Validation

Michael Michaelson

✓ Name looks great.

Full name

✗ A name is required!

michael@michael-michaelson.com

✓ We will email you a confirmation.

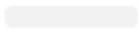
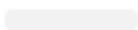


michael@michaelson

✗ Doesn't look like a valid email.

michael@gmail.com

✗ This email is already registered. Want to [login](#) or [recover your password](#)?

Passwords

<input type="password" value="..."/>		✗ Password must be at least 6 characters.
<input type="password" value="....."/>		✗ Password is too obvious.
<input type="password" value="....."/>		✓ Password is okay.
<input type="password" value="....."/>		✓ Password is perfect!

Username

michael

✘ This username is already taken!

Suggestions: Michael89488582

\$michael

✘ Invalid username! Alphanumerics only.

michael_sonson

✔ Username is available.

@michael_sonson

✔ Username is available.

Email confirmation



Hi, gidgreen8.

Please confirm your Twitter account by clicking this link:

https://twitter.com/account/confirm_email/gidgreen8/CAHH7-5FHF5-133000

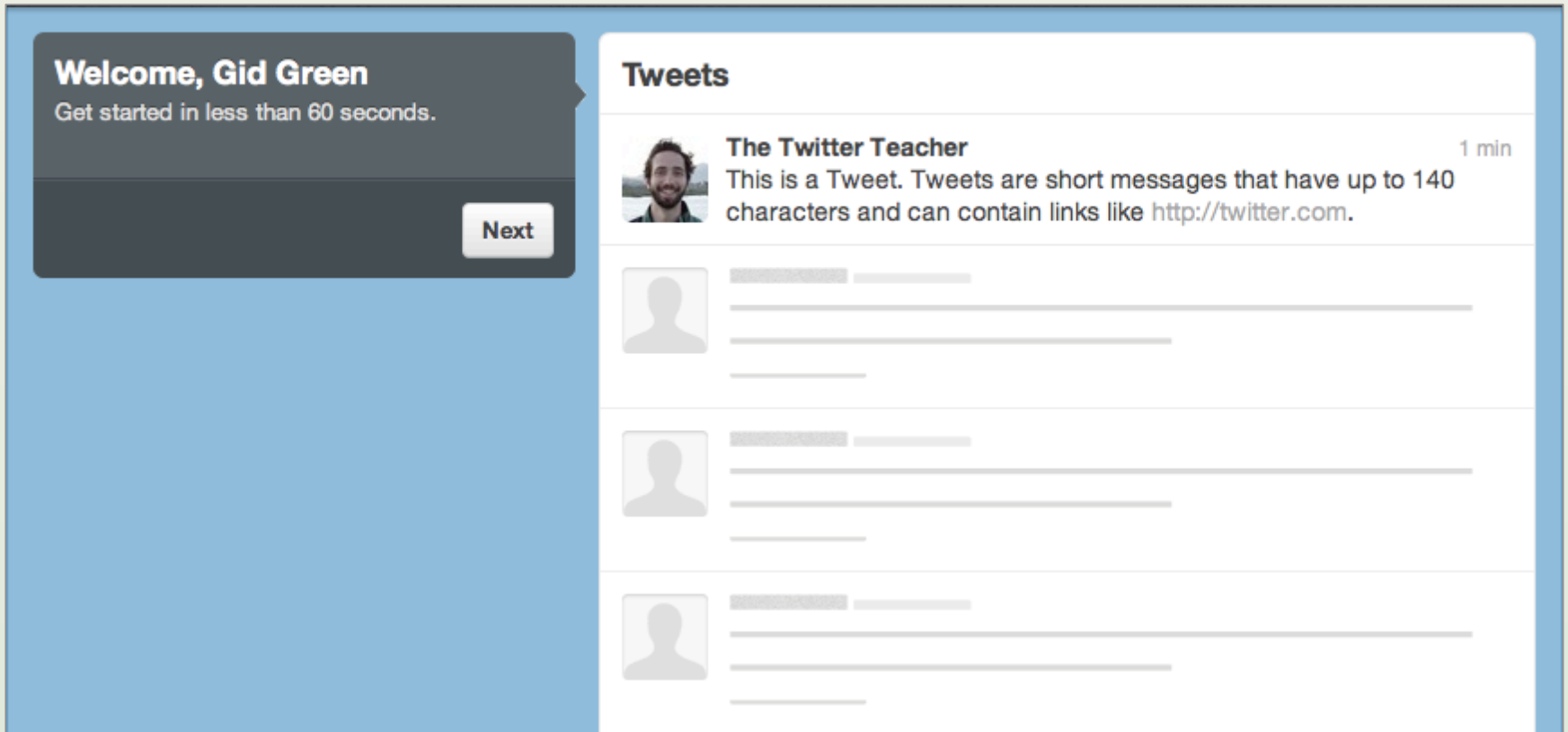
Once you confirm, you will have full access to Twitter and all future notifications will be sent to this email address.

The Twitter Team

If you received this message in error and did not sign up for a Twitter account, click [not my account](#).

Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general inquiries or to request support with your Twitter account, please visit us at [Twitter Support](#).

First steps



Welcome email



Welcome to Twitter, Gid Green (@gidgreen8)!

We're excited you're here! Twitter is all about what's happening right now. Follow what you're interested in and get Tweets in real time. You'll never be out of the loop again.

Get started on Twitter

- 1 Discover who's on twitter**
[Browse popular accounts by interest](#) or [look for your friends](#) and follow the ones you like.
- 2 Check back often**
[Visit Twitter often](#) so you'll see what's new from the accounts you follow.
- 3 Get Twitter on your phone**
[Activate your phone](#) or download a Twitter application to your phone to get Tweets on the go.

How to Tweet

- 1 Set up your profile**
[Complete your profile information](#). A picture of yourself and a short bio make you more interesting to others on Twitter.
- 2 Tweet out!**
[Write your first Tweet](#). You have 140 characters to share what's happening where you are.

If you're using Twitter for your business, get tips on getting started from [Twitter 101 for business](#).

Welcome to the flock!

Biz Stone (@biz) and The Twitter Team (@Twitter)

Please do not reply to this message; it was sent from an unmonitored email address. This message is a service email related to your use of Twitter. For general inquiries or to request support with your Twitter account, please visit us at [Twitter Support](#).

Wrong username/password

Wrong Username/Email and password combination. ×

Sign in to Twitter

[Forgot your username?](#)

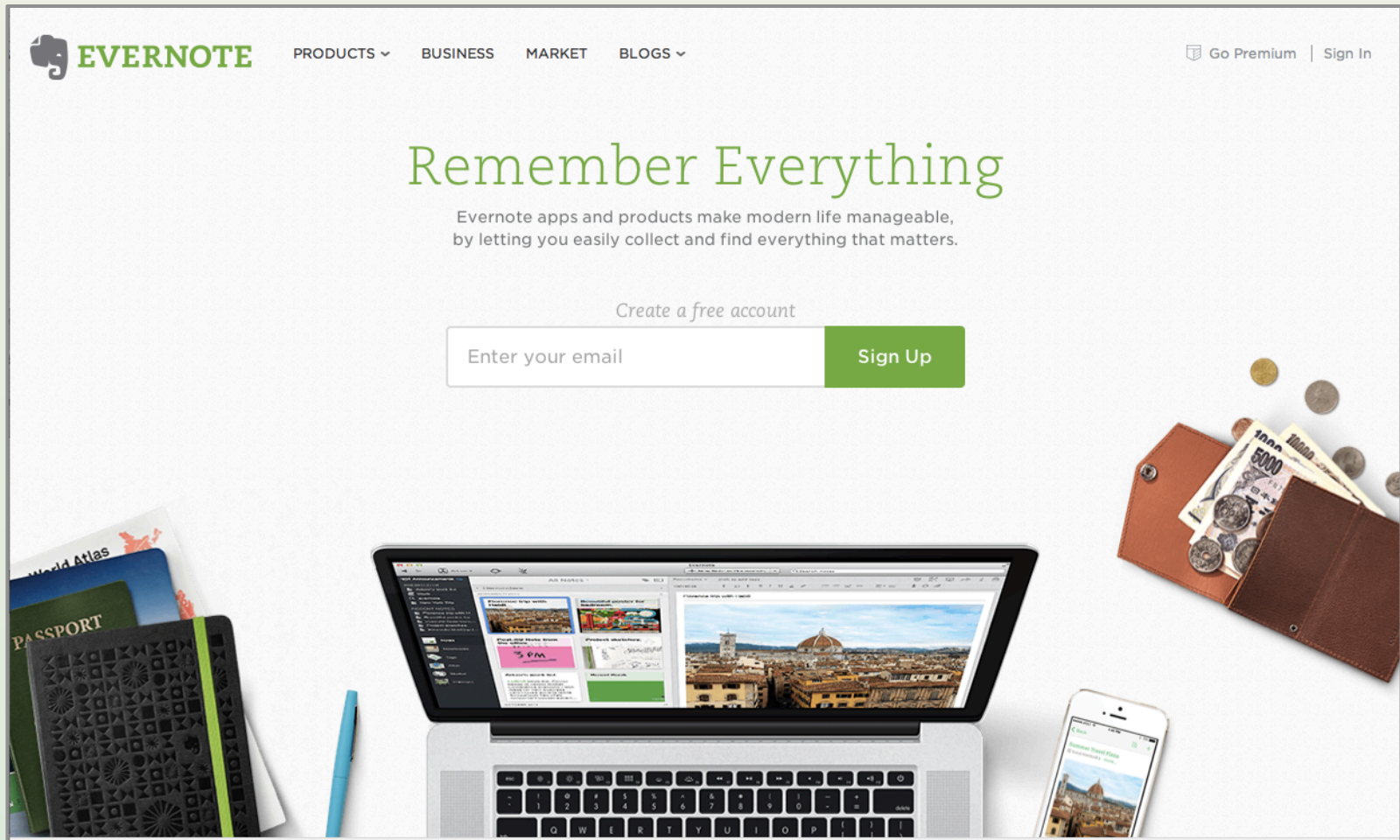
[Forgot your password?](#)

Remember me

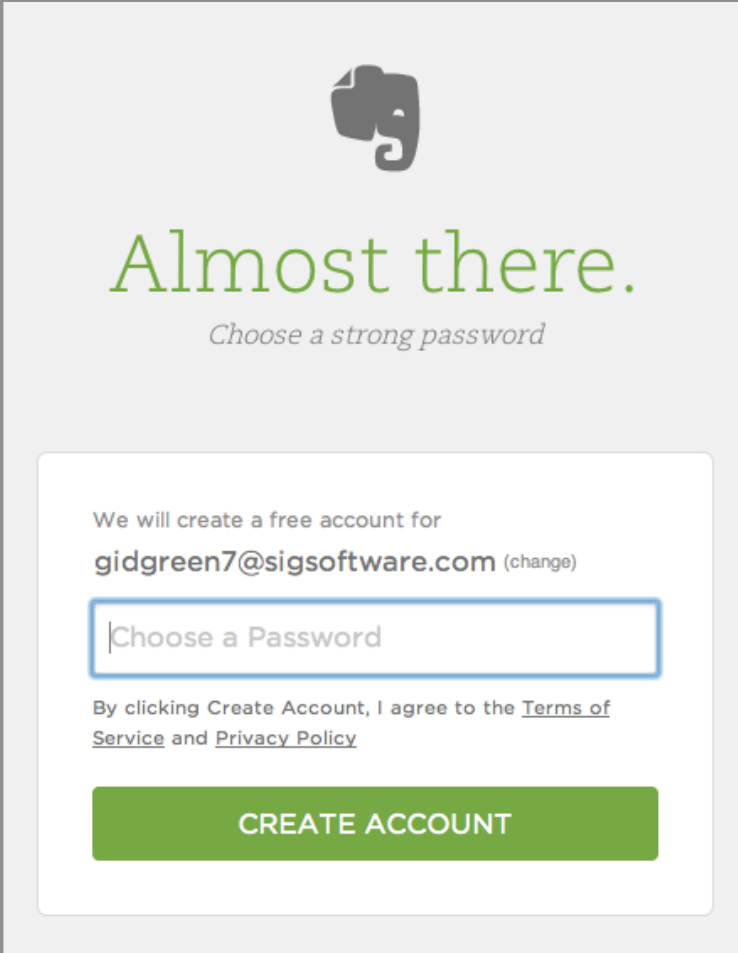
Lecture 4

- The design process
- **Common examples**
 - User registration
 - **Other onboarding**
 - Search
- Books and tools


Evernote home page



Finishing signup



The image shows a web form for creating an account. At the top is a logo of a stylized elephant head. Below the logo, the text 'Almost there.' is displayed in a green font, followed by the instruction 'Choose a strong password' in a smaller, italicized font. The form itself is a white rounded rectangle containing the following elements: a line of text stating 'We will create a free account for gidgreen7@sigsoftware.com (change)', a password input field with a blue border and the placeholder text 'Choose a Password', a line of text stating 'By clicking Create Account, I agree to the Terms of Service and Privacy Policy', and a green button with the text 'CREATE ACCOUNT' in white capital letters.



Almost there.

Choose a strong password

We will create a free account for
gidgreen7@sigsoftware.com (change)

By clicking Create Account, I agree to the [Terms of Service](#) and [Privacy Policy](#)

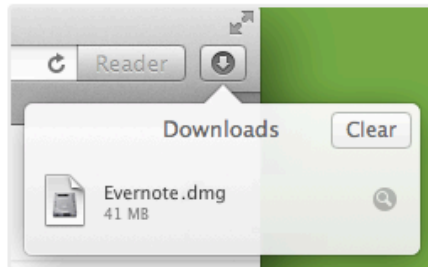
CREATE ACCOUNT

Download page



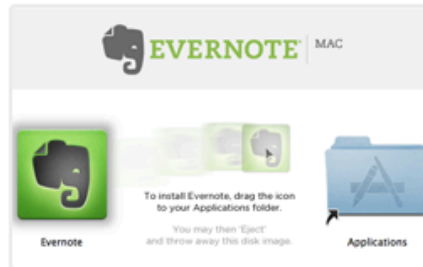
Downloading Evernote for Mac

If your download didn't start, [click here](#).



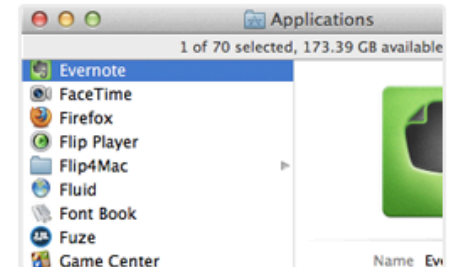
1. Download and Install

Click the Evernote file in the downloads section.



2. Add Evernote to Applications

Drag Evernote to your Applications folder.

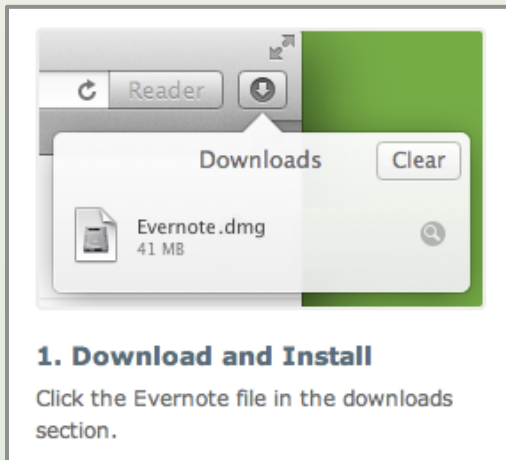


3. Get Started

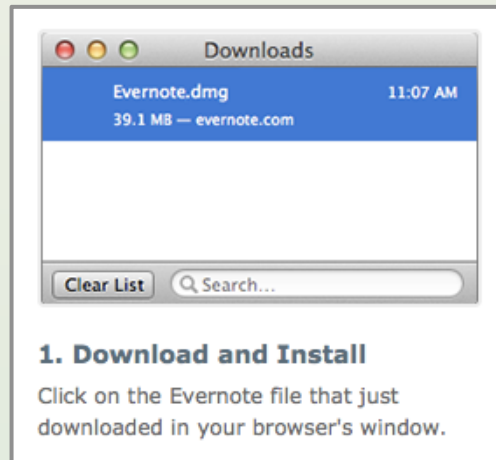
Launch Evernote and create your first note!

Now that you have Evernote: Check out our [Getting Started Guide](#) and [Blog](#).

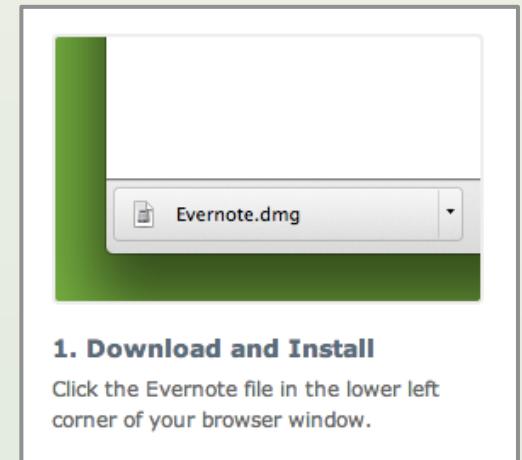
Attention to detail



Safari on Mac

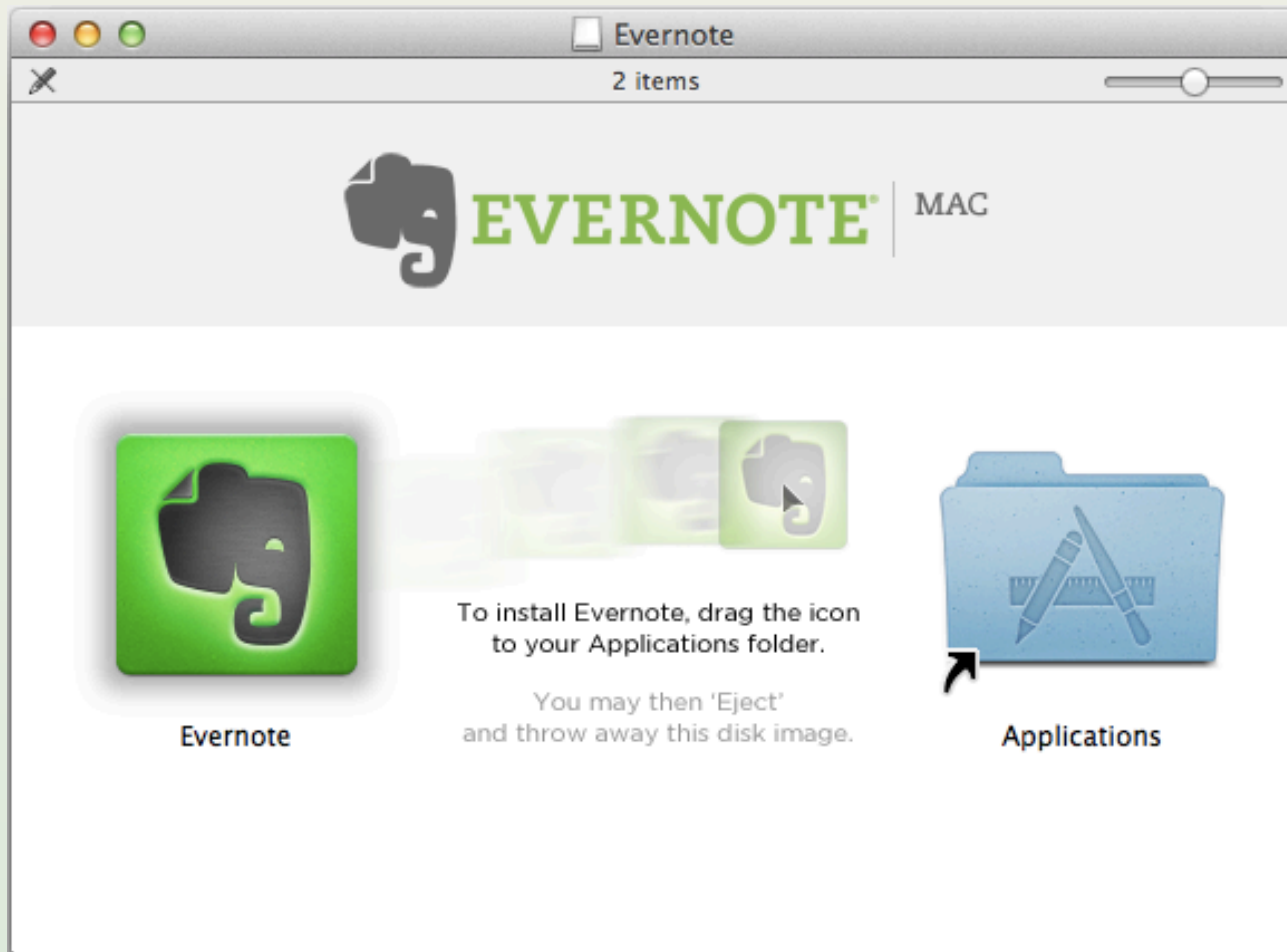


Firefox on Mac



Chrome on Mac
(and Opera...)

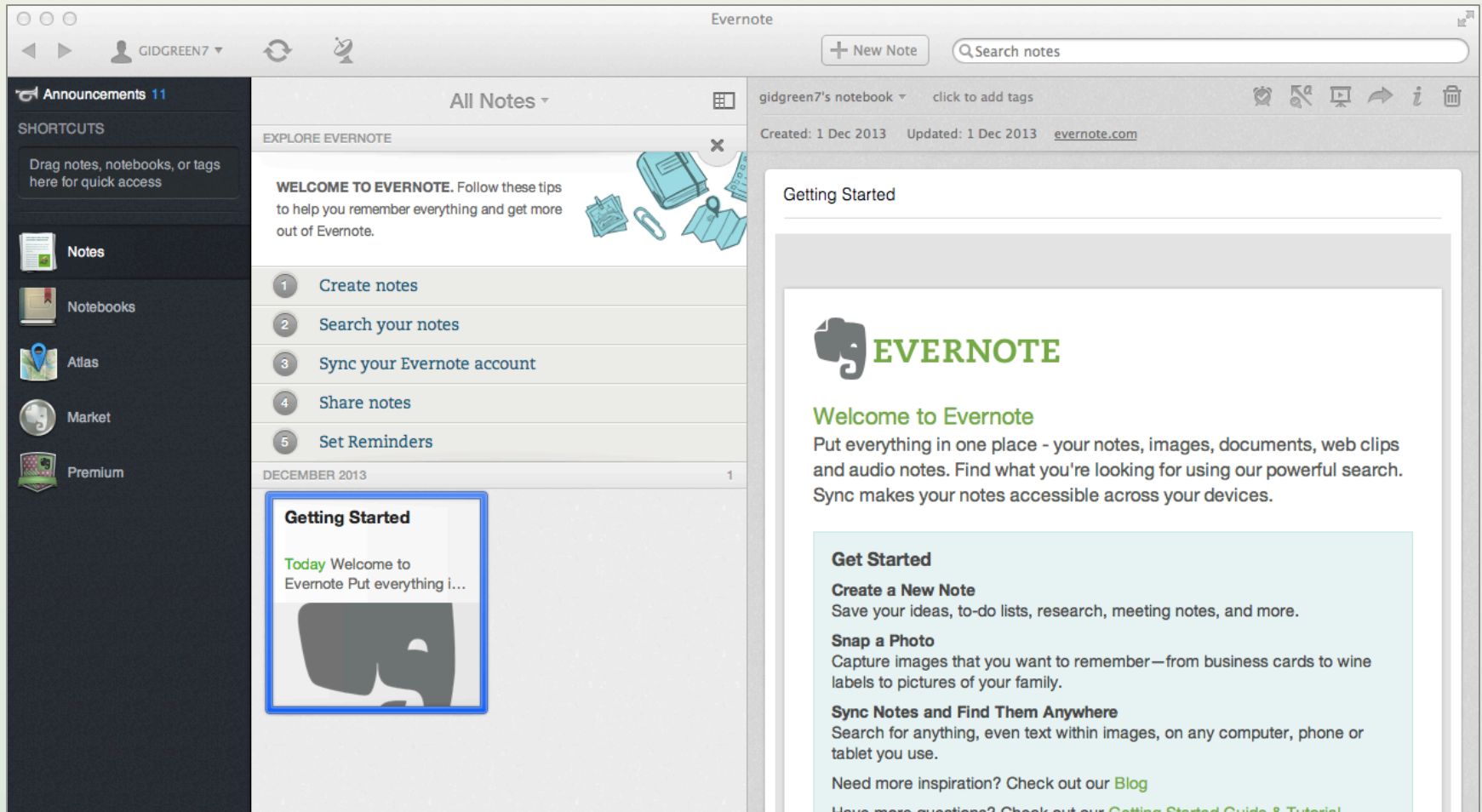
Installation



Opening the app



First editing window



Initial tips

- 1 Create notes
- 2 Search your notes
- 3 Sync your Evernote account

+ New Note Search notes

gidgreen7's notebook click to add tags

Create notes

Add text, images, audio, and more...

Search notes

Search your notes

Enter keywords to search by location and more. Evernote syncs automatically.

Evernote syncs automatically.

Access your notes anytime, anywhere, on all of your mobile devices.

WELCOME TO EVERNOTE. Follow us to help you remember everything and more.

IOS (iPhone, iPad, iPod touch)

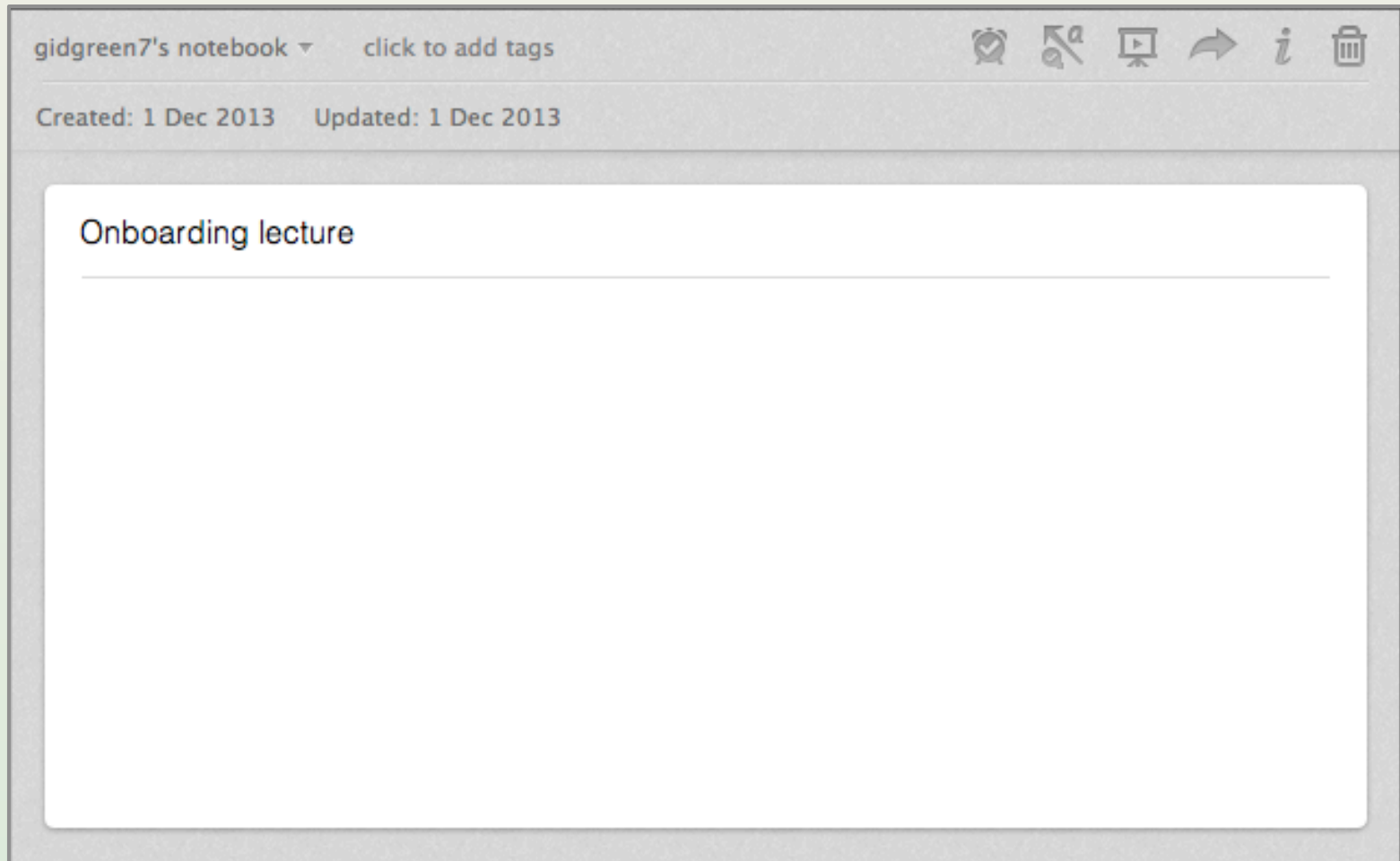
Android

Windows Phone

BlackBerry

Search your notes

Finally, the actual product?



No, still the onboarding (game)

- 1 ~~Create notes~~
- 2 ~~Search your notes~~
- 3 Sync your Evernote account
- 4 Share notes
- 5 Set Reminders

Confirmation optional

Your Evernote account is almost ready!

Your username is **gidgreen7**.

Click the link below to confirm registration:

Confirm Registration

Open this email from your desktop, phone or tablet and click the link below. We'll send you the right version of Evernote for each device.

Download Evernote

We have also created a unique Evernote email address for you:

gidgreen7.8682f31@m.evernote.com

You can email notes, snapshots, and audio clips to this address from your mobile phone or desktop, and have these notes instantly saved in Evernote.

Be sure to check out our [Getting Started Guide](#) for tips on how to get the most out of Evernote.

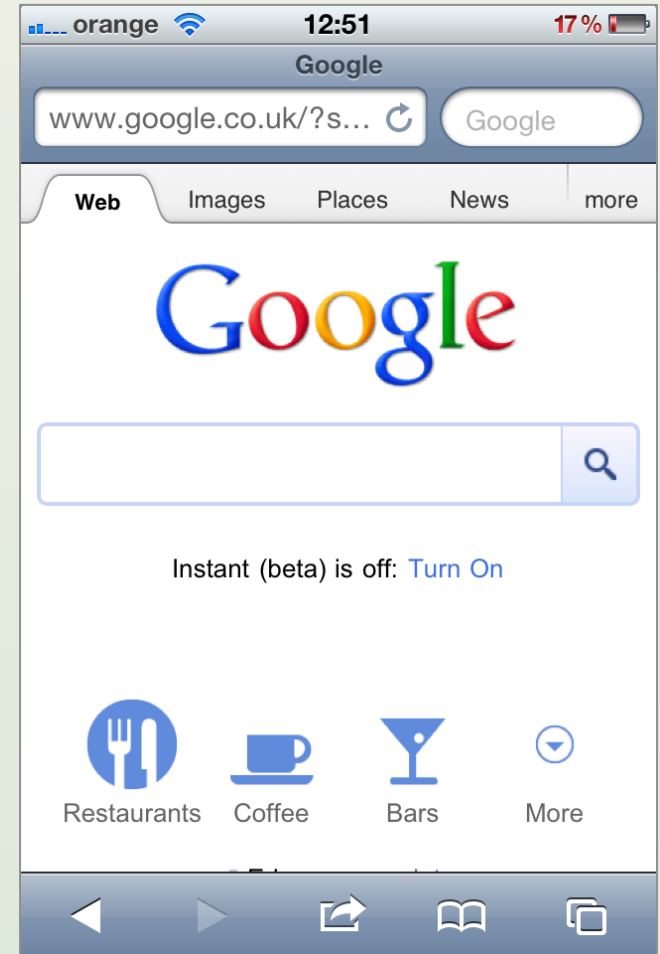
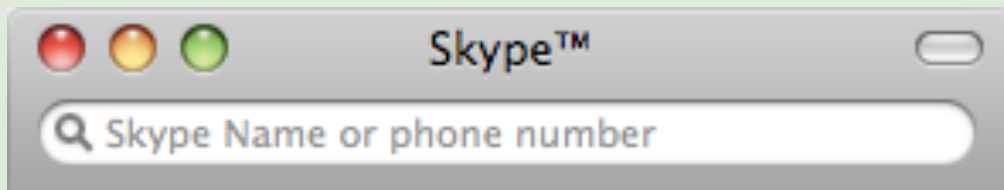
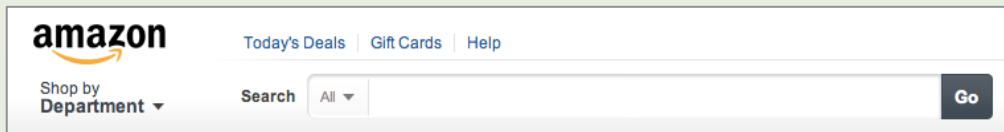
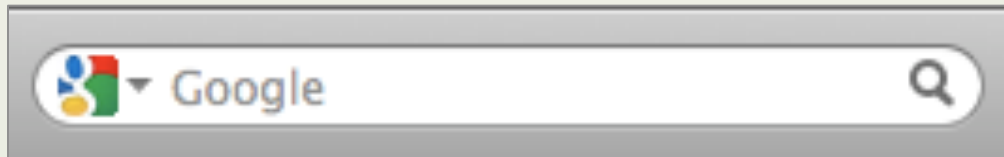
Enjoy,

- The Evernote team

Lecture 4

- The design process
- **Common examples**
 - User registration
 - Other onboarding
 - **Search**
- Books and tools

The search box



Exploratory search

Shop by Department **Search** Books **Go** Hello. [Sign In Your Account](#) **0 Cart** [Wish List](#)

Books [Advanced Search](#) [Browse Subjects](#) [New Releases](#) [Best Sellers](#) [The New York Times® Best Sellers](#) [Children's Books](#) [Textbooks](#) [Sell Your Books](#)

New Releases
Last 30 days (46)
Last 90 days (212)
Coming Soon (53)

Department
Any Department
Books
Computers & Technology (6,643)
Arts & Photography (271)
Professional & Technical (4,793)
Business & Investing (1,709)
Health, Fitness & Dieting (253)
Science & Math (2,184)
Travel (52)
Politics & Social Sciences (750)
Education & Reference (971)
Humor & Entertainment (164)
Medical Books (597)
Literature & Fiction (70)
Comics & Graphic Novels (4)
Children's Books (14)
Crafts, Hobbies & Home (47)
Self-Help (18)
Law (75)
Teens (8)
Biographies & Memoirs (14)
History (107)
Sports & Outdoors (7)
Religion & Spirituality (11)


Books > **"user interface design"**

Related Searches: [user interface](#).

Showing 1 - 12 of 8,502 Results Sort by **Relevance**


Format

Paperback (5,618)	Hardcover (2,616)	Kindle Edition (87)	HTML (44)	PDF (2)
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1.  **Designing with the Mind in Mind: Simple Guide to Understanding User Interface Design Rules** by Jeff Johnson PhD (Jun 3, 2010)
★★★★★ (44 customer reviews)

Formats	Price	New	Used
Paperback Usually ships in 1 to 4 weeks Eligible for FREE Super Saver Shipping.	£49.95 \$29.97	\$21.35	\$31.56
Kindle Edition Auto-delivered wirelessly	\$28.97 (or rent from \$14.85)		

Excerpt - Front Matter: "... Mind in Mind Simple Guide to Understanding User Interface Design Rules ..." [See a random page](#) in this book.
[Sell this back for an Amazon.com Gift Card](#)

2.  **Designing Interfaces** by Jenifer Tidwell (Jan 6, 2011)
★★★★★ (64 customer reviews)

Formats	Price	New	Used
Paperback Order in the next 13 hours to get it by Tuesday, Feb 28. Eligible for FREE Super Saver Shipping.	£49.99 \$30.42	\$27.99	\$25.85

Navigational search

Shop by Department **Books** Search Books don't make me think Go Hello. Sign In Your Account Cart Wish List

Books Advanced Search Browse Subjects New Releases Best Sellers The New York Times® Best Sellers Children's Books Textbooks Sell Your Books

New Releases
Last 30 days (2)
Last 90 days (9)
Coming Soon (1)

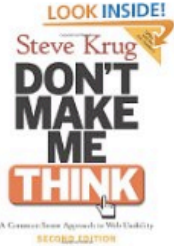
Department
Any Department
Books
Computers & Technology (132)
Professional & Technical (154)
Business & Investing (86)
Health, Fitness & Dieting (75)
Teens (22)
Biographies & Memoirs (35)
Humor & Entertainment (31)
Gay & Lesbian (18)
Self-Help (36)
Education & Reference (83)
Arts & Photography (42)
Comics & Graphic Novels (13)
Science & Math (33)
Literature & Fiction (300)
Religion & Spirituality (56)
Christian Books & Bibles (31)
Politics & Social Sciences (92)
Parenting & Relationships (31)
Mystery, Thriller & Suspense (56)
Medical Books (12)
Science Fiction & Fantasy (34)


Books > "don't make me think"

Showing 1 - 12 of 826 Results Sort by Relevance

Format

Paperback (673)	Hardcover (143)	Kindle Edition (5)	Audible Audio Edition (1)
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1.  **Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition** by Steve Krug (Aug 28, 2005)
★★★★★ (286 customer reviews)
Formats Price New Used
Paperback
Order in the next **13 hours** to get it by **Tuesday, Feb 28.** ~~\$40.00~~ **\$22.80** \$18.90 \$12.48
Eligible for **FREE** Super Saver Shipping.
Kindle Edition **\$16.16**
Auto-delivered wirelessly
Other Formats: Unknown Binding
Excerpt - Copyright: "... Don't Make Me Think! A Common Sense Approach to Web Usability, Second ..." [See a random page](#) in this book.
Sell this back for an Amazon.com Gift Card

2.  **Don't Make Me Think! A Common Sense Approach to Web Usability** by Steve Krug and Roger Black (Oct 23, 2000)
★★★★★ (278 customer reviews)

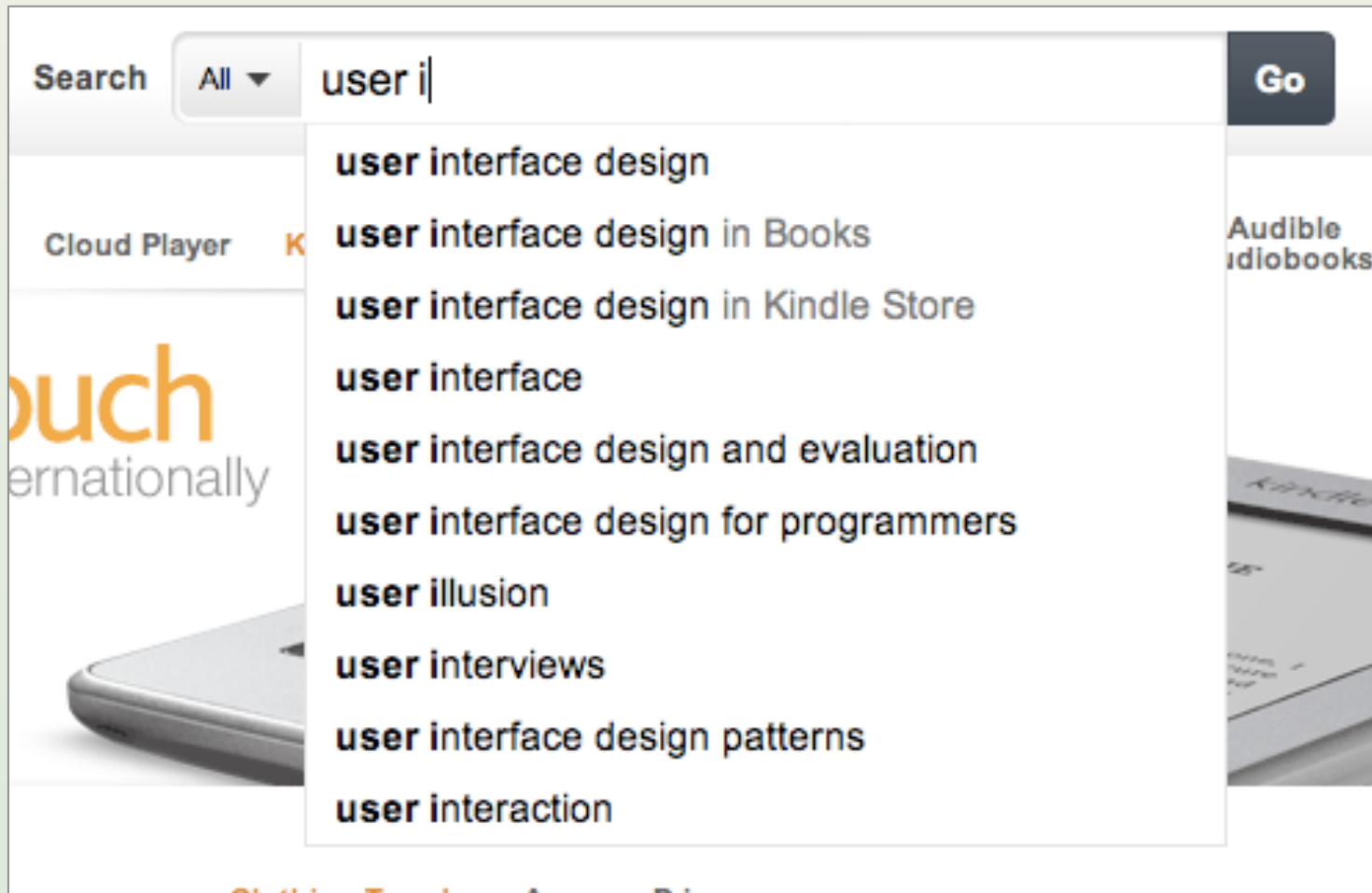
Exploratory search

The screenshot shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "best universities in usa". Below the search bar, the word "Search" is displayed in red, followed by the text "About 71,100,000 results (0.64 seconds)". On the left side, there is a vertical navigation menu with the following items: "Everything" (highlighted with a red bar), "Images", "Maps", "Videos", "News", "Shopping", "More", and "Show search tools". The main content area displays several search results. The first result is an advertisement for "Universities in USA - Live, Work & Study in New York." with the URL "www.mcny.edu/international" and the text "Accelerated Programs - Apply Now!". The second result is for "Top USA College | hanover.edu" with the URL "www.hanover.edu/" and the text "Study at Hanover, a top private college in America.". The third result is for "National University Rankings | Top National Universities | US News ..." with the URL "colleges.usnews.rankingsandreviews.com" and the text "See how the top national universities rank at US News. Find rankings for the best national universities in the US.". Below this result are two smaller links: "National University Rankings" with the text "#1 Harvard University. Cambridge, MA. Harvard University is a ..." and "US News Best Colleges" with the text "See how the top national universities rank at US News ...". A link "More results from rankingsandreviews.com »" is also present. The final result is for "Best Colleges | Find the Best College for You | US News Education" with the URL "colleges.usnews.rankingsandreviews.com/best-colleges" and the text "Use our exclusive rankings to find the best college for you. The US News search tool will help you narrow your search to find the perfect college."

Navigational search

The screenshot shows a Google search for 'harvard'. The search bar contains the text 'harvard'. Below the search bar, the word 'Search' is displayed in red, followed by the text 'About 215,000,000 results (1.15 seconds)'. On the left side, there is a vertical navigation menu with the following items: 'Everything' (highlighted with a red bar), 'Images', 'Maps', 'Videos', 'News', 'Shopping', and 'More'. Below this menu, there is a section for 'Any time' with options: 'Past hour', 'Past 24 hours', 'Past 3 days', 'Past week', 'Past month', 'Past year', and 'Custom range...'. At the bottom left, there is a section for 'All results' with the text 'Sites with images'. The main search results area contains several items: 1. An advertisement for 'Harvard Business School - Executive Education Program' with the URL 'www.exed.hbs.edu/' and the text 'Download Our Course Catalog Online'. Below the ad is a breadcrumb trail: 'Home - Program Finder - Request a Brochure - LinkedIn'. 2. A result for 'Harvard University' with the URL 'www.harvard.edu/' and a snippet: 'Harvard University, which celebrates its 375th anniversary in 2011, is the oldest institution of higher learning in the United States. Harvard University is devoted ...'. 3. A result for 'Admissions & Aid' with the text 'Admission information for Harvard University's academic and ...'. 4. A result for 'Harvard Law School' with the text 'JD Admissions - Graduate Program - Prospective Students'. 5. A result for 'Employment' with the text 'Employment logo, Harvard shield. redline. Search Harvard Jobs ...'. 6. A result for 'Harvard College' with the text 'Providing undergraduate education to more than 6000 ...'. 7. A result for 'Harvard Medical School' with the text 'Job Opportunities - Research - Departments / Admin - ...'. 8. A result for 'Faculty' with the text 'Harvard faculty are global leaders in their respective fields. Find a ...'. At the bottom of the search results area, there is a search bar with the text 'Search harvard.edu' and a button labeled 'Search harvard.edu'. At the bottom left of the search results area, there is a section for 'All results' with the text 'Sites with images' and a result for 'Harvard University - Wikipedia, the free encyclopedia'.

Autosuggest



Autosuggest sources

- Database of matches
 - Most relevant matches with prefix
- Behavior of all users
 - Most common searches with prefix
- Behavior of this user
 - Searches closest to user's activity

Autosuggest dangers



Search results page



Search results page

The image shows a Bing search results page for the query "user interface design". Several elements are circled in red to highlight specific UI features:

- The search bar containing the text "user interface design".
- The navigation tabs: "Web", "Videos", "Images", and "More".
- The search results count: "1-10 of 92,100,000 results".
- The "RELATED SEARCHES" list on the left, which includes items like "User Interface Design School", "Tools", "Course", "Examples", and "PPT".
- The first search result, "User interface design - Wikipedia, the free encyclopedia", with its title and a snippet of text circled.
- The second search result, "User interface - Wikipedia, the free encyclopedia", with its title and a snippet of text circled.
- The pagination controls at the bottom, showing "1 2 3 4 5 Next".
- The search bar at the bottom of the page, also containing "user interface design".

Ranking factors

- Number of matches
- Location of match
- Importance of result
- Previously visited by user?
- User's other previous activity
- Click-throughs of other users
- Date

Combining factors

- Multiplicative
 - $\text{Score} = \text{Relevance} \times \text{Importance}$
- Probabilistic principle
 - $P(\text{relevant to user} \mid \text{user search})$
- But consider spread
 - $P(\text{at least one result is good} \mid \dots)$
- This stuff is really hard...

Advanced search

Books Search

Keywords

Author

Title

ISBN(s)

Publisher

Subject

Condition

Format

Reader Age

Language

Pub. Date Month Year

Sort Results by:

Advanced search

Find pages with...		To do this in the search box
all these words:	<input type="text"/>	Type the important words: <code>tricolor rat terrier</code>
this exact word or phrase:	<input type="text"/>	Put exact words in quotes: <code>"rat terrier"</code>
any of these words:	<input type="text"/>	Type <code>OR</code> between all the words you want: <code>miniature OR standard</code>
none of these words:	<input type="text"/>	Put a minus sign just before words you don't want: <code>-rodent, -"Jack Russell"</code>

Faceted navigation

[Books](#) > ["user interface design"](#)

Related Searches: [user interface](#).

Showing 1 - 12 of 8,502 Results Sort by Relevance 

Format

Paperback (5,618)	Hardcover (2,616)	Kindle Edition (87)	HTML (44)	PDF (2)
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Language

- English** (7,319)
- German (147)
- French (13)
- Spanish (2)
- Russian (1)
- Arabic (1)
- Dutch (1)

New Releases

- Last 30 days (46)
- Last 90 days (212)
- Coming Soon (53)

Condition

- New (8,060)
- Used (7,725)
- Collectible (171)

Availability

- Include Out of Stock**

Faceted navigation

Department

◀ Any Department

Books

Computers &
Technology (6,644)

Arts & Photography (271)

Professional &
Technical (4,788)

Business & Investing (1,707)

Health, Fitness & Dieting (252)

Science & Math (2,180)

Travel (52)

Politics & Social
Sciences (750)

Education & Reference (970)

Author

Matthew MacDonald (23)

Gary B. Shelly (21)

Dan Oja (11)

June Jamrich Parsons (11)

Jakob Nielsen (9)

John Walkenbach (8)

Wei Meng Lee (8)

› [See more...](#)

Series

Mastering (19)

O'Reilly Hacks (11)

Demystified (6)

Foundation (5)

Microsoft .NET Development (5)

Professional Projects (5)

Sams Teach Yourself (5)

› [See more...](#)

Format

Paperback (5,618)

Hardcover (2,616)

Kindle Edition (87)

HTML (44)

PDF (2)

Avg. Customer Review

★★★★☆ & Up (2,374)

★★★★☆ & Up (3,121)

★★★☆☆ & Up (3,349)

★☆☆☆☆ & Up (3,442)

Lecture 4

- The design process
- Common examples
 - User registration
 - Other onboarding
 - Search
- **Books and tools**

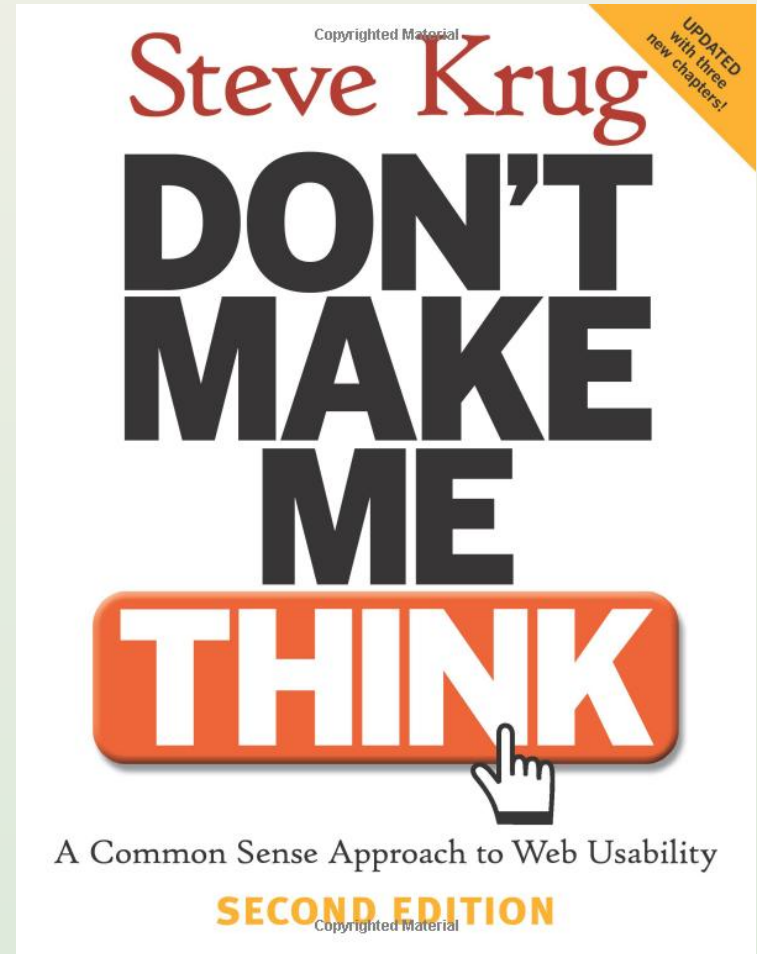
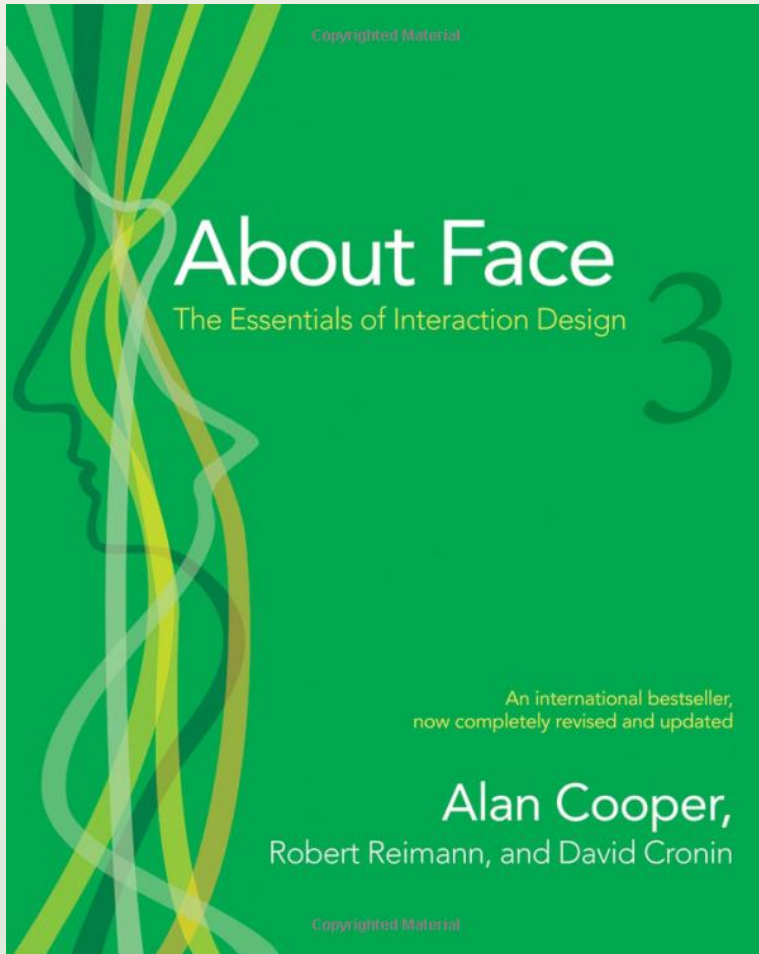
Mock-up tools

balsamiq

mockingbird



Books



Books

