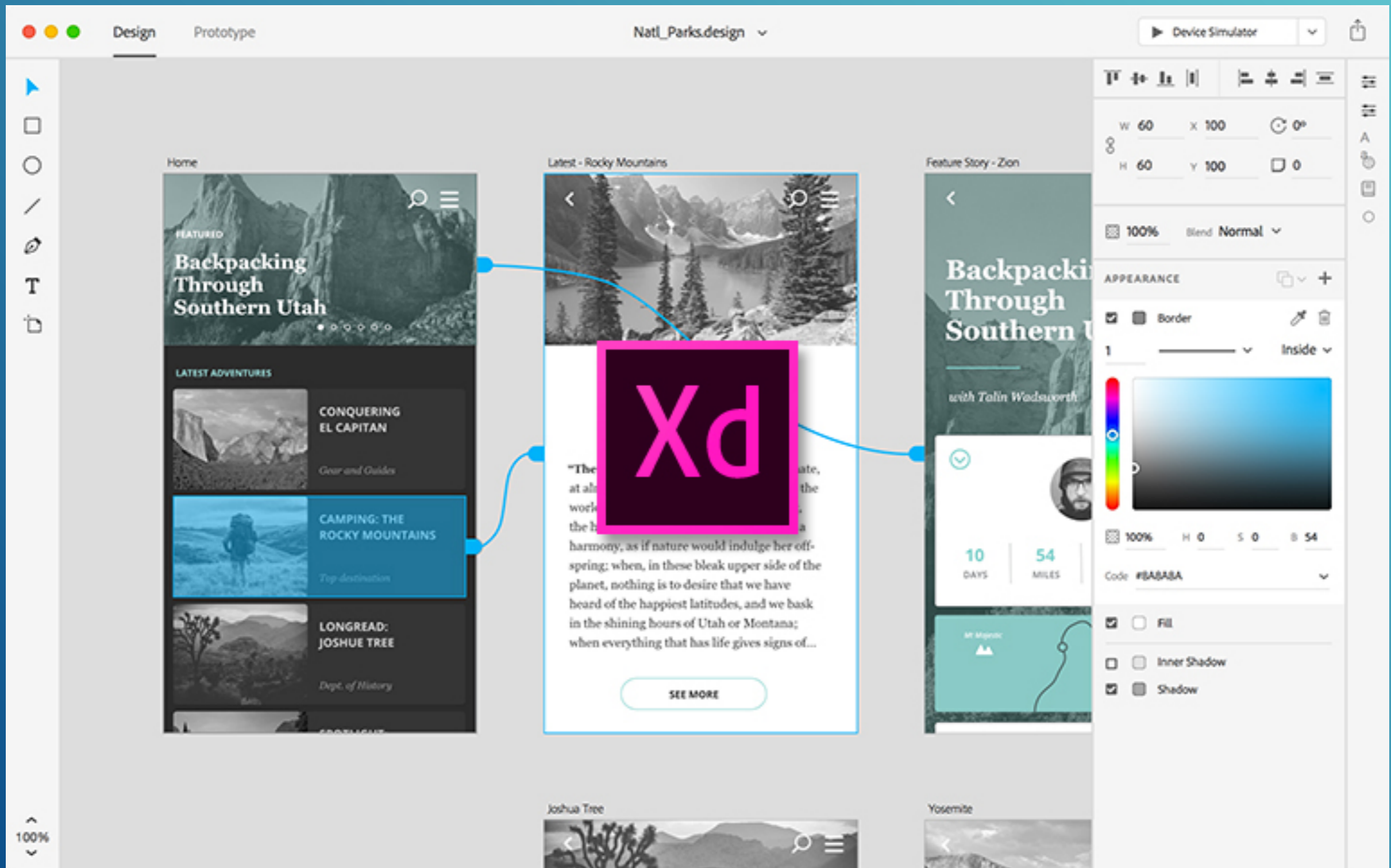




User Experience & User Interface



Adobe XD CC

GUI

GRAPHICAL
USER INTERFACE

UI

USER INTERFACE

The letters 'U' and 'I' are rendered in a bold, teal, sans-serif font. The 'U' is significantly larger than the 'I'. They are positioned on a white rectangular background that is part of a larger teal gradient.

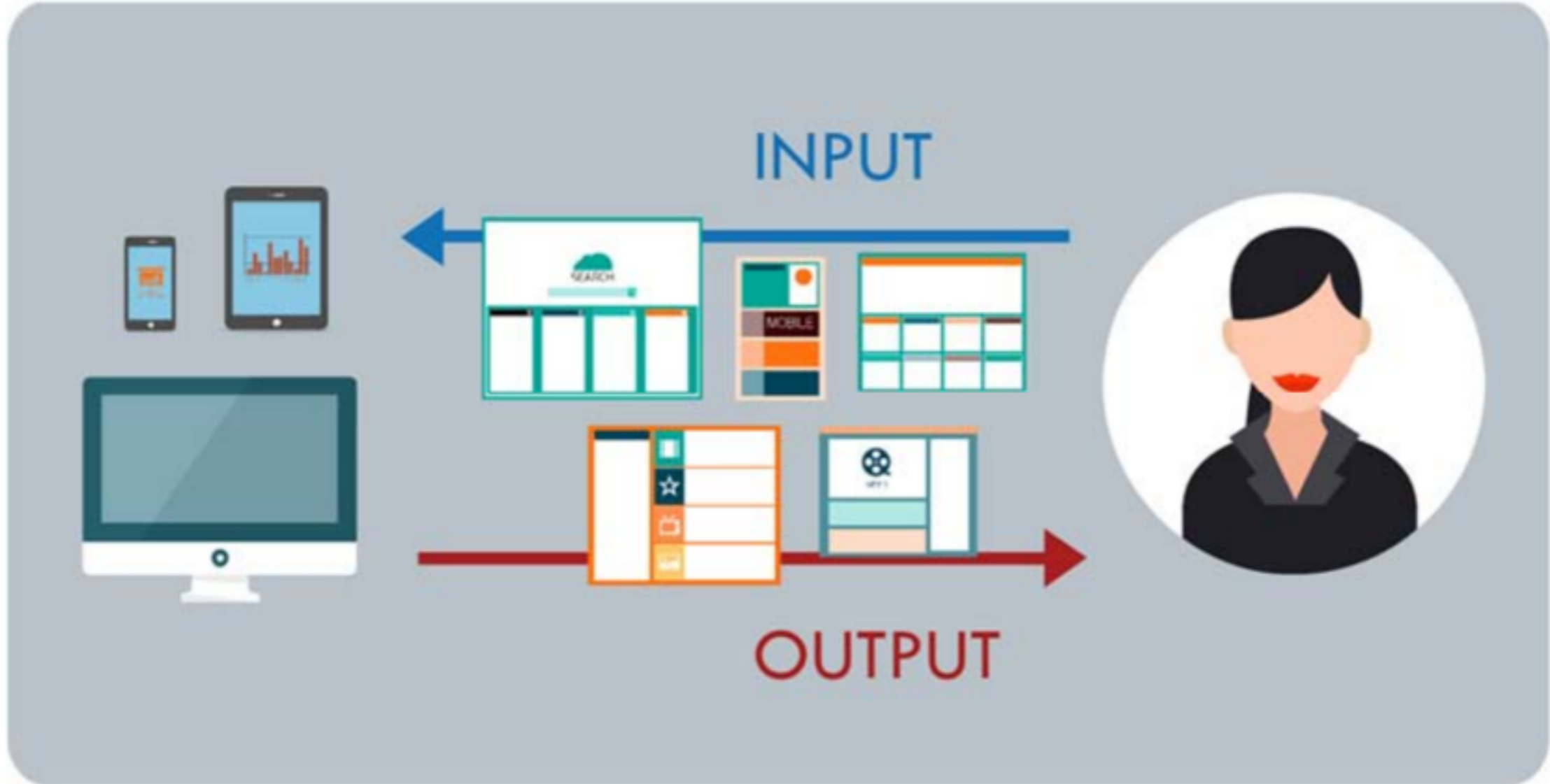
USER INTERFACE

is an interface between the user and the computer.



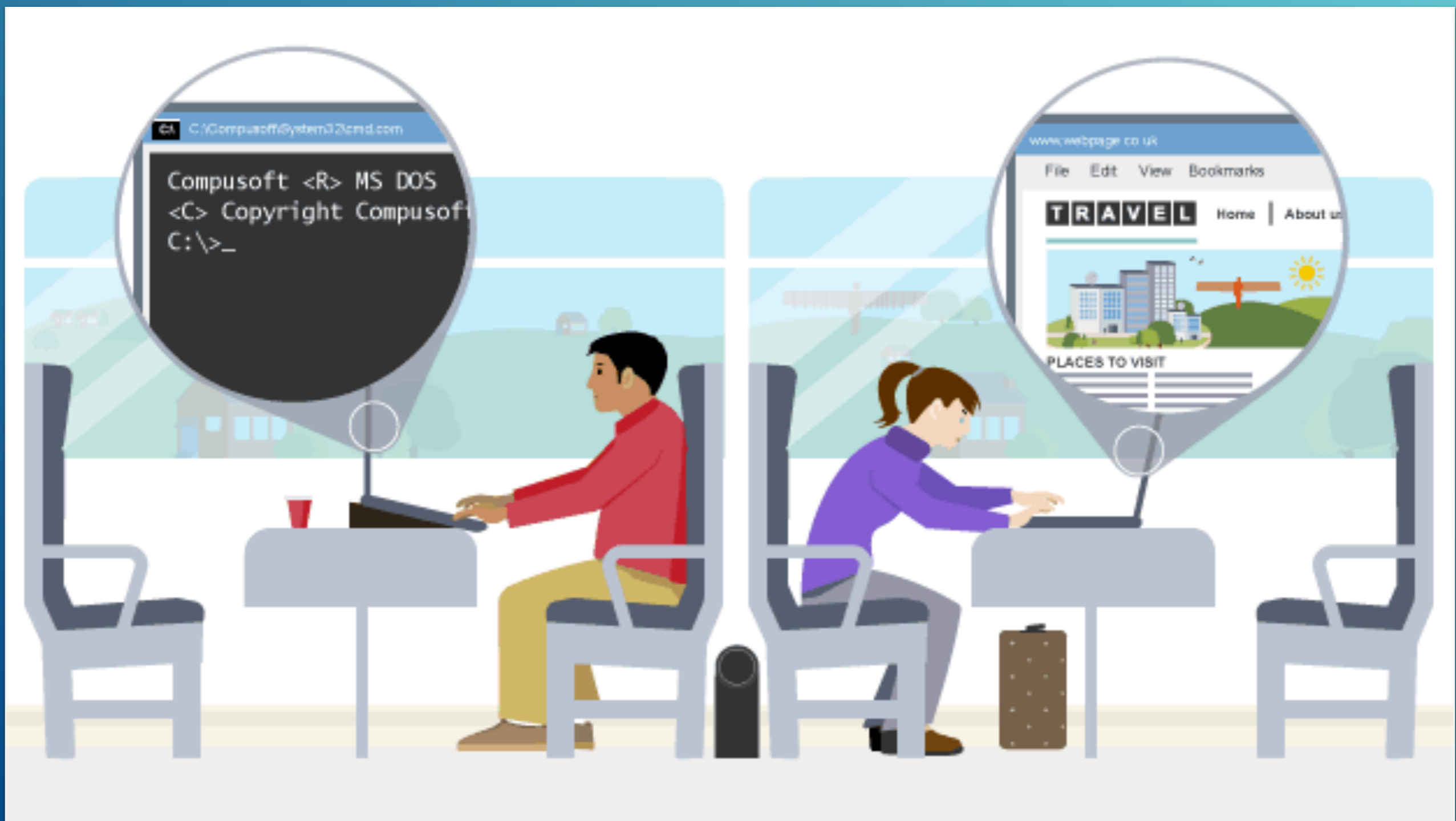
UI

USER INTERFACE



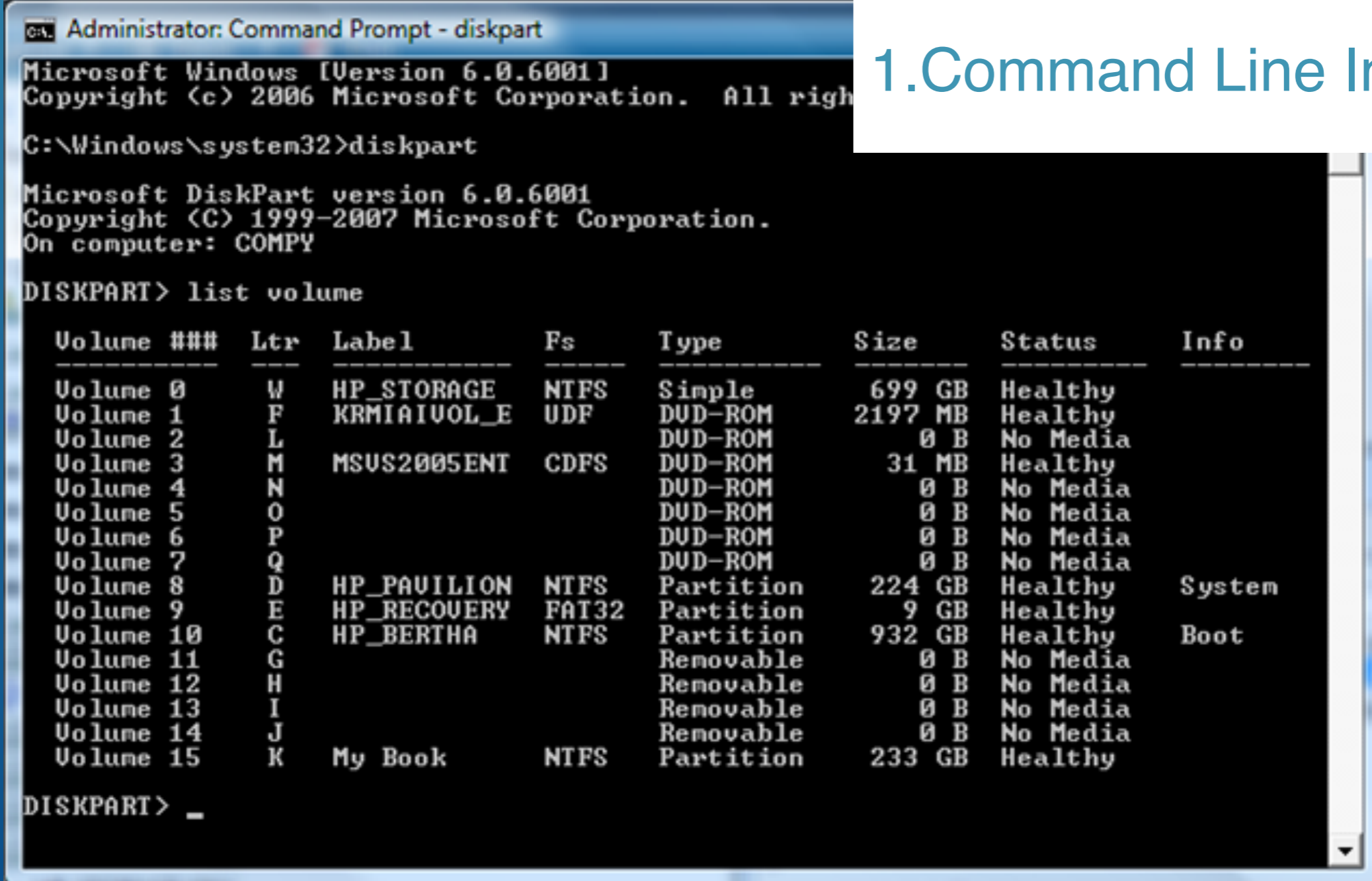
UI

USER INTERFACE



Types of User Interface

1. Command Line Interface



```
Administrator: Command Prompt - diskpart
Microsoft Windows [Version 6.0.6001]
Copyright (c) 2006 Microsoft Corporation. All rights reserved.

C:\Windows\system32>diskpart

Microsoft DiskPart version 6.0.6001
Copyright (C) 1999-2007 Microsoft Corporation.
On computer: COMPY

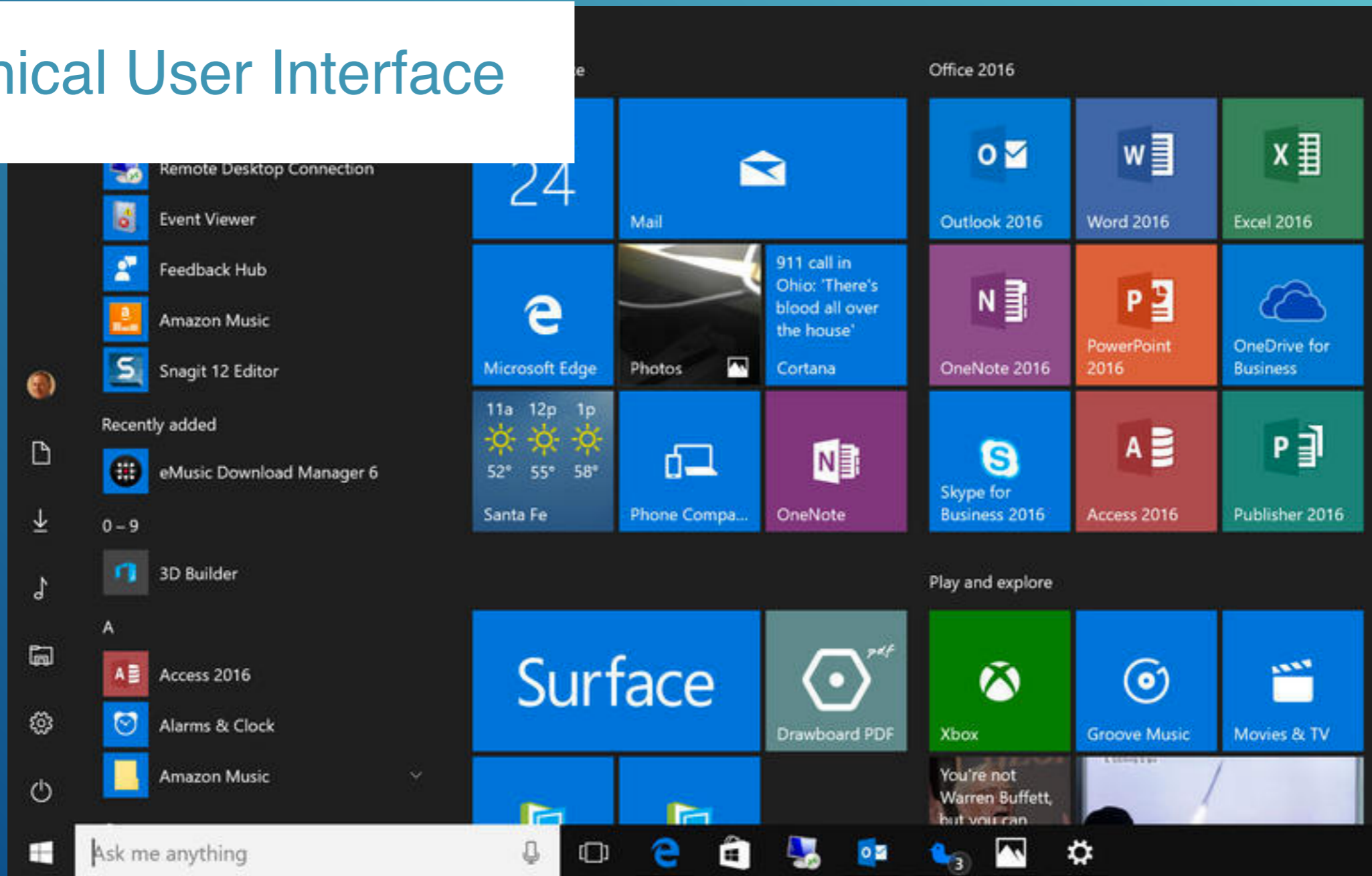
DISKPART> list volume

  Volume ###  Ltr  Label                Fs          Type          Size      Status       Info
  -----
  Volume 0     W    HP_STORAGE            NTFS        Simple        699 GB     Healthy
  Volume 1     F    KRMIAIUOL_E          UDF         DUD-ROM      2197 MB    Healthy
  Volume 2     L                        CDIFS       DUD-ROM      0 B        No Media
  Volume 3     M    MSUS2005ENT          CDIFS       DUD-ROM      31 MB     Healthy
  Volume 4     N                        CDIFS       DUD-ROM      0 B        No Media
  Volume 5     O                        CDIFS       DUD-ROM      0 B        No Media
  Volume 6     P                        CDIFS       DUD-ROM      0 B        No Media
  Volume 7     Q                        CDIFS       DUD-ROM      0 B        No Media
  Volume 8     D    HP_PAVILION          NTFS        Partition    224 GB     Healthy     System
  Volume 9     E    HP_RECOVERY          FAT32       Partition    9 GB       Healthy
  Volume 10    C    HP_BERTHA            NTFS        Partition    932 GB     Healthy     Boot
  Volume 11    G                        CDIFS       Removable    0 B        No Media
  Volume 12    H                        CDIFS       Removable    0 B        No Media
  Volume 13    I                        CDIFS       Removable    0 B        No Media
  Volume 14    J                        CDIFS       Removable    0 B        No Media
  Volume 15    K    My Book              NTFS        Partition    233 GB     Healthy

DISKPART> _
```


Types of User Interface

2. Graphical User Interface



GUI

GRAPHICAL USER INTERFACE

a computer program that enables a person to communicate with a computer through the use of symbols, visual metaphors, and pointing devices.

GUI

GRAPHICAL USER INTERFACE

They use graphics and pictures
to represent the input and output program.

GUI

GRAPHICAL USER INTERFACE

การติดต่อกับผู้ใช้ โดยใช้ภาพสัญลักษณ์

เป็นการออกแบบส่วนของโปรแกรมคอมพิวเตอร์ให้มีการโต้ตอบกับผู้ใช้
โดยการใช้ Icon ,รูปภาพ และสัญลักษณ์อื่นๆ เพื่อแทนลักษณะต่างๆ ของโปรแกรม
แทนการที่ผู้ใช้จะพิมพ์คำสั่งต่างๆ ในการทำงาน

Search



Safari



Messages



Contacts



Calendar



Reminders



FaceTime



iTunes



App Store



Game Center



Notes



Launchpad



Maps



Time Machine



iBooks



System Preferences





GUI

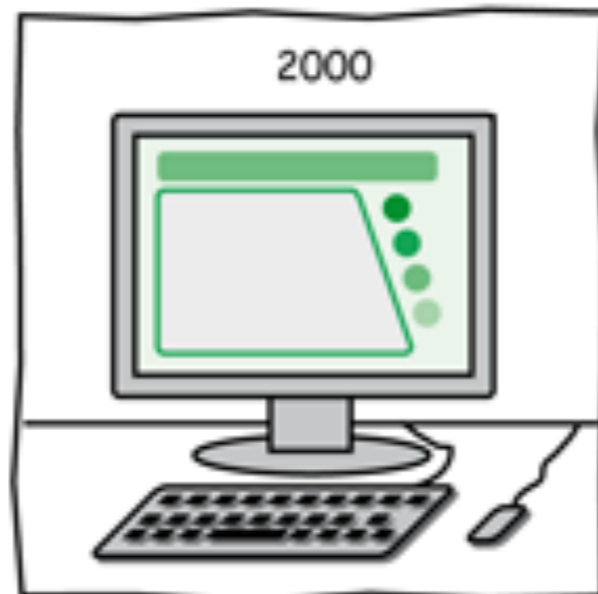
GRAPHICAL USER INTERFACE

GUI

GRAPHICAL USER INTERFACE

Graphical User Interfaces use pictures and graphics instead of just words to represent the input and output of a program. The program displays certain icons, buttons, dialogue boxes etc. on the screen and the user controls the program mainly by moving a pointer on the screen (typically controlled by a mouse) and selecting certain objects by pressing buttons, etc.

THE EVOLUTION OF INTERFACE DESIGN



oschnabel@gmx.net



© 2008 Olaf Schnabel





The background image shows a laptop screen displaying the 'balance.' website. The website has a teal header with the logo 'balance.' and navigation links: ABOUT, CANDIDATES, CLIENTS, JOB SEARCH, BLOG, and CONTACT. A phone number 'CALL US ON 020 7072 0946' is visible in the top right. Below the navigation, there are several job listings with titles like 'Legal Specialist' and 'Accounting - Senior'. The entire image is overlaid with a semi-transparent teal color.

VISUAL COMMUNICATION

WHAT IS VISUAL COMMUNICATION?

Visual communication describes the conveyance of information and ideas in forms that can be read or looked upon

Examples include:



OBJECTS



MODELS



GRAPHS



MAPS




TABLES



PHOTOGRAPHS
/VIDEOS



DRAWINGS
/DIAGRAMS



A picture is worth a
thousand words.

Napoleon

Visual Communication

The three basic principles of visual communication according to are:



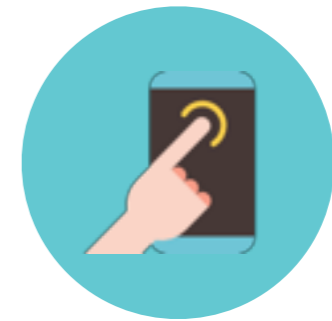
Organisation:

Give the user a simple, clear, and consistent conceptual structure.



Economy:

Maximise the effectiveness of a minimal set of tools.



Communication:

Adjust your presentation to the intake capacity of your users.

"DESIGN IS INHERENTLY CREATIVE AND
UNPREDICTABLE. "

"WHEN PLANNING A UI,
A DESIGNER SHOULD FOCUS
ON THE NEEDS OF THE END USERS.



USER-CENTERED DESIGN



How the customer explained it



How the Project Leader understood it



How the Analyst designed it



How the Programmer wrote it



How the Business Consultant described it



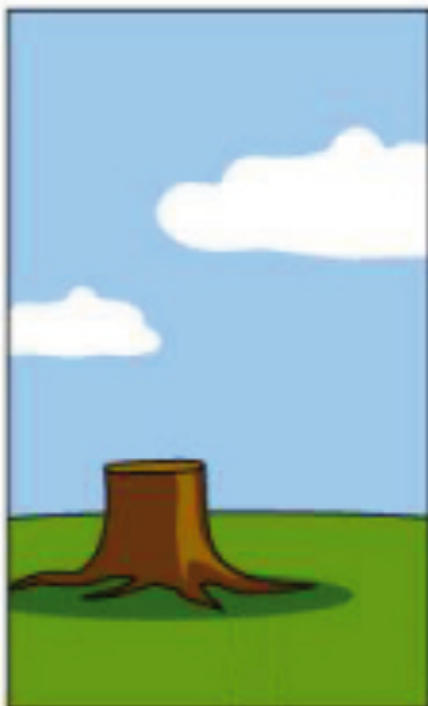
How the project was documented



What operations installed



How the customer was billed



How it was supported



What the customer really needed

A World without User-Centered Design



DESIGN

DESIGN IS SOLVING PROBLEMS.
NOT DRAWING PICTURE.

**DON'T THE DESIGN SERVE THE PURPOSE OF ITS EXISTENCE
(COMMUNICATING BRAND MESSAGE ,
INFORMING, EDUCATING, ETC.)?**

**HOW SHOULD IT BE PERCEIVED (AND RECEIVED)
BY THE VIEWER/AUDIENCE?**

THE PRINCIPLE OF GOOD GRAPHIC DESIGN
ARE THE SAME PRINCIPLE
THE DICTATE GOOD UI DESIGN

facebook

Google

YAHOO!

Coca-Cola

CNN

P&G



HBO





Mercedes-Benz

Mercedes-Benz Motorcar of Europe GmbH



Men talk about women, sports and cars.
Women talk about men inside sports cars.



Mercedes-Benz



SLK Special Edition.

Introducing the only collectable toy scale 1:1.

SLK Special Edition. A limited and exclusive edition only for those true knowers of collectable toys.



Mercedes-Benz
The Future of the Automobile

其他三款国产车型，C级车、全新E级车及GLC SUV同样功不可没

中国制造，专属中国



Mercedes-Benz Technology In Your Pocket.

Mercedes-Benz BlueEFFICIENCY app



BlueEFFICIENCY

How do we get people to experience Mercedes-Benz BlueEFFICIENCY, a technology that saves up to 20% in fuel consumption?

We introduced BlueEFFICIENCY to an energy-consuming device that we all have: a smartphone. The BlueEFFICIENCY battery saver app helps you extend your battery life by up to 20%. In exactly the same way that BlueEFFICIENCY saves fuel in Mercedes-Benz cars.

The combination of a user-friendly interface and groundbreaking technologies makes the BlueEFFICIENCY app a must-have for everyone.

What makes this app the best battery saver?

- Efficient media scanner
- Smart screen brightness
- Limited data synchronization
- Mobile data intervals
- Intelligent WiFi switch
- Smart Bluetooth connecting
- Emergency mode
- Many other smart technologies












Mercedes-Benz



DESIGN IS DESIGN IS DESIGN

THE PRINCIPLE OF DESIGN

THE PRINCIPLE OF DESIGN

The Principles of Design		
Pattern		A regular arrangement of alternated or repeated elements or motifs.
Contrast		The juxtaposition of different elements of design in order to highlight their differences and/or create visual interest, or a focal point.
Emphasis		Special attention or importance given to one part of the content. Emphasis can be achieved through use of design elements or other principles.
Balance		A feeling of balance results when the elements of design are arranged symmetrically or asymmetrically to create the impression of equality in weight or importance.
Scale		The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.
Harmony		The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.
Rhythm/ Movement		The use of recurring elements to direct the eye through the image. The way the elements are organized to lead the eye to the focal area.
Unity		All parts of an image are connected in a way so as to be seen as one.
Variety		Using different elements in an image to create visual interest.