design for
SOFTWARE

a “playbook” for developers
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I've never cared about design before

WHY
START
NOW?

having a basic design knowledge can be a valuable tool to have in your utility belt
TEN DESIGN PLAYS
1 RESEARCH
What is the Goal?

Generate Insights & Empathy.
research technique:

USER INTERVIEWS

Motivations lead to desirable user behaviors.

Motivations are the triggers that lead to desirable user behaviors.
WHAT DO I DO WITH THESE INSIGHTS?

- CREATE OBJECTIVES
- IDENTIFY PAIN POINTS
- PRIORITIZE YOUR GOALS
So Much Stuff...and So Many Needles
INSPIRATION IS EVERYWHERE

Start looking around.
inspiration

PACKAGING
BOOKS
INDUSTRIAL DESIGN
MOBILE APPS
NATURE
GAMES
MAGAZINES
MOVIES
A FEW GOOD RESOURCES

- dribbble.com
- behance.net
- wellplacedpixels.com
- littleBigDetails.com
- designMeltdown.com
- smashingMagazine.com
Some Benefits of Sketching

Uncover complexity early.

Gain familiarity with the dataset and identify edge cases quickly.
sketching technique #1

APPLICATION FLOWS

- All Routes
- All Stops
- Favorites
- Alerts

ALL ROUTES

GPS BASED
sketching technique #2

STORYBOARDS

[Images of storyboard sketches]
Storyboards help describe the environment and help put the idea into context when designing for user centric tasks.
4 WIREFRAMES
the beauty of wireframes

Visualize interaction paradigms

Establish patterns for layout.

Get stakeholders buy-in early.
TOOLS FOR *AWESOME* WIREFRAMES

- omnigraffle (mac)
- balsamiq
- pencil project

AWESOME-ER TOOLS FOR WIREFRAMES

- adobe illustrator
- microsoft sketchflow
The Whole Point of Prototyping

IS TO BE

WRONG
prototyping technique #1

PAPER PROTOTYPES
Get a sense for relative size.
Great for touch enabled software.
Uncover ergonomic flaws.
prototyping technique #2

SKETCHFLOW
FAKE IT

be clever
not complicated
60% of the time, it works every time

"interactive prototypes basically sell themselves"

—Me
HALF WAY FINISHED!
Hang in there!

1. Planning
   Research
   User Interviews

2. Planning
   Inspiration

3. Sketching
   Application Flows
   Storyboards

4. Wireframes
   Tools
   Examples

5. Prototyping
   Sketchflow
   Paper Prototypes
visual design

**Color** *(this is kind of hard)*

Color has *psychological impact.*
Limit a color palette to 2-3 colors.
Find colors that work *with* a brand *not against* it.
Start with *solids* then add *gradients.*
COLOR TOOLS (these make it easier)

The Psychology of Color

Adobe Kuler
Typography

Serif vs Sans-Serif?

For Print

Curabitur quis dui


For Digital

Sit amet elit luctus aliqum

visual design

**TYPEFACES I LIKE**

- Helvetica
- Gotham
- Segoe
- Caslon
- Baskerville
- Archer

**SOME GUIDELINES**

- Pay attention to text casing.
- If you pair fonts, be consistent.
- Don’t pair more than 2 (3 if you must).
- Establish 2–3 sizes up front.
- If you just don’t care...pick Helvetica Bold.
COMMUNICATION

The space between the words tell you just as much as the actual text.
CREATE RELATIONSHIPS

Manage relationships not elements
visual design

SLAP A GRID ON IT

USEFUL TOOLS

netprotozo.com/grid

gridsystemgenerator.com

designbygrid.com/tools
29 artists a-z
Coldplay
The Concretes
Daniel Martin Moore
Ian Modine
Figurine
Headlights
Jeremy Enigk
Juana Molina
Loney Dear
Melpo Mene
Nick Drake
Radical Face
Signal Hill
Tunng
U2
Unknown Artist
Various Artists
Voxtrot
Women
Yann Tiersen

47 albums by date added
Rush
Black Gold
For Emma, Forever Ago
Ghost
Radical Face
No Line On The Horizon
U2

439 songs a-z
01 - Ready Let's Go
03 - Beware the Friend
11 - Energy Warning
15 - I Saw Drones
1969
1er Réveil Par Temps
42
After The Flood
Airport Surroundings
Along The Road
Alpha and Omega
Also Frightened
Anonanimal
Are You Prepared
Arms
As a Dream from Above
As Four
As You Turn To Go
Asleep On A Train
Babes And Darlings
Create dominance.
1.2.3 Visual layout
Create a main focal point

WINDOWS PHONE EXAMPLE

untitled

Text example
Text example showing a wrapping behavior
Text example showing wrapping behavior
Text example showing wrapping behavior
It is the character of the design... the charm.
Motion can define the tone of the design.
It can be delightful but...

It can be cumbersome.
TOOLS I LIKE
for quickly prototyping motion

Adobe After Effects
Microsoft Sketchflow
jQuery
Artefact Animator

SOME GUIDELINES

Use motion to shield the user from long-running operations

Screen transitions should be between 250ms–500ms

Cognitive tomfoolery – Animations don’t always have to be complete
Interaction design concept:

**USER FLOW**

The point at which the interface disappears and time stands still.

“*The holy grail of design is when nothing is perceived as broken*”

- Me
GUIDELINES FOR CREATING FLOW

Avoid modal states & popups
Use color cues
Don’t alert unless it’s catastrophic
Support undo
Don’t lock the UI

BOOKS ABOUT FLOW

About Face 3
Designing Interfaces (O’Reilly)
Sketching User Experiences
Interaction design concept:

**FEEDBACK**

Make the user feel confident.
TYPES OF FEEDBACK

Mouse drag adorners
Touch / click states
Audio
Inline feedback - password strength, invalid input
Wizards
Refresh animations for long operations

APPS THAT DO IT RIGHT

ONENOTE

VISUAL STUDIO
design technique:

**USE WHATS OUT THERE**

*Mostly* everything you ever need to do has already been done.

“Nothing is original. Steal from anywhere that resonates with inspiration or fuels your imagination.”

– Jim Jarmusch
TEMPLATES AND PATTERNS

patterny.com
quince.infragistics.com
pttrns.com
developer.yahoo.com/ypatterns

MY MOST USED RESOURCES

designmeltdown.com
smashingmagazine.com
twitter #UX
idaarchive.com
creativeapplications.net
dribbble.com
behance.net
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