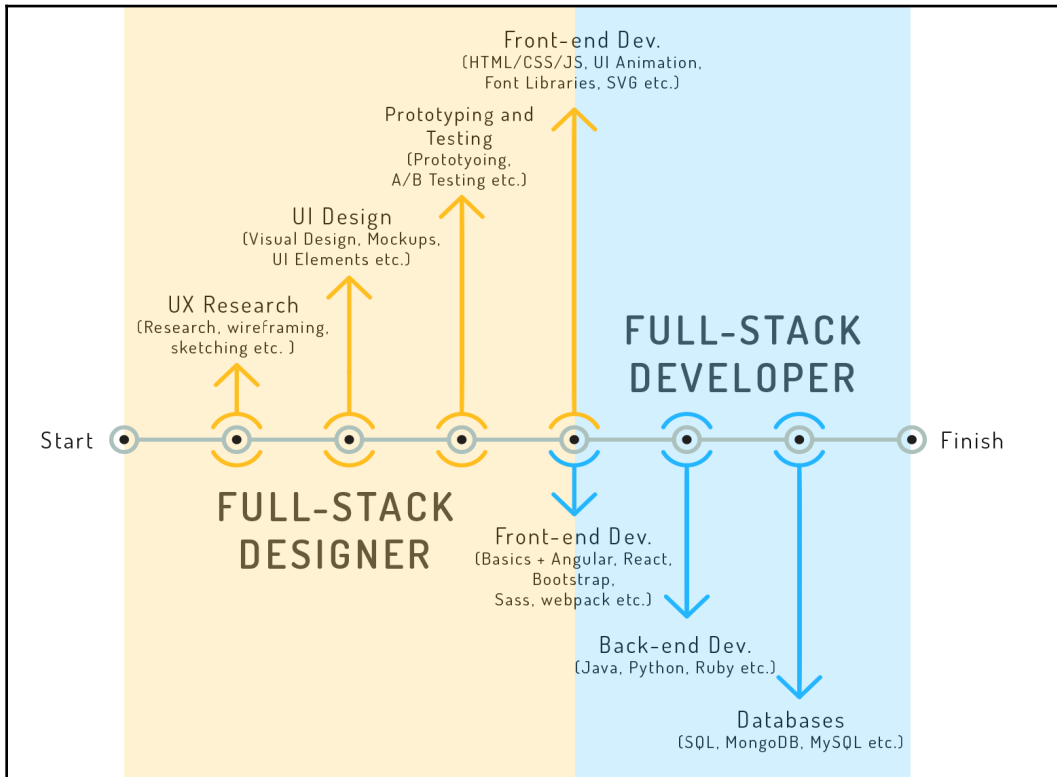
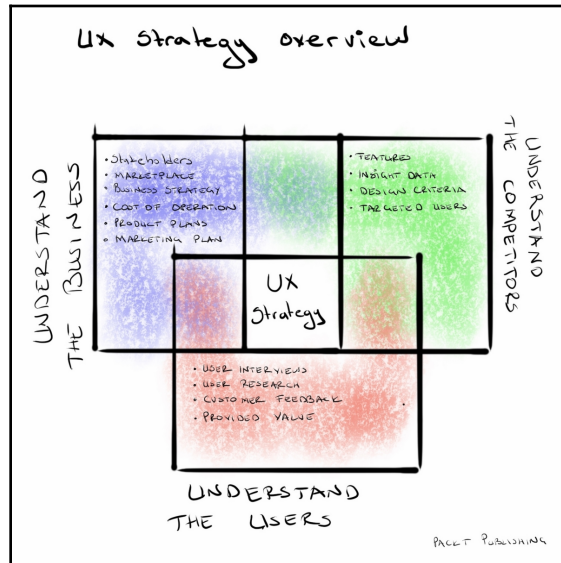
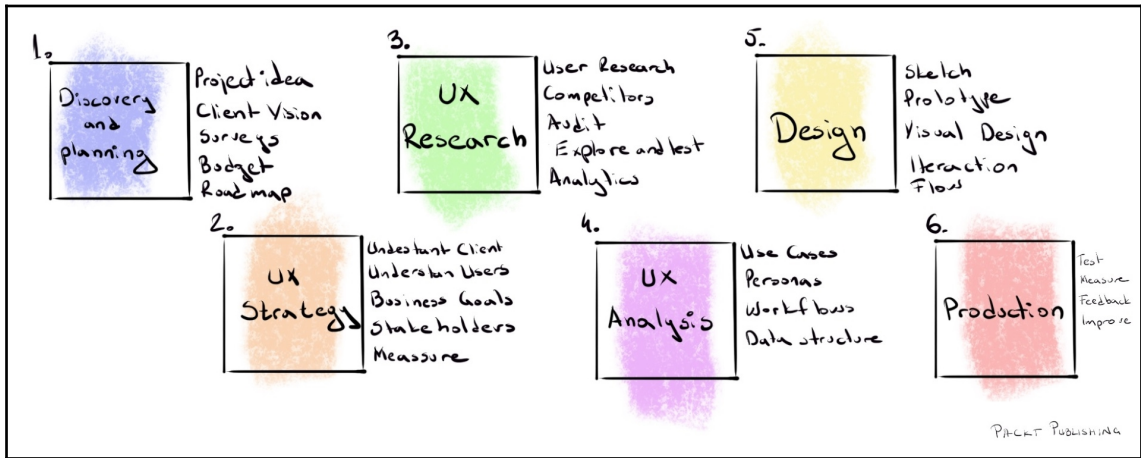


Chapter 1: What is UX?



Chapter 2: UX Design Process



Competitive Analysis

1. Create competitor list
☰ ⇒ Shortlist the better ones

2. Define the criteria
☰ ⇒ Deep analysis
⇒ 0-100

3. Check competitors
- Main features
 - Weakness
 - Strengths
 - Value propositions
 - Business Model and Pricing Strategy
 - Sitemap, site structure
 - product performance

4. Start explanation of your UX impression with their product:

- ☑ → ☑ → ☑
- Create a summary with your impression on UX.
 - Provide all possible stats like:
 - ⇒ number of users they have
 - ⇒ performance bugs
 - ⇒ bad areas of product etc.

• Any other thing you find important write it down, it doesn't matter what it is.

! Don't forget to explain to the client that unique is the solution.

☑ ⇒ Check mobile version

☑ ⇒ Fill your spreadsheet

☑ ⇒ Create the summary

☑ ⇒ Present your findings.

PACKT. 2018

Four tenets of UX Strategy

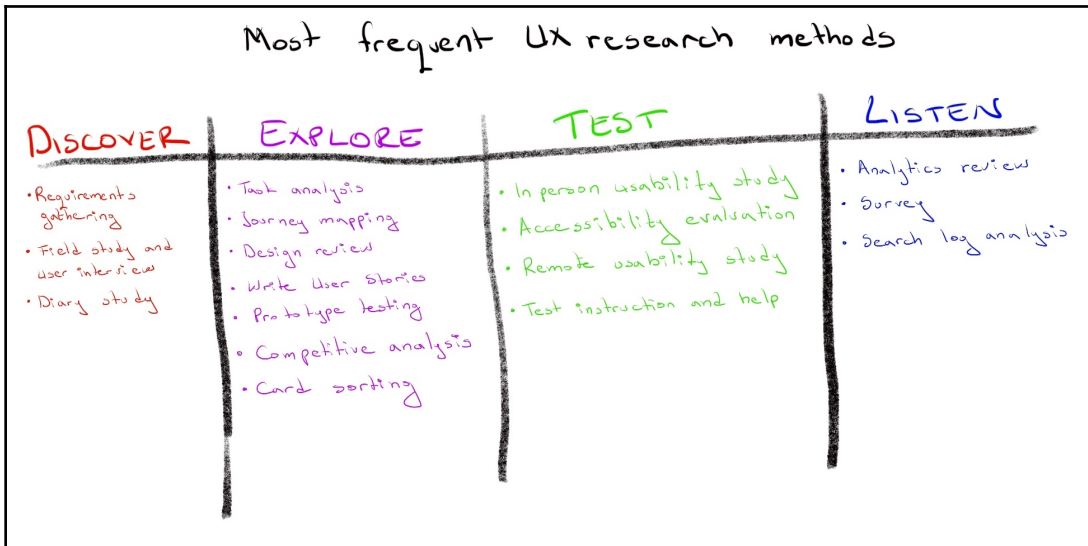
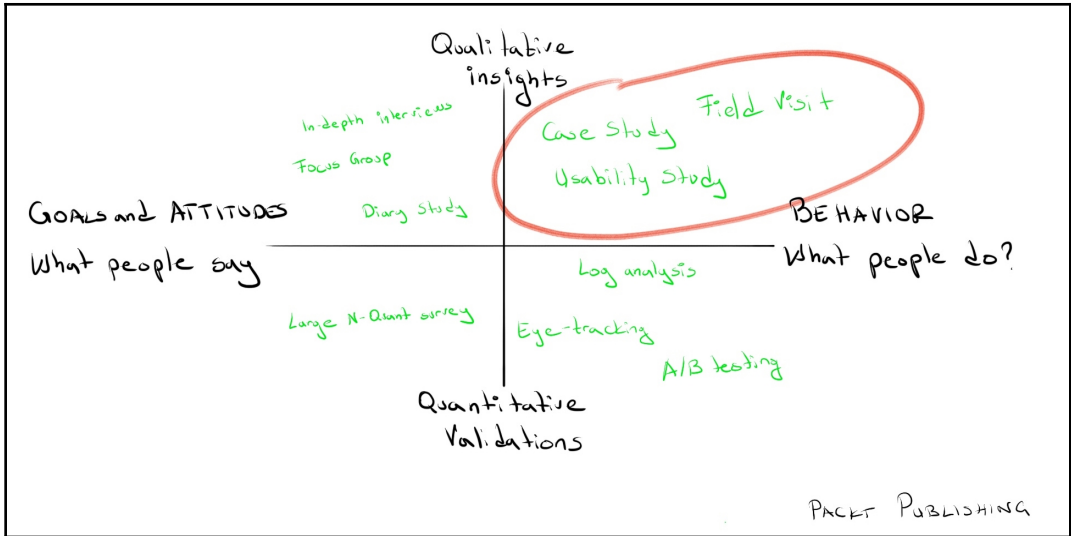
Business STRATEGY

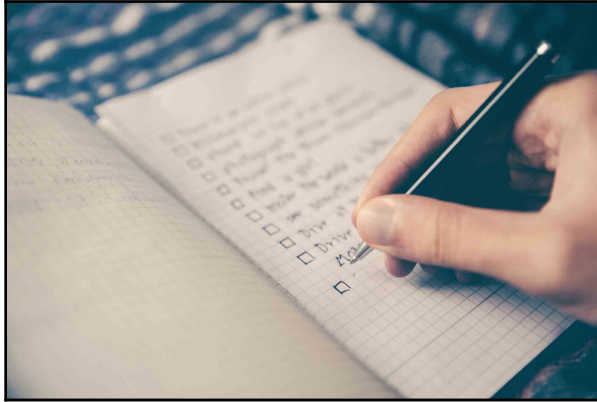
VALUE INNOVATIONS

VALIDATED USER RESEARCH

KILLER UX

$$\text{UX Strategy} = \text{Business Strategy} + \text{Value Innovation} + \text{Validated User Research} + \text{Killer UX}$$



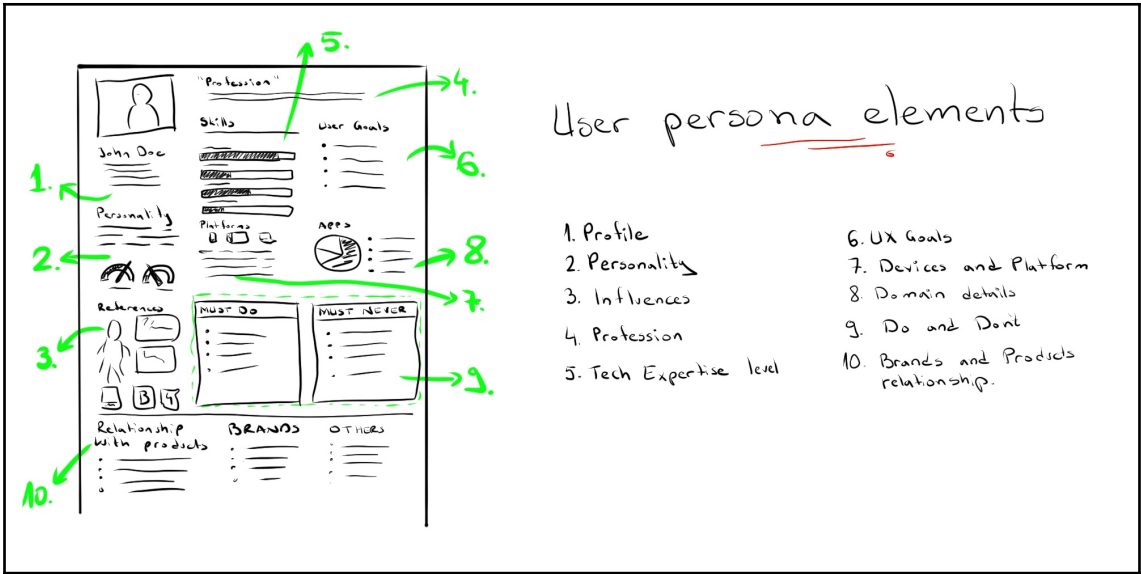




Simple Competitor review table

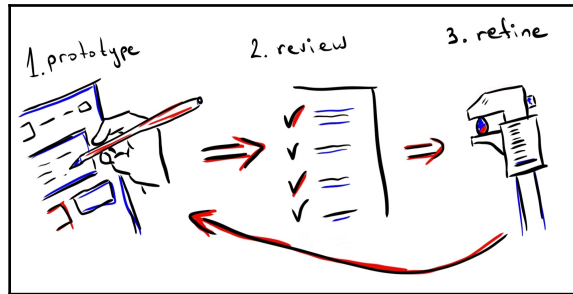
Competitors	Chat feature	Free or Paid	Direct Messaging	Extra features	UX Impression
TRELLO	NO	FREE	NO	Drag n' drop	...%
ASANA	YES	BOTH	YES	Multi teams	...%
JIRA	YES	PAID	Yes using plugin like: HIPCHAT	Advance API	...%

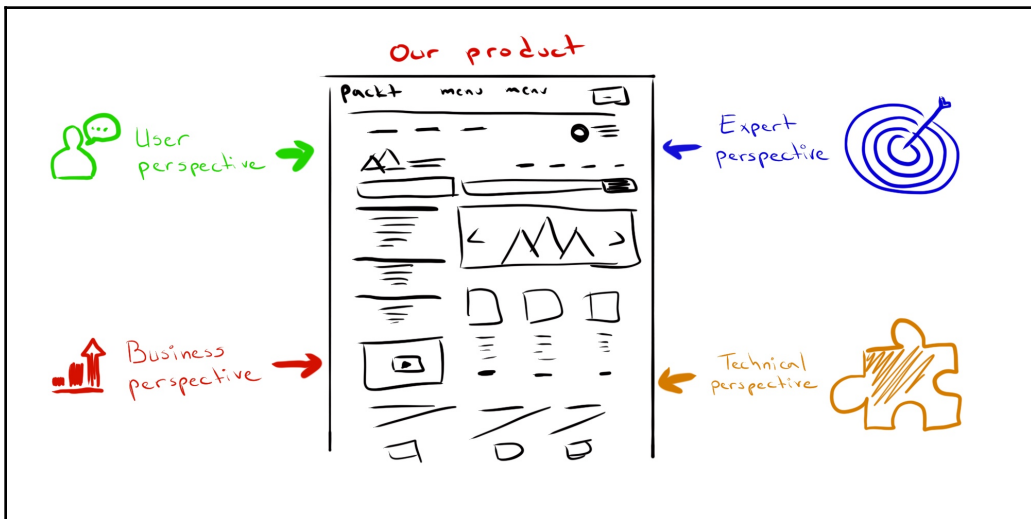
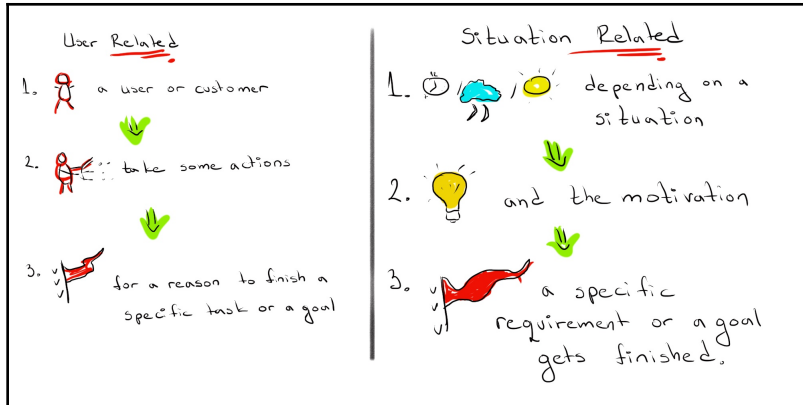
packt...

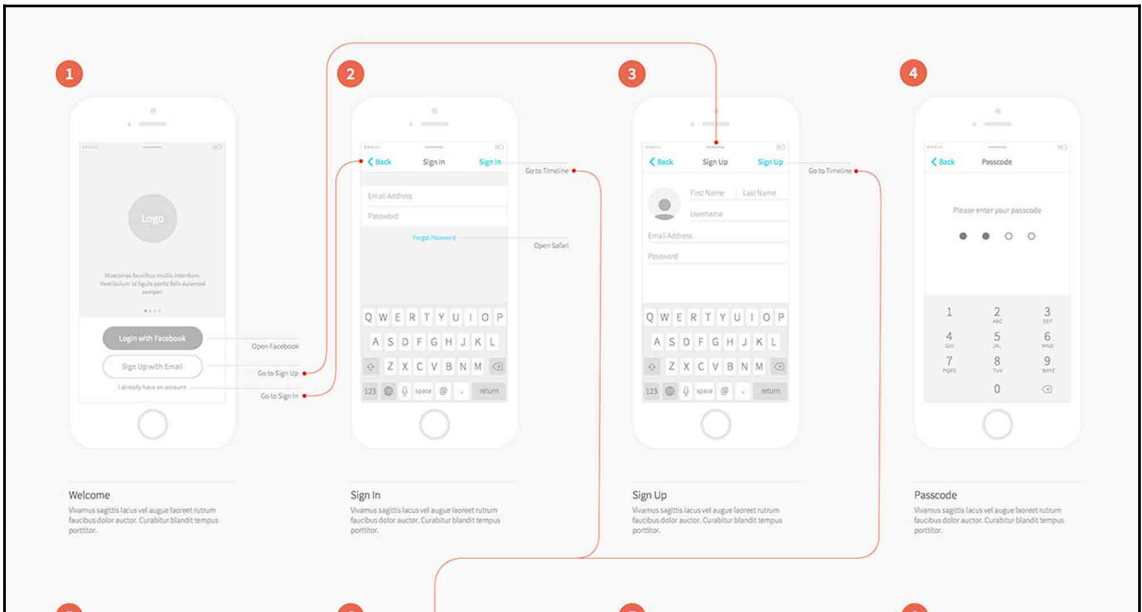


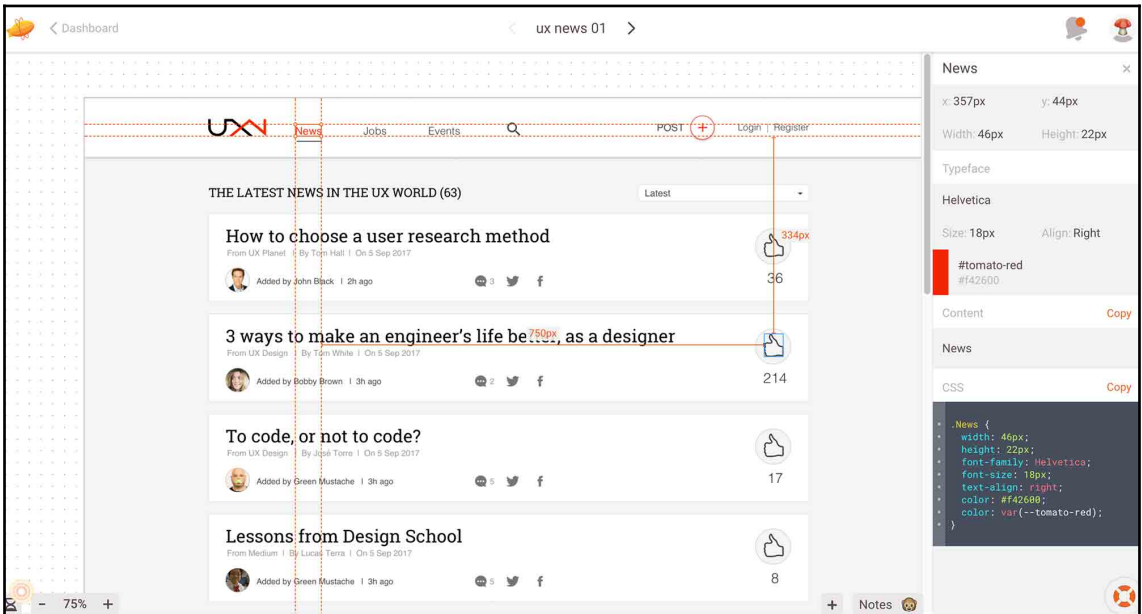
User persona elements

1. Profile
2. Personality
3. Influences
4. Profession
5. Tech Expertise level
6. UX Goals
7. Devices and Platform
8. Domain details
9. Do and Don't
10. Brands and Products relationship.



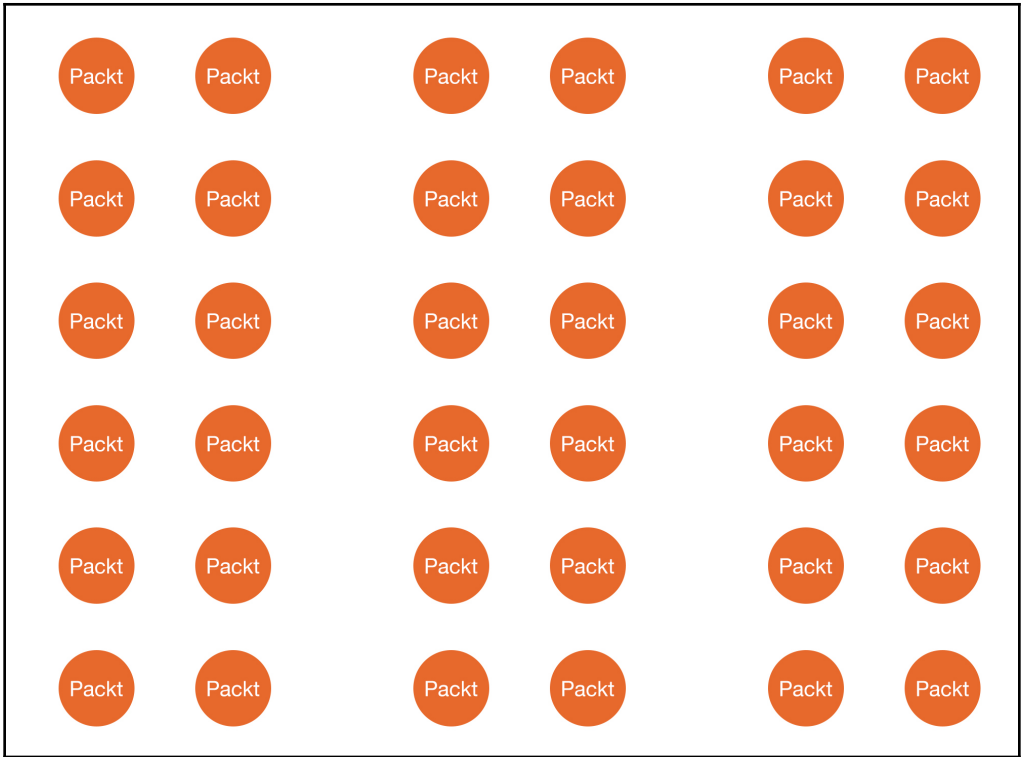






Chapter 3: User Behavior Basics and User Research





Do

Separate in two rows clearly the boxes, and give space between each others, so the users can read and understand easily the points that we are showing.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.

Don't

If we order all the boxes in a way that they don't look separated between each other, and we do not give them spaces between rows, than the human minds groups this boxes in the different way, and most of the time it represent not what we wanted to show.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



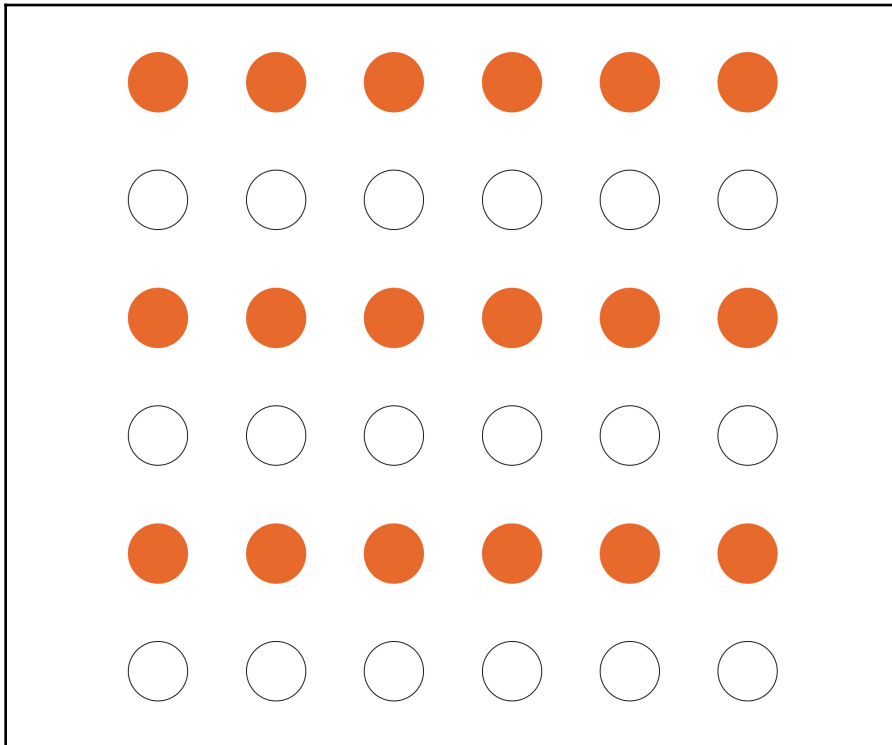
JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



JOHN DOE

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.



Do

The goal on this part of design is to create three groups which represent the same size, color or visibility.



JOHN DOE
Professional

At half-past eight the door opened,
the policeman appeared, and,
requesting them to follow him.



JOHN DOE
Professional

At half-past eight the door opened,
the policeman appeared, and,
requesting them to follow him.



JOHN DOE
Professional

At half-past eight the door opened,
the policeman appeared, and,
requesting them to follow him.

Don't

To have a proper order and visibility, we cannot display groups with different opacity, colors or text and font order.



JOHN DOE
Professional

At half-past eight the door opened,
the policeman appeared, and,
requesting them to follow him.



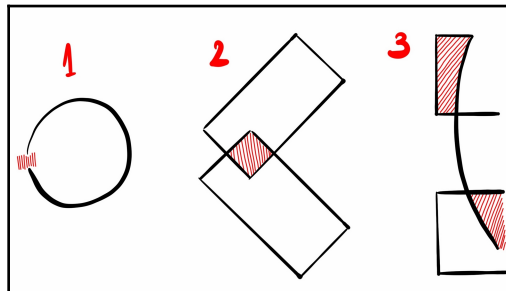
JOHN DOE
Professional

At half-past eight the door opened,
the policeman appeared, and,
requesting them to follow him.



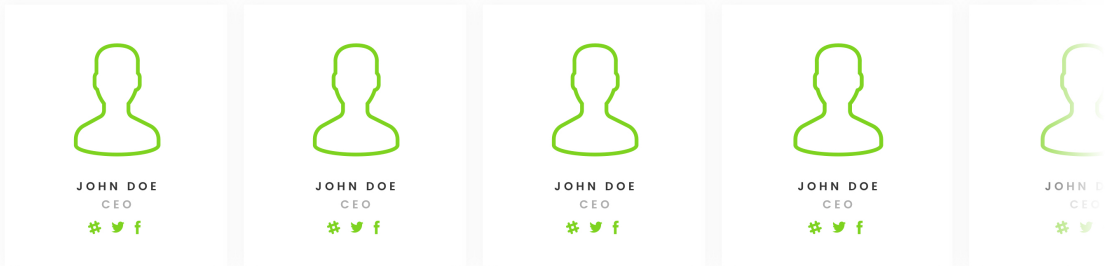
JOHN DOE
Professional

At half-past eight the door opened,
the policeman appeared, and,
requesting them to follow him.



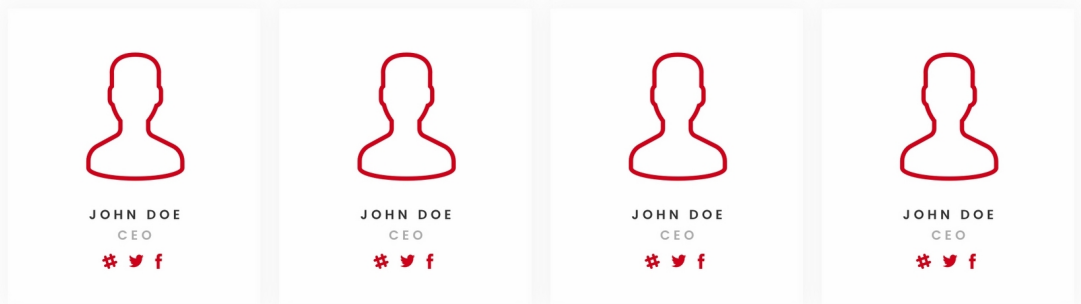
Do

The goal on this part of design is to create group of boxes that will give a feeling to the users that besides what they see there are more elements there.



Don't

If we order the boxes in this way but there are a lot more boxes which users can scroll or see than this type of design it doesn't provide that feeling to the users that there are more elements besides what they see.





Do

The goal on this part of design is to create main focal point, so during the modals highlight just the important part which users needs to fill with information.

Simple subscribe box!

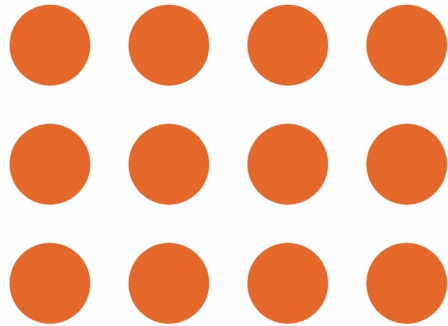
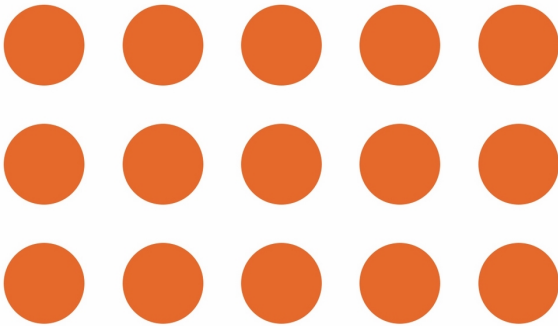
At half-past eight the door opened, the policeman appeared, and, requesting them to follow him, led the way to an adjoining hall.

Don't

Here is not defined good the focal point, so it gives the space to users to loose their attentions to other side of the design.

Simple subscribe box!

At half-past eight the door opened, the policeman appeared, and, requesting them to follow him, led the way to an adjoining hall.



Do

The goal on this part of design is to create clear separations between pricing tables so it will not confuse the users to choose the proper one.

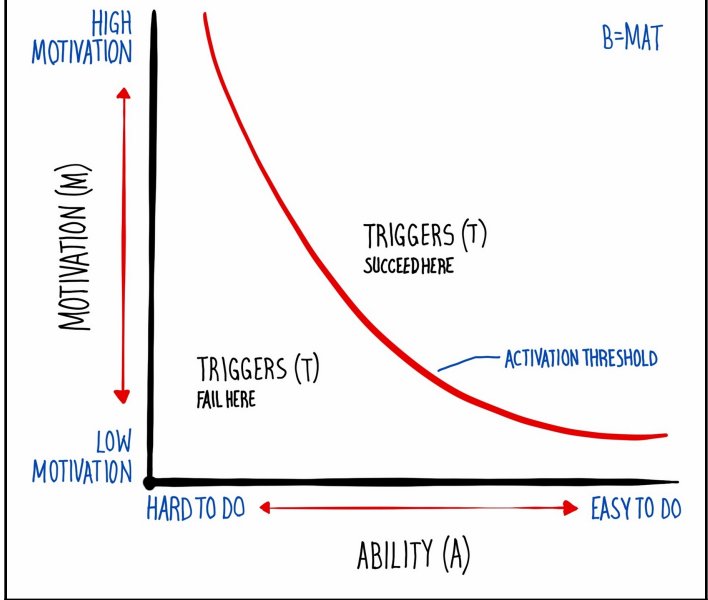
<p>BASIC At half-past eight.</p> <p>\$6 per month</p> <p>At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.</p>	<p>ADVANCED At half-past eight.</p> <p>\$11 per month</p> <p>At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.</p>	<p>POPULAR</p> <p>PROFESSIONAL At half-past eight.</p> <p>\$19 per month</p> <p>At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.</p>
<p>Users 100 Capacity 500 Gb Backup Not Available Support Not Available</p>	<p>Users 100 Capacity 500 Gb Backup Not Available Support Not Available</p>	<p>Users 100 Capacity 500 Gb Backup Not Available Support Not Available</p>
<p>BUTTON</p>	<p>BUTTON</p>	<p>BUTTON</p>



















Don't

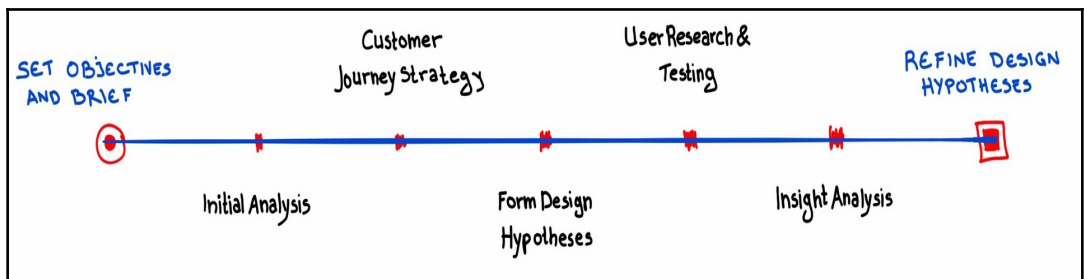
Here is not defined which pricing content belongs to specific group, and is hard for the users to make decision on the proper one, because it is confusing.

BASIC	ADVANCED	POPULAR	PROFESSIONAL
At half-past eight.	At half-past eight.		At half-past eight.
\$6	\$11		\$19
per month	per month		per month
At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.	At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.		At half-past eight the door opened, the policeman appeared, and, requesting them to follow him.
Users 100	Users 100		Users 100
Capacity 500 Gb	Capacity 500 Gb		Capacity 500 Gb
Backup Not Available	Backup Not Available		Backup Not Available
Support Not Available	Support Not Available		Support Not Available
BUTTON	BUTTON		BUTTON

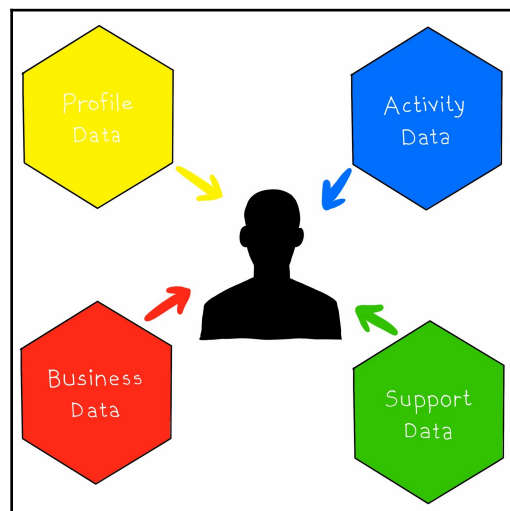
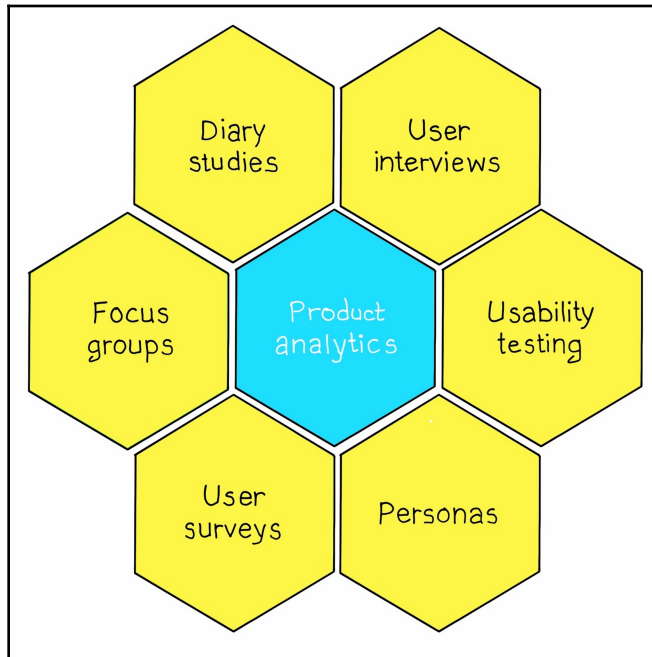
THE FOGG BEHAVIOR MODEL



	GREEN Initiate new behavior	BLUE Reinitiate familiar behavior	PURPLE Increase behavior intensity	GREY Decrease behavior intensity	BLACK Stop existing behavior
 DOT One time behavior	 GREEN DOT <i>Do a new behavior one time</i>	 BLUE DOT <i>Do familiar behavior one time</i>	 PURPLE DOT <i>Increase behavior one time</i>	 GREY DOT <i>Decrease behavior one time</i>	 BLACK DOT <i>Stop behavior one time</i>
 SPAN Has a duration	 GREEN SPAN <i>Do behavior for a period of time</i>	 BLUE SPAN <i>Maintain behavior for a period of time</i>	 PURPLE SPAN <i>Increase behavior for a period of time</i>	 GREY SPAN <i>Decrease behavior for a period of time</i>	 BLACK SPAN <i>Stop behavior for a period of time</i>
 PATH Lasting change	 GREEN PATH <i>Do new behavior from now on</i>	 BLUE PATH <i>Maintain behavior from now on</i>	 PURPLE PATH <i>Increase behavior from now on</i>	 GREY PATH <i>Decrease behavior from now on</i>	 BLACK PATH <i>Stop behavior from now on</i>



Chapter 4: Getting to Know Your Users

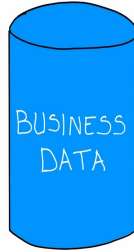


Your customer data shouldn't be in silos



PROFILE
DATA

Who is this user?
User Category



BUSINESS
DATA

Account Status
Membership Status



ACTIVITY
DATA

Usage Statistic



COMMUNICATION
DATA

Help asked
Feedback Provided

Chapter 5: User Personas

Michelle C.

%Age% %Residence%
 %Profession_background%
 %Family_life-style%
 %Software/devices_attitud_behaviour%

PERSONALITY

%PERSONALITY_TAGS%

Openness Neuroticism

REFERENTS & INFLUENCES

8 Apple

Relationship with Brand & %product%

SEEK and VALUE...

H1 Free and User review
H2 Rank
H3 Top downloads
H4 %content_or_feature%

"%Archetype%"

"%key_quotes%"
 Nam at tellus mauris. Donec blandit, auctoritatem
 vulputate id, sagittis vel nibh. Vivamus ac tincidunt mi.

Technology

Information Technology and %types%

EXPERTISE LEVEL

IT and Internet
 Using software
 Using mobile - tablets apps
 Using Social networks

App **Software**

7

- Games
- Photography
- Social Media
- Others
- Business
- Design
- Utilities
- Others

MUST DO

- %do% %why%
- Ocultar procesos innecesarios. No esta interesada en el "control".
- Ofrecer copys suficientemente descriptivos. Leer para entender lo que sucede.
- Destacar comentarios de otros usuarios. Es influenciabile.
- Evitar ventanas emergentes y saltos innecesarios. Le desconciertan.

USING BRAND

12 Recognise brand but sees directly into internet

Frequency

Participation

Brand
 Internet

USER EXPERIENCE GOALS

10

Entertaining
 Free
 Originality
 Speed
 Motivating
 Safety
 Aesthetic

DEVICES & PLATFORMS

6

MUST NEVER

- %don't do% %why%
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Etiam posere feiis in arcu bibendum pharetra.
- Integer viverra imperdiet portitor.

BRAND IS...

"%relationship_key_quote%
 sit amet, conse
 adipiscing elit.
 Integer bibendum tempus ante
 id egestas."

Product IS...

"%relationship_key_quote%
 [product]"



Name: Tj Thyne
Occupation: Co-founder and Chief of Marketing
Company Size: Startup (Team of 5)
Education: MA in Communication
Age: 31

Goals

1. Spreading the message about his new startup,
2. monitoring the web for any mention about his new startup and competitors' actions
3. providing great tutorials
4. increasing new sign ups

Needs

1. Fast and easy tool to manage Social Media
2. Mobile device support and app
3. Collaborative tool
4. Metrics on the go

Technical background and workplace

Tj lives and breathes the Web. It's easier to mention the websites he doesn't visit every day. Thinking about it, he's interested in everything from growth hacking to copywriting. He's a one man marketing machine for his startup. He works from his home office, Starbucks and even from a beer joint. He's permanently connected and working. He loves to travel and runs to relax. He is active on Twitter and Quora, a Facebook addict and Instagram junkie followed by over three thousand people. He uses iPad mini, iPhone 5 and MacBook Air (retina). He loves products that are usable and well designed.

Experience



Business value



Frequency of use



Cooperation



Cost efficiency



That's going on Twitter right now!



Name: Margaret Atkins

Occupation: VP of Branding

Company Size: Fortune 500 Company

Education: MBA Degree

Age: 47

Goals

1. Maximizing Brand Presence in order to achieve the highest possible ROI
2. Reducing churn by 50% in the next 2 years
3. Mitigating possible losses from bad PR strategies
4. Improving inter-departmental

Needs

1. A collaborative tool
2. Extended analytics report
3. 24/7 media monitoring
4. professional advice

Technical background and workplace

Margaret is a person connected to the internet 24/7. She uses MacBook pro, ipad, iphone and kindle. She spends her entire day working at the office. She travels on business a lot, meeting new people and attending conferences. Her favorite business website is MarketingProfs.com. She is a PRO member of their network and has a special deal with them for all her Branding Department employees.

Experience



Business value



Frequency of use



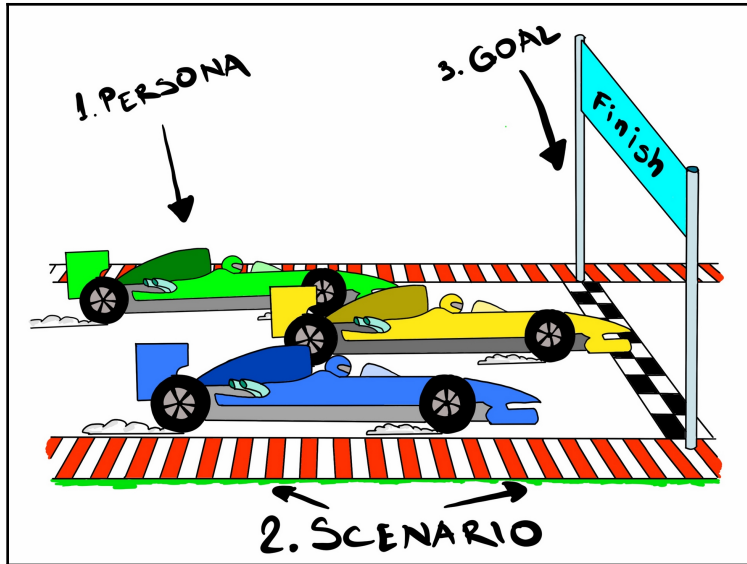
Cooperation




Cost efficiency

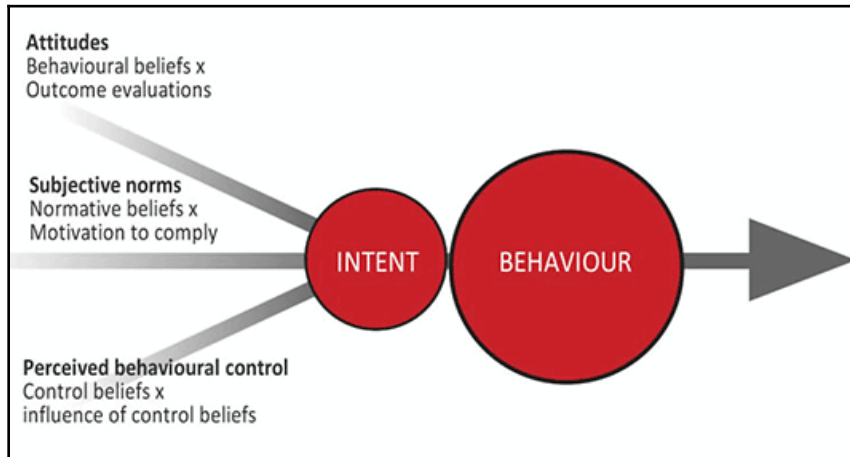
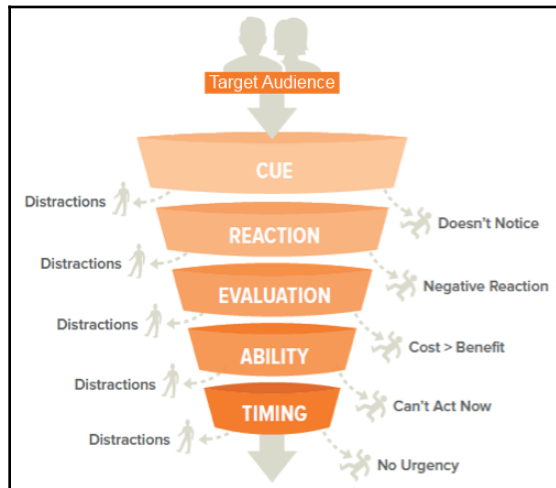


Let's assume we're in. How will we benefit from this?



 <p>Peter</p>	<p>Works as product manager for a mid-sized company.</p> <p>Is 35 years old, holds a marketing degree.</p> <p>Has got experience working as a product owner on software products with agile teams.</p> <p>Has had some Scrum training.</p>	<p>Has managed mature products successfully. Now faces the challenge of creating a brand-new product.</p> <p>Wants to leverage his agile knowledge but needs advice on creating innovative product using agile techniques.</p>
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Chapter 6: Designing Behavior



Chapter 7: Visual Design Principles and Processes

Basic Kinds of Lines

Solid

A solid line is an unbroken line.

Broken

A broken line is a line interrupted by space.



Thick

A thick line is wide.



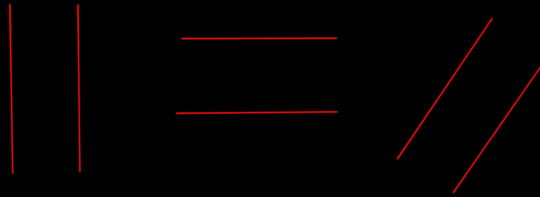
Thin

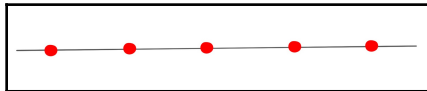
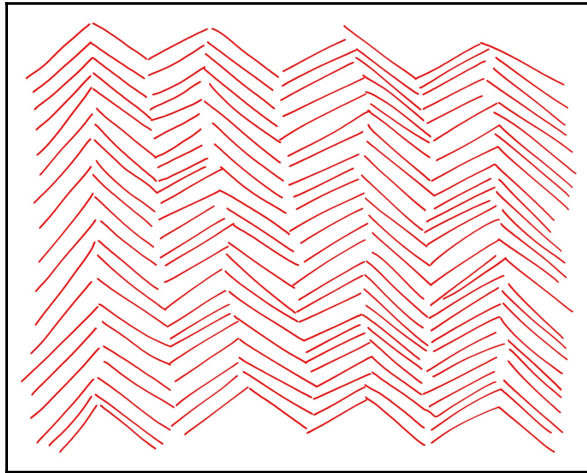
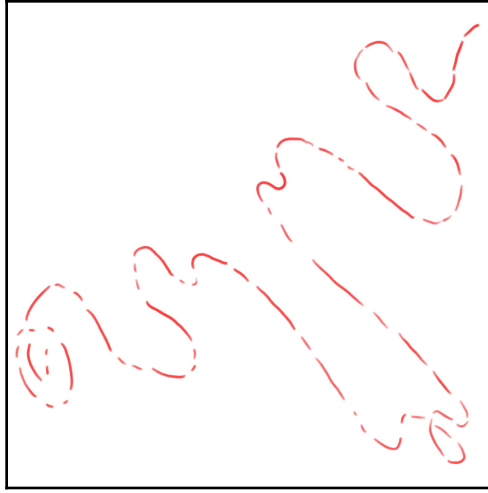
A thin line is narrow.

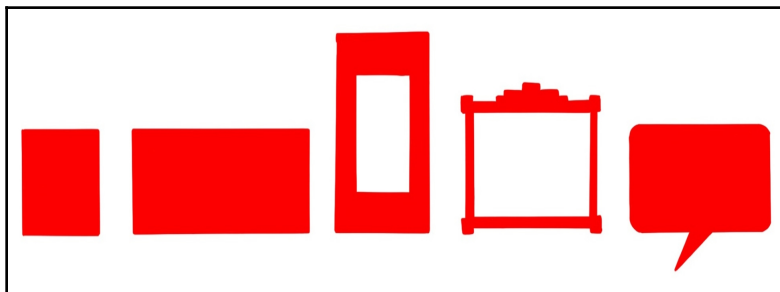
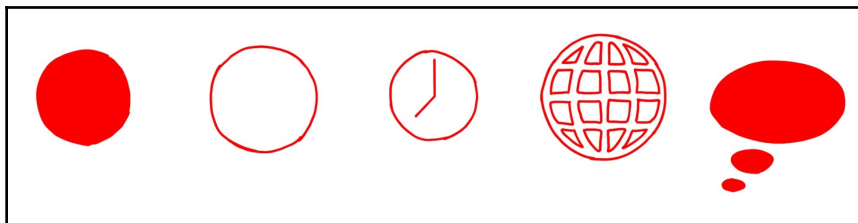
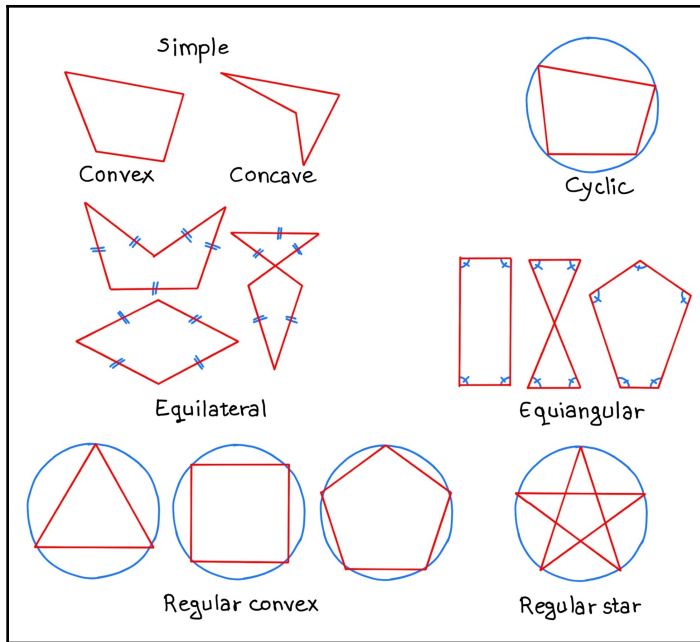


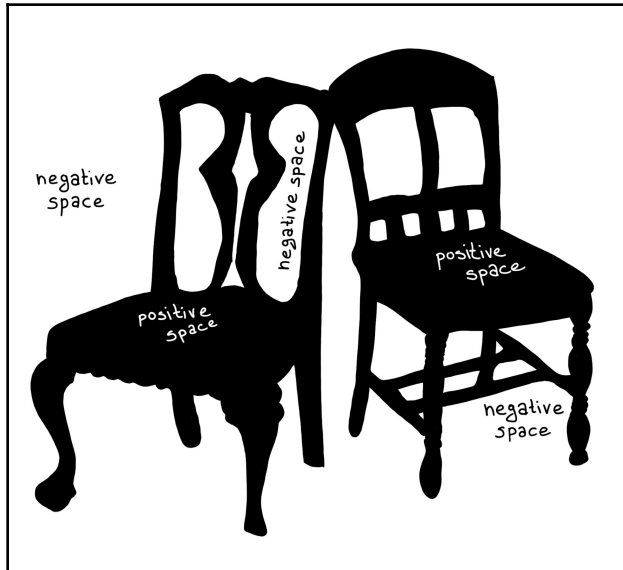
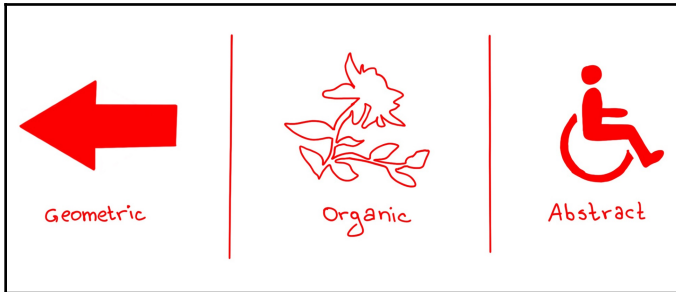
What are parallel lines?

Parallel lines are lines that never intersect or cross.



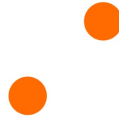








From this example you can see that the larger circle moves to the foreground while the smaller one reduces to the background.



Here you can see that the lower circle moves to the foreground and the other one reduces on the background.



On this example the smaller or higher circle moves to foreground and it overlaps on the larger circle.

Red color shades



Blue color shades

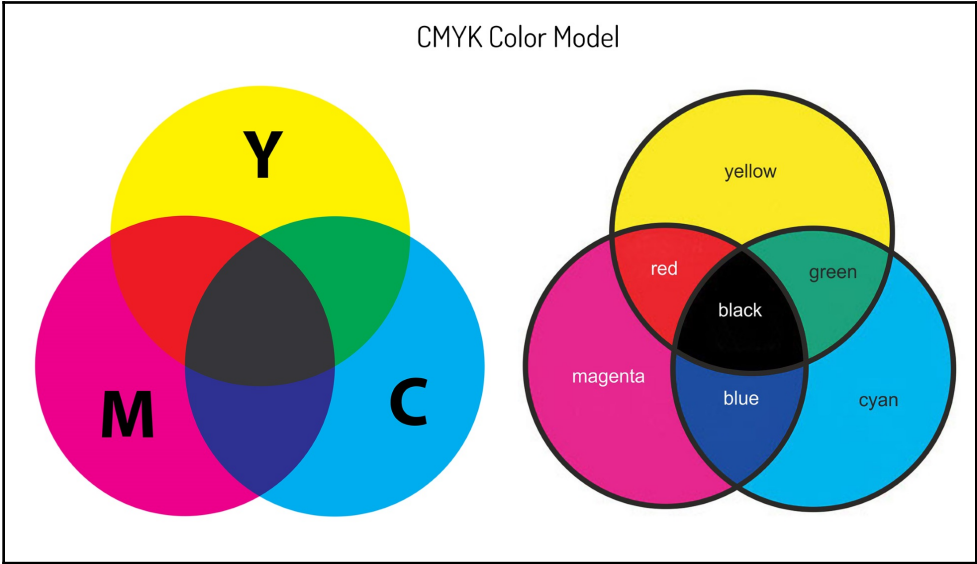
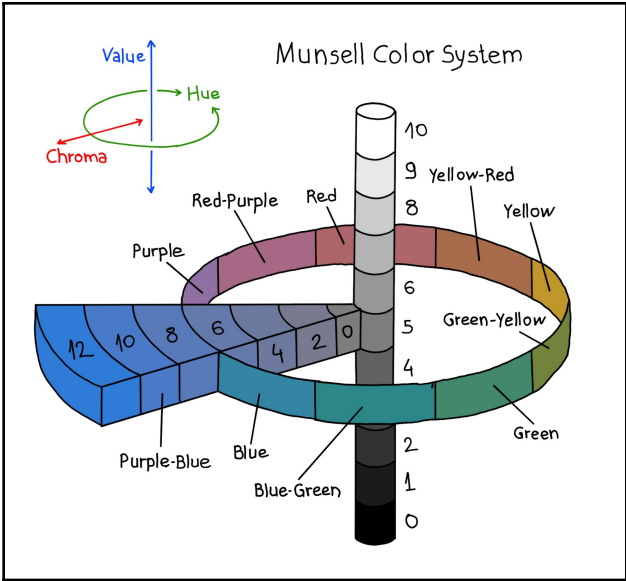


Green color shades

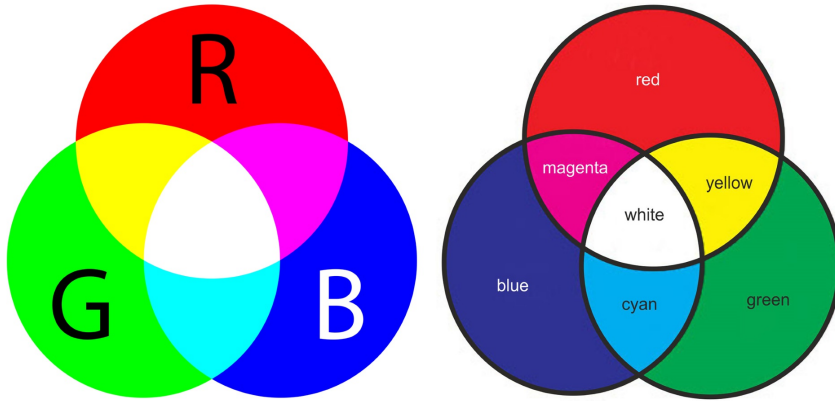


Yellow color shades

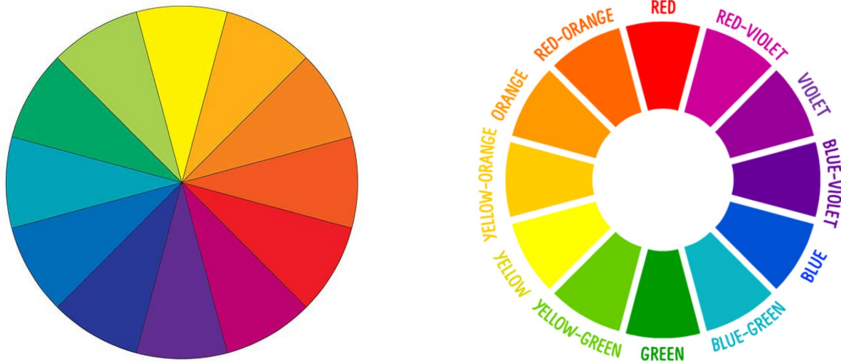




RGB Color Model



Color Wheel



Classifications of color wheel categories



Primary Colors:
Red, Yellow and Blue

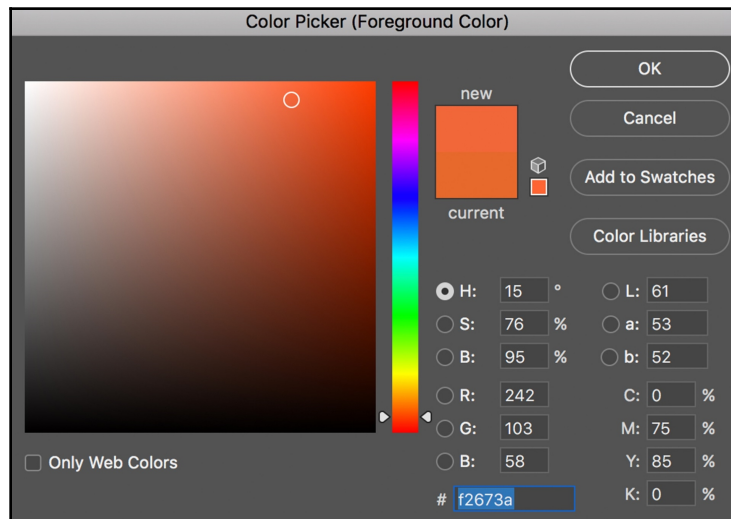


Secondary Colors:
Orange, Green and Violet



Tertiary Colors

Two different way of representing colors on the wheel (circle).



Example of Warm Colors



Example of Cool Colors



Example of Serif font

For this example we will use Georgia font which is under 'SERIF' category of typefaces

Packt Publishing

The edges in the finishing lines of the fonts
which are know as 'SERIF'

Example of Sans-Serif font

For this example we will use Arial font which is under 'SANS-SERIF' category of typefaces

Packt Publishing



The edges in the finishing lines of the fonts do not include the 'SERIFS' like in above example.

Example of mixing categories of typefaces inside our content

Packt

Packt Publishing is the leading UK provider of Technology eBooks, Coding eBooks, Videos and Blogs; helping IT professionals to put software to work.

Good combination and pairing. We are using here Serif for header (title) and Sans-Serif for the content.

Packt

Packt Publishing is the leading UK provider of Technology eBooks, Coding eBooks, Videos and Blogs; helping IT professionals to put software to work.

Good combination and pairing. We are using here Sans-Serif for header (title) and Serif for the content.

Packt

Packt Publishing is the leading UK provider of Technology eBooks, Coding eBooks, Videos and Blogs; helping IT professionals to put software to work.

Good combination and pairing. We are using here Decorative for header (title) and Sans-Serif for the content.

Packt

Packt Publishing is the leading UK provider of Technology eBooks, Coding eBooks, Videos and Blogs; helping IT professionals to put software to work.

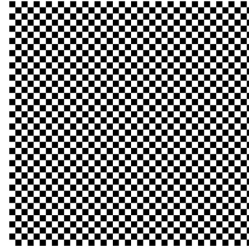
Bad combination and pairing. Decorative fonts are bad approach for using them for content or body text.

Example of physical and visual textures

Real (Physical) Texture



Visual Texture



Streamwise — Presents

27 września 2013

Piątek



muo

2

7

0

9

Moments



Berlin

2

0

1

3

Main floor:

I / Y
Moments — Berlin

Bar:

Rain
RTS.FM

Julia
Streamwise

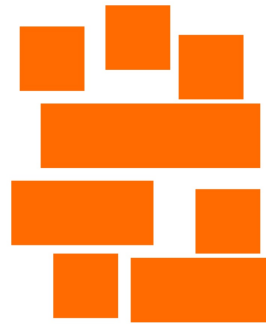
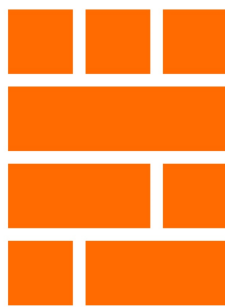
15 pln — 22:00

8 Bitów

facebook.com/streamwise

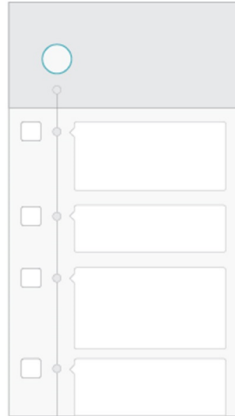


Example of alignment user on good and bad way



Example of hierarchy created by keeping in mind placement, size and shape.

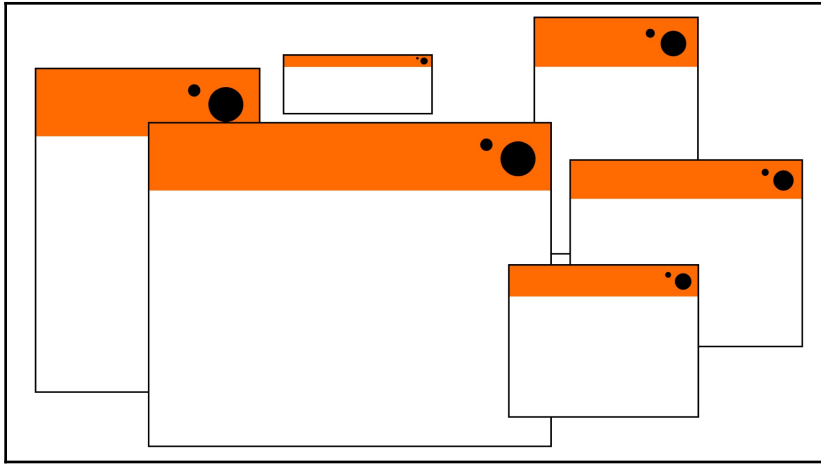
Applying Architecture to Product Design blog.perooate.com
Our Values blog.perooate.com
Design Details itunes.apple.com
Monument Valley / Making the Game of the Year itunes.apple.com
The Architecture of Product Design: Sketch Tools archdaily.com
Typeface Mechanics 001 resjones.com
My New Book is called "How they



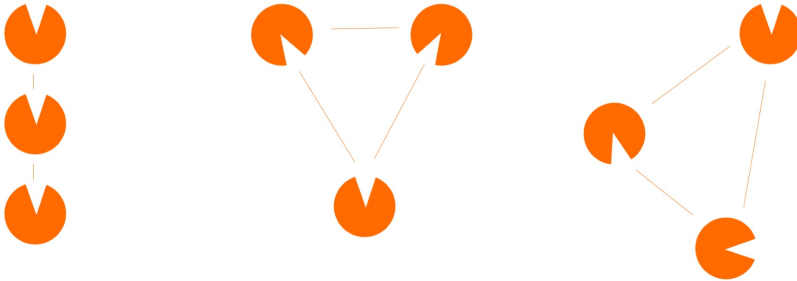
Melissa Mandelbaum
Product Designer at Perooate, architect by training.
Love cooking and swimming.

Example of creating contrast with typography and color

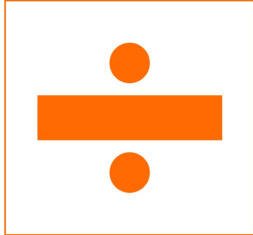
Packt Publishing



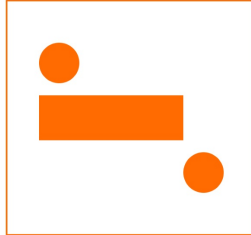
Example of connecting and creating relationship between objects



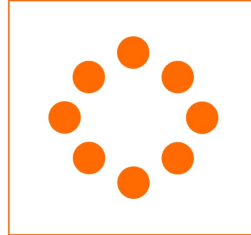
Example of symmetrical, asymmetrical and radial balance



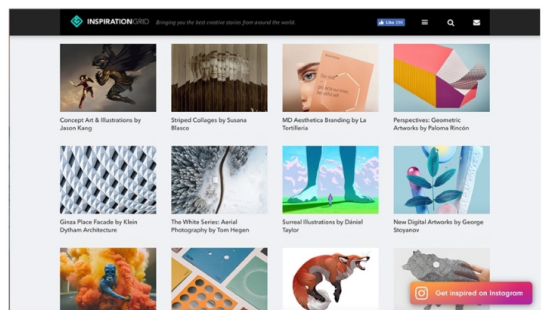
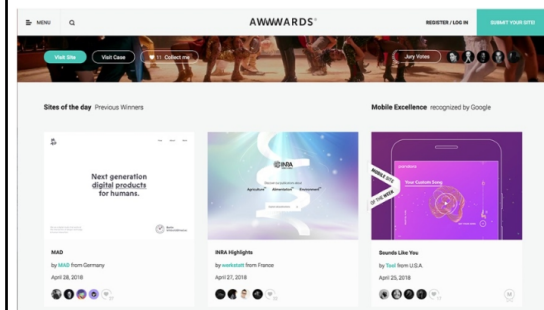
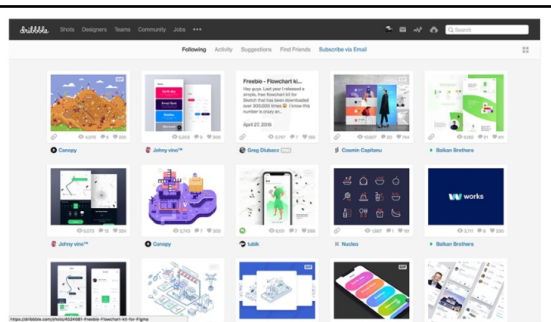
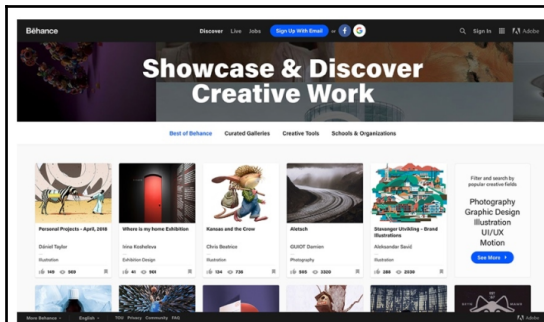
Symmetrical balance

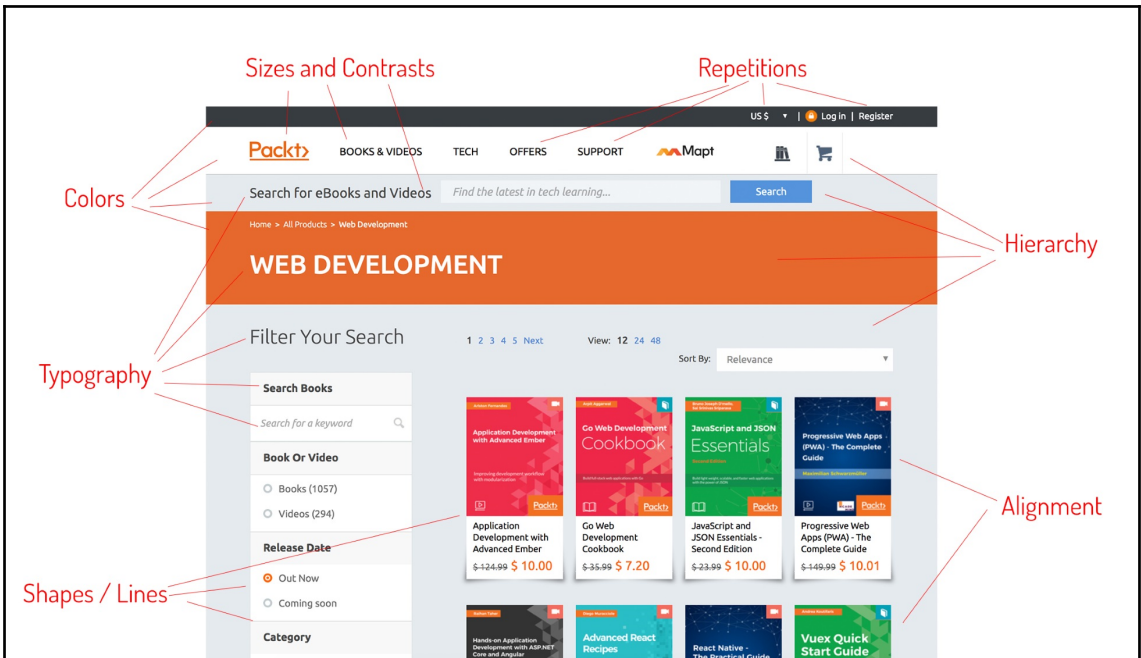
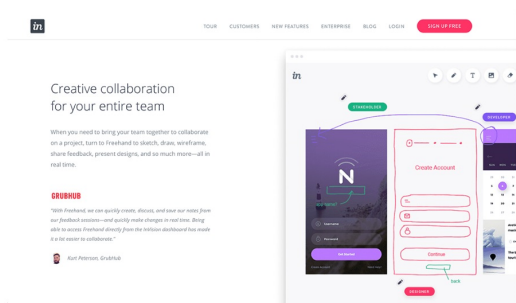
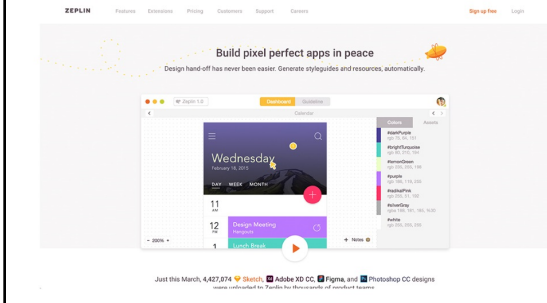
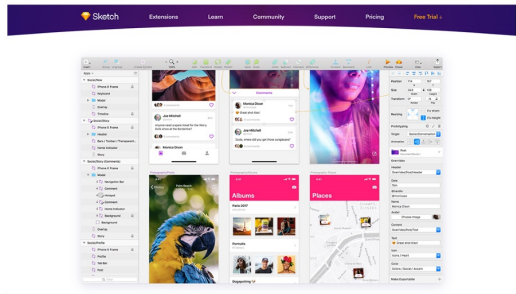
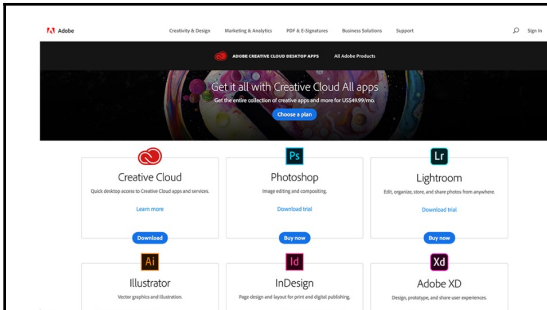


Asymmetrical balance

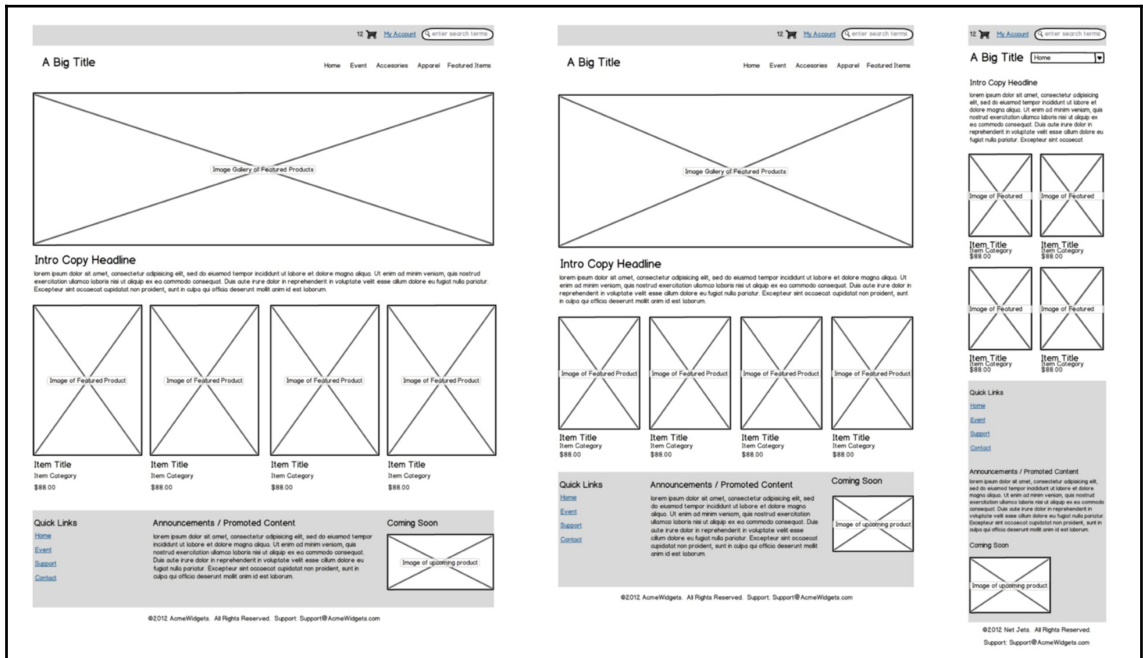
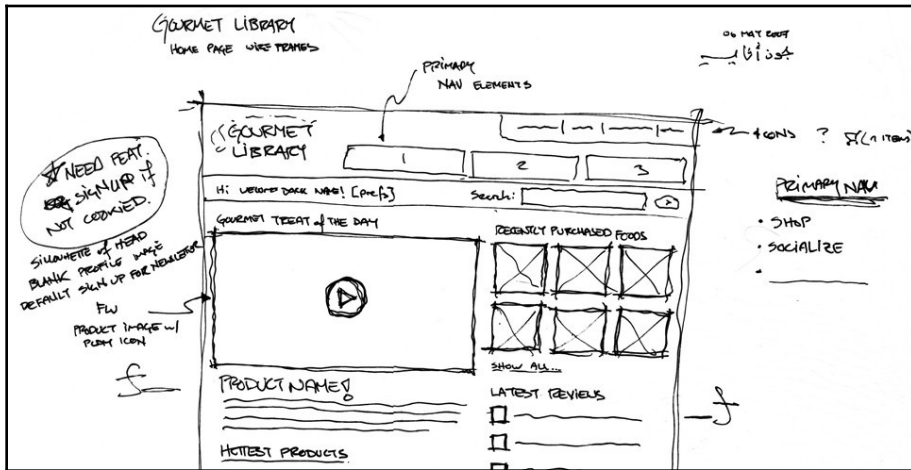


Radial balance





Chapter 8: Wireframes and Prototyping



UX.NEWS news jobs create Post (+) Login/Register

Search News? Filter News?

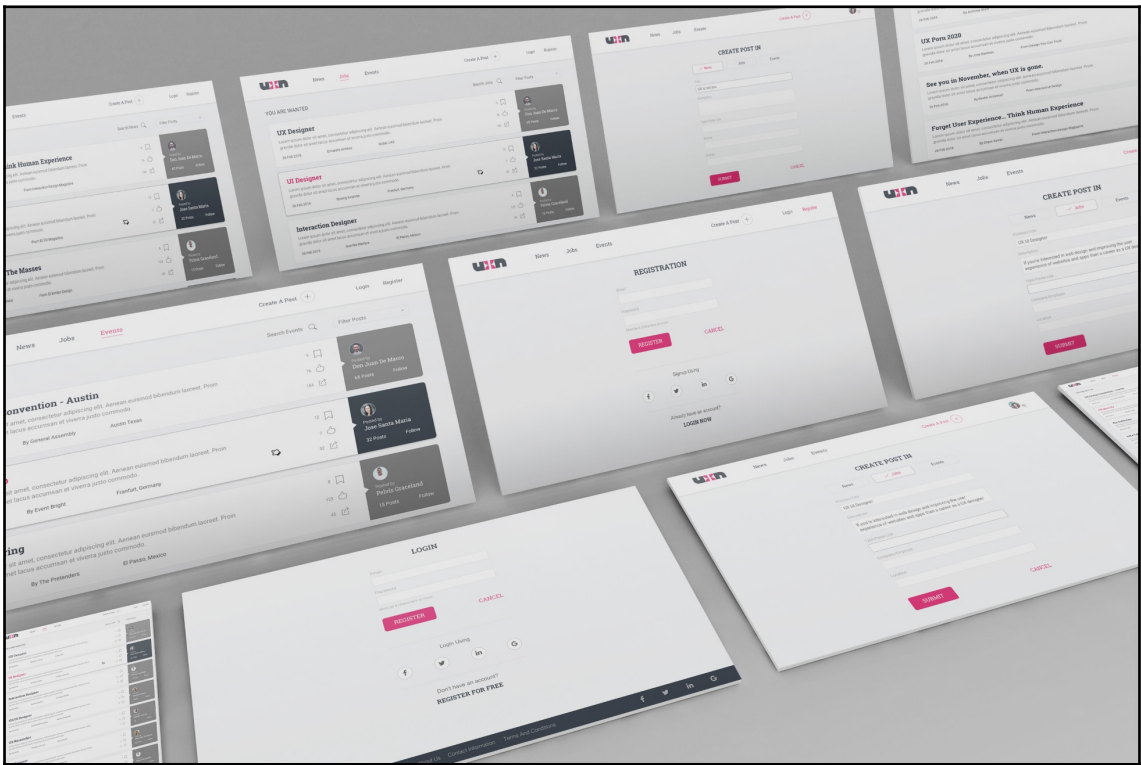
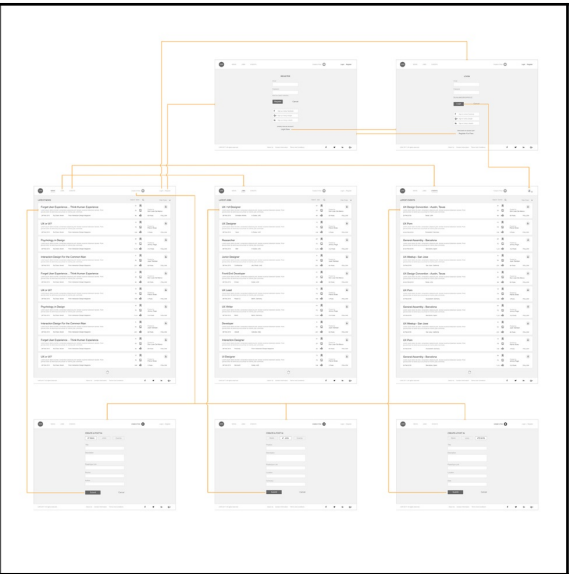
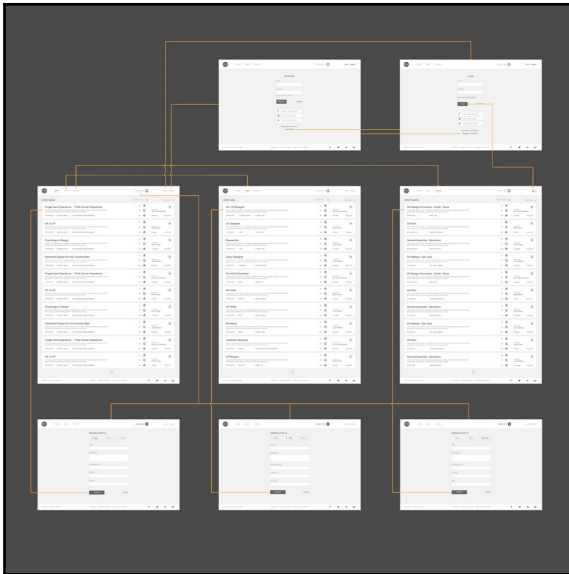
Latest UX.NEWS

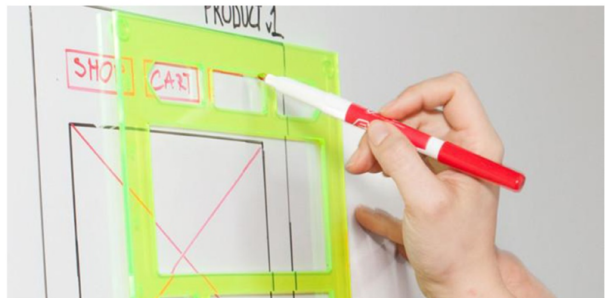
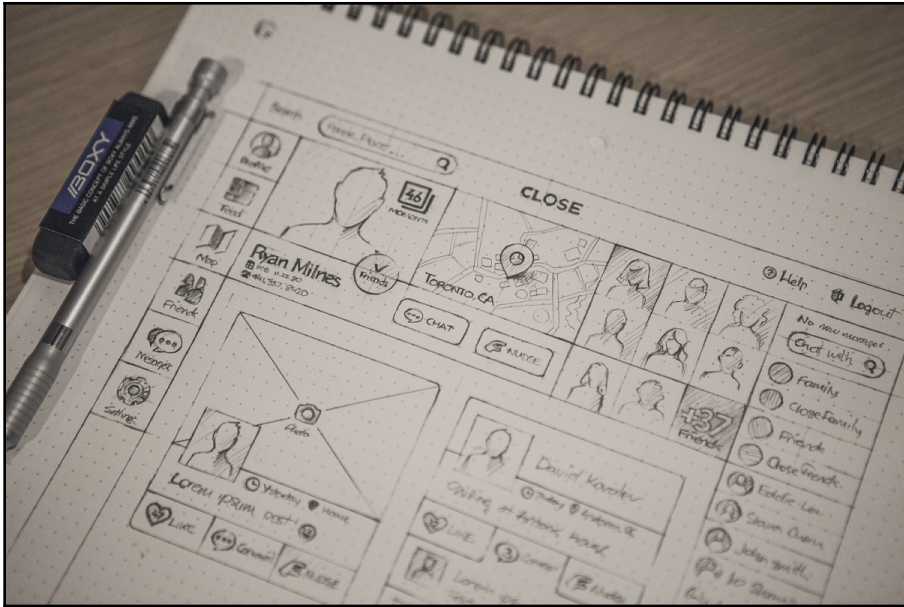
UX NEWS Title Description of the news goes here up to three lines..... 26 March 2018	3 📌 76 ❤️ 152 📄	👤 posted by: DON JOE 62 post 3 follow
UX NEWS Title 15 March 2018	2 📌 31 ❤️ 101 📄	👤 posted by: DEMI JOE 1 post 2 follow
Title ← Title here Description Des - here 20 JANUARY	3 📌 104 ❤️ 100 📄	👤 posted by: User Profile 60 post 1 follow

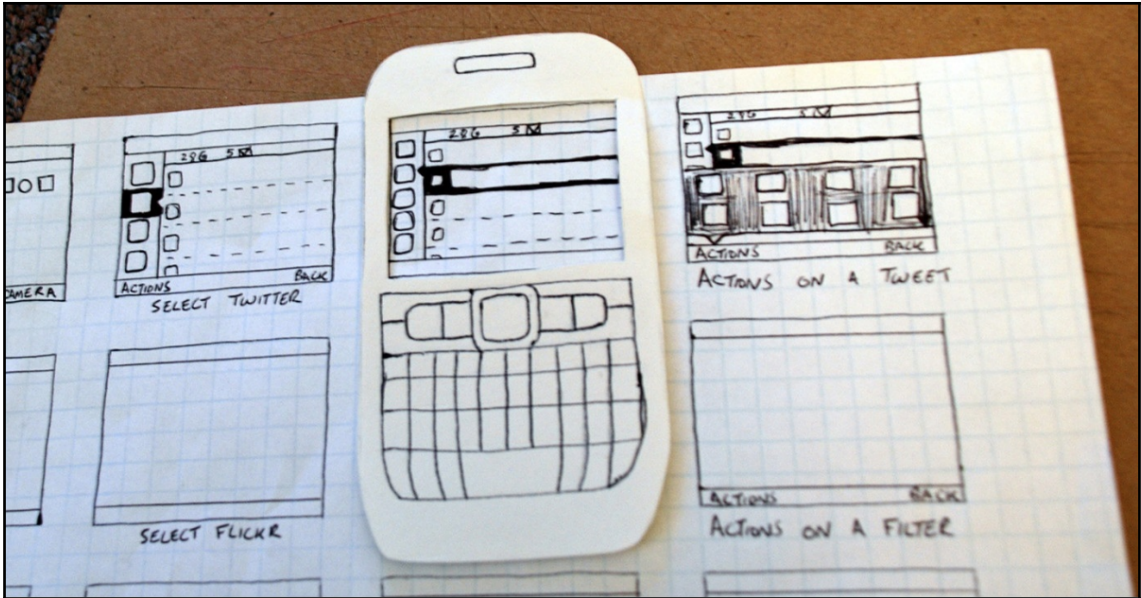
↓
Bookmarks
likes / thumbs up

→ Profile of user
User Stats

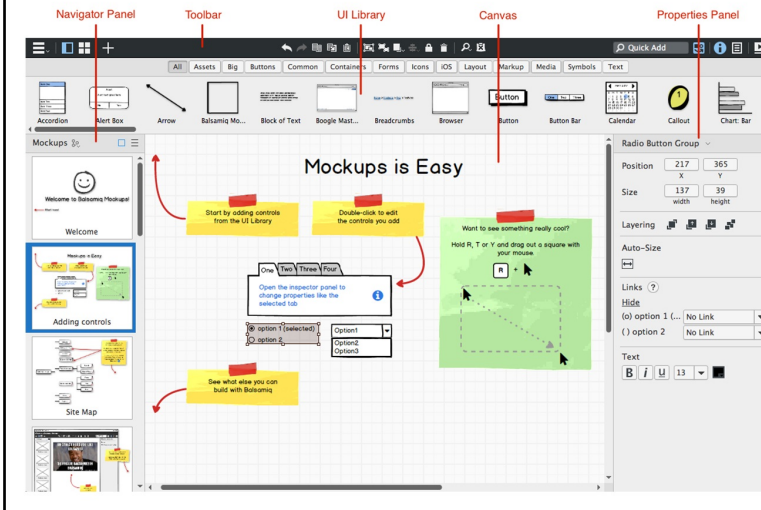
GUEST USER	LOGGED USER
See News	+ All Guest
See Jobs	Vote News
See Events	Attend &
Login / Register	Post No
Request Invite	Post
	Share







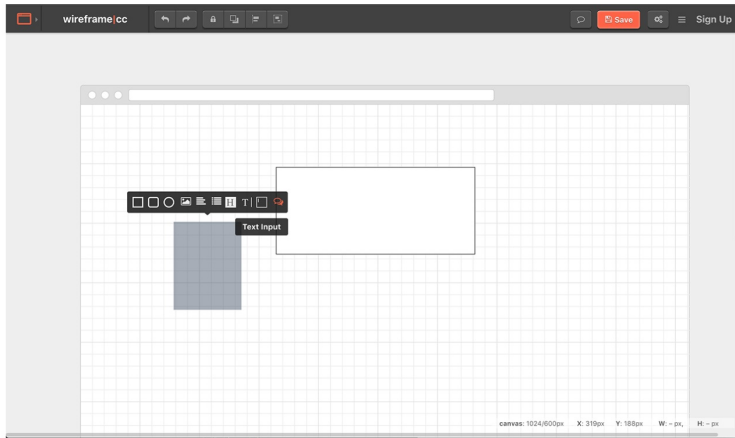
Balsamiq Mockups



Platform:
Mac, Windows, web-based

Price:
\$9 (2 projects) or
\$49 (20 projects) or
\$199 (200 projects) per month

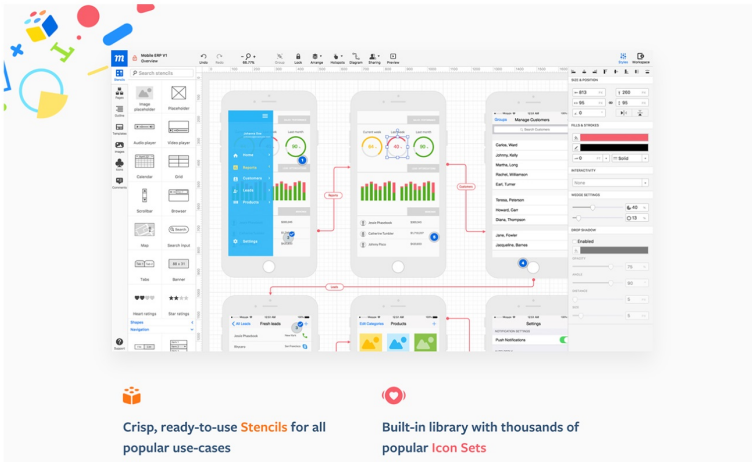
wireframe.cc



Platform:
Web-based only

Price:
Free or
\$16 (one user) per month or
\$39 (three users) per month or
\$99 (unlimited users) per month

Moqups



Platform:
Web-based only

Price:
Free or
\$13 (personal) per month or
\$19 (team) per month

InVision

Platform:
Mac, Windows and Web-based

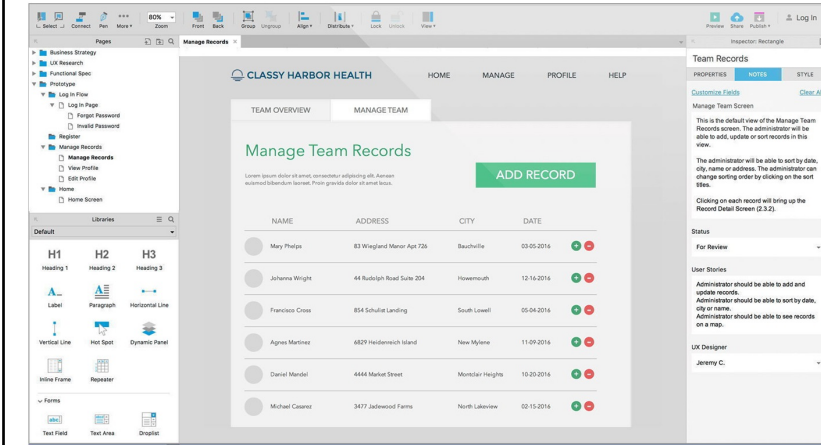
Price:
Free (1 Project) or
\$15 (3 Projects) per month or
\$25 (Unlimited projects) per month

UXPin

Platform:
Web-based only

Price:
\$9 (1 User) per month or
\$29 (10 Users) per month

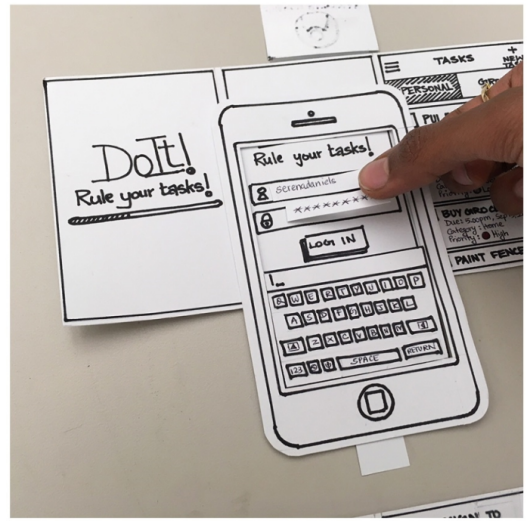
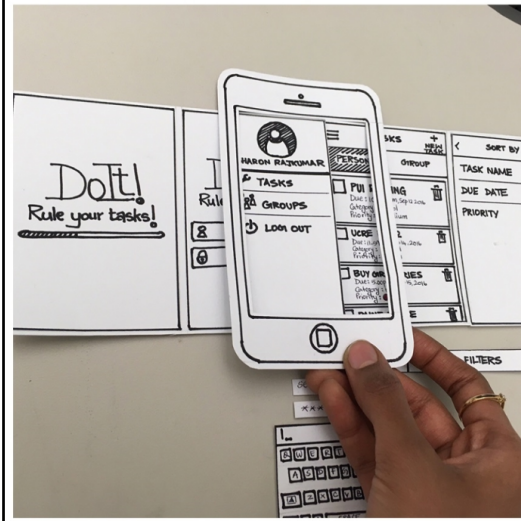
Axure RP



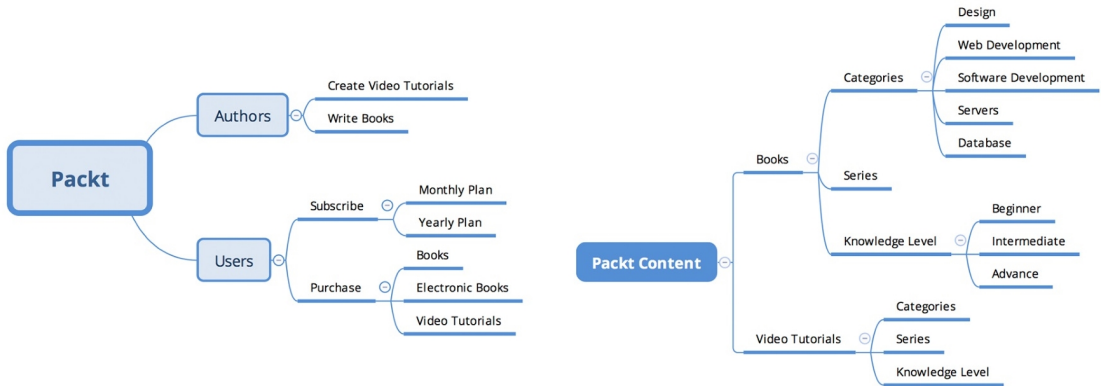
Platform:
Web-based only

Price:
\$9 (1 User) per month or
\$29 (10 Users) per month

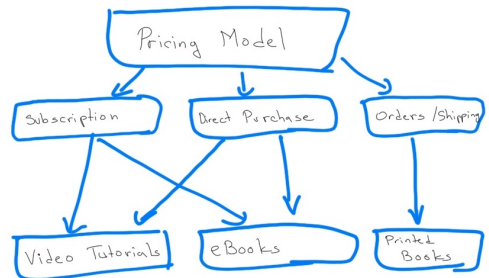
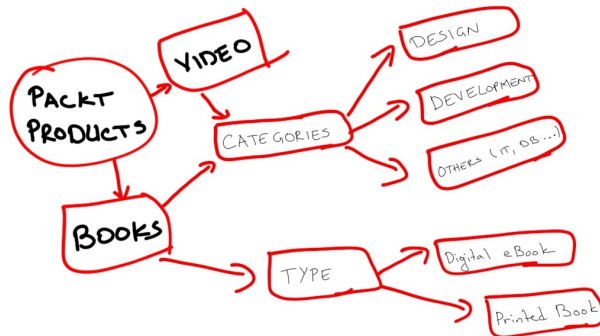
Paper Prototypes



Planning (using Xmind mind-mapping tool)

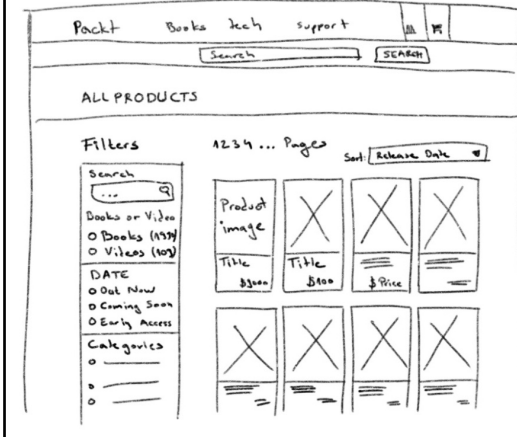


Planning using pen and paper

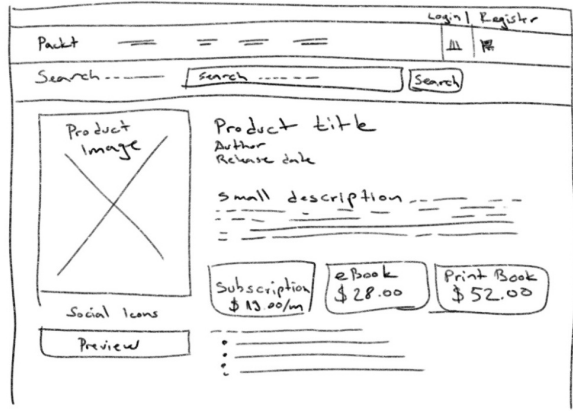


Simple Sketching

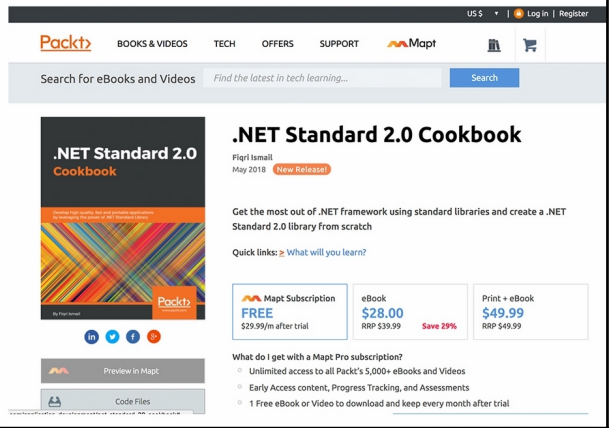
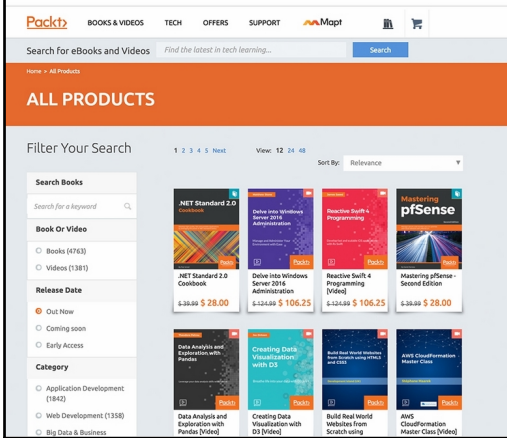
PRODUCTS PAGE



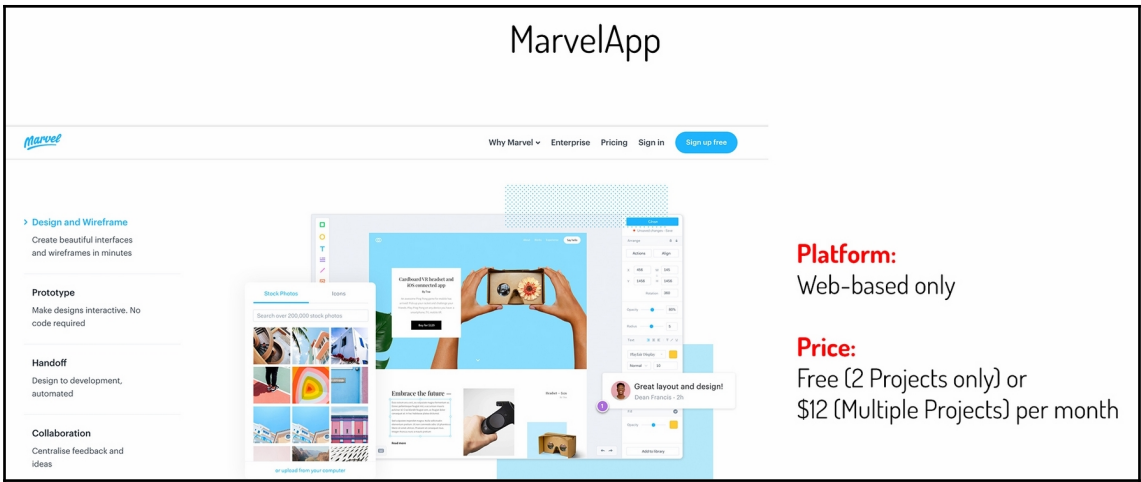
SINGLE PRODUCT



UI Design



MarvelApp



Why Marvel Enterprise Pricing Sign in [Sign up free](#)

Design and Wireframe
Create beautiful interfaces and wireframes in minutes

Prototype
Make designs interactive. No code required

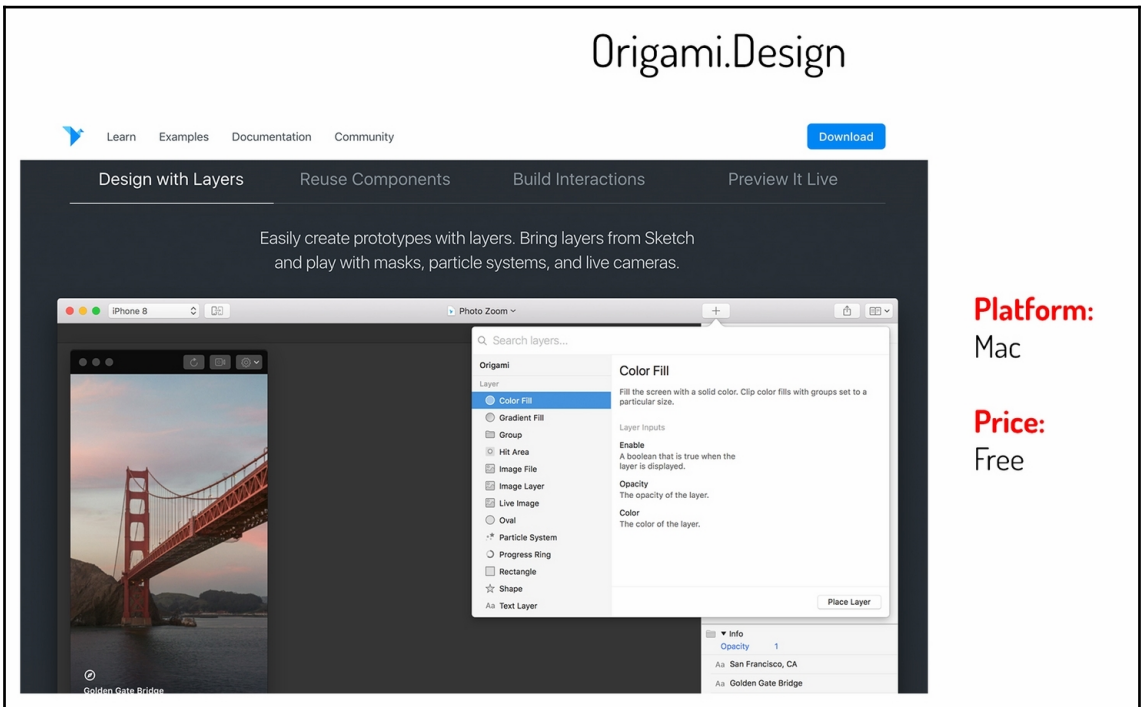
Handoff
Design to development, automated

Collaboration
Centralise feedback and ideas

Platform: Web-based only

Price: Free (2 Projects only) or \$12 (Multiple Projects) per month

Origami.Design



Learn Examples Documentation Community [Download](#)

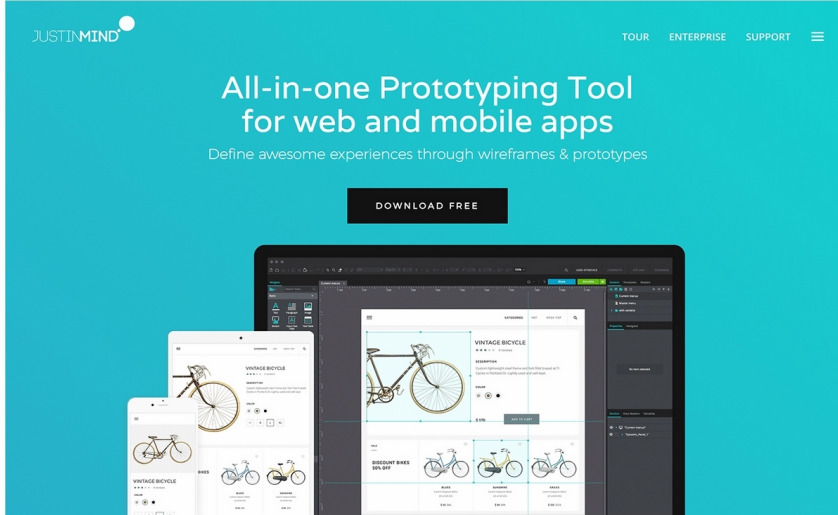
Design with Layers Reuse Components Build Interactions Preview It Live

Easily create prototypes with layers. Bring layers from Sketch and play with masks, particle systems, and live cameras.

Platform: Mac

Price: Free

Justinmind



JUSTINMIND

TOUR ENTERPRISE SUPPORT

All-in-one Prototyping Tool for web and mobile apps

Define awesome experiences through wireframes & prototypes

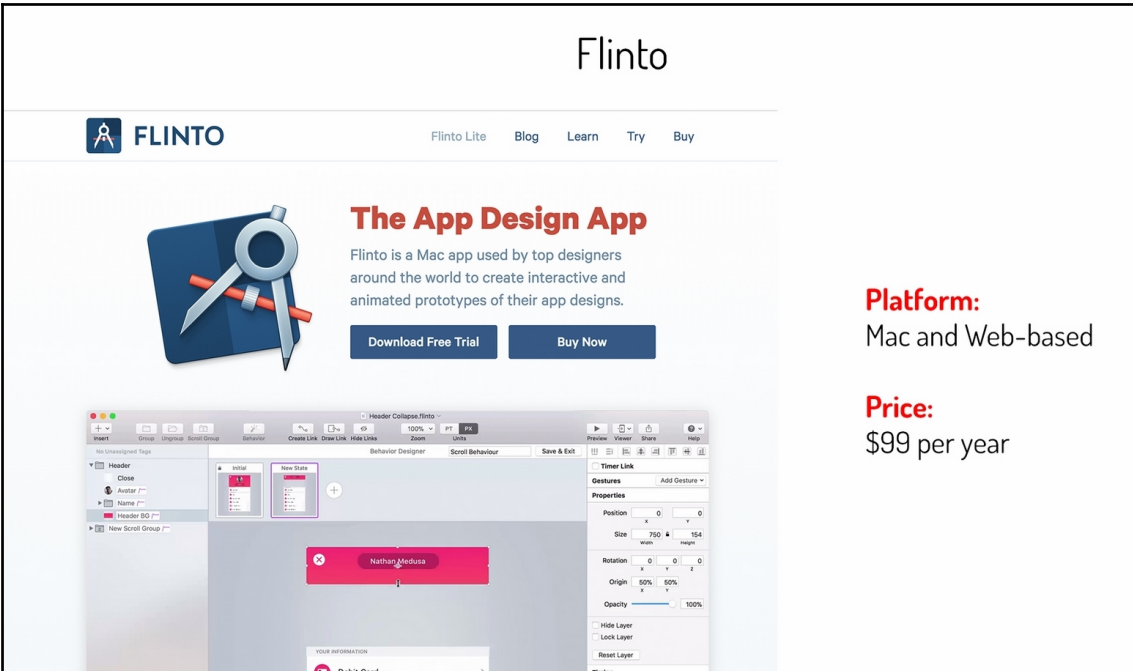
DOWNLOAD FREE

The banner features a teal background with a white text overlay. At the bottom, there are three overlapping device screens (desktop, tablet, and smartphone) displaying a wireframe for a 'VINTAGE BICYCLE' website. The desktop screen shows a large bicycle image and a list of bikes. The tablet and smartphone screens show the same content adapted for their respective screen sizes.

Platform:
Mac and Windows

Price:
Free Trial
\$19 per month

Flinto



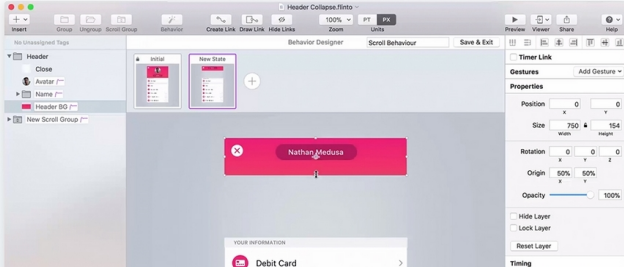
FLINTO

Flinto Lite Blog Learn Try Buy

The App Design App

Flinto is a Mac app used by top designers around the world to create interactive and animated prototypes of their app designs.

Download Free Trial Buy Now



The screenshot shows the Flinto app interface on a Mac. It features a dark-themed design workspace with various toolbars and panels. A central element is a pink button labeled 'Nathan Medusa'. Below it is a white box labeled 'YOUR INFORMATION' with a 'Debit Card' icon. The right sidebar contains a 'Properties' panel with fields for Position, Size, Rotation, Origin, and Opacity. The top menu bar includes options like 'Insert', 'Group', 'Ungroup', 'Scroll Group', 'Behavior', 'Create Link', 'Draw Link', 'HSG Links', 'Zoom', 'Units', 'Review', 'Viewer', 'Share', and 'Help'.

Platform:
Mac and Web-based

Price:
\$99 per year

Principle

Principle

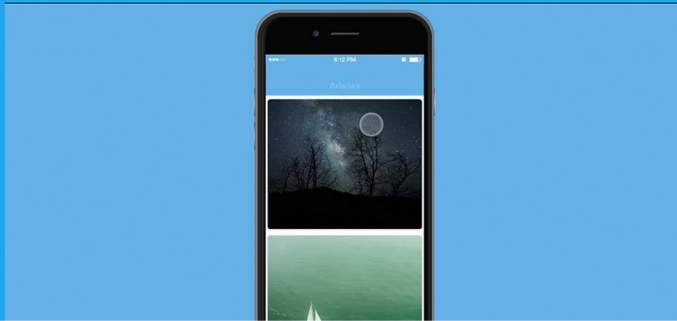
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Principle makes it easy to design animated and interactive user interfaces. Whether you're designing the flow of a multi-screen app, or new interactions and animations, Principle lets you create designs that look and feel amazing.

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Platform:

Mac only

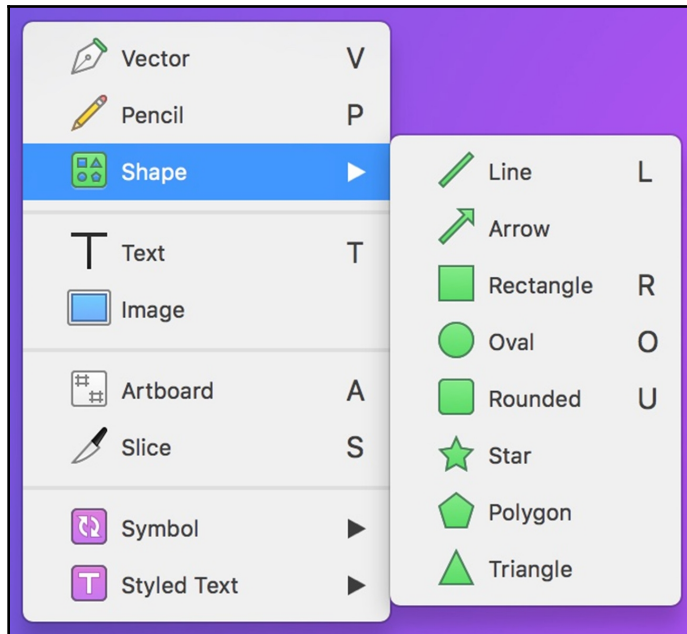
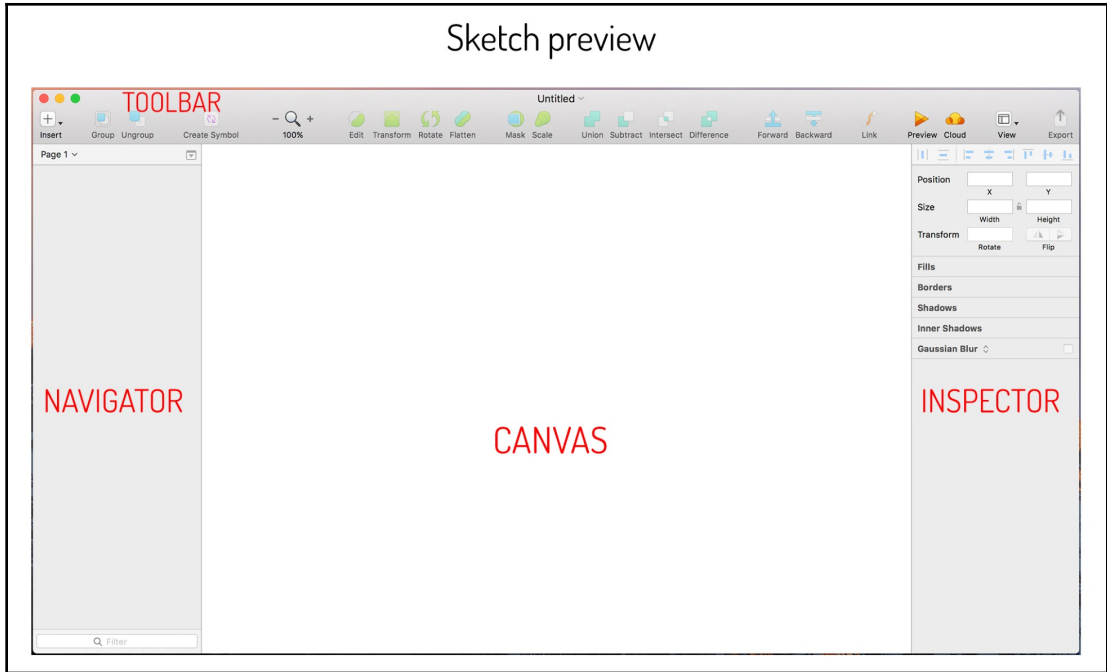
Price:

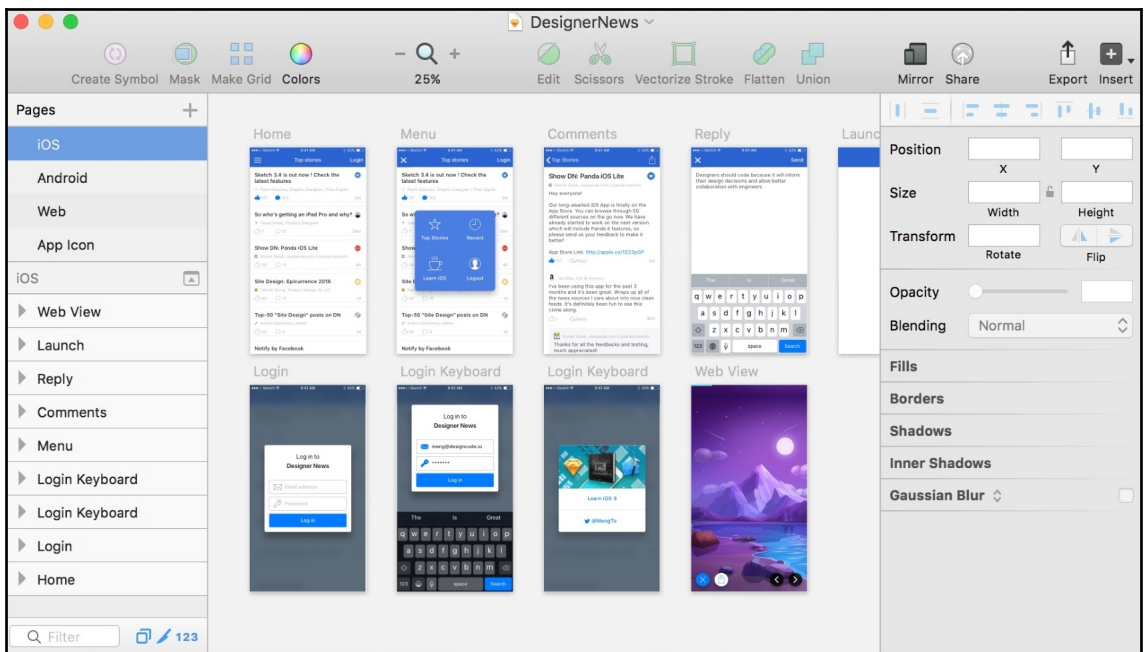
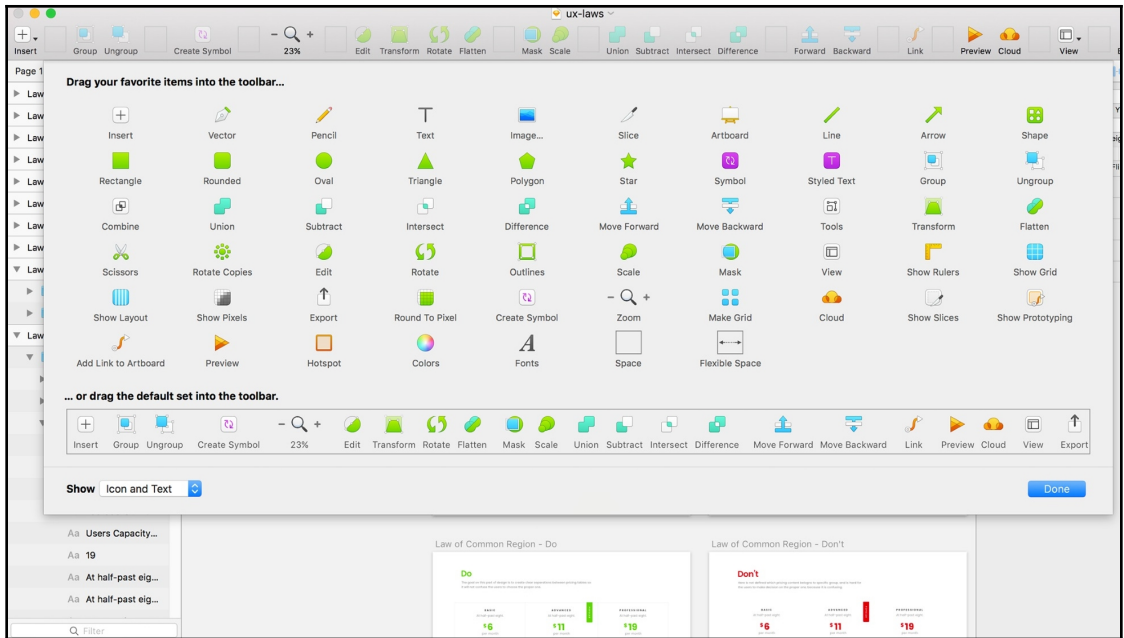
\$129 per year

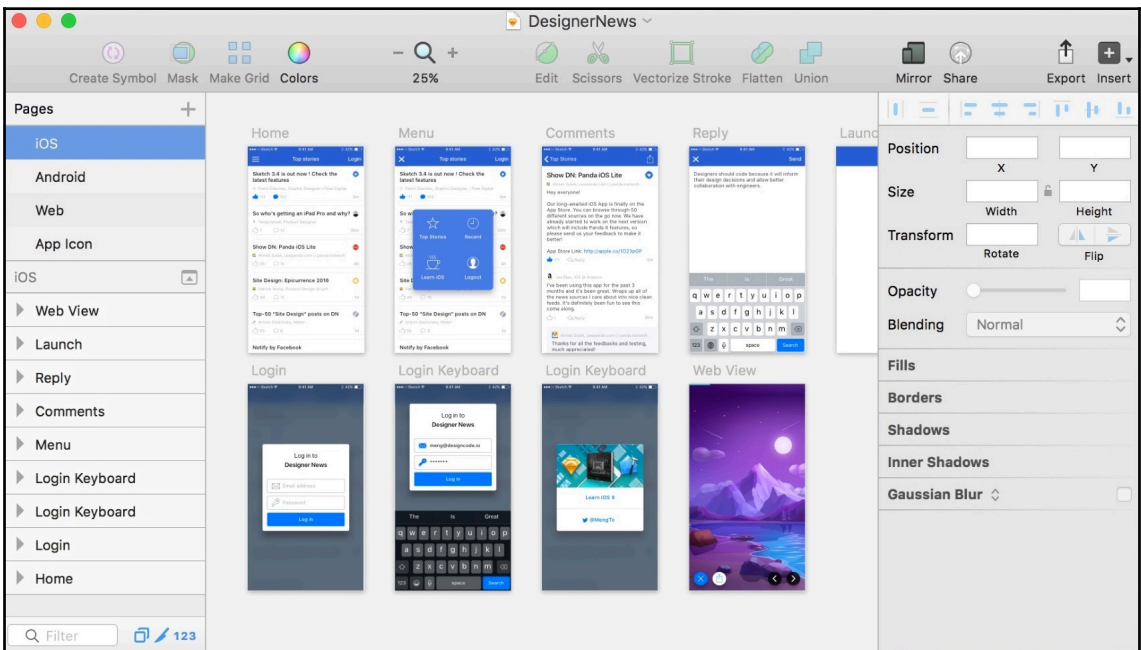
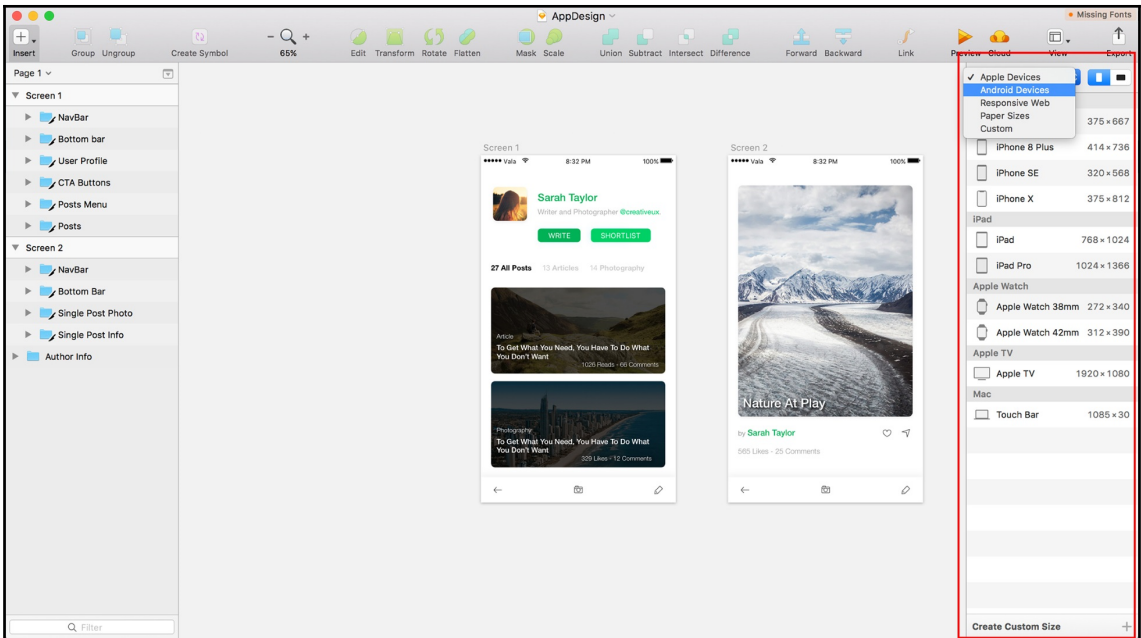
Chapter 9: UI Design and Implementation

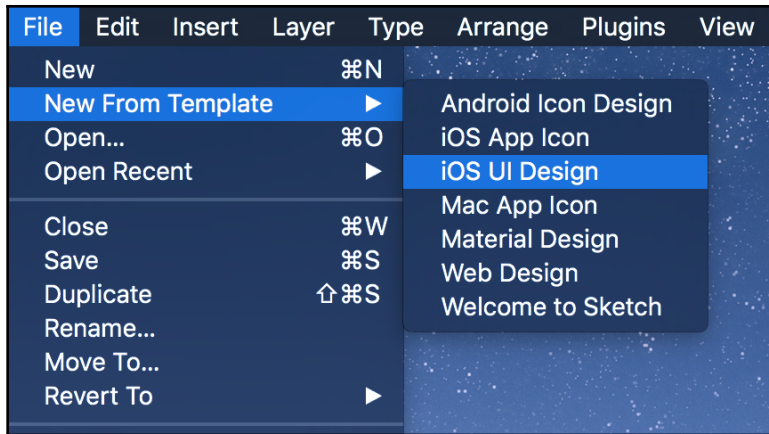


Sketch preview









Sketch iOS UI Design Template – Version 3.0

This is a collection of Symbols and Text Styles at a 1x scale (375px) for quickly mocking up iPhone apps, created by Bohemian Coding, and released under the MIT license. Modelled on iOS 8 and using the open-source SF UI Text, and SF UI Display available from <https://developer.apple.com/fonts/>

Status Bars (Black)



Status Bars (White)



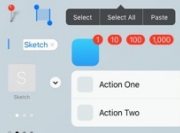
Status Bar Icons



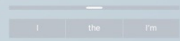
Background Status Bars



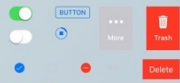
Misc. Contents and Elements



Keyboard Controls



Cell Details



iOS Color Palette



Keyboard (Light)



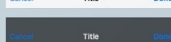
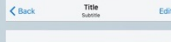
Keyboard (Dark)



Other Keyboards



Navigation Bars



Navigation Fields

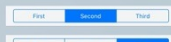
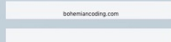
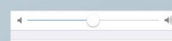
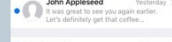
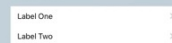
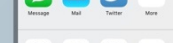
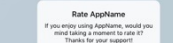


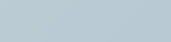
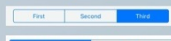
Table View Cells



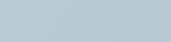
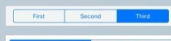
Alert Views



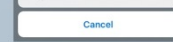
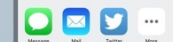
Scope Bars



Bottom Bars



Action Sheet



Activity View



General Sticker Sheet V.01

This is general design.
For more information, please visit <https://www.google.com/design>

COMPONENTS

Roboto

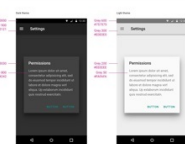
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Line height	1.2	1.2	1.2
Letter spacing	0	0	0
X-height	Regular (x)	Regular (x)	Regular (x)
Y-height	Regular (y)	Regular (y)	Regular (y)
Baseline	Regular (z)	Regular (z)	Regular (z)

INTERACTIVE NAVIGATION

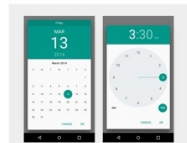
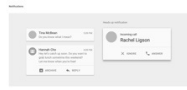
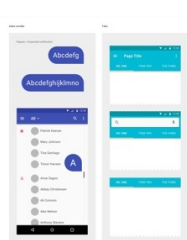
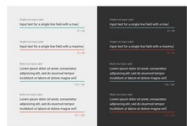
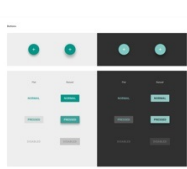
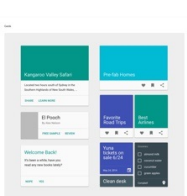
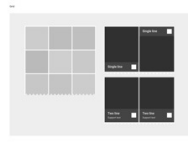
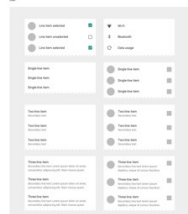
METRICS AND KEYVALUES



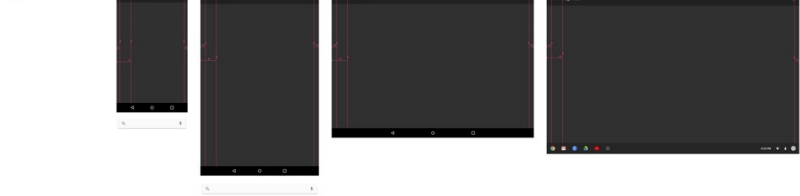
DEFAULT THEMES



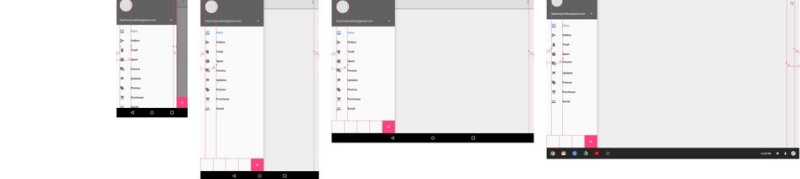
COMPONENTS

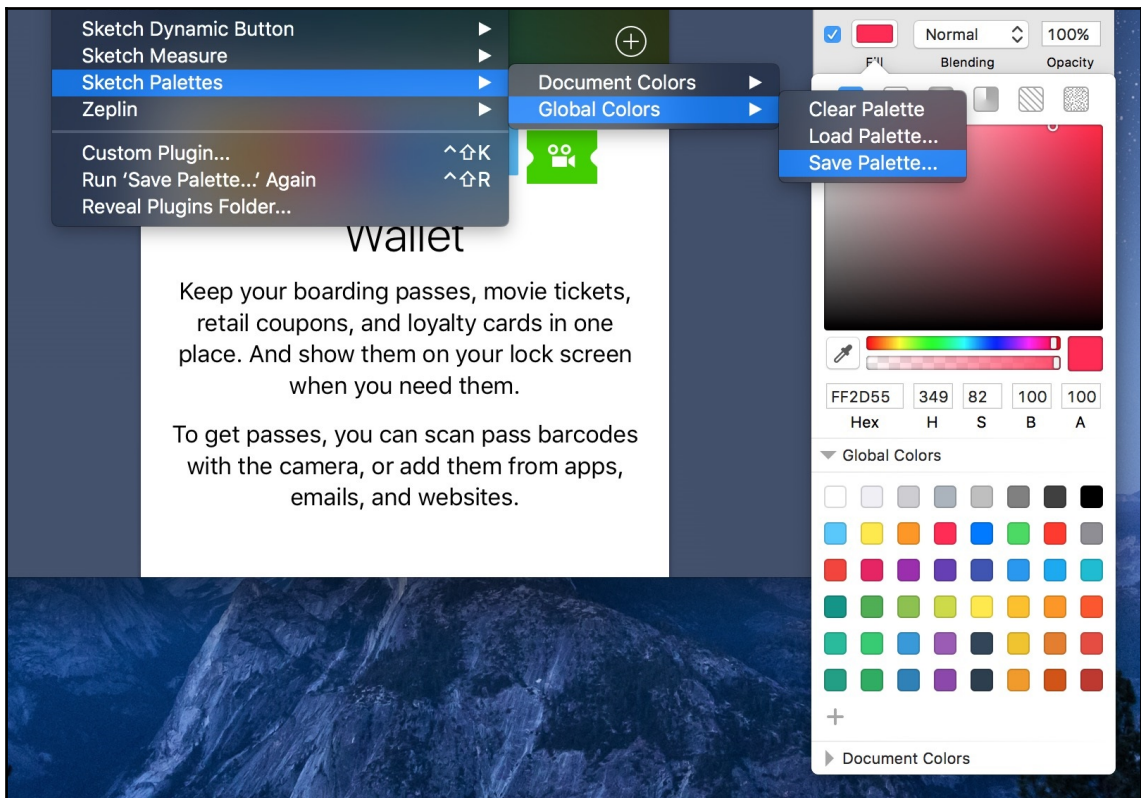
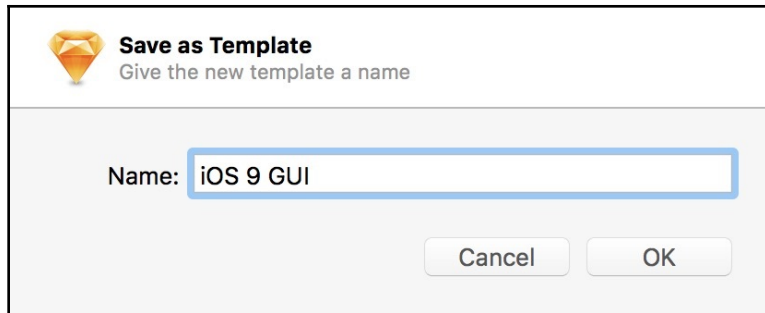


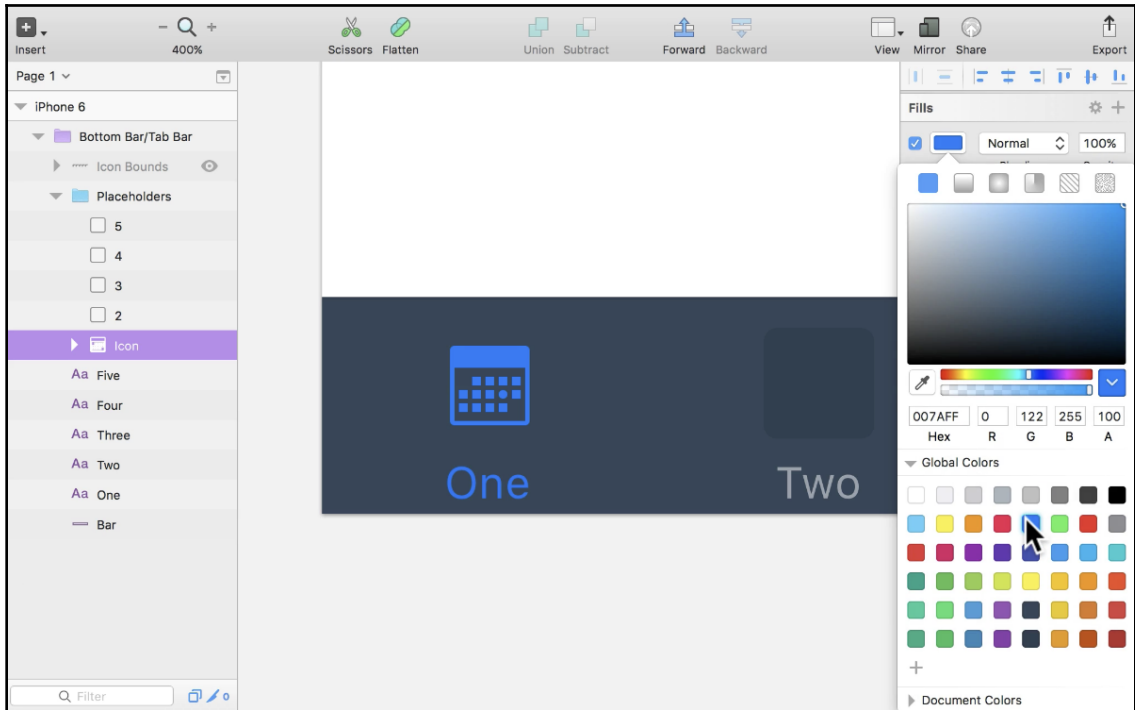
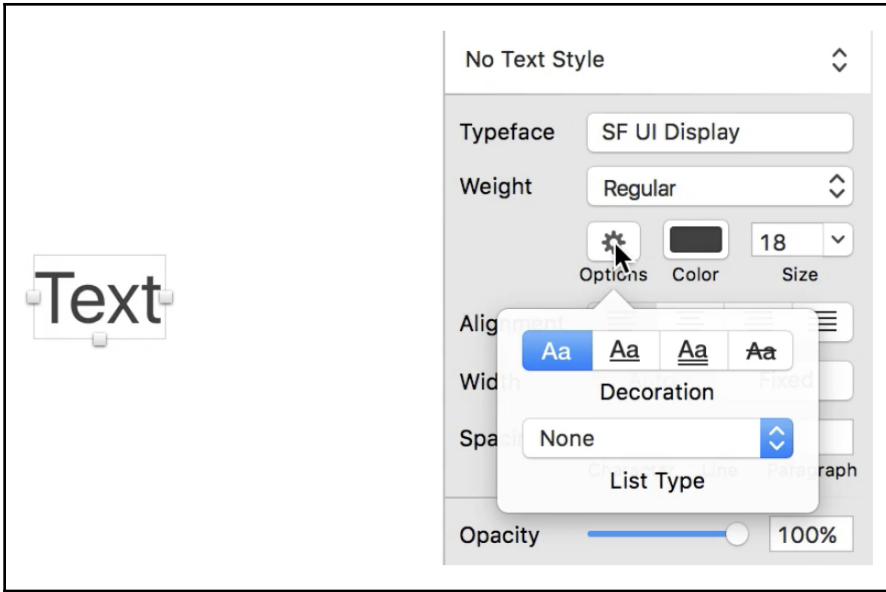
SCREEN ELEMENTS

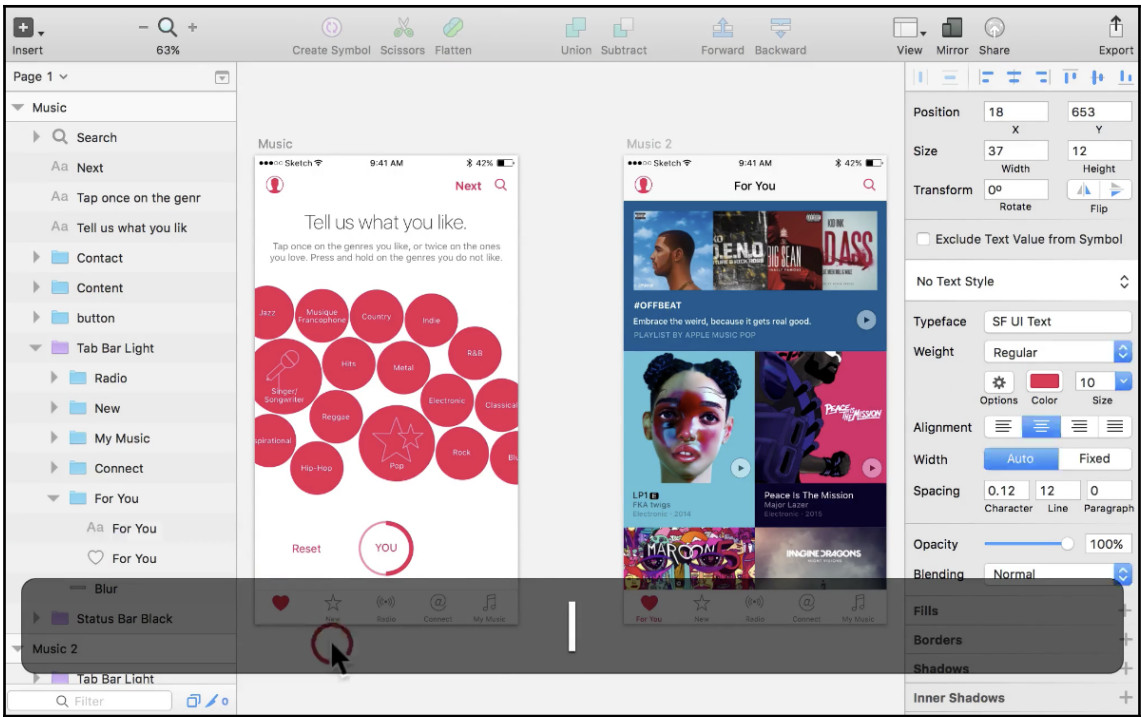


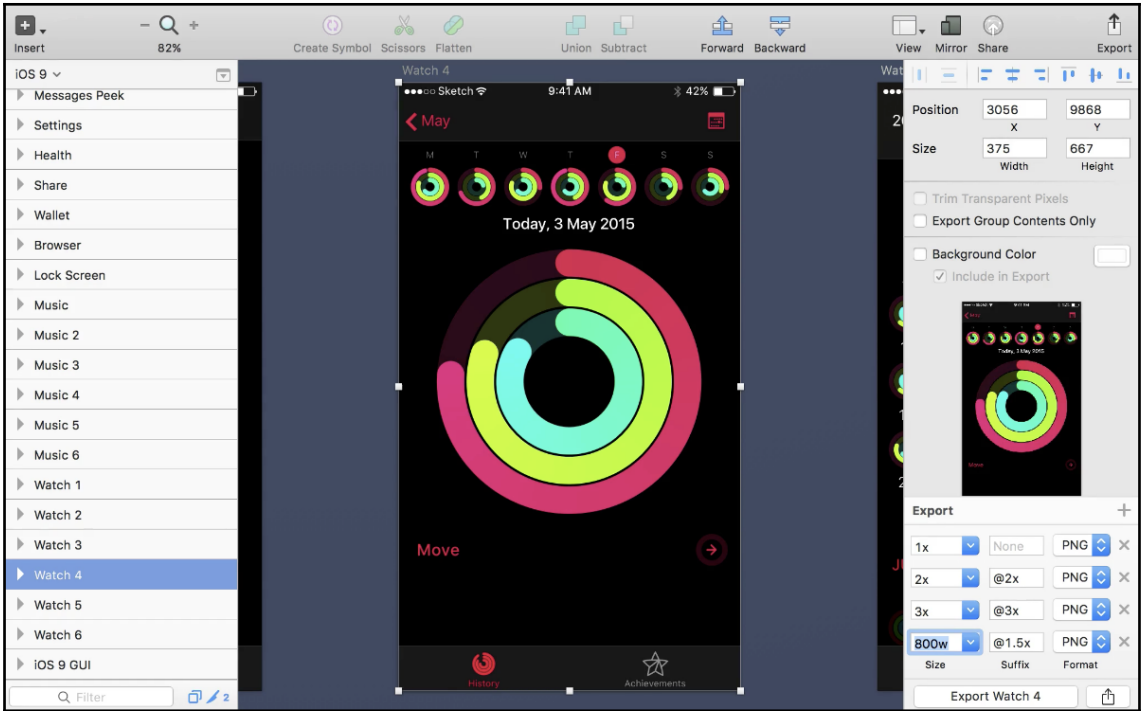
DATA ELEMENTS

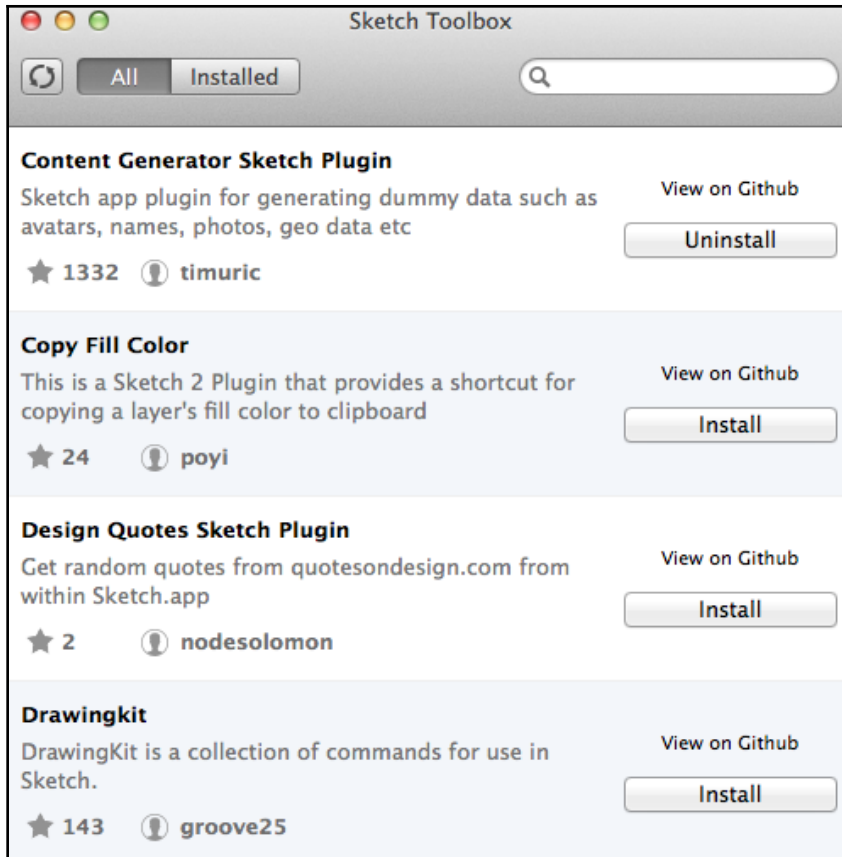






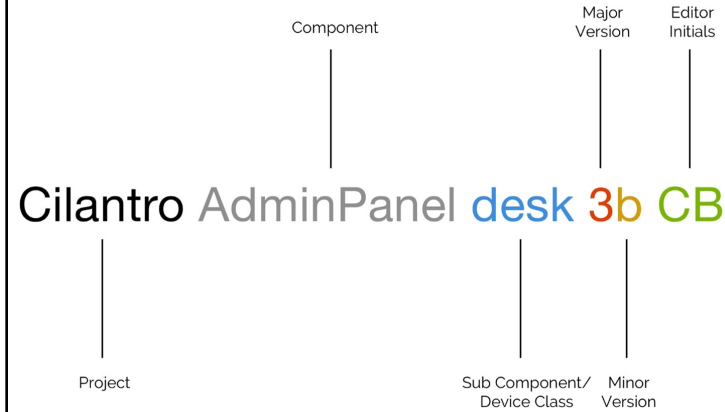














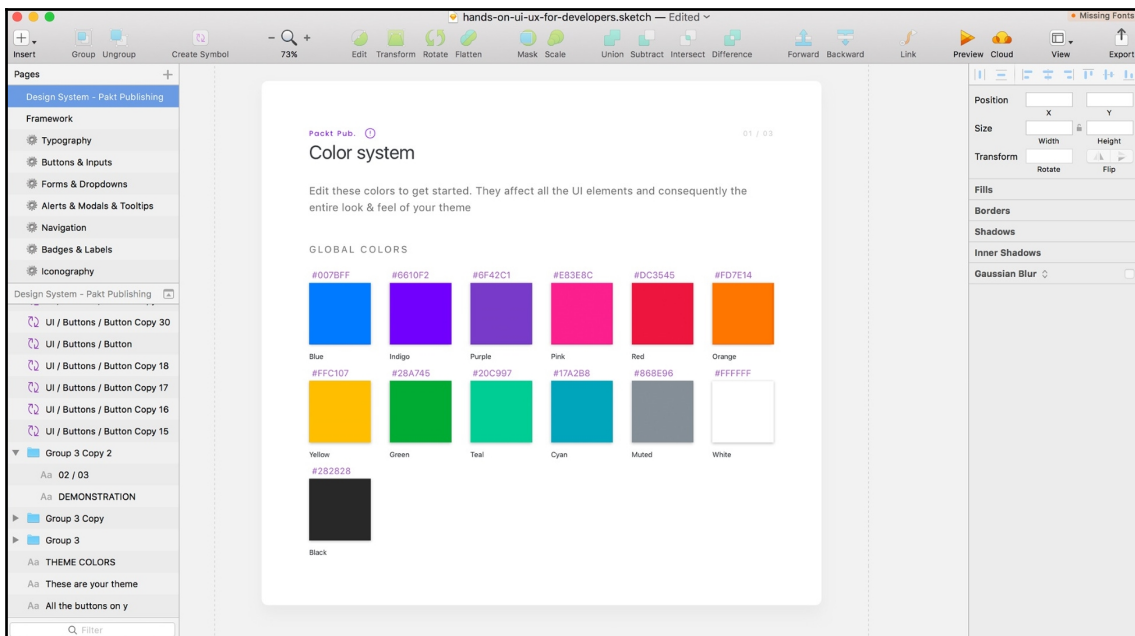
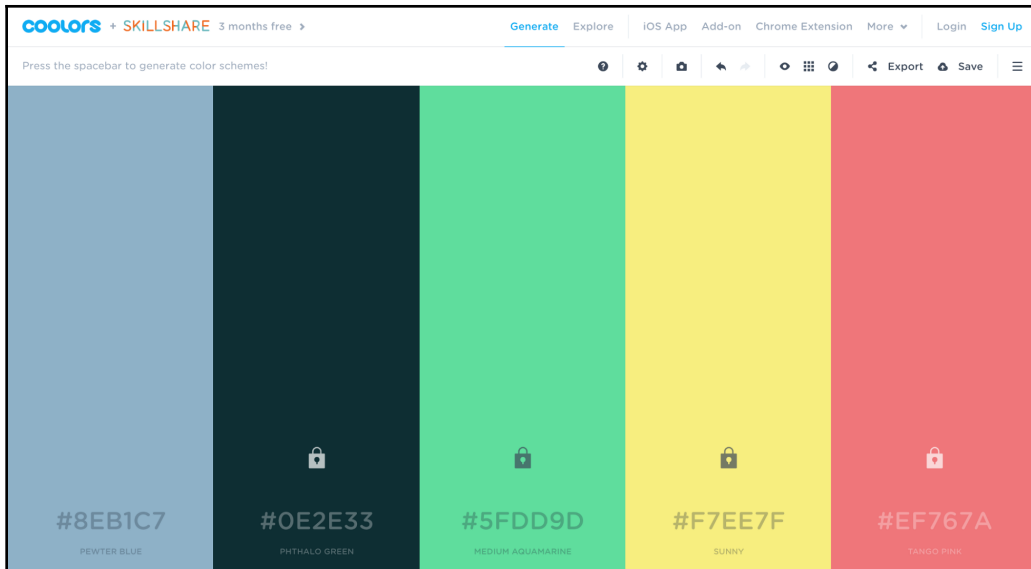


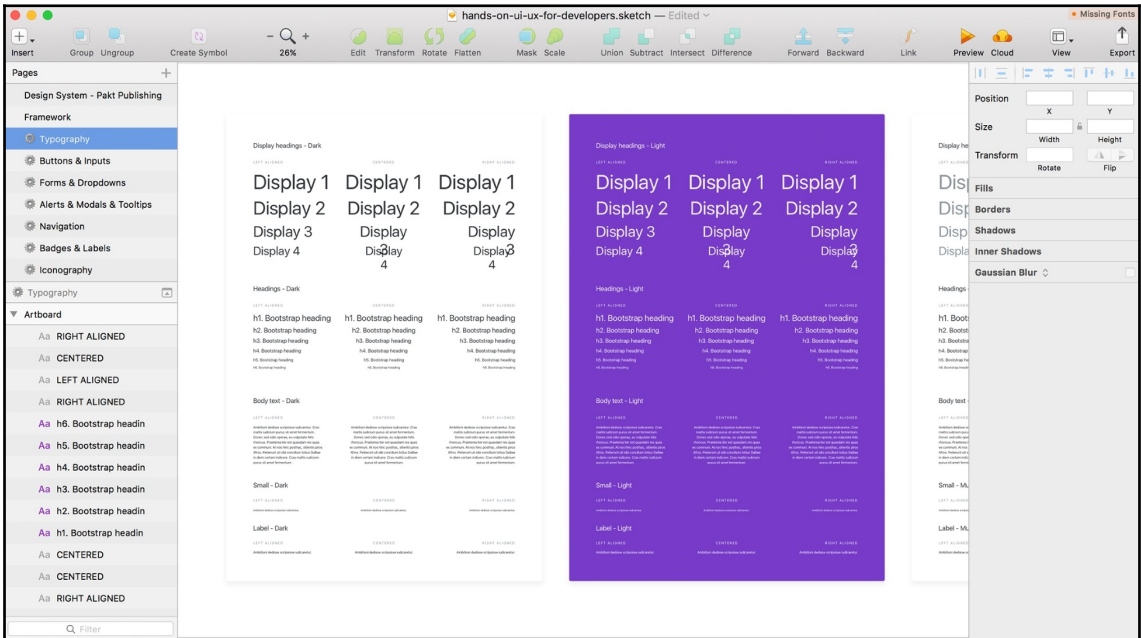
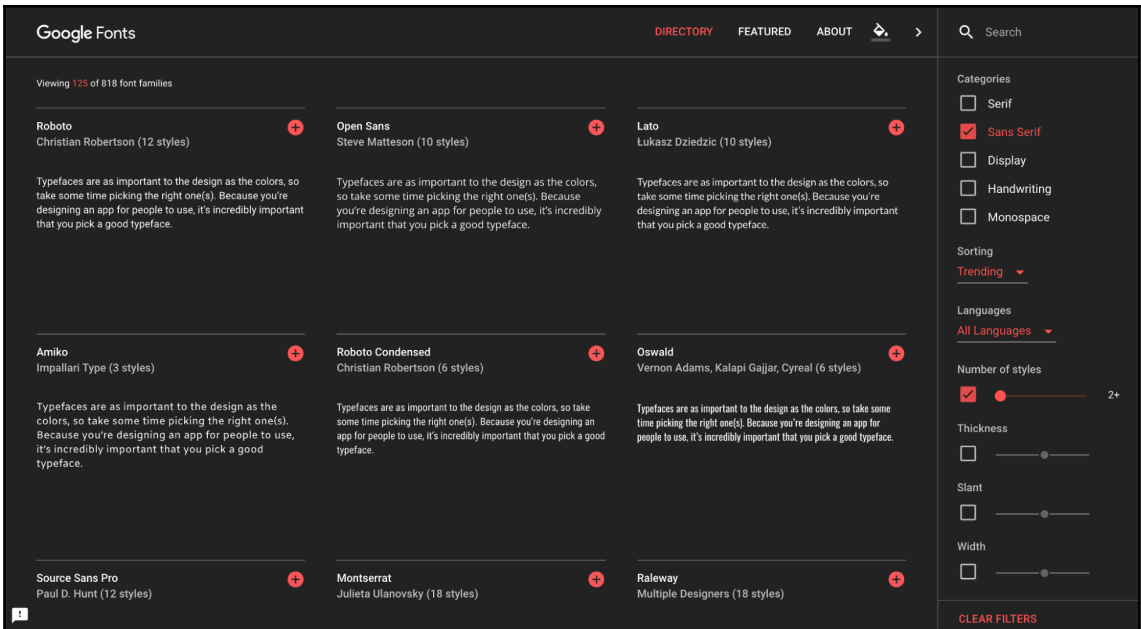
Name	^	Date Modified	Size	Kind
▼ Nebula App		Mar 1, 2017, 8:43 PM	--	Folder
▼ _assets		Mar 1, 2017, 8:44 PM	--	Folder
▶ dummy		Mar 1, 2017, 8:44 PM	--	Folder
▶ fonts		Mar 1, 2017, 8:44 PM	--	Folder
▶ icons		Mar 1, 2017, 8:43 PM	--	Folder
▶ images		Mar 1, 2017, 8:44 PM	--	Folder
▶ logos		Mar 1, 2017, 8:43 PM	--	Folder
▶ _exports		Mar 1, 2017, 8:42 PM	--	Folder
▼ ui-design		Today, 9:21 AM	--	Folder
📄 Nebula.sketch		Today, 9:21 AM	17.4 MB	Sketch Drawing

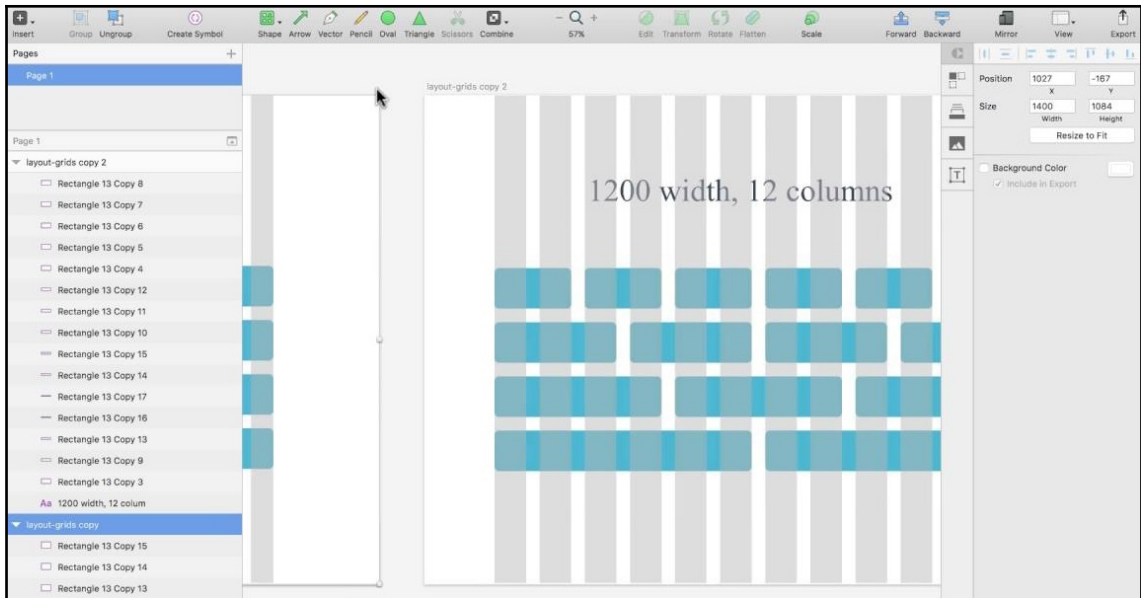
Example of naming convention



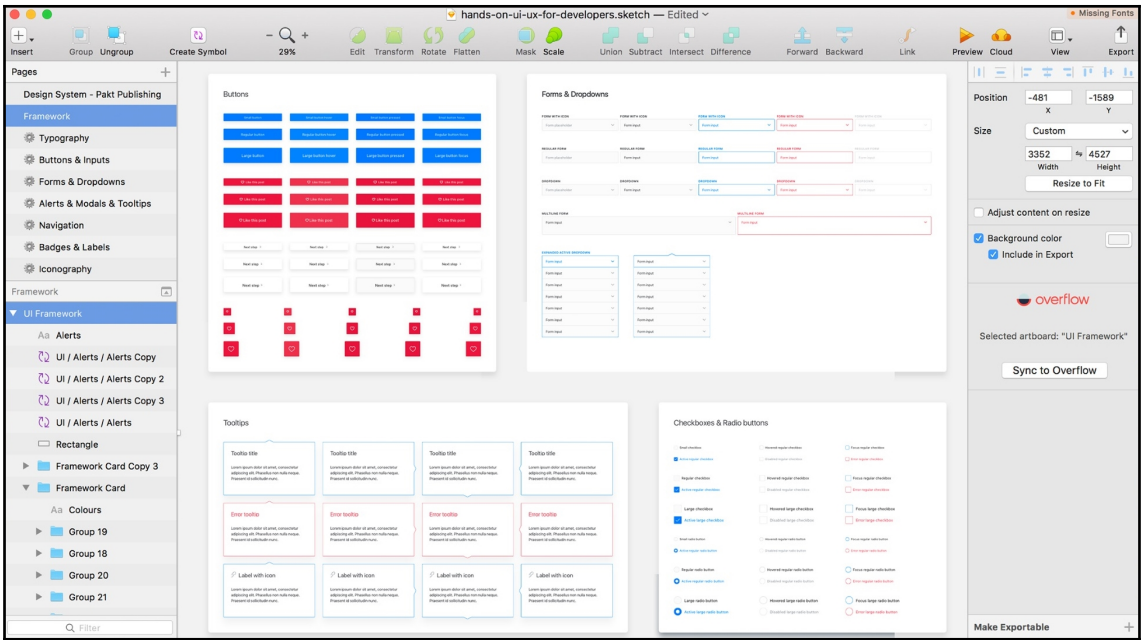
Name	
	Cilantro AdminPanel desk 1a CB
	Cilantro AdminPanel desk 1b CB
	Cilantro AdminPanel desk 1c MP
	Cilantro AdminPanel desk 2a MP
	Cilantro AdminPanel desk 2b CB
	Cilantro AdminPanel desk 3a CB
	Cilantro AdminPanel desk 3b CB
	Cilantro AdminPanel desk 3c MP
	Cilantro AdminPanel desk 4a CB
	Cilantro AdminPanel desk 5a CB



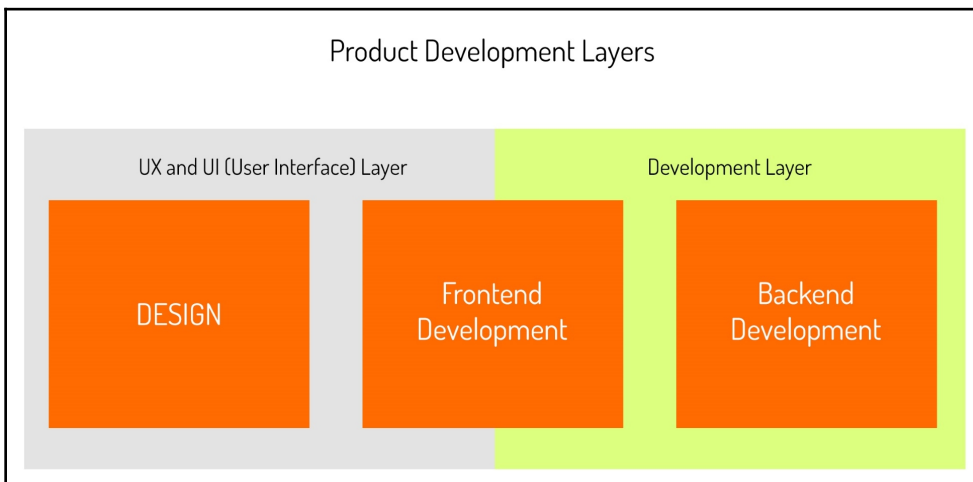
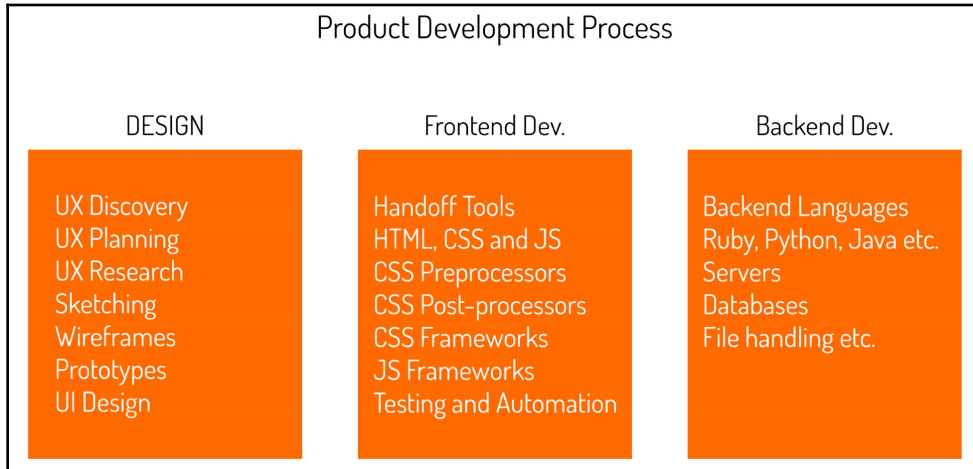




- | | | | |
|-------------------------|---------------------------------|----------------------------|----------------------|
| 1. Colour Palette | 1. Dropdown | 1. Card list | 1. Landing pages |
| 2. Buttons | 2. Progress indicator / bar | 2. Tables | 2. Dashboards |
| 3. Text input | 3. Nav bar (+ selected states) | 3. Navigation header | 3. Information pages |
| 4. Radio buttons | 4. Side nav (+ selected states) | 4. Modal (different sizes) | |
| 5. Checkbox | 5. Table | 5. Footer | |
| 6. Switch | 6. Card | 6. Aside section | |
| 7. Search bar | 8. Aside | 7. Mobile menu | |
| 8. Tooltips | | 8. Error page | |
| 9. Typography | | | |
| - Headings | | | |
| - Paragraphs | | | |
| - Lists | | | |
| - Bold | | | |
| - Italic | | | |
| - Links | | | |
| - Label | | | |
| 10. Icons | | | |
| 11. Preloader | | | |
| 12. Alerts | | | |
| 13. Dividers | | | |
| 14. Progress indicators | | | |
| 15. Table | | | |
| - rows | | | |
| - headers | | | |
| - row sections | | | |



Chapter 10: Frontend UI Implementation and Process



AutoSave OFF checklist-ui - Saved to my Mac Search Sheet

Home Insert Page Layout Formulas Data Review View

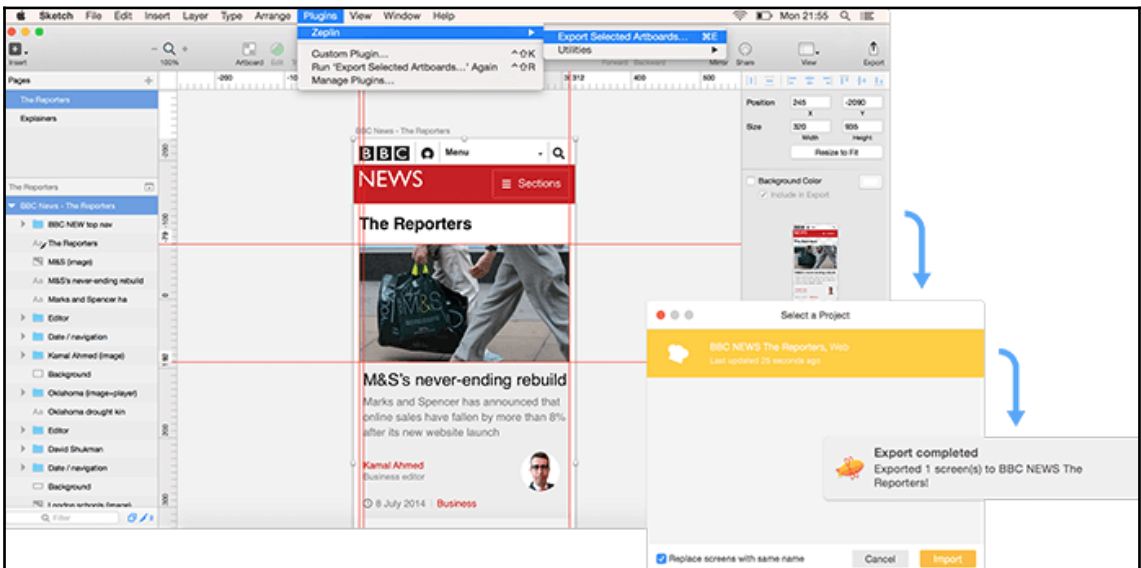
Calibri (Body) 11 Wrap Text Merge & Center

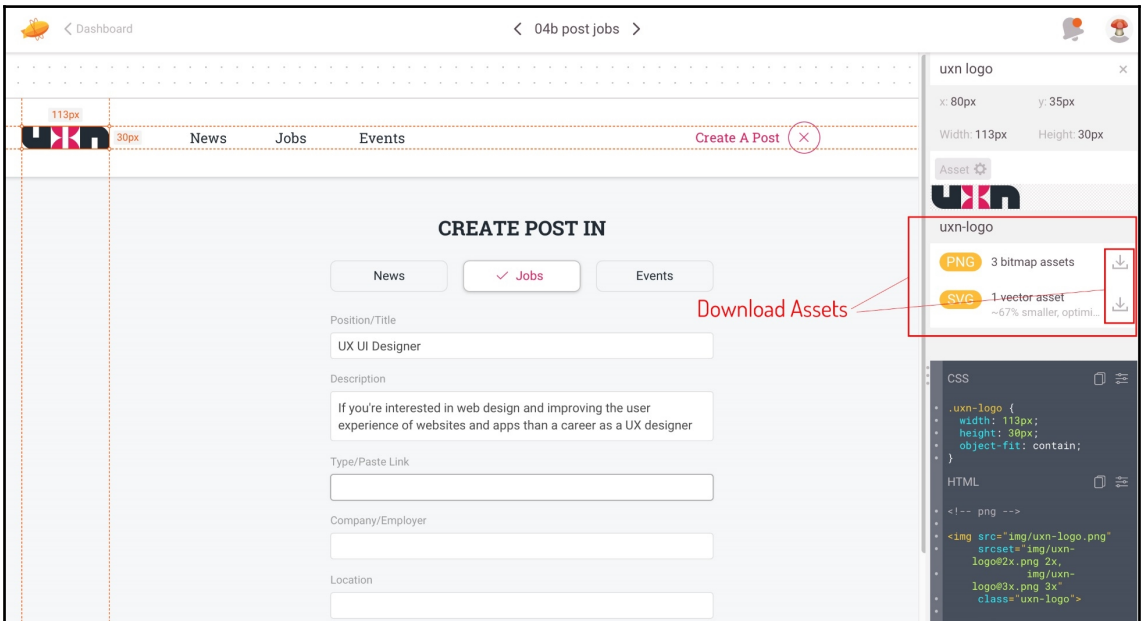
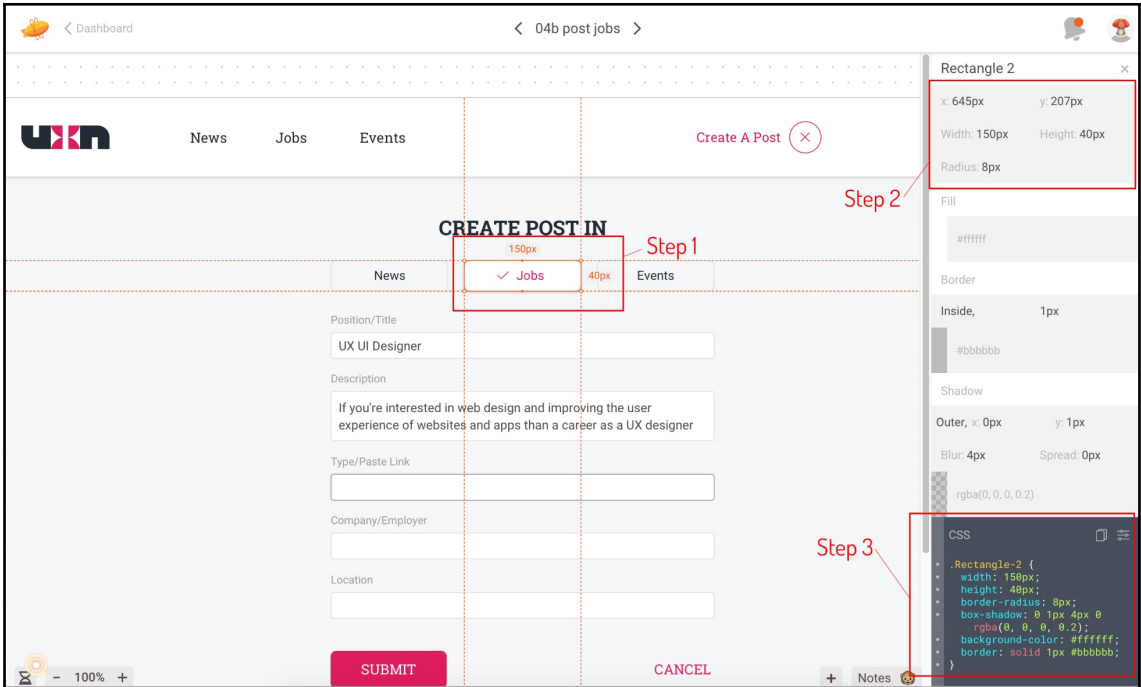
General Conditional Formatting Format as Table Cell Styles

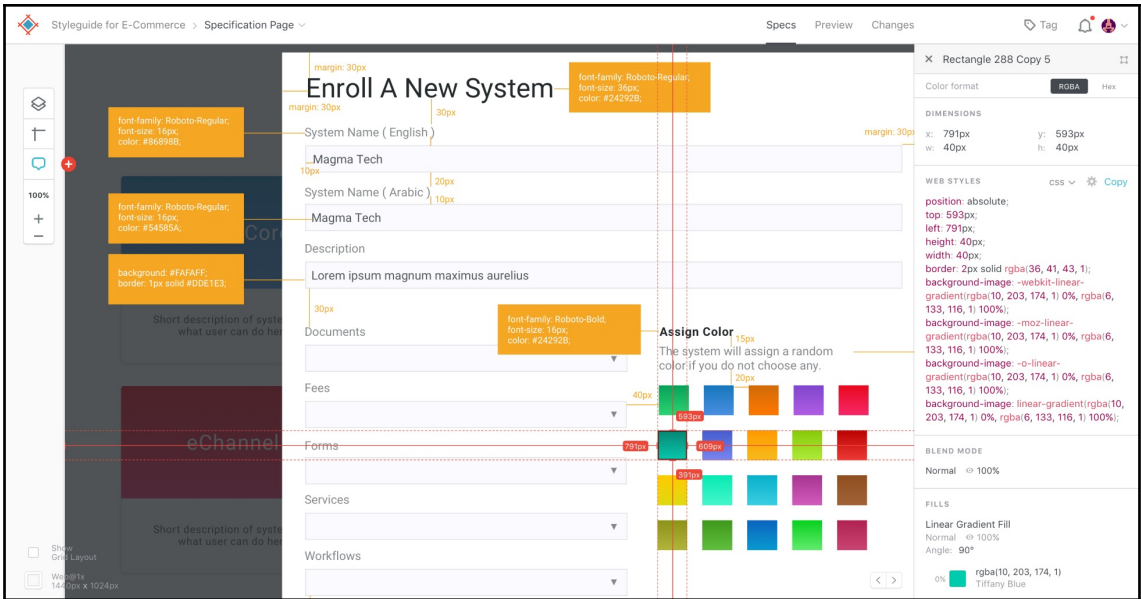
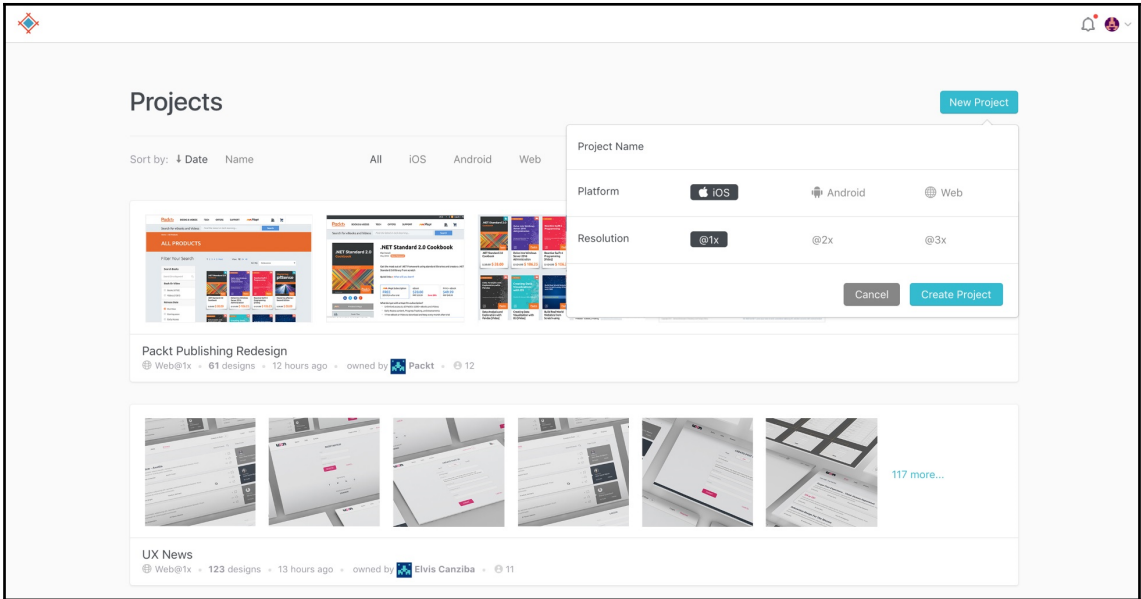
Home Paste Insert Delete Format

H5 fx

	A	B	C	D	E	F	G	H	I
1	Status Checklist								
2	Action Item	Design	Dependency	Status in %	NOTES				
3	Responsive Implementation	https://www.invisi.....	UX Testing		Done	Needs Testing			
4	Two Factor AUTH	https://www.invisi.....	API		50%	GraphQL Integration Required			
5	Drag and Drop Feature	https://www.invisi.....	Frontend Dev.		90%	Animations to be added			
6	New Registration Process		Design		Not Started Yet	Needs to follow current patterns			
7	Icon Suggestion	https://www.invisi.....	Backend Dev.		70%	IconFinder Subscription Required			
8	Real Time API	https://www.invisi.....	API		40%				
9	On-Boarding Wizard		Design		0%	Align with Frontend Team			
10	Subscription Change	https://www.invisi.....	UX Research		Not Doing	Requires UX research			
11									







Mobile E-Commerce > Checkout Page

Quantity: 1

Total Amount: **2,300**

INSTANT CHECKOUT

ADD TO CART

Need help? Chat with us.

Collaboration Box

Travis Rellis 05/06/18
Move it up under the image

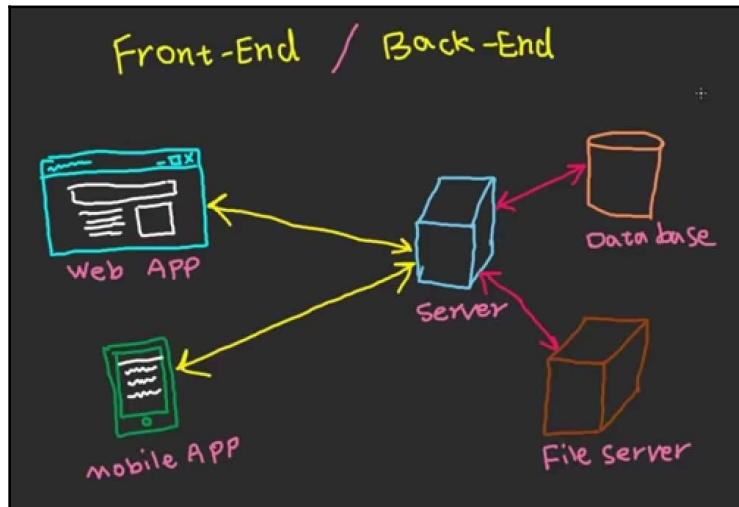
Drick Muller 05/06/18
This is the total amount so it makes sense that this is near the checkout button and under the quantity as this will change based on quantity.
Instead I can place a price under the image.

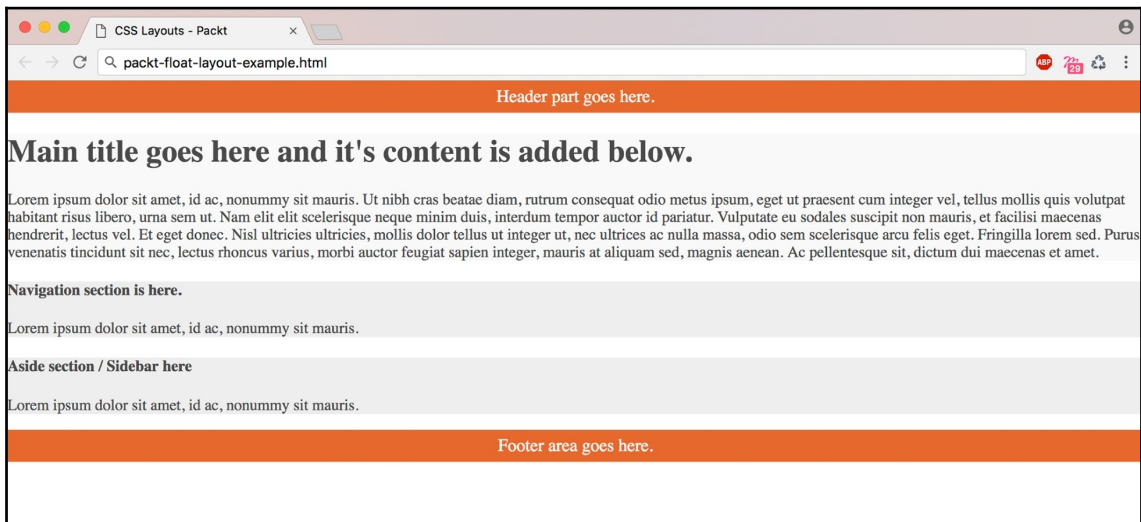
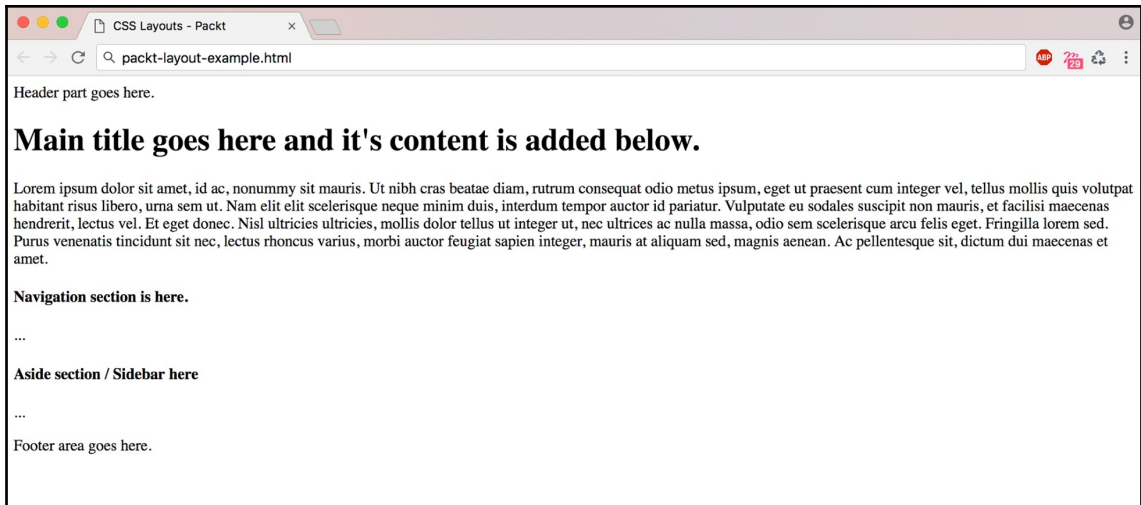
Type here...

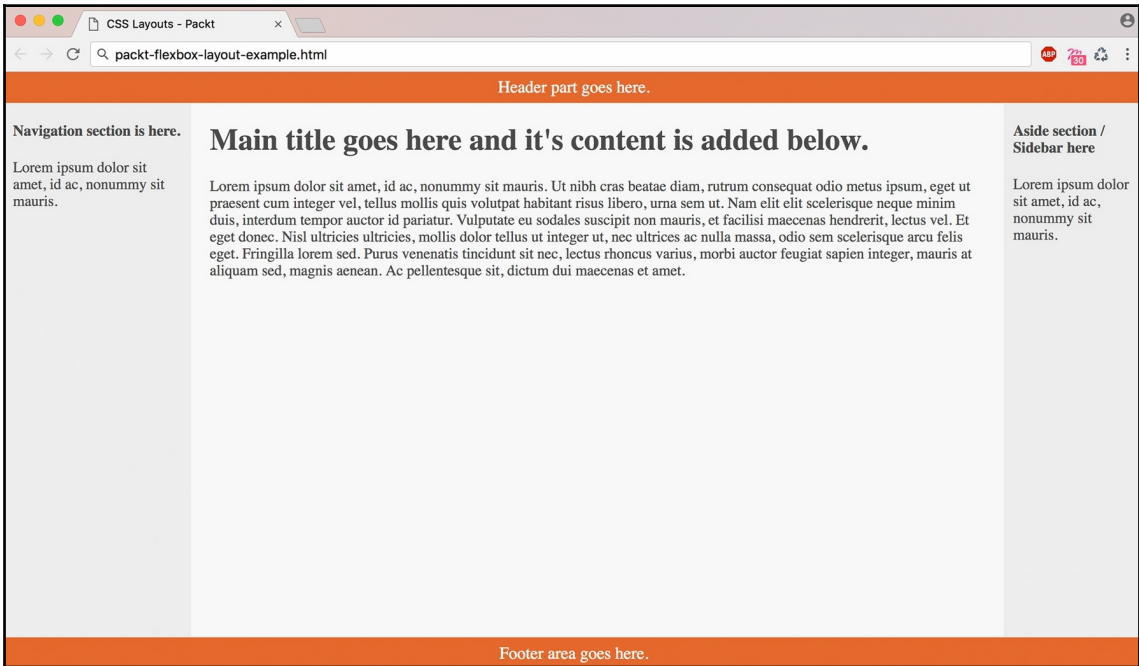
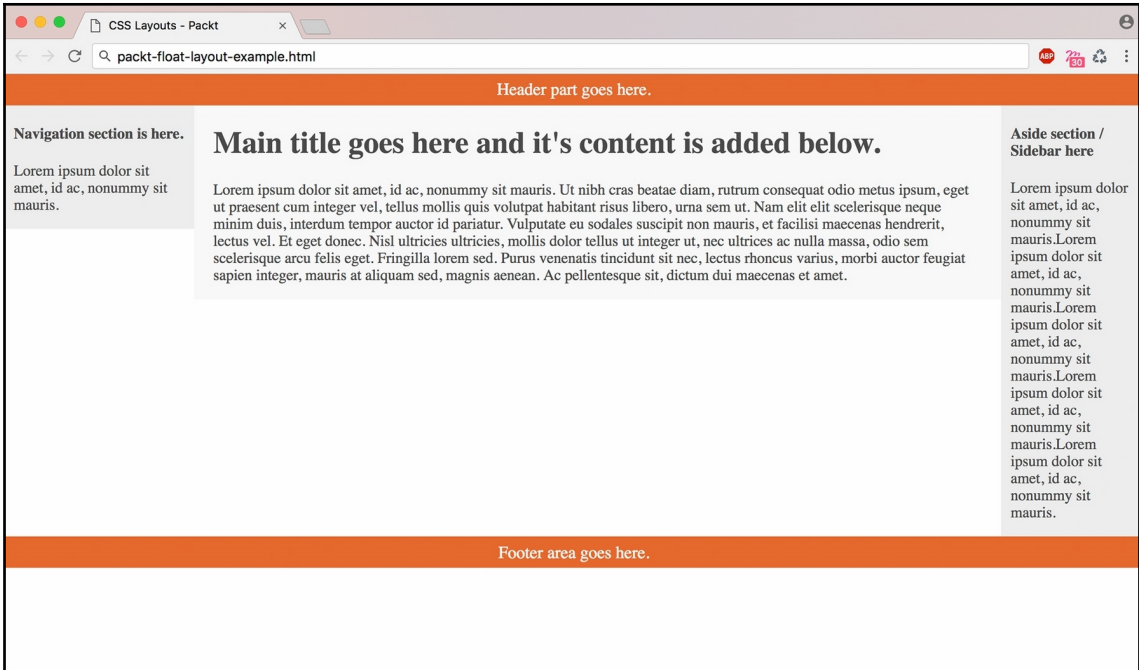
Press Enter for sending, Shift+Enter for a new line

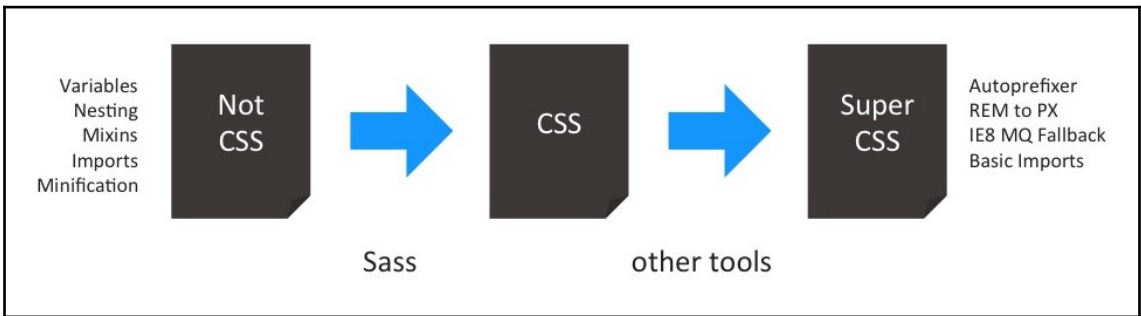
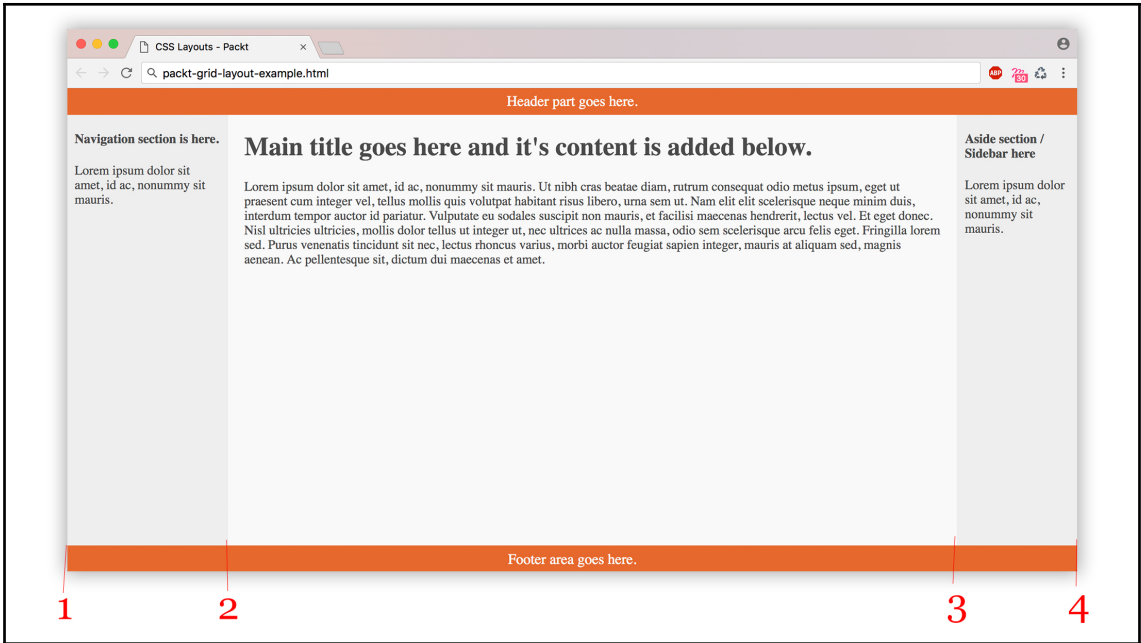
Color format: RGB Hex

- rgba(0, 0, 0, 1) Black Copy
- rgba(38, 51, 45, 1) Medium jungle green Copy
- rgba(208, 2, 27, 1) Harvard crimson Copy
- rgba(74, 74, 74, 1) Outer Space Copy
- rgba(255, 24, 53, 1) Tractor red Copy
- rgba(228, 39, 32, 1) Lust Copy
- rgba(8, 111, 87, 1) Teal green Copy
- rgba(60, 146, 117, 1) Viridian Copy
- rgba(20, 170, 95, 1) Shamrock green Copy
- rgba(132, 132, 132, 1) Battleship grey Copy









FONTS

Heading 01

NL (Font-size: 36px)

Heading 02

NL (Font-size: 30px)

Heading 03

NL (Font-size: 24px)

Heading 04

M (Font-size: 20px)

Heading 05

NL (Font-size: 20px)

Heading 06

M (Font-size: 18px)

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla aculis quam hendrerit, ut amet efficitur, suscipit. Suspendisse ut perferendis. Nulla enim, condimentum porta dolor vitae, mattis tempus nisl. Phasellus tristique erat eget magna convallis.

p (Font-size: 16px, Line-height: 1.75)

FORM

Normal

Focus

Error

Disabled

Radio button

Normal
 Checked
 Error
 Disabled

CheckBox

Normal
 Checked
 Error
 Disabled

COLORS

Info



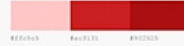
Success



Warning



Danger



Black



BUTTONS

Normal



Hover



Active



Disabled



Templates



TABS



ALERTS



DATEPICKER

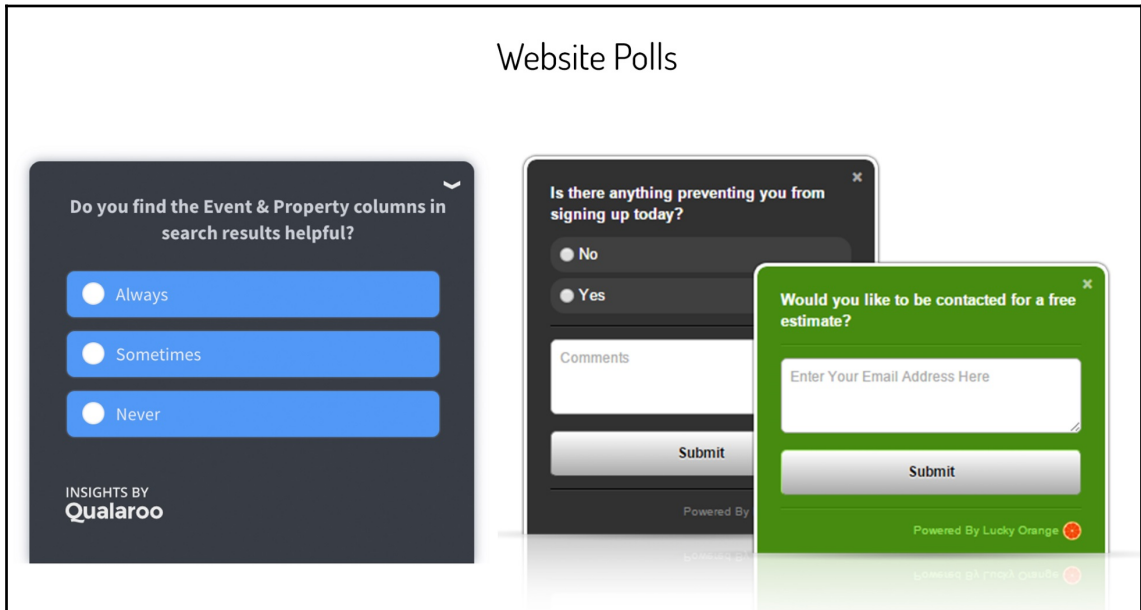


MODAL



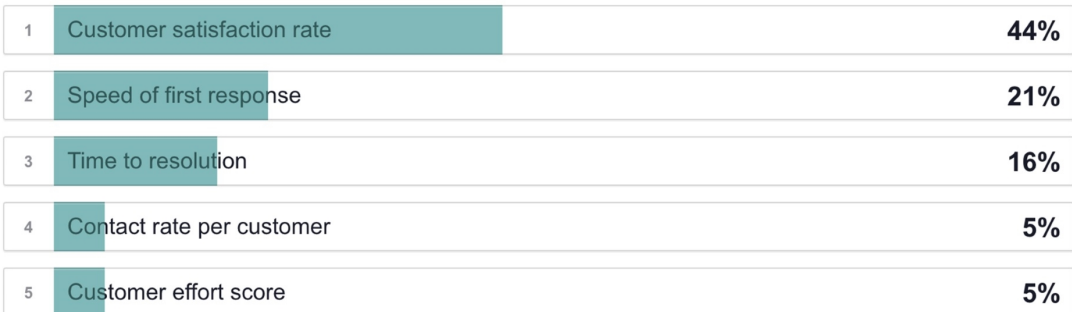
Chapter 11: Post-launching UX Activities

Website Polls



Longer surveys - Stats

My most important support metric is...



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How you can contact us

Packt has a dedicated customer service department to respond to your questions. Contact our support representatives using the form below and you will receive a reply within 24 business hours. However, you may want to visit our [Frequently Asked Questions](#) page before contacting us:

Title

Full Name *

Your email address *

Phone Number

What would you like help with? *

Please provide us with some extra details and your enquiry

Subject *

Your Enquiry *

This question is for testing whether you are a human visitor and to prevent automated spam submissions.



How would you rate the support you received?

Great



Okay



Not Good



Would you like to share any other comments?

Thanks so much for your help!

471

Send

Facebook polls

Fitbit asked a question.
September 20, 2012

We want to hear from you! We've just announced the new Fitbit Zip, which comes in five new colors. Which color do you like best?

<input type="radio"/>	Black	+47
<input type="radio"/>	Midnight Blue	+95
<input type="radio"/>	Magenta	...
<input type="radio"/>	Lime	...
<input type="radio"/>	White	+20

Like · Comment · Share

Wall

Share: Status Question Photo Link Video

Learn from your friends and others:

Which Web Browser do you Prefer?

Poll Options

- + Mozilla Firefox
- + Microsoft Internet Explorer
- + Google Chrome
- + Add an option...
- + Add an option...

Allow anyone to add options [Ask question](#)

Who is most likely to put unexpected work on your nonprofit marketing/communications to-do list?

- Program staff
- Fundraising staff
- Myself
- Executive Director
- Board members
- + Add an option...

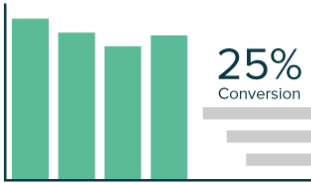
4 More

Asked By: Nonprofit Marketing Guide
on Wednesday · share · Edit Options · Delete

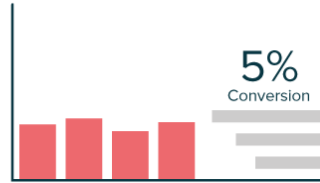
[Ask Friends](#) [Follow](#)



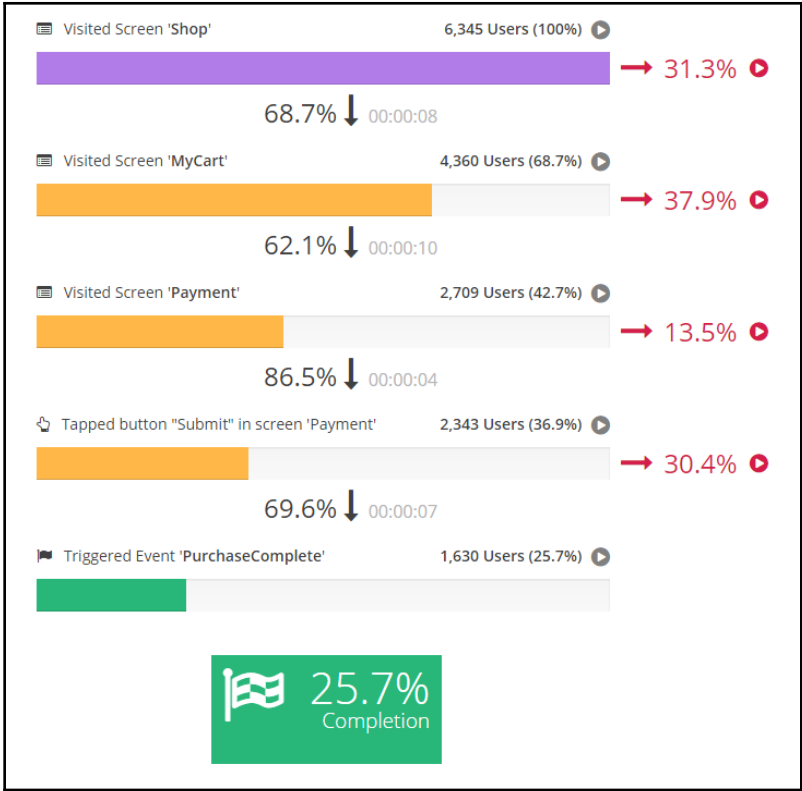
✓ A



✗ B



VS.



Chapter 12: Designing for Big Data

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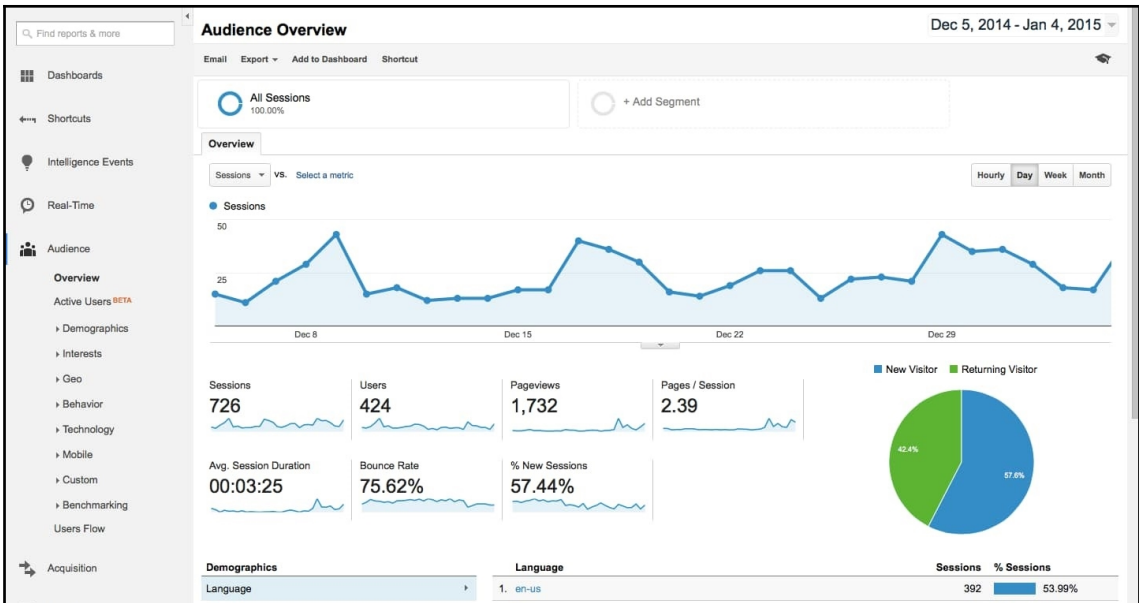
AppleCare Protection Plan for Mac - 3-year plan - \$249.00

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Dashboard

WP Engine Jetpack Dashboard Home Updates Posts Media Pages Comments KingSumo Giveaways Contact Genesis Appearance Plugins Users Tools Settings SEO SumoMe Collapse menu

Screen Options Help

At a Glance

36 Posts 19 Pages 6 Comments

WordPress 4.1 running Whitespace Pro Theme theme.

Akismet has protected your site from 136,360 spam comments already. There are 84 comments in your spam queue right now.

Activity

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Comments

- From Abhijit Rawool on Designing for UX: It is Not a Good Thing Always # Technically you can do that. But say if the users want to write expressions (in the UI) on top of ...
- From CoDEmanX on Designing for UX: It is Not a Good Thing Always # I don't understand why "having multiple values in a single cell would be problematic" - the table is just a ...
- From Samuel on User Onboarding vs Data Onboarding # That's awesome, Abhijit!

Quick Draft

Title

What's on your mind?

Save Draft

WordPress News

WordPress 4.1 "Dinah" December 18, 2014

Version 4.1 of WordPress, named "Dinah" in honor of jazz singer Dinah Washington, is available for download or update in your WordPress dashboard. New features in WordPress 4.1 help you focus on your writing, and the new default theme lets you show it off in style. Introducing Twenty Fifteen Our newest default theme, Twenty Fifteen, is [...]

Matt: On API Correctness
 Matt: Case for Distributed Teams
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Popular Plugin: Wordfence Security (Install)