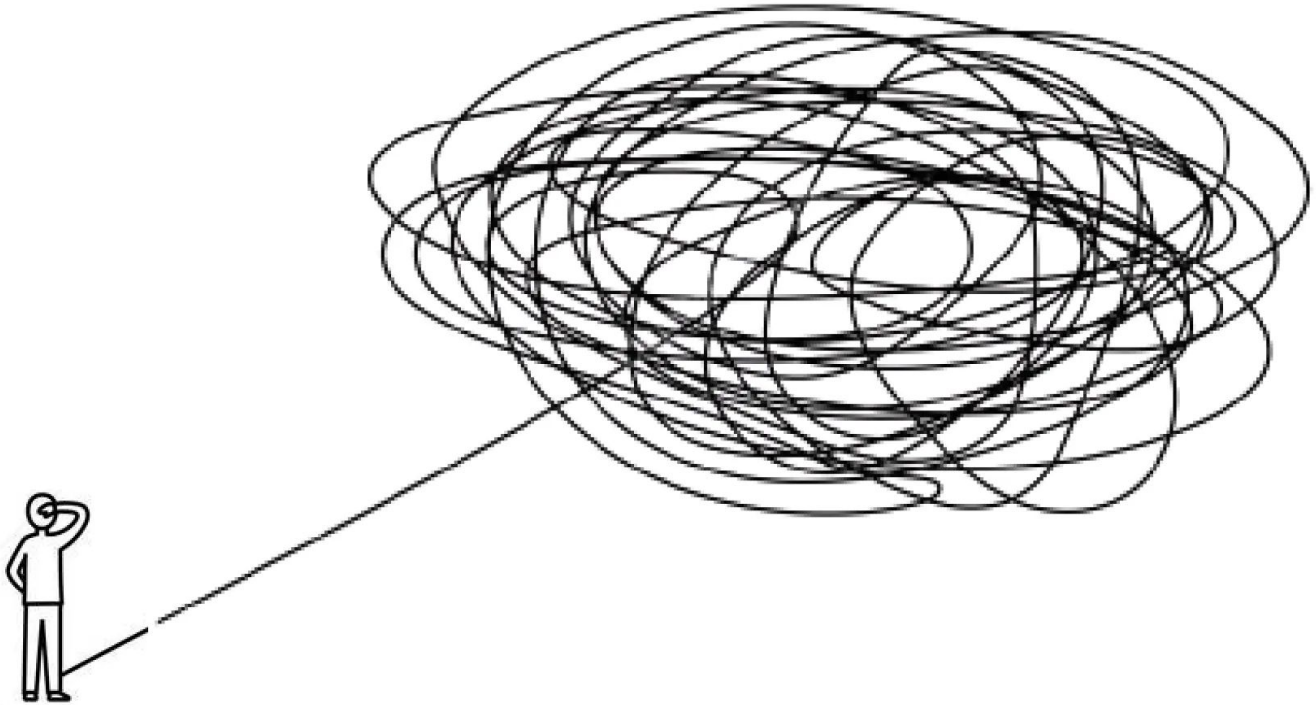
Pertemuan 02

UI / UX Design



Mencari kesempurnaan dibalik ketidak sempurnaan

Wabi-sabi

01 / 📜

Tentang UI/UX Design

02 / 📷

Metode Desain Thinking

03 / 🤳

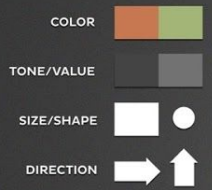
Latihan Metode Design Thinking

01 / 📜

Tentang UI/UX Design

Internalisasi Design Basics

CONTRAST



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

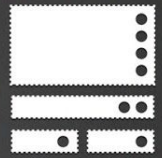
To the left, you can see 4 ways to create contrast in your design.

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

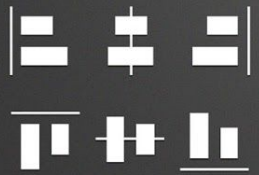


PRINCIPLES of DESIGN

quick reference poster

ALIGNMENT

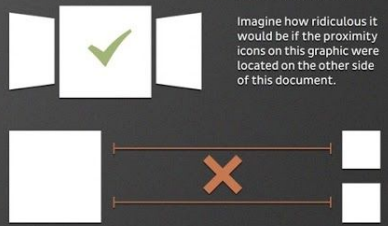
Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



a handy paperleaf resource

ELEMENTS OF DESIGN

quick reference sheet

LINE

A **line** is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE

Height + width = shape. We all learned basic shapes in grade school – triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: **geometric** (triangles, squares, circles etc.), **natural** (leaves, animals, trees, people), and **abstracted** (icons, stylizations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value – everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is **subtractive**; RGB (red/green/blue) is **additive**.

Some colors are **warm and active** (orange, red); some are **cool and passive** (blue, purple).

There are various **color types** (primary to analogous) and **relationships** (monochromatic to triad) worth learning more about as well.

TEXTURE

Texture relates the to surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

SIZE

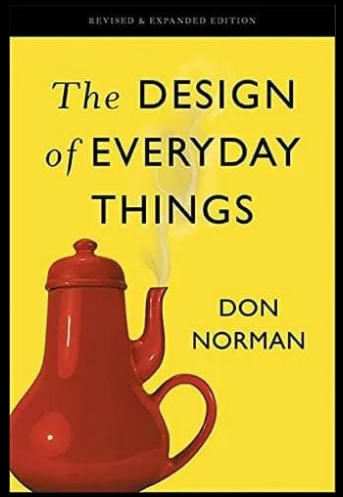
Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

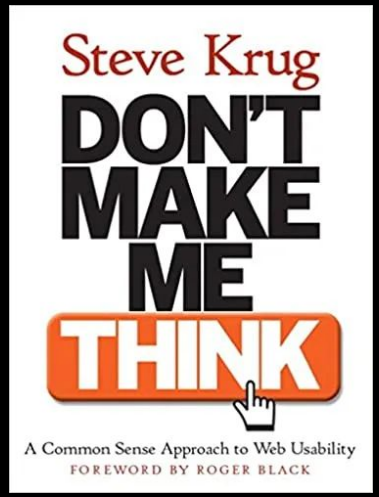
SPACE

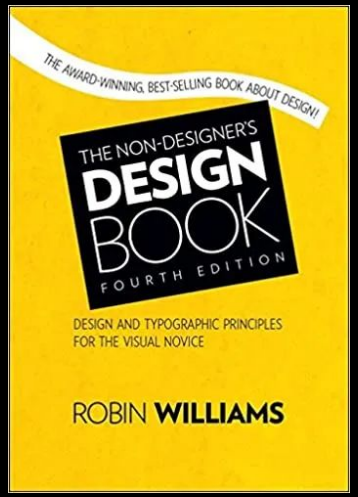
Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest, define importance, lead the eye through a design and more.

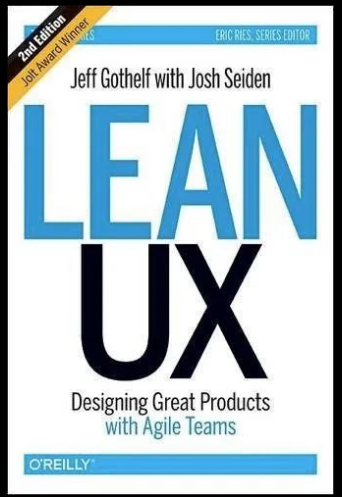
paper leaf

created by Paper Leaf Design, www.paper-leaf.com


REVISED & EXPANDED EDITION
The DESIGN of EVERYDAY THINGS
DON NORMAN


Steve Krug
DON'T MAKE ME THINK
A Common Sense Approach to Web Usability
FOREWORD BY ROGER BLACK


THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!
THE NON-DESIGNER'S DESIGN BOOK
FOURTH EDITION
DESIGN AND TYPOGRAPHIC PRINCIPLES FOR THE VISUAL NOVICE
ROBIN WILLIAMS


2nd Edition
Jolt Award Winner
ERIC RIES, SERIES EDITOR
Jeff Gothelf with Josh Seiden
LEAN UX
Designing Great Products with Agile Teams
O'REILLY

Pahami **Design Process, Principles** , dan **Cara Berkomunikasi**

Pahami **Design Process**

Design Process

🕵🏻 Research

🗺️ Wireframe

💻 Design

📱 Prototyping

🗣️ Testing and launch

Desain proses dalam bentuk visual

➡️

https://miro.com/app/board/o9J_ktZHnRA=/

Lalu, mulai dari mana ?

- UX Researcher Roadmap
- UX Designer Roadmap
- 🎨 UI Designer Roadmap

- **UX Researcher Roadmap**
  - 1. Design Thinking
  - 2. Identify User and Their Problems
  - 3. UX Content Strategy
  - 4. Conducting User Interviews
  - 5. Information Architecture
  - 6. Evaluating Design

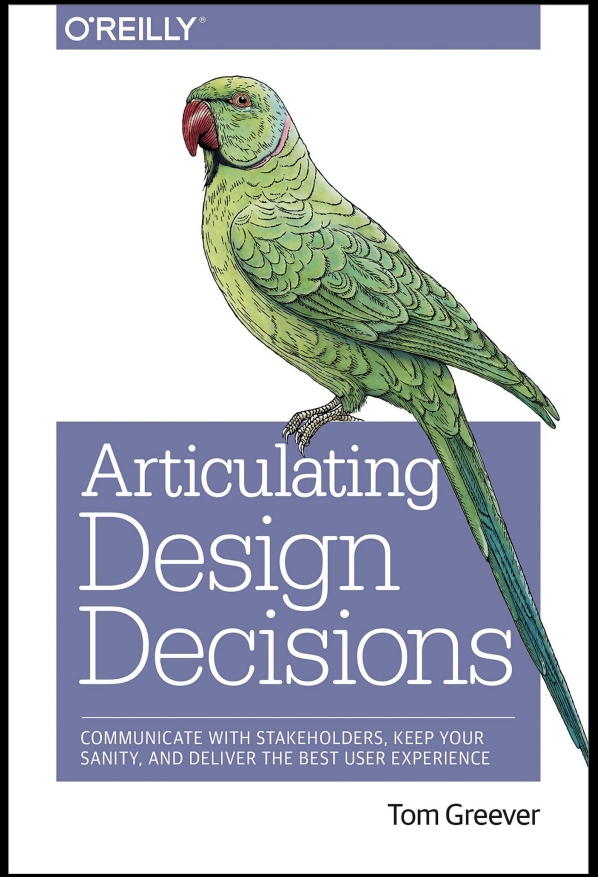
- **UX Designer Roadmap**
  - 1. UX Design Foundation
  - 2. UX Design Pattern
  - 3. Design Thinking
  - 4. Design Principles
  - 5. Design Interactions
  - 6. UX Design Deliverables

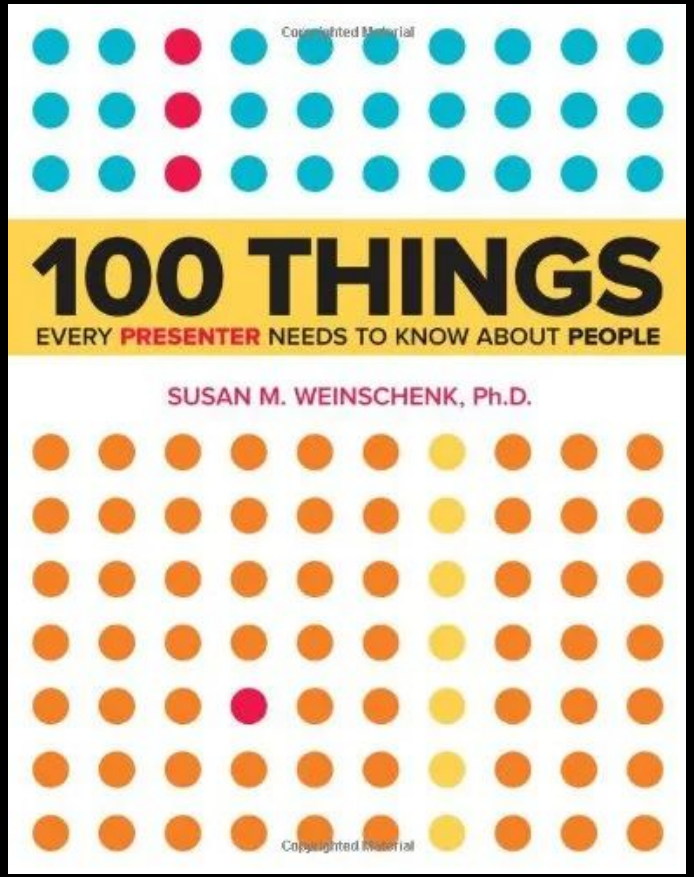
- 🎨 **UI Designer Roadmap**
  - 1. Visual Design Foundation
  - 2. Intro to Wireframing
  - 3. Practice Sketching
  - 4. Designing Layout
  - 5. Creating Mockup
  - 6. Prototyping
  - 7. Presenting Ideas
  - 8. Handling Feedback

Working with developers

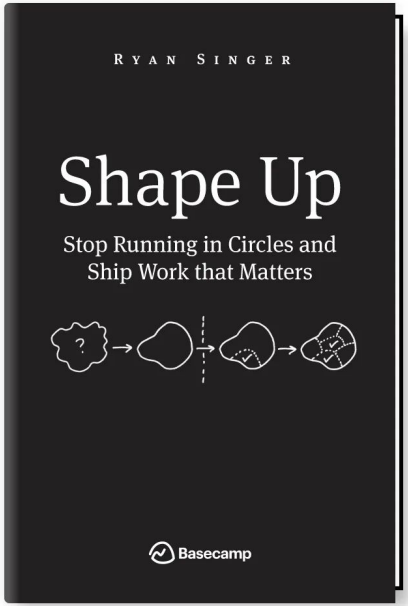
NOW
Good design to me means 3 things

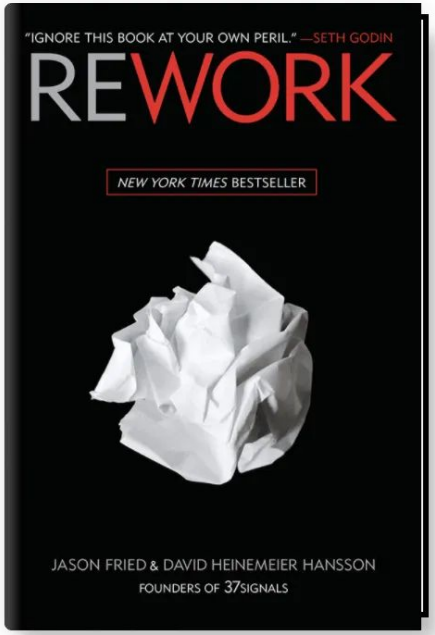
Solve problems, Easy to use, and *Supported by everyone.*

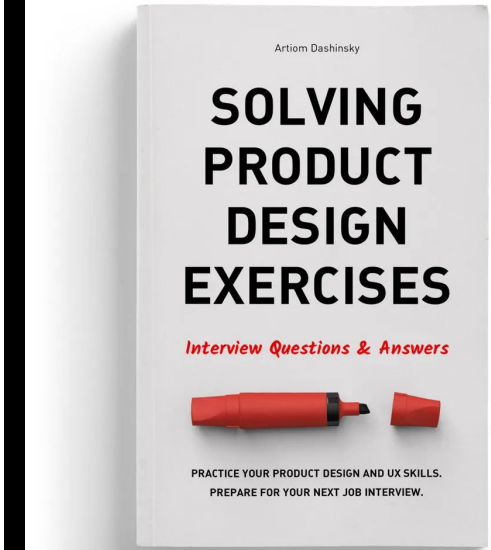

O'REILLY
Articulating Design Decisions
COMMUNICATE WITH STAKEHOLDERS, KEEP YOUR SANITY, AND DELIVER THE BEST USER EXPERIENCE
Tom Greever


Copyrighted Material
100 THINGS
EVERY PRESENTER NEEDS TO KNOW ABOUT PEOPLE
SUSAN M. WEINSCHENK, Ph.D.
Copyrighted Material

UI/UX Designer ➡️ Product Thinking / Product Designer


Ryan Singer
Shape Up
Stop Running in Circles and Ship Work that Matters
Basecamp


"IGNORE THIS BOOK AT YOUR OWN PERIL." —SETH GODIN
REWORK
NEW YORK TIMES BESTSELLER
JASON FRIED & DAVID HEINEMEIER HANSSON
FOUNDERS OF 37SIGNALS


Artiom Dashinsky
SOLVING PRODUCT DESIGN EXERCISES
Interview Questions & Answers
PRACTICE YOUR PRODUCT DESIGN AND UX SKILLS.
PREPARE FOR YOUR NEXT JOB INTERVIEW.

Thinking in products gives designers the advantage of *building the right features for the right people*. It helps understanding the user experience of a product as a whole. It makes sure designers tackle real user problems and herewith reduce the risk of building something nobody wants.

- Membangun fitur yang tepat untuk orang yang tepat.
- Membantu memahami pengalaman pengguna suatu produk secara keseluruhan.
- Desainer mengatasi masalah nyata pengguna dan mengurangi risiko membangun sesuatu yang tidak diinginkan siapa pun.

Master Tools, Any Tools

Miro

miro.com/

Wireframing

Whimsical

whimsical.com/wireframes

Wireframing

Balsamiq

balsamiq.com/

Wireframing

Figma

figma.com/

Design Prototyping

Sketch

sketch.com/

Design Prototyping

Adobe Xd

adobe.com/sea...d.html

Design Prototyping

Framer

framer.com/

Design Prototyping

Principle

principleformac.com/

Prototyping

Protopie

protopie.io/

Prototyping

Flinto

flinto.com/

Prototyping

After Effect

adobe.com/sea...s.html

Animation

Blender

blender.org/

Animation

Spline - 3D

spline.design/

Animation

Invision

invisionapp.com/

User Testing Prototyping

Lookback

lookback.io/

User Testing

Maze

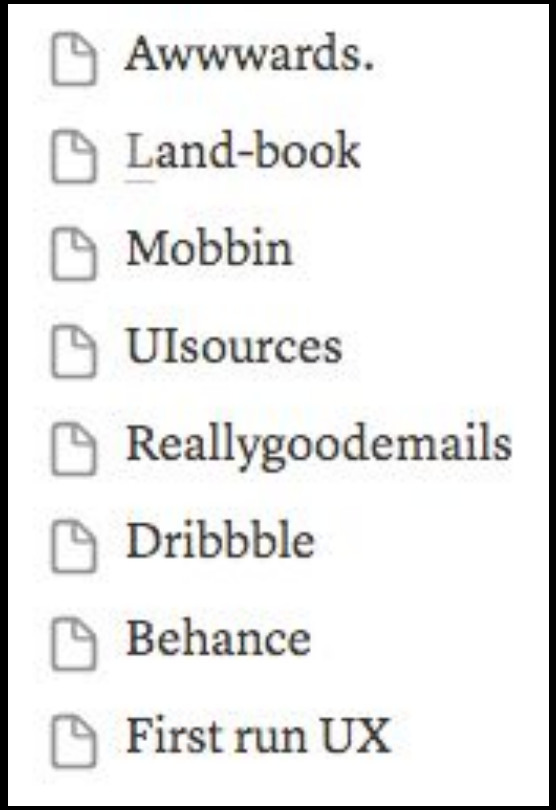
maze.co/

User Testing

Inspirasi **Design**

Design **Inspiration**

https://www.awwwards.com/



02 / 📷

Metode Desain Thinking

Design Thinking

Empathize Define Ideate Prototype Test

Interaction Design Foundation
interaction-design.org

THE 5 STEPS OF DESIGN THINKING

(Stanford d.school Design Thinking Process)

EMPATHIZE

Memahami perspektif dan perasaaan dialami customer (keluhan, keinginan, dll)

DEFINE

Mendefinisikan permasalahan customer yang akan diselesaikan dari sudut pandang customer

IDEATE

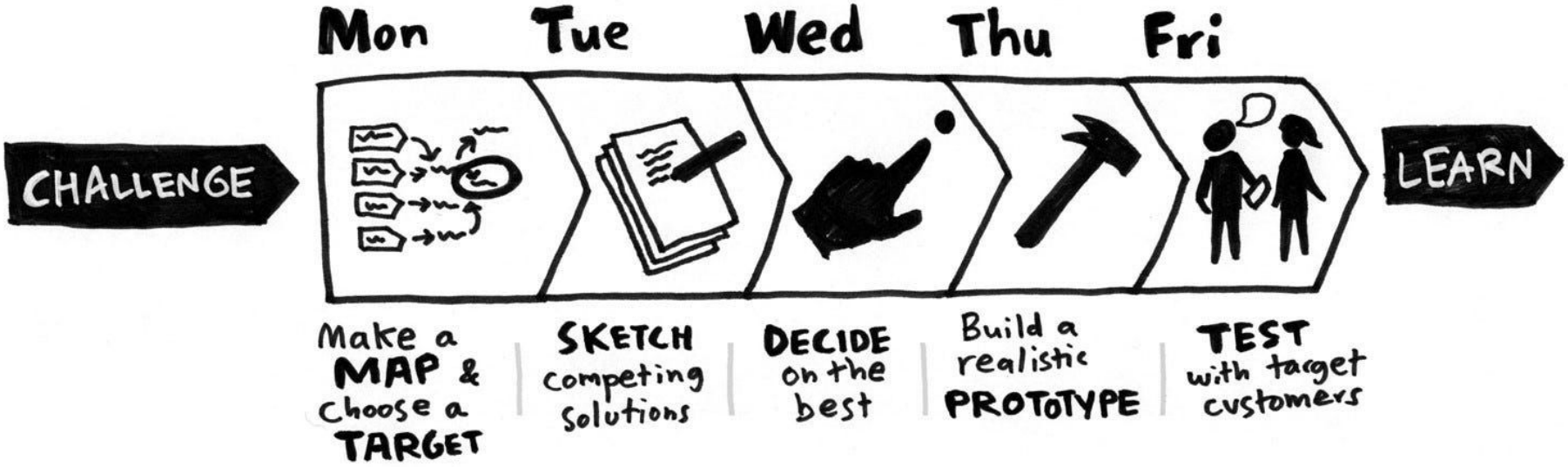
Menghasilkan ide-ide solusi sebanyak dan sekreatif mungkin; dan memilih ide solusi terbaik

PROTOTYPE

Membuat prototype atau representatif solusi yang konkrit dan bisa diindra

TEST

Menguji cobakan protoype dengan customer untuk mendapatkan umpan balik terkait solusi yang dibuat


Mon
Tue
Wed
Thu
Fri
CHALLENGE
LEARN
Make a MAP & Choose a TARGET
SKETCH competing solutions
DECIDE on the best
Build a realistic PROTOTYPE
TEST with target customers

03 / 🤳

Latihan Metode Design Thinking

Fenomena mental health

Menargetkan untuk berbagai gangguan psikologis

Empathize *Observe, Engage*, dan *Immerse*

Saya selalu memendam masa sedih sendiri dan tidak ada tempat bercerita

Saya burnout

Tidak pede

depresi

putus cinta

art block

muak

over thinking

masa depan

cemas

faktor ekonomi

Define

Mendefinisikan *insight* dan
pola-pola masalah yang muncul

User tidak ada meluapkan
perasaan yang terpendam

user bisa cari pasangan baru /
move on

Ideate

Mind-Map Ide

*Kami aplikasi **menyediakan wadah untuk***

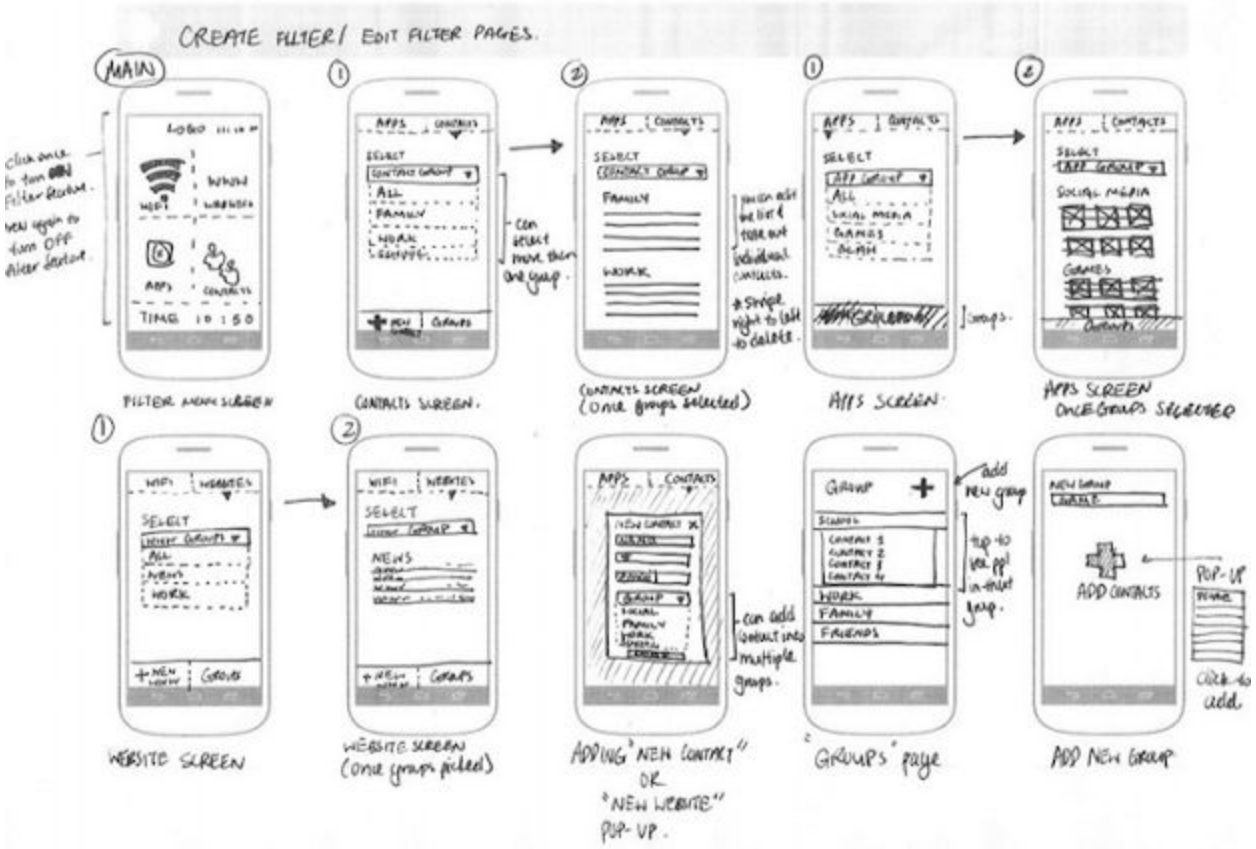
***teman-teman bercerita** tentang kehidupan dan kami*

*selalu ada **untuk menjadi teman***

online / offline

Prototype

Mind-Map Ide


CREATE FILTER / EDIT FILTER PAGES.
MAIN
FILTER MAIN SCREEN
CONTACTS SCREEN.
(CONTACTS SCREEN (ONCE groups selected)
APPS SCREEN.
APPS SCREEN ONCE GROUPS SELECTED
WEBSITE SCREEN
WEBSITE SCREEN (ONCE groups picked)
ADDING "NEW CONTACT" OR "NEW WEBSITE" POP-UP.
"GROUPS" page
ADD NEW GROUP