



# UI Design Guideline

Mar 31 '16

# Graphical Design

# Graphical Design

- Contrast  
對比：差異化與凸顯性
- Repetition  
重複：一致性與關聯性
- Alignment  
對齊：張力與整節性
- Proximity  
相近：分組與歸納

# Bad Contrast Example

- Contrast  
對比：差異化與凸顯性
- Repetition  
重複：一致性與關聯性
- Alignment  
對齊：張力與整節性
- Proximity  
相近：分組與歸納

# Bad Alignment Example

- Contrast

對比：差異化與凸顯性

- Repetition

重複：一致性與關聯性

- Alignment

對齊：張力與整節性

- Proximity

相近：分組與歸納

# Bad Repetition Example

- Contrast  
對比：差異化與凸顯性
- **Repetition**  
重複：一致性與關聯性
- *Alignment*  
對齊：張力與整節性
- Proximity  
相近：分組與歸納

# Bad Proximity Example

- Contrast

對比：差異化與凸顯性

- Repetition

重複：一致性與關聯性

- Alignment

對齊：張力與整節性

- Proximity

相近：分組與歸納



Proximity

# Proximity



*Panel of elevator*

# Proximity

What's the direction of the coming elevator?



# Proximity



# Proximity

- Proximity creates related meaning  
Elements that are related should be grouped together, whereas separate design elements should have enough space in between to communicate they are different.



# Proximity

## 1. Loomings

Call me Ishmael. Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately

*Herman Melville*

is washed by waves, and cooled by breezes, which a few hours previous were out of sight of land. Look at the crowds of water-gazers there.

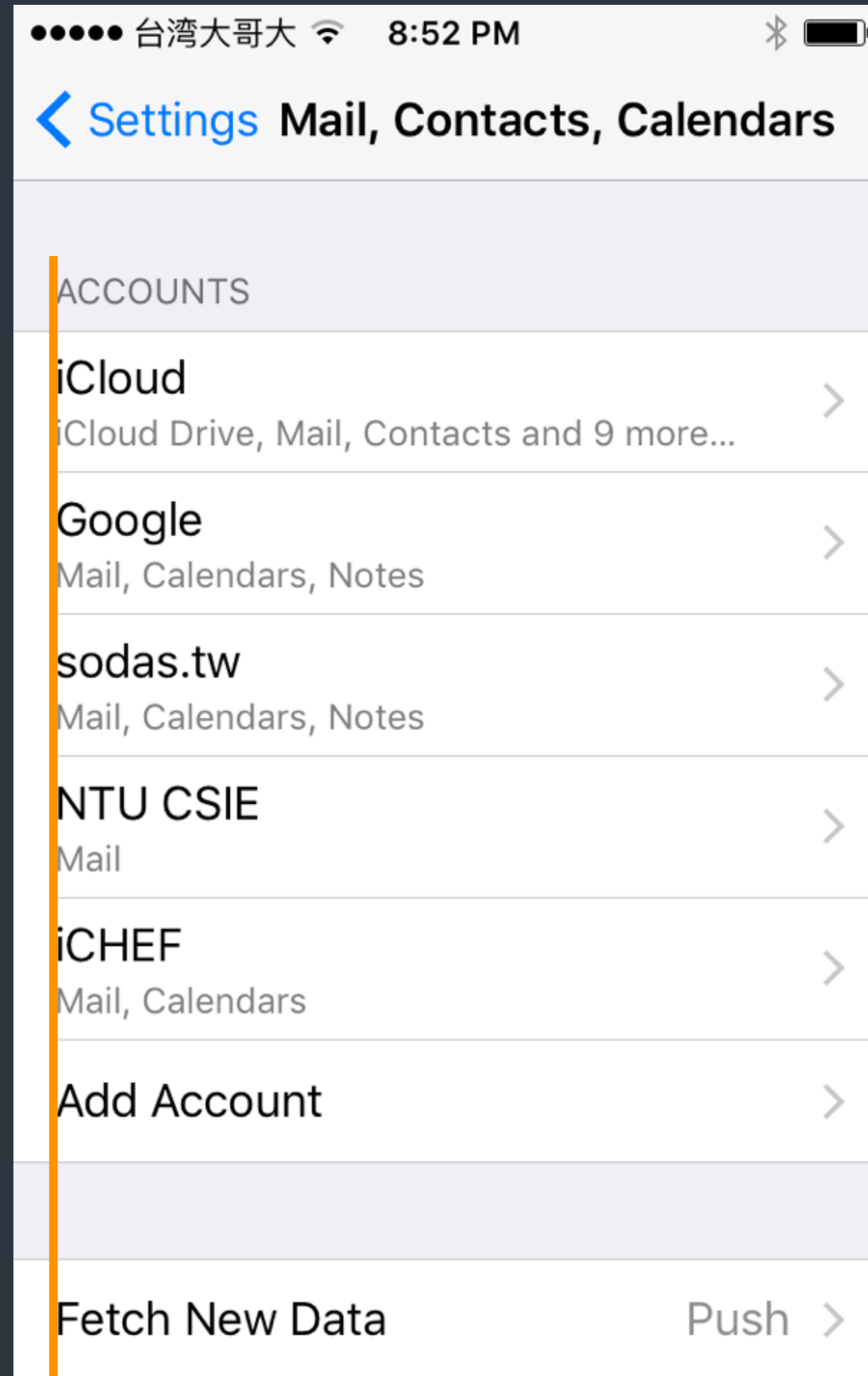
Circumambulate the city of a dreamy Sabbath afternoon. Go from Corlears Hook to Coenties Slip, and from thence, by Whitehall, northward. What do you see?—Posted like silent sentinels all around the town, stand thousands upon thousands of mortal men fixed in ocean reveries. Some leaning against the spiles; some seated upon the pier-heads; some looking over the bulwarks of ships from China; some high aloft in the rigging, as if striving to get a still better

will content them but the extreme limit of the land; loitering under the shady lee of yonder warehouses will not suffice. No. They must get just as nigh the water as they possibly can without falling in. And there they stand—miles of them—leagues. Inlanders all, they come from lanes and alleys, streets and avenues—north, east, south, and west. Yet here they all unite. Tell me, does the magnetic virtue of the needles of the compasses of all those ships attract them thither?

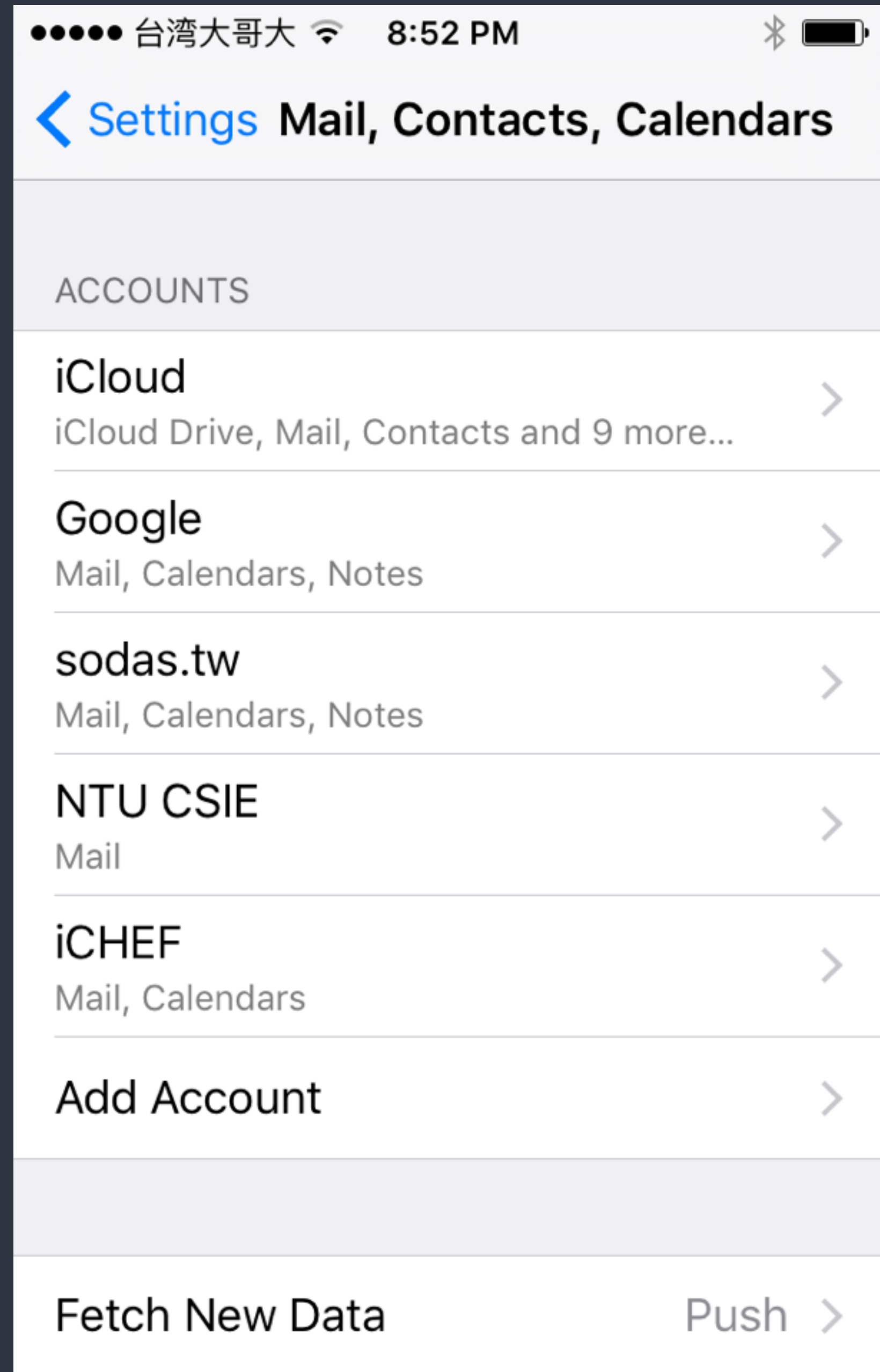
Once more. Say you are in the country; in some high land of lakes. Take almost any path you please, and ten to one it



# Alignment

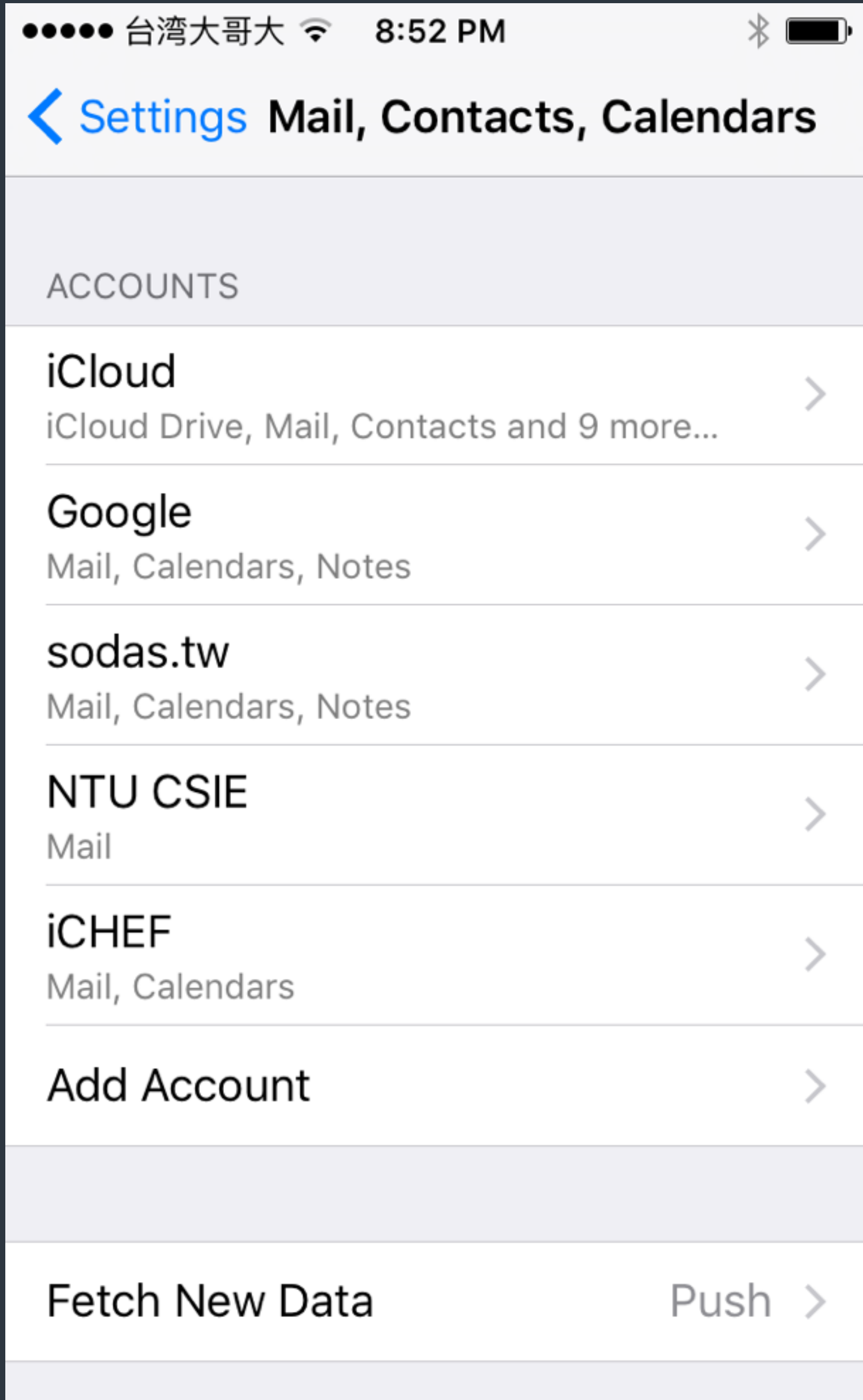


Repetition





Contrast



< Settings Mail, Contacts, Calendars

ACCOUNTS

iCloud >  
iCloud Drive, Mail, Contacts and 9 more...

Google >  
Mail, Calendars, Notes

sodas.tw >

Proximity



# Design Strategies

# 找到問題或需求

然後為了解決而設計一個服務



# Solution

- 尋找現有的方案或服務，找出差異性或不足的地方
- 找出 Target Audience  
給老人用？給小孩用？給新手用？
- 現有技術可提供新的解決方式嗎  
哪些技術符合 Target Audience 及我們的需求，包含提供更好的擴充性

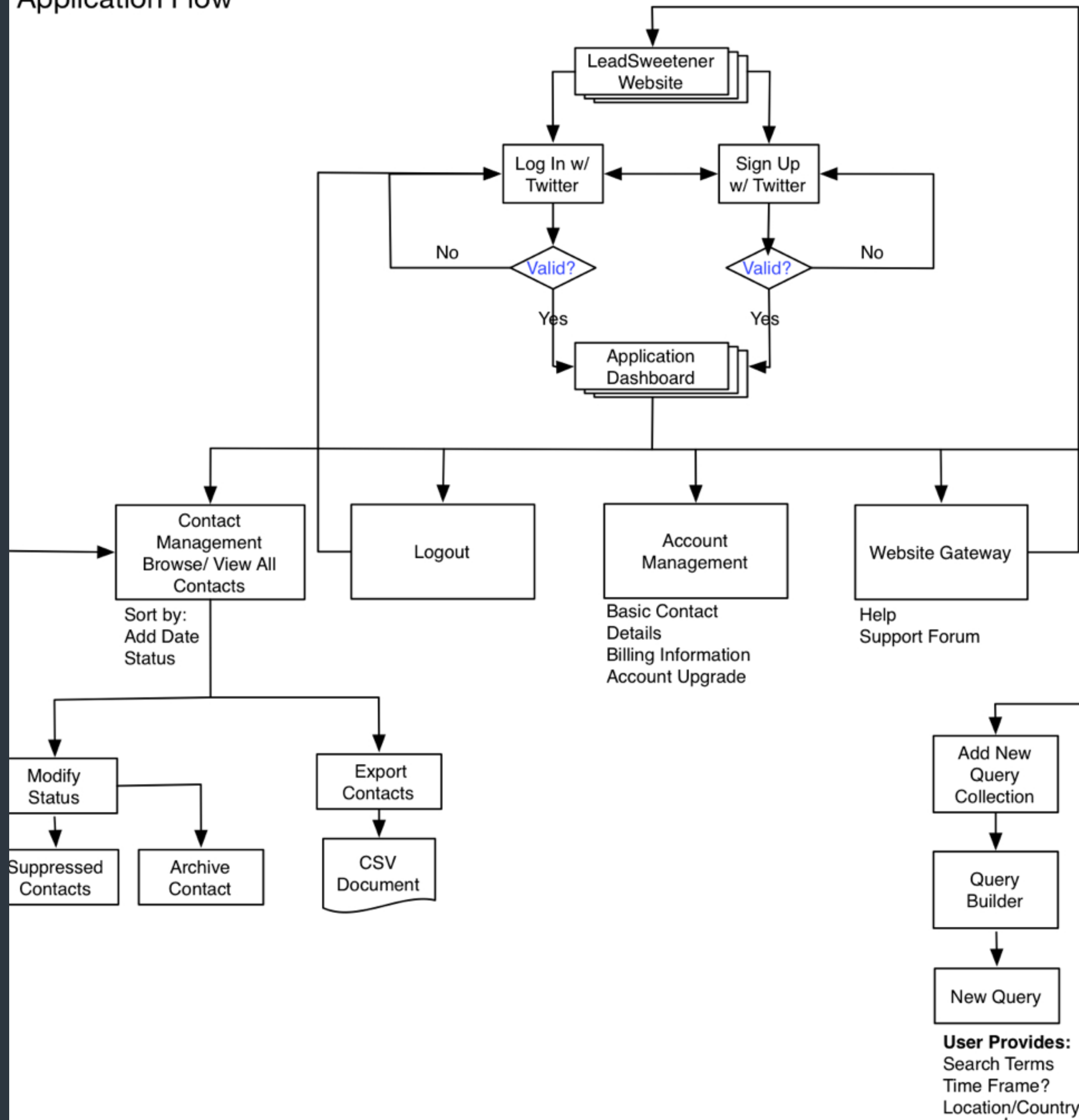




# Flow Chart

- 服務/解決方案的運作流程
- App的操作及使用流程

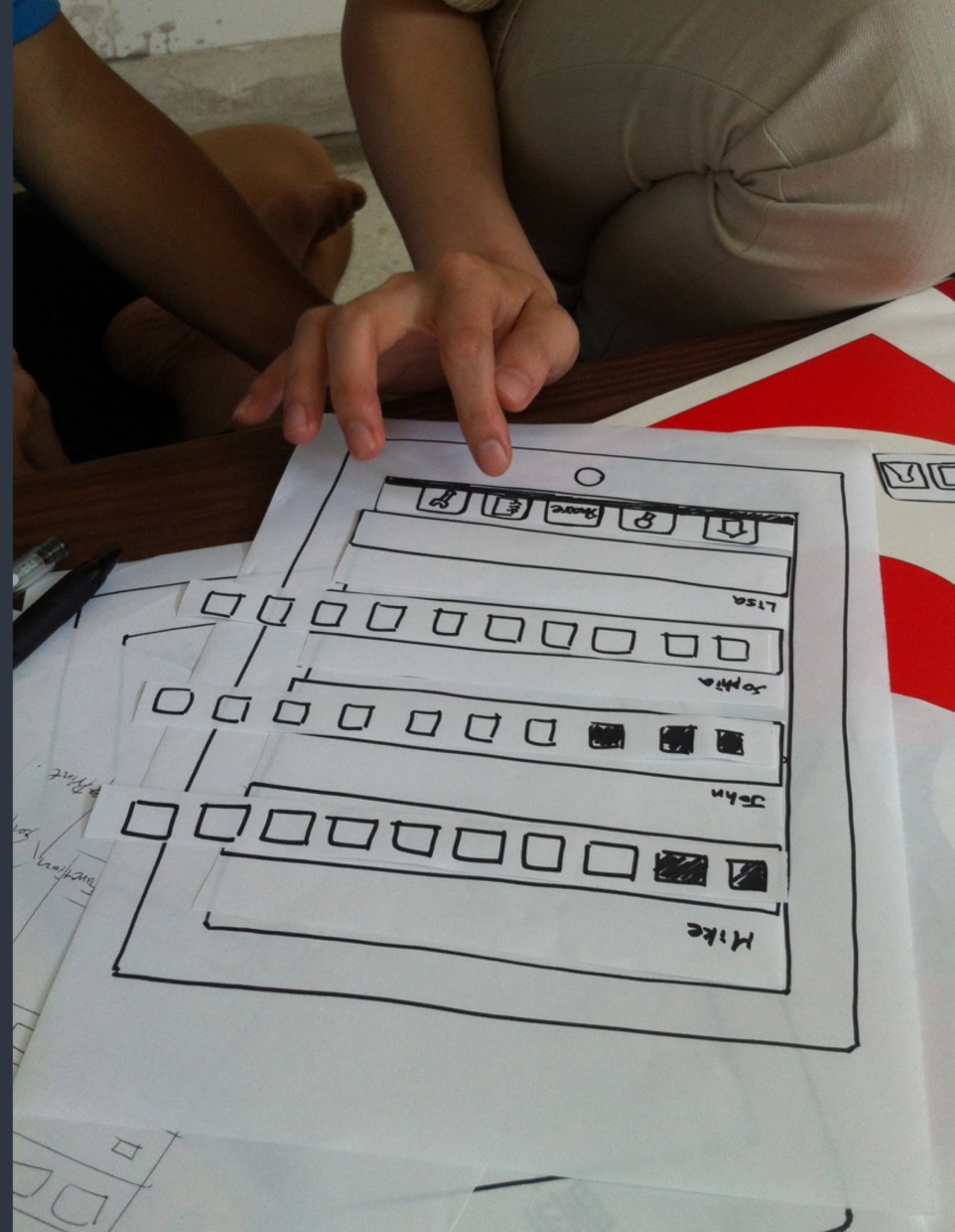
Application Flow





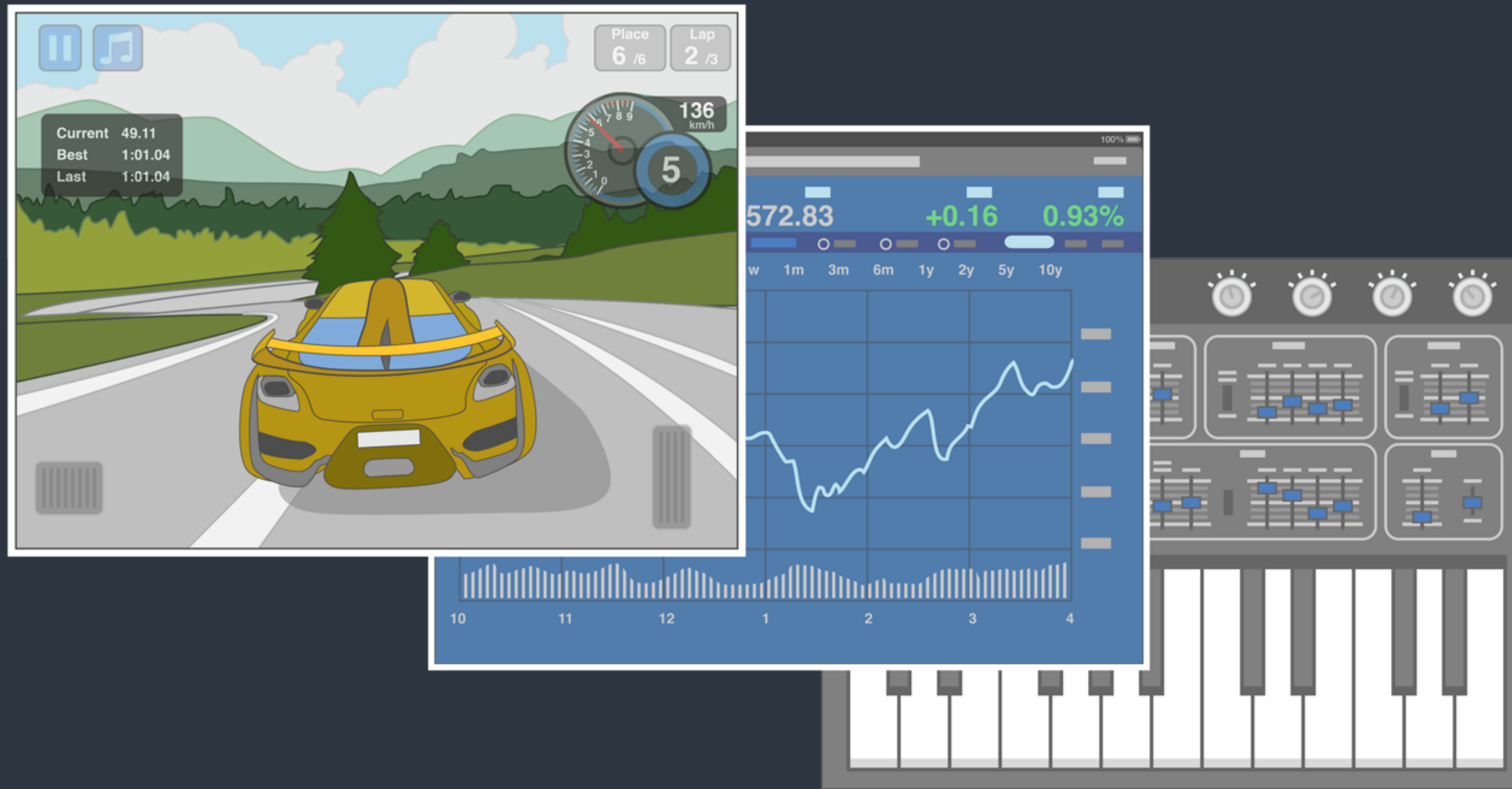
# Wireframe & Paper Prototyping

- 參考其他服務設計流程與介面  
因為人類會借用過往經驗
- 利用簡單的工具快速製作服務的「原型」  
包含使用介面、操作流程與互動的設計
- 「**手繪**」方便修改與調整  
「**紙**」可以快速模擬互動模式  
「**觀察**」並一再修正
- 找 Target Audience 開始測試吧！



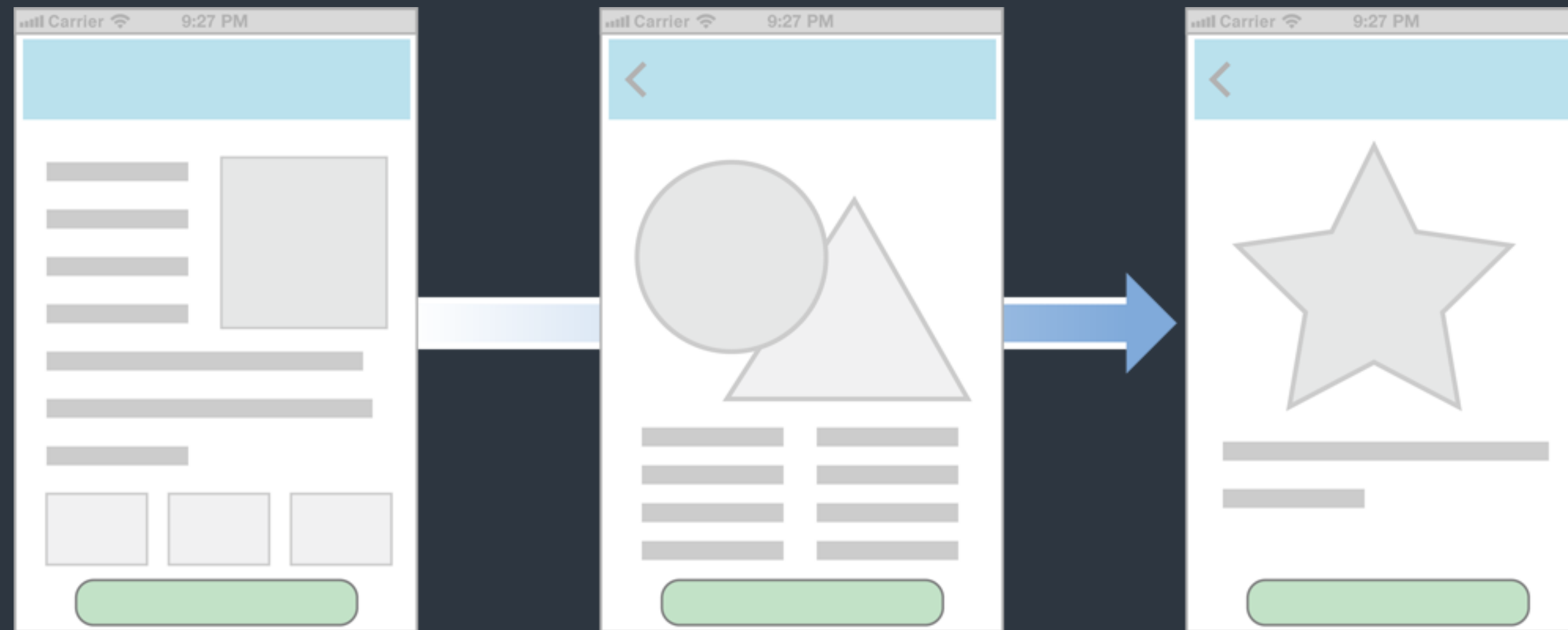


# Aesthetic Integrity



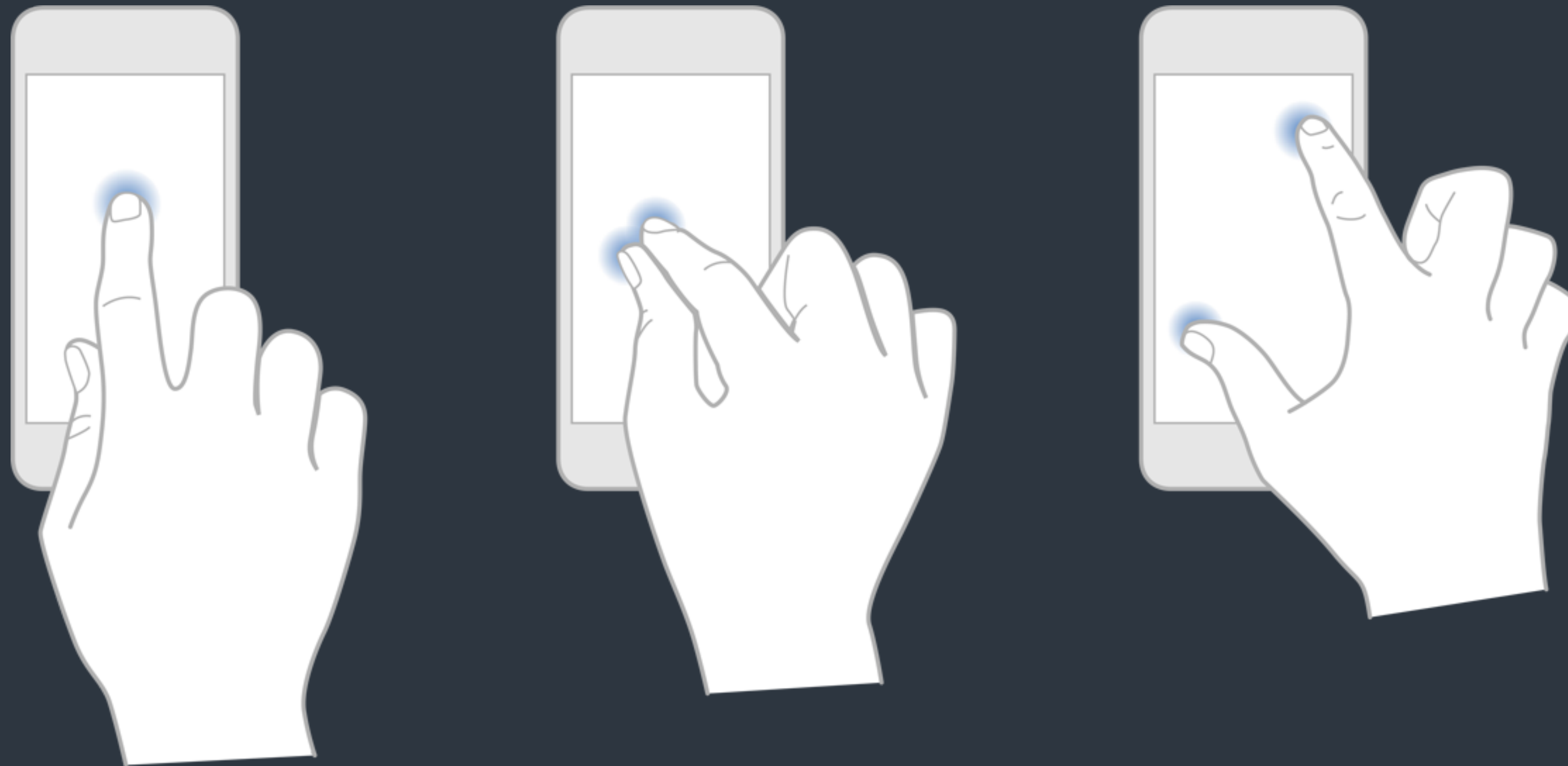


# Consistency

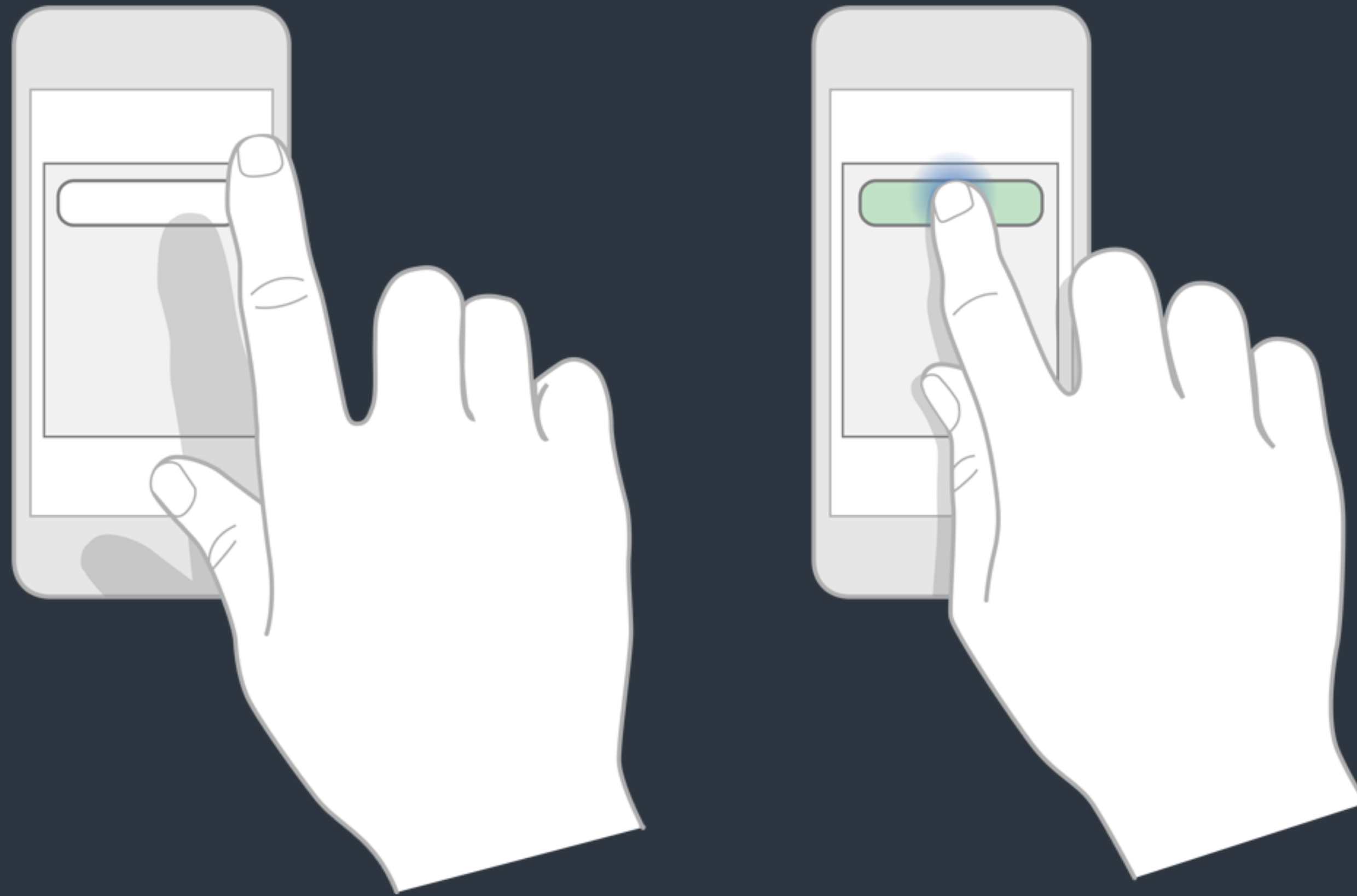


- Consistency lets people transfer their knowledge and skills from one part of an app's UI to another and from one app to another app.

# Direct Manipulation



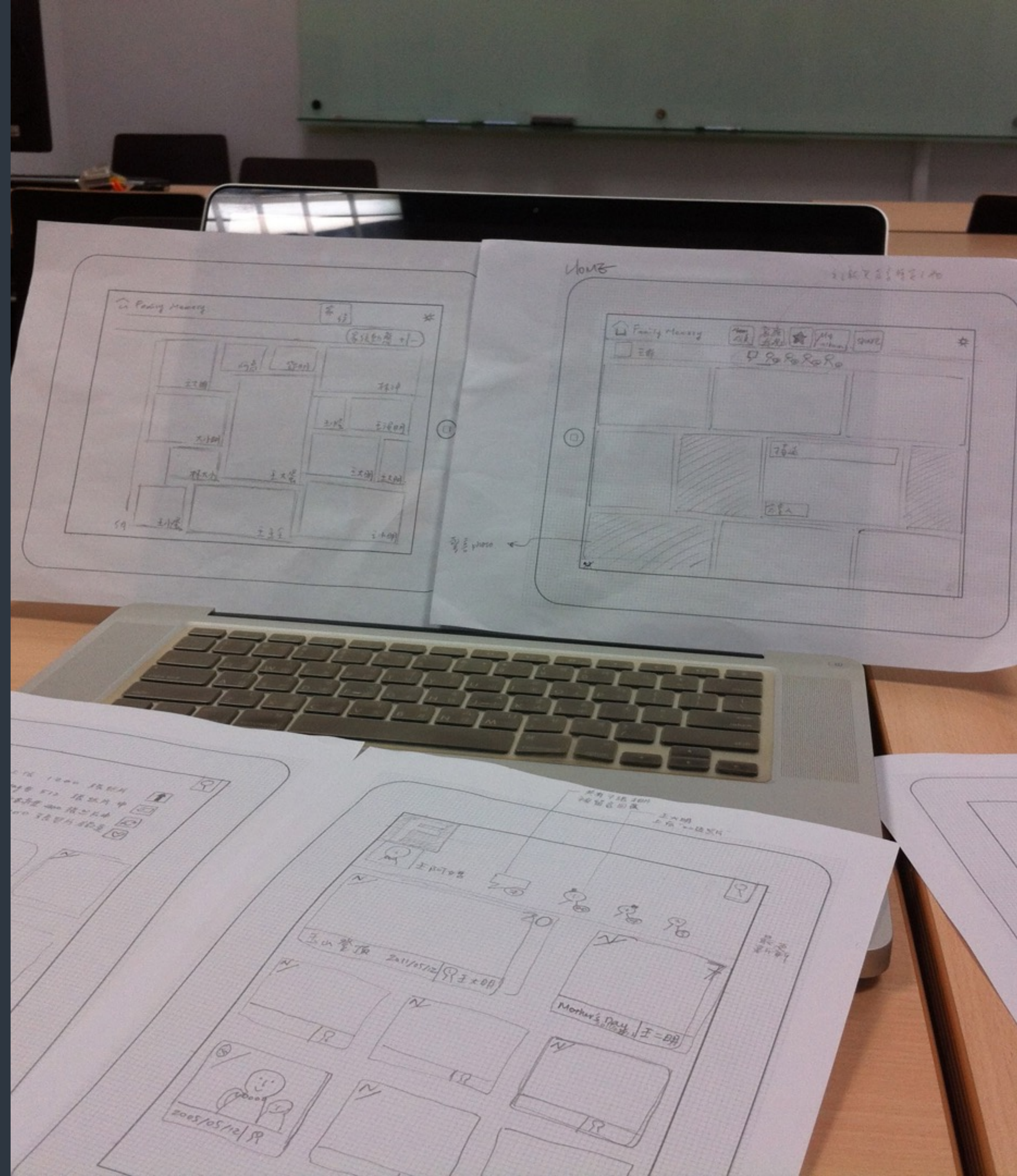
# Feedback





# Mockup

- 「原型」歷經多次測試與修正後，可以製成 Mockup，準備實做
- 定義細部畫面元素位置、大小等，以及按鈕或控制項的行為
- 介面設計師 (UI)、互動設計師 (UX) 與程式設計師 (Programmer) 開始討論細節，分工進行實作





# While writing code ...

- Focus on your product, use Open-Source packages and libraries for common utilities or elements.
- Following design patterns and conventions saves you from common issues which occurred to most developers.
- Use automation tools and test driven development to speed up.

# After writing code ...

- Test with target audience and fix the solution of how you solve “problems” iteratively.
- Promote your work with social media and communities.
- Analyze / Measure what you have done and decide what to do next.
- Find a business model.

# Case Study: From Desktop to iOS

# Mail

Inbox (4 messages)

Mailboxes: **Inbox** | VIPs | Sent | Flagged | Drafts

Sort by Date

- Apple Developer**  
Apple TV Tech Talk videos a  
Over the past few months, c  
learned how to design and c
- MIT Launch X – Becoming**  
Last day for Certificates, Fir  
Course Update Course Upda  
Becoming an Entrepreneur C
- Server-side Development**  
Course Start Date: Server-si  
Dear Dian-Je Tsai, Thank yo  
the Server-side Developmer
- JetBrains Sales**  
Your PyCharm upgrade sub  
Hello Dian Je Tsai! This is a  
order R213000 Your PyChar

**Apple Developer** February 25, 2016 at 12:24 PM AD

Helvetica 12 B I U

To: | +

Cc:

Bcc:

Subject:

From: Dian-Je Tsai – sodas@icloud.com Signature: **about.me**

Favorites  
**Birthday**  
Announcements  
Photos  
Stationery  
Sentiments

Dots Gift Banners Party Daisies

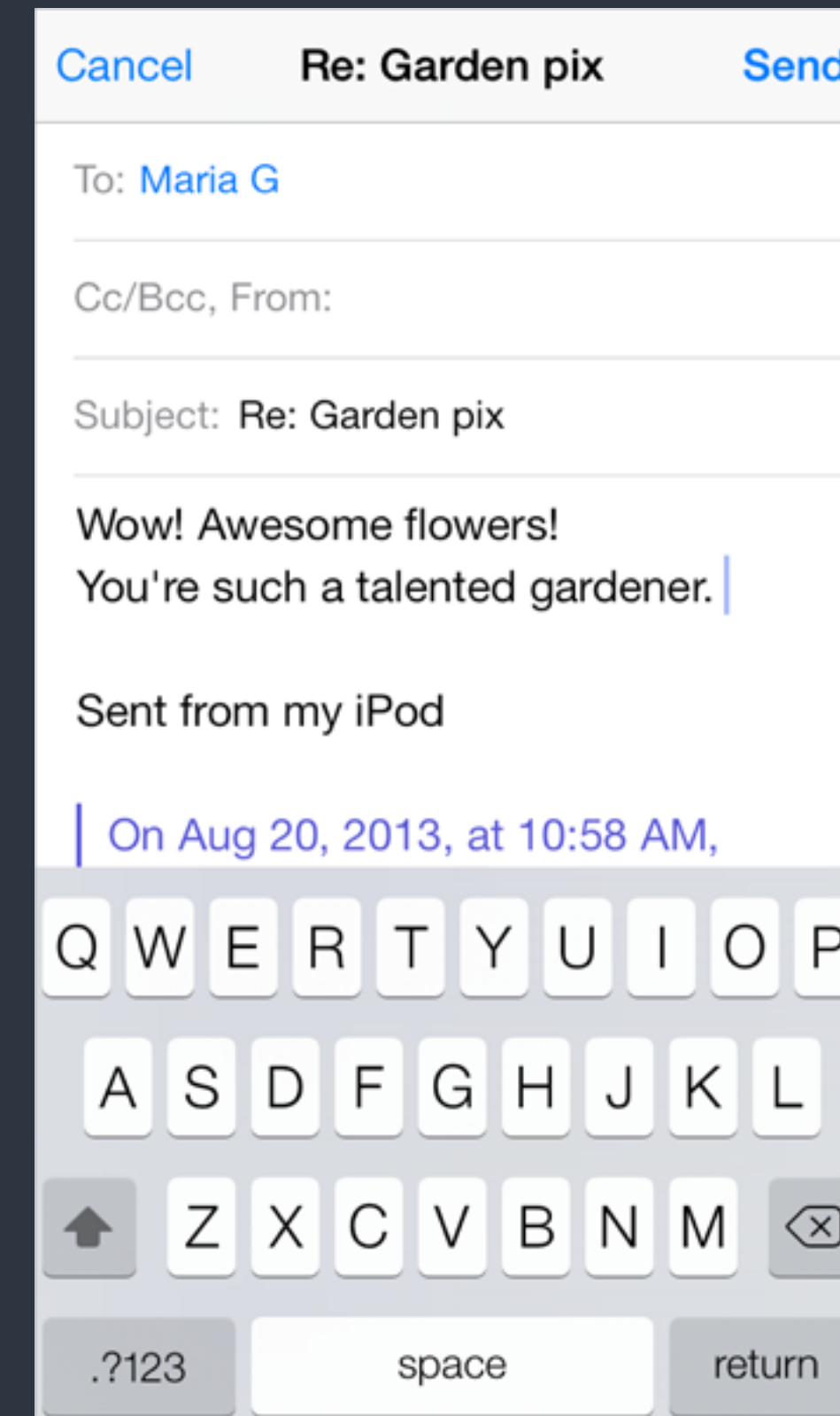
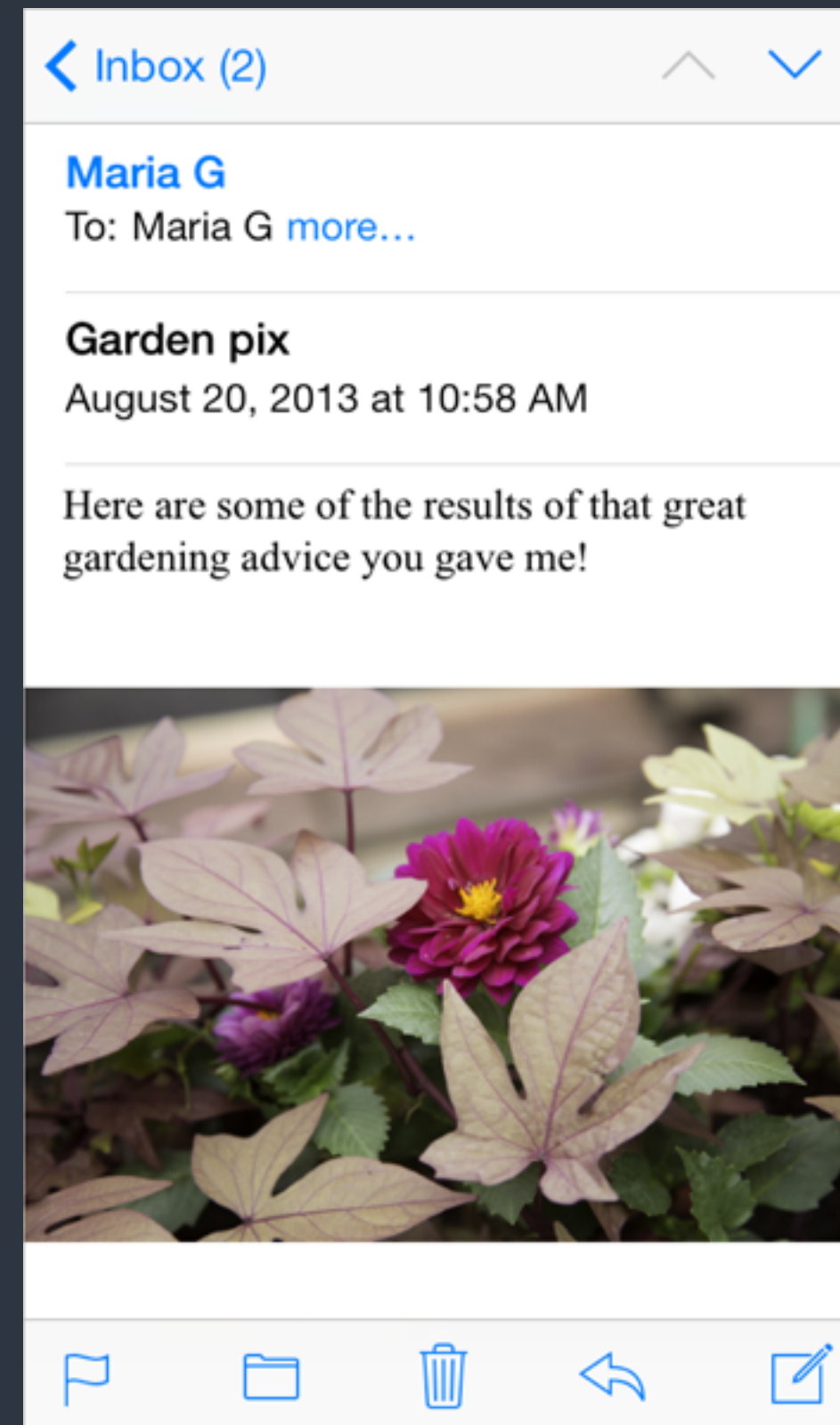
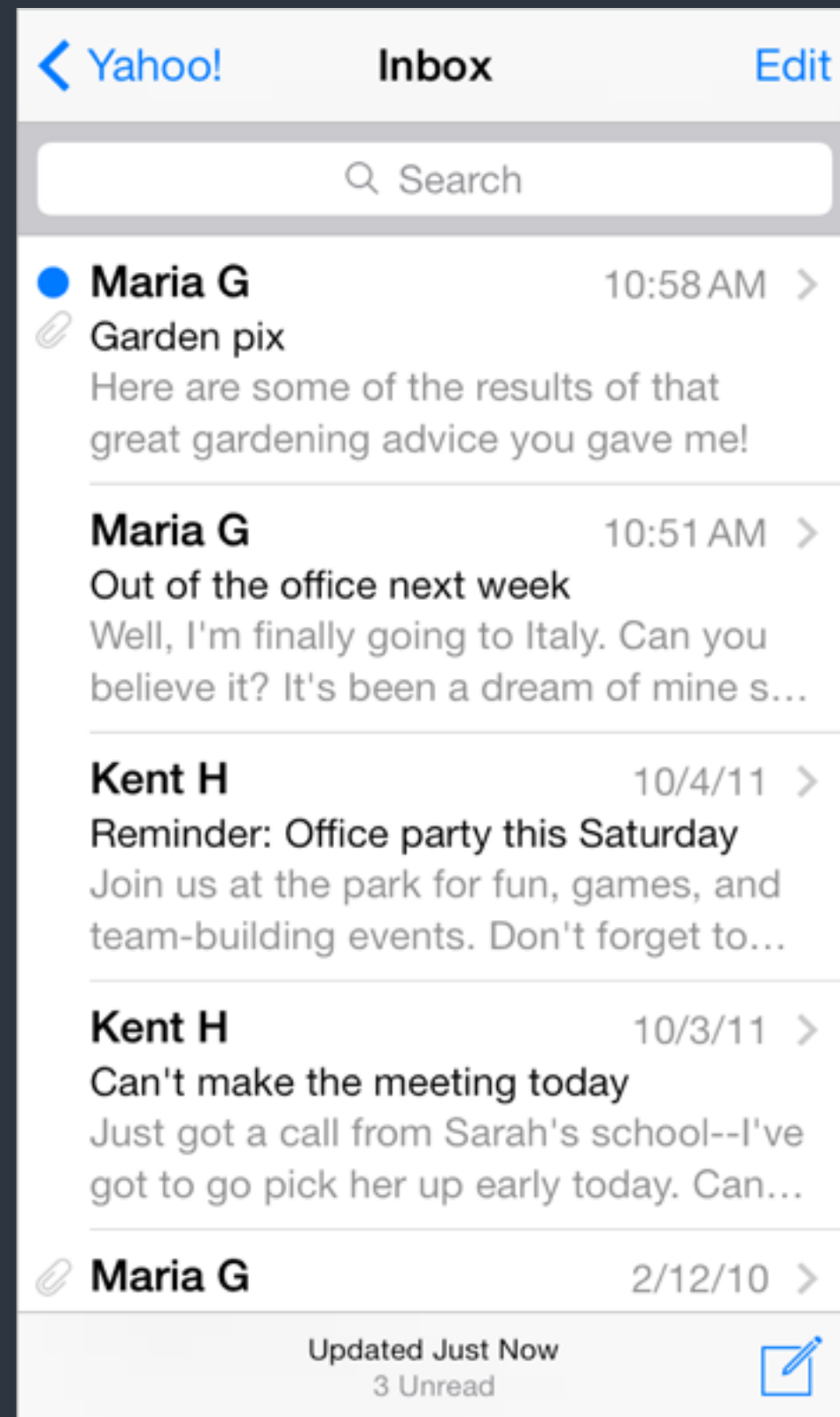
--  
sodas  
<http://about.me/sodastsai>



# Mail

- Mail on OS X is a very powerful program that allows users to create, receive, prioritize, and store email, track action items and events, and create notes and invitations.
- Mail on the desktop offers this powerful functionality in a couple of windows.

# Mail



# Mail

- It's important to realize that *Mail on iPhone isn't a better app* than Mail on the desktop; rather, it's Mail, redesigned for mobile users.
- By concentrating on a subset of desktop features and presenting them in an attractively lean UI, Mail on iPhone gives people the core of the Mail experience *while they're mobile*.

Keynote Sample *(in HIG)*

# Safari Web Content Guide

[https://developer.apple.com/library/ios/documentation/AppleApplications/Reference/SafariWebContent/Introduction/Introduction.html#//apple\\_ref/doc/uid/TP40002051-CH1-SW1](https://developer.apple.com/library/ios/documentation/AppleApplications/Reference/SafariWebContent/Introduction/Introduction.html#//apple_ref/doc/uid/TP40002051-CH1-SW1)

Design for iOS *(in HIG)*

# References

- [How C.R.A.P is Your Site Design?](#)

