

Nuance® Equitrac®

# UX Training

Session 5  
July 27, 2017

# UX Training Session Topics

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- First 2 sessions – focus on Pattern Guide
- Session3: Foundations of User Experience/Information Architecture deep dive
- Session4: Visual Design/Copy (writing)
- **Session5: General Best Practices**
- URL access: [training.authenticinsight.com](https://training.authenticinsight.com)  
Sign up!

# UX: General Best Practices

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Things will get messy, unless you make a constant effort to tidy up.



Small deviations between groups can result in big changes!



Team 2

Team 3

Team 1

# User Experience Consistency

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- Ensure teams do things the same way (interactions, layout, styling)
- Custom tweaks (at team level) need to be shared with rest of Dev. Make sure tweak doesn't mess up things elsewhere
- One little change can have repercussions.... diverging paths
- Same problem set can end up with 2 (or more) ways of letting the user interact. Not necessarily one way is preferred...just need to make sure there's consistency

New design variations seen so far:

- Icons displayed in sidebar nav (for embedded device types)
- Multiple tables on a page. Design recommendation: NO

Let the Pattern Guide be your Guide



**Equitrac Redesign**

Pattern Guide

Named Equitrac | @equitrac

# User Experience Consistency

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- We created the Pattern Guide to assist standard and consistent designs across the application
- We're doing this UX training
- Also have shared components
- Necessary to share any new UX designs (or new variations) between Dev teams



# Modal Windows & Overlays

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# Modal Windows

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## When to use:

- Need to get user's attention
- Need user input
- Want to display additional information
- Want to keep the user in context of the parent/initiating page

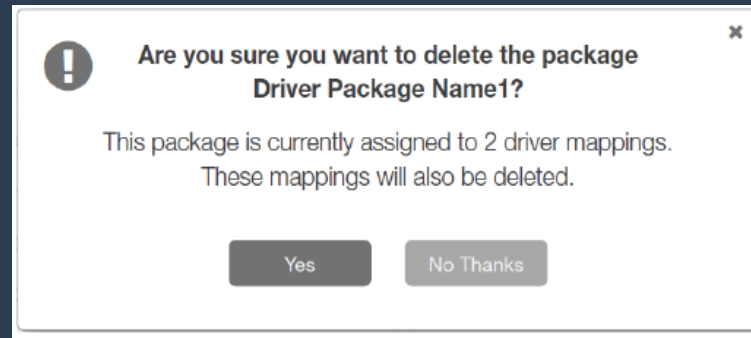
## When not to use:

- For field errors, success or warning messages. Keep these in page context. Use "toast" instead.

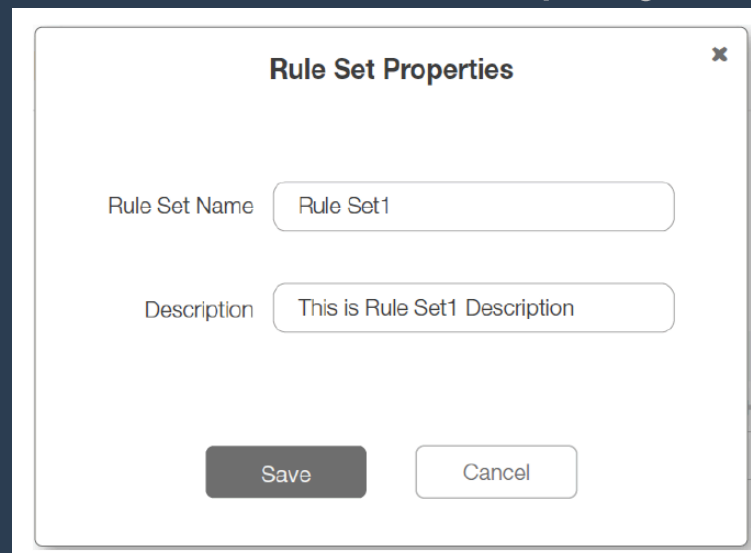
# Modal Windows Examples

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## Dialog/confirmation



## "Quick" info collection or display



# Modal Windows

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## Window should have

- “Escape hatch”
  - Cancel button
  - Close button/icon
  - Keyboard accessibility to close (escape key)
- Descriptive title/primary message
  - Not too long
  - Use direct language
  - Button action tied to primary message
- Buttons
  - Button labels should have actionable, understandable words

# Modal Windows – Size & Location

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The goal is to keep the parent window context...

- Should not take up the whole screen view. Content should fit the window. If a scrollbar is needed, consider creating a new page instead.
- **Location** – upper half of the screen because in mobile view modal may be lost if placed lower
- **Size** – Try not to use more than 50% of the screen

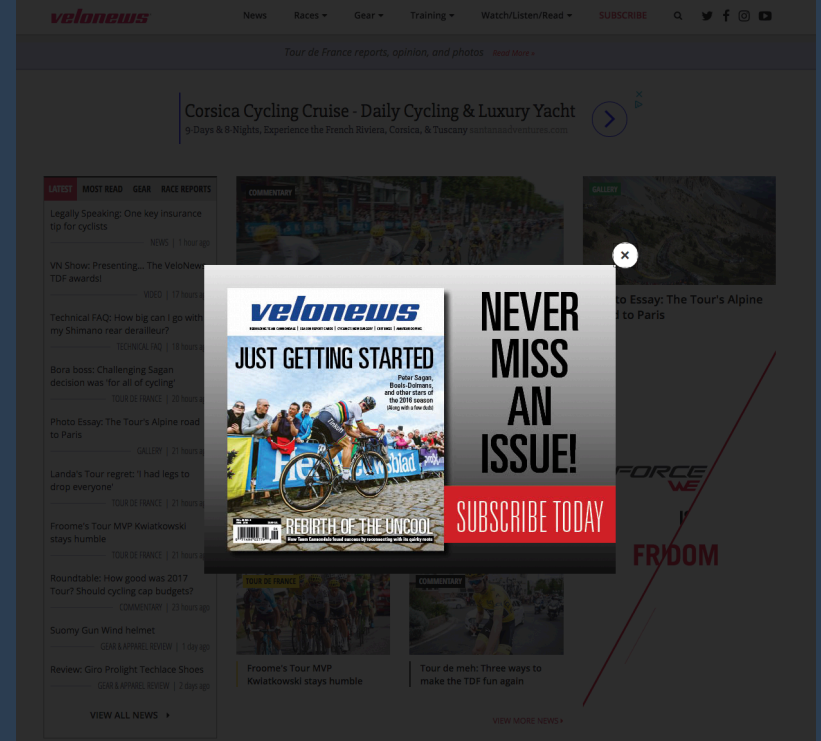
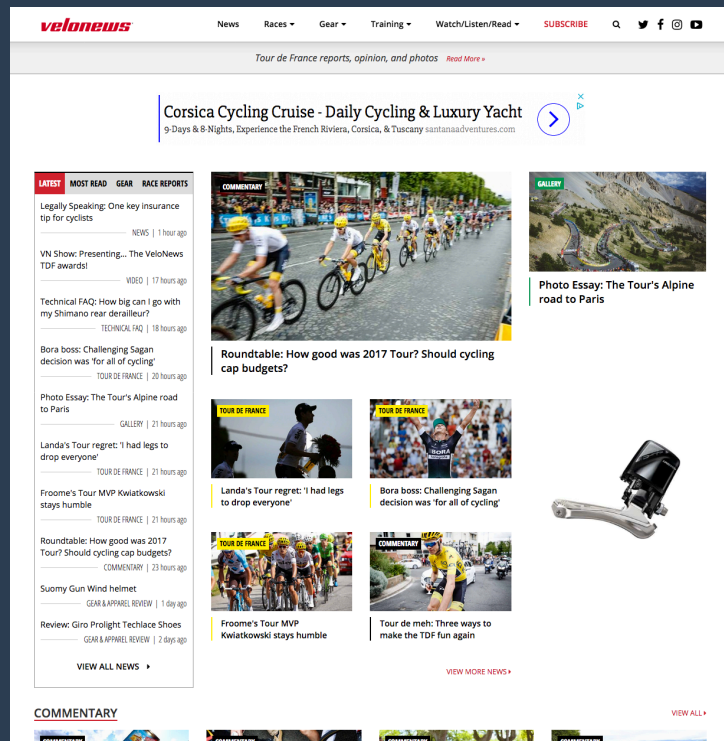
# Modal Windows - Focus

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- Use a lightbox effect (disable/darken the background). Draws attention to the modal and indicates that the user can't interact with the parent page.
- Accessibility Tip: put the keyboard focus on the modal

# Modal Windows – User Initiated

Consumer sites sometimes pop open a modal window for advertising...



# Modal Windows – User Initiated

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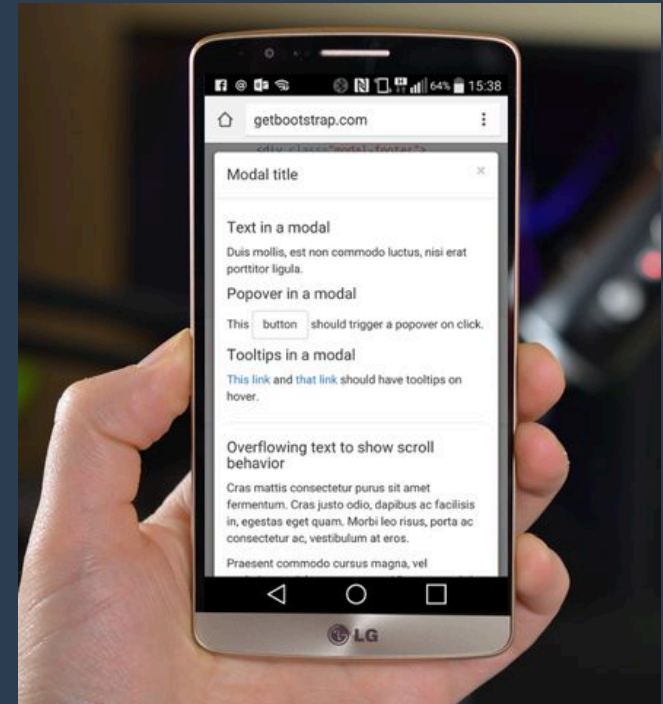
Don't surprise the user by popping up a modal in Business Productivity Apps.

Let a user's action trigger the modal (like a button click, selecting a link or options)



# Mobile Modals

- Most often modals in mobile don't work well
- Viewing the content is difficult because modals either are too large, taking up too much screen space or too small
- Other option – new screen (with back or close button) – can lose parent context though



# Goal: No Modal on top of Modal

The screenshot shows a web application interface with a dark theme. At the top right, there are navigation elements: "Select Language", "Website", "Chuck Mc", and "0". The main content area is divided into two sections: "Ticket Details" and "Workshop Details".

**Ticket Details:**

- Chuck Mc
- coach
- Member365
- amplifyams@gmail.com

**Workshop Details:**

This workshop covers ...

**Workshops Table:**

	Workshop Name	Summary	Date	Time	Seats	Fee
<input checked="" type="checkbox"/>	Asphalt Modification	<a href="#">View Details</a>	November 12, 2017,	8:00 AM - 12:00 PM	49	\$70.00

At the bottom of the modal, there are two buttons: "Close" (red) and "Save" (green).

Below the modal, there is an "Add Ticket" button and a table with the following data:

Ticket	Type	Fee	Name	Action
1	Conference Registration - Early Bird Fee	\$665.00	Chuck Mc, coach, Member365	<a href="#">Select Ticket Options</a>   <a href="#">Remove</a>

# If you have to spawn another modal...

- Make sure 1<sup>st</sup> modal is in a background style state
- Position the second modal slightly lower

The screenshot shows a web application interface with two overlapping modals. The background modal is titled 'Ticket Details' and contains user information for 'Chuck Mc' (coach, Member365, amplifyams@gmail.com) and a table of workshops. The foreground modal is titled 'Workshop Details' and contains the text 'This workshop covers ...' and a 'Close' button. The background modal also has 'Close' and 'Save' buttons at the bottom right.

**Ticket Details**

Chuck Mc  
coach  
Member365  
amplifyams@gmail.com

**Workshops**

Workshop Name	Seats	Fee
<input checked="" type="checkbox"/> Asphalt Modification	49	\$70.00

**Workshop Details**

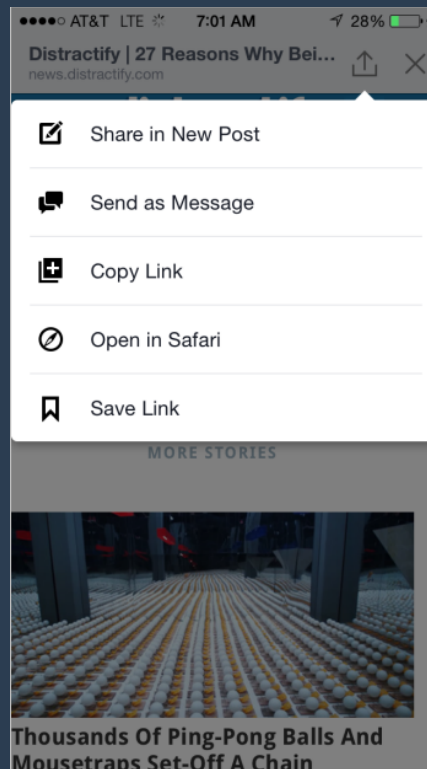
This workshop covers ...

Ticket	Type	Fee	Name	Action
1	Conference Registration - Early Bird Fee	\$665.00	Chuck Mc, coach, Member365	<a href="#">Select Ticket Options</a>   <a href="#">Remove</a>

# Overlay Example

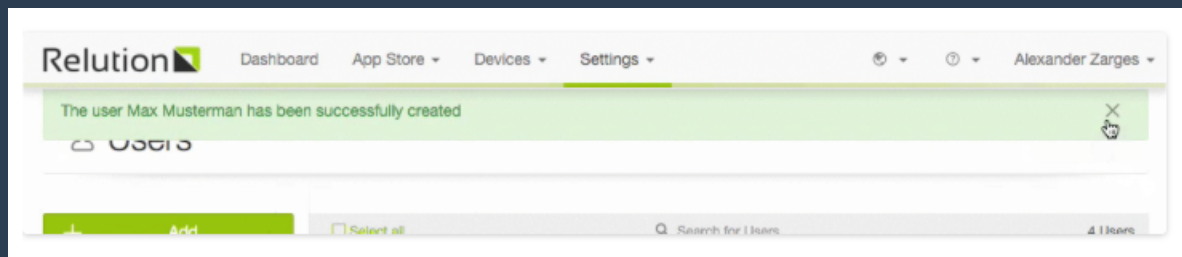
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- Modal experiences also called “overlays”, lightboxes
- Tap/select outside window to close – rather than “X” or Close button



# “Toast” – Non Modal Overlay

- Small alert message that shows up in a and disappears on its own after few seconds
- Toasts used for errors, success or warning alert messages
- Provides feedback about an operation – usually an activity that was initiated by the user
- Want to keep message in page context
- Message doesn't require specific attention that would prevent the user from continuing to use the application



# Forms

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# Forms - Goal

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- Get people to fill out the forms as easily & quickly as possible
- Prevent errors ahead of time

# Form Field Layout & Order

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- Order fields logically from a user's perspective, not the application or database logic
- Group associated fields– within a section on the page, or use page navigation for grouping






# Form Example: Field Grouping & Layout

The screenshot shows a web browser window with the Nuance Equitrac logo in the top left. The user is logged in as John Smith. The page title is 'Xerox WorkCenter 7970'. The left sidebar contains a 'Settings' menu with 'General' selected, and other sections like 'Embedded Device', 'External Print Queue Device', and 'Managed Print Queue(s)'. The main content area is titled 'General Settings' and includes a 'Definition' section with the following fields:

- Name \* (Text input: Xerox WorkCenter 7970)
- Hostname/IP Address \* (Text input: 10.17.77.1)
- Description (Text input)
- Manufacturer (Dropdown: Xerox)
- Model (Dropdown: Xerox 7970)
- Monochrome Settings (Dropdown: Monochrome)
- Location (Dropdown: 2nd Floor)
- SNMP Configuration (Dropdown: Default [Display Default Value])

Below these fields, the 'Type' is set to 'Physical Device' and the 'Hardware Address' is '9C:93:4E:33:35:56'. There is also a 'Labels' section with a dropdown menu set to 'Select'.

# Form Example: Field Grouping & Layout

☰ Settings    

- Home
- Collections
- Communities
- Profile
- People
- Events
- Notifications
- Settings
- Send feedback
- Help

### General

Who can send you notifications? Extended circles [LEARN MORE](#)

Who can comment on your public posts? Anyone [LEARN MORE](#)

Who can see your '+1s on posts' activity? Only you [LEARN MORE](#)

Keep track of your +1s, posts, comments and more in your [Activity log](#)

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### Photos and Videos Shared on Google+

Show locations by default when you share Google+ albums  [LEARN MORE](#)

Allow viewers to download my photos and videos shared on Google+

Don't feature my publicly shared Google+ photos as background images on Google products and services  [LEARN MORE](#)

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### Profile

Show your Google+ Communities posts on your profile [LEARN MORE](#)

Help others discover my profile in search results. [LEARN MORE](#)

Who can see the 'People in your circles' section on your profile? Public

Show people who have added you to circles

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### Stream

Restrict stream to single-column layout on all screen sizes

Autoplay animated images in the stream (only applies to Google+ on the web): On desktop only

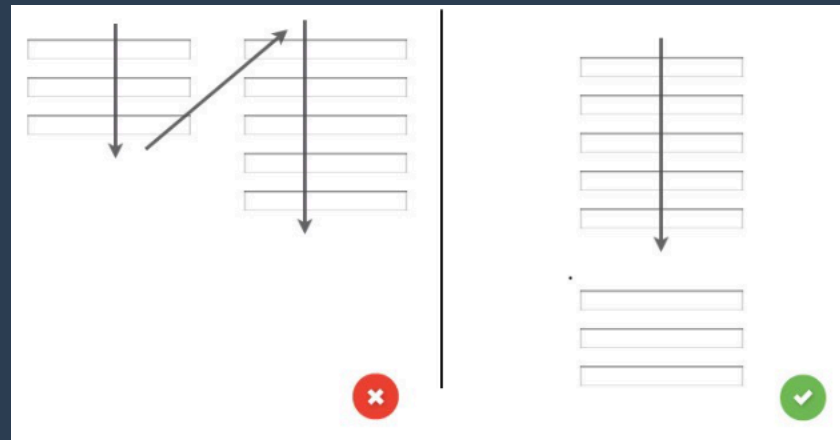
Animate comment previews

Number of Trending & Recommended posts to show in stream More

# Form Field Placement

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- Display fields in a single column (only ask one question per row)
- Reading in a Z pattern is more difficult for the user. Single column – straight line down the page is easier for completion and comprehension.



# Form Field Label Placement

## Top Aligned

### Pros

- Tends to reduce time for user to complete form – easy to read input label & field together
- Good for responsive page layouts
- Works well for localization or long labels

### Cons

- Takes up a lot of vertical real estate

**Top Aligned**

Label:

Longer Label:

Even Longer Label:

One More Label:  Value 1  Value 2

This screenshot shows a form titled "Top Aligned". The labels "Label:", "Longer Label:", and "Even Longer Label:" are positioned to the left of their respective input fields. The "Longer Label:" field is a dropdown menu with "Select Value" selected. The "One More Label:" section has two radio buttons, with "Value 1" selected.

## Right Aligned

### Pros

- Takes up less vertical real estate

### Cons

- Bit slower to complete
- Label width variation creates stagger – makes harder to scan

**Right Aligned**

Label

Longer Label

Even Longer Label

One More Label  Value 1  Value 2

This screenshot shows a form titled "Right Aligned". The labels "Label", "Longer Label", and "Even Longer Label" are positioned to the right of their respective input fields. The "Longer Label" field is a dropdown menu with "Select Value" selected. The "One More Label" section has two radio buttons, with "Value 1" selected.

## Left Aligned

### Pros

- Takes up less vertical real estate
- Easiest for user to scan labels
- Good for forms with lots of optional fields or unfamiliar data (like preferences, settings)

### Cons

- Longest to complete – label & input not so closely associated

**Left Aligned**

Label:

Longer Label:

Even Longer Label:

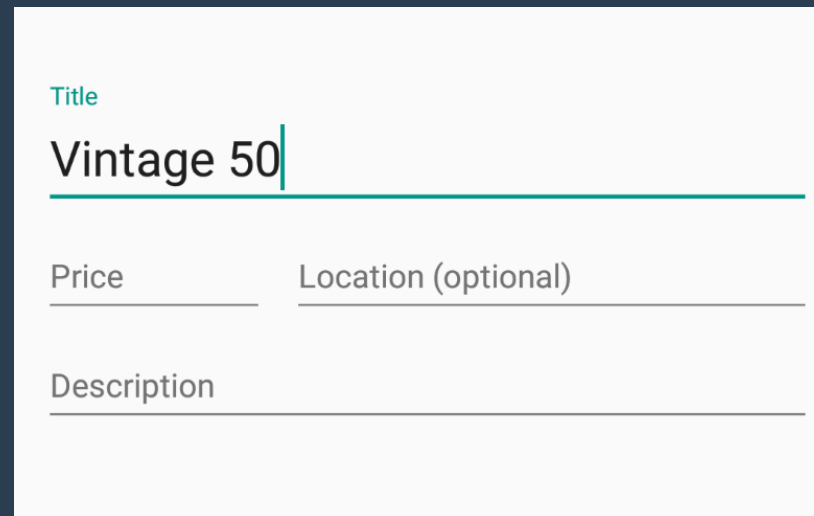
One More Label:  Value 1  Value 2

This screenshot shows a form titled "Left Aligned". The labels "Label:", "Longer Label:", and "Even Longer Label:" are positioned to the left of their respective input fields. The "Longer Label:" field is a dropdown menu with "Select Value" selected. The "One More Label:" section has two radio buttons, with "Value 1" selected.

# Floating Label Pattern

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- Mobile pattern seen more and more in desktop environment
- Mostly in consumer sites that don't have forms with a lot of fields to fill in



Title

Vintage 50

Price Location (optional)

Description

# Form Text

- Make sure labels are short and descriptive – makes scanning easier
- Labels aren't help or info text
- Provide help/information for unfamiliar fields

Release Documents Behavior

Release documents at assigned Control Terminal

Release documents from Pull Group

[Manage your Pull Groups >](#)

Use Pull Groups to lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

FULLNAME

EMAIL ADDRESS  
Example: john@gmail.com

BARCODE [What's this?](#)  
Example: CEOXXXXXXXXBG

**BARCODE**

The barcode is available on the receipt given to you when you paid for the shipment of your parcel.

Foreign Parcel	
Country:	GERMANY
Addressee:	AMAZON
Weight:	2.300 kg
Barcode:	CEO90005896MT
Price:	26.20
Stamps Affixed:	0.00

[GOT IT](#)

# Form Field Selection Defaults

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- Only have default selections for field values that a large portion of your user's will select (e.g. 90%). Otherwise, likely to introduce errors as users often just skip reading the field and keep the default value.
- If it's a required field, be really sure users will most often want the default selection
- Smart defaults (e.g. pre-filled fields based on a dependency, location...) can make form filling faster and more accurate. Be cautious – user will most likely keep the default value.

# Form Validation & Error Handling

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## Minimize errors ahead of time

- Use clear & understandable labels
- Use real-time inline field validation (where possible), with informative error messages (WWAHHS)
- Input format requirements - be as forgiving as possible
- Use input masks for formatting accuracy



# Field Validation & Errors

## Submit Job Advertisement

You Are Here: / [Dashboard](#) / [Job Bank](#) / Update Job

Employers interested in placing an ad on the website must fill out the below online Employment Ad Submission form.

### Part I — Employment Listing

The following employment listing fields are required:

- Job Title

Job Title:

Company Name:

Job Description:

Rich text editor toolbar with icons for Cut, Copy, Paste, Undo, Redo, Bold, Italic, Underline, Bulleted List, Numbered List, Indent Left, Indent Right, Link, and Unlink. Below the toolbar is a large text area for the job description.

City:

Country:

Region:  [View Map](#)

Job Category:

Job Type:

Salary Range:

Job Post Logo:

- Minimize errors ahead of time
- Show required fields (or optional) fields
- Make sure errors are associate with field(s) in error. Use color, symbol and message to associate error with a field

Input with danger

Sorry, that username's taken. Try another?

# Tables

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# Tables- Object -> Action

## Example of what NOT to do

Selecting the action before the specific object (to perform action on)

The screenshot shows the Member365 dashboard. The 'Financial' menu is open, displaying options: Manage Invoices, Invoice Lookup, Accounts Receivable, Accounts Payable, Journal Entries, Revenue Report, and ARB Report. The 'Modify' option is highlighted in blue. In the background, an 'Engagement' line chart is visible, showing data points from May 20th to June 23rd.

The screenshot shows the 'Modify Invoices' page in Member365. It features a table with the following columns: Invoice #, Contact, Created, Status, and Viewed. The table contains 17 rows of invoice data.

Invoice #	Contact	Created	Status	Viewed
WEB-2017-60	Shawn Fogarty	2017-06-13	Pending Payment	<input checked="" type="checkbox"/>
WEB-2017-57	Joe	2017-06-12	Draft	<input type="checkbox"/>
WEB-2017-56		2017-06-12	Draft	<input type="checkbox"/>
WEB-2017-55	Shawn Fogarty	2017-05-28	Pending Payment	<input checked="" type="checkbox"/>
WEB-2017-54	Richard Potter	2017-05-22	Paid	<input type="checkbox"/>
WEB-2017-52	Shawn Fogarty	2017-04-18	Pending Payment	<input checked="" type="checkbox"/>
WEB-2017-48		2017-04-11	Draft	<input type="checkbox"/>
WEB-2017-47	Jefri Adnan Abdul Manan	2017-03-24	Draft	<input type="checkbox"/>
WEB-2017-46	Jefri Adnan Abdul Manan	2017-03-24	Draft	<input type="checkbox"/>
WEB-2017-44	Shawn Fogarty	2017-03-17	Paid	<input checked="" type="checkbox"/>
WEB-2017-41	Richard Potter	2017-02-12	Paid	<input type="checkbox"/>
WEB-2017-40		2017-02-03	Paid	<input type="checkbox"/>
WEB-2017-36	Shawn Fogarty	2017-01-27	Pending Payment	<input checked="" type="checkbox"/>
WEB-2017-34	Shawn Fogarty	2017-01-23	Paid	<input checked="" type="checkbox"/>
WEB-2016-29	Richard Potter	2017-06-12	Pending Payment	<input checked="" type="checkbox"/>

The screenshot shows the 'Delete Invoices' page in Member365. It features a table with the following columns: Invoice #, Contact, Created, and Status. The table contains 17 rows of invoice data, identical to the 'Modify Invoices' page.

Invoice #	Contact	Created	Status
WEB-2017-60	Shawn Fogarty	2017-06-13	Pending Payment
WEB-2017-57	Joe	2017-06-12	Draft
WEB-2017-56		2017-06-12	Draft
WEB-2017-55	Shawn Fogarty	2017-05-28	Pending Payment
WEB-2017-54	Richard Potter	2017-05-22	Paid
WEB-2017-52	Shawn Fogarty	2017-04-18	Pending Payment
WEB-2017-48		2017-04-11	Draft
WEB-2017-47	Jefri Adnan Abdul Manan	2017-03-24	Draft
WEB-2017-46	Jefri Adnan Abdul Manan	2017-03-24	Draft
WEB-2017-44	Shawn Fogarty	2017-03-17	Paid
WEB-2017-41	Richard Potter	2017-02-12	Paid
WEB-2017-40		2017-02-03	Paid
WEB-2017-36	Shawn Fogarty	2017-01-27	Pending Payment
WEB-2017-34	Shawn Fogarty	2017-01-23	Paid
WEB-2016-29	Richard Potter	2017-06-12	Pending Payment

# Tables- Object -> Action

## Examples of what to do

Selecting the object and then the action

The screenshot shows a file management interface for a folder named "Equitrac\_TeamShare". A table lists files with columns for Name, Modified, and Members. The file "Components\_WIP" is selected. A context menu is open, showing actions like Share, Download, Rename, Move, Copy, and Delete.

Name	Modified	Members
<input checked="" type="checkbox"/> Components_WIP	--	Authentic Insight
<input type="checkbox"/> customer interviews	--	Authentic Insight
<input type="checkbox"/> Design	--	Authentic Insight
<input type="checkbox"/> Equitrac Demos	--	Authentic Insight
<input type="checkbox"/> Equitrac_NuanceShare	--	Authentic Insight

The screenshot shows a context menu for a file named "when to use sidebar nav.ppt". The menu items are: Download, Add comment, Version history, Rename, Move, Copy, and Delete.

Dropbox

The screenshot shows a calendar management interface. On the left is a calendar for June 2017. The main area is titled "Calendars" and shows a list of calendars with buttons for "Add New Calendar", "Preview", "Availability", "Settings", and "Direct Scheduling Link".

Acuity

# Tables- Object -> Action

## Example of what to do

Selecting the objects and then the action

The screenshot displays a web application interface for managing physical devices. At the top, there are several controls: a 'Labels' dropdown, a 'For Selected Device(s)' label, a 'Select Action' dropdown menu, and a '+ Add Physical Device' button. The main content is a table with columns for 'Physical Device Name', 'IP Address', 'Manufacturer & Model', 'Color', 'Embedded Device', and 'Location'. The table contains 12 rows of data. A context menu is open over the first four rows, which are selected. The menu options include: Labels, Location, Manufacturer & Model, Port Settings, Price List, Print Driver, Pull Group(s), Routing Group, Secure Printing, Tracking Behavior, Workstation Routable, Edit All, and Delete.

Physical Device Name	IP Address	Manufacturer & Model	Color	Embedded Device	Location
<input checked="" type="checkbox"/> Ricoh Aficio MP C2800			No		1st Floor
<input type="checkbox"/> Xerox WorkCentre 7855			Yes	Embedded Device Name	2nd Floor
<input checked="" type="checkbox"/> Xerox WorkCentre 7970			Yes	Embedded Device Name	2nd Floor
<input checked="" type="checkbox"/> Another Physical Device			No		1st Floor
<input checked="" type="checkbox"/> Another Physical Device			Yes	Embedded Device Name	2nd Floor
<input type="checkbox"/> Another Physical Device			Yes	Embedded Device Name	2nd Floor
<input type="checkbox"/> Another Physical Device			No		3rd Floor
<input type="checkbox"/> Another Physical Device	10.17.77.7	Xerox 6679-mmb	Yes	Embedded Device Name	3rd Floor
<input type="checkbox"/> Another Physical Device	10.17.77.8	Xerox 7676	Yes	Embedded Device Name	1st Floor
<input type="checkbox"/> Another Physical Device	10.17.78.3	Ricoh 4456-sc	No		2nd Floor

# More Table Best Practices

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- Fixed column header – scroll below
- Sortable columns
- First column should be the most relevant
- If horizontal scroll – keep first column in place as an anchor
- Expandable rows – to view more details
- Filtering
- Searching (for large data sets)

Good table design reference:

“Designing better data tables” by Andrew Coyle

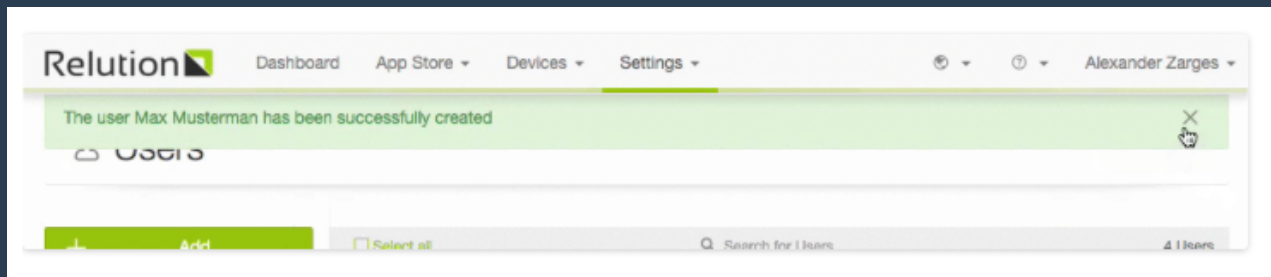
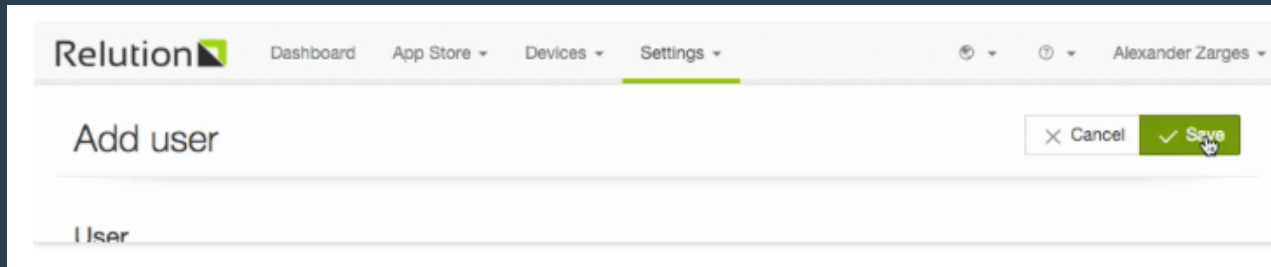
<https://uxdesign.cc/design-better-data-tables-4ecc99d23356>

# Informative Feedback

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# Provide Informative Feedback to the User

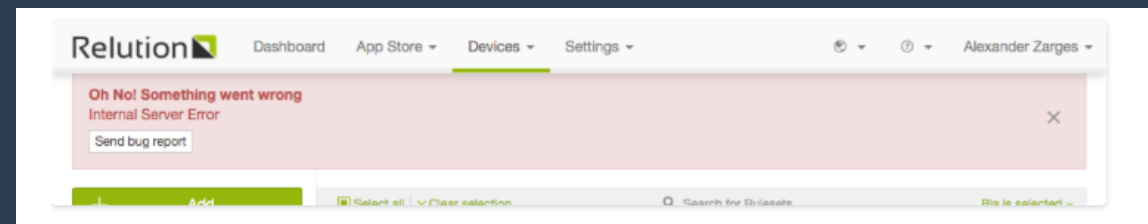
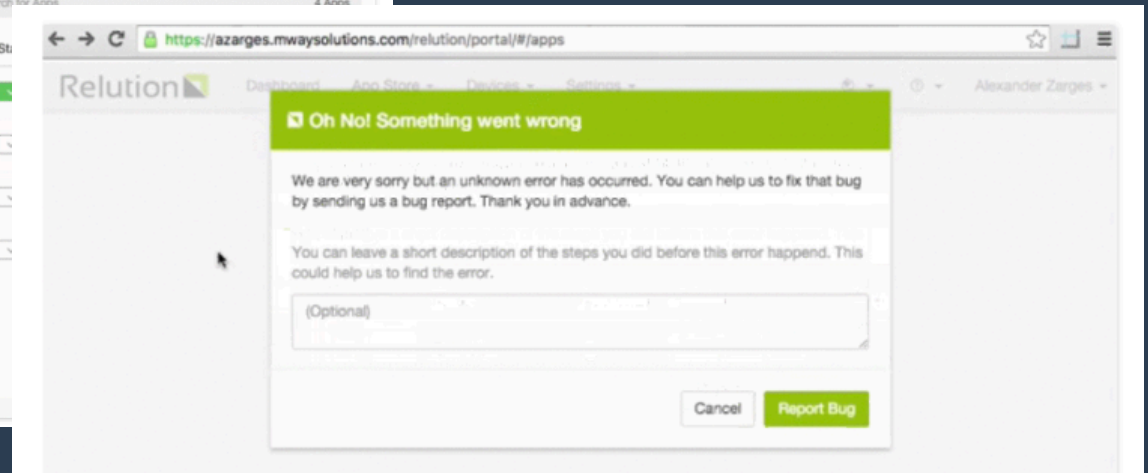
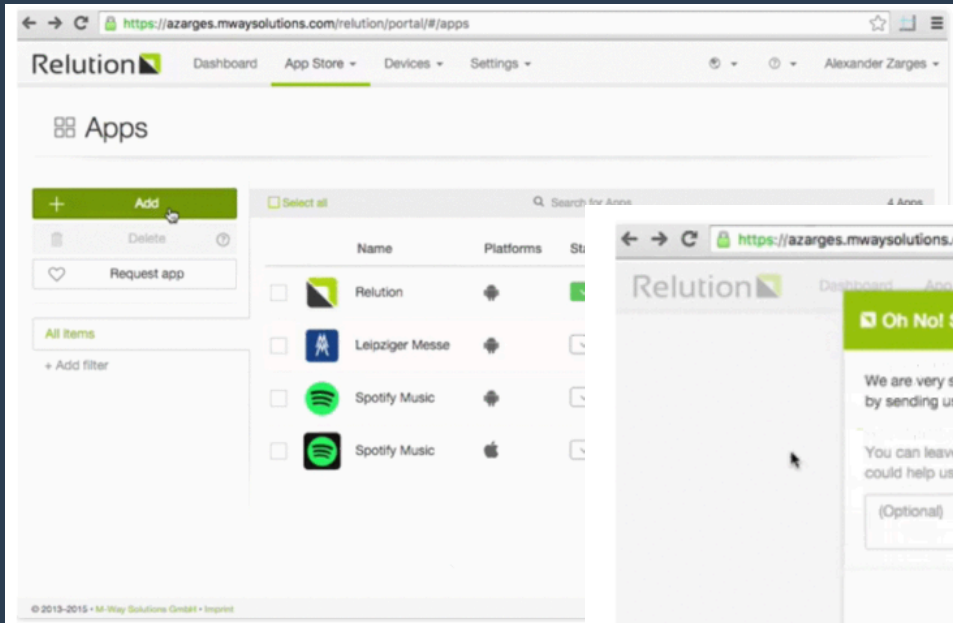
Use "toast" to let user know Save successful





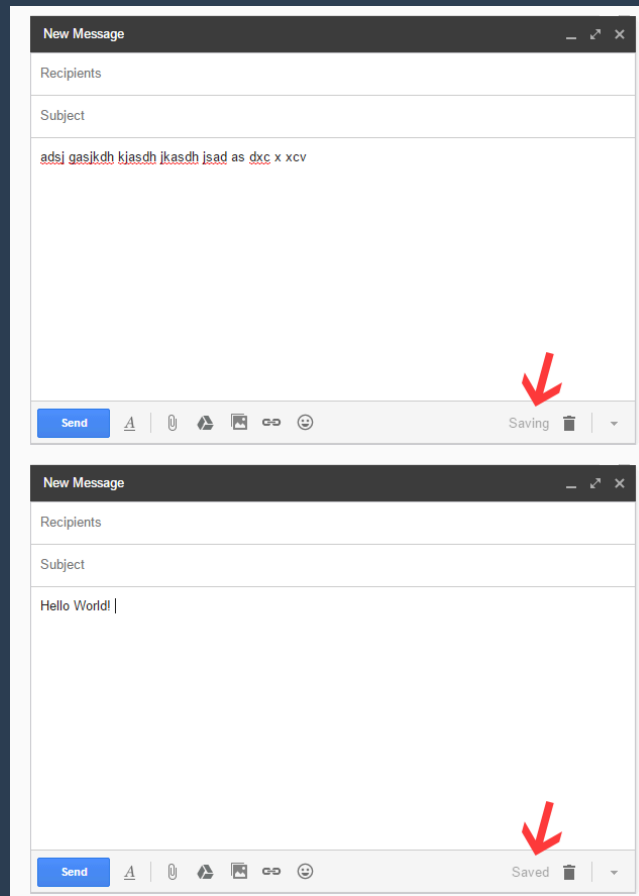
# System/Server Error Feedback

## System Error feedback examples



# Status Information Feedback

Subtle status feedback provided to the user which doesn't interrupt their current task



# Progress Feedback

## Loading, Saving and Progress feedback examples

The image displays two overlapping screenshots of the Nuance Equitrac web interface, illustrating progress feedback mechanisms.

**Left Screenshot: Physical Devices**

The interface shows a list of physical devices with columns for Physical Device Name, Network Address, Manufacturer/Model, Color, and Embedded Device. A loading spinner is visible under the 'Associated Devices, Queues & Groups' section for the selected device.

Physical Device Name	Network Address	Manufacturer/Model	Color	Embedded Device
<input type="checkbox"/> Ricoh Aficio MP C2800	10.17.77.3	Ricoh 4456-sc	No	
<input type="checkbox"/> Xerox WorkCentre 7855	10.17.77.9	Xerox 7855-mmb	Yes	Embedded Device Na
<input checked="" type="checkbox"/> Xerox WorkCentre 7970	10.17.77.1	Xerox 7970	Yes	Embedded Device Na
<input type="checkbox"/> Another Physical Device	10.17.77.2	Ricoh 4456-sc		

Showing 1 to 10 of 562 Physical Devices

Equitrac Express Manager, Version 6.1.12.1234, © 2016 Nuance Communications, Inc., All rights reserved.

**Right Screenshot: Embedded Devices Configuration**

The interface shows the configuration for a Xerox ECSP device. A progress spinner is displayed over the 'Tracked Activities' section, indicating a saving process.

**Xerox ECSP**  
All fields required unless otherwise indicated.

**Tracked Activities**

- Copy:
- Print:
- Scan:

**Device Prompts**

- Received Fax:
- Sent Fax:

**Rebooting Nuance Card Readers**

A modal dialog box shows a progress bar and a table of card readers with their reboot status.

Card Read Name	Reboot Status
Nuance Card Reader 43000983	✓
Nuance Card Reader 43000984	Rebooting... ✗
Nuance Card Reader 43000985	Rebooting... ✗

# Understanding the User

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# Understanding the Equitrac User

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- Don't assume a technically savvy user
- User is interacting with multiple admin tools/apps
- Keep in mind the user's level of understanding
  - No jargon
  - No tricky technical concepts

# "Typical" System Administrator



- Degree in political science
- Got into sysadmin work through a summer job at an accountant's office
- Manages about 20-30 different systems, all of which work completely differently.
- Primary concern is that none of his systems ever go down.
- *"We always get the crappy UIs. People think that we're programmers, but we're not. I don't understand half the stuff I'm managing."*

# Accessibility

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# Accessibility Best Practices

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## Solid structure

- Clear, logical and consistent designs benefit everyone
- Inconveniences like cluttered screens or navigation inconsistency become even bigger obstacles for people who are visually impaired

## Keyboard navigation

- Not just tab order, also have keyboard shortcuts
- Simple test - try using your app without a mouse....

## Text clarity

- Contrast, size & spacing between lines
- Allow for font resizing



# Accessibility Best Practices

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- Don't rely exclusively on color
- For touch/mobile – make sure clickable area big enough (at least 40x40 pt)
- Provide a visual indication for keyboard focus

Good reference: <https://www.uxpin.com/studio/blog/8-website-accessibility-best-practices-to-improve-ux/>

# Trends in UX Design

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# Today's Environment

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Enterprise Business Productivity applications are following users' expectations from Consumer apps

- Strong grid
- Simple & minimalist design
- Lots of white space
- Style supports usability

# Consumer vs Biz Productivity apps

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Don't assume all Consumer UX design is appropriate for Business app design

Some things that have evolved from consumer apps you don't want...

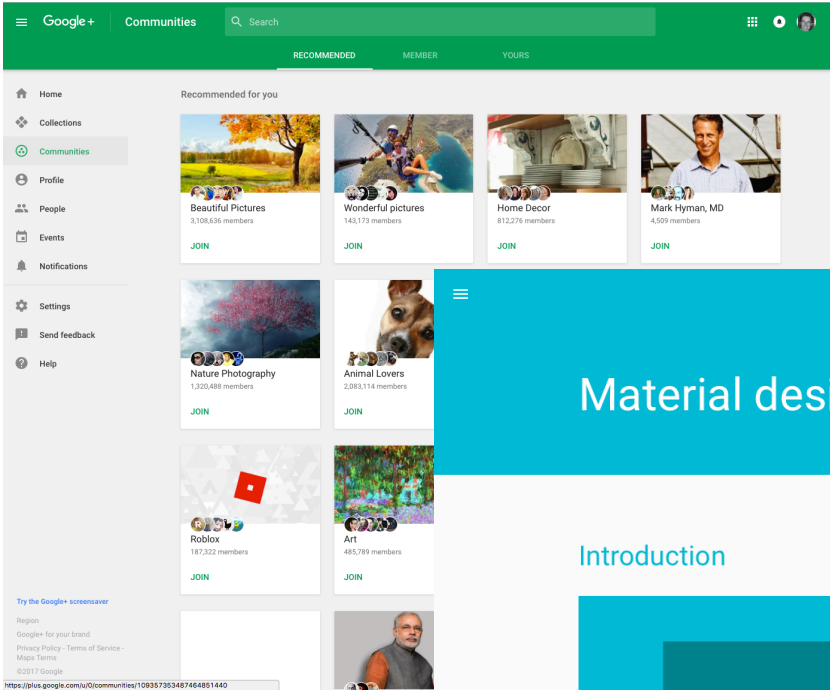
- Popups (marketing)
- Gamification

Consumer – want user to spend lots of time in app

Biz Productivity – want user to spend as little time in app

- Aim is to help user quickly achieve goals/tasks
- Anything that makes task take longer, not good

# Google Visual Language (Consumer)

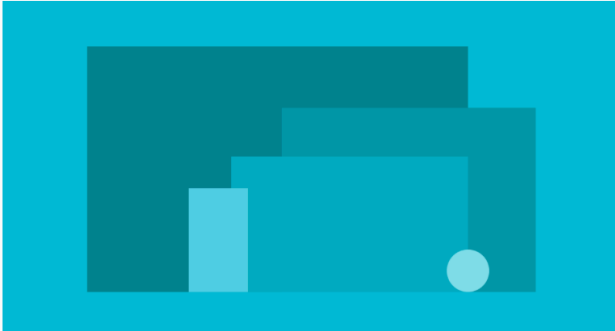


Google Material design

- Minimalist
- Flat
- Strong grid



## Introduction



We challenged ourselves to create a visual language for our users that synthesizes the classic principles of good design with the innovation and possibility of technology and science. This is material design. This spec is a living document that will be updated as we continue to develop the tenets and specifics of material design.

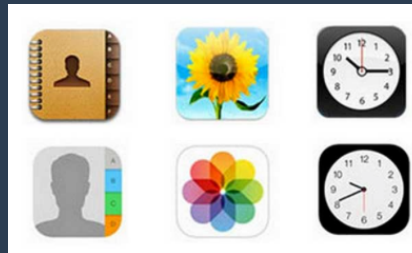
- Contents
- Goals
- Principles

<https://material.io/guidelines/material-design/introduction.html>

# Contemporary Design Examples

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- Light text – often not enough contrast for good usability
- Toggle switch vs check box (mobile standard)
- Flat & simple iconography. Icons once reflected *skeuomorphism* (looked like real world objects)



# New Trends

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New trends in some consumer web sites don't always reflect "good" design

- "Art" vs Usability
- Reminiscent of the '90's
- Good reference is New York Times Article: "The Latest in Web Design? Retro Websites Inspired by the '90s"

<https://www.nytimes.com/2017/07/17/fashion/90s-web-design.html>

# New Trend - Retro

The screenshot shows a website layout with a collage background. On the left is a navigation menu. The main content area features several text overlays: a yellow 'Welcome' banner for the 2017 summer session, a white box for a memorial notice for Richard Benson, a yellow banner for a director search, and a 'No events this week' message. A vertical strip of color calibration charts is on the right side of the collage.

**Navigation Menu:**

- Home
- AboutThisSite
- Admissions
- Alums
- Calendars
- Courses
- CurrentStudents
- Facilities
- FacultyAndStaff
- FinancialAid
- Gallery
- RecentChanges
- StudyAreas
- SummerPrograms
- Undergraduate
- Visiting
- EverythingElse
- Contact

**Memorial Notice:**

Richard Benson:  
In Memory 1943 - 2017

**Director Search:**

YALE SCHOOL OF ART SEEKS  
**DIRECTOR OF ACADEMIC ADMINISTRATION**  
to apply / more information

**Calendar:**

No events this week. THIS WEEK 07/19 - 07/25

**Footer:**

SEE ALSO: [HTTP://ARTSCALENDAR.YALE.EDU/](http://artscalendar.yale.edu/)

## Yale School of Art

- Reminiscent of the '90's
- "Anti-design brutalism"
- "Art"?



# New Trend – Really Really Minimalist

BALENCIAGA

SEARCH

LOG IN



Balenciaga

- Very stripped down & bare bones

WOMEN

MEN

# UX Training Recap

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# Pattern Guide Sessions 1-2

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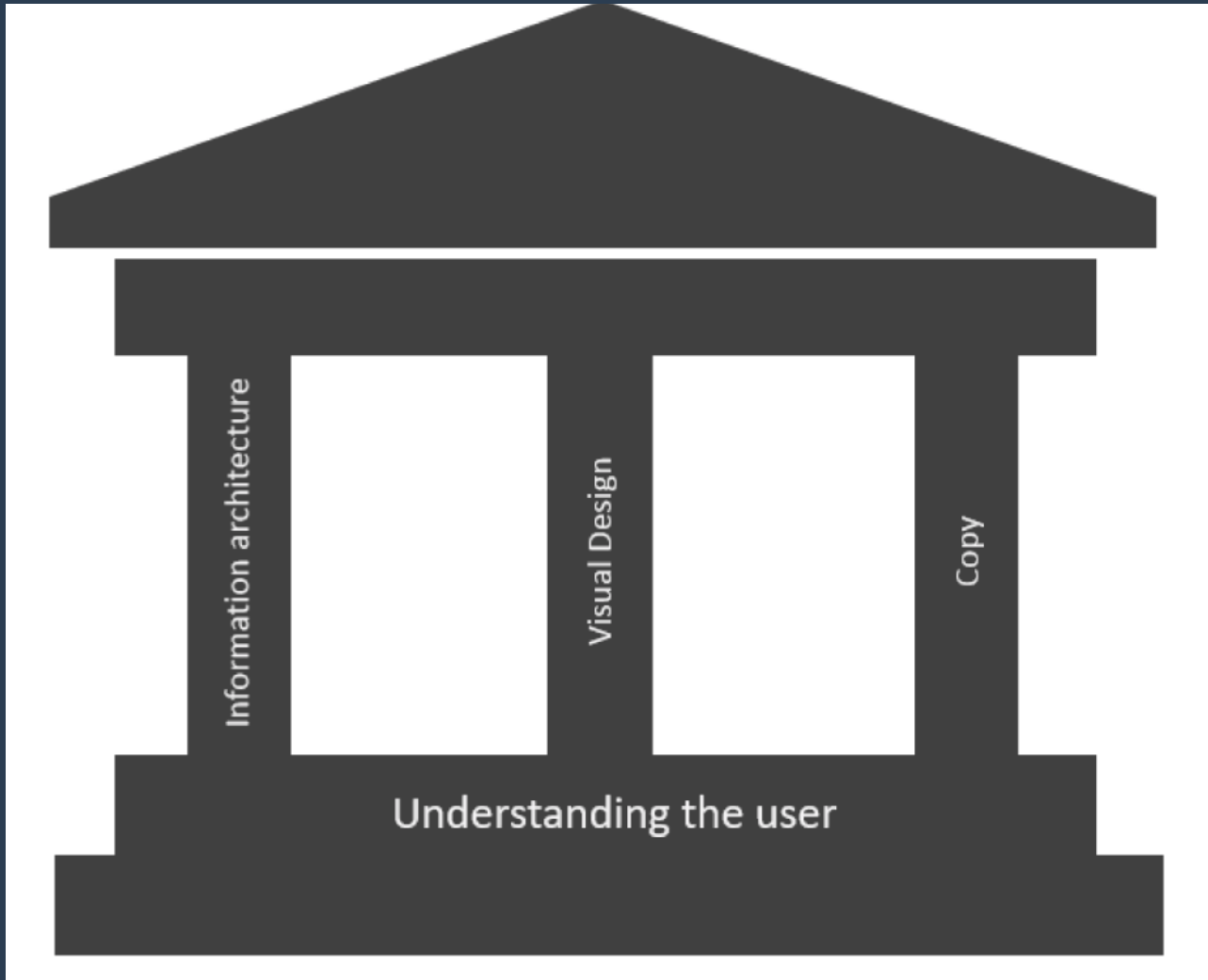
## Reviewed Equitrac Pattern Guide

- Web application STRUCTURE
- The CONTEXT of the application “features”
- Navigation Model (primary, secondary, page level navigation)
- Page types
- Controls, components, interactions that go on a page

# Foundations of UX / IA Deep Dive

## Session 3

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# Foundations of UX / IA Deep Dive

## Session 3

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### User Experience

- Foundation: Understanding the user
- “Pillars”: Information Architecture, Visual Design, Copy
- Need to get all the elements right
- Good UX - best way to reduce customer support burden

### Information Architecture

- Application structure -> Navigation Model
- Categories and labels aligned to users' goals & tasks
- Interaction and page layout “templates”
- Consistency important!!
- Page level navigation and hierarchy
- Reviewed examples of good and bad UX & IA

# Visual Design & Copy

## Session 4

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### Visual Design

- Visual design reinforces information architecture and hierarchy
- Need a visual design “system” to follow for page designs throughout the application
- Visual design fundamentals (building blocks):
  - Color
  - Type
  - Grid System

Good design is achieved through using color, type & grids effectively for...

- Contrast
- Simplicity
- Whitespace
- Consistency (of visual elements)

# Visual Design & Copy cont...

## Session 4

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### Copy (writing)

- Don't rely on copy to explain how your product works
- Copy complements the design
- Icons complement copy (in most cases)

### Death by a Thousand Cuts

- One bad button or alignment doesn't really matter
- But 20 do...
- Having a lot of visual design bugs impacts user experience, credibility and trust
- Important to track visual design bugs. Maybe can't fix all of them, but fix 80% (general guideline)

# General Best Practices

## Today's Session 5

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- Strive for UX Consistency
- Modal Windows
- Forms
- Tables
- Informative Feedback
- Understanding the User
- Accessibility
- Trends in UX Design



# UX Training Sessions Are Posted

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