Table of Contents

Acknowledgements p. viii

Introduction p.1

Part I Research p. 5

User Research Is Not Usability p. 9

Chapter 1 Planning p. 7

An Introduction to User Research p. 8

Design Lingo: Ethnography p. 9

Start with User Insights p. 9

Summary p. 20

Chapter 2 Inspiration p. 21

Steal Like an Artist p. 22

If All Else Fails p. 34

Case Study: Lightning Fast Checkout p. 14

Making Sense of Your Findings p. 18

Summary p. 36

Part II Design Thinking p. 37

Chapter 3 Sketching p. 39

Design Thinking-A Developer's Kind of Design p. 40

Sketching-Where It All Begins p. 40

The Benefits of Sketching p. 41

When to Sketch p. 42

Tools for Sketching p. 42

The Basics of Application Flows p. 47

Creating an Application Flow p. 49

What Storyboards Can Do for You p. 58 Creating a Storyboard p. 59 Not Sure Where to Begin? Start with a Template p. 60 Summary p. 62 Chapter 4 Information Architecture p. 63 What Is information Architecture, Exactly? p. 65 The Cost of Usability p. 65 Information Architecture Deliverables p. 66 Personas, User Scenarios, and Storyboards p. 67 Content Models p. 67 Application Flow p. 67 Wireframes p. 69 Make It Meaningful p. 70 Information Architecture: Like a Boss in Five Steps p. 72 When to Use Storyboards p. 59 Gesture Dictionary p. 69 Information Architecture Is All About the Content p. 70 Step 1 Define Themes, Goals and Requirements p. 73 Step 2 Choose a Layout p. 74 Step 5 Reduce p. 87 Summary p. 88 Chapter 5 Wireframes p. 91 Debunking Wireframes p. 92 Wireframes 101 p. 93 When Should You Create the Wireframes? p. 93

Anatomy of a Wireframe p. 94

Are You Speaking Wireframe? p. 95

Tools for Awesome Wireframes p. 102

Tools for Awesome-er Wireframes p. 105

Wireframe Techniques p. 107

Wireframe Technique #1 Creating the Basic Wireframe p. 107

Wireframe Technique #2 Using Shades of Gray and One Color p. 108

Wireframe Technique #4 Using the Frame-by-Frame Approach p. 111

Wireframe Technique #5 Using Bubbles p. 112

Wireframe Technique #6 Magnifying Details p. 112

Step 3 Group Similar Items p. 85

Step 4 Be Consistent p. 86

Do's & Don'ts p. 98

Summary p. 114

Chapter 6 Prototyping p. 115

When Should I Prototype? p. 116

1 Communicating a New Idea p. 117

2 Creating a Proof of Concept p. 117

3 Conducting Basic Usability Testing p. 117

4 Determining Whether an Idea Is Worth a Bigger Investment p. 117

What Makes an Effective Prototype? p. 118

Fake It-Be Clever, Not Complicated p. 120

Making "Little Bets" p. 121

Awesome Tools for Prototyping p. 122

Microsoft SketchFlow p. 122

Adobe Edge Tools p. 123 Adobe After Effects p. 124 Keynote / PowerPoint p. 125 HTML / JavaScript / CSS3 p. 126 Axure RP p. 127 Arduino, Openframeworks, Processing p. 128 Prototyping Techniques p. 129 Prototyping Technique #1 Paper Prototypes p. 130 Prototyping Technique #2 Interactive Wireframes p. 131 Prototyping Technique #3 Video Prototyping p. 136 Summary p. 140 Part III Visual Design p. 141 Chapter 7 Color p. 143 Color Basics p. 144 Color Vocabulary p. 144 Color Models p. 146 Cool and Warm Colors p. 149 The Psychology of Color p. 151 Contrast p. 154 Applied Color: A Few Rules of Thumb p. 156 Stick With Two to Three Colors p. 156 Start with Solids, Then Move to Gradients p. 157 Use Shades of a Hue p. 157 Green Means Go p. 157 What Makes a Good Color Palette? p. 158

Shades of Gray p. 159 Five Color Palettes You Can't Go Wrong With p. 160 Color Techniques p. 163 Color Technique #1 Use a Photograph to Generate a Color Palette p. 163 Color Technique #2 Code with Color p. 165 Color Technique #3 Use Photoshop p. 167 Bonus Color Technique: Use an Algorithm to Find Average Color p. 170 Summary p. 173 Chapter 8 Digital Typography p. 175 First Things First p. 176 A Lap Around Typography p. 177 Understanding Type Terminology p. 177 Font or Typeface-What's the Difference? p. 182 Type Classification p. 182 Serif Typefaces p. 182 Sans-Serif Typefaces p. 185 Eight Ways to Improve Your Typography p. 187 1 Pick a Scale and Stick with It p. 187 2 Use Consistent Spacing p. 188 3 Consider the Measure p. 189 4 A Little Can Go a Long Way p. 190 5 Pick a Good Body Font p. 191 6 Use a Single Family p. 193 7 Combine Two to Three Typefaces p. 194 8 Use a Good Ampersand p. 199

Summary p. 199

Chapter 9 Visual Communication p. 201

It Ain't That Simple p. 202

1 Design As Though You're Designing for Yourself p. 203

2 Be Consistent p. 203

Five Ways to Clarify Your Design p. 204

1 Slap a Grid on It p. 204

2 Establish Hierarchy p. 211

3 Remove the Junk p. 215

4 Check for Parallelism p. 220

5 Create Clear Affordances p. 221

Summary p. 226

Chapter 10 Motion p. 227

Animations Look Cool, but Can They Actually Make It Work Better? p. 228

Transitions, Animations, and Timing Guidelines p. 229

What's the Difference Between an Animation and a Transition? p. 229

Not Too Fast, Not Too Slow, Not Too Many p. 230

When Should I Use Motion? p. 230

When Should I Avoid Motion? p. 231

Fade, Slide, and Scale-Animation's Super Tools p. 232

Fade p. 232

Slide p. 233

Scale p. 233

Motion Principles p. 234

Slow In and Slow Out p. 234

Squash and Stretch p. 235 Anticipation p. 236 Follow-Through and Overlapping Action p. 237 Arcs p. 238 Easing p. 239 Advanced Motion Techniques p. 242 Follow p. 242 Cognitive Tomfoolery p. 243 Summary p. 244 Part IV Interaction Design p. 245 Chapter 11 Interaction Design Principles p. 247 An Introduction to Interaction Design p. 248 Getting In the Flow p. 249 Ways to Facilitate Flow p. 250 Learnability Versus Usability p. 256 Designing for Usability p. 256 Designing for Learnability p. 258 Ergonomics p. 259 Muscle Fatigue p. 260 Field of View and Peripheral Vision p. 261 Environment and Lighting Conditions p. 263 Optimal Touch Targets p. 263 Occlusion p. 265 Summary p. 267 Chapter 12 Design Patterns p. 269

Why Use Design Patterns? p. 270 Other Design Pattern Resources p. 271 The Patterns p. 273 Auto Focus p. 274 Drag and Drop p. 274 Auto Save p. 275 Blank Slate p. 276 Progress Indicators p. 277 Use Good Target Sizes p. 278 A Button Is a Button Is a Button p. 279 Avoid Modal States unless It's Critical to Use Them p. 279 Direct Manipulation p. 281 Group Like Items p. 281 Continuous Scrolling p. 282 Size to Importance Visualization p. 283 Glance-View Dashboard p. 284 Error-Proof Controls p. 285 Get Me Out of Here p. 286 Right/Left Input Alignment p. 287 Super Search p. 288 Simple Task, Simple UI; Complex Task, Complex UI p. 288 Sync Position p. 290 Contrast Your Fonts p. 290 Summary p. 291 Index p. 293