INTRO TO
WEB UI
DESIGN

Some people think design means how it looks. But of course, if you dig deeper, it's really how it works.

– Steve Jobs

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THE BASICS

User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. UI brings together concepts from interaction design, visual design, and information architecture. Here are some topics to help you understand UI design basics.

UI Design Fundamentals

The goal of user interface design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals. Good user interface design facilitates finishing the task at hand without drawing unnecessary attention to itself. It's no great mystery that truly great user interfaces are the ones that are engineered to stay out of the way. 'Staying out of the way' means not distracting your users. Rather, good UIs let your users complete goals.

10 User Interface Design Fundamentals

1. Know your user

Your user's goals are your goals, so learn them. Restate them, repeat them. Then, learn about your user's skills and experience, and what they need. Find out what interfaces they like and sit down and watch how they use them. Do not get carried away trying to keep up with the competition by mimicking trendy design styles or adding new features. By focusing on your user first, you will be able to create an interface that lets them achieve their goals.

2. Pay attention to patterns

Users spend the majority of their time on interfaces other than your own (Facebook, MySpace, Blogger, Bank of America, school/university, news websites, etc). There is no need to reinvent the wheel. Those interfaces may solve some of the same problems that users perceive within the one you are creating. By using familiar UI patterns, you will help your users feel at home.

3. Stay consistent

Your users need consistency. They need to know that once they learn to do something, they will be able to do it again. Language, layout, and design are just a few interface elements that need consistency. A consistent interface enables your users to have a better understanding of how things will work, increasing their efficiency.

4. Use visual hierarchy

Design your interface in a way that allows the user to focus on what is most important. The size, color, and placement of each element work together, creating a clear path to understanding your interface. A clear hierarchy will go great lengths in reducing the appearance of complexity (even when the actions themselves are complex).

5. Provide feedback

Your interface should at all times speak to your user, when his/her actions are both right and wrong or misunderstood. Always inform your users of actions, changes in state and errors, or exceptions that occur. Visual cues or simple messaging can show the user whether his or her actions have led to the expected result.

6. Be forgiving

No matter how clear your design is, people will make mistakes. Your UI should allow for and tolerate user error. Design ways for users to undo actions, and be forgiving with varied inputs (no one likes to start over because he/she put in the wrong birth date format). Also, if the user does cause an error, use your messaging as a teachable situation by showing what action was wrong, and ensure that she/he knows how to prevent the error from occurring again.

7. Empower your user

Once a user has become experienced with your interface, reward him/her and take off the training wheels. The breakdown of complex tasks into simple steps will become cumbersome and distracting. Providing more abstract ways, like keyboard shortcuts, to accomplish tasks will allow your design to get out of the way.

8. Speak their language

All interfaces require some level of copywriting. Keep things conversational, not sensational. Provide clear and concise labels for actions and keep your messaging simple. Your users will appreciate it, because they won't hear you – they will hear themselves and/or their peers.

9. Keep it simple

The best interface designs are invisible. They do not contain UI-bling or unnecessary elements. Instead, the necessary elements are succinct and make sense. Whenever you are thinking about adding a new feature or element to your interface, ask the question, "Does the user really need this?" or "Why does the user want this very clever animated gif?" Are you adding things because you like or want them? Never let your UI ego steal the show.

10. Keep moving forward

It is often said when developing interfaces that you need to fail fast, and iterate often. When creating a UI, you will make mistakes. Just keep moving forward, and remember to keep your UI out of the way.

Choosing Interface Elements

Users have become familiar with interface elements acting in a certain way, so try to be consistent and predictable in your choices and their layout. Doing so will help with task completion, efficiency, and satisfaction.

Interface elements include but are not limited to:

- **Input Controls:** buttons, text fields, checkboxes, radio buttons, dropdown lists, list boxes, toggles, date field
- **Navigational Components:** breadcrumb, slider, search field, pagination, slider, tags, icons
- **Informational Components:** tooltips, icons, progress bar, notifications, message boxes, modal windows
- **Containers:** accordion

There are times when multiple elements might be appropriate for displaying content. When this happens, it's important to consider the trade-offs. For example, sometimes elements that can help save you space, put more of a burden on the user mentally by forcing them to guess what is within the dropdown or what the element might be.

Best Practices for Designing an Interface

- **Keep the interface simple**
  The best interfaces are almost invisible to the user. They avoid unnecessary elements and are clear in the language they use on labels and in messaging.Navigational Components: breadcrumb, slider, search field, pagination, slider, tags, icons

- **Create consistency and use common UI elements**
  By using common elements in your UI, users feel more comfortable and are able to get things done more quickly. It is also important to create patterns in language, layout and design throughout the site to help facilitate efficiency. Once a user learns how to do something, they should be able to transfer that skill to other parts of the site.

- **Be purposeful in page layout**
  Consider the spatial relationships between items on the page and structure the page based on importance. Careful placement of items can help draw attention to the most important pieces of information and can aid scanning and readability.

- **Strategically use color and texture**
  You can direct attention toward or redirect attention away from items using color, light, contrast, and texture to your advantage.

- **Use typography to create hierarchy and clarity**
  Carefully consider how you use typeface. Different sizes, fonts, and arrangement of the text to help increase scanability, legibility and readability.
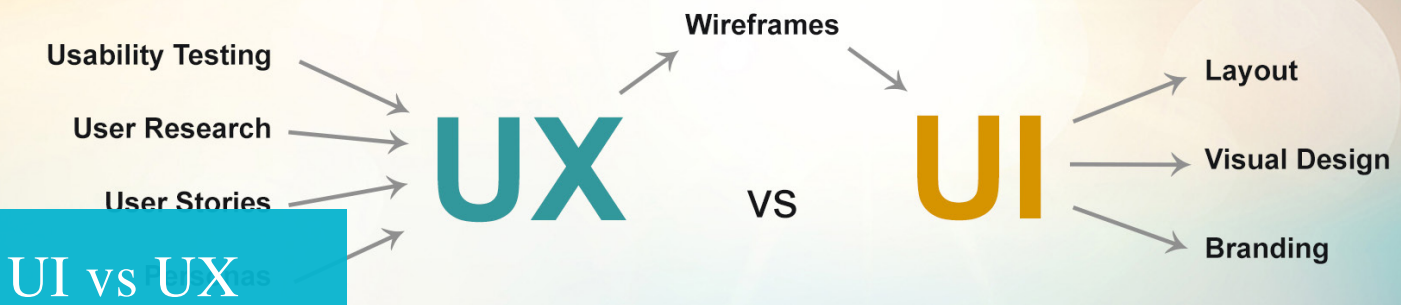
- **Make sure that the system communicates what's happening**
  Always inform your users of location, actions, changes in state, or errors. The use of various UI elements to communicate status and, if necessary, next steps can reduce frustration for your user.

- **Think about the defaults**
  By carefully thinking about and anticipating the goals people bring to your site, you can create defaults that reduce the burden on the user. This becomes particularly important when it comes to form design where you might have an opportunity to have some fields pre-chosen or filled out.

Wireframes

Usability Testing

User Research

User Stories

UX vs UI

Layout

Visual Design

Branding

UI vs UX

When I say "I'm a UI designer," it is not immediately clear what I actually do day to day. With the relatively recent influx of tech companies focused on creating interfaces for screens, many new design roles have emerged. Job titles like UX or UI designer are confusing to the uninitiated and unfamiliar even to designers who come from other industries. The boundary between UI and UX designers is fairly blurred and it is not uncommon for companies to opt to combine these roles.

User Experience Design (UX, UXD, UED or XD)

is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product. User experience design encompasses traditional human–computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users.

The broad responsibility of a UX designer is to ensure that the product logically flows from one step to the next. One way that a UX designer might do this is by conducting in-person user tests to observe one's behavior. By identifying verbal and non-verbal stumbling blocks, they refine and iterate to create the "best" user experience. An example project is creating a delightful on-boarding flow for a new user.

Deliverables: Wireframes of screens, storyboards, sitemap
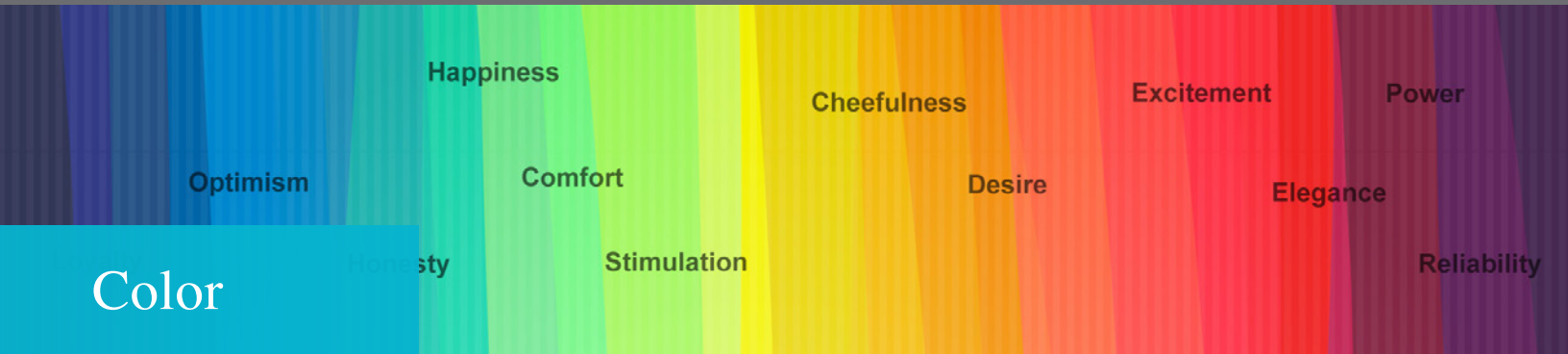**Tools of the trade:** Photoshop, Sketch, Illustrator, Fireworks, InVision

User Interface Design (UI) or User Interface Engineering

is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience. The goal of user interface design is to make the user's interaction as simple and efficient as possible, in terms of accomplishing user goals (user-centered design). Unlike UX designers who are concerned with the overall feel of the product, user interface designers are particular about how the product is laid out. They are in charge of designing each screen or page with which a user interacts and ensuring that the UI visually communicates the path that a UX designer has laid out. For example, a UI designer creating an analytics dashboard might front load the most important content at the top, or decide whether a slider or a control knob makes the most intuitive sense to adjust a graph. UI designers are also typically responsible for creating a cohesive style guide and ensuring that a consistent design language is applied across the product. Maintaining consistency in visual elements and defining behavior such as how to display error or warning states fall under the purview of a UI designer.

Deliverables: Layout, visual design, branding
Tools of the trade: Photoshop, Sketch, Illustrator, Fireworks

Happiness
Cheefulness
Excitement
Power
Optimism
Comfort
Desire
Elegance
Honesty
Stimulation
Reliability

Color

User interfaces are made first-and-foremost to fulfill a user experience. This can be achieved with very basic elements, but is often dressed up with colors and textures. The use of design colors for digital UI work is tough to understand without practice. Using the right colors can help put the users in the frame of mind that compels them to take action. Color has the power to improve conversions by grabbing users' attention and triggering the right emotions.

Color and Conversions

There has been a proven scientific connection between the color of products and the urge to purchase. Every time you see a color, there's a chain of reactions taking place within the hypothalamus in your brain. Hormones are released to your thyroid, thus triggering emotions that affect your behavior. In fact, 62% to 90% of purchasing decisions is based on colors! So, digging deeper into the psychology of color can significantly improve elusive conversions for your website.

Where Should I Use Colors?

The colors that you use might not be outright apparent sometimes, but they do make a difference. The key areas that you must be careful about are:

Pop-ups	Background hues
Borders	Primary web banners or hero graphics
Headlines	Buttons, especially call for action

The 3 Best Colors for Call To Action Buttons

1. Red

The color red stands out on most web pages. It invokes passion, excitement, and urgency. If you want your customers to take urgent action on your product (i.e. purchase it, download an eBook etc.) then Red is the right color. Funny enough, many people make the statement that Red usually goes hand in hand with stop, but studies show it is one of the best colors to use for call to action buttons.

2. Green

If the product or service you are selling relates to the environment, psychology, and peace, then green is the right call to action button color for you. Green is calming and can be associated with "Go" which is a motivator for many customers. It may be mentally easier for your clients to click on a green button rather than other colors.

3. Orange or Yellow

Orange is exciting and warm. Most individuals will associate it with warmth from the sun. This warmth in turn leads to people taking action. When customers feel happy they will be more likely to buy products that they associate with happiness. Let's not forget that Amazon's entire site is pasted with the color yellow and orange. It works for them,

The 3 Worst Colors for Call To Action Buttons

1. Black

Black is dark and gloomy. It makes many people think you didn't try hard enough and it has a tendency to blend into the background of most pages, making it the worst color to use as a call to action button.

2. White

Even though it is technically the absence of all color, white is actually a horrible button color to use if you want your website visitors to take action. There a two reasons for this: First, white blends into the background, and second, white does not invoke emotions. These are two things you never want from your call to action button.

3. Brown

Brown has no connotation of warmth or action. It doesn't motivate your customers to click on your call to action button. It instead is perceived by many as boring and ugly.

10 Colors from the Internet Marketer's Perception

1. Pink

If your target market is made up mainly of women, then pink is a good color for you. The color is known to raise emotions of fun and romance. Pink is associated very strongly with youthful femininity. It is playful and brings to mind bubble gum and innocence. It is ideal for websites that hearken back to olden days or that target a particularly feminine audience.
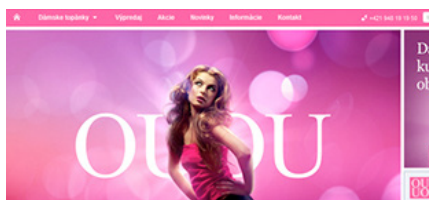
2. Blue

Blue signifies trustworthiness and provides an air of coolness. Any website that caters to online prescriptions, monetary transactions, or any other niche that demands reliability would be best served by this color.
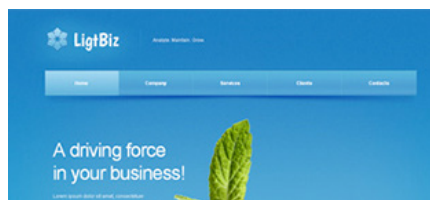
3. Red

Nothing holds people's attention like red. It's considered the most effective color for call to actions. If you're designing that "act now" button, red is your color. Red is a stimulating, exciting color. It is associated with passion, power and sometimes anger. It can be used for warnings or to show danger, but it can also suggest strength, determination and boldness.
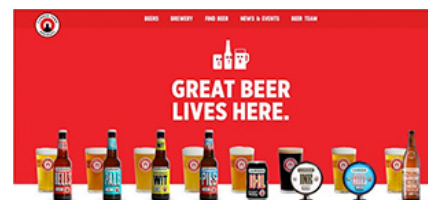
4. Green

Green is the color of peace, tranquility, and nature. It can give users feelings of calm, rejuvenation, affluence and optimism. Darker shades are more linked to money, so sites that want to suggest affluence, growth and stability often use those shades. Lighter shades are more associated with spring and growth, so websites that want to reflect relaxation, fresh-ness and honesty often use lighter shades. So if your website is about a great environmental cause or selling organic products, green should be the predominant background.
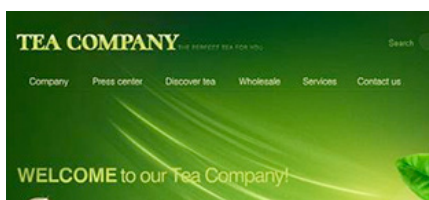
5. Yellow

In the marketing world, yellow is said to describe the healthy mind without worries or depressing thoughts. It's best suited for online stores that sell products like kids' apparel and toys. This color is also associated with caution. Yellow is often considered the most energizing color. From the earliest ages, people learn to associate yellow with the sun, so it becomes associated with warmth and happiness. Darker shades can suggest antiquity, suggesting yellowed parchment. Because of that, it can also be associated with wisdom and curiosity. It therefore is great for sites that want to demonstrate a sense of authority and intelligence.

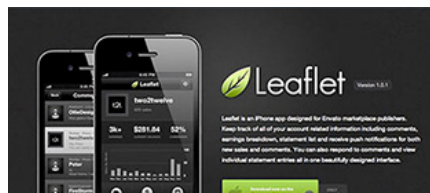# 10 Colors from the Internet Marketer's Perception

6. Purple

Purple oozes elegance and sophistication. This color is ideal for a website that features niche, luxury products.
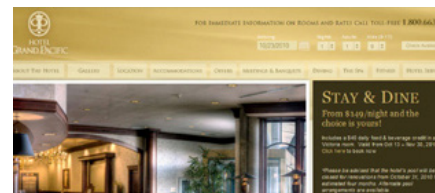

7. Black

Black is versatile and goes well with any other color. It's best used to bring about a contrast with the rest of the colors used in the website.

8. Gold

As a metallic color, gold signifies power and prestige. It works well with other colors that signify elegance, such as green and purple.

9. Brown

Brown is a nondescript color that enthuses relaxation and calm. This color is perfect for websites that deal with health and wellness. Creams are calm, elegant and pure, making them a great background color for a website that wants to imply a sense of tradition. Tans are conservative and bring to mind piety. They can be dull, but they can also be reassuring, which makes them ideal for a site that doesn't want to be too bold or outrageous. Dark brown feels wholesome and reliable, like a loaf of bread. It is associated with warmth and comfort. Sites that want to demonstrate experience and reassurance often use brown.

10. Orange

Orange can also signify sophistication, but at the same time be attention-grabbing. Orange is a more balanced and less overwhelming color than red. Vibrant, energetic, friendly and inviting, it is ideal for designs that need movement and energy. Websites that want to showcase their creativity often choose orange because it is unique and exciting, but it still has the comfort of a warm color. This color is suitable as a background for tech companies or websites that deal with gadgets.
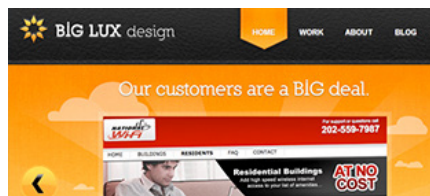
Font

Since the invention of the Internet, text has always played a major role on the web. In its two and a half decades of existence, the web has revolutionized our daily communication, interaction, and business transaction, but the true transformation of typography to the web only took off in the last few years. Let's talk about some key knowledge.

What Measurement to Use?

Within the CSS code you can choose what measurement you want the font to use: pixels, points, em, etc. For a designer that needs complete control over the font size, pixels or points are the best way to go. If you need to design the site so users can still scale the fonts, use em units.

Pixels vs. Points

Pixel and point measurements are interchangeable when it comes to CSS. You may get some argument from a programmer on this issue, but the fact is a pixel is: a pixel and a point in CSS is 1/72 of and inch. Meaning, with a website resolution at 72 dpi, a point is a pixel.

If you choose to use pixel or point measurements your fonts will stay the size you designate, no matter what the viewer has done to their personal browser settings. However, pixels units are relative to the resolution of the screen. That is why some one with an 800×600 resolution will have larger type than someone with a 1280×800 resolution.

EM Unit

The em unit displays fonts based on the size set in the viewer's browser preferences. For example, if the user has specified 12 point as their default size, then the em unit is based off of 12 point type. This measurement allows the viewer to scale the type as needed for their legibility, and you still control the hierarchy of the type because the size is relative.

This is a hard concept to grasp, but it works in this fashion. If you specify an em unit of 1 (1em) and the viewer's default font size is 12 point, then the font will display in 12 point. However, if the user changes their default font size to 10 point, the font will now display 10 point because the 1em is based of the viewer's default setting.

You can also specify the em size as decimals to get smaller or larger fonts. For example, if the viewer has 12 point as their default setting, and you specify 0.5em, the font will display at 6 point or half of the default setting.

Can you mix measurements?

The answer is yes. In some cases you may want a font to stay a fixed size, like the navigation or the footer, but you want the viewer to be able to adjust the body text. This is where you would use pixels or points for the navigation and em units for the body copy.

Web Safe Fonts

Web-safe fonts are fonts likely to be present on a wide range of computer systems, and used by Web content authors to increase the likelihood that content displays in their chosen font. If a visitor to a Web site does not have the specified font, their browser tries to select a similar alternative, based on the author-specified fallback fonts and generic families or it uses font substitution defined in the visitor's operating system.

Until recently, the list of web-safe fonts was limited to about 16 typefaces, including these classics:

- Arial
- Arial Black
- Century Gothic
- Comic Sans
- Courier
- Courier New
- Geneva
- Georgia

- Impact
- Lucida
- Palatino
- Tahoma
- Trebuchet MS
- Times
- Times New Roman
- Verdana

Web Fonts

Unlike web safe fonts, web fonts are not pre-installed on the user's system. The fonts are downloaded by the user's browser while rendering the webpage, and then applied to your text. When you have found/bought the font you wish to use, just include the font file on your web server, and it will be automatically downloaded to the user when needed. The main drawbacks of using web fonts is it will slow your site's load time.

Here are different font formats:

TrueType Fonts (TTF)
TrueType is a font standard developed in the late 1980s, by Apple and Microsoft. TrueType is the most common font format for both the Mac OS and Microsoft Windows operating systems.

OpenType Fonts (OTF)
OpenType is a format for scalable computer fonts. It was built on TrueType, and is a registered trademark of Microsoft. OpenType fonts are used commonly today on the major computer platforms.

The Web Open Font Format (WOFF)
WOFF is a font format for use in web pages. It was developed in 2009, and is now a W3C Recommendation. WOFF is essentially OpenType or TrueType with compression and additional metadata. The goal is to support font distribution from a server to a client over a network with bandwidth constraints.

The Web Open Font Format (WOFF 2.0)
TrueType/OpenType font that provides better compression than WOFF 1.0.

SVG Fonts/Shapes
SVG fonts allow SVG to be used as glyphs when displaying text. The SVG 1.1 specification define a font module that allows the creation of fonts within an SVG document. You can also apply CSS to SVG documents, and the @font-face rule can be applied to text in SVG documents.

Embedded OpenType Fonts (EOT)
EOT fonts are a compact form of OpenType fonts designed by Microsoft for use as embedded fonts on web pages.

Browser Support for Font Formats

The numbers in the table specifies the first browser version that fully supports the font format.

FONT FORMAT					
TTF/OTF	9.0*	4.0	3.5	3.1	10.0
WOFF	9.0	5.0	3.6	5.1	11.1
WOFF2	Not supported	36.0	35.0*	Not supported	26.0
SVG	Not supported	4.0	Not supported	3.2	9.0
EOT	6.0	Not supported	Not supported	Not supported	Not supported

*IE: The font format only works when set to be "installable".

*Firefox: Not supported by default, but can be enabled (need to set a flag to "true" to use WOFF2).

Device Dimensions

720
tablets, larger phones

1024
Desktops, laptops

An important factor of web UI design is resolution as well as the physical size of the screen. It is important to know what sizes to design for as well as what affect the given sizes we choose for our client will have on the visitor's screen. The number of device targets and screen sizes across different brands is too great to worry about optimizing your UI for each one. Instead, we recommended designing for a few key widths (also called "breakpoints"): 360, 640, 1024 and 1366 epx.

The following table list the pixel dimensions and viewport dimensions of several mobile devices. Focus is primarily on smartphones and tablets with high resolution screens; in particular, "retina" and "HD" mobile displays.

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Amazon	Fire Phone	1280	720	2	640	360
Amazon	Kindle Fire HD 7"	1280	800	1.5	853	533
Amazon	Fire HD 7	1280	800	1.5	853	533
Amazon	Fire HD 6	1280	800	1.5	853	533
Amazon	Kindle Fire HDX 7"	1920	1200	2	960	600
Amazon	Kindle Fire	1024	600	1	1024	600
Amazon	Kindle Fire HDX 8.9"	2560	1600	2	1280	800
Amazon	Fire HDX 8.9"	2560	1600	2	1280	800
Amazon	Kindle Fire HD 8.9"	1920	1200	1.5	1280	800
Apple	iPod Touch 4	960	640	2	480	320
Apple	iPhone 4S	960	640	2	480	320
Apple	iPhone 4	960	640	2	480	320
Apple	iPhone 3GS	480	320	1	480	320
Apple	iPod Touch 5	1136	640	2	568	320

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Apple	iPhone 5S	1136	640	2	568	320
Apple	iPhone 5C	1136	640	2	568	320
Apple	iPhone 5	1136	640	2	568	320
Apple	iPhone 6	1334	750	2	667	375
Apple	iPhone 6 Plus	2208	1242	3	736	414
Apple	iPad Mini 3	2048	1536	2	1024	768
Apple	iPad Mini 2	2048	1536	2	1024	768
Apple	iPad Air 2	2048	1536	2	1024	768
Apple	iPad Air	2048	1536	2	1024	768
Apple	iPad 4	2048	1536	2	1024	768
Apple	iPad 3	2048	1536	2	1024	768
Apple	iPad Mini	1024	768	1	1024	768
Apple	iPad 2	1024	768	1	1024	768
Apple	iPad 1	1024	768	1	1024	768
Apple	MacBook Pro 13-inch Retina display	2560	1600	2	1280	800
Apple	MacBook Pro 15-inch Retina display	2880	1800	2	1440	900
ASUS	Nexus 7 (2013 version)	1920	1200	2	960	600
ASUS	Nexus 7 (2012 version)	1280	800	1.325	966	604
ASUS	MeMO Pad FHD 10	1920	1200	1.5	1280	800
Blackberry	BlackBerry Q5	720	720	2	360	360
Blackberry	BlackBerry Q10	720	720	2	360	360
Blackberry	BlackBerry Classic	720	720	2	360	360
Blackberry	BlackBerry Z30	1280	720	2	640	360

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Blackberry	BlackBerry Leap	1280	720	2	640	360
Blackberry	BlackBerry Z10	1280	768	2	640	384
Blackberry	BlackBerry Bold 9900	640	480	1	640	480
Blackberry	BlackBerry PlayBook	1024	600	1	1024	600
Blackberry	Passport	1440	1440	1	1440	1440
Google	Google Glass	640	360	1.5	427	240
Google	Nexus 5	1920	1080	3	640	360
Google	Nexus 4	1280	768	2	640	384
Google	Nexus 7 2	1920	1200	2	960	600
Google	Nexus 7	1280	800	1.325	966	604
Google	Nexus 10	2560	1600	2	1280	800
HTC	Touch HD	800	480	1.5	533	320
HTC	Thunderbolt	800	480	1.5	533	320
HTC	One SV	800	480	1.5	533	320
HTC	Nexus One	800	480	1.5	533	320
HTC	HD2	800	480	1.5	533	320
HTC	Evo	800	480	1.5	533	320
HTC	Desire HD	800	480	1.5	533	320
HTC	One	1920	1080	3	640	360
HTC	J Butterfly	1920	1080	3	640	360
HTC	One X	1280	720	2	640	360
HTC	One Mini	1280	720	2	640	360
HTC	EVO LTE	1280	720	2	640	360

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
HTC	Sensation XE	960	540	1.5	640	360
HTC	Sensation	960	540	1.5	640	360
HTC	Evo 3D	960	540	1.5	640	360
Huawei	Ascend Mate2	1280	720	2	640	360
Huawei	Ascend G6	960	540	1.5	640	360
Kobo	Arc 7HD	1920	1200	2	960	600
Lenovo	A390	800	480	1.5	533	320
Lenovo	K900	1920	1080	3	640	360
LG	LG Optimus One	480	320	1.5	320	213
LG	LU1400	800	480	1.5	533	320
LG	LG Optimus Black	800	480	1.5	533	320
LG	LG Optimus 3D	800	480	1.5	533	320
LG	LG Optimus 2X	800	480	1.5	533	320
LG	LG Optimus G Pro	1920	1080	3	640	360
LG	LG Nexus 5	1920	1080	3	640	360
LG	LG G2	1920	1080	3	640	360
LG	Optiumus View	1024	768	2	512	384
LG	LG Optimus G	1280	768	2	640	384
LG	LG Nexus 4	1280	768	2	640	384
LG	LG Spectrum (VS920)	1280	720	1.7	753	424
LG	LG Optimus LTE	1280	720	1.7	753	424
LG	LG Optimus 4X HD	1280	720	1.7	753	424
LG	LG 29EA93	2560	1080	2.37	1080	456

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
LG	LG G3	2560	1440	3	853	480
LG	G Pad 8.3	1920	1200	2	960	600
Microsoft	Surface Pro 2	1920	1080	1.5	1280	720
Microsoft	Surface Pro	1920	1080	1.5	1280	720
Microsoft	Surface 2	1920	1080	1.5	1280	720
Microsoft	Surface	1366	768	1	1366	768
Microsoft	Surface Pro 3	2160	1440	1.5	1440	960
Motorola	Moto E	960	540	2	480	270
Motorola	Driod Razor M	960	540	2	480	270
Motorola	Milestone	854	480	1.5	569	320
Motorola	Droid X	854	480	1.5	569	320
Motorola	Droid	854	480	1.5	569	320
Motorola	Defy	854	480	1.5	569	320
Motorola	Moto G	1280	720	2	640	360
Motorola	Droid Razr	960	540	1	960	540
Motorola	Droid 4	960	540	1	960	540
Motorola	Droid 3	960	540	1	960	540
Motorola	Atrix 4G	960	540	1	960	540
Motorola	Atrix 2	960	540	1	960	540
Motorola	Droid Razr HD	1280	720	1	1280	720
Motorola	Xyboard	1280	800	1	1280	800
Motorola	Xoom	1280	800	1	1280	800
Nokia	Lumia 928	1280	768	2.4	533	320

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Nokia	Lumia 925	1280	768	2.4	533	320
Nokia	Lumia 920	1280	768	2.4	533	320
Nokia	Lumia 1020	1280	768	2.4	533	320
Nokia	N900	800	480	1.5	533	320
Nokia	N810	800	480	1.5	533	320
Nokia	N800	800	480	1.5	533	320
Nokia	Lumia 900	800	480	1.5	533	320
Nokia	Lumia 8XX	800	480	1.5	533	320
Nokia	Lumia 7X0	800	480	1.5	533	320
Nokia	X7	640	360	1	640	360
Nokia	N97	640	360	1	640	360
Nokia	N8	640	360	1	640	360
Nokia	C7	640	360	1	640	360
Nokia	C6	640	360	1	640	360
Nokia	C5	640	360	1	640	360
Pantech	Vega No. 6	1920	1080	3	640	360
Pantech	Vega R3	1280	720	2	640	360
Samsung	Galaxy Ace	480	320	1	480	320
Samsung	Nexus S SAMOLED	800	480	1.5	533	320
Samsung	Nexus S LCD	800	480	1.5	533	320
Samsung	Galaxy W	800	480	1.5	533	320
Samsung	Galaxy S2	800	480	1.5	533	320
Samsung	Galaxy S Plus	800	480	1.5	533	320

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Samsung	Galaxy S II	800	480	1.5	533	320
Samsung	Galaxy S	800	480	1.5	533	320
Samsung	Epic (D700)	800	480	1.5	533	320
Samsung	Galaxy S6	2560	1440	4	640	360
Samsung	Galaxy Note 4	2560	1440	4	640	360
Samsung	Galaxy S5 Sport	1920	1080	3	640	360
Samsung	Galaxy S5 Active	1920	1080	3	640	360
Samsung	Galaxy S5	1920	1080	3	640	360
Samsung	Galaxy S4	1920	1080	3	640	360
Samsung	Galaxy Round	1920	1080	3	640	360
Samsung	Galaxy Note 3	1920	1080	3	640	360
Samsung	Galaxy S5 Mini	1280	720	2	640	360
Samsung	Galaxy S3	1280	720	2	640	360
Samsung	Galaxy S III	1280	720	2	640	360
Samsung	Galaxy Note II	1280	720	2	640	360
Samsung	Galaxy Nexus	1280	720	2	640	360
Samsung	Galaxy Alpha	1280	720	2	640	360
Samsung	Galaxy Note Edge	2560	1600	4	640	400
Samsung	Galaxy Note	1280	800	2	640	400
Samsung	Galaxy Mega 6.3	1280	720	1.8	711	400
Samsung	Nexus 10	2560	1600	2	1280	800
Samsung	Galaxy Tab S 8.4	2560	1600	2	1280	800
Samsung	Galaxy Tab S 10.5	2560	1600	2	1280	800

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Samsung	Galaxy Tab Pro 8.4	2560	1600	2	1280	800
Samsung	Galaxy Tab Pro 12.2	2560	1600	2	1280	800
Samsung	Galaxy Tab Pro 10.1	2560	1600	2	1280	800
Samsung	Galaxy Note Pro 12.2	2560	1600	2	1280	800
Samsung	Galaxy Tab 8.9	1280	800	1	1280	800
Samsung	Galaxy Tab 7.7	1280	800	1	1280	800
Samsung	Galaxy Tab 10.1	1280	800	1	1280	800
Sony	Xperia P	960	540	2	480	270
Sony	Xperia Z1	1920	1080	3	640	360
Sony	Xperia Z	1920	1080	3	640	360
Sony	Xperia S	1280	720	2	640	360
Sony	Xperia Ion	1280	720	2	640	360
Sony	Xperia U	854	480	1	854	480
Sony	Xperia Sola	854	480	1	854	480
Tesco	Hudl	1400	900	1.5	933	600
Xiaomi	Mi Note Pro	2560	1440	4	640	360
Xiaomi	Mi4i	1920	1080	3	640	360
Xiaomi	Mi4	1920	1080	3	640	360
Xiaomi	Mi3	1920	1080	3	640	360
Xiaomi	Mi Note	1920	1080	3	640	360
Xiaomi	Redmi Note 2	1280	720	2	640	360
Xiaomi	Redmi Note	1280	720	2	640	360
Xiaomi	Redmi 2A	1280	720	2	640	360

Brand	Device	Pixel Width	Pixel Height	CSS Pixel Ratio	Device-Width	Device-Height
Xiaomi	Redmi 2	1280	720	2	640	360
Xiaomi	Redmi 1s	1280	720	2	640	360
Xiaomi	Mi2S	1280	720	2	640	360
Xiaomi	Mi2A	1280	720	2	640	360
Xiaomi	Mi2	1280	720	2	640	360
Xiaomi	HongMi	1280	720	2	640	360
Xiaomi	Mi Pad Mi515	2048	1536	2	1024	768
ZTE	Grand S	1920	1080	3	640	360
ZTE	Grand X	960	540	1.5	640	360
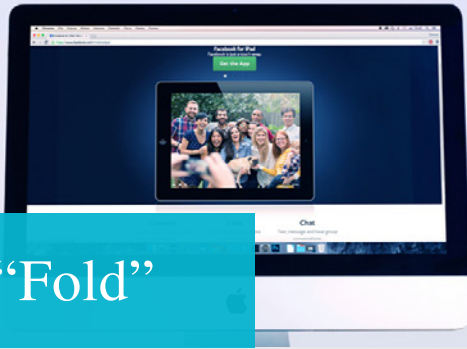
The "Fold"

At my early years of being a web UI designer, I have heard to never put calls to action below the fold. The old mantra that things on web pages had to be above the fold is an antiquated idea from the very early days of the web. When people didn't know what the internet was or how to use a browser. Back then, yes, the "above the fold" idea mattered. But that was back in 1999 – today people know what a browser is and how to use it. So fold or not fold, let's talk about it.

What's the Fold and Where Is It

"The fold" comes from the newspaper world, and it refers to the top half of the front page — the part of the paper that appears above where the physical paper is folded. That's where the most compelling headlines go, as well as (usually) some or most of the front-page photo. Since newspapers are displayed and sold flat – if the headline or photo was compelling it could increase sales. And of course, readers are more likely to read and be interested in things placed on the top half of the front page. So "above the fold" was born.

For computers made in the past several years, 1280 × 768 is the smallest common resolution. A full-screen browser window on such a computer is about 700 pixels high, depending on browser toolbars, etc. On my 27 iMac, it's about 1200 pixels high. But if you're going to plan for the fold, you have to plan for the smallest common screen—thus the 700 pixel guideline.

Why Doesn't the Fold Matter Anymore?

People have been talking about "the death of the fold" since about 2010, not long after the radical explosion of internet-connected smartphones. By then, people were accessing the internet on anything from a 60-inch wall-mounted television monitor to a tiny hand-held device, with every dimension of laptop and computer screen in between.

Many studies of been conducted to test the validity of the "above the fold" hypothesis and they've all shown that today's users do indeed scroll. The above the fold myth has been debunked. CX Partners, a user-centric design firm from the United Kingdom, does a lot of eye tracking research for their clients. And they've consistently found that the "fold" is no longer relevant. But to paraphrase their results – often less content above the fold will encourage exploration beneath. And if the design tantalizes that more exists below – scrolling is almost guaranteed. In essence, if something bridges the fold people with scroll down to see more. Further, people now recognize that scroll bars on a browser indicate more content lies below and know that the scroll bar can also visually indicate the page length.

How Do I Design If It's Not for the Fold?

"The fold still exists and still applies, but it's not what it used to be. There's no way to anticipate what resolution and window size will be used to view the site, so there's no true "fold" to identify. Instead of using the fold as the guidepost, design for the user. Ultimately your design needs to convince the website viewer to scroll, so the idea of the fold still matters even if the specific dimensions of a "fold" can't be determined. Instead of looking for a fold, take into account what calls "the hierarchy of the content on a page," and understand that the most important material should go at the top.

As you plan your design, determine what your "above the fold" material is and then place it at the top of the page. Most viewers will still see it, even if they need to scroll a bit to see all of it. Scrolling isn't the hurdle some people make it out to be, but if this is a new concept for you. Ultimately you can use the idea of "storytelling" in web design to lure the reader in at the beginning (the top) and keep drawing attention further down the page. Kingdom, does a lot of eye tracking research for their clients. And they've consistently found that the "fold" is no longer relevant. But to paraphrase their results – often less content above the fold will encourage exploration beneath. And if the

Terminology

As a UI designer, below are some terms you would hear almost everyday:

WireFrame

A website wireframe, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website. Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose. The purpose is usually being informed by a business objective and a creative idea. The wireframe depicts the page layout or arrangement of the website's content, including interface elements and navigational systems, and how they work together. The wireframe usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content. In other words, it focuses on what a screen does, not what it looks like Wireframes can be pencil drawings or sketches on a whiteboard, or they can be produced by means of a broad array of free or commercial software applications. Wireframes are generally created by business analysts, user experience designers, developers, visual designers and other roles with expertise in interaction design, information architecture and user research.
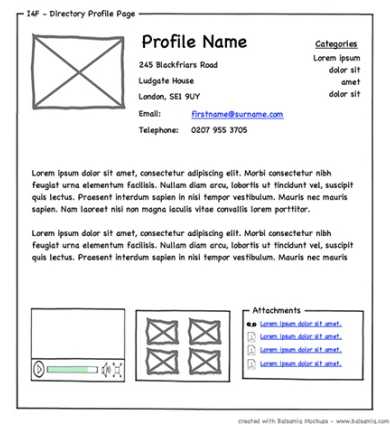
CMS System

A content management system (CMS) is a computer application that supports the creation and modification of digital content using a simple interface to abstract away low-level details unless required, usually supporting multiple users working in a collaborative environment. CMS features vary widely. Most CMSes include Web-based publishing, format management, history editing and version control, indexing, search, and retrieval. By their nature, content management systems support the separation of content and presentation.

A web content management system (WCM or WCMS) is a CMS designed to support the management of the content of Web pages. Most popular CMSes are also WCMSes. Web content includes text and embedded graphics, photos, video, audio, maps, and code (e.g., for applications) that displays content or interacts with the user.

Popular CMS: Wordpress, Joomla, Drupal, etc.

CSS

Cascading Style Sheets (CSS) is a style sheet language used for describing the presentation of a document written in a markup language. Although most often used to set the visual style of web pages and user interfaces written in HTML and XHTML, the language can be applied to any XML document, including plain XML, SVG and XUL, and is applicable to rendering in speech, or on other media. Along with HTML and JavaScript, CSS is a cornerstone technology used by most websites to create visually engaging webpages, user interfaces for web applications, and user interfaces for many mobile applications. Changes to the graphic design of a document (or hundreds of documents) can be applied quickly and easily, by editing a few lines in the CSS file they use, rather than by changing markup in the documents.

The CSS specifications are maintained by the World Wide Web Consortium (W3C). Internet media type (MIME type) text/css is registered for use with CSS by RFC 2318 (March 1998). The W3C operates a free CSS validation service for CSS documents.

User Research

User Research focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies. This field of research aims at improving the usability of products by incorporating experimental and observational research methods to guide the design, development, and refinement of a product. User Researchers often work alongside designers, engineers, and programmers in all stages of product creation and idealization.

User research is an iterative, cyclical process in which observation identifies a problem space for which solutions are proposed. From these proposals, design solutions are prototyped and then tested with the target user group. This process is repeated as many times as necessary.

User Experience

User experience (UX) is a person's entire experience using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human–computer interaction and product ownership. Additionally, it includes a person's perceptions of system aspects such as utility, ease of use and efficiency. User experience may be considered subjective in nature to the degree that it is about individual perception and thought with respect to the system. User experience is dynamic as it is constantly modified over time due to changing usage circumstances and changes to individual systems as well as the wider usage context in which they can be found.

Persona (in User Experience Design)

Personas are also used in User experience design, known as user persona, and in Design for All. Alan Cooper introduced personas in his book The Inmates Are Running the Asylum (1998). Cooper play-acted fictitious characters in order to help solve design questions. These personas need to be based on research and can also be described in narrative form. Andrew Hinton has observed that creating personas has become synonymous with creating documents instead of an "activity of empathetic role-play".

Practitioners of Design for All and user-centred design have created personas with disabilities, for example, as part of the book Just Ask: Integrating Accessibility Throughout Design, those by the European R&D project AEGIS (available under Creative Commons), and those by the European R&D project ACCESSIBLE (available as OWL).

Usability Testing

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. This can be seen as an irreplaceable usability practice, since it gives direct input on how real users use the system. This is in contrast with usability inspection methods where experts use different methods to evaluate a user interface without involving users.

Usability testing focuses on measuring a human-made product's capacity to meet its intended purpose. Examples of products that commonly benefit from usability testing are foods, consumer products, web sites or web applications, computer interfaces, documents, and devices. Usability testing measures the usability, or ease of use, of a specific object or set of objects, whereas general human-computer interaction studies attempt to formulate universal principles.

A/B Testing

In web development and marketing, A/B testing or split testing is an experimental approach to web design (especially user experience design), which aims to identify changes to web pages that increase or maximize an outcome of interest (e.g., click-through rate for a banner advertisement). As the name implies, two versions (A and B) are compared, which are identical except for one variation that might impact a user's behavior. Version A might be the one currently used, while version B is modified in some respect. For instance, on an e-commerce website the purchase funnel is typically a good candidate for A/B testing, as even marginal improvements in drop-off rates can represent a significant gain in sales. Significant improvements can be seen through testing elements like copy text, layouts, images and colors.

Multivariate testing or bucket testing is similar to A/B testing but tests more than two versions at the same time.

SEO

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, and these visitors can be converted into customers. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. As of May 2015, mobile search has finally surpassed desktop search. Google is developing and pushing mobile search as the future in all of its products and many brands are beginning to take a different approach to their internet strategies.

Responsive Design

The world of web design has changed quite a bit over the years and continues to evolve as mobile-friendly design becomes more of the rule rather than the exception. But sometimes, buzzwords get the best of us and all that's left is confusion. So what exactly is the difference between fixed, fluid, adaptive and responsive design?

Defining The Different Types of Design Types

Fixed design

Much like it says on the tin, fixed design doesn't change depending on the device which is viewed on. If it's designed with desktop in mind, opening it on mobile means images and text might get cut, and a combination of horizontal and vertical scrolling might be needed to see the whole content. On the other hand, if it's designed with mobile in mind, opening it on desktop will show a skinny email with super-sized text and buttons. Needless is to say that neither of them are a great experience.

Fluid design

This allows the designer to retain some control over the content, while offering a slightly better user experience. In fluid design, widths are set as percentages of the screen and relative to each other. In this way, an image will always be 30% of the screen size, regardless if that screen is a desktop or an iPhone screen.

The problem is that simply shrinking or enlarging content might not always be the best strategy. It can become too small to be view-able, or look out of proportion.

Adaptive design

websites are built with media queries that target specific device sizes (e.g. iPhone, iPad, Android, etc). One of the problems with an adaptive layout, is that as new devices get introduced your code will need to be updated. Which isn't ideal.

Responsive design

websites are built with media queries that target more general break points that scale images, wrap text and adjust layout accordingly. This is my preferred strategy when building websites.

What's the Difference between Responsive and Adaptive Design?

Responsive is fluid and adapts to the size of the screen no matter what the target device. Responsive uses CSS media queries to change styles based on the target device such as display type, width, height etc., and only one of these is necessary for the site to adapt to different screens. Adaptive design, on the other hand, uses static layouts based on breakpoints which don't respond once they're initially loaded. Adaptive works to detect the screen size and load the appropriate layout for it – generally you would design an adaptive site for six common screen widths: 320, 480, 760, 960, 1200,1600.

On the surface, it appears that adaptive requires more work as you have to design layouts for a minimum of six widths. However, responsive can be more complex as improper use of media queries (or indeed not using them at all) can make for display and performance issues.

How Do Responsive and Adaptive Compare?

Responsive is harder to make

Responsive design is the more difficult choice to pull off since it requires extra attention to the site's CSS and organization to make sure it functions well at any possible size. It's easier to make a few specific layouts for your website instead of making one layout that can work in any screen size. While this means that each adaptive layout needs a bit of flexibility to work on several screen sizes, it is easier than making one layout that works for all of them.

Adaptive is less flexible

So the one drawback of adaptive design's easier approach is that the final results don't always display the best for a wide variety of screen sizes. While responsive site designs are guaranteed to work well on any screen size, adaptive designs only work on as many screens as its layouts are able to. So if a new device with a new screen size is released, you may find out that none of your adaptive layouts fit with it well. And that means you will have to edit them or add a new one. Responsive sites are flexible enough to keep working on their own, but adaptive sites will likely need some occasional maintenance.

Responsive sites load faster

Load time is a consideration. An adaptive website needs to load ALL possible layouts while responsive websites only need to load the one that works across all platforms. Adaptive sites have a lot of loading to do – all those extra layouts takes extra time and resources, so know that they will be a bit slower than their responsive counterparts. This won't always be the case, however, such as when you have a responsive site with 100 pages compared to an adaptive site with 10 – for sheer size of the site, the adaptive one will likely be faster.

Reponsive

VS

Adaptive

Should I Use Adaptive or Responsive Design?

Tallying up the score, responsive web design is almost always the safer option to go with for your site. It always functions well regardless of what new screen sizes come and go, improves loading times, and is usually well worth the extra effort in putting it together.

However, for some sites, adaptive may be a better option. These would likely be newer, smaller websites that are just starting out and need to preserve their resources. An adaptive site is easier to create, and the smaller size and audience would keep the slower load times or lower flexibility from being an issue.

THE PROCESS

Every design specialism has a different approach and ways of working, but there are some c ommonalities to the creative process. Most of he web project I've worked on furing my 13 years of being a UI designer is divided into three distinct phasses – Discover, Define and Develop. I'll use one of my client work to explain each phase.
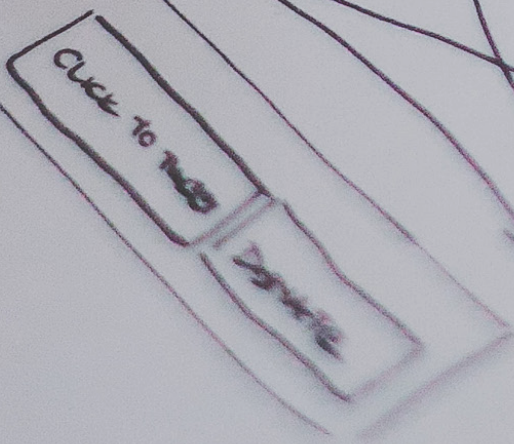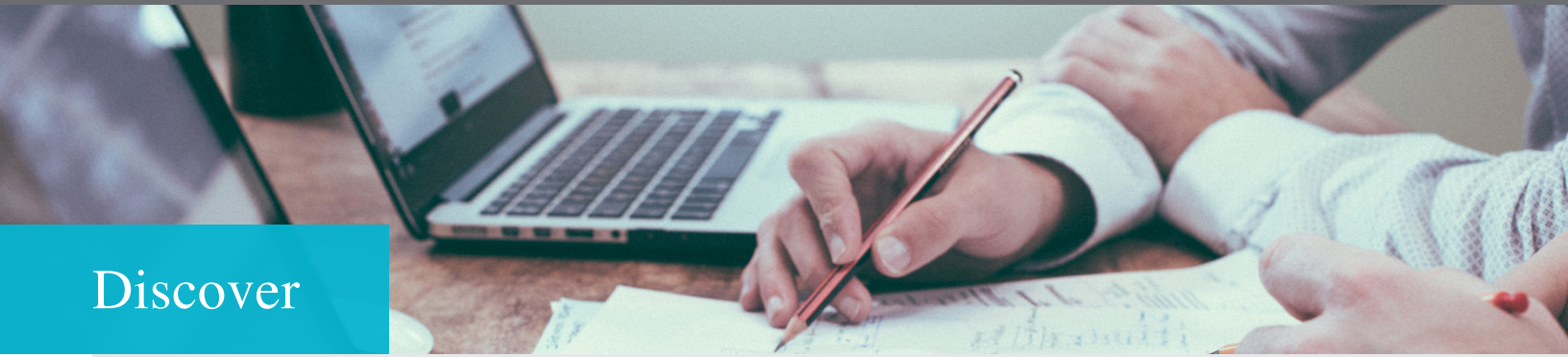
Discover

During the initial phase of a project we conduct meetings, workshops, and webinars with the customer to accurately determine their needs and current situation. You will discuss technology and marketing as well as roles and goals. Once you feel comfortable that you completely understand the tasks at hand, you move to define the scope of the project and agreement deliverable. I'll use Crane.com redesign as an example.

Brand Positioning & Brand Character

Brand Positioning is a marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Companies apply this strategy either by emphasizing the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.) through advertising. Once a brand is positioned, it is very difficult to reposition it without destroying its credibility. It is also called product positioning.

Brand character is a set of human characteristics that are attributed to a brand name. A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that a specific consumer segment enjoys.

Crane brand statement:
Enriching relationships through lasting personal connections, Crane brings the humanity back to the way we communicate so that we have more meaningful connections.

Crane brand statement:

- Uncompromising quality
- Personal touch
- Craftsmanship
- Commitment
- Innovation
- Relevance

Intimate / Emotional / Connections

CRANE & CO.

Company History & Background

Crane was founded in 1801 and has a rich American history – Crane paper has been used for events from personal occasions to presidential inaugurations. The firm has a strong heritage that is not well publicized due to company policies.

Crane is the largest player in the highly fragmented stationery market, as well as the most recognized. Estimated market share of stationery market is approximately 1% however estimated market share of premium segment is 17%.

Due to its long history of hand-crafted paper products, the Crane brand is known as the gold standard in fine stationery and has been used consistently by a number of high-profile clients including the Kennedy family, Tiffany & Co. and an impressive list of past Presidents of the United States.

However, over the last several years Crane has seen a decline due to two trends;

1. a decrease in usage of traditional stationery products and

2. an aging customer base.

In order to remain the leader in the category, Crane needs to regain its appeal to today's consumer by

1. continuing to provide excellent stationery products

2. extending their offering into newer forms of communications, and

3. delivering those items online in a way that is relevant to today's consumers.

Define

During this stage you want to establish exactly what it is that the client and the client's company are trying to accomplish. This involves discussing voice and tone, target audience, project scoop, mood board, and becoming familiar with as many aspects of the project as possible. Simply put, the more you know, the more you can help your client. I'll keep using Crane.com redesign to talk about deliverables in this phase.

Brand Positioning & Brand Character

In conjunction with the visual design expression of the site, the tone will help bring the Crane brand personality to life. Understanding the key brand characteristics is essential to establishing the appropriate tone for the audience. The Crane tone embodies the following direction:

- Intimate
- Emotional in nature
- Relationship-building
- Authentic
- Romantic and Eloquent
- Enduring
- Action-oriented

Execution Mandatories:

In conjunction with adhering and leveraging established brand identity standards and the updated Crane Style Guide, the visual design directions will be inspired by the conceptual development efforts, which include a set of internally developed mood boards – inspired by a combination of Crane mood boards and expanded creative exploration by the creative team.

Target Audience

A target audience is the intended audience or readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message. Businesses that have a wide target market will focus on a specific target audience for certain messages to send, such as The Body Shops Mother's Day advertisements, which were aimed at the children and spouses of women, rather than the whole market which would have included the women themselves.

Crane Macro Target:
Adult women, ages 25-64, residing in affluent, suburban and urban neighborhoods.

PRIORITY	AUDIENCE SEGMENT	INSIGHTS
Primary	**Category enthusiast shopper** • Intimate • Emotional in nature • Relationship-building • Authentic • Romantic and Eloquent • Enduring • Action-oriented	Constantly engaged in the category – passionate about social correspondence with a more contemporary vision. An obsession with stationery in general – has a "stationery stash". Embraces the category core universal truths – a reflection of who you are and connecting to what matters. Easily persuaded by design, style and new ideas. Crane brand awareness is medium to high. This audience segment represents one of the biggest opportunities for growth for Crane & Co. Believes the quality of stationery reflects quality of relationship. Ultimate goal is capture the audience and build brand loyalty.
Secondary	**Lapsed category shopper** • Age: 35-64 • HHI: $100- $150+ • Female	Currently not engaged in the category, but has been previously exposed to the brand; more of a casual category shopper. Has embraced the category in the past more so than she/he does today. Aspires to be more authentic and intimate in her/his life. Brand awareness is low to medium.

Secondary	**Crane loyalist, enthusiast buyer**
	
	• Age: 45-64; female
	• Baby boomer affluents
	• HHI: $150+
	  (Affluent to Super-affluent)
	• Upscale suburbs or Metro Elite
	• College Graduate +
	• Married with 1-2 children;
	  ages 13-17 years of age
		The Crane brand loyalist – is a determinist shopper who uses Crane for personalized stationery and all significant personalized event/party invitations. Understands and appreciates the craft of Crane products. Crane is a stamp of affluence and distinctive taste. Significant level of brand awareness and trust.
		
		This audience segment currently dominates the market share at Crane. They are primarily luxury shoppers. Ultimate goal is to build equity.

Mood Board

A mood board is a type of collage consisting of images, text, and samples of objects in a composition. It can be based upon a set topic or can be any material chosen at random. A mood board can be used to give a general idea of a topic that you were given, or can be used to show how different something is from the modern day. They may be physical or digital, and can be "extremely effective" presentation tools.

Mood board for Crane.com redesign includes type, color, photography and stylistic element.

Project Scope

Redesign the eCommerce site for Crane.com and deliver:

- A new and improved user experience–leveraging eCommerce usability best practices

- A defined brand expression which reflects the Crane brand and makes a relevant connection to the target audience

- Detailed, functional and technical specifications that support the user experience

- SEO recommendation

- A web analytics and success metrics plan

Objectives:

- Increase direct-to-consumer sales by:
    - 56% in Year 1 (2010 vs 2009)
    - 110% in Year 2 (2011 vs 2009)

- Create an engaging online user experience by:
    - Updating Crane.com to follow industry standards with content management, platform tools and user flow
    - Using web 2.0 tools to allow users to connect, participate, personalize and create on Crane.com

- Elevate the Crane brand online through the use of design, imagery and content, and by highlighting Crane's unique crafts-manship

- Make the Crane brand more relevant and meaningful to today's digital audience

Success Measures:

- eCommerce sales (through Crane.com and Crane Direct)
    - Revenue
    - Traffic-to-sales conversion rate
    - Number of items in shopping cart

- Brand awareness
    - Pre/post survey

- Traffic
    - Number of users on web site

- Engagement
    - Customer base measured via opt-ins
    - Dwell time
    - Return rate
    - Personalization and participation activity

Deliver

Once you have submitted SOW to the client for review, you will wait for approval. Once the SOW ahs been approved, the design and development team will initiate the execute process. This will focus on the specifications the client has provided. The UX team creats the wireframes, the UI team work on the initial comps, then the develop team builds the site, etc.

Wireframe

A "wire frame" is a non-graphical layout of the proposed web page. The website wireframe connects the underlying conceptual structure, or information architecture, to the surface, or visual design of the website. Wireframes help establish functionality, and the relationships between different screen templates of a website. An iterative process, creating wireframes is an effective way to make rapid prototypes of pages, while measuring the practicality of a design concept. Wireframing typically begins between "high-level structural work—like flowcharts or site maps—and screen designs." Within the process of building a website, wireframing is where thinking becomes tangible. The UX team is reponsive for the WF.

Crane.com wireframe samples:
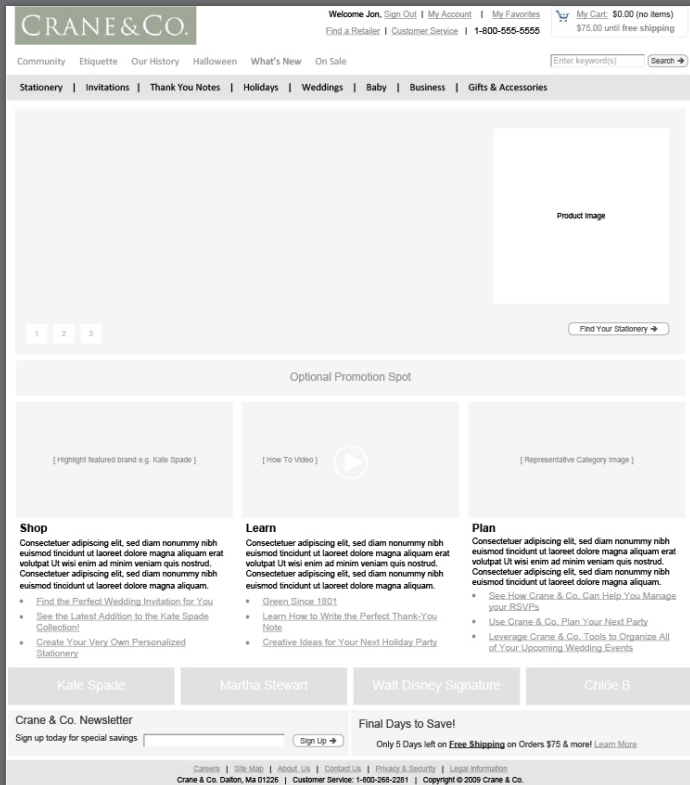
home page
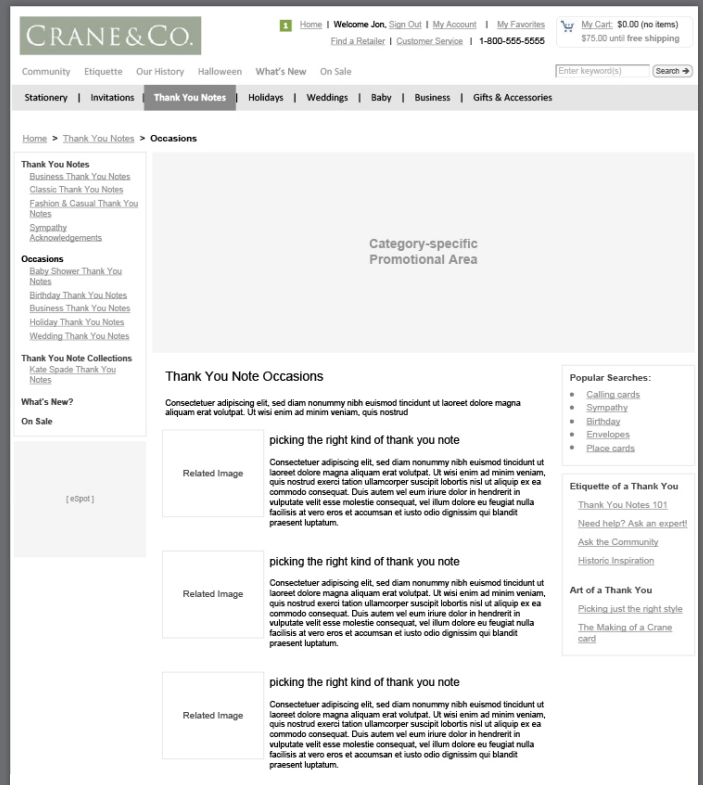
category landing page

Crane.com wireframe samples:

product detail page

checkout page

Visual Concept

After the wireframes is presented and approved by the client, the UI team start working on the visual concepts. Normally the homepage would be a good starting point to determine the overall look and feel of the whole site, as well as other interface elements. Normally 2-3 concepts would be created for the client to review and give feedback.

Crane.com initial visual concepts:
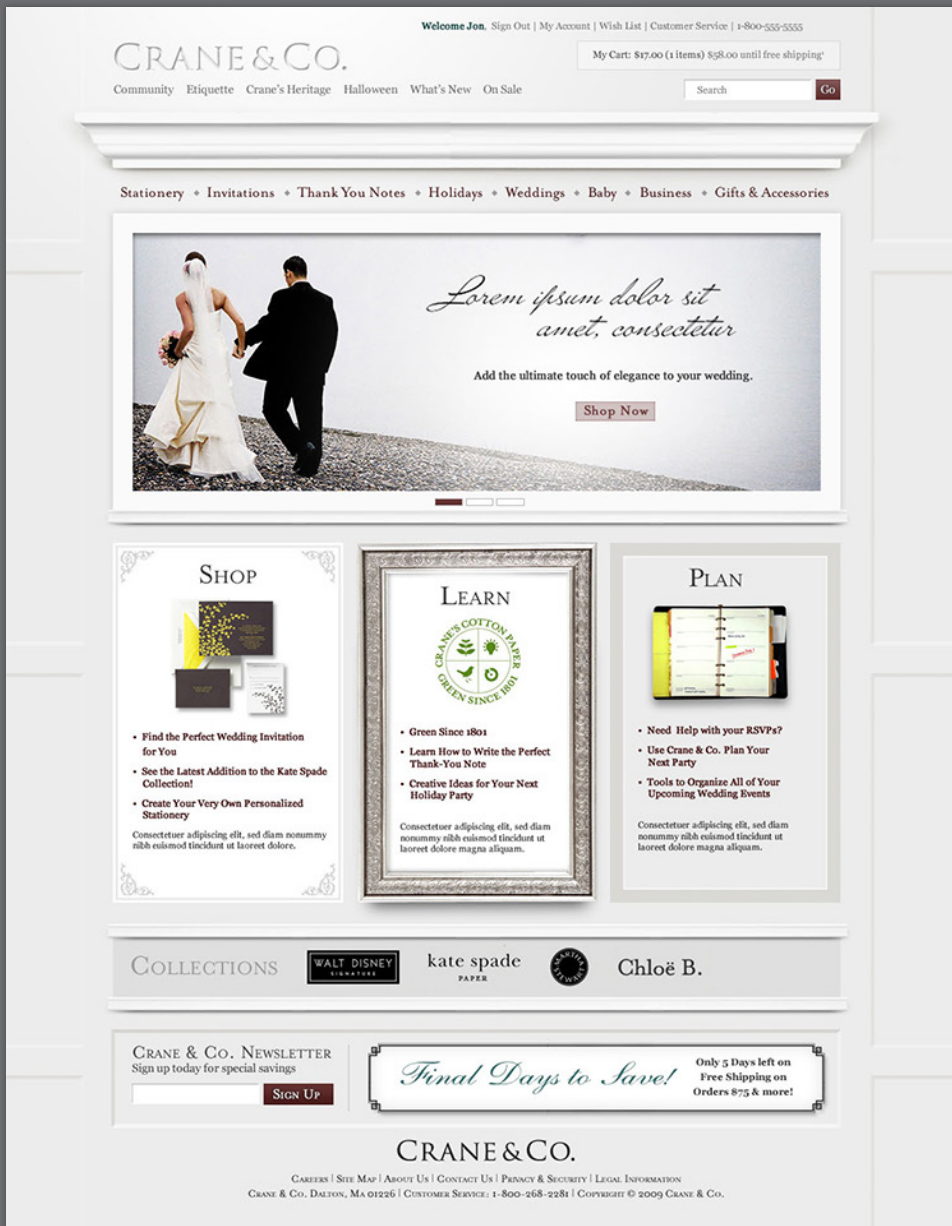
Concept 1 - Legacy
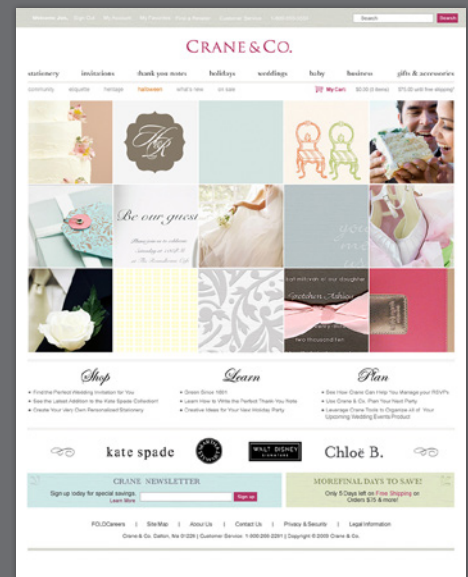
Concept 2 - Hand Crafted
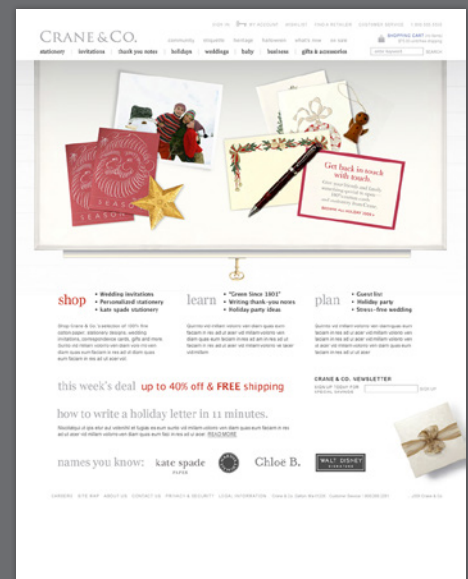
Concept 3 - Sincerely

The client reviewed the initial concepts and pick concept 3 as the final direction. Based on their feedback, the UI designer came up with the final concpet.

Crane.com final concept:

Development

The developmental stage is the point where the web site itself is created. At this time, the developers will take all of the individual graphic elements from the photoshop files provided from the UI designer and use them to create the actual, functional site.

This is typically done by first developing the home page, followed by a "shell" for the interior pages. The shell serves as a template or the content pages of the site, as it contains the main navigational structure for the web site. Once the shell has been created, remaining will be distributed throughout the site, in the appropriate areas. Elements such as the CMS (content management system) like WordPress, interactive contact forms, or e-commerce shopping carts are implemented and made functional during this phase, as well.

This entire time, the developer should continue to make the in-progress web site available to UI designers for viewing, so the UI designer could suggest any additional changes or corrections to ensure the site reflects the original visual concept.

On the technical front, a successful web site requires an understanding of front-end web development. This involves writing valid HTML / CSS code that complies to current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Testing and Deploy

At this point, UI designer will attend to the final details and test the web site. They will test things such as the complete functionality of forms or other scripts, as well last testing for last minute compatibility issues (viewing differences between different web browsers), ensuring that your web site is optimized to be viewed properly in the most recent browser versions.

Once the client gives the final approval, it is time to deploy the site. An FTP (File Transfer Protocol) program is used to upload the web site files to the client's server. Some company offer domain name registration and web hosting services as well, or have recommendations as to where the client can host their site. Once these accounts have been setup, and the web site uploaded to the server, the site should be put through one last run-through. This is just precautionary, to confirm that all files have been uploaded correctly, and that the site continues to be fully functional.

Other final details include plugin installation (for WordPress or other CMS driven web sites and SEO (Search Engine Optimization). SEO is the optimization of the web site with elements such as title, description and keyword tags which help the web site achieve higher rankings in the search engines. The previously mentioned code validation is something that plays a vital role in SEO, as well. There are many WordPress plugins available that further enhance the default WordPress functionality – many of which directly relate to improving your SEO, as well. There are a lot of details involved in optimizing the web site for the search engines – enough to warrant its own post. This is a very important step, because even though you now have a web site, you need to make sure that people can find it! A lot of company has a separate SEO team to work on this.

HTML Style Guide

Some time after we launch a site, new designers and developers come in and make adjustments. They add styles that don't fit with the content, use typefaces that make us cringe, or chuck in bloated code. But if we didn't leave behind any documentation, we can't really blame them for messing up our hard work.

As the last deliverable for the project, the UI designer would often create a "HTML Style Guide" document to give developers a quick glance of key elements/styles of the site. Such as color palette, CTA styles, fonts, as well as page layout.

Crane.com style guide sample pages:

INSIGHTS

As a professional UI designer for over 10 years, I've gathered some business insights as well as job seeking topics to help you set your feet in the field.

Client Facing

Client facing is a type of business role where the employee interacts directly with the customer, in person. As a UI designer, client-facing functions are important and necessery. You're always working with a variety of clients. Some clients are amazing – they give you a succinct, accurate brief, they allow plenty of creative freedom, they're open to new ideas, they are prompt with their feedback and they sing your praises to their colleagues. But some ae the opposite.

How to Professionally Deal with Difficult Design Clients

Handle Editing Disputes with Grace

A client requests that edits be taken in a certain direction while you think the opposite approach is best. It's the classic client/designer battle. While you can gently reiterate why you approached the project in a certain manner, if the client is unwilling to budge, you'll likely be better off appeasing them.

After all, they're paying you for the work and, if they want something completed in a certain manner, it's up to you to provide it. To avoid being blamed for a poor performing project in this situation, tell the client why you took the original design approach before sending off the final edited results. The client will then only have themselves to blame if the design doesn't generate the results they desire. Also, save copies of the original and edited versions in case you need them for future disputes.

Spell out Contract Terms

Contract terms are the foundation of successful design projects. By ensuring you and the client agree on all terms including how many edits will be provided, the project cost and more, fewer questions and disputes will arise. If disputes do occur, revisit the contract terms and gently remind the client of the original agreement that was signed. If you uphold your end of the bargain, the client will have no grounds for backing out on theirs.

Send Invoices Promptly

You won't be paid for your work unless invoices are sent promptly for completed projects. Before sending invoices, recheck contracts to ensure you're charging for the proper rate. Also, clearly state on the invoice when payment is due and the amount of interest to be charged for late payments. By invoicing in this manner, you may encounter fewer payment issues.

However, if you ever must deal with excessively overdue payments, you must make the difficult decision regarding additional actions that should be taken. If the client signed a contract agreeing to pay you a certain rate and they accepted the final project, you'll have grounds to take additional legal action to collect the money you're owed. In these situations, it's typically beneficial to involve a lawyer to ensure the proper actions are taken.

Smile and Finish the Job

While dealing with a difficult client isn't the image you likely envisioned when first becoming a designer, it's a situation that most designers encounter. During those trying times, the best option is simply to keep smiling and finish the job. You're a professional and this difficult client is simply a hiccup in the normally positive projects you complete.

As a new designer, you can't afford to be selective about the work you accept. However, as your client list builds, you'll notice the signs of a difficult client as you begin working with them. When such a situation arises, you can politely turn down work that may not be worth your time. While you certainly don't want to burn bridges with clients who may have strong connections, you must also respect your talents by not accepting work that won't be worth your time.

It's important to remember that, as with any profession, you'll have good days and bad days. By maintaining a positive attitude in the face of difficult situations, you'll uphold a professional image and will avoid burning connections that could provide future profits. Additionally, during those difficult days, remind yourself of the many perks of being a designer since they typically far outweigh the negatives. Do you have tales of difficult clients you'd like to share or have additional suggestions for handling these tricky situations?

10 Tips for Communicating with a Difficult Client

1. Start With a Fresh Slate

Carrying an attitude with clients is quickly going to ruin your career. Every time you approach a discussion, email, or call from a client you should do so with a good attitude and a positive mindset. Working with a bad attitude is only going to produce bad results and further fuel the flames. Keep your head up!

2. Look Between the Lines

When a client asks you to make the logo larger could they really mean they would like a stronger branding presence? Be sure to completely understand what your client is requesting before jumping to conclusions. Ask respectful questions and get to the bottom of what the client is really looking for.

3. Keep a Level Head

A lot of times you will receive an email or message from a client that seems to be a little pushy or assertive. Take a step back and realize that this may have come off the wrong way, perhaps because the client is not familiar with industry lingo they do not know how to effectively communicate with us without sounding somewhat bossy.

4. Learn to Renegotiate

As a project progresses clients can tend to get more involved and in a result often ask for things out of the scope of the original project. Rather than doing the work for nothing (and becoming ticked in return) or refusing to do the additional work altogether learn to renegotiate the contract. This will eliminate frustration on both sides and hopefully increase the overall efficiency of the project.

5. Communicate with Purpose

Try your best not to get in the habit of shooting off quick messages looking for answers. In return you'll get quick answers that are not thought out which may carry back-and-forth, eating away at time you could have saved by sending one detailed message. Make it your goal to only send messages with some medium and detail.

6. Pick Your Battles

Putting up a fight is important in ensuring that you clients are getting the best possible results. Pick the battles that will win the war and learn to take the hit on the others. This may take some practice in figuring out exactly what to figure for with each client but once you do figure it out it will make your life easier.

7. Provide Support to Decisions

If a client is a little weary or questioning one of your decisions back it up with proven examples, case studies, or performance metrics. Clients will question you from time to time and it's only to ensure they are really getting the best possible website. Be ready and willing to provide support behind your decisions.

8. Put it in Writing

I work best when I have something to reference or fall back on. Keeping all of my discussions in writing not only helps me stay on track but also allows me to reference previous discussions if any questions arise. Whenever you talk to a client over the phone or meet to go over the project send them an email recapping your discussion. They will appreciate the summary and it will allow you to stay organized.

9. Interrogate the Client

When push comes to shove and you are truly struggling with a client interrogate them to find out what they are genuinely looking for. Do it tastefully and do your best to really get the client thinking. The harder they think the better they are at being able to express what they have in mind.

10. Never Stop Communicating

Always keep the communication line open between you and the client. Keeping them in the loop and allowing them to ask questions will ensure them that you are doing your best work and ultimately care about their project. In the end they will be in a better mood and you will be able to sleep better at night knowing your client is happy.

Questions to Client

Whether you sell growth-driven design or complete website redesign and launch projects, you need to do your research and gain a deep understanding of the brand, its current site, and its wishes for a new online home. Without a thorough investigation, both the form and function of the website will fall flat. I've collected over 100 questions to the client before you start designing a website. You might use the ones fit your project.

Background Information

1. Describe your target audience.

2. What is the purpose of the website?

3. What are your corporate core values and how do you express them to your visitors?

4. What makes you different from your competitors?

5. Why should people do business with you rather than your competitors?

6. Describe the style of the website you want.

7. Do you have specific company colors that need to be used?

8. Can you provide the Pantone numbers for your company colors?

9. Do you have any other materials that the site needs to match with in some way (brochures, press materials, etc.)?

10. What do you like most about your current website?

11. Is there any functionality or options on your current website that you plan to keep (other than the content)?

12. What are your top 3 frustrations with your current website?

13. What do your current competitors' websites have that you wish to have?

14. Are there any websites with designs that you like?

15. What about those websites would you like to be incorporated into your website?

16. What types of things do you see on other websites that you really like?

17. What types of things do you see on other websites that you really hate?

18. Name the 3 things that are most important in the design of your new website.

19. Name the 3 things that are least important in the design of your new website.

20. Where is your website hosted?

21. Do you have full access?

22. Can you provide usernames and passwords?

23. Who will be involved on your end in the development of the website?

24. Any other contractors?

25. Who or how will you be managing website upkeep?

26. Do you have a budget you are trying to meet?

Scope & Specs

27. Does your current web host meet all your new website's needs (space, bandwidth, databases, etc.)?

28. Do you plan on or need to move to a new host provider?

29. Do you need help finding the right web host?

30. Do you already have a URL you plan to use?

31. If not, do you need help selecting and registering a good URL?

32. Do you have a logo you plan to use or will one need to be created?

33. If you have one, can you provide the original artwork files?

34. Will you need a favicon created?

35. Do you have a tagline you wish to use or do you need help creating one for your site?

36. Do you have a completed site architecture for the new website or will this be part of the scope of work?

37. How many pages will the finished website be (estimated)?

38. Do you have any page wireframes ready or will those need to be produced as part of the scope of work?

39. Do you have the content for the website or will content creation be a part of the scope of work?

40. How many pages of content will need to be developed?

41. Will there be any cross promotion of content within the site?

42. Please provide details on content cross promotion.

43. Will we be importing and formatting your content, or do you plan to do this?

44. Do you or your team need training for making website updates, content publishing guidelines, etc.?

45. What types of actions do you want your visitors to take on your website?

46. Do you have any specific photos you plan to use?

47. Do you have full rights to those files?

48. Can you provide hi-res files to us?

49. Will we need to find and/or create any images for the website?

50. Will video or audio be a part of the new website?

51. Can you provide us the proper files or is creation of this content part of the scope of work?

52. How many videos or audio files will be added and/or created?

53. Will any customizations need to be made such as optimizing for search, adding content overlays, customized wrappers, etc?

54. Do you require online chat features?

55. Do you have any other media or PDF documents that need to be incorporated, or will any need to be created?

56. Will these need to be optimized for search?

57. Will your visitors require any special needs (i.e., screen reader ready, larger fonts)?

58. Do you require your site to be mobile friendly (responsive design)?

59. Do you have any specific mobile requirements?

60. Do you need multi-language support?

61. Will you need a shopping cart system for e-commerce?

62. Do you have a system you already use?

63. Are you in need of an upgrade?

64. Do you need a content management system?

65. Do you have a preference for which CMS to use? (i.e., WordPress, Joomla, Drupal, Concrete 5, Magento, etc.)

66. If not, do you need help selecting the best CMS for your needs?

67. Will you need multiple levels of access?

68. Do you need to be able to manage content publishing approval processes?

69. Does your site need a blog or a forum?

70. Will users need to log in to your site for any reason?

71. If so, why?

72. Do you need any password protected areas?

73. What kind of content will be put behind password protected areas?

74. How many web forms does your new site need?

75. What is the purpose of each?

76. How do you want the submitted info handled? (email, database, etc.)

77. Do you need any social sharing features built in
(tweet, like, +1, share, etc.)?

78. Will there be any third-party applications that will need to be integrated?

79. What are they?

80. Will you need an events calendar feature?

81. Do you have any subscription services?

82. Do you use a third party for any part of subscription content delivery and/
or payment?

83. Do you require printer friendly options?

84. Do you wish to employ any "content-on-demand" features
(i.e., hidden elements that are made visible with certain actions)?

85. Do you want a fixed-width or fluid-width design?

86. What information must be on the home page?

87. What information must always be visible?

88. What features, sections or information do you want emphasized
on the site?

89. How would you like that to be featured?

90. Will different sections of your site require different designs, layouts
or coloring?

91. Do you have any flash elements you want included?

92. Will those be provided or do they need to be created?

93. Do you need an internal site search feature?

94. Do you want contact phone numbers prominently displayed?

95. Do you require a database?

96. What specific functionality will it need?

97. Will you be offering advertising on the site?

98. How should that be implemented?

99. Do you have a Google Analytics account?

100. Can you provide us access?

101. Do you have any other specifications or need specific functionality that
has not been addressed?

102. What is your time frame for total project completion?

103. Will you be looking for keyword optimization beyond the design/devel
opment scope

Prepare for Job Interview

You are ready to hit the road and start looking for your first 9-5 design job. You found some job postings and lined up a few interviews, what now? How can you impress potential employers fresh out of school? I've gathered some do's and don'ts of preparing for design job interviews. You'll learn what employers are looking for in a portfolio, resume and candidate so you can be better suited to land that dream job.

Tailoring Your Resume to the Interview

Your portfolio is definitely key in landing a job, but your resume is what gets thrown in the stack with fifty others so you want to make sure that stands out as well.

How to pull it off
The first thing that can help you stand out was the design of the resume itself. Don't use Microsoft Word to create something boring, approach it like any other project designed it in Illustrator and Photoshop. Don't make anything crazy, designers too often sacrifice readability and organization in resumes to go for the wow factor, a professional-looking document that looked like it was from a designer instead of a secretary.

Apart from the design, often tweak the resume to better suit a particular position. If done properly, this is in no way a dishonest practice. You wouldn't be asked the same questions for every interview, so why approach all of them with the same resume?

Lifting Key Words from the Job Posting
Every business has their own list of buzz words that they're currently excited about, and these often make their way into job descriptions. As you're browsing job postings, print out those that you're interested in. Then take the time to go through each with a highlighter to point out key phrases. Here's a tip: this is exactly what many potential employers will do to your resume!

There will be several times when you see a job posting emphasize a particular skill or even a piece of software that is important. All you have to do for each job you apply for is a quick read through to make sure you remembered to hit those points before shooting off your resume. Simply seeing these things mentioned will make you resonate as a candidate.
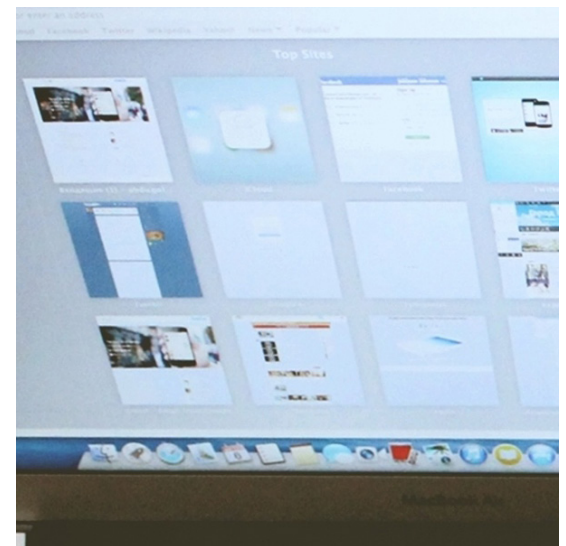
Whip That Portfolio into Shape

If you are applying a UI position, you might need to have an online digital portfolio to show your underdand of the digital world. Whether you have a personal website or a Behance account. If a hiring manager is considering inviting you in for an interview, he or she can review it to get a better sense of your skills. You'll also want to present your work during the actual job interview as well, either digitally on a mobile device or as printed pieces.

1. Select your strongest samples

survey by TCG says eight is the lucky number, but anywhere from seven to 10 samples should adequately demonstrate your skills. Your digital portfolio samples should also:

- Represent your core strengths, industry experience and technical ability and range.

- Be no more than five years old; keep it new and fresh unless you were the brainchild of a high-profile campaign.

- Start and finish with a bang; lead with your strongest work and end with the runner up.

- Be customizable; always ensure your portfolio content will appeal – and be relevant – to different employers.

2. Create clear categories

Three common formats are:

- Industry-specific – For example, if you're applying for a project or position at a hospital, lead with your healthcare samples.

- Media specialty – If the client is looking for someone trained in a particular medium, it makes sense to categorize your work by type, like illustrations, branding work, email campaigns, etc.

- Chronological – This works best for entry-level creatives. Start with your most recent work to emphasize your professional progress.

3. Showcase your creative style

Companies and hiring managers want to get a sense of who you are, from your style and sensibility to your personality and passions. Make sure you:

- Are being "you" while also highlighting your adaptability.

- Match your digital portfolio design to your personal brand; be consistent, look-and-feel-wise, with all job-hunting materials, like business cards and resumes.

- Approach your own portfolio as if it were a client project; this means understanding your target audience as well as how you'd like them to experience your work.

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Do Your Research

Do you have a job interview coming up in the next few days? Company research is the best way to learn about what the company does and what they look for in a candidate. You'll also be better prepared to answer questions and position yourself as the best candidate. As you prepare for your upcoming interview, here are several things you should learn about an employer:

The organization's mission and vision
You might have an idea of what the organization does (for example, providing after school programs to teenagers) but you should also know why it does this work (to close the achievement gap) and the organization's values (direct communication, including parents in decision making). Having this key background information will allow you to better explore your role and experience in helping the organization fulfill its mission.

Key players of the organization
The key players within an organization are those employees who hold important positions in the company. These individuals can be managers, department directors, and especially the CEO/president of the company. You can find out who the key players of the organization by reading the employer's "About" page and employee bios. It's also a good idea to check out what these individuals say on Twitter and LinkedIn to learn what employees say about the company online.

News and recent events about the employer.
When you go into a job interview, it's always a good idea to be knowledgeable about the company's latest news and updates. Most companies have a page on their website dedicated to press releases and events. This is a great source for you to find out information regarding the company's latest news and updates.

Clients, products, and services
As a potential employee, you need to have an idea of the type of work you'd be doing once hired. By having a general idea of who the company's clients are and the types of products and services are offered, you'll be more prepared for the interview, too.

Community Interaction
Somewhere along the application process, someone you're interviewing with has likely Googled you and scoured your social media accounts. You should return the favor by finding out what the company has been up to lately.

Aside from the news that comes up when you Google the company (which you should also read), corporate blogs are gold mines, especially for younger companies that are growing. Whether it's a post welcoming new staffers to the sales team or detailing new features of a recent software update, this is the kind of stuff you should know about.

LinkedIn is also a good tool for learning about what kind of news the company communicates—and therefore wants you to know. Check the company page on LinkedIn and see what kind of updates are featured. Is there a promotion for Mother's Day, or a statement on how the sales team exceeded earning expectations? Either way, this will show you what types of things to bring up in conversation. (Oh, and while you're on LinkedIn, check out the profiles of the people you'll be interviewing with. Make sure you have your profile set so that they can see that you've viewed their profiles. This might seem counterintuitive, but it actually shows that you care and are doing your due diligence before the interview.)

The person interviewing you
Finally, you should find out who the interviewer will be. This will give you an advantage during the interview because you'll have a better chance of connecting with them and sparking a meaningful conversation. Now it might be a little tricky trying to find out who the interviewer is, but you should be able to locate the person's name with a little investigation. First, try locating the person's name from email you received regarding the interview. If you can't find any information, reply to the email politely requesting the name of the person who'll interview you.

Once you acquire the interviewer's name, do some research on LinkedIn and Twitter. This will help you learn about the interviewer's background, their position with the company, and even some common interests you both share.

Interview Tips

The design interview process can often seem an intimidating maze of challenges that can put you off applying in the first place. But that should never put you off pursuing your design ambitions. If you've got the skills, and the right attitude, you deserve that job – so let us walk you through some simple but effective tips to both landing that design job interview and sailing through it…

Common UI Position Interview Questions

Can you describe your ideal work day as a UI designer?

By answering this question, a designer should reveal a lot about his or her preferences of processes, orders and setups. You should be able to find out how much of a team player the applicant is, and how much does s/he expect from other team members: Developers, UX designers, and Information Architects.

A good UI designer should mention how important it is to communicate with UX designers about changes in prototypes or wireframes. Another good sign is if the designer mentions keeping end-user goals in mind when designing each element, as well as how s/he is aware of any technical limitations.

Why do you want this position?

As long as the answer isn't "I need the money," this should be an easy one.

What are your core areas of UI design expertise?

Any UI designer who has worked long enough on various, unique projects, will have developed areas of expertise, or at least, preferences. The designer's answers should revolve around preferred client types or around certain type of platforms: Designing websites, mobile apps, backend dashboards, for instance. Professional UI designers would also cover the journey itself, describing how they arrived at these areas of expertise and experience.

What UX information you need to have before you start designing?

Every professional UI designer should have as much information as possible about the user experience (UX) and user journey that the team intends to create. This UX experience is usually planned out based on gathered data, including user surveying, usability testing, and so on.

So, the foundational information a UI designer needs before starting will revolve around the end-user needs and some business goals. It would also be wise to discover the designer's reasoning behind any UX information s/he feels is necessary prior to commencing work on the project.

What interests you about our company?
Read through the company's website and any other marketing materials you may have access to. Good, safe answers are:
"I love the work your company does and I want to be part of it.
"I'm looking for a place where I can apply and further develop my skills"
"I believe I can be a valuable asset to your company"

What makes you an asset to our company?
This is the chance for your sales pitch. Tell the interviewer how awesome you are and why your skills are a great fit for the company.

Where you see yourself in 5 years?
The answer will vary for each person. Some people will want to be experts in what they do, while others may see themselves in a more of a management role. Think about what you want for yourself, and confidently answer this question.

What's your greatest strength? Weakness?
This helps us identify where you fit into the company. There's no "right" answer. Just be honest and concise.

If a client is in the (_____) industry and wanted to do (_____) with their website, what advice would you give them?
We like creative thinkers and well rounded people. Be prepared to answer these types of questions if you're applying for an agency type of company or one with a very broad range of clients.

Do you read any industry publications or websites? If so, which ones?
Showing interest in your field outside of office hours may indicate you really love what you're doing (and that's always a good thing). If you don't subscribe to any publications or websites, it's never too late.

How do you handle pressure and multiple deadlines?
More often than not, you'll be working on multiple projects with deadlines that may overlap. This is an excellent opportunity to show off your project management and task prioritization skills.

What do you do when you're faced with something you've never done before or if you're stuck on a problem?
Like all things in business, time is money. Show how resourceful you can be here. Think about how you can make use of the Internet, your coworkers, and your own network to complete projects within or under budget.

What's your favorite portfolio piece?
Be prepared to tell us what it is and why.

Why should we hire you instead of the other people applying for this position?
This is often the closer. Think about what makes you unique, what skills separate you from the others, and why you want it or deserve it more than anybody else. Hopefully this inside info will help you on your next job interview. If you have any other questions to add to our list, please add them to the comments below.

Why are you leaving your current company?
This is a helpful question to help identify any underlying issues. If you were fired or laid off from your previous position, please be honest and explain the circumstances. It's much better to hear it from you than finding out from checking out references. Being terminated isn't always a red flag or a deal breaker as long as you can explain yourself. If it's something work related, like you weren't satisfied with the projects or you were hitting a career ceiling, it's often helpful for both your potential employer and you to see if you're a right fit for each other.

Other Tips for Interview Success

Be punctual

It may sound obvious, but arriving late creates a bad impression, and feeble excuses about late-running trains or traffic congestion just won't impress anybody. Clear enough time in your schedule that you'll be there in good time and without sweat pouring off you.

Do your research

This is the most obvious thing to do when preparing for a design interview, but is all too often forgotten. If your excuse is you 'didn't have time' then you don't want the job enough and your prospective employer will know straight away. Take a close look at the company's site and search the creative press for stories about them.

Dress the part

How you present yourself is very important. A good rule of thumb is to dress smart-casual. Wear clothes you are comfortable in: this will also help portray your confidence in a design interview scenario. If you're meeting a creative, don't wear a suit because they won't be. But turning up in shorts and flip-flops for client-side interviews will speed your exit out the door.

Sell your skills appropriately

Studios are always looking for people who can add something new to their business, but not at the expense of what they actually want you to do. So don't blurt out your skills with, say, augmented reality apps, before you have given them confidence in your ability to do the specific job you're interviewing for. Instead, portray these additional skills as a good way to add value to the business in future.

Remember your resumé and portfolio

Just because the company interviewing you has already seen your resumé, don't assume that part of the application process is over. You may well be asked to talk through your resumé in the interview, so make sure you bring a number of copies in a presentable form, and familiarise yourself with what you say you've done and what you're able to do. And you will almost certainly be asked to talk through your portfolio, so the same goes for that.

Preparing your resumé

Start with a mission statement that captures who you are, and really sell yourself. Name-check clients and brands you've worked with in your design interview, and always list your employment in reverse order, current job first. Don't say: "I work well individually, or in a team" – everyone does, it's not a unique skill; and don't include a picture of yourself.

Print or digital resume?

on Schindehette, art director at Wizards of the Coast says: "The truth is, you must have both a digital and a printed portfolio. The latter can be a basic mailer or brochure of your work. As far as an online portfolio goes, a bespoke site is always best – but that doesn't necessarily mean coding from scratch. All art directors will agree, though, that you have to follow the Keep it Simple, Stupid formula with your online portfolio, because if it's not simple in its navigation and design, you'll be the one who looks stupid. Oh, and never use Facebook photos to showcase your work: it screams 'amateur'!"

Showcase your personality

Ensure your personality shines through in the interview and your portfolio. The best portfolios are expressions of the owner's personality, both as a creative designer and – equally important – as a person with opinions, a point of view, a stand-point and a life outside of design. The most effective portfolios are those that take the viewer on a journey – tell a story, inspire, impress and innovate. These portfolios are rare, of course, but they are in a place that the most ambitious should aspire to reach.

Tools

In this sections, I've collected several UI design tools including color, font, etc.
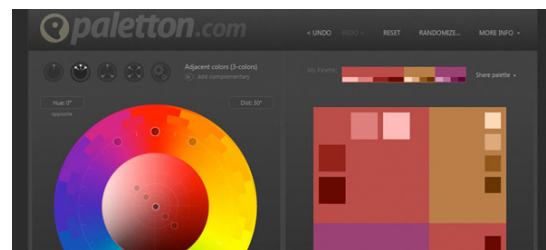
Color

Color palette generator, color scheme generator | Adobe Color CC
Originally named Adobe Kuler, the new Adobe Color CC webapp is a free tool built right into your browser. You simply choose a color scheme style and drag around color choices to build your new design scheme. You'll get full RGB/Hex details and most colors can be adjusted to include lighter/darker hues that still fit within the scheme.

Paletton
It's a free webapp that crafts dynamic color schemes based on an initial color of your choice. You can choose between various types of schemes like triads, tetrads, and more. The whole thing is very easy to use and it's the single best color generator for anyone designing on the web.your libraries.


Material Palette
Material Palette is how you get to see a preview of the colors in action. The webapp pairs 2 colors together into a mock UI design with dominant and subordinate colors. Although the site is limited to material design colors, the live testing feature is a great way to train your eye and learn which colors often work best together.
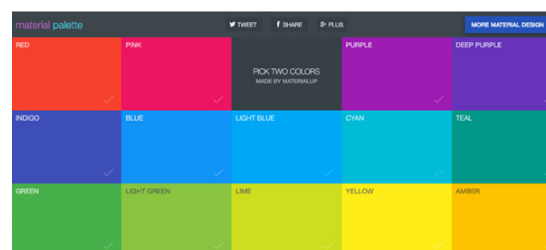
Search through a comprehensive collection of design imagery
If you're looking for a site that focuses on beautiful images rather than strict color palettes, head to Designspiration. You can choose up to five different colors in their clean and simple interface, and then view all the images in the site's database that match the color combination you've selected. The hex numbers are listed as titles above.
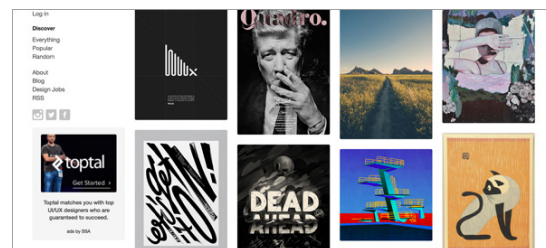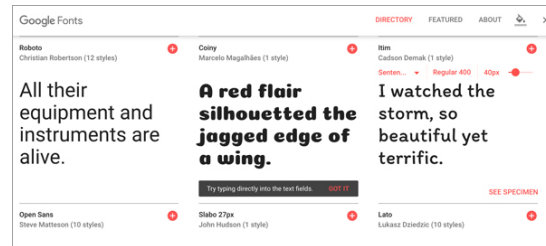
Font

Typekit

Typekit is a subscription font service that brings thousands of fonts from foundry partners into one library for quick browsing, easy use on the web or in applications, and endless typographic inspiration.


Google Fonts

Our font directory places typography front and center, inviting users to explore, sort, and test fonts for use in more than 135 languages. We showcase individual type designers and foundries, giving you valuable information about the people and their processes, as well as analytics on usage and demographics.


Font Squirrel

Font Squirrel scours the internet for high quality, legitimately free fonts . Download thousands of completely legal, high quality, free fonts.
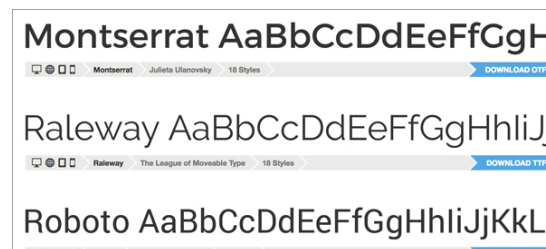

Adobe Edge Web Fonts

Edge Web Fonts is a free service that provides access to a large library of fonts for your website. It's one of the Edge Tools & Services from Adobe. Use of the service is free and unlimited – see the terms for details. Use and distribution of the fonts is according to the licenses linked to from the details provided for each font in the library.
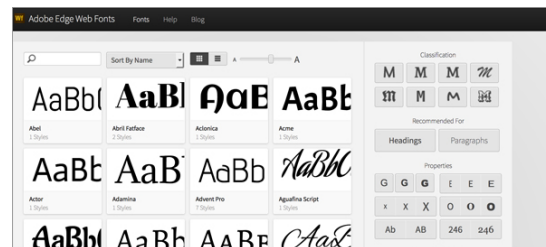
Design

Adobe Experience Design CC (Preview)

Go from idea to prototype faster with Experience Design CC, the first all-in-one tool for creating and sharing website and mobile app designs. Test drive the XD preview and help us build a whole new experience in user experience.
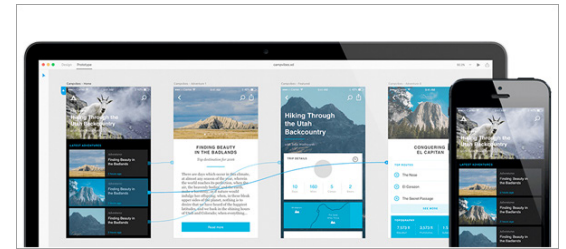
Mockplus

This is a desktop based application can be used to prototype for mobile and web apps quickly and easily. Because of the ease of use and the clean interface, it will greatly improve your efficiency by focusing on design itself and less on the functions. It is really a good choice for users at any level of experience.