



UI DESIGN



Button

DESIGNS

The term 'button', also known as the push or the command button is a graphical representation of a control which paves a way for the user to set off a command or an event. This may include options like search, Confirm button etc. The sole aim of creating a button is performing an action fast at just a click. Buttons are a common element of an interaction design.

Sharp things hurt. So do corners.
So, um. Watch out, yo.

Rounded edges
5px



Outline Transparent Button



Rounded edges
70px



Outline Transparent Button



Sharp edges
0px



Outline Transparent Button



COLOR IS NOT ENOUGH

Color blindness affects a large percentage of the population. If you want to reach every user, communicating with color is not enough. Consider using checkmarks, underlines and labels as extra visual cues for clearer button states.

Color blind users already have a harder time than the rest of us. You can make their lives a little easier by doing a little more.

ARROW AFFORDANCE

Link >

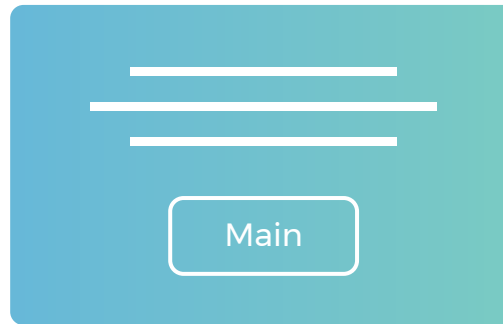
UNDERLINE

Link

BLOCK HIGHLIGHT

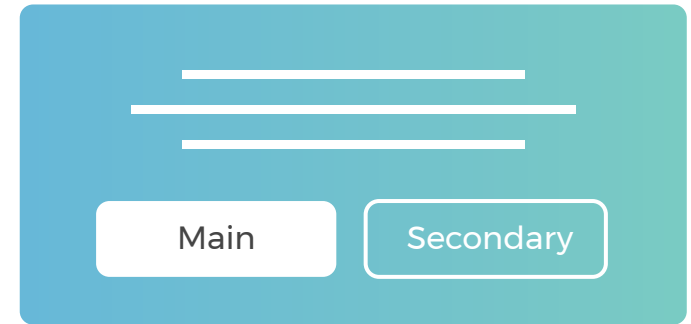
Link

When to Use a Ghost Button



✗ BAD

Ghost button as main
call to action



✓ GOOD

Solid button as main Ghost
button as secondary

Link colors are **more**
apparent to normal users

Link colors are **less**
apparent to colorblind users

User have a look at a link and cursor to
know when to click



Link with no hover effect



User can look at hover effect to know
when to click



Link with a hover effect



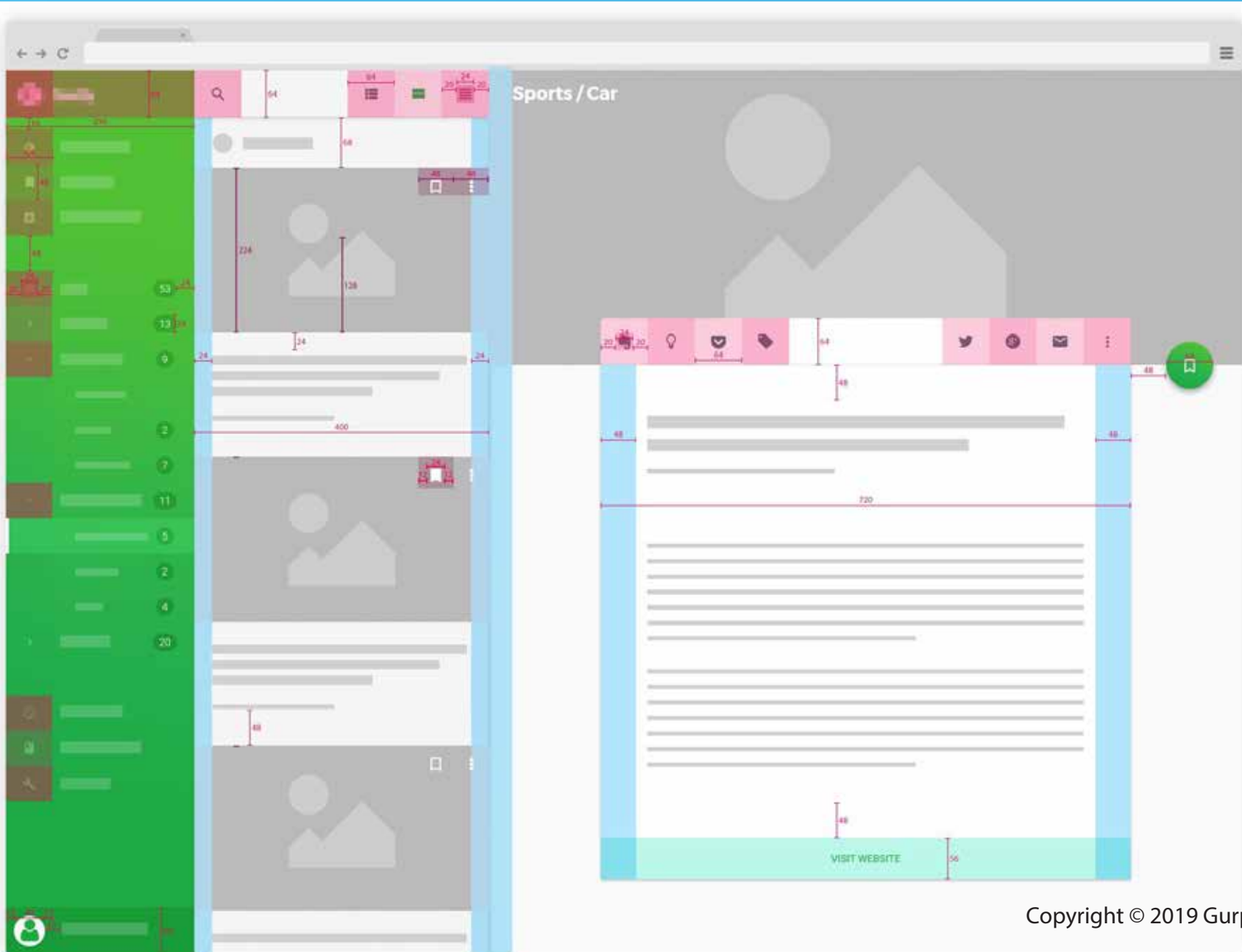
TOUCH TARGETS

Apple recommend 44x44dp, Google 48x48dp as the minimum touch target. Both of them works, but after a few years designing apps for iOS and Android, I can say that 48x48dp is the more compatible and consistent way.

MARGIN

PADDING

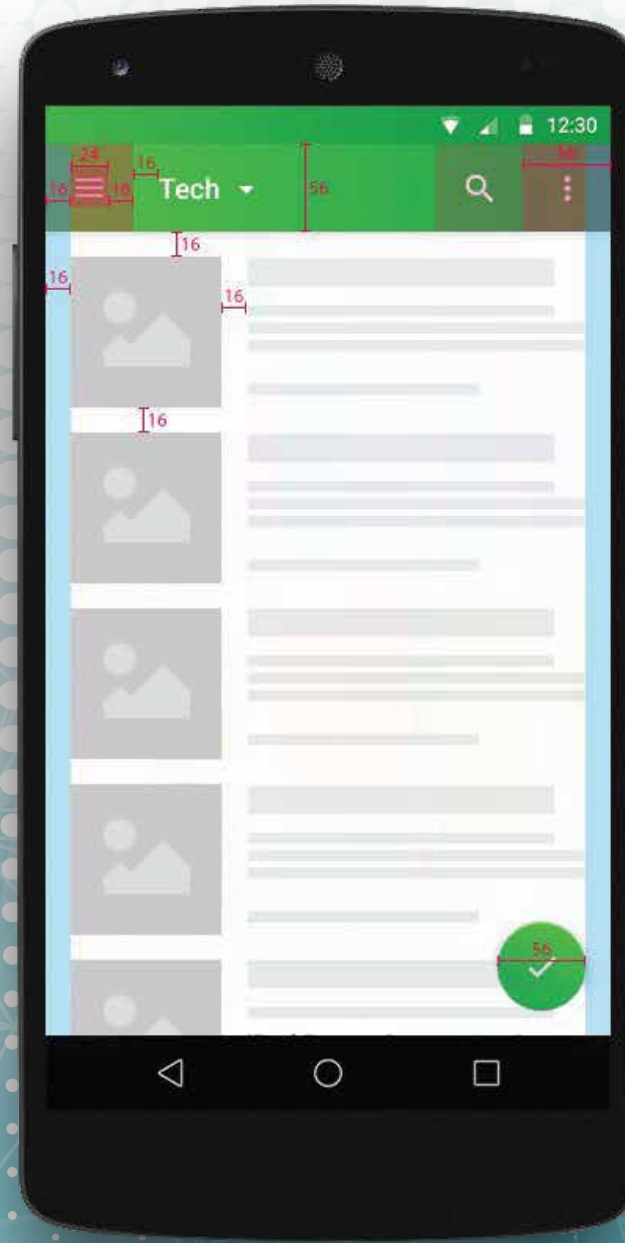
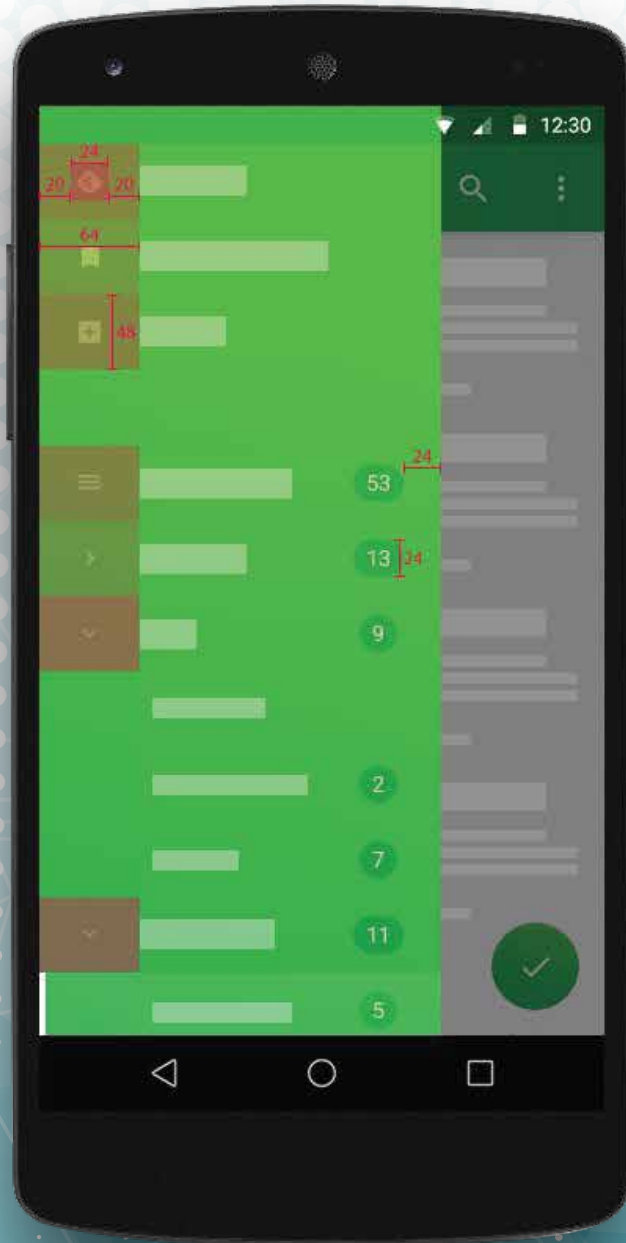
SIZE



MARGIN

PADDING

SIZE



THE POWER OF 8

8 plays a lot of important roles in the Tech-World. Bits and Bytes (8 Bits are 1 Byte), Binary System and Hexadecimal System. It works surprising well for UI Design too.

$$\begin{array}{cccccccc} 128 & 64 & 32 & 16 & 8 & 4 & 2 & 1 \\ 1 & 0 & 1 & 1 & 0 & 1 & 0 & 0 \end{array} = 180$$

$$\begin{array}{cccc} 16 & 256 & 4096 & 65536 \\ 16^0 & 16^1 & 16^2 & 16^3 \end{array}$$

3 Mighty Rules:

01

Think and design in a 8x8 pixel grid.

02

Take a 4x4 pixel grid as a valid and often used alternative. Especially at low values like 12px, 20px, 28px, 36px

03

Use bounding boxes for icons, graphics and illustrations.

UI SEARCH

I am working on the latest UI search mechanism where you have the "Search" option along with "Voice Search", "Filter" and "Suggestions".

 Search...  

 Search...  

Image ▾ | Search... 

 Search...

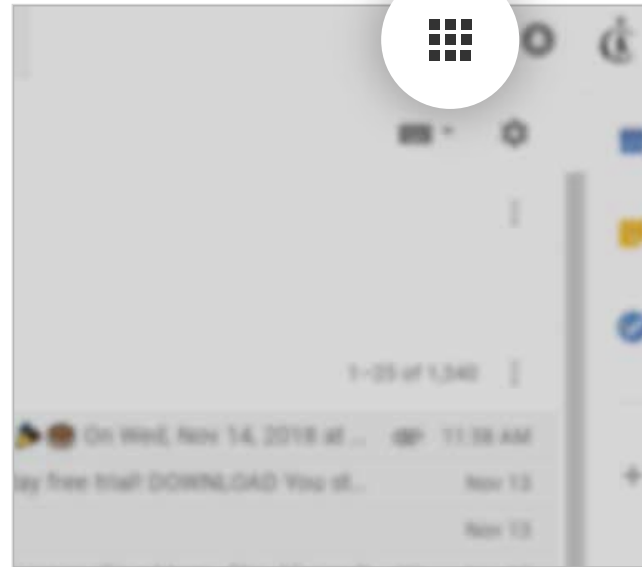
Search... 

Video ▾ | Search...  

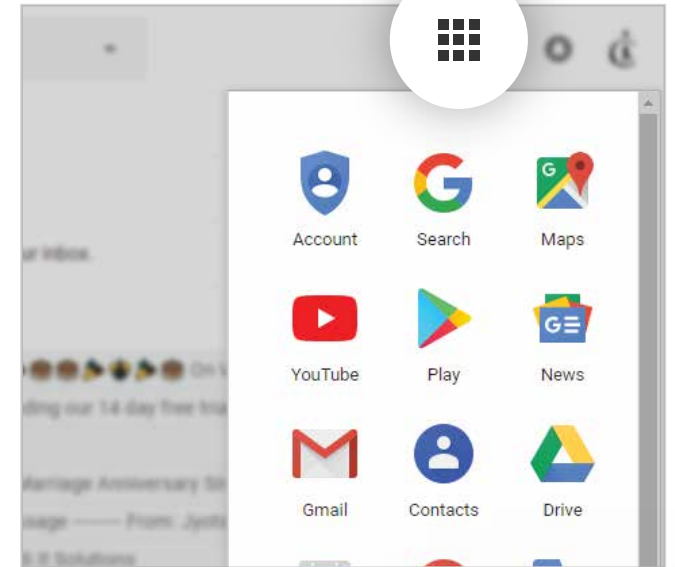
All
Video
News
Map

LAW OF CLARITY

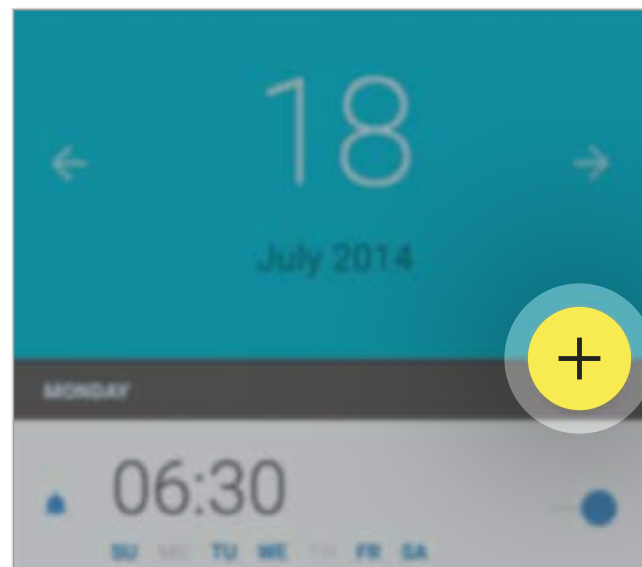
People avoid and often ignore things they cannot understand — that's basic human nature. Avoid designing interface elements that make people wonder what they do, because no one will bother finding out.



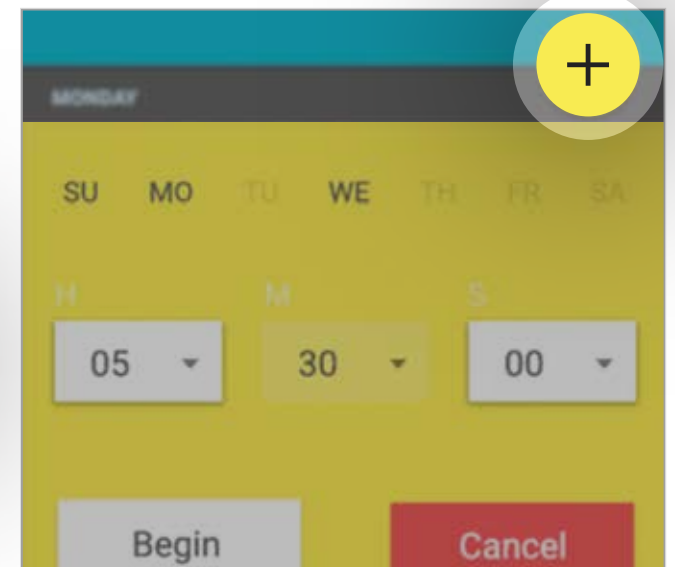
BEFORE



AFTER



BEFORE

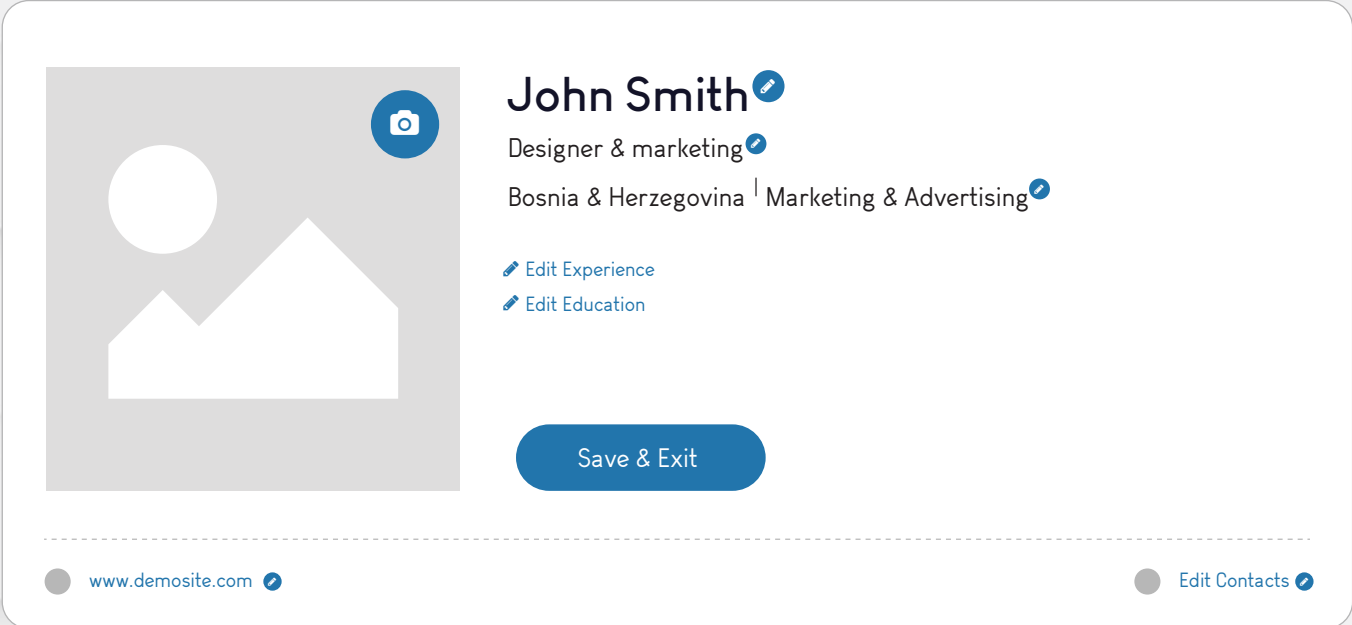



AFTER


LAW OF CONTEXT


The user expects to see interface controls close to the object he wants to control.


How do you edit your name on Facebook? You go to Settings in the top right corner, click Account settings, find Name, and click Edit. How do you do the same thing on LinkedIn? You click the pencil next to your name.




John Smith 



Designer & marketing 



Bosnia & Herzegovina | Marketing & Advertising 

 Edit Experience

 Edit Education

Save & Exit

 [www.demosite.com](#) 

 [Edit Contacts](#) 

LAW OF GUIDED ACTION

You can keep your user engaged to your site only when it is user-friendly.

Keep your users glued to your page only with an amazing and attractive UI design. With the Law of Guided Action you will give you the proper suggestions as they can predict whatever a user is going to perform or to find. They Know it all.

Does Monica have these skills or expertise?

Seo ✕

Social Media ✕

PPC ✕

Type another area for expertise...

Save



Monika Wright

Community editor at search engine land

Portland, Maine Area } Internet

Current:

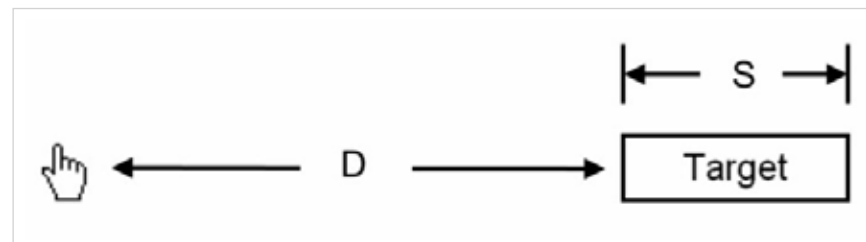


Prevoius:



Apply Fitts' Law to interactive elements

Fitts' law states that the time to acquire a target is a function of the distance to and size of the target. This means that it's better to design large targets for important functions (big buttons are easier to interact with).



MATCHING YOUR EXISTING BRAND FONTS

Brand guidelines will include typefaces and families, font sizes, and the hierarchy of the fonts your brand uses, so you can integrate them into your web design immediately. But if your brand is using an unknown font, tools like the “WhatTheFont” feature on Myfonts.com can help you identify the name of the font you’re dealing with.

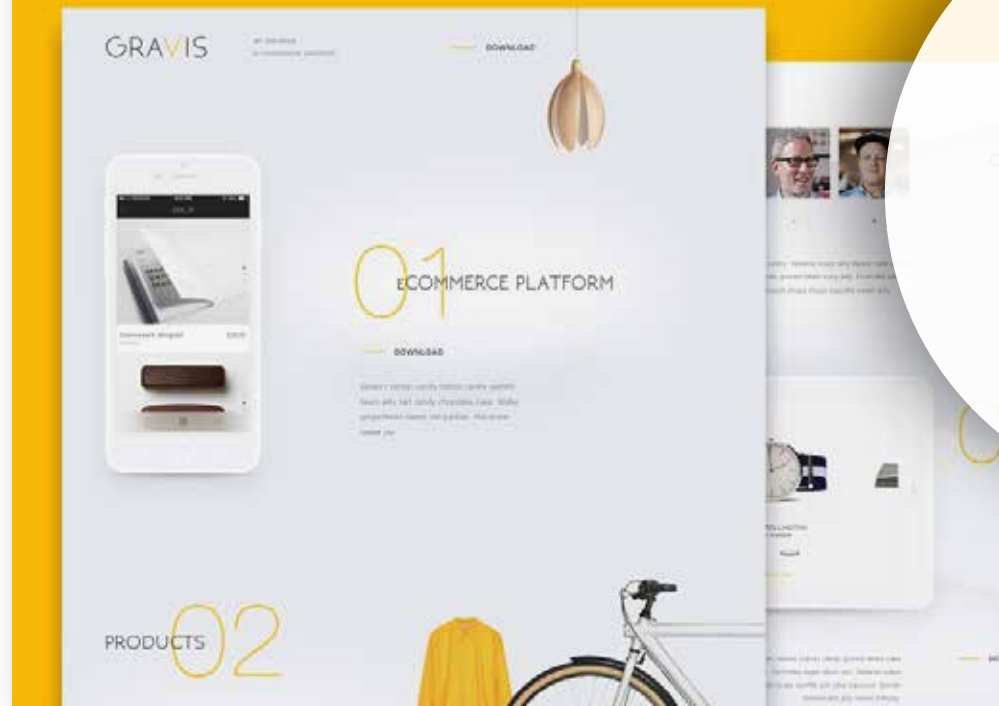
However, if your brand uses custom typography, your designer will try to find a similar looking web font to use in your web design. Due to different web browsers, your custom typography might end up looking less crisp and clean than you would like, therefore a lot of web designers will use Google Fonts to match your brand typography as closely as possible.



TYPOGRAPHY HITS

Typography is the art of making your text alive. Your choice of typeface makes a great difference in marking your design- good, bad or great. This is true especially when it comes to UI design considering the bulk the text has or even sometimes the entirety has given to an interface.

A designer should not limit the scope of text by viewing it just like content rather he must consider it a user interface as a whole. Actually, if we come to think of it, web design is 95% typography. So, you need to go beyond fonts. The salient features that lead to optimized typography are readability, accessibility, and graphic balance, but the prime factor that dominates here is usability.



White Space

White space is needed to lessen the amount of text that visitors see in one go. This, as a result, makes your design more readable and does not make the page congested with content. White space commands our eyes on the layout and imparts a touch of finesse and order.



Hierarchy

Hierarchy determines the reading pattern. It guides how to separate header from subheading and even the body text. This can be accomplished by using the effect of contrast, paddings, text sizes, margins etc. You must get a hang of this technique to accomplish excellent readability.

COLOR EMOTION GUIDE

The primary thing which a user is going to notice is Color. So, understanding color emotion while designing a UI. Colors affect emotions so you need to choose them wisely to get your users glued to your page.

Properties of Color should be known to you to make your right choice. The color which we distinguish after birth is red and color Blue is favorite among humans around the globe. Cold people prefer warm colors like Red and Yellow while people who are Hot will prefer the cooler tones of Blue and GREEN. You can feel the utmost comfort when you are around the saturation of the subject. The property which is possessed by an object is this color. Each object is producing different sensation to a user's eye so you need to know all on how emotions can affect your user's mind.

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Bright vs. Soft Colors

In the experiment, both men and women had the same general preference when it came to light and dark colors. However, the experiment showed that women gravitate toward soft colors, while men like bright ones.

