

MIAMI AD SCHOOL


UX'd for it


HI, MY NAME IS...

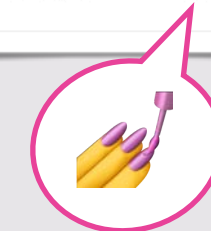
Harjot.

HI, MY NAME IS...

Harjot.



Harjot Bal
Experience Architecture & Usability
Rangle.io
Canada • 500+ 



"hey, my name is Bradley, but you can call me 'Brad and Boujee'. Haha, just kidding girl what's up"



HI, MY NAME IS...

Harjot. *What's yours?*

POP QUIZ

**What skill is at the heart of
User Experience as a practice?**

POP QUIZ

**What skill is at the heart of
User Experience as a practice?
Empathy.**

ON TONIGHT

1

UX 101

Identity crisis

What we do

How we do it

Housekeeping

2

Crash course

Good, bad, and ugly

Best practices

Exercise

3

The takeaway

Resources

Talk to me

UX 101

Identity crisis

UX 101

Identity crisis

UX Designer

UX 101

Identity crisis

UX Designer

UX Architect

UX 101

Identity crisis

UX Designer

UX Architect

UX Researcher

UX 101

Identity crisis

UX Designer

UX Architect

UX Researcher

UX/UI Designer



UX 101

Identity crisis

You are what you do...kinda.

UX 101

Identity crisis

UX Designer

“I define movement.”

UX 101

Identity crisis

UX Architect

“I structure content.”

UX 101

Identity crisis

UX Researcher

“I evaluate behaviour.”

UX 101

Identity crisis

UX/UI Designer

“I define movement AND make it pretty.”

UX 101

Identity crisis: The sequel

UX 101

Identity crisis: The sequel

CX

SD

UX 101

Identity crisis: The sequel

CX: Customer Experience

SD: Service Design

UX 101

Identity crisis: The sequel

CX: Considers end-to-end journey.

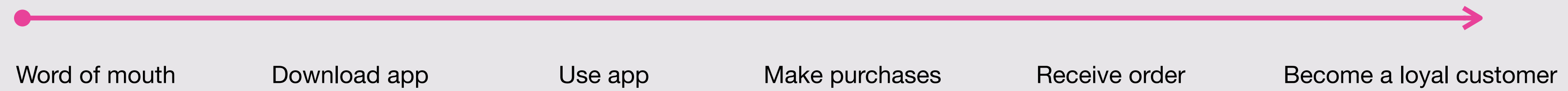
SD: Explores opportunities for CX/UX.

UX 101

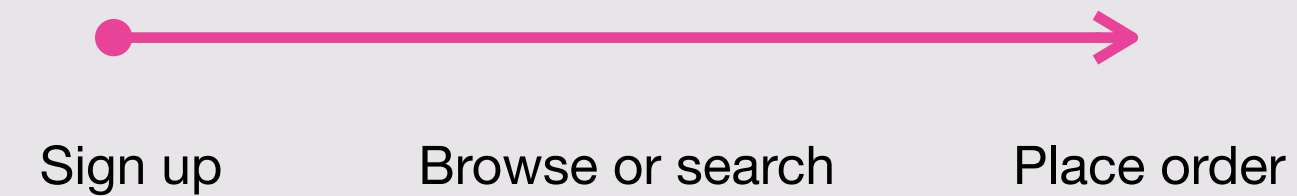
Example: Familiar much?



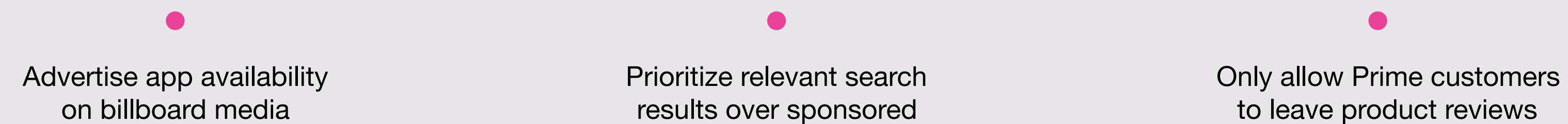
CX



UX



SD



UX 101

Anyways, back to UX.

UX 101

What we do

UX 101

What we do

Mostly websites and apps.

UX 101

What we do

Mostly websites and apps.

From ad agencies to tech startups.

UX 101

What we do

Mostly websites and apps.

From ad agencies to tech startups.

Make digital life easy to navigate.

UX 101

What we do

Mostly websites and apps.

From ad agencies to tech startups.

Make digital life easy to navigate.

Abuse post-it notes and whiteboards.

UX 101

How we do it



UX 101

How we do it

User research

Talk to people

Interviews

Focus groups



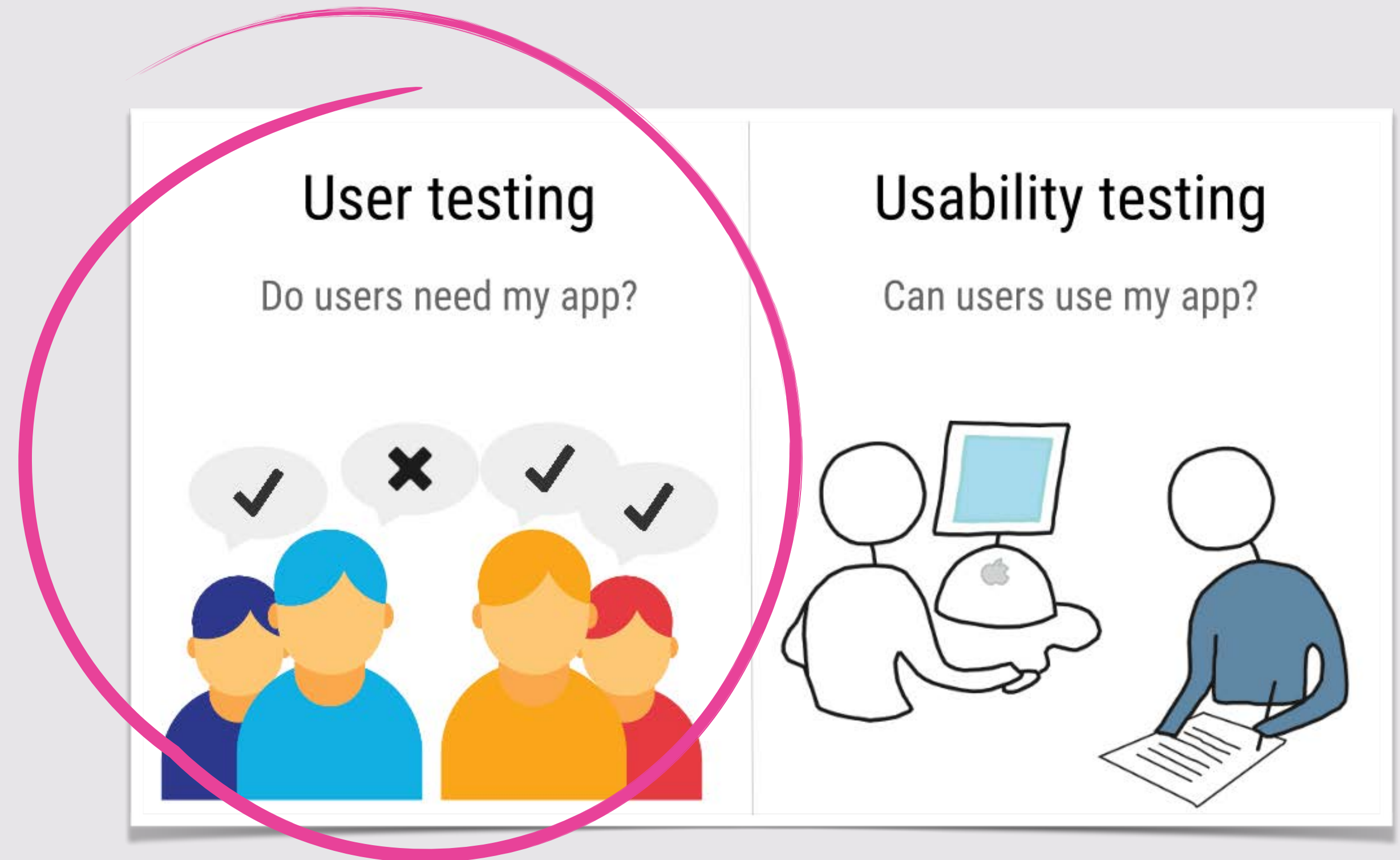
UX 101

How we do it

User research

Watch them work

User testing



UX 101

How we do it User research

Honour them

Personas

Journey maps

The image displays three user personas, each with a circular profile picture and detailed demographic and behavioral information.

- MARK, 22**
 - DEMOGRAPHICS:** Lives in a 2-bedroom apartment in downtown Charlotte, NC with all amenities from his lease. Recently single and using dating apps. An only child and received a puppy 6 months ago.
 - BEHAVIORAL IDENTIFIERS:** Habits include eating out, lifting weights, playing club tennis, and watching NFL games. He uses an Android and shops on mobile with referrals from social media.
- JUSTIN, 31**
 - DEMOGRAPHICS:** Lives in a 3-bedroom home in a suburb with a large yard and a dog. Recently engaged to his girlfriend of 5 years who plans to marry in 6 months.
 - BEHAVIORAL IDENTIFIERS:** Habits include soccer coaching, home improvement projects, and golfing. He is a general manager in a retail store.
- MAGGIE, 52**
 - DEMOGRAPHICS:** Lives in a 4-bedroom home in a suburb with a large yard and a dog. Happily married for 12 years with 3 kids.
 - BEHAVIORAL IDENTIFIERS:** Habits include reading, playing tennis, and watching the news. She is a Human Resource Director at a small media company.

The **SAMPLE MAP** shows a customer journey from Awareness to Post-Purchase, with various touchpoints and experiences.

The **MOMENTS OF TRUTH** section highlights key points in the customer journey, such as the first moment of truth when a customer looks on your website.

The **CUSTOMER PROFILE** includes a bar chart showing 44% of customers are 25-34 years old, and a pie chart showing 55% are females and 45% are males.

The **WHAT YOUR CUSTOMERS HAD TO SAY** section features customer feedback, such as "I love the short tracks, but I don't like the long tracks."

The **IMPORTANCE & SATISFACTION** section shows a bar chart comparing importance and satisfaction scores for various aspects of the customer experience.

UX 101

How we do it

Audits and evaluations

Study the content

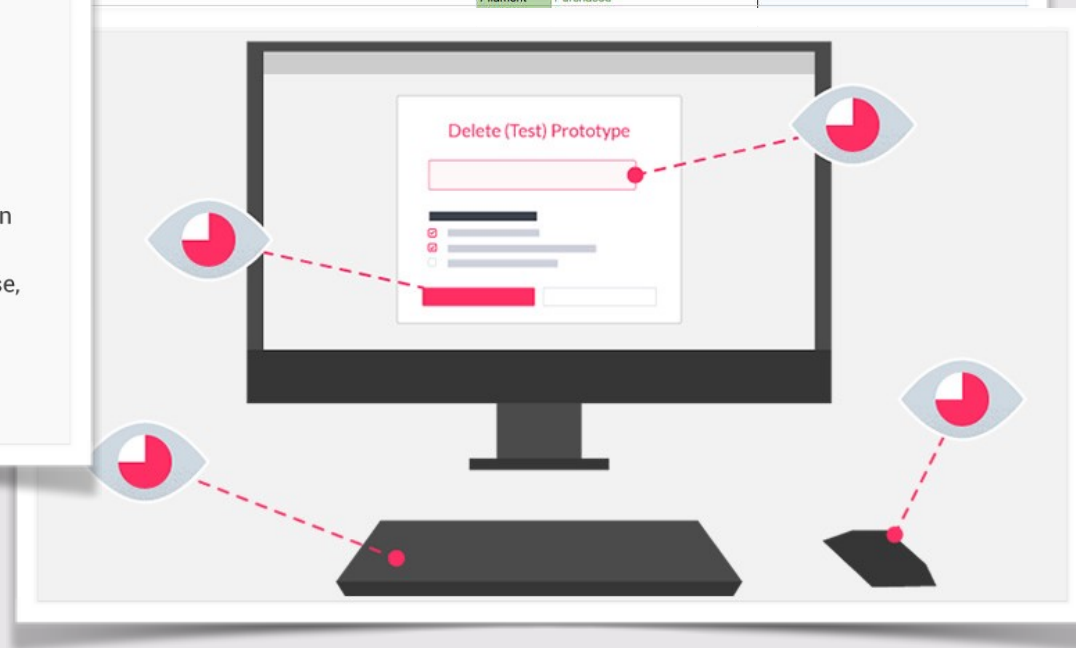
Content audits

Heuristic evaluations

| | A | B | C | D | E | F |
|----|----------------------|---|---|--|----------|------------------------------------|
| 1 | | | | | | |
| 2 | Home | Page Area | Content Needed | Notes | Owner | Status |
| 3 | | 4 Feature Carousel (Uniquely Simple specifically) | Rework opening line | Replace the first or second sentence here with something that alludes to the fact that Client Z's clients aren't just another "paper cup", so that the graphic feels a bit clearer | Filament | Complete |
| 4 | | Testimonials | 4-5 real quotes from customers | In addition to the quotes themselves, we'll need their first name and the first initial of their last name if possible | Client Z | Pending |
| 5 | | Footer | Privacy Policy | Existing one already on Client Z's current website - this will just need to be copied in and a separate page will need to be dev'd for it | Filament | Pending |
| 6 | | Footer | Credits Page | For some of the icons used | Filament | Complete (needs styling) |
| 7 | Stock Photo Tally: 3 | | | | | |
| 8 | | http://www.gettyimages.com/Search/Search.aspx?oe | | | Filament | Need To Purchase |
| 9 | | http://www.istock.com/92493 | | | Filament | Purchased |
| 10 | | http://www.istock.com/99592 | | | Filament | Purchased |
| 11 | | | | | | |
| 12 | | | | | | |
| 13 | Loans & Rates | Page Area | Content Needed | Notes | Owner | Status |
| 14 | | Hero Banner | Tooltip copy for 'Unsecured' and 'Secured' | Short one sentence copy needed here - max character length of: 75 | Filament | Complete |
| 15 | | Loan Calculator | Length to pay back: dropdown values | All loans are 12 months to begin with. Ideally we'd like to include another couple options so that users can select shorter payment plans if they'd like to. | Client Z | Pending |
| 16 | | Loan Calculator | Payment schedule: dropdown values | Monthly & Bi-Weekly | Client Z | Complete |
| 17 | | Current Promotion | Most recent promotion | If the one we currently have works, then ignore this | Client Z | Complete (awaiting implementation) |
| 18 | | Resources (Downloadable Documents) | 3-4 PDF's of relevant resources | These should be documents that you'd like to make available to your users. Limit to no more than 3 or 4. | Client Z | Removing from site for now |
| 19 | Stock Photo Tally: 2 | | | | | |
| 20 | | http://www.istock.com/98640 | | | Filament | Purchased |
| 21 | | http://www.istock.com/99244 | | | Filament | Purchased |
| 22 | | | | | | |
| 23 | | | | | | |
| 24 | About Us | Page Area | Content Needed | Notes | Owner | Status |
| 25 | | 3 Feature Section | Edit to "We like helping people when they need it most" title | Change this title to "We're here to help" and move "We like helping people when they need it most" so that it's the first line of the paragraph | Filament | Complete |
| 26 | | Testimonials | 2 quotes | These can be taken from the same 4-5 that we'll use for the homepage stated from Client Z's existing privacy policy before we can design these one - adding to footer instead of it's own section on this page | Filament | Pending |
| 27 | | | | | Filament | Pending |
| 28 | | | | | Filament | Pending |
| 29 | | | | | Client Z | Complete |
| 30 | | | | | Filament | Purchased |
| 31 | | | | | Filament | Purchased |
| 32 | | | | | Filament | Purchased |
| 33 | | | | | Filament | Purchased |

10 Usability Heuristics

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Helps users recognise, diagnose, and recover from errors
- Help and documentation



UX 101

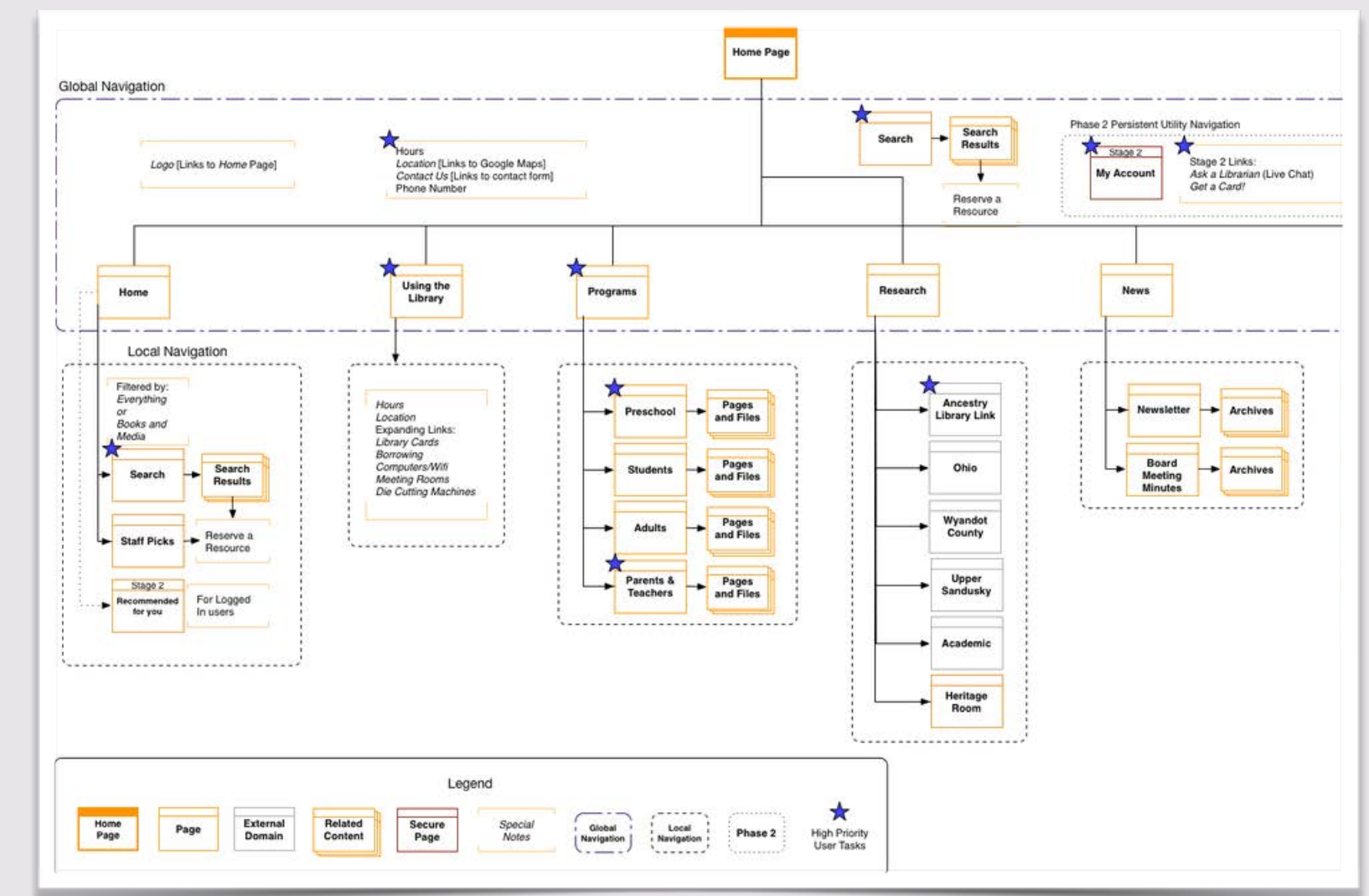
How we do it

Information architecture

Map it all out

Existing ecosystem

Reorganized ecosystem



UX 101

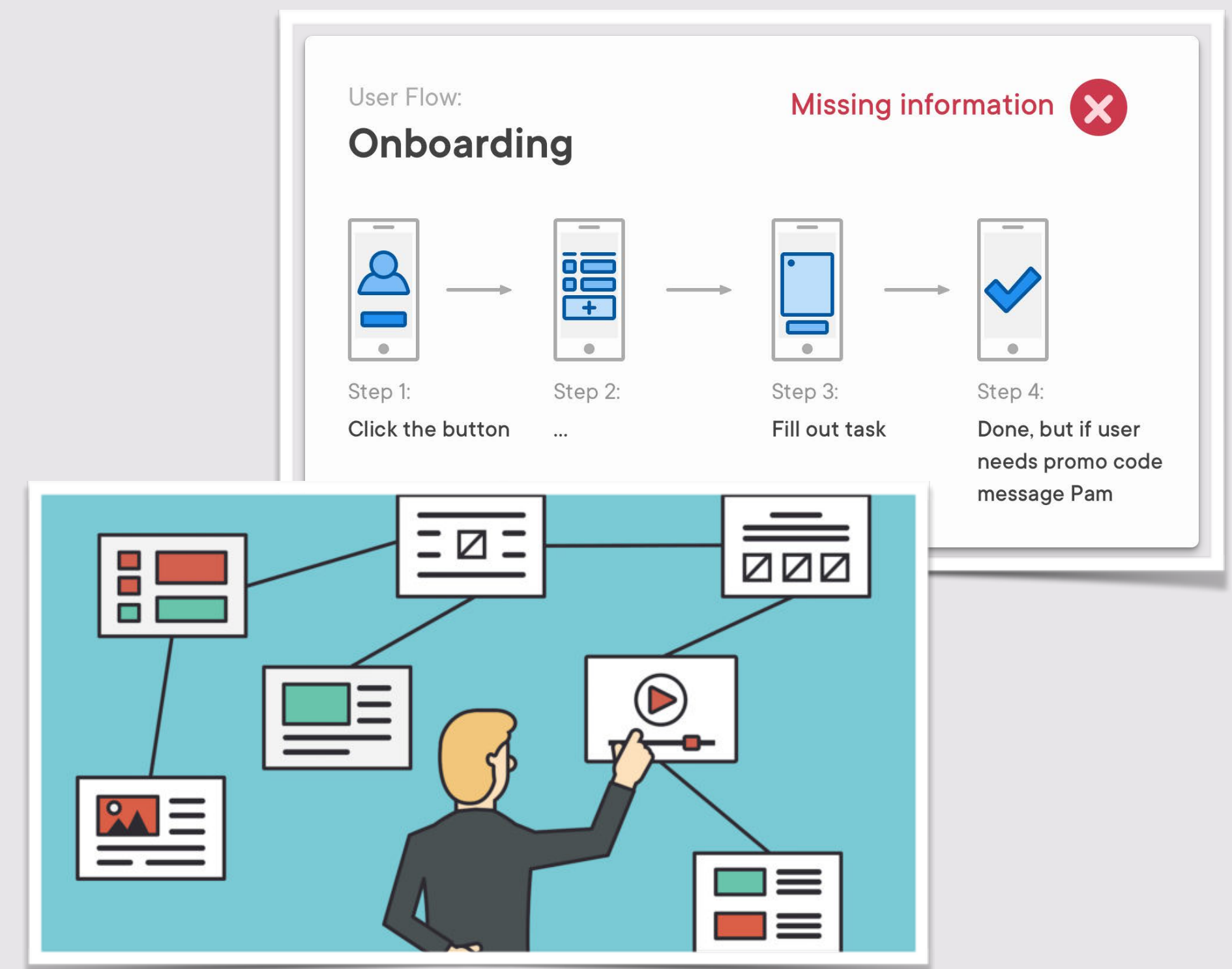
How we do it

Flow mapping

Define movement and usage

Flow charts

User flows



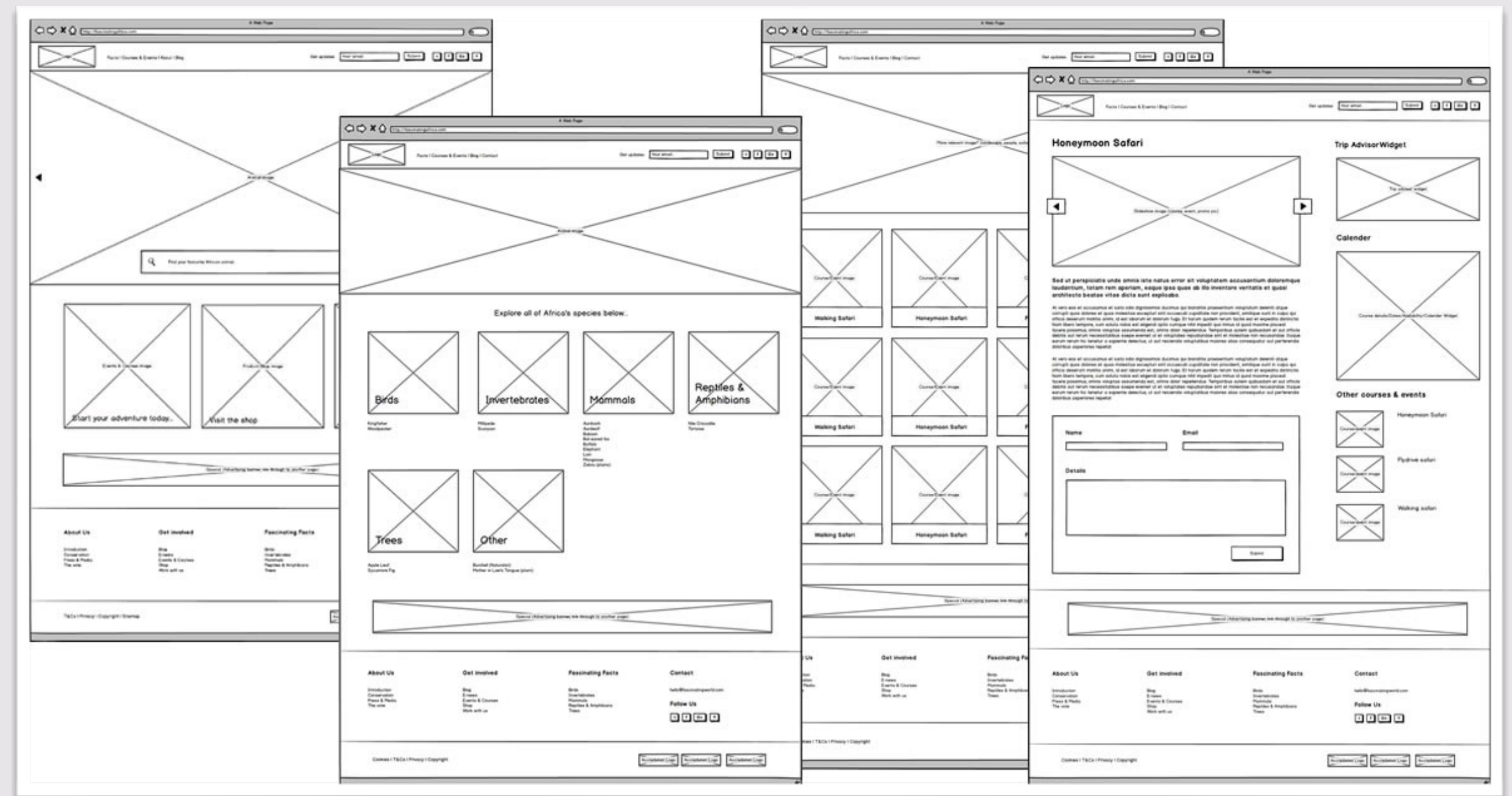
UX 101

How we do it Wireframes

Detail the blueprints

Define layouts

Define interactions



How we do it

Functional specifications

Write the rules

Interface behaviour and response

Edge cases

Text fields and errors

1 While the user is completing the form, attach the gray progress bar to the header (menu), allowing page scrolling to happen directly below it.

2 With the submission of each answer, visually scroll the latest question into place, anchored directly under the sticky progress bar. Users should be able to scroll back up to the top of the form as desired.

3 Show examples as ghost text within fields to guide user entry.

4 For open text fields, show dynamic instruction copy that adapts to the completion of the form fields presented directly above it.

5 Use live, in-line validation to identify errors and solution messages. This functionality does not require form submission, but instead checks for errors as the user moves between the form fields currently presented to them.

6 Post code validation: Use a real-time post code checking system to pass errors to users as needed.

See functionality here:
<https://www.royalmail.com/find-a-postcode>

1 Type part of an address or postcode to begin

2 123 High Street

3 123 High Street, London, E1 1AA

4 123 High Street, London, E1 1AA

| Element | Content | Size / capacity | Format / interaction | Behaviour |
|--------------|---|--|--|--|
| Logo hotspot | Asset to be provided in design files. | N/A | Link: < 1.0 > | Load content/page in current browser tab/window. |
| Instructions | Text: Heading and subcopy | N/A | N/A | N/A |
| Play field | Text field: Ghost text with instruction Text field line | Input: 10 characters max Mixed alphanumeric Show and/or convert all alphabetical input to ALL CAPS | Inactive/grayed out state: Text field: until the user selects and inputs a value into the field Button: until the user enters a | |
| CTA | Enter button | N/A | | |
| Text link | Anchor link: Where is my PIN code? | N/A | Anchor link: Scroll user to on-page component 'Find pin code' Scroll should not be abrupt, but gradual and smooth, so user can easily orient themselves. | Page smooth scroll. |
| Pin counter | | | | |
| Prize stats | | | | |
| Background | | Accommodate growth as per codependent animation, see Notification component. | | |

UX 101

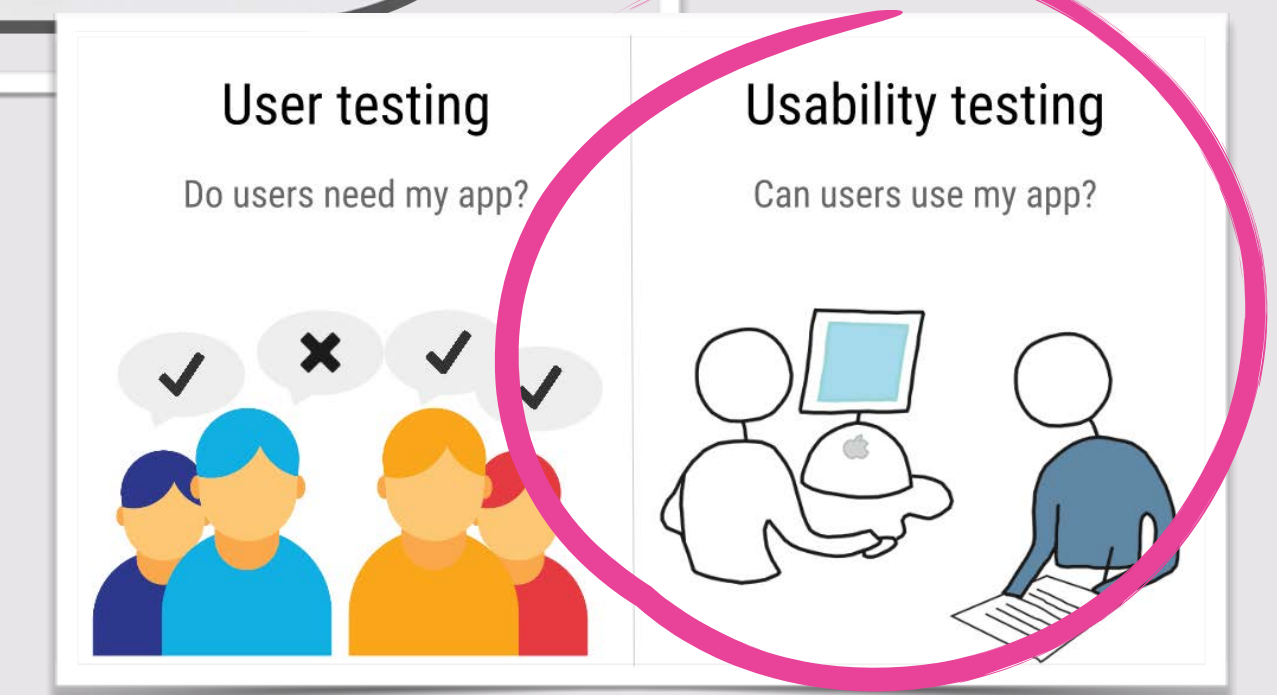
How we do it

Usability testing

Test your solution

User tasks

Feedback implementation



UX 101

Housekeeping

UX 101

Housekeeping

For your consideration



UX 101

Housekeeping Accessibility

UX 101

Housekeeping

Accessibility

Be inclusive and mindful of all users that rely on solutions you design.

UX 101

Housekeeping Accessibility

AODA mandate

Follow WCAG 2.1

Websites to be AA by 2021



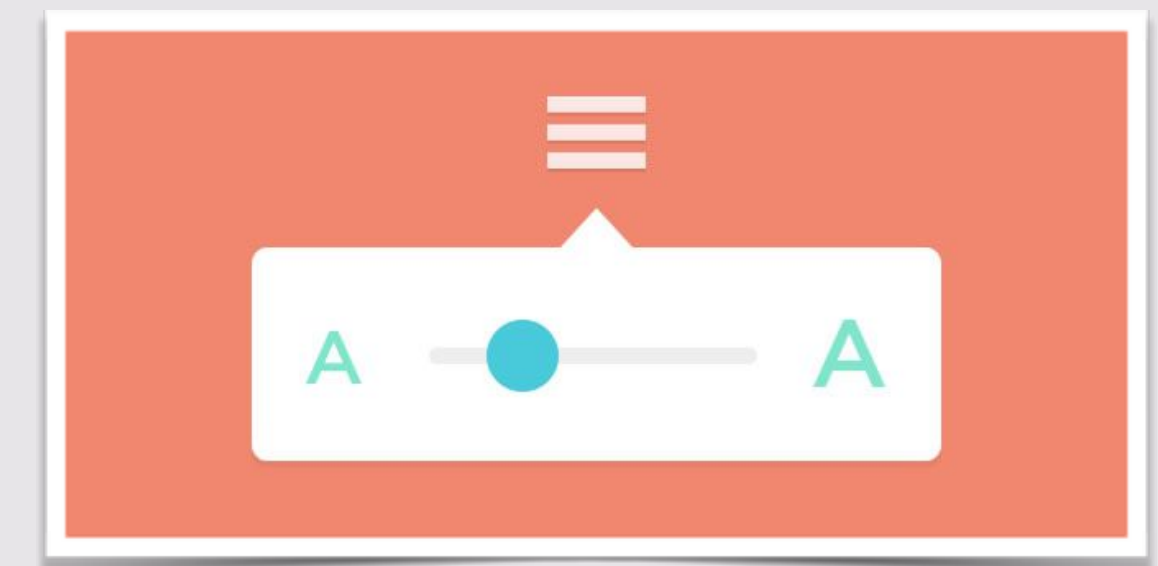
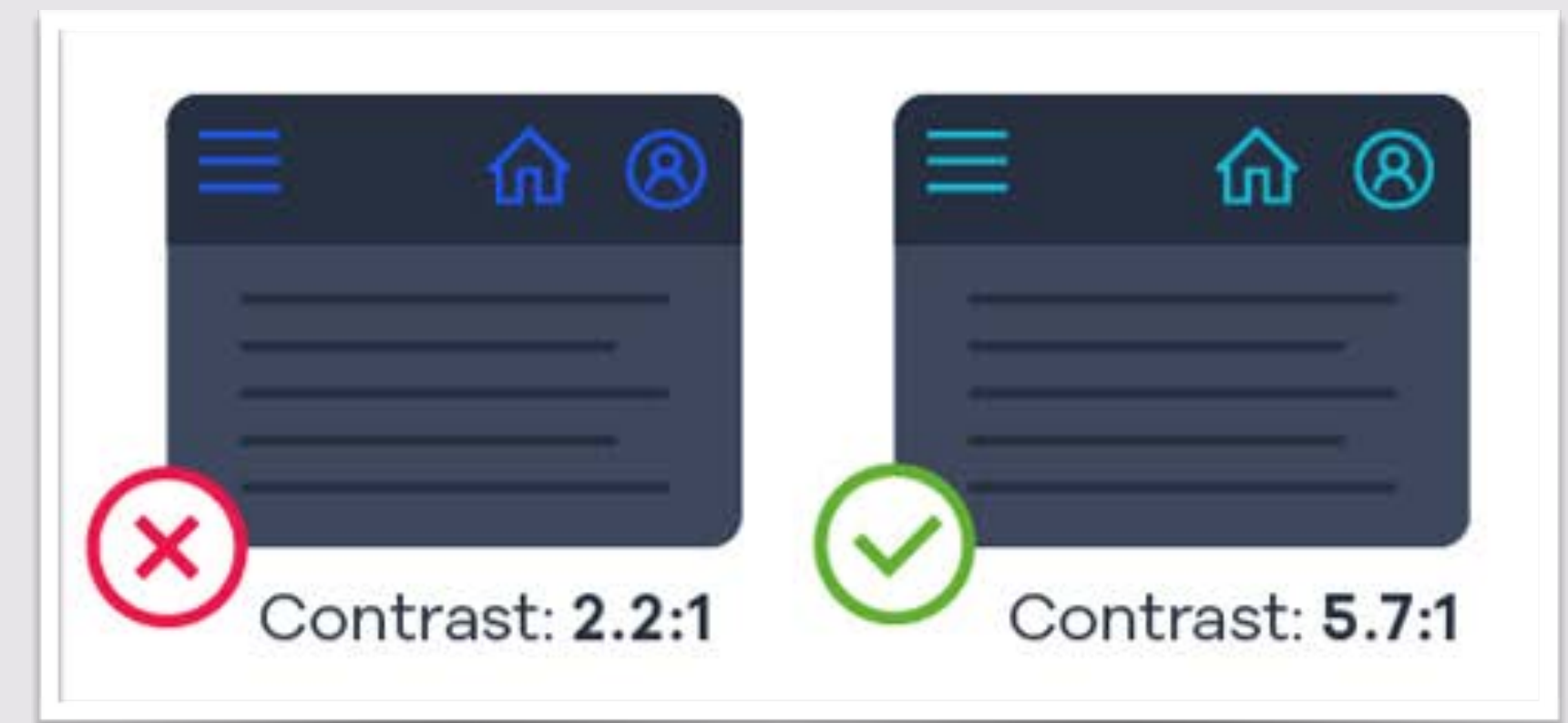
UX 101

Housekeeping Accessibility

AODA mandate

Follow WCAG 2.1

Websites to be AA by 2021



UX 101

Housekeeping

Accessibility

AODA mandate

Follow WCAG 2.1

Websites to be AA by 2021

2.5.2 Pointer Cancellation (A)

For [functionality](#) that can be operated using a [single pointer](#), at least one of the following is true:

- **No Down-Event:** The [down-event](#) of the pointer is not used to execute any part of the function;
- **Abort or Undo:** Completion of the function is on the [up-event](#), and a [mechanism](#) is available to abort the function before completion or to undo the function after completion;
- **Up Reversal:** The up-event reverses any outcome of the preceding down-event;
- **Essential:** Completing the function on the down-event is [essential](#).

Politician with motor disabilities and low vision:

Problem: "I went to hit the "Mute" button and accidentally touched the "End Call" button instead. It hung up immediately."

Works well: "In another web conferencing application, if I accidentally touch the "End Call" button, I can just slide my finger off the "End Call" button and it won't end the call."



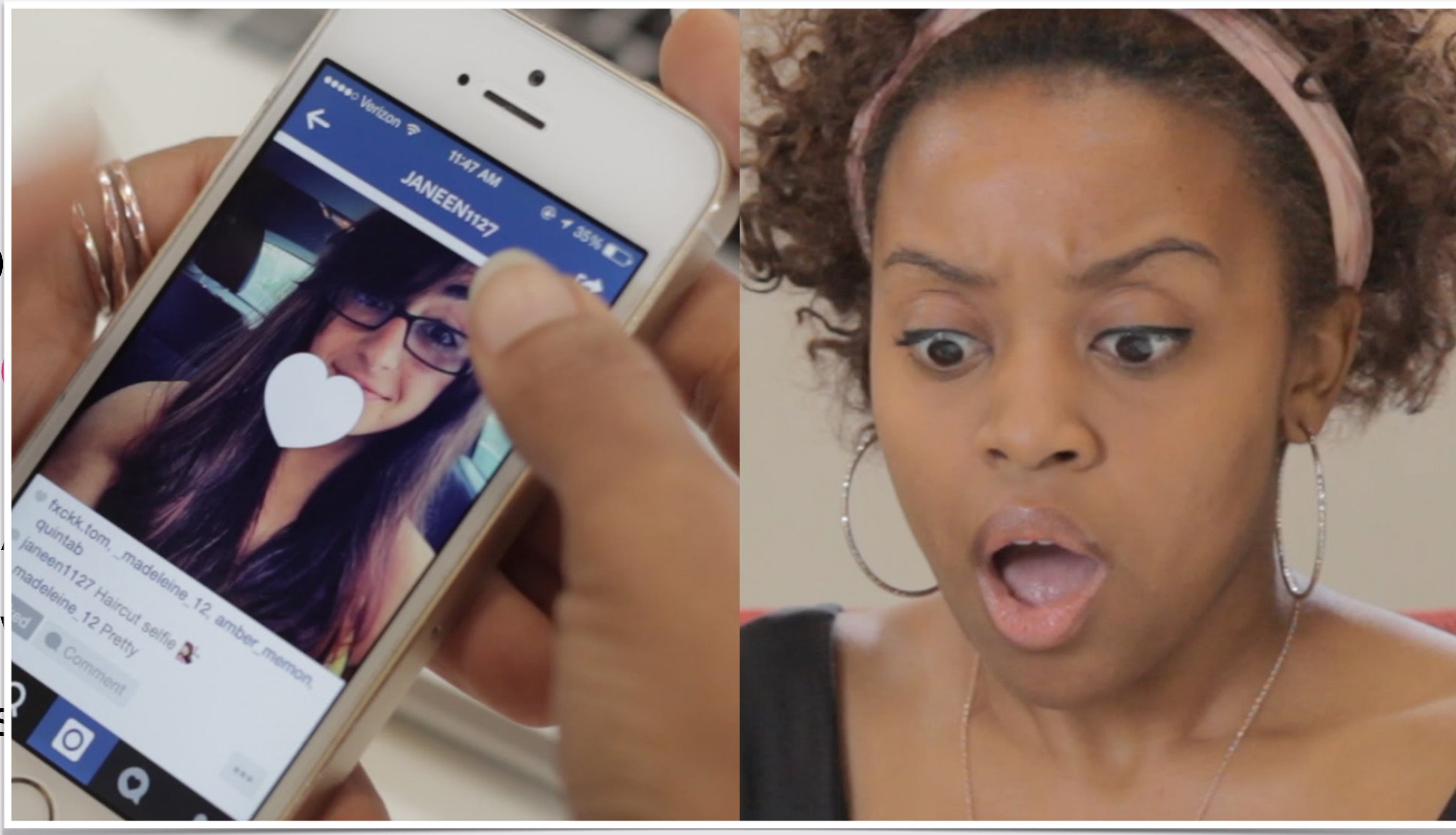
UX 101

How
Acc

AOD

Follo

Webs



about the

hung up

n just slide my

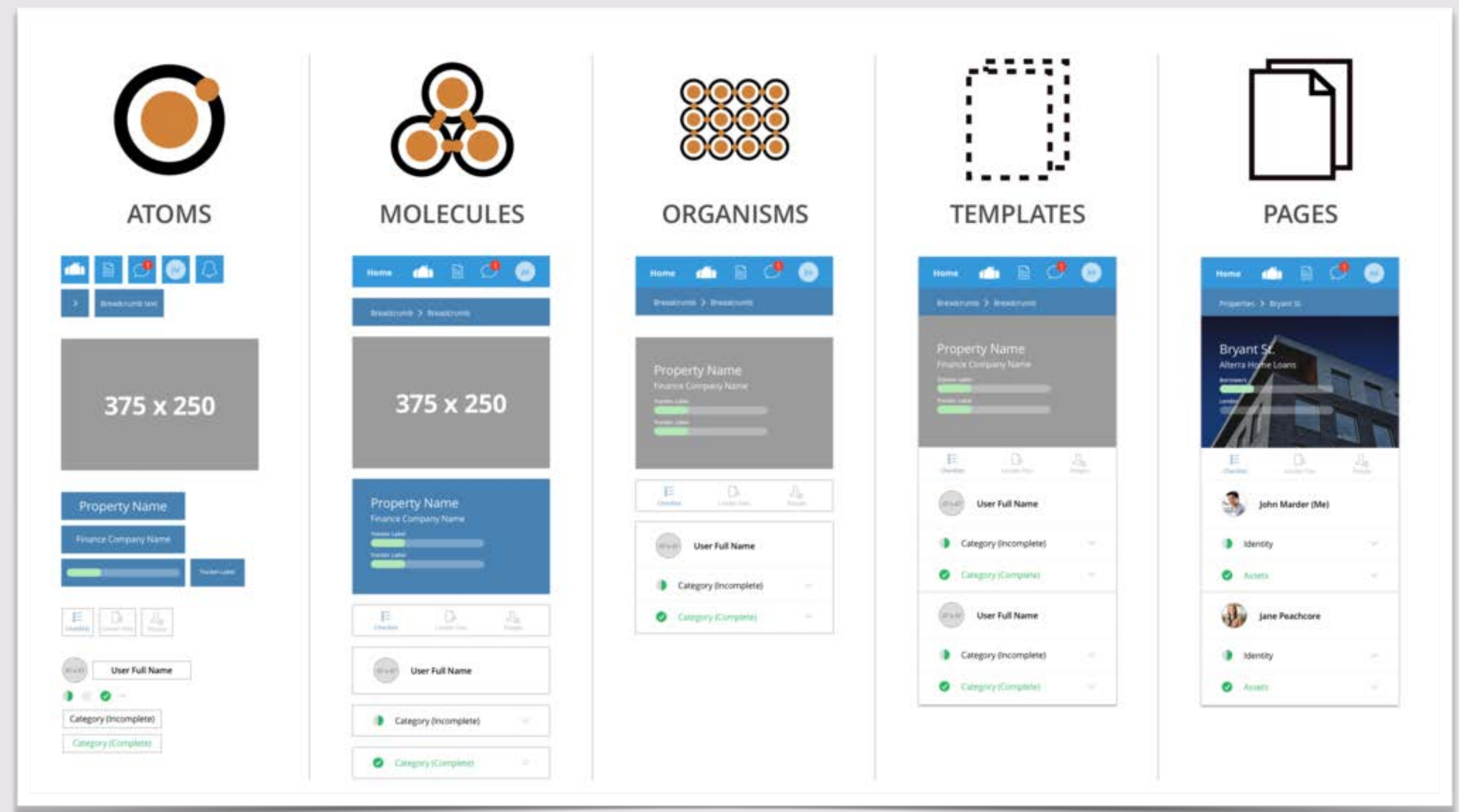
UX 101

Housekeeping Design Systems

Atomic Design

Consistency in look and feel

Supports user expectations



UX 101

Housekeeping

COL 🙌 LAB 🙌 O 🙌 RATE 🙌

No unicorns needed

Strategist = Wingman

Product Manager = Sibling

UX 101

Housekeeping

COL 🙌 LAB 🙌 O

No unicorns needed

Strategist = Wingman

Product Manager = Sibling



UX 101

Housekeeping

COL 🙌 LAB 🙌 O

No unicorns needed

Strategist = Wingman

Product Manager = Sibling



I'M TIRED

Intermission

Take liiiiike 10 minutes ish.

CRASH COURSE

Good, bad, and ugly

CRASH COURSE

Good, bad, and ugly

Make it easy.

CRASH COURSE

Good, bad, and ugly

Make it easy.

Make it feel good.

CRASH COURSE

Good, k
Make it
Make it

Search for anything...

All Ads

Toronto (GTA)



Buy & Sell

Cars & Vehicles

Real Estate

Jobs

Services

Pets

Vacation Rentals

Community

Homepage Gallery

Your Ad here See All

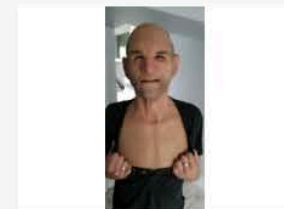


LED Grow Lights Sale...

Please Con...

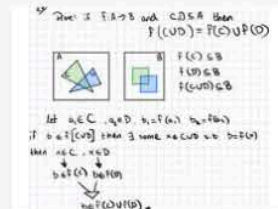


Free Scrap Metal Pick Up, Removal...



Silicone Mask (real life like)...

\$650.00



Get ready for school with a tutor



Master Electrician for all your...



Business for sale (Concret...

\$450,000.00



MICE/Rats, Cockroaches, Bedbugs,...

Popular in Autos

Browse all



Cars & Trucks



Classic Cars



RV's, Campers & Trailers



Boats & Watercraft



Motorcycles



Auto Parts & Tires



Heavy Equipment



ATVs & Snow Mobiles

SHOPPING FOR SOMETHING SPECIAL?

Check out with PayPal on millions of sites worldwide to find that perfect item.

Find Out More

CRASH COURSE

Good Make Make

CRASH COURSE

Good, bad, and ugly

To be fair...the landscape has changed.

CRASH COURSE

Good, bad, and ugly

DESIGN

RESPONSIVELY.

CRASH COURSE

Good, bad, and ugly DESIGN RESPONSIVELY.

Circa 2008



CRASH COURSE

Good, bad, and ugly

Think mobile-first.

CRASH COURSE

Good, bad, and ugly
Think mobile-first.
Less stuff on screen.

CRASH COURSE

Good, bad, and ugly

Think mobile-first.

Less stuff on screen.

Linear focus.

CRASH COURSE

Good, bad, and ugly

Think mobile-first.

Less stuff on screen.

Linear focus.

Large and in-charge content.

CRASH COURSE

Good, bad, and ugly
Scrolling is easier and
less of a commitment
than a click or tap.

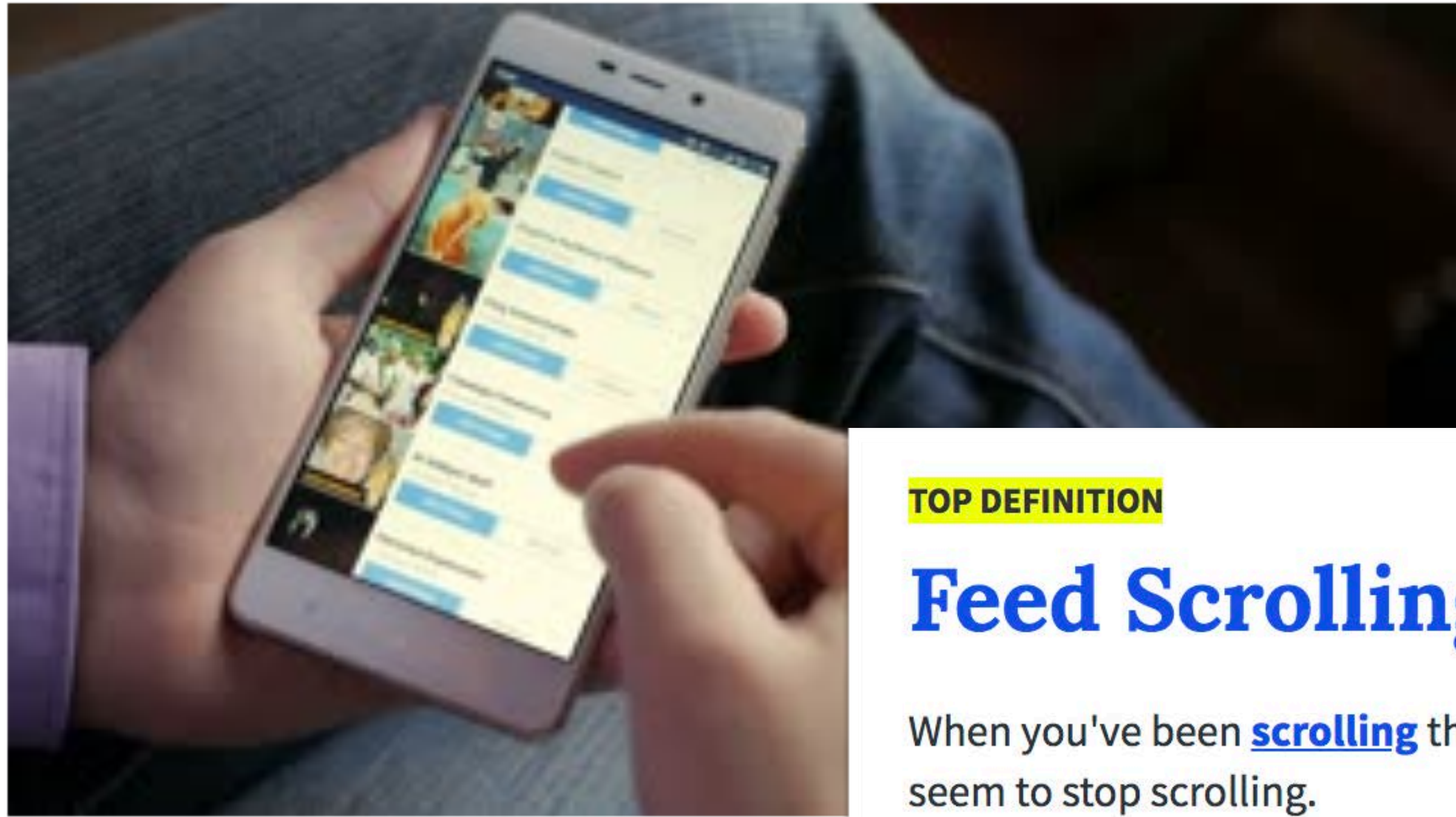


CRASH COURSE

Good, bad, and ugly
Make your content
compelling.



CRA
G
M
C



TOP DEFINITION



Feed Scrolling Syndrome

When you've been scrolling through your social media feed for so long, u can't seem to stop scrolling.

***William:** *Scrolls through Instagram feed for an hour**

William: Help!!! Help!! I can't stop scrolling!!!!!!!

Chris: Damn it Will! Now you have Feed Scrolling Syndrome.

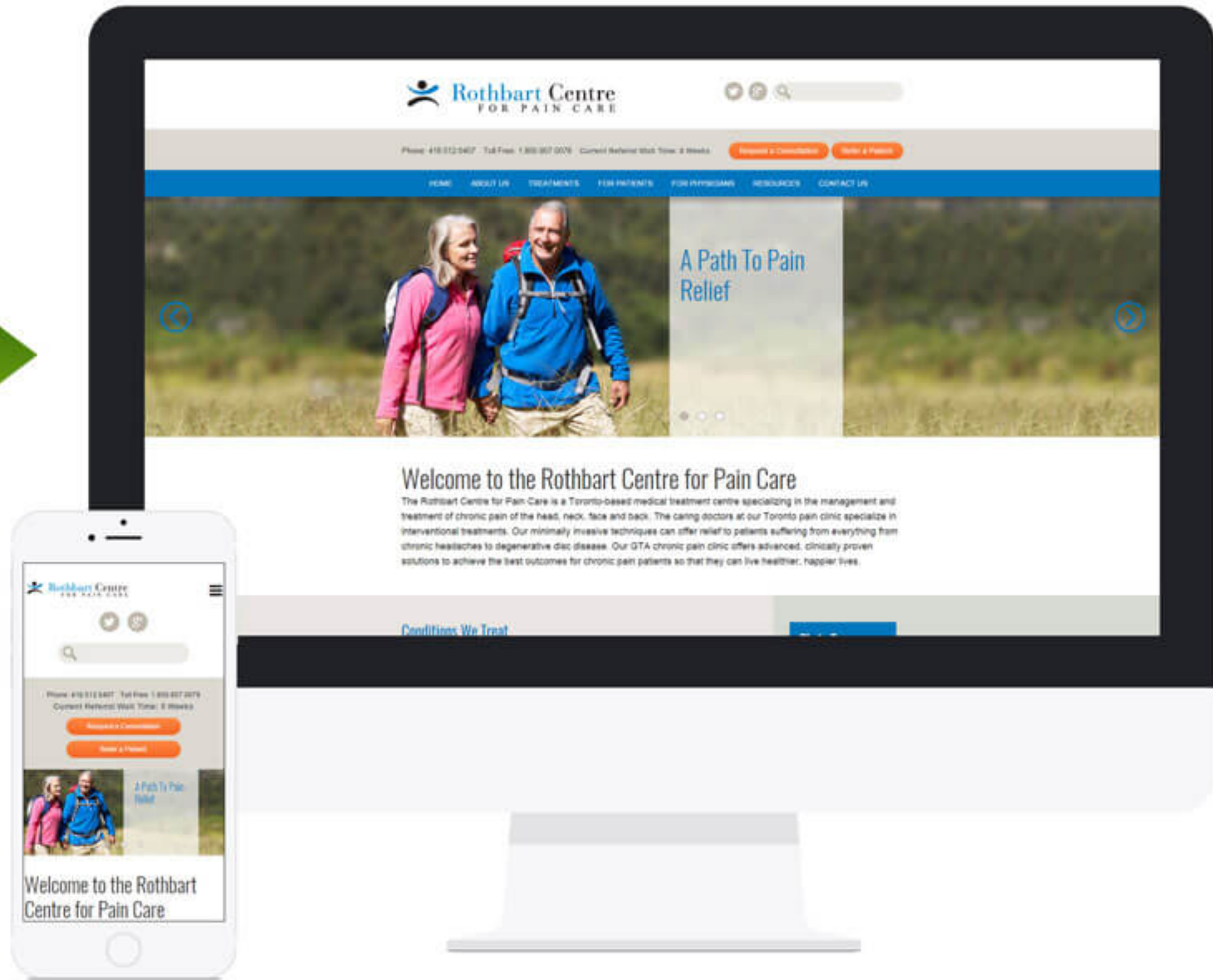
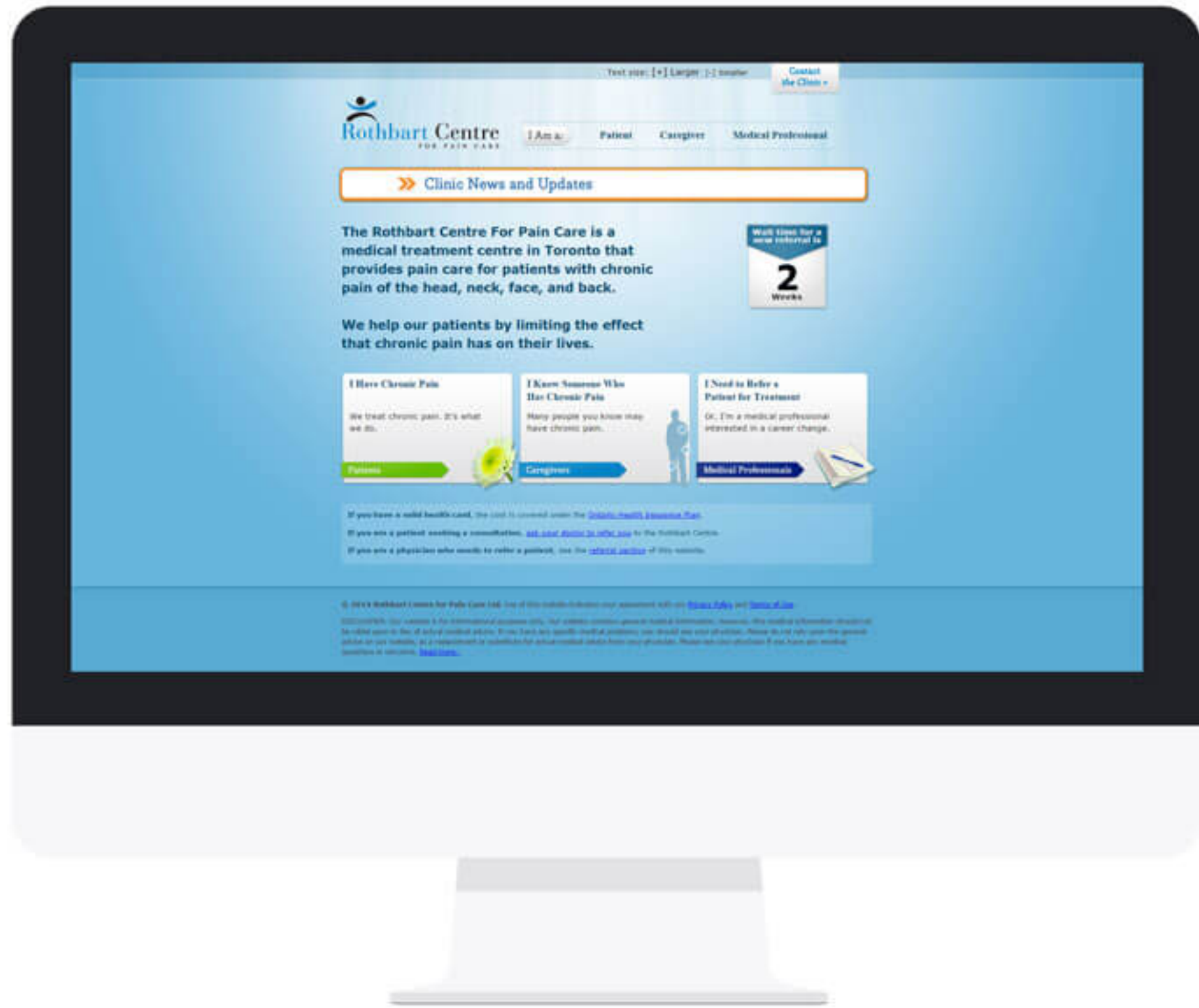
#syndrome #non-stop #scroll #up #media #down

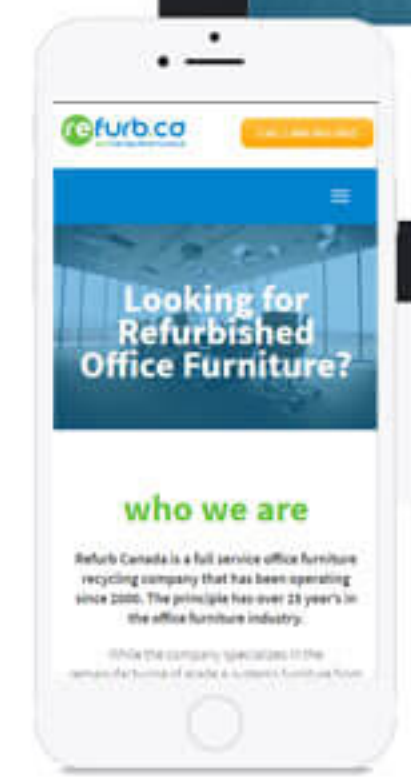
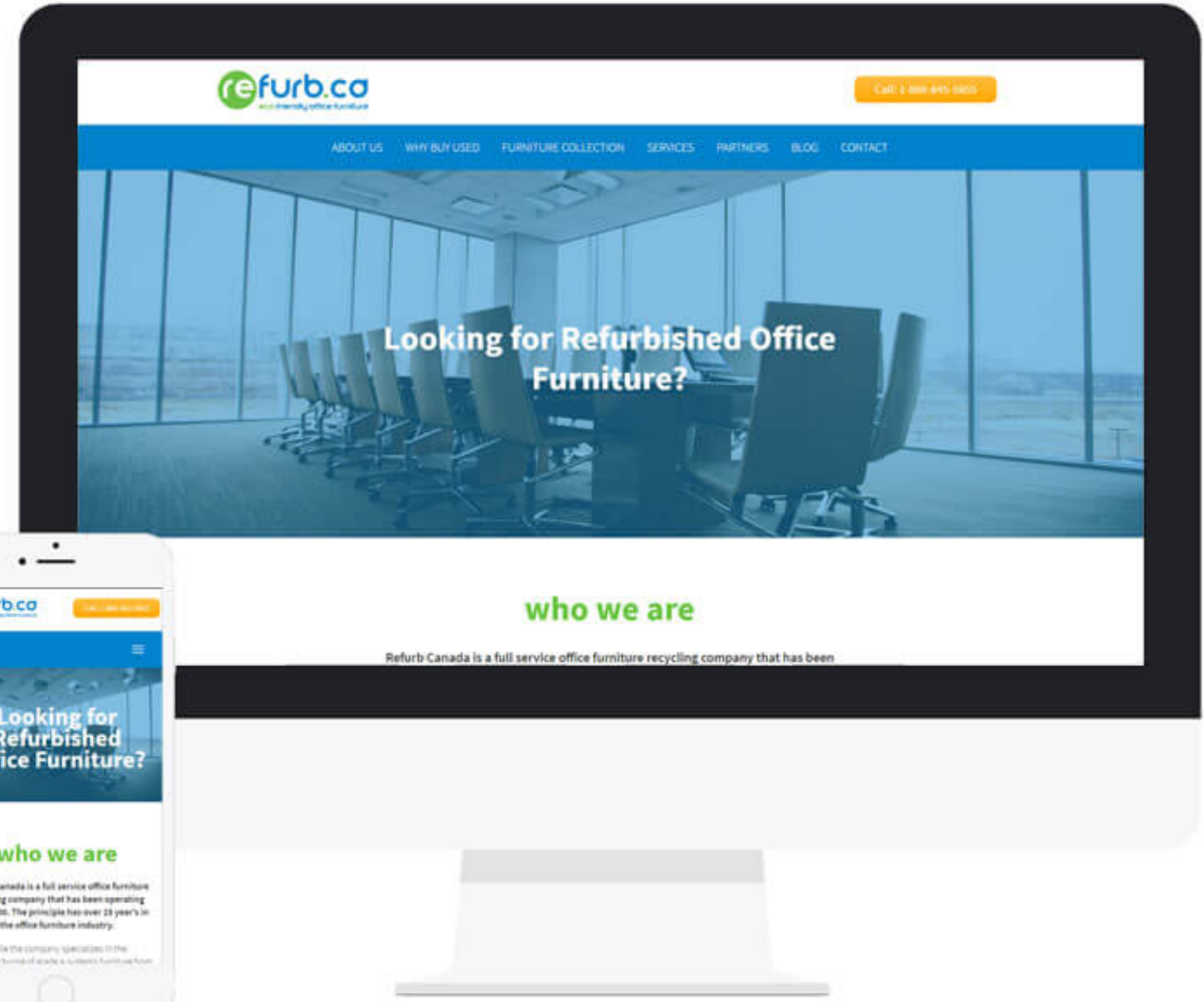
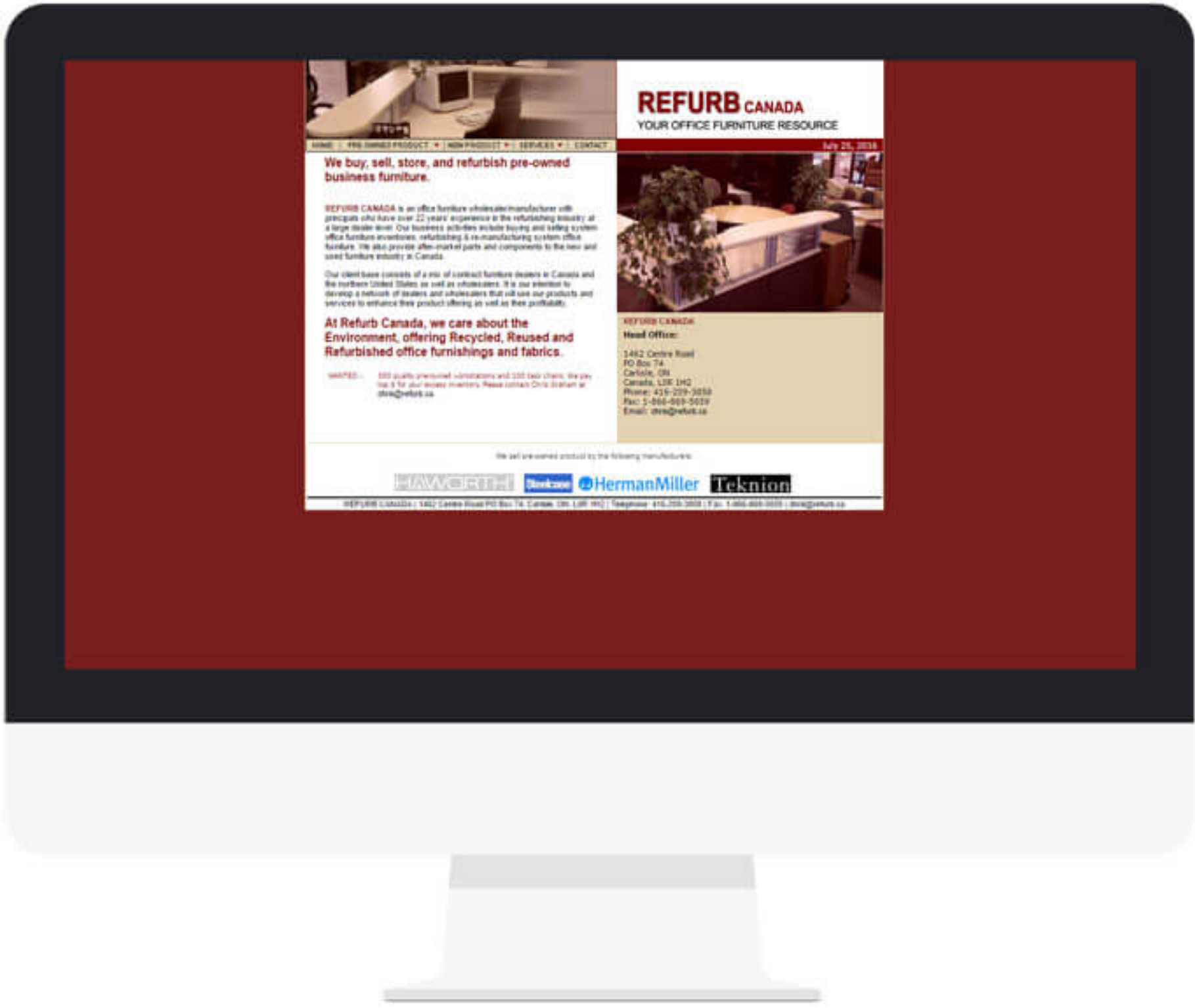
CRASH COURSE

Good, bad, and ugly

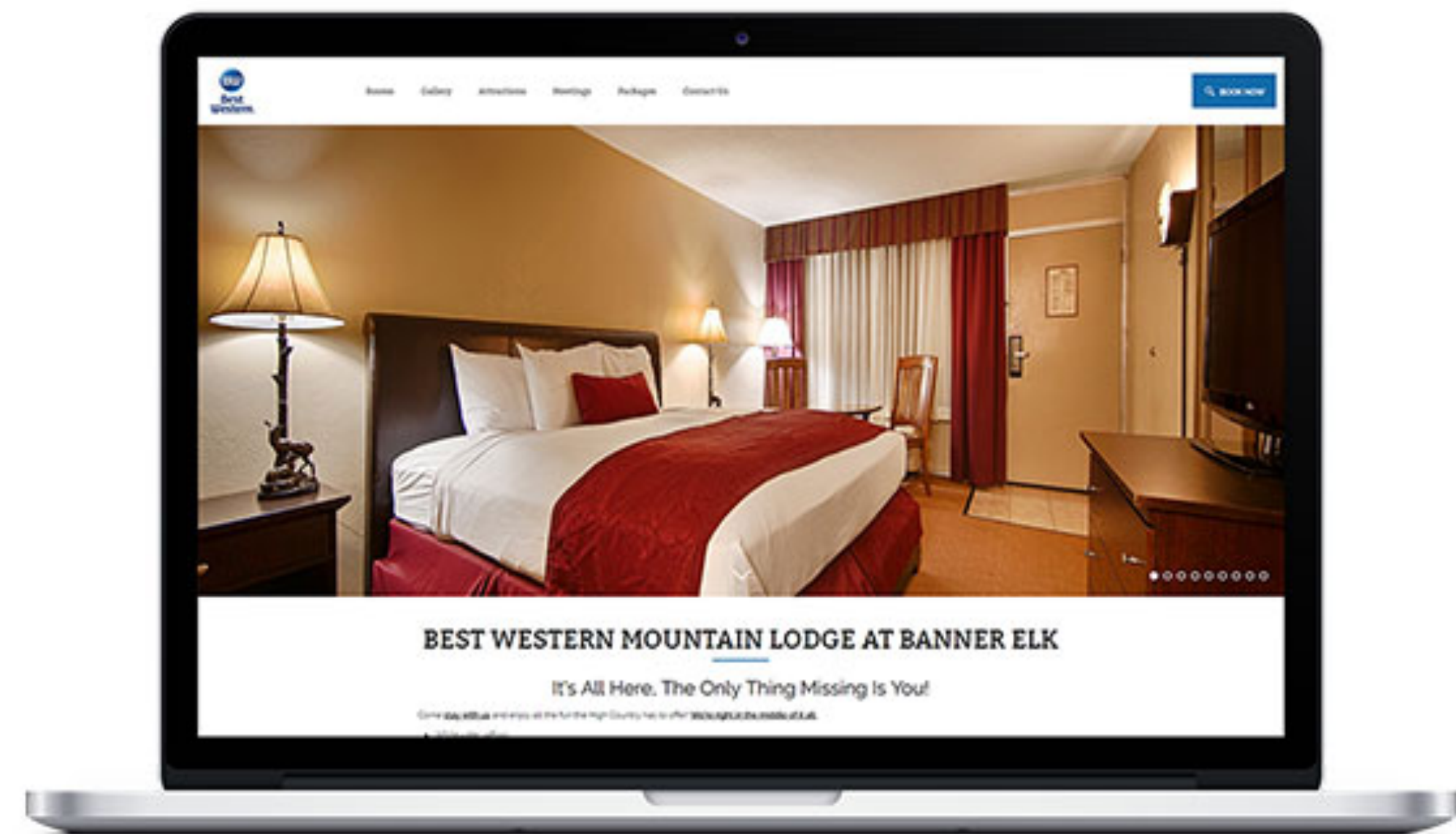
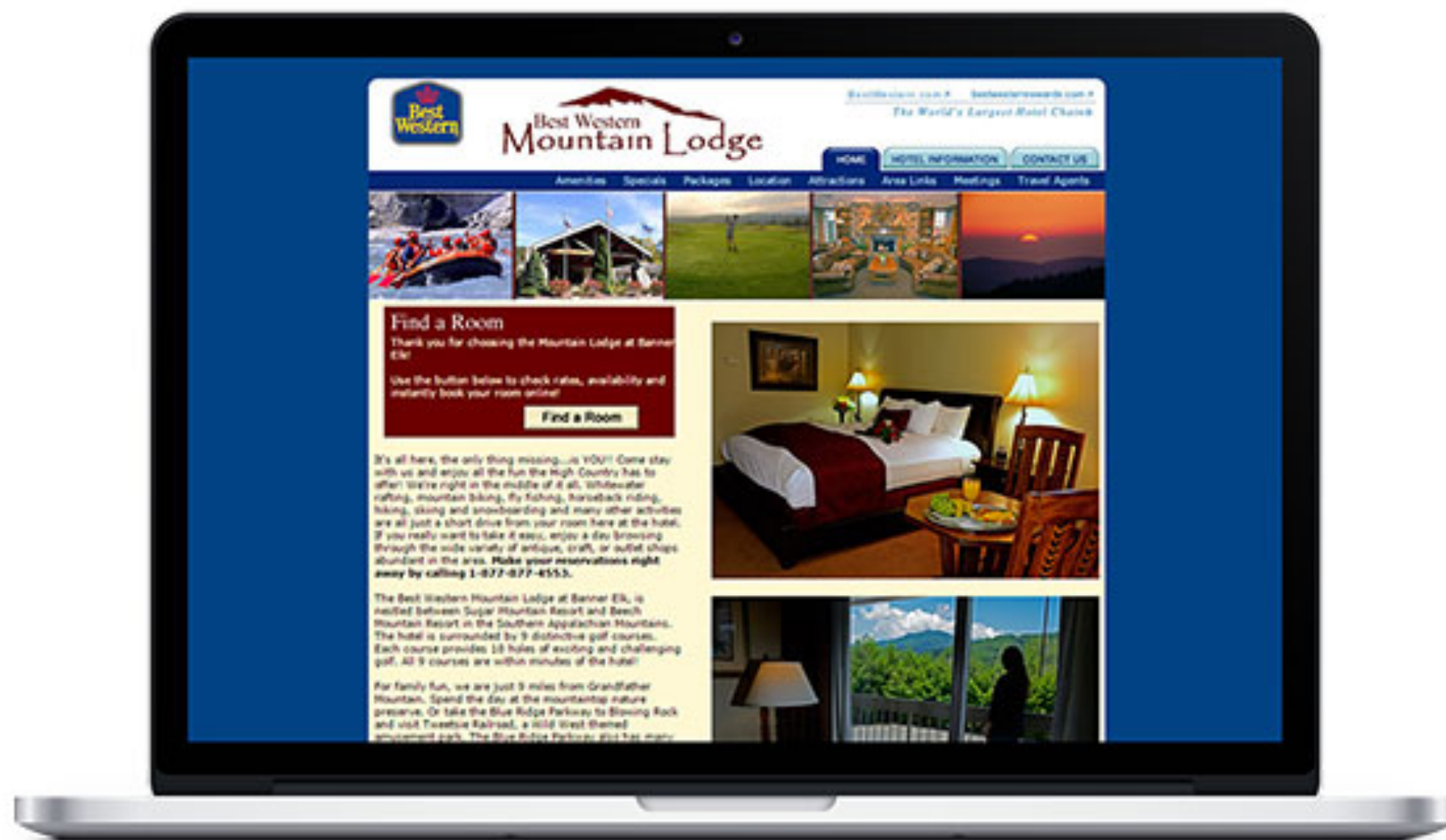
Create experiences, not link directories.

**Showcase your brand personality to
make users *feel*.**





CRASH COURSE



CRASH COURSE

Good, bad, and ugly

CRASH COURSE

Good

Bath Magic Inc.
Reglazing Solutions

Got an Ugly Tub?
Don't replace it... Reglaze It !!



[WHO WE ARE](#) / [WHAT WE DO](#) / [WHY US](#) / [HOW WE DO IT](#) / [OUR FINISHES](#) / [COLORS](#) / [SERVICE AREAS](#) / [QUESTIONS?](#)
[/ CONTACT US](#)

[CARE INSTRUCTIONS](#) / [4 HOUR CURE](#) / [ANTI-SLIP](#) / [DRAIN KITS](#) / [BATHMATS](#) / [TOUCHUP KITS](#) / [LINKS](#)



Founded in 1993, Bath Magic is in the business of reglazing bathroom and kitchen fixtures. We can make that old tub, tile, or sink look great again at a fraction of the cost of replacement.

Our finish is strong, durable, and easy to care for. No more scrubbing with harsh cleaners. Most jobs take just a few hours to complete. Appointments set Monday- Saturday.

We offer Reglazing, Refinishing, and Resurfacing solutions! We can make those old worn out bathtub, sink, or tile look great again at a fraction of the cost of new. Servicing the [Cincinnati](#), [Columbus](#), [Dayton](#) and [Toledo](#) Ohio areas, along with [Detroit](#) Michigan, [Indianapolis](#) Indiana, [Louisville](#) Kentucky, [Rockford](#) Illinois, and [Madison](#) Wisconsin.

Specials
by City

[CINCINNATI, OH](#)
[COLUMBUS, OH](#)
[DAYTON, OH](#)
[DETROIT, MI](#)
[INDIANAPOLIS, IN](#)
[LOUISVILLE, KY](#)
[MADISON, WI](#)
[ROCKFORD, IL](#)
[TOLEDO, OH](#)



Our Coatings

Ugly Drain?



Drain Refacing

No Slipups!



Bath Safety



Locations



**Only do
business
with a
merchant
you can
Trust!**


CRASH COURSE

Good,




Welcome To: **Gates N Fences**
L.A. Ornamental Corp
3708 N.W. 82nd Street
Miami, Florida 33147
Phone: 305-696-0419
LAOrnamental@aol.com

Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.

[Home](#)
[Driveway Gates](#)
[Modern Driveway Gates](#)
[Custom Driveway Gates](#)
[Privacy Driveway Gates](#)
[Garden Gates](#)
[Modern Garden Gates](#)
[Privacy Garden Gates](#)
[Fencing](#)
[Fencing 2](#)
[Railings](#)
[Modern Balcony Railings](#)
[Openers - Operators](#)
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[Liftmaster Gate Openers](#)
[Liftmaster](#)
[Elite](#)
[Doorking](#)
[OSCO](#)
[Alstar](#)
[Wing](#)
[Eagle](#)
[SEA](#)



Welding Expertise



Search

24
8-1

All of our **Aluminum** or **Wrought Iron Gates**, or **Fences** are designed and manufactured to withstand a range of outdoor conditions. **Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.**

Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L.A. Ornamental & Rack Corp also offers Fences, Gates or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic **Aluminum Driveway Gates** and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences. For a quote please send an e-mail to LAOrnamental@aol.com

If your looking For Privacy with your Driveway Gates ,Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminum, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#) for Visitors or Keychains.

[Railings](#) - L.A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Aluminum, or Wrought Iron Steel. We offer rails for residential or commercial locations for either Interior or Exterior locations. We also offer Custom Made Railings, Decorative Railings, or Handrails that are powder coated paint for low maintenance and long last Balcony Rails, Porch Rails, or Deck Rails

[Garden Gates or Walk Gates](#) can be designed to match any existing or ordered driveway gate. Customers can choose between wrought iron or aluminum as material and choose from our wide selection of powder coated colors. Garden or Walk Gates are custom made that can give your home that special and elegant look.

[Pool Fences](#) - the Aluminum Pool Fence Styles, Aluminum Pool Gate Styles, or the Aluminum Pool Deck Railing Styles that is perfect for your project. We offer decorative pool fences, standard safety fences, or any custom made pool gates for your property that are the essential requirements of commercial crowded areas, or residential properties.

We offer a large selection of Wrought Iron and **Aluminum Driveway Gates**, but also browse through our wide selection of Gate Operators, either Sliding or Swing Gate Openers / Operators.

[Access Control](#): Tele-phone Entry System from Linat. Select Engineering, American Access Systems, Sentex. For Residential and Commercial Application. A variety of Access Control Equipments, including Remote Controls, Card Readers, Proximity Card Reader, Key Pads, Wireless Key Pad, Wireless Telephone Entry System, Free Exit Loops, Safety Loop, Safety Photo Sensor, Multi-Code, LiftMaster, Linear, Proximity Card, Magnetic Lock, Wireless Intercom, Receiver, Transmitter, Exit Wand, Extended Range Antennas, Electric Strike, Radio Receiver, Mini Remotes, Electric Magnetic Lock, Safety Loop, Exit Loop, Safety Sensor, Sensor Wire, Omron Safety Photo Coll. Goose Neck for Key Pads or Telephone Entry System. What ever your need are for Gate Access Control we have the Security system.

Top Brands of Gate Openers and Operators, Commercial, Residential, Industrial, Swing, Slide, Rack & Pinion, Barrier

- [BFT Gate Openers](#)
- [PowerMaster Gate Openers](#)
- [Eagle Gate Operators](#)
- [Elite Gate Operators](#)
- [Ramset Gate Operators](#)
- [Doorking Gate Openers](#)
- [Viking Gate Operators](#)
- [OSCO Linear Gate Openers](#)
- [Liftmaster Gate Openers](#)
- [Allstar Gate Operators](#)
- [SEA Gate Operators](#)
- [FAAC Gate Operators](#)
- [Apollo Gate Operators](#)
- [Hysecurity Barriers / Risers / Swing Slides](#)
- [Residential Sliding Gate Openers](#)
- [Barrier Gate Vehicle Barrier Gate, Parking Gate, Barrier](#)
- [Disk Sarge Protector -- Transformers Reverse](#)



Who is Penny Juice?

People have a lot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO

I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

KID'S WORLD LEARNING CENTER/ BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS' NEST, INC./COLORADO SPRINGS, CO

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 110% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VARIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA

AS THE DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDLY ARE ESSENTIAL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BE PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FROM THE GROCERY STORE!

THANKS, PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI

"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITCHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEARTBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT."

BABE WALTON - CHILDREN'S ENRICHMENT CENTER/N. LITTLE ROCK, AR



Who is Penny Juice?



THE CHILDREN AT KID KOLLEGE

ice!

I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE
THE GUESS WORK OUT OF PREPARATION.

"THANK YOU

TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

D VILLAGE, CO

I HAVE BEEN USING PENNY JUICE

RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

, MN

THEY OFFER A GREAT PRODUCT AT A REASON

WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS

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PENNY JUICE. KEEP UP THE GOOD WORK.

, WY

I LOVE THE VER

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ER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY
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DOESN'T GET ANY BETTER THAN THAT. "

BABE WALTON - CHILDREN'S ENRICHMENT CENTER/N. LITTLE ROCK, AR



CF



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Best practices

A few pointers for good form 🙌

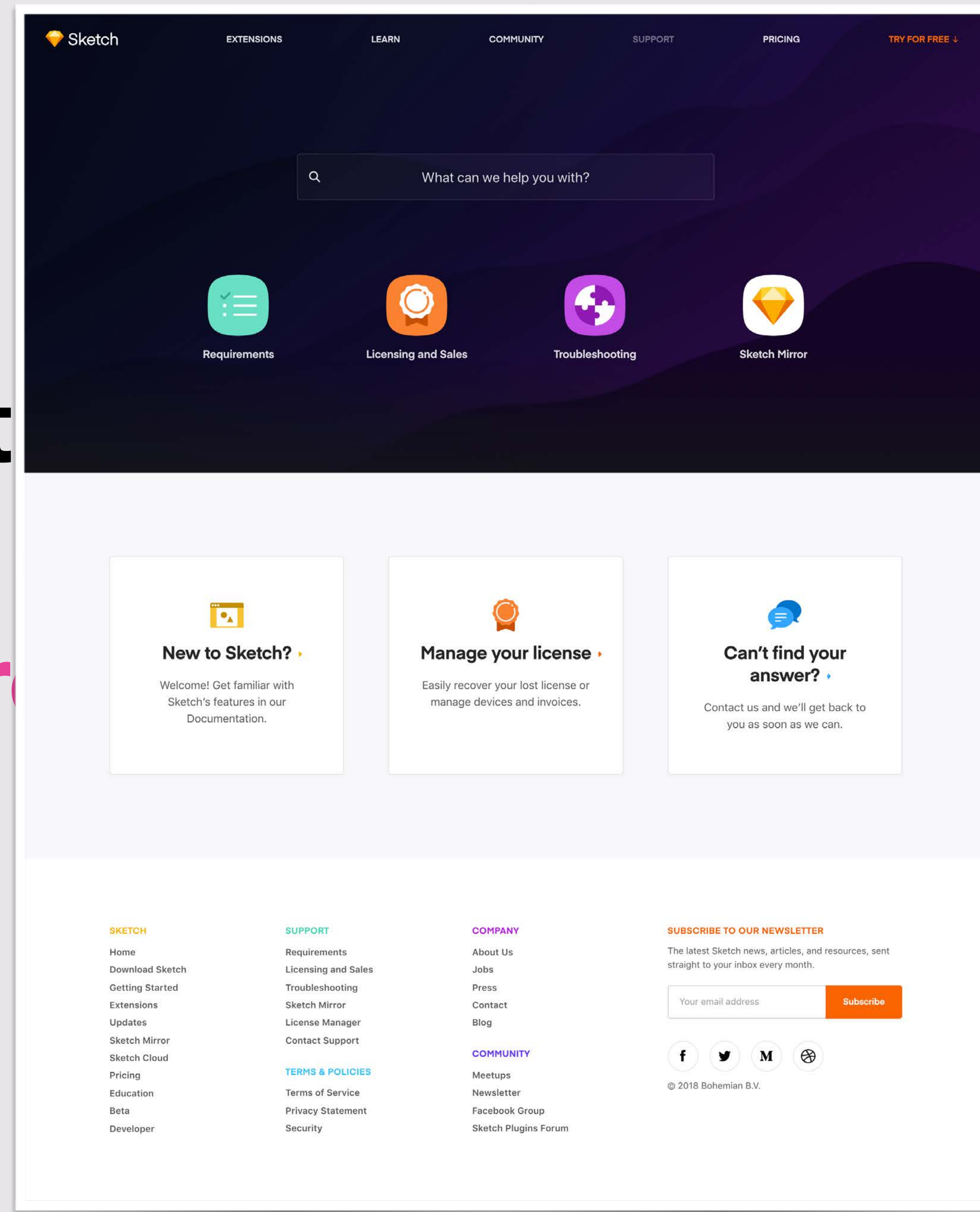
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Best practices

Use white or negative space to let your content breathe.

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Best practice Use white content blocks



to let your

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Best practices

Use the length of the page to tell a linear story with images.

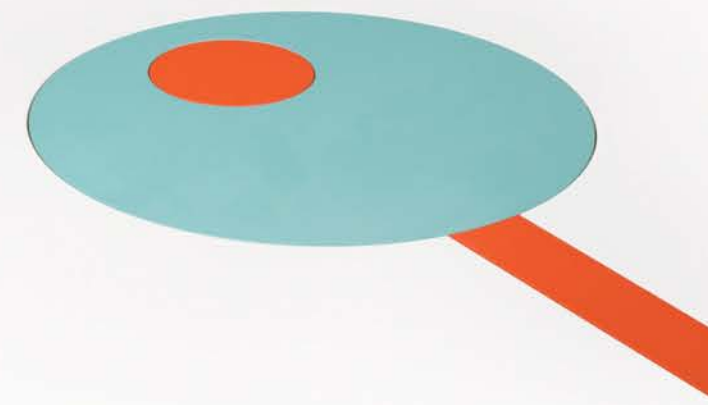
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Best p Use th linear s

Investing on Autopilot

Professional investing made simple and affordable with smart technology

Start investing



The smartest thing to do with your money

- We'll build you an intelligent, personalized portfolio using Nobel Prize winning investment strategy.
- We use low cost ETFs and technology so we can charge a fraction of traditional advisors' fees.
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Start investing

Invest in Future You

Use the sliders to see how much your money can grow

| | | | |
|-----------------|----------|-----------------------|-----------|
| Initial deposit | \$50,000 | Wealthsimple | \$734,800 |
| Monthly deposit | \$1,000 | Traditional investing | \$536,900 |
| Risk level | Growth | Traditional savings | \$384,400 |



Put your money on autopilot

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- **Human advice:** our advisors are here to help plan your financial future — or just answer any questions.

Start investing



OVER 30 YEARS OF ASTRO

We believe that after three decades of crafting yogourt for Canadians, making it better means staying true to yourself. That's why we've always strived to create the most pure and true yogourt, known as Balkan style. You can taste this dedication in all of our creamy and delicious yogourts.



EXPERTS IN BALKAN YOGOURT

After three decades of producing Balkan style yogourt we know that simple reigns supreme. Our Astro Original Balkan 6% yogourt is made with only three natural ingredients: milk, cream, cultures and develops a firm set naturally, giving you a thick and refreshingly creamy yogourt.



OUR YOGOURT. YOUR CHOICE.

Yogourt is one of the simplest, and most versatile foods. Be it Balkan, Greek, Stirred with Fruit, Probiotic or Drinkable - we have a flavour and texture to satisfy every craving.



MADE WITH MILK FROM CANADIAN DAIRY FARMS

We proudly use dairy from Canadian farms because, like you, we want to know exactly what goes into the food we make. Sourcing milk from Canadian dairy farmers allows us to maintain our commitment to quality. The milk used in Astro yogourt does not contain any artificial hormones or antibiotics.*



OUR COMMITMENT TO OUR COMMUNITY

Parmalat Canada, the parent company of Astro, is a founding sponsor and proud supporter of Kids Help Phone, Canada's only free 24/7 counselling and information service for children and youth since 1989.



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Best practices

Greet users with relevant and welcoming imagery to set context.

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Best practice Greet users welcoming i

The screenshot shows the Wealthsimple website homepage. At the top left is the Wealthsimple logo. To its right are navigation links: 'The Details', 'Our Products', 'Sign in', and a 'Get started' button. Below the navigation is a hero image of a diverse group of people sitting outdoors. Overlaid on the image is the headline 'Change the financial future of millions' and a sub-headline 'We're looking for talented people who want to move fast, ship often, and have a huge impact.' Below the sub-headline is a 'View open positions' button. The main content area is divided into two sections: 'How we work' and 'Our Values'. The 'How we work' section contains three paragraphs of text. The 'Our Values' section features a laptop displaying the words 'CULTURAL MANUAL' and a link to 'Read our Culture Manual'.

Wealthsimple The Details Our Products Sign in [Get started](#)

Change the financial future of millions

We're looking for talented people who want to move fast, ship often, and have a huge impact.

[View open positions](#)

How we work

We're on a mission to make financial services simple and affordable for everyone. Backed by some of the biggest names in finance and tech, we're growing quickly and going global. We're motivated by delivering long-term value to our clients, and believe the opportunity to reinvent financial services for a new generation is all within our grasp.

We work smart and collaboratively to build the best possible client experience. We don't over-engineer our product or our work processes. You won't find meeting-packed days, red tape, or layers of approval processes here. We go above and beyond and encourage each other to do the best work of our lives. We don't accept the status quo or stay the same. If you want to update, change, or fix something, go for it. Everyone is a maker and we take things from start to finish quickly. In fact, speed is one of our biggest advantages as a team!

We're very transparent internally—we believe sharing is the right way to make the best decisions. We're committed to building an actively inclusive work environment for everybody—regardless of race, gender, sexual orientation, ethnicity, education, age, or other personal characteristics.

Our Values



Wealthsimple believes access to financial freedom is a human right. Here's how we plan to bring it to everyone.

[Read our Culture Manual](#)

d context.

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Best practices

Use subtle separators to divide content
—like lines and colour blocks.

CRASH COURSE

Best practice
Use subtle s
—like lines a



A closing chat with the reader

Thanks for reading! To summarize, you have to be careful of these:

- **The complexity** of the icon
- **The proportion** of the icon
- **The concreteness** of the icon
- **Relevancy** of the icon
- **Cultural sensitivity**

It's essential that you take these points with considerations of your own context and problem you're facing. The points I make here is focusing on the general best practice for system icon (small icon) where the goal is to focus on helping users navigate or do action.

On the side, it's worth to consider to create a set of principles when you see there are common issues with the icon while auditing them. [Reach me out](#) if you're interested to chat about this.

Share this on →  

Next:

[Preface: Welcome to yellowstroke.com](#)

Sep 06, 2018

Yellowstroke

[Budi Tanrim's](#) personal blog, where he jotted down his thoughts, learnings, and experiments about design.

[Get notified for the next post.](#) *Next post: Experimenting with design critique. (Working title)*

ide content
S.

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Best practices

Call out incentives first—makes the boring stuff worth it.

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Best pr
Call out
boring s



Taste it. rate it. win it.

Take the Activia Challenge, rate your experience and you could win!



Save, taste and you could win!

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Take the Activia Challenge, it's simple! **Enjoy an Activia twice a day for 14 days***. It's an easy first step towards doing more good for your gut.

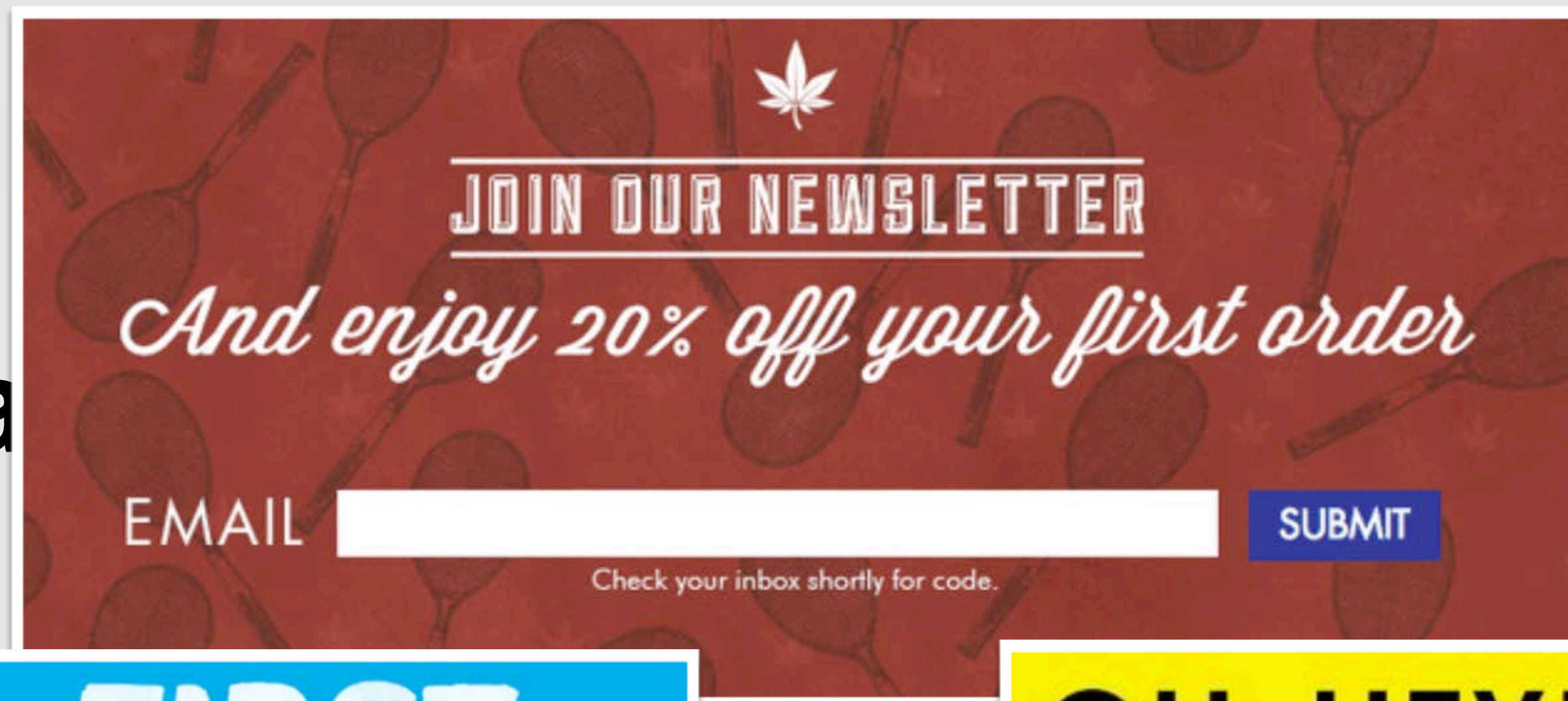


Rate it win it!

he

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Best practice
Call out boring



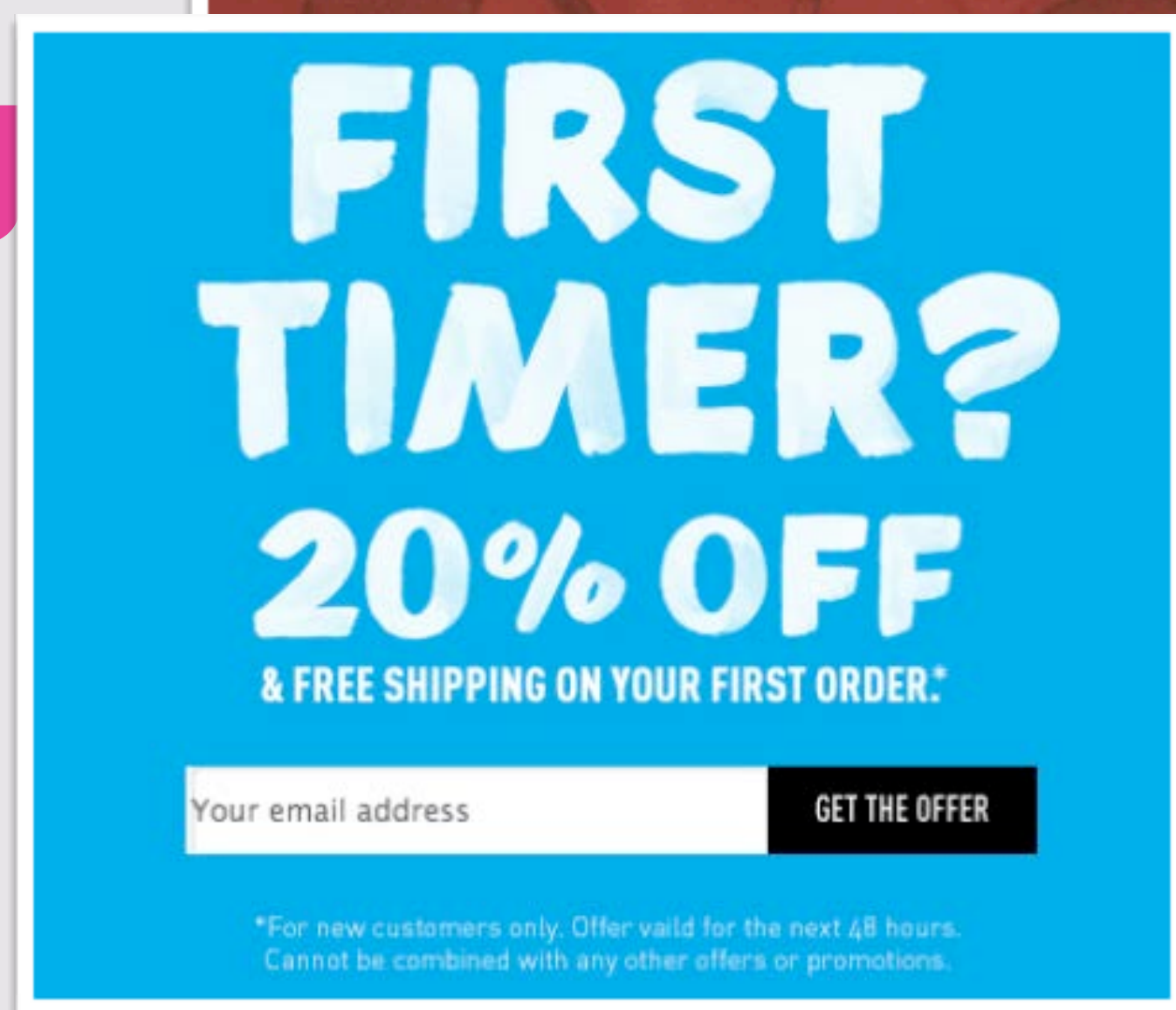
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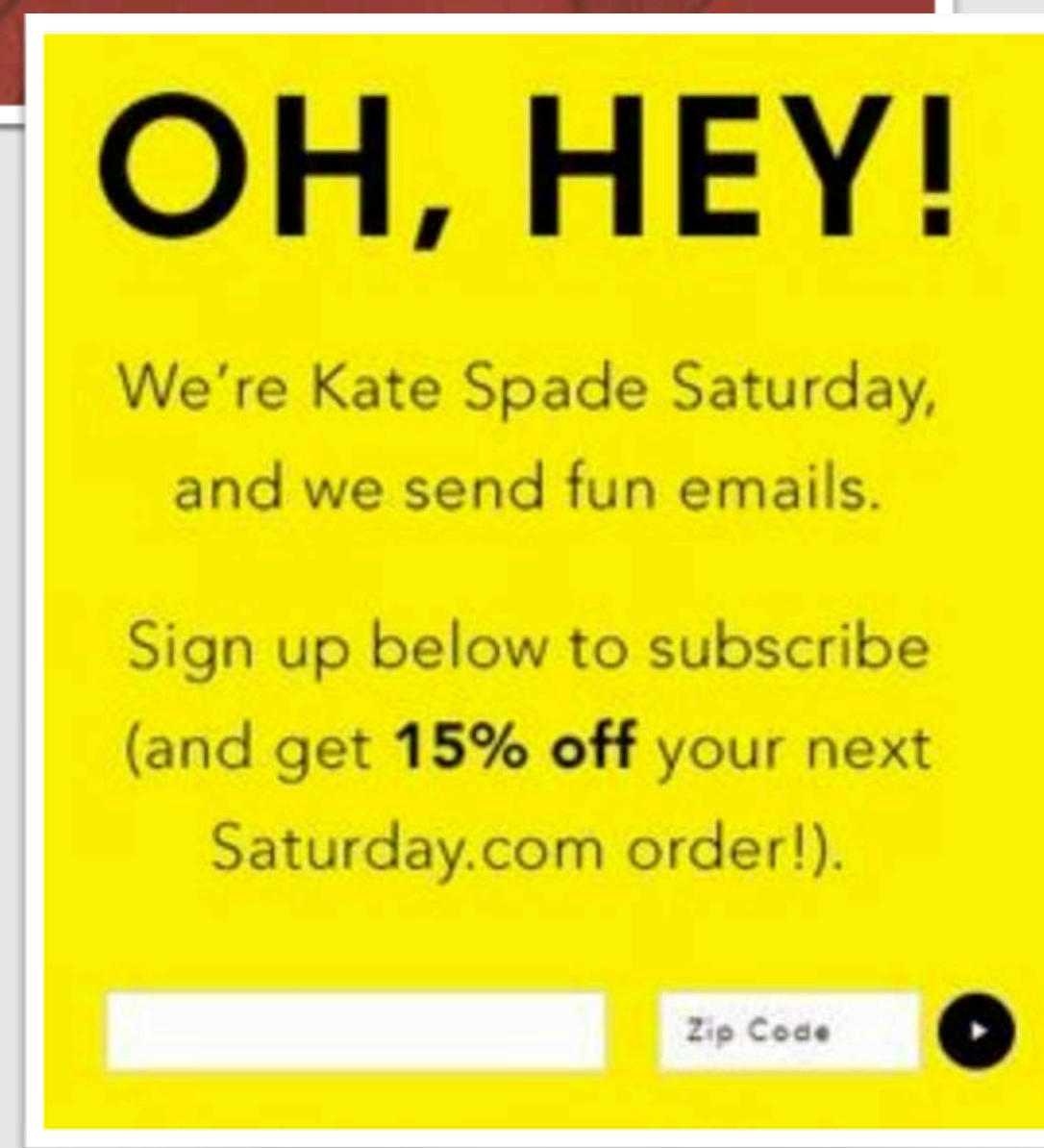
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it.



OH, HEY!

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and we send fun emails.

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Best practices

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Have a question? Call a Specialist or chat online. Call 1-800-MY-APPLE.

[Chat now >](#)

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2. Subscription may be required to access some content. Live sports subject to blackouts. Title availability is subject to change. Some applications are not available in all areas. Application availability is subject to change.
3. Subscription may be required to access some content.
4. iCloud requires an iCloud-enabled device. Some features require iOS 12 and macOS Mojave. Some features require a Wi-Fi connection. Some features are not available in all countries or regions. Access to some services is limited to 10 devices.
5. Apple Music requires a subscription.

Dolby Atmos features may not be available for all titles and languages.

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 - 3. Subscription may be required to access some content.
 - 4. iCloud requires an iCloud-enabled device. Some features require iOS 12 and macOS Mojave. Some features require a Wi-Fi connection. Some features are not available in all countries or regions. Access to some services is limited to 10 devices.
 - 5. Apple Music requires a subscription.
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Best price
Similarly

later.



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Best practices

Use CTA buttons sparingly.

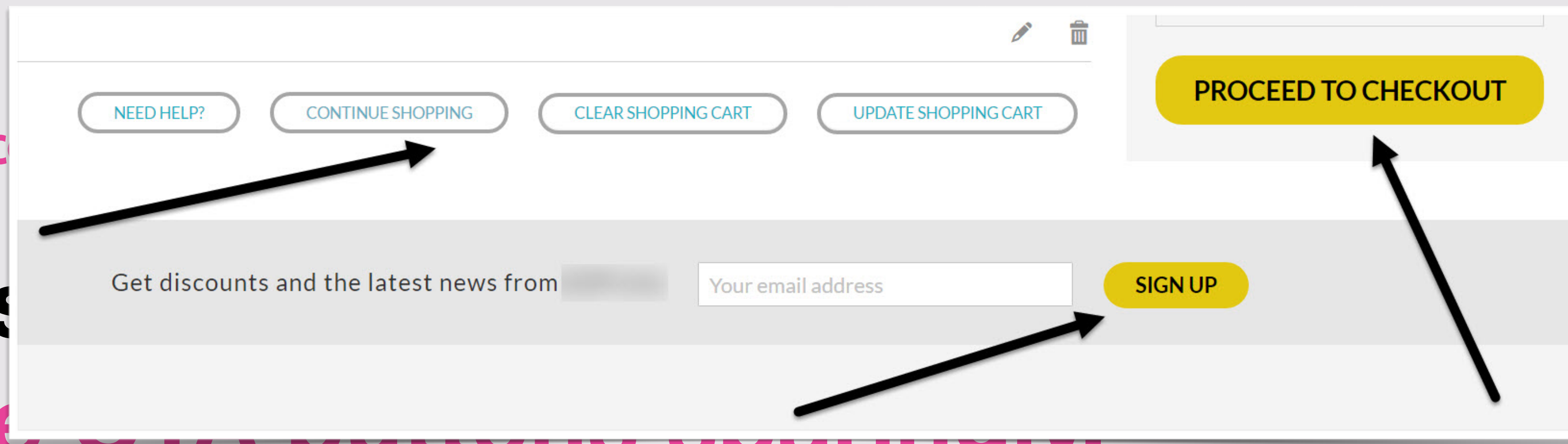
Use text links for non-converting links.

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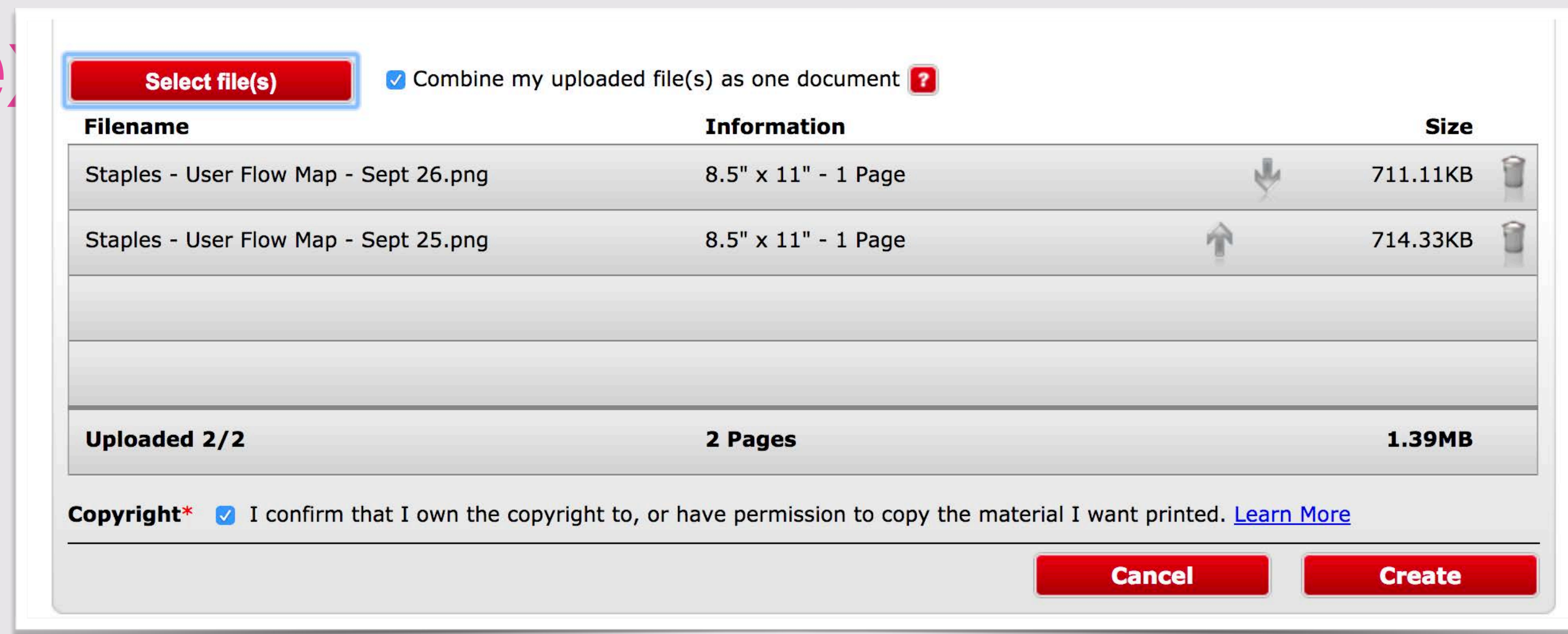
Best

Use **color** buttons sparingly!

Use text



inks.



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Best practice

Use CTA buttons sparingly.

Use text



links.

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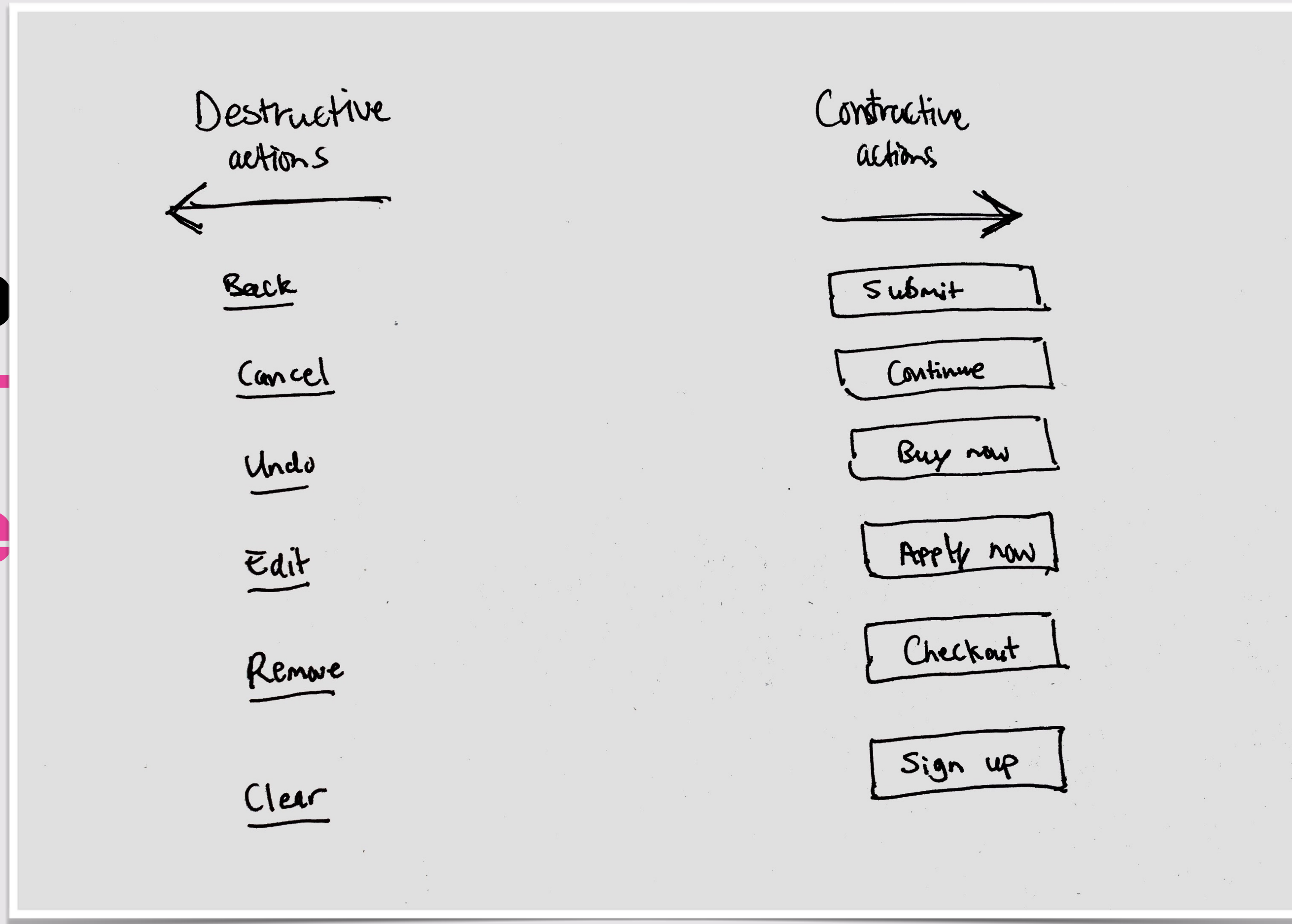
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Best practices

Use *Sentence case* when possible to allow proper nouns to stand out.

CRASH COURSE

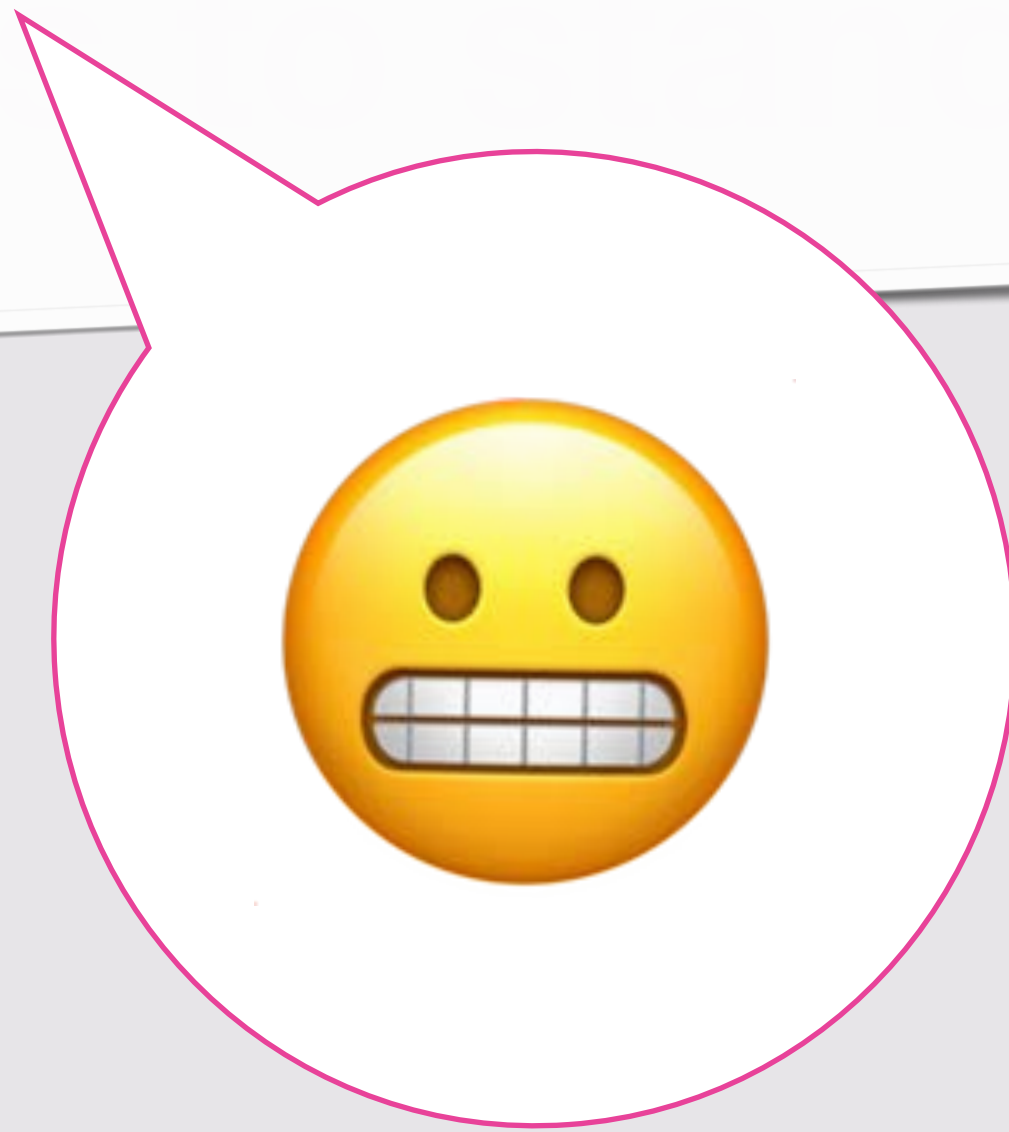
Best
Use \$
allow

Imagine you're a company exec. Which version feels more professional?

I am sorry, but I have to disagree. To me title case does not look more professional, it looks like the author didn't learn capitalization in school. It looks spammy.



4 responses

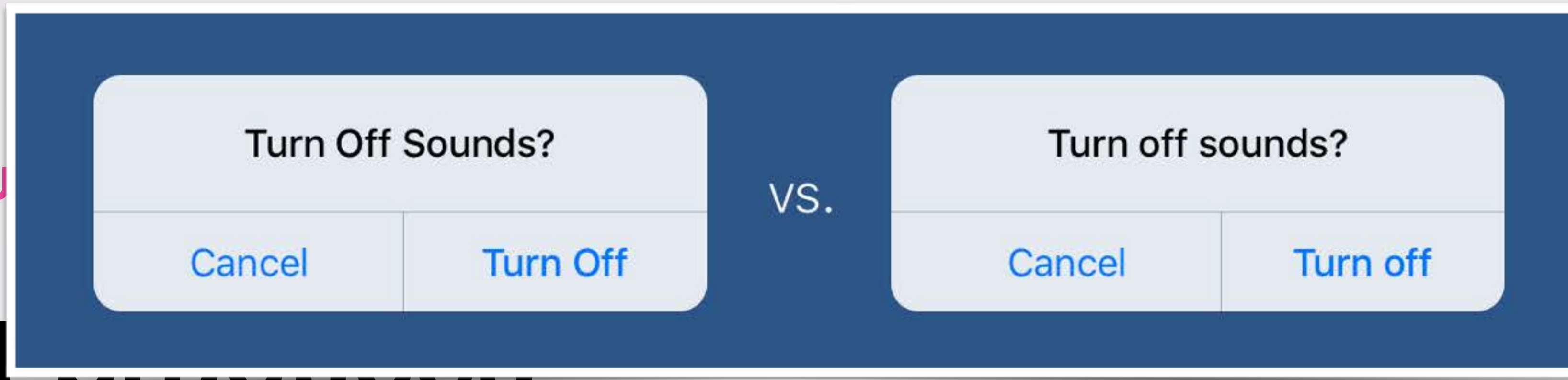


e to

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Best practices

Use
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Add to Calendar vs. Add to Calendar

Share Event vs. Share event

Contact Organizer vs. Contact organizer

Cancel vs. Cancel

Is "Calendar" referring to my Calendar app or just any calendar app? vs. Yeah, that first option will add it to my Calendar app.

O

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Best practices

Reduce eye fatigue by creating linear focus.

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GOOD FORM

Name

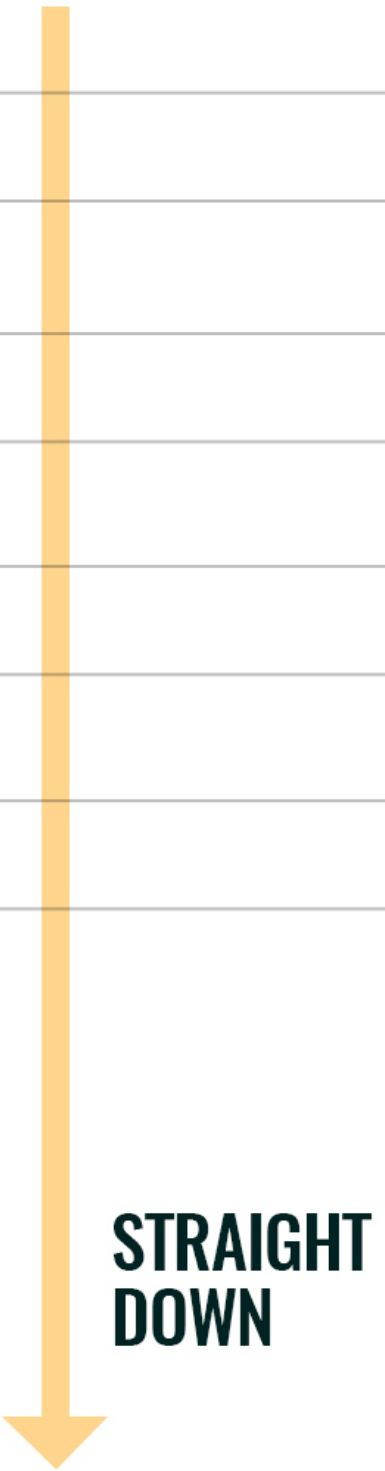
E-mail

Password

Re-type Password

Preferred mode of contact:

E-mail
 SMS
 Post



VS

BAD FORM

What is your first name?

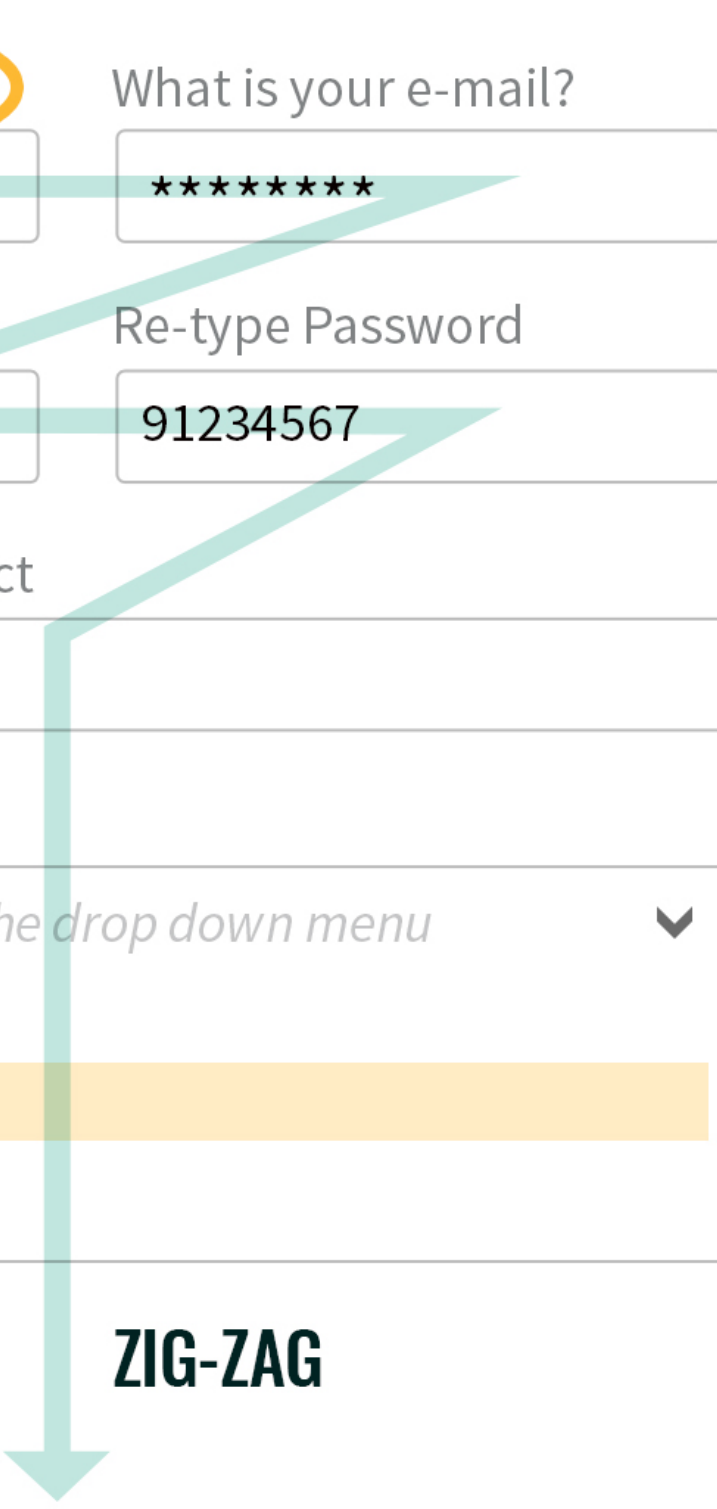
What is your e-mail?

Password

Re-type Password

Preferred mode of contact

E-mail/ SMS/ Post
Please select one from the drop down menu ▼
Email
SMS
Post



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Exercise

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Exercise

Are you ready?



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Exercise

Based on what we've just covered, redesign a poorly UX'd *Newsletter signup* form.

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Exercise

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The content found in our newsletter is offered as a public service and is not intended for self-diagnosis or the treatment of a health problem. For answers to food and nutrition-related questions or for nutrition services specific to your individual situation please contact a dietitian or health professional in your area.

Required fields are marked with an asterisk (*)

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Nutritionist Status:

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Certified
Not certified

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AB
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...

CRASH COURSE

Exercise

Okay...show and tell!

CRASH COURSE

Exercise

Here's one solution...

CRASH COURSE

Exercise

Here's one solu

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Frozen foods

Meal prep

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Which province do you live in? (Optional)

Select a province

 The content found in our newsletter is offered as a public service and is not intended for self-diagnosis or the treatment of a health problem. For answers to food and nutrition-related questions or for nutrition services specific to your individual situation please contact a dietitian or health professional in your area.

[Clear form](#)

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The Healthy Digest
100 Street Address, Cityville, ON
Canada, M1S 5D3

I'M TIRED...AGAIN

Break time

A 10 minute stretch will do you good.

THE TAKEAWAY

Resources

For your UX tool belt

THE TAKEAWAY

Resources

NN/g for studies, data, and best practices

<https://www.nngroup.com/>

THE TAKEAWAY

Resources

WCAG for all things Accessibility

<https://www.w3.org/WAI/standards-guidelines/wcag/>

THE TAKEAWAY

Resources

Rosenfeld books for UX wisdom

“Content everywhere”

“Web form design”

<https://rosenfeldmedia.com/books/>

THE TAKEAWAY

Resources

Sentence case **advocacy** article

<https://medium.com/@jsaito/making-a-case-for-letter-case-19d09f653c98>

THE TAKEAWAY

Resources

UX Companion app for understanding
UXer lingo

<https://www.uxcompanion.com/>

THE TAKEAWAY

Resources

Sketch **app** for designing (duh)

<https://www.sketchapp.com/>

THE TAKEAWAY

Resources

InVision **web app for prototyping**
(also, duh)

<https://www.invisionapp.com>

THE TAKEAWAY

Resources

XMind app for Information Architecture
(never use design apps for sitemaps)

<https://www.xmind.net/>

THE TAKEAWAY

Resources

Lucid Chart **app for mapping Flows**

<https://www.lucidchart.com/>

THE TAKEAWAY

Resources

Atomic Design book and blog for soft
intro to Design Systems

[http://bradfrost.com/blog/post/atomic-
web-design/](http://bradfrost.com/blog/post/atomic-web-design/)

THE TAKEAWAY

Resources

Google Material Design **best-in-class**
example of a Design System

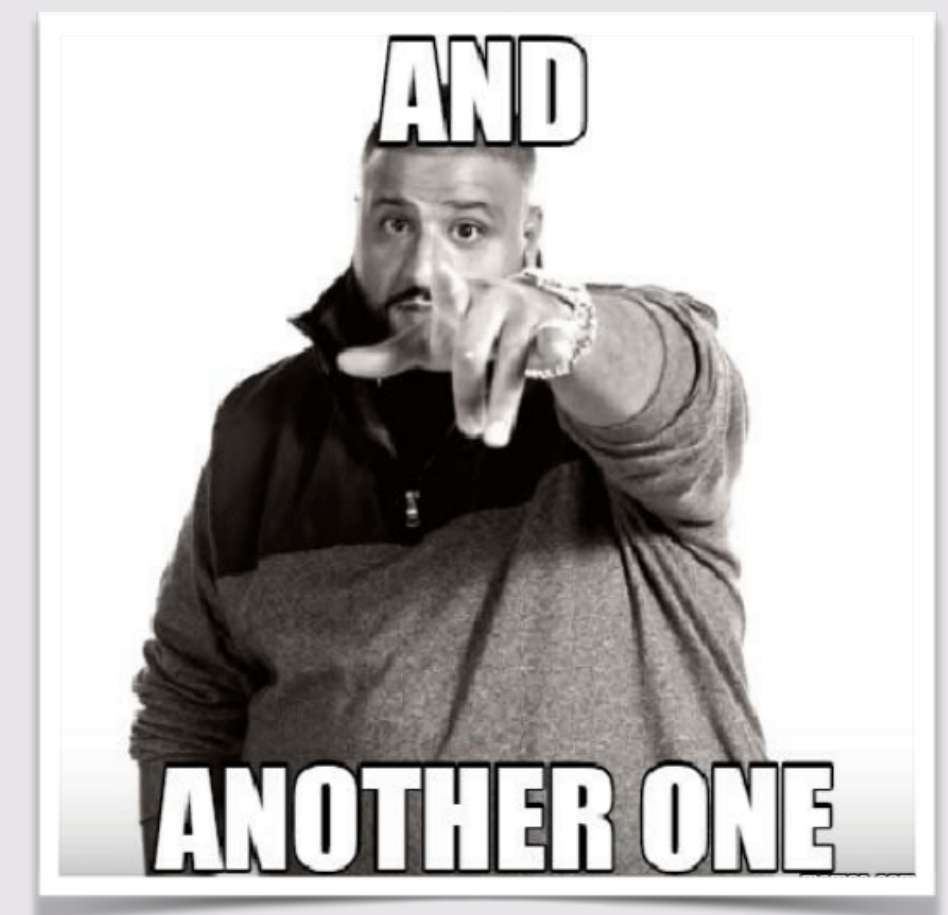
<https://material.io/design/>

THE TAKEAWAY

Resources

Shopify Polaris **comprehensive**
Design System documentation

<https://polaris.shopify.com/>



OKAY, NOW I'M SUUUUUUUUUUPER TIRED

This is pretty much the end.

Questions?

Comments?

Feedback...make it positive—I cry easily.

CONGRATS

U(X) did it

