For my UI project, I will be designing the interface of a novel focus group survey application. (Whether it’s web-based or mobile is yet to be determined.)

Like the TV game show ‘Family Feud’, experts in the focus group are rewarded for correctly predicting the choices made by a large group of people.

In this specific application, they will be attempting to predict which of two proposed text-ads is likely to garner the most clicks.
Originally, I had thought this meant the UI should be defined by an aesthetic that reduces the chance of biasing the focus group voters.

This would have likely lead to a relatively Spartan and ascetic interface.

The more I thought about it, the more I realized that the design should really be based around the app’s cardinal metric: success.
Family Feud is unlikely to provide a perfect visual model for the aesthetic I will eventually be trying to create—but…

...Envisioning a visit to the stage of the TV show could reveal elements which contribute to participants correctly predicting the choices of others.

In addition to rewarding correct answers, competition can be a healthy mechanism to motivate participants. I chose to explore how they might design that into the show.
Users

FAMILY FEUD GAME SHOW

Family Feud participants are family members (up to 5) who have applied to be on the show. No particular identifying characteristics as they change each episode. Viewers are daytime television basic cable subscribers.

On one side, users of our app will include professional writers of ad-copy (we currently have access to a group of several thousand of them). These are the voters.

On the other side are advertisers; companies who want to run a new text ad (like Google’s ad-words) but aren’t sure which of two ads to run.

Traditionally, companies turn to ‘A/B testing’ to determine which one to run, but this can be costly and take weeks to run.

Instead, our solution is to provide them with a focus group to ask to ‘vote on’ or ‘predict’ the winner.
Senses

SMELL

HOT LIGHT BULBS

SPORTS ARENA

EXCITEMENT

HOT LIGHT BULBS

HOT LIGHT BULBS

IT SMELLS LIKE ADRENALINE
Senses

SOUND

LAUGHING  CLAPPING
BUZZER    CLAMOR
CLAPPING  HOOTING!

THIS SOUNDS ENTERTAINING!
Senses

TOUCH

LACQUERED WOOD  PRESSESSED SHIRT
SWEATY PALMS  CLAPPING HANDS
A NEW ‘DO  HIGH FIVE

CAN YOU FEEL IT?
Adjectives

FAMILY FEUD GAME SHOW

• DAZZLING
• SHOOT-FROM-THE-HIP
• WINNER-TAKES-ALL
FAMILY FEUD GAME SHOW

Xavier Malina
Colors

FAMILY FEUD GAME SHOW

Xavier Malina
Family Feud
AD-WORDS EDITION
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Xavier Malina
**Users**

**FAMILY FEUD GAME SHOW**

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Traditionally, companies turn to ‘A/B testing’ to determine which one to run, but this can be costly and take weeks to run. Instead, our solution is to provide them with a focus group to ask to ‘vote on’ or ‘predict’ the winner.
BRIGHT LIGHTS  FLASHY COLORS
GAME SHOW  TWO FAMILIES
SHOW TIME  BATED BREATH
DESIGN DIRECTS YOUR ATTENTION TO THE ACTION
Senses

HOT LIGHT BULBS
ANTICIPATION
HOT LIGHT BULBS
HOT LIGHT BULBS

SMELL

HOT LIGHT BULBS
EXCITEMENT
HOT LIGHT BULBS
HOT LIGHT BULBS

IT SMELLS LIKE ADRENALINE
Senses

SOUND

LAUGHING
BUZZER
CLAPPING
CLAMOR
CLAPPING
HOOTING!

THIS SOUNDS ENTERTAINING!
Senses

T A S T E

WINNING

GAME SHOW HOST’S COLOGNE

SUCCESS

I CAN NEARLY TASTE THE SUCCESS

LAUGHTER

COMPETITION

SUCCESS
Senses

TOUCH

FAKE WOOD
PRESSED SHIRT

SWEATY PALMS
CLAPPING HANDS

A NEW ‘DO
HIGH FIVE

HANDS ON THE BUZZER
Adjectives that describe the
FAMILY FEUD GAME SHOW

• DAZZLING
• SHOOT-FROM-THE-HIP
• WINNER-TAKES-ALL
Adjectives to incorporate into my UI

- COMPETITIVE
- INCENTIVIZING
- REWARDING
FAMILY FEUD GAME SHOW
FAMILY FEUD GAME SHOW
Composition
Version 1 Subjective
Version 1 - Subjective

Composition

Contrast

Harmony
Version 1 - Subjective

Bold

Subtle
Composition

Version 1 - Subjective

Symmetry

Asymmetry
Composition

Version 1 - Subjective

Proximity

Similarity
Version 1 - Subjective

Leveling

Sharpening
Composition

Version 1 - Subjective

- Contrast
- Harmony
- Bold
- Subtle
- Symmetry
- Asymmetry
- Proximity
- Similarity
- Leveling
- Sharpening
Composition
Version 1 Subjective
Composition

Version 1 - Subjective

Contrast

Harmony
Version 1 - Subjective

Bold

Subtle
Version 1 - Subjective

Symmetry

Asymmetry
Version 1 - Subjective

Proximity

Similarity
Composition

Version 1 - Subjective

Leveling

Sharpening
Version 1 - Subjective

Contrast
Harmony
Symmetry
Asymmetry
Proximity
Similarity
Bold
Subtle
Leveling
Sharpening
Process Document

Research for Ad Duels
What is the behavior(s) you are trying to capture? What are your users physically doing?

*My users are evaluating several text ads and voting in the app to express which ad they expect to receive more clicks than the other.*
**Challenge 1**

It is difficult to identify the better of two online ads without running online experiments known as A/B tests. A/B tests can be difficult to interpret and are expensive in terms of time and cost.

**Solution 1**

Our app will reduce the need to run A/B tests, and provide answers faster and cheaper.

**Challenge 2**

Some individuals, particularly those who write online ads, may have an extraordinary ability to predict winning ads by simply relying on their own intuition and prior knowledge. These individuals are currently unidentifiable and remain anonymous in the crowd.

**Solution 2**

Our app will be able to pick out exceptional talent from the crowd, and make them available for more in-depth interviews on the topics they have insight into.

**Challenge 3**

Building a system that can capture the intuitions of members of a focus group and translate them into rules and insights is a messy and subjective process.

**Solution 3**

Our system will fast-track the conversion of survey results to insights by using an automatic analytic and visualization engine.
**Objectives**

**Objective 1**
Make it easy for ad-writers to give predict the winner of an ad ‘duel’.

**Objective 2**
Optimize the experience so that ad-writers want to come back to the app to vote on as many ads per day as possible.

**Objective 3**
Have the resulting information of votes be presented in a way that is easy to interpret by the client who has sponsored the duel.
The app relies on a two-sided market:

1) Ad duel sponsors (clients running the ads)
2) Ad writers who vote on the likely winner of an ad duel

Ad writers are voting on the winner of a duel for monetary reward, while the sponsor is the person paying the ad writers, as well as interpreting the answers to govern future ads to be run.
Where will you find this UI?

*On the internet through a URL, on your smartphone via a URL, and possibly via a standalone app in the Android/iOS app store.*
What are the screen size(s) for this?
Indicate the pixel size(s).
1024x768 and 1280x800 pixels.
Melissa has a Master’s of Fine Arts in Creative Writing and a BA in Political Science. Melissa has specialized in copy writing and editing over the course of her career, and made her best work for marketing communications at Gap, H&M and Hot Topic. She currently works freelance for H&M online, but has spare time and a desire for an additional source of income. She’s only ‘pretty’ good at predicting winners from ad duels in the fashion category, but it’s an easy way to earn a few bucks while waiting for the BART.
Jeff has a background in journalism and writing, and is has been the editor of several online publications. After discovering the app through a friend, Jeff realizes he’s uncannily good at predicting the winner of an ad duel. As a result, Jeff has stopped playing candy crush, and now spends his spare time making extra cash while voting on A/B test winners.
Angie Lestor

Angie just graduated with a BA in Communication and Media Studies, and is currently working as a freelance writer for an online fashion magazine. She has had several marketing and advertising internships, and she spends most of her time online. She does all her shopping online. Angie has a lot of spare time, and really enjoys the thrill of being able to get paid to do something as easy as ‘Tinder’ for ads, so she spends a lot of time on the app to help cover her weekly Starbucks addiction.
Jeff has a knack for knowing when an ad is likely to be successful, and loves a challenge.

1. Jeff goes to AdDuel.com at home.
2. Jeff logs in, and reviews most recent ad-duels available for him to vote on.
3. Jeff votes for the winning ad.
4. Jeff voted correctly, and is excited when a few more cents are credited to his account.
Create a user flow for one of your personas.

1. Goes to website
2. Logs in
3. Selects ad category he wants to vote on
4. Looks at new ad-duels available
5. Clicks on "Start Voting"
6. Evaluates which ad he thinks will win the duel
7. Clicks the ad he things will win, adds line of feedback indicating why
8. Next ad-duel automatically loads
9. Winner correctly selected
10. Winner is already known
11. Money is added to Jeff's account balance
12. Yes
13. No
What type of experience do you want to provide for your user?

For the ad-writers who vote on ad-duels:
Overall, this app should feel like a challenging puzzle game – but at the same time the user should never lose sight that this is actually paid word for a serious client.

Users should feel like there is nothing in the way of them ‘working’ – voting on ads they believe will win--and should feel great satisfaction when feedback shows they guessed correctly. Ideally, this will create a feedback loop that will help them get better at predicting winners.

Users should look forward to being able to vote on the next round of ads, and should rise in the ranks (in terms of pay and prestige, the longer they remain an active user and the more success they have).

For the clients:
The data from the app should be presented in an easy-to-digest way that allows them to track results. It should also be made easy for clients to reach out to and interact with any writer at will. This part of the app should make the users feel like ‘I got huge bang for my buck’, and should feel exceptionally high quality in terms of visual elements and simplicity.
Focus and play

Distraction and obstacles
Design Workshop

Typography 1
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Verdana as typeface
- Use scale
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics or weight (bold)
- Screen size is $750 \times 1334$px
- Use all the copy below:

  February 23, 2015
  Berkeley, CA 94720
  Monday Clear
  Precipitation: 0%
  Humidity: 62%
  Wind: 7mph
  68 \degree F \degree C
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Version 1

Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

This design is made with the ‘quick glance at the phone’ in mind. What’s the primary reason for opening a weather app? Temperature and a general description of the date – they appear front and center, located at the focal point of the screen. Monday is kept up top and large, so that you can see in your peripheral focus that the data is up to date.

Precipitation, humidity and wind are also important details, and they are kept large and close to the focal point. The remaining days are relegated to the bottom of the screen, kept at an equal standing in the visual hierarchy.
Typography 1

Version 2 Emotional

Version 2, in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version.

While this is primarily a weather app, the way a weather app complements calendar events is emphasized in this design. Monday occupies the tyrannical position at the top of the screen, with subsequent information placed so as to 'radiate' outward. The feeling guiding this was ‘Thanks. Ok. Yeah. Bla, bla, bla.’
The remaining days give way to the most important day coming up in every week: Friday! The idea here is to console the user that although it’s Monday now, Friday will be coming soon: see, it’s peeking out from the corner already!
Monday
February 23, 2015

68 F
Clear

Precipitation: 0%
Humidity: 62%
Wind: 7mph

Tuesday
64

Wednesday
64

Thursday
66

Friday
66

Berkeley, CA 94720

Version 1

Version 2
Style Guide for Ad Duels
Grid System

Create 3-5 wireframe sketches with grids by only using the blocking method. Must use the final format size. Show examples in full size if possible, on black, no other type or information on screen. Show with and without grids. Grid to include, Column, Rows, Modules, and definition of why you chose this grid. Which constraint helped you set this grid?
The grid I constructed consists of 5 columns separated by 40pixel gutters, and 5 rows with 30pixel gutters. These were selected to best suit the constraint of the number of UI elements I was certain I wanted to employ in the design – two menu buttons, a short introductory description text, both ads in the ad duel (text) and three voting buttons.
Design Workshop

Typography 2
You will design UI of a new mobile weather app.
Create typographic hierarchy with the following set of rules:

- Use Verdana as typeface
- Use scale
- Use **weight**
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics
- Screen size is 750 × 1334px
- Use all the copy below:

  February 23, 2015  
  Berkeley, CA 94720  
  Monday Clear  
  Precipitation: 0%  
  Humidity: 62%  
  Wind: 7mph  
  68°F  
  Tuesday 64  
  Wednesday 64  
  Thursday 66  
  Friday 66
Version 1
Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

Describe your design in this text box space.
Version 2

Emotional

Version 2 in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version. You should use the same emotion you used for Type 1.

What is your emotion? Describe your design in this text box space.
The passage of time...

February 23, 2015
Berkeley, CA 94720

68°F
Clear
Monday
February 23, 2015
Precipitation: 0%
Humidity: 62%
Wind: 7mph

...64...64...66...66...

Precipitation: 0%
Humidity: 62%
Wind: 7mph

Tuesday Wednesday Thursday Friday
64 64 66 66

Version 1

Version 2
Design Workshop

Typography 2
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

• Use Verdana as typeface
• Use scale
• Use **weight**
• You may use rotation of text
• Background is white and figure is black
• No gray scale (only black or white)
• No images/photos/illustrations
• No italics
• Screen size is 750 × 1334px
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68°F  
Tuesday 64  
Wednesday 64  
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Friday 66
Version 1
Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

Describe your design in this text box space.
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Version 2 in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version. You should use the same emotion you used for Type 1.

What is your emotion? Describe your design in this text box space.
Typography 2

Version 1

Monday
68°F clear
precipitation 0%
humidity 62%
wind 7 mph

tuesday 64
wednesday 64
thursday 66
friday 66

Version 2

can’t wait ‘til friday

Monday
68°F clear
precipitation 0%
humidity 62%
wind 7 mph

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
Design for Ad Duels

1. Pick 3 key screens based on your user flow
2. Follow the instructions on each page.

You may use ANY design elements, but typography and ease of use should be your main priority.
Wireframe to Design

The following screens will be an exercise in replacing blocks with typography, color, and content. This is an iterative process as you will be working on the design, and then looking at it on screen. Here you will document your process as you weigh usability vs design aesthetics.

1. In the first screen replace the example with your first wireframe.
2. Begin designing the screens. Put them on the device and make adjustments necessary to create both a well balanced design and usable design experience.
3. Document each iteration, describe what you adjusted.
4. Place your final design decision in the final example box.
5. Remove all instructions that aren’t relevant to your work.
Process Document

User Flow

1. Pick three screens from your UI Flows
2. Replace the three screens (on following page) with your current and finalized blocking screens. They do not have to be in sequence. (cart first, sort portfolio, find a restaurant)
3. Remove the (orange) description flow. Put your user flow description in this section.
Final Design

Ad\x20Duels

Sign Up

Sign In

menu button

sign up button clicking this directs user to sign up page

sign in button

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai
Style Guide

Design study 1
Basic design from original wireframe

Design study 2
Overlap aesthetic added, with slight transparency

Ad Duels – Xavier Malina

Flow 3
Buttons created based on logo, shadow drop added for added 'button' effect

Ad Duels

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
Final Design

- **current ad duel**: Green boxes surround the ads in the current duel.
- **this ad will win**: By clicking here, a user indicates they believe this ad will outperform the other ad.
- **ads coming up**: The text in these ads is blurred, but once the current duel resolves, the next ad will pop up to the top of the list and become legible.
- **number of duels remaining**: This indicates the number of duels left for the user to vote on.

**AdXDuels**

- **Solar Power Renaissance**: "We Want to Share You The Top Five Energy Stocks For 2015.

**neither ad will win**: The user clicks this to indicate either the ads should perform similarly, or that the user is unable to determine the winner.
Design study 1
Basic design from original wireframe

Design study 2
Ad duels coming up added below

Design Study 3
Blur effects and opacity used to emphasize current duel, obfuscate upcoming ads

Ad Duels – Xavier Malina

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
It's a tie if the user is unable to predict the winner of a duel, they can indicate that they believe it will be a tie or that they don't know.

Rest of background is faded to highlight this choice as the current one.

- This duel will end in a tie.
- I don't know how this duel will end.
Design study 1
Basic design from original wireframe

Design study 2
Realized keeping ads on screen seems important

Design Study 3
Drop opacity on rest of design, to make this box pop, and work more like a ‘pop-up’ menu instead of separate page
Wireframe Anatomy

1. Duplicate the wireframe anatomy page (page after this) three times. Replace the image on screen with your blocking screen.
2. Label the sections within your blocked screen. Label your UI as shown in the example.
3. Delete any instructions or examples. Update the document to reflect your work.
Style Guide

Wireframe Anatomy
Color & Design

Continue to refine the composition of your three chosen screens. And then, this time, apply colors objectively and systematically to your three screens with reference to Itten’s color contrasts discussed in the color lecture. Discuss which color contrast(s) used in your design and why you chose the(se) particular color contrast(s).

You may use ANY design elements, but color, typography, and ease of use should be your main priority.
Most recent version of UI design before color study

Search terms: best solar stocks to invest in

Solar Power Resurgence
We Want To Show You The Top Five Energy Stocks For 2015

Solar Power Stocks
See How to Build Wealth with Solar Energy Stocks! Get Our Report Now

About the company:
Solar Investors is a company that creates reports on the state of the solar industry for investors in the United States.

Target audience:
Individuals with some investment experience looking to invest in promising stock.
Color Study 1

Use greys to clarify UI. Essentially, try and use neutral colors to try and do very little to distract the user.

I don’t think it’s very successful.
Color Study 2

Use pastel colors to make the design feel more vivid, interesting, less form-like.

More successful than I expected. Makes the ads 'pop' nicely out of the background, I feel it helps focus the attention more. But I think the search bar is maybe too prominent.
Final Design

Color Study 3

Use greys to clarify UI. Essentially, try and use neutral colors to try and do very little to distract the user. Introduce green into search bar, to keep in with project colors. Not as successful in my opinion as the previous study. So I will go with that instead.
Search terms: best solar stocks to invest in

About the company:
Solar Investors is a company that creates reports on the state of the solar industry for investors in the United States.

Target audience:
Individuals with some investment experience looking to invest in promising stock.
Aesthetic Analysis

Tinder is a popular dating mobile app which empowers users to find singles near them. The Tinder UI aesthetic leverages extreme minimalism in terms of design elements and content to make finding a partner as simple as possible.

Pollfish is a platform that caters to users on both sides of the survey market: creators of surveys pay per survey response and monitor results while respondents are paid per survey they take. Pollfish’ UI is modern, sleek and minimalist. The UI emphasizes simplicity and intuitiveness of use.

The UI I am designing for AdDuel aims to leverage qualities present in both apps – it aims to make voting for a winning ad easy and intuitive, and caters to a two sided-market, just like in Tinder and PollFish.
Tinder

Write a comparison that weighs usability vs. aesthetics. When is the designer taking design liberties for aesthetic reasons? How does the design layout help you or the user navigate successfully or unsuccessfully? Was its success or failure due to aesthetics or technology or something else? Is the overall appearance beautiful to you? Why?

Tinder’s minimalist design follows its purpose: to reduce the barriers and complexities involved in modern day dating.

This mantra has succeeded in making the application highly usable, with most screens being something I might consider ‘beautiful’.

I’m not a big fan of some of the ‘shine’ effect they use to add 3D effect, but otherwise, I think it is a highly successful design which focuses on usability by reducing clutter on most screens. It’s difficult to misinterpret any given screen.
Analysis 1

Examples
Tinder

Objective 1: Make dating easy
Objective 2: Help users find a date
Objective 3: Make filtering easy
Tinder

Who uses this?
Single people, generally in the 18-35 year old range.

How do they use it?
Download the app, connect to their facebook account, and establish settings of the type of partners they’re looking for.

How if at all does it change their behavior or the behavior of whoever is around them?
The effects are arguable, but when working, it is supposed to help users arrange more dates, and eventually, longer term romantic partners.

What is the need for this?
Dating is very important.

Are there work arounds?
Not that I’m aware of.

What time of day do they use it?
If the user is awake, chances are they’re using it.
Analysis 1

Color Palette

Tinder

01 - Label

01 - Label

01 - Label

01 - Label
Why do you think they chose these colors? Are they functional or aesthetic decisions? When are they functional and when are they aesthetic? How does it fit within a brand or does it stand alone?

Colors of any given screen will be dominated by the profile picture of any given user – as such, the color design is meant to be primarily neutral so as to go well with a wide range of possible pictures.
Analysis 1

Typography

**Tinder**

**Type Inventory:**
How many fonts are there?  
How many sizes are there within those fonts?  
What do those variations represent? (*body copy, headline, time, indicators, etc.*)  
Is this consistent across the UI? (If not why is it broken?)

You may try a font detector app (e.g., *WhatTheFont*).

There are three fonts. One is the logo, (a modified Chalet 80 it seems) and the other primary one is a sans-serif, possibly a Verdana. Lastly, is a ‘hand-writing’ font used only to display the ‘It’s a match’ text.

Consistently used across UI, font sizes vary across three different sizes consistently.
Typography

Tinder

Why do you think the designers chose this typeface(s)? Is this successful or unsuccessful? Are they functional or aesthetic decisions? What would you do differently?

I believe the logo font is used to appear friendly, with the color to be reminiscent of ‘hot’.

The sans-serif are likely used to communicate a ‘modern’ feel.

The hand-written font is likely used to communicate a ‘personal’ match.
Why do you think they chose this imagery? Are they functional or aesthetic decisions?

Being minimalism-driven, I believe the elements in their design are nearly entirely focused on usability over aesthetics (especially since user-supplied images drive the majority of any given screen outside of chatting).
Pollfish

Write a comparison that weighs usability vs. aesthetics. When is the designer taking design liberties for aesthetic reasons? How does the design layout help you or the user navigate successfully or unsuccessfully? Was its success or failure due to aesthetics or technology or something else? Is the overall appearance beautiful to you? Why?
Examples
Objectives

Pollfish

Objective 1: Make it easy to survey large numbers of people
Objective 2: Lower the barriers for survey-takers
Objective 3: Collect and display results in powerful way
Users

Pollfish

Who uses this?
Companies on one side, their users on the other

How do they use it?
Download the app, pick a survey to take, take the survey

How if at all does it change their behavior or the behavior of whoever is around them?
It does not, to the best I can tell.

What is the need for this?
Taking surveys is often painful and laborious. This app aims to reduce the barriers to survey takers, and make it easy for survey designers to see results in real time.

Are there work arounds?
Not that I’m aware of.

What time of day do they use it?
When the user has time. Not clear when that might be for the average user.
Analysis 1

Color Palette

Tinder
Pollfish

Why do you think they chose these colors? Are they functional or aesthetic decisions? When are they functional and when are they aesthetic? How does it fit within a brand or does it stand alone?

Interestingly, the color scheme mimics Tinder’s to a large degree. I might assume this has a basis in neutral colors – perhaps this can have the effect of reducing bias, or decreasing the cognitive load involved in decision-making?
Typography

Pollfish

Type Inventory:
How many fonts are there?
How many sizes are there within those fonts?
What do those variations represent? (*body copy, headline, time, indicators, etc.*)
Is this consistent across the UI? (If not why is it broken?)

You may try a font detector app (e.g., *WhatTheFont*).

2 fonts, one for the logo (futura like font with some serifs), one for the rest of the text (possibly futura no serifs)

Consistently used across UI, font sizes vary across three different sizes consistently.
Why do you think the designers chose this typeface(s)? Is this successful or unsuccessful? Are they functional or aesthetic decisions? What would you do differently?

The typefaces convey a modern, sleek feel, consistent with the ‘professional’ feel the app is trying to convey.
Pollfish

Why do you think they chose this imagery? Are they functional or aesthetic decisions?

No imagery, entirely based on blocks of color and text. Purely functional aesthetic decisions as a result (though, arguably, the simplicity is a design choice as well)
Towards Final Design

Carefully review the visual design elements discussed in class and summarized on page 2 of this document. Continue to refine the design of your three chosen screens based on these four design elements.

For each of your three screens, document your design study as well as your final design (i.e., each screen you present on page 3-5 should be different to document/illustrate your process). Provide rationale for your design.
Final Design

After meeting with Kimiko during the final showcase day, I was convinced to update my project one more time. This version has much lighter lines, and passes the ‘squint’ test – the elements one sees when squinting are what I want the user to see most prominently.

Screen Pre-Final Version

The pre-final version that preceded this one
And functioned as the first screen
Set study
is visible here:

http://www.pollster.co
After meeting with Kimiko during the final showcase day, I was convinced to update my project one more time. This version has much lighter lines, and passes the ‘squint’ test – the elements one sees when squinting are what I want the user to see most prominently.

**Screen 1: Final Design**
Study 1: Hierarchy

Have you established the visual levels of dominance and subordination?

At the top, one can clearly see the three page categories available in the website. A small triangle indicates which page the user is currently on next – a subtle but clear indicator. Next, a line gives the user a quick ‘summary’ of the current browsing session. The user can see their total earnings, and also see the reward currently available to them for answering the current poll.

Next come the central components of the site – a question, centered and bolded, follows by the two options the users is being asked to decide between. If you squint, these features become the most prominent in the central area of the screen. Also, the entire box appears above the fold, making it impossible for the user to miss.

Lastly, the ‘answer’ box – a field for the user to enter in their comments about the ads, takes up a large amount of space but still feels hidden. Hard to miss, but also, immediately visible without much rooting around.

Iterations: placement of headline at top or bottom, left or right of screen. Also, removed box lines around ads to make design seem cleaner.
**Process**

**Synthesis**

**Screen Set 1**

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**Study 3: Typography**

The serif font called ‘Bitter’ is used for headlines, while Raleway (sans-serif) is used for the ad text (to more closely match what they look like when they’re displayed alongside search results) and for calling the user’s attention to the bottom text box. After playing with many pairings of Google Open Fonts, I decided on this one. As even the serif feels modern.

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**Study 4: Colors**

From originally a schema of blue and green (subdued), the design migrated towards an orange schema with cyan blue highlights for the selection buttons (which are directly beneath the ads).

The orange was chosen to more closely match the color schema of the company that my final project team is working with on this project.

The only color breaking these choices relates to the ‘green’ in the ad text – which had to be included to that it could make the ads better match what they look like online.
Synthesis

Final Design

Discuss how you synthesized the visual elements in your final design.
Final Design

Discuss how you synthesized the visual elements in your final design.
Study 1: Hierarchy

At the top, one can clearly see the thee page categories available in the website. A small triangle indicates which page the user is currently on next – a subtle but clear indicator – This is the home page.

Pollster (the name of the application) is at the top, bright and in white against grey. The sign up and Sign in buttons are the next most visible items on the page – with sign up being the more important of the two.

The small serif text in the back reflects the primary use cases for the application, slightly transparent against the (moving) background of traffic going across the bay bridge.

A lot of white space so that the two primary buttons appear important.

Iterations: many different locations for the sign up and sign in buttons, and the development of the ‘three circles’ design.

Study 2: Grid

Because the web design was built using a system called ‘bootstrap’, the interface is automatically somewhat blocky. This divides the page nicely.

This page has effectively 3 columns, but the circles and boxes around the buttons hide this a bit, which I think makes the design effective and making the user focus on what is actually important.
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The background is a moving sepia (orange tinged) looping video of traffic coming off the bay bridge.
Final Design

In this final design, the sign up buttons remain front and center. The app name shows boldly.

In the background, a video of traffic going across the bay bridge shimmers faintly, and plays in a loop.
Final Design

Discuss how you synthesized the visual elements in your final design.
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Next come the central components of the site—a question, centered and bolded, followed by the two options the users is being asked to decide between. If you squint, these features become the most prominent in the central area of the screen. Also, the entire box appears above the fold, making it impossible for the user to miss.

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Iterations: placement of headline at top or bottom, left or right of screen. Also, removed box lines around ads to make design seem cleaner.

Study 2: Grid

Because the web design was built using a system called ‘bootstrap’, the interface is automatically somewhat blocky. This divides the page nicely.

The headline/project summary portion operates on a different grid to the primary section below.
**Study 3: Typography**

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The only color breaking these choices relates to the ‘green’ in the ad text – which had to be included to that it could make the ads better match what they look like online.
Final Design

After many iterations, I'm now very happy with how the options appear once the user clicks the 'tie' button. The three options are bold and simple, the Bitter font works well to communicate the idea of 'this is an opinion' I feel. The borders effectively highlight the options to select.