

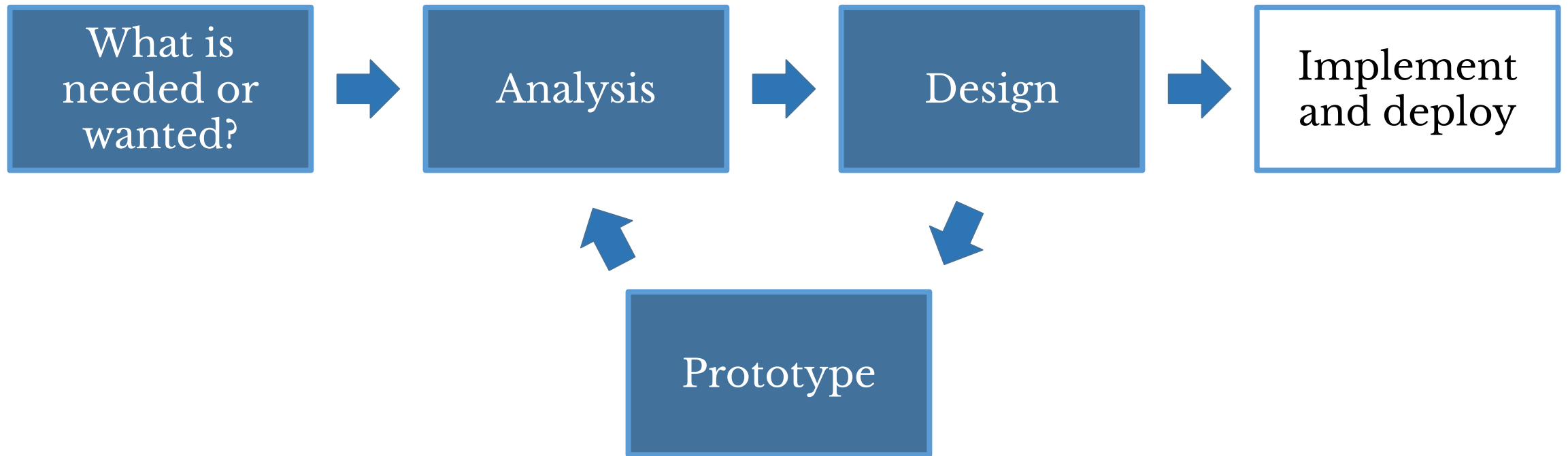
Week 8: Design Patterns & Figma Elements

Nicole Meng-Schneider

Coursework 3

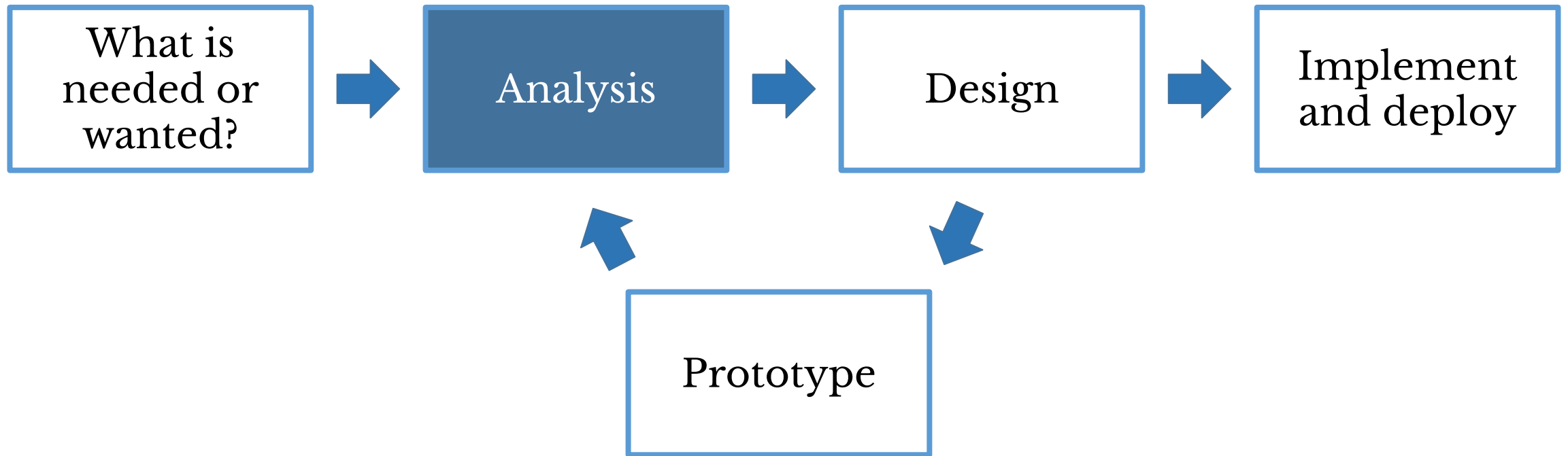
Design Process

Coursework 1: Initial Mockup of Learn (OpenCourse)



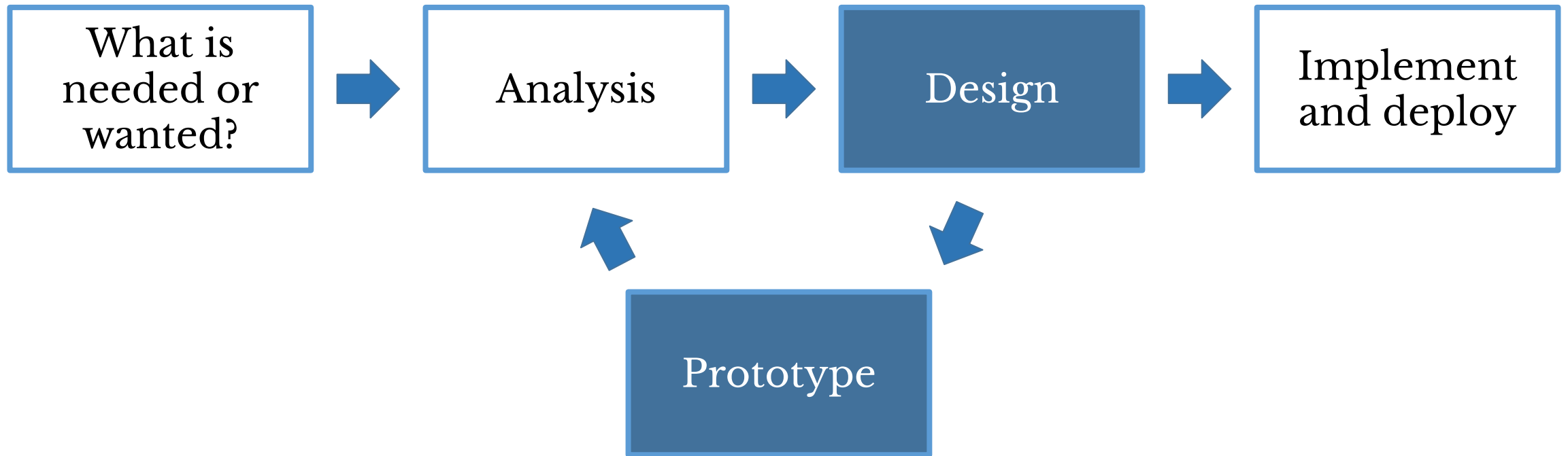
Design Process

Coursework 2: Evaluate other designs and give design recommendations



Design Process

Coursework 3: Refine and justify design



What do we
want to you to
learn in this
coursework?

Learning Goals

- Learn to create **functional figma prototypes** based on inspiration, user studies, and design guideline
- Learn to make trade-offs and **justify your design decisions**
- Learn to utilise and benefit from **design iterations** (Applying relevant methods)
- Learn to express and **identify the actual problem, user needs, design goals** and tasks suitably
- Learn to work efficiently in a **group** (not evaluated)

So, what are
you supposed
to do?

Coursework Steps

1. Read through the assignment and the feedback reports
2. Decide whether you are refining your CW1 mockup or starting from scratch
3. Revise identified problem, design goals and tasks with the knowledge you have now and the feedback you have received by the other groups
4. Revise your design iteratively and note reasons for design decisions
5. “Implement” your design (make it clickable on figma)
6. Select two screens or elements that you think went through the biggest changes
7. Write the report and submit by Wednesday 04/12.


What do mark?

Marking Scheme CW3

- **Mockup (10%):** For A3: All tasks can be completed using the steps provided. The mockup is interactive and presents clickable pathways through all tasks. The design is tidy, professional looking.
- **Identified Problem (10%):** For A3: The problem is people-focused, specific, well chosen, described concisely, and relates to the persona.
- **Design Goals (10%):** For A3: The design goals are clearly stated and at a high enough level to guide the design of several components. They are well related to the identified problem.
- **Tasks (10%):** For A3: Task 4 is well designed and makes sense given the problem, the persona, and the design goals.
- **Screens 1 and 2 each (30%):** For A3: Description of design makes it clear how it supports the persona in completing one of the tasks, the Gestalt principle is applied correctly, and the other principle is applied correctly. It also justifies the changes made correctly and appropriately.

What do mark?

Needs to be a
functional
figma mockup



Marking Scheme CW3

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**Any questions regarding the
CW?**

Recap Design Patterns

User interface (UI) design patterns are **reusable/recurring components** which designers use to solve common problems in user interface design.

- Interaction Design Foundation

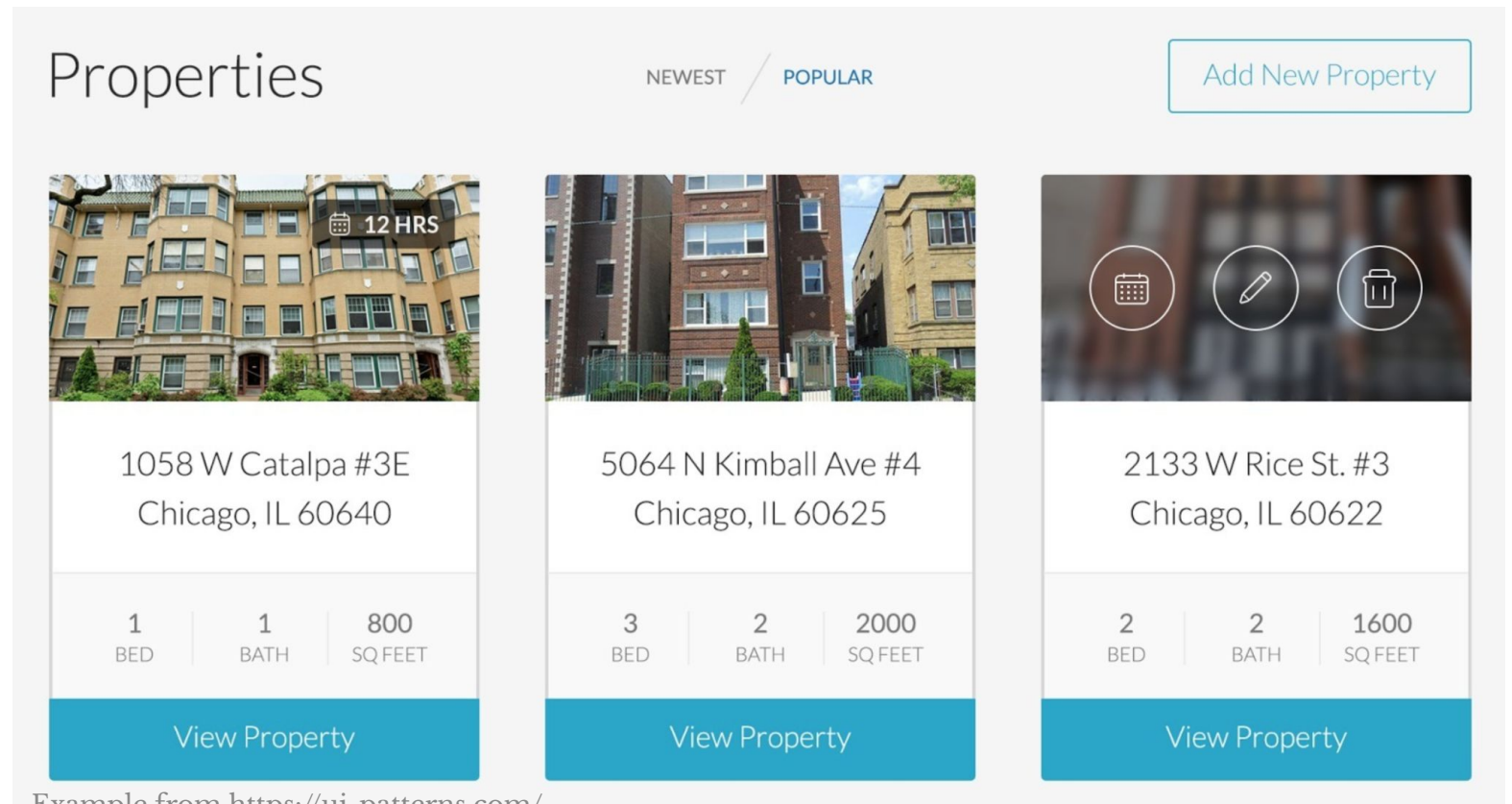
Design Patterns

- Using established design patterns improves usability and consistency across products.
 - Reduce cognitive load on users through **recognisable and predictable** structures and actions
 - Re-use better than Re-Invent
- Like a blueprint in architecture - use patterns as “blueprints” for interface structure as well as elements.

Design Pattern: Cards

Cards are containers for content

- allow users to digest information at a glance through clear hierarchy
- versatile e.g. for images, text, and actions



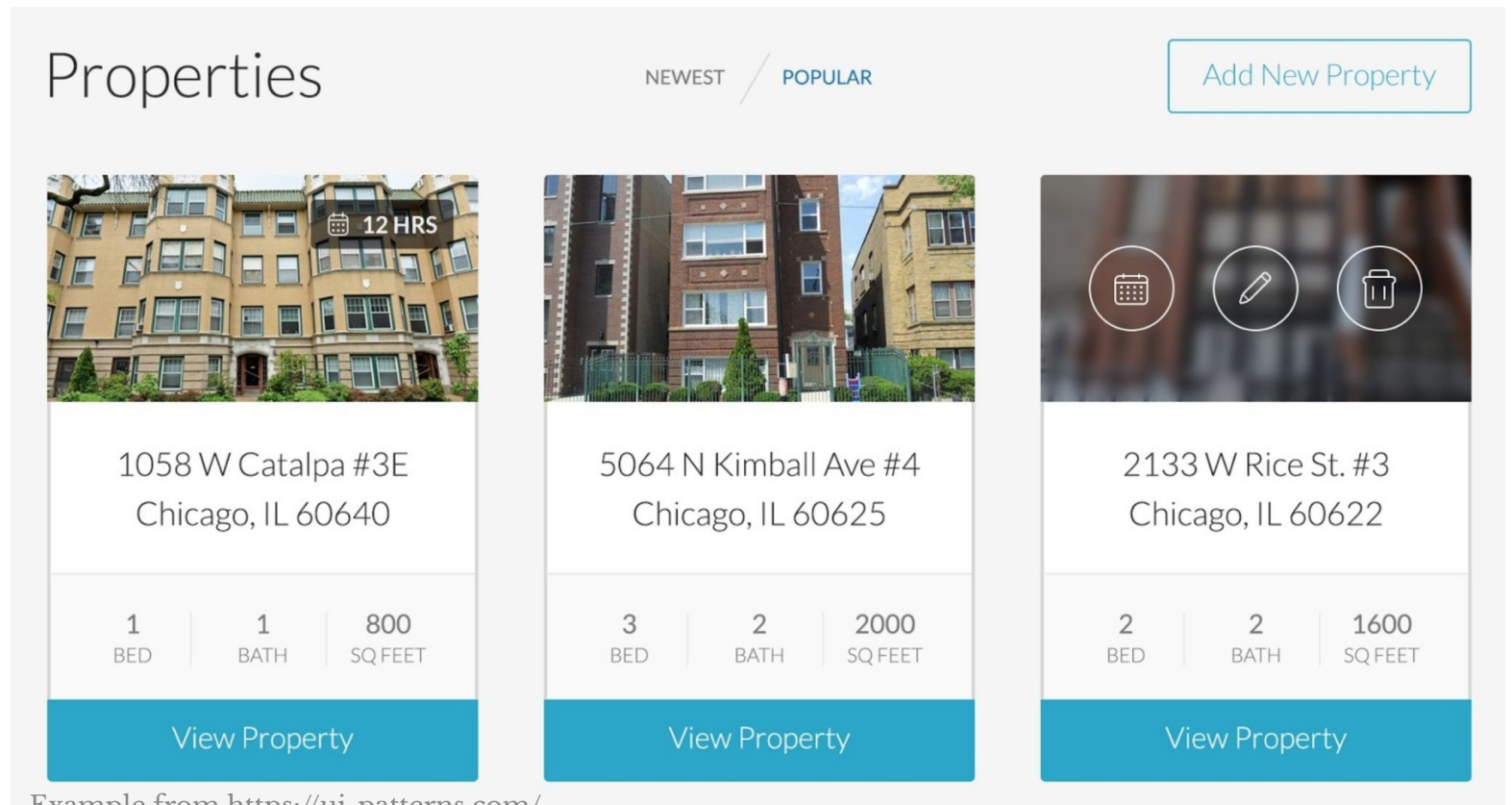
Design Pattern: Cards



Piazza Post

Activity (5min)

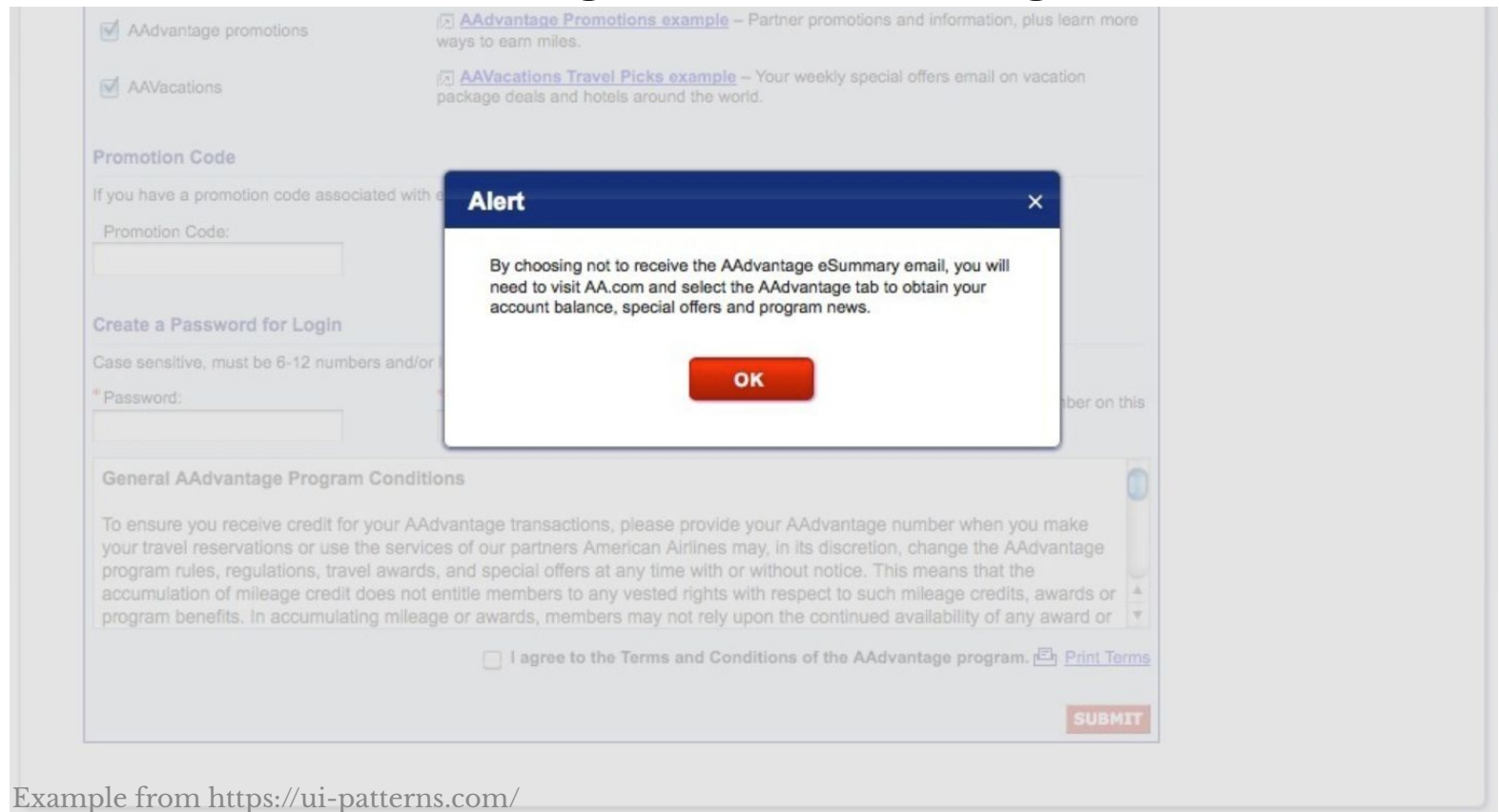
Open your favourite app or website and search for at least one example of cards. Take a screenshot and post on piazza.



Design Pattern: Modals

Modals are dialog boxes that appear on top of the main content.

- Grab users' attention immediately
- Prompt actions without navigating away from the current page
- Limit background distractions
- Often used for login or confirming actions



Example from <https://ui-patterns.com/>

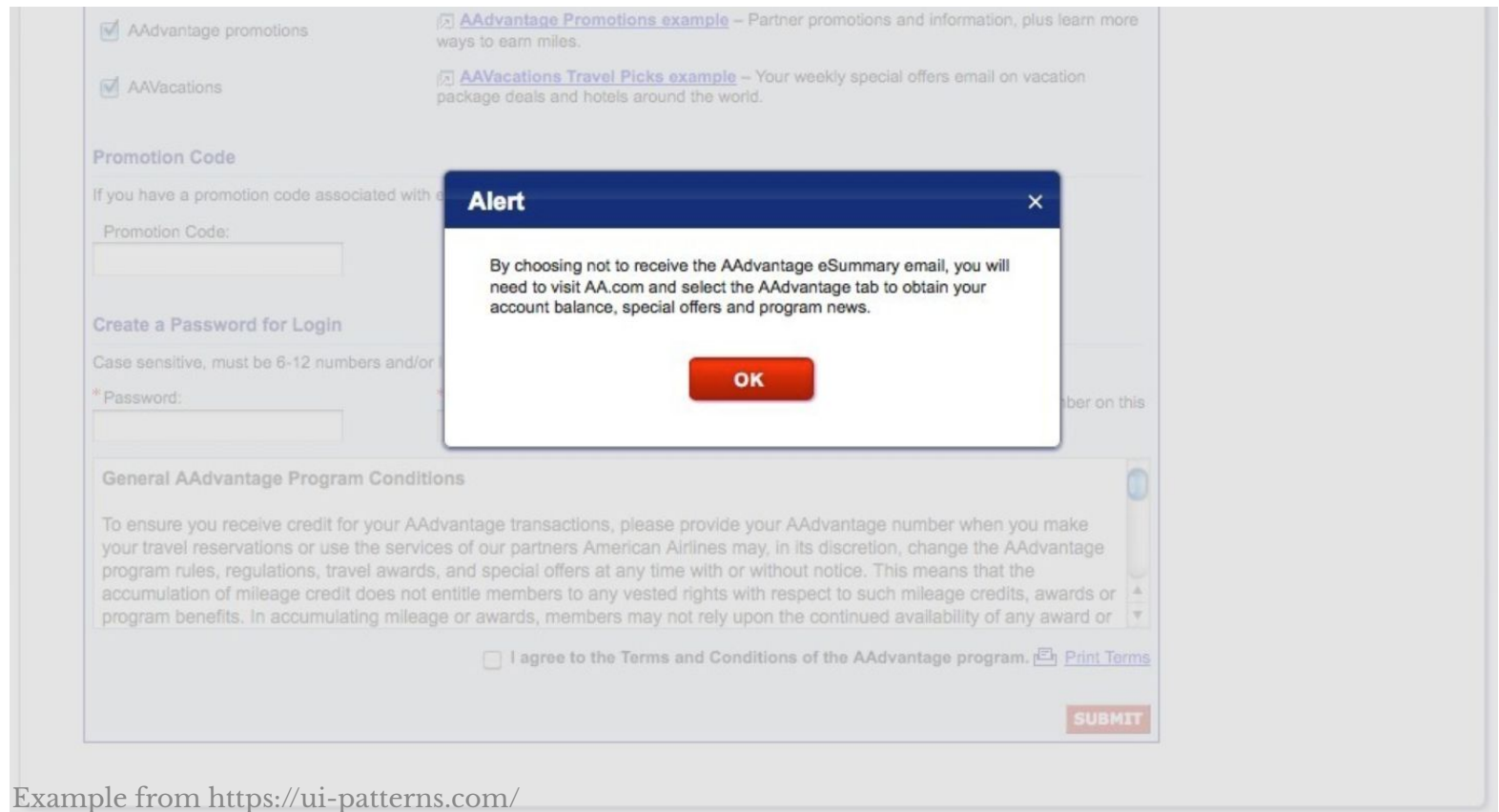
Design Pattern: Modals



Piazza Post

Activity (5min)

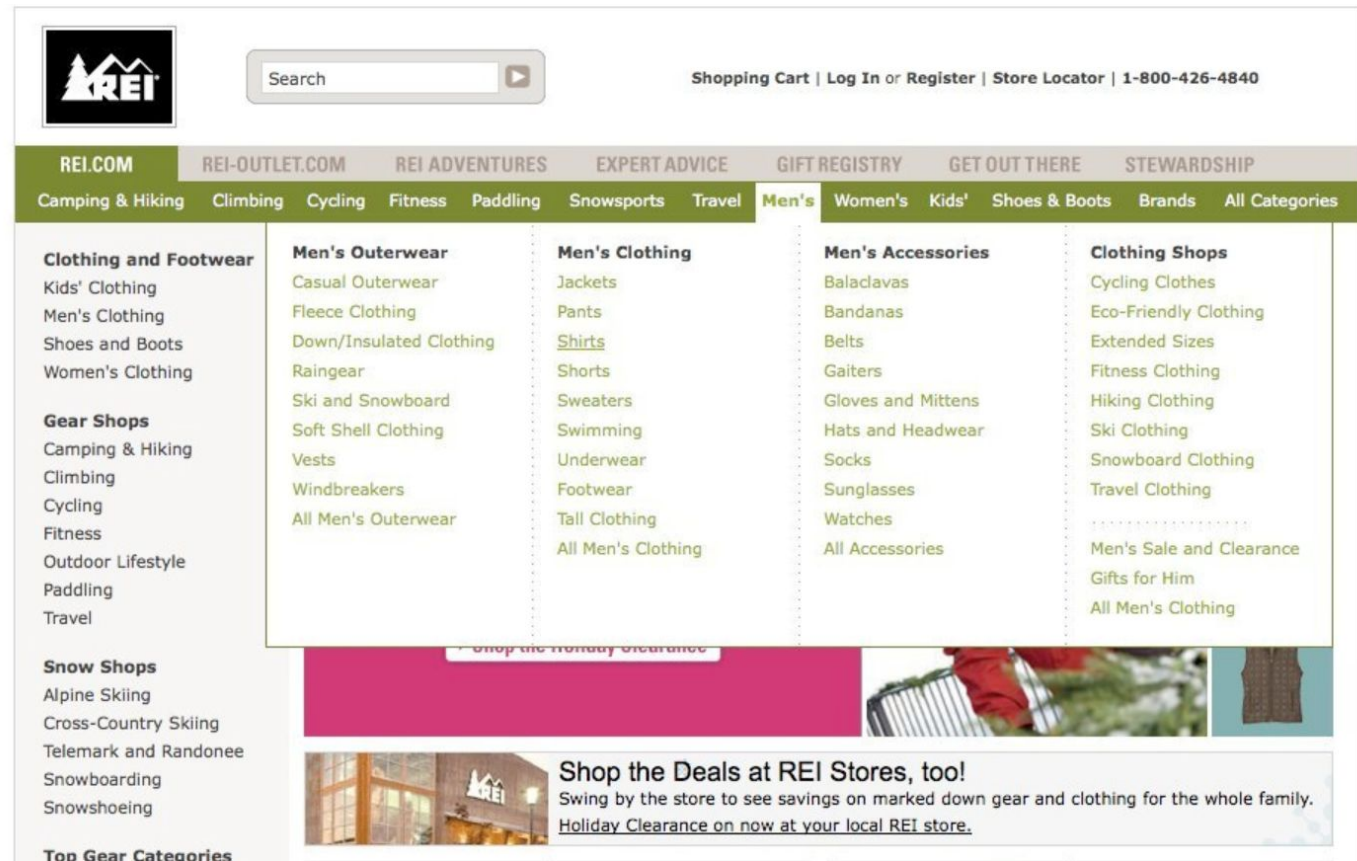
Open your favourite app or website and search for at least one example of modals. Take a screenshot and post on piazza.



Design Pattern: Navigation Bars

Navigation guides users through an application

- Can be horizontal or vertical
- often includes dropdowns or icons
- Easy access to different sections of the site



Example from <https://ui-patterns.com/>

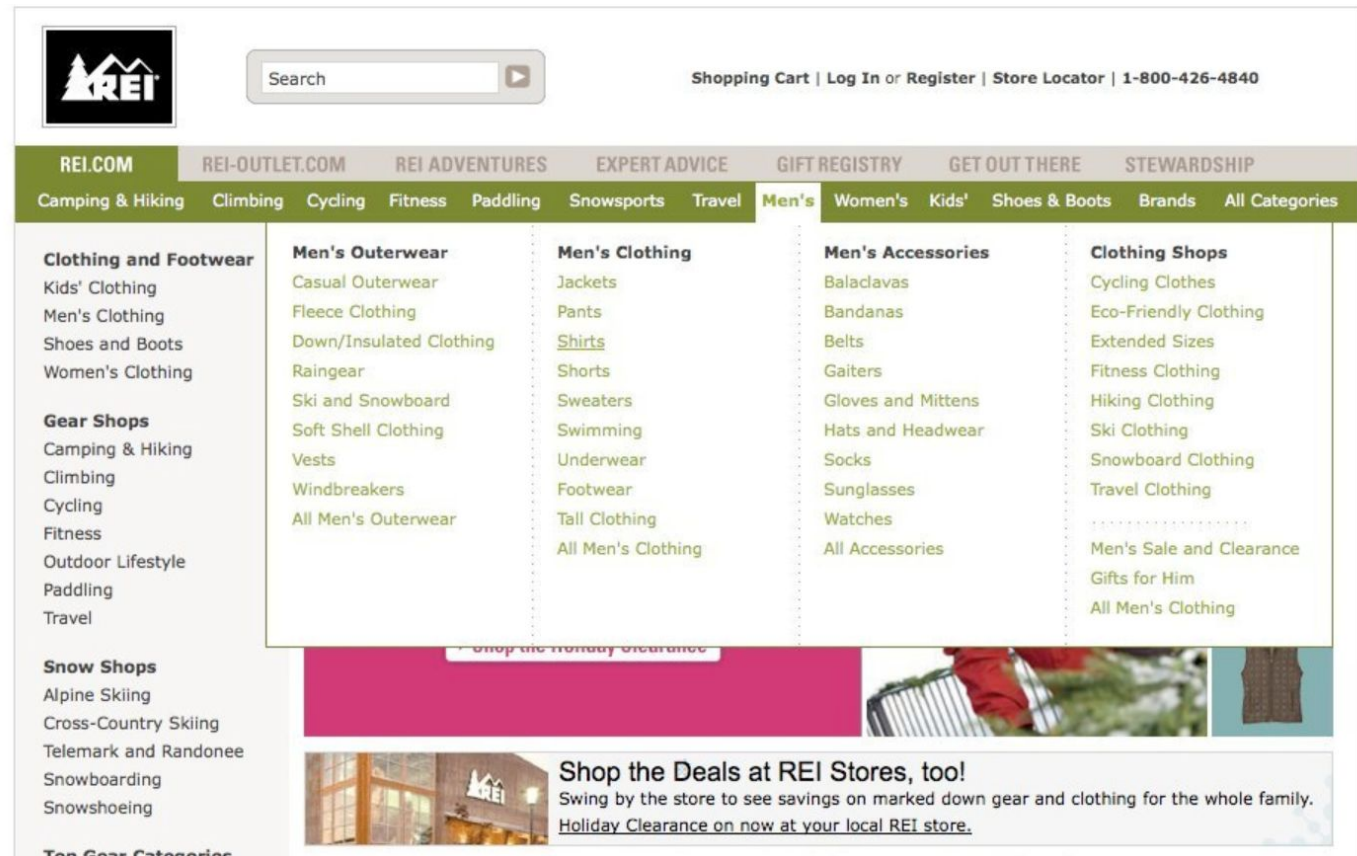
Design Pattern: Navigation Bars



Piazza Post

Activity (5min)

Open your favourite app or website and search for at least one example of navigation bars. Take a screenshot and post on piazza.



Example from <https://ui-patterns.com/>

Reusable Figma Elements

Figma Components

- Create a set of elements that can be reused
- Why?
 - Speed up prototyping process
 - Changes in design should reflect on all components used
 - Consistent designs
 - Improve working in a team as all follow the same rules
- Which elements should be components?
 - Elements that are used more often and benefit from consistency
 - e.g. Buttons, Dialogue boxes, Transitions, Menus

Select the element you want to reuse

World Peas

Shop

Newstand

Who we are

My profile

Basket (3)

*We're farmers, purveyors, and eaters of
organically grown food.*

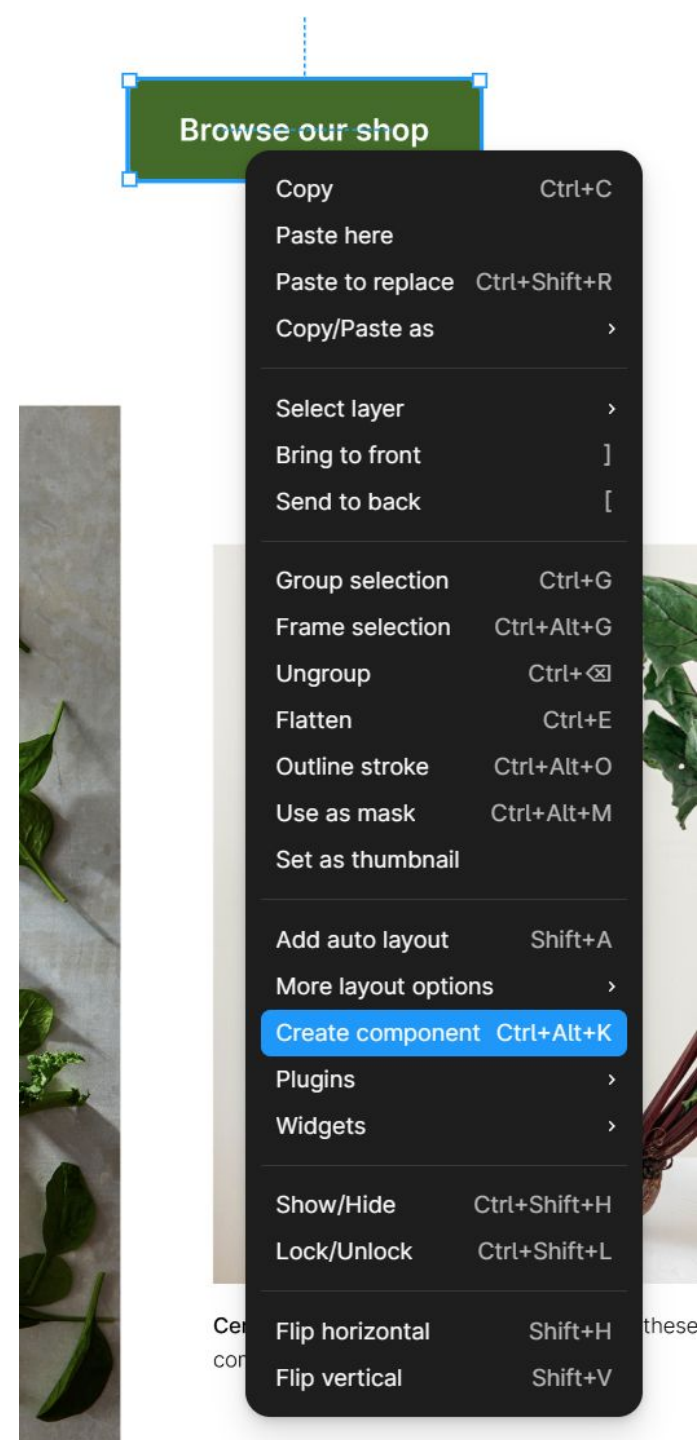
Browse our shop

227 × 64



Right click and select “Create Component”

You can also use Cmd/Ctrl + Alt + K as a keyboard shortcut

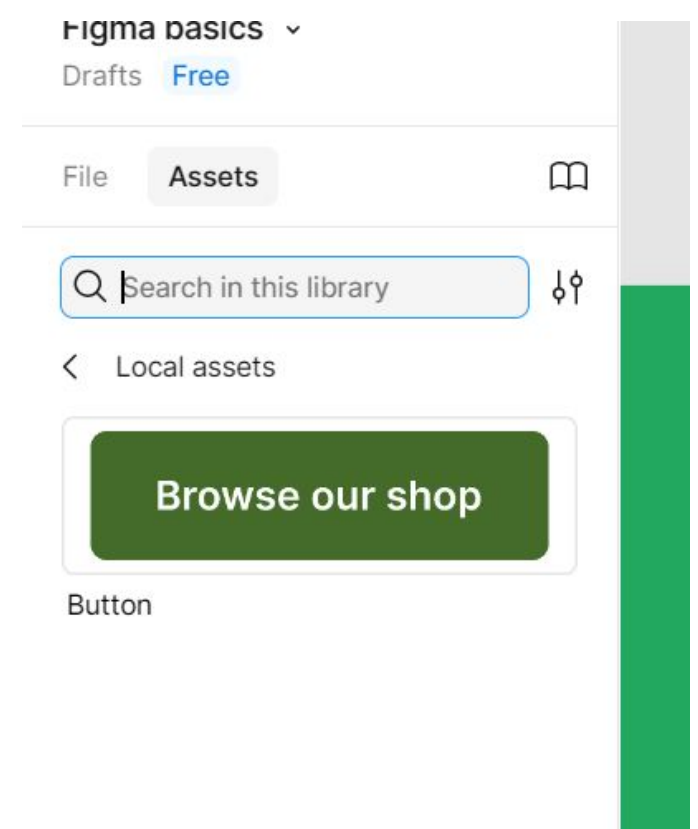
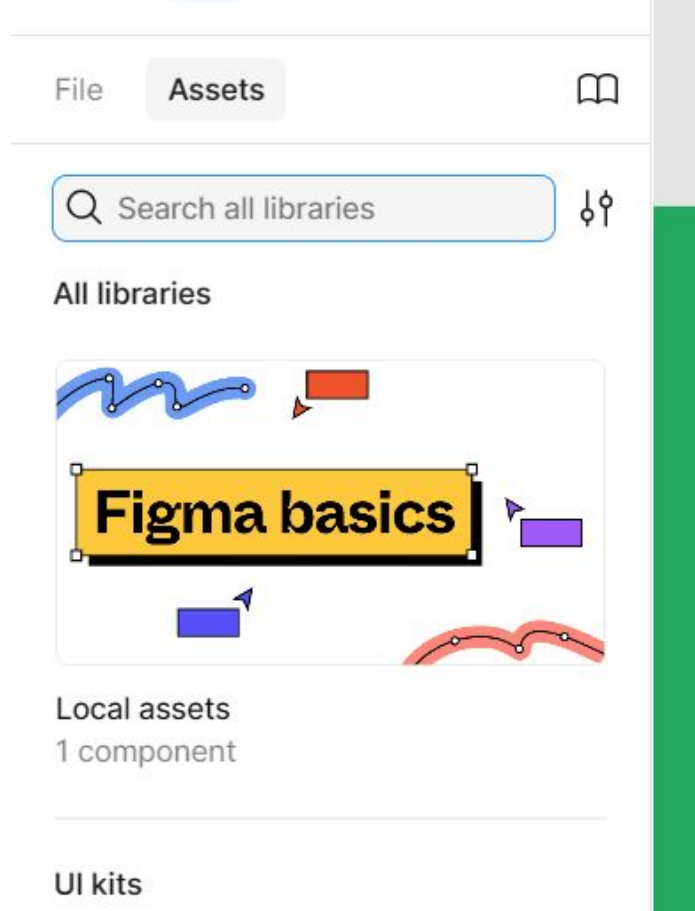
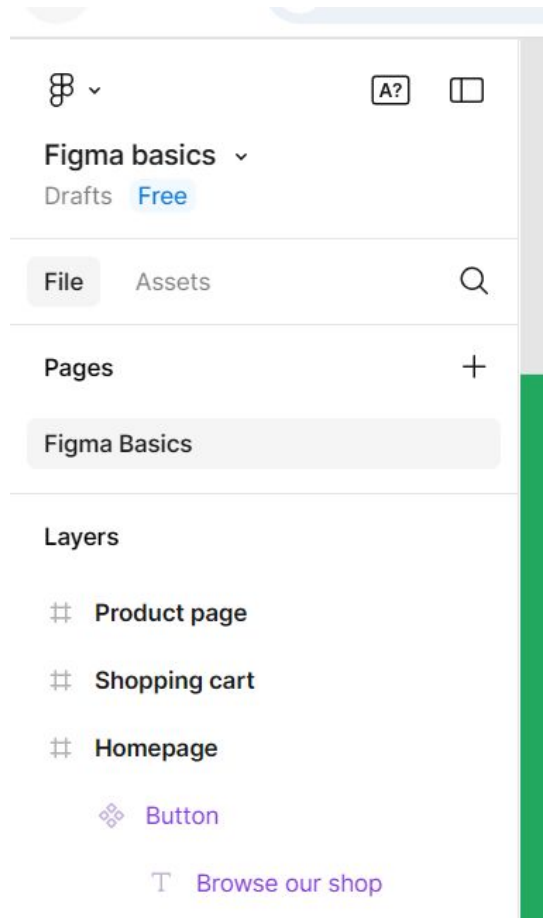


It turns purple

A purple outline signifies an instance of a component

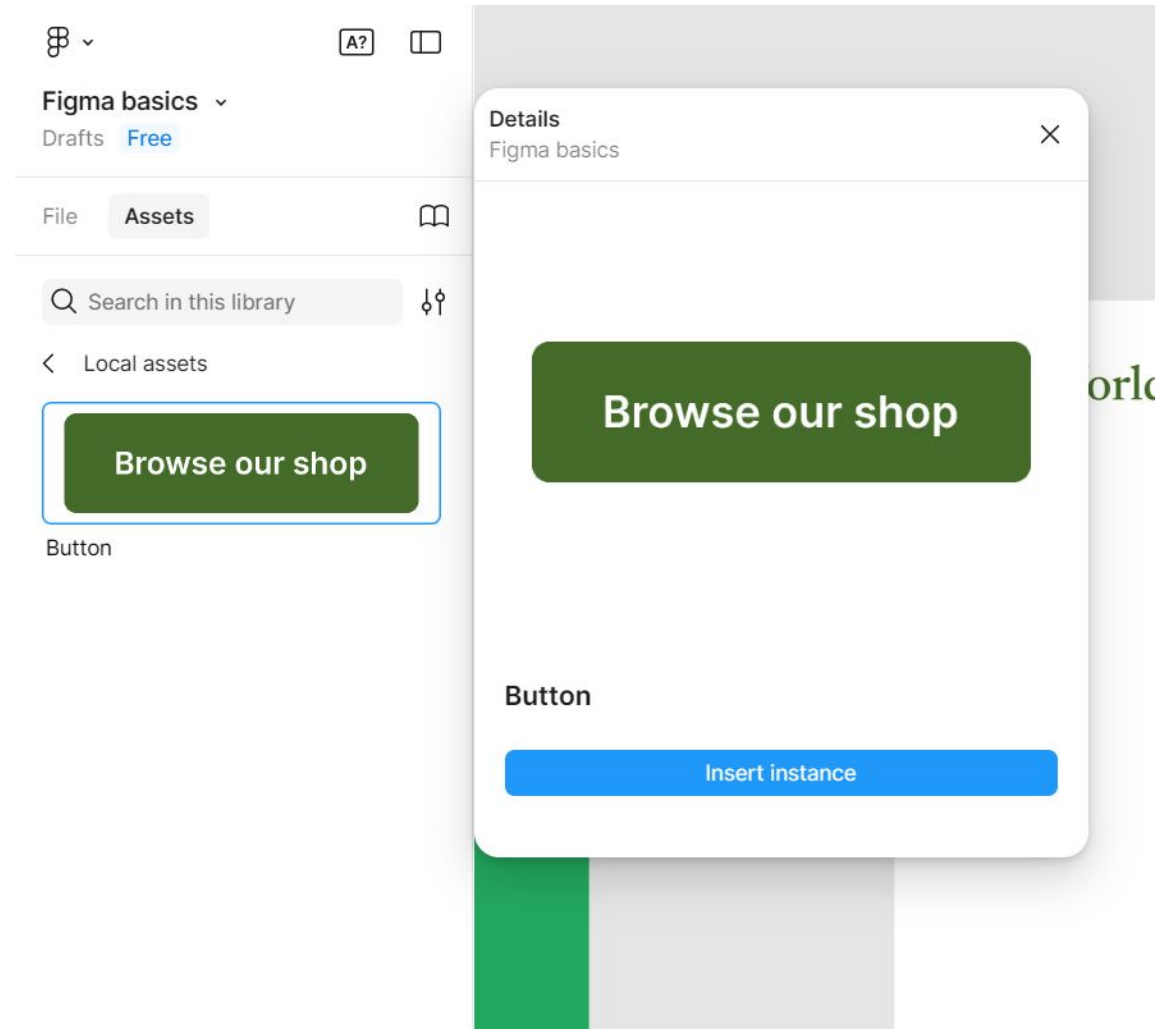


View Assets in side menu



Click on local assets and see your component

The more components you create, the more will show up in the list



Insert component and adjust text

We're *farmers, purveyors, and eaters* of organically grown food.

Browse our shop

Browse our shop

227 x 64



We're *farmers, purveyors, and eaters* of organically grown food.

Browse our shop


Learn about us



More info:

<https://help.figma.com/hc/en-us/articles/360038663154-Create-components-to-re-use-in-designs>

Any questions?



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