Refactoring UI

211027

Dantae An

Contents

Refactoring UI

by Adam Wathan & Steve Schoger
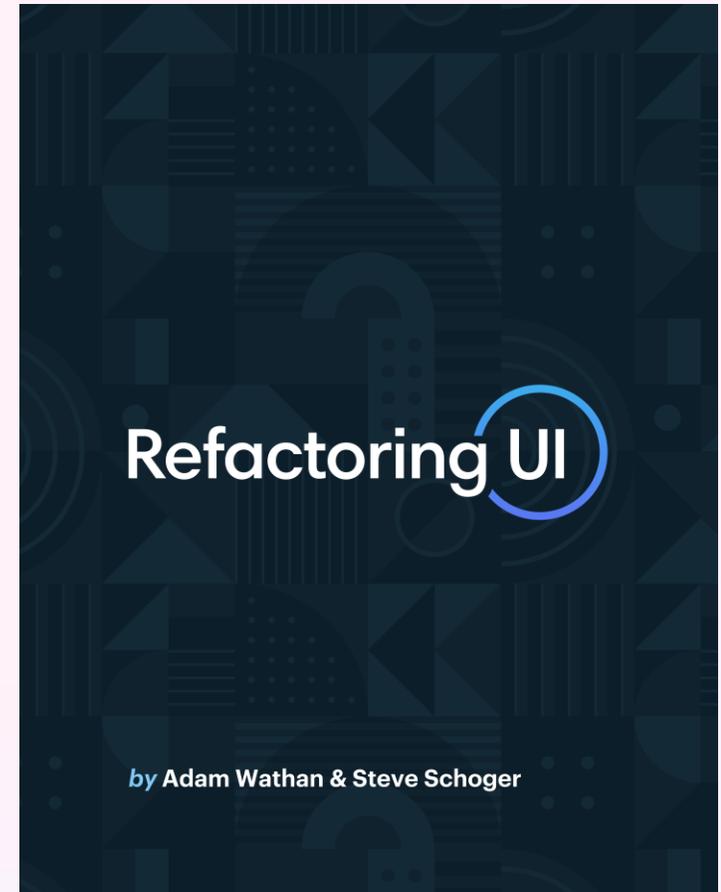
Starting from Scratch

Start with a feature, not a layout
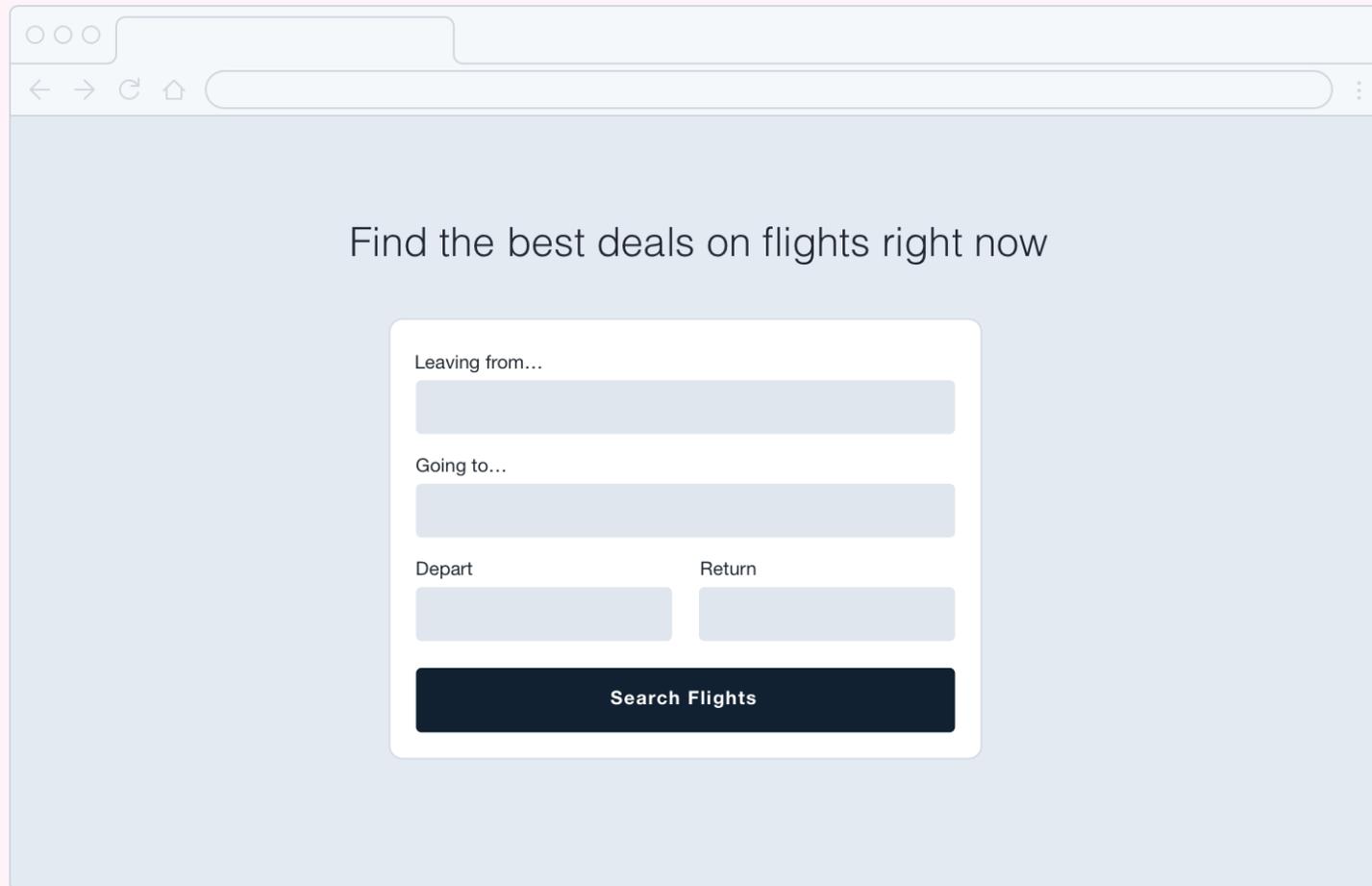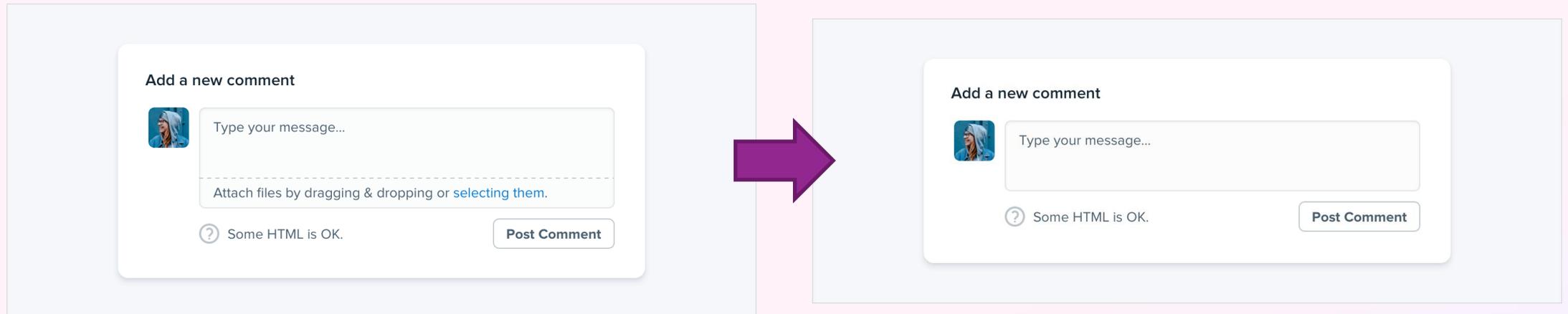
Detail comes later
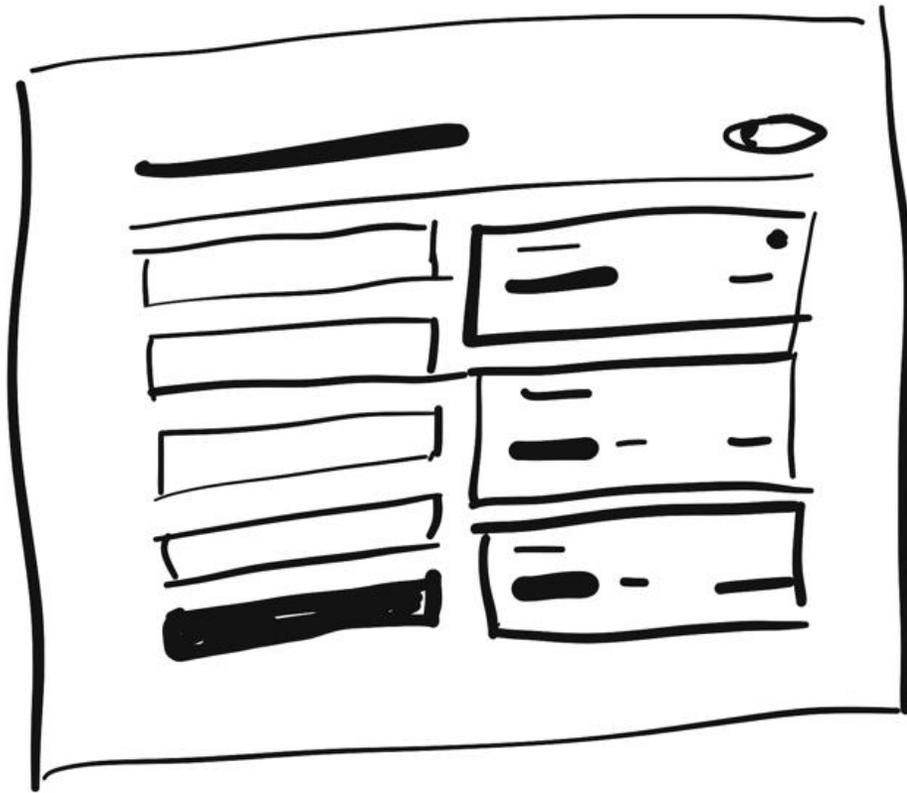
Be a pessimist

- Don't imply functionality in your designs that you aren't ready to build.
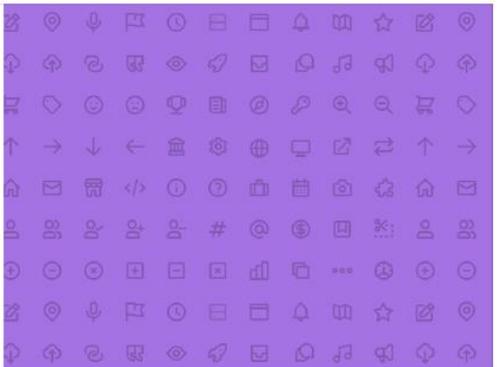
Font choice

- Serif — Elegant or classic

- Rounded sans serif — Playful

Argyle

Modern bookkeeping for digital businesses

Stop wasting time on your books and focus on what matters — your business.

Get Started

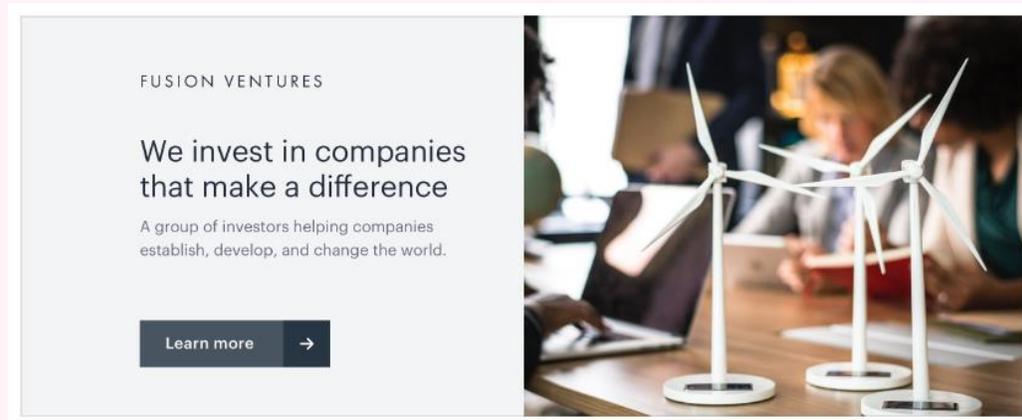font-family: freight text;

INTRODUCING

Heroicons UI

A free set of premium SVG icons for you to use on your digital products.

DOWNLOAD

font-family: proxima soft

Border radius

- No or small border — serious or formal

- Large border — Playful
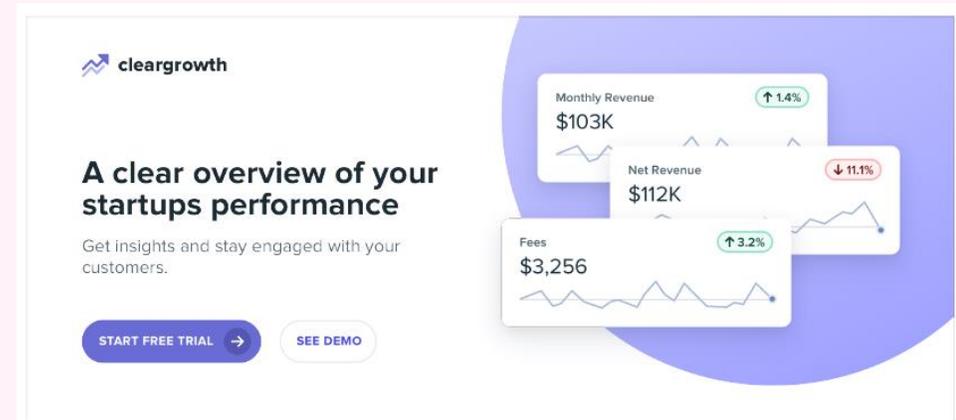
Color

- Blue — safe and familiar
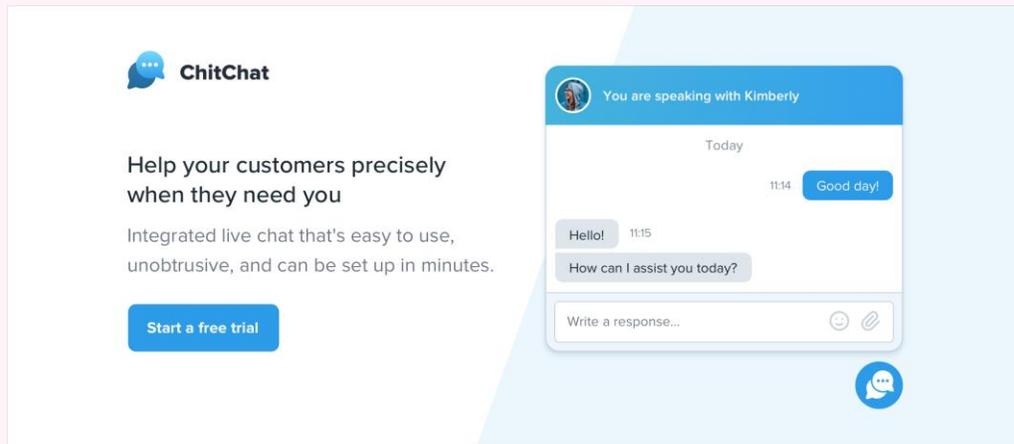
- Pink — fun and not so serious
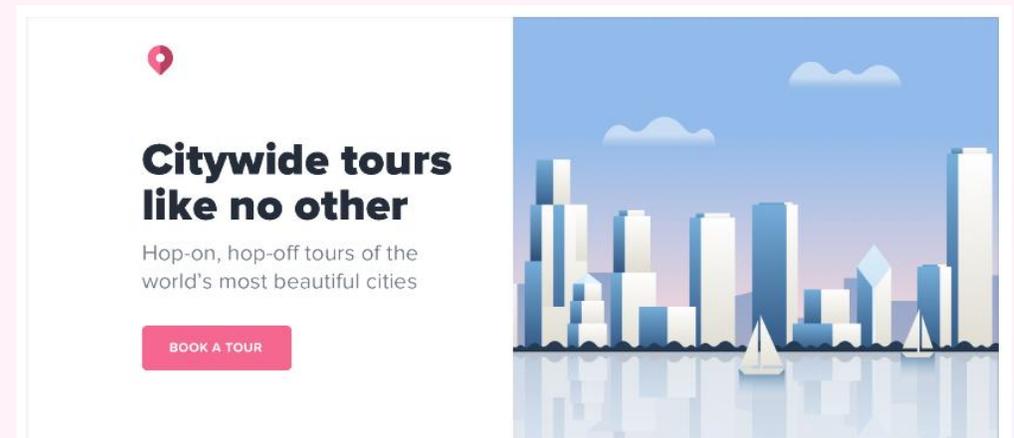
Hierarchy

Visual Hierarchy

Don't use gray text on colored backgrounds

color: hsl(0, 0%, 78%)

color: hsl(183, 70%, 84%);
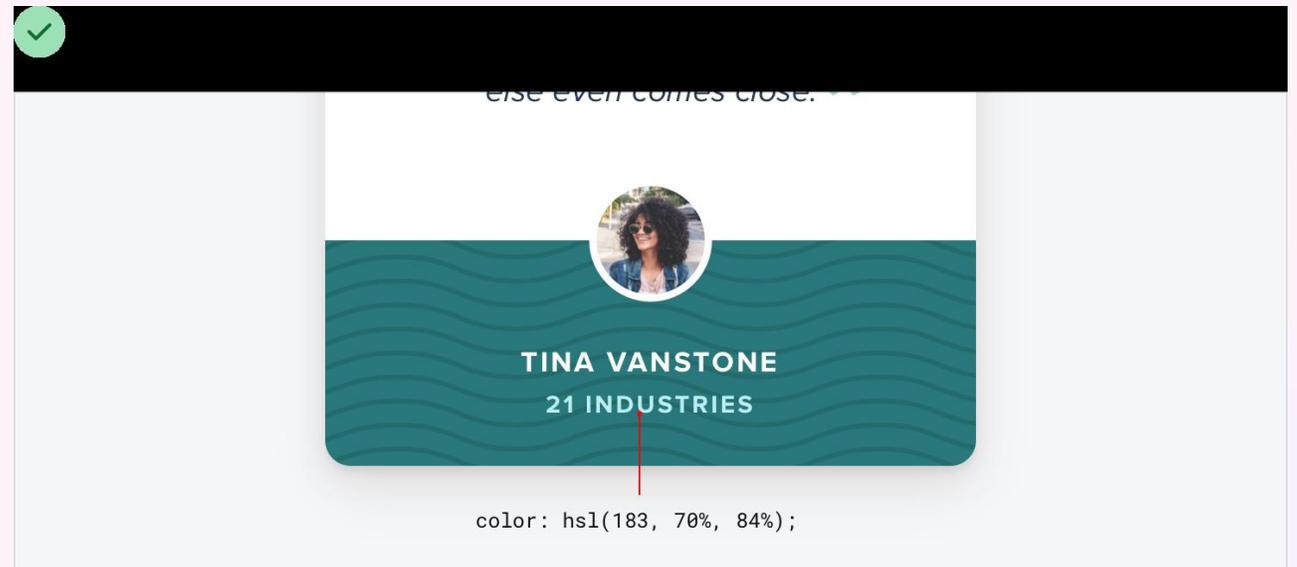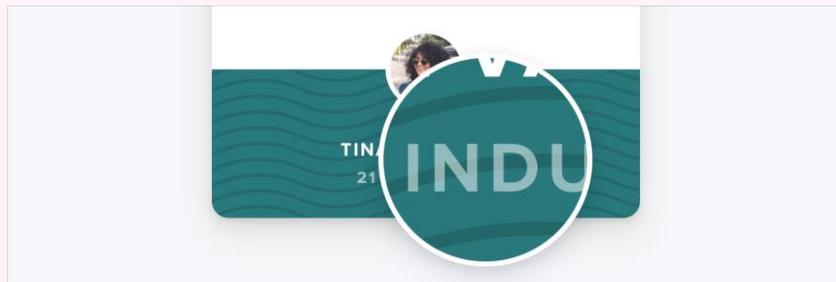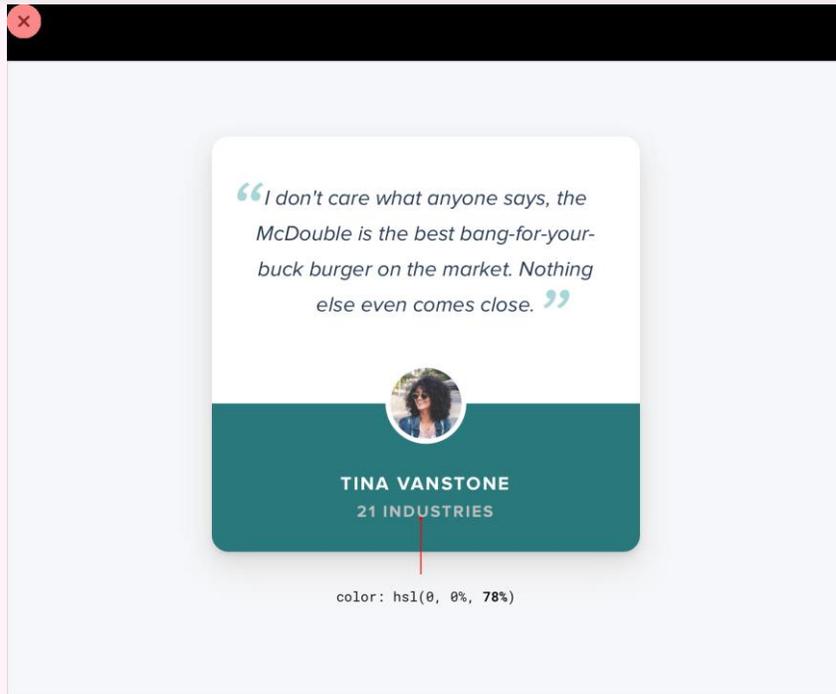
Emphasize by de-emphasizing
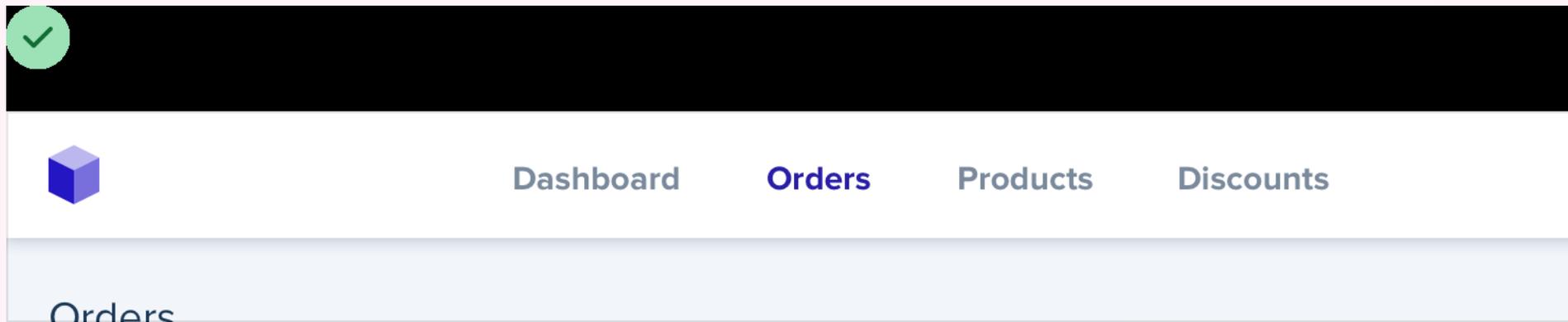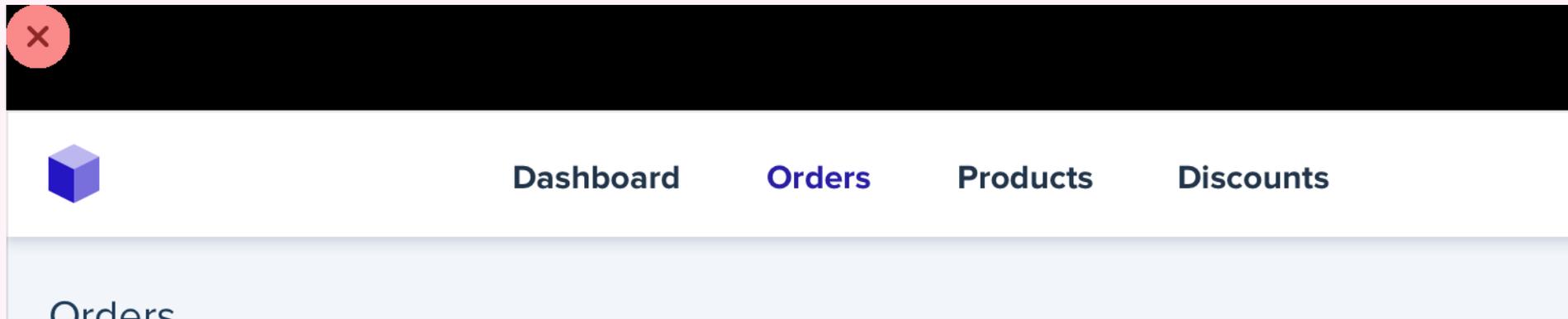
You might not need a label at all

Name: Erin Lindford
Job Title: Customer Support
Email: erinlindford@example.com
Phone: (555) 765-4321

Erin Lindford
Customer Support
erinlindford@example.com
(555) 765-4321

Using weight to compensate for contrast

Too dark
`border: 1px solid hsl(206, 16%, 74%);`

Too light
`border: 1px solid hsl(210, 23%, 95%);`

Balanced
`border: 2px solid hsl(210, 23%, 95%);`

Take a hierarchy-first approach to designing the actions

PRIMARY	SECONDARY	TERTIARY
Save Draft	Save Draft	Save Draft
Sign up	Sign up	Sign up
Learn More	Learn More	Learn More
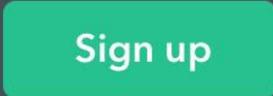
Layout and Spacing

Start with too much white space

Establish a spacing and sizing system
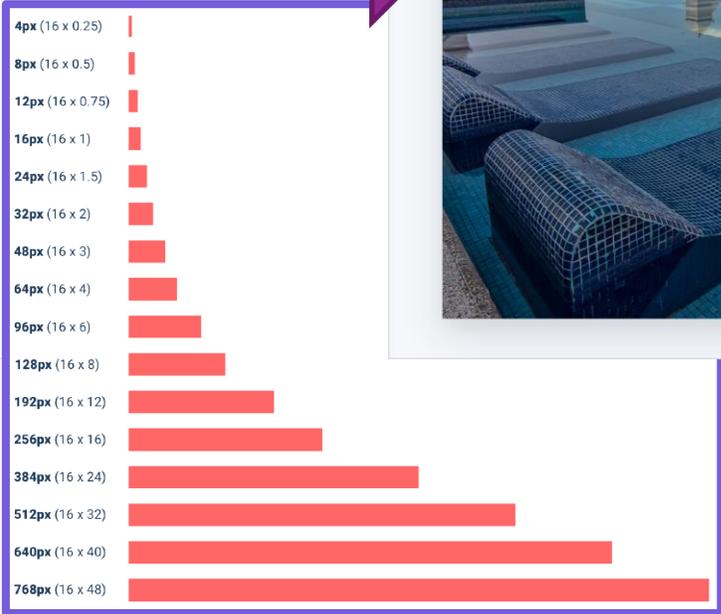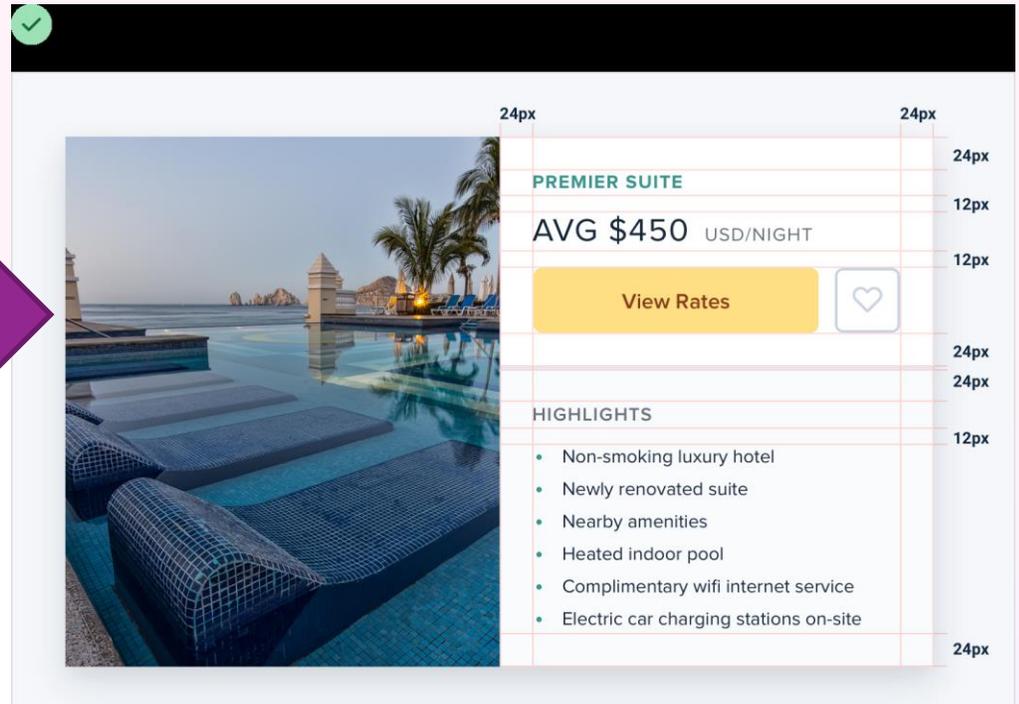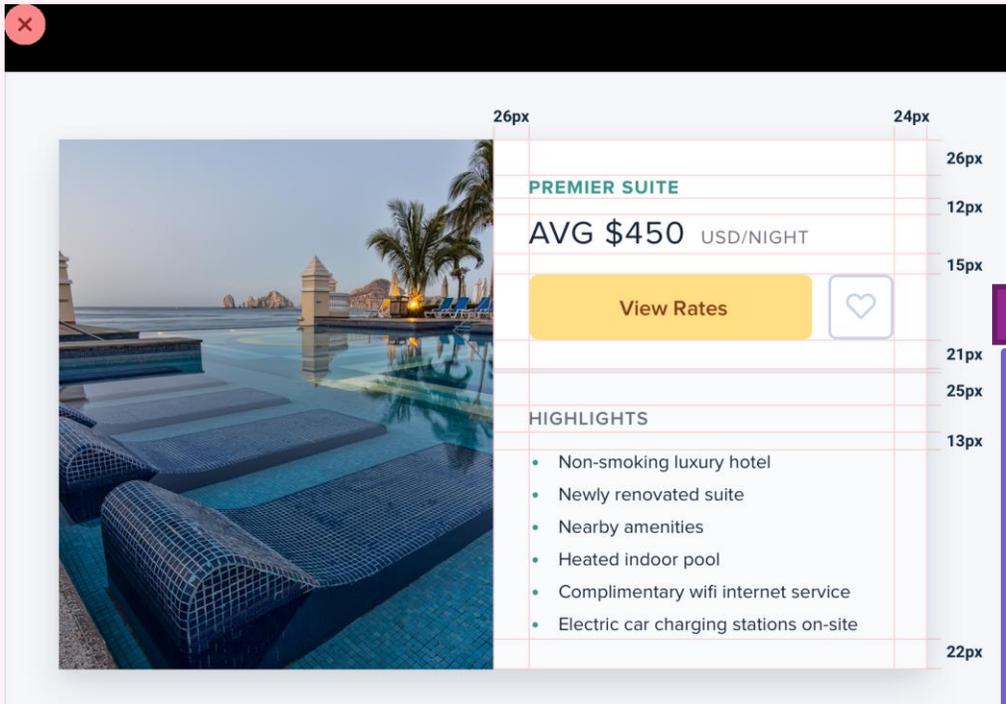
You don't have to fill the whole screen
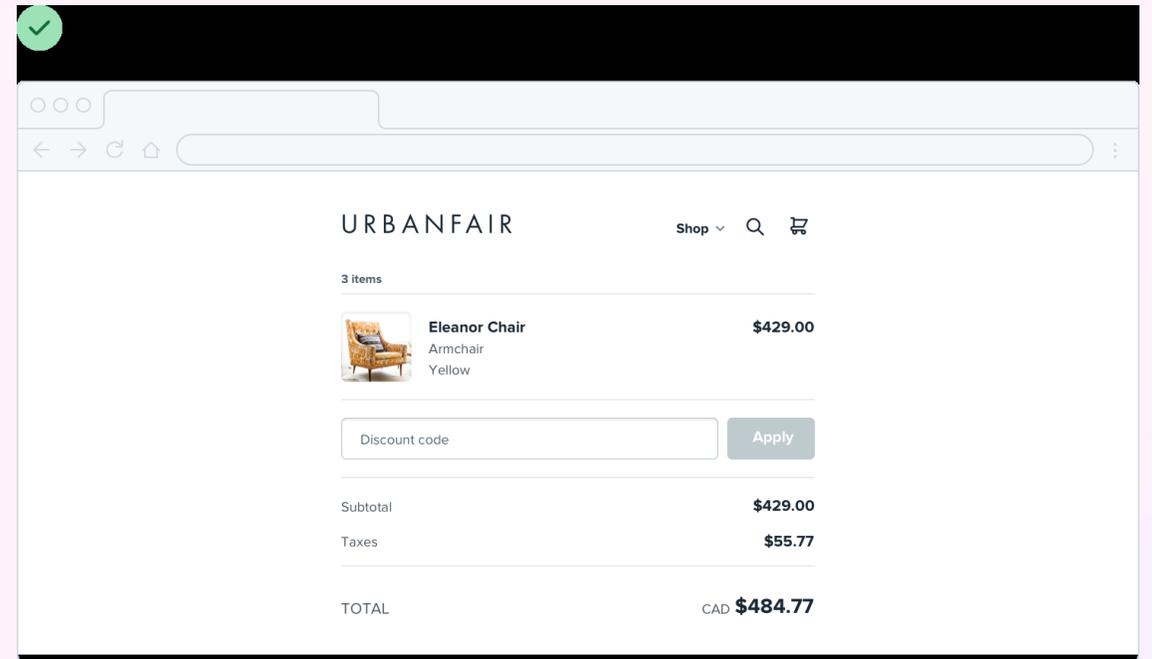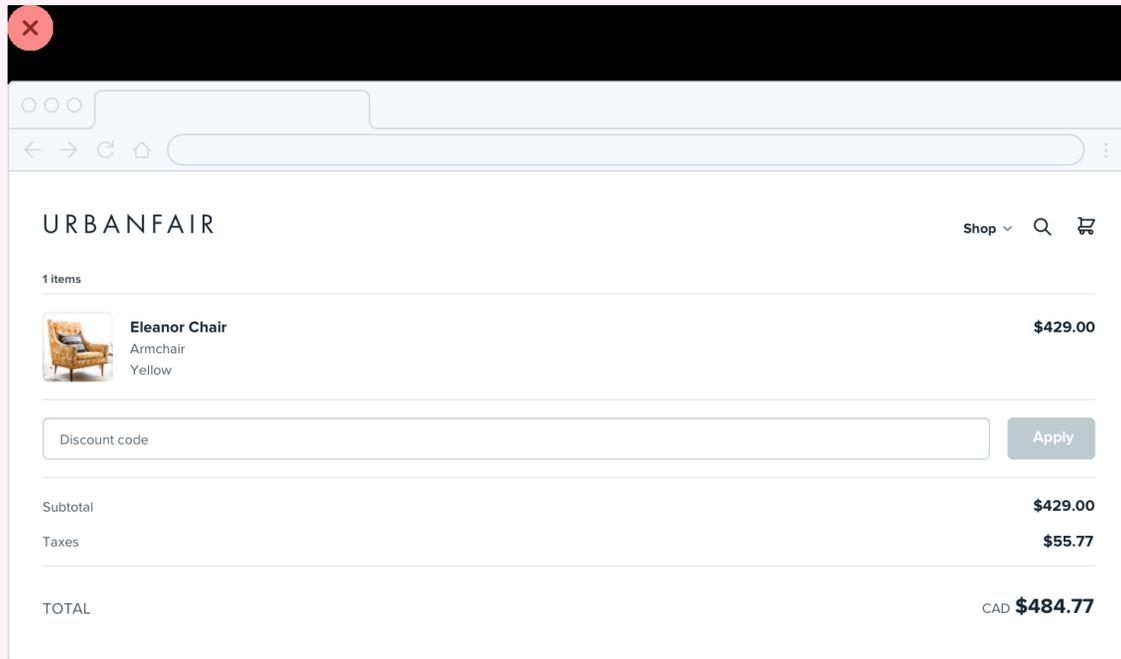
Not all elements should be fluid

25%   75%

25%   75%

25%   75%

Dashboard

| Carl Phillips Pending | Adam Harris Overdue | Mary Butler Paid | Kelly Soto Paid |

US$249.00 US$560.00 US$329.00 US$649.00

2 days ago 8 days ago 9 days ago 9 days ago

View Invoice > View Invoice > View Invoice > View Invoice >

Fixed sidebar width
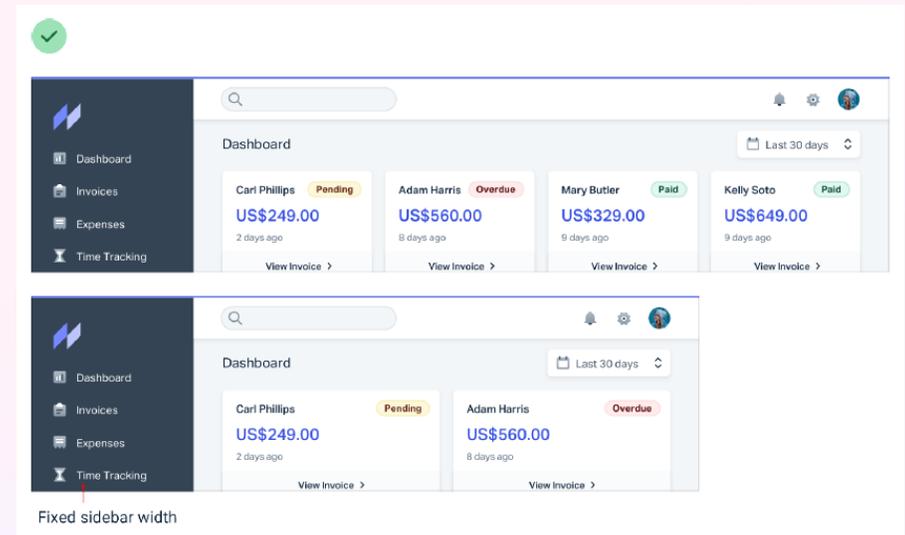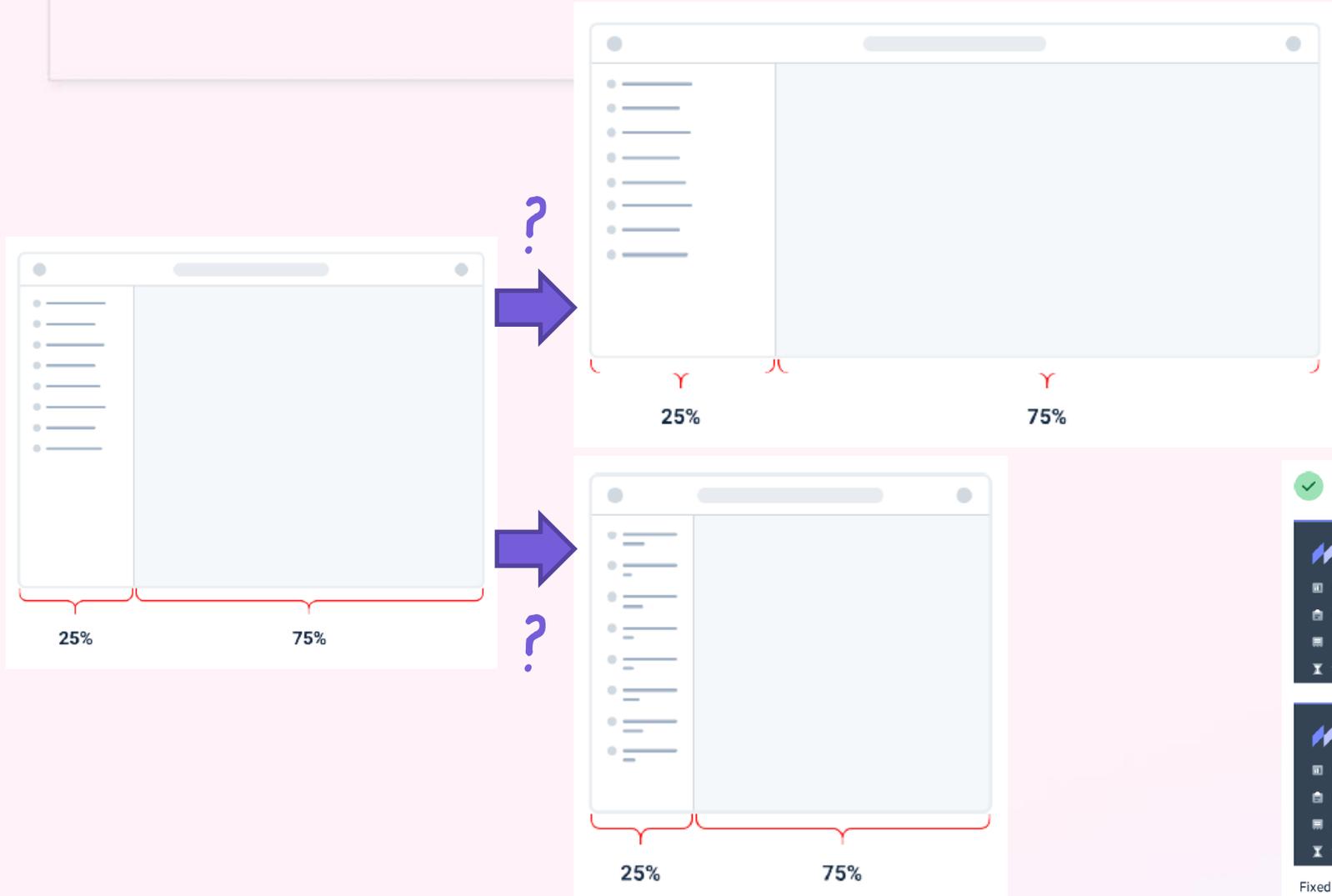
Relative sizing doesn't scale
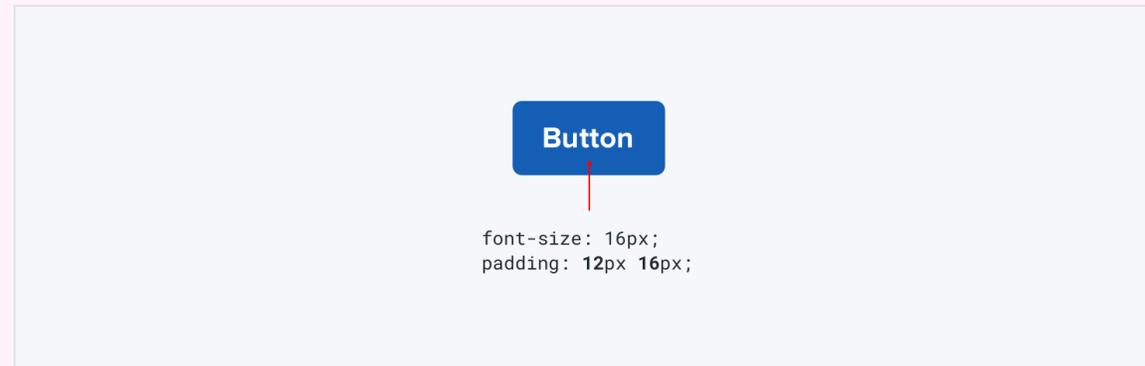
font-size: 16px;
padding: **12**px **16**px;
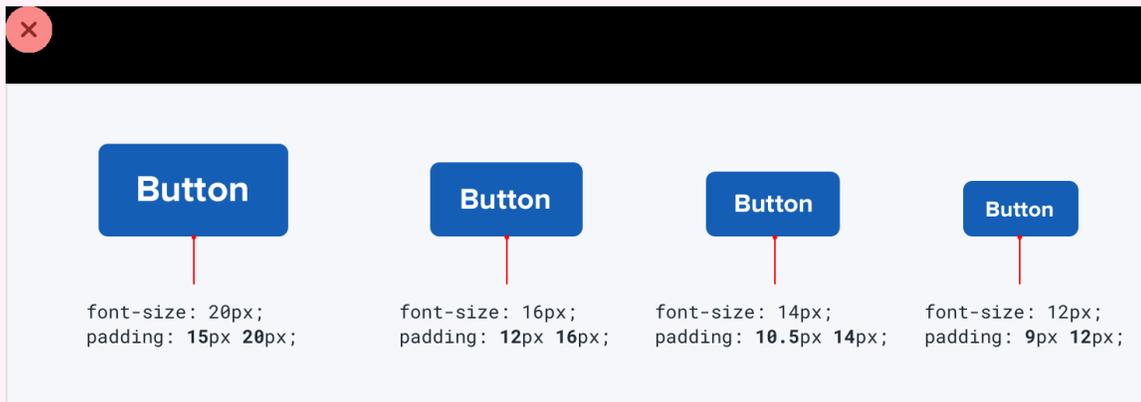
font-size: 20px;
padding: **15**px **20**px;

font-size: 16px;
padding: **12**px **16**px;

font-size: 14px;
padding: **10.5**px **14**px;

font-size: 12px;
padding: **9**px **12**px;
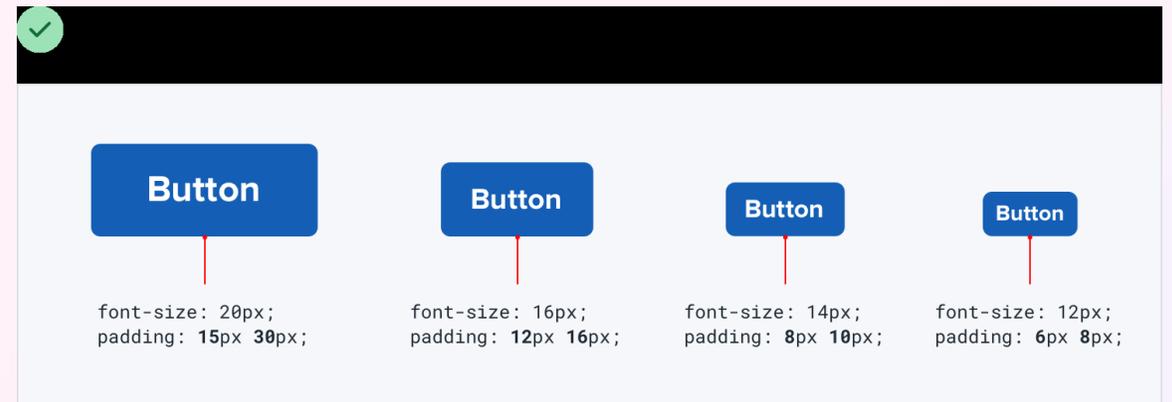
font-size: 20px;
padding: **15**px **30**px;

font-size: 16px;
padding: **12**px **16**px;

font-size: 14px;
padding: **8**px **10**px;

font-size: 12px;
padding: **6**px **8**px;

Text

Establish a type scale

- 16px is the default font size for most browsers

- Avoid em units

12px	The quick brown fox jumps over the lazy dog
14px	The quick brown fox jumps over the lazy dog
16px	The quick brown fox jumps over the lazy dog
18px	The quick brown fox jumps over the lazy dog
20px	The quick brown fox jumps over the lazy dog
24px	The quick brown fox jumps over the lazy dog
30px	The quick brown fox jumps over the lazy dog
36px	The quick brown fox jumps over the lazy dog
48px	The quick brown fox jumps over th
60px	The quick brown fox jumps
72px	The quick brown fox ju

Use good fonts

- Your safest bet is a neutral sans-serif.

```
-apple-system, Segoe UI, Roboto, Noto Sans, Ubuntu, Cantarell, Helvetica Neue;
```

- Trust the wisdom of the crowd
- Steal from people who care
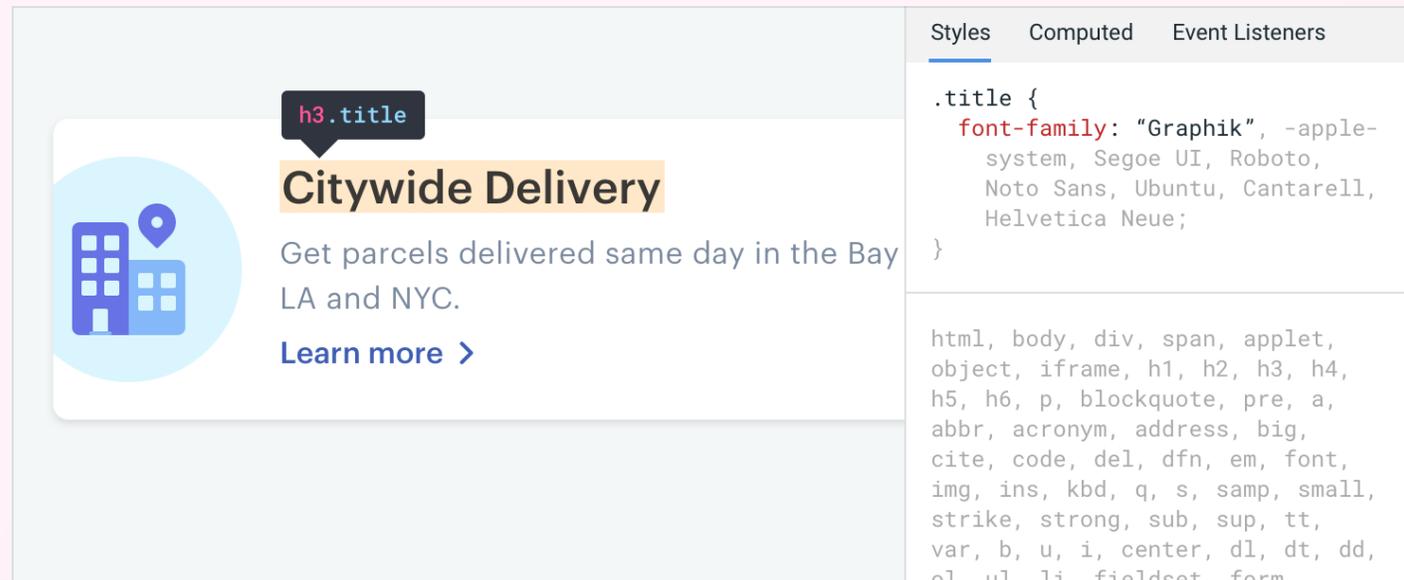
Styles   Computed   Event Listeners

```
.title {
    font-family: "Graphik", -apple-
      system, Segoe UI, Roboto,
      Noto Sans, Ubuntu, Cantarell,
      Helvetica Neue;
}
```

h3.title

Citywide Delivery

Get parcels delivered same day in the Bay
LA and NYC.

Learn more ›

```
html, body, div, span, applet,
object, iframe, h1, h2, h3, h4,
h5, h6, p, blockquote, pre, a,
abbr, acronym, address, big,
cite, code, del, dfn, em, font,
img, ins, kbd, q, s, samp, small,
strike, strong, sub, sup, tt,
var, b, u, i, center, dl, dt, dd,
ol, ul, li, fieldset, form,
```

Keep your line length in check

- Make your paragraphs wide enough to fit between 45 and 75 characters per line.

The one-size-fits-all platform

Need a simple website or an online store? Build a beautiful website without touching code. We'll provide you with all of the tools and insights to grow your online business.

Beautiful templates

Who said you need to hire a professional

Sell online

Whether you're getting started or already

Grow your Audience

Start a social media campaign or set up a

`max-width: none;`

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Need a simple website or an online store? Build a beautiful website without touching code. We'll provide you with all of the tools and insights to grow your online business.

Beautiful templates

Who said you need to hire a professional

Sell online

Whether you're getting started or already

Grow your Audience

Start a social media campaign or set up a

`max-width: 34em;`

Baseline, not center

baseline typography

align-items: center;

align-items: center;

align-items: baseline;

Line-height is proportional

Not every link needs a color

Align with readability in mind

- Don't center long form text

❌

The one-size-fits-all solution
Build a beautiful website without touching code. We'll provide you with all of the tools and insights to grow your online business. Our templates are all you need to stand out from the rest of the competition.
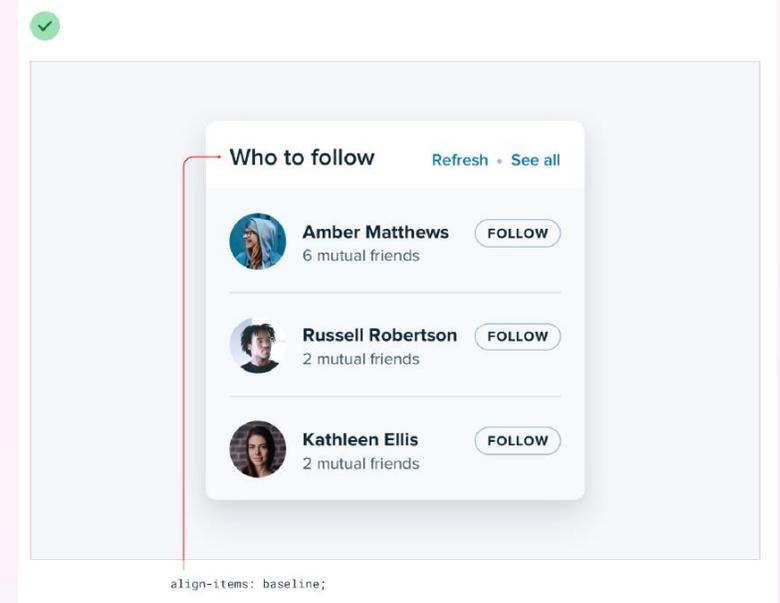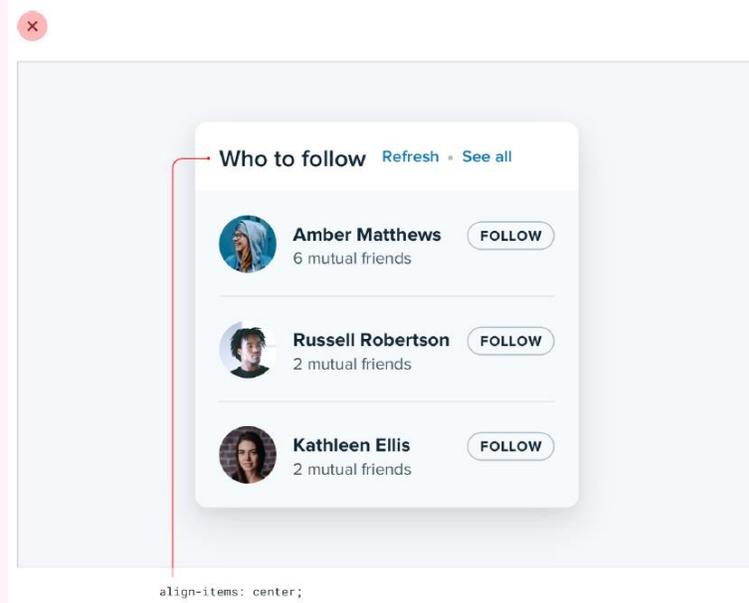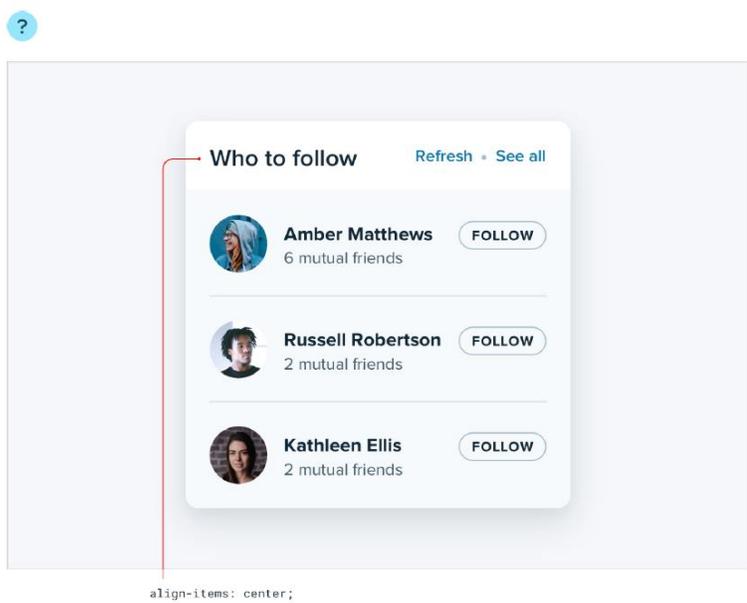
✓

The one-size-fits-all solution
Build a beautiful website without touching code. We'll provide you with all of the tools and insights to grow your online business. Our templates are all you need to stand out from the rest of the competition.

- Right-align numbers

❌
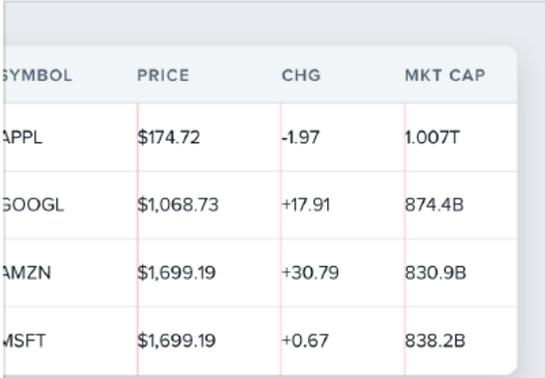
SYMBOL	PRICE	CHG	MKT CAP
APPL	$174.72	-1.97	1.007T
GOOGL	$1,068.73	+17.91	874.4B
AMZN	$1,699.19	+30.79	830.9B
MSFT	$1,699.19	+0.67	838.2B

✓
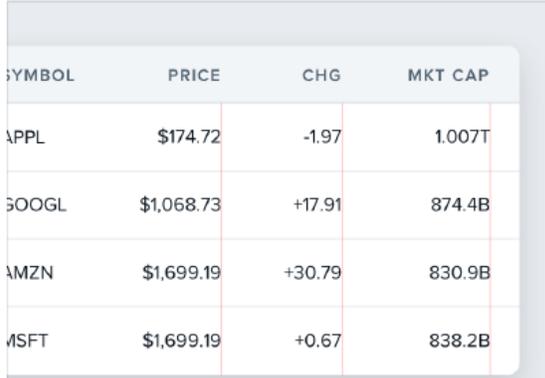
SYMBOL	PRICE	CHG	MKT CAP
APPL	$174.72	-1.97	1.007T
GOOGL	$1,068.73	+17.91	874.4B
AMZN	$1,699.19	+30.79	830.9B
MSFT	$1,699.19	+0.67	838.2B

Color

HSL vs. HSB

- HSB = HSV ≠ HSL

- When saturation is 100%,
  - 100% brightness in HSB
    = 50% lightness in HSL
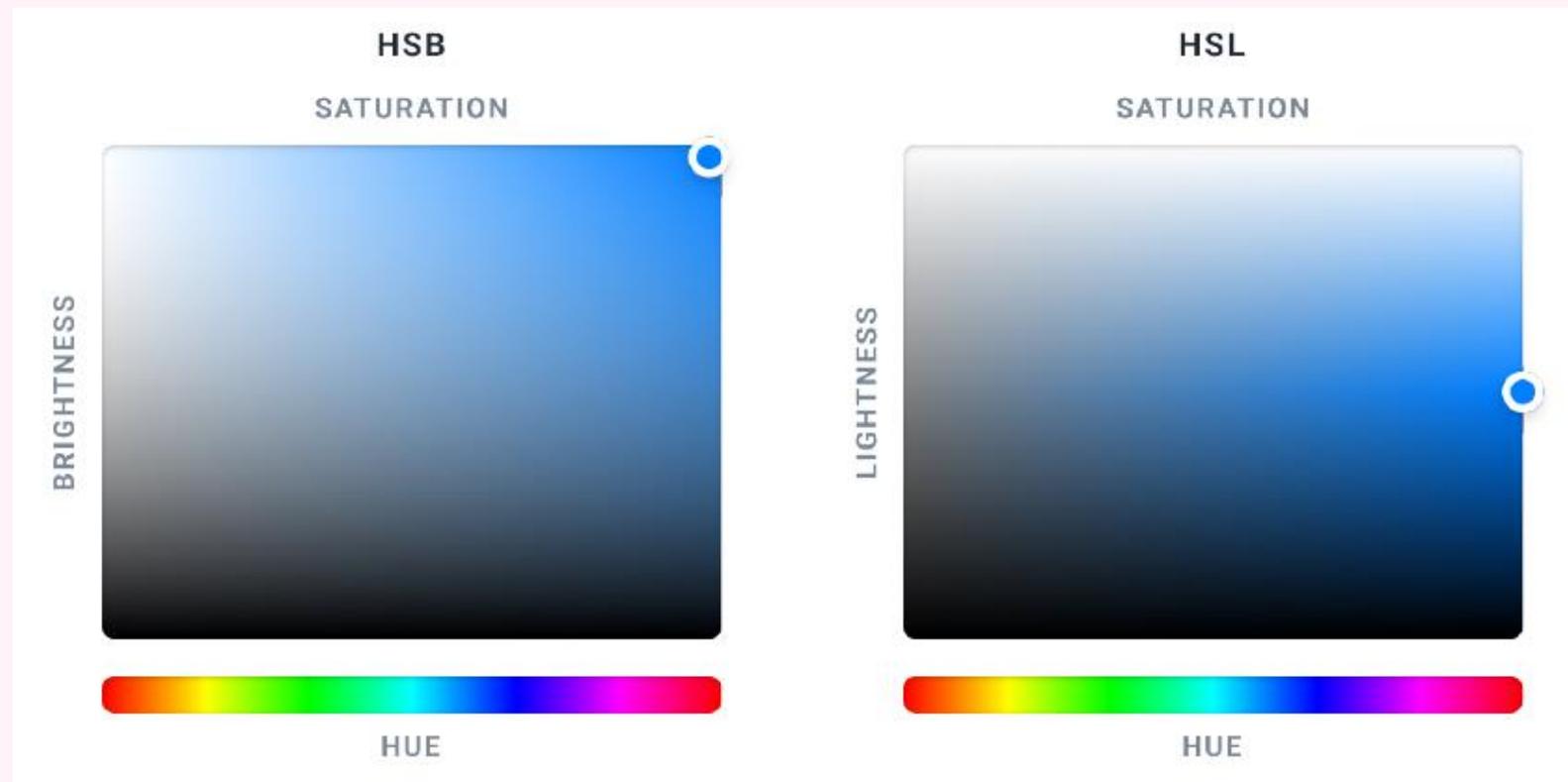
You need more colors than you think

You need more colors than you think (Cont.)

- Greys
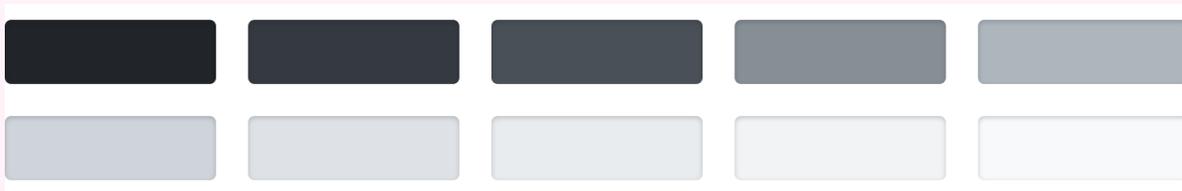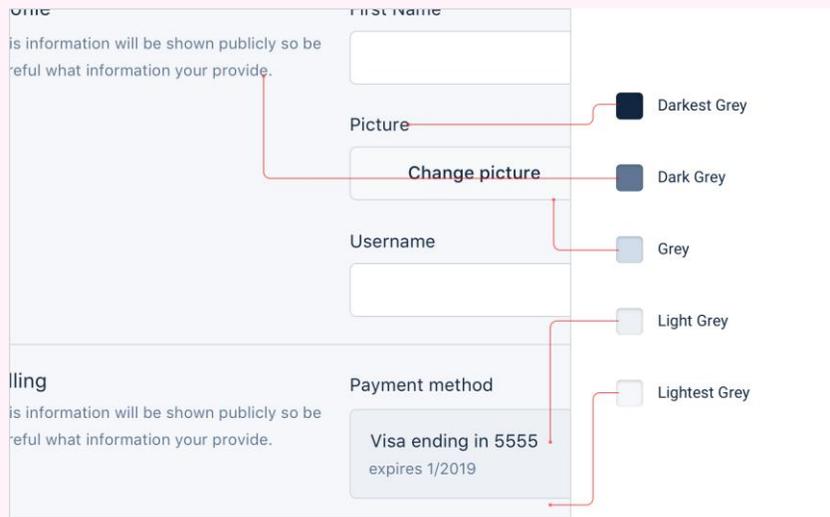
- Primary colors
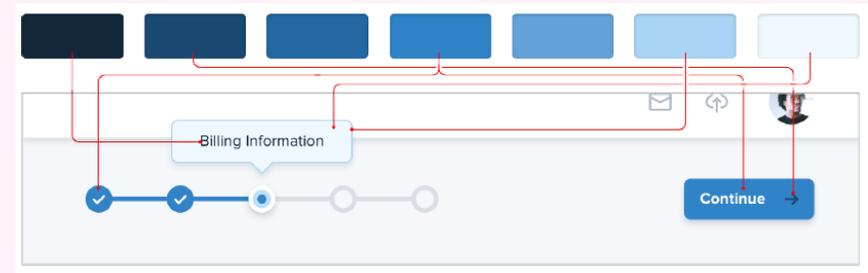
- Accent colors (to emphasize semantic states)
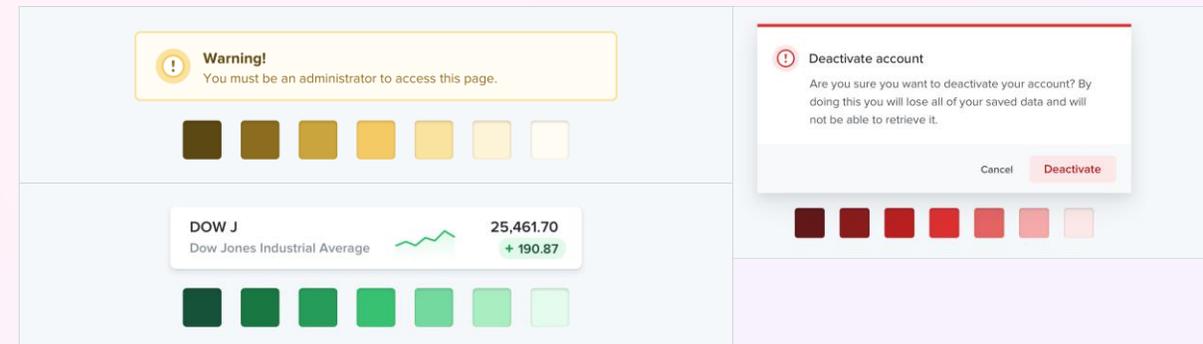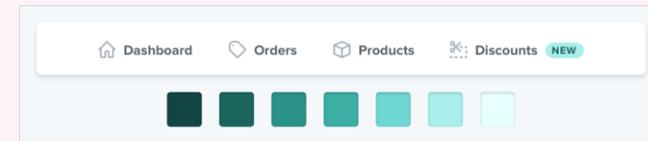
Define your shades up front

- Choose the base color first
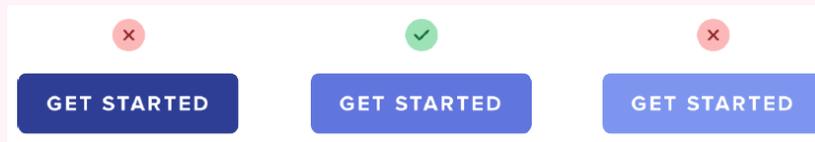
- Finding the edges
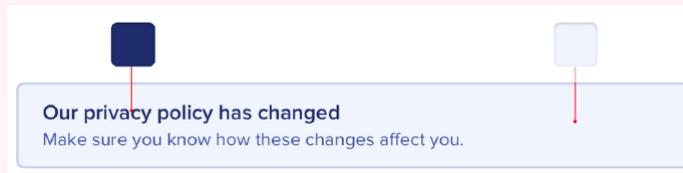
- Filling in the gaps
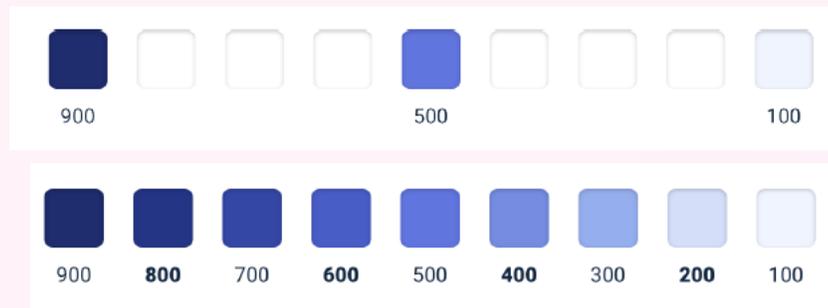
Use perceived brightness to your advantage

- Which one do you think is lighter?

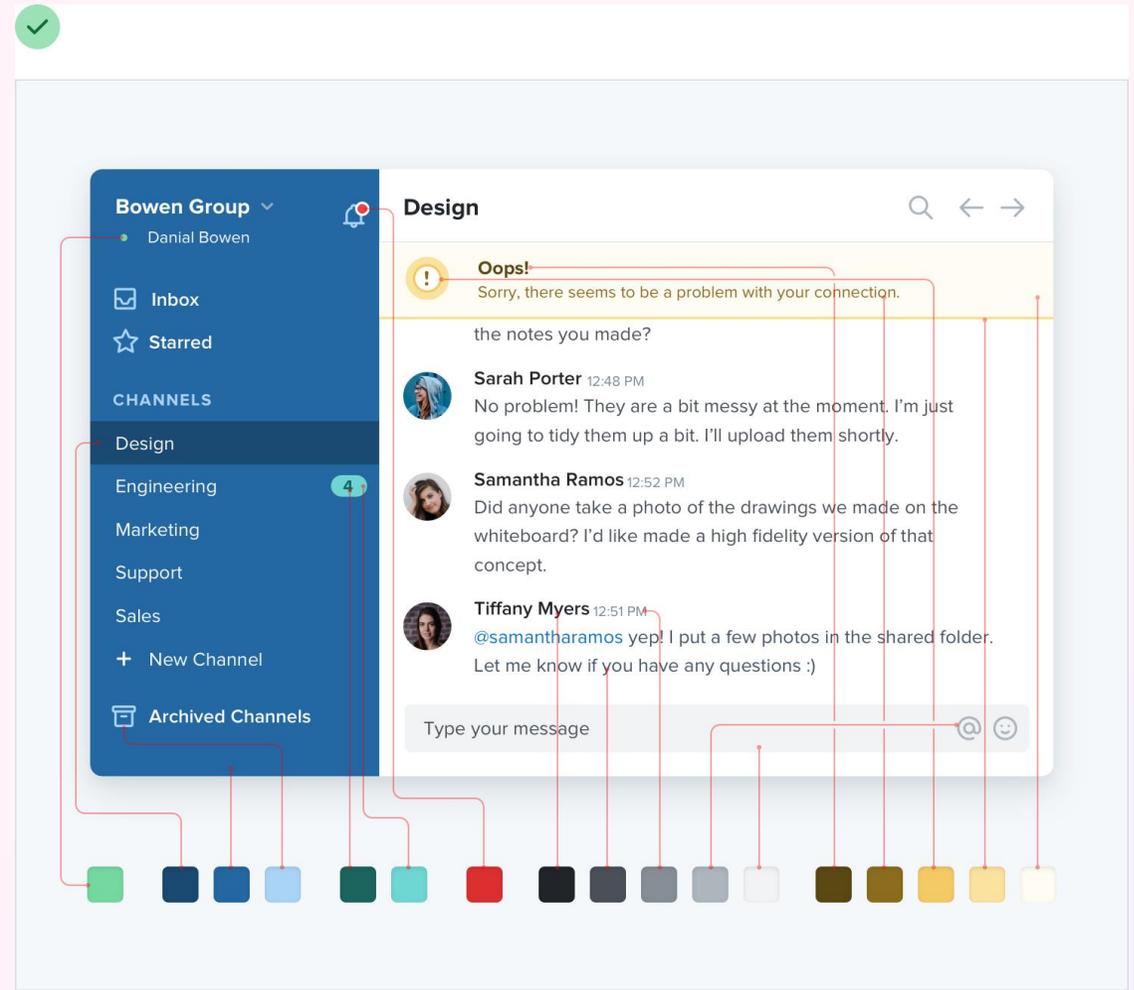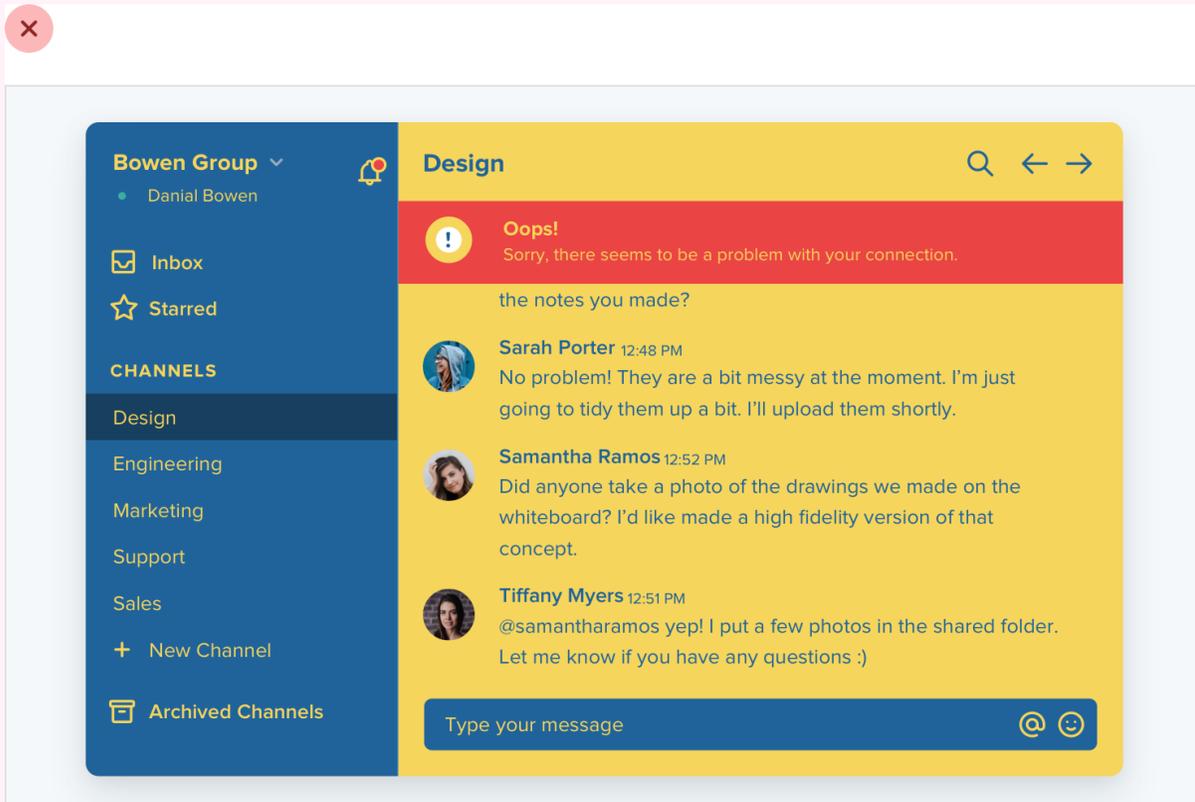- **Perceived brightness**
  - Calculated from RGB

- Different hues with
  100% saturation and 50% lightness.

H 60
S 100%
L **50%**

H 240
S 100%
L **50%**
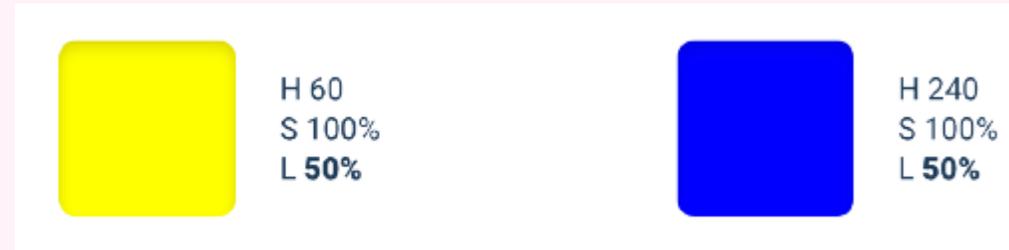
$$\frac{\sqrt{0.299\ r^2 + 0.587\ g^2 + 0.114\ b^2}}{255}$$
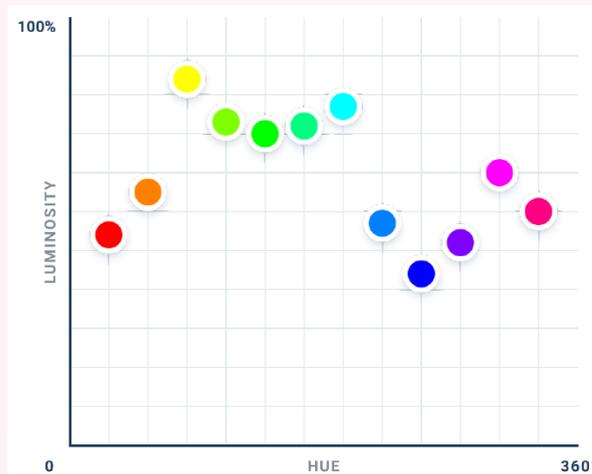
Changing brightness by rotating hue

- To make a color lighter,
  - Rotate the hue towards 60°, 180°, or 300°.

- To make a color darker,
  - Rotate the hue towards 0°, 120°, or 240°.
  - Ex) yellow → orange

Greys don't have to be grey

- Greys to feel cool,
  - Saturate them with a bit of blue.

- Greys to feel warm,
  - Saturate them with a bit of yellow or orange.

- Don't forget to increase the saturation for the lighter and darker shades.

NEUTRAL GREYS

H ——	H ——	H ——	H ——	H ——
S 0%	S 0%	S 0%	S 0%	S 0%
L 28%	L 43%	L 58%	L 76%	L 88%

COOL GREYS

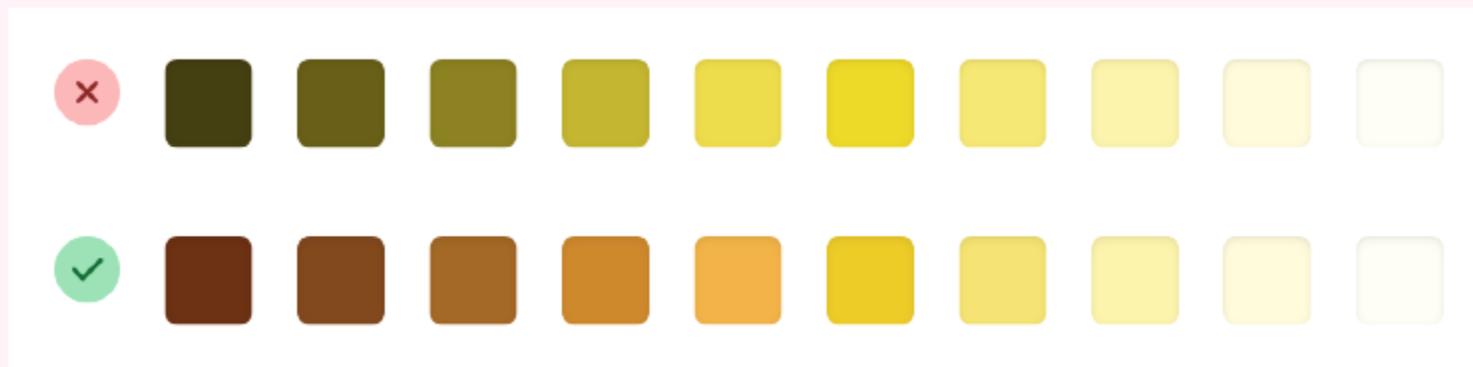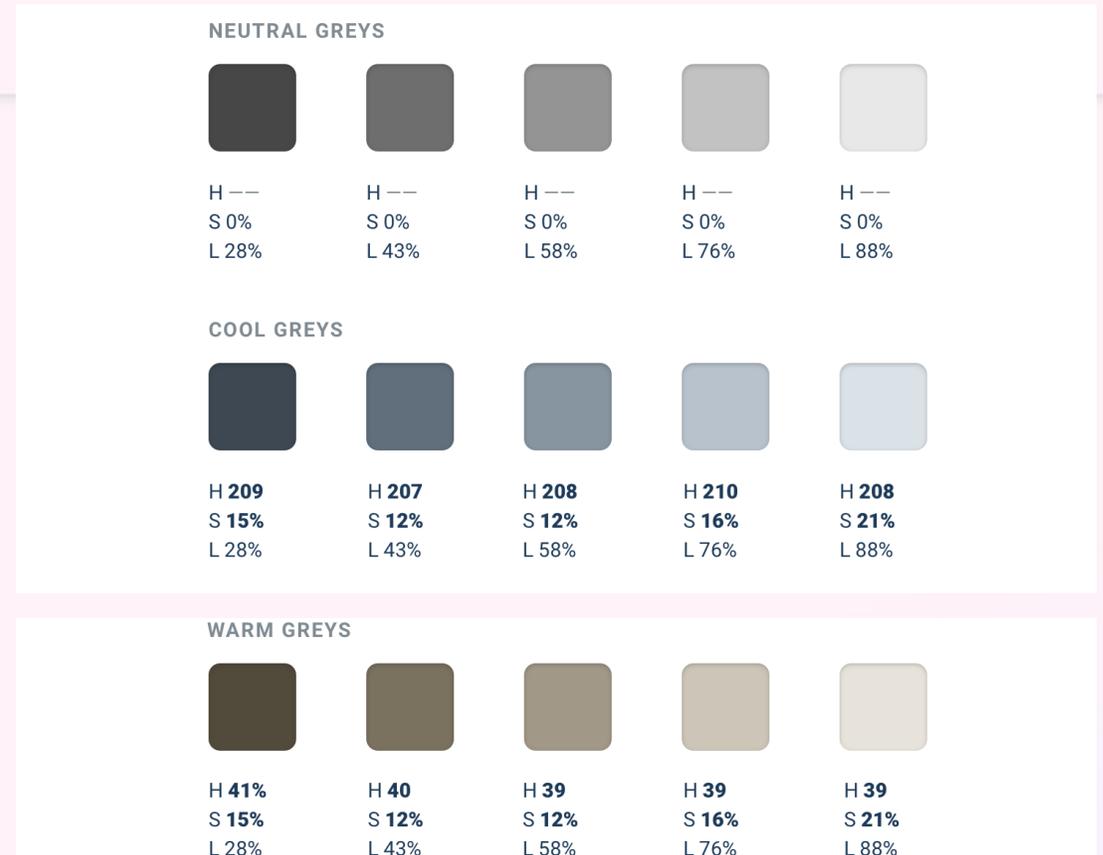| H 209	H 207	H 208	H 210	H 208
S 15%	S 12%	S 12%	S 16%	S 21%
L 28%	L 43%	L 58%	L 76%	L 88%

WARM GREYS

H 41%	H 40	H 39	H 39	H 39
S 15%	S 12%	S 12%	S 16%	S 21%
L 28%	L 43%	L 58%	L 76%	L 88%

Accessibility — Flipping the contrast

Accessibility — Rotating the hue

Here every step of the way

Think of us as your very own help desk, with free, around-the-clock support. Contact us anytime — 24 hours a day, 7 days a week.

REACH OUT NOW

Background
hsl(240, 34%, 34%)

Text
hsl(240, 44%, 89%)

8.37:1   AAA

Here every step of the way

Think of us as your very own help desk, with free, around-the-clock support. Contact us anytime — 24 hours a day, 7 days a week.

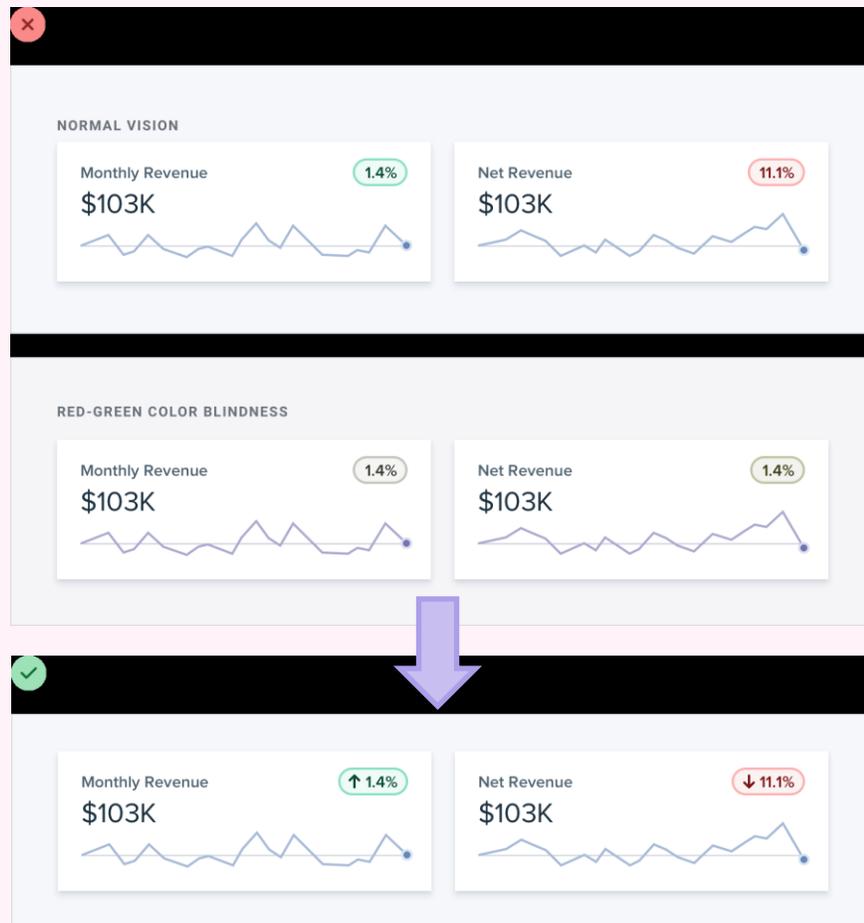REACH OUT NOW

Background
hsl(240, 34%, 34%)

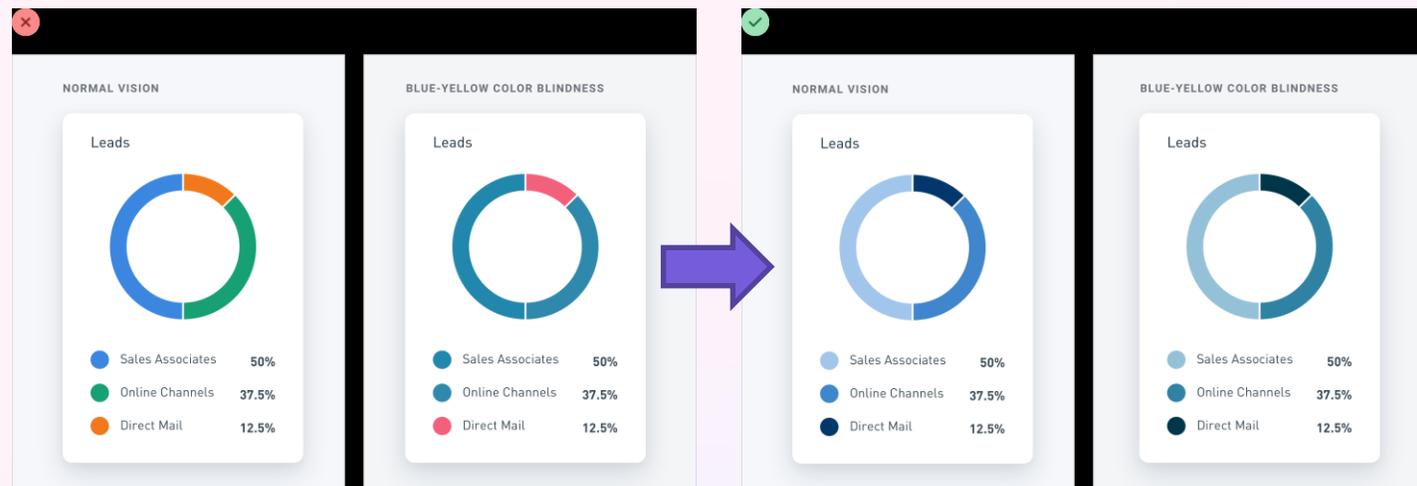Text
hsl(188, 100%, 85%)

8.71:1   AAA

Accessibility — Don't rely on color alone
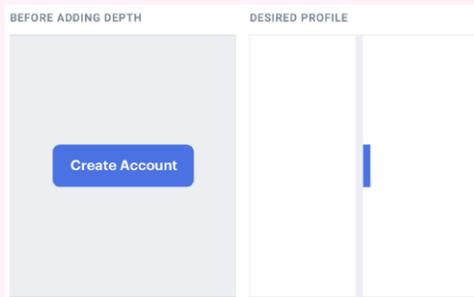

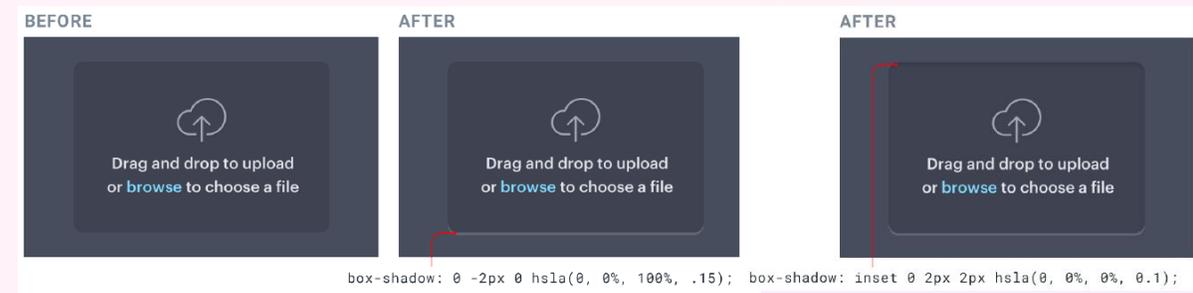- For users with color blindness,
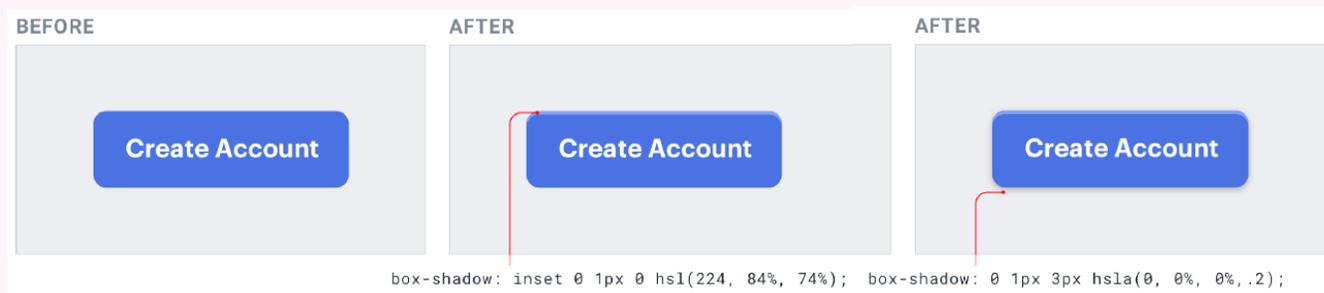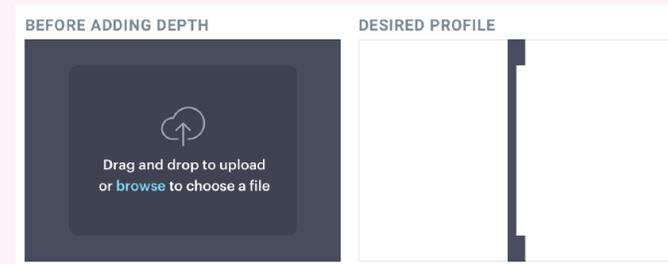 - Add icons

  - Use contrast

Depth

Simulating light in a user interface

- Raised elements

- Inset elements

box-shadow: inset 0 1px 0 hsl(224, 84%, 74%); box-shadow: 0 1px 3px hsla(0, 0%, 0%,.2);

box-shadow: 0 -2px 0 hsla(0, 0%, 100%, .15); box-shadow: inset 0 2px 2px hsla(0, 0%, 0%, 0.1);

Use shadows to convey elevation

FRONT VIEW

PROFILE VIEW

INTERFACE

Z-INDEX

NORMAL

n something new

Subscribe
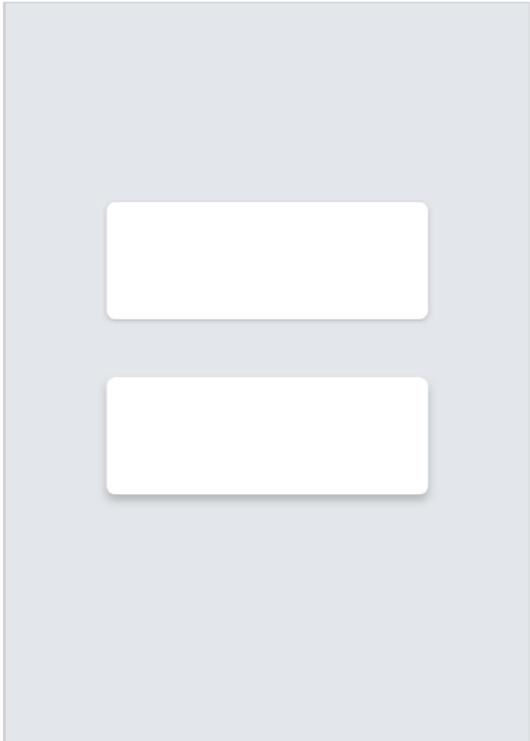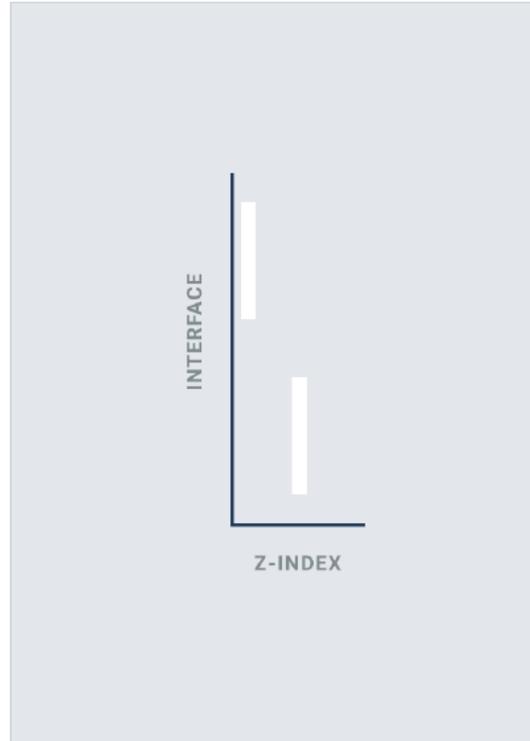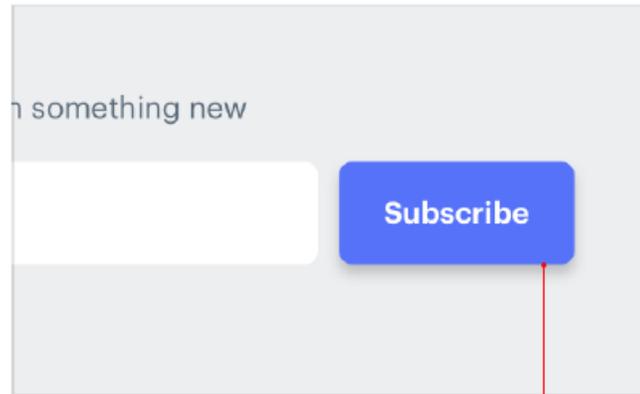
box-shadow: 0 4px 6px hsla(0,0%,.2);

ON CLICK

sh something new

Subscribe
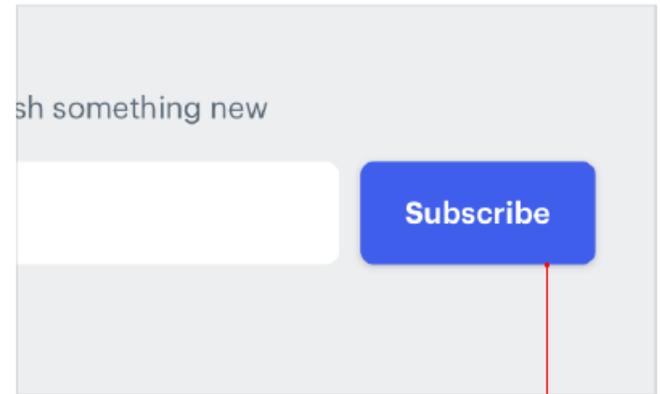
box-shadow: 0 1px 3px hsla(0,0%,.2);

Shadows can have two parts

CAST BY DIRECT LIGHT

ChitChat
You have a new message
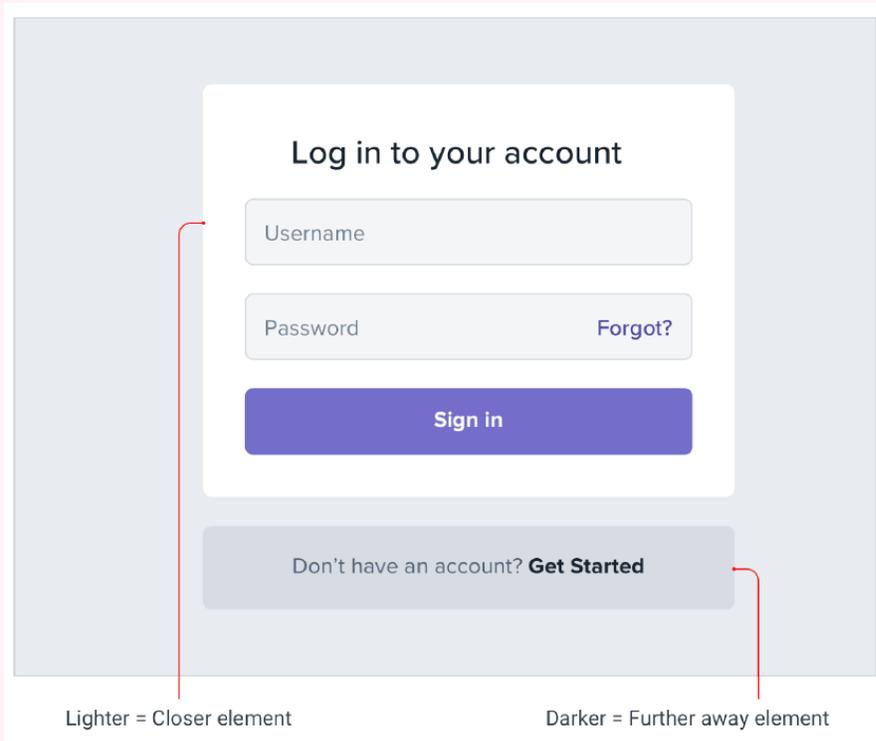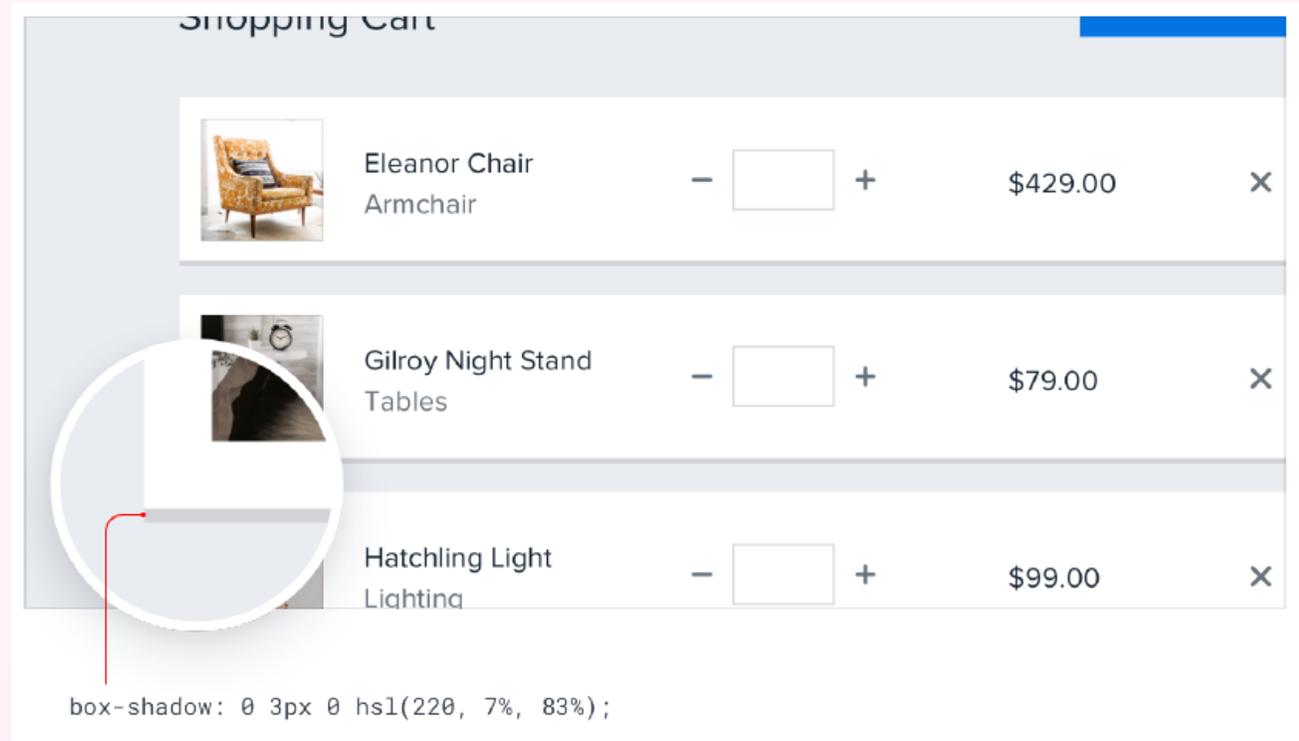
CAST BY AMBIENT LIGHT

ChitChat
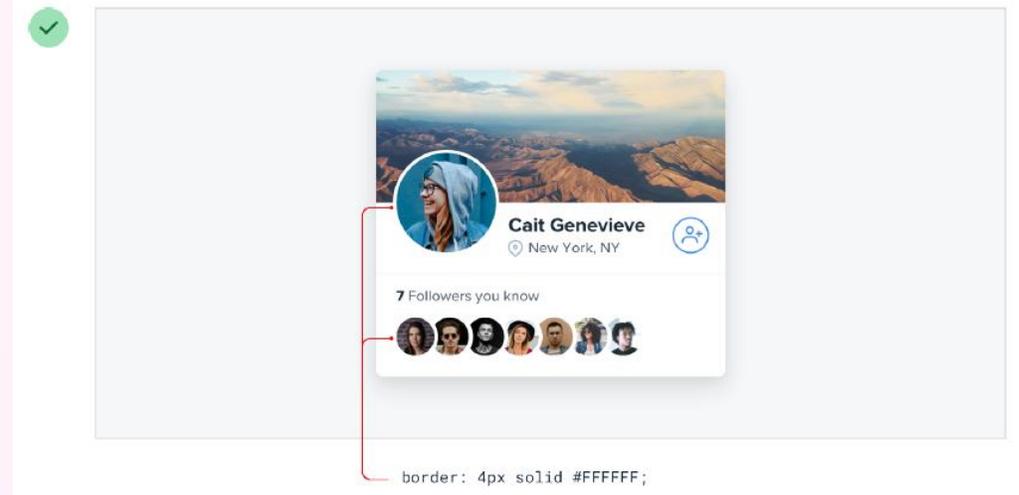You have a new message

COMBINED

ChitChat
You have a new message

Even flat designs can have depth

- Creating depth with color
- Using solid shadows

Lighter = Closer element   Darker = Further away element

box-shadow: 0 3px 0 hsl(220, 7%, 83%);
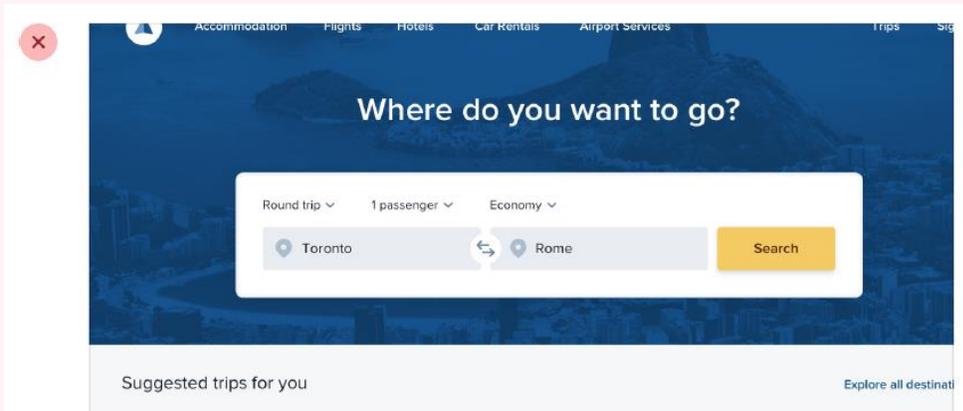
Overlap elements to create layers
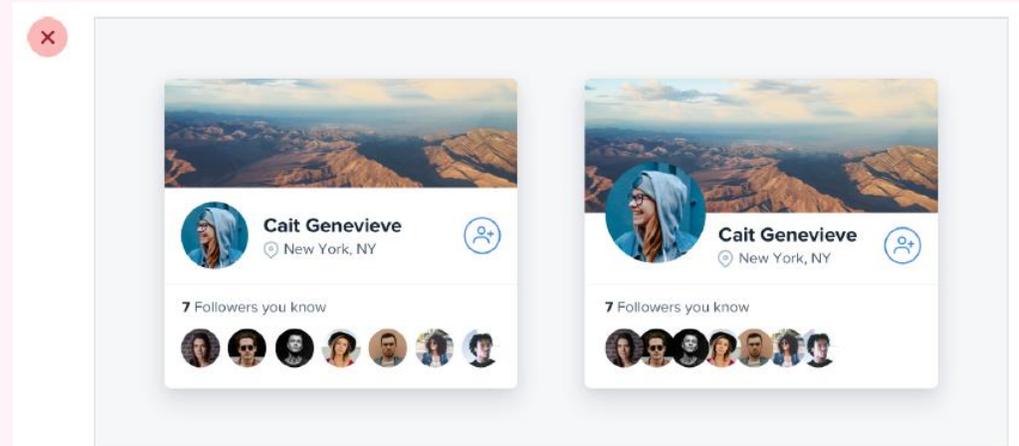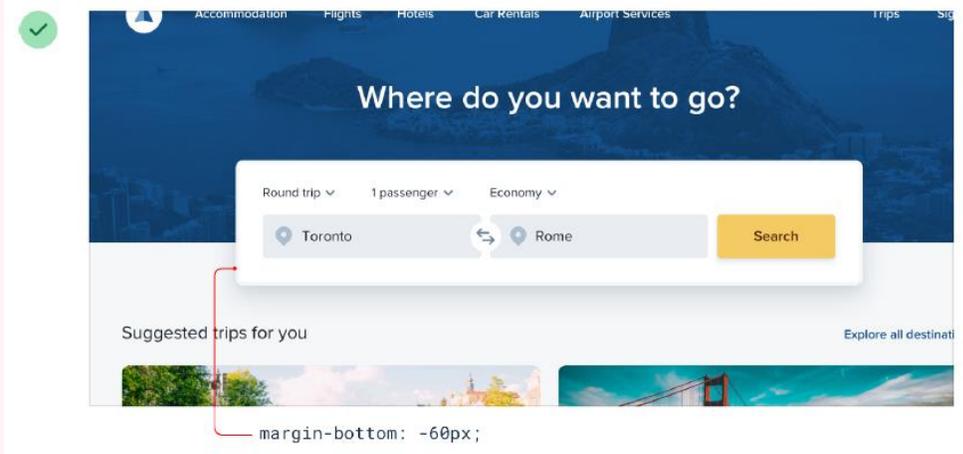
Image

Use good photos

Text needs consistent contrast
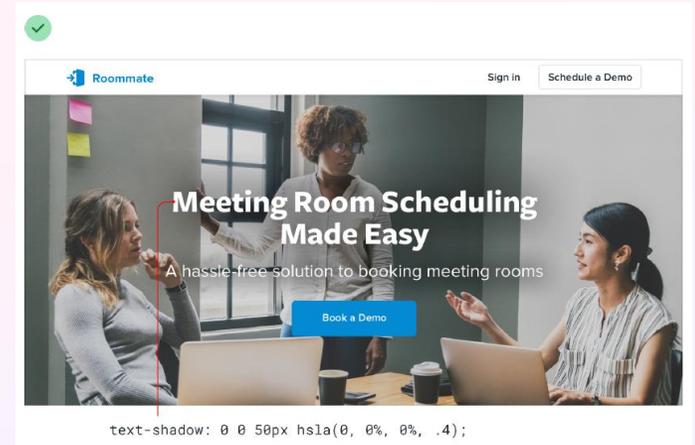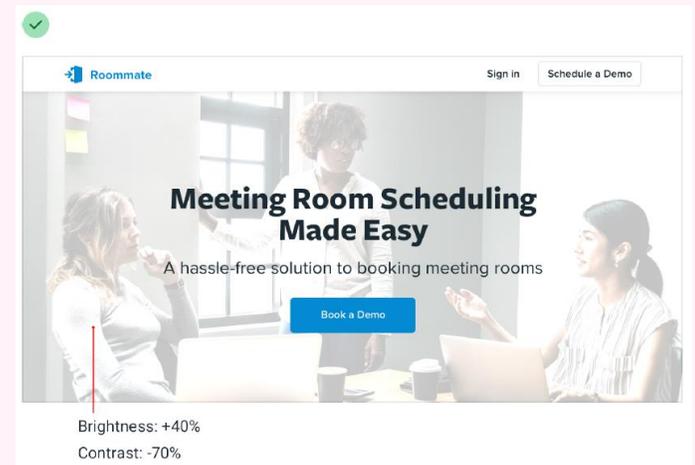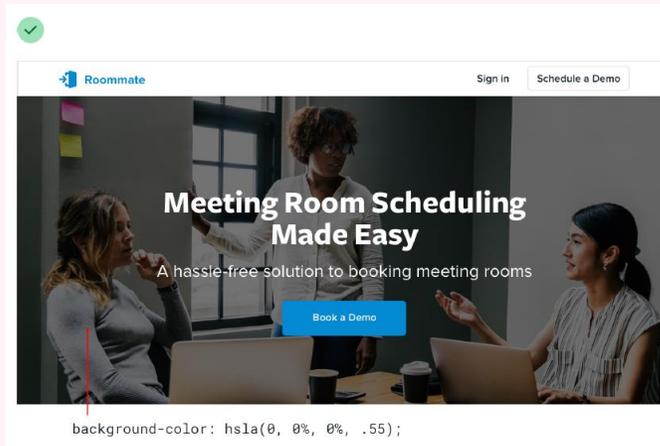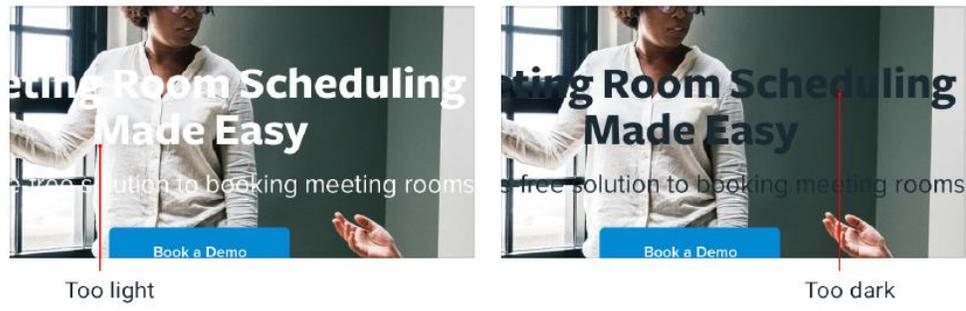
Don't scale up icons

Playback

Playback

✓	✗	✓	✓
Intended size (24px)	Scaled up (48px)	Drawn for large sizes (48px)	Larger but not scaled (48px)

Don't scale down icons, either

Original Icon

Icon Shrunk
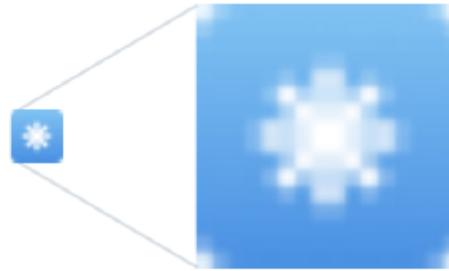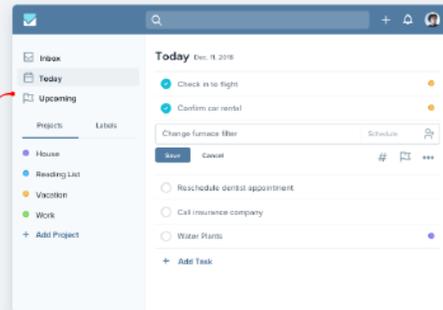
Original Icon

Simplified icon

Simplified icon shrunk

Don't scale down screenshots

Take control of your day

Get an overview of what your day looks like and conquer your to-dos one at a time.

- Add and prioritize new tasks as they come to you
- Never forget an important a deadline
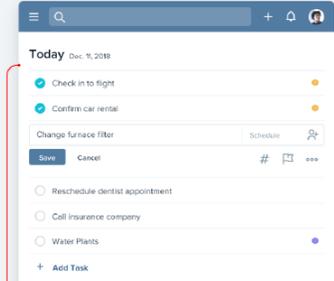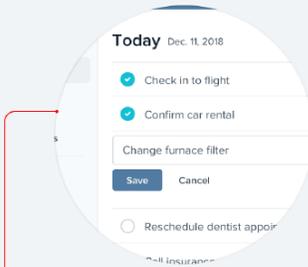- See your day/month/week at a quick glance

Details are distorted and hard to read
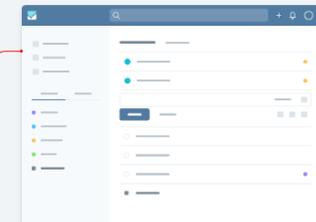

Screenshot of smaller device layout

Screenshot of specific area

Illustration of simplified UI

Prevent background bleed

border: 2px solid hsl(212, 12%, 72%);

border: 2px solid hsl(212, 12%, 72%);

box-shadow: inset 0 0 0 1px hsla(0,0%,0%,.1);

Poor Contrast
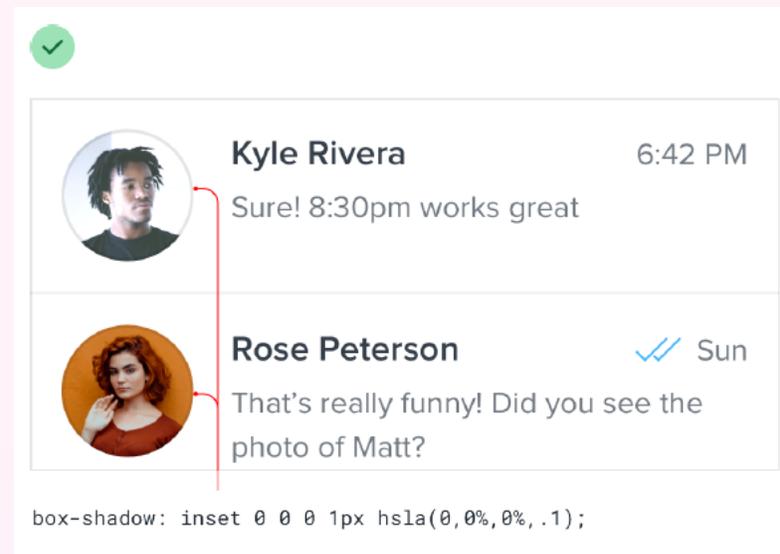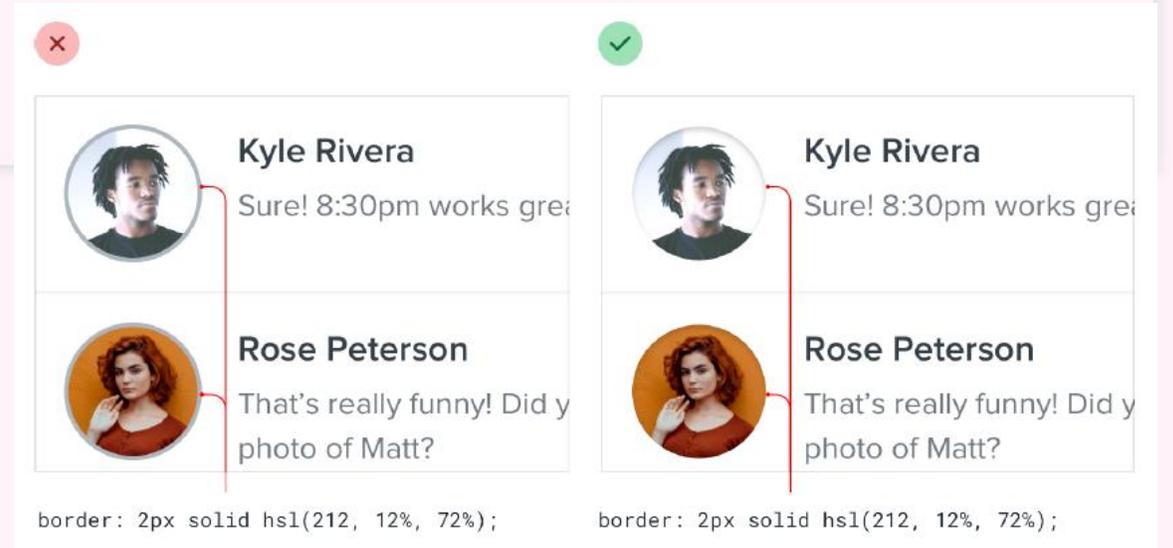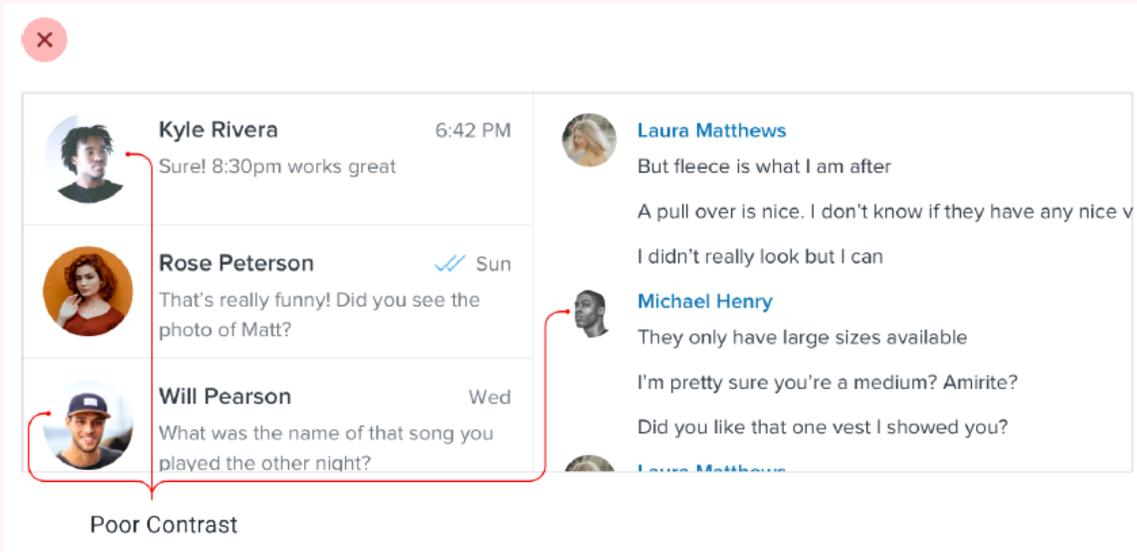
↑ Subtle inner box shadow

← Semi-transparent inner border

Finishing Touches

Supercharge the defaults

Everything you need in one place

- Create your own online presence
- Manage all of your products and inventory
- Effortlessly complete order fulfillment

Everything you need in one place

- ✓ Create your own online presence
- ✓ Manage all of your products and inventory
- ✓ Effortlessly complete order fulfillment

"This app does for me in seconds what used to be a full day of work. Now I can spend more time meeting with my customers and focus on my sales."

— Daniel Bowen, Founder of Bowen Group

" This app does for me in seconds what used to be a full day of work. Now I can spend more time meeting with my customers and focus on my sales. "

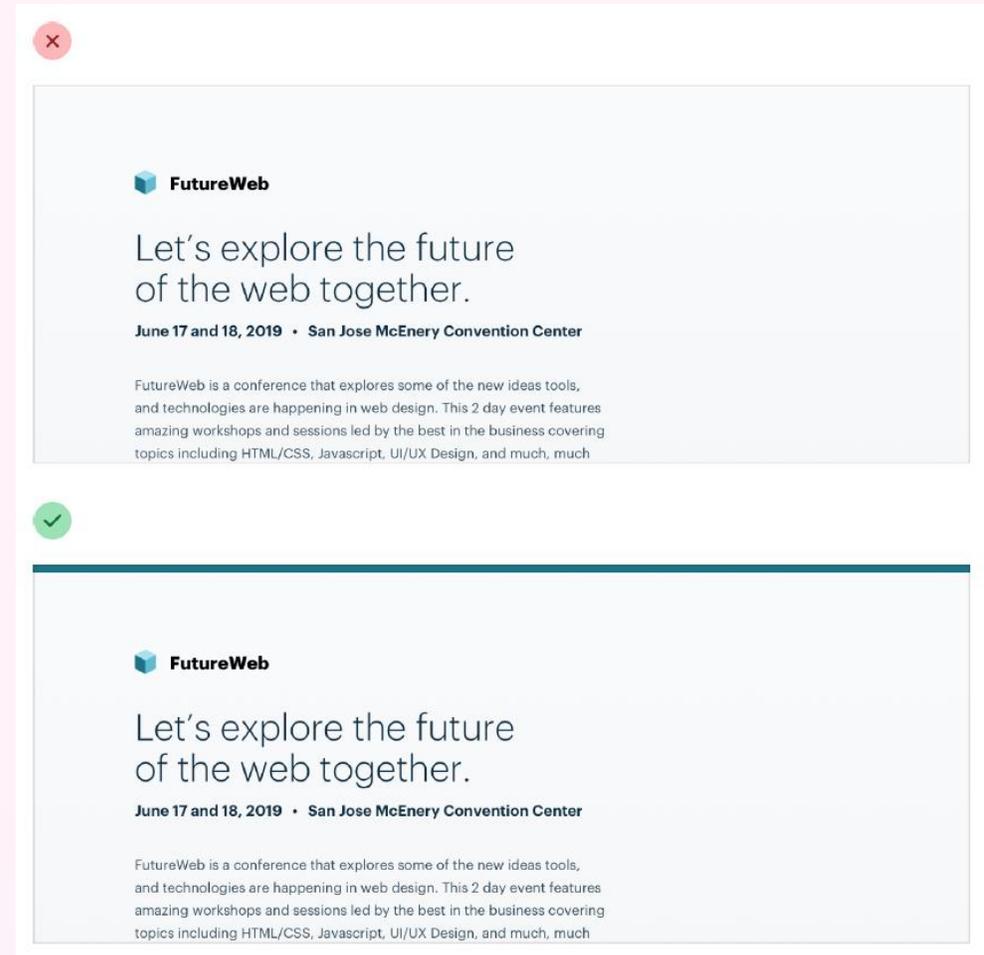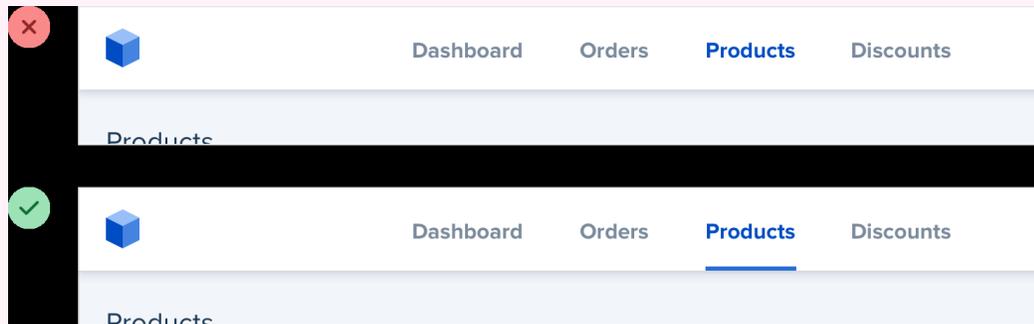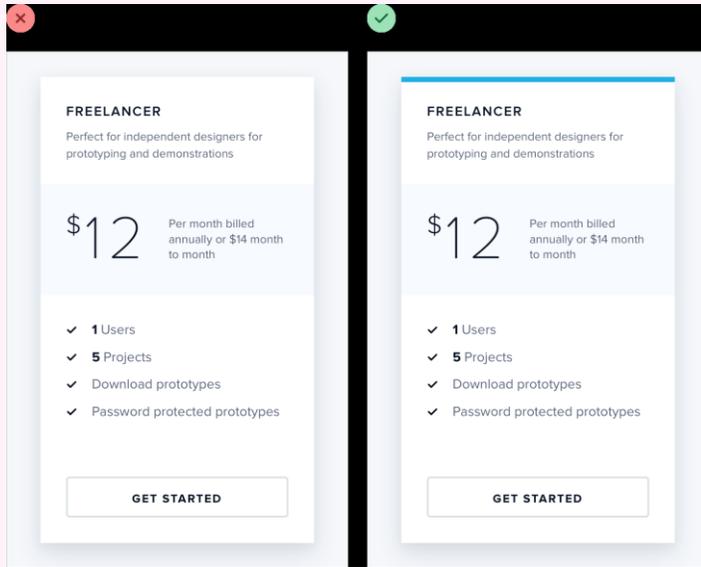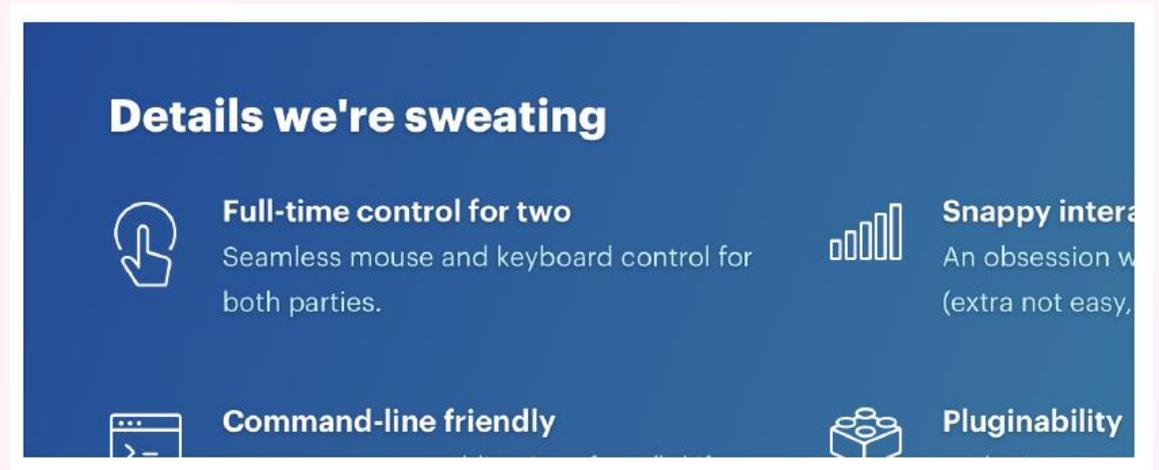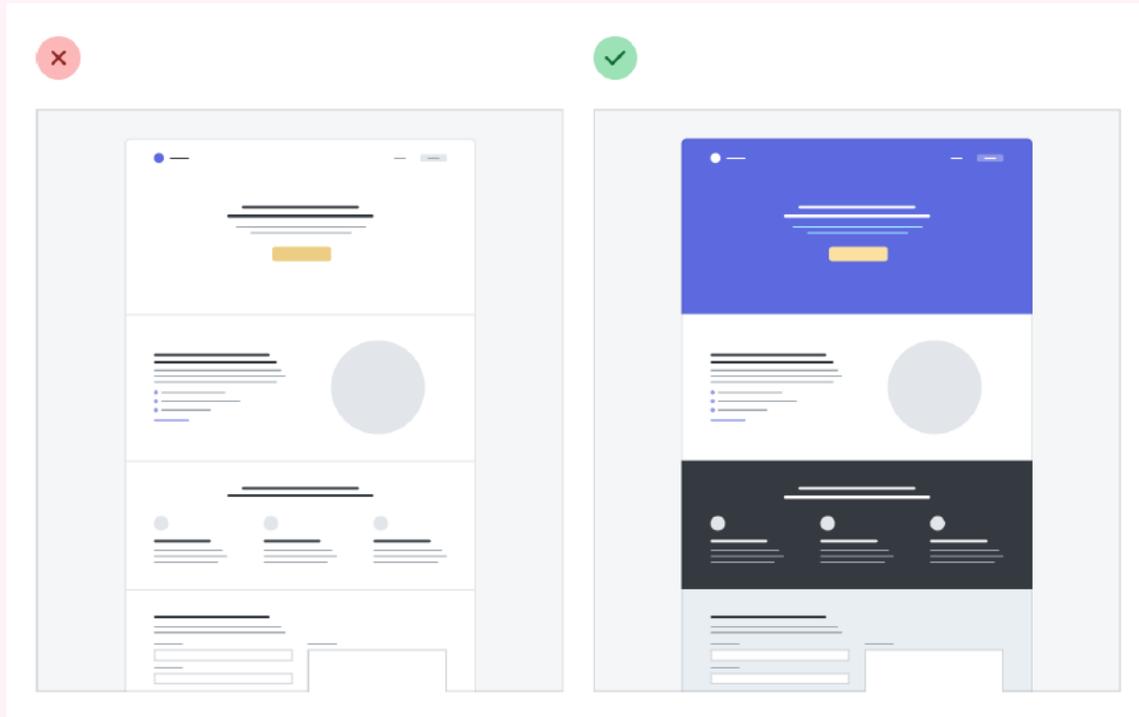— Daniel Bowen, Founder of Bowen Group

# Add color with accent borders

Change the background color

slight gradient

Use a repeating pattern for backgrounds

|			Newsletter
Locations	Careers	Referral Program	Newsletter
Plans & Pricing	Press	CoSpace Magazine	Sign up for our new week.
Mission	Blog	Terms of Service	
Enterprise	FAQ		Enter your email
Events	Broker Partnership		

hoosing the Perfect
ech Stack

ng quite compares to greenfield software development. The
as is blank and you finally have the opportunity to do it "The Right
from the ground up. If you've been building web apps for a while,
e undoubtedly found yourself working with technologies that
never use again, given the luxury of a blank canvas. And if you
v the open source world, there's probably a brand-spanking-new
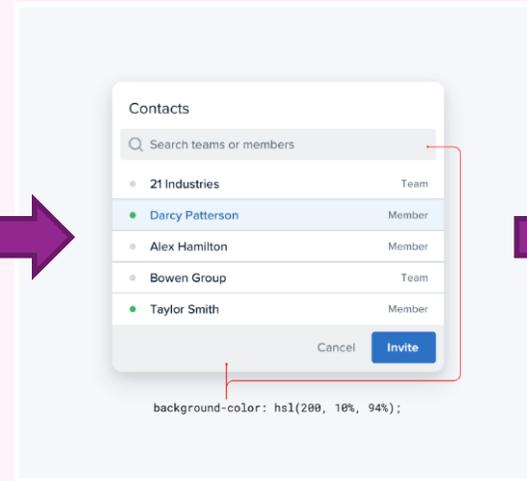que framework you've been itching to take for a spin.
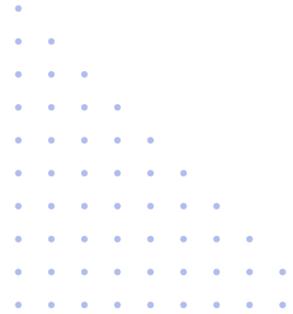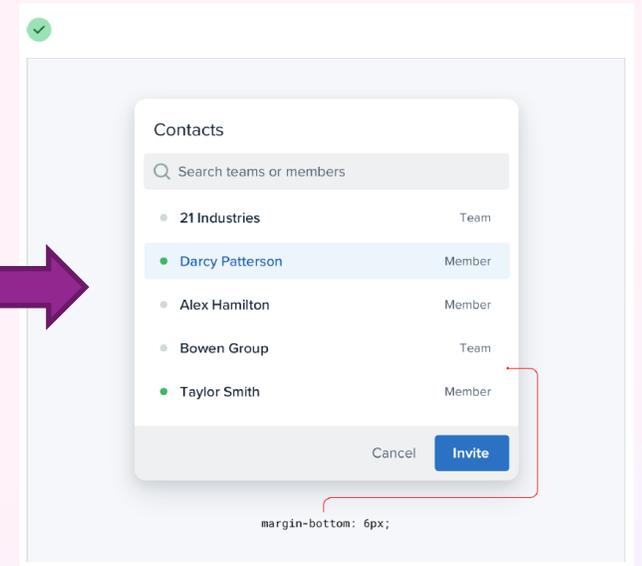
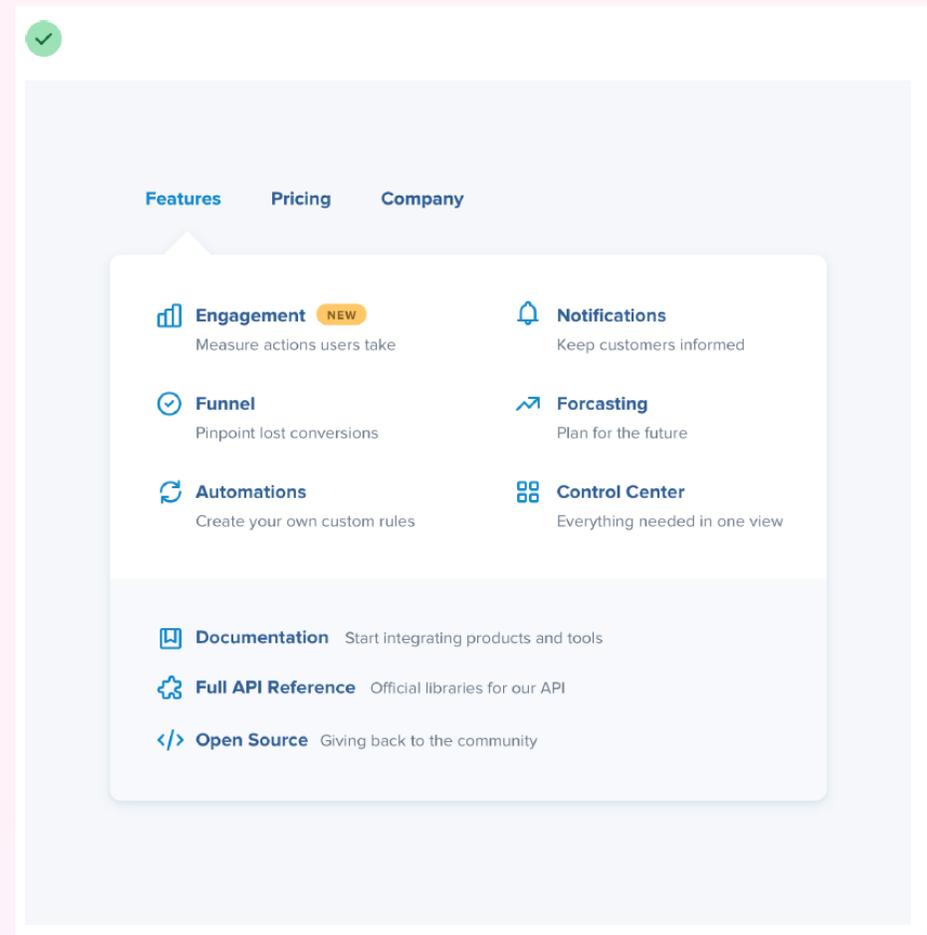# Don't overlook empty states
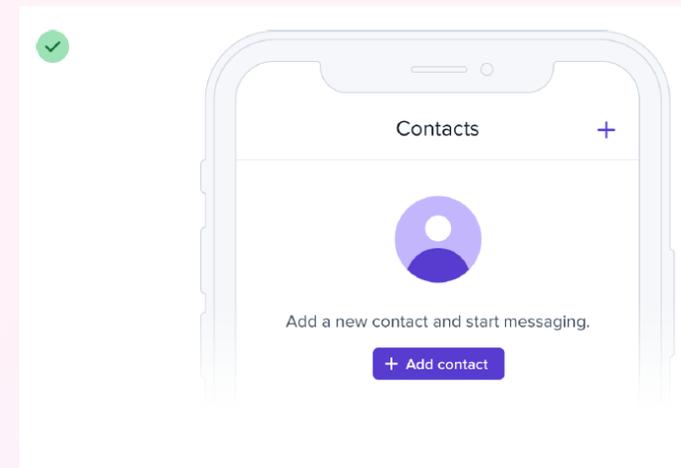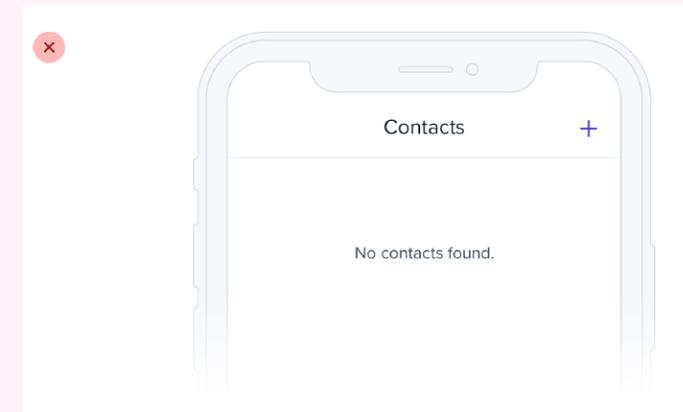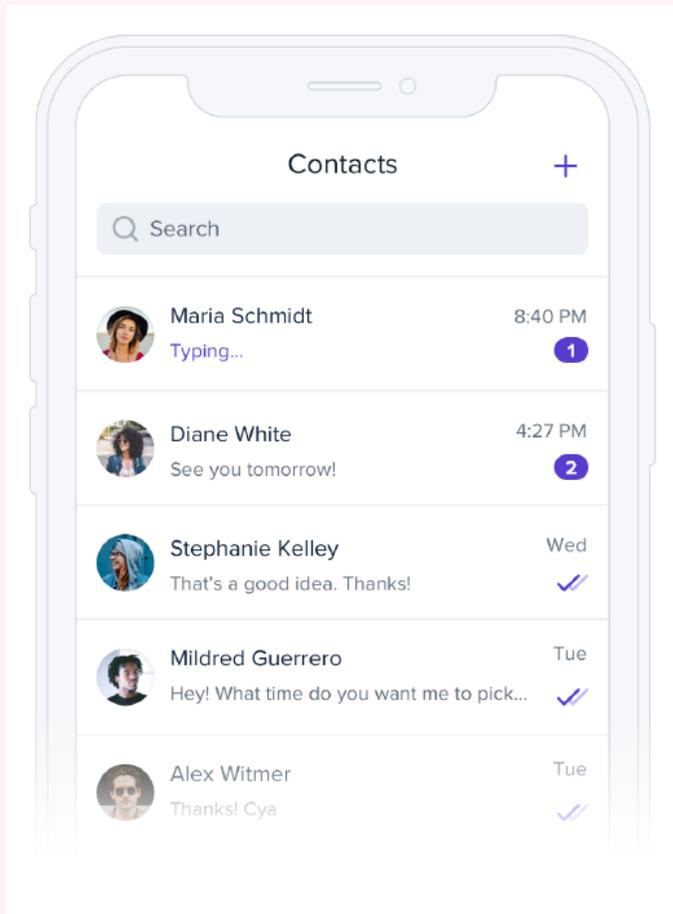
Use fewer borders
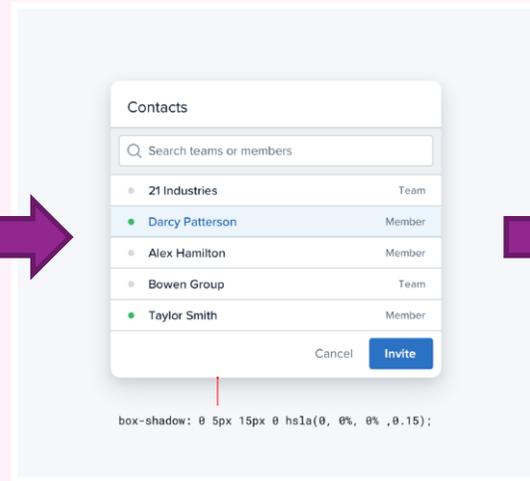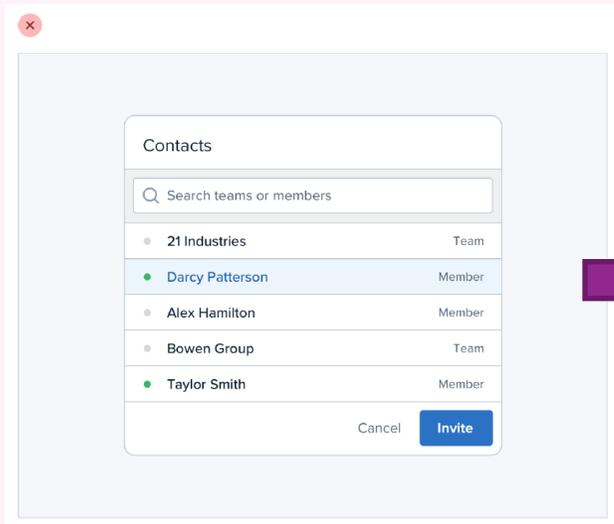
box shadow

two different
background colors

extra spacing

Think outside the box

Think outside the box (Cont.)

Thank you!