



Developing Apps on Tizen: UI & UX Strategies



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UI

UX

UI

What people use
to interact with the
product

TECHNICAL

UX

The feeling received
when interacting

EMOTIONAL

What is User Interface?

An interactive system, specifically designed, for the intended user and product.

Hardware, Software, Visuals, Sounds, Input keys, and its actual response are included.

PRESENTATION

Text

Style

Layout

BEHAVIOR

User Assistance

Editing &
Manipulation

Viewing &
Navigation

STRUCTURE

Organizational
Model

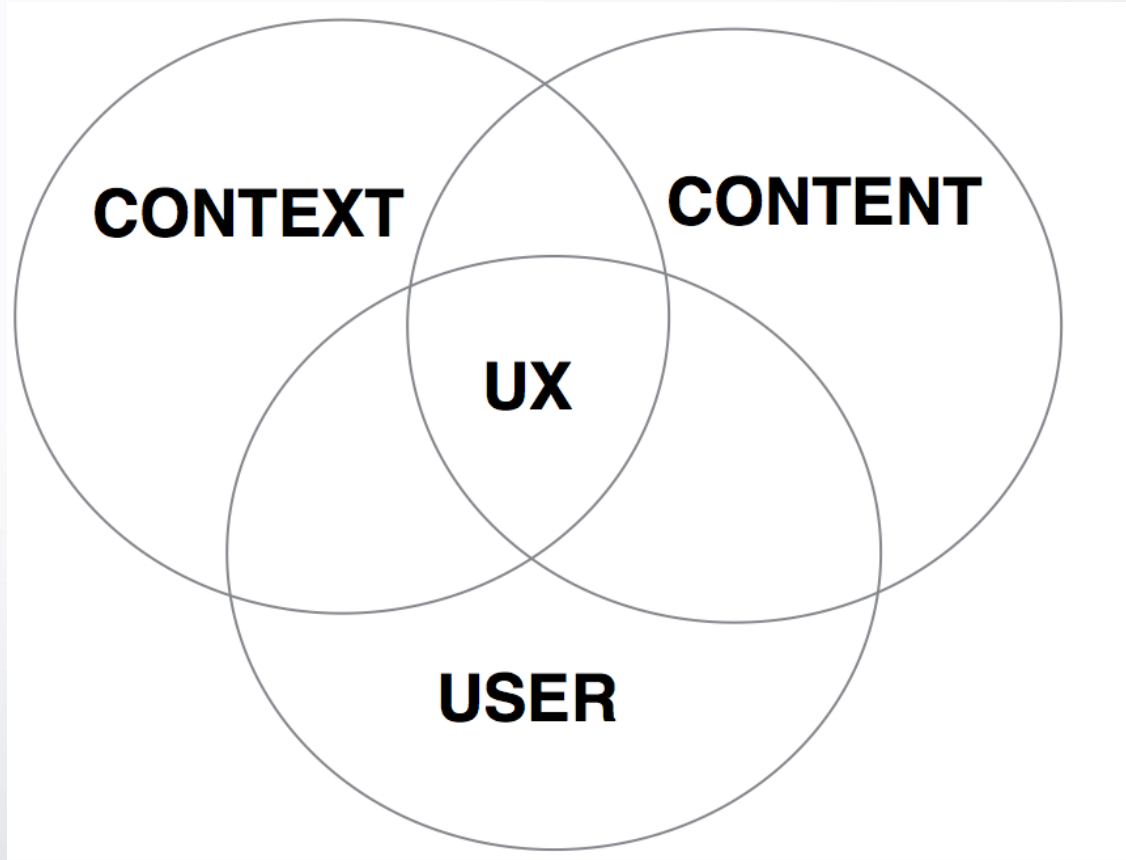
Task Flow

Conceptual
Model

Elements
of a
User
Interface

And User Experience?

"a person's perceptions and responses that result from the use or anticipated use of a product, system or service" – *ISO9241-210*



Usability

“The extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use – *ISO9241-11*”

The Shift from Features to Experience

Design Innovation

Design **thinking**
Points the way

Design Process

Discover

Who are the users, how do they work?

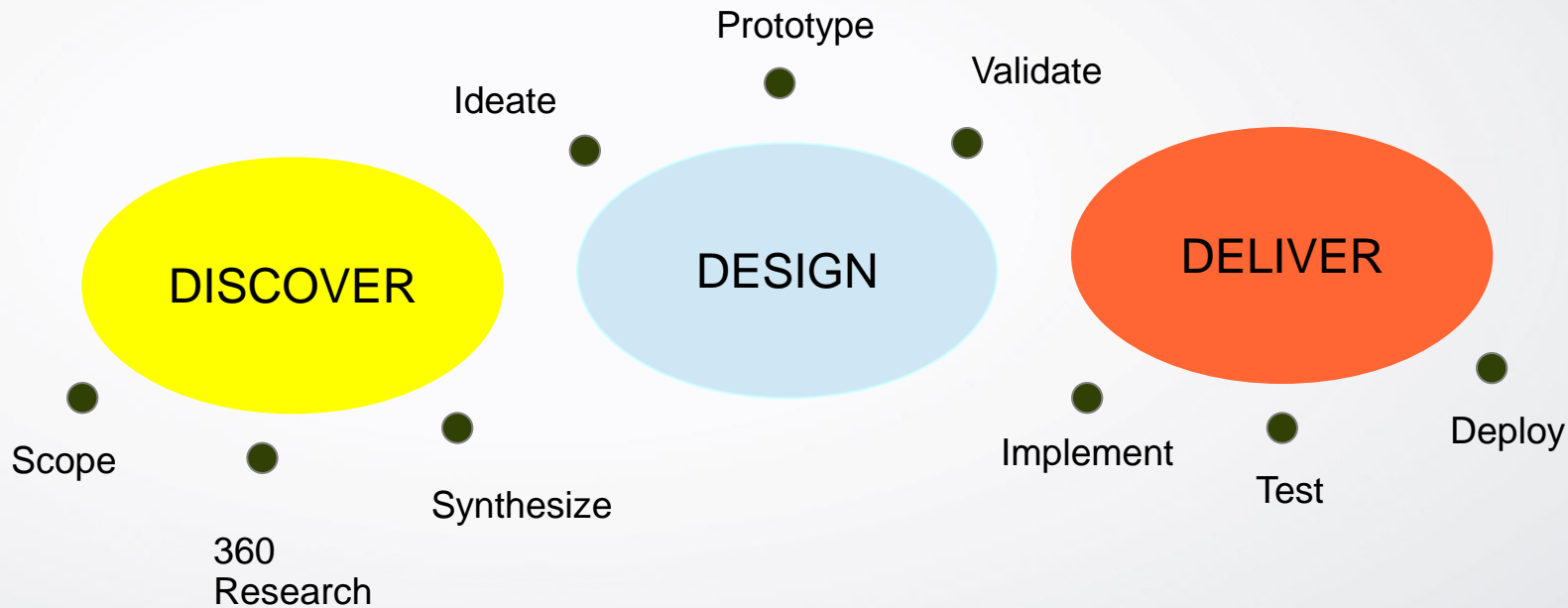
What are their daily challenges?

Design

Create UI mockups. Get and incorporate user feedback

Deliver

Implement the solution Conduct user acceptance tests



Users is the main
success key
of
User Experience


User Experience is **User Centered Design**

“We are in the age
of **Experience**” – *Jared Pool*

“ That’s all great but,
how do you actually do it?”

IT'S **EASY** AS 123..

JUST **5 STEPS**
to have a Great UX!



STRATEGY
SCOPE
STRUCTURE
SKELETON
SURFACE

STRATEGY

- Get the **Objectives** and the **Needs** of the target audience.
- **Branding** matters and how it reaches the clients.
- **Personas** are important to identify with the users, their needs, and use.
- **Benchmark** = Industry Standards.

SCOPE

- **Functional Specifications**
- **Technical Requirements**
- **Content Requirements**

STRUCTURE

- **User flow diagrams**
- **Use Case Scenarios**
- **Language**

SKELETON

- **User Interface Design (Wireframe)**
- **Information Architecture**
- **Design Alterations**

SURFACE

- **Choose specific Colors & Icons**
- **Maintain a Style**
- **Front-end Development.**



SURFACE

Surface brings everything together visually :
What will the finished product look like ?

SKELETON

Skeleton makes structure concrete : what
components will enable people to use the site ?

STRUCTURE

Structure gives shape to scope : How will the
pieces of the site fit together and behave ?

SCOPE

Scope transforms strategy into requirements :
What features will the site need to include ?

STRATEGY

Strategy is where it all begins : What do we
Want to get out of the site ? What do our user
want ?

UX Design Trends

A Responsive Web Design

Material Design

Meaningful Micro Interactions

Bigger Emphasis on Typography

- paul-rand.com
- semplicelabs.com
- handiemail.com
- thebloodmile.com

Card Style Layouts

Parallax Scrolling

Content-focused Design

Use of Icons over Text

Demand for Native Apps

Personalized User Experiences

Less is MORE

Some advice...

- Don't port the UI from other platforms.
- Don't override the behavior of system buttons.
- Know your user and get feedback from him.
- Test on real users, early and often.
- Do what the user expects.
- The most common operations should be visible.
- Don't reinvent the wheel.

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ENABLING FRAMEWORK AND TECHNOLOGY FOR SKILL DEVELOPMENT

FEATURED PROGRAMS

All Programs



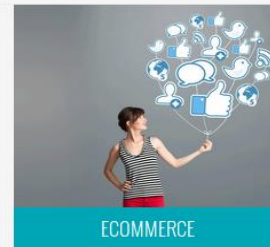
ENTREPRENEURSHIP



RESPONSIVE DESIGN



DIGITAL MARKETING



ECOMMERCE

FEATURED COURSES

SBI CLERK 2015

Reasoning Ability (40)

English Language (40)

General Awareness (40)

Quantitative Aptitude (40)

Computer Knowledge (40)

QUESTION 50 OF 200

Which of the phrases (1), (2), (3) and (4) given below should replace the phrase given in **bold** in the following sentence to make the sentence grammatically meaningful and correct. If the sentence is correct as it is and No correction is required, mark (5) as the answer.

Combining the ongoing crisis in Europe, the data make a case for a pause in rate hike.



- ☐ No correction required
- ☐ Combination of
- ☐ Together
- ☐ Apart with
- ☐ Combined with



Welcome Rajnesh Rajput !

⌚ 0:08:38 / 02:00:00

QUESTIONS (200)

6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55
56	57	58	59	60
61	62	63	64	65

✔ Submit Test

★ MARK FOR REVIEW

✍ CLEAR ANSWER



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RAJPUT**

Marksman
Noida - India

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HI! I'M **RAJNESH RAJPUT**

“ I love to travel all around the world and discover new countries. ”

MY GROUPS

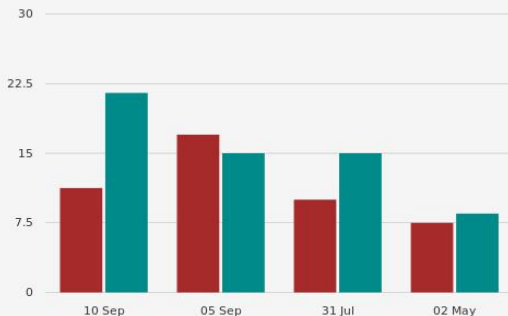
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MY PERFORMANCE REPORT

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5k
Questions



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Tests



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**RAJNESH
RAJPUT**Marksman
Noida - India

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MY REPORT

Results for SBI Clerk 2015

OVERALL PERFORMANCE

Scored Marks	139.75 / 200
Questions Attempted	157
Questions Answered Correct	144
Total Questions	200
Total Time Taken	00:00:09



TOPICWISE PERFORMANCE

Subjects	Attempts	Un-Attempted	Correct	Total	Marks
Reasoning Ability	35	5	31	40	30
English Language	28	12	28	40	28
General Awareness	36	4	33	40	32.25
Quantitative Aptitude	25	15	23	40	21.5
Computer Knowledge	33	7	29	40	28

SECTION VS PERCENTAGE

40

Computer Knowledge

33

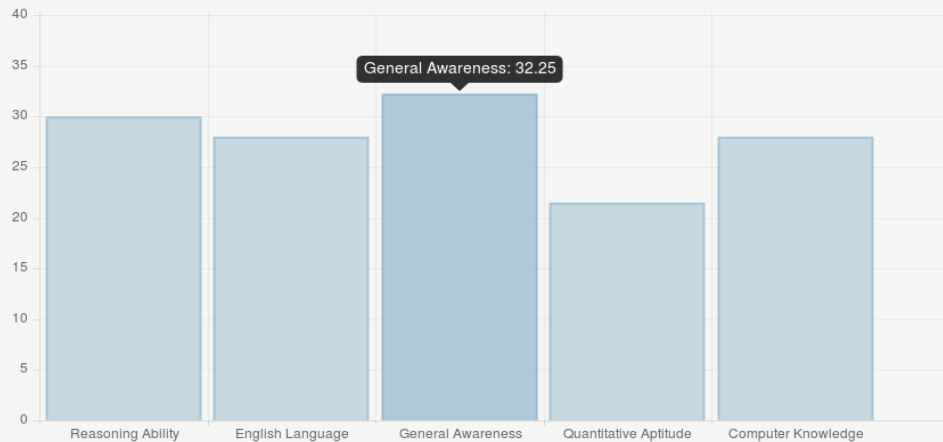
7

29

40

28

SECTION VS PERCENTAGE



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Build better products, not more features

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Thanks

Q&A