

**mobilab.**

designing &  
developing for  
mobile

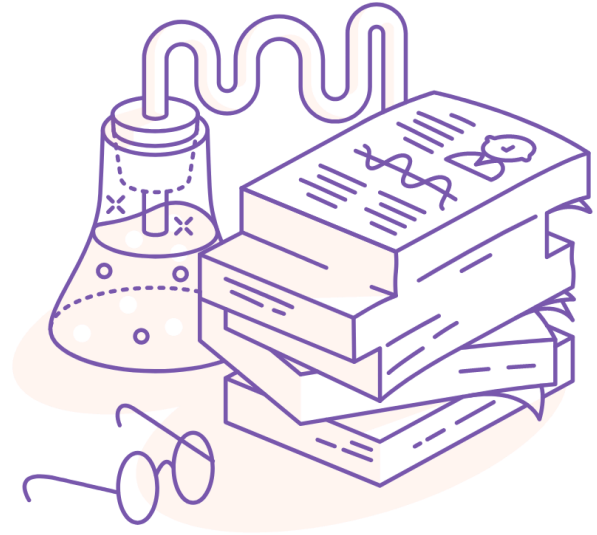
# Design at Hackathons

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Laphack, 10/2018

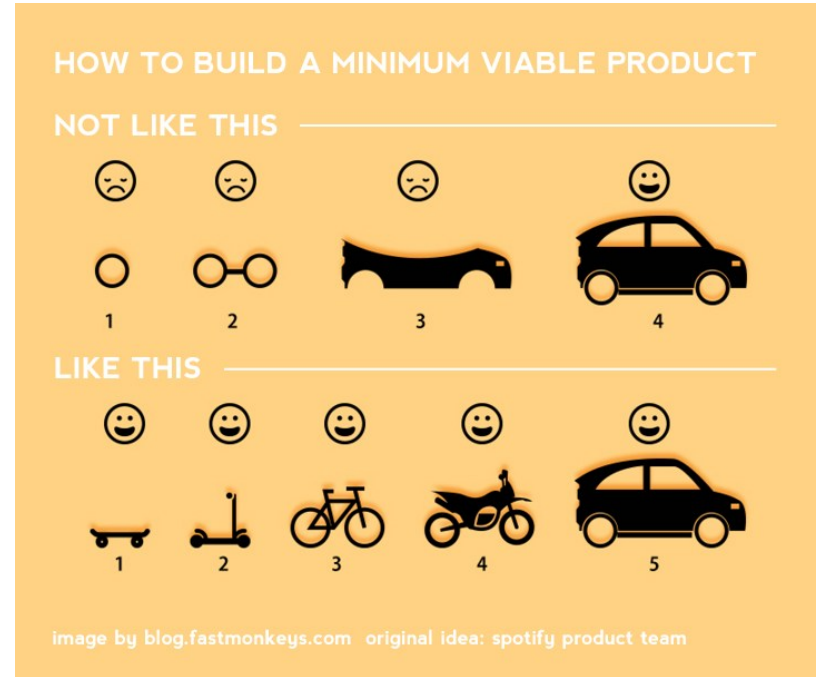
## about.

- This is a guide for you and your team to create a pr
- Quick wins for halfway decent design.
- Overview of tools and practices for good UX/UI



# The mvp.

- “Simple” is good, “incomplete” is not.
- Create a product that’s minimal but showcases a user flow and let’s you test the viability of the product idea.
- **Validate the idea, validate the solution - no idea is new, a better solution can make your product more successful**

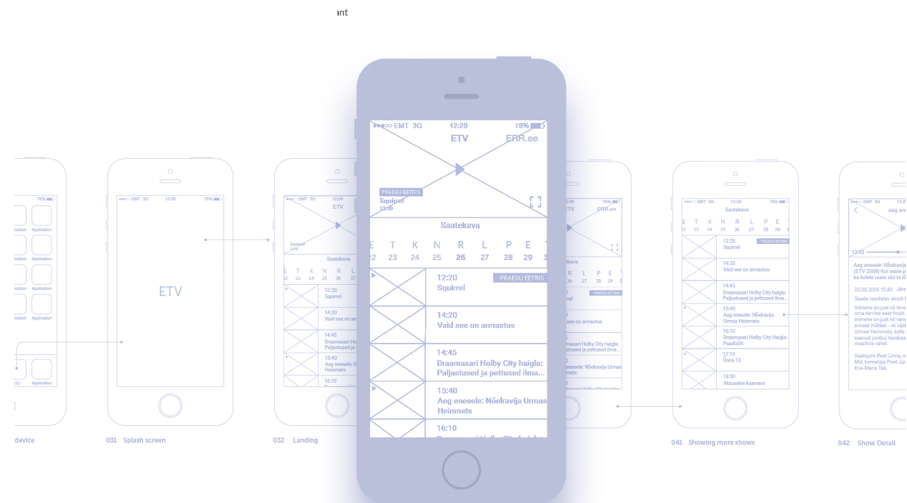


# design process.

- Usually the **1<sup>st</sup> step of any development process**
- **Personas:** To whom is your product? What are the pain points you're solving?
- **Stories:** Functionality - when and how will your product be used?
- **Research:** Value & Uniqueness - has your product already been made? What value will it bring to the users?
- **Wireframes:** UI flows, clickable prototype - before going further, understand if your users understand your product.
- **Brand:** HiFi mockups or prototype - be memorable to the users and the judges.
- **Assets:** Engineering - elements from design you can add to development (buttons, illustrations etc)
- **Design can make or break your product. Always test design before putting in the effort of developing the product.**
- **Good UX will allow you to make valuable business choices.**

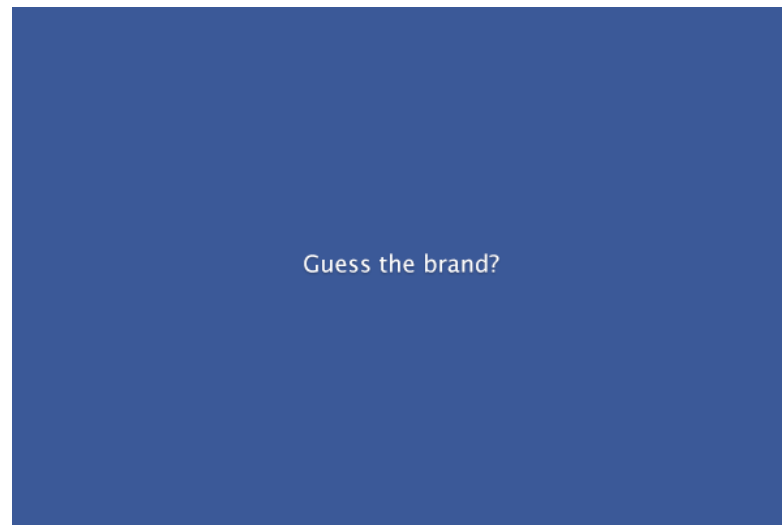
# UX fail-safes.

- User > Ego
- Prototype + test, Build + test
- Accessibility matters
- user flow patterns - <http://uxarchive.com/>
- Keep sentences under 15 words per sentence.
- The less clicks the user needs to make to meet a goal, the better.



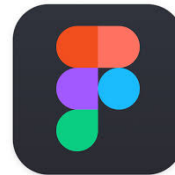
# UI fail-safes.

- 2-3 fonts or one font 3 weights (safe bet)
- Sans serif (web)
- Spacing & Air (1/3 of air between content elements)
- Color combinations that really match ([paletton.com](https://paletton.com))
- Color theory - different colors evoke different emotions.
- Readability - make text readable
- Use a good template - you won't have much time so a good template will let you get more done. Don't create stuff from scratch
- Mimic but change - use a template for design but make it **yours**
- **Test the visuals with users - learn what reaction it evokes.**



# tools.

- Pen & paper - **the fastest way to test and iterate**
- Figma - web
- Adobe XD – Mac & PC
- Sketch (+ Invision + Zeplin) - Mac



## resources.

- **inspiration (UI/UX)**

Dribbble,  
Behance,  
Pinterest,  
Muzli,  
Awwwards

- **Images**

Unsplash  
Pexels  
The Stocks  
FindA.Photo

- **icons**

Flaticon.com  
Material Icons  
Fontawesome  
The Noun Project  
Iconfinder

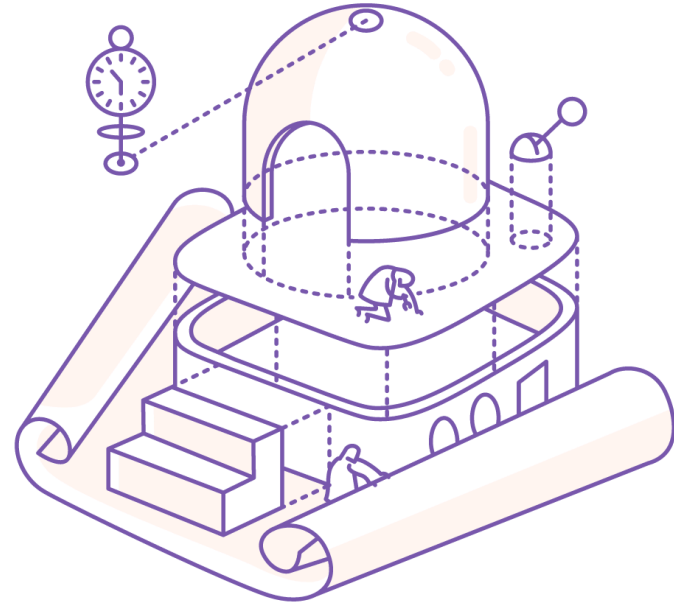
- **colors**

Paletton.com  
lolcolors.com  
Adobe Kuler  
colorhunt.com



# take-aways.

- Don't build from scratch
- Keep the user in mind & test
- You don't need to be a designer to facilitate good UX



# For Judges

- Good UX - does the product seem easily usable? Have the teams thought about the end user? Does the UI “make sense”? Is there an onboarding for more complicated systems?
- Good UI - the visual should match the product, should look pleasing.

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thanks

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