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# **Individual Project: UI Design Standards & Storyboard**

## **List: 5 UI Design Standards and Describe Them**

#### 1. Content Format

 Create content layouts that fit a user's screen/device. This is akin to responsive design in web development. There should be no need to zoom in or out of a window so that the content is readable.

#### 2. Hit-Targets

• For touch responsive UI's there should be easily selectable buttons and links. According to Apple controls should measure at least 44 x 44 "points" to make it easy for a user to select something on-screen.

#### 3. Proper Text Size

 Having the appropriate text size can really make or break the readability of an application, especially on mobile devices. Having to increase or sometimes even decrease a font size to read content comfortable should not be necessary.

#### 4. Proper Contrast

 There should be proper amounts of contrast between a screen background and the text displayed on it. Also, app creators should be familiar with and eliminate issues for color blind users.

#### 5. Organization

 Easy to navigate layouts as well as menu systems that are customizable can help alleviate many issues with UI's. There needs to be enough space (white-space or nonwhite space) to allow everything to be easily recognizable and readable without seeming cluttered or sparse.

### **Description: UI Storyboarding**

In this instance UX/UI storyboarding is the process of laying out and creating a representation of an application's flow. This involves detailing what a user can do to navigate and use an application. The way a storyboard does this is by creating a string of actions that detail how a

user would interface with the application and its components from start to finish. Mock-ups of the user interface and the actions available to the user are explained by using an in-line picture-by-picture model that creates a "storyline" of how the application flows from a user's standpoint.

## **Description: Importance of UI Storyboarding**

The importance of storyboarding is immense. The process of creating a storyboard will only benefit an applications creators and users, and there is in my opinion, no downside at all to creating UI storyboards.

When an application is being created it is usually known inside and out by the creators, this means that everything makes sense to them personally and can easily be overlooked by an applications user or even the application creators other team members.

To overcome this issue of users not knowing how to access features or use an application appropriately, the storyboard is created. This is then looked at by a team of employees that are working on the application, this team then makes assumptions as to what a typical user would have to do to navigate the application and be productive. In this environment there is input from multiple people that could all assume an action is done differently than intended. The use of the storyboard helps iron out these assumptions and narrows the correct use path to be presented to the end-users. And finally, this in turn helps with eliminating or diminishing the complexity of an application and how to use it so that a user will not become frustrated with the application and shy away from it completely.

# **Sketch: UI Storyboard**



