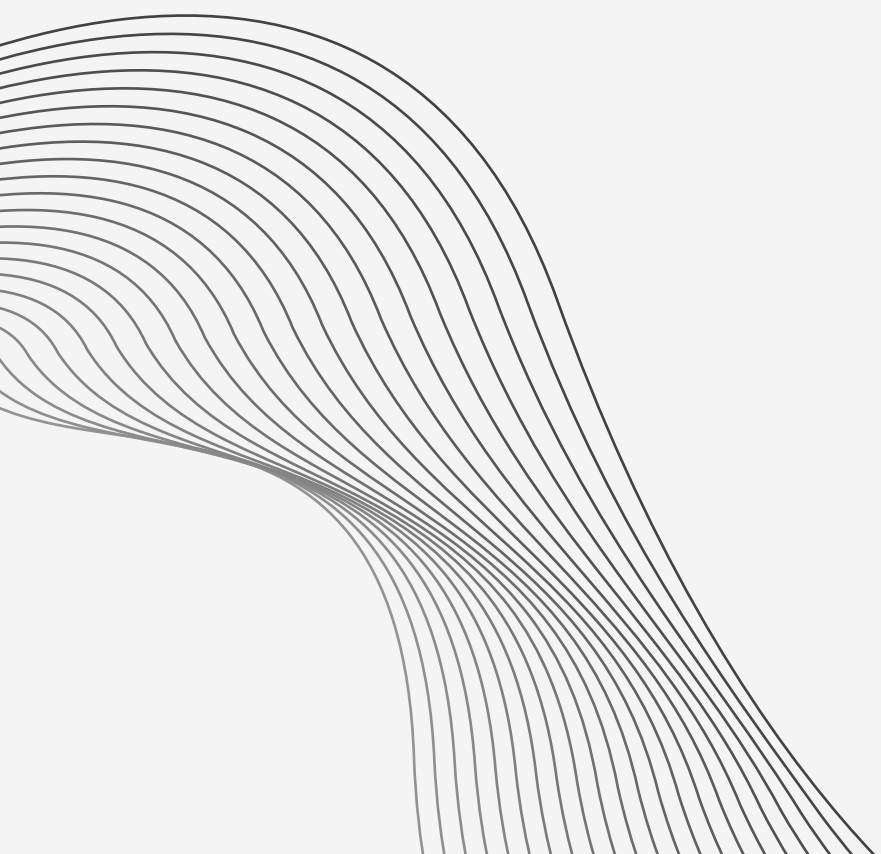BO'
PATT
ERN

Ui/UX design

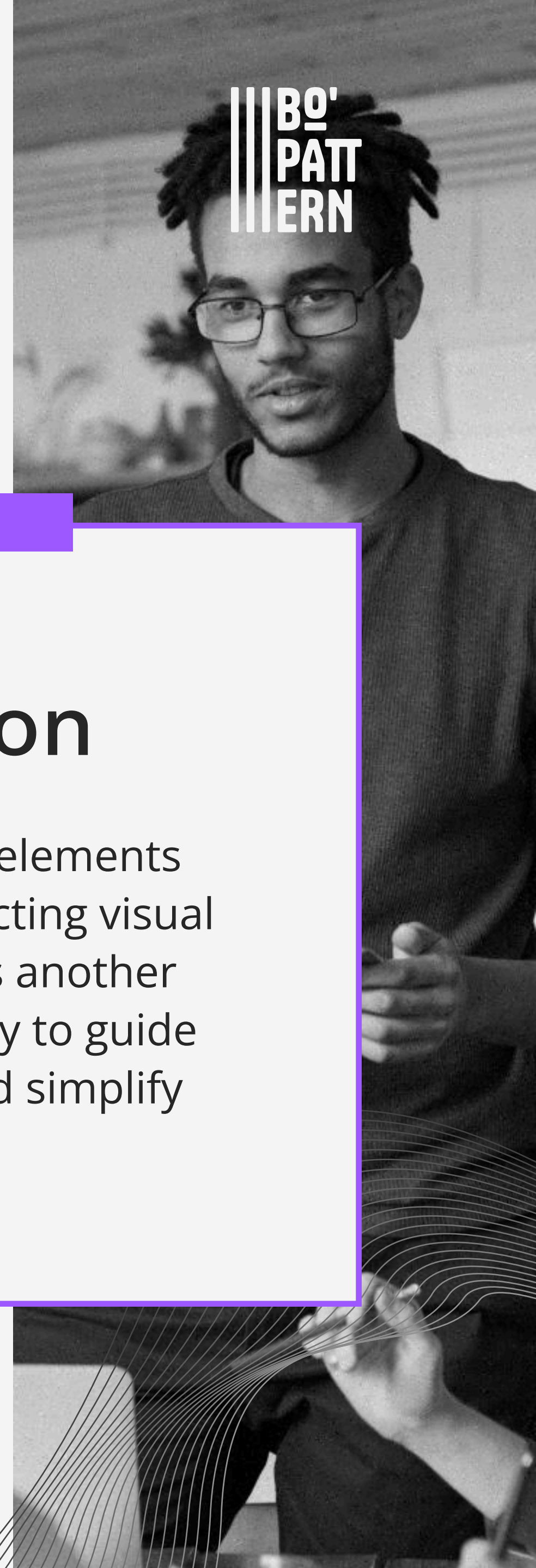# Colors and Signs

case study

Introduction

Identifying Information More Quickly

In a previous project, I had to find a method to help users visually understand and sort information as quickly as possible.

Three Ways to Quickly See Things

Color

The use of color is an excellent visual stimulus that allows for quick analysis of information.

Images

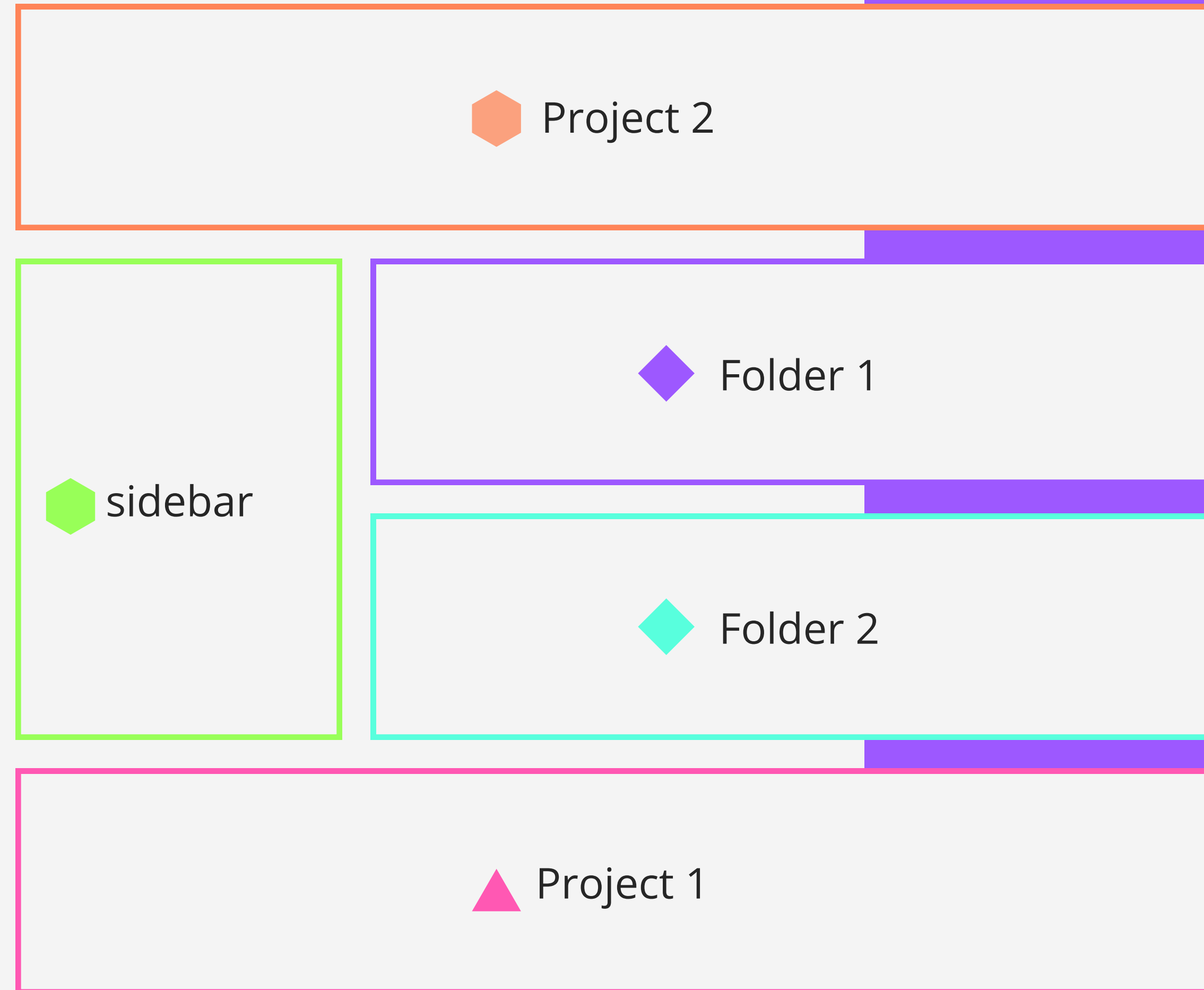Adding images or icons helps organize information and makes it easier to recognize.

Position

Positioning elements while respecting visual standards is another effective way to guide the user and simplify navigation.

Exemple

Distinctive Signs

Presenting a set of information with distinctive visual elements improves memory retention.

Project 2

Folder 1

sidebar

Folder 2

Project 1
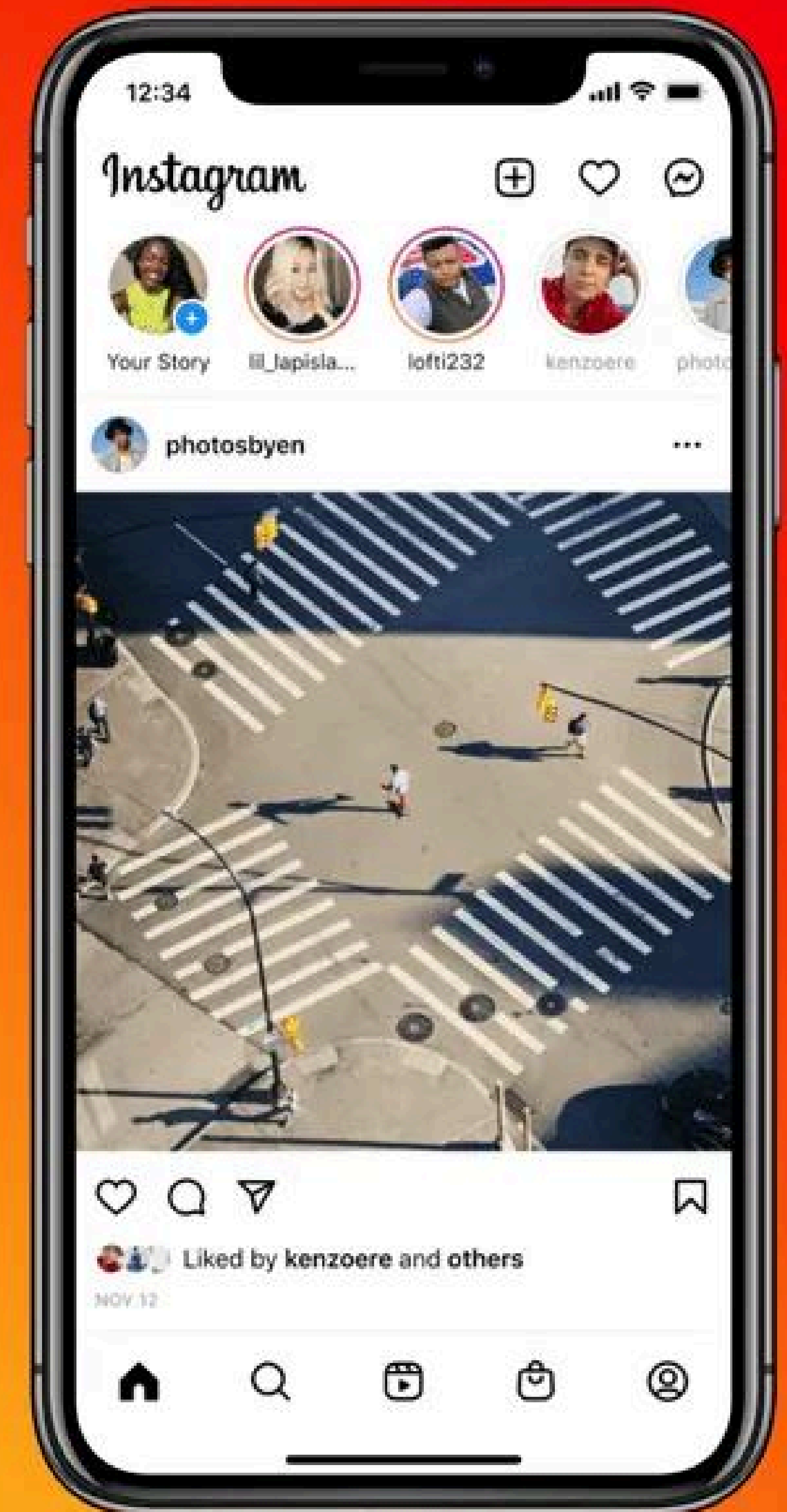
BO'
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Anything Else?

Muscle Memory

Exploiting muscle memory (repeated and instinctive actions) can make interactions faster and more natural. However, this can also be misused for unethical practices.

Dark patterns

Dark Patterns: When Design Deceives

Dark patterns are design manipulation techniques used to deceive or unfairly influence the user. For example, Instagram moved the "Reels" tab to replace it with a "Shop" button, a subtle manipulation tactic.

Some Examples of Dark Patterns

Bait and Switch

A technique where a function or button users expect in a certain location is replaced by something else.

Forced Action

The user is pushed to take an action they wouldn't have chosen voluntarily, such as visiting an online store.

Obfuscation

Modifying the location of a familiar element to disorient the user and lead them to click on another element.

Conclusion

The Good and the Bad

Well-designed UI can enhance navigation and organization of information, offering a smooth user experience. However, it can also be diverted to manipulate users for less ethical purposes.

The end

And that's it!

I hope you enjoyed and found this case study interesting. See you soon!

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