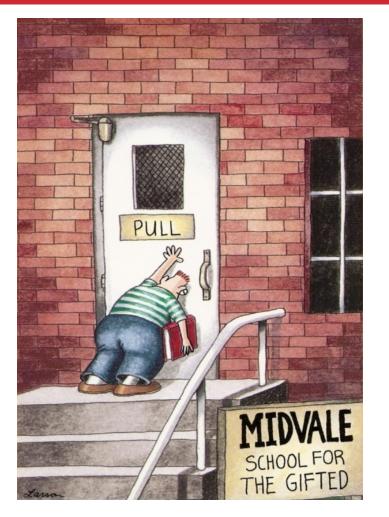


# **Future of UX/UI Innovation**

### Jason Chiu, Founder of Cherrypicks 16<sup>th</sup> February 2023

Photo: Headquarters of NetDragon, parent company of Cherrypicks (Fuzhou, Fujian Province)

ND



# Have you done that before?



### Norman door (n):

A door where design tells you to do the opposite of what they're supposed to do.



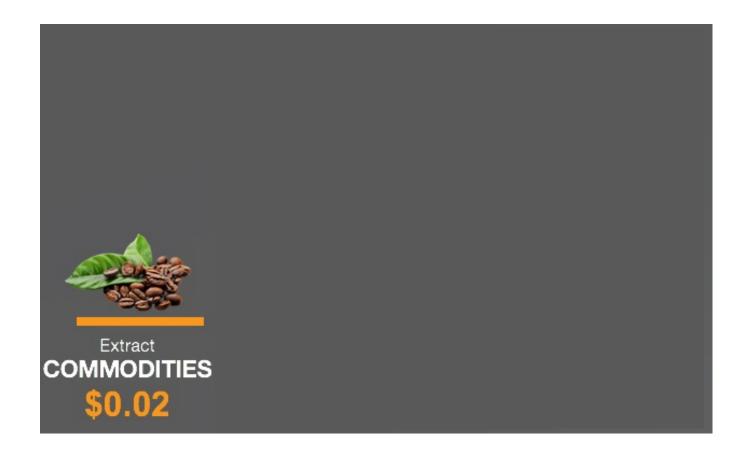


### Norman door (n):

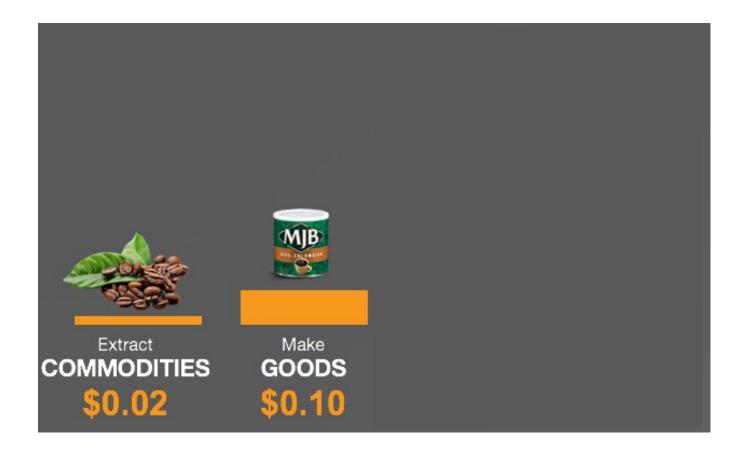
A door where design tells you to do the opposite of what they're supposed to do.

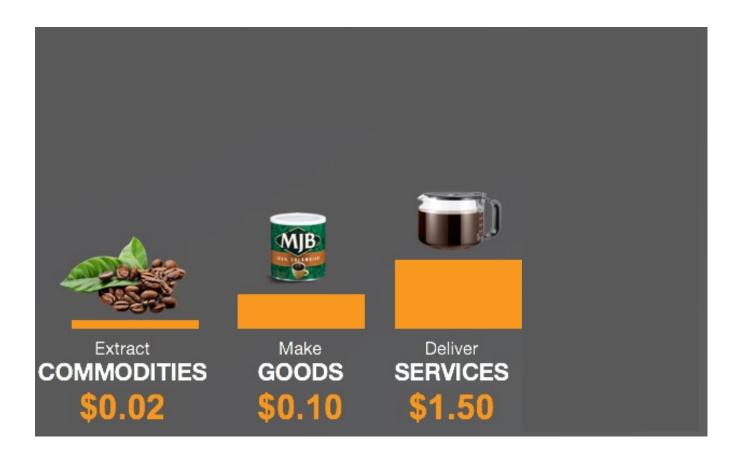














# UX vs UI





cherrypicks

創奇思

Source: Cherrypicks TEDFriday

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### UI is how it looks





# UI is a visual language and hierarchy that allows users to use and engage



### We're talking about User Experience



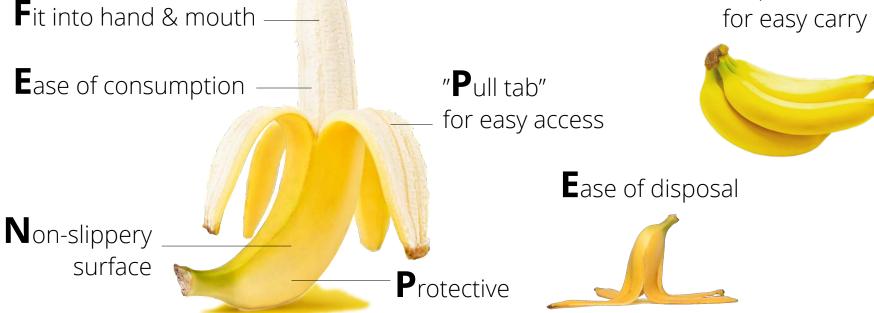


### UX is how it works and feels

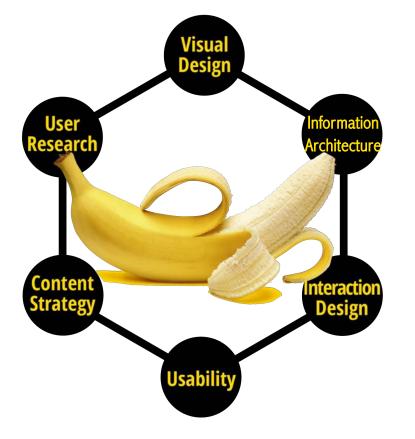


# Banana's UX Design

"**M**ultiple select" for easy carry



cherrypicks 創奇思

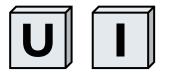


# Competences of UX





### UI is a subset of UX



### Cross-Device / Mobile-First / **Responsive and Adaptive**

### Smartphone



#### Tablet



#### Computer

FIND OUT WH

Books Man Booker prize

won by 'visionary' László

Texas Police beg for biker

gang truce but fear more

Economic espionage / Six

US over alleged plot

Chinese nationals charged in

Krasznahorkai

violence

BE 119 comments

**Rebellious flats and** 

cherrypicks

創奇思

jobs US edition -

= browse all sections

theguardian

NSA reform Senate set

restrictions in decades

whistleblower was fatalistic

Columbia Student carries

rape protest mattress to

Takata Air hag defect to

trigger largest auto recall in

to vote on first

Russia 'Poisoned'

over death threats

surveillance

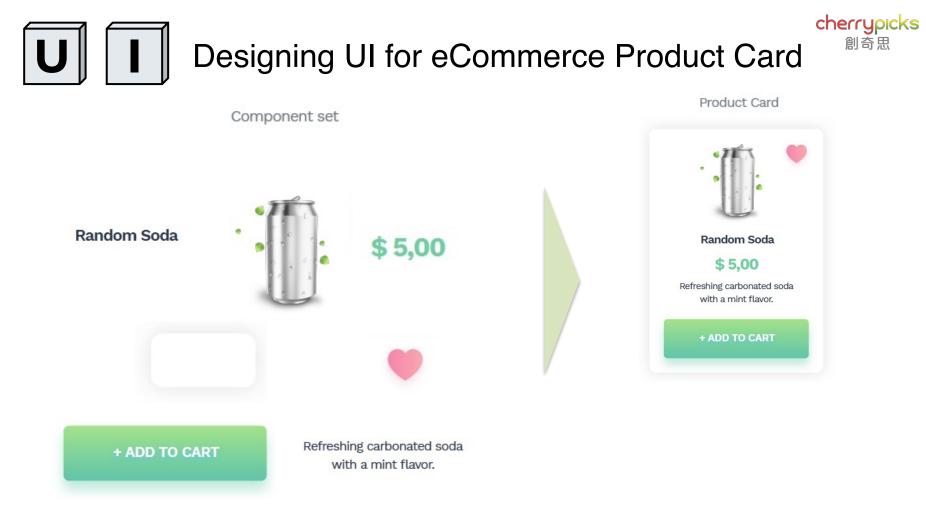
ill 18 comments

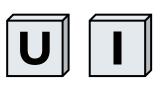
graduation

US history

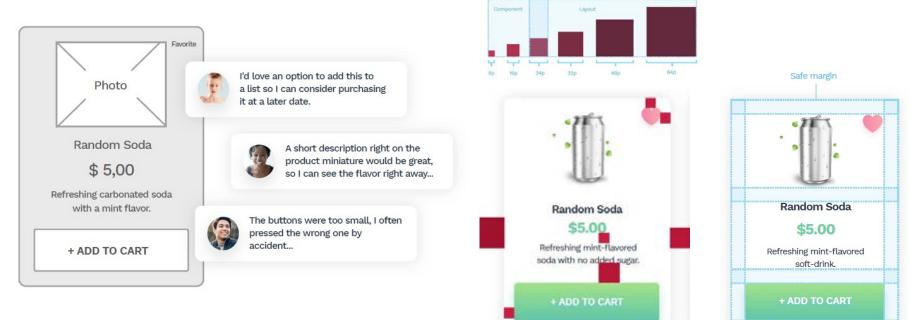
IBE 10 comment

et 29 comment





### Information Architecture, Typology, Layout, cherrypicks Grid, Colour, Style, Icon, Button, Space, Interaction, Animation, Scrollytelling...



A basic information architecture (wireframe) and user comments to implement.

### Material Design

#### Ultra-Minimalism

# · •

Random Soda **\$5.00** 

Refreshing minty taste soda with a hint of ginger.

+ ADD TO FAVORITES

+ ADD TO CART

### Dark Mode

Random Soda

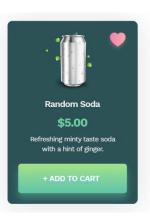
\$5.00

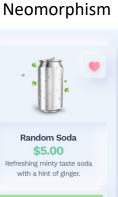
Refreshing minty taste soda

with a hint of ginger.

.

+ ADD TO CART





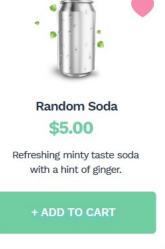
+ ADD TO CART



### Modern Design



# Flat Design

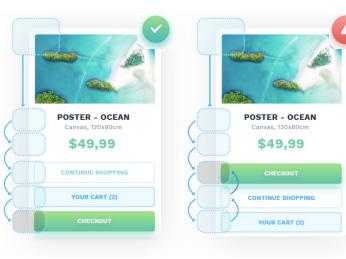


Source: Malewicz, Hype4

# **U F**- and Z-Pattern Eye-movements







#### **F-PATTERN**

The most popular across Europe and The US is the F-pattern. It shows that our eye follows the left edge of the content, and jumps to the right through photos and headings only.

#### **Z-PATTERN**

Z-pattern happens when a large photo or video breaks an F-pattern. We jump back to the left diagonally, right through that element.





#### Source: Malewicz, Hype4



# U I Psychology and Culture

Harvest Warmth Affordable Practicalit Comfort Stability

8

Earth

WESTERN Culture

FAR EASTERN Culture

Feminine

Healing Relaxation

**INDIAN** Culture

Sports Strength

MIDDLE EASTERN Culture

Mourning

Heaven

Hope

Hope Harvest Virtue

Strengt Fertility Hope Royalty Spirituality Wealth

Privilege Spirituality

Sorrow Comfort Nobility

0

Wealth Virtue Royalty Danger

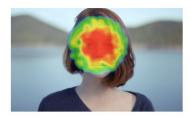
Prosperit

Good Fortun

Beauty Wealth Power

Danger Caution Evil



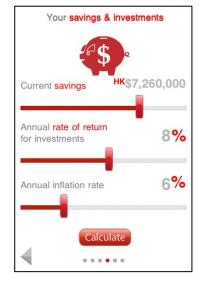


Users follow what person in the picture is looking at

Cultural meaning of colours; and Colour contrast affects accessibility

x / Gold	Overseas Indexes		ISI / H	
US Market			Edit	
DJIA	10,573.68	+1.66	0.02%	
NASDAQ	2,301.09	-7,62	-0.33%	
S&P 500	1,137.14	+0.62	0.05%	
Global Marke	ts		Edit	
Nikkei	10,573.68	+1.66	0.02%	
FTSE 100	10,573.68	+1.66	0.02%	
TAIWAN	10,573.68	+1.66	0.02%	
Singapore	10.573.68	+1.66	0.02%	

#### Stock: Red/Green for Up/Down



Symbolism: the piggy bank icon

8

ntimidatio

Death Mourning

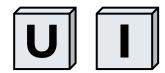
Health

Prosperity

Darkness Negativity

Mystery Mourning Rebirth





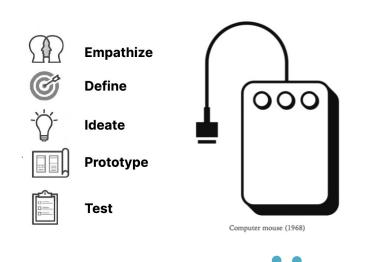
# User Interface is like a joke. If you have to explain it, it's not that good.



#### **Design Thinking**

It's an iterative process which encourages the user to solve complex problems with an allencompassing solution.

Macintosh released Apple's first PC with a graphical user interface, a built-in screen, and a mouse. 1974: First consumer grade Polaroid Instant Camera SX-70, Edwin Land







Source: Pepper Square; Cliff Kuang, User Friendly; Cherrypicks Analysis Cherrypicks. All rights reserved.



Don Norman writes in his 1988 book **The Psychology of Everyday Things**, "Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible."





### **User Experience**



### Inventor of UX

The term UX was coined by cognitive scientist Don Norman in the early 1990s while he was working as a Vice President of the Advanced Technology Group at Apple Inc.

- Donald Arthur Norman

- 1984: Macintosh, Apple
- 1990s: Persona Primary Research
- 1994: QR code, Denso Wave Japan
- 1997: One-Click Purchase, Amazon
- 1997: Search Page + Page Rank, Google
- 1999: Emoji, NTT Docomo Japan

Source: Pepper Square; Cliff Kuang, User Friendly; Cherrypicks Analysis Cherrypicks. All rights reserved.



2000's

Teenagers discovered the only way to stay "cool" was fidgeting around with the iPod click-wheel till they landed on The Calling's "Wherever You Will Go."

#### It was a time of great UI, even better UX, and incredible music.



# facebook 1 Hacker Way

### 2001/3/7/8: iPod, iTunes Store, iPhone, App Store, Apple

- 2009: Like Button, Facebook
- 2010: Wechat/Weixin, Tencent
- 2013: Google Glass, Google
- 2014: ALEXA, Amazon
- 2014: Model S Autopilot, Tesla
- 2016: Instagram Stories
- 2016: Unmanned Store, R.Ilijason, Sweden

2010's

A big leap to 2018 brings us to how the full potential of UX design was finally being realized. Words like diversity, inclusivity, sustainability, and responsible design weren't just buzz words anymore.



Source: Pepper Square; Cliff Kuang, User Friendly; Cherrypicks Analysis Cherrypicks. All rights reserved.

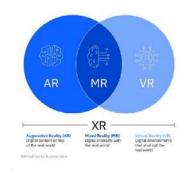


### 2020s

You're getting pulled into the allure of the Metaverse. In that case, you'll also be pleased to know that Speechly, a speech recognition technology startup released a tool to add voice interfaces to Unity—the virtual and augmented reality platform.



It's a shape-shifting phenomenon that looks different every day. The focus now is on personalized and localized user experience with a heavy dose of augmented reality, artificial intelligence, data visualization, 3D elements, and responsive designs

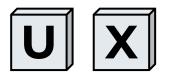


### 🕲 OpenAI





Source: Pepper Square; Cliff Kuang, User Friendly; Cherrypicks Analysis Cherrypicks. All rights reserved.



**By Exploration** 

Open Up

24.03.2019

# Personalisation with AI and Big Data

By Location & Time 9:30 AM 23 March 2018

**Q** Tsim Sha Tsui



打開





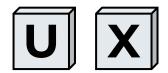
i, An Xinyu, Chei Buy Now



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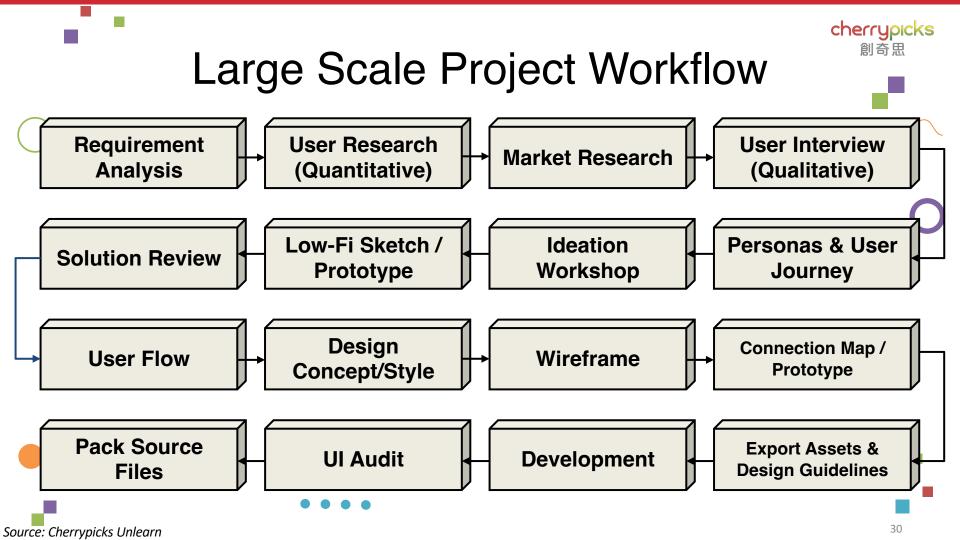
cherrypicks

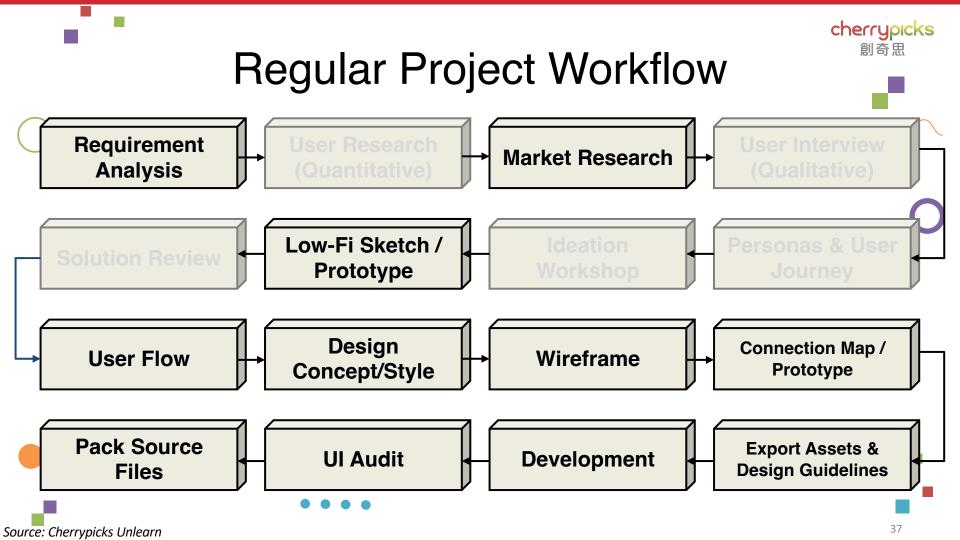
創奇思

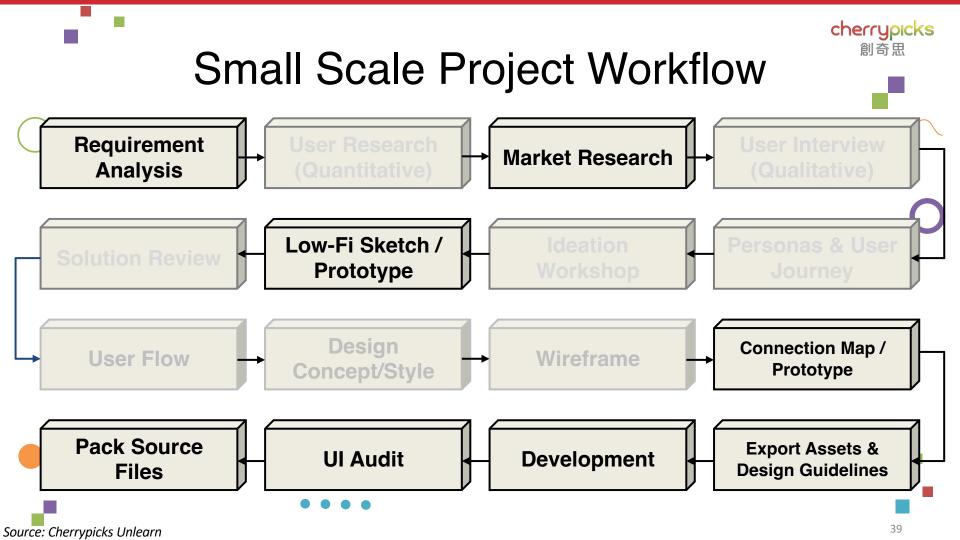




# UX Truth: Don't Make Me Think (Frictionless, Effortless)

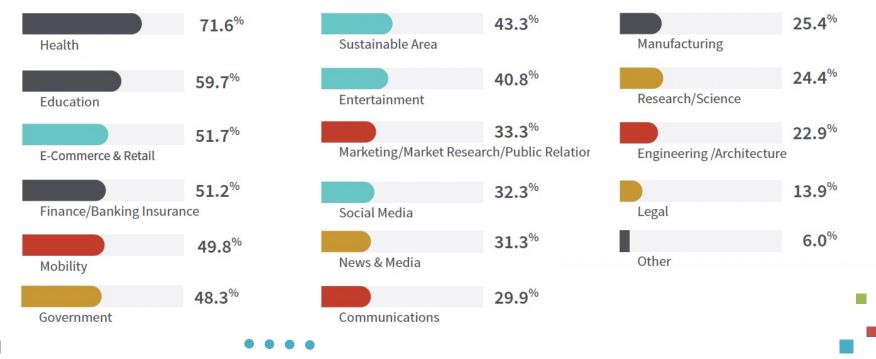






# Which Industries will be seeking for "Experience Design" Support in the coming years?

1282 responses



Source: UX Trend Report 2022 – youspi consulting; World Usability Congress 2022



### Thank you

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