

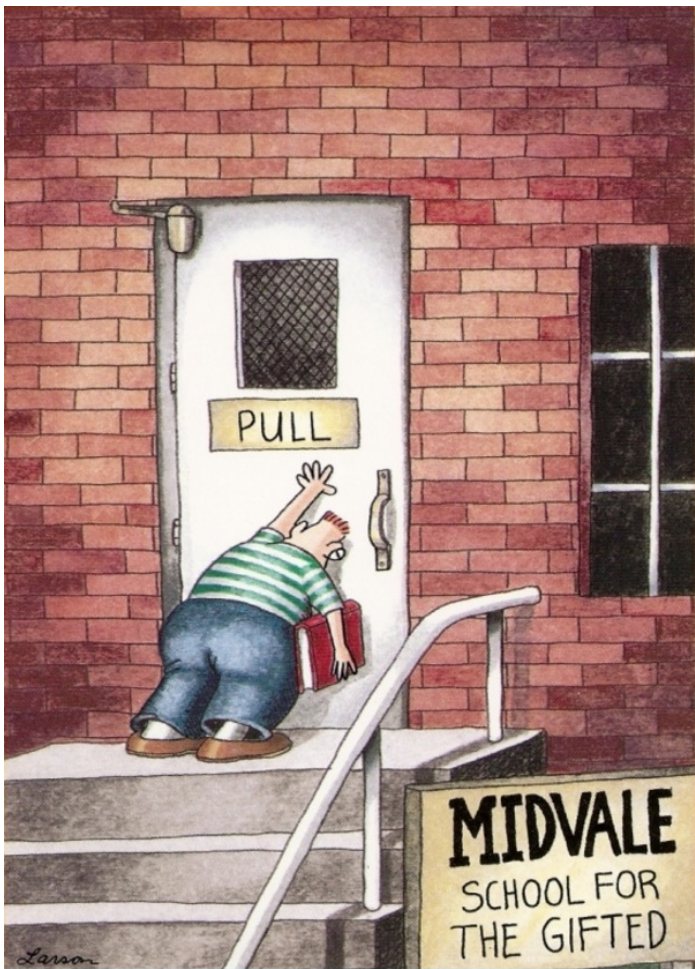
# Future of UX/UI Innovation

Jason Chiu, Founder of Cherrypicks

16<sup>th</sup> February 2023

cherrypicks  
創奇思





Have you  
done that  
before?





Don Norman

## Norman door (n):

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





Don Norman

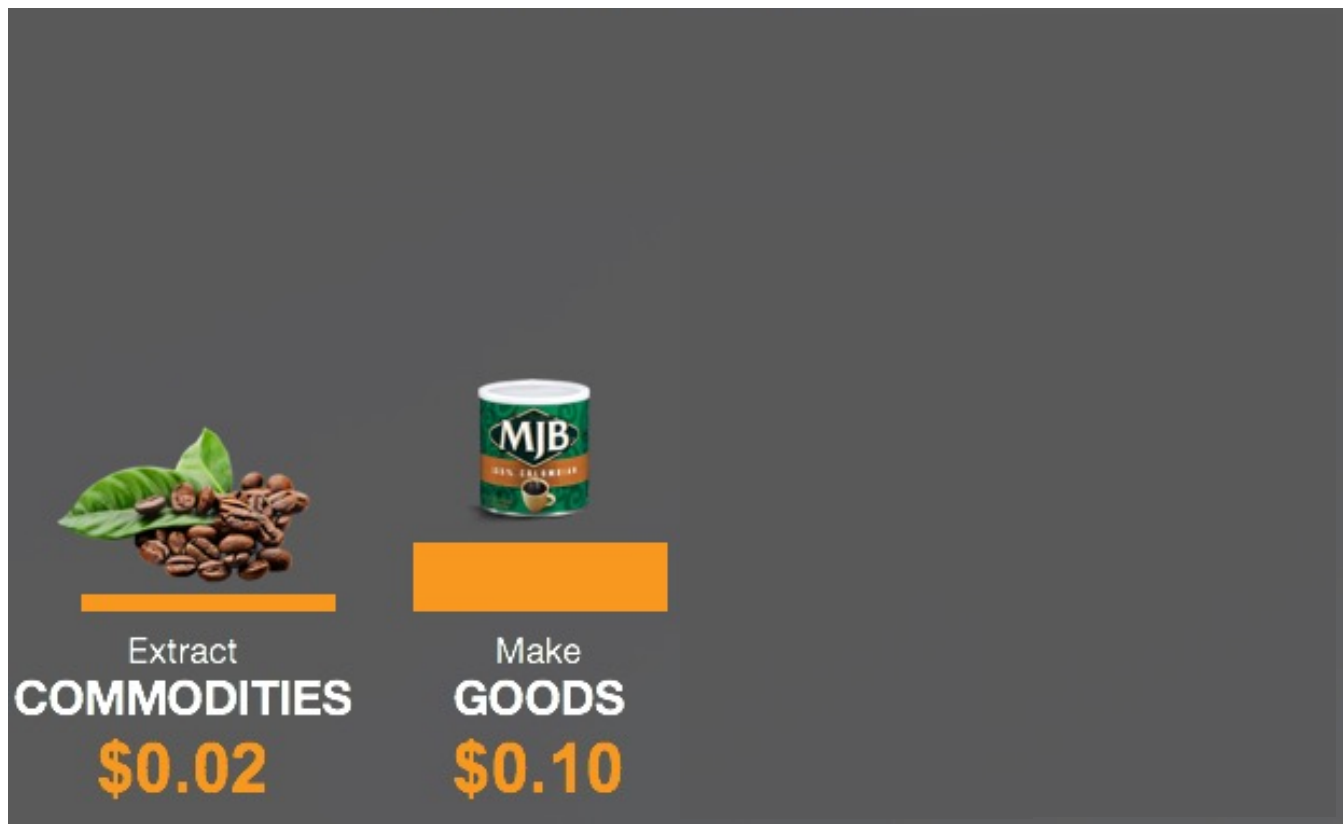
## Norman door (n):

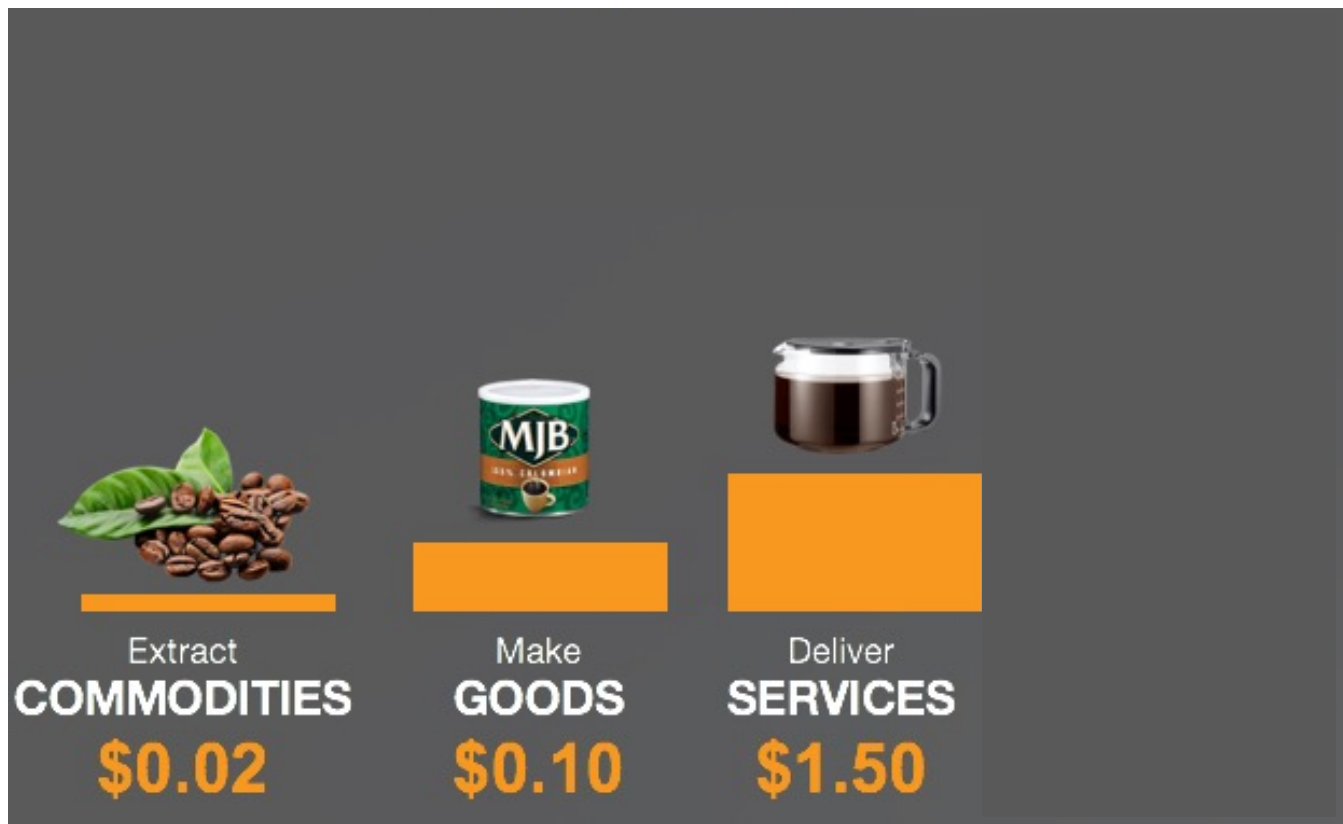
*A door where design tells you to do the opposite of what they're supposed to do.*





Extract  
**COMMODITIES**  
**\$0.02**





# THE EXPERIENCE ECONOMY



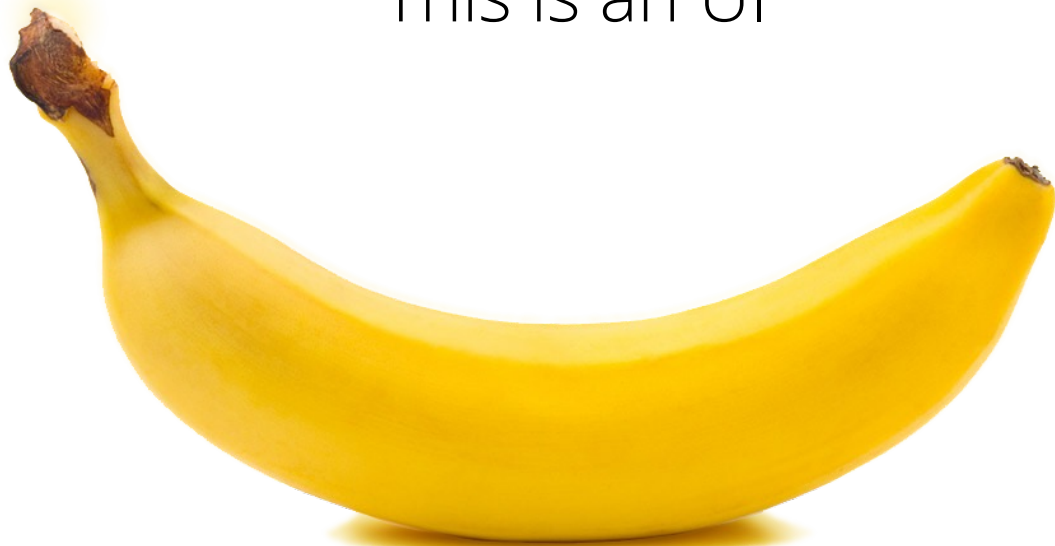


# UX vs UI



# A Banana Peel

—— This is an UI ——



UI is how it looks

# Ripeness



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

# They All Look Awesome

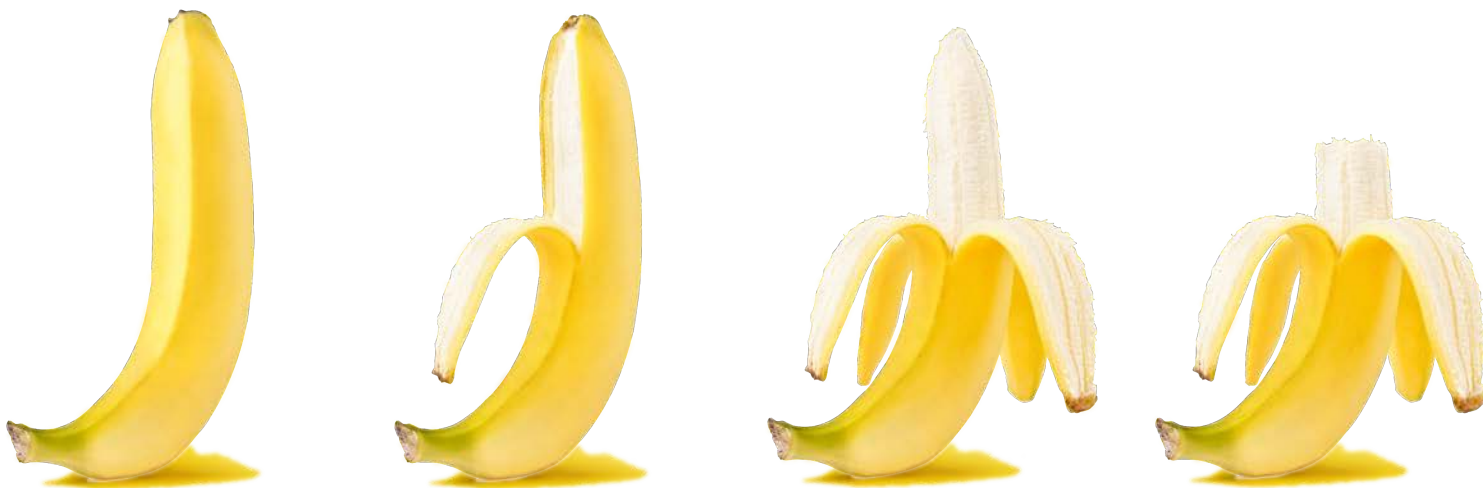
—— BUT...Why Banana? ——



We're talking about User Experience

# Peel A Banana ~~Peel~~

—— This is an UX ——



UX is how it works and feels



# Banana's UX Design

**F**it into hand & mouth —

**E**ase of consumption —

**N**on-slippery  
surface —

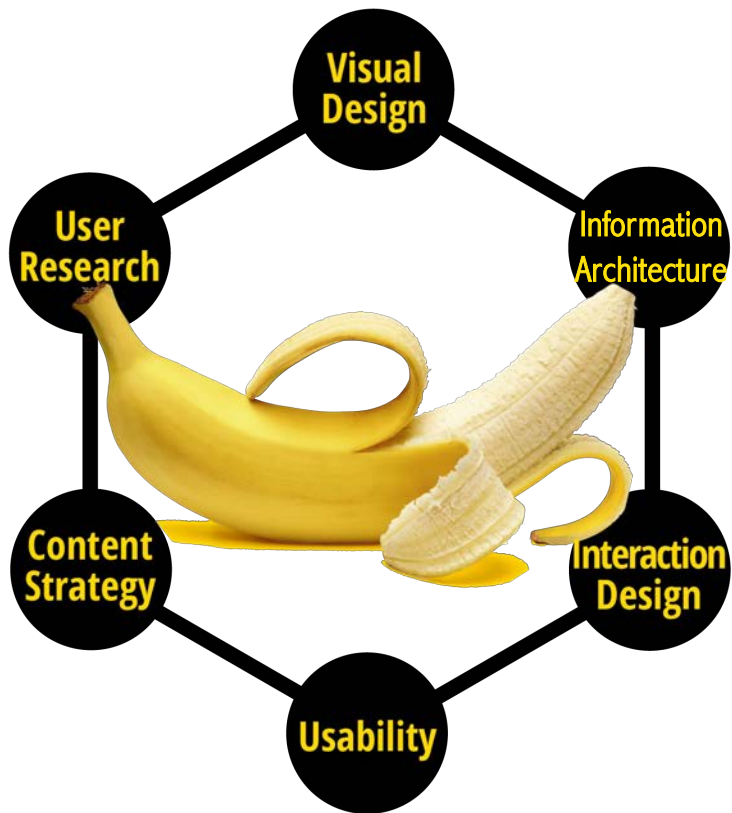
**"P**ull tab"  
for easy access

**P**rotective

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

**E**ase of disposal





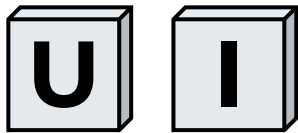
# Competences of UX

# UX

Brings a solution



UI is a subset of UX

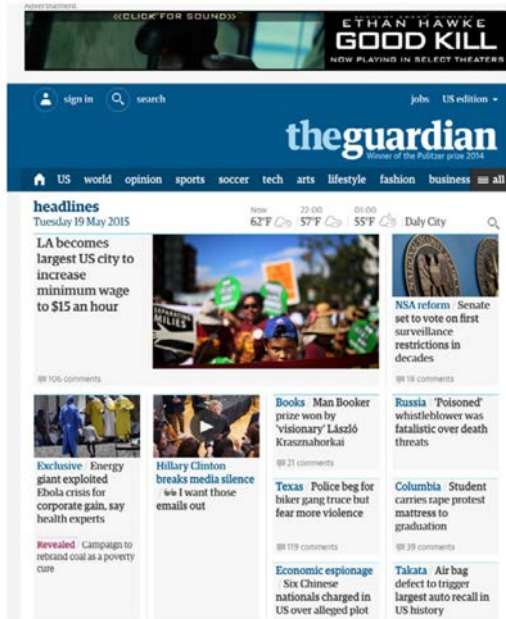


# Cross-Device / Mobile-First / Responsive and Adaptive

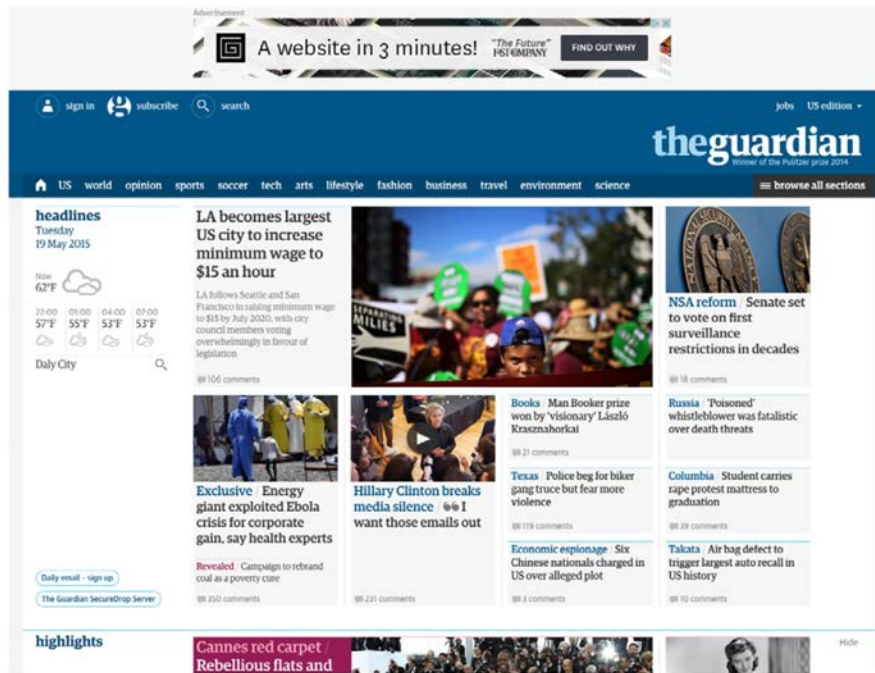
Smartphone

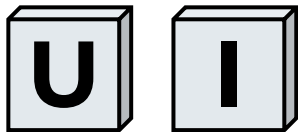


Tablet



Computer





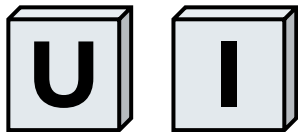
# Designing UI for eCommerce Product Card

Component set

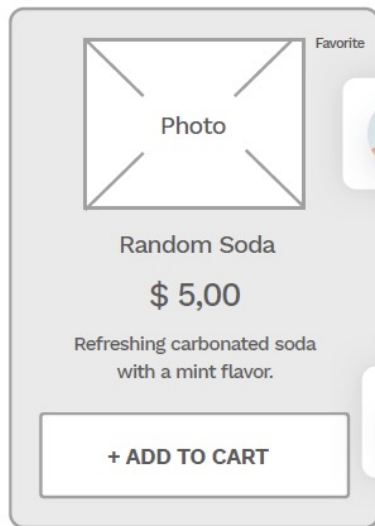
Product Card







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



I'd love an option to add this to a list so I can consider purchasing it at a later date.

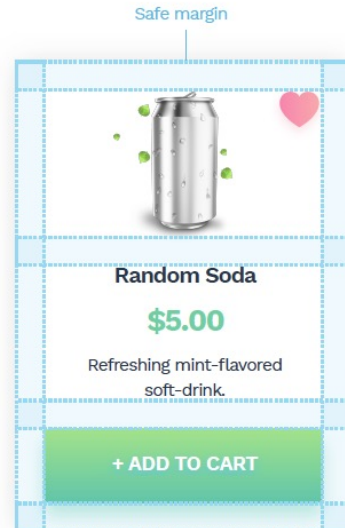
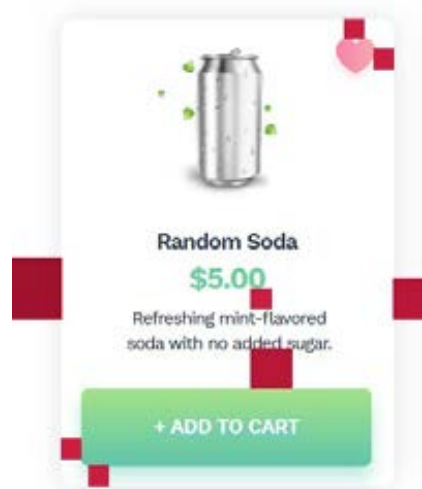
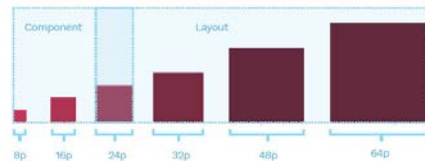


A short description right on the product miniature would be great, so I can see the flavor right away...

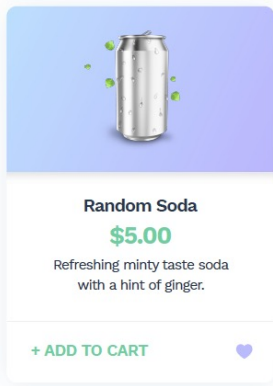


The buttons were too small, I often pressed the wrong one by accident...

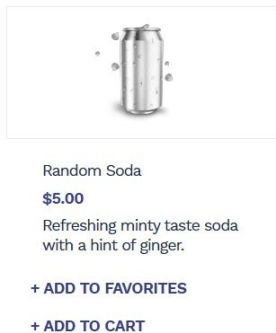
A basic information architecture (wireframe) and user comments to implement.



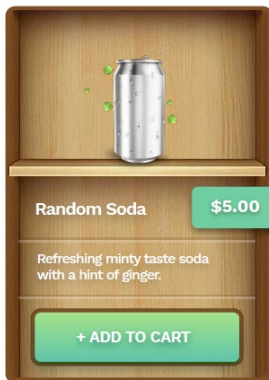
## Material Design



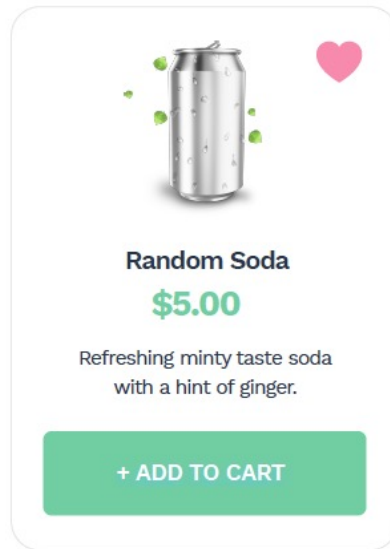
## Ultra-Minimalism



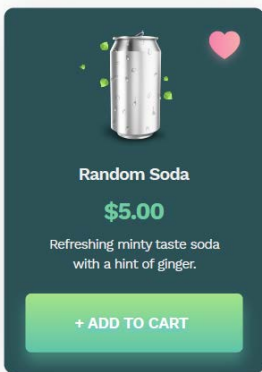
## Skeuomorphism



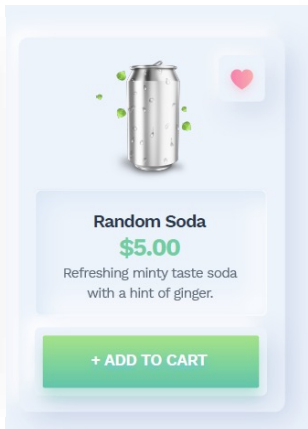
## Flat Design



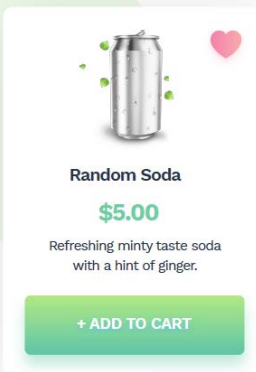
## Dark Mode

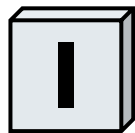


## Neomorphism

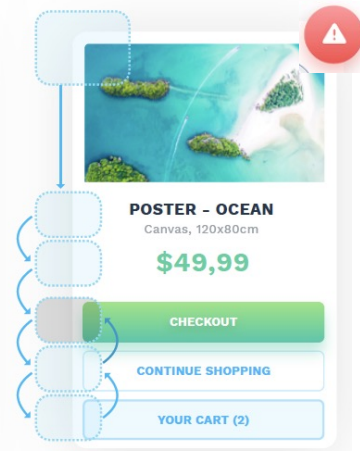
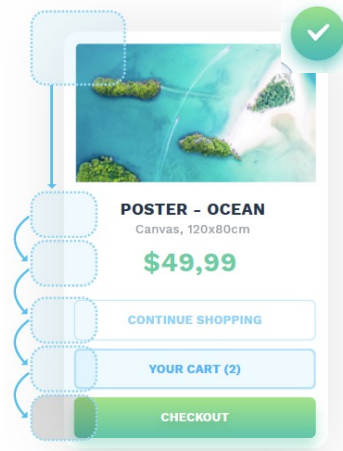


## Modern Design





# F- and Z-Pattern Eye-movements

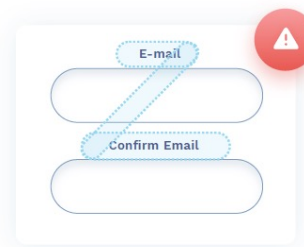
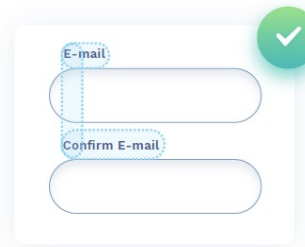


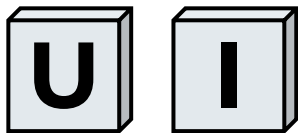
## F-PATTERN

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.

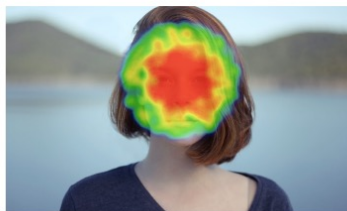
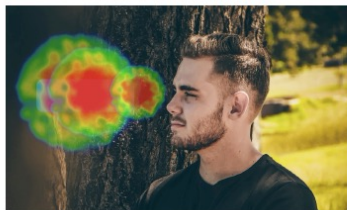
## Z-PATTERN

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





# Psychology and Culture



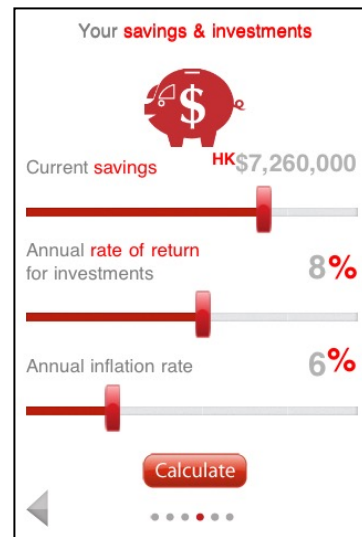
Users follow what person in the picture is looking at



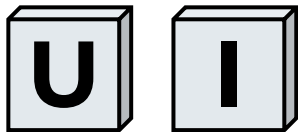
Cultural meaning of colours; and Colour contrast affects accessibility



Stock: Red/Green for Up/Down



Symbolism: the piggy bank icon



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





60's

70's

### Design Thinking

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



**Empathize**



**Define**



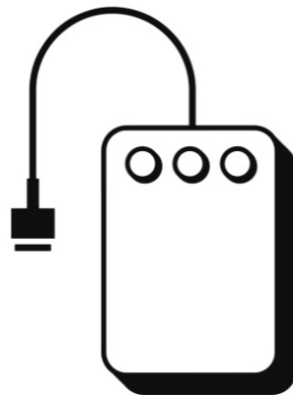
**Ideate**



**Prototype**



**Test**



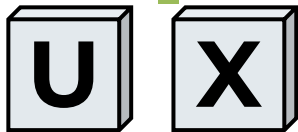
Computer mouse (1968)

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





80's

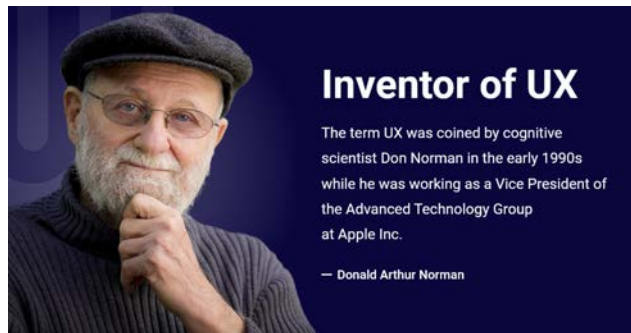
90's

## User Experience

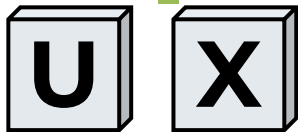
Don Norman writes in his 1988 book **The Psychology of Everyday Things**, "Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible."



Apple Macintosh (1984)



- 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



2000's

2010'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."

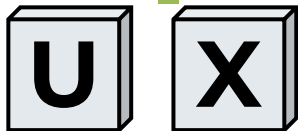
**It was a time of great UI, even better UX, and incredible music.**



- 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

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.



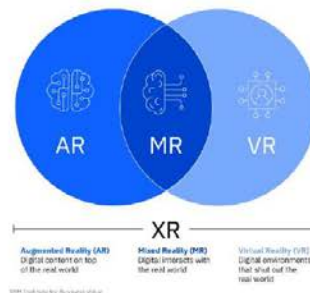


## 2020s

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 start-up 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

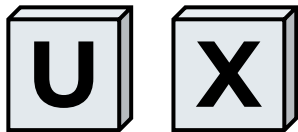


OpenAI



DALL-E-2





# Personalisation with AI and Big Data

## By Exploration



## By Tickets Purchased (Logged-in Users)

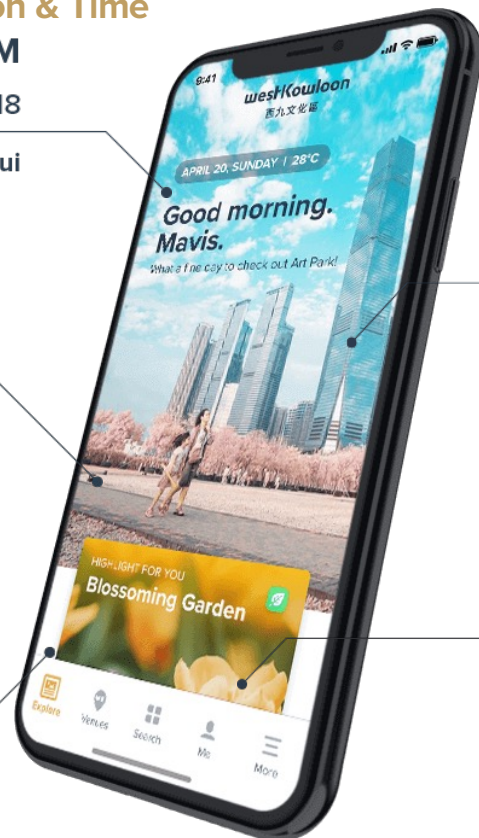


## By Location & Time

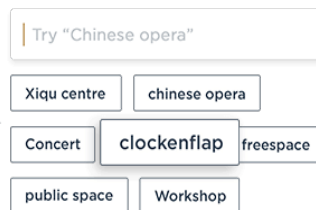
9:30 AM

23 March 2018

Tsim Sha Tsui



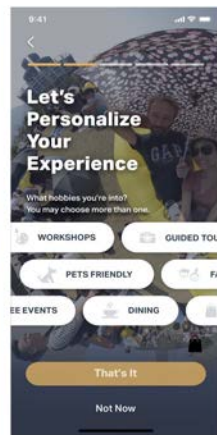
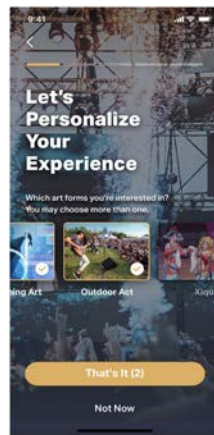
## By Search



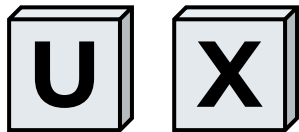
## By Preferences (Logged-in Users)



westKowloon  
西九文化區

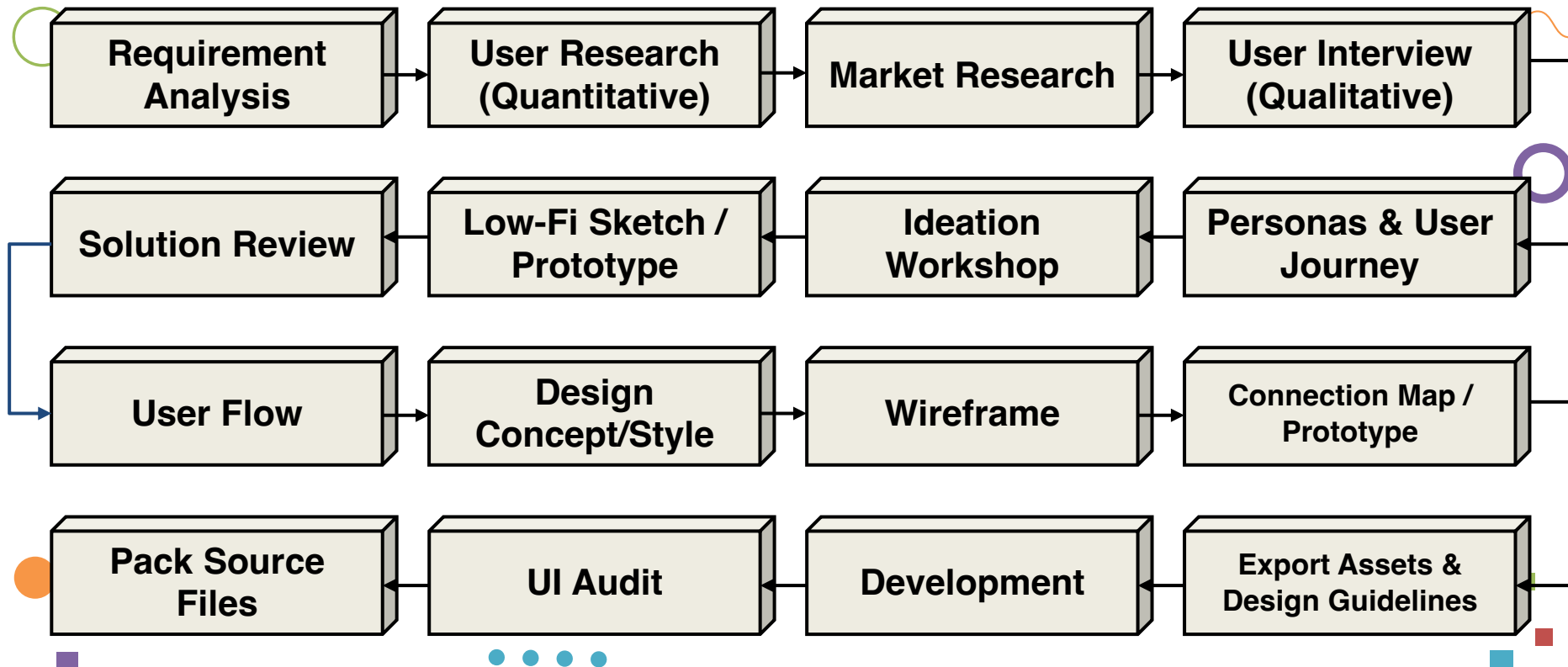




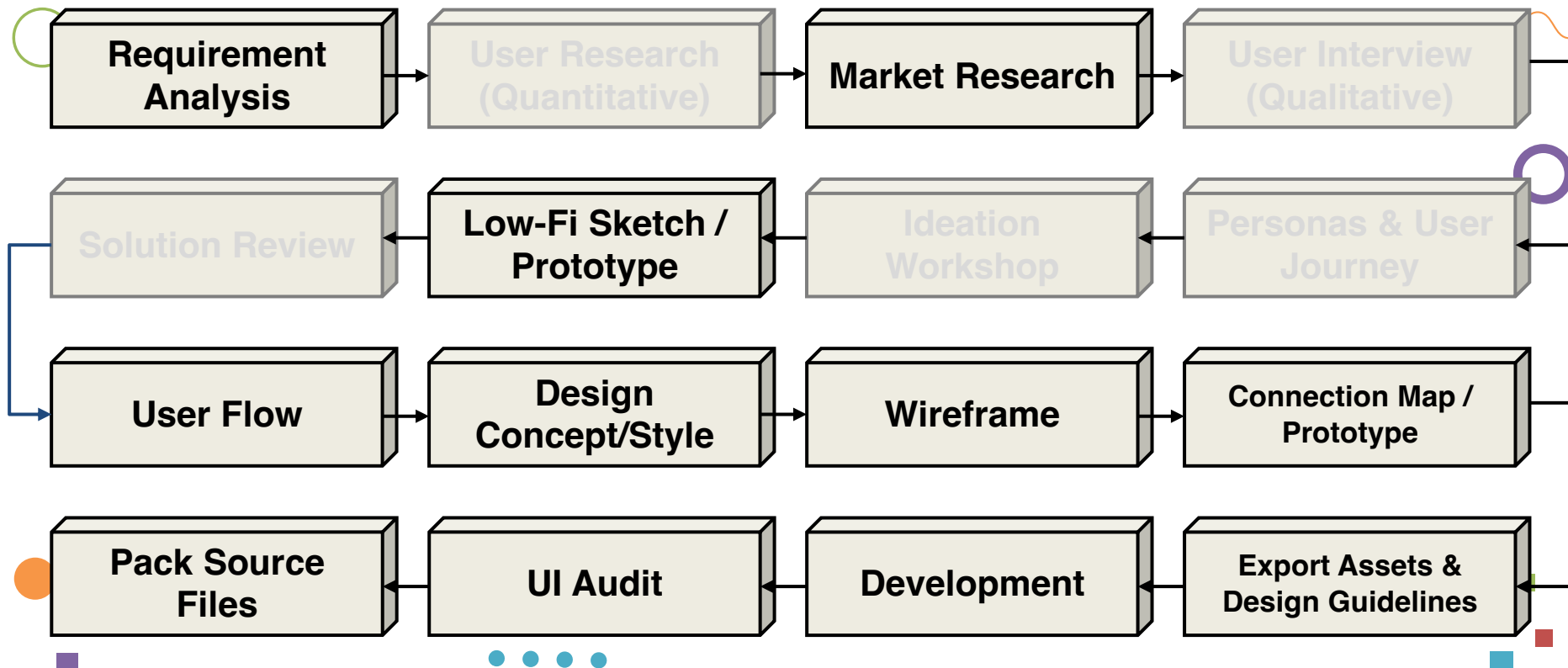


*UX Truth:  
Don't Make Me Think  
(Frictionless, Effortless)*

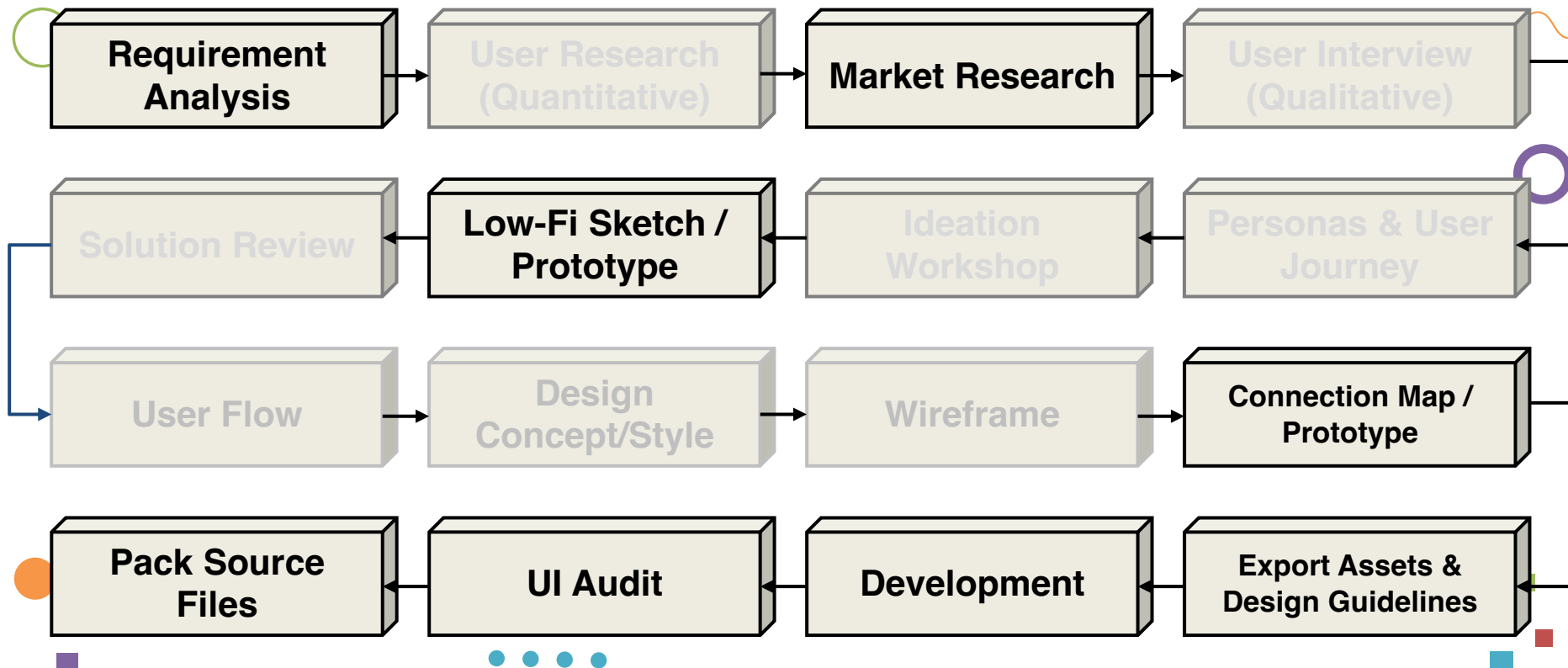
# Large Scale Project Workflow



# Regular Project Workflow

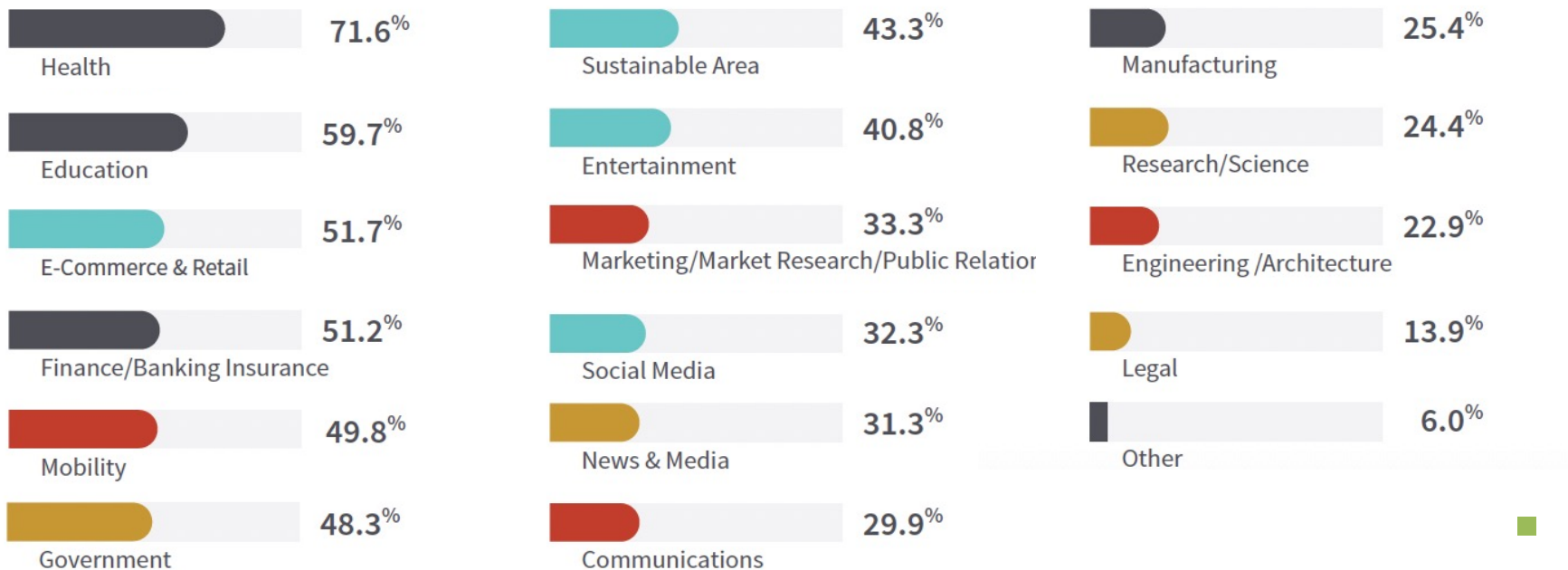


# Small Scale Project Workflow



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

1282 responses



# Thank you

Jason Chiu, Founder of Cherrypicks

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<https://www.linkedin.com/in/jasontkchiu/>

