

STRATEGIES FOR BETTER

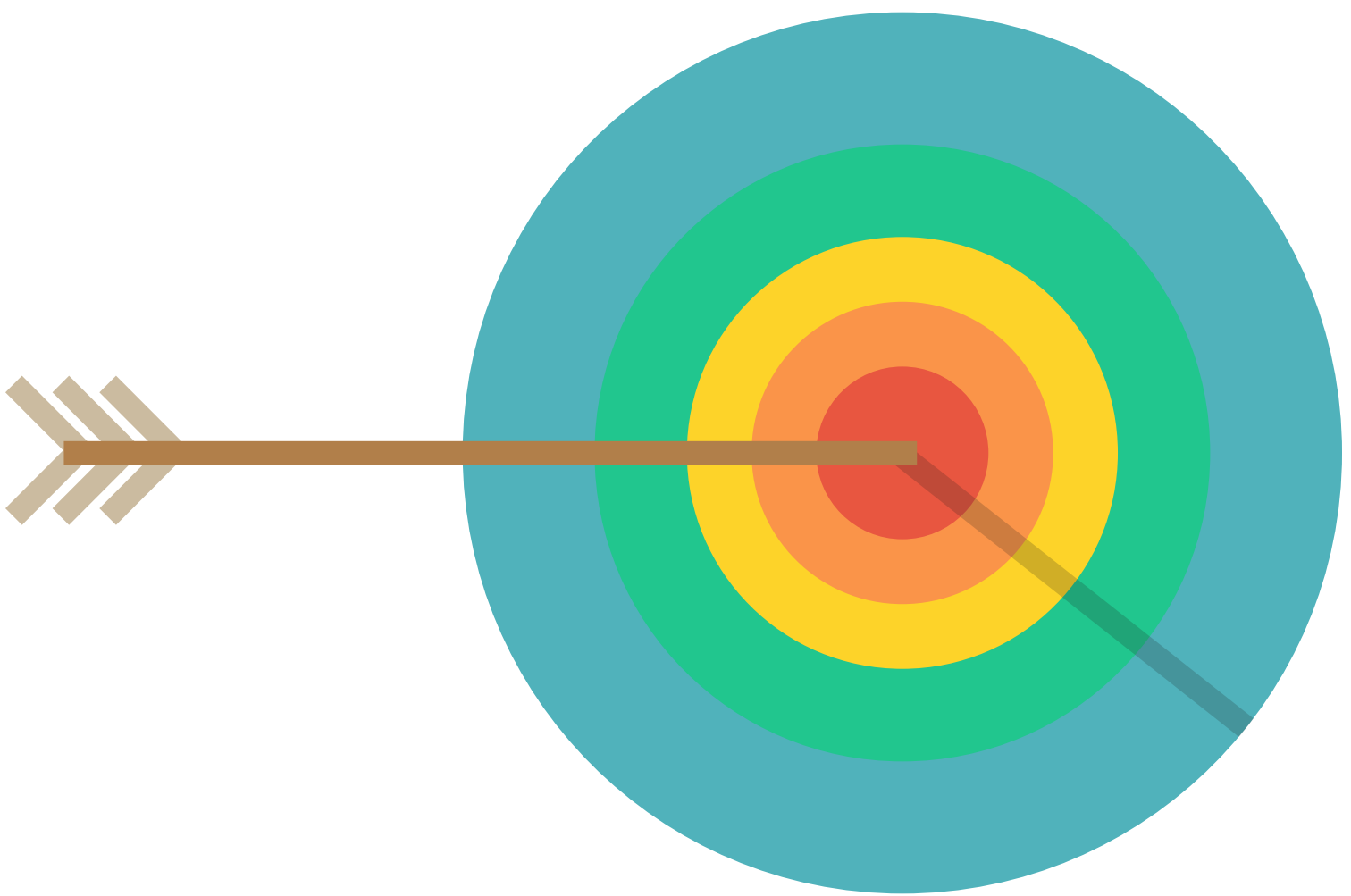
UX DESIGN

@ameellio

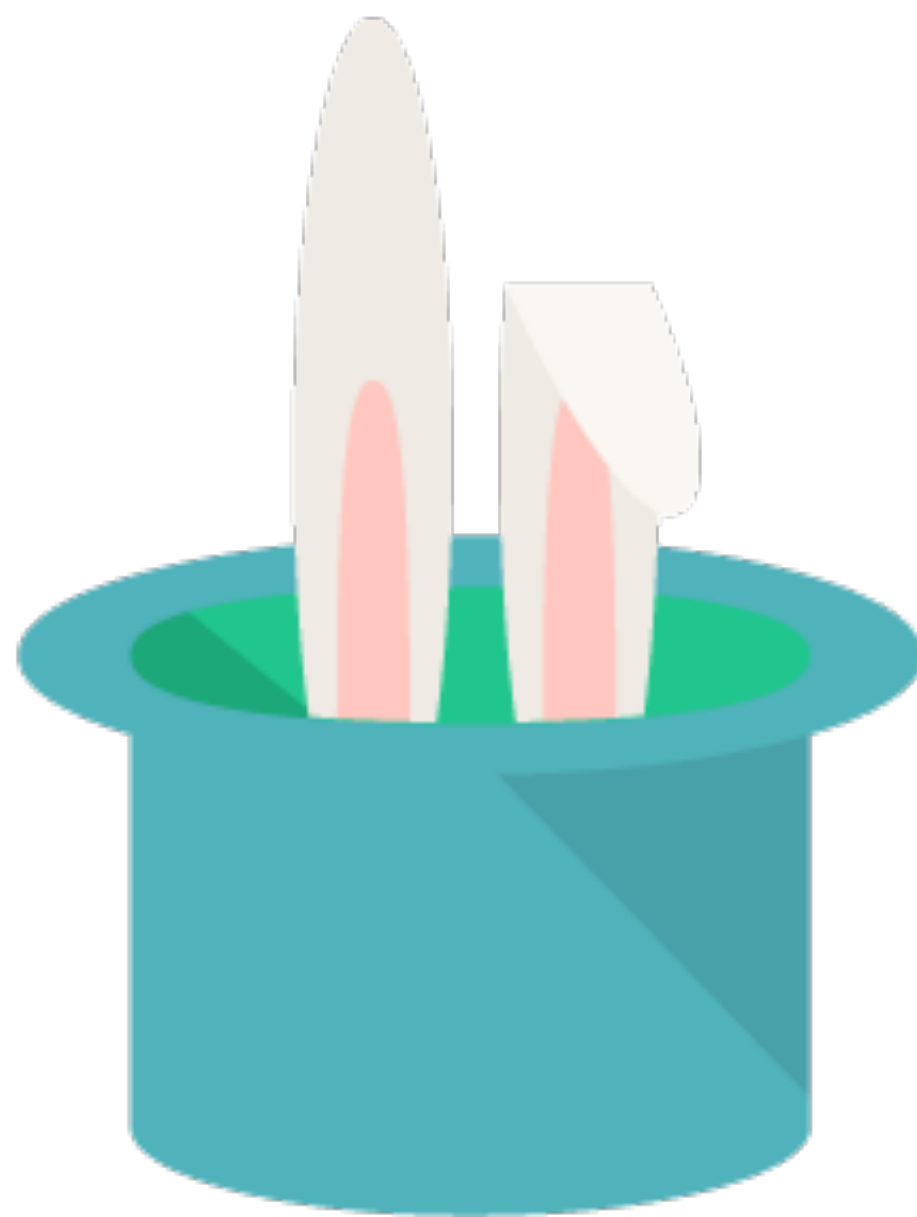
ame@simplysecure.org

Simply Secure

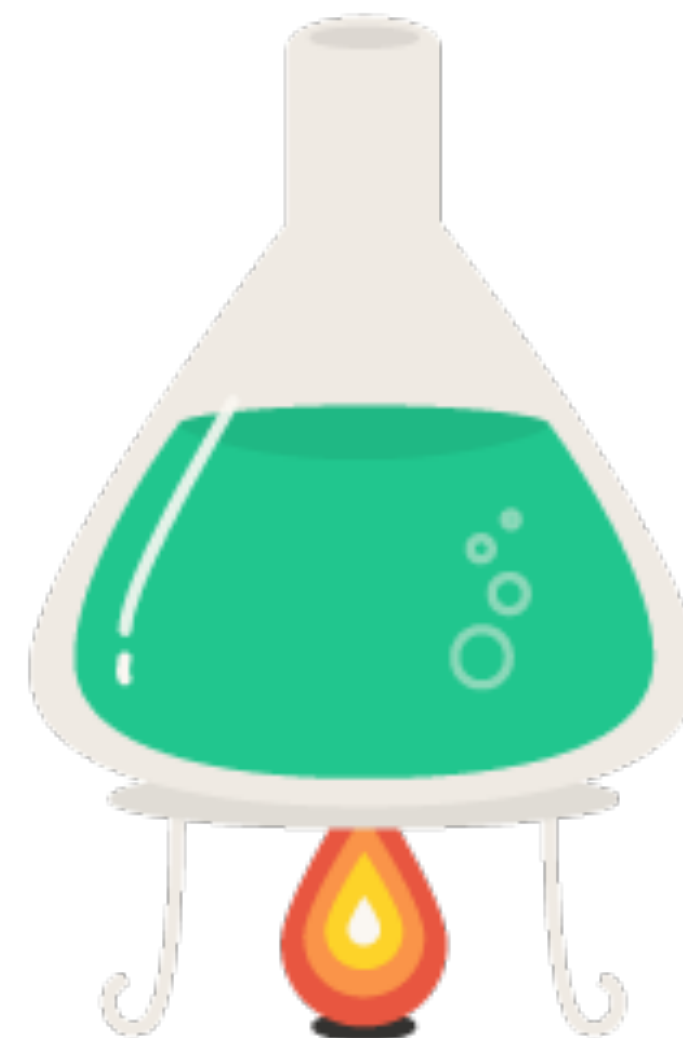




DESIGNERS



DEVELOPERS

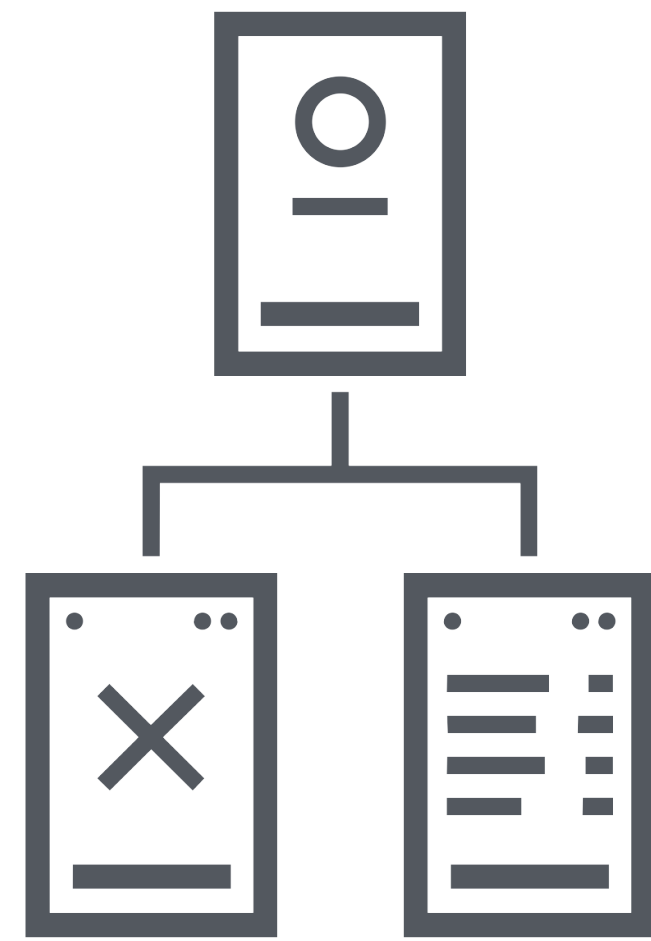


RESEARCHERS



USERS

Simply Secure is a nonprofit for security, privacy, ethics, people



**UX IS MORE
THAN COLORS**



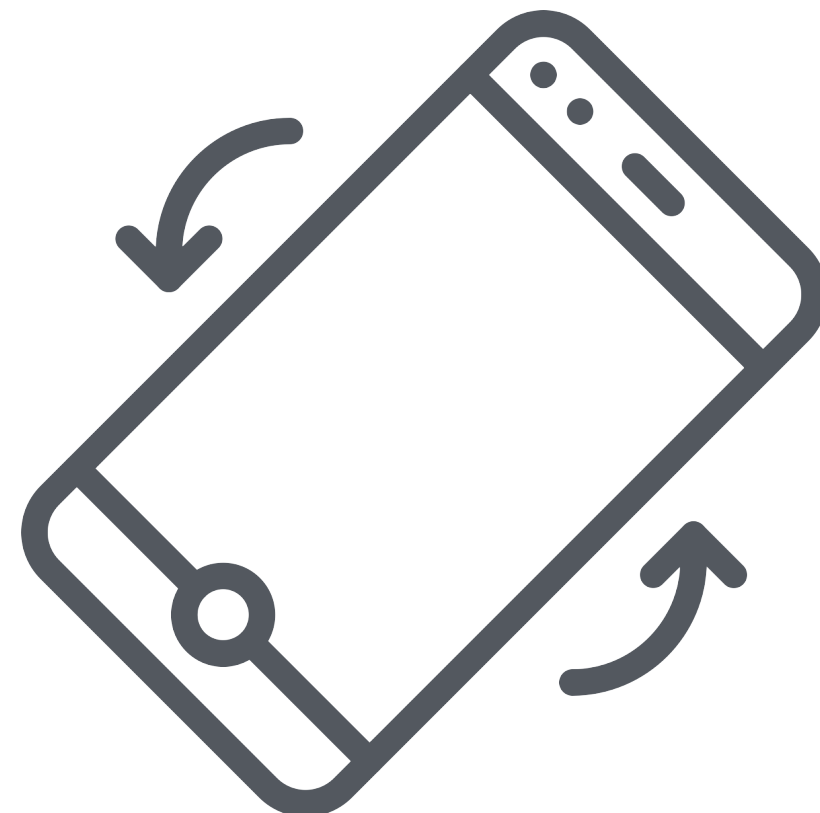
**ASK WHY,
NOT WHAT**

User Experience (UX) Design is the practice of creating digital experiences that meet people's needs





UX designers make interactions clear and understandable



Sina Weibo



WeChat



Dianping



Dangdang



Baidu "Security Kit"



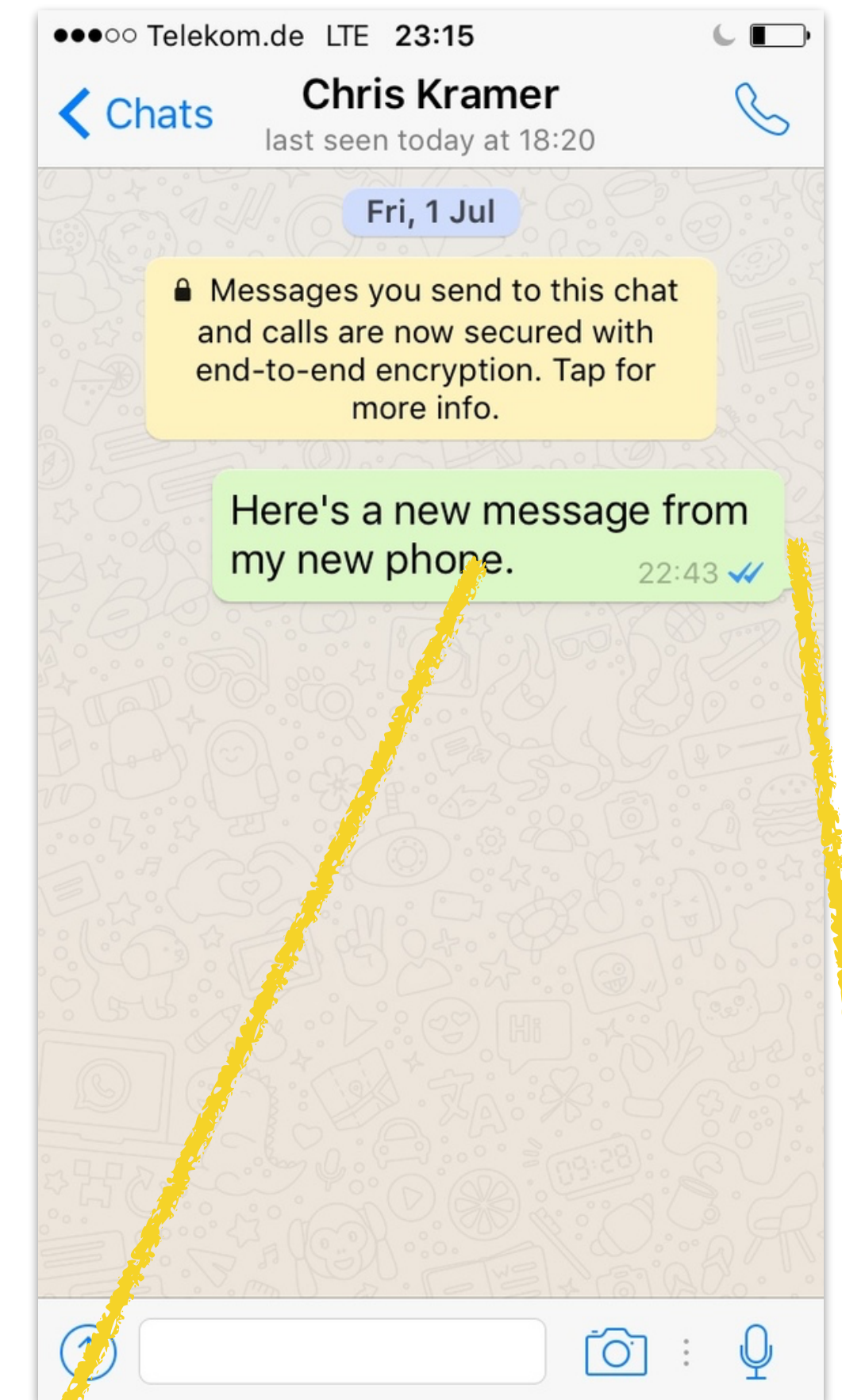
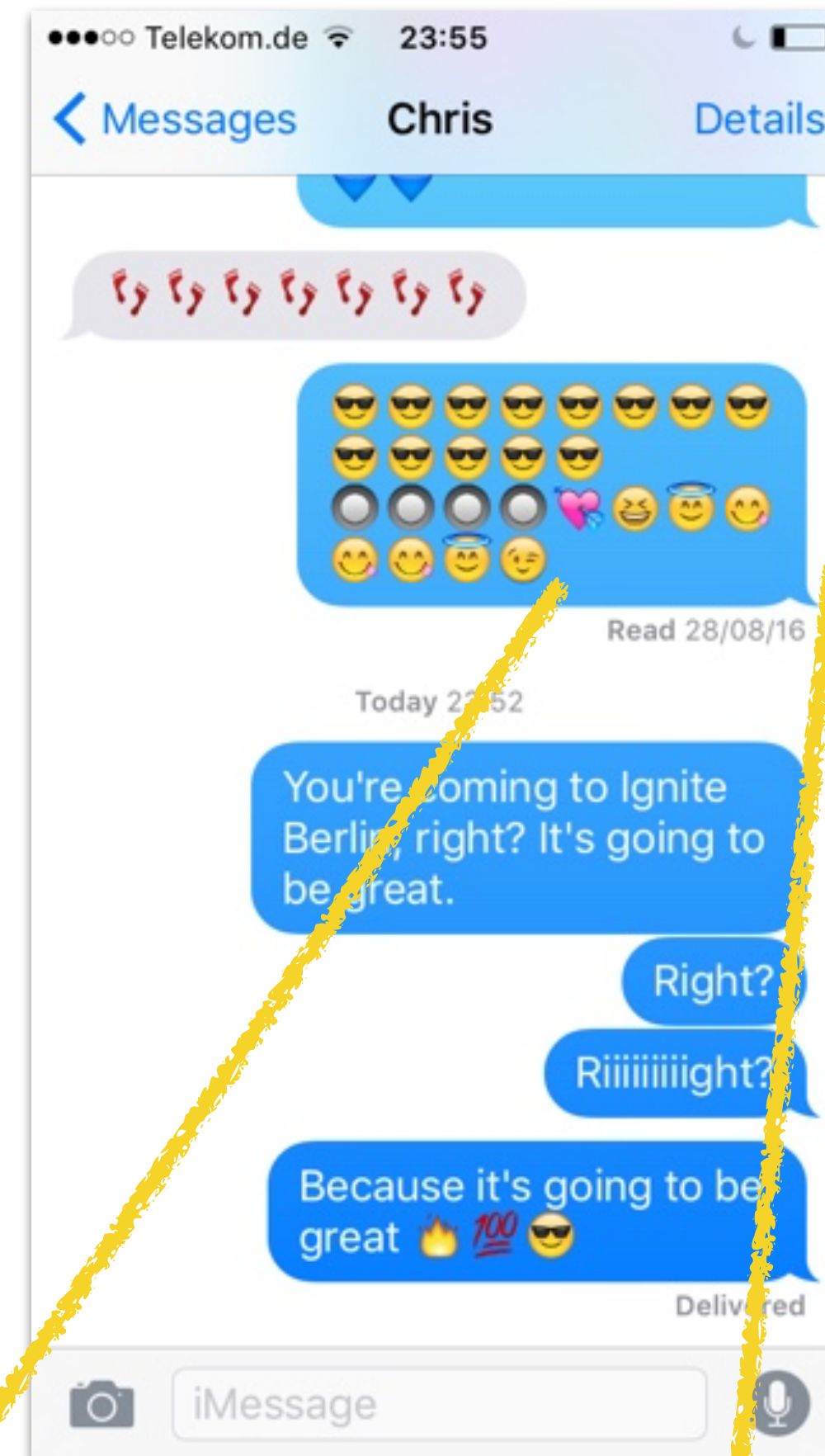
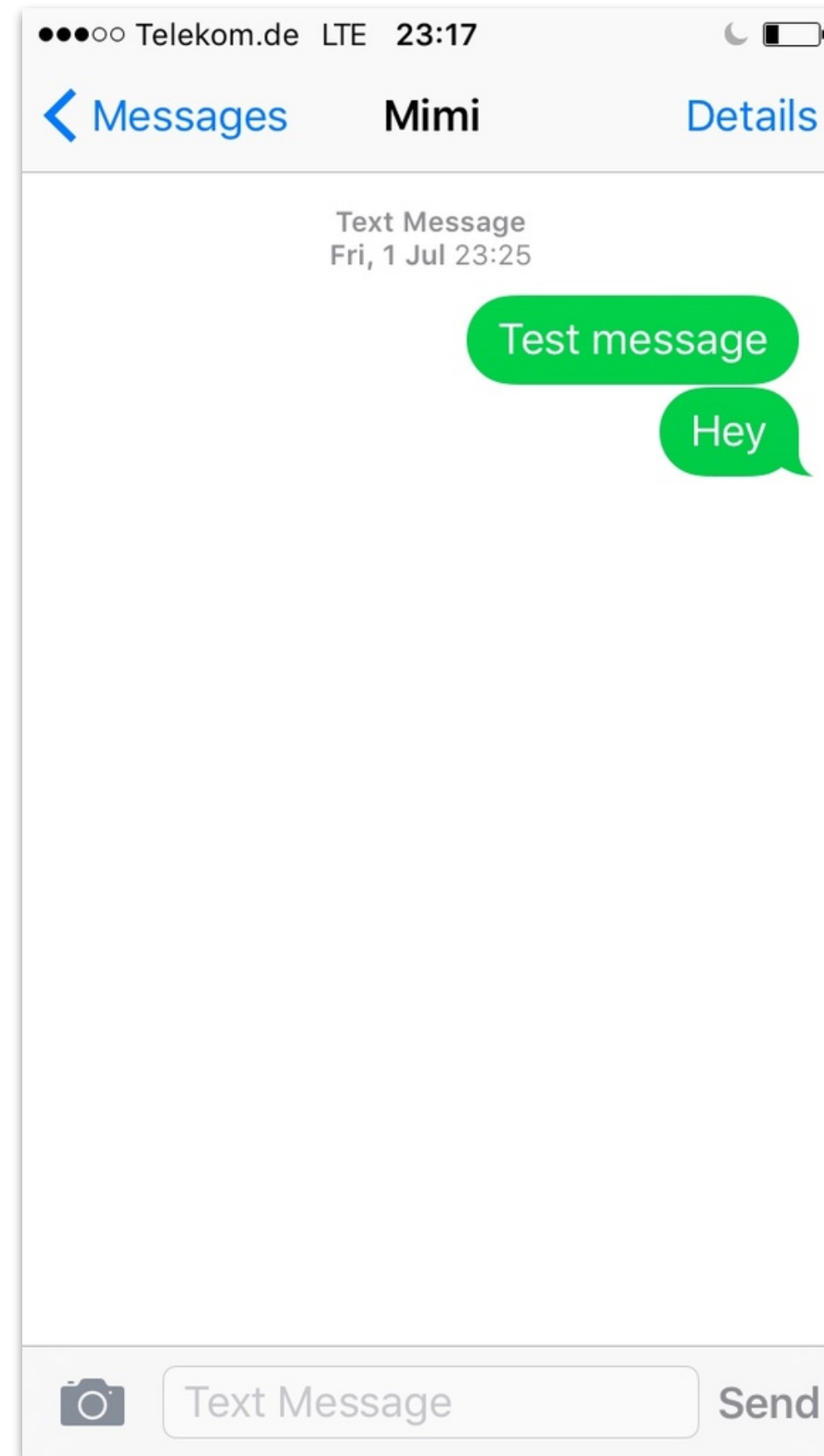
QQ Phone Butler



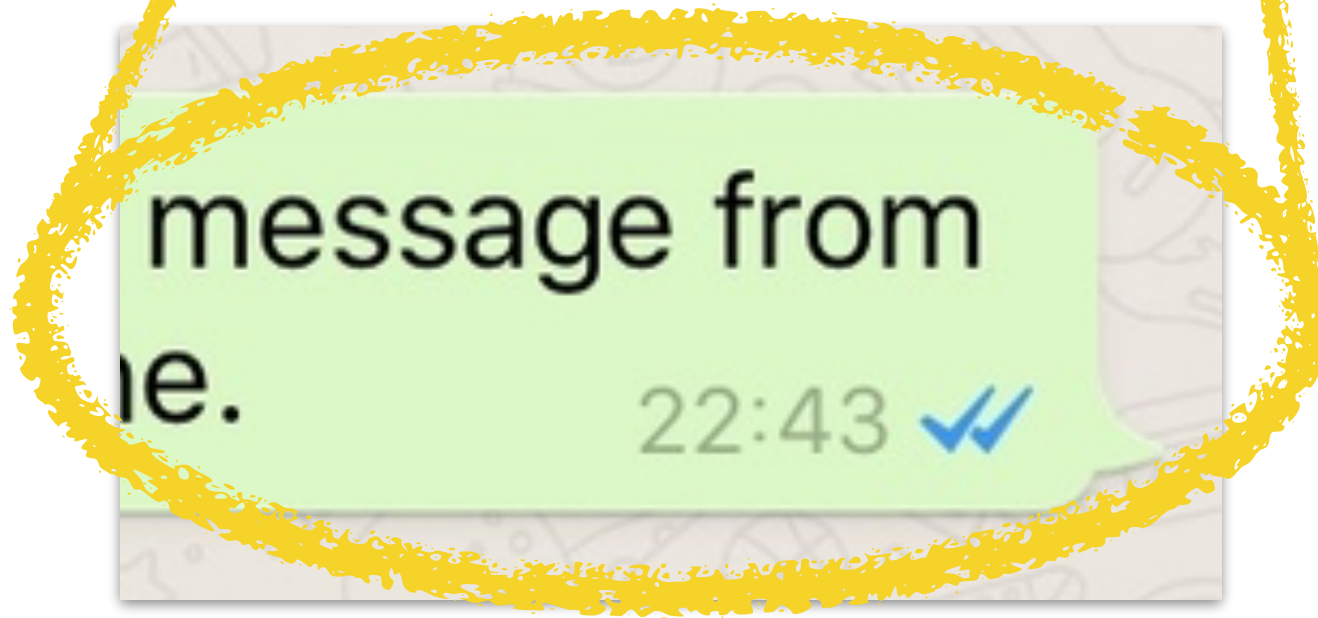
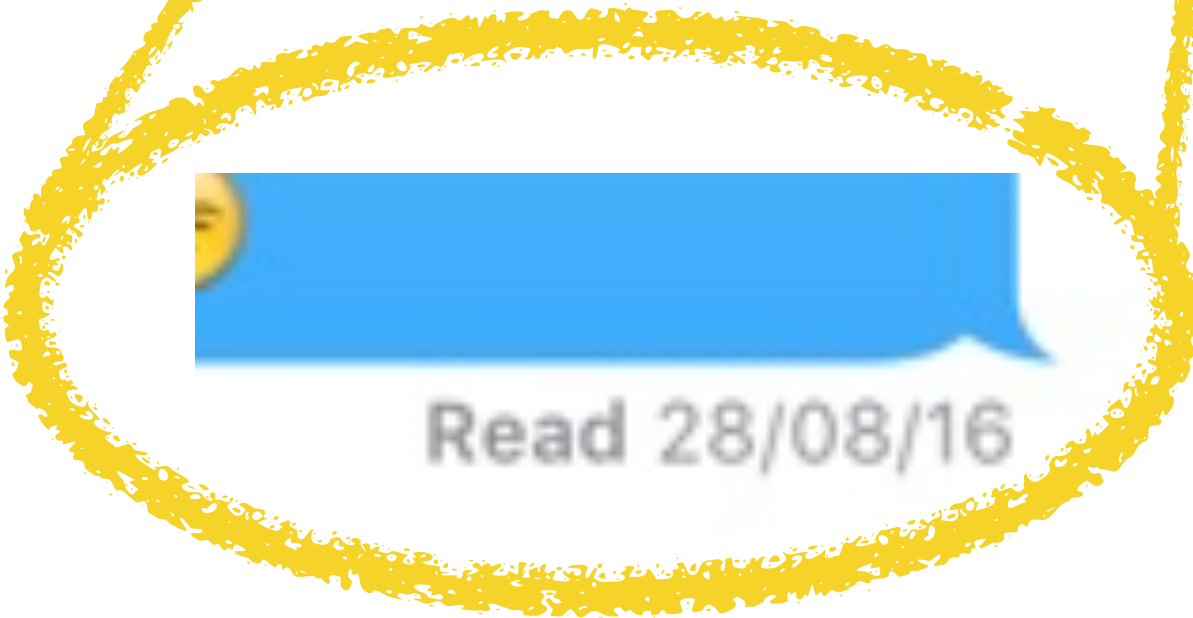
User experience is more than icons and colors in the interface

**The User Experience (UX) design details
shape understanding and influence
behavior.**

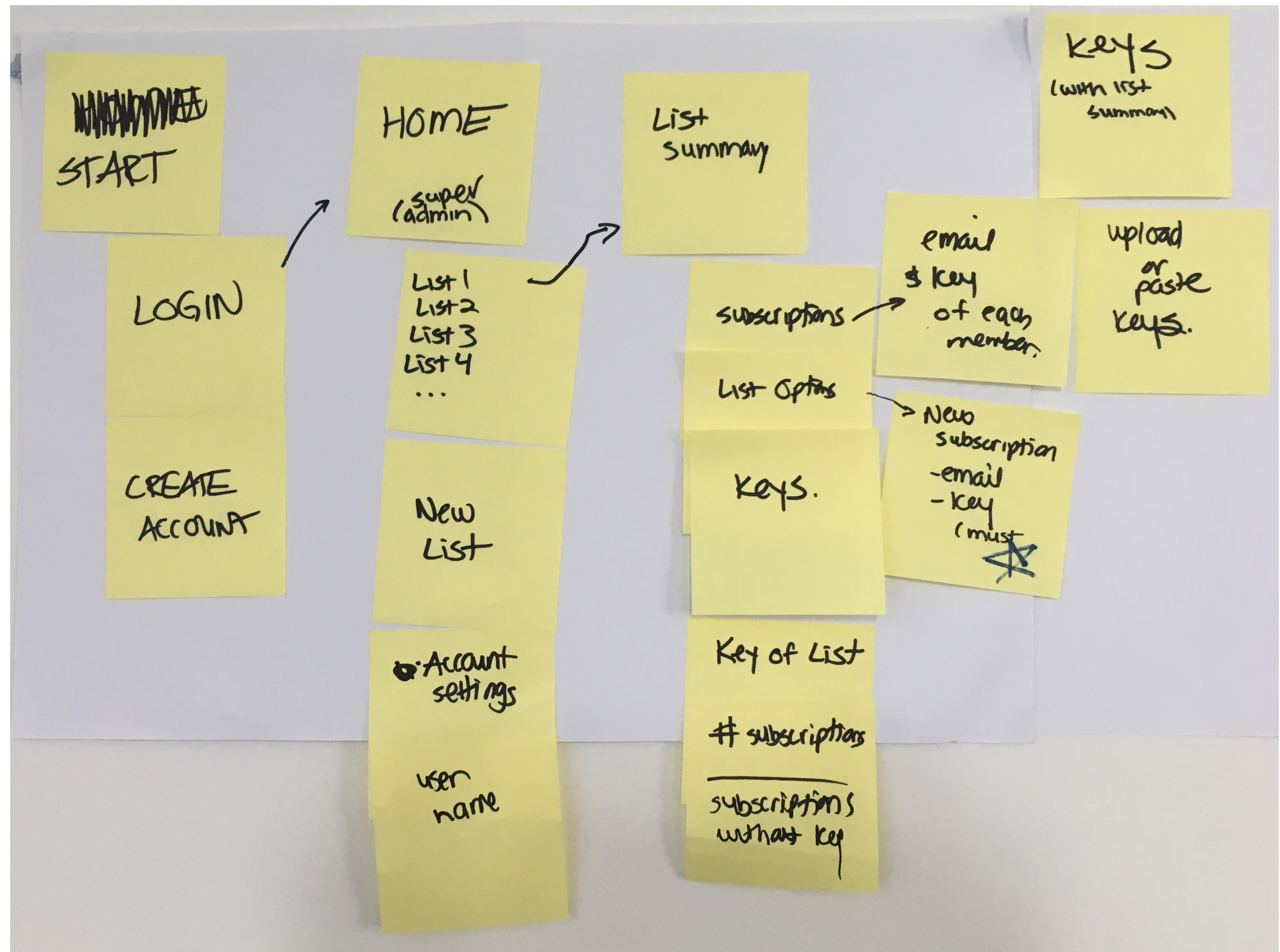
**An interface may have technical features,
but if the UX is confusing,
then people will not use the features.**



Read receipts in messaging apps are an example of UX design relevant to privacy



Information architecture, menu names, and structure can reveal divisions in the team



facebook

You haven't been to Facebook for a few days, and a lot happened while you were away.

Your messages will be deleted in a few days

View messages Go to Facebook

Password Reset

Find your Twitter account

Enter your email, phone number, or username.

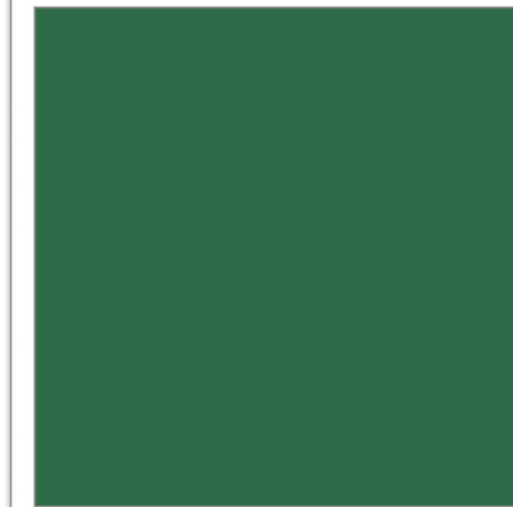
Search



Find your twitter account

Enter your email, phone number, or username

Search



PANTONE 3425 C #00704A



Colors

Our colors are bright and punchy. Combine them with warm, neutral shades to create a friendly, approachable color palette

Primary colors



Green
RGB: 26, 191, 122
HEX: #1ABF7A
CMYK: 86, 0, 36, 25
Pantone Solid Coated 7479 C



Red
RGB: 232, 86, 64
HEX: #E85640
CMYK: 0, 63, 72, 9
Pantone Solid Coated 7625 C



Blue
RGB: 63, 164, 174
HEX: #50B2BB
CMYK: 64, 6, 0, 32
Pantone Solid Coated 7709 C

Secondary colors



Orange
RGB: 250, 148, 73
HEX: #FA9449
CMYK: 0, 41, 71, 2
Pantone Solid Coated 715 C



Yellow
RGB: 253, 205, 0
HEX: #FDCD00
CMYK: 0, 19, 100, 1
Pantone Solid Coated 7405 C

Don't use the secondary colors by themselves, always try to pair them with a primary color

Typography

HEADING 1
Roboto bold @ 54px

Security's got to be easy and intuitive

HEADING 2
Roboto bold @ 40px

Security's got to be easy and intuitive

HEADING 3
Roboto bold @ 30px

Security's got to be easy and intuitive

HEADING 4
Roboto bold @ 19px

Security's got to be easy and intuitive

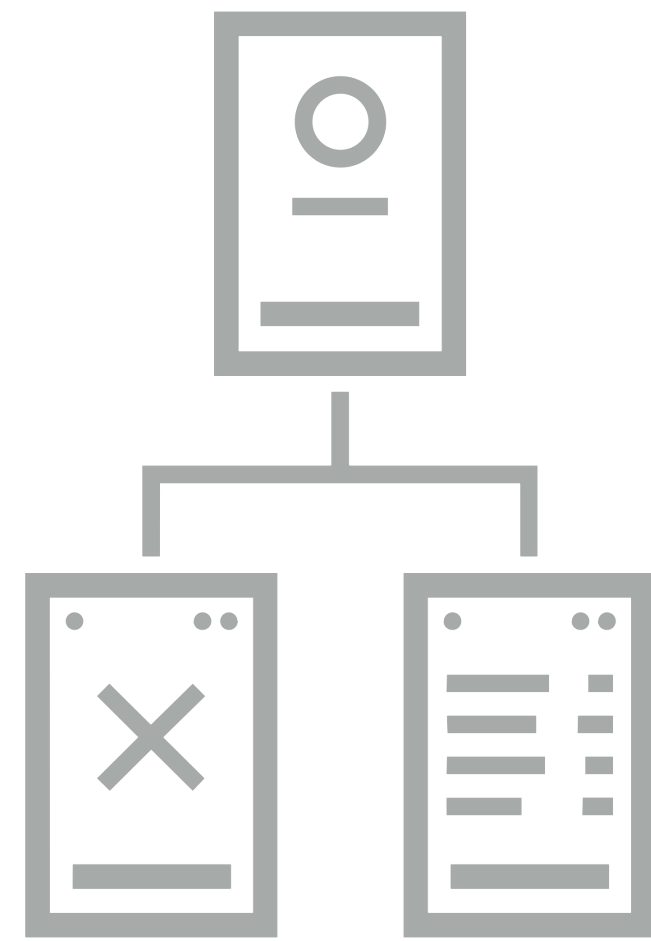
BODY TEXT
Roboto regular @ 17px

We are a service organization that works with users, software developers, user-experience experts, designers, and the community of people striving to make ubiquitous privacy and security a reality. We seek to understand existing challenges

Style guides codifying visual design build trust

UX is more than colors and icons.

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**UX IS MORE
THAN COLORS**

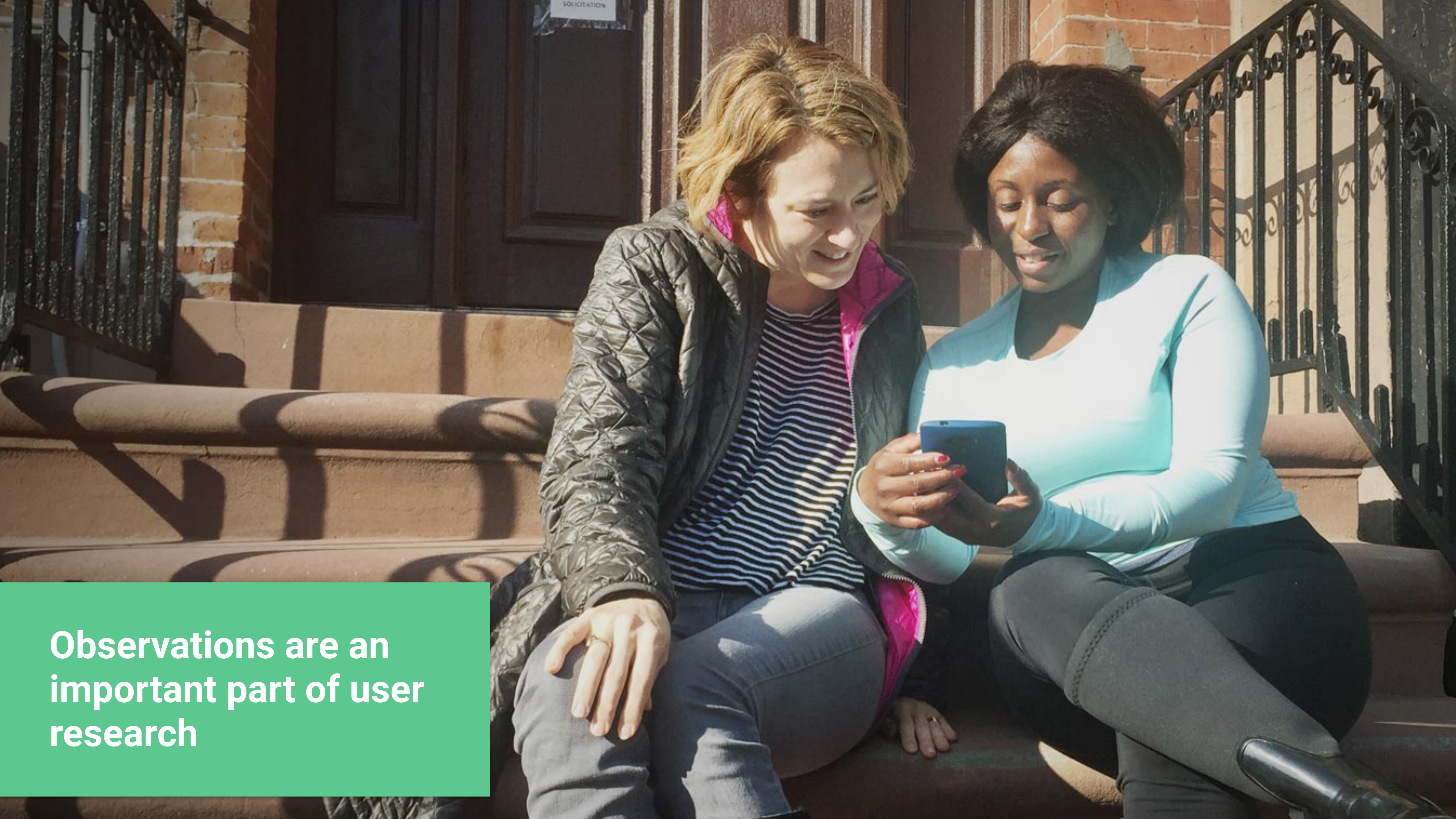


**ASK WHY,
NOT WHAT**

It's never too early to get user feedback.

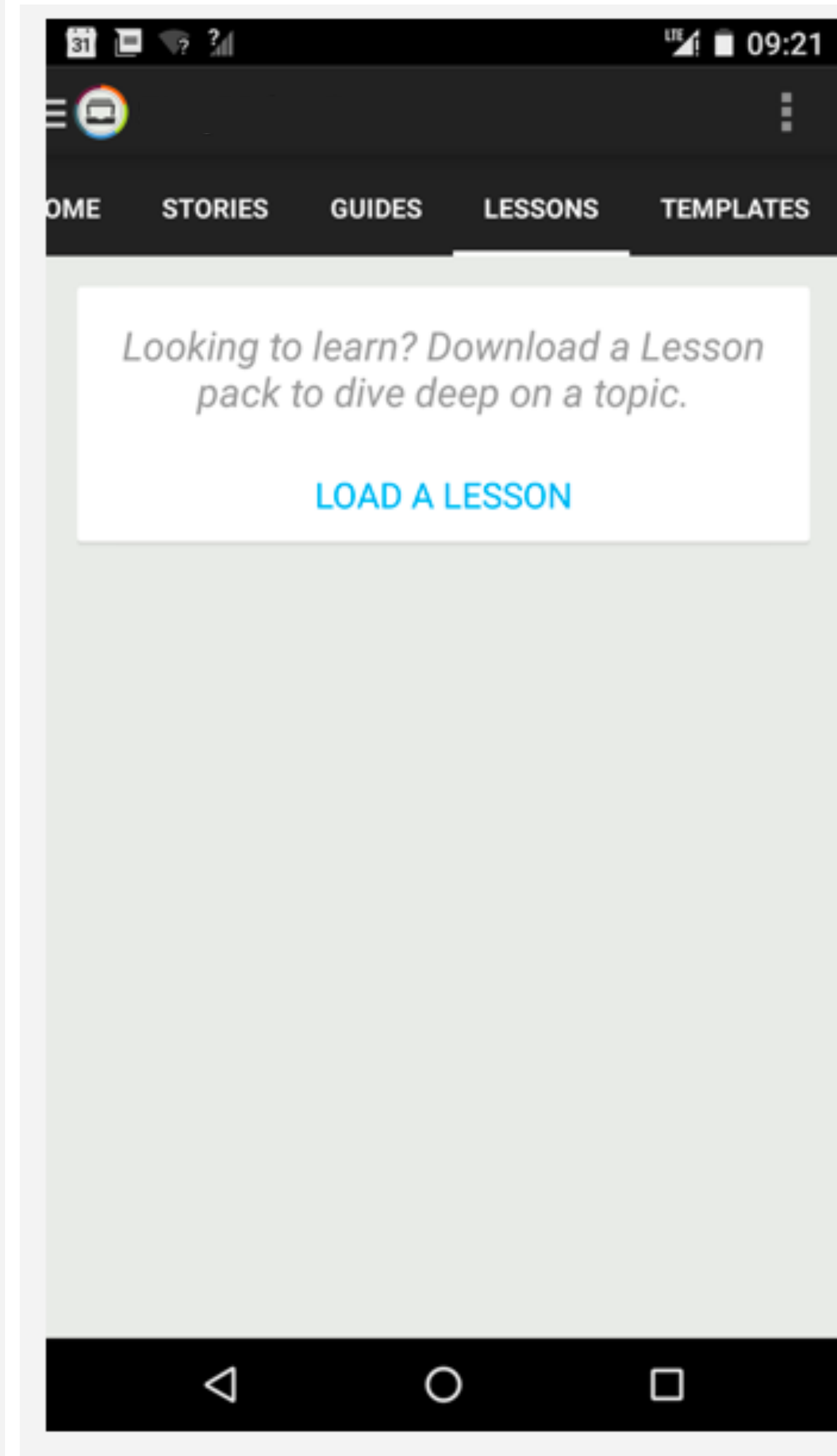
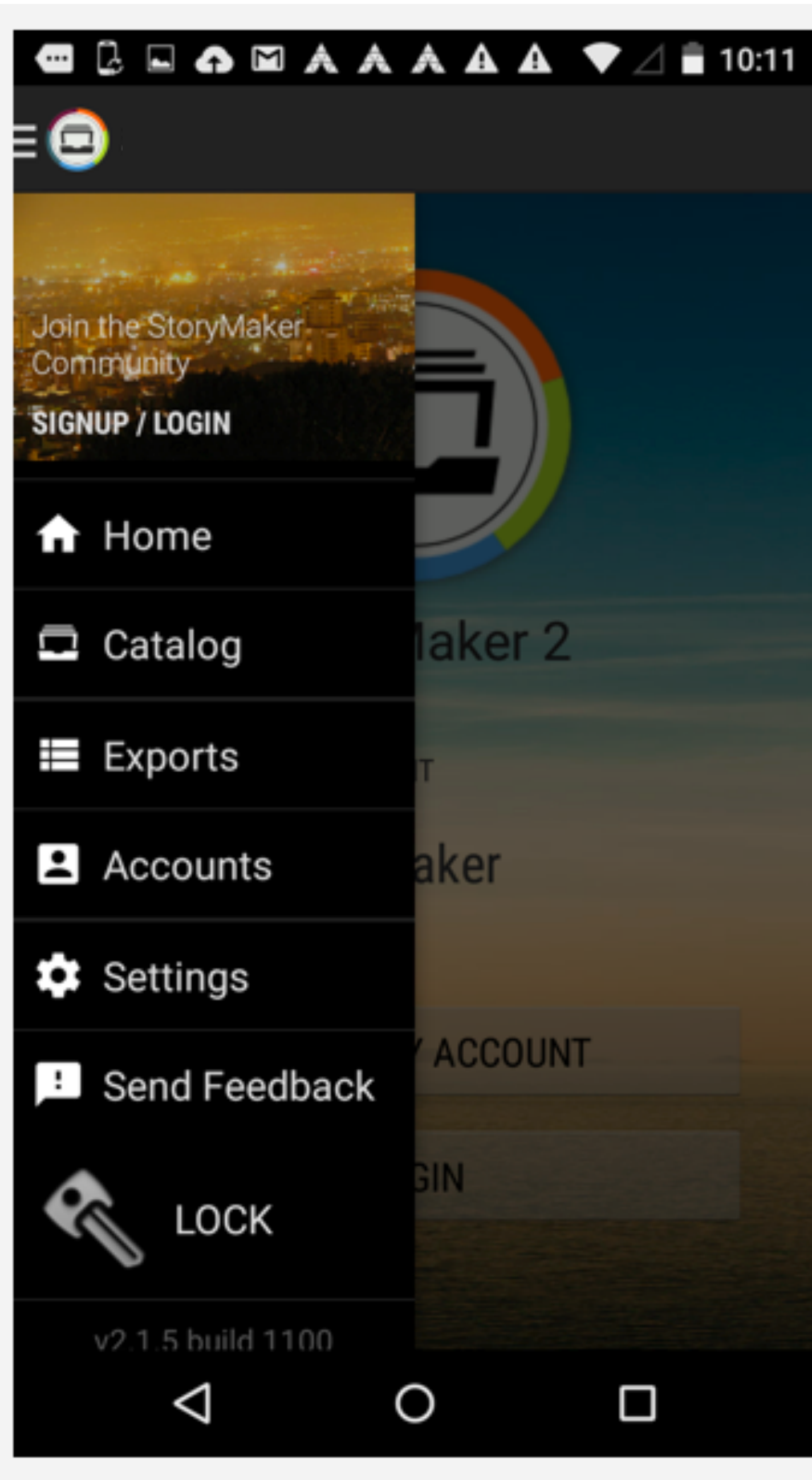
**Different methods work for different
phases of the process.**

**When you get user feedback, they won't
tell you what to do. They will tell you what
they are trying to do.**



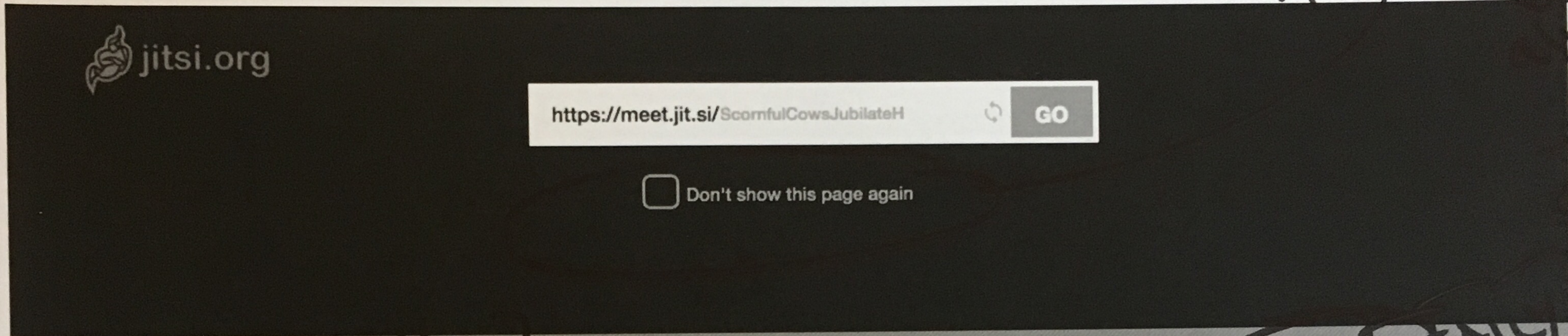
Observations are an important part of user research

Quick Start 1: Print what you have. Pin it up and look at it.



the

If I click there, does it mean I will have ways to



There are download buttons!

Simple to use

Low bandwidth

Open source

Unlimited users

Really get so angry!

Translation!

Quick Start 2: Find something out in the world similar to what you want to do, and print that.

is required. Jitsi anybody within. Simply share nce URL with started.

Multi-party video conferences work with as little as 128Kbps. Screen-sharing and audio-only conferences are possible with far less.

Jitsi Meet is licensed under the Apache License. You are free to download, use, modify, and share it as per this license.

There are no artificial restrictions on the number of users or conference members. Server power and bandwidth are the only limiting factors.

Many times people won't use jitsi because



Open source transparency

Unlike other client-side-encryption services, S4 is free, open source software. Anyone can read the code and confirm that it doesn't have secret backdoors; you don't have to just take our word for it.

I can't



100% client-side encryption

Unlike all the widely-used, PRISM-compatible services out there, S4 does client-side encryption on every file. The server that stores your data can't spy on your files even if it tries!

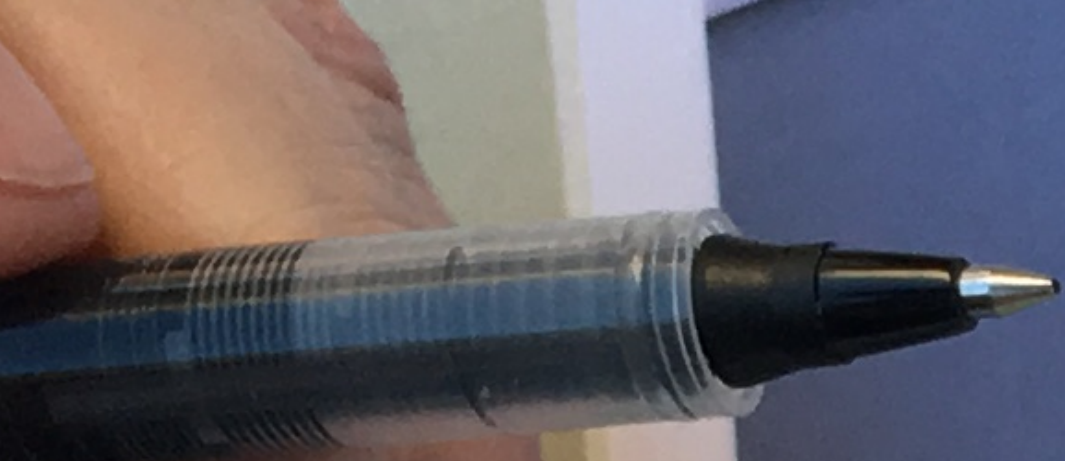
Quick Start 3: Share your website to see how well it communicates values, and to which audiences.

User Reviews

What our users think about our service.

I was positively amazed about
install and how

Wider deployment of this t
file storage system [LAFS]
have an immediate impac



Simplify language
more user
friendly



test.s
A test grid maintained by the developer
of Gridsync. Part of the Gridsync testing
infrastructure, this storage grid has high
availability but very low capacity; use this
for testing purposes only as its shares will
be flushed every 72 hours.

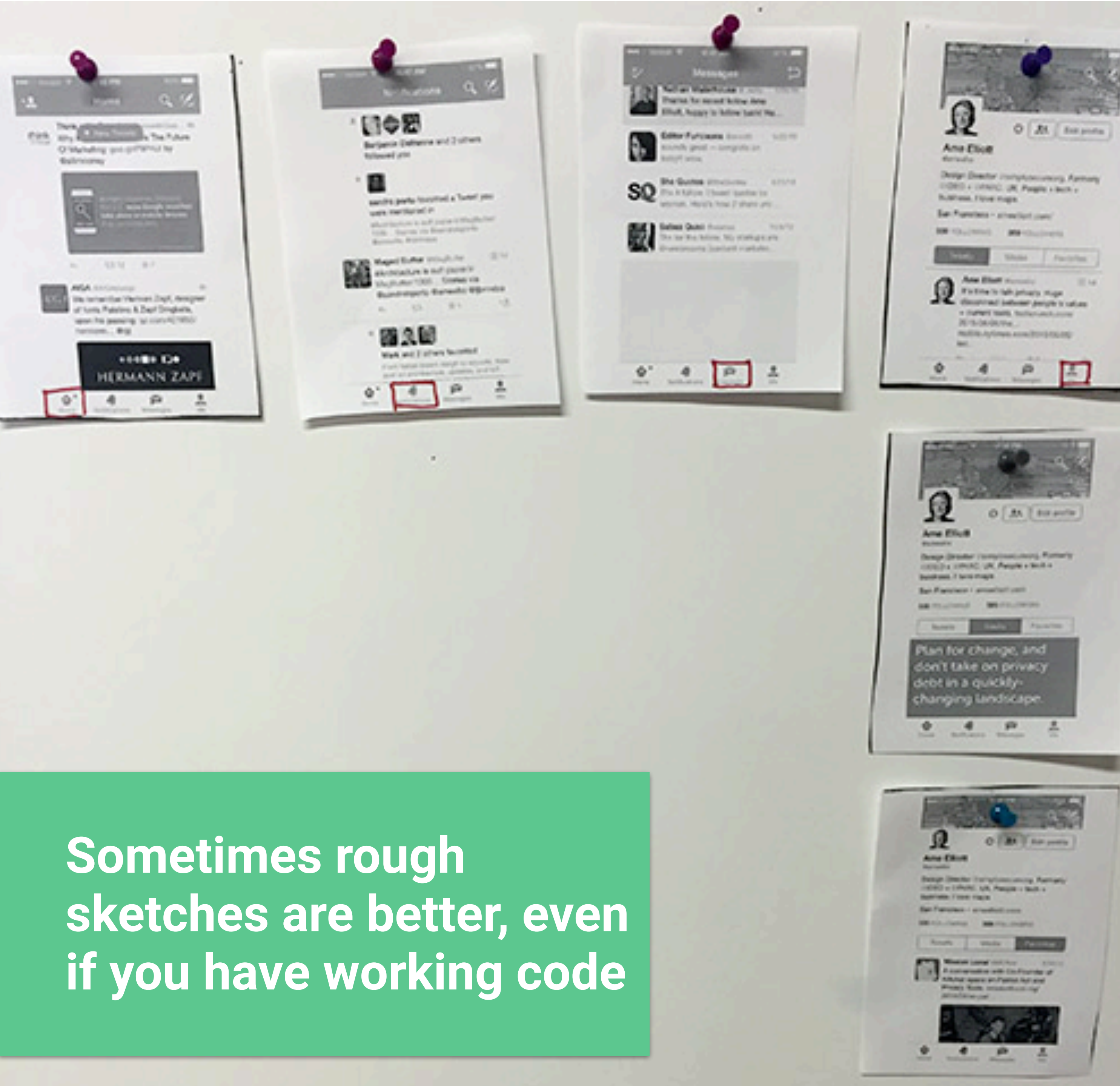
Homepage: <http://gridsync.io>

Go Back

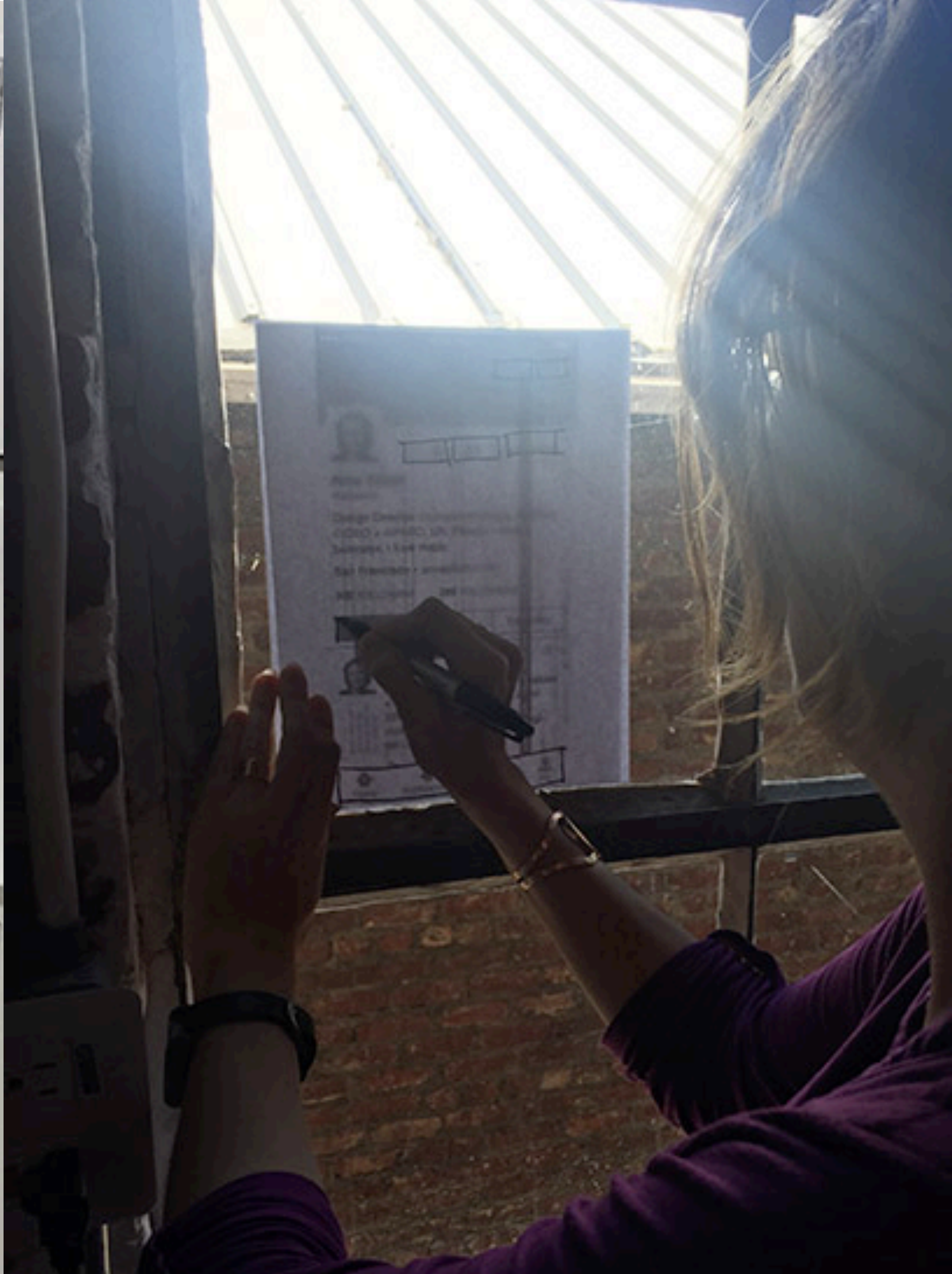
Done

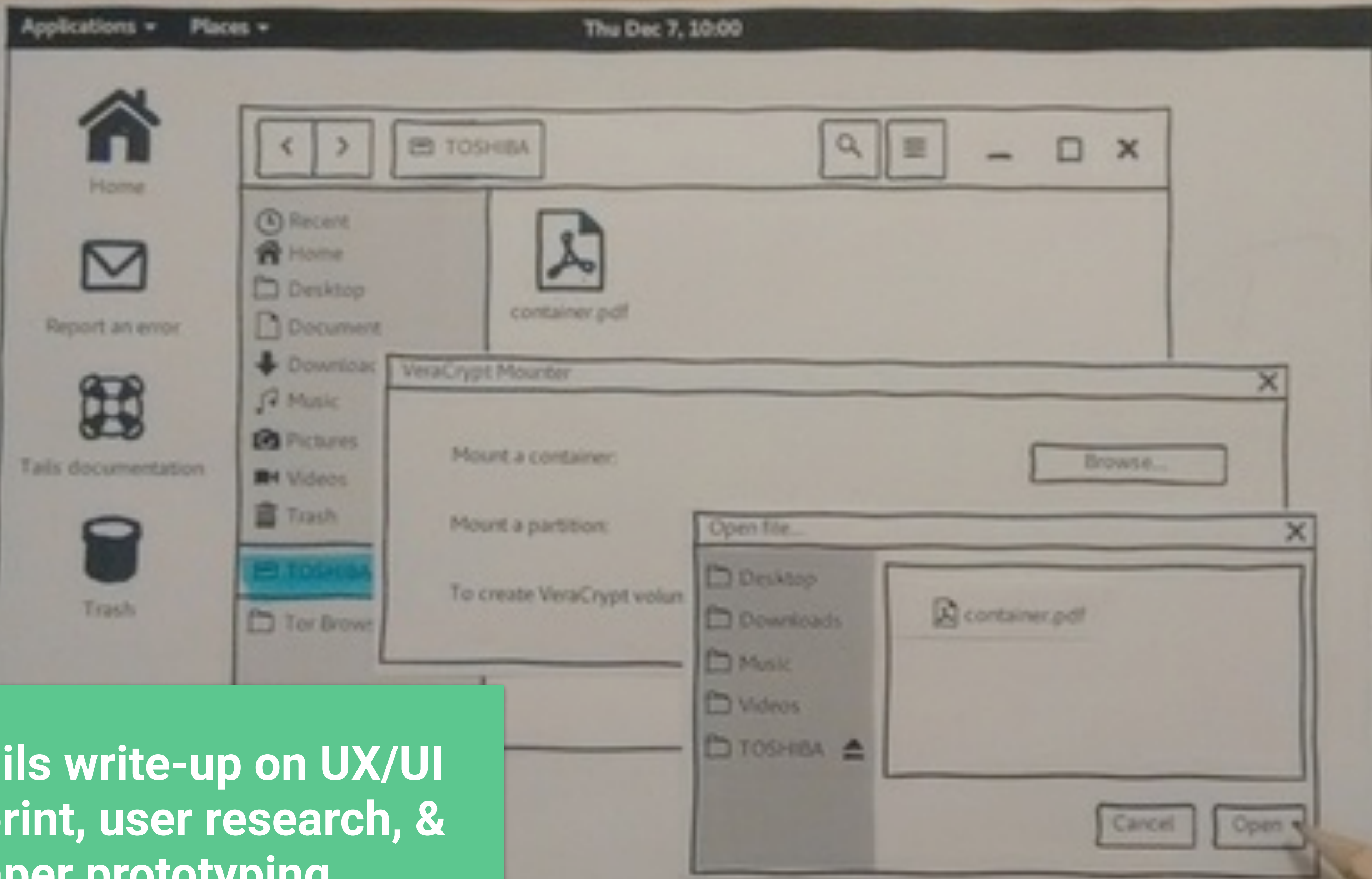
Least Authority working
on security education
within the GridSync user
interface



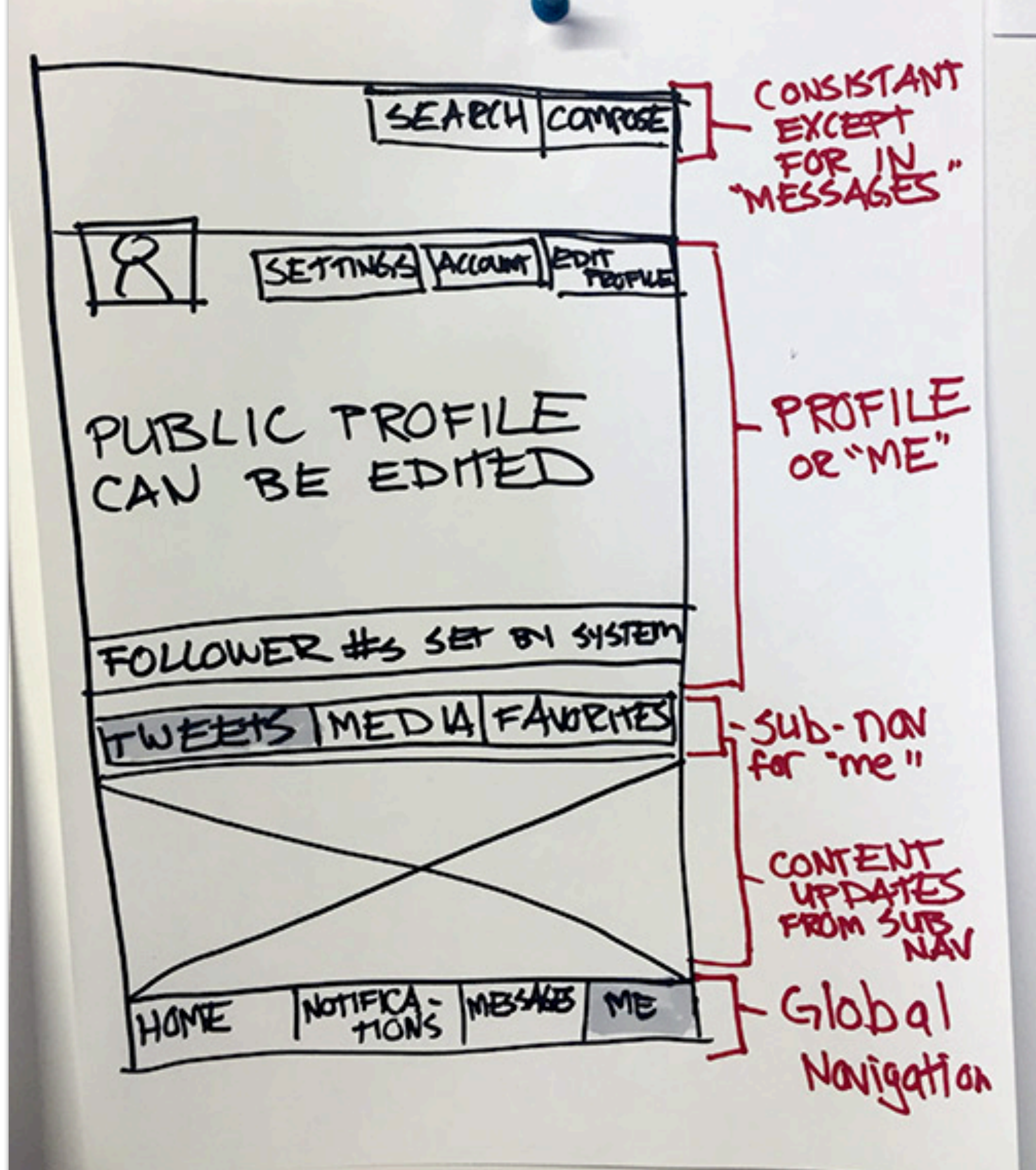
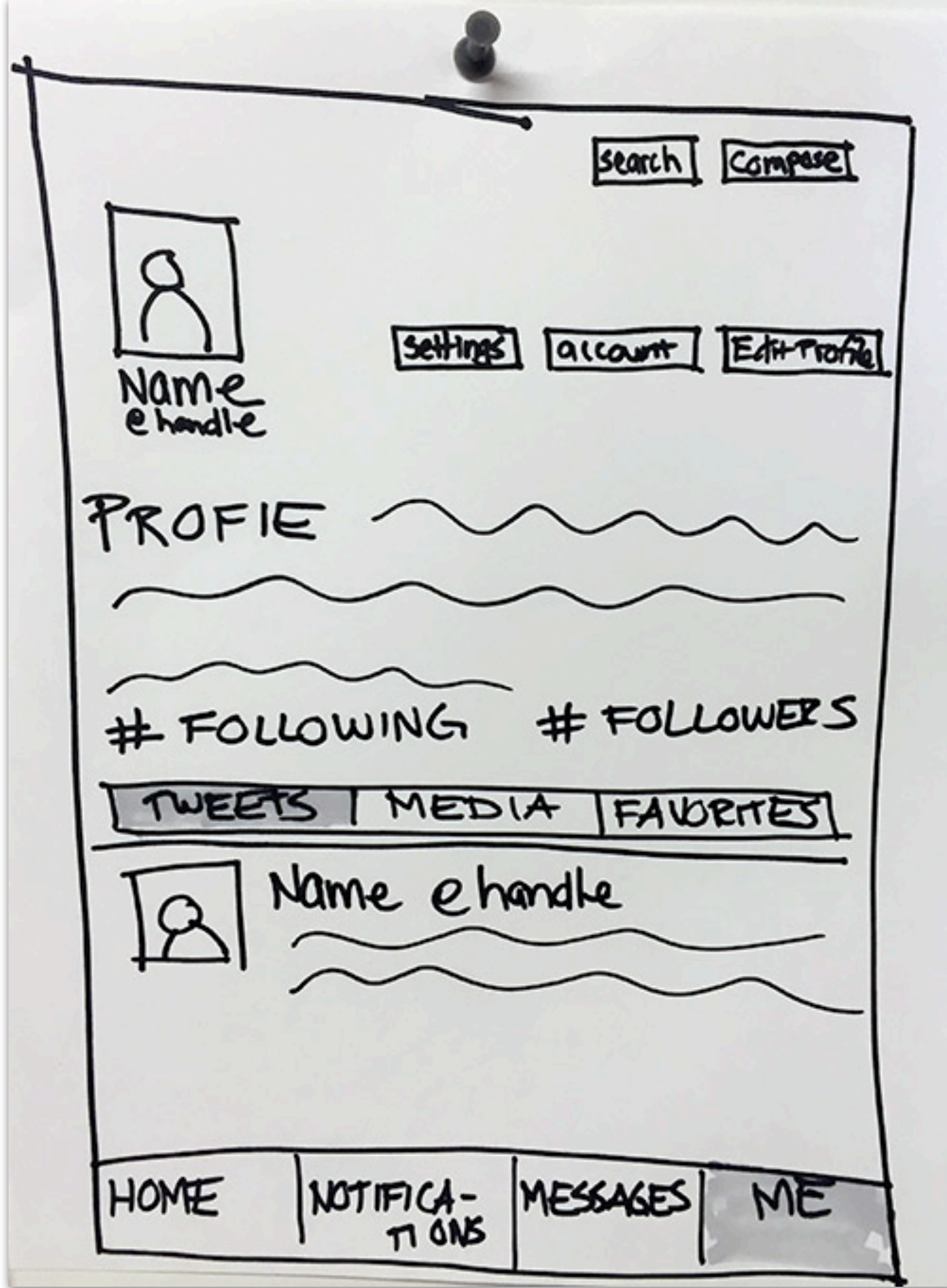


Sometimes rough sketches are better, even if you have working code

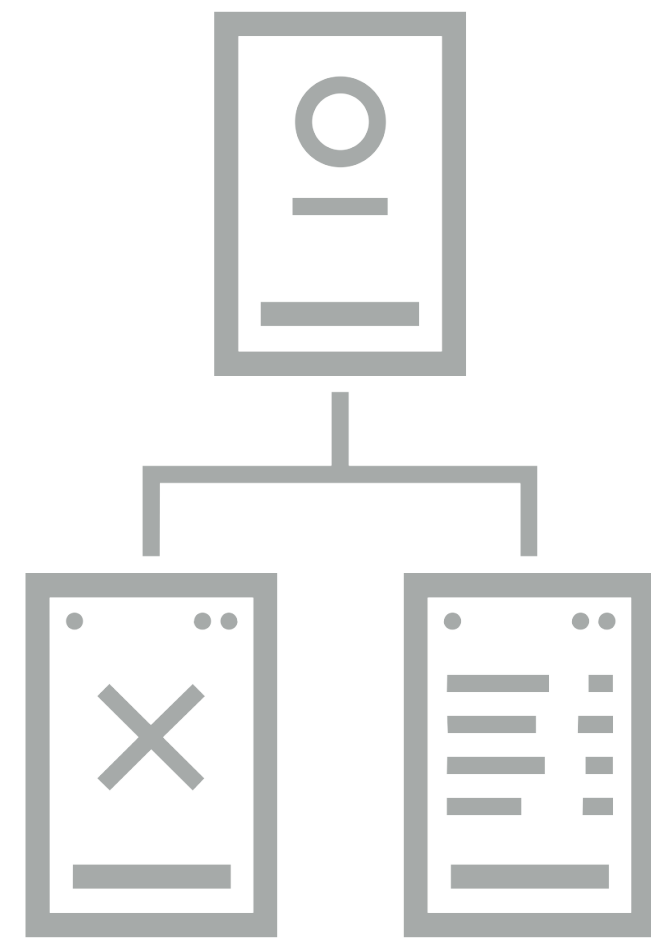




Tails write-up on UX/UI sprint, user research, & paper prototyping.



Sketches are at the right level of abstraction for naming buttons



**UX IS MORE
THAN COLORS**

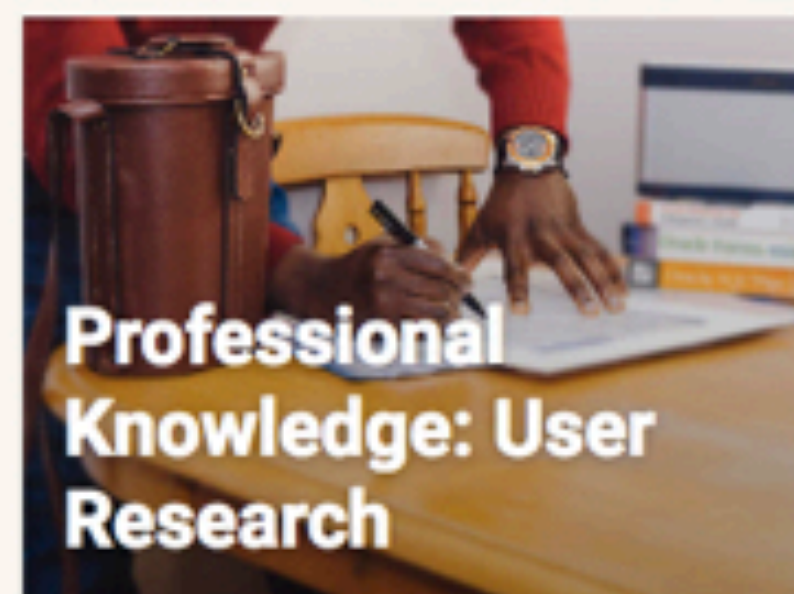
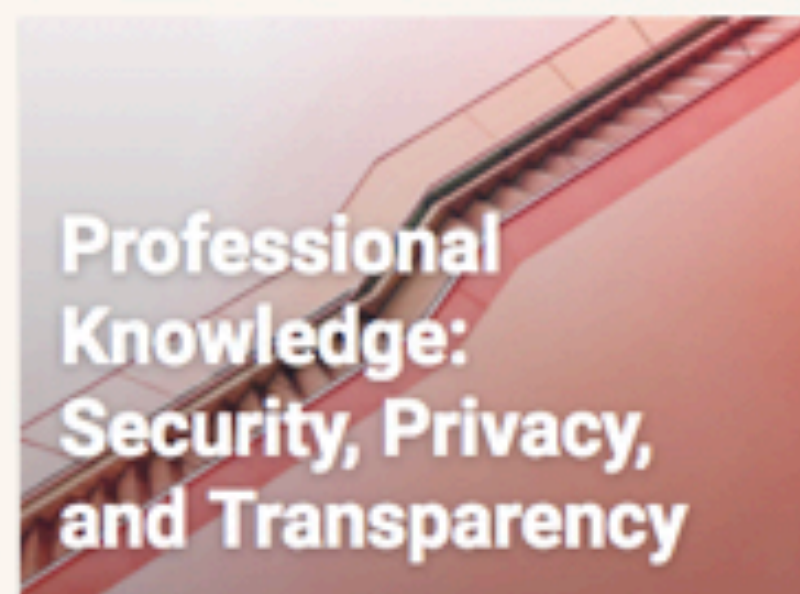
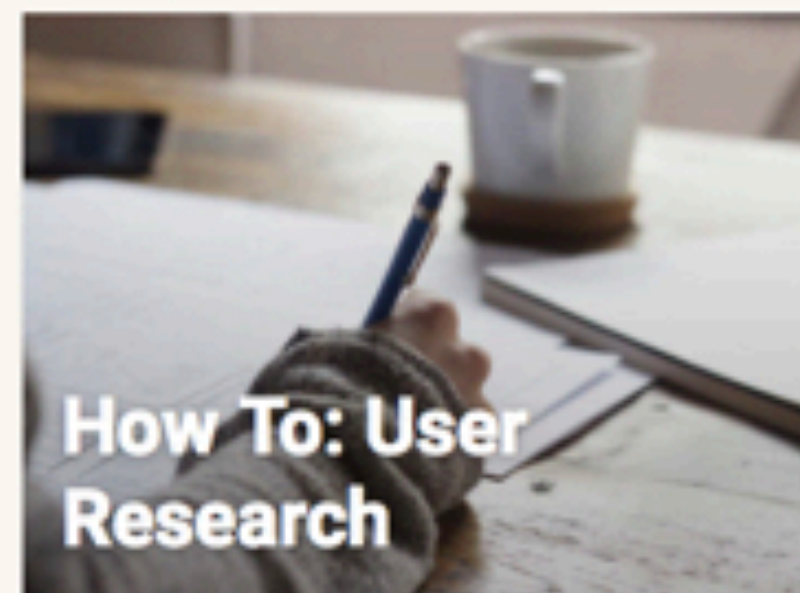
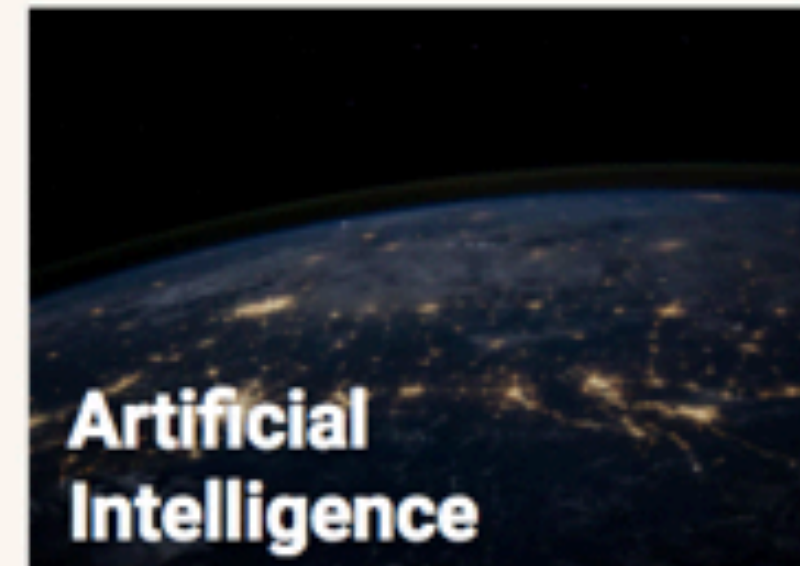


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Topics from the Knowledge Base



[https://
simplysecure.org/
knowledge-base](https://simplysecure.org/knowledge-base)

THANK YOU !

GET INVOLVED

slack@simplysecure.org

@simplysecureorg

@ameellio

ame@simplysecure.org

Simply Secure

