



[C]ustomer e[X]perience v[2] Creative Fundamentals

**If you can't make it good,
at least make it look good.**

Comrade Gates

Trends

User Interface

Trends have reformed the way we view, interact and experience content. As digital users become more sophisticated in the way they interact with media it has brought forth a wave of new UI concepts that, we as designers aspire towards!

2003 - 2010

Web 2.0

An era dominated by **drop shadows, shiny bubbles, oversized buttons** and **glares**.

Designers felt the need to use these trends to educate our users on how to navigate web content. These techniques helped familiarise our users with the internet.

The oversized graphics trained us to ‘**click here**’ and ‘**learn more**’ all the while serving up a feast for our eyes as colour, gradients and graphics tantalised our senses.

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Dashboard DET Client name goes here Project name
Project name goes here

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dolor. Etiam ut posuere dolor. Nunc

Lorem ipsum dolor est
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dolor. Etiam ut posuere dolor. Nunc

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2010 – 2012
Skeuomorphic design

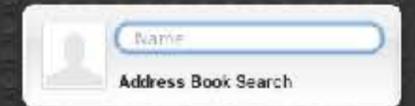
Skeuomorphism is the practice of incorporating the visual characteristics of an object into a digital design

This involves taking functional aspects and qualities of an object and recreating them in a digital fashion. This is intended to evoke a feeling of familiarity with an app, widget, tool or website.

Textures, light and colours unite to create a sense of depth and realism in interfaces.

Designers are slowly moving away from skeuomorphism design, which has become very popular.

A very popular example of skeuomorphism design is **Apple Mac's Dashboard**



2012-2014 + Flat UI

Flat design is the latest trend to hit the digital design space. This style's characteristics eliminate graphical elements that have no significant value or purpose.

Simplicity is key and by removing excessive bulk from interfaces such as textures, gradients and complex graphics, we offer less distractions to our users, and greater emphasis on content.

The style utilises open space, bright colours, sharp edges and two-dimensional illustrations with a strong focus on usability.

This is known to be easier to code, delivers a lighter end product. Has been known to be easier for responsive experiences across devices.



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Portfolio

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Microsoft was an early adapter of the flat UI style, this is evident in the Windows 8 interface.

This could be seen as a combative to Apple's skeuomorphic iOS interface. Expanses of colour are paired with simplistic iconography.

The outcome was a design that is both easy on the eye and simple to navigate.

Start

Nate
Ralph



Mis

Me

Pin

DC
NA
S8

Fin

Desktop

Mail 3

People

49°
San Francisco, CA
Partly Cloudy, 52°/41°

Weather

SkyDrive

Maps

Store 4

Photos

Editorial Roundtable: Revi...
CR-1
12:00 PM - 1:00 PM

27
Monday

Calendar

Xbox LIVE Games

Internet Explorer

Music

Evernote

Video



Dieter Rams

Ten commandments

Good design is innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

Good design makes a product useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

Good design is aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

Good design makes a product understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

Good design is unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

Good design is honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

Good design is long-lasting

It avoids being fashionable and therefore never appears antiquated.
Unlike fashionable design, it lasts many years – even in today's
throwaway society.

Good design is thorough down to the last detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

Good design is environmentally-friendly

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.

Good design is as little design as possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials.

Back to purity, back to simplicity.

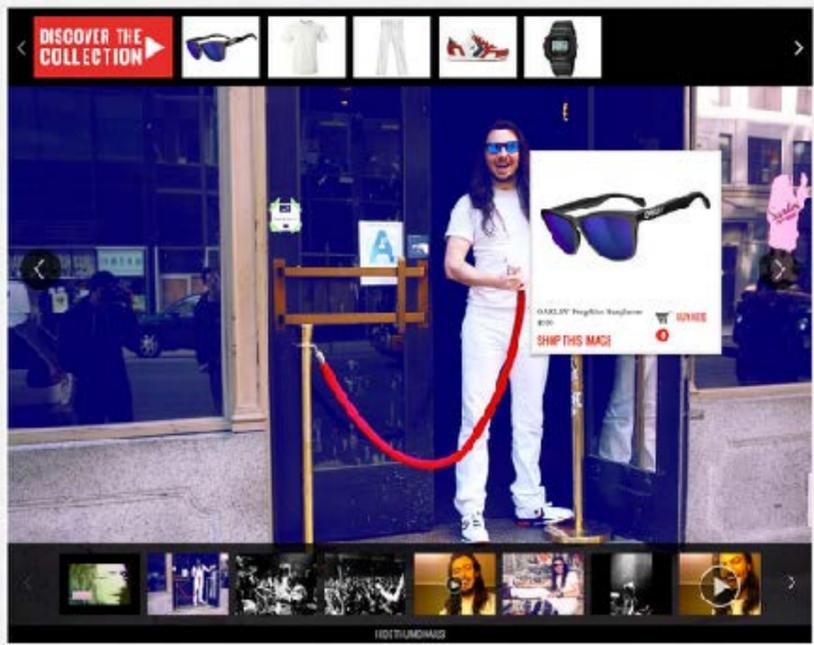
Lifestyles

Inspirational Buying

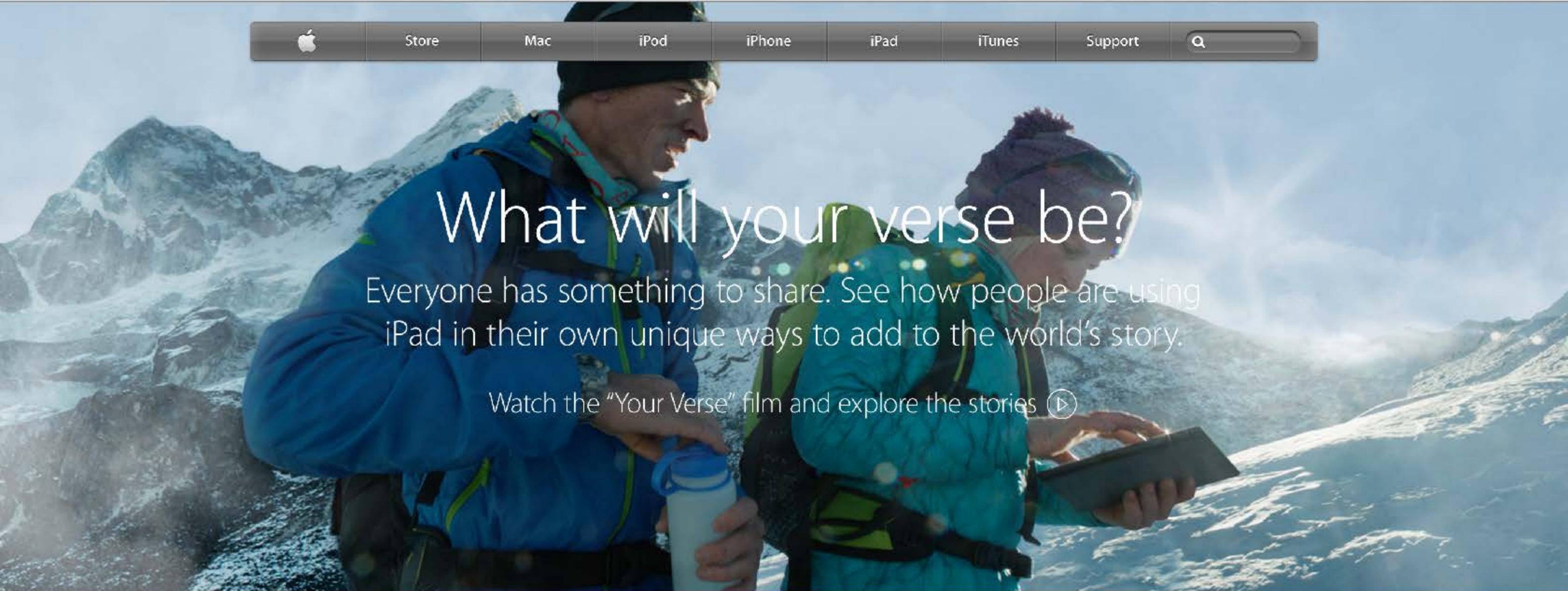
Lifestyle now inspires our audiences to engage with our products on an emotional and empathetic level, as opposed to on a platonic product level.

Design must evoke desire for the lifestyle the product is associated with, as opposed to simply the desire for the product. This has become rather apparent in the way companies are marketing and using product placement on their websites.

Lifestyle inspires purchasing



A great example of inspirational style marketing and design is Apple, they've dropped their traditional style of product marketing in favour of inspirational lifestyle



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- Bedroom
- Kitchen & Appliances
- Children's IKEA
- Textiles & Rugs
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Lifestyles

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Editorial buying is a method of inspiring your audience to make a purchase based on written content. These generally are presented as recommendations, reports or top lists.

LifestyleMirror

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Wednesday, April 3, 2013



TECH REPORT Best iPhone 5 Cases

Tech Report: Best iPhone 5 Cases

The iPhone 5 was hot when it was first released, and we can't help but feel the same gotta-have-it anticipation for the new iPhone 5S, which is scheduled to be released September 2013. The new iPhone 5S will have incremental upgrades—faster processor, better software, with a better camera—and wait for it, colored [iPhone cases](#).

We find ourselves putting our smartphone—our favorite of all our [gadgets](#)—to the test 24-7, whether it's downloading the [best smartphone apps](#) or constantly dropping our phone to test its durability. While some apps can calculate your protein intake or serve as a TV remote control, some iPhone cases can also deliver more than one function. For example, we found an Urban Outfitters bottle opener case that will crack open many a beer this summer. Zazzle's "Freak Out And Run Around" case adds a bit of protection and humor that will have your friends turning their heads.

Even though you can't buy the iPhone 5S yet, you can still trick out your current phone while you wait. Click through and shop for the [best iPhone cases](#) on the market.

Julio Carrillo (@julio carrillo84)





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Lifestyles

Selling a trend

Selling your audience a vision has become very popular in brand and design placement, we are using it more and more in our marketing (online and offline) as it inspires audiences to buy the idea opposed to the product.





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