



The Social Worth

User Interface (UI) Design

Project Brief: The Social Worth is a content writing based blog platform that aims to bring together the readers and writers community from all over the world to freely indulge in their passion for knowledge and creative content. This is a DIY learning project, as a part of my internship program, focused particularly on learning UI Design.

My Role: The task assigned to me in this project was to create a visually compelling and socially engaging landing page/ home page for the blog as a UI designer. The branding assets were already in place and the entire UX research and design process was pre defined, thus keeping the focus solely on crafting an impactful user interface.

Discover

As the number of readers is increasing day by day in this fast growing world, it's important to engage user on the page for more time. I got to work on a web design for the blogging community. The aim was to make sure the user is getting a comfortable reading experience. Experience depends on the way user read. So before starting designing, basic user research was necessary. No one reads at first actually. User just scans the information on the web. If they find something helpful then only they are going to read further. After carefully examining the user research material available I got to know about many things such as user behavior of reading, reading patterns, visual hierarchy of text and typography. Here, it was particularly essential to keep in the mind the AI based language translation feature integrated into the UX design that would enable the readers with the ability to translate articles/ blog posts into any language of choice, making this platform unique, intuitive and a more inclusive community as compared to other similar products in this space.

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Define

The home page contains key elements that describe the particular page. If those elements are not there then user engagement may get reduced and that creates a bad experience. So, here as I was designing a landing page I started gathering information about what are the key elements for blog page, what data should be there and what should be the priority. As per the requirement, I defined key elements for the blog page, which is: title, cover, author, publication date, category, heading/sub Heading, paragraph, images, bullet points, quote, social sharing, subscribe CTA, tags, comments. With the research that I did before I got to know that no user will scroll down and read further if they don't find anything useful on the landing screen. So again I listed what things need to be there on the landing screen to engage the users and make them scroll to read more. The metadata I decided to put on the landing screen: blog cover, blog title, short summary/ preview, author, publication date, category, likes and ratings.

Challenge

After all the key elements were listed, I started working on UI. Again the goal was to provide a more pleasurable read. Readability is about the overall reading experience. How easy can we scan text layout, distinguish heading, subheading, paragraphs, and blocks. Thus, my key challenge in designing the UI was to provide the best reading experience.

The platform offered some interesting features for both the readers and the writers, for instance language translations, dictionary, connect with the blog community, writer's dashboard etc. To make these available to the users in an easily comprehensible way was also an aspect of the UI that needed my extra thinking energy.

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Solution

Readability being the key focus of the UI design the very first design decision made for the UI was the theme. The entire UI design was crafted in the most basic black and white contrast for providing the best legibility also eliminating distractions to the eye that can be brought upon by other colours. This palette also strongly resonates with the brand and worked perfectly for creating a sophisticated UI design.

Some of the other things on which I focused to provide the best reading experience were:

Type Hierarchy - to give a clear sense of the structure of the page. It makes the users distinguish the heading from subheading and body text.

Line Height - to increase readability

Paragraph Spacing - to make each paragraph distinct

White Space - to make content easily scannable

Lastly, a floating panel with icons to access all the unique features to the users was designed in an eye catching contrast for quick and easy access for the users positioned at anywhere on the pages.

Design

After carefully examining the entire UX design process and all its key findings, it was equally essential to conduct UI research by studying the popular design trends of other similar products in this space as well as some black and white generic UI trends. I was particularly seeking design inspiration from content represented by clean and minimalistic UI. Following to which a mood board was compiled with reference material to capture interesting styles to craft the look and feel of the UI and its elements. These were used to design a basic mid fidelity digital wireframe and finally translated to high fidelity wireframes with the proposed design.

The Process

UI Research - Studying popular UI trends in the blog community

Mood Board

Digital wireframing - mid to high fidelity wireframes

Typography

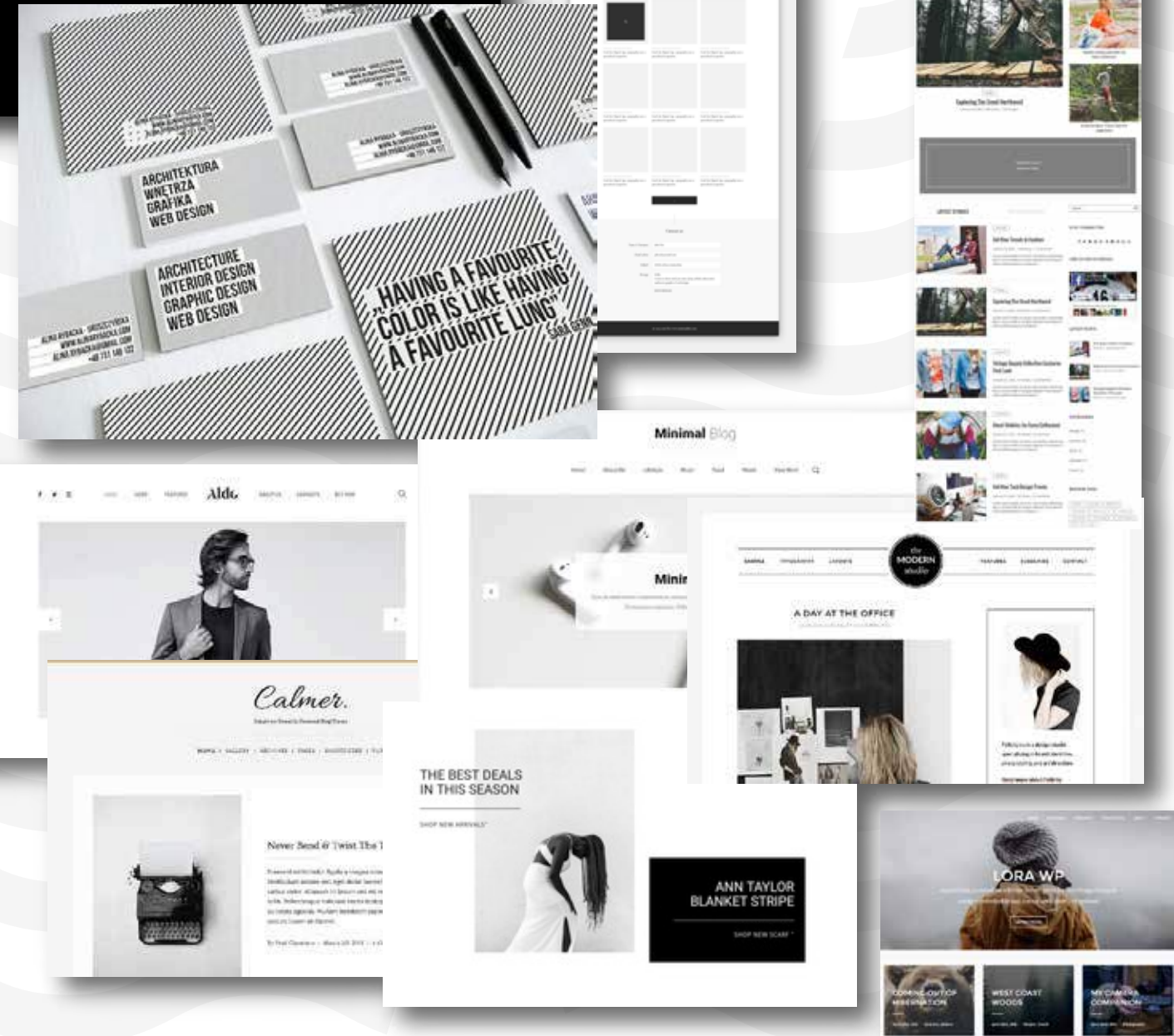
Iconography

Illustrations and other UI components

Usability testing

Responsive design

Mood Board



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Mid Fidelity Wireframe

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Lato typeface has been used as a popular font family for this genre of UI and type hierarchy has been maintained consistent across all content for enhancing user readability.

Clean and minimalist black and white contrast used as a theme for the entire UI design to maintain best readability experience and give it a vintage editorial feel.

Simple easy to comprehend filled icons designed to generate enough contrast to catch the user's attention to guide them towards an action.

Fave Script Pro font used for section titles to give a feel of handwritten notes like in a notebook

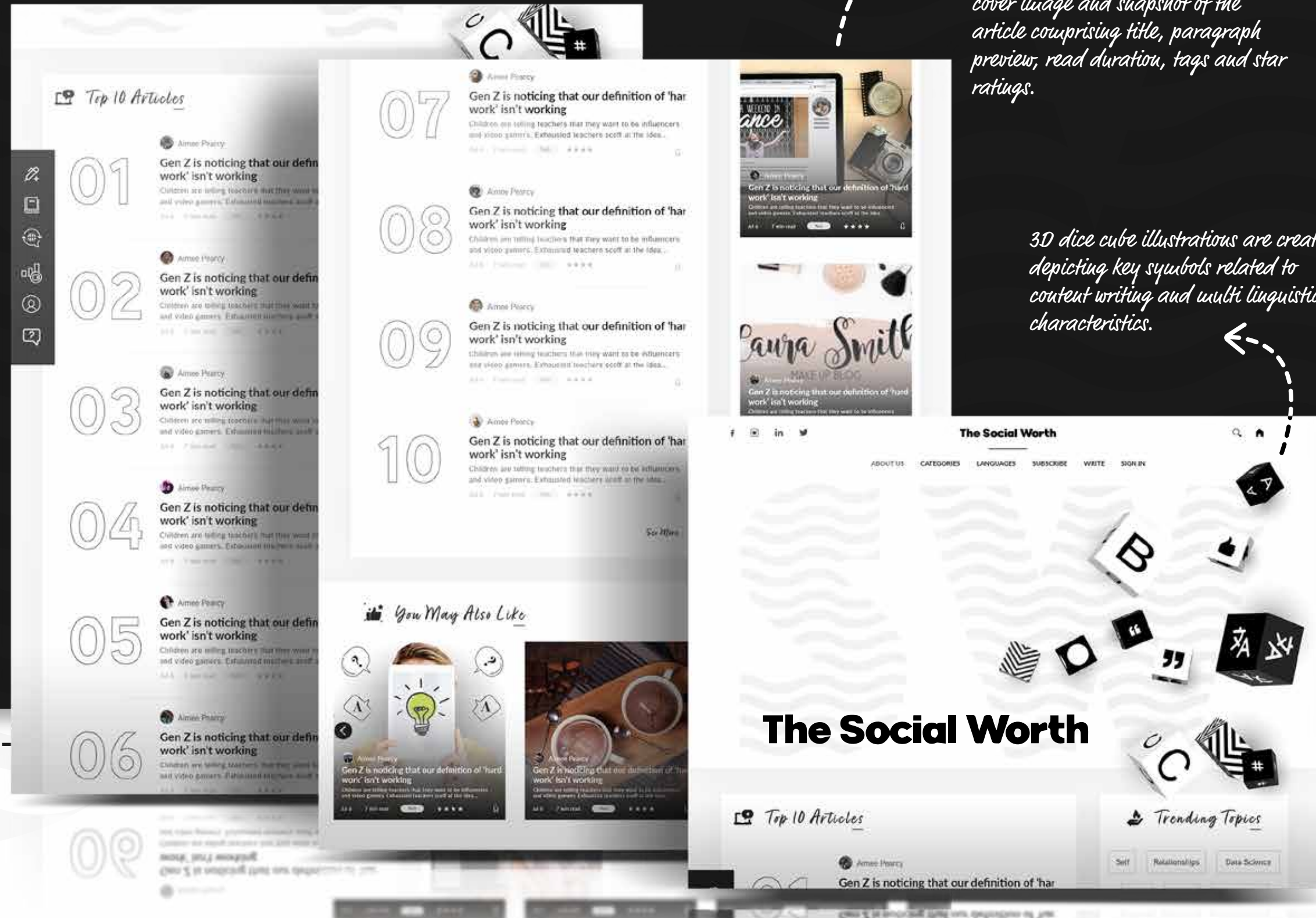
Floating panel with simple line icons designed in contrast to the rest of the page for quick and spontaneous access to some of the key features offered by the platform for its users.

Subtle numeric illustrations to highlight top trending blogs and bloggers.



High Fidelity Wireframe

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End of Case Study

What did I learn from the project?

Aim of UI design is to make the user's interaction as simple and efficient as possible.

Use contrast to organize information, build hierarchy and create focus.

Choose fonts that create readable text on the web.

Continuously assess for symmetry and asymmetry balance.

Visual consistency is key principle in UI design. Create consistency and use common UI elements. By using common elements in your UI, users feel more comfortable and are able to get things done more quickly.

Usability testing of design for responsiveness is essential part of the UI design process.