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UI design of mobile terminal based on user experience

-- Taking "Shijue" as an example

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Abstract: With the development of science and technology and the development of functions in mobile communication tools represented by mobile phones, the channels for people to receive information and visual elements are constantly expanding. At this time, the visual appreciation in the UI interface is extremely important, which can effectively help users obtain information, obtain visual elements, and build a good interactive environment. In this era, people not only pursue personalized design concepts and sensory pleasure in visual aesthetics, but also interface design has become the most convenient way to show characteristics, emotions and ideas. This paper designs and discusses the mobile visual software from the perspective of facilitating the audience's visual acquisition, so as to explore the UI interface design of excellent visual software.

Keywords: Mobile visual interaction.

1. Introduction

1.1. Overview of UI interface design

The full name of the UI is the User Interface. UI design refers to using the designed software to operate through human-computer interaction. The visual appreciation in the UI interface, including a series of concepts such as interface design, typesetting and production, needs to meet people's aesthetic needs. UI design art, as a new art form rising with the Internet, has not been known by people. There is less UI design curriculum arrangement from school curriculum, and there is less recruitment information for UI designers from social posts. UI design is more arranged for artists. As a result, there is no good development channel for UI design. In this era of rapid development of the Internet, UI design is obviously not keeping up with the tide of the times, and UI design in various APPs is not uniform. UI interface has a wide range of applications, including game interface design, software interface design, software interaction design, graphic design and other parts, which requires designers to have a comprehensive ability.

In UI design, if you want to design a set of UI to improve user experience, you must follow certain design principles and design rules. This rule is composed of user demand research, application nature division, prototype diagram design and UI interface beautification. Only by following this set of rules can the UI interface not be disordered. Among them, the most important thing is to understand the user's habits and preferences through user demand research, so as to provide direction for design. The essence of subsequent design is to serve users.

1.2. Necessity of research

In a practical sense, in addition to the most basic art design, UI design should also include user research, rational function design, user experience and an explicit visual design. Now all kinds of software UI interface design are more and more complicated in visual expression, which brings users a lot of burden on operating experience and visual trouble. In the design, it is not based on the actual theory, and lacks aesthetic sense and simplicity.

Theoretically, UI interface design styles are diverse, but its essence is to design around customers. The overall interface needs to be refined from the whole to the part. At present, there are few papers on UI interface design on the Internet, so it has certain progressiveness in practical significance and theory.

1.3. Research status of UI interface design at home and abroad

The research and practice of foreign experts and scholars in the field of art design on user experience-based interface design are relatively mature, forming a certain theoretical system. For example, Bill Moggidge, founder of interactive design pioneer IDEO Company, in his book "Designing Interactions" ("Design Interactions"), explained the history of interactive design development through mouse, computer, game and other different examples in the form of interview Importance and method.

The UI interface design in China started relatively late, and there is a certain gap between China and foreign countries in the creation and production of UI interfaces. However, there is a lack of connotation in its concept. Most of the design concepts also draw on the West, and the research on UI interface design in academia is also relatively scarce. There is little research in this field in China, which is at the initial stage.

2. User experience analysis in UI interface

2.1. Overview of user experience

In the new era of the Internet industry, in the process of early software interface design, interface interaction and design are usually regarded as non core additional content, only playing the role of beautification and decoration. In the whole design process, interface design is often designed separately at the final stage.

The most intuitive concept of user experience is the customer's direct feelings and love for this software, which involves interdisciplinary research, user experience design to psychology, behavior, consumption, design and other disciplines. But these disciplines are difficult to be

specifically assessed. At present, the concept of user experience is widely used in the field of interaction research and specific applications, but its specific concept is still very vague. From their own research, each researcher brings their own data and theory, and there are also big differences in the conclusions in different fields. Therefore, there is no consensus and unity on the concept of user experience within the academic scope.

2.2. User experience in UI

In UI interface design, user experience must be considered as a key point at the beginning of design. The first thing to consider is what kind of application the user needs and the user population for which the application is applicable. Only through the investigation at the beginning of the design can the next design be carried out, otherwise it will deviate from the theme at the beginning of the design and eventually be eliminated in the market.

In the market research, first analyze the user portrait, accurately locate the target group, and then actively strive for the attention of the marginal group on the basis of clear target group survey. Secondly, analyze the same type of applications in the market, start from the shortcomings of other applications, or common problems in the industry, and think about and solve them as much as possible.

The next step is the function setting in the function application. At this stage, the application information is sorted out, the necessary information is listed and divided. From the functional level, the smaller the area is, the better, and the more substantial the area is, the better. Most applications should be simple and clear at a glance, providing users with a smooth, convenient and clear use environment.

The final stage is interface design and interaction design, as well as the final optimization stage. When determining the framework diagram and prototype diagram of the software, the information layout and visual combination shall be fully considered. As the core level of software, interaction must be started from the perspective of users. At this stage, the combination of vision and interaction should be fully considered. The last is the optimization of the architecture. Starting from the main information end, different information end users' ways of thinking and use will be different. Therefore, it is very important to determine the information end of the topic for architecture optimization.

3. The UI design process of "Visual Jue"

3.1. Application analysis of "Shijue"

In my design "Visual Jue", I positioned it as a visual creativity sharing software, integrating visual elements and design cases, to enrich the visual access of ordinary users and give designers creative inspiration. This software is designed to achieve a design sharing function through the online sharing of designers' works.

After determining the user type, we started to simulate the scene where different kinds of users used this visual software to simulate. We thought about the needs for vision and creativity from the user's perspective. Only from the user's perspective can we fully discover the real needs of customers and completely determine the design core of this software. Through the analysis of ordinary users and designers, we can determine that the design features and main functions of this product are direct visual presentation, and all functional divisions are for better visual presentation.

After sorting out the new information after these surveys, this software is a single functional software in nature, and all functions will be expanded around the visual category, such as hot, ranking, attention, update and comment area. Specific functional zoning is carried out under a single functional theme.

3.2. Application design process of "Visual Jue"

Through sorting out the information, we get the structure division of the application of "Shijue", and construct the framework from the sorting out of various sub functions. First, the most basic bottom navigation bar is divided into five modules: homepage, works, inspiration, chat and me. Among them, the home page is the most important, which is the facade of the software, including the display of some relevant information, including home page recommendation, attention, latest, masterpiece analysis and other functions. The second important is the inspiration area, including popular and latest functions.

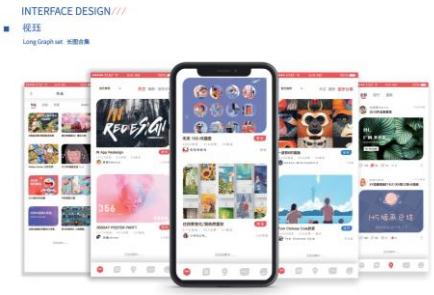


Figure 1. Long Graph set (self-drawn)

The core concept of Sijue APP is light visual design. The overall design focuses on the full screen mobile phone, which is the most widely used in the market at present. The graphic and text messages are lightweight, the picture information is highlighted as a whole, and the pure white theme is used to highlight the functionality of the software while being concise. The entire UI interface is designed in a way that has no dividing lines. With its pure design style and flat icons, it is very consistent with the current design trend, making the entire interface visually unified, simple and clear.

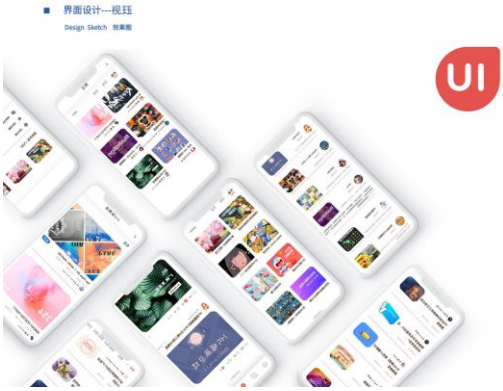


Figure 2. Design Sketch (self-drawn)

4. Epilogue

This paper studies the relationship between user experience and UI design, summarizes and analyzes the correlation points between UI design and user experience, and proposes a design method that conforms to its characteristics, so as to improve the user software interface experience. In this way,

the beauty and practicality of the UI interface can be considered, so that users can enjoy a better software UI interface and a better aesthetic experience, and higher

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