



Flow & Transition

Heute

Wie können wir mit Übergängen und Animationen unser Screendesign verbessern?

Was kann man mit Animationen und Übergängen im Screendesign sinnvolles anstellen?

Wie können wir die Nutzererfahrung verbessern?

Welches Prinzip wird genutzt?

Warum funktionieren Bewegung und Übergänge im Screendesign?

Welche Probleme können auftreten?

Motion for Feedback

Animations are often helpful as a form of noticeable feedback that an action has been recognized by the system.

Motion to Communicate State Change

Motion can be used to indicate that the interface switched to a different state.

Motion as a Signifier

Animations help users understand how to interact with UI elements.

Motion for Spatial Metaphors and Navigation

The structure of a complex information space is often challenging to communicate to users without taxing their cognitive resources or taking up too much screen space.



- Gute UX-Animationen fühlen sich natürlich, subtil und

WEITERE VIDEOS

0:02 / 4:09

YouTube





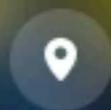
다양한 책을 한손으로 관리하는
숨은책방

Welcome

Username

Password

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Worum geht es?

Die Gestaltung von Übergängen und Abläufen mittels Animationen.

Die Hervorhebung von wichtigen Elementen oder Informationen mittels Animationen.

Die Sichtbarmachung der Informationsstruktur mittels Animationen.

Lorem Ipsum Dolor

Lorem Ipsum Dolor

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Consectetur adipisicing elit

Horizontal bars representing text content in the second column.

Sed do eiusmod tempor

Horizontal bars representing text content in the third column.

Adipisicing elit, sed do eiusmod

Horizontal bars representing text content in the fourth column.

Lorem Ipsum Dolor

Horizontal bars representing text content in the fifth column.

Lorem Ipsum Dolor

Lorem Ipsum Dolor

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Lorem Ipsum Dolor

Horizontal bars representing content or data.

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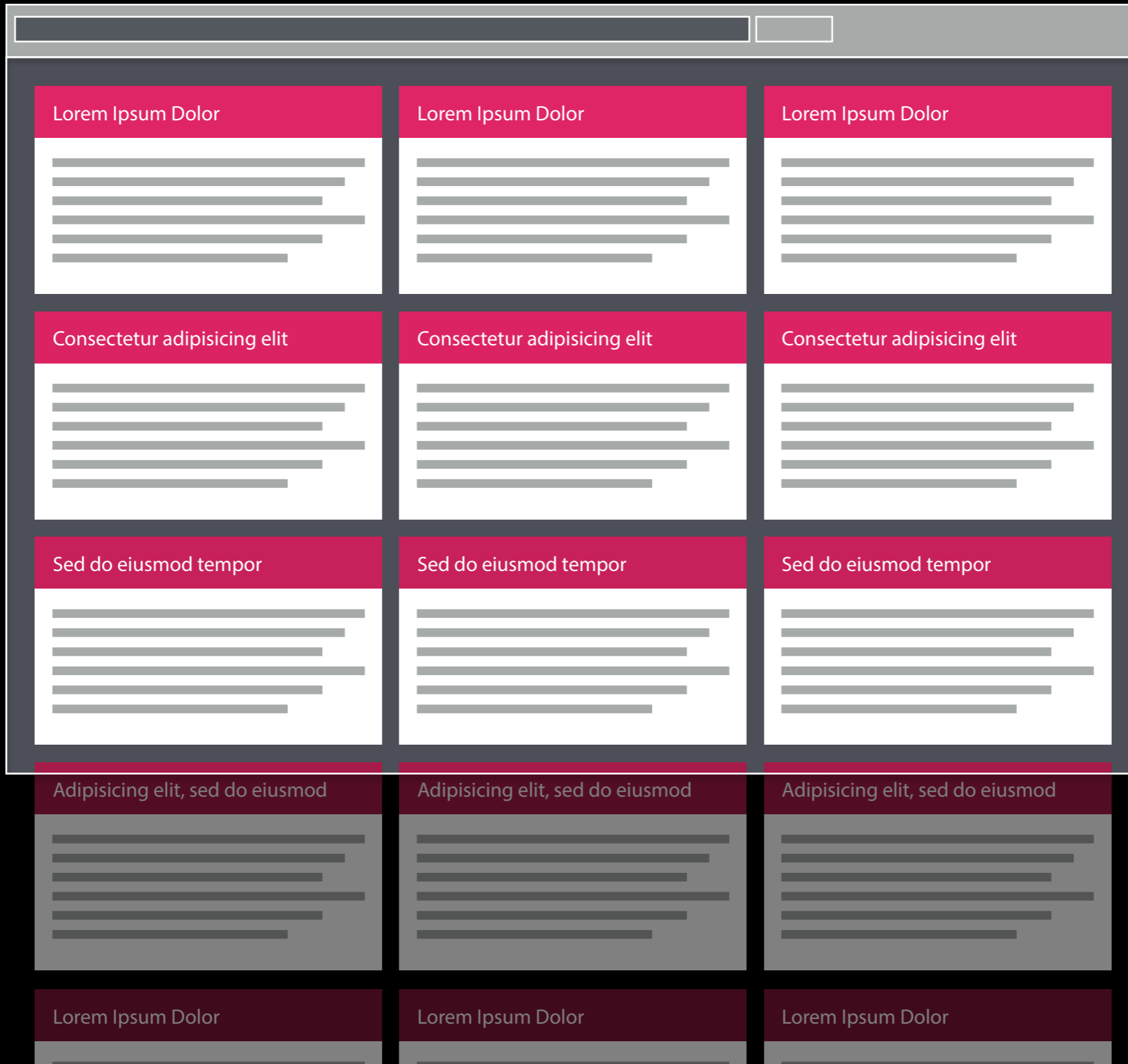
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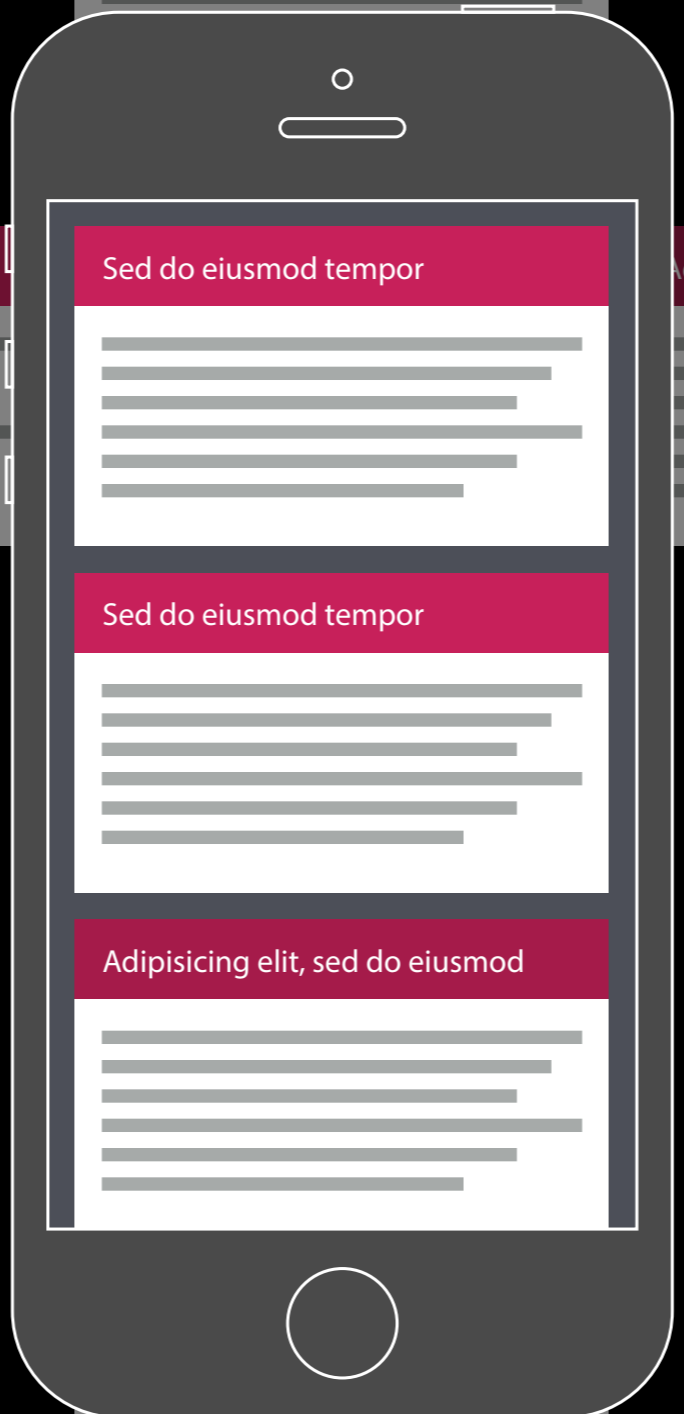
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Lorem Ipsum Dolor

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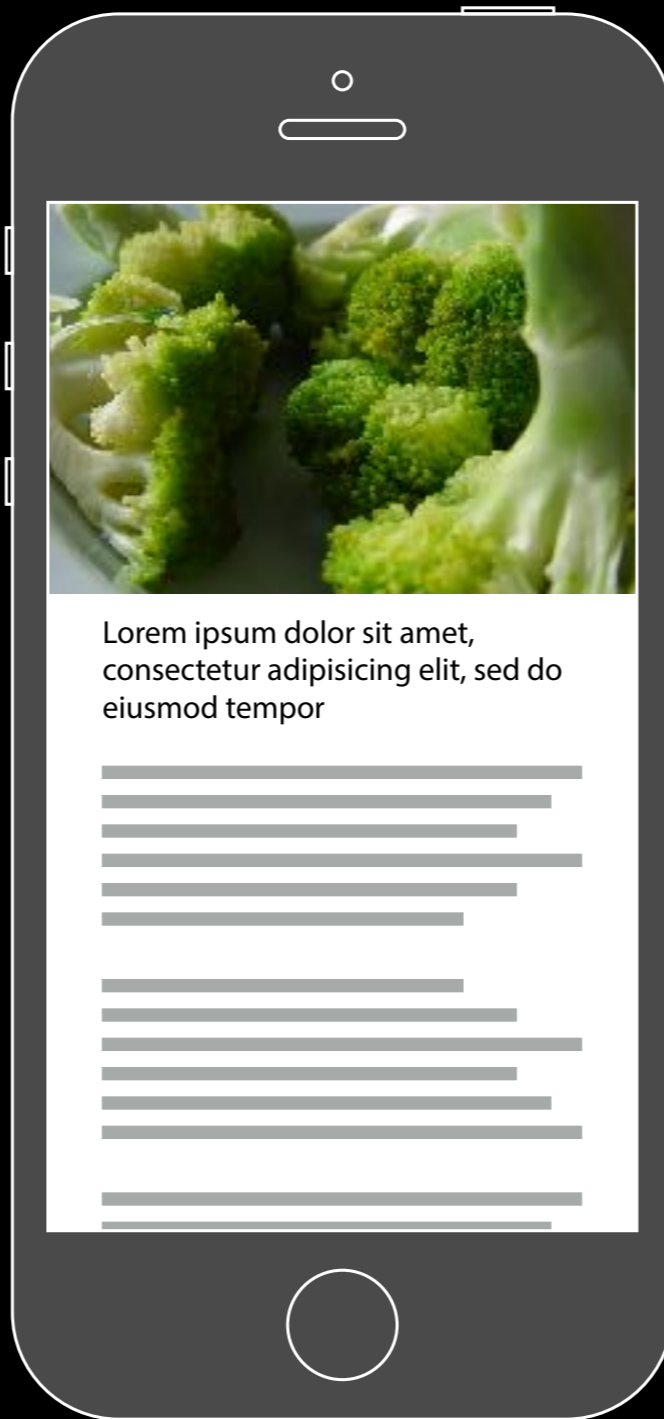
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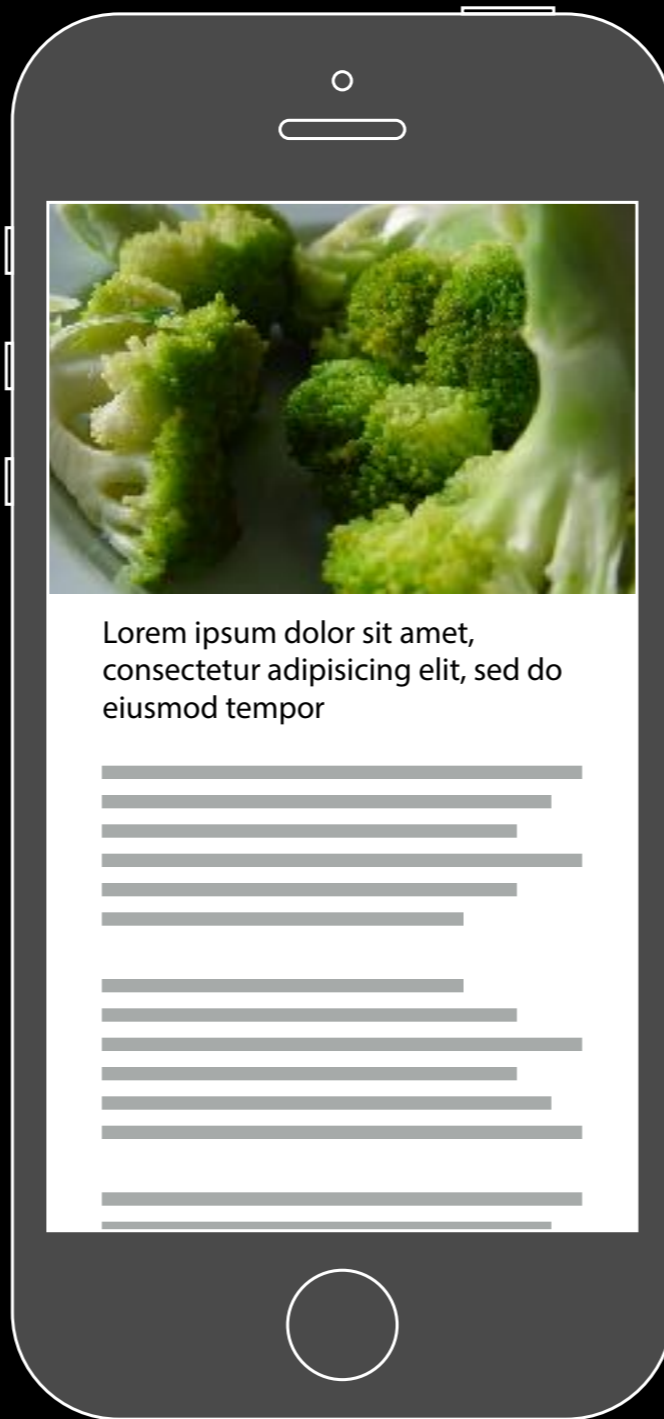
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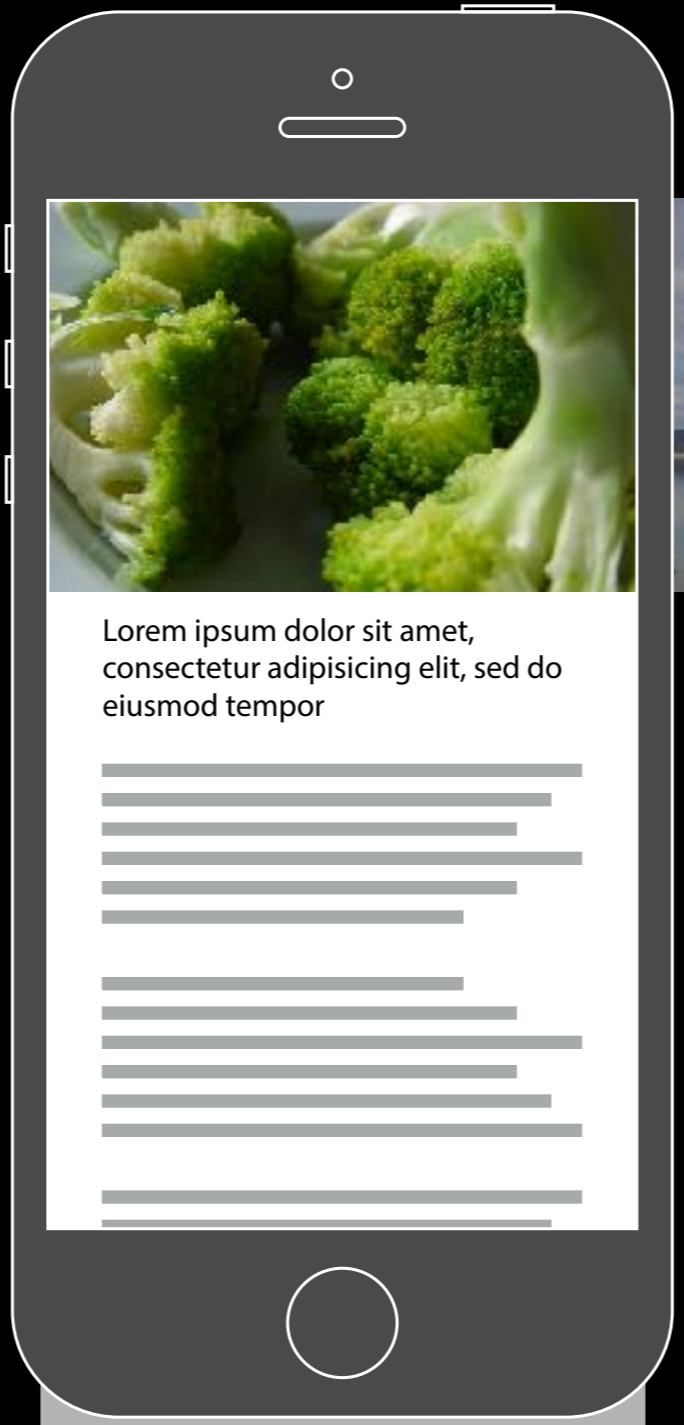
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Ut enim ad minim veniam.

- Home
- Our Products
- Recipes
- Partners
- About Us



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Placeholder text consisting of several lines of horizontal bars of varying lengths, representing content in a mobile app.



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Placeholder text consisting of several lines of horizontal bars of varying lengths, representing content in a mobile app.

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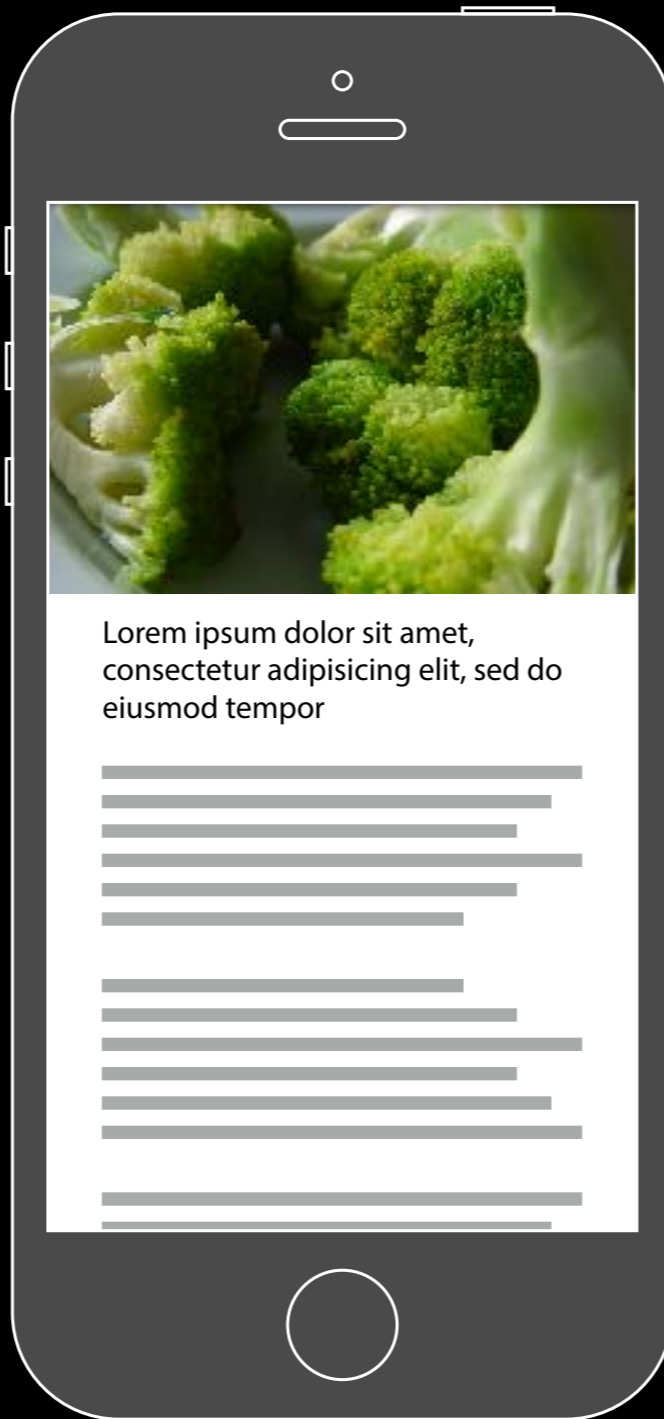
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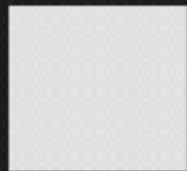
Bestandteile/
Baumaterial

Principles of UX in Motion Choreographie

The 12 Principles of UX in Motion

CREATING USABILITY WITH MOTION

Easing



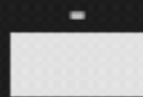
Overlay

Offset & Delay



Cloning

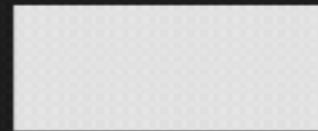
Parenting



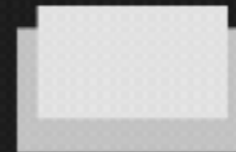
Obscuration



Transformation



Parallax

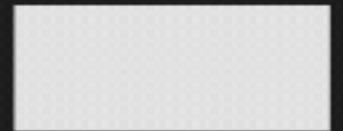


Value change



Dimensionality

Masking



Dolly & Zoom



uxinmotion.net

Material design

Motion

Material motion

Duration & easing

Movement

Transforming material

Choreography

Creative customization

Style

Layout

Components

Patterns

Growth & communications

Usability

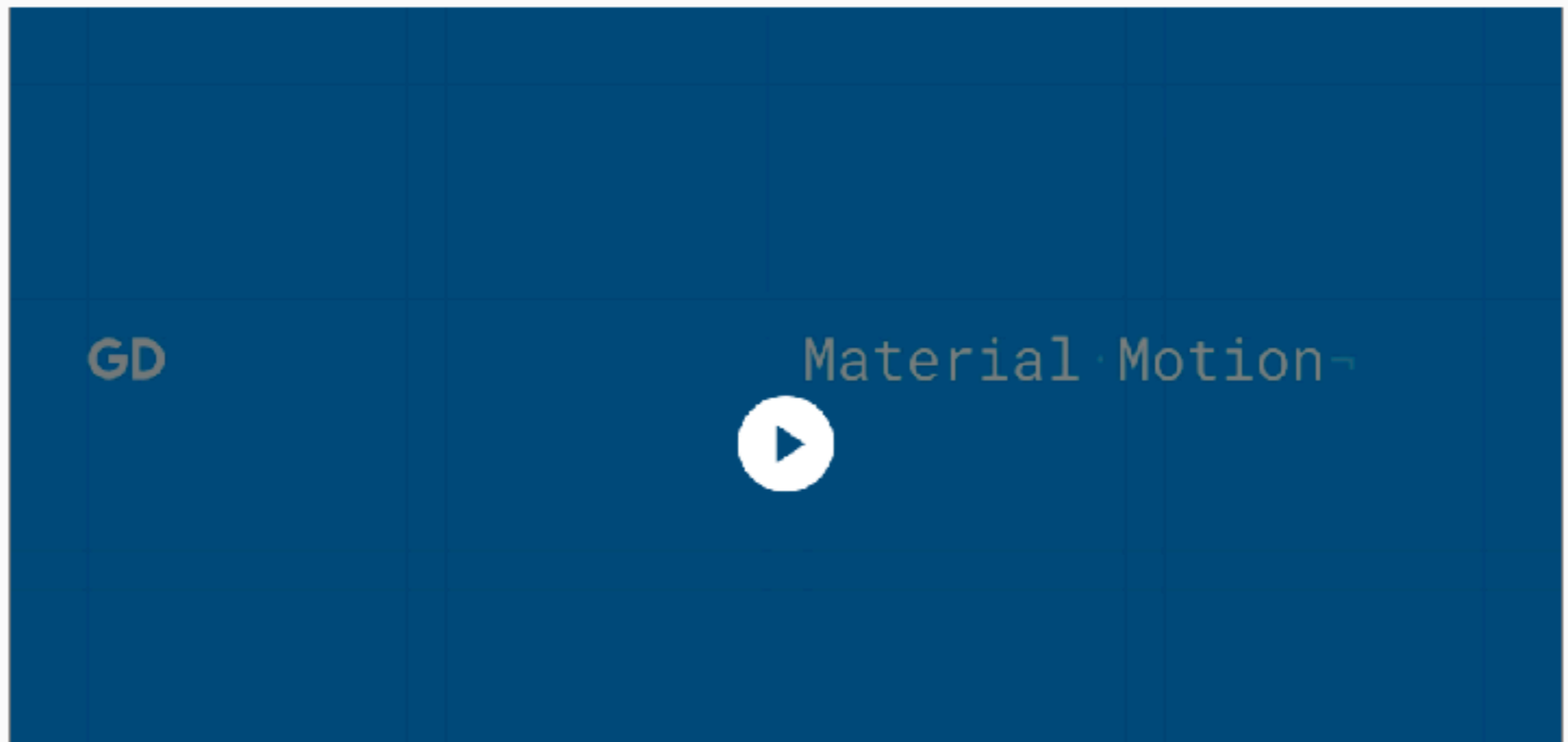
Platforms

Resources

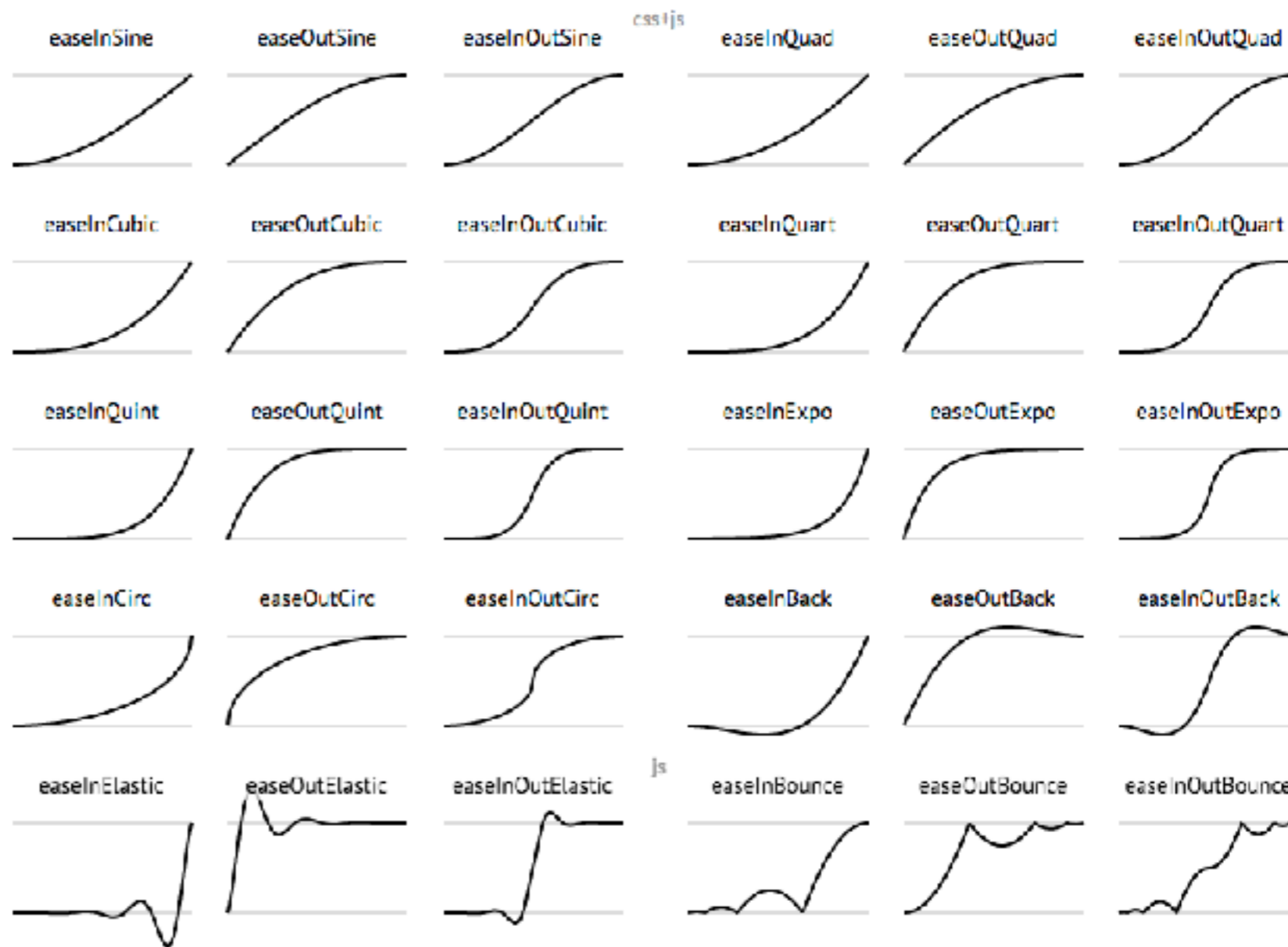
Motion

Material motion

Motion in the world of material design is used to describe spatial relationships, functionality, and intention with beauty and fluidity.



Easing



Für den Hinterkopf

Übergänge und Abläufe sind bewusste Gestaltungselemente und keine Dekoration.

Es gibt mehr als einzelne Screens = Verbindung/Übergang von Screens/ inhaltlichen Funktionen (Frontend-Architektur).

Smarte Animationen die dem Nutzern vermitteln wie eine Interaktion funktioniert.



Wofür/ warum nutzen wir **Prototypen**?



Don't fall in love with your prototype.

STORYTELLING

in UX/Screendesign?

«Learning how to tell a good story with a digital experience will help people care about and engage more deeply with the experience.»

Prototypen ...

... sollen ein (Design-)Konzept verständlich und erlebbar machen.

Digitale Produkte ...

... sollen Menschen zu Dingen/ Handlungen befähigen, bzw. sie um Fähigkeiten bereichern.



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