

# The UI Animate Guide



BY IVANA DE VITTORIO





# HI THERE!

I am an Interaction Designer. I am a hard-working and driven individual. I am passionate about my work in the field of UX/UI Design.

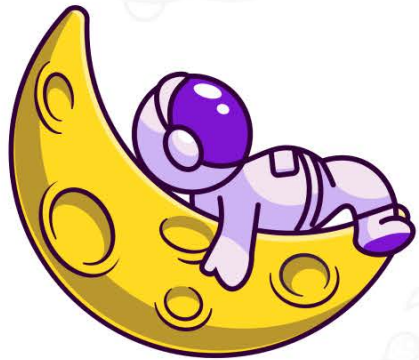




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# UI ANIMATE GUIDE

## UI ANIMATE GUIDE

### BRIEF INTRODUCTION

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The *UI Animate Guide* is an innovative toolkit designed to empower UI designers by providing them with valuable resources and best practices for incorporating User Interface Animation (UIA) into their digital interfaces.

The primary goal of the *UI Animate Guide* is to facilitate the seamless integration of UIA, thereby amplifying the interaction principles within digital designs and, in turn, enhancing the overall user experience.

# WHAT IS THE INTERACTION PRINCIPLES?



## VISIBILITY

This is the basic principle that the more visible element is, the more likely users will know about them and how to use them.



## DISCOVERABILITY

Refers to the ease with which users can discover features within the user interface.



## AFFORDANCES

Interface components should be designed so that the interaction possibilities are clear.



## FEEDBACK

Designers should give users confirmation that an action has been performed successfully or unsuccessfully in the user interface.



## MAPPING

The relationship between controls and their effects should be as explicit as possible in user interfaces.

# PROBLEM AND DESIGN FRAME



# PROBLEM AND DESIGN FRAME



## PROBLEM

Users frequently encounter challenges when interacting interfaces, such as unclear feedback, complex navigation, and information overload. These issues hinder effective communication and interaction, leading to user frustration and reduced efficiency.



## RESEARCH QUESTION

How can user interface animation be leveraged to amplify the interaction design principles within digital interfaces?



## SOLUTION APPROACH

My solution approach aims to leverage UI animations as a means to enhance the interaction principles of visibility, discoverability, affordances, feedback, and mapping within digital interfaces. By developing the UI Animate Guide with clear guidelines and pre-designed animated examples, my solution empowers UI designers to incorporate animations effectively and to improve user interaction efficiency in digital interfaces.



# DESIGN PROCESS





**OVERVIEW OF RESEARCH ACTIVITIES AND  
INSIGHT SUMMARIES**



## GOAL



The goal of the UI Animate Guide is to equip UI designers with the knowledge and tools needed to harness the potential of animations in their designs. It seeks to serve as a practical resource that enables designers to understand the best use cases for animations and their impact on user interactions, ultimately leading to more engaging and effective user interfaces.

## VISION



The vision of the UI Animate Guide is to cultivate a design ecosystem where animations are not only seen as embellishments but as integral components that amplify interaction design principles. It aspires to create a design community that consistently delivers user interfaces that are not only aesthetically pleasing but also highly intuitive and user-friendly, elevating the overall quality of digital experiences for users worldwide.

# USER TEST

## USER TEST GOAL

The goal of user testing was to see what UI animations are successful in amplifying the interaction principles and what the best practices are in order to incorporate them into the UI animation toolkit, the UI Animate Guide.

Additionally, animations act as a means to amplify traditional UI principles and provide a more engaging and intuitive user experience.

To iterate I did not test the interface itself and the layout but rather the UI Animations embedded in the interface and how the UI Animation affects the user.

## TESTING PROCESS

I user tested two applications namely the:

- 1 Money Matters financial application
- 2 Easy Med booking system application

### Why test both applications?

Throughout the user testing phase, it became evident that while valuable insights and feedback were obtained, the testing scope for the Money Matters application proved to be limited. Money Matters excessively simplistic and straightforward design left insufficient space for the incorporation of UIA that could maximise user benefits. This is why I decided to test the Easy Med medical booking application as well.



WHAT ANIMATIONS WORK?



WHAT ARE THE BEST PRACTICES?



WAS THE INTERACTION PRINCIPLES AMPLIFIED?

# MONEY MATTERS USER TEST

## Why a Financial App?

### 1 Ideal Platform

A financial banking app is an ideal platform to showcase the effectiveness of UI animation in amplifying interaction design principles.

### 2 Simplify interactions

By integrating UI animation thoughtfully, designers can simplify interactions, provide visual feedback, enhance onboarding, and create engaging experiences.

### 3 Demonstrates

Overall, the financial banking app demonstrates how UI animation can elevate the interaction design principles, resulting in a user-friendly and visually appealing interface.

## Reasons for Rebranding the FNB mobile application

### 1 Not Testing the Design

I am not testing the design but rather the animations within the design. In short, the design layout and flow are not my focus. The focus is on how UI animation can be incorporated.

Looking at different banking apps, identified FNB with simple UI and the potential to add UI animation.

### 2 Fresh Perspective

Rebranding allows users to approach the app with a fresh perspective, free from any preconceived notions or biases they might have about the original design. This helps gather more objective feedback on the app's usability and user experience.

### 3 Addressing Pain Points

Gives me an opportunity to address pain points that animation can help solve.

# MONEY MATTERS USER TEST

## Overview

The purpose of the user testing is to gather feedback on the Money Matters mobile banking app which is a revamped version of the FNB mobile application that incorporated UI Animation in hopes of improving its usability and helping to guide the user's actions through banking interfaces.



The testing will consist of Three main sections:

### 1 Money Matters Mobile App (Non-Animated Version)

Task Explanation & Execution:

I provided the user with the link to the Money Matters mobile application the non-animated version and explained the tasks that the user needed to complete while using this interface. After the user had completed the tasks, I asked a few questions based on their experience using this interface.

### 2 Money Matters Mobile App (Animated Version)

Task Explanation & Execution:

Once again I provided the user with a link to the Money Matters mobile application. But this time it was a version of the Money Matters mobile application that included UI animations. I explained similar tasks that the user needed to perform while using this interface. After they had completed the tasks, I asked a few questions based on their experience using this interface and if the UI animation helped the user complete these tasks more effectively.

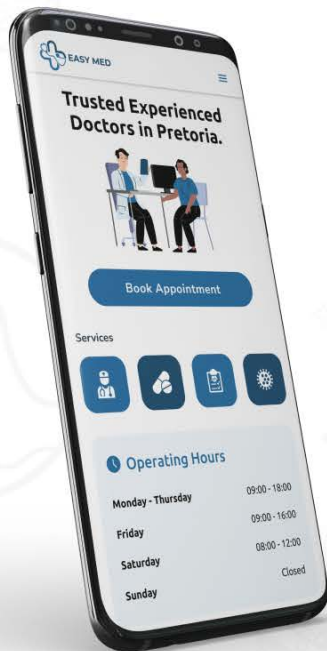
### 3 Post-Test Questions and Debrief

This was to gain feedback from the user's overall experience and debrief the session by gathering any additional insights or comments that the user have might had.

# EASY MED USER TEST

## Overview

The purpose of the user testing is to gather feedback on the Easy Med mobile app which is a medical booking system where you can make an appointment with a general practitioner. I hope to find ways to best incorporate UI animation into digital interface and test if it will help enhance the app.



The testing will consist of Three main sections:

- 1 Pre-Test Questions:**  
I asked a few questions to understand the user's familiarity with booking systems or medical booking apps.
- 2 Easy Med Mobile App (Animated Version)**  
Task Explanation & Execution:  
I provided the user with the link to the Easy Med mobile application (animated version) and explained the tasks that they needed to complete while using this interface. After the users have completed the tasks, I asked them a few questions based on their experience using this interface.
- 3 Post-Test Questions and Debrief:**  
This was to gain feedback from the user's overall experience and debrief the session by gathering any additional insights or comments that they might have had.

# USER TESTING FINDINGS

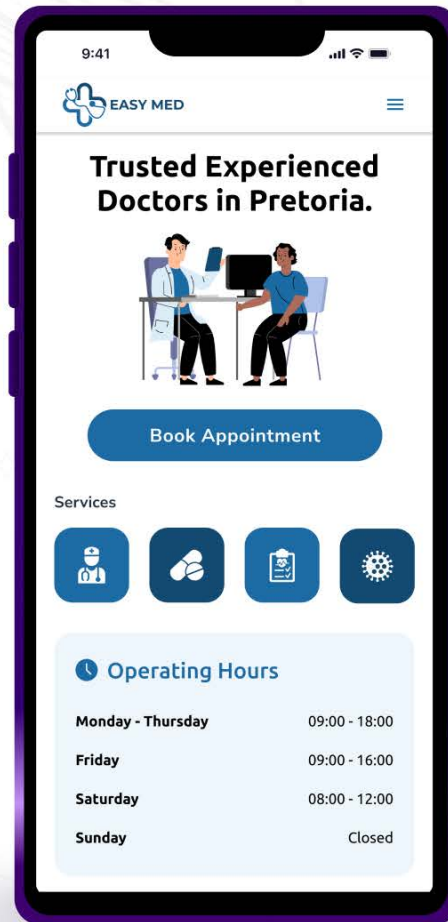
## 1. VISIBILITY

### Guiding Attention

UI Animation guided users' attention to interactive elements making them more discoverable. Using subtle motion and highlighting effects on the button made the important feature stand out. In this case, it was to make a booking with a doctor.

**"The animations were helpful in guiding me through the booking process."**

Appendix C: 110 p



1

Book Appointment

2

Book Appointment

3

Book Appointment

4

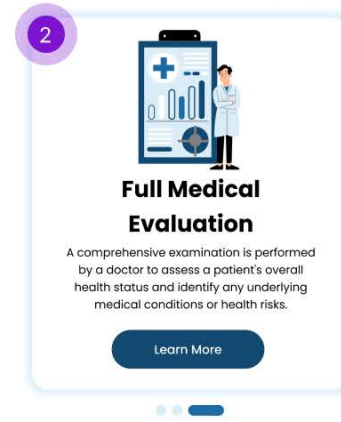
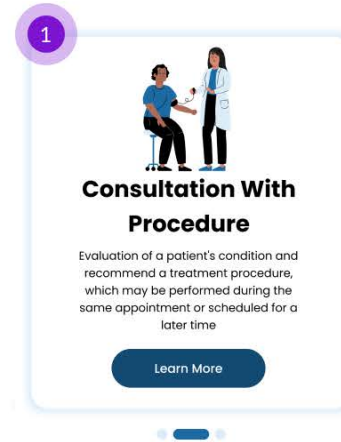
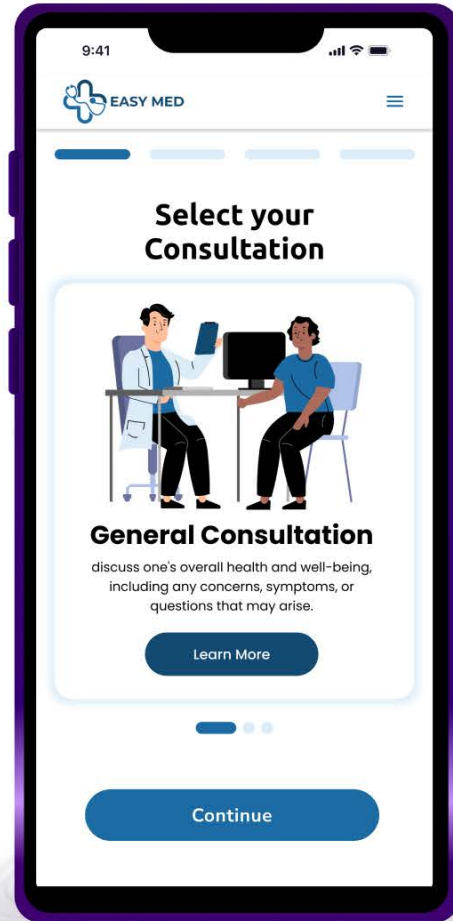
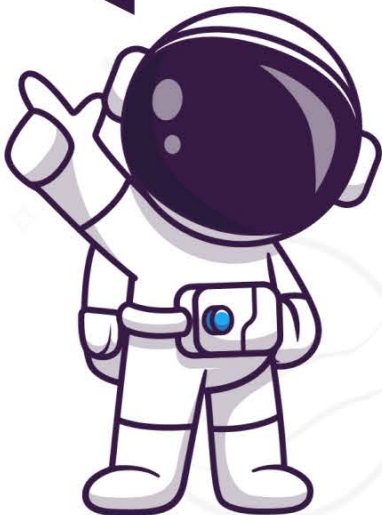
Book Appointment

# 1. VISIBILITY

## Revealing Content

Animations like fade-ins or sliding motions gradually revealed hidden content, ensuring users were aware of new information without overwhelming them. This is showcased through the different consultations options that the user could select.

**“The swiping motion during consultation selection was exciting and caught my attention.”**  
Appendix C: 114 p

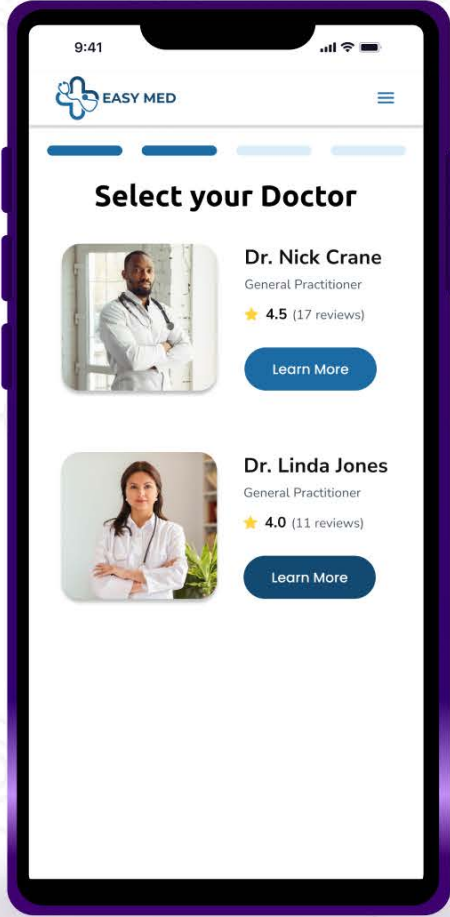


# 1. VISIBILITY

## Visual Feedback

Animations provided instant feedback for the user's actions, confirming that an interaction had been successful. The users recognized that their actions had been registered more clearly and eliminated any hesitation.

**"I found the animated buttons helpful during the booking process; they made it clear where to tap."**  
Appendix C: 111 p



1

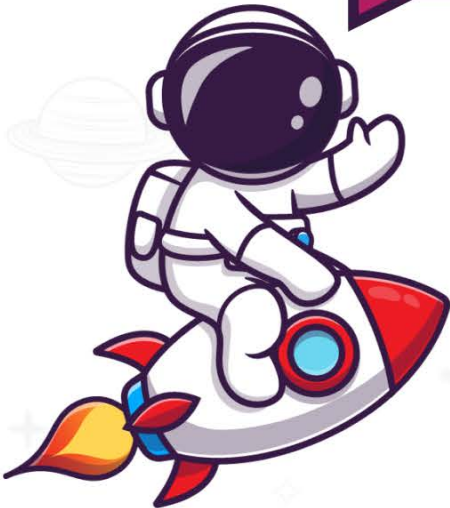
Learn More

2

Learn More

3

Learn More



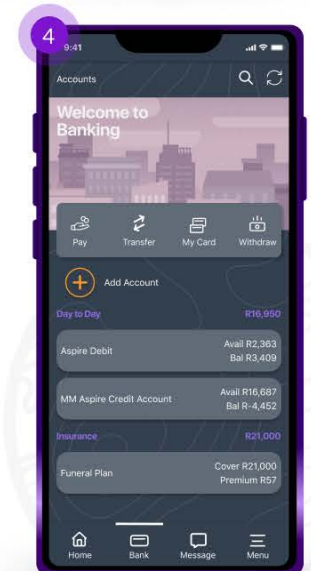
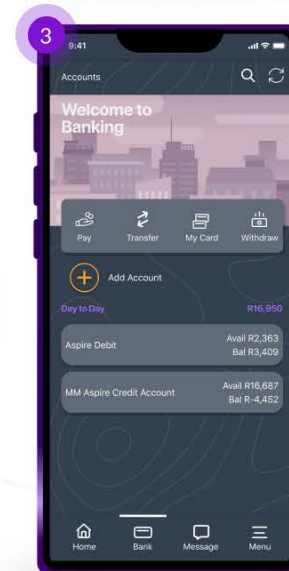
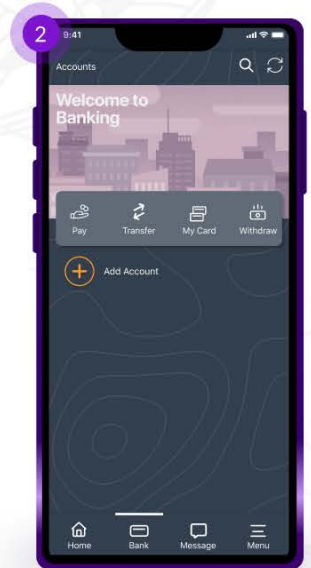
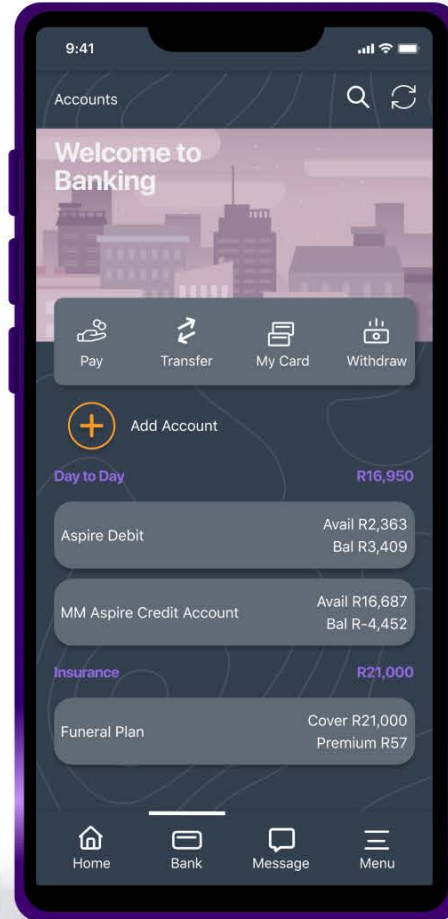
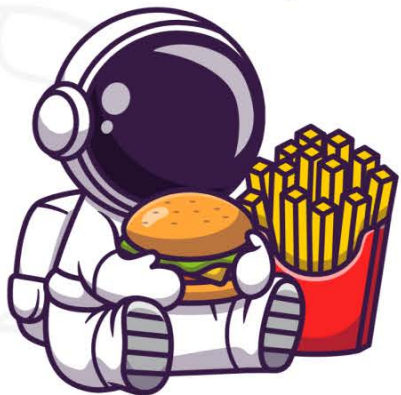
# 1. VISIBILITY

## Progressive Disclosure

Animated content revealed itself in stages and allowed the users to focus on what was relevant while reducing visual clutter. When the information was animated in sections on the Account screen the users found the information more digestible.

**“UI animation provided context and made the process much clearer.”**

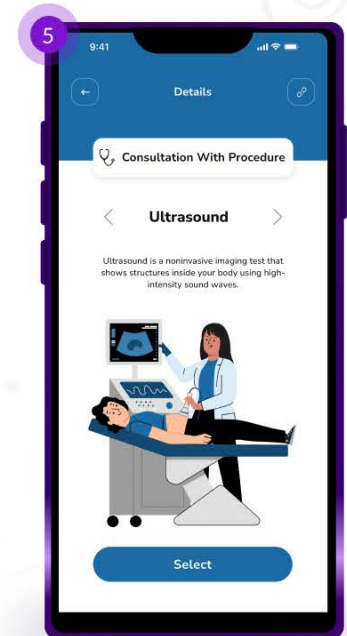
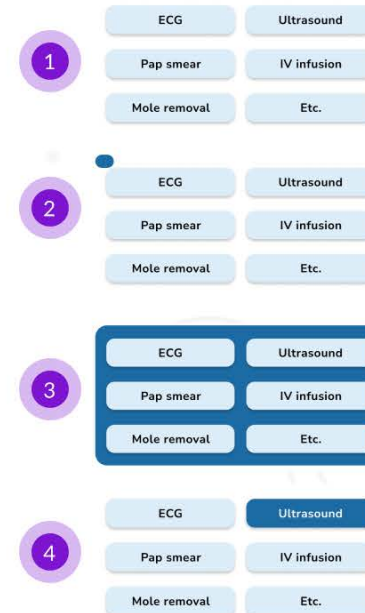
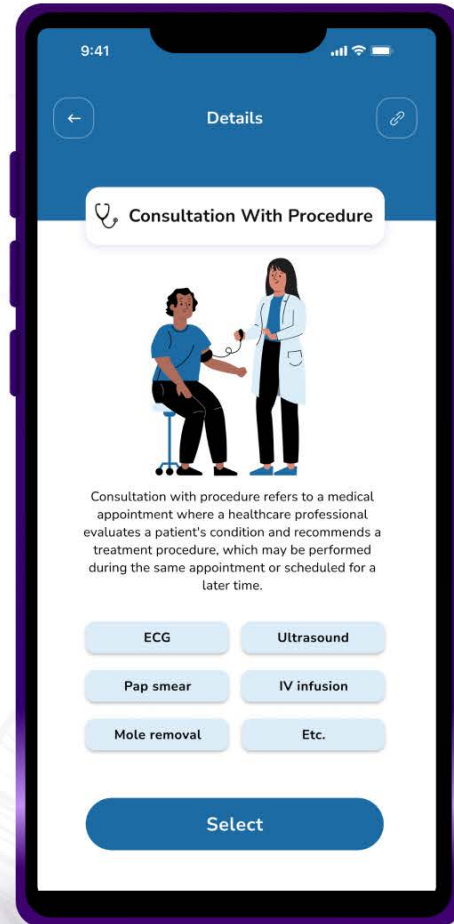
Appendix B: 89 p



## 2.DISCOVERABILITY

### Guided Tours

Animating guided tours directed the users' attention to various interface elements, helping them discover new features or functionalities step by step. In this case, the user was shown what option they could select to discover the different procedures and gave them a clear overview.



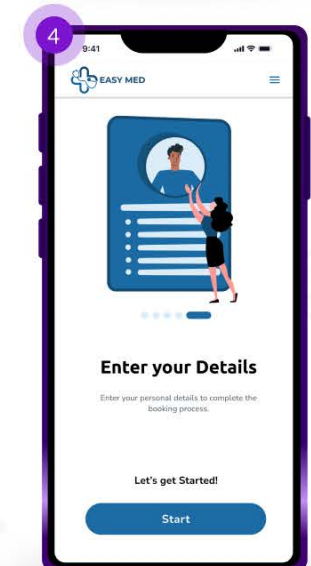
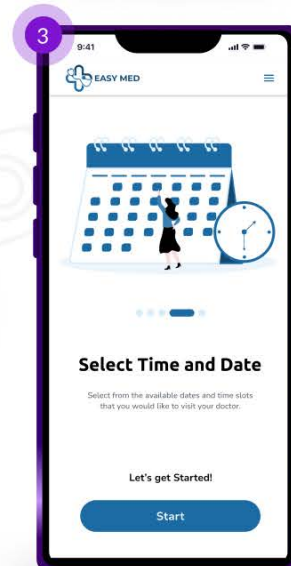
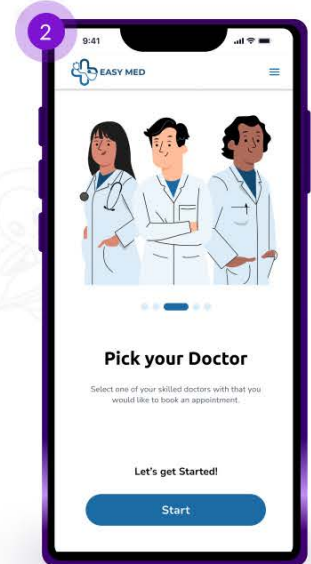
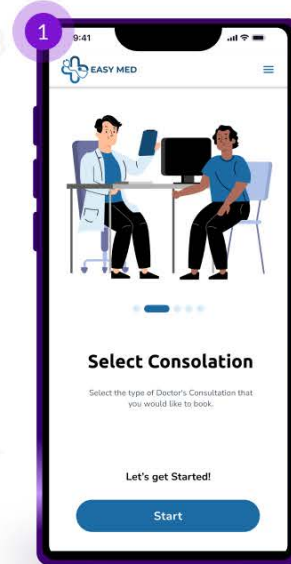
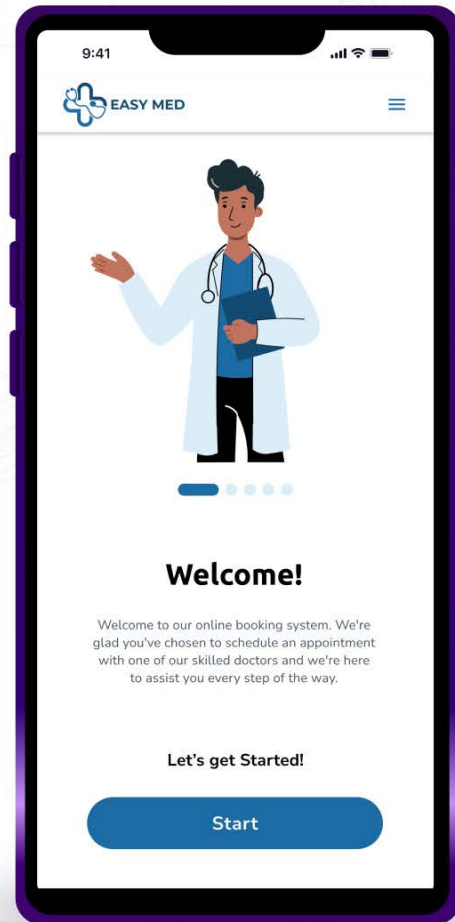
## 2.DISCOVERABILITY

### Onboarding

Using animation during onboarding introduced the users to core interactions, making it easier for them to engage with the interface. The users appreciated the boarding screen as it helped them visualise what would be expected of them during the process of booking a doctor's appointment.

**The onboarding screen really helped me understand what I needed to do to book a doctor's appointment."**

Appendix C: 113 p



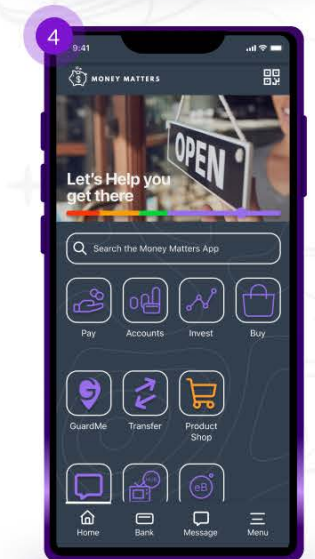
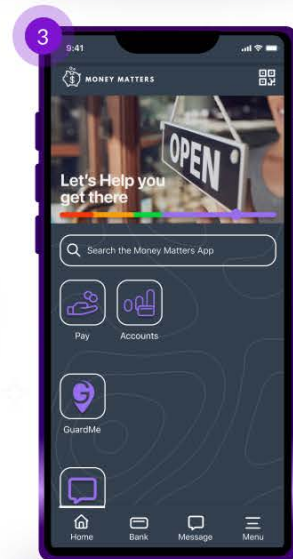
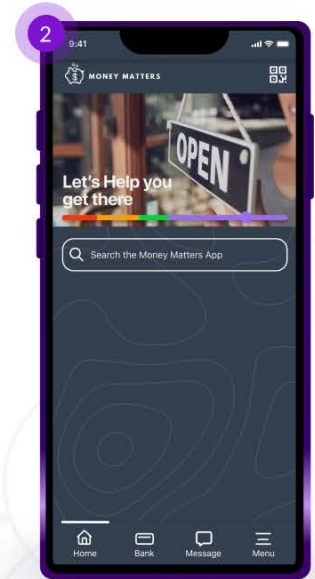
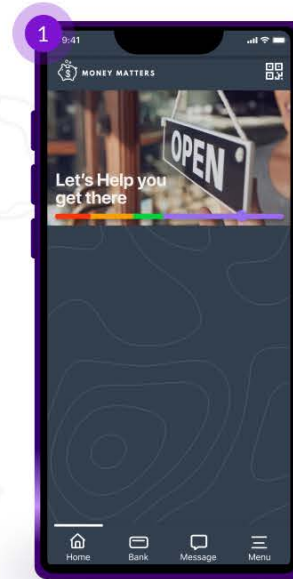
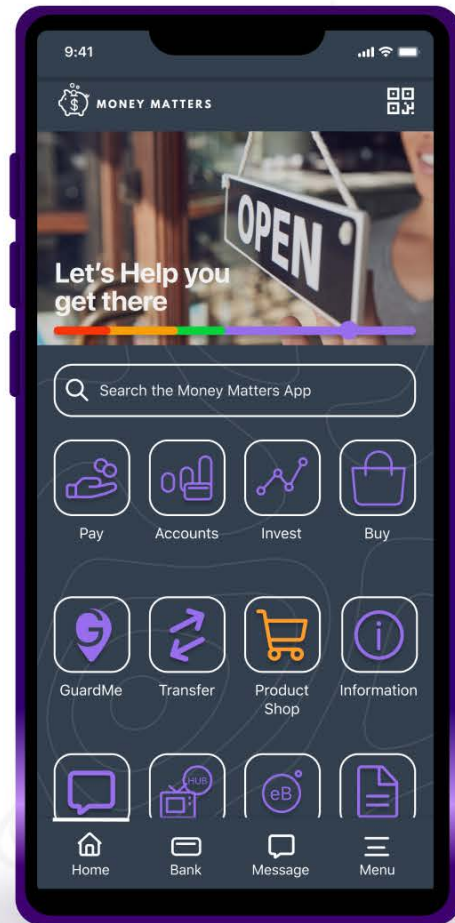
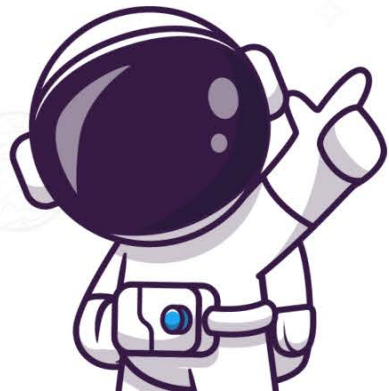
## 2.DISCOVERABILITY

### Revealing Information

Animation was used to progressively reveal information when users interacted with the interface, helping them discover more about the interface layout and features. This was displayed as the user entered the Money Matters app and the features were displayed.

**"I found the UI animation very useful. It provided me with guidance, making it easy to understand how to check my account balance as the information was displayed gradually."**

Appendix B: 89 p

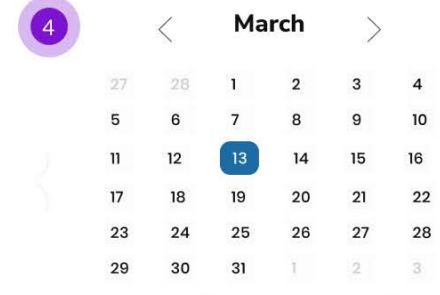
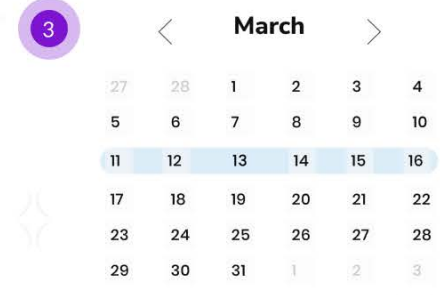
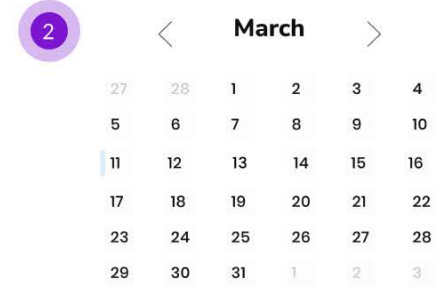
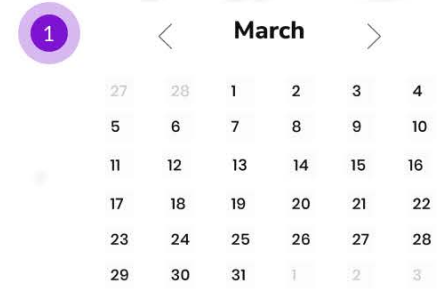
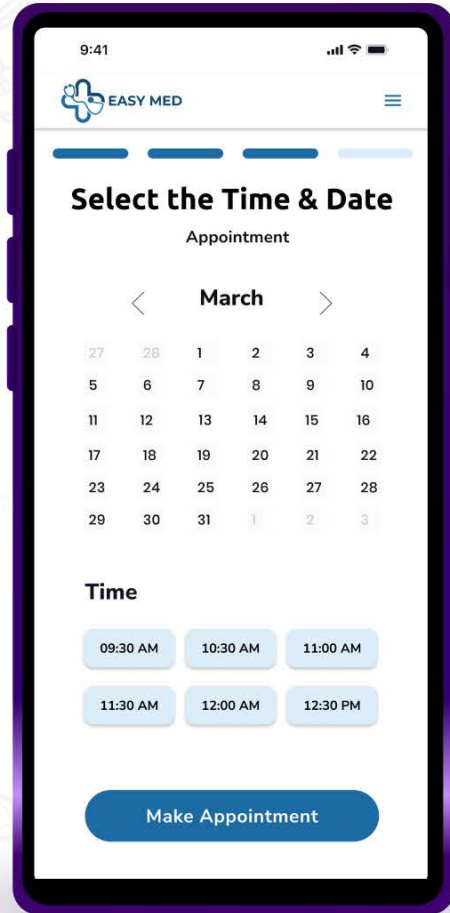


# 3.AFFORDANCE

## Conveying Action Possibilities

Animated interface elements showed the possible outcomes of user interactions, clarifying the affordance associated with those actions. This was shown by the highlighting of dates that the user can select. This gave the users a sense of clarity and that they can booking their appointment now in the following week.

**"I liked how the calendar animations worked; they made it clear that I could book and select a date."**  
Appendix C: 110 p

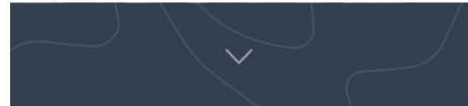
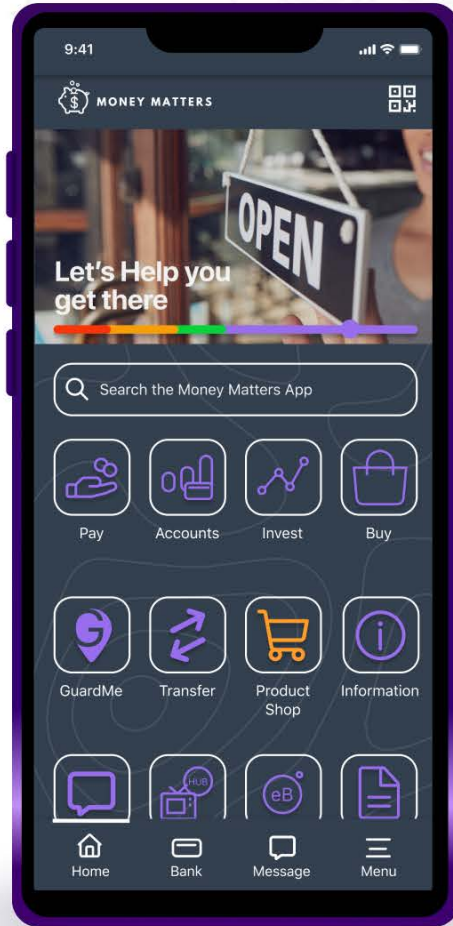


# 3.AFFORDANCE

## Motion Indicators for scrolling

Animated scrollable content showed its interaction potential, it made it clear that users could interact with it. This was shown through the arrow motion indication down. Some user just suggested that the placement should be different to indicate the swiping down better.

**"I specifically liked the arrow indicator, showing that I can go down to see the rest of the features on the app."**  
Appendix B: 88 p



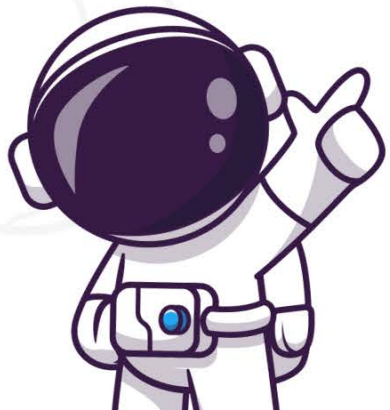
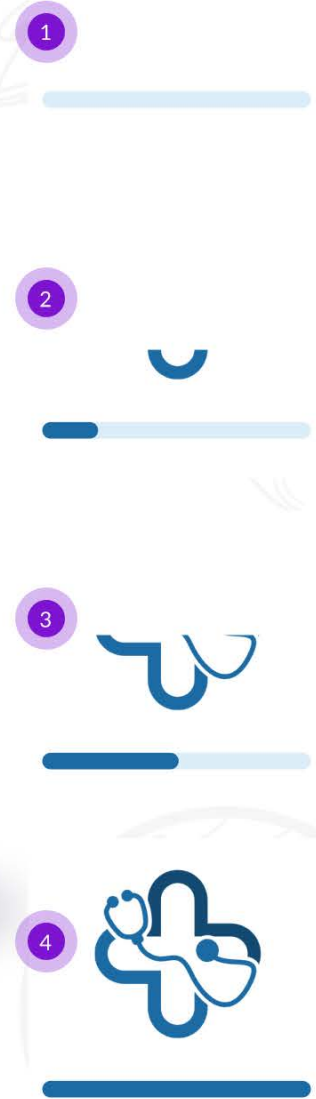
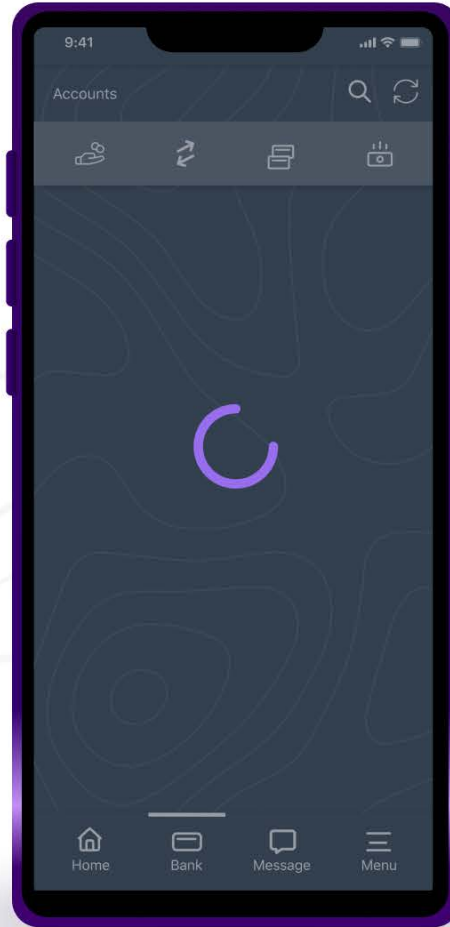
## 4. FEEDBACK

### Information Loading Process

The Animations to informed the users that a process was underway, preventing frustration by indicating progress.

**"It felt like the process was faster, and the animations made it more engaging and fun."**

Appendix C.117 p



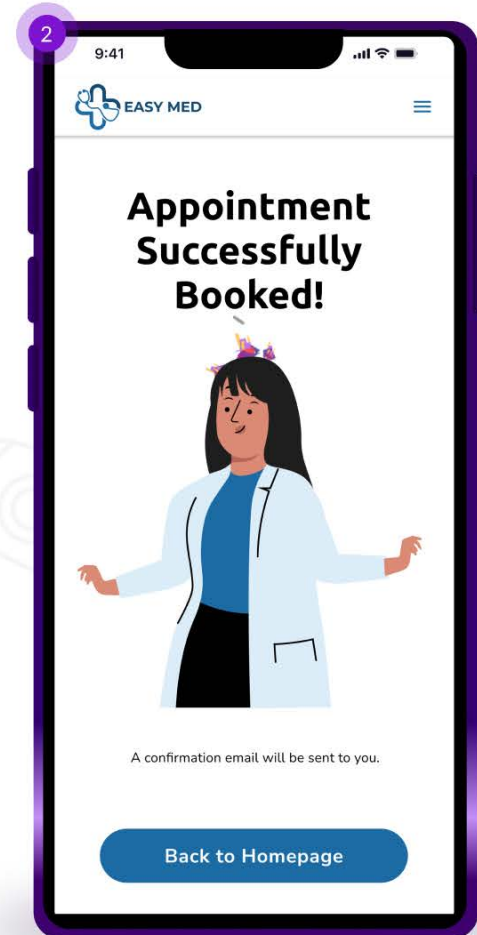
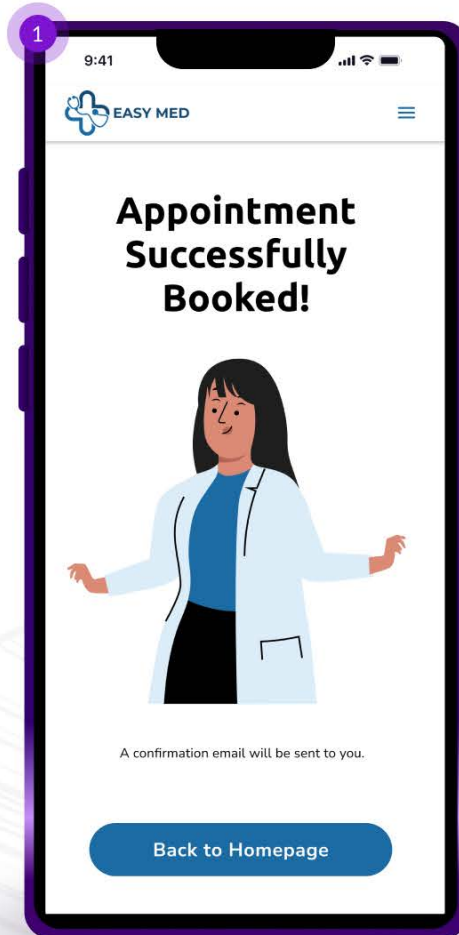
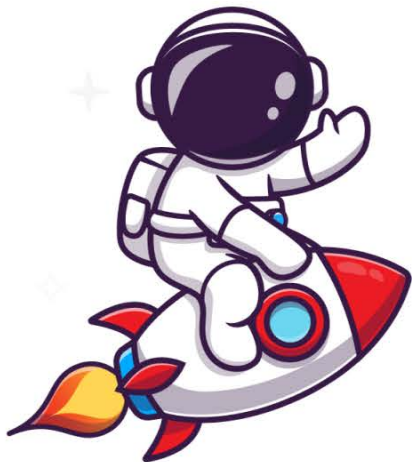
## 4. FEEDBACK

### Success Message Feedback

Animations were used to provide feedback when users engaged with an element, reinforcing the idea that it was responsive and interactive.

"With the animations, especially when I completed something and there was that confetti animation, that made me feel like I accomplished something."

Appendix B: 94 p



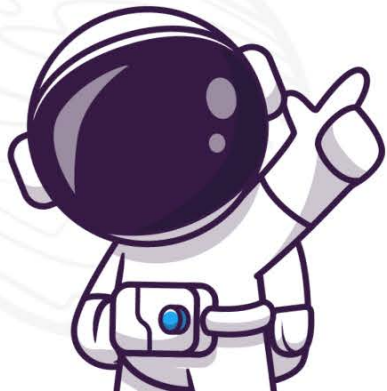
# 4. FEEDBACK

## Dynamic Form Validation

Animations were used to validate form input in real-time, helping users correct errors as they typed.

This was done through the user entering their personal details and being notified if the information was correct or incorrect.

**"It made the process less frustrating, ensuring that all my information is correct"**  
Appendix C: 114 p



9:41  
EASY MED  
Enter Personal Details  
Enter your Name & Surname  
Enter email address  
+27 Phone  
Appointment Summary  
Date: Monday, 13 March 2023  
Time: 11:00 AM  
Doctor: Dr. Nick Crane  
Book Appointment

9:41  
EASY MED  
Enter Personal Details  
Mary Dlamini ✓  
Enter email address  
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9:41  
EASY MED  
Enter Personal Details  
Mary Dlamini ✓  
marydlamini5@gmail.com ✓  
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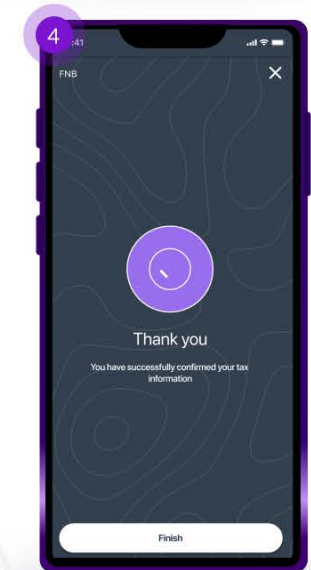
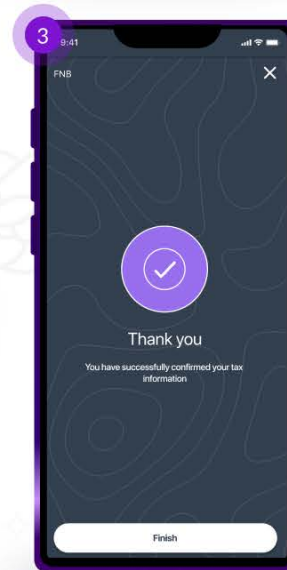
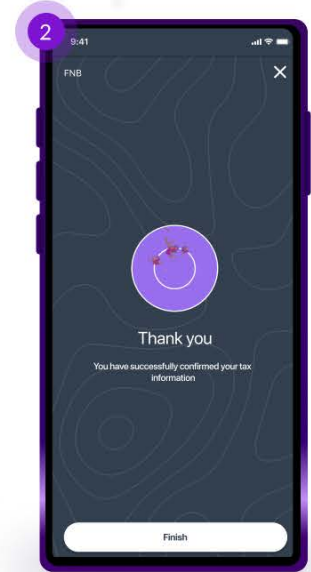
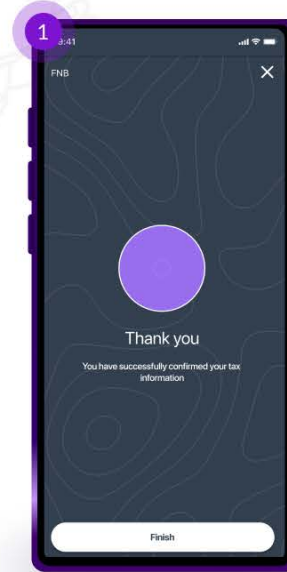
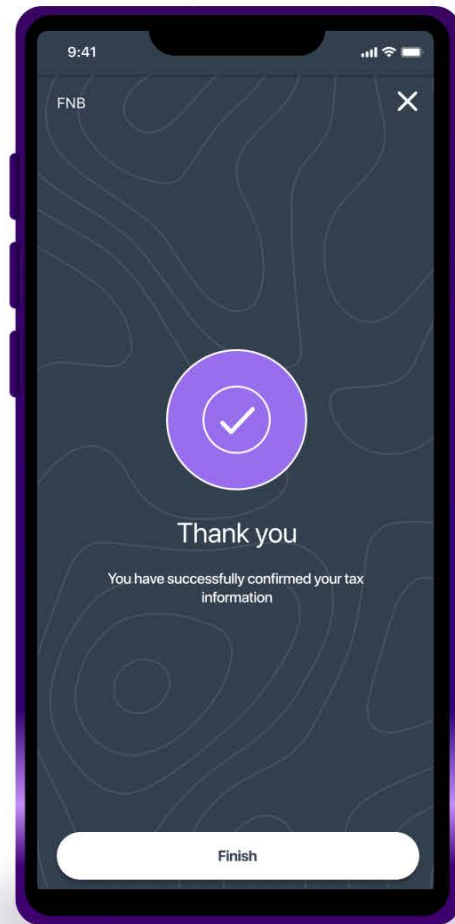
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## 4. FEEDBACK

### Animated Loading and Saving Indicators

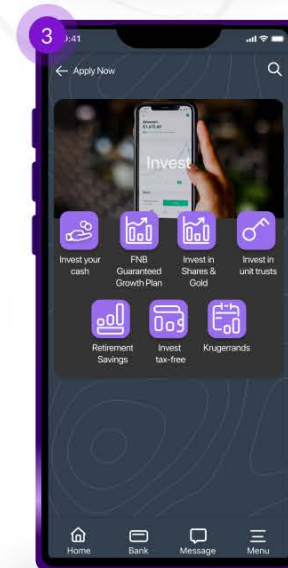
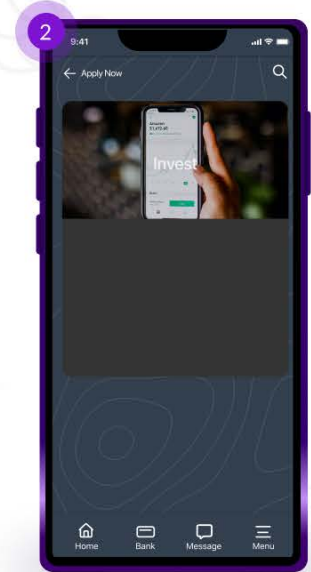
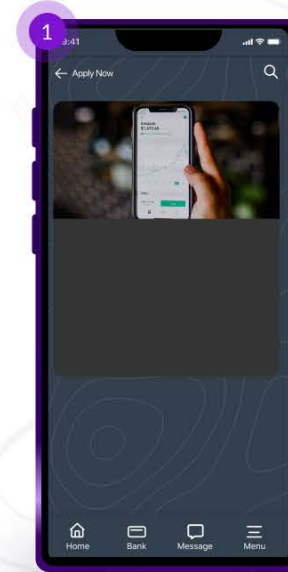
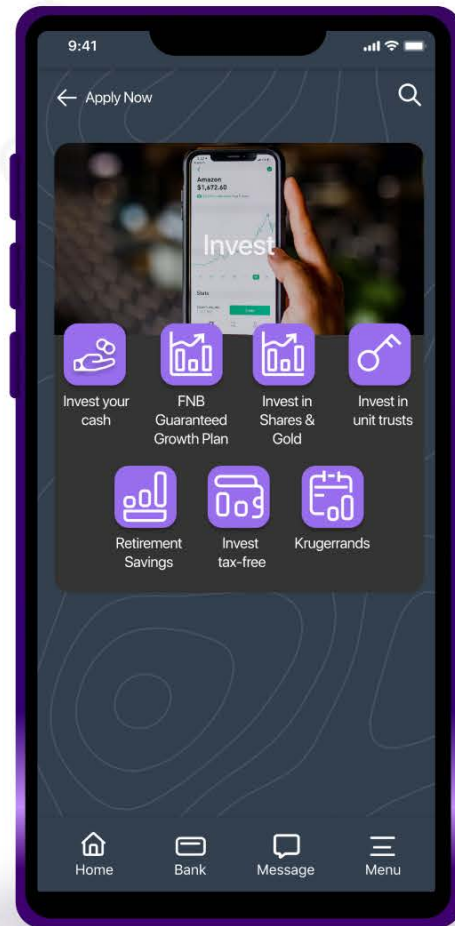
Animation was used to indicate when the system was processing or saving data. This helped the users understand that their actions have been saved.



## 5. MAPPING

### Animated Transitions

Animations were used to smoothly transition between different states or views, helping users follow the interface's structure.



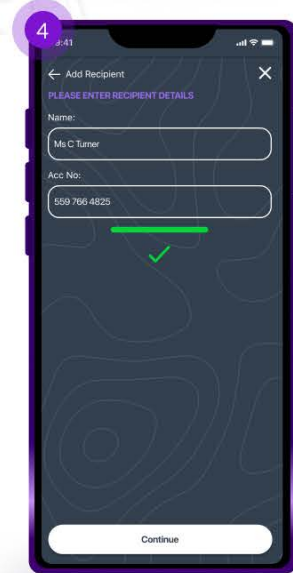
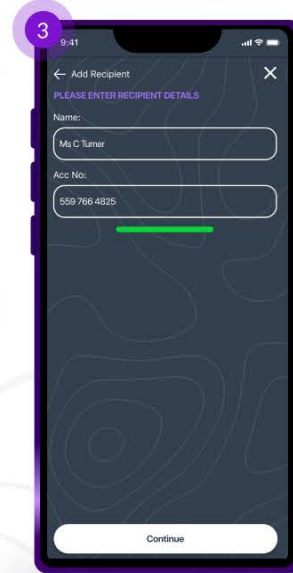
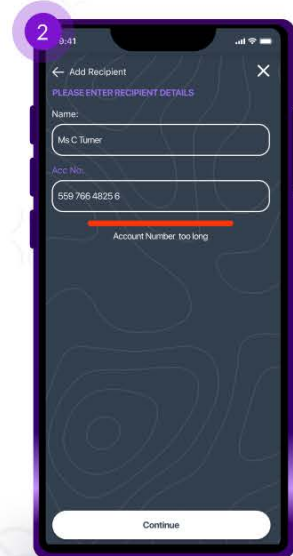
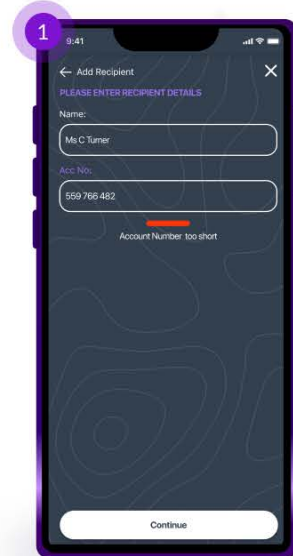
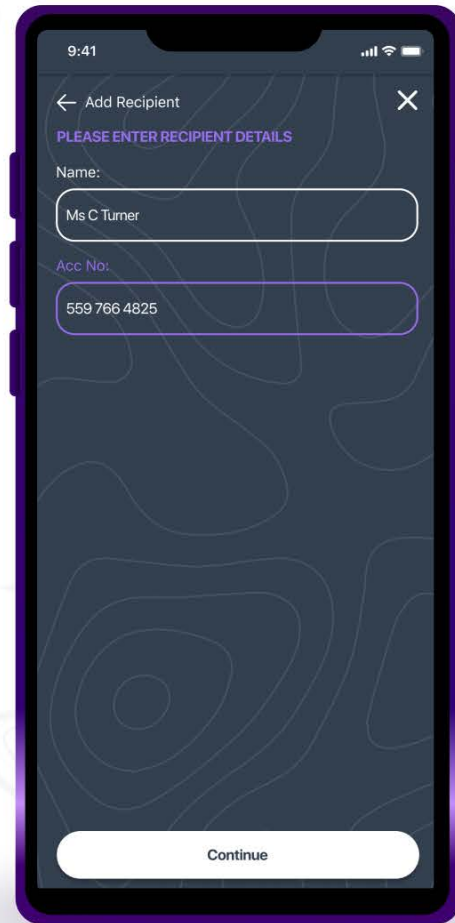
# 5. MAPPING

## Pathway Animation

Animations were used to validate form input in real-time, helping users correct errors as they typed.

The user appreciated it when they typed the account number showcasing if it was too long or too short reducing the need to look back and forth at the account number when typing.

**"The too-long or too-short animation helped me grasp the account number entry better and helped me avoid errors."**  
Appendix B: 93 p

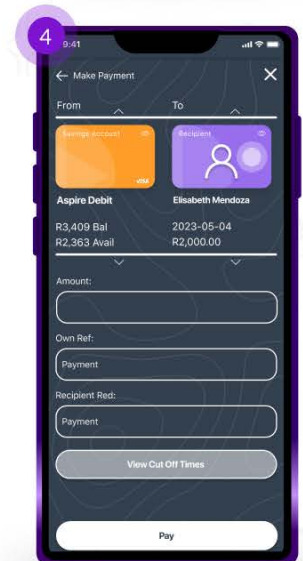
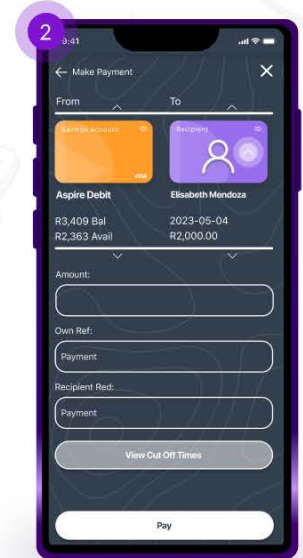
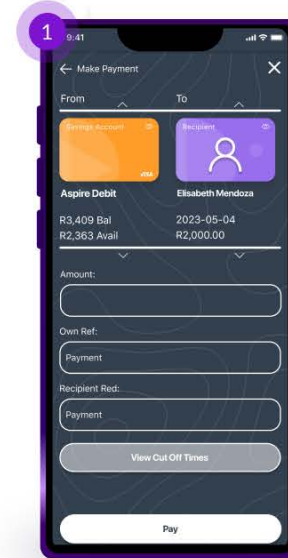
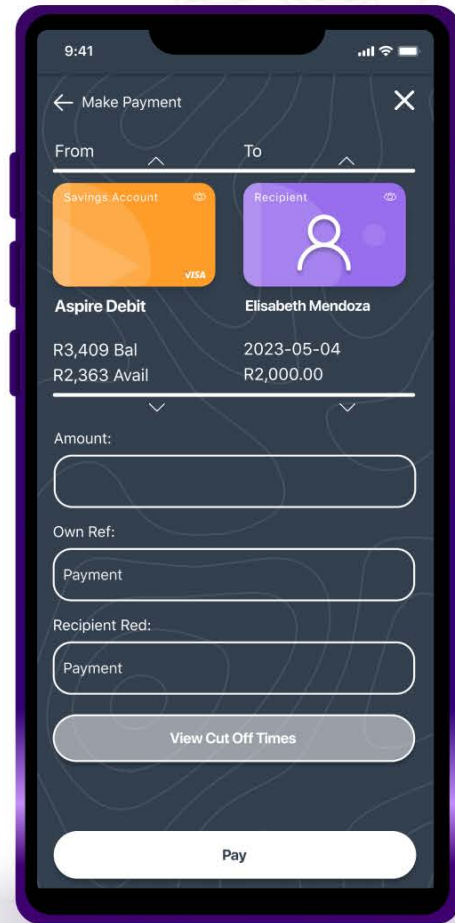
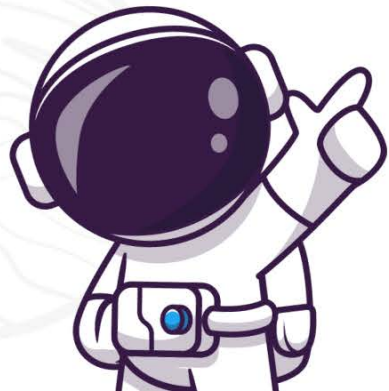


# 5. MAPPING

## Contextual Layering

Animations were used to layer and rearrange interface elements based on user interactions, helping users understand the context.

**" I much preferred the card indicator that was animated to showcase that I can swipe on the cards,**  
Appendix B: 95 p



# OVERALL FINDINGS

## Interface is more enjoyable.

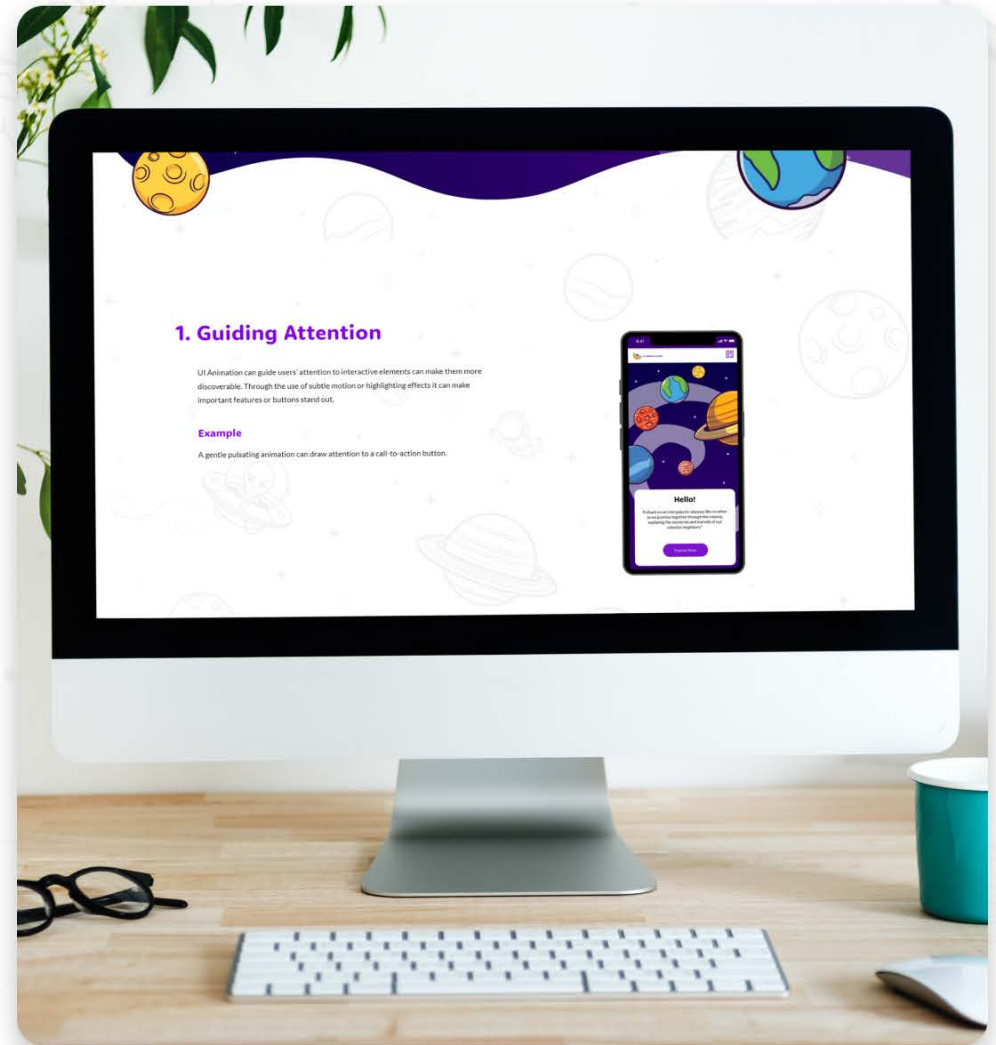
The UI animations made the interface a joy to use. The users reported a positive emotional response to animations. It contributed to a better user experience and led to a more favourable perception of the interfaces.

## The process feels faster.

The process of using the applications felt faster. The enhanced retention led to higher user satisfaction. Users expend less mental effort, making it easier for them to focus on their primary tasks and goals.

## Reduced Errors

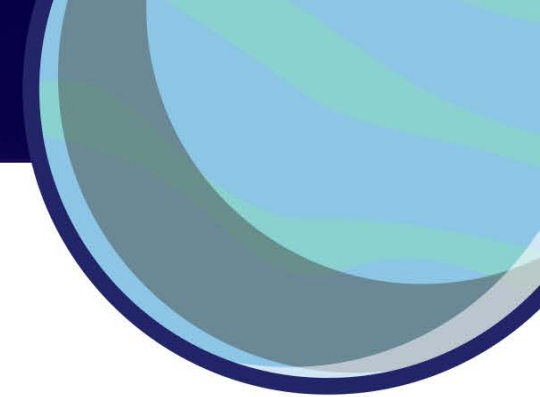
The animations helped the users avoid errors. Fewer errors contribute to a more frustration-free experience.





# DESIGN DOCUMENTATION





USER PERSONA - UI DESIGNER

# Alex Turner



## BIO

Alex Turner is a passionate and talented UI designer with a degree in Interaction Design. He's been working in the field for five years and has experience designing interfaces for various web and mobile applications. He's always eager to stay updated on the latest design trends and tools, and he's known among his peers for his creative design solutions.

## PROBLEM

Alex faces challenges when trying to incorporate UI animations into his designs. He understands the importance of animations in enhancing user interactions but often struggles with finding the right techniques and guidelines to implement them effectively.

## FRUSTRATIONS

- Difficulty finding clear and practical guidelines for implementing UI animations.
- Struggling to strike the right balance between animations that enhance user interactions and those that might distract or confuse users.
- Uncertainty about which animation techniques work best for different elements of the user interface.
- Lack of a comprehensive animation resources

## DESIGN QUESTION

How might we facilitate UI designers in comprehending and seamlessly integrating UI animations into their own design projects?

## GOAL

- Gain a deeper understanding of how UI animations can amplify interaction principles within digital interfaces.
- Learn best practices and techniques for incorporating animations effectively into his design projects.
- Find readily available pre-designed animated examples to save time and inspire his own creations.
- Enhance his ability to create user-friendly interfaces that offer engaging and intuitive interactions.

## SERVED BY

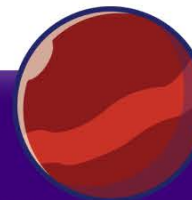
- Includes in-depth explanations and case studies demonstrating how UI animations align with and enhance core interaction principles.
- Dedicated section outlining best practices and techniques for designing animations.
- Feature a library of pre-designed animated examples that UI designers like Alex can readily access.
- User experience impact of UI animations. It includes insights on how animations can make interfaces more engaging, intuitive, and user-friendly.

"Design is not just about what you see, it's about what you experience. I want to improve the usability in my interface designs through the use of UI Animation."

AGE 27

OCCUPATION UI Designer

LOCATION Pretoria



# HIGH-FIDELITY WIREFRAMES

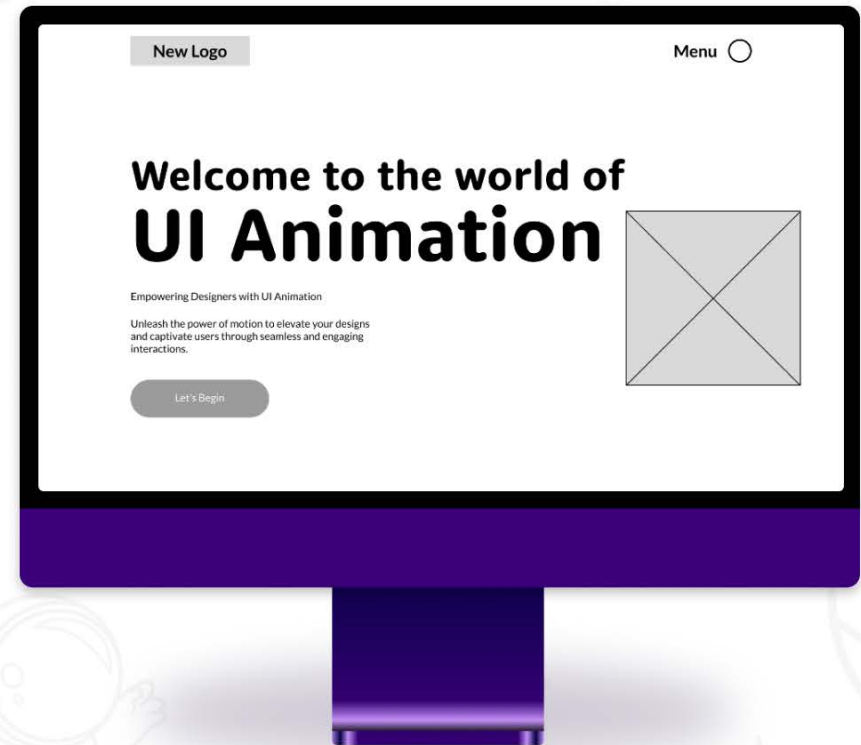
In this high-fidelity wireframe for the UI Animate Guide, the primary emphasis is on the layout and content, ensuring an intuitive user experience. The toolkit was carefully put together to give users complete and correct information on how to improve interaction principles, guidelines, and examples.

Furthermore, utmost attention has been given to copyright compliance, guaranteeing that all content is not only accurate but also legally sound, reinforcing the credibility and trustworthiness of the toolkit.

## The main pages of UI Animate Guide Website:

- 1 Homepage
- 2 Let's Begin page
- 3 Visibility page
- 4 Discoverability page
- 5 Affordance page
- 6 Feedback page
- 7 Mapping page

The pages are thoughtfully designed to provide a visually engaging and educational journey for users. These pages will showcase clear and concise information, interactive elements, and visually appealing graphics, ensuring that users can seamlessly explore and learn about essential principles and best practices in UI animation and design.



# HOMEPAGE

The homepage serves as the central hub for the UI Animate Guide toolkit.

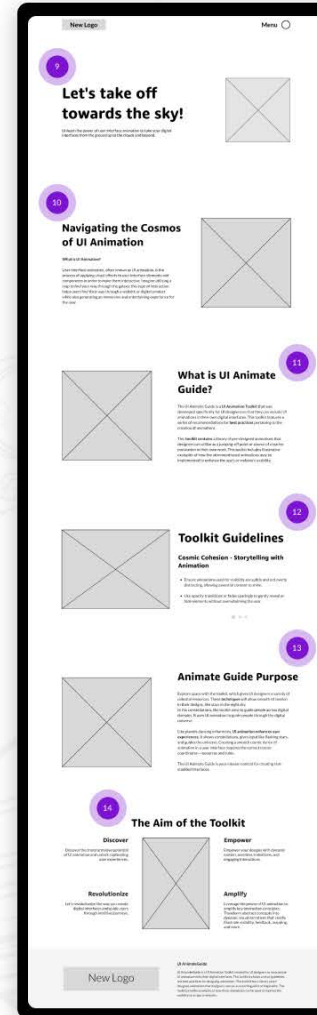
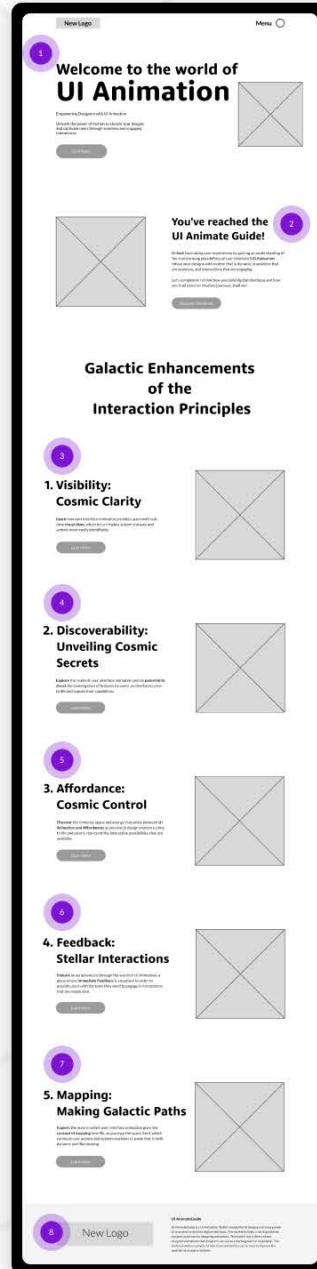
The following sections is displayed:

- 1 Welcome
- 2 Research UI Animate Guide
- 3 Visibility
- 4 Discoverability
- 5 Affordance
- 6 Feedback
- 7 Mapping
- 8 Footer

# LET'S BEGIN PAGE

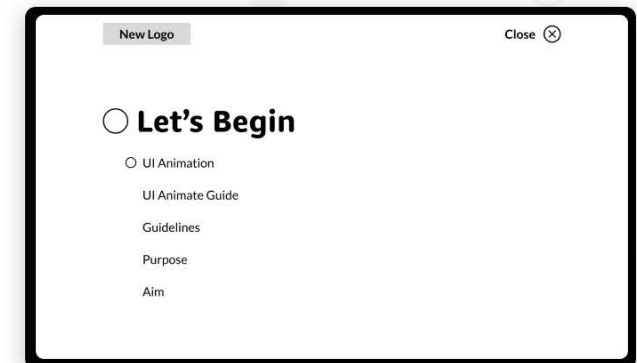
The following sections is displayed:

- 9 Let's Begin Introduction
- 10 What is UI Animation?
- 11 What is the UI Animate Guide?
- 12 Toolkit Guidelines
- 13 Animate Guide Purpose
- 14 Toolkit Aim



# MAIN MENU

The concept revolved around relocating the main menu to a separate page in order to minimize visual clutter and enhance the overall user experience.



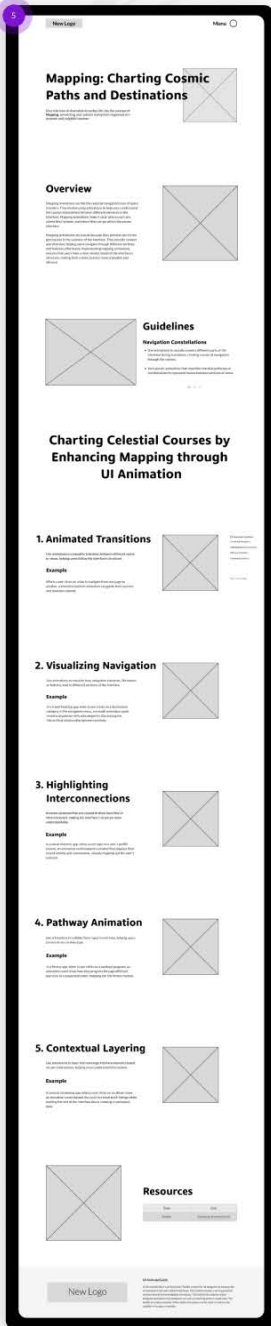
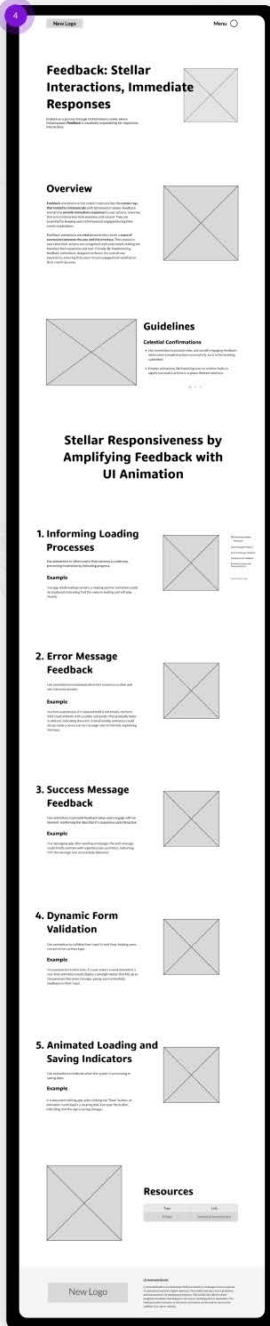
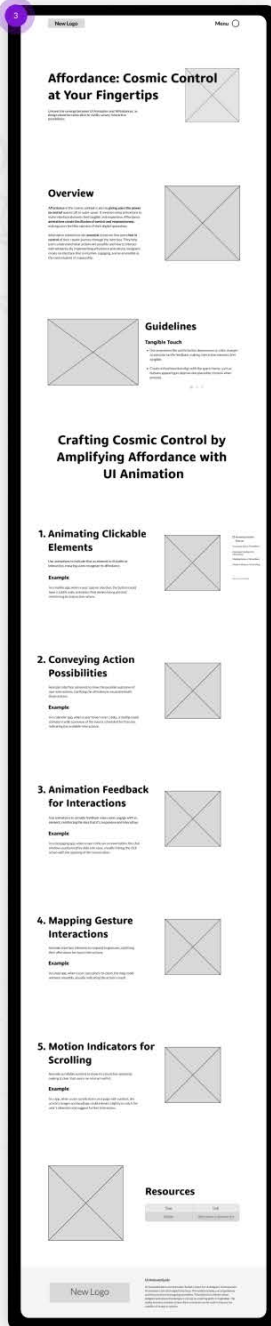
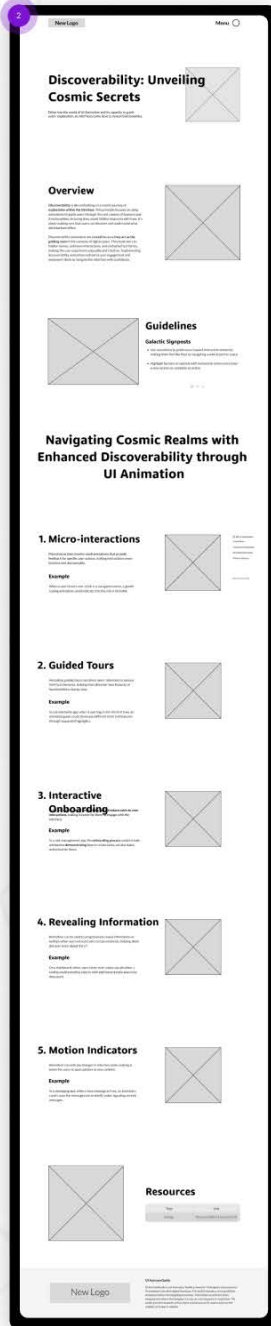
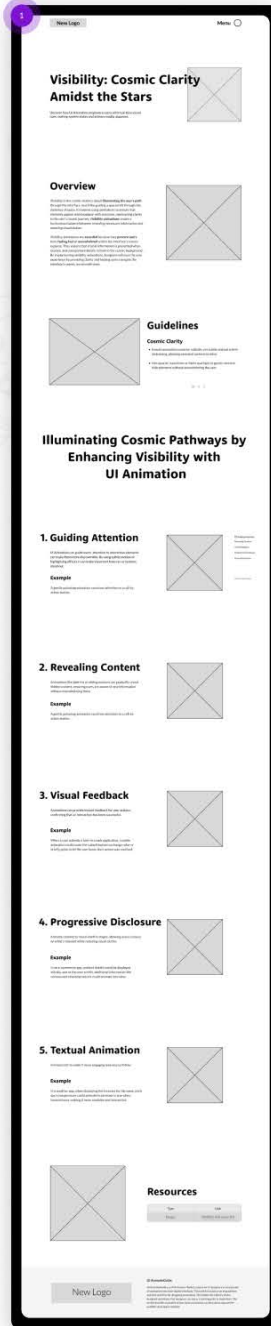
# PRINCIPLE PAGES

- 1 Visibility page
- 2 Discoverability page
- 3 Affordance page
- 4 Feedback page
- 5 Mapping page

Each of the principle pages have the following information:

- 6 Introduction to Principle
- 7 Overview
- 8 Principle Guidelines
- 9 Animated Examples for each of the principles

Note: More detailed information about the principle pages will be given in the Final Design section.





# VISUAL CONCEPT AND STYLE DEVELOPMENT

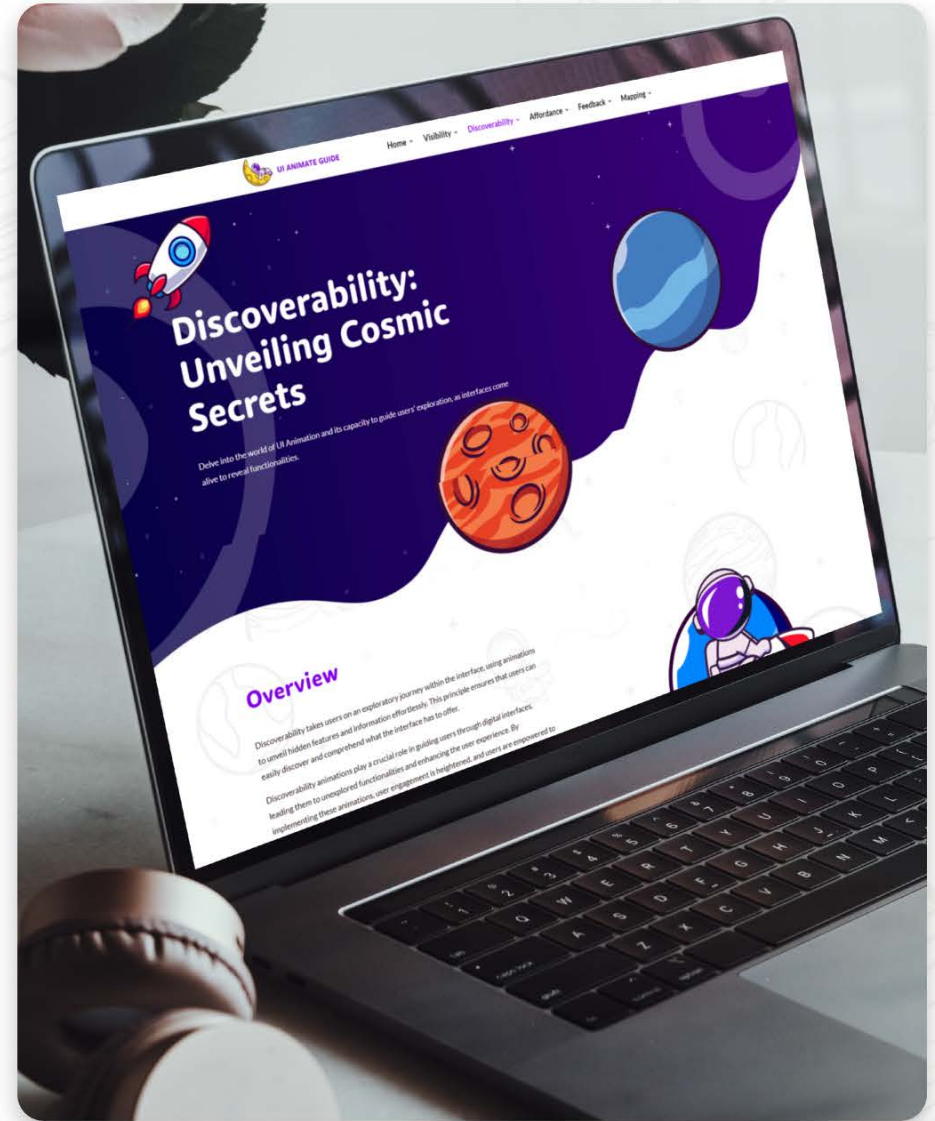


# SPACE THEME!

In a creative twist, I've chosen to infuse a captivating space-themed design into the UI Animate Guide.

## FIRST THEME IDEA

Initially, the concept under consideration involved a superhero motif, aligning with the idea of empowering UI Designers by helping them apply UI Animation into their design processes.



## WHY THE SPACE THEME?



### UI ANIMATE GUIDE SHOULD BE FUN!

I want the UI Animate Guide to be fun and inviting! I want to encourage UI designers to use this resource.



### EXPLORING THE UNKNOWN

The theme of "exploring the unknown" aligns perfectly with the spirit of UI design and animation.

Designers are constantly pushing boundaries and venturing into uncharted territory to create better user experiences. The space theme reinforces this notion and inspires designers to think boldly.



### TAKING THE DESIGNER INTO THE WORLD OF ANIMATION

The rationale behind opting for a space theme lies in its capacity to transport UI designers into a world of animation, where creativity knows no bounds, fostering a fresh perspective on the limitless possibilities within the field.

# KEY DEVELOPMENTS & INSIGHTS

## 1 Typography

During the design process, I experimented with various typography options to strike a balance between a playful and inviting heading style while maintaining a professional and trustworthy appearance. Ultimately, I selected the Dita-bold font, which effectively combines these qualities, ensuring the content remains engaging yet credible.

Luckiest Guy - Regular

**WELCOME TO UI ANIMATE GUIDE**

Sunny Spells - Regular

welcome to UI Animate Guide

Monday Feelings - Regular

Welcome To UI Animate Guide

Wiggly Curves - Regular

WELCOME TO UI ANIMATE GUIDE

Dita CD - Bold

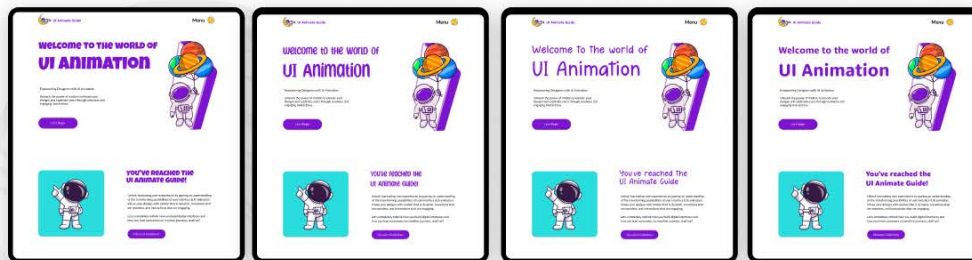
Welcome to UI Animate Guide

Dita - Bold

**Welcome to UI Animate Guide**

Dita WD - Bold

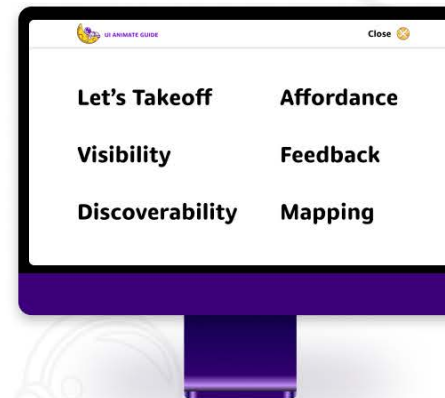
**Welcome to UI Animate Guide**



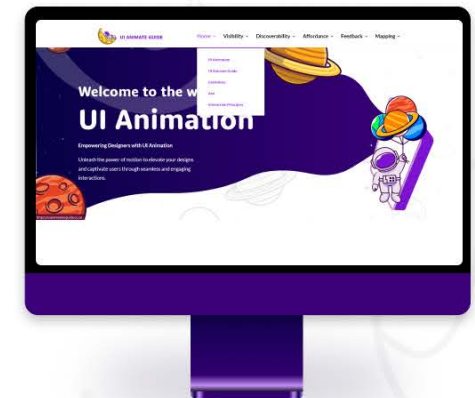
## 2 Menu

After encountering technical limitations and glitches when placing the menu on a separate page, I decided to revert to the original layout, where the menu is positioned in the header. This not only resolved the technical issues but also streamlined the user experience by eliminating the extra step of users having to select the menu button to access essential navigation options.

Old Menu



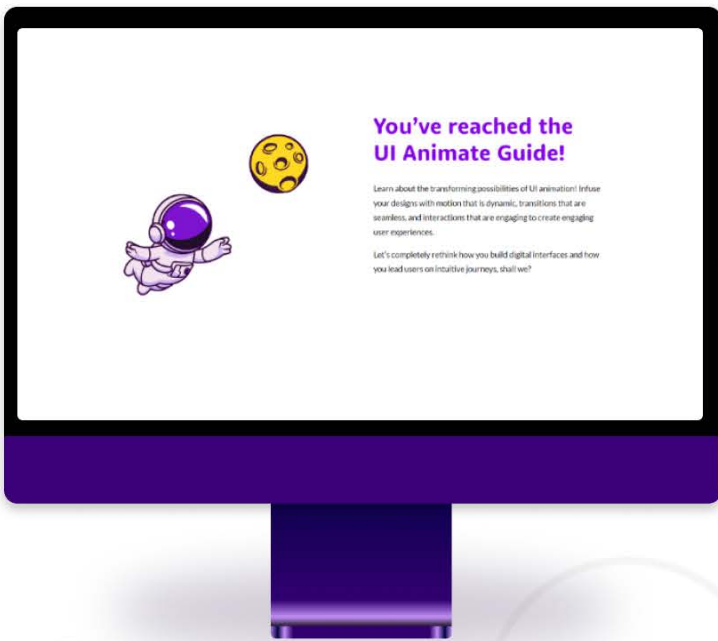
New Menu



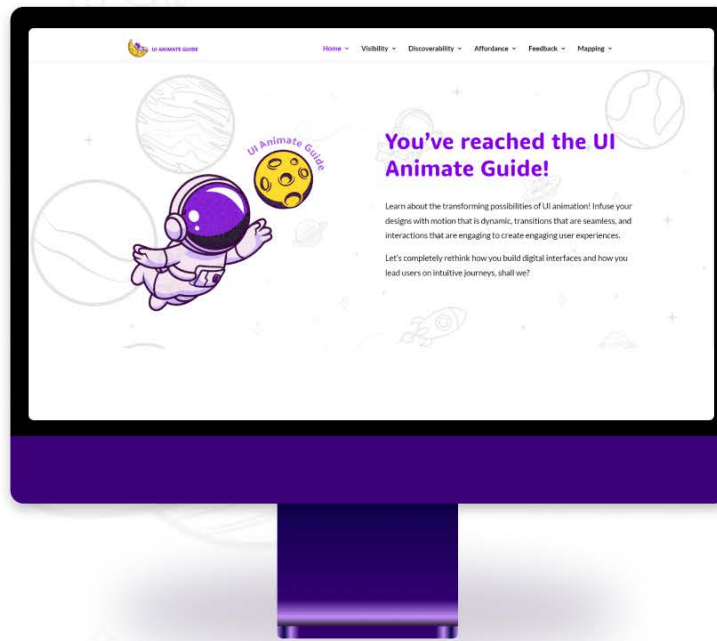
# KEY DEVELOPMENTS & INSIGHTS

## 3 Background Pattern

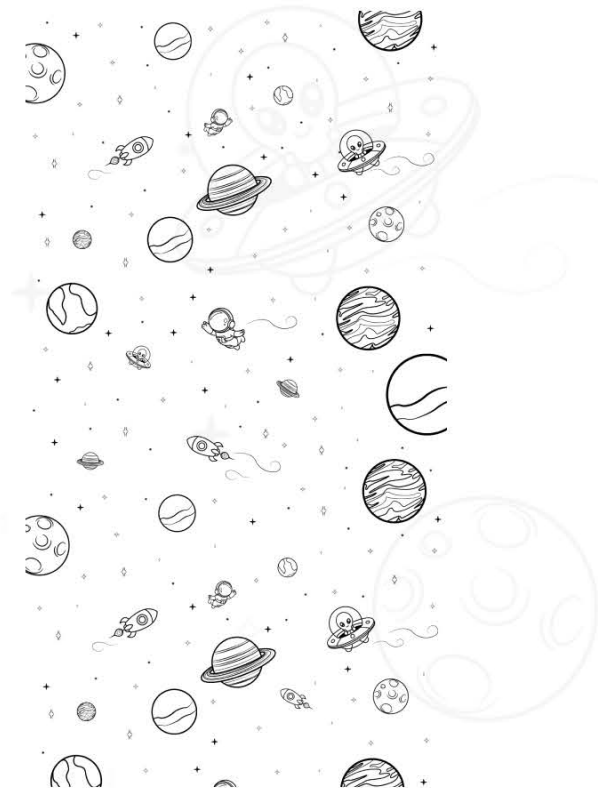
In the initial design of the UI Animate Guide, the background was predominantly white. To enhance the aesthetic and user experience, I introduced a subtle linework galaxy pattern to reduce excessive white space while being mindful not to overwhelm the user with an abundance of illustrations, especially considering the presence of numerous animated gifs on the screen.



Without Pattern



With Pattern



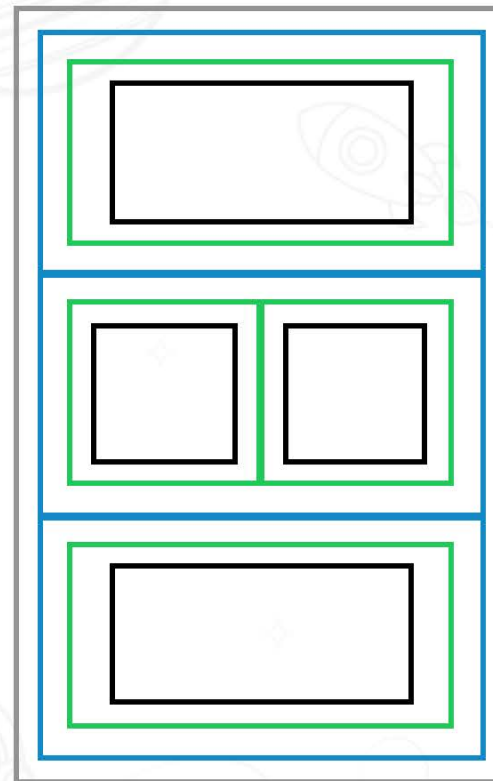
# KEY DEVELOPMENTS & INSIGHTS

## 3 Background Pattern

**Technical Limitation:** A technical limitation I encountered while using Divi Builder in designing the UI Animate Guide was the inability to place a single image as the background for the entire webpage. Instead, Divi Builder works in sections, allowing me to insert an image in each section separately. This segmentation causes the background pattern to be divided at various points and cuts off at different elements, making it challenging to achieve a seamless, continuous background. The unpredictability of where the pattern would cut off on various computer screens posed a significant challenge.

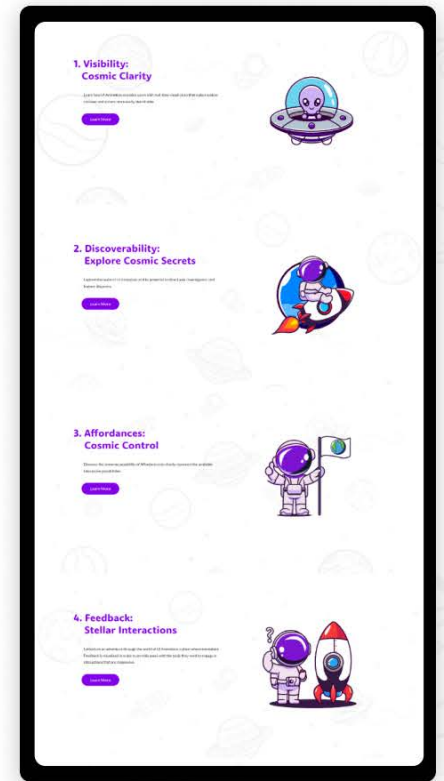
**Technical Solution:** To address this limitation, a simple yet effective solution was implemented. I created a white border around each section of the webpage, which effectively mitigated the visibility of the background cutoff, resulting in a more cohesive and visually pleasing design. This solution maintained the aesthetic integrity of the UI Animate Guide while working within the confines of Divi Builder's capabilities.

### How Divi Builder works



- 1 Page
- 2 Sections
- 3 Row
- 4 Module

### Solution

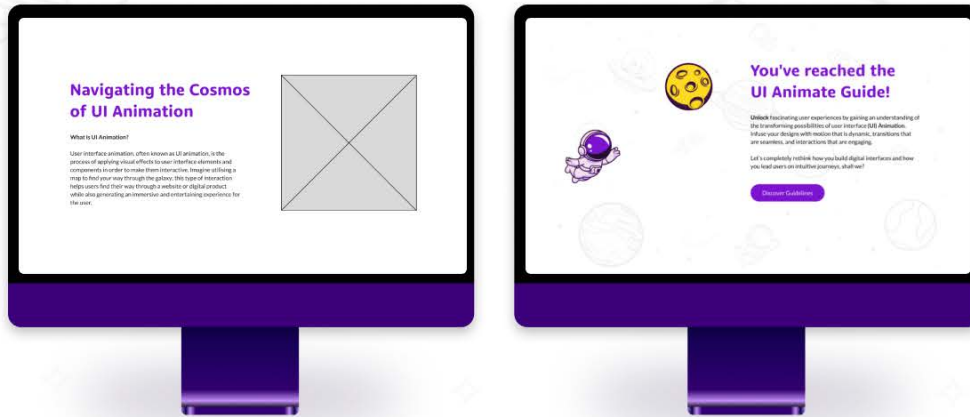


# KEY DEVELOPMENTS & INSIGHTS



## 4 Home & Let's Begin Page Merge

After careful consideration, I made the strategic decision to consolidate the homepage and the "Takeoff" page, previously named the "Let's Begin" page. This consolidation proved more efficient, eliminating an unnecessary page while allowing the homepage to deliver a more comprehensive and streamlined user experience.



## 5 Sections & Headers Background

To enhance the visual appeal of the UI Animate Guide, galaxy-themed backgrounds were introduced for the section headers, providing a touch of intrigue and reinforcing the space-themed design. Additionally, galaxy illustrations were integrated into the titles of each principle page, creating a seamless transition to the animated examples. This design approach aligns with the overall theme and aims to make the user's journey through the guide engaging and thematically consistent.



# KEY DEVELOPMENTS & INSIGHTS

## 5 Sections & Headers Background

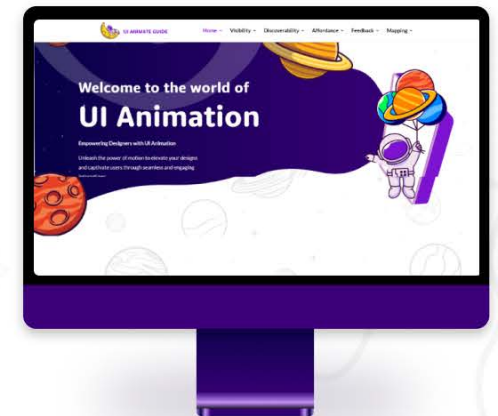
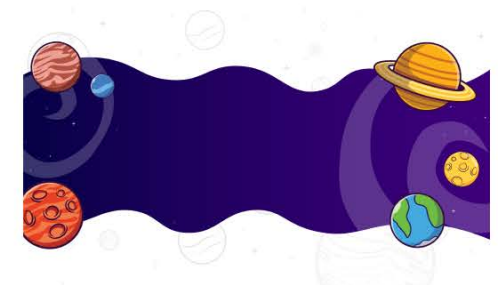
**Technical Limitation:** Initially, the headers and section backgrounds provided a full-screen immersive experience during scrolling. The sections had a captivating animated transition, fading from a light background to the dark galaxy-themed background. This animation included subtle movement in the planets and other background elements, enhancing the visual appeal. However, the heavy use of animations resulted in a significant slowdown of the website's performance.

**Technical Solution:** To address the performance issues, the decision was made to remove the animations from the headers and sections. Instead, a more dynamic appearance was achieved by giving the sections a wavy shape. Some planets were placed on top of the waves, while others were integrated within the waves. This solution maintains the thematic consistency and engagement while reducing the strain on the website's performance, ensuring a smoother user experience.

### Animated Sections



### Non - animated Sections



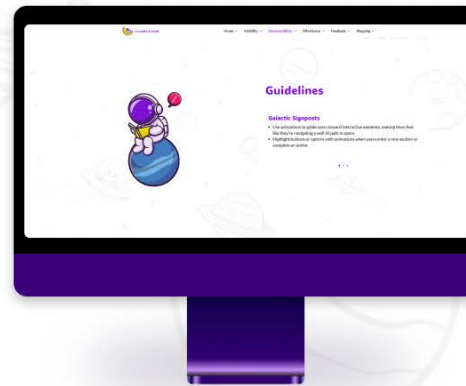
# KEY DEVELOPMENTS & INSIGHTS

## 6 Guideline Sections

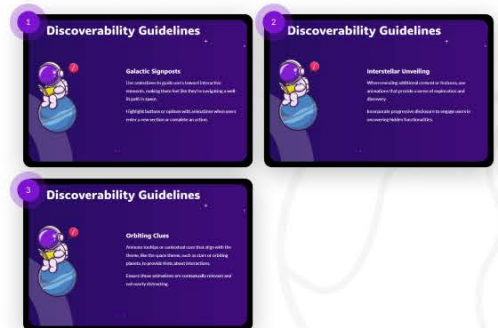
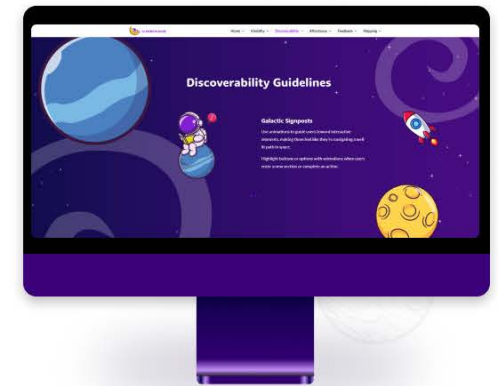
One crucial development in the UI Animate Guide's design was the transformation of the Guidelines section. The original design lacked the necessary visual impact to draw users in and encourage them to engage with the guidelines effectively. Moreover, it wasn't immediately clear that tapping on the breadcrumbs allowed users to progress through the guidelines.

In response, I revamped the Guidelines section with a dark galaxy background, offering a visually striking and immersive experience. The design shift places the heading prominently in the centre, ensuring that users immediately recognise the core content. To further enhance usability, interactive arrows were added on both sides, enabling designers to seamlessly navigate through different guidelines. This strategic enhancement not only improves the aesthetic appeal but also makes the guidelines more accessible, helping UI designers unlock the full potential of UI animation in their projects.

Old Guideline Section



New Guideline Section

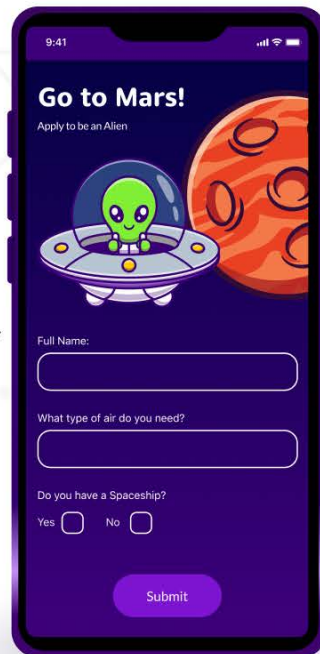
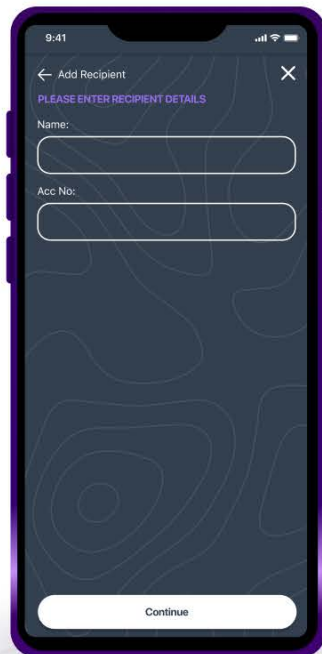


# KEY DEVELOPMENTS EXAMPLES

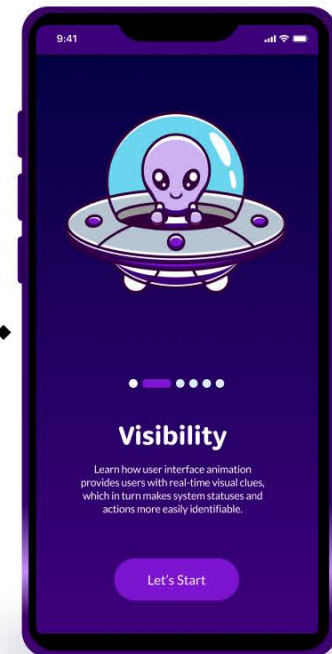
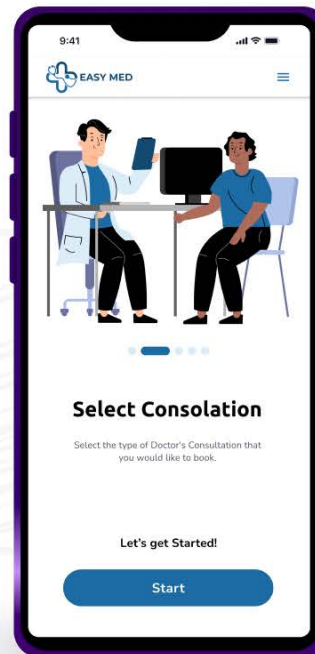


## Animate Examples

The design of the animate examples changes the Money Matters and Easy Med designs to a space-themed design. I designed to use the same examples from the user testing apps and create a space-themed app to better accommodate the UI Animate Guide, with the goal of not looking out of place like the Money Matters and Easy Med apps would have. This is a brief overview, highlighting the differences and improvements between the designs and the new animations.



1 Money Matters app to Space app



2 Easy Med app to Space app



# STYLE GUIDE



# STYLE GUIDE

## Logo



UI ANIMATE GUIDE



UI ANIMATE  
GUIDE

## Typography

# Title

Dita Bold - 100 px

# Main Heading

Dita Bold - 70 px

## Sub Heading

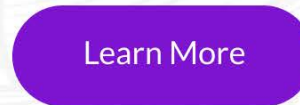
Dita Bold - 40 px

## Body

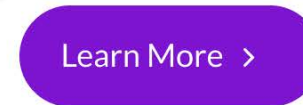
Lato Regular - 35 px

## Buttons

Default



Hover



## Colour Pallet



7E14D1



FFFFFF



000000

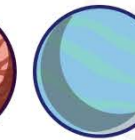


3D007B



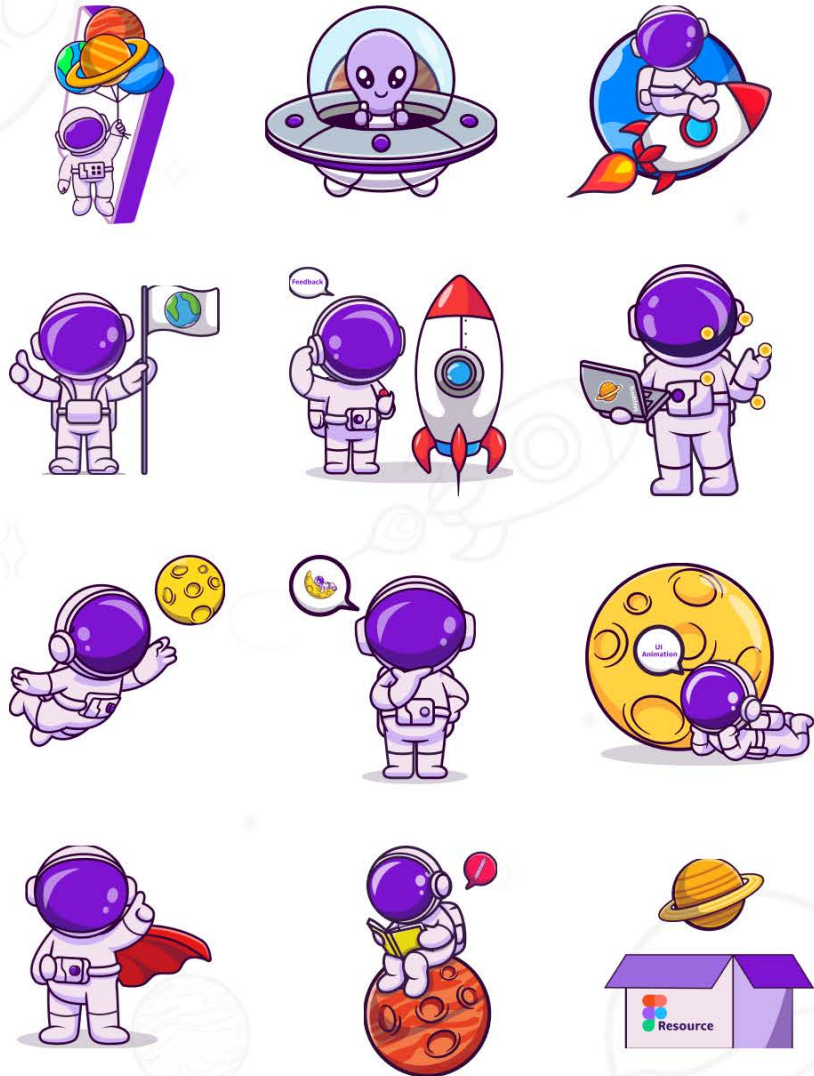
070146

## Planet Illustrations

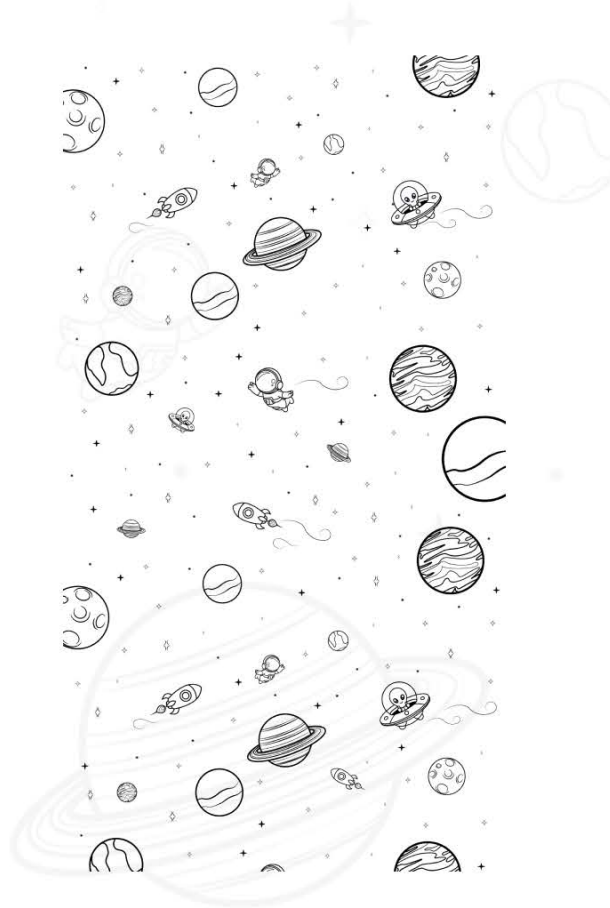


# UI ANIMATE GUIDE STYLE GUIDE

## Illustrated Gifs



## Background Pattern

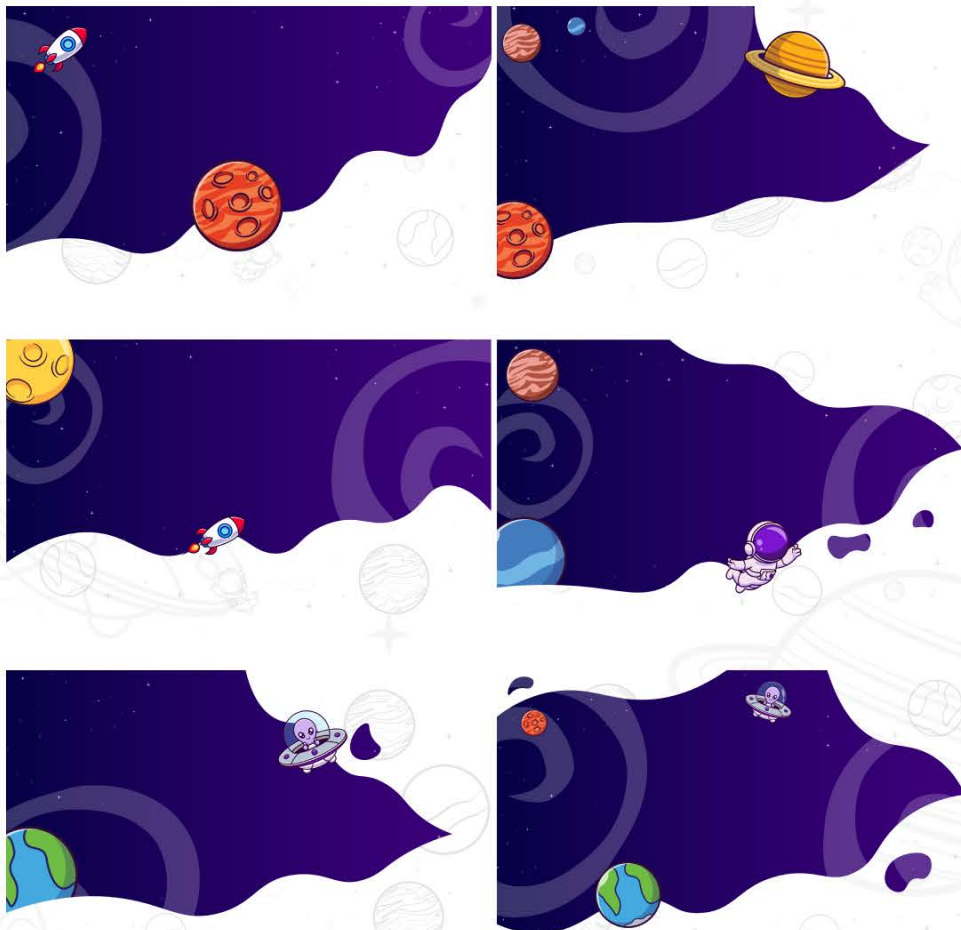


## Guidelines Background

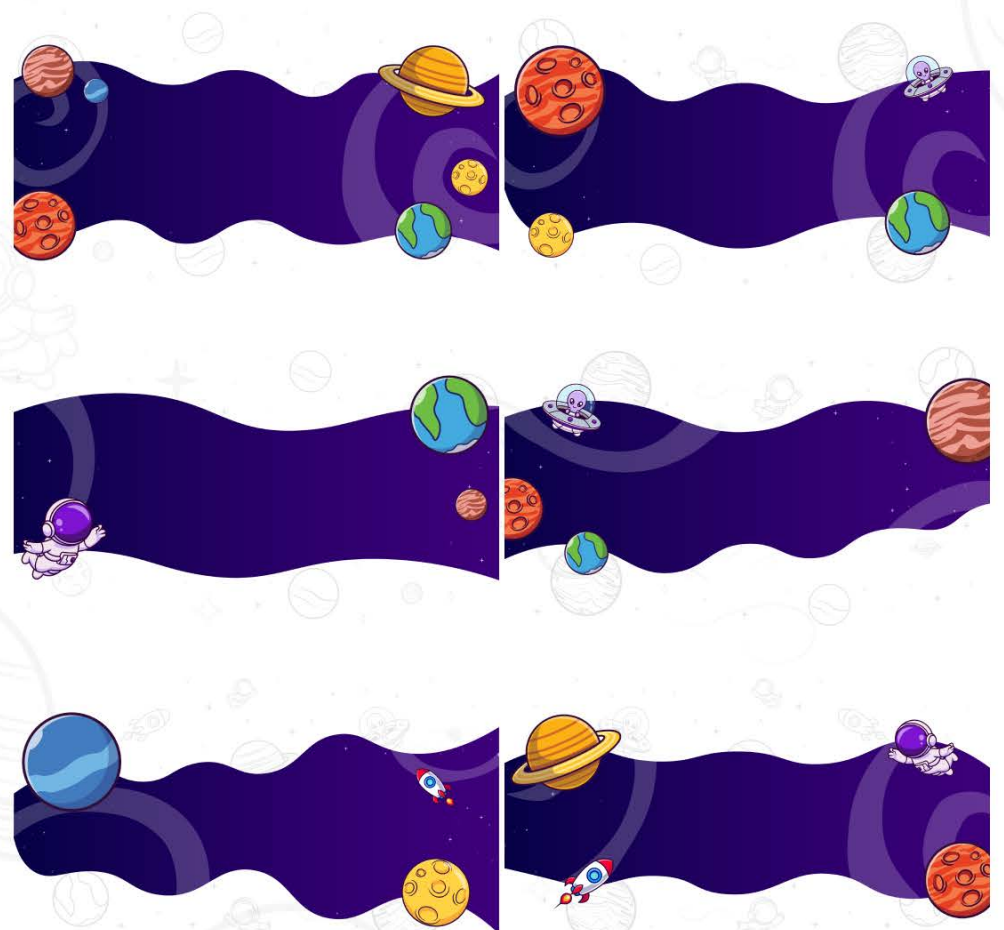


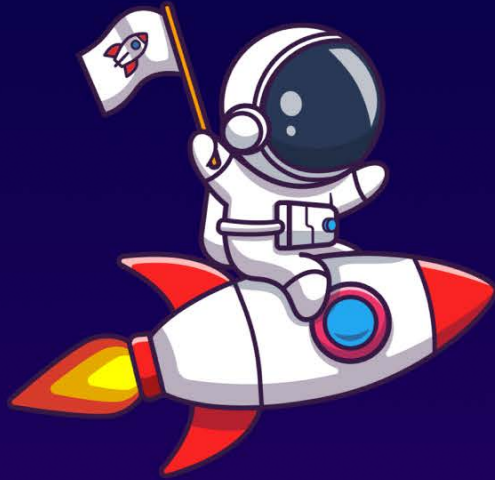
# UI ANIMATE GUIDE STYLE GUIDE

## Header Backgrounds



## Section Backgrounds





# FINAL VISUAL DESIGNS



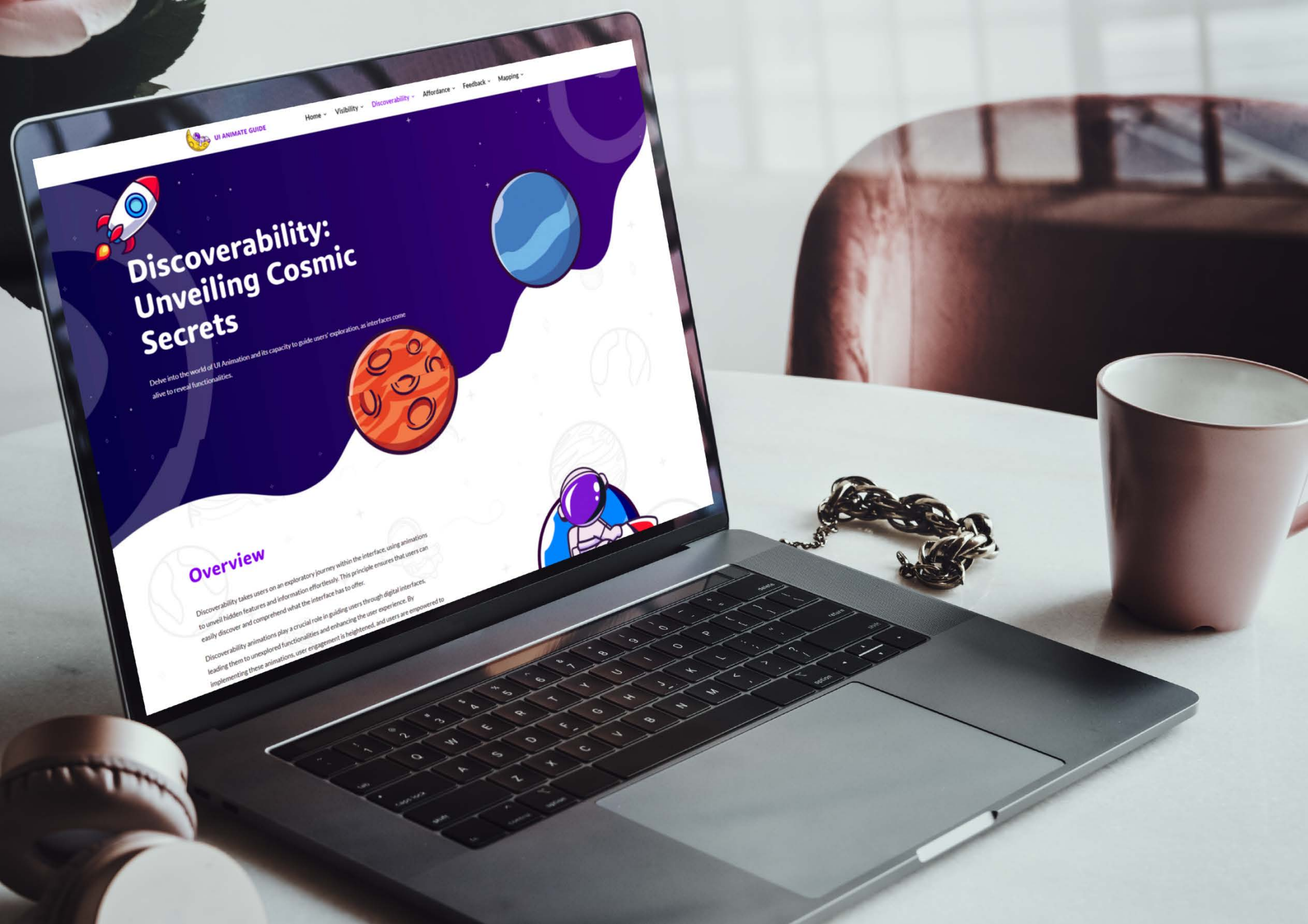
# Discoverability: Unveiling Cosmic Secrets

Delve into the world of UI Animation and its capacity to guide users' exploration, as interfaces come alive to reveal functionalities.

## Overview

Discoverability takes users on an exploratory journey within the interface, using animations to unveil hidden features and information effortlessly. This principle ensures that users can easily discover and comprehend what the interface has to offer.

Discoverability animations play a crucial role in guiding users through digital interfaces, leading them to unexplored functionalities and enhancing the user experience. By implementing these animations, user engagement is heightened, and users are empowered to



**WATCH THE UI ANIMATE GUIDE  
PROMO VIDEO**



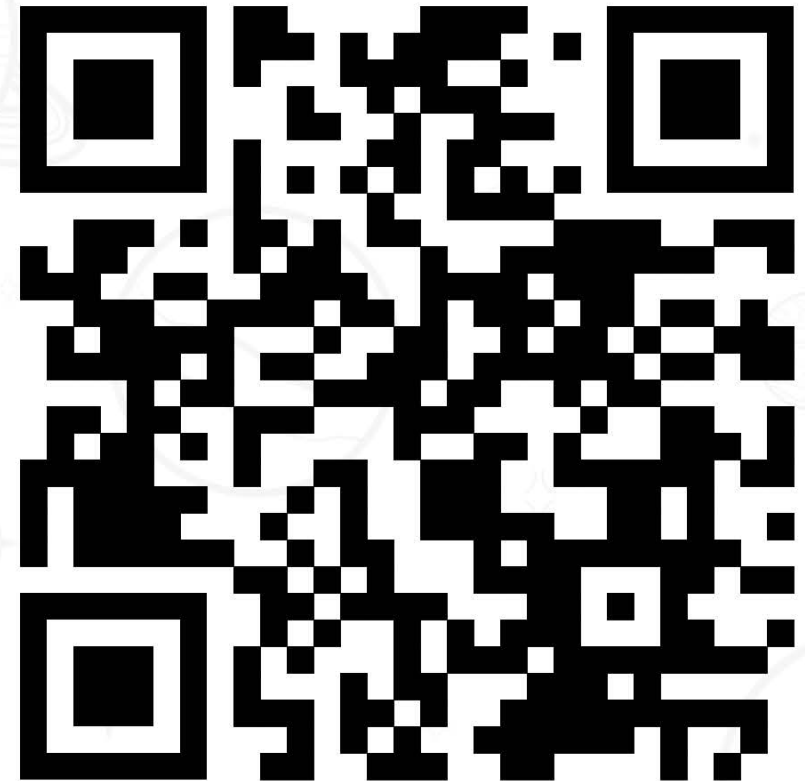
**SCAN HERE**

# THE UI ANIMATE GUIDE

The UI Animate Guide is a comprehensive digital resource designed to empower UI (User Interface) designers by providing them with valuable insights, guidelines, and tools for effectively integrating User Interface Animation (UIA) into their mobile digital interface designs. This guide serves as a creative and educational platform that focuses on enhancing interaction principles through the strategic use of UI animations. It's a user-friendly, interactive toolkit structured with various main pages, each dedicated to specific principles of UI animation. The guide offers detailed explanations, practical examples, and resources to help designers elevate their work, ultimately leading to more engaging and user-centric digital experiences.

## The main pages of UI Animate Guide Website:

- 1 Homepage
- 2 Visibility page
- 3 Discoverability page
- 4 Affordance page
- 5 Feedback page
- 6 Mapping page



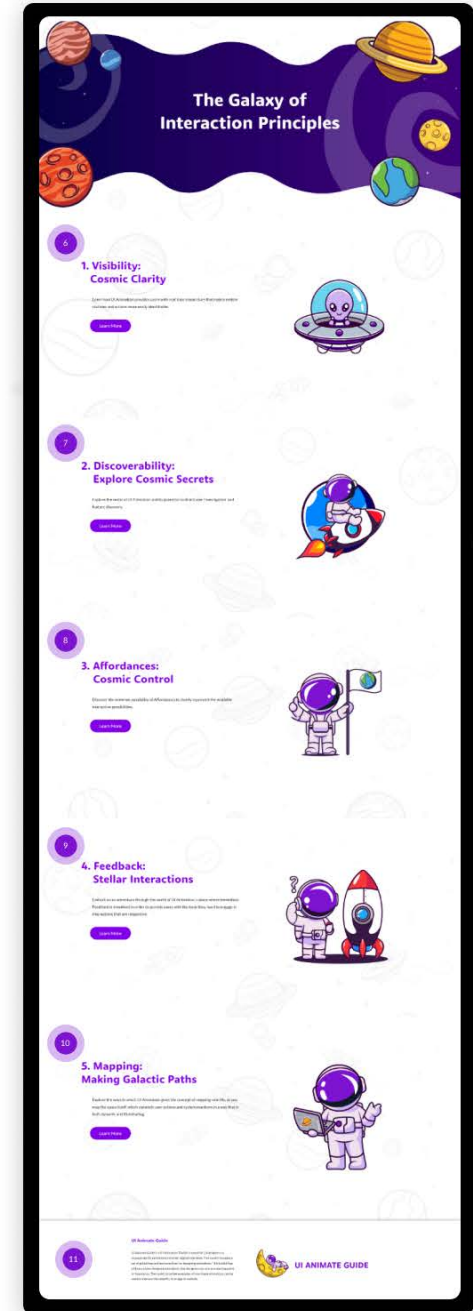
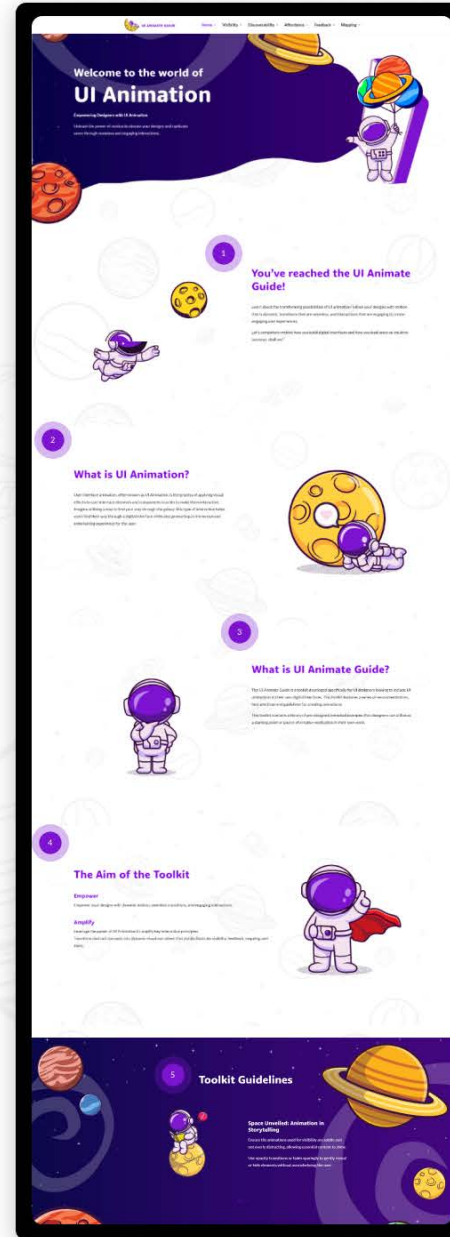
**SCAN HERE**

# HOMEPAGE

The homepage of the UI Animate Guide serves as the gateway to this transformative resource. It introduces users to the essence of UI animation and its potential to reshape digital interactions. The goal of the homepage is to familiarize visitors with the toolkit's objectives, guidelines, and principles, enticing them to explore further and harness the power of UI animation in their designs.

The following sections is displayed:

- 1 Introduction
- 2 What is UI Animation?
- 3 What is the UI Animate Guide?
- 4 Aim
- 5 Toolkit Guidelines
- 6 Visibility
- 7 Discoverability
- 8 Affordance
- 9 Feedback
- 10 Mapping
- 11 Footer

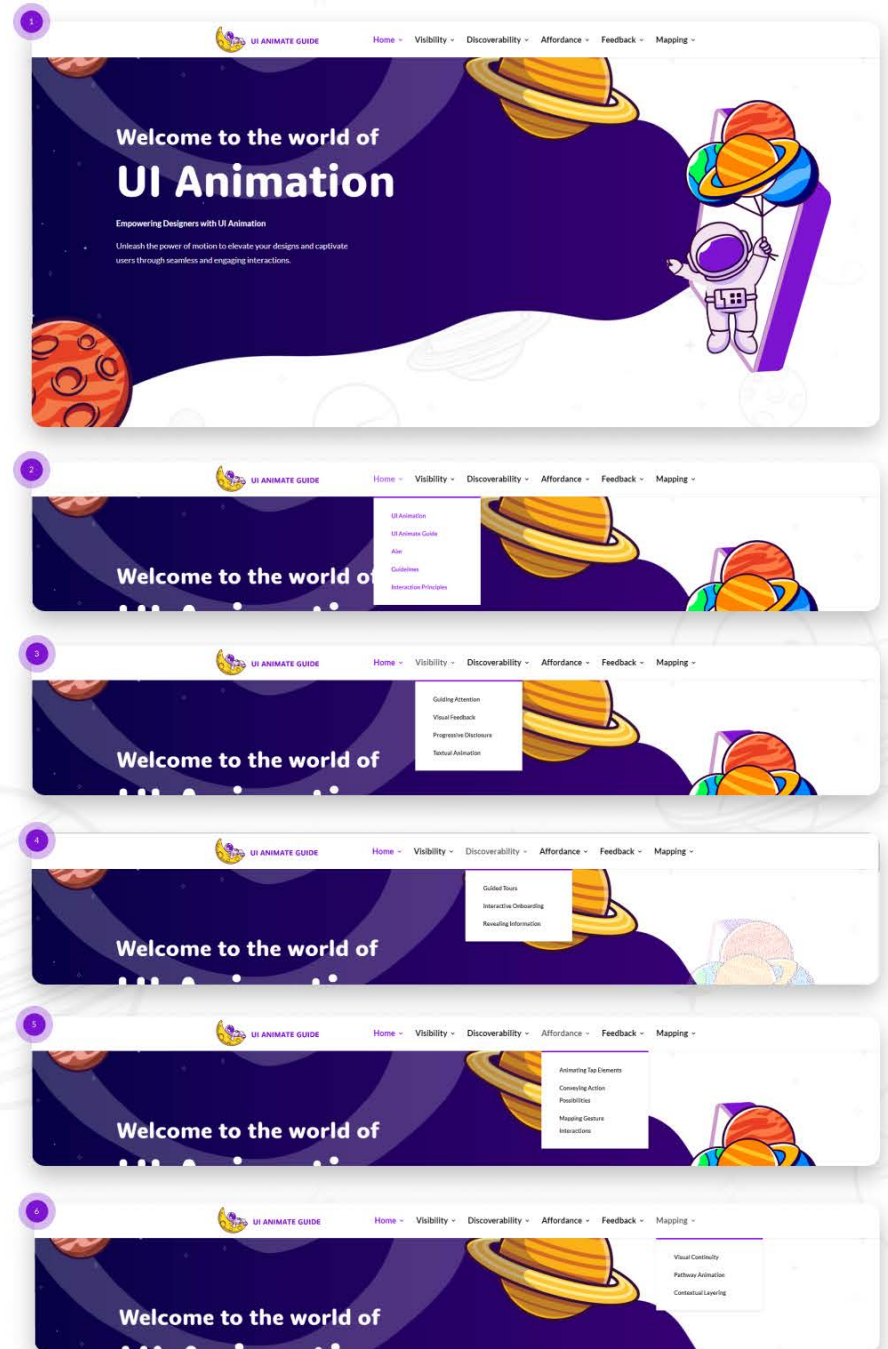


# MENU

The homepage of the UI Animate Guide serves as the gateway to this transformative resource. It introduces users to the essence of UI animation and its potential to reshape digital interactions. The goal of the homepage is to familiarize visitors with the toolkit's objectives, guidelines, and principles, enticing them to explore further and harness the power of UI animation in their designs.

The following is displayed:

- 1 Homepage
- 2 Visibility Page
- 3 Discoverability Page
- 4 Affordance Page
- 5 Feedback Page
- 6 Mapping Page

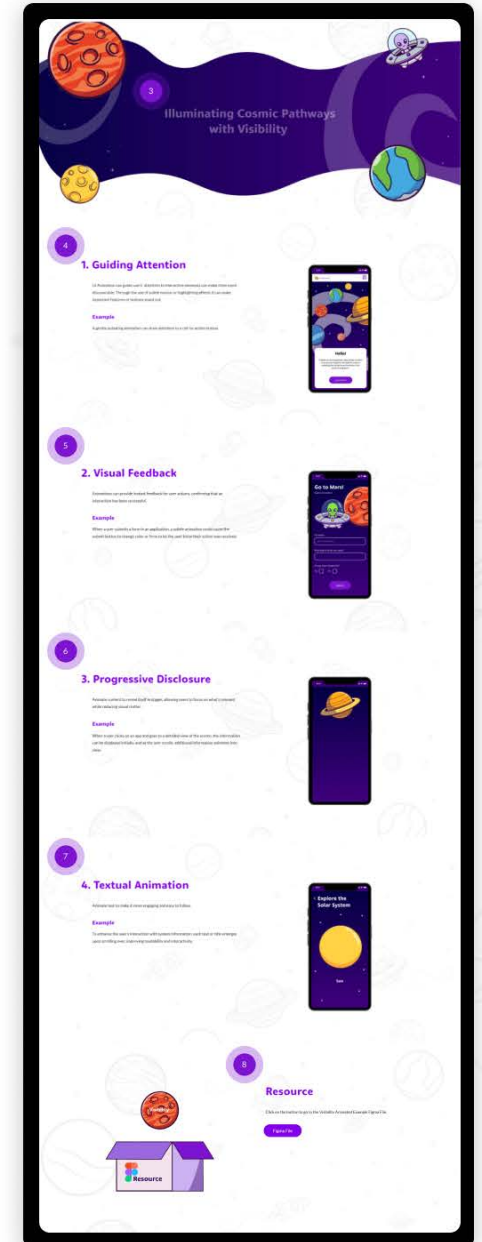
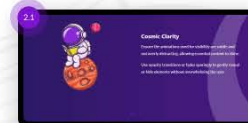
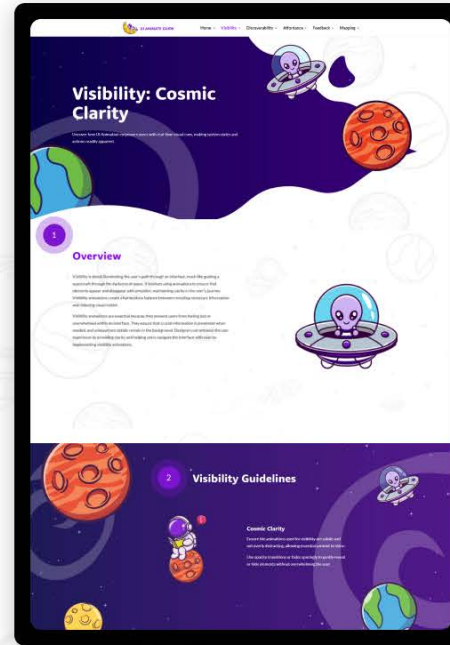


# VISIBILITY PAGE

The Visibility Page in the UI Animate Guide is dedicated to enhancing one of the core interaction principles: visibility. It provides comprehensive insights and guidance for UI designers on how to effectively utilize UI animation to improve the visibility of elements and actions within a digital interface.

The following sections is displayed:

- 1 Overview
- 2 Guidelines
- 3 Visibility Principle Screen
- 4 Guiding Attention
- 5 Visual Feedback
- 6 Progressive Disclosure
- 7 Textual Animation
- 8 Visibility Figma Resource

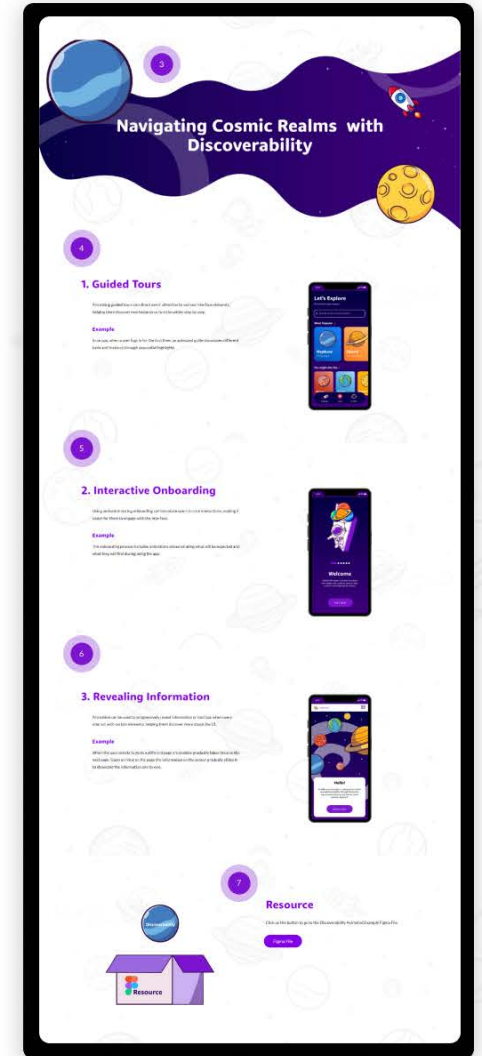
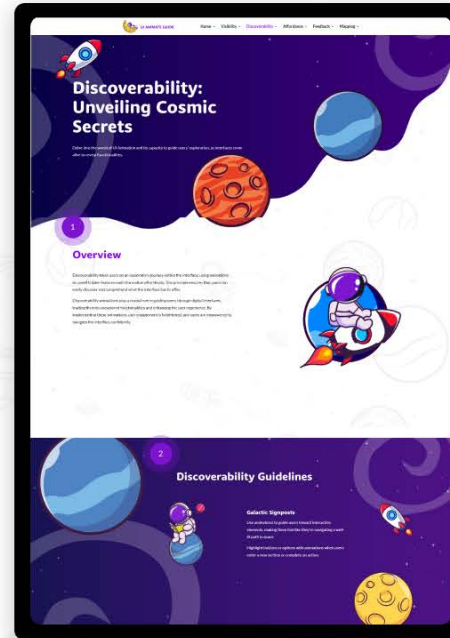


# DISCOVERABILITY PAGE

The Discoverability Page within the UI Animate Guide is a dedicated section aimed at helping UI designers improve the discoverability of elements and functionalities within digital interfaces through the strategic use of UI animation.

The following sections is displayed:

- 1 Overview
- 2 Guidelines
- 3 Discoverability Principle Section
- 4 Guided Tours
- 5 Interactive Onboarding
- 6 Revealing Information
- 7 Discoverability Figma Resource

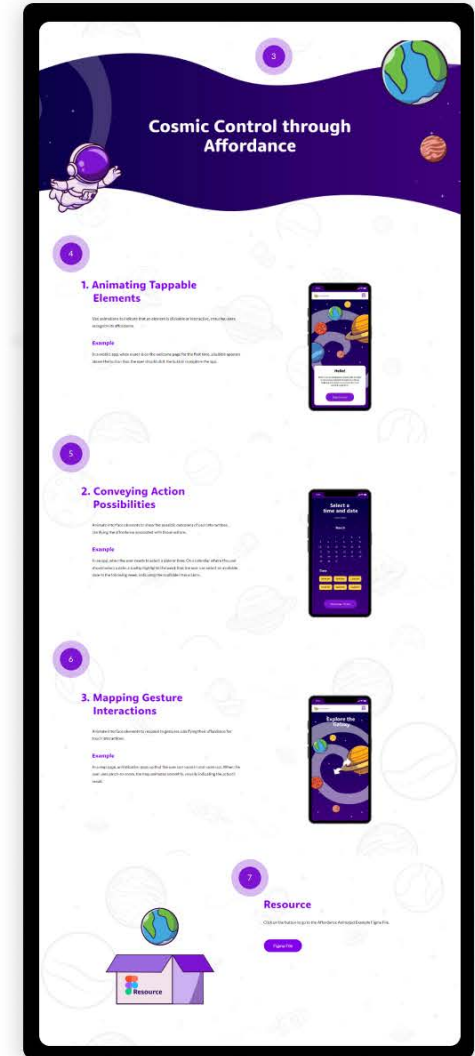
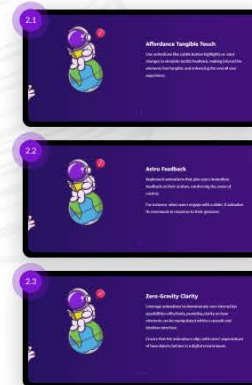


# AFFORDANCE PAGE

The Affordance Page within the UI Animate Guide is a dedicated section focused on helping UI designers understand and apply affordance principles through the strategic use of UI animation in their digital interface designs.

The following sections is displayed:

- 1 Overview
- 2 Guidelines
- 3 Affordance Principle Section
- 4 Animating Tappable Elements
- 5 Conveying Action Possibilities
- 6 Mapping Gestures
- 7 Affordance Figma Resource

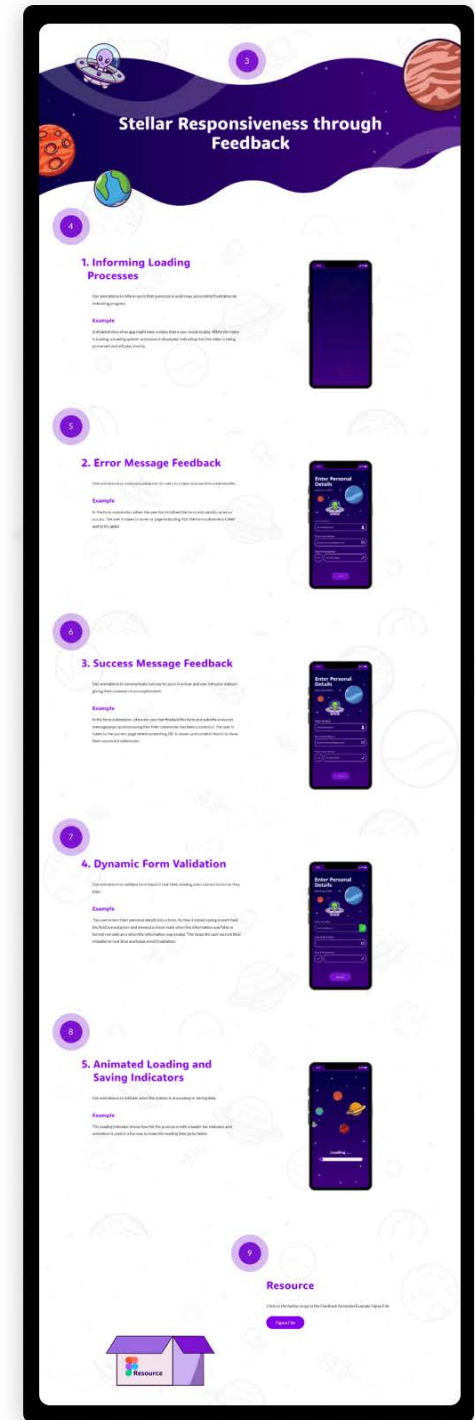
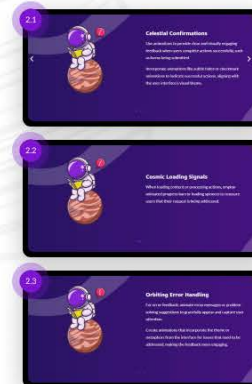
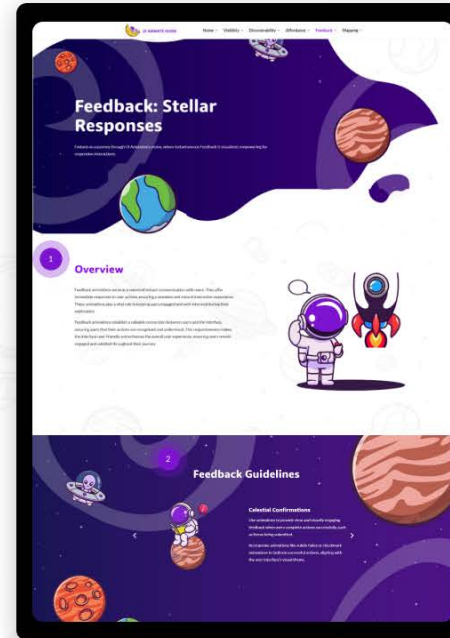


# FEEDBACK PAGE

The Feedback Page in the UI Animate Guide is a dedicated section that focuses on the crucial aspect of providing feedback in digital interfaces through the strategic use of UI animation. This page offers several key elements to help UI designers understand and implement effective feedback principles.

The following sections is displayed:

- 1 Overview
- 2 Guidelines
- 3 Feedback Principle Section
- 4 Informing Loading Processes
- 5 Error Message Feedback
- 6 Success Message Feedback
- 7 Dynamic Form Validation
- 8 Animation Loading and Saving Indicators
- 9 Feedback Figma Resource

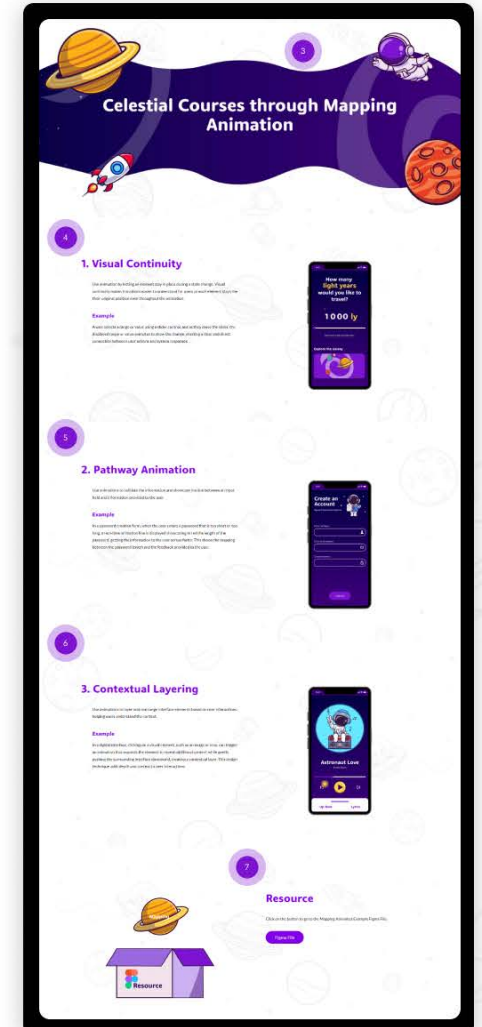
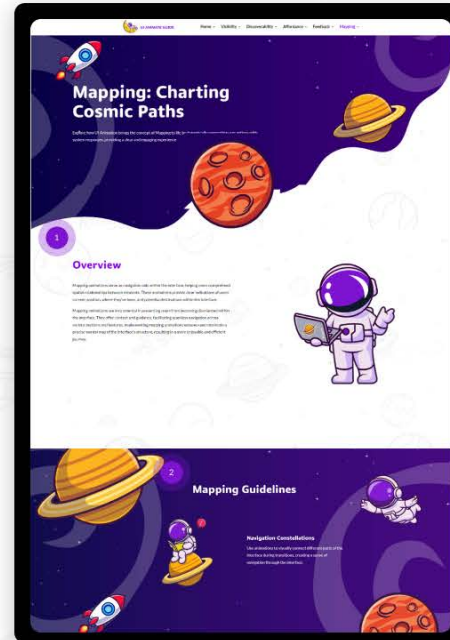


# MAPPING PAGE

The Mapping Page within the UI Animate Guide is a dedicated section that explores the concept of mapping in user interfaces and how UI animation can be strategically used to enhance this principle. This page offers a range of elements to help UI designers grasp the importance of mapping and how to improve it through animation.

The following sections is displayed:

- 1 Overview
- 2 Guidelines
- 3 Mapping Principle Section
- 4 Visual Continuity
- 5 Pathway Animation
- 6 Contextual Layering
- 7 Mapping Figma Resource



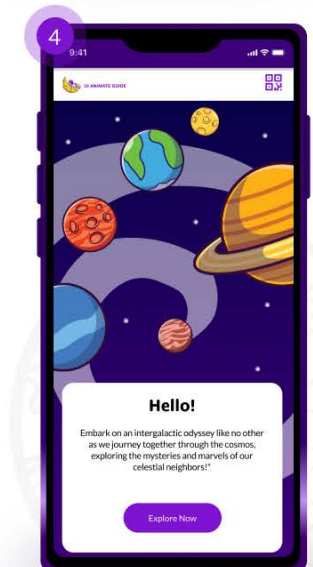
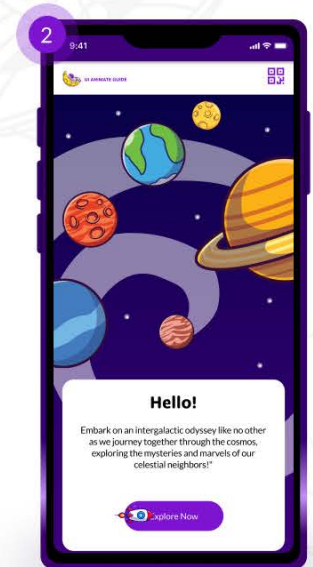
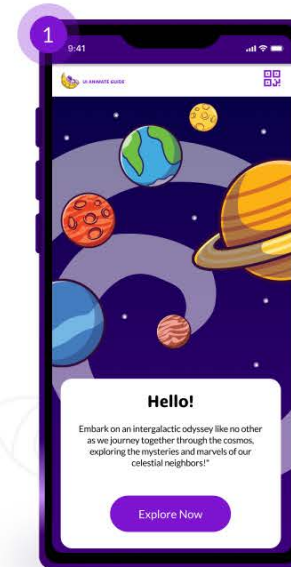
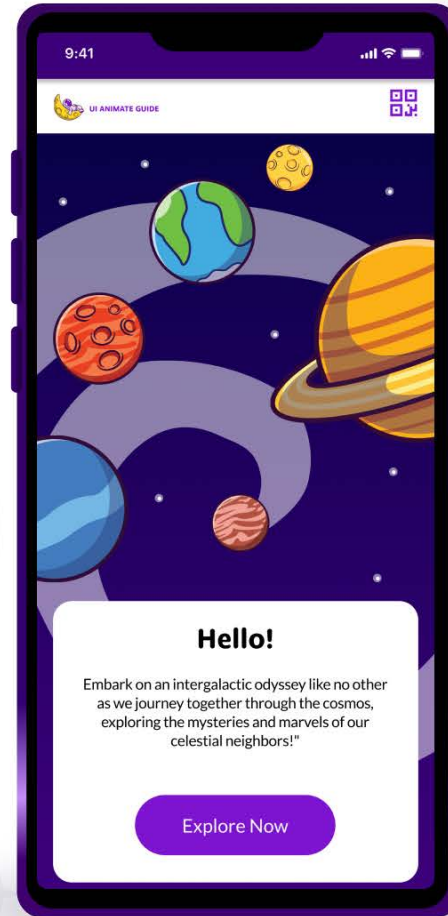
# 1. VISIBILITY

## Guiding Attention

UI Animation can guide users' attention to interactive elements can make them more discoverable. Through the use of subtle motion or highlighting effects it can make important features or buttons stand out.

## Example

A gentle pulsating animation can draw attention to a call-to-action button.



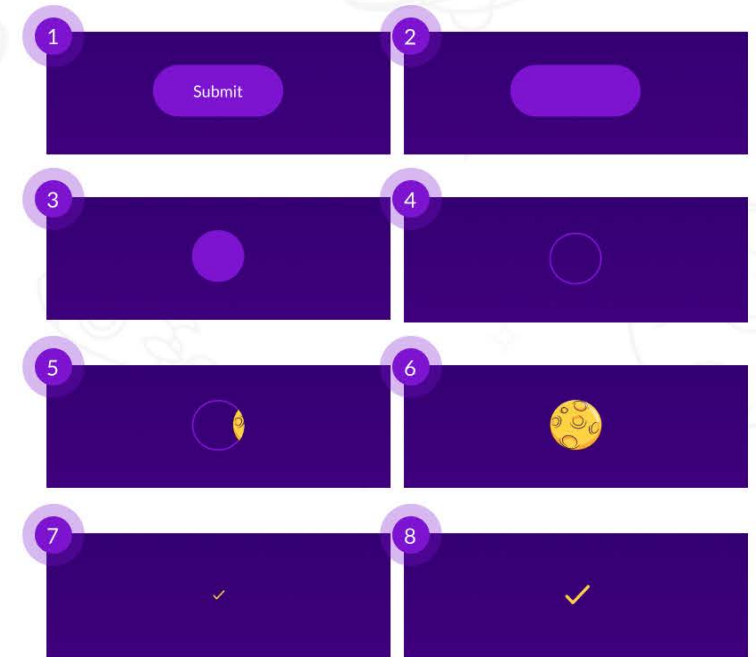
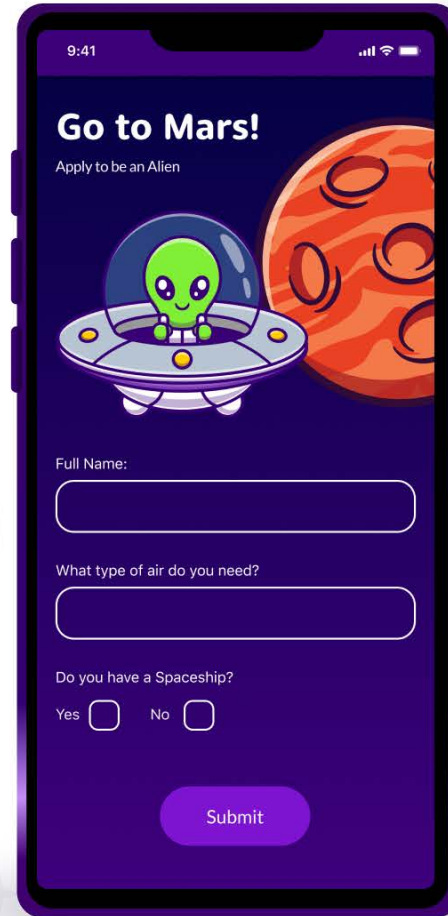
# 1. VISIBILITY

## Visual Feedback

Animations can provide instant feedback for user actions, confirming that an interaction has been successful.

## Example

When a user submits a form in an application, a subtle animation could cause the submit button to change color or form to let the user know their action was received.



# 1. VISIBILITY

## Progressive Disclosure

Animate content to reveal itself in stages, allowing users to focus on what's relevant while reducing visual clutter.

## Example

When a user clicks on an app and goes to a detailed view of the screen, the information can be displayed initially, and as the user scrolls, additional information animates into view.



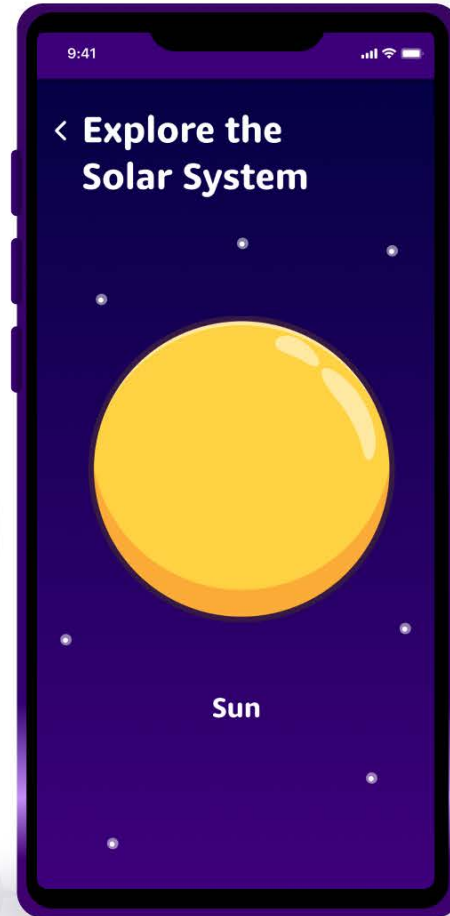
# 1. VISIBILITY

## Textual Animation

Animate text to make it more engaging and easy to follow.

## Example

To enhance the user's interaction with system information, each text or title enlarges upon scrolling over, improving readability and interactivity.



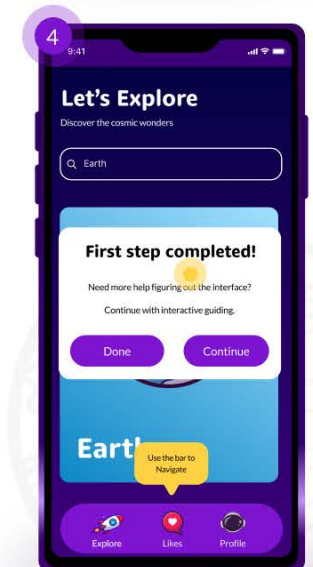
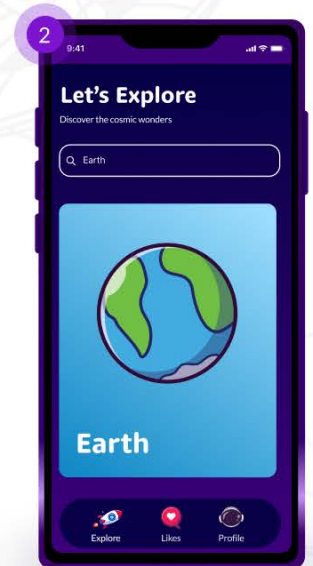
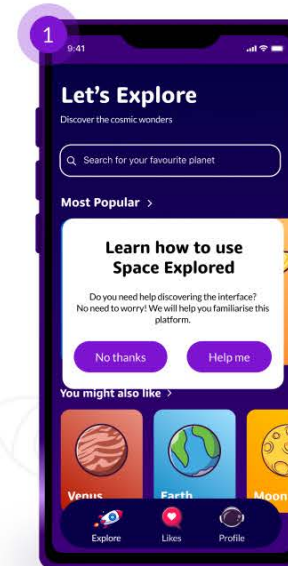
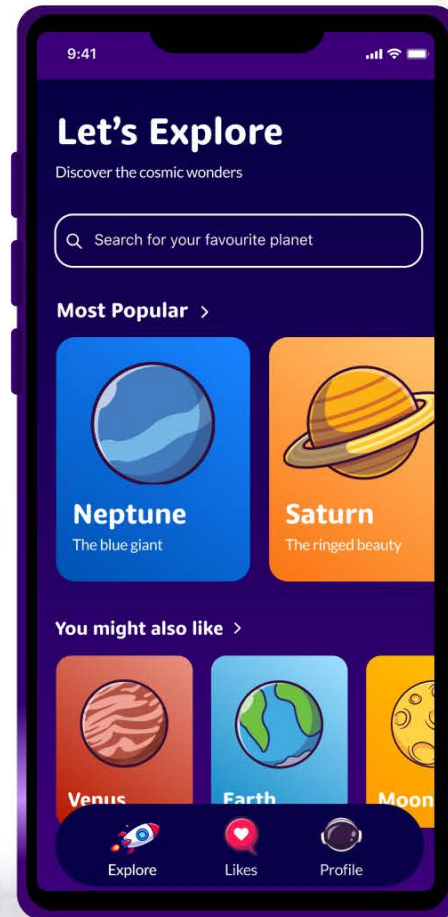
## 2.DISCOVERABILITY

### Guided Tours

Animating guided tours can direct users' attention to various interface elements, helping them discover new features or functionalities step by step.

### Example

In an app, when a user logs in for the first time, an animated guide showcases different tools and features through sequential highlights.



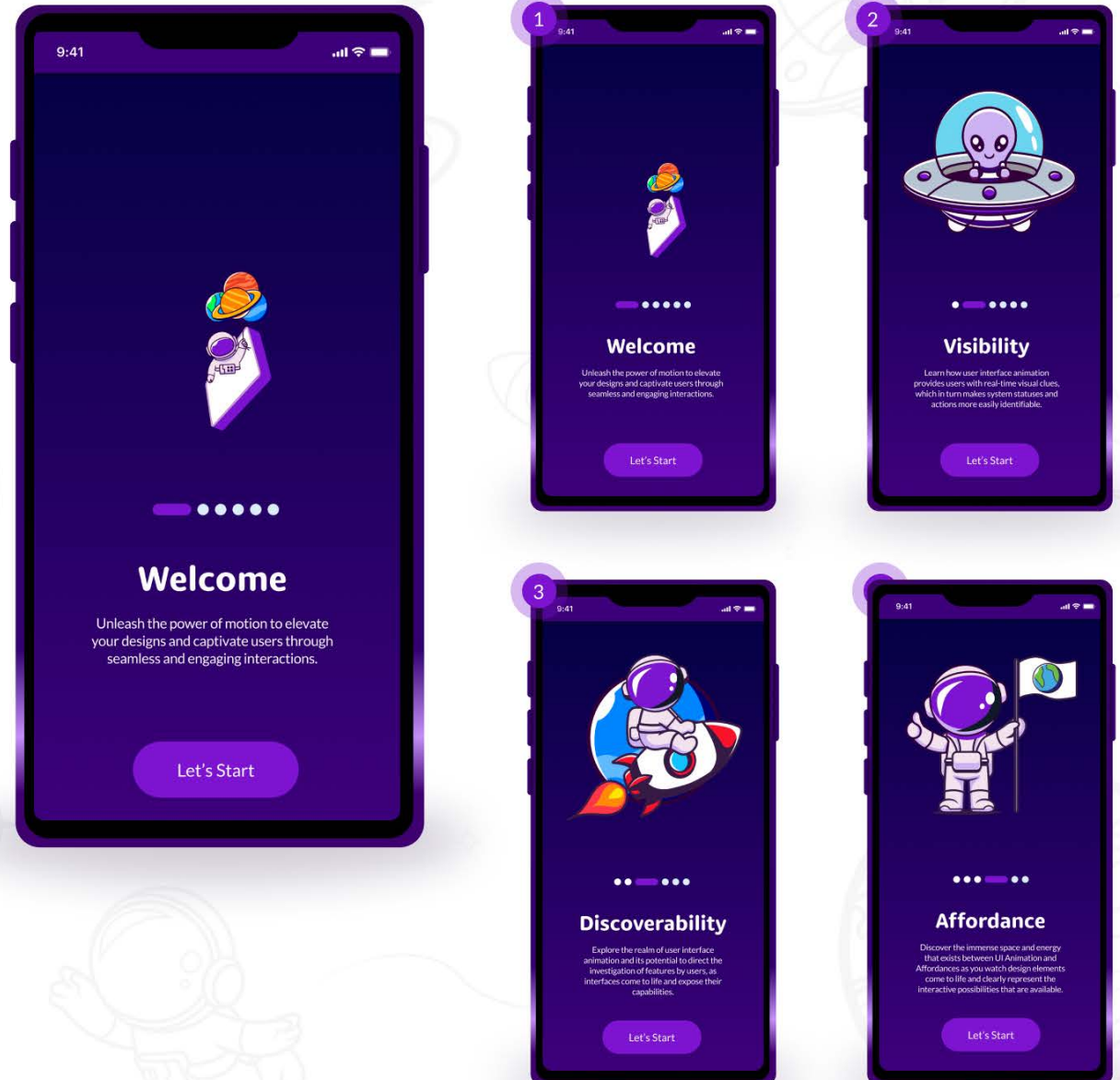
## 2. DISCOVERABILITY

### Interactive Onboarding

Using animation during onboarding can introduce users to core interactions, making it easier for them to engage with the interface.

### Example

The onboarding process includes animations demonstrating what will be expected and what they will find during using the app.



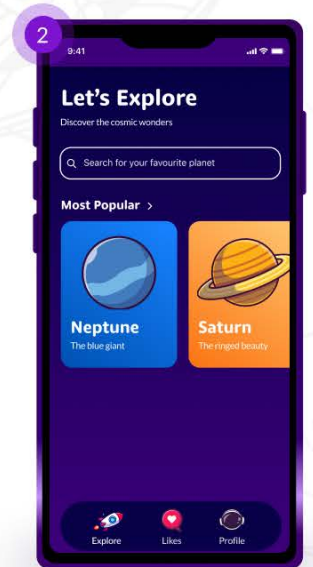
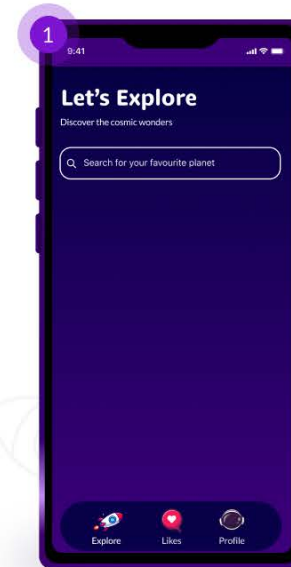
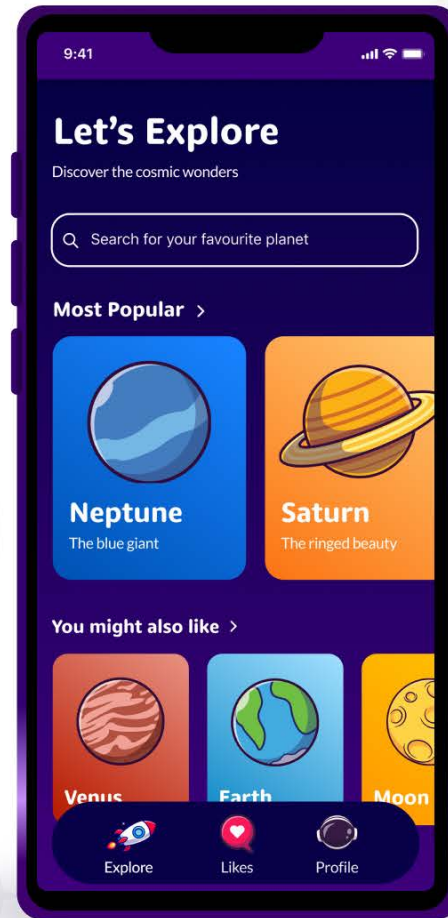
## 2.DISCOVERABILITY

### Revealing Information

Animation can be used to progressively reveal information or tool tips when users interact with certain elements, helping them discover more about the UI.

### Example

When the user selects to go to a different page a transition gradually takes them to the next page. Upon arriving on the page the information on the screen gradually slides in to showcase the information one by one.



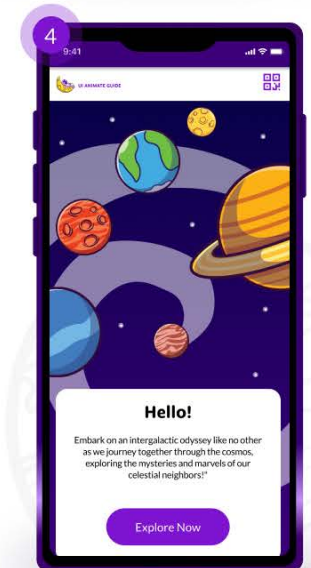
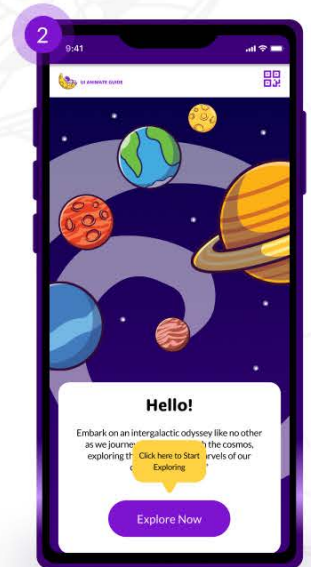
# 3.AFFORDANCE

## Animating Tappable Elements

Use animations to indicate that an element is tappable or interactive, ensuring users recognize its affordance.

### Example

In a mobile app, when a user is on the welcome page for the first time, a bubble appears above the button that the user should tap the button to explore the app.



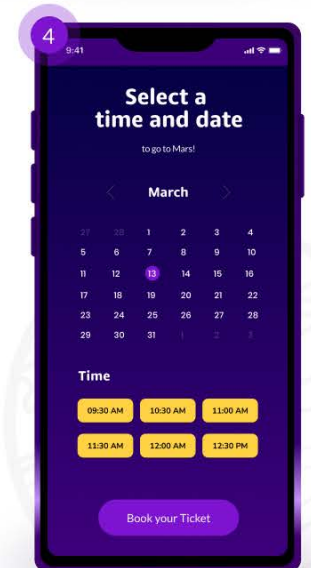
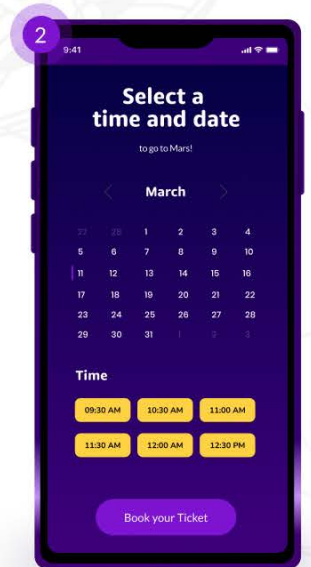
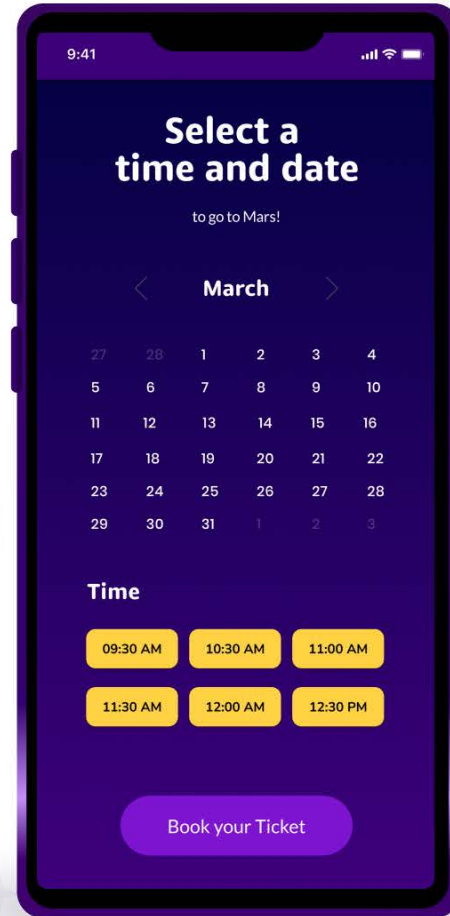
# 3.AFFORDANCE

## Conveying Action Possibilities

Animate interface elements to show the possible outcomes of user interactions, clarifying the affordance associated with those actions.

### Example

In an app, when the user needs to select a date or time. On a calendar where the user should select a date, a tooltip highlights the week that the user can select an available date in the following week, indicating the available interactions.



# 3.AFFORDANCE

## Mapping Gesture Interactions

Animate interface elements to respond to gestures, clarifying their affordance for touch interactions.

### Example

In a map page, an indication pops up that the user can zoom in and zoom out. When the user uses pinch-to-zoom, the map animates smoothly, visually indicating the action's result.



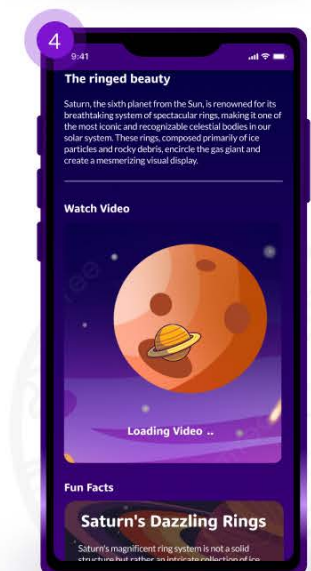
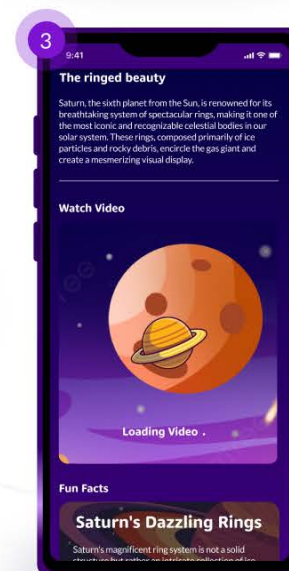
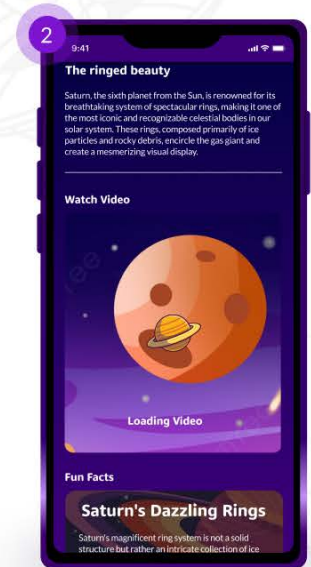
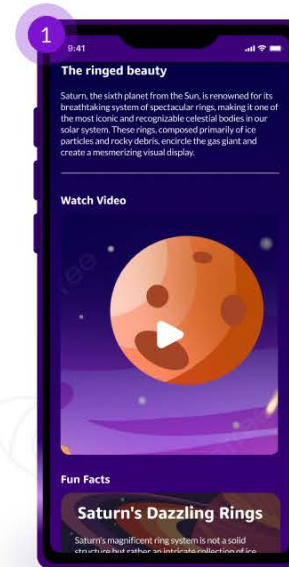
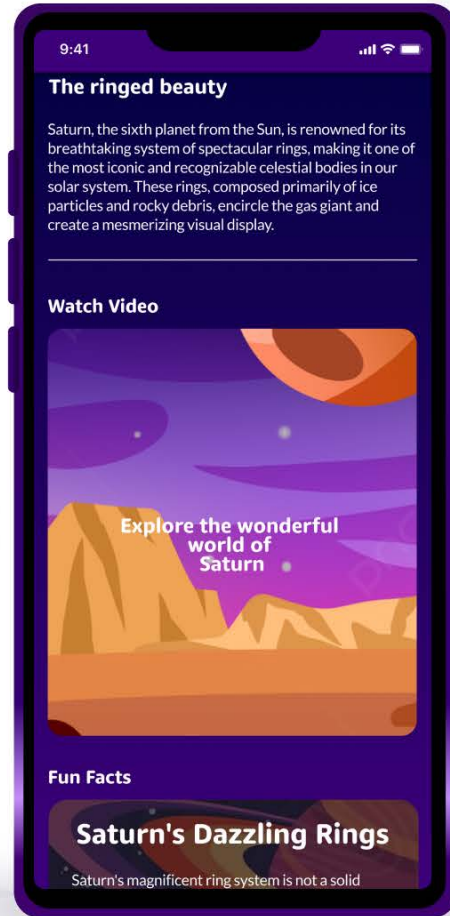
# 4. FEEDBACK

## Informing Loading Processes

Use animations to inform users that a process is underway, preventing frustration by indicating progress.

### Example

A detailed view of an app might have a video that a user needs to play. While the video is loading, a loading spinner animation is displayed, indicating that the video is being processed and will play shortly.



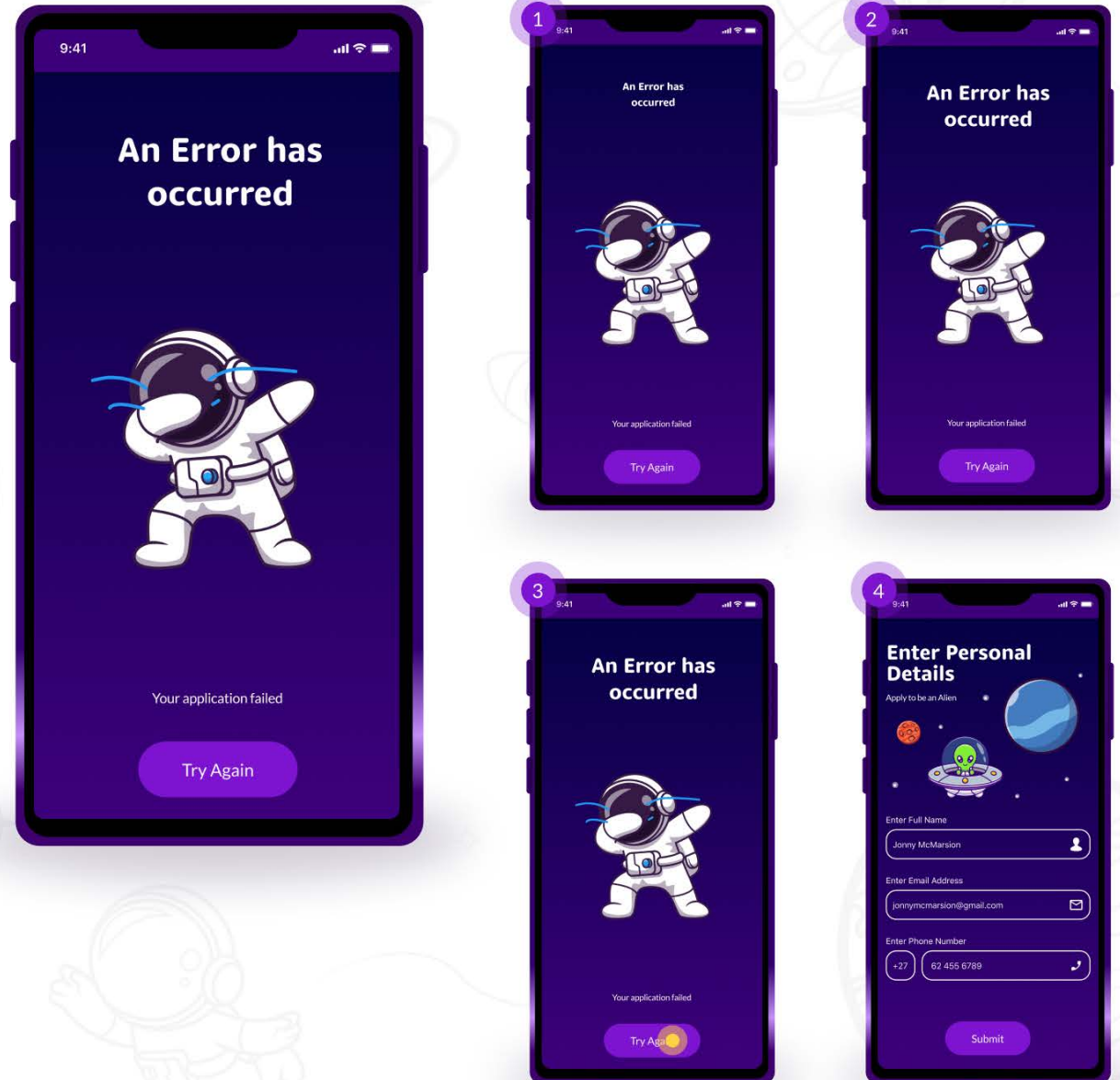
## 4. FEEDBACK

### Error Message Feedback

Use animations to communicate errors to users in a clear and non-intrusive manner.

### Example

In the form submission, when the user has finalised the form and submits an error occurs. The user is taken to an error page indicating that the form submission failed and to try again.



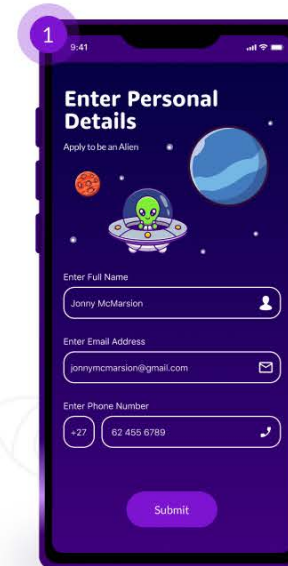
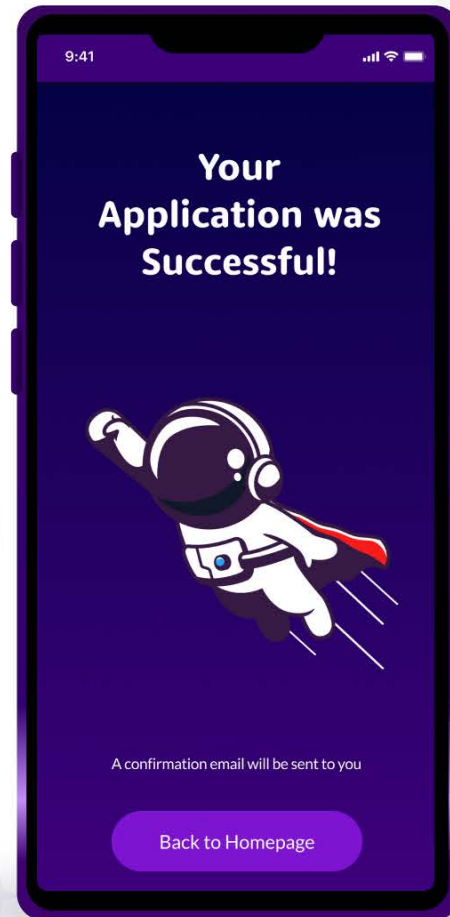
## 4. FEEDBACK

### Success Message Feedback

Use animations to communicate success to users in a clear and non-intrusive manner, giving them a sense of accomplishment.

### Example

In the form submission, when the user has finalised the form and submits a success message pops up showcasing that their submission has been successful. The user is taken to the success page where an exciting GIF is shown and confetti shoots to show their successful submission.



## 4. FEEDBACK

### Dynamic Form Validation

Use animations to validate form input in real-time, helping users correct errors as they type.

### Example

Animated content revealed itself in stages and allowed the users to focus on what was relevant while reducing visual clutter. When the information was animated in sections on the Account screen the users found the information more digestible.

9:41

### Enter Personal Details

Apply to be an Alien

Enter Full Name  
Jonny McMarson

Enter Email Address

Enter Phone Number  
+27

Submit

1

9:41

### Enter Personal Details

Apply to be an Alien

Enter Full Name  
Jonny McMarson

Enter Email Address

Enter Phone Number  
+27

Submit

2

9:41

### Enter Personal Details

Apply to be an Alien

Enter Full Name  
Jonny McMarson

Enter Email Address

Enter Phone Number  
+27

Submit

3

9:41

### Enter Personal Details

Apply to be an Alien

Enter Full Name  
Jonny McMarson

Enter Email Address  
jonnymcmandfgh@gmail.c

Enter Phone Number  
+27

Submit

4

9:41

### Enter Personal Details

Apply to be an Alien

Enter Full Name  
Jonny McMarson

Enter Email Address  
jonnymcmandfgh@gmail.c

Enter Phone Number  
+27

Submit

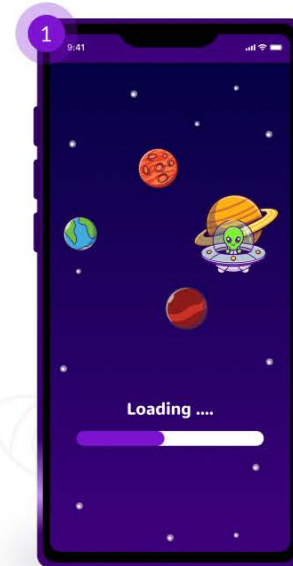
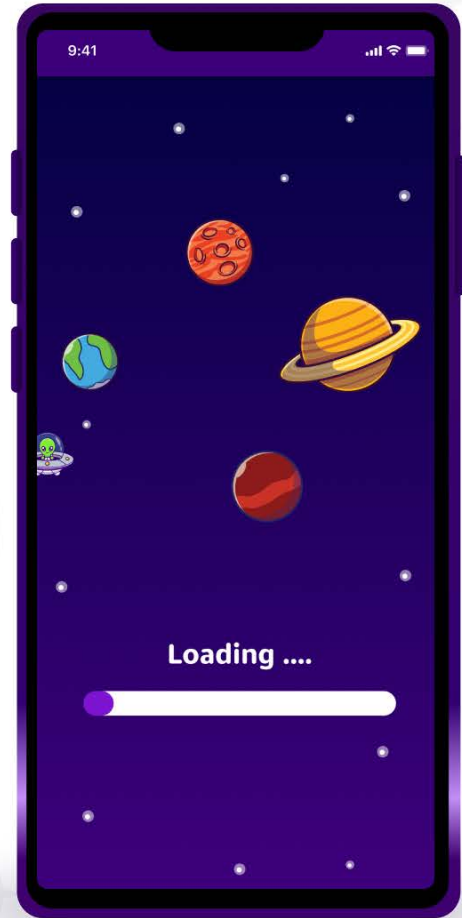
## 4. FEEDBACK

### Animated Loading and Saving Indicators

Use animations to indicate when the system is processing or saving data.

#### Example

The loading indicator shows how far the process is with a loader bar indicator and animation is used in a fun way to make the waiting time go by faster.



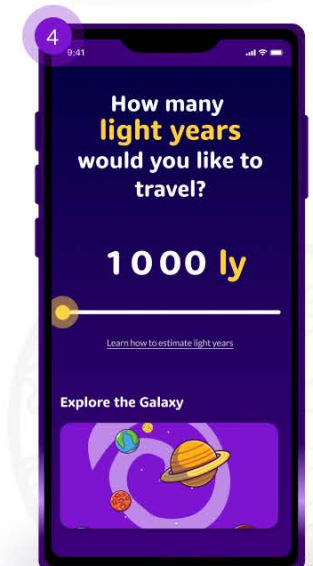
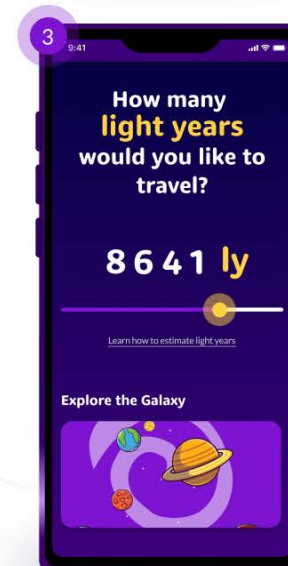
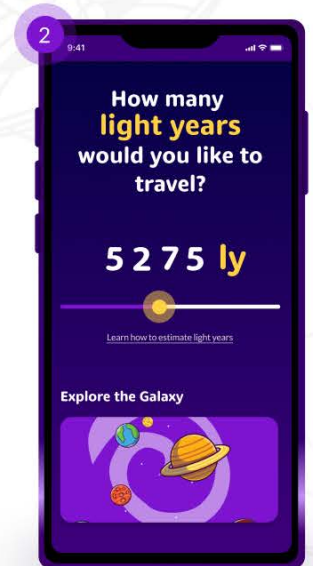
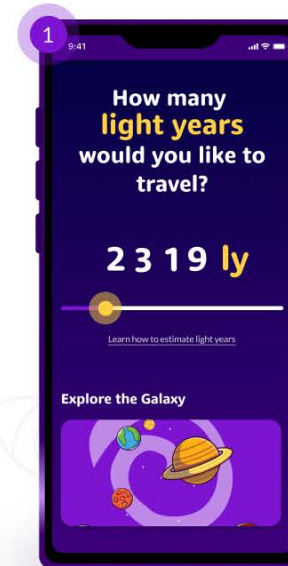
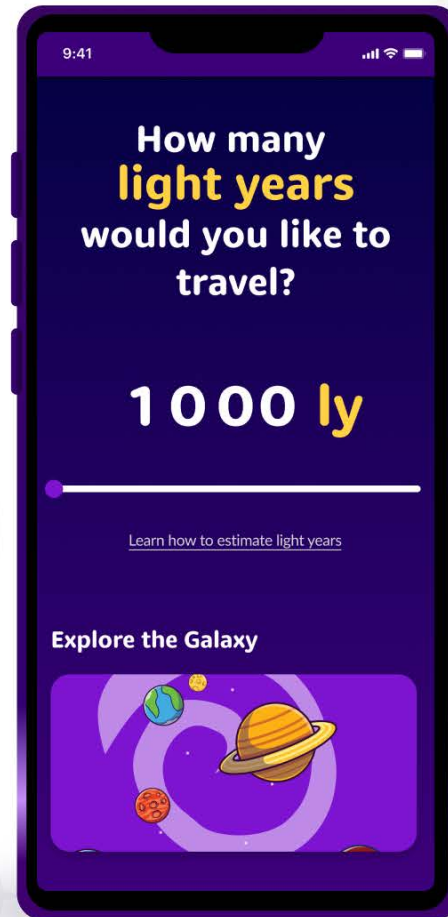
## 5. MAPPING

### Visual Continuity

Use animation by letting an element stay in place during a state change. Visual continuity makes transitions easier to understand for users as each element stays in their original position even throughout the animation.

### Example

A user selects a range or value using a slider control, and as they move the slider, the displayed range or value animates to show the change, creating a clear and direct connection between user actions and system responses.



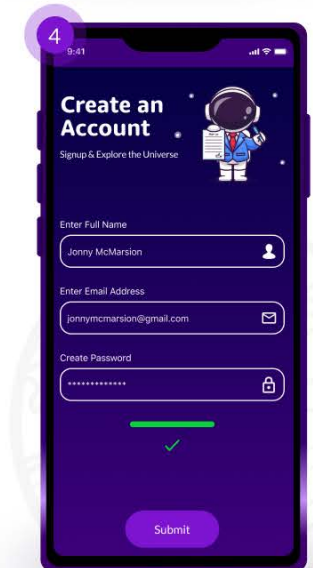
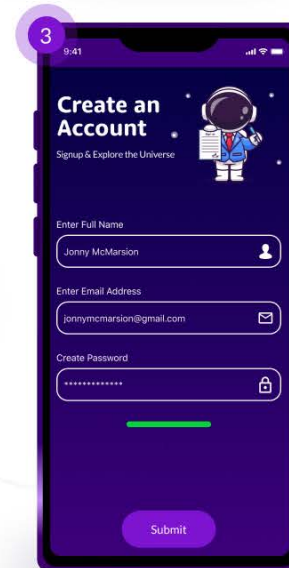
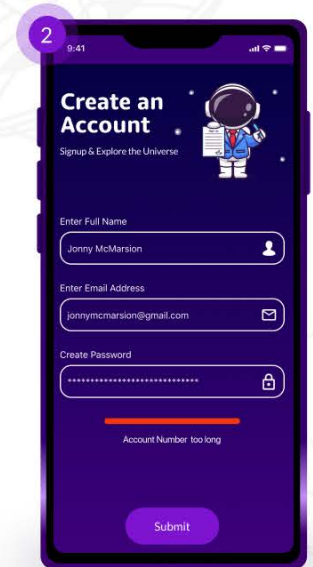
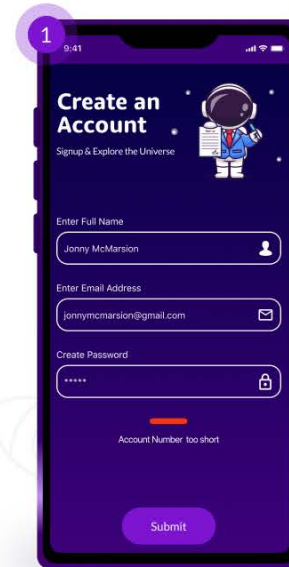
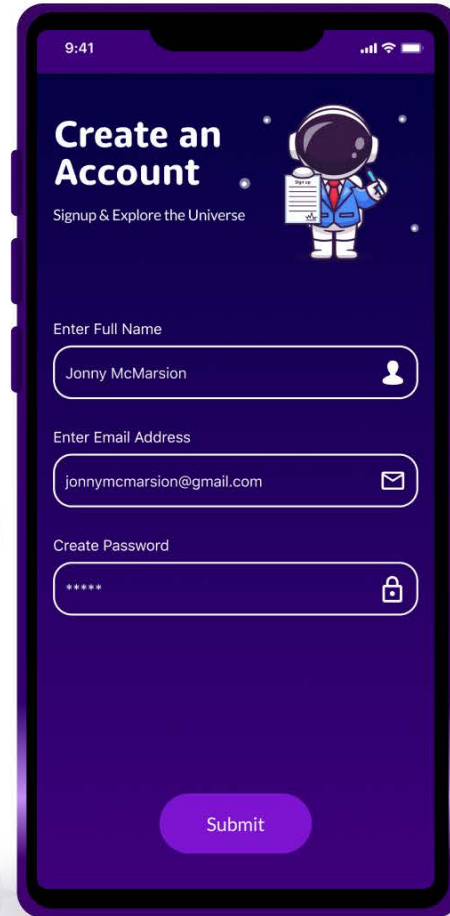
# 5. MAPPING

## Pathway Animation

Use animations to validate the information and showcase the link between an input field and information provided to the user.

### Example

In a password creation form, when the user enters a password that is too short or too long, a real-time animation line is displayed showcasing in red the length of the password, getting the information to the user across faster. This shows the mapping between the password length and the feedback provided to the user.



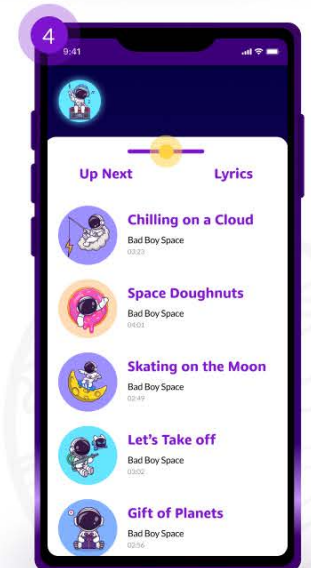
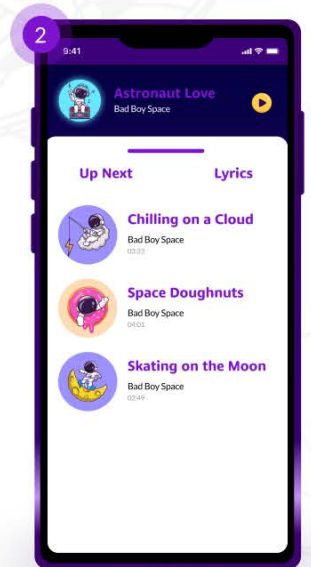
# 5. MAPPING

## Contextual Layering

Use animations to layer and rearrange interface elements based on user interactions, helping users understand the context.

### Example

In a digital interface, clicking on a visual element, such as an image or icon, can trigger an animation that expands the element to reveal additional content while gently pushing the surrounding interface downward, creating a contextual layer. This design technique adds depth and context to user interactions.



## CONCLUSION

In conclusion, the UI Animate Guide has proven to be a successful endeavor, serving as an illuminating resource for UI designers seeking to enhance their digital interfaces.

This project has brought forth several key highlights. First and foremost, it has demonstrated how the strategic integration of User Interface Animation (UIA) can significantly amplify the interaction principles within digital designs, leading to an enriched user experience. The insights garnered through user testing in applications like Money Matters and Easy Med have provided valuable knowledge on how UIA can enhance visibility, discoverability, affordance, feedback, and mapping.

This project has shown the powerful impact of animation in guiding users' attention, improving discoverability, offering clear affordance cues, and providing real-time feedback, all of which contribute to a more enjoyable, efficient, and error-free interaction with digital interfaces.

The process of creating the UI Animate Guide, from defining the space-themed visual identity to developing the structure and content, has been insightful in bridging the gap between academic principles and practical application. It has reinforced the idea that UIA is not merely a theoretical concept but a tangible tool that can be harnessed to improve the user experience.

The UI Animate Guide is more than just a toolkit; it is a beacon guiding UI designers into a world of limitless possibilities for UIA and interaction design. Its transformational potential lies in its ability to reshape the way users interact with digital interfaces.

