



# UX/UI Design

\* Anti-drug →

## Workshop



香港青年協會  
the hongkong federation of youth groups

創意教育組  
Creative Education Unit



保安局禁毒處  
求助／諮詢

186 186

98 186 186





# Eyes of a designer

Can you spot the design flaw?

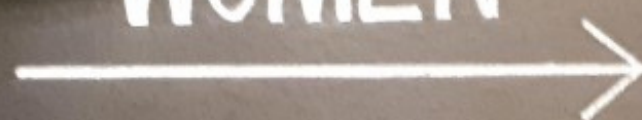








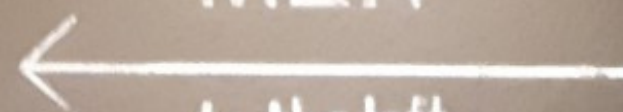
WOMEN



are always right!



MEN

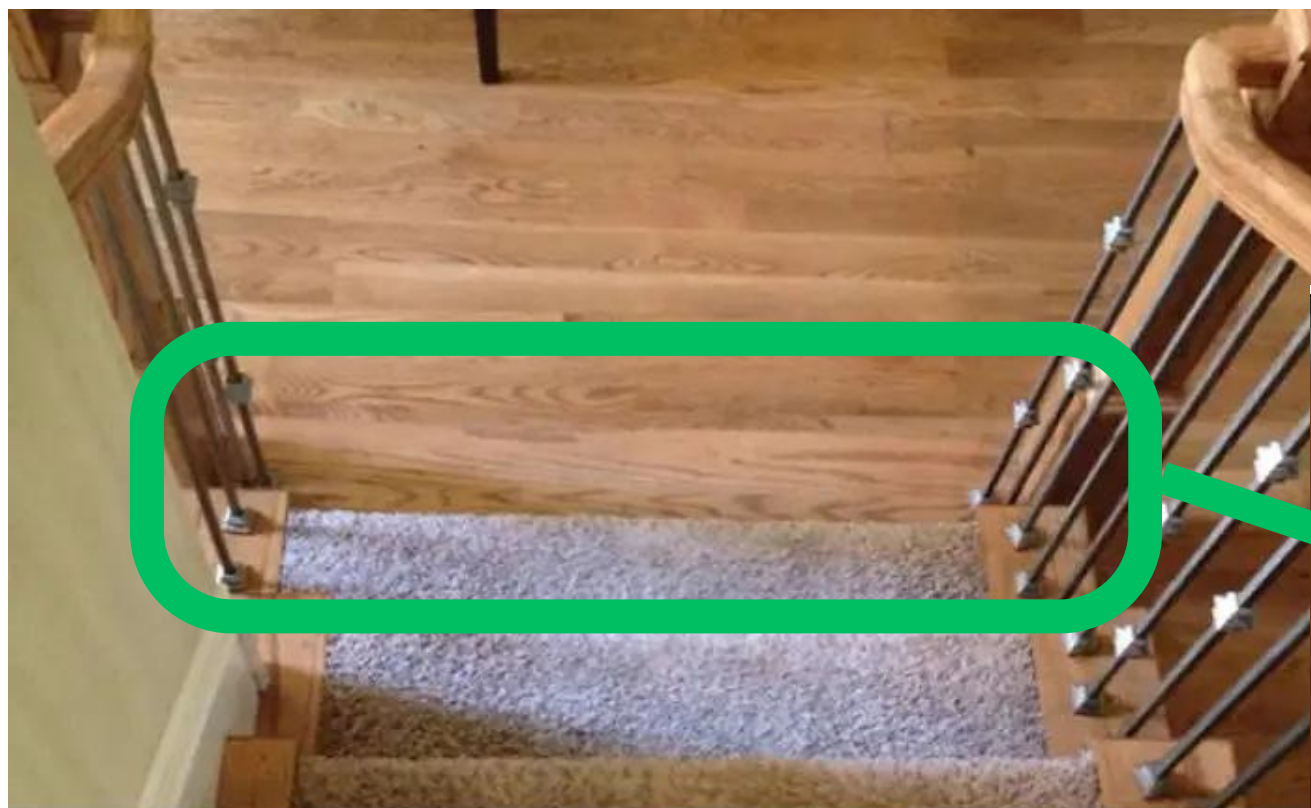


to the left  
because,













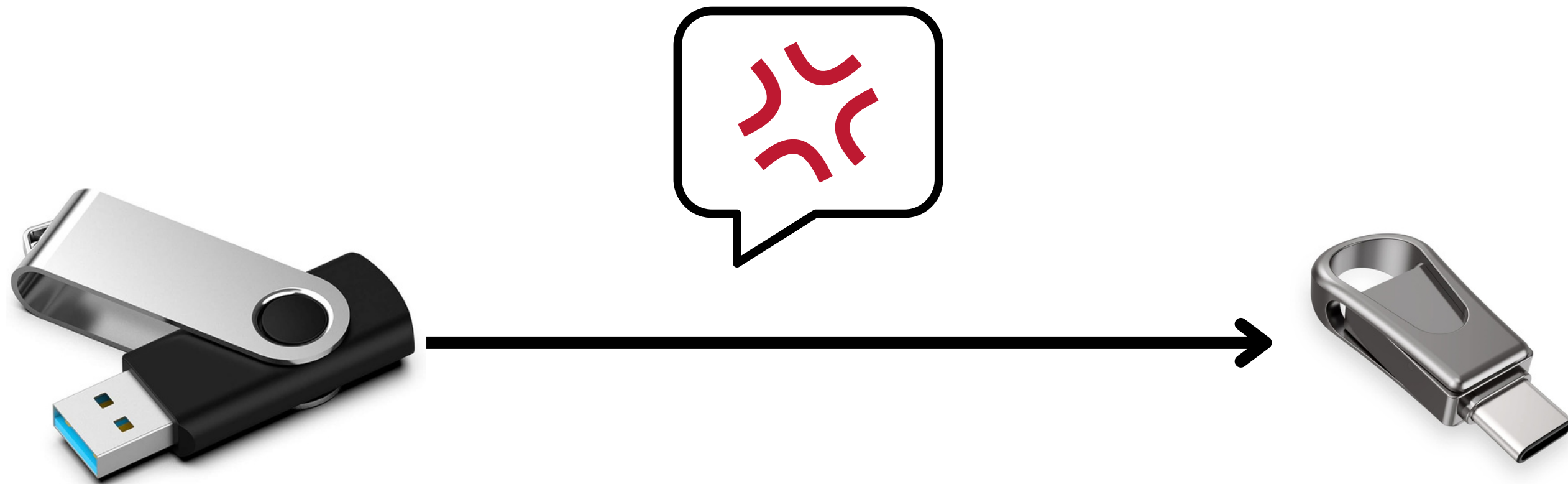
What is...

**UX Design?**



# UX Designs aims to...

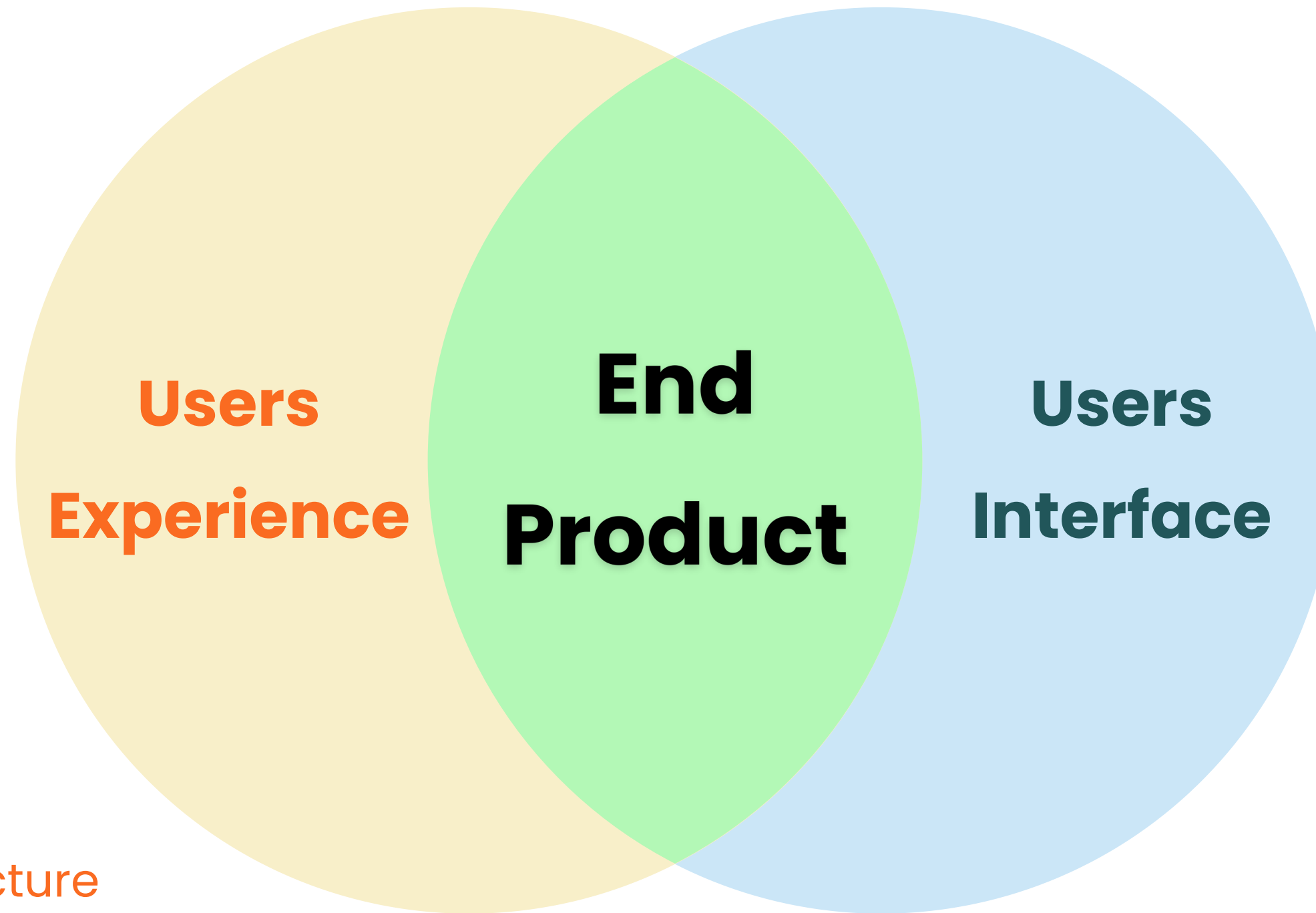
- Improve **users experiences** that meet needs or goals.
- Understand users' behaviors, preferences, and pain points through research and analysis.



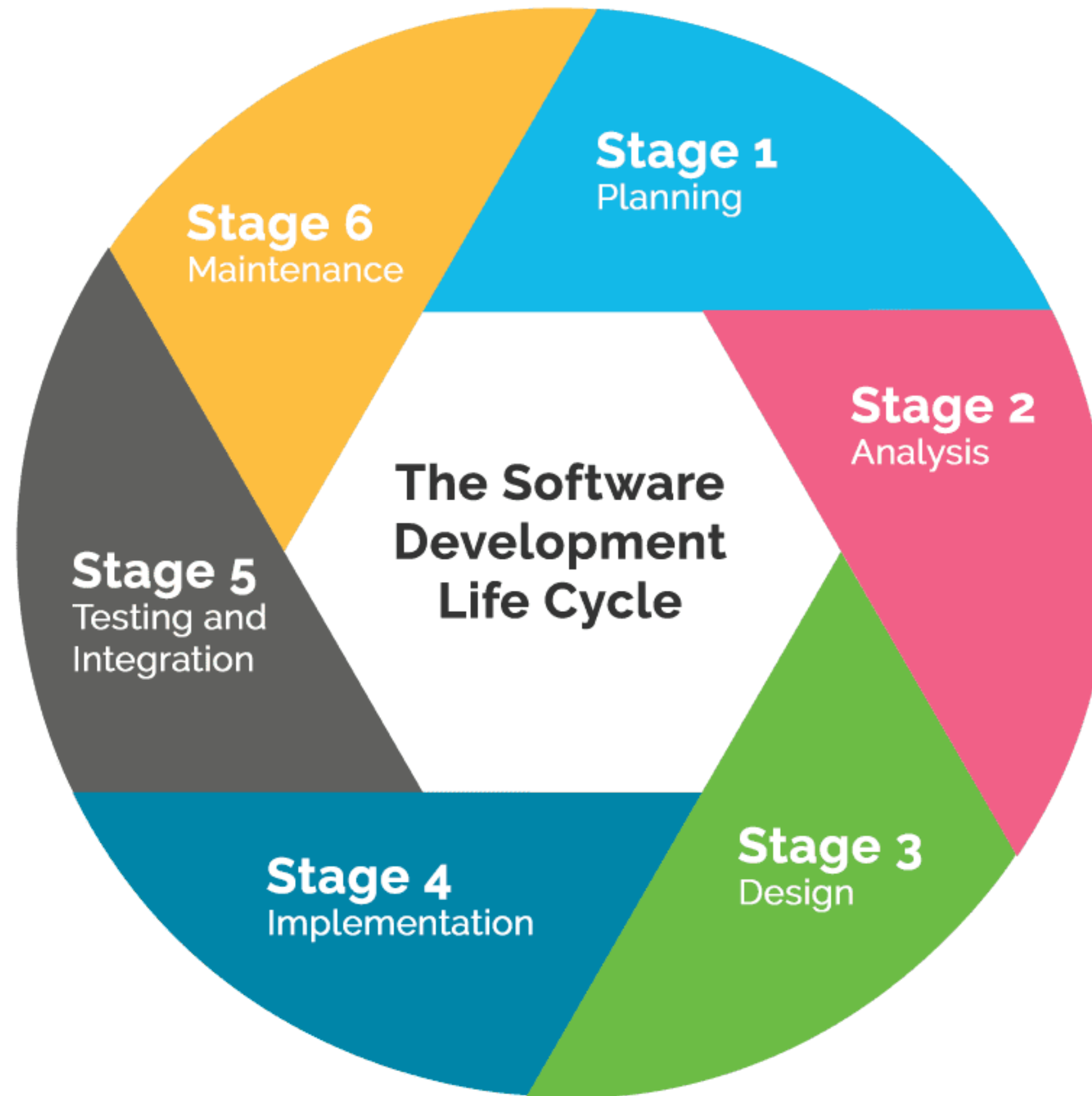
# User experience/user interface?



- Users research
- Information architecture
- UX psychology



- HCI theory
- Visual design
- Prototyping



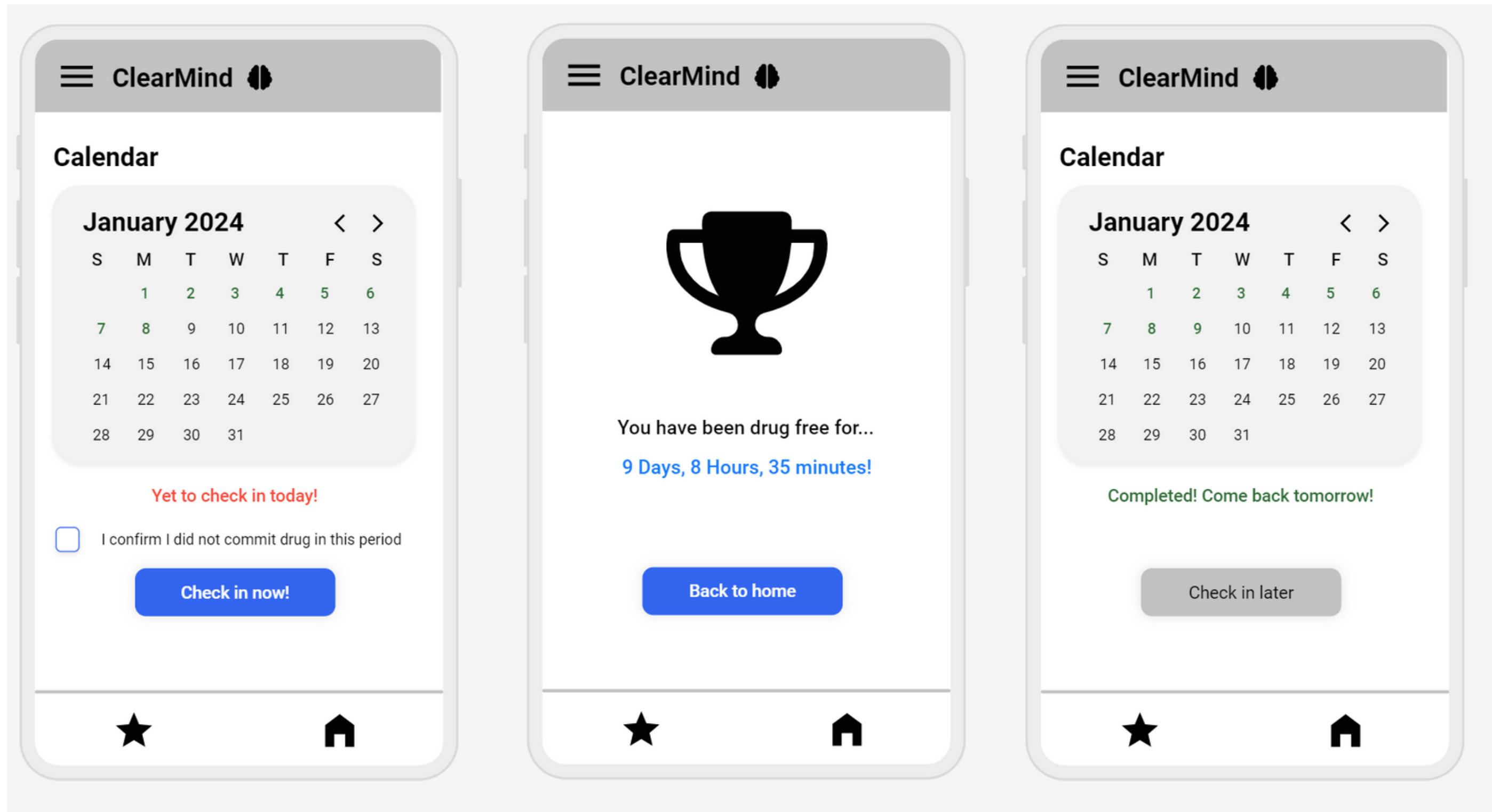
# Product Development Cycle



# Design Challenge



# ClearMind Tracker



# Design Challenge

**Develop an app feature of  
ClearMind Tracker  
for teen cannabis abusers**



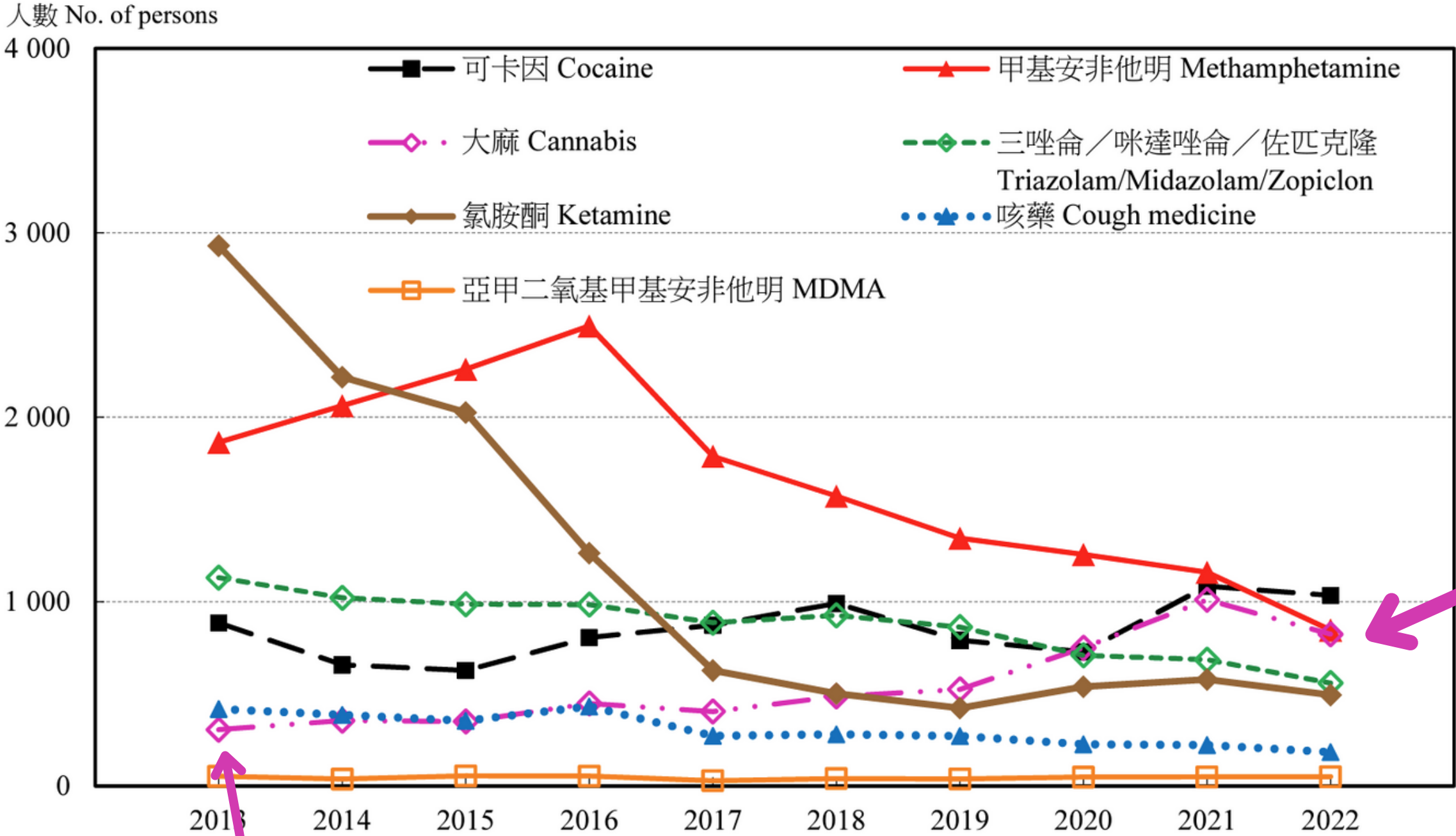


# Step 1: Understanding users' need

Set objective according to the users' pain point

圖 2.5 被呈報吸食各種主要危害精神毒品者

Chart 2.5 Reported drug abusers of major types of psychotropic substances



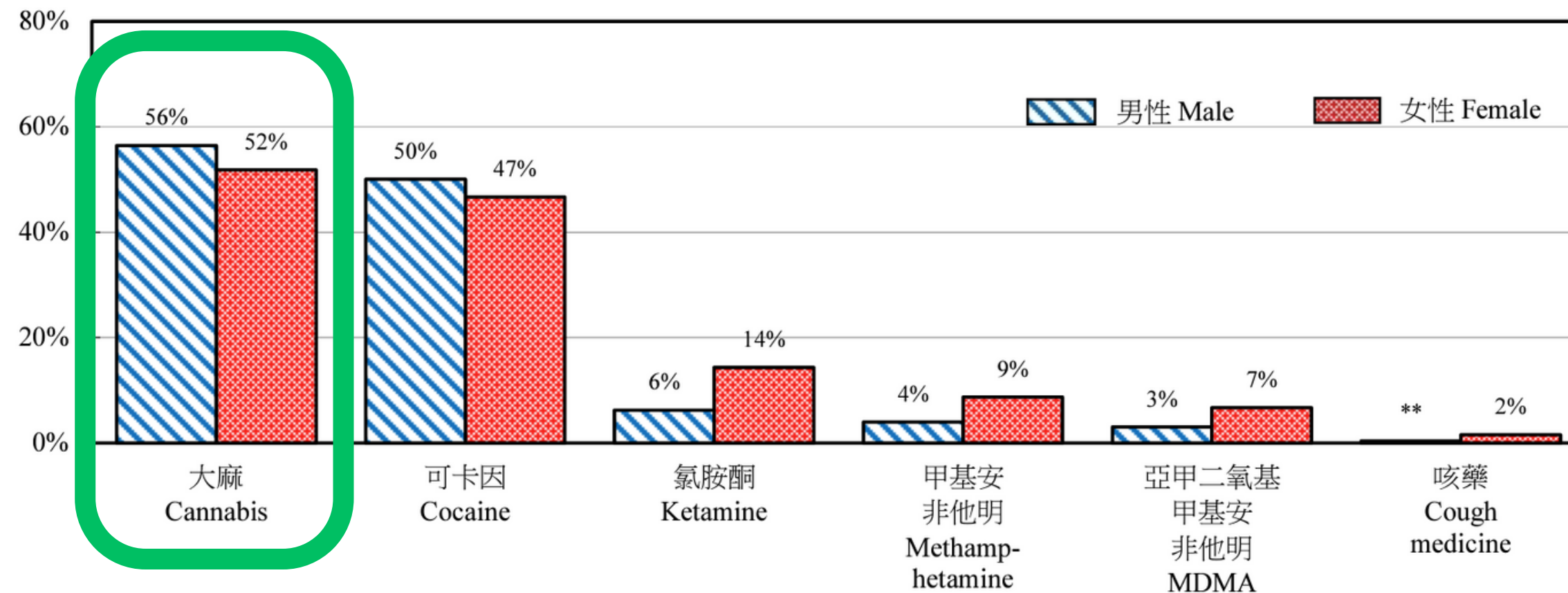
16.3% at 2022 (3rd)

3% at 2013 (6th)

圖 3.4 按 2022 年被呈報吸毒者的年齡組別及性別劃分的常被吸食毒品種類  
Chart 3.4 Common types of drugs abused by reported drug abusers in 2022 by age group by sex

(a) 21 歲以下 Aged under 21

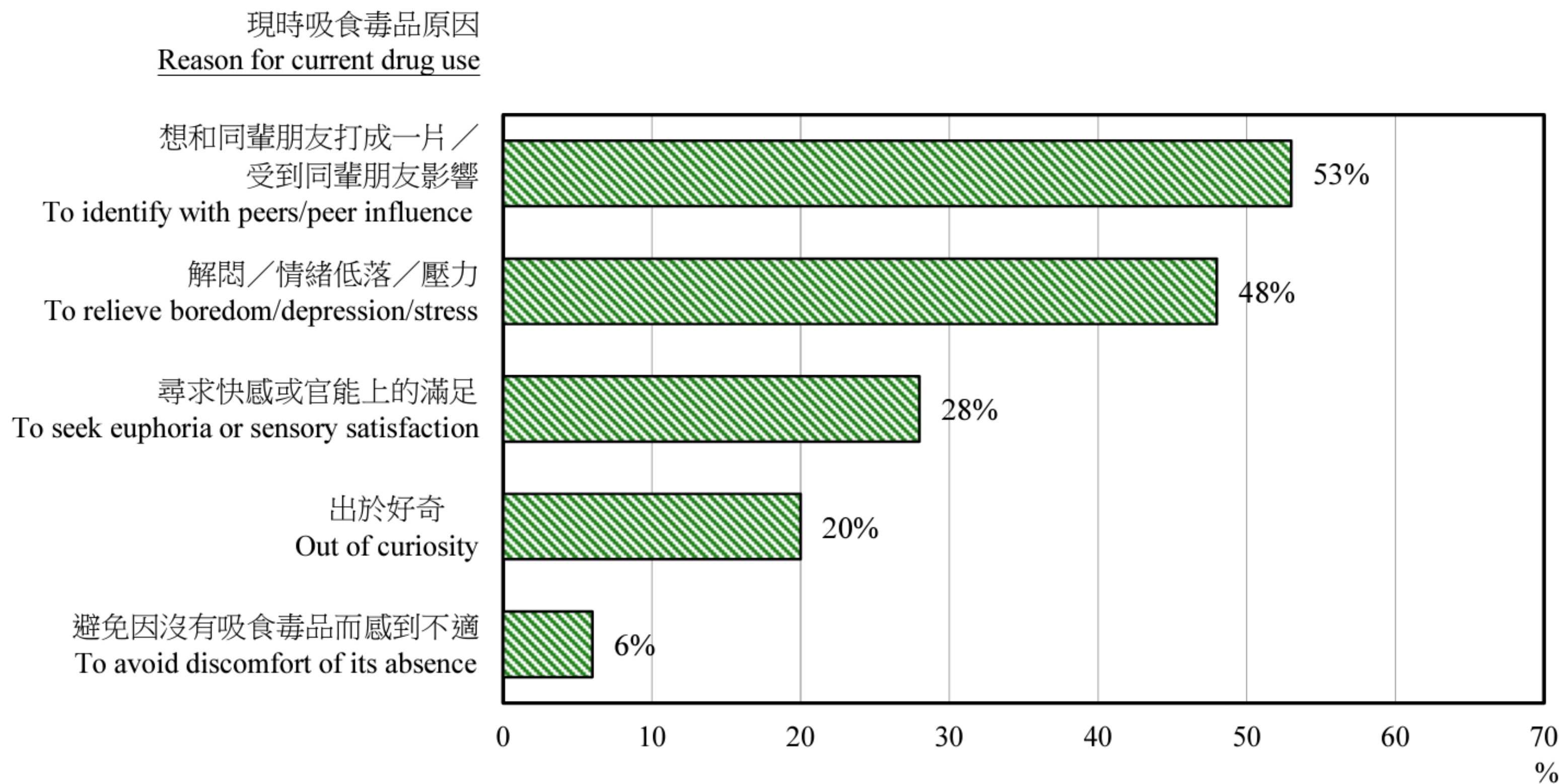
佔在相關性別組別內所有被呈報吸毒者的百分比  
Percentage of reported drug abusers in the respective sex groups



**Over 50%** of reported drug abusers **under 21 y/o** reported **Cannabis (1st)** as **commonly abused drug**.



(a) 21 歲以下 Aged under 21







# Story of Michelle





**Michelle 長大於小康之家**



**大學成功入讀心宜的建築學系**





**突如其來的COVID...**  
**令好多人生活都出現變化...**



**呀女...**  
**老豆間鋪頂唔住啦...**











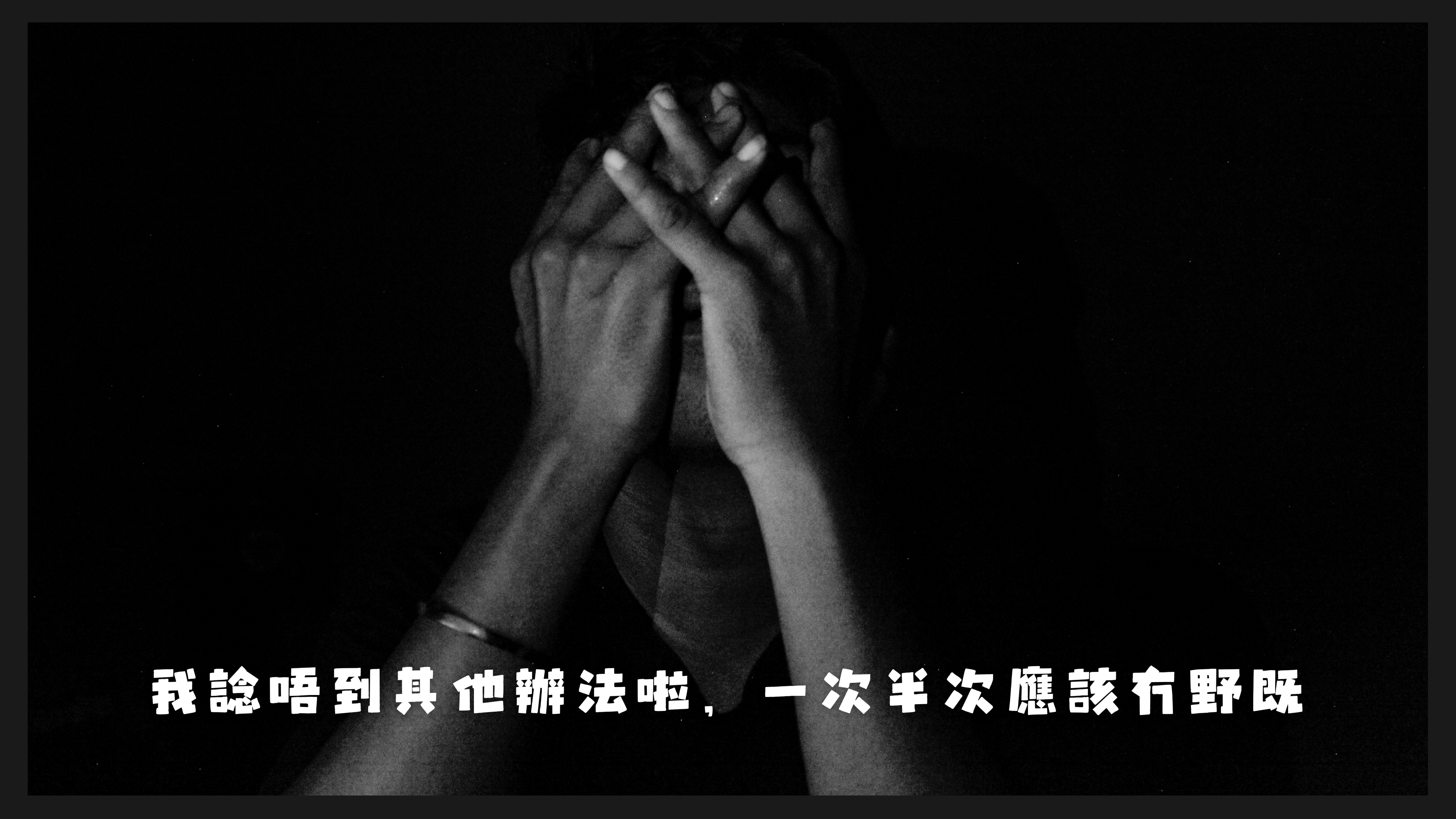
Lily, 我近排甩好多頭髮呀...

聽日份assignment又未開始...

唉, 我都知你近排壓力爆煲...

我想幫你, 但你要信我一次...



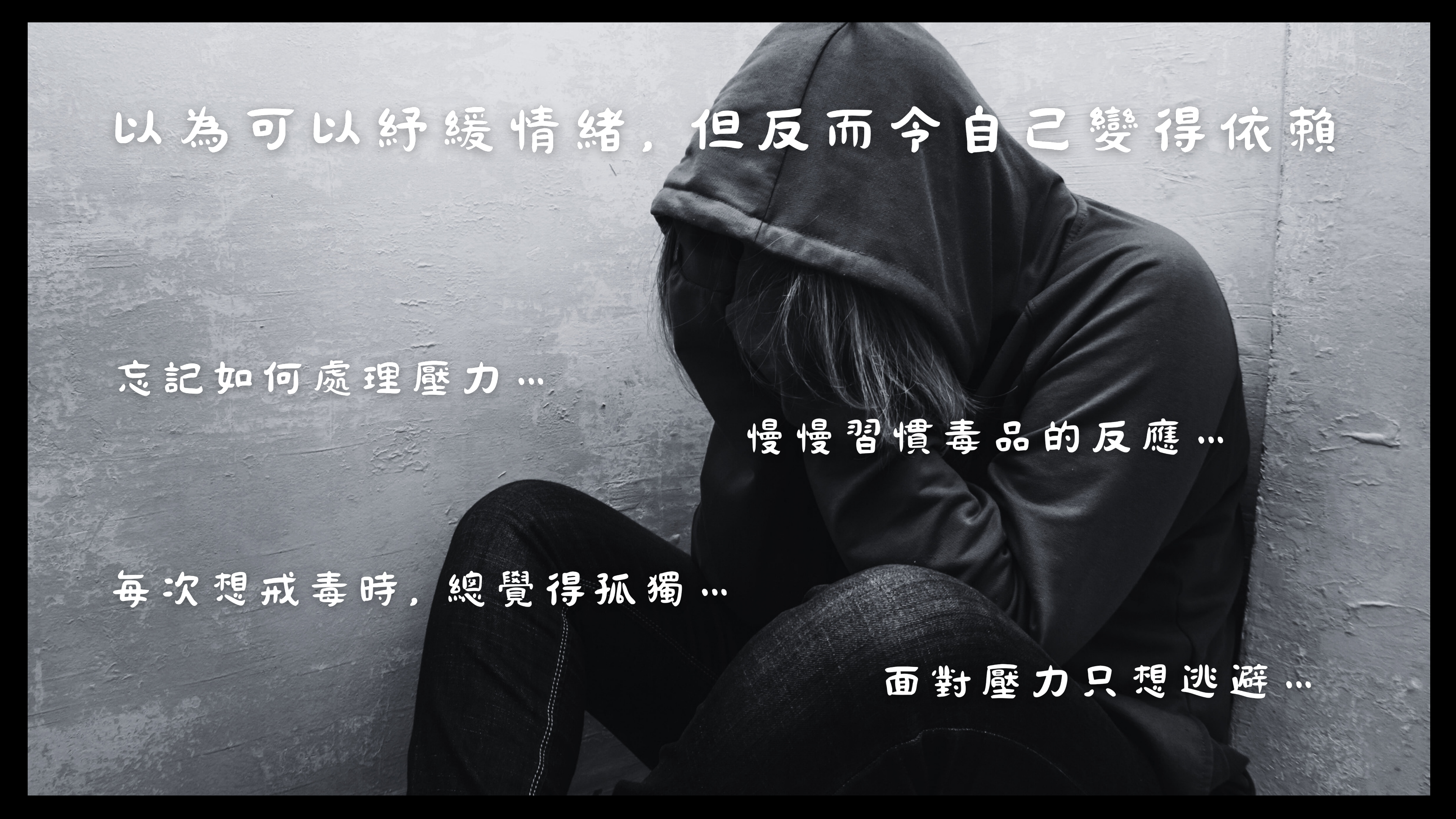


**我諗唔到其他辦法啦，一次半次應該冇野既**







A black and white photograph of a person wearing a dark hoodie, sitting against a textured wall. Their head is bowed, and their hands are near their face, suggesting a state of distress or contemplation. The lighting is soft, highlighting the textures of the clothing and the wall.

以為可以紓緩情緒，但反而令自己變得依賴

忘記如何處理壓力...

慢慢習慣毒品的反應...

每次想戒毒時，總覺得孤獨...

面對壓力只想逃避...



# Michelle

年齡: 19

職業: 大學生

地點: 香港



因疫情引來生活重大的改變，使她有抑鬱的症狀。在朋友介紹下吸食大麻，及後上癮，曾自行戒毒但不成功。現吸毒兩年。

## 受藥物影響

- 短期記憶受損
- 學習及工作時減少動機和專注力
- 增加焦慮症狀
- 家庭關係緊張

## 使用大麻的原因

- 緩解壓力：逃避學業壓力、家庭期望和日常生活的挑戰
- 僥幸心：誤以為自己不會成癮

## ▲ 動機

- 重建良好生活習慣
- 改善與父母及弟弟的關係
- 希望擺脫吸毒引起的負面影響

## ▼ 挑戰

- 戒斷反應：身體及情緒因戒斷而不適
- 朋輩壓力：擔心會被認為不合群而被排擠
- 知識有限：被網上不實資訊影響，不清楚大麻的負面影響



為什麼戒毒這麼困難呢



Share



Watch on  YouTube

想要戒除毒癮，必須主動尋求幫助



# Common Symptoms of Cannabis Withdrawal



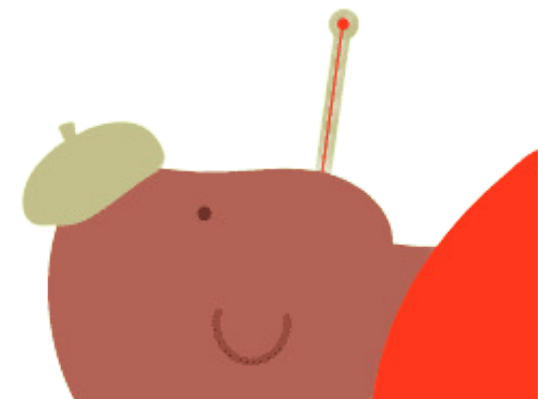
**Irritability**



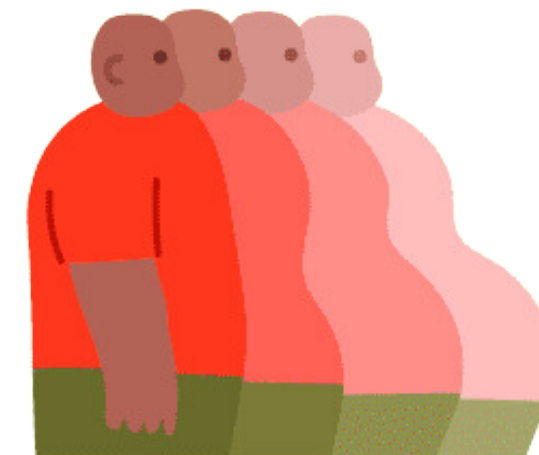
**Depression**



**Anxiety**



**Flu-like  
symptoms**

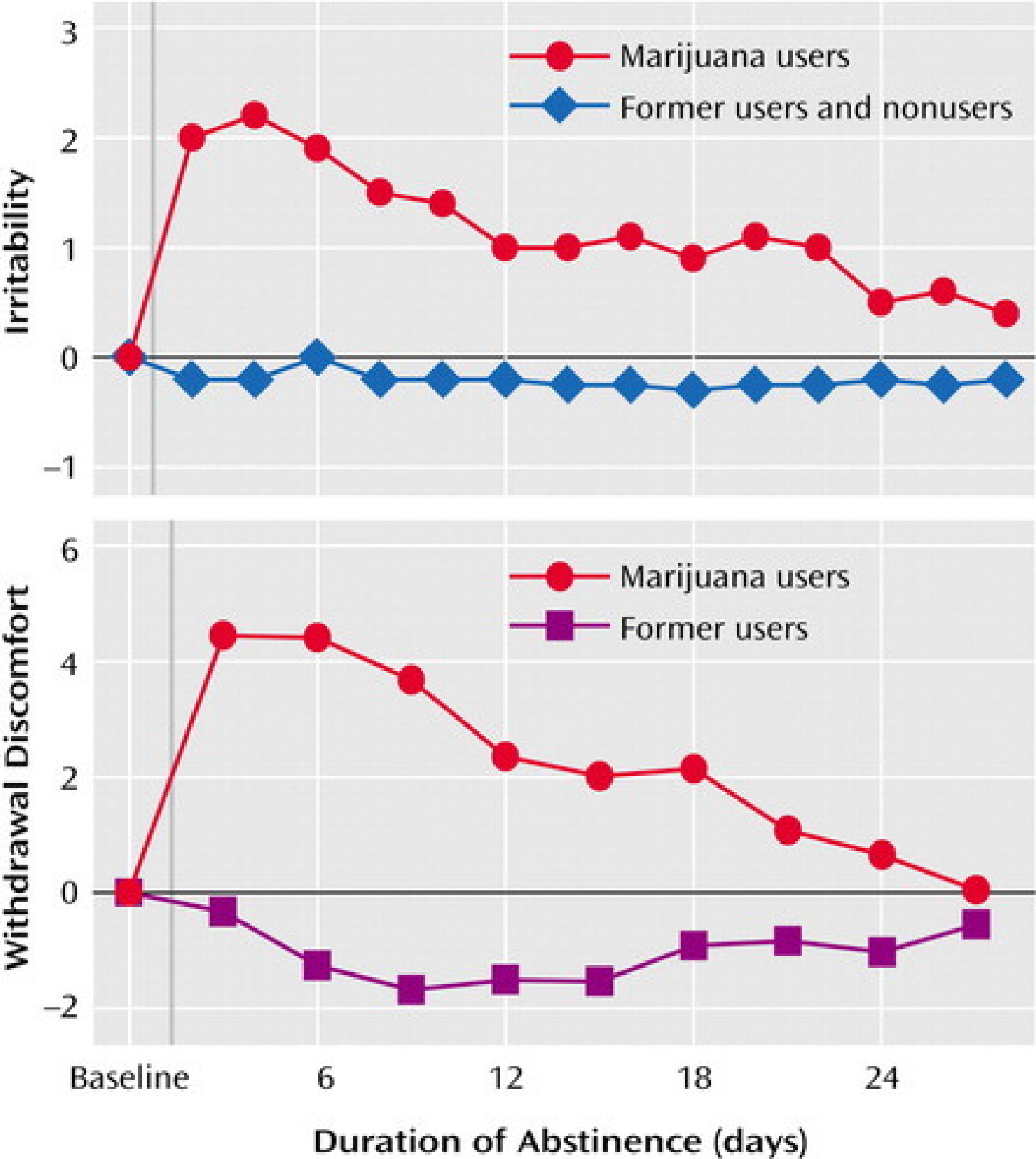


**Weight changes**

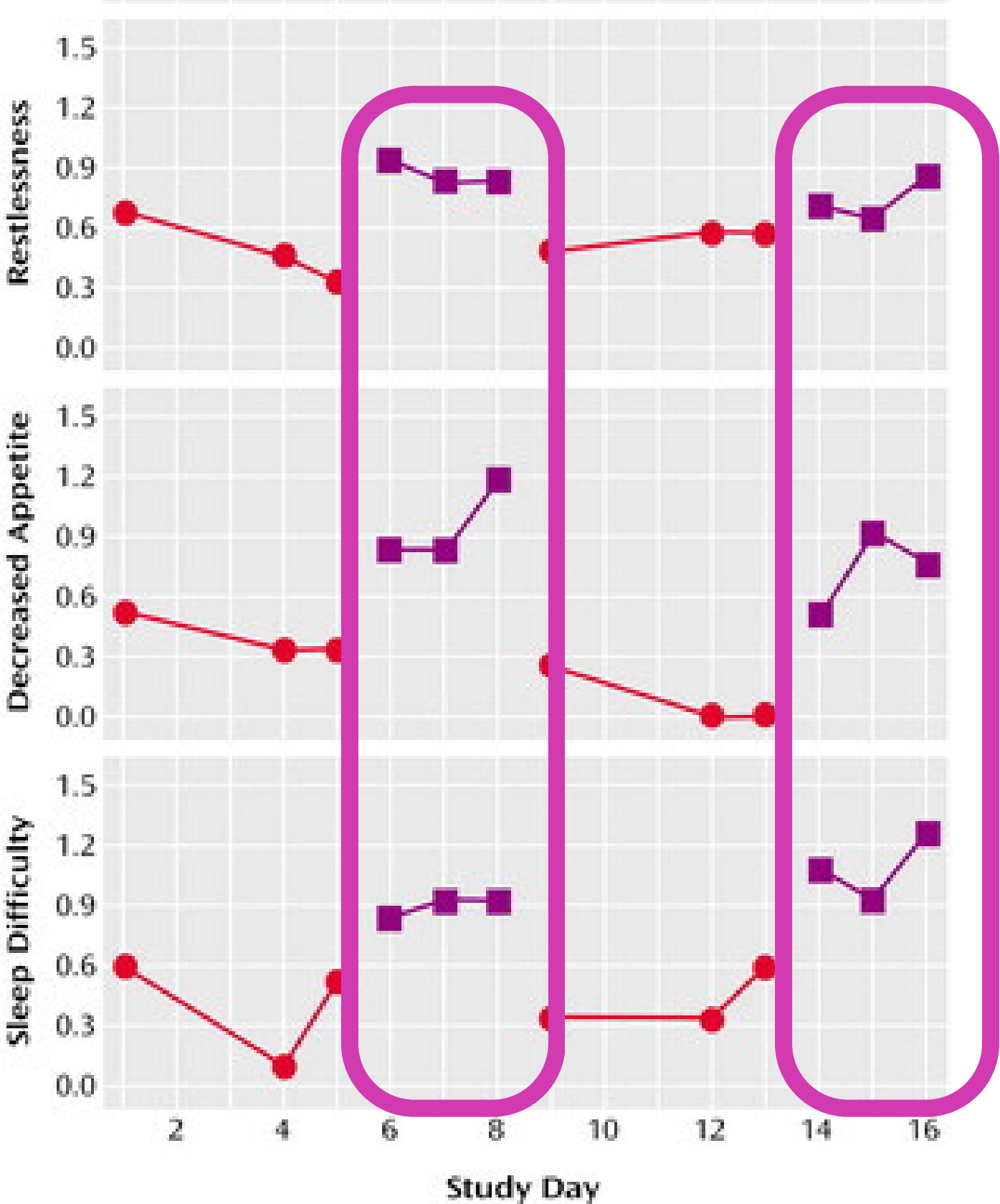


**Insomnia**

Review of the Validity and Significance of Cannabis Withdrawal Syndrome



- 大麻使用者(紅線)在戒斷時有較大程度的暴躁及不適



- 戒斷期間(紫線)有較大程度的不適 (失眠、減少食慾、休息不足)



如何能夠...



如何能夠...

讓

大麻戒毒者

用家

目標/需要

如何能夠...

例

讓

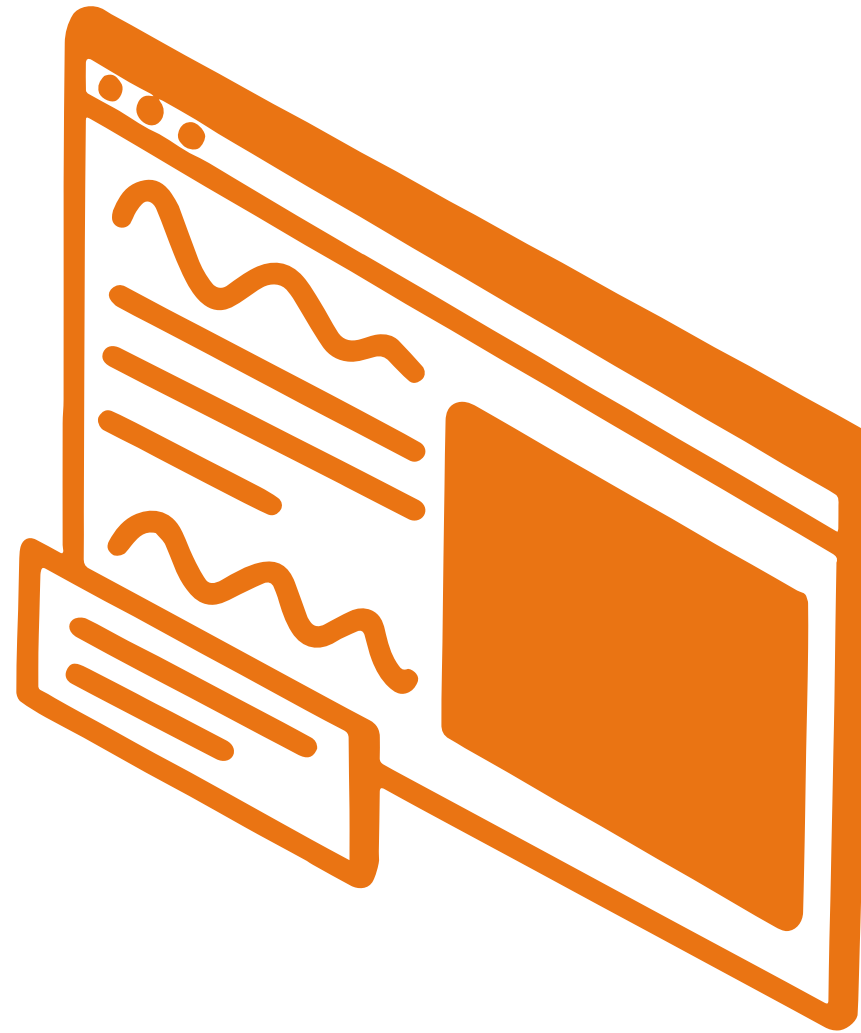
大麻戒毒者

用家

得到有關大麻正確的資訊

目標/需要

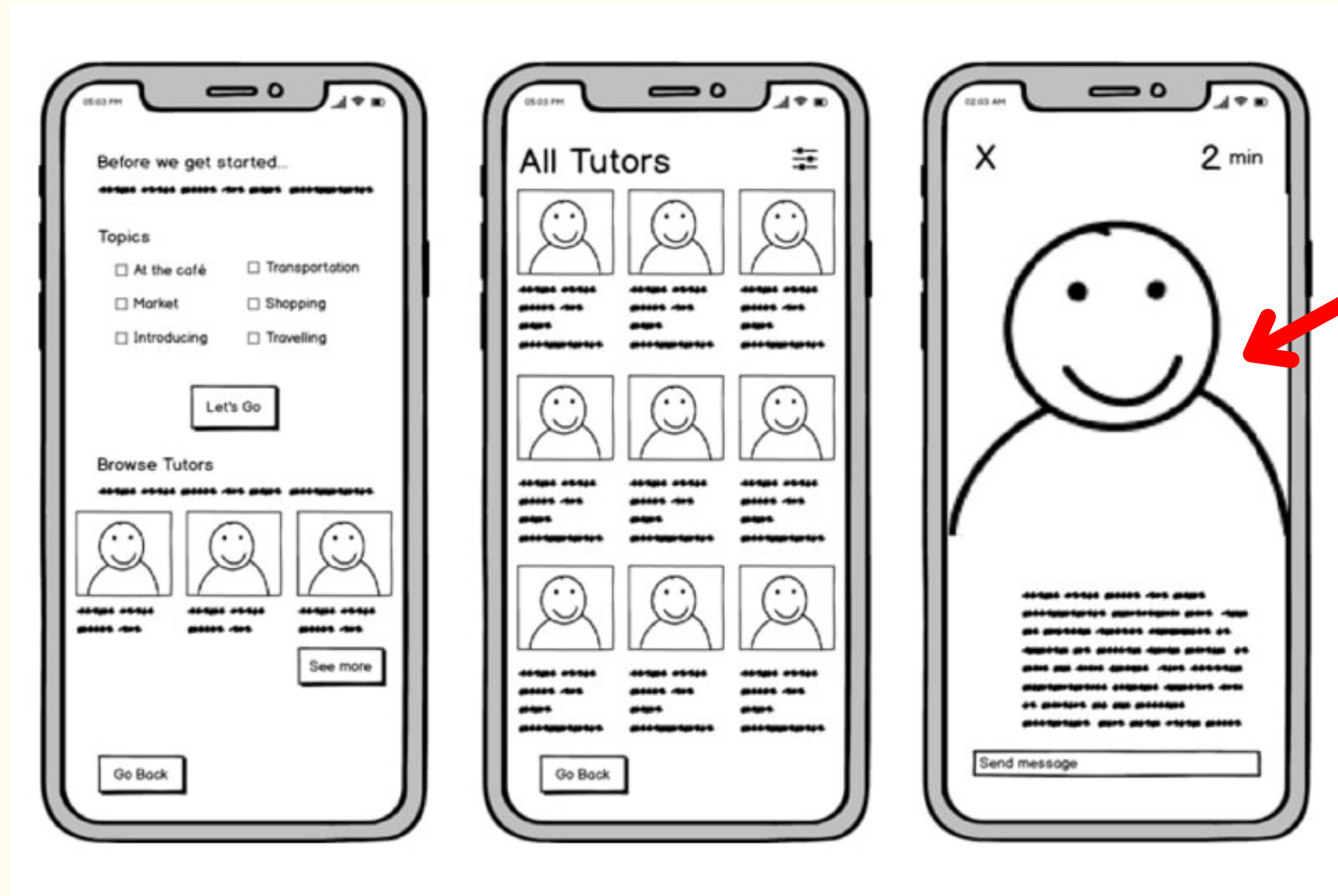




## Step 2: Design solution

Ideation and wireframing

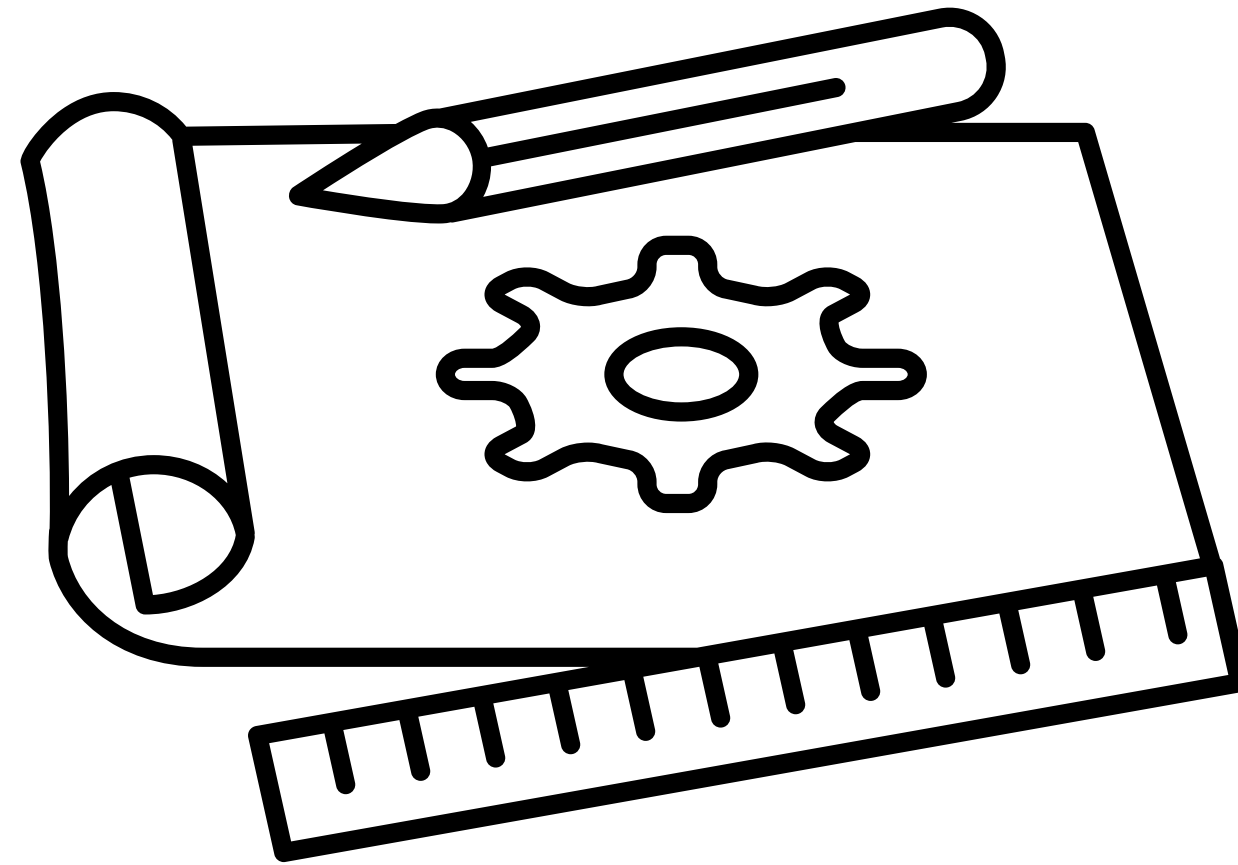
# Lightning Brainstorming!



展示重點功能!

Fold paper into 3 pieces —————→ **Draw 1 feature each minute**

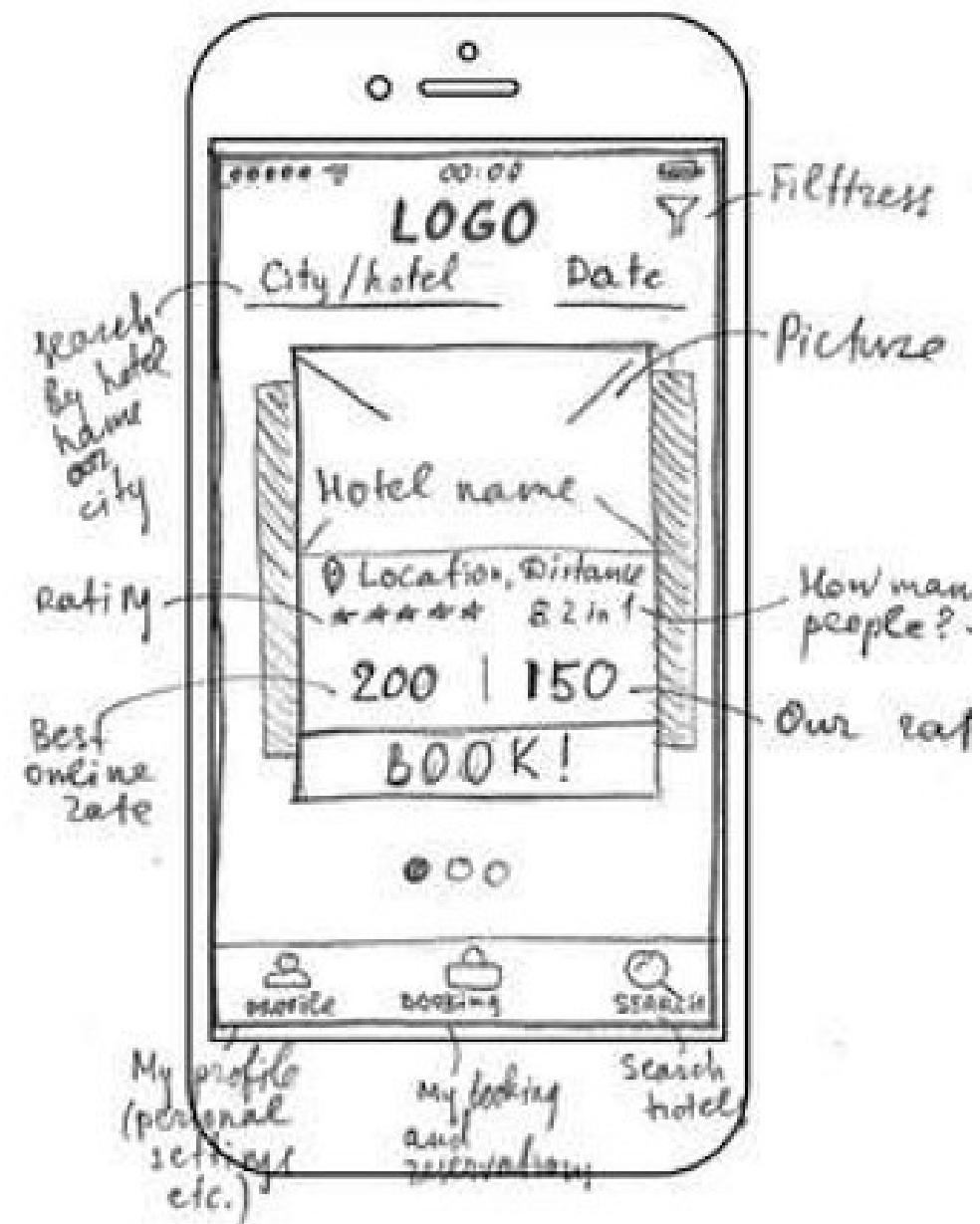




## Step 3: Prototyping

Making low fidelity wireframe with Uizard

# You are here



wireframe

重視功能性



mockup and prototypes





<https://uizard.io/>

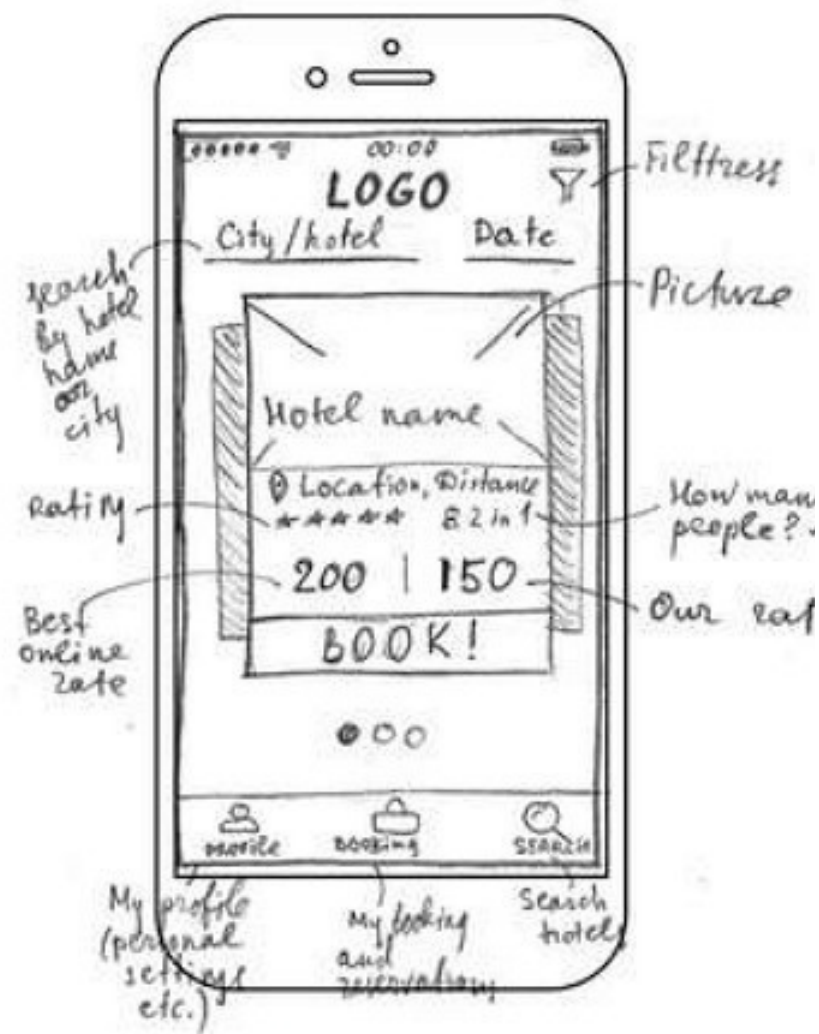
Account: [hkfygce-beatdrug##@gmail.com](mailto:hkfygce-beatdrug##@gmail.com)

Password: [hkfygce25616149](#)



**Step 4: Improve with HCI theories**



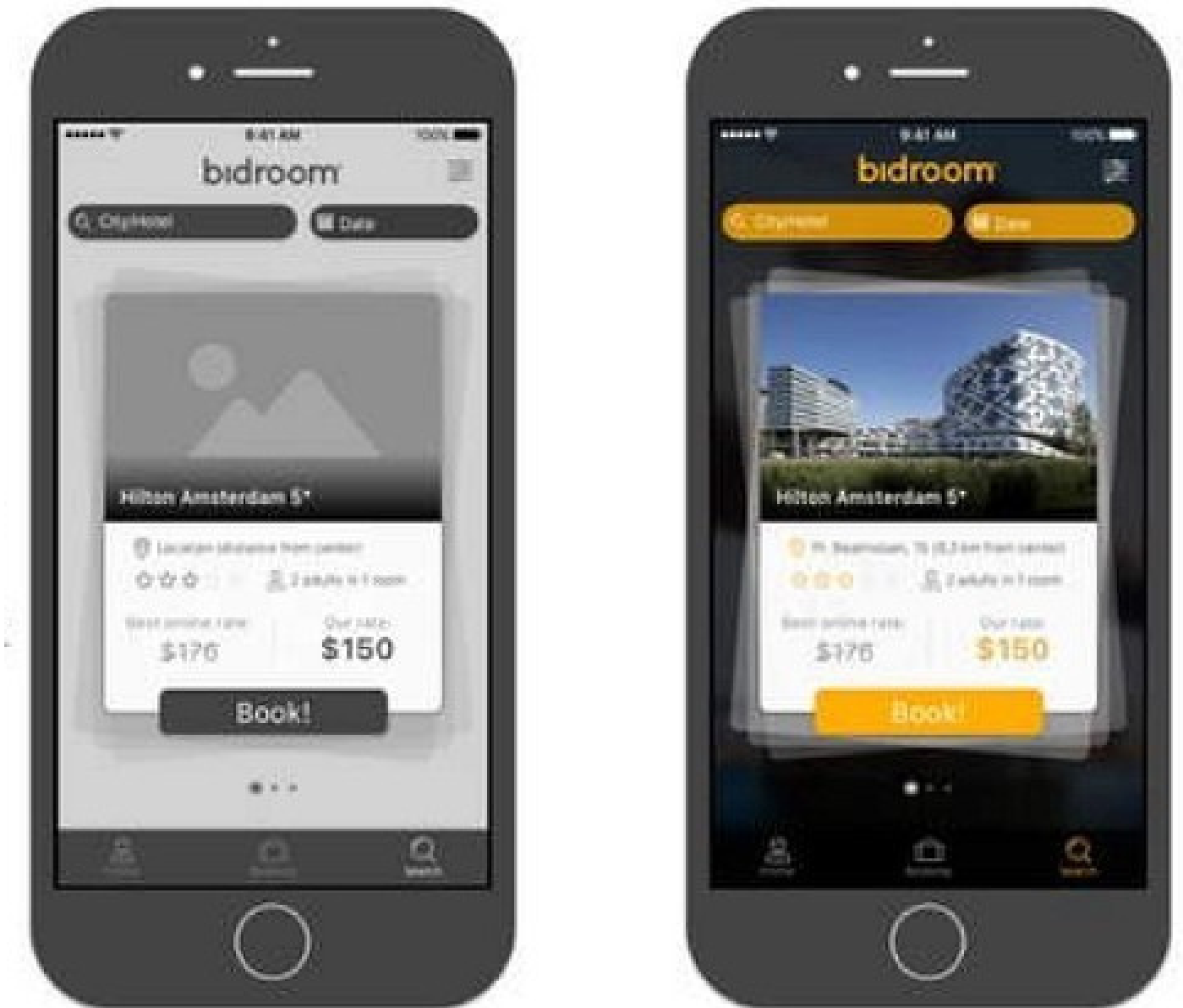


**wireframe**

重視功能性

## HCI theories

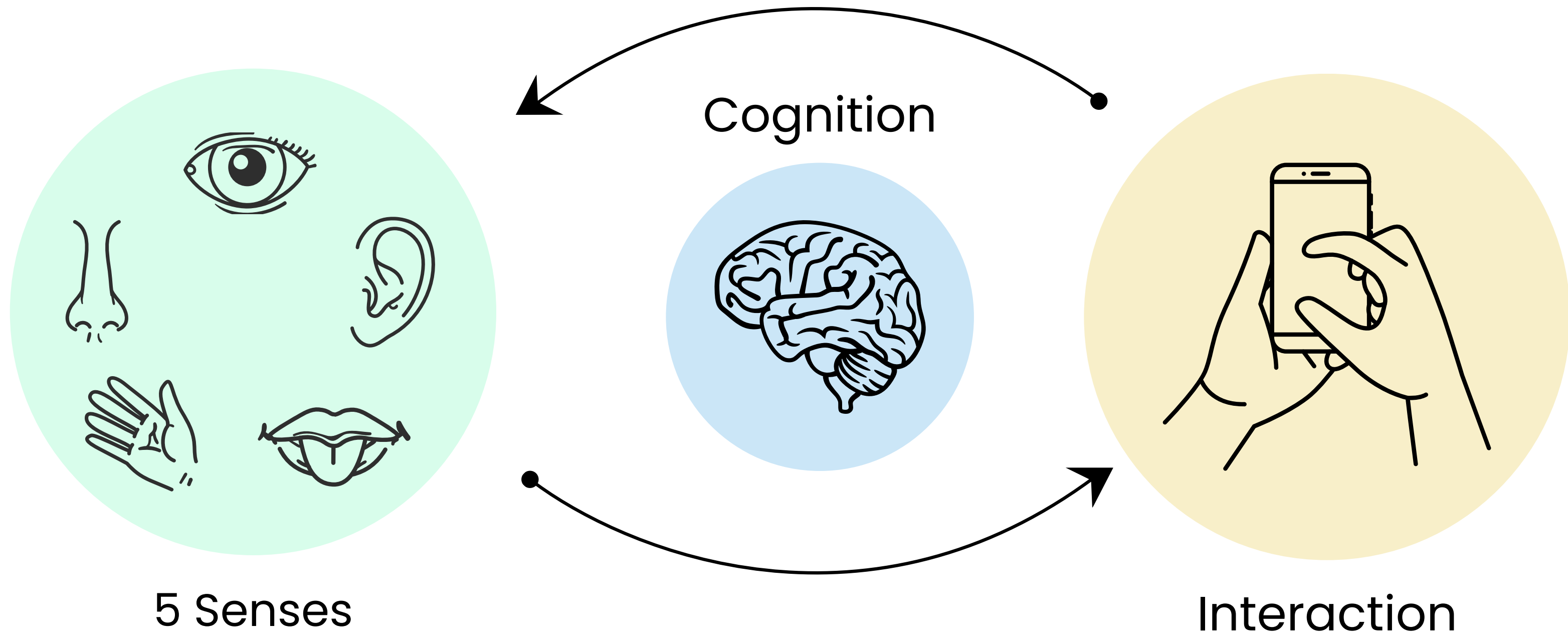
- Color Theory
- Gestalt Principles
- Fitts' Law
- Norman's Principal



**mockup and prototypes**

重視可用性 (直觀、容易使用)

# Human-Computer-Interaction





A



**Lorem ipsum**

**Lorem ipsum dolor sit  
amet, consectetur**

**Checkout**

**Add to shopping cart**

**Remove**

B



**Lorem ipsum**

Lorem ipsum dolor sit amet,  
consectetur

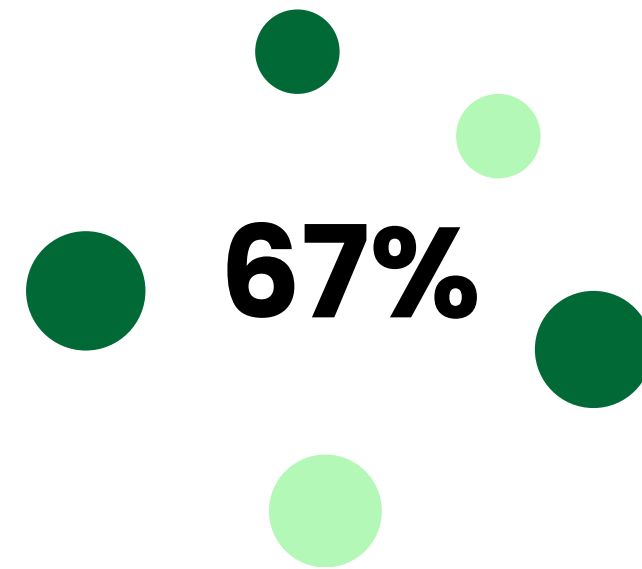
**Checkout**

**Add to shopping cart**

**Remove**

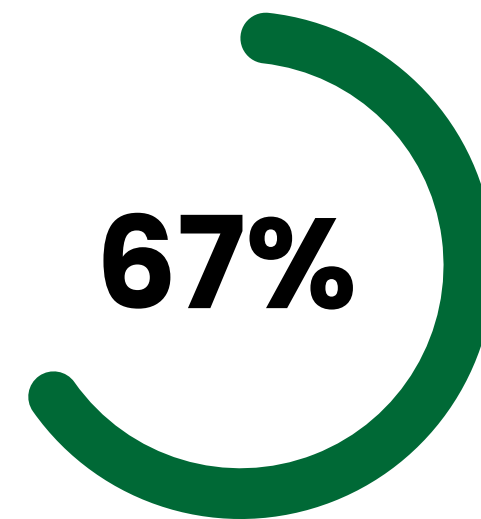
**A**

**Loading...**



**B**

**Loading...**





A

Burger

|             |                                         |     |
|-------------|-----------------------------------------|-----|
| Lorem ipsum | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum | Lorem ipsum dolor sit amet, consectetur | Add |

Dessert

|             |                                         |     |
|-------------|-----------------------------------------|-----|
| Lorem ipsum | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum | Lorem ipsum dolor sit amet, consectetur | Add |

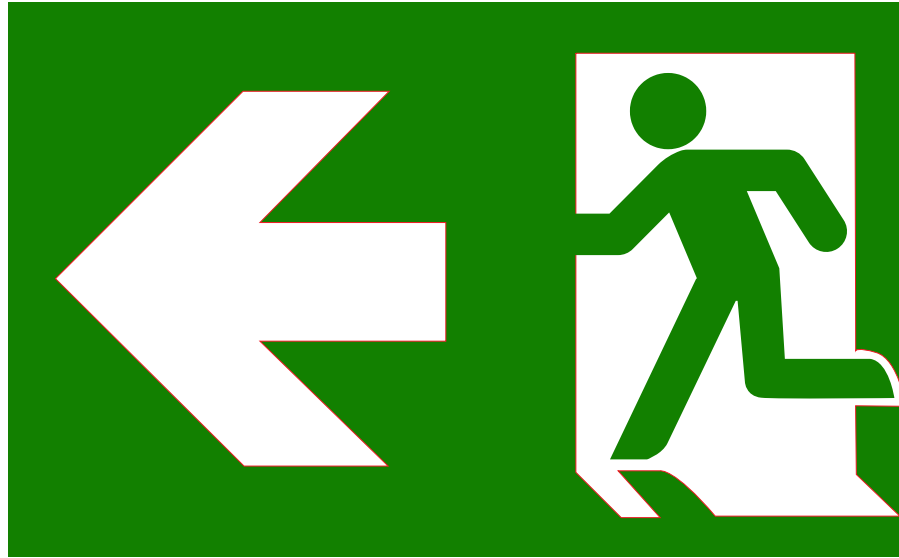
B

Food

|               |                                         |     |
|---------------|-----------------------------------------|-----|
| Lorem ipsum ✨ | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum   | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum   | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum ✨ | Lorem ipsum dolor sit amet, consectetur | Add |
| Lorem ipsum   | Lorem ipsum dolor sit amet, consectetur | Add |

✨ Burger

**A**



**B**



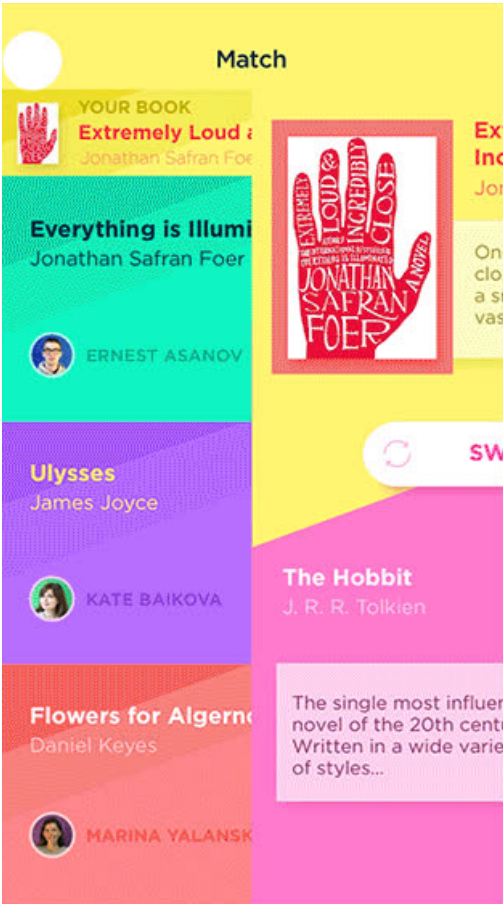
**C**



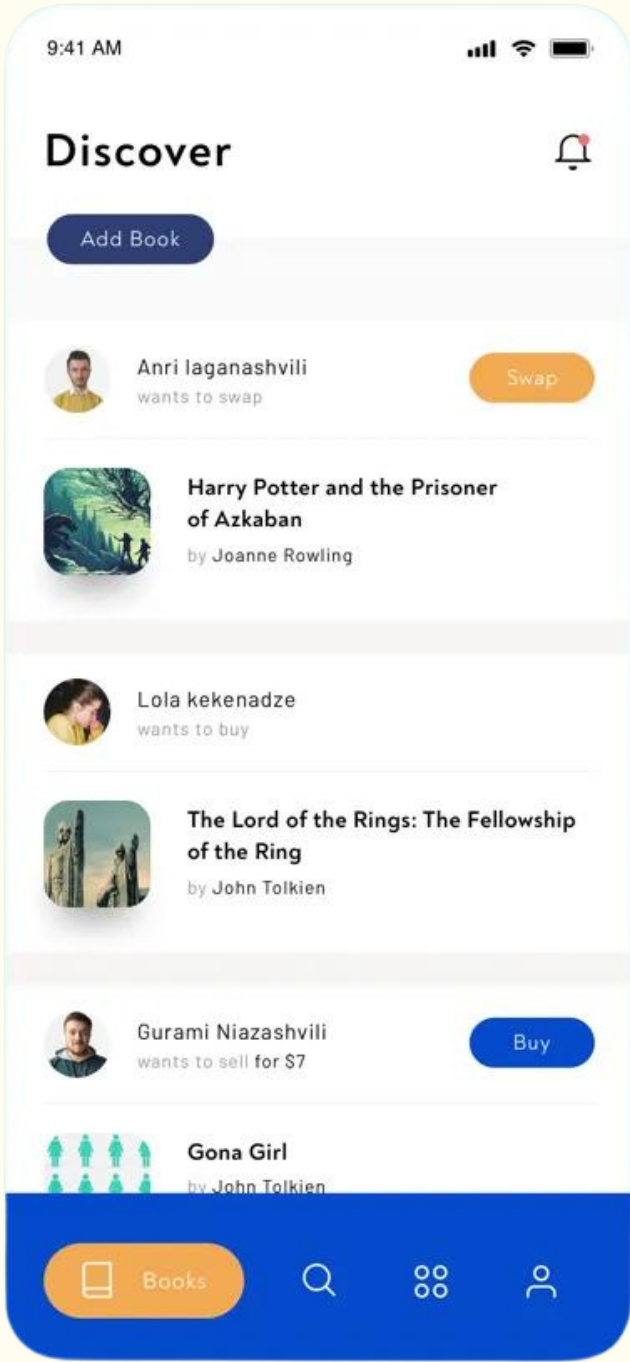
**D**



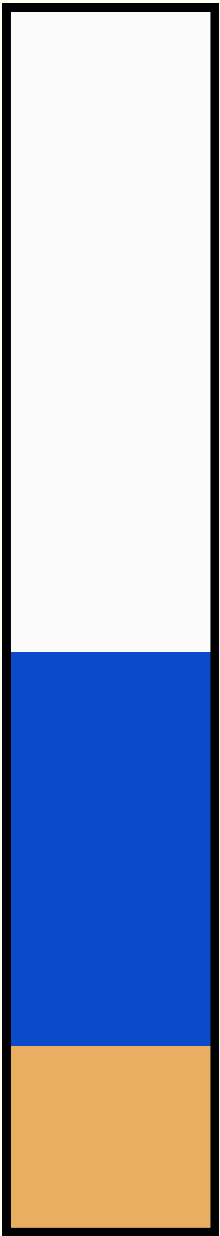
Bright Colors in UI Design: Benefits and Drawbacks



Too much bright colours  
causes eye fatigue



BookSwap — UI/UX Case study



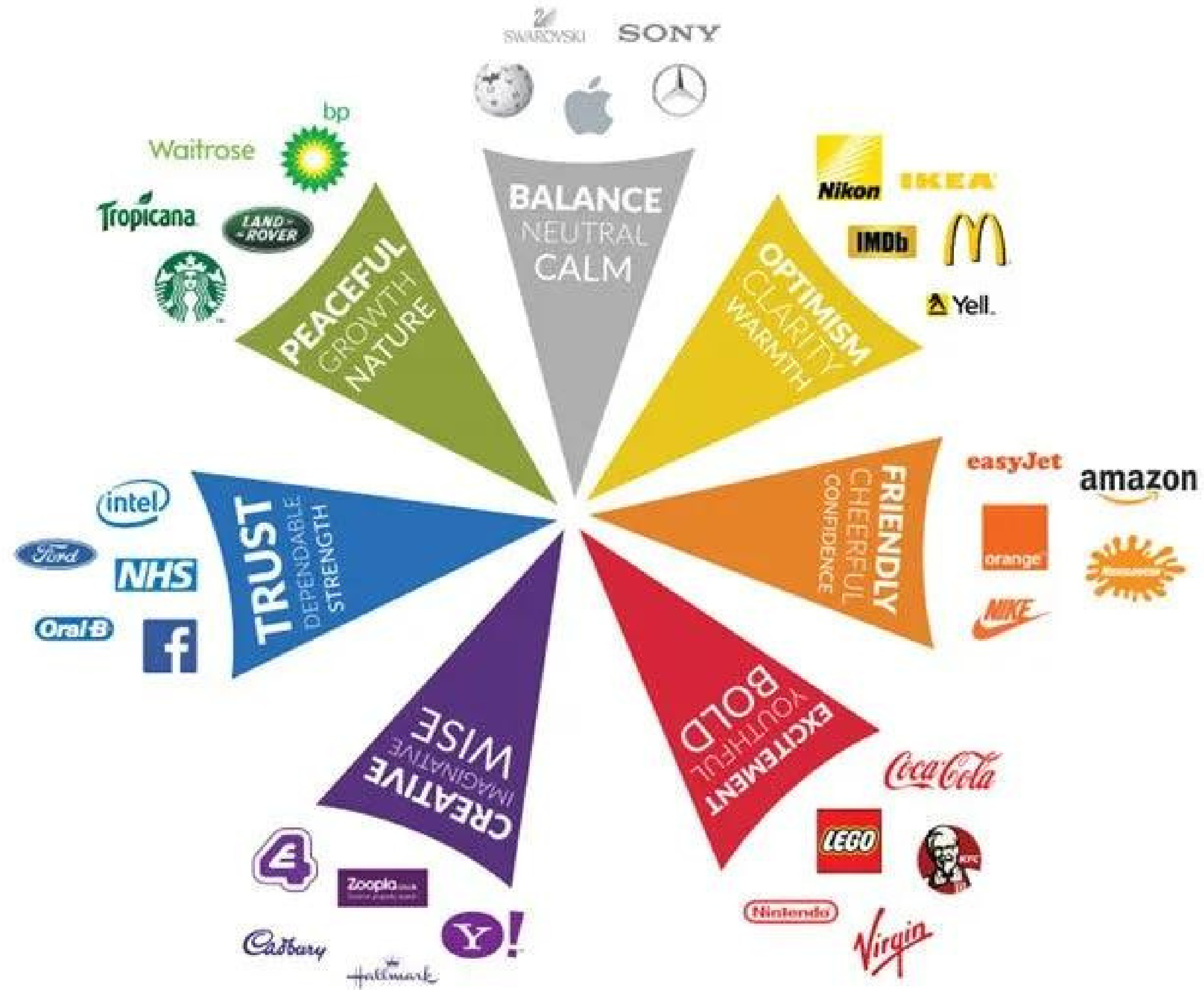
60

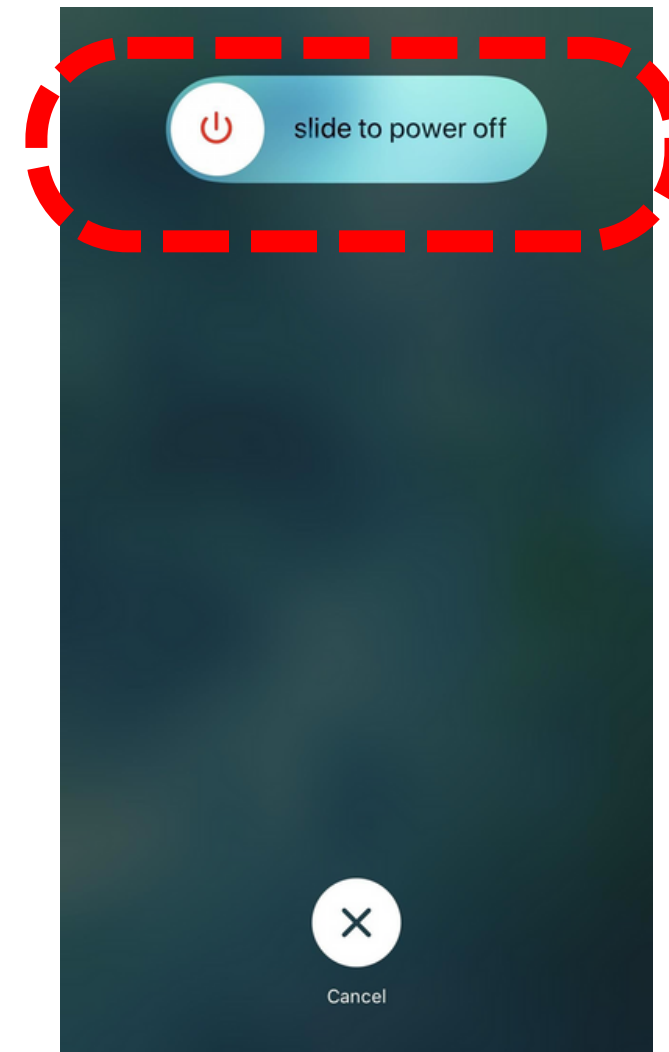
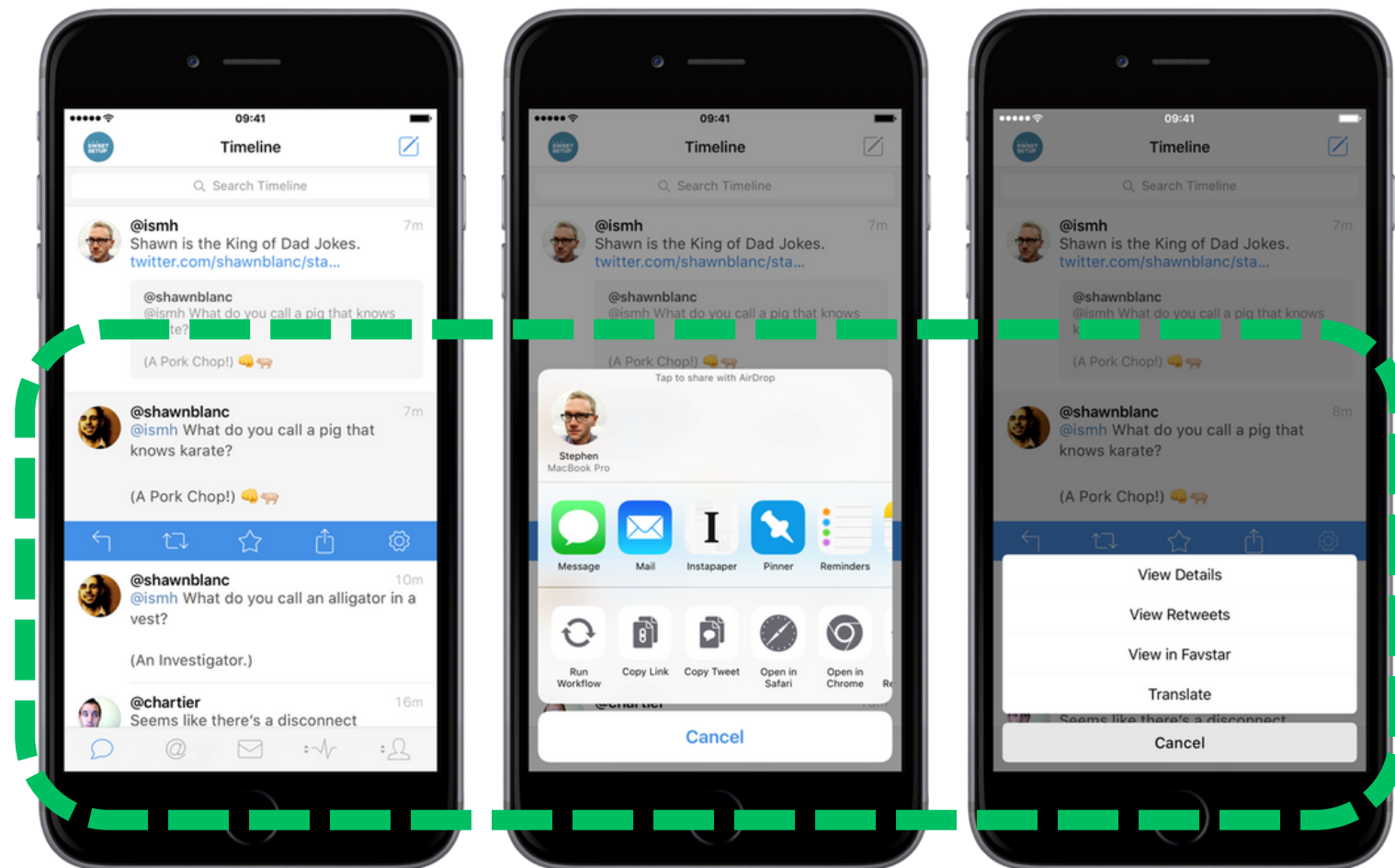
30

10

60/30/10 Rules



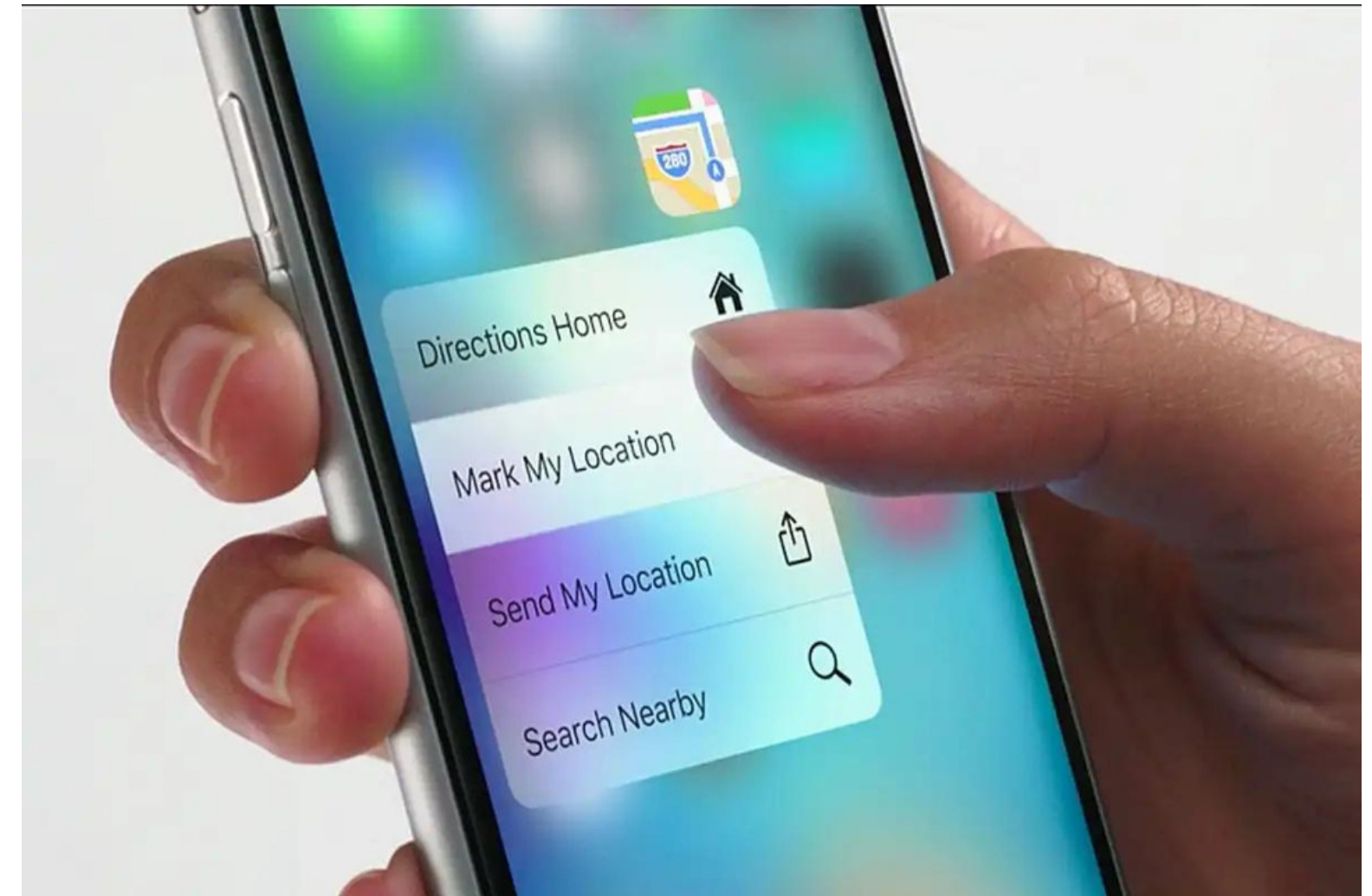




# Touch sensory in HCI



- Touch vs physical button



- 3D touch/ haptic feedback



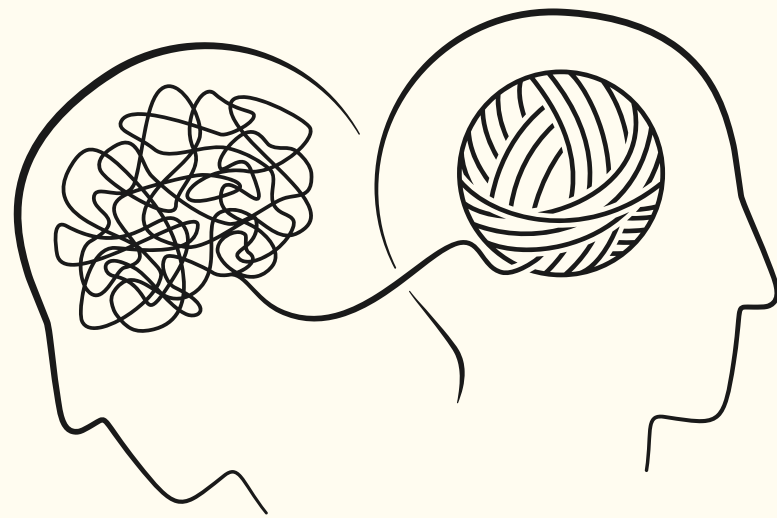
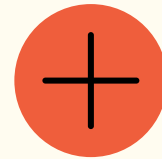
**Apply HCI theory and touch up your design!**



<https://uizard.io/>

# Attributes of UX/UI designers

## Empathy



- Understand users behaviors
- Discover pain points and needs

## Creativity



- Create innovative solutions
- Create aesthetic designs