ORACLE®

Winning Hearts and Minds with User Experience

Shakeeb Rahman

Oracle

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Shakeeb Rahman

Design Lead for Oracle Application Express

@shakeeb

Who are you?

user experience

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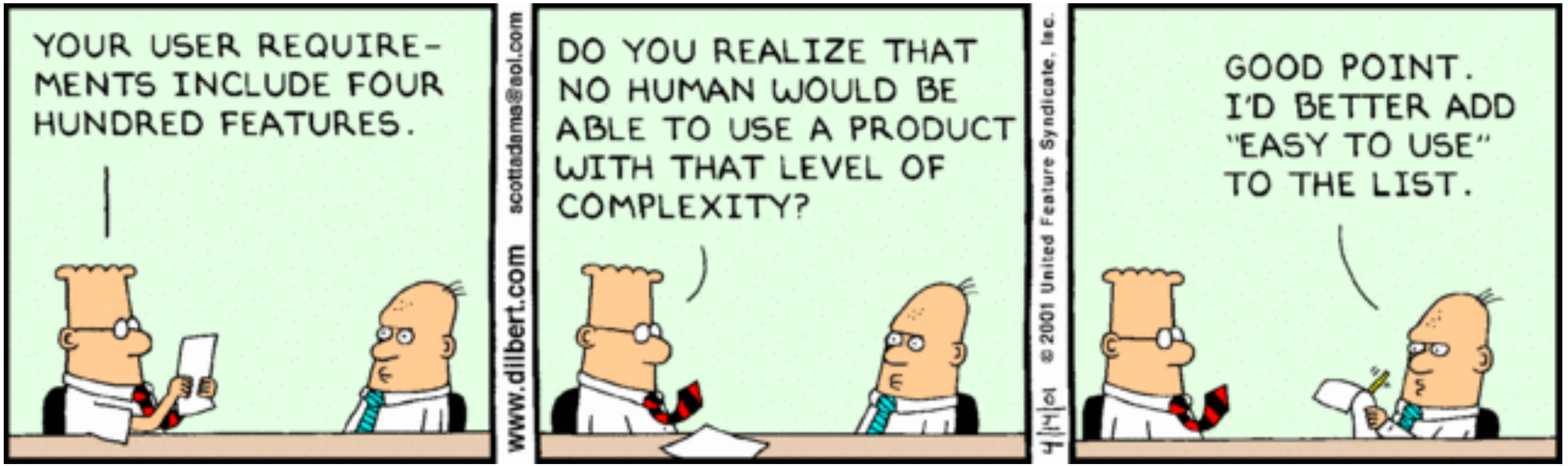
us·er ex·pe·ri·ence

noun

the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.
"if a website degrades the user experience too much, people will simply stay away"

Translations, word origin, and more definitions

Feedback


YOUR USER REQUIREMENTS INCLUDE FOUR HUNDRED FEATURES.
www.dilbert.com scottadams@aol.com
DO YOU REALIZE THAT NO HUMAN WOULD BE ABLE TO USE A PRODUCT WITH THAT LEVEL OF COMPLEXITY?
© 2001 United Feature Syndicate, Inc.
GOOD POINT. I'D BETTER ADD "EASY TO USE" TO THE LIST.

Winning hearts and minds

Connected to: Revolutionary War | John Adams | Lyndon Baines Johnson

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> This article needs additional citations for verification. Please help improve this article...

Winning hearts and minds is a concept occasionally expressed in the resolution of war, insurgency, and other conflicts, in which one side seeks to prevail not by the use of superior force, but by making emotional or intellectual appeals to sway supporters of the other side.

The use of the term "hearts and minds" to reference a method of bringing a subjugated population on side, was first used by Louis Hubert Gonzalve Lyautey (a

Code to get to a better User Experience

```
a {
  text-decoration: none;
}
a:not([class]):hover {
    text-decoration: underline;
}
```

1 Design Patterns

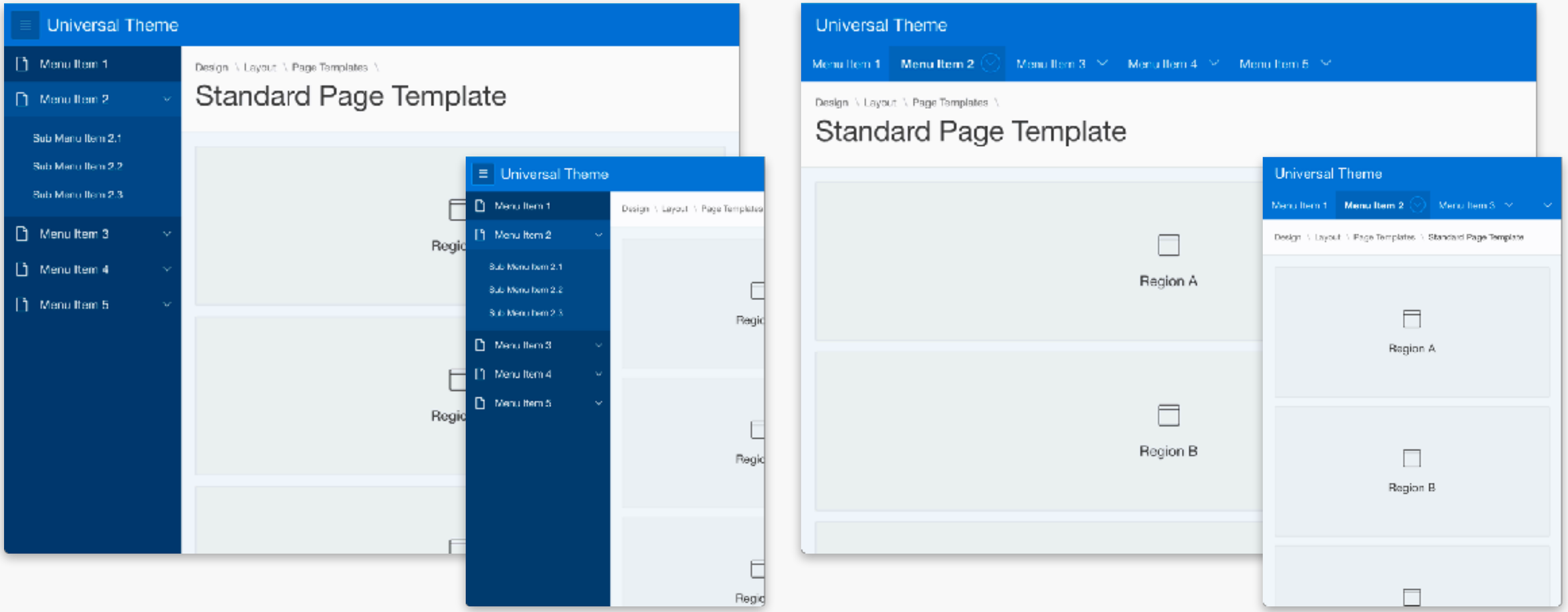
2 Visual Hierarchy

3 Displaying Data

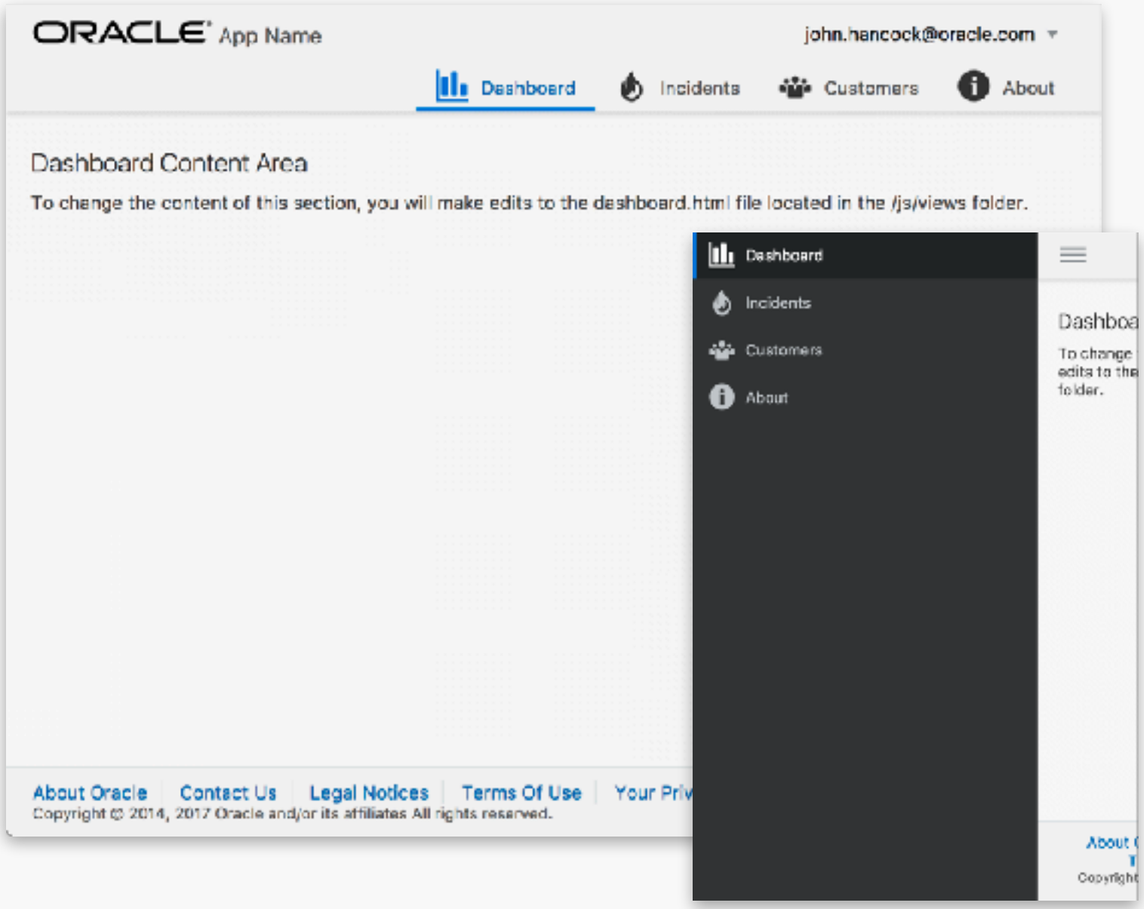
4 Handling User Input

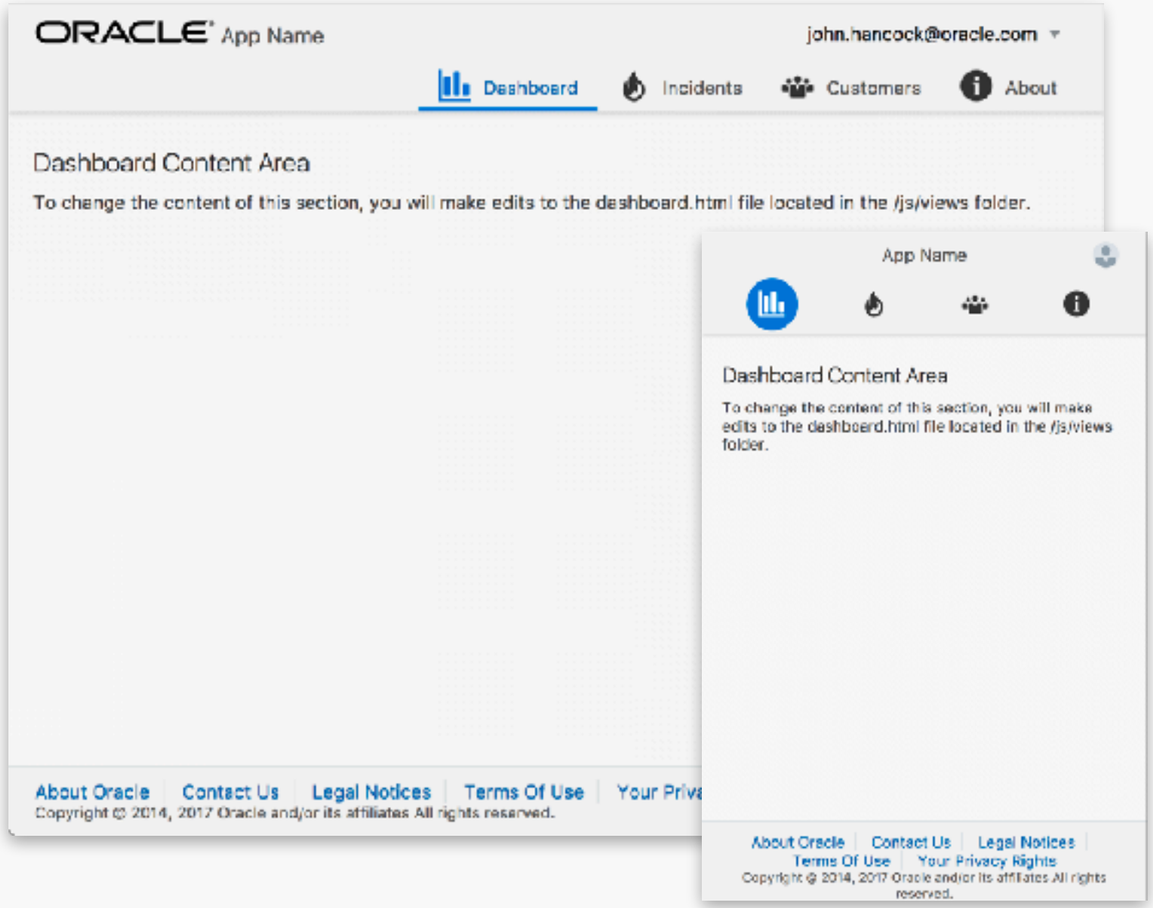
5 Designing for Mobile

1 UI Patterns: Navigation



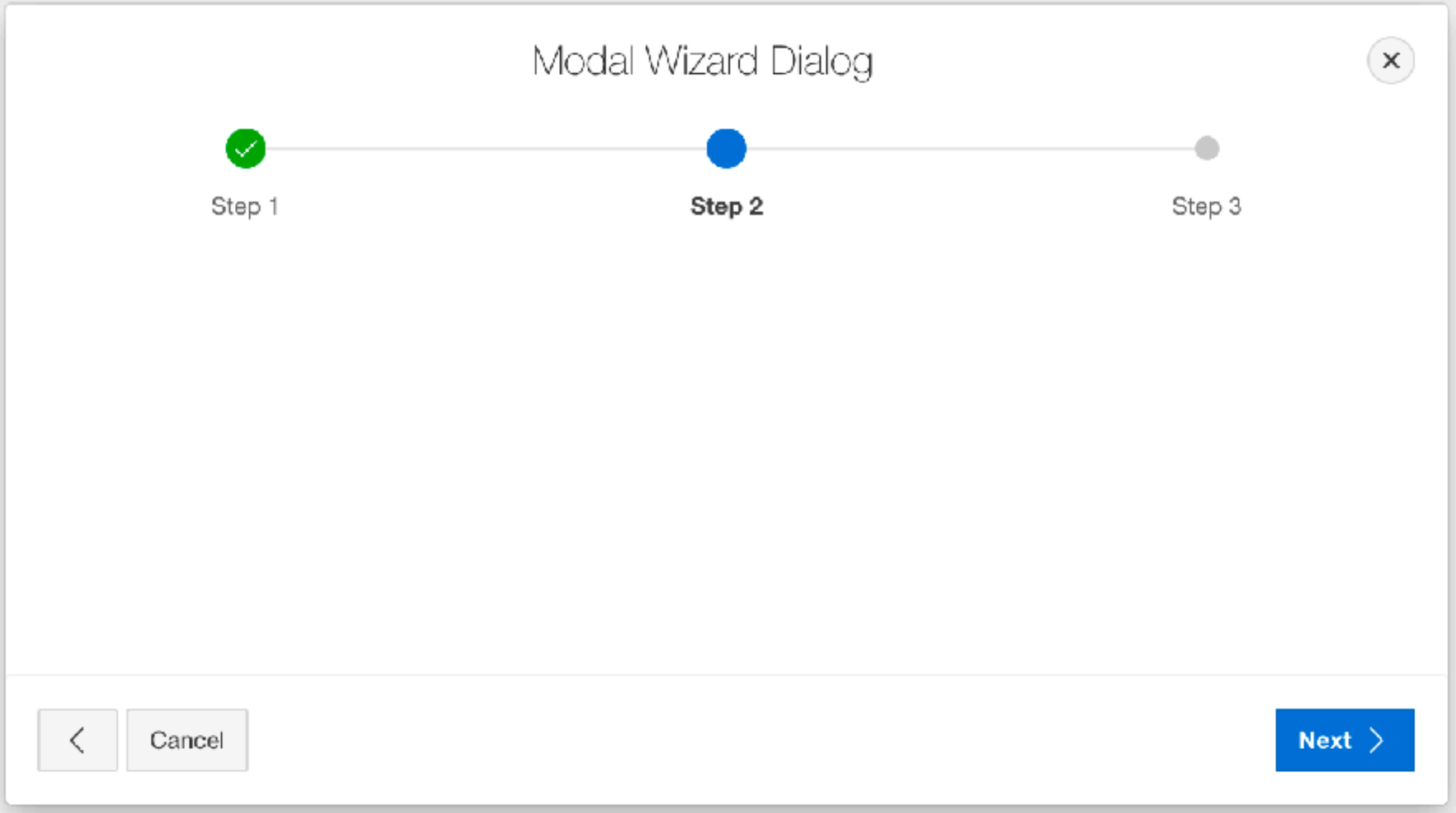
1 UI Patterns: Navigation



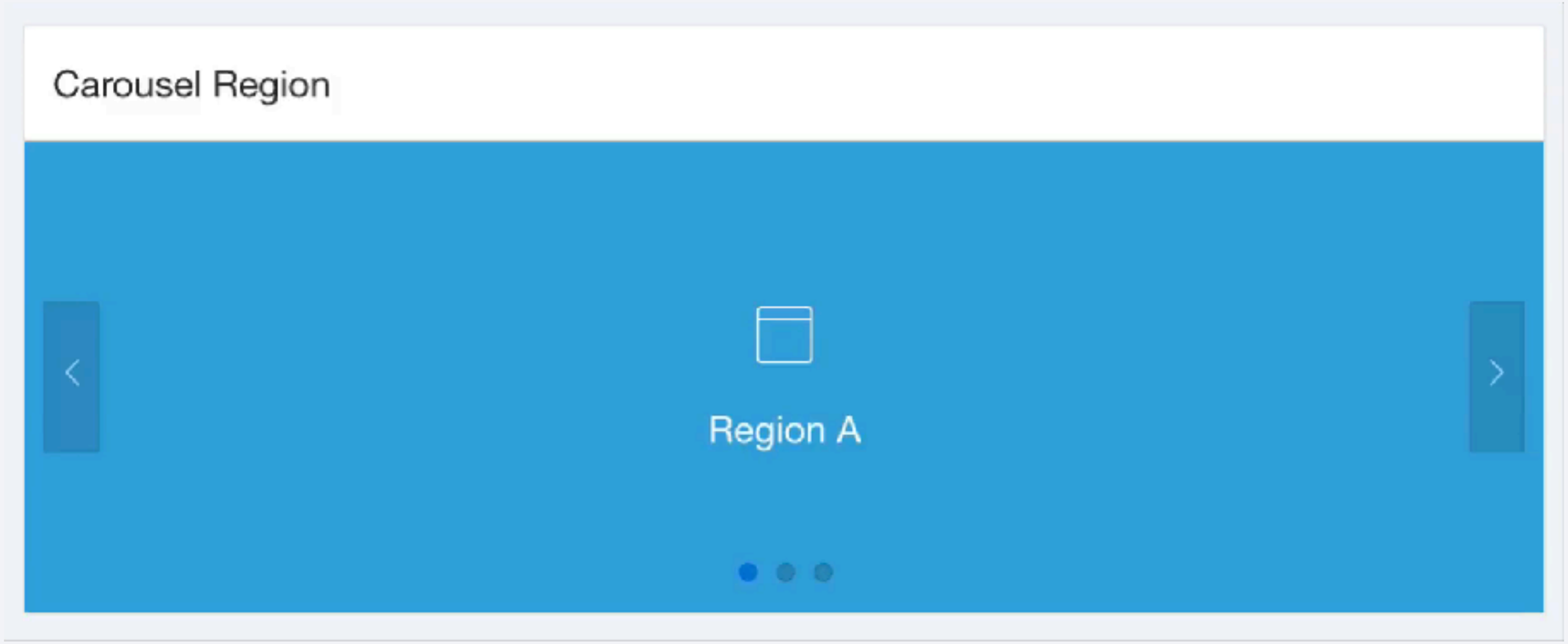


http://oracle.com/jet

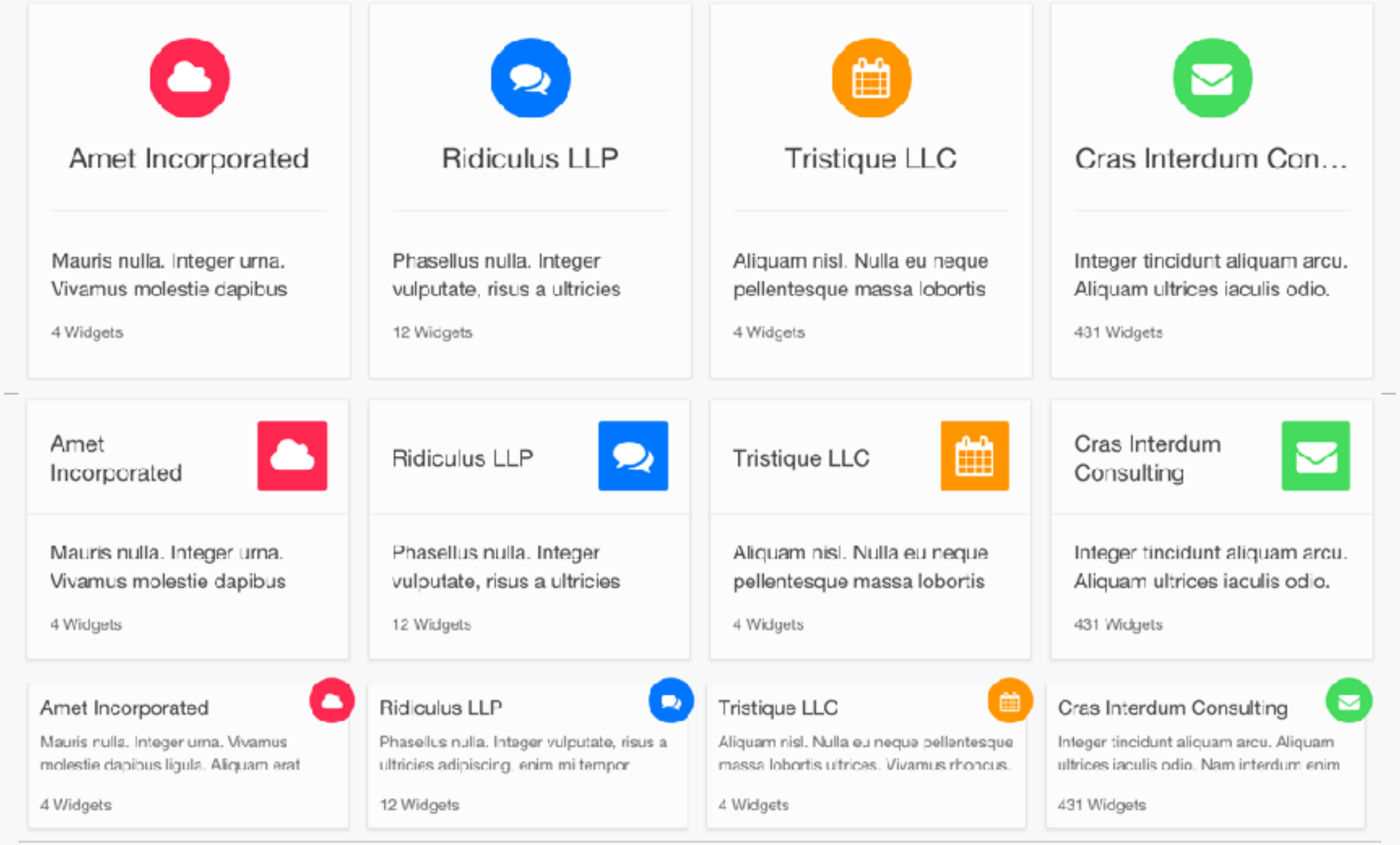
2 UI Patterns: Wizards



2 UI Patterns: Carousels



4 UI Patterns: Cards



1 Design Patterns

2 **Visual Hierarchy**

3 Displaying Data

4 Handling User Input

5 Designing for Mobile

What is Universal Theme?

Universal Theme is a user interface for Application Express that enables developers to build modern web applications without requiring extensive knowledge of HTML, CSS, or JavaScript. With some working knowledge of Application Express, you can use Universal Theme to easily build a responsive application that is highly accessible, easily customizable, and easy to maintain.

Key Principles

There are three key aspects of Universal Theme that make it ideally suited for Application Express development: Responsive Design, Versatile UI Components, and Easy Customization.

Responsive Design

Universal Theme has been designed from the very beginning to work just as well on small screen devices (phones, tablet) as it does on larger screen devices (laptops, desktops).

This means that the UI components in Universal Theme work across varying screen resolutions while maintaining the same or similar functionality. In addition, Universal Theme takes full advantage of ultra high screen resolutions by utilizing vector graphics where possible, and relying upon CSS3 features for UI styling.

Versatile UI

Universal Theme provides the components / building blocks necessary to build practically any type of business application UI.

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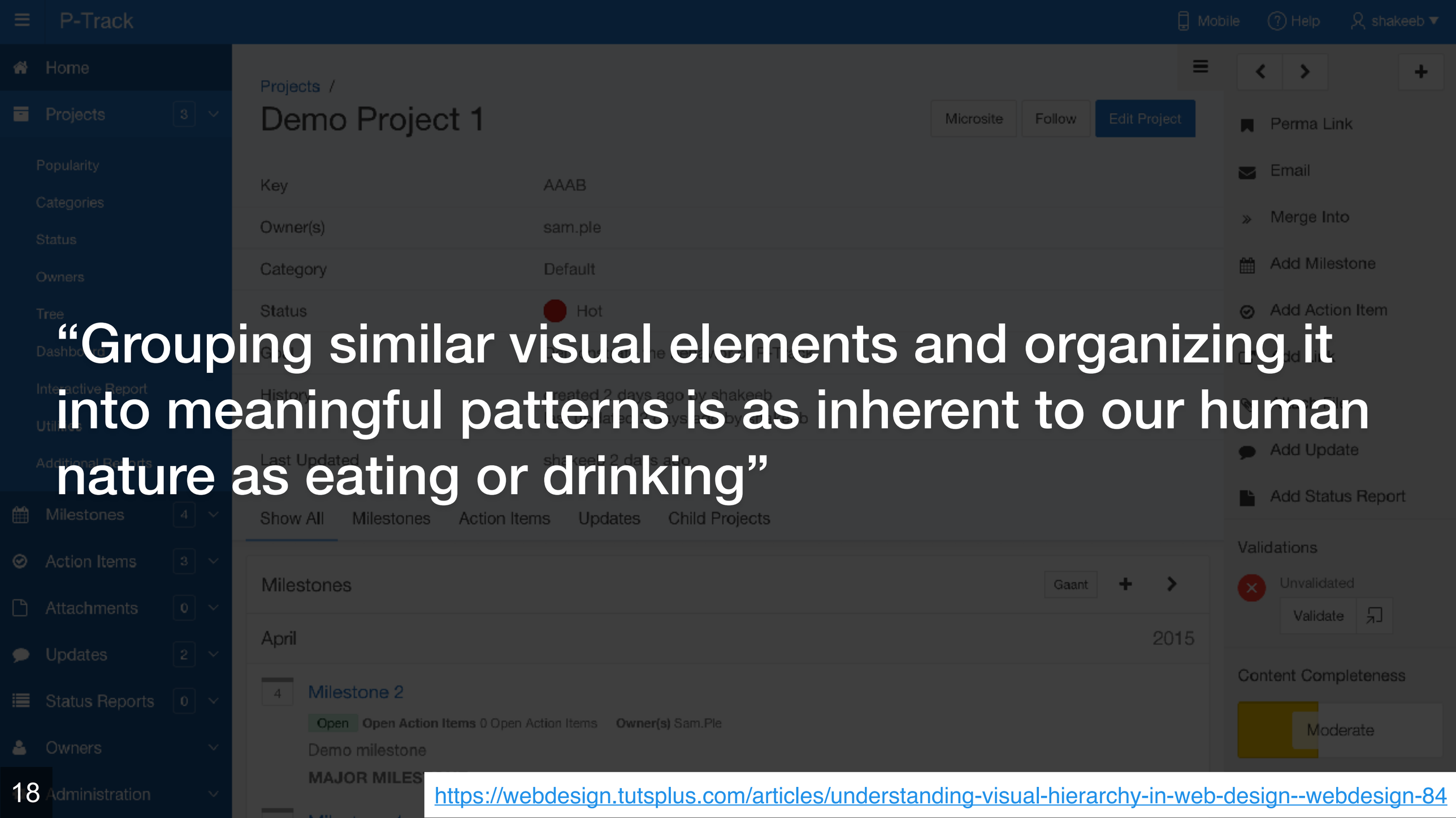
2 Versatile UI

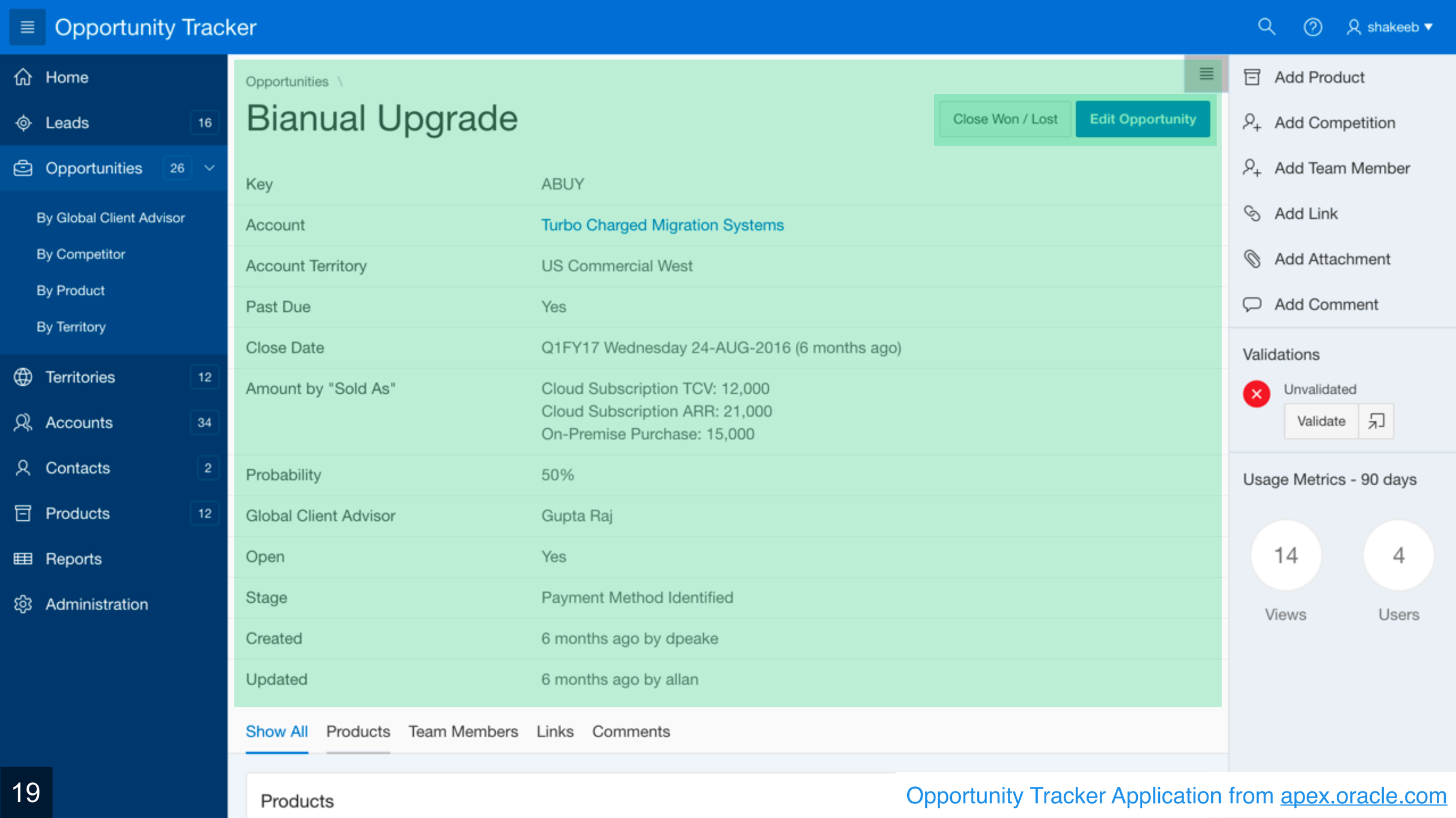
Universal Theme provides the components / building blocks necessary to build practically any type of business application UI.

From Cards, Forms, Menus, Tabs, Reports, and so much more, these components have been developed with the best practices following common and popular UI patterns. You can browse all of the components provided with Universal Theme by navigating to the Components section of this application.



"Grouping similar visual elements and organizing it into meaningful patterns is as inherent to our human nature as eating or drinking"

https://webdesign.tutsplus.com/articles/understanding-visual-hierarchy-in-web-design--webdesign-84


Opportunity Tracker
shakeeb
Home
Leads 16
Opportunities 26
By Global Client Advisor
By Competitor
By Product
By Territory
Territories 12
Accounts 34
Contacts 2
Products 12
Reports
Administration
Opportunities \
Bianual Upgrade
Close Won / Lost
Edit Opportunity
Key ABUY
Account Turbo Charged Migration Systems
Account Territory US Commercial West
Past Due Yes
Close Date Q1FY17 Wednesday 24-AUG-2016 (6 months ago)
Amount by "Sold As" Cloud Subscription TCV: 12,000
Cloud Subscription ARR: 21,000
On-Premise Purchase: 15,000
Probability 50%
Global Client Advisor Gupta Raj
Open Yes
Stage Payment Method Identified
Created 6 months ago by dpeake
Updated 6 months ago by allan
Add Product
Add Competition
Add Team Member
Add Link
Add Attachment
Add Comment
Validations
Unvalidated
Validate
Usage Metrics - 90 days
14
Views
4
Users
Show All
Products
Team Members
Links
Comments
Products
19
Opportunity Tracker Application from apex.oracle.com

Home
Leads 16
Opportunities 26
By Global Client Advisor
By Competitor
By Product
By Territory
Territories 12
Accounts 34
Contacts 2
Products 12
Reports
Administration

Opportunities \

Bianual Upgrade

Close Won / Lost | Edit Opportunity

Key	ABUY
Account	Turbo Charged Migration Systems
Account Territory	US Commercial West
Past Due	Yes
Close Date	Q1FY17 Wednesday 24-AUG-2016 (6 months ago)
Amount by "Sold As"	Cloud Subscription TCV: 12,000 Cloud Subscription ARR: 21,000 On-Premise Purchase: 15,000
Probability	50%
Global Client Advisor	Gupta Raj
Open	Yes
Stage	Payment Method Identified
Created	6 months ago by dpeake
Updated	6 months ago by allan

Show All | Products | Team Members | Links | Comments

Products

Add Product
Add Competition
Add Team Member
Add Link
Add Attachment
Add Comment

Validations

Unvalidated

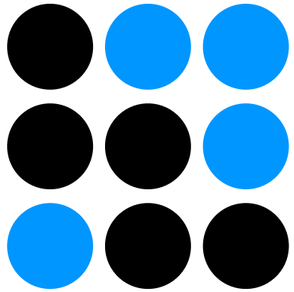
Validate

Usage Metrics - 90 days

14 Views

4 Users

Visual Hierarchy



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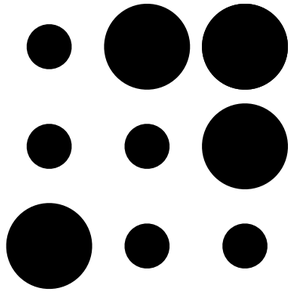
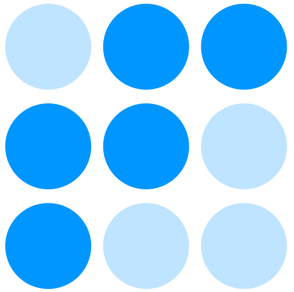
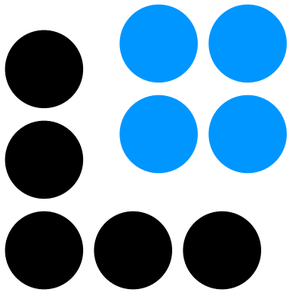


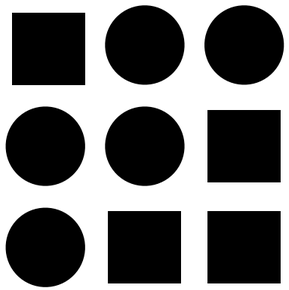
Size



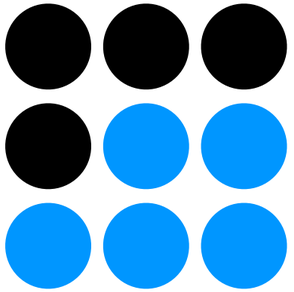
Contrast



Grouping



Style



Similarity

1 Design Patterns

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3 **Displaying Data**

4 Handling User Input

5 Designing for Mobile

1 Tables

Empno	Ename	Job	Deptno	Hiredate	Sal
1001	Richard Hendricks	CEO	1	2014-04-06 12:00:00 AM	100000
1002	Erlich Bachman	Board of Directors	1	2014-04-06 12:00:00 AM	75000
1003	Dinesh Chugtai	Developer	2	2014-04-06 12:00:00 AM	50000
1004	Bertram Gilfoyle	Developer	2	2014-04-06 12:00:00 AM	50000
1005	Jared Dunn	CFO	1	2014-04-13 12:00:00 AM	60000

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Erlich Bachman	Board of Directors	Management	Apr 6, 2014	75,000
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Bertram Gilfoyle	Developer	Development	Apr 6, 2014	50,000
Jared Dunn	CFO	Management	Apr 13, 2014	60,000

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Search Employees

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Erlich Bachman	Board of Directors	Management	Apr 6, 2014	75,000
Jared Dunn	CFO	Management	Apr 13, 2014	60,000
Dinesh Chugtai	Developer	Development	Apr 6, 2014	50,000
Bertram Gilfoyle	Developer	Development	Apr 6, 2014	50,000

2 Alternative Displays

cars & trucks

mini cooper

save search

all owner dealer

- search titles only
- has image
- posted today
- bundle duplicates
- include nearby areas

MILES FROM ZIP
mile from zip

PRICE
min max

MAKE AND MODEL
make / model

MODEL YEAR
min max

ODOMETER
min max

- condition
- cylinders
- drive
- fuel
- paint color
- size
- title status

list

<< < prev 1 - 120 / 210 next >

relevant

ALSO TRY: **make and model:** mini cooper

Apr 18 2010 *MINI* *Cooper* S 2dr Convertible - AAG-VA.COM $9990 (~ MINI_ Cooper_ S 2dr Convertible) pic map

Apr 18 2009 *Mini* *Cooper* Clubman S 3dr Wagon $7995 (~ Mini_ Cooper_ Clubman S 3dr Wagon) pic map

Apr 18 2011 *MINI* *Cooper* S 2dr Convertible * 6 Months Warranty * Hablo Espanol !!! (Caspian Auto Motors) pic map

Apr 15 2010 *MINI* *Cooper* Base EVERYONE IS APPROVED! 🚗 (~ MINI_ Cooper_ Base) pic map

Apr 15 2016 *MINI* *Cooper* Base - GET APPROVED TODAY! $19998 (Malloy Toyota) pic map

Apr 14 2008 *MINI* *COOPER* *HARDTOP* Coupe - Includes 3mo/3k mile limited WARRANTY! $5490 (~ MINI_ COOPER_ HARDTOP_ Coupe) pic map

Apr 14 2012 *MINI* *COOPER* *CLUBMAN* S - $1000 Down ~ BAD Credit OK! $9949 (~ MINI_ COOPER_ CLUBMAN_ S) pic map

Apr 14 2009 *Mini* *Cooper* Clubman S 3dr Wagon $7995 (~ Mini_ Cooper_ Clubman S 3dr Wagon) pic map

Apr 14 2010 *MINI* *Cooper* S 2dr Convertible - AAG-VA.COM $10105 (~ MINI_ Cooper_ S 2dr Convertible) pic map

cars & trucks

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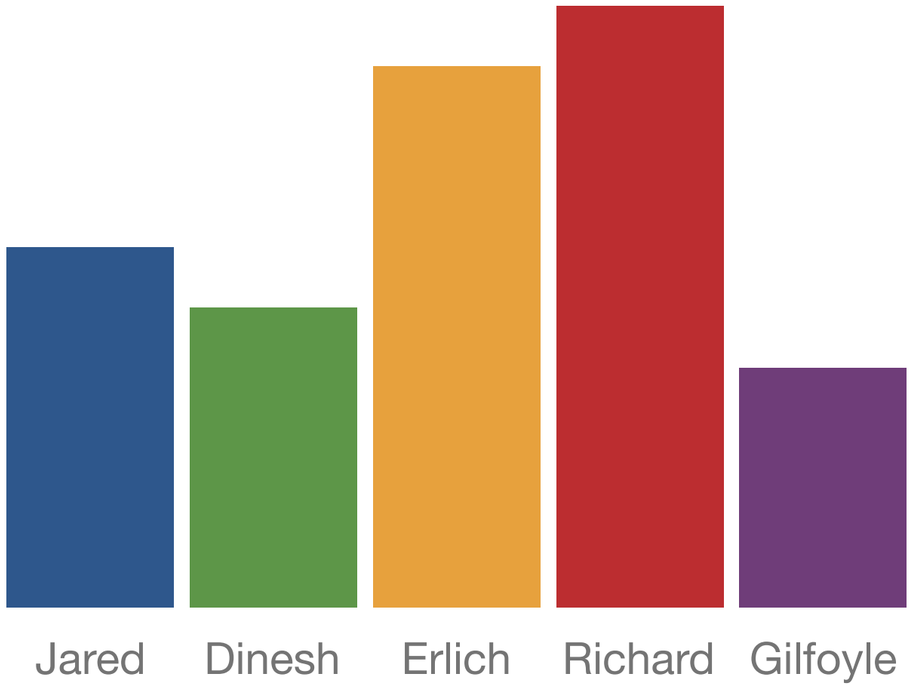
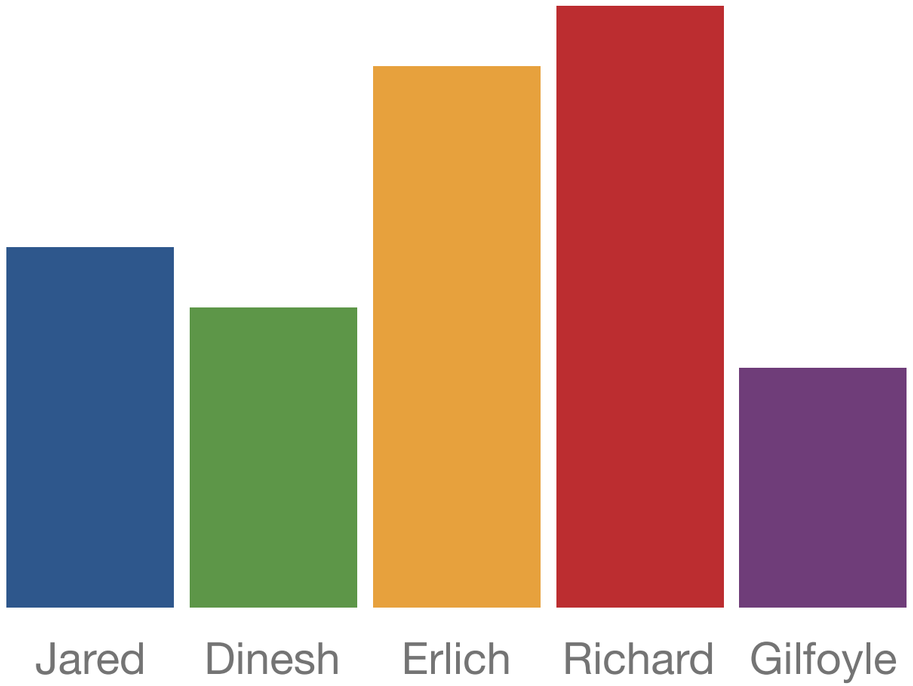

Jared
Dinesh
Erlich
Richard
Gilfoyle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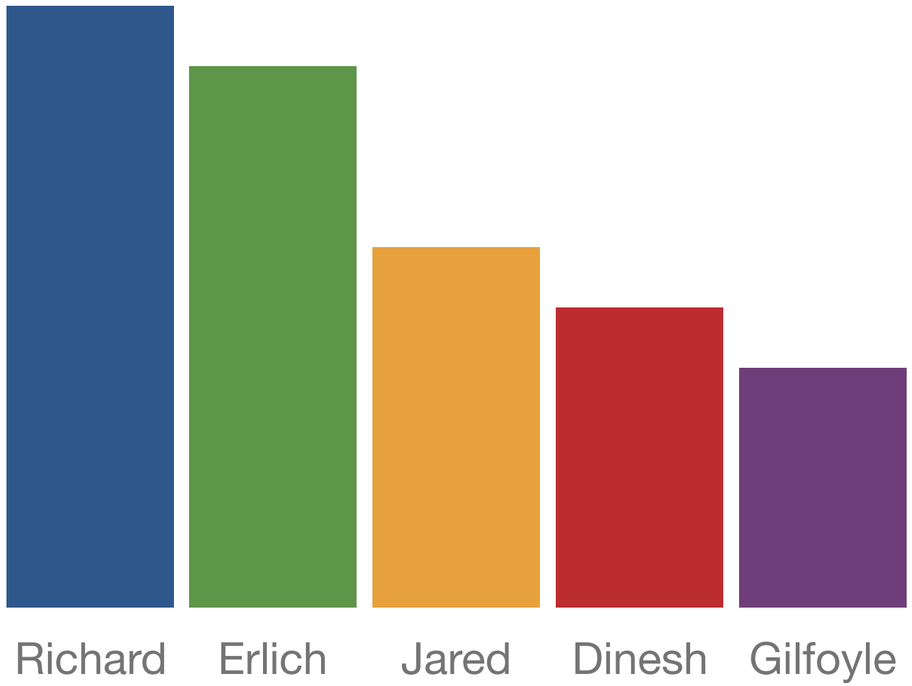
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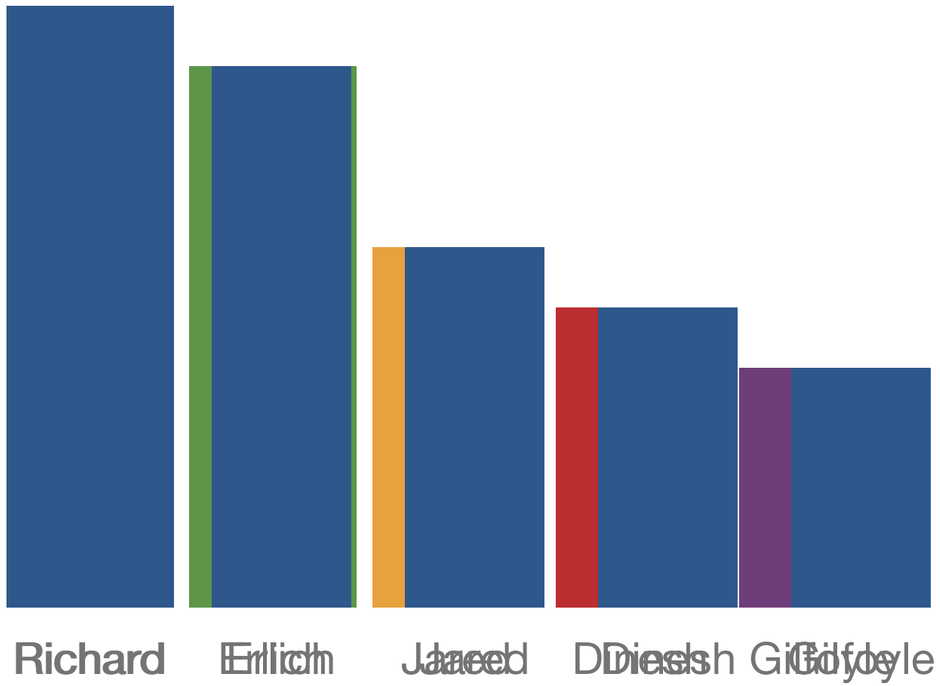
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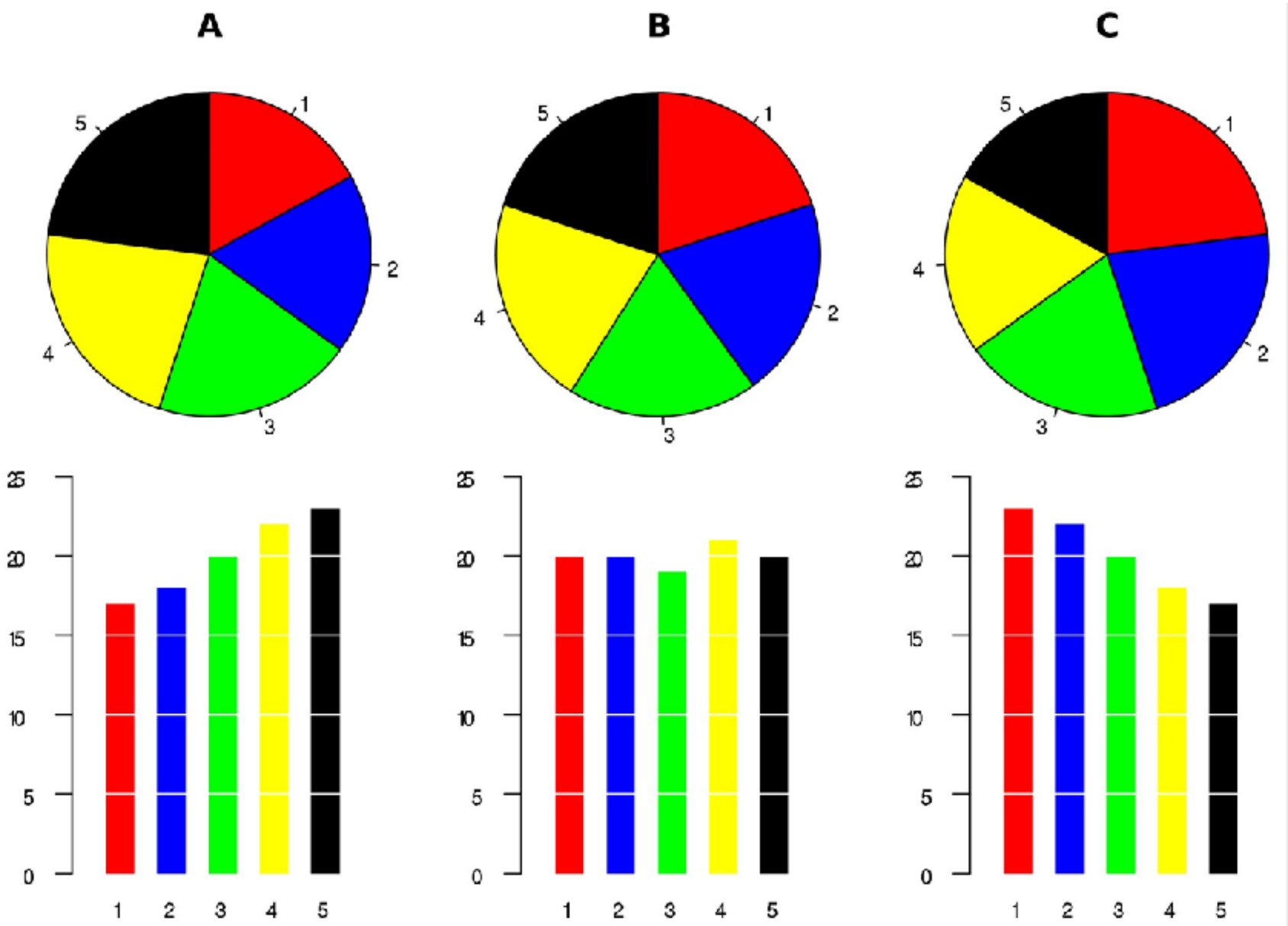
Erlich
Jared
Diesh
Gidfoyle



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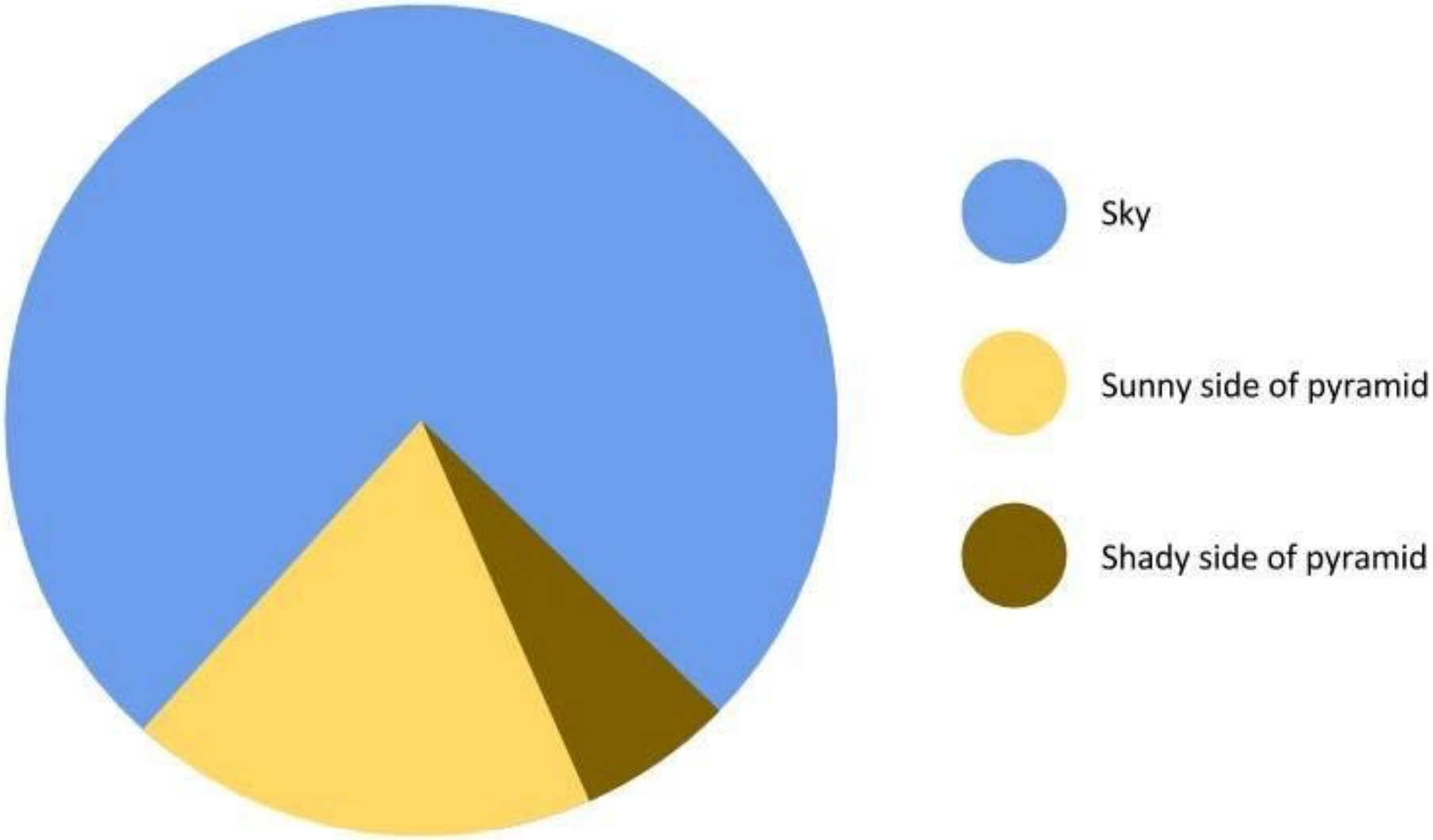
Sky
Sunny side of pyramid
Shady side of pyramid

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2 Visual Hierarchy

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1 Minimize User Input

Create an Application

Name
Shakeeb 1

Pages

Add Page

Features

Check All

- Access Control — Enable role-based user authorization
- Activity Reporting — Include user activity and error reports
- Application Settings — Set application name and subtitle
- Configuration Options — Enable or disable application features
- Email Framework — Add ability to configure and send emails
- Feedback — Allow users to provide feedback
- Global Search — Provide application search capability
- Help Pages — Add pages for Help and About
- Notifications — Display notifications on the homepage
- Theme Style Selection — Update default application look and feel
- Time Zone Support — Set default and user time zones
- User Profiles — Allow users to update their profile

Appearance

Theme Style

Waiting for apex.oracle.com...

Using geolocation

The **geolocation API** allows the user to provide their location to web applications if they so desire. For privacy reasons, the user is asked for permission to report location information.

IN THIS ARTICLE
The geolocation object
Getting the current position
Watching the current position
Fine tuning response
Describing a position
Handling errors
Geolocation Live Example
HTML Content
JavaScript Content
Live Result
Prompting for permission
Browser compatibility
See also

The geolocation object

The geolocation API is published through the `navigator.geolocation` object.

If the object exists, geolocation services are available. You can test for the presence of geolocation thusly:

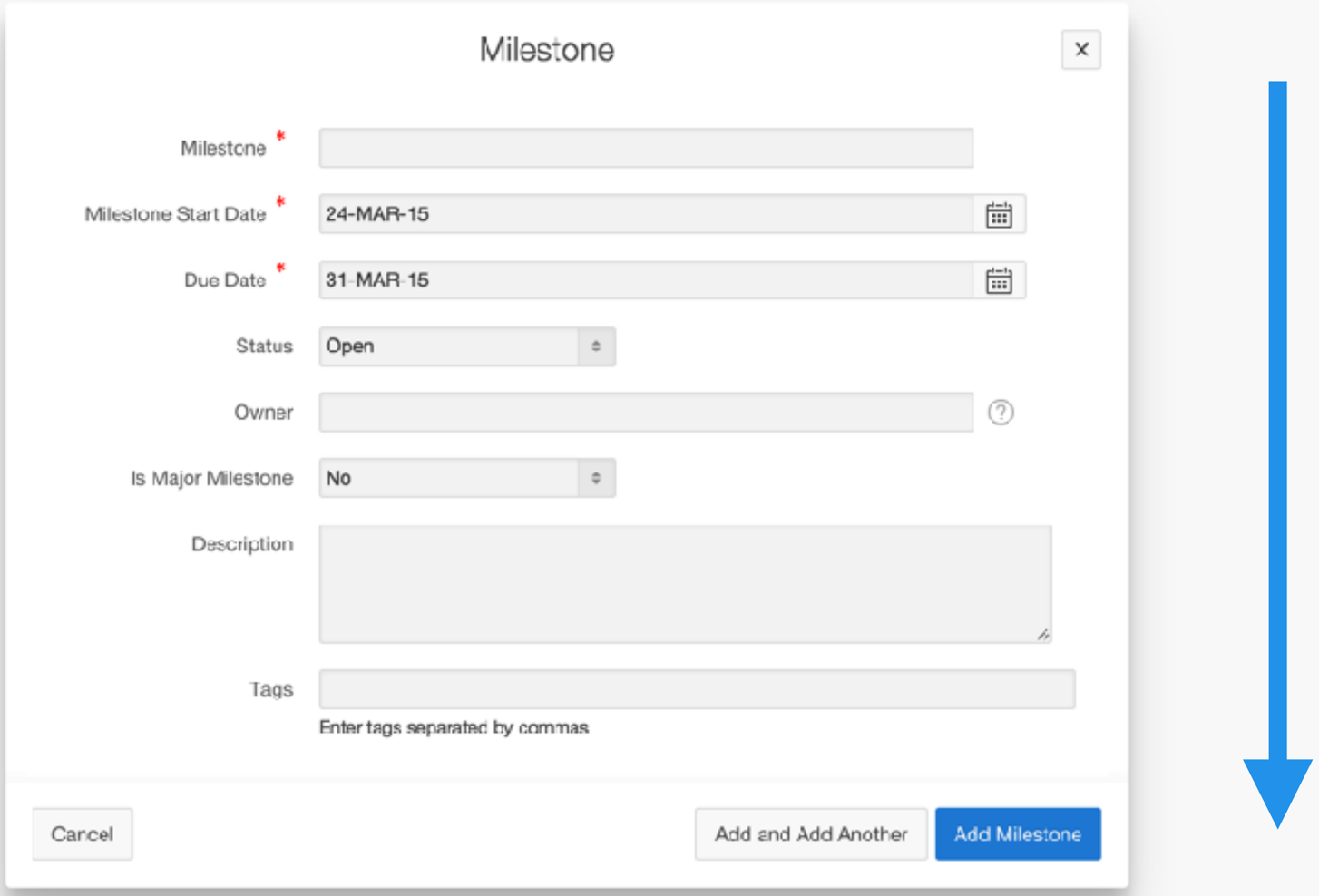
```
if ("geolocation" in navigator) {
  /* geolocation is available */
} else {
  /* geolocation IS NOT available */
}
```

Note: On Firefox 24 and older versions, `"geolocation" in navigator` always returned `true` even if the API was disabled. This has been fixed with Firefox 25 to comply with the spec. (bug 884921).

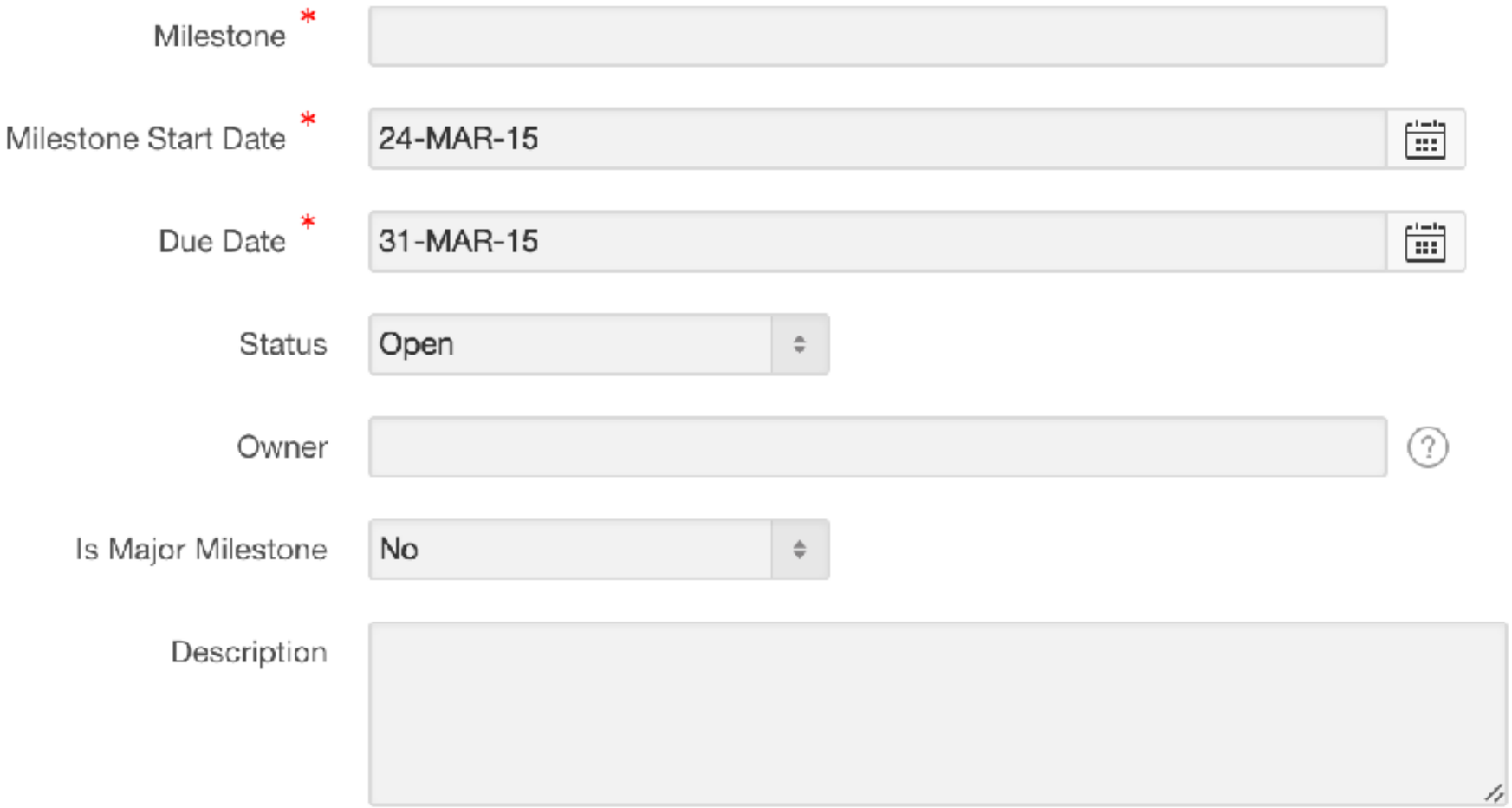
Getting the current position

To obtain the user's current location, you can call the `getCurrentPosition()` method. This initiates an asynchronous request to detect the user's position, and queries the positioning hardware to get up-to-date information. When the position is determined, the defined callback function is executed. You can

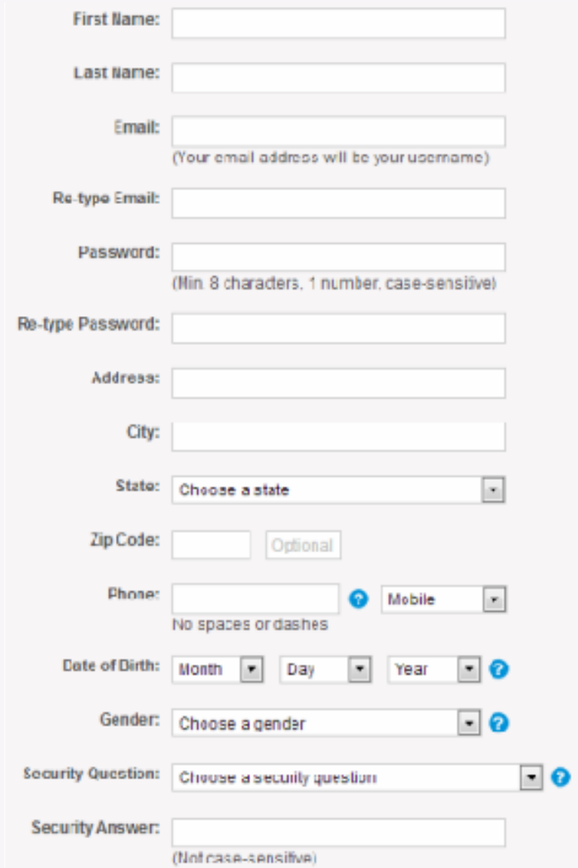
2 Field Order Matters

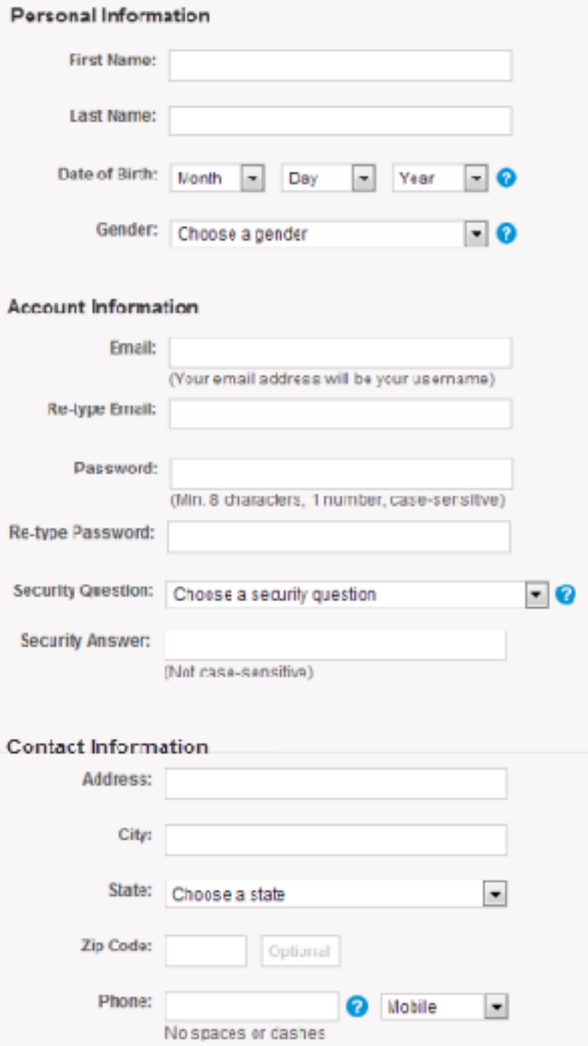


3 Mark Required Fields



4 Break up Long Forms





4 Use Wizards

5 Graceful Errors and Validations

ORACLE Application Expreee

Oracle Application Express

shakeeb_demo

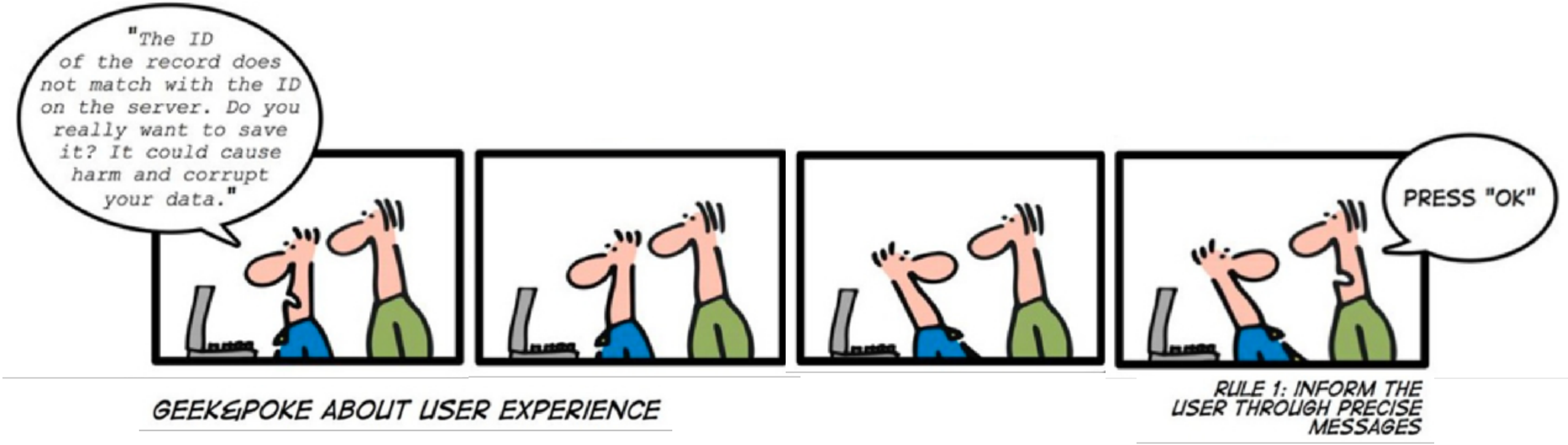
SHAKEEB

password

Sign In

Reset Password Request a Workspace

Deutsch · English · Español · Français · Italiano · Português (Brasil) · 中文 (繁體) · 中文 (简体) · 日本語 · 한국어


"The ID of the record does not match with the ID on the server. Do you really want to save it? It could cause harm and corrupt your data."
PRESS "OK"
GEEK&POKE ABOUT USER EXPERIENCE
RULE 1: INFORM THE USER THROUGH PRECISE MESSAGES

1 Design Patterns

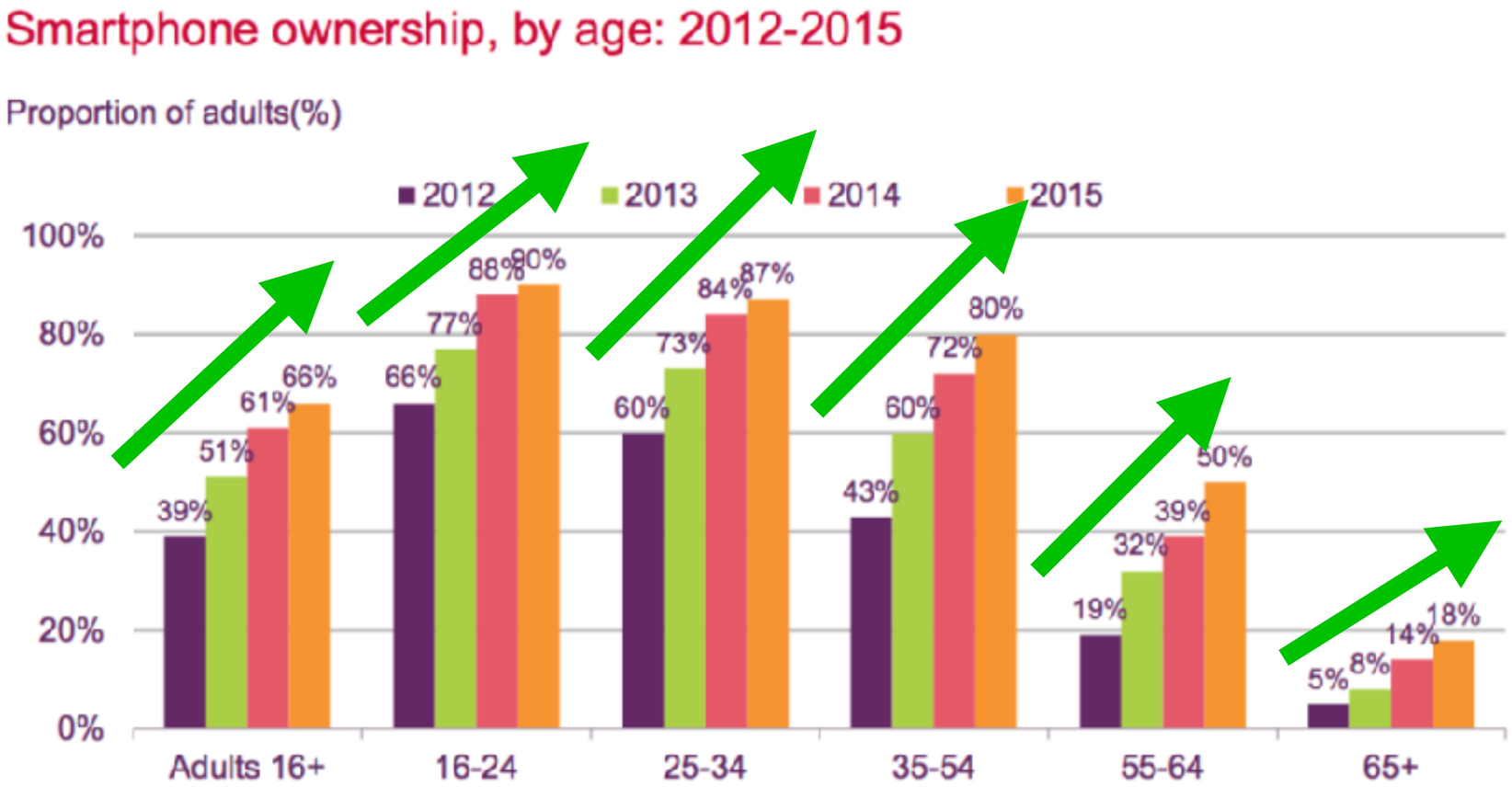
2 Visual Hierarchy

3 Displaying Data

4 Handling User Input

5 **Designing for Mobile**

1 Reach Larger Audience

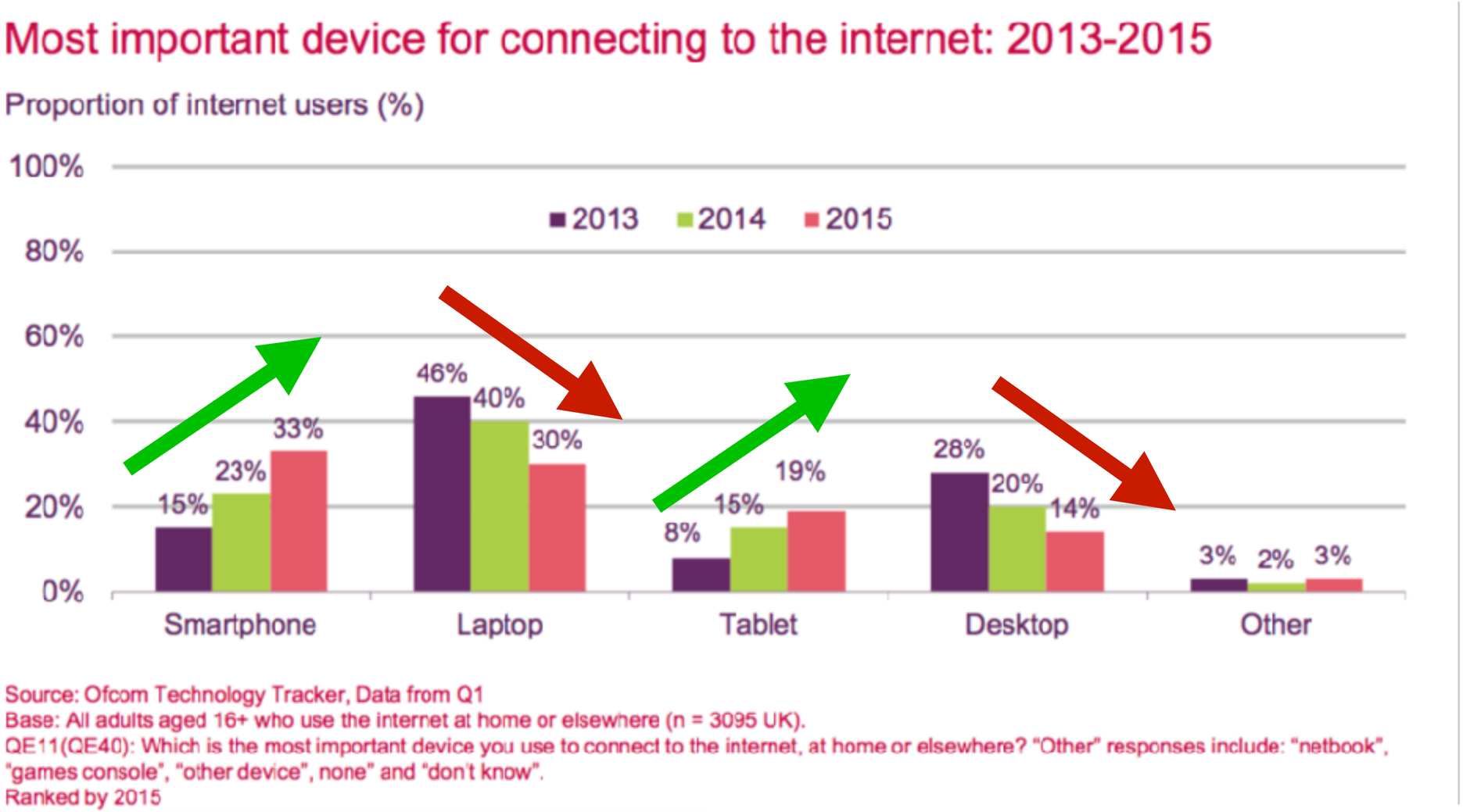


Source: Ofcom Technology Tracker. Data from Quarter 1 2012-2013, then Wave 1 2014-2015
Base: All adults aged 16+ (2015 n=3756)
QD4(QD24B): Do you personally use a smartphone?

http://ben-evans.com/benedictevans/2015/8/10/what-would-you-miss

2

Designing for the next 10 years

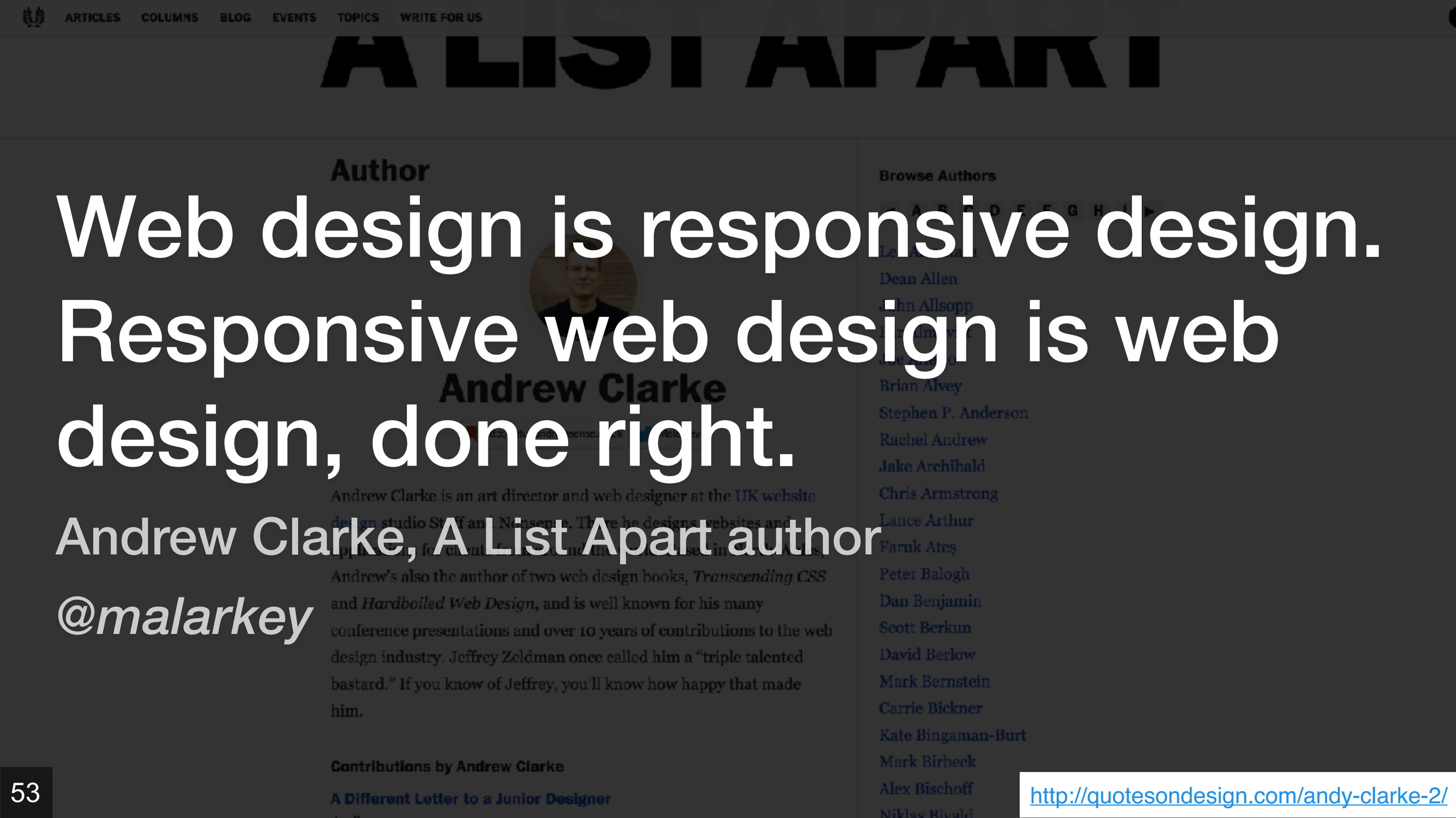


http://ben-evans.com/benedictevans/2015/8/10/what-would-you-miss

Web design is responsive design. Responsive web design is web design, done right.

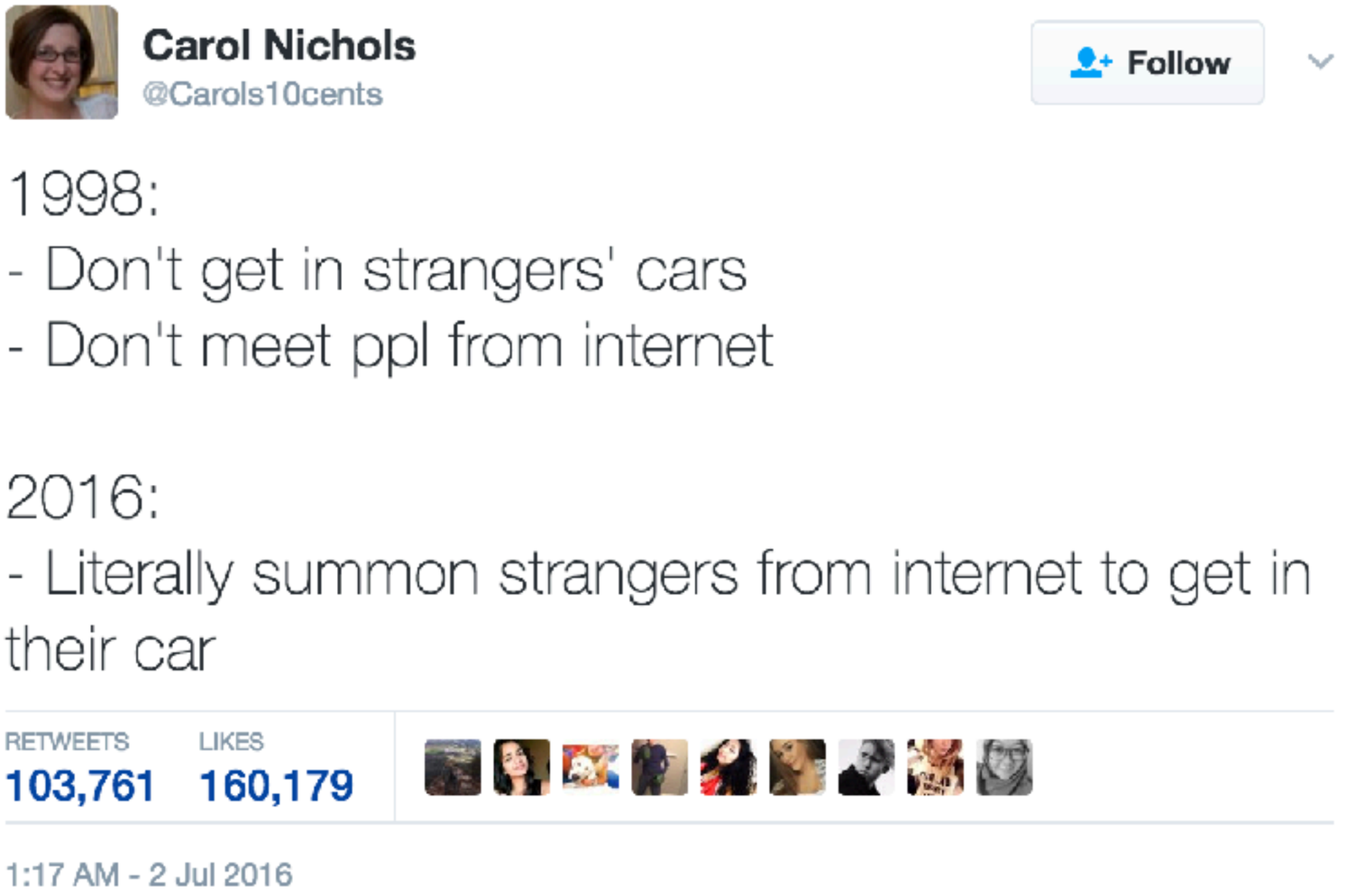
Andrew Clarke, A List Apart author

@malarkey



http://quotesondesign.com/andy-clarke-2/

3 Mobile Accelerates Technology Adoption



TL;DR

1. Follow Design Patterns
2. Build a Visual Hierarchy
3. Display Data Correctly
4. Simplify User Input
5. Design for Mobile Users

Thank You

@shakeeb