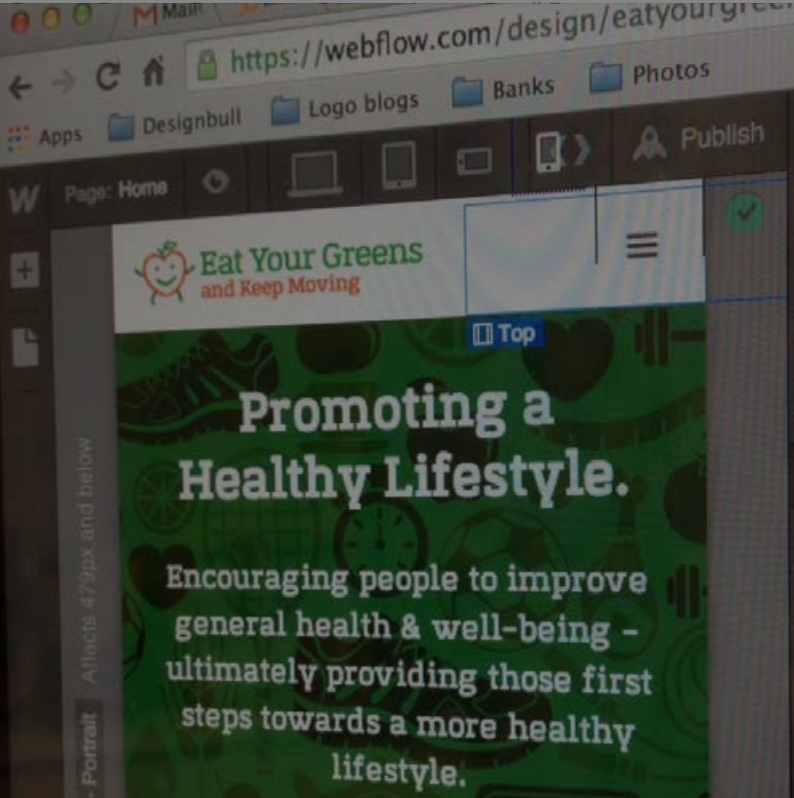
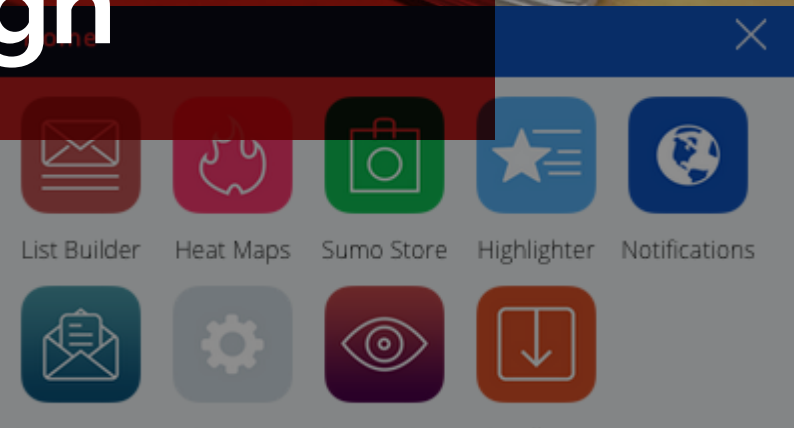
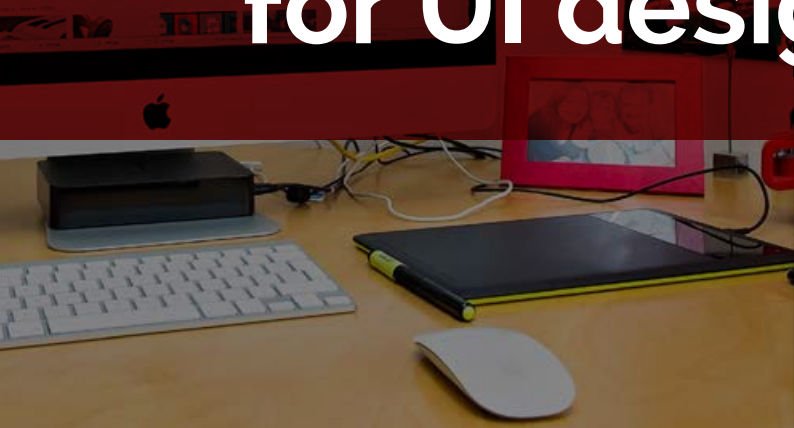


# Top Ten tools & resources I use for UI design



## Top Ten tools & resources I use for UI design

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My background is in design for print and web since 1994, so I've always used desktop publishing software in some form or another.

But ever since creating my first website in 2001 I've tested out and tried a variety of tools, applications and software add-ons over the years and settled down into using these following tools, web apps and quality resources for design and publishing.

They have all helped me refine and add value to my creative services. If you're a designer, business owner or student - I hope you'll find value in them too.

Cheers,

A handwritten signature in black ink, appearing to read 'Andy Fuller'.

Andy Fuller MSCD

Designbull.co.uk



## Top Ten tools & resources I use for UI design

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### 1. Dot Grid book

This is a great sketchbook for any designer and I've been using them for the last couple of years for working out rough wireframes, logo sketching. It uses a dot grid matrix which is printed on both sides using Pantone Warm Grey 4 ink so great for scanning into your digital apps without the dots showing up.

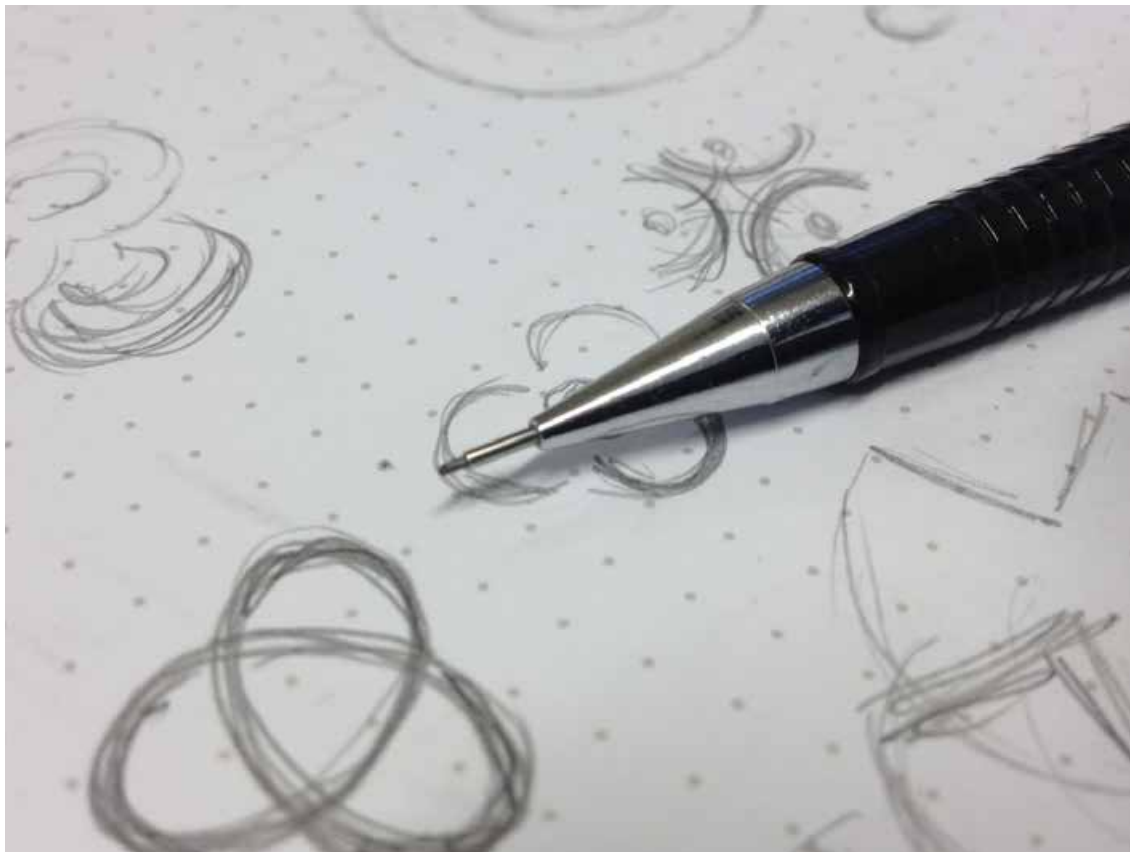


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### 2. Pentel retractable pencil

Pencils are great but you have to keep sharpening them - they say it's therapeutic - and I use my scalpel old-school style to meditate on whittling away pencils to a fine point. But this takes time, and in a busy studio you need a retractable pencil for quick draw sketching. I still use my old and trusty one for getting ideas down.



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### 3. Brush pens

For hand-lettering and sketching effects I found these Japanese Pentel brush pens really elegant for quick, fluid lettering and compositions. It dries quick and doesn't smudge.



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### 4. Wacom Bamboo tablet

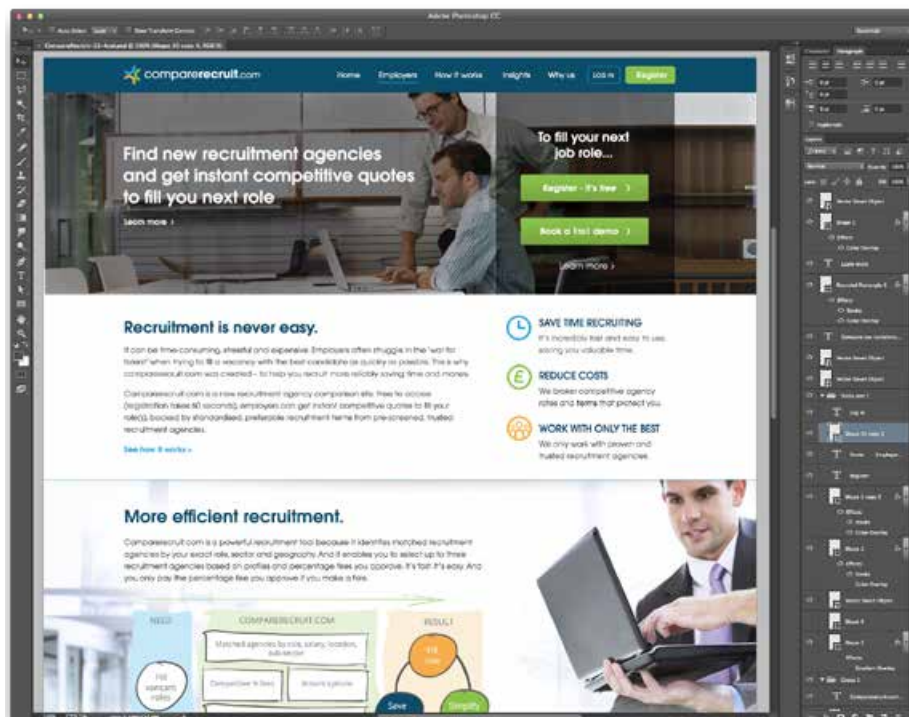
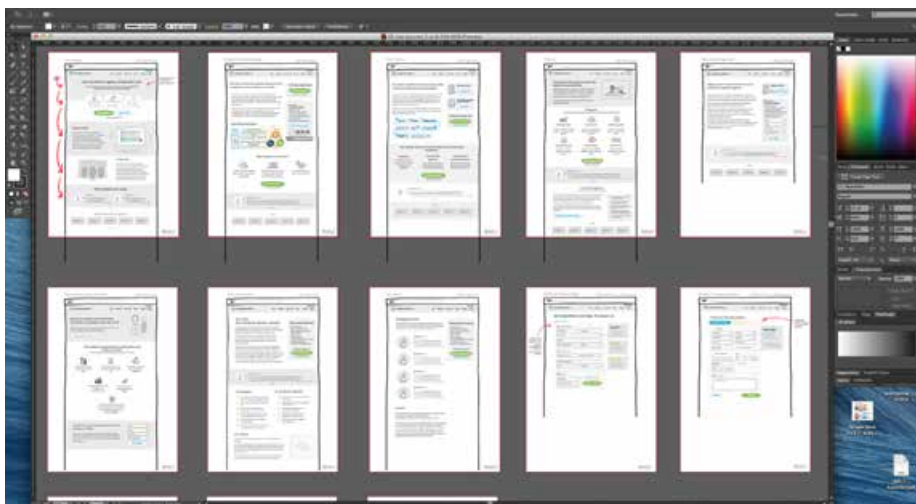
This an effective, pressure sensitive digital tablet from Wacom. All the digital artists use it and I've been using it for the past year now for drawing up notes and illustrations on the computer.



# Top Ten tools & resources I use for UI design

## 5. Adobe Illustrator & Photoshop

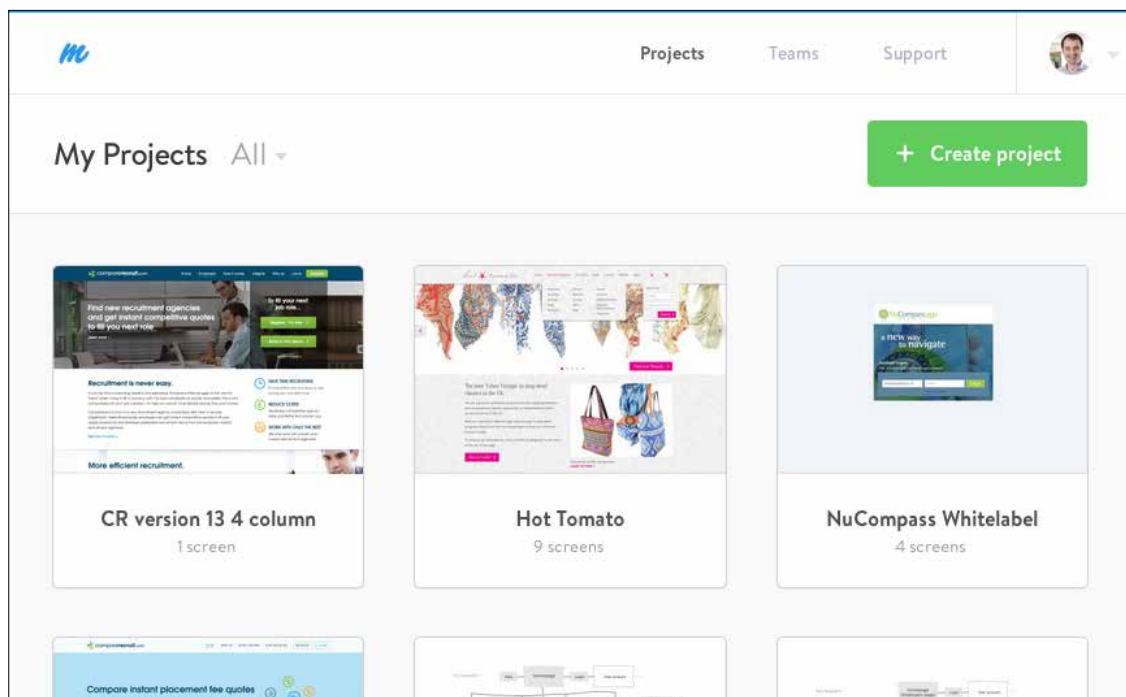
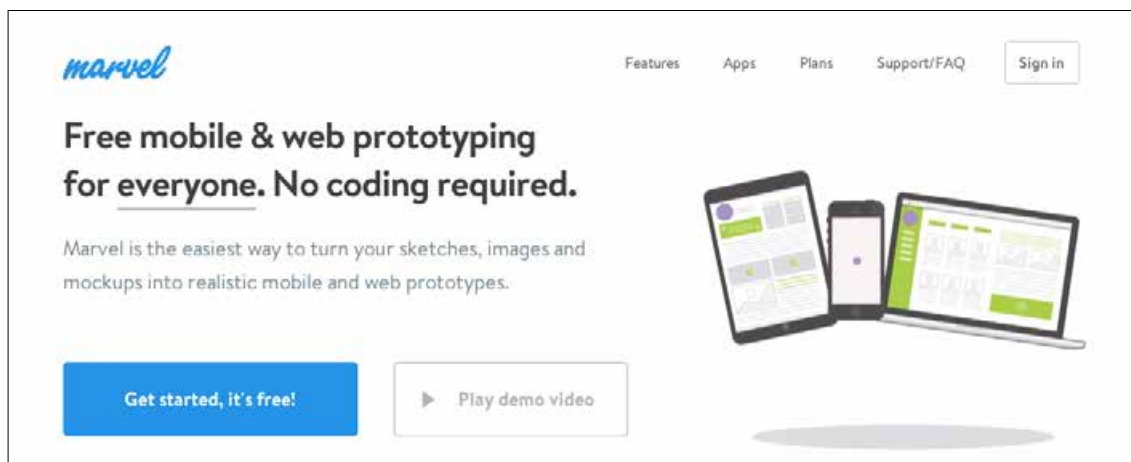
The two main workhorse applications for UI designers. I work in Illustrator to create wireframes, logos, icons and graphics. And for working up website designs, I use Photoshop. It's a great application for layering up all elements of a design, integrates easily with other apps across range, and allows for easier client changes and saving time.



# Top Ten tools & resources I use for UI design

## 6. Marvelapp

It's an online prototyping tool that you can upload your flat web designs into - or sync to your Dropbox account - and create hot links, add simple interactions and share how your website UI designs can look in a browser or mobile device. It's a great timesaving and collaborative tool that helps your clients and colleagues get a real feel for how their site may turn out.

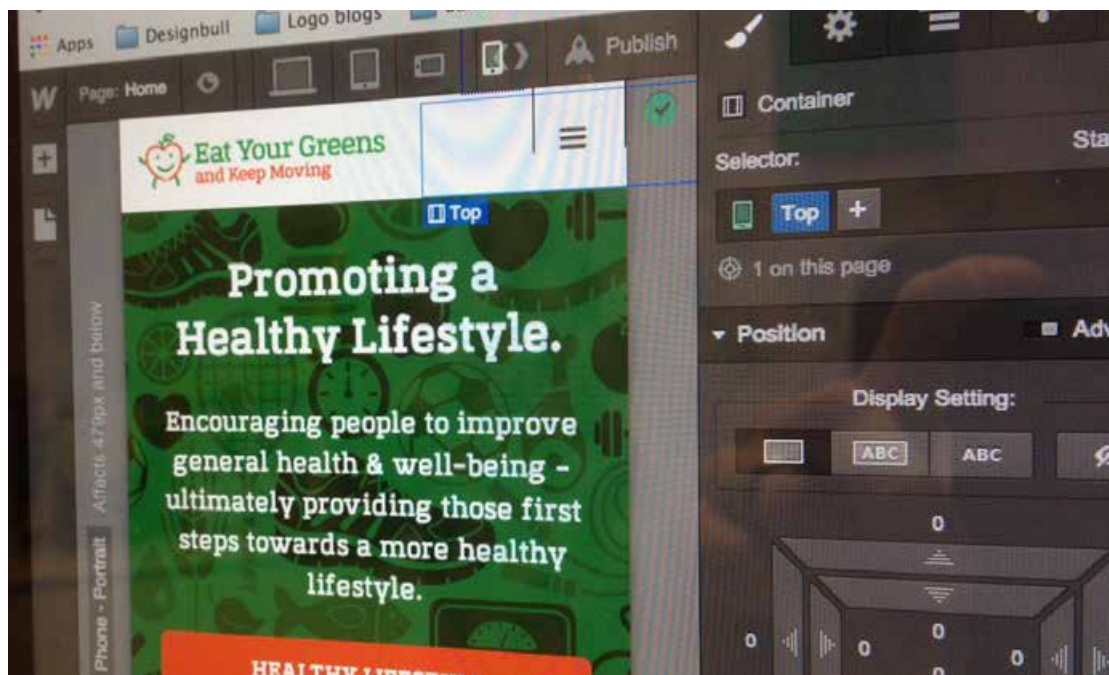
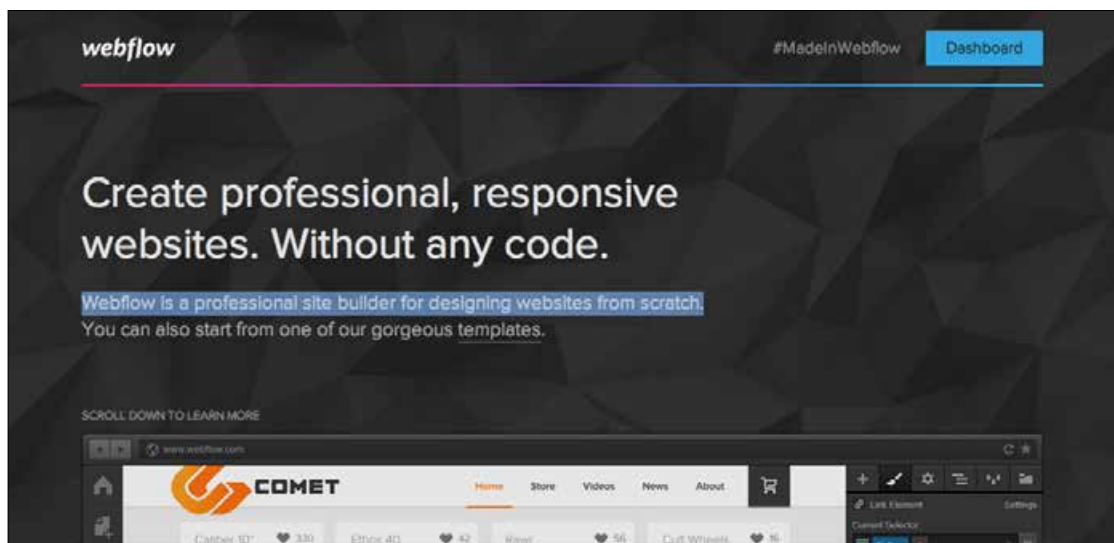




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## 7. Webflow

Webflow is a professional site builder for designing websites from scratch. I've created a few responsive site designs with Webflow. It has a simple user interface you'll be familiar with if using Photoshop or Illustrator. And they have really good tutorial video sessions on how to understand the application. It's one step closer to understanding code and responsive design.



## Top Ten tools & resources I use for UI design

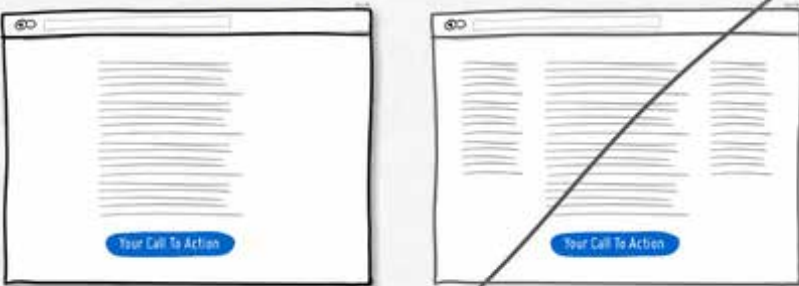
### 8. GoodUI.org

*"A Good User Interface has high conversion rates and is easy to use. In other words, it's nice to both the business side as well as the people using it. Here is a running idea list, which we try and test."*

Set up by Jacob Linowski and Vlad Malik interaction designers, it is a list of over 50 ideas and growing of best practice UI design. Tried and tested by the guys - and they know their stuff - it has really helped me define the reasons behind my website designs. They also provide sketching template for helping with your wireframing layouts.

### Try **A One Column Layout** instead of multicolumns.

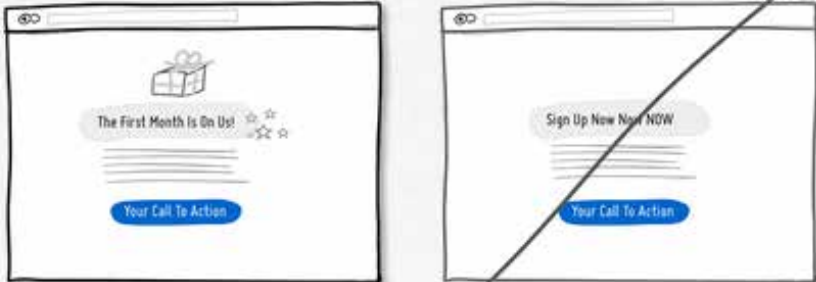
A one column layout will give you more control over your narrative. It should be able to guide your readers in a more predictable way from top to bottom. Whereas a multi column approach runs some additional risk of being distracting to the core purpose of a page. Guide people with a story and a prominent call to action at the end.



The diagram shows two browser window wireframes. The left one has a single column of text and a blue 'Your Call To Action' button at the bottom. The right one has three columns of text and a blue 'Your Call To Action' button at the bottom, but it is crossed out with a diagonal line.

### Try **Giving a Gift** instead of closing a sale right away.

A friendly gesture such as providing a customer with a gift can be just that. Deeper underneath however, gifting is also an effective persuasion tactic that is based on the rule of reciprocity. As obvious as it sounds, being nice to someone by offering a small token of appreciation can come back in your favour down the road.

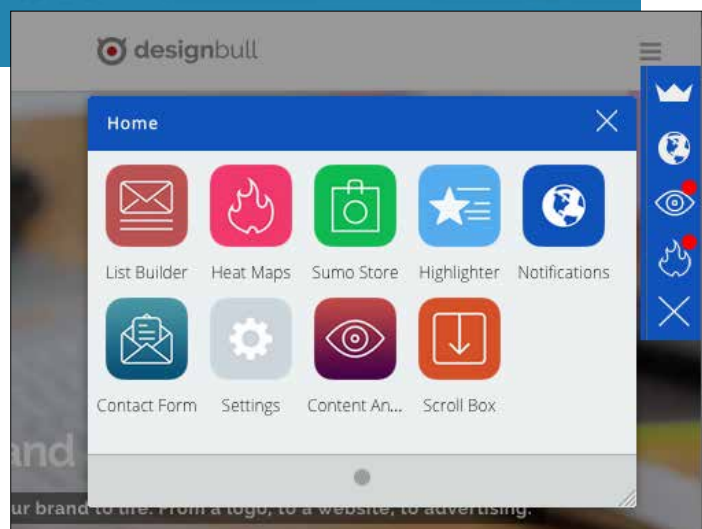
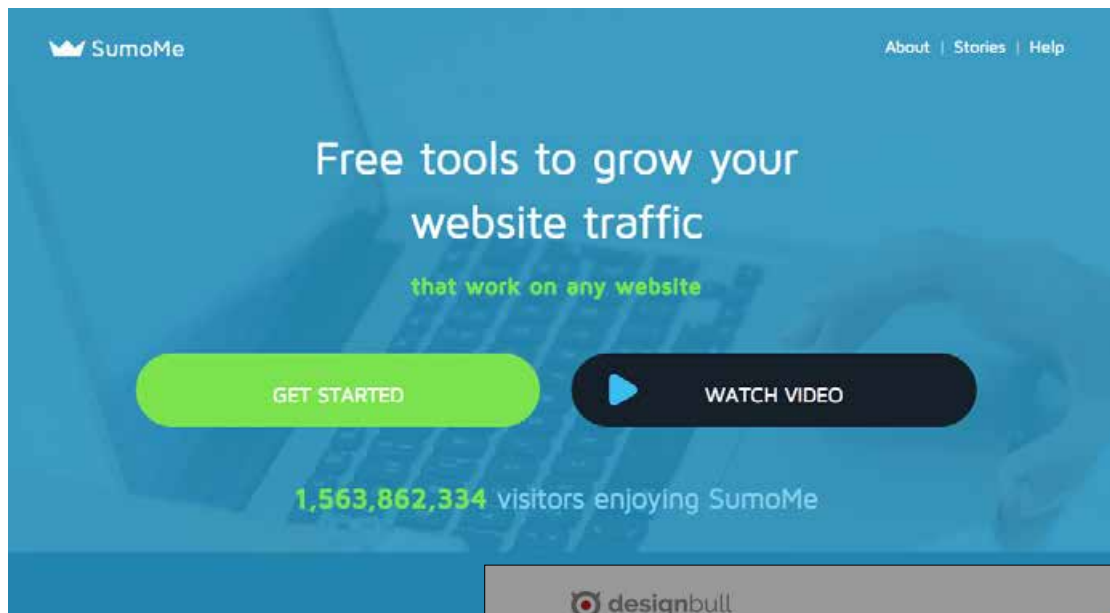


The diagram shows two browser window wireframes. The left one features a gift icon, the text 'The First Month is On Us!' with three stars, and a blue 'Your Call To Action' button. The right one features the text 'Sign Up Now Now NOW' and a blue 'Your Call To Action' button, but it is crossed out with a diagonal line.

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### 9. SumoMe

SumoMe is a suite of free tools that can be used to grow your website's traffic. Their tools are easy to install and work on any website. It's free and has tried and tested email signup forms that work - as well as heatmaps, click maps and other useful tools. All really useful marketing tips and advice. The guy behind it is Noel Kagan who runs AppSumo and has grown his own website email subscribers to 50,000 in 8 months.



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### 10. Hotjar.com

See how visitors are really using your website, collect feedback and turn more visitors into customers. I've only started using this as of writing, and it's still in beta before fully launching to the public so I'd recommend getting on their list to access it asap! Once you've added the code snippet to a site to analyse and let it run, you can choose a selection of visitor data tools to switch on. From a heatmap, feedback form, conversion funnels, form abandonment, surveys and visitor playback - which shows a video of actual users scrolling around your site!

