Color in UX

By Scott Lenger
Sr. Designer/Developer @ BOG
Why Color?

Because too often the job of “User Experience” is focused on wireframes and limited to getting the user from A -> B, without any consideration of emotional engagement or feelings.
The More You Know!

Behavioral Science
https://www.nickkolenda.com/color-psychology/

Regular Science https://earthobservatory.nasa.gov/blogs/elegantfigures/2013/08/05/subtleties-of-color-part-1-of-6/

History of working with color in print and on screen
http://theresamarierhyne.com/Theresa-Marie_Rhynes_Viewpoint/Applying_Color_Chapter.html

Nonlinear color, datavisulation, chroma.js
https://www.vis4.net/blog/2013/09/mastering-multi-hued-color-scales/
UX Definition, per usability.gov

User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. It also takes into account the business goals and objectives of the group managing the project. UX best practices promote improving the quality of the user’s interaction with and perceptions of your product and any related services.
Meaning of Colors

- Power, energy, passion, love, aggression, danger
- Optimism, hope, cheerful, warmth, happiness, positivity
- Trust, security, order, cleanliness, strength, reliability
- Energy, balance, warmth, creativity, cheerfulness, enthusiasm
- Nature, health, good luck, fertility, finances, eco-friendly
- Spirituality, mystery, royalty, sophistication, femininity, glamourousness
No shortage of Army pride as Massachusetts salutes service

Asian American and Pacific Islanders in the Army

Military Spouse Appreciation

The Army Strategy and Vision

Today’s Focus: Army Officer Commissioning
LEADERSHIP UPDATES

SAS 2019

The Sea-Air-Space Exposition (SAS) is an annual event hosted by the Navy League of the United States. SAS brings together the U.S. defense industrial base, private-sector U.S. companies, and key military decision makers for an innovative, educational, and professional maritime-based event.

Learn More ▶

RROC

AAPI HERITAGE MONTH

NAVY NEWS SERVICE TOP STORIES

EXERCISE NORTHERN EDGE 2019 KICKS OFF IN ALASKA

Approximately 10,000 U.S. military personnel are participating in the joint training exercise on and above central Alaska ranges and the Gulf of Alaska, May 13-24.

May 13, 2019

NAVY ANNOUNCES UNIVERSAL TRAINING PRECAUTIONS FOR PHYSICAL EXERCISE

IMAGES OF THE DAY

Top Images

Photo Gallery

[Image of military exercises and equipment]
GET UP TO $40,000 NOW
Find out how much you can qualify for.

DISCOVER THE NAVY
Find out how we defend from sea to stars.

START YOUR JOURNEY
Transform your life and become part of something bigger.

EXPLORE

BEGIN
The most colorful way to the Internet.
What business goals are driving your aesthetics?

Friendly
Scholarly
Adventurous
Unique
Sleek
Fun
Impressive
Reliable
Classic
Accessible (Consumer)

Humanistic
Heart

Approachable
Detailed
Old
Upbeat
Smart
Caring
Intense
Revolutionary
Sophisticated

Professional
Contemporary
Industrial
Hip
Business-like
Cutting Edge
Modern (clean)
Clever
Strong
Analytical

Experienced
Fashionable
Innovative
Stimulating
Busy
Efficient
No-nonsense
Inspiring
Trustworthy
Archaic

Conservative
Stylish
Formal
Historic
Calm
Familiar
Playful
Cheerful
Unconventional
Influential

Exclusive
Secure
Organic
Bold
Capable
Functional
Powerful
Collaborative
Versatile
Forward-thinking

Novel
High-tech
Appealing
Bright
Friendly
Honorable
Quirky
Fresh

Authoritative
We’re the CFPB

The Consumer Financial Protection Bureau is a U.S. government agency that makes sure banks, lenders, and other financial companies treat you fairly.

FEATURED

Whether you want to put money aside for unexpected expenses or make a plan to save for your future goals, we have resources that can help.

We offer clear, impartial answers to hundreds of financial questions.
U.S. moved closer to being drought-free in April

AROUND NOAA //

Tracking basking sharks with satellites in the Channel Islands
Summer Job Safety for Young Workers

Learn about OSHA’s resources on protecting young workers hired for summer jobs. Read the blog.
#MySafeSummerJob
The ideal college experience, two
Color has meaning culturally, but also by how it is perceived
The Hue and Intensity of a color affect the users reaction

<table>
<thead>
<tr>
<th>BRAND TRAITS</th>
<th>HUE</th>
<th>VALUE</th>
<th>CHROMA</th>
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The Hue and Intensity of a color affect the users reaction
The American Spirit, Trust & Responsibility

The intent of the palette is to convey a warm and open American spirit, with bright saturated tints of blue and red, grounded in sophisticated deeper shades of cool blues and grays. These colors ... should leave users feeling welcomed and in good hands.

Blue is commonly associated with trust, confidence, and sincerity; it is also used to represent calmness and responsibility.
UX is not about testing shades of blue

Yes, it’s true that a team at Google couldn’t decide between two blues, so they’re testing 41 shades between each blue to see which one performs better. ...I can’t operate in an environment like that. I’ve grown tired of debating such minuscule design decisions. There are more exciting design problems in this world to tackle. ~ Doug Bowman, @stop

https://stopdesign.com/archive/2009/03/20/goodbye-google.html

See also:
Cheating Color

Color is fluid. It interacts and changes based on its surroundings. Some colors can appear lighter or darker based on what color they appear on or next to.

On a light background, when you have a large element of a light color, a small element of the *same color* will appear lighter.

Conversely, when you have a large element of a dark color, a small element of the *same color* will appear darker.

[https://24ways.org/2006/cheating-color/](https://24ways.org/2006/cheating-color/), @jasonsantamaria
Cheating Color
Working with Backgrounds and Neutral space
Warm it up!!

Consider alternatives to full black text on white background. A dark brown can bring subconscious warmth to your text.
Warm it up!!

Color correct and warm up those photos before publishing!

In Photoshop:
Image > Adjust > Photo Filter
BUILDING COMMUNITIES

The SEC protects investors in the $3.8 trillion municipal securities markets that cities and towns rely on to provide neighborhood schools, local libraries and hospitals, public parks, safe drinking water and so much more.

WE INFORM AND PROTECT INVESTORS
WE FACILITATE CAPITAL FORMATION
WE ENFORCE FEDERAL SECURITIES LAWS
WE REGULATE SECURITIES MARKETS
WE PROVIDE DATA
Sunscreen Chemicals and Marine Life

Scientists have discovered that some of the chemicals found in sunscreen and other personal health products threaten the health of coral reefs. How these, and other compounds, affect reef ecosystems remains an active area of research.
JUSTICE NEWS

Informatica Agrees to Pay $21.57 Million for Alleged False Claims Caused by Its Commercial Pricing Disclosures
Monday, May 13, 2019

Justice Department and Louisiana Supreme Court Reach Agreement to Provide Language Assistance for Individuals Not Proficient in English
Monday, May 13, 2019

Court Finds RM Broadcasting Must Register as a Foreign Agent
Monday, May 13, 2019

Department of Justice's Antitrust Division Joins Framework on Competition Agency Procedures as Founding Member
Monday, May 14, 2019

VIDEOS

Farewell Ceremony for Deputy Attorney General Rod J.
The future of health begins with you.

The All of Us Research Program has a simple mission. We want to speed up health research breakthroughs. To do this, we’re asking one million people to share health information. In the future, researchers can use this to conduct thousands of health studies.
What business goals are driving your aesthetics?

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