

# Research on the Interface Design of Youth Social APP Based on User Experience — A Case Study of Design Project “LOOK”

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## Abstract

This paper discusses the concept and form characteristics of digital media art and interface design from different angles, and describes its evolution and development trend, and explores and analyzes the main design basis of “people-oriented” in interface design and applies it to every step of interface design after understanding the psychology, characteristics and behavioral characteristics of target group users. Interface design is an indispensable branch of digital media art. The author designed an APP interface to solve the disadvantages of young people’s dating. This paper systematically expounds the design works by combining SWOT analysis and the overall research method of double drill model. A comprehensive explanation of how the work is similar and different from other real-life applications through competitive product research. By summarizing and integrating the research content, the user portrait that can best represent the characteristics of the user is produced. And how to use the design method to make the interface design more humane, so that users can use the product more comfortable. Only when the user experience of interface design and cutscene is done well, can more users be willing to use it and be competitive in the market, which requires designers to always focus on users in the first place. This paper focuses on exploring the theory, form and core of interface design, and the user-based expression method combined with examples and is used in the future learning process of interface design.

**Keywords:** interface design, user experience, visual expression

## 1. Introduction

With the rapid development of science and technology, people’s lives are increasingly inseparable from electronic technology, and information-based entertainment is rooted in people’s lives, the spread of information is more and more extensive, and the pace of people’s life is faster and faster. As a result, people cannot understand each other well enough due to the fragmented time, there are more and more “social terrorism”. It is increasingly difficult for young people to open up. So my design work “LOOK” was born. In my design project, I learned various methods by researching and searching materials in the early stage. In the middle stage, I designed the interface and made cut scenes according to the survey results. In the later stage, I enriched its expression forms to find out what elements and interactive ways users liked and what users were dissatisfied with. This requires the designer to start from the needs of users, conduct research on the psychological level of users, and meet the experience and needs of users to the greatest extent. My design work, the interface design of Youth Interest Dating APP, is an exploration in interface design and also a new attempt in the field of digital media art.

## 2. Summary of User Experience and Interface Design

### 2.1 Overview of User Experience

#### 2.1.1 Concept of User Experience

The term “User Experience” was coined and popularized by Donald Norman in the mid-1990s. User experience

is the subjective feeling generated by users in the process of using the product. It is the touch at sensory and psychological level of the user when using the product. These touches can make the user's psychological activities, emotions and behavior patterns change. User experience is influenced by three main factors: product, user and environment. The psychological feelings of some users are crucial to the user satisfaction of product design (Wei Yuanyuan, 2014). User experience enables people to recognize and react to the use and expected use of a product system (Li Hang, 2019). Simply put, it is the user's preferences and feelings about the product, and whether the user feels that the product has helped him improve the quality of life. So the user experience starts from the user's subjective. It doesn't exist objectively. The ISO definition is supplemented by the following explanation: the overall experience of enterprise users before, during, and after using a product or system. These include emotions, beliefs, preferences, cognitive impressions, physical and psychological reactions, behavior and achievement (Xu Ziyu, 2020).

So user experience should not only help users solve actual problems, but also make it easier for users to solve problems. The key is to make the user happy to solve the problem. Smartphone interface design is where users interact most frequently with products. It has the greatest impact on the results of product use (Yan Yifei, 2022). Therefore, this work takes APP interface design as the main creation goal.

### 2.1.2 The Importance of User Experience

Today's society and economy develop rapidly. The Internet industry is also developing rapidly. Interaction design and interface design become a top priority. So the user experience becomes very important. Studies have shown that in many Internet products, their functions are very similar. And it costs almost nothing. That is to say, the user's choice is larger, and the user can choose similar products at will. Therefore, under the same conditions, users will pay more attention to the user experience of the product used, and the user experience of the product is higher, which will enhance the use value of the product and increase the user loyalty. It can bring greater economic benefits to the enterprise.

### 2.1.3 Design Method of User Experience

It is necessary to pay attention to the needs and experience of users in the entire design process. In the whole process of design, it is necessary to understand the needs of users from the heart and design products that can improve the quality of life of users. The design method of user experience mainly has the following four points.

- (1) Think from the user's perspective. When designing products, we need to put ourselves in other people's shoes. Designers need to fully understand the needs of users, understand the user's behavioral characteristics and psychological activities when designing.
- (2) The interface design should be detailed and appropriate. A good interface design has a master and a second, not a blind pile of information, but will be the information that the user wants to see in order of primary and secondary. According to the user's operation behavior and operation habits, a simple and generous interface that looks comfortable and not tired is designed to meet the user's needs.
- (3) The user has the right to decide the product. During the design of a product designers should make the user have more product decisions. Designer should be a helper, not a decider, who can assist the user in making decisions that benefit the user. To a certain extent, designers are helping the users make their own choices.
- (4) Designers should do a good job of assisting. Users usually have limited time to use the product so designers should help users filter out some information. Designers should make some optimizations based on user behavior. In this way, in the use of the product users can feel simple, efficient and more relaxed.

## 2.2 Interface Design Theory

### 2.2.1 Concept of Interface Design

Interface design refers to designing the user interface of digital products such as software, applications or websites to provide a user-friendly experience. It focuses on how to present information, how to engage the users in interacting, and how to communicate the functionality and value of the product. During the interface design the designer needs to consider user needs, brand identity, design principles and other factors to provide an easy-to-use, easy-to-understand, easy-to-learn user experience. Interface cut scene design refers to the design of adding animation effects during the interface transition, interaction or state change of a digital product to enhance the user experience. It is mainly used to enhance the visualization of the interaction and attract the user's attention. During the design the designer needs to consider factors such as time, space, speed, color, etc., in order to attract users' attention, let users understand what is happening, and improve user experience.

Interface design can effectively open up communication channels between products and users, meet people's application needs, help users get more and better experience, and show the interaction characteristics of different products (Ma Chao, 2020). For example: WeChat added shake, voice input, message in a bottle, QR code identification and other functions; There is also a combination of text, sound, video forms of communication.

For some users who are inconvenient to type, WeChat has also integrated video connection, voice interaction and the addition of emojis. At the same time, the use of interactive products can not only optimize the user interface, achieve intuitive communication and exchange, but also introduce human factors and environment into it, so as to design products from the perspective of users to meet the needs of communication and exchange between users and products.

### 2.2.2 Principles of Interface Design

The book *Visual Usability* puts forward three principles of interface design: consistency, hierarchical concept, and expression of individuality (Tania Schlatter & Deborah A. Levinson, 2015).

(1) Consistency. Standardization of interface design is very important. Because interface design is actually a “human-machine-human” working environment, standardized interface design can not only reduce the workload of designers, achieve rapid docking of various design links, but also reduce the cognitive burden and cost of users.

(2) Hierarchical concept. Hierarchy is the distinction between the primary and secondary elements of the design. Designers use design to make the interface comfortable for the user, and make the elements in the interface to achieve the primary and secondary clear, relatively unified effect through the means and methods of graphic design. The user can understand the logic of the interface more clearly.

(3) The expression of personality. If every interface design uses a uniform standard, the interface design products will lose vitality. So we have to design the interface with a unique style under the premise of meeting the basic criteria. This will not only build the brand image, but also increase the financial interests of the company.

### 2.2.3 Factors Affecting Interface Design

In interface design, the design style is not only affected by the positioning of the product, but also by the text, color, icon and LOGO. A good interface design can greatly improve the user’s sense of experience and improve the life quality of users.

Product positioning is the main factor affecting interface design. Interface design style of different product positioning will be very different. In consumers’ shopping apps more content will be put in each interface to stimulate users’ desire to buy and meet users’ information needs. On the contrary, in the time management APP interface design content is less in each page, and the main priority is more clear.

Text is the main carrier of information dissemination and it’s also the main way we get information. Compared with color, icon and logos, the information obtained through the text is more accurate and detailed. Therefore, text is an indispensable design factor in interface design. It exists in every page design.

The use of color in interface design is also an important part of interface design. The light source, the reflection of the object and the human retina are processed together to form the color that people can perceive. Color is more memorable than text and pictures and it can also affect people’s emotions to a great extent. For example, red can increase excitement and enthusiasm so it is suitable for shopping and consuming apps; Blue can produce a calm and calm feeling so it is suitable for management apps. In the interface design, the color needs to be selected according to the specific situation and target audience to achieve the ideal user experience effect. Colors may be used slightly differently in the interface. Color space is a common color finding method in interaction design. Color space refers to the way colors are defined in a three-dimensional coordinate system. Common color spaces include RGB, CMYK, HSL, and HSV. Different color spaces have different representations, which can better describe the properties of the color, such as brightness, saturation, etc.

Icons and logos are the touchstones of interface design and the visual symbol of a product. Highly characteristic icons and logos can leave a deep impression on users to a greater extent, and even increase brand benefits for the product. Good icon design should first be concise, clear, and easy to recognize. Secondly, it should have its unique design style and characteristics, such as flat icons or linear icons and so on. Good icon and logo design will even attract more users, increase user loyalty, and increase the economic benefits of the enterprise.

## 3. Characteristics of Young People’s Online Dating

### 3.1 Definition of Youth

In this paper, the scope of user research is limited. In combination with the reality, most of the interviewees are 18-24 years old young people. Broadly speaking, the youth group refers to people between the ages of adolescence and adulthood, usually between the ages of 18 and 35. Youth is an important stage of development in one’s life. It is also a time when one’s thoughts, behaviors and social roles are formed. In different cultural and social contexts, the definition of youth may vary, but it usually refers to people who are physically mature in the life stage of learning, entrepreneurship, marriage and so on.

### 3.2 Characteristics and Behavior Patterns of Online Dating Among Young People

Different user groups will have different behavior characteristics and behavior patterns. For example, the user interface for children is more colorful. The elderly will have relatively weak vision and memory problems. Therefore, designers should consider enlarging fonts and patterns when designing. Also because of race, religious beliefs and so on, designers have to divide users into different groups in terms of occupation, age and culture. In terms of occupation, users can be divided into students, self-employed people, company employees and so on. In terms of age users can be divided into children, adolescents, young people, middle-aged people, the elderly; At the educational level, users can be divided into primary education stage, secondary education stage, higher education stage and so on. Dividing users into different groups helps designers understand user behavior.

In interface design, the analysis of user behavior characteristics can help designers understand how users use the interface, and the problems and bottlenecks that may be encountered in the use of the interface in order to help users quickly find the required information, improve user experience and satisfaction.

The characteristics of online dating among young people are divided into the following four points:

(1) Similar age.

Groups of young people are usually similar in age, and they may be in the same school, the same social circle, the same interest group, etc., so it is easier to communicate and make friends.

(2) Common interests.

Groups of young people usually get together because of common interests, which is also a big feature of making friends. For example, young students can meet like-minded friends in libraries, classes, clubs, sports and sports activities.

(3) The influence of social networks.

In contemporary society, it has become a major trend for youth groups to know each other and establish contacts through Internet social platforms. This way is not only convenient and fast, but also can transcend the barriers of time and space to carry out a wider range of social activities.

(4) Similar values.

Young people generally hold more open, free and diverse ideas, and they are more likely to establish deep friendships with people with similar values. In short, the characteristics of making friends among young people are based on similar age, common interests, social network influence and similar value tendency. These characteristics also form the social habits and entertainment ways of youth groups.

The behavioral patterns of youth groups mainly include the following:

(1) Self-expression pattern.

Young people show their attitude towards themselves, they are usually more open, free, and they are in pursuit of individuality, they like to express their ideas and opinions through various channels.

(2) Social mode.

Young people are good at socializing. They are active, friendly, open and diversified in making friends and communicating. They usually build their social circle through their social software, parties, and attending various events.

(3) Self-development mode.

The youth group has the willingness of continuous learning, innovation and self-improvement, and shows the behavior pattern of pursuing development, innovation and continuous progress. They usually pursue their development goals by looking for opportunities in various fields, such as school, society, and the Internet.

(4) Open concept model.

Youth groups generally hold the concepts of freedom, equality, diversity, inclusiveness and progress, and show an open and diversified attitude towards culture, belief, gender and world outlook, advocating mutual respect, understanding and tolerance.

(5) Active social participation model.

Youth groups show a high level of concern and participation in social public affairs, social livelihood undertakings and other issues. They usually realize their contribution to society by participating in volunteer activities, paying attention to public welfare organizations, and participating in social practices.

In short, the behavior pattern of the youth group is multifaceted, showing the characteristics of openness, activeness, diversity and seeking self-development. This requires interface designers to deeply understand the network communication characteristics of young people to create products that are more in line with user groups and improve the quality of life of target users.

## 4. Features and Problems of Youth Social APP Interface Design

### 4.1 Product Analysis of Tantan

Interaction design originates from the human-machine interface design of computers. Its early goal is to eliminate the “cognitive friction” between people and electronic products, so that electronic products whose functions and principles are very abstract to people can adapt to people’s cognition and behavior, and meet people’s demand for ease of use (Zeng Jieqiao, 2022). In the era of experience economy, the satisfaction of interactive experience largely determines the satisfaction of people’s needs (Ye Dongdong & Li Shiguo, 2013). User-center is determined by the connotation of user experience design and interaction design. The emergence of art products is to meet the spiritual needs of people’s inner world, and people’s needs and interests should be put in the first place. Both user experience design and interaction design should be user-centered and keep an attitude of continuous attention to users, so as to bring out the essence of user experience design (Shao Yi, 2022).

With the popularity of mobile phone, more and more people began to use smart phones. This also promotes the development of software and the emergence of design. The demand for software will also rise. Since its launch, Tantan has become a social media app across the country. Because it does not have sufficient funds as support, research and development costs are low, it has not achieved the irreplaceability of brand and product. Customer loyalty is not high. Overall, its services are relatively one-dimensional, and users have to upload their photos at the great risk of privacy disclosure, which are disadvantages of Tantan. However, it does not favor any gender, with both men and women as target users, which is a great advantage. Swiping left to say no and right to say yes can save the user’s time cost, reach the user’s goal more quickly. Solving the problem of time and space for users to make friends can give the user a good experience.

### 4.2 Interface Design Analysis of Tantan

In recent years, with the continuous development of network social, the functions of social software are becoming more and more powerful. There are not only chat functions, but also personal sharing functions such as WeChat moments, which will greatly strengthen its product competitiveness. Next Tantan’s interface design will be analyzed mainly from the entry interface, main page and discovery page.

#### (1) Interface of entry

When new users register and use, Tantan will ask for your personal information. The whole interface is mainly light yellow, simple and powerful. Tantan uses chat conversations to lead users to input their gender, age and other personal information on a mobile phone keyboard. It should be noted that one’s clear photo is a must for uploading which is no legally efficient authentication. Generally speaking, it is a kind of privacy disclosure.

#### (2) Main page

Tantan’s main interface is dominated by personal pictures. The picture takes up 80% of the page, at the bottom of the picture are the user’s essay and icon buttons. The whole interface design maximizes the importance of the picture and take the user’s preference for external image as the basis for making friends, following the doctrine of “appearance first”. To a certain extent, it follows the human communication instinct, improves the user’s use efficiency and quality of life, and allows users to achieve the maximum purpose in the minimum time. But too much matching by appearance can lead users to neglect spiritual communication and even do unethical things. It also reveals the user’s privacy to some extent. And Location sharing can make vulnerable people uncomfortable. Lack of verification of photo information can lead to fraudulent user identity.

#### (3) Interface of Discovery

The design of discovery interface is simple. It’s an important step toward making Tantan’s APP more social. The design of discovery interface resembles WeChat moments. Here users can see other users’ posts, diaries, etc. And users can also post about your daily life. But his sending is similar to the main page. Users are forced to give the APP permission to access their location for getting more content. Through Tantan APP, users improve their interpersonal communication experience, and to a certain extent, disclose their privacy rights. It is also not conducive to the personal safety of users.

## 5. The Creative Process of LOOK

### 5.1 Design Concept of LOOK

With the rapid development of China’s economy and science and technology, the spread of information is more and more extensive, and the pace of people’s life is getting faster and faster. Many young people who have just entered the society are not adapted to the change of social status from students to employees, and it is difficult to find close friends at work due to age, personality or even the relationship of superior and subordinate. Fragmented time leads to people not knowing each other well enough, “social terrorism” is increasing, and it is increasingly difficult for young people to open their hearts. The security and privacy problems of social software

on the market are gradually emerging. So my design work “LOOK” was born, which is different from the dating software on the market based on text and photos to match, it is based on interest activities in our real life as the basis of matching, and with a more perfect privacy protection mechanism. Find users who have common interests with you first, and then chat based on common interests, which provides outstanding advantages for the expression method of digital media art works, and its characteristics are reflected in the digital interactivity, the display of the screen and so on.

The social needs of young people were put in the first place in my design works, and the privacy of users was protected while satisfying the social diversity of young people. Gender and personal appearance were not used as the sole criteria for matching when designing apps. Instead, it prioritizes the user’s interests and the activities they want to do with their peers. Among other auxiliary functions, discovery, shopping, and personal time management functions have been incorporated in order to build a new comprehensive youth social platform and even improve the quality of online social communication among young people.

It is hoped to demonstrate logical thinking ability, expression method and design method through this work. This requires the designer to start from the needs of users, conduct research on the psychological level of users, and meet the experience and needs of users to the greatest extent. The design work — the interface design of Youth Interest dating APP is an exploration in interface design, and it is also a new attempt in the field of digital media art.

### *5.2 The User Intention Survey of LOOK*

In the Internet-based social space, the topic can start and end at any time, facing with the society with more and more pressure, the fast-paced acquaintance will be more relaxing, and with some feelings of stimulation, pleasure, curiosity and impulse. The prevalence of “leaving without saying goodbye” in relationships is inextricably linked to technology and changes in modern adult relationships. Nowadays, the establishment and maintenance of various relationships are largely dependent on the Internet and social software, and online friends with whom you can say everything are just strangers who have never met in reality (Xie Dan, 2009). Therefore, it is particularly important to conduct user research and understand user behavior habits and characteristics.

This survey mainly takes the form of electronic questionnaire survey, supplemented by offline personal interview. It is mainly for the 18-25 years old youth group. In order to ensure the validity and accuracy of the data, 153 questionnaires were issued, and 149 valid data were obtained. Through the survey questionnaire, the author made the following analysis on the user experience of LOOK social APP.

53% of the respondents were male and 47% were female, a logical ratio of roughly 1:1 between men and women. The age of participating users is concentrated in 18-30 years old, and the average age is 22 years old. Extroverted people accounted for 60% of the total number of people who took the questionnaire, and extroverted people are more receptive to new things. More than half of people are willing to make friends online. However, the number of youths that do not like online dating is not rare, which indicates that the risks and uncertainties of online dating still exist, and designers should strive to reduce these risks. Finally, 80% of the people who participated in the survey indicated that they are interested in making friends, and the people who want to use the LOOK APP to make friends accounted for 65% of the overall survey. This shows that the author’s research and creation is very promising and effective. When asked what they worry about when using an interest dating APP, nearly half of the respondents chose harassment with bad purposes, and nearly a third of those surveyed chose identity disclosure. As a result, harassment with bad purposes and disclosure of identity information are the main problems encountered by social apps.

When evaluating social apps, most of the surveyed people think that apps have single functions and cannot meet their needs. They think that in addition to the function of chatting, social software also needs to have moments, search, interaction, recommendation and other functions. When asked about the purpose of using social apps, one-third said they wanted to make new friends; Another third wanted to experience new apps; The rest said they wanted to talk to strangers.

In terms of interface design style, most people say that they like simple, clear color design and a strong sense of refreshing interface. Young users have much more needs for interface design than middle-aged and elderly people. They have higher standards of beauty, and they are more willing to pay for design. Young users prefer fresh and bright colors, they like bright, fresh, lively colors, such as blue, green, yellow, orange and other bright colors, these bright colors represent vigor, that is, vitality, and the color should be properly matched. Compared with middle-aged and elderly people, they have higher requirements for color matching, but also have higher requirements for the text reading experience, and have a certain sensitivity to typesetting, font, size, line spacing and other details. With the popularity of mobile Internet, flat design has gradually become the mainstream, and young users have a high acceptance of flat design, preferring simple, clean and intuitive design and interesting, vivid and creative animation effects and interactive effects, which can greatly enhance the user’s sense of

participation and user experience.

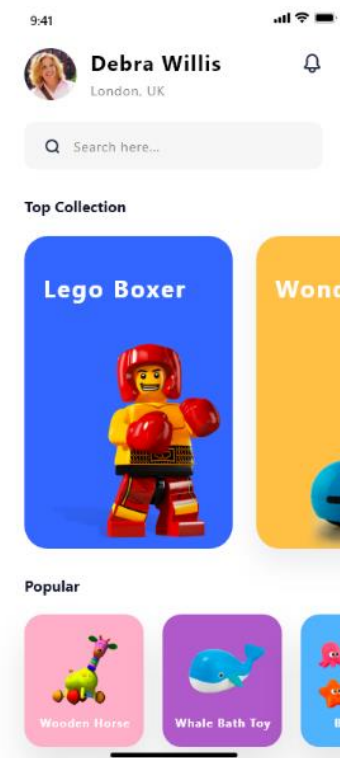


Figure 1. User Research Color Analysis

### 5.3 The Competitive Product Analysis of LOOK APP

SOUL, as a dating app that young people like to use, does have some strengths. First, its home page is designed to be simple and attractive, and it uses the ID and preset gender of some of its online users as elements to form a large planet. And the background was set as dark blue to visually reduce the high pressure of youth, which fully consider the human visual experience. Its icons are flat in style. This kind of icon is simple but exquisite, which is in line with the aesthetic modeling characteristics of young people. The icon uses colors with higher purity and brightness in design, which contrasts sharply with the dark blue of the background. It is easier to be paid more attention by users, and also in line with the aesthetic characteristics of youth. Second, the love bell, as its auditory symbol, has a certain degree of recognition. The uniqueness of the ring tone is more easily familiar to users, which forms a brand effect. Third, SOUL has a good visual interaction experience. Its interface cut scenes and interactive animations are simple but creative. Through the method of shaking the avatar and emitting halo, users can experience the freshness of communication and interaction with the interface. All these require designers to study and learn.

Research shows that young people prefer to stay up late and talk to friends at night. But its voice matching is based on the user's voice, soul matching is based on the user's preset keywords, and local matching reveals the user's real-time location, which is easy to reveal the user's personal privacy. And the user's external matching too much will lead to the result that dating is not pure. There is a big problem with SOUL's matching mechanism, which seems to assume that the first use of the software is love. When matching, there is a high probability that the user will be recommended to the appropriate opposite sex. Based on the nature of Internet dating, women are often harassed. It is also relatively simple to use. Overall, social networking seems to be the only option. There is no way to increase user loyalty, which is also its deficiency.



Figure 2. "Soul" Main Page

#### 5.4 The Product Positioning of LOOK

With the rapid development of economy, people's pace of life is getting faster and faster. In reality, it's hard to really get to know someone through chat and become his or her close friend. The network is a barrier and also a protection. Compared with offline social networking, social networking online is not easily limited by time and space. Through the Internet, people can not only talk anytime and anywhere, but also find different strangers to talk. Nowadays social apps not only have the function of making friends, but also the function of "tree holes". So more and more young people choose to make friends online. However, the functional design of youth social apps on the market is not comprehensive enough. Some problems have not been adequately addressed. With the development of the Internet, young people have higher and higher requirements for interface design and the function. Some social software is not quite in line with the needs of today's young users.

The matching method of LOOK interface design is different from that of social software on the market. It is based on interest as the main matching basis. Its only search criteria are the user's tag and the user's own search criteria (it can filter out objects that do not match the user's needs). Users can easily find their own small world, and of course provide convenience for the less sociable users. Gender is no longer a search criterion; users can show their talents in their field of interest. Of course, LOOK also has powerful features that no other software can match. It's not just a social app, it also has a new shopping feature. Users can buy tickets to various events and even join group chats for offline events. It even has great time management skills and can help us find friends to hang out with. Of course, not only does LOOK use advanced means to give users the right to use part of the software, so that users can have full autonomy to choose the object they want to match, but also LOOK can protect the privacy of users online. LOOK also protects the personal safety of users offline, which is the outstanding feature and advantage of the design works.

#### 5.5 The Interface Design of LOOK

With the rapid development of China's economy, people begin to pursue spiritual needs after their material needs are satisfied. In recent years, design and packaging have become indispensable factors in the successful sale of products.

A basic flowchart is the start, showing the general visual design and layout of the interface in simple, single



colors, and marking the logic and connection between the interfaces, showing the general operation method and the overall concept. In every link from color design to typography design to LOGO design to font design to cut scene design, I fully consider the use habits and comfort of target users and refer to the latest successful cases of foreign interface design, so that users can get a better visual experience and use experience. In addition, because of the lack of dating software in the market, I added a new model of “interest dating” which is more suitable for modern young people to make friends in a fast pace so that users have more security and a sense of belonging which can bring a better experience to the lives of young people.

The whole work is dominated by pink and yellow gradients of moderate purity and brightness, red and yellow will stimulate people’s desire to use. The gradient from top to bottom will make people’s vision more comfortable. The whole interface design is suitable for high profile, medium profile and low profile, so the viewing is very good, it will not make the user visual fatigue. The circular design at the edge of the color block adds a touch of interest. A simple form has been adopted for all the icons and text design in the interface. Their colors are intelligently switched according to the background color of the interface. Different treatments for color and area have been made to achieve a clear effect of primary and secondary for the part of the interface that you want to highlight.

In the interaction design of the whole interface, touch was adopted as the main input interaction, and slide and pop as the main output interaction. Users can touch the icons at the top and bottom to achieve the desired effect. Of course, icons can be touched in different ways depending on how the user uses them. There will also be different ways to present and achieve different effects. There is some logic to this.

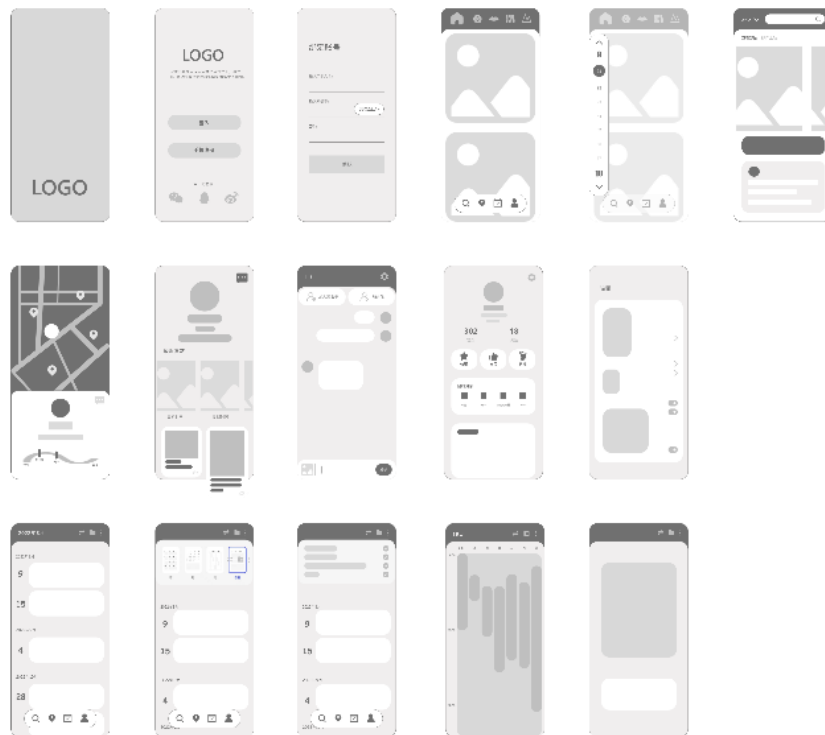


Figure 3. Flow Chart



Figure 4. LOOK Main Page



Figure 5. LOOK Interface



Figure 6. LOOK Interface

## 6. Practical Experience

During the whole research process, it is realized that the investigation is of great importance. The whole process from asking questions, analyzing problems, to solving problems is also very important. The integral research method of the double drill model was used to systematically elaborate the design works from the early user research to the analysis and integration of conclusions to the later design work. How my work is similar or different or better than other real-life applications was comprehensively explained through competitive product research; By summarizing and integrating the research content, the user portrait that can best represent the characteristics of the user is made. And the achievement is how to use the design method to make the interface design more humane, so that users can use the product more comfortable. Of course, the design work has some shortcomings, and the theoretical and practical aspects of interface design discussed in this paper are not comprehensive enough. Design is not static, nor is the design method. This requires our younger generation to discover and innovate (LI Zixin, et al., 2022).

## 7. Conclusion

As a form of artistic expression, interaction design affects our real life in all aspects. Through the research on the theory and practice of interface design in digital media art, this paper expounds the concepts of digital media art and interface design, the design method centered on user experience, and carries out personal design practice. The “people-oriented” design concept was carried out in finding problems in practice and solving them. In today’s society, digital media art works are blooming, and interface design is one of the important links. The resulting program development, practical application, user research and social evaluation are all issues that we should pay attention to. The in-depth research and summary on this have been conducted to bring more aesthetic support to the future interface design, interaction design and even various forms of digital media art works.

In the practice of this digital media art design, what the designer is after is not the expression of the pursuit of the sense of form, but the more direct and profound form of artistic expression – interactivity. In this design, the designer constantly perfects the design works to improve design accomplishment, accepts different design styles and design concepts, and shows the user-centered and interactive design works to the audience. This laid a solid foundation for the future research and study in interface design and even digital media art. The knowledge about the color, symbol, layout and interaction of interface design and the core design idea of people-oriented service for users have been learned. Only in this way can designers create a design that is truly beneficial to the people and society and can improve the quality of life for users.

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