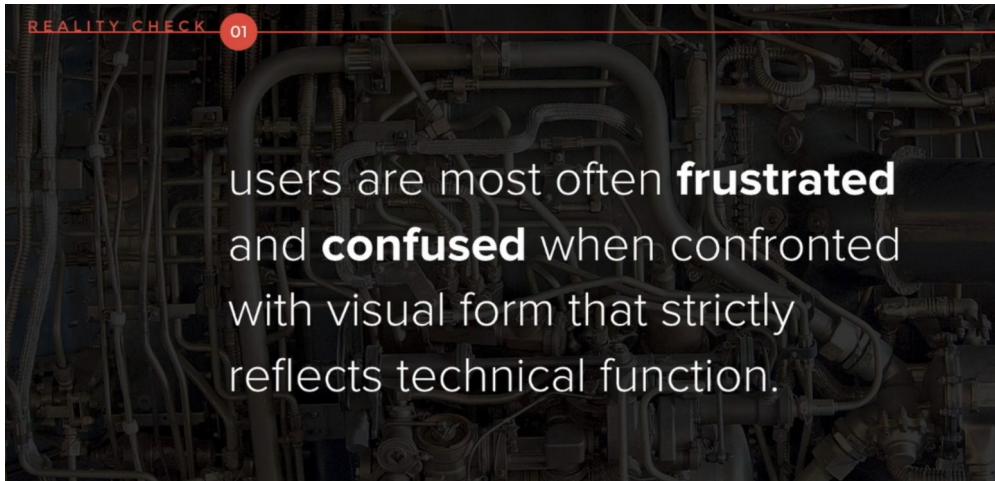


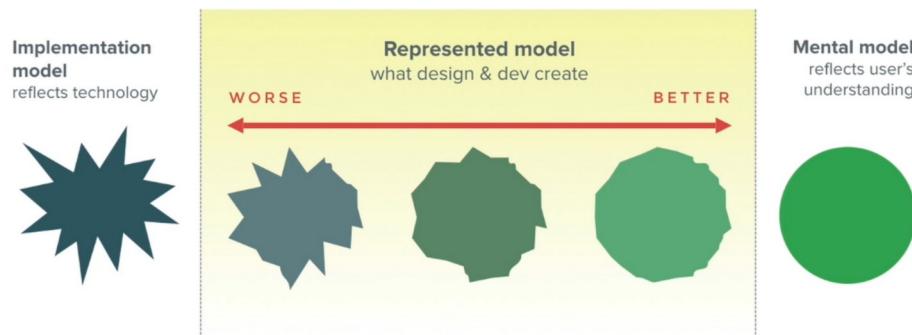
# **WHY FORM FOLLOWS FUNCTION IS NOT A UI DESIGN PRESCRIPTION**

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- visual form that strictly reflects technical function is most times scary and daunting
- **design according to implementation**

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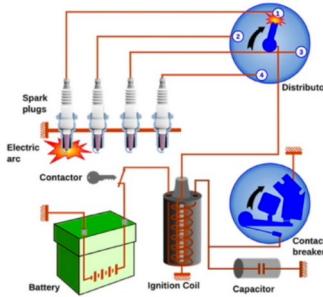


- Book recommendation: *About Face* by Alan cooper
- implementation model is development, build centric
- mental model is based user's experience only, what a user will be most familiar and comfortable with
- the closer the build is to the mental model the better the user experience, the closer it is to the implementation model the worse the user experience, **like a light switch; if you see a naked light switch it terrifies you, if you see a clean light switch you're familiar with you'd be more comfortable turning the lights on.** In other words a build is incomplete without proper design accounting for user experience

- here's the critical question.

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Do you need to know the **mechanics** of how something works in order to **use** it?



- You don't need to understand automotive engineering to drive a car
- why do we follow the prescription?

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Because it's **easier** to design software that follows the implementation model:

- A button for every function.
- A field for every input.
- A page for every step in a transaction.
- A dialog for every code module.
- a build based on every functionality is a bad design, even if it is pretty

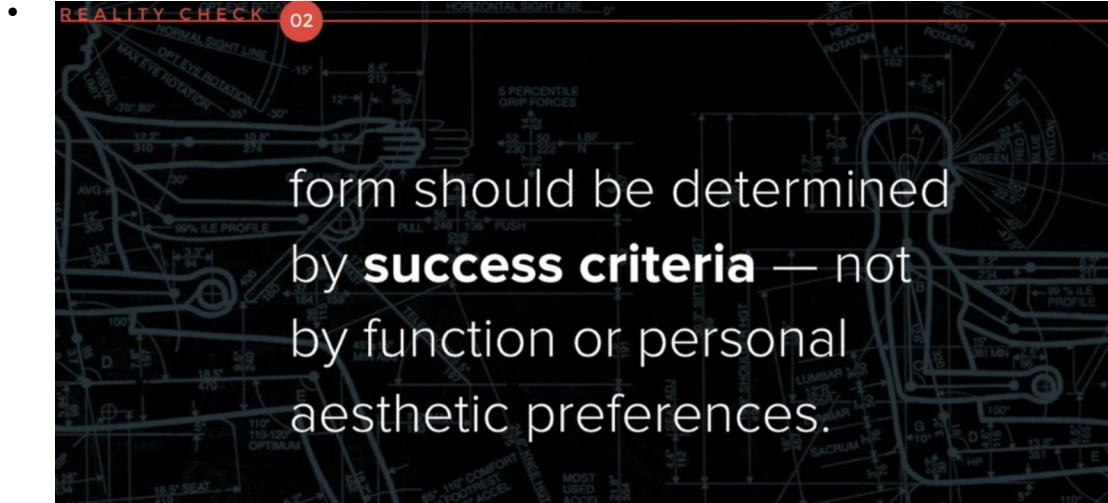
## as users, we don't care how it works.

Our focus is on the experience — specifically, our **expectation** of that experience.

- We have a mental model that **predicts** the experience and tells us what we can expect.
- When the UI sticks close to our mental model, **use** is easier.
- When use is easier, we **buy, download, share, promote**, etc.



- users only use things when they're easy to use and understand, while also being able to fully comprehend the value of what they're using



- But what constitutes success tho?
- **outcomes, not features**

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Form follows function only works in situations where something has only **one** function.

Which is true of *nothing* in this universe.

People don't necessarily use things the way they were designed to be used.

Convenience trumps best practice every time.



- **ask the right questions**



- trade-offs are necessary when considering the success of the product

- what visually communicates value?

**Form follows function** might dictate that all enterprise systems should look the same.

(Which they *do*, by the way)

Or that all user interfaces should look the same, despite audience, subject and data differences.

Would you design a first-person game and a financial management app to look exactly the same?

