

**STOP SOLVING OTHER PEOPLE'S  
PROBLEMS**

- Do you start your design by looking at themes(Bootstrap)?:

## don't look at themes

Themes look nice — but they offer **no explanations** of what, how and why.

- ➡ These collections don't tell us anything about about the **problems** they were created to solve.
- ➡ We have no idea how **decisions** were made to use/implement these examples.
- ➡ We're looking at pretty pictures, but we have no sense of whether what we see is **appropriate**.

- Do you start the design process by looking at the work of other designers (Dribbble)?

## don't look for inspiration

I want you to understand that you *will not find inspiration* looking at the work of others.

Let that sink in a minute.

You will not find inspiration.

What you *will* find is **someone else's solution** to **someone else's problem**.

The problem *you* have to solve belongs exclusively to **you**, your **client** and your **users**.

do not seek  
to follow  
in the footsteps  
of the wise.

seek what  
they *sought*.

Matsuo Basho

- How many of you start the design process by looking at current UI trends?

## don't look at trends

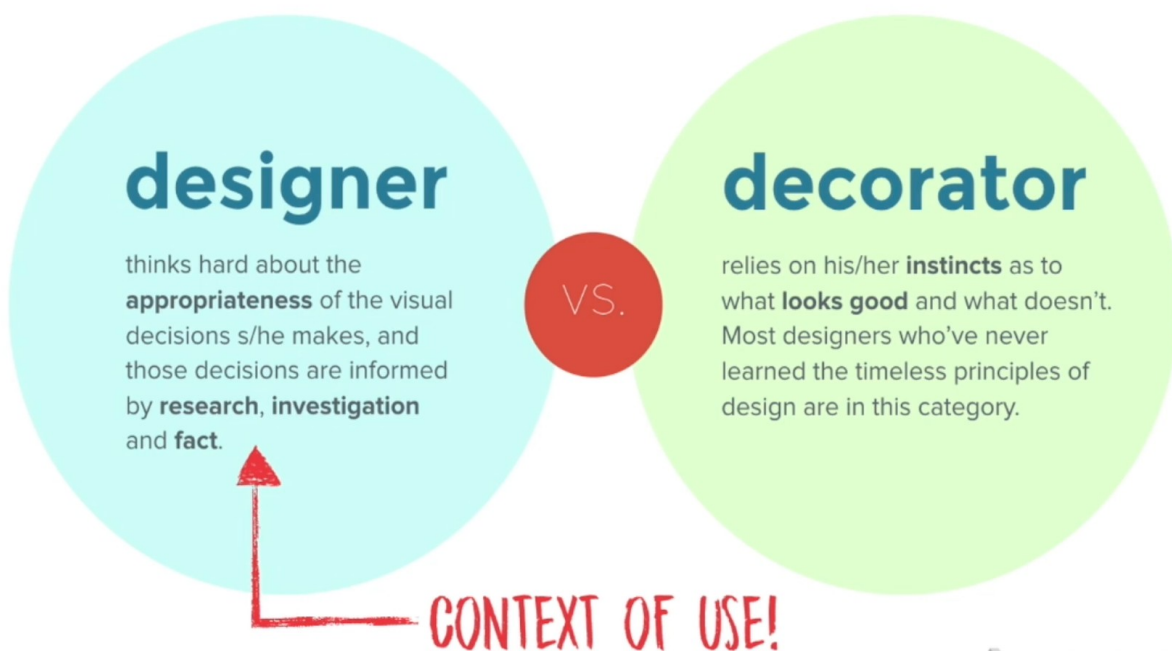
Flat design has become a widespread trend.

- ➔ Designers are adopting the **look** without considering whether it's **appropriate** for the situation, or whether people will **understand** what they see.
- ➔ Flat design without **visual affordances** makes it difficult for the user to understand that what they're seeing is interactive.

- Visual affordances are buttons, cues, symbols people are familiar with in their everyday life, for ease of use in a new design, people can't appreciate what they don't understand

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## design vs. decoration



- **Design mantra 02: stop solving other people's problems**, rather focus on your own problems you're trying to solve, your clients, your product