

principles in action of bilibili

Consistency

- **Understandable guidance.**
 - When there are some new messages, a red point will appear on the certain button to remind you to check it.
 - When you hold your mouse to a certain button, a list of reachable operations will list out.
- **Appropriate constraints.**
 - The mouse cursor turns to "pointing hand" when the mouse moves to a part that can be clicked, while it becomes a arrow when the part can not be clicked.
 - The area that can not be operated will turn gery.
- **screen design and visibility.**
 - Clear layout. The menu, trending video section, recommended video section are separated clearly.
 - Nice color design. The whole page is decorated in a theme of pink and white, and the elements match in harmony.
- **Error recovery.**
 - The warning window " Are you sure to delete it? "will pop out when the user wants to delete a video posted before.
- **Participatory design techniques.**
 - When it comes to a new version, there would be a "beta version" for some volunteers to experience first, and they can give their advice to the designers to make some changes.

Affordances

- **Following GUI design guidelines.**
 - All the elements can be used based on people's common knowledge. The button shaped elements can be clicked, checkbox can be checked properly, text area can be typed into in the right places.
- **Clear navigation.**
 - The elements on menu can leads user to move around the app. Users can go to different sections by clicking different items on the menu.
 - They have step-by-step instructions for a sequence of operations such as register an account or post a video. People can also go backwards when the last step was not finished.

Control

- **Automatic actions.**
 - Saving video progress. When you watch a video, the app will save where you stopped last time, and continues the video from where you stopped.
 - Save forms. When you fulfill some forms, the app will help to save you work before you close the tab.
- **Feedbacks**
 - When you give likes or coins to a video successfully, the relevant animation will come out and the element's color will change.
 - When you forward a video successfully, a small window will pop out and says "forward successfully".

Flexibility

- **Appearance.**
 - The application allows users to set themes and avatars according to their preferences.
- **Functions.**
 - Users can also add or remove items in the navigation bar according to what they need.

style and conviviality

- **Error messages are carefully designed.**
 - The 404 error message is replaced to a lovely picture in which two girls sit on the ground and say "Oh! There is nothing!".
- **Lovely effects and details.**
 - When click "like" for others, a girl will pop out and hold a flower, and when giving coins for videos, there will be a lovely animation coming out.
 - A picture on the top will be changed according to different season. For example, it is currently a picture of spring because it is March.