

A Non-Expert's Encyclopedia of UI & UX Design Topics

New Items (5/2/19):

[Why Japanese Web Design is So Different \(RandomWire\)](#)

[Why Do Chinese Websites have all those Numbers? \(NewRepublic\)](#)

[Color Theory \(Color Matters\)](#)

[Why Facebook is Blue \(Buffer\)](#)

[Hues, Tints, Tones, Shades \(MyBluPrint\)](#)

[Contrasting Colors \(Canva\)](#)

analogies

[How to Think Using Visual Analogies \(Anna.VC\)](#)

animation













[The Proper Use of Animation \(UX Design\)](#)

annotation

[Annotation is Now a Web Standard \(Hypothes.is\)](#)

checklists

[A UX Checklist \(Github\)](#)

Research	 Competitive Analysis See how others solve similar problems and try to not reinvent the wheel. Read more	 Data analysis Do you have all the useful data you need? Try to have a look at funnels, clicks, page views, performance... Read more	 User feedback Always speak with Customer Care team! Don't have one? Check your old surveys or videos, what your customer says? What do they actually do? Read more
	 User stories Have you done personas yet? If not DO IT NOW. Oh, now use them to write down user stories and scenarios. Read more	 User flows Create your user's flow based on the scenarios you created, you can use it later to review the journey and create wireframes on top of each step. Read more	 Red routes Define red routes for your product and you'll be able to identify, prioritize and eliminate any usability obstacles on key user journeys. Read more
	 Brainstorm & sketch Find a war room, fill it with markers and grids, get together and sketch, discuss, vote, disrupt, have fun! Read more	 Wireframe Add some details and structure to your ideas, reuse patterns and create pages on top of your user flows so you'll not leave anything behind. Read more	 Prototype You can start creating paper prototypes and continuously iterate to more functional ones. Use sketches, HTML, pages or static images, then just get some people and test. Read more
	 IA Understand your users, your data structure and your channels. How can you organize your navigation and content in a clear and consistent way? Read more	 Language Follow your brand personality, keep in mind user's culture and language, the context of your product and make sure they understand you. Read more	 Accessibility You don't need to add extra functionality or to duplicate any content. The key is simply to assess the requirements of those with different skills and limited devices. Read more

[Front End Performance Checklist \(Smashing Magazine\)](#)

colors

content models

[Content Models \(UX for the Masses\)](#)

design patterns

[7 Rules for Creating Gorgeous UI \(Pt 1\) \(@erikdkennedy\)](#)

[7 Rules for Creating Gorgeous UI \(Pt 2\) \(@erikdkennedy\)](#)

design patterns (dark)

[Dark Pattern Types \(Dark Patterns\)](#)

design patterns (web)

[Web Interface Design patterns \(O'Reilly\)](#)

[Designing Web Interfaces - Explore](#)

[Response Web Design Patterns \(Brad Frost\)](#)

[A Collection of Explore-and-Exploit Interfaces \(Medium\)](#)

[Design Patterns \(Designing Interfaces\)](#)

[What is Flat Design \(Design Contest\)](#)

[Good UI](#)

empathy maps

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[Empathy Maps \(UX for the Masses\)](#)

[Empathy Maps \(Innovation Games\)](#)

experience maps, customer journey maps, user stories

[Examples of Customer Journey Maps \(ConversionXL\)](#)

[User Story \(Wikipedia\)](#)

[Experience Maps \(UX for the Masses\)](#)

[Our Guide to Experience Mapping \(Adaptive Path\)](#)

[How to Build an Experience Map \(@wnialloconnor\)](#)

[Examples of Customer Journey Maps \(ConversionXL\)](#)

grids

[5 Design Ideas with Grids \(Canva\)](#)

logos

[Intro to Logo Design \(Creative Bloq\)](#)

kerning

<https://www.canva.com/learn/kerning/>

knolling

[Knolling Examples \(The UltraLinx\)](#)

letterpress

[Letterpress \(Canva\)](#)

parallax

[What Parallax ... Lacks \(NN Group\)](#)

personas

[Personas \(UX for the Masses\)](#)

principles, guidelines, frameworks

[How to Design a Large-Scale Responsive Site \(UX Booth\)](#)

[The Laws of UX](#)

[UX Guidelines: Ecommerce Homepages, Category Pages, Product Listings \(NN Group\)](#)

[Awesome Design Principles \(GitHub\)](#)

[Visual Perception and Gestalt \(Smashing Magazine\)](#)

[Space And The Figure-Ground Relationship \(Smashing Magazine\)](#)

[Contrast And Similarity \(Smashing Magazine\)](#)

[Visual Weight And Direction \(Smashing Magazine\)](#)

[Dominance, Focal Points And Hierarchy \(Smashing Magazine\)](#)

[Compositional Flow And Rhythm \(Smashing Magazine\)](#)

process diagrams

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[Process Diagrams \(UX for the Masses\)](#)

pull quotes

A short quote or excerpt pulled from the main text and used as a visual element to help highlight important ideas and draw interest to the piece. Pull quotes are very common in magazine design.



resources

[Awesome UX Resource \(Netoguimaraes - GitHub\)](#)

[Awesome Design Resources \(GitHub\)](#)

scale

[Scale & Design \(Canva\)](#)

scenario maps

[Scenario Maps \(UX for the Masses\)](#)

searching

[7 Things I Wish Every Search Did \(Intercom\)](#)

sitemaps

[Sitemaps \(UX for the Masses\)](#)

sketching

[Sketching \(UX for the Masses\)](#)

stock photos

[Stock photos \(Canva\)](#)

storyboards

[Storyboards \(UX for the Masses\)](#)

[Intro to Storyboarding \(Johnny Holland\)](#)

[Storyboarding \(Smashing Magazine\)](#)

style guides

[Style Guides \(UX for the Masses\)](#)

[Creating a Style Guide \(A List Apart\)](#)

[Example Online Style Guide \(Starbucks\)](#)

[Buffer's Style Guide](#)

symmetry

[The Rule of Thirds \(MyBlueprint\)](#)

[The Rule of Thirds \(Company Folders\)](#)

[Intro to the Golden Ratio \(Canva\)](#)

[How to Use the Golden Ratio \(Company Folders\)](#)

(software) tools

[Free UX Tools \(UX for the Masses\)](#)

[Visual Inspiration Tools \(Awwwards\)](#)

task grids (work

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breakdown diagrams)

[Task Grids \(Work Breakdowns\) \(UX for the Masses\)](#)

tooltips

[How to Use Tooltips as Micro-Interactions \(Web Designer Depot\)](#)

typography

[Intro to Typography \(Practical Typography\)](#)

[How to Pick Font Families for your Site \(LifeWire\)](#)

[Understanding Typographic Hierarchy \(TutsPlus\)](#)

[A Visual Guide to Typography \(Canva\)](#)

(uncategorized)

[Why Japanese Web Design is So Different \(RandomWire\)](#)

[Everything I Needed to Know About Good UX I Learned While Working in Restaurants \(NN Group\)](#)

[A Crash Course in User Psychology \(The Hipper Element\)](#)

visualization

[The Periodic Table of Visualization Methods \(Visual Literacy\)](#)

[10 Simple Rules for Better Visualizations \(Plos\)](#)

[Style Tiles \(A Visual Site Language\) \(UX for the Masses\)](#)

[Beautiful Reasons \(Accurat Studio\)](#)

white space

[White space \(Canva\)](#)

wireframes

[Great Wireframe Examples \(Pinterest\)](#)

word clouds

<http://tagcrowd.com/>

[Word Clouds with Wordle \(Boxes & Arrows\)](#)