

UI/UX RULES FOR PRODUCTION DESIGN

Design System & Quality Standards

1. VISUAL DESIGN

1.1 Typography

Rule	Specification
Font selection	System fonts or well-optimized web fonts only
Type scale	3-5 text sizes (establish hierarchy)
Body text minimum	16px
Line height - Body	1.5
Line height - Headings	1.2

1.2 Color

Rule	Specification
Primary palette	Maximum 1-2 accent colors
Neutrals	3-5 shades (light to dark)
Semantic colors	Success, warning, error, info
Contrast ratio (text)	WCAG 2.1 AA: 4.5:1 minimum
Contrast ratio (UI)	WCAG 2.1 AA: 3:1 minimum

Export to Sheets

1.3 Spacing

- **Grid system:** 8px base unit
- **Spacing scale:** 4, 8, 16, 24, 32, 48, 64, 96px
- **Content padding minimum:**

- Mobile: 16px
- Desktop: 24px

1.4 Layout

Requirement	Standard
Breakpoints	Mobile, tablet, desktop
Maximum content width	1200-1440px
Touch targets	Minimum 44x44px

2. INTERACTION

2.1 Feedback

- Visual feedback within **50ms** for hover/focus states.
- Loading states required for all async actions.
- Success/error messages within forms.
- **Disabled states:** 40-50% opacity, visually distinct.

2.2 Navigation

- Current location must be visually indicated.
- Breadcrumbs required for pages 3+ levels deep.
- Browser back button functions as expected.
- Navigation placement remains consistent across pages.

2.3 Forms

- Labels always visible (no placeholder-only labels).
 - Error messages must be specific and actionable.
 - Real-time validation for critical fields.
 - Auto-save progress when possible.
-

3. ACCESSIBILITY

3.1 Screen Readers

- All images have alt text (empty alt="" for decorative)
- Proper heading hierarchy (h1 → h6)
- ARIA labels for interactive elements without visible text
- Landmarks: header, main, nav, footer

3.2 Keyboard

- All actions keyboard accessible
- Visible focus indicators (custom, not browser default)
- Logical tab order
- No keyboard traps

3.3 Motion

- Reduced motion preference supported
 - Animations under 500ms duration
 - No auto-playing content
 - Pause/stop controls for moving content
-

4. PERFORMANCE

4.1 Loading

Requirement	Implementation
-------------	----------------

Content structure	Show immediately (skeleton screens)
--------------------------	-------------------------------------

Critical CSS	Inlined
---------------------	---------

Below-fold images	Lazy load
--------------------------	-----------

Code splitting	Route-based
-----------------------	-------------

4.2 Assets

- **Images:** Compressed, WebP format with fallbacks.
 - **Icons/logos:** SVG format.
 - **Fonts:** Subset when possible.
 - **Critical assets:** Preload.
-

5. CONTENT

5.1 Writing Guidelines

- ✓ Clear, concise, and scannable
- ✓ Active voice, present tense
- ✓ Consistent terminology across product
- ✗ No placeholder text in production

5.2 Empty States

Never show empty screens without:

- Helpful message or illustration
- Clear next action
- Guidance on what to do next

Zero data ≠ Zero UI

6. MOBILE

6.1 Touch Interactions

Interaction	Guideline
Hover	No hover-dependent interactions
Swipe gestures	Optional only, never primary
Thumb zones	Critical actions in bottom 1/3
Pull to refresh	Only when contextually appropriate

[Export to Sheets](#)

6.2 Viewport

- Meta viewport tag required.
 - No horizontal scrolling.
 - Text resizing supported up to 200%.
-

7. CONSISTENCY

7.1 Components

- Single source of truth (design system/library).
- Reuse patterns, do not reinvent.
- Document all exceptions.
- Conduct regular design audits.

7.2 States

Required states for all interactive components: `Default → Hover → Focus → Active`
`→ Disabled → Loading`

- States must be consistent across similar components.
 - State changes must be clearly visible.
-

8. ERROR HANDLING

8.1 404 / Not Found

- Clear message explaining what happened.
- Navigation options back to working pages.
- Brand consistency maintained.
- Search functionality (if applicable).

8.2 Form Errors

- Highlight the problematic field.
- Explain how to fix the error.
- Preserve entered data.

- Show errors after submit (not during typing).
-

9. TESTING

9.1 QA Checklist

- [] Test on actual devices (not just emulators)
- [] Test on different network conditions (3G, 4G, offline)
- [] Screen reader testing (VoiceOver, TalkBack, NVDA)
- [] Full keyboard navigation
- [] Zoom to 200%
- [] Color blindness simulation

9.2 Edge Cases

Scenario	Test
Content length	Very long/short strings
Input	Special characters
User behavior	Rapid clicking/submitting
Navigation	Back/forward buttons
Session	Browser refresh

Export to Sheets

10. IMPLEMENTATION NOTES

Priority Levels

- **P0:** Critical - Must implement
- **P1:** High - Should implement
- **P2:** Medium - Implement when possible
- **P3:** Low - Nice to have

Document Control

Version 1.0

Last Updated 11/2/2026

Owner Product Design
Team

Review Cycle Quarterly

Export to Sheets

These rules should be adapted to your specific product needs while maintaining core usability principles.

Next Review: 1/5/2026