Week 4 Reflective report

This week I spent my time mainly on watching and learning some UI samples in the internet. I found there were some comments in these well-designed websites.

Design are not simple arrangement and editing. UI design makes the web persuasive, and even gives its value and meaning through clarifying and modifying. The principle of designing is quite complex, through learning I sum up four points: Clear > fluency > unity > beauty. A good product must be designed in this order.

Before we design, we must understand the demand. If your interface has already met the demand, do not add any other elements. Don't think the page is too simple and too few. I will add something else to enrich it. It's silly. If you haven't taken these four points into consideration before, think about what you should start with now.

**Clear**, understand the needs;

**Smooth,** clear user goals;

**Unifying**, the interface elements are consistent;

**Beautiful**, simple but not easy.