

# Golden Rules of User Interface Design

## 1. Strive for consistency

Users should not have to wonder whether different words, situations, or actions mean the same thing. Do not confuse your user — keep words and actions consistent. Use “The Principle of Least Surprise.”

In other words, use all elements across your application consistently. For example a certain style of button should always do the same thing, or navigation should function logically.

Consistency of:

- Functionality
- Appearance
- Terminology

## 2. Visibility of system status or Offer informative feedback

The system should always keep users informed about what is going on. Through appropriate feedback in a reasonable time. Don't keep the users guessing — tell the user what's happening.

Users don't like surprises. The user wants to be in control, and trust that the system behaves as expected. For frequent and minor actions, the response can be modest, while for infrequent and major actions, the response should be more substantial.

Feedback:

- Relevant
- Fits importance and urgency
- Comprehensible and meaningful
- Within appropriate context (time and place)

## References

Babich, N. (2016) *Golden Rules of User Interface Design*. UX Planet. [Online] [Accessed on 29<sup>th</sup> September 2020] <https://uxplanet.org/golden-rules-of-user-interface-design-19282aeb06b>