

# USER EXPERIENCE

A GUIDE FOR MARKETERS AND DESIGNERS

NICK KOLENDA

# Hello...



I'm Nick Kolenda.

I wrote this guide for designers who want to improve their interfaces (e.g., websites, apps, software). Inside you'll find usability guidelines for any product.

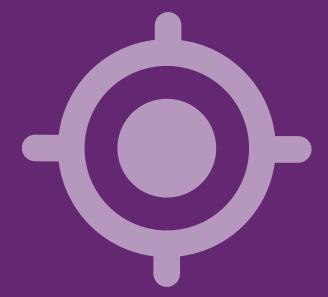
It's free for everyone — share this PDF with your team or colleagues.

Download my other guides here:

[www.NickKolenda.com](http://www.NickKolenda.com)

# Contents

1	GUIDELINE <b>FOCUS</b>	4
2	GUIDELINE <b>UNDERSTANDING</b>	15
3	GUIDELINE <b>EFFORT</b>	27
4	GUIDELINE <b>ERRORS</b>	40
5	GUIDELINE <b>COMPATIBILITY</b>	51
A	<b>CHECKLIST</b>	60



GUIDELINE 1

## FOCUS



GUIDELINE 2

## UNDERSTANDING



GUIDELINE 3

## EFFORT



GUIDELINE 4

## ERRORS



GUIDELINE 5

## COMPATIBILITY

# Create an Entry Point

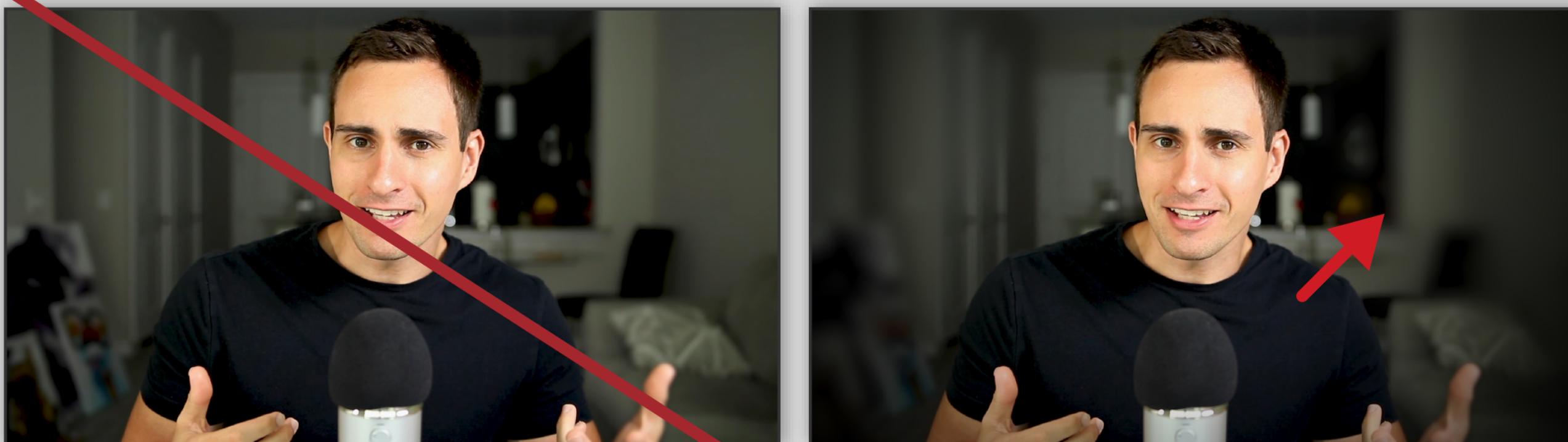
Every interface needs a specific element that pulls the eye into the design.

Emphasize the Most Important Element

Desaturate Elements Near the Entry Point

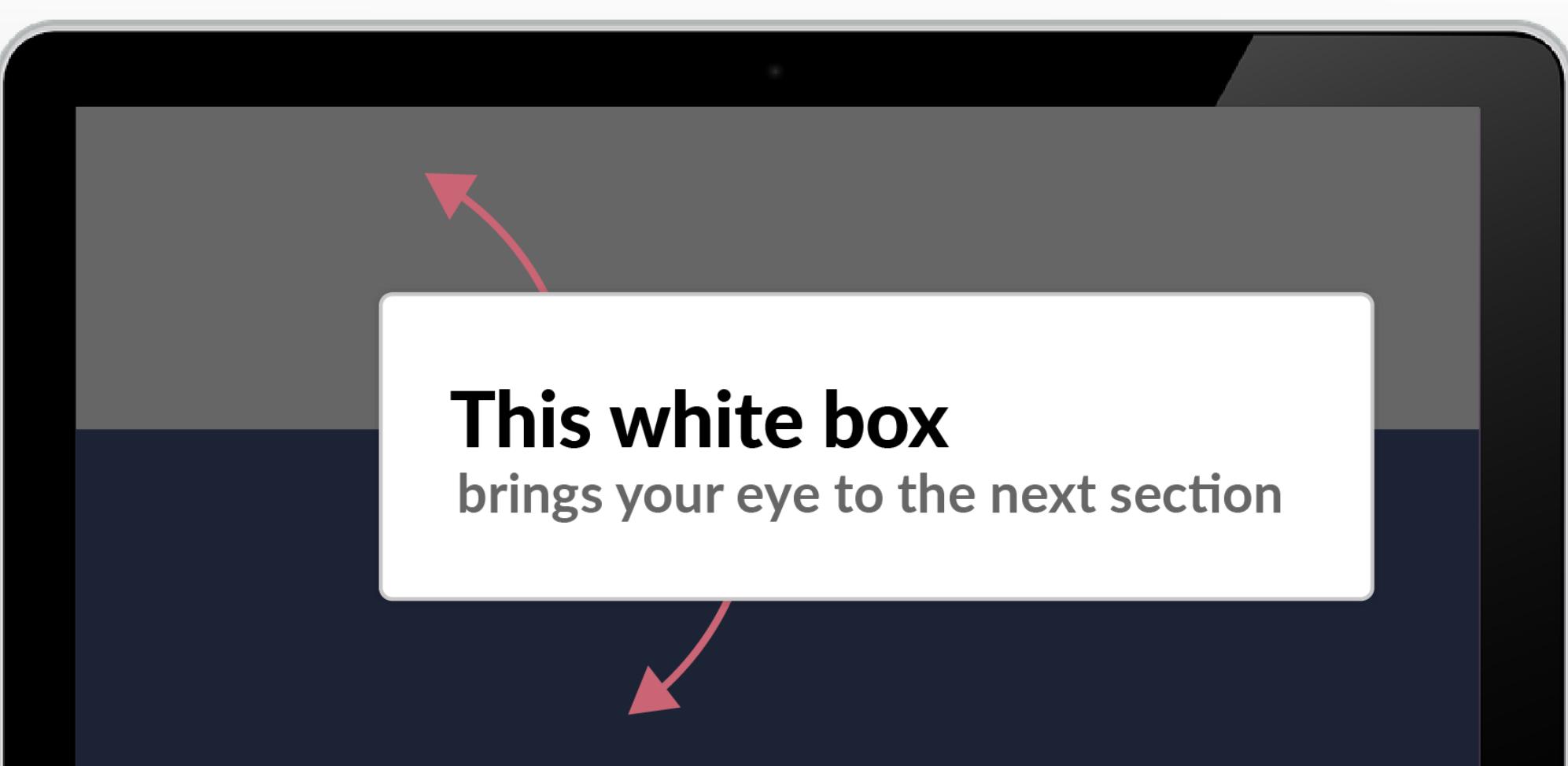
# Guide Eye Flow

Once you capture attention, guide it throughout the design.



Nick Kolenda

**Obscure Background Details**



Nick Kolenda

**Overlap Elements Across Sections**

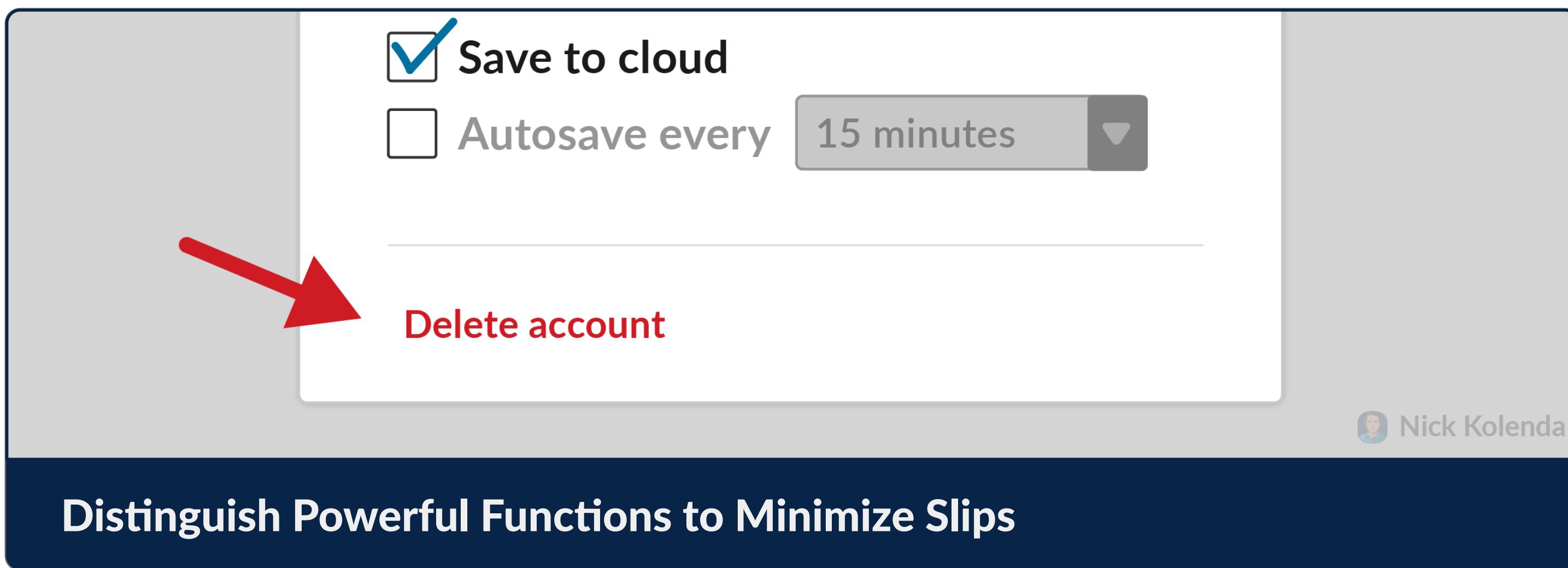
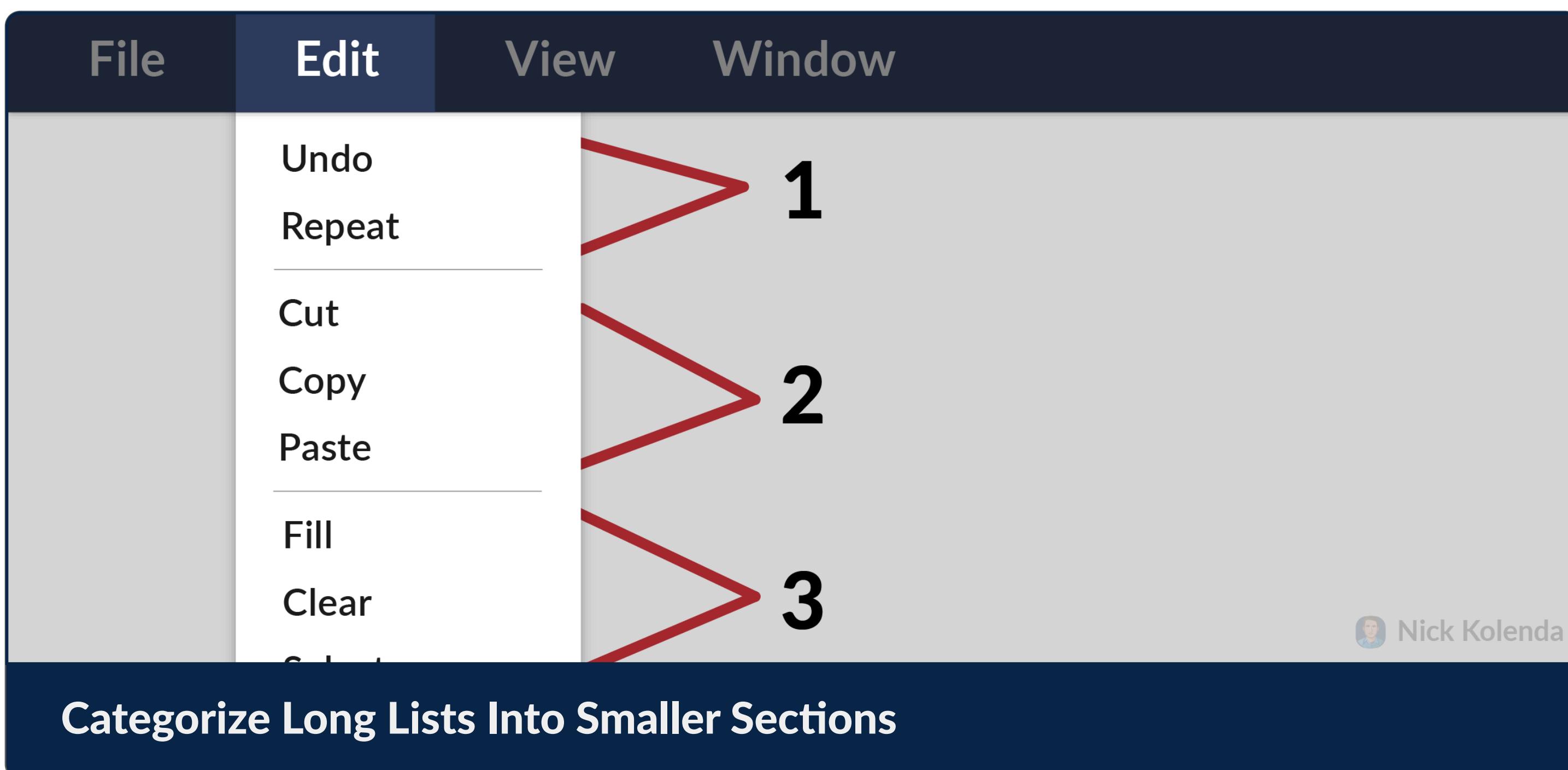
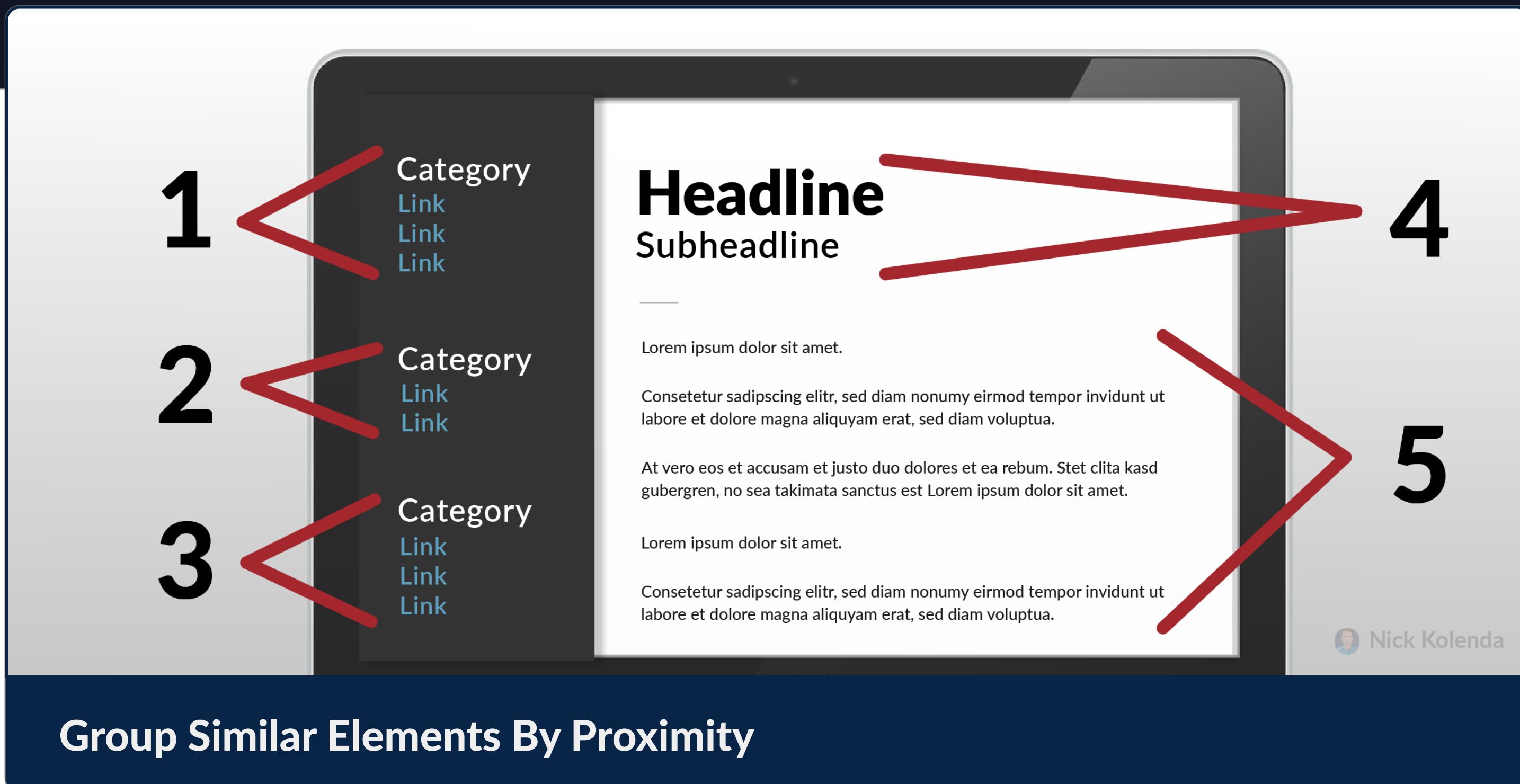
# Group Similar Elements

Push them closer. Use the same color.

Group them inside a container.

The screenshot shows a mobile application interface. At the top is a header section with a profile picture and the name "Nick Kolenda". Below the header is a large text area containing two distinct blocks of placeholder text (Lorem ipsum). A red arrow points from the word "Headline" to the top of the first text block. The bottom of the text area features a dark blue footer bar with the text "Push Headlines Closer to Their Sections".

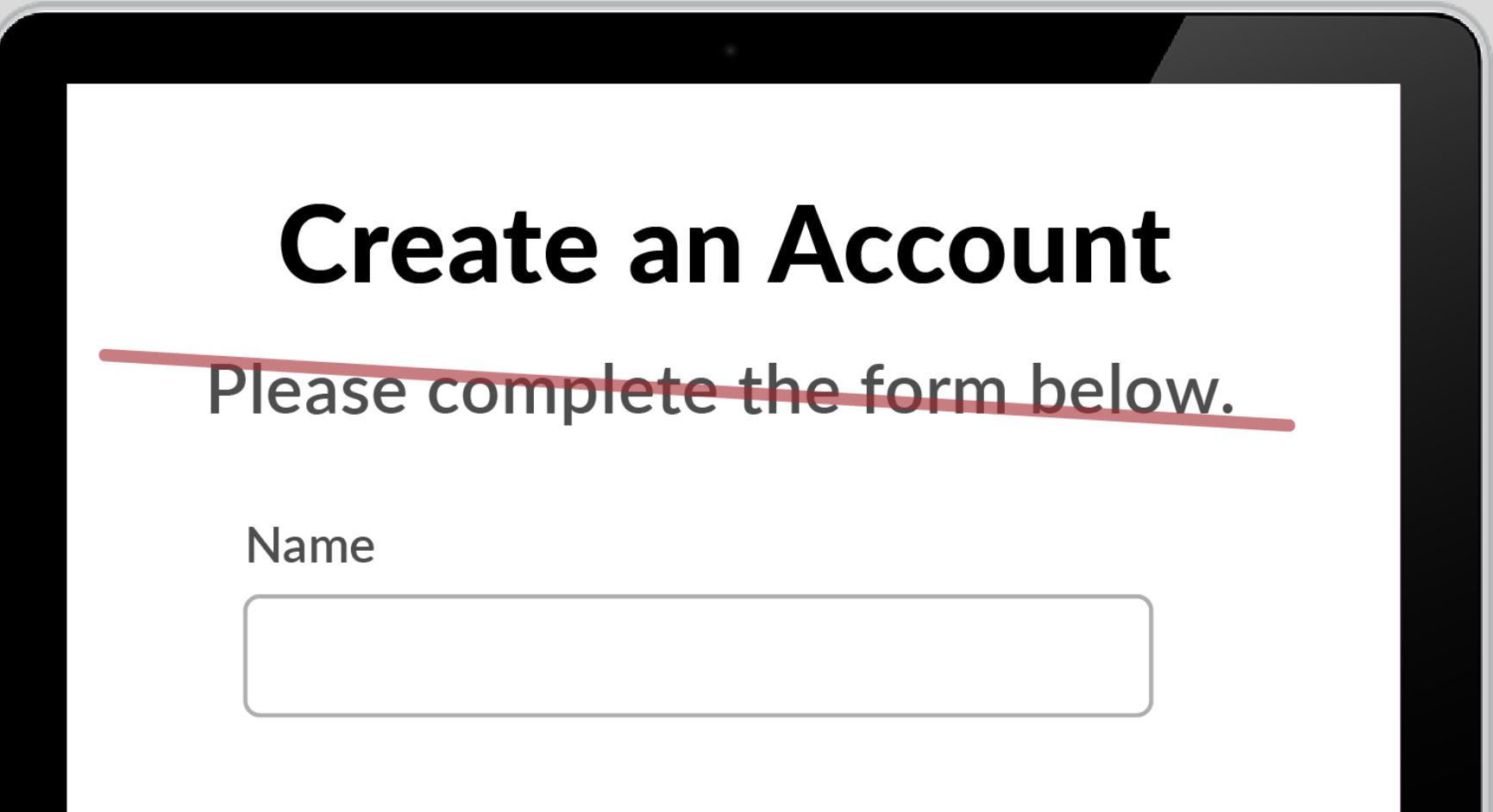
The screenshot shows a mobile application interface with two sets of form fields. Each set consists of a label (e.g., "Name", "How did you hear about us?") followed by an input field. A thick red line is drawn diagonally across the screen, connecting the "Name" label of the left set to its input field and the "Name" label of the right set to its input field, while also touching the "How did you hear about us?" label of the right set. The bottom of the screen features a dark blue footer bar with the text "Keep Labels Close to Their Elements".



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

# Remove Unnecessary Elements

Maintain focus toward the elements that matter.



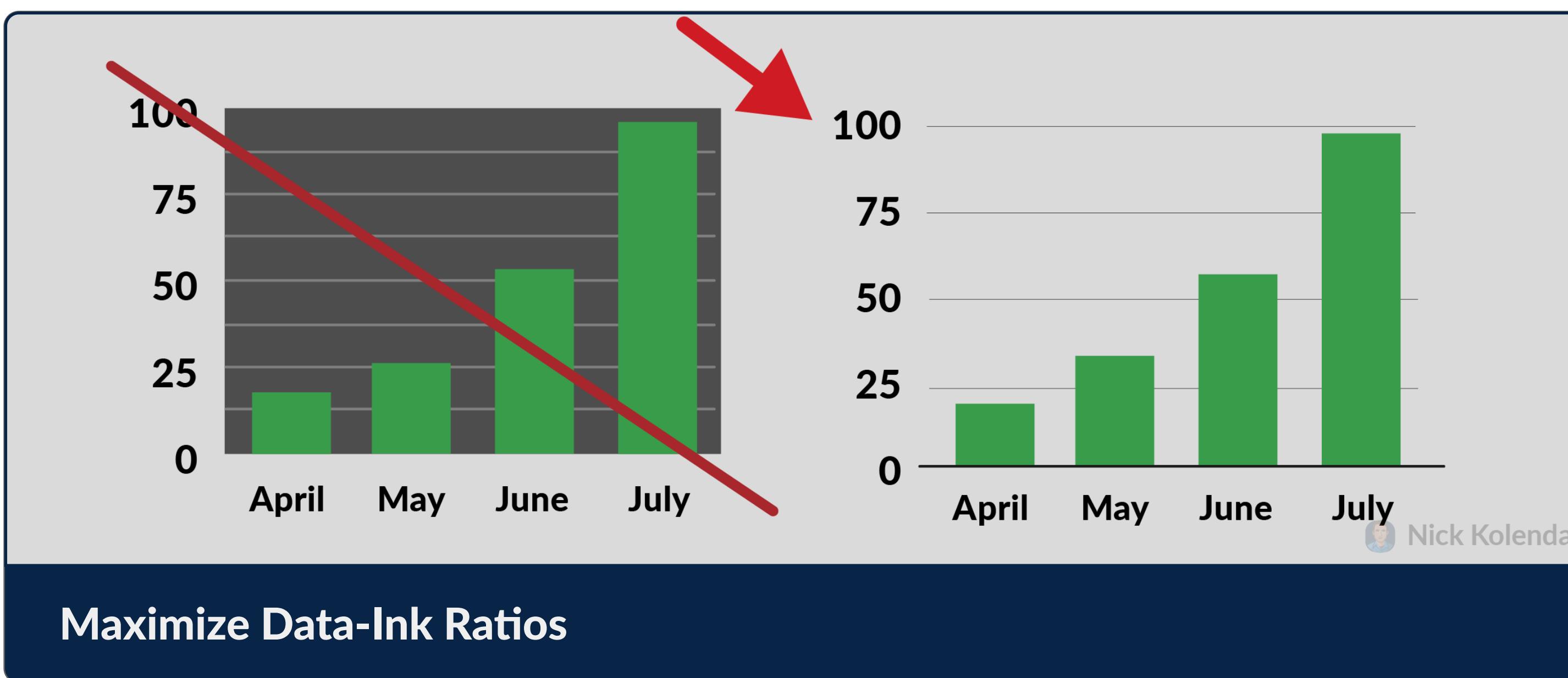
**Create an Account**

Please complete the form below.

Name

Nick Kolenda

**Omit Self-Explanatory Instructions**



How much is shipping? +

Can I return the item? - 

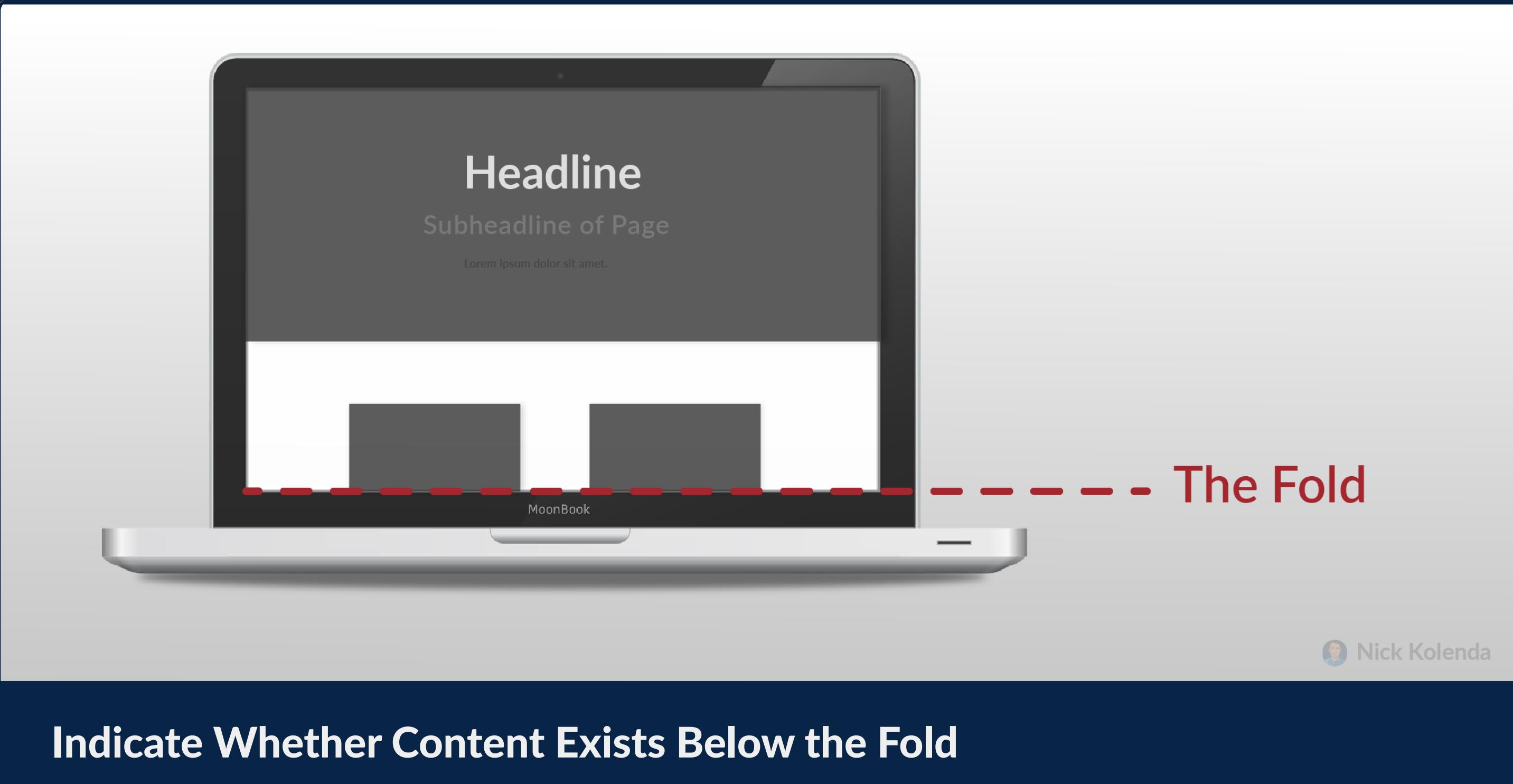
Yes. You can return items within 30 days.

 Nick Kolenda

**Hide Peripheral Details in Expandable Mediums**

# Communicate Hidden Sections of the Design

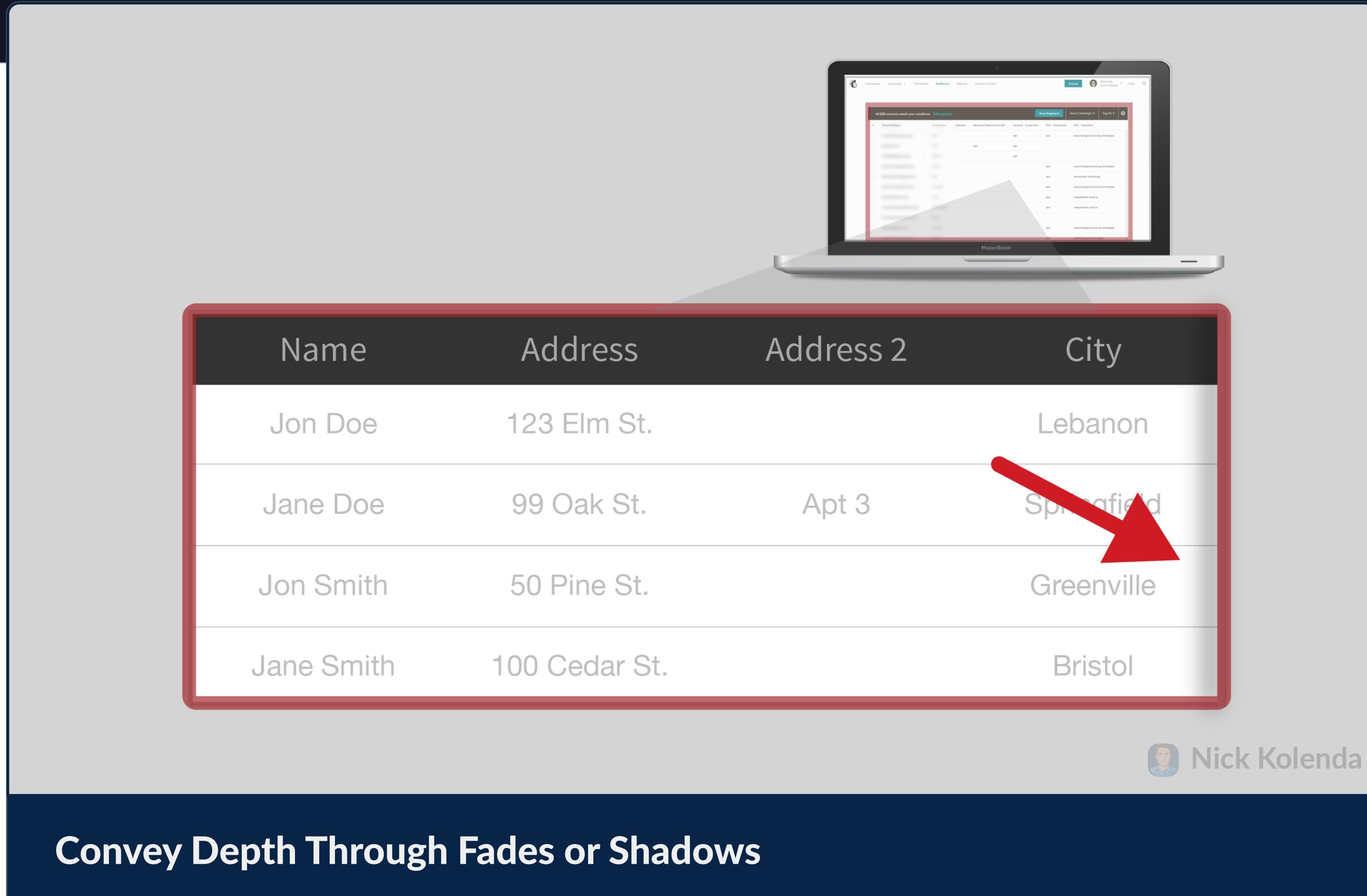
Let users know if your interface extends beyond the visible boundaries.



The image shows a laptop screen displaying a webpage. The visible content includes a headline, a subheadline, and some placeholder text. Below the screen, a red dashed horizontal line labeled "The Fold" indicates the visible boundary of the content. The laptop is labeled "MoonBook".

**Indicate Whether Content Exists Below the Fold**

 Nick Kolenda



A laptop screen shows a user interface with a red arrow pointing to the word "Springfield" in a table. The table has columns for Name, Address, Address 2, and City. The data is as follows:

Name	Address	Address 2	City
Jon Doe	123 Elm St.		Lebanon
Jane Doe	99 Oak St.	Apt 3	Springfield
Jon Smith	50 Pine St.		Greenville
Jane Smith	100 Cedar St.		Bristol

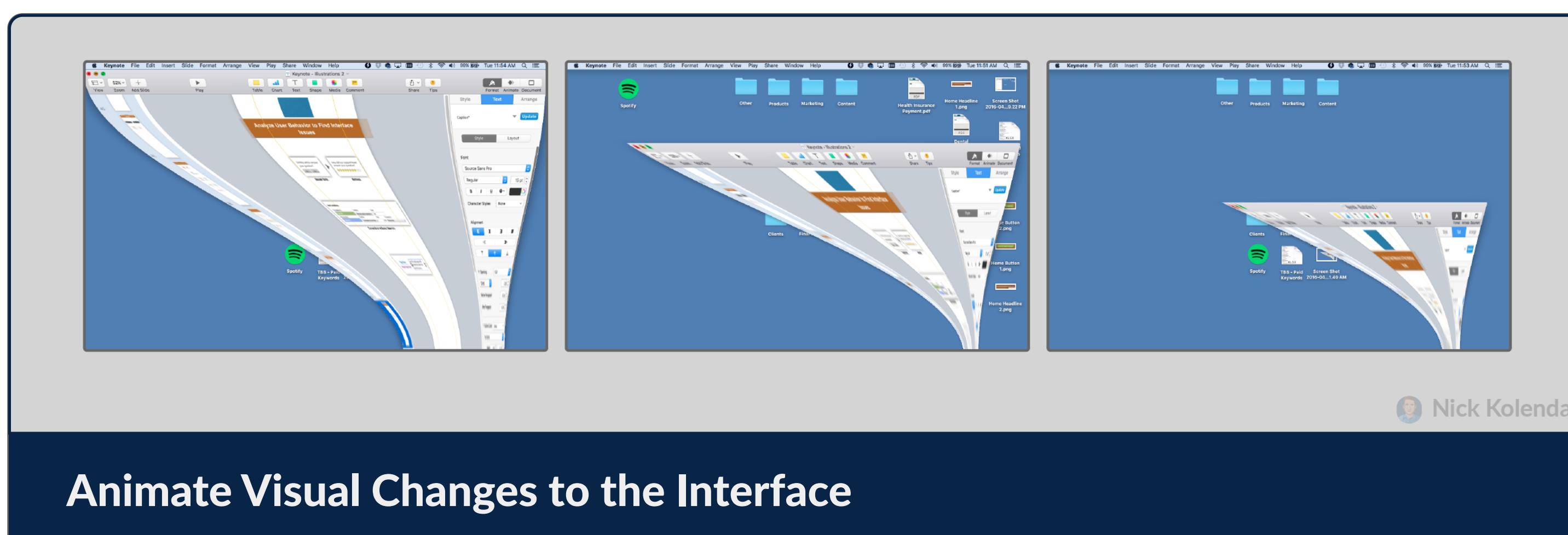
Nick Kolenda

## Convey Depth Through Fades or Shadows

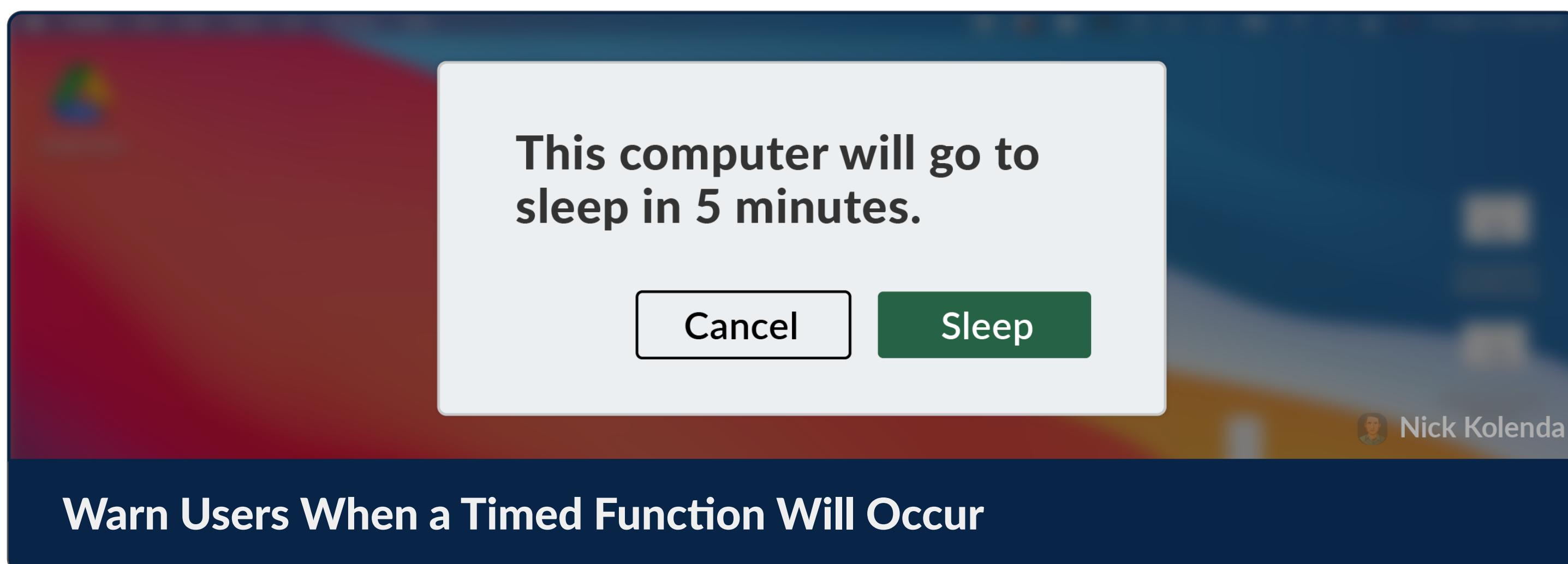
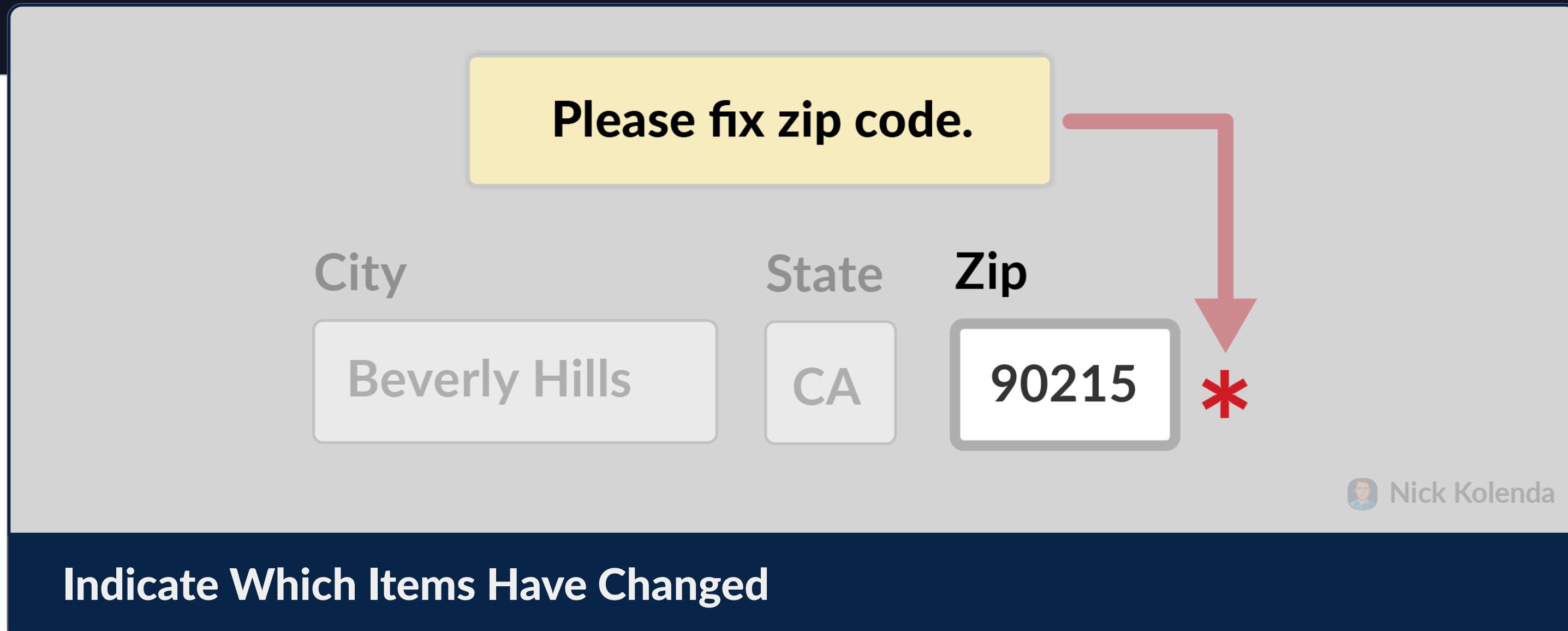
**Psst...**more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

# Depict Changes Without Disrupting the User

Help users notice and understand changes to the interface.



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)





GUIDELINE 1

## FOCUS



GUIDELINE 2

## UNDERSTANDING



GUIDELINE 3

## EFFORT



GUIDELINE 4

## ERRORS

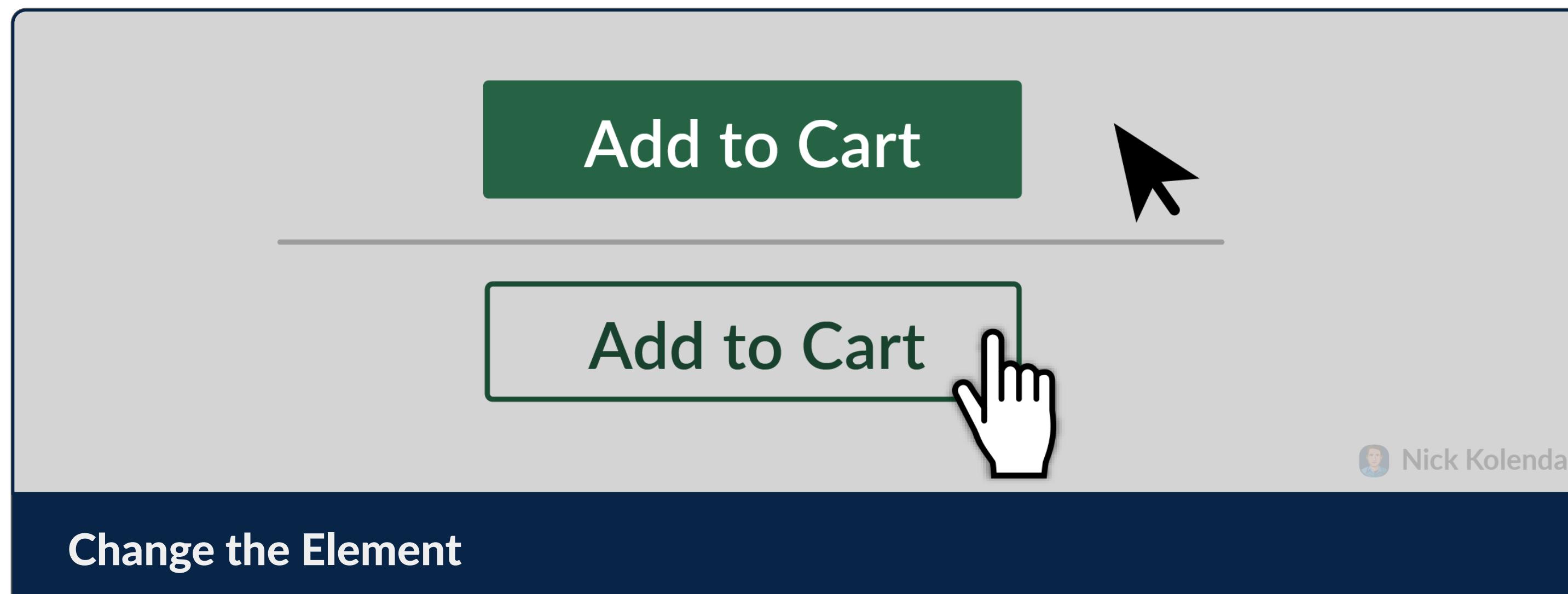


GUIDELINE 5

## COMPATIBILITY

# Indicate Which Items Are Interactive

Users should know whether they can interact with an element.



Select a Response

Option A

Option B

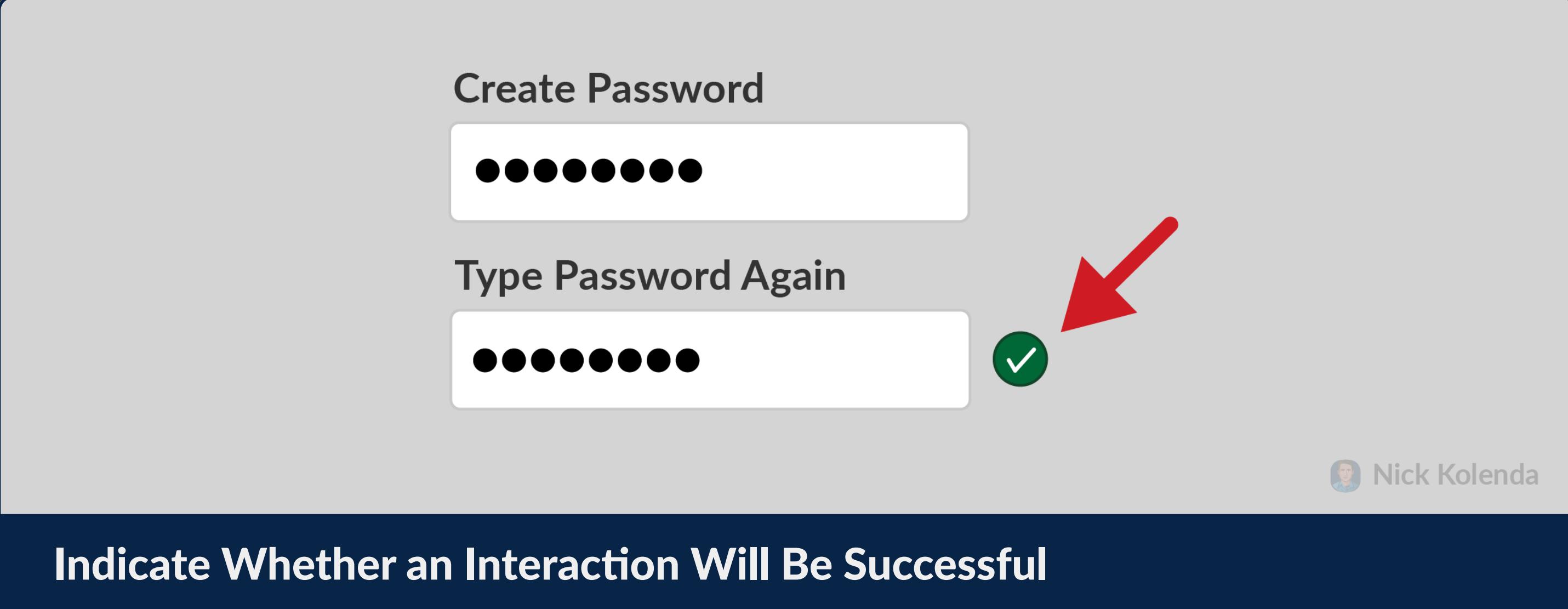
Option C

Nick Kolenda

Indicate Which Element Will Receive the Interaction

# Provide Feedback During and After Interactions

Users should know whether an interaction was successful.



The screenshot shows a 'Create Password' form. It has two input fields, both containing six black dots representing masked text. To the right of the second input field is a green circular icon with a white checkmark. A red arrow points from the text 'Indicate Whether an Interaction Will Be Successful' below the screenshot to this checkmark icon.

Create Password

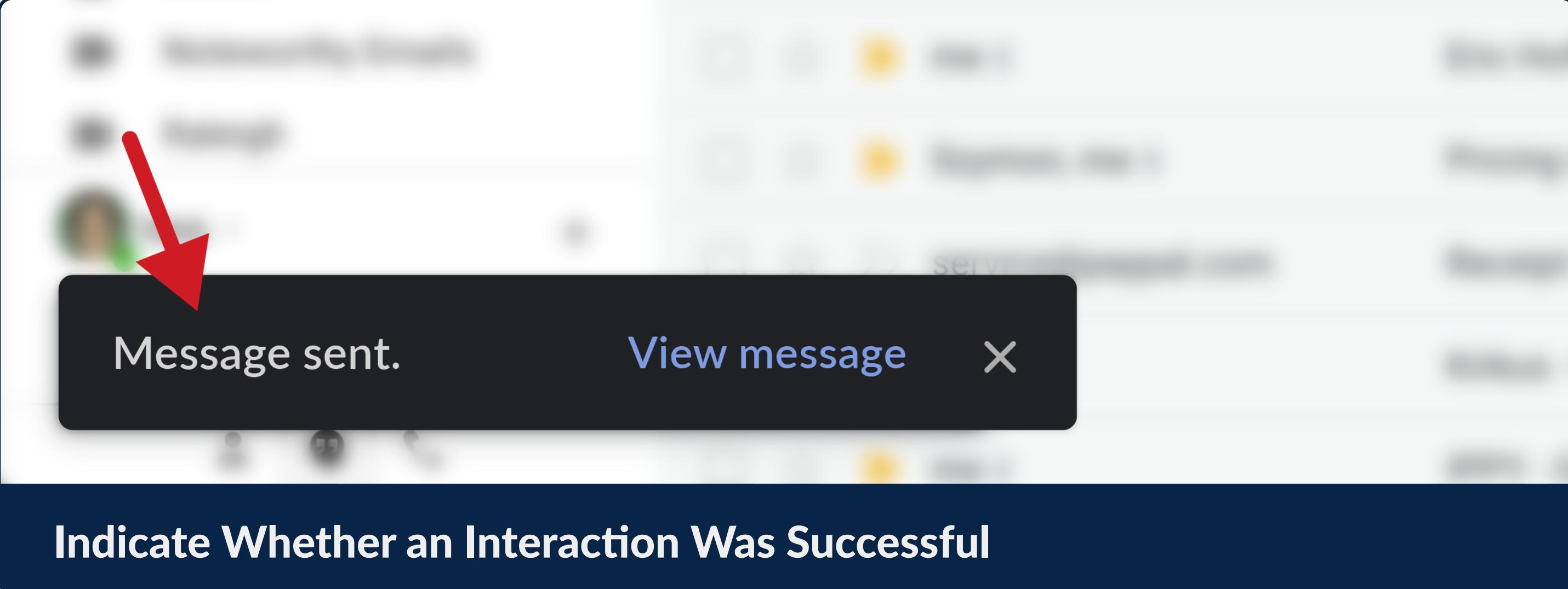
••••••

Type Password Again

••••••

Nick Kolenda

Indicate Whether an Interaction Will Be Successful



The screenshot shows a dark rectangular message card with rounded corners. Inside, the text 'Message sent.' is displayed in white. To the right of the text are the blue words 'View message' and a white 'X'. A red arrow points from the text 'Indicate Whether an Interaction Was Successful' below the screenshot to the 'Message sent.' text in the message card.

Message sent. View message X

Indicate Whether an Interaction Was Successful

# Communicate in Relative Terms

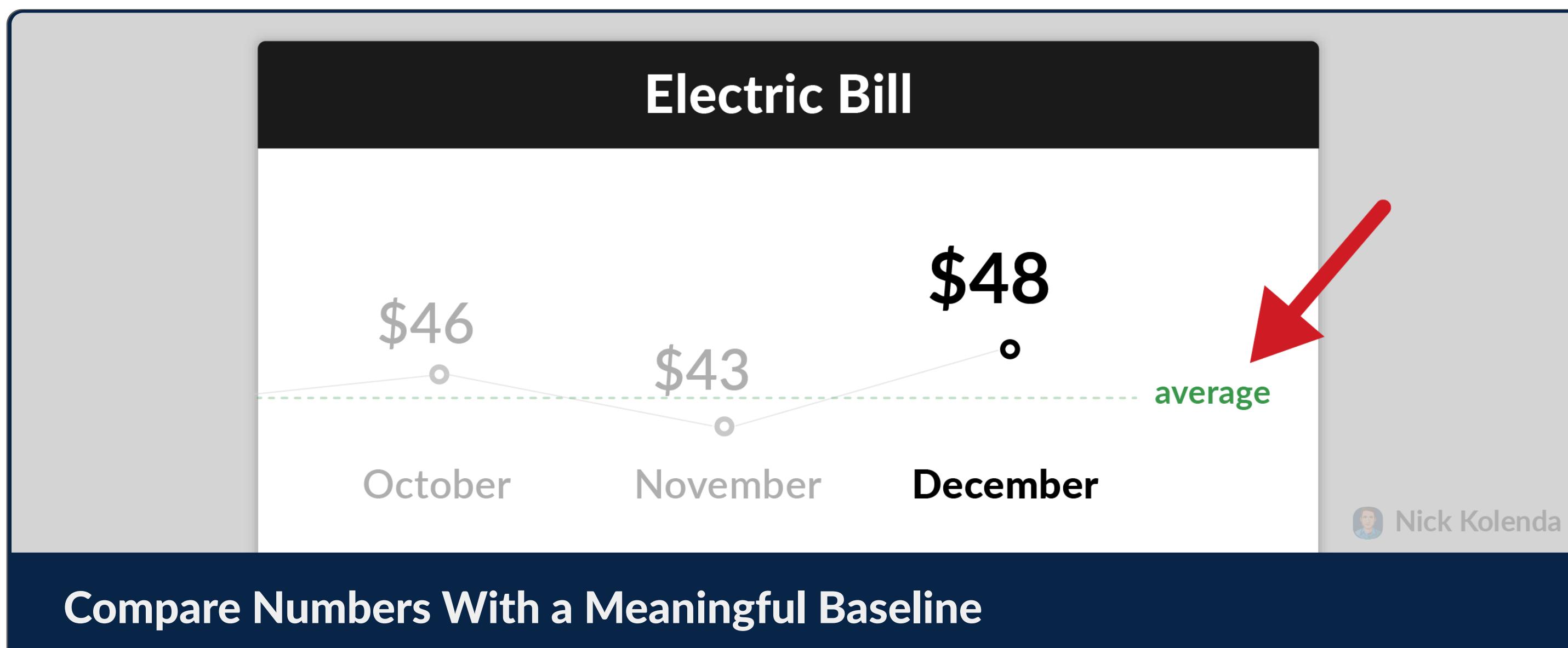
Relative framing can be more meaningful than absolute framing.

Nick Kolenda A comment  
Like Reply 2 days ago

A screenshot of a social media comment from Nick Kolenda. The comment was posted 2 days ago and includes options to Like or Reply. A red arrow points to the timestamp "2 days ago".

Nick Kolenda

Communicate Time in Relation to the Present



# Help Users Find Their Current Location

Users can feel lost. Clarify their position inside the interface.

Old Page → Old Page → Current Page

## Headline

Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

 Nick Kolenda

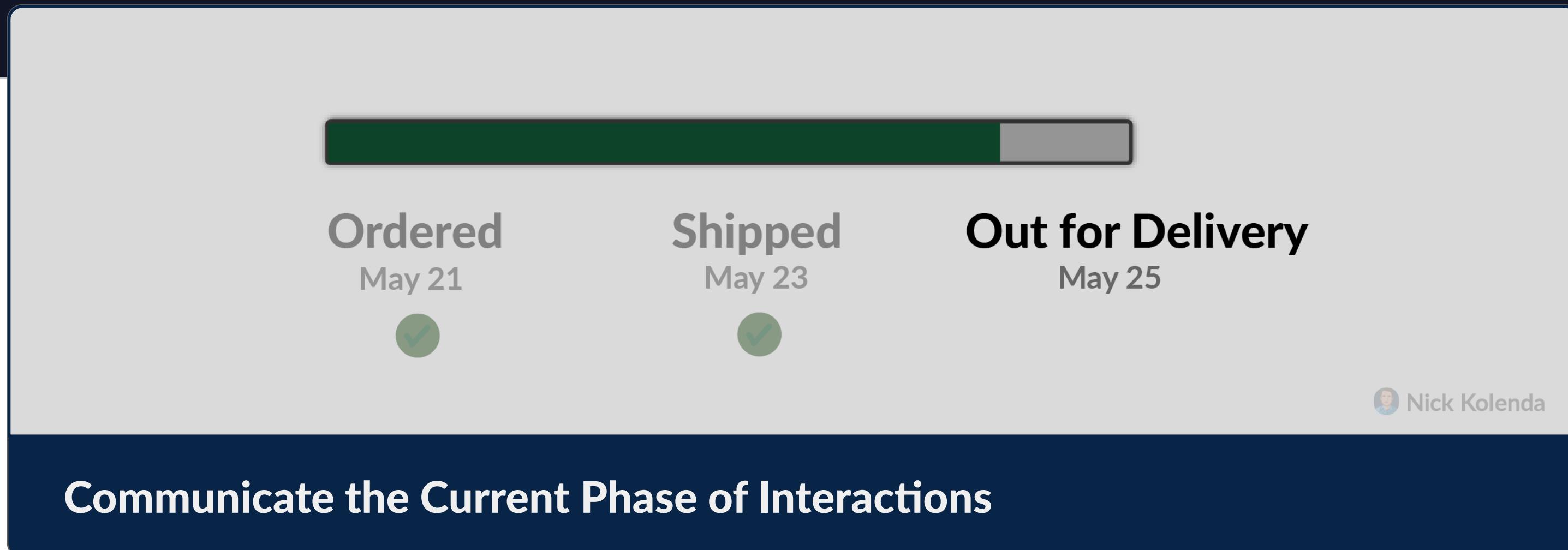
Show the User's Previous Steps

Name

Email

 Nick Kolenda

Indicate the Location of the Cursor



Communicate the Current Phase of Interactions

# Design for Scannability

Don't resist scanning. Embrace it. Create designs that facilitate scanning.

**Our Values**

- ✓ We're a passionate team.
- ✓ We're highly reliable.
- ✓ We have integrity.

**Our Values**

- ✓ **Passionate** - We love our jobs
- ✓ **Reliable**- We'll get the job done
- ✓ **Trustworthy**- We have standards

**Place Important Information Toward the Beginning**

Tip #19: Insert the Main Takeaway into Headlines

**Insert the Main Takeaway into Headlines**

# Communicate the Expected Outcome of Interactions

Users should know what will happen *before* it happens.

labore et dolore magna aliquyam erat, sed diam voluptua.  
At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd  
gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Next →  
Part 5: Conclusion

Nick Kolenda

Indicate the Next Item in a Sequence

Arrivals (15)  
Departures (12)

32 results

(42)

Nick Kolenda

Show the Number of Items in a Group

## Ad Details

Headline Headline From the Left

Line 1 Consetetur sadipscing elitr, sed diam no

Line 2 labore et dolore magna aliquyam erat

URL www.website.com

### Show a Preview of the Output

## Preview of ad

Ad · www.website.com

**Headline From the Left**

Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

 Nick Kolenda

~~Click here to visit your account settings.~~

Visit your account settings.

 Nick Kolenda

### Describe the Destinations of Links

File Edit View Window

Undo Color Change

Cut

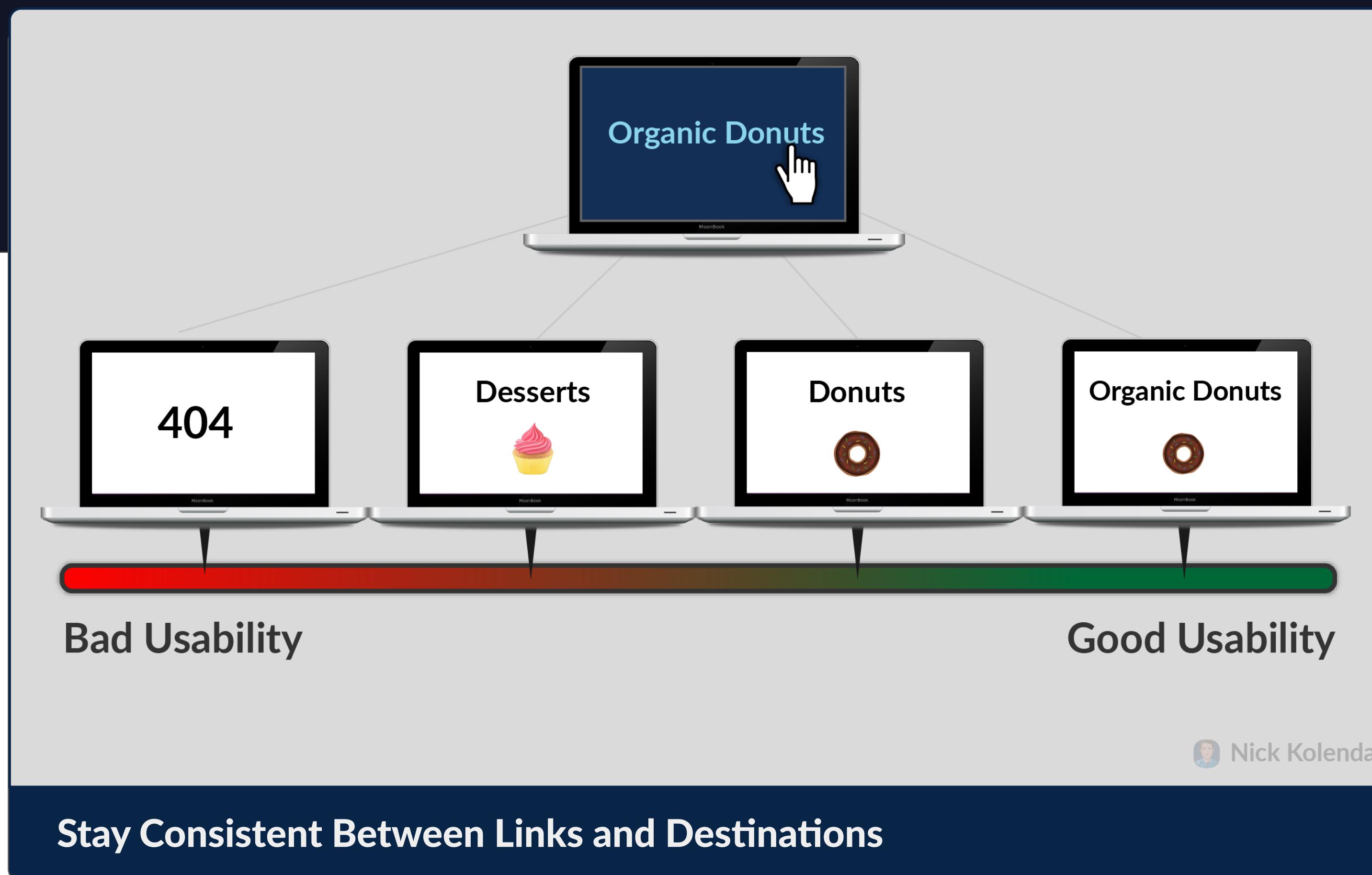
Copy

 Nick Kolenda

### Specify the Interaction That Will Occur

# Match the User's Expectations

Once you communicate the right expectations, verify them.



**View Pricing**

Pricing

Free \$0 / month

Standard \$25 / month

Enterprise Contact Us

Nick Kolenda

Show the Primary Essence Upon Loading

About Services Contact

Item 1  
Item 2  
Item 3  
Item 4  
Item 5  
Item 6

Page 1

Page 2

Page 3

Nick Kolenda

Adhere to a Consistent Layout

✓ Appointment confirmed

✓ Appointment confirmed

Nick Kolenda

Choose Colors That Are Semantically Meaningful

*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)



GUIDELINE 1

## FOCUS



GUIDELINE 2

## UNDERSTANDING



GUIDELINE 3

## EFFORT



GUIDELINE 4

## ERRORS

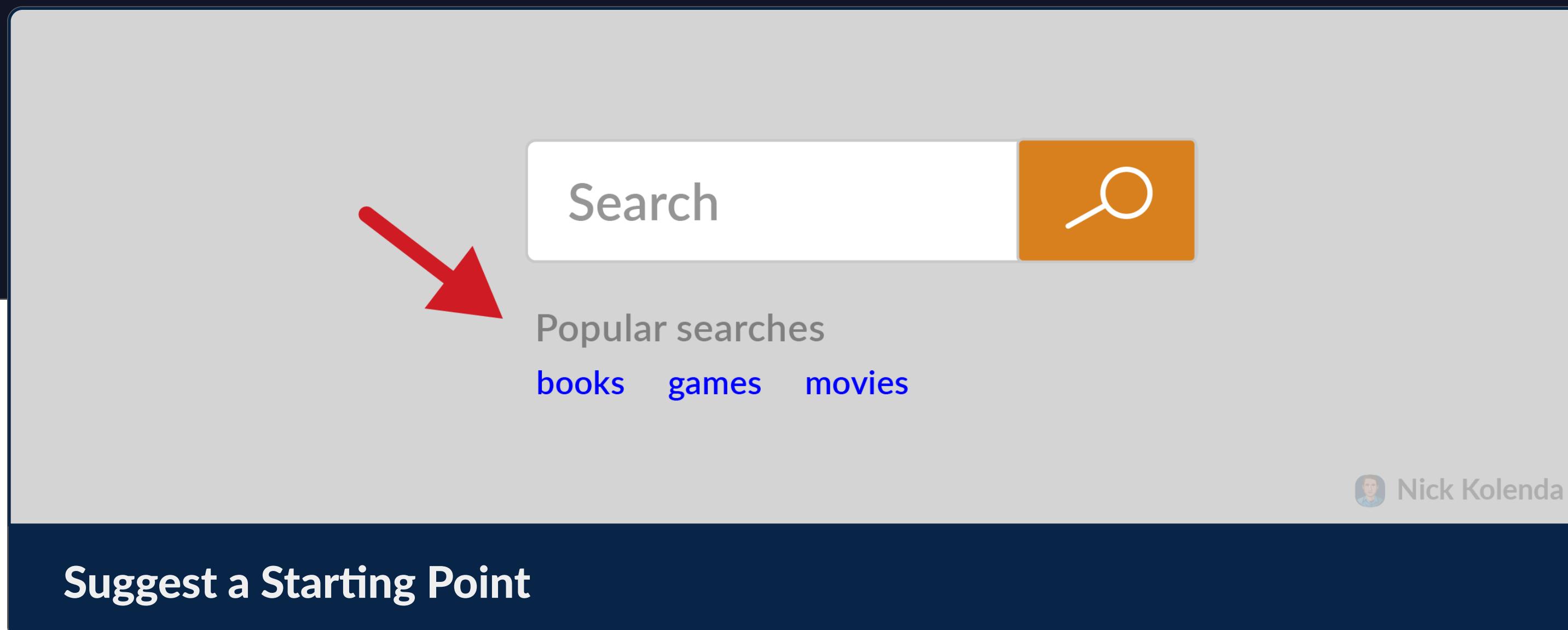


GUIDELINE 5

## COMPATIBILITY

# Help Users Choose Options

More options aren't necessarily better. Simplify choices.



A screenshot of a search interface. At the top is a search bar with the word "Search" and a magnifying glass icon. Below the search bar is a section titled "Popular searches" with links to "books", "games", and "movies". A red arrow points from the left towards the search bar. In the bottom right corner, there is a profile picture and the name "Nick Kolenda".

Suggest a Starting Point



A screenshot of a product comparison table for three computer monitors. The table has four columns corresponding to the three monitors. The rows show information such as Price (\$195, \$285, \$125), Reviews (4.5 stars, 5 stars, 4.5 stars), Brand (Acme, ABC Corp, Widget LLC), and Size (26 in, 32 in, 32 in). The first column is a dark grey header, and the last three columns are white data cells.

Price	\$195	\$285	\$125
Reviews	★★★★★	★★★★★	★★★★★
Brand	Acme	ABC Corp	Widget LLC
Size	26 in	32 in	32 in

Nick Kolenda

Compare Options Across Attributes

A screenshot of a pricing table from a website. The table has three columns: 'Free' (\$0 / month), 'Standard' (\$25 / month, labeled 'Best Value'), and 'Enterprise'. A red arrow points from the text 'Psst...more ideas in my course on Website Behavior:' at the bottom of the slide to the 'Enterprise' column. The 'Enterprise' column includes a 'Contact Us' link and a small profile picture of Nick Kolenda.

Free \$0 / month	<b>Best Value</b> <b>Standard</b> \$25 / month	Enterprise Contact Us <small>Nick Kolenda</small>
---------------------	--	---

Recommend an Option

A screenshot of a user interface element showing an 'Ad budget' input field. A red arrow points to the input field, which contains a dollar sign (\$) and an empty text box. Below the input field is a note: 'Most users start with \$10/day'. At the bottom right is a small profile picture of Nick Kolenda. The 'Show the Typical Answer' button is visible at the bottom of the slide.

Ad budget  
\$   
Most users start with \$10/day

Nick Kolenda

Show the Typical Answer

# Minimize the Detriments of Waiting

If users need to wait for something, shorten the length of this time.

Decrease Their Arousal With Cool Colors

Read These Yet?

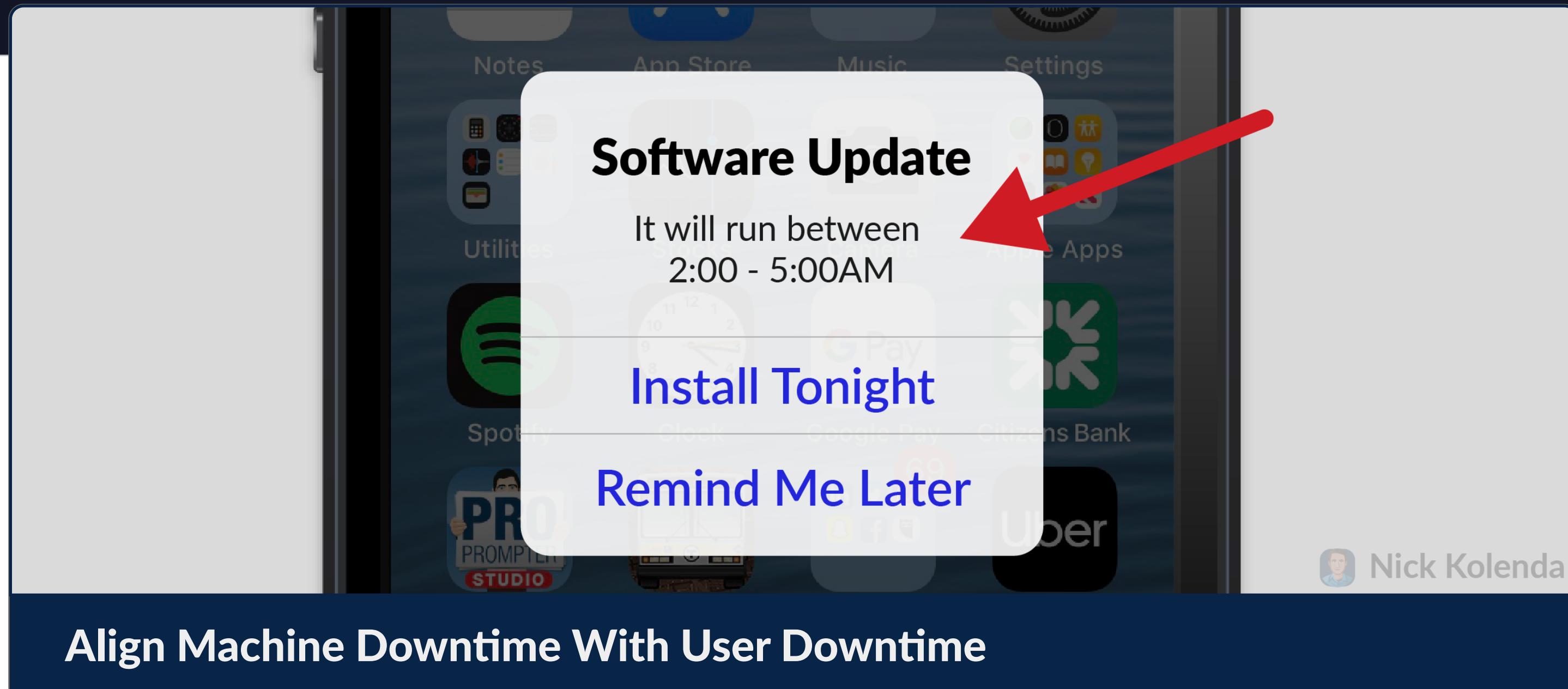
How to catch a crocodile with five toothpicks

How to make cream cheese without cream or cheese

76% 1 min 10 sec

Nick Kolenda

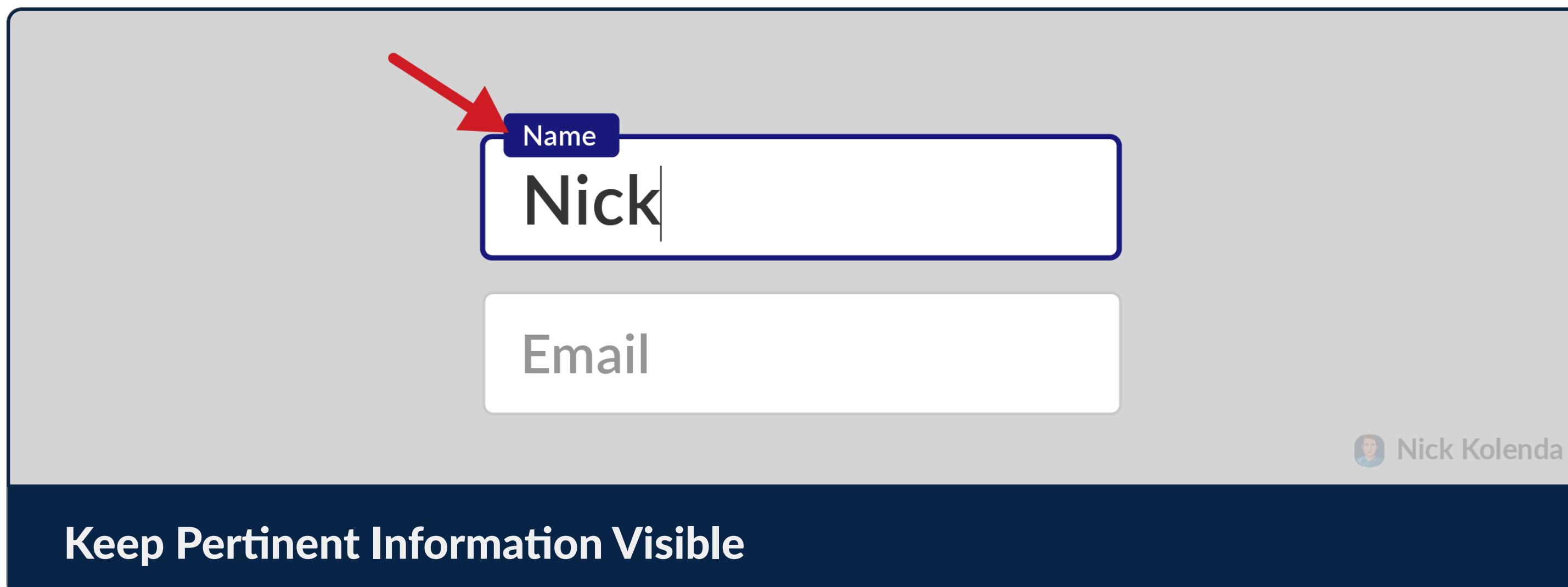
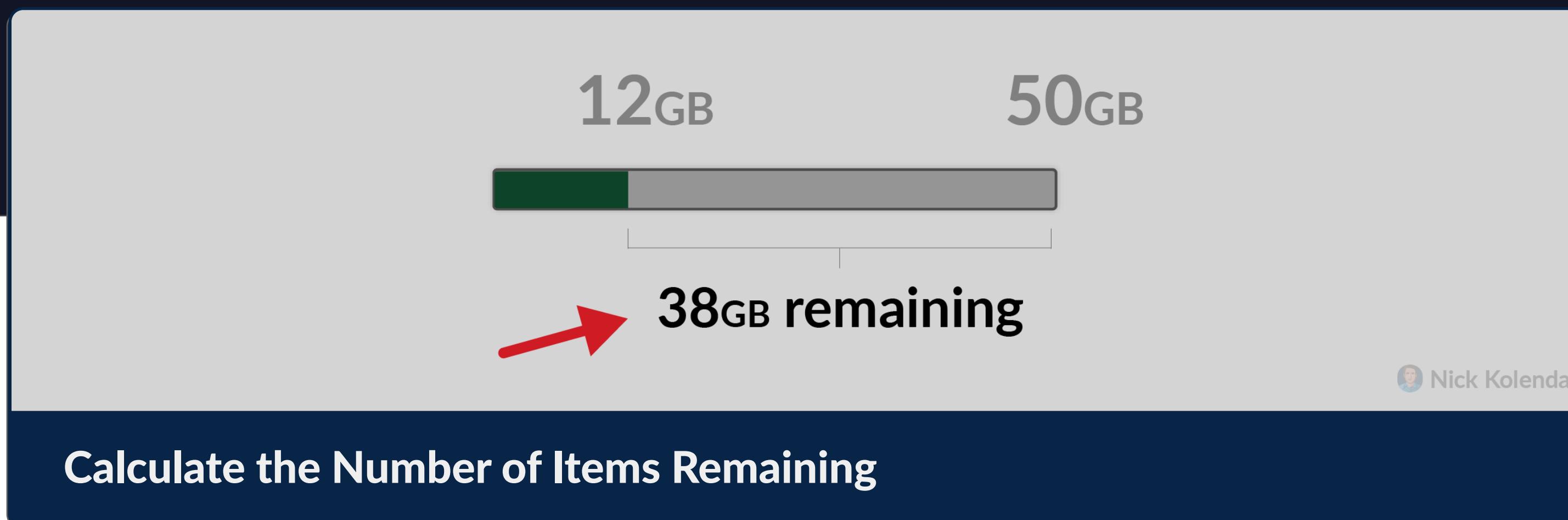
Keep Users Engaged While They Wait



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

# Minimize Reliance on Calculations and Memory

Don't let users struggle to calculate or remember something.



Your discount code

**XRK483**

**Copy**



 Nick Kolenda

**Let Users Copy Information**

Article 1	Description	New
Article 2	Description	
Article 3	Description	New
Article 4	Description	
Article 5	Description	



 Nick Kolenda

**Indicate Which Items Users Have Already Viewed**

**Username or Email**



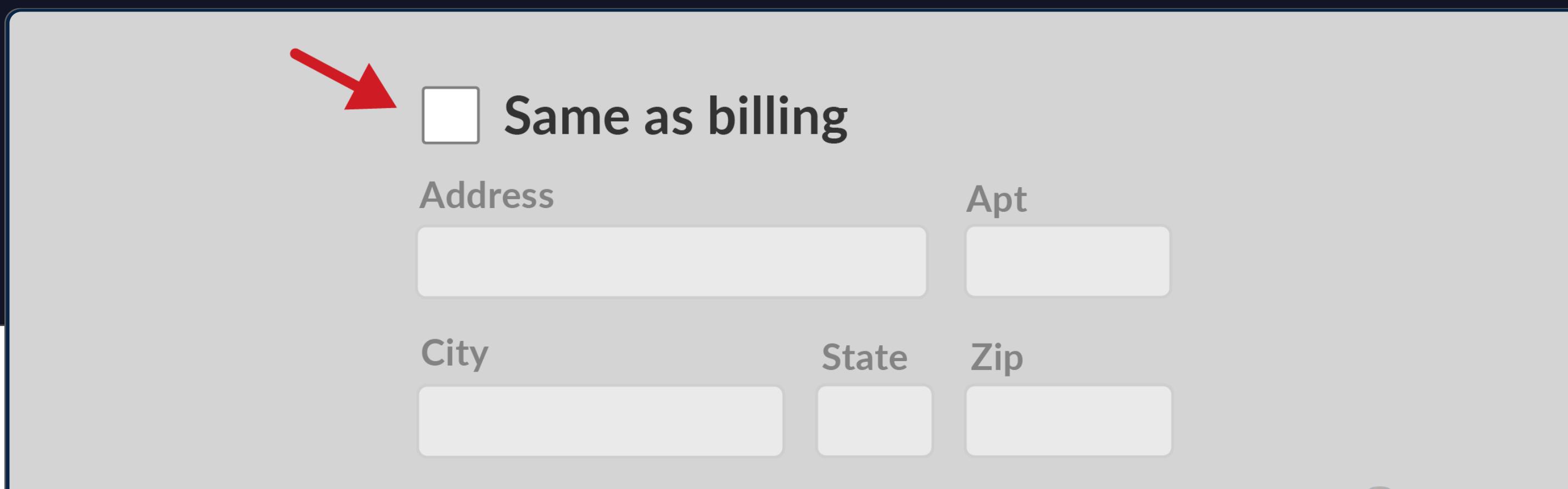
**Password**

 Nick Kolenda

**Minimize Credentials That Are Specific to the Interface**

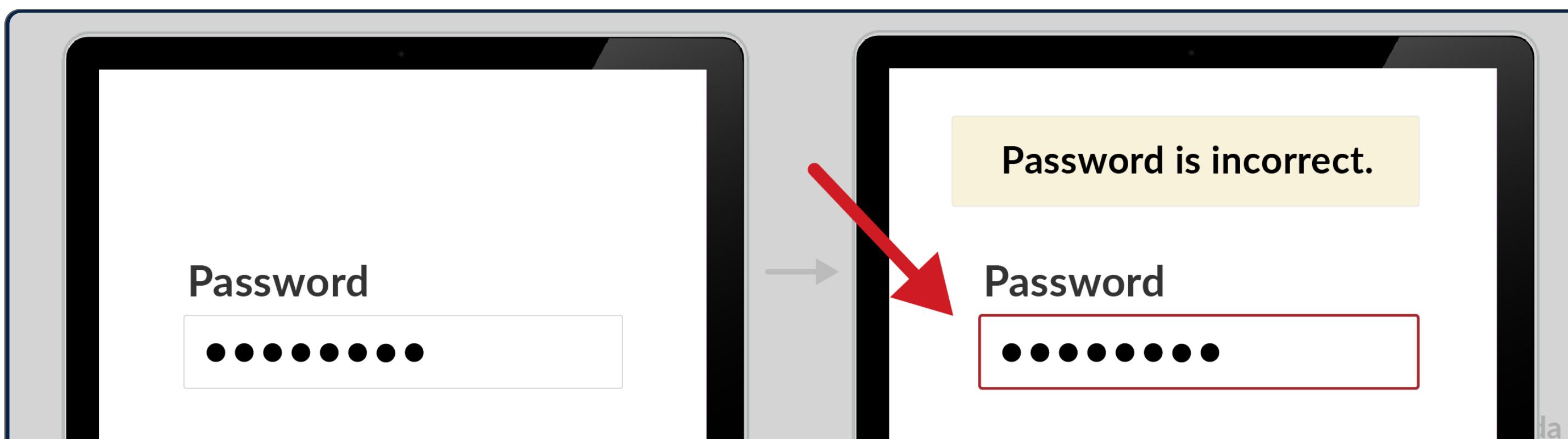
# Minimize Redundant Tasks

Sometimes users need to perform the same action again. Make it easier.



A screenshot of a form interface. At the top left is a red arrow pointing to a checkbox labeled "Same as billing". Below the checkbox are two sets of input fields: "Address" and "Apt" on the first row, and "City", "State", and "Zip" on the second row. In the bottom right corner of the form area, there is a small profile picture and the name "Nick Kolenda".

**Let Users Duplicate Past Input**

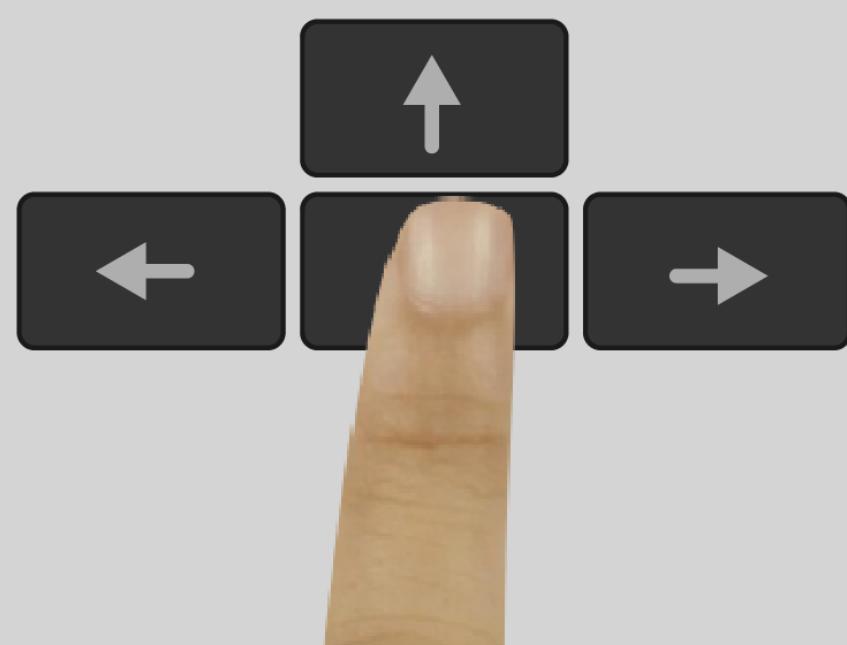


A diagram illustrating user interface behavior during a password entry process. On the left screen, a "Password" field contains a masked password ("••••••••"). An arrow points from this screen to the right screen, which shows the same "Password" field but with a red border, indicating an error. Above the password field, a yellow box displays the message "Password is incorrect."

**Preserve Input During Interface Changes**

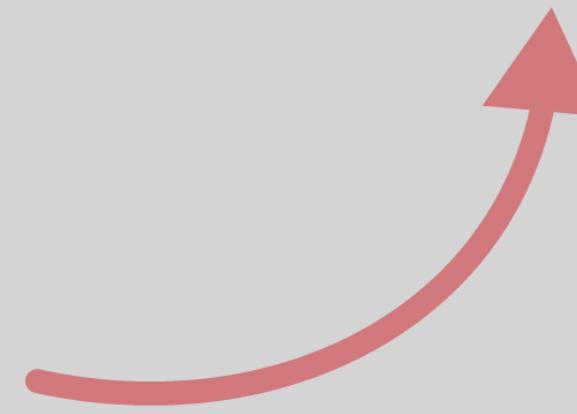
**IF**

more than 3 seconds



**THEN**

Speed up exponentially



 Nick Kolenda

**Monitor Excessive Input or Repetitions**

# Place Frequent Interactions Closer to Users

Not all functions are equal. Common functions should be easier.

Select:

- Option A
- Option B

Nick Kolenda

Keep Options Visible in Small Assortments

Name

Country

United States

Nick Kolenda

Prefill Input Fields With Common Responses

Country

United States

Canada

Afghanistan

Albania

Algeria

Nick Kolenda

**Position Common Answers At the Top of Lists**

st

stimulus check

Stranger Things

Steve Harvey

Nick Kolenda

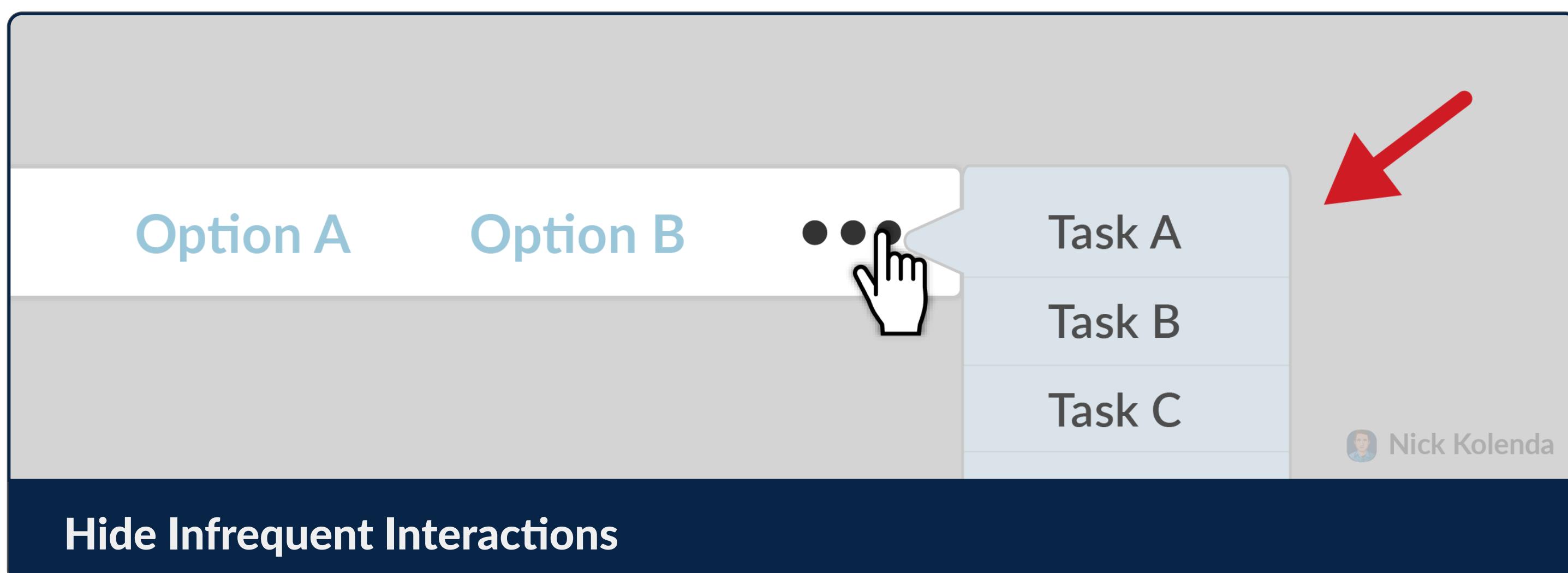
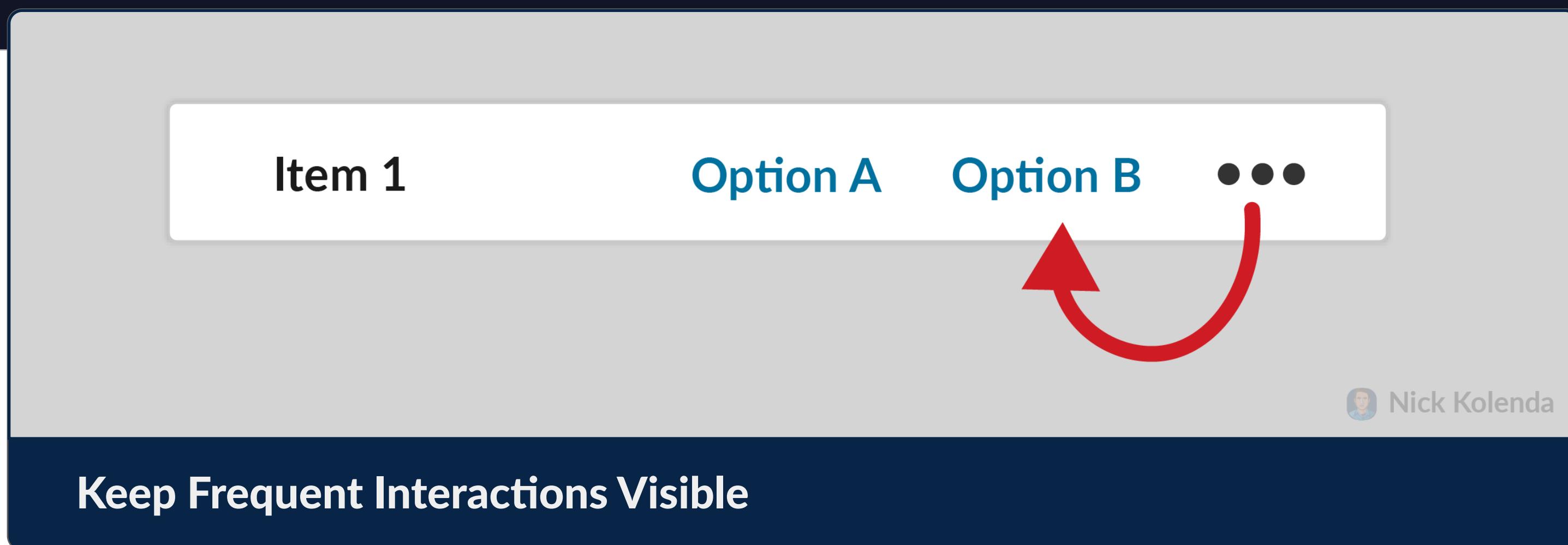
**Offer Suggestions From Predicted Input**

Add to Cart

Out of Stock

Nick Kolenda

**Keep Pertinent Information in Front of an Interaction**



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

EFFORT

# Guide Users Toward Their Goal

Give 'em a push.

You're following 0 people.

Why not follow these people?

Nick Kolenda

Nudge Users Toward Value

Progress

3%

Nick Kolenda

Start Progress Above Zero

*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)



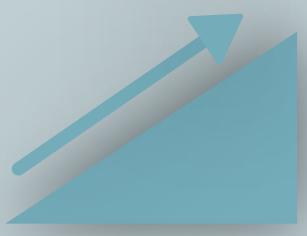
GUIDELINE 1

## FOCUS



GUIDELINE 2

## UNDERSTANDING



GUIDELINE 3

## EFFORT



GUIDELINE 4

## ERRORS



GUIDELINE 5

## COMPATIBILITY

# Prevent the Possibility of Errors

Design interfaces that are error-proof.

(disabled while loading)

Nick Kolenda

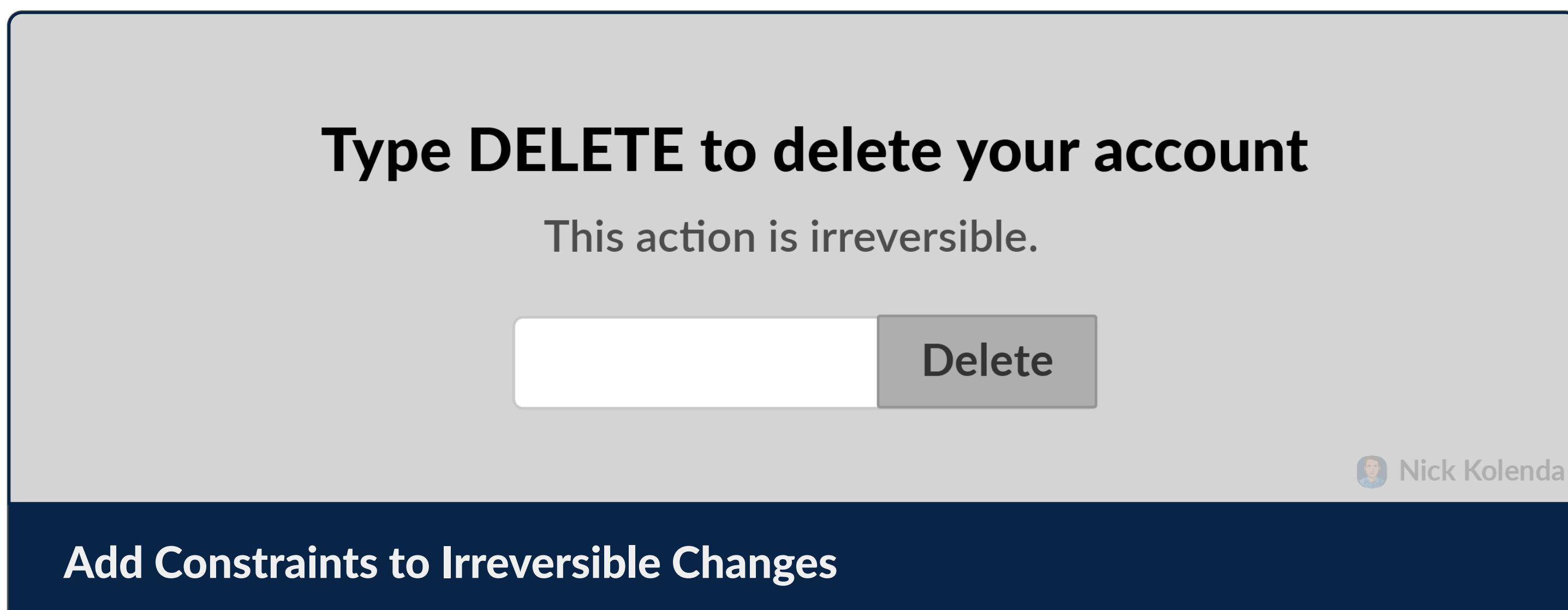
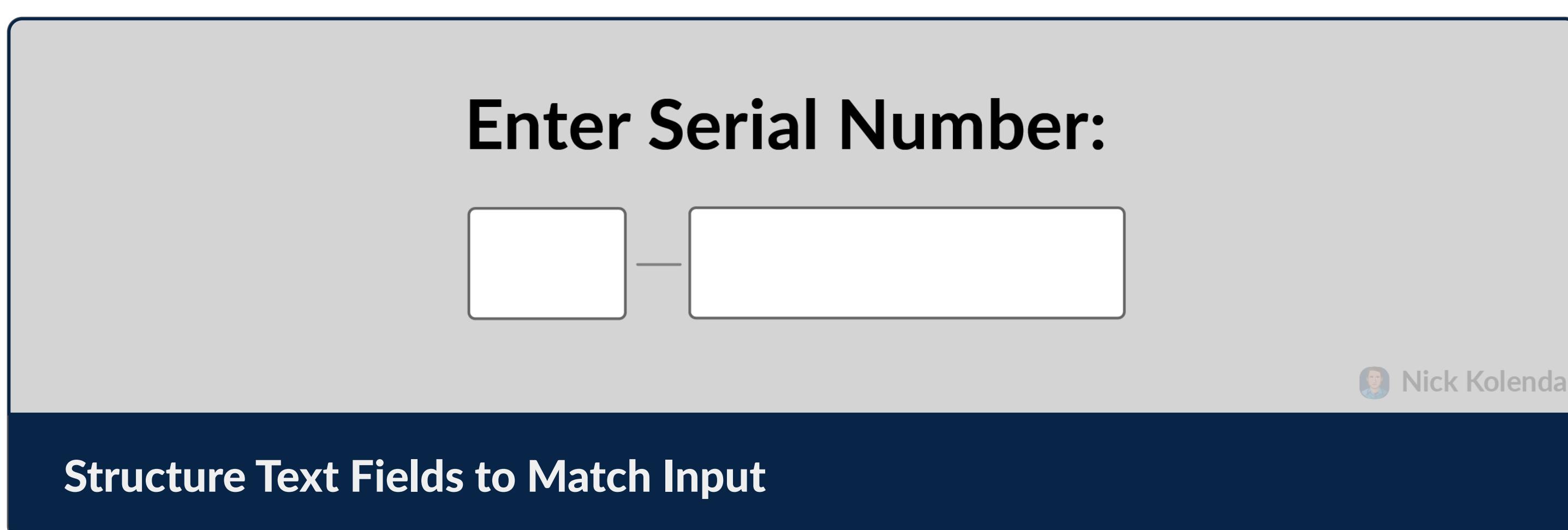
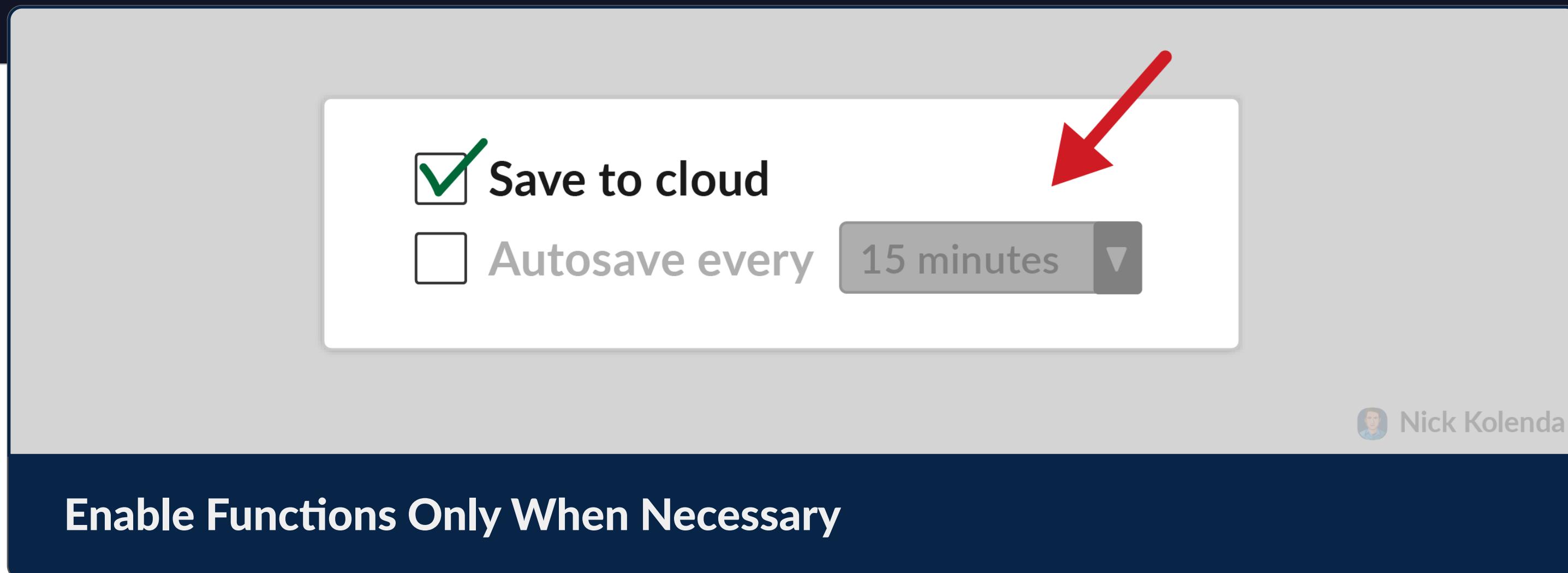
Disable Buttons When Users Click Them

Select a Date

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	6	7	8
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Nick Kolenda

Only Offer Inputs That Are Acceptable



# Communicate the Requirements for an Interaction

What do users need in order to do something?

**Upload File**

Formats: PNG, JPG, PDF

Browse

Max size: 8MB

 Nick Kolenda

**Describe the Necessary Input**

**Password**

Must be at least 8 characters

 Nick Kolenda

**Describe the Necessary Parameters**

\$  USD

 Nick Kolenda

Populate the Units or Parameters

Address

Apt

 Nick Kolenda

Match Form Sizes With Input Sizes

Address \*

 Nick Kolenda

Indicate Which Elements Are Required

# Monitor Signals That Are Typical in Errors

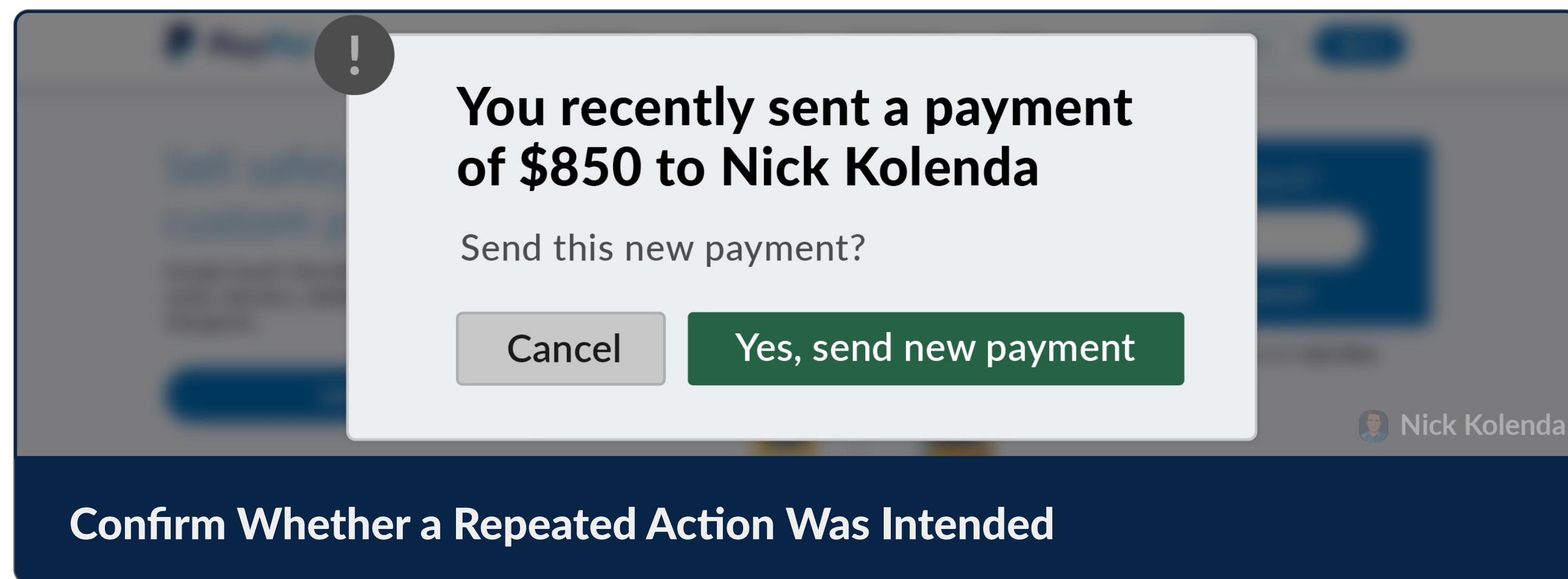
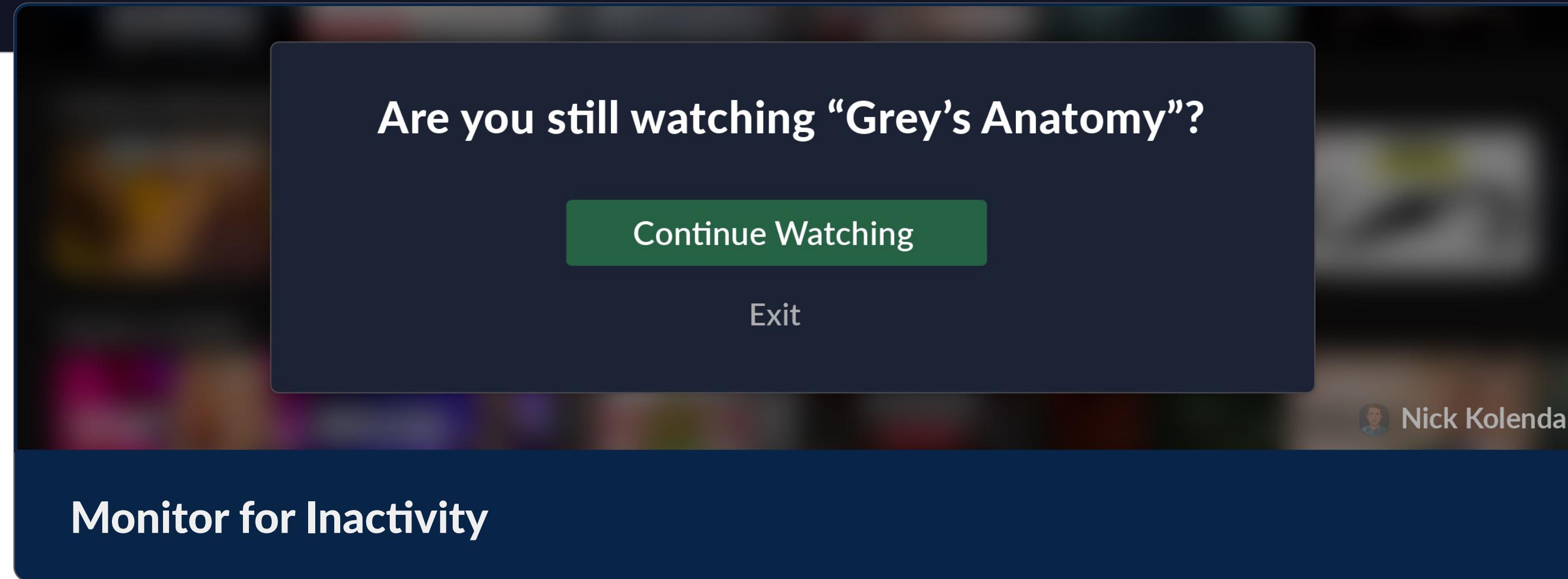
Catch mistakes before they happen.

A screenshot of an email interface. A modal window with a dark gray background and white text is centered. At the top left of the modal is a small exclamation mark icon. The main text in the modal reads: "Did you want to attach files? You said “I attached” in your email, but you didn’t attach anything." Below this text are two buttons: "Edit" (gray) and "Send" (green). In the bottom right corner of the modal, there is a small profile picture of a person and the name "Nick Kolenda". The background of the slide shows a blurred version of the same email interface.

Monitor Wording That Contradicts Intent

A screenshot of an email interface. A modal window with a dark gray background and white text is centered. At the top left of the modal is a small exclamation mark icon. The main text in the modal reads: "This email has no subject line Still send it?" Below this text are two buttons: "Edit" (gray) and "Send" (green). In the bottom right corner of the modal, there is a small profile picture of a person and the name "Nick Kolenda". The background of the slide shows a blurred version of the same email interface.

Monitor Empty Submissions



# Provide Easy Ways to Revert or Escape

Help users reverse past slips.

A screenshot of a user interface. At the top left is a confirmation dialog box with a black exclamation mark icon. The text "Are you sure?" is centered above two buttons: "No" (gray) and "Yes" (green). A large red diagonal line starts from the top-left corner of the slide and extends towards the bottom-right corner of the dialog box. To the right of the dialog is a dark rectangular bar containing the text "Settings changed." and a blue "Undo" button. Below this bar is a small profile picture and the name "Nick Kolenda". At the bottom of the slide is a dark blue footer bar with the text "Skip Confirmations in Reversible Decisions".

A screenshot of a user interface showing a context menu. The menu items listed are: "Typing “3” in A3", "Typing “2” in A2", "Typing “1” in A1", "Changing color", "Pasting values" (with a white hand cursor icon pointing at it), and "Resizing column". Above the menu is a dark header bar with icons for file operations. Below the menu is a dark blue footer bar with the text "Let Users Undo Multiple Levels of Action".

# Help Users Resolve the Issue

If users make a mistake, help them fix the problem.

Identify the Problem and Solution to Errors

That password is old.

Nick Kolenda

>Password is incorrect.

You don't have the right permissions.

Learn how to [acquire them](#).

Nick Kolenda

Point Users to Support or Documentation

Please enter a zip code.

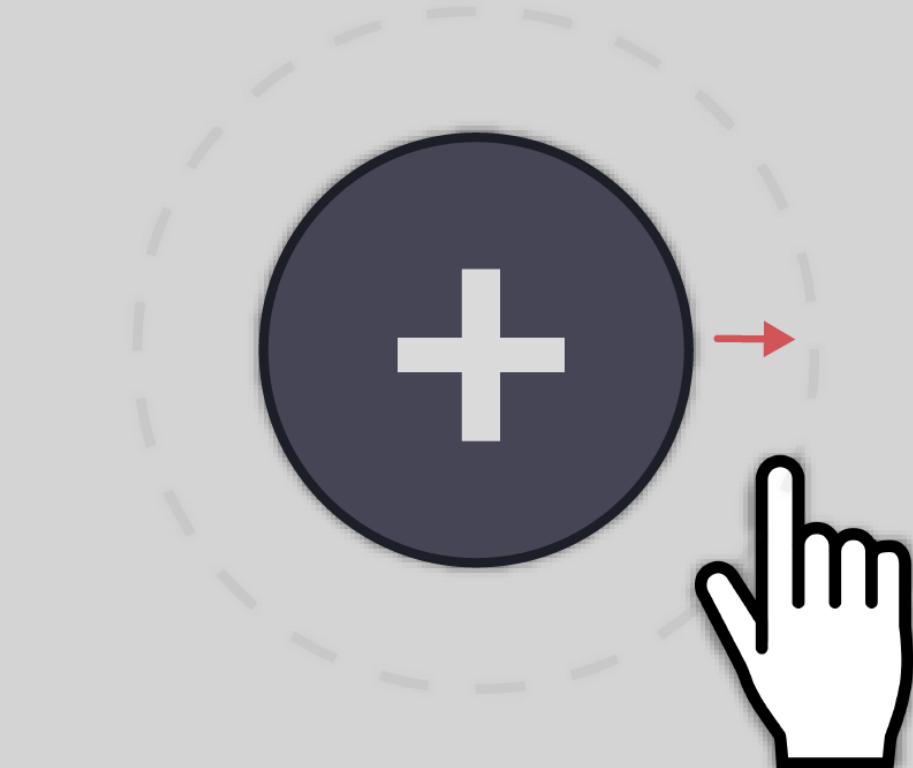
Nick Kolenda

You forgot the zip code.

Avoid Saying “You” in Error Messages

# Extend Movable Paths and Clickable Areas

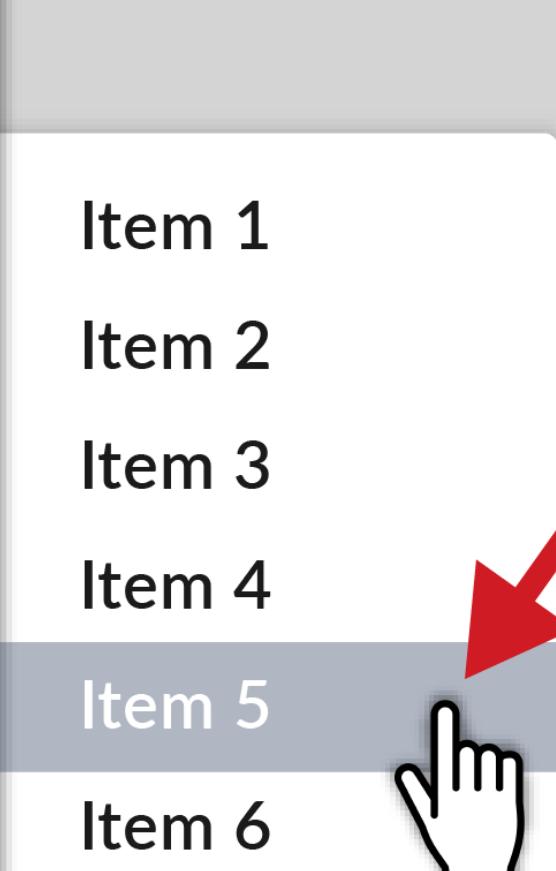
Don't require precision.



A large button with a plus sign inside, surrounded by a dashed circle indicating a clickable area. A hand cursor is shown clicking on the button.

Nick Kolenda

Add a Transparent Button to Small Buttons



A menu with items 1 through 6. A red arrow points to the background of item 5, and a hand cursor is shown clicking on item 6.

Nick Kolenda

Hyperlink the Full Background of an Item

Overview

Actions

History

Billing

Settings

Profile

Item 1

Item 2

Item 3

Item 4

Item 5

Item 6

Menus shouldn't collapse during cursor paths

Nick Kolenda

Delay Hover Animations By a Few Milliseconds

*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)



GUIDELINE 1

## FOCUS



GUIDELINE 2

## UNDERSTANDING



GUIDELINE 3

## EFFORT



GUIDELINE 4

## ERRORS



GUIDELINE 5

## COMPATIBILITY

# Accommodate the User's Skill or Knowledge

Help novice users without hindering expert users.

Nick Kolenda

想知道你是否能懂

[See Translation](#)

Like Reply 2 days ago

Nick Kolenda

Help Users Understand Unfamiliar Languages

A screenshot of a social media post by Nick Kolenda. A comment in Chinese, "想知道你是否能懂", is shown with a blue "See Translation" link below it. A red arrow points to this link. The post also includes standard social media interaction buttons (Like, Reply) and a timestamp (2 days ago). The overall theme is "Help Users Understand Unfamiliar Languages".

Slang for bro

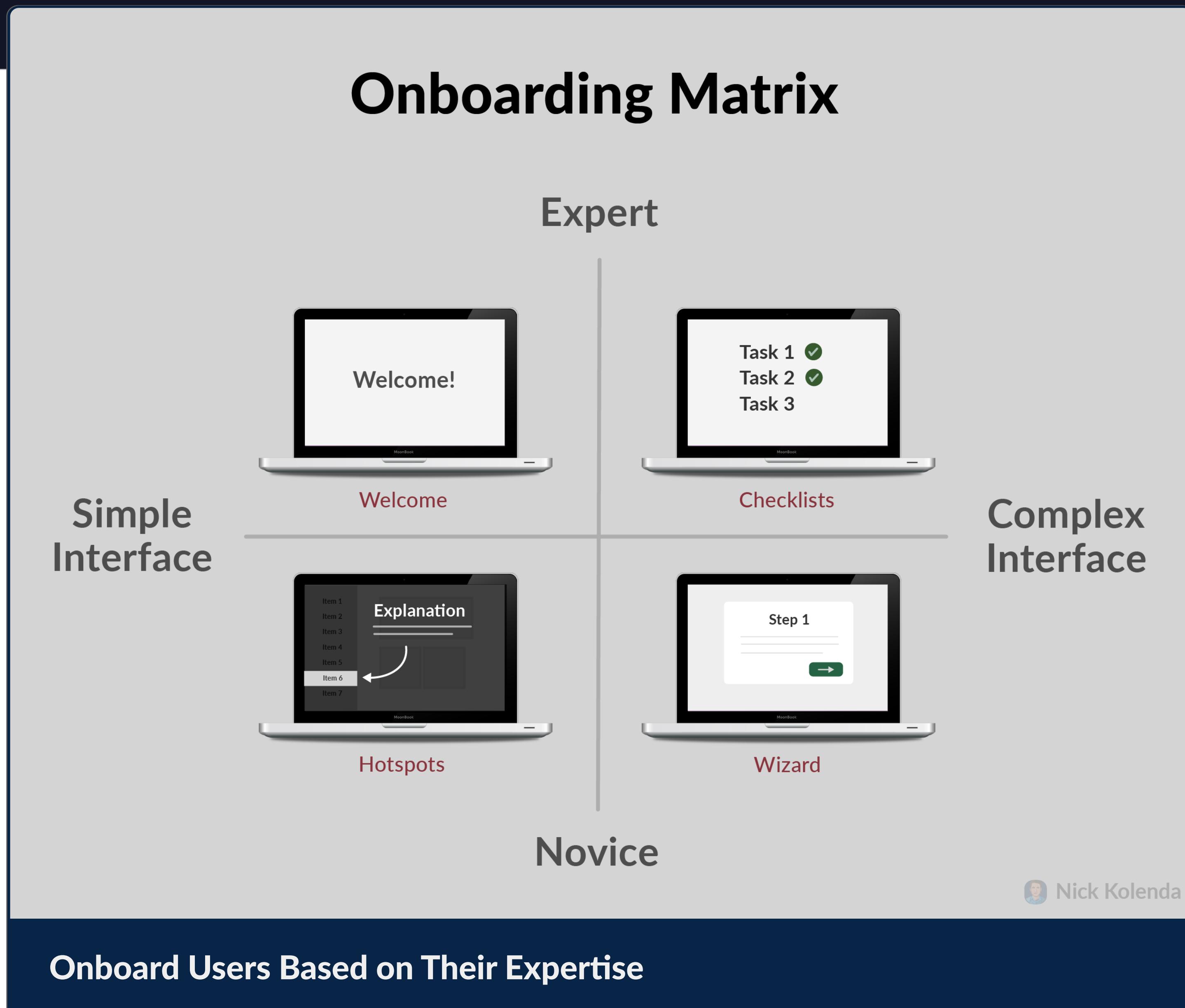
Bruh ?

Nick Kolenda

Help Users Understand Unfamiliar Terms

A screenshot of a social media post by Nick Kolenda. A term "Bruh" is followed by a question mark icon with a hand cursor, and a tooltip bubble above it contains the text "Slang for bro". The post includes a timestamp and the author's name. The overall theme is "Help Users Understand Unfamiliar Terms".

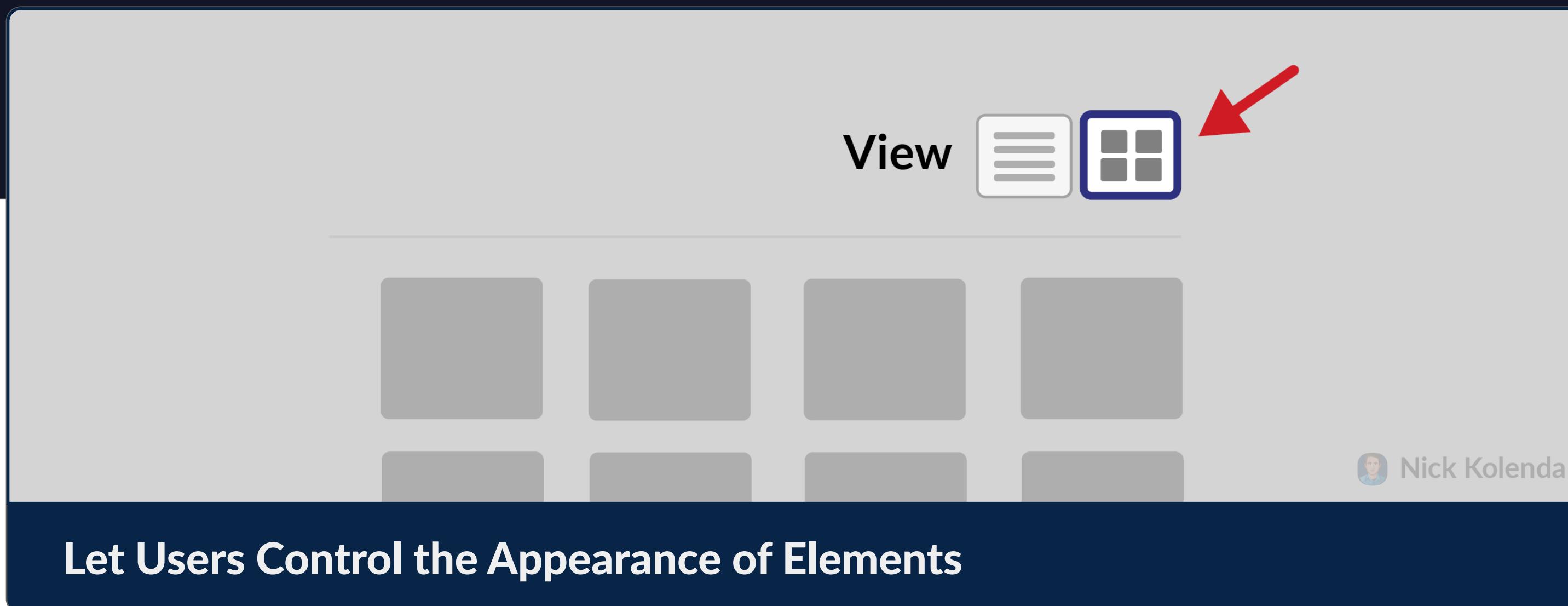
# Onboarding Matrix



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

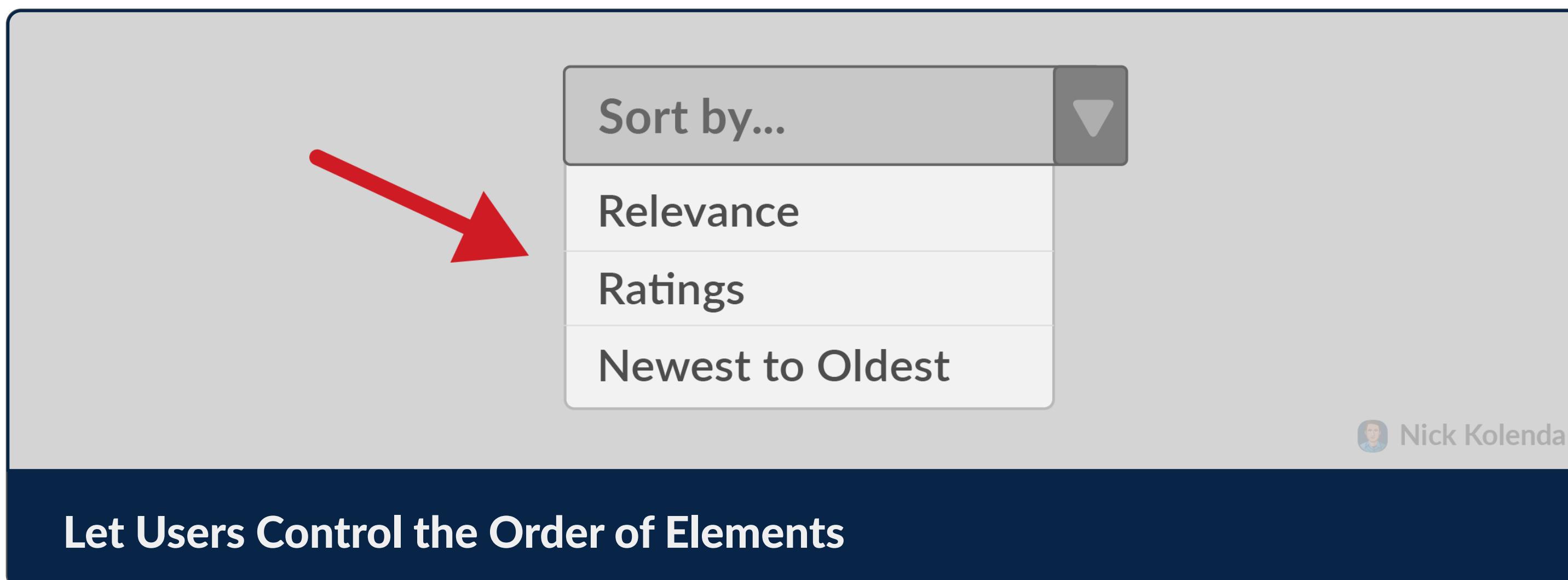
# Accommodate the User's Goal or Workflow

Every user works differently. Design for these varying workflows



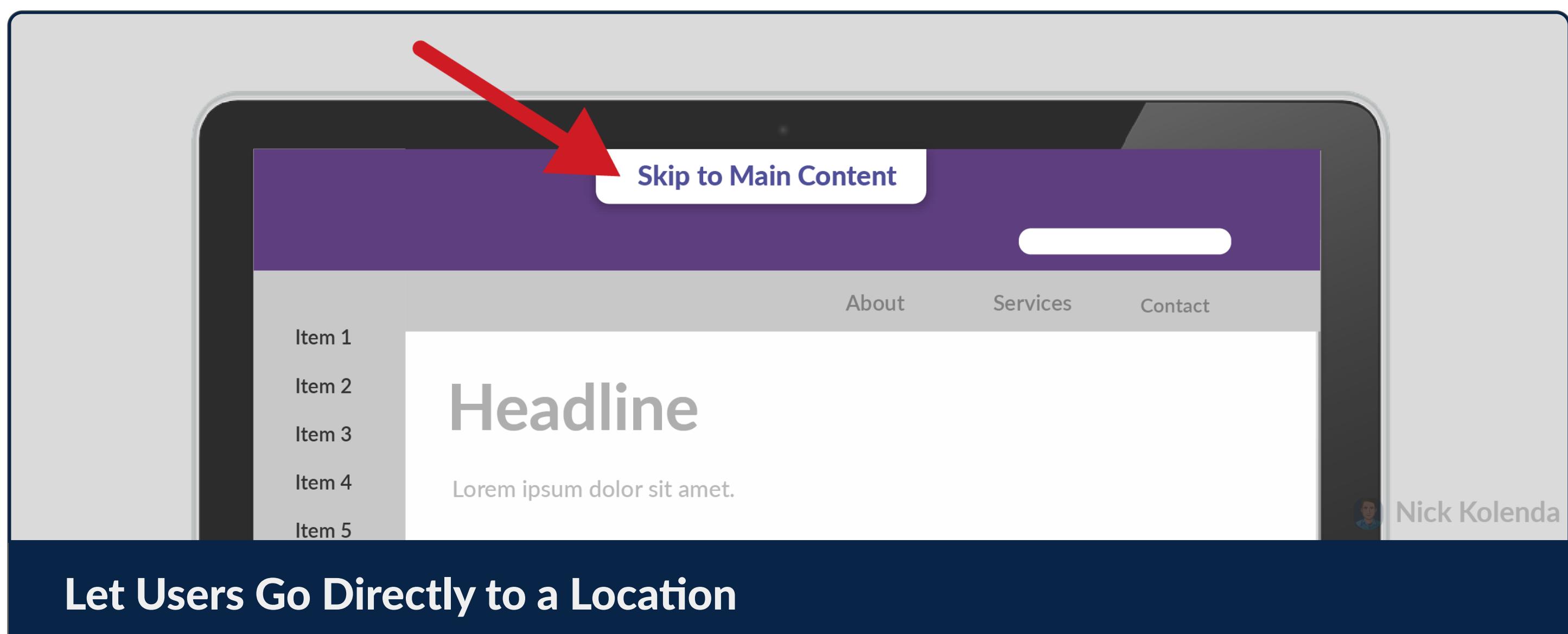
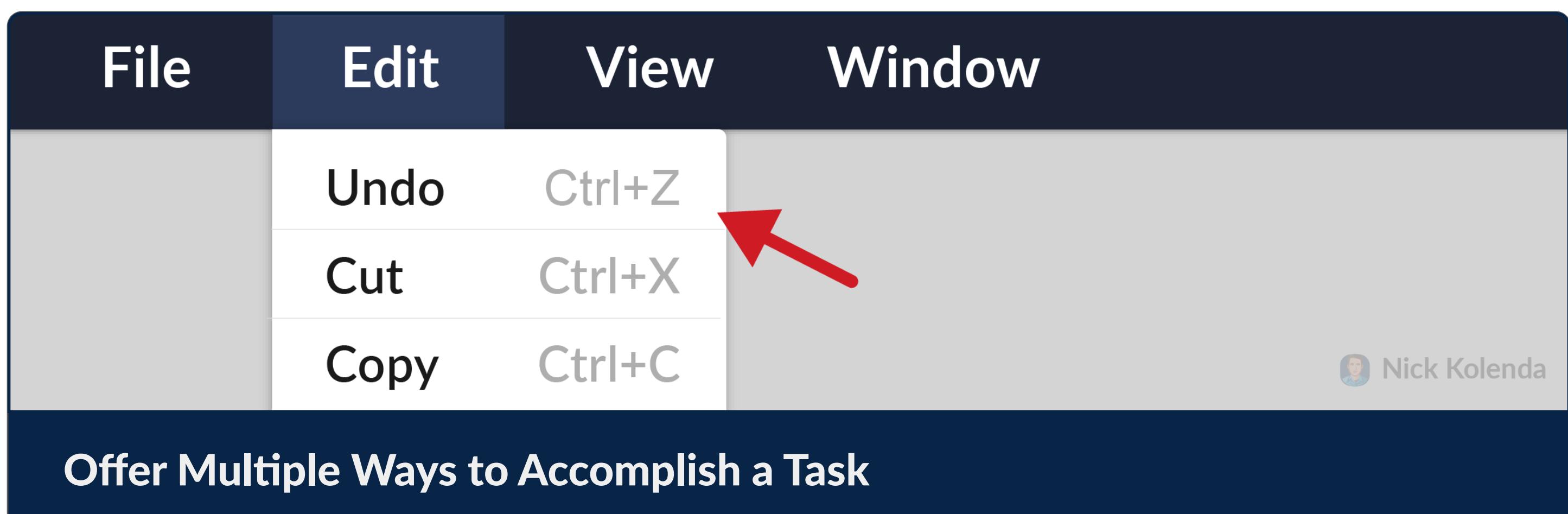
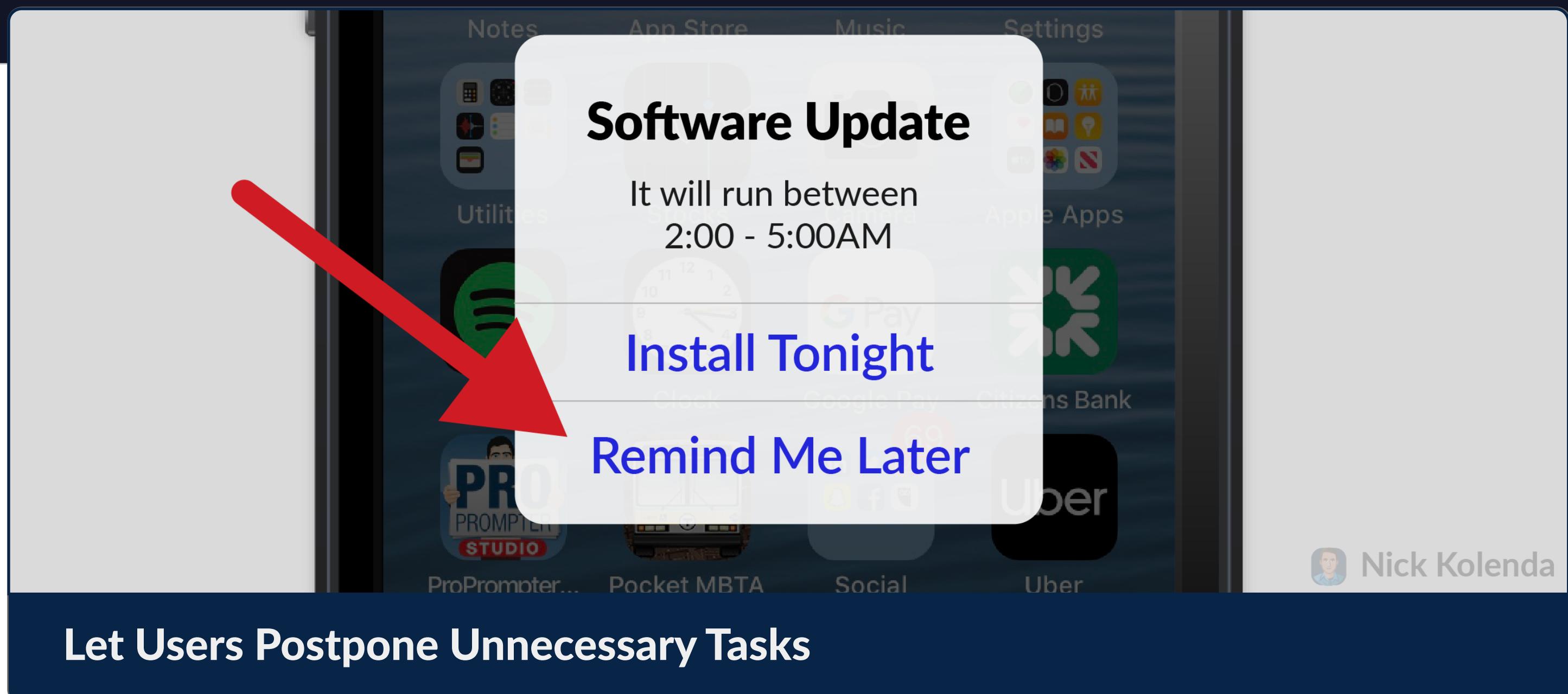
A screenshot of a user interface showing a 'View' button with two options: a grid icon and a list icon. A red arrow points to the grid icon. Below the button are four placeholder cards. In the bottom right corner, there is a profile picture and the name 'Nick Kolenda'.

Let Users Control the Appearance of Elements



A screenshot of a user interface showing a 'Sort by...' dropdown menu with three options: 'Relevance', 'Ratings', and 'Newest to Oldest'. A red arrow points to the 'Relevance' option. In the bottom right corner, there is a profile picture and the name 'Nick Kolenda'.

Let Users Control the Order of Elements



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

# Maximize the Accessibility of Your Interface

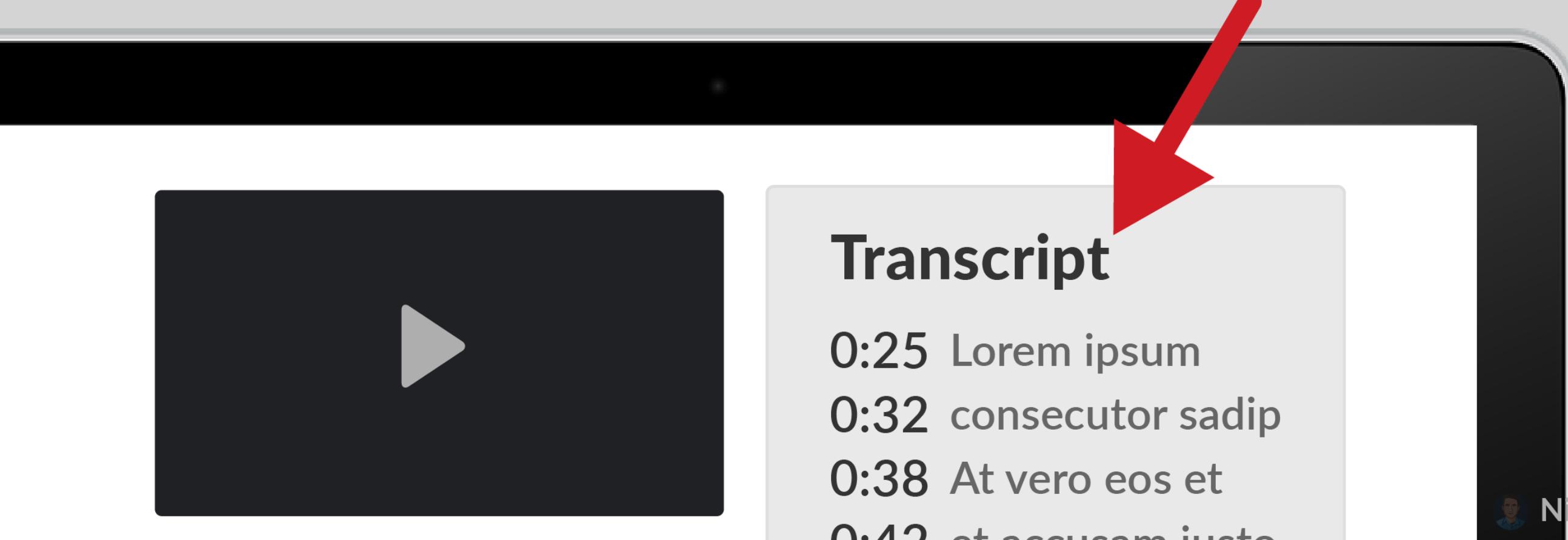
Help *every* user interact with your interface.



A diagram showing a tablet screen displaying various semantic HTML elements: <header>, <nav>, <section>, <article>, <aside>, and <footer>. The <section> and <article> elements are split into two separate boxes. The <aside> element is also shown separately. The entire diagram is set against a light gray background.

Nick Kolenda

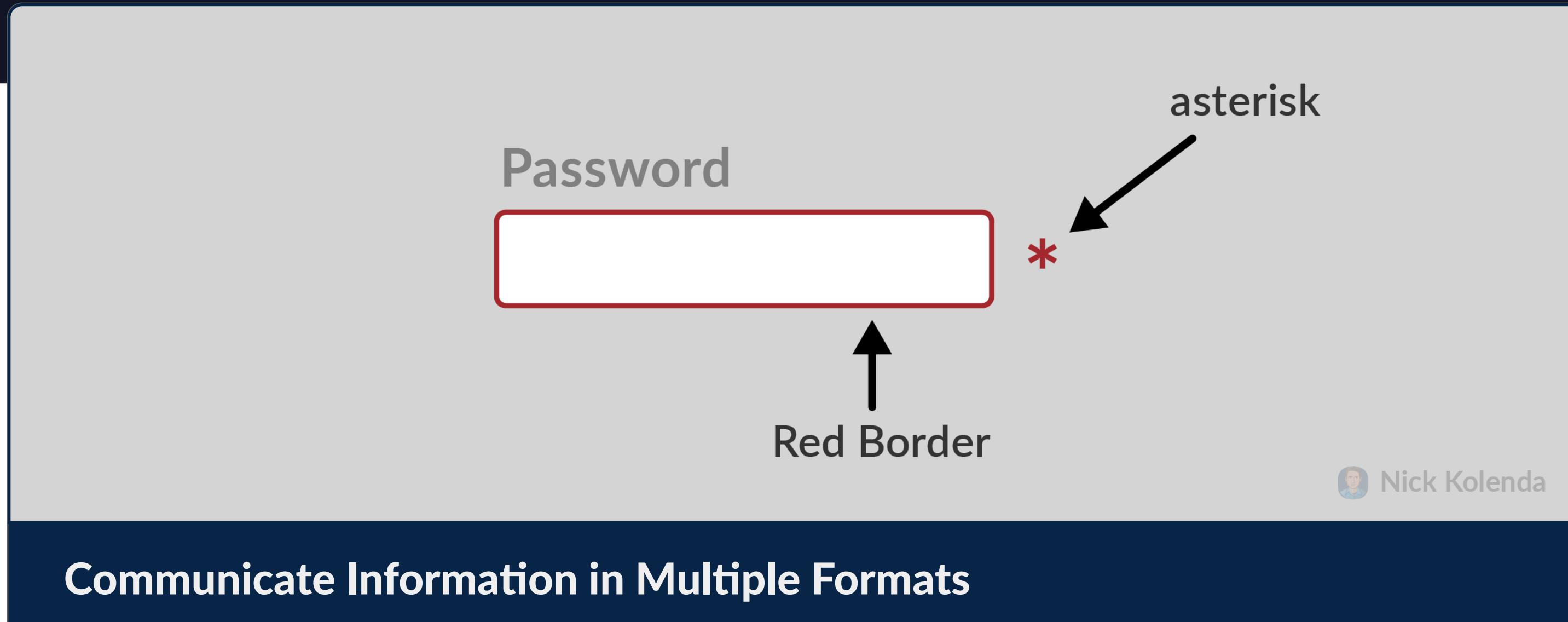
Categorize Elements With Semantic Markup



A diagram showing a video player interface. On the left is a large play button icon. To its right is a transcript box containing the word "Transcript" and several timestamped lines of text: "0:25 Lorem ipsum", "0:32 consectetur sadip", "0:38 At vero eos et", and "0:42 et accusam justo". A red arrow points from the text "Provide Alternative Formats of Content" below to the transcript box. The entire diagram is set against a light gray background.

Nick Kolenda

Provide Alternative Formats of Content



*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

# Maximize Compatibility for All Inputs and Scenarios

Monitor for “extreme” input to verify that your interface works.

Trip Confirmed.  
Have fun at Auschwitz!

Trip Confirmed.  
You will go to Auschwitz.

Nick Kolenda

Ensure That Messages Apply to All Scenarios

5-3-2021

5/3/2021

✓

✓

Nick Kolenda

Accept Various Formats of Input

negitation



0 results for “negitation”

Here are 42 results  
for **negotiation**

Nick Kolenda

Handle Inputs With Improper Formatting

*Psst...*more ideas in my course on Website Behavior:  
[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)

# CHECKLIST



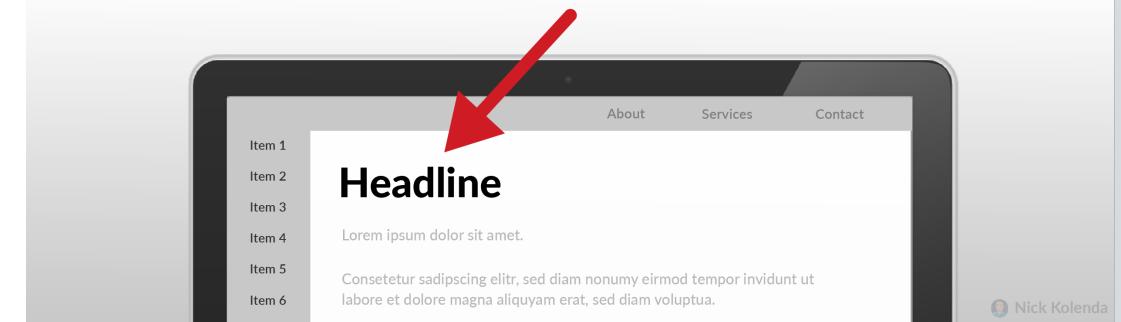


GUIDELINE 1

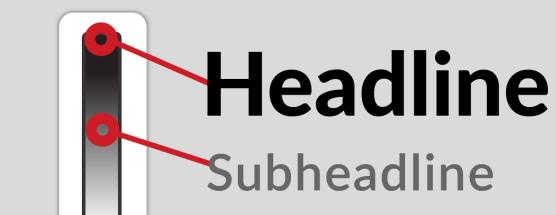
# FOCUS

## CREATE AN ENTRY POINT

- Emphasize the Most Important Element

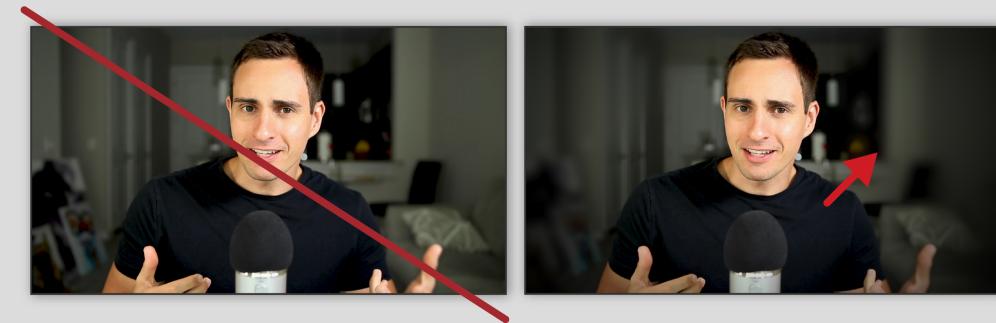


- Desaturate Elements Near the Entry Point

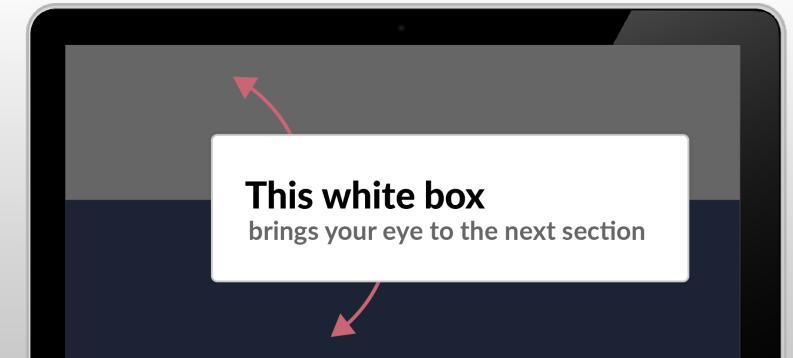


## GUIDE EYE FLOW

- Obscure Background Details



- Overlap Elements Across Sections



## GROUP SIMILAR INTERESTS

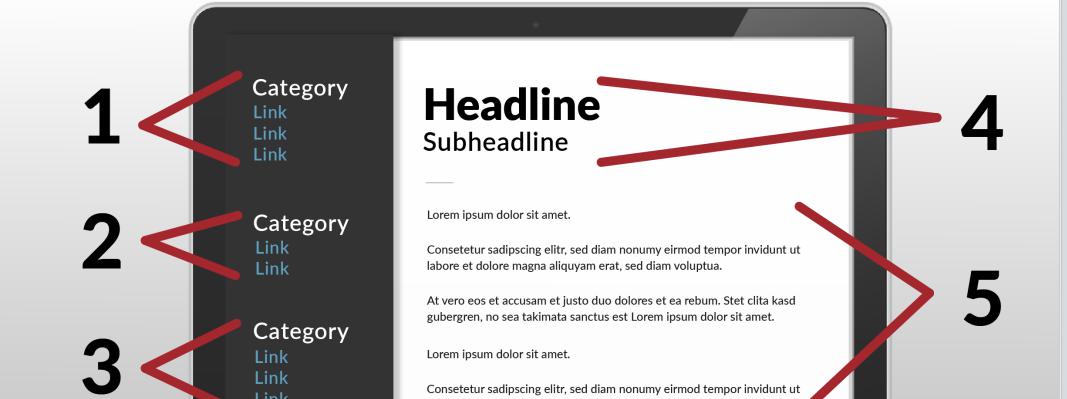
- Push Headlines Closer to Their Sections



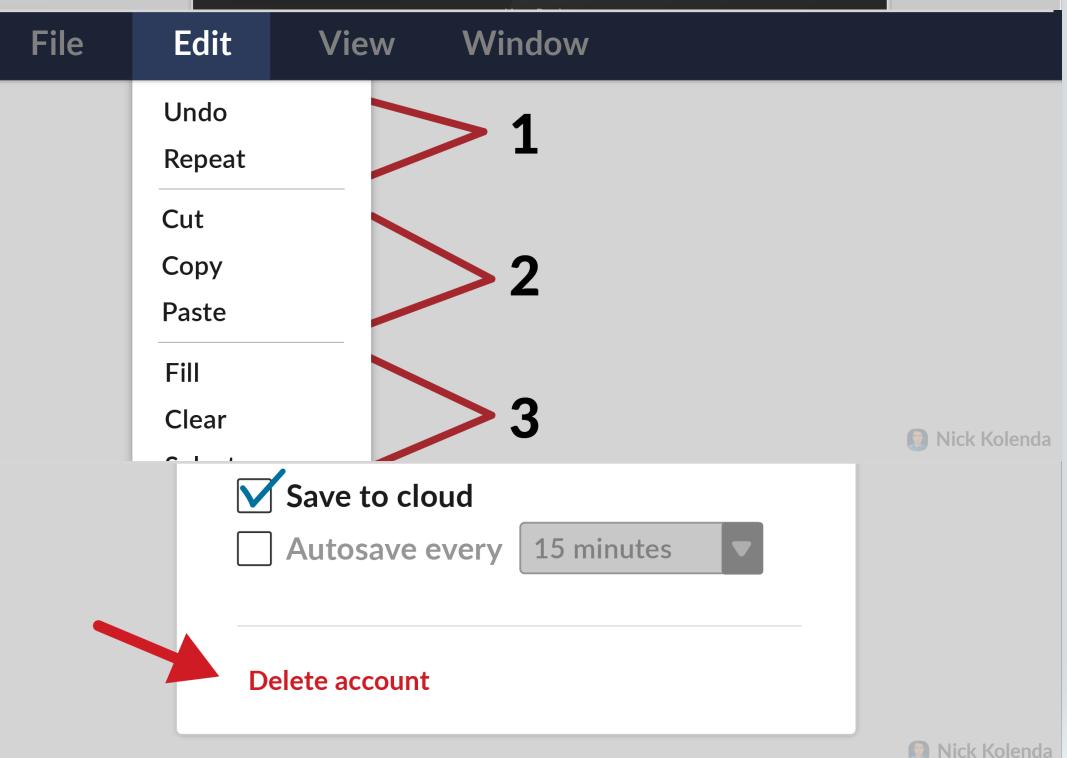
- Keep Labels Close to Their Elements



- Group Similar Elements By Proximity



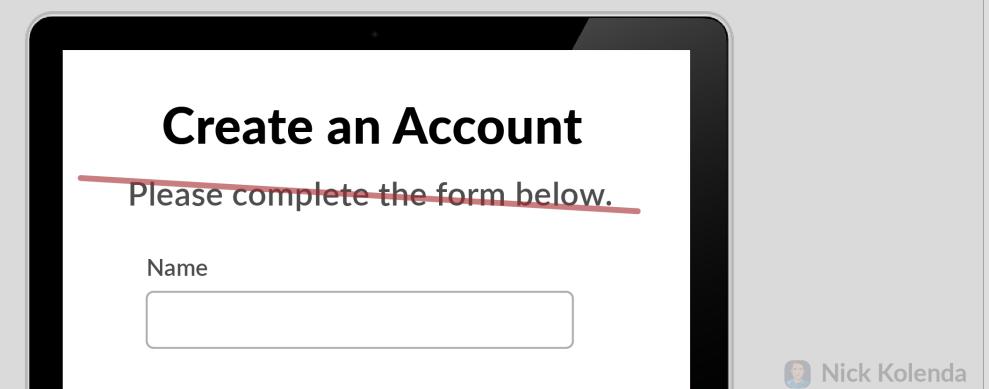
- Categorize Long Lists Into Smaller Sections



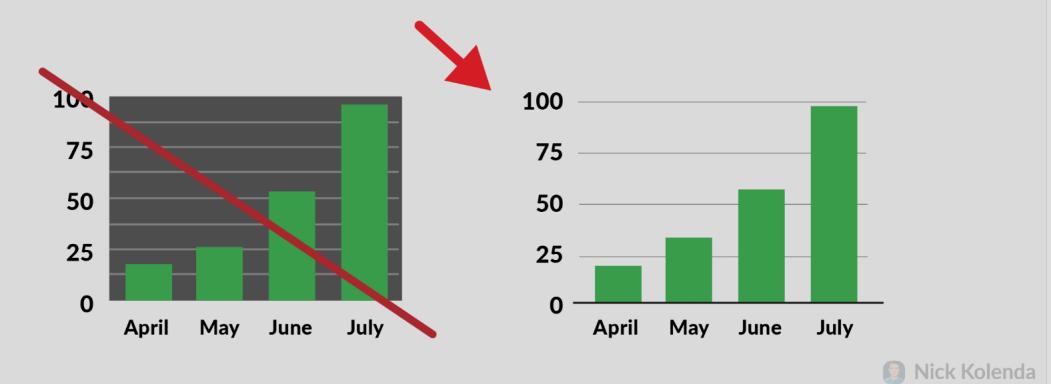
- Distinguish Powerful Functions to Minimize Slips

## REMOVE UNNECESSARY ELEMENTS

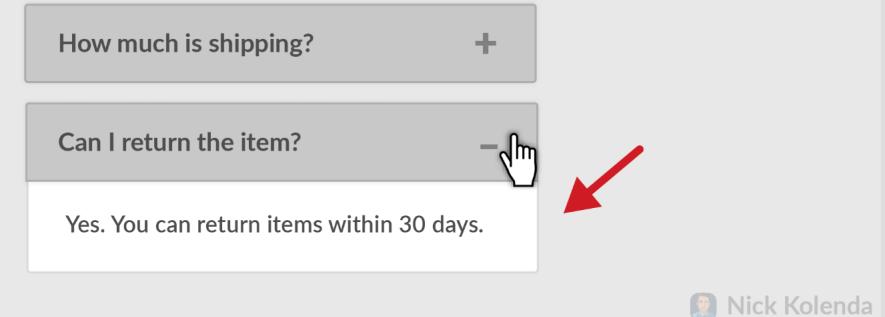
- Omit Self-Explanatory Instructions**



- Maximize Data-Ink Ratios**



- Hide Peripheral Details in Expandable**



## COMMUNICATE HIDDEN SECTIONS OF THE DESIGN

- Indicate Whether Content Exists Below the Fold**

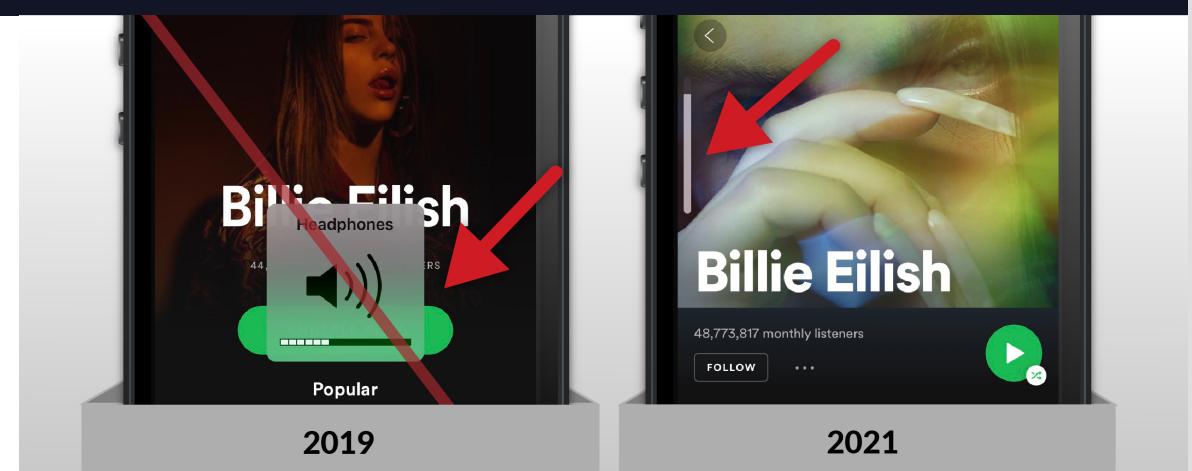


- Convey Depth Through Fades or Shadows**

Name	Address	Address 2	City
Jon Doe	123 Elm St.		Lebanon
Jane Doe	99 Oak St.	Apt 3	Springfield
Jon Smith	50 Pine St.		Greenville
Jane Smith	100 Cedar St.		Bristol

## DEPICT CHANGES WITHOUT DISRUPTING THE USER

- Prevent Changes From Blocking Other Functions**

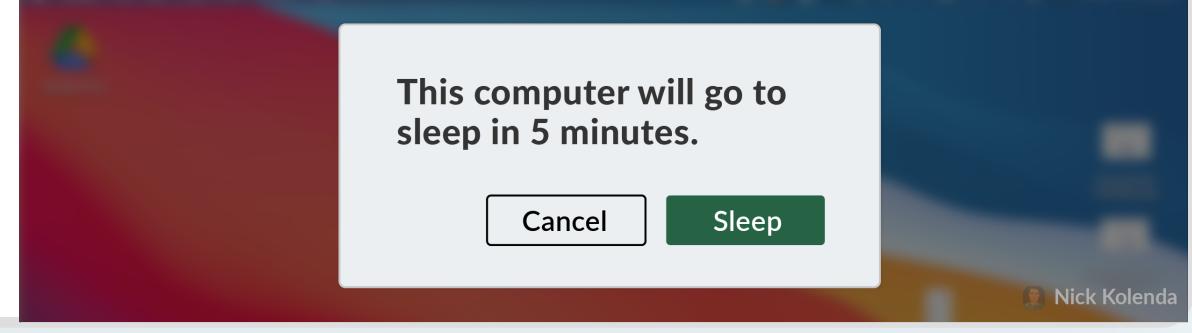


- Animate Visual Changes to the Interface**



- Indicate Which Items Have Changed**

- Warn Users When a Timed Function Will Occur**



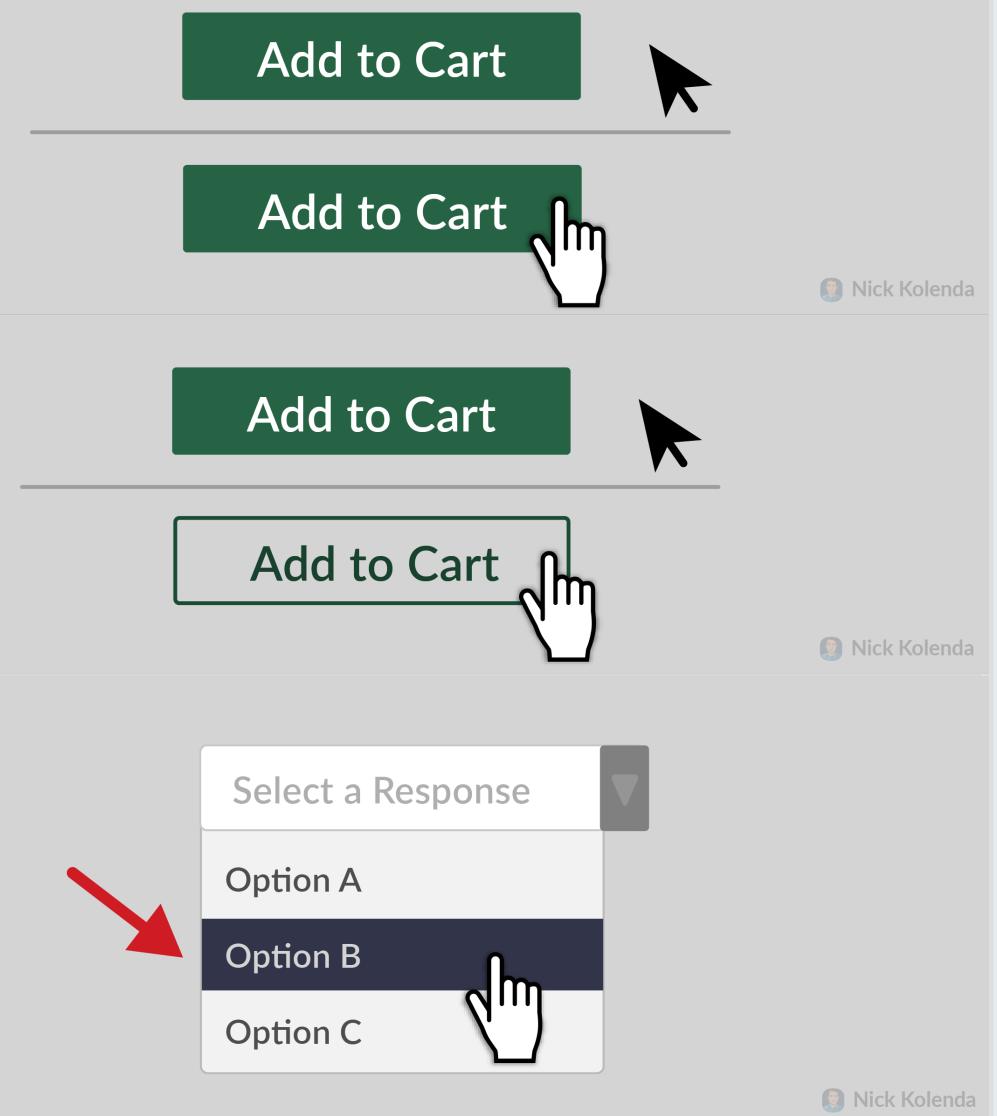


GUIDELINE 2

# UNDERSTANDING

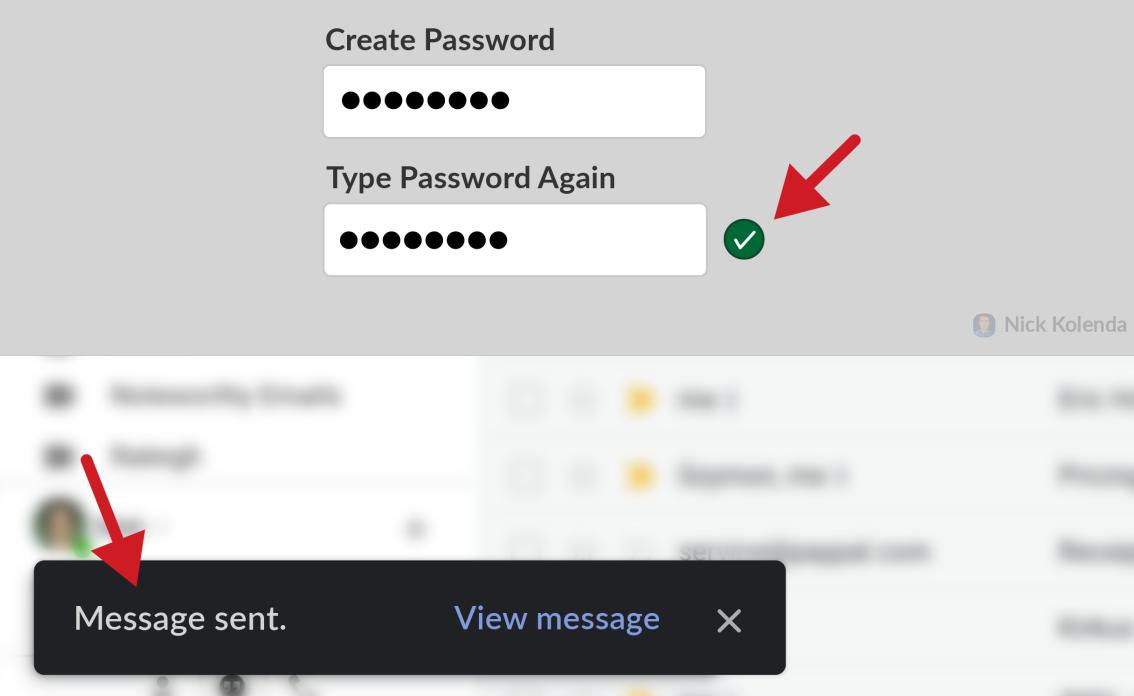
## COMMUNICATE WHICH ITEMS ARE INTERACTIVE

- Change the Cursor or Medium



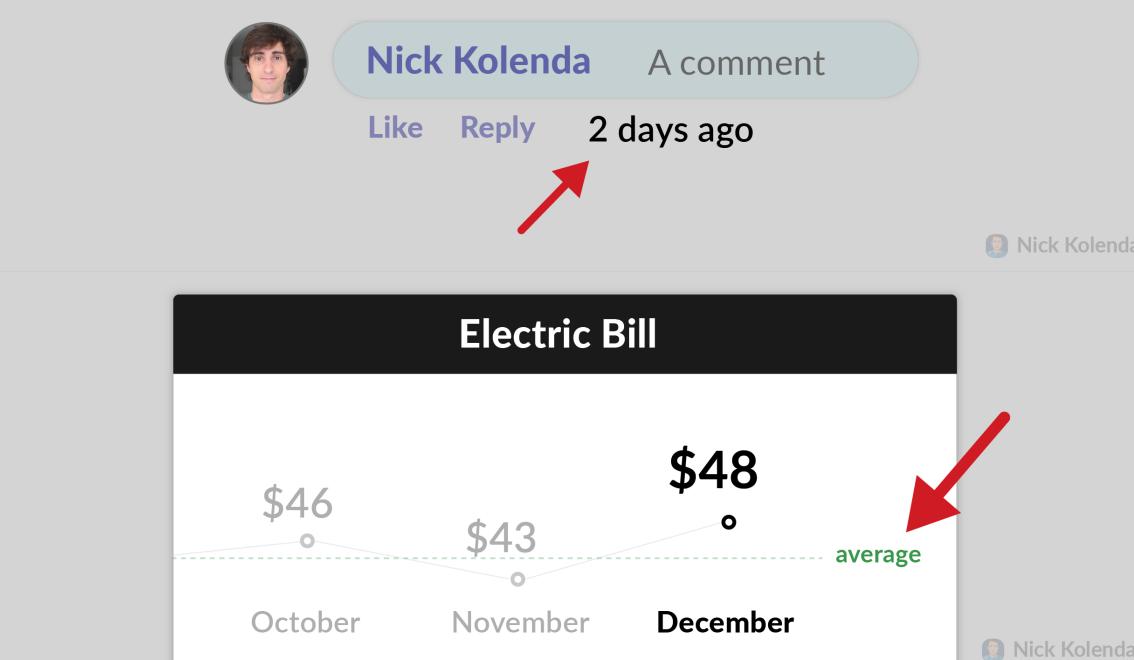
## PROVIDE FEEDBACK DURING AN AFTER INTERACTIONS

- Indicate Whether an Interaction Will Be Successful



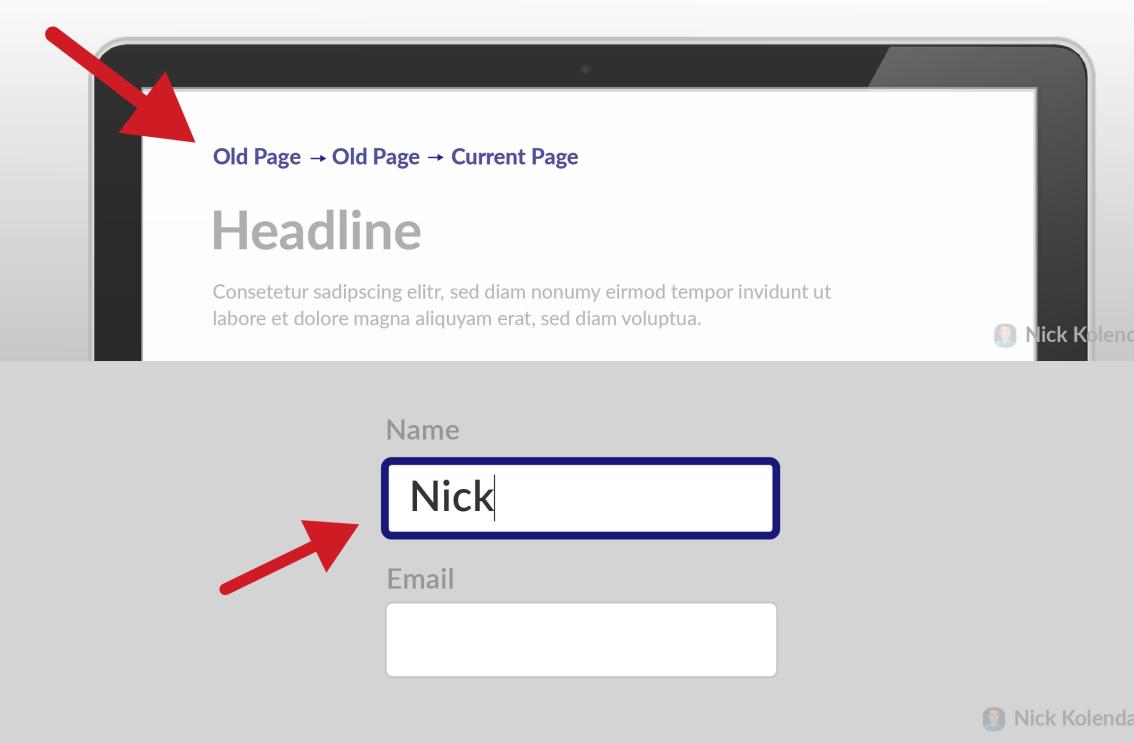
## COMMUNICATE IN RELATIVE TERMS

- Communicate Time in Relation to the Present

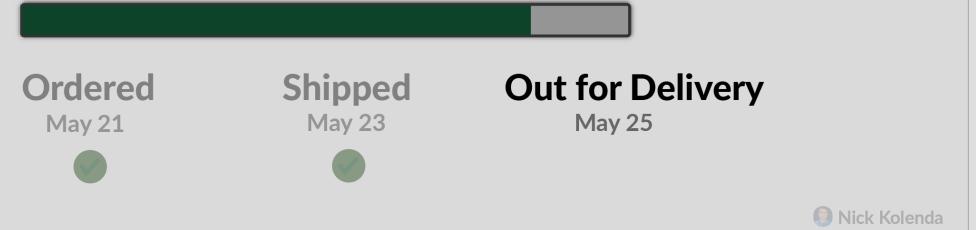


## HELP USERS FIND THEIR CURRENT LOCATION

- Show the User's Previous Steps

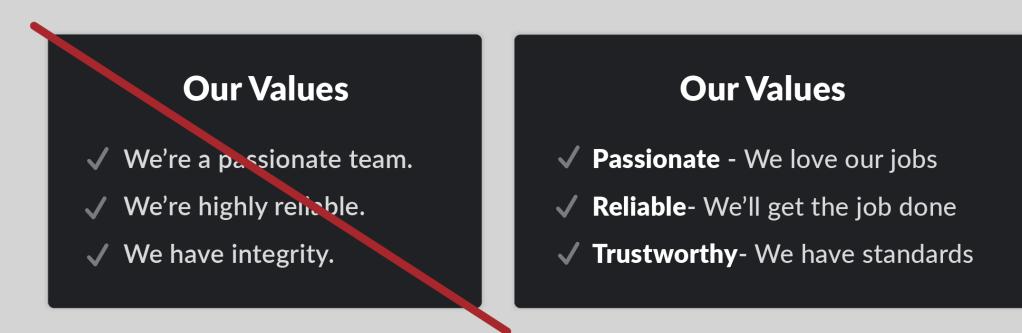


- Communicate the Current Phase of Interactions



## DESIGN FOR SCANNABILITY

- Place Important Information Toward the Beginning

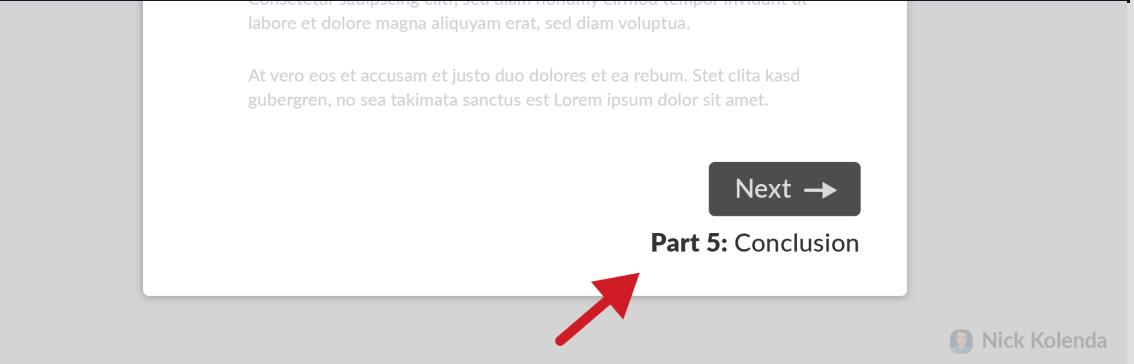


- Insert the Main Takeaway into Headlines



## COMMUNICATE THE EXPECTED OUTCOME OF INTERACTIONS

- Indicate the Next Item in a Sequence



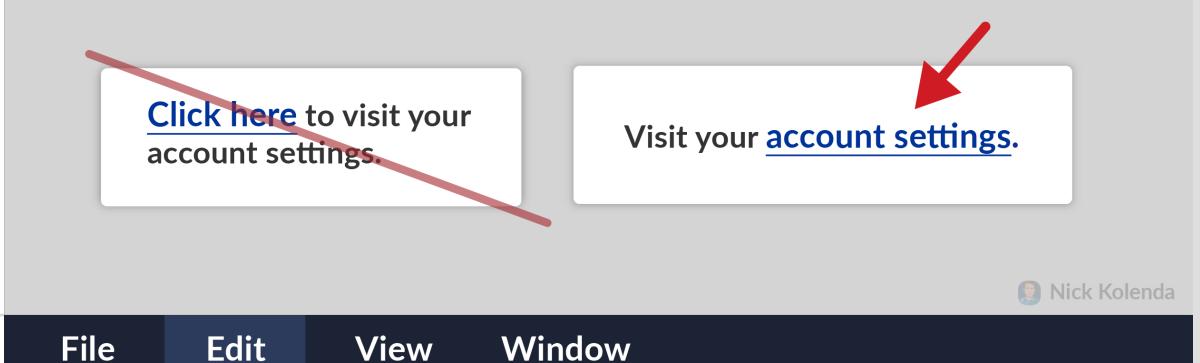
- Show the Number of Items in a Group



- Show a Preview of the Output



- Describe the Destinations of Links

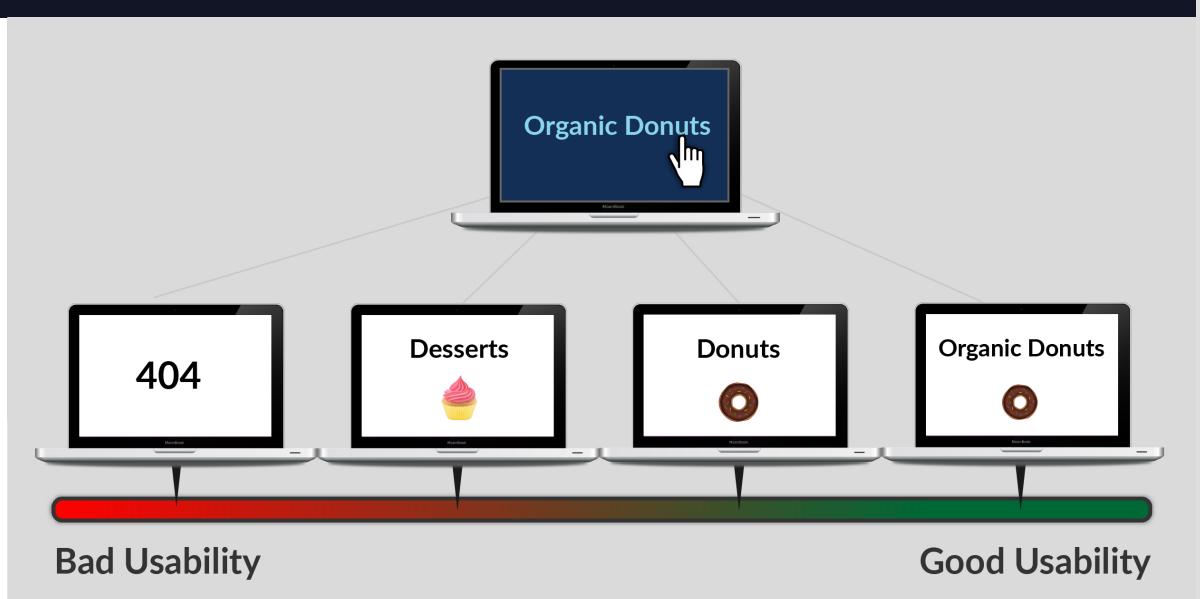


- Specify the Interaction That Will Occur

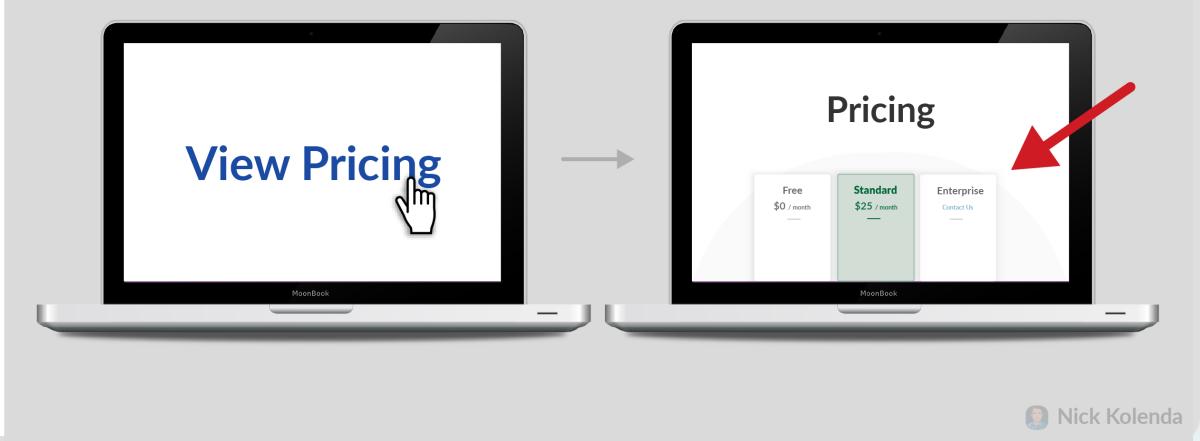


## MATCH THE USER'S EXPECTATIONS

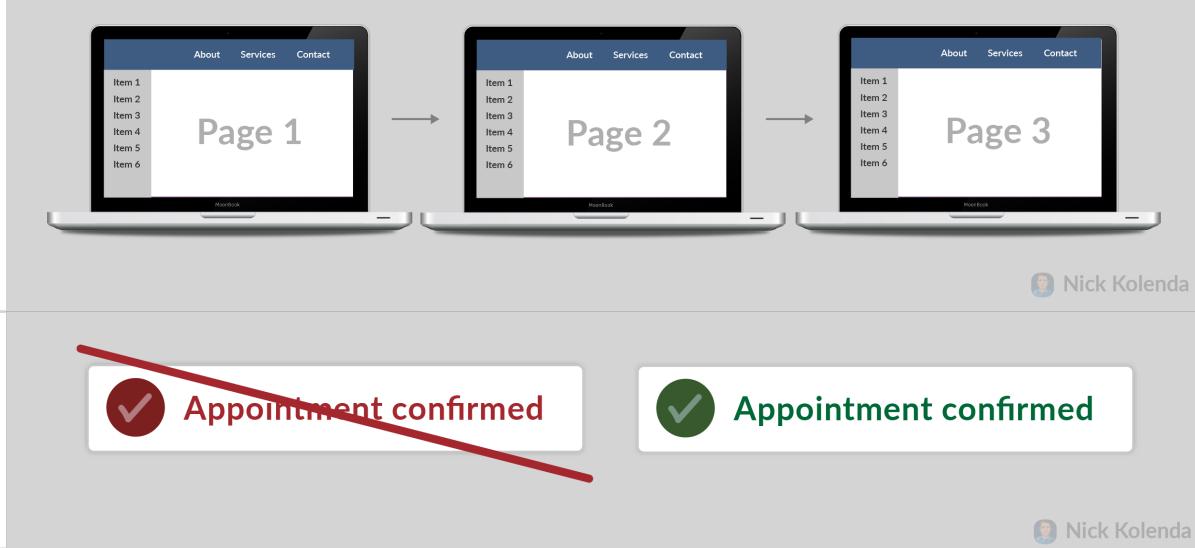
- Stay Consistent Between Links and Destinations



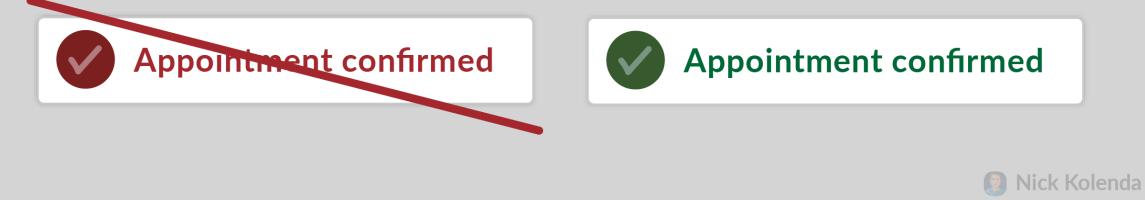
- Show the Primary Essence Upon Loading



- Adhere to a Consistent Layout



- Choose Semantically Meaningful Colors

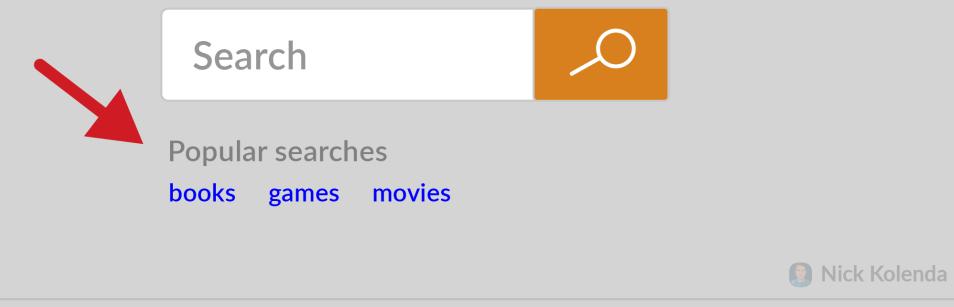


### GUIDELINE 3

## EFFORT

### HELP USERS CHOOSE OPTIONS

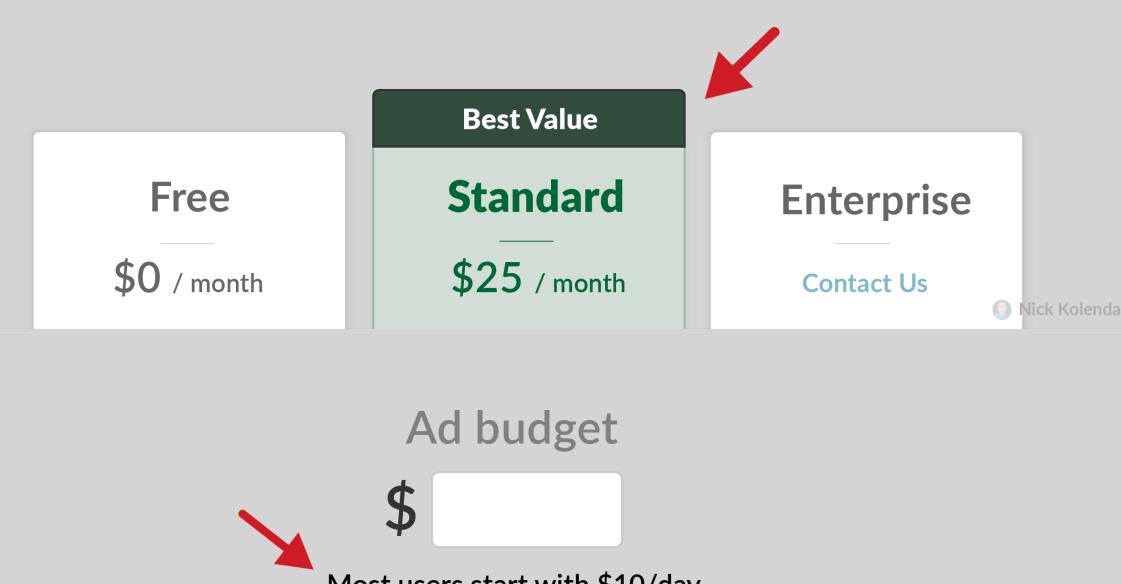
- Suggest a Starting Point



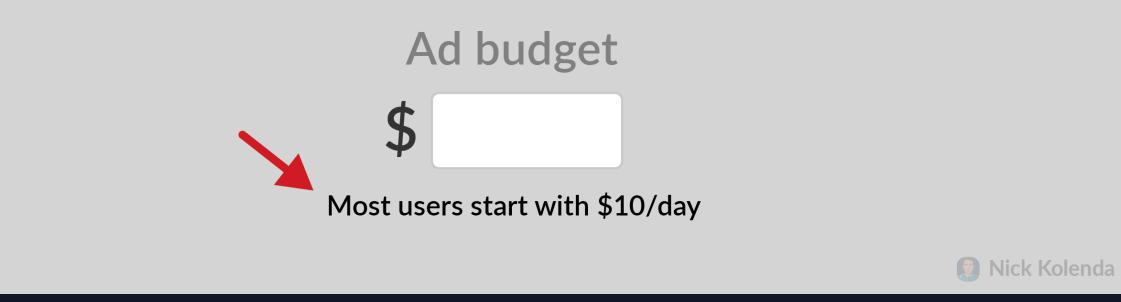
- Compare Options Across Attributes

Price	\$195	\$285	\$125
Reviews	★★★★☆	★★★★★	★★★☆☆
Brand	Acme	ABC Corp	Widget LLC
Size	26 in	32 in	32 in

- Recommend an Option

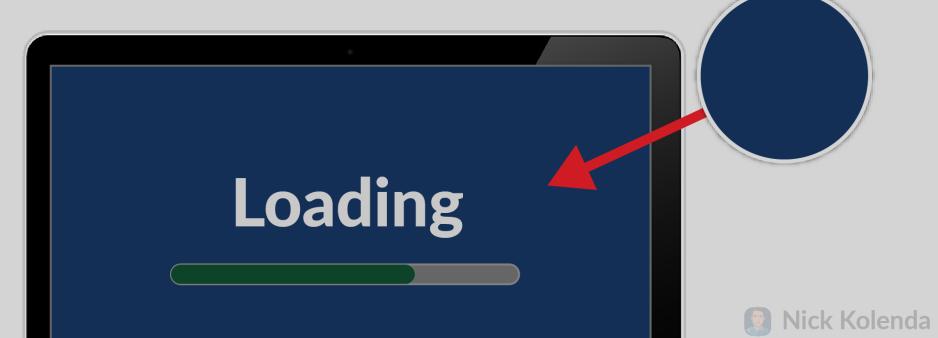


- Show the Typical Answer

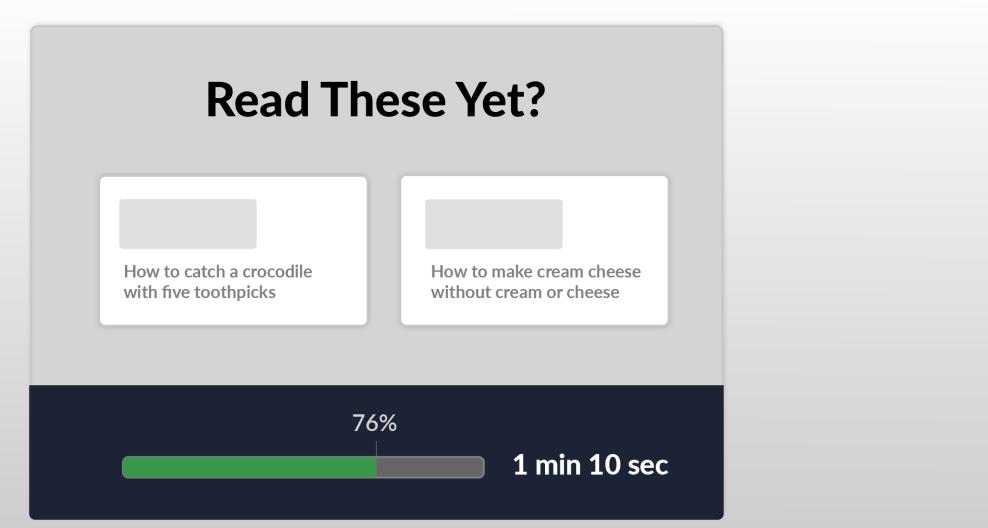


### MINIMIZE THE DETERIMENTS OF WAITING

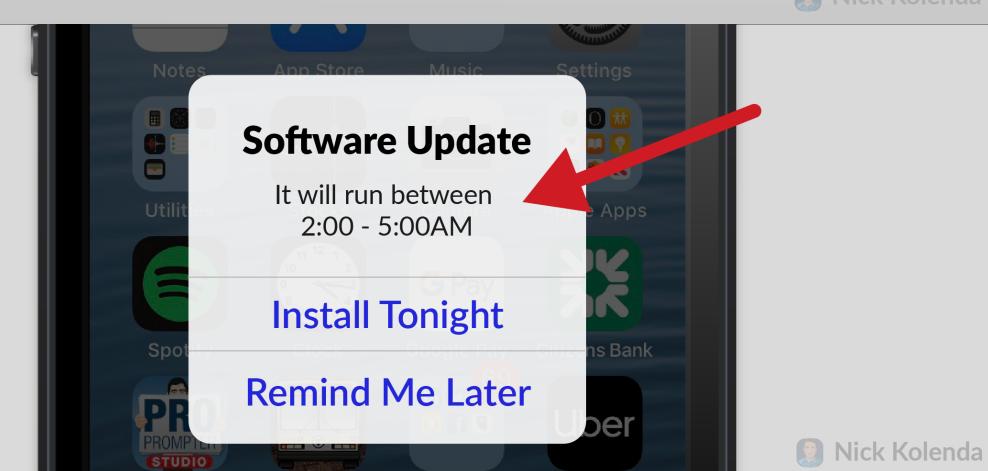
- Decrease Their Arousal With Cool Colors



- Keep Users Engaged While They Wait



- Align Machine Downtime With User Downtime



- Populate the Interface With Placeholders While Loading



## MINIMIZE RELIANCE ON CALCULATIONS AND MEMORY

- Calculate the Number of Items Remaining



- Keep Pertinent Information Visible

- Let Users Copy Information

- Indicate Which Items Users Have Already Viewed

Article	Description	New
Article 2	Description	
Article 3	Description	New
Article 4	Description	
Article 5	Description	

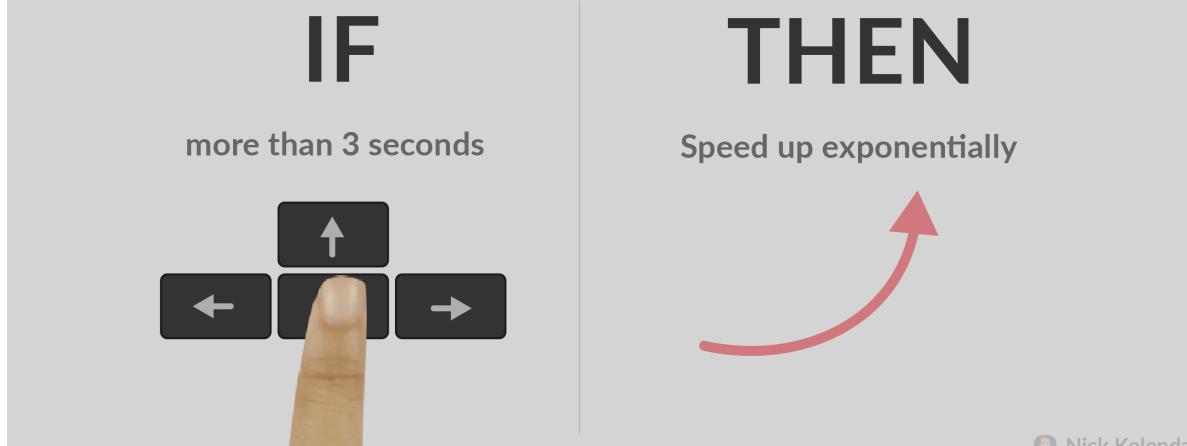
- Minimize Credentials That Are Specific to the Interface

## MINIMIZE REDUNDANT TASKS

- Let Users Duplicate Past Input

- Preserve Input During Interface Changes

- Monitor Excessive Input or Repetitions



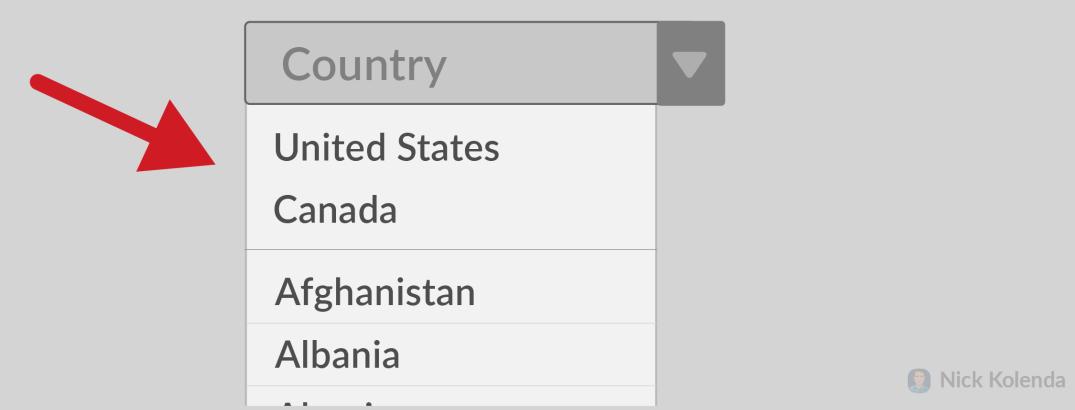
## PLACE FREQUENT INTERACTIONS CLOSER TO USERS

- Keep Options Visible in Small Assortments

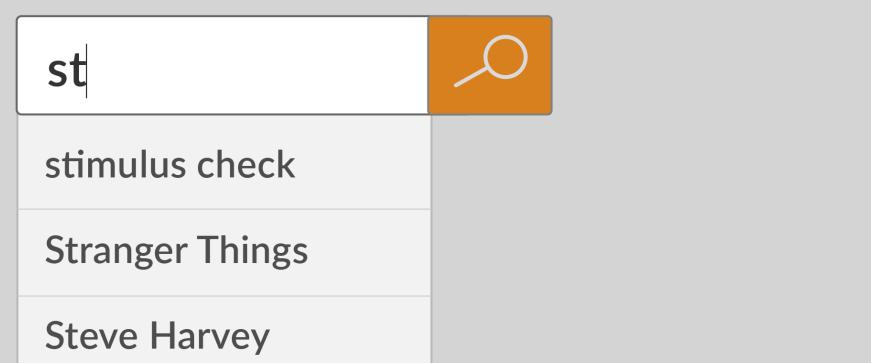
**Prefill Input Fields With Common Responses**



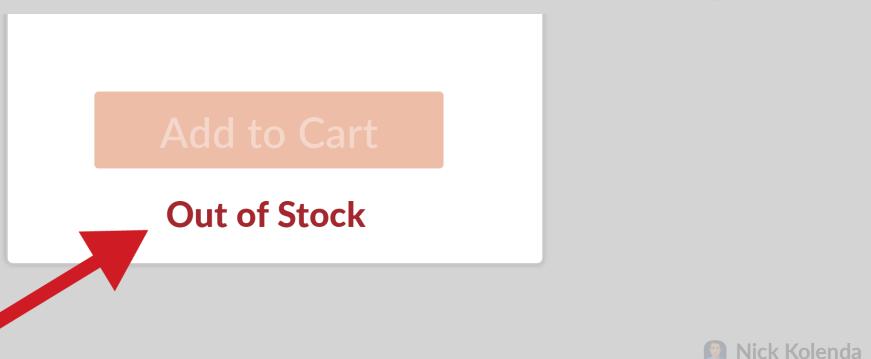
**Position Common Answers At the Top of Lists**



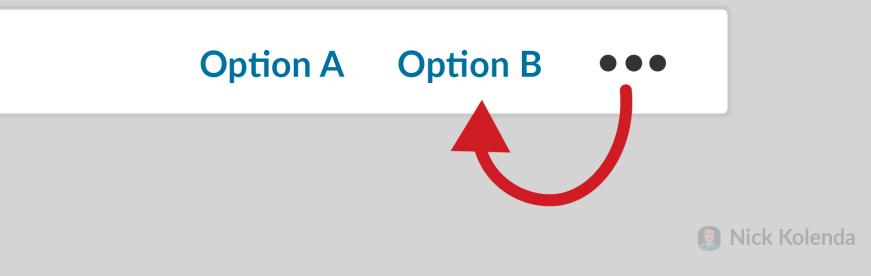
**Offer Suggestions From Predicted Input**



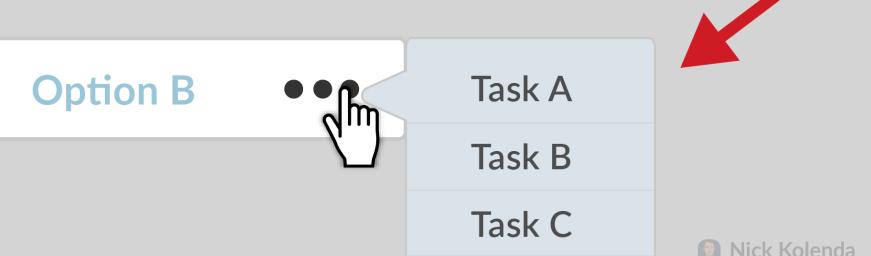
**Keep Pertinent Information in Front of an Interaction**



**Keep Frequent Interactions Visible**

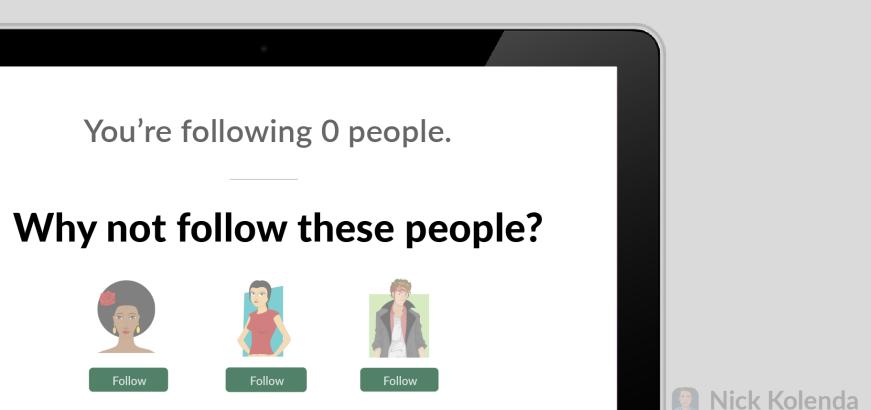


**Hide Infrequent Interactions**



## GUIDE USERS TOWARD THEIR GOAL

**Nudge Users Toward Value**



**Start Progress Above Zero**

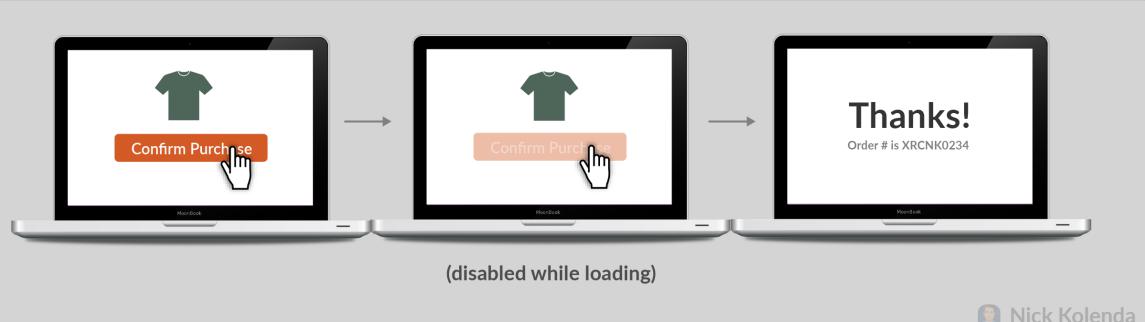


GUIDELINE 4

## ERRORS

## GUIDE USERS TOWARD THEIR GOAL

**Disable Buttons When Users Click Them**



- Only Offer Inputs That Are Acceptable

#### Select a Date

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Nick Kolenda

Save to cloud  
 Autosave every 15 minutes

Nick Kolenda

- Enable Functions Only When Necessary

Enter Serial Number:

-

Nick Kolenda

- Structure Text Fields to Match Input

Type DELETE to delete your account

This action is irreversible.

Delete

Nick Kolenda

- Add Constraints to Irreversible Changes

## COMMUNICATE THE REQUIREMENTS FOR AN INTERACTION

- Describe the Necessary Input

Upload File

Formats: PNG, JPG, PDF

Browse

Max size: 8MB

Nick Kolenda

- Describe the Necessary Parameters

Password

Must be at least 8 characters

Nick Kolenda

- Populate the Units or Parameters

\$  USD

Nick Kolenda

- Match Form Sizes With Input Sizes

Address

Apt

Nick Kolenda

- Indicate Which Elements Are Required

Address\*

Nick Kolenda

## MONITOR SIGNALS THAT ARE TYPICAL IN ERRORS

- Monitor Wording That Contradicts Intent

Did you want to attach files?  
 You said "I attached" in your email, but you didn't attach anything.

Edit  Send

Nick Kolenda

- Monitor Empty Submissions

This email has no subject line  
 Still send it?

Edit  Send

Nick Kolenda

- Monitor for Inactivity

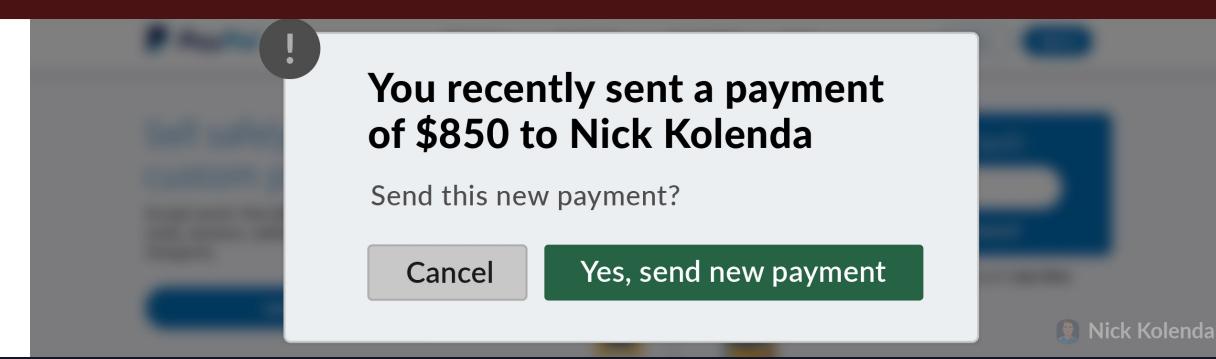
Are you still watching "Grey's Anatomy"?

Continue Watching

Exit

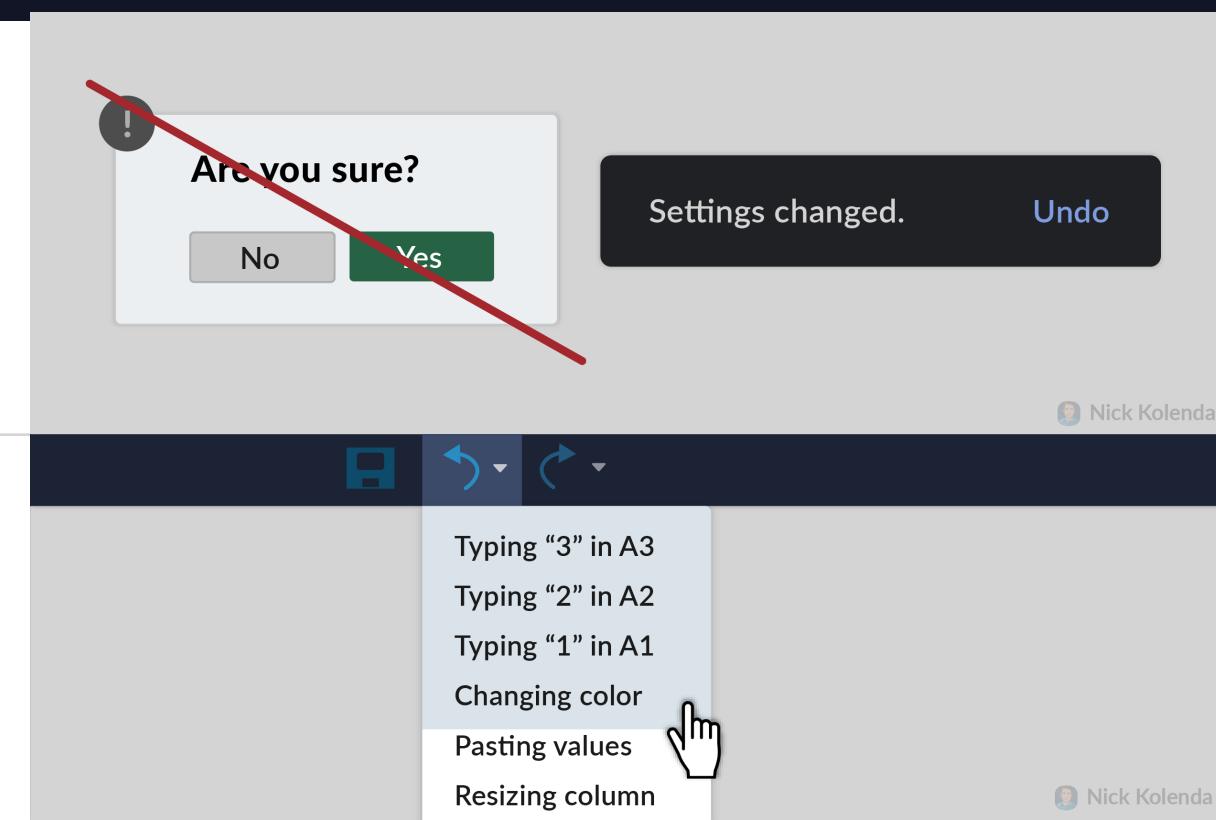
Nick Kolenda

- Confirm Whether a Repeated Action Was Intended



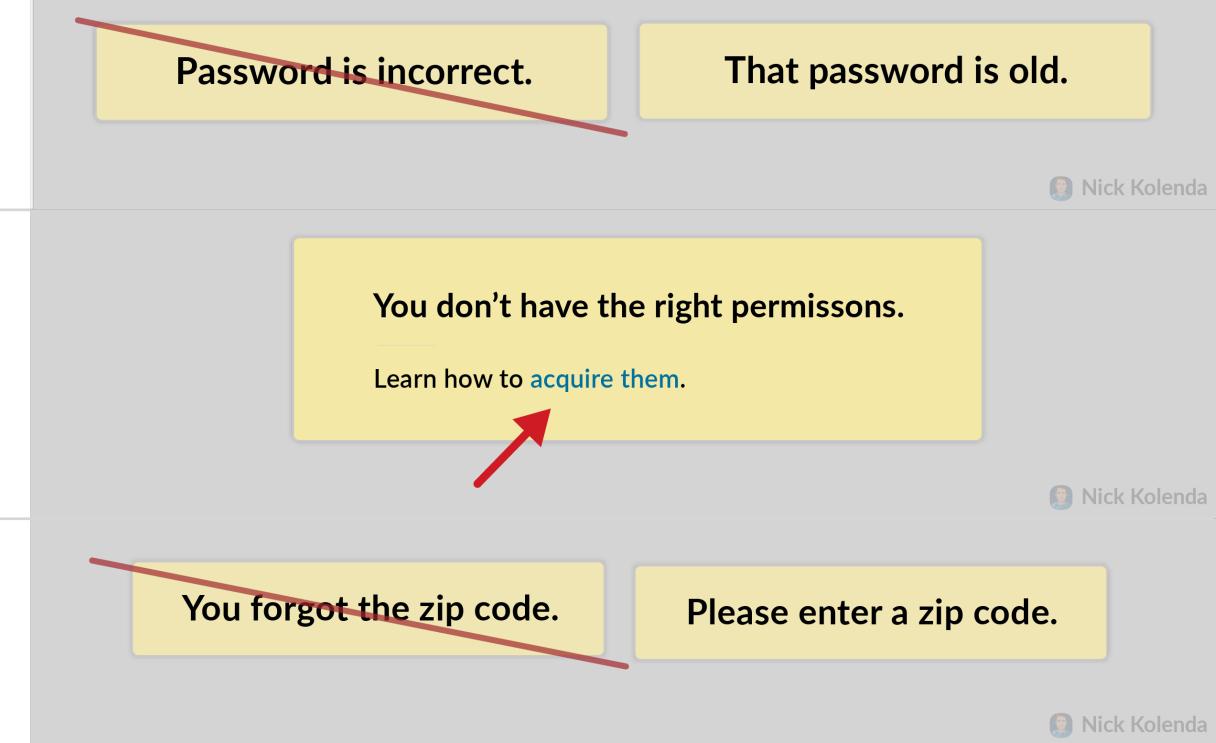
## PROVIDE EASY WAYS TO ESCAPE OR REVERT

- Skip Confirmations in Reversible Decisions
- Let Users Undo Multiple Levels of Action



## HELP USERS RESOLVE THE ISSUE

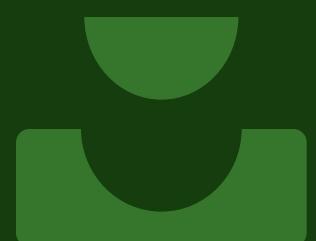
- Identify the Problem and Solution to Errors
- Point Users to Support or Documentation
- Avoid Saying “You” in Error Messages



## EXTEND MOVABLE PATHS AND CLICKABLE AREAS

- Delay Hover Animations By a Few Milliseconds
- Add a Transparent Button to Small Buttons
- Hyperlink the Full Background of an Item





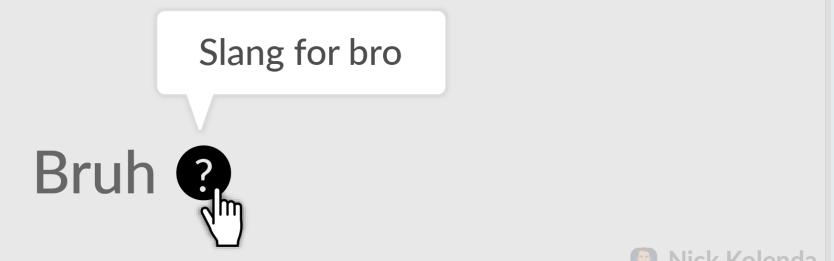
# COMPATIBILITY

## ACCOMMODATE THE USER'S SKILL OR KNOWLEDGE

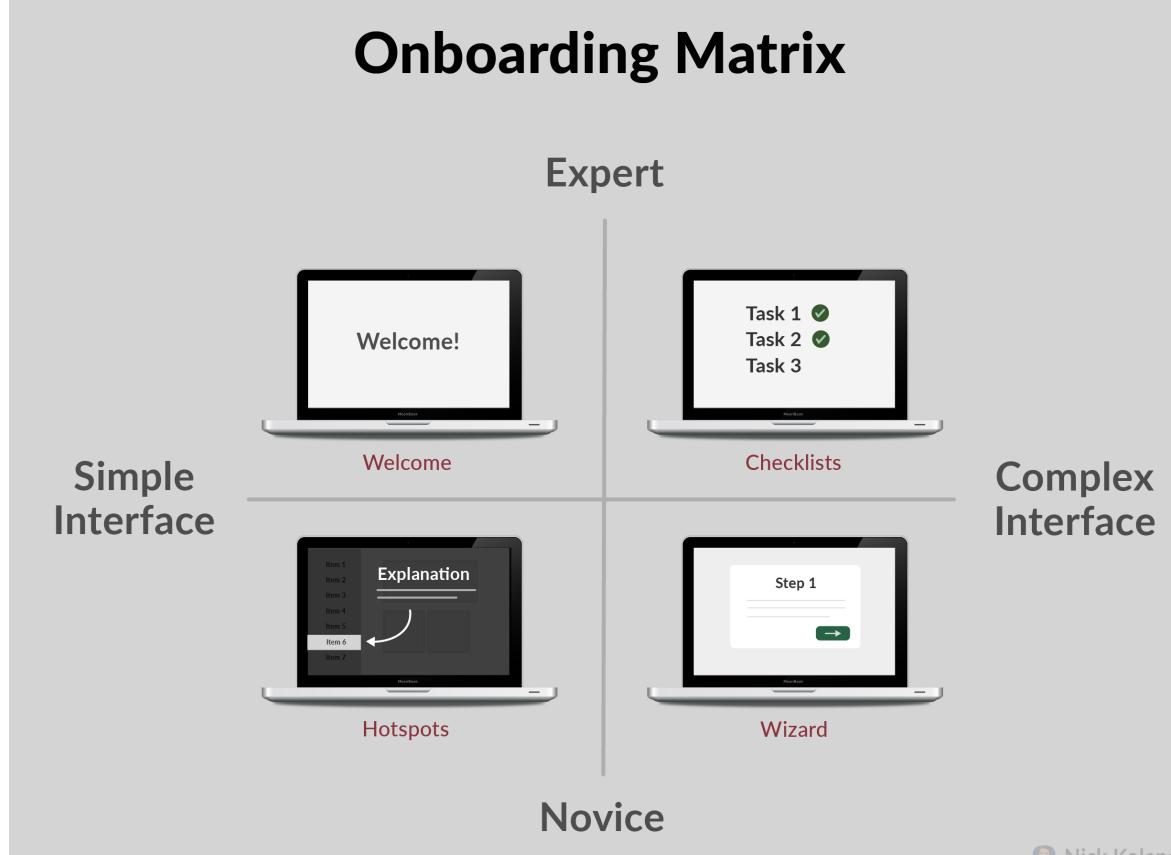
- Help Users Understand Unfamiliar Languages



- Help Users Understand Unfamiliar Terms

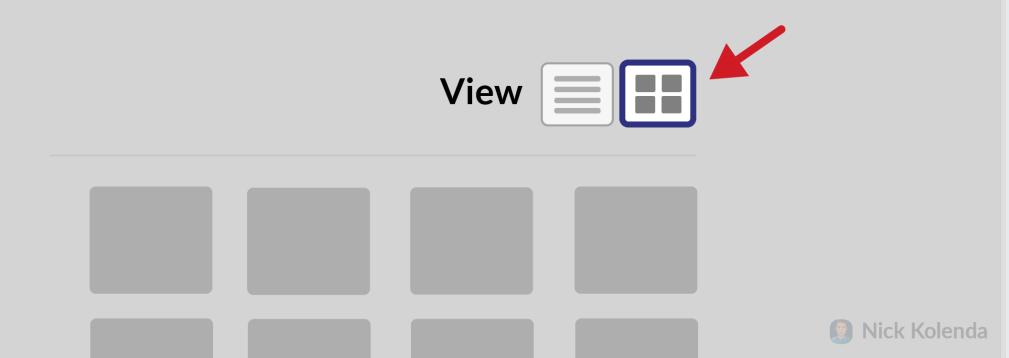


- Onboard Users Based on Their Expertise



## ACCOMMODATE THE USER'S GOAL OR WORKFLOW

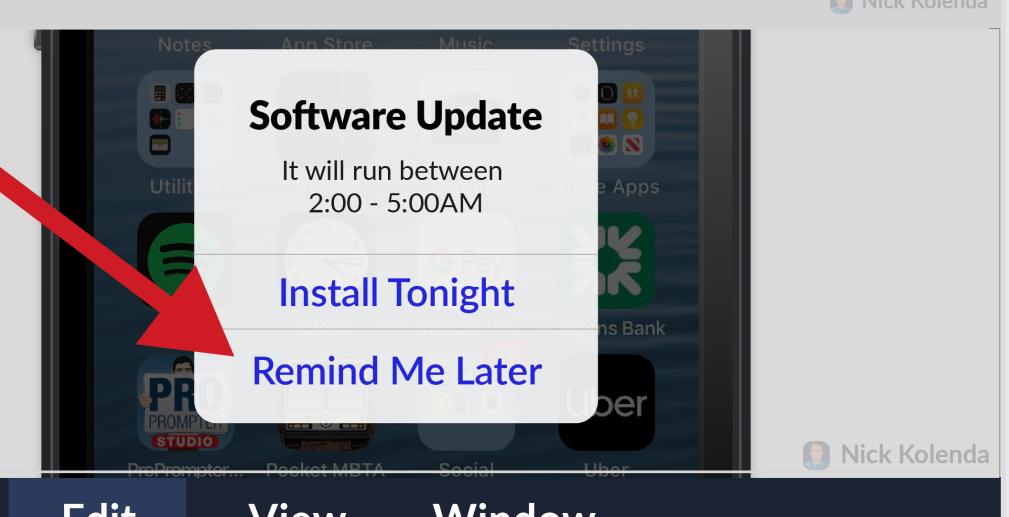
- Let Users Control the Appearance of Elements



- Let Users Control the Order of Elements



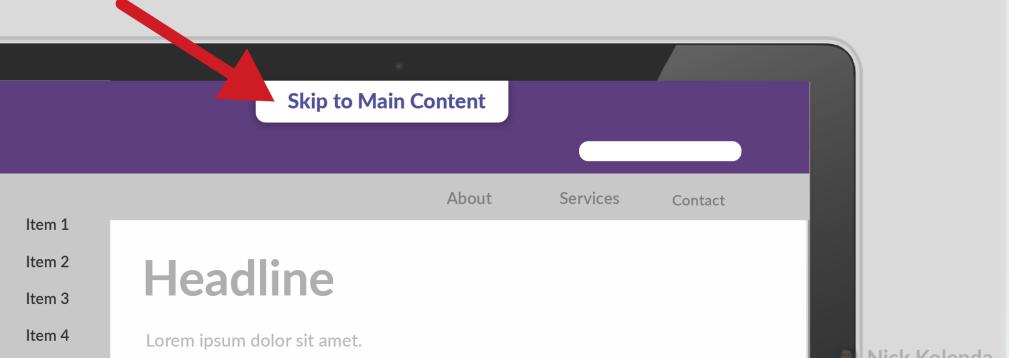
- Let Users Postpone Unnecessary Tasks



- Offer Multiple Ways to Accomplish a Task

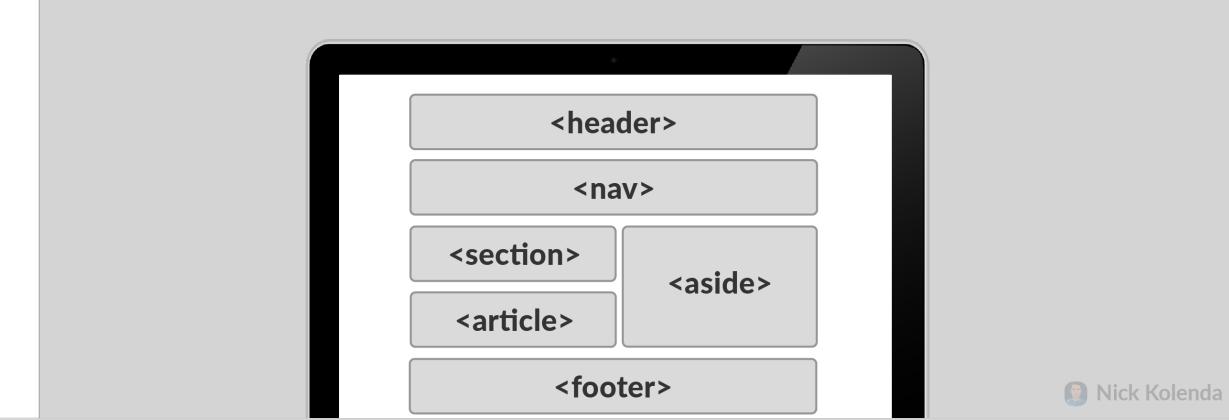


- Let Users Go Directly to a Location



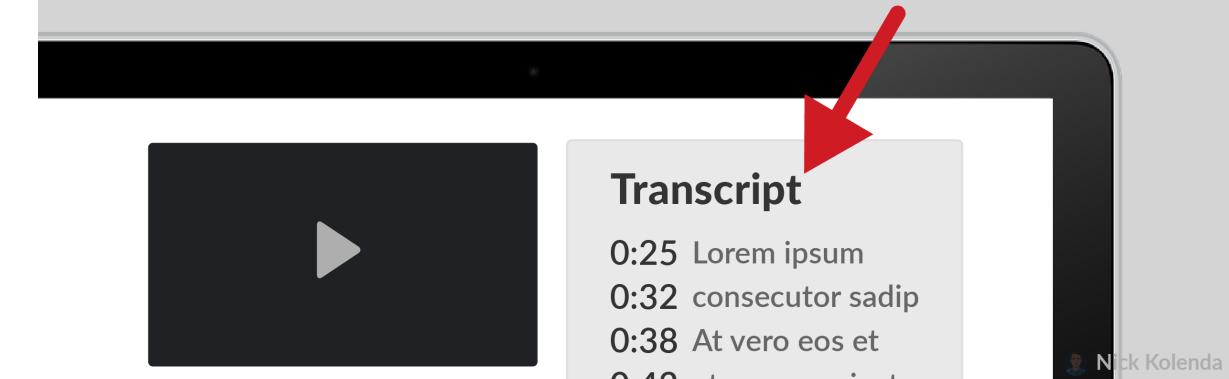
## MAXIMIZE THE ACCESSIBILITY OF YOUR INTERFACE

- Categorize Elements With Semantic Markup



Nick Kolenda

- Provide Alternative Formats of Content

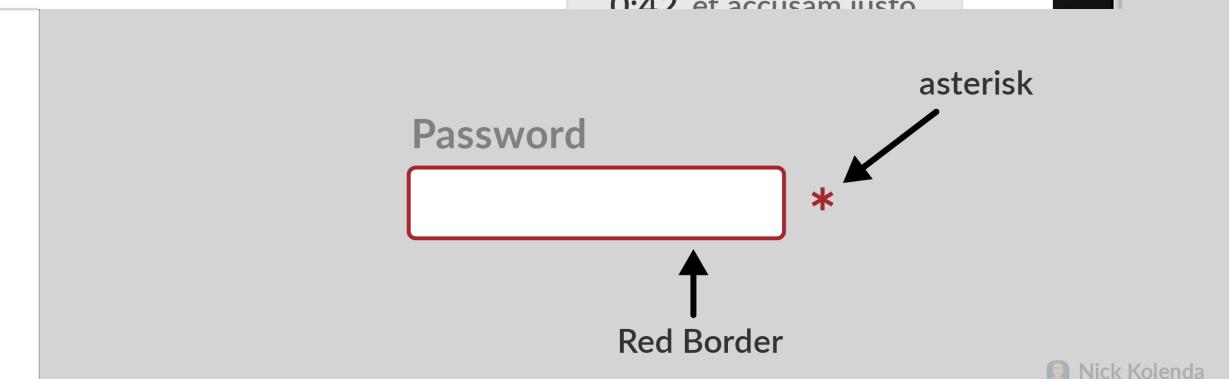


Transcript

0:25 Lorem ipsum  
0:32 consecutor sadip  
0:38 At vero eos et  
0:42 et accusam justo

Nick Kolenda

- Communicate Information in Multiple Formats



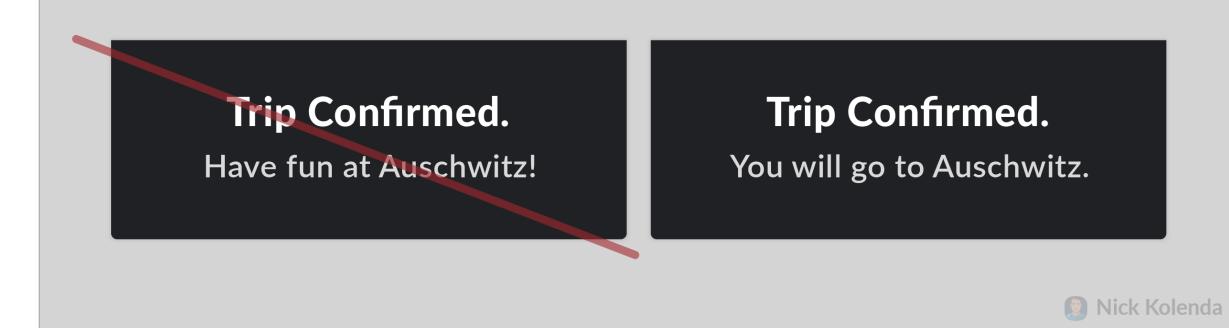
Password

asterisk  
Red Border

Nick Kolenda

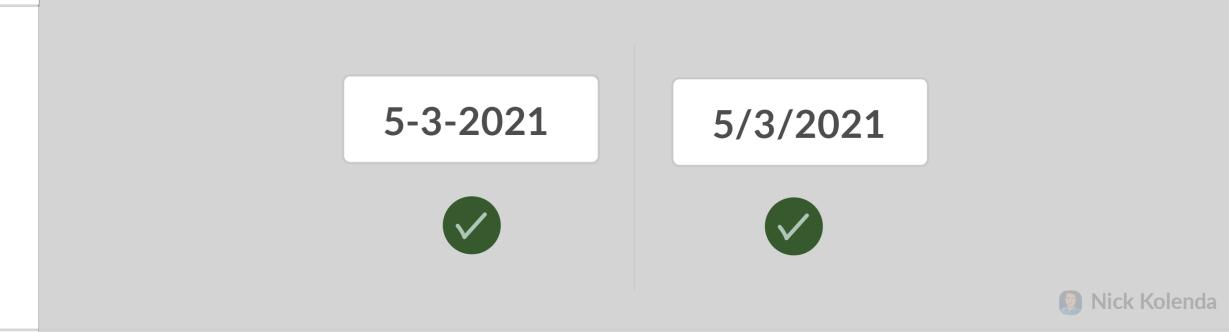
## MAXIMIZE COMPATIBILITY FOR ALL INPUTS AND SCENARIOS

- Ensure That Messages Apply to All Scenarios

Trip Confirmed.  
You will go to Auschwitz.

Nick Kolenda

- Accept Various Formats of Input



5-3-2021

5/3/2021

Nick Kolenda

- Handle Inputs With Improper Formatting



negitation

0 results for "negitation"  
Here are 42 results for negotiation

Nick Kolenda

# Next Step...

You can create a sleek interface.

But there's still a missing piece: How can you make it **persuasive**?

For this step, check out my course on Website Behavior:

[www.NickKolenda.com/video-courses](http://www.NickKolenda.com/video-courses)