UX/UI Principles

Nielsen's Usability Heuristics

Those who work in UX/UI at CBA are involved in improving the experiences of our customers across a variety of platforms, including web, mobile, in-branch, and more. When designing an interface, it's important to keep a focus on usability - that is, how intuitive, enjoyable, and accessible a system is for a user. To do so, UI designers may refer to Nielsen's Usability Heuristics - a set of guiding principles for better usability. Think about how these could be used for your savings app design.
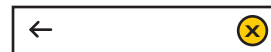
Visibility of System Status

Users should be shown the status and progress of ongoing activities, and given feedback in response to their actions.

Match between System and Real World

We can assist the user in understanding a system by creating a sense of familiarity. This can be done by designing elements that resemble real-world counterparts.

User Control and Freedom

Users should be given total control of the system, and offered guidance when they make mistakes.

Consistency and Standards

Patterns that are applied consistently provide a sense of familiarity, and allow users to better understand how to complete new and unfamiliar tasks.

Error Prevention

Anticipate possible mistakes and prevent them from happening in the first place. Disable functions that aren't needed, apply the appropriate restraints to limit errors.
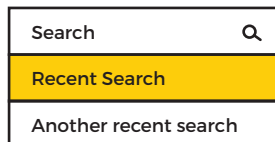
Recognition Rather than Recall

Where a user's decision requires the evaluation of existing data, take the load off their memory by displaying the relevant data in a recognisable way. They shouldn't have to recall information from one part of an application to another.
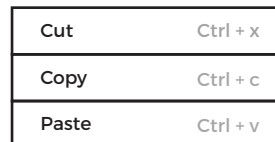
Flexibility and Efficiency of Use

Systems should cater for all levels of experience - that is, users who may be experts, and those who are novices.
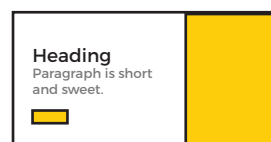
Aesthetic and Minimalist Design

Only include information that is important and relevant, and try to minimise adding things that are unnecessary and unwanted. Remember every extra piece takes away from the core message
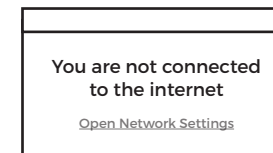
Recognise, Diagnose, Recover

Let your user know when they have made a mistake. Give a short and simple explanation of the error, and offer a solution.
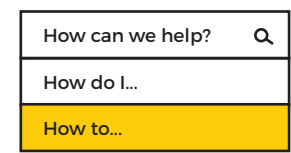
Help and Documentation

Offer additional support, such as an information button or FAQ page, which is easy to locate, and which the user can go to for more guidance.