

UI design principles

- **Introduction**

- UI importance for users
- Developer issue
- Importance of UI design

- **Basic principles of UI design**

- Structure principle
- Simplicity principle
- Visibility principle
- Feedback principle
- Reuse principle
- Tolerance principle

Effect of gradients of fill color

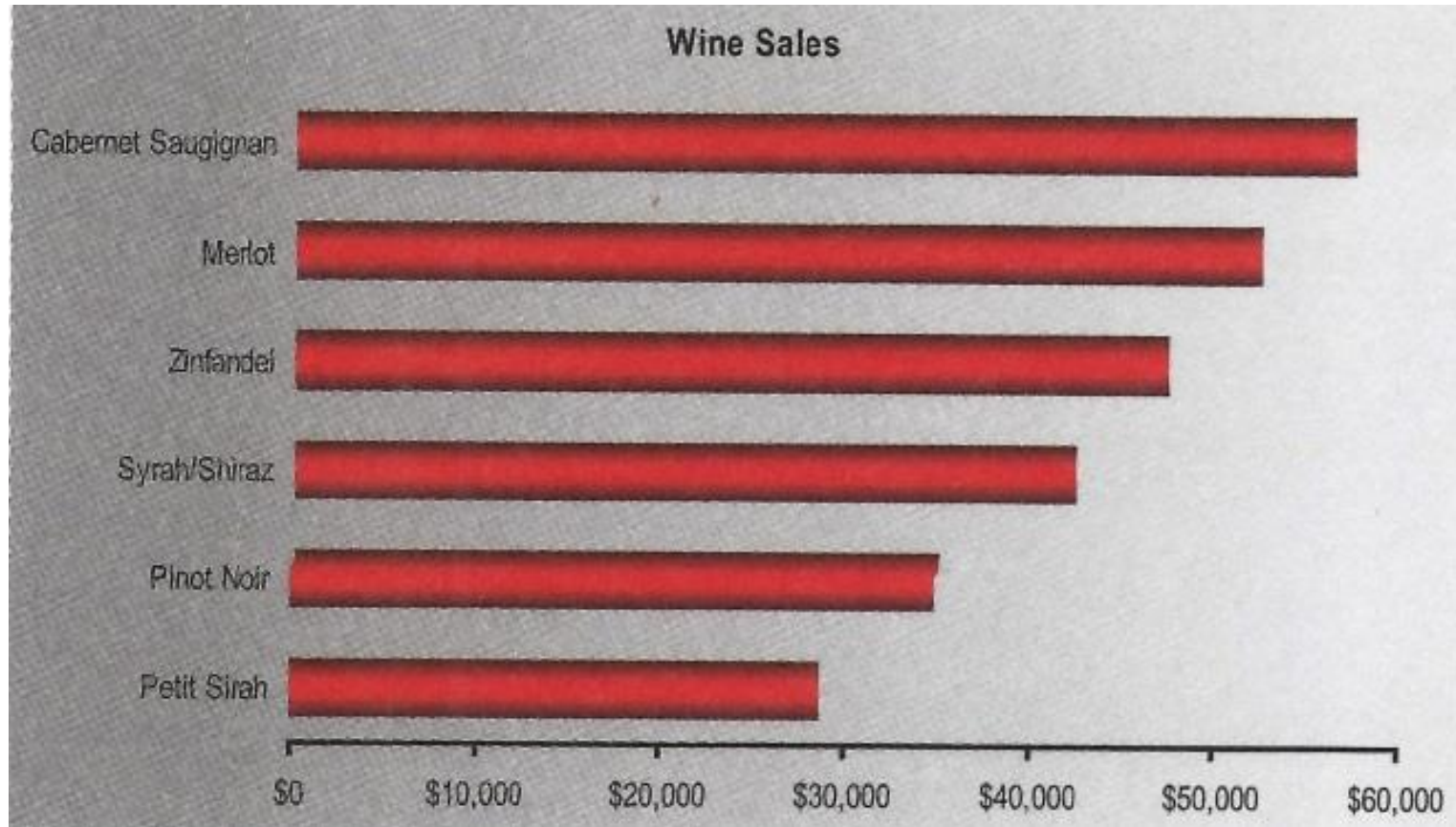


Figure 77: Color gradients
Source: Information Dashboard Design, Few

Mute axes lines

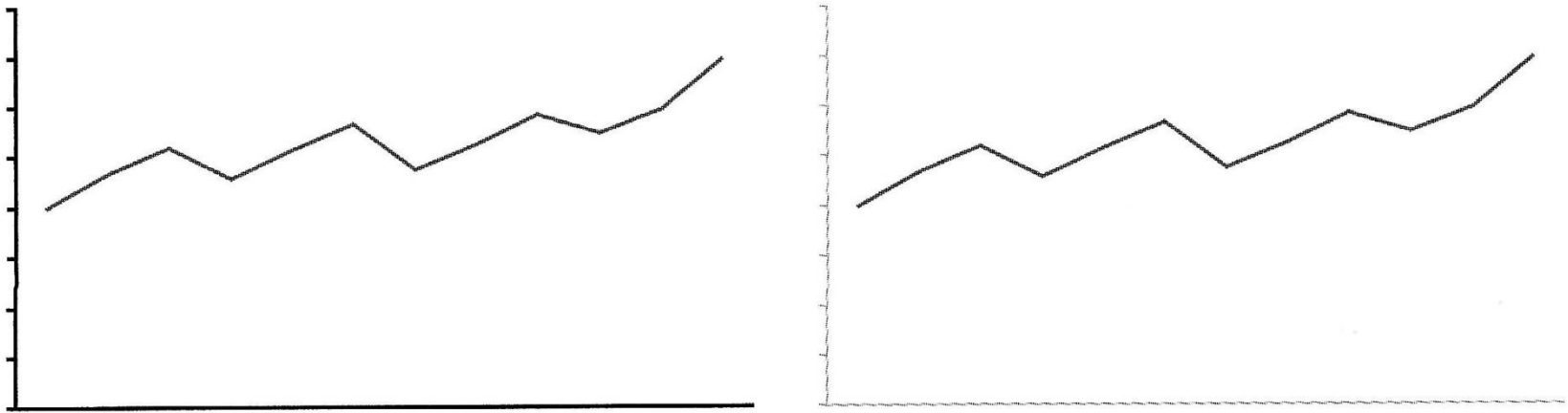


Figure 78: Muting axis lines
Source: Information Dashboard Design, Few

Mute lines and borders

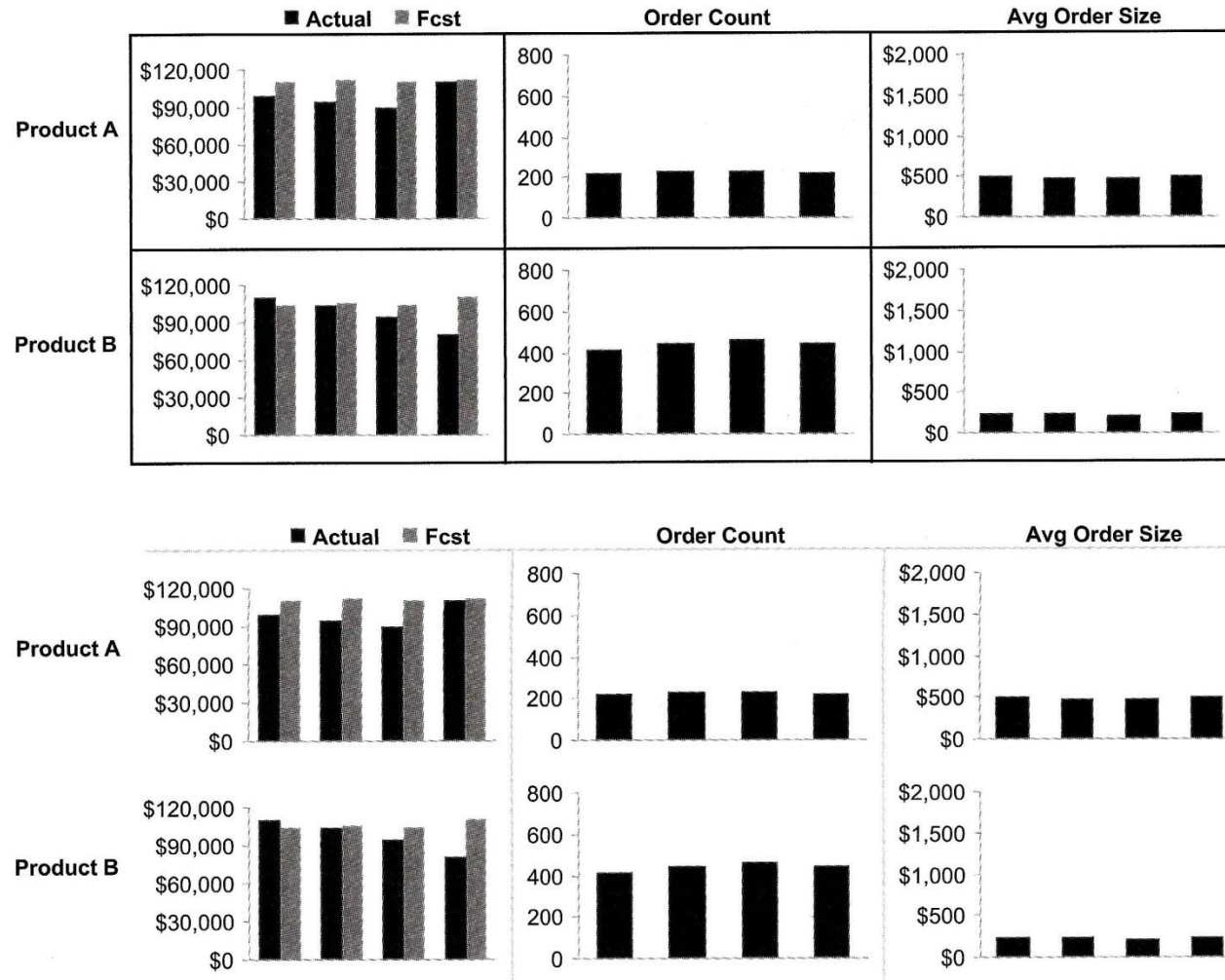


Figure 79: Muting line borders
Source: Information Dashboard Design, Few

Gridlines and fill muted

Salesperson	Jan	Feb	Mar
Robert Jones	2,834	4,838	6,131
Mandy Rodriguez	5,890	6,482	8,002
Terri Moore	7,398	9,374	11,748
John Donnelly	9,375	12,387	13,024
Jennifer Taylor	10,393	12,383	14,197
Total	\$35,890	\$45,464	\$53,102

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Total	\$35,890	\$45,464	\$53,102

Figure 80: Gridlines in tables
Source: Information Dashboard Design, Few

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Figure 81: Fill colors in tables
Source: Information Dashboard Design, Few

Muted table display

Product	Jan	Feb	Mar	Q1 Total	Apr	May	Jun	Q2 Total	YTD Total
Product A	93,993	84,773	88,833	267,599	95,838	93,874	83,994	273,706	541,305
Product B	87,413	78,839	82,615	248,867	89,129	87,303	78,114	254,547	503,414
Product C	90,036	81,204	85,093	256,333	91,803	89,922	80,458	262,183	518,516
Product D	92,737	83,640	87,646	264,023	94,557	92,620	82,872	270,048	534,072
Product E	83,733	75,520	79,137	238,390	85,377	83,627	74,826	243,830	482,220
Total	447,913	403,976	423,323	1,275,212	456,705	447,346	400,264	1,304,314	2,579,526

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Figure 82: Muted table display
Source: Information Dashboard Design, Few

Gestalt principle of proximity

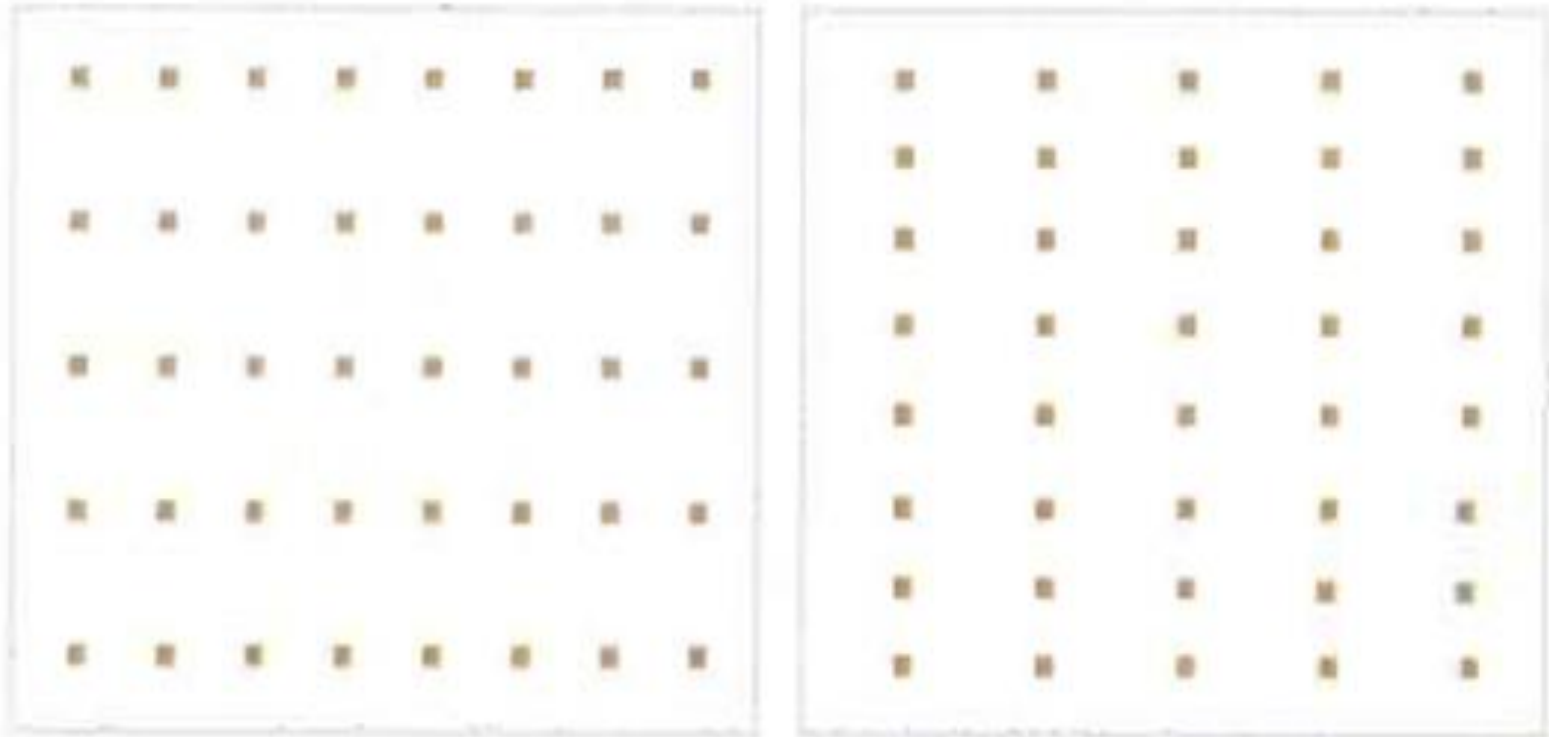


Figure 83: Principle of proximity
Source: Information Dashboard Design, Few