

HOW DO WE DESIGN GREAT INTERFACES



Who is going to use it?
What are we going to design?
Where is going to be used?
How are we going to do it?



WHO IS GOING TO USE IT?

Apply ethnographic methods for observing and interviewing users in their own context focusing on needs, goals, skills, and attitudes.



WHAT ARE WE GOING TO DESIGN?

Analyze results from previous observations and interviews to identify key features of our design challenge.



WHERE IS GOING TO BE USED?

The interface is the water and the device is the container: depending on the device, the interface has to be organized in a different way.



HOW ARE WE GOING TO DO IT?

There is not any recipe in design, but general principles coming from theory and previous experience that guide the designer in making decisions.



HEURISTICS

Easily learned and easily applied procedure for recalling some value.



DESIGN PATTERNS

Solutions to common problems, written systematically.



DESIGN GUIDES

Recommendations based on practice for improving the user experience.