

Design Principles

1) App Navigation and Exploration – Show the Value of your app upfront

This design principle helps the user navigate the app. Users must not be confused as to where next to go because of the clarity that is in the calls to action. This principle reduces the frustration that the user might have by reason of using your app. To achieve this principle, a programmer must be sure to design it with the user in mind. The users should be able to see the key features at a glance and know what to do with those features.

2) Form Entry – Match the keyboard with the required text inputs

To make it easier for your users to fill forms, it is important that, for each input field, the programmer/designer automatically provides the appropriate keyboard to the user. Having users switch manually between text and numeric keyboards while filling a form can be frustrating. Since the goal of designing any app should be to delight the users, it is important to do this for all forms the user will fill in the app.

3) Useability and Comprehension – Ask for Permissions in-context

This design principle ensures that the user understands why they are granting certain permissions. Instead of asking for out of context, like asking for all permissions that the app will require as soon as the user installs the app, it's much better to ask for those permissions as the user gets to the tasks that requires them. This makes it more likely for the user to grant the required permissions.

Examples

1) Instagram

One of the good design principles that Instagram uses is asking permissions in-context. With Instagram, I am only asked for permission to allow Instagram use my camera and microphone when I navigate to create stories.



Fig 1: Request for permission to camera and microphone when user is trying to upload a story

2) Ecobank App

Bank apps in general require that users fill information often. To help make this process less frustrating for the user, I have noticed that Ecobank switches between text and numeric keyboards. When I try to fill an input field that requires a description for the transaction I am making, I am provided with a text keyboard. While filling the same form, if I need to enter the amount I want to send, I am automatically provided with a numeric keyboard.

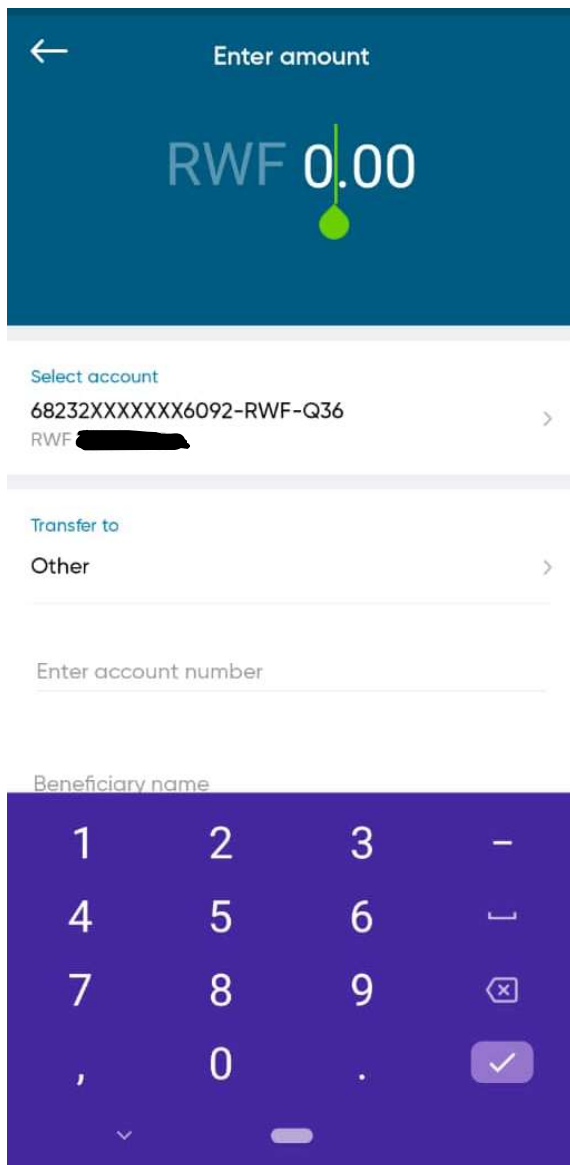


Fig 2: numeric keyboard for entering amount

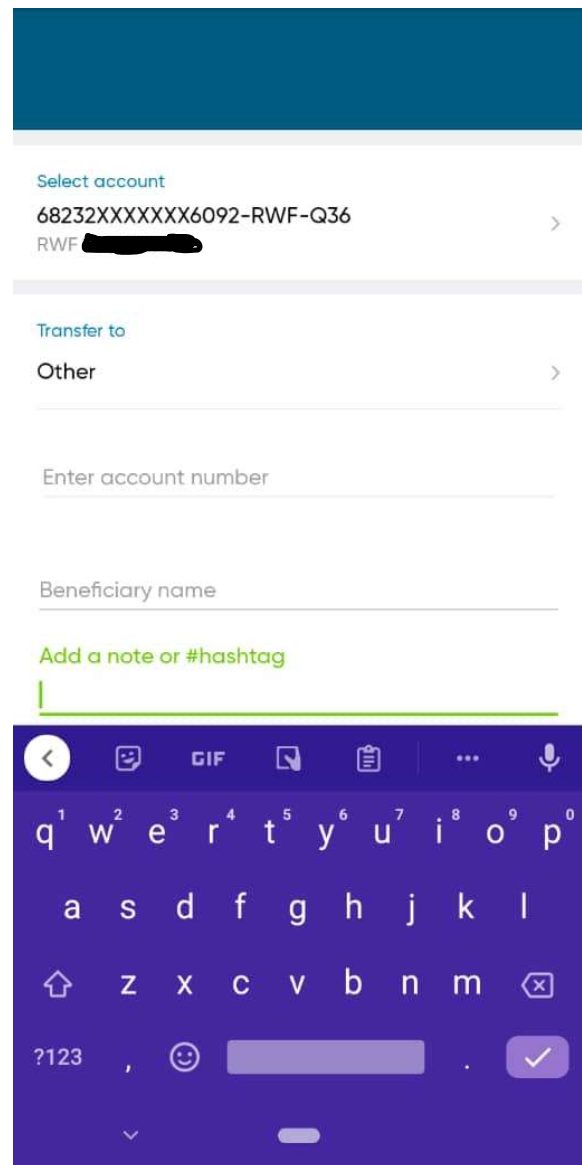


Fig 2: Alphabetic keyboard to enter description

3) KFC Rwanda

With KFC Rwanda, immediately I get to the first screen, I can already see the features and know what I button to click to get to where I am going. The call to actions are very clear. No ambiguity. E.g. a button labelled order, another button labelled Click & collect, and a quick description that says “Choose your delivery type to order your favourite item from KFC”.

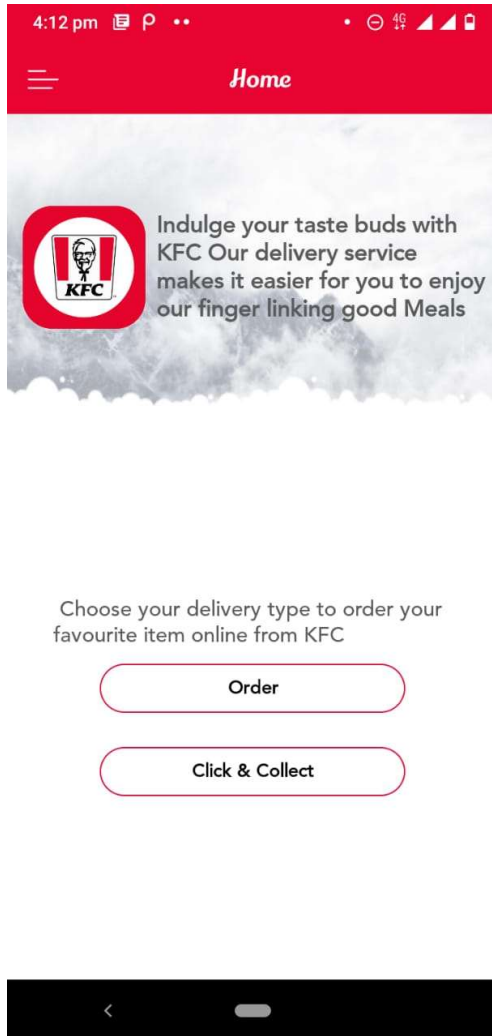


Fig 3: KFC Rwanda Home screen