Make your App Beautiful and Useable

Design is Empathy

Step 1 – Imagine clicking the button

Step 2 – Design the button

Start with UX

- Interaction patterns
- User needs
- Features
- Layout

Keep it Simple

Review → Reduce → Repeat

Pretty Colors

Find a beautiful color palette

- Dribbble
- Colourlovers
- Kuler
- Anywhere

Pretty Colors

WARNING

If your colors don't have enough contrast, your interface will look completely washed out.
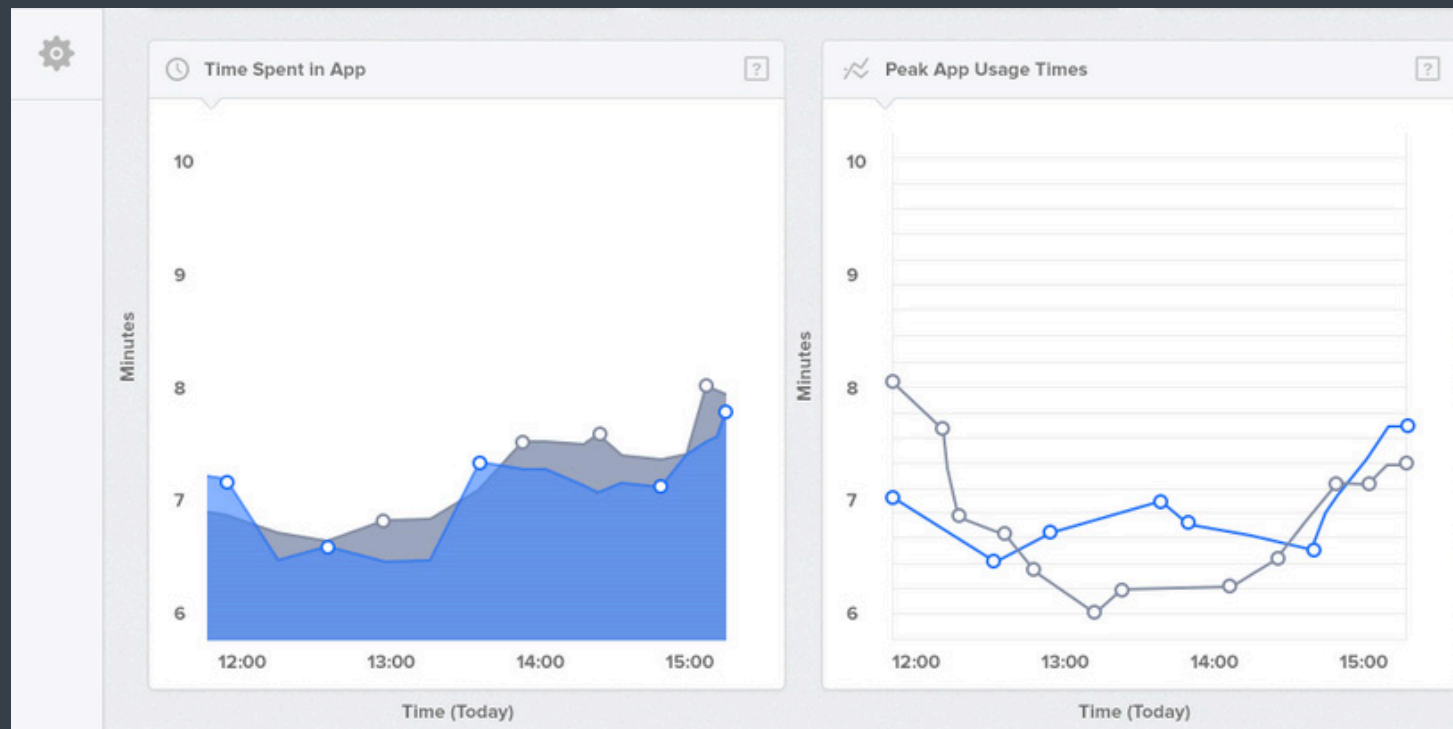
Pretty Colors

WARNING

If your colors don't have enough contrast, your interface will look completely washed out.

Pretty Colors

Add a hint of your color palette to your blacks and grays

Layout

Design with boxes!

Typography

- Readability

Typography

- Readability
- Spacing

Typography

- Readability
- Spacing
- Simple, clean fonts

Typography

Stick to one or two fonts

Typography

Stick to one or two fonts

Avoid super long lines of text because that makes me move my face too much

Copy

Keep it short, simple and clear

Cool Things

- Subtle Patterns
- The Noun Project
- Bootstrap / Foundation / etc.
- Font Awesome / IcnFnt

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THE WORLD

Thanks!

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