# What Makes A Good UI

The key aspect is understanding the user, their goals, skills, preferences and tendencies

Think of these 7 **key** points
- Keep the interface simple
  - The best interfaces are almost invisible to the user, only key elements are used and language is clear
- Create consistency
  - Use common elements (things the users are already likely to know) consistently in order to make the user more comfortable.
  - The more comfortable a user is the more efficiently they can achieve their goal as they don't need to relearn how to use the UI for every page
- Use the layout purposefully
  - Consider the alignment & spacing of elements to help draw attention to the most important elements
  - This can massively improve readability
- Use colour & texture strategically
  - These can be key tools for directing or redirecting attention
  - Overuse can lead to messy and confusing UIs
- Creating hierarchy & clarity via typography
  - Careful selection of font & font style can increase scanability, legibility & readability
  - Best to go for simple fonts with a size that is easily readable (for the target consumer)
- Communicate back to the user
  - Inform the user of changes when they occur
  - Locations, actions, state changes, errors
  - Constant communication helps reduce user frustration
- Think about defaults
  - Anticipate the goals people come to the site with
  - Create defaults around those goals
  - Especially prevalent with forms where you might be able to pre fill some fields

*("User Interface Design Basics")*

A key tool that links into simplicity and typography is the use of icons and their iconographic style.
Icons are used to visually communicate certain actions, features or content to the user.
Icons are best when simple and consistent throughout the entire design, keeping an identical style for each individual icon.

## Iconographic Style
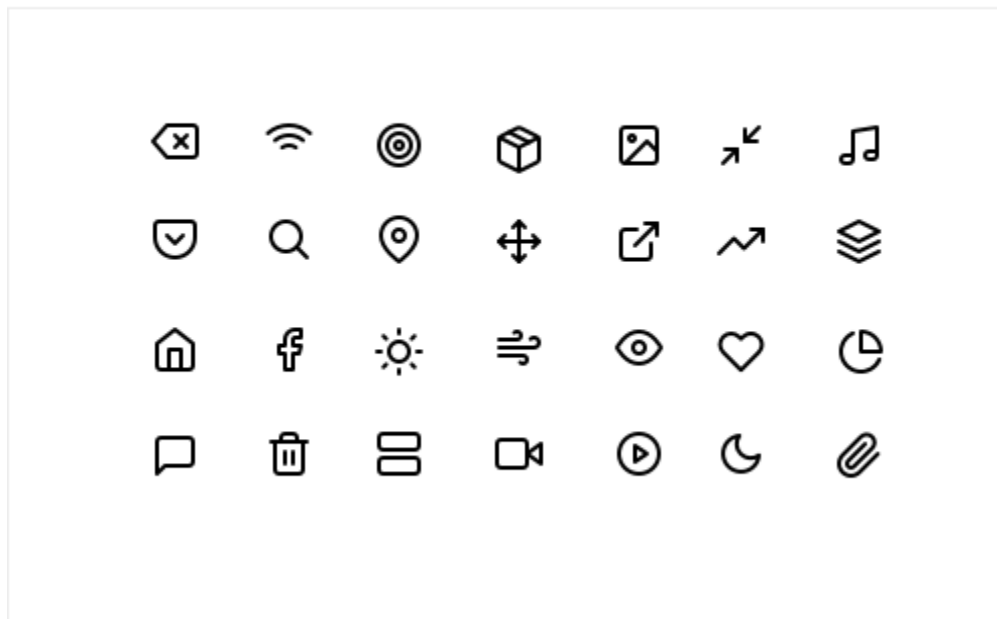


*("What Makes Good UI Design?")*

As seen with the example above, all the icons are in the same colour scheme, same line weight and the same overall dimensions

The collaborations between these attributes and the clear indication of what they represent help reduce user confusion and increase user confidence when using the UI.

# Designing For The Elderly

As humans age there are physiological & cognitive changes that occur. UIs designed for the elderly need to take this into account and compensate.

Generally the elderly are typically less comfortable with technology therefore the goal of the UI should be to make them as comfortable as possible while carrying out their goal tasks.

**Visual Elements**

One of the most common changes that occur as we age is our loss of sight. As we lose our sight we tend to opt for larger text sizes and increasing colour contrast as a way to accommodate for our vision loss.

Therefore during the design process conscious efforts should be made to cater towards these new needs, such as using a minimum of 12px fonts but 16 is recommended, keeping buttons large and clearly labeled in distinct colours that aren't easily lost.

Also when it comes to icons it may be clear to a young person what they indicate but not all older adults will understand their meaning from a look alone. Therefore all icons should ideally be accompanied with text just to make it clear when they represent.
This additional text is there as a failsafe, it may not always be needed but its best to have it there just in case

**Interaction**
A large amount of older adults experience a loss of motor function as they get older therefore designs should avoid complicated movements and gestures.
Things are best kept simple.
This refers to limiting movement to horizontal, vertical, diagonal natural movements and avoiding quick movements, difficult positioning and anything that requires multiple fingers or hands

**Memory & Concentration**
This is especially important when it comes to our product. We are designing this website specifically for those who are struggling with their memory and need a little extra help.

Not everyone has issues with memory when they age but generally cognitive speed declines. This means that it will take them just a bit longer to process and react to new information.

Keeping the design minimalistic helps reduce cognitive overload and keep the user calm while navigating the interface.
Having too much on the screen could discourage the user from completing the task as they can become discouraged and have their focus split between everything on the screen.

Avoid splitting up tasks into multiple screens as it is more likely to make the user lose their train of thought.
Provide clear feedback & reminders to reinforce the user's goal.

*("Age Before Beauty – A Guide to Interface Design for Older Adults.")*