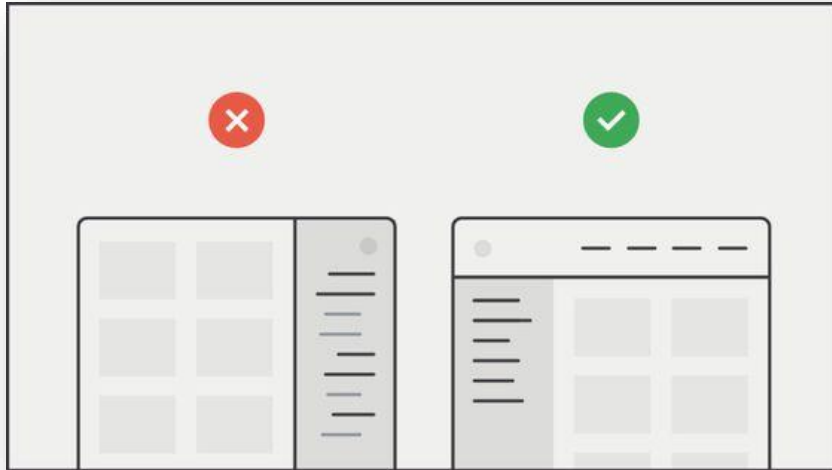


Design Your Project – Best Practices

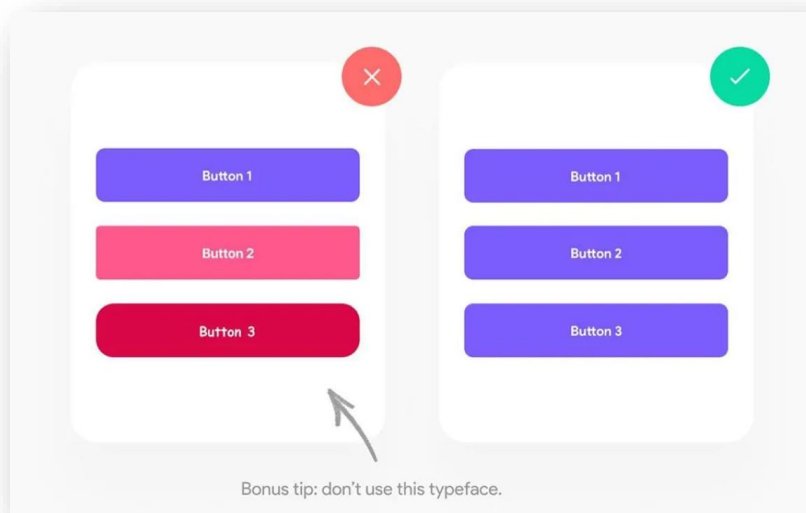
1. Clean and Simple Navigation

- Ensure the navigation is intuitive and easy to understand
- Use clear and descriptive labels for the menus



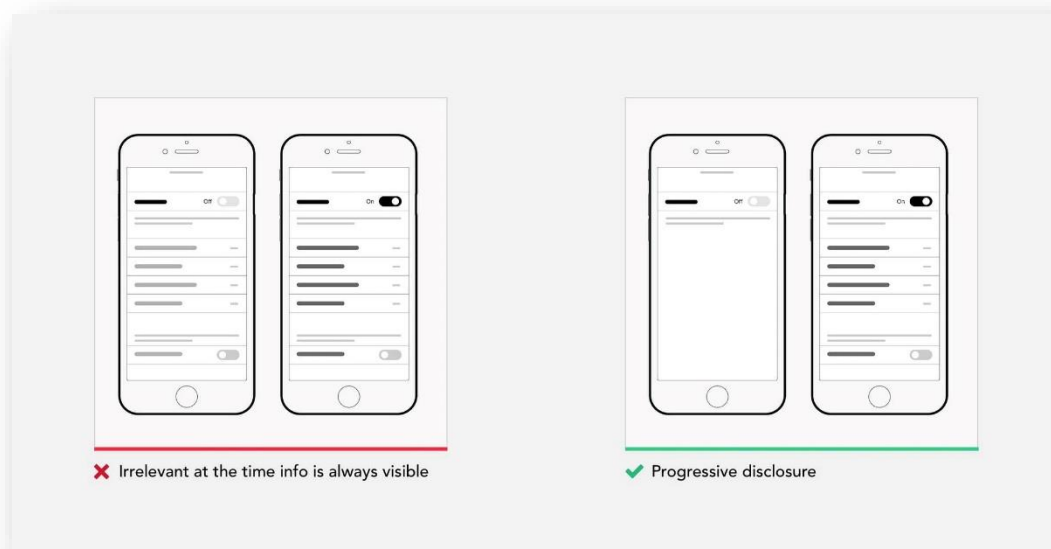
2. Consistency

- Apply a consistent design across all pages and interface elements
- This includes colors, fonts, buttons, and icons
- Consistency helps users navigate more easily



3. Simplify

- Avoid overwhelming the user with too much information and elements
- Keep the interface clean and simple, focusing on core functions and content



4. Visual Hierarchy

- Use visual hierarchy to guide users' attention to the most important elements
- Utilize sizes, colors, and positioning to highlight key elements and content



5. Readability

- Use easy-to-read fonts and sufficiently large text size
- Ensure adequate contrast between text and background

*Avoid bright background for text heavy applications.
It is stressful on eyes and difficult to read.*

18

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Aug 10 • 2 min read

"Content is King"—And has been, way before Bill Gates published the essay on Microsoft website in 1996. And with today's digital consumption, designing a great user interface means offering content in a usable format that encourages reading and engagement. We have often observed that users skip reading if the content is not presented in a legible fashion.

The most popular platforms today—Facebook, Whatsapp, Twitter—are all content-centric to say the least. Even visual-heavy platforms like Instagram and Pinterest, need an underline of text to add meaning to visuals.

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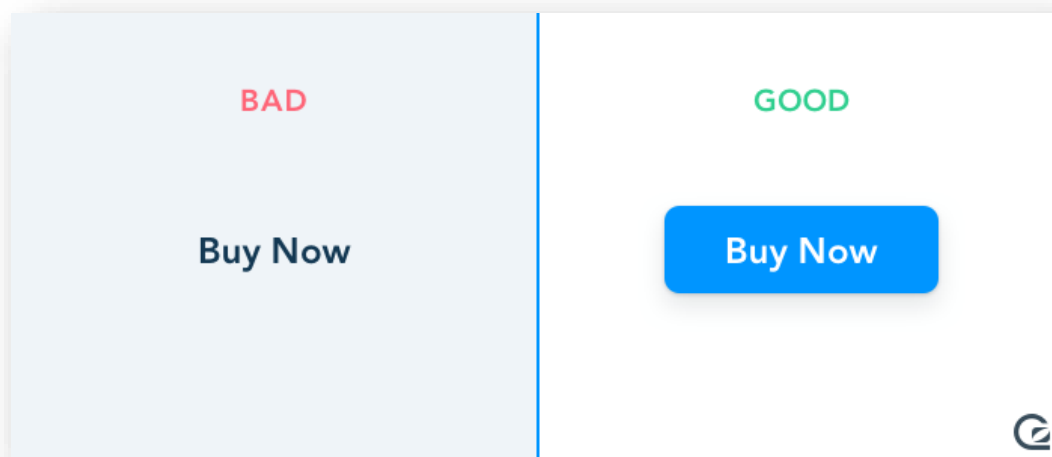
The most popular platforms today—Facebook, Whatsapp, Twitter—are all content-centric to say the least. Even visual-heavy platforms like Instagram and Pinterest, need an underline of text to add meaning to visuals.

Use of white and black for better readability

SPARKLIN DESIGN TIPS

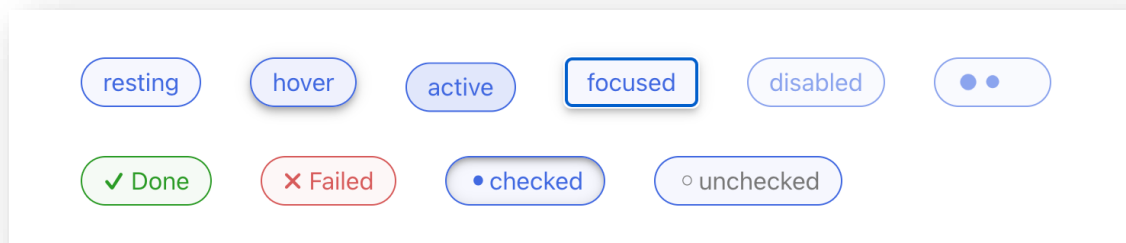
6. Easy to Find Call-to-Action Buttons

- Provide clearly labeled and easily accessible action buttons (like "Buy Now," "Sign Up," "Learn More")
- Use contrasting colors to make them visible



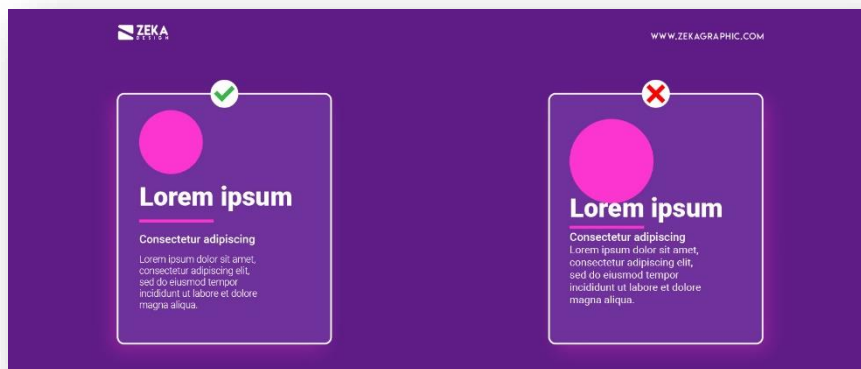
7. Interactive Elements

- Provide feedback when interacting with interactive elements like buttons, links, and forms
- This can include color changes, animations, or other visual indicators



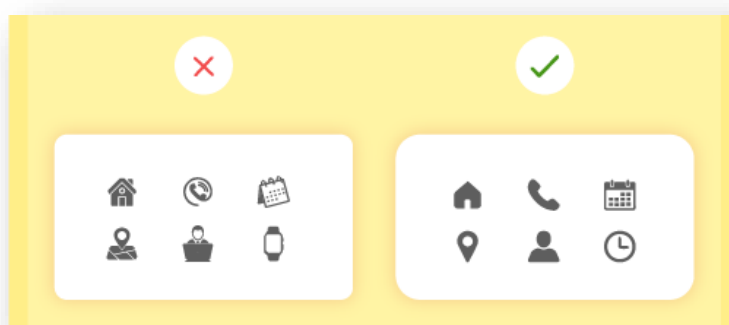
8. Whitespace

- Use sufficient white space to make content easier to perceive and to improve the overall aesthetic of the site



9. Intuitive Icons

- Use easily recognizable icons that clearly indicate their function
- Avoid complex icons that may confuse users

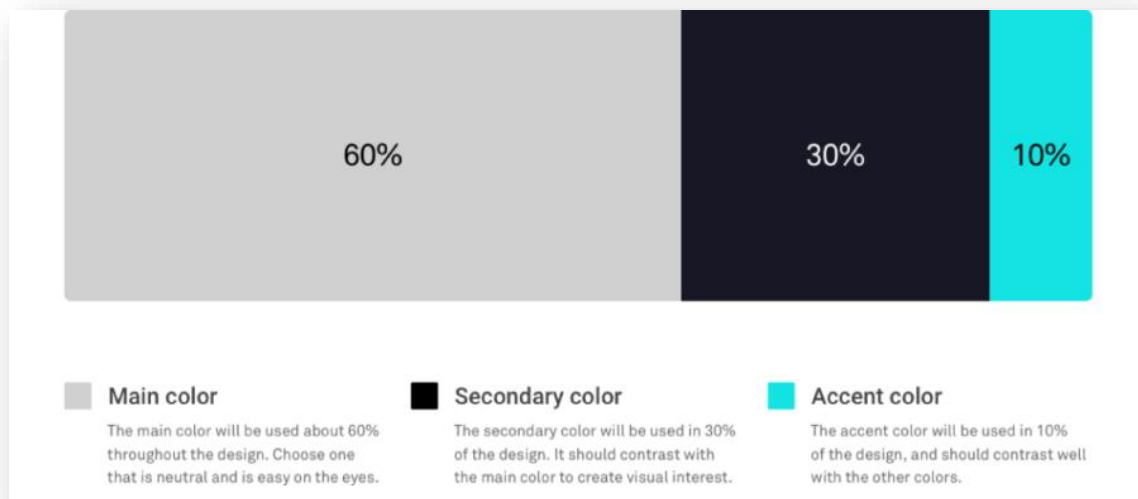


10. Use of Visuals

- Utilize high-quality images and graphics that complement the content and enhance the visual appeal of the site
- Avoid excessive use of stock images

11. Color Selection

- Create a limited color palette that includes primary, secondary, and accent colors
- Ensure sufficient contrast
- Use accent colors to highlight important elements and neutral colors (like white, black, gray) for background and other secondary elements



12. Bonus Resources

- <https://digitalsynopsis.com/design/ui-ux-design-tips/>
- <https://www.paulinewiles.com/articles/12-done-for-you-website-color-schemes>
- <https://wpmudev.com/blog/hack-your-way-to-great-design-basic-design-principles-for-wordpress-developers/>
- <https://yellowchalkuiux.medium.com/8-golden-rules-of-interface-design-dff2133c4a66>