

UX and UI Design Notes

- Most of the content in these notes are from chapters 1, 2, 3 in "Don't Make Me Think"

Useful Principles

- People scan pages instead of read them. We do this because we are used to it, we tend to be goal oriented, and we generally don't need all the information.
- People satisfice instead of search for optimal choices. Guessing is less work and chance can be fun, weighing options may not improve chances, in a hurry, and often not much penalty for wrong guess (in web design).
- While developers may be interested in figuring out how things work, most people just muddle through — this is often true for developers too. For most people in most situations, it's not necessary to understand how something works as long as it can be used.

Conventions

- Many conventional ways of doing things are like that for a reason, if you're going to make something new, really consider why and reflect on mental models.

Important Conventions in Web Design

- Where things are located (remember my realization of SOR app dev team and apple vs android)
- How things work: such as shopping carts, payment methods etc
- How things look: icons (consider evolution of the trash can)
- **Innovate when you know you have a better idea, take advantage of conventions when you don't**
- Clarity wins over consistency
- However consistency is almost always important

Visual Hierarchy

- Use intelligent headings with **clear** definition.
- Format for scanning
- Consider how space is used to denote relation
- can information be in bullets?

Mental Model

Mental Models

A mental model is a person's internal representation of their external reality, based on their learning and experience. How you think something will work based on your learning and experience.

- System Model [How something works] vs Interaction Model [How to use something]
- We need to be aware of peoples' mental models of something. Evolution out of what's familiar can happen, but it's easy to be ahead of the time. Consider early note taking apps that were designed unnecessarily to look and feel like a real notebook. These metaphors make things clunky once a userbases' knowledge is built up.
- New paradigms need to be considerably better than what people are used to for them to work. Teach people how to use the new paradigm, easily.