To deliver impressive GUIs, remember—**users are humans, with needs such as comfort and a limit on their mental capacities**. You should follow these guidelines:

1. **Make buttons and other common elements perform predictably** (including responses such as pinch-to-zoom) **so users can unconsciously use them everywhere**. Form should follow function.

2. **Maintain high discoverability**. Clearly label icons and include well-indicated [affordances](#): e.g., shadows for buttons.

3. **Keep interfaces simple (with only elements that help serve *users' purposes*) and create an "invisible" feel**.

4. **Respect the user's eye and attention regarding layout**. Focus on hierarchy and readability:

    1. **Use proper alignment.** Typically choose edge (over center) alignment.

    2. **Draw attention to key features using**:

        - Color, brightness and contrast. Avoid including colors or buttons excessively.

        - Text via font sizes, bold type/weighting, italics, capitals and distance between letters. Users should pick up meanings just by scanning.

5. **Minimize the number of actions for performing tasks but focus on one chief function per page**. Guide users by indicating preferred actions. Ease complex tasks by using progressive disclosure.

6. **Put controls near objects that users want to control**. For example, a button to submit a form should be near the form.

7. **Keep users informed regarding system responses/actions with feedback**.

8. **Use appropriate [UI design patterns](#) to help guide users and reduce burdens** (e.g., pre-fill forms). Beware of using dark patterns, which include hard-to-see prefilled opt-in/opt-out checkboxes and sneaking items into users' carts.

9. **Maintain brand consistency.**

10. **Always provide next steps which users can deduce *naturally*, whatever their context.**