4 Stages of UI design

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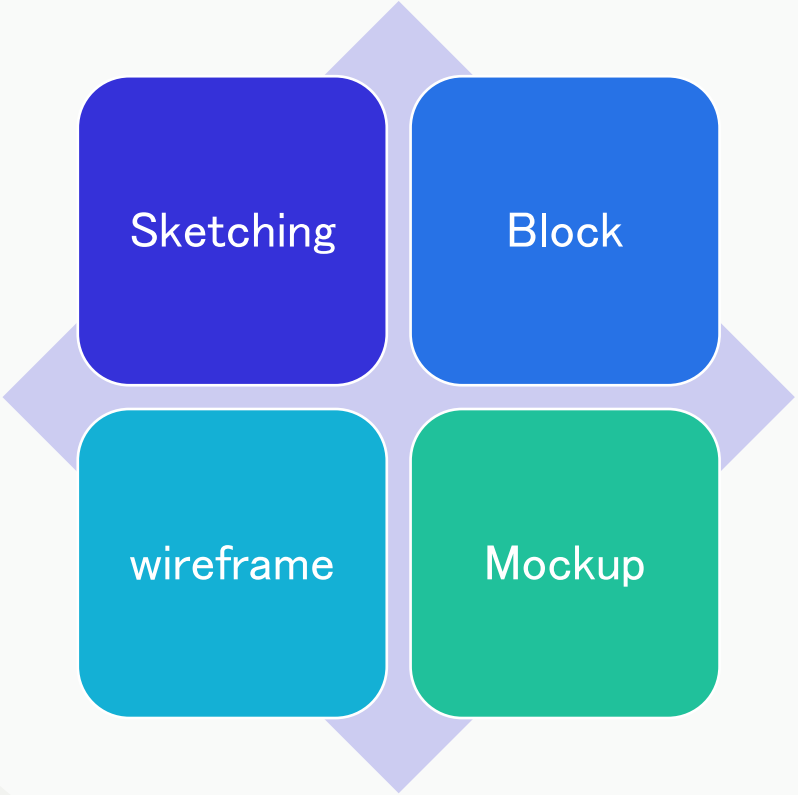
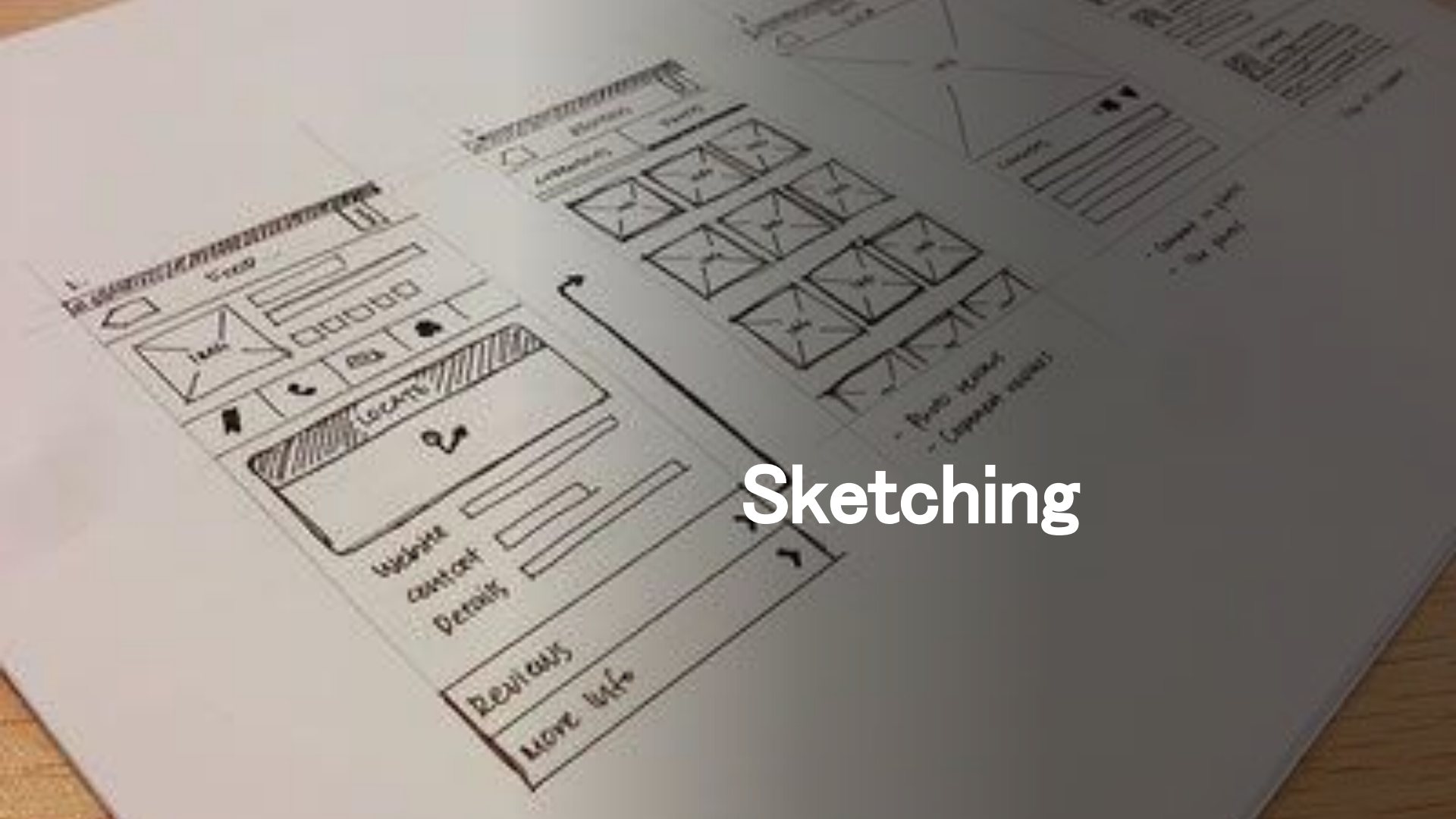
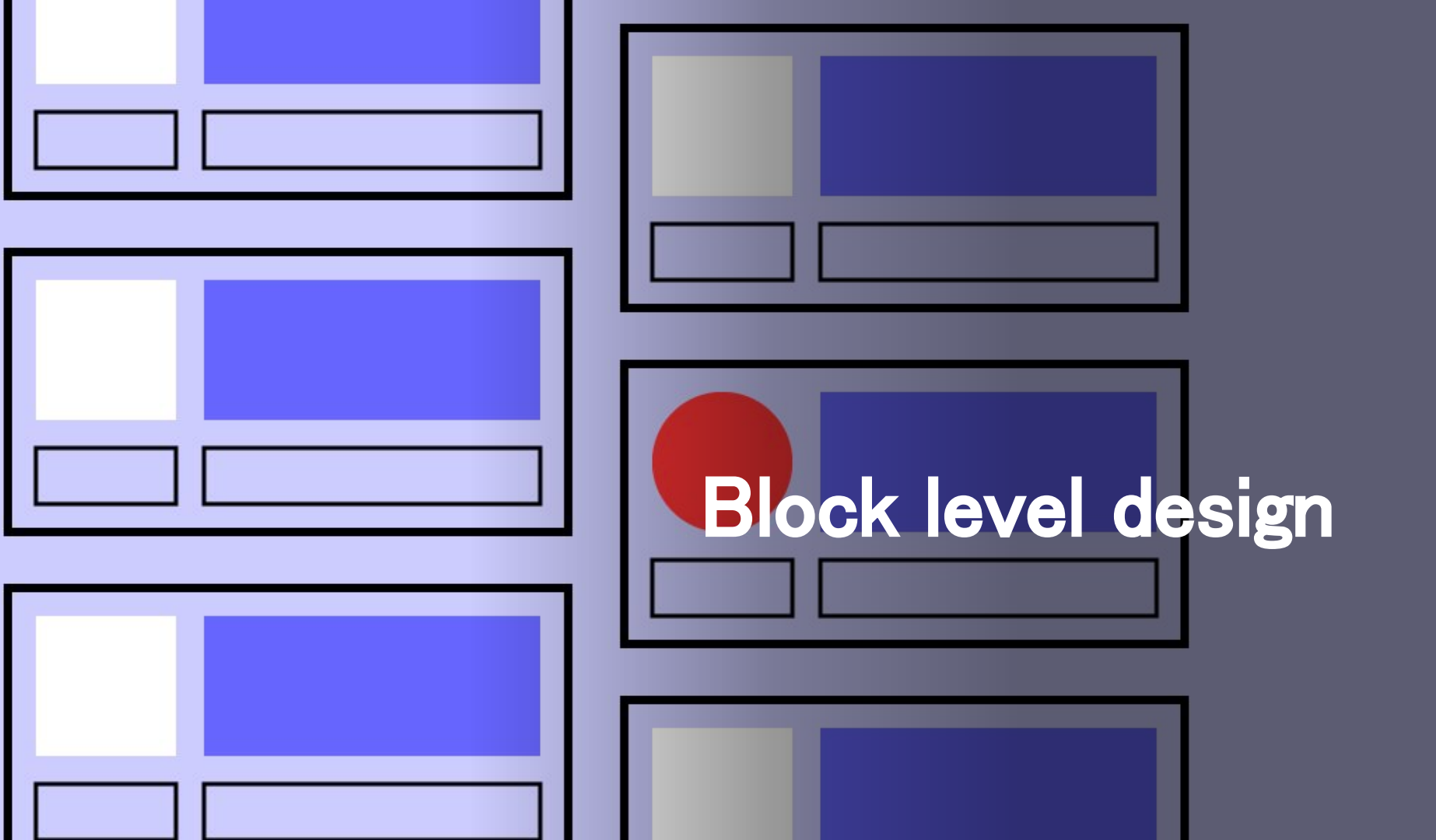



Sketching


Block level design

Purchase History

Menu Main Screen

Drinks

Drink Detail Info

Map Mode

Wireframe

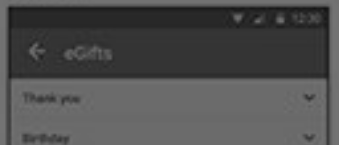
List Mode

Filter

Store Detail Info

More

eGift List

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UI Principles

1. Know your audience

you have to know the people who use your website or product— inside and out. That means knowing all the demographic data your analytics app

2.Define how people use your interface

Before you design your interface, you need to define *how people will use it.* With the increasing prevalence of touch-based devices, it’s a more pivotal concern than you might think. Just look at Tinder: the app’s user experience is literally defined by the ease and impulsivity of a simple swipe.

Examples of direct interactions

1

Tapping a button

2

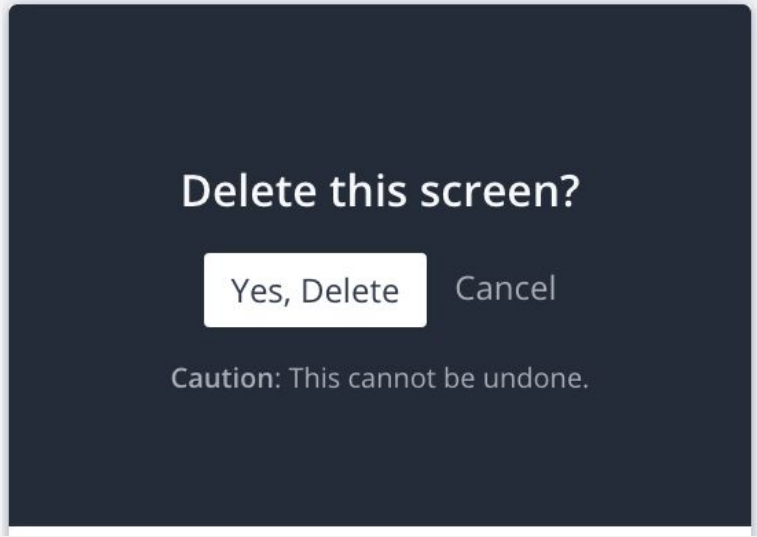
Swiping a card

3

Dragging and dropping an item with a fingertip

Examples of indirect interactions

1. Pointing and clicking with a mouse
2. Using key commands/shortcuts
3. Typing into a form field
4. Drawing on a Wacom tablet



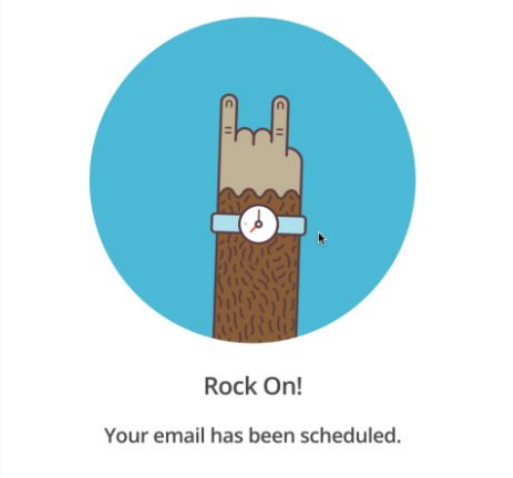
3. Set expectations

Many interactions with a site or app have consequences: clicking a button can mean spending money, erasing a website, or making a disparaging comment about grandma’s birthday cake. And any time there are consequences, there’s also anxiety.

4. Anticipate mistakes

People make mistakes, but they shouldn’t (always) have to suffer the consequences. There are two ways to help lessen the impact of human error:

1. Prevent mistakes before they happen
2. Provide ways to fix them after they happen



5. Give feedback

In the real world, the environment gives us feedback. We speak, and others respond (usually). We scratch a cat, and it purrs or hisses (depending on its moodiness and how much we suck at cat scratching).

So give me that loading animation. Make that button pop and snap back when I tap it — but not too much. And give me a virtual high-five when I do something you and I agree is awesome. (Thanks, MailChimp.)

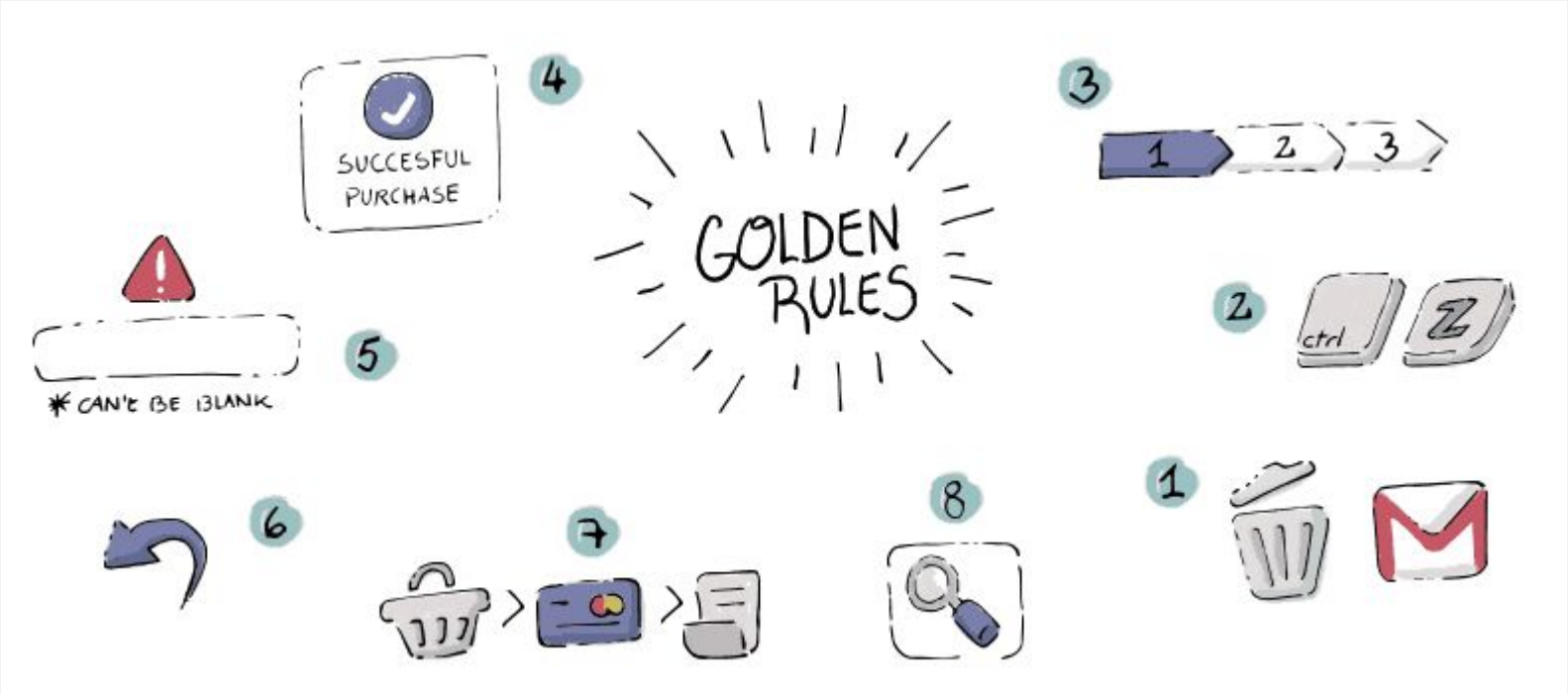
6. Think carefully about element placement and size

While you’re thinking about element placing and size, always keep your interaction model in mind. If your site requires horizontal scrolling rather than vertical scrolling, you’ll need to consider where and how to cue people to this unusual interaction type.

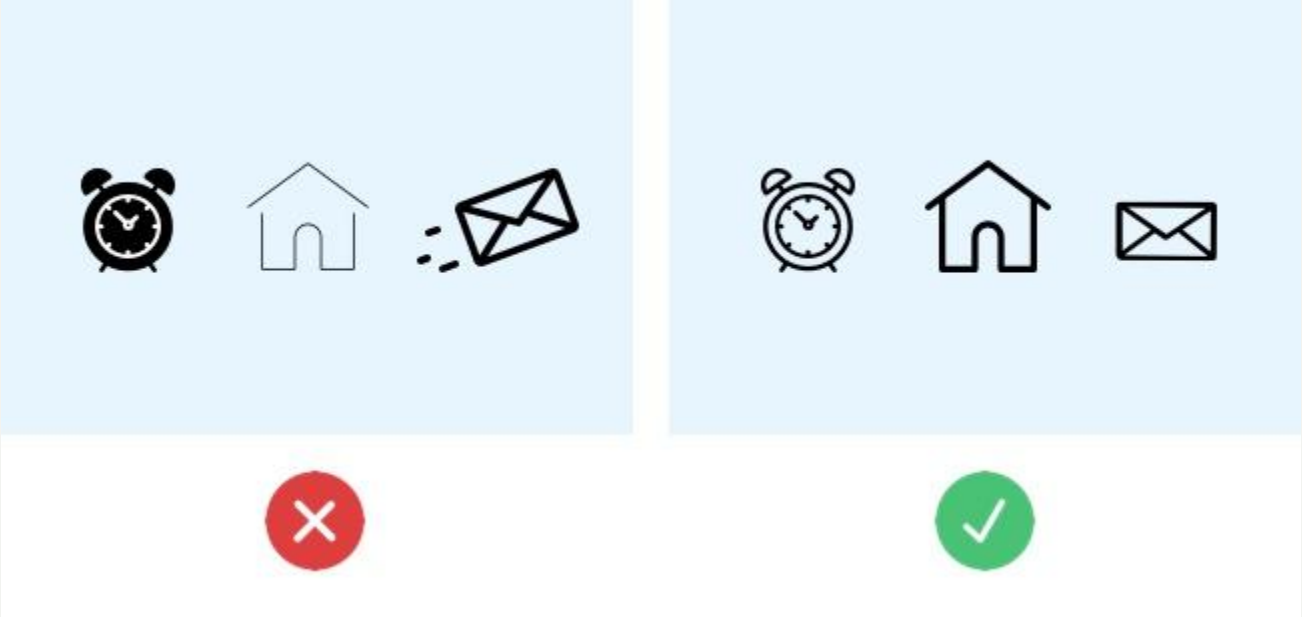
7. Don’t ignore standards

Being highly creative types, designers tend to love to reinvent things — but it’s not always the best idea.

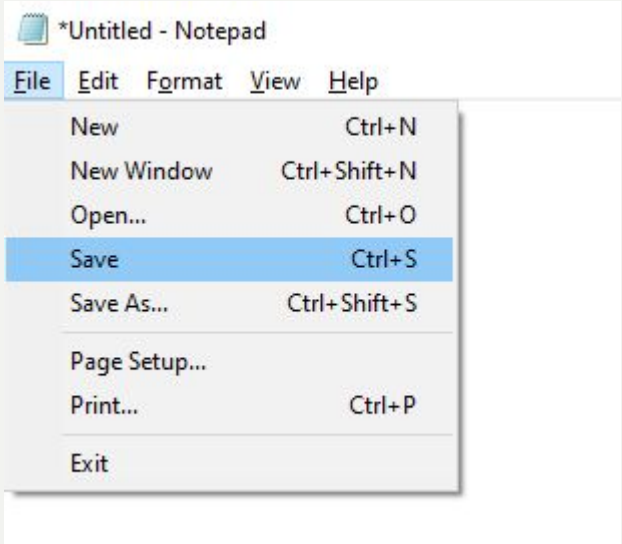
The 8 Golden rules for better UI



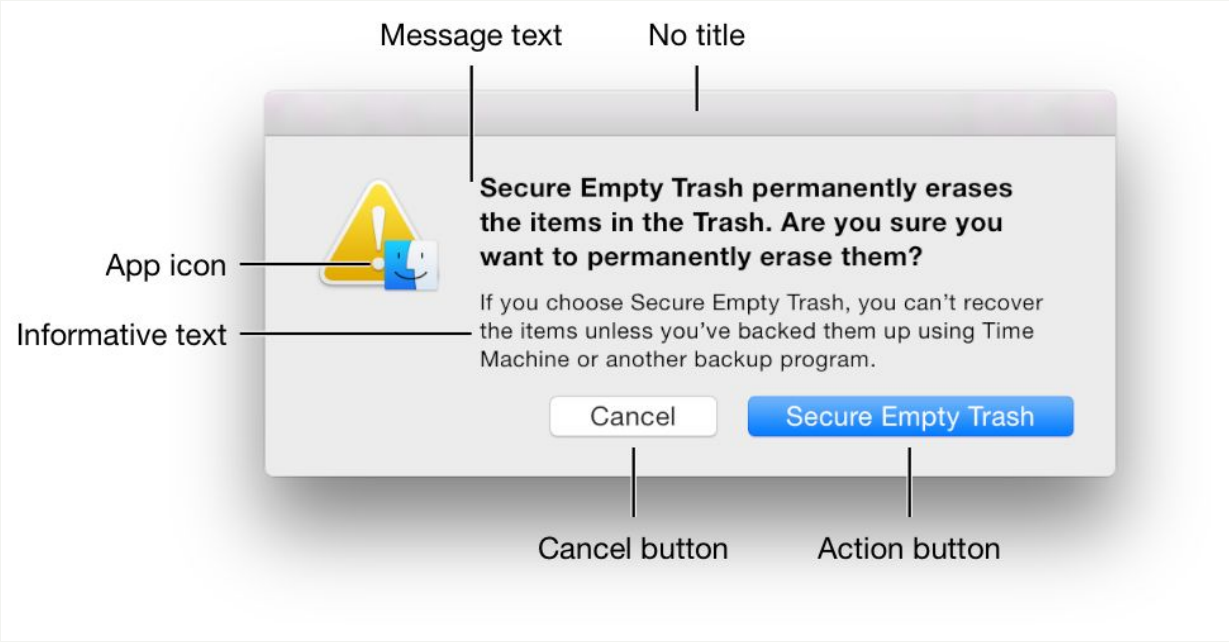
Strive for consistency.



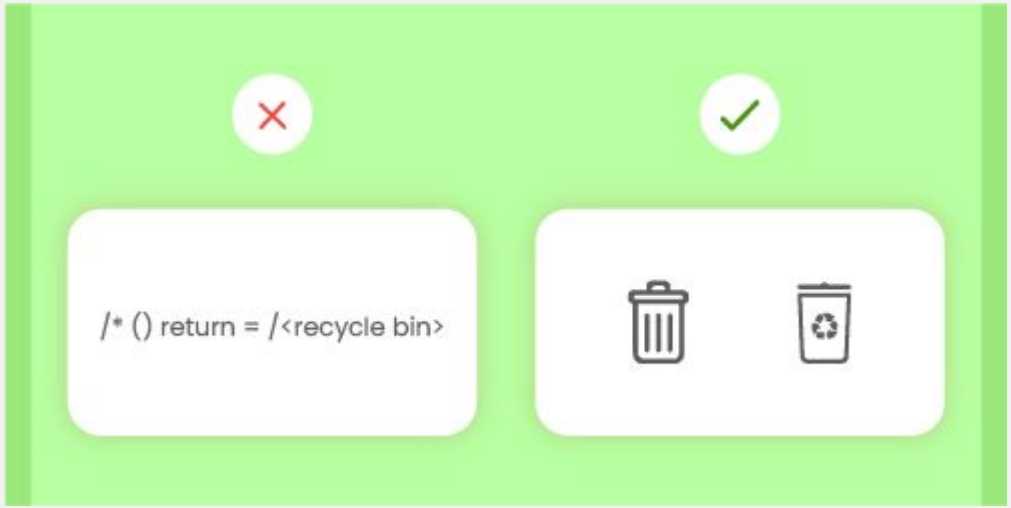
Enable frequent users to use shortcuts.



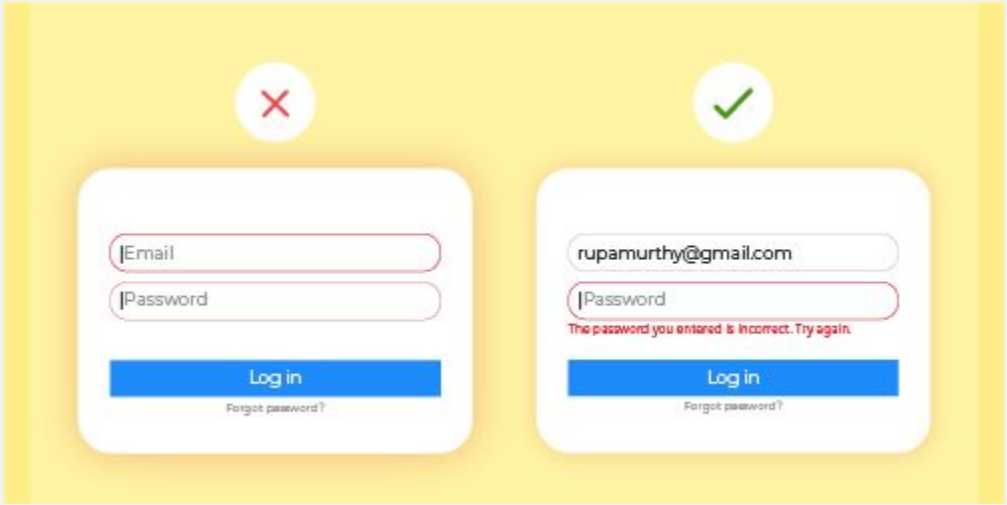
Offer informative feedback.



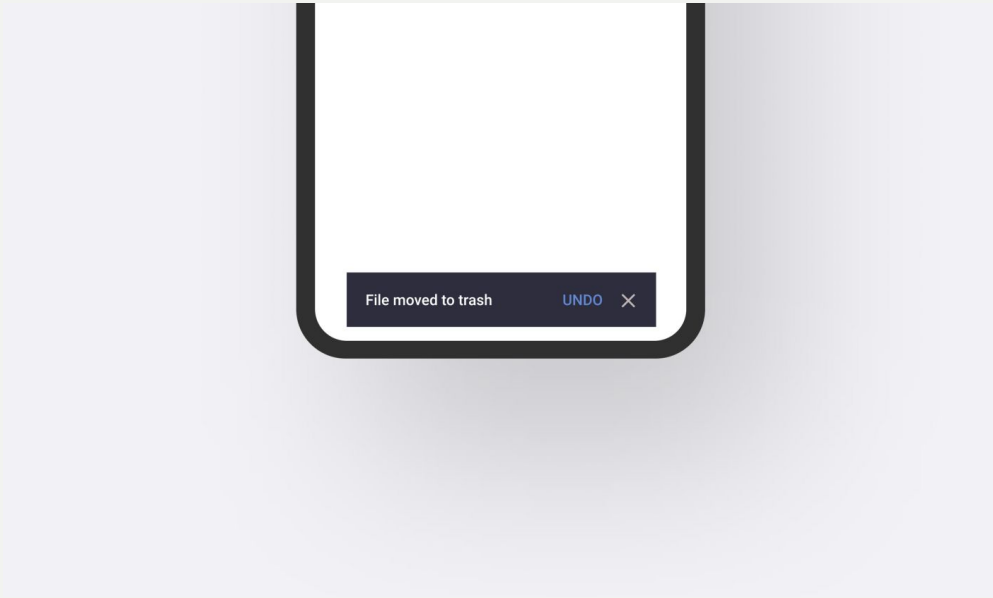
Design dialogs to yield closure.



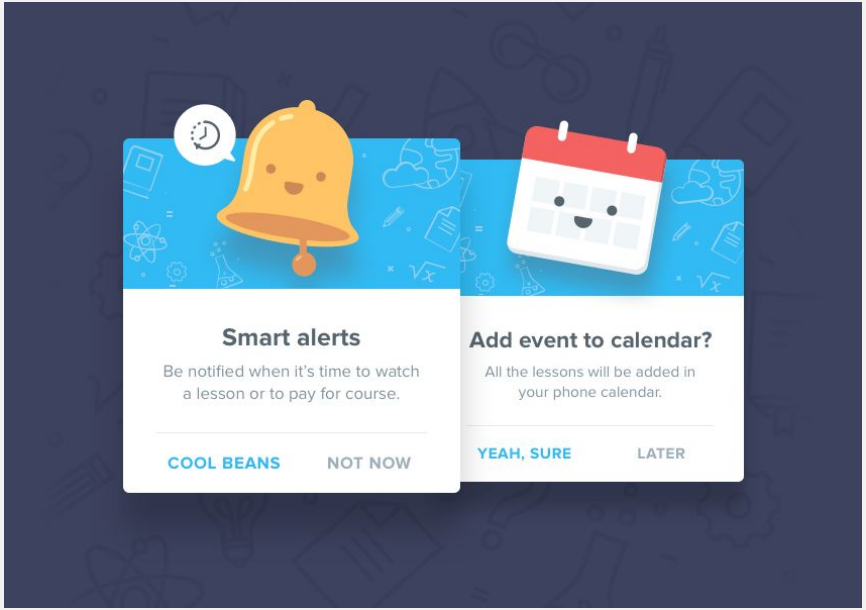
Offer simple error handling.



Permit easy reversal of actions.



Support internal locus of control.



Reduce short-term memory load.