UI Basic Principle

10 principal of good design

- innovative

- makes a product useful

- aesthetic

- makes a product understandable

- honest

- long lasting

- through down to the last detail

- environmentally friendly

- as little design as possible

color theory

- color wheel

- color models

- color harmony: monochromatic, analogous, complementary, split complementary, triadic, tetradic

conceptual design

- keep is short and simpe (KISS): look at every word and sentence, consider using multi-sensory metaphors, test it on all kinds of other people

- make it easy to understand: create a consistent visual strategy, use kore shapes that line, use an animation to encourage on interaction, use precise vocabulary, break patterns when it is necessary

- make progress to user visible: reduce users uncertainty, offer a reason to wait and reduce users perception of time

- types of progress indicators

- make progress meaningful in order to reward user

- make successful completion clearly visible

behaviour change strategies

- fogg behavior model

- fogg behavior grid

- B-Map

- balancing

- a good prompt

- design for behavior