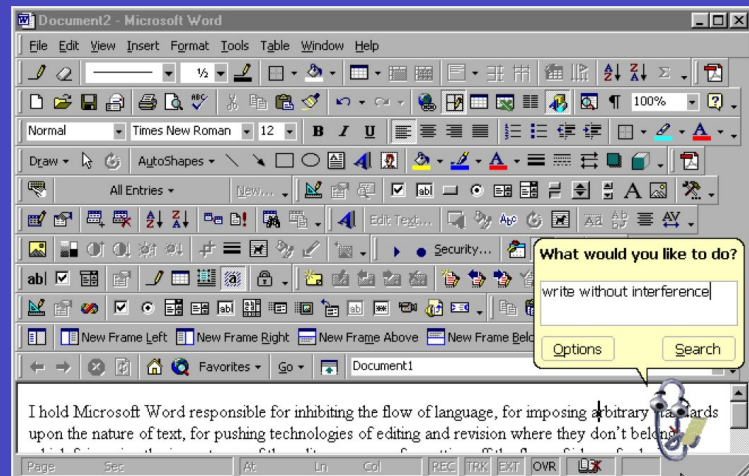
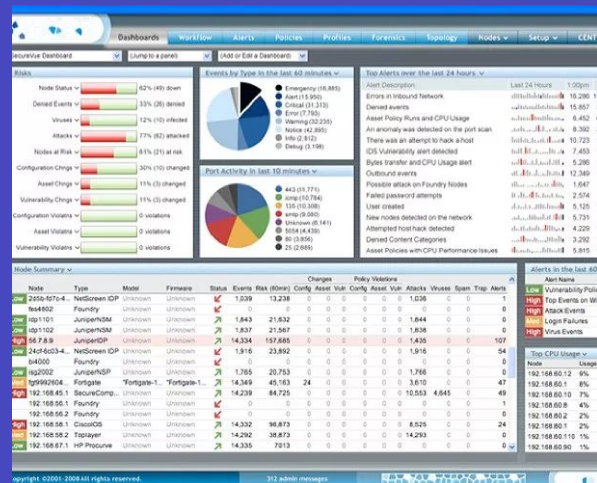
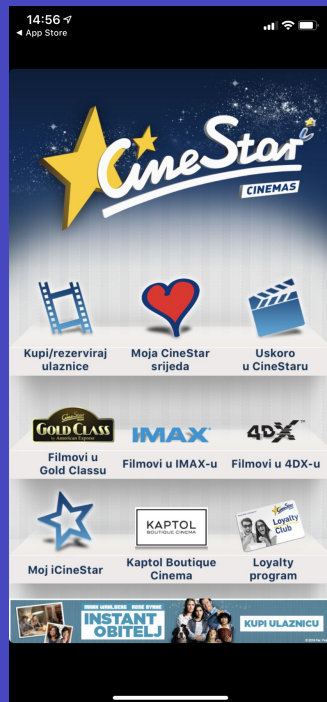
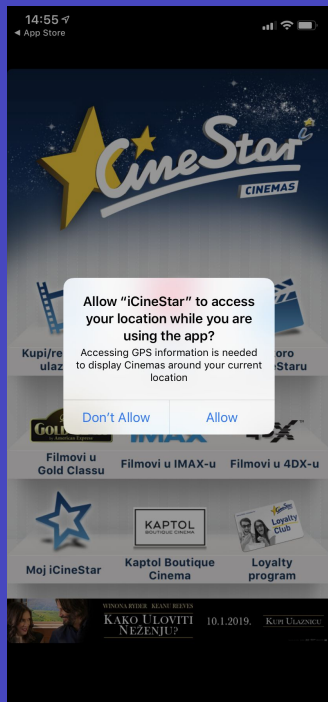
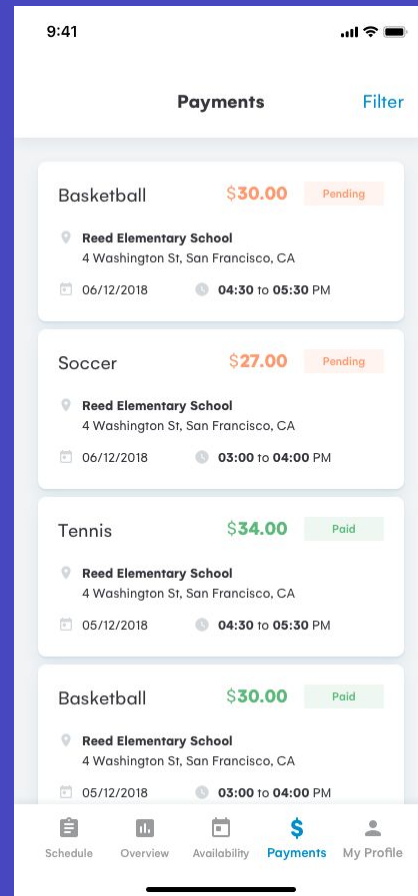
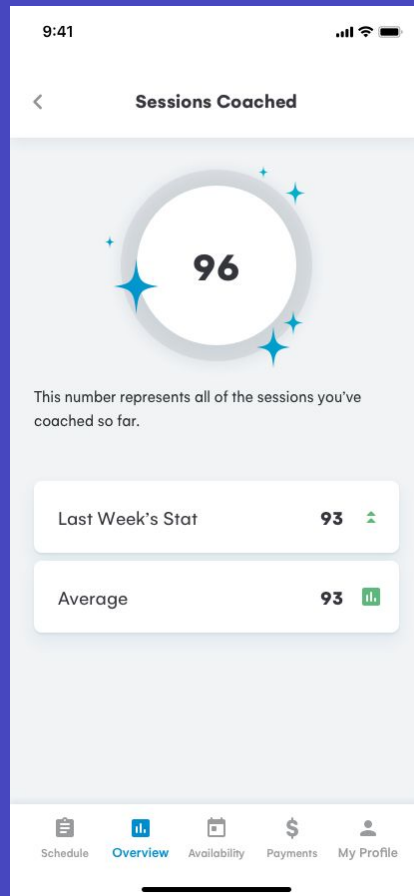
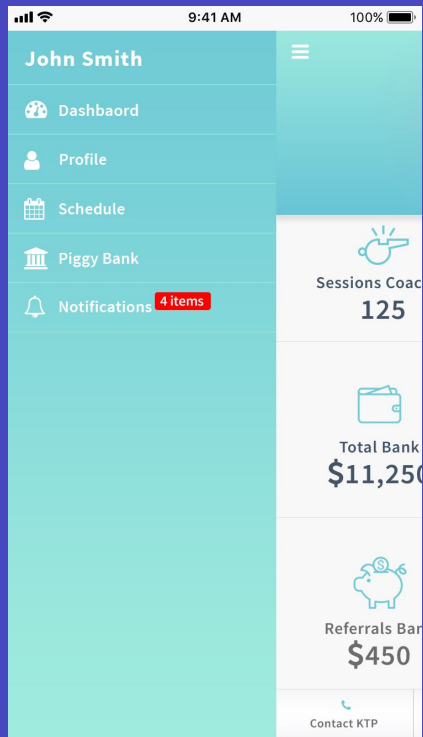
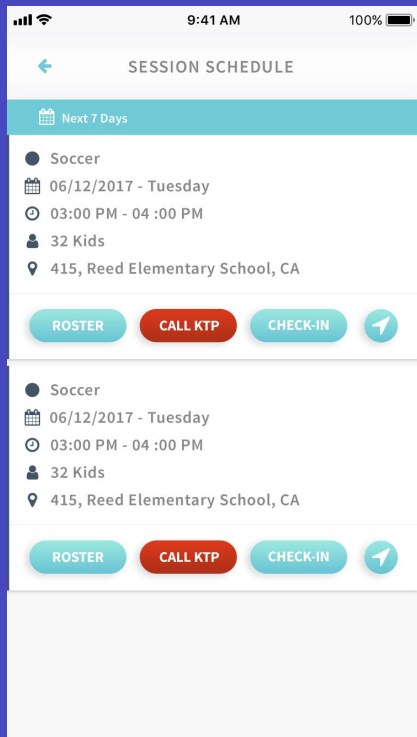


# Remove the clutter

Andrija Prelec





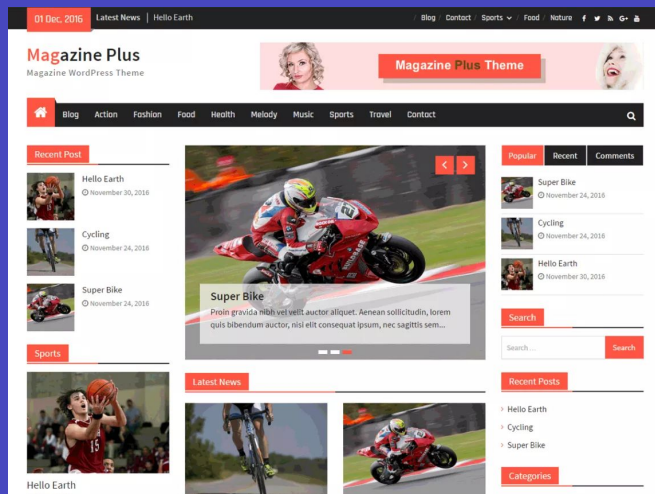


**“Perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away.**

Antoine de Saint Exupéry

**Što je zapravo “clutter” ili  
“noise”?**

# Kako ukloniti “clutter” prilikom dizajniranja?

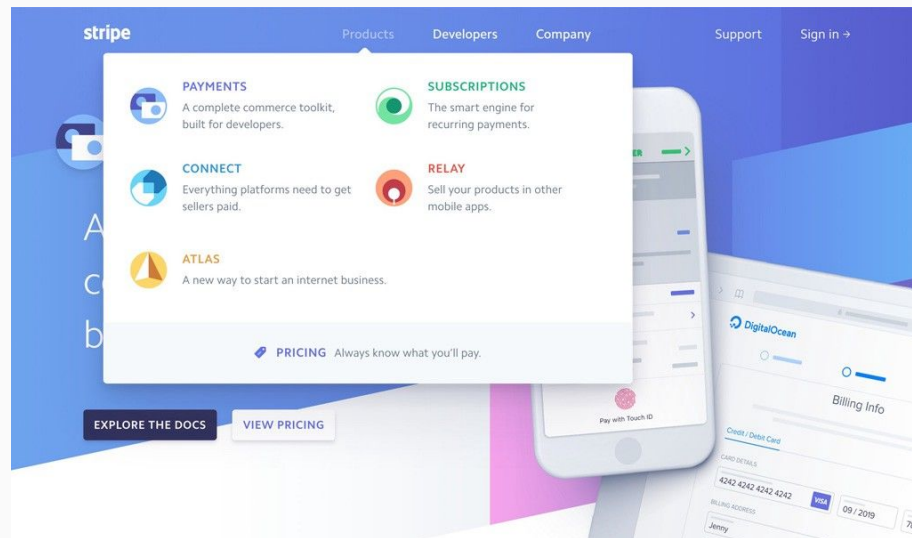


# Smanjite broj pretpostavki

## Assumptions about Customers

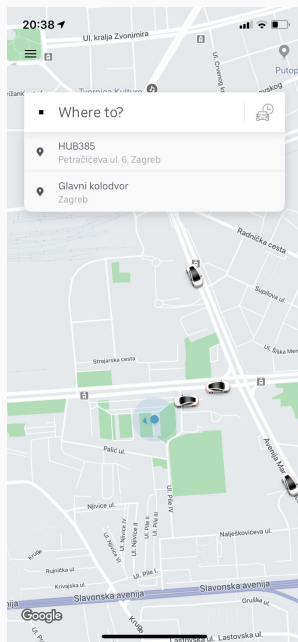
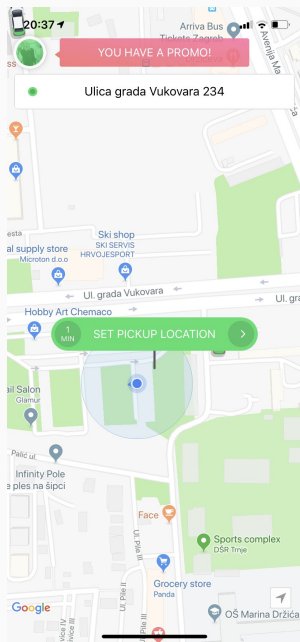
Assumption	Test with	Validated if
Customers with working knowledge of software dev has a better coaching session	Capturing information about skills Asking coach and customer how the session went	There's a correlation of experience and successful sessions
Learn quicker w/ own project Knows what they want to work on	Ask people to talk about how they learn best. Ask about the times where they felt they didn't learn a lot	They talk about learning in context of building an actual project over lectures.
Learn more by talking to a person (Understands the "why" over "how")	(See above)	They bring up topics of understanding a solution instead of memorizing a solution. They had a one-on-one tutor.
Customers interested in improving overall skills will create a better coaching session.	Capturing information after a session asking why were they interested in the coaching session and how it went	They mention similar fulfilling experiences focused on improving.
Feels inhibited but also motivated	Interview asking about how they feel about their current skillset, learning, and work.	(See assumption)

# Stvorite prirodan slijed informacija





# Smanjite potrebu za interakcijom



IS THIS INFO STILL ACCURATE?

First Name

Last Name

Email

SAVE

## Billing Address

Country \*

Australia

First Name \*

Last Name \*

# Pojednostavite komplicirano

1. Login

2. Coupon

3. Billing

4. Shipping

5. Payment Info

If you have shopped with us before, please enter your details in the boxes below. If you are a new customer, please proceed to the Billing & Shipping section.

**Username or email \***

**Password \***




Login

☐ Remember me

[Lost your password?](#)

I don't have an account

# Koristite prepoznatljive elemente

< OBVIOUSLY CLICKABLE		REQUIRES THOUGHT >
<p>Click</p> 	<p>Hmm. <i>[Milliseconds of thought]</i> I guess that's a button. Click</p> 	<p>Hmm. Is that a button?</p> 

# Pojednostavite forme

First Name:

Last Name:

Email:   
(Your email address will be your username)

Re-type Email:

Password:   
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Address:

City:

State:

Zip Code:

Phone:

No spaces or dashes

Date of Birth:

Gender:

Security Question:

Security Answer:

"This is going to be painful."

American Airlines

Find Flights Step 1 of 4

Round Trip One Way

From:  Find Code

To:  Find Code

Show Results By: ☒ Price ☐ Schedule

Departure Date:

Return Date:

Passengers:

(Maximum of 6 passengers per reservation)  
[Information Regarding Lap Infants](#)

Cabin Preference:

Country of Residence:

[Home](#) | [My Account](#) | [Contact Us](#) | [Help with Travel](#)

"This will be a breeze."

Flight Search

# Pretpostavite korisnikove želje

FULL NAME

EMAIL ADDRESS

Example: john@gmail.com

BARCODE

Example: CEOXXXXXXXXBG

[What's this?](#)

**BARCODE**

The barcode is available on the receipt given to you when you paid for the shipment of your parcel.

Foreign Parcel	
Country:	GERMANY
Addressee:	AMAZON
Weight:	2.300 kg
Barcode:	CE090005896MT
Price:	26.20
Stamps Affixed:	0.00

[GOT IT](#)

evanescence **bring me to life**

Remove

evanescence

evanescence going under

evanescence live

evanescence my immortal

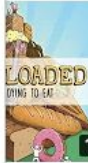
evangelion opening

evantubehd


evangelion

evanescence call me when you're sober

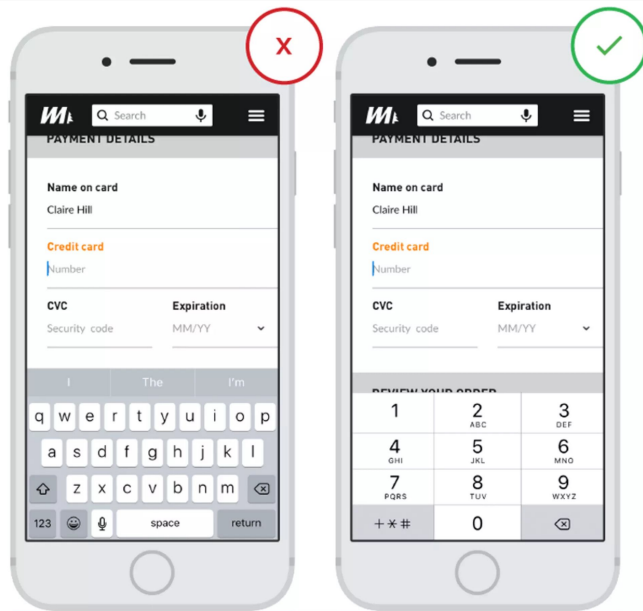
evan et marco



Culture Dyrin  
onal...  
ears ago



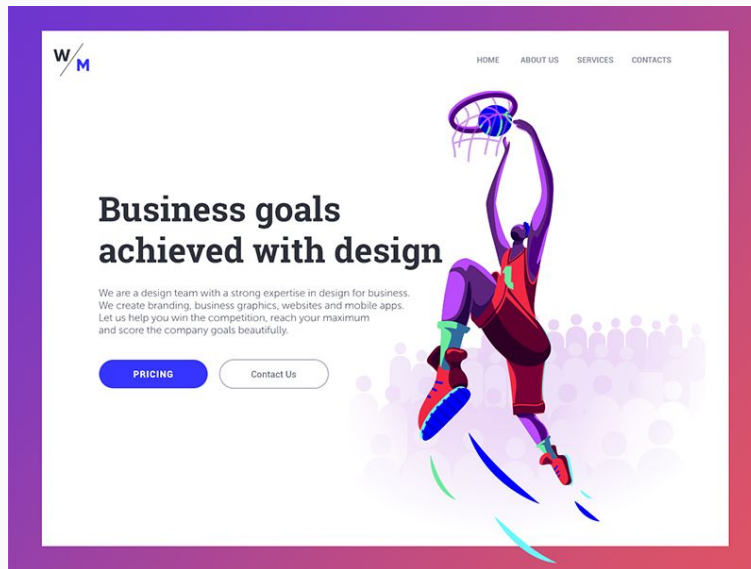
# Koristite odgovarajuće tipkovnice



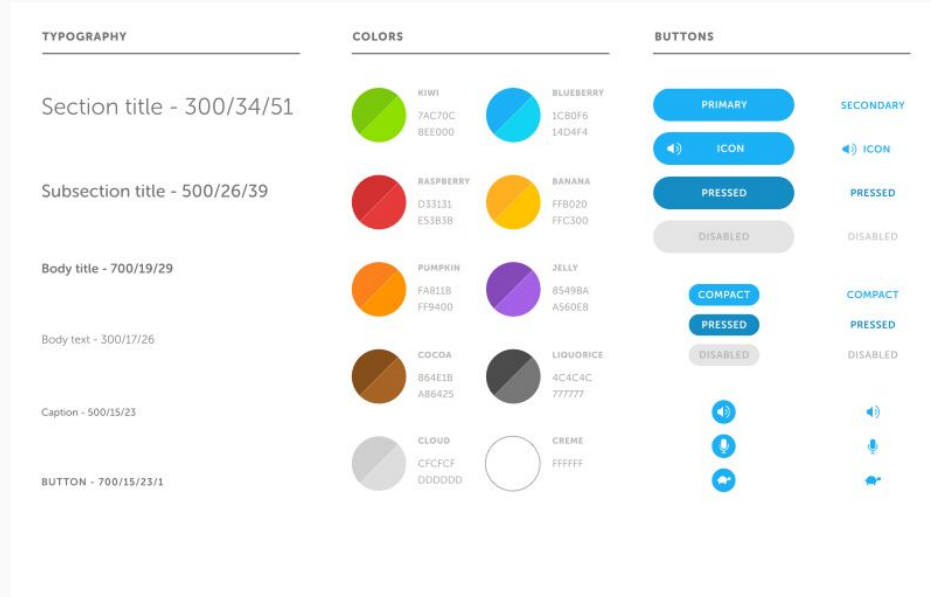
**X** The user is required to tap the number key in the keyboard to enable number entry.

**✓** An appropriate numeric keyboard is automatically provided for fields that require numeric entry.

# Fokusirajte korisnika



# Budite konzistentni

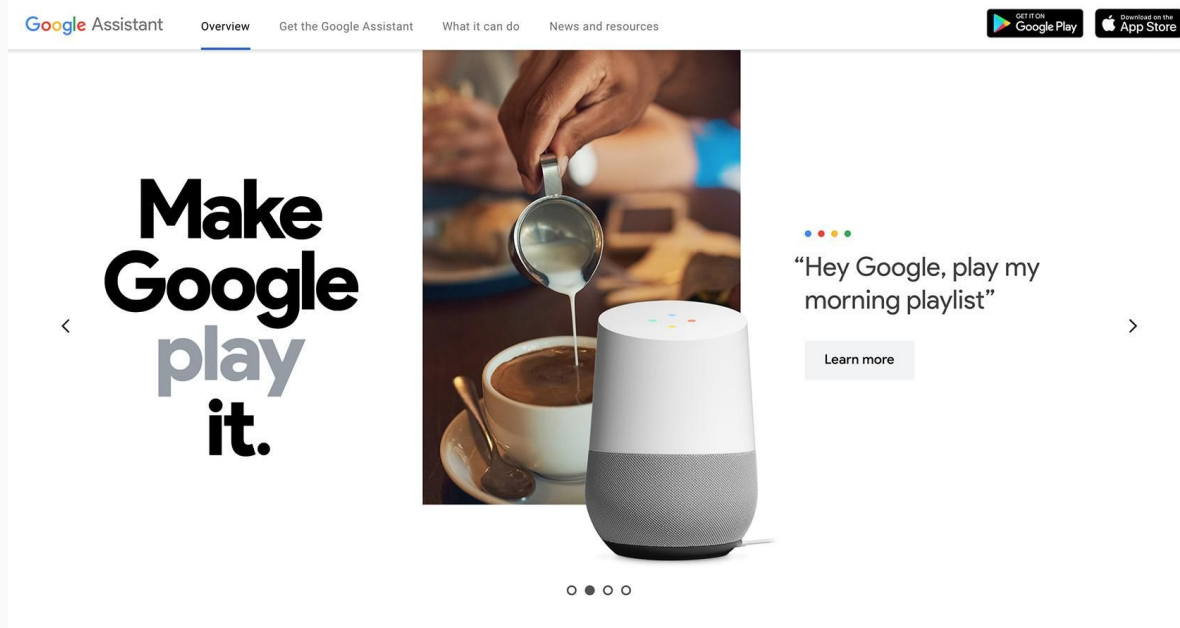




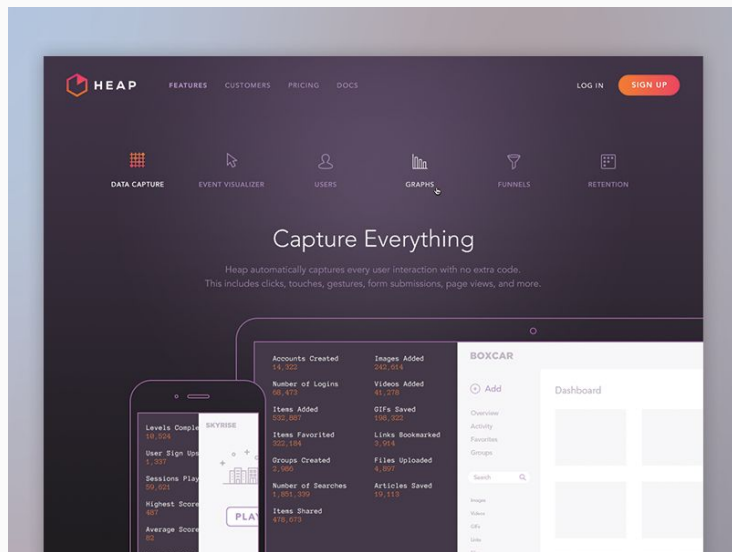
# Ne pretjerujte s bojama



# Pišite sažet “copy”



# Ostvarite očekivanja



# Pametno s “error” porukama

Username

testing123

Another user with this username already exists. Maybe it's your evil twin. Spooky.

Choose a username that contains only letters and numbers, or use your email address.

Incorrect username or password.



Dashboard

Home

Updates 10

Jetpack

Posts

Media

Pages

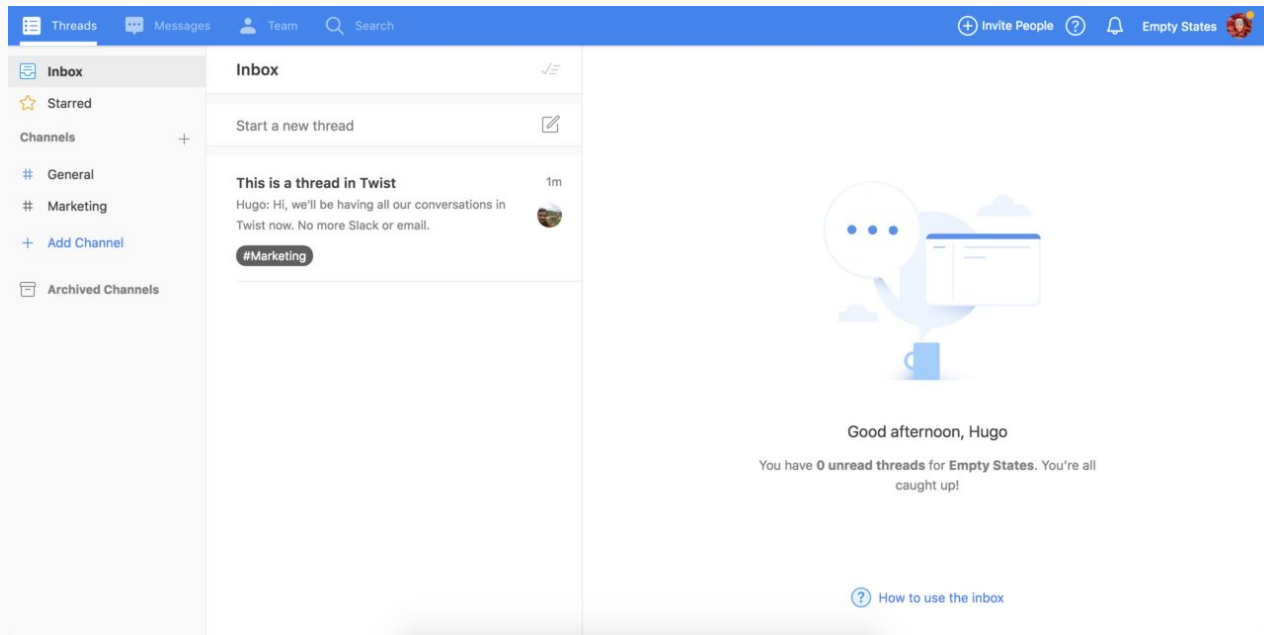
You should really update to achieve some awesome instad of bummer.

## Dashboard

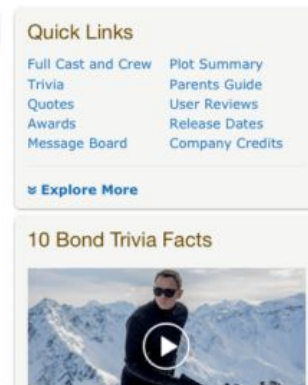
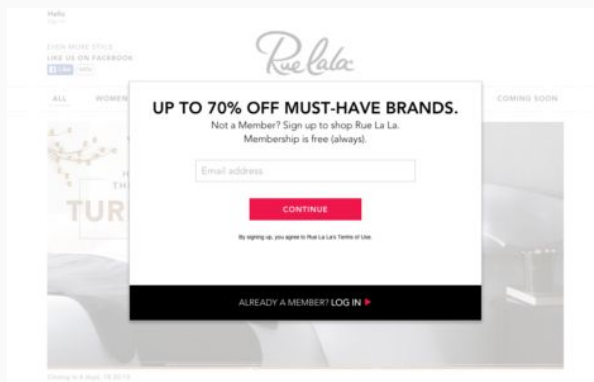
Something has been updated, awesome!

There has been an error. Bummer!

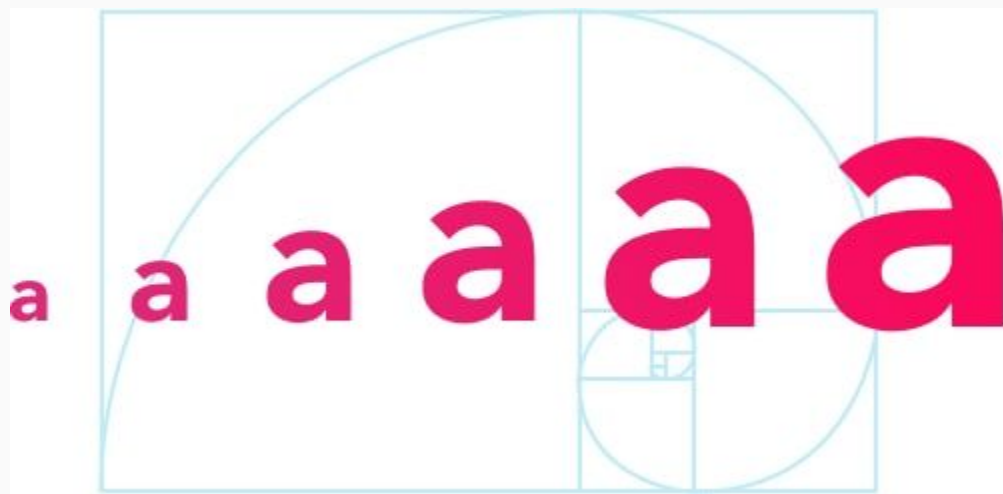
# Poboljšajte prazne ekrane



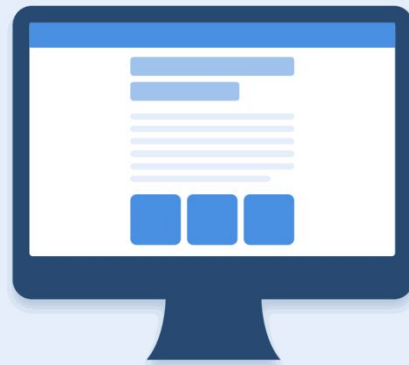
# Koristite poznate navigacijske uzorke



# Pazite na tipografiju

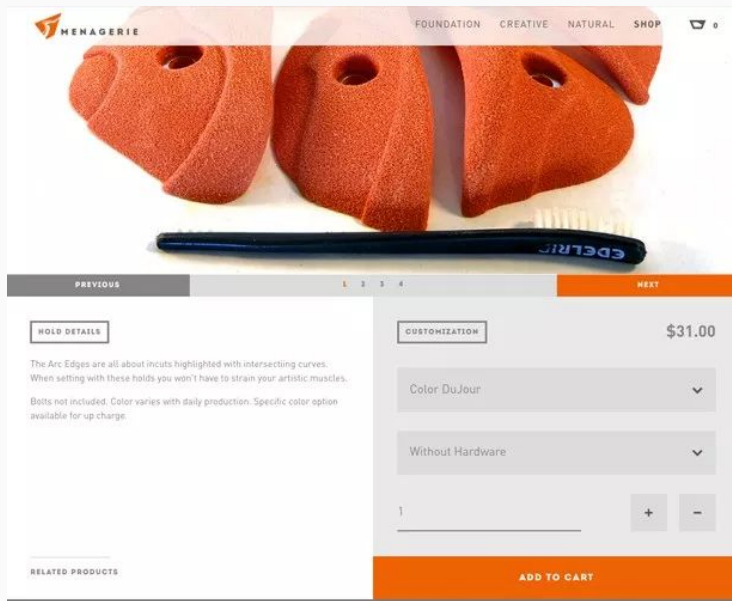


# Oprezno s animacijama





# Nemojte otići s jednog kraja u drugi



# Hvala na pažnji!

@andrija.prelec

Design Lead @**Speck**  
Owner @**PIXL**

**Speck.**

