Design Principles

by James Hooper

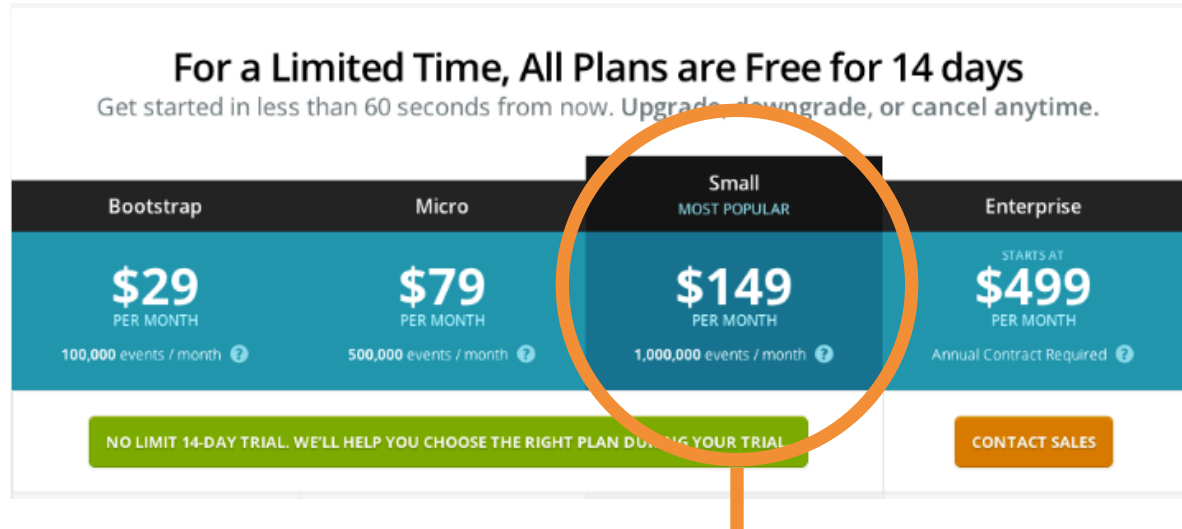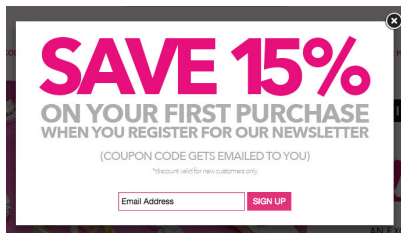*A method for predictably altering behavior without restricting options or significantly changing incentives.*

Identify

For a Limited Time, All Plans are Free for 14 days

Get started in less than 60 seconds from now. Upgrade, downgrade, or cancel anytime.

Bootstrap	Micro	Small MOST POPULAR	Enterprise
$29 PER MONTH	**$79** PER MONTH	**$149** PER MONTH	STARTS AT **$499** PER MONTH
100,000 events / month ❓	500,000 events / month ❓	1,000,000 events / month ❓	Annual Contract Required ❓
NO LIMIT 14-DAY TRIAL. WE'LL HELP YOU CHOOSE THE RIGHT PLAN DURING YOUR TRIAL			CONTACT SALES

This is an example of nudge. Make the goals visible to people, so they can judge the options against a favorable benchmark.

SAVE 15%
ON YOUR FIRST PURCHASE
WHEN YOU REGISTER FOR OUR NEWSLETTER
(COUPON CODE GETS EMAILED TO YOU)
*discount valid for new customers only.
[Email Address] [SIGN UP]

By offering an incentive to the user, it helps sway them into registering and saving some money on their first purchase.

Response

Nudge is a method that blends web design and psychology to help alter and entice users to make the most favorable decision. Consumers will often compare the product in question to other comparable models. Most shoppers look for a middle ground. A business can increase their profits by adding another option to the top end so that customers are *nudged* towards the middle option.

By narrowing down the options, the customer can easily see the path you want them to take. Highlighting the most 'beneficial' option will sway them in the most favorable direction.

Summary

Nudge is a design tool that influences behavior in a predictable way without compromising options or incentives. Users have a tendency to follow the 'path of least resistance', which leads them to a more desirable outcome.

A strategy for managing information complexity in which only necessary or requested information is displayed at any given time.

Identify

Filling out a form in small portions will lead to a more friendly approach and allow the user to continue with ease.

Progressive disclosure keeps displays clean and uncluttered.

Response

A dating site is a great example of how *Progressive Disclosure* works in managing requested information. Like every dating site, you are required to enter a good amount of information about yourself. In order to complete your dating profile, all the questions must be answered. E-Harmony breaks up the required information a little bit at a time, starting with this sample page. This is a friendly approach that seems easier and quicker to complete.

Information that is gradually disclosed to the user is better processed and perceived as more effortless. This prevents the user from feeling overwhelmed. You want the user to have a good user experience, and this is a great way to break up large amounts of information and actions to take.

Summary

Progressive disclosure is an interaction design technique that helps spread out information and actions across multiple pages in order to reduce the user from feeling inundated.
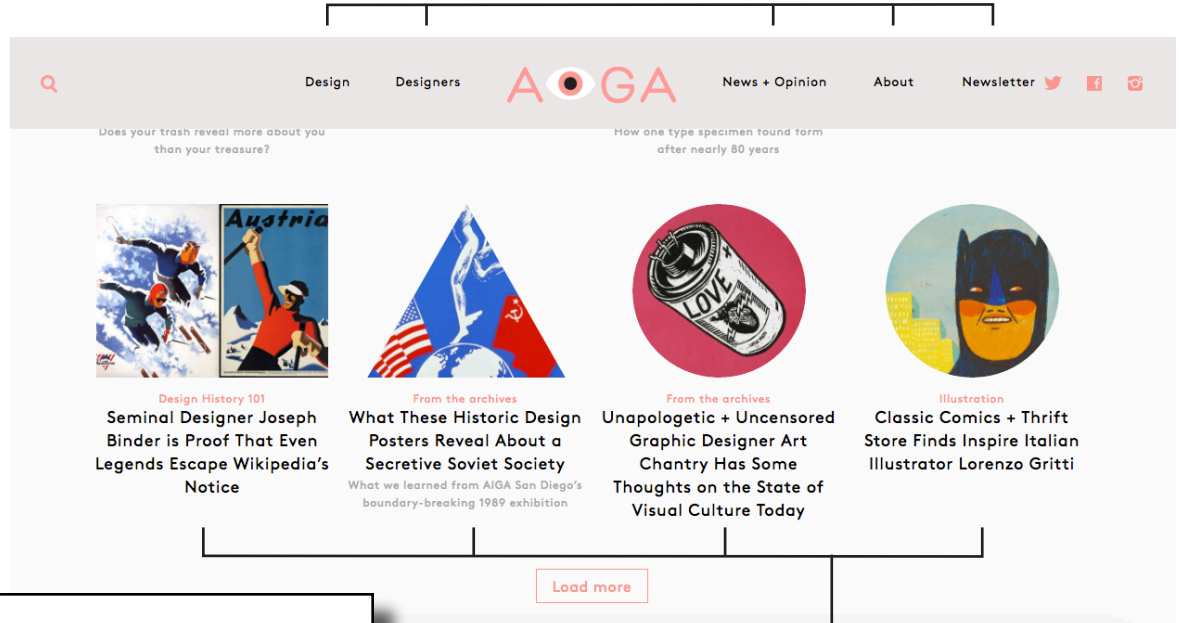
Elements that are similar are perceived to be more related than elements that are dissimilar.

Identify

Notice the connection that each element has on this page. Using color and shapes help identify similar elements.

Similarity at work.

Response

This web page is a good example of integrating *Similarity* to support relationships among interface elements. The designer's job is to provide visual clues as to which elements are related to one another for better clarity. If you examine this web page closely, you will notice all the menu links and titles of each article were given a black font and underline when hovered over. The secondary links were assigned a pink hue. You can use color to represent unrelated items.

The user has limits to the amount of information that one can keep track of. When the amount of visual information becomes overwhelming the mind tries to simplify by grouping. Web designers can use a few colors and shapes to gain the strongest effects. This will ensure that interface elements are distinct and easy to detect. Constructing similarities will help improve the user experience.

Summary

Similarity is a powerful grouping concept that achieves unity and defines groups more clearly. This helps distinguish elements from the rest of the web page.

The process of using spatial and environmental information to navigate to a destination.

Identify

This menu enables the user to easily identify their progress along the path.

Breadcrumbs highlight the path taken.

Response

Newegg has placed a secondary navigation just below the main menu. This practice is known as *breadcrumbs*. It allows the user to easily jump to different locations with fewer clicks. *Breadcrumb* menus act as a visual aid that reveals the location of the user. It helps direct the user in a concise manner. Applying this concept helps reduce the number of actions a visitor needs to take in order to navigate in the right direction.

Wayfinding is best described as a process that helps locate and lead the user to a web page in the most straightforward way possible. It helps locate the user in relation to the overall site. *Breadcrumb* navigations will enhance the way users find their way around large web-sites. This helps improve usability and findability.

Summary

Website visitors want to know three things: where are they, where can they go, and how to get to where they want to go.