A successful UI (user interface) needs to be engaging. An engaging UI will flow, be compelling and is a pleasure to use. A UI that doesn’t flow will see users bounce for example, a multi-step signup process that doesn’t make navigation obvious will most likely see users completing the first step but then dropping off because they cannot see how to progress. As well as being able to easily navigate through the UI it will also have to be something that users want to use. If a user doesn’t want to use the UI they won’t. You’ve got to ensure the UI matches the target audience and works without issues. Creating a compelling UI merges with creating a UI that is a pleasure to use. If your UI is a pleasure to use users will want to use it. Interfaces that are a pleasure to use will be aesthetically pleasing, easy to use & understand and respond to users’ actions. These properties should be considered during the design process of any UI.