

Design Principles

Thinking is hard

As the designer, it's your job to reduce the burden on your users.

Users don't read; they scan

Help users by making info more easily digestible:

- Reduce words
- Add headers
- Visualize concepts
- Use bullets instead of paragraphs
- Highlight keywords

Our past experience shapes our expectations

Help users by using design patterns they are likely to have seen before. If you're going to violate user expectations, do so mindfully and for good reasons that make sense for your users and product.

Users like to have choices, but not too many choices

Choice can be good in that it supports the user's autonomy or freedom. But too many choices can become overwhelming, resulting in "choice paralysis".

Apply Gestalt principles in design

Consider how the "form" (e.g., spacing and grouping) of your design affects the user experience.

Consider peripheral vision in your design

Our peripheral vision is poor at seeing, but sensitive to motions. Take this into account when deciding where to place items and whether to animate them.

For instance, animating an object is a good way to draw the user's attention to something in their peripheral vision. Or, if the feature is really important, you may simply want to place it in the center of the screen.

Consider how your design affects the user's emotions

It's important to consider how our design impacts the user on an emotional level.

For example, seeing a red "Wrong!" or "You failed!" message in a learning app will be very discouraging.

If we take our user's emotions into account, we can give them better experiences and create designs that resonate with how they are feeling.