

# Design Hierarchy of Needs

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# THE QUESTION

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What are the five levels in Steven Bradley's pyramid of design hierarchy of needs?



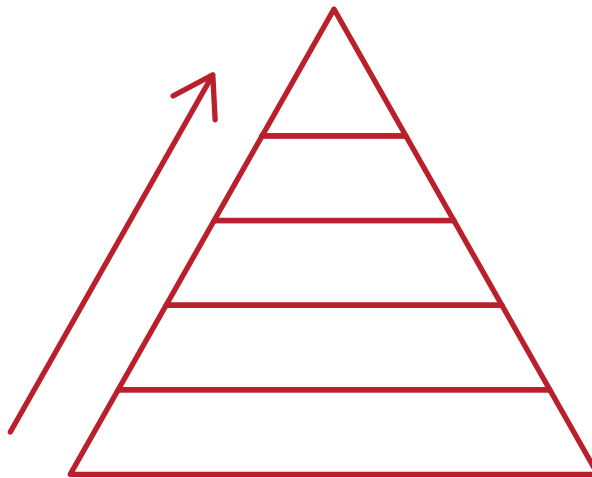
# DESIGN HIERARCHY OF NEEDS

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Based on Maslow's hierarchy of needs in human beings

In order to achieve a higher level in the pyramid, the levels below it must first be met

As a design climbs the levels of the pyramid, so too does its perceived value



# THE FIVE LEVELS

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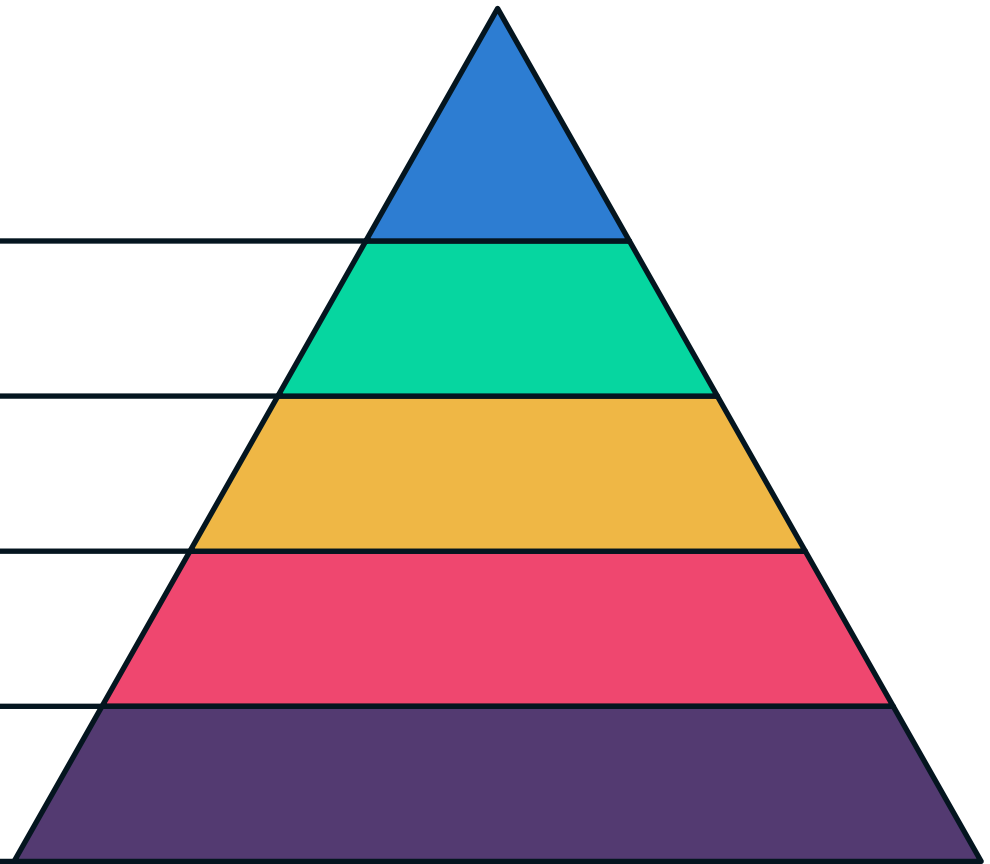
Creativity

Proficiency

Usability

Reliability

Functionality



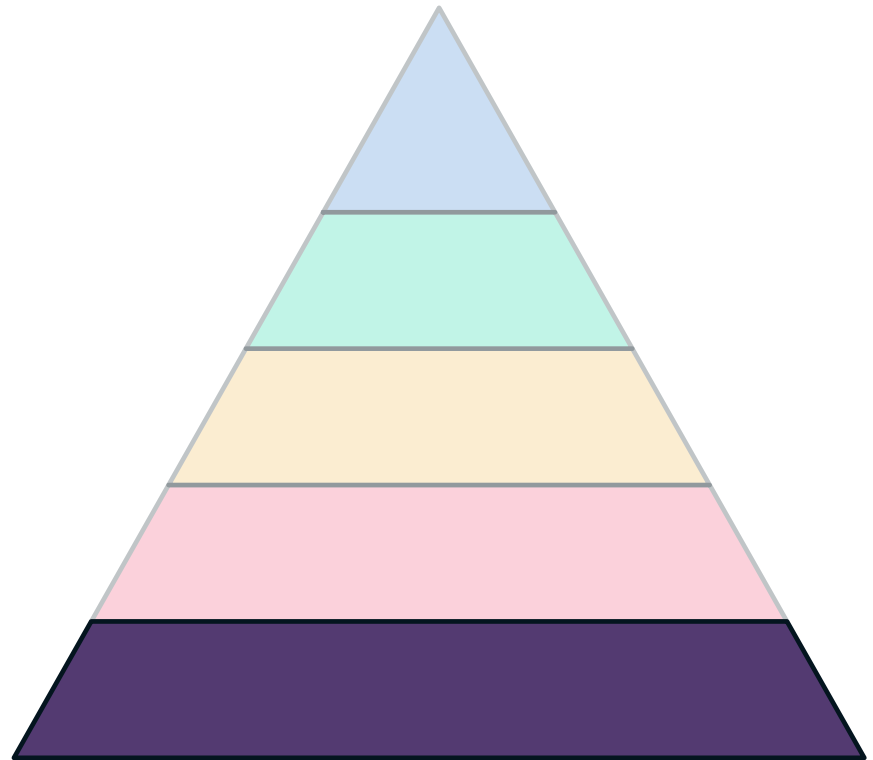
# FUNCTIONALITY

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## Does it work?

Design needs to offer basic functionality before anything else

Ex: A note taking app that allows you to create notes



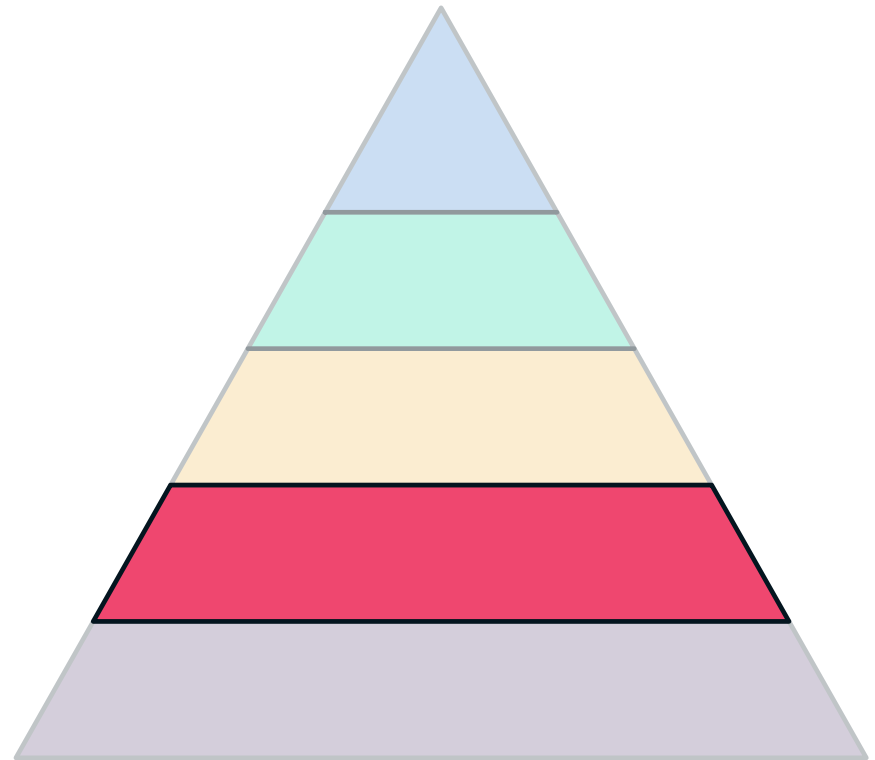
# RELIABILITY

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**Does it work each time I use it?**

Design needs to function and operate stably on a consistent basis

Ex: A note taking app that saves edits to notes and doesn't crash while typing



# USABILITY

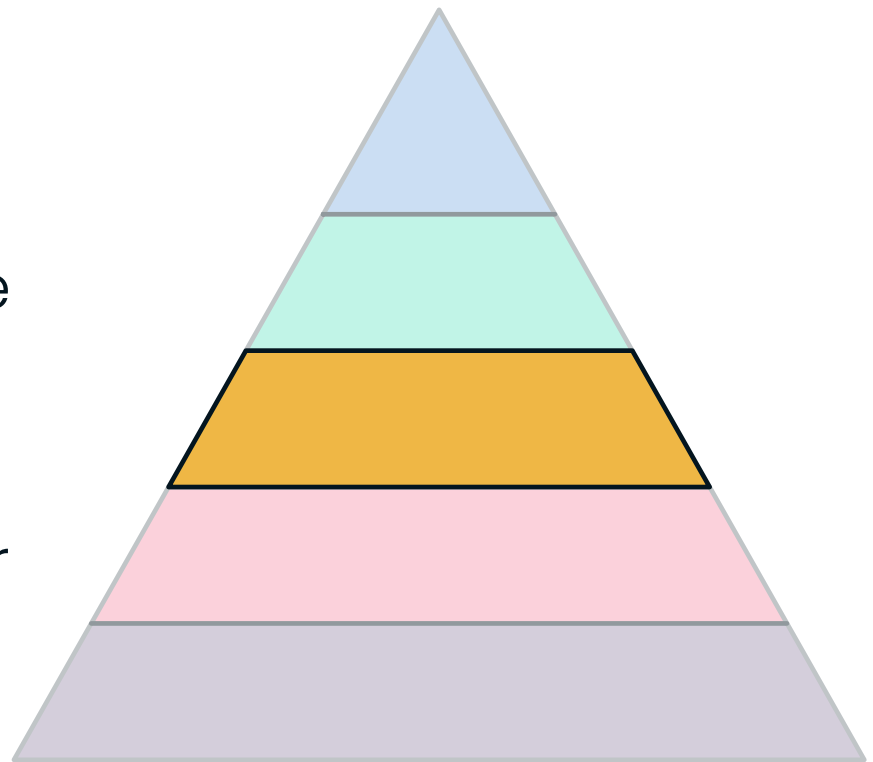
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## Can I figure out how to use it?

UI elements should be useful, findable, and accessible

Forgiving to user if they make an error

Ex: Accidentally clicking a button doesn't delete all your notes in a note taking app



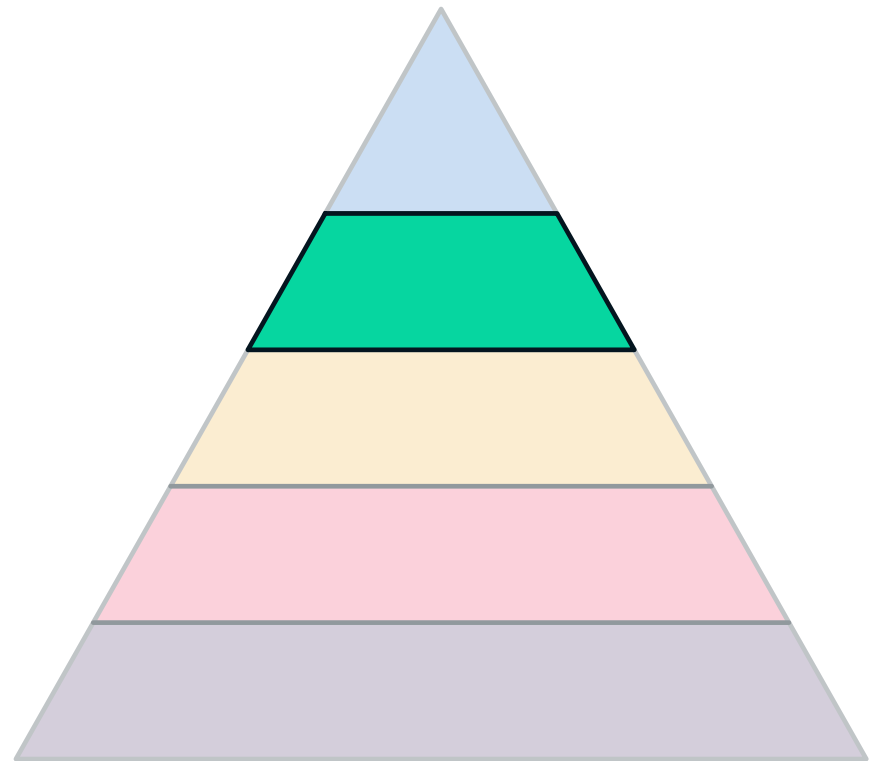
# PROFICIENCY

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**Can it show me how to use it better?**

Includes additional features that build on basics and allow a user to “do more”

Ex: A note taking app that allows a user to create notebooks or tags to organize notes





# CREATIVITY

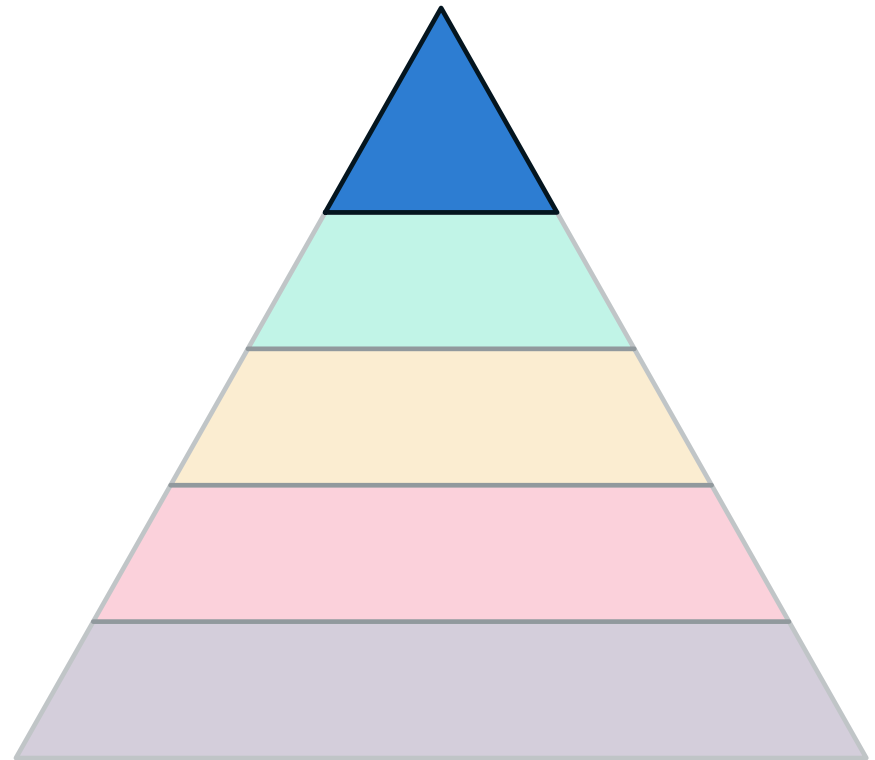
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## What else can I do with it?

Sets a design apart from competitors & builds loyalty

Can be achieved in many areas, like design or aesthetics

Ex: A note taking app that allows you to share notes with other users, change the color of type, and include images or files in a note.



# RESOURCES

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<https://www.smashingmagazine.com/2010/04/designing-for-a-hierarchy-of-needs/>

<https://medium.com/@tendeedo/good-design-vs-better-design-an-application-of-steven-bradleys-design-hierarchy-of-needs-f7aacc88a142>

<https://medium.theuxblog.com/design-hierarchy-of-needs-the-product-owners-guide-29ceb28205ae>

Questions?