UX/UI

Design

Purpose
Audience
Content

Visual Hierarchy
Color
Typography
Consistency
Patterns
Navigation
Responsiveness
Familiarity

- Make important elements stand out.
- Gently lead the user to an action.
- Use empty space.
- *Or, break the rules.*

Visual Hierarchy

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Familiarity

- Use brand colors.
- Establish a consistent color palette. Or, use limited or neutral colors.
- Use color for links and buttons.
- Don’t let colors compete with photographs.
- *Or, be experimental.*

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- Use a typeface that speaks to the brand or conveys a feeling or personality.
- Use typographic hierarchy.
- Don’t use too many.
- Be legible.
- Try pairing serif and sans.
- *Or, be super-expressive.*

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- Be consistent with colors, typography, links, buttons.
- Establish systems.
- Re-use layouts and sections.
- It’s ok to be predictable.
- *Or, be completely unpredictable.*

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- Do a site map.
- Get to places with very few clicks.
- Have just enough pages.
- Make the navigation its own area that is the same on every page.
- *Or, provide no clear navigation.*

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- Make the website experience work the same on different browser sizes and devices.
- Test, test, test.
- *Or, design unique experiences for each device.*

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- Follow conventions.
- *Or, be a rebel.*

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The user comes first.
Always.
Always.
Always.

Accessible structure, page format, visuals, and both written and visual content.

https://www.w3.org/WAI/standards-guidelines/wcag/

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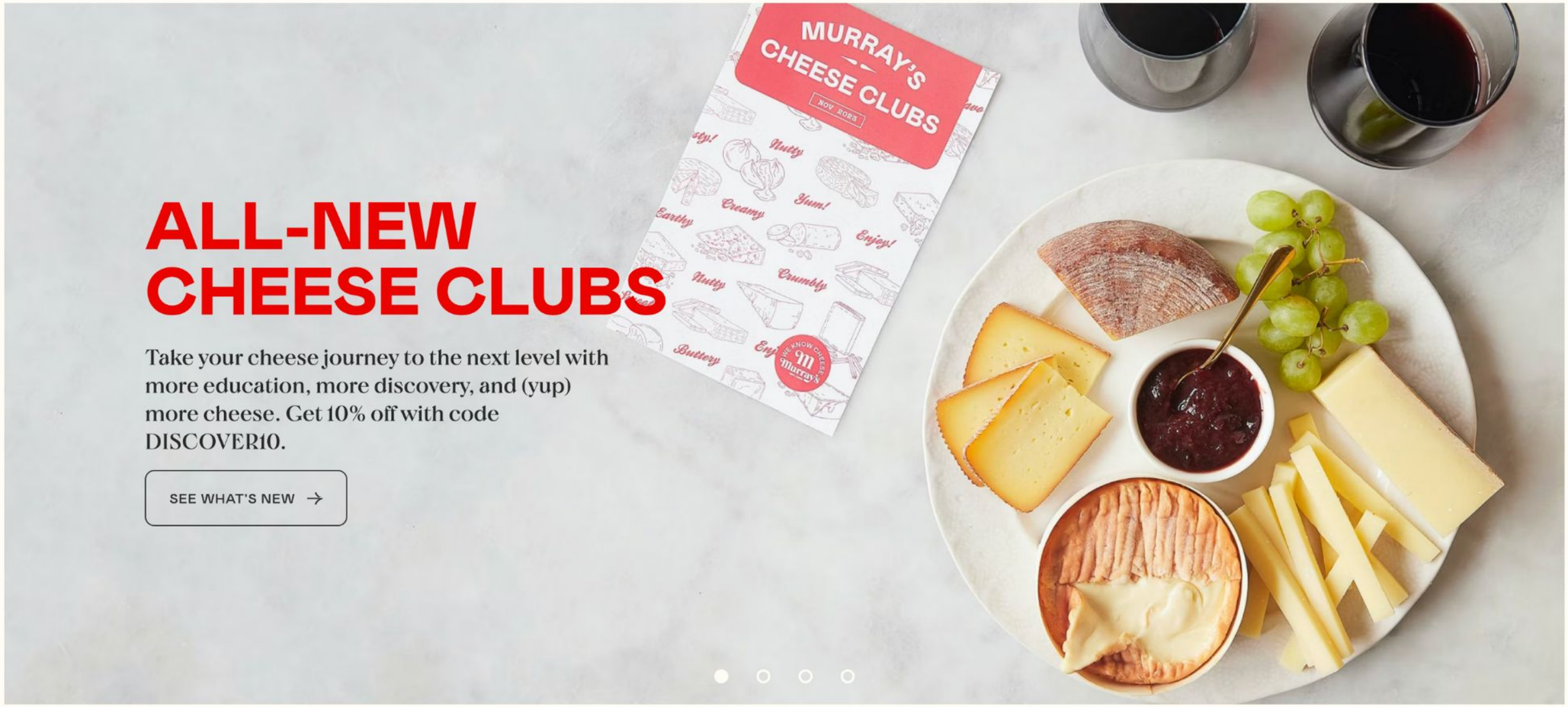

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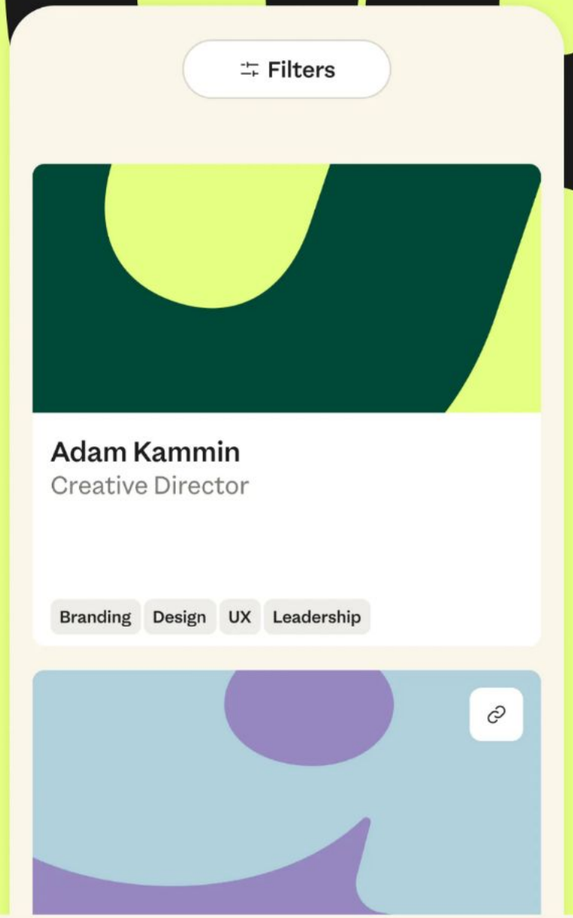

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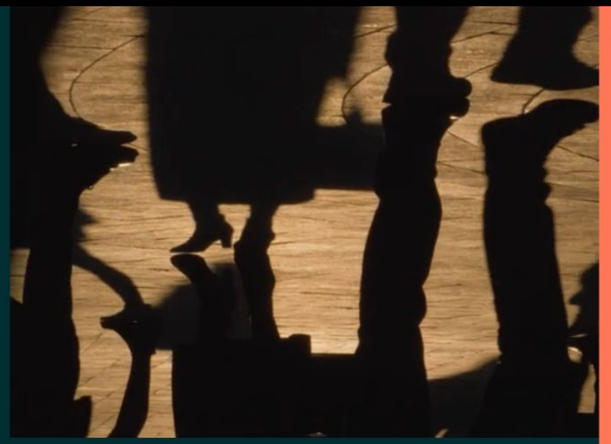

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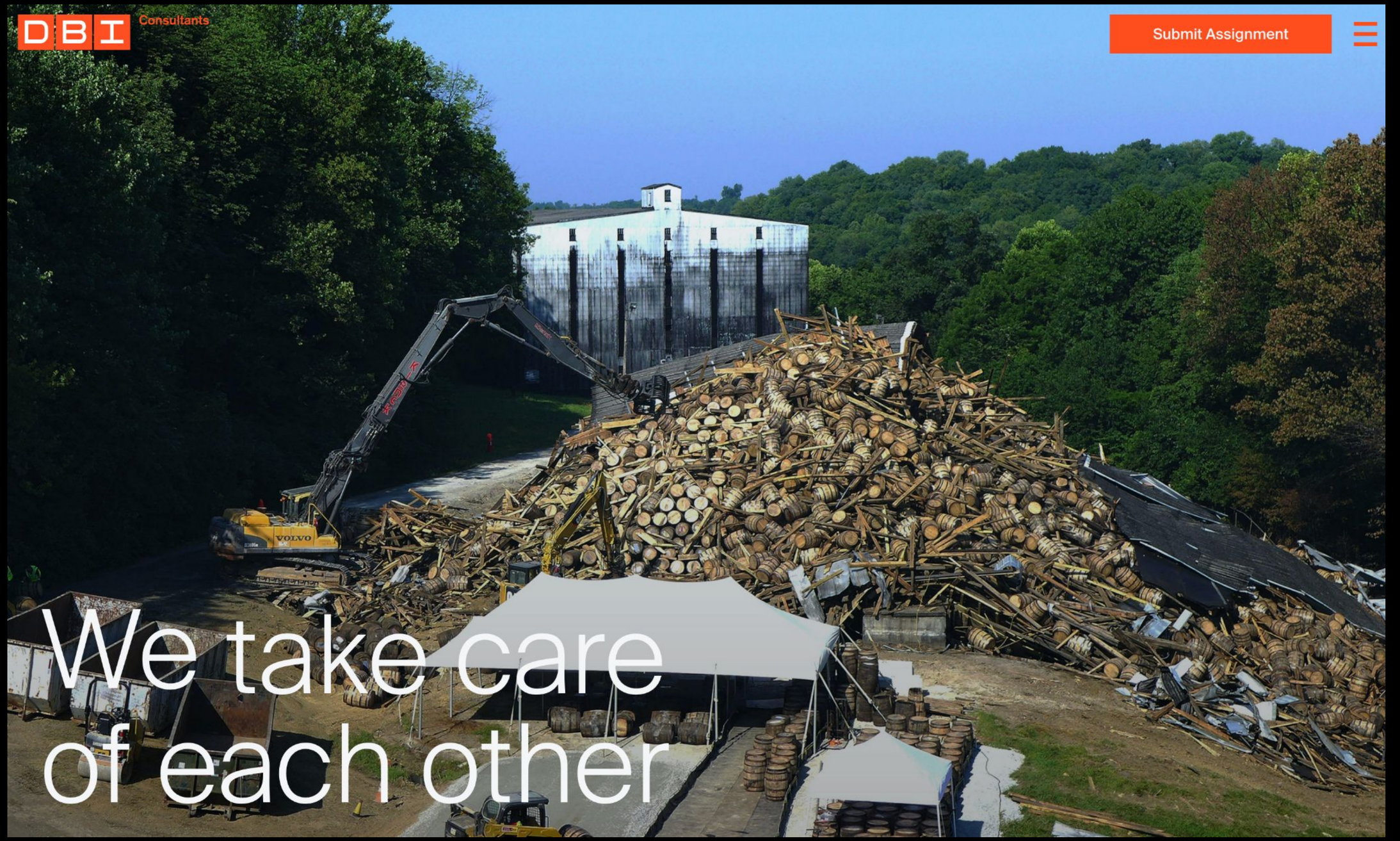

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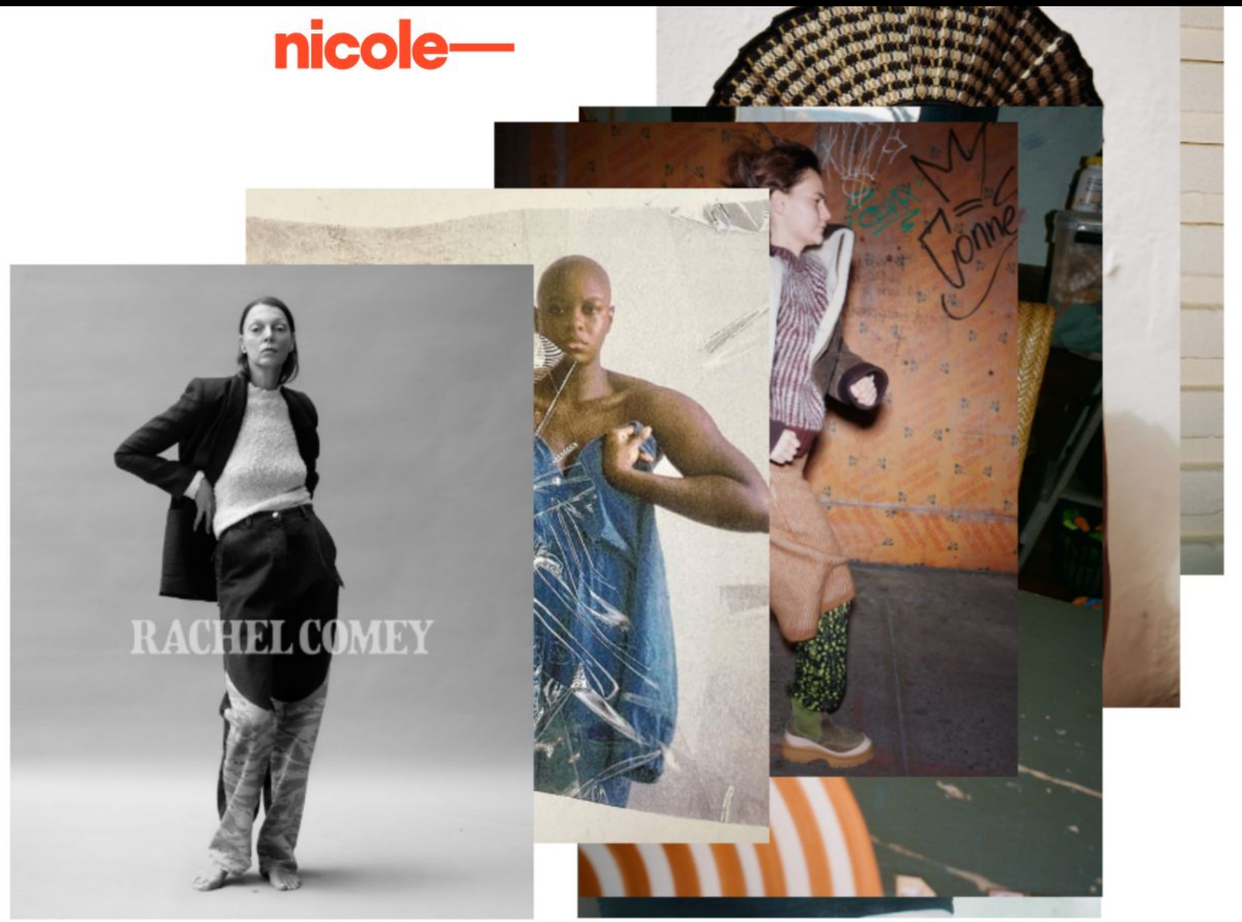

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