

8 GOLDEN RULES OF INTERFACE DESIGN

1. Strive for consistency.

A consistent interface will allow your users to complete their tasks and goals easily. Designing "consistent interfaces" means using the same design patterns and the same sequences of actions for similar situations. In this case, like we can see in these images, Movistar mostly uses the color blue, while Vodafone uses red as the main color. Also both use the same letter font all over the web.

2. Seek universal usability.

Universal Usability is the design of things such that they are useful to as many people as possible. In these images we can see that both pages meet the requirements for beginner shortcuts and features to speed up the pace of the page.

3. Offer informative feedback.

You need to keep your users informed of what is happening at each stage of their process. This feedback must be meaningful, relevant, clear and adapted to the context. Visual presentation of the objects of interest provides a convenient environment for showing changes explicitly. In this picture we can see how the television box changes color when we click. In the case of the Vodafone website, when we stay on top of this option, a menu with information is displayed.

4. Design dialogs to yield closure.

The informative feedback at the completion of a group of actions gives the operators the satisfaction of accomplishment, a sense of relief, the signal to drop contingency plans and options from their minds, and an indication that the way is clear to prepare for the next group of actions

As we can see in these images, both pages have closing pages and indicate the steps to follow to complete your task

5. Prevent errors.

A good interface should be designed to avoid bugs as much as possible. Methods for handling errors include displaying clear error notifications along with descriptive suggestions for resolving the problem. Here we can see the cases when we try to sign in and we put the wrong password.

6. Permit easy reversal of actions.

Allow your users to be the initiators of actions. Give users the sense that they are in full control of events occurring in the digital space. Earn their trust as you design the system to behave as they expect.

Both pages have options to undo the tasks, on the other hand, the Movistar page, once an action is confirmed, you must resume the entire process from the beginning. In the Movistar image we can see the option to cancel a subscription, while in the Vodafone image we can see the option to go back

7. Keep users in control.

It's important to give your users control and freedom so they can feel they're in charge of the system, and not the other way around. The actions must also be simple and intuitive. In this case, both websites include a search bar where you can easily find all the options available in the website.

8. Reduce short-term memory load

Reducing memory load means that users should not be required to memorize (or recall out of their heads) a great deal of information to carry out tasks. Memory load reduces users' capacity to perform the main task.

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