

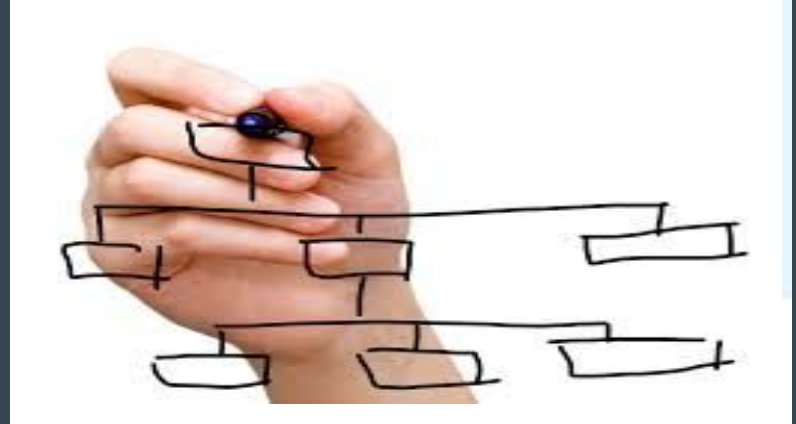
Principles of UX Design

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The most important basic principles of human-centered UX design

Hierarchy

- Tree-like structure of content flow
- Provides high-level overview of user experience
- Allows to check for inconsistencies or errors



User-centered

- Emphasis on users' needs
 - Put yourself in their perspective
 - Consider user feedback
 - Provide value
- Have the user feel in control
 - Stress-free as possible (undo, cancel, etc.)
 - Fine line between options and overwhelming

Consistency

- Font sizes and styles
(headings vs. paragraphs)
- Layouts and element
positioning
- Writing tone/theme
- Color contrast
- Eliminates confusion



Accessibility

- “Disability-friendly”
- Equal opportunity and access
- Forefront of all UX decisions
- Enhanced user experience

Simplicity

- KISS.: Keep It Simple, Stupid!
- Too many distractions deters user from end goal
- More enjoyable and easier user experience



Thank you!
Any questions?

Citations

- Executive Coaches Group. (n.d.). The Art of Simplicity 2. photograph. Retrieved November 22, 2021, from <https://executivecoachesgroup.com/the-art-of-simplicity-2-unfetter-your-career/>.
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