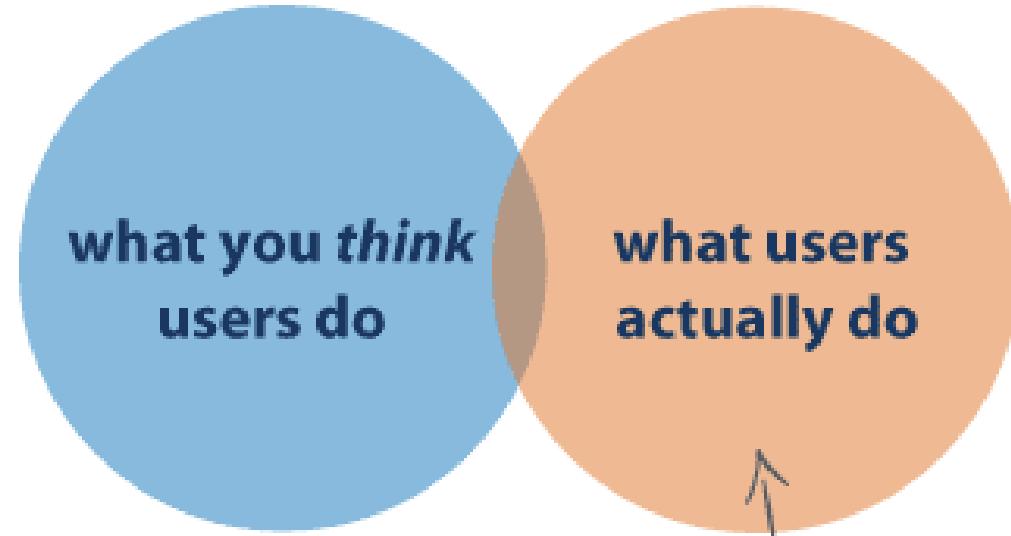


# UX Principles

---

Meet the users' needs

---

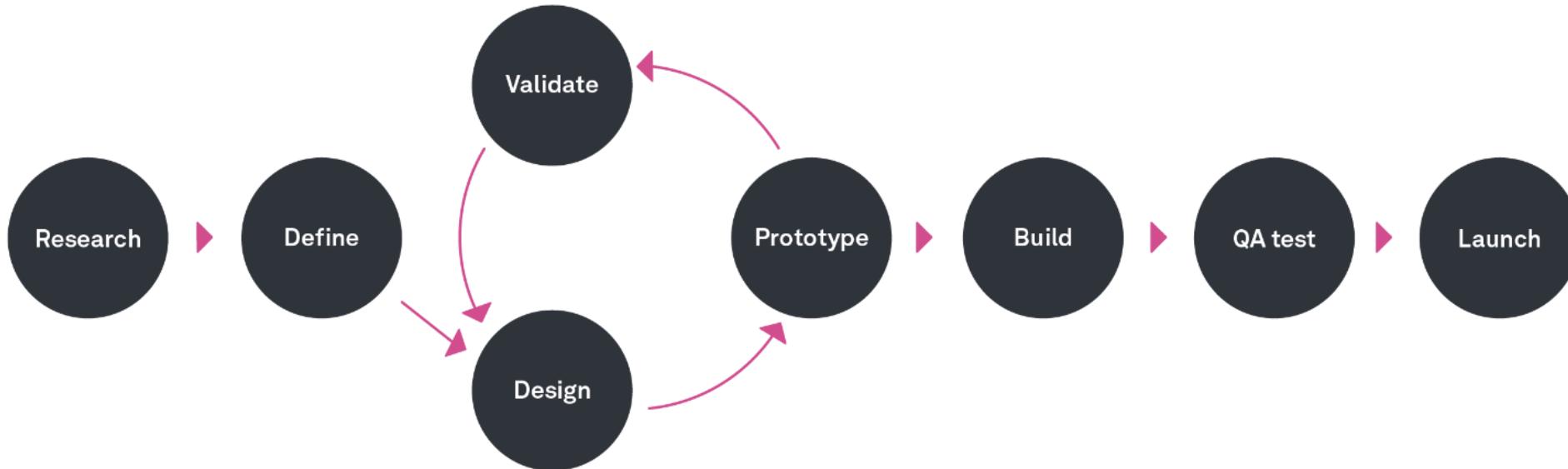


↑  
user testing  
helps reveal this

The foremost of all UX design principles is to focus on users throughout the design process. The term user experience itself makes it clear that your work needs to center on improving your users' experience with your product or service.

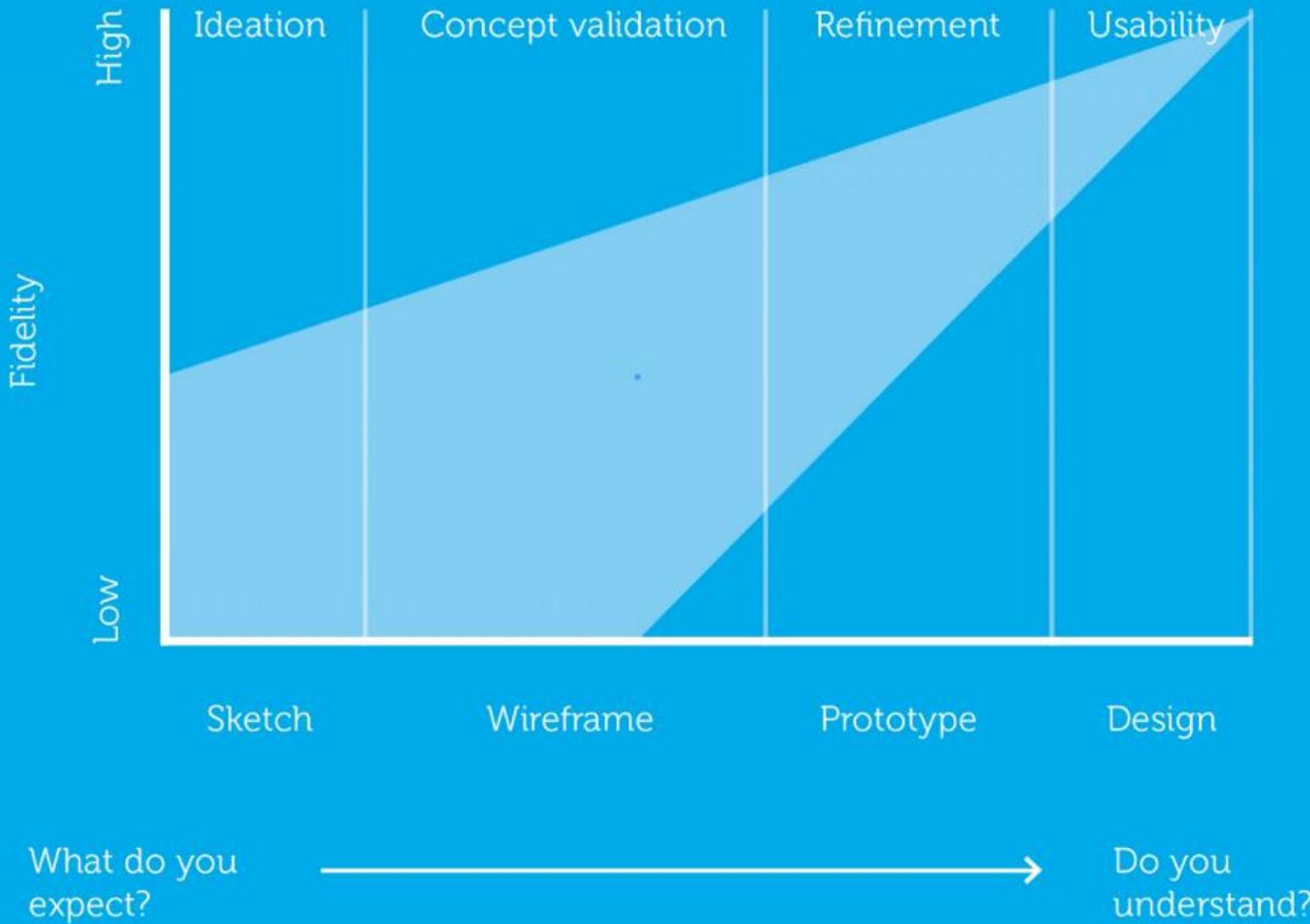
Thus, you need to learn what users are looking for in a design (through user testing and other methods). It is possible that a design may seem brilliant to you, but remember that **you are not the user**.

*"All too often I have designed on an island by making assumptions based on what I think an end user needs, crafting pixel-perfect mockups based on my assumptions. We should learn that the 'U' in UX does not stand for 'you'! It's all about the user, so getting outside of our head and engaging with the user is an important step in the design process."*



Know where you are in the design process

---

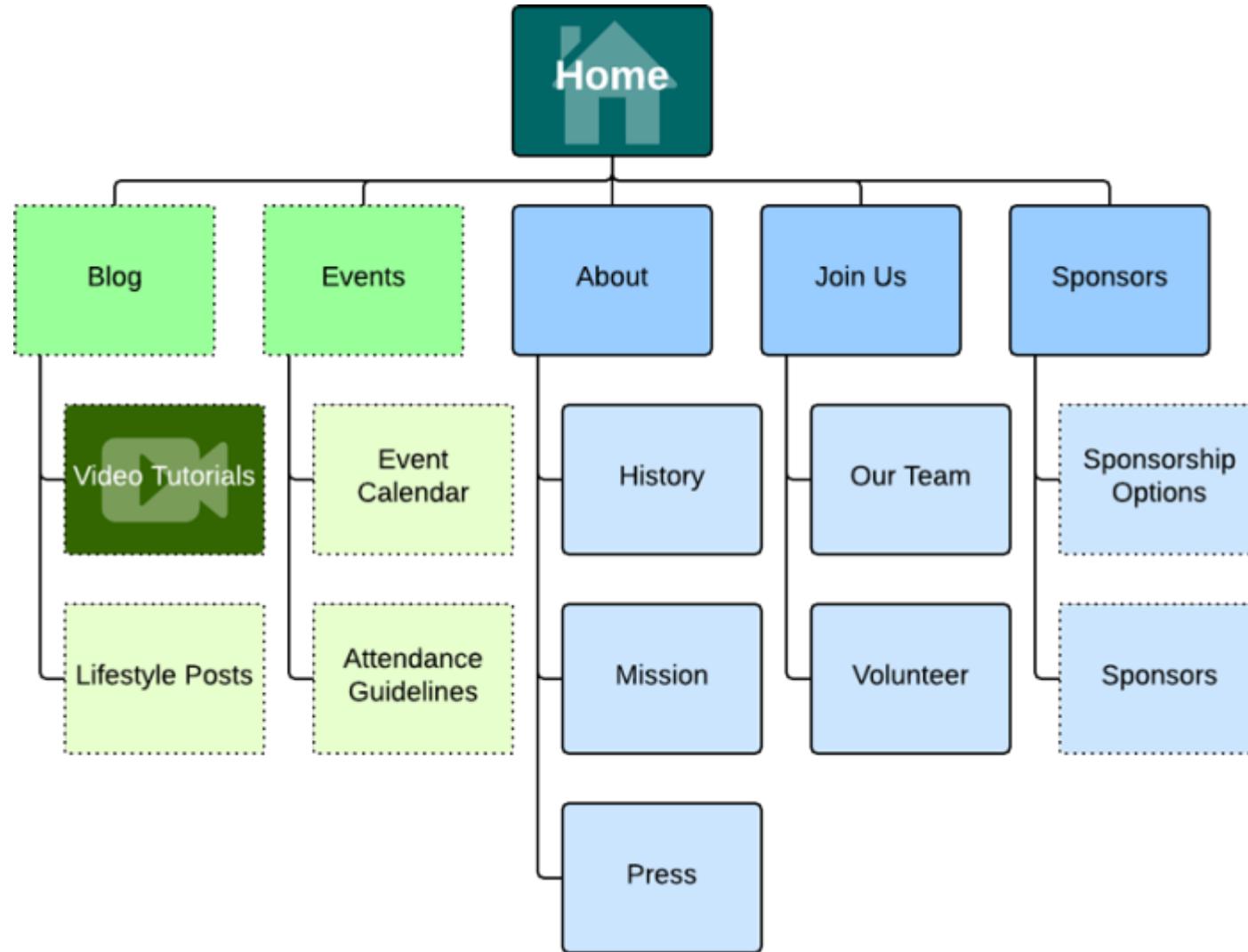


For new UX designers the design process can be overwhelming. A lot of work goes into designing, so knowing your place in the process is significant in several ways.

To begin with, we all need to use different tools for each phase, as demonstrated in the graph below. Further, knowing our design phase also helps us ask the right questions for user research. For instance, there's no point testing the color of a button if you are still figuring out where it should be placed in the design.

Have a clear hierarchy

---



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It is easy to take hierarchy for granted, but it is a UX principle that ensures smooth navigation throughout a design. There are two chief hierarchies that you need to note. First comes the hierarchy that is associated with how content or information is organized throughout the design.

For example, when you open a website or app, you will note the navigation bar that includes the main sections. This is the primary hierarchy. When you click or hover over this bar, you will note further sub-categories of content open up, taking you deeper into the app or site. These are the secondary menus.

Keep it consistent

---



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work ▾

Try Premium for  
free

## Manage my network

- Connections 6,185
- Contacts 4,191
- Following & followers
- Groups 45
- Events 17
- Pages 111
- Newsletters 31
- Hashtags 19

Show less ^

Ad ...

Karnataka Bank is celebrating 100 years of trust!



BVSRAO, you might like to follow  
Karnataka Bank

Follow

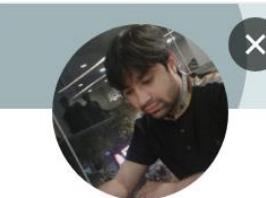
Add personal contacts

## No pending invitations

Manage

### People you may know from JavaScript

See all



**Aasim F Hussain Khan**  
Software Technologist at  
Philips Innovation...

5 mutual connections  
[+ Connect](#)



**Sandip Patel**  
Consultant at Atos ( Inubit BPM Developer )

2 mutual connections  
[+ Connect](#)



**Vishnu Vardhan Red...**  
Senior Front End & UI  
Developer at Kensium...

4 mutual connections  
[+ Connect](#)



**Jagdish M Hulsure**  
Senior Software  
Engineer/Magento...

5 mutual connections  
[+ Connect](#)



**Kavyashree B**  
Software Engineer at SAP  
Labs

20 mutual connections  
[+ Connect](#)



**Dinesh babu Thoota**  
UI Engineer | Angular |  
React

4 mutual connections  
[+ Connect](#)



**Vedhanarayanan S**  
Technical Architect at  
Mindtree

4 mutual connections  
[+ Connect](#)



**Tarique Waseem**  
Associate Project  
Manager at Impressico...

9 mutual connections  
[+ Connect](#)

Users expect products to share some similarities with other products they regularly use. This makes it easy for them to become familiar with the new product without any additional learning costs. It may sound a little counterintuitive, but the more familiar your design is to others, the faster users can learn to use it, which enhances their experience.

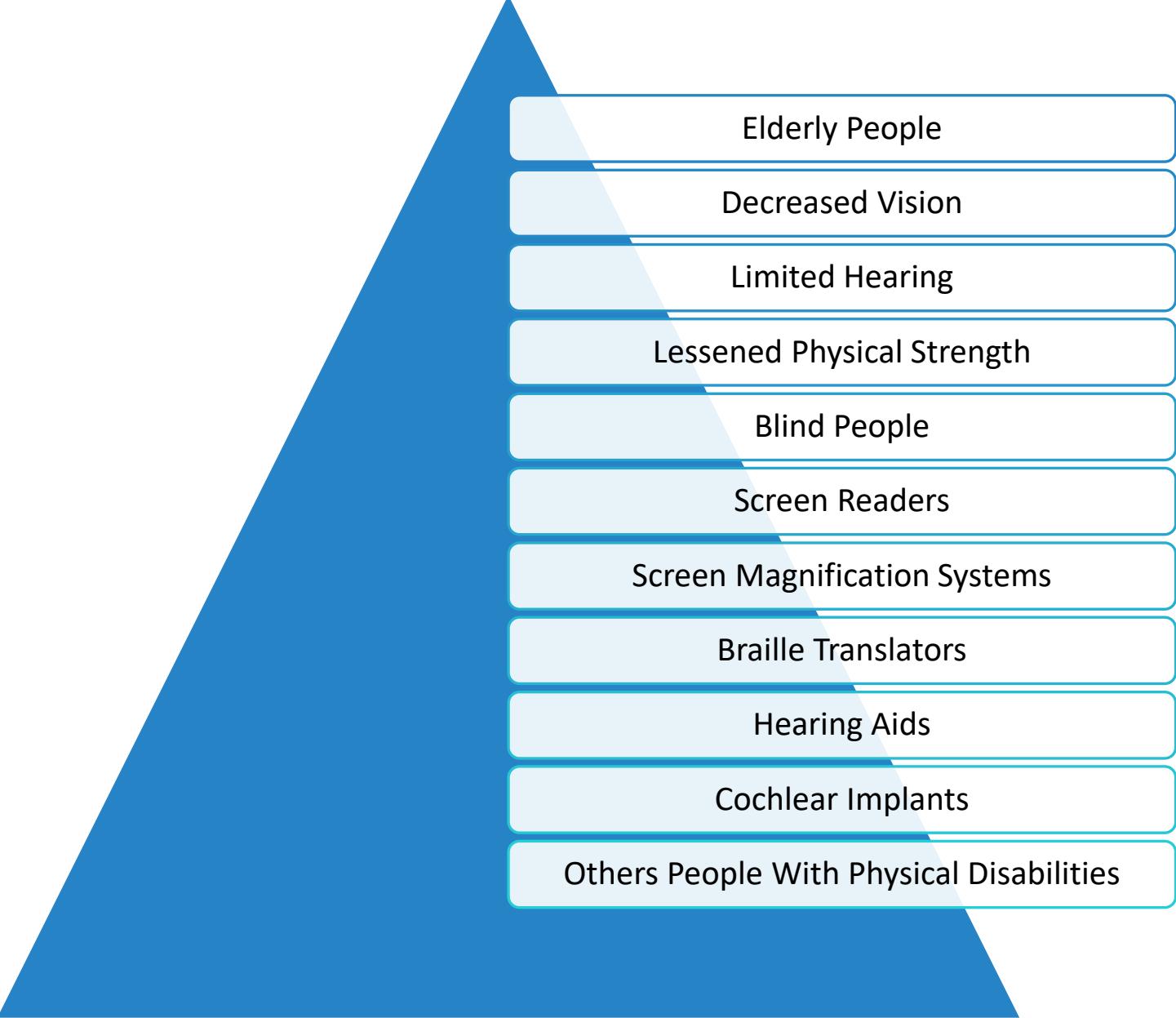
Such consistency also makes the design process easier for the designers, as they don't have to reinvent the wheel every time they take on a new project. A case in point is the floating action button that has become common among apps

## Understand accessibility

---

*For UX designers, accessibility includes certain elements like:*

- Text readability,
- The right amount of contrast
- Colors that can be seen by everyone.



Elderly People

Decreased Vision

Limited Hearing

Lessened Physical Strength

Blind People

Screen Readers

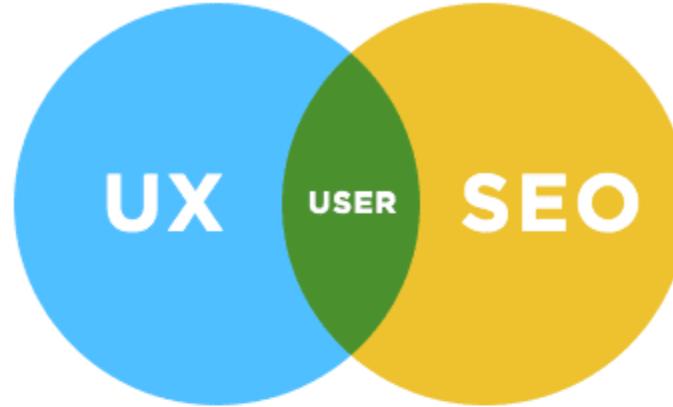
Screen Magnification Systems

Braille Translators

Hearing Aids

Cochlear Implants

Others People With Physical Disabilities



### STRUCTURE

Information architecture  
Intuitive navigation



H1, h2... in correct order  
Main links on top

### IMAGES

Chromatism  
Spaces  
Optimal dimensions



File names  
Alt text  
Keywords

### SPEED

Load less than 200 ms



Less bounce rate

An increasingly important rule from among the UX design basics is designing with accessibility in mind. In simple words, a designer's responsibility is to make sure their design is usable for as many people as possible. This means that your design needs to be accessible to people with disabilities too.

To this end, you should remove obstacles from the design layout for problem-free navigation. For example, you can use contrasting colors for the text on the background. This helps visually impaired users (as well as users in low-light settings) read the content on the screen more easily. Slack excels at this on its blog:



Blog

Collaboration

Productivity

Transformation

@ Slack

Q Search

## Never forget the little things with /remind

Assign and  
complete:  
How to run a  
triage  
channel



Courtesy call:  
more  
empathy tips  
in Slack



## How to collaborate in sizable channels



## A Slack guide to going out of office

## Meetings that work (and don't) in Slack

Context is key

---

When designing, you need to take into account the user's context. Location is a commonly understood contextual factor— are you designing for someone on the go or for someone sitting at a desk? But there are other things to consider, including the time available with the user, their emotional state, the device they are using, the people who influence them, and more.

All these factors help you understand the user's behaviour. Once you have insight into that, you can prepare a design that maximizes user experience. For example, the emotional state of a user would impact how patient or impatient they might be when interacting with the user interface of your product or service, so you'd want to design with that in mind.



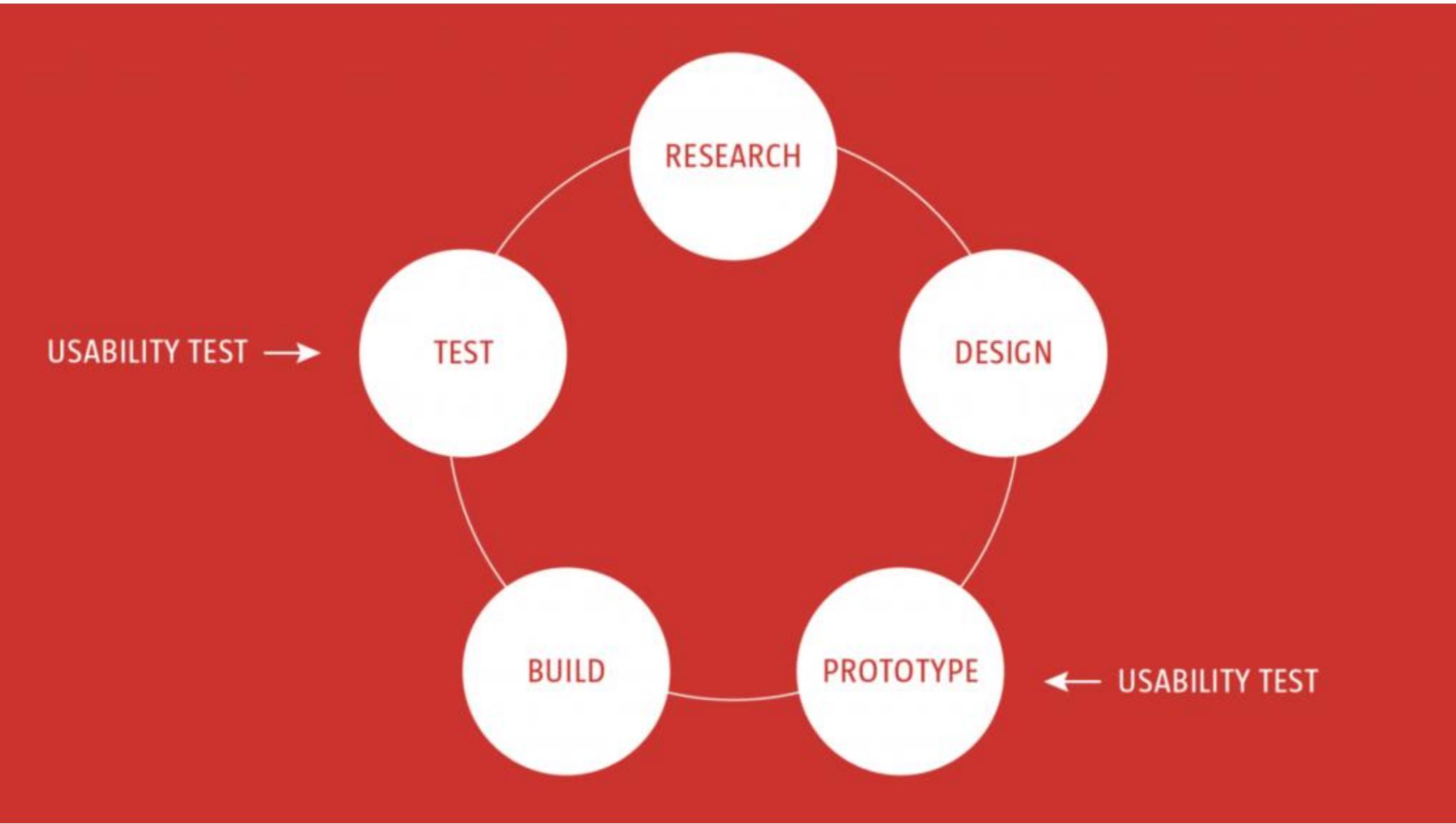
Usability first

---

**I CAN BARELY WALK IN THIS THING**



**WHO DID THE USABILITY  
TESTING???**



UX design is entirely focused on solving the users' problems, which makes usability of the design one of the most crucial user experience design principles. No matter how aesthetically pleasing your work may be, it won't strike a chord with the user unless it is safe and easy to use.

A case in point here is website design. Any site that is cluttered is bound to lose visitors. As a designer, your job is to make sure that each icon, button, and snippet of information that is present within the design has a purpose. Concentrate on clarity by bringing only useful features to the user's attention.

Usability is the reason why prominent buttons and a minimalist design with few elements increase the click-through rate (CTR). Precision Marketing Group doubled the CTR on their call-to-action button by changing the shape and size of the button.

Usability testing asks users to interact with the design. Meanwhile, you take notes to see whether they encounter any problems.

If many people experience similar problems, you will have to make changes to the design to sort out the usability issue. Keep in mind that design is an iterative process and it demands improvements in all stages.

Hence, you should conduct usability tests throughout the UX design process, including before you start your initial design, during the prototyping phases, and at the end of the process.

Less is more

---

The less-is-more design principle was originally proposed by the architect Ludwig Mies van der Rohe. For UX, the underlying aim of this is simple: reducing the operational and cognitive costs of the users. In placing value on this, the design's usability and consistency improve.

The less-is-more approach emphasizes simplicity as opposed to clutter or over-decoration in design. Several celebrated designs have surfaced as a result of this UX design principle, including the iPhone and iPod. In 2007, Apple streamlined the phone's keyboard in pursuit of the less-is-more philosophy and the iPhone was birthed. Apple's website also follows the same design principle.

MacBook Air

# Lightness strikes again.

[Learn more >](#) [Buy >](#)



Use simple language

---

Just as simplicity has become a best practice in visual design, UX-focused copywriting should avoid technical terms and opt for simple language. Users are busy, they're on the go, they're multi-tasking, so use words in your design that are closest to the user's thoughts.

Simple language is easy to understand, which enhances your design's user-friendliness.

You need to factor in five points as you choose simple words for your design. These are:

- Audience and purpose of the design: question who your audience is, what information they have, what they need, and what they will want to achieve with your communication
- Structure: ask about the common structures for your communication, what structures your readers are familiar with, and what sequence will be easy to read
- Design layout: focus on the typography, layout, and information graphics
- Expression: consider the tone, verbs, sentence length, jargon, and choice of words your communication will adopt
- Evaluation: have someone review the text you finalize and conduct a usability test

Put simply: use clear and consistent words throughout your design to reduce ambiguity. In this example, the “OK” is unclear. “Yes” is a more logical choice. Got it? (OK!)



## Are you sure?

Role Demo will be deleted. Do you confirm that?

Close

Confirm

Typography is powerful

---

Equally important to the words you use in your design is typography. The author of “The Elements of Typographic Style,” **Robert Bringhurst**, highlights the role of this UX design principle well. He writes, “Typography is the craft of endowing human language with a durable visual form.”

Typographic choices can significantly impact the way users interpret the language you use, helping enhance or suppress the message. Moreover, typography can improve UX in multiple ways.

For instance, it can improve accessibility and make the design more user-friendly as you consider a typographic hierarchy. You can take a page from the online publishing platform Medium’s design. Medium uses specific typography to make its content more readable.

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She's here to help reorient us to ourselves and steer us to a better, more human future

Douglas Rushkoff in Team Human  
a few hours ago · 1 min read ★



### No, That's Not How You Say It



## Popular on Medium

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The Atlantic  
Jan 24 · 14 min read ★

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Vlad Zamfir

**Feedback matters**

---

Design should be interactive by nature. So, when a user clicks on something, they will need a response from the product to understand that their command has been received. Feedback is a crucial way to encourage communication between humans and machines.

Your design may respond in various ways. The clicked icon may change shape, vibrate, discolour, emit light, and so on.

Notice how the colour reacts as you click a link on the Zapier website: <https://zapier.com/>



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Confirm before you commit

---

15554 3.14.35 PM.jpeg	02-Jan-
05302.jpeg	17-Jan-
05063 10.05.12 PM.jp	09-Jan
51175.jpeg	01-Jan-
43489.jpeg	04-Jan
39312 7.01.15 PM.jpe	22-Dec
13859.jpeg	25-Dec
04649.jpeg	27-Dec
99590 12.34.50 AM.jp	17-Jan-
66418 5.11.13 PM.jpeg	15-Jan-
36758.jpeg	10-Jan-
36758 12.34.49 AM.jpeg	17-Jan-
95550-2.jpeg	30-Dec



**Are you sure you want to permanently erase the items in the Trash?**

You can't undo this action.

Cancel

Empty Trash

Accidents happen all the time. One common digital example: a person may unintentionally place an order. (How many parents have had to ask for refunds after their young kids accidentally made a purchase on Amazon or iTunes?) Your design should help correct this, though, because you don't want to give the user a poor experience. This makes confirmation another one of the essential UX design principles.

The user is in control

---

## Mobile App Search Is Non-Negotiable

The search bar has been a standard part of websites for years, but statistics show that it isn't always viewed as a necessity by users. This data from Neil Patel and [Kissmetrics](#) focuses on the perception and usage of the search bar on e-commerce websites:



User control focuses on greater flexibility of use and better control of where a user is within a design or product, enhancing user experience. Furthermore, it allows users to backpedal and recover from errors.

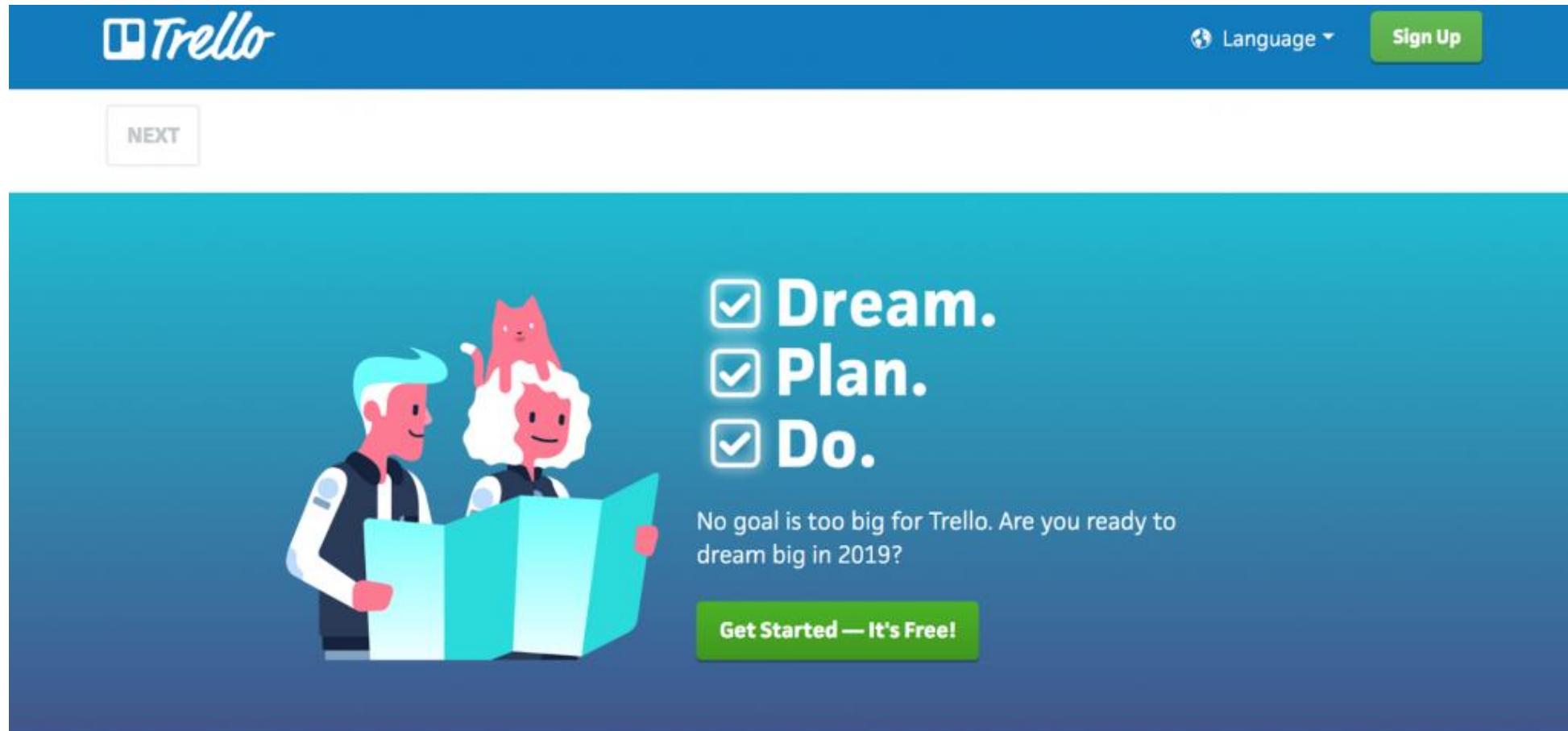
The “upward” icon on a webpage, which allows you to get to the top of the page, is a good example (see below). Similarly, the “cancel” button that allows users to abandon the task they were doing also empowers them. As does the “undo” button, which saves a user from making an unintended action.

Design with personality

---

Your design can attract more users if it showcases a character that interests the user persona you are designing for. Users find it hard to connect with a lifeless design, device, or code.

Adding personality to your design gives it the human touch that makes it more attractive and usable (like the Trello blog).



The image shows the Trello landing page. At the top, there is a blue header bar with the Trello logo on the left, a "Language" dropdown menu, and a "Sign Up" button on the right. Below the header, there is a "NEXT" button. The main content area has a teal gradient background. On the left, there is an illustration of two stylized characters (one with blue hair, one with white hair) looking at a large open book. A pink cat is perched on the character with white hair. To the right of the illustration, there is a list of three items: "Dream.", "Plan.", and "Do.", each preceded by a checked checkbox. Below this list, a subtext reads: "No goal is too big for Trello. Are you ready to dream big in 2019?". At the bottom, there is a green "Get Started — It's Free!" button.

Trello

NEXT

Language ▾ Sign Up

Dream.

Plan.

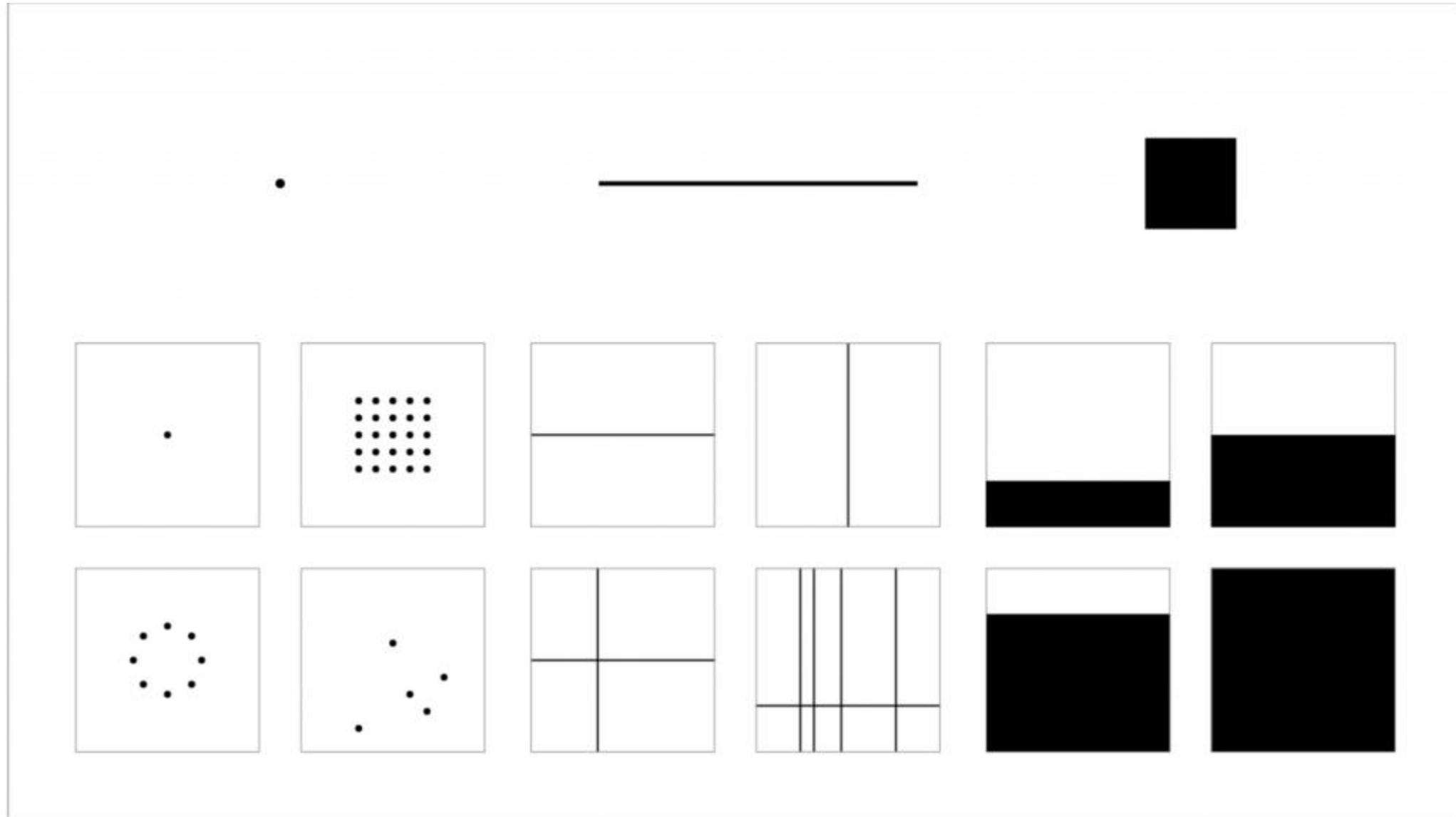
Do.

No goal is too big for Trello. Are you ready to dream big in 2019?

Get Started — It's Free!

Visual grammar

---



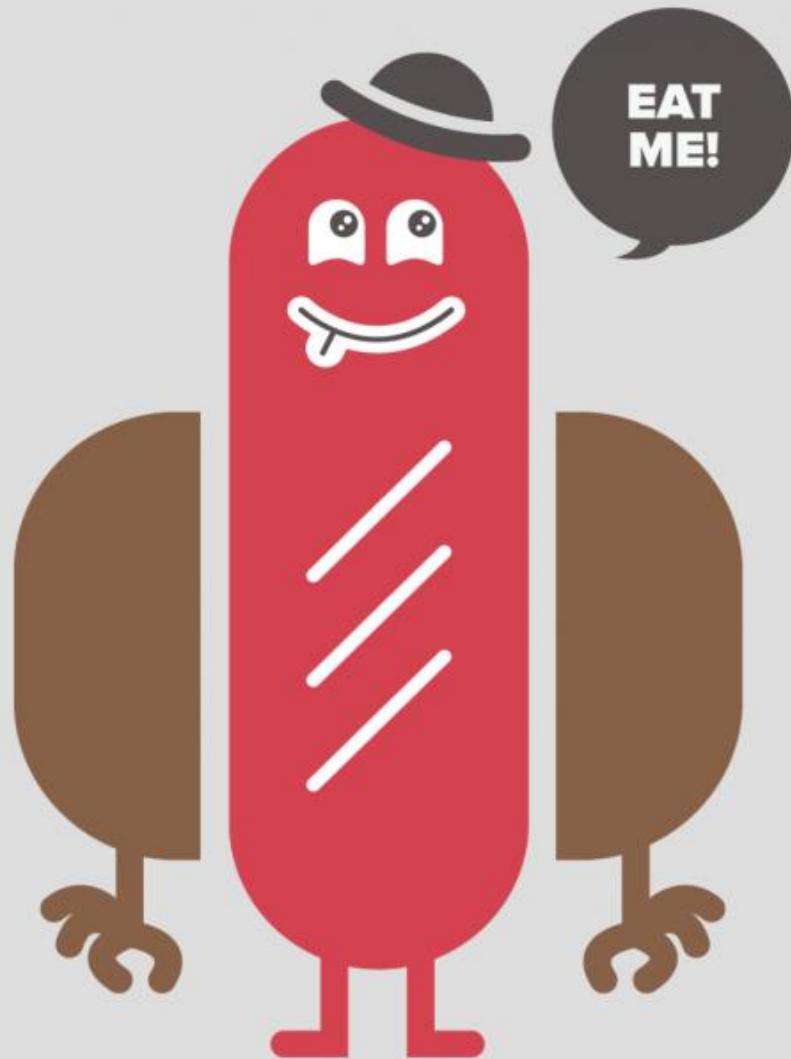
Visual grammar has its roots in graphic design, but it sits at the helm of all visual communication, which plays a significant role in user experience. Visual grammar consists of everything that makes up the visual elements of a design: icons, illustrations, patterns, and more.

Break these down and you will get the core elements of planes, points, and lines, as shown below. Your job as a new designer is to ensure that you understand these elements better for improved visual grammar.

Focus on one point at a time, starting from points, then lines, and finally planes. As you improve on this user experience design principle, you will be able to improve your overall UX design skill set.

## Narrative design

---



# THE FRANK JR

---

Like his dad, Frank Jr is an a delicately seasoned, quality pork, hot smoked Frankfurter, he's just a bit smaller. But don't mention it, or he'll get a complex.

---

Another one of the most important user experience design principles is narrative design, or telling a story with your design. Two critical storytelling elements are time and rhythm. Time is the pacing your design adopts—for example, how slowly or quickly your narrative is unveiled.

Similarly, rhythm is the pattern of unfolding that your narrative adopts—for instance, the pattern of the series of screens through which the entire design opens up. Too slow a pace can bore your user, not giving them adequate information to hold their interest.

On the flip side, a fast pace can inundate the user with information, which can confuse them. Therefore, you need to balance pace and rhythm. Check out the Big Apple Hot Dogs website to note how the design uses narrative storytelling:

As you step further along the path to a career in UX design, you'll want to acquaint yourself with the common UX terms and UX design basics. Aligning your work with these UX design principles will improve your output and set you up for success as a UX designer.

# UX Persona

*"I want to live a hassel free life style with ease of technological advancements"*

# Muhammad Ali



21



Karachi, Pakistan



Student



Single

## Bio

Originally from Hyderabad but currently living in Karachi in an area of North Nazimabad for his bachelors degree. Studying in a private university. Loves to listen EDM, After a long day after university and study at home, he loves to enjoy online gaming with friends.

## Pain points

- . Multiple apps for different type of foods
- . Complicated menus / apps to use.
- . Not so reliable services.

## End goals

- . Home food delivery.
- . An app which can suggest me which food to order.

## Scenario

Usually at dinner time Ali likes to order food by using mobile app. He has already tried many mobile apps for food delivery. But every app has some issues. Specially after order he never gets any confirmation call or message. Also those apps are not so intuitive.

## Choice of Food

Burger  
Mutton Karahi  
Pasta

## Technology

Internet:	●●●●
Software:	●●●●
Mobile Apps:	●●●●
Social Networks:	●●●●



## Download Game

- Pubg
- Temple run
- GTA - V
- Free Fire
- Call of Duty
- Fornite
- Candy Shrus Saga
- Ark Survival

Cancel

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Cancel

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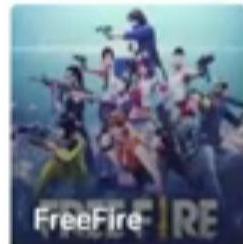


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-  FreeFire
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- Free Fire
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-  Ark Survival

Cancel

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9:41

Cancel

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-  Ark
-  Fornight
-  Candy Crush
-  Vice City

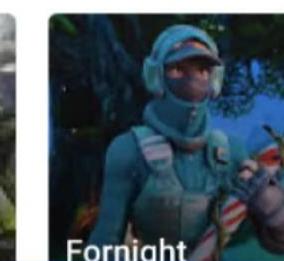
Cancel

Download

9:41

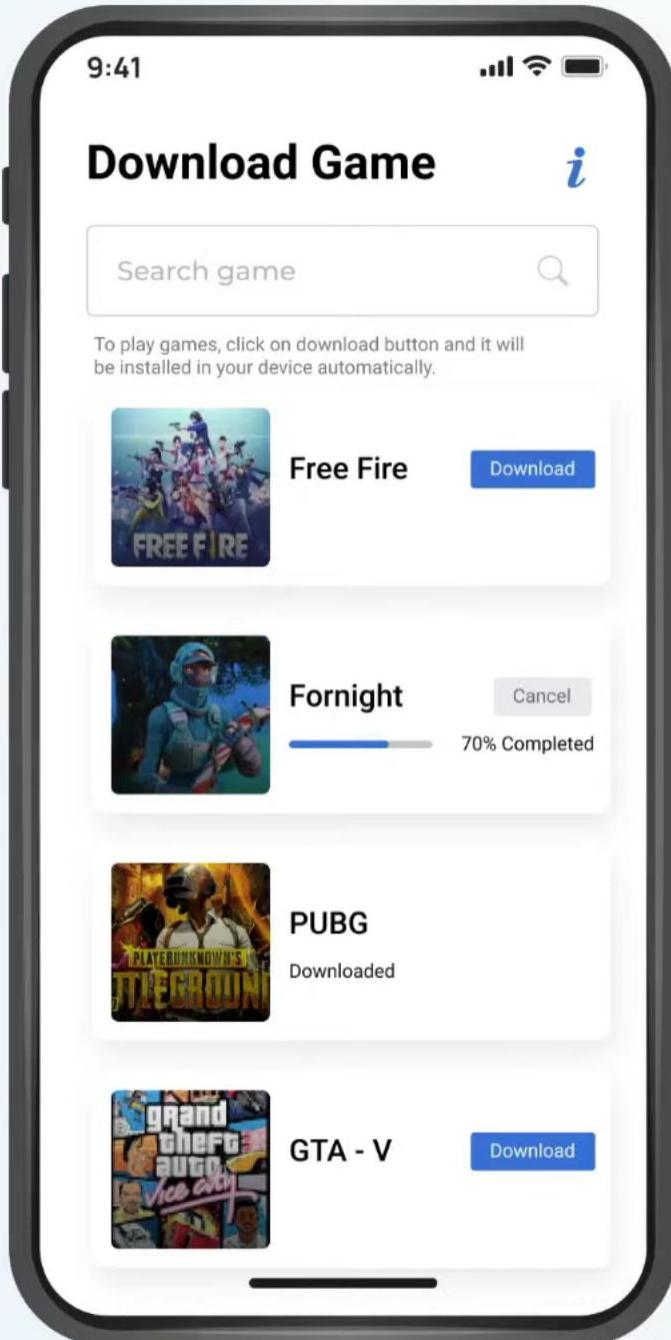
## Download Game

Choose a game to download from the list below

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-  Vice City
-  Candy Crush
-  Ark
-  Fornight

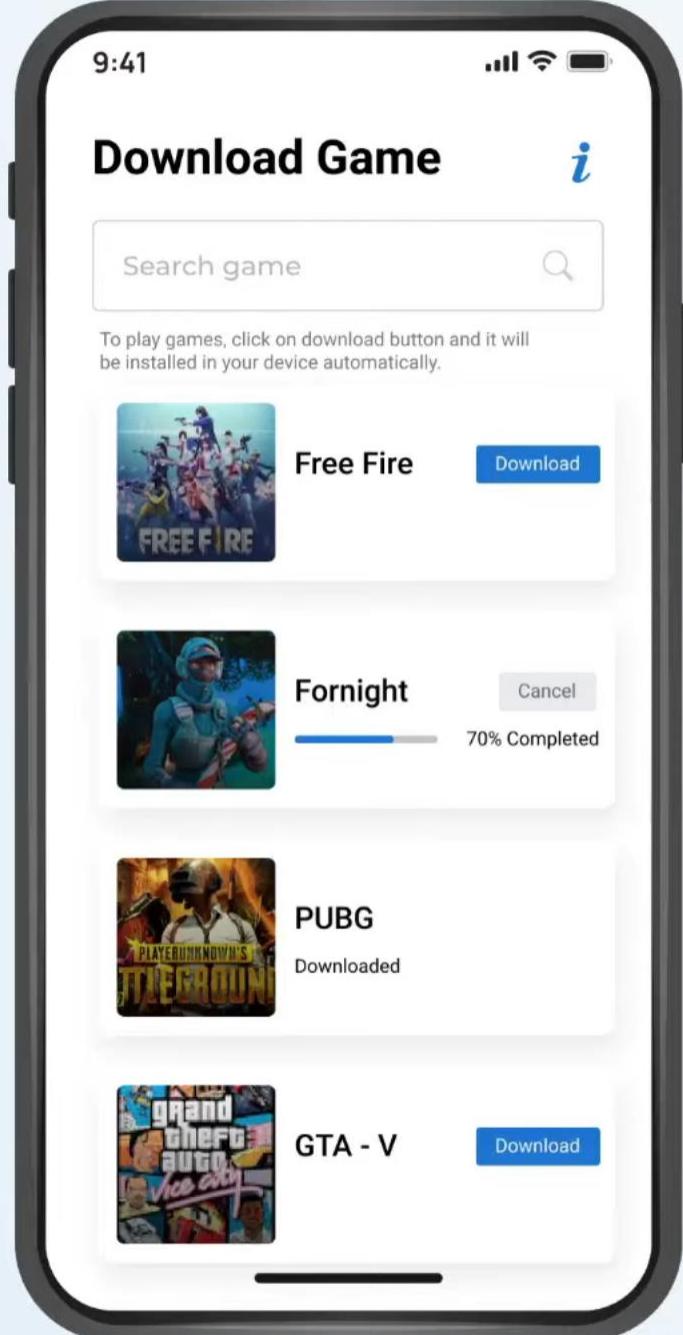
Download

Cancel



# **Visibility Of System Status**

Users should always be informed of what the system, or product is doing, in a reasonable timeline.



## Match Between System And The Real World

Avoid technical jargon. The product interface should align to terminology and language familiar to the user.



**Fortnite**

Cancel

70% Completed



**PUBG**

Downloaded

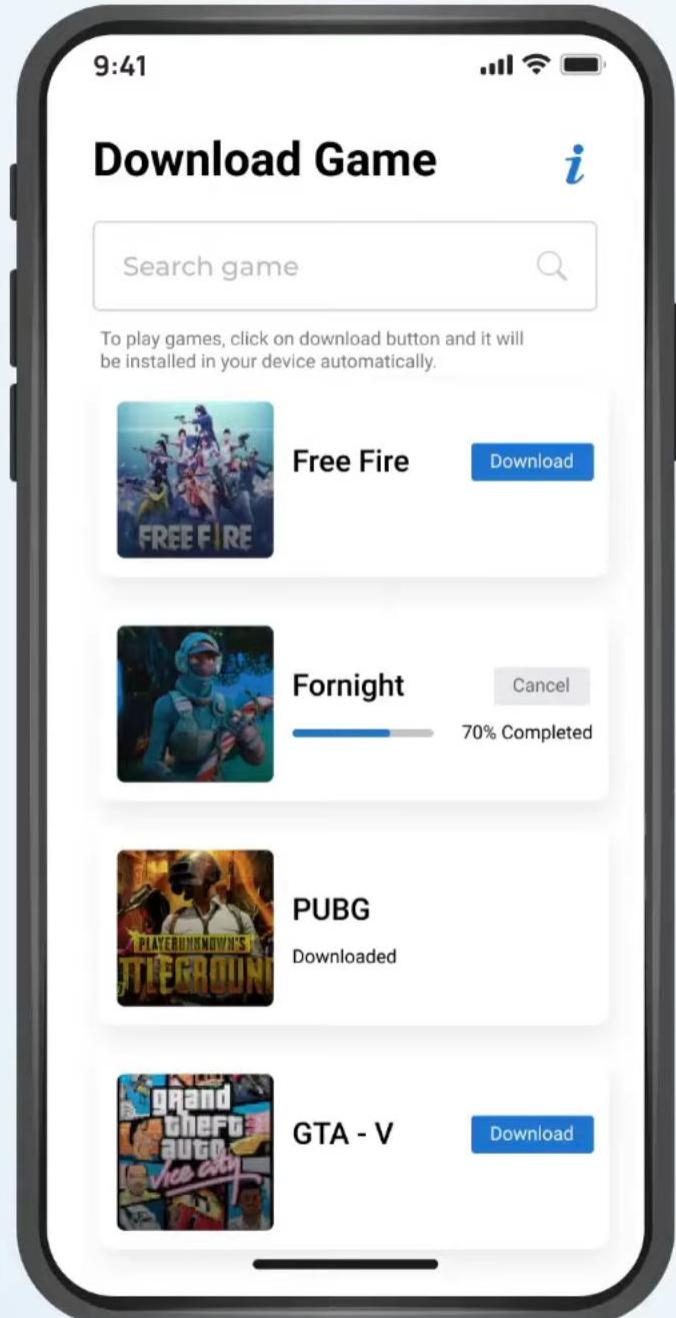


**GTA - V**

Download

## User Control And Freedom

Mistakes can happen, provide a way out when they do. Supporting undo and redo is one way of achieving this, along with methods of cancelling an operation.



## Consistency And Standards

Don't reinvent the wheel. Users understand conventions and patterns, and should not have to guess as to what something means. Follow patterns that exist across platforms.



Free Fire

Download

70% Completed



Unknown error occurred

Please provide your feedback

We will solve it asap



PUBG

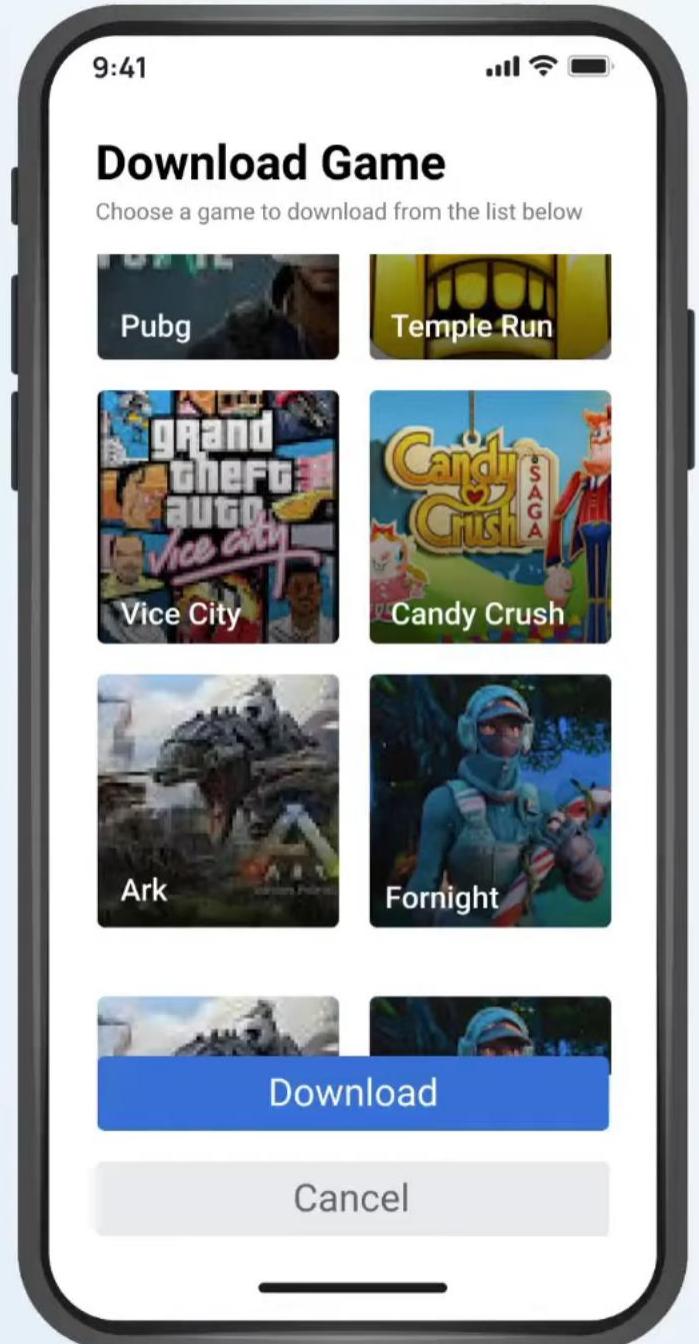
Download

70% Completed

## Error Prevention

Providing feedback when an error occurs is important, but better yet if you can help prevent an error from occurring in the first place. Providing smart defaults, and confirmation is beneficial.





## Recognition Rather Than Recall

To maximize usability, reduce the load on memory and recall. Avoid hiding important actions behind menus, and instead present options in a visible way so users don't have to remember where they are.

Search game



To play games, click on download button and it will be installed in your device automatically.



**Free Fire**

Download



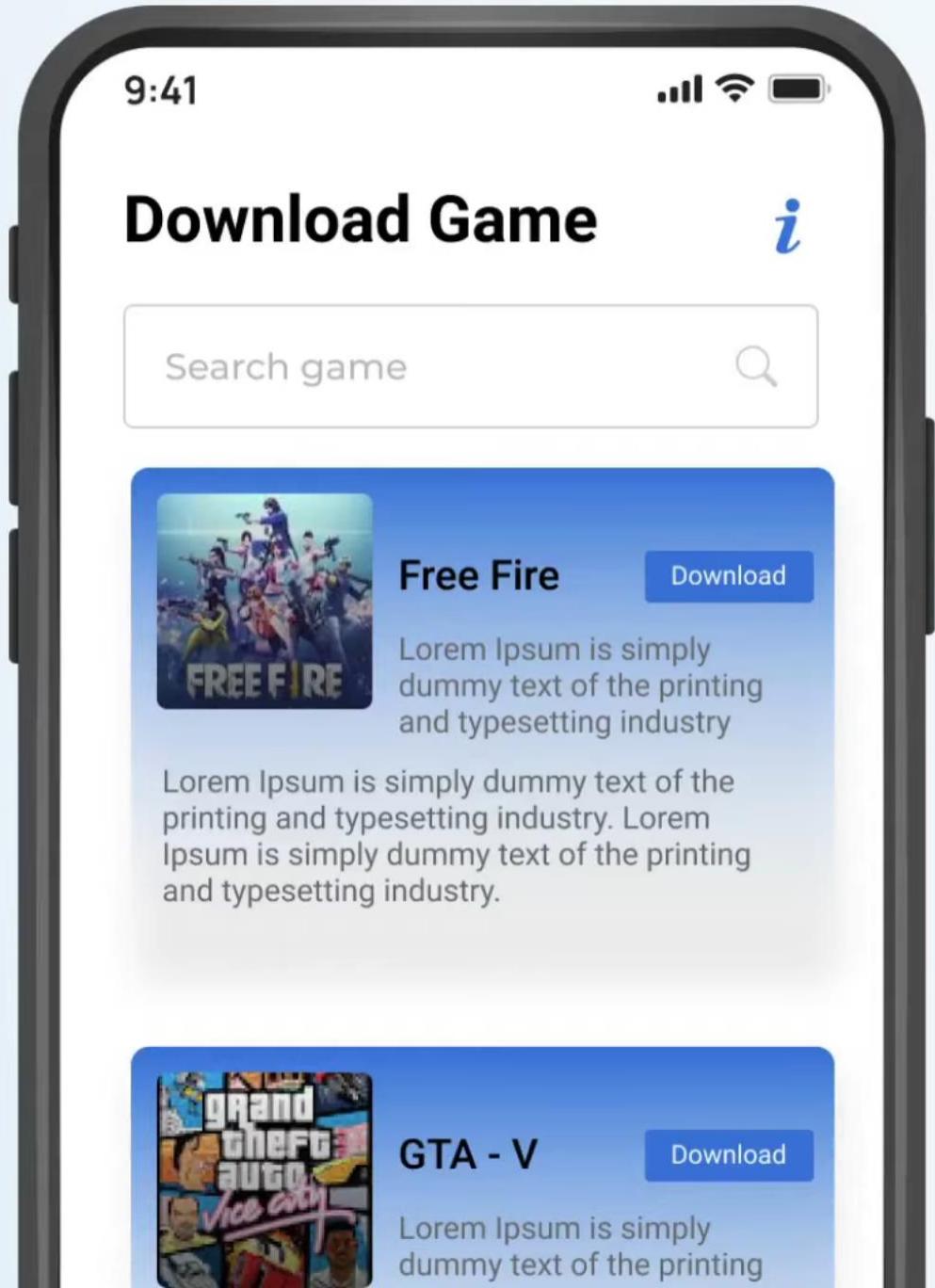
**Fornight**

Cancel

70% Completed

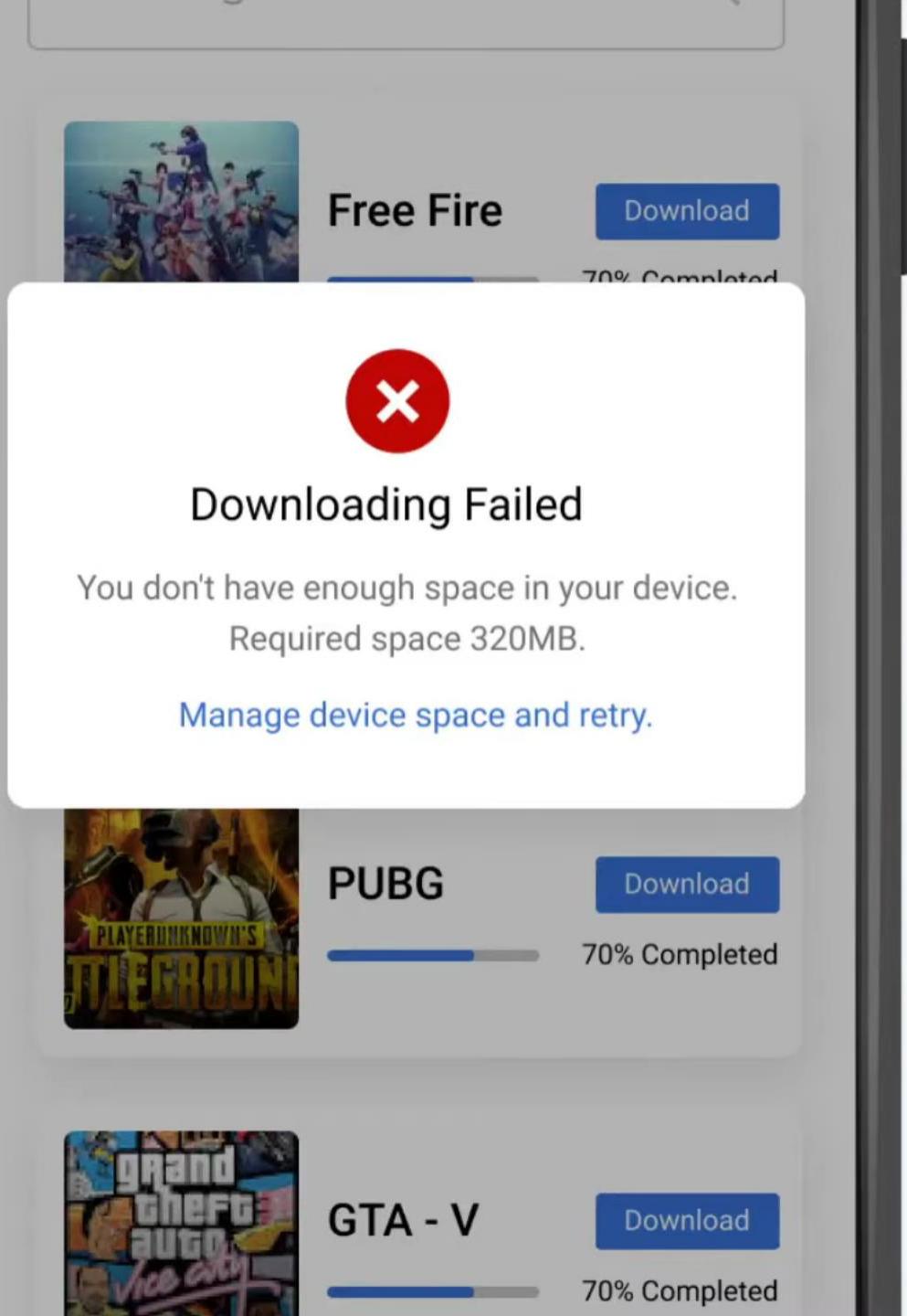
## **Flexibility And Efficiency Of Use**

Accommodate both novice and advanced users, but tailor the experience. Provide ways of speeding up



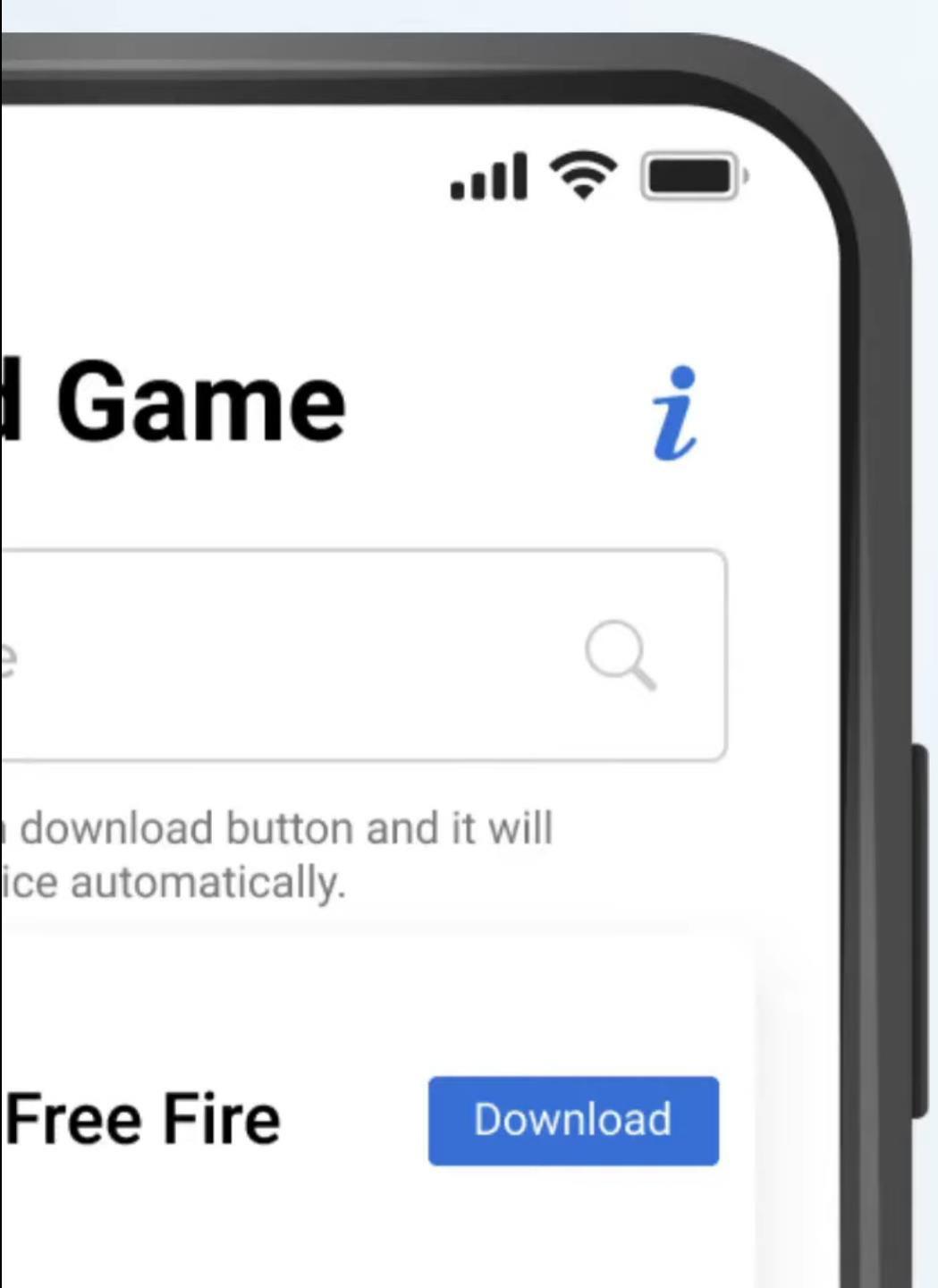
## Aesthetic And Minimalist Design

Don't overwhelm users by displaying unnecessary information. Keep screens and dialogues focused and minimal to maximize visibility and clarity.



## Help Users Recognize, Diagnose, And Recover From Errors

Errors will occur, and it is important to help users understand what caused the error, in plain language, and how they can go about rectifying the situation.



## Help And Documentation

Though it is best to design away the need for help and documentation, it is important to make it accessible when it is needed. Don't make users struggle to find help, and where possible present it contextually as needed, in plain, clear language





















---