## Introduction

This article takes B-side interface design as an example, on how to design a simple, beautiful and useful interface according to the product business requirements, combined with the user's usage scenario and user's usage habits. In this article. We will talk about three aspects. First is the relationship between product and interface design. The second is the understanding of the business requirements

## First, the relationship between the product and the interface

When we are making a product, we need to understand and familiarize ourselves with the functions of the whole product, including business requirements and user scenarios. These are the most basic knowledge as a product manager. We need to clarify what the main business requirements of the user in this process are at the beginning of the product design, and clarify what problems the page is mainly responsible for solving. These are a prerequisite and condition that we need to make clear when we do the design. However, not all requirements can be presented through a simple and clear interface, because the logical relationship of each business process and the user use scenarios are different. So in different business processes, different functional modules are needed to support them; so we need to sort out and summarize this process, find out the corresponding functional modules, and encapsulate these corresponding modules so that users can quickly understand the functional operation and the support needed to realize the required business processes. Only after these issues are sorted out can the entire product team have a clear interface and functionality to present. We often hear some business people say: What is this page for? How to design it? And so on and so forth. I think these are very good to understand and solve the problem. But it doesn't mean they can do a good job of interface design. Because everyone uses the product in the scene and different people have different requirements for interface layout, color, style, etc.; each module function is different, the page display content is also different; so to let the user quickly understand the business process required to support is very difficult; even some requirements can be completely without considering the product design, but directly in the actual scene to solve the problem; and all these will affect the user's use of the process and whether there is a clear answer. So as a product manager in the design of the interface what exactly should be the premise?" The first is to meet the use of scenarios and business logic"? In fact, no product design can be separated from user behavior scenarios and business process requirements to develop interface design ideas, or interface design ideas are to some extent the product itself. Only when we understand this point can we better design products according to user needs. I will elaborate on this point next. We have to analyze the business process, user behavior and use habits to analyze whether the corresponding functions of the business process and data flow are reasonable; then further analyze and sort out the role of different types of information in the interface; and finally make adjustments to the interface content according to the business process and data flow! If you also want to know more about B-side interface design-related knowledge, then continue to read on!

## Second, the design of the interface

Before the design, we need to clarify a question: What is the interface? We often say "interface", in fact, refers to the behavior of the user in the process of use, not just to say what is seen on the screen. The most basic function of interface design is to let users know what the product is for. For B-end products, the main customer groups are business managers, for most companies, a website or an app can meet the company's daily management needs. So before the design, you need to think: how to bring value to the user of this product? What exactly does this value include? In what way do we want to present the information and content? What kind of information and content are we providing? Are there other needs besides information display? And how do we use these pages? These are all questions that require you to have a thought process before you can design. For example, a website or app may only need to provide you with information about the website or app, not to provide all the functions to be implemented at once or to implement many kinds of functions. Another example is a management system, which may only need to provide a module or function point. If we want to do the management of multiple platforms we can consider using different forms and shapes of management to achieve the requirements. For example, if an app has only one function point, then we should consider using multiple function points to meet these function points at the same time.