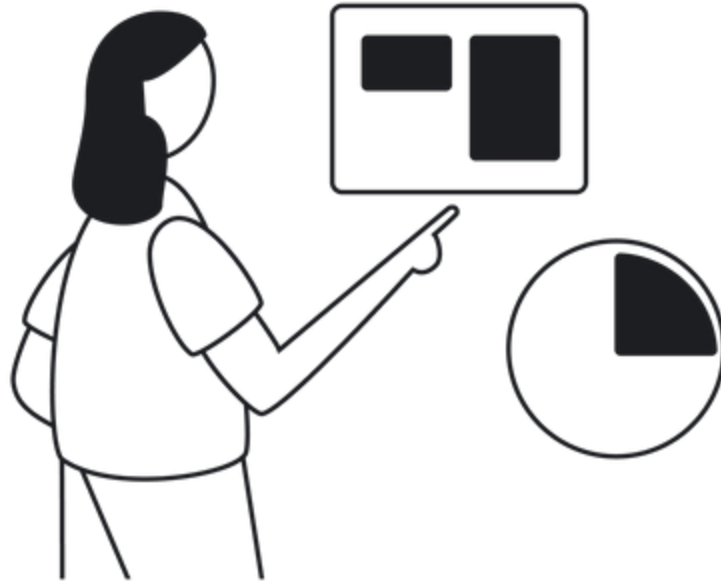# Written Summary: Consistency and Standards

Consistency and Standards

Maintaining uniformity in design elements, terminology, and interactions across a product is crucial for creating a predictable and intuitive user experience. This not only enhances usability but also increases user satisfaction. This guideline covers various aspects, including design patterns, visual consistency, and standardized terminology.

1. Design Patterns:

- **Definition:** Design patterns refer to reusable solutions for common design problems. By applying consistent design patterns, users can learn one pattern and apply it across different parts of the system.
- **Importance:** This reduces the cognitive load on users, as they do not have to learn new interactions for every task.
- **Example:** A primary button style used for major actions, such as "Submit" or "Save," ensures users quickly identify the most important actions. This "clear primary action" design pattern helps users understand where to click without confusion.

Lesson 1: The World Is Artificial and the Way We Measure It Is Wrong

Available once you start the course. Estimated time to complete: 1 hour 45 mins.

📄 1.1: Welcome and Introduction (3 mins)

▶ 1.2: What Can Designers Do to Make the World Better? (10 mins)

▶ 1.3: Anything Artificial We Can Design Better (14 mins)   **Open lesson item**

▶ 1.4: Use More Meaningful Measurements in Design and in the World (54 mins)

▶ 1.5: Discussion Exercise: Use Stories to Complement Data (14 mins)

💬 1.6: Build Your Case Study: Identify Changemakers around You (8 mins)

📄 1.7: Congratulations and Recap (6 mins)

See less lesson items ⌃

Here, we use the design pattern "clear primary action" to clearly show users where they can click.

2. Terminology:

- **Definition:** Using consistent language throughout the application helps users understand and predict the system's behavior.
- **Importance:** Consistent terminology avoids confusion and helps users form a mental model of the system.
- **Example:** Using "Profile" consistently across the application instead of alternating between "Profile," "Account," and "User Info" ensures clarity.

User Interface Design Patterns

Getting input
Getting the user to input data is a task that should be tailored to the context of use.

Navigation
The user needs to locate specific features and content and needs navigation to accomplish this.

Dealing with data
Data can be searched, formatted, overviewed, and browsed in a variety of ways.

Social
Allow the user to associate, communicate, and interact with other people online.

Miscellaneous
Patterns that haven't found their main category yet.

Onboarding
The user needs to acquire the necessary knowledge, skills, and behaviors to become effective.

Persuasive Design Patterns

Cognition
Patterns of psychological tendencies that cause the human brain to draw incorrect conclusions.

Game mechanics
Games engage, involve, and influence us through its playful nature.

Perception and memory
Patterns in how we visually perceive, interpret, and remember meanings as we interact with systems.

Feedback
As the users interacts with your system feedback motivate them to take the next step.

Social
Allow the user to associate, communicate, and interact with other people online.

Validation Patterns
By Learning Loop

Problem validation
Problem-solution fit: Is your problem worth solving?

Market validation
Problem-market fit: Don't build something that nobody wants

Product validation
Product-market fit: Does your product solve the problem?

Viability
Willingness to pay: Are people willing to reach into their wallets?

The Validation Patterns pattern collection is hosted by Learning Loop.

Business Model Patterns
By Learning Loop

Customer Segment
Meeting the unique needs of each and every customer

Pricing Model
Innovative pricing strategies for sustainable growth

Revenue Streams
Explore different revenue streams to maximize potential

Value Network
Sharing resources and risks for mutual benefit in the network

Value Proposition
Value proposition strategies for long-term success

Value Proposition Development
Unlocking growth through value proposition design

The Business Model Patterns pattern collection is hosted by Learning Loop.

3. Visual Consistency:

- **Definition:** Visual consistency involves maintaining uniform visual elements such as colors, fonts, and iconography.
- **Importance:** It creates a cohesive look and feel, making the interface more aesthetically pleasing and easier to navigate.
- **Example:** Using a consistent color scheme and typography style throughout the application reinforces brand identity and improves readability.

Create perfect prototypes right from the beginning

Build prototypes that feel like the end product. Get creative with our design tool or start with hundreds of built-in UI elements. Integrate with **Storybook**, **Git repo**, or **NPM package** and use code components straight from your design system, app or website.
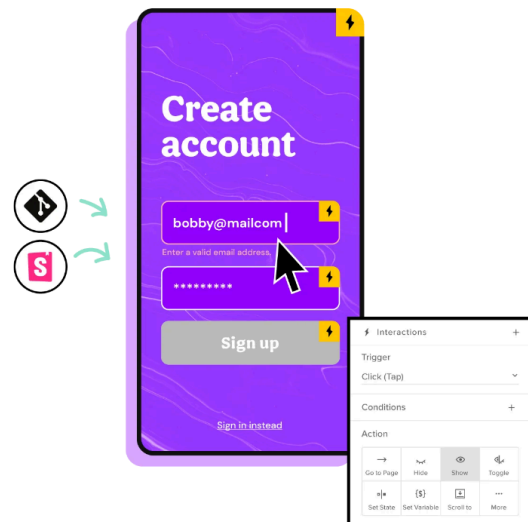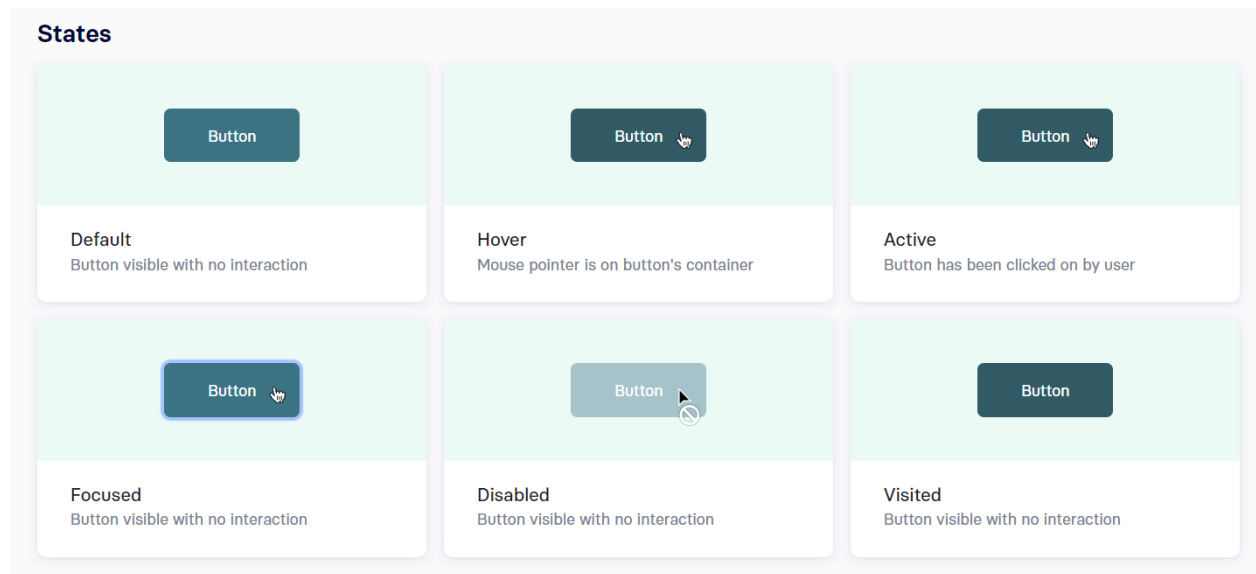
Scale your design operations

Speed up your product development process with revolutionary **Merge technology**. From UI designers to UI developers – create consistent interfaces using the same building blocks.
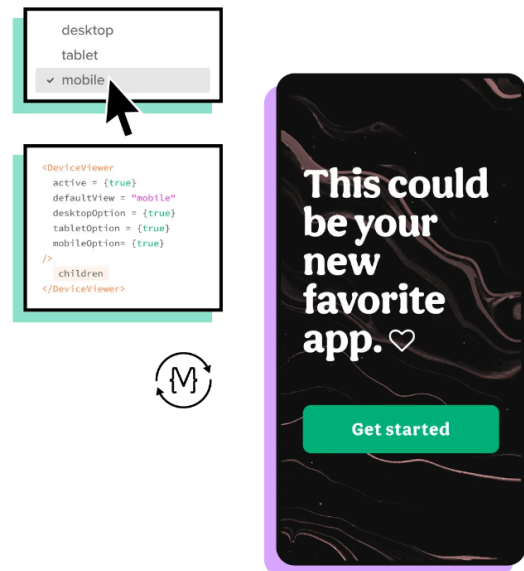
Examples:

1. Button Styles:

- **Example:** In a web application, all buttons designated for primary actions (e.g., "Submit," "Next") are consistently styled with the same color and shape. This uniformity makes it clear to users what the primary action is on each page and enhances their ability to interact with the system quickly and accurately.

| Primary | Secondary | Success | Danger | Warning | Info | Light | Dark | Link |

States

Button	Button	Button
Default Button visible with no interaction	**Hover** Mouse pointer is on button's container	**Active** Button has been clicked on by user
Button	Button	Button
Focused Button visible with no interaction	**Disabled** Button visible with no interaction	**Visited** Button visible with no interaction

2. Navigation Elements:

- **Example:** A mobile app places the navigation bar at the bottom of the screen consistently across all sections. Icons representing actions such as "Home," "Search," and "Profile" remain the same, aiding users in navigating intuitively without having to relearn interface patterns for different sections.
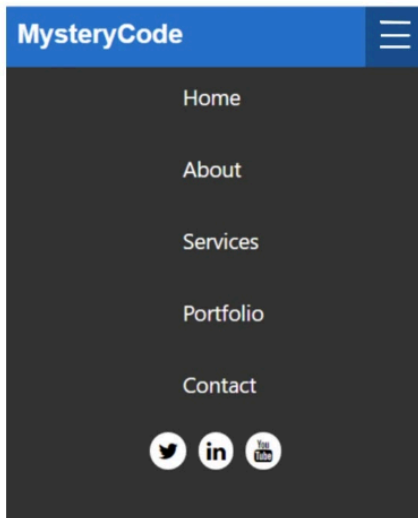
Why This Guideline is Important:

- **Reduces Learning Curve:** Users can transfer their knowledge of how to interact with one part of the system to other parts, facilitating quicker adaptation and proficiency.
- **Increases Efficiency:** Users perform tasks more quickly and accurately as they do not need to learn new patterns or terms for each interaction.
- **Builds Trust:** Consistent interfaces appear more professional and reliable, fostering trust and confidence in the product.

Summary

By adhering to the "Consistency and Standards" guideline, designers can create interfaces that are predictable, intuitive, and easy to use. This consistency not only improves the user experience but also increases user satisfaction and trust in the product. The examples of button styles and navigation elements demonstrate how consistent design can enhance usability, making it a critical consideration in UX design.