

{ Developers Day 2016 }

UI DESIGN GUIDELINES

10 Usability Heuristics for Creating Interfaces

Sotiris
Sotiropoulos



Zanshin
Labs

Command Sector (North)

Polar Trench

Superlaser
Focus Lens

Quadanium Steel
Outer Hull

Hangar Bay
327

Equatorial
Trench

City Sprawls

Mid-Hemisphere

design
expectations?

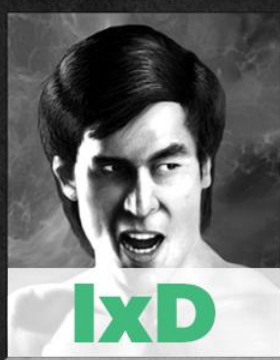
How many different designer

types



are you familiar with?

CHOOSE YOUR FIGHTER



VISUAL DESIGN

Visual design is the use of imagery, color, shapes, typography, and form to **enhance** usability and improve UX.

- UX Booth

What is the difference with **UI**?

UI = _____ + **VISUAL
DESIGN**

What is the difference with **UI**?

UI = **INTERACTION** + **VISUAL
DESIGN**



PRETTY
DOES NOT
MEAN
FUNCTIONAL

UX

User experience encompasses **all aspects** of the end-user's interaction with the company, its services, and its products.

- Don Norman



craigslist

post to classifieds

my account

help, faq, abuse, legal

search craigslist

for sale



event calendar

S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

haiti earthquake relief

avoid scams & fraud

personal safety tips

craigslist blog

hartford w

community

activities lost+found
artists musicians
childcare local news
general politics
groups rideshare
pets volunteers
events classes

personals

strictly platonic
women seek women
women seeking men
men seeking women
men seeking men
misc romance
casual encounters
missed connections
rants and raves

discussion forums

1099 gifts pets

housing

apts / housing

jobs

accounting+finance

nearby cl

albany
boston
cape cod
catskills

it might be
UGLY
but it works well

free
furniture

collectibles
electronics

retail / wholesale
sales / biz dev

cl worldwide

design?

UX

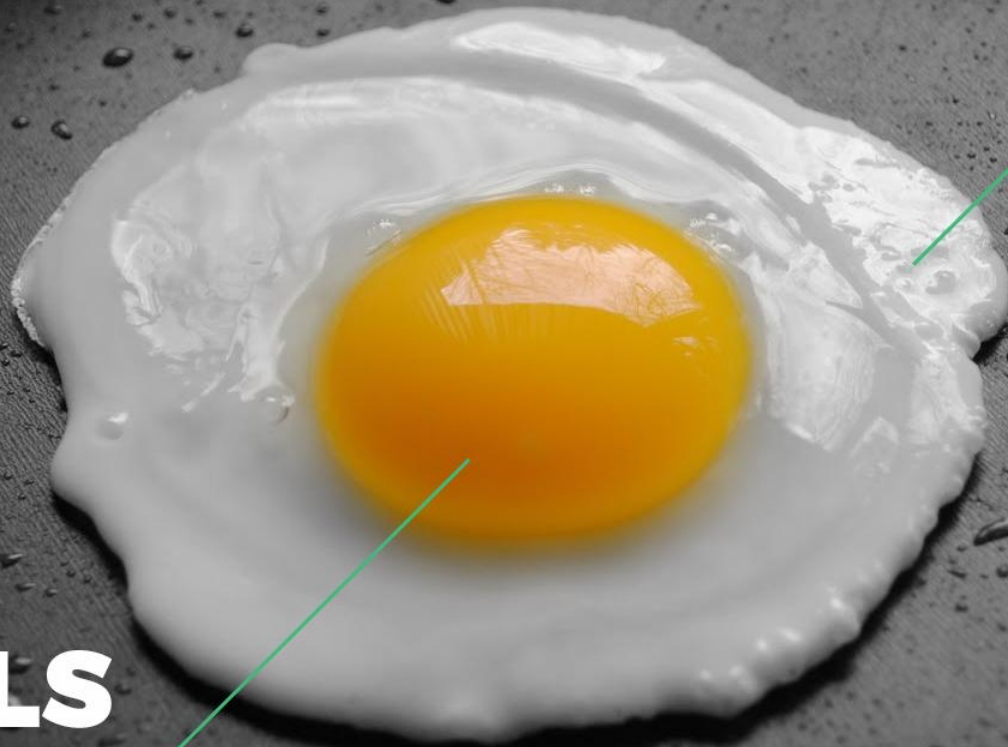
UI

VD

UX

UI

VISUALS



UX VS UI



UX VS UI

UI



UX



UX VS UI

UI



Worse UX

UI



Better UX

UX VS UI

UI



Worse UX ?

UI



Better UX ?

**An interface
always comes
with a certain
experience,
either good
or bad.**



VD

is typically based on
taste and preference,
so it's **not quite
measurable**

UXD

is based on
metrics and evidence,
making it fully
measurable



Say your
OPINION
again

I dare you...
I double dare you

How can we measure UX?

USABILITY

Usability is a quality attribute that assesses how **easy** user interfaces are to use

- Don Norman

ways to ensure & enhance

USABILITY

**USER
TESTING**

**USABILITY
GUIDELINES**

INDEX

- | | |
|----|-------------------------|
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| 05 | ERROR PREVENTION |
| 06 | RECOGNITION |
| 07 | FLEXIBILITY |
| 08 | MINIMALISM |
| 09 | ERROR RECOVERY |
| 10 | HELP |

01

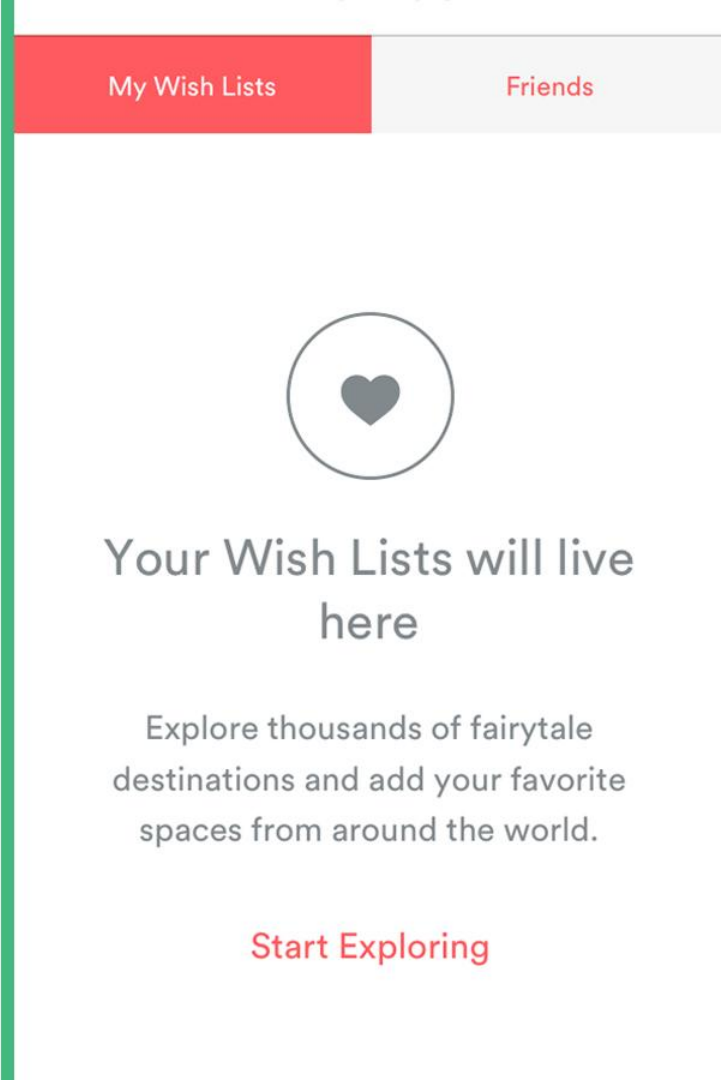
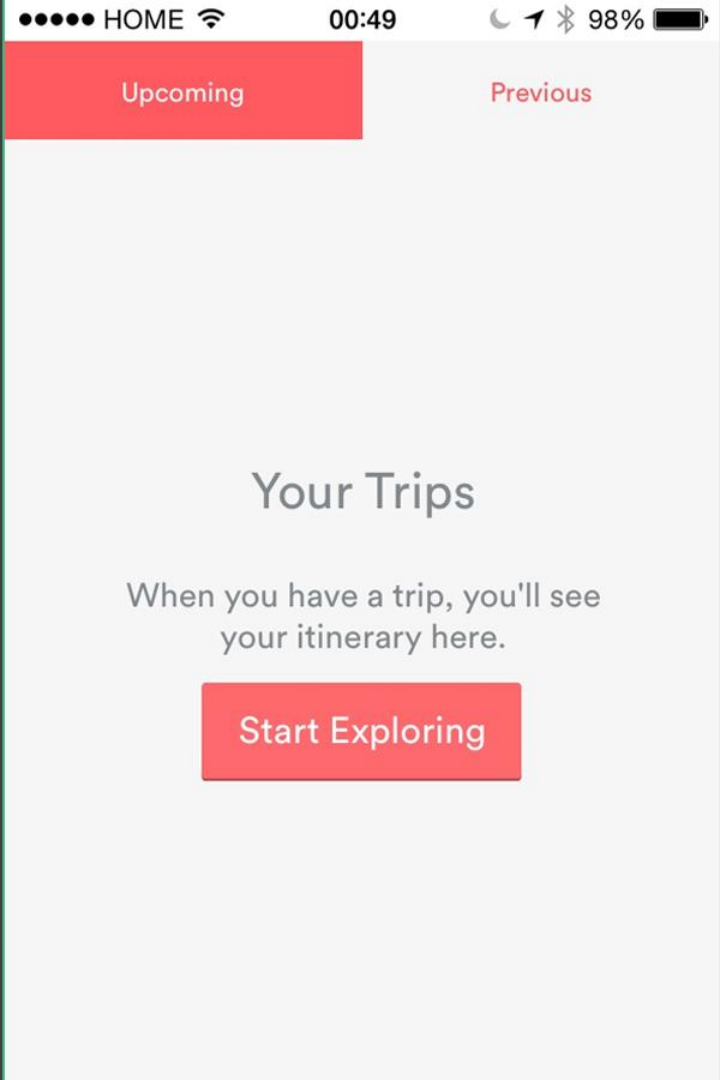
VISIBILITY

**Provide feedback on current state
& on interactions**

01

Airbnb Mobile App

e.g.



02

MAPPING

**Employ user language
and natural, real-life conventions**

02

Insurance Mobile App Registration

e.g.

1

2

3

Group membership found

Thanks. That was a group policy to which you are a member. Give us your membership number to setup your online account.

Membership
Card



XXX-XXX-XXX

5563-8792-2259

Membership No.

[Back](#)

Submit

all relevant invoices and receipts are attached – photocopies are
If you have any questions regarding this form or any other
1892 503 856. Fax: +44 1892 503 189.

Membership number:

Claim number:

Date of birth:

Daytime/evening phone number: Country code Area code Number

Fax number/email address:

Date patient was first aware of symptoms/condition:

Day Month Year

Telephone number: Country code Area code Number

Fax number:

bills direct with the hospital and medical practitioner concerned. If the accounts we have paid the accounts then we will require receipts and reimburse you direct.

If you are claiming for treatment received outside your Area of Cover, please answer the following questions.

- (a) Country where treatment took place
- (b) The reason for the patient being abroad
- (c) Dates of departure and return to own Area of Cover
- From To

Are you claiming cash benefit for in-patient treatment received without charge?
Please tick ✓ Yes ☐ No ☐

If Yes please ensure the doctor clearly indicates the admission and discharge dates and that a certificate confirming this is supplied by the hospital.
Admission date and time Discharge date and time

03

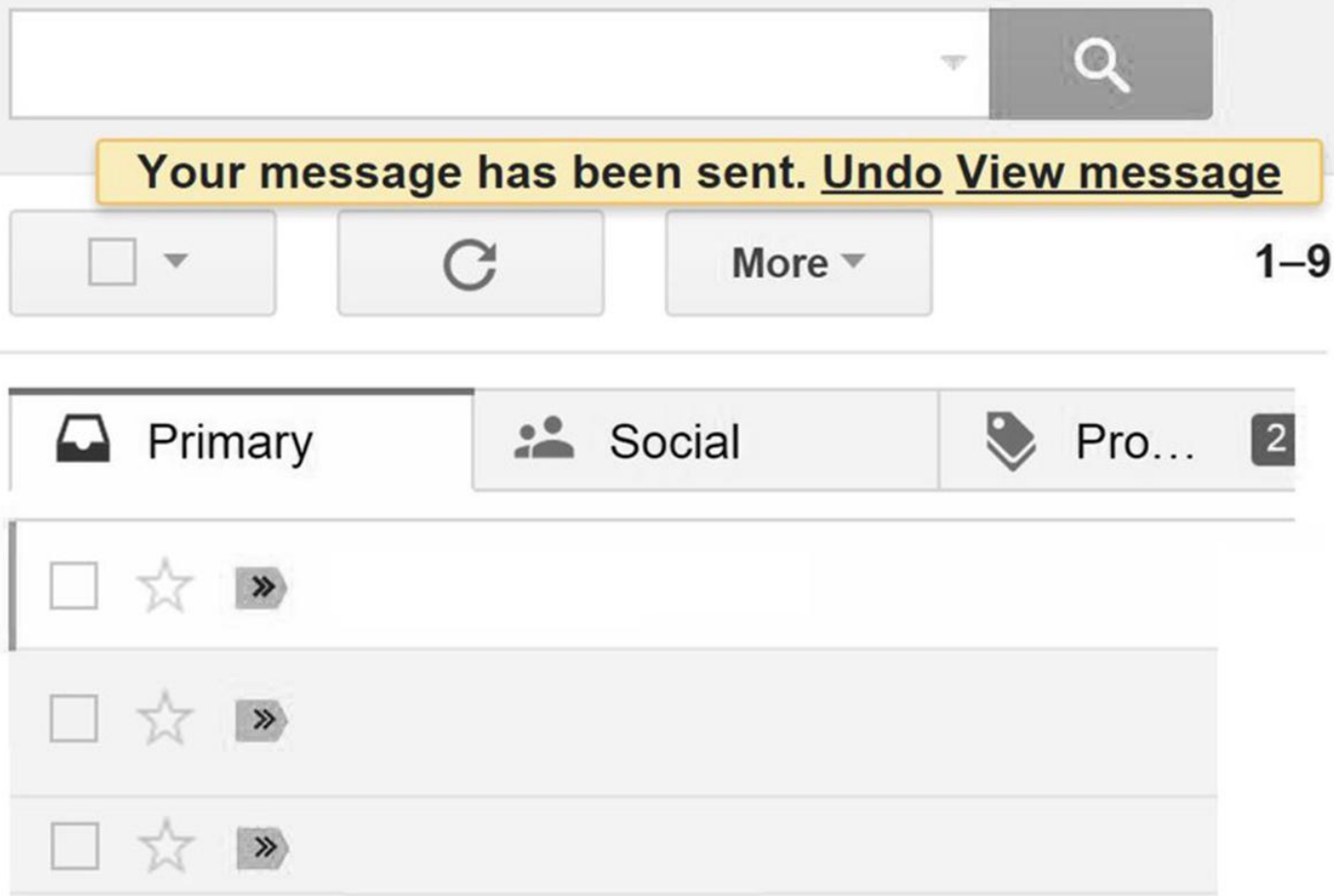
CONTROL

**Provide “Emergency Exit” options
and undo/redo options**

03

Gmail Notification

e.g.



04

CONSISTENCY

Follow similar **patterns & conventions
across all screens**

Telecom Operator Sales Dashboard

e.g.

Save All

Close

Table View

Item ID ▾	Status	Column 02	Column 03	Column 04	Column 05	Column 06	Column 07	Column 08	◀ 1/4 ▶ 🔒		
SP001	Status	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	◀◀		
Item ID ▾	Status	Column 02	Column 03	Column 04	Column 05	Column 06	Column 07	Column 08	◀ 1/4 ▶ 🔒		
R001	Status	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
R002	Status	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
Create New Item									+		
Item ID ▾	Selected	Completed	Column 03	Column 04	Column 05	Column 06	Column 07	Column 08	◀ 1/4 ▶ 🔒		
S001	<input type="checkbox"/>	<input type="checkbox"/>	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
S002	<input type="checkbox"/>	<input type="checkbox"/>	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
Create New Item									+		
Item ID ▾	Column 01	Column 02	Column 03	Column 04	Column 05	Column 06	Column 07	Column 08	◀ 1/4 ▶ 🔒		
P001	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
P002	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
Create New Item									+		
Item ID ▾	Column 01	Column 02	Column 03	Column 04	Column 05	Column 06	Column 07	Column 08	📄	◀ 1/4 ▶ 🔒	
C001	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
C002	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	Column Information	✖	📄	◀◀
Create New Item									+		

05

ERROR PREVENTION

**Eliminate error-prone conditions
& provide confirmation options**

05

Online Fantasy
Football
Betting Service

e.g.

M.UNITED

Statistic Name	999	999
Statistic Name	999	999
Statistic Name	999	999

Team Total Pool	Your Bet Total
£999	£999

BET ON M.UNITED



Type or select amount



BET

CHELSEA

Statistic Name	999	999
Statistic Name	999	999
Statistic Name	999	999

Your Bet Total	Team Total Pool
£999	£999

BET ON CHELSEA

CHANGE USERNAME



CHANGE PASSWORD



We recommend to change your Password often. Never share your Password with other people.

Old Password

New Password

Retype New Password

CANCEL

CONFIRM

06

RECOGNITION

Remove user **memory load
& make important info **retrievable****

Wind MyF2G User Profile

e.g.



Wind MyF2G User Profile

e.g.



16,98€

Ο υπολειπόμενος χρόνος ομιλίας λήγει: 19-01-2017
Η τελευταία ενημέρωση έγινε: 28-10-2016 | 14:29:08

Δες τώρα τα Log η Win δώρα!

Υπόλοιπο από Bonus



 προς WIND & Q

101' 43"

τα 101' 43" λήγουν
19-11-2016



 προς όλους

334' 37"

τα 34' 37" λήγουν
31-10-2016



 **Προς Magic Number**

1488'

τα 1488' λήγουν
20-11-2016



1023.96 MB

τα 1023.96 MB λήγουν



Λογαριασμοί



07

FLEXIBILITY

The background is a solid green color. On the left, the numbers '07' are displayed in a large, bold, white sans-serif font. To the right of the numbers, the word 'FLEXIBILITY' is written in a smaller, bold, white sans-serif font. The background features faint, stylized geometric patterns, including a large hexagon on the right side composed of smaller hexagons, and a series of parallel lines forming a grid-like structure.

Provide accelerators & shortcuts for frequent user actions and advanced users

07

Sourcelair Online IDE Project Creation

e.g.

Basic

Custom

Project Name

Random_Name001

*Project Name should contain
only alphanumeric characters*

Preset Selection



HTML



Node.js



PHP



Django



Generic

Preset Details

- Lorem Ipsum dolor sit amet
- Lorem Ipsum dolor sit amet
- Lorem Ipsum dolor sit amet

Cancel

Create

08

MINIMALISM

Provide information **relevant to user task
and diminish **visibility** on irrelevant ones**

08

SparkWorks HR Patient Monitoring Dashboard

e.g.

Latest traces					Patients			
Show 10 entries Search:					NAME	DATE OF BIRTH	EMAIL	
Dec, 11 2015 15:40:09	Harmon Blackburn				John Hyde	Mar, 01 1941	johnhyde@sparkworks.com	
Dec, 22 2015 15:13:05	John Hyde				Yvonne Bryan	Nov, 25 1941	Yvonnebryan@sparkworks.com	
Feb, 08 2016 15:27:32	Yvonne Bryan				Corinna Watson	Apr, 01 1967	CorinnaWatson@sparkworks.com	
Mar, 16 2016 10:42:57	Est Watson				Harmon Blackburn	Jan, 14 1977	HarmonBlackburn@sparkworks.com	
Mar, 16 2016 11:53:57	Est Watson				John Doe	May, 23 1978	johndoe@gmail.com	
Mar, 16 2016 23:37:55	Corinna Annabelli				Denise Annabelli	Jul, 28 1988	denise@annabelli.com	
					Est Watson	Jan, 01 2000	estwater@sparkworks.com	

Previous 1 Next

TRACE LOG							Search... PATIENT NAMES	
TRACE DATE	PATIENT NAME	SV EVENTS	V EVENTS	TOTAL EVENTS	OPTIONS		STATUS	
Dec 15, 2016	Jon Snow	5	1	125	VIEW TRACE		0%	Reviewed
Dec 14, 2016	Jon Doe	0	1	132	VIEW TRACE		100%	Complete
Nov 27, 2016	Jane Doensvil	0	0	98	VIEW TRACE		12%	Reviewed
Noc 5, 2016	Jane Snowington	2	0	277	VIEW TRACE		80%	Reviewed

“It doesn’t matter how **many times** I have to click,
as long as **each click** is a mindless,
unambiguous choice”

- Steve Krug



ERROR RECOVERY

**Use plain language for errors
& provide possible solutions**

09

iTunes
Modal
Dialogue

e.g.

Your request could not be
completed.

OK

10

HELP

**Provide *assistance* and *tips* to users,
in order to carry them through their tasks**

10

Mailchimp
Password
Creation

e.g.

Change password

Verify current password

New password [generate strong password](#)

- One lowercase character
- One uppercase character
- One number
- One special character
- Eight characters minimum

Confirm new password

Update

INDEX

01

VISIBILITY

02

MAPPING

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ERROR PREVENTION

06

RECOGNITION

07

FLEXIBILITY

08

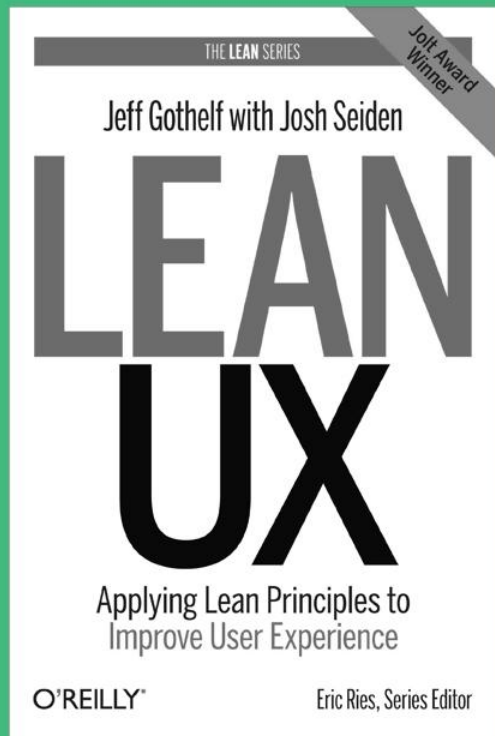
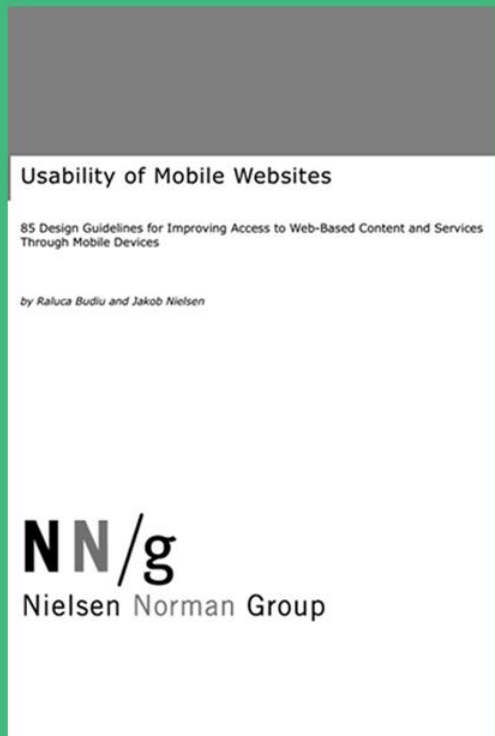
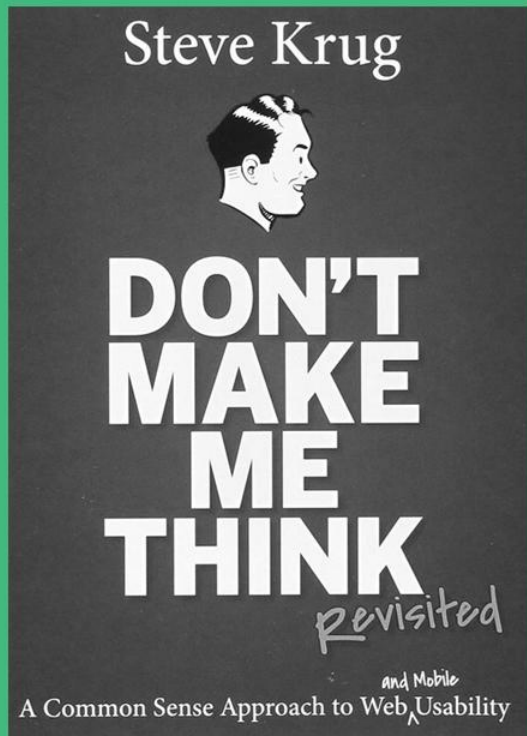
MINIMALISM

09

ERROR RECOVERY

10

HELP



READING MATERIAL

A black and white photograph of Stormtroopers in a corridor. The troopers are in the foreground and middle ground, with a large Imperial crest on the wall in the background.

thank you

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so join our **newsletter!**

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