DESIGN AND PROCESS DOCUMENT

Interactive XD-prototype

◆ https://xd.adobe.com/view/73227190-2b0a-499e-b1ae-8c5a3d823e30/screen/1e21a02b-ebca-4ffa-b5be-ee362400881f/contact-html

◆ https://xd.adobe.com/view/c3fc5eab-f1c6-42de-9605-a624545cd95f/

Design Principles In Use

Design principles are sets of generally applicable laws, guidelines, human biases, and design considerations, all of which reflect the accumulated knowledge and experience of practitioners and researchers. They serve as a starting point for the creation of new designs to solve problems. Design principles usually combine developments across all design-related disciplines, including behavioral science, sociology, physics, and ergonomics.

Why use them?

They help make design decisions. Often two solutions to a problem will present themselves. You can use the design principles to determine which solution is the most appropriate. Most importantly they help explain and defend design rationale.

Getting a solid set of principles agreed and signed off by the client gives them a great framework to critique the designs against. Critique becomes less about what the client likes and more about what's appropriate to the principles you've set out.

You'll never completely get rid of feedback based on opinions, but design principles definitely help.

How to make them
Writing good design principles is actually quite hard, but worth it. It takes a bit of discussion and a lot of re-writing to get those few statements right.

Design principles should be created once you've got all your research and before you start designing, wireframing or even sketching.

Design Principles In Use

A good place to start is look at any user research that you have and answer the questions: What should we do for the user? What should we not do for the user? Once you've listed the answers out your design principles tend to present themselves.

If you were not the person who conducted any research it's always a good idea to run your principles past whoever did conduct user research to see if the principles you wrote are inline with what they experienced first hand talking to users.

Get the principles signed off by the client so that they are aware of them and have agreed to them.

That way, if there is a debate over a design or they provide amends that may not be appropriate, you can refer back to the principles and ask if these ideas support this principle or go against it.

Style Tile
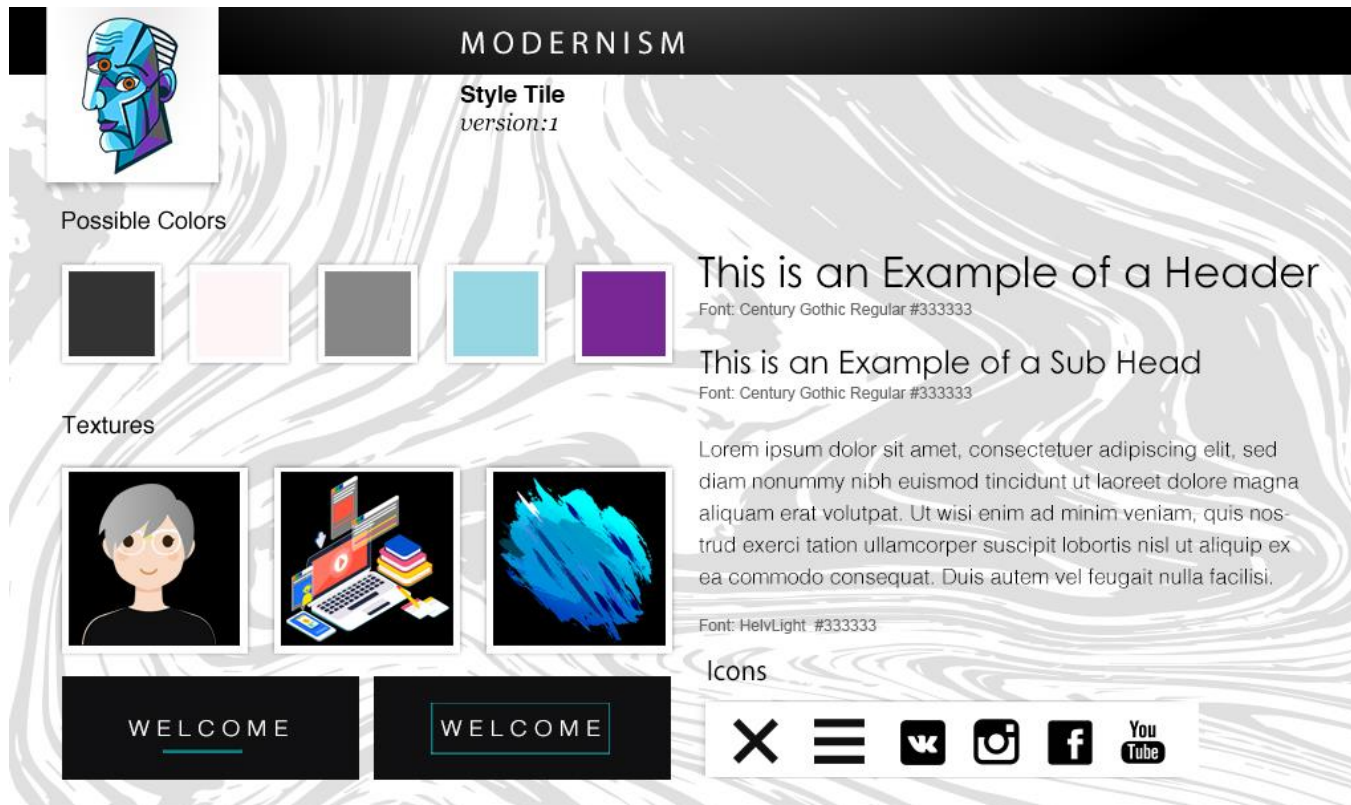
Logotype

Positive

B&W

Negative

Mini Sketches