

UI Design Principles

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FWB SITE OF THE DAY

**A FRENCHMAN
PROTECTING YOUR SE
YES, SERIOUSLY.**

Ben the Bodyguard

Protecting your passwords, photos, contacts
and other sensitive stuff on your iPhone® or

Ben the Bodyguard

UI Design Principles

- **Structure**
- **Simplicity**
- **Visibility**
- **Feedback**
- **Tolerance**
- **Reuse**



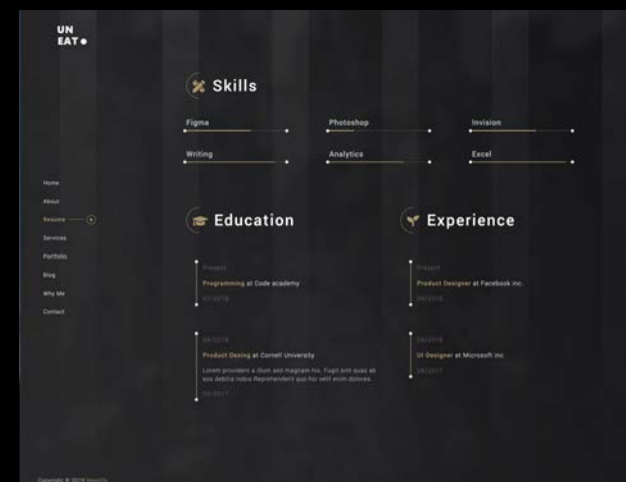
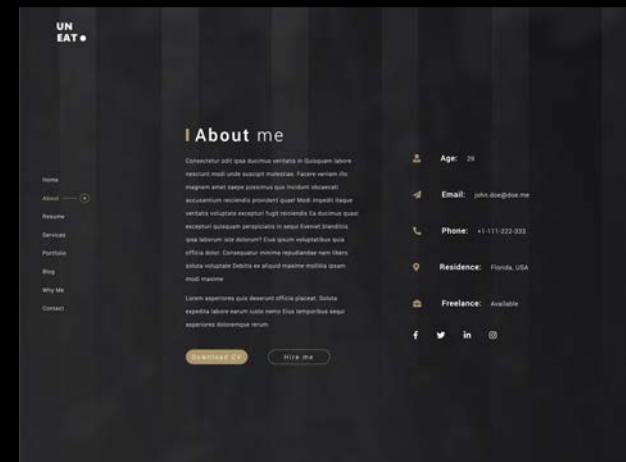
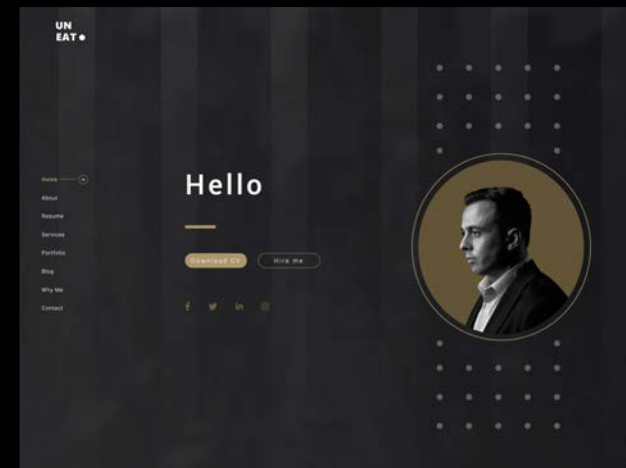
UI Design Principles

■ Structure

Concerned with user interface architecture.

Design should organize the user interface purposefully, in meaningful and useful ways based on clear, consistent models that are apparent and recognizable to users, putting related things together and separating unrelated things, differentiating dissimilar things and making similar things resemble one another.

- Use of Grid – Visual Structure
- Clear navigation
- Scroll down
- Information is clearly structured
- Uneat - Sample Portfolio with good structure – HTML Template



UI Design Principles

▪ **Simplicity**

Common tasks are easy to interact.

Interface communication is clear and simple.

Shortcuts are meaningfully related to longer procedures.

- Swipe right (like) or left (pass)
- Like + Like = Match
- Only matched can message
- Information is clearly structured and contained.
- Few images + text
- Minimal design
- Tinder



Swipe Match Chat

LOG IN WITH FACEBOOK

LOG IN WITH PHONE NUMBER

We don't post anything to Facebook.

By signing in, you agree with our [Terms of Service](#)
& [Privacy Policy](#).

OR DOWNLOAD THE APP



UI Design Principles

■ Visibility

Design is not overwhelming or distracting but offer all needed options and materials for a given task without distracting the user with extraneous or redundant information.

- Navigation and catchy elements are above the fold.
- Scroll down
- Information is clearly structured
- Minimal design
- Kelly – HTML Template



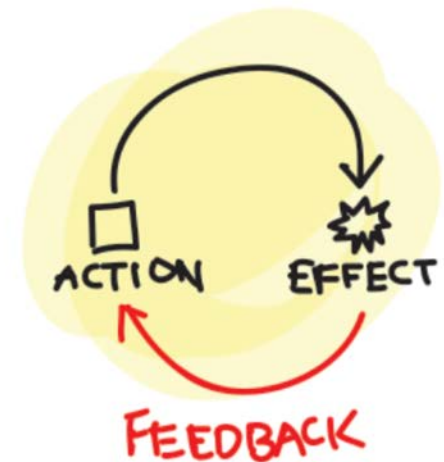
UI Design Principles

■ Feedback

Design inform users about the actions taken, changes of state or condition, and errors or exceptions that are relevant and of interest to the user through clear, concise, and unambiguous language familiar to users.

- Action is clearly presented.
- Conditions of change are introduced through actions or language/icon.
- Feedback loop is immediated.
- Tinder, Instagram, Pinterest, Facebook

- 01 A person takes an action,
- 02 The action has one or more effects,
- 03 The important effects of this action are presented back to the person,
- 04 This loop is repeated regularly.

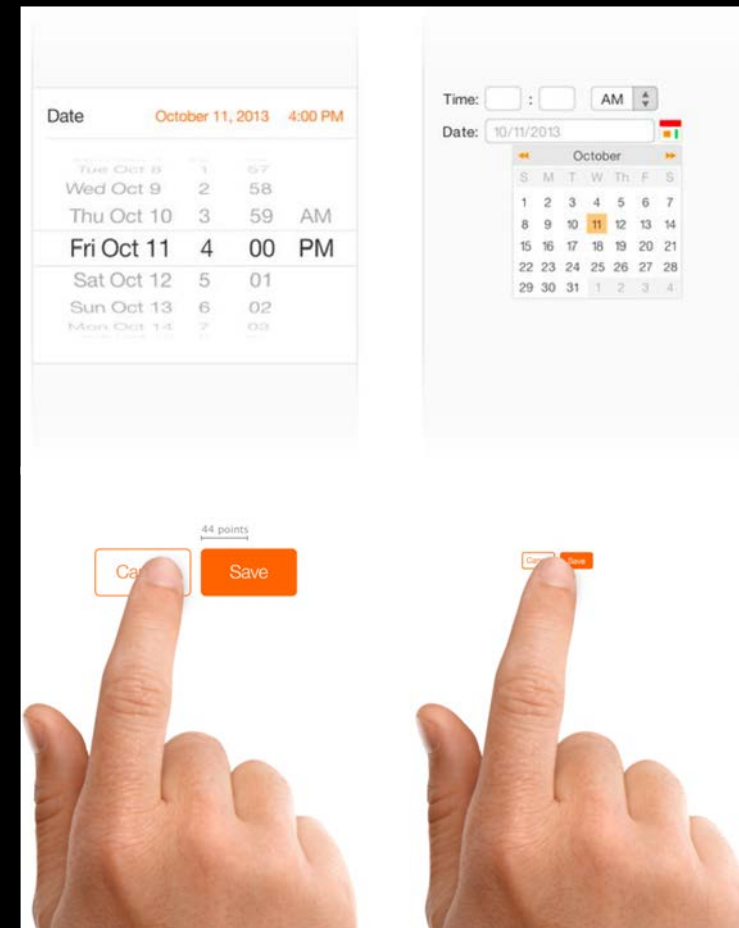
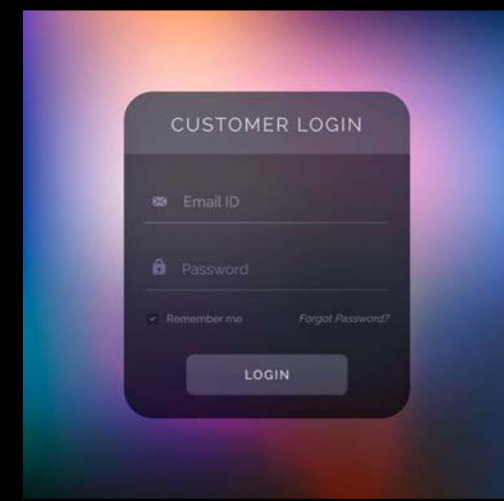


UI Design Principles

■ Tolerance

Design is flexible and tolerant, reducing mistakes and misuse by allowing undoing and redoing, while also preventing errors wherever possible by tolerating varied inputs and sequences and by interpreting all reasonable actions.

- Size, organization, feedbacks, coding, are tolerant to human mistakes.
- A wrong password doesn't clear the username as well.
- Paypal

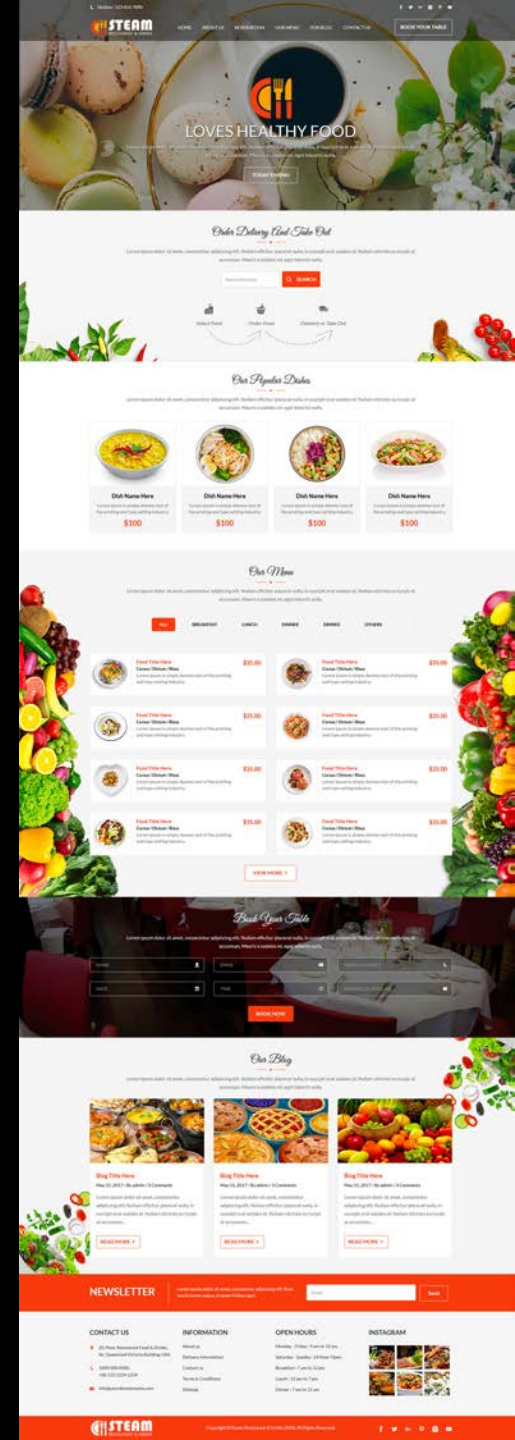


UI Design Principles

■ Reuse

Design reuse internal and external components and behaviors, maintaining consistency with purpose rather than merely arbitrary consistency, thus reducing the need for users to rethink and remember.

- Similar behaviors and designs.
- Colors are used throughout the site to communicate linked elements.
- Steam – HTML template



UI Design Principles

- Structure
- Simplicity
- Visibility
- Feedback
- Tolerance
- Reuse

Wildlife



Review

UI Design Principles

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- **Simplicity**
- **Visibility**
- **Feedback**
- **Tolerance**
- **Reuse**