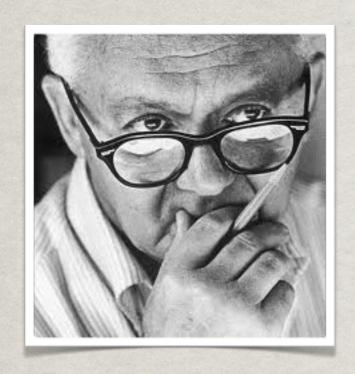
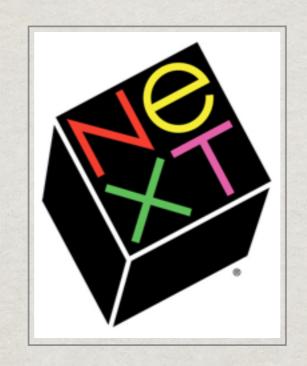
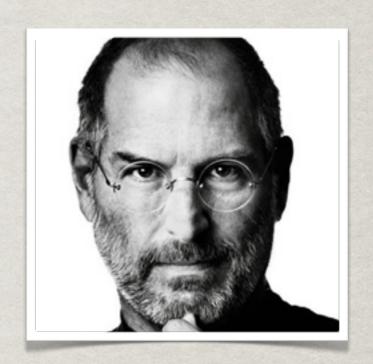
Fundamentals of Good UI Design

Uday Gajendar Principal Designer Citrix Systems

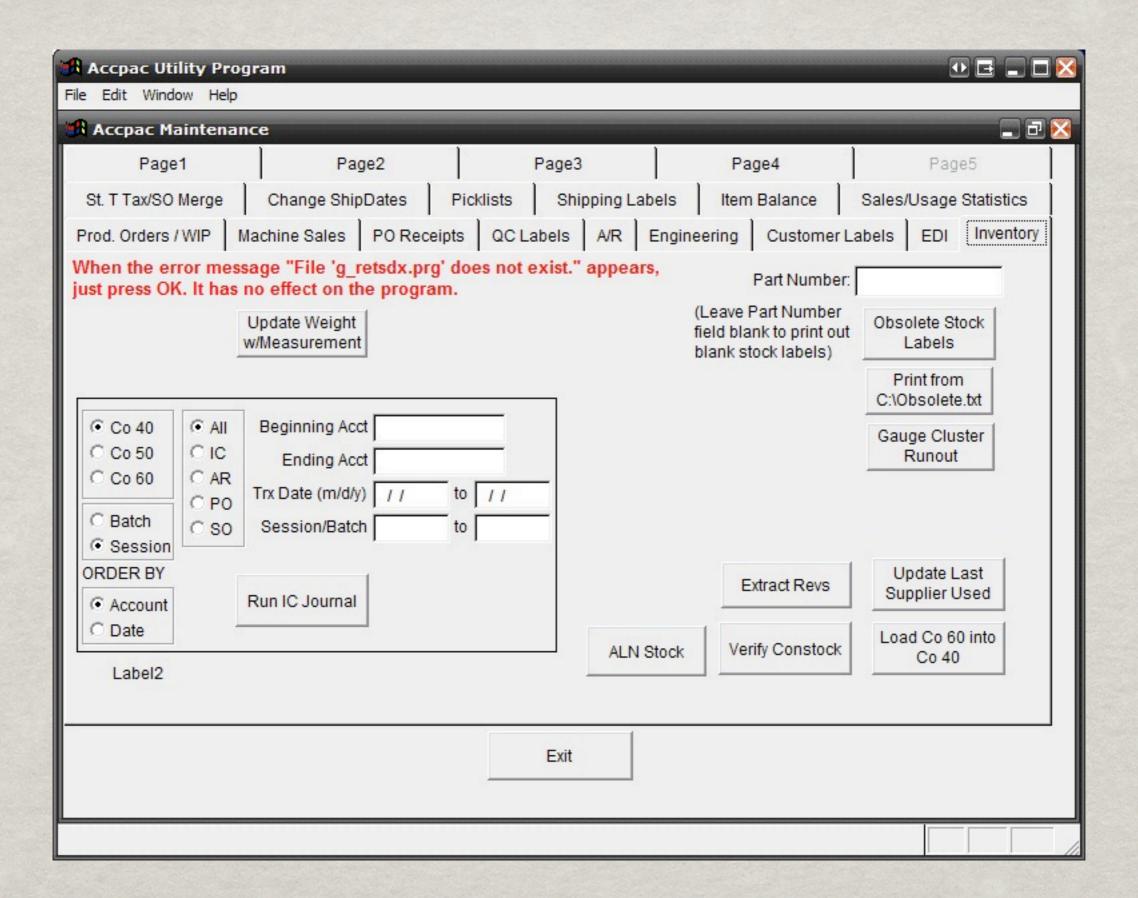








I asked Paul if he would come up with a few options, and he said, 'No, I will solve your problem for you and you will pay me. You don't have to use the solution. If you want options go talk to other people.'





clear, effective

Communication

satisfying, useful Interaction

Structure

Style



Complexity

extraneous redundancy

lack of careful diligence

Craftsmanship

Too many fonts
Too many colors
Too many lines
Overdone effects

Too many icons
No hierarchy
Over-emphasis
No logical groups



Box named a Leader in Mobile Collaboration in Forrester Wave™

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CrunchBase



Founder Stories) Eric Ries On Vanity Metrics









Groupon Loses Second COO And Restates Revenue

Book Excerpt: Blogger's Boot Camp



GOT A TIP? TELL US.



JOHN BIGGS posted 2 hours ago

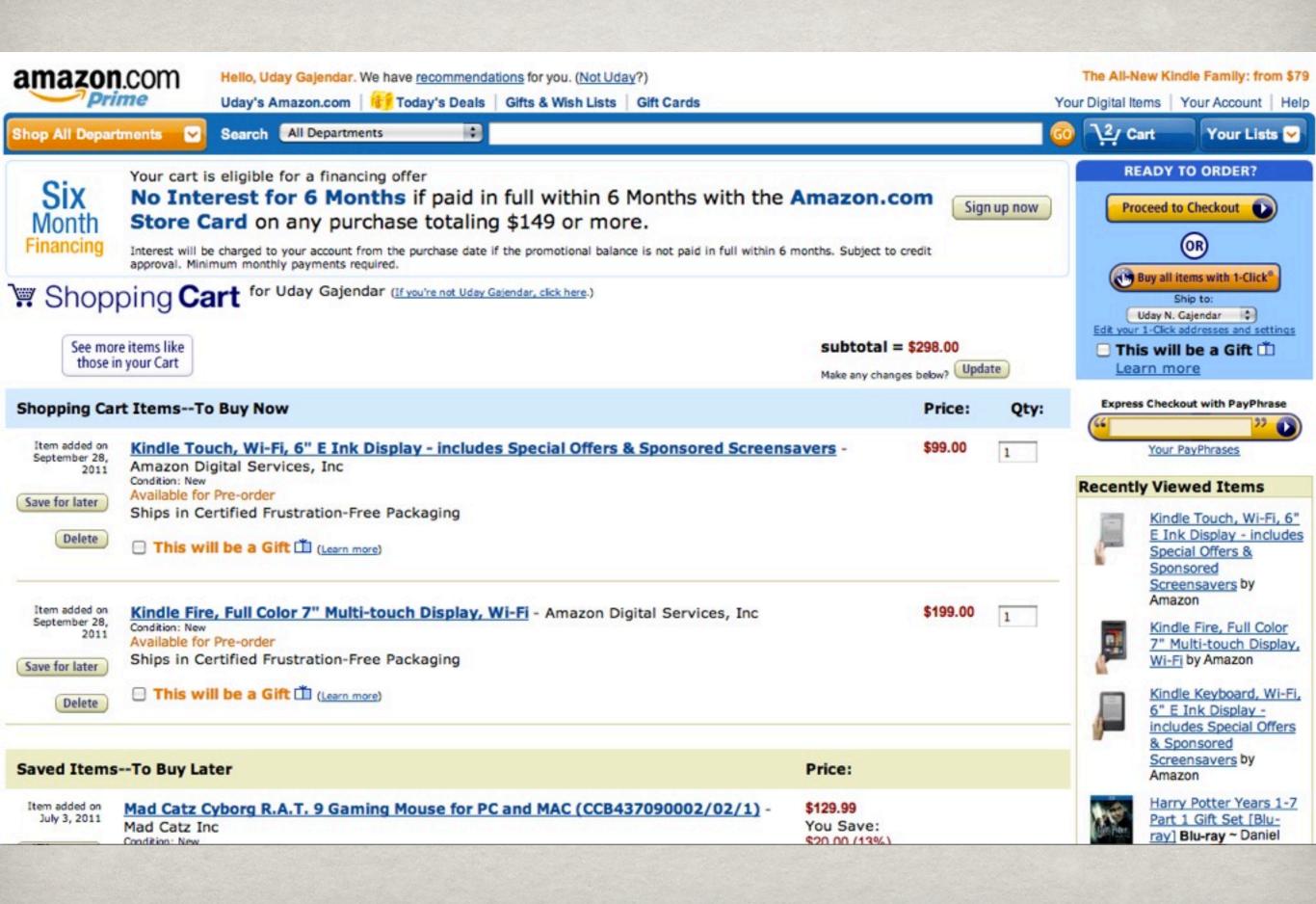
152

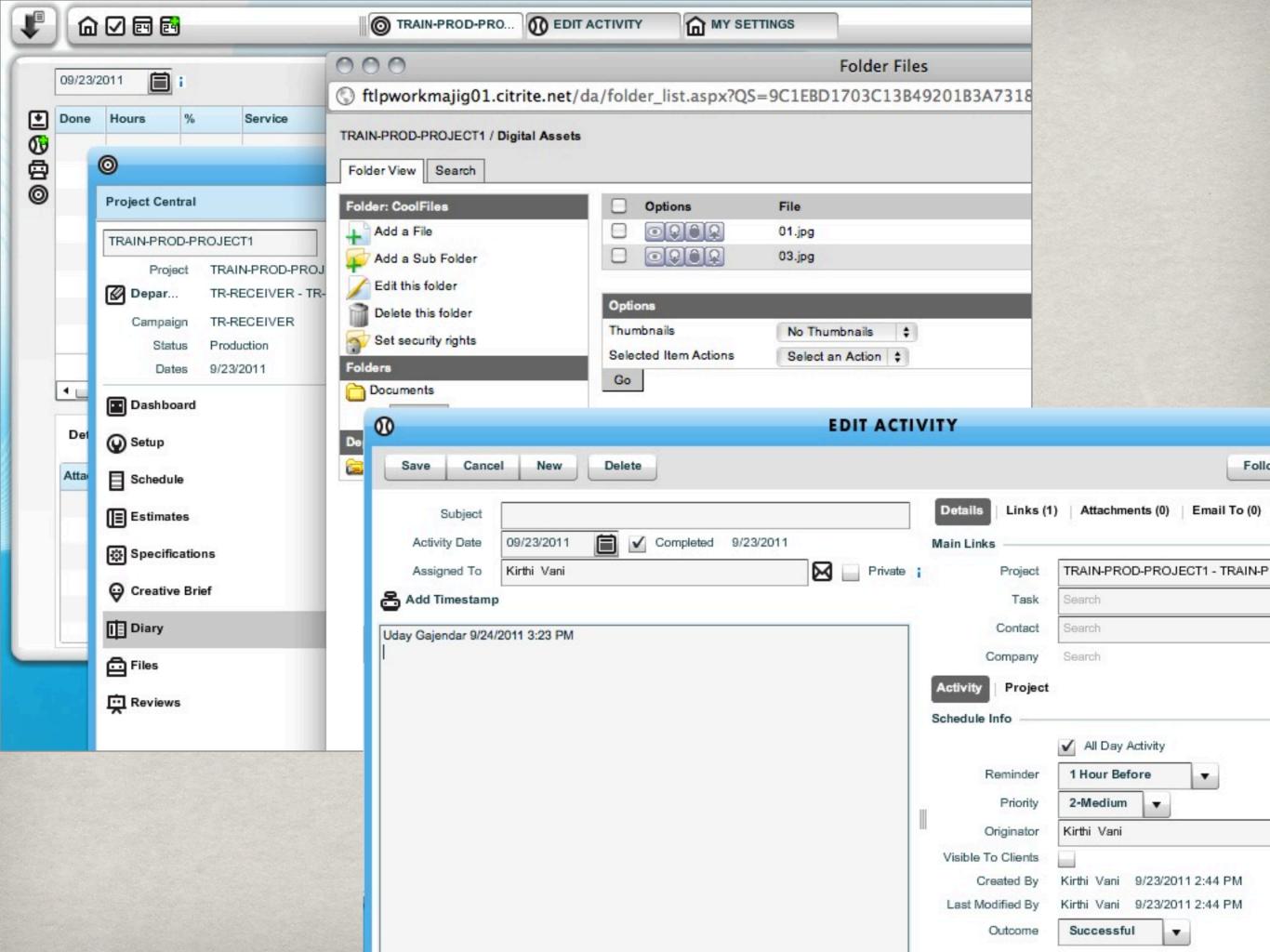
Tools vs. Toys: Why The Timeline Changes Nothing



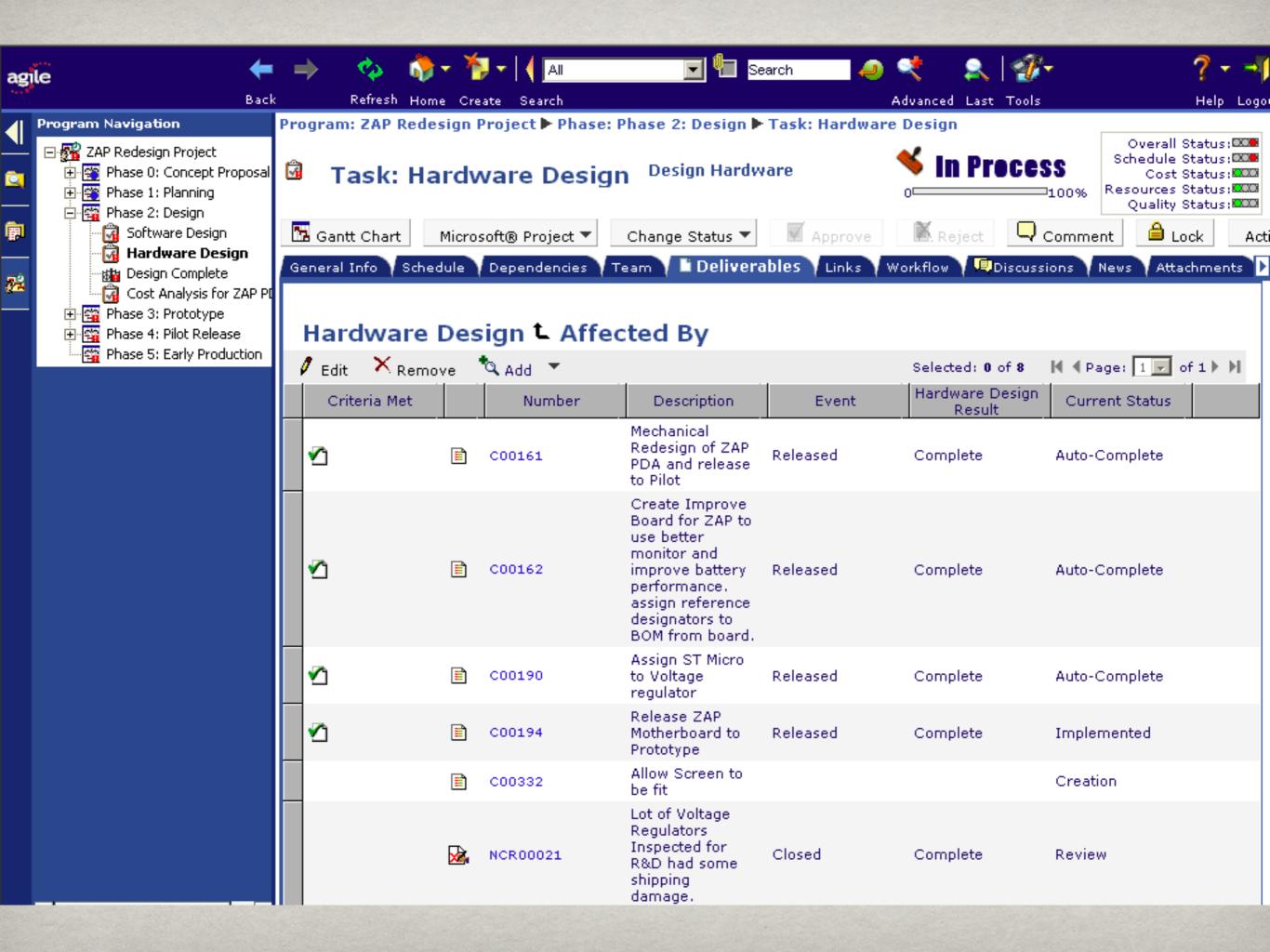
Yesterday Erick and I had an interesting discussion about Facebook vs. Google+ and I came down on the side of G+. Why? Because tools are important, toys aren't. Granted Facebook's 500 million visitors a day proves me wrong in numeric terms, but in general usability and quality, I'm coming reluctantly down on the

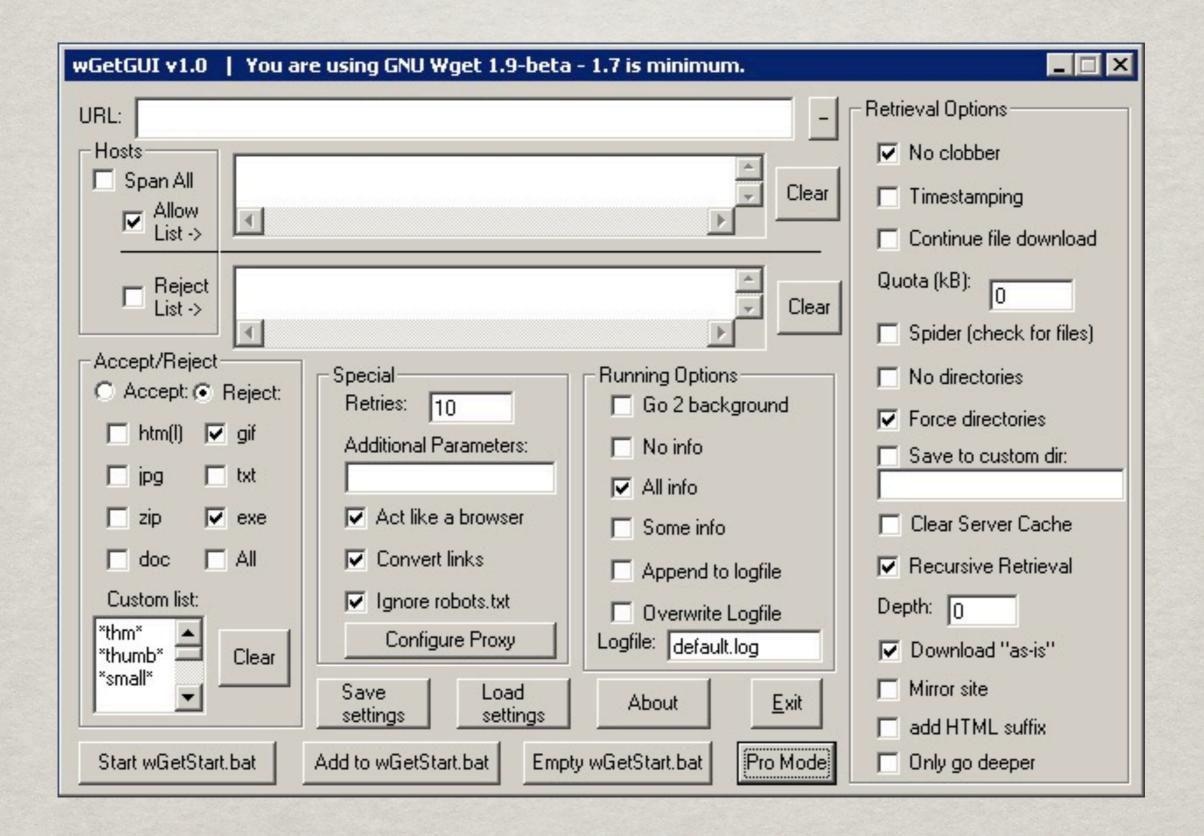












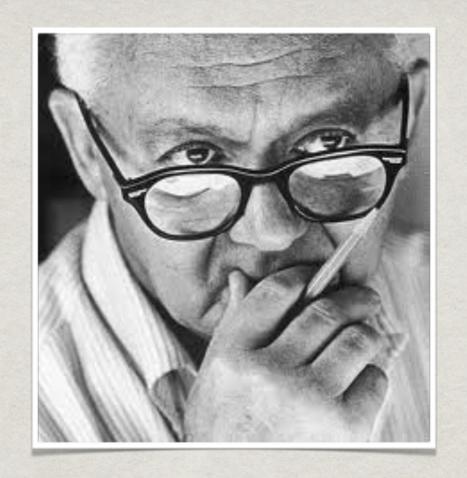






PRESS HERE TO

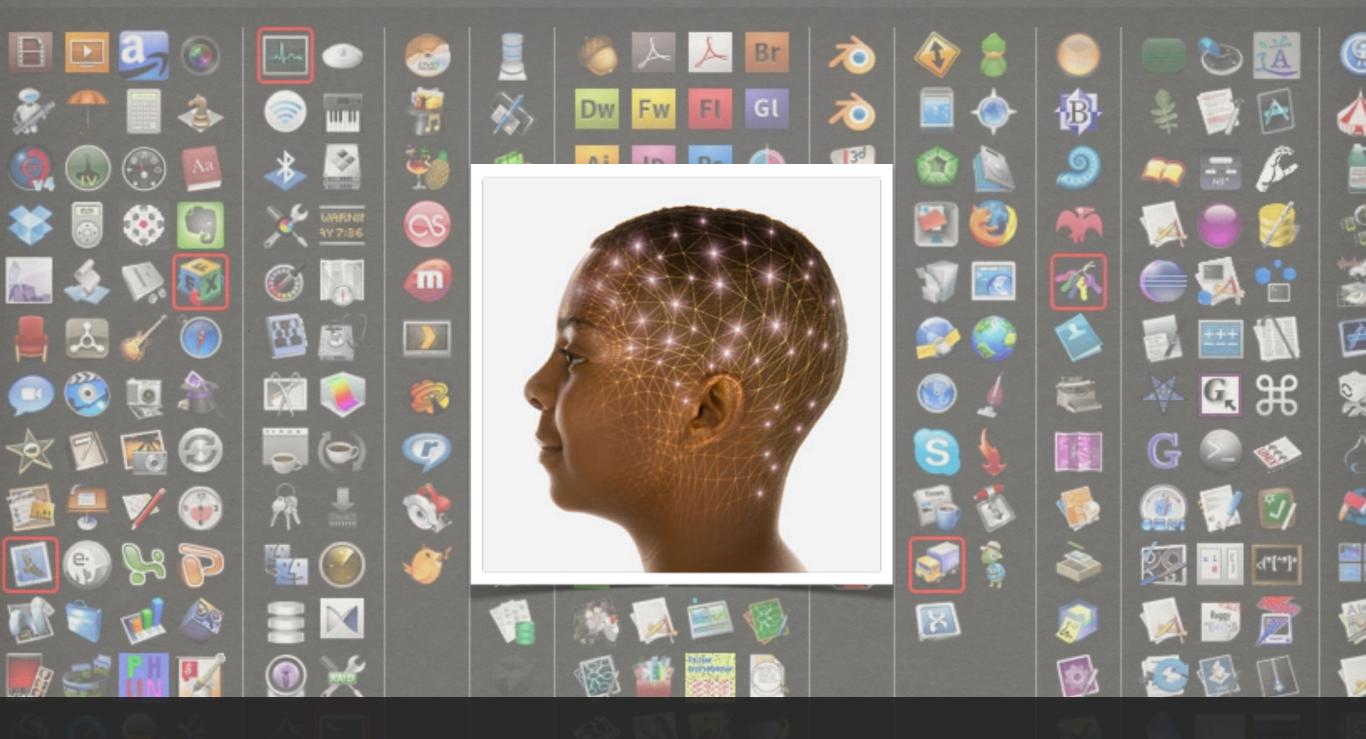




The public is more familiar with bad design than good design. It is, in effect, conditioned to prefer bad design, because that is what it lives with. The new becomes threatening, the old reassuring.

Paul Rand, graphic designer





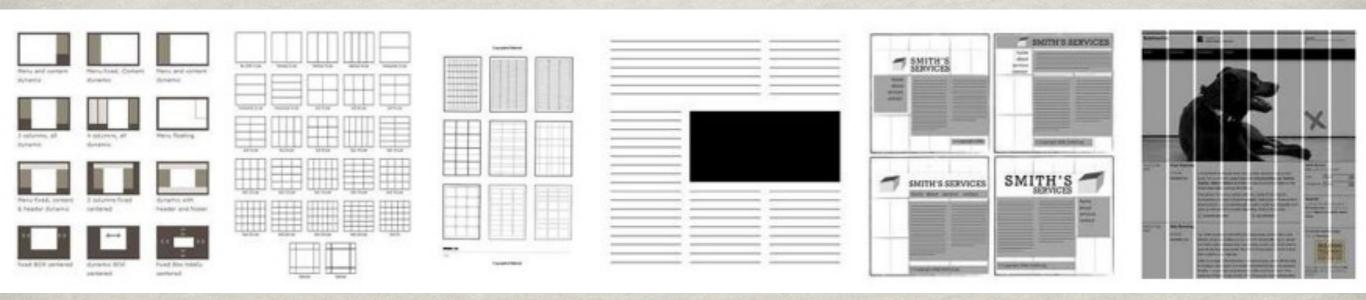
Remember: every button, icon, text, tab, menu item is yet another **visual & cognitive signal** that a user must process and learn, thus increasing the choices to be evaluated, *even if it is a for a split second*.

Fundamentals

Color Layout **Icons Type Behavior Principles** Metaphor **Patterns**

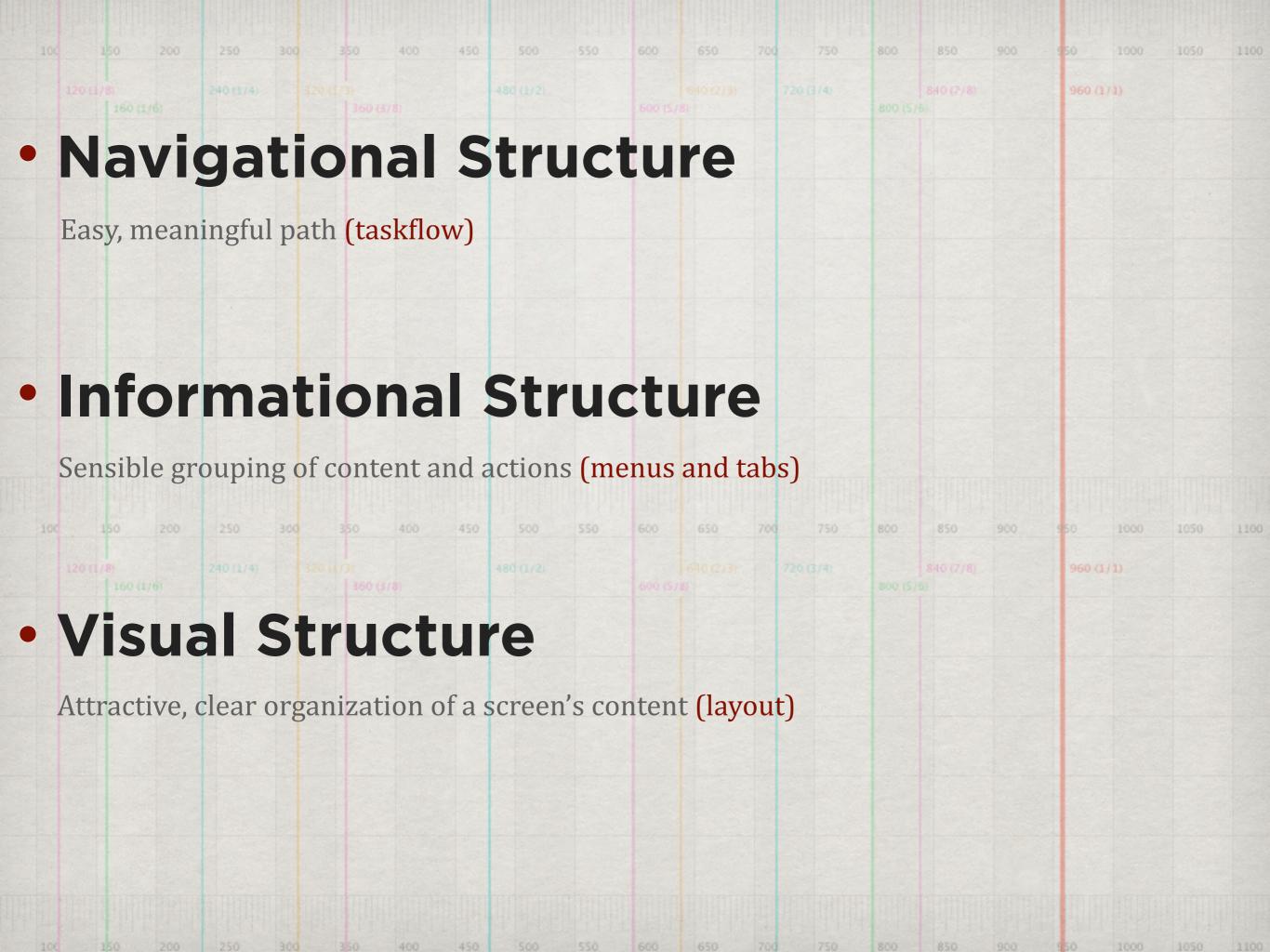
Grids / Layouts / Structure

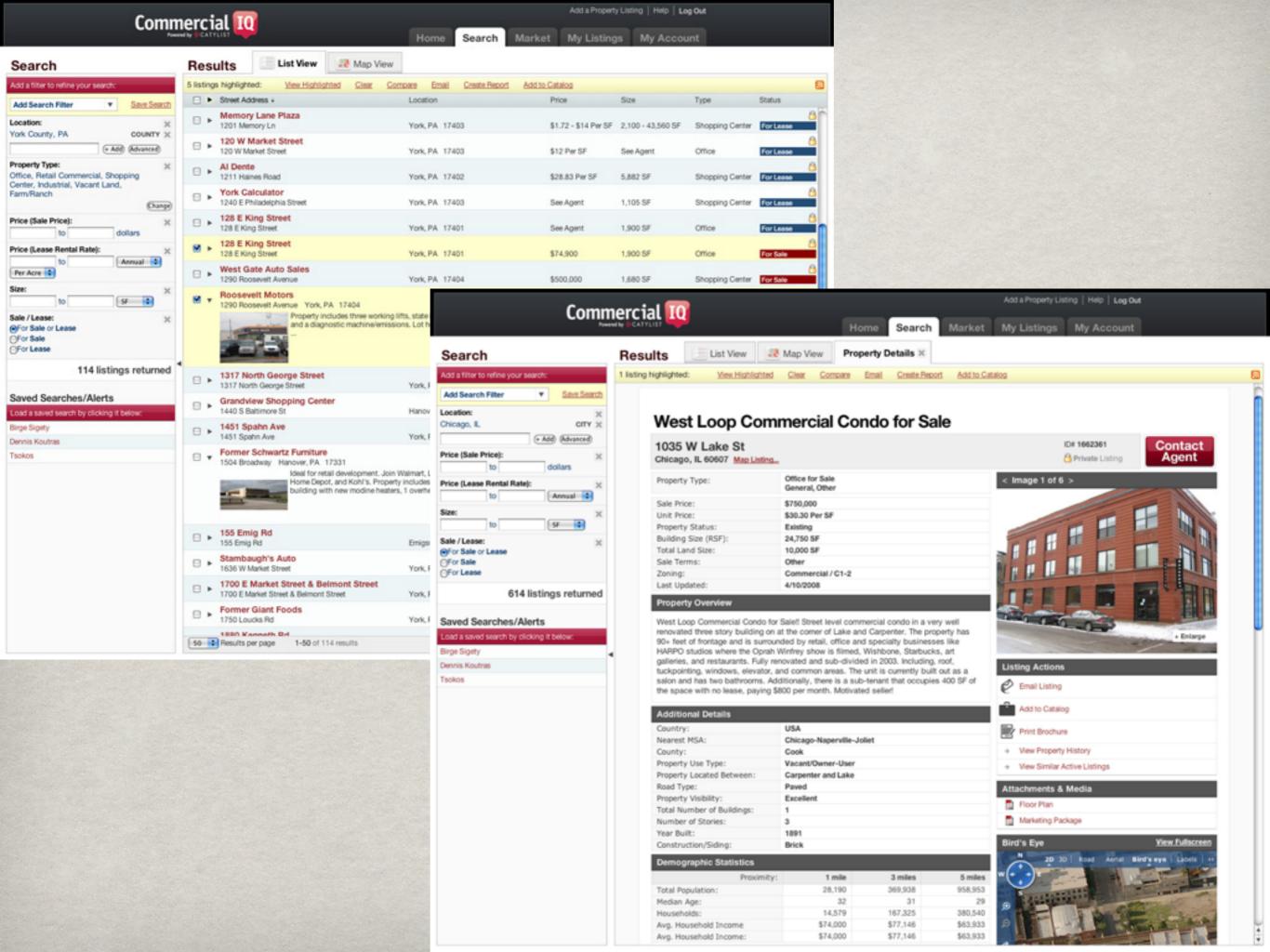
A well-designed UI must be grounded in strong layouts with a grid. Grids provide order, regularity, rhythm, and control. Knowing how to work with grids is a vital interface design skill, which takes years to master.



Structure • Alignment • Spacing

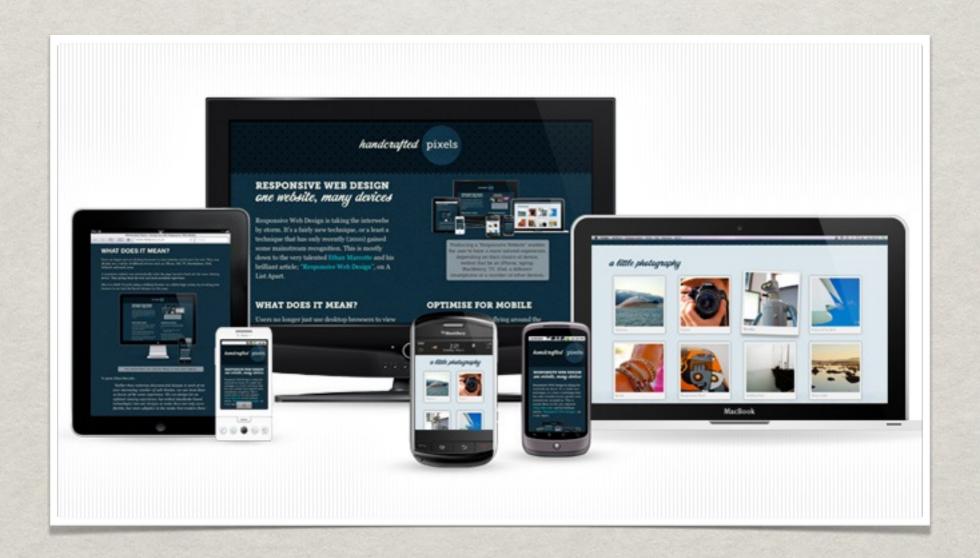






Grids: where to start?

CSS Grid Frameworks like 960.gs, Blueprint, The Golden Grid Flexible, responsive grid designs: scalability, x-device use





Typography

Type is about tone of voice, readability, legibility. Diligently crafted type is paramount for effective communication.



Leading • Kerning • Tracking



Typography

Most design problems are simply type issues. As a good rule, start your design with **three fonts**, where a font is any variation of the typeface, size, weight, style, color, etc.

MOST DESIGN PROBLEMS ARE SIMPLY TYPE ISSUES. AS A GOOD RULE, START YOUR DESIGN WITH THREE FONTS, WHERE A FONT IS ANY VARIATION OF THE TYPEFACE, SIZE, WEIGHT, STYLE, COLOR, ETC.

Most design problems are simply type issues. As a good rule, start your design with three fonts, where a font is any variation of the typeface, size, weight, style, color, etc.



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Pentagon Destroys Copies of Controversial Memoir Written by Army Officer

FOXNews - Catherine Herridge, Jennifer Griffin - 1 hour ago

The Defense Intelligence Agency has blocked a book about the tipping point in Afghanistan and a controversial pre-9/11 data mining project called "Able Danger.

Pentagon destroys thousands of copies of Army officer's memoir

CNN International

all 19 news articles »

Stephen Colbert »

Bringing down the House? Stephen Colbert brings comedy act to Congress

San Jose Mercury News - Mike Zapler - 13 hours ago

Television host and comedian Stephen Colbert of Comedy Central's "The Colbert Report" listens to a question as he testifies on US farm workers before the Subcommittee on Immigration, Citizenship, Refugee, Border Security and ...

➡ Video: US comic Stephen Colbert tells Congress '24 hour farm work enough'
➡ RT

Stephen Colbert Takes On Congress, Sarcastically Argues for Farm Workers ABC News

FOXNews - Los Angeles Times - Philadelphia Inquirer - Christian Science Monitor - Wikipedia: Stephen Colbert

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Peace talks deadlocked as settlement freeze nears end

Ha'aretz - Avi Issacharoff, Natasha Mozgovaya - 40 minutes ago American negotiators holding intense discussions with Israelis and the Palestinians, but both parties remain locked in their positions.

■ Video: Arabs face discrimination in Israel Al Jazeera
US Tries to Breathe Life Back Into Mideast Talks New York Times



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☆ ▼ Wa

Walking away with less

Washington Post - Dina ElBoghdady,

Dan Keating - 30 minutes ago

LA, Beijing to exchange ideas on solving traffic themselves.com - Daisy Nguyen - 26 minutes ago

Abbas Says Settlements Block Mideast Peace

Deal

AOL News - Ali Akbar Dareini, Matthew Lee - 15 minutes ago



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Crisis response: Pakistan floods

San Francisco Bay Area - Edit

49ers looking for elusive first win in KC

San Francisco Chronicle - David White -

23 minutes ago

Coastal Cleanup volunteers hit creeks,

beaches

San Francisco Chronicle - Kelly Zito - 12 minutes ago

Lethal injection »

Condemned killer asks judge to reconsider ruling

San Jose Mercury News - Howard Mintz -34 minutes ago - all 727 articles »

Spotlight

The Genius of the Tinkerer



52

5€7 V

Add Question

☐ Write Post

New Notifications

4 items on question Why haven't cars yet solved the problem of the blind-spot in wing mirrors?

2 items on question What is it like to be a woman working in the tech industry?

Alex Cheek is now following you. 5:30pm on Tuesday

Follow

Clear 3 New Notifications

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All Notifications

* How much of Andy Sparks' Timeline is based on Andy Barton's real life?



Rebekah Cox voted up an answer, 1 Answer - Follow

5 Andy Barton, Early engineering recruiter for ...

The profile information seen on the final still (above) is fictitious. So is the date of birth shown at beginning of the video and the location of my honeymoon (sadly I've ... (more)

Do babies pee inside the womb and if so where does it go?



Rebekah Cox voted up an answer. 1 Answer • Follow

12 Jae Won Joh, sleepy medical student ^_^

Yes. Once babies develop cardiac and renal systems, their kidneys begin to process fetal blood flow and create urine, which is subsequently peed out into the surrounding am... (more)

Your Feed

Design Thinking Group (13)

Product Design (software) Group (91)

Design Group

Apple Inc. Group

Questions That Contain Assumptions Group

Innovation Group

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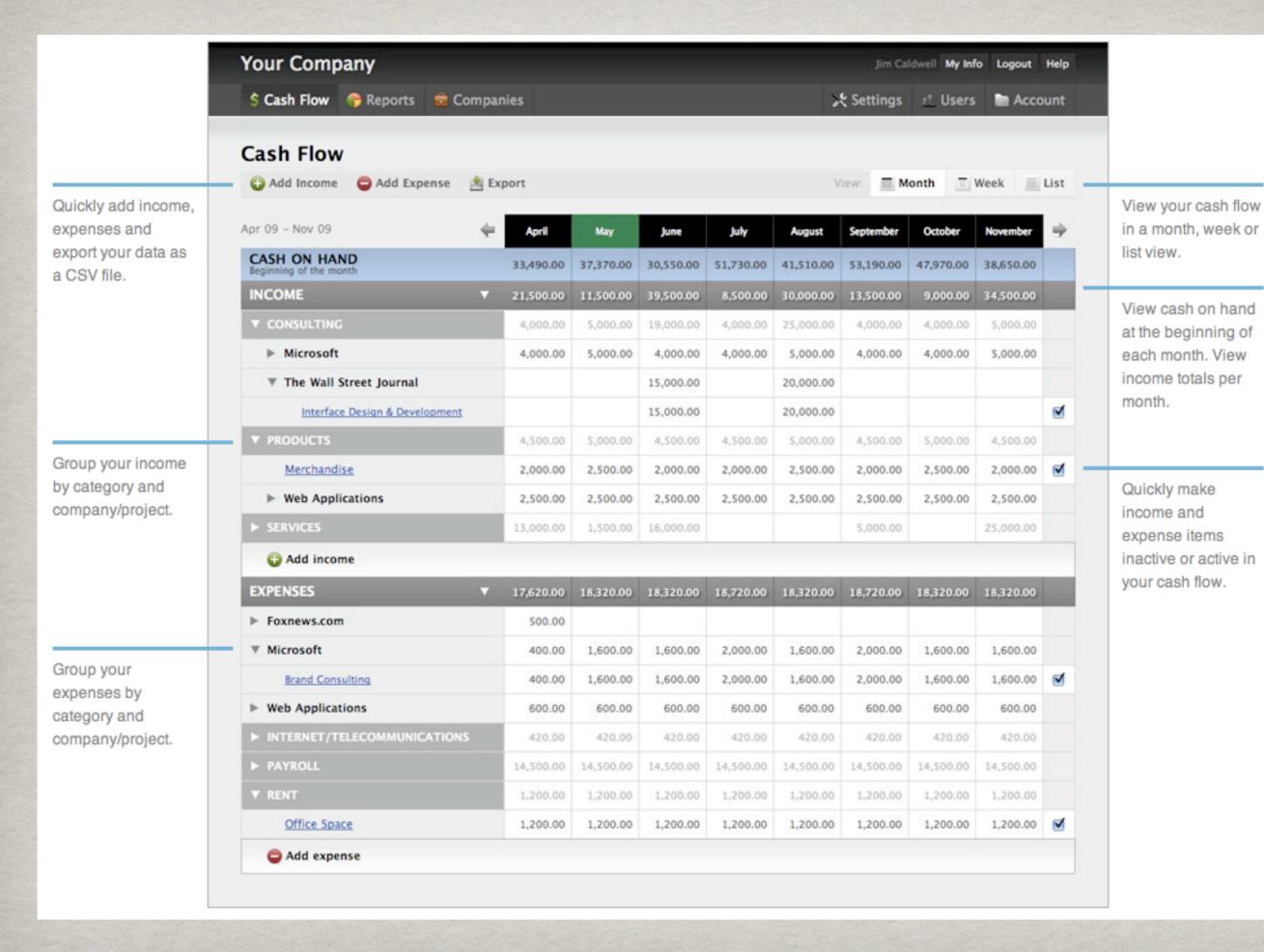
Thomas Belote

Follow



Grace Kim

Follow



Color

Color follows the same constraints as type, with the exception that color gets to the core **emotional** impact of the product in a more direct, visceral way that type does not. While type speaks, color punctuates.









WHY USE MINT HOW WE HELP

FIND SAVINGS

BLOG

ABOUT

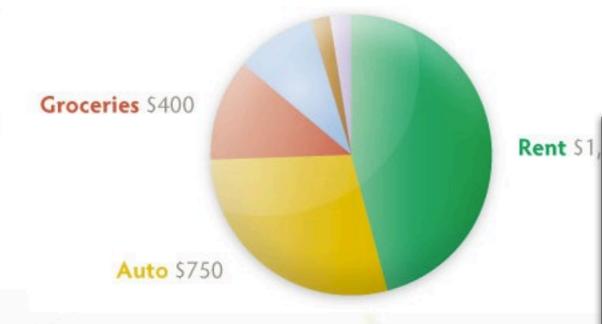
the best way to manage your money

"Best budgeting site" KIPLINGER'S MAGAZINE

Editors' Choice Award PCMAGAZINE

"Top pick *** MONEY MAGAZINE

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At-a-glance insights

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U HACKER SAFE

UNDERSTAND YOUR MONEY

ALL YOUR ACCOUNTS IN ONE PLACE

Why our users love mint





Dashboard Saved Reports Visitors

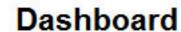
STraffic Sources
☐ Content

P Goals

Settings

Help Resources

- ? About this Report
- Conversion University
- ? Common Questions
- ? Report Finder
- ? Beta Feedback



Apr 1, 2007 - Apr 30, 2007 -



Site Usage

16,635 Visits

1.73 Pages/Visit

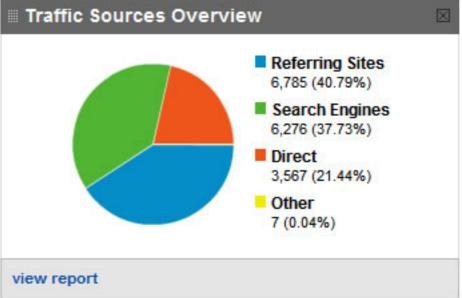
₩ 69.56% Bounce Rate

10 May 28,827 Pageviews 28,827 Pageviews

00:02:05 Avg. Time on Site

65.52% % New Visits









→

Color: where to start

Pick a color palette of just a few core colors:

1 base, 3 complements, 1 highlight, and black / white Use the color system to solve functional issues first, then add expressive, emotive, brand qualities.





lcons / Imagery

Icons are visual indicators of status, functionality, or branding. They should complement the main content, and not contribute to UI clutter or noise. Just like type and color, should be used judiciously.







Screen Options ▼

Help ▼



B Settings

Plugins

Tools

| Right Now | |
|--------------------------|------------------------------------|
| At a Glance | |
| 364 Posts | 2,636 Comments |
| 14 Pages | 1,978 Approved |
| 35 Categories | 524 Spam |
| 165 Tags | 134 Awaiting Moderation |
| Theme: WordPress Default | Theme with 6 Widgets Change Theme |
| You are using: WordPress | 2.7 (Out of date) Upgrade to 2.7.1 |

QuickPress Title: Embed: You Upload: 🔳 🛄 🎜 🌞 Content: Tags: Publish Save as Draft | Cancel

Stats 3,000,000 2,500,000 2,000,000 1,500,000 1,000,000

Top Posts

A Really Great Post

18,830 Views

iPhone 3G Hits Stores

14,245 Views

Why WordPress is so Great

12,640 Views

Top 10 Things to Do

10,283 Views

New WordPress 2.7 Theme

8,920 Views

Running Out of Post Titles

7,922 Views

Some Other Post Title Here

5.129 Views

It's Cold Outside in CO

Recent Comments View all

4,982 Views

Top Searches:

WordPress, iPhone, CMS, CO, really great, Britney Spears, WordPress 2.7

Most Active:

It's Cold Outside in CO

4,982 Views

Why WordPress is so Great

12,640 Views

Top 10 Things to Do

10,283 Views

New WordPress 2.7 Theme

8,920 Views

Running Out of Post Titles

7,922 Views

Recent Drafts View all

Another Amazing Post 10 Oct 2008



From Matt on A Really Great Post: [Awaiting Moderation] This is a really great post, thanks for explaining just how

Fundamentals

Layout
Type
Color
Icons

Metaphor
Patterns
Behavior
Principles

Integrity

Coherence • Choreography •



Metaphors / Models

A proper mental model drives good design. Expressed as a metaphor, it **frames** the product properly in your mind. Intentional & contextual, it shapes understanding of the product's purpose and how to use it.





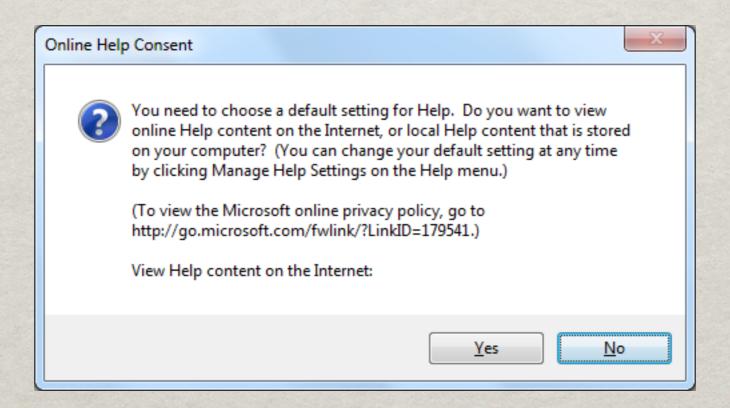






Language

Many design problems are simply issues of **poor terminology**: button labels, menu items, feature names, etc. Generally speaking, product language should be no more complicated than everyday conversation. Ask your target audience.





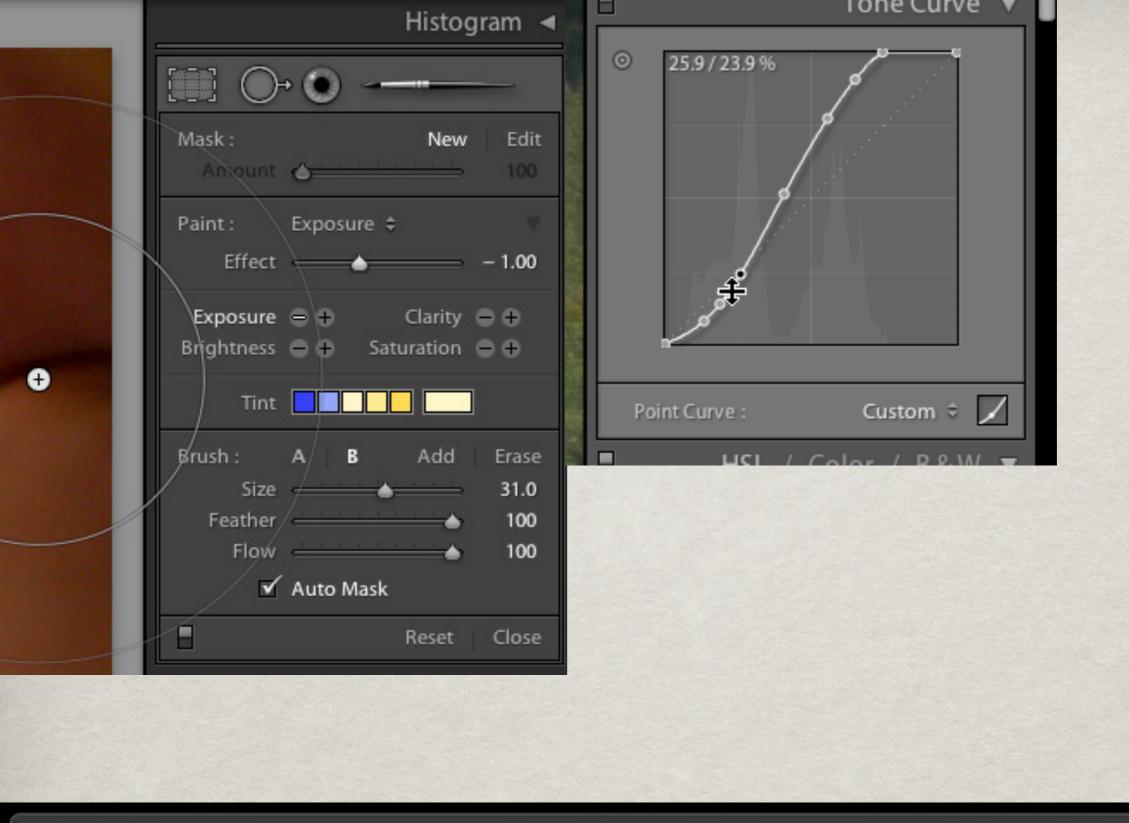
Behavior

A digital product is used to do something.

Interactive behavior, and specifically, the ability to directly manipulate data with an input device as an intuitive, seamless extension of the user's hand/mind, are critical in that regard.

Affordances, motion, feedback are key.







Matrix of Interesting Moments

from Bill Scott, Netflix

| | Mouse hover inactive annotation | Mouse hover off inactive annotation | Click inactive annotation | Click off inactive annotation with text | Click off inactive annotation without text | Mouse hover active annotation | Text area populated | Text area emptied | Click OK button | Annotation removed | Delete icon clicked |
|-----------------------|---------------------------------|-------------------------------------|---|--|---|-------------------------------|---------------------|-------------------|--------------------|--------------------|------------------------|
| The entire annotation | | | | | Removed | | | | | | Removed |
| Mouse cursor | Pointer | | Move | | | Move | | | Default | | |
| Shadow | | | Shown | Hidden | | | | | Hidden | | |
| Overlay border | | | Active state shown by dashed line | Inactive state shown by solid line | | | | | Solid line | | |
| Resize nubs | | | Shown | Hidden | | | | | Hidden | | |
| Number | | | | | | | | | | Renumbered | |
| Note bubble | Shown | Hidden | Shown | Hidden | | | | | Hidden | | |
| Note text | Shown | | Hidden | | | | | | | | |
| Note textarea | Hidden | | Shown | | | | | | | | |
| OK button | Hidden | | Shown | | | | Enabled | Disabled | | | |

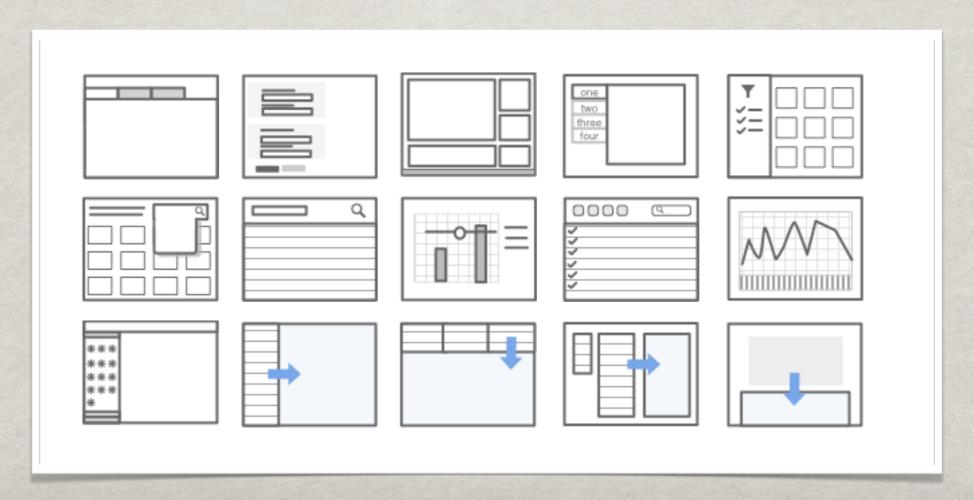
Prototype behaviors iteratively & obsessively.



Patterns

A pattern describes an optimal solution to a common problem within a specific context.

As common problems are tossed around a community and are resolved, common solutions often spontaneously emerge. Eventually, the best of these rise above & reach the status of a Design Pattern.







DESIGN PATTERNS

SCREENSHOT COLLECTIONS

USER SETS

BLOG

RESOURCES

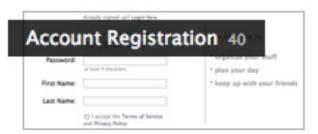
Google™ Custom Search

Search

SCREENSHOT COLLECTIONS

Displaying all 31 collections















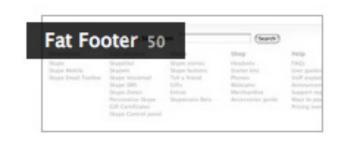












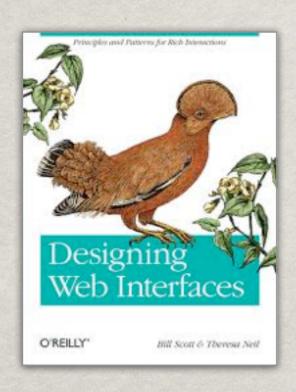




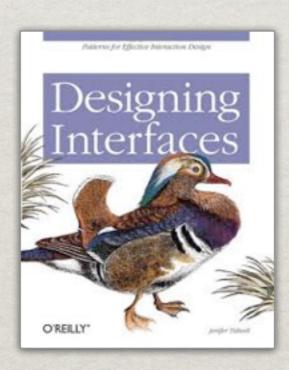




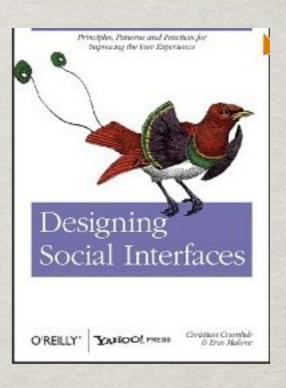
Patterns books to keep nearby!



Bill Scott



Jenifer Tidwell



Erin Malone



Coherence





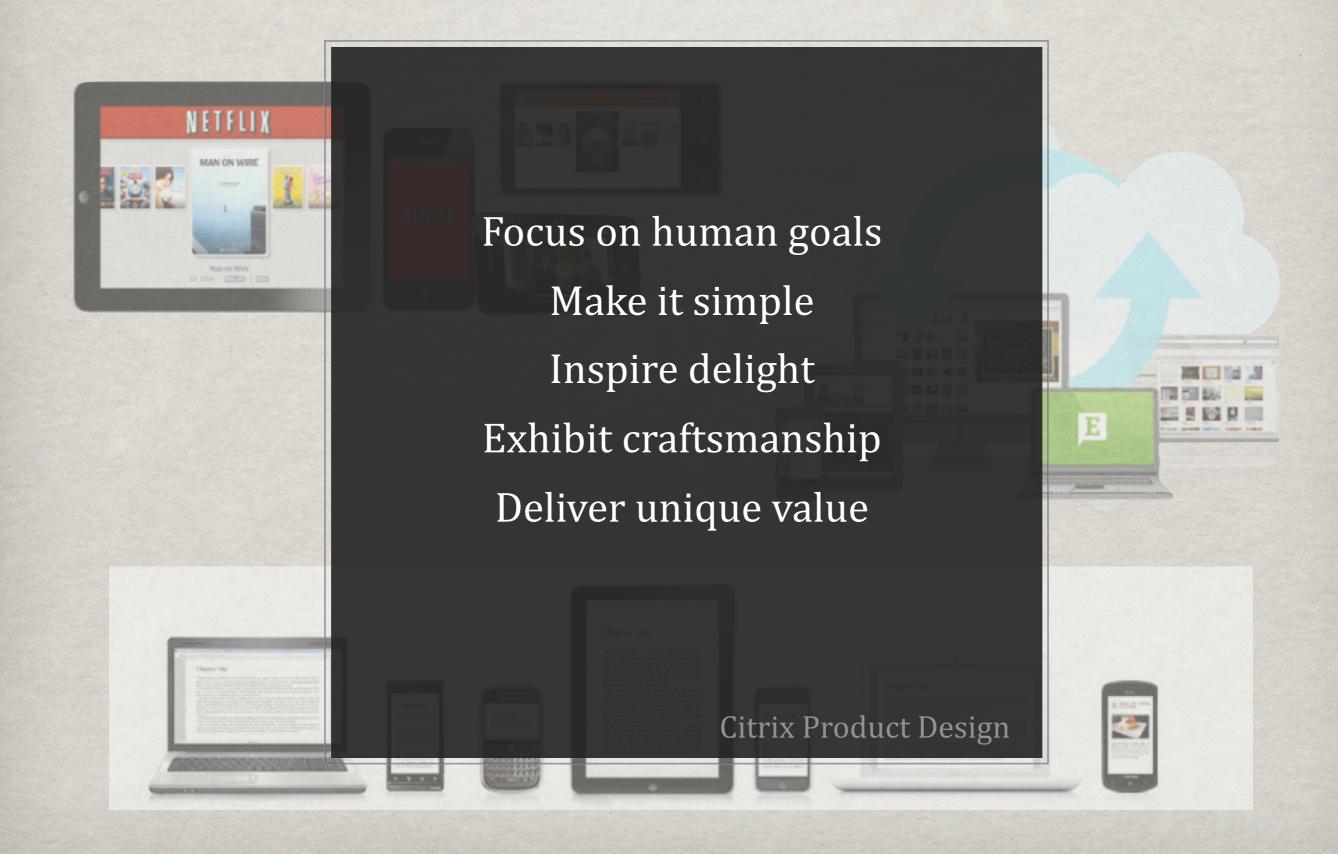




Coherence thru Principles

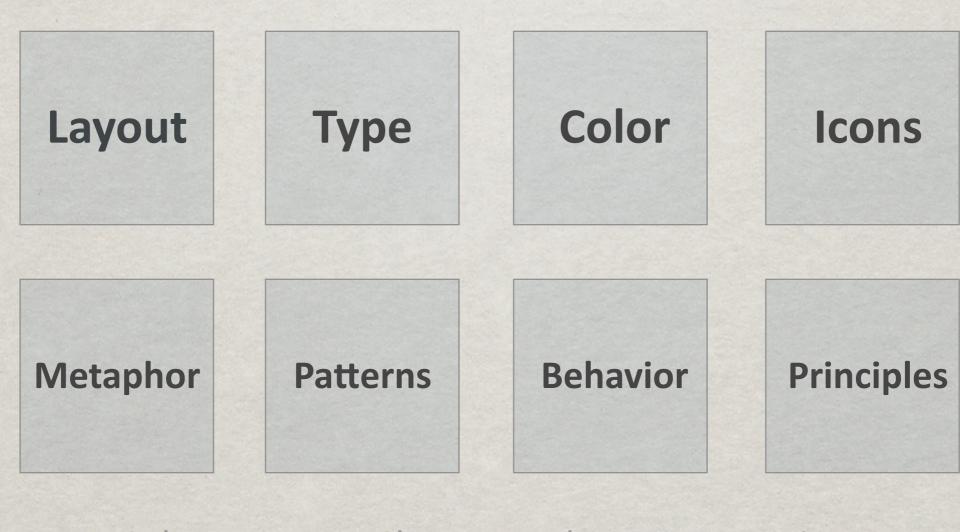


Coherence thru Principles



Total Balance

In the end, a carefully balanced consideration of these will result in a rewarding, effective UI people enjoy.



Coherence • Choreography • Integrity



Complexity

extraneous redundancy

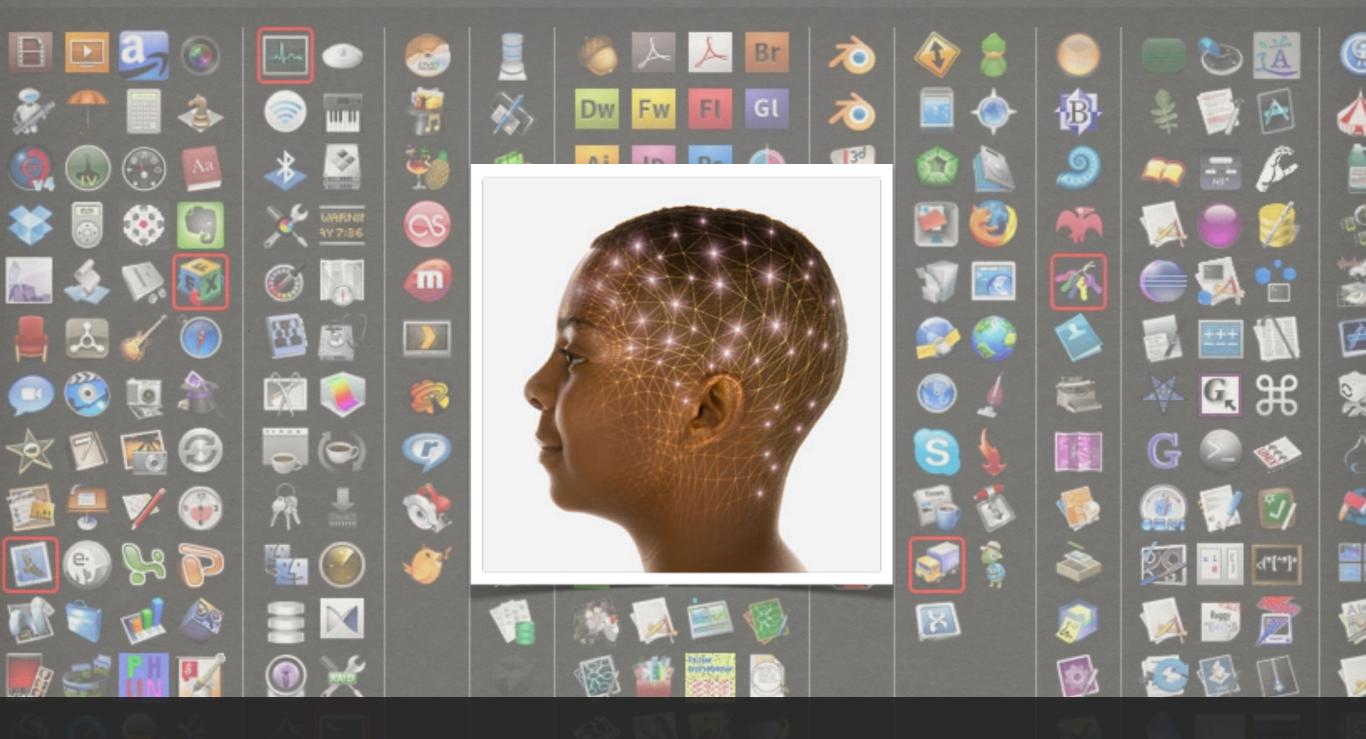
lack of careful diligence

Craftsmanship

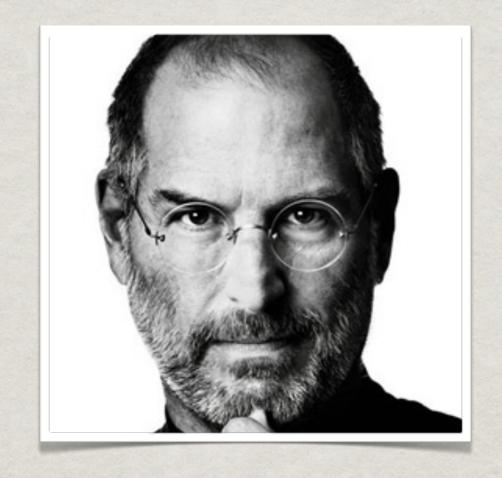
Too many fonts
Too many colors
Too many lines
Overdone effects

Too many icons
No hierarchy
Over-emphasis
No logical groups





Remember: every button, icon, text, tab, menu item is yet another **visual & cognitive signal** that a user must process and learn, thus increasing the choices to be evaluated, *even if it is a for a split second*.



At the core of what we are is our values, and what decisions and actions we make reflect those values.

Steve Jobs

Trust • Meaning • Integrity





Dieter Rams

SFMOMA Exhibit



"People react positively when things are clear and understandable."

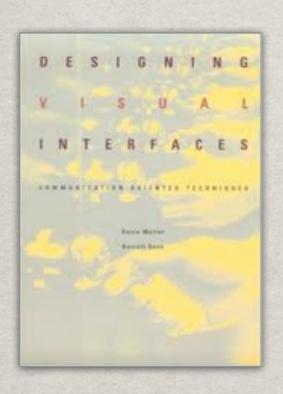
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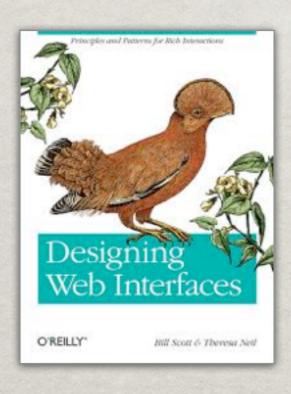
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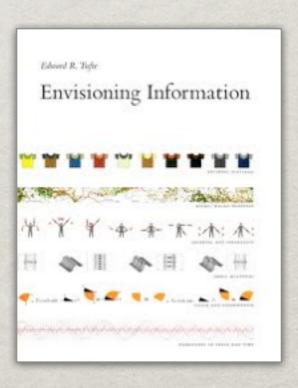
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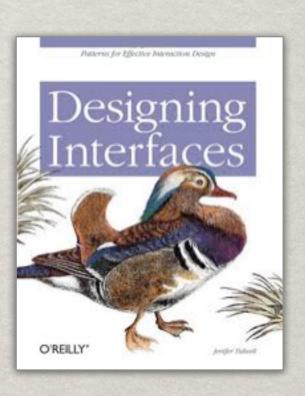
Envisioning Information by Edward Tufte

Designing Interfaces by Jenifer Tidwell











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