What does it do?

- Essential features
What does it do?

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- Nice to have features

Remove all the non-essential features
What does it do?

- Essential features
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- Niche features (<1% of the users)
What does it do?

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- Niche features (<1% of the users)
- Remove all the non-essential features
Who is it for?

- CLI power users? Designers?
Who is it for?

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- Target environment
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- Target environment
- Common demographics
Who is it for?

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- Application specific classifications
Who is it for?

- CLI power users? Designers?
- Target environment
- Common demographics
- Application specific classifications
- Userbase ≠ you
KISS

- Adapt feature list according to your audience
KISS

- Adapt feature list according to your audience
- Keep focus on the more important features
Adapt feature list according to your audience
Keep focus on the more important features
Avoid creating complex UIs
KISS

- Adapt feature list according to your audience
- Keep focus on the more important features
- Avoid creating complex UIs
- Keep option lists (combo box) short, simple and in a sensible order
Have a rough sketch

- Make a general storyboard sketch
Have a rough sketch

- Make a general storyboard sketch
- Have all the major interactions and features there
Have a rough sketch

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- Can be really rough – it’s more about the purpose of the “pages”
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Stick to the basics

- Don’t bother with colour – harder and will be added later
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- Do not customise available widgets/patterns unless there really is no other way
Stick to the basics

- Don’t bother with colour – harder and will be added later
- Do not customise available widgets/patterns unless there really is no other way
- Develop it around the content – content is king
I meant it! KISS...

- Be purposefully simple
I meant it! KISS...  

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- Skeuomorphs are almost always bad
I meant it! KISS...

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- Be consistent (easier when simple)
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- Make self-documenting applications
Spacing

- Choose a baseline unit size (e.g. 8px)
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- Align everything to that baseline size
Spacing

- Choose a baseline unit size (e.g. 8px)
- Align everything to that baseline size
- Use a small set of spacing alternatives (e.g. 2, 3 and 6 units)
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- Make sure touch-targets are spaced enough
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  - Counter example
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- Be generous, but don’t overdo it (don’t waste my screen estate)
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- Give back space when possible
- Content should be at the front of the stage
Organization

- Content should be at the front of the stage
- Important functionality in key positions
Organization

- Content should be at the front of the stage
- Important functionality in key positions
- Make the hierarchy of information clear
Organization

- Content should be at the front of the stage
- Important functionality in key positions
- Make the hierarchy of information clear
- Associate related elements
Organization

- Content should be at the front of the stage
- Important functionality in key positions
- Make the hierarchy of information clear
- Associate related elements
- Help directing the user’s focus
Icons and images

- Use known icons on buttons

Don't use a known icon for something other than intended.

Use rich graphics when appropriate (cover-art, mood graphics, etc.).

Don't overshadow content.

Don't use ugly graphics.

Have consistent sizing.
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- Have consistent sizing
Typography

- Use a readable font size

Text should be big and readable for everyone
Typography

- Use a readable font size
- Space up your text

Alice's Adventures in Wonderland (commonly shortened to Alice in Wonderland) is an 1865 novel written by English author Charles Lutwidge Dodgson under the pseudonym Lewis Carroll. It tells of a girl named Alice falling through a rabbit hole into a fantasy world populated by peculiar, anthropomorphic creatures. The tale plays with logic, giving the story lasting popularity with adults as well as with children.
Typography

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- Space up your text
- Use text attributes (e.g. bold and size) to make text more or less prominent

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Typography

- Use a readable font size
- Space up your text
- Use text attributes (e.g. bold and size) to make text more or less prominent
- Use a small set of fonts (probably one)
Overlaying text on images

- Just put it on (bad)
Overlaying text on images

- Just put it on (bad)
- Black/colour/white-wash the whole image to make text readable
Overlaying text on images

- Just put it on (bad)
- Black/colour/white-wash the whole image to make text readable
- Add translucent background to the text
Overlaying text on images

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- Use a big font with a shadow and on outline
Option 1 (easier): keep the interface b&w and use colour to direct focus

Option 2: Choose a palette of 2 different hues and use different shades

I almost always tint my greys (and not use black)

Find a good palette online

Use HSL/HSV rather RGB when choosing colours

Be aware of cultural differences
- Option 1 (easier): keep the interface b&w and use colour to direct focus
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Mimic what works

- Compare to other applications you/users like better using what we’ve covered

- Don’t mimic the bad things (i.e. use them as excuse)

- Don’t copy, learn.
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- Mimic what’s good there (e.g. do you need more spacing?)
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User experience tips

- Consistent behaviour (with the platform and within the application)
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- Start instantly and lazy load in the background
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- Everything should take a small amount of clicks
User experience tips

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- Everything should take a small amount of clicks
- Discoverable UI (easy to figure out how to do things)
More user experience tips

- Make it hard to make mistakes
More user experience tips

- Make it hard to make mistakes
  - Counter example
More user experience tips

- Make it hard to make mistakes
  - Counter example
- Avoid interruptions
More user experience tips

- Make it hard to make mistakes
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- Avoid interruptions
- Sort long lists in a predictable, sensible order
More user experience tips

- Make it hard to make mistakes
  - Counter example
- Avoid interruptions
- Sort long lists in a predictable, sensible order
- If your users do something and expect something to happen, it probably should happen
Material design (Google)

- Highly talked about cross device design guidelines

- A fairly good Android adoption rate

- I personally don’t like animations that slow users down

- Concepts are good, it’s implementations that are not always good

- It doesn’t feel like they care about low-end and power consumption
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iOS (Apple)

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- Good general guidelines
Tizen

- Designed for low resolution devices
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- Focus on content and user needs
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- Aims to support user customisation
- Flat and “fun” design
Know your toolkit

- Trying to pixel match a design across toolkits is a bad idea
Know your toolkit

- Trying to pixel match a design across toolkits is a bad idea
- Know what takes a performance hit on your toolkit
Know your toolkit

- Trying to pixel match a design across toolkits is a bad idea
- Know what takes a performance hit on your toolkit
- Check out the toolkit’s common patterns, those are usually best for performance and users
Easy takeaways

- It’s like API design, it should be simple, self-documenting, consistent and have a familiar feeling
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Easy takeaways

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- KISS
Questions?

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