

Module 6 Design principles

Introduction

Design principles are high-level guidelines which, if followed, can help us create high quality software. It's important to have a thorough understanding of these principles and use them as reference points in your designs. If adhered to, they will increase the probability that your designs and software will be successful.

This module will enable you to harness the power of design principles when it comes to designing software products. You'll understand that design principles are proven solutions to common problems across many different design principles including advertising, architecture and software design. You'll understand how the design principles of perceivability and predictability help to make the purpose and function of a product clear.

You'll also learn about affordances and how these can help communicate how a product works. You'll also understand how adhering to conventions in design can increase usability - that the principles of constraints, feedback and forgiveness allow users to flow through software more effectively. This reduces effort and errors. And you'll also be introduced to the powerful logic of Hick's Law and Fitts's Law.

The recommended reading for this module is Universal Principles of Design, a beautiful book well worth adding to your UX library.

Topics covered include:

- Affordances
- Perceivable
- Predictability
- Conventions
- Feedback
- Constraints
- Forgiveness
- · Hick's Law
- · Fitts's Law
- Progressive disclosure

Recommended reading

<u>Universal Principles of Design</u> Lidwell, Holden and Butler <u>@UPODbook</u>

Additional resources

- Determining your design principles
- Design principles behind great products
- Universal principles of User Experience Design
- Why creatives should never forget Dieter Rams 10 commandments

Note taking

Principles and patterns

Reference points to improve designs Les Design portterns.

Perceivable

Figure out interface easily

La what does product do

up what do I need to do

La what should I do first.

Pon't rely on training

Conforms to Common design standards.

Actual perceivability K Key

La no trial and error.

Let user know what to expect or what they's get.

Risk-Reward Conscalation.

Lo users don't want to guess.

Tell users

Lo what they need to do

Lo how long it will take

Lo what they get

Lo what happens next.

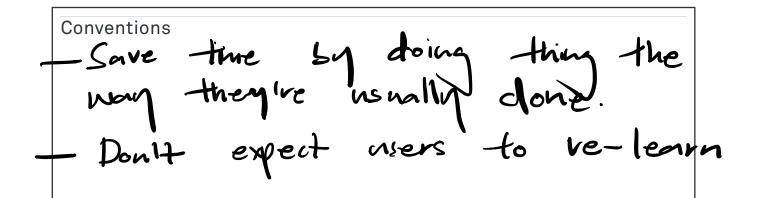
Affordances

Make it obvious what needs

to happen.

Simple affordances should not
need instructions.

- assist learnability



Immediate feedback helps the flow.

Confirm actions

Clarify what comes next.

- Constraints

- Limit options to keep you on
the right track.

- Focus.

- Displays only relevant options

- Constraints help user and business.

- Strong Afordances

- Undo actions

- Confirmations

- Warning

- Help.

More options make things
longer to do.

Don't let users labour over
multitude of decisions

Emphasize decisions that are
better

Improves flows.

Biggar targets are easier to hit.
Big chunky buttons as CTA.

Don't overwhelm users

Lo Give necessary options
when necessary.

Reduce clutter

Helps user make decisions

Smoothers the flow.