

UI/UX

Tips & Tricks for developers

@evalica



#APACHECON

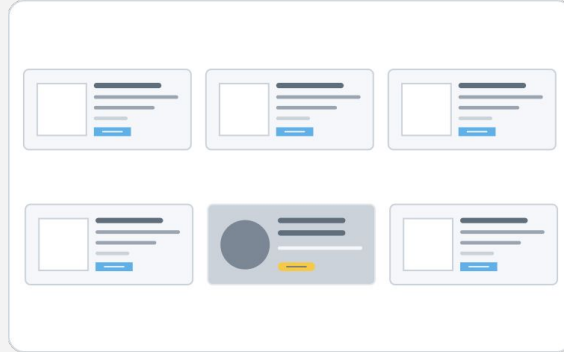
UI Principles & Patterns



Patterns are describing **recurring solutions** that solve **common design problems**
(ex. Breadcrumbs, Wizard, Undo, etc.)

Principles are **fundamental rules** about the practice of design
(ex. Consistency, Hierarchy, Contrast, etc.)

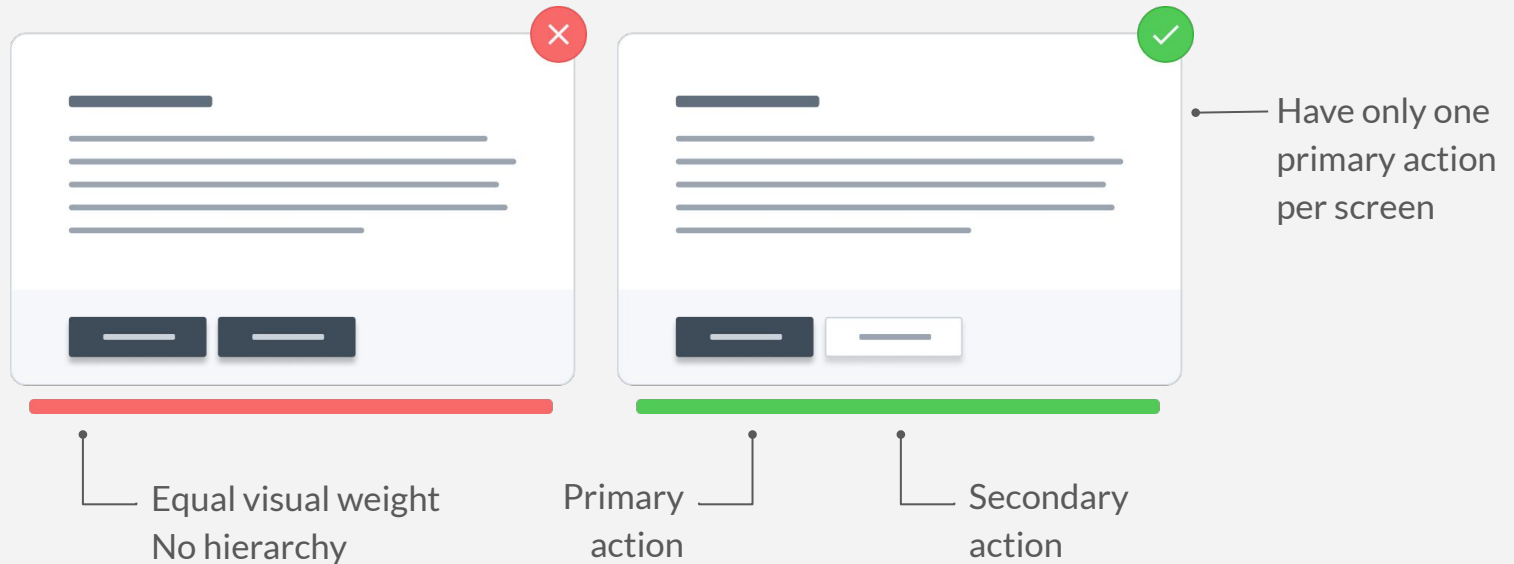
p1# Consistency



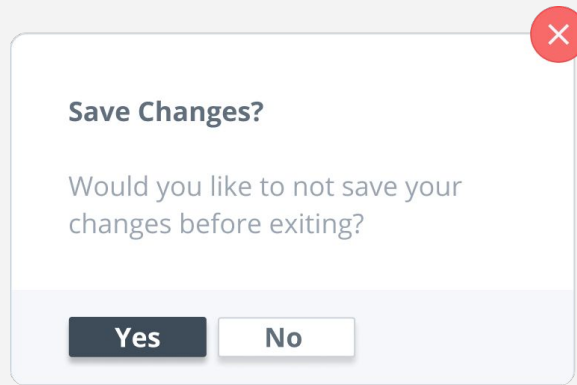
Similar objects should have similar meanings and functions

Allow users to recognize usage patterns, decreasing the learning curve

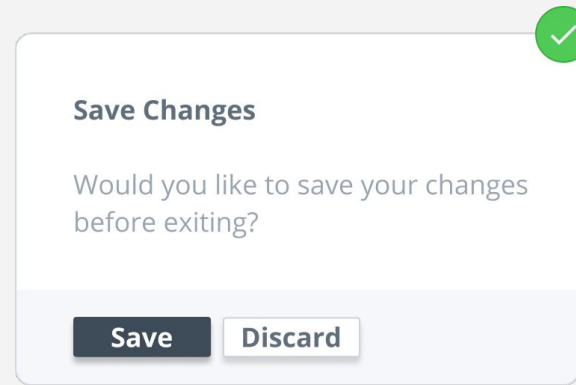
1# Buttons: Primary / Secondary Actions



2# Buttons: Verbs as Actions

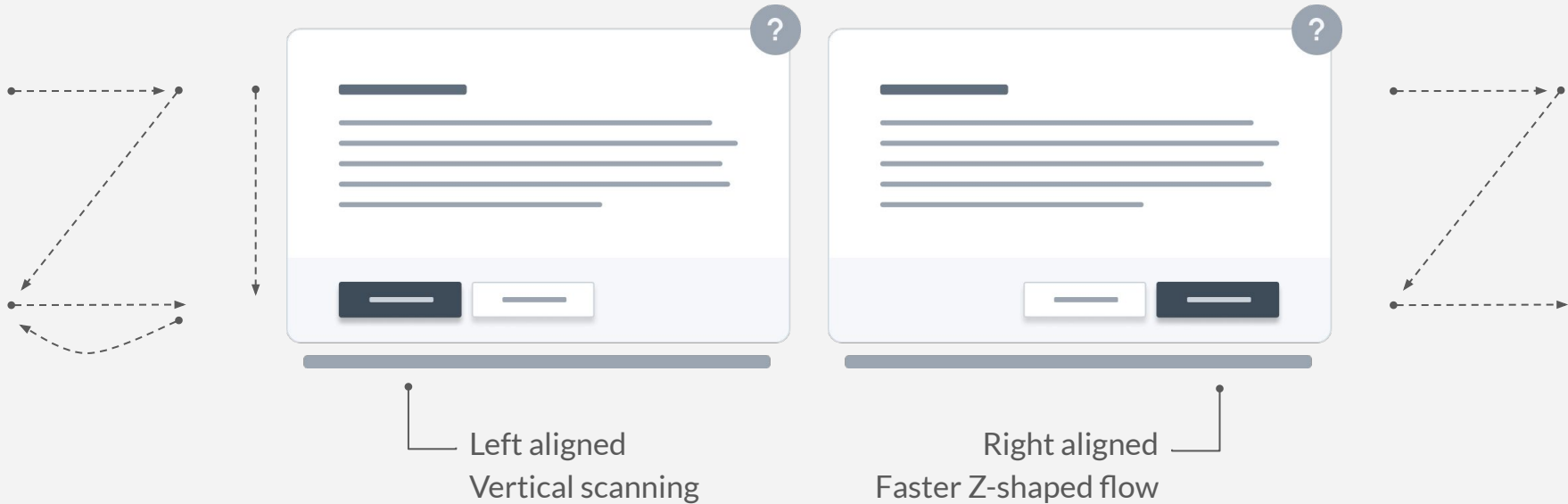


Avoid generic 'OK' or 'Yes'
Avoid confusing phrases
(like double negatives)

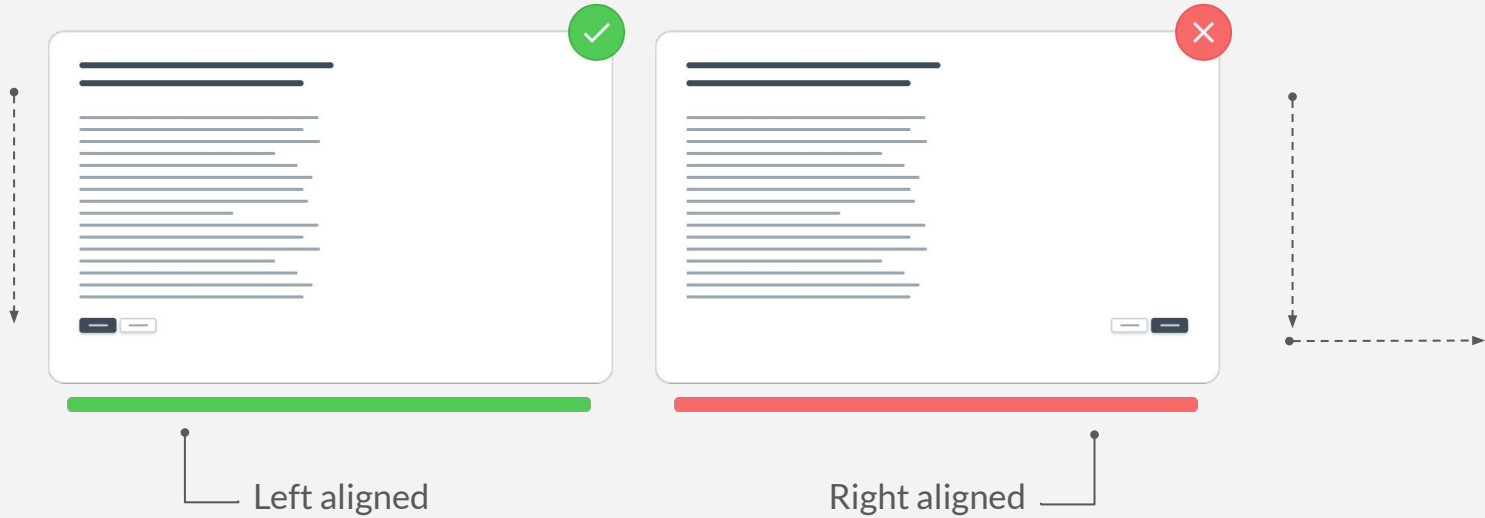


Use explicit verbs
Make it the obvious choice
Can take the action without reading

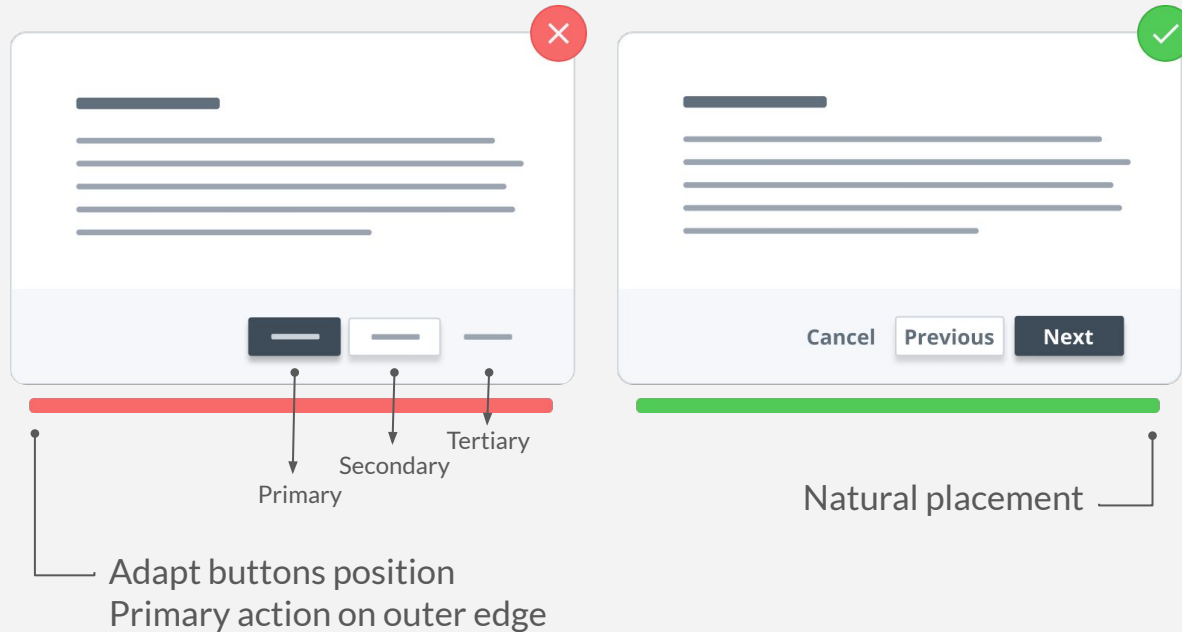
3# Buttons Placement: Modal Layout



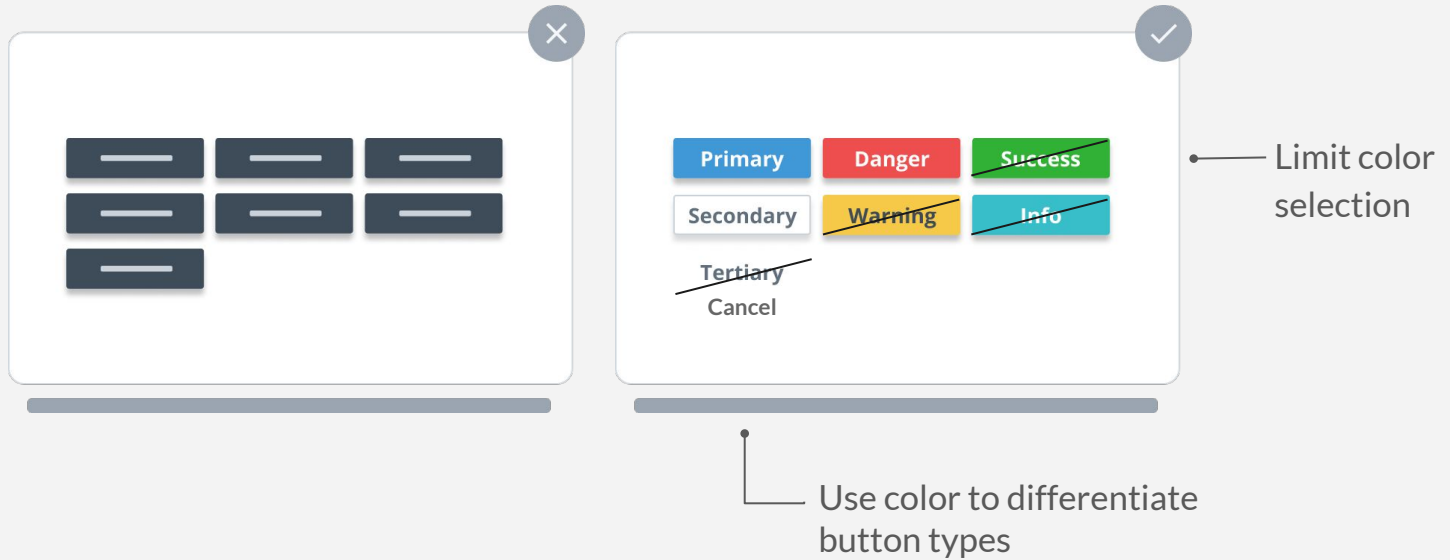
3# Buttons Placement: Full Page Layout



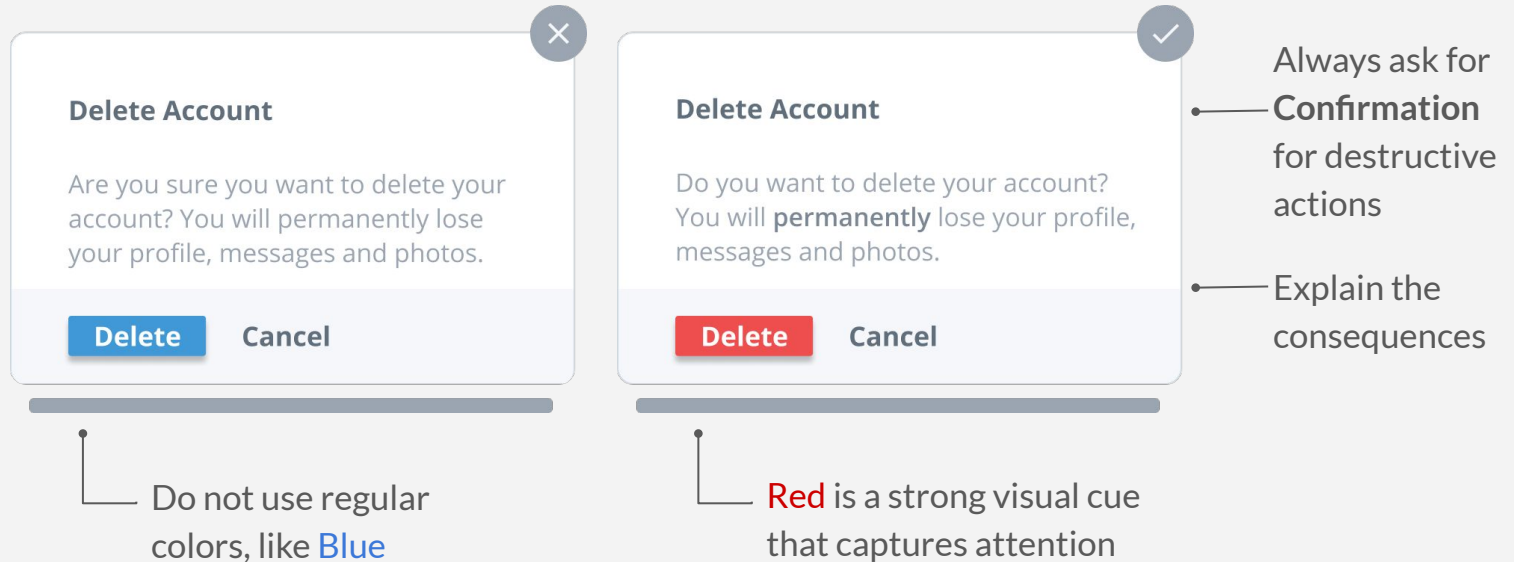
4# Buttons Placement: Primary Action



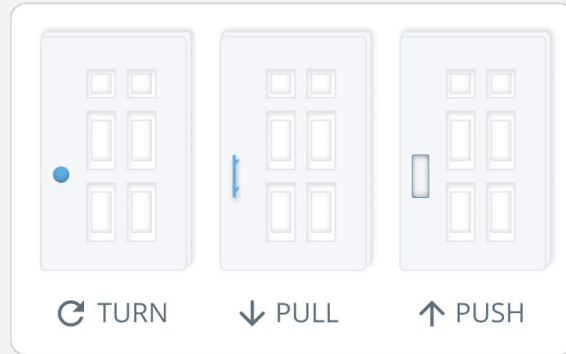
5# Color as meaning



5# Color: **Destructive** Actions

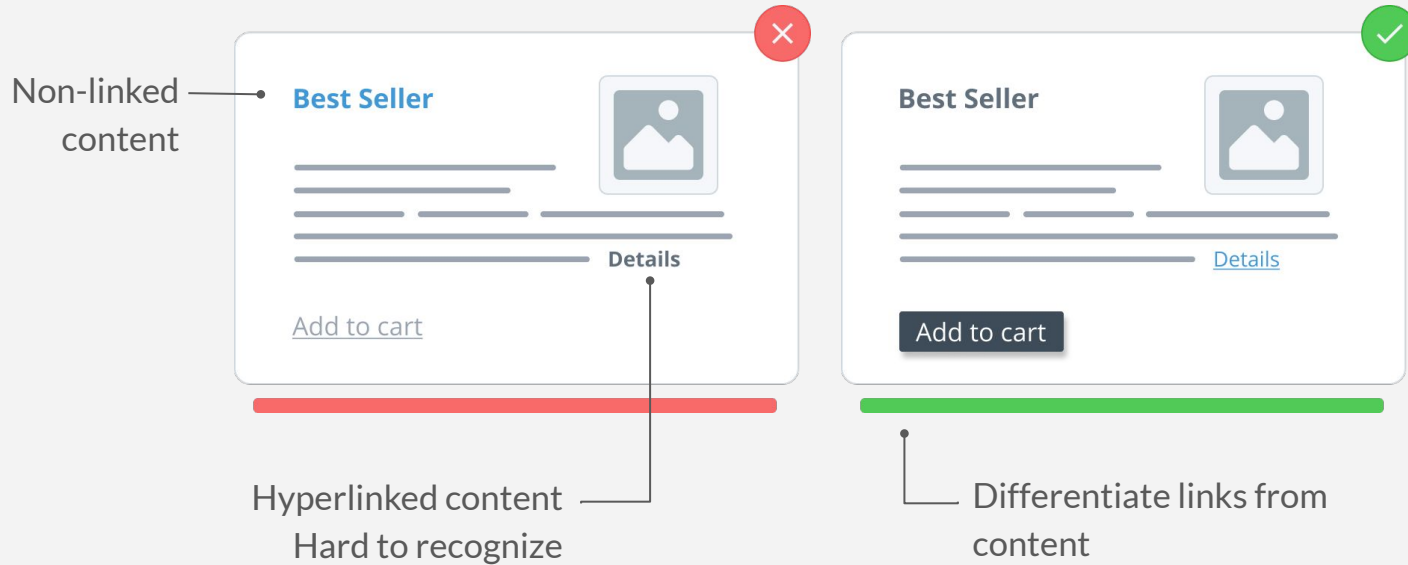


p2# Affordance



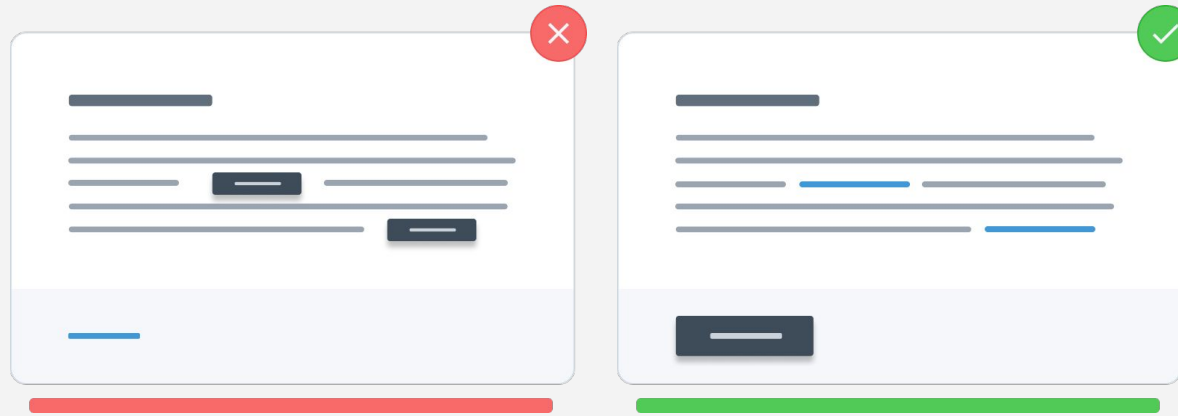
Cues which give a hint on how users may interact with an object

p2# Affordance: Links



Link = Blue + Underline

6# Buttons vs. Links



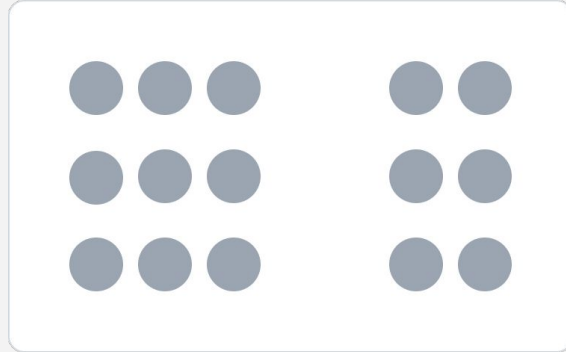
Button

[Link](#)

Use for **Actions**
Affects the interface

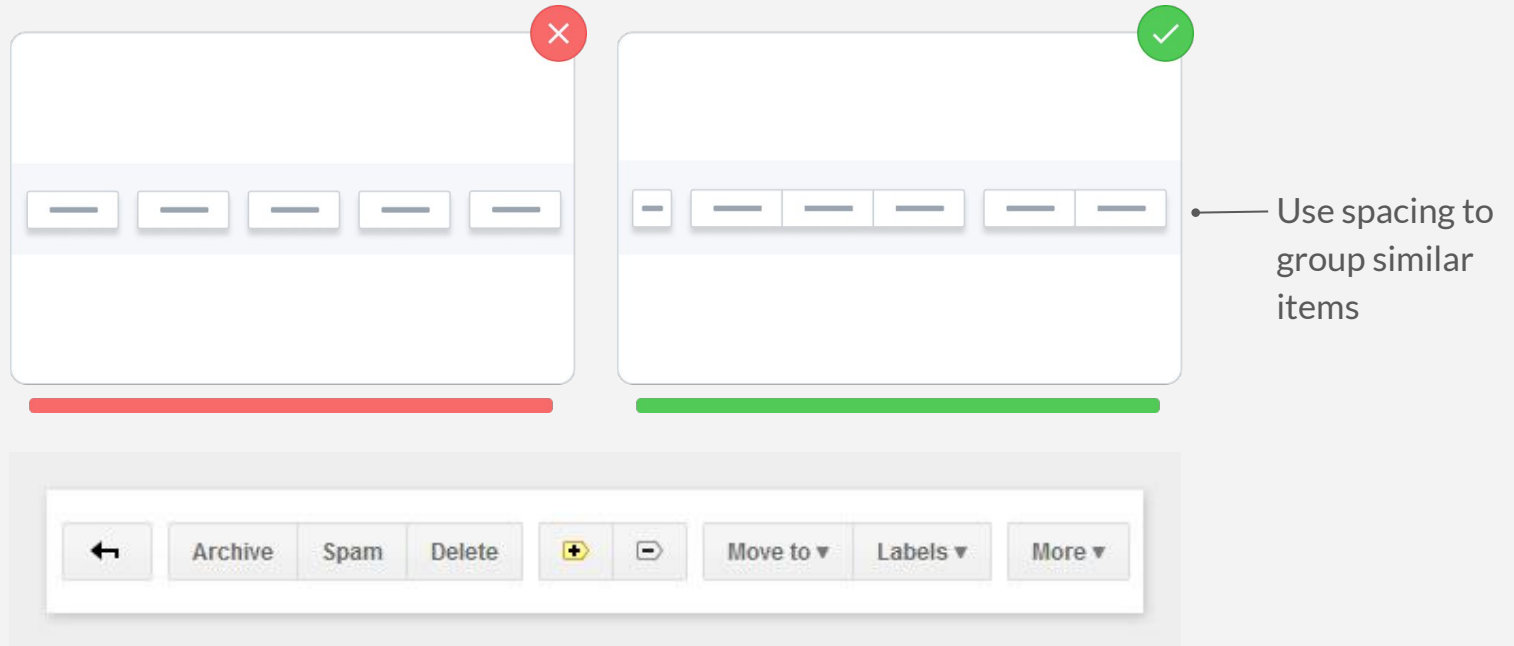
Use for **Navigation**
Doesn't affect the interface

p3# Proximity (Gestalt)

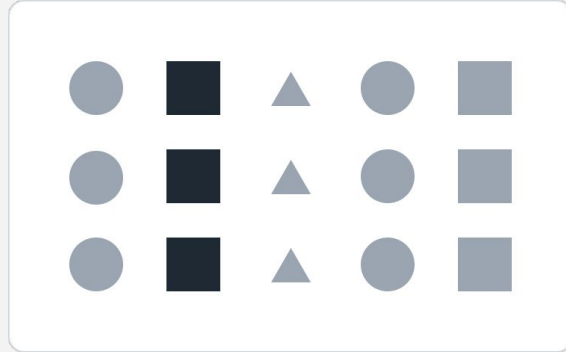


Objects that are close together are perceived to be related

p3# Proximity: Menus



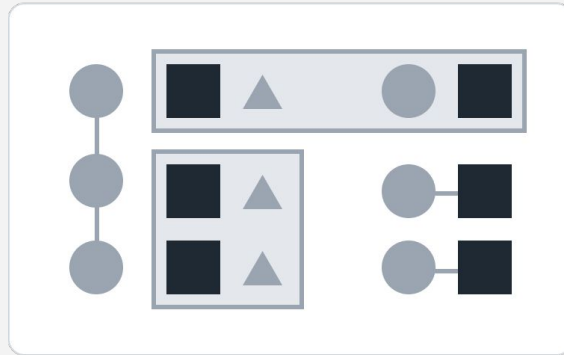
p4# Similarity (Gestalt)



Objects sharing attributes are perceived to be related

Color, size, shape or orientation can be used for contrast

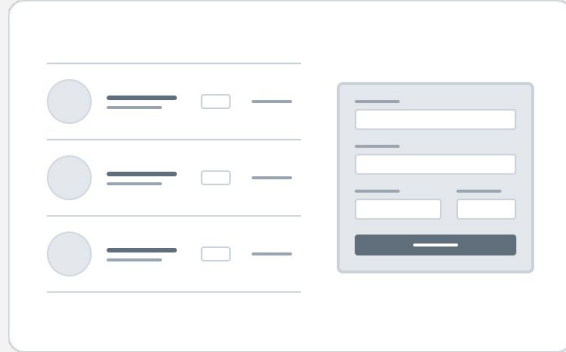
p5# Law of Unity (Gestalt)



Objects connected by lines or boxes are perceived to be related

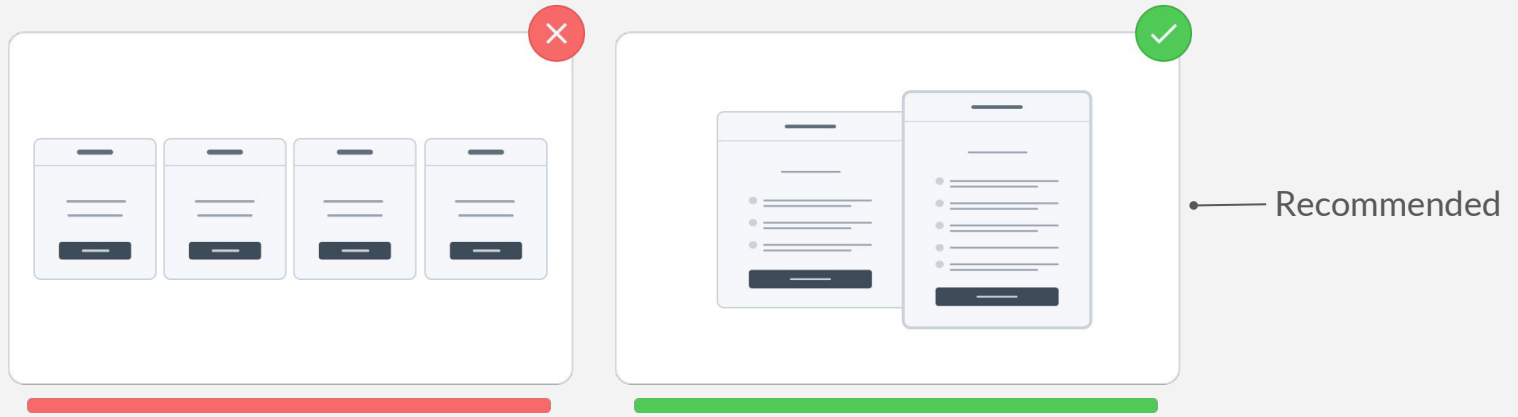
Overrides cues from proximity or similarity

p5# Law of Unity: Grouping



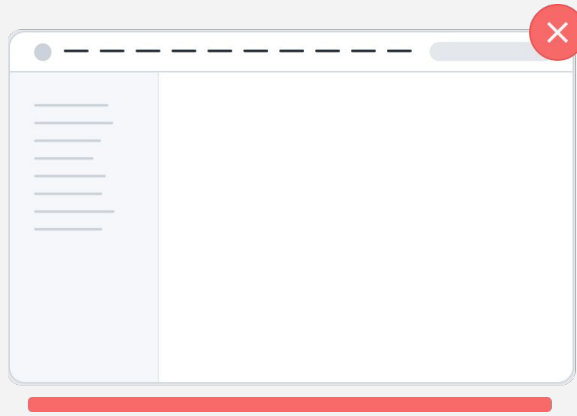
Using lines and backgrounds to group related elements

p6# Choice Paralysis (Hick's Law)

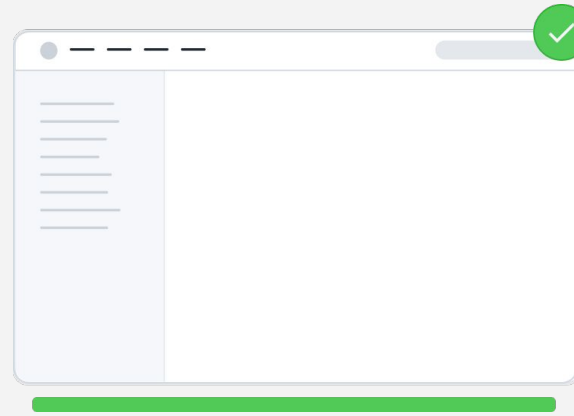


The time to make a decision increases with the number and complexity of choices

p7# 7±2 Rule (Miller's Law)



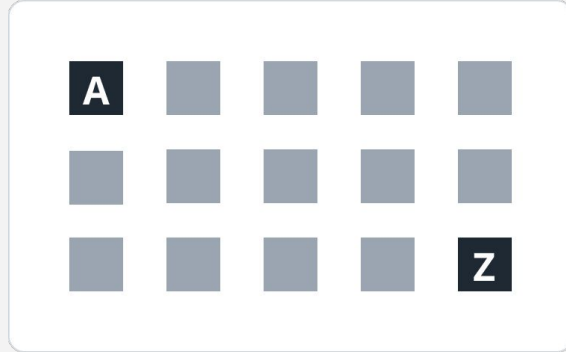
Human brain is limited to retain 7 ± 2 items in the short-term memory at one time



Limit menu entries

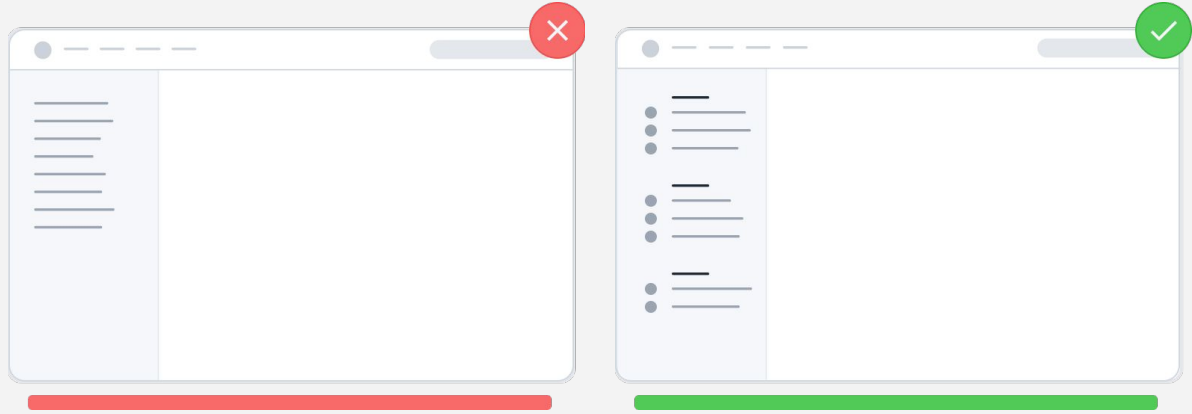
The new estimate is 4 ± 1 chunks

p8# Serial Position Effect



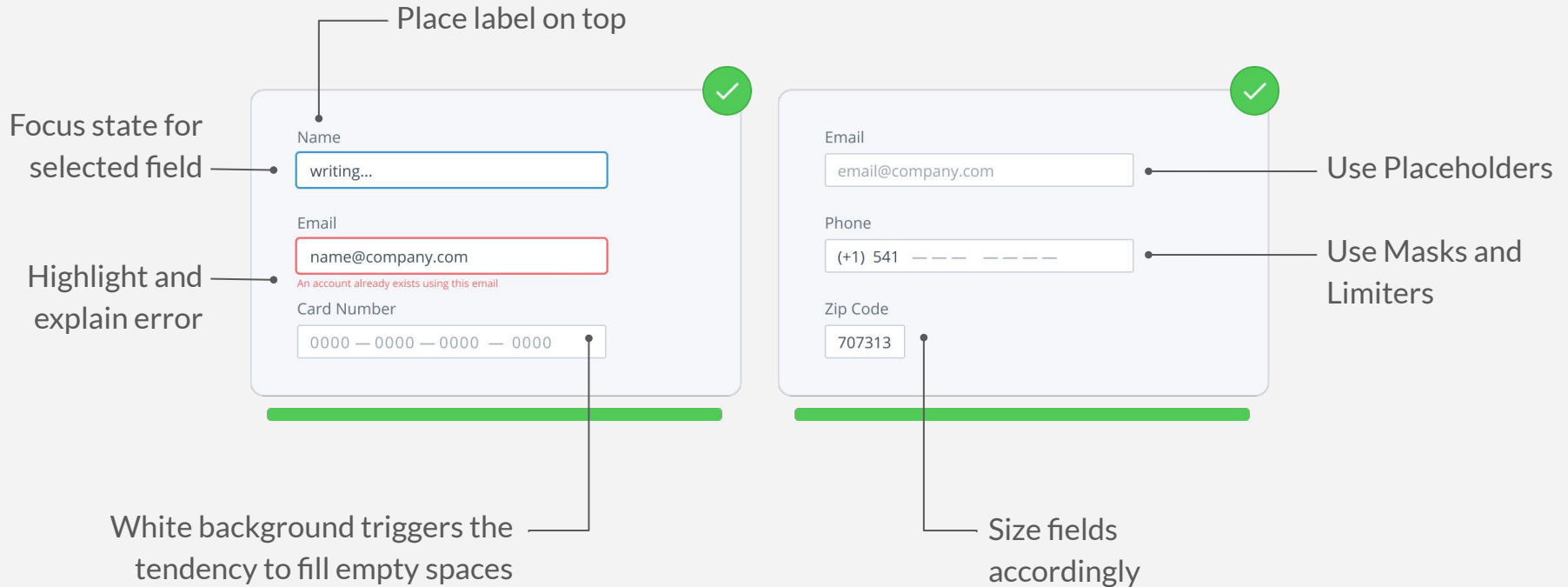
We remember best the **first** and **last** items in a serie

pg# Chunking



Group items to make them easier to process and remember

7# Form Fields



8# Text Align: Numbers

The image shows two side-by-side panels illustrating text alignment for numbers. The left panel, marked with a red 'X', shows a list of three items with values 12564, 22, and 356. The numbers are left-aligned, making it difficult to compare their magnitudes. A red bar is positioned below the list, and a red circle with an 'X' is in the top right corner. The right panel, marked with a green checkmark, shows the same list with the numbers right-aligned. This makes the values 12564, 22, and 356 easy to compare. A green bar is positioned below the list, and a green circle with a checkmark is in the top right corner. Labels 'Hard to compare values' and 'Right-align numbers' are connected to the respective panels by lines.

Item	Value
Item 1	12564
Item 2	22
Item 3	356

Hard to compare values


Item	Value
Item 1	12564
Item 2	22
Item 3	356

Right-align numbers

8# Text Align: Tables



21 Sept 2019	\$425.00USD
15 Sept 2019	\$2500.00USD
18 Aug 2019	\$1800.00USD
4 Oct 2019	\$3745.00USD



A table with four rows. The first column contains dates and the second column contains monetary values. The text is left-aligned. A red 'X' icon is in the top right corner. A red bar is below the table, with lines connecting it to the text 'Hard to scan'.

Hard to scan



21 Sep 2019	\$425.00 USD
15 Sep 2019	\$2,500.00 USD
18 Aug 2019	\$1,800.00 USD
4 Oct 2019	\$3,745.00 USD

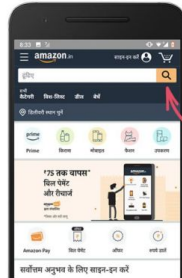


A table with four rows. The first column contains dates and the second column contains monetary values. The text is right-aligned. A green checkmark icon is in the top right corner. A green bar is below the table, with lines connecting it to the text 'Choose the right alignment'.

Choose the right alignment

9# Icon Metaphor

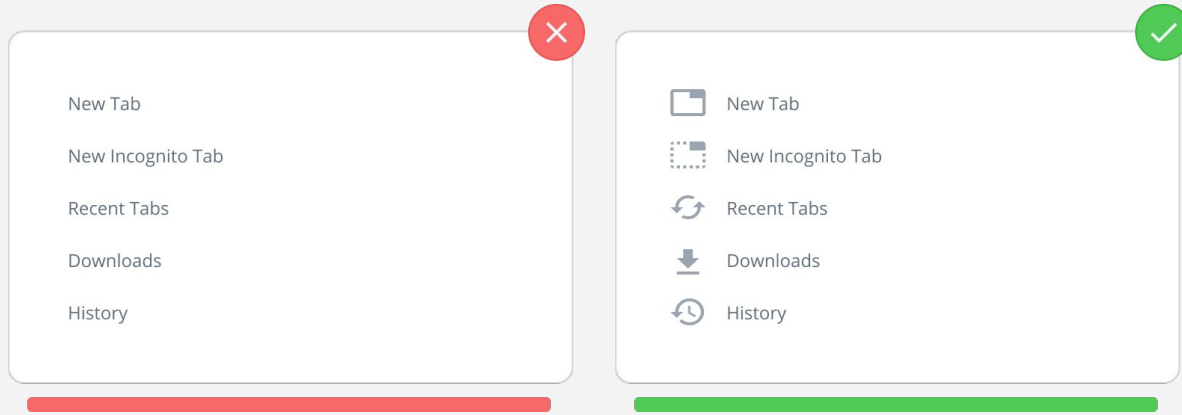
“When [Amazon] figured out customers **didn't know the magnifying glass was a standard symbol for search**—some were calling it the ping-pong paddle—it added pop-up descriptions and recommendations in Hindi.”



Iconography is not universal



10# Icon + Text



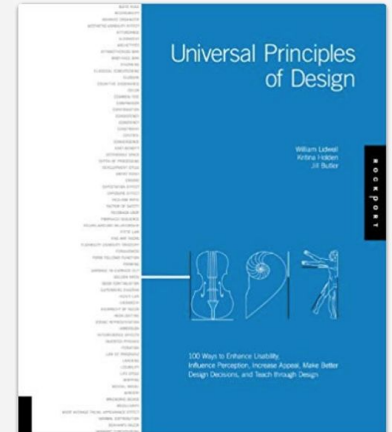
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Thank you
Questions?

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