

MAKING EXCELLENT UI/UX

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3 SIMPLE PRINCIPLES
TO MAKE EXCELLENT UI/UX

Encouraged Behaviour

“Don’t make me think!”

Consistency

Encouraged Behaviour

Encouraged Behaviour

Don't make me think

Consistency

Any product person should
understand clearly

the main objective

of the application/software
he is designing.

Encouraged Behaviour

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The Golden Role of UX Development:

Simplicity & Cueing

To provide

A process as easy and frictionless as possible

A cue to change a user's behaviour and guide them through an action

Encouraged Behaviour

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A user's behavior = Ability + Motivation + Trigger

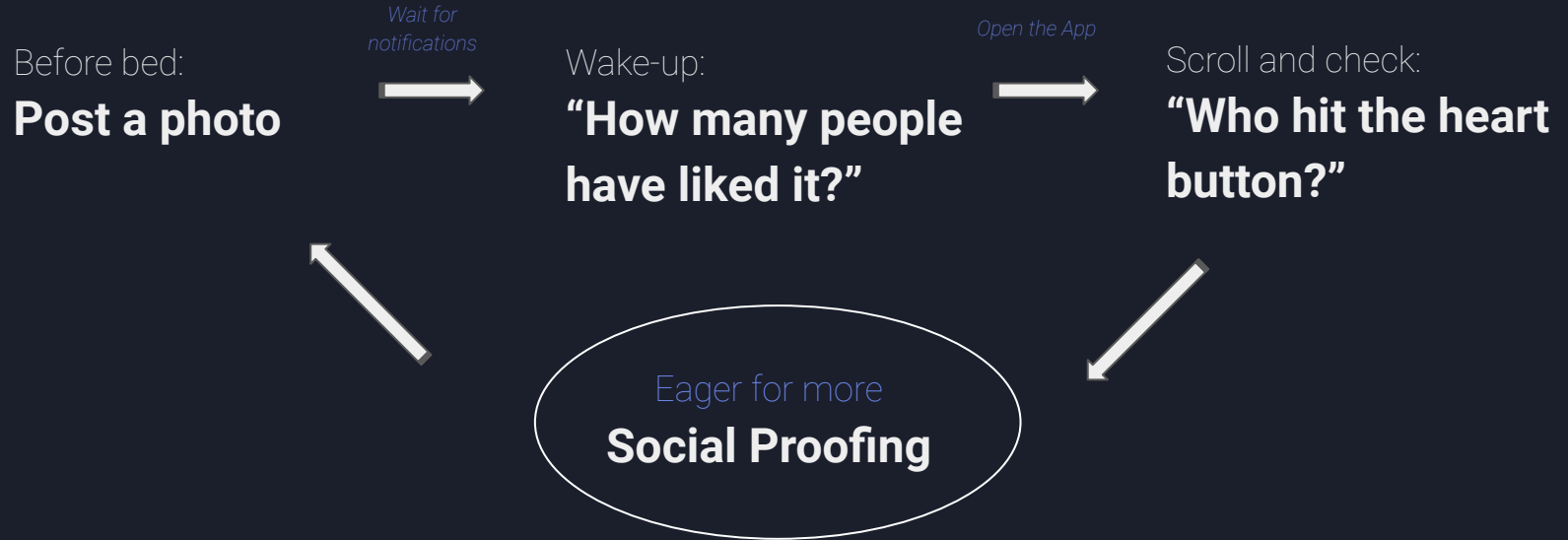
Encouraged Behavioral Design Examples



Encouraged Behaviour

Don't make me think

Consistency



Ability: A Smartphone, Instagram installed, some friends using IG | Motivation: Social Proofing | Trigger: On-time 🔔 Notification, Heart ❤️ Button

Encouraged Behaviour

Don't make me think

Consistency

“Don't make me think!”

Users should be able to accomplish their tasks as **easily and directly** as possible.

For users, “don’t make me think” means we shouldn’t need an instruction manual to operate the UI. It also means making the least number of decisions and using the least cognitive effort possible.

For UX designers, “don’t make me think” means incorporating known patterns into our designs, using common UX standards, applying consistency, and creating a solid, intrinsic system logic to make users establish habits. It also means decreasing visual load, creating good information hierarchy, etc.

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THE CONVENTIONAL RULE OF THUMB #1

Decrease Visual Load

Make an interface as clean and simple as possible.

Simplify, simplify, simplify!
(cut, cut, cut)

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THE CONVENTIONAL RULE OF THUMB #2

Don't waste users' time

Let them complete their tasks in the least number of clicks or steps.

Make clicking mindless & obvious!

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THE CONVENTIONAL RULE OF THUMB #3

Keep it consistent

When designing UX for any product or service, we'll stick to some templates and patterns so users can form habits that allow them to more easily use the system.

No explanation is needed!

Encouraged Behaviour

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What is **Consistency?**

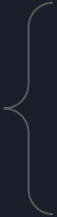
Encouraged Behaviour

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Uniform elements: *look and behave* **the same way**.

To give users



- Sense of Control
- Familiarity
- Reliability

The benefits of **Consistency**

Reduce Learning

Eliminate Confusion

Encouraged Behaviour

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Developing **Consistency**

Aim to be consistent with

Device UI guidelines and behaviors

Similar apps/sites

Your own design

Encouraged Behaviour

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An Example of Consistency

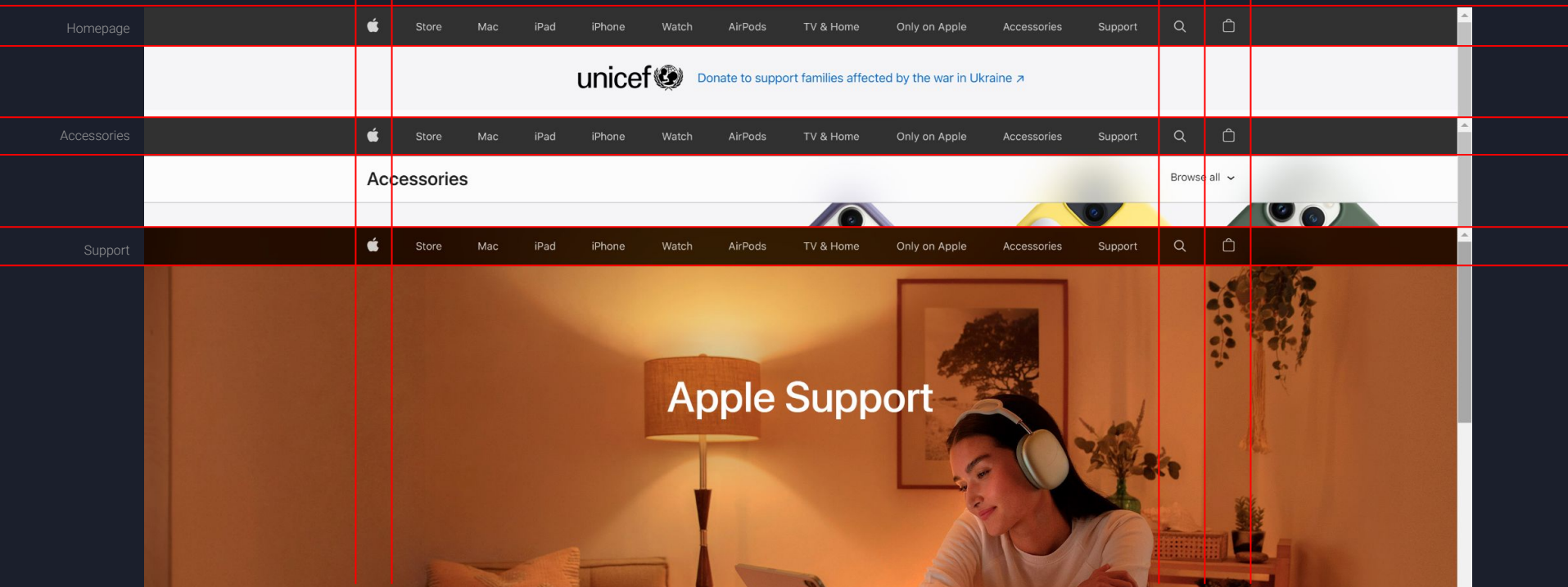
Navigation bar and navigating items stay in exact position and orders.
Users easily navigating through the site with an ease in mind.

No confusion. No new learning.

Encouraged Behaviour

Don't make me think

Consistency



An Example of Consistency

Encouraged Behaviour

Don't make me think

Consistency

Apple.com Homepage

Store Mac iPad iPhone Watch AirPods TV & Home Only on Apple Accessories Support



unicef Donate to support families affected by the war in Ukraine >

Microsoft.com Homepage

Microsoft Microsoft 365 Office Windows Xbox Hỗ trợ

Tất cả Microsoft Tim kiếm Giỏ hàng Đăng nhập

PC Game Pass

Khám phá 100+ game hay & EA Play, cũng 3 tháng đầu tiên chỉ 24.900 đ. Ưu đãi chỉ cho người đăng ký mới.

Tham gia ngay >



Chọn Microsoft
365 của bạn

Khám phá trò
chơi trên PC

Tải Windows



Apple.com vs Microsoft.com:
Search icons and Cart icons are always
positioned on the top right corner of the page.
Standardized.

MAKING

EXCELLENT

UI/UX

END OF SLIDE

When UX doesn't consider ALL users,
Shouldn't it be known as
“SOME User Experience” or **SUX?**”

Bill Gregory

Senior Accessibility Engineer