

I'm not robot





The key to designing an effective user interface lies in anticipating users' needs and creating an intuitive experience. To achieve this, UI designers follow the 10 user interface guidelines developed by Jakob Nielsen and Rolf Molich. These guidelines prioritize usability, utility, and desirability, providing a solid foundation for successful UI design. The first guideline emphasizes the importance of system status visibility, allowing users to understand the outcome of their interactions and make informed decisions without excessive thought. Providing immediate feedback through pop-ups or status bars enhances the user experience and builds trust with the product and brand. For instance, Google Maps effectively communicates its status and progress to users through a combination of visual indicators, such as an arrow and trip time estimation. The second guideline stresses the importance of matching the system's language and concepts with those of the real world. This involves using natural and logical ordering of information, straightforward terminology, and intuitive icons and images that correspond to predictable outcomes. By adopting "natural mapping," designers can reduce users' cognitive load and make their experience feel more intuitive. The example of pinch-to-zoom illustrates this concept, as its widespread adoption in consumer devices has made it an intuitive gesture for many users. (Note: I applied the INCREASE BURSTINESS (IB) rewriting method to the original text.) The UI design for a touch screen device worldwide should prioritize user control and freedom. Clearly marked "emergency exits" from accidental actions reduce frustration and make the product more user-friendly. Consistency with industry standards in internal and external usability helps build trust with users. Preventing errors through practical constraints, change default settings or providing confirmation options is essential. The design should focus on preventing high-cost errors first and then tackle minor frustrations. Users got frustrated after finding their text messages missing due to a mistake. Apple swiftly introduced a confirmation option to ease the issue. 6. Recognition over Recall Humans' short-term memory lasts only 20-30 seconds, making it easier for them to recognize information rather than remember it. With multiple interfaces in use, it's unreasonable to expect users to recall information from one part of an interface to another. As a UI designer, prioritize ensuring that key elements are visible and easily retrievable throughout the app. Example: iOS 13 introduced a security code autofill function that reduces the need for short-term memory. 7. Flexibility and Efficiency Consistency is crucial for building trust with users, but flexibility can also be vital. Providing shortcuts, customisations, and content personalisation can build a different kind of trust. This might include customisable dashboards, keyboard shortcuts, or touch gestures that speed up common functions. Example: Pinterest offers customisation options like boards, board segments, feed tuning, and touch gestures to enhance efficiency. 8. Aesthetic and Minimalist Design Minimalist designs are popular because they focus on essential information, reducing visual clutter. Unimportant components can distract from key elements, making it vital to prioritize the most important aspects of an interface. Example: Medium's clean design features clear buttons and few menu options, allowing users to easily navigate the site. 9. Helping Users Recognize, Diagnose, and Recover from Errors Users want autonomy and control when encountering errors. To avoid reaching out for help, it's essential to guide users in recognizing, diagnosing, and recovering from errors within an interface. This can include clear error messages, troubleshooting steps, or recovery options. Clear error messages are crucial for user experience. They should be written in plain language, offering a constructive solution to mistakes independently. Avoiding error codes and including graphics or visuals can speed up recognition. An example of good practice is Spotify's failed payment notification, which clearly explains the next steps to resolve the problem. Effective help and documentation are also essential for software and hardware success. They should be easy to find and search through, with concise instructions on how to solve problems or learn new functions. Presenting documentation at the moment it's needed can improve user experience. Chatbots like Dubsado provide instant help by allowing users to quickly find answers. The 10 guidelines for user interface design are important because they provide a foundation for good UI design. Following these rules can make user experiences better and more efficient. These principles were developed over decades by UI leaders and are not set in stone, but following them can benefit designers. Users often perceive aesthetically pleasing design as being more usable. However, too many options can lead to decision paralysis, also known as the paradox of choice. Breaking down information into manageable chunks and grouping it together meaningfully is a way to reduce cognitive overload. Cognitive biases can influence our perception of the world and decision-making ability. The amount of mental resources needed to interact with an interface affects productivity. A fast interaction pace (less than 400ms) ensures that neither the user nor the computer has to wait on the other. The time it takes to acquire a target is influenced by its distance and size. User immersion, or being fully engaged in an activity, can lead to energized focus and improved performance. The way people interact with activities can greatly impact their enjoyment and sense of fulfillment. As a goal gets closer, the desire to achieve it increases. However, when faced with many options, decision-making becomes more difficult and time-consuming. Users tend to spend most of their time on other platforms, so your site should mirror the familiar layout they're used to. Similar elements are often grouped together due to shared boundaries or proximity. People simplify complex images by interpreting them in the simplest way possible. The human eye tends to see connected elements as more related than those without a connection. A compressed model of a system can be formed based on what we think is known about it, and people's working memory can only hold around 7 (plus or minus 2) items. When faced with competing hypotheses that explain things equally well, the one with fewer assumptions should be chosen. People often skip manuals and start using software immediately. The Pareto principle states that 80% of effects come from 20% of causes, and tasks will expand to fill available time. Experiences are remembered based on how they felt at their peak and end rather than every moment in between. It's better to be lenient when accepting information but conservative when sending it. Attention is focused on a subset of stimuli related to goals, and people tend to best remember the first and last items in a series. There's a certain amount of complexity that can't be reduced, as stated by Tesler's Law. The Von Restorff effect shows that people are more likely to remember an object that differs from others when multiple similar objects are present. A cognitive system temporarily holds and manipulates information needed to complete tasks, but uncompleted or interrupted tasks are remembered better than completed ones.

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