What to Do When Interface Design Goes Bad

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What you’re in for…

- A quick discussion about why interface design matters
- A closer look at some tricks and tips for improving your design and markup
- An assessment of what we have learned and how to learn more about interface design
I DESIGNED THE USER INTERFACE MYSELF. HOW DO YOU LIKE THE COLORS?

PUKE

FLU? INTERFACE DESIGN.
Background Thoughts

● Bad interface design is emotional
● User interfaces should guide
● User interfaces should teach
Content is King?

- Sort of... Design matters ... A LOT
- Users judge superficially, and quickly
- Professional Design = Credibility
Tips: Consistency

- Intuitive interfaces are learnable because they follow and support their own conventions.
- Make it look easy by developing with same goals and same look and feel.
- Consider web conventions.
Example: Consistency
Tips: Low Literacy

- Simplicity - hold it dear
- Highlight key text
- Use Headings
  - And
  - Bulleted Lists
Example: Low Literacy
Interface: HTML Forms

- Primary user interface (UI) for web applications
- Frequently just an afterthought
- Specific markup can improve function
Example: `<form>`

Enter an ISBN or Amazon ASIN for details:

0596005601

Check Amazon
Tips: `<form>` `<label>`

- Provides active cursor
- Creates accessible markup

`<label for="id">Enter an ISBN or Amazon ASIN for details:</label>`
`<input type="text" id="id" name="id" value="0596005601" />`
Tips: `<form>` `<script>`

- Pre-populate with form field values
- Creates accessible markup

...value="0596005601" onfocus="this.value="; this.onfocus=null;"...
Tips: `<form>` actions

- Prioritize necessary actions
- De-emphasize or even remove negative action choices

**Negative**

![Negative Example](image1)

**Positive**

![Positive Example](image2)
Tips: Segmentation

- Simple segmentation gives momentum & direction
- Use `<fieldset>`, `<legend>`, `<h1>`, `<h2>` HTML tags
- Group related actions
Example: Segmentation
Learning More...

- Kathy Sierra, Creating Passionate Users
- 37 signals blog and their book...
Questions?

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