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10 Principles of

User Experience Design

1.

Know the audience

By fully understanding our users, we can craft experiences to suit their needs and wants. Never assume because we understand something users will too.

Be curious - do your homework, do some research.

2.

Walk in the user's shoes

Build empathy towards users by experiencing the product in the same way they do.

Remember: Everyone is different. Think about different views, ages and demographics using personas and scenarios.

3.

Organise the flow

Layout the user journey of applications with good design logic and accessibility in mind.

Constantly look to optimise based on data and user feedback but manage change carefully.

4.

Communicate with visuals

Use non verbal communication as much as possible using colour, shape, form and motion.

Create beacons. Lead users to what's next using visual queues and reward accordingly.

5.

Avoid information overload

Don't overwhelm users with too much at once. Communicate one thing at a time.

If there is a lot of information, divide it up so users can absorb the information and understand their next goal.

6.

Keep the brand strong

Having a clear identity gives a competitive edge. Users need to understand what the product stands for and what makes it special compared to others.

Over time, this builds trust and loyalty. Be human and show a bit of personality :P

7.

Praise as much as possible

For every ounce of achievement, add a ton of praise. Give users plenty of rewards for everything they do.

Appeal to the senses using visuals and audio.

8.

Never settle

Evolve, learn and grow. Use data to make the good stuff great. Learn from failures. Continually improve and strive to be the best.

Leverage analytics to help understand users and look for patterns. Change things accordingly to optimise performance.

9.

Keep improving

Never be satisfied. Be aspirational and always push for improvement. Incrementally improve elements within the experience.

It's not a case of adding more, it's about making a good experience great.

10.

Craft unforgettable experiences

Create experiences that people don't get elsewhere. Happy and loyal customers are a by-product of creating special moments.

Learn to care and put the users at the heart of the experience.