

Best Practices - UX

Stay Current With Methodology

Interviews, personas, journey maps,
empathy tools

Interaction Design Patterns

(what has worked well before)



First use: Xerox Star - 1981

Style Guides

“Principles over Standards”

“These are my principles; if you don’t like them, I have others.”—Groucho Marx

When visual branding conflicts with a design pattern.

Visual Design Trends

Visual Design Templates

UX boils down to:

Who is the user?

What is their goal?

Where are they?

What do you want
them to feel?

Engagement

Flow:

The ability to increase engagement through responsiveness, affordance and feedback

Good UX is the result of careful planning, analysis, investment, and continuous improvement.