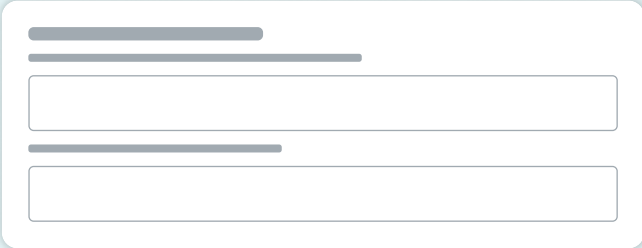


VISUAL HIERARCHY

We can communicate data hierarchy with visual cues. Gestalt rules give us a toolkit to make this straightforward.

Grouping with proximity

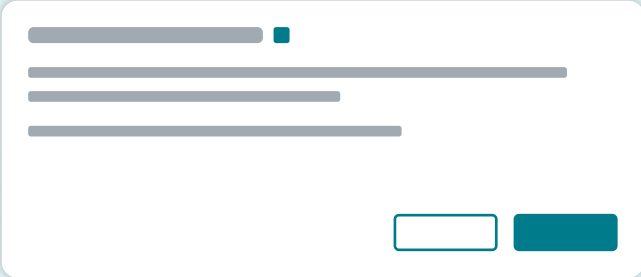


When creating interfaces, there should be **more spacing between elements** that are in different sections than inside the sections.

Why?

The “Law of Proximity” states that spacing plays an important role in finding items that belong together: even small margin differences can be used to communicate information hierarchy.

Grouping with similarity

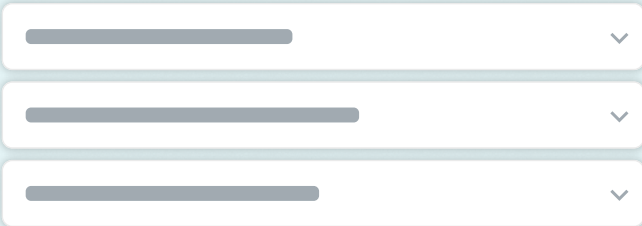


Similarly working components should look similar, elements that **work differently should look different**.

Why?

Similar objects are perceived to belong together. This can be used to communicate hierarchy or usage patterns. This is explained by the Gestalt rule “Law of Similarity”.

Grouping with areas

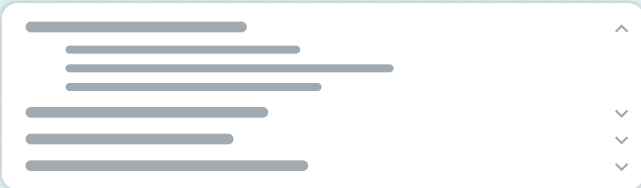


When grouping objects, placing them **within an enclosed space** or dividing groups with a solid line **communicates belonging** to the same group.

Why?

Placing objects in the same outlined section is an easy way to communicate groups. This is much stronger than just using spacing, as explained by the Gestalt rule “Law of Common Region”.

Grouping with alignment

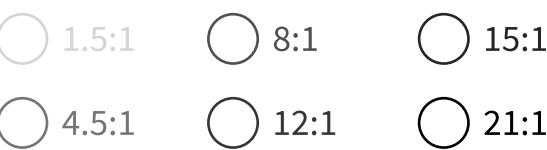


Try to **keep similar elements on the same axis**, thus showing information hierarchy without the need of reading through all information.

Why?

When some parts of a pattern is obstructed or missing, the visual system fills in the gaps, as proven by “Law of Closure”. This is weaker than proximity or common area, but can be used to communicate the hierarchy of an entire system.

READABILITY

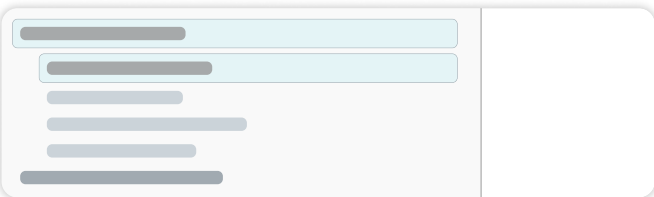


For comfortable usage, contrast ratio between foreground and background should be at least 4.5:1. When in doubt, **squint and check if you can read it**.

Why?

If the contrast is too low or the text is too small, sustained reading can cause eye fatigue and headaches, or in the worst cases, the content cannot be read at all.

UNDERSTANDABILITY

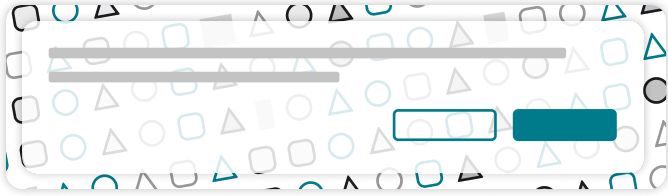


When **more than 7 items** need to be displayed, **use categorization**. These categories should hold a maximum of 7 items each.

Why?

A healthy human working memory usually can only hold 7±2 items. Gestalt rules give us a great toolset on how to visualize relations between chunks of information.

MINIMISING NOISE

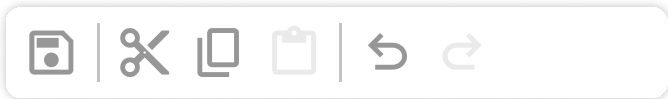


Keep strong **colors and movements to a minimum**, especially if used for decoration.

Why?

Any information that does not get processed becomes noise, which slows understanding and usage. Any movement, needlessly quick animation or an excessive use of primary colors may be counterproductive.

DISCOVERABILITY



When looking at a screen, you **should be able to tell what actions are possible**, and what outcome those will result in, even without actually taking the actions.

Why?

To flatten the learning curve, the system should communicate the possible options on every interface, and hint what they will result in, either via text (like button titles or descriptions) or conventions (such as having a close icon in the top right)

CONSISTENCY



If there is a **straightforward metaphor taken from the real world** when using an element, don't go against it.

Why?

Grounding elements in the real world makes it possible to build on our existing knowledge when learning a new system. Toggle switches should work like a light switch, where a change occurs immediately, while checkboxes always need saving before any state changes.

FEEDBACK

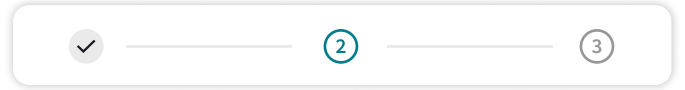


When something changes, the interfaces should mirror it as soon as possible. If the system loads slower than 1/20th of a second, **use loading indicators**

Why?

Two events are perceived the same if there are less than 50ms time difference between them. If that is not possible, moving indicators are a good way of bridging the time gap between them, thus hiding the latency of the system.

VISIBILITY OF SYSTEM STATUS



A **state of the system should be understandable** when looking at an interface, either after an action is taken or while recovering from an interruption. **Use recognition rather than recall** whenever possible.

Why?

When designing interfaces, we should always expect interruptions: when was the last time you went to get a coffee or got a phone call while using a complicated software? If you can tell where you left off, you don't need to spend time understanding or backtracking your steps when you return.

ERROR PREVENTION



Preventing errors are better than handling them. You can prevent most errors if

- People can **undo** their mistakes or get notified if they will not be able to
- You **provide format** requirements as soon as possible

Why?

Undo is an important emergency exit you can turn to when you get to a state you did not expect, which helps experimentation. Knowing the needed format beforehand minimizes frustration and possible data loss.

ERROR HANDLING



When errors happen, **explain what's wrong in the users' language** and **offer solutions** if you can.

Why?

We can minimize the stress of encountering errors if we share the right amount of information that helps recovery. The content of the error messages should build on the background knowledge of the one who is going to read it.

FLEXIBILITY



Interfaces should be able to be **used comfortably with a wide range of displays** and input devices. Crucial **functionality should not be lost** on any device.

Why?

We rarely have a say on what device people use our product on. We need to make sure important functionality is usable on any device, such as computers, laptops and touch devices, with or without using keyboards, mouse or touch screens.