

Design Principles



“How do you know if a design is good?”





Fast



Expensive



Powerful



Fiat Multipla

Good design represents a point of view
by which you arbitrate decisions.

Good design represents a point of view
by which you arbitrate decisions.

Design principles are a way to codify
that point of view.

Principle (noun): a fundamental truth that serves as the foundation for a system of belief or a chain of reasoning.

What are Design Principles?

A tool for...

- Aligning your team towards a shared vision
- Incorporating company/team values into the product
- Evaluating and critiquing designs

Different kinds of design principles

Universal design principles

- High-level concepts that are used to guide design
- Universal to all design
- There may be an interpretation specific to your product based on your product design principles

Product design principles

- How your product should feel, what emotions should it bring, what makes it distinct it from others
- Specific to your product and brand

Universal design principles

Dieter Rams

Good design is innovative

Good design is honest

**Ten principles
for good design**

Good design makes a
product useful

Good design is long-lasting

Good design is aesthetic

Good design is thorough,
down to the last detail

Good design makes a
product understandable

Good design is
environmentally-friendly

Good design is unobtrusive

Good design is as little
design as possible

Universal design principles

Ben Shneiderman's

Eight Golden Rules of Interface Design

1. Strive for **consistency**
2. Enable frequent users to use **shortcuts**
3. Offer informative **feedback**
4. Design dialog to yield **closure**
5. Offer simple **error handling**
6. Permit easy **reversal of actions**
7. Support **internal locus of control**
8. Reduce short-term **memory load**

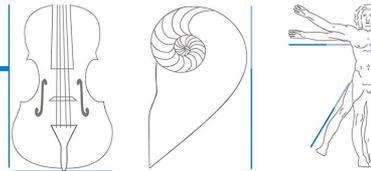
Universal Principles of Design



William Lidwell
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Jill Butler

Foreword by
Kimberly Elam

ROCKPORT



125 Ways to Enhance Usability, Influence Perception,
Increase Appeal, Make Better Design Decisions,
and Teach through Design

80/20 RULE
ACCESSIBILITY
ADVANCE ORGANIZER
AESTHETIC-USABILITY EFFECT
AFFORDANCE
ALIGNMENT
ANTHROPOMORPHIC FORM
ARCHETYPES
AREA ALIGNMENT
ATTRACTIVENESS BIAS
BABY-FACE BIAS
BIOPHILIA EFFECT
CATHEDRAL EFFECT
CHUNKING
CLASSICAL CONDITIONING
CLOSURE
COGNITIVE DISSONANCE
COLOR
COMMON RATE
COMPARISON
CONFIRMATION
CONSISTENCY
CONSTANCY
CONSTRAINT
CONTOUR BIAS
CONTROL
CONVERGENCE
COST-BENEFIT
DEFENSIBLE SPACE
DEPTH OF PROCESSING
DESIGN BY COMMITTEE
DESIRE LINE
DEVELOPMENT CYCLE
ENTRY POINT
ERRORS
EXPECTATION EFFECT
EXPOSURE EFFECT
FACE-ISM RATIO
FACTOR OF SAFETY
FEEDBACK LOOP
FIBONACCI SEQUENCE
FIGURE-GROUND RELATIONSHIP
FITZ'S LAW
FIVE HAT BACKS
FLEXIBILITY-USABILITY TRADEOFF
FORGIVENESS
FORM FOLLOWS FUNCTION
FRAMING
FREEZE-FLIGHT-FIGHT-FORFEIT
GARBAGE IN-GARBAGE OUT
GOLDEN RATIO
GOOD CONTINUATION
GUTENBERG DIAGRAM
HICK'S LAW
HIERARCHY
HIERARCHY OF NEEDS
HIGHLIGHTING
HORROR VADUI
HUNTER-NURTURER FIXATIONS
ICONIC REPRESENTATION
IMMERSION
INATTENTIONAL BLINDNESS
INTERFERENCE EFFECTS
INVERTED PYRAMID
ITERATION
LAW OF PRAGMATZ
LAYERING
LEGIBILITY
LIFE CYCLE
MAPPING
MENTAL MODEL
MIMICRY
MNEMONIC DEVICE

Product design principles

- Is specific to your product, your company, your organization.
- Helps resolve practical and real-world questions around specific design decisions.
- Applies to an entire class of design decisions, both things we can think of today, as well as questions that will pop up in the future.
- Imparts a human-oriented sense of “why?” that is easy for everybody — including non-designers — to understand.
- Has a point of view and a sense of prioritization that a rational person could disagree with.
- Is generally paired with illustrative examples that show how the principle applies to specific decisions.



“Less, but better”

Braun products





Kanketsu (simplicity)

“To bring a quiet sense of calm into strenuous everyday lives”

MUJI Design Philosophy

1. MUJI is not a brand whose value rests in the frills and “extras” it adds to its products.
2. MUJI is simplicity – but a simplicity achieved through a complexity of thought and design.
3. MUJI’s streamlining is the result of the careful elimination and subtraction of gratuitous features and design unrelated to function.
4. MUJI, the brand, is rational, and free of agenda, doctrine, and “isms.” The MUJI concept derives from us continuously asking, “What is best from an individual’s point of view?”
5. MUJI aspires to modesty and plainness, the better to adapt and shape itself to the styles, preferences, and practices of as wide a group of people as possible.
 - This is the single most important reason people embrace MUJI.
6. MUJI – in its deliberate pursuit of the pure and the ordinary – achieves the extraordinary.

Google

Google Ten Things We Know to Be True

1. Focus on the user and all else will follow
2. It's best to do one thing really, really well
3. Fast is better than slow
4. Democracy on the web works
5. You don't need to be at your desk to need an answer
6. You can make money without doing evil
7. There is always more information out there
8. The need for information crosses all borders
9. You can be serious without a suit
10. Great just isn't good enough



Google

Google Search

I'm Feeling Lucky

“Fast”

Google News - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://news.google.com/news/4ourcse5nucter5taw5fml...

Google News BETA Search and browse 4,500 news sources updated continuously.

Web Images Groups News Froogle Local Desktop more... advanced news Search

Search News Search the Web

Personalized News | Standard News | Text Version

Auto-generated 17 minutes ago

Top Stories Personalized News [0]

Recommended

World

U.S.

Business

Sci/Tech

Sports

Entertainment

Health

Most Popular

Make Google News Your Homepage

News Alerts

RSS Atom About Feeds

About Google News

Al Qaeda's No. 2 Follows Bin Laden's Lead and Resurfaces
 New York Times - 4 hours ago
 By HASSAM FATMI, DUBAI, United Arab Emirates, Jan. 20 - Just a day after Osama bin Laden resurfaced in a lengthy audiotape, a new recording by his deputy, Ayman al-Zawahiri, appeared today, praising the ...

US to probe beef shipment to Japan
 San Jose Mercury News - 1 hour ago
 BY ANDREW MARTIN, WASHINGTON - In what promises to be a costly blunder, a Brooklyn-based meat company sent a shipment of veal to Japan that included cattle backbones, material the Japanese consider at risk for mad cow disease. ...

Update 16: Renewed Japan Beef Ban Prompts US Probe
 Japan to halt US beef imports
 Kansas City Star - ABC News - Reuters - Financial Times - all 392 related

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Apple's right move
 Macworld - Jan 18, 2006 - When iTunes 6.0.2 came out during Expo last week, a new feature was quietly introduced—the MiniStore. This is a small ...

New Horizons Takes Off on a Nine-Year Journey
 Los Angeles Times - 20 hours ago - After two delays, the spacecraft is on its way to Pluto. Scientists say studying the planet will help them understand ...

Faster Wi-Fi standard gets draft approval
 CNET News.com - Jan 19, 2006 - A faster Wi-Fi standard appears to be about a year away, after a task group unanimously approved a proposal for an ...

Update 14: Negotiators, Clerics Work to Free Reporter
 Forbes - 7 hours ago
 By DALE GARDNER, RI 30 2006 03 37 PM US negotiators were working around the clock in ...

2 Missing After Fire in W. Virginia Coal Mine
 Los Angeles Times - 10 hours ago
 By Michael Mautz, Times Staff Writer, Fishkill, N.Y. and Omaha, nebraska, reported pushed to find two ...

Done

tester@gmail.com | Settings | Help | Sign out

Search Mail Search the Web Show search water Create a filter

Compose Mail

Fodor's Travel Wire - Bite the Big Apple During NYC's Restaurant Week - 5 days ago Web Clip

Inbox (4) Starred

Select: All, None, Read, Unread, Starred, Unstarred

me, Nicola (2) Photo - Can you send me that photo you mentioned earlier 11/30/05

me, Alex (7), Draft Harry Potter reviews... - Hey Alex, check out these reviews 10/20/05

Nathan Jessica's birthday Re: Birthday dinner - Hi there, just wanted to see if you 8/9/05

Mitchell, me (3) Good Camera - You can borrow mine and try it. I already bought it. Only 5/10/04

Karen, me (2) friends Cancelling Tennis on Tuesday - No big deal. I was probably goi 5/10/04

Todd, me (2) friends, Jessica's birthday, work Jessica's birthday dinner - Hi Ana, What's 5/10/04

Mitchell Bruce Springsteen concert? - Did you know the Boss is coming to to 5/10/04

Paige sony v1 - Hi, Did you get the link for the camera I wanted to buy? I can' 5/10/04

Nicola Fishing - Hi guys, Mark and I have arranged the fishing trip for the guys 5/10/04

Allison, me (4) Rolling Stones - I could really go for a trip to Paris next week. I am not 4/27/04

Lizzie friends Trip to Africa - Hey, so do you still want to go? It's going to be so 4/28/04

Select: All, None, Read, Unread, Starred, Unstarred

Archive Report Spam Delete More Actions ... 1 - 11 of 11

Shortcuts: o - open y - archive e - compose j - older k - newer

You are currently using 65 MB (2%) of your 2687 MB.

Global view: standard | basic HTML Learn more

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Labels friends (4)

Lizzie me: Hey Lizzie, are you there?
 Lizzie: Yeah, what's up?
 me: Nothing. I just wanted to try this chat thing

Options Pop-out

- Top stories
- For you
- Following
- Saved searches
- COVID-19
- U.S.
- World
- Your local news
- Business
- Technology
- Entertainment
- Sports
- Science
- Health
- Language & region
English (United States)
- Settings
- Get the Android app
- Get the iOS app
- Send feedback
- Help

Headlines

More Headlines

COVID-19 news: See the latest coverage of the coronavirus (COVID-19)

Who Is David Chipman, Biden's ATF Nominee?

NPR · 18 minutes ago



- Biden to announce first executive actions against gun violence in wake of mass shootings
- Biden to take first limited steps on gun control, including on 'ghost guns' and pistol braces
- A new weapon in the war on gun violence
- Giffords Group Plans Memorial to Gun Victims on National Mall

View Full Coverage

Expert: Derek Chauvin kept knee on neck for 3 minutes after George Floyd drew last breath

Minneapolis Star Tribune · 43 minutes ago



- Watch live: Derek Chauvin trial | Day 9

View Full Coverage

Migrant encounters up 71% in March as Biden administration grapples with border

USA TODAY · 3 hours ago



- Almost 19000 Migrant Children Stopped At U.S. Border in March, Most Ever In A Month

NPR · 29 minutes ago

Palo Alto

Partly cloudy
55°F

Today Fri Sat Sun Mon
66°F 61°F 69°F 69°F 69°F
46°F 45°F 45°F 45°F 46°F

C | F | K [More on weather.com](#)

Fact check

Is Joe Biden's infrastructure proposal fully paid for?

No, Pfizer's CEO Did Not Refuse to Take the COVID-19 Vaccine

Citizens United calls Biden's infrastructure plan the Green New Deal. It isn't.

Misleading Facebook posts claim Covid-19 vaccine increases risk of catching the novel coronavirus

Is Biden Admin Restarting Border Wall Construction?

Compose

Inbox 1

- Snoozed
- Important
- Sent
- Drafts
- All Mail

- Meet
- New meeting
- Join a meeting

Hangouts

- Irene
- Charlotte, Ziv, Bradley
- Ziv Au
- Sunkwan Kim
- Stephen Lamm
- Bradley Horowitz
- Stephen, Charlotte, Bradley, B
- Stephen, Bradley
- Chi kwan, Ben
- Sabrina Ellis
- GNO

- Primary
- Social 4 new
- Promotions
- Top picks
- Lee C. Bollinger
- Bloomberg News
- UX Collective
- Gina Pell + Amy Par.
- The Washington Post
- Vivobarefoot
- Wirecutter Deals
- Sephora VIB
- Joffrey Ballet Scho.
- Max Mara
- The Future Perfect
- HOBO
- NOBULL
- CARBON38
- Mixcloud
- Pacific Art League
- Medium Daily Digest
- KORAL

February 2018 < >

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	1	2	3	4
5	6	7	8	9	10	11

Add a friend's calendar +

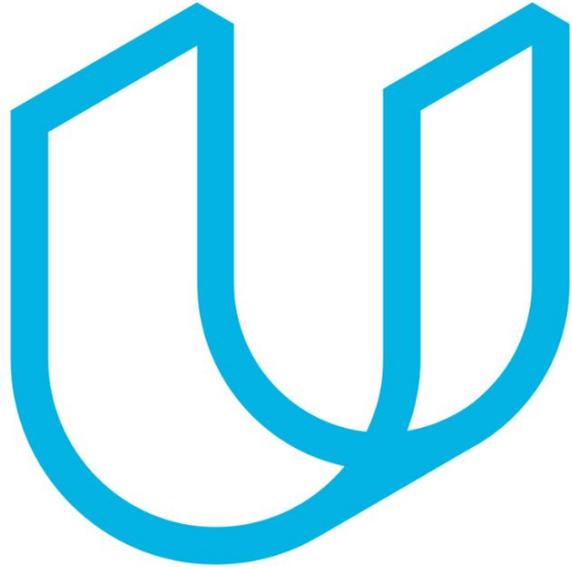
- My calendars ^
- Steve Dotto
 - Birthdays
 - CABIN
 - Dotto Editorial
 - Family
 - Reminders
 - Webinar Schedule

- Other calendars ^
- Shan'sWork
 - Vancouver Canucks
 - Webinars
 - Asana Tasks
 - Asana Video Tasks

	Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10	Sun 11
	PDF Bank Statements	(No title)	Webinar Palooza	OME Lesson 5	Powerbot Subscription		
		OVME Live Lesson 1	WW 47 Workplace Ergo	Shan at SH	Set Up Webinar		
					Thumbnail for Webinar		
GMT-05							
GMT-08							
12:00			Shan at SH 08:30 - 12:30		Studio Circuit 08:15, The Studio	Triple 20 08:15, The Studio	Triple 20 08:15, The Studio
13:00	TRX T&A (toned & aweso 09:30, The Studio		Webinbar Wednesday 09:30 - 11:00		Social Media Marketing 10:00, Crowdcast		
14:00							
15:00	SH 12:00 - 15:00	Shan at SH 12:00 - 15:00		Dr wong 12:00 - 13:00	Lunch with Fehr 12:00 - 13:00		
16:00		Shan at SH 12:30 - 15:00					Canucks @ Stars 13:00 - 16:00
17:00					SMMW18 Musical 13:30, gotomeeting		
18:00				Basketball 15:00 - 17:00			
19:00		Greater Victoria 16:00					
20:00		Canucks (1) @ Panthers (3) 16:30 - 19:30		Canucks (2) @ Lightning (5) 16:30 - 19:30	Canucks @ Hurricanes 16:30 - 19:30		
21:00							Updated: Dinner w/ Steve & Shannon 17:30 - 20:30 Blue Martini Jazz Cafe Yew Street Vancouver BC Canada
22:00							
23:00							
00:00							
21:00							

Google Calendar Design Principles

1. Fast, visually appealing, and joyous to use
2. Drop-dead simple to get information into the calendar
3. More than boxes on a screen (reminders, invitations, etc.)
4. Easy to share so you can see your whole life in one place



UDACITY

Udacity

BEFORE

Success metric:

- Course completion rate

Udacity

BEFORE

Success metric:

- Course completion rate

Synchronous classes had a higher completion rate than asynchronous classes...

Udacity

BEFORE

Success metric:

- Course completion rate

Synchronous classes had a higher completion rate than asynchronous classes...

...BUT they did not offer the flexibility that “unconventional” students needed, whom our founder wanted to support

Udacity

BEFORE

Success metric:

- Course completion rate

Synchronous classes had a higher completion rate than asynchronous classes...

...BUT they did not offer the flexibility that “unconventional” students needed, whom our founder wanted to support

AFTER

Design principle:

- We support anyone who is motivated to take a class, at their own pace, on their own time

Success metric:

- How many people can land a job with a tech company after taking Udacity courses?

<https://www.designprinciplesftw.com/>

Design has the power to **shape** how we
think and feel.

Design principles are a way to **design**
intentionally, not carelessly.



Kanketsu (simplicity)

“To bring a quiet sense of calm into strenuous everyday lives”







WATCHES / BANDS

THE BRAND

MORE ▾



slow is not a speed. It's a mindset that most of us somehow lost. Let's make time to bring slow back into our life. be slow...

The slow founders





Google

How to create design principles

1. Ask everyone to quietly write down at least 8 qualities that either **currently separate or should separate your product from competitors.**
2. Have each member present their notes, placing them on the wall. As more people share, there will be some duplication. Place similar notes around those that are already on the wall.
3. Have each person write down **3–5 principles using the descriptors and differentiators that describe what you want your product to feel like to customers.** In addition, have them write down **2–3 descriptors that you want your product to avoid.**
4. Again, have each person present their principles. Place overlapping or similar principles near each other.
5. **Bubble sort the principles** so there is a sense of priority. It may be helpful to reflect on recent decisions that had to be made. What were you optimizing for when choosing one direction over another?
6. As a sanity check, reflect on decisions the team has made to date against your stated principles. **How well does reality match with the aspiration?**

Tips for creating design principles

1. Make them authentic
 - They should reflect your team's values
2. Make them distinct
 - Each principle has to stand on its own
3. Make them memorable
 - They should roll off the tongue
4. Make them unavoidable
 - Principles should be ever-present
5. Make them part of the process
 - Motivate, defend, critique design decisions using the principles
6. Make them unique to your company/team
 - Avoid focusing on principles that should be a baseline for all great products

Exercise

Team exercise: Product design principles

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