



# **SNS COLLEGE OF TECHNOLOGY**



**Coimbatore-36.**

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**COURSE NAME :19CSE315 – UI/UX DESIGN**

**IIIYEAR/ VI SEMESTER**

**UNIT – II TYPOGRAPHY**

**Topic : Guidelines for proper type selection**

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# Guidelines for proper type selection

The primary focus of a user interface design is anticipating what a user might need to do to make their experience as intuitive as possible.

There are few guidelines for proper type selection . They are

## 1. Visibility of system status

Users want to know what is going on throughout their experience with your product. Making the system status visible helps them understand the outcome of their prior interactions and decide the next steps intuitively – without having to think too hard about it.

**Example: Google Maps status bar and GPS arrow**

## 2. Match between the system with the real world

Designers should endeavor to mirror the language and concepts users would find in the real world based on who their target users are. Presenting information in logical order and piggybacking on user's expectations derived from their real-world experiences will reduce cognitive strain and make systems easier to use.

**Example: Pinch-to-zoom**



# Guidelines for proper type selection



## 3. User control and freedom

Users need clearly marked exits from accidental or unwanted actions. This saves them from having to redo an entire process. “Emergency exits” create a feeling of freedom for users. The exits need to be clearly labelled and discoverable too.

Clearly defined exits and the feeling of freedom they create for a user also fosters trust in your product and brand. They reduce frustration and negative feelings and help make your product more user-friendly.

**Example: Undo and redo in Google Docs**

## 4. Consistency and standards

Interface designers should ensure that both the graphic elements and terminology are maintained across similar platforms. For example, an icon that represents one category or concept should not represent a different concept when used on a different screen.

**Example: Search magnifying glass**



# Guidelines for proper type selection



## 5. Error prevention

One piece of advice that UI designers hear often is to have a great error message and hope that no one ever sees it. There are two types of errors.

**1.Slips:** errors that happen unconsciously – usually caused by inattention

**2.Mistakes:** errors consciously made – usually a result of cognitive load or a mismatch between the user’s mental model and the design

UI designers should prevent errors before they come up for the user. That means finding and eliminating error-prone functions during user testing before launch. If it’s necessary to keep a function that tends to be error-prone, present the user with a confirmation before they can commit the action to avoid mistakes and frustration. To design efficiently, focus on preventing high-cost errors first. Then, make a plan to tackle the more minor frustrations. UI designers can use practical constraints, change default settings or provide confirmation options to prevent slips. They can minimize mistakes by making the cognitive load lighter.

**Example: Shake to undo confirmation box on iPhone’s latest OS**



## Guidelines for proper type selection

### 6. Recognition rather than recall

As a UI designer, you should ensure that users don't need to remember or transfer information from one part of your interface to another. All key elements, actions and options should be visible or easily retrievable throughout the app. They should also be located in the same place.

**Example: Security code autofill**

### 7. Flexibility and efficiency of use

While consistency and uniformity are important to build trust and intuition with users, flexibility can be crucial too. Making your interface efficient by providing shortcuts and customizations can build a different kind of trust with your user.

This can look like a customizable dashboard, keyboard shortcuts or touch gestures that speed up common functions. Alternatively, like most social media platforms, you could offer your user content personalization.

**Example: Pinterest's press and hold shortcuts on mobile**



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### 8. Aesthetic and minimalist design

Minimalist designs dominate user interfaces for a reason. Streamlining an interface to only include relevant information is vital. Designs shouldn't feature something that's rarely needed. Keeping unimportant components in a design reduces the relative visibility and importance of key elements.

This doesn't mean your design has to be flat design. But it does mean that you should focus your content and visual design on the essentials. Above all else, your interface should support the users' primary goals.

#### Example: Medium

### 9. Help users recognize, diagnose and recover from errors

Users want autonomy and control. They don't want to reach out to your company when they encounter an error and you don't want that either. To avoid this, it's essential to help users recognize, diagnose and recover from mistakes independently.



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Clear, plain language error messages that offer a constructive solution can accomplish this. Avoid using error codes. Include a graphic or visual representation of the error for even faster recognition.

**Example: Spotify's failed payment notification**

## 10. Help and documentation

Strong error messages are not enough to completely cover all of your bases. Providing help and documentation that is searchable and easy to find is crucial for the long term success of any piece of software or hardware.

This should be kept concise. The next steps to solve a problem or learn a function should be listed in a concrete way. Where possible, it's best to present the documentation to the user at the moment that they actually need it.

**Example: Chatbots**



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