

What Makes a Great User Interface?

How visual design and interaction shape great digital experiences



Why UI Matters

A great UI:

- Guides users effortlessly
- Reduces cognitive load
- Builds trust and delight
- Makes complex systems usable

“Good design is invisible — it just works.”



Where do we even start? Create hierarchy

Visual hierarchy is a *visual rendering* of the information hierarchy.

Where do we even start? Create hierarchy

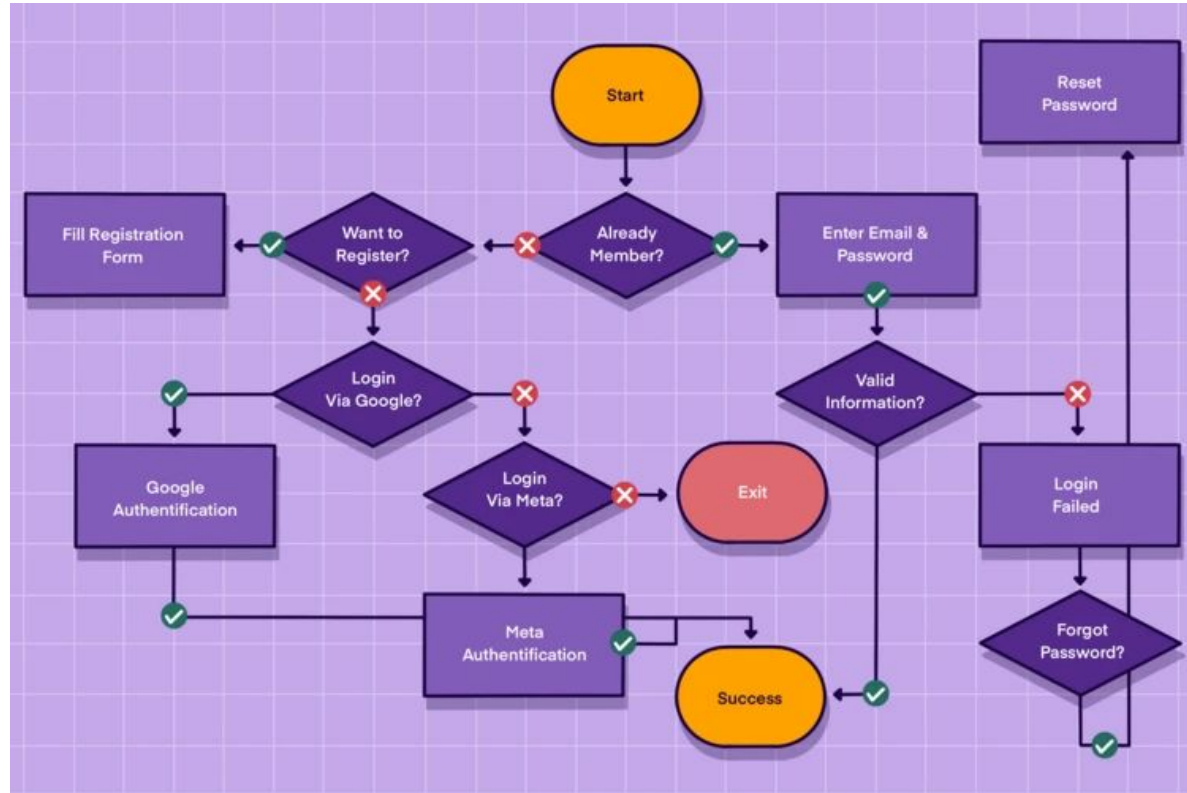
Based on scenarios, determine **what users need to understand:**

instantly, secondary, exceptionally; i.e.,

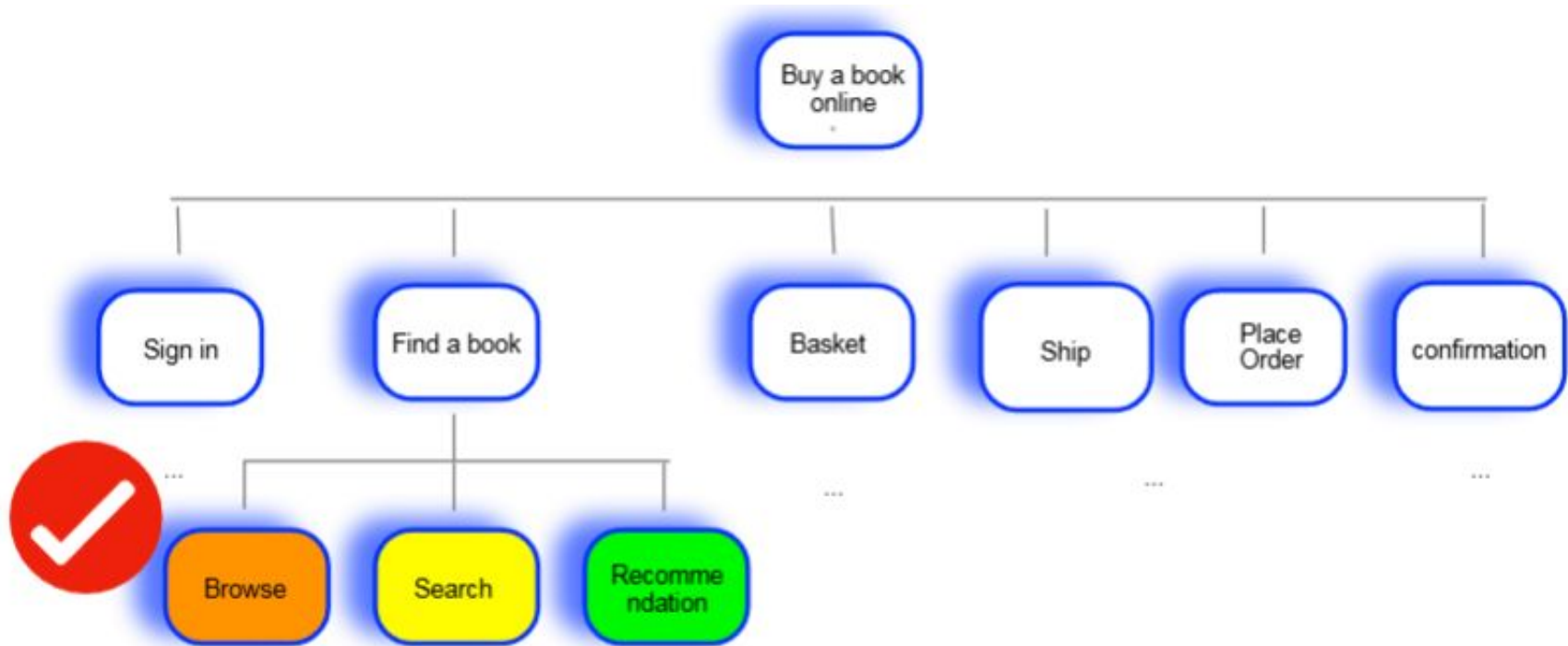
what is the information delivery **priority?**

-> This ranking informs the visual hierarchy

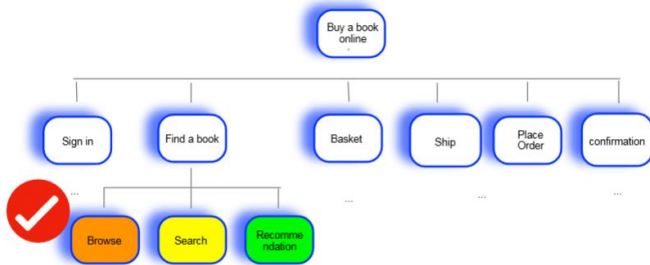
Using Flowcharts 13:45- 14:00, followed by break



Goal-Directed Task Tree



Goal-Directed Task Tree

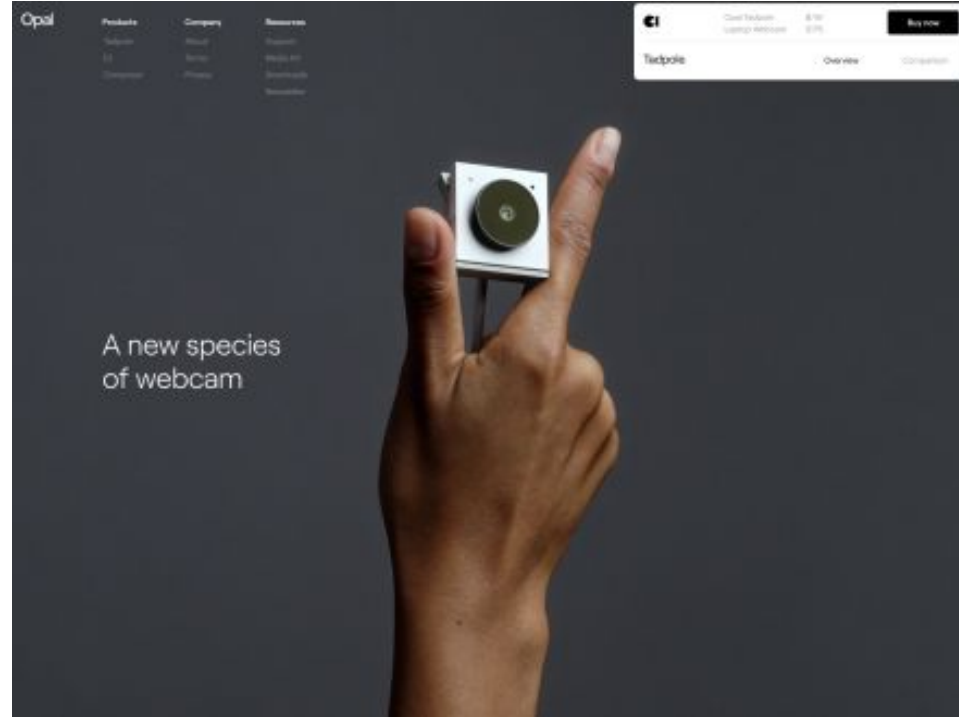


The screenshot shows the Amazon website interface. At the top, the Amazon logo and navigation bar are visible. The main heading is "Amazon Best Sellers" with the subtitle "Our most popular products based on sales. Updated hourly." Below this, the "Best Sellers in Science & Math" section is highlighted with a red box. On the left, a category list is also highlighted with a red box, including "Science & Math", "Agricultural Sciences", "Archaeology", "Astronomy & Space Science", "Behavioral Sciences", "Biological Sciences", "Chemistry", "Earth Sciences", "Environment", "Essays & Commentary", "Evolution", "Experiments, Instruments & Measurement", "History & Philosophy", "Mathematics", "Nature & Ecology", "Physics", "Reference", "Research", "Science for Kids", and "Technology". The main content area displays a grid of book covers, including "Skunk Works: A Personal Memoir of My Years of...", "My Family and Other Animals (The Corfu Trilogy...)", "The Great Influenza: The Story of the Deadliest...", "The End of October", "How Emotions Are Made", and "Kindergarten Math Workbook".

Characteristics of Good UI

- Simplicity
- Consistency
- Feedback
- Clarity
- Efficiency
- Accessibility

“Every element has a reason to exist.”



Visual Hierarchy & Layout

- Guide attention using size, color, and contrast
- Place important actions at eye level
- Use grids to build order



Layout



Alignment



Hierarchy



Proximity



Balance



Repetition



Color

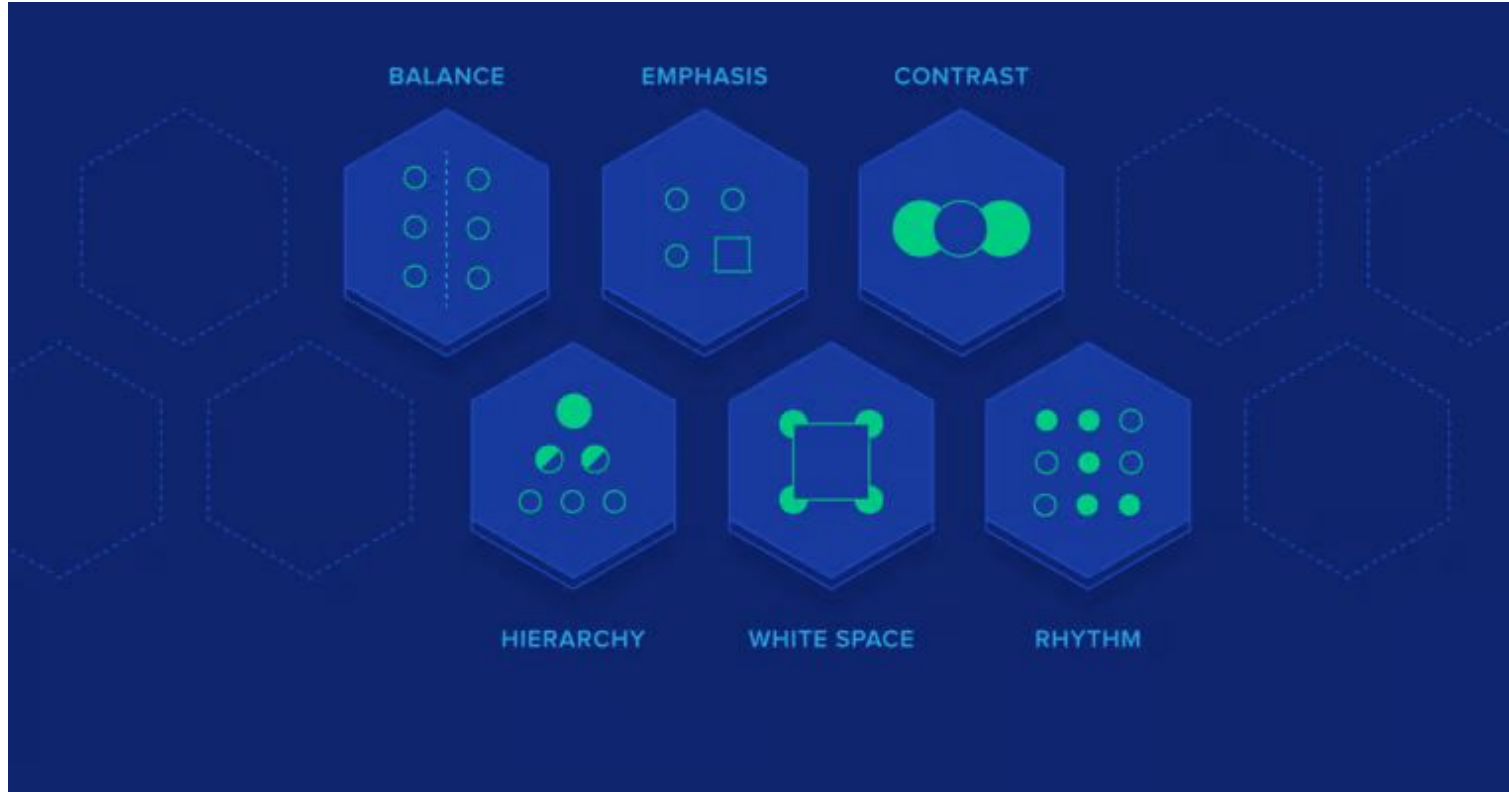


Contrast



Negative space

Visual Hierarchy & Layout




Core UI/UX Design Principles

- Hierarchy
- Progressive disclosure
- Consistency
- Contrast
- Accessibility
- Proximity
- Alignment

Strong design
starts with these
13 principles

Superside


Emphasis
Makes the most important
element stand out.



Balance

Distributes visual weight
for stability.



Contrast

Uses differences to create
interest and focus.



Repetition

Reinforces consistency
by repeating elements.



Proportion

Keeps elements sized
right for harmony.



Movement

Guides the viewer's eye
through the design.



White Space

Makes the most important
element stand out.



Rhythm

Creates flow by
repeating elements.



Pattern

Uses repeated designs
for structure.



Hierarchy

Organizes elements
by importance.



Variety

Mixes elements to keep
things interesting.



Unity

Makes everything feel
connected.



Harmony

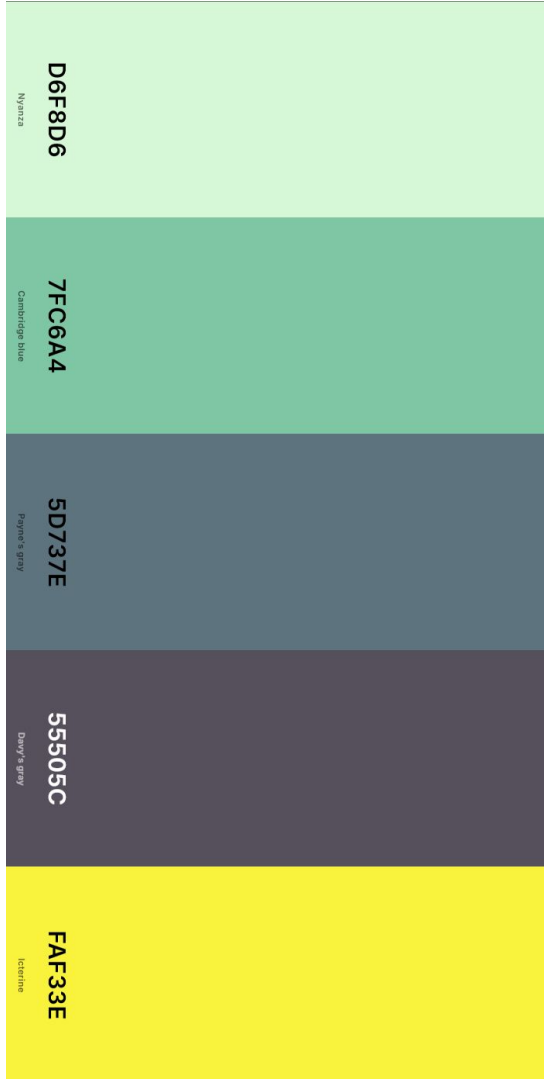
Blends elements
for a pleasing look.

Color and Contrast

Color communicates hierarchy, emotion, and interactivity.

- Use contrast for readability
- Use brand colors strategically
- Avoid over-saturation

<https://colors.co/d6f8d6-7fc6a4-5d737e-55505c-faf33e>



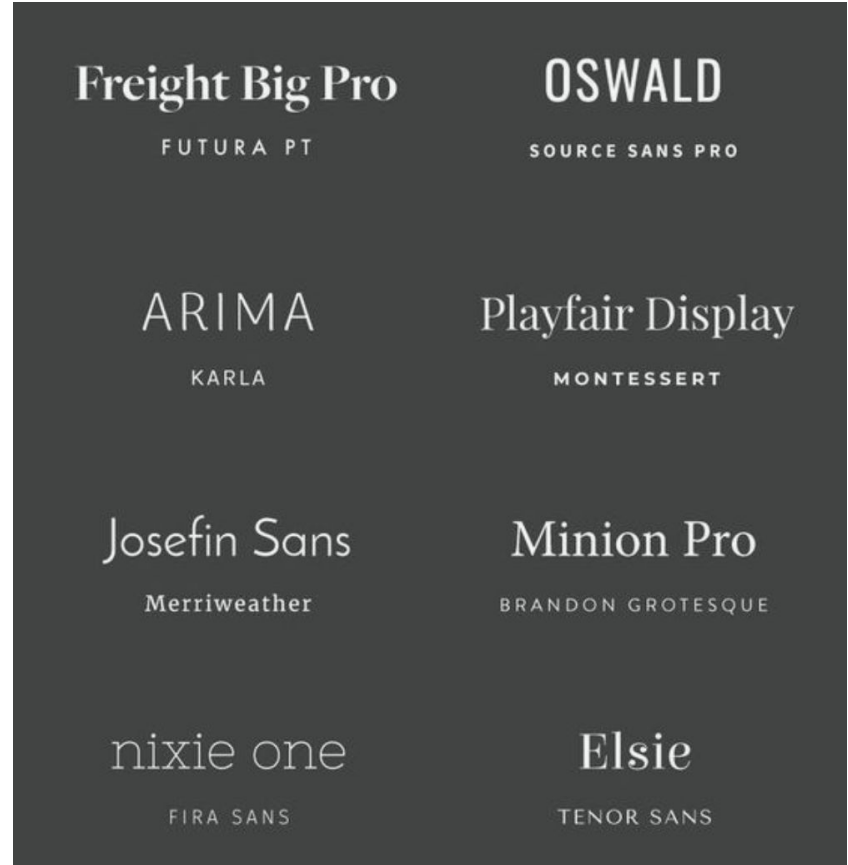
Color and Contrast



#FBDDE0 RGB 251, 221, 224 HSB 354, 12, 98 CMYK 0, 12, 11, 2 LAB 91, 11, 2	#FBESD6 RGB 251, 229, 214 HSB 24, 15, 98 CMYK 0, 9, 15, 2 LAB 92, 5, 10	#FAF4E8 RGB 250, 244, 232 HSB 40, 7, 98 CMYK 0, 2, 7, 2 LAB 96, 0, 6	#C4DFD5 RGB 196, 223, 213 HSB 158, 12, 87 CMYK 12, 0, 4, 13 LAB 87, -11, 2	#A7C8F4 RGB 167, 200, 244 HSB 214, 32, 96 CMYK 32, 18, 0, 4 LAB 80, -1, -25
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Typography & Readability

- Limit to 2–3 typefaces
- Ensure legibility at every screen size
- Use consistent spacing and hierarchy



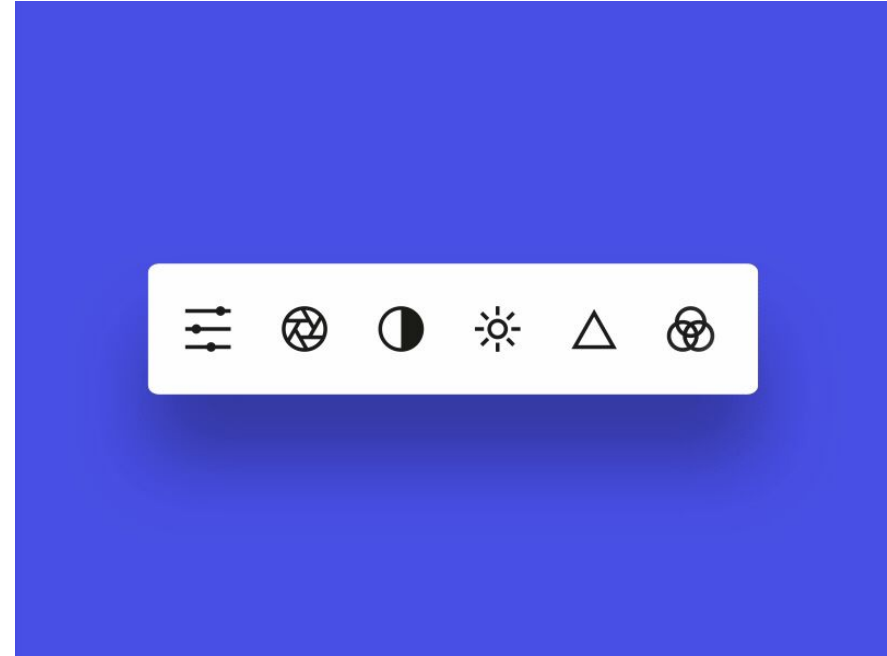
Typography & Readability

- Clear typographical hierarchy organizes and structures content, making it easy for people to find their way through an experience.

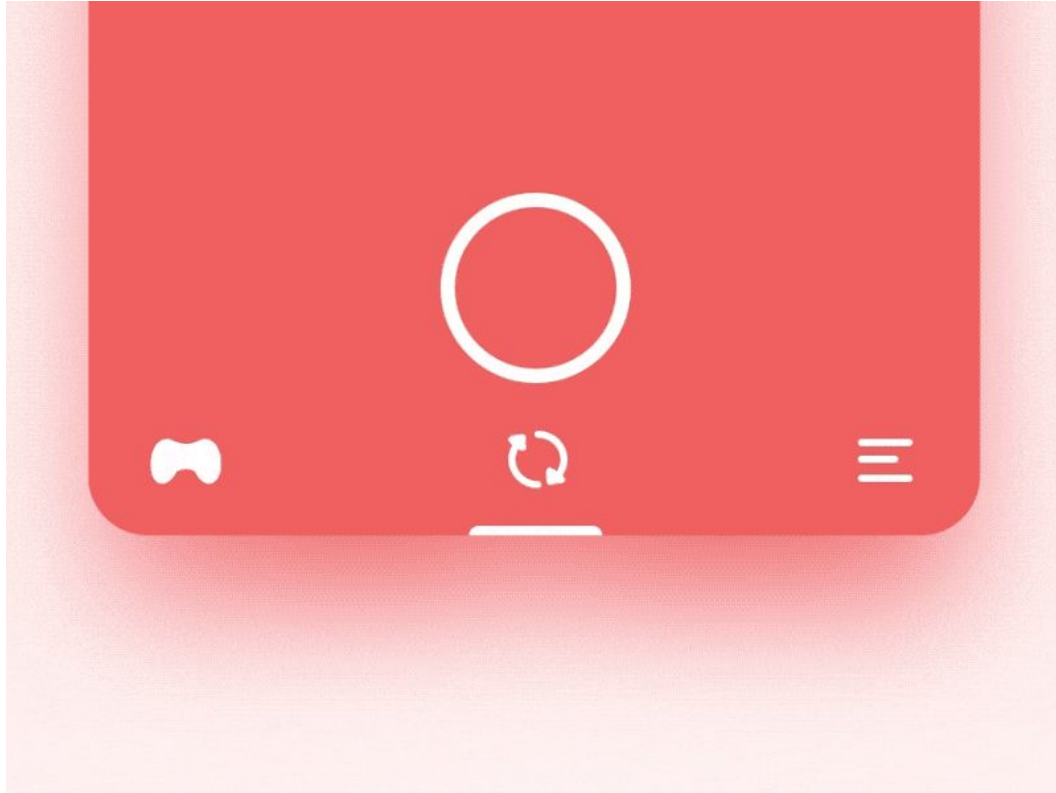


Microinteractions & Feedback

- Subtle animations give feedback and make actions feel alive
- Microinteractions prevent user frustration and add delight



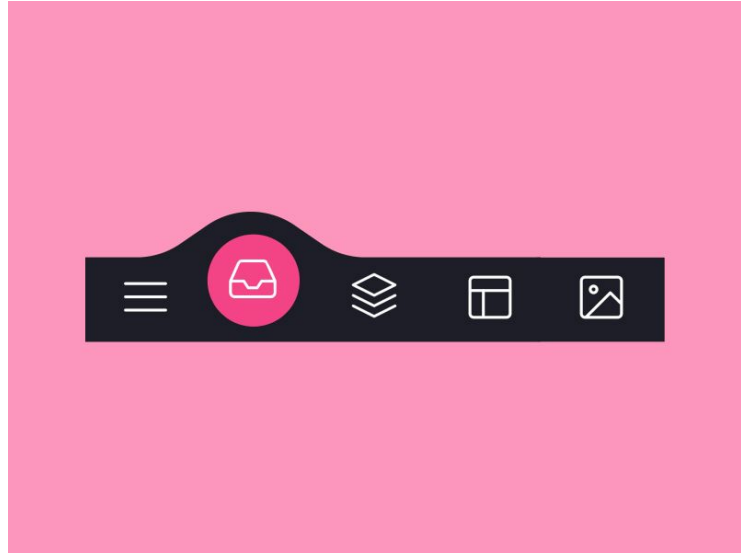
Microinteractions & Feedback



Learnability & Predictability

Interfaces should feel intuitive — users should “know what’s next” without thinking.

- Follow conventions users already understand
- Keep navigation consistent



Big-Tech Case Studies

Apple's Human Interface Guidelines (HIG) emphasize:

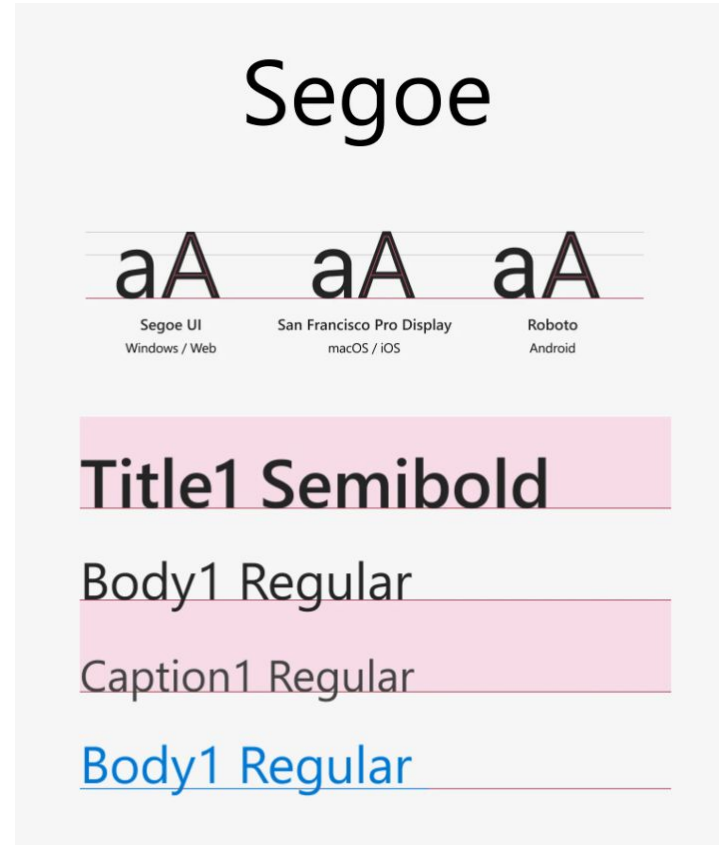
- Clarity: clear visuals and language
- Deference: content leads, UI recedes
- Depth: layers of meaning through motion and hierarchy



Big-Tech Case Studies

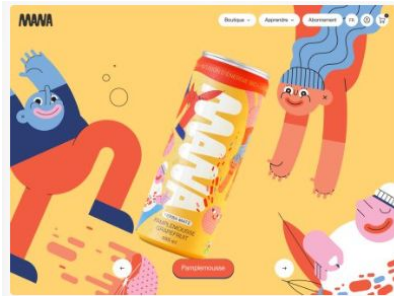
- Segoe-

Microsoft's signature
typeface



Good Examples

- https://www.awwwards.com/websites/sites_of_the_year/



Louis Paquet PRO DEV SOTY



Resn PRO DEV SOTY



The First The Last PRO DEV SOTY



Active Theory PRO DEV SOTY



Monks PRO DEV SOTY



Synchronized Studio PRO DEV SOTY