



UI Cookbook

A guide to user interface design



Introduction

Hello and welcome to Entelect's UI Cookbook!

Have you ever been told to create a screen, but you have no idea where to begin in creating an effective and delightful interface? Well, this Cookbook is for you!

It's designed to be a handbook or go-to guide when facing design choices, whether simplex or complex. We have made design suggestions to help guide you, to meet your user's needs across a wide variety of scenarios. Once you have completed this Cookbook, refer to the resources section to increase your learning and methods around creating user interfaces (UI).

This guide is broken down into two sections: Ingredients and Recipes. Ingredients are the UI components, such as buttons or input fields that UI recipes are made of. Recipes are the different methods and tips for putting together UI components in different ways! This book is based on the principles of Atomic Design.

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UI Rules

10 rules to follow when designing UI's to ensure good usability*



1. Visibility of system status

It's important to ensure that a user knows that there is an action in progress. This is done by providing the user with the right feedback, at the right time.

Questions to ask:

- Does every display begin with a title or header that describes the screen's contents?
- Is there some form of system feedback for every user action?
- Is the user kept informed of the system's progress?

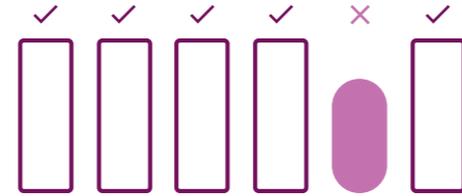


2. Match between the system and the real world

Users expect to see information in a logical order and the system should relate back to real world experiences e.g. an interface shouldn't feel foreign or confusing.

Questions to ask:

- Are icons concrete and familiar?
- Do the selected colours correspond to common expectations of colour codes e.g. orange for warning and green for success?
- Is information described in terminology that is familiar to the user?



3. User control and freedom

Users need to be able to control what actions they perform and have enough freedom to do any task, provided it won't cause errors.

Questions to ask:

- When a user's task is complete, does the system wait for a signal or action from the user before processing?
- Are users prompted to confirm commands that have drastic or destructive consequences e.g. permanently deleting a file?
- Can the user 'undo' a function?
- Can users cancel out of operations in progress?

4. Consistency and standards

Good user interface design should ensure that both the graphic elements and terminology are consistent across a platform or related platforms.

Questions to ask:

- Have your client's or company's design and styling standards been followed consistently in all screens within the system?
- Are colours used correctly - four primary colours maximum, with secondary colours only used when needed?
- Is soft, conversational wording used for regular positive feedback and is stronger wording only used for rare critical conditions like errors?

5. Error prevention

Errors can be prevented if you guide users through the actions they need to perform.

Questions to ask:

- Does the system warn users if they are about to make a potentially serious error?
- Are the buttons that can cause the most serious consequences located far away from low-consequence and high-use buttons e.g. is the delete button separated from save or edit buttons?
- Are required input validations stated to the user upfront?

6. Recognition over recall

Reduce the need for users to think, by displaying only relevant information on a specific page or section.

Questions to ask:

- Is all data a user needs displayed at each step?
- Are elements, prompts, cues and messages placed where a user expects them?
- Is it obvious to the user what actions can be performed?



7. Flexibility and efficiency

The interface should be flexible enough to allow various types of users to perform frequent actions with ease and efficiency.

Questions to ask:

- Does the system support both novice and expert users?
- Do users have the option of using a keyboard shortcut?
- Does the system allow the user to tailor frequent functions?

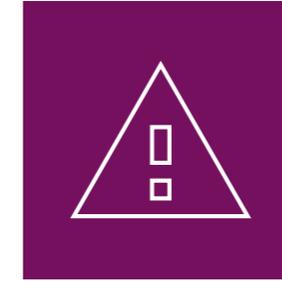


8. Aesthetics and minimalism

The interface should be aesthetically pleasing and only display relevant information while, removing all unnecessary content.

Questions to ask:

- Is all the information displayed on screen essential to a user?
- Is white space utilised to create meaningful groupings of content?
- Does each screen have a short, clear and distinctive title?



9. Error recognition

Help users recognize, diagnose and recover from errors.

Questions to ask:

- Are prompts constructive, without overt or implied criticism of the user?
- Do prompts imply that the user is in control?
- Do error messages suggest the cause of the problem?
- Do error messages indicate what action the user needs to take to correct the error?

10. Help and documentation

Assist novice users, but don't frustrate expert users.

Questions to ask:

- Is a Help menu visible and easy to find?
- Is there context-sensitive help?
- If choices are ambiguous, does the system provide additional explanatory information when an item is selected?

*These UI rules are cited from Nielsen Norman's [10 Usability Heuristic for User Interface Design](#).

Ingredients

Buttons

Buttons are easy to use, even for inexperienced users and should be used to execute important actions. Avoid using too many buttons, as the more choice you add the more complex a page can become. The time it takes to make decision increases with the number and complexity of choices, this is known as Hick's Law.

Tips for using buttons

- Use the primary button for the default action.
- Group related buttons.
- Position unrelated buttons away from related ones.
- Keep button labels short.

Default / Primary button for **high emphasis**



Secondary button for **medium emphasis**



Tertiary button for **low emphasis**

NORMAL PRESSED DISABLED

Input fields

Commonly used for username, password, search, messages and other inputs from users.

Tips for using text inputs

- Label text shouldn't be multiple lines.
- Placeholder or hint text must disappear when the user starts typing.
- It should be clear that the text field is either enabled, disabled, required, filled etc.
- If the input text required is long, rather use a multi-line text box control than a regular input.
- Fields should always be aligned to each other, to make them easier to read.

Before adding input

Name

After adding input

Name

Disabled input

E-mail

Input error

E-mail

Please provide a valid email address

Icons

Icons should be used carefully, should be clear and allow users to understand their meaning instantaneously. They are a powerful way to enhance user interaction and reinforce the brand.

Tips for using icons

- An icon should have a single meaning across an application.
- Use colour consistently and appropriately e.g. red for a warning icon.
- Ensure detail is clear, even on small icons.
- Maintain the same size for all icons e.g. 20px icon, 4px padding all around.
- Ensure all strokes are the same thickness.

Use icon packs for consistency

- [Font awesome](#)
- [Material Design icons](#)

Maintain the same aspect ratio



Use icons that have the same detail and style



Typography

The way text looks in terms of its size, width, colour and structure contributes to the effectiveness of a design and the message that needs to be conveyed.

Misuse of typography can negatively impact the user experience of your site if not done correctly.

Tips for using typography

- Make sure it's readable in large and small sizes.
- Use different sizes to show hierarchy.
- The chosen fonts should match your brand and image.
- Use system fonts where possible e.g. Roboto for Android, San Francisco for iOS, Segoe UI for Windows.
- Ensure there is enough whitespace around the text, otherwise it's hard to read.
- The smallest size for body text should be 16px or 12pt so that users can read it comfortably, however labels can be smaller at 13px or 10pt.

Display

H1 tag - Modal titles

light 42pt

Header

H2 tag - Page titles

bold 34pt

Title 1

H3 tag - Tabs, titles, forms

semi-bold 28pt

Title 2

H4 tag - Buttons, tabs titles, forms

semi-bold 22pt

Subtitle 1

H5 tag - Info paragraphs

regular 20pt

Subtitle 2

H6 tag - Info paragraphs

semi-bold 16pt

Body

P tag - Info descriptions

regular 14pt

Caption

Small tag - Time stamps, footers, figure or photo description

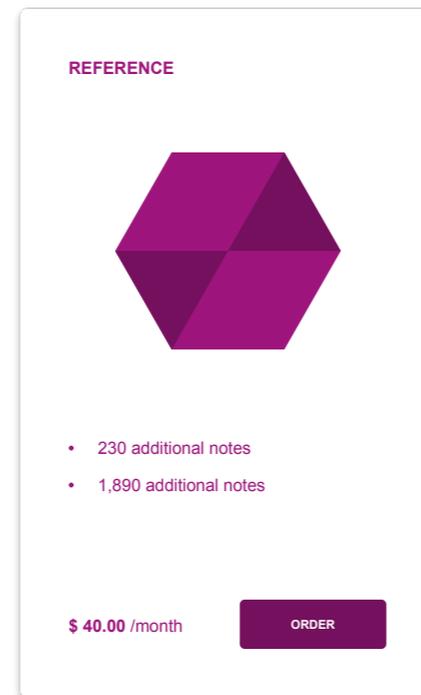
regular 12pt

Cards

Cards group images, text and other elements together. They show a summary of information and can be the entry point for more information. Cards help use space effectively and balance the user interface by grouping and structuring content.

Tips for using cards

- All content within a card should relate to a single idea.
- Use the same layout and styling for all cards with a similar use.
- A drop-shadow, rounded corners and a hover effect can be used to show a card is clickable.
- A card should have minimal content.



Lists

A lists is continuous group of text or images.

Tips for using lists

- Lists should be sorted in logical ways that make content easy to scan, such as alphabetical, numerical, chronological or by user preference through filtering.
- Lists present content in a way that makes it easy to identify a specific item in a collection of items and act on it.
- Lists should present icons, text and actions in a consistent format.

TOP HITS

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

DOCUMENTS

- Adobe XD
- Adobe PS
- Adobe New Photo

Images

Images are an important part of a design, as they can help tell a story, communicate a brand, clarify complex messages or even show users how to perform an action.

Tips for using images

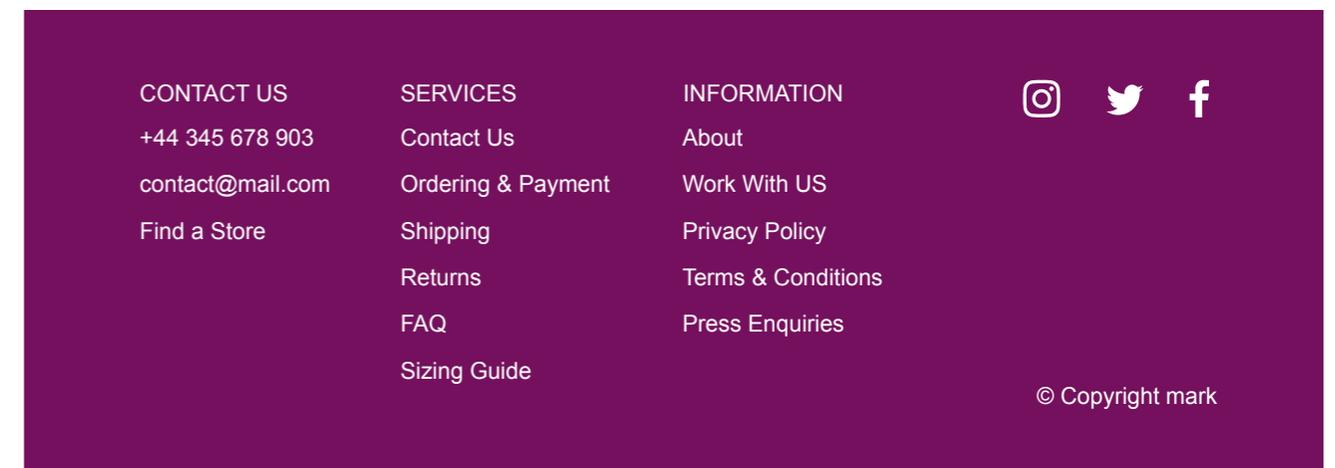
- Ensure all your images are optimised for web, 72ppi (pixels per inch) is generally the web standard.
- High-resolution screens are more popular these days therefore, 150ppi is also acceptable and sometimes necessary.
- Images should have a purpose on the page and not be used to simply make up space.
- They should relate to each other and the content on a page by sharing the same style, function and intent.
- Images should always have alt-text, so that a screen reader can pick up visual details for users with visual impairments.

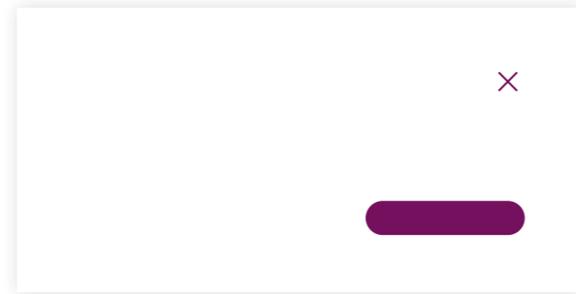
Footer

A footer helps visitors find additional information about an organisation and other links such as social media, contact information etc.

Tips for using footers

- You can add main navigation links or a sitemap to footers.
- Social media links are usually found in the footer.
- Include the company's main contact details.
- Links to other relevant websites, such as a business website (if your website is consumer facing).
- Include copyright information.
- If you use a narrow footer design, you can make it fixed to the bottom of the screen, so that it stays visible to the user at all times.
- Exclude the footer if your page has infinite scrolling e.g. a news blog that loads article after article as you scroll.





Modals

Modals are content overlaid on top of the site's main content. They usually disable the background content but are still visible behind a transparent full-screen overlay. Modals stop a user from interacting with the main content, drawing attention to an important task or piece of information.

Tips for using modals

- Modals are best used when users need to make an important decision, to get their full attention or when the user needs to confirm a risky action.
- Don't include a close button on your modal, if a user must complete an action before returning to the main content, instead close the modal once an action has been completed by a user clicking a login, save or continue button for example.
- Modals are useful when you want to show the user extra information without changing the context or main content.



Alert and notification messages

Alert and notification messages appear temporarily or can be dismissed, they either appear in context or the top or bottom of the screen. They don't require user input but sometimes they have an action that the user needs to perform.

Tips for using alert messages

- Informational alerts provide updates on processes and actions e.g. loading, saving or errors.
- Contextual alerts should be placed in the most suitable area of the screen e.g. alert messages and system messages are usually displayed at the top or bottom of the screen.
- Create a standardised set of alerts e.g. information, warning, success, error and use them consistently throughout the UI.
- Keep the messages short and to the point.
- Don't use technical terms or error codes.
- Use clear and simple language that the user can easily understand.

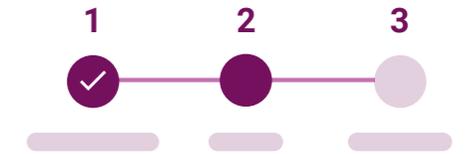


Tables

Tables help to organisation data in an orderly manner so that users can scan, compare and analyse it.

Tips for using tables

- Make sure the table-header text stands out and has enough padding, it mustn't be too bold or squashed.
- If you are showing more than thirty rows per page, put pagination at the top and bottom of the table, so that the user can move between pages without too much scrolling.
- Add filters to reduce the amount of data displayed based on the user's needs.
- Sorting can be added when data can be sorted alphabetically or numerically. Add solid triangle arrow icons next to the header icons as sorting controls (chevrons are harder to click or tap).
- Use clean, minimal styling and icons for tables, so that the data is the focus.
- When including text links in a table, use proper link styling to provide a visual cue to the users that these are clickable.

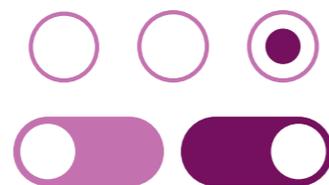


Stepper or wizard

Steppers are useful for signup pages or forms, where the user has to complete multiple sections of data. They simplify the user's experience because it breaks up long forms into small chunks and provides feedback of the user's progress.

Tips for using a stepper

- Use clear, concise and short labels for each step.
- You can add numbers and custom icons to each step, as they help the user see where they are in the process at a glance.
- Explain each step along the way, with a short sentence below the heading.
- Ensure that the stepper and layout of each page in the series remains consistent.
- Highlight the completed steps and the current step, as the user progresses.
- Ensure that the user can get back to a previous step, in case they want to make a correction.
- Never add more steps when the user is already busy with a form. If you need a varying number of steps rather allow the user to set up the form before completing it e.g. if you ask a user 'Are you an individual or business?' then load the appropriate amount of form steps.

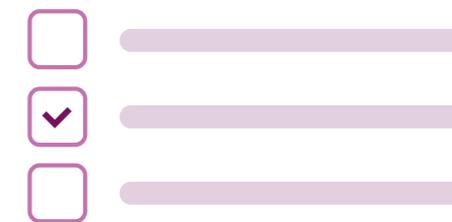


Radio buttons and switches

Radio buttons and switches allow the user to select exactly one choice from at least two options.

Tips for using radio buttons and switches

- Use radio buttons to choose an option from a group, not as action buttons to perform commands.
- You should list the options in a logical order, such as the most likely to be selected to least or simplest operation to most complex.
- Labels should be clear and simple, if they are vague it might mislead users.
- If the user might not want to choose from the list, give them the option of selecting 'none'.
- Lay radio buttons out vertically, one item with its label per line. If you need them to be horizontal, ensure the space between the buttons and labels are even, to provide enough space between each, so that you know which label goes with which radio button.
- Ensure radio buttons are large enough for a user to click or tap on, when using smaller devices.
- If there are only two options, you could use a single checkbox or a switch e.g. 'on-off' or 'yes-no'.

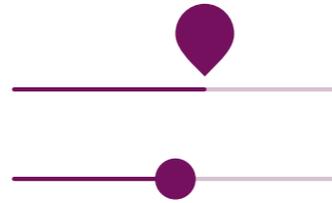


Checkboxes

Checkboxes allow the user to select any number of choices, from no choice through to several. Each checkbox is independent in a list and checking one box doesn't uncheck the others.

Tips for using checkboxes

- Checkboxes should have a tick mark or an 'X' and a solid background colour, when selected.
- Checkboxes are small components by default, ensure the user can click or tap on it on smaller device sizes.
- Lay your checkboxes out vertically, with one item and its label on a single line. If you need your checkboxes to run horizontally then ensure the space between the buttons and labels are even and provide enough space between each, so that you know which label goes with which checkbox.
- Use positive wording, so that its clear what will happen if the user selects the checkbox.



Sliders

A slider is a control element that uses a lever that moves horizontally to control a variable, such as speaker volume or brightness on a screen. In practice, sliders can be difficult for the user to manipulate because the user must be able to tap or click and drag their finger or mouse over the screen which requires multiple movements at once.

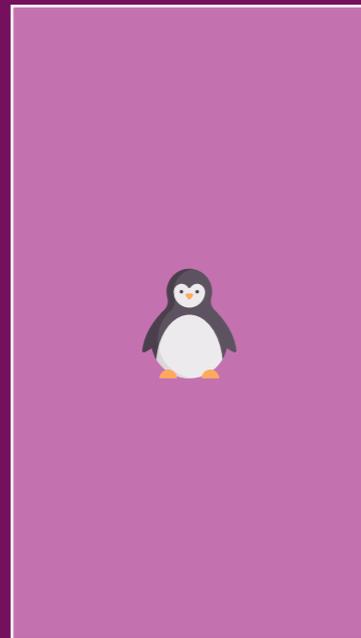
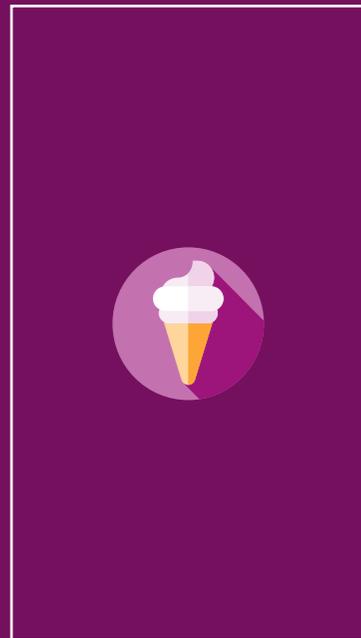
Tips for using sliders

- Ensure the slider's labels remain visible above the user's cursor or thumb, while the user moves the lever, so they can always see the selected value.
- Ensure the slider's range isn't too large and that it's easy for the user to select a precise value.
- Sliders are effective on mobile devices, as they replicate the natural action of a thumb, however you need to ensure that the lever is large enough to tap and drag across a device's screen.



Recipes





Splash screen

Time to design

10 minutes

What you'll need

- App icon or company logo
- Title or catchy phrase (optional)

When to use it

- When you need a few seconds to load background data from a server.
- When the user needs to be authenticated.

Directions

1. Choose an appropriate solid background colour or gradient that fits in with the app's branding.
2. Ensure the app icon is in a vector format
3. Use a simple animation to fade the app icon or company logo into the view.
4. If you have a title or catch phrase, position it below the icon and animate it into the view.

5. Fade out the splash screen after two to three seconds. If data is still loading, use a loading indicator to keep the user's informed that the app is doing something.

Finishing touches

- Sometimes the app version number is displayed on the splash screen and the user can be prompted to update their app version, if required.



Forms

Time to design

30 minutes

What you'll need

- Input fields
- Buttons
- Feedback
- Switches and sliders (optional)
- Stepper (optional)

When to use it

- Anytime a user needs to input data into a system.
- For sign up or onboarding.
- For user login.
- Data entry of any kind.

Directions

1. Think of all the fields that are needed for the task and select the appropriate input component:

- a. For simple input, use an input field
- b. For selecting an option from a list of more than three items, use a dropdown.



Billing Info

FULL NAME

ADDRESS

CITY

ZIP CODE

COUNTRY

- c. For selecting an option from a list of more than three items, use a dropdown.
- d. For selecting multiple options, use checkboxes.
- e. For selecting a single option, use radio buttons or a button toggle.
- f. If the user needs to perform an action, use a button.

2. Can components be grouped into logical groups or steps e.g. personal details and banking details?

- a. Use a stepper and slot the correct components in accordingly. **Note: Use this to improve the form experience only if there are many fields, in which case grouping them will reduce cognitive load (the load placed on a user's brain).**

3. If your form has a stepper, make sure that there are 'next' and 'back' buttons to allow the user to navigate easily through the form.

4. The primary action for the form is to 'submit or 'add', depending on its purpose.

Finishing touches

- Forms should be in one column with one component per row, as this improves speed of entry.



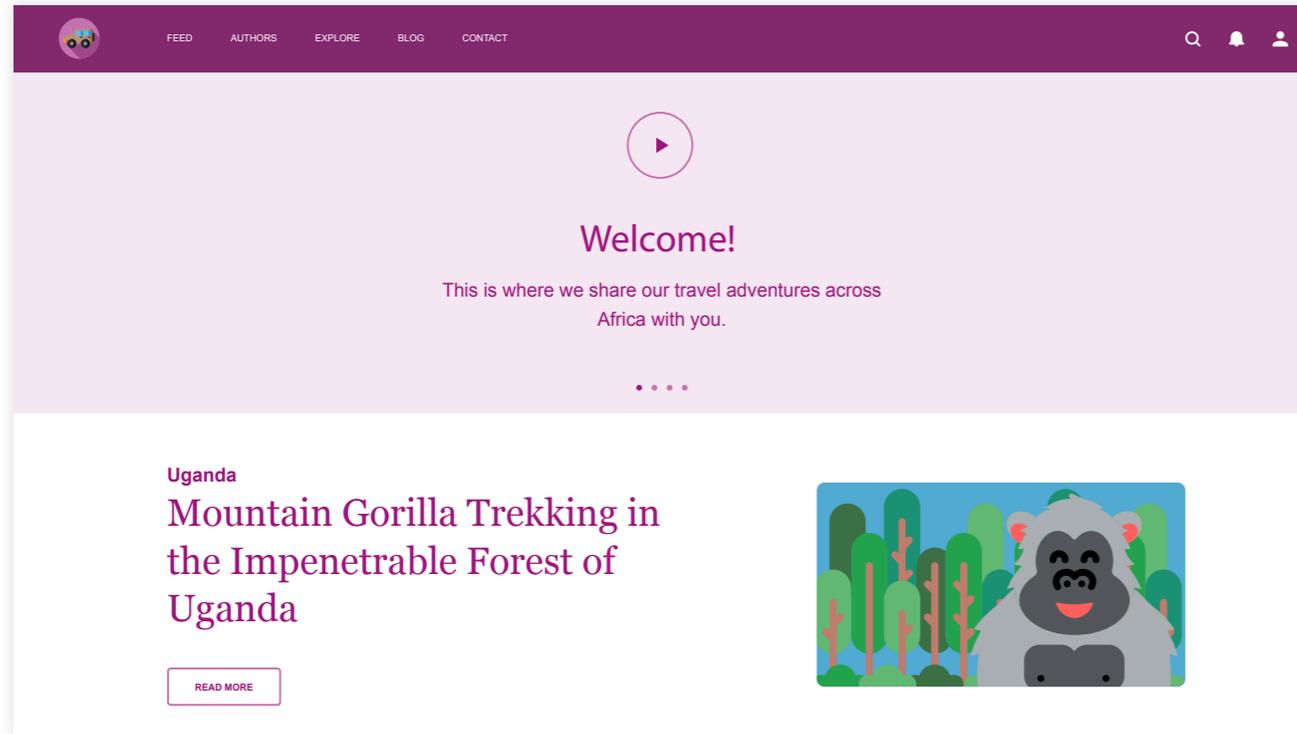
Credit Card Info

CARD NUMBER

CARDHOLDER NAME

EXPIRE DATE

CVV



Home screen

Time to design

1-2 hours

What you'll need

- Navigation
- Banner
- Images
- Image carousel
- Cards

When to use it

As the first impression users get of the company, what the products or services are and what makes them unique. The home page is therefore an important part of a website and/or app.

Preparation

- Get your headlines ready – h1 through to h6 but remember to use only one h1 per page, as that is what Google indexes as the most important when crawling.
- Use an image carousel to promote specials or exciting information about your client.

- Use cards for key services offerings.

Directions

1. Place main navigation at the top of page (see next recipe on desktop navigation).
2. Place image carousel (if you want or need to use one) below the navigation. **This will be the first thing that catches your user's eye but isn't always necessary for home page design.**
3. Place cards below the image carousel lined up, side by side. These should stack equally on a responsive page.
4. Below the card content can be other essential information you want to communicate to the user but don't clutter it.
5. You will place the footer below this content.

Finishing touches

- Trends in home page design vary, so you will need to think about how your homepage is communicated, as there can be many ways to do it. Look for inspiration from your favourite websites or look at competitors of your client through a simple competitor review.



Desktop navigation

Time to design

1 hour

What you'll need for desktop

- Logo
- Hyperlinks
- Search icon
- Input field
- Labels x 2
- Profile icon
- Drop down
- Primary and secondary buttons

When to use it

When your site or app has more than one page.

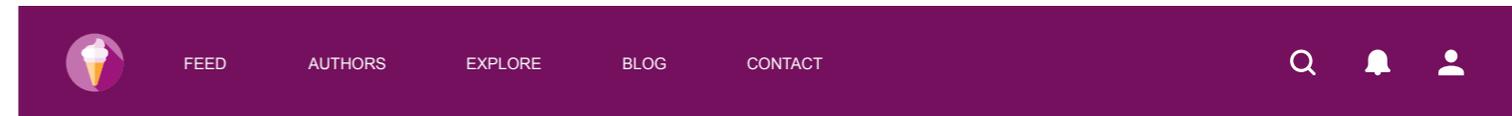
Preparation

- Create a rectangular container at the top of the page to fill the full width of the screen.
- Place the logo, navigational hyperlinks, search icon, search input field and profile icon into the container.

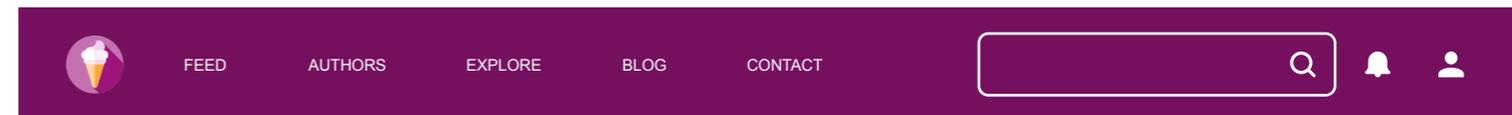
Directions

1. Align the logo to the left, this web convention and it's also a great place to hyperlink to 'home'.
2. The rest of your nav items can be aligned centre and should be spaced evenly apart as well as given enough space to 'breathe', with padding top and bottom.
3. The search and profile icons (if login is required) should be aligned to the right - this is web convention. When you follow conventions like this, the consistency helps with the learnability of the system.
4. Your search icon will hide and show the search field, so place it to the left of the profile icon so it has space to stretch out into an input field (refer to example).
5. On click of search icon, the search should be exposed with the ability to search and close.

6. The profile icon on click will expose the drop-down. Inside that drop-down you will have prepared two input fields with labels along with a primary and secondary button, so now we will label them:
 - a. The first label will be 'username'.
 - b. The second label will be 'password'.
 - c. Don't forgot the hint text for your fields – hint texts help users know what data to input.
7. Label your primary button 'sign in' and your secondary button 'register' (refer to login screen recipe on the next page).



Navigation with search field hidden



Navigation with search field open

Login screen

Time to design

30 minutes

What you'll need

- Input fields x 2
- Card
- Background image
- Buttons
- Field validation
- Show hide password icon

When to use it

When you need a user to login or authenticate themselves.

Directions

1. Place a background image on the page – the background should cover the whole page.
2. Place the card in the centre of the page, add the two fields, one below the other:
 - a. Label the first field 'username'.
 - b. Label the second field 'password'.

3. Place two buttons next to each other on the bottom of the card:
 - a. Left align the register button (secondary button) or use a tertiary button or link below the login button.
 - b. Right align the sign in or login button (primary button).
4. Ensure that you show an error message if the login fails e.g. username or password entered is incorrect.

Finishing touches

- Add a show/hide icon to the right-hand side of the password field so the user can toggle visibility of their password, to check if it's typed correctly. This is an important pattern for mobile login screens.

Mobile navigation

Time to design

1 hour

What you'll need for mobile

- Hamburger nav icon
- Drawer panel
- Hyperlinks
- Profile icon
- Primary and secondary buttons

When to use it

When your site or app has more than one page and when your site is viewed on a mobile device. Try keep the primary menu visible and use the hamburger for secondary options.

Directions

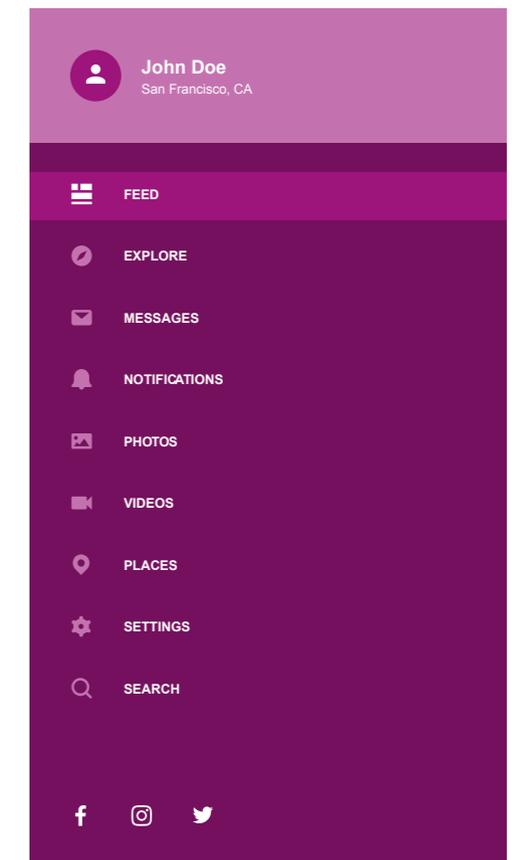
1. When the hamburger is clicked it should open a container for navigation. This contains the user profile, navigation links and sign out button.
2. Place the profile icon at the top of the drawer panel, with the profile or sign out buttons below.

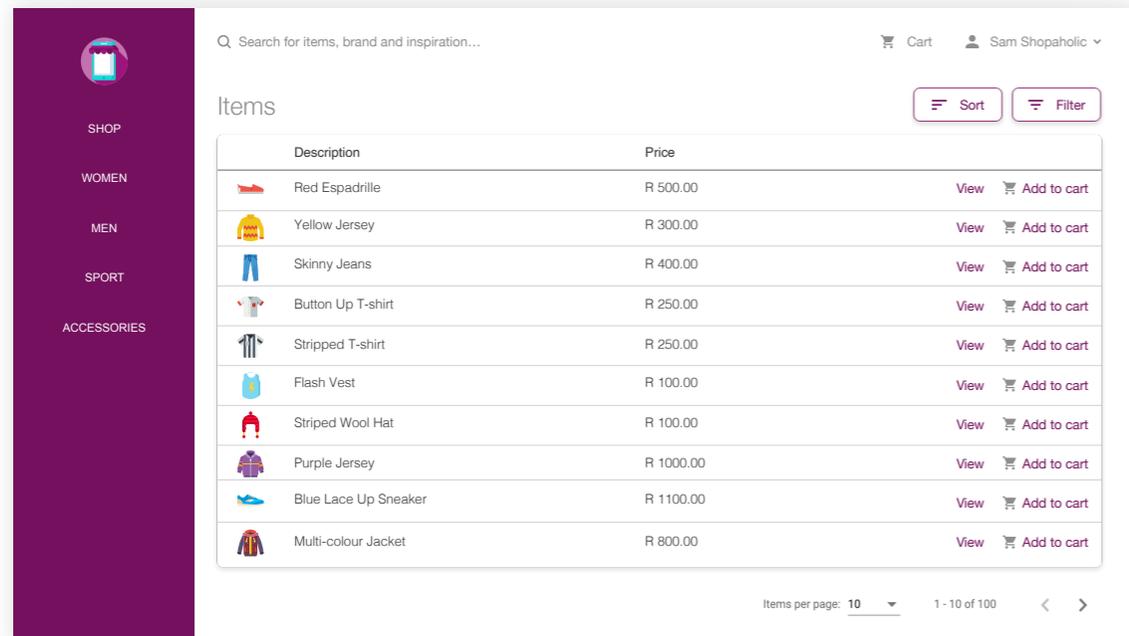
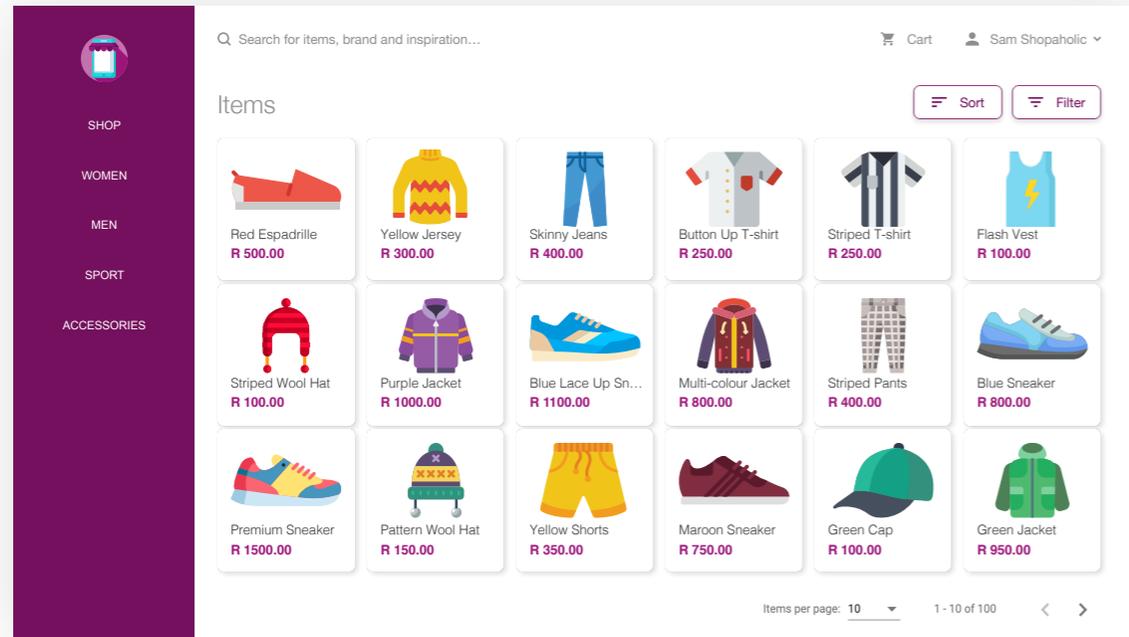
3. Add the navigation hyperlinks one below the other, in the same order as the desktop menu (refer to previous recipe). Ensure that the padding around each item is the same.

Mobile header with hamburger nav



Drawer panel slides out when user taps the **hamburger nav**





Data screen

Time to design

30 minutes to a few hours, this depends on the amount of data that needs to be represented.

What you'll need

- Cards
- Lists
- Tables
- Labels
- Input Fields
- Buttons
- Search Bar
- Pagination

When to use it

To display a group of data in one place e.g. all employees of a company (admin), or all items on sale (e-commerce).

Preparation

Each item within the data will have many related fields. Decide on the top four or five fields that are most important to identify the item:

- If the best way to distinguish different data items is visually, use a wall of cards/tiles.

- If the user needs to compare, sort or filter the data, display the data in a table.

Directions

- Place a label at the top left corner of the screen. This label defines everything that will be displayed on the page in one or two words.
- Add sub-headings to explain what the data is about in one or two sentences (optional).
- Place a search bar in the top right corner to indicate that the user can search to filter data.
- Decide whether you will use cards or lists (refer to figure on the left).
- Fill the rest of the page with the data you would like to display.
- Add pagination to show there is more data to find in this category, if all data can't be displayed on a single page.

Finishing touches

- Ensure that the data is displayed in a way that makes it easy for a user to understand and is useful.
- Use headings and sub-headings to break up the data into sections and categories, so that the user can easily scan the page.





\$50,000

Total Revenue



\$1,250

Revenue



+2.0%

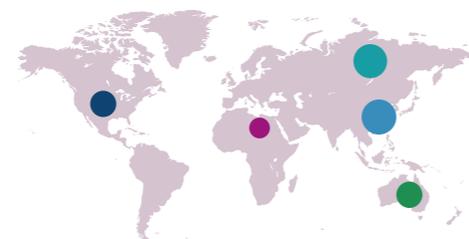
Growth

Timeline

- John Doe, added you to his team 4 hours ago
- Invoice for 30 hours of calls has paid 8 hours ago
- You've logged in on a new device 2 days ago
- You've got a new message on Facebook 3 days ago

Sales by Country

[View Full Report](#)



Russia	\$829,910 of \$1M
Australia	\$293,792 of \$1M
Algeria	\$128,602 of \$1M
China	\$98,321 of \$1M
United States	\$190,500 of \$1M

Statistics dashboard

Time to design

30 minutes

What you'll need

- Cards
- Graphs
- Labels
- Tables
- Buttons
- Toggles
- Input Fields

When to use it

Anytime a user needs to see reporting information.

Preparation

- List the type of information you want to display in order of what is the most valuable and important to the user to the least, creating a hierarchy of information.

- A card sorting exercise, where you place all navigation items on physical cards and sort them, can help you design or evaluate the information architecture of your site.

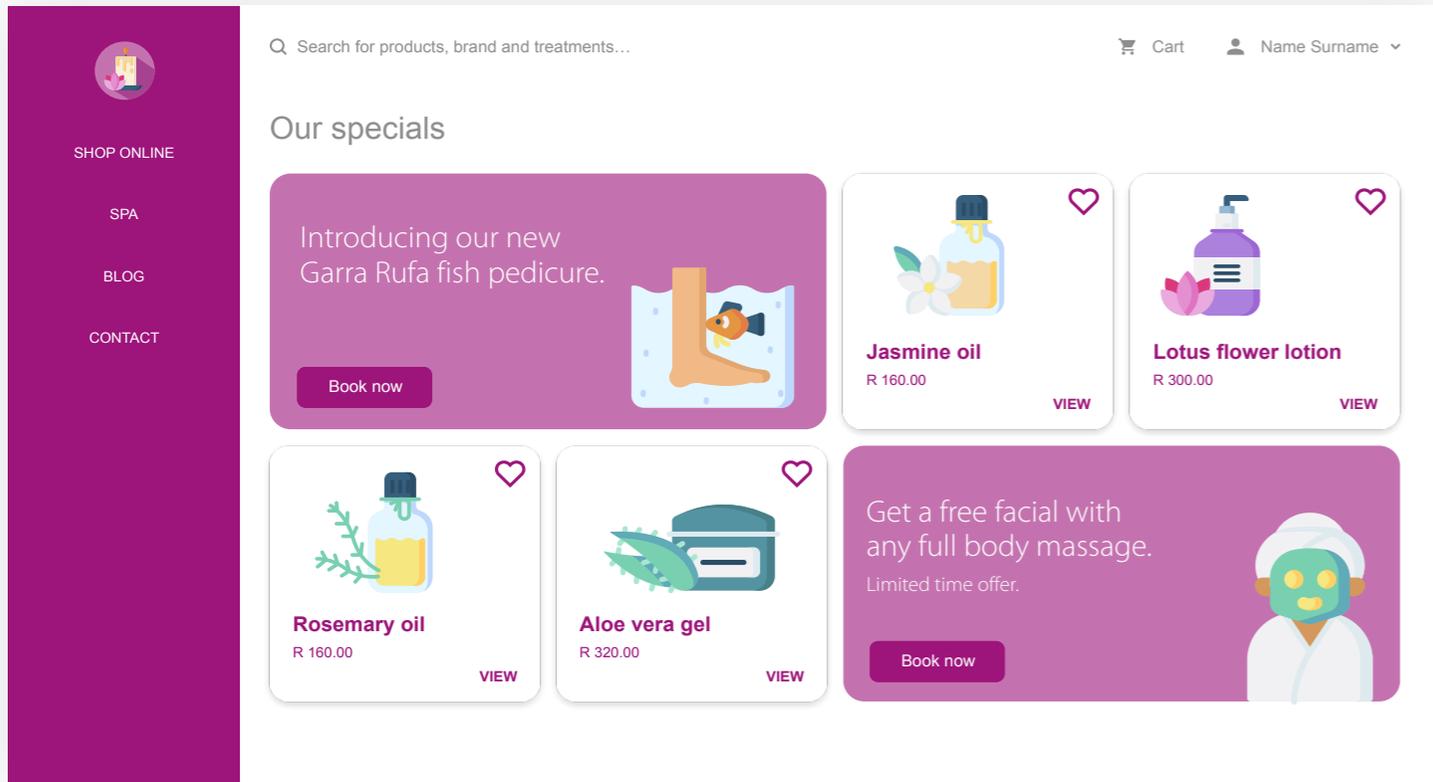
Directions

1. Sketch out the basic layout you would like for your dashboard.
2. Decide on the correct graphs to display the data you want e.g. a bar graph to display categories of data.
3. Label each section with a main heading to group the data logically.
4. Use cards per data item.
5. Make sure to add a toggle or date picker, so that the user can alter the dashboard to display the data that they are looking for.

Finishing touches

- Remember a dashboard is like a meal - it needs a bit everything to be satisfying, but too many ingredients can throw out its visual balance out completely.





E-commerce landing screen

Time to design

A few hours

What you'll need

- Navigation
- Image carousel
- Promotional images
- Product image
- Cards
- Primary button and potentially two or three secondary buttons

When to use it

To display different products, promotions and services that the company offers.

Preparation

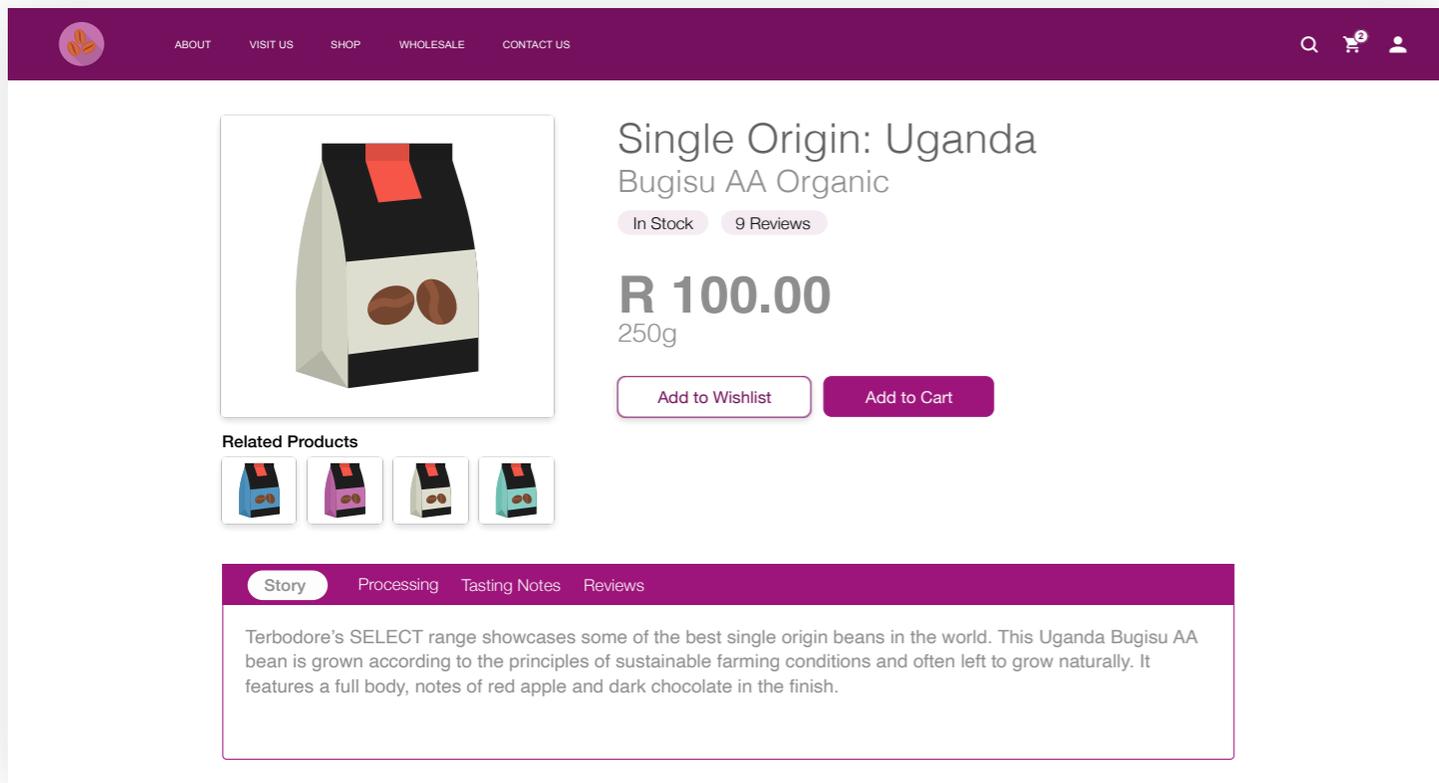
- When preparing your cards, ensure there is space for a product image, an add to cart button.
- You might want to include buttons such as wish list and product comparison.

Directions

1. Place your promotional images in a full width image carousel to be able to move through the various promotions or offers.
2. Place image carousel below navigation and remember this should be 100% width to allow it to constrain to different screen sizes.
3. Your cards come next; you can organise these in different ways. Some options in how you could organise these are promoted products, latest or those on sale. Be sure to clearly categorise or label your card sections.
4. You will then to place your footer at the bottom of your page.

Finishing touches

- If you do need additional buttons on your product cards like wish list or comparison, ensure that you have icons that relate to their function.



E-commerce product screen

Time to design

A few hours

What you'll need

- Navigation
- Product image
- Product gallery
- Cards (other similar products or promoted products)
- Footer

When to use it

When you need to display:

- a. Detailed information about a product with images.
- b. Add product to a cart.
- c. Compare that product to another product.
- d. Add the chosen product to a wish list.

Directions

1. Place product gallery above the fold (before the point of scrolling). This is what the user has come to see.

2. Ensure your primary product image comes first, and secondary product images are nested below. A user should be able to see a physical product from different angles to engender trust and aid in decision making
3. Product details should be included in a simple table that displays key information about the product, to allow the user to make an informed decision.
4. Call to action buttons may sit below the image gallery or next to a product's details. Once the user has viewed necessary product information, they are able to make a purchase or engage in a product comparison.
5. Promoted or related products can be included either on the side or below the product detail but shouldn't distract from the key purchase.

Finishing touches

- You can add additional buttons such as wish list, like, share or compare.

Profile screen

Time to design

30 minutes to an hour

What you'll need

- Tabs
- Expansion panel / accordion
- Image
- Labels
- Buttons

When to use it

- When you want to display information about a user, either to the user themselves or an admin user. This should include the ability to edit the user's details or delete the user's profile.

Directions

1. Discover what information you have to display for any given user. You could use a card sorting exercise to order the information based on importance.
2. Know which fields are mandatory.



Name
James

Surname
Jackson

Phone number
123 456 7890

Email
j.jackson@email.com

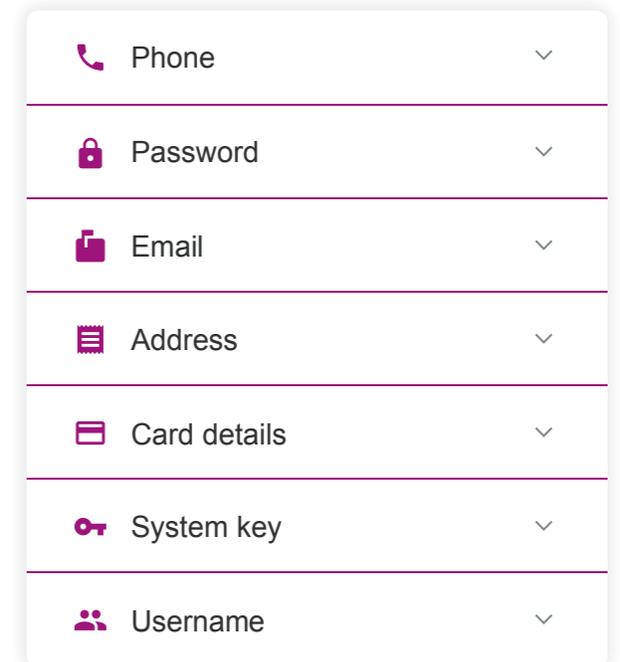
Address
1 Sesame Street
CA

3. The items that are of most importance should be displayed at the top or left of the screen, as you want the user to read this first.
4. Make sure that the items you pick for this are available for all users. You don't want gaps in your designs, e.g. name, surname, role are great examples of things that are of the highest priority. Things like 'hair colour' are not as important (unless you are a hair modelling agency!) and it might not be available data for everyone.

5. It's always handy to have a picture or picture placeholder, as it elevates the design. The picture should be grouped with the most important data.
6. Depending on the profile and the information it contains, the rest of the data about the user should be grouped into tabs or expansion panels. (this should take up the rest of the page):
 - a. The primary actions available for the user e.g. edit, delete should be easy to find and therefore should be a primary button at the top right hand of the screen.

Finishing touches

- Add icons to your tabs or expansion panels, as this will aid findability, as well as improve the overall look and feel of the profile page.
- Always have a back button that allows a user to return to their previous screen, if they so wish.



Create a post

Say something

Delete
Post



Entelect

12 January 2020

⋮

With the technological advancement in the 21st century, everybody wants to experience the best technology with the least amount of effort. By now, user experience (UX) design is recognised as a crucial part of customer satisfaction...

**THE DATA SCIENCE
BEHIND UX**

ENTELECT INSIGHTS
INNOVATE. TRANSFORM. AUTOMATE. / #ENTELECT



12 Interactions | 3 Comments

👍 Like
💬 Comment
➦ Share

Social screen

Time to design

10 minutes

What you'll need

- Cover or banner image
- Profile picture
- Background (optional)

When to use it

When your organisation needs a platform such as Facebook, Twitter or LinkedIn to communicate their brand and products. This also allows your organisation to grow their network, by drawing in followers and gaining social media presence.

Directions

1. Choose a cover or banner image and background that promotes the organisation or a marketing campaign.
2. Create the correct size images for each social platform (these sizes are defined in a social platforms documentation but

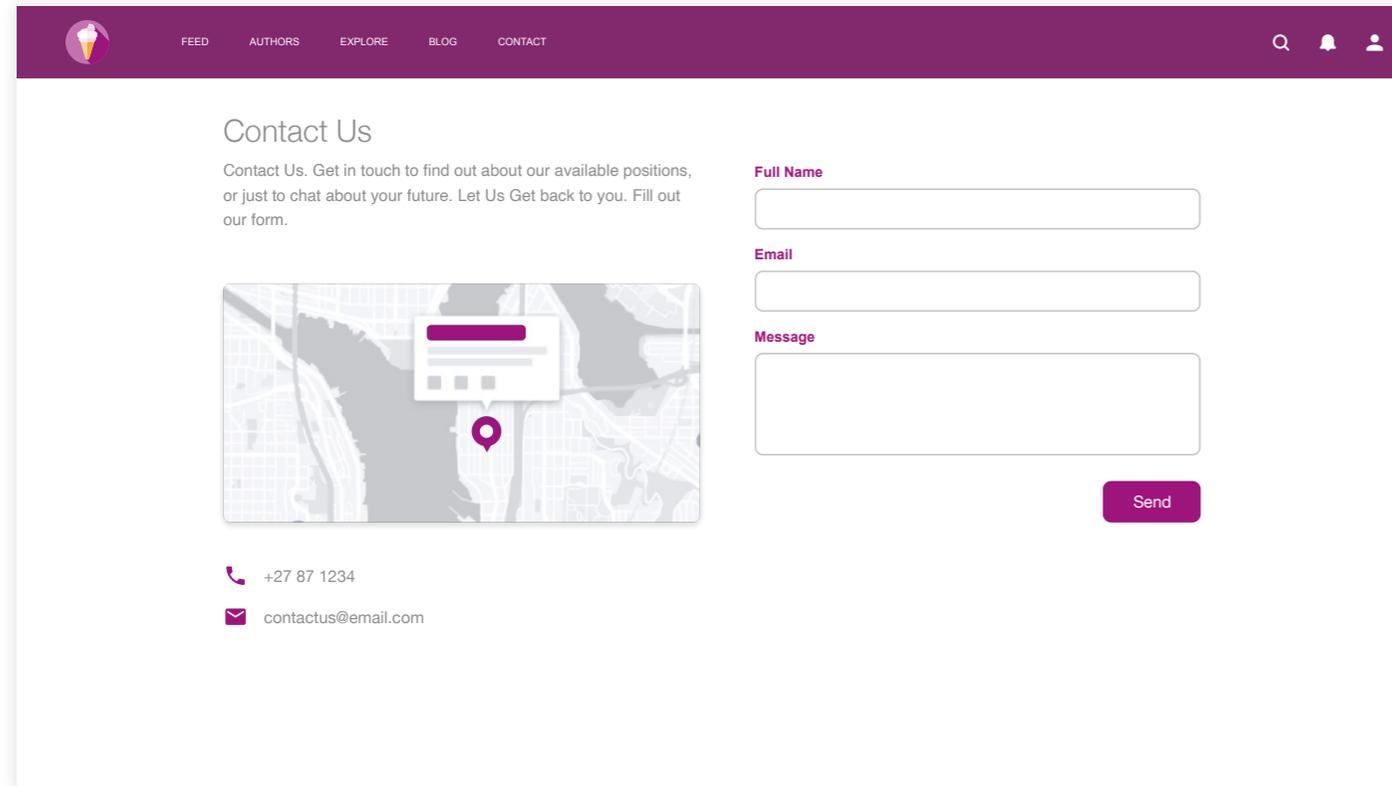
do change from time to time, so check guidelines regularly).

3. Use more images than text on your social screen, as the human brain processes images much faster than text.
4. Create a visual relationship between your profile picture and cover image.
5. The profile picture shouldn't hide any valuable content in the cover image.
6. Ensure your designs follow the guidelines set by each social platform.

Finishing touches

- Update imagery on the social media page every few months to keep your target audience interested.
- Make sure the overall design is consistent with the company's branding and demonstrates the products and services they offer.
- Use a consistent look and feel across all your social media pages.
- If the content and visuals are appealing they are more likely to be shared and increase engagement.





Contact screen

Time to design

30 minutes

What you'll need

- Navigation
- Contact form
- Location (use google maps)
- Phone numbers
- Email addresses
- Chat bot (if possible/applicable)
- Product logo/brand image
- Footer

When to use it

A contact page allows those visiting your site to contact you. This page should be easy for users to navigate to and page links should be in the footer section of your website, as well as your menu.

Directions

1. Place the contact form above the fold (before the point of scrolling). This is what the user has come to see

2. Always give the user clear direction to the purpose of a page – in this case 'Contact Us'
3. Organise the information in a symmetrical fashion e.g. the contact form on the left and the numbers and location on the right.
4. Give the user feedback once the form is submitted or if it's been incorrectly filled out using success or error messages.
5. Give the user a notification that you will respond to them within a certain time frame if successful or explain the errors in what they have input and how to correct them.
6. Keep the colours, text and sizing of the contact page consistent with the design on all other pages of your website.

Finishing touches

- The contact page should be kept brief and simple.
- Your contact page should have multiple methods by which a user can contact you if possible, besides the contact form itself.

Resources

- [10 rules of good UI to follow](#)
- [5 tips for creating a social media page design](#)
- [Material Design - Design guidance and code](#)
- [Building the perfect splash screen](#)
- [Balsamiq](#)
- [Typography in UI: Guide for beginners](#)
- [15 examples of popular card UI design](#)
- [8 rules for perfect typography in UI](#)
- [User interface elements](#)
- [10 usability heuristics for UI design](#)
- [Laws of UX](#)
- [Card Sorting](#)

If you have any suggestions or comments for improvement, please email:
guild-ux@entelect.co.za.

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