

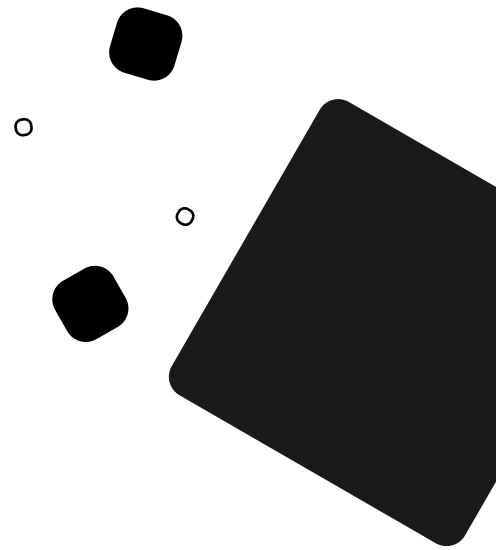
The Design Triggers Checklist

Craft beautiful and yet usable designs for your users.

It's all about the contrast

The Boulder And The Rocks

- One large element
- Middle sized elements
- A few small elements



It's all about communication

Law Of Proximity

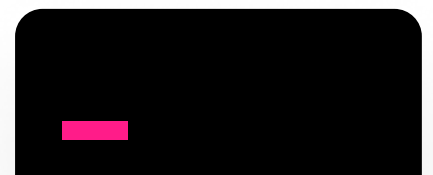
- Is the spacing between all chunks of typography + visual elements reflecting how I would talk to someone in a stall?



A spice is meant to stay a spice

The Color Triad

- What are my blacks & Whites?
- One CTA color to be used as a spice only
- (optional) A few subtle secondary colors



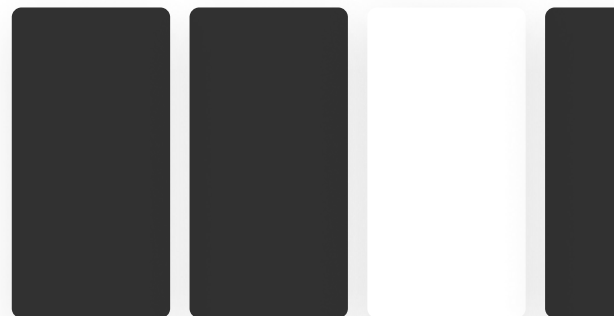
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The Design Triggers Checklist

Have consistency but don't be monotonic

Solidify Then Surprise

- All screens are consistent in their BG color and overall look & feel
- At least one screen / micro-flow breaks that and creates surprise



Elegant and clean always takes cutie-pie

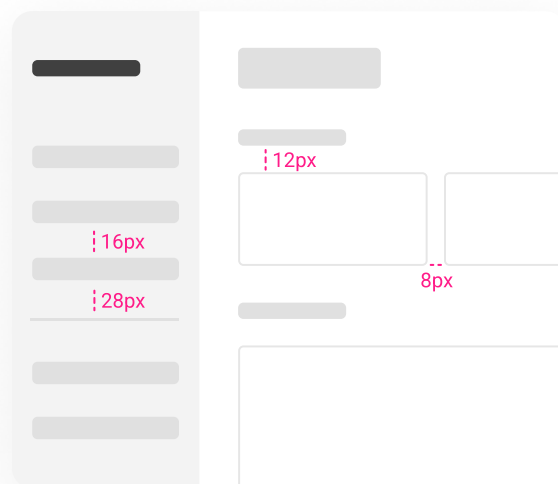
Elegant - Never Cute

- Are my designs more elegant than cute?

Get that feeling of order and the gestalt effect in place

The Invisible Order

- Main layout organized by 12pt Grid
- Elements spacing by multiples of 4
- Element Sized by multiples of 4 (where not elastic)
- Font sizes are by multiples of 4 (i.e. H1 36px, H2 28px, Running Text 20px, etc)



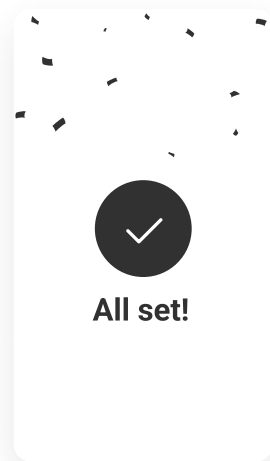
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The Design Triggers Checklist

Boost engagement and guide them on how our UI works

Motion And Delights

- Are my micro-interactions according to industry standards?
- At least one CELEBRATION (aka Delight) for our user for something they've done on our system



Connect between the main item and the emotion of your user

Glorify The Message

- Can the main element/s of every page be glorified - given proper visual respect
- Are you making an emotional impact with the visual elements on the screen?

Wanna learn more?

Scan the code and stay up do date with more tips
by ContrastUX product design agency

