

Design Theory, Principles and Guidelines

Human Computer Interaction

Luigi De Russis

Academic Year 2022/2023

Hall of Fame or Shame?

Did we make you smile?

Based on your shopping experience,
how likely are you to recommend us on
a scale of 0 - 10?

Extremely unlikely



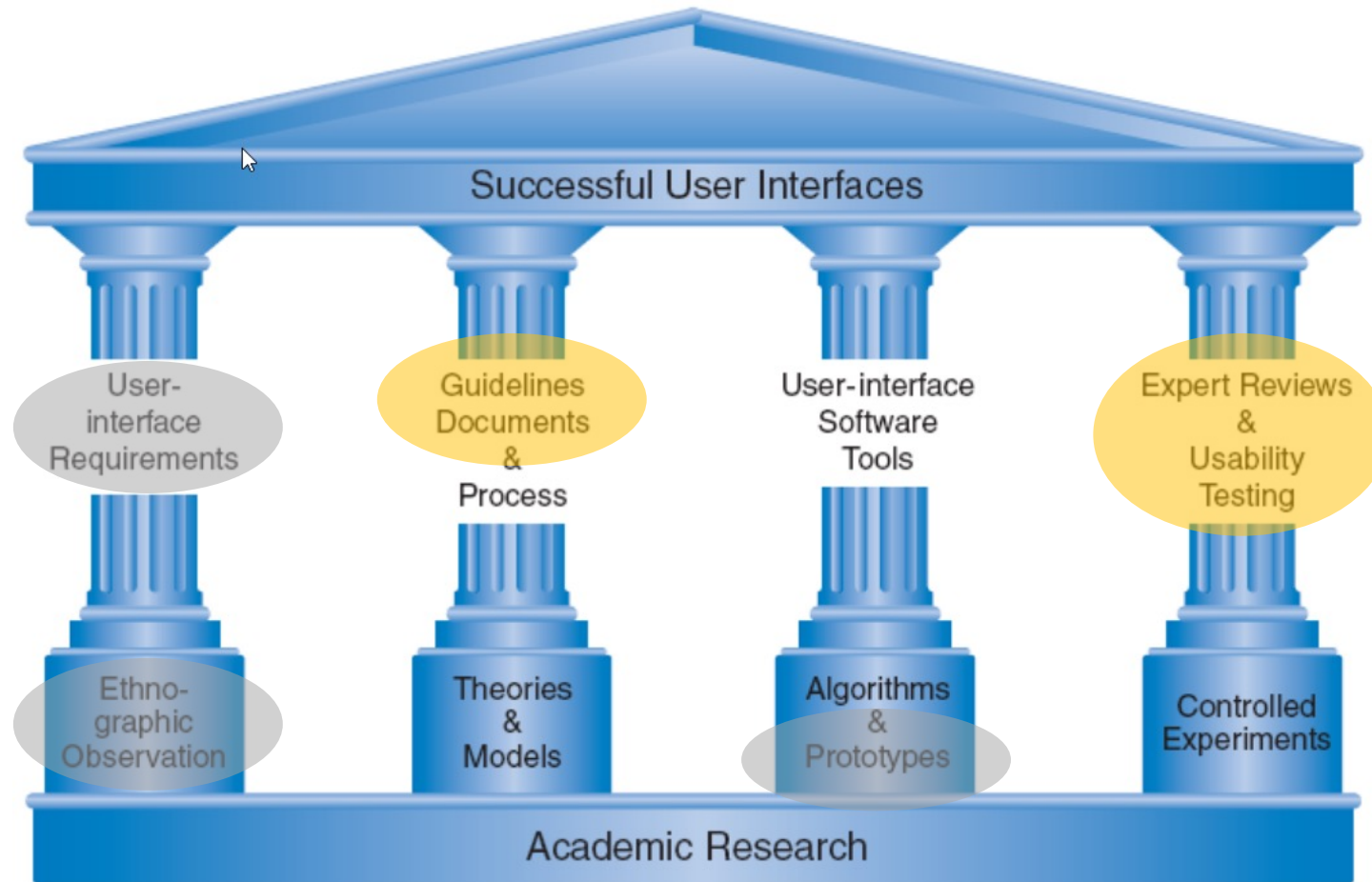
0 1 2 3 4



5 6 7 8 9 10

Extremely likely

The Four Pillars of Design



Ben Shneiderman & Catherine Plaisant, Designing the User Interface: Strategies for Effective Human-Computer Interaction

Goals

Generating design solutions

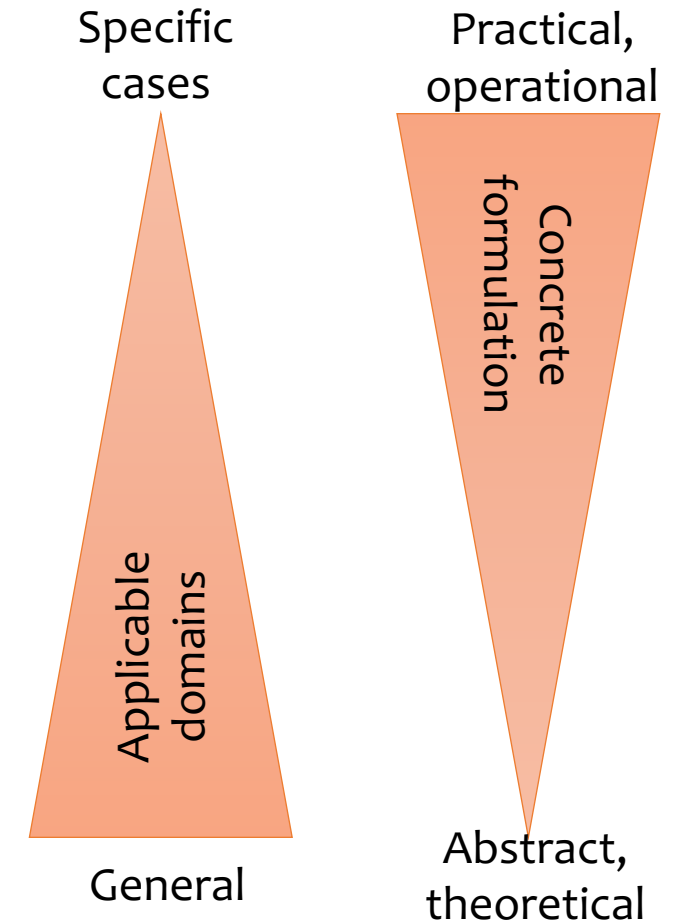
- Guidelines
- Principles
- Theories

Evaluating generated designs

- Expert reviews and heuristics
- Usability testing
- Controlled experiments

Generating Design Solutions

- **Guidelines:** Low-level focused advice about good practices and cautions against dangers.
- **Principles:** Mid-level strategies or rules to analyze and compare design alternatives.
- **Theories:** High-level widely applicable frameworks to draw on during design and evaluation, as well as to support communication and teaching.



Design Theories

Theoretical frameworks enabling foundational research

The “Why”

Design Theories

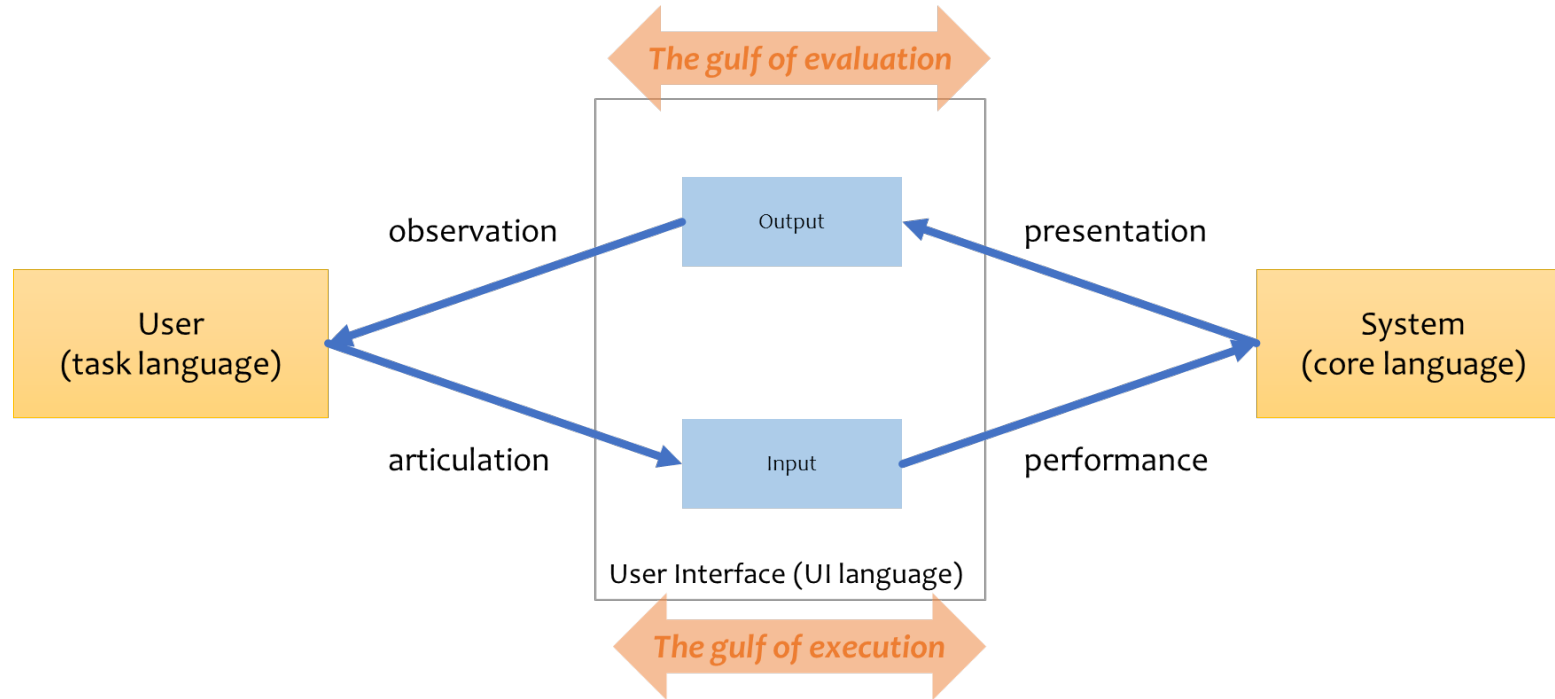
Types of theories

- Descriptive
 - UI elements, terminology, semantics
- Explanatory
 - Sequences of events with causal relationships
- Prescriptive
 - Guidelines for designers to make decisions
- Predictive
 - Comparison of design alternatives based on performance figures

Human capacity

- Motor task
 - Skill in pointing, clicking, ... movements
- Perceptual
 - Sensory inputs
- Cognitive
 - Problem-solving, short-/long-term memory

Norman's Action Models (Explanatory)



1. **Goal** (form the goal)
2. **Plan** (the action)
3. **Specify** (an action sequence)
4. **Perform** (the action sequence)
5. **Perceive** (the state of the world)
6. **Interpret** (the perception)
7. **Compare** (the outcome with the goal)

Foley and van Dam Four-level Approach (Descriptive)

- **Conceptual level**
 - User's mental model of the interactive system
- **Semantic level**
 - Describes the meanings conveyed by the user's command input and by the computer's output display
- **Syntactic level**
 - Defines how the units (words) that convey semantics are assembled into a complete sentence that instructs the computer to perform a certain task
- **Lexical level**
 - Deals with device dependencies and with the precise mechanisms by which a user specifies the syntax

Consistent

delete/insert character

delete/insert word

delete/insert line

delete/insert paragraph

Consistency Theories (Prescriptive)

- **Consistency** of nouns (objects) and verbs (actions)
 - Reduces learning time and errors
- Consistency of
 - Color
 - Layout
 - Icons
 - Fonts and Font sizes
 - Button sizes
 - ...
- Inconsistencies might be used (sparingly!) for drawing attention

Design Principles

The important aspects that we need to consider when creating a design.

The “What”

Design Principles

- More practical than Theories
- More fundamental, widely applicable, and enduring than Guidelines
- Fundamental principles (→ from Needfinding)
 - Determine user's skill levels
 - Identify the tasks
- 5 primary interaction styles
- 8 golden rules of interface design
- Prevent errors
- Automation and human control

Interaction Styles

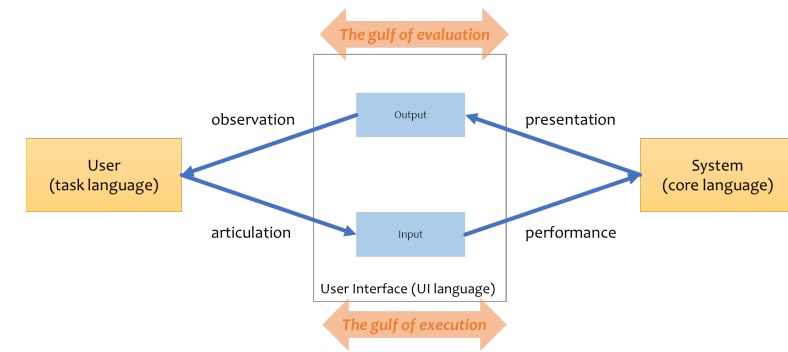
- Direct manipulation
- Menu selection
- Form fill-in
- Command language
- Natural language

Advantages	Disadvantages
Direct manipulation Visually presents task concepts Allows easy learning Allows easy retention Allows errors to be avoided Encourages exploration Affords high subjective satisfaction	May be hard to program May require graphics display and pointing devices
Menu selection Shortens learning Reduces keystrokes Structures decision making Permits use of dialog-management tools Allows easy support of error handling	Presents danger of many menus May slow frequent users Consumes screen space Requires rapid display rate
Form fill-in Simplifies data entry Requires modest training Gives convenient assistance Permits use of form-management tools	Consumes screen space
Command language Flexible Appeals to "power" users Supports user initiative Allows convenient creation of user-defined macros	Poor error handling Requires substantial training and memorization
Natural language Relieves burden of learning syntax	Requires clarification dialog May not show context May require more keystrokes Unpredictable

Norman's Principles from Action Models

Principles of good design

- State and the action alternatives should be visible
- Should be a good conceptual model with a consistent system image
- Interface should include good mappings that reveal the relationships between stages
- User should receive continuous feedback



User failures can occur

- Users can form an inadequate goal
- Might not find the correct interface object because of an incomprehensible label or icon
- May not know how to specify or execute a desired action
- May receive inappropriate or misleading feedback

The 8 Golden Rules of Interface Design

- Strive for consistency
- Cater to universal usability
- Offer informative feedback
- Design dialogs to yield closure
- Prevent errors
- Permit easy reversal of actions
- Keep users in control
- Reduce short-term memory load

The 8 Golden Rules of Interface Design

▪ Strive for consistency

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- Reduce short-term memory load
- Similar situations should lead to similar sequences of actions
- Same terminology in prompts, menus, help
- Color, layout, capitalization, fonts, ...
- Exceptions should be comprehensive and limited
 - E.g., delete, password echo

Internal Consistency



Consistency with mental models



<https://twitter.com/grmcall/status/1182586857814659073?s=20>

Consistency of Interpretation

Order Timing:



- Which one is the selected one?
 - Color codes are ambiguous
 - No further internal clues
 - No external clues
- Does it represent the current status?
- Does it represent the status that we want to achieve?

Inconsistency for Drawing Attention

The border color and button text color in the “danger zone” are deliberately different than the rest of the page

Merge button

When merging pull requests, you can allow any combination of merge commits, squashing, or rebasing. At least one option must be enabled.

- ☒ **Allow merge commits**
Add all commits from the head branch to the base branch with a merge commit.
- ☒ **Allow squash merging**
Combine all commits from the head branch into a single commit in the base branch.
- ☒ **Allow rebase merging**
Add all commits from the head branch onto the base branch individually.

After pull requests are merged, you can have head branches deleted automatically.

- ☐ **Automatically delete head branches**
Deleted branches will still be able to be restored.

GitHub Pages

GitHub Pages is designed to host your personal, organization, or project pages from a GitHub repository.

- Source**
GitHub Pages is currently disabled. Select a source below to enable GitHub Pages for this repository. [Learn more.](#)
- None** ▾
- Theme Chooser**
Select a theme to publish your site with a Jekyll theme using the master branch. [Learn more.](#)
- Choose a theme**

Danger Zone

- Make this repository private**
Please [upgrade](#) `TdP-prove-finali`
- Transfer ownership**
Transfer this repository to another user or to an organization where you have the ability to create repositories. **Transfer**
- Archive this repository**
Mark this repository as archived and read-only. **Archive this repository**
- Delete this repository**
Once you delete a repository, there is no going back. Please be certain. **Delete this repository**

The 8 Golden Rules of Interface Design

- Strive for consistency
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- Offer informative feedback
- Design dialogs to yield closure
- Prevent errors
- Permit easy reversal of actions
- Keep users in control
- Reduce short-term memory load
- Users with different needs: let the interface *adapt*, let content be *transformed*
- Novices vs. experts. Young vs elderly. Web vs. mobile. Users with disabilities (→Accessibility)
- **Responsive** design
- International (and cultural) variations

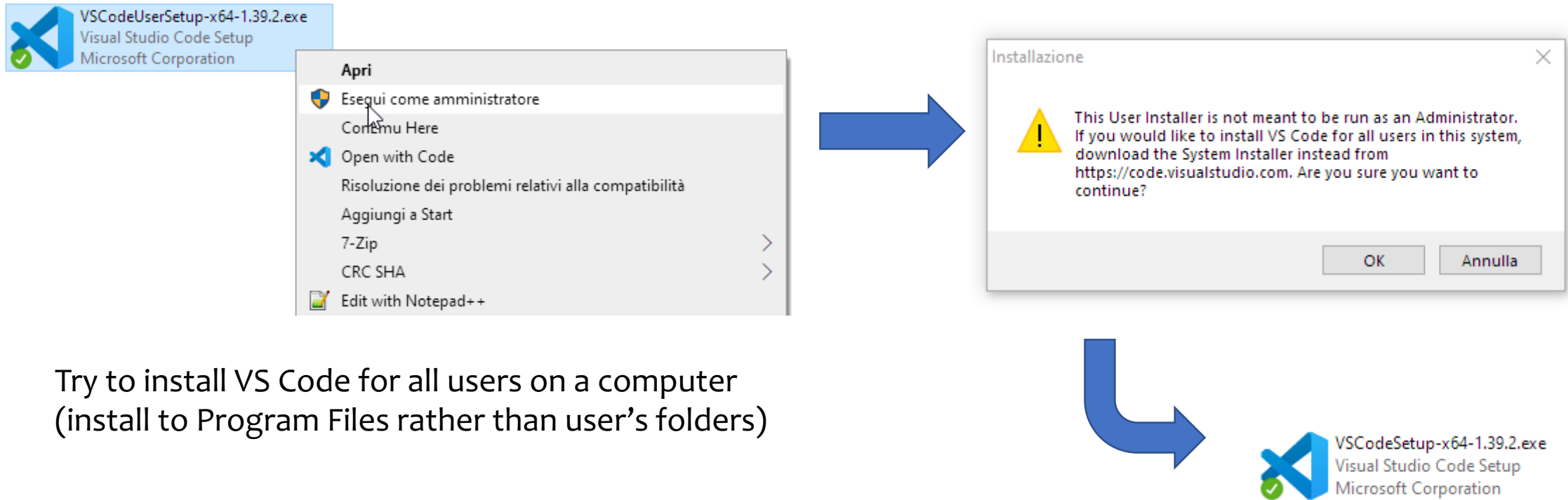
The 8 Golden Rules of Interface Design

- Strive for consistency
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 - Prevent errors
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 - Keep users in control
 - Reduce short-term memory load
- For ***every*** human action, there should be an interface feedback
 - Frequent and minor actions: light feedback
 - Infrequent and major actions: stronger feedback
 - Visual presentation of objects helps showing the changes (e.g., dim, highlight, grey out, ...)

Example



Example



Try to install VS Code for all users on a computer
(install to Program Files rather than user's folders)

We Went a Long Way From...

```
GW-BASIC 3.23
(C) Copyright Microsoft 1983,1984,1985,1986,1987,1988
60300 Bytes free
Ok
10 INPUT X

RUN
? Fulvio
?Redo from start
? _
```

1LIST 2RUN← 3LOAD" 4SAVE" 5CONT← 6,"LPT1 7TRON← 8TROFF← 9KEY 0SCREEN

The 8 Golden Rules of Interface Design

- Strive for consistency
- Cater to universal usability
- Offer informative feedback
- **Design dialogs to yield closure**
- Prevent errors
- Permit easy reversal of actions
- Keep users in control
- Reduce short-term memory load
- Every sequence of actions should have
 - Beginning
 - Development
 - End
- Provide clear feedback at end
 - Satisfy users
 - 'Delete' current task from their working memory, prepare for the next

Clear Dialog Sequence



smat
gruppo

COME ACQUISTARE L'ACQUA FRIZZANTE CON LA PROPRIA CARTA DI PAGAMENTO

Dal 16 settembre sarà funzionante la nuova modalità di pagamento tramite POS che consentirà, registrando la propria carta bancaria, postale, di debito, di credito o prepagata (dotata di lettura "contact-less"), il pagamento dell'acqua potabile frizzante, trattata e refrigerata prelevabile da tutti i Punti Acqua SMAT.

➔ **Registrare la propria carta bancaria, postale, di debito, di credito o prepagata**
Inserisci la carta di pagamento nel POS
Le carte accettate sono: Pagobancomat, VISA, Maestro, Mastercard (dotate di lettura "contact-less")
Premi "START" (pulsante verde) per registrare la carta
Se l'operazione non viene effettuata entro 15 secondi viene annullata. A registrazione avvenuta sul display comparirà il messaggio "credito 0,00"

➔ **Caricare o ricaricare con una carta già registrata**
Inserisci la carta di pagamento nel POS
Premi "START" (pulsante verde): se il credito è inferiore a 1 euro apparirà sul display il messaggio "vuoi ricaricare?" A questo punto occorrerà estrarre la carta ed avvicinarla per consentire la lettura "contact-less" e trasferire il credito di 5,00 euro sul tuo "borsellino virtuale". Al termine dell'operazione di ricarica comparirà il messaggio "ricarica eseguita correttamente"

➔ **Attivare l'erogazione**
Inserisci la carta e attendi il riconoscimento
Premi "START" (pulsante verde) ed estrai la carta dal POS
Per ottenere l'erogazione premi il pulsante presente sul chiosco
Per terminare l'erogazione premere il pulsante STOP

Utilizzare il POS conviene dopo 5 ricariche ne riceverai 1 in omaggio

N.B. La nuova modalità di pagamento non sostituisce l'attuale tessera *smat* ma è un ulteriore strumento a disposizione dell'utenza.

In caso di anomalie di funzionamento è a disposizione il Servizio Assistenza Utenti

Numero Verde
800 010 010

Clear Dialog Sequence

SPORTELLO ON LINE

ID STUDENTE: 447623

LA TUA RICHIESTA
SCADRA' TRA

66:23:52:23
gg hh mm ss

BANDO DI CONCORSO

Integrazione

ATTENZIONE:

Dal momento che hai dichiarato di esserti immatricolato nell'a.a. 2017/2018 e stai richiedendo i benefici EDISU per il settimo semestre puoi aggiungere la richiesta anche per il primo anno di laurea magistrale. Sei interessato?

☐ SI ☐ NO

REGIONALE PER IL DIRITTO ALLO STUDIO UNIVERSITARIO DEL PIEMONTE

OK

Submit

Confirm

Next

...?

The 8 Golden Rules of Interface Design

- Strive for consistency
- Cater to universal usability
- Offer informative feedback
- Design dialogs to yield closure
- **Prevent errors**
 - Permit easy reversal of actions
 - Keep users in control
 - Reduce short-term memory load
- Avoid the possibility of making errors
- Disable menu items, buttons, links, ... that are not applicable
- Prevent entering illegal characters
- Offer simple, constructive and specific instructions for recovery
 - Repair only the faulty part
- Errors should not alter application state (or make it easy to restore)

Error Prevention

ACCEDI ALL'AREA RISERVATA

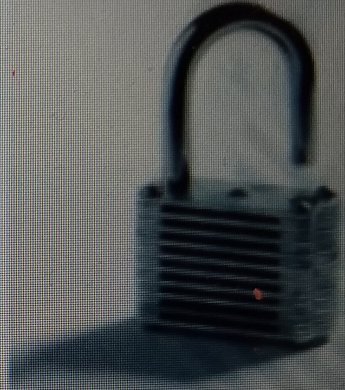
Attenzione: se la username è un codice fiscale inserirlo con le lettere MAIUSCOLE

Username

Password

Hai dimenticato la password? Clicca [QUI](#)

Sei un professionista della salute? [Registrati](#)



The 8 Golden Rules of Interface Design

- Strive for consistency
 - Cater to universal usability
 - Offer informative feedback
 - Design dialogs to yield closure
 - Prevent errors
 - **Permit easy reversal of actions**
 - Keep users in control
 - Reduce short-term memory load
- Actions should be reversible (at the cost of extra development effort)
 - Relieves anxiety
 - Encourages exploration
 - Different levels of reversibility
 - A single action
 - A data-entry task
 - A complete group of actions

The 8 Golden Rules of Interface Design

- Strive for consistency
 - Cater to universal usability
 - Offer informative feedback
 - Design dialogs to yield closure
 - Prevent errors
 - Permit easy reversal of actions
 - **Keep users in control**
 - Reduce short-term memory load
- The interface should *always* respond to user actions
 - Minimize the tedious and lengthy tasks
 - Avoid surprises or changes in familiar behavior
 - Provide undo/redo, cancel/confirm

Example

*Come docente, quali problemi hai avuto nello svolgimento degli esami?

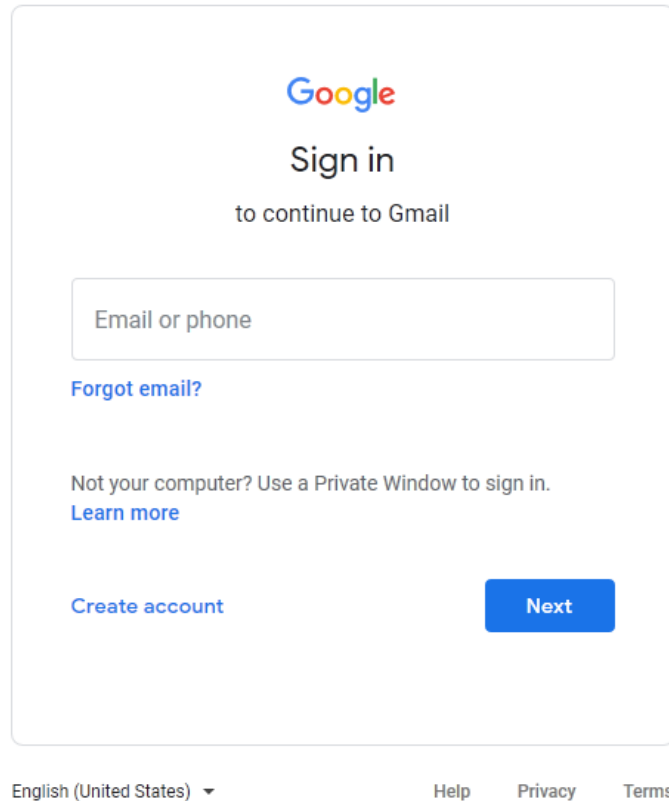
! Scegliere una o più delle seguenti opzioni

- ☒ Non ho avuto problemi
- ☒ Organizzazione dell'esame (poca chiarezza nella spiegazione delle modalità, sovrapposizione di date, procedure troppo confuse, deposito e consultazione documentazione complesso, ecc.)
- ☐ Dispongo di hardware/software inadeguato
- ☐ La connessione che uso è lenta/non continua
- ☐ Problemi ambientali (troppo rumore, confusione, scarsa possibilità di concentrazione)

The 8 Golden Rules of Interface Design

- Strive for consistency
 - Cater to universal usability
 - Offer informative feedback
 - Design dialogs to yield closure
 - Prevent errors
 - Permit easy reversal of actions
 - Keep users in control
 - **Reduce short-term memory load**
- Rule of thumb:
 - People can remember 7 ± 2 chunks of information
 - Information on a screen should not be needed (remembered) in the next screen
 - No entry of phone numbers (collect from addressbook), show website location, fit long forms in a single page, ...

Discussion – An Exception?



Google

Sign in
to continue to Gmail

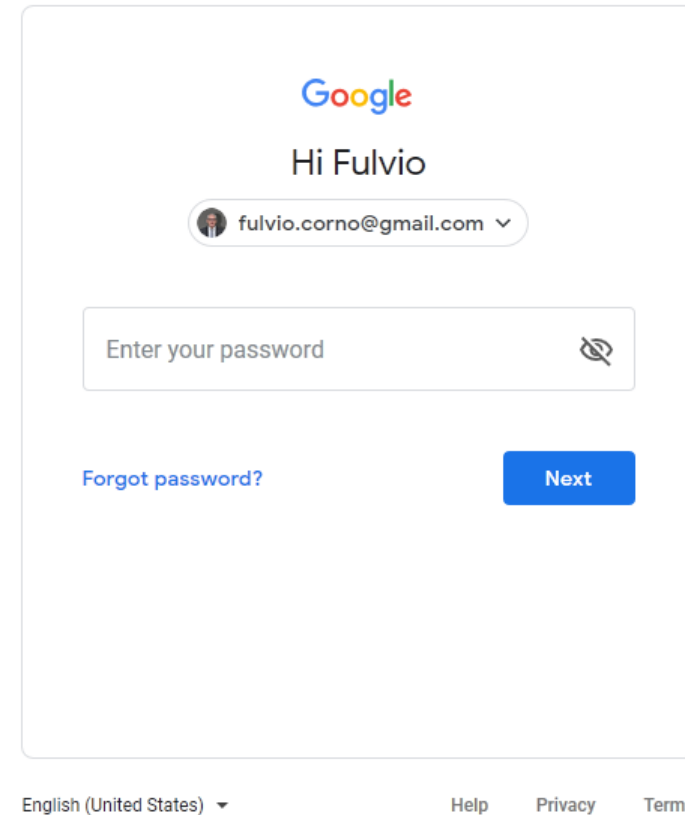
Email or phone

[Forgot email?](#)

Not your computer? Use a Private Window to sign in.
[Learn more](#)


[Create account](#) [Next](#)


English (United States) ▼ Help Privacy Terms



Google

Hi Fulvio

 fulvio.corno@gmail.com ▼

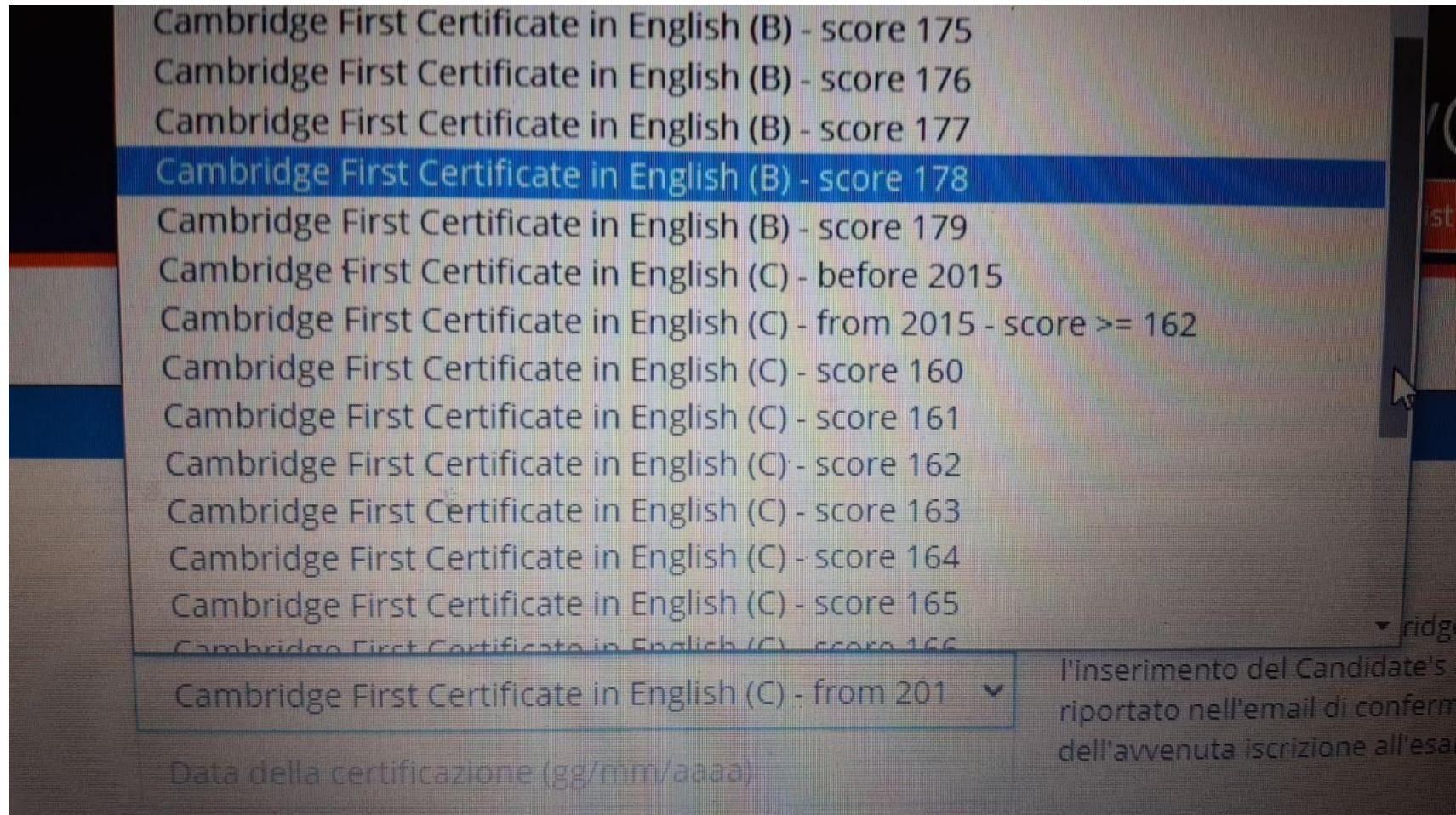
Enter your password 

[Forgot password?](#) [Next](#)

English (United States) ▼ Help Privacy Terms

Exceptions...

sometimes entering is better than selecting



Design Principles by Benyon (I)

(adapted from Norman, Nielsen and others)

- **Learnability** – helping people access, learn and remember the system
 - *Visibility* – ensure that things are visible, so users can see what functions are available and what the system is currently doing
 - *Consistency* (→above)
 - *Familiarity* – use language and symbols that the intended audience will be familiar with
 - *Affordance* – design things so it is clear what they are for (e.g., buttons should be pushed). Maps the (perceived) properties of the objects with how they can be used

Affordance



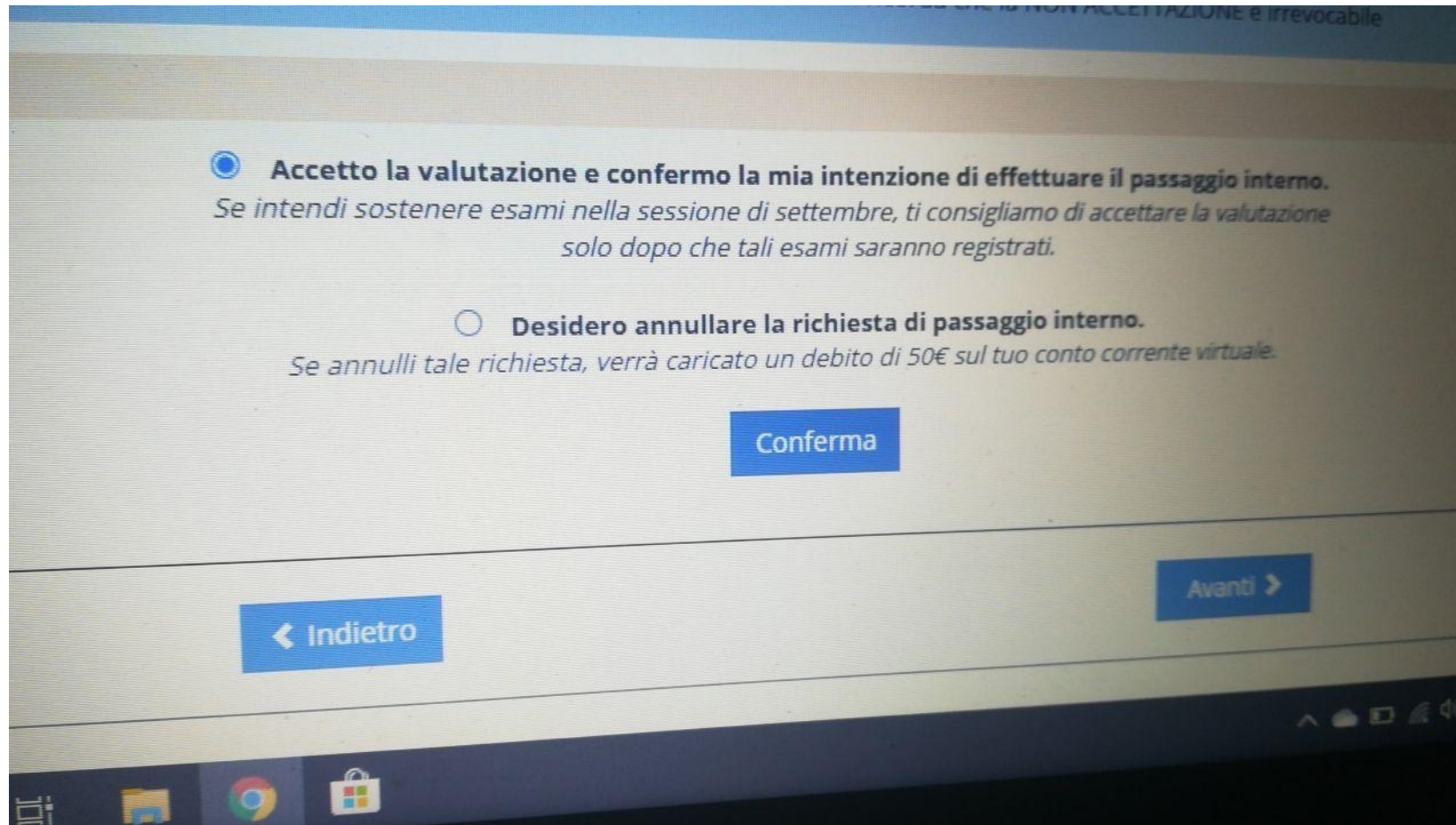


Design Principles by Benyon (II)

(adapted from Norman, Nielsen and others)

- **Effectiveness** – giving users the sense of being in control, knowing what to do and how to do it
 - *Navigation* – support people in moving around the different sections: maps, directional signs, information signs
 - *Control* – who is in control for the next interaction? Clear and logical mapping between controls and their effect. Relationships with the “side effects” in the real world
 - *Feedback* (→feedback above)

Example: Navigation and Control?



Design Principles by Benyon (III)

(adapted from Norman, Nielsen and others)

- **Safety and Security**
 - *Recovery* (→error recovery)
 - *Constraints* (→prevent errors)
- **Accommodation** – offer an interaction way that suits the users
 - *Flexibility* (→universal usability)
 - *Style* – stylish, attractive, nice-looking
 - *Conviviality* – polite, friendly, pleasant. No abrupt interruptions

Norman's Seven Principles for Transforming Difficult Tasks into Simple Ones

- Use both knowledge in the world and knowledge in the head
- Simplify the structure of tasks
- Make things visible
- Get the mappings right
- Exploit the power of constraints, both natural and artificial
- Design for error
- When all else fails, standardize



<https://asktog.com/atc/principles-of-interaction-design/>

First Principles of Interaction Design (Bruce Tognazzini, 2014)

AskTOG
Interaction Design
Solutions for the
Real World

Home Interaction Design Section Living Section About Bruce Tognazzini - NN/g

First Principles of Interaction Design (Revised & Expanded)
5 Mar 2014 in First Principles, HCI Design, Human Computer Interaction (HCI), Principles of HCI Design, Usability Testing

The following principles are fundamental to the design and implementation of effective interfaces, whether for traditional GUI environments, the web, mobile devices, wearables, or Internet-connected smart devices.

Help!

This is a huge revision. I expect I have made mistakes. Please leave corrections and suggestions in the Comments at the end. If you have better examples than I'm using, please include them as well, but give me enough information about them, including links or cites, that I can make use of them.

This revision features new examples and discussion involving mobile, wearables, and Internet-connected smart devices. However, the naming and organization remains the same except for three changes: I have shortened the name of one principle to extend its reach: "Color Blindness" is now simply Color and includes more than just color blindness. I've added one new principle, Aesthetics, and brought back two old principles, Discoverability and Simplicity. I dropped them from the list more than a decade ago when they had ceased to be a problem. Problems with Discoverability, in particular, have come roaring back.

What has changed greatly is the level of detail: You will find many new sub-principles within each category, along with far more explanation, case studies, and examples.

Previous Version & Its Translations. (Google's machine translator for the latest edition, to your right). I'm continuing access to the original version of First Principles because it is cited in many scientific papers.

- Belarusian
- German
- Spanish
- Dutch
- Italian
- Russian
- English
- Portuguese
- Ukrainian

Introduction

Effective interfaces are visually apparent and forgiving, instilling in their users a sense of control. Users quickly see the breadth of their options, grasp how to achieve their goals, and can settle down to do their work. Effective interfaces do not concern the user with the inner workings of the system. Work is carefully and continuously saved, with full option for the user to undo any activity at any time. Effective applications and services perform a maximum of work, while requiring a minimum of information from users.

Because an application or service appears on the web or mobile device, the principles do not change. If anything, applying these principles—all these principles—becomes even more important.

I Love Apple, But It's Not Perfect

I've used many example drawn from Apple products here, often as examples of bad interface practices. Apple has made many revolutionary breakthroughs in interaction technology, a trend I fully expect will

First Principles

- Aesthetics
- Anticipation
- Autonomy
- Color
- Consistency
- Defaults
- Discoverability
- Efficiency of the User
- Explorable Interfaces
- Fitts's Law
- Human-Interface Objects
- Latency Reduction
- Learnability
- Metaphors
- Protect Users' Work
- Readability
- Simplicity
- State: Track it
- Visible Interfaces

My Upcoming Courses/Conferences

My Interaction Design course: Build a firm foundation in interaction design with this three day course. Spring 2014 schedule:

New York: March 9-11, 2014
Atlanta: April 28-30, 2014
Chicago: May 12-14, 2014
London: June 1-3, 2014
San Francisco: June 22-24, 2014

You may be coming in cold from engineering, graphic design, psychology, or beyond. You may already be an interaction designer wanting to "fill in the blanks," establishing a more solid theoretical and practical base. You may be taking on the management of a group of HCI designers. I've designed this course for each one of you.

[Aesthetics](#)
[Anticipation](#)
[Autonomy](#)
[Color](#)
[Consistency](#)
[Defaults](#)
[Discoverability](#)
[Efficiency of the User](#)
[Explorable Interfaces](#)
[Fitts's Law](#)
[Human-Interface Objects](#)
[Latency Reduction](#)
[Learnability](#)
[Metaphors](#)
[Protect Users' Work](#)
[Readability](#)
[Simplicity](#)
[State: Track it](#)
[Visible Interfaces](#)

Design Guidelines

Shared language to promote **consistency** among multiple designers in terminology usage, appearance, and action sequences

The “How”

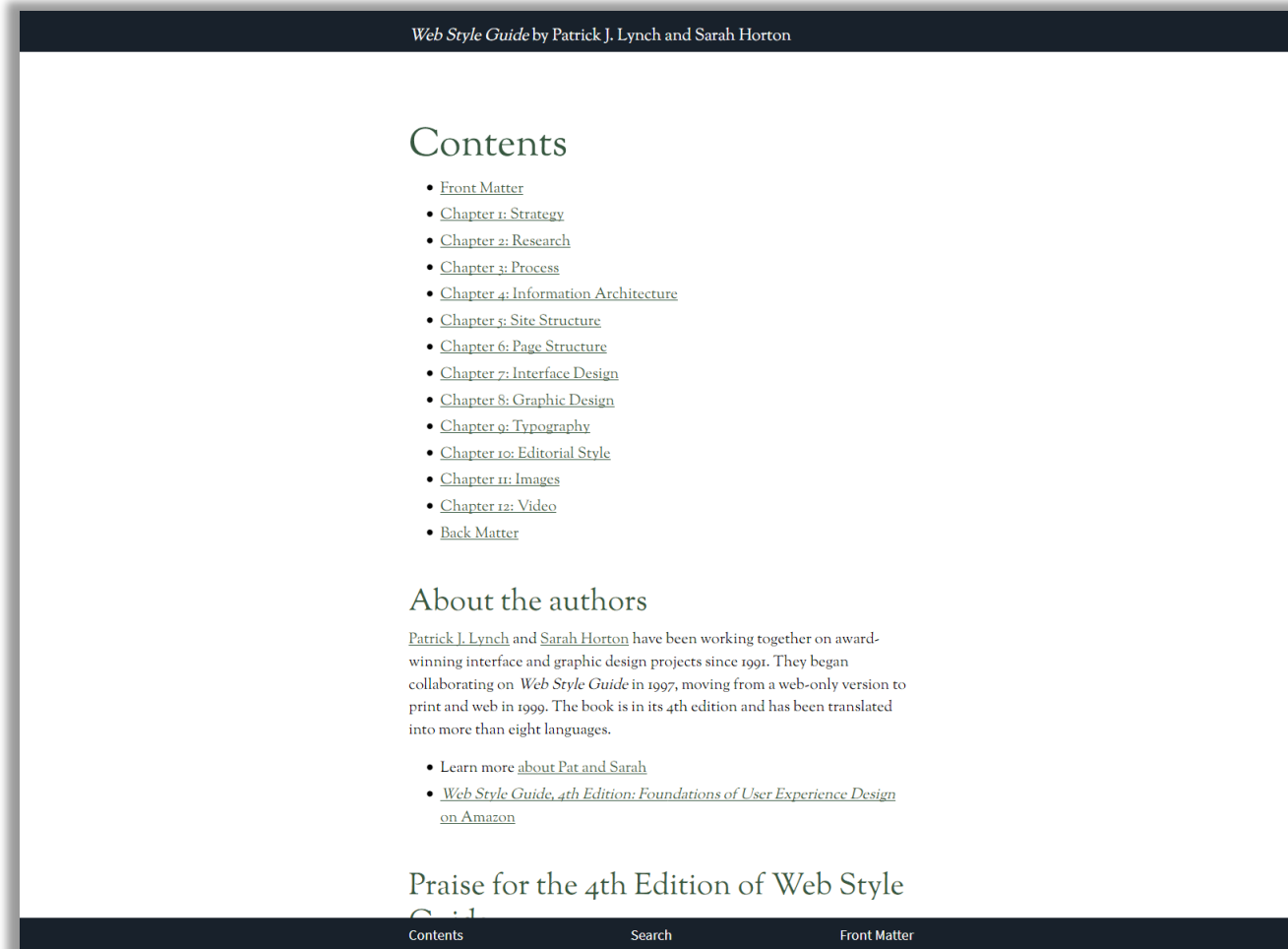
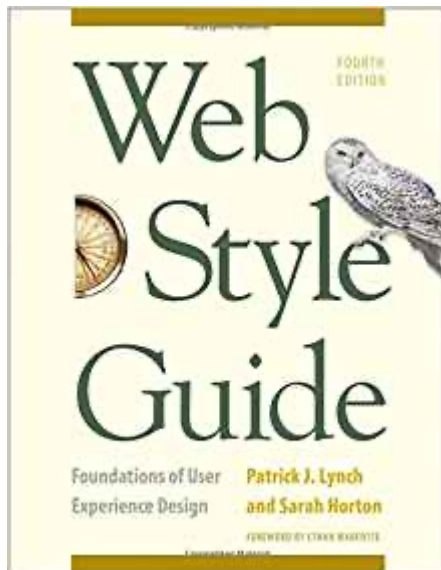
Design Guidelines

- Concrete suggestions about “How” the Principles may be satisfied
- Often rule-based
- Based on best practices
- Encapsulate experience of expert designers
- Sometimes blessed as «standards»
- But:
 - May be too specific and hard to apply to your situation
 - Difficult to develop a general-purpose guideline

Web Style Guide



Web Style Guide, 4th Edition: Foundations of User Experience Design (2016)
<https://webstyleguide.com/>





<https://www.w3.org/WAI/standards-guidelines/wcag/>

Web Content Accessibility Guidelines (WCAG)

The screenshot shows the W3C Web Accessibility Initiative (WAI) website. The header includes the W3C logo, the text "Web Accessibility Initiative WAI", and a tagline: "Strategies, standards, resources to make the Web accessible to people with disabilities". There are links for "Get Involved" and "About W3C WAI", and a search bar. A navigation bar below the header lists: "Accessibility Fundamentals", "Planning & Policies", "Design & Develop", "Test & Evaluate", "Teach & Advocate", and "Standards/Guidelines". The main content area is titled "WCAG 2 Overview". On the left, there is a sidebar with a "Standards/Guidelines" section containing links: "Web Content - WCAG 2", "How to Meet WCAG 2 (Quick Reference)", "At a Glance", "The Documents", "Applying to Non-Web ICT", "New in 2.2 Draft", "New in 2.1", "Translations", "Commenting", "Conformance Logos", "FAQ", "WCAG 3 Draft", and "Authoring Tools - ATAG". The main content area has a "Summary" section with the following text: "This page introduces the Web Content Accessibility Guidelines (WCAG) international standard, including WCAG 2.0, WCAG 2.1, and WCAG 2.2. WCAG documents explain how to make web content more accessible to people with disabilities. A different page [introduces WCAG 3](#). WCAG is not an introduction to accessibility. For introductions, see [Accessibility Fundamentals Overview](#). Quick links to resources:

- [How to Meet WCAG 2 \(Quick Reference\)](#)
- [WCAG 2.2 Draft](#), [What's New in WCAG 2.2 Draft](#) with status and timeline
- [WCAG 2.1 Standard](#)
- [WCAG 2.0 Standard](#)

 Below this is a "Page Contents" section with links:

- [Introduction](#)
- [WCAG 2.0, 2.1, 2.2](#)
- [Who WCAG is for](#)
- [What is in WCAG 2](#)

U.S. Government Mobile User Experience Guidelines



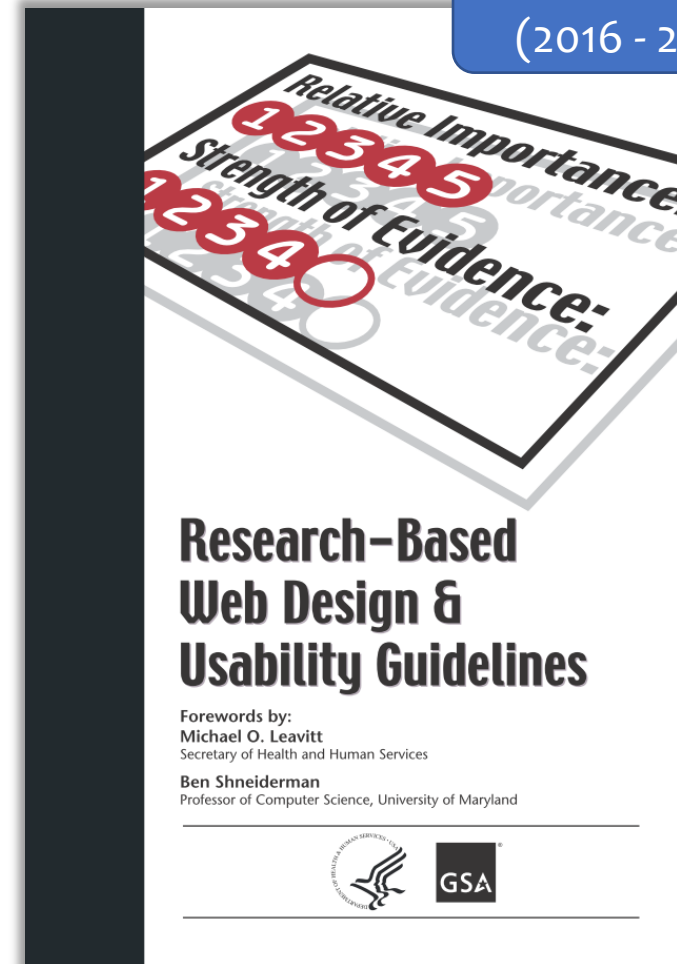
U.S. General Service Administration
<https://digital.gov/resources/mobile-user-experience-guidelines/>

Previously
(2016 - 2021)

The screenshot shows the Digital.gov website header with navigation links: About, Subscribe, Write for us, and Contact. Below the header is a search bar and a menu with News, Events, Resources, Communities, and Tools. The main content area features a blue arrow pointing left to 'All Resources' and the title 'Mobile User Experience Guidelines' with a subtitle 'Six user experience guidelines for creating a mobile product.' The text explains that if an app doesn't have a good user experience, it goes to the 'app graveyard'. It mentions that the need for digital products to work better is not new in the federal government, citing the Digital Playbook and Public Participation Playbook. It states that as more agencies develop mobile apps and websites, they need quick guidance on mobile user experience Do's and Don'ts. To answer their call, they asked MobileGov Community of Practice members to choose their top Mobile UX Guidelines from the original group of 42 created in 2013 at community events in late 2014 and early 2015. From that feedback, they have distilled the following six mobile user experience guidelines:

- Guideline 1:** Make sure your content is structured and chunked appropriately for multiple devices
- Guideline 2:** Follow industry user interface guidelines and government regulations (like 508) in the development of your mobile product

On the right side of the page, there is a section titled 'In this page' with a list of links: Mobile, Web Analytics and Optimization, Web Managers, User Experience, and U.S. Web Design System.





<https://design-system.service.gov.uk>

U.K. Government Design System

The screenshot shows the GOV.UK Design System homepage. At the top is a black header with the GOV.UK logo and 'Design System' text, and a search bar on the right. Below the header is a white navigation bar with links: 'Get started', 'Styles', 'Components', 'Patterns', and 'Community'. The main content area has a blue background with the heading 'Design your service using GOV.UK styles, components and patterns'. Below this is a paragraph: 'Use this design system to make your service consistent with GOV.UK. Learn from the research and experience of other service teams and avoid repeating work that's already been done.' To the right of the text is an illustration of a laptop displaying a 'Service' page, with a checklist and a code editor floating above it. A 'Get started >' button is located below the paragraph. Further down, a 'What's new' section contains a date '17 October 2022' and text about changes to the 'Backlog' page, with links to 'Upcoming components and patterns' and a link to 'Sign up to get update emails about the Design System.' At the bottom, there are three large, bold, black buttons labeled 'Styles', 'Components', and 'Patterns'.

GOV.UK Design System

Search Design System

[Get started](#) [Styles](#) [Components](#) [Patterns](#) [Community](#)

Design your service using GOV.UK styles, components and patterns

Use this design system to make your service consistent with GOV.UK. Learn from the research and experience of other service teams and avoid repeating work that's already been done.

[Get started >](#)

What's new

17 October 2022: We've changed our 'Backlog' page into the new '[Upcoming components and patterns](#)' page and chosen 3 priorities that we plan to work on next.

[Sign up to get update emails about the Design System.](#)

Styles **Components** **Patterns**



<https://designers.italia.it/linee-guida/>

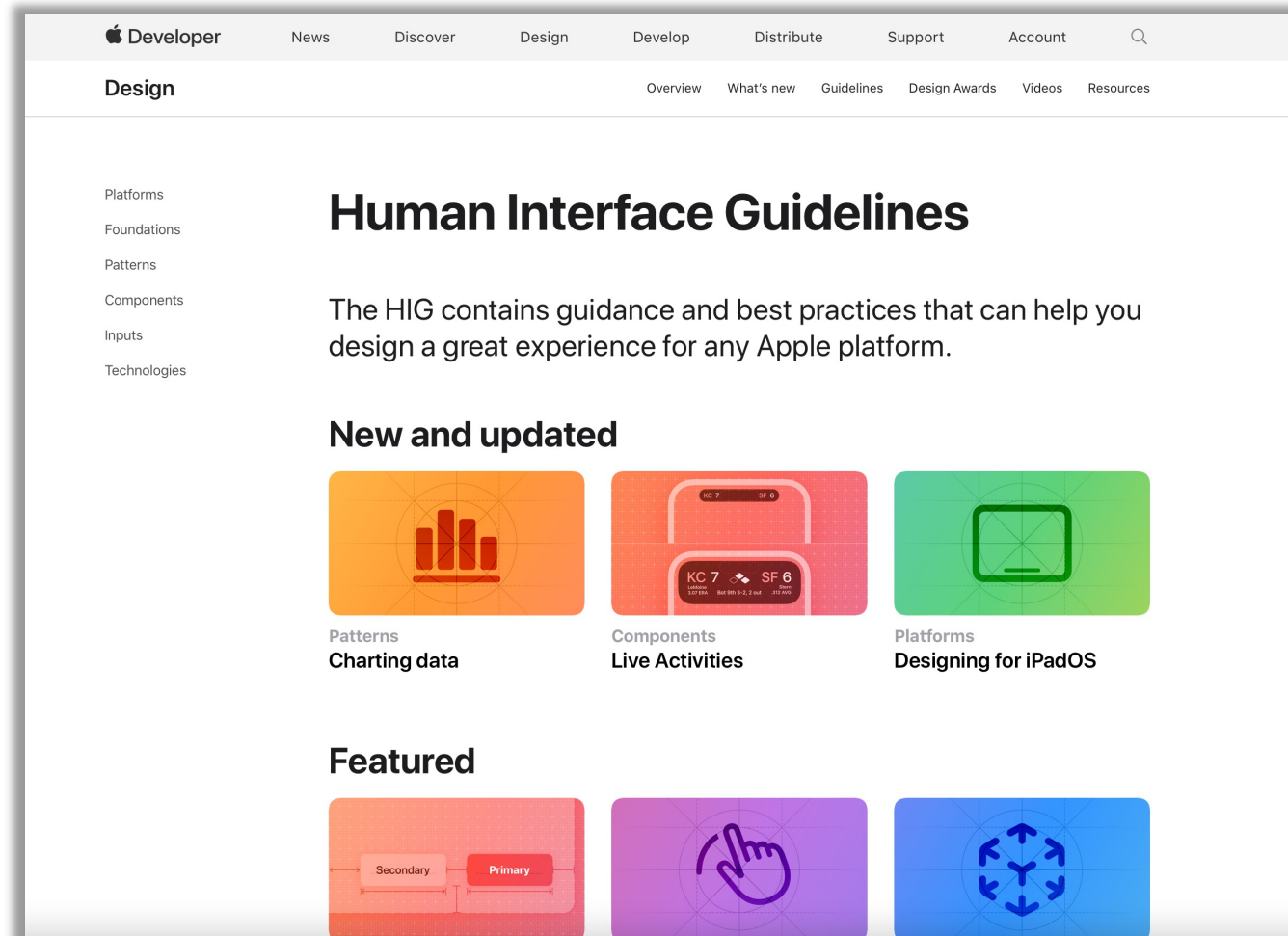
Italian Government Guidelines and Design System





<https://developer.apple.com/design/human-interface-guidelines/>

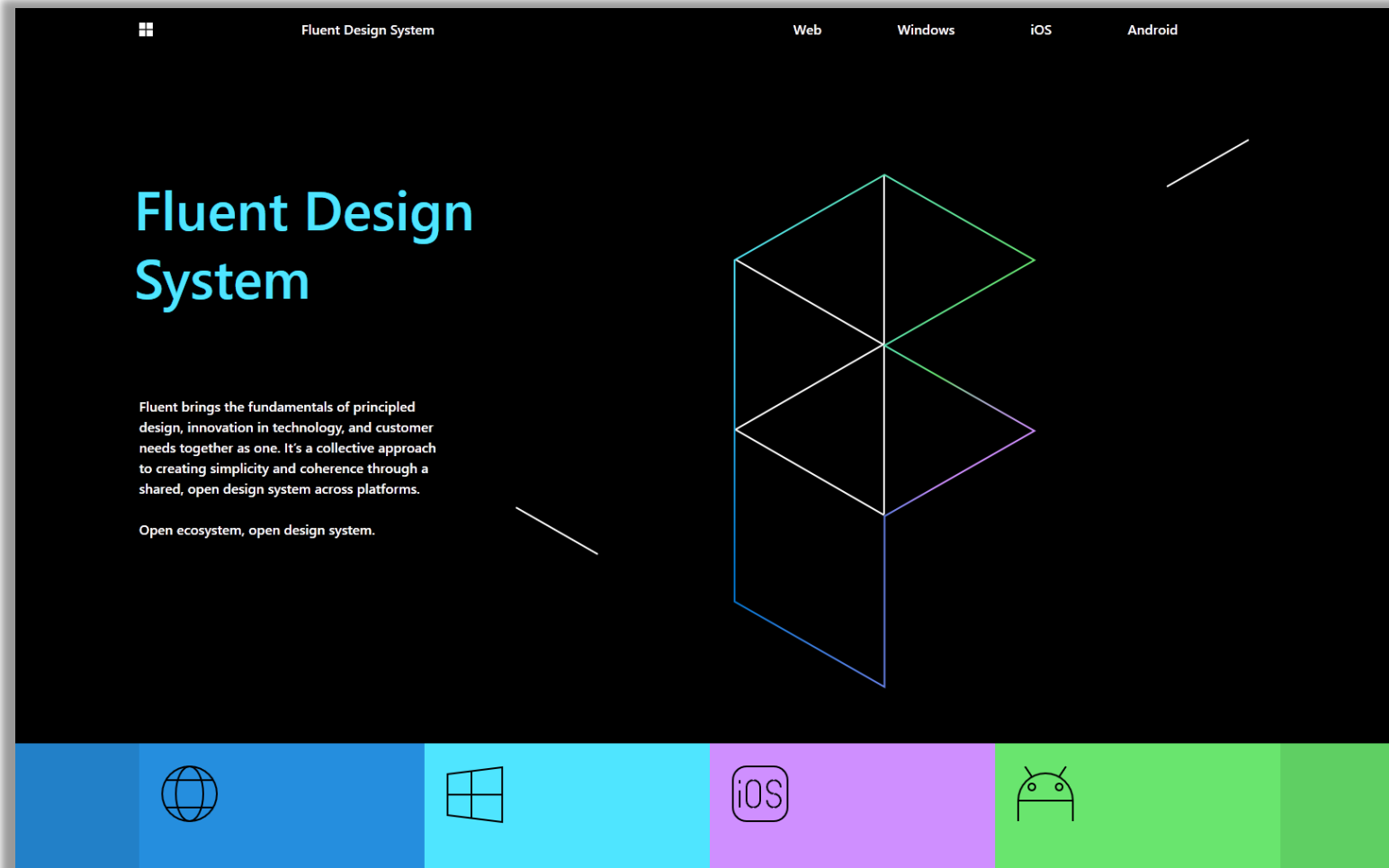
Apple HIG





<https://www.microsoft.com/design/fluent/>

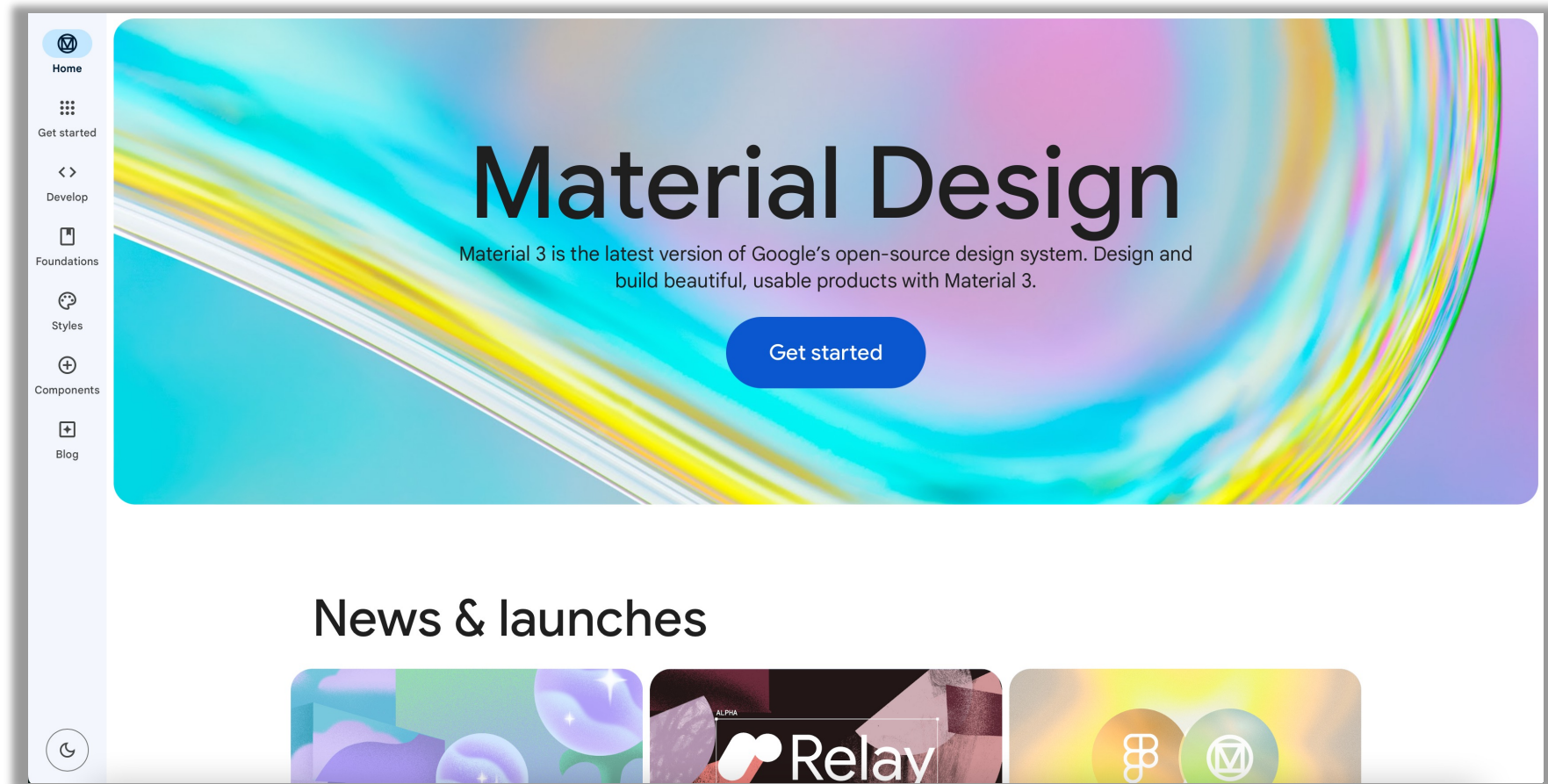
Microsoft «Fluent» Design





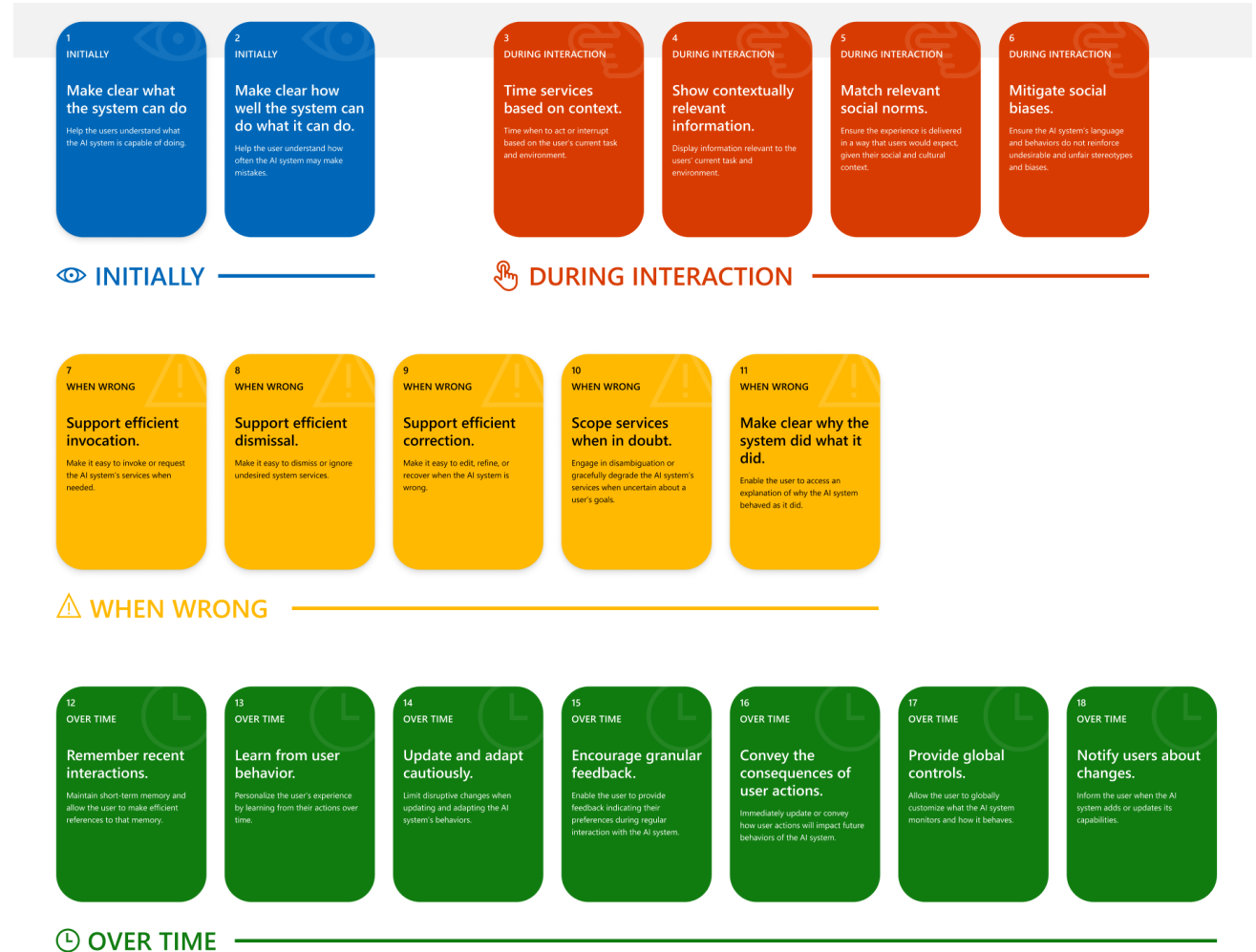
<https://material.io/>

Google Material Design



Guidelines for Human-AI Interaction

- By Microsoft Research:
 - <https://www.microsoft.com/en-us/research/project/guidelines-for-human-ai-interaction/>
 - <https://www.microsoft.com/en-us/haxtoolkit/ai-guidelines/>



Guidelines for Human-AI Interaction: Examples

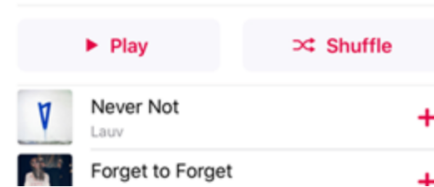
2
INITIALLY

Make clear how well the system can do what it can do.

Help the user understand how often the AI system may make mistakes.

EXAMPLE IN PRACTICE

Discover new music from artists we think you'll like.
Refreshed every Friday.



The recommender in **Apple Music** uses language such as "we think you'll like" to communicate uncertainty.

Make clear how well the system can do what it can do.

2

9
WHEN WRONG

Support efficient correction.

Make it easy to edit, refine, or recover when the AI system is wrong.

EXAMPLE IN PRACTICE



When **Bing** automatically corrects spelling errors in search queries, it provides the option to revert to the query as originally typed with one click.

Support efficient correction.

9

Guidelines for Augmented Reality

- By Apple Design:

<https://developer.apple.com/design/human-interface-guidelines/technologies/augmented-reality/>

Creating an engaging, comfortable experience

Let people use the entire display. Devote as much of the screen as possible to displaying the physical world and your app's virtual objects. Avoid cluttering the screen with controls and information that diminish the immersive experience.

Strive for convincing illusions when placing realistic objects. Design detailed 3D assets with lifelike textures to create objects that appear to inhabit the physical environment in which you place them. Using information from ARKit, you can scale objects properly and position them on detected real-world surfaces, reflect environmental lighting conditions and simulate camera grain, cast top-down diffuse object shadows on real-world surfaces, and update visuals as the camera's position changes. To help avoid breaking the illusion you create, make sure your app updates scenes 60 times per second so objects don't appear to jump or flicker.

Consider how virtual objects with reflective surfaces show the environment. Reflections in ARKit are approximations based on the environment captured by the camera. To help maintain the illusion that an AR experience is real, prefer small or coarse reflective surfaces that downplay the effect of these approximations.

Use audio and haptics to enhance the immersive experience. A sound effect or bump sensation is a great way to confirm that a virtual object has made contact with a physical surface or other virtual object. Background music can also help envelop people in the virtual world. For guidance, see [Playing audio](#) and [Playing haptics](#).

Minimize text in the environment. Display only the information that people need for your app experience.

References and Acknowledgments

- Ben Shneiderman, Catherine Plaisant, Maxine S. Cohen, Steven M. Jacobs, and Niklas Elmqvist, Designing the User Interface: Strategies for Effective Human-Computer Interaction
 - Chapter 3: Guidelines, Principles, and Theories
- David Benyon: Designing Interactive Systems, Pearson, 2014
 - Section 4.5: Design Principles
- COGS120/CSE170: Human-Computer Interaction Design, videos by Scott Klemmer, https://www.youtube.com/playlist?list=PLLsT5z_DsK_nusHL_Mjt87THSTlgrsyJ
- Thanks to Fulvio Corno, past teacher of the course, for his work on some of these slides

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