

Free Edition

# Dos & Don'ts For UI Design.

Present your Design like a Professional with these 50 well-known User Interface Design Tips.

# An Introduction

First of all, Thank You so much for getting this “Dos and Don’ts For UI Design” for yourself.

Secondly, let us introduce ourself – “We are the team of qualified designer at Pixel who aim to provide the best knowledge to upcoming Designers. We think that sharing the knowledge we have, will bring the community together.

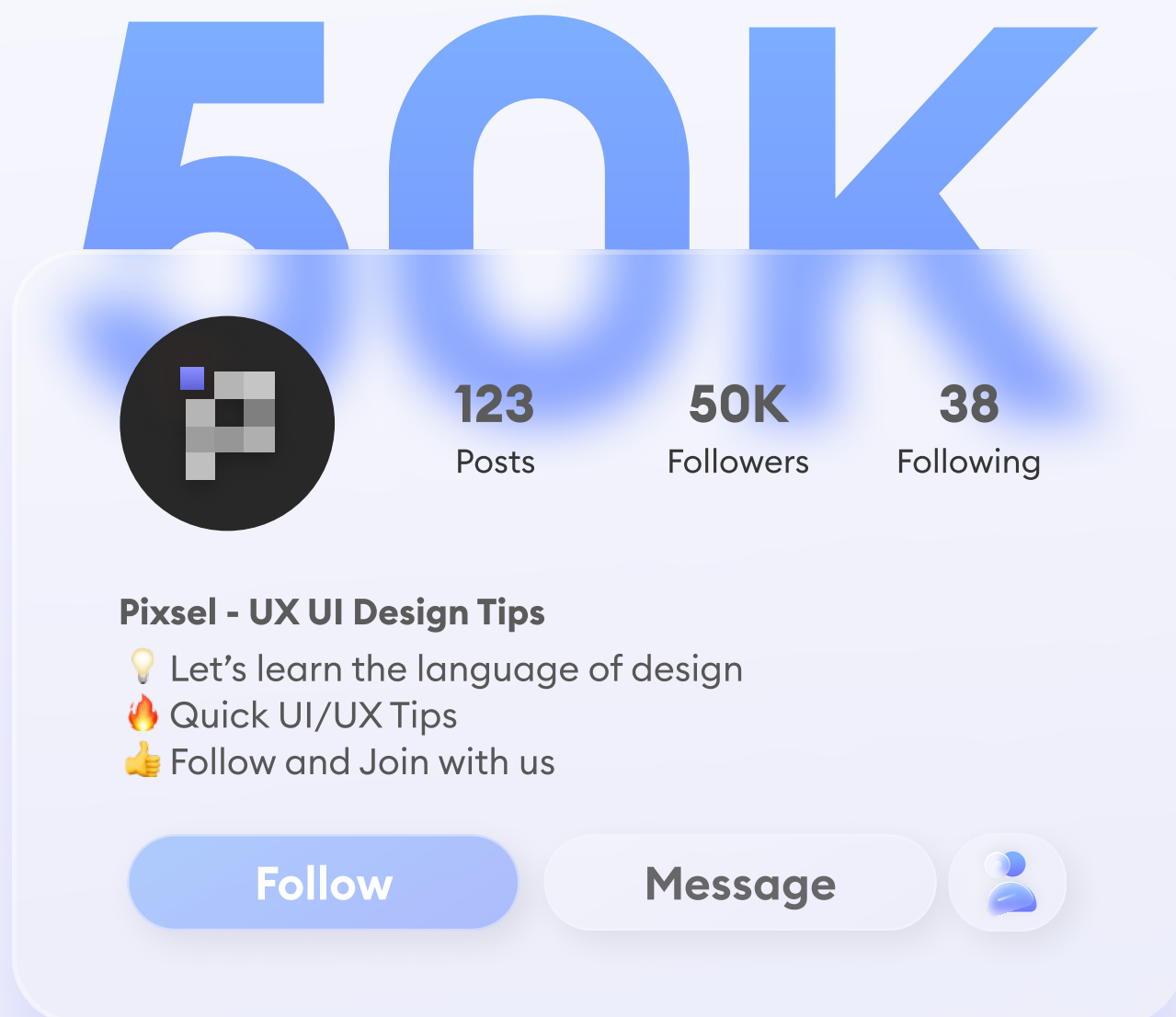
With this hope, the Instagram page named – Pixel Academy was created.

Soon we saw a massive increase in the community. We’re extremely happy to receive the love of such a massive community. As we were sharing the knowledge through our posts yet, we decided to make this freebie for our followers that contains around 50 UI design tips.

I hope, this will help you in a way and that's what our mission is. Providing the knowledge and resources that we can.

Let's all grow together and grow this community even bigger.

Thank You so much.



**Let's begin**



Tip - 1

# Human-like Language



## APPLE AirPods Pro

with MagSafe Charging Case Bluetooth Headset

In stock: 7

₹21,900

 **Cart**



**Avoid using Robotic language, this will make user confused.**



## APPLE AirPods Pro

with MagSafe Charging Case Bluetooth Headset

• Only 7 left in stock!

₹21,900

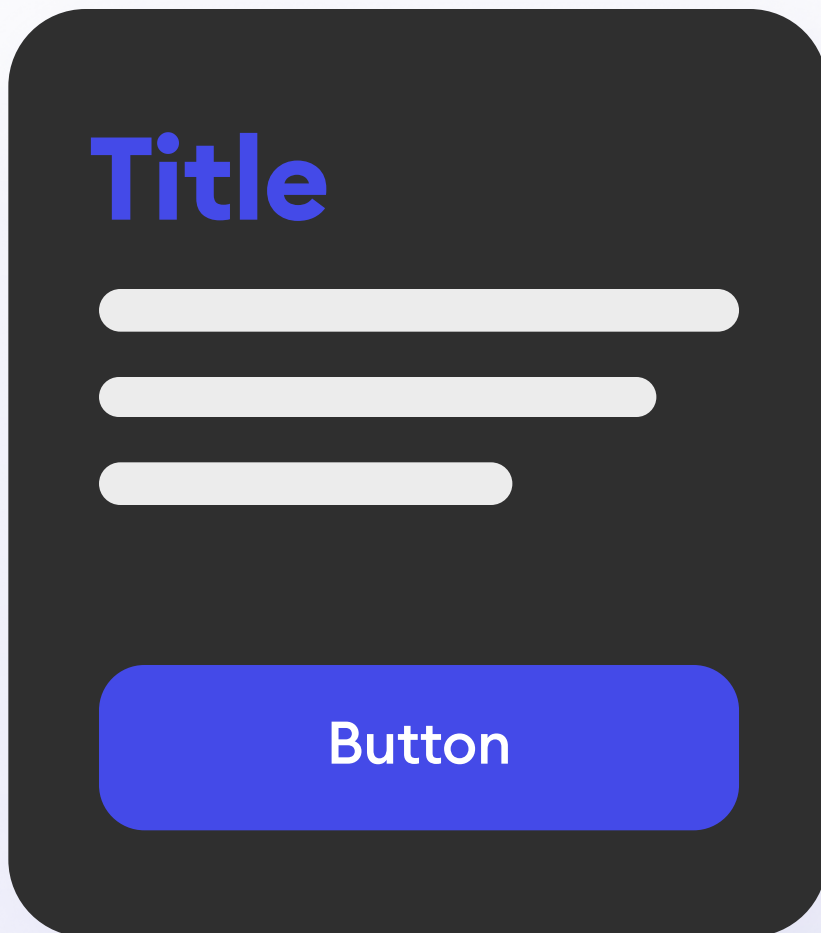
 **Add to Cart**



**Use human-like language to connect labels and values.**

Tip - 2

## Limit Saturation



Adding elements with high saturation will damage the contrast of your dark UI.



Avoid going beyond **200 - 500** of tone level when using colors.

Tip - 3

## Making 2 Color Palettes



Avoid using same color palettes for both Dark and Light mode.



Most of the people prefer light theme. So, make a different color palette with **darker shades**.

**Tip - 4**

# Horizontal Alignment

Name

Contact

Email

**Submit**



**Inconsistent alignment looks very unprofessional and hard to follow.**

Name

Contact

Email

**Submit**



**Using horizontal alignment make user's orient much better and faster in forms.**









**Tip - 5**

# Menu Representation

New Tab  
 New Incognito  
 Recent Tabs  
 Downloads  
 History  
 Bookmark



**Avoid using only labels for complex or abstract functions.**

 New Tab  
 New Incognito  
 Recent Tabs  
 Downloads  
 History  
 Bookmark



**Use **Icon + Label** representation to create rational and emotional impact.**



**Tip - 6**

# Breaking Up Content




## Property Feature

Beautiful waterfront location. 98% of recent guests gave this location a 5-star review. Fast check-in experience. 95% of recent guests gave the check-in experience a 5-star review. Free secure parking. This property features a single lock-up garage with storage.



**Avoid using only text for showing important features.**

## PROPERTY FEATURES

- 
**Beautiful Waterfront Location**  
 98% of recent guests gave this location a 5-star review.
- 
**Fast check-in experience**  
 95% of recent guests gave the check-in experience a 5-star review.
- 
**Free secure parking**  
 This property features a single lock-up garage with storage.



**Allow people to quickly scan content by using descriptive headings and icons.**

**Tip - 7**

# Icon Consistency

## Icons

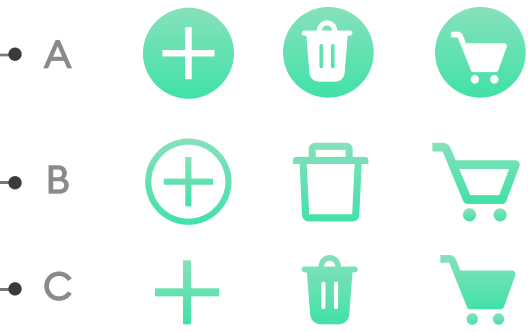
See our Icons collections:



**Inconsistent icons could create a risk of confusion and can hurt brand's visual credibility.**

## Icons

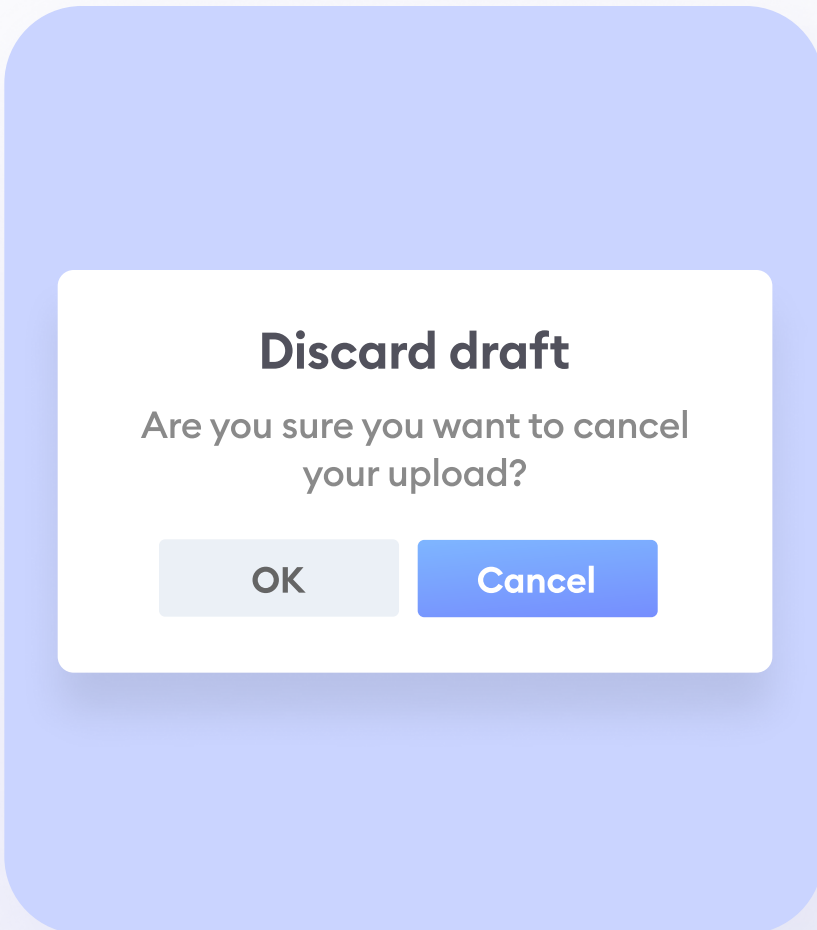
See our Icons collections:



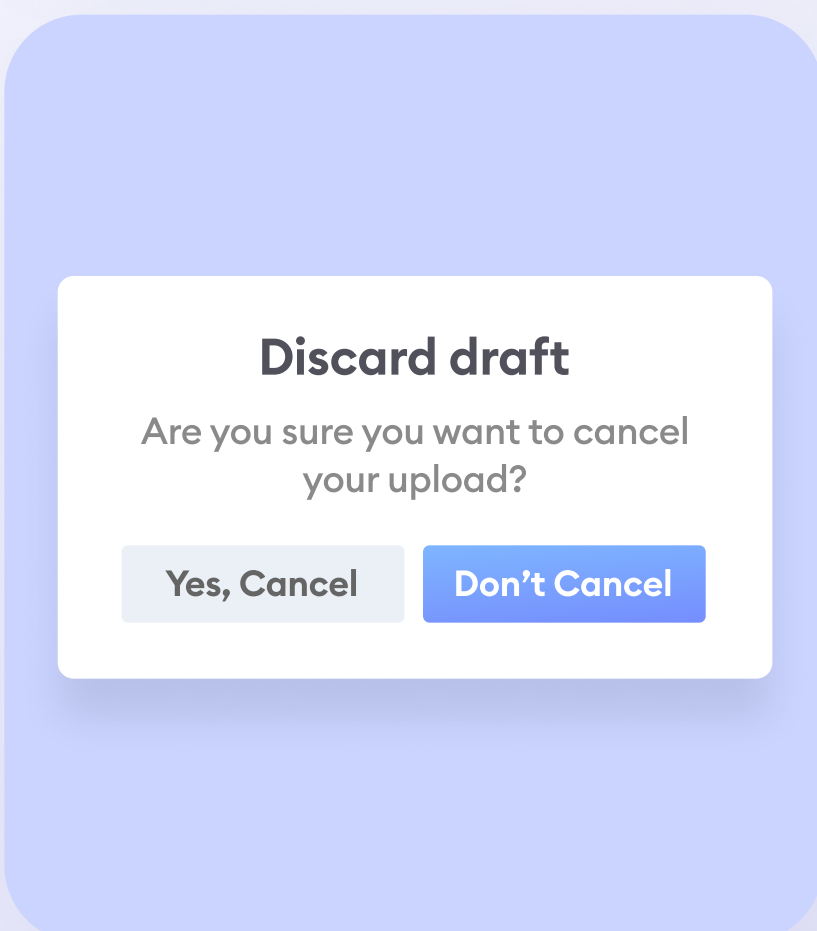
**Use a consistent icon set for better communication among the users.**

**Tip - 8**

## Descriptive Options



**This is an example of bad UX. It creates confusion for users to select an option.**



**Having options with clear description helps the users to take decision as per his/her choice.**

Tip - 9

# Process Bar

## Payment

PayPal
  Card

Card Number:

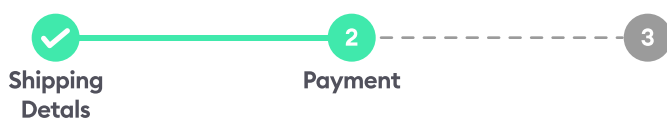
Expires on:  CVV:

Cardholder Name:

**Pay Now**



Here user won't be able to track their process in the flow.



PayPal
  Card

Card Number:

Expires on:  CVV:

Cardholder Name:

**Pay Now**



Use a **process bar** to indicate the user's status in the process flow.



Tip - 10

# Tooltips & Guides

1 error found !

**Username:**

**Password:**

**Login** **Cancel**



Here users will find it difficult to locate the error and the reason for the same.

**Username:**

Username not valid!

**Password:**

**Login** **Cancel**



Show the user **where** and **why** the error occurred. This help users to do the necessary changes.



**Tip - 11** **Fitt's Law**



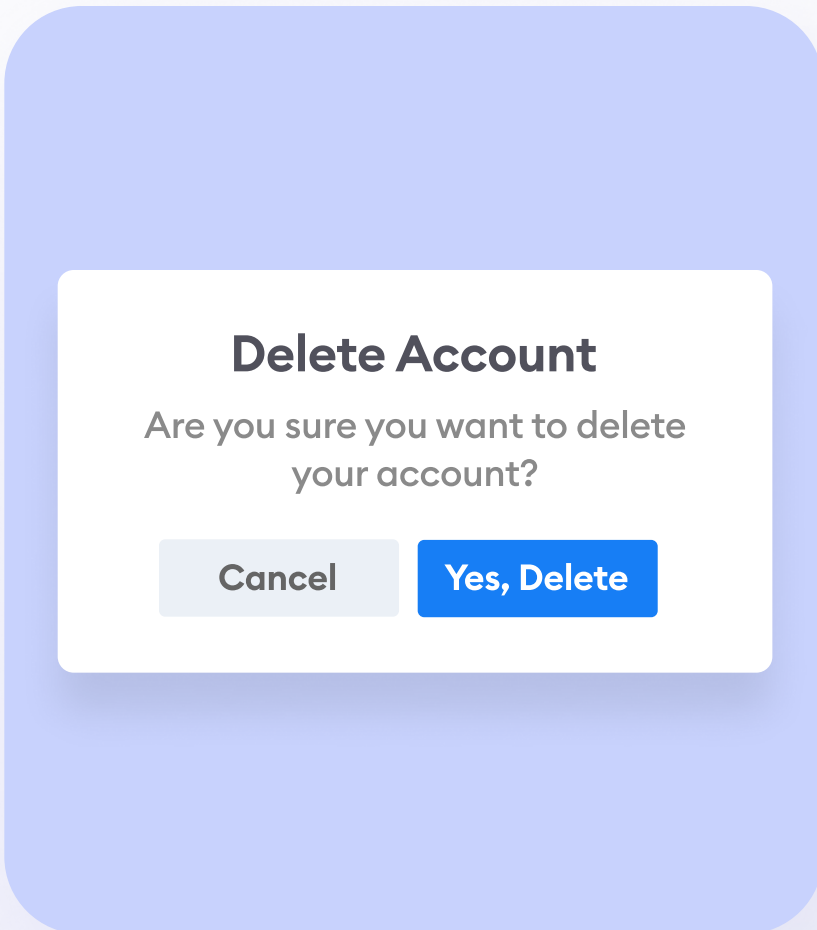
**Small and Distanced CTA will acquire more time for users to take action.**



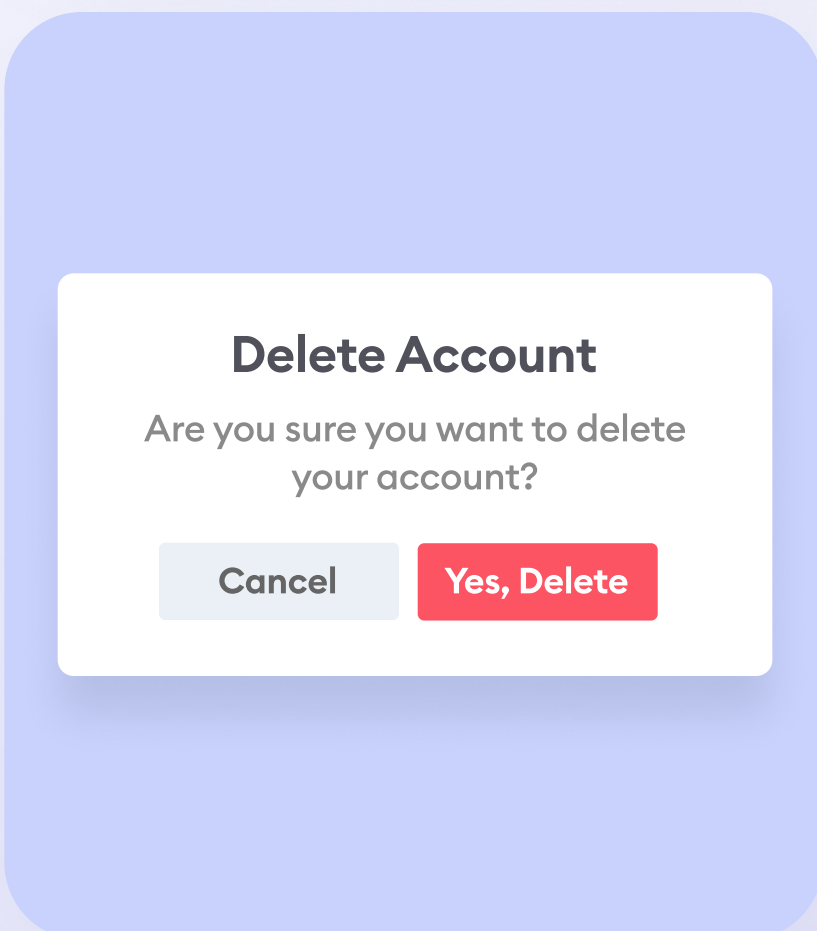
**Keep main CTA big and closer to the thumb. This will help users to identify easily.**

**Tip - 12**

# Color Psychology

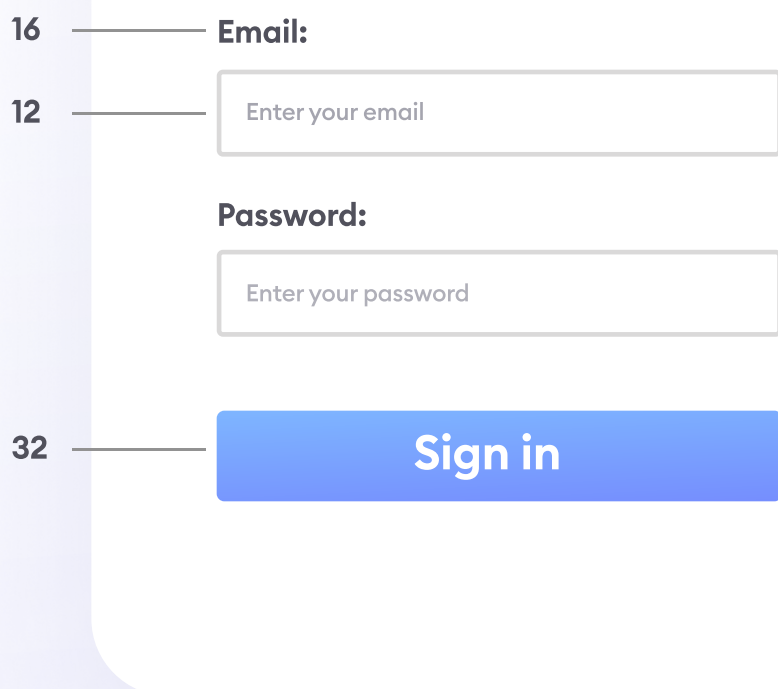


**Blue** color for destructive action looks normal.



**Red** color for destructive action alerts the users and act as a warning sign.

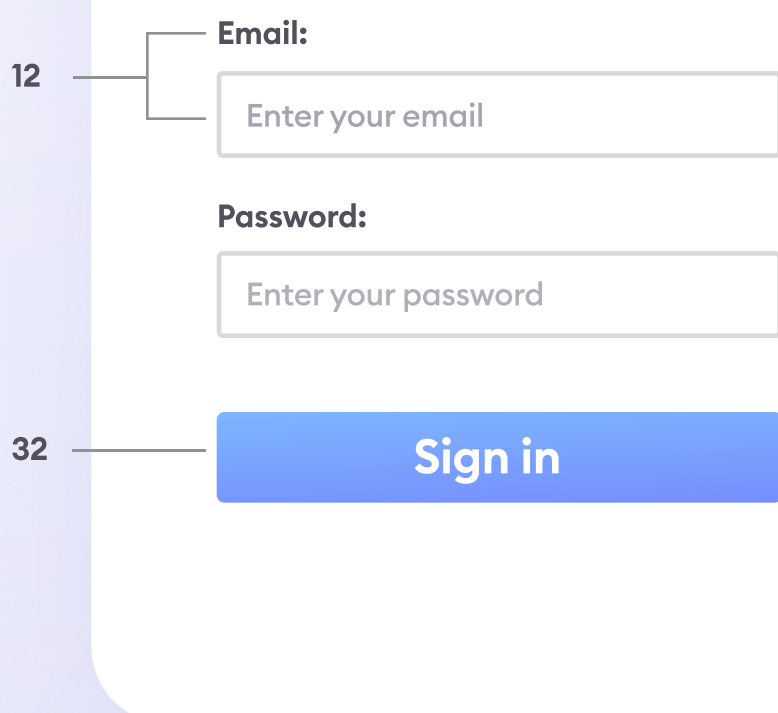
## Tip - 13 Fewer Font Sizes



A form with three elements: 'Email:', 'Password:', and 'Sign in'. The 'Email:' label is at size 16, the input field at 12, 'Password:' at 16, the input field at 12, and the 'Sign in' button at 32. This represents using many different font sizes.



**The more font sizes,  
the longer it takes  
to process the form.**



A form with three elements: 'Email:', 'Password:', and 'Sign in'. The 'Email:' label and input field are both at size 12. The 'Password:' label and input field are both at size 16. The 'Sign in' button is at size 32. This represents using fewer font sizes to differentiate sections and actions.



**Try to differentiate  
the font only between  
sections and actions.**

Tip - 14

# Single Column Form



**Multiple columns disrupt a user's vertical momentum.**



**Use a **single column** on small forms, or group them on other cases.**

**Tip - 15** **Avoid Pure Black**

**Black**  
#000000



**Pure black or white can cause uneasiness in user's eyes.**

**Dark Grey**  
#333335



**Avoid using pure black instead, you can use variation like this.**



**Tip - 16**

# Social Media Login First

**Log In**

Username

Password

**Log In**

or log In with

**Facebook**

Don't,have an account? Create [here](#)



**Avoid using registration form before social media login option.**

**Log In**

**Facebook**

or log In with

Username

Password

**Log In**

Don't,have an account? Create [here](#)



**Using social media login first help the user to see it first and help to log in without filling the registration form.**

## Tip - 17 Text Alignment

### Beautiful Waterfront Location

98% of recent guests gave this location a 5-star review.

### Fast check-in experience

95% of recent guests gave the check-in experience a 5-star review.

### Free secure parking

This property features a single lock-up garage with storage



**Unaligned text creates difficulty for users to scan the content.**

### Beautiful Waterfront Location

98% of recent guests gave this location a 5-star review.

### Fast check-in experience

95% of recent guests gave the check-in experience a 5-star review.

### Free secure parking

This property features a single lock-up garage with storage



**Aligning text is an easy way to clean up your design and make content easy to read.**

**Tip - 18**

# Checklist Vs Radio Button

**What are your favourite skills?**

- Programming
- Design
- Videography
- Photography
- Marketing



**Checklist is use for multiple choice selections.**

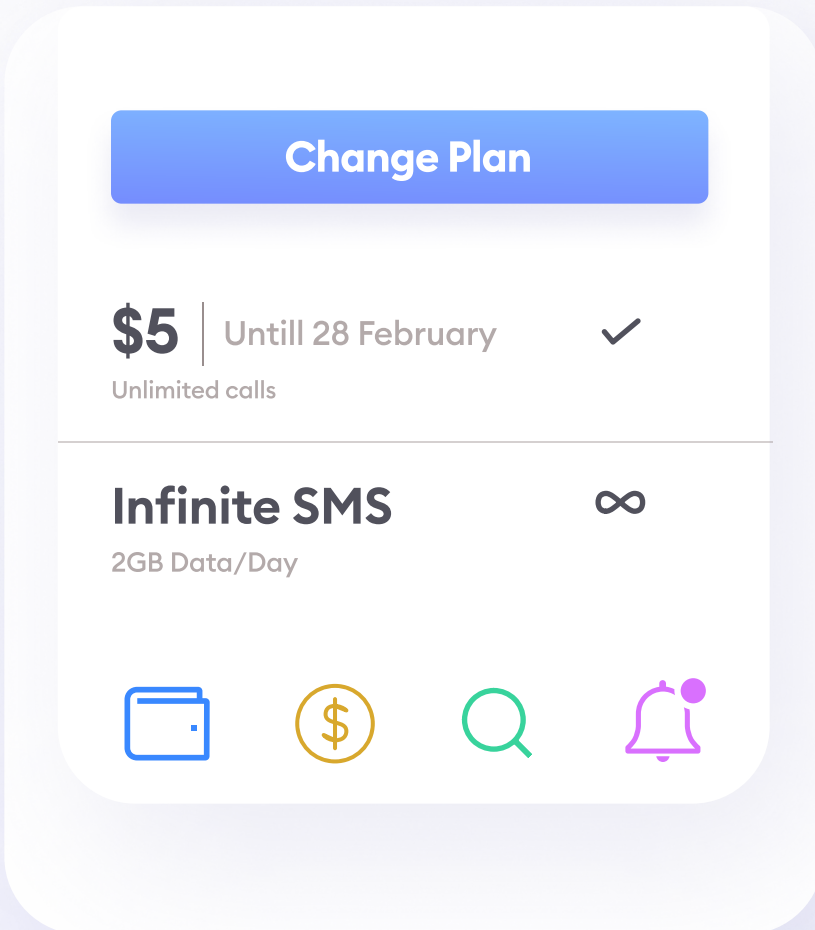
**What are your favourite skills?**

- Python
- Java
- Ruby
- JavaScript
- Swift

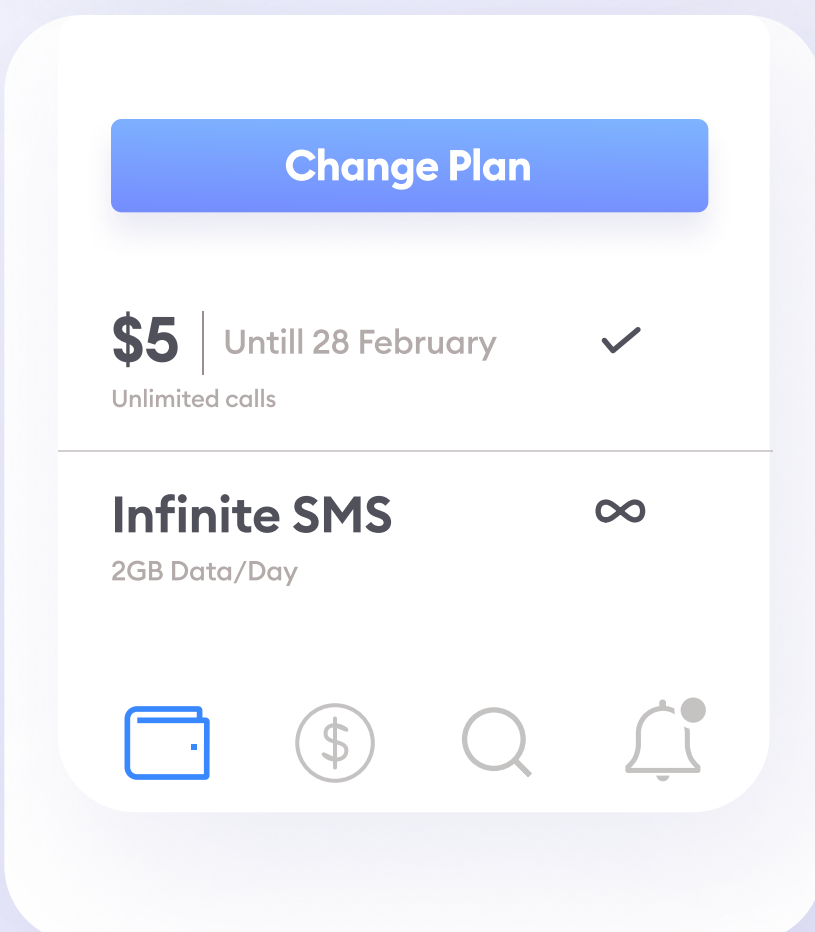


**Whereas, Radio buttons are use for single choice selections.**

## Tip - 19 Selection Color



**Multiple colour navigation adds to the cognitive load.**







**Try keeping colours to **two**, with one to denote the selection.**





**Tip - 20** Space the Sections

**Options**

-  New Tab
-  New Incognito
-  Recent Tabs
-  More





**Settings**

-  Add Account
-  Sign out





**Using new element like “a line” just to create a division is not ideal option.**

**Options**

-  New Tab
-  New Incognito
-  Recent Tabs
-  More

**Settings**

-  Add Account
-  Sign out

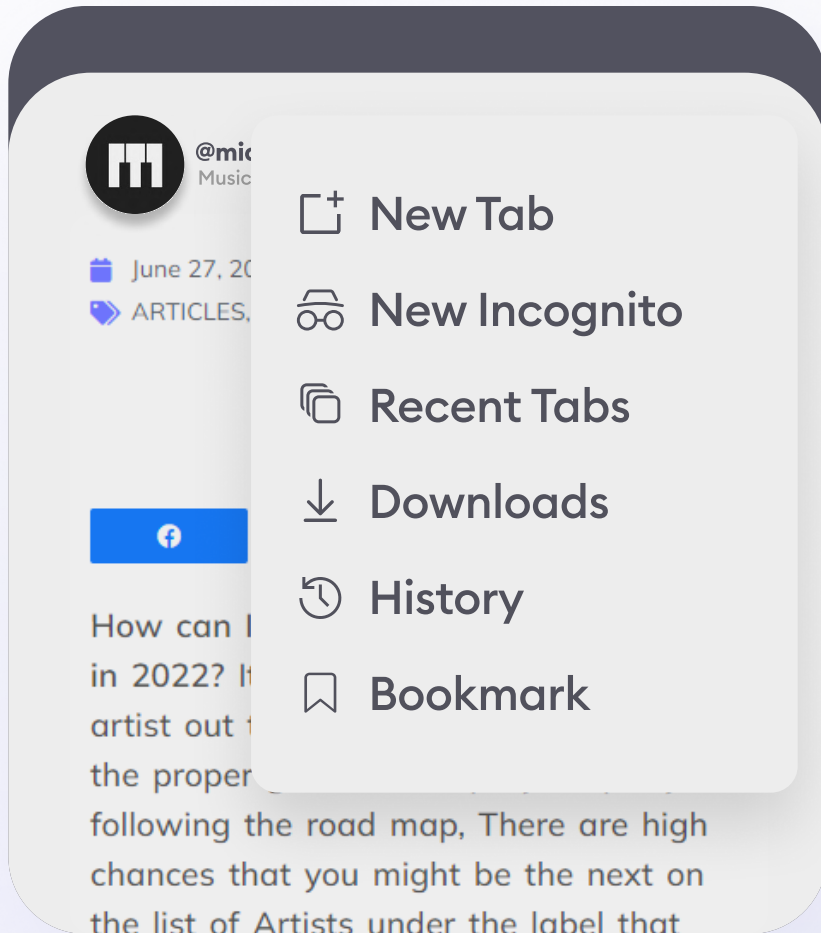


**Instead use **spacing** to create divisions whenever required.**

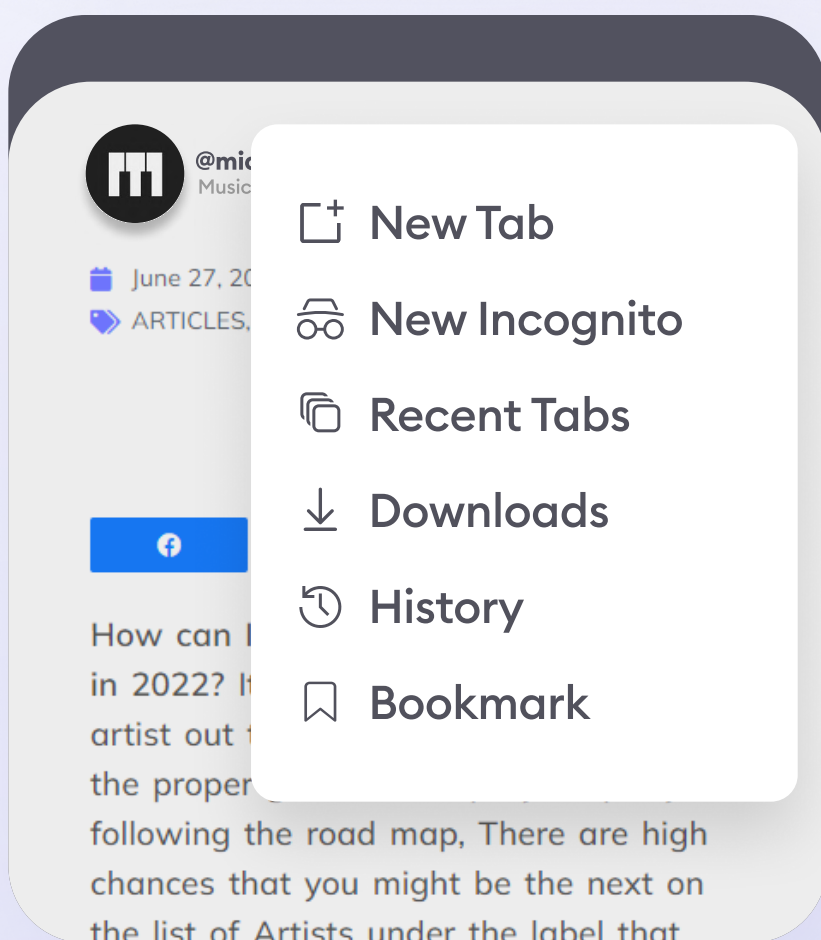


Tip - 21

# Different Shades For Layers



**Similar shades for different layer creates uneasiness to the eyes.**



**Keep the second layer such as drop-down at least 2 shades or tints different than the background.**

**Tip - 22** Padding & Margin

# Photography Workshop



Less margin and padding destroy visual hierarchy of the page and looks cluttered.

# Photography Workshop



Use **more padding** and **margin** to give better breathing space for the design.

## Tip - 23 Pattern Repetition

Choose your Footwear type:

Loafers Sneakers **Sandals**

Select your size:



7 **8** 9 10 11

Quantity:

- | 2 | +



User Experience almost worsens due to any strange differences in visual elements between screens.

Choose your Footwear type:

Loafers Sneakers **Sandals**

Select your size:



7 **8** 9 10 11

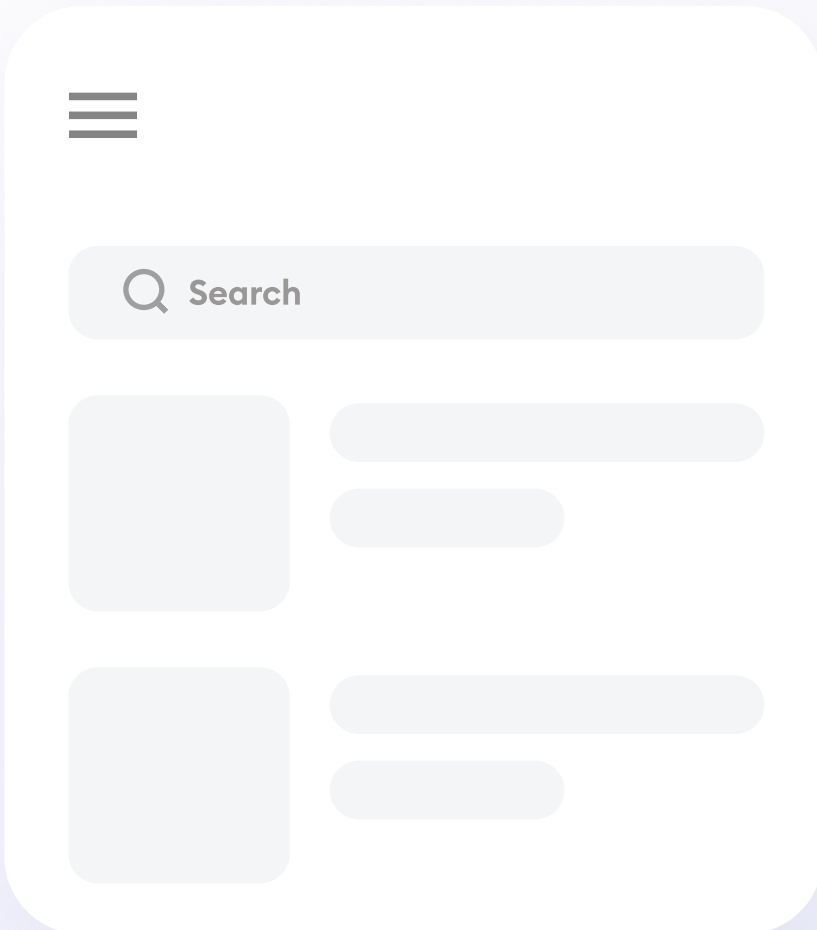
Quantity:

- | 2 | +

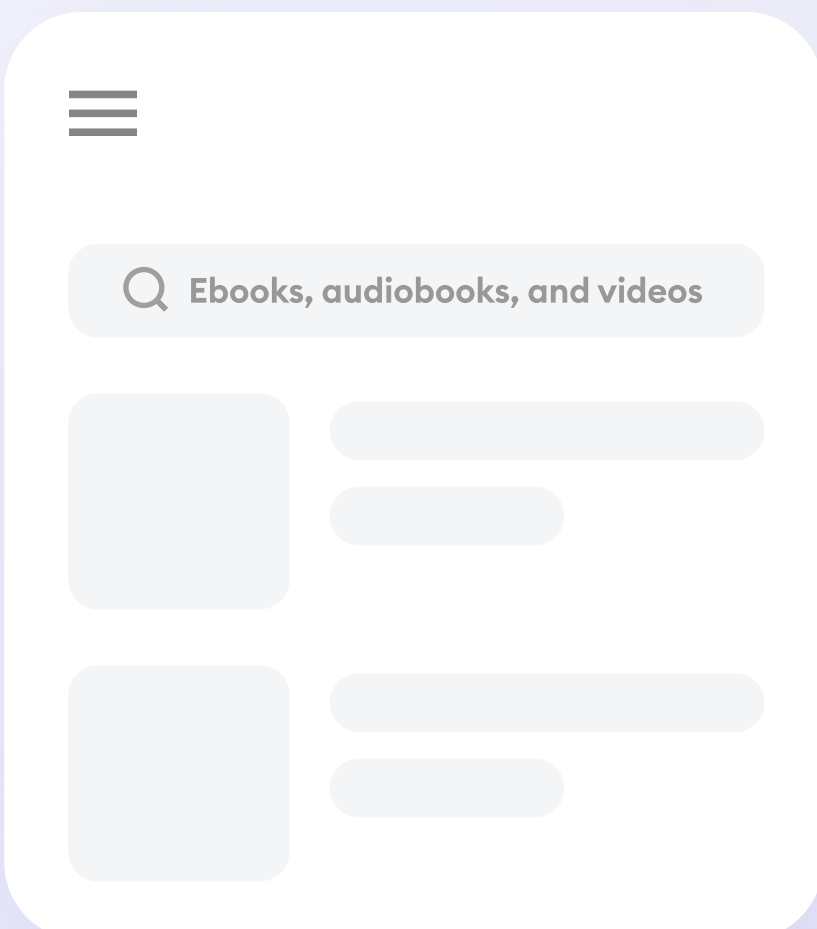


Maintain **consistency** to make users not to force themselves to learn new representations or toolsets for each task.

## Tip - 24 Search Input



**User will feel clueless about what kind of information he can look up without placeholder text in search field.**

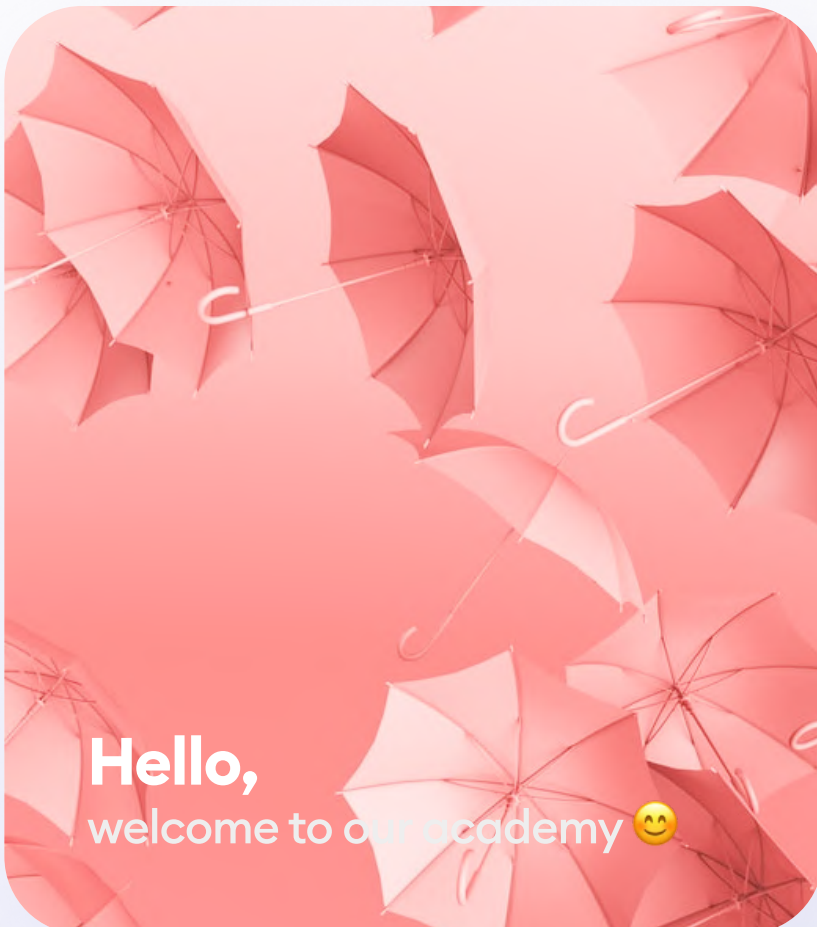


**Use placeholder text in search field to **give hint** to the users about what kind of information to look up.**

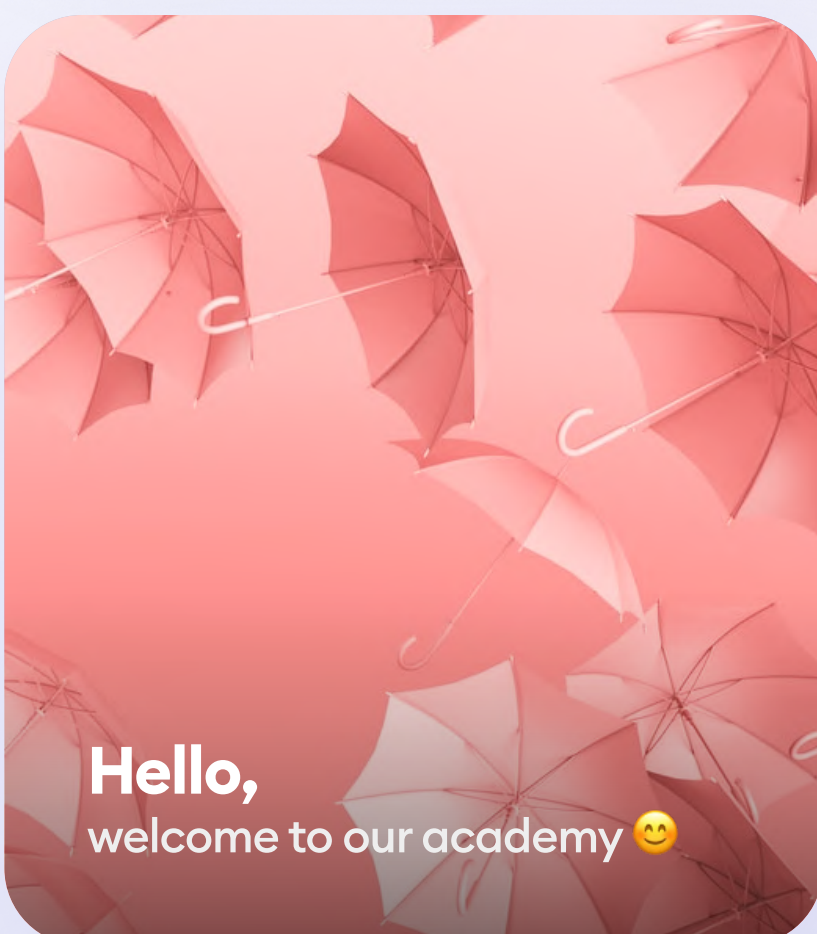


Tip - 25

## Add Contrast with Overlay



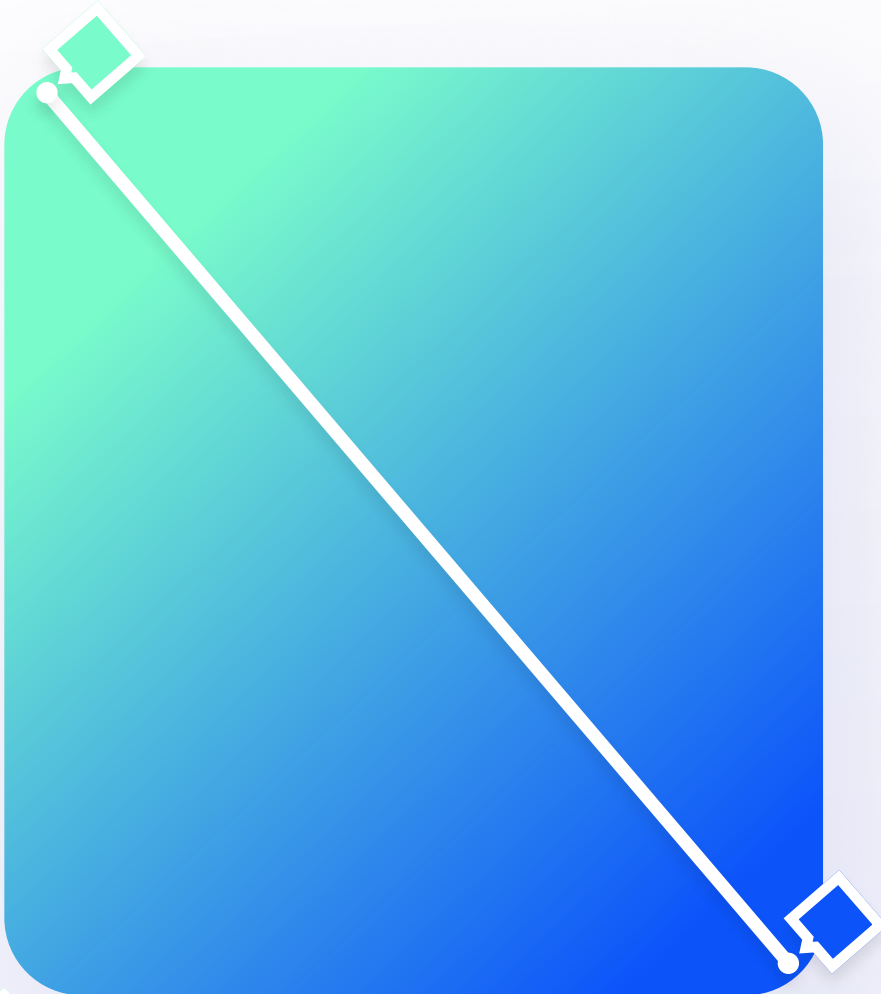
**Without contrast the text does not seem to appear clearly because of the bright image.**



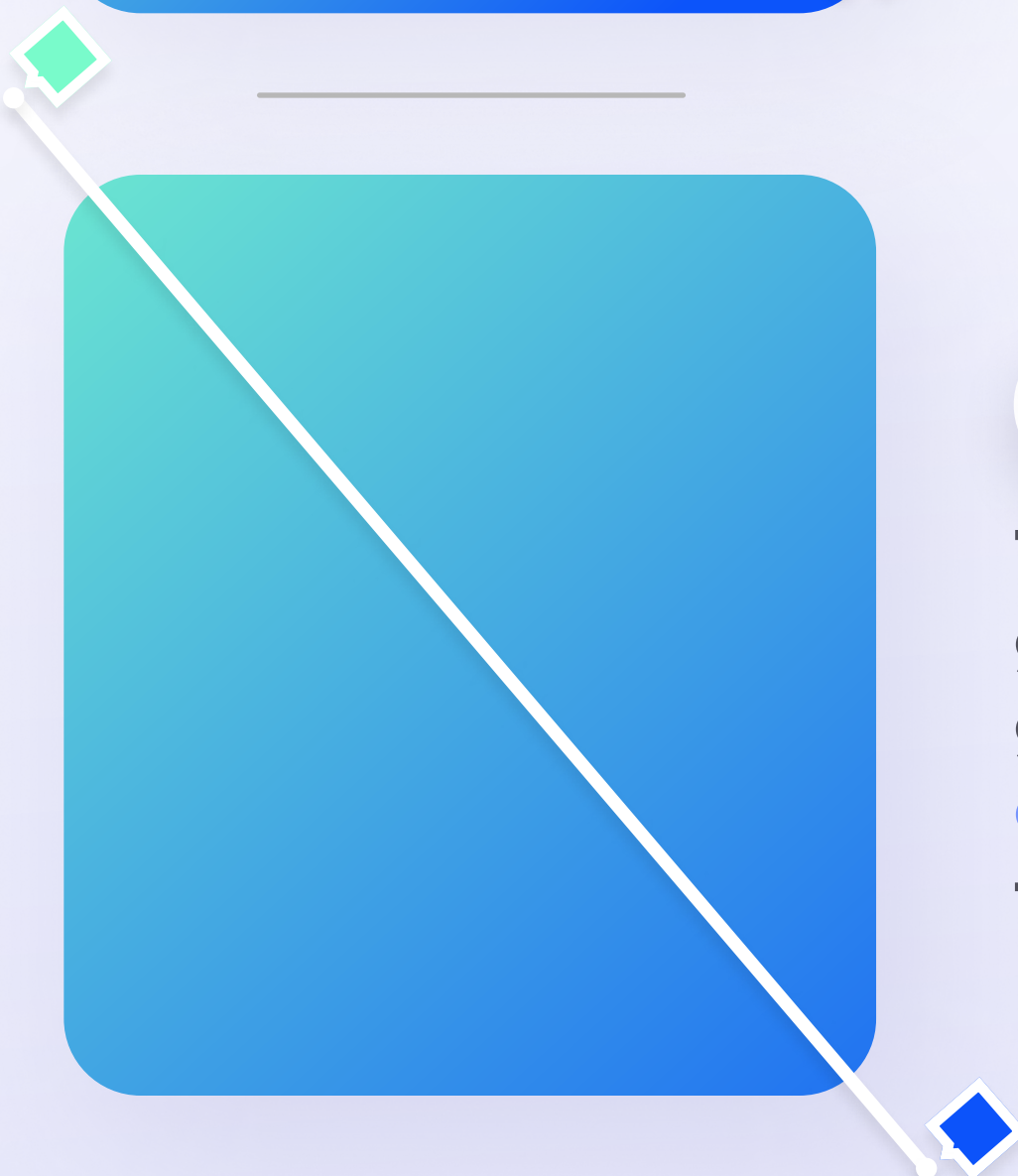
**Add contrast with overlay to make your text more visible if the original image isn't dark enough**



**Tip - 26** Gradient Tip



**Gradient with close end points looks direct and sharp which creates bad impression.**



**To achieve a smooth gradient, make the gradient handle's **start and end** farther away from the object.**

## Tip - 27 Onboarding Tip

### Before we start

We have a few questions,  
How much time do you plan  
spending on the app?

Pick the frequency ▼

Next ▶



Here the user are not familiar with how many steps or procedures they have to attempt.

### Before we start

We just have one question,  
How much time do you plan  
spending on the app?

Pick the frequency ▼

Next ▶



Use some **visual elements** to show the steps or proceducers.

Tip - 28

## Make CTA Stand Out

PRO 

\$120/m

- Unlimited projects
- Shareable files
- Multiple editors

Get Pro



**CTA having dull color creates less attention. So it become hard for user to click on it.**

PRO 

\$120/m

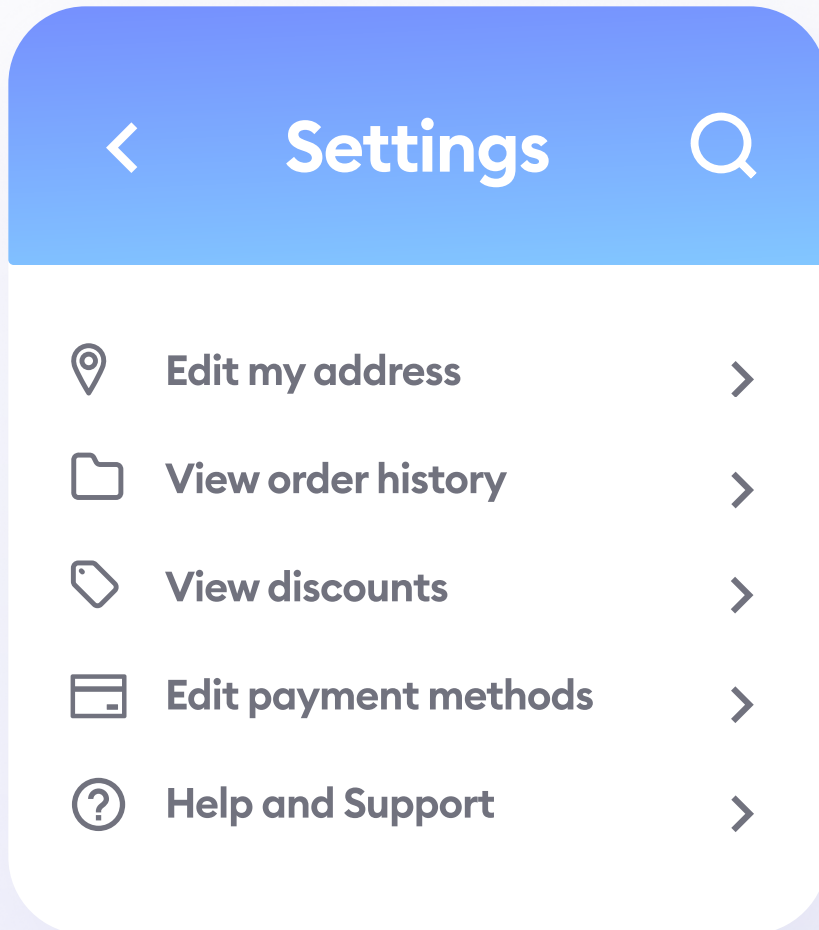
- Unlimited projects
- Shareable files
- Multiple editors

Get Pro

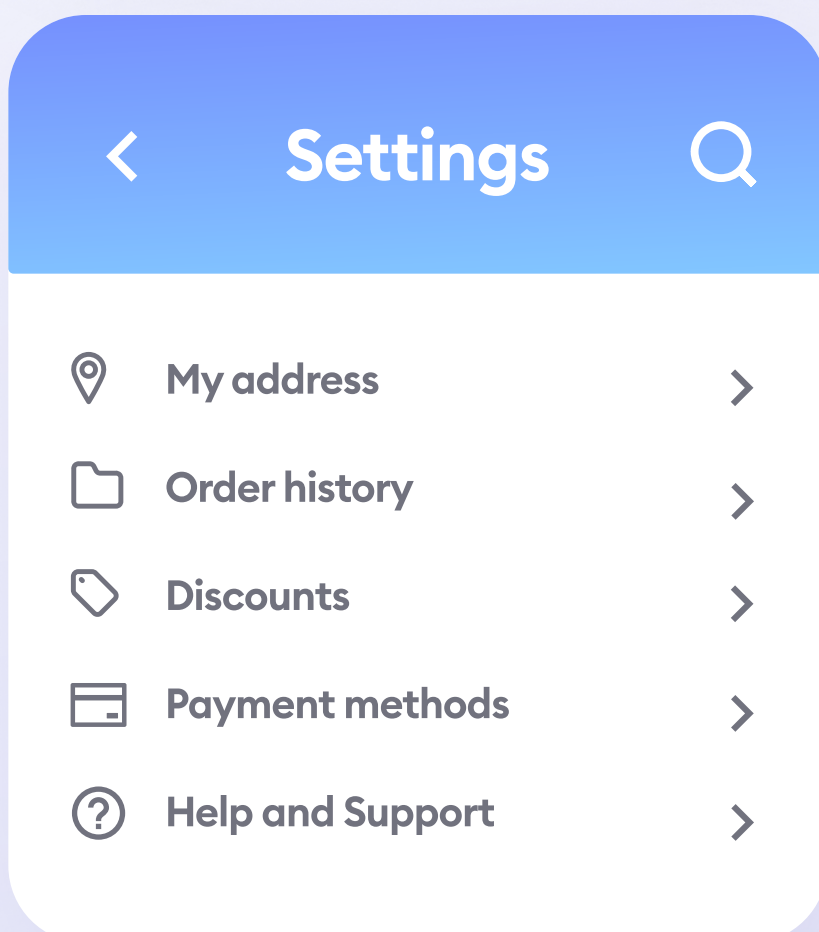


**Use primary color to make the CTA stand out and encourage action.**

**Tip - 29** **Cut off Verbs in Label**



**Using verb in labels makes it long and seems too detailed.**



**Avoid using verb in labels if it is clear enough to express the action.**



## Tip - 30 Button Hierarchy

### Log In



Log In

Sign Up



**Button without hierarchy harms the visual representation and make user hard to take desicions.**

### Log In



Log In

Sign Up



**Utilize button hierarchy to help user make a clear choice.**



**Tip - 31**

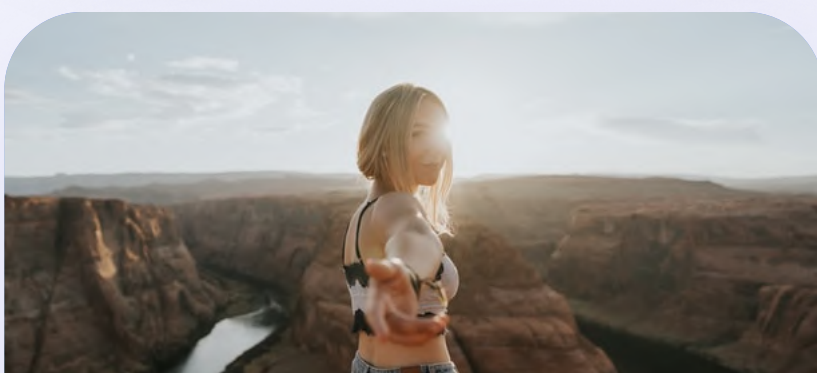
# One Typeface is Good



## Travelling

### Why Travel the World this year?

If you travel, you will not only learn about foreign cultures, but about your own as well.



## Travelling

### Why Travel the World this year?

If you travel, you will not only learn about foreign cultures, but about your own as well.



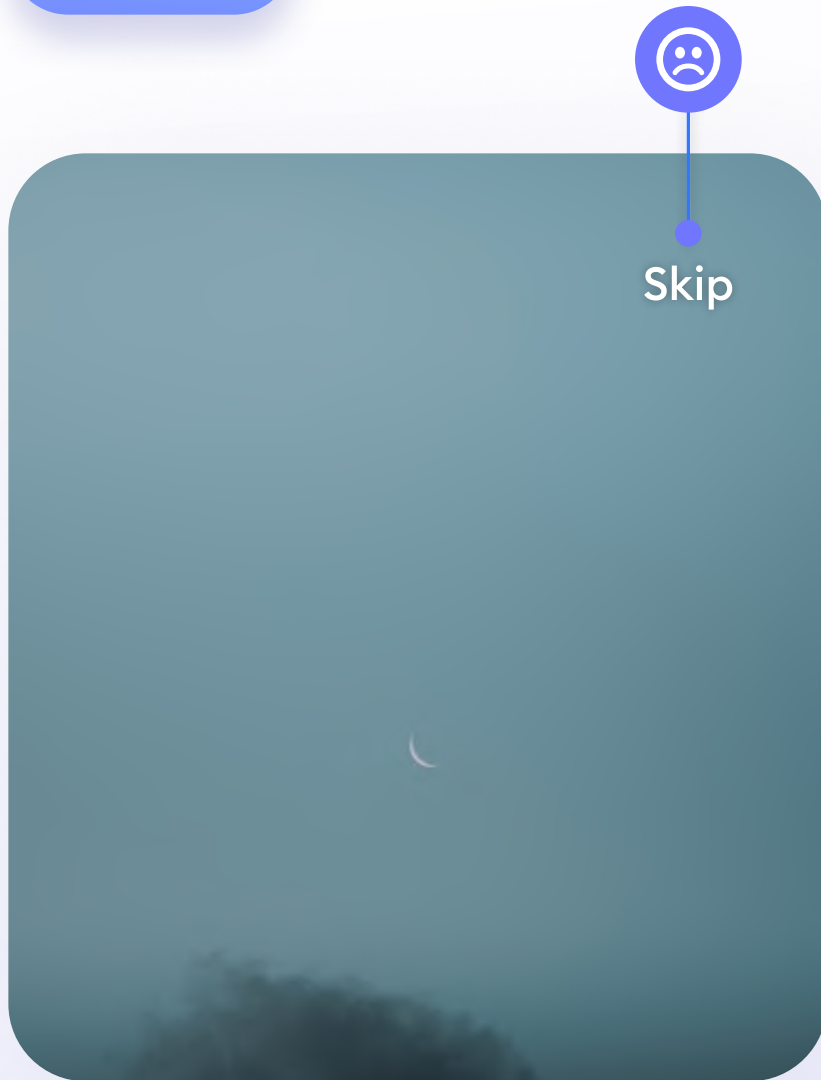
**Avoid using different typefaces, this creates confusion and harms the readability of the page.**



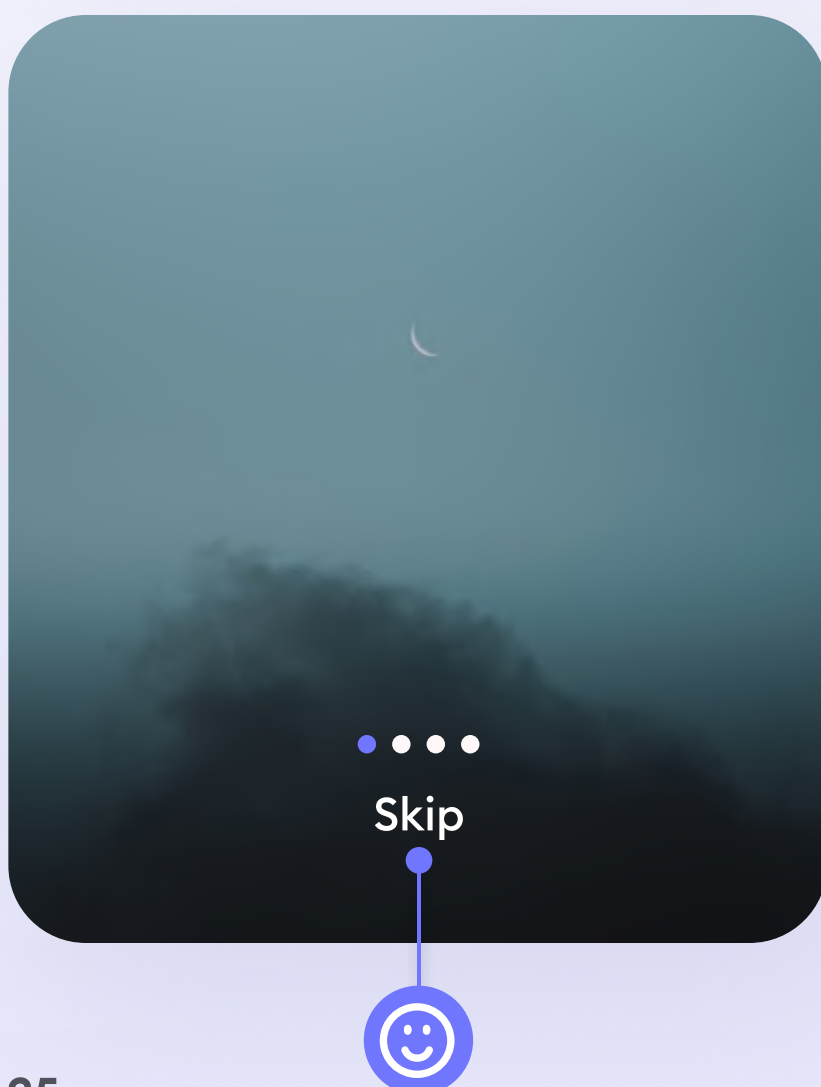
**Keeping your typefaces consistent is the key to avoiding confusion. Sticking to a typeface help the users to understand a pattern.**

Tip - 32

# Improve Onboarding Experience



Placing skip link in the top corners will make it little difficult for user to reach.



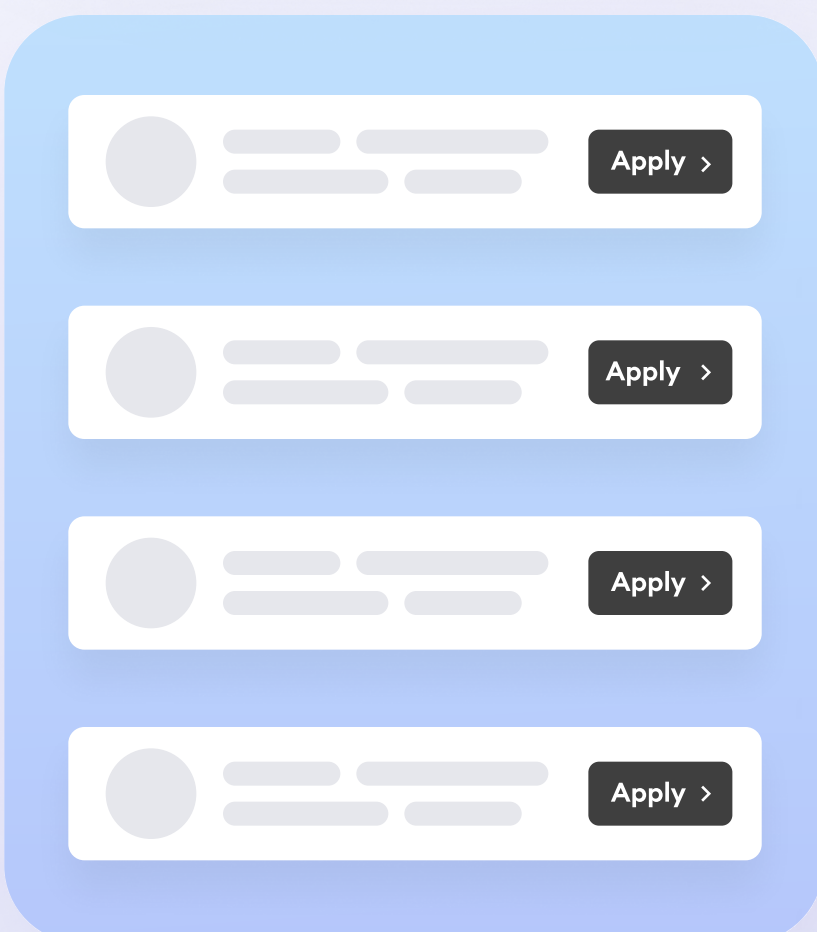
Enable users to skip your Mobile App Onboarding sequence at any time, and place that **Skip link** within easy **thumb reach**.

**Tip - 33**

# Make Your Cards Look Clickable



**In this case, cards fail to indicate that they're clickable.**

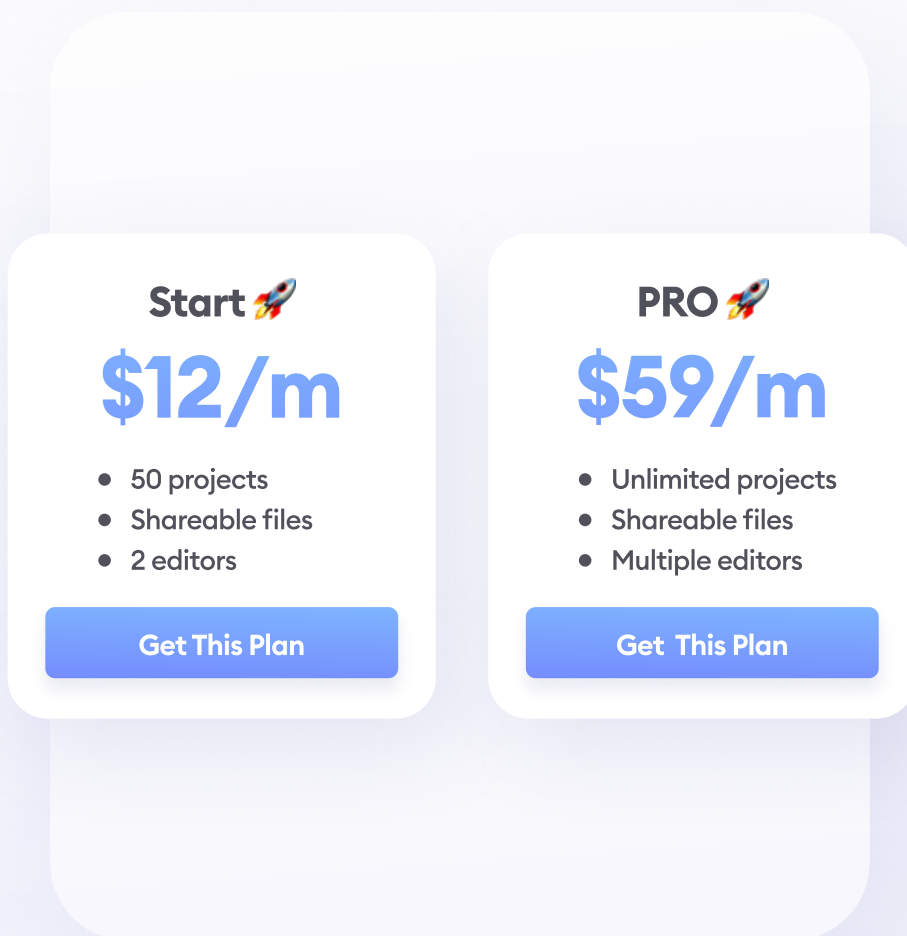


**use an actionable button to prompt clickability and describe the action.**

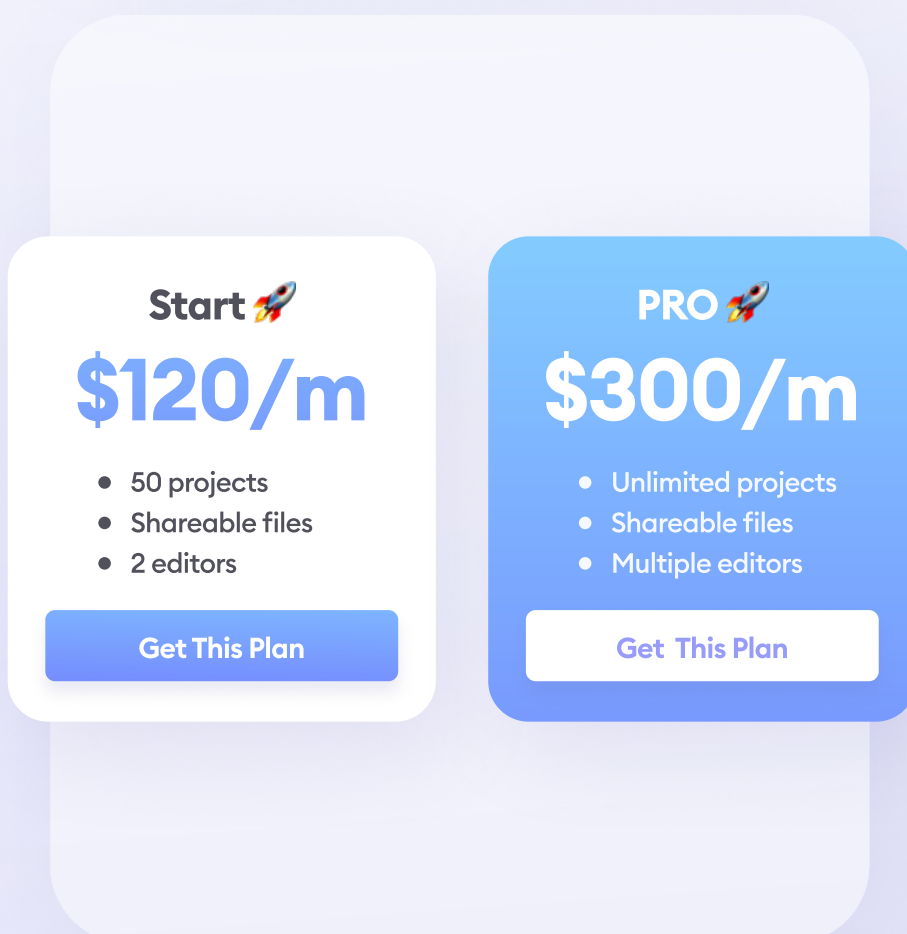


Tip - 34

# Highlight The Best Plan



Having same color for both plan makes the most used plan less of no importance.



Always **highlight** the best plan to help users identify the most used plan and you promote your top offer.

Tip - 35

## Avoid Too Wide Lines



**Wide lines can bore users and create readability problems.**



**Instead of pixels, you can **restrict** the **character number** per line as well for better visual representation of content.**



## Tip - 36 Hick's Law

### Preferred Programming Language?

- Python
- Java
- Ruby
- JavaScript
- Swift
- PHP
- Scala
- Kotlin



More options create complexity of choices and leads to delay in making decision.

### Preferred Programming Language?

- Python
- Java
- Swift
- Others

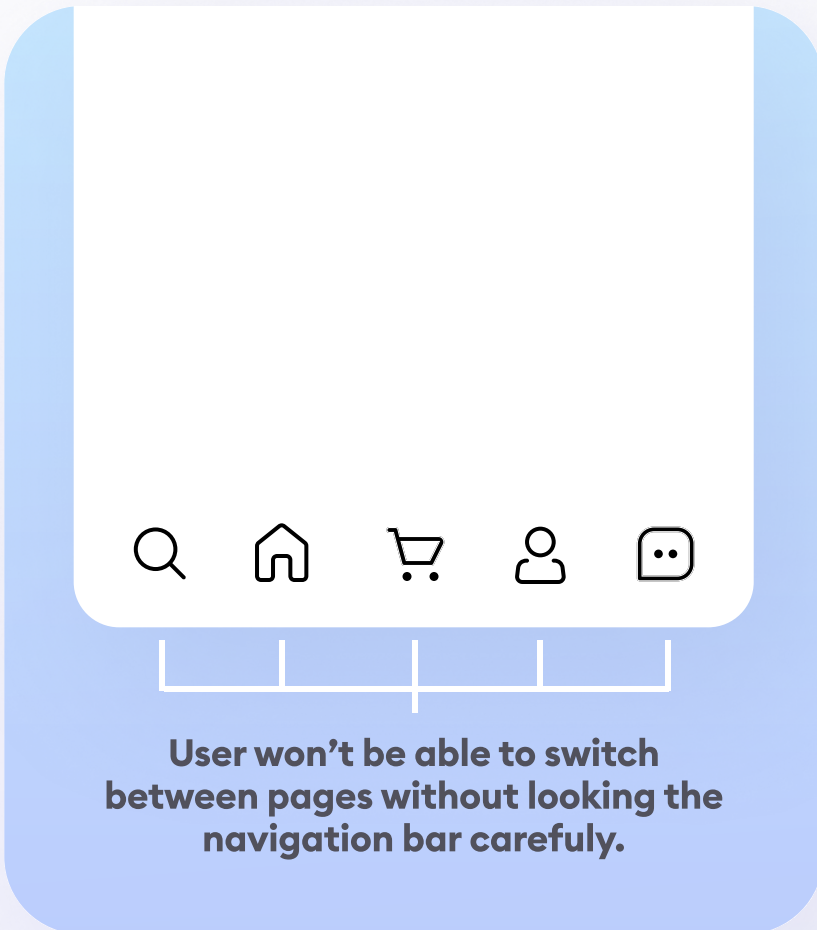
Type Here



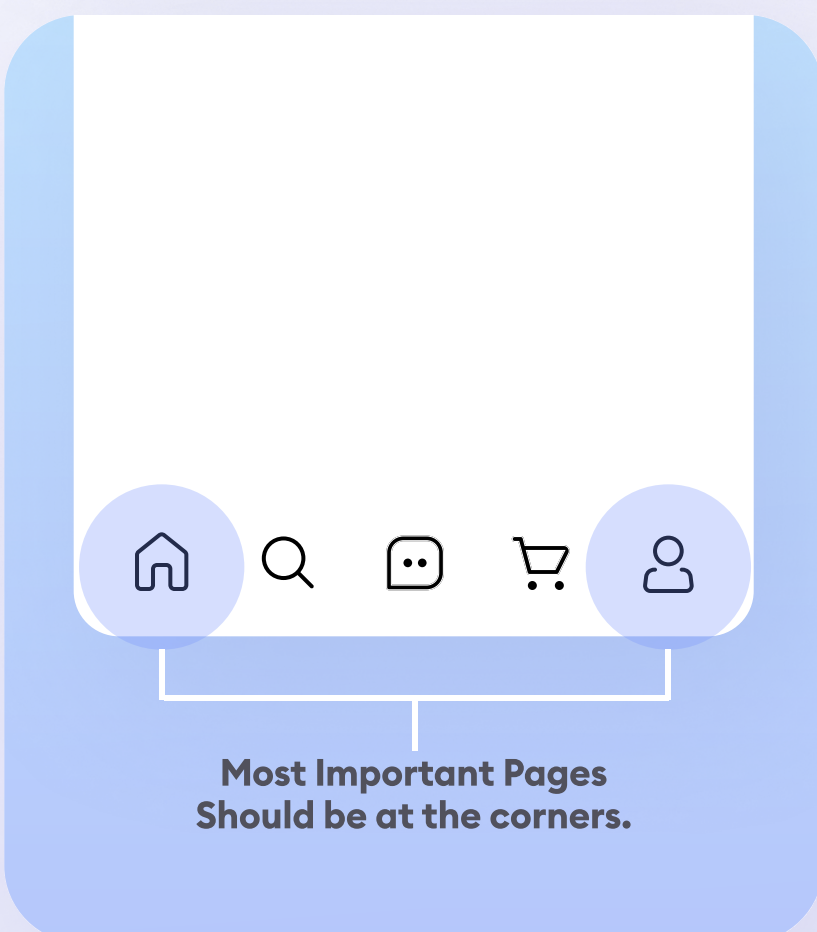
Provide user with **less options** for better and quick decision and also provide the **'other'** section for entering their views.

**Tip - 37**

# Serial Positioning Effect



**Improper arrangement leads to difficulty in switching the pages.**



**Users tend to remember the First & Last items in a series. So place the most important pages at the corners.**

**Tip - 38** Use Input Masks

**Create an Account**

Phone Number

Date of birth



**Absence of input mask makes the user unsure about the format.**

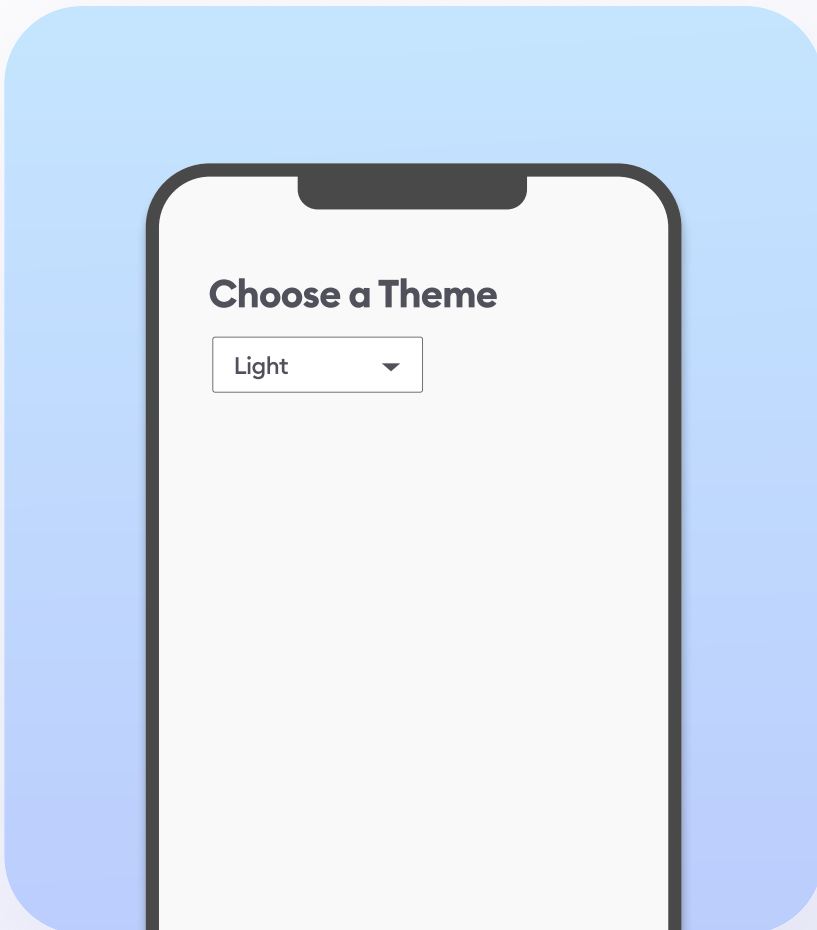
**Create an Account**

Phone Number

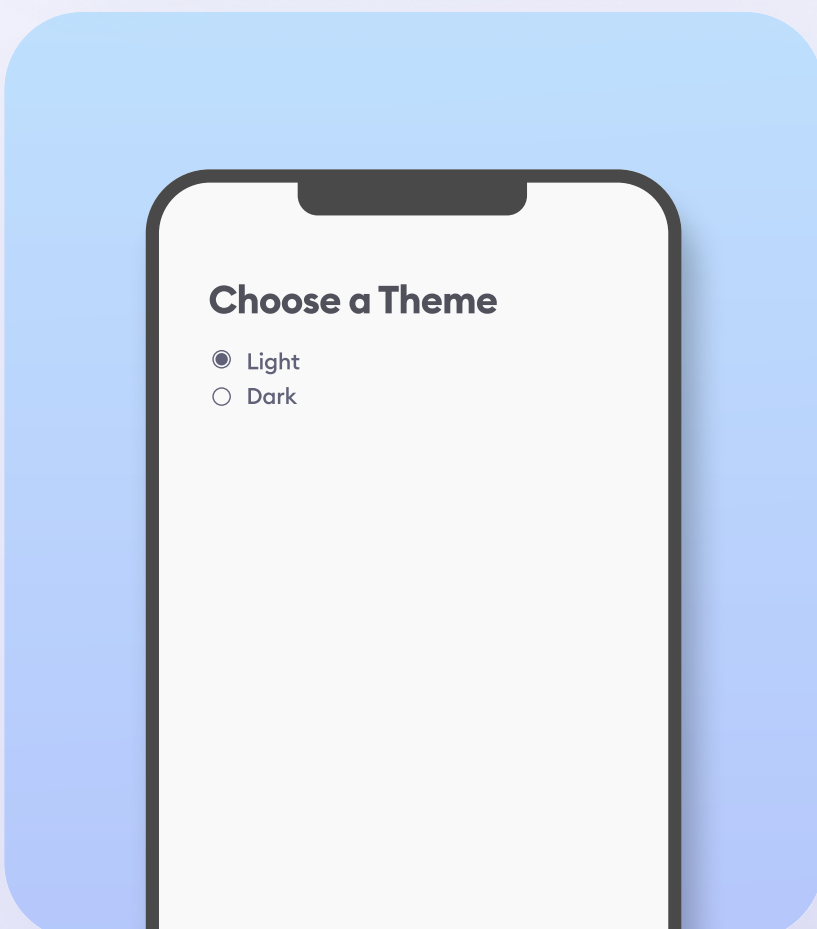
Date of birth



**Provide input masks to avoid any error especially for phone numbers and dates.**

**Tip - 39** 2 to 4 Option Rule

It is not ideal to enter more than 2 or 3 values inside a drop-down list.

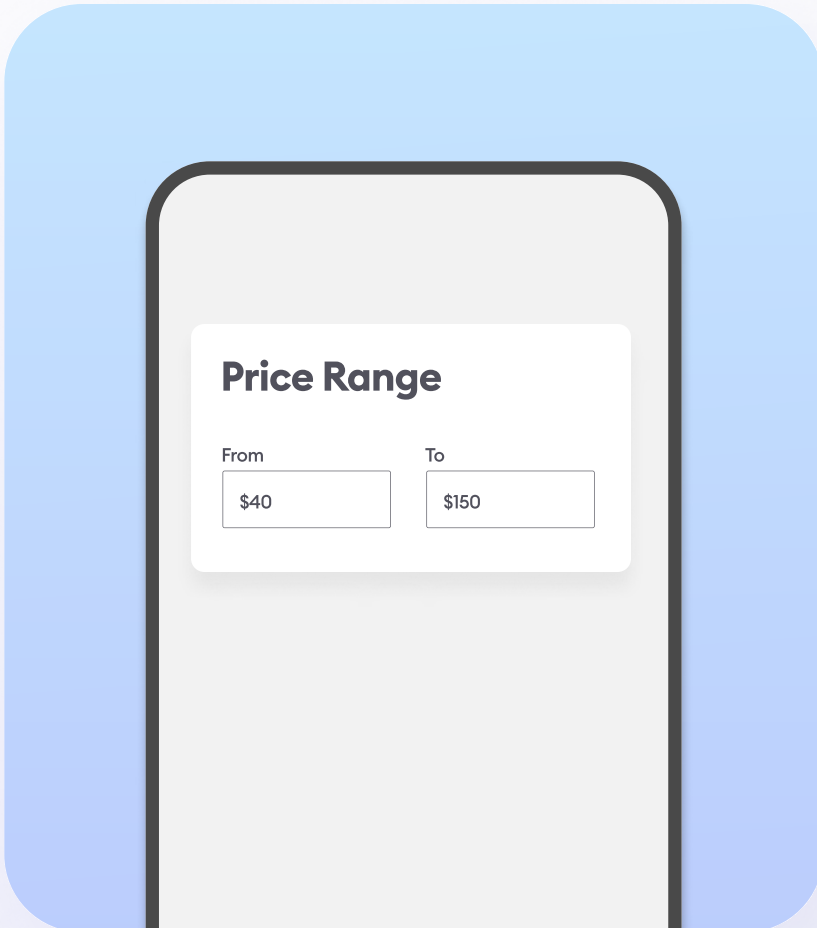


Display all options side by side when user has to select from 2 to 4 values.

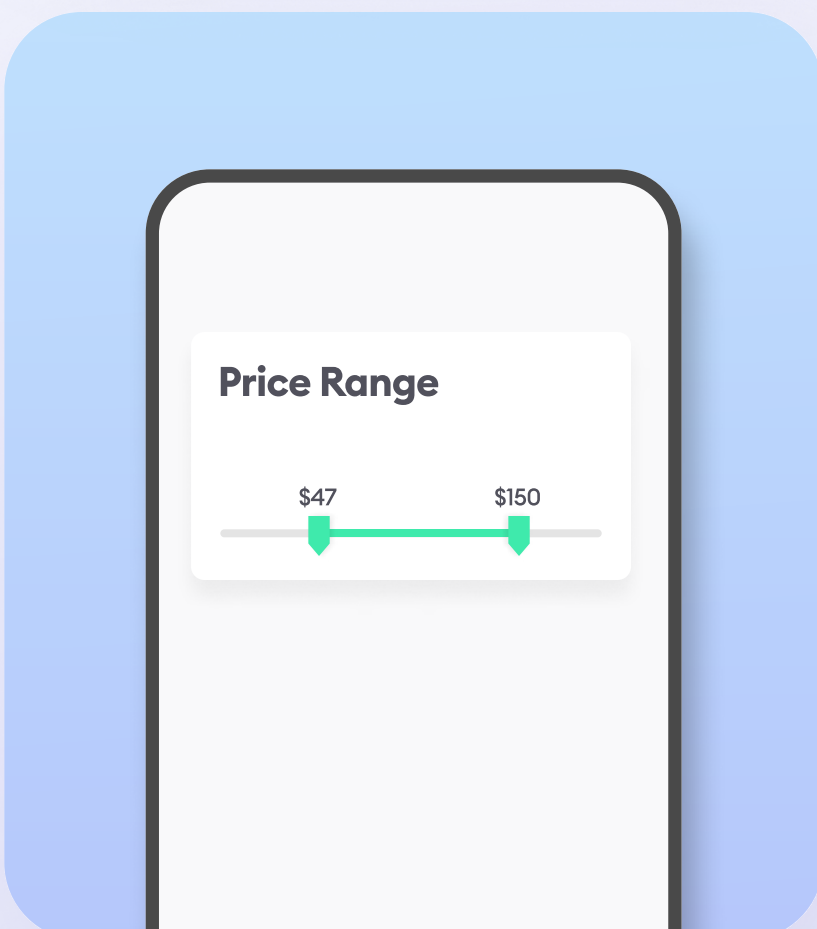


**Tip - 40**

# Avoid Writing When Possible



**Using fields everywhere is not an ideal choice.**



**Using slider will make the process fast and understandable.**



**Tip - 41** Spacing is the Key



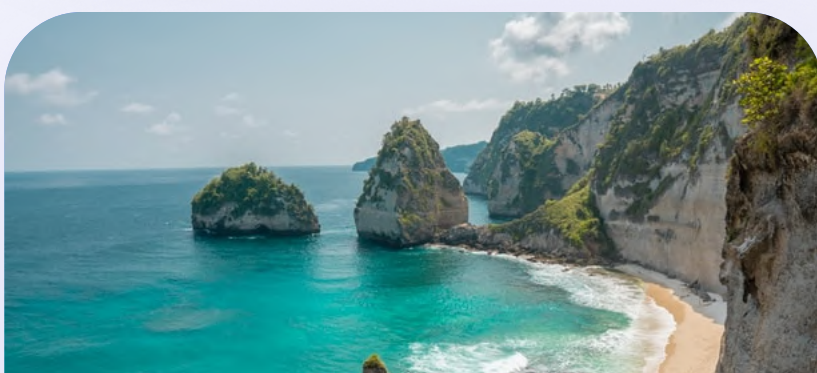
Travelling

**Why Travel the World this year?**

If you travel, you will not only learn about foreign cultures..



Less or inconsistent spacing creates difficulty in readability and grouping.



Travelling

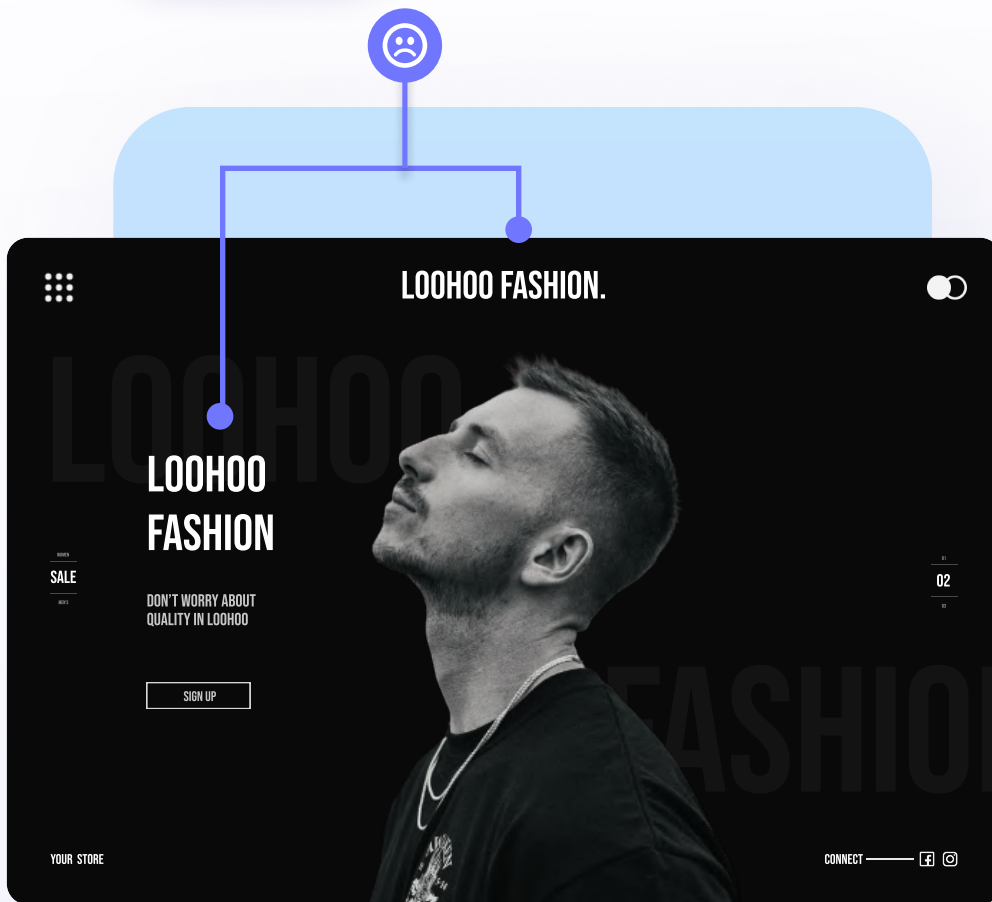
**Why Travel the World this year?**

If you travel, you will not only learn about foreign cultures..

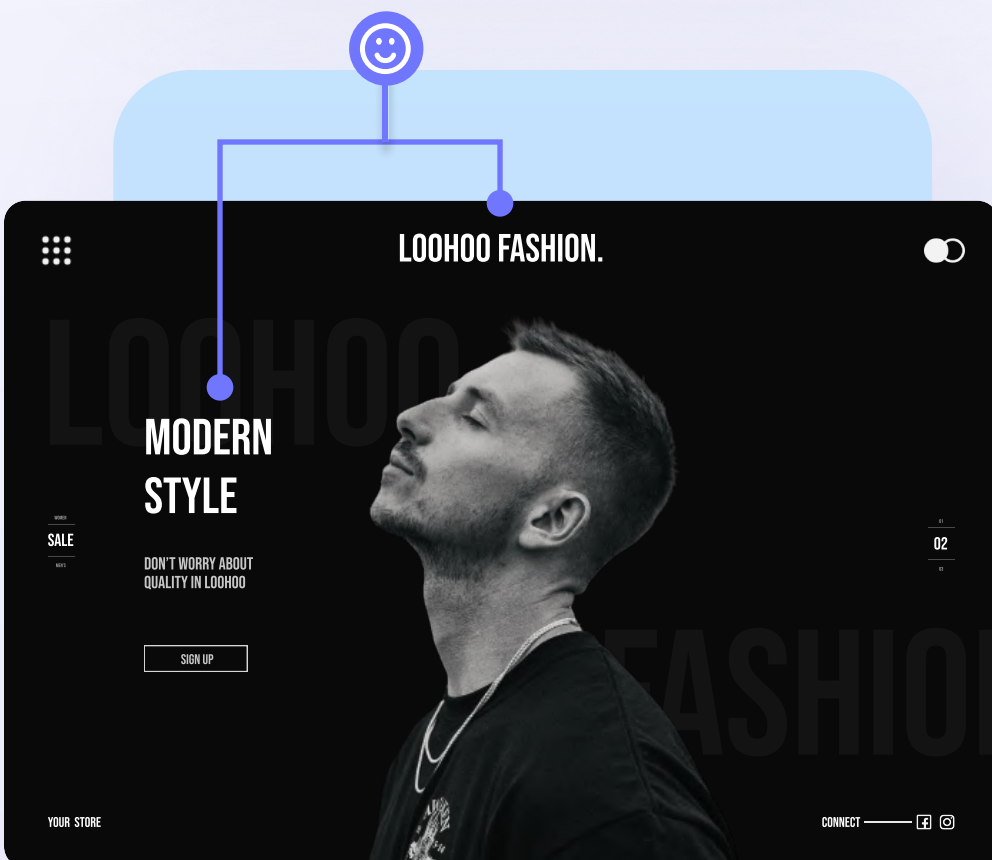


Make sure to **leave spaces** from edges and group relevant elements.

## Tip - 42 Logo Repetition

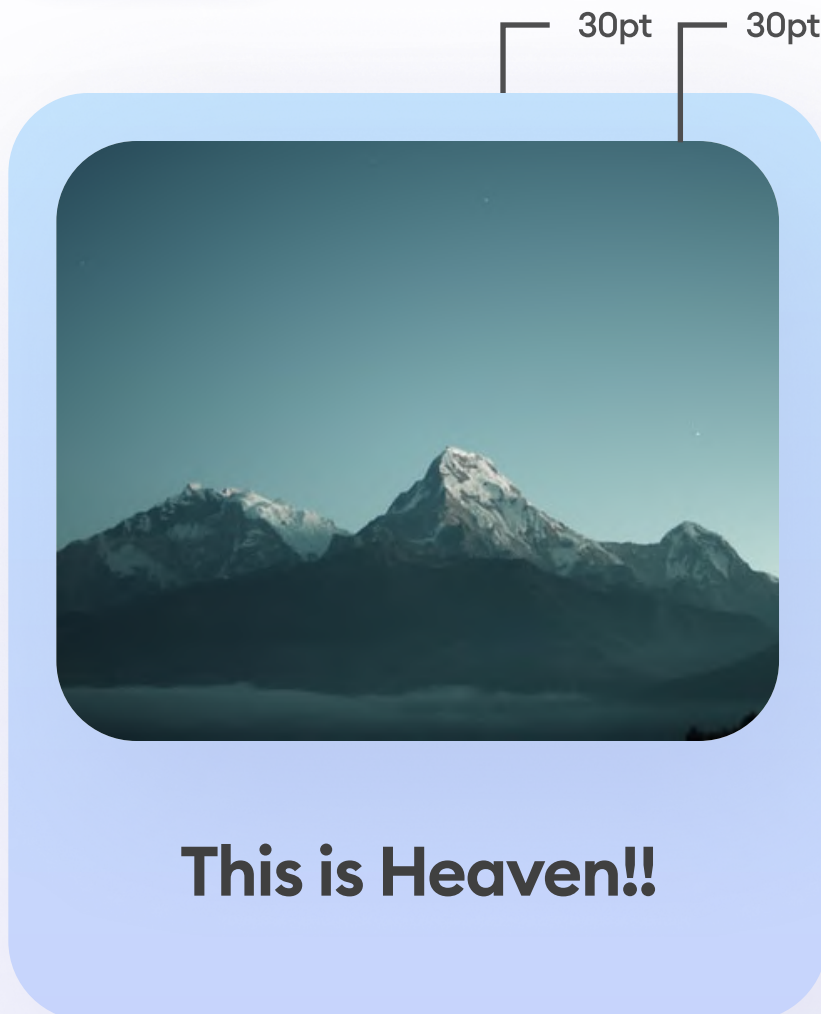


Repetition of the logo many times in the same page is not ideal.

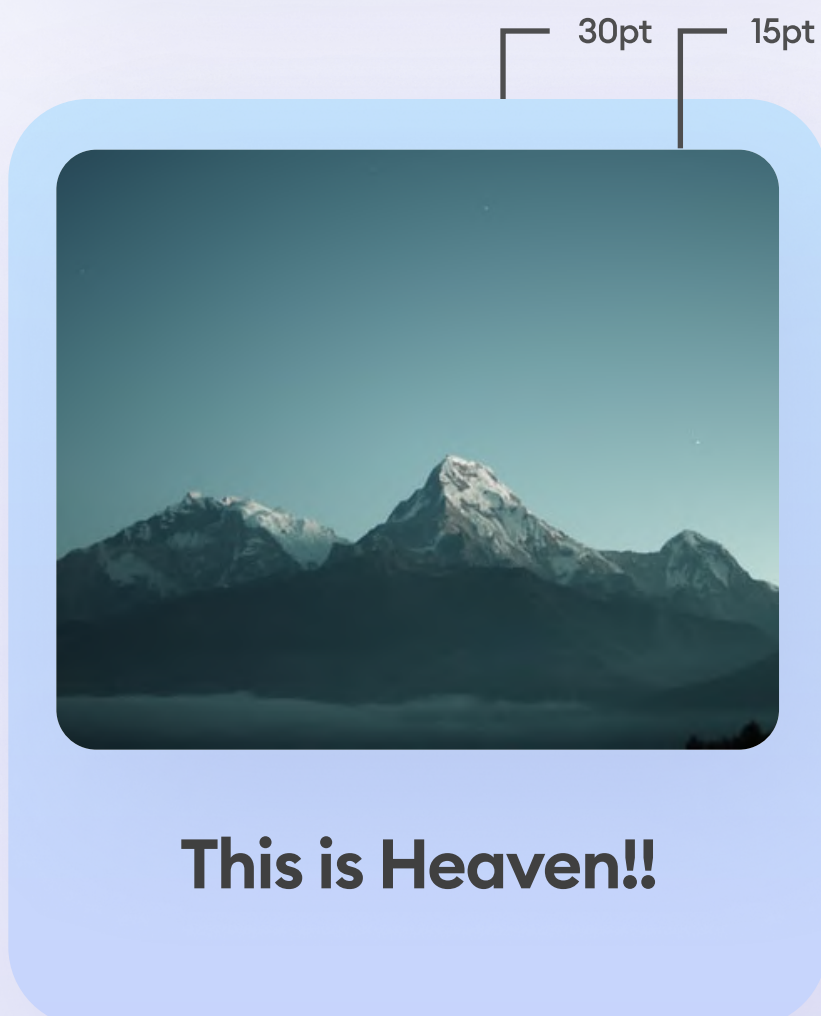


Instead **use a headline** to convey the style and info about what you do.

**Tip - 43** **Border Radius**



Using same border radius for both outer and inner elements looks uneven.



Don't round inner element the **same amount** as of the card. Decrease it slightly for a better look.



**Tip - 44** **Avoid using Scroll**



**Bali**

★★★★★ 4.0 (98)

Bali is part of the Coral Triangle, the area with the highest biodiversity of marine species, especially fish and turtles. In this area alone, over 500 reef-building coral species can be



**Scrolling within a card can create a lot of confusion.**



**Bali**

★★★★★ 4.0 (98)

Bali is part of the Coral Triangle, the area with the highest...

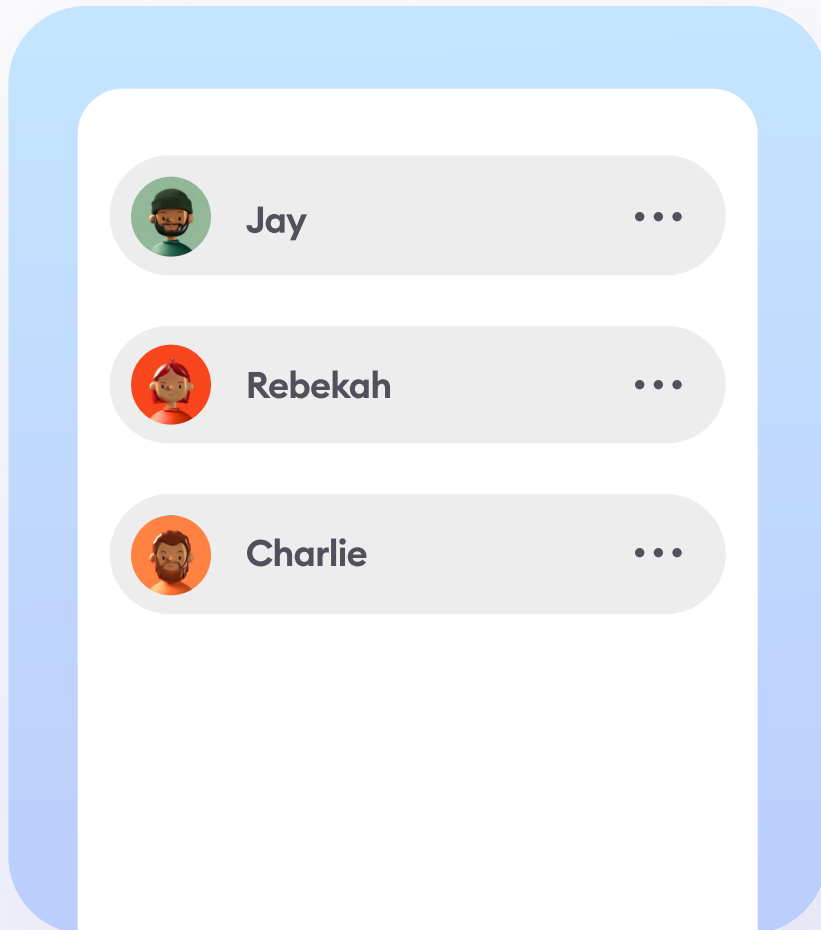
[Explore More](#)



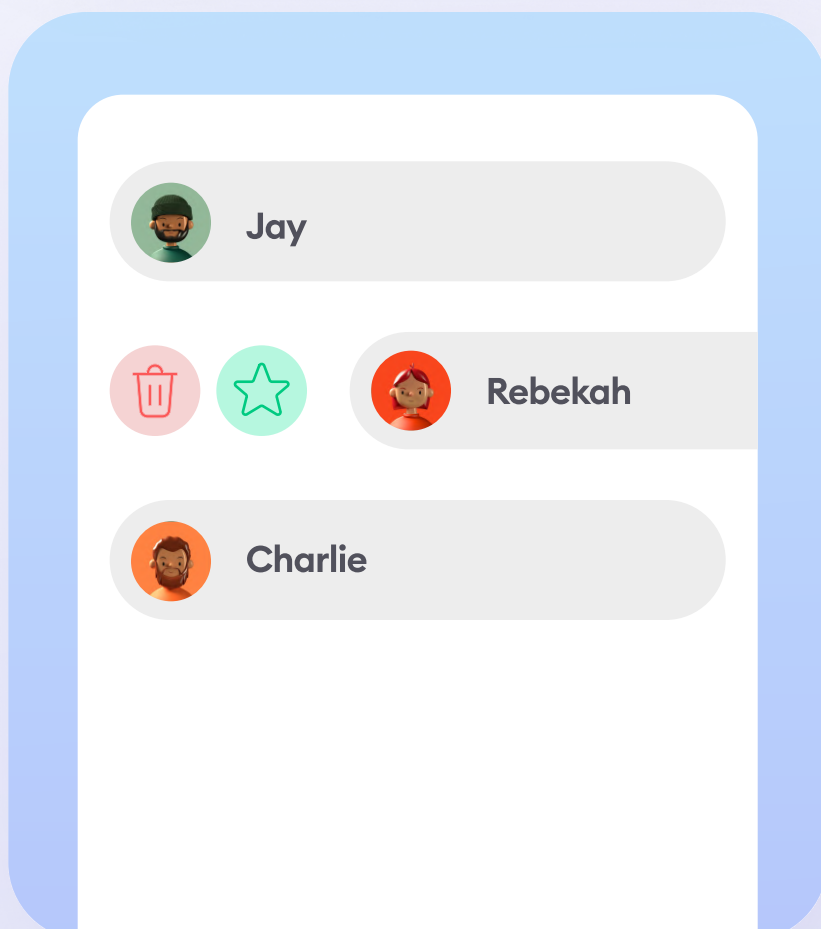
**Instead use a 'See more' or 'Explore' buttons.**



## Tip - 45 Use Swipe Actions



Using option button can slow down the process.

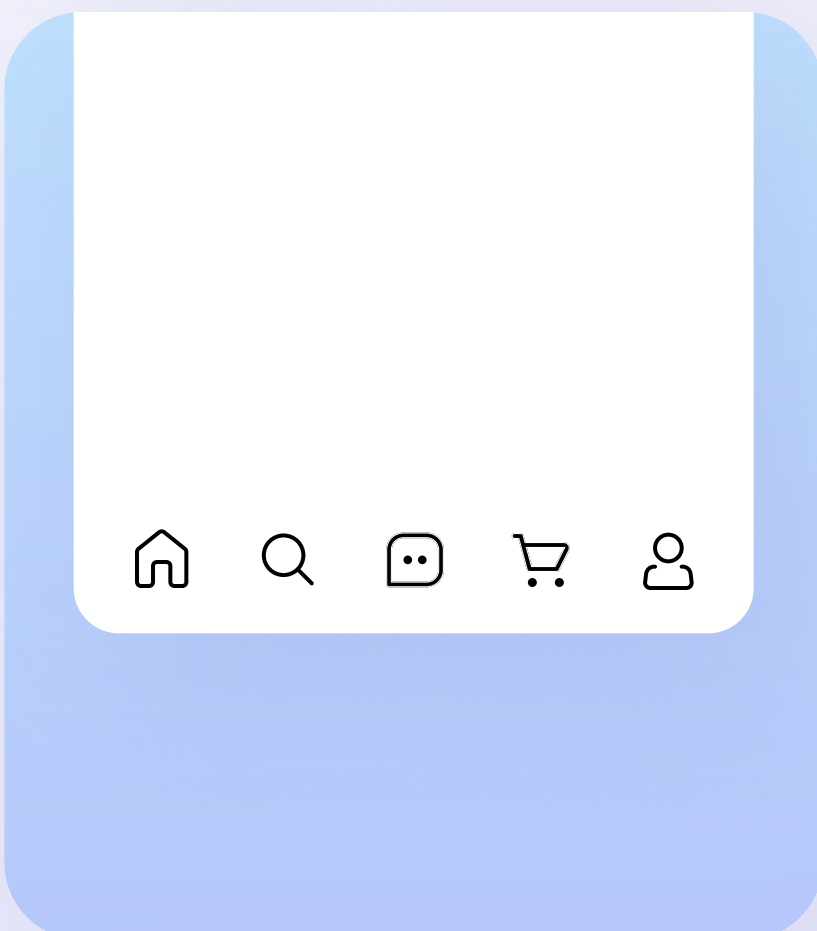


Use **swipe actions** on certain card to make the process fast and minimal.

## Tip - 46 Icon Selection



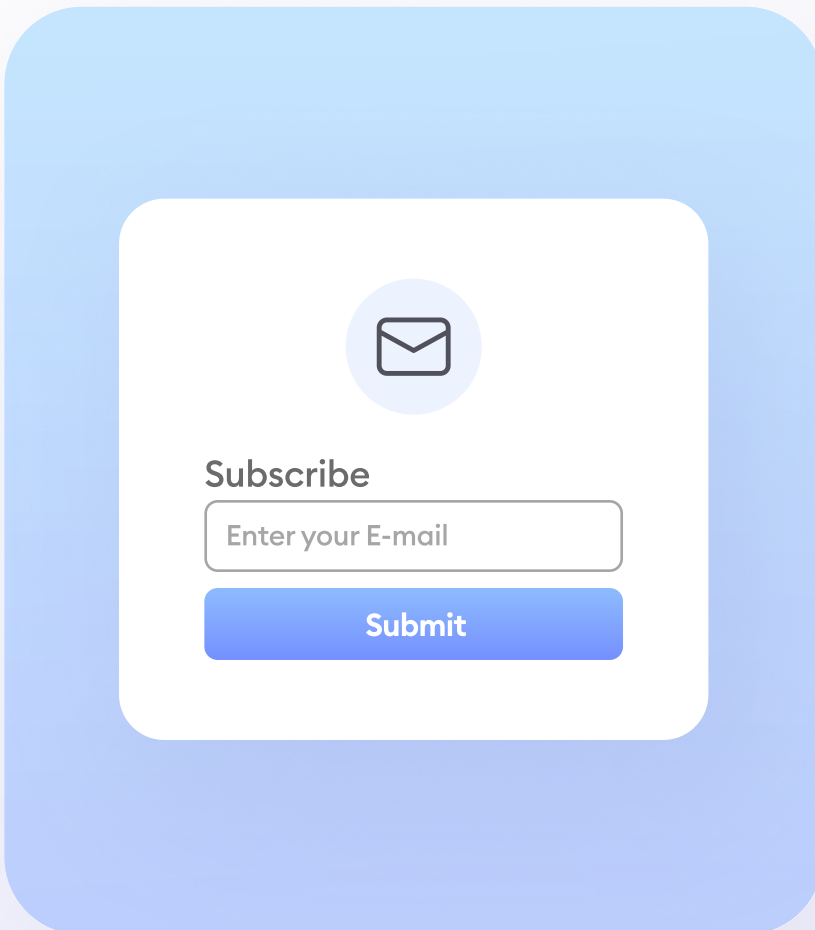
Using fancy icons makes your design look unprofessional.



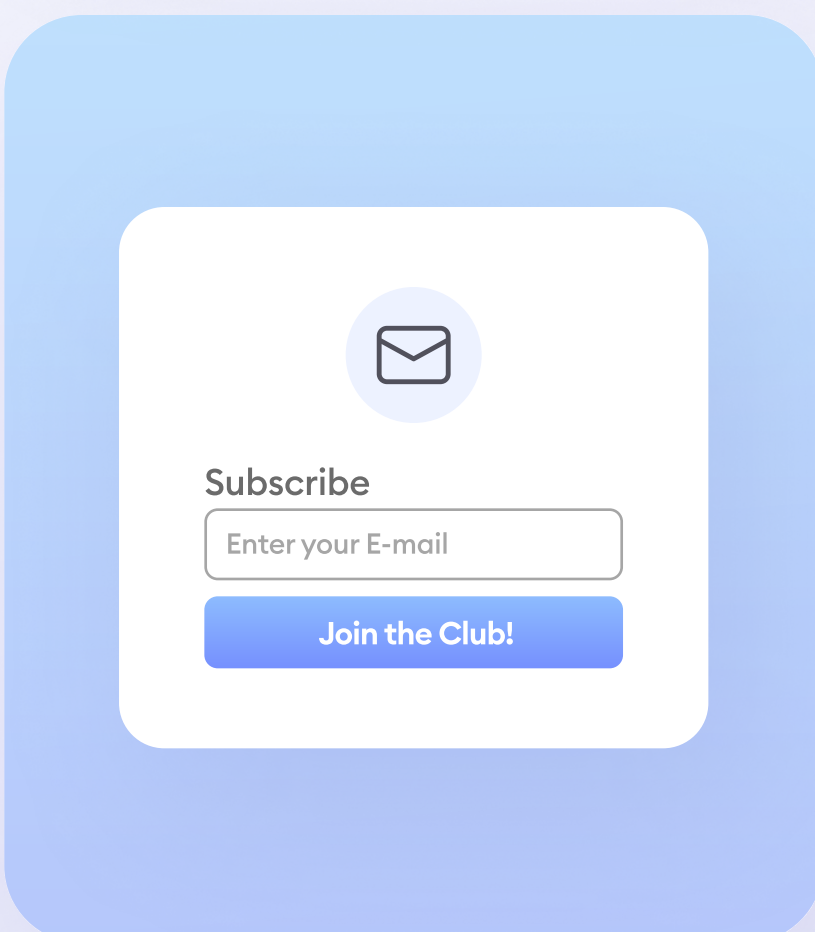
Use **simple flat icons** for more professional look.

Tip - 47

## Using Right Words



**Wrong words will make people less interested about your program.**



**Use words that make users to be **excited** to join in.**

Tip - 48

# Enhancing Clickable Area



Click Me →

I'm an option

 Clickable Area



Having small clickable area creates difficulty for the user to click on buttons or elements.



Click Me →

I'm an option

 Clickable Area

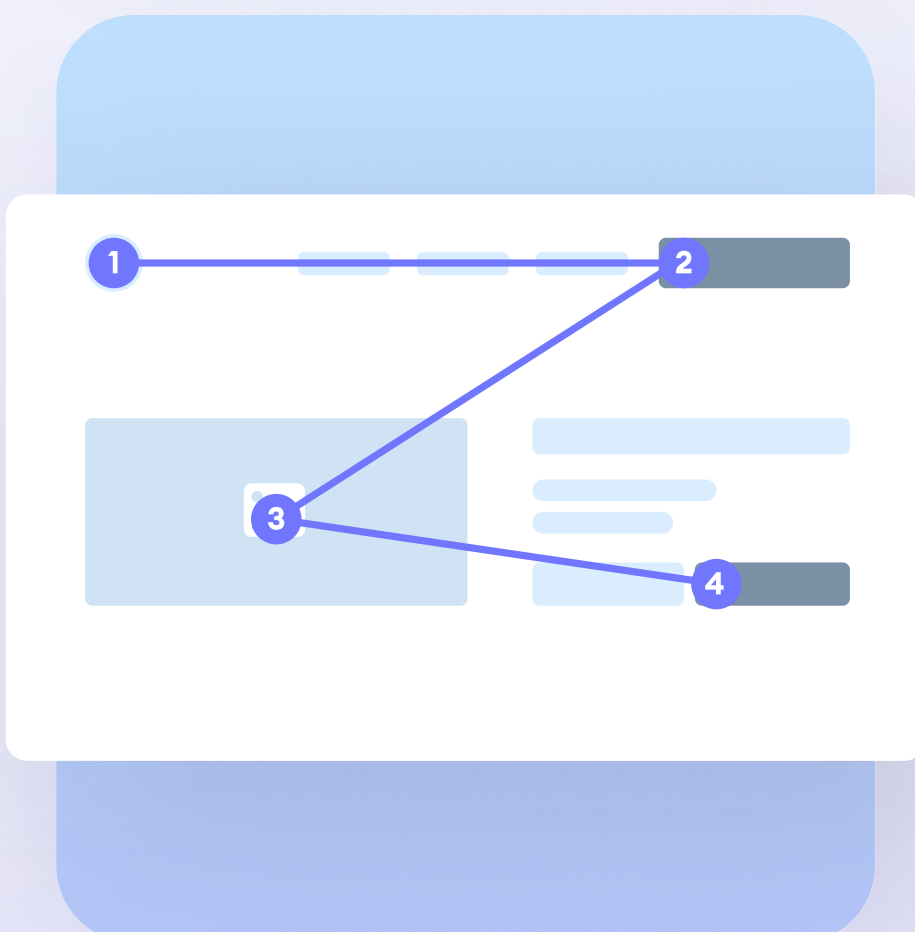


**Enhance** the clickable area of the elements to make it easy to click.



**Tip - 49****The Gutenberg Principle**

**The Gutenberg Principle states that user's eyes travel to a Z-shaped path from the top-left area to the bottom-right area.**



**It's a good practice to place your CTA at the end of this flow to lead users to take action.**

**Tip - 50**

## Prompt User to Scroll



**If you have too much spacing between the sections user will less likely scroll to the down.**



**A simple hack to prompt users to scroll is by showing them a glimpse of the next section.**

**Thank You.**