8 Aesthetic *and* Minimalist Design

Definition Interfaces should not contain information which is irrelevant or rarely needed. Every extra unit of information in an interface **competes** with the relevant units of information and diminishes their relative visibility.

This doesn't mean you have to use a flat design — it's about making sure you're keeping the content and visual design focused on the essentials. Ensure that the visual elements of the UI support the user's primary goals.

✎ **Tip:** Keep the content and visual design of UI focus on the *essentials*.

✎ **Tip:** Don't let unnecessary elements distract users from the information they really need.

✎ **Tip:** *Prioritize* the content and features to support primary goals.

① *Ornate vs. simple teapot*
Excessive decorative elements can interfere with usability.

② *Communicate, don't decorate*
Over-decoration can cause distraction and make it harder for people to get the core information they need.

③ *Messy vs organized UI*
Messy UI increases the interaction cost for users to find their desired content; Organized UI lowers the cost.

② COMMUNICATE, DON'T DECORATE

One of our favorite slogans