

MAINTAIN CONSISTENCY WITHOUT DEMANDING UNIFORMITY

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There is more than one way
to design something right

Uniformity is often touted as
the best way to provide a
consistent experience

But good business means
being distinguished

Does usability best practice
contradict business best
practice?

2 Keys of Usable Design

1. Provide adequate affordances
2. Provide adequate context

Focus on providing context
before mandating
consistency

Context is provided through
information and **association**

Ways to provide Association

1. Use popular conventions & styles (uniformity)
2. Use common design patterns
3. Use well-known metaphors in your designs

USING DESIGN PATTERNS

Pattern libraries decrease
design complexity while
increasing user recognition

Patterns can be interpreted
and adapted for increased
flexibility (and more distinct
designs)

Design Pattern Resources

Yahoo! Pattern Library

<http://developer.yahoo.com/ypatterns/>

“Web Patterns”, John Allsopp

http://westciv.typepad.com/dog_or_higher/2005/11/webpatterns_and.html

**BREAKING CONSISTENCY FOR
GLORY AND RICHES**

Don't create a new grammar if
an established one already
exists

Design metaphors take
advantage of known user
associations through
abstraction

You're already using them...

Common design metaphors:

- ▶ Desktop
- ▶ “Web-top”

Innovation in usability
happens by adapting and
interpreting new metaphors
(analog and digital)

QUESTION AND ANSWERS

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