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8 key attributes of UI
design: discoverability
(help users find the
features they need to
achieve their goals);
affordance (design UI
elements that suggest**

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how to perform an interaction); comprehensibility (make sure users understand the meaning and effect of a UI element); responsive feedback (provide a clear, accurate and immediate indication of the current UI state); predictability (ensure users can

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Description Your
mission: To design an
intuitive UI for your
next project. Your
problem: You ' re not
sure what “ intuitive
UI ” really means.
Worst problem: Your
team isn ' t sure

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, intuitive , UI is a top
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goal for every , design
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comprehensibility,
responsive feedback,
predictability,
efficiency,
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explorability

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comprehensibility,
responsive feedback,
predictability,
efficiency,
forgiveness, and
explorability.

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UI: McKay ...

Make this step of the
brand building
process priority from
the beginning and

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your brand will have the life and depth it needs to strengthen your business ' s image. Step 6:

Promote away. This is the fun part. We all know what promotion means, but the right promotion can mean different things for different businesses.

Brand Building 101:

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An 8-Step Brand
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nicely differentiated
from each other,
making it possible to
do a systematic
analysis of a piece of
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to contain how you
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audience and created
something super
useful for them. Do it
step-by-step like this:
Describe the
challenge

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Or Grow A Diversity

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The research process
eight steps are as
follows:

1. Formulation of a research problem.
2. Conceptualising a research design.
3. Constructing a research tool

The Research Process
| Eight steps you need
to carry out ...

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User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. UI brings together concepts from interaction design, visual design,

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and information To
architecture.
Choosing Interface
Elements

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