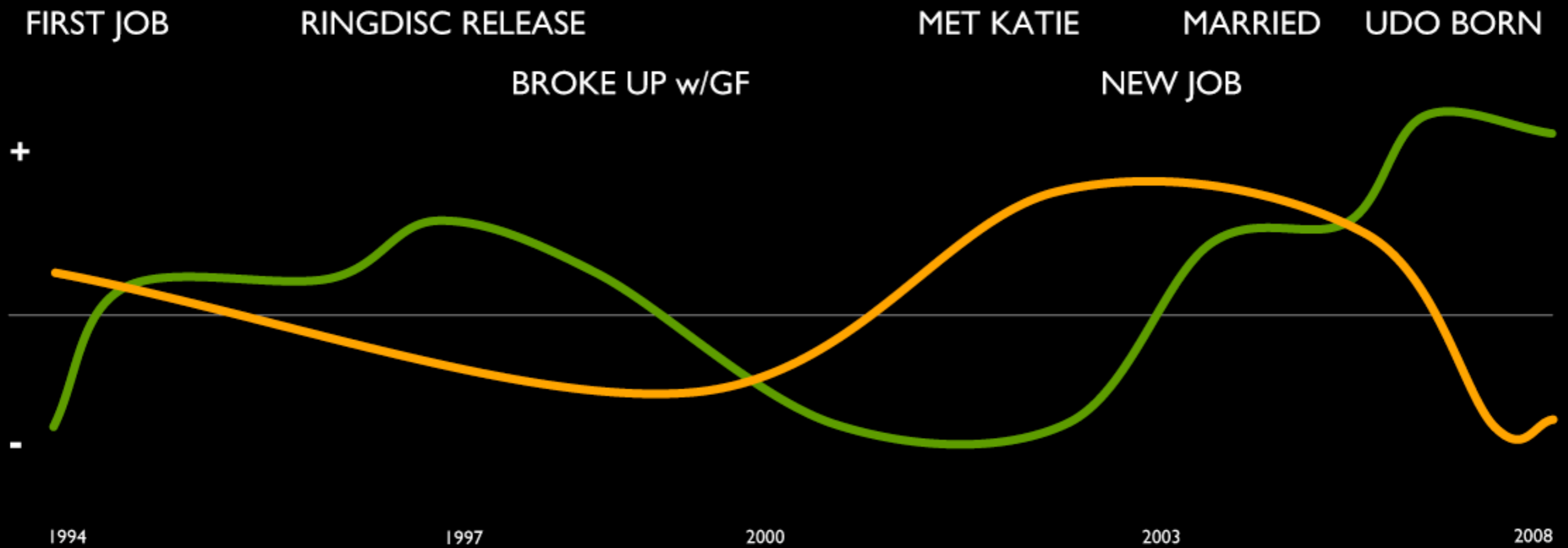


# Juhan's Weight vs Freq of Sex



NEW  
EDITION

WILLIAM  
**STRUNK** JR.  
AND  
E.B. **WHITE**

*"...still a little book, small enough and important enough  
to carry in your pocket, as I carry mine."  
— Charles Osgood*

*The*  
**ELEMENTS**  
*of*  
**STYLE**

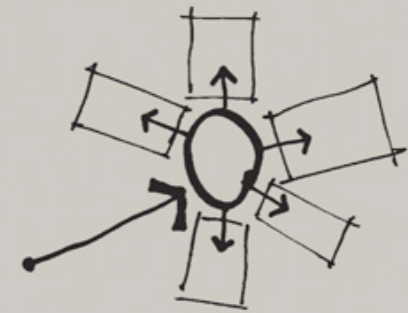
FOURTH EDITION

FOREWORD BY ROGER ANGELL

FOREWORD BY ROGER ANGELL

FOURTH EDITION

CLIFF



**101 Things I Learned  
in Architecture School**

Matthew Frederick

Matthew Frederick

**101 Things I Learned  
in Architecture School**



lots of books on design guidelines, apis, usability, forms, css...

We need an  
**INTERFACE  
DESIGN**  
field guide.

for the craftsman  
less words, more visuals  
real examples  
free  
constantly evolving  
<100 pages

# INTERFACE DESIGN TENETS

## Data

- Let data scream
- Reality Bites

## Feedback

- Prototype like crazy
- Pixel Perfect
- Bitch! Loud and often
- Eat your own dog food
- Date your users

## Layout

- Grid it
- Type less + less type
- Color carefully

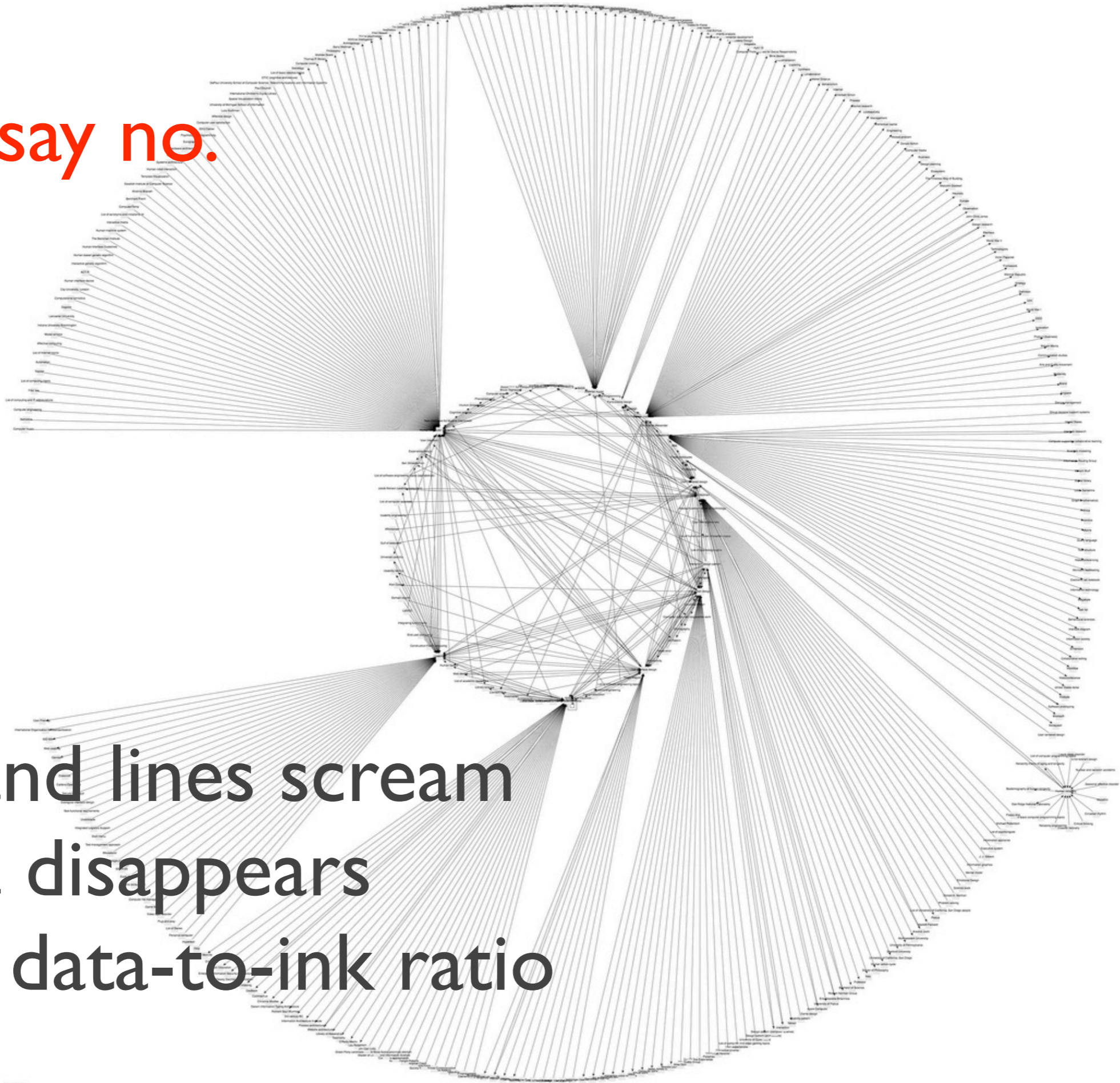
## Interaction

- What interface?
- Repeat customers ROCK
- Deja vu all over again

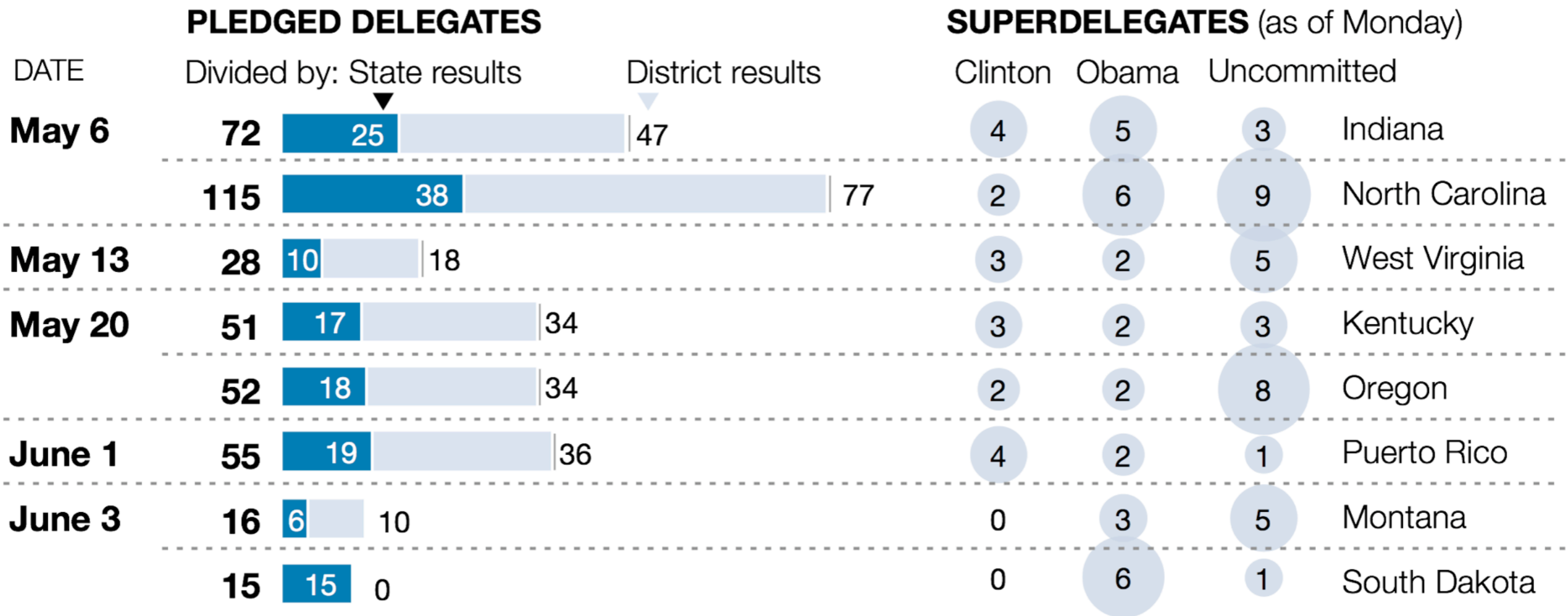
Let data scream

Just say no.

Ink and lines scream  
Data disappears  
Low data-to-ink ratio



# Clear, data-dense display



CARTRIDGE, Dawn, DOB: 05-May-1955, NHS 345-124 2342 - NHS CPH Pathways 1.0

CLH NHS Trust - Dr. Adam Marshall - Patients - Carter, Dawn - Process

**Carter, Dawn**  
Known as: AKA goes here...

Born: 05-May-1955  
Age: 57

Sex: Female  
NHS number: 345 124 2342

Case: Dr. Cliff  
Dependency status: Not Known

View - Assessment - Planning - Filter - Sort

Paediatric A&E Attendance  
 Paediatric Admission  
 Paediatric Outpatients  
 New Examination  
 New Investigation  
 New Assessment  
 New Plan

12/07/17

Pulse: 80

Resps: 11

Oxygen saturation: 98

**PATHWAY: Distal First Metatarsal Osteotomy**

**start**

- referrals
  - GP referral
  - X-ray, foot
  - Referral diagnosis: Orthopedic (Dx): Hallux Valgus
- assessment criteria
  - Angle 17°-22°
  - Day case
  - GA and Surgery
- discussions
  - Care Unavailable
  - Recent MC

**1 Pre Op Assessment**

- Cardio, respiratory
- Investigations requested
- Day case criteria
- Patient questionnaire
- Allergies and risks
- Medications
- Information given to patient
- Further advice: Surgeon
- Outcomes

**2 Pre Op Assessment**

- Reassess fitness for surgery
- Discharge planning

**3 Pre Op Check**

- Admin
- Admission health check
- vital signs baseline
- Confirm Medications
- Oral Prophylaxis
- Nil by mouth
- Patient Check
- Anaesthetic review
- Surgeon review
- Patient Consent
- Primed

**4 Surgery**

- Admin
- Treatie, position and equipment
- Scrub check
- Stoole items
- Skin drape
- In situ items
- Operation summary
- Post op and follow-up instructions

**5 Post-op recovery**

- Recovery Checklist
- Monitoring and Observations
- Handover and instructions

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CARTER, Dawn, DOB: 05-May-1955, NHS 345-324 2342 - NHS CFH Pathways 1.0

CLH NHS Trust | Dr. Adam Marshall | Patients | Carter, Dawn | Profiles

**Carter, Dawn**  
Known as: AKA goes here...

Born: 05-May-1955  
Age: 57

Sex: Female  
NHS number: 345 324 2342

Case: Dr. Cliff  
Dependency status: Not Known

View | Assessments | Planning

Paediatric A&E Attendance  
Paediatric Admission  
Paediatric Outpatients  
New Examination  
New Investigation  
New Assessment  
New Plan

12/07/19

Pulse: 80

Resp: 11

Oxygen saturation: 98

# 38%

**PATHWAY: Distal First Metatarsal Osteotomy**

**start**

- interviews
- GP referral
- X-ray, foot
- Referral diagnosis Orthopedic
- DX: Hallux Valgus
- access criteria
- Angle 17°-22°
- Day case
- GA and Surgery
- discussions
- Care Unavailable
- Recent MC
- Team

**1 Pro Op Assessment**

- Cardio, respiratory
- Investigations requested
- Day case criteria
- Patient questionnaire
- Allergies and risks
- Medications
- Information given to patient
- Further advice: Surgeon
- Outcomes
- Team

**Inpatient route**

**2 Pre Op Reassessment**

- Reassess fitness for surgery
- Discharge planning
- Team
- Info

**3 Pre Op Check**

- Admin
- Admission health check
- vital signs baseline
- Confirm Medications
- IV Prophylaxis
- Nil by mouth
- Advert Check
- Anaesthetic review
- Surgeon review
- Patient Consent
- Printed
- Team

**4 Surgery**

- Admin
- Theatre position and equipment
- Scrub check
- Stable items
- Skin drape
- In situ items
- Operation summary
- Post op and follow-up instructions
- Team

**5 Post-op recovery**

- Recovery Checklist
- Monitoring and Observations
- Handover and instructions
- Team

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**end**

- Goal: Removal of bunion, pain free mobility
- Outcome

Tools & Utilities | Menu Navigator | Home Screen | Split View | Close Appointments | Search | My appointments

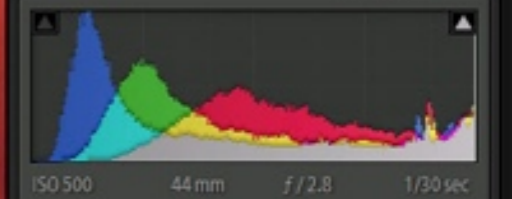
▼ Navigator FIT FILL 1:1 1:2



- ▶ Presets +
- ▶ Snapshots +
- ▶ History Clear



Histogram ▼



Basic ▼

Treatment: Color Grayscale

WB: As Shot

Temp 4950

Tint -3

Tone Auto

Exposure 0.00

Recovery 0

Fill Light 0

Blacks 5

Brightness +58

Contrast +25

Colors

Vibrance 0

Saturation 0

Tone Curve ◀

HSL / Color / Grayscale ◀

Split Toning ◀

Detail ▼

Sharpening

Amount 25

Noise Reduction

Luminance 0

Color 25

Lens Corrections ▼

Chromatic Aberration

Previous Reset

Copy... Paste

Zoom 1:2 R 40.6 G 35.6 B 30.3 %

Folders / 2007 / 01 / 22-Party / 42 photos / 1 selected / JEF\_024880.NEF

>> Filters and higher



# Fake data = fake design

## Use real data Ban Lorem Ipsum

## Text is Interface Don't fake it

### Lorem Ipsum

"Consectetur adipisicing elit." "Etiam venenatis tortor sed lectus."

Lorem Ipsum Platea Porta Massa

#### Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Duis tellus. Donec ante dolor, iaculis nec, gravida ac, cursus in, eros. Mauris vestibulum, felis et egestas ullamcorper, purus nibh vehicula sem, eu egestas ante nisl non justo. Fusce tincidunt, lorem nec dapibus consectetur, leo orci mollis ipsum, eget suscipit eros purus in ante.

At ipsum vitae est lacinia tincidunt. Maecenas elit orci, gravida ut, molestie non, venenatis vel, lorem. Sed lacinia. Suspendisse potenti. Sed ultricies cursus lectus. In id magna sit amet nibh suscipit euismod. Integer enim. Donec sapien ante, accumsan ut, sodales commodo, auctor quis, lacus. Maecenas a elit lacinia urna posuere sodales. Curabitur pede pede, molestie id, blandit vitae, varius ac, purus. Mauris at ipsum vitae est lacinia tincidunt. Maecenas elit orci, gravida ut, molestie non, venenatis vel, lorem. Sed lacinia. Suspendisse potenti. Sed ultricies cursus lectus. In id magna sit amet nibh suscipit euismod. Integer enim. Donec sapien ante, accumsan ut, sodales commodo, auctor quis, lacus. Maecenas a elit lacinia urna posuere sodales. Curabitur pede pede, molestie id, blandit vitae, varius ac, purus.

Morbi dictum. Vestibulum adipisicing pulvinar quam. In aliquam rhoncus sem. In mi erat, sodales eget, pretium interdum, malesuada ac, augue. Aliquam sollicitudin, massa ut vestibulum posuere, massa arcu elementum purus, eget vehicula lorem metus vel libero. Sed in dui id lectus commodo elementum. Etiam rhoncus tortor. Proin a lorem. Ut nec velit. Quisque varius. Proin nonummy justo dictum sapien tincidunt iaculis. Duis lobortis pellentesque risus. Aenean ut tortor imperdiet dolor scelerisque bibendum. Fusce metus nibh, adipiscing id, ullamcorper at, consequat a, nulla.

Phasellus orci. Etiam tempor elit auctor magna. Nullam nibh velit, vestibulum ut, eleifend non, pulvinar eget, enim. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer velit mauris, convallis a, congue sed, placerat id, odio. Etiam venenatis tortor sed lectus. Nulla non orci. In egestas porttitor quam. Duis nec diam eget nibh mattis tempus. Curabitur accumsan pede id odio. Nunc vitae libero. Aenean condimentum diam et turpis. Vestibulum non risus. Ut consectetur gravida elit. Aenean est nunc, varius sed, aliquam eu, feugiat sit amet, metus. Sed venenatis odio id eros.

Phasellus placerat purus vel mi. In hac habitasse platea dictumst. Donec aliquam porta odio. Ut facilisis. Donec ornare ipsum ut massa. In tellus tellus, imperdiet ac, accumsan at, aliquam vitae, velit.

#### Quid Novi?

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem Ipsum  
Dolor  
Sit Amet  
Consectetur  
Adipiscing  
Elit  
Sed do Eiusmod  
Incididunt ut Labore  
Aliqua  
Exercitation  
Vitae  
Venenatis  
Lacinia  
Cursus  
Lectus  
Vestibulum  
Tellus  
Gravida  
Potenti  
Accumsan  
Rhoncus  
Torquent  
Phasellus  
Tempor  
Auctor

# What interface?



# What interface?



Manipulate the data, not the interface

Over time, you don't notice the interface

# Repeat customers ROCK



Make a service ROCK:

**1**<sup>st</sup> for the repeat, more experienced user,

**2**<sup>nd</sup> for the novice, and finally

**3**<sup>rd</sup> for inexperienced users.

you want experienced users to:

- tell their friends about it
- demand other services to hook into it
- make their work products better
- make users happy (by being efficient)
- purchase upgrades, future products

# Bitch!

Loud and often

Users' voice is a part of Design  
... whether you like it or not.

Learn to bitch

Learn to listen

# Bitch! Loud and often

## Wufoo Support Request

Unfortunately, we can't always get it right. If something doesn't seem to be working right for you in Wufoo or you can't find an answer, let us know and we'll do everything we can to help you out.

Tell us what happened : \*

Please be as specific as possible. If it's a bug, tell us the steps we need to take to recreate the issue, what you expected to happen and what actually happened.

Where did you encounter the problem?

Include a link to the page where your issue occurred.

Operating System

Upload a Screenshot

This is optional, but helps us out a lot.

Your Email Address \*

So we can get back in touch with you.

Browser

Emotional State

- Excited
- Confused
- Worried
- Upset
- Panicked
- Angry

## Rescue Time

### Quick Feedback?

If you need a response, use our [help](#) page. We read but seldom respond to feedback!

Tell us what you think of Groups and Categories!

# Health

The screenshot shows the Clarity Care software interface. At the top, there are navigation tabs: Inbox, Documents, Search, Reports, Administration, and My Profile. Below the navigation, there are sections for Saved Searches, Author, and Job#. A central dashboard area displays a pie chart with segments for 41%, 17%, and 29%, and text indicating document status: 5 Documents Awaiting Resolution, 12 Documents Approaching Expiration, and 12 Documents Past Expiration. Below the dashboard, there is a table with columns: Dictation#, Transcribed Date, STAT, and Location.

Dictation#	Transcribed Date	STAT	Location
105421	06/05/2007 05:55:04 PM	N	General Medicine Associates
105856	06/05/2007 06:21:37 PM	N	Internal Medicine Associates
105950	06/05/2007 06:24:32 PM	N	Internal Medicine Associates
105958	06/05/2007 02:26:20 AM	N	Internal Medicine Associates
105828	06/05/2007 06:20:10 PM	N	Internal Medicine Associates
105936	06/05/2007 06:23:25 PM	N	Neurosurgery Associates
106326	06/05/2007 06:36:31 PM	N	Center for Osteoporosis

# Voting

The image shows a Democratic Party ballot for the President of the United States. The ballot is titled "DEMOCRATIC PARTY" and includes instructions for voters registered with the party. It lists candidates for the President of the United States, including Hillary Clinton, Joe Biden, Barack Obama, Bill Richardson, Dennis Kucinich, Mike Gravel, John Edwards, and Chris Dodd. Each candidate has a corresponding number and an arrow pointing to the right, indicating the voting slot. The ballot also includes a section for "PRESIDENTIAL PREFERENCE" and a note to "CONTINUE VOTING ON NEXT PAGE".

# Energy



# Open source

The screenshot shows the Eclipse IDE displaying the source code for the Boolean class. The Package Explorer on the left shows the Java standard library, with the Boolean class selected. The main editor shows the following code:

```
/**
 * The Boolean class wraps a value of
 * boolean in an object
 * Boolean contains a
 * boolean.
 * <p>
 * In addition, this class provides
 * converting a boolean
 * String to a bo
 * constants and methods useful when
 * boolean.
 *
 * @author Arthur van Hoff
 * @version 1.43, 01/23/03
 * @since JDK1.0
 */
public final
class Boolean implements java.io.Serializable {
    /**
```

# Interface to Energy



Out of sight, out of mind

CONSUMER  
POWERLINE

HOME JOULE

Prepare to  
Use Less Energy

-23:01

to event  
Rewards Possible



Cost

Usage

ambient®

# INTERFACE DESIGN TENETS

## Data

- Let data scream
- Reality Bites

## Feedback

- Prototype like crazy
- Pixel Perfect
- Bitch! Loud and often
- Eat your own dog food
- Date your users

## Layout

- Grid it
- Type less + less type
- Color carefully

## Interaction

- What interface?
- Repeat customers ROCK
- Deja vu all over again

# BE A CO-AUTHOR

[interfacedesigntenets.wikia.org](http://interfacedesigntenets.wikia.org)

Juhan Sonin  
[juhan@limesurvey.org](mailto:juhan@limesurvey.org)

Chris Johnson  
Paul Kroft  
Mike Nosal  
Jenn Reed  
Harry Sleeper  
Juhan Sonin  
Brian Staats