



Ask yourself the following questions to figure out problems with your UI design. If you catch yourself answering "No" to any of these, you may rethink your concept or ask an expert.

# USER EXPERIENCE

When thinking about your answers, please keep in mind the quality checklist below and our methods to create and validate a great UX.



ASK YOURSELF

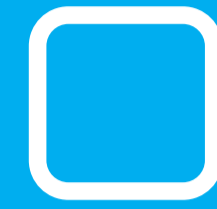
## Do I have a CONCEPT ?



Does it follow a common theme?

Does it use realistic data?

## Can it be more SIMPLE ?



Do I use established patterns?

Have I thought about removing complexity?

## Does it have to SCALE ?



Is the concept aware of extension points?

Do I use consistent solutions for existing problems?

## Do I have FEEDBACK ?



Did I ask my neighbor?

Does it feel good?

METHODS



use real data    card-sorting    atomic design

**CREATE**

paper prototype    user-flow-chart

interaction graph

neighbor testing    deprivation testing

user testing    **VALIDATE**    native testing

A/B testing    user feedback



QUALITY

### Usability

- ✓ similar functions look the same
- ✓ user gets feedback on interaction
- ✓ UI is fast & performant
- ✓ data flow is understandable
- ✓ user flow is understandable

### Relevance

- ✓ target group is addressed
- ✓ use cases are specified

### Simplicity

- ✓ less is more
- ✓ established patterns are used

### Scalability

- ✓ UI is responsive
- ✓ UI provides extension points

### Visual Appeal

- ✓ colors are consistent
- ✓ sizes & distances are consistent