UX 101 Cheat Sheet

1. Design Thinking Methodology

- Know your user
  - Motivations, needs, blockers
  - Define problem to solve
- “Go broad to go narrow”
  - Generate wide variety of ideas
  - Select using evaluation criteria
- Test, learn, and iterate
  - Make a prototype
  - Have real users use it so you can learn

2. Ask Questions

- Talk to real users of your tool/product (you don’t count)
- Ask the 5 W’s (who, what, when, where, and why)
- Ask “Why” 5x to get to root cause

3. Information Architecture

- Based on user goals, create a site map: how many pages, where do they connect?
- Use one persistent navigation through your entire product
- Aim for a maximum of 7 top-level items in your navigation

4. Use Best Practices

a. Layouts

- Select an appropriate number of columns for the page’s purpose
- Keep your spacing consistent -- a grid system will help
- Practice the ‘Straw Test’

b. Consistency & Learnability

- Place headers in the same place on every page
- Use 1 primary button per page and keep its placement consistent

c. Feedback

- Always provide feedback so your user knows what’s happening
- Use clear, human language
- Always inform the user of what they should do next

d. Colors

- Choose 1 primary color to use consistently as a brand/accent color
- Test the accessibility of your colors
- Use only red for destructive actions, or error messaging

e. Typography

- Stick to 1 font and define a typographic scale
- Use headers in order
- Left-align your text for LTR languages

f. Content (Language)

- Use human language and avoid technical/Netflix jargon
- Be concise, efficient, and clear
- Supplement icons with text (labels and/or tooltips)
- Always have a page title

g. Interaction

- Use common interaction patterns -- try leveraging a UI toolkit

5. When in doubt...

a. Seek feedback and test on real users

Kenna Dizon, Rina Chang | Slide Deck | Netflix 2020