First Principles

By Solomon Gebrekiros

Basic Principle 1

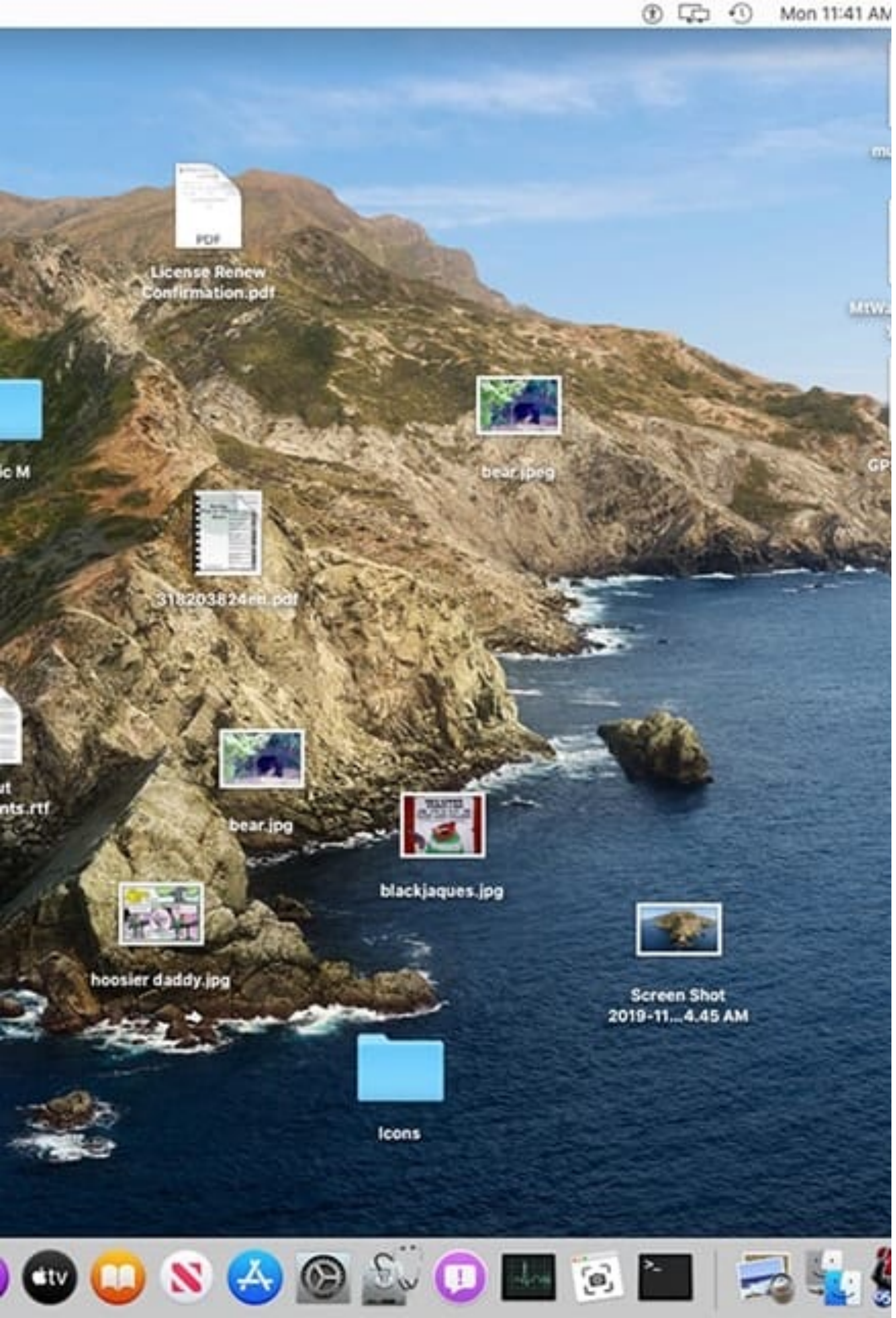
- **Focus on the users and their tasks, not on the technology**
  - Business Decision
  - Empirical investigation
  - Collaboration
- Context

User skill Level

- General Computer Savvy
- Task Knowledge
- Knowledge of the System

Basic Principle 2

- **Consider function first, presentation later**
- Conceptual model
- Identify relationships
- Lexicon

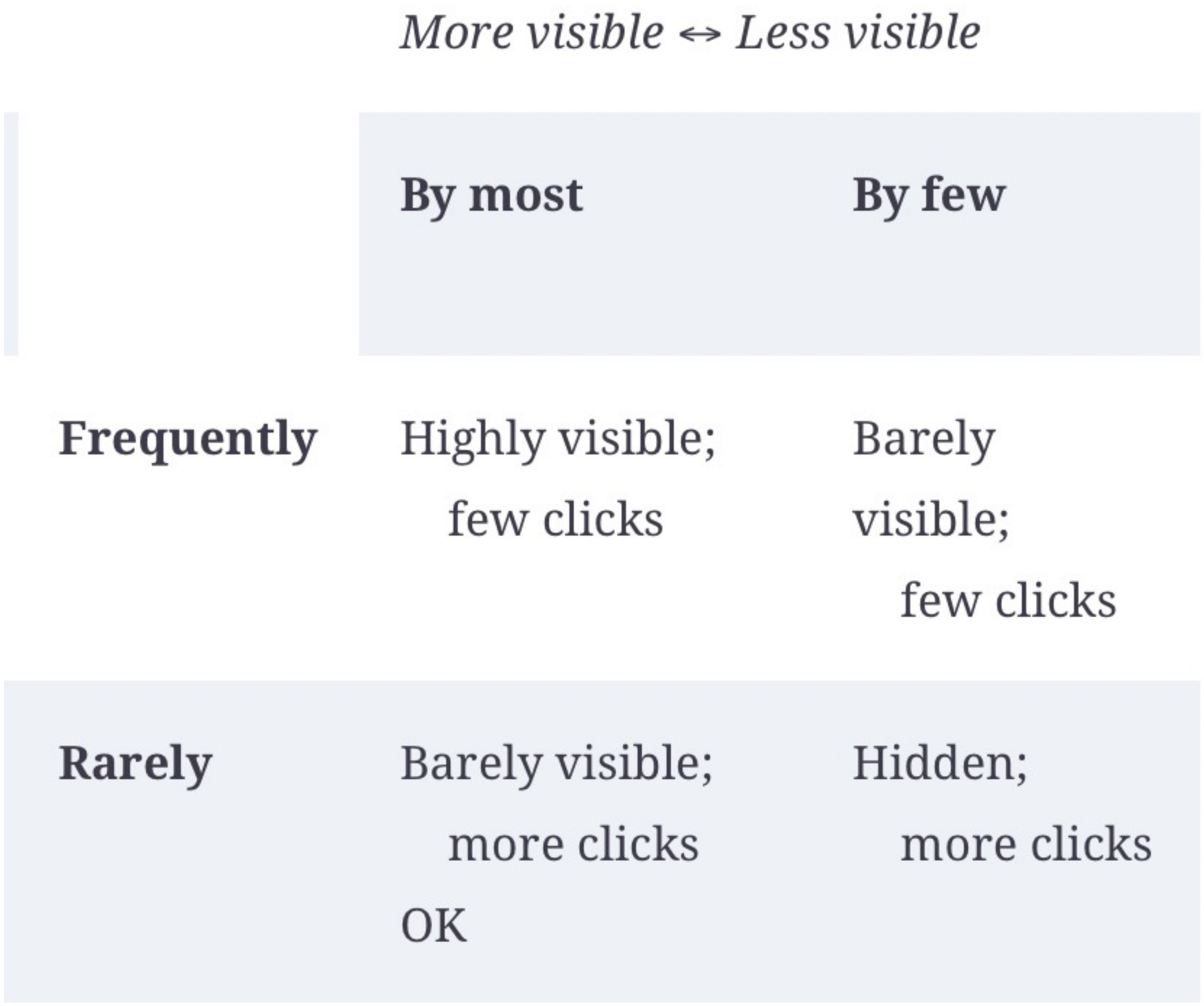


Basic Principle 3

- **Conform to the users’ view of the task**
- Strive for naturalness
- Imposing arbitrary restrictions
- Use user’s vocabulary
- Keep program internals inside the program
- Find the correct point on the power/complexity trade off
  - Customizability (Pin software on desktops)

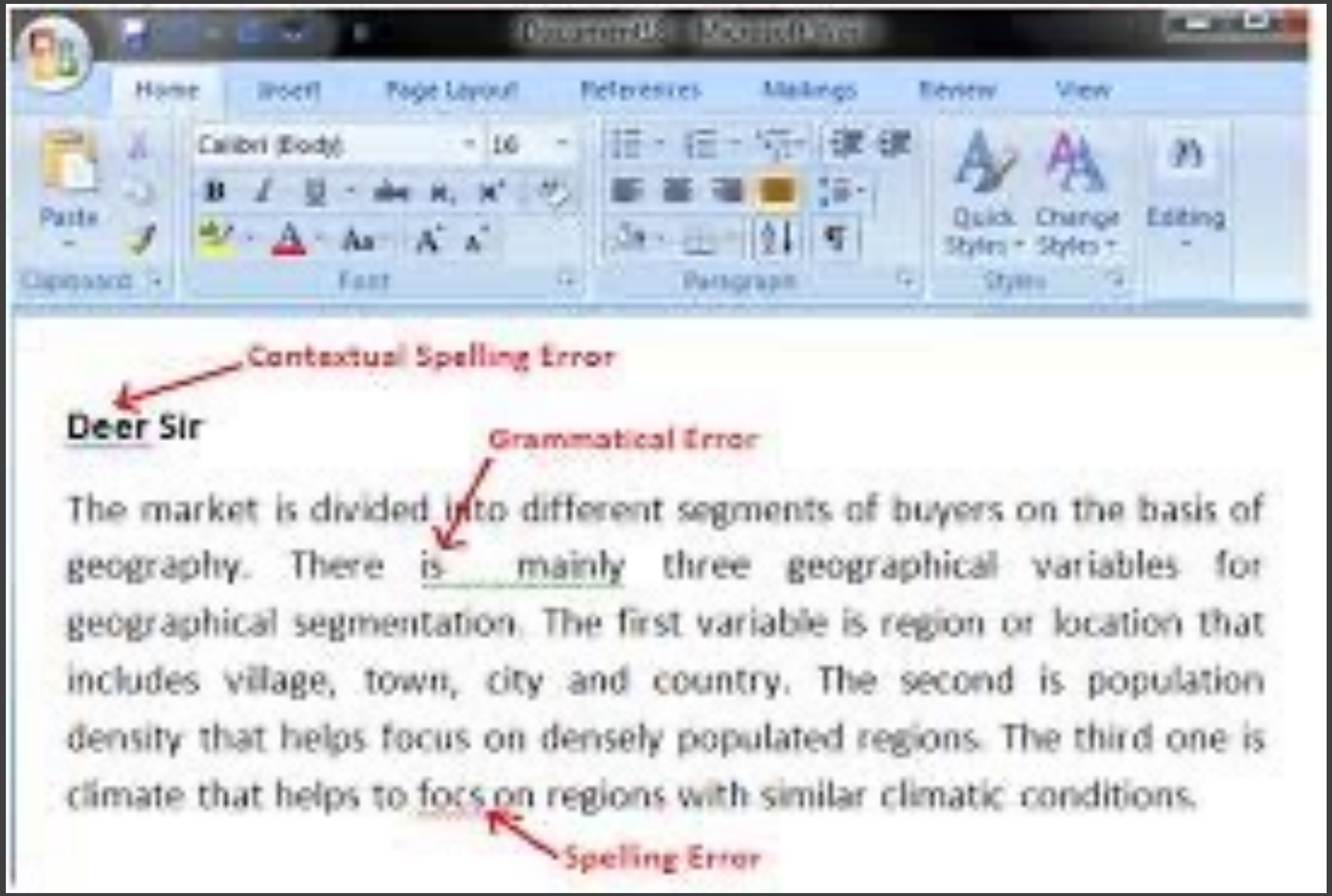
Basic Principle 4

- **Design for the common case**
- Don’t waste time on items used by few and rarely



More visible ↔ Less visible

	By most	**By few**
Frequently	Highly visible; few clicks	Barely visible; few clicks
Rarely	Barely visible; more clicks OK	Hidden; more clicks



Deer Sir

The market is divided into different segments of buyers on the basis of geography. There is mainly three geographical variables for geographical segmentation. The first variable is region or location that includes village, town, city and country. The second is population density that helps focus on densely populated regions. The third one is climate that helps to focs on regions with similar climatic conditions.

Basic Principle 5

Don’t distract users from their goals

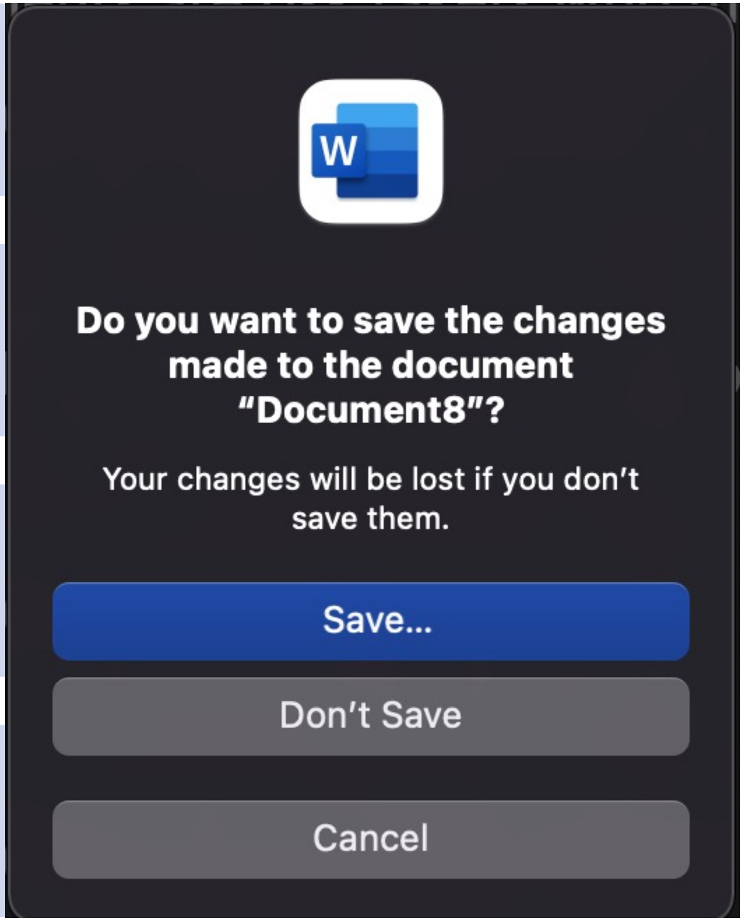
Basic Principle 6

Facilitate learning

Think “outside in” not “inside out”

Consistency

Provide a low-risk environment



Do you want to save the changes made to the document “Document8”?

Your changes will be lost if you don’t save them.

Basic Principle 7

- **Deliver information, not just data**
- Screen Design
  - Visual order and user focus
  - Scannability
  - Match the medium
  - Attention to detail
  - Screen belongs to the user

Basic Principle 8

- **Design for responsiveness**
- Provide feedback / acknowledge user input

Basic Principle 9

- **Try it out on users, then fix it!**
- Schedule time for fixing errors after. Lots of work put in but errors can be made as we are viewing the program as its creator rather than someone who is using it for their first time.

Questions?