



6 UI DESIGN MISTAKES FOR GUARANTEED FAILURE



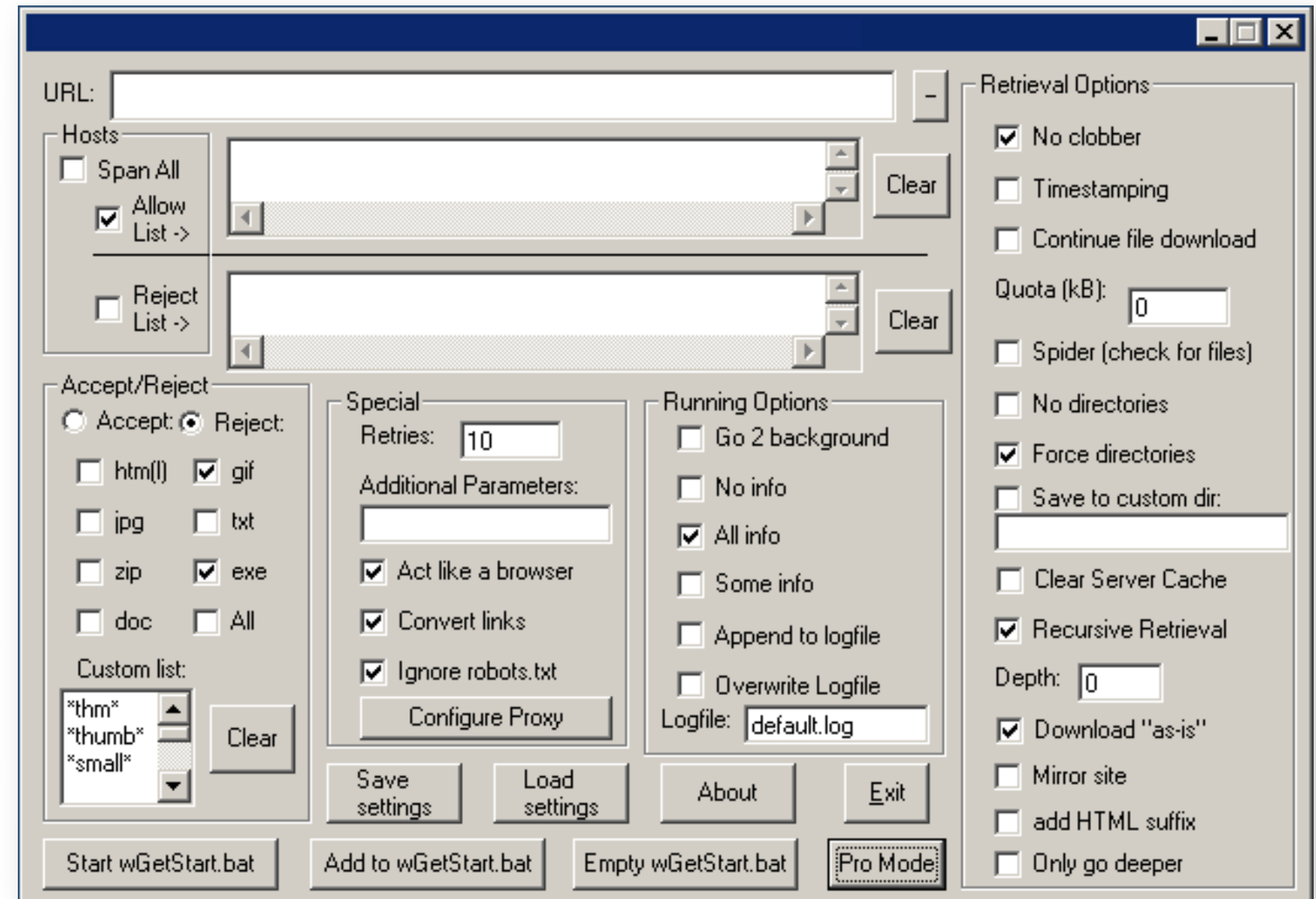
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1

Disregarding scope

Designers often introduce features that over-complicate the development processes while not adding any value to the application.

Designers should keep the interface simple and only add features which are essential to the application. Keeping the business and user goals at the forefront of the design process should be a priority.

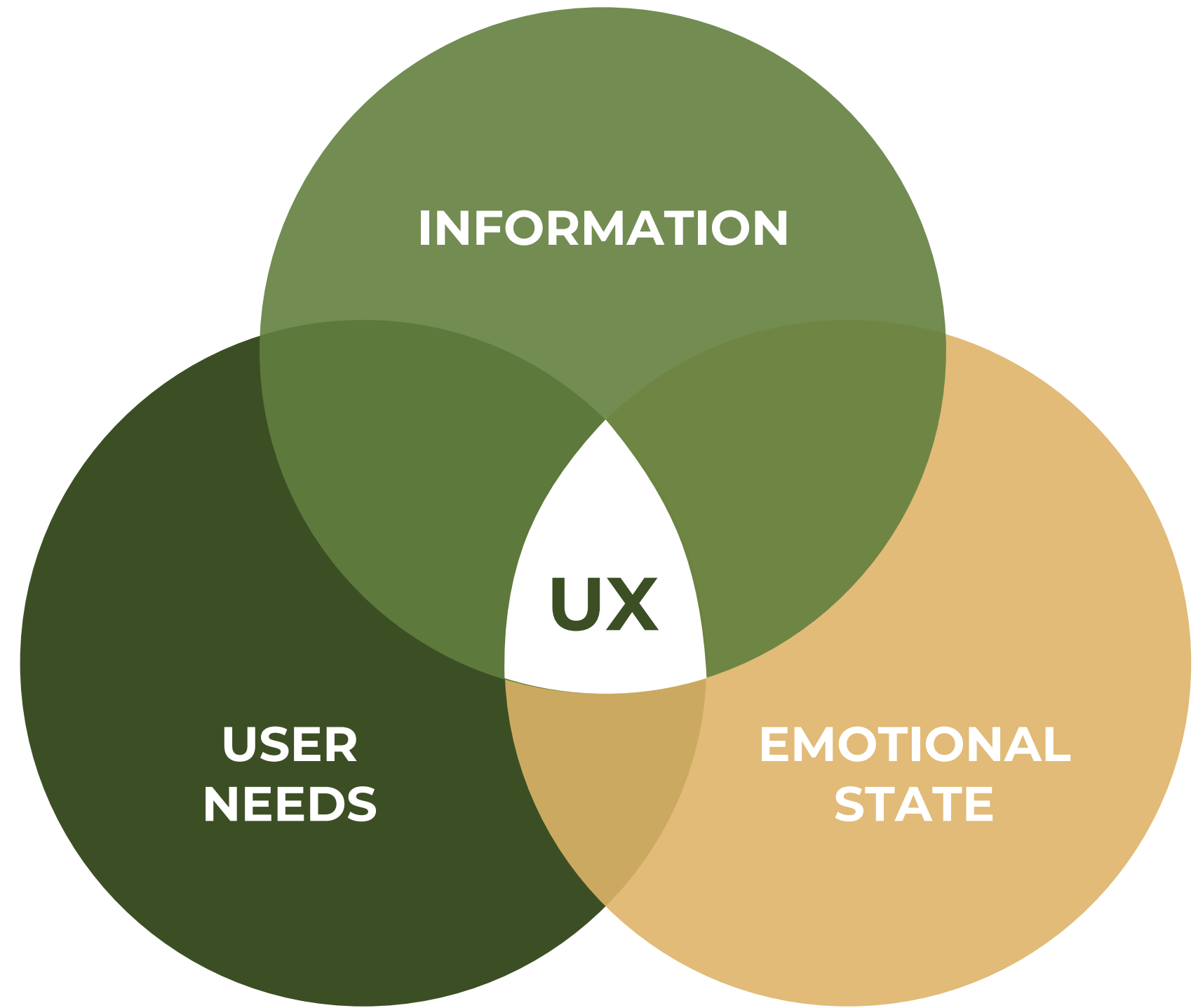


2

Ignoring user context

When we talk about user experience there's plenty of room for variables. So what you need to consider while making your user interface is:

Where is the user going to be using your app, how much time they have and what their emotional state is?

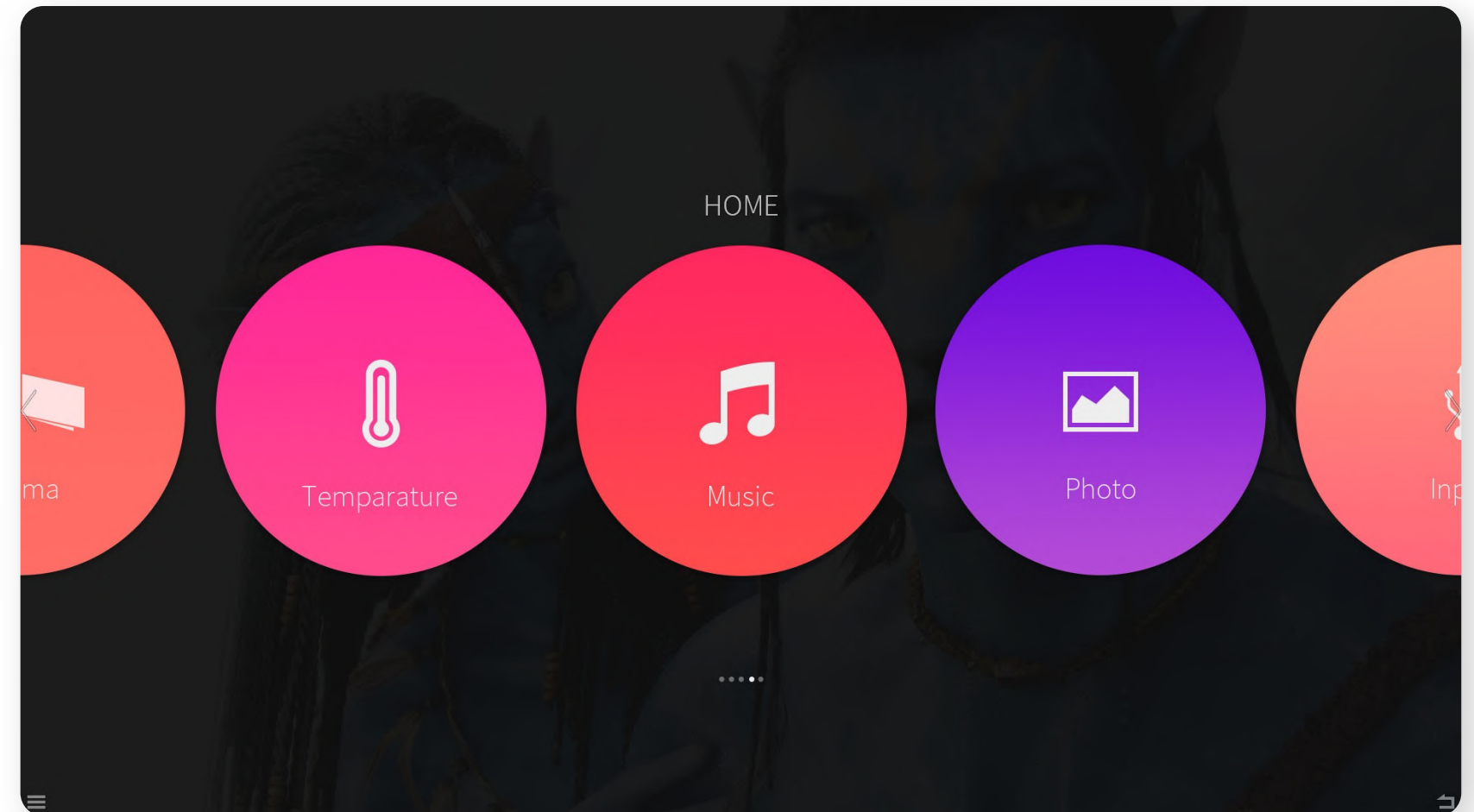


3

Blindly following trends

It's often a quick solution for most designers to try and duplicate someone else's work. It's easy to get caught up in animations and gradients.

Looking at the other designs for inspiration is could be great, but blindly copying UI components and forgetting about your objectives is something designers should never do.

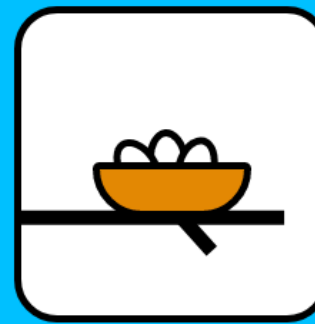


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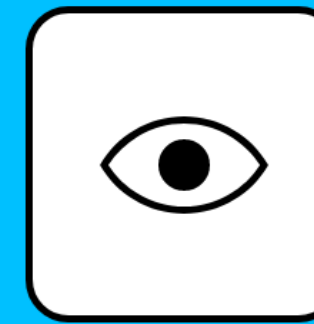
Recreating design conventions

Any time conventions are broken, it takes more time for a user's brain to process the new content. Designers need to take the limitations of human cognition into account, as well as the reality of limited working memory. - Joanna Ngai, Designer

Users expect similar experiences across the web. If your website, app or software functions differently than what users are accustomed to it will result in dissonance and frustration for the user.



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Focusing on looks

If there's one thing a designer hates, it's breaking up his/her design. Breaking a design means adding data that ruins the layout or aesthetic appeal of the interface.

This can be unsettling for the designer, however, it's a crucial component to designing a flexible, scalable and user-friendly product.

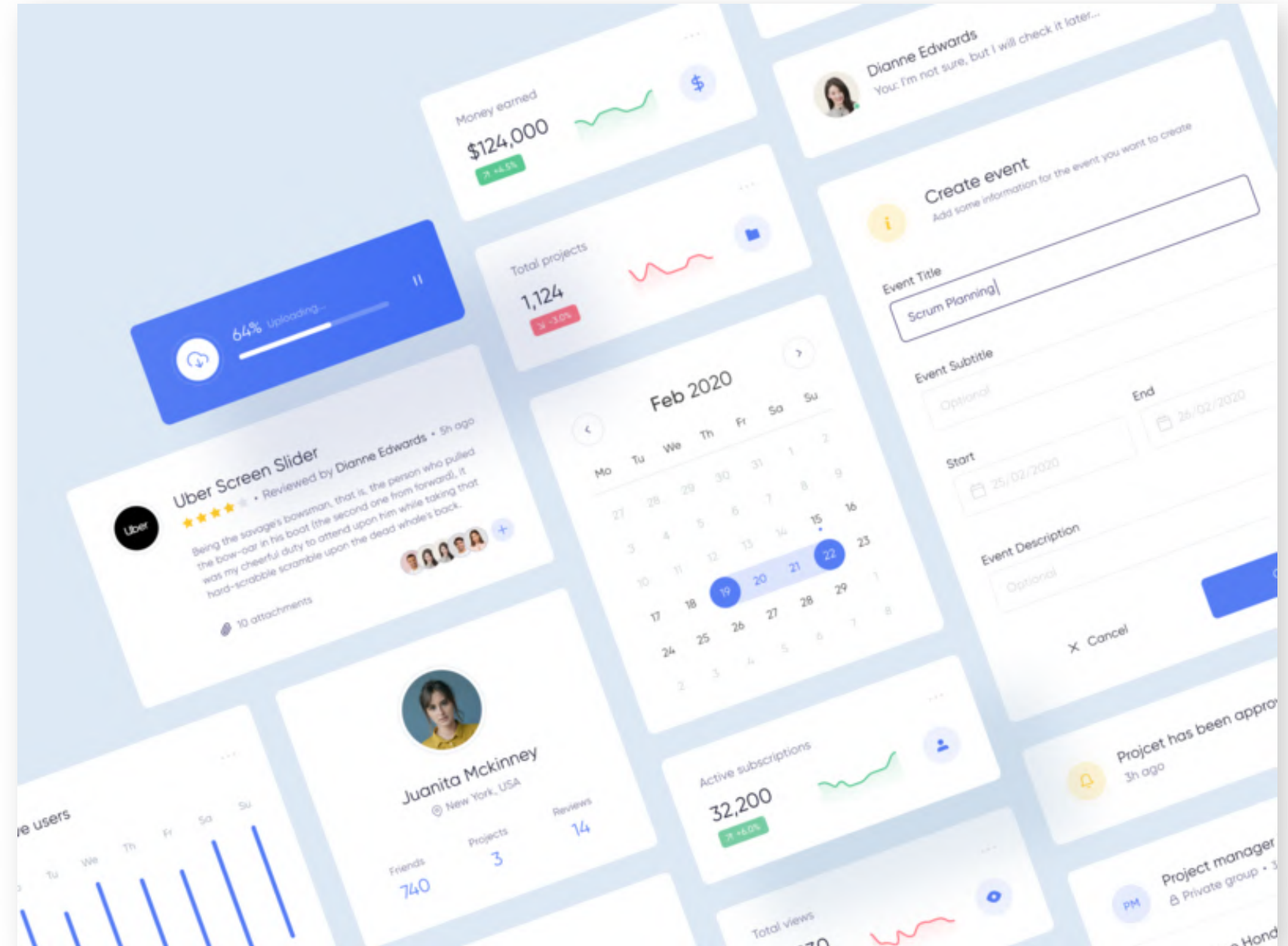
FORM**FUNCTION**

6

Redesigning native components

When designers design a new component to replace a perfectly fine native one, they forget that the user has to spend time to learn the new component and get accustomed to it.

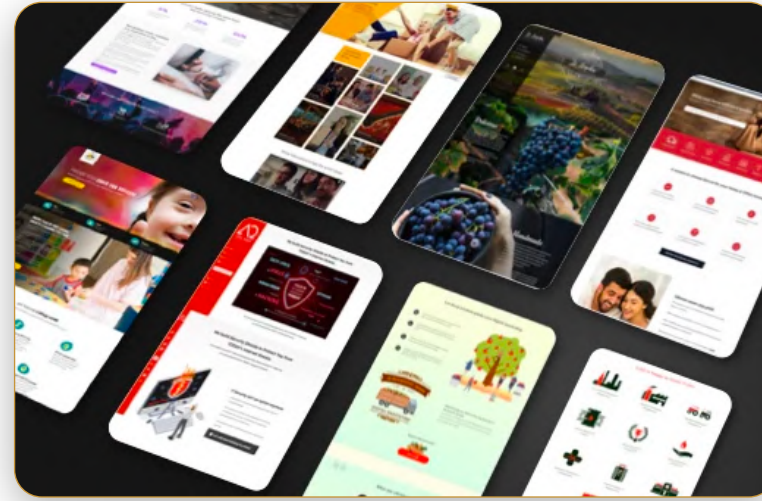
Not to mention the additional development and design that would be needed to create a new component. Use native components to save time and effort.



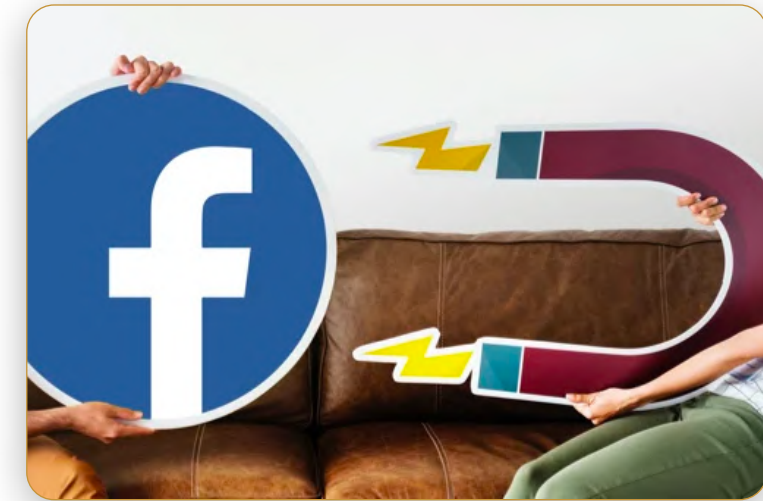
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About ThriveFinity

We craft human-centric digital experiences, and timeless brand identities for growing businesses around the globe.

Customers are people who like stories, emotions and meaningful communication. We craft brands & experiences with character and soul.

We work with clients from the start of their business lives. For others, we are an extension of their current marketing team.

Result-Oriented Design

Our process is driven by research and strategic thinking. We study and ask a lot of questions. By taking the time to deeply understand the challenges that confront your business, we consistently deliver effective creative solutions.

Collaborative Partnership

We approach projects as a collaborative partnership. Client participation is encouraged early and often, as we work together to polish and refine concepts into valuable deliverables. Constant communication along with transparent process guarantee our clients outstanding results.

Guaranteed Success

Our clients trust us because we are as passionate about their project as they are. When our clients succeed, we succeed. We invite you to partner with people invested in your success.



Pranav Krishna Unni

*Founder & Art Director,
ThriveFinity*





What our Clients say



Tim Edwards

Market Entry | Product
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Growth | Startup | Marketing
Consultant | San Jose,
California, USA.

May 25, 2018

I am happy to recommend ThriveFinity. I have worked with them on many graphic design projects including website design, product packaging, corporate image, brand messaging and advertising design for predominantly tech companies in Silicon Valley, as well as our own wine company in Chile.

They are very good at listening to the customer, and quickly cutting to exactly what we need. They are clever, diligent, a pleasure to work with, and their results are outstanding. My customers love their work. I recommend ThriveFinity without reservation.

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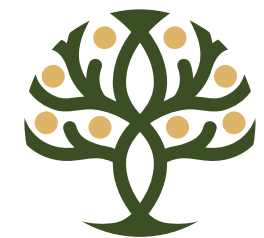
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