



DUBLIN

DRUPALCON



**GO AHEAD, TELL ME MORE
ABOUT**

**THE IMPORTANT REASON YOU MISSED
YOUR FLIGHT**

memegenerator.net



Design Principles

for

Minimum Viable Product

Front-End



Junaid Masoodi

Front End Developer

Acquia

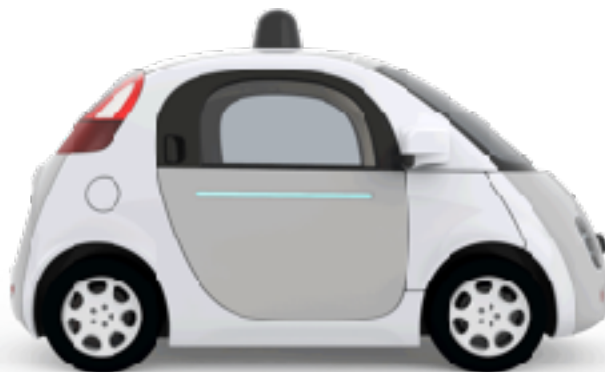


KASHMIR

design?



amazon

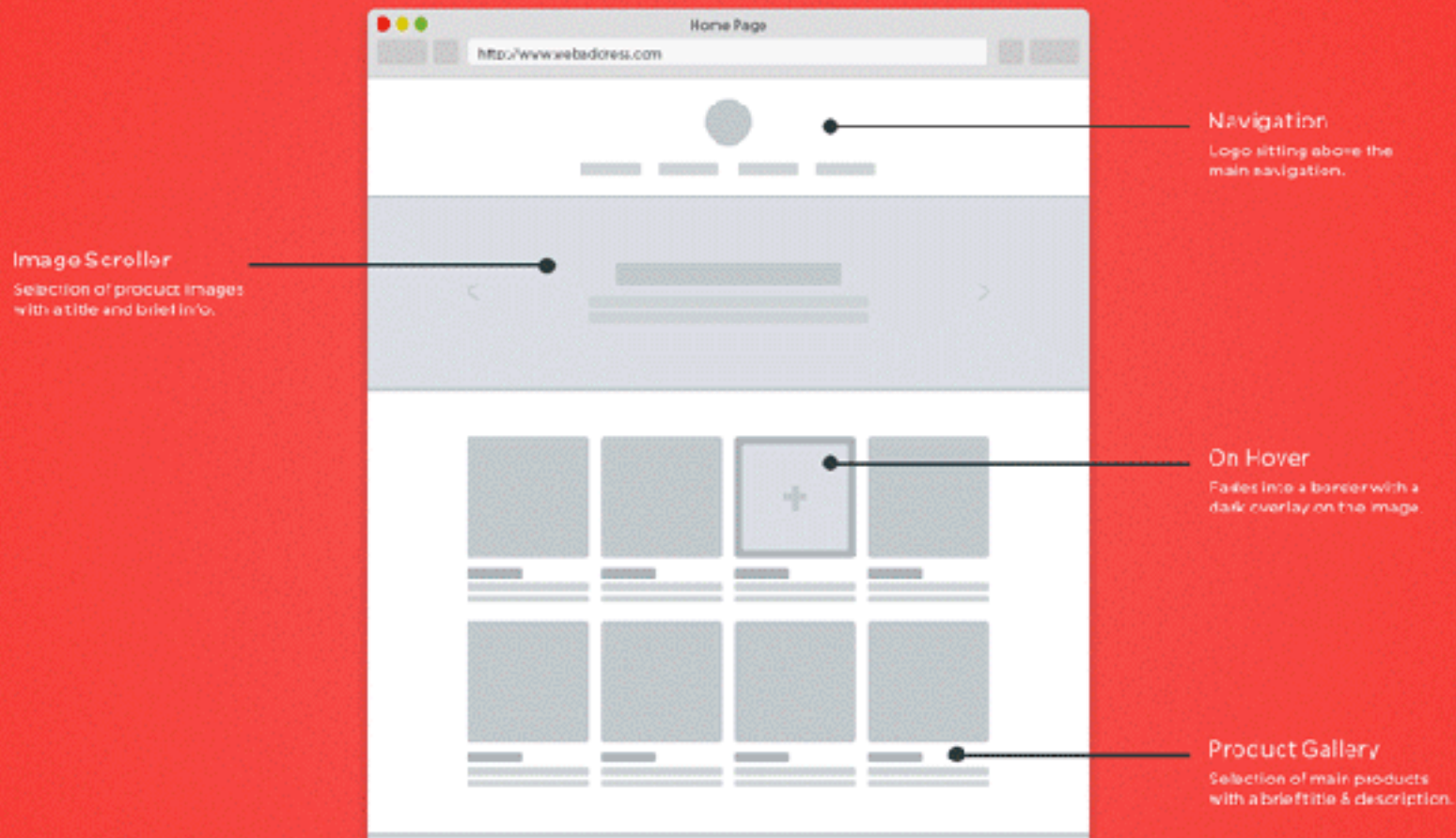


Acquia



Acquia

Desktop



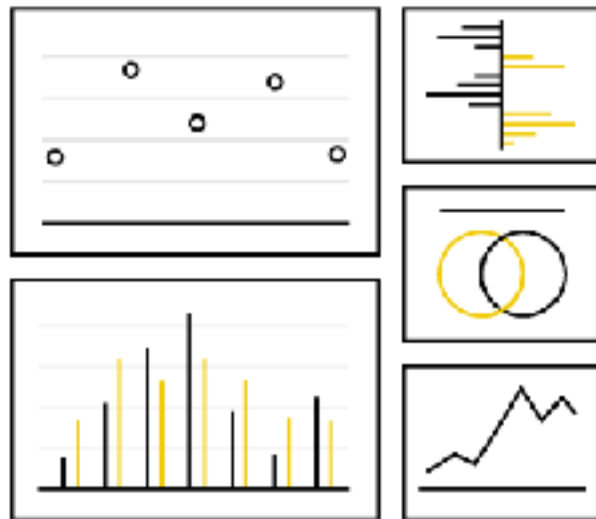




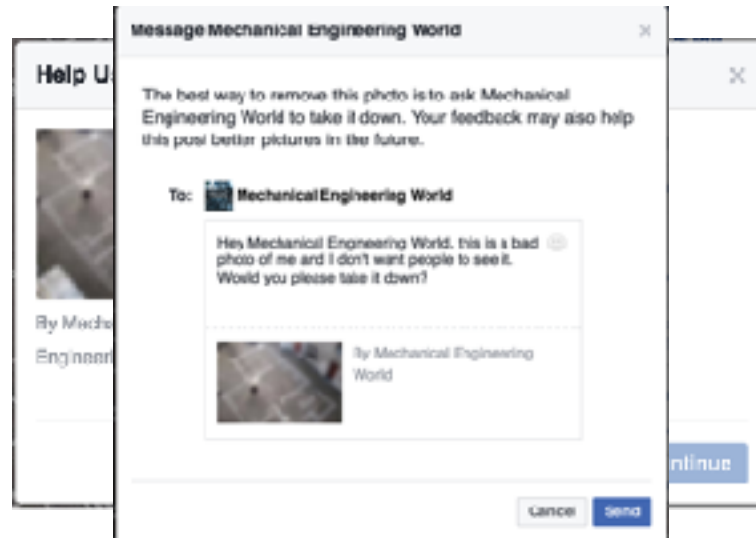
Audacity & Humility



Little things really matter



Design with Data



*You can create good experiences without knowing
the content. What you can't do is create good
experiences without knowing your content structure.*

The principles of

DESIGN

common sense



The basic principle of User experience

don't
make me **THINK**

How do we really use the web?



Before we dive into User Experience for **MVP**

There is another term

MMP

Minimum Viable Product

Let's **DO** it like this



Unity / Harmony



GROUPING
Association and separation
between elements



COUNTERACTION
Juxtaposition of opposing and
opposite elements



ISOLATION
Refers to both "space" and
relation between elements

Balance



CYMBAL
Elements are distributed
symmetrically around a
vertical axis



ARCHITECTURE
Elements are distributed
symmetrically around a
vertical axis



STYLING
Elements are arranged
symmetrically around a
vertical axis

Hierarchy



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom



WEIGHT
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom

Scale / Proportion



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom



FEED
Elements are arranged in a
series of 13 elements, from
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Dominance / Emphasis



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom



FEED
Elements are arranged in a
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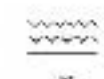


FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom

Similarity & Contrast



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom



FEED
Elements are arranged in a
series of 13 elements, from
left to right, top to bottom

#1 Nice and simple visual design

Unity / Harmony



PROXIMITY

A sense of the distance between elements



SIMILARITY

Ability to seem repeatable with other elements



CONTINUATION

The sense of having a line or pattern extend



REPETITION

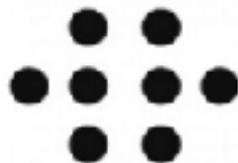
Elements being copied or mimicked numerous times



RHYTHM

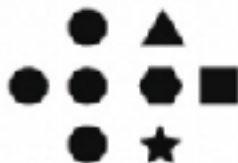
Achieved when recurring position, size, color, and use of a graphic element has a focal point interruption

Balance



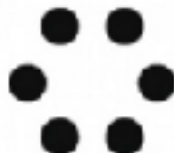
SYMMETRY

Elements on either side of the axis are arranged similarly



ASYMMETRY

Elements on each side differ in shape but still are in visual equilibrium



RADIAL

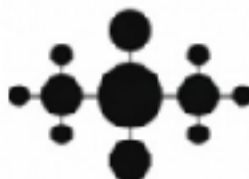
Elements are arranged around a circular form

Hierarchy



TREES

Elements arranged in the order of a tree with a trunk, branches & sub branches



NESTS

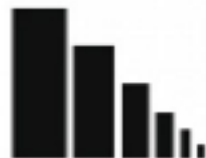
Elements mapped on to each other as parents, children & grand children



WEIGHT

Elements of the same weight belong to the same class of hierarchical positions

Scale / Proportion



SIZE

Elements of different sizes in relationships with each other



RATIO

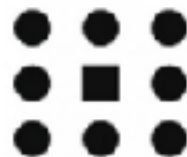
Elements related to each other in a ratio appear together in visual harmony



DIVISIONS

These create focal points that automatically give a sense of the relationships

Dominance / Emphasis



HIGHLIGHT

Breaking the visual hierarchy using form to lay emphasis



COLOUR

To distinguish between elements in a series of similar forms



SIZE

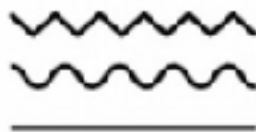
Elements of different sizes focus the viewers attention accordingly

Similarity & Contrast



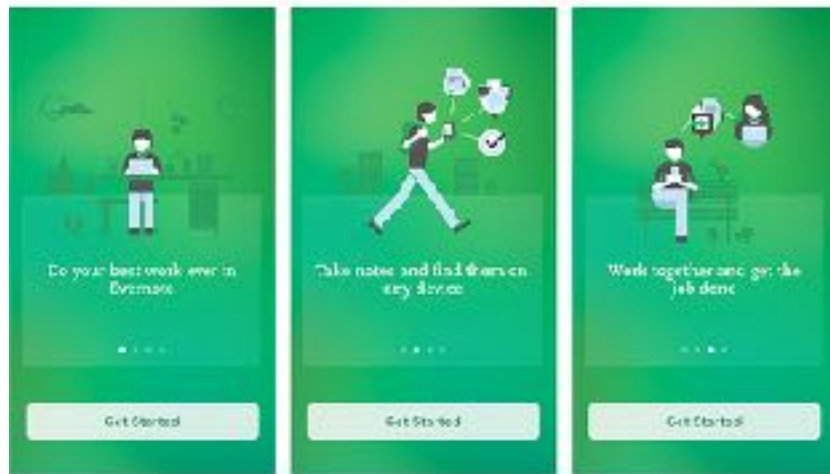
LIGHT & DARK

Clear foreground & background separation lend contrast between elements



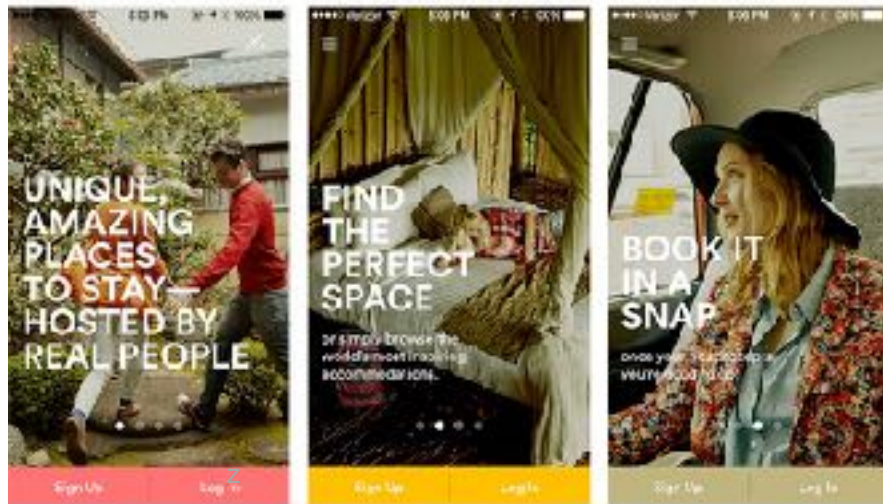
LINE

Elements of varying textures & forms bring about a contrasting effect

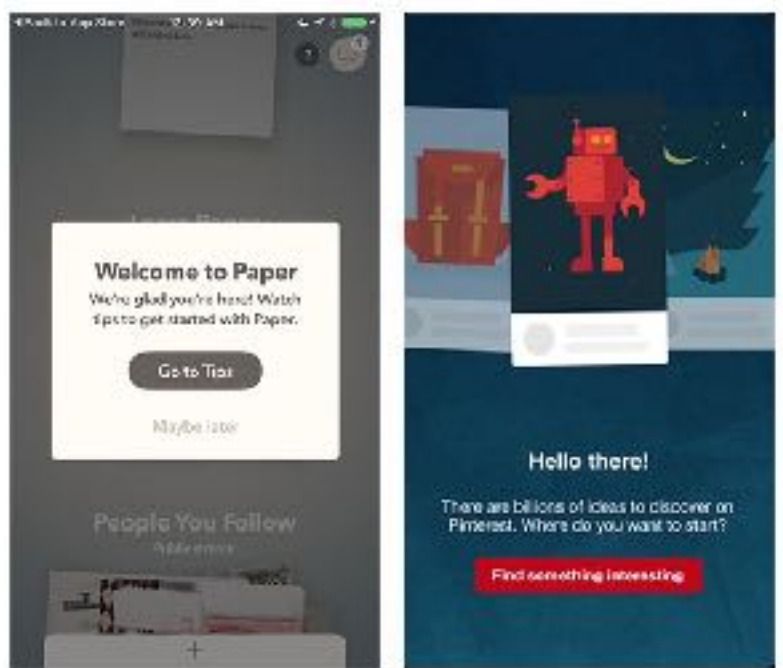


Onboarding Screen—Evernote

#2 Use onboarding screen to show your unique value

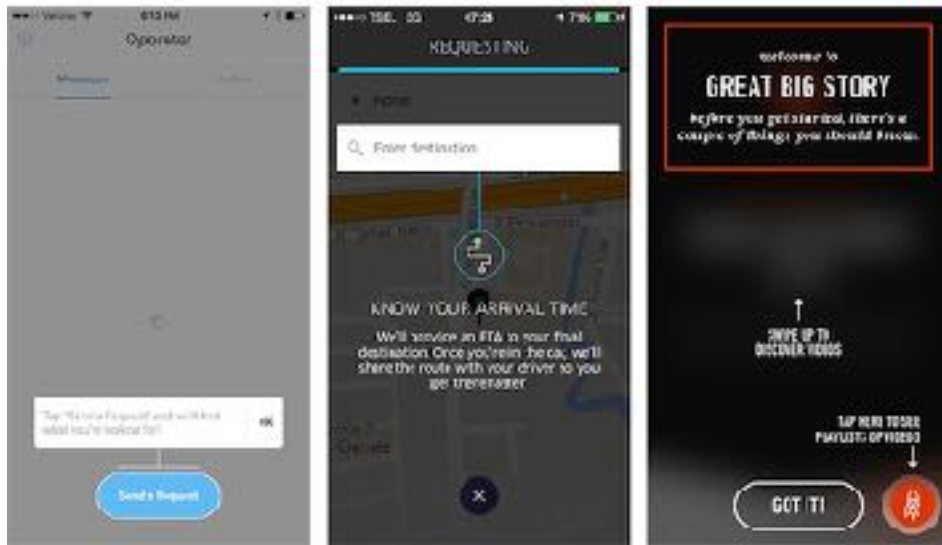


Onboarding Screens—Airbnb



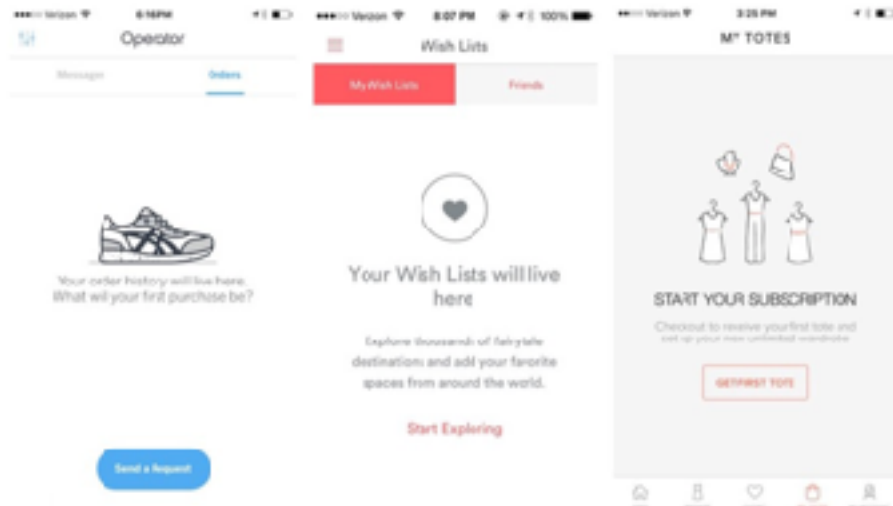
Welcome screen—Paper and Pinterest

#3 Welcome your users and walk them



example

Coachmark screen—Operator, Uber and Great Big Story



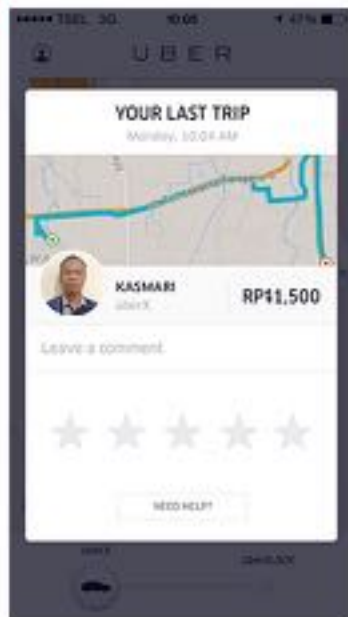
Empty state screens—Operator, Airbnb and Le Tote

How do you want
to rate our service?



Submit

#4 Manage a Micro feedback



Changes in already existing design



 30,867  385



Drupal

Conclusion

Remember, it's only minimum viable product (MVP). Don't take too much effort and time to craft it. But, you can't just simply go ugly.



26-27 May 2017
Athens, Greece

—
#FUAthens





JOIN US FOR CONTRIBUTION SPRINTS

First Time Sprinter Workshop - 9:00-12:00 - Room Wicklow2A

Mentored Core Sprint - 9:00-18:00 - Wicklow Hall 2B

General Sprints - 9:00 - 18:00 - Wicklow Hall 2A



Junaid Masoodi

iam@junaidmasoodi.com

<http://junaidmasoodi.com>

@junaidmasudi



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WHAT DID YOU THINK?

Evaluate This Session

events.drupal.org/dublin2016/schedule

THANK YOU!

