

## UI Design: Eight Aspects That Are Crucial For Success

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### Innovation

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As all aspects of life—both personal and professional—become increasingly more reliant upon online interactions, it is more important than ever for a company to offer an excellent digital experience. With competition growing daily, companies that can offer a seamless and lightning-fast user experience are the ones that will stand out from the rest.

Strong app design can benefit more than your customer base: Many companies can also leverage user interface design for in-house purposes. A well-structured UI can help maximize workflows, as well as create a cohesive, fast and seamless experience for employees within the company.

So what do you need to know? To find out more about which options are important for your company customers and employees, we asked members of [Forbes Technology Council](#), below, to share the UI design aspect they believe is crucial for success. Here's what they said:

## 1. Clarity

In communicating information online, clarity is key, both in UI design and in content. This is particularly important when sharing complicated pharmaceutical research content with the public. Good UI design does not occur in a vacuum. That is why we partnered with patients, advocacy groups and communication experts to develop a user-friendly interface for sponsor clinical trial websites. - Jeff Kozloff, [TrialScope](#)

## 2. Intentional Design

Most people will tell you that simple UI design is best, but that's not always sage wisdom. Sometimes, especially in the case of AI, you have to reveal the complexity of the application to make the right impact to the user. So, the most important UI element to me is intentional design; for example, if I need you to make a quick decision, I shouldn't clutter the UI with filters and visualization. - Brandon Daniels, [Exiger](#)

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## 3. Consistency

A well-designed UI leads the user to use the application without having to read a manual. Features should be consistent, utilizing familiar images and layout to reduce the learning curve and allow the user to directly work with the core functionality of the application. Where possible, actions should be "undo-able" to allow the user to experiment and learn the application through trial and error. - Nolan Garrett, [Intrinium](#)

## 4. 'Less Is More' Approach

At the heart of successful UI are the customers' needs. The intent of a positive UI experience is that it solves a problem for them and adds value and functionality that they did not have otherwise. UI involves so many visual elements, including color, shapes and typography. We have now taken the "less is more" approach and incorporate it into our product. - Keith Ryu, [Fountain](#)

## 5. Consumption

The single word I use with my teams to convey the desired end state of UI's presentation and palatability is "consumption." UIs should always be guided by how well they are fit for human consumption, sharing and revenue generation. - Aaron Burciaga, [Analytics2Go](#)

## 6. Removal Of Assumptions

It's crucial to watch real users test your products. You should come back from these observations better understanding the mental model of your users. It gives you empathy and removes assumptions about how they operate and interact with your tool. - Riley Adamson, [Cortex Health Inc.](#)

## 7. Who Will Use This

Design your UI with your end user in mind. We see too often that designers tend to focus with themselves in mind and not the exact context of who their end users are. For example, we sell software to maintenance teams who are rarely sit at a desktop, so we think deeply about size of text and color palette to make it as easy as possible for them using our software when they are in the field. - Ryan Chan, [UpKeep Technologies, Inc](#)

## **8. Simplicity**

Assuming you have product that solves a real problem for users, the easier the product is to use, navigate or experience, the higher the chance of adoption. This is not about "dumbing down" the product, this is about making the product intuitive, easy to navigate and personalized whenever possible. - Avi Savar, [Suzy](#)

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