

Design Principles For The Web

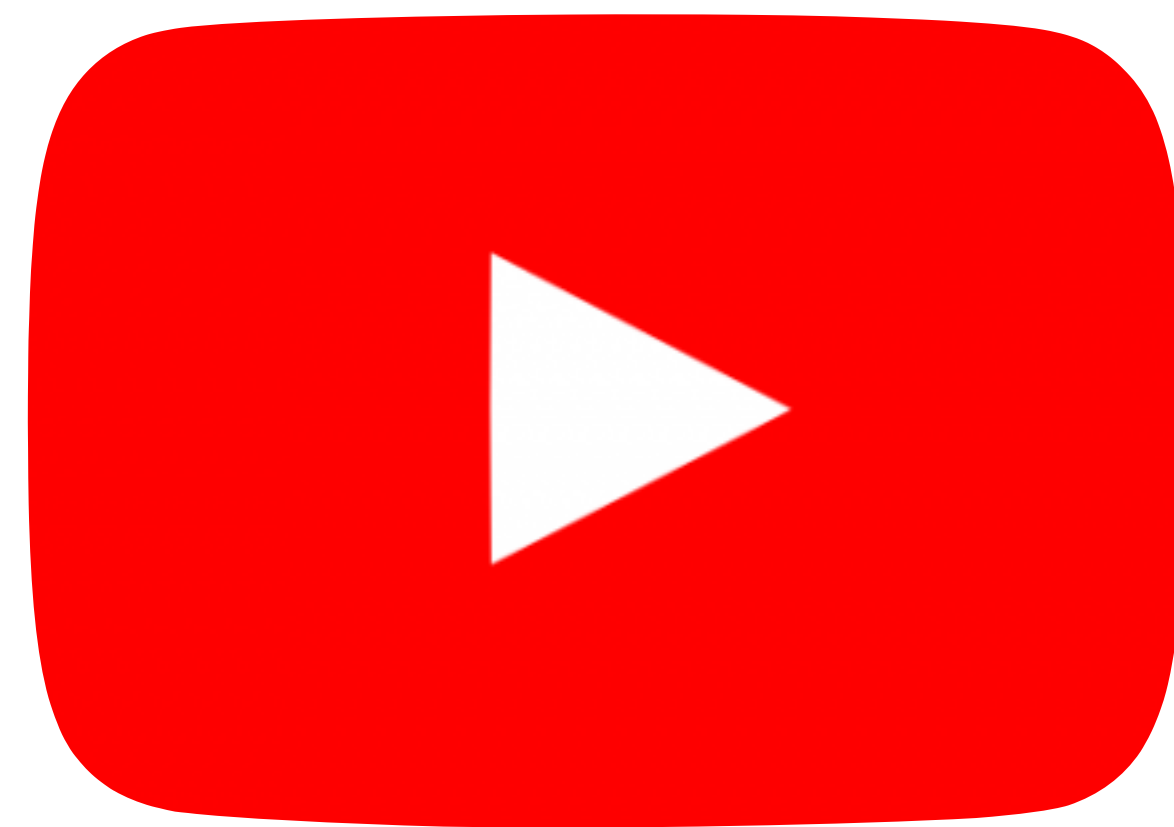








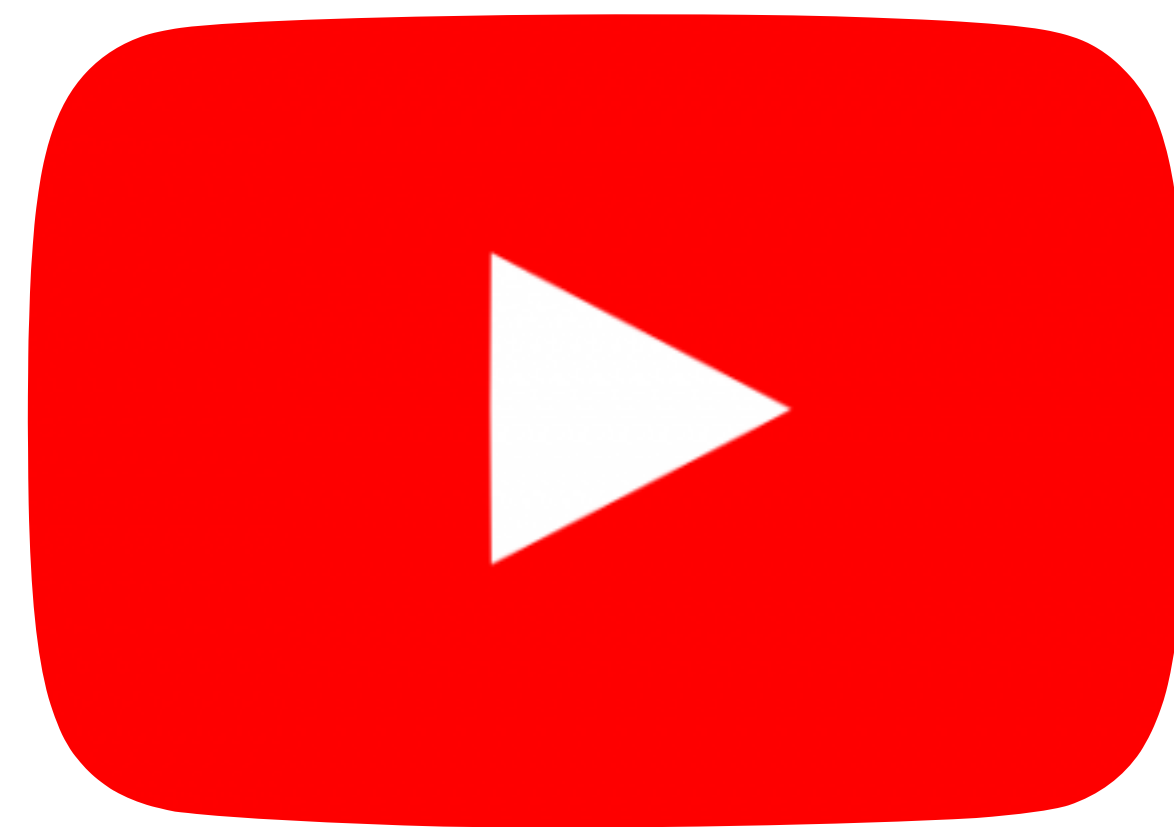
analytics



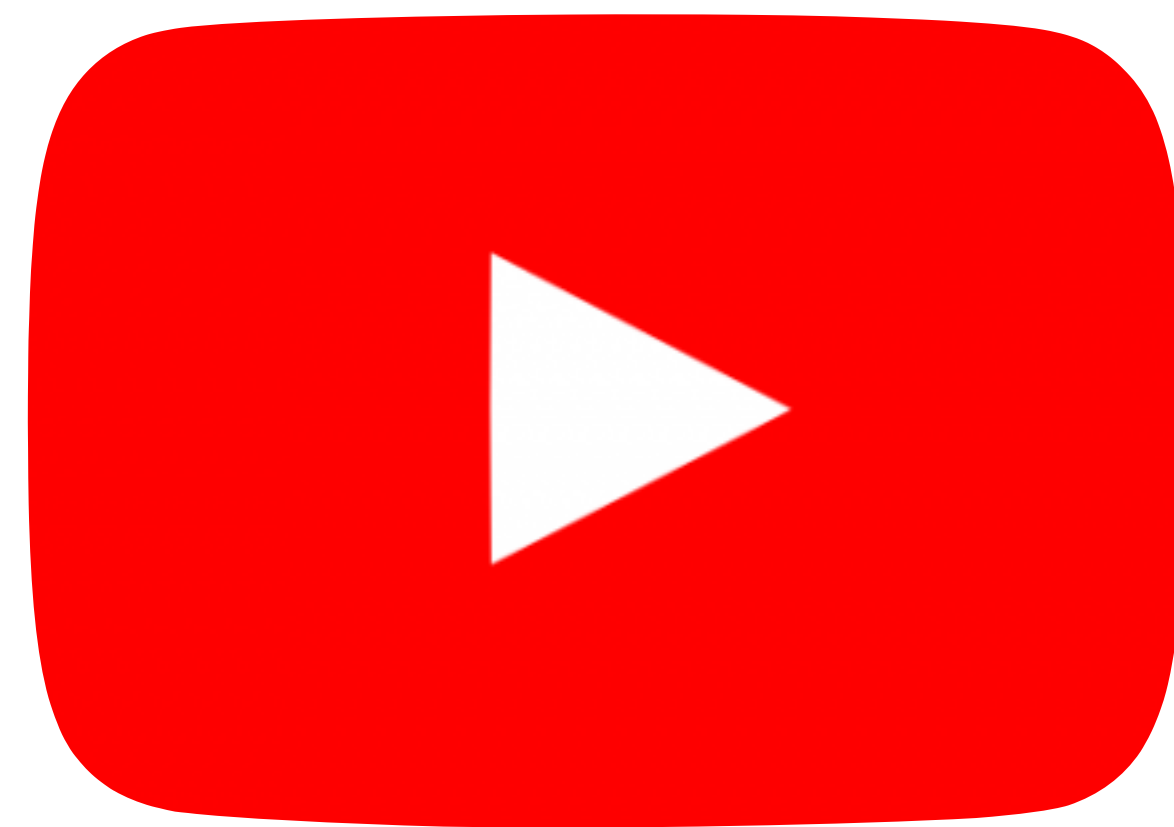
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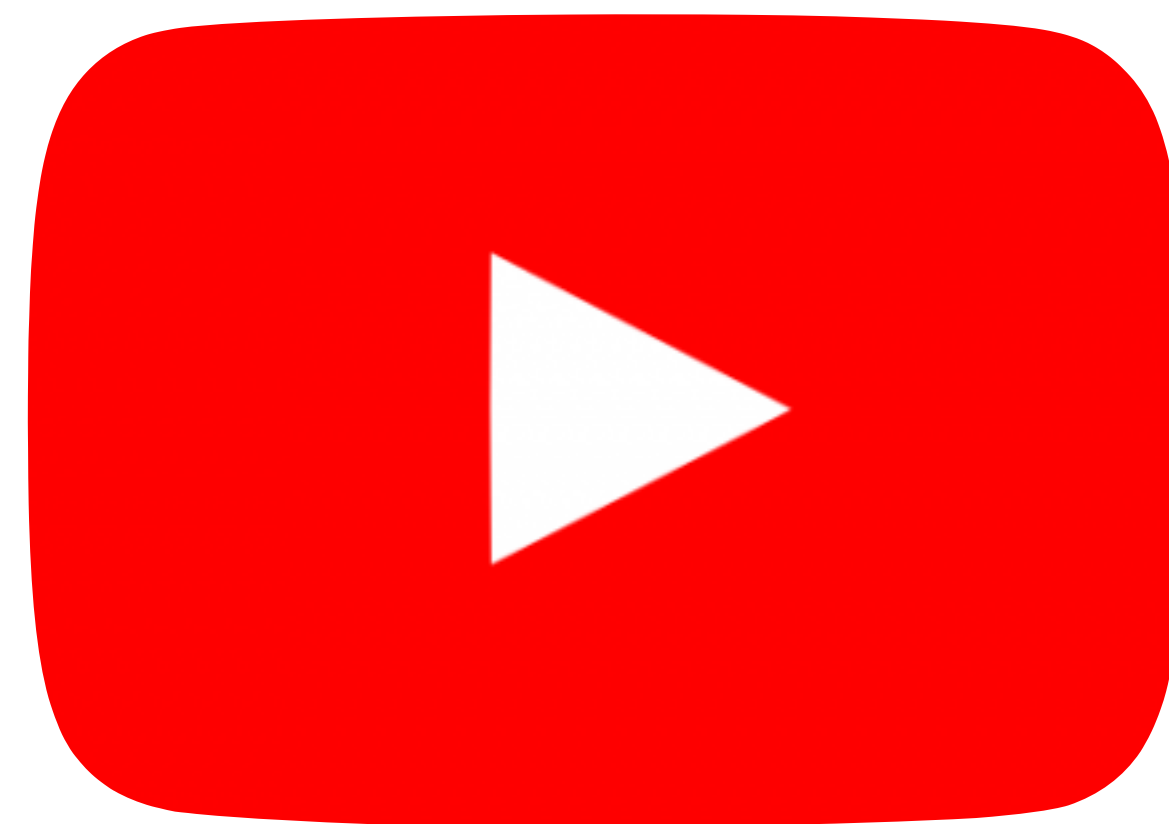


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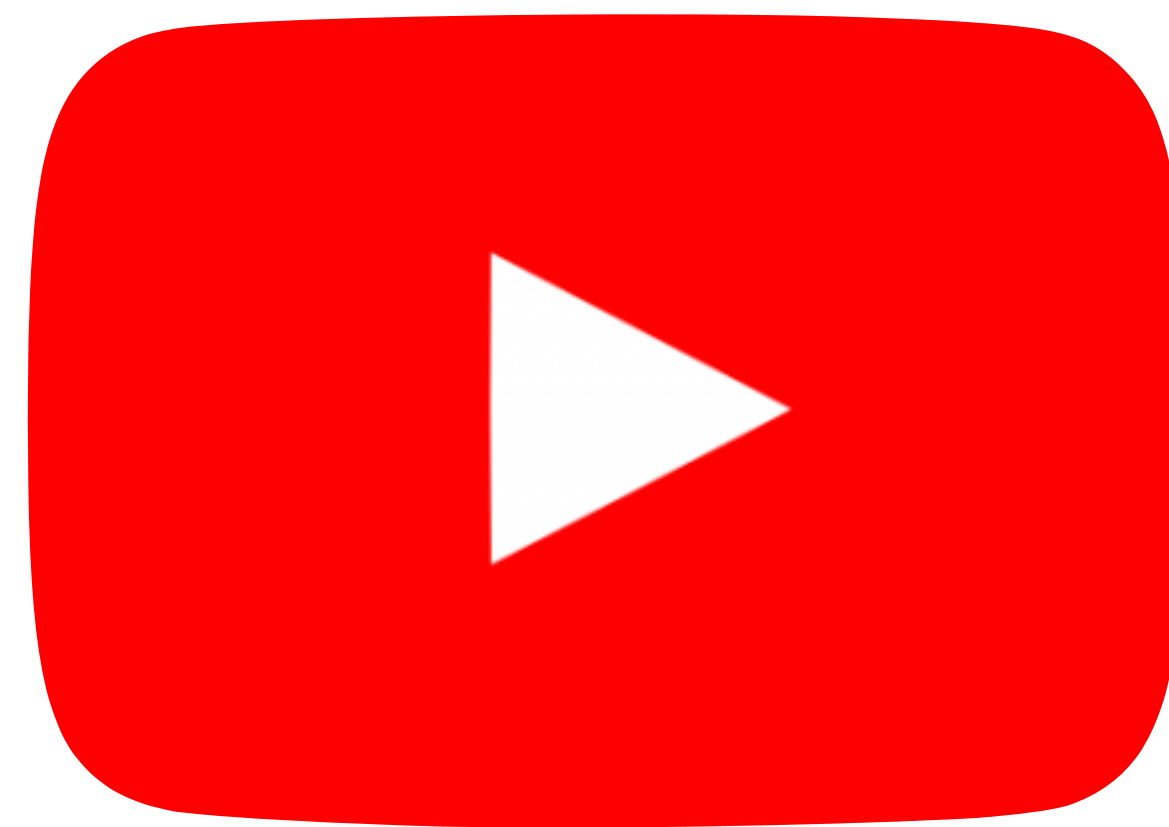
98KB





2 minutes

20 minutes

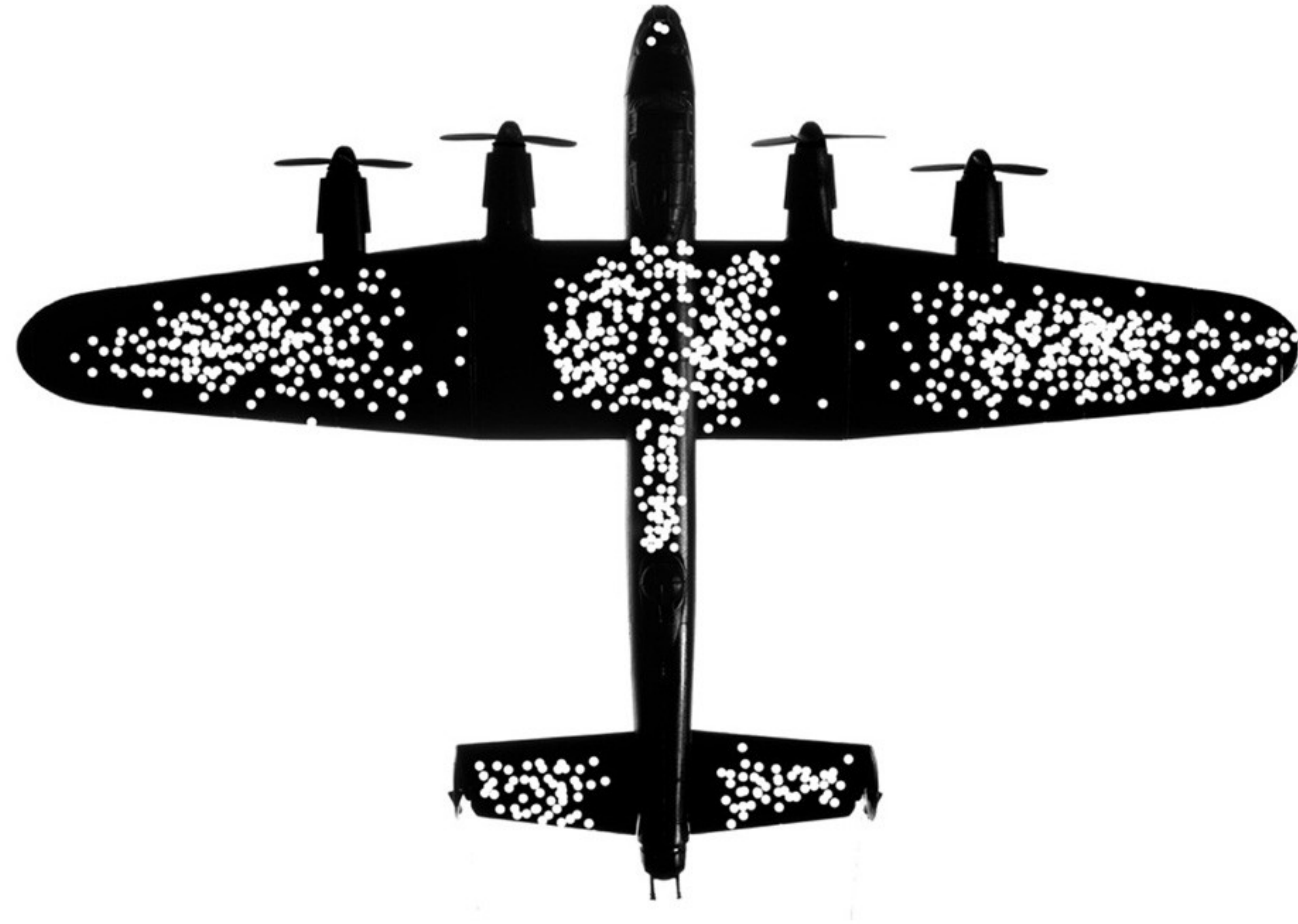


2 minutes

expectations







survivorship bias

shopify FOUNDATIONS CONTENT DESIGN COMPONENTS EXPERIENCES

- Get Started
- Component status
- Actions
 - Account connection
 - Action list
 - Button**
 - Examples
 - Best practices
 - Content guidelines
 - Related components
 - Button group
 - Drop zone
 - Setting toggle
- Structure

Button

Buttons are used primarily for actions, such as “Add”, “Close”, “Cancel”, or “Save”. Plain buttons, which look similar to links, are used for less important or less commonly used actions, such as “view shipping settings”.

For navigational actions that appear within or directly following a sentence, use the [link component](#).

Web Android iOS

Examples: Basic button

Used most in the interface. Only use another style if a button requires more or less visual weight.

Spectrum

- Spectrum
- Foundation
- Components
 - Actions
 - Action button
 - Button**
 - Link
 - Quick actions
 - Data visualization
 - Feedback
 - Inputs
 - Navigation
 - Status
 - Typography
- Patterns
- Content
- Tools and resources

Button

Version 5.1.0

Buttons allow users to perform an action or to navigate to another page. They have multiple styles for various needs, and are ideal for calling attention to where a user needs to do something in order to move forward in a flow.

[Download UI kit](#) (XD file)
 [View component](#) (Spectrum CSS)

salesforce

Lightning Design System

- What's New
- Getting Started
- Platforms
- Design Guidelines
- Accessibility
- Component Blueprints
 - Overview
 - Accordion
 - Activity Timeline
 - Alert
 - App Launcher
 - Avatar
 - Avatar Group
 - Badges
 - Brand Band

Buttons

HTML/CSS: Dev Ready · Web Component: In Progress (1 of 4 variants) · Responsive

You are currently viewing a sandbox preview version of Spring '20 | [Go back to Winter 20](#)

Buttons are clickable items used to perform an action.

```

<button class="slds-button">Button</button>
<button class="slds-button slds-button_neutral">Ne
<button class="slds-button slds-button_brand">Brar
  
```

[Show Code](#)

About Buttons

- Sections
 - About Buttons
 - Button vs. Link
 - Accessibility
 - Links that look like Buttons
 - Base
 - Variations
 - Neutral
 - Brand
 - Outline Brand
 - Inverse
 - Destructive
 - Text Destructive
 - Success
 - Disabled
 - With Icons
 - Left Icon
 - Right Icon
 - Stateful
 - Not Selected
 - Selected and Focused

Australian Government official website [dta.gov.au](#)

Design System beta

Home Get started Components Templates Community Support [GitHub](#) [Download](#)

e.g. body

v3.0.7

Buttons

Buttons make common actions more obvious and help users more easily perform them. Buttons use labels and sometimes icons to communicate the action that will occur when the user touches them.

Released View changes

History [View changes](#)

Install [npm i @gov.au/buttons](#)

Tags [Forms](#), [Interactive](#)

Requires [Core](#)

Contributors +6

[Overview](#)
[Rationale](#)
[Accessibility](#)
[Code](#)
[Discussion](#)
[Live demo](#)

GOV.UK Design System

BETA This is a new service – your [feedback](#) will help us to improve it.

Get started [Styles](#) [Components](#) [Patterns](#) [Community](#)

[Accordion](#)
[Back link](#)
[Breadcrumbs](#)
[Button](#)
[Character count](#)
[Checkboxes](#)
[Date input](#)
[Details](#)
[Error message](#)
[Error summary](#)
[Fieldset](#)
[File upload](#)
[Footer](#)
[Header](#)
[Inset text](#)
[Panel](#)
[Phase banner](#)

Components Button

[Open this example in a new window](#)

[HTML](#)
[Nunjucks](#)

When to use this component

Use the button component to help users carry out an action like starting an application or saving their information.

Carbon Design System

Button

Code Usage Style

White Gray 10 Gray 90 Gray 100

disabled

 kind

- primary
- secondary
- danger
- ghost
- danger-primary

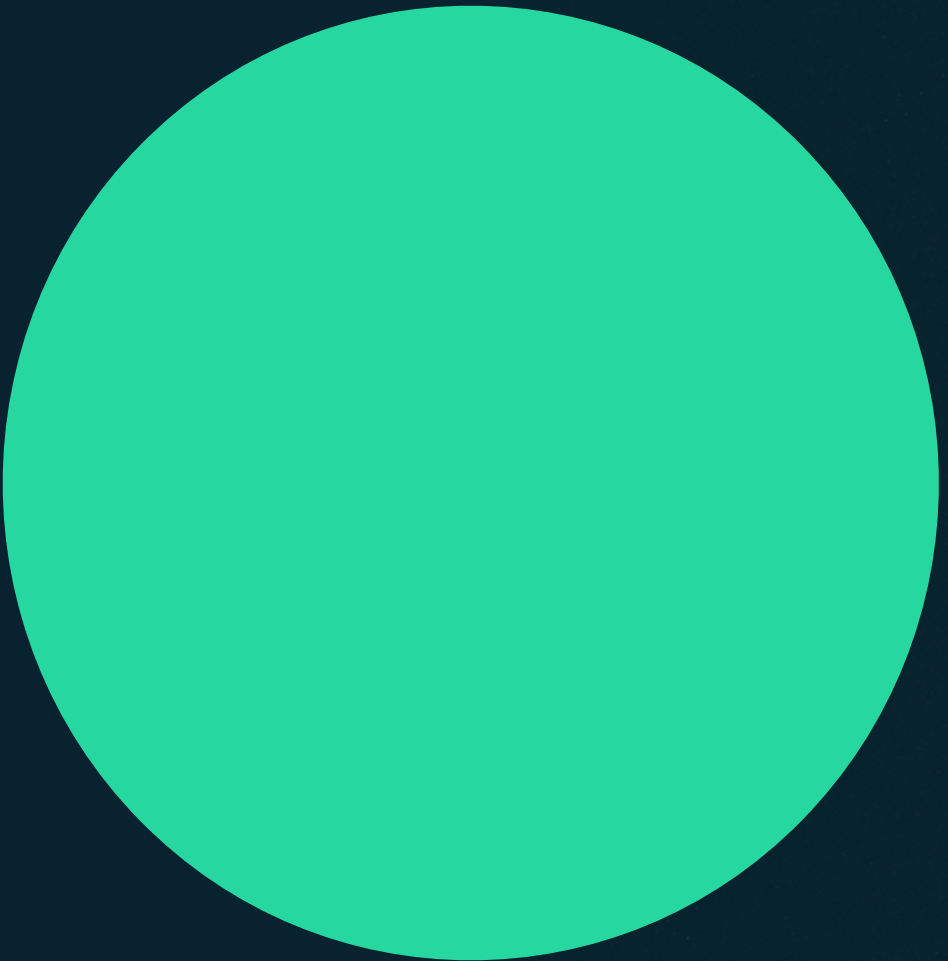
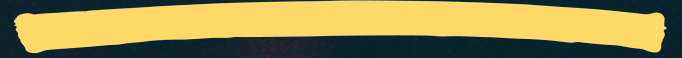


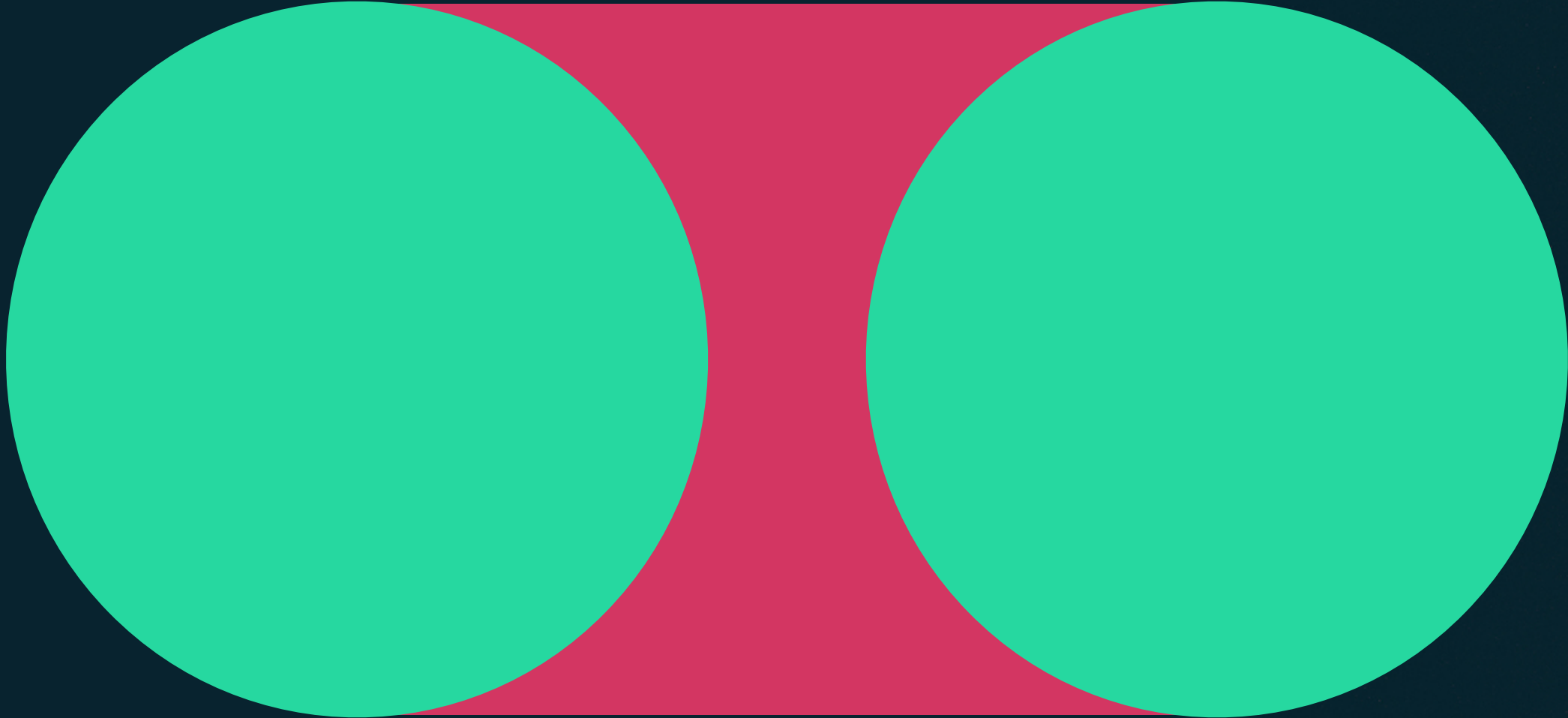
Clearleft

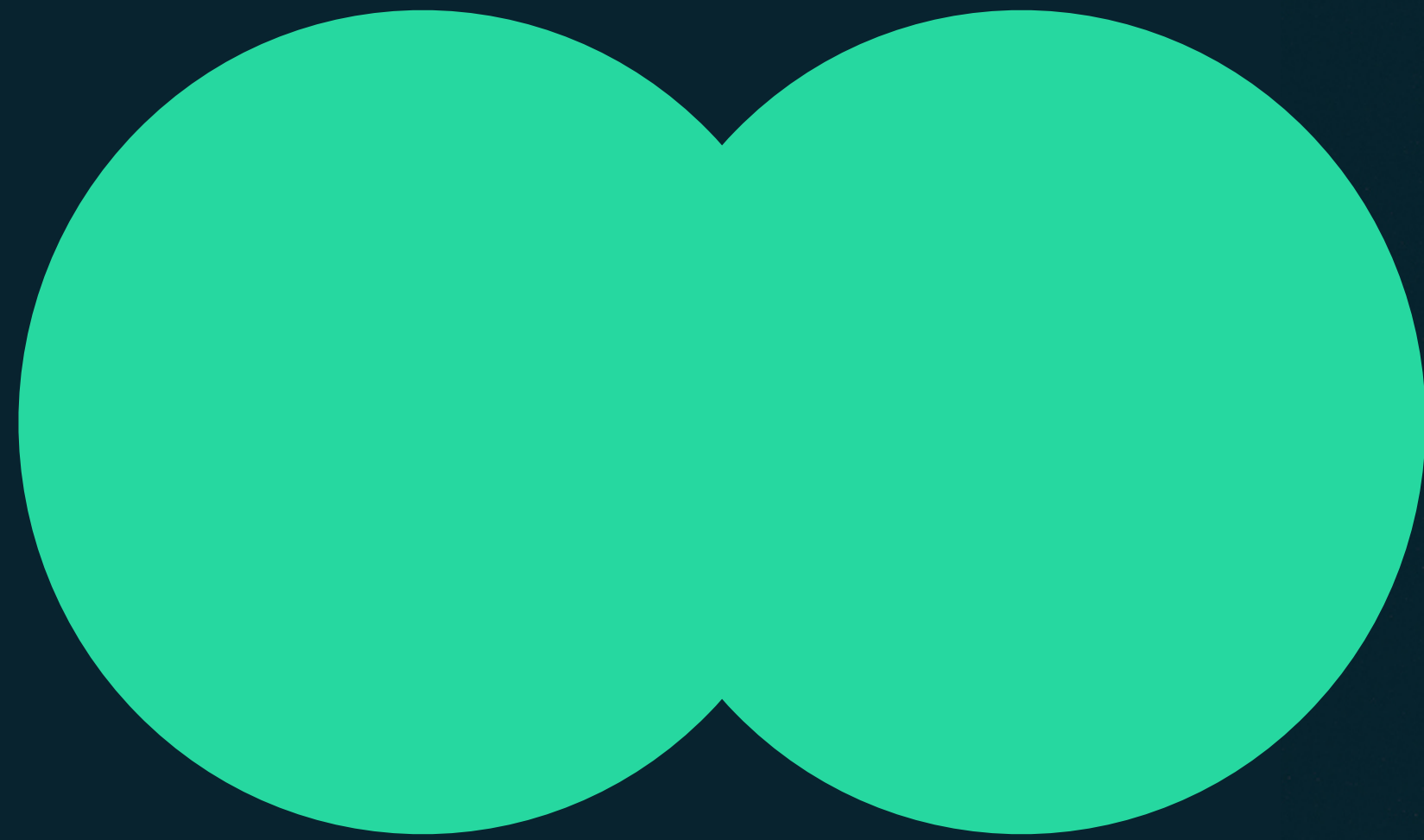


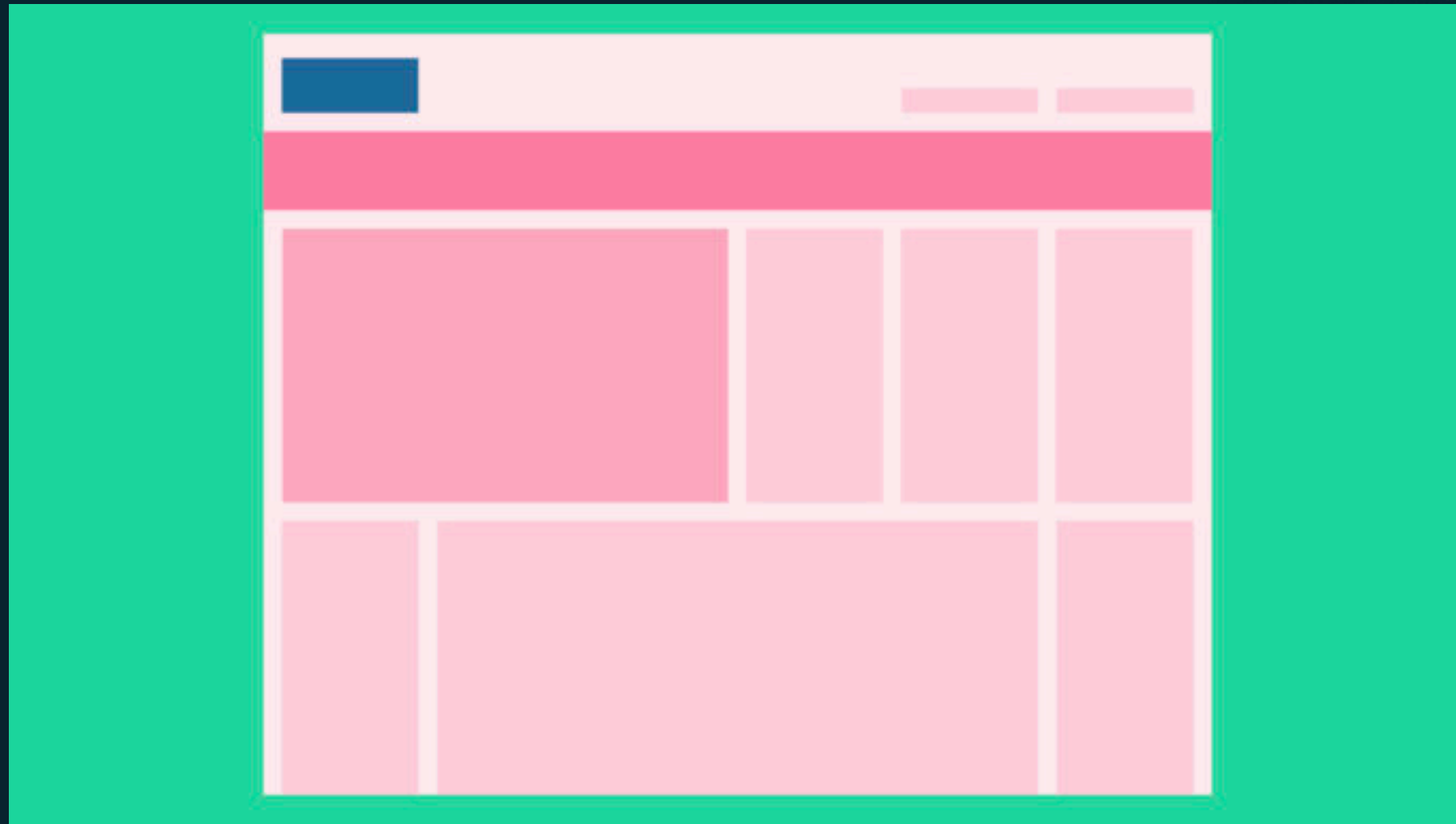
gaps & overlaps

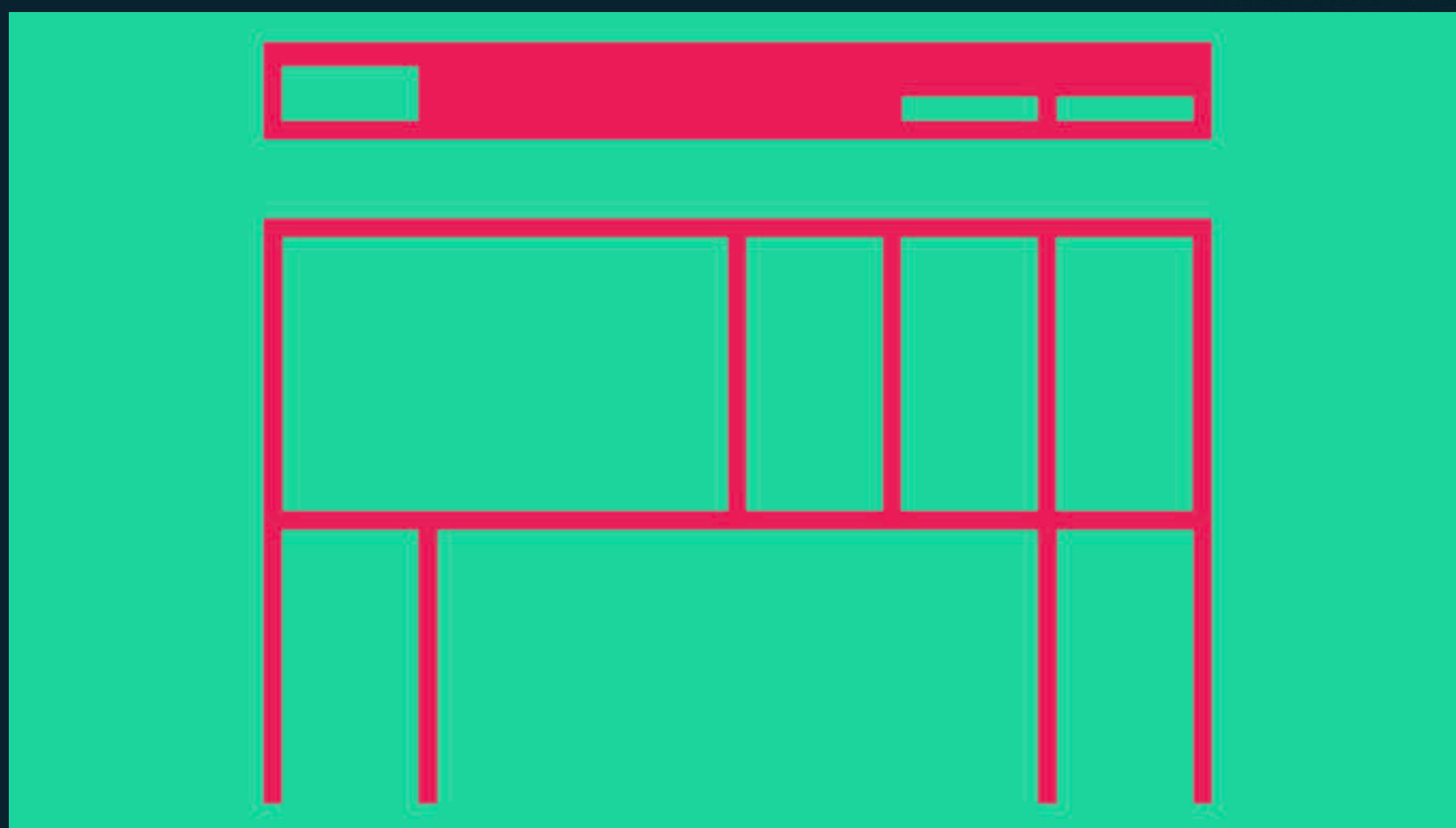






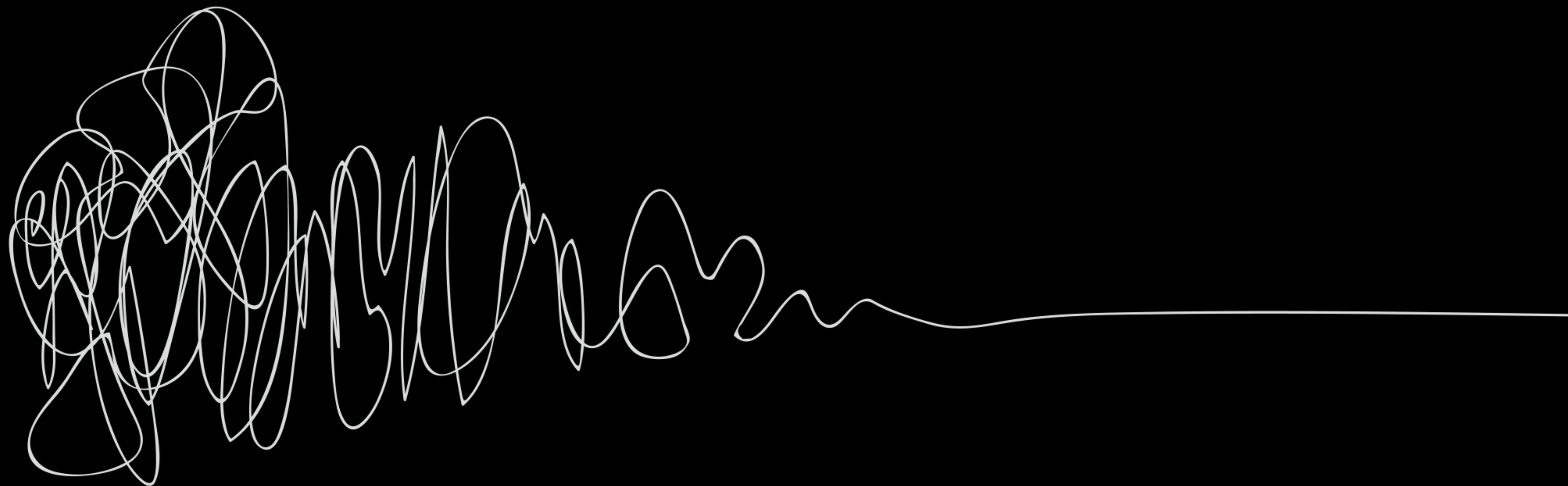


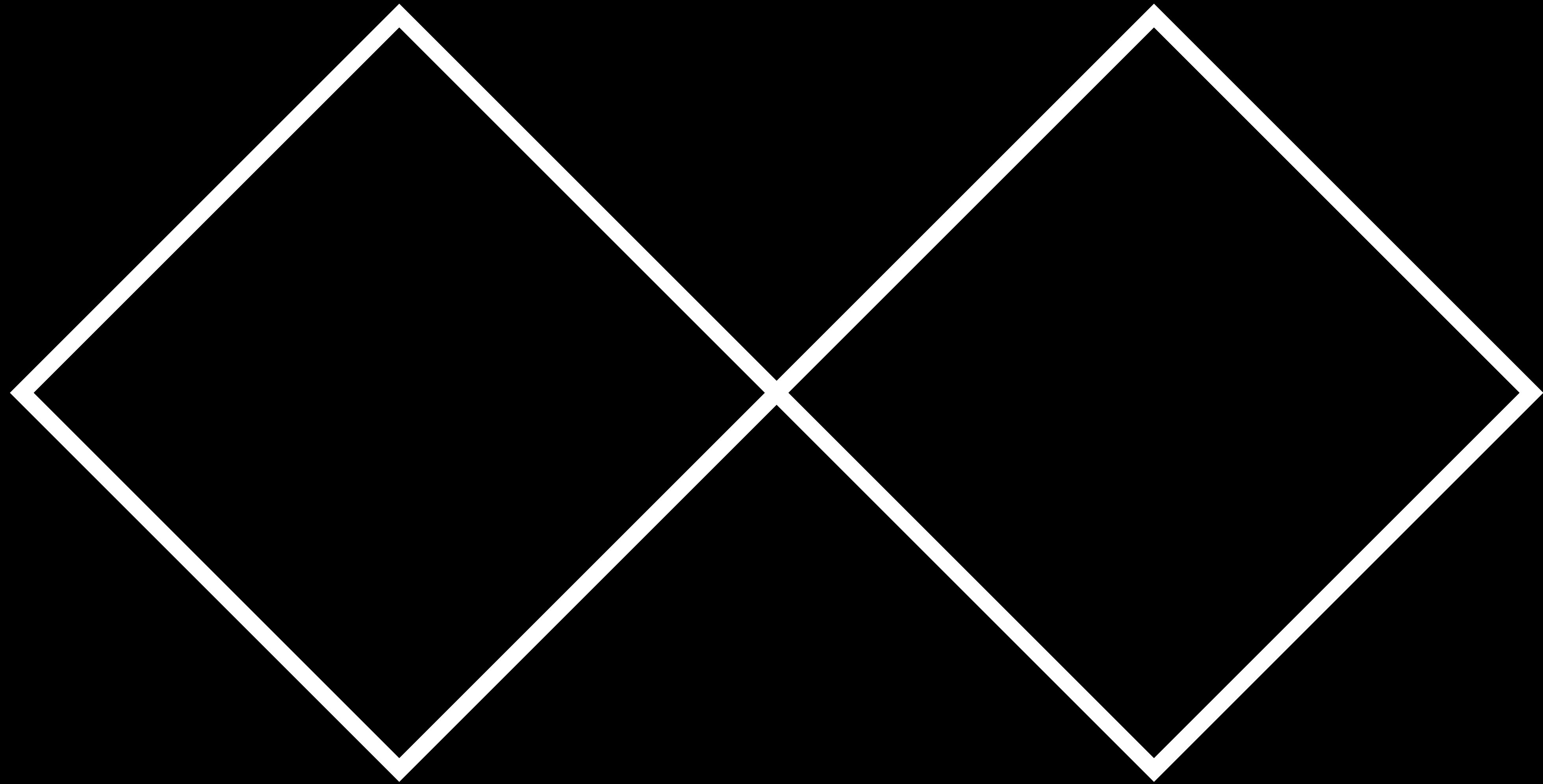


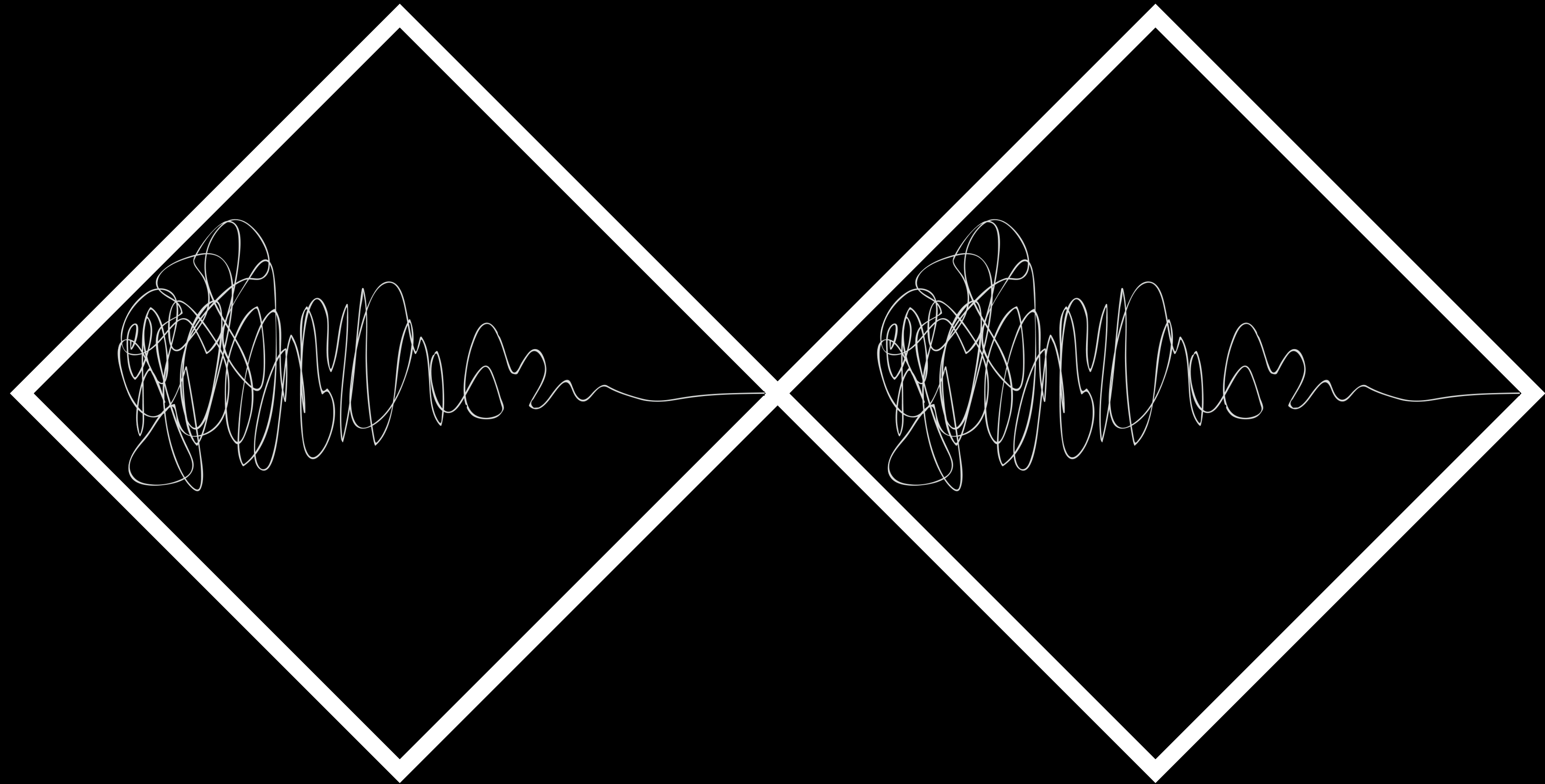


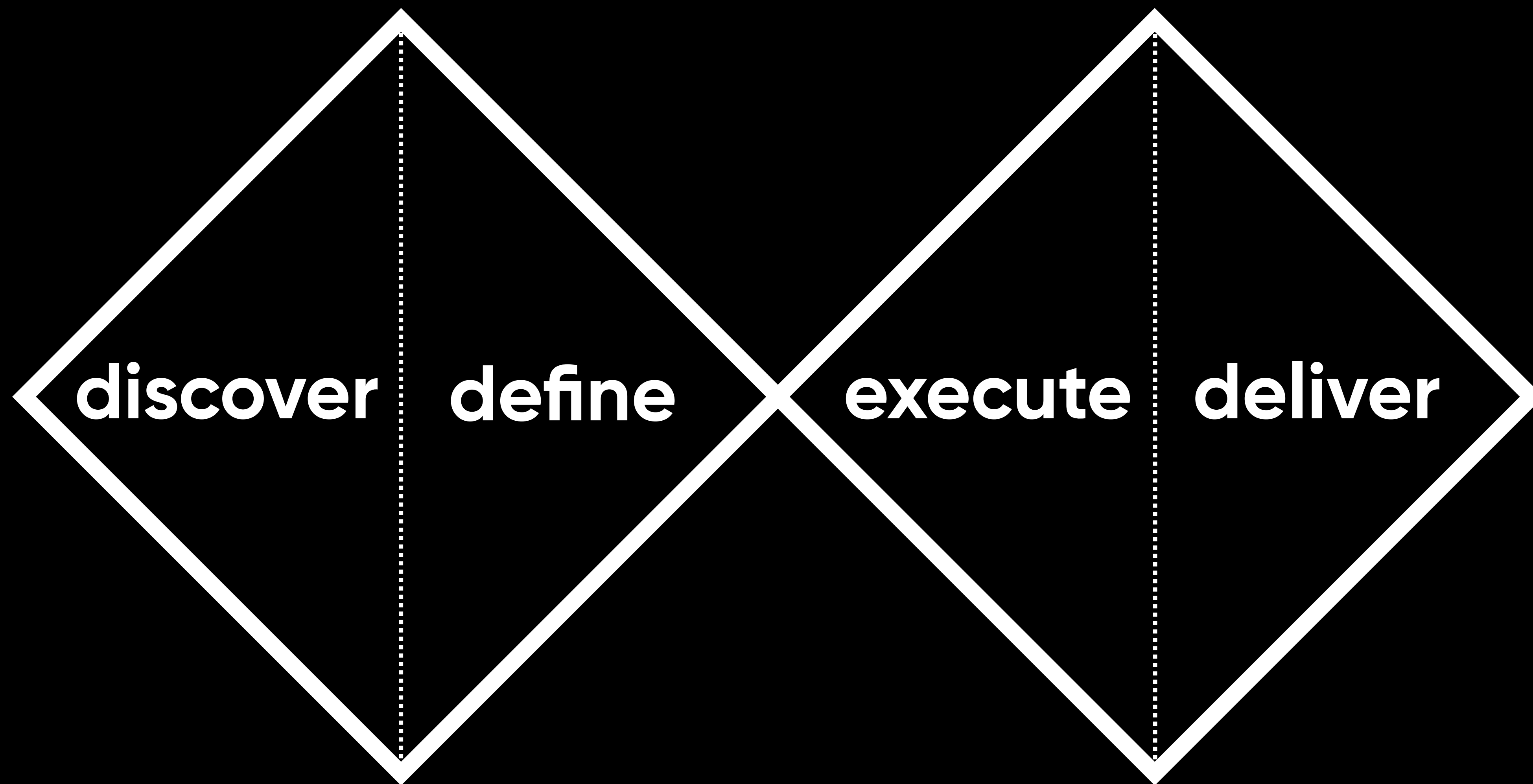
role mapping

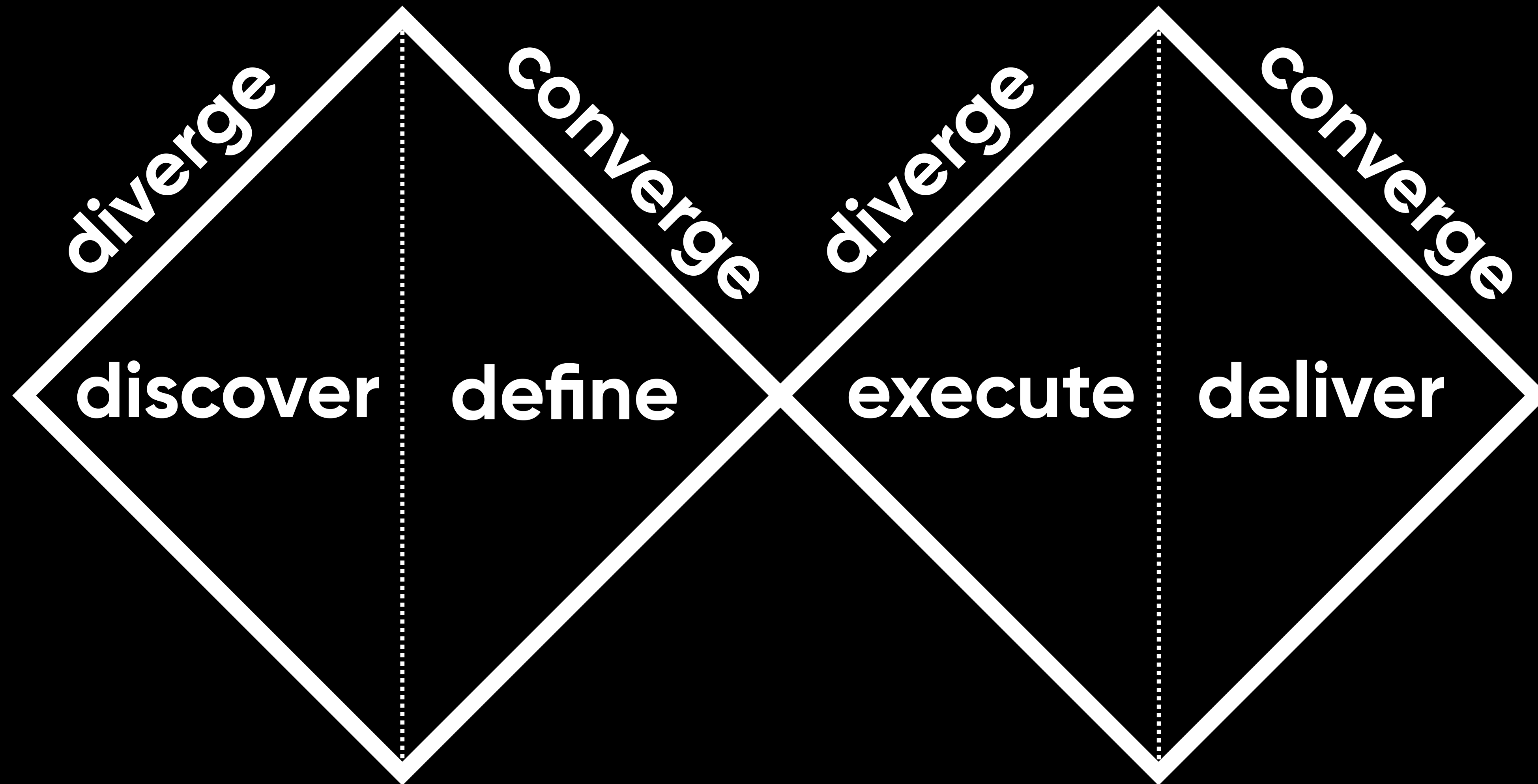
fluffy edges

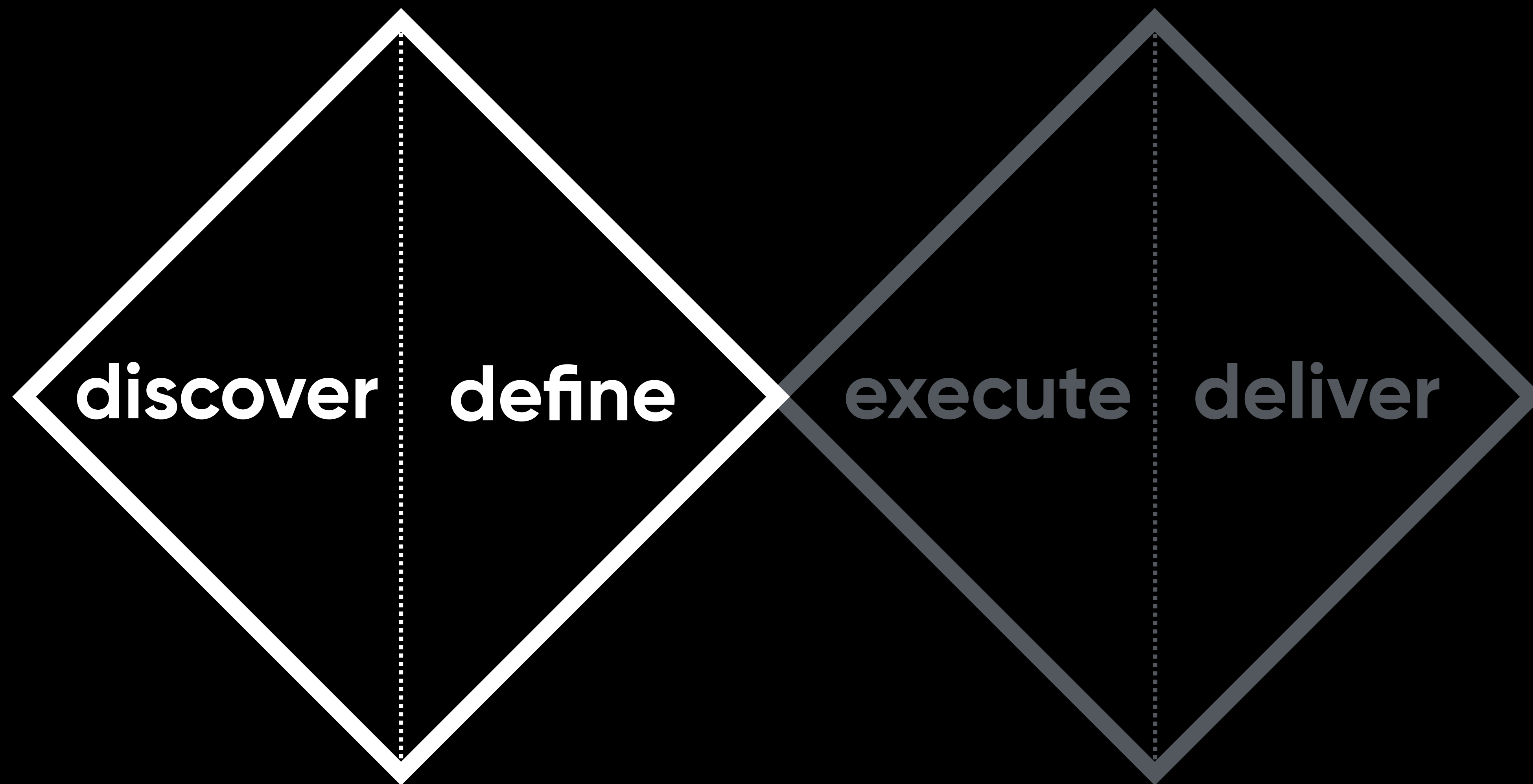


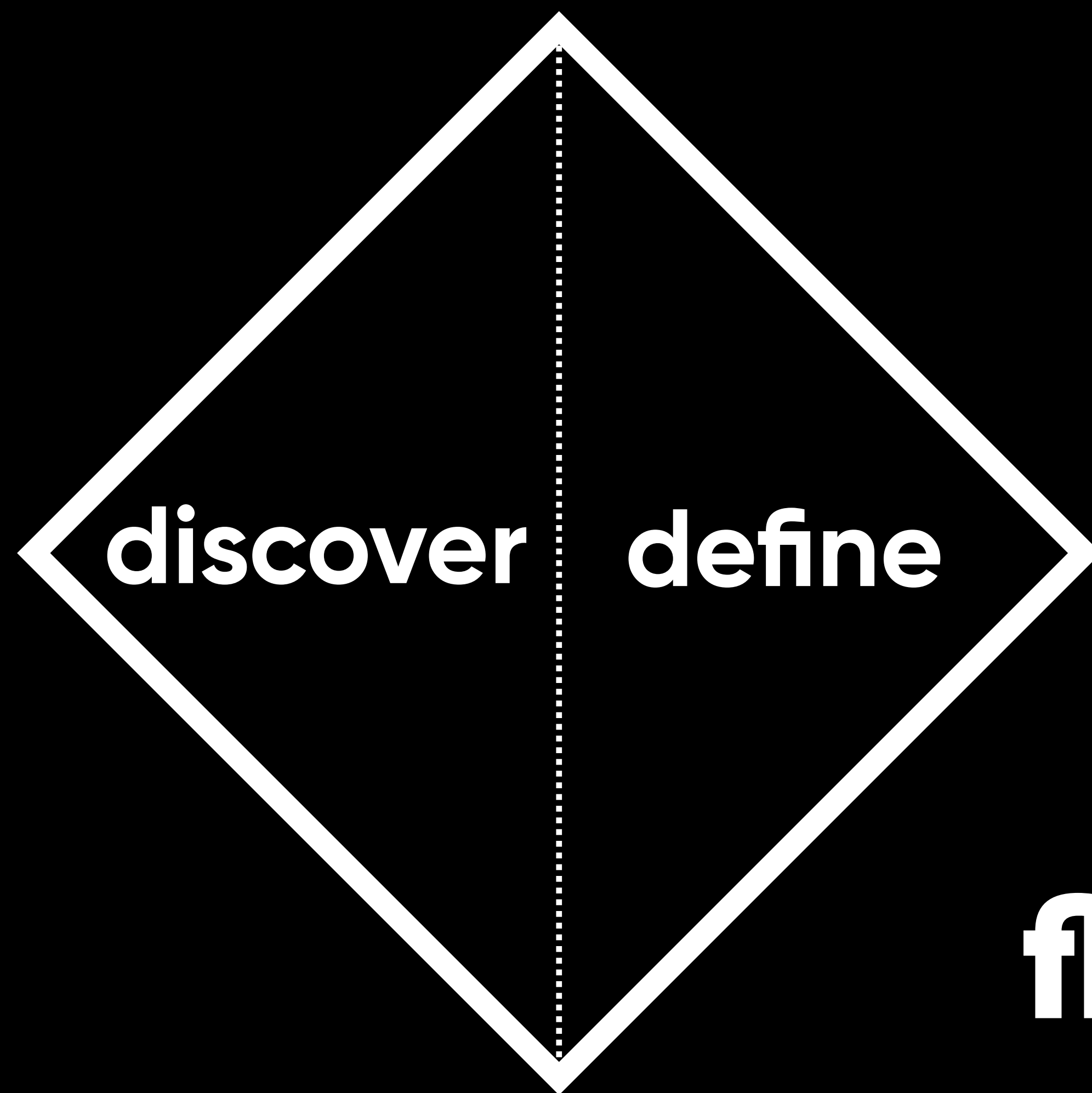




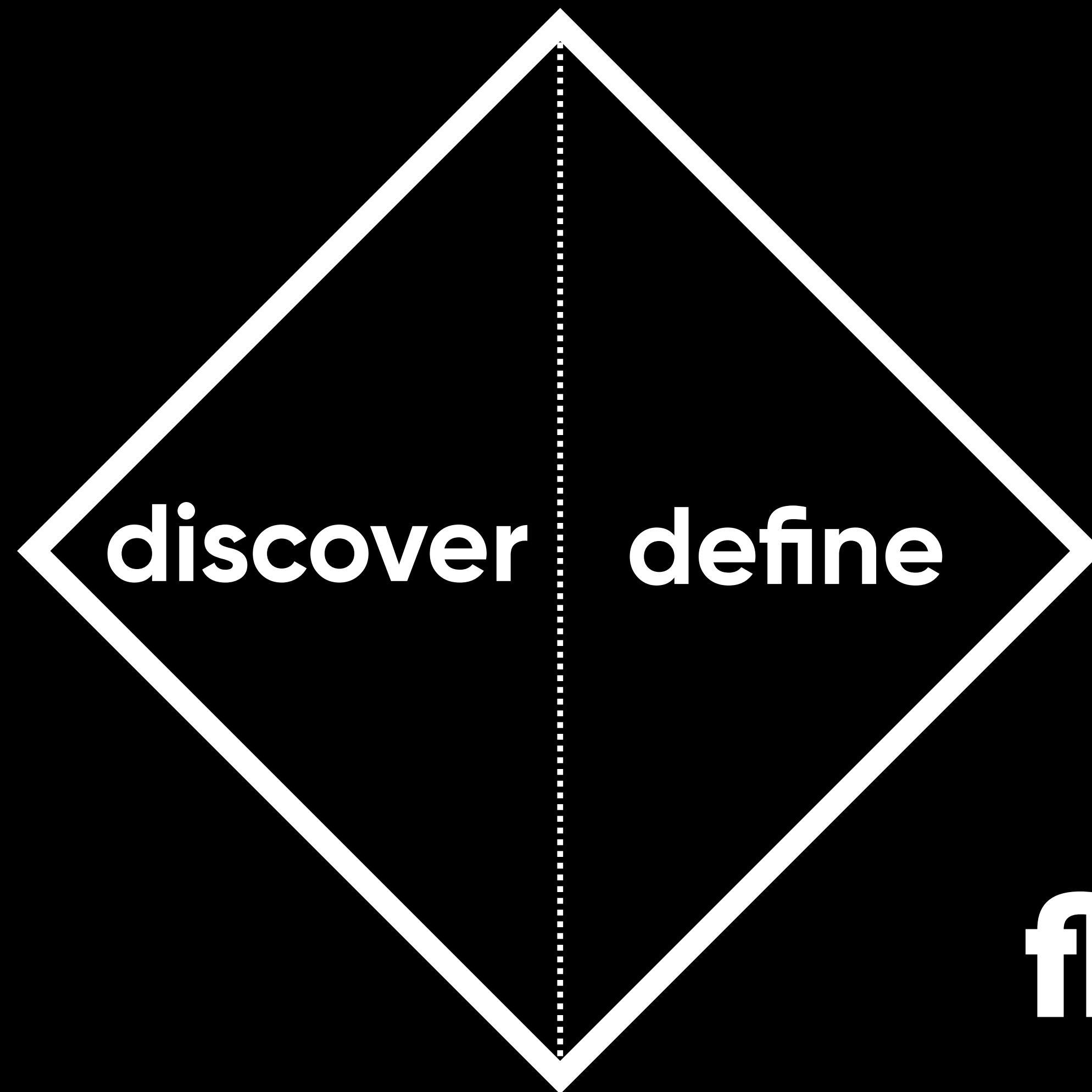






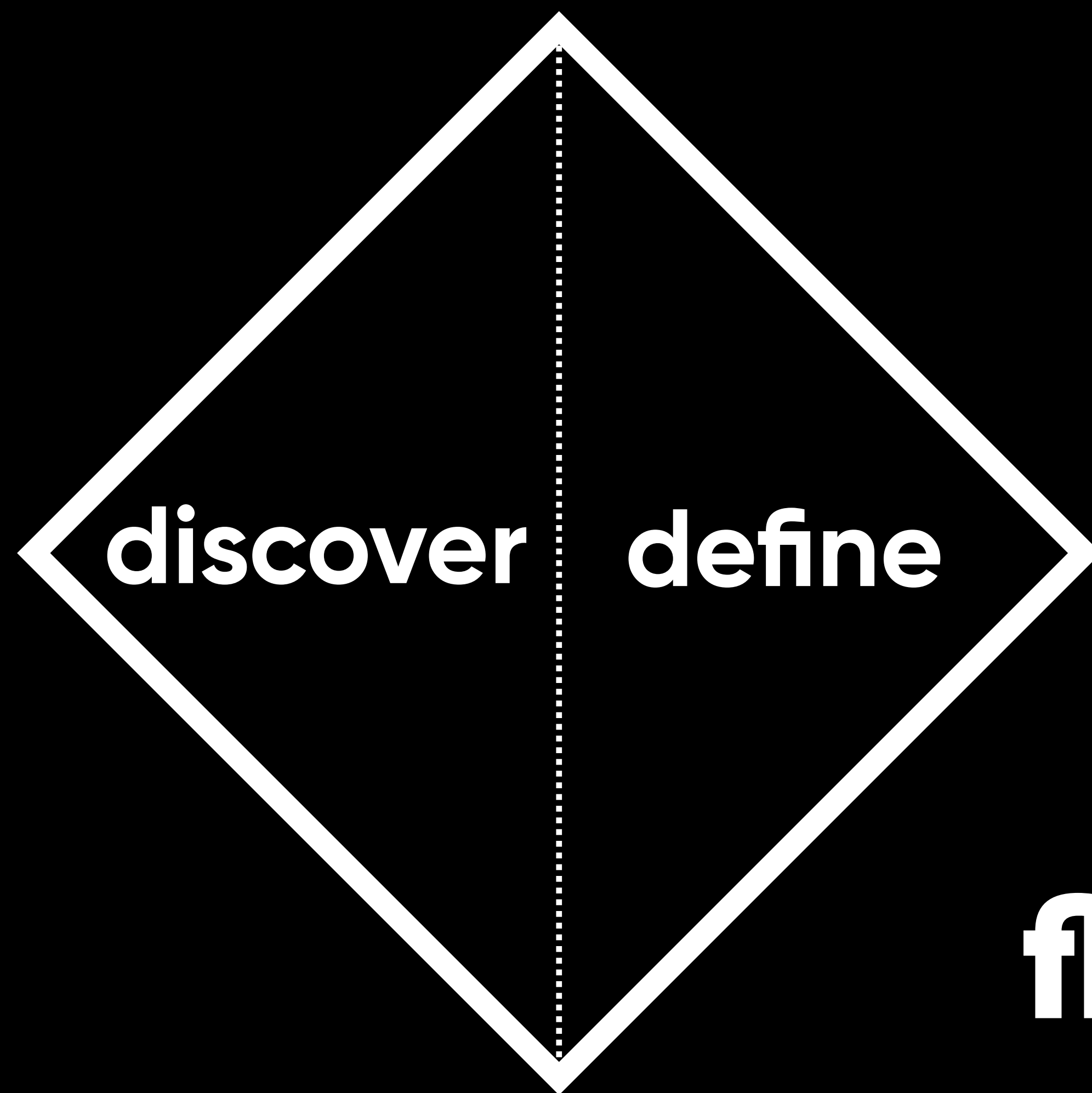


fluffy edges



project canvas

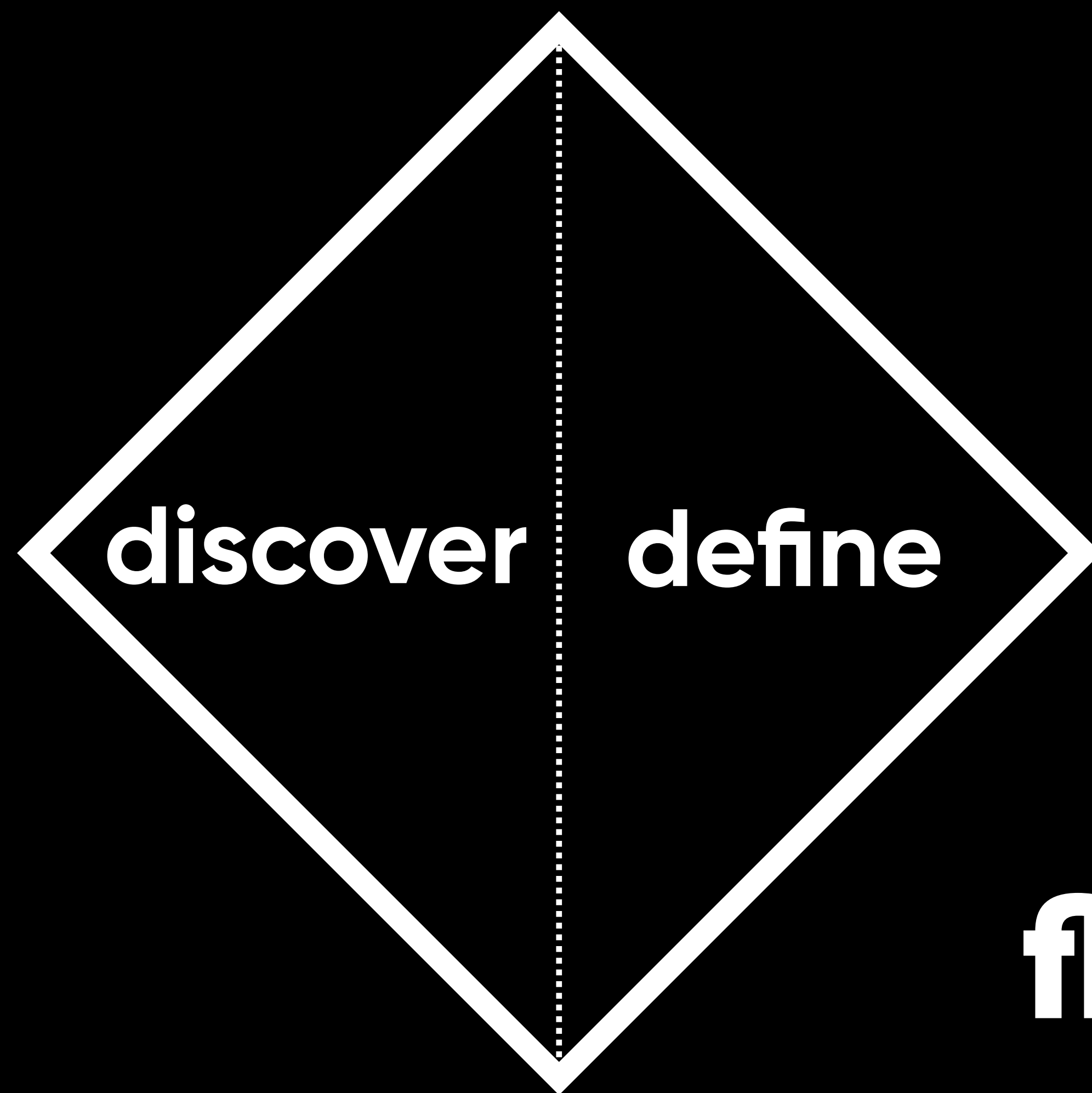
fluffy edges



project canvas

pre-mortem

fluffy edges



project canvas

pre-mortem

research

fluffy edges

assumptions

expectations
+ biases
= assumptions

values

purpose

purpose

principles

purpose

principles

patterns

purpose

principles

patterns

design principles

principles.adactio.com

principles.adactio.com

Ten Things We Know To Be True

Google

principles.adactio.com

Ten Principles That Contribute To A Googley User Experience

Google

principles.adactio.com

Ten Principles For Good Design

Dieter Rams

Design Principles
For Design Principles

“Make it usable!”

“Usability is more important than profitability.”

“ _____, *even over* _____ ”

“usability, even over profitability”

“profitability, even over usability”

The Priority of Constituencies

“In case of conflict, consider users over authors over implementors over theoretical purity.”

The Priority of Constituencies

universal principles?

Hofstadter's law

*“It always takes longer than you expect,
even when you take into account
Hofstadter’s Law.”*

Hofstadter’s law

Sturgeon's law

“Ninety percent of everything is crap.”

Sturgeon's law

Murphy's law

“Anything that can go wrong, will go wrong.”

Murphy's law

Cole's law

“Shredded raw cabbage with a vinaigrette or mayonnaise dressing.”

Cole's law

Hanlon's razor

*“Never attribute to malice that which can
be adequately explained by incompetence.”*

Hanlon's razor

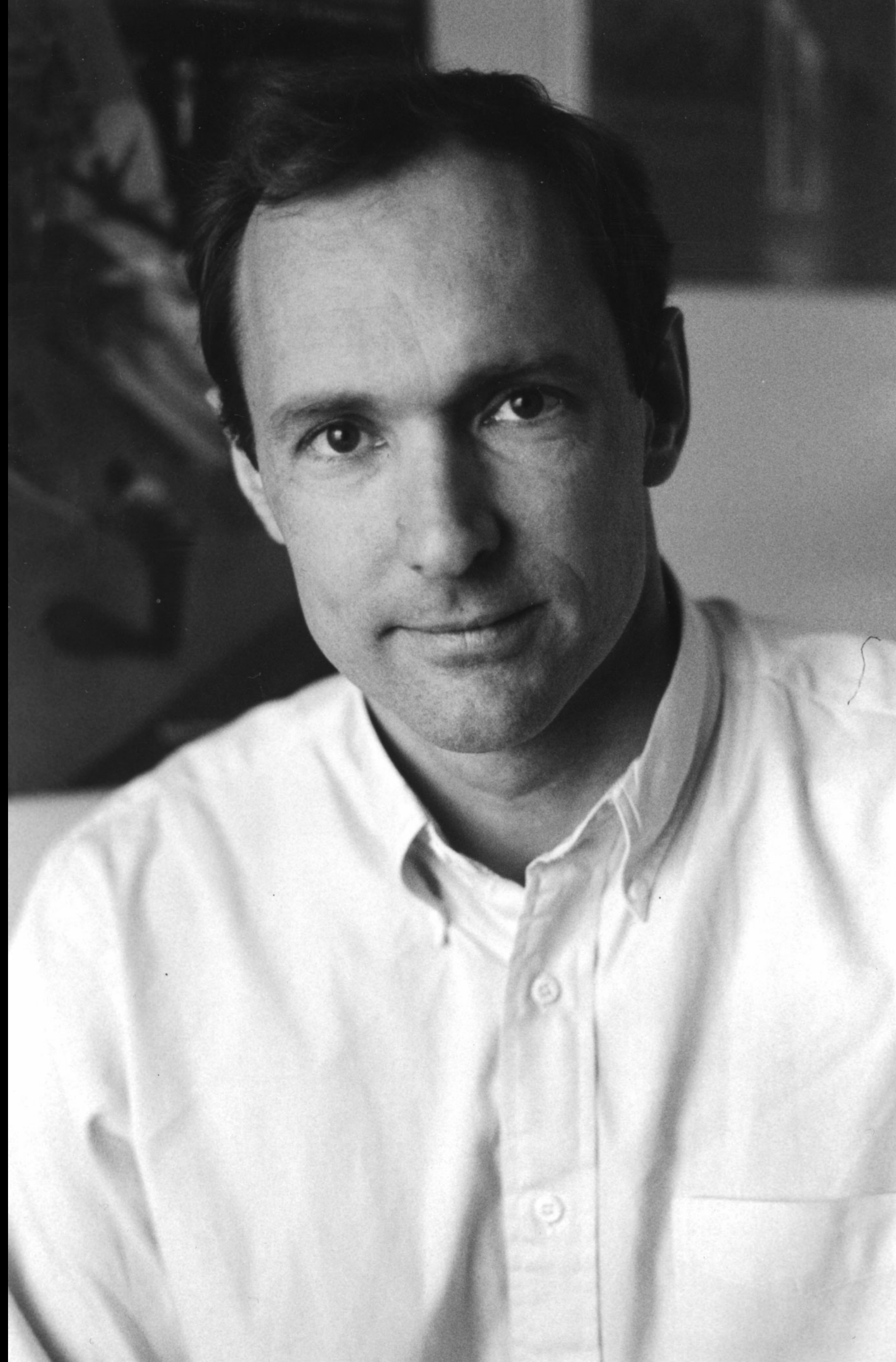
Occam's razor

*“Entities should not be multiplied
without necessity.”*

Occam's razor

design principles





CERN DD/OC

Tim Berners-Lee, CERN/DD

Information Management: A Proposal

March 1989

Information Management: A Proposal

Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project

worldwideweb.cern.ch



worldwideweb.cern.ch

WorldWideWeb	
Info	▷
Navigate	▷
Document	▷
Edit	▷
Links	▷
Style	▷
Print	p
Page Layout	
Windows	
Services	
Hide	h
Quit	q

The World Wide Web project	
<h2>World Wide Web</h2>	
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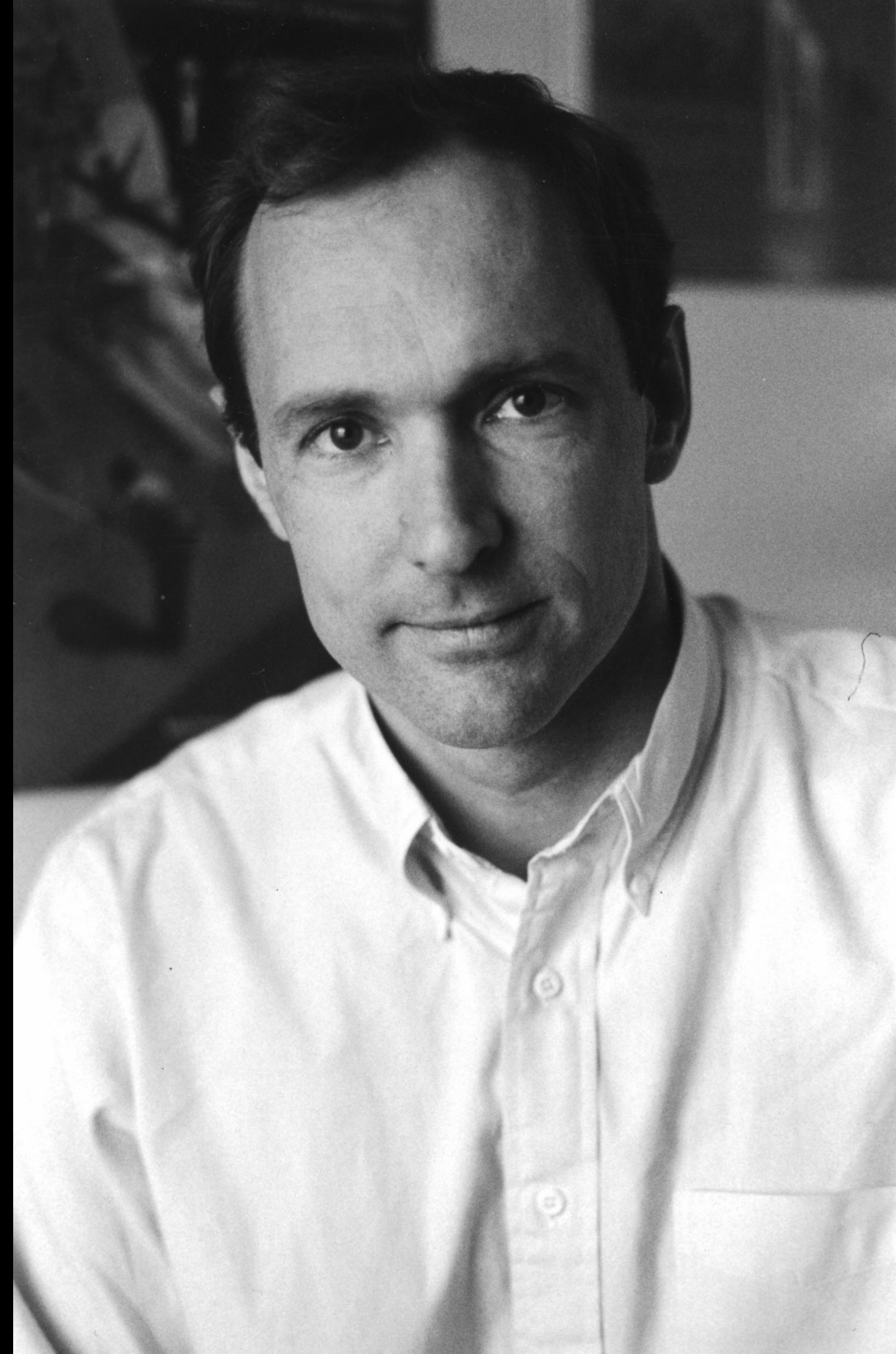
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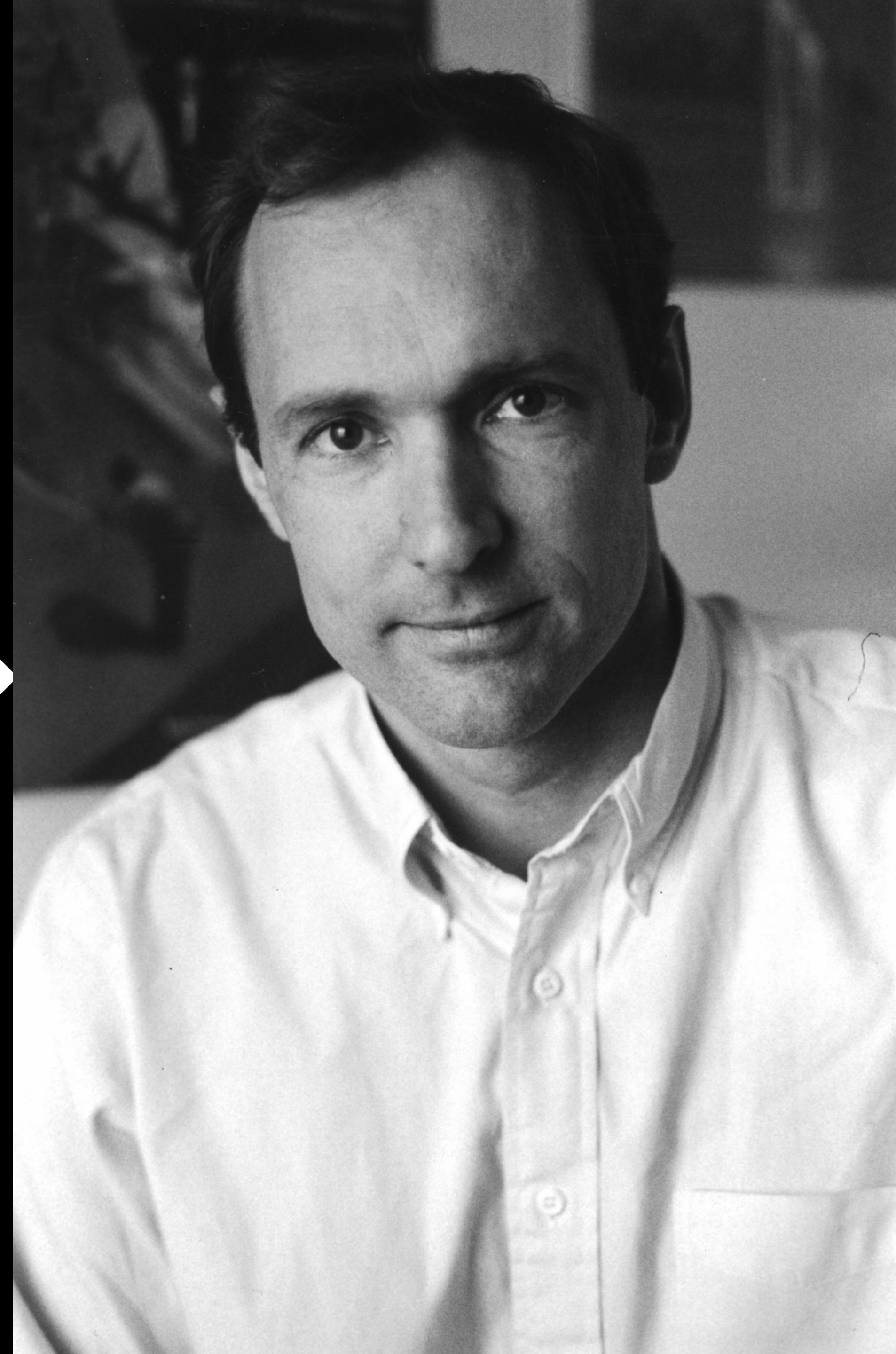
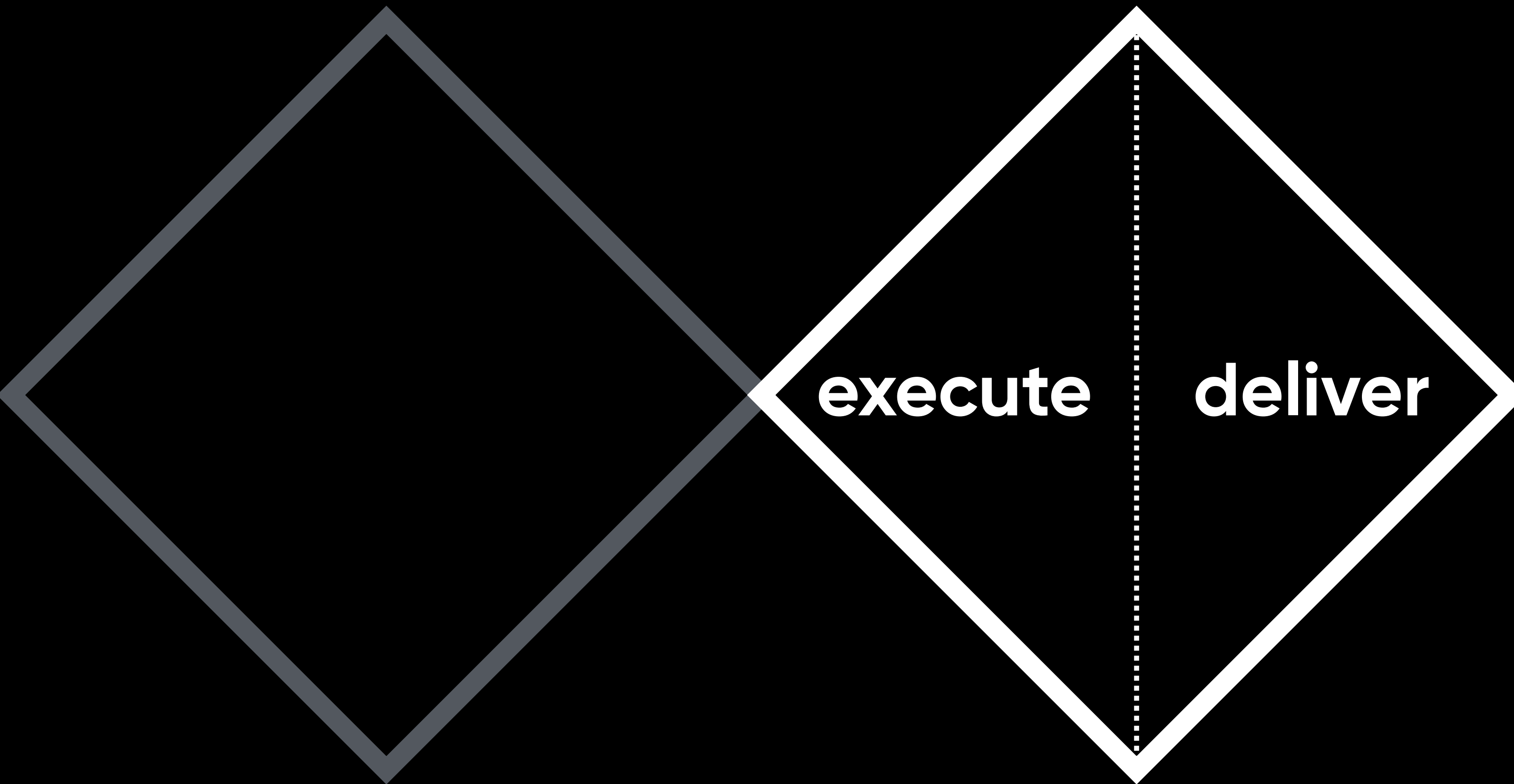
Information Management



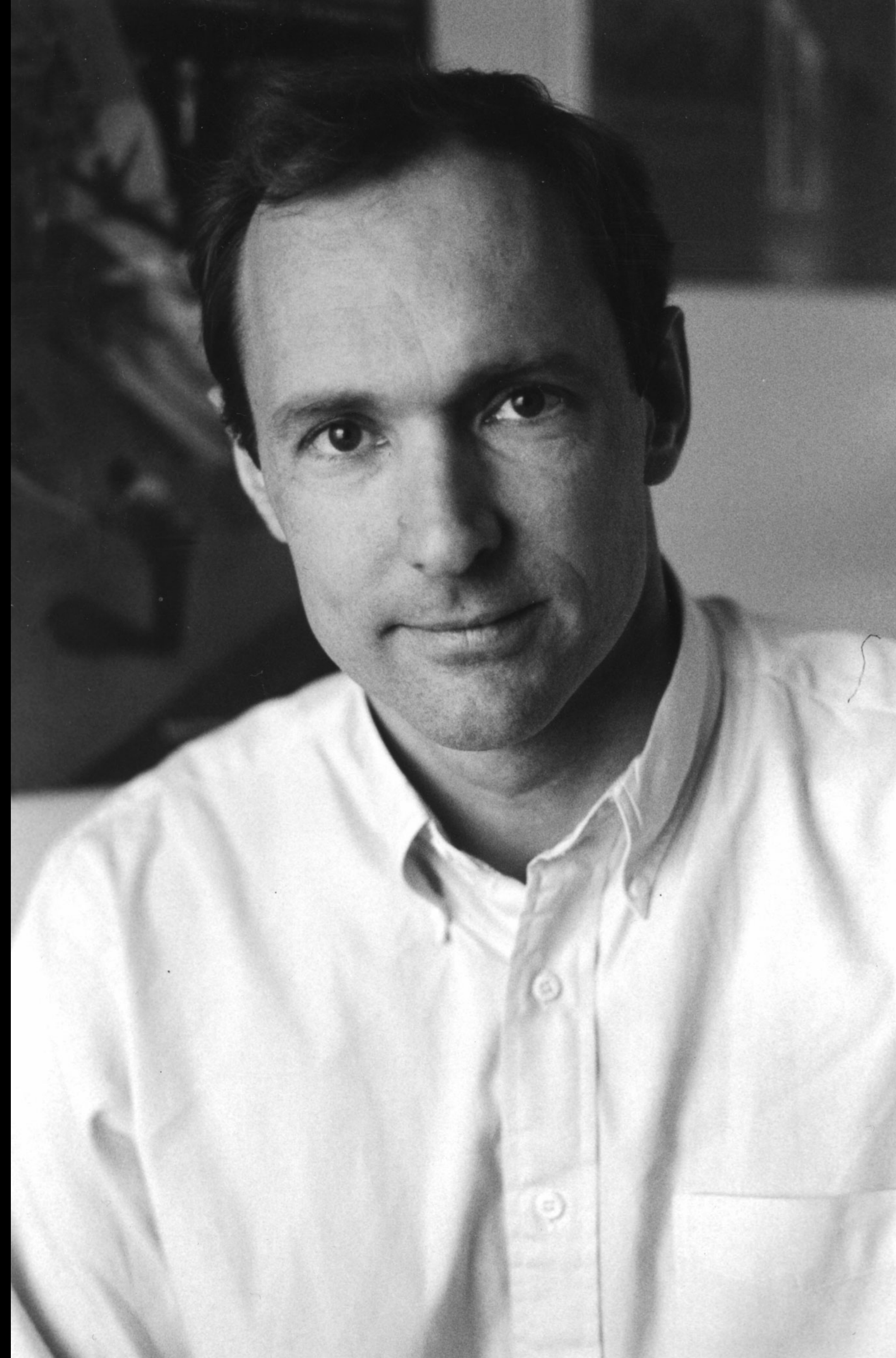
Information Management

Axioms of web architecture

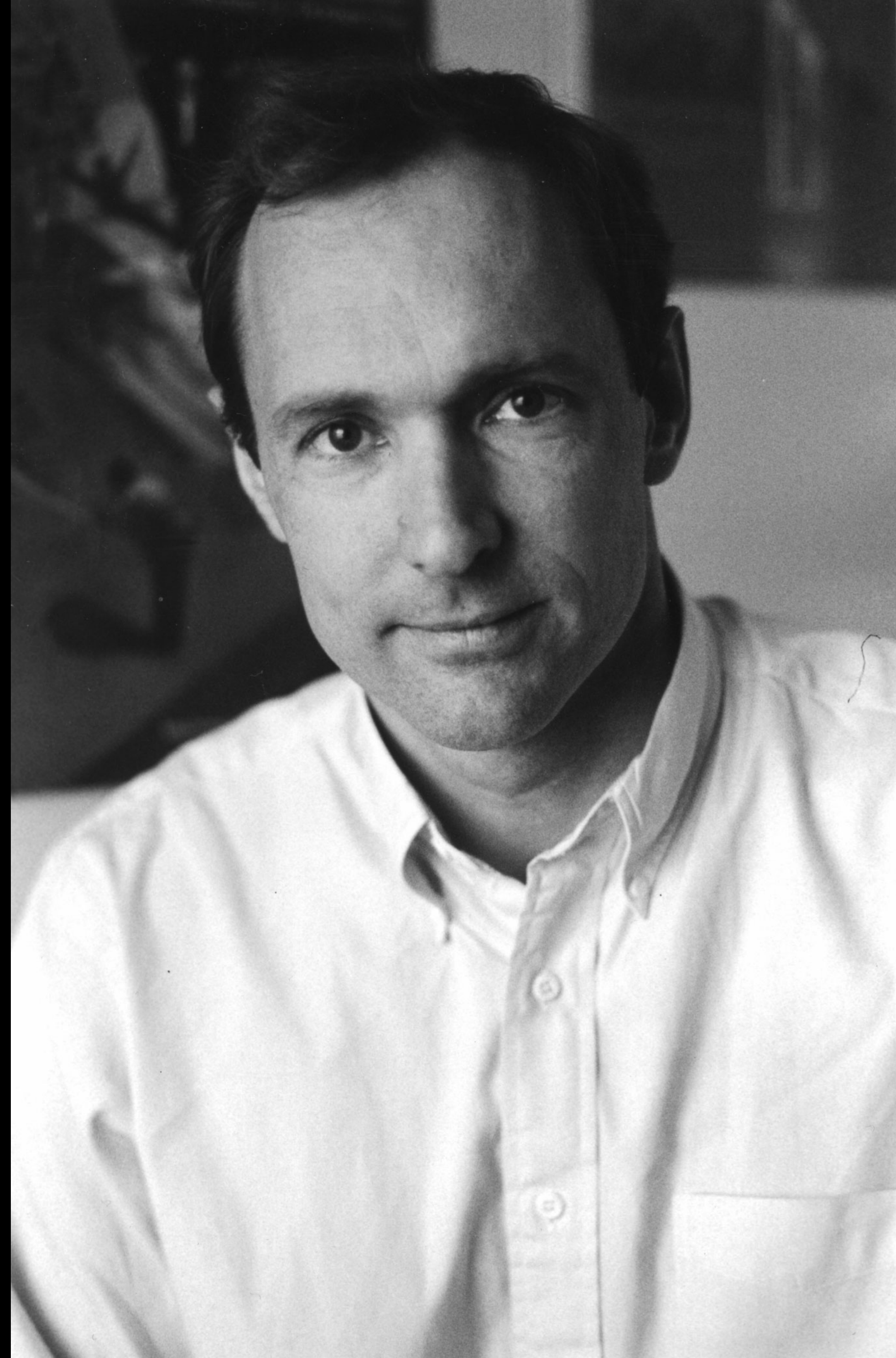




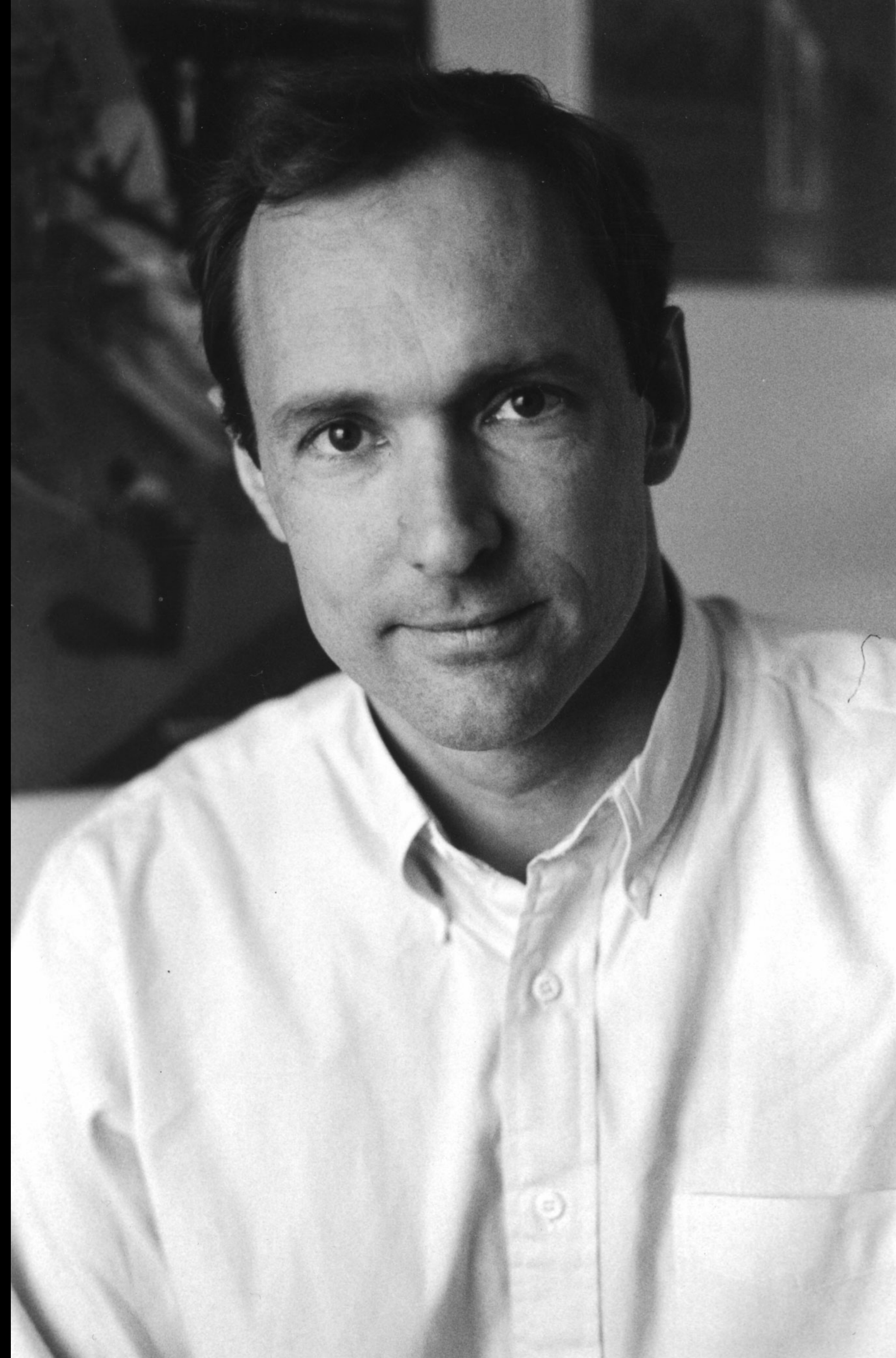
“Principles such as simplicity and modularity are the stuff of software engineering;”

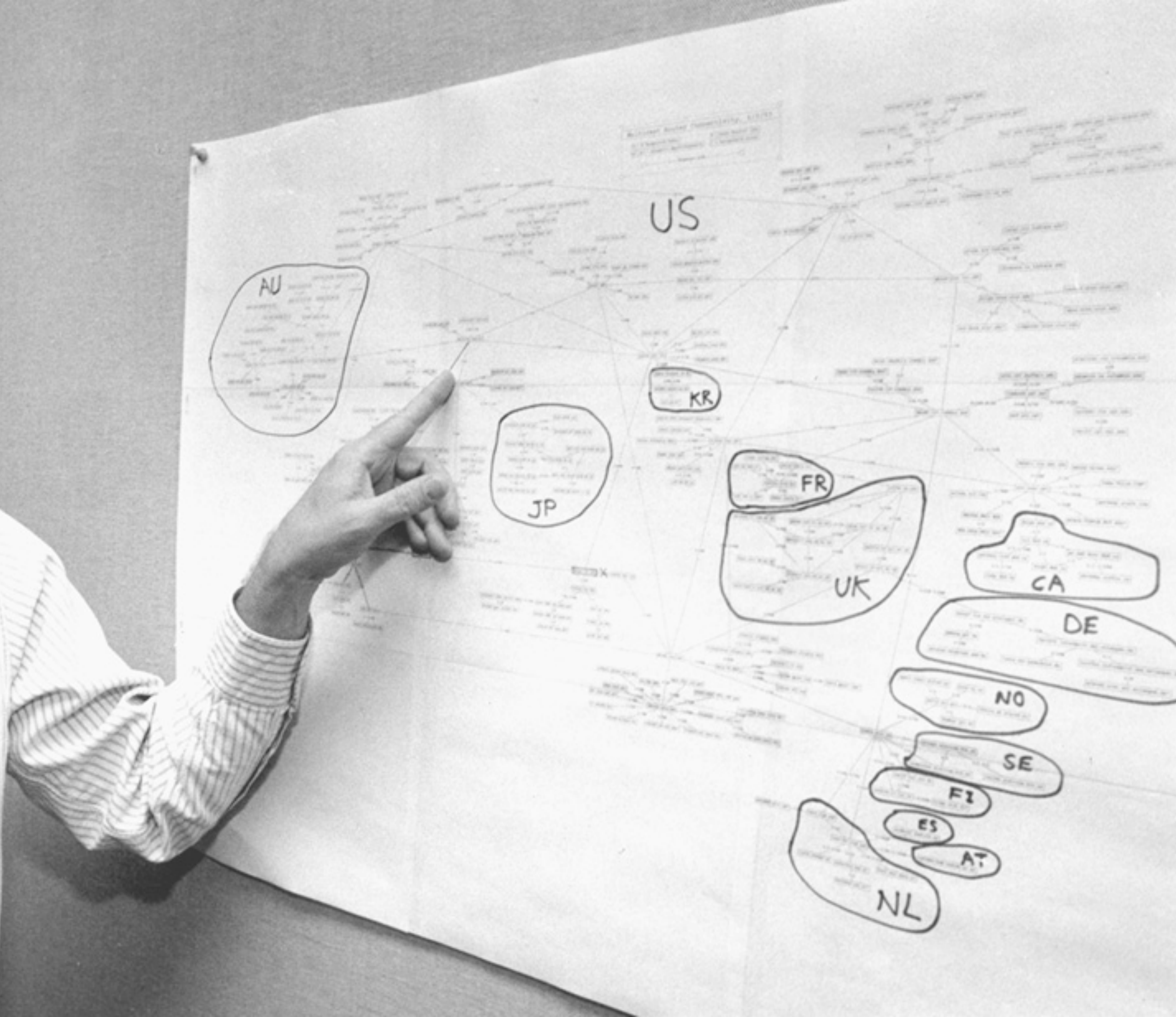
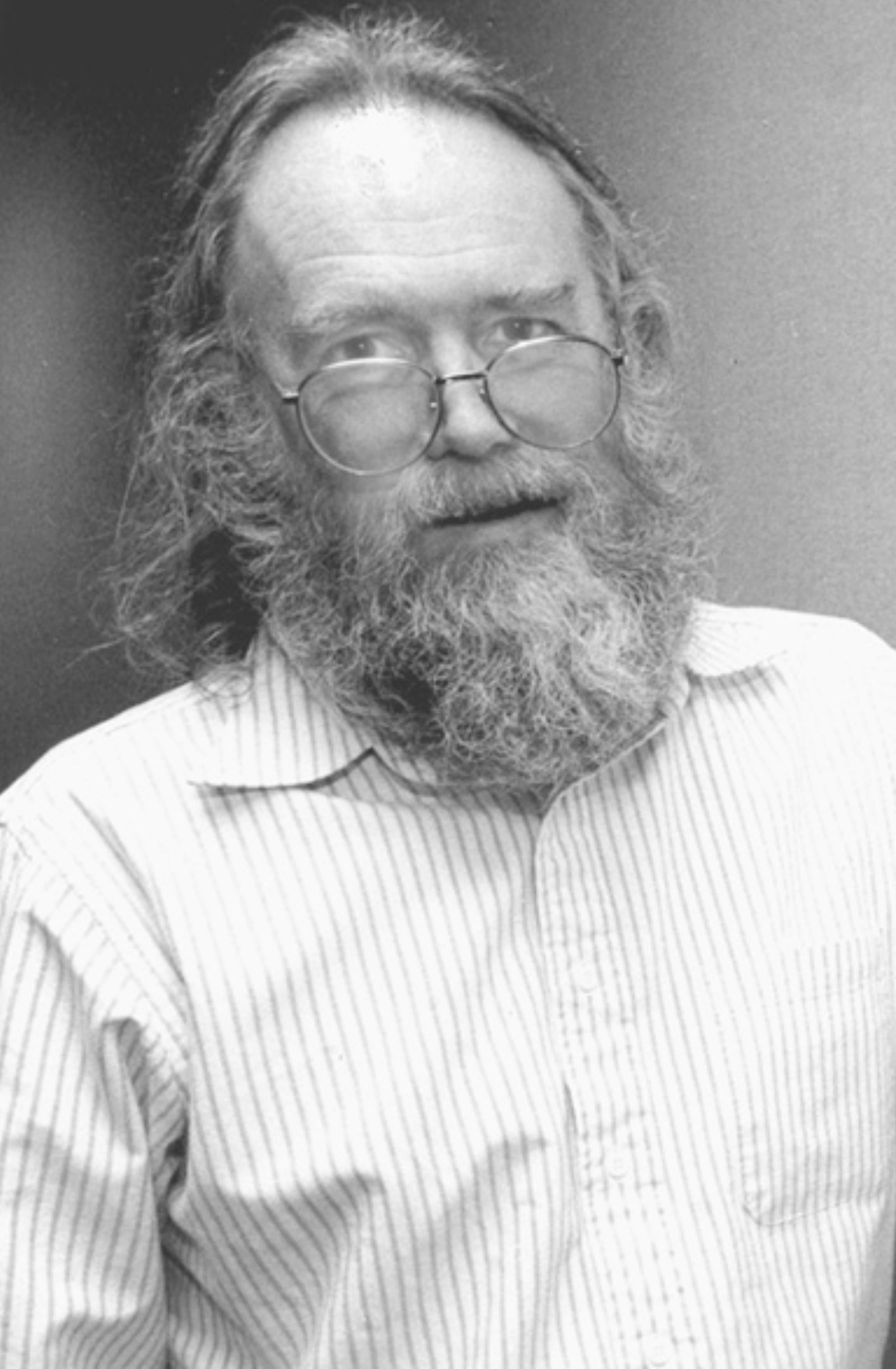


“Principles such as simplicity and modularity are the stuff of software engineering; decentralization and tolerance are the life and breath of the internet.”



tolerance





Postel's law

*“Be conservative in what you send,
be liberal in what you accept.”*

Postel's law

Be conservative in what you send

1.

2.

3.

4.

1.

2.

3.

4. Web fonts

1.

2.

3. Images

4. Web fonts

- 1.**
- 2. Your JavaScript**
- 3. Images**
- 4. Web fonts**

- 1. Other people's JavaScript**
- 2. Your JavaScript**
- 3. Images**
- 4. Web fonts**

JavaScript

Atwood's Law

*“Any application that can be written in JavaScript,
will eventually be written in JavaScript.”*

Atwood's Law

The principle of least power

*“Choose the least powerful language
suitable for a given purpose.”*

The principle of least power



“In the web front-end stack —



*“In the web front-end stack —
HTML, CSS, JS, and ARIA —*



*“In the web front-end stack —
HTML, CSS, JS, and ARIA —
if you can solve a problem with
a simpler solution lower in the
stack, you should.”*



“In the web front-end stack — HTML, CSS, JS, and ARIA — if you can solve a problem with a simpler solution lower in the stack, you should. It’s less fragile, more foolproof, and just works.”



Government Design Principles

*“Government should only do what
only government can do.”*

Government Design Principles

“Any particular technology should only do what only that particular technology can do.”

*“JavaScript should only do what
only JavaScript can do.”*

button

button

<div>

+ CSS

+ JavaScript

+ ARIA

button

<button>

+ CSS 😊

<div>

+ CSS

+ JavaScript

+ ARIA

dropdown

dropdown

<div>

+ CSS

+ JavaScript

+ ARIA

dropdown

<select>

+ CSS 😐

<div>

+ CSS

+ JavaScript

+ ARIA

date picker

date picker

<div>

+ CSS

+ JavaScript

+ ARIA

date picker

<input type="date">

+ CSS 😞

<div>

+ CSS

+ JavaScript

+ ARIA

<input type="date">

<select>

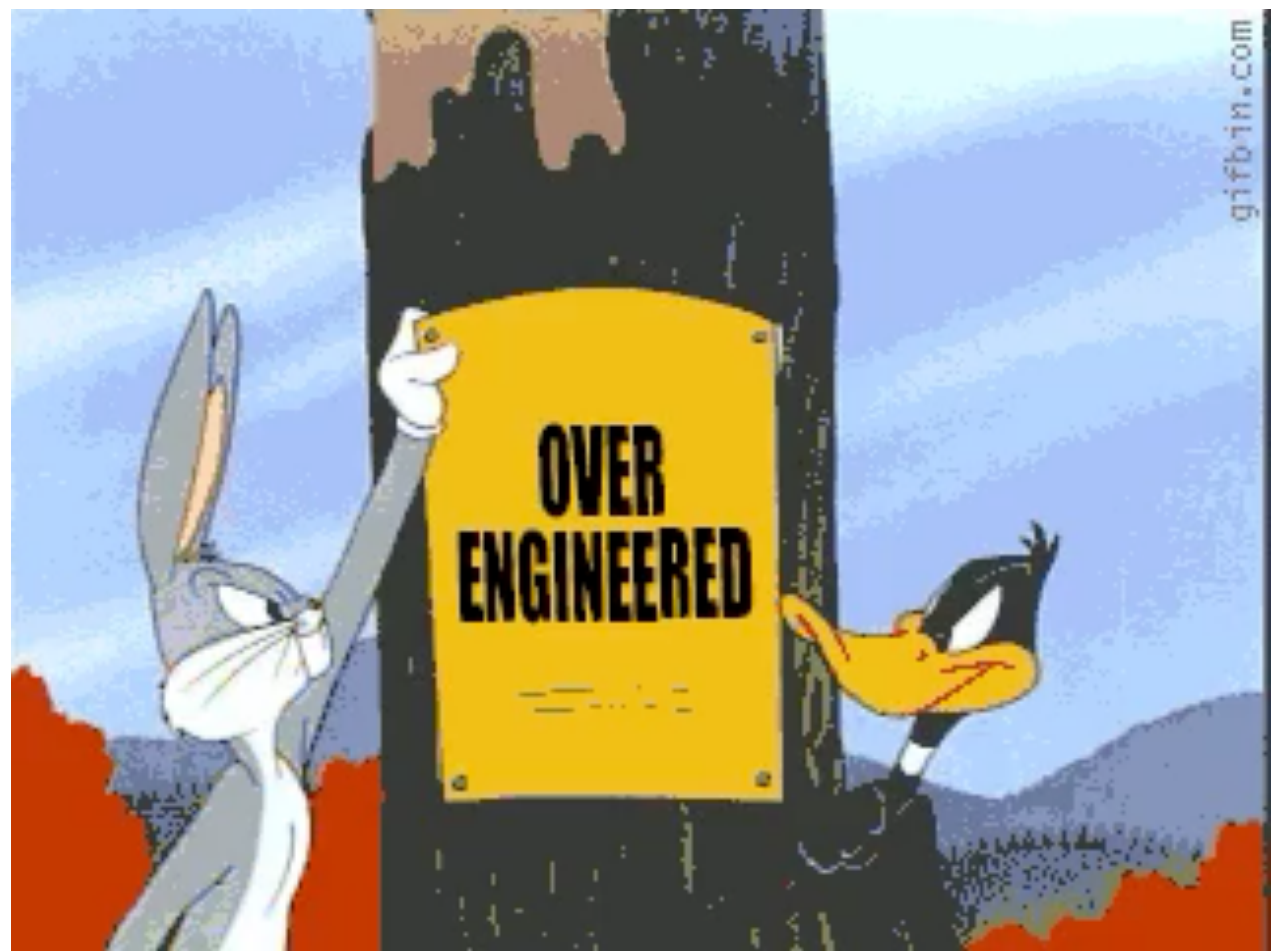
<button>

<div>

+ CSS

+ JavaScript

+ ARIA



<input type="date">

<select>

<button>

<div>

+ CSS

+ JavaScript

+ ARIA

access

<input type="date">

<select>

<button>

<div>

+ CSS

+ JavaScript

+ ARIA

access

<input type="date">

<select>

<button>

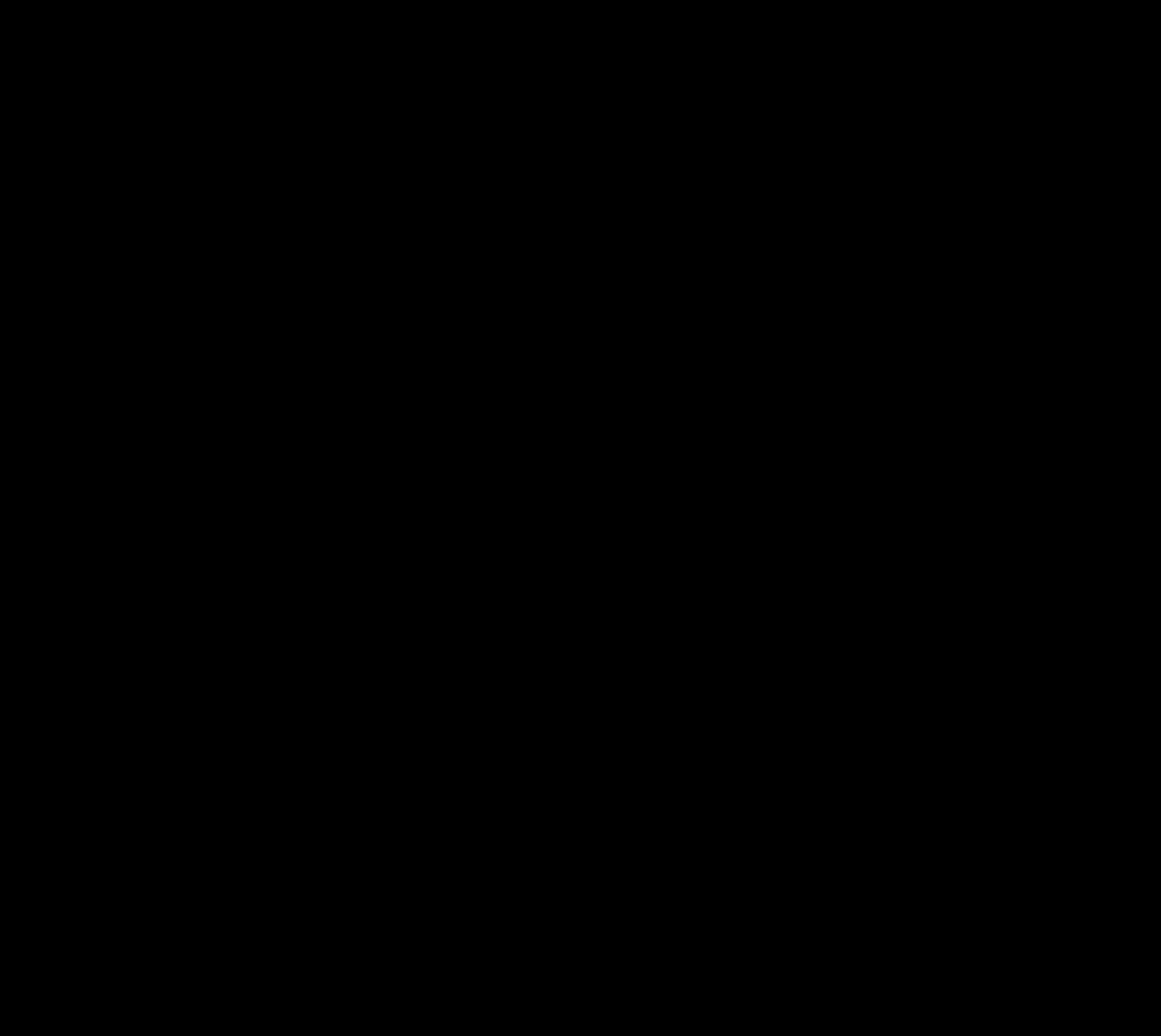
control

<div>

+ CSS

+ JavaScript

+ ARIA



“The web does not value consistency.”



*“The web does not value consistency.
The web values ubiquity.”*



“ubiquity, even over consistency”

“consistency, even over ubiquity”

Flash

“consistency, even over ubiquity”

World Wide Web

“ubiquity, even over consistency”

World Wide Web

WorldWideWeb	
Info	▷
Navigate	▷
Document	▷
Edit	▷
Links	▷
Style	▷
Print	p
Page Layout	
Windows	
Services	
Hide	h
Quit	q

The World Wide Web project

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The World Wide Web project x +

Not Secure | info.cern.ch/hypertext/WWW/TheProject.html Incognito

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