Key Insights

Core UI Principles

Delight me!

Users respond to delight. Delight comes from things that are better than norms in a surprising way. Delight fades with use and time, so to maintain delight we must continually innovate. The hex design is new and fresh and designed to createuser delight."

Give me objects!

Working with objects is more enjoyable than lists, tables, and numbers. Objects can be given shape, color, and animation states that convey information without the need for lists, tables, and numbers. The hex design leverages objects and their states as much as possible."

Let me make it mine!

Users want to make things their own. The hex design allows users to create their own solution shapes and names, and it allows progressive customization as technology allows."

Don't pester me!

Users don't want to be constantly reminded to do things in a prescribed way, and they enjoy a degree of exploration and discovery. The hex design allows for exploration and has a low and progressively enhanced learning curve. It avoids messaging popups and reminders."

Simplify my life!

Creators tend to introduce too much complexity in systems and interfaces to give users choice or to handle specific use cases. However, users require a fraction of the choice we usually offer to them. The hex design, where feasible:

- Employs pictures over words and visuals over numbers
- Uses brief and common language instead of formalities and technical jargon
- Provides the best action rather than offering multiple choice
- Shows the minimum necessary information when it is needed
- Gives constant cues to indicate where a user is in the application
- Automatically saves critical information and allows for its removal later rather than requiring save commitments
- Uses consistent visual and behavior clues throughout where actions are similar
- Only interrupts users if it is important

Empower me!

Users usually blame themselves when something doesn't work right, and this leads to a feeling of dissatisfaction when using your product. Users want to feels smart, capable, and they want their products to feel durable and stable. The hex design subtly and progressively teaches users how it works as they go, and similar tasks and cues work consistently throughout the design. Language is carefully design to not feel like blame, and the most complex tasks are performed automatically. The most important events and processes are fast, and the design uses subtle animations to indicate processing and reactivity.