

Introduction

This figure is from the wonderful textbook "Universal Principles of Design." This figure, in turn, is an adaptation of Maslow's Hierarchy of Needs. The triangle diagram represents two things: the five criteria of good design and the magnitude of their importance. Let's break them down one by one.

Source: <https://www.hailpixel.com/articles/checklist-for-design>

Functionality

The raison d'être. Can the thing do what it is supposed to do? Seriously, check. Did you just build something that can't do anything? Be warned: being functional does not equate to sparse nor does it mean minimal.

Reliability

Can it do it multiple times without exploding? Will it work in the environment it was intended for? Did you create a screen door for a submarine?

Usability

Can the intended audience pick it up and start using it? Does it make sense? Does it fit into it's environment?

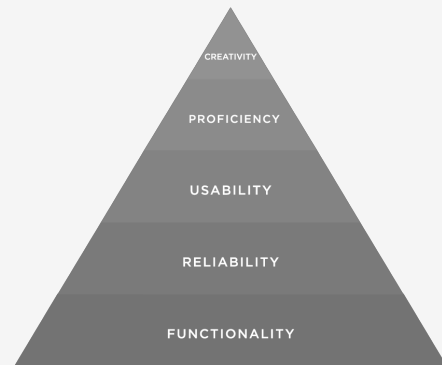
Proficiency

This is where things start to get interesting: can your users become experts with it? Can users improve and grow with this object; progressing into mastery?

Creativity

How can this thing be more? Is it beautiful? Does this thing allow for flexibility; for emergent behaviour? Are you limiting people or setting them free?

Hierarchy of Needs



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