

# Digital design principles

V2.2

# Design objective

The design of our digital channels should represent our strong, confident brand. It should serve our customer's needs through clean, simple, contemporary elegance. It will inspire people to travel, providing a delightful experience. Most importantly, it will be easy and efficient to use.

## Our design principles

Our 8 design principles outline our approach to design for digital channels — they are the foundation of our UI and UX output. Using them will help with decision making and can be used to measure the success of a design.



Design for  
customers



Design with  
knowledge



Focus on the  
task



Make it clear  
& simple



Make use of  
conventions



Be consistent  
not  
prescriptive



Avoid errors



Create  
contrast



# Design for customers

*For our services to be used successfully, we must design them for the customer and their needs. Consider goal completion, but also satisfaction and emotion.*

## Consider:

- The devices they use
- Experience of flying with BA and with the digital channel used (web,app,etc)
- Accessibility
- Emotional needs — create excitement, interest, calm, reassurance, trust, and avoid doubt, fear, stress, uncertainty and disappointment.
- Salience — ‘share what you know when it helps’
- Personalisation
- Cognitive load — don’t make people think!
- Choice — give people the control they need
- Culture



# Design with knowledge

*In order to make informed design decisions, we must gather information that could improve our design solutions. The more knowledge we have, the more likely we are to find the optimal design.*

- Understand the objectives the design must meet
- Agree on content before you design for it
- Prioritise content to inform design decisions
- Use metrics, research and customer feedback to understand our customers and their behaviour on that digital channel
- Analytics and insights should inform the design requirements which allow success to be measured objectively rather than subjectively
- Test early and often during the project, and continue to collect data once live



# Focus on the task

***Don't make things hard for customers. Break down tasks into manageable chunks so that users can focus on one thing at a time. By doing this, we can simplify the design which will provide greater clarity for the customer.***

- The purpose of the page should be clear and the actions to achieve goals should be obvious
- Tasks should be prioritised — if a customer initiates an action, that becomes the primary task — focus the design on the primary task
- Edge cases and secondary tasks should have a limited and balanced impact on the primary task
- Make choices clear and give customers control to take the action that is right for them. Actions should have an expected and obvious result
- Only ask for information when required. Only provide information at the point where it is relevant and useful — whether this is a positive or negative message
- Maintain 'scent' to guide users and give them confidence they're progressing towards their goal



# Make it clear and simple

*Nothing destroys a considered design approach more than poor layout. A cluttered design is not only hard to use, it reduces satisfaction. We should strive for a clear and simple layout that makes the experience easier and more delightful.*

- Clarity of communication is a fundamental goal and the principle of keeping things simple forms a key part of that objective
- Each element needs to justify its existence
- Reduce visual noise — restrict variation of elements
- Images must be relevant
- Writing should be effective and efficient — remove ‘blurb’
- Designs should be simple and clean with clear structure to create an obvious hierarchy
- Possible user interactions should be obvious
- Consider the balance between useful content and simplicity. Show content if it is useful, but consider when to display it within the customer journey.



# Make use of conventions

***Using design conventions can be a useful method of simplifying a design. Use them unless there is a very good reason not to.***

- Many design patterns have become accepted web conventions — take advantage of these as they remove the need for explanation and further noise/clutter on the page
- Avoid explanatory text when information can be clearly inferred. Don't use “view” or “click” for example.
- Innovate when you can prove your idea is better



# Be consistent not prescriptive

*We should always look to apply our design standards and patterns, however if a given situation is improved by applying bespoke styles, it should be considered.*

- Use consistent terminology across channels
- Use existing design patterns for that channel
- If design patterns do not work for a given context, don't follow them for the sake of it — but consider the site-wide impact of changes
- Behaviours should be easy to learn and reuse





# Avoid errors

**Where possible, avoid the possibility of errors occurring, however when it can't be prevented, ensure customers understand what to do to achieve success.**

- Error prevention is better than error handling
- Design effective error mechanisms for red paths — let customers know:
  - What has gone wrong
  - Why it's gone wrong
  - What they can do about it
- Error recovery should be easy and obvious



# Create contrast

*Contrast between UI elements is a fundamental aspect of design. It allows us to group and separate items effectively to help users make sense of content.*

## Consider:

- Size — how small or large something is helps define its importance, creates visual interest, and helps draw attention.
- Spacing — The area around or between elements is used to group and separate content. It influences importance and creates rhythm and pace, guiding the user through a design. Whitespace is not wasted space — it is a crucial design element.
- Value — This refers to how light or dark something is. Imagine black and white and all the shades in-between. It can create depth and highlights.
- Texture — Use with extreme caution as texture generally increases noise, something we avoid. Look to other ways of creating contrast.
- Shape — Used in subtle ways, such as placement of text into different width columns, shapes can create visual interest and contrast between elements.

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Lee Head

ICON CREDITS

Errors: Scott Lewis

Content: icons.design

Clarity: Dan Stack

Customer: JM Waideaswaran

Data: PJ Onori