

# How to Maintain Consistency Without Demanding Uniformity

Rob Rhyne

How many times has a developer quipped to a usability designer, “We can’t make it look pretty because you made us make it accessible and usable?” The purpose of this talk is to invigorate designers and encourage them to challenge the tried and true, while not forgetting the conventions that have emerged during the last 20 years of the personal computer usage. The usability profession must branch out from merely maintaining uniformity to establishing and cataloging common patterns and conventions.

## About the Speaker:

Equal parts designer and developer, Rob Rhyne has a perspective not commonly found in the technology field: he believes that technology should appear as beautiful to the user as it does to the developer. He is a veteran User Experience Designer who has participated in many large-scale design activities, including recent work for the American Red Cross, the Missile Defense Agency and the Environmental Protection Agency.

**MAINTAIN CONSISTENCY WITHOUT  
DEMANDING UNIFORMITY**

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There is            way to  
design something right



Does usability best practice  
contradict business best  
practice?

## **2 Keys of Usable Design**

1. \_\_\_\_\_
2. \_\_\_\_\_

Focus on \_\_\_\_\_ before  
mandating \_\_\_\_\_

Context is provided through  
\_\_\_\_\_ and \_\_\_\_\_

## Ways to provide Association

1. Use popular conventions & styles (uniformity)
2. Use common design patterns
3. Use well-known metaphors in your designs

### USING DESIGN PATTERNS

Pattern libraries \_\_\_\_\_  
design complexity while  
increasing \_\_\_\_\_

Patterns can be \_\_\_\_\_  
for increased \_\_\_\_\_

# Design Pattern Resources

Yahoo! Pattern Library

<http://developer.yahoo.com/ypatterns/>

“Web Patterns”, John Allsopp

[http://westciv.typepad.com/dog\\_or\\_higher/2005/11/webpatterns\\_and.html](http://westciv.typepad.com/dog_or_higher/2005/11/webpatterns_and.html)

**BREAKING CONSISTENCY FOR  
GLORY AND RICHES**

Don't create a new grammar  
if an established one already  
exists

Design metaphors             
of known user associations

## **You're already using them...**

Common design metaphors:

- \_\_\_\_\_

- \_\_\_\_\_

Innovation in usability  
happens by \_\_\_\_\_ new  
metaphors (analog and digital)

## QUESTION AND ANSWERS

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