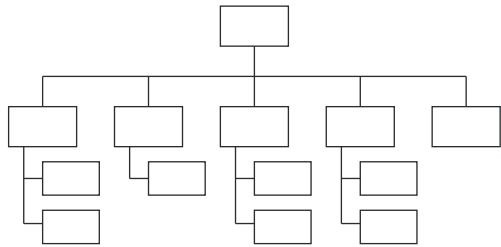
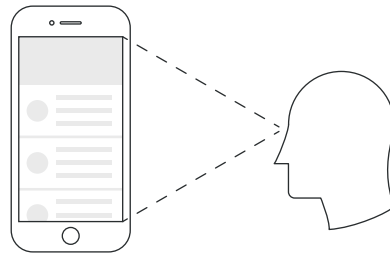


# Review app design basics



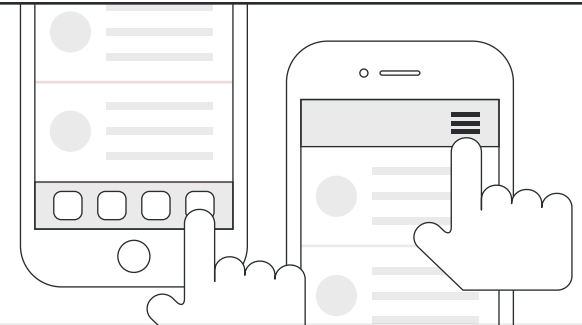
## 1. Information Architecture (IA)

Organisation and categorisation of content and features in the app



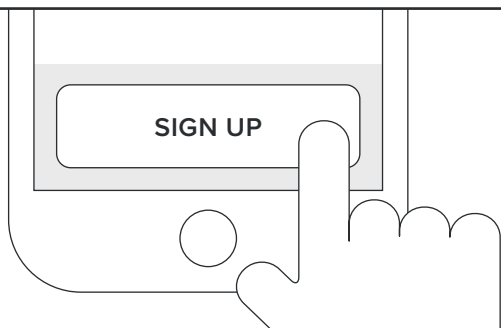
## 2. User interface (UI)

What the user actually sees on different screens in the app



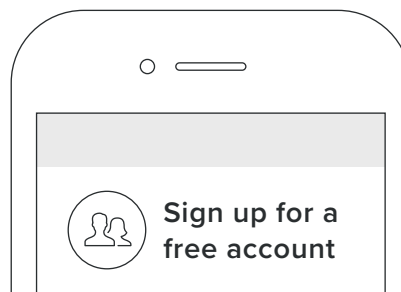
## 3. Navigation

The menu system for users to find their way around the app



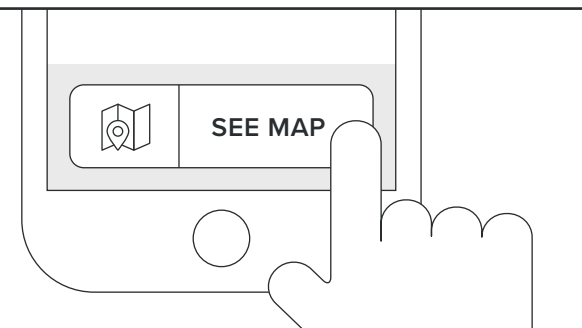
## 4. Buttons

For submitting forms and navigating to important screens and features



## 5. Call-to-action

A prominent headline or a message encouraging users to do something

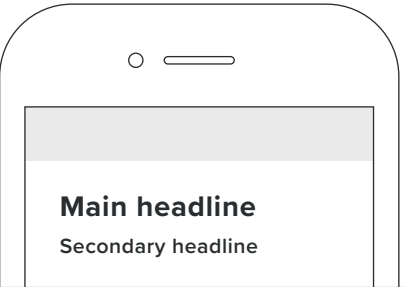


## 6. Features

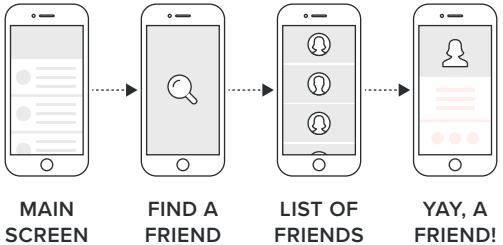
The main things that a user can do and see in the app

To design a great app, you need to consider many things. It's useful to have some basics in mind when designing and communicating ideas with your team.

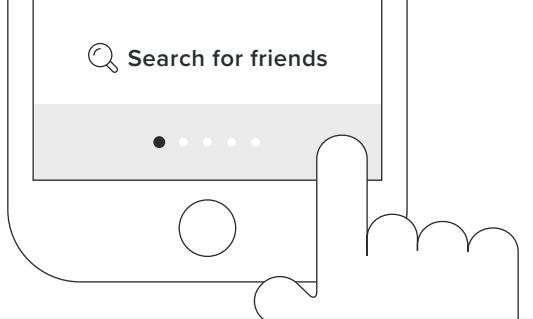
# Review app design basics



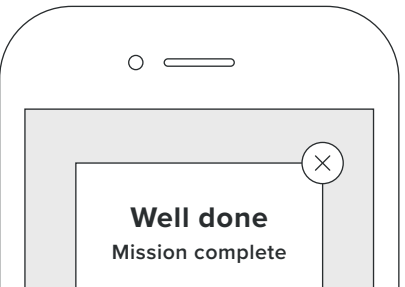
**7. Hierarchy**  
Prominence given to different parts of the interface depending on importance



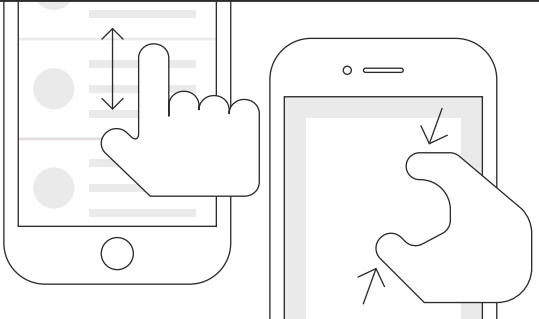
**8. User flow**  
The steps that a user goes through to complete a task in the app



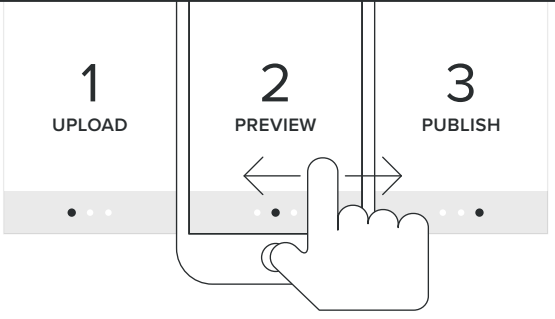
**9. Onboarding**  
The initial experience and instructions that explain how the app works



**10. Feedback**  
A message or notice on the interface to indicate something has happened



**11. Gestures**  
Interactions with the interface such as swiping to scroll and pinching to zoom



**12. Transitions**  
Animations and movement between interfaces and interface elements

To design a great app, you need to consider many things. It's useful to have some basics in mind when designing and communicating ideas with your team.