

The Design of Everyday Shiny Apps

CASEY AGUILAR-GERVASE & MAYA GANS

Bad Design is all Around Us

The Design of Everyday Shiny Apps
posit::conf(2025)

DON NORMAN'S DESIGN OF EVERYDAY THINGS

When people struggle to use something, the problem
lies in the design, not the user



**It is not the user's
job to know what
to do. It is the
designer's job to
make it obvious.**

DON NORMAN

The Uncomfortable
Katerina Kamprani



SCOPE OF WORK

LAYOUT

Structure guides the eye and creates order from complexity

TYPOGRAPHY

Type carries the voice of the interface, clarity meets personality

THE BRIEF

Design an interface that feels natural, clear, and true to the brand.

COLOR

Color sets tone, builds identity, and directs attention

COMPONENTS

Micro-interactions like tooltips and spinners reassure, guide, and inform

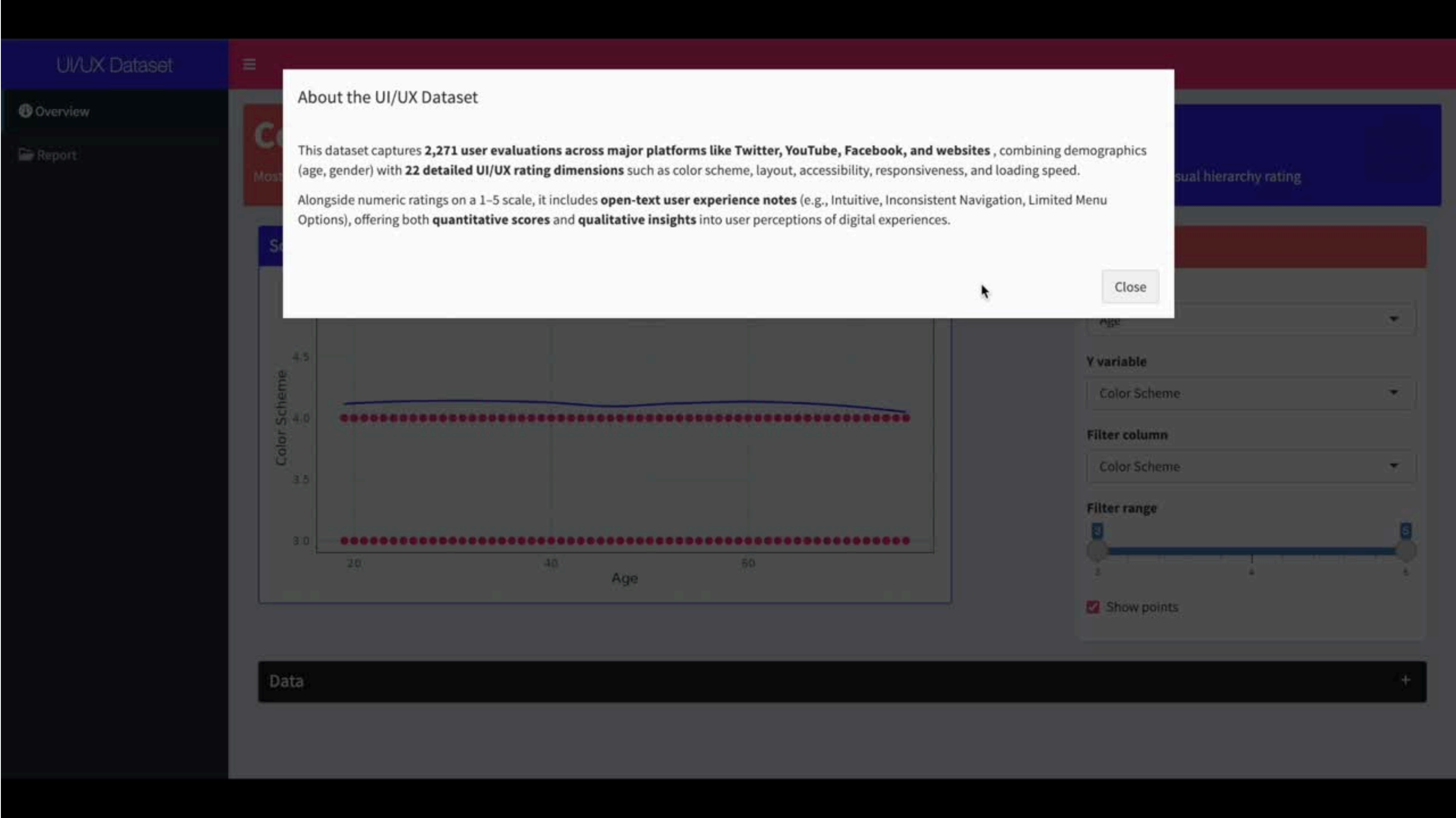
The Approved Color Palette

Whitesmoke #fcfff	Watermelon Sugar #ff6c71	Flamingo #fe2882	Cobalt #fcfff	Onyx #fcfff
---	--	--	-------------------------------------	-----------------------------------

Typography Rules

Telegraf Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0



SCOPE OF WORK

LAYOUT

Structure guides the eye and creates order from complexity

TYPOGRAPHY

Type carries the voice of the interface, clarity meets personality

THE BRIEF

Design an interface that feels natural, clear, and true to the brand.

COLOR

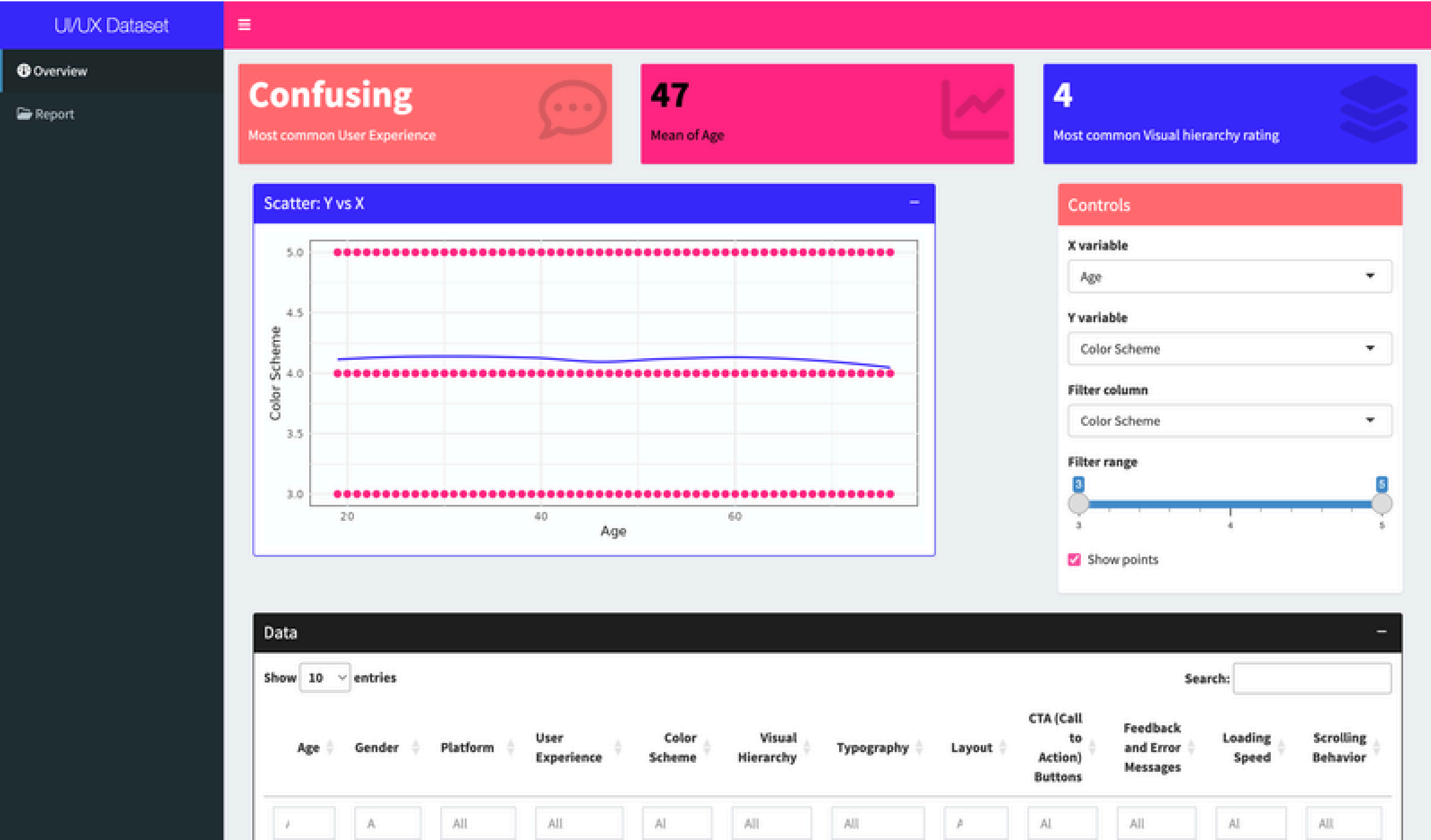
Color sets tone, builds identity, and directs attention

COMPONENTS

Micro-interactions like tooltips and spinners reassure, guide, and inform

THE UNCOMFORTABLE LAYOUT





UI/UX Dataset Exploration

Overview

Report

Exploration

Data Review

Most Common UX
Confusing
Primary Issue



Mean Age
47
Years Old



Top Visual Hierarchy
4
Hierarchy Level



Controls

X variable

Age

Y variable

Color Scheme

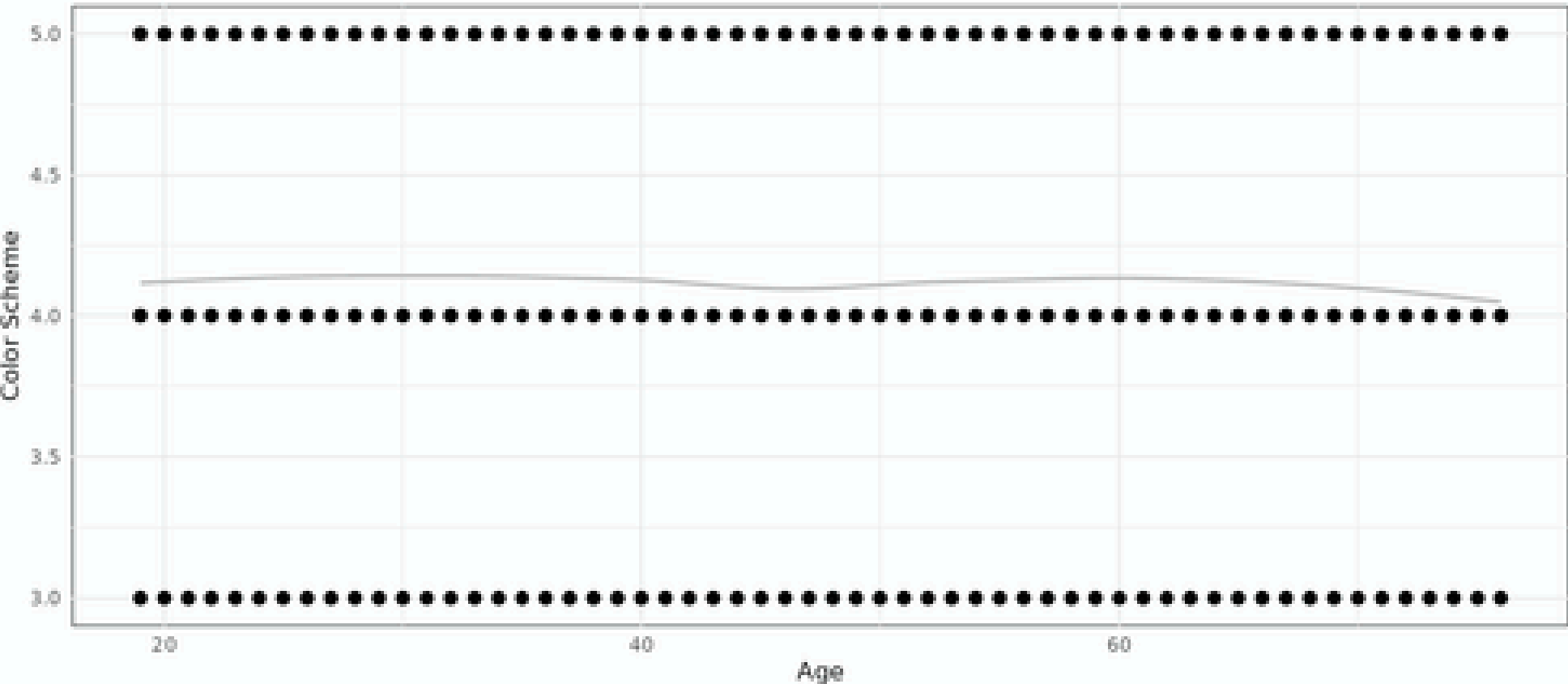
Filter column

Color Scheme

Filter Color Scheme range



☒ Show points





☒ Show points

Data

Show10entries

Search:

Age

Gender

Platform

User Experience

Color Scheme

Visual Hierarchy

Typography

Layout

CTA (Call to Action) Buttons

Feedback and Error Messages

Loading Speed

Scrolling Behavior

1

A

All

All

All

All

All

A

All

All

All

21maleTwitterIntuitive53554445

45femaleYoutubeIntuitive43343434

53maleFacebookInconsistent Navigation33443455

63femaleWebsiteAdequate43355445

66maleWebsiteLimited Menu Options33435544

49femaleYoutubeConfusing55344445

64maleTwitterIntuitive444434435

30femaleWebsiteWell-structured55455544

75maleWebsiteEngaging55445344

41femaleFacebookIntuitive34444344

Showing 1 to 10 of 2,271 entries

Previous

1

2

3

4

5

...

228

Next

UI/UX Dataset Exploration

Overview

Report

Exploration

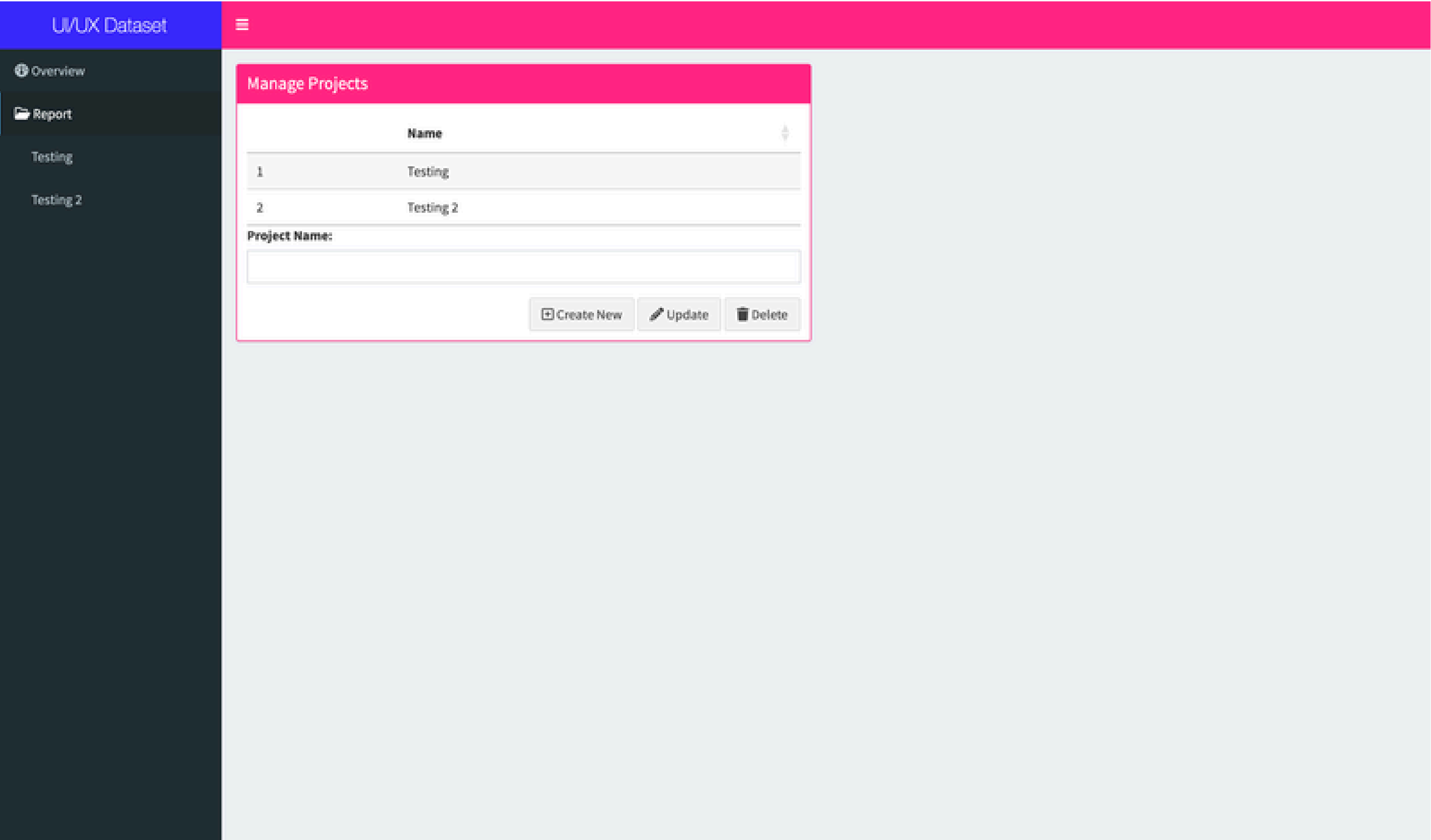
Data Review

Show 10 v entries

Search:

Age	Gender	Platform	User Experience	Color Scheme	Visual Hierarchy	Typography	Layout	CTA (Call to Action) Buttons	Feedback and Error Messages	Loading Speed	Scrolling Behavior
All	All	All	All	All	All	All	All	All	All	All	All
21	male	Twitter	Intuitive	5	3	5	5	4	4	4	5
45	female	Youtube	Intuitive	4	3	3	4	3	4	3	4
53	male	Facebook	Inconsistent Navigation	3	3	4	4	3	4	5	5
63	female	Website	Adequate	4	3	3	5	5	4	4	5
66	male	Website	Limited Menu Options	3	3	4	3	5	5	4	4
49	female	Youtube	Confusing	5	5	3	4	4	4	4	5
54	male	Twitter	Basic Navigation	4	4	4	4	3	4	3	4

LAYOUT



UVUX Dataset

Overview

Report

Testing

Testing 2

Report settings for Testing

Report title

UI/UX Exploration Report

Author

Casey

Notes (optional)

Download HTML Report

Current selections

Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

Current Selections

Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

Manage Projects

Name

No data available in table

Project Name:

Testing

+ Create New

Current Selections

Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

Manage Projects

Project Name

Testing

Testing 2

Project Name:

 Create New

Reports

Testing

Testing 2

Report title

UI/UX Exploration Report

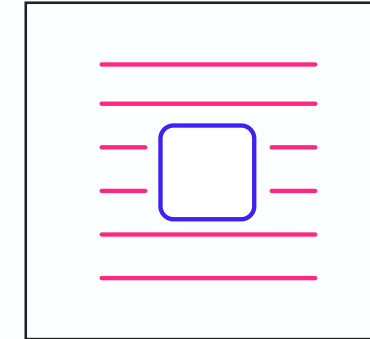
Author

Casey

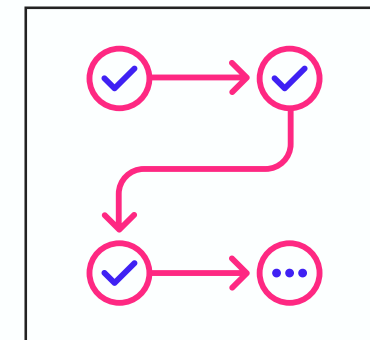
Notes (optional)

 Download HTML Report

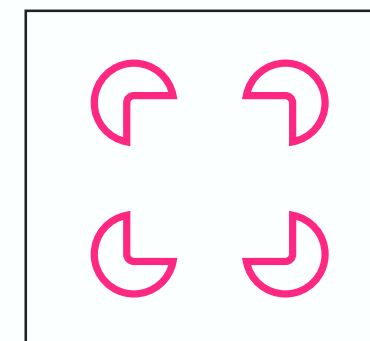
LAYOUT



Grid Alignment & Consistency



Visual Hierarchy & Flow
(Humans read in a Z)



Whitespace & Visual
Breathing Room

SCOPE OF WORK

LAYOUT

Structure guides the eye and creates order from complexity

TYPOGRAPHY

Type carries the voice of the interface, clarity meets personality

THE BRIEF

Design an interface that feels natural, clear, and true to the brand.

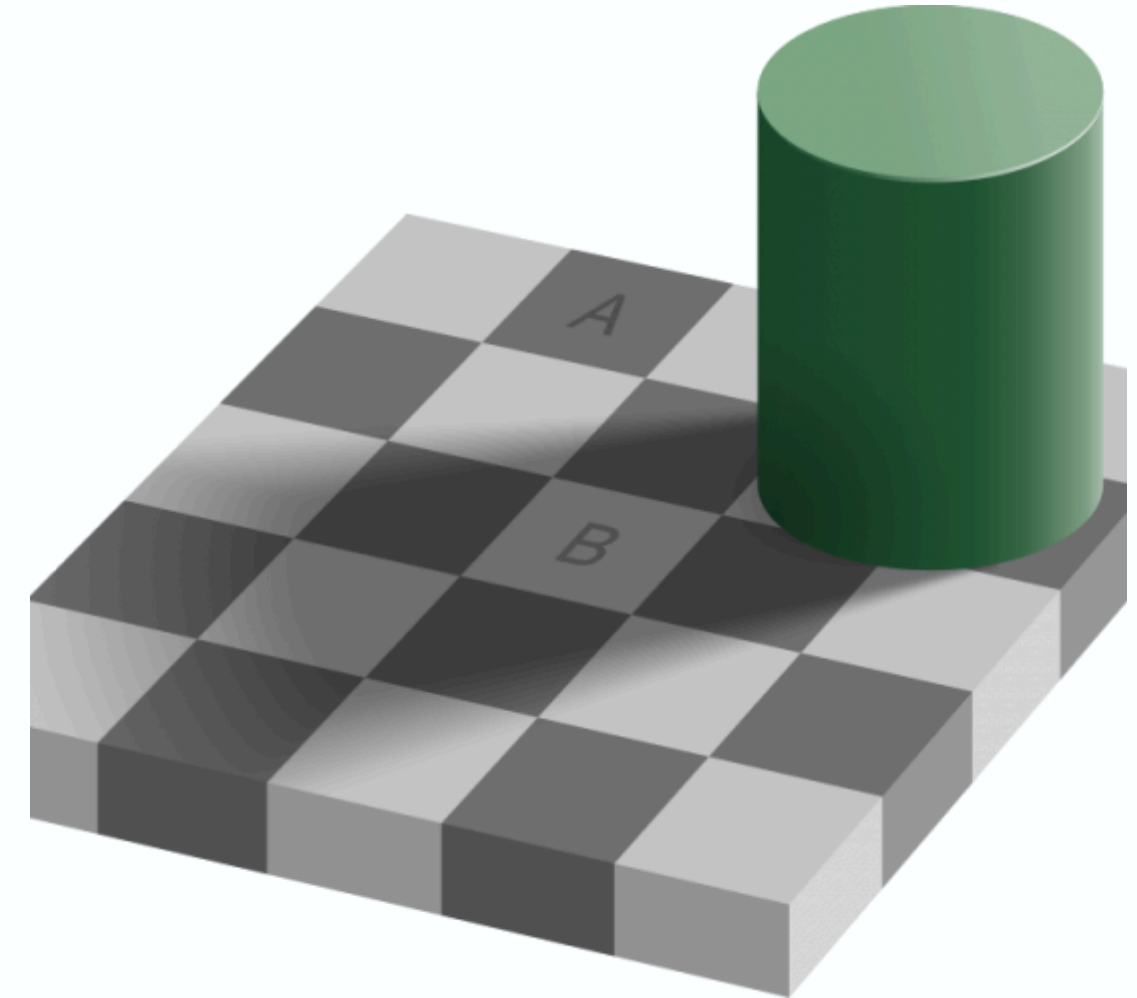
COLOR

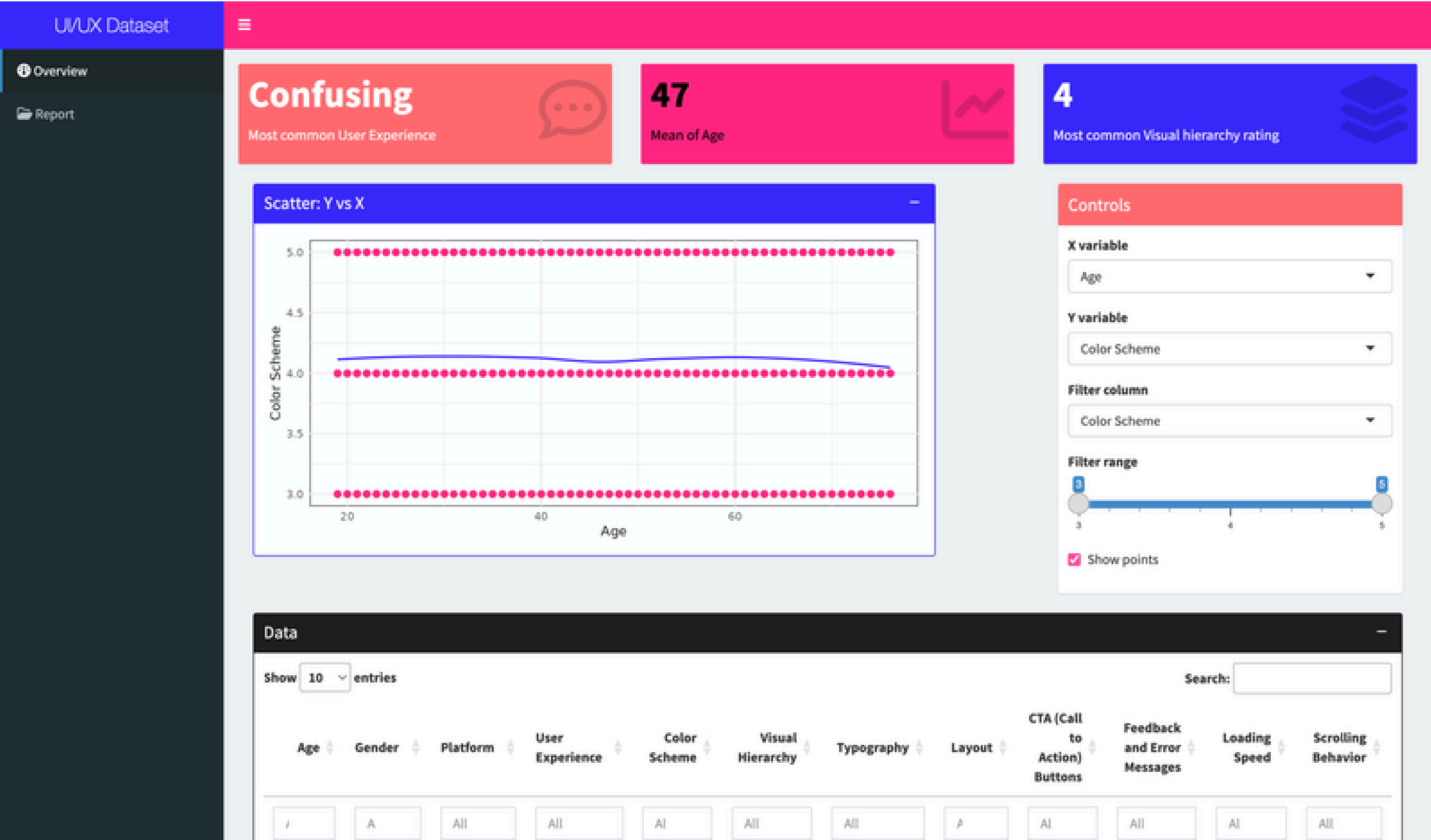
Color sets tone, builds identity, and directs attention

COMPONENTS

Micro-interactions like tooltips and spinners reassure, guide, and inform

THE UNCOMFORTABLE COLOR





UI/UX Dataset Exploration

Overview

Report

Exploration

Data Review

Most Common UX
Confusing
Primary Issue



Mean Age
47
Years Old



Top Visual Hierarchy
4
Hierarchy Level



Controls

X variable

Age

Y variable

Color Scheme

Filter column

Color Scheme

Filter Color Scheme range



☒ Show points



UI/UX Dataset Exploration

Overview

Report

Exploration

Data Review

Most Common UX

Confusing

Primary Issue



Mean Age

47

Years Old



Top Visual Hierarchy

4

Hierarchy Level



Controls

X variable

Age

Y variable

Color Scheme

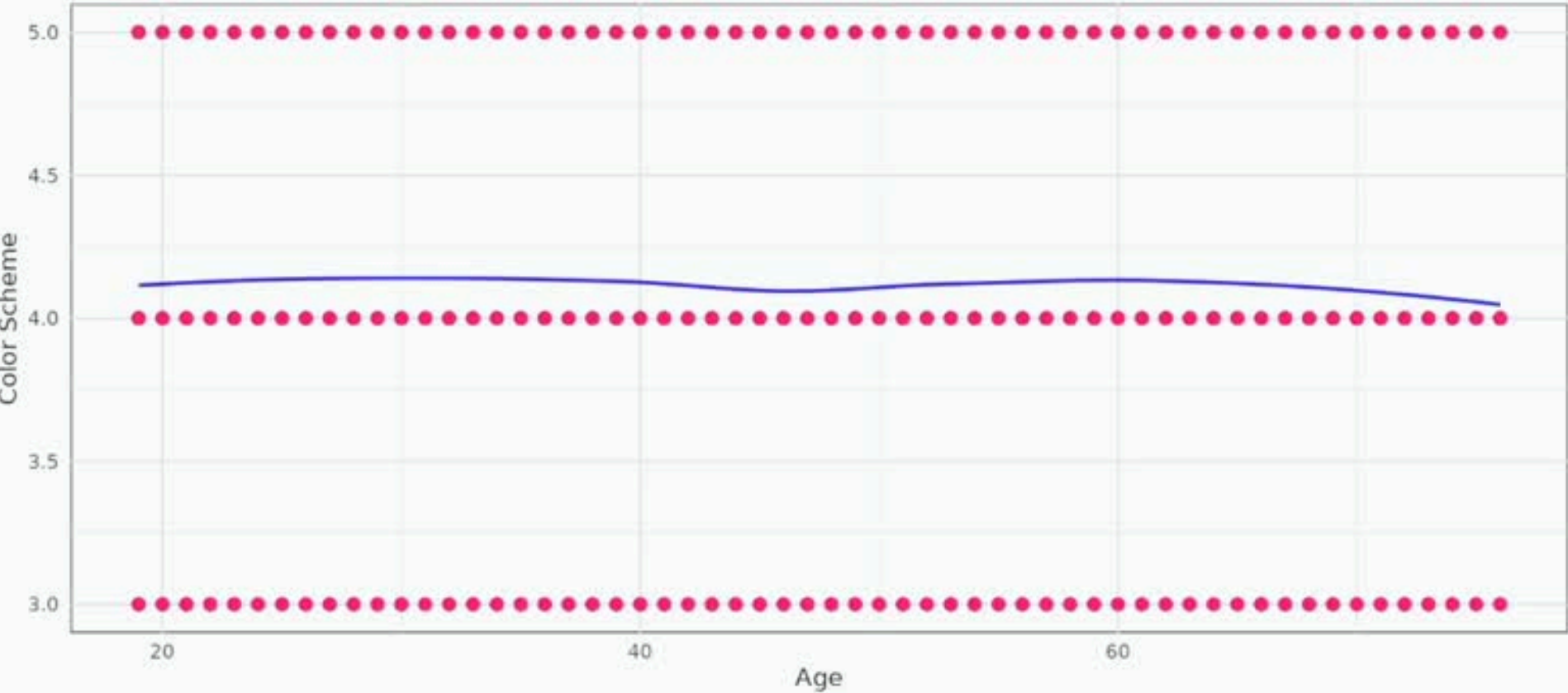
Filter column

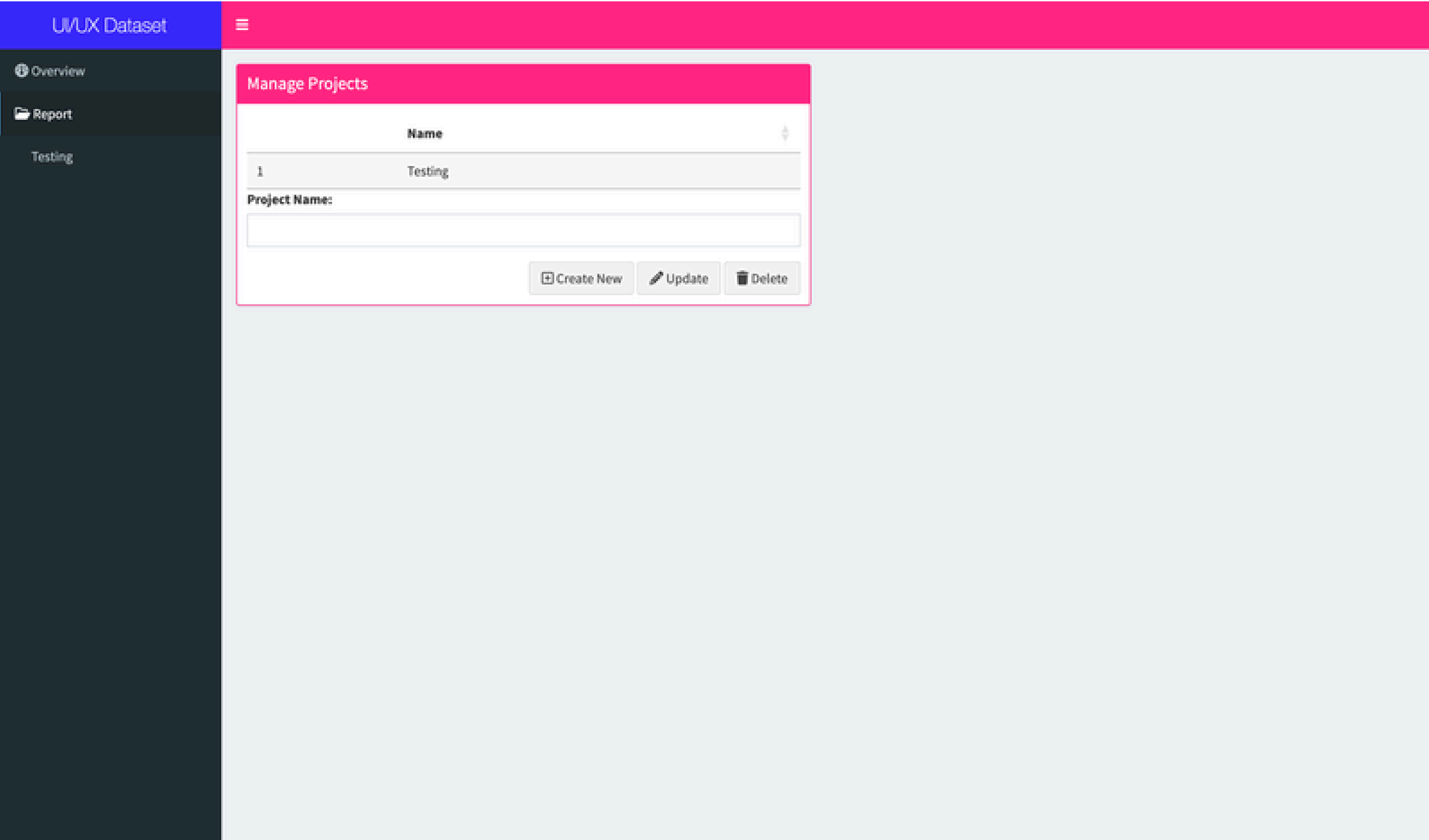
Color Scheme

Filter Color Scheme range



☒ Show points





UI/UX Dataset Exploration

Overview

Report

Current Selections

Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

Manage Projects

Name

No data available in table

Project Name:

Testing

+ Create New

UI/UX Dataset

Overview

Report

Testing

Manage Projects

	Name	
1	Testing	

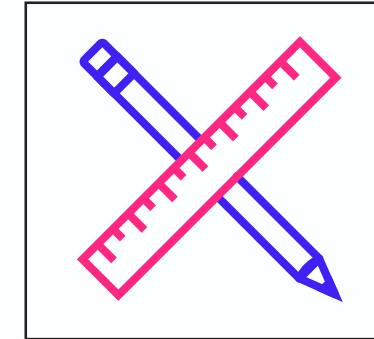
Project Name:

Create New

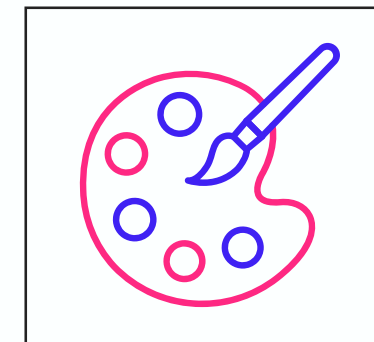
Update

Delete

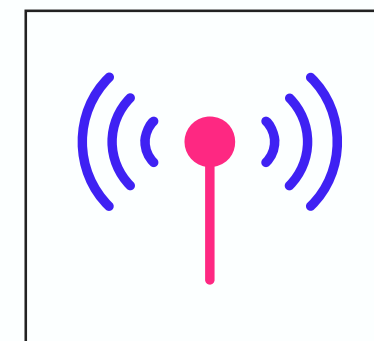
COLOR



Start designing in black and white



Stick to a defined palette



Use color to highlight, not to dominate.

SCOPE OF WORK

LAYOUT

Structure guides the eye and creates order from complexity

TYPOGRAPHY

Type carries the voice of the interface, clarity meets personality

THE BRIEF

Design an interface that feels natural, clear, and true to the brand.

COLOR

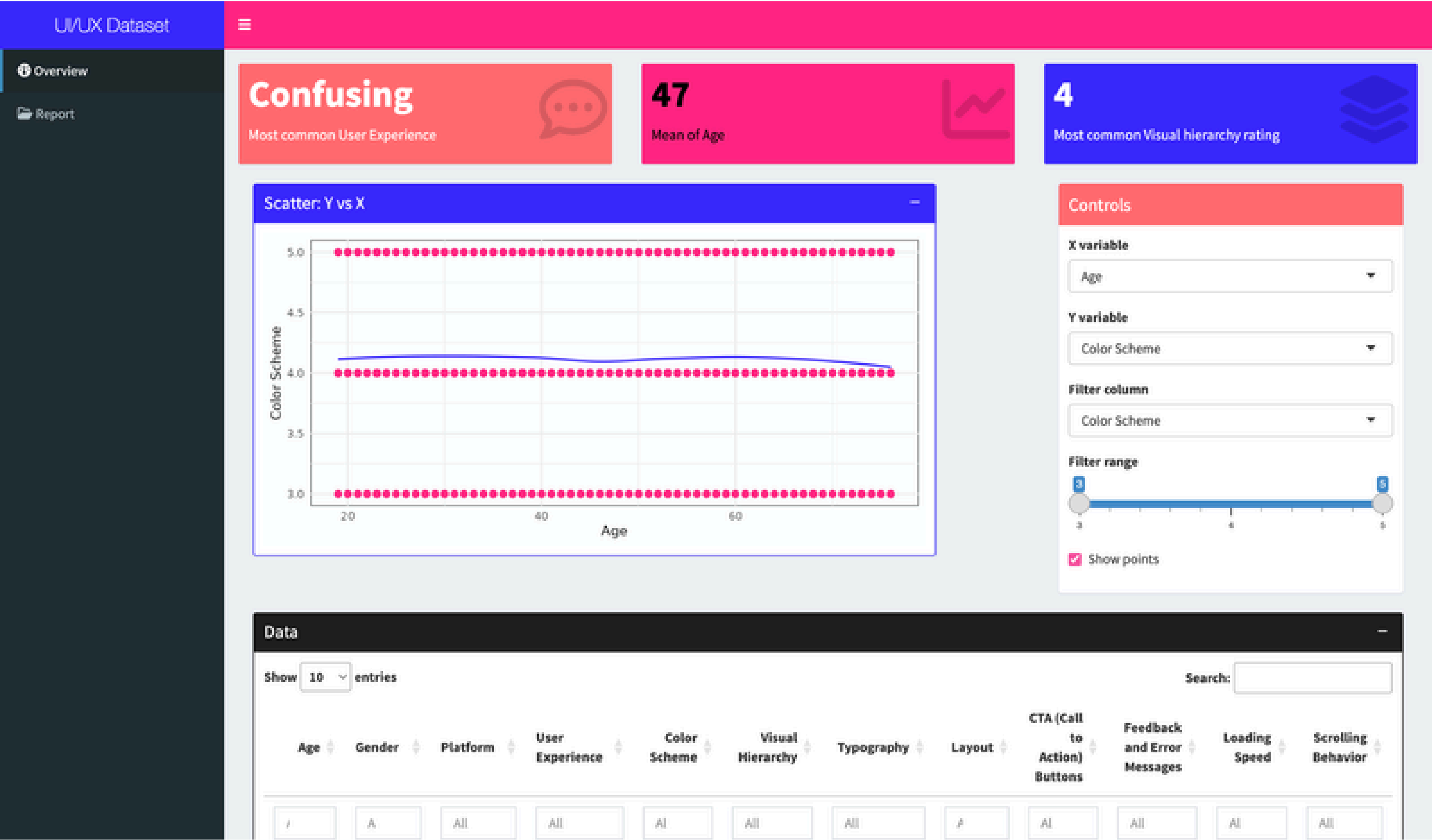
Color sets tone, builds identity, and directs attention

COMPONENTS

Micro-interactions like tooltips and spinners reassure, guide, and inform

THE UNCOMFORTABLE TYPE FACE





UI/UX Dataset Exploration

Overview

Report

Exploration

Data Review

MOST COMMON UX

Confusing

Primary Issue



MEAN AGE

47

Years Old



TOP VISUAL HIERARCHY

4

Hierarchy Level



Controls

X VARIABLE

Age

Y VARIABLE

Color Scheme

FILTER COLUMN

Color Scheme

FILTER COLOR SCHEME RANGE



☒ Show points



TYPOGRAPHY

UI/UX Dataset Exploration

Overview

Report

Exploration

Data Review

MOST COMMON UX

Confusing

Primary Issue



MEAN AGE

47

Years Old



TOP VISUAL HIERARCHY

4

Hierarchy Level



Controls

X VARIABLE

Age

Y VARIABLE

Color Scheme

FILTER COLUMN

Color Scheme

FILTER COLOR SCHEME RANGE

3

3

3.2

3.4

3.6

3.8

4

4.2

4.4

4.6

4.8

5

5

☒ Show points



TYPOGRAPHY

UI/UX Dataset

Overview

Report

Testing

Report settings for Testing

Report title

UI/UX Exploration Report

Author

Casey

Notes (optional)

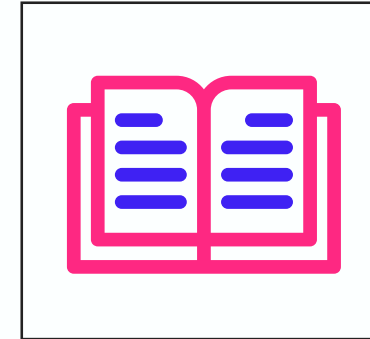
Download HTML Report

Current selections

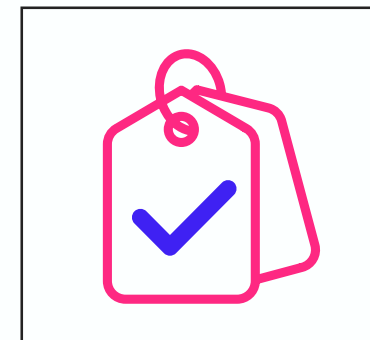
Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

TYPOGRAPHY

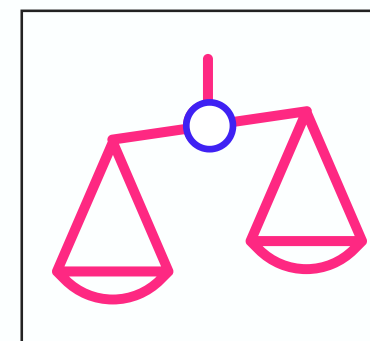
TYPOGRAPHY



Match style to brand



Think about weight and case, not just size



Be consistent and balanced (font-weight, increments of 4px)

SCOPE OF WORK

LAYOUT

Structure guides the eye and creates order from complexity

TYPOGRAPHY

Type carries the voice of the interface, clarity meets personality

THE BRIEF

Design an interface that feels natural, clear, and true to the brand.

COLOR

Color sets tone, builds identity, and directs attention

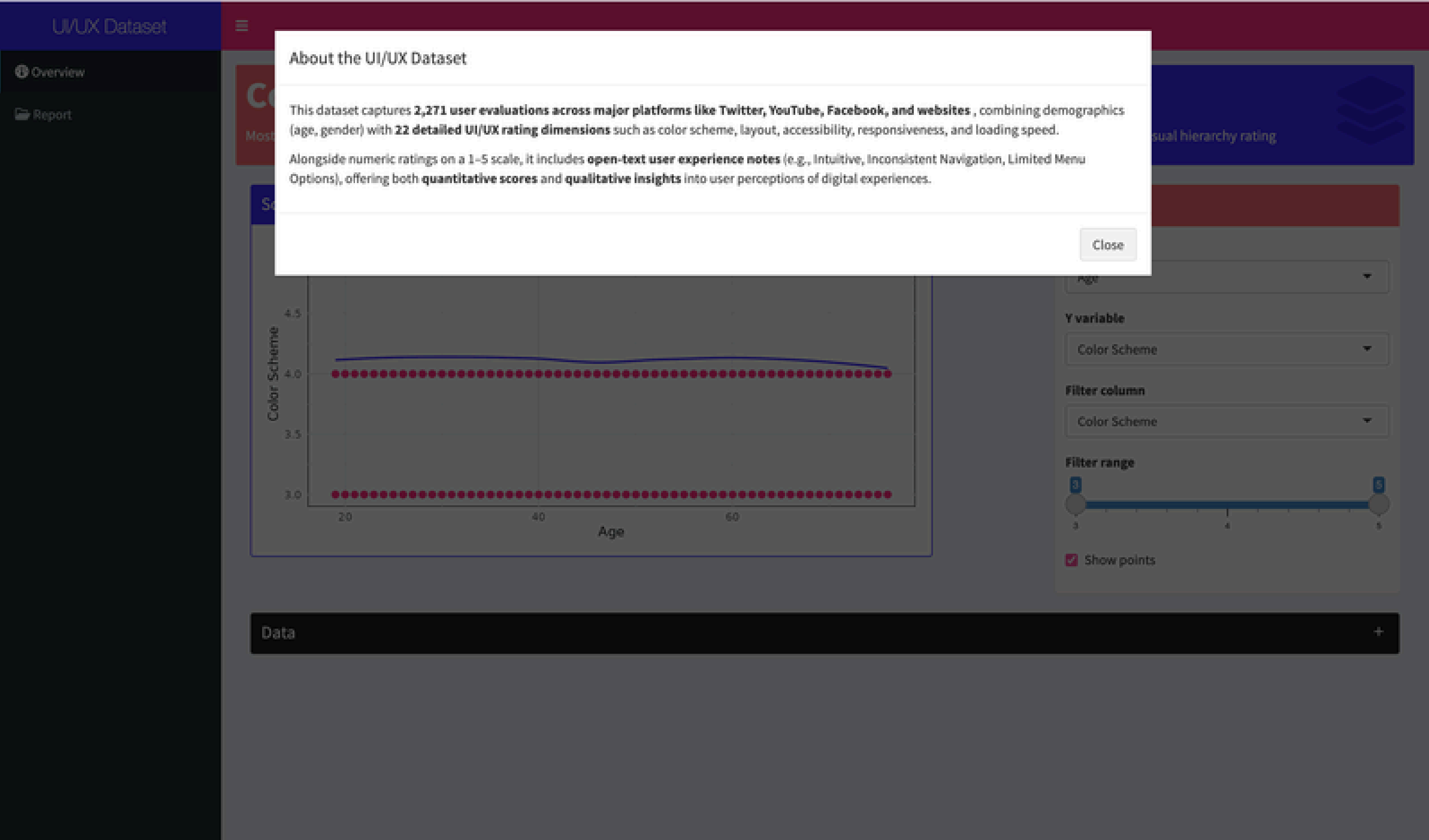
COMPONENTS

Micro-interactions like tooltips and spinners reassure, guide, and inform

THE UNCOMFORTABLE COMPONENT



Inflatable Door Knob
Katerina Kamprani



Current Selections i

Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

Manage Projects i

Project Name

Testing

PROJECT NAME:

Testing

UPDATE

DELETE

Reports

Testing

REPORT TITLE

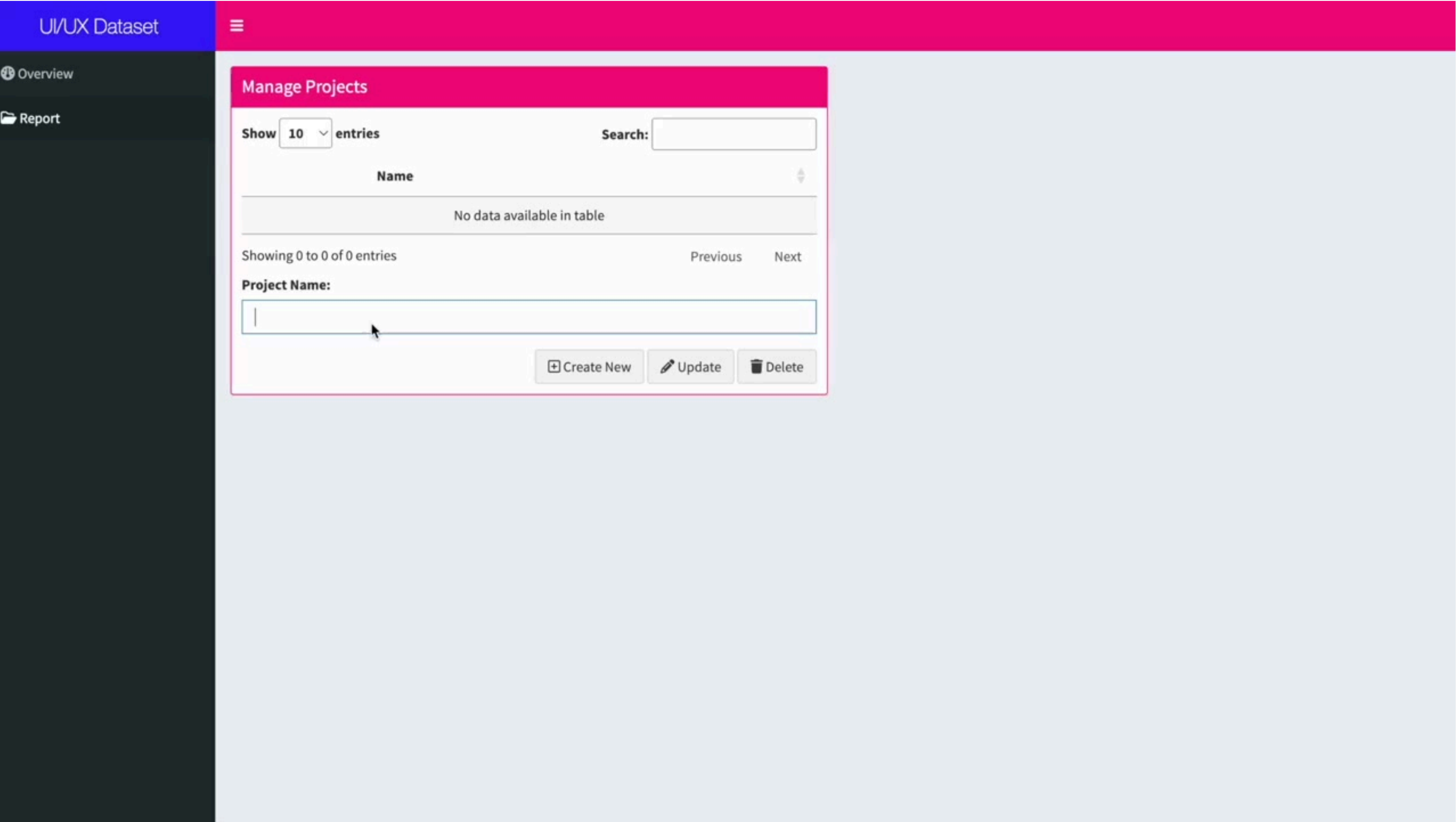
UI/UX Exploration Report

AUTHOR

Casey

NOTES (OPTIONAL)

DOWNLOAD HTML REPORT



UI/UX Dataset

Overview

Report

Testing

Manage Projects

	Name
1	Testing

Project Name:

Create New

Update

Delete

UI/UX Dataset

Overview

Report

testing

Report settings for testing

Report title

UI/UX Exploration Report

Author

Casey

Notes (optional)

Download HTML Report

Current selections

Setting	Value
X variable	Age
Y variable	Color Scheme
Filter	Color Scheme between 3 and 5
Show points	Yes

UI/UX Dataset Exploration



Overview

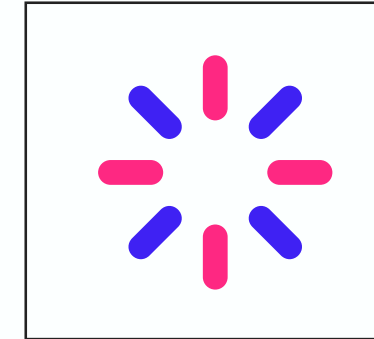
Report

Exploration

Data Review

Age	Gender	Platform	User Experience	Color Scheme	Visual Hierarchy	Typography	Layout	CTA (
21	male	Twitter	Intuitive	5	3	5	5	4
45	female	Youtube	Intuitive	4	3	3	4	3
53	male	Facebook	Inconsistent Navigation	3	3	4	4	3
63	female	Website	Adequate	4	3	3	5	5
66	male	Website	Limited Menu Options	3	3	4	3	5
49	female	Youtube	Confusing	5	5	3	4	4
64	male	Twitter	Intuitive	4	4	4	4	3
30	female	Website	Well-structured	5	5	4	5	5
75	male	Website	Engaging	5	5	4	4	5
41	female	Facebook	Intuitive	3	4	4	4	4
64	male	Youtube	Clear and concise	5	4	4	5	4
27	female	Facebook	Limited Menu Options	3	5	4	4	4
56	male	Instagram	Inconsistent Navigation	5	4	4	5	5
53	female	Facebook	Clear and concise	4	4	3	3	3
59	male	Facebook	Intuitive	4	4	4	3	4
54	female	Instagram	Intuitive	3	3	5	4	5
39	male	Youtube	Intuitive	5	3	4	4	4
62	female	Youtube	Confusing	4	3	4	4	4
32	male	Instagram	Efficient	4	3	3	4	5
21	female	Website	Intuitive	4	4	4	5	4

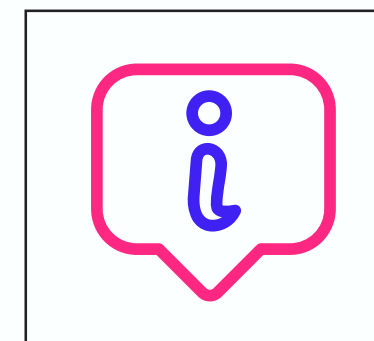
COMPONENTS



Visual Feedback &
Responsiveness



Error Prevention &
Confirmation



Progressive Disclosure
& Guidance

KEY TAKEAWAYS



COMPOSITION

Grids, whitespace, and hierarchy help users scan quickly, reducing frustration and drop-offs.



TONE AND MOOD

Familiar **colors and typography** build trust, reduce friction, and boost engagement.



CLARITY

Clear feedback and consistent patterns cut guesswork, errors, and support overhead, enabling smoother adoption.

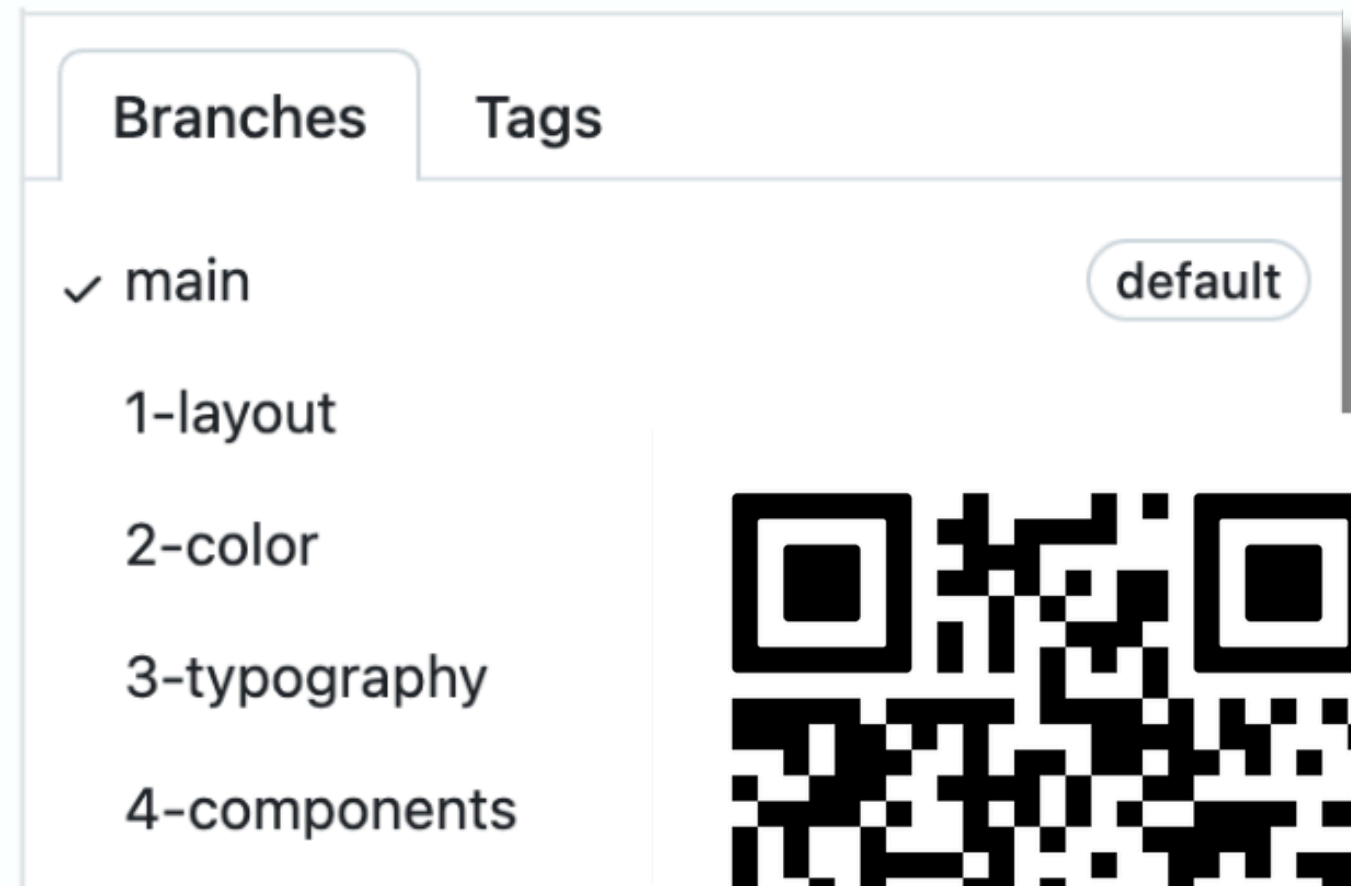
**Design is not just
what it looks like
and feels like.
Design is how it
works.**

DON NORMAN



The Uncomfortable
Katerina Kamprani

Thank you!



CASEY AGUILAR-GERVASE

casey.aguilar-gervase@atorusresearch.com

MAYA GANS

maya.gans@atorusresearch.com