



“Fight my way through it all again”

From my friend [Robin Rendle](#):

But here’s what modern UI design looks like: There’s always a confusing title; it doesn’t quickly tell me what to do or what it wants me to understand; beneath that there’s a subtitle, explaining the title again; beneath that there’s several sentences that restates the title and subtitle but simply jumbles all the words around to make it justify its existence; then the button—there is always a button—and it asks me to “Confirm” or “Apply” but as to what I’m confirming or applying I have absolutely no idea unless I go back to the text and fight my way through it all again.

Kept nodding through this whole essay. I don’t love nervous user interfaces that share their own problems and insecurities with their users. I love *confident* interfaces that know exactly what to say, and don’t outstay their welcome.

[Newer](#)

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“More nuanced, more expert, in...”

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