I0 Principles Of Good Website Design

- Usability & Utility, not the visual design, determine the success or failure of a web-site.
- visitor of the page is person who clicks the mouse decides everything,
- user-centric design has established as a standard approach for successful; profit-oriented web design.
- If users can't use a feature, it might as well not exist.
- users' habits on the Web similar to customers' habits in a store
- Users glance at each new page, scan some of the text, click on the first link that catches their interest / vaguely resembles their interest - large parts of the page they don't even look at.

I0 Principles Of Good Website Design

- Users appreciate quality and credibility.
- Page with high quality content users ready to compromise on advetisements, other extra stuff..
- Content is KING; (shall we say more than important than Design)
- Users don't read, they scan
- users search for some fixed points or anchors which would guide them through the content of the page.



- Web users are impatient and insist on instant gratification.
- ✓ simple principle: If a web-site isn't able to meet users' expectations design has failed!
- ✓ Higher cognitive load , less intuitive navigation, users
 exit in search of alternatives
- Users don't make optimal choices
- > No page is read in linear fashion
- Satisfaction comes first.
- > Satisficing is more efficient

Users follow their intuition.

- "If users find something that works, they stick to it.
- It doesn't matter understand how things work, as long as they can get things done! .
- Users want to have control.
- don't want new windows popping up unexpectedly and they want to be able to get back with a "Back"-button
- good practice to never open links in new browser windows.
- And s don't forget Jakob's Law of the Internet User
 Experience. Users spend most of their time on other sites.

Users prefer your site to work the same way as all the other websites they use do!!

I. Don't Make Users Think

- Krug's first law of usability, the web-page should be obvious and self-explanatory.
- If the navigation site architecture aren't intuitive, user gets confused;
- Makes it harder for users to comprehend and how to move from point A to point B.
- A clear structure, moderate visual clues and easily recognizable links
- helps users to achieve their aim



- "beyond channels, beyond products, beyond distribution". What does it *mean*. users tend to explore web-sites according to the "F"-pattern
- three statements would be the first elements users will see on the page once it is loaded.
- design itself is simple and intuitive but nothing understood
 from those three statements unnecessary question mark ?? minds
 of the user!!
- visual explanation RHS
- exchanging places increase usability
- Next is the right way! Expression

Engine – similar layout....but



- F part has the clear focus on the overall service offered!
- Slogan becomes functional --options to try the service and download the free version.
- Cognitive load reduction in a website is paramount for the user
- If achieved it is easy to retain users.
- Users won't use your web site if they can't find their way around it.
- (we will talk on this at greater depth in Navigation Design)
- ExpressionEngine uses the very same structure like Beyondis, but avoids unnecessary question marks.

• 2. Don't Squander Users' Patience

- keep your user requirements minimal.
- Lesser the user action requirements to test service more likely the usage of it!
- First-time visitors -- play with the service
- Don't ask them to fill long forms, ask email ids, etc..
- Allow users to explore the site / discover your services before pinging for private data!!
- **General observation** users provide email id when they are clear of what they are likely to get in return



 Bad Layout – too much information being asked b4 any clarity on the service!!



• Stikkit have got it right!! user-friendly service which requires almost nothing from the visitor -- unobtrusive /comforting. The ideal UX u want as a designer

3. Manage To Focus Users' Attention

- static and dynamic content in a page
- some aspects of the user interface attract attention more than others do.
- images are more eye-catching than the text
- sentences marked as bold are more attractive than plain text.
- human eye is a highly non-linear device
- web-users can instantly recognize edges, patterns and motions.
- video-based advertisements are hated!!! annoying and distracting,
- marketing perspective right!! capturing users' attention.



Home Engo Late Weblog News About Us Search

FREE.

Software is too frustrating.

There are a lot of choices in today's computing world – what's worse, most of them are too complicated. Hundreds of features, docume of user preferences, unresponsive programs, inscrutable error messages, crowded toolbars, marchess disrespect for the safety of your data; all of these are problems that propue most of today's software.

But not all of it.

Yes, its true. You may have seen some of it - glammering rays.

Enso

Having to change programs to perform simple talks—for example, making a quick calculation, or looking up a definition—breaks your concentration, takes you away from the task at hand, and weeter your variable time. E---- lets you do common computing tasks easier and faster than ever before. You get a huge productivity boost and a simpler digital life. And now that Enso is free, it went't opet you a penny.

Walt Mossberg of the Walf Silvest Journal explains:

- Humanized perfectly uses the principle of focus
- FREE word is the first one that strikes! attractive and appealing,
 but still calm and purely informative
- enough information of how to find more about the "free" product.
- moderate use of visual elements to find out navigation from one place to another
- Less question marks point comes back again!!
- less thinking needs to happen behind the scenes, the better is the user experience which is the aim of usability in the first place

4. Strive For Feature Exposure

- Modern web designs criticized guiding users with visually appealing I-2-3-steps. large buttons with visual effects etc.
- Design perspective these elements actually aren't a bad thing.
- guidelines are extremely effective -- lead the visitors through the site content -- simple and user-friendly way.
- Letting the user see clearly what functions are available

fundamental principle UID

- Dibusoft visual appeal
- with clear site structure.
- 9 main navigation options
 visible at the first glance.
- Color choice ???



5. Make Use Of Effective Writing

- different from print adjust the writing style to users' preferences and browsing habits.
- Promotional writing won't be read.
- Exaggerated language / without emphasis will be ignored.
- Talk business. Avoid not familiar, casual and cute names!
- Signup or Sign-in is always better than Start Now or Get In.
- use short and concise phrases (come to the point as quicky as possible),

- use scannable layout (categorize the content, use multiple heading levels, use visual elements / bulleted lists which break the flow of uniform text blocks),
- use plain and objective language (a promotion doesn't need to sound like advertisement; some reasonable and objective reason why ppl shud use ur site

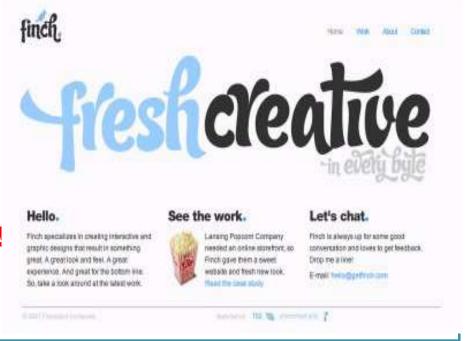


Eleven2.com directly to the point.
No cute words, no exaggerated statements.
Instead a price:
just what visitors are looking for

6. Strive For Simplicity

- Users are rarely on a site to enjoy the design
- The Keep it Simple and Straight applies to Web as well
- User view more content and less advts is a good site!
- user-friendly print-version of web pages is essential for good user experience.
- Finch site info is clear
- Gives visitors a choice
- No overcrowding

They have Kept It Simple!



7. Don't Be Afraid Of The White Space

- helps to reduce the cognitive load for the visitors
- Easier to perceive the information on the screen
- On visiting a page user scan the page/ divide the content area into digestible pieces of information
- Complex structures are harder to read, scan, analyze and work with
- Always separate different design elements with sufficient whitespace
- Hierarchical structures reduce complexity Simon's Law:
 The better you manage to provide users with a sense of visual hierarchy, the easier your content will be to perceive.



- White space is good. Cameron.io uses white space as a primary design element.
- *well-scannable layout which gives the content a dominating position it deserves.

8. Communicate Effectively With A "Visible Language"

- •3 cardinal principles Organise, Economize, & Communicate
- •Organize: provide the user with a clear and consistent conceptual structure.
- •Consistency, screen layout, relationships and navigability are important concepts of organization.
- •same conventions and rules should be applied to all elements0.
- •Economize: do the most with least no of visual cues / elements
- •simplicity, clarity, distinctiveness, emphasis key focus
- Include only those that are imporant
- Avoid Ambiguity
- •Important Properties must be noticeable
- Easy perception of key aspects

•Communicate:

- •match the presentation to the capabilities of the user.
- •UI to maintain balance legibility, readability, typography, symbolism, multiple views, and color or texture communicate successfully.
- •max. 3 typefaces / max of 3 point sizes a max of 18 words or 50-80 characters per line of text.

•9. Conventions Are Our Friends

- •reduce the learning curve, the need to figure out how things work
- •users' confidence, trust, reliability and prove your credibility high.
- •Best Test a foreign user on a website (w.r.t language) say english user on a French website still being able to locate what he or she wants

10.Test Early, Test Often

- •TETO-principle -- every web design project
- •usability tests often provide **crucial insights** into significant problems issues in a DESIGN!
- •Test not too late, not too little; not for the wrong reasons
- •Steve Krug, testing one user is 100% better than testing

 none and testing one user early in the project is better than testing

 50 near the end
- •testing is an iterative process test design then & there
- •usability tests always produce useful results
- •Weinberg's law, a developer is unsuited to test his or her code.

We are very good lawyers for our mistakes and excellent judges of others!!



• Web AccessibilityInitiativeWAI

USER INTERFACE DESIGN GUIDELINES ADDITIONAL

- Graphical User Interface
- Advantages of a Graphical User Interface
- Suitable for non-technical users
- The complexity of actions is hidden from the users
- Enhanced by attractive visuals
- Immediate visual feedback
- Leverages models and imagery from the real world
- Enables usage of multiple input devices

Disadvantages of a Graphical User Interface

- Requires power and memory resources
- Might have low discoverability
- Might overwhelm users with the growing amount of control elements
- Hidden commands need to be searched intentionally
- Working with the graphical user interface is tricky.
- -- often contains multiple menus and other elements that are unique to the GUI, such as keyboard and mouse interactions.

Graphical User Interface Design Guidelines

- Tooltips on menu items and button icons;
- A global search for functions and settings;
- Separation between program functions via different types of menus (pop-up menu with a right-click, quick-access buttons, drop-down menu).
- plenty of materials on the topic describing tried and true practices,
- so you don't have to invent everything from scratch.

Touchscreen Graphical User Interface

- Easier and quicker than manipulating a mouse or typing
- Avoids external devices such as a keyboard or mouse
- Possibility of adding various motion actions
- Accessible to children and elders
- Zoom-in gestures promote accessibility for visually impaired
- Adaptable to a wide range of devices
- Disadvantages
- Control elements size is limited by mobile display size
- Additional motions may not be easy to discover
- May be unnecessarily activated by stray touches

Conversational UI

- Advantages
- Versatile in applications
- No need to learn new skills
- Voice provides a realistic feel
- Connects with users on a personal level
- Responds with context to build interactions
- Adapts to gender, tone, accent, and pace of speech
- Can be integrated into existing apps
- Disadvantages of a Conversational UI
- Limited amount of visual and textual clues
- Articulating commands might be complicated

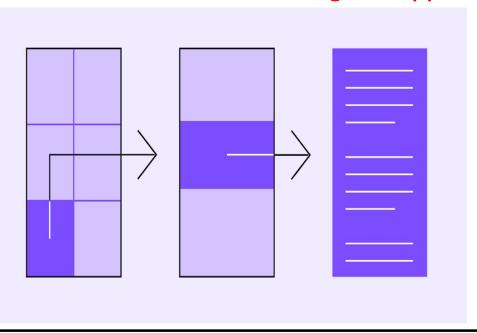
- words and language-based communication being as useful, if not more.
- Conversational UIs allow users to interact with computers simply by telling them what to do.
- verbal or voice-controlled (Siri or Alexa) or written (chatbots).
- software should have voice recognition capabilities.
- human-like conversation with devices instead of using computer-specific language.
- prevent any conversational dead-ends.
- Make messages concise, chance of user overwhelmed
- turn-taking that will smoothly progress the dialog.

A good User Interface should be

- easy to use,
- have intuitive user pathways,
- allow users to try different options, look pleasing,
- use suitable colors for key areas, and contain help documentation.
- consider what your users need and what will simplify the processes within your application.
- Syntactic commands / click of icons / talking to the system
- social aspect to the interaction is very crucial for design

NAVIGATION DESIGN GUIDELINES

- Navigation is the act of moving between screens of an app / software / website to complete tasks
- Several means: dedicated navigation components, embedding navigation behavior into content, and platform affordances.
- Navigation enables users to move through an app.



Lateral navigation

- moving between screens at the same level of hierarchy.
- primary navigation component -access to all destinations at top level of its hierarchy.

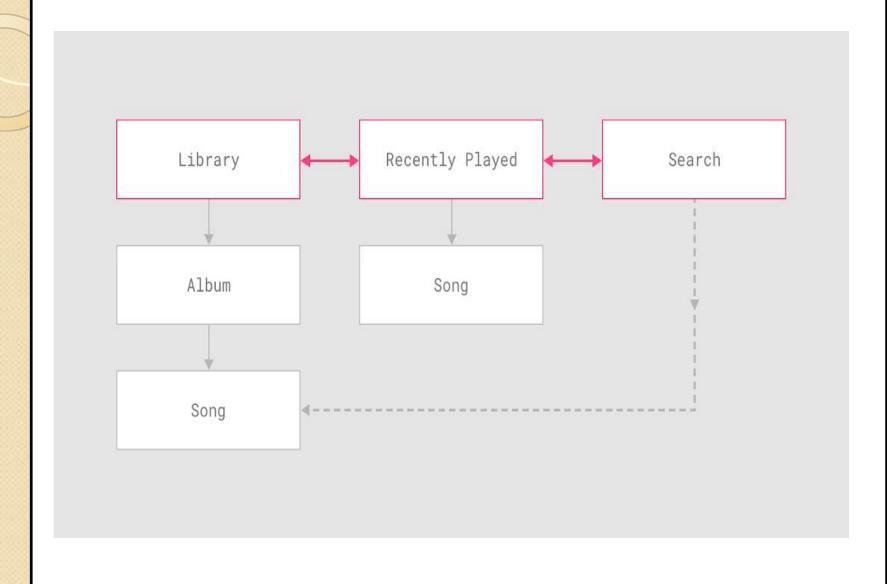
Forward navigation

- b/w screens at consecutive levels of hierarchy, steps in a flow, across an app.
- * Forward navigation embeds navigation behavior into containers (such as cards, lists, or images), buttons, links, or by using search.

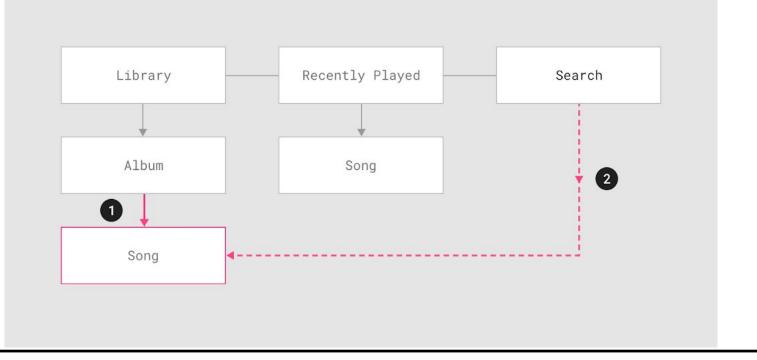
Reverse navigation

- * backwards through screens either chronologically (within one app or across different apps) or hierarchically (within an app).
- Platform conventions determine the exact behavior of reverse navigation within an app.

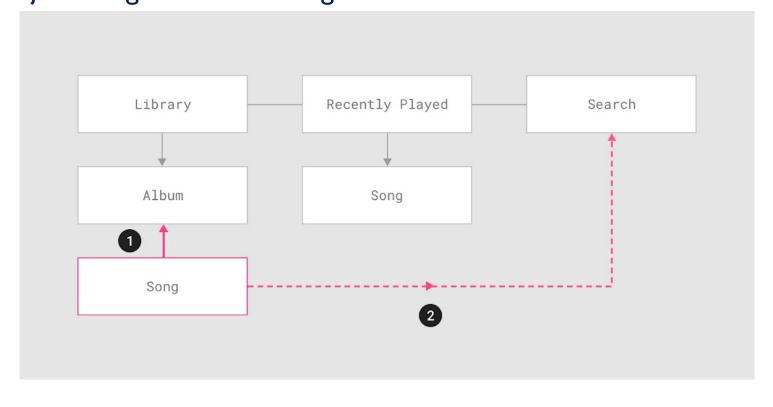
• Lateral navigation allows movement between the top-level screens



- Users of app can use forward navigation to access a song in one of two ways:
 - I. Navigating hierarchically from a music album to a particular song
 - 2. Searching for the song -navigating directly to it, bypassing screens in the hierarchy above the song (Library and Album)



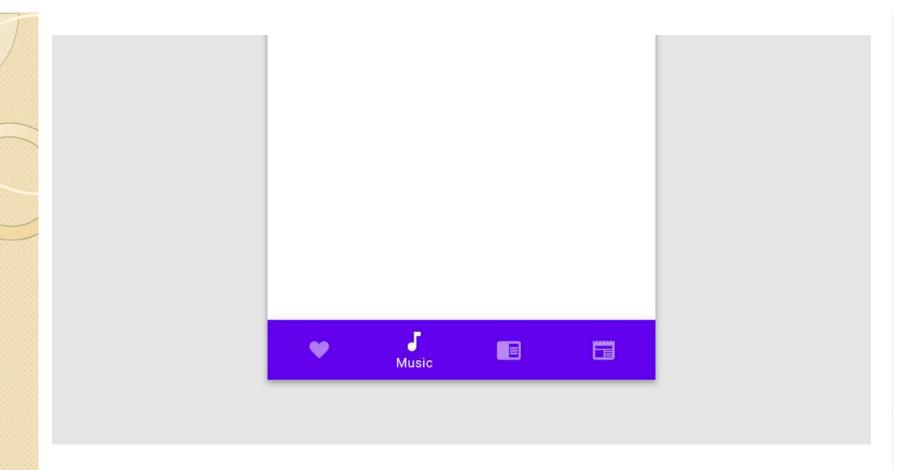
- From a song screen, users may navigate in reverse in one of two ways:
- Upward in the hierarchy to the song's parent, album (song)
- Chronologically, to a search results screen, but only if the user just navigated to the song from that screen



 Apps with two or more top-level destinations can provide lateral navigation through a navigation drawer, bottom navigation bar, or tabs.

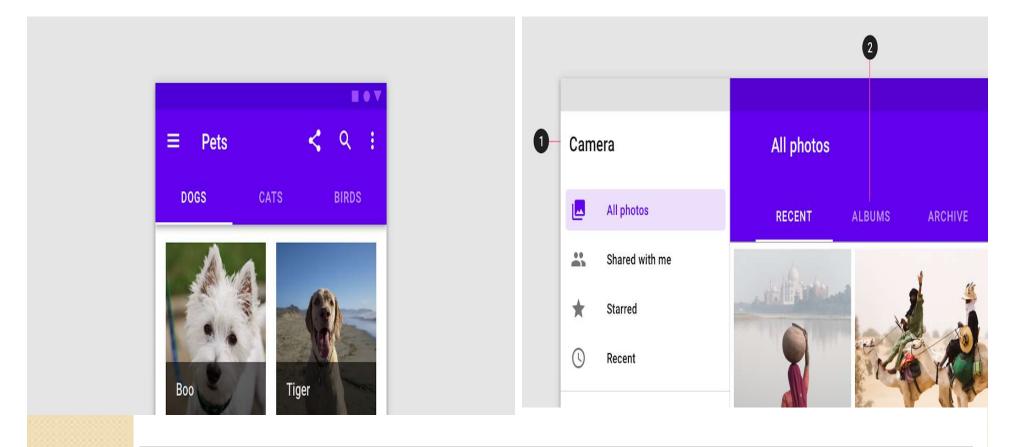
Component	Use for	# destinations	Devices
Navigation drawer	Top-level destinations	5+	Mobile, Tablet, Desktop
Bottom navigation bar	Top-level destinations	3-5	Mobile
Tabs	Any level of hierarchy	2+	Mobile, Tablet, Desktop

• Navigation drawers are appropriate for five or more top-level destinations, and can be used across device sizes for a consistent navigation experience.



Bottom navigation bars provide access to 3-5 top-level destinations on mobile devices.

Their location, visibility, and persistence across screens allow quick pivoting between destinations.



Tabs can be used at any level of an app's hierarchy to present two or more peer sets of data across screen sizes.

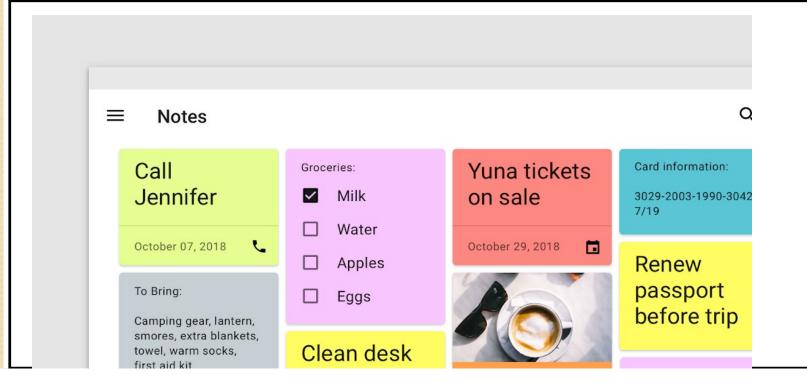
DoTabs can enable additional lateral navigation within an app's hierarchy when paired with a top-level navigation component like a navigation drawer .

- Navigation drawers provide access to the navigation destinations of your app.
- Bottom navigation bars allow movement between primary destinations in an app
- Tabs organize high level content in an app content, such as switching between views, data sets, or functional aspects of an app.
- Methods of forward navigation
- Forward navigation refers to one of three types of movement between screens to complete a task:

- Downward in an app's hierarchy to access deeper content,
 from a parent screen (higher level of hierarchy) to
 a child screen (lower level)
- **Sequentially** through a **flow**, or an ordered sequence of screens, such as a checkout process
- **Directly** from one screen to any other in the app, such as from a home screen to a screen deep in an app's hierarchy
- Implementing forward navigation
- While lateral navigation uses dedicated navigation components,
 forward navigation is often embedded into a screen's content through
 a variety of components. n be implemented using:

- Content containers such as cards, lists, or image lists
- Buttons that advance to another screen
- In-app search on one or more screens
- Links within content

The cards on the home screen (parent) provide a preview of each note's content and can be tapped to navigate to the full note (child).



← Lamb Dolmas

5 minutes

Step 3

Place the drained grape leaves on a cutting board with the smooth side of the leaves down.

Fill the grape leaves with a tablespoon of the lamb and rice mixture in the center of the grape leaf. Fold the leaves over the mixture.

Roll into a firm cylinder.

Buttons can provide a clear affordance to advance in a flow through their label, placement, and visual emphasis.

Search allows users to locate app content quickly.



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- Reverse navigationlink
- backward movement between screens.
- move users chronologically through their recent screen history,
 or upwards through an app's hierarchy.
- Reverse chronological navigation
- in reverse order through a user's history of recently viewed screens.
- move users between screens within an app or across multiple apps.
- For example, the Back button on a web browser is a form of reverse chronological navigation.
- provided by the operating system or platform.
- Individual platforms define how it behaves and how users can access that functionality.