Winsupply + Wright State University

UX/UI Design · Class 2

Design Principles and Wireframes

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Agenda

Today we will start with a overview of the unit expectations, and then jump into definitions and activities.

1. Gestalt Principles
2. Jakob’s Ten Usability Heuristics
3. Wireframes
4. Assignment 2

PART 1

Gestalt Principles

There are seven individual principles commonly associated with gestalt theory: similarity, continuation, closure, proximity, figure/ground, and symmetry & order

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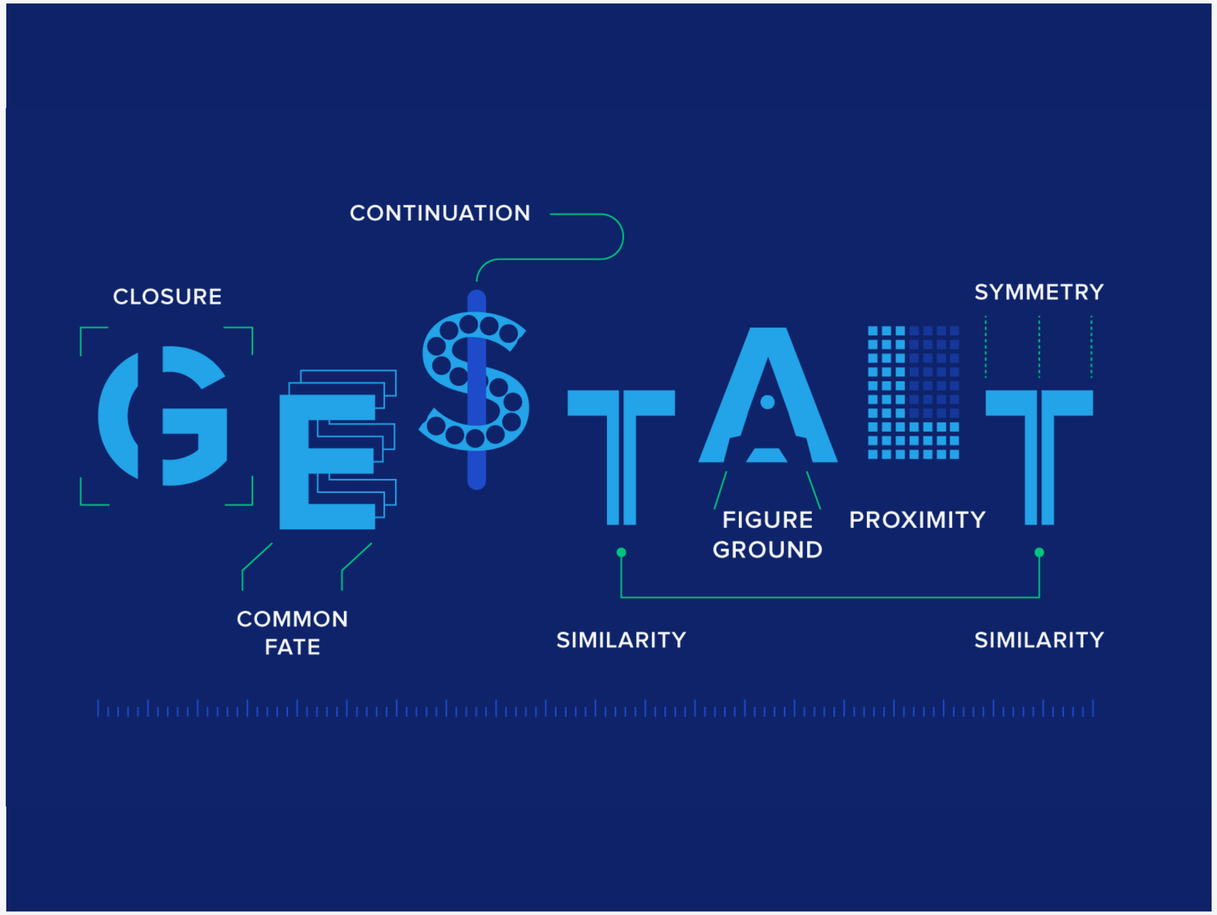
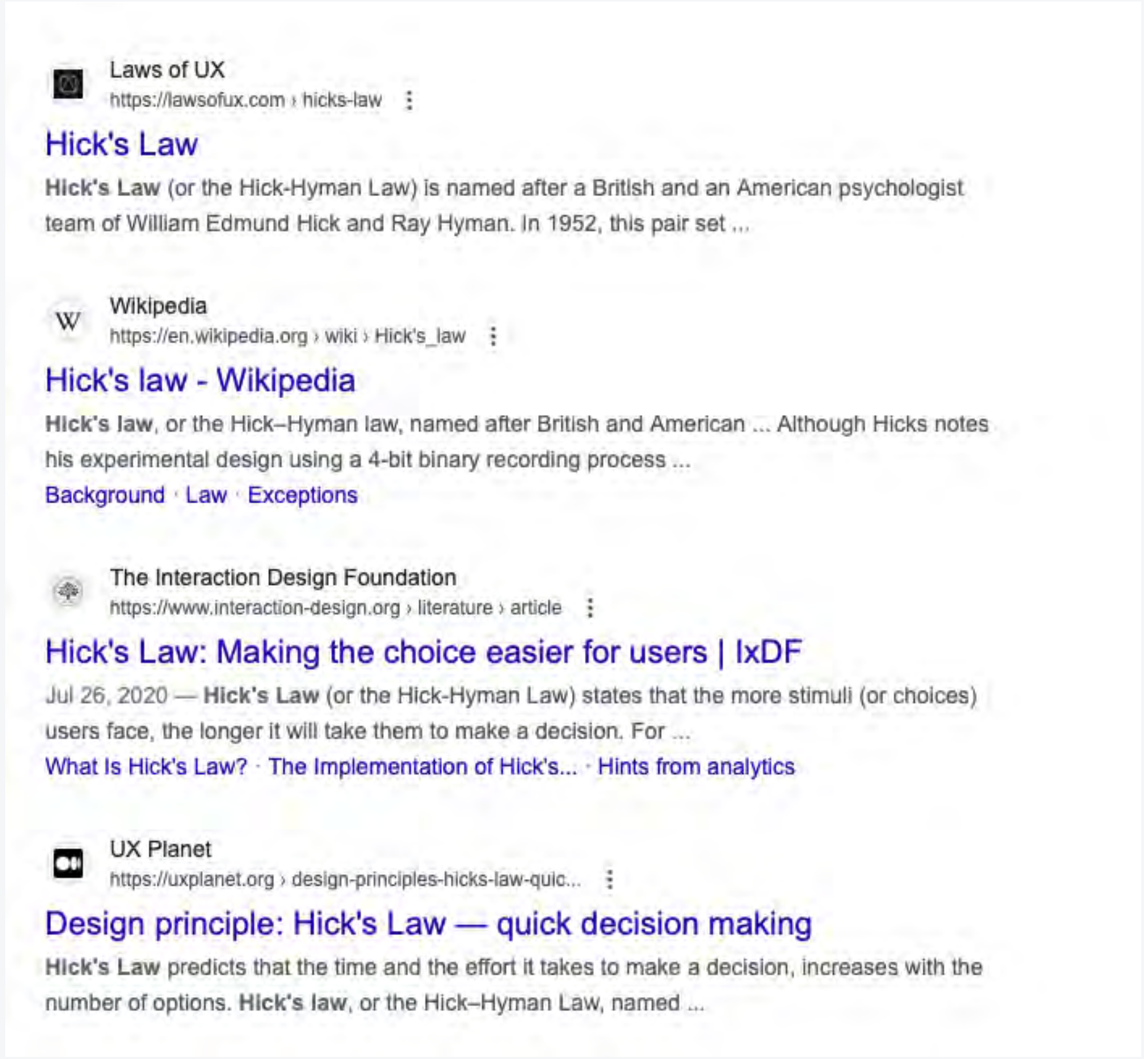


Definitions

- **Proximity:** Objects near each other (relative to other objects) appear grouped, while those farther apart do not.
- **Similarity:** Objects that look similar appear grouped.
- **Continuation:** Our visual perception is biased to perceive continuous forms rather than disconnected segments.
- **Closure:** Our visual system automatically tries to close figures that are open so they are perceived as whole objects rather than separate pieces.
- **Symmetry:** Our visual system parses complex scenes in a way that reduces their complexity by recognizing symmetries in the scene.
- **Figure/Ground:** Our mind separates the visual field into the figure (the fore-ground) and ground (the background).
- **Common Fate:** Objects that move together are perceived as grouped or related.



Laws of UX
https://lawsofux.com › hicks-law

Hick's Law

Hick's Law (or the Hick-Hyman Law) is named after a British and an American psychologist team of William Edmund Hick and Ray Hyman. In 1952, this pair set ...

Wikipedia
https://en.wikipedia.org › wiki › Hick's_law

Hick's law - Wikipedia

Hick's law, or the Hick–Hyman law, named after British and American ... Although Hicks notes his experimental design using a 4-bit binary recording process ...

Background · Law · Exceptions

The Interaction Design Foundation
https://www.interaction-design.org › literature › article

Hick's Law: Making the choice easier for users | IxDF

Jul 26, 2020 — **Hick's Law** (or the Hick-Hyman Law) states that the more stimuli (or choices) users face, the longer it will take them to make a decision. For ...

What Is Hick's Law? · The Implementation of Hick's... · Hints from analytics

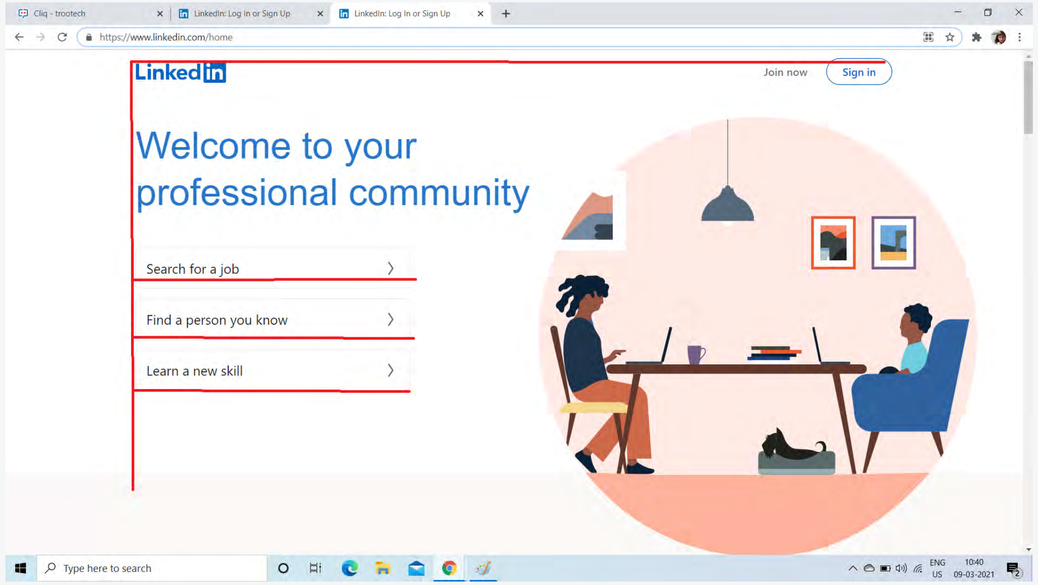
UX Planet
https://uxplanet.org › design-principles-hicks-law-quic...

Design principle: Hick's Law — quick decision making

Hick's Law predicts that the time and the effort it takes to make a decision, increases with the number of options. **Hick's law**, or the Hick–Hyman Law, named ...

F Pattern & Z Pattern

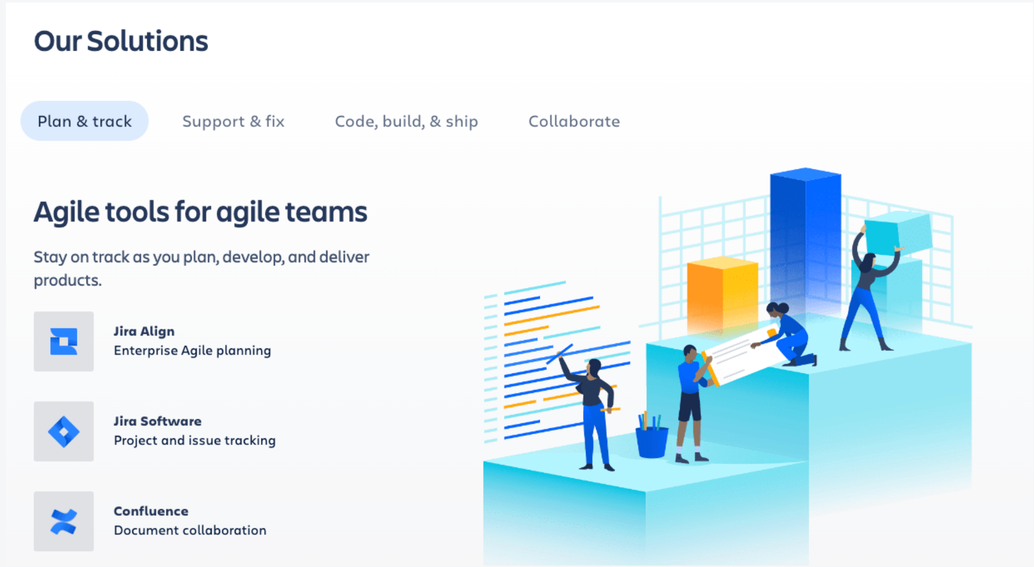
- **Z Pattern** - In designs without much text, our eyes start scanning from top left to top right, then diagonally down to bottom left, stopping at the bottom right.
- **F Pattern** - In designs with more text, we scan across the top, from left to right, then down the left, searching for clues to what we want to know.



Hierarchy

Hierarchy describes how we rank elements, Taking into account how important or relevant information is.

- Prioritize headers and menus according to what the user needs to accomplish.
- Size, color, contrast, alignment, repetition, and whitespace are all ways hierarchy can be established.



PART 2

Jakob’s Ten Usability Heuristics

Usability heuristics are a set of general guidelines or rules of thumb that designers and usability experts follow to evaluate and improve the user-friendliness and overall usability of a product, such as a website or an application.

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Visibility of System Status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

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Match Between the System and the Real World

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

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User Control and Freedom

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

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Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

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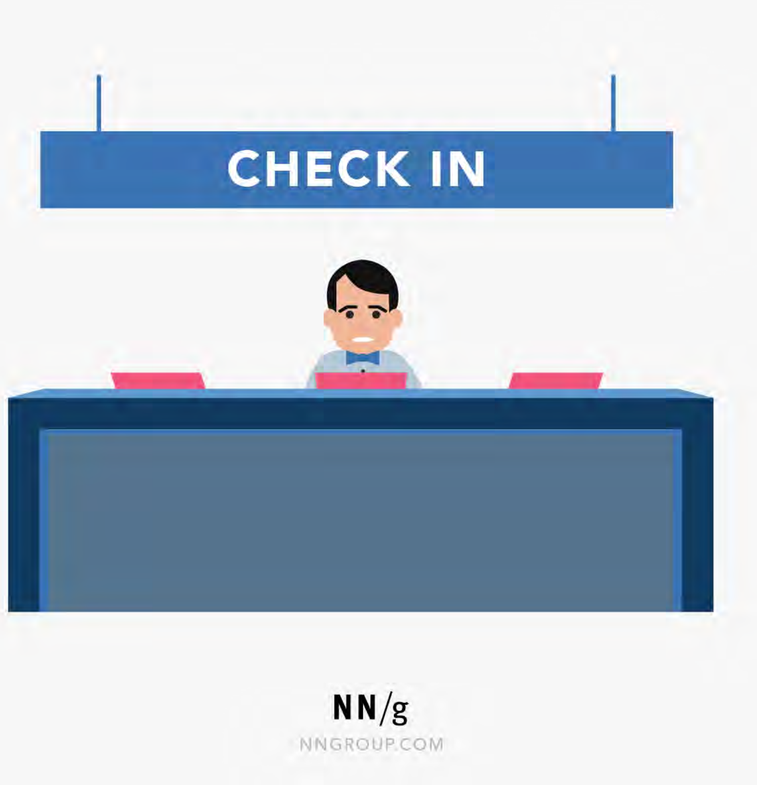

Error Prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

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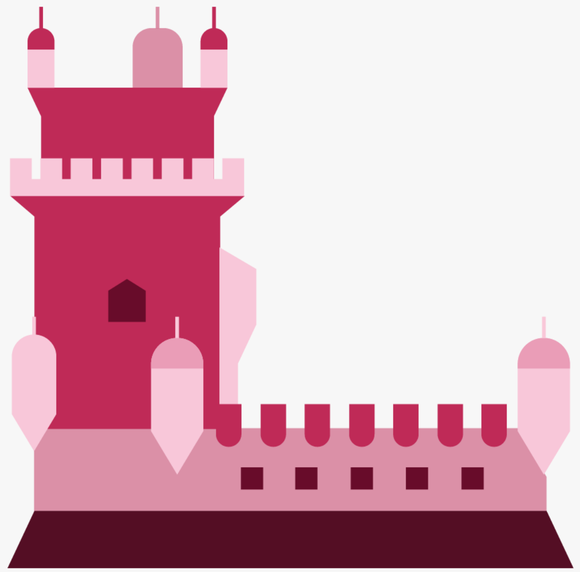
Recognition Rather than Recall

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.



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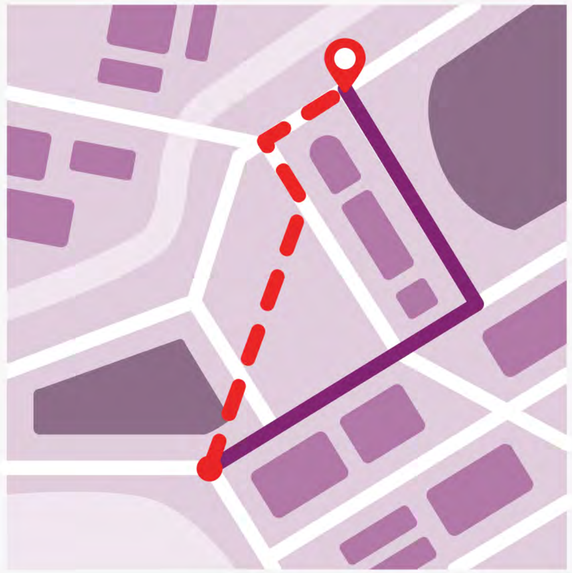
Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may speed up the interaction for the expert user so that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.



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Aesthetic and Minimalist Design

Interfaces should not contain information that is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

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Help Users Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

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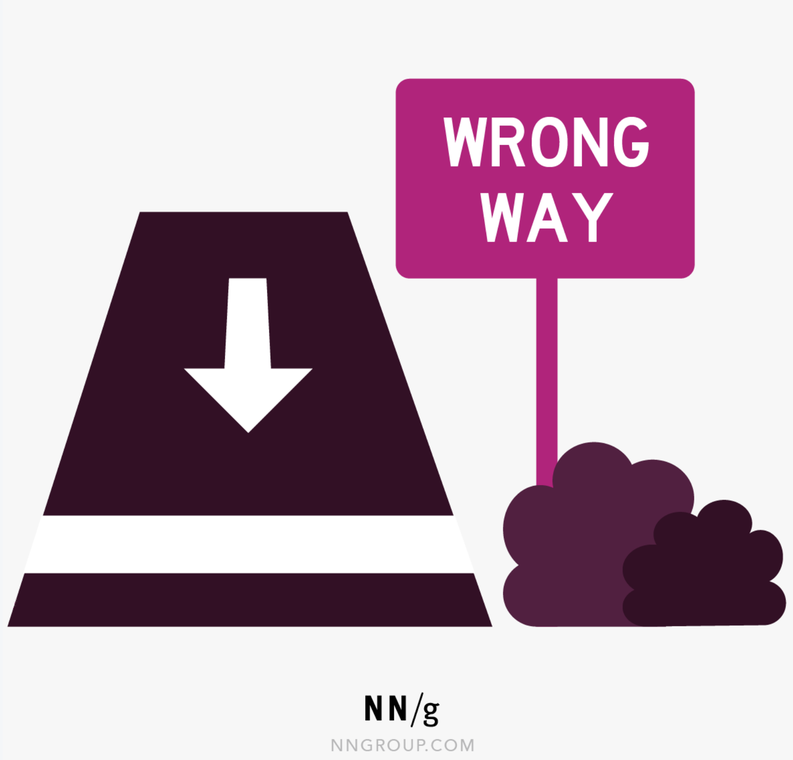

Help and Documentation

It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

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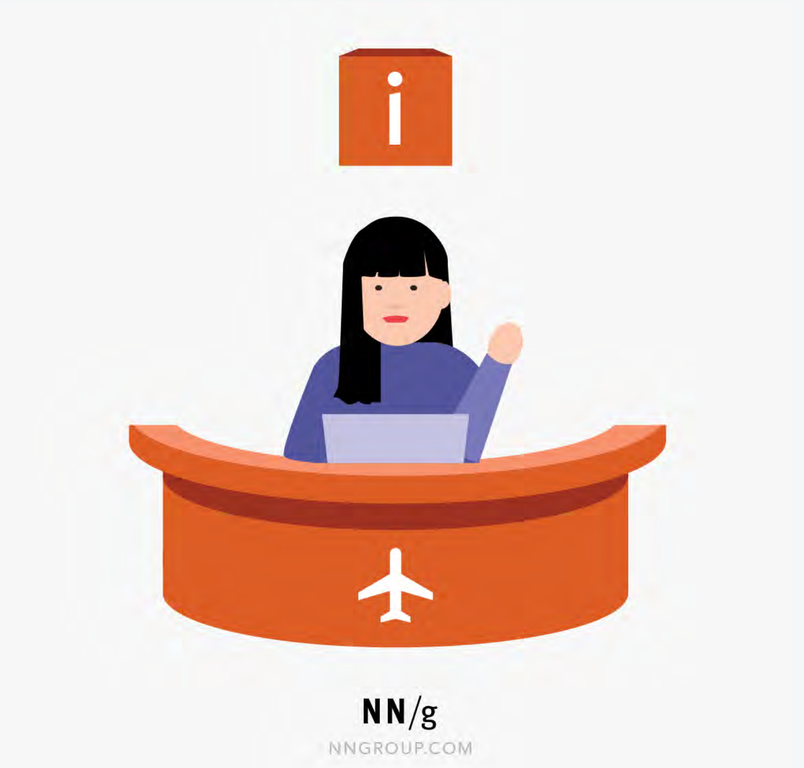

ASSIGNMENT

Assignment

Assignment 2

Evaluate the wireframes using the Heuristic Evaluation workbook, addressing any usability issues according to Jakob's Usability Heuristics. Create a revised version of the wireframes that fixes the identified issues, and consider Gestalt principles and Usability Heuristics in this new version.

More details

To Do

- **Import the balsamic starter project and start the work**
- **Evaluate the wireframe using the Heuristic Evaluation worksheet**
- **Create a revised version of the wireframes**

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Class 2 is over 🎉

Thank you!

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Yago Zardo