Low-Fidelity prototype

Et bilde som inneholder tekst, håndskrift, brev, papir

Automatisk generert beskrivelseEt bilde som inneholder tekst, sketch, tegning, diagram

Automatisk generert beskrivelse

Gestalt and UX laws:

Gestalt law is based on the theory of form. This theory and these laws explain how our brain works and interprets visual impressions and how we organize them. UX laws is about user interface and is based on psychological and behavioral principles.

By using these laws when we are designing a website, we can help the customers understand the website and easily navigate through it with a clear view of the different elements. If the website is easy to use and nice to look at, it can give a positive user experience which might make the users want to return to the website. It might also increase the chances of them recommending it to others and/or using the product, in this case the café.

We already were familiar with some of the laws through our studies last semester. But what about the rest? We weren’t all that familiar with the UX laws but they both (gestalt and UX laws) go hand in hand. So, when we sat down, we saw that we unconsciously used quite a few of them and were able to give a brief explanation as to why we feel like these laws go with our sketch. This is the conclusion of laws that we came up with that fit our sketch the most:

We chose 4 different yet very similar gestalt laws that we found were a match to our sketch, the first one being “**Law of Similarity**” which can be seen on the color palette used one the homepage (Figma prototype), the size of the buttons and the shape of the pictures and these are all perceived as a group. The “**Law of Proximity/Law of Common Region**” are two very similar gestalt and UX laws that we united, the contact information is all put together and look like they belong to the same group (which they do). “**Law of Continuity**” is the third law, and we can clearly see it on the navigation bar on both the sketch and the Figma prototype, as they are arranged in a straight like and seem to be connected. Finally, “**Law of Figure-Ground**”, which “separates” the elements in an organized way that are in focus and the background and although this is hard to see, we see this separation on the background picture and the rest of the objects that are displayed on the sketch.

As we can see, the gestalt and UX laws help the customers have a nice experience when navigating though the website and it gives them a nice overview of the different buttons, pictures etc. that are on the website/homepage and even though we planned and drew the sketch first, we were still able to include all the laws mentioned above.

Next to our our sketch, we also included a little summary of what we were trying to achieve by drawing the homepage (colors, aesthetic, etc.) and asked chatGPT to create a slogan for the café that we could use on our Figma prototype.

Prototyping with Figma

Without a background picture

Et bilde som inneholder tekst, skjermbilde, kaffekopp, design

Automatisk generert beskrivelse

With background picture

Et bilde som inneholder tekst, skjermbilde, kaffekopp, kaffe

Automatisk generert beskrivelse

All the buttons are linked towards their respective pages (example of the homepage)

Et bilde som inneholder tekst, skjermbilde, Multimedieprogramvare, diagram

Automatisk generert beskrivelse

Prototyping with Dall E

Et bilde som inneholder tekst, drikk, kaffe, koffein

Automatisk generert beskrivelse

Dall E prototype:

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| Prompts used: Create a webpage for a small caffe with a menu, image gallery, text, and logo.  It has quite a nice setup and it gives the aesthetic of what people usually would imagine a coffee shop website would look like. Ignoring all the mistakes and the small variety of pictures and coffees, it overall has a clean look that would be easy to navigate through. Comparing it to our sketch, it is quite on the same level of simplicity, although ours has a more welcoming vibe that might attract customers to want to grab a warm drink on the go or have a place to sit and relax. We also saw that the text on the generated picture is quite small, and this might make it difficult for users with troubled sight to navigate through the website. |

Sources

<https://lawsofux.com/>

Universell utforming av IKT-systemer (F.E.Sandnes)