Fundamentals of Interaction Design

Journal Entry #4

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Tutor: Md Sarwar Kamal	**Principles:** externally consistent，perceived affordance，animation feedback，gestalt principles，good visibility，physical constraint，usability principle，perceived affordance，minimalist design，visual feedback，un-internal consistence，text feedback

Technology: Apple Mac mini Desktop, Edge

Goal: My old phone case is broken, so I visit apple website to find a new case for my phone and some accessories for my iPad pro

Context of use: Tuesday at noon, it raining outside, I just finish my lunch and feel a bit boring sit in front of my computer in my room and find my iPhone case is broken so I used my mac mini, running macOS Monterey version 12.5.1 using Edge browser to visit the apple website to find a new case for my iPhone.

I use my browser search bar to visit the apple website through the url:www.apple.com.au. After a few seconds redirector I come into the apple website.
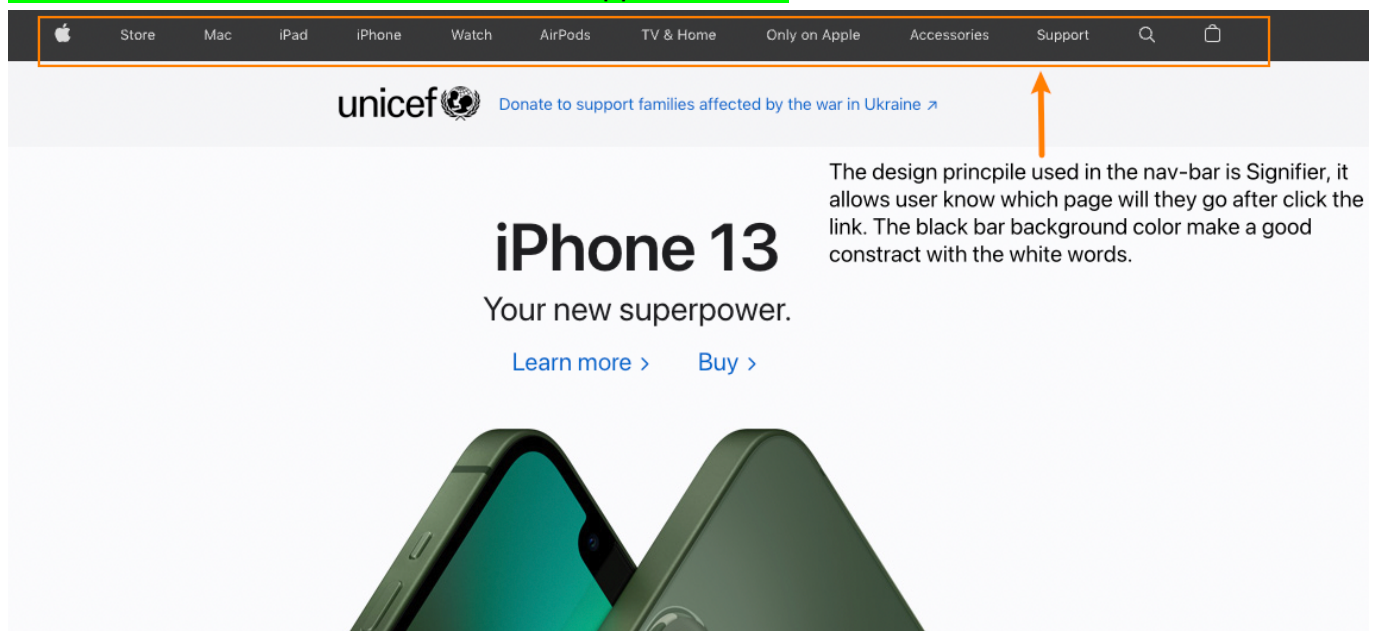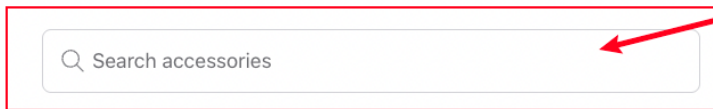

Figure 1：Main page for apple.com with navigate bar

Fig 1 shows the main page of apple online store with the navigate bar shows above. The design principle of the navigation bar is signifier, it is the suitable way to use this principle. Because there have many product categories, use signifier can let user clearly know which page they will redirect to or what function this link contain. In the navigation bar there also has a search icon represent the searching function and a bag icon represent the shopping bag. These two icons are externally consistent to another online-shopping website like Amazon, Alibaba. Also, when I move my mouse to the button in the navigation bar my mouse icon turns to a small hand, and the word on the button is highlighted. The change of my mouse icon gives me a perceived affordance means that button is clickable and the animation of the color highlight is a example of an animation feedback. I clicked the "Accessories" button to find some phone case for my iPhone

Find the accessories you're looking for.

Search accessories

External consistent to other search bars and the icon used in the search bar and search guide

Figure 2: Search bar in the Accessories page

When I enter the Accessories page, the search bar is showed up (Figure 2). Not only the search bar, the search icon and the search guide are external consistent to the other webpage which contains search bar. It makes me easily understand that I can enter my search here. And the grey text in the search bar tells me what kind of information I can enter. I want to search the phone case, so I clicked on the search bar, that makes my whole page looks like figure 3.
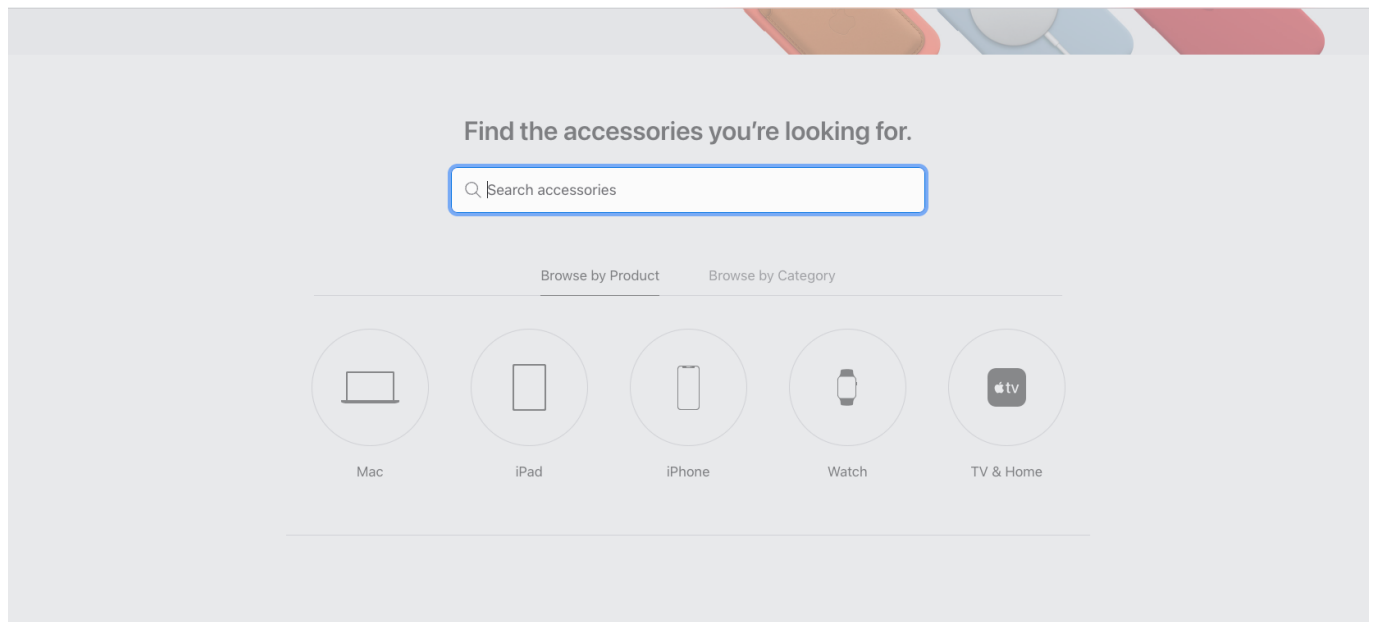
Find the accessories you're looking for.

Search accessories

Browse by Product   Browse by Category

Mac   iPad   iPhone   Watch   TV & Home

Figure 3. Click on the search bar

The whole page changed the color turns from white to gray, and the outline of the search bar is highlight by the blue color. The change of color and highlight the outline is an application of animation feedback it makes me know I can start entering some text now. The change of the color makes a contrast with the search bar and make this design apply to the gestalt principles and good visibility to show me where I can start my type. The narrow in the text box is an example of physical constraint. It tells me here is the only place you can type.

I think use search bar is the most efficient way, although there have some icons shows below the search bar. I just want to find some phone case and these icons shows they are not relevant to the product I want to. So I just ignore the icon below the search bar and start type what I want into the text box.
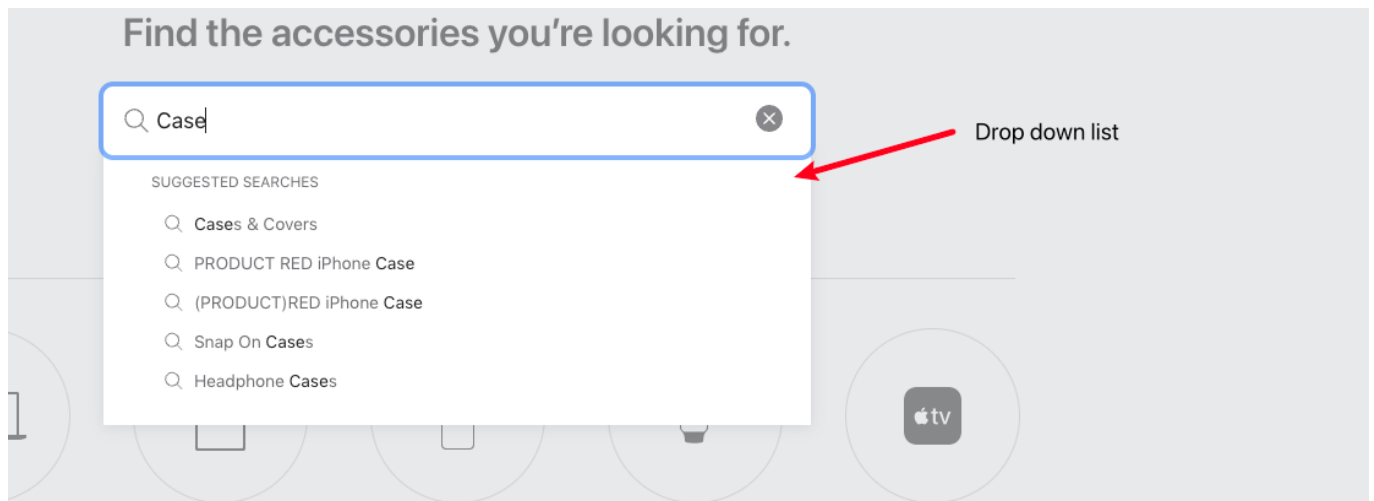
Figure 4 Type into the search bar

I want to buy case for my iPhone so I just type 'case' as a key word into the search bar. After that there has a dropdown list with some suggest search which want to makes my search more efficiency (Figure 4) This design use the flexibility and efficiency of use usability principle. To make user can search their information quicker. After I type 'case' there has many case come out such as 'Cases & Covers', Snap On Cases etc. I don't like the red case so I chose the Cases & Cover to find more cases which can suit for my phone. When I click the Cases & Cover button, it comes into my search bar. For this part, I think when user click on the button which the search suggestion suggest they can directly come into the page they choose to let user can reach the product they want more quickly. I click on the search icon after I choose the search content from the suggestion and the page transfer to a new page which contains many kind of cases. There has a list allows user to choose the product category to screening products, shown as Figure 5.
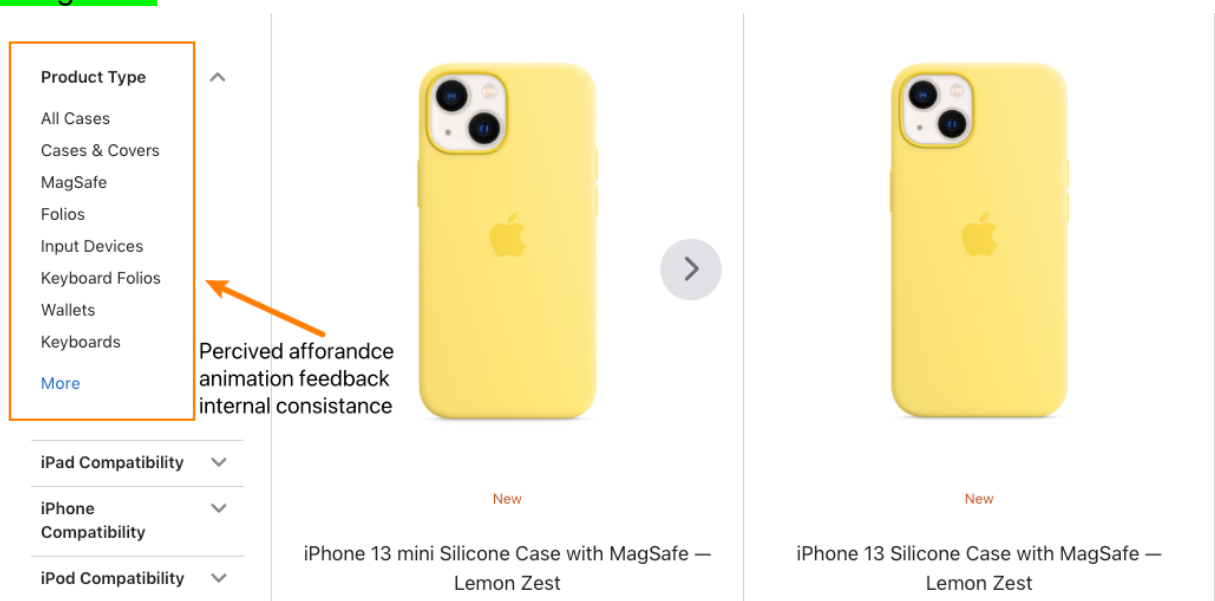

Figure 5 Case Choose Page

When I put my mouse on to the word in the list, the word in the list will turned in to blue, and my mouse will turn to a small hand. This is the usage of perceived affordance and animation feedback. The transform from the mouse arrow to the hand and the color of the text change makes me know these words are clickable and it is a hyperlink. Furthermore, all the hyperlinks in this list are all in the same style is a kind of internal consistence.

The Case at the right hand of the page interests me a lot. So I just click on the picture of the case than I brought to another new page which allows me to make some customer design of my case. (Figure 6)
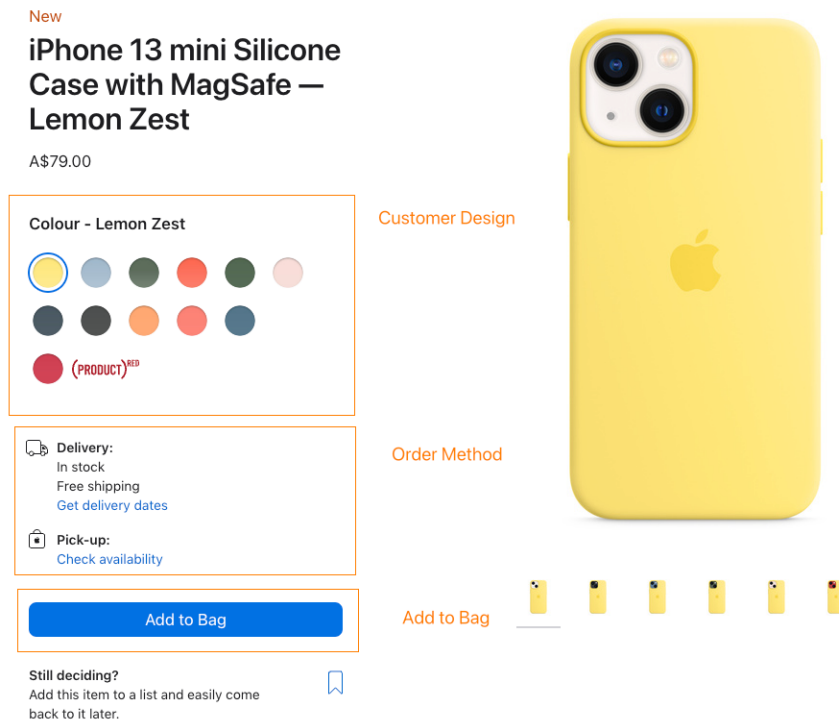
Figure 6 Order Page

The whole page uses the minimalist design to make the whole page looks clean, although it has many information on this page. For the Customer Design part (which signed in the picture) is used to allow user to choose the case color, for here when I move my most to the color icon, my mouse turned into a small hand, this is an application of animation feedback. It tells me this icon is clickable. After I click on the color icon, there have a blue circle around the color. This is an application of visual feedback; it makes user know what color is chosen. For the order method part, when I move my mouse on to the "get delivery dates" and "check availability". My mouse also changed into a small hand, and the text will also become underline style. This is also an example of animation feedback. It makes me know these are clickable links. It is also an example for un-internal consistence with the hyperlink outside of this page. For here this design is good because it is an important message for me to know it should make some difference with other text type.

I want to choose my delivery date, so I click on the "Get delivery date" and a small windows shows up on the middle of the screen and all other parts of the window become dark.
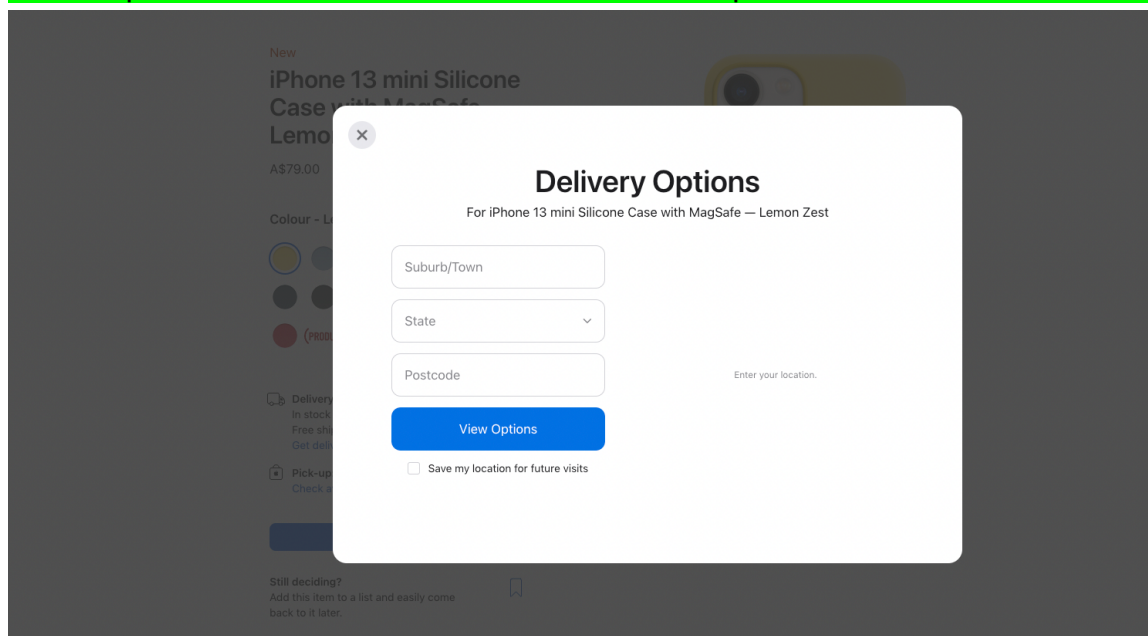
Figure 7 Delivery Option

The change of page color make a good contract and it is an application of gestalt principles and good visibility. It makes me to focus on enter the information they need. The suggestions in the text box with gray color is an example of signifier. It makes me know what kind of information should be entered into the box. The State box is a kind of drop-down list, it is an application of constrain. It just allows me to enter the state in Austria. To reduce some error may cause by user input.(Figure 8)
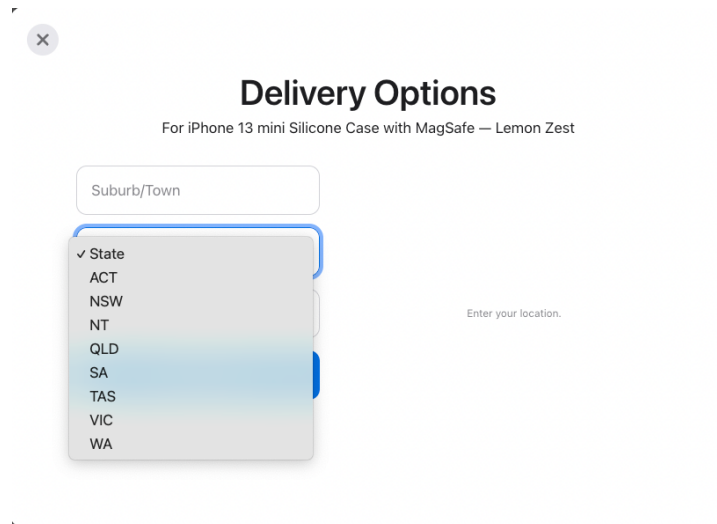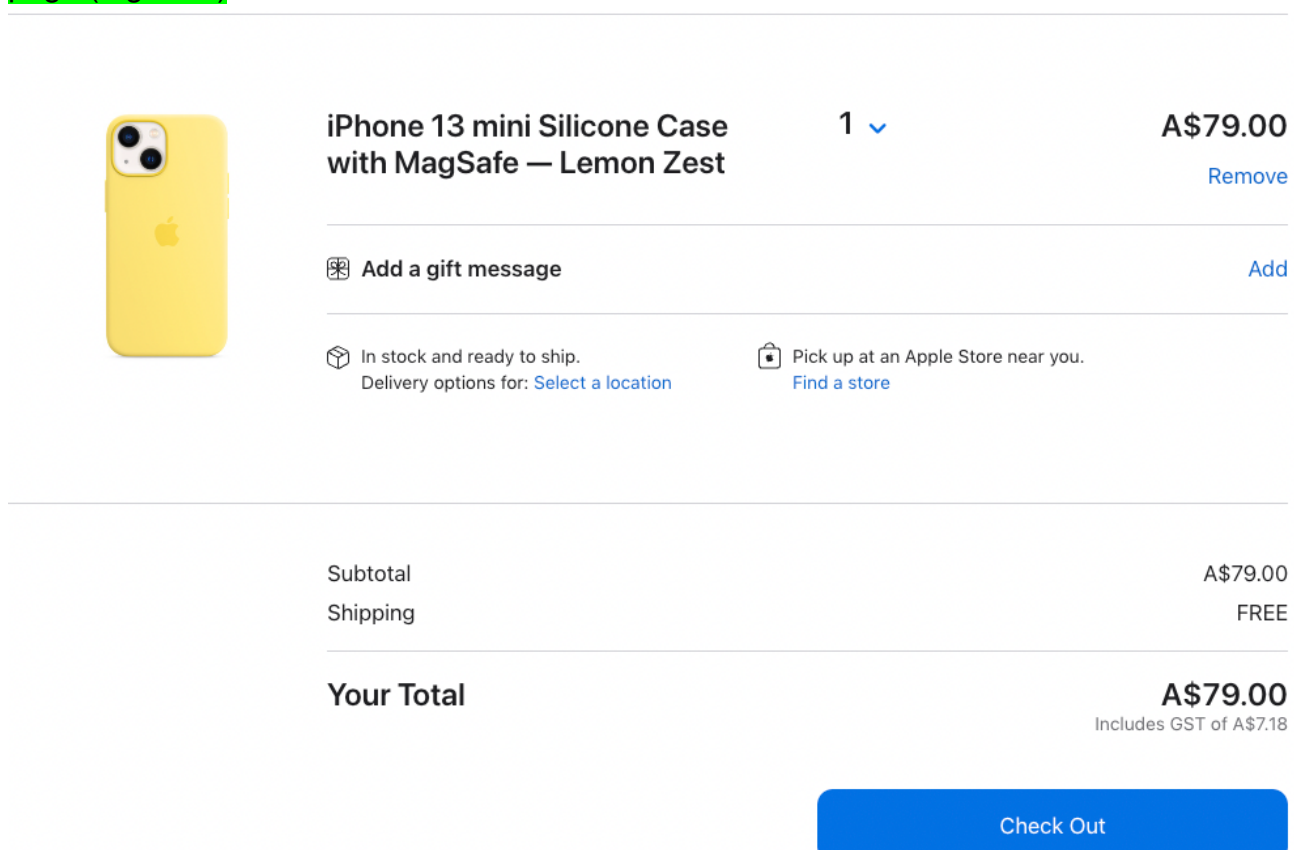
Figure 8 State Choose.

The bule button is an example of internal consistent with the button outside this window. It makes user know the button is the same as the one outside the window.

After finish enter the delivery information, I click on the blank place to return the main page. After that I will click on the add to bag button. This button is an example of external consistent with other online-shopping application. After I click on the button I was bought into the check out page (Figure 9)

Figure 9 Check Out

When I enter the check-out page, it contains a lot of information includes delivery place and date, the price of the case and the name of the case. This is an example of <u>text feedback</u>. As a user this is an important information for me to check did, I bought the right product. And the Checkout page is an example of <u>external consistence</u>. After click on this button will bring me to the payment page.