

# UI & UX Design

## SWE 4833

### **We Seek and Use Visual Structure (Chapter 3)**

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## Visual Structure

This lecture presents examples to show that when information is presented in a terse, structured way, it is easier for people to scan and understand.

Unstructured:

**You are booked on United flight 237, which departs from Auckland at 14:30 on Tuesday 15 Oct and arrives at San Francisco at 11:40 on Tuesday 15 Oct.**

Structured:

***Flight: United 237, Auckland → San Francisco***  
***Depart: 14:30 Tue 15 Oct***  
***Arrive: 11:40 Tue 15 Oct***

## What's the problem in this image?

### Renewals, Duplicates, and Information Changes for Driver Licenses and/or ID Cards

- [How to renew your driver license in person](#)
- [How to renew your driver license by mail](#)
- [How to renew your driver license by Internet](#)
- [How to renew your instruction permit](#)
- [How to apply for a duplicate driver license or identification \(ID\) card](#)
- [How to change your name on your driver license and/or identification \(ID\) card](#)
- [How to notify DMV of my change of address](#)
- [How to register for the organ donor gift of life program](#)

Same information but with **repetition** eliminated and **better visual structure**


**Renewals, Duplicates, and Information Changes for Driver Licenses and/or ID Cards**

- [How to renew your driver license in person](#)
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- [How to notify DMV of my change of address](#)
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**Licenses & ID Cards: Renewals, Duplicates, Changes**

- Renew license: [in person](#) [by mail](#) [by Internet](#)
- Renew: [instruction permit](#)
- Apply for duplicate: [license](#) [ID card](#)
- Change of: [name](#) [address](#)
- Register as: [organ donor](#)

For information displays to be easy to scan, it is not enough merely to make them terse, **structured**, and **non repetitive**. They must also conform to the rules of **graphic design principles** discussed in earlier chapter.



<b>\$1,840.59</b>	<b>\$662,611.22</b>
Monthly Payment	Total of 360 Payments
<b>\$318,861.22</b>	<b>Sep, 2037</b>
Total Interest Paid	Pay-off Date
<b>\$93,750.00</b>	<b>\$0.00</b>
Total Tax Paid	Total PMI Paid



Monthly Payment	<b>\$ 1,840.59</b>
Number of Payments	<b>360</b>
Total of Payments	<b>\$ 662,611.22</b>
Interest Total	<b>\$ 318,861.22</b>
Tax Total	<b>\$ 93,750.00</b>
PMI Total	<b>\$ 0.00</b>
Pay-off Date	<b>Sep 2037</b>

## Structure Enhances People's Ability To Scan Long Numbers

Easy: (415) 123-4567

Hard: 4151234567

Easy: 1234 5678 9012 3456

Hard: 1234567890123456

## Structure Enhances People's Ability To Scan Long Numbers



(A)

**Credit Card Number:**  
1234 5678 9012 3456


**Expiration Date:**  
Month  Year



(B)

**Payment Options**


☒ **Credit Card**



(\* Please, do NOT use spaces or dashes. Example: 4321432143214321)

## Data-specific Controls Provide Even More Structure

Depart

Oct 21 

Morning



## Visual Hierarchy Lets People Focus On The Relevant Information

One of the most important goals in structuring information presentations is to provide a visual hierarchy—an arrangement of the information that:

1. I Breaks the information into distinct sections, and breaks large sections into subsections
2. I Labels each section and subsection prominently and in such a way as to clearly identify its content
3. I Presents the sections and subsections as a hierarchy, with higher level sections presented more strongly than lower level ones

## Visual Hierarchy Lets People Focus On The Relevant Information

### Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships. Let's look at these relationships more closely. The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page. The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far. Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

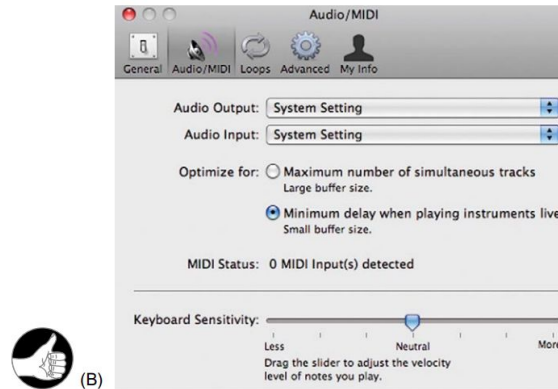
### Create a Clear Visual Hierarchy

**Organize and prioritize the contents of a page by using size, prominence, and content relationships.**

Let's look at these relationships more closely:

- **Size.** The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page.
- **Prominence.** The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far.
- **Content Relationships.** Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

## Visual Hierarchy Lets People Focus On The Relevant Information



## References

1. Designing with The Mind in Mind, Chapter 3.