

# **Web Design - les 6**

# **Q&A en Principles**

Minor Web Dev 1920

# Web Design **Les 6**

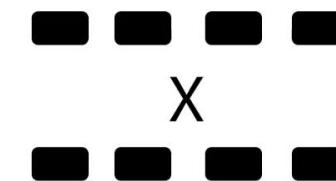
1. Q&A over (remote) *user testing*
2. Principles
3. Opdracht en oplevering

# Larissa Klaassen

Larissa is blind. Ze maakt gebruik van een brailleregel.



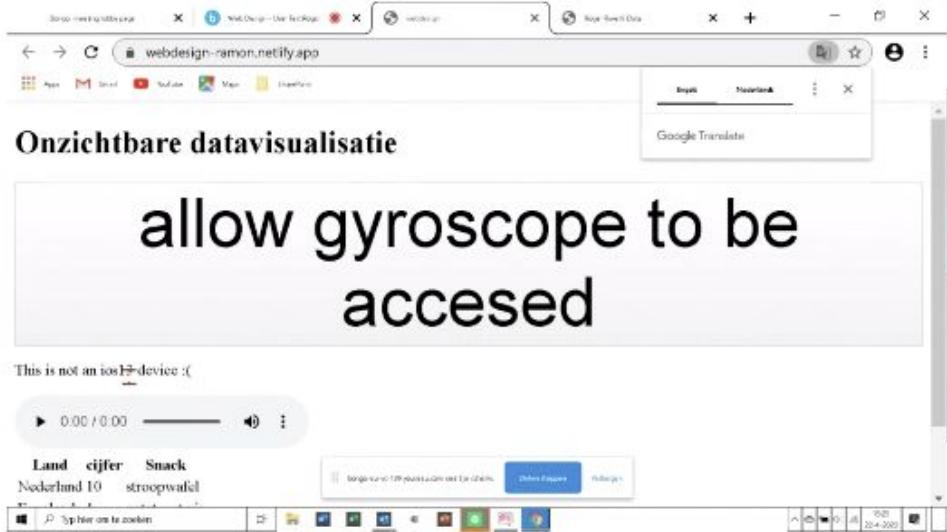
Goeie middag, het is 22 April



- Topsport-rooster begrijpt
- Onzichtbare datavisualisatie

# Roger Ravelli

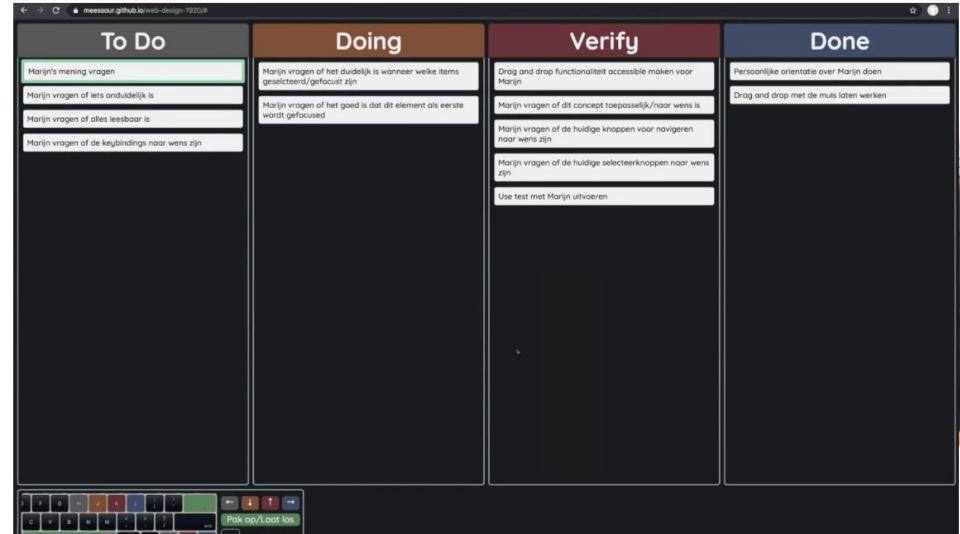
Roger is sinds een jaar of tien langzaam blind aan het



- Hoe werkt een grafiek als je hem niet kunt zien?
- Hoe werkt een tabel met data als je hem niet kunt zien?
- Onzichtbare datavisualisatie

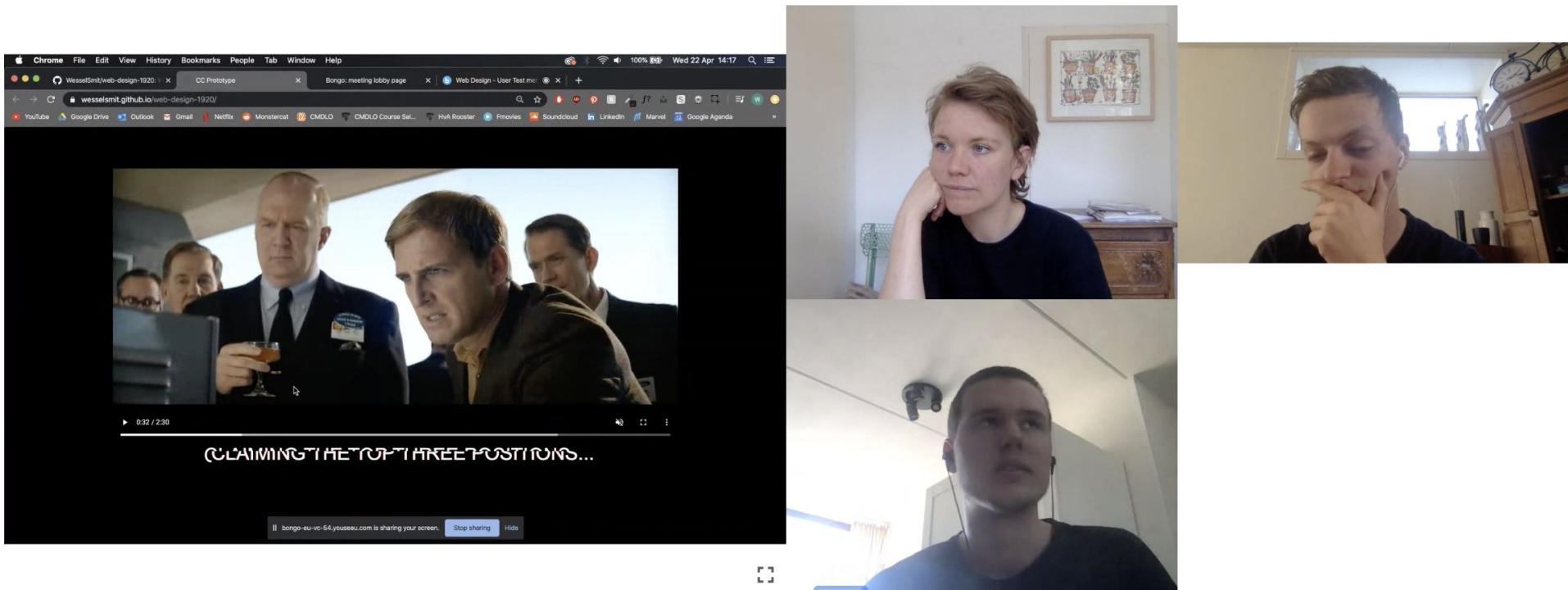
# Marijn Meijles

Marijn heeft een motorische stoornis. Hii gebruikt zijn



- Ontwerp een Drag & Drop lijst

# Marie van Driessche





# **Principles toepassen in je ontwerp**

# Web Design **Leerdoelen**

1. Leren hoe je (design) principles in een ontwerp kan toepassen
2. User needs begrijpen en gebruiken in je ontwerp
3. Leren hoe je moet testen en de resultaten gebruiken voor het verbeteren van je ontwerp

# Principles?

Tim Berners-Lee - Principles of Design

Dieter Rams - Ten principles for good design

Don Norman - Principles of Interaction Design

Bruce Tognazzini - First Principles of Interaction Design

Sandi Wassmer - The Ten Principles of Inclusive Web Design

Vasilis van Gemert - Exclusive Design Principles

*Interfaces exist to enable interaction between humans and our world. They help, clarify, illuminate, enable, show relationships, bring us together manage expectations, and give us access to services.*

- Joshua Porter

# Principles of User Interface Design:

## 4. Keep users in control

Keep users in control. Don't distract us and direct our attention elsewhere. Don't litter the side of your applications with distractible material...remember why the screen exists in the first place. If someone is reading let them finish reading before showing that advertisement (if you *must*). Honor attention and not only will your readers be happier, your results will be better. When use is the primary goal, attention becomes the prerequisite. Conserve it at all costs.

### 04. Keep users in control

Humans are most comfortable when they feel in control of themselves and their environment. Thoughtless software takes away that comfort by forcing people into unplanned interactions, confusing pathways, and surprising outcomes. Keep users in control by regularly surfacing system status, by describing causation (if you do this that will happen) and by giving insight into what to expect at every turn. Don't worry about stating the obvious...the obvious almost never is.



Following on the previous principle, screen elements should not appear consistent with each other unless they behave consistently with each

# Principles of User Interface Design:

## 11. Strong visual hierarchies work best

the same. But it is just  
be inconsistent) as it  
is consistent  
g the same  
visual treatment (often to re-use code) when different visual treatment is  
appropriate.

### 11. Strong visual hierarchies work best

A strong visual hierarchy is achieved when there is a clear viewing order to the visual elements on a screen. That is, when users view the same items in the same order every time. Weak visual hierarchies give little clue about where to rest one's gaze and end up feeling cluttered and confusing. In environments of great change it is hard to maintain a strong visual hierarchy because visual weight is relative: when everything is bold, nothing is bold. Should a single visually heavy element be added to a screen, the designer may need to reset the visual weight of all elements to once again achieve a strong hierarchy. Most people don't notice visual hierarchy but it is one of the easiest ways to strengthen (or weaken) a design.

### 12. Smart organization reduces cognitive load

<http://bokardo.com/principles-of-user-interface-design/>

## 11. Strong visual hierarchies work best

A strong visual hierarchy is achieved when there is a clear viewing order

# Principles of User Interface Design:

## 12. Smart organization reduces cognitive load

people don't notice visual hierarchy but it is one of the easiest ways to strengthen (or weaken) a design.

### 12. Smart organization reduces cognitive load

As John Maeda says in his book *Simplicity*, smart organization of screen elements can *make the many appear as the few*. This helps people understand your interface easier and more quickly, as you've illustrated the inherent relationships of content in your design. Group together like elements, show natural relationships by placement and orientation. By smartly organizing your content you make it less of a cognitive load on the user...who doesn't have to think about how elements are related because you've done it for them. Don't force the user to figure things out...show them by designing those relationships into your screens.

### 13. Highlight, don't ~~underline, with colors~~

<http://bokardo.com/principles-of-user-interface-design/>

HOW MUCH  
DO YOU WANT  
TO SPEND?

\$1000

US DOLLARS

▼ WHEN

WHEN  
DO YOU WANT  
TO TRAVEL?

2 3 4 5 6

WEEKS

^  
▼ WHERE

WHERE  
DO YOU WANT  
TO FLY FROM?

NEW  
YORK

ALL AIRPORTS

^  
▼ WHAT

WHAT  
ARE YOU IN  
THE MOOD FOR?

ROMANCE ADV



^  
▼ RESULTS

X SETTINGS ✓

HOW MUCH  
**\$200**

IN ABOUT (WEEKS)  
**3**

FROM  
**NEW YORK**

MOOD  
**CULTURE**

MORE OPTIONS

the physical objects in our world. Since this is not always possible, and objects are increasingly informational, we create interfaces to help us interact with them. It is easy to add more layers than necessary to an

# Principles of User Interface Design

## 6. One primary action per screen

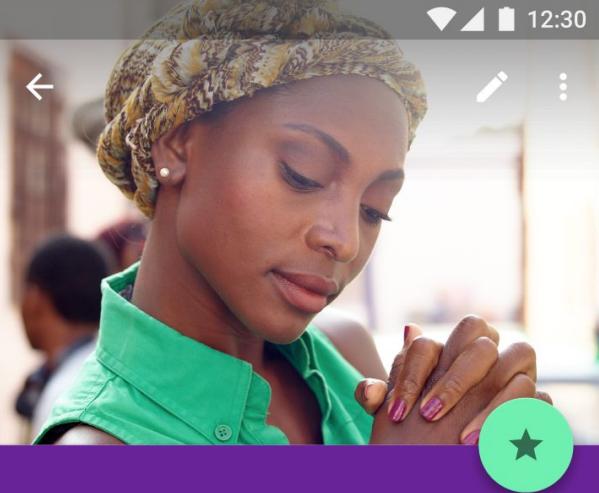
little a footprint as possible, recognizing as much as possible natural human gestures. Ideally, the interface is so slight that the user has a feeling of direct manipulation with the object of their focus.

### 06. One primary action per screen

Every screen we design should support a single action of real value to the person using it. This makes it easier to learn, easier to use, and easier to add to or build on when necessary. Screens that support two or more primary actions become confusing quickly. Like a written article should have a single, strong thesis, every screen we design should support a single, strong action that is its raison d'etre.

### 07. Keep secondary actions secondary

Screens with a single primary action can have multiple secondary actions but they need to be kept secondary! The reason why your article exists isn't so that people can share it on Twitter...it ex<http://bokardo.com/principles-of-user-interface-design/>



It wasn't a dream

Far far away

#### Notes

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an

Style – Color

### Using the material design color palette

Apps that don't have existing color schemes may select colors from the material design color palette. Limit your selection of colors to three hues from the primary palette and one accent color from the secondary palette.

Primary – Purple	
500	#9B26AF
700	#7A1EA1
800	#691A99

Accent – Green	
A200	#68EFAD

Example of a color palette using two purple hues from the primary palette and one accent green hue.



12:30

← ⌂ ⋮

It wasn't a dream

Far far away

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Display a menu

Example of UI color application

Style – Color

### Accent color

The accent should be used for the floating action button and interactive elements, such as:

- Text fields and cursors
- Text selection
- Progress bars
- Selection controls, buttons, and sliders
- Links

Switch using the accent color

**Do.**  
Use the accent color for your primary action button and components like switches or sliders.

**Don't.**  
Don't use the accent color for app bars or larger areas of color. Avoid using the same color for the floating action button and the background.

SUBJECTIVE / QUALITATIVE

*focused on*  
**EXPERIENCES**

(People, Activities, Context)



**MEANINGFUL**

*Has personal significance*

**PLEASURABLE**

*Memorable experience worth sharing*

**CONVENIENT**

*Super easy to use, works like I think*

THIS IS THE "CHASM" THAT IS DIFFICULT  
FOR ORGANIZATIONS TO CROSS

**USABLE**

*Can be used without difficulty*

**RELIABLE**

*Is available and accurate*

**FUNCTIONAL (USEFUL)**

*Works as programmed*



*focused on*  
**TASKS**

(Products, Features)

OBJECTIVE / QUANTIFIABLE

Stephen P. Anderson

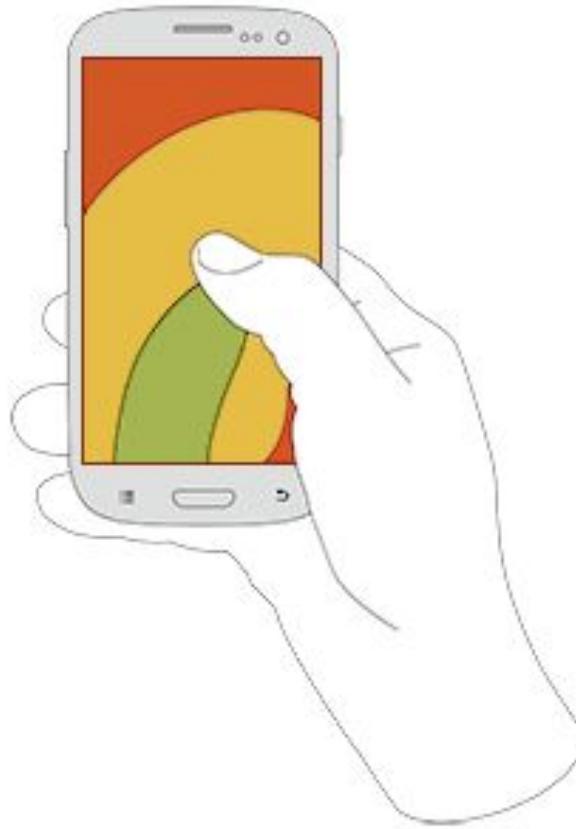
Usability is the ease of use and learnability of a human-made object such as a tool or device.

# 10 usability heuristics van Jakob Nielsen

1. Visibility of system status 
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards 
5. Error prevention
6. Recognition rather than recall 
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

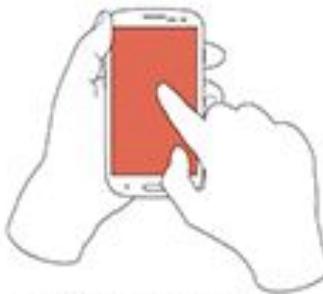
# Steven Hoober heuristics for mobile touchscreen design for real people, in the real world, on any device.

1. Device diversity is human diversity.
2. People touch the center of the screen.
3. People look at the center of the screen.
4. Fingers get in the way.
5. People use different devices in different ways.
6. Touch is imprecise.
7. One, two, three for better mobile design.
8. People tap only what they see.
9. Phones are not flat.
10. Work at human scale.

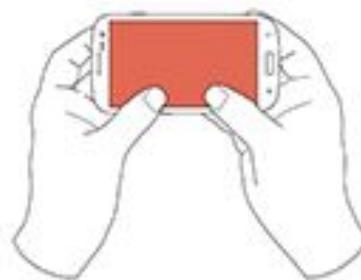




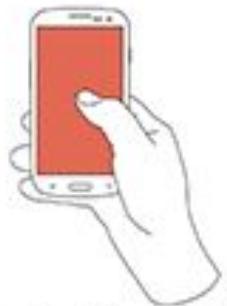
**Cradled**



**Hold and Touch**



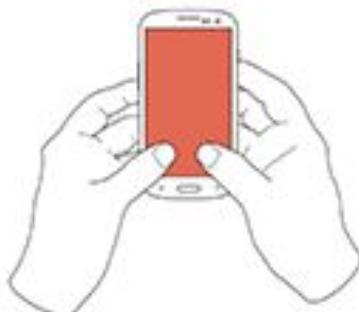
**Two Hands – Landscape**



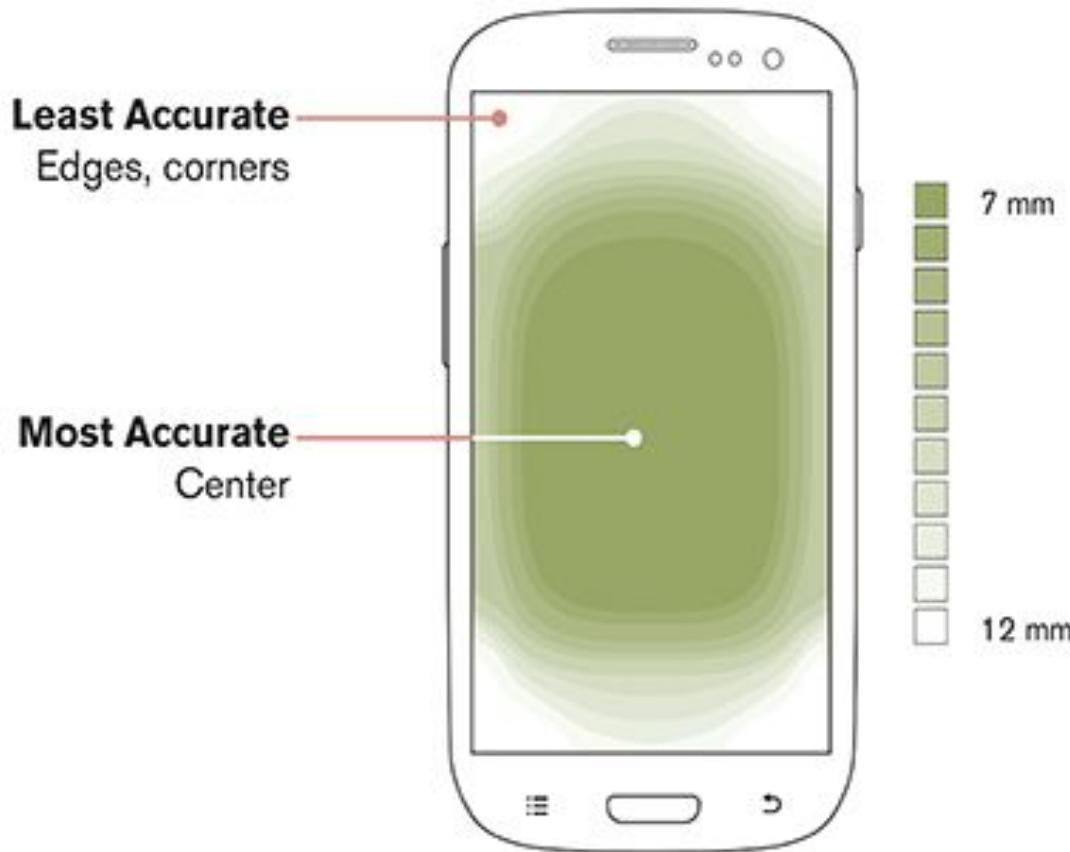
**One Hand – First Order**



**One Hand – Second Order**



**Two Hands – Portrait**



Design Principles

principles.design

About Examples Contribute News Book

# Design Principles

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## Why use them?

Design Principles help teams with decision making. A few simple principles or constructive questions will guide your team towards making appropriate decisions.

*Study situation*

*Ignore conventions*

*Prioritise identity*

*Add nonsense*

# **Opdracht 1**

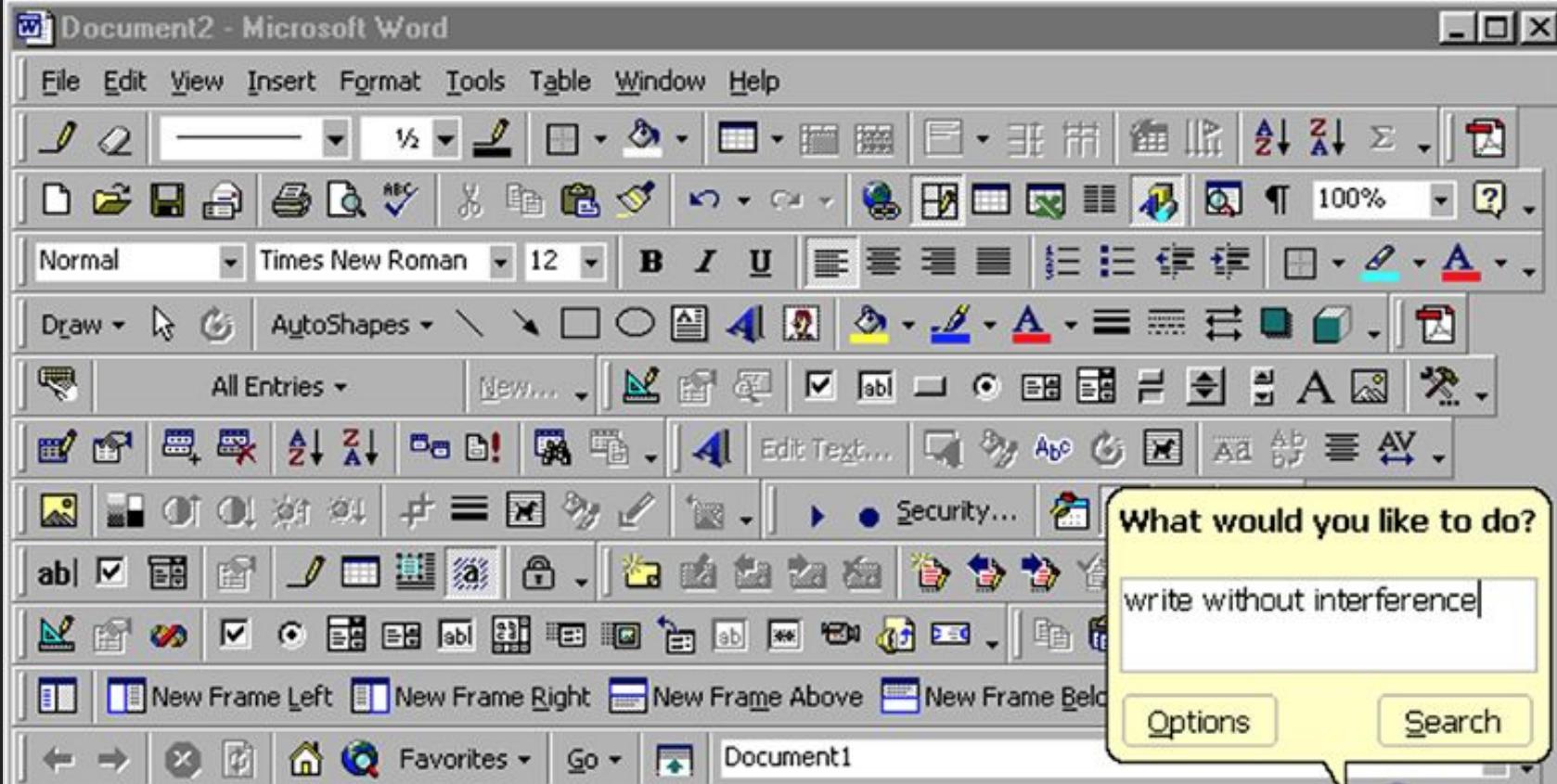
## **Ontwerpen met en voor echte mensen**

# Planning

Planning	Woensdag	Donderdag	Vrijdag
Week 1	Introductie, College Exclusive design + Briefing opdracht 1	Gastcollege <i>Usability and Accessibility</i> van Marie van Driessche - VPRO	Goede vrijdag
	Aannames testen met echte mensen	Coachingsgesprekken	
Week 2	College Principles, User Needs & Testen	Gastcollege Toegankelijkheid Johan Huijckman - Q42 en Roger Ravelli	Feedbackgesprekken
	Prototype Testen met echte mensen	Coachingsgesprekken	
Week 3	College Web Design	Gastcollege Experimental features van Léonie Watson - W3C	Feedbackgesprekken
	Prototype testen met echte mensen	Coachingsgesprekken	
Meivakantie			
Week 4	Beoordelingsgesprekken	Beoordelingsgesprekken	Beoordelingsgesprekken

Web Design 1920						
Week 3	Woensdag 22/4		Donderdag 23/4		Vrijdag 24/4	
	ochtend	middag	ochtend	middag		
	Testing		Q&A over (remote) testen en Principles		Kahoot over RTW en WD	
			Experimental features (Leonie Watson-W3C)			
	User test met echte mensen			Coachen in groepjes	checkup	
	Design for Fingers, Touch, and People		Designing for Interaction Modes			





I hold Microsoft Word responsible for inhibiting the flow of language, for imposing arbitrary standards upon the nature of text, for pushing technologies of editing and revision where they don't belong.