

Submitted by Group 36

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DIS1 WS 19/20 Assignment 2
Applying Design Principles to Evaluate and Redesign UIs

Task 1

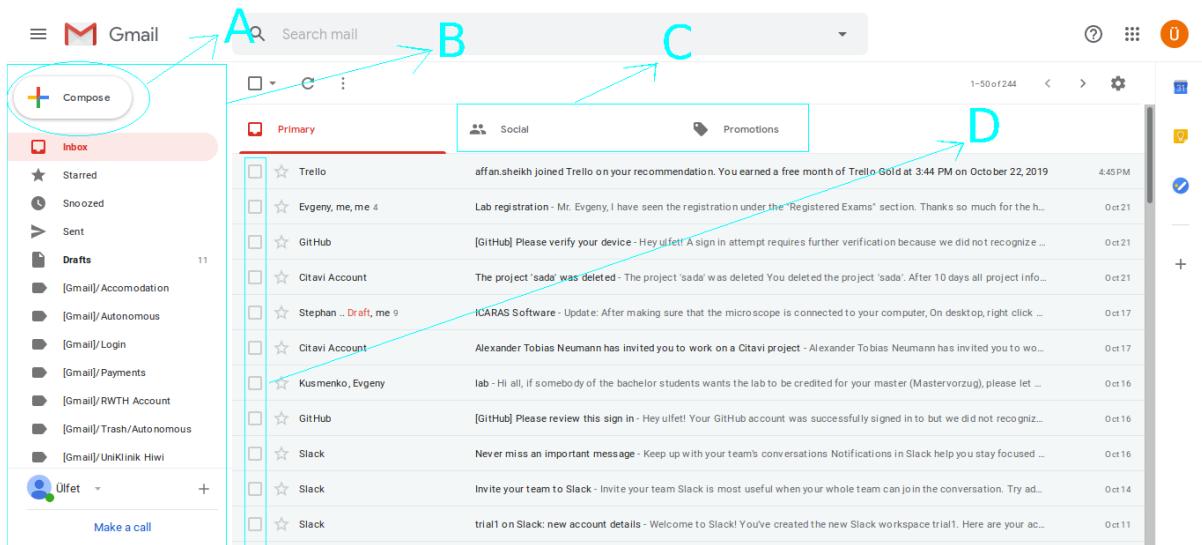


Figure 0.1: Gmail

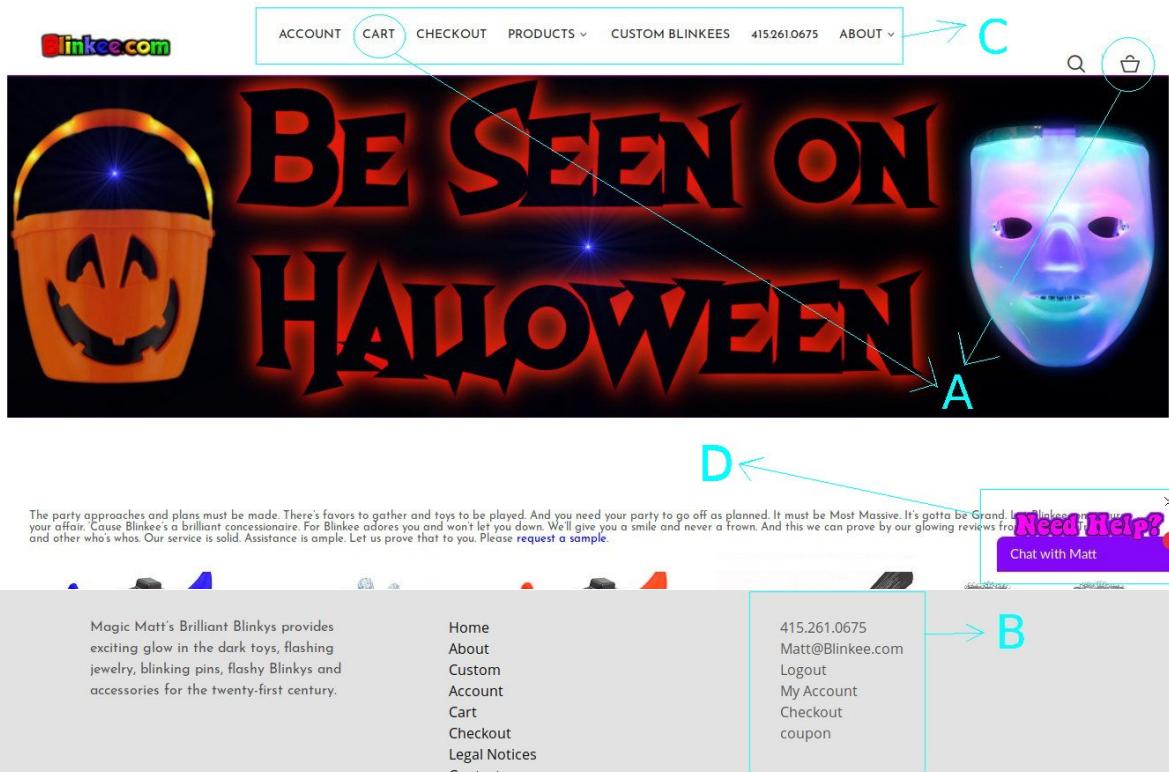


Figure 0.2: Blinkee

Applications of Design Elements

[Law 1 (Good Shape) - positive]: figure **Gmail:A** has a shape of oval, which has a simple curvature, and thus, easy to remember.

[Law 3 (Closure) - positive]: figure **Gmail:B** shows that although not explicitly, the navigation bar on the left side is "hiddenly" closed. There is no visible line dividing this bar and the rest of the webpage, but those navigation buttons for different e-mail categories are perceived to be closed in a rectangular shape (also take note of different colouring than actual e-mail list tab).

[Law 6 (Experience) - positive]: figure **Gmail:C** makes use of two commonly used symbols, which even could be called universally acknowledged ones, one for "Social" segment (two people, one in front of the other), and one for "Promotions" segment (discount tag).

[Law 2 (Proximity) - negative]: **Blinkee:A** Cart tab and Cart sign both direct to the same URL, yet they are not packed or placed together, making the interface un-simple (if such a word exists).

[Law 4 (Similarity - negative)]: **Blinkee:C** topmost center buttons having no similarity (they having no indicative boundary too) does NOT help observing them as a group; they appear as individual parts while they are actually a part of navigation bar to help user traverse the website. This is not a good design.

Visibility: + sign in "+ Compose" button at the top left of **Gmail:A** is an example of visibility (we also mentioned about this in intentional signifier part). + sign conveys the idea of creating, and with its colors, it increases visibility of Compose button.

Perceived affordance: checkboxes in **Gmail:D** conveys the idea that I can interact with them to select multiple e-mails and operate on them at once.

False affordance: Logout button available although no login has been done (that it is not possible to logout without logging in first, thus, a false 'affordance') in **Blinkee:B**.

Intentional signifier: + sign in "+ Compose" button at the top left of **Gmail:A** is a signifier. (although we have a distinct button for Compose, + sign is one of the few colored items in this webpage, and + sign signifies that I can create something, thus, an intentional signifier gathering attendance to its place)

Misleading signifier: "Need Help" box has a cross symbol when hovered over. What a user would expect is that it would get rid of "Need Help" & "Chat with Matt" parts. However, clicking this button only gets rid of "Need Help" part, leaving "Chat with Matt" part intact, which is a misleading signifier. (as two parts are together spatially, one expects that it would close both parts, but it does not, and both parts are about helping, which does not furthermore help) in **Blinkee:D**.

Task 2



Device - Remote Control for switching on and off the light:

- button A - turning on and off the light,
- button B - has no functionality,
- button SLEEP - makes strange things - makes flash of light when the light is turn off and it switching off and immediately switching on when the light is turn on,
- button ON/OFF - has the same functionality as button A - turning on and off the light

Task 2a

Task description: User had to figure out functionality of the remote control.

One instance where a user was misled by the interface:

- two users at the first glance were misled by wrong WIFI looking sign. Yes is not wifi, probably that is light icon - with is signifier of switching on and off the light. But that is misleading.

User 1 needed additional information to operate the machine: Yes

- The first user was struggling with understanding SLEEP button. She didn't know what functionalities this button provides. Actually she was right, because no one will know that. We couldn't help her, because that was the only one functionality - making flash of light in the room.

User 2 needed additional information to operate the machine: Yes

- The second user was confused about wrong WIFI looking sign.
He asked us if this device is connected to WIFI.

User 1 was confident: No

Conceptual model: Incomplete

The first user was right about functionality of button ON/OFF, but she was surprised about button A. It was unexpected for her that both buttons were the same functionality.

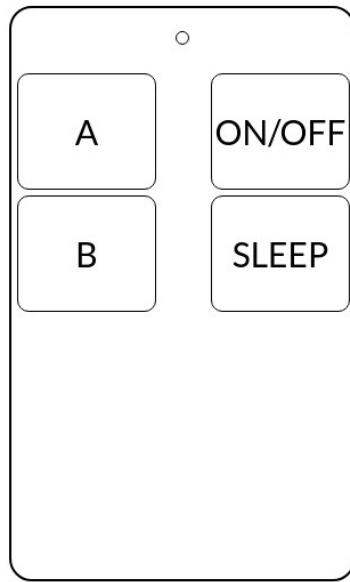
User 2 was confident: No

Conceptual model: Incomplete

The second user was right about functionality of button A and button ON/OFF (he would be right about button B if it was programmed). However wrong WIFI looking sign and SLEEP button was misleading for him.

Task 2b

Redesign



How the redesign conveys a correct conceptual model to the user:

We decided to remove wrong WIFI looking sign (misleading signifier). We just keep in the top the light signifier. Because it is great design idea, we have feedback after clicking each button. The user will immediately see his/her action on remote control.

Furthermore, regarding to Gestalt Laws (Law of proximity) – we decided to group buttons into two groups. The first one – pre built functionalities (ON/OFF and SLEEP buttons). The second group – buttons that can be programmed by the user.

Regarding to this law we made more space between groups. With automatically allows user to distinguish between groups.

We made border for each button, with rapidly indicate clickable area for the user.

We removed black middle line between two groups of buttons. First of all it was grouping buttons incorrectly. It was grouping button A and button SLEEP together and button B and ON/OFF together too.