

A Re-Interpretation of Marking Menus: The Usage of Gestalt Principles as Cognitive Tools

I found interesting how something very simple could be improved with the correct idea. The gestalt principles were my first introduction to the world of the front end design, I realized very quick how the user experience was relationed with this concept. I understood that the gestalt principles work with our minds and make the design less complex and more intuitive.

These principles could be present in something as simple as a Menu, but not a normal menu, a marking menu. The principal difference with a menu and a marking menu is that the classic menu is perceive as a list; the marking menu, as a “whole thing”.

The shape of the marking menu follows several principles:

“The principle of simplicity clarifies the finding regarding even numbered menus. Simplicity of shape, especially symmetry, predisposes an area to function as a whole.....the menu also displays the property of closure. Closure states that we see a complete figure even when information is missing we react to familiar patterns.”

I always think that the best part of the design is in the details, and one of the concept of “why is you menu design like that?”.

In the second chapter of the book “the design of everyday thing”, the author tell us about how our subconscious works in the background and collect information about the environment. I think this is one of those situations where our subconscious affect our behavior.

However, in the paper says that it has been demonstrated that the making menus make the user choose an option 3 times faster.

Soliz, E. (2003). A Re-Interpretation of Marking Menus : The Usage of Gestalt Principles as Cognitive Tools.