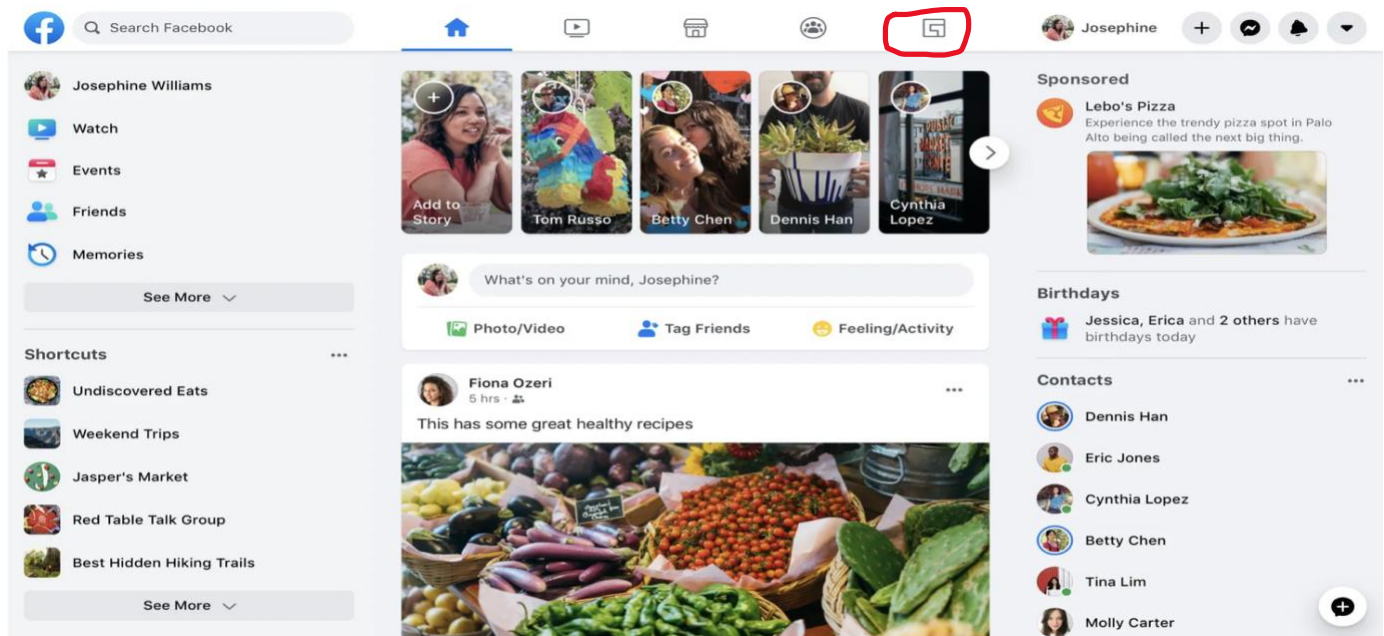


OKAGBUE FRANCIS
CMPT 481
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PART 1 – GESTALT PRINCIPLES



Principle Violated: - Principle of Closure

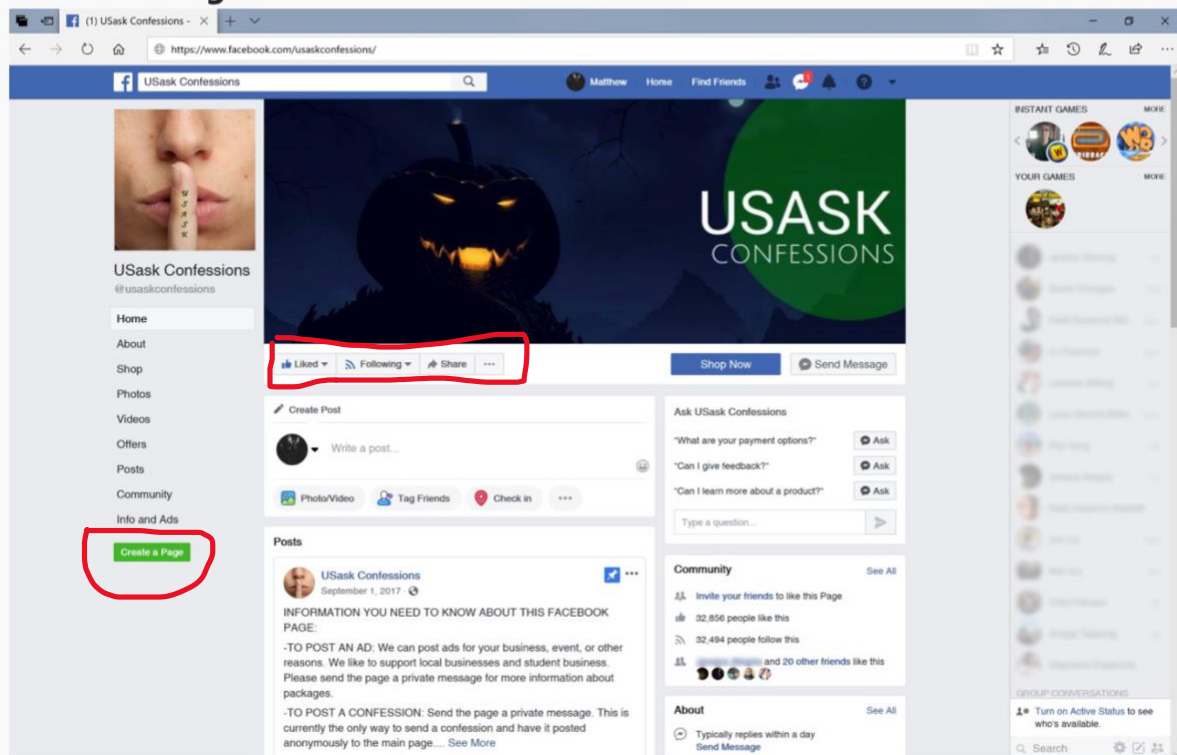
The principle of closure has been violated in the menu icon in terms of the last icon of the menu bar. The last menu bar represents a Gaming room for new users. This UI design violates the principle because it would be incredibly difficult for a new user to figure out where to stream and hop into live games using Facebook. The likely solution the new or average user could do is to search for Gaming on the search bar and clearly it has violated the UI design because a good design is the idea of when we look at something we already know what it ought to do. The principle of proximity is accurate in the menu bar but when it comes to the principle of closure, the contour is supposed to be seen as an object. The icon does not fill any thoughts on new users on what the white line on the shape illustrates and a figure is something that is perceived as an object in the foreground. So, this violates, because one of the features that makes a UI great is Recognition rather than recall.

Solution: - The best solution to fix this error Ui design is by either eliminating the Gaming system menu bar from the header and placing it to the left hand of the left hand of the User account so that way it would be easier for here to locate and open game quickly and another great method to fix this bad design is by editing the closure images. We could just make the thumbnail icon to be a controller pad that has some white space that could fill in the design that it is a game icon that is located at the header or by placing it in the left corner with a subtext bar written that clearly shows it is an icon for playing and streaming games.

Problem 2:

Appendix A: Facebook Screenshots

#1 Profile Page



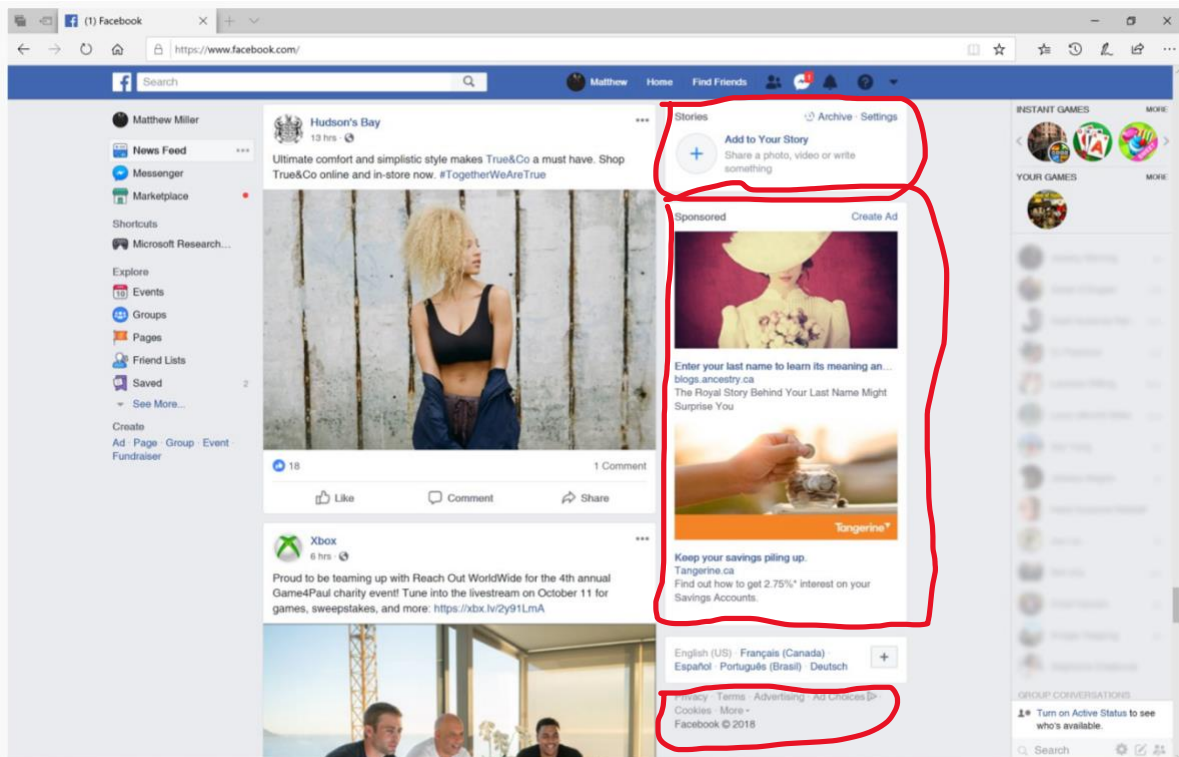
Principle Violated: - Principle of Proximity

Problem: - The Facebook Usask Confessions page violates the principle of proximity because the Like, Following and Share and some three-dot icons are close together and users could perceive them as belonging together and the Create a Page button would be great been grouped together into the Home and About Page at the left-hand side instead of been separate from the other groups.

Solution: - the best solution to fix this problem is by spacing the three groups into same equal space. It would be best to leave some space between the Like, Follow and Share button in order

to make it easier for new and existing user been able to differentiate what each button is intended to do. And it would be great to group Create a Page button into the same group as the proximity groups in order to make the UI great and to make it easier for users because inside the Group Icon already has a much easier way to create a group rather than doing it from the Profile Page.

Problem 3:



Principle Violated: - Principle of Proximity

Problem: attaching a sponsored ads into the news feed is a bad idea and would be misleading for new users because they would take the ads to be a news feed and clicking on it would redirect them to another website which could contain some malware or could steal their sensitive data in the process.

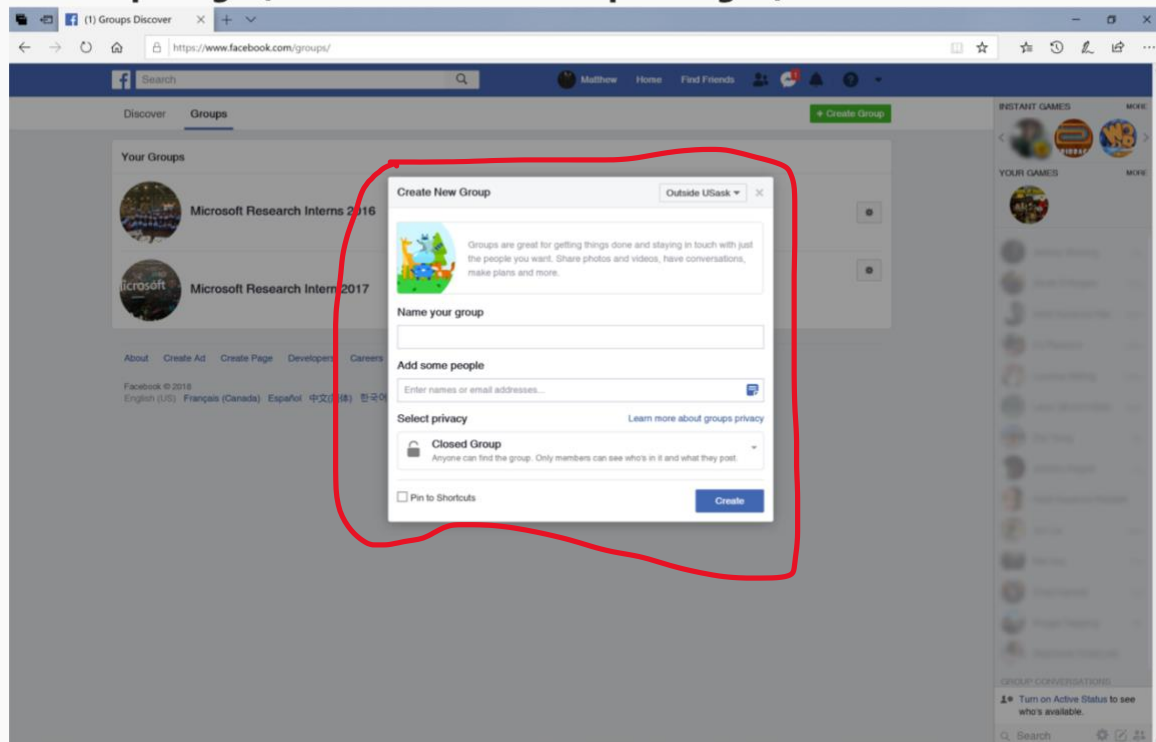
Problem: - The News Feed lacks some accurate proximity. The Stories interface has been grouped together with the header and that would be an issue for users because they would think the icon interface continues the Stories interface and it would be so misleading. And attaching a Sponsored ads into the user News Feed is a very bad idea because they could assume the ads to be a news or notification and there by clicking on it would redirect them to another website. And the Privacy and Terms page would be best if it can be grouped into

another interface so that user who wants to read the privacy terms would find it easier to do so and also if the footer page can be grouped appropriately so is easier for users to perceive what each element stands for.

Solution: - The best approach to fix this bug in the design is by grouping the Stories interface separately from the header bar and aligning each of the interface with accurate white lines to demarcate/differentiate what each interface is meant to do, and it would be best to eliminate the Sponsored ads from the News Feed because that is also a very wrong and a failed design. It would be great if they could just fix the ads into the bottom of the screen or it could just have a timeout effect so that users won't take it to be story feedback, and it should also have a blur color to differentiate it from the design. Then you could just fill the privacy and the copyright to be the footer of the page or better still could also create one interface for the Privacy bar.

Problem 4:

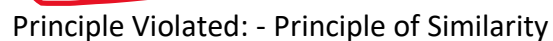
#3 Groups Page (with Create New Group Dialogue)



Principle Violated: - Principle of Perceptual Layering

Problem: - The Create New Group layering would make it difficult for users to view some important messages beneath the layer. The perceptual layering allows the viewer to attend selectively to the elements in any one group with a minimum of interference from the others. The Create New Group dialogue would probably block the name of the previous group for the users.

Problem 5:



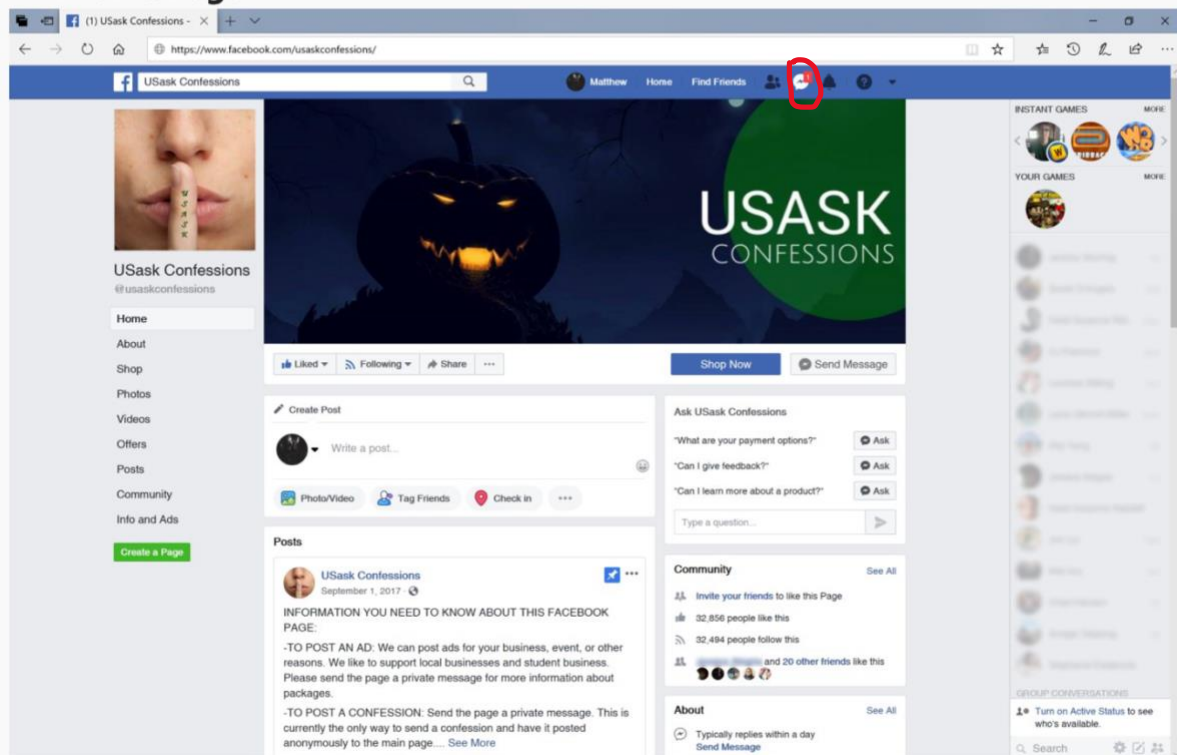
Problem: - This is a very awful design because it would be extremely difficult to document/know who left the group chat. The problem with this design is because of the similarity of two people having the same name but different profile pictures but it would be so difficult to identify who left the group because all the same user has the same name as well.

Solution: - The best solution to fixing this problem is by appending/adding the middle/first name of the user or they could as well fix a location or any random feature that would differentiate the same user. It would be so difficult to figure out when someone leaves the group chat due to everyone bearing the same or better still, they could try hardening the name used to join the group in such a way that two people cannot have the same exact first and last name.

Problem 6:

Appendix A: Facebook Screenshots

#1 Profile Page



Principle Violated: - Principle of Closure

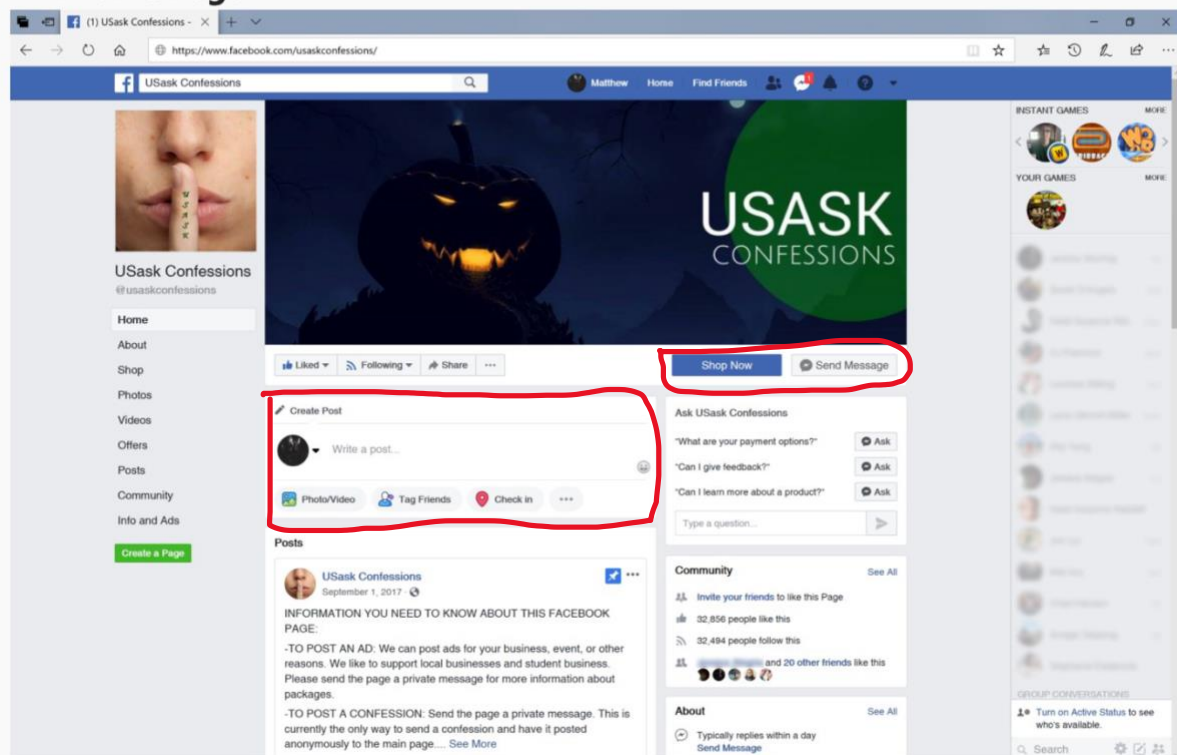
Problem: - The messenger icon on the home menu bar is not a good design because it would be so difficult for new users to know what that icon is intended to do. It's a closed contour that represents an object with enough of the shape passes the message, but this messenger app has a backward of z sign which does not in any means match a message icon and it is so small on a desktop/website that a user wouldn't be able to recognize the object correctly which would prompt new users to read the manual book guide.

Solution: - The best approach in fixing the messenger icon bar is by fixing the icon resolution and the closed contour object. It would be best to implement an icon that is like a messaging thumbnail icon and just leave some white spaces so that it can form the shape of a messaging icon. It would best if enough of the shape is indicated so that people could perceive the whole by filling in the missing information.

Problem 7:

Appendix A: Facebook Screenshots

#1 Profile Page



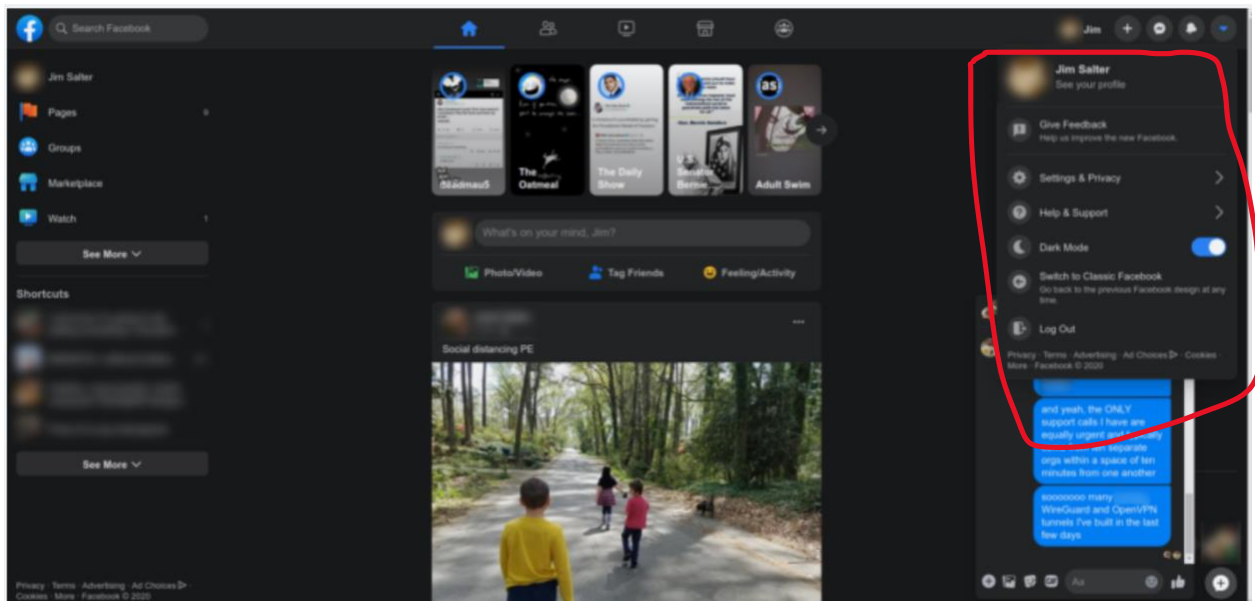
Principle Violated: - Principle of Proximity

Problem: - It would be difficult for new users to upload a new post on their profile page because the proximity of the Create Post is too small, and it lacks detail. It would be hard for new users to locate where to upload new images and post on their profile page which would make them to read the manual guide. And the Shop Now and Send Message button differs in terms of one of the buttons has a shallow color and the second one has the color of a normal button which would impact new users from clicking the Send message because they might take it to just be a text button sitting around the interface with a border and also the proximity of the page was not well grouped in terms of grouping the Community, About and Create Post all in one interface. The elements tend to differ in terms of functionality and applying the

proximity principle into different features would tend to also violate the principle because it does not look to belong to the same element/category.

Solution: - The best approach of fixing this issue is by arranging each of the group not too close to each other and also scaling the Create Post group to be large because after the Post group the second most important group is the Create Post because users like posting new stories and experiences into their profile so it would be great if the Create Post group could be at the right and also have a higher resolution in order to make it easier for new users to spot out whenever they login into the Profile Page.

Problem 8:



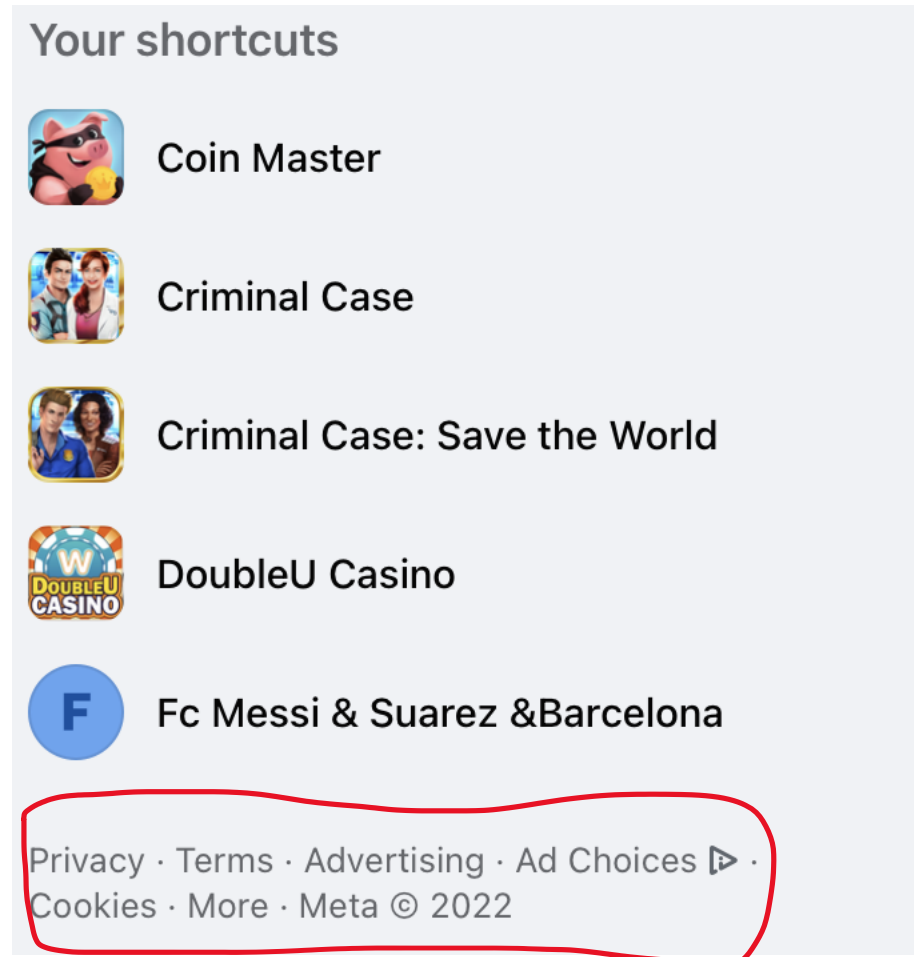
Principle Violated: Principle of Perceptual Layering

Problem: - The profile layering is blocking the chat room from viewing the name or history of the previous chats. The Profile layer would make it difficult for users to view the second layer because it is obstructing the view of the chat message so clicking on the settings would affect the messaging box which is a bad design, and it would also cover the remaining group items on that angle.

Solution: - The best solution is either by displaying the settings page on another new link or by creating a new link for the messaging box. It would be great if the setting page for the profile could be displayed in another link so that it would be easier for the user to just carry-on texting

people or could better still integrate a feature that could scale down/rotate the messaging box so that it could fit the setting box when popped up in the profile page.

Problem 9:



Principle Violated: - Principle of Proximity

Problem: the footer of this page was violated; the elements were not properly grouped, and it would be difficult for a user to tell between the Copyright image and the button icon for the page for reading the privacy rules and terms. And the play button does not express what the text ad choices mean, and it has a very awful interpretation to users.

Solution: It would be great if the elements that are close together could be well aligned, and the Meta copyright icon could be differentiated from the other elements so that users could differentiate easily from privacy terms and copyright image.

PART 2

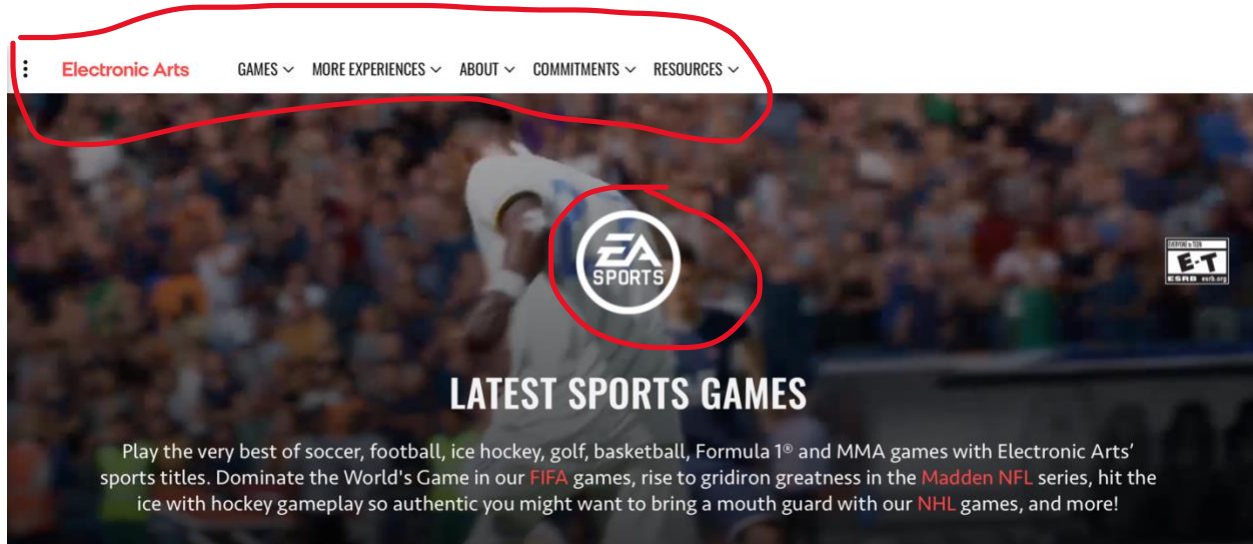


Image: - EA Sport Game Webpage

Best ui design: - The principle of closure was well applied in this webpage. The EA Sports element logo is incomplete and has a space that is not totally enclosed. The viewer would find it easy to fill in the information on the banner of the game. It well expresses the what the element means, and it also gives a useful information to the users.

The principle of proximity was well applied here in the sub heading of the text. The words FIFA, Madden and NHL were grouped together but differentiated using colors. The proximity of the elements was grouped correctly, and the texts well expresses what different game EA sport are trying to carry out. And the ESRB icon was well grouped, and the design makes it easy for users to understand the layout and find it easier to navigate on the system.

The EA sport emblem would be useful in passing out information to both new and existing users. It would also be easy for the viewers to fill in the missing information because enough hint of the shape is already given out. This design would be great in a new interface because it would make the users to understand what that means with little hints, and it would also make the design very good, and the EA sport icon would make it easier for users to recognize rather than always be recalling that feature.

LATEST NEWS

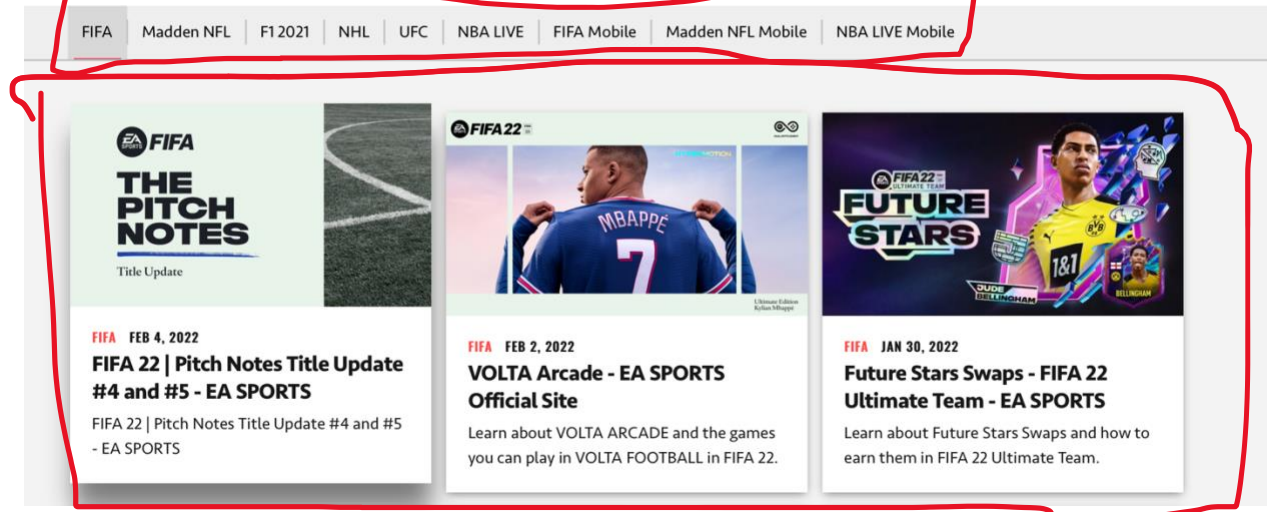


Image: EA Sport Latest News Feedback

Best Approach: - EA Sport has very awesome design layout that impresses lots of gamers but without a doubt one of the remarkable features is the principle of perception here. The graphical elements grouped together expresses a perfect interpretation to new users. Each of the game elements are shared into different sections and each of the FIFA 22 news is grouped into a square and they also have equal white line spacing. The hover effects are also a great feature that tells customers what news they are about to select. The text heading and subheading is perfectly grouped and is easier for customers to tell what day the article was published. The design is so great in terms of grouping each game section into another session so as not to cause conflict when users want to read new feedback on a story.

The principle of proximity applied in this webpage would be so useful implementing in an interface because it would help reduce overcrowding of different interfaces on the webpage and it would be useful in expressing/translating an important message to both new and existing users. It would make it easier for users to locate a button, text etc. that they want to open. The proximity principle is highly efficient implementing inside an interface because it expresses a well craft story through the design and it organizes ideas on a page perfectly well and faster.

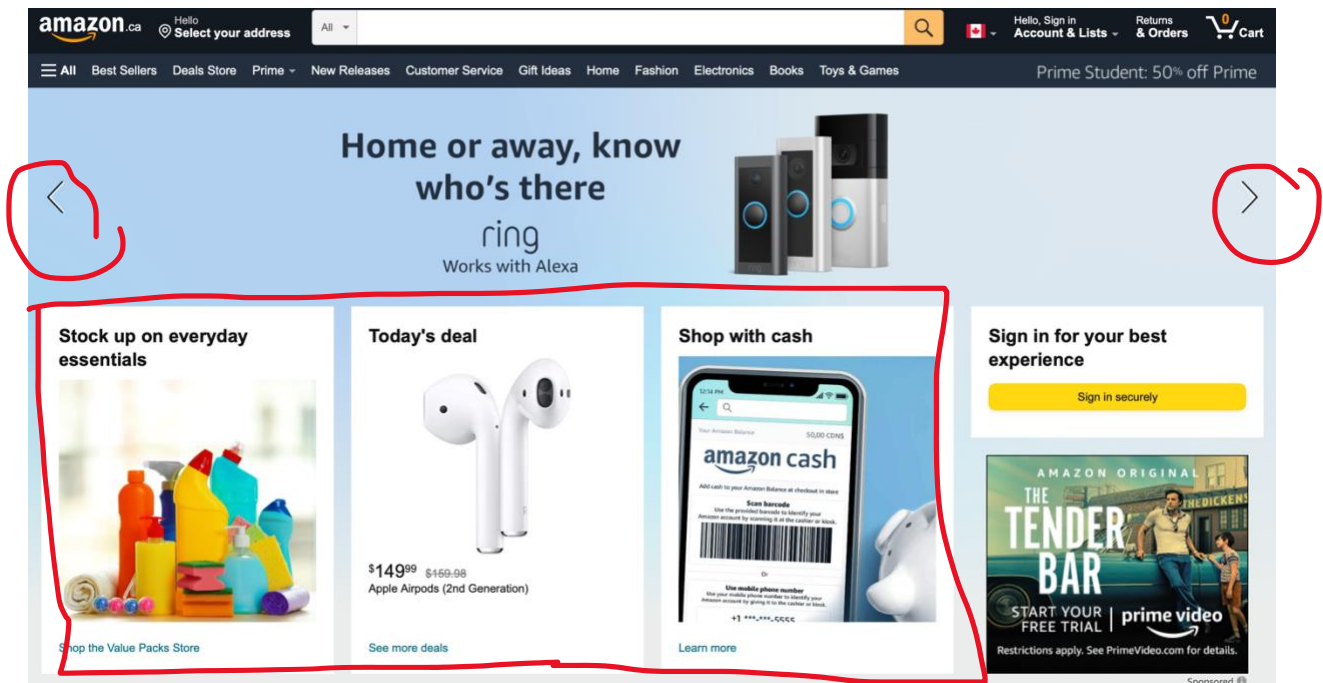


Image: - Amazon Webpage

Best Approach: - One of the best features that makes amazon so great is due to the perfect design layout used over the years. The amazon.ca icon implies to the Principle of Continuation. The principle of continuation occurs when the eye is compelled to move through one object and continue to another object. Here in the amazon icon, the arrow moves from a to z which expresses to the customer that amazon covers all amenities needed in terms of A to Z. The principle used here is very clever and is a perfect way of expressing some information to users rather than making use of texts. The image points out two meaning; first which shows is a logo and the secondly it interprets that the stores cover all amenities needed for any household.

The principle of Continuity expressed in this amazon website would be useful in expressing words to user rather having to write or combine spaces to form a word. The caption of the icon makes the design layout perfect, and it gives an extra meaning to the welcome page. The elements are grouped together and are also smooth and continuous rather than with abrupt changes. The principle of continuity could better be used in an interface to direct the viewers' attention to that specific element that you want them to see and establishing a relationship between the viewer and design because the viewers are more likely to see continuous and smooth lines rather than broken lines because our eyes tend to follow something that travels in that direction.

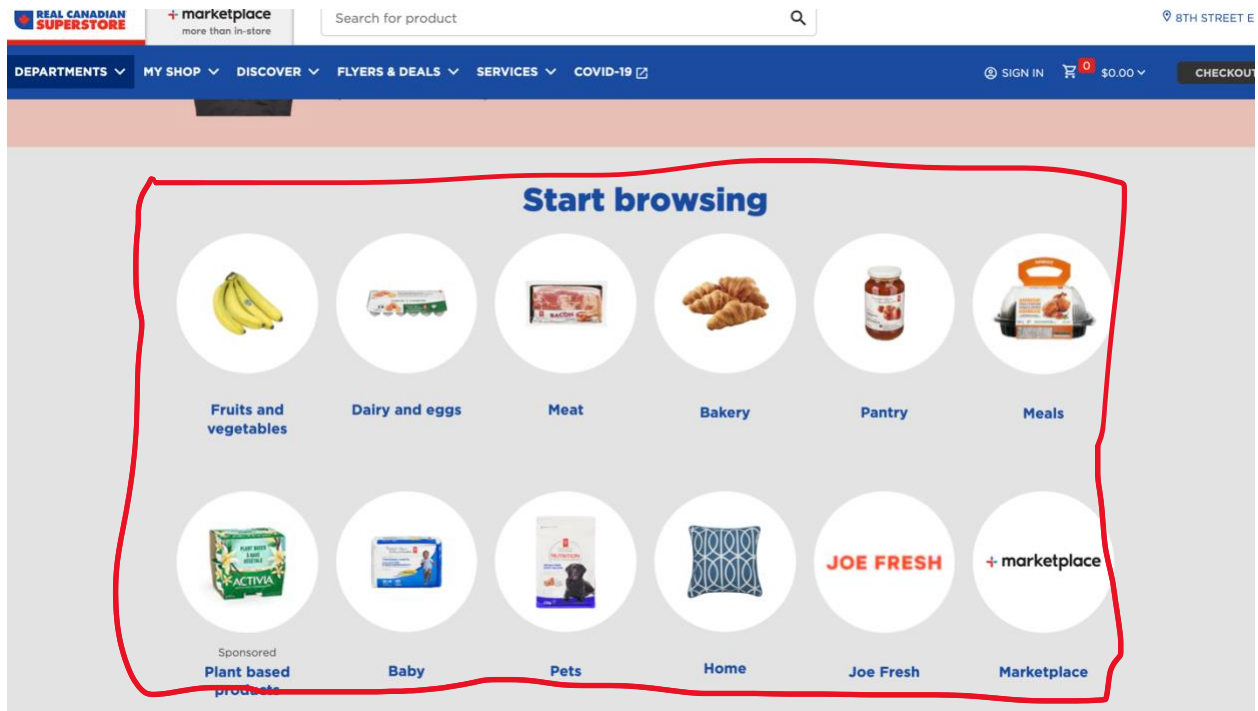


Image: - Real Canadian Superstore

Best Approach: - The principle of proximity was well implemented in this interface. One of the best features of Canadian super store is the way each item is properly separated. It would be easier for users to purchase items online because the interface is very easy to understand. Each of the item category was well drafted and it has sufficient space to demarcate different designs. Also, the picture of the item also matches what that group is intended for. With this design and proper layout, it would be easy for customers to navigate through the system with ease.

This could be properly applied to an interface in order to make it easier for users to understand what each group is intended to do, and it also gives the page a perfect meaning. With the items been grouped together but separated with some white lines, it would be easier to share a message about what each shape of the interface does. It would also make the interface layouts easy to scan and read through the shopping menu.

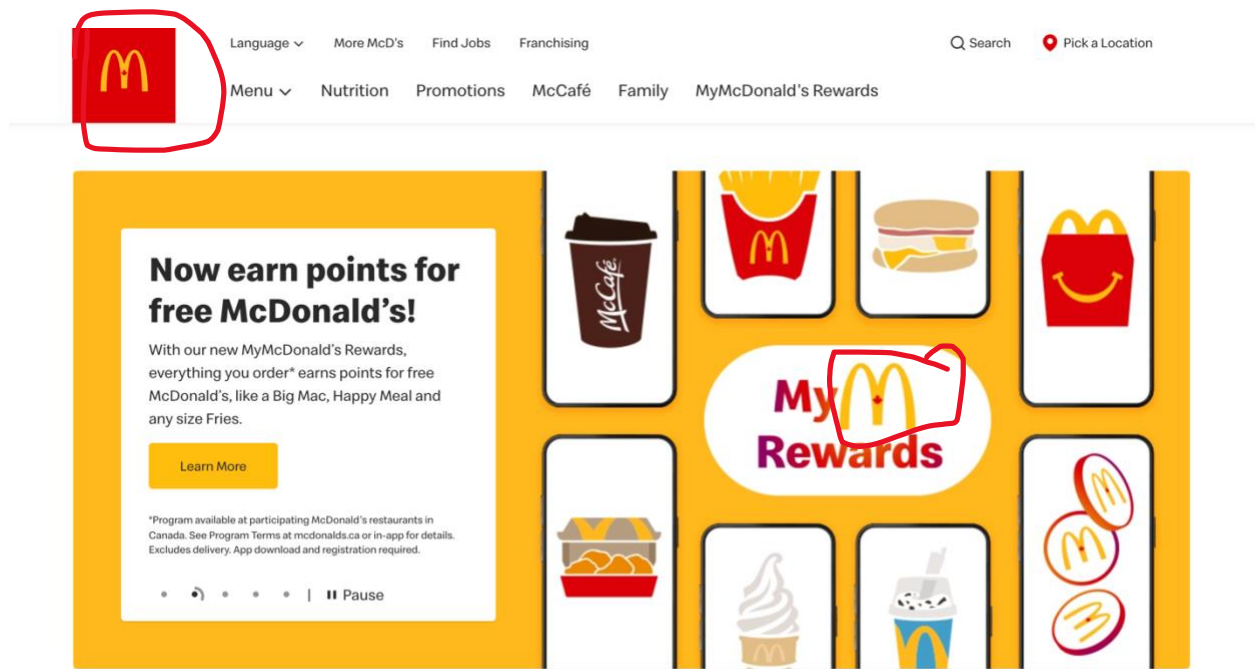


Image: - McDonalds Website

Principle of Symmetry

Best Approach: - One of the best ideas of this webpage is the format in which the McDonald emblem is made. The logo makes use of the principle of Symmetry. The opposite of each of the line still form one meaning. The elements that are symmetrical to each other tend to be perceived as a unified group. In terms of the logo, both angles of the logo are perceived to form one group and likewise for the middle of the letter M. The two parts form of the logo form a visual whole. The grouping of the McDonald Rewards would make it easier for viewers to know which item in the store gives a point rather than scrolling through the webpage. The way the McDonald home page was arranged and displayed would make it easier for users to navigate through the webpage without getting stuck.



Image: - FedEx

Best Approach: - One of the most fascinating features of the FedEx logo is the white spacing used to form the shape. For example, check the white space between the letter E and x in Ex. Now it would be able to express the arrow in between the Ex-shape. The arrow wouldn't have been easy to spot out only if carefully looked at it. I find this an amazing feature when they are some hidden spots in an image that then gives out some information to the user.



Image: - Le Tour de France (Bicycle Race)

One of the best features of these icon is how the design is well implemented without users picking out the most important information. Looking at the picture it would be hard for a user to spot out someone riding a bike in the image. In the image displayed here, the yellow circle represents the front wheel (tyre) of the bicycle and the letter R represent the athlete body in this picture. Flipping the image would display that the athlete is cycling the bicycle which also reads out some information that it is also a cycling race competition instead of just having to read all the texts in the image.



Team Hustle D 10 FlyEase
Kids' Basketball Shoe
ours



 +1
Sustainable Materials
\$70



Sustainable Materials
Nike Revolution 6 FlyEase
Younger Kids' Shoe
4 Colours
\$65



Image: - Nike Website

Principle of Proximity

One of the fascinating designs in this website layout is how the shoes are arranged in an accurate proximity using grid. The best idea is how the shoes are arranged with extra information beneath the item that explains what category the shoe belongs to and what's the price. The use of white spaces in this design was amazing and the whole square has the same height and width. The use of grid in aligning the products would make it easier for users to scroll through the webpage without having any issues. Also the color used in the shape also matches the white background applied in the design which does not obstruct the viewers visibility.

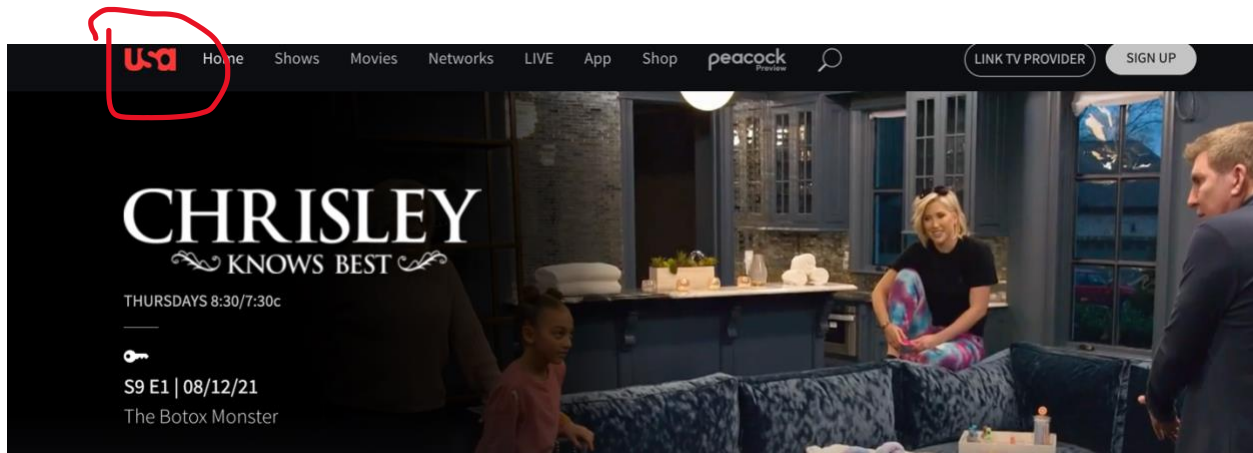


Image: - USA Network website

Principle of Closure

Closure is when an element is incomplete, or a space is not totally closed.

Here one of the fascinating features of this USA network is how the letter S in the logo is written, it indicates enough hint or direction on how the user will fill in the missing information. It helps in providing enough information by filling the missing parts to create a whole full design.

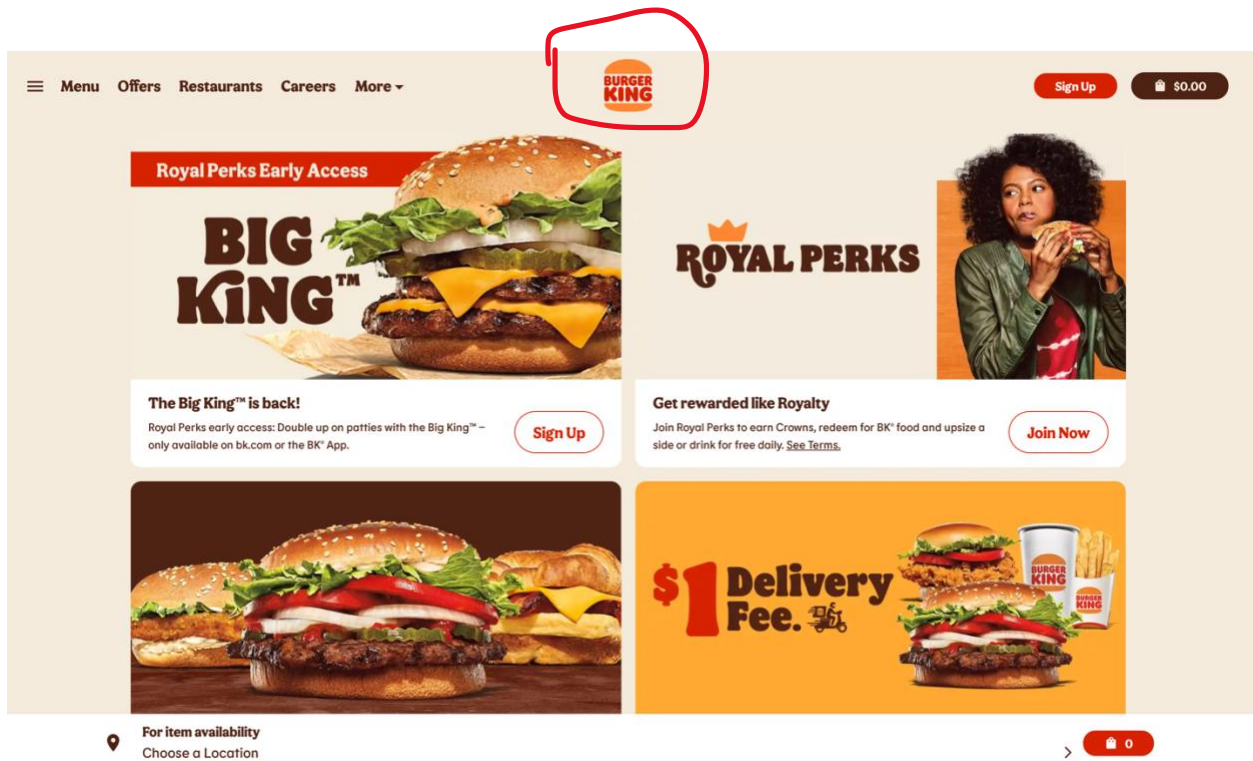


Image: - Burger King

Principle of Figure/Ground

One of the best features applied here is how each grid of the image is grouped; it gives to the users an extra meaning on what each menu represents. Also, another best feature here is how the burger king logo is set, the burger could be clearly defined to be the figure and the ground could be defined to be the color of the theme. Here we could say that a shape is perceived as the figure and the surrounding area is perceived as the ground and balancing both the figure and ground would be a perfect art form in itself.



Image: - CULT

The principle applied in this image is the Principle of Closure. The word CULT has some hints about what the missing word would be, and it would be easy for viewers to fill in the missing information. The word CULT tends to be seen as an object and with enough information of the shape indicated, it would be easy for viewers to know what this word means. It is easy for users to fill in the blanks to perceive a complete object whenever an external stimulus partially matches that object. Even when we are missing information, will tend to know what the whole object means by filling the gap.

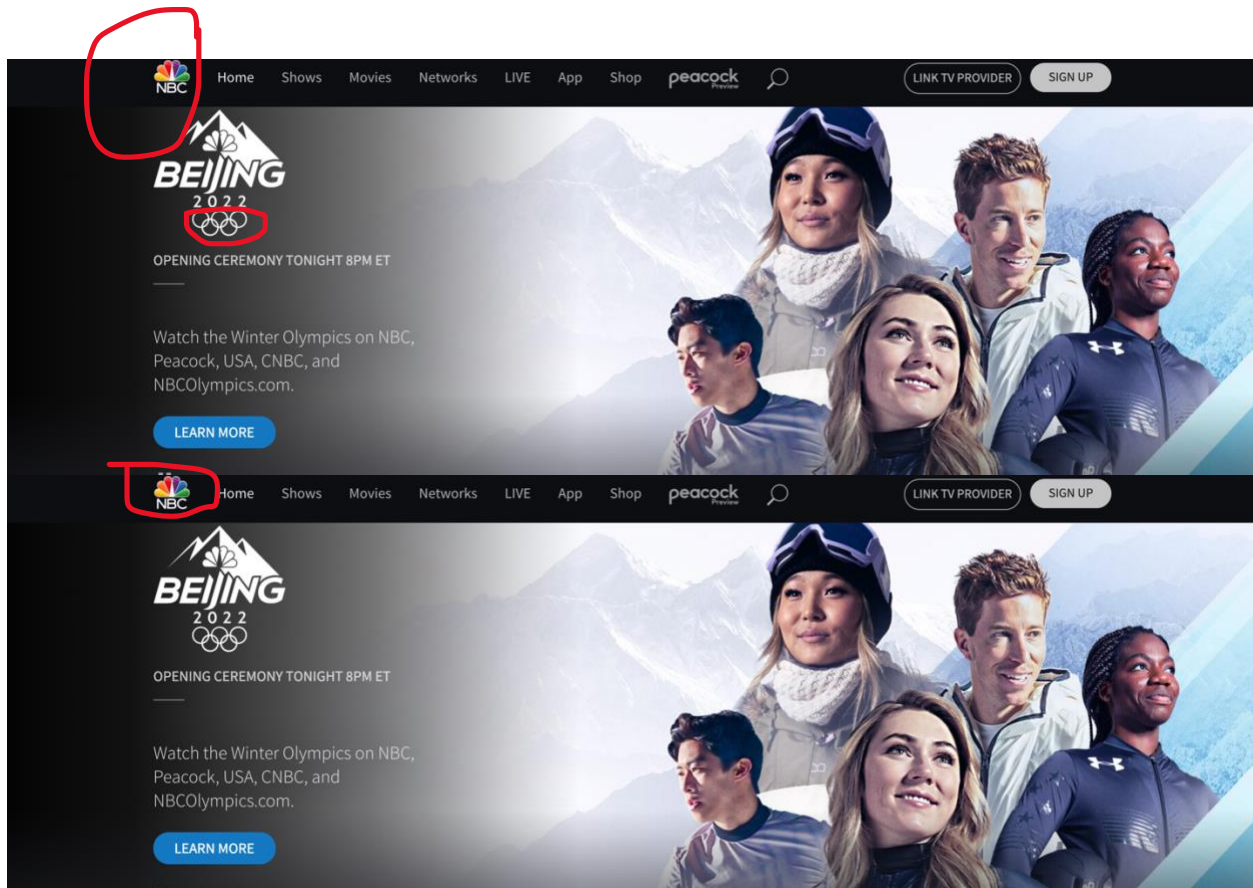


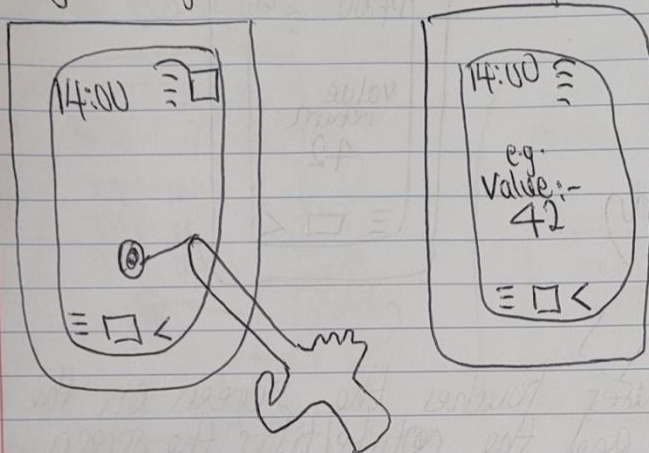
Image: - NBC News

One of the principle of gestalt applied here is the Principle of Similarity. The objects above the NBC logo looks similar to each other and also thw Beijing logo under the year have a similar shape to each other. The user will perceive them as a group or pattern and this can be in form of shape, colour, velocity or any design element.

PART 3

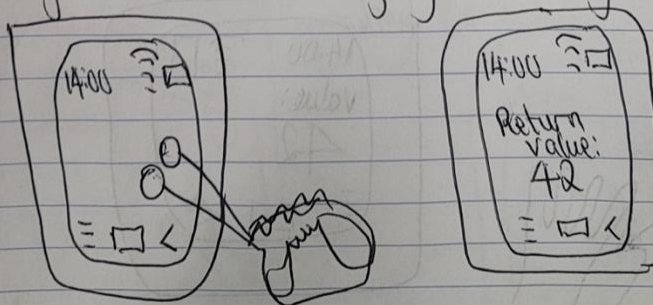
Sketching 10 plus 10

- (a) When the user swipes the device touchpoint with a single finger either to the up or down (Swiping the device)



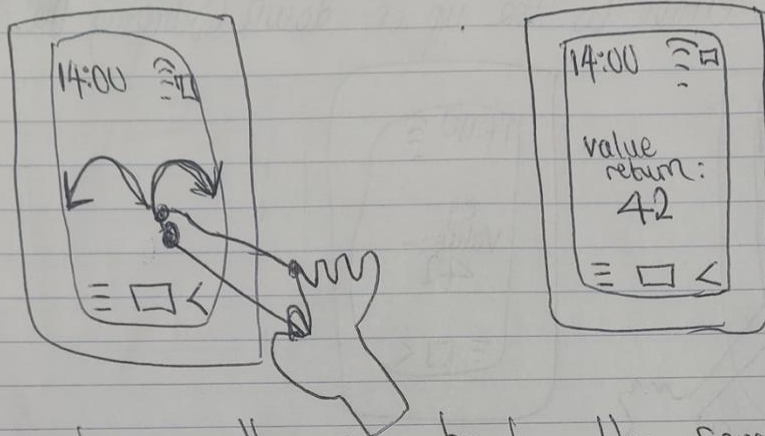
So whenever the user swipes on the circle button or on any part of the device screen it would return and output a ~~device~~ number to the user to signal that some pressure have been applied on the touch surface.

- (b) When the user touches the device screen with their two/double fingers and then bringing them together [Zoom IN/PINCH]



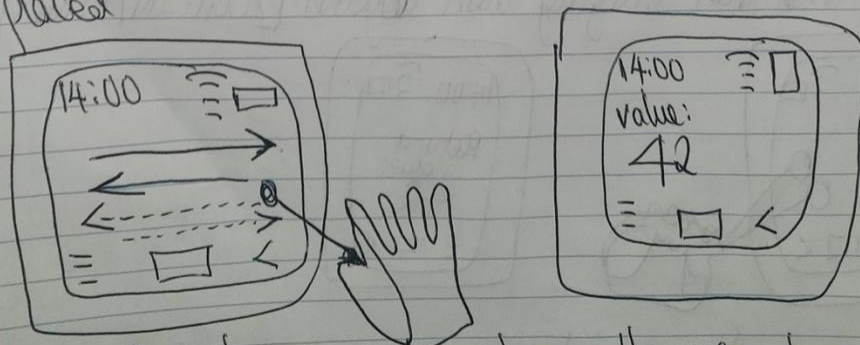
So whenever the user double zooms with both fingers it would exert pressure on the surface and then return an Integer/Float value on the device.

- (c) When the user tilts the device surface with both fingers both clockwise and anticlockwise direction



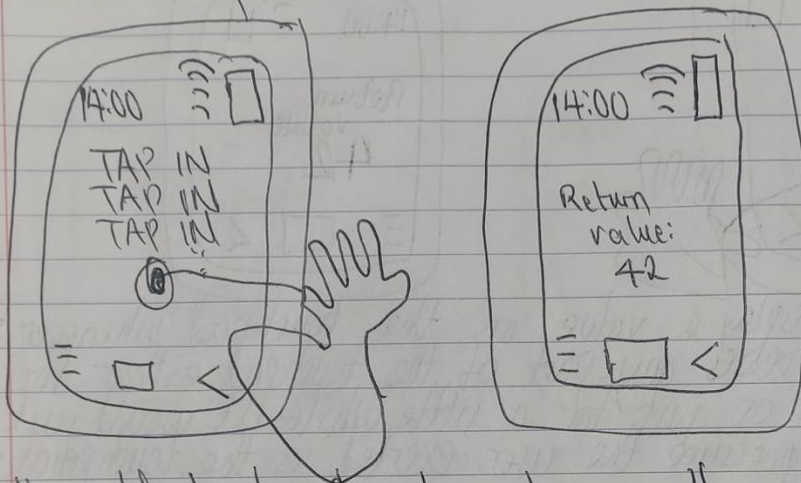
So whenever the user touches the screen on the device with both fingers and the rotate/tilts the screen clockwise and anticlockwise it would apply a pressure and then send a report to the pressure sensitivity that some pressure have been exerted on the device.

- (d) When the user drags on the touchpoint for a lengthy/short period of time so to increase the shot power/pressure exerted on the device without losing any contact of the direction placed



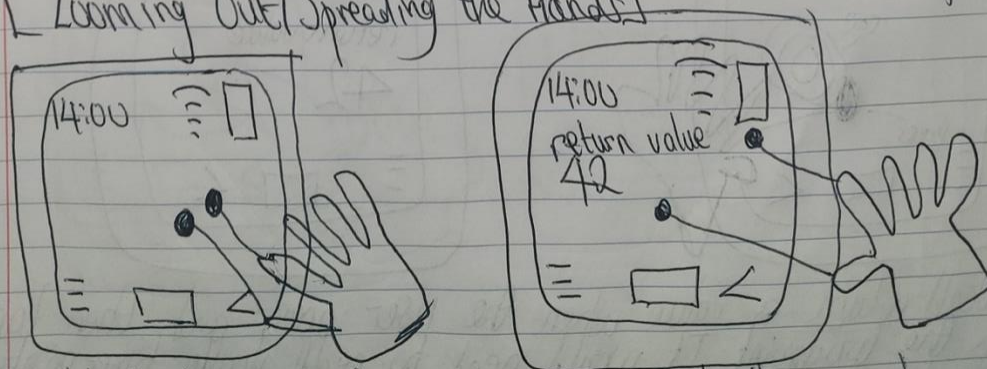
it would return a value whenever the user drags on the touch surface either to the right/left way and also when the user flows the dotted line to drag the device

- (e.) When the user double taps on the screen. i.e. when the user presses a particular contact repeatedly with his single palm for an extended period of time tapping simultaneously on the touchpoint



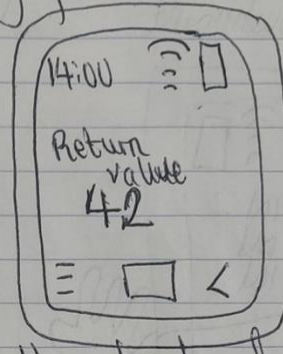
It would display a value whenever the user taps on the touchpoint simultaneously/repeatedly by displaying a value. It would get the pressure exerted and then return a value on the touchpad.

- (f.) When the user touches the touchpoint with both fingers and then move both fingers to different direction/apart
[Zooming Out/Spreading the hands]



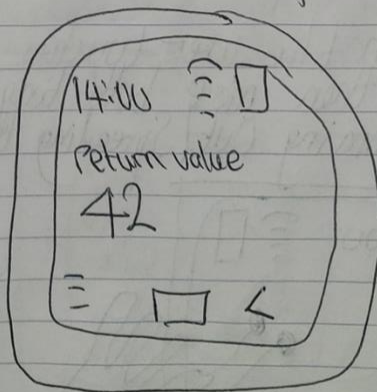
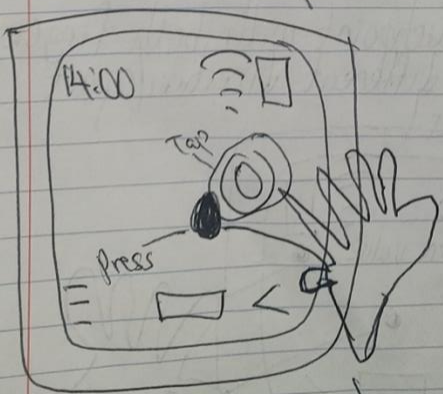
would display a value whenever it reads the user has extended both fingers apart after zooming it together & would show a value

(g.) When the user presses a particular surface for an extended length of time (Pressing). It would detect a pressure when a surface is been held for a long period of duration.



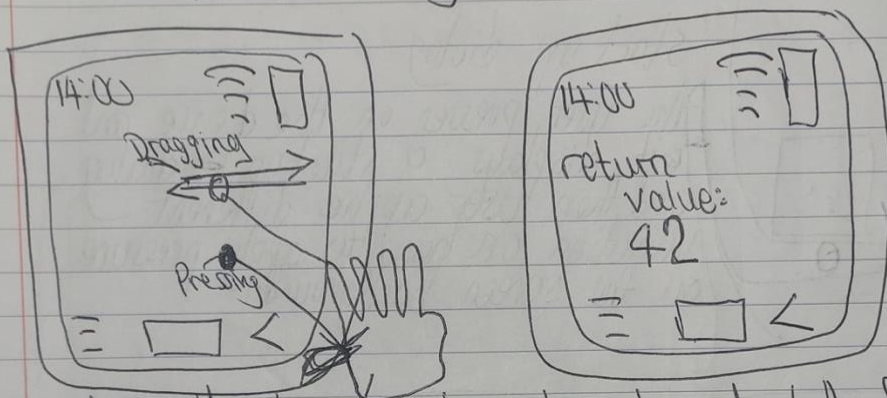
it would display a value on the touchpad whenever the user held/presses any part of the touchpad either for an extended time or just for a little while. It would just need to read the pressure the user exerted on the touchpoint.

(h.) When the user presses and taps on the touchpoint simultaneously repeatedly for an extended period of time. It would use Press and Tap to read the user exerted a pressure on the interface.



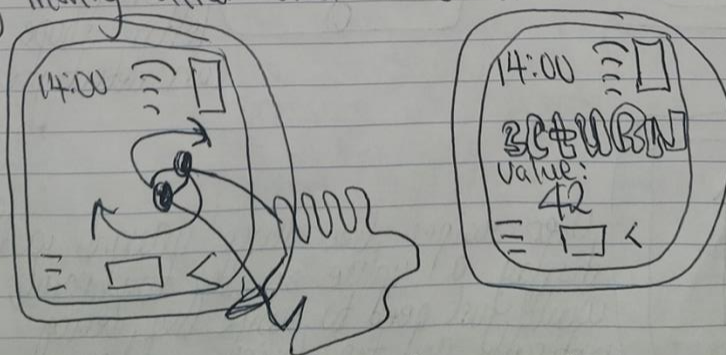
Would return a value when the user press and then taps on the touchpoint. It would need to read pulse fingerprints in order to confirm that a pressure was applied on the touchpoint.

- (i) When the user press and drags on the pad touchpoint on any surface on the device and then the user would need to use the second finger to drag without removing their hand from the touchpoint (Pressing → Dragging)



So, it would return a value when it reads double fingers on the touchpoint, it would only return a value when there is a pressure exerted that the user is dragging a surface on the touchpad

- (ii) When the user tilt/rotates the touchpoint with both fingers by moving either clockwise or anticlockwise direction.

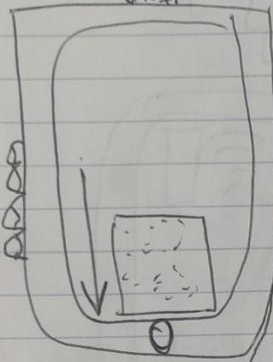


Would display a value whenever there is a rotation carried out by the user using both fingers to move in clockwise direction and anticlockwise direction.

10 details variations

(i) Example/Details:- Swipe the device

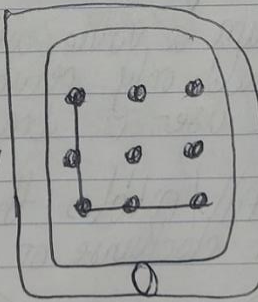
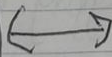
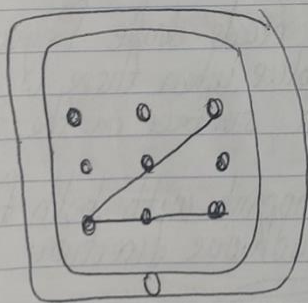
(i.)



start up dialog

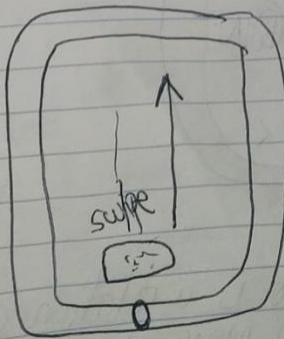
the user presses on the device and it displays a start up dialog and then user applies different variation on how to apply pressure on the screen background.

(ii.)



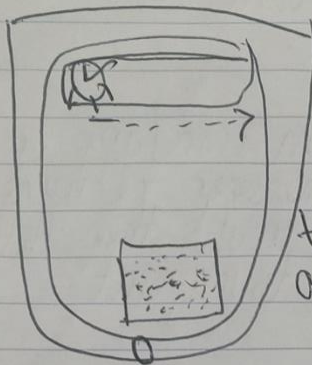
User applies different swipes on the touch pad to return a value he could swipe in a "L" shape or different letter shape so the device can detect pressure been applied

(iii.)



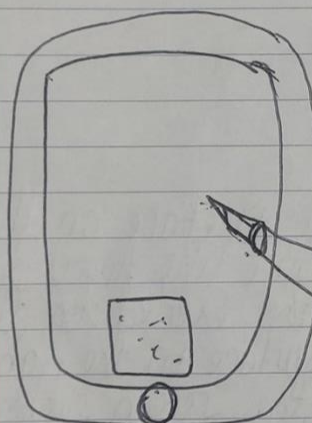
User swipes the device upwards would display a value on the touchpoint; would just need to swipe the device vertically and the device would record some pressure detected

(iv)



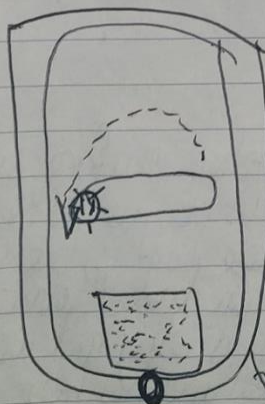
User swipes the device to the right side of the touchpoint and it would then return a value; the user would just need to swipe right and the device would detect a pressure and then returns a value.

(v)



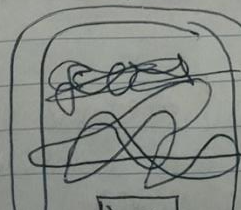
the user applies a stylus pen or bluebook on the device touchpoint drawing different shapes/texts and by doing that, the device would detect a pressure that is applied

(vi)



the user swipes to the left side of the touchpoint and it would exert a pressure was detected just like angry Bird so by the user swipping to the left then the device would detect a pressure inputted the user gets a value once the screen is swipped to the left

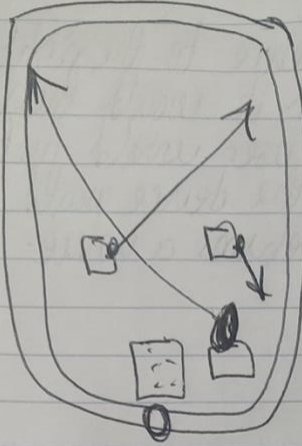
(vii)



[swiping by drawing signatures]
by the user swiping multiple surfaces on the device when the user swipes on different contacts and it would then detect a pressure. Swiping when

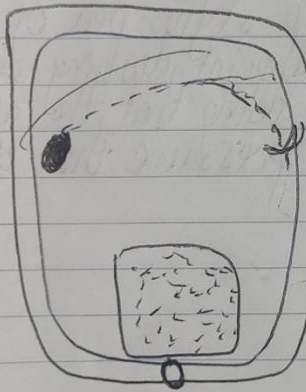
Example/Variation: Dragging the Device

(viii)



the user dragging an icon/app on the interface so that whenever the users drags on the touchpoint, it would then detect a pressure on the touchpoint.

(ix)



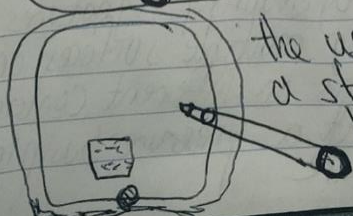
the user dragging a surface on the control area on the screen; just like Angry Bird would show a pressure exerted on the screen; dragging the surface to the right would display a value on the screen showing a pressure has been exerted/pressure.

(x)



the user dragging the below surface on the interface on the touchpoint just like how phone call log & message log is the user just need to drag an icon large/hover on the image so that it would display and would display a value that pressure has been exerted.

(xi)



the user dragging an icon/interface with a stylus pen would show that a pressure is been displayed on the screen.