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6MMCS001 W MOBILE USER EXPERIENCE LECTURE



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Gestalt theory

We perceive the world as meaningful and complete objects, not a series of independent parts.

The Gestalt Principles

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Gestalt is a psychology term which means "**unified whole**". It refers to theories of **visual perception** developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into **groups** or unified wholes when certain principles are applied.

Gestalt means "shape" and "form"



"The whole is other than the sum of the parts."

Kurt Koffka

<https://commons.wikimedia.org/wiki/File:Gestalt.svg>



Gestalt principles applied

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Objects with similar attributes (such as shape, colour, size or brightness) are perceived as belonging together.



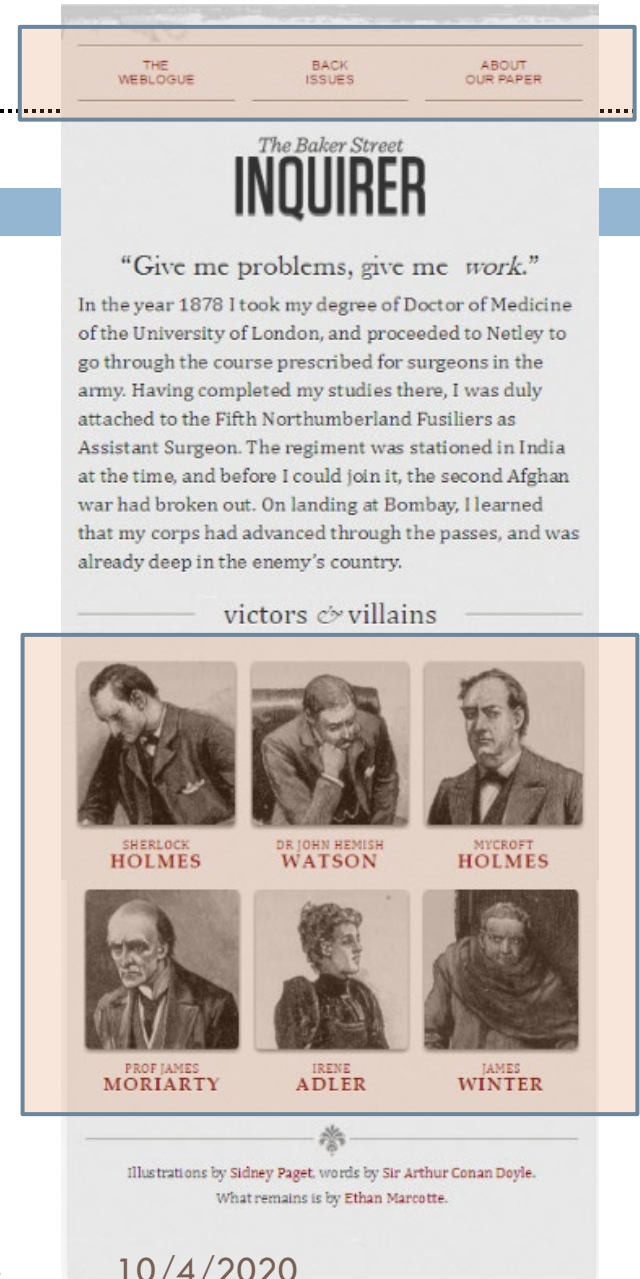
similarity

proximity

closure

continuity

figure/ground



Gestalt principles applied

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Objects that are near one another in space or time are perceived as belonging together



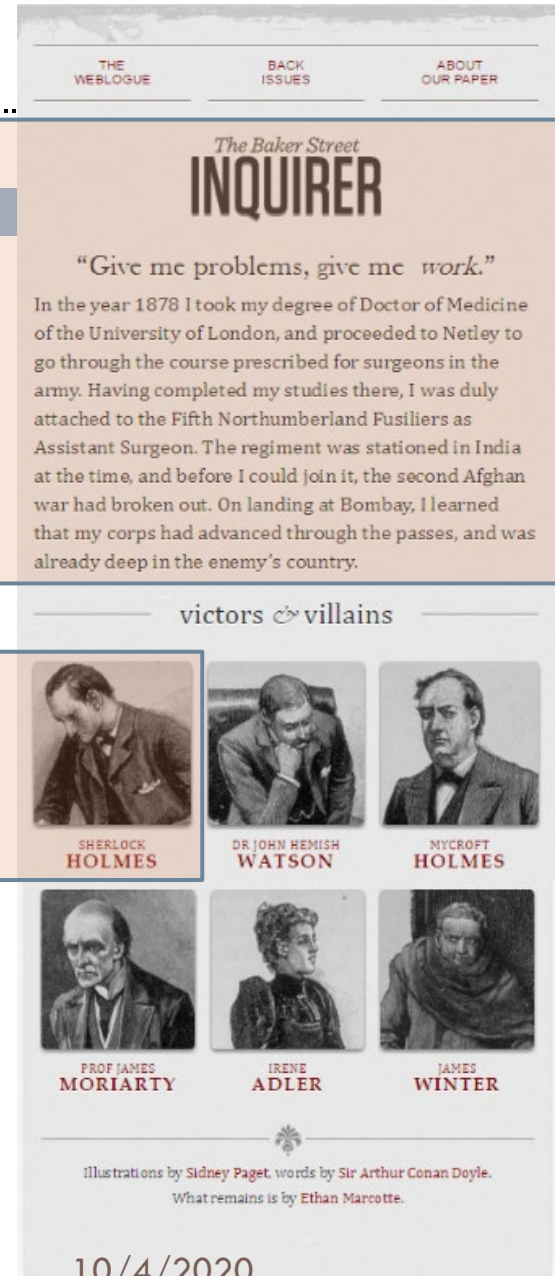
similarity

proximity

closure

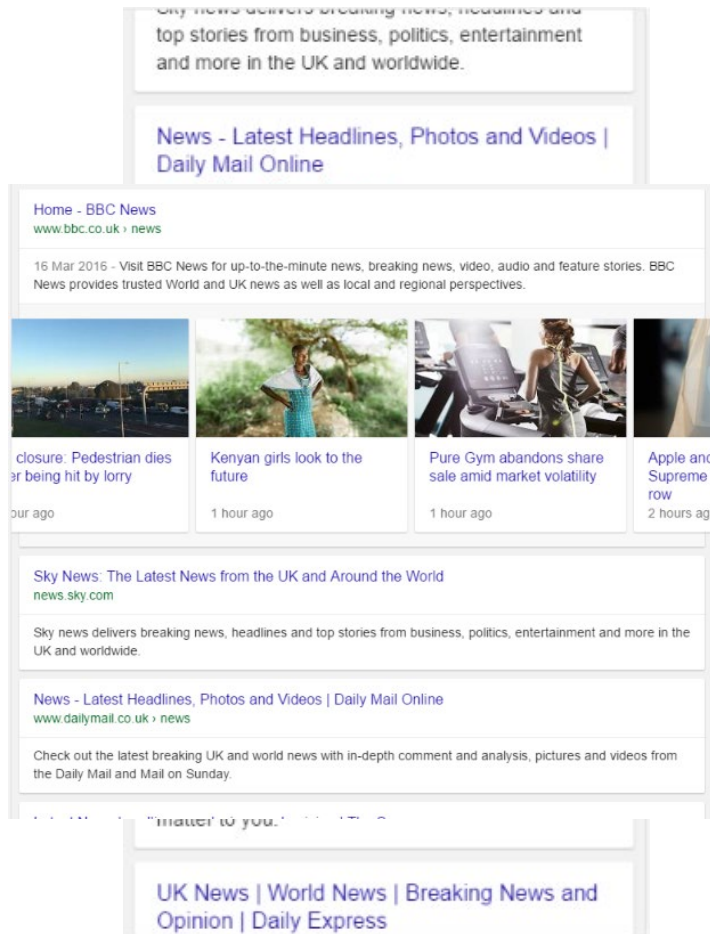
continuity

figure/ground



Gestalt principles applied

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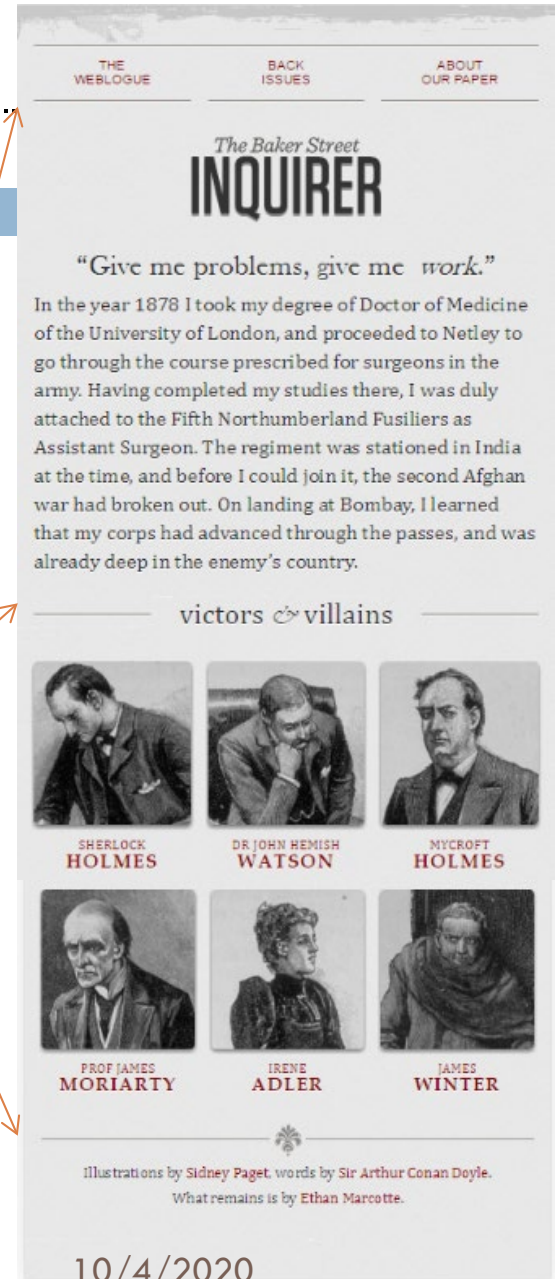
similarity

proximity

closure

continuity

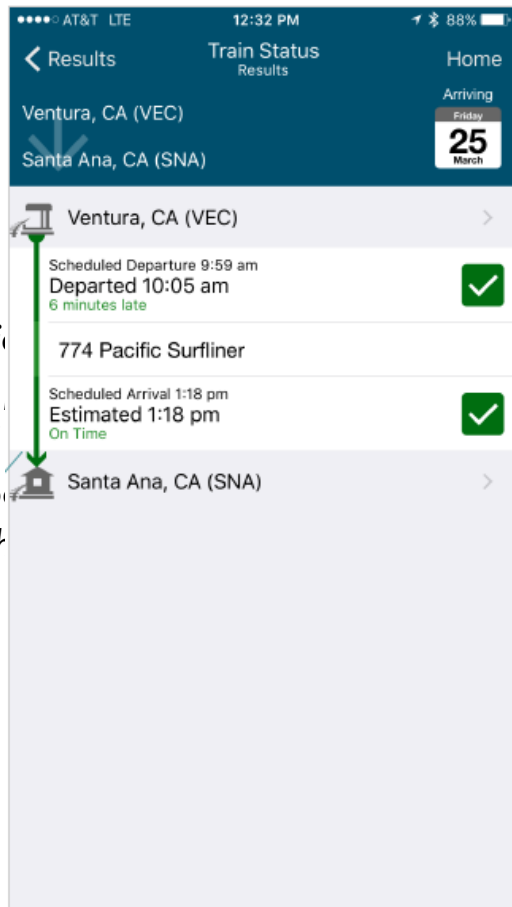
figure/ground



Gestalt principles applied

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Objects are and smooth path



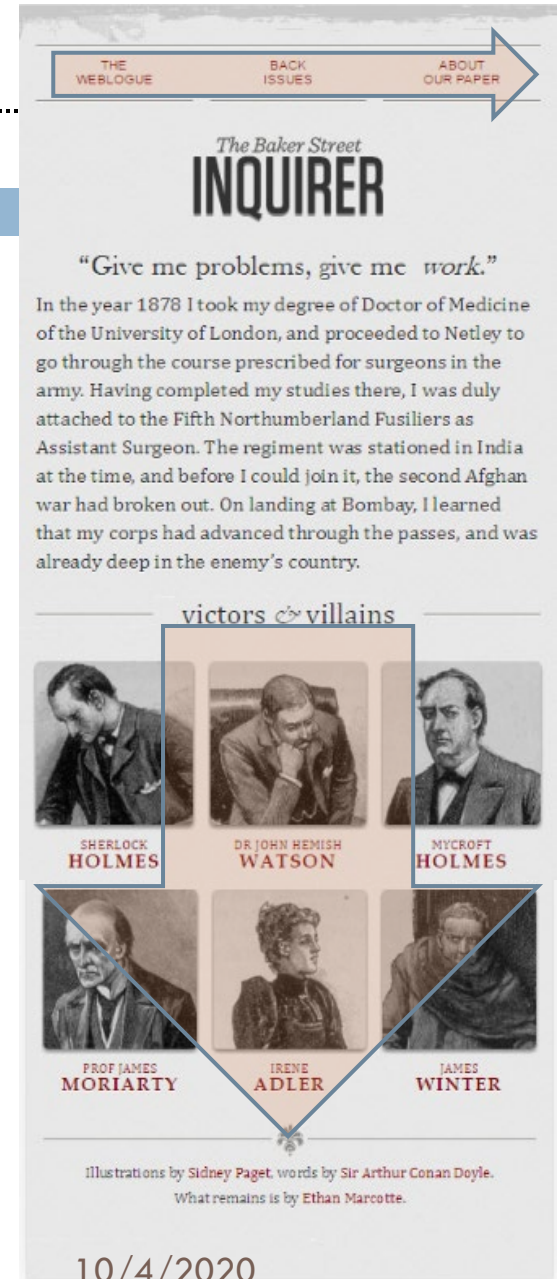
similarity

proximity

closure

continuity

figure/ground



Gestalt principles applied

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We perceive symmetric objects as figures over ground, and we perceive those objects as symmetric around a central axis



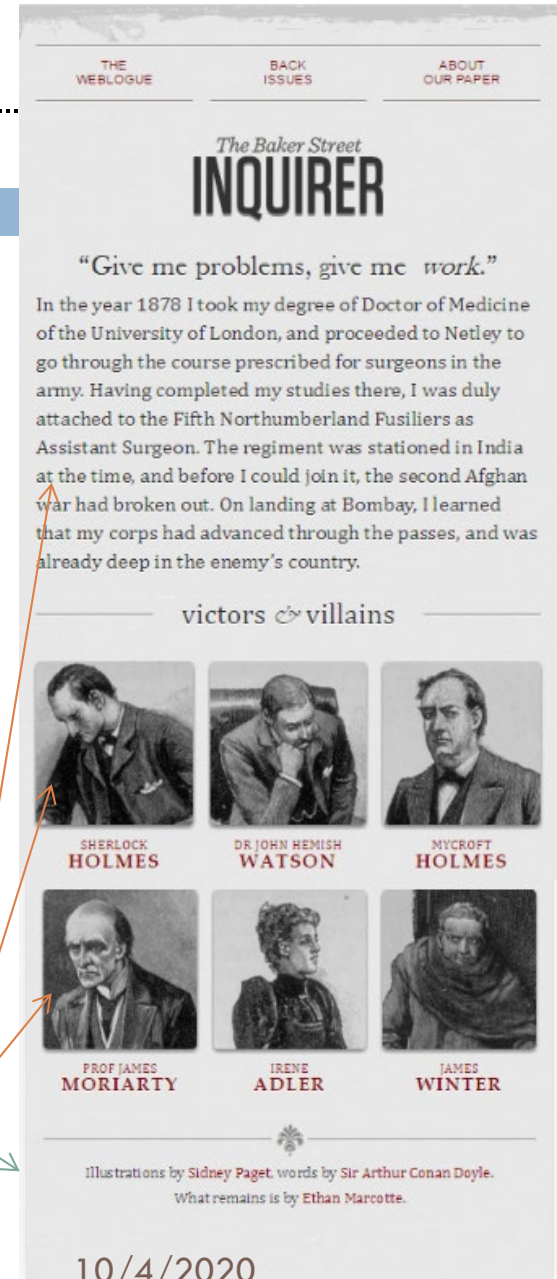
similarity

proximity

closure

continuity

figure/ground



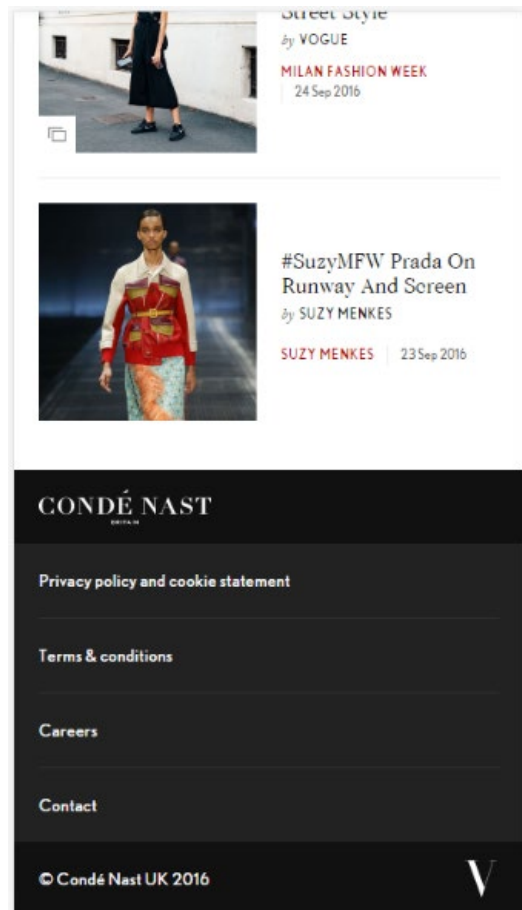
Gestalt principles enhance scannability

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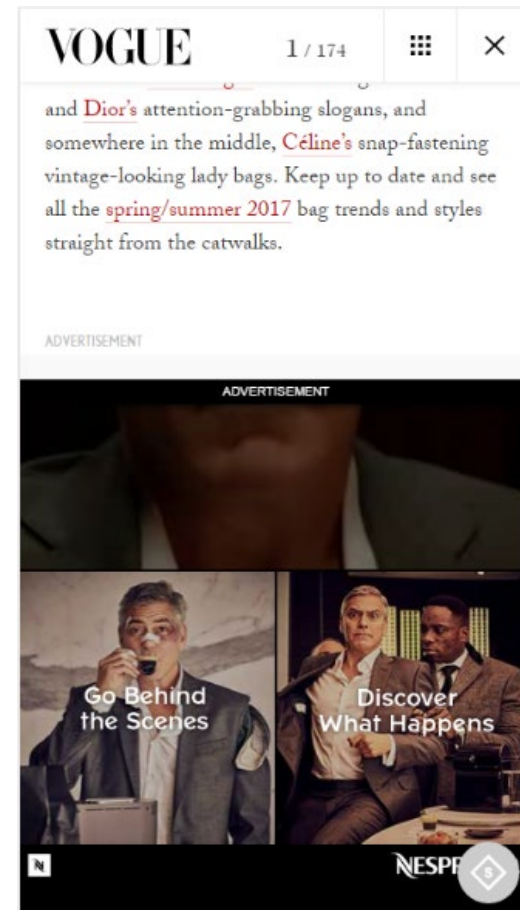


Gestalt principles enhance scannability

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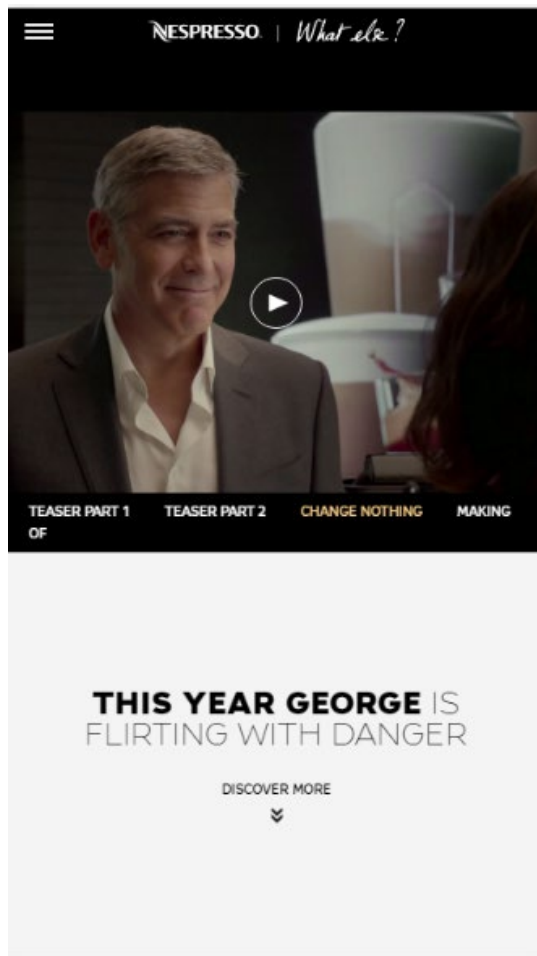


closure



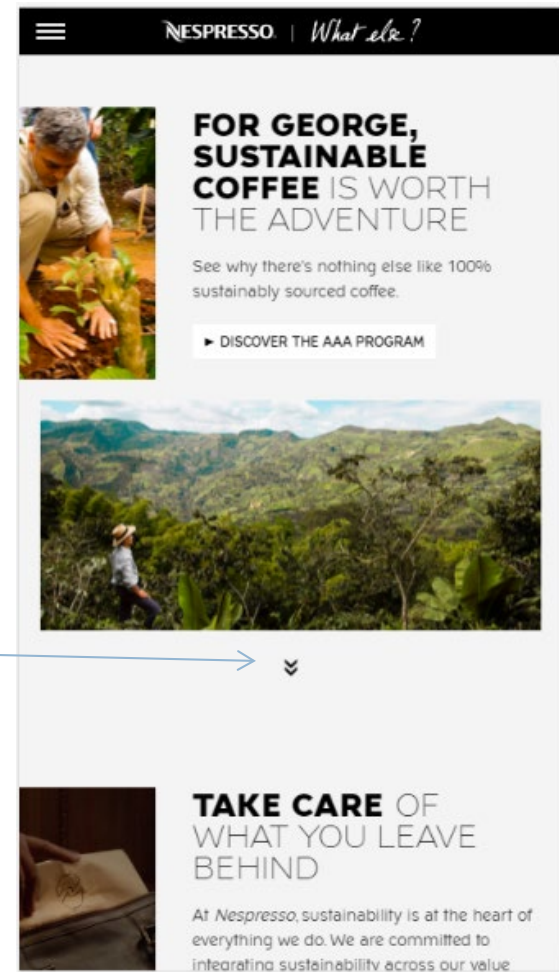
Gestalt principles enhance scannability

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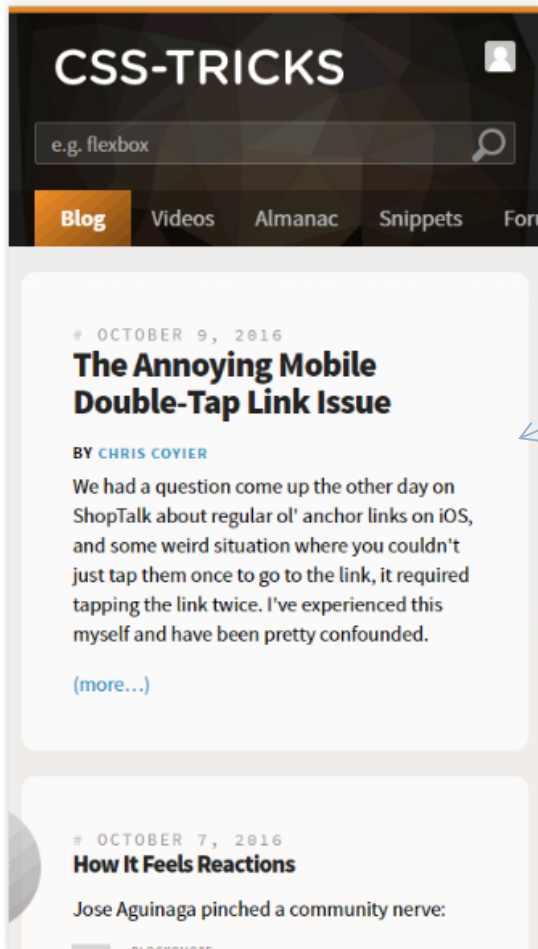
proximity

closure



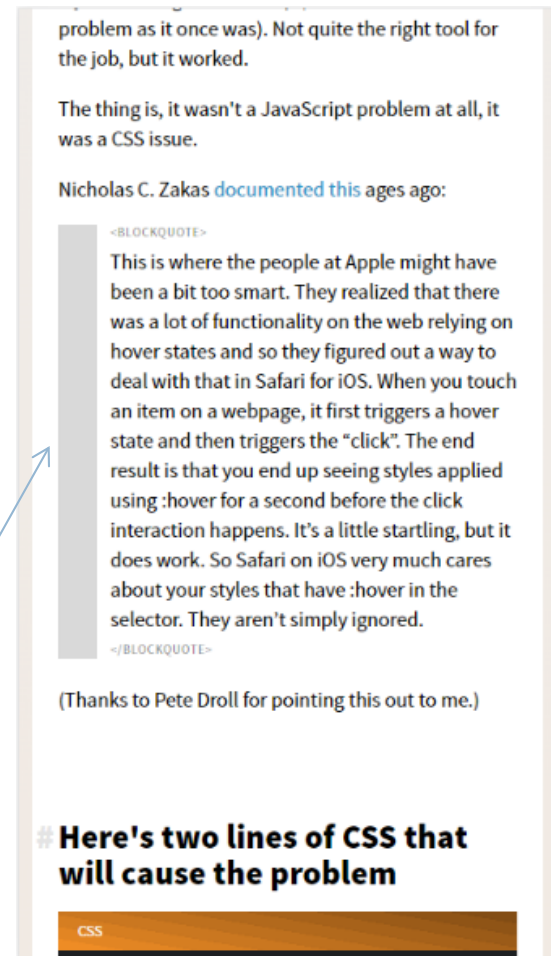
Gestalt principles enhance scannability

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closure

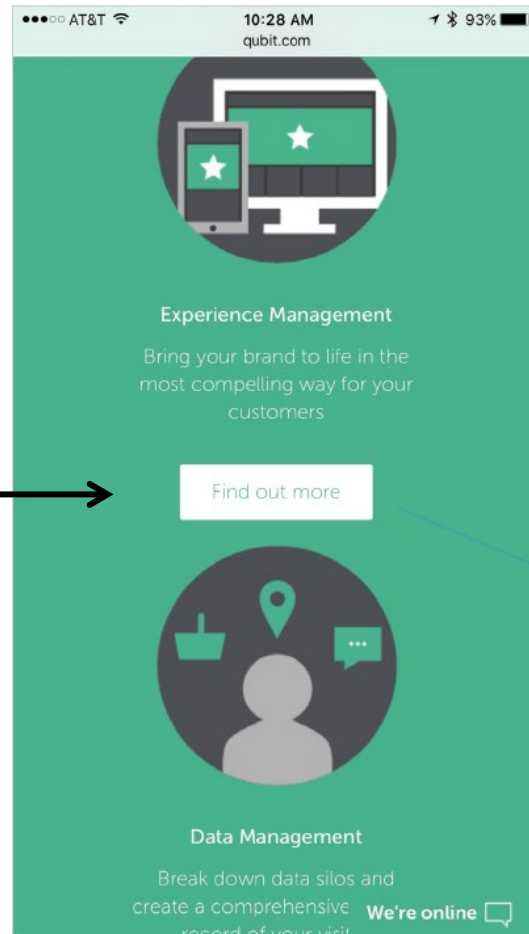
continuity



Example 1

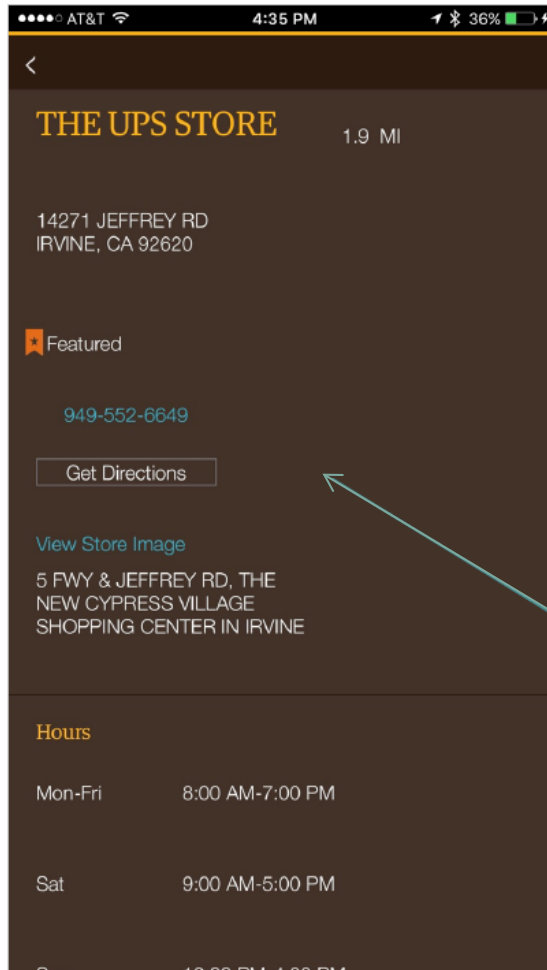
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To which
group
does it
belong?



Example 2

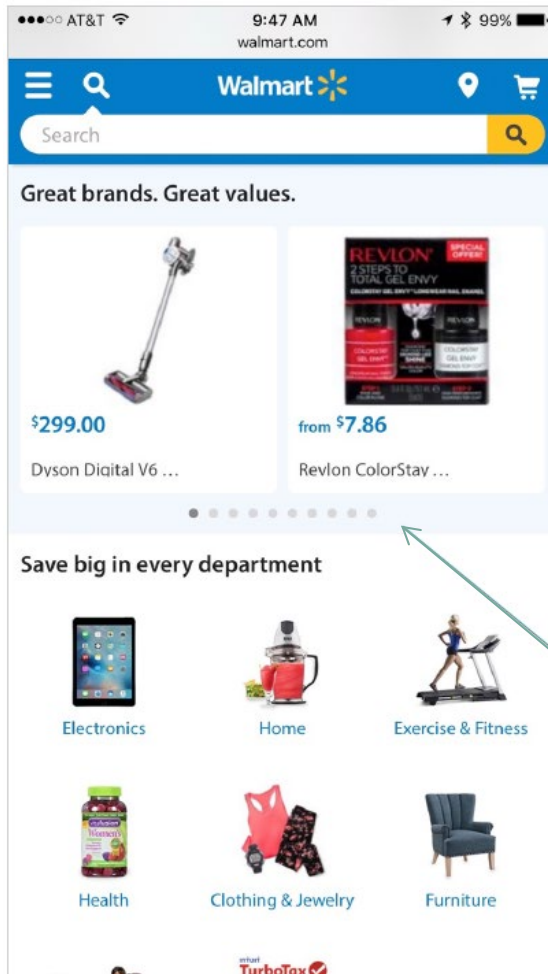
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No strategic use of spacing to assist scanning

Example 3

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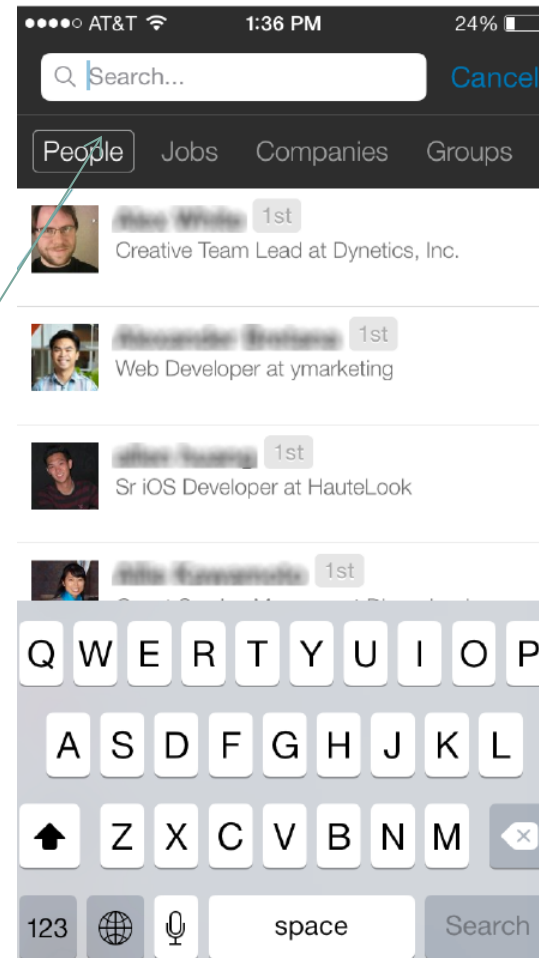


Carousel controls
equally spaced
above and below: so
what rotates?

Example 4

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Tab search scope bar placed
directly under search area,
also shares background
colour





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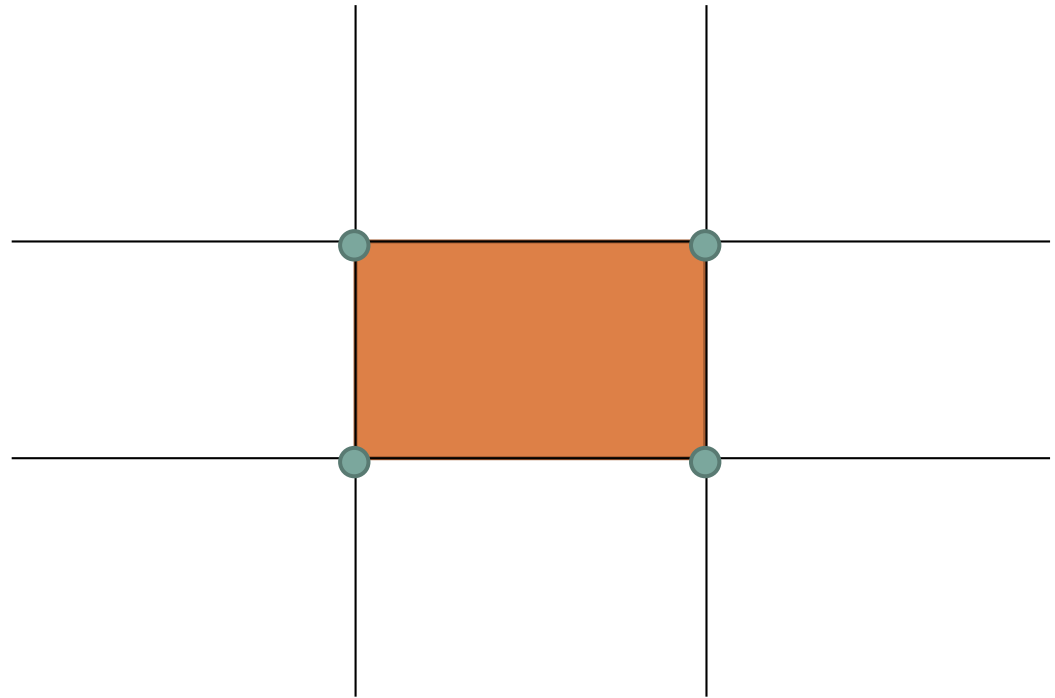
Emphasis



How do we direct the user to content? **emphasis**

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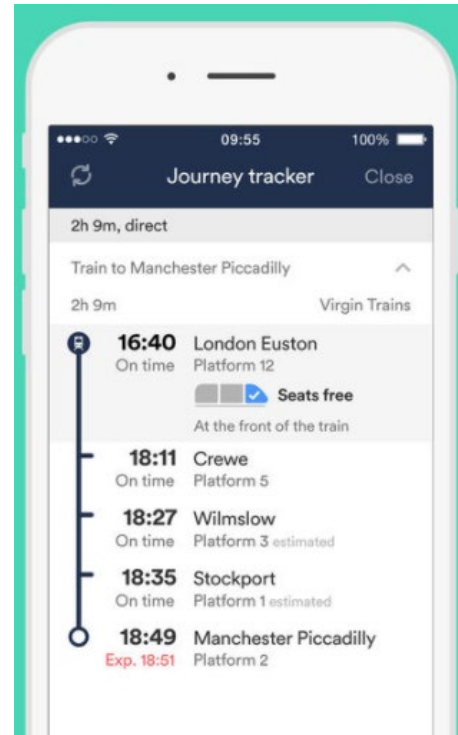
- **placement**
- continuance
- isolation
- contrast
- proportion



How do we direct the user to content? **emphasis**

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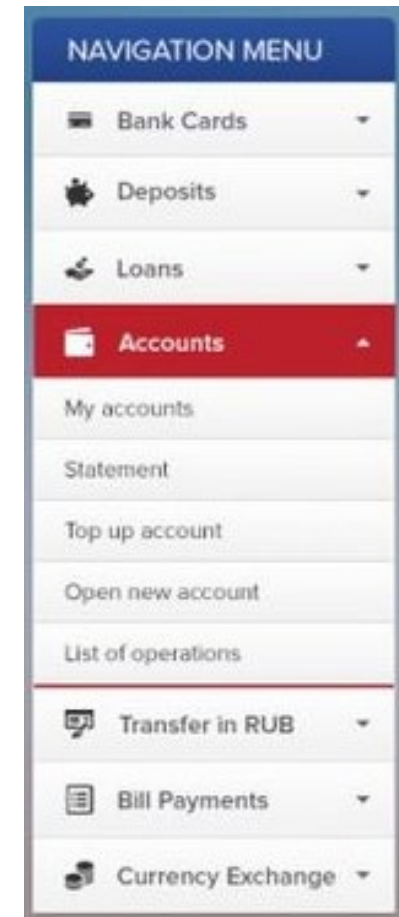
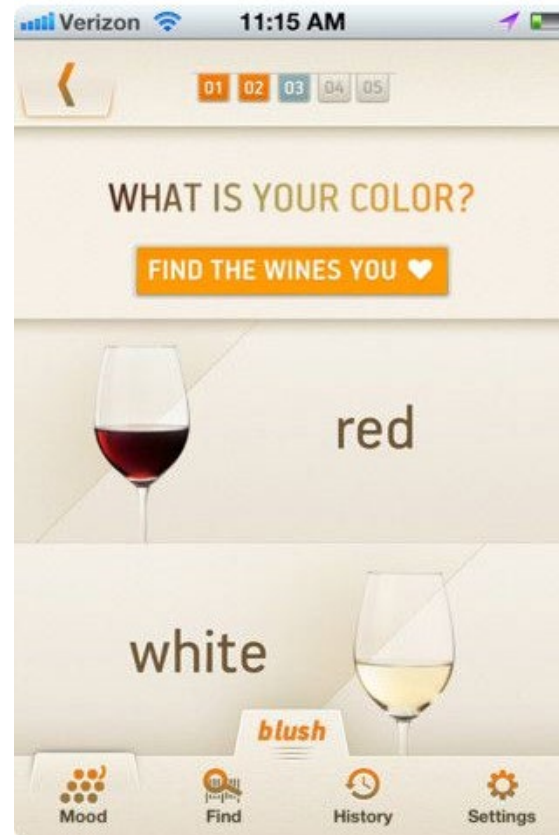
- placement
- **continuance**
- isolation
- contrast
- proportion



How do we direct the user to content? **emphasis**

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- placement
- continuance
- **isolation**
- contrast
- proportion



How do we direct the user to content? **emphasis**

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- ☐ placement
- ☐ continuance
- ☐ isolation
- ☐ **contrast**
- ☐ proportion

CSS3 Animation

Animation Name
ex. flip

Timing Function
ease-in-out

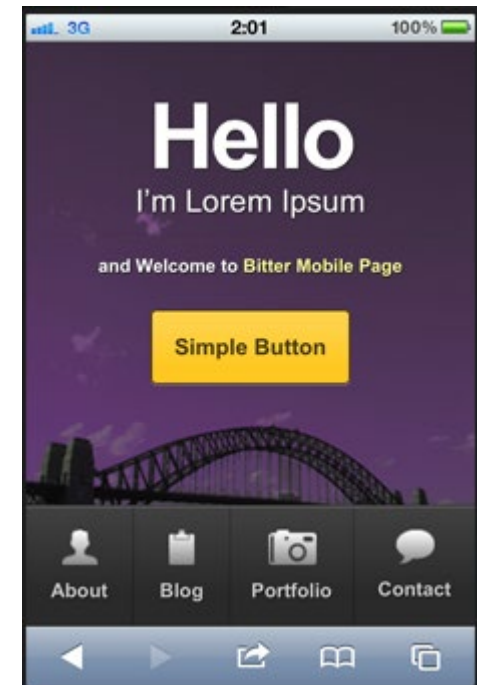
Iteration Count
☒ Infinite
☐ User-specified

Delay (in seconds)
0 1 2 3 4 5 6 7 8 9 10

Range
0 1 2 3 4 5 6 7 8 9 10

Upload to JSFiddle?
☒ Yes, upload this code to JSFiddle

Save Changes Discard

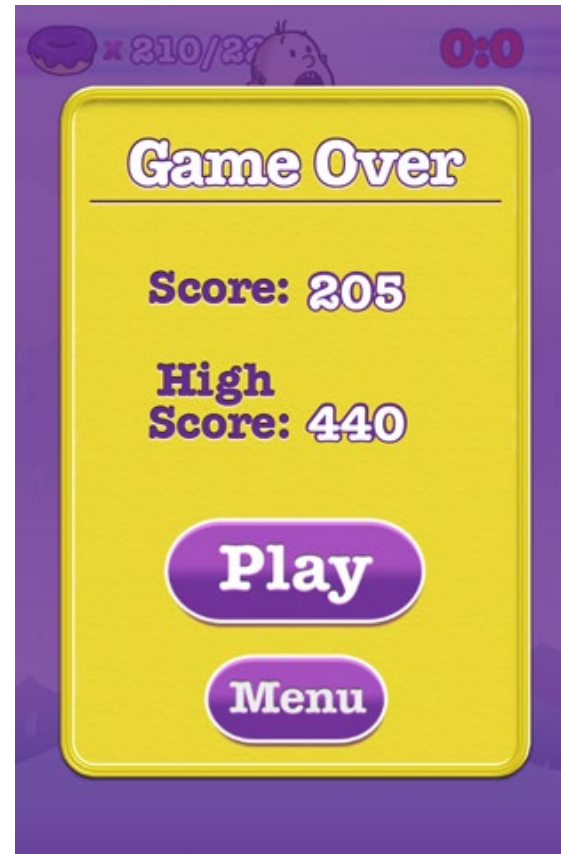




How do we direct the user to content? **emphasis**

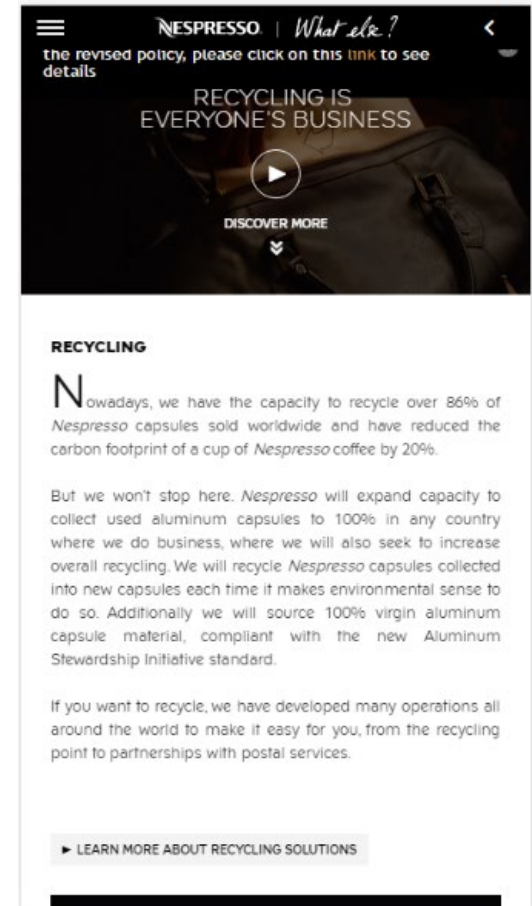
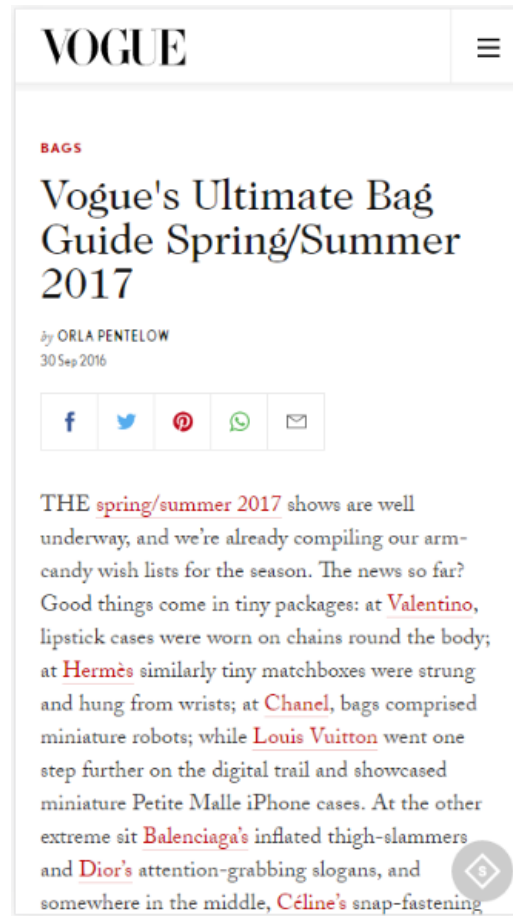
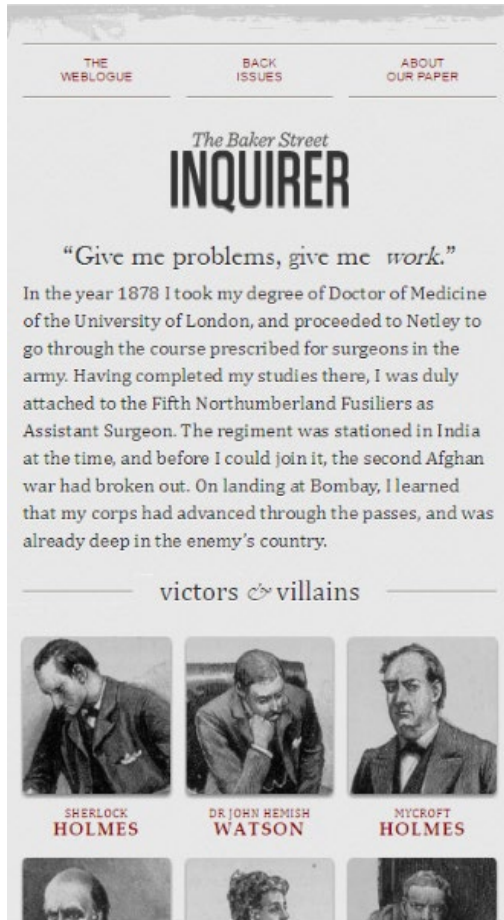
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- ☐ placement
- ☐ continuance
- ☐ isolation
- ☐ contrast
- ☐ **proportion**



Format for scannability

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Format for scannability

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