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# 6MMCS001 W MOBILE USER EXPERIENCE LECTURE

10/4/2020

Layout & Composition, Style Guide

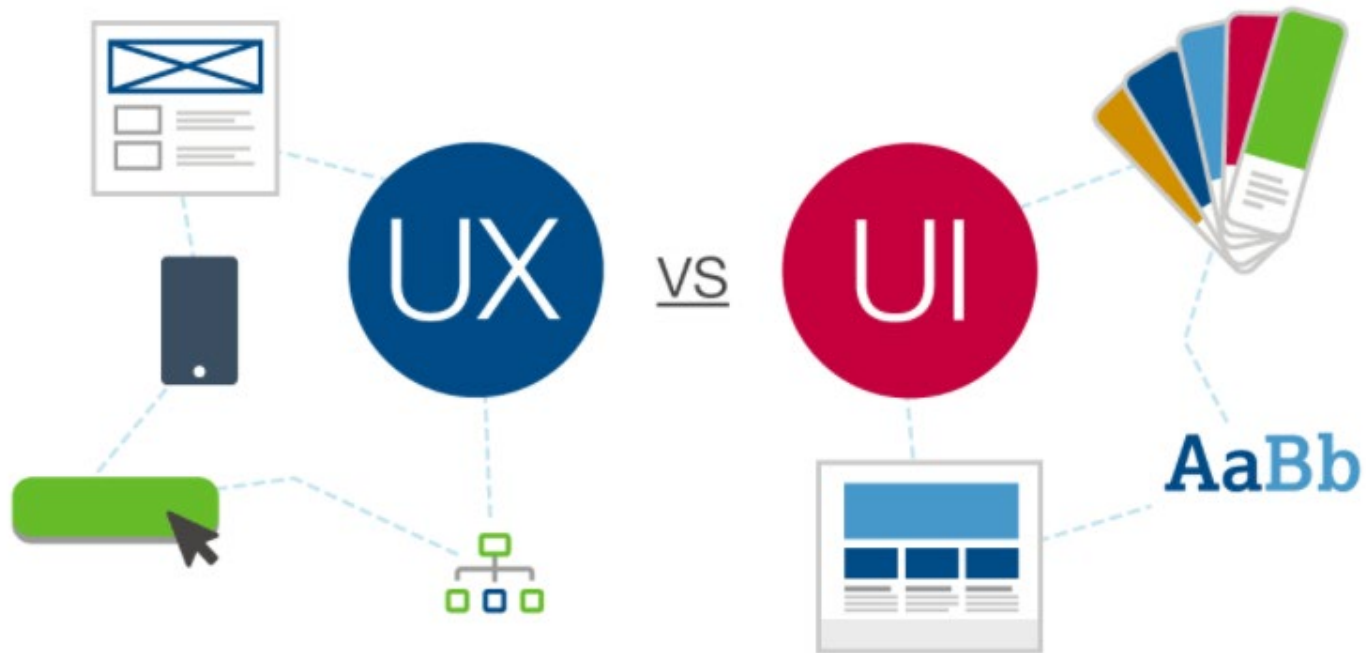
# Topics to be covered in Week 3

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- Part A
  - ▣ Layout Composition & Key elements for Good UX design
- Part B
  - ▣ Principles of good visual design
  - ▣ Visual balance
  - ▣ Direct the user to content
- Part C
  - ▣ *Gestalt principles applied in UI design*
  - ▣ *Emphasis*
- Part D
  - ▣ Emotional design – Typography and Colour

# Recap from week 2

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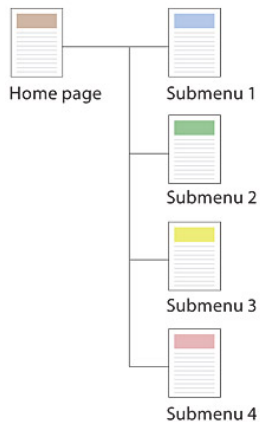


# Information Architecture

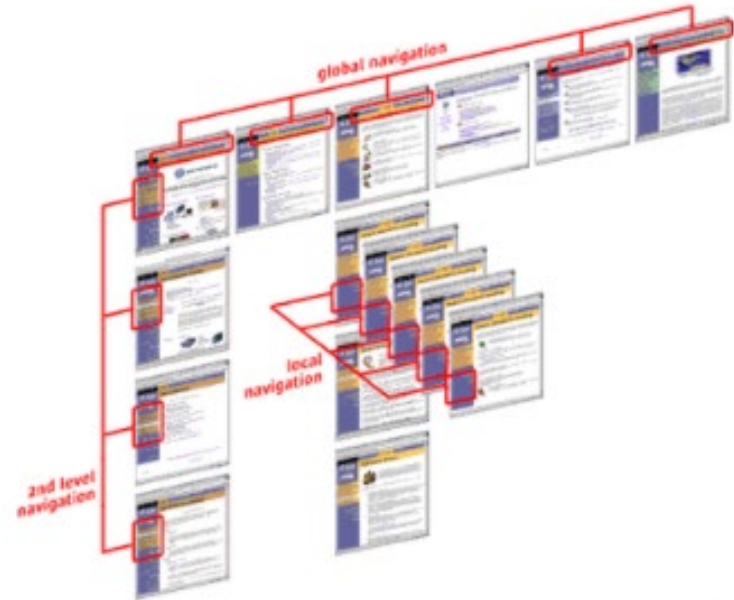
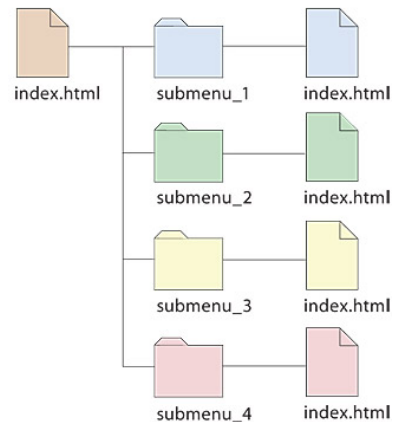
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## □ Site structure

Concept diagram of site



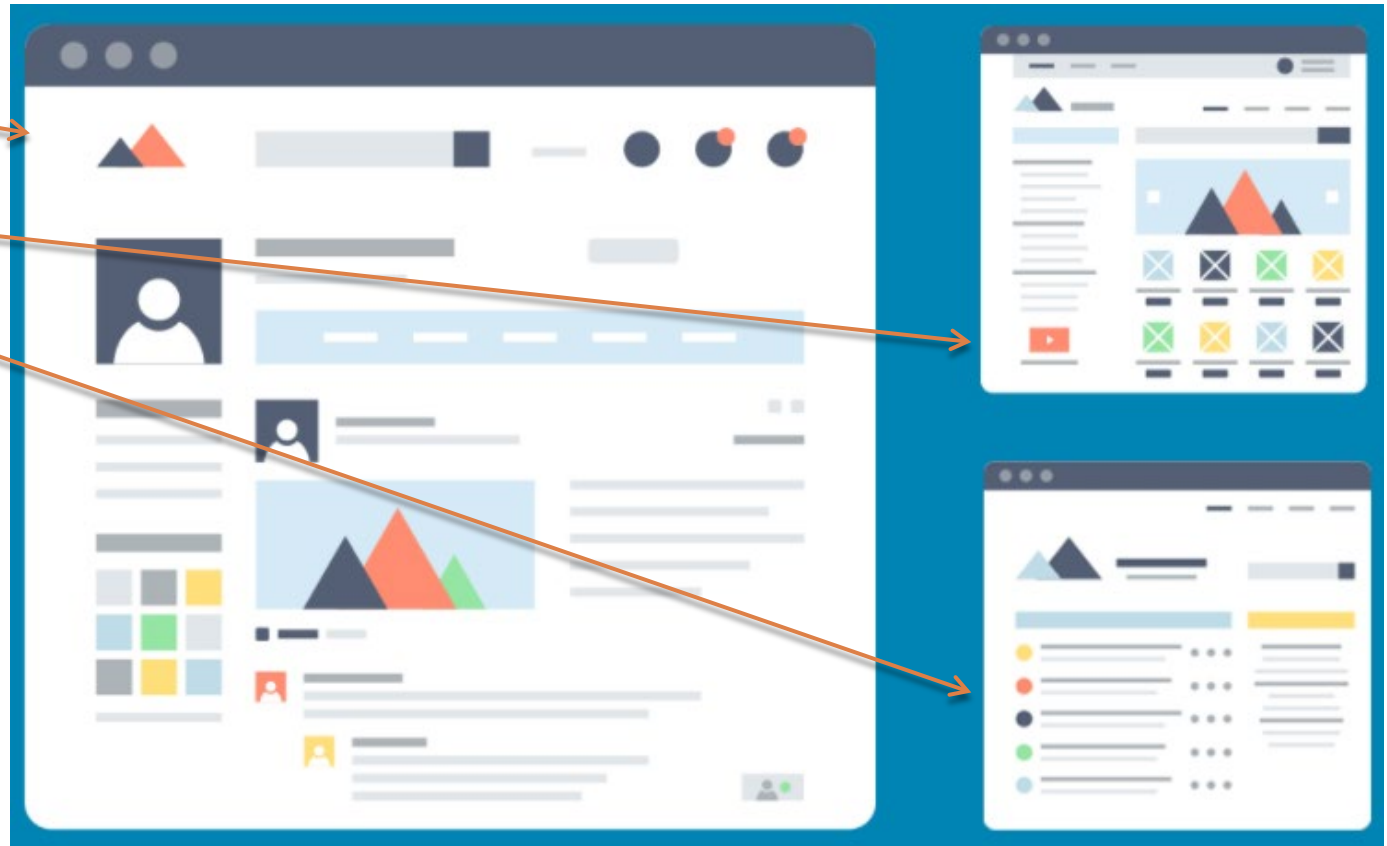
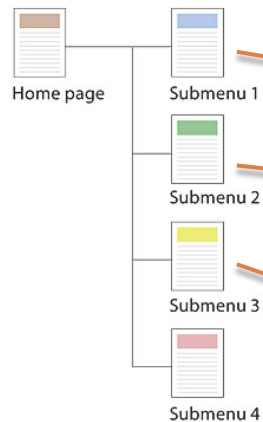
Arrangement of files on the server



# Page layout/structure – week 3

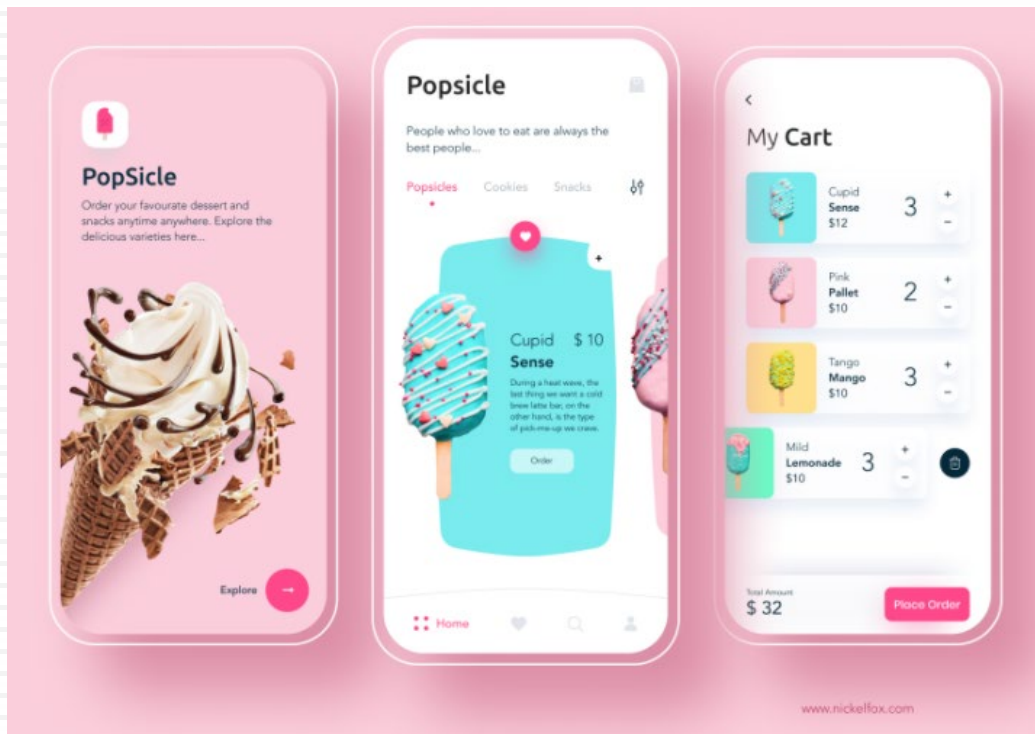
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Concept diagram of site



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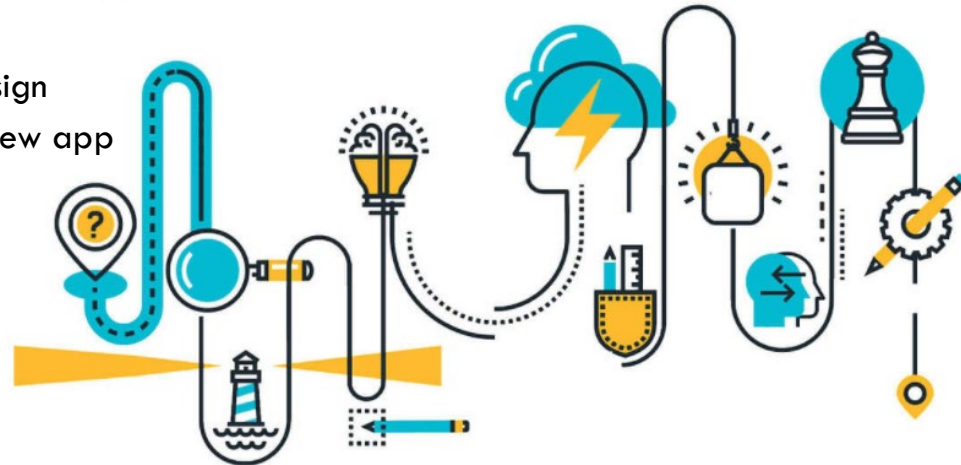
# Layout & composition



# Design process

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- **Discovery** – find information about the client – product
  - What does the company do
  - Company branding
  - What is the scope of the site
  - What is the information that needs to come across
  - Who comprises your target audience
  - Who are your competitors
  - What is the timeline + budget to complete the project
- If this is a redesign
  - What the users are looking for when they use this app
  - What are the problems with the current app
  - What do you hope to achieve with the redesign
  - How do you think the users will react to the new app
- **Exploration**
  - what is the user looking for
  - information architecture
- **Implementation**



# Good vs **bad** design

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## □ Feature Creep

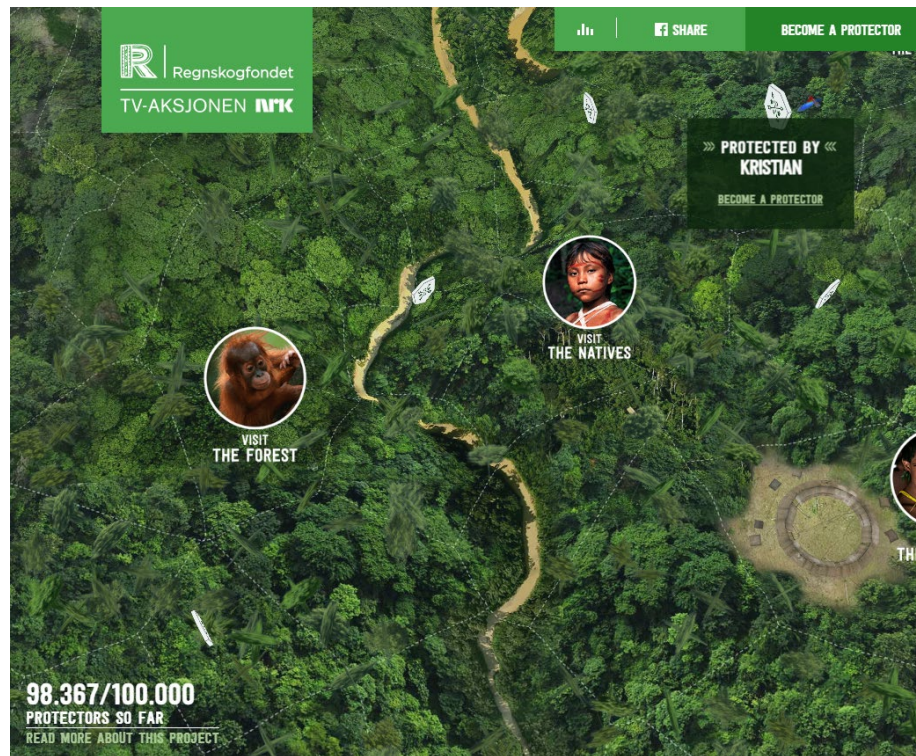




# Good vs bad design

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- Users often perceive **aesthetically pleasing design** as design that's **more usable**

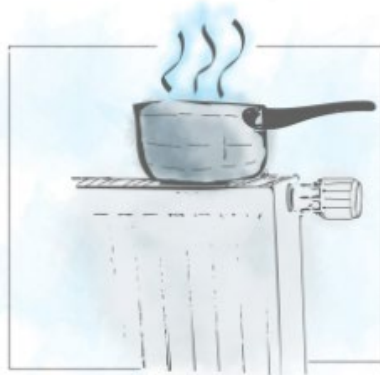


<http://rainforest.arkivert.no/#kart>

# Good vs bad design

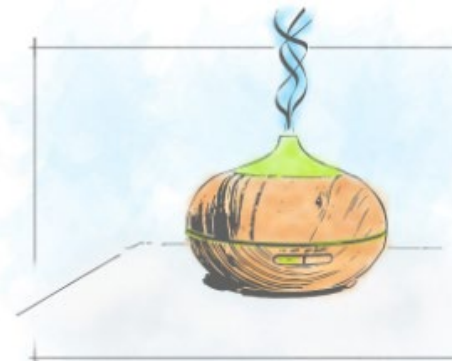
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- **Artistic** value and visual appeal
- **Usability** angle
  - ▣ functionality
  - ▣ effective presentation of information
  - ▣ efficiency
- Artistic value & visual appeal vs usability
  - ▣ the **usability angle should not be neglected**
  - ▣ design should be pleasing by the design but **drawn to the content**



Functional-usability

VS



Aesthetic-usability

# Good design = beautiful + usable

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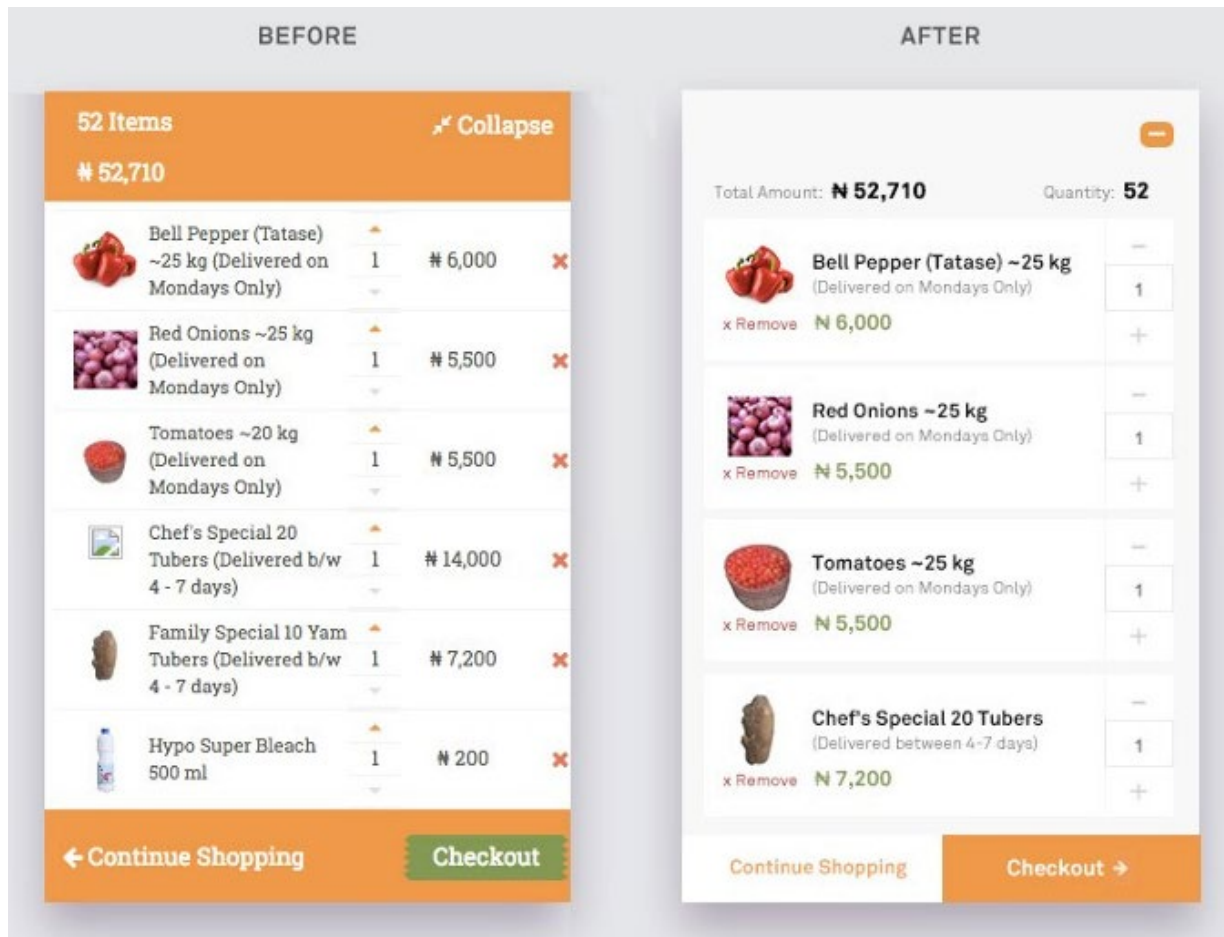


Jason Beard (2010) *The Principles of Beautiful Web Design*, 2 edition, SitePoint, pp. 6.



# Good design = beautiful + usable

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Lead to content  
Affordance

# Good design = beautiful + usable

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The image compares two user interface designs for a sign-up form, labeled 'GOOD FORM' and 'BAD FORM', separated by a large 'VS' in a circle.

**GOOD FORM (Left):** Features a clean, linear layout with a yellow background. The fields are arranged vertically: Name (John Doe), E-mail (johndoe@email.com), Password (masked with asterisks), Re-type Password (masked with asterisks), and Preferred mode of contact (radio buttons for E-mail, SMS, and Post). A large orange arrow points straight down from the top to the 'Sign up' button, labeled 'STRAIGHT DOWN'.

**BAD FORM (Right):** Features a cluttered layout with a teal background. The fields are arranged in a non-linear, zig-zag pattern: Name (John), What is your e-mail? (masked with asterisks), Password (johndoe123), Re-type Password (91234567), Preferred mode of contact (johndoe@email.com), and E-mail/ SMS/ Post (a dropdown menu with options Email, SMS, and Post). A large teal arrow points in a zig-zag pattern from the top to the 'Sign up' button, labeled 'ZIG-ZAG'. A red circle highlights the text 'What is your first name?' above the Name field.

Lead to content  
Affordance

# Good design = beautiful + usable

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Lead to content

Affordance

# Key elements for Good UX design

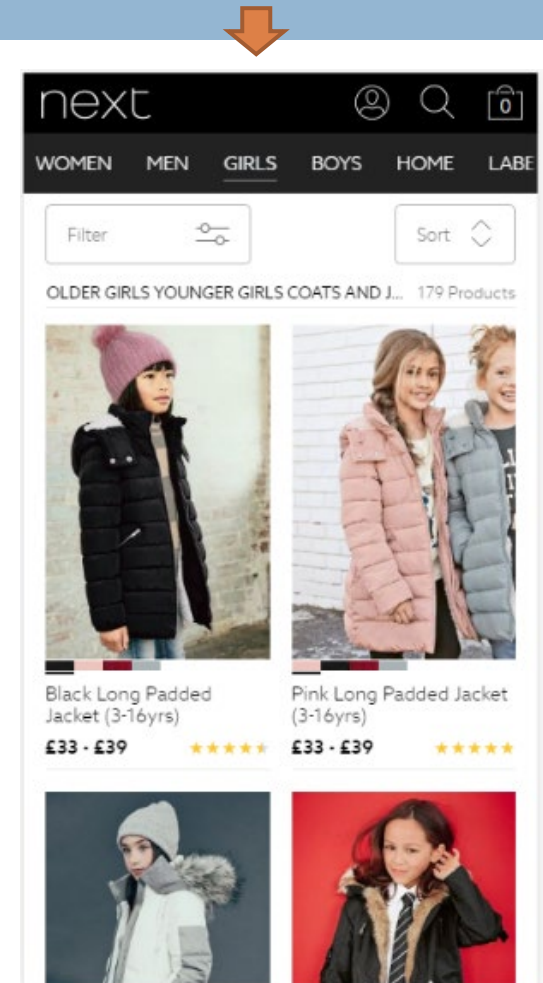
If we wanted to summarise the key elements that can contribute to good UX design

Beautiful + Usable we could refer to the following

# Intuitive navigation

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- the main **navigation block itself should be clearly visible** on the page
- links should have a descriptive title
- the navigation should indicate the active page or section and help the users to recognize **where they are**, and **how to get where they want to go**
- secondary navigation, search fields, and outgoing links should not be dominant features of the page
- **Mobile-specific**
  - ▣ navigation and search should take little screen space
  - ▣ accessible

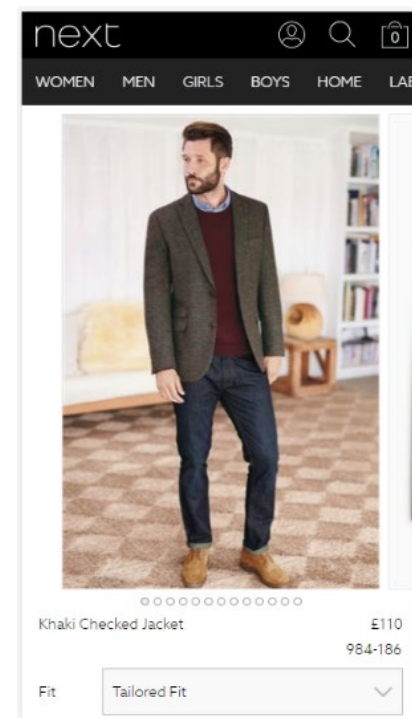
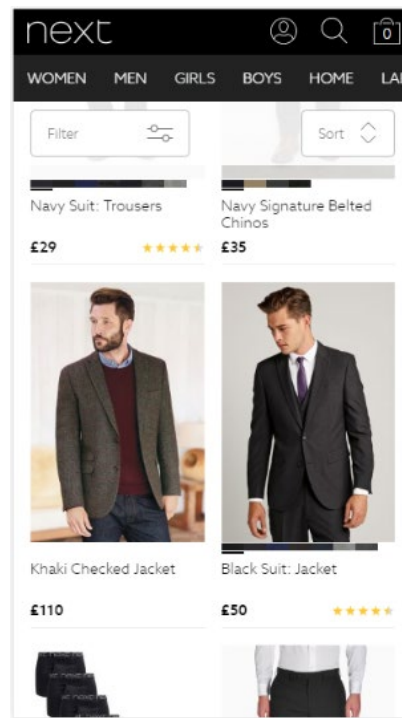
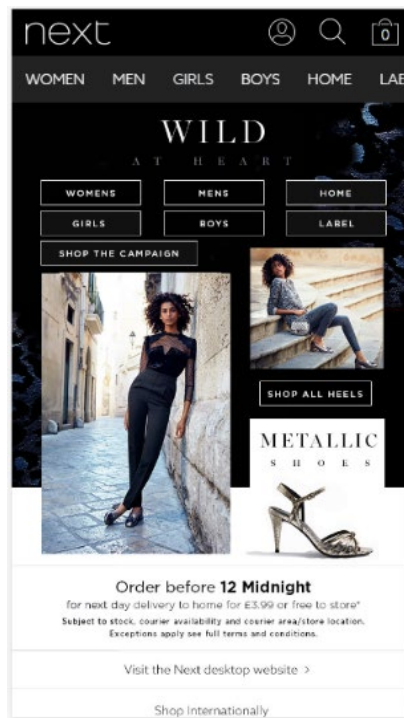




# Cohesive theme or style

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- users recognize each page as belonging to the site
- cohesive theme or style should exist across all site pages to help hold the design together



# Cohesive theme or style

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