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Tutorial 4 – Visual design

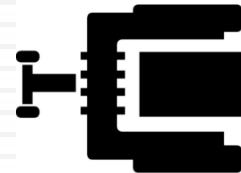


Icons

Resemblance icons: Depict the physical object which the icon is intended to represent

Reference (symbolic) icons:
Depict an object which, by some metaphor, the icon is intended to represent

Arbitrary icons: Shapes or characters that only have meaning by convention – association has been learned





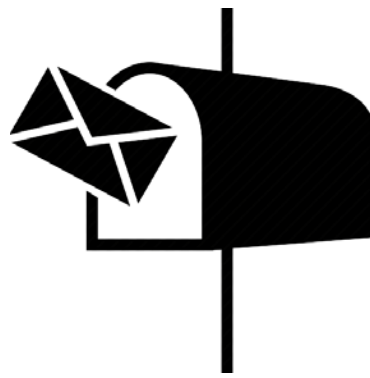
International Icon Usability/Ambiguity

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①



②



③






④



Draw an icon

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- You are designing a new app for the Mobile UX module
- Create an icon to represent the module content

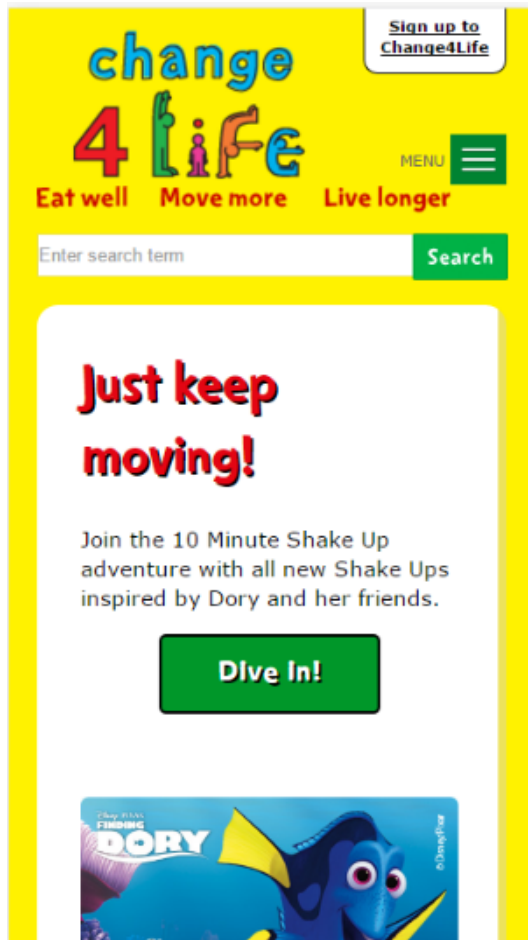
	Classification	Possible Icon
	Resemblance	
	Reference	
	Arbitrary	

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Emotional design

First impressions

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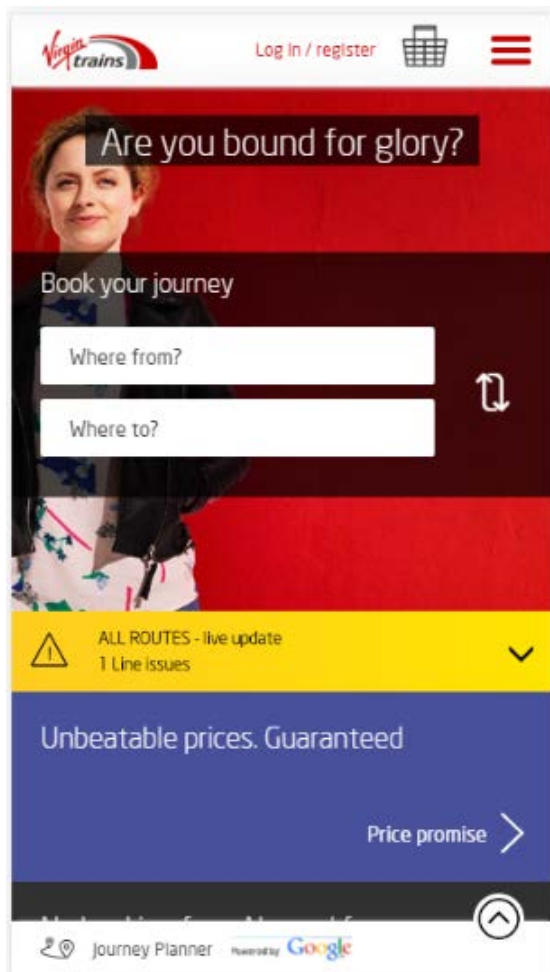


- ☐ Write your first impressions looking at this web app
- ☐ Mark positive impressions
- ☐ Would you change anything?

<http://www.nhs.uk/change4life>

First impressions

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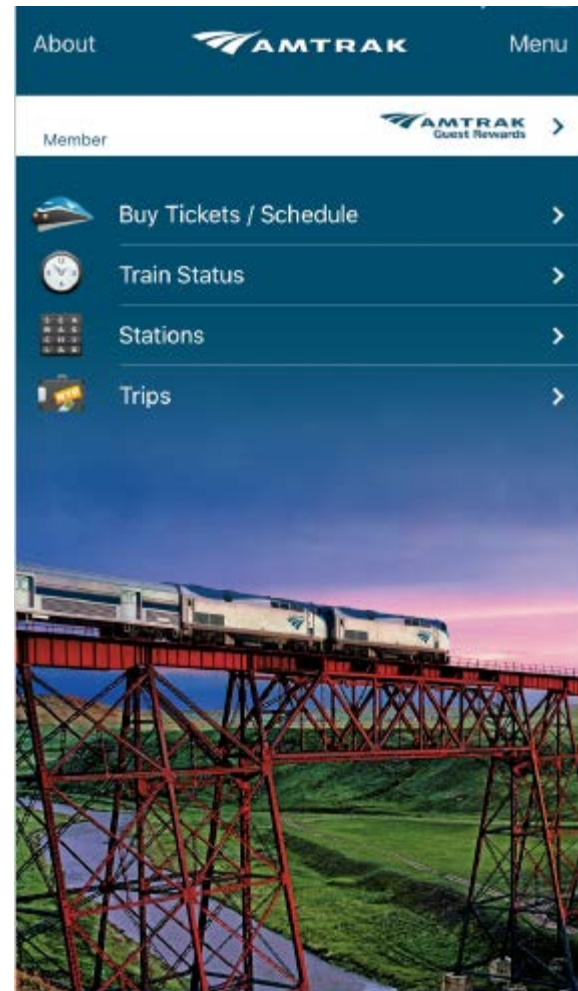
- Write your first impressions looking at this web app
- Mark positive impressions
- Would you change anything?

<https://www.virgintrains.co.uk/>

Visual weight

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- Considering the mobile UX principles we discussed so far, identify what lends visual weight in this design
- What would you change?



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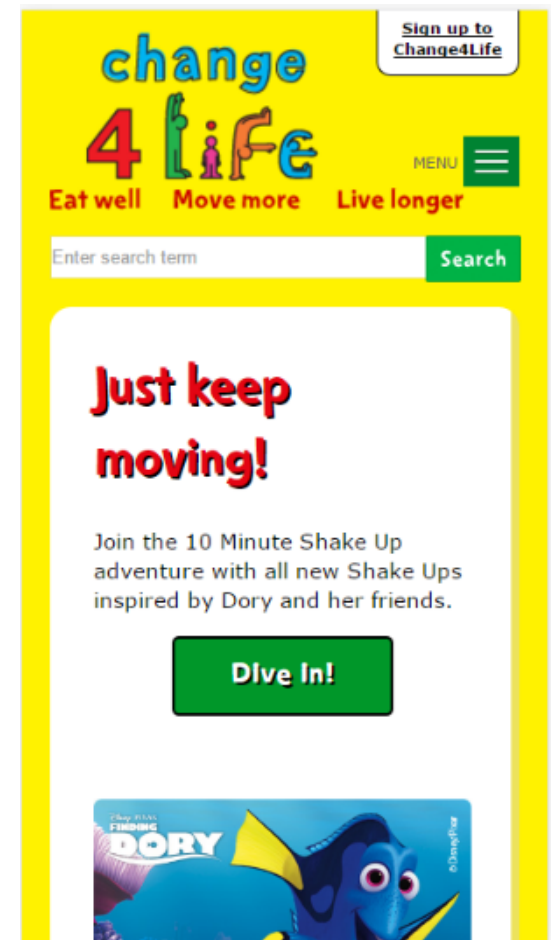
Chrome

Menu, Chrome ratio

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- Based on what we discussed in week 3 what do you think about the chrome/content ratio in this page?
- Any comments about the menu?

<http://www.nhs.uk/change4life>



Menu, Chrome ratio

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- On iPad more content
- Visible navigation

<http://www.nhs.uk/change4life>

The screenshot shows the Change4Life website with a yellow header. The logo 'change 4life' is in the top left, followed by the tagline 'Eat well Move more Live longer'. A search bar with the placeholder 'Enter search term' and a 'Search' button is on the right. Below the header is a green navigation bar with links: 'Recipes', 'Eat well', 'Get going', 'Your child's weight', 'Find local activities', and 'Local supporters'. The main content area has a white background. It starts with 'Search results:' followed by 'We have found 55 results for 'Pizza''. The first result is 'Change4Life - Cheats' pizza calzone', which includes a description of a warm wholewheat wrap with Italian-style vegetable mixture, a 10-minute preparation time, and a medium effort level. Below this is 'Lose weight - Live Well', featuring a testimonial from Chris Bennington about swapping pizza for healthy pasta. Next is 'How to have a healthier takeaway - Live Well', advising on lower-fat toppings and avoiding deep-pan pizzas. This is followed by 'Foods to avoid in pregnancy - Pregnancy and baby guide', 'Watch the salt | Change4Life', 'Is it safe to eat goats' cheese during pregnancy? - Health questions', 'Baby and toddler meal ideas - Pregnancy and baby guide', 'Sitemap - Sugar Smart - Change4Life', 'Reviews and ratings - Heath End Pharmacy', and 'Change4Life - Pizza pitta faces'. On the right side of the search results, there is a sidebar with two sections: 'Looking for something to do?' and 'We've got details of hundreds of places where you can have fun and get active.', both with a 'Find activities in your area' link.

change 4life Eat well Move more Live longer

Enter search term Search

Recipes Eat well Get going Your child's weight Find local activities Local supporters

Search results:

We have found 55 results for 'Pizza'

Change4Life - Cheats' pizza calzone

Cheats' pizza calzone. Warm wholewheat wraps hold a delicious Italian-style vegetable mixture, to give a lighter version of a folded pizza. ... 10 mins. Effort. Medium effort. Serves. 4. Warm wholewheat wraps hold a delicious Italian-style vegetable

Lose weight - Live Well

Chris Bennington, 14, lost more than a stone when he swapped pizza and chips for healthy pasta.

How to have a healthier takeaway - Live Well

Italian. If you're having pizza, choose lower-fat toppings, such as vegetables, ham, fish and prawns. ... Try to avoid: large deep-pan pizzas, pizzas with a cheese-stuffed crust, triple cheese with pepperoni pizzas, creamy pasta sauces, garlic bread.

Foods to avoid in pregnancy - Pregnancy and baby guide

If you're planning to cook the meat (for instance, pepperoni on pizza), then you don't need to freeze it first.

Watch the salt | Change4Life

Things like bread, breakfast cereal, ready meals, sauces, baked beans and pizza.

Is it safe to eat goats' cheese during pregnancy? - Health questions

However, cooked goats' cheese is safe to eat, such as in a goats' cheese tart or on a pizza.

Baby and toddler meal ideas - Pregnancy and baby guide

Put their favourite vegetables or canned pineapple on top of pizza.

Sitemap - Sugar Smart - Change4Life

We use cookies on our website for various purposes, which you can find out more about by reading our privacy policy. By continuing to use our website, you are consenting to the use of our cookies. Menu. Sitemap. Follow us.

Reviews and ratings - Heath End Pharmacy

You can order repeats and drop your dog off for trimming whilst ordering a pizza next door.

Change4Life - Pizza pitta faces

Pizza pitta faces. Get the kids to help you make these silly faces - they're such fun ... Serves. 4. Pizza pitta faces. Prep time. 5 mins. Cooking time.

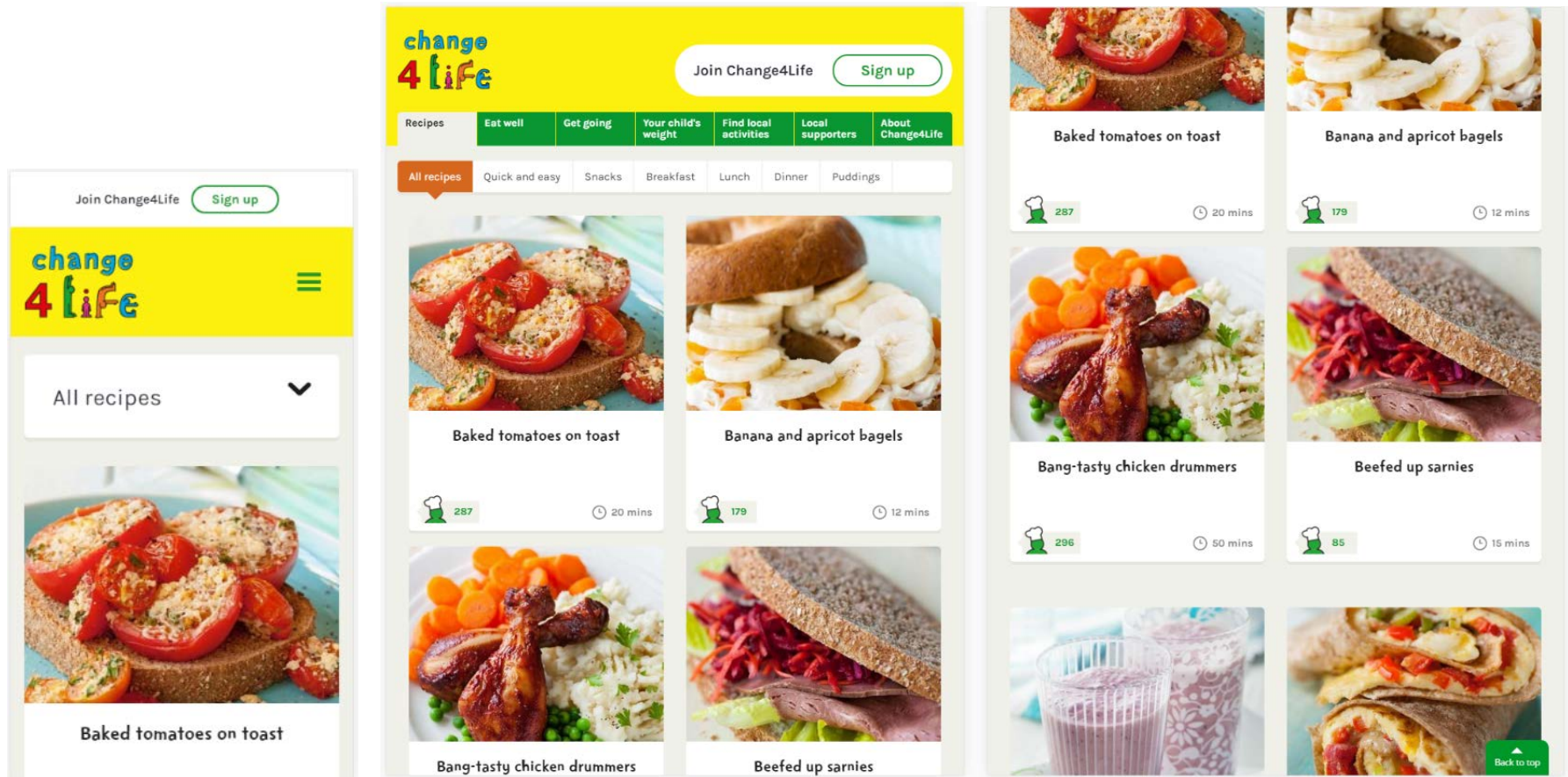
Looking for something to do? We've got details of hundreds of places where you can have fun and get active. Find activities in your area

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Layout & composition

Spot the pros & what would you change?

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<http://www.nhs.uk/change4life>

© Dr Daphne Economou – ECWM603 Mobile User Experience

12-Oct-15

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Typography



Could you improve legibility?

15/41

The local authority's team for older people will also be able to guide you through the options available if you are no longer able to live at home independently, for instance in sheltered accommodation, extra care housing, or [care and nursing homes](#).

I look after someone. Can social care help me?

If you are looking after an ill, disabled or frail elderly relative or friend, you should recognise yourself as a carer. Carers can get a [range of support](#) from social care, and can be vital for helping arrange social care support for the person they care for. There are charities that support particular groups of carers, including sibling carers and [young carers](#).

If you want to talk to someone about how to get support as a carer, call the Carers Direct helpline on 0300 123 1053.

How can social care help my child?

If you're worried about your child's general development or wellbeing and you think they need additional support, you should speak to your child's GP or teacher first.

If you or your child need more signification. [Back to top](#)
contact the children's services team in your local authority for a needs assessment.

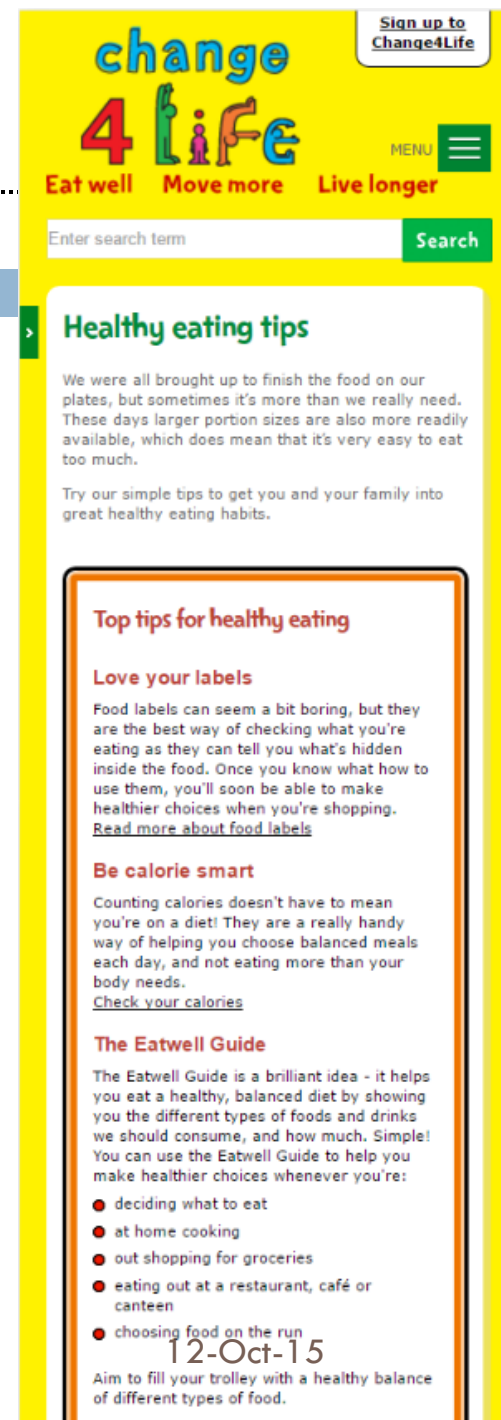
Legibility

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- Would you change anything?
- State the pros and cons

<http://www.nhs.uk/change4life>

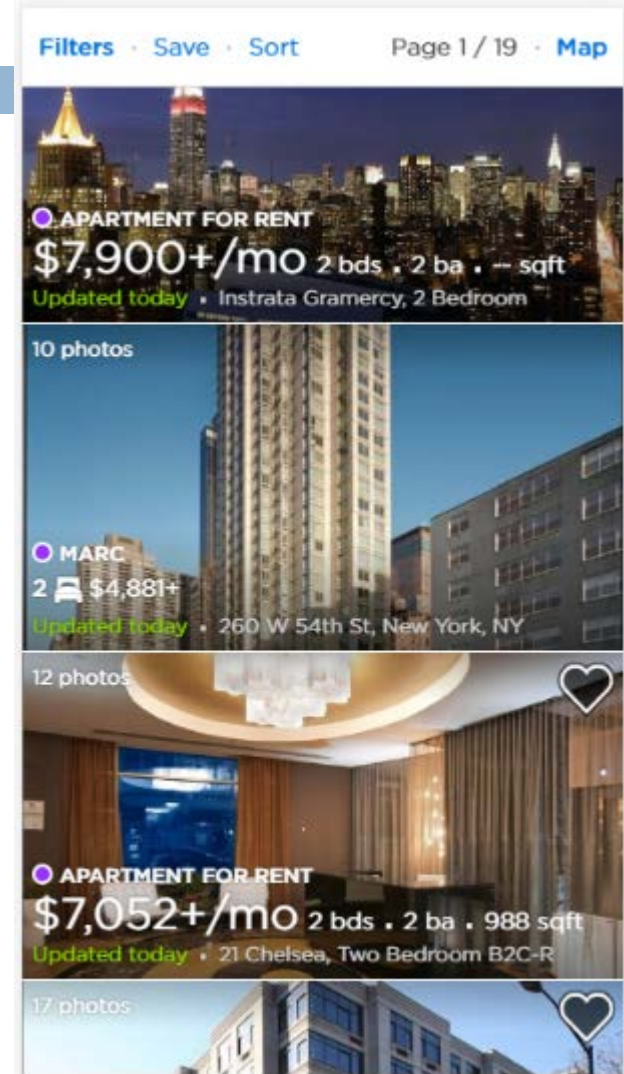
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Legibility

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- How would you improve the legibility of this design?



Legibility of search results

18/41

- How would you improve the legibility of the search results?

<http://www.nhs.uk/Conditions/social-care-and-support-guide/Pages/what-is-social-care.aspx>

Care and support services

Find services near you

Services


Care at home

Location

W1W 6UW

Find services

Looking for other services? [View services A-Z](#)



Assessing your care and support needs

Back to top

A care and support assessment is the best

Enter a search term **Search**

Results for **Homecare in **W1W 6UW****

Email Print Export

Store W1W 6UW as your main location for future visits?

Narrow search or **start new search**

Showing 1-10 of 1732 results

Results per page 10 **Update**

[See results on a map](#)

Shortlist (0)

Distances given are in a straight line but travel routes may be longer. Please check before starting your journey

Topics **Key facts**

Sort by **Nearest**

Update results

19 Devonshire Street

Add to shortlist

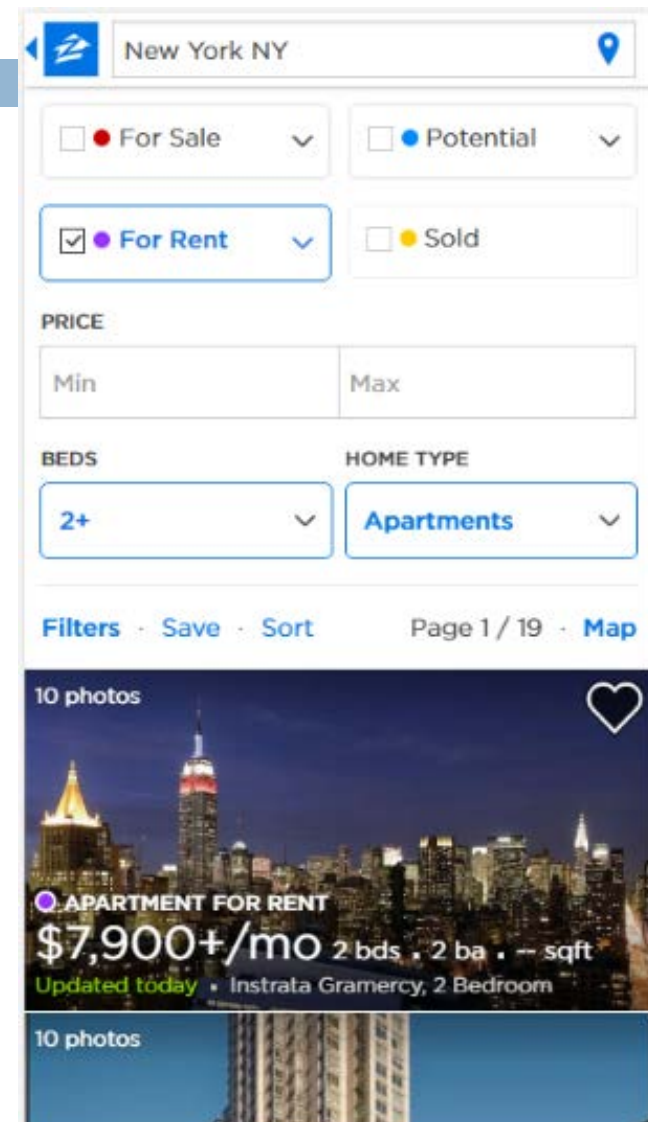
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Information Architecture

Mini IA

20/41

- Based on what we discussed about IA in week 2 which IA category/ies is/are used?
- What do you understand about the available possibilities to explore?



<http://www.nhs.uk/change4life>

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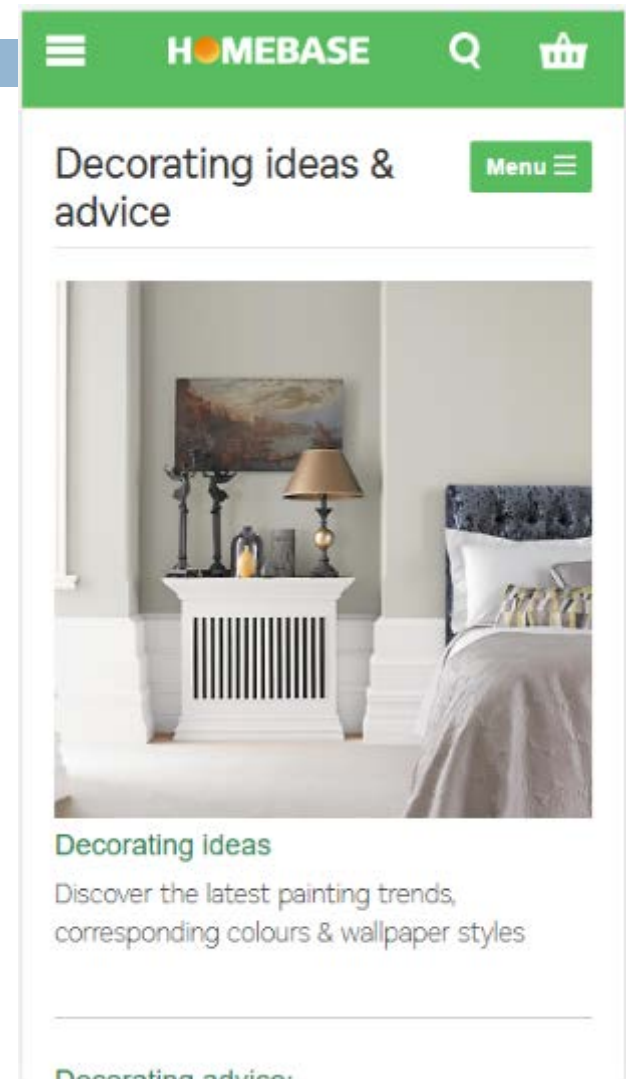
Navigation

Navigation

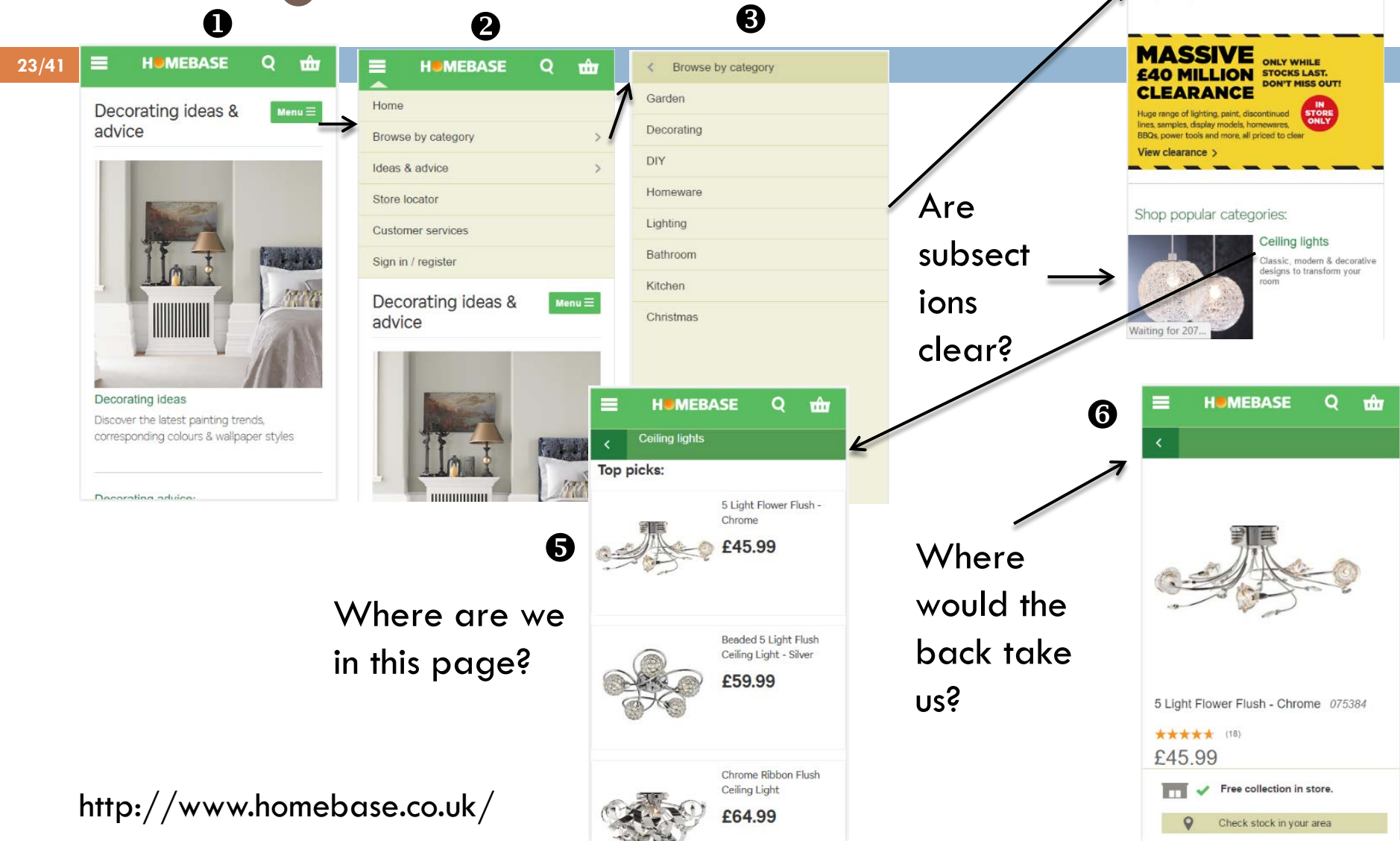
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- How would you choose to navigate in this site?

<http://www.homebase.co.uk/>



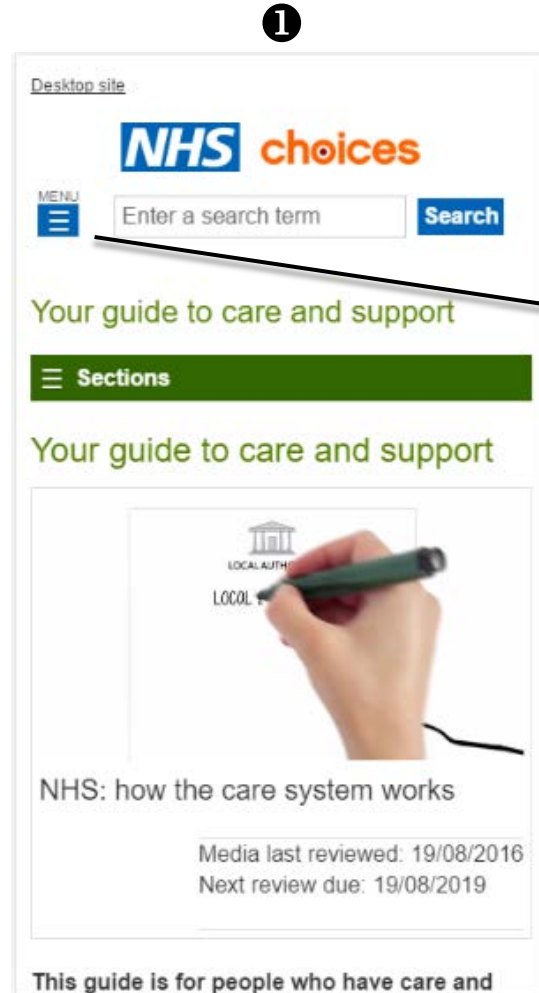
Navigation



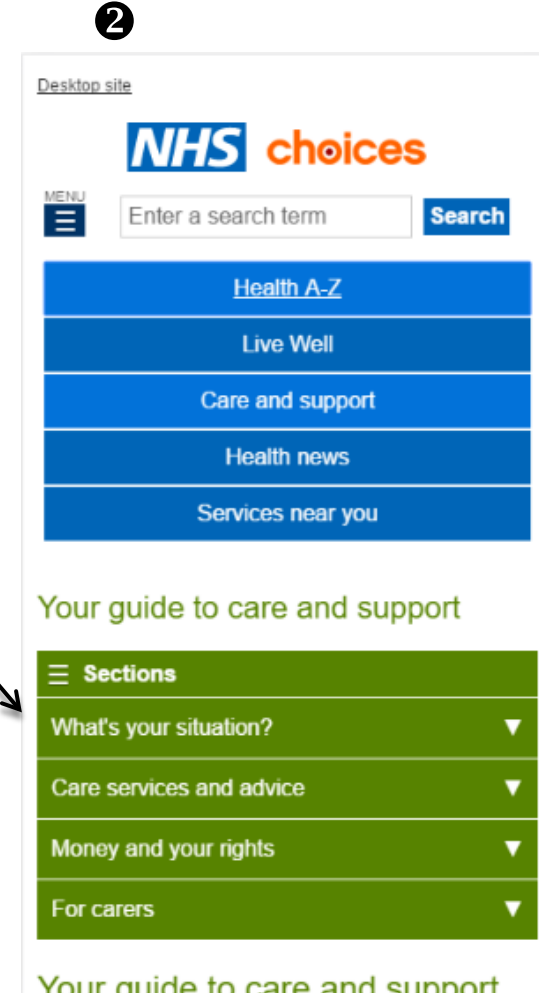
<http://www.homebase.co.uk/>

Could you improve the navigation?

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<http://www.nhs.uk/Conditions/social-care-and-support-guide/Pages/what-is-social-care.aspx>

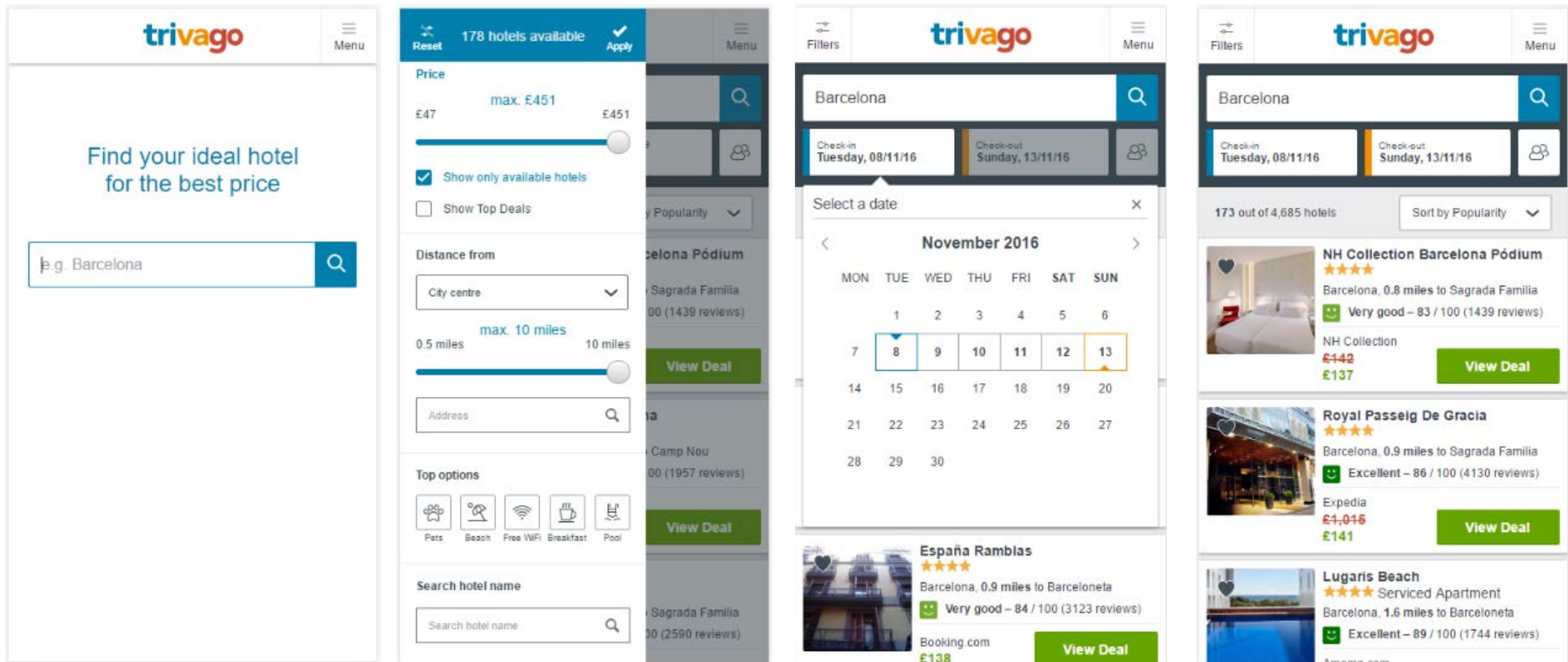


Signifiers

Indicate functionality and interaction style

Spot the pros & what would you change?

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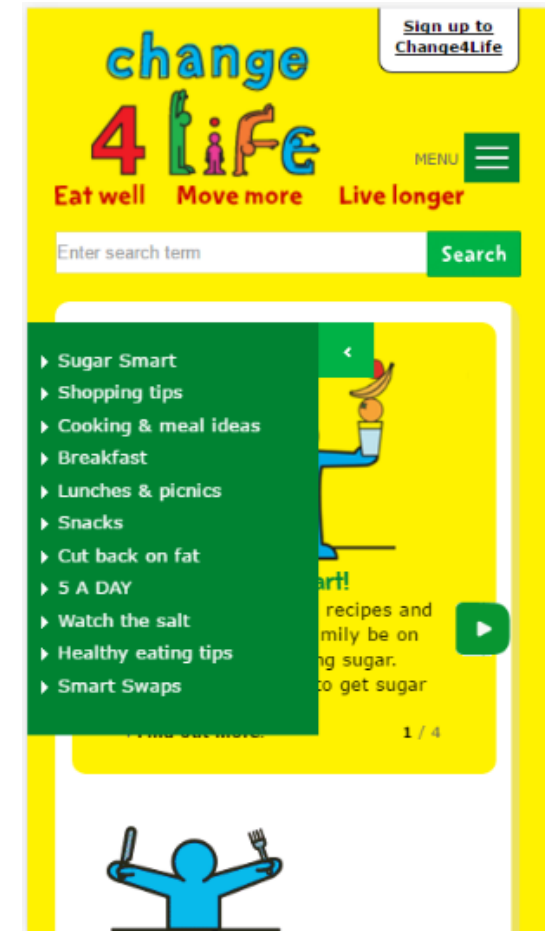
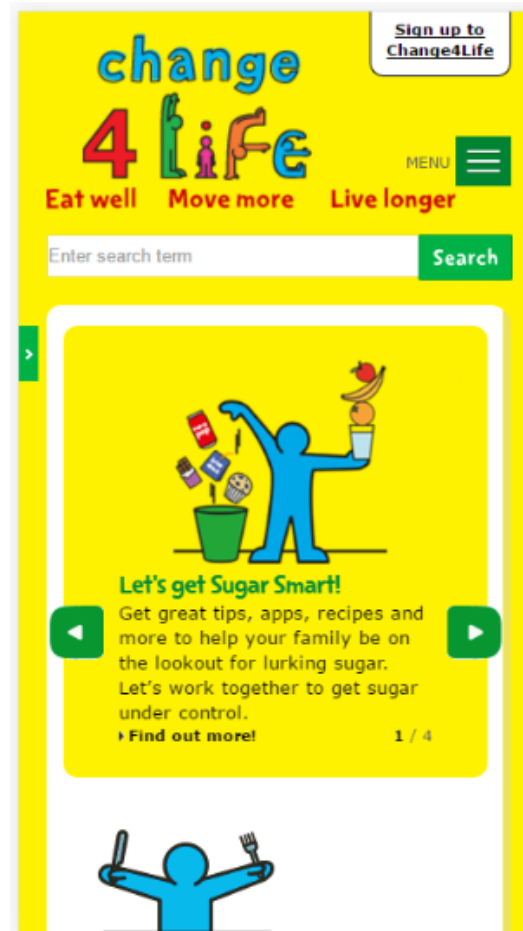


<http://www.trivago.co.uk/>

Signifiers

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- What are the possible ways of interacting with the chrome and the content in this page?



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Gestalt principles

Identify Gestalt principles applied

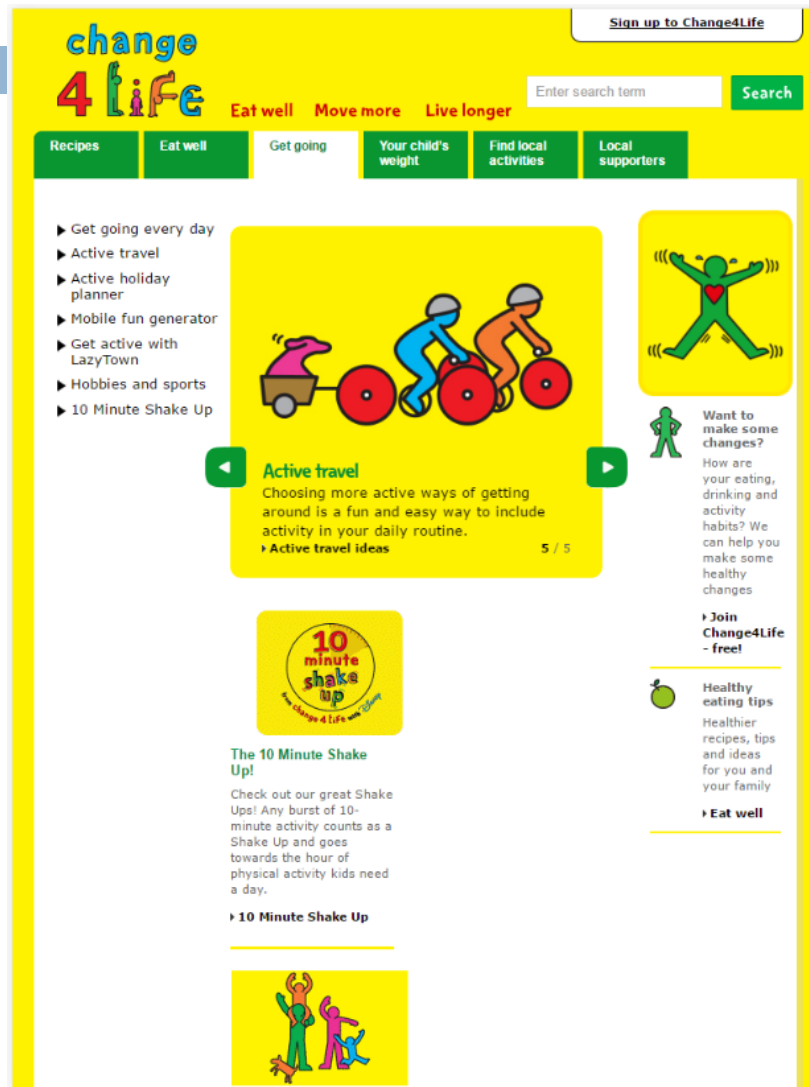
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similarity

proximity

closure

continuance



Identify Gestalt principles applied

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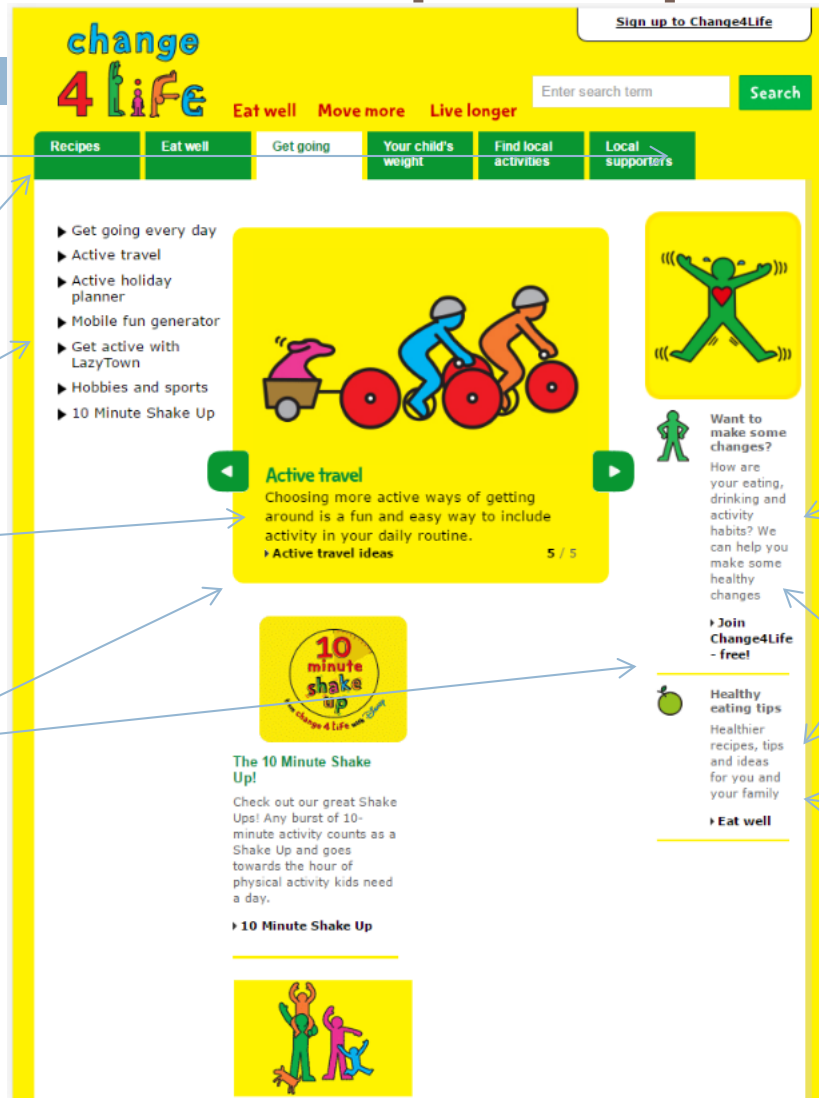
continuation

similarity

continuation

proximity

closure



continuation

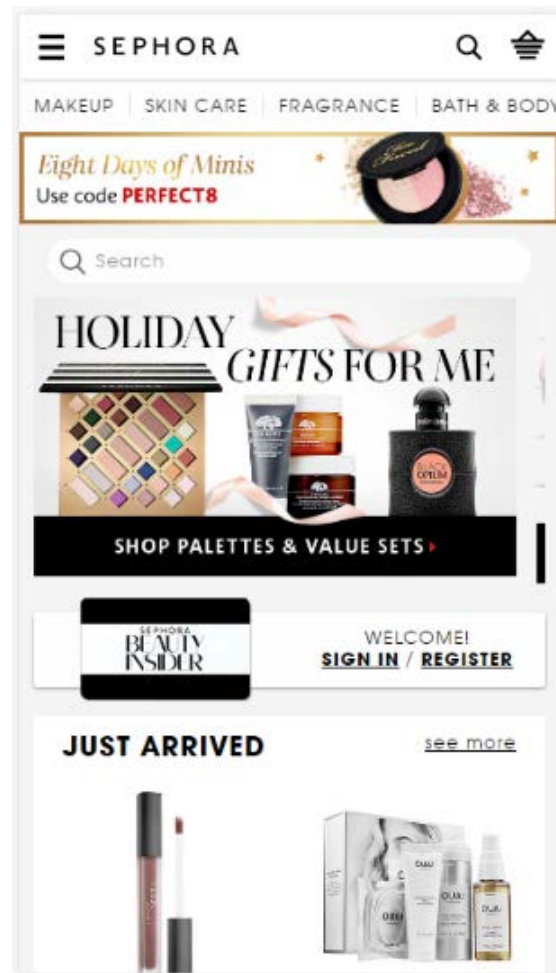
similarity

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Put it all together

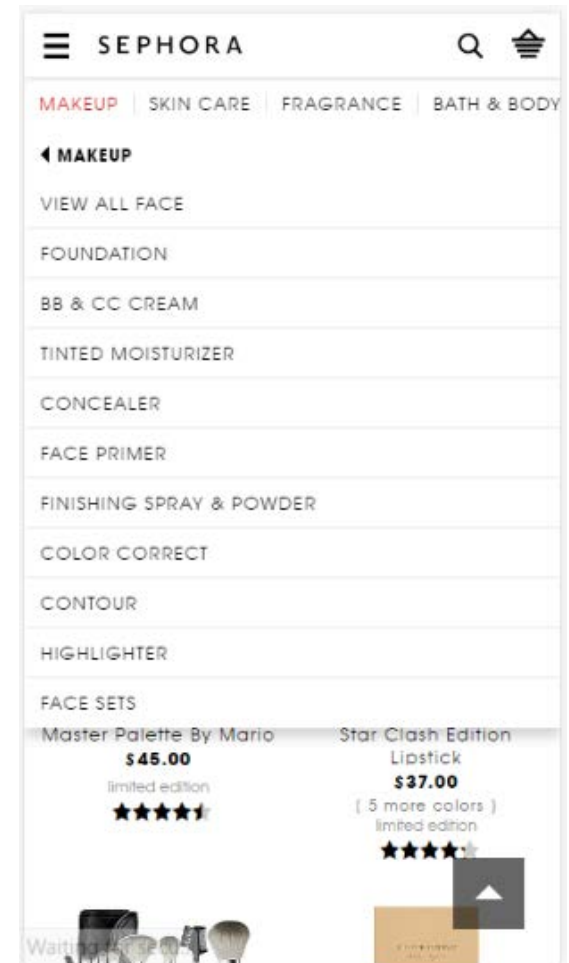
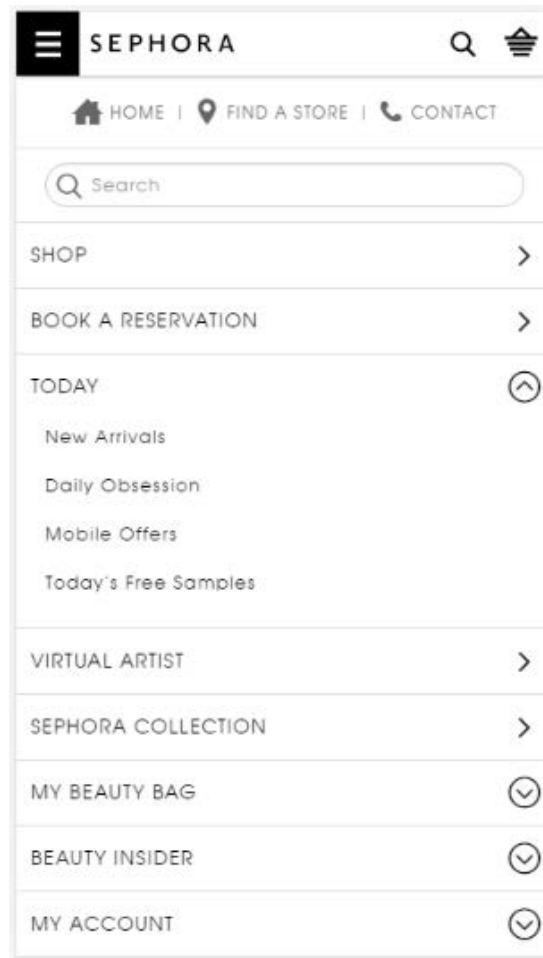
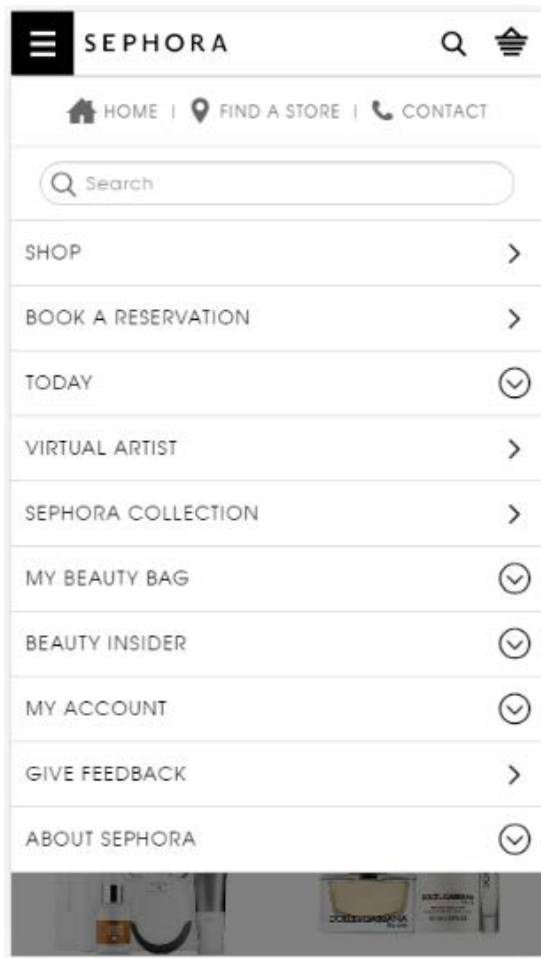
Pros and cons

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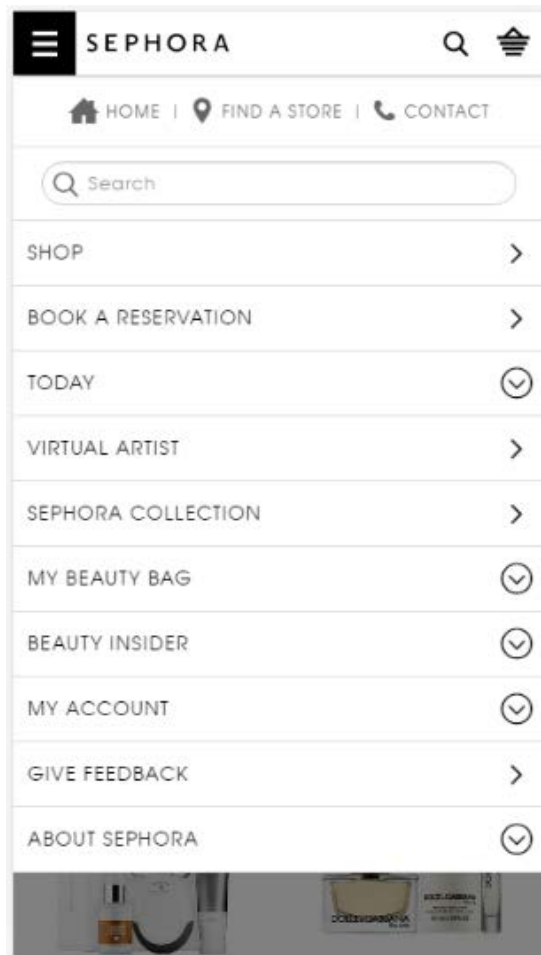
mini-IA

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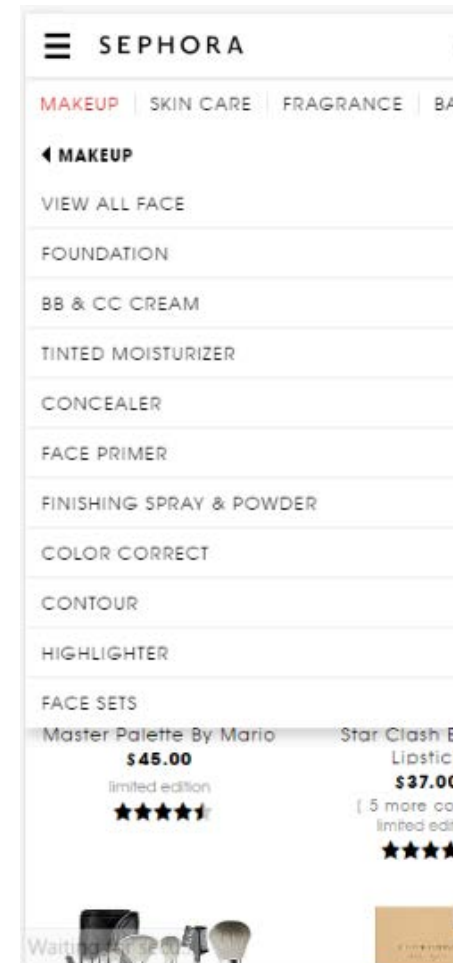
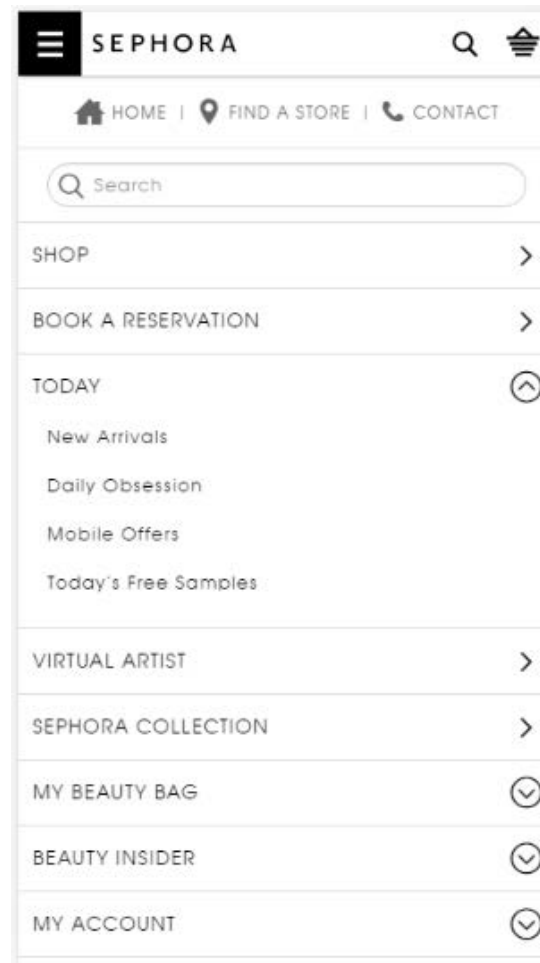
Inconsistent mini-IA

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What is the meaning of this icon?

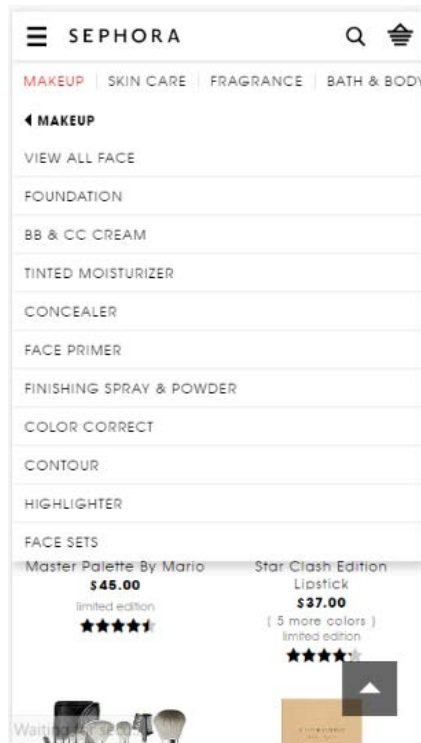
Those are part of it?



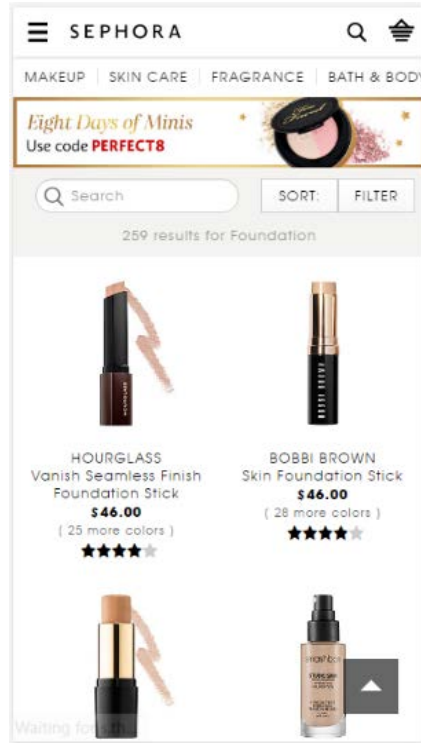
Inconsistent interaction style

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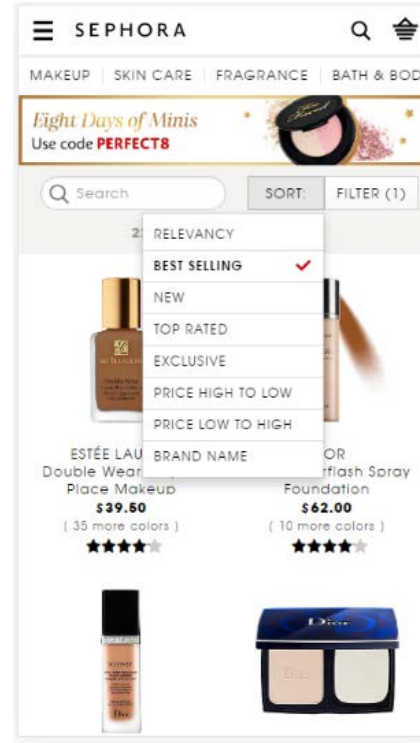
1



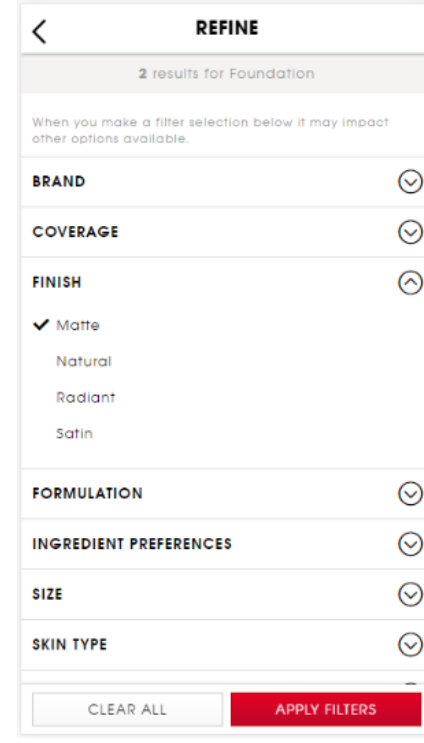
2



3

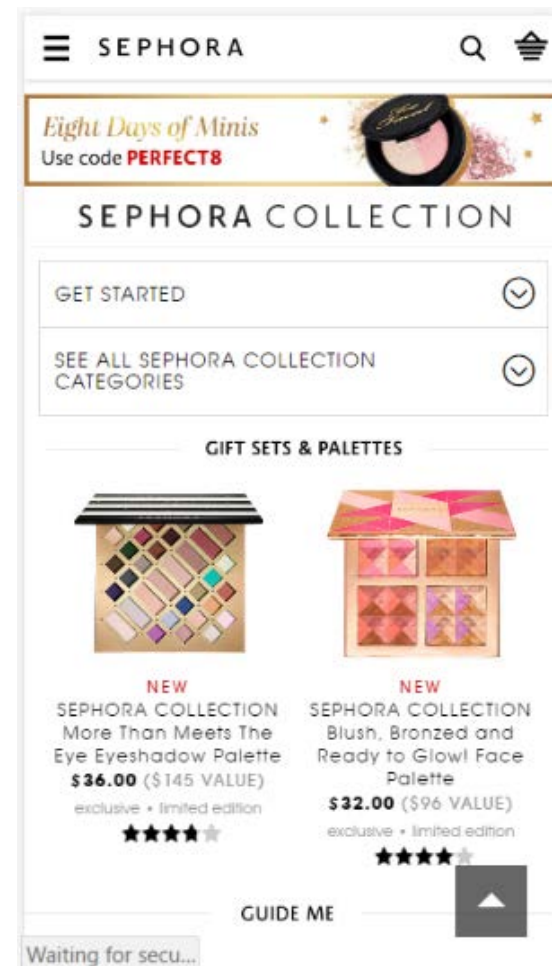
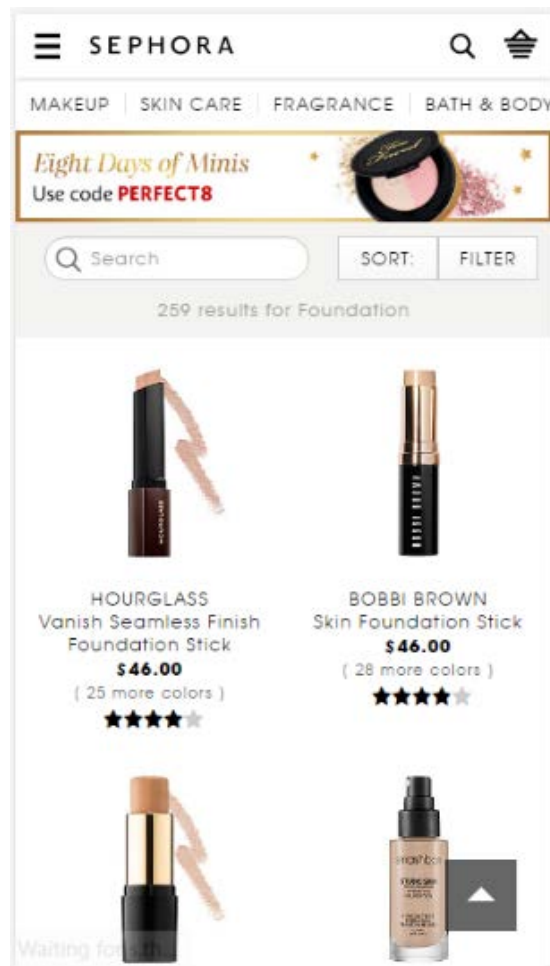


4



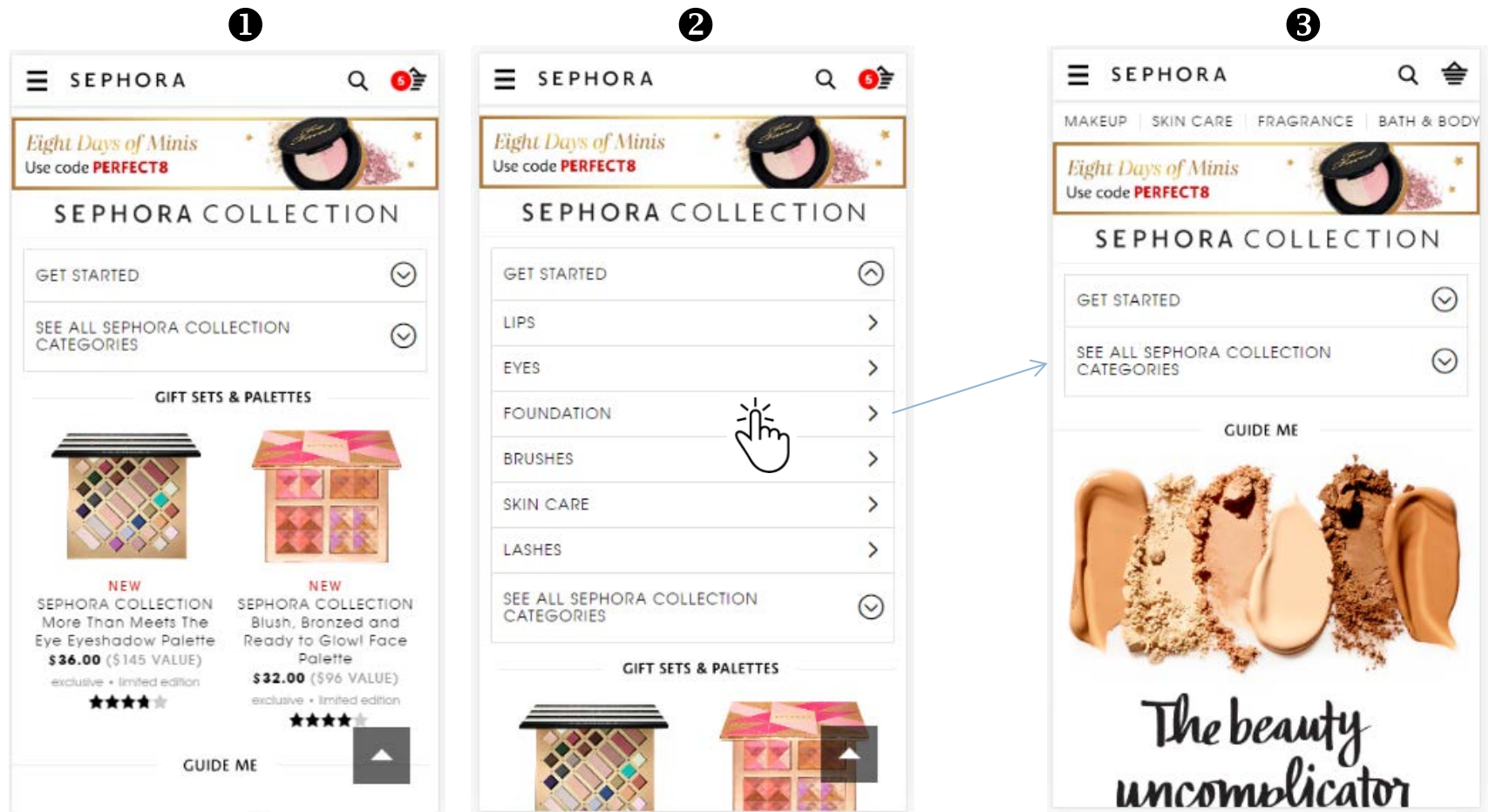
Navigation

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Feedback?

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Barriers and inconsistencies

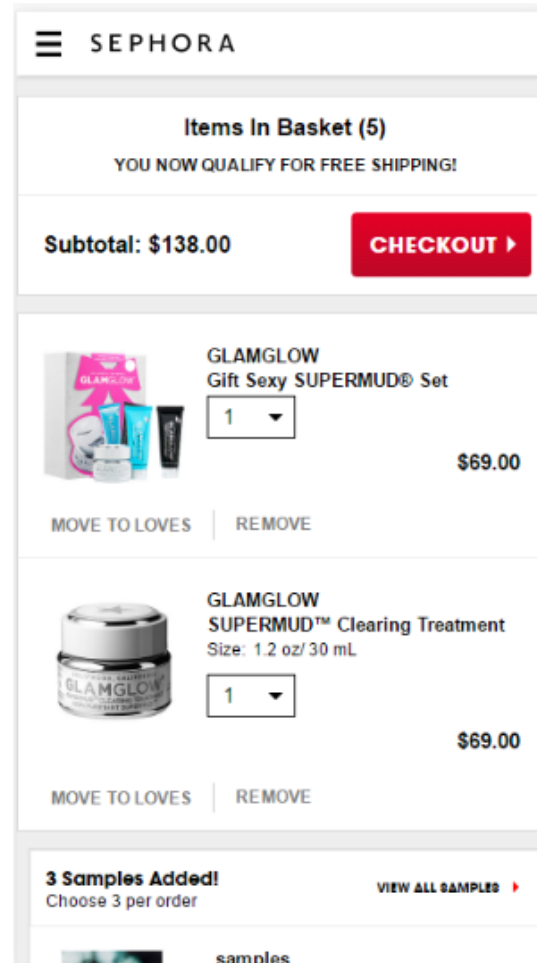
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The screenshot displays the Sephora mobile app interface. At the top, the 'SEPHORA' logo is visible alongside a search icon and a shopping cart icon. Below the logo, navigation links for 'MAKEUP', 'SKIN CARE', 'FRAGRANCE', and 'BATH & BODY' are present. A promotional banner for 'Eight Days of Minis' is partially visible. A 'SIGN IN' modal is open, featuring a close button (X) in the top right corner. The modal contains two main sections: '1. What is your email address?' with an 'Email' input field, and '2. Do you have a sephora.com password?' with two radio button options: 'No, I am new to the website' and 'Yes, I have a password' (which is selected). Below the password options is a 'Password' input field with a 'forgot?' link. At the bottom of the modal is a 'Stay Signed In' toggle switch and a large 'SIGN IN' button. The background of the app shows a shopping cart with a heart icon, a price of '\$69.00' (with a note '\$152 value'), and an 'ADD TO BASKET' button.



Add to basket, any issues?

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Forms



Potential problems with the input fields?

41/41

Create Account

Your Email Address

Create a password

By clicking Create Account, I agree to the [Terms of Service](#) and [Privacy Policy](#).

Create Account

Already have an account?
[Sign in](#)

[Terms of Service](#)
[Privacy Policy](#)
Copyright 2016 Evernote Corporation. All rights reserved.

Connecting...

Virgin trains Log in / register

Are you bound for glory?

Book your journey

Where from?

Where to?

ALL ROUTES - live update
1 Line issues

Unbeatable prices. Guaranteed

Price promise

Journey Planner Powered by Google