

Recap: What is Design

Of Things in General

- **More than making things pretty**
 - Hidden
 - Thoughtless
- **Focus on:**
 - Functionality
 - Purpose
- **So that the final design is:**
 - Discoverable
 - Understandable

[Design is] a plan for arranging elements in such a way as to best accomplish a particular purpose.

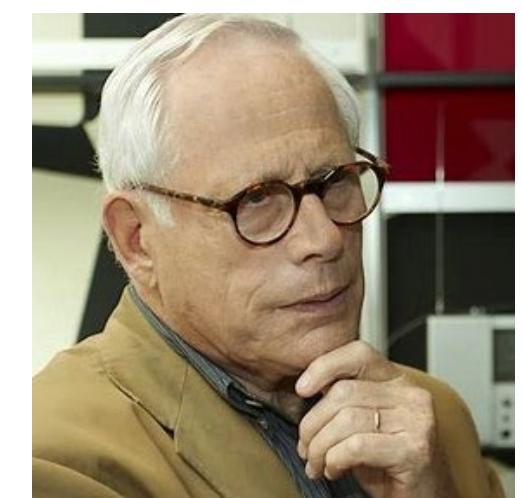
- Charles Eames



Most people make the mistake of thinking design is what it looks like. People think it's this veneer – that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. Design is how it works.

- Steve Jobs

What is Good Design?



Deiter Rams, 1970's "good design"
How it "looks", "feels", "works".

10 PRINCIPLES FOR **GOOD DESIGN** by DIETER RAMS

GOOD DESIGN IS **INNOVATIVE**

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.



GOOD DESIGN MAKES A PRODUCT **USEFUL**

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product whilst disregarding anything that could possibly detract from it.

GOOD DESIGN IS **AESTHETIC**

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.



GOOD DESIGN MAKES A PRODUCT **UNDERSTANDABLE**

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

GOOD DESIGN IS **UNOBTRUSIVE**

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.



GOOD DESIGN IS **HONEST**

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

GOOD DESIGN IS **LONG-LASTING**

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.



GOOD DESIGN IS **THOROUGH DOWN TO LAST DETAIL**

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

GOOD DESIGN IS **ENVIRONMENTALLY- FRIENDLY**

Design makes an important contribution to the preservation of the environment. It conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.



GOOD DESIGN IS **AS LITTLE DESIGN AS POSSIBLE**

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

YVETTE'S IS OPEN TILL 6 P.M. !!!!!!!~*

Established 1980

CALL **YVETTE'S**—(850)~871~3000

OR

—EMAIL CAROLYN—

Yvette's has a Passion for Fashion !! ~*

YETTEMAP 1 !!

YETTEMAP 2 !!

**Yvette's is
HERE FOR
YOU !!!~*~***

**let's celebrate !!
it's Prom 2010 !!**

**BOUTIQUE
LOCATION !! ~***

Follow the Pink Links to Yvette's !! ~*

Yvette's is located in the Lincoln Center Plaza, Right in the Heart of Panama City adjacent to the DMV on Highway 98 !! ~*

Yvette's address:

237C West 15th Street(Hwy 98)

Panama City, Florida 32401

Bridal Boutique Fashion Salon Days & Hours are:

Monday thru Saturday 10:00 a.m. ~ 6:00 p.m.

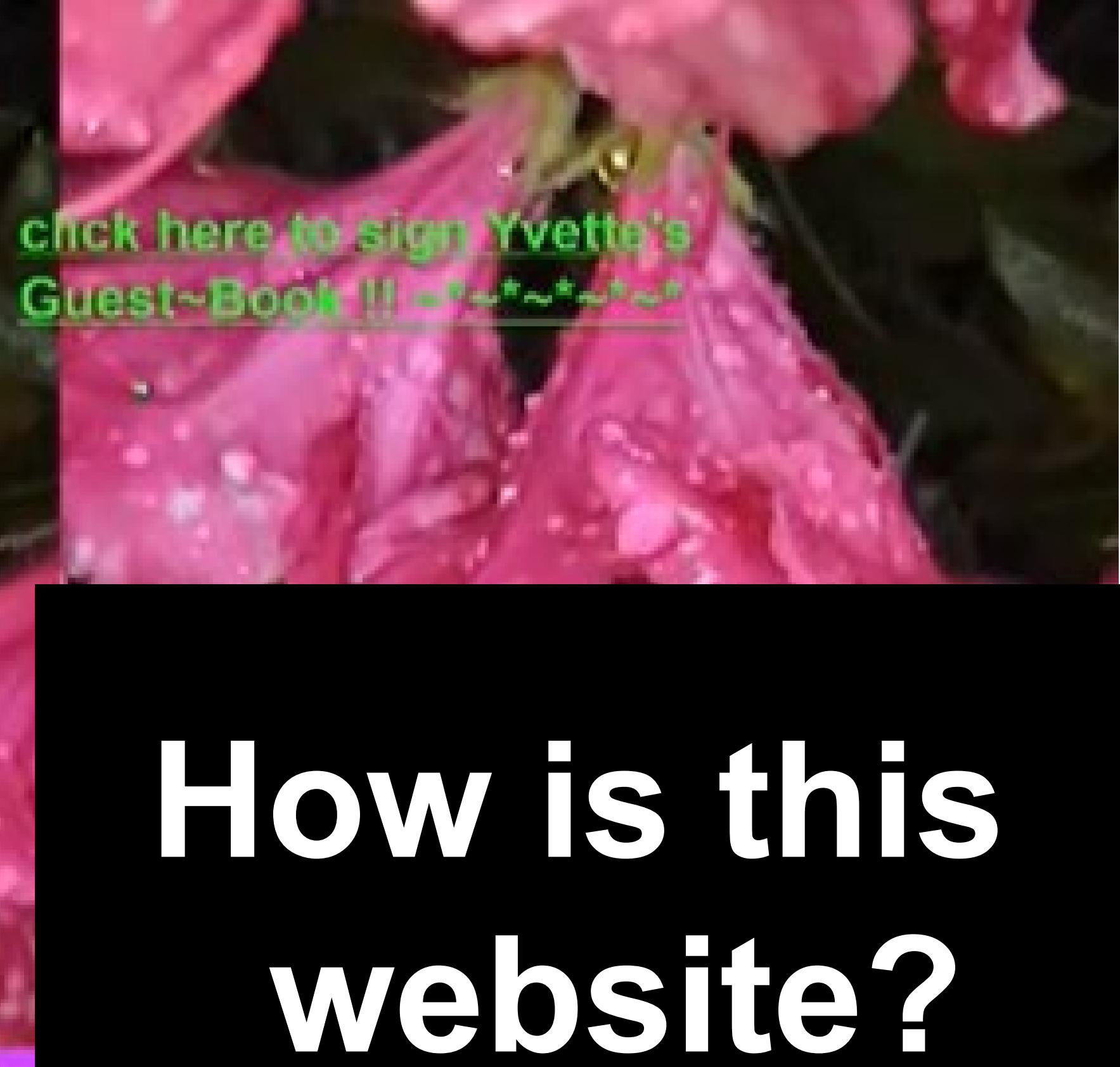
6 days a week Yvette's is here for YOU !! ~*~*~*~*

— please call (850)~871~3000

WE LOOK FORWARD TO SEEING YOU !! ~Let's Celebrate !!! ~

it's Prom 2010 !!! ~*~*

**Yvette's is here for
YOU !!!!!!!!~*~***



**How is this
website?**

Before we start

Documentation

- VERY NECESSARY!
- The results of your research serve as documentation.
 - Brain storming
 - Empathy Maps
 - Personas
 - User Journeys
 - User Flows
 - Wireframes, etc.
- Each prototype should be documented.
- The documentation structure is dependent on:
 - Team Culture and Communication
 - Project Needs
 - What the deliverables are?

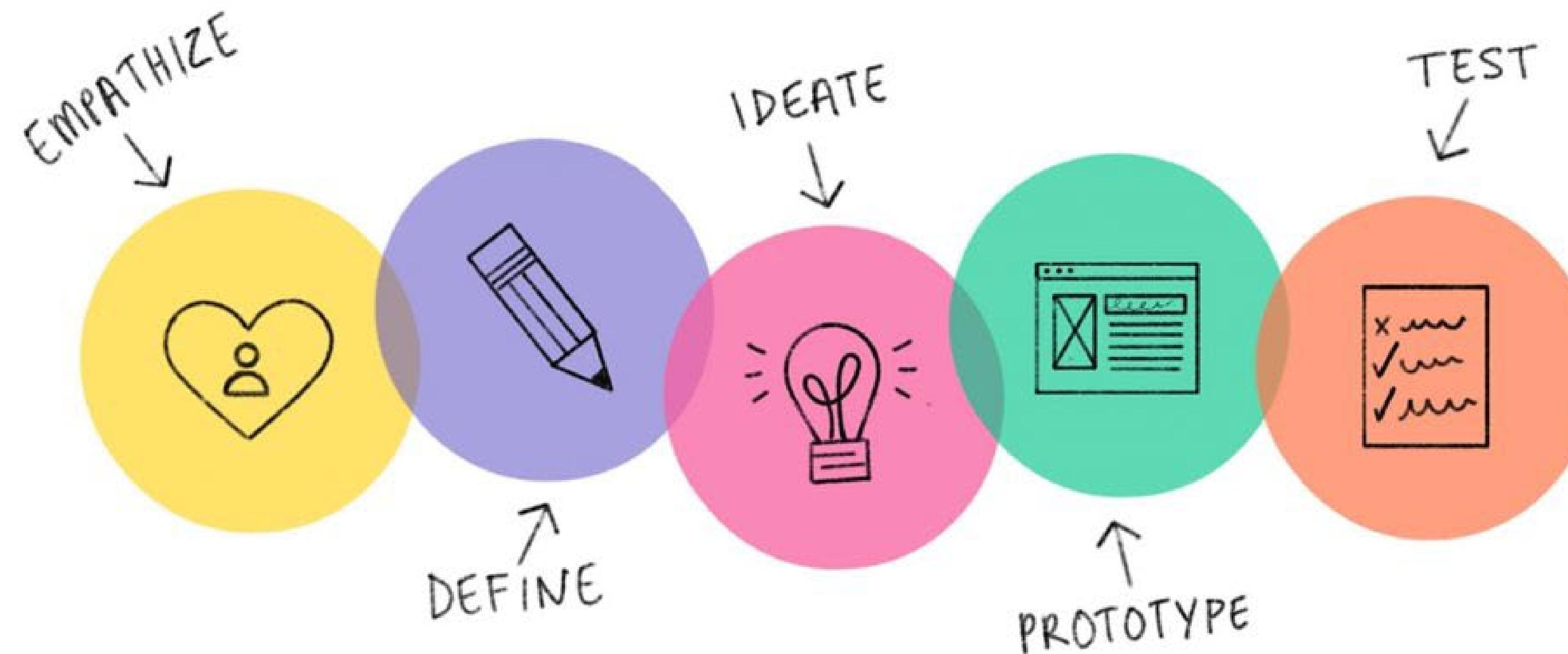


Agenda:

Problem Statement
Usability Heuristic



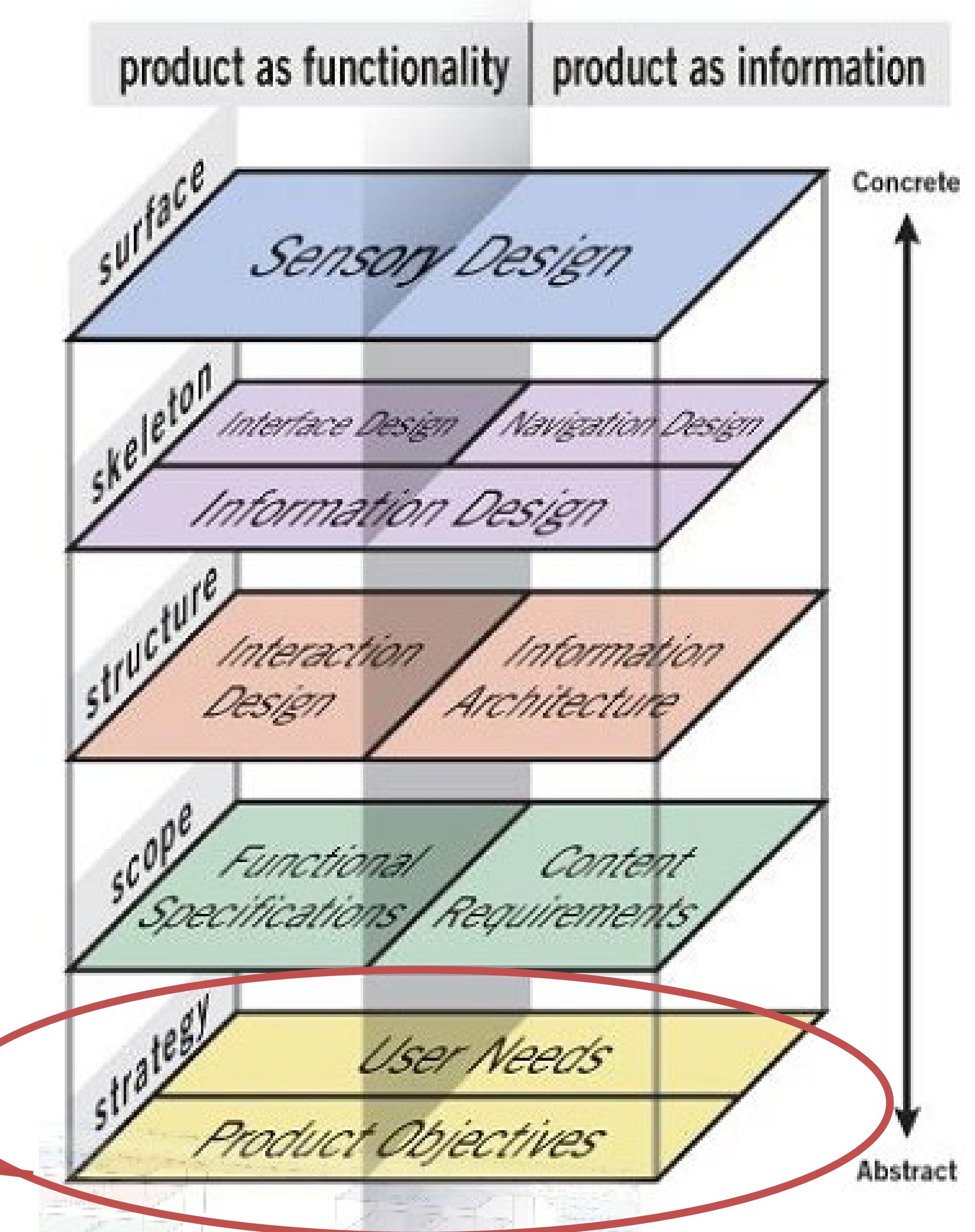
Design Thinking is a design methodology that provides a solution-based approach to solving problems.



Elements of UX

Another way to look at the design process

Problem statement



Core Statement

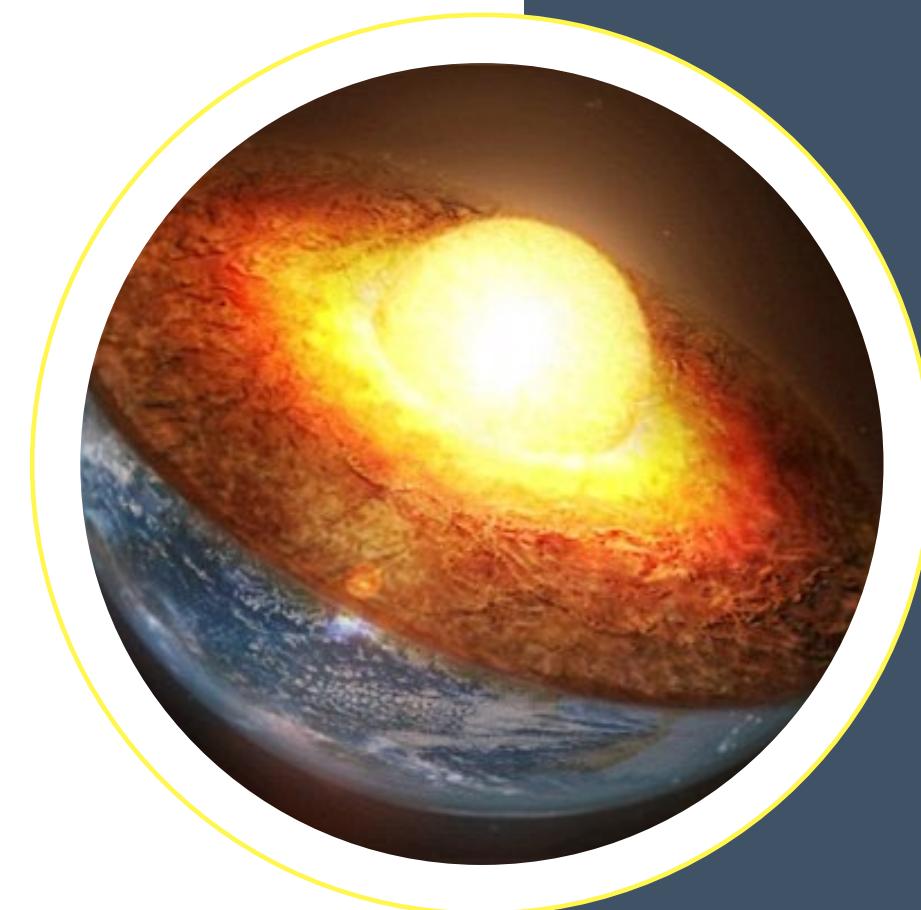
The problem that you want to solve will form the basis of your product.

The problems once validated will inform your product's Core Statement.

This is a **single sentence** that describes the product.

If you had to distill the product down to one sentence? What would it be?

What makes up the “Core” of your project? Be SPECIFIC.



**“A brilliant solution to the wrong problem
can be worse than no solution at all: solve
the correct problem.”**



Donald Norman,
The Design of Everyday Things

Example of core statements



- To connect the world's professionals to make them more productive and successful.



- A superior virtual whiteboard software that turn ideas into actionable insights and helps remote teams ideate and collaborate online.

Abstracting Design Problem

Reframing and rejecting initial problem definitions.

- Making problem to be about users.
- Prioritizes user and their purpose.



Problem Definition

Avoid proposing solutions

A meaningful and actionable problem (pain point)

From the user's point of view (nonbiased)

Solidify from user research (not your opinion)

“A problem well stated is half solved”

— ***Charles Kettering***

(User) needs a way to (user's need) because (insight)

What you have so far!	I AM	Who (list 3 characteristics)
	TRYING TO	Outcome or job
	BUT	Problem or Barrier
	BECAUSE	Root cause
	WHICH MAKES ME FEEL	Emotion

Based on the four Ws questions: who, what, where, and why

By asking four simple questions, everyone can put their own thoughts up and together synthesize the content to find focus and clarity.

Who is affected?

What is the problem?

Where does it happen?

Why does it matter?



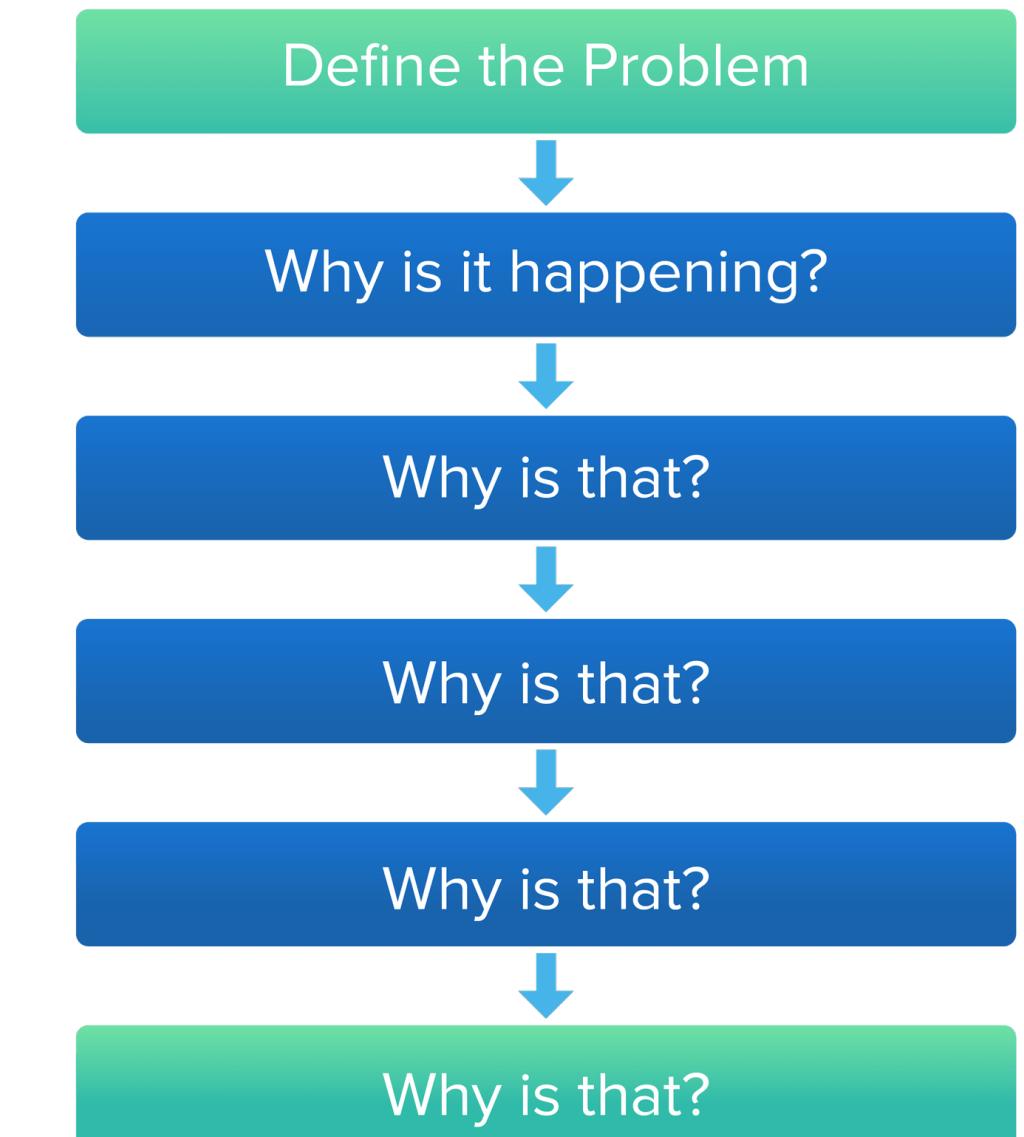
Root Cause Analysis

5 Whys

- Sometimes the problem is a symptom of another underlying problem
- Finding potential root causes can lead you to define better problems.



The 5 Whys



Problem: Ran through a red light.

Why?

Late for work.

Why?

Woke up late.

Why?

Alarm clock broke.

Why?

Didn't check if it worked.

Why?

Forgot to do it last night.

PROBLEM

Our client is refusing to pay for leaflets we printed for him

Why?

The delivery was late, so the leaflets couldn't be used

Why?

The job took longer than we expected

Why?

We ran out of printer ink

Why?

The ink was all used on a large, last-minute order

Why?

We didn't have enough ink in stock, and couldn't order new supplies in time

COUNTER-MEASURE

Find an ink supplier who can deliver at short notice, so that we can continue to minimize inventory, reduce waste, and respond to customer demand.

WHY? WHY? WHY?

WHY? WHY?

- Customers stopped eating at restaurants
- Shoppers do not wear a mask
- Moms are getting mental fatigue
- Car battery dies more often than before



uxdesignmemes

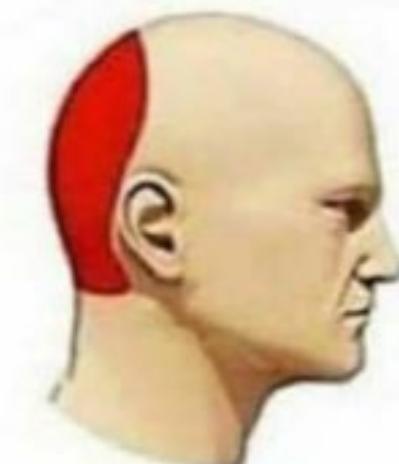
:

Types of Headache

Migraine



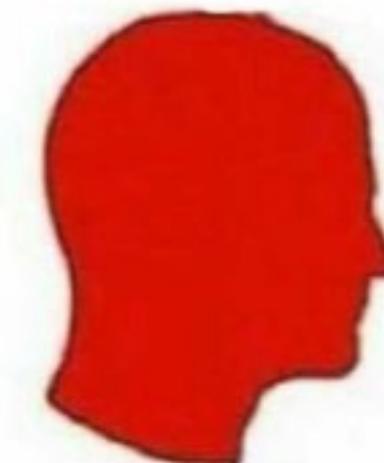
Hypertension

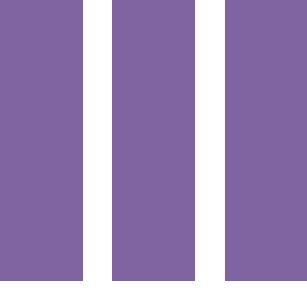


Stress



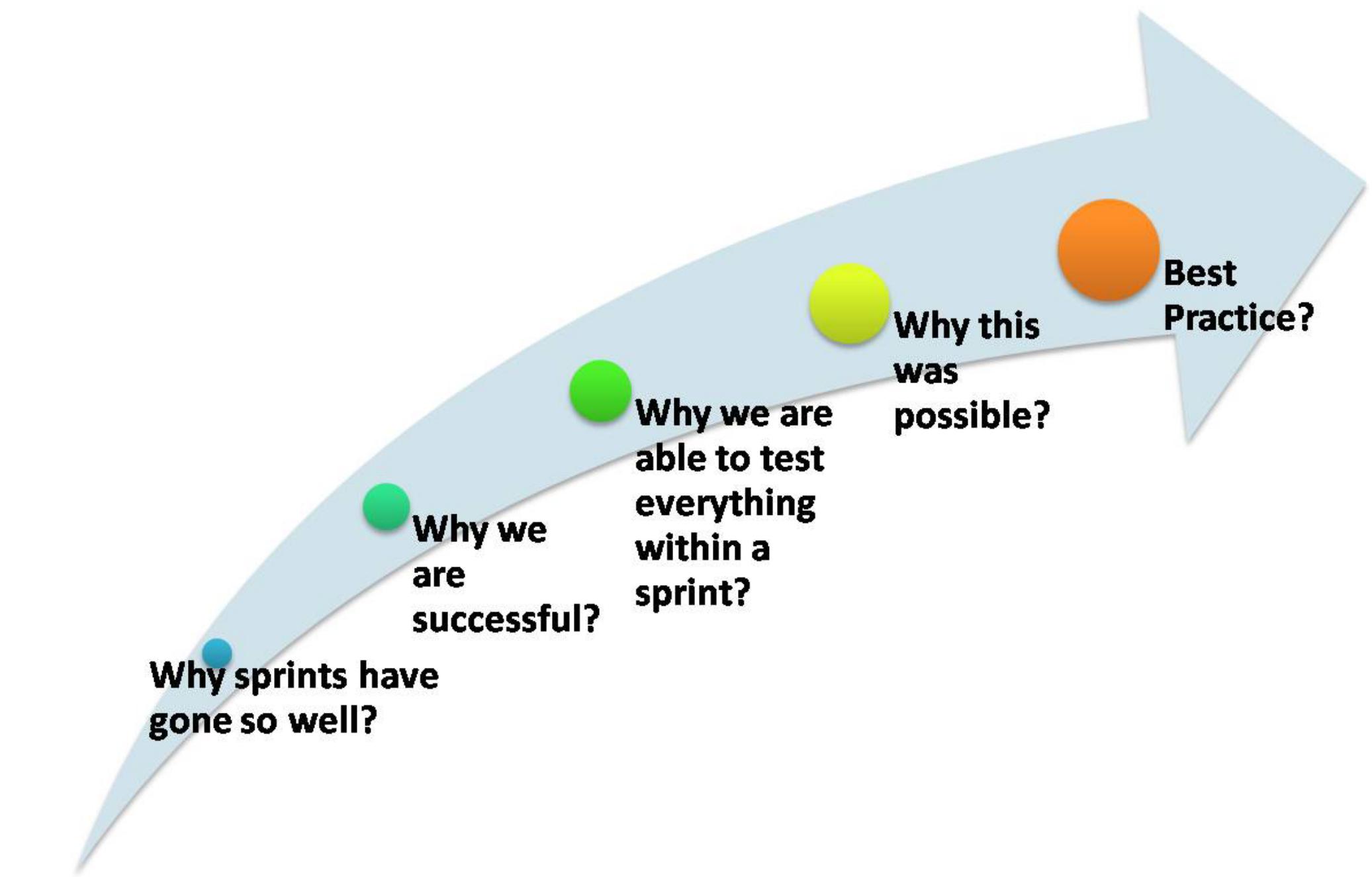
Using any healthcare or government website





It can also be used for review each iterations through design thinking process (Sprint Review)

It is the matter of constant reflection



Your problem, your pitch

- *Our team _____ (team # or team/member name)*
- *is developing _____ (product name, or just “a web application)*
- *to help _____ (user/persona – the “who”)*
- *to _____ (solve a problem – the “what”)*
- *with/by _____ (secret sauce – the “how”)*
- *[unlike _____ (competitor)] (optional)*

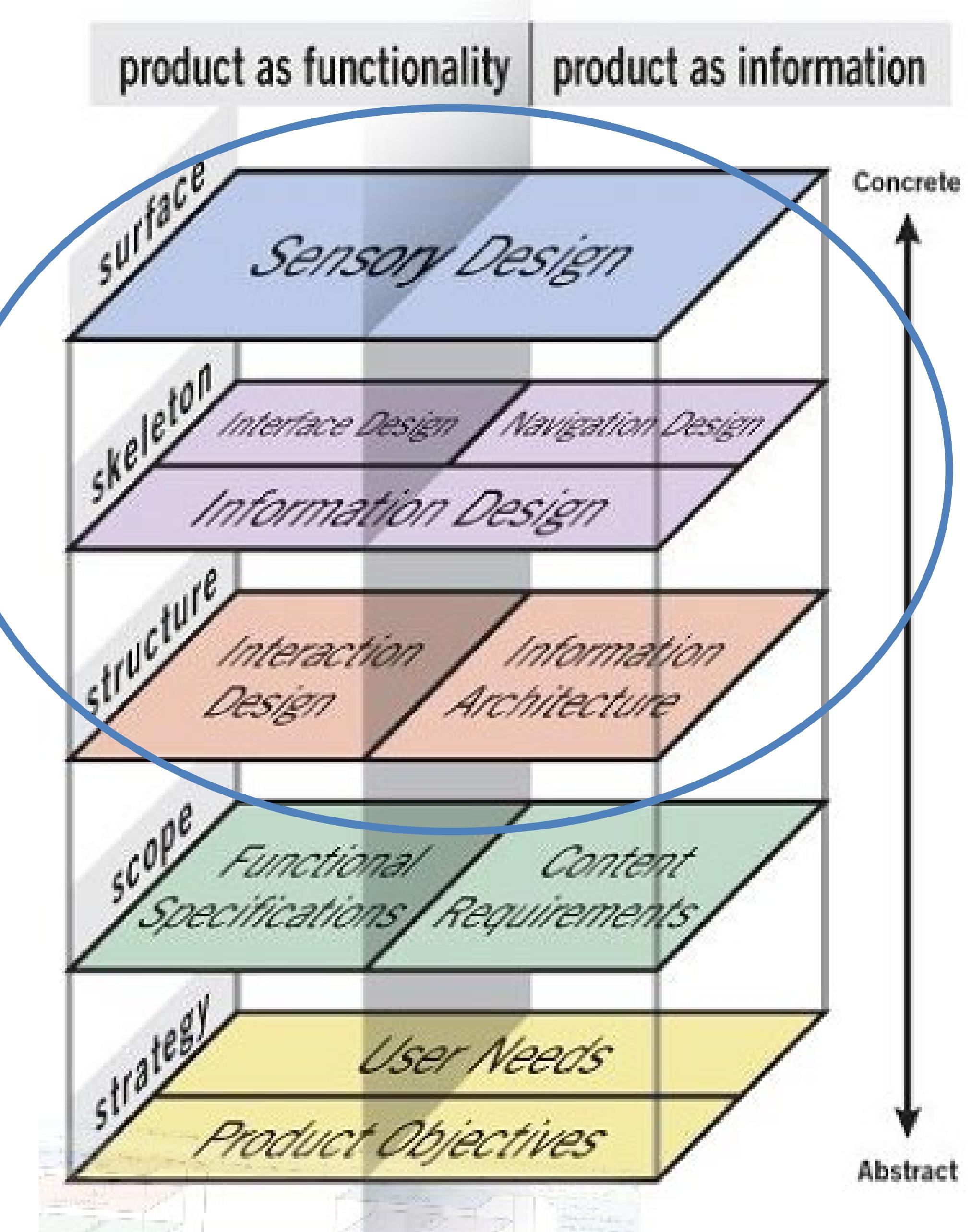


Capture it in one sentence

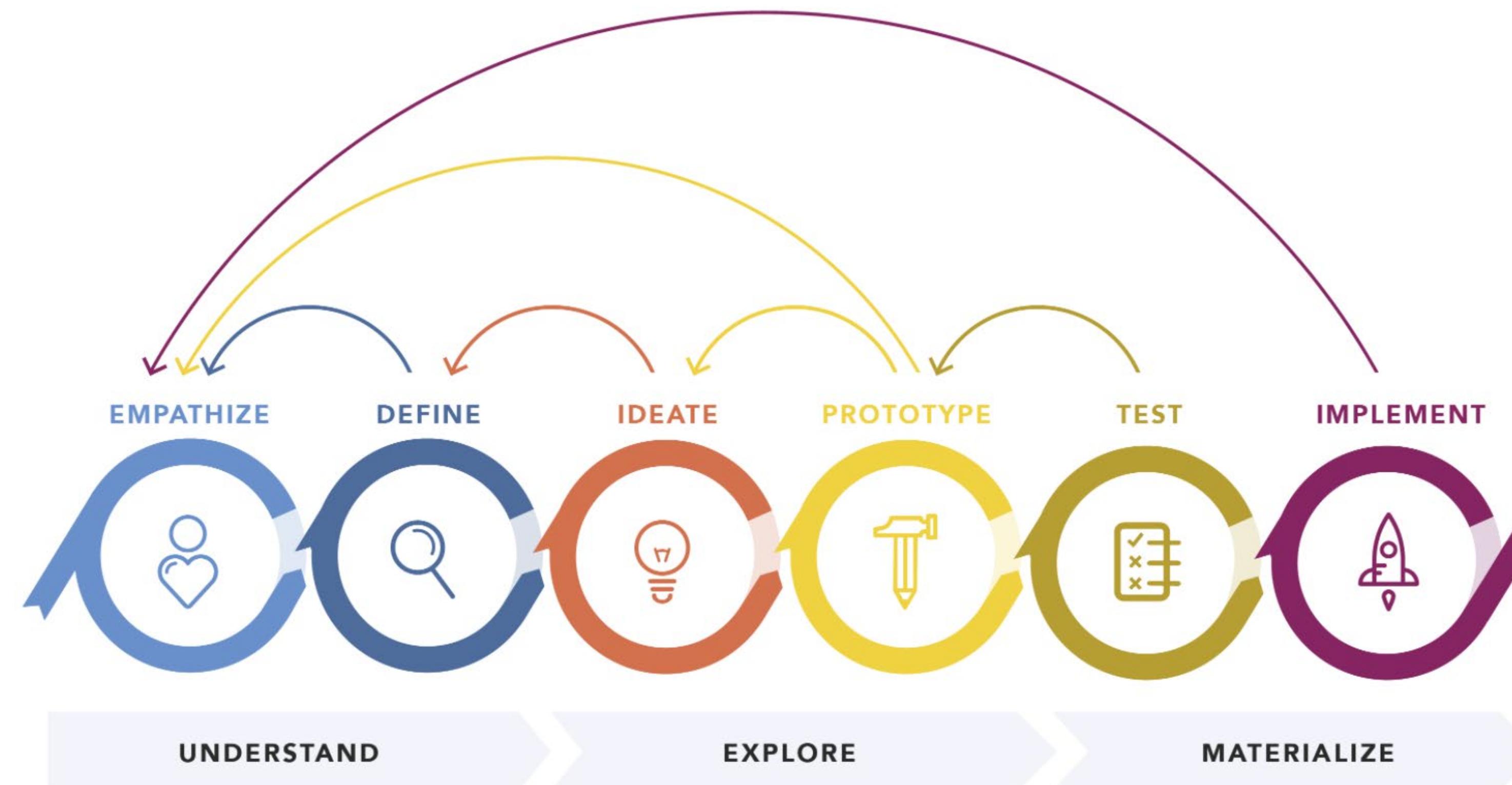
Elements of UX

Let's learn the theory of other surfaces to get prepared

HCI
UI
IXD



Design thinking process is NOT sequential.

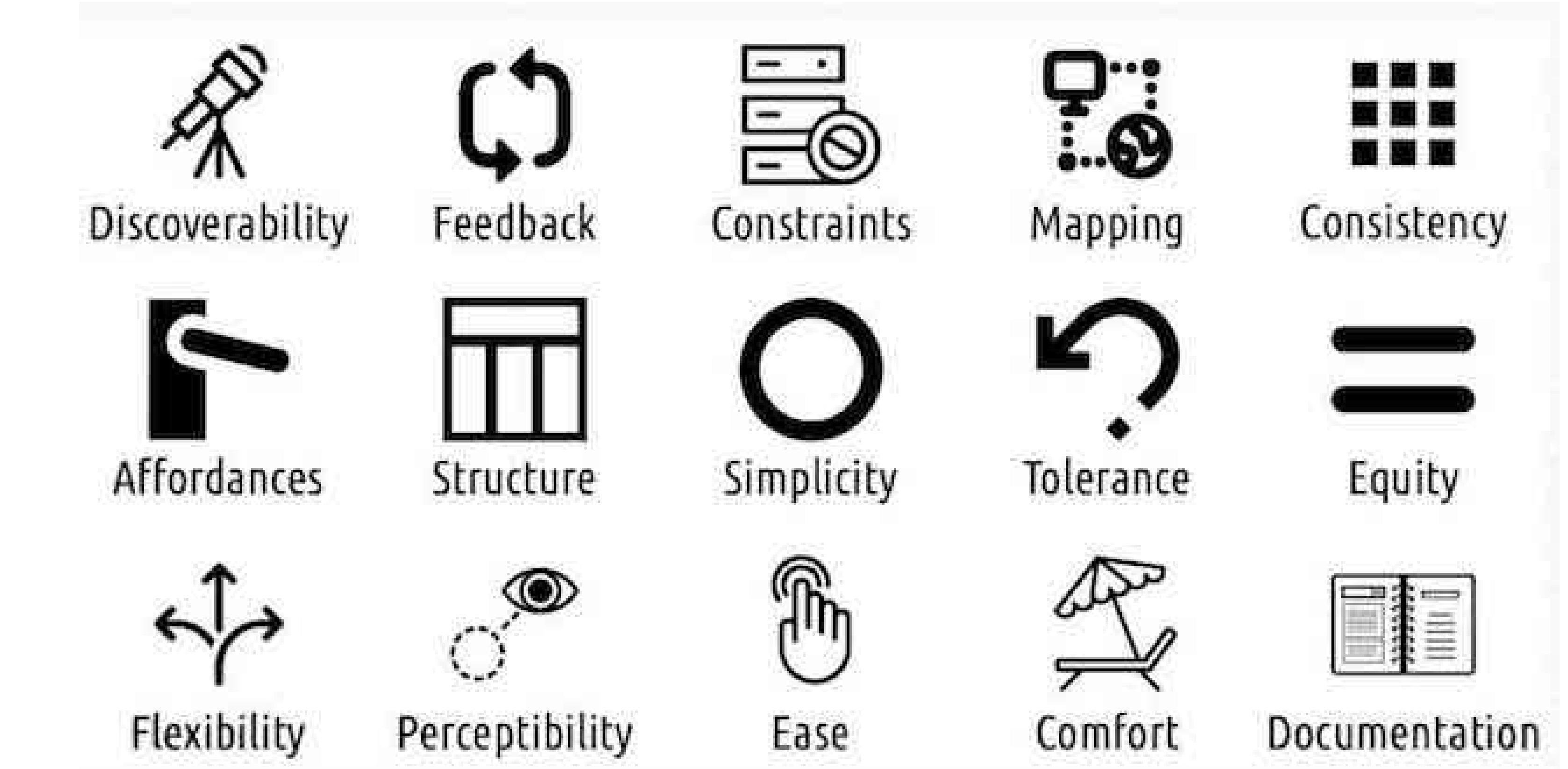


15 Principles for HCI Design

Software (*Don Norman, Jakob Neilson*) 2018

Don Norman's 6 Principles
from 1988 evolved ...

- Visibility
- Feedback
- Constraints
- Mapping
- Consistency
- Affordances



8 Golden Rules of Interface Design

Shneiderman 2016

The Eight Golden Rules of Interface Design

- Strive for consistency. ...
- Seek universal usability. ...
- Offer informative feedback. ...
- Design dialogs to yield closure. ...
- Prevent errors. ...
- Permit easy reversal of actions. ...
- Keep users in control. ...
- Reduce short-term memory load.

10 usability heuristics

Jakob Nielsen 1994

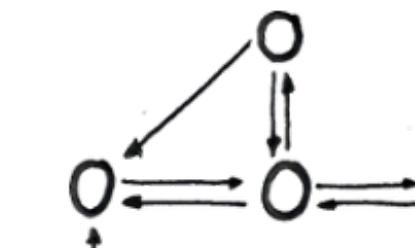
1. Visibility of system status
2. Match between system and real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition over recall
7. Flexibility and efficiency
8. Aesthetic and minimalist
9. Help user recognize, diagnose and recover
10. Help and documentation

Ten Usability Heuristics by Jakob Nielsen



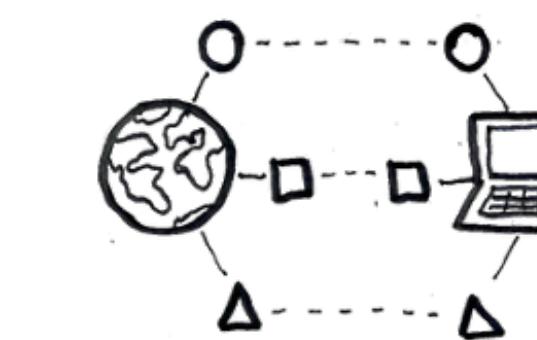
Visibility of system status

Give the users appropriate feedback about what is going on.



User control and freedom

Support undo, redo and exit points to help users leave an unwanted state caused by mistakes.



Match between system and the real world

Use real-world words, concepts and conventions familiar to the users in a natural and logical order.



Error prevention

Prevent problems from occurring: eliminate error-prone conditions or check for them before users commit to the action.



Consistency and standards

Follow platform conventions through consistent words, situations and actions.



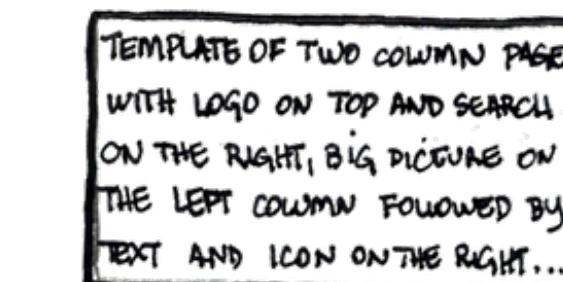
Aesthetic and minimalist design

Don't show irrelevant or rarely needed information since every extra element diminishes the relevance of the others.



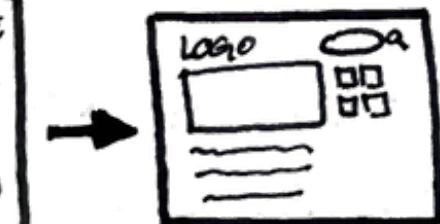
Flexibility and efficiency of use

Make the system efficient for different experience levels through shortcuts, advanced tools and frequent actions.



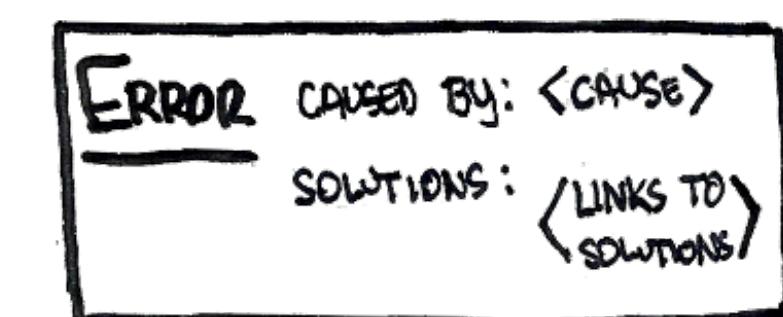
Recognition rather than recall

Make objects, actions, and options visible at the appropriate time to minimize users' memory load and facilitate decisions.



Help and documentation

Make necessary help and documentation easy to find and search, focused



Help users recognize, diagnose, and recover from errors

Express error messages in plain language (no codes) to indicate the problem and suggest solutions.

Usability Heuristics

Developed by Jakob Neilson (1990's)

- Usability inspection based upon some set of industry-tested principles
- Useful as a starting off point for UI design
- Done in early stages of design
- Not meant to replace user testing!
- Sanity check
- Qualitative

Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles (the “heuristics”).”



Jakob Nielsen

Usability Heuristic #1

Visibility of system status – “What’s going on?”

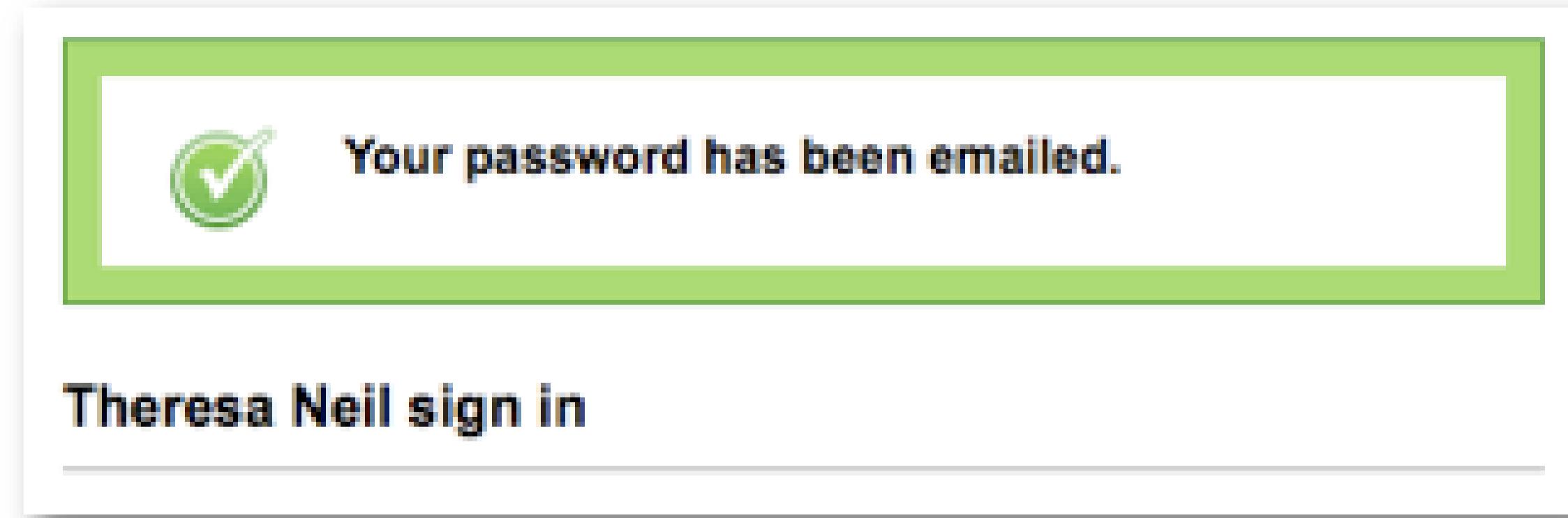
- Users should feel in control of the situation
- System should always keep users informed about what is going on.
- Appropriate feedback within reasonable time

Usability Heuristic #1 - Examples

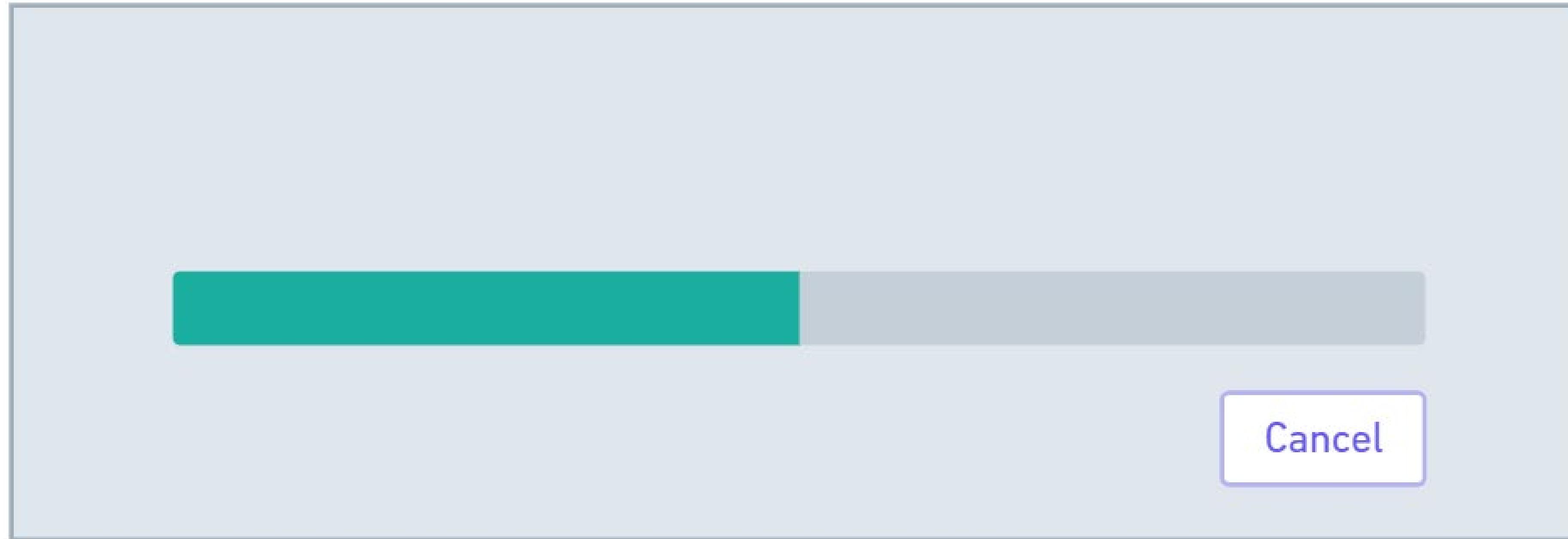
Type new password: * * * * * *

Six-characters minimum; case sensitive

Password strength: Strong Strong Medium Weak



What is wrong with this Design?



Usability Heuristic #2

*Match between the system and the real world
“What are you talking about?”*

- Speak the users' language
- Familiar words/phrases/concepts rather than system-oriented terms
- Info appear in natural/logical order
- Ensure users can understand meaning without having to go look up a word's definition.

Usability Heuristic #2 - Examples

Upgrade

Medium

• [dreamit urbantech](#)

• [NYU Center for Urban Science + Progress \(CUSP\)](#)

• [Columbia University Center for Urban Real Estate \(CURE\)](#)

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Conclusion

There are many reasons why NYC will lead smart building adoption.

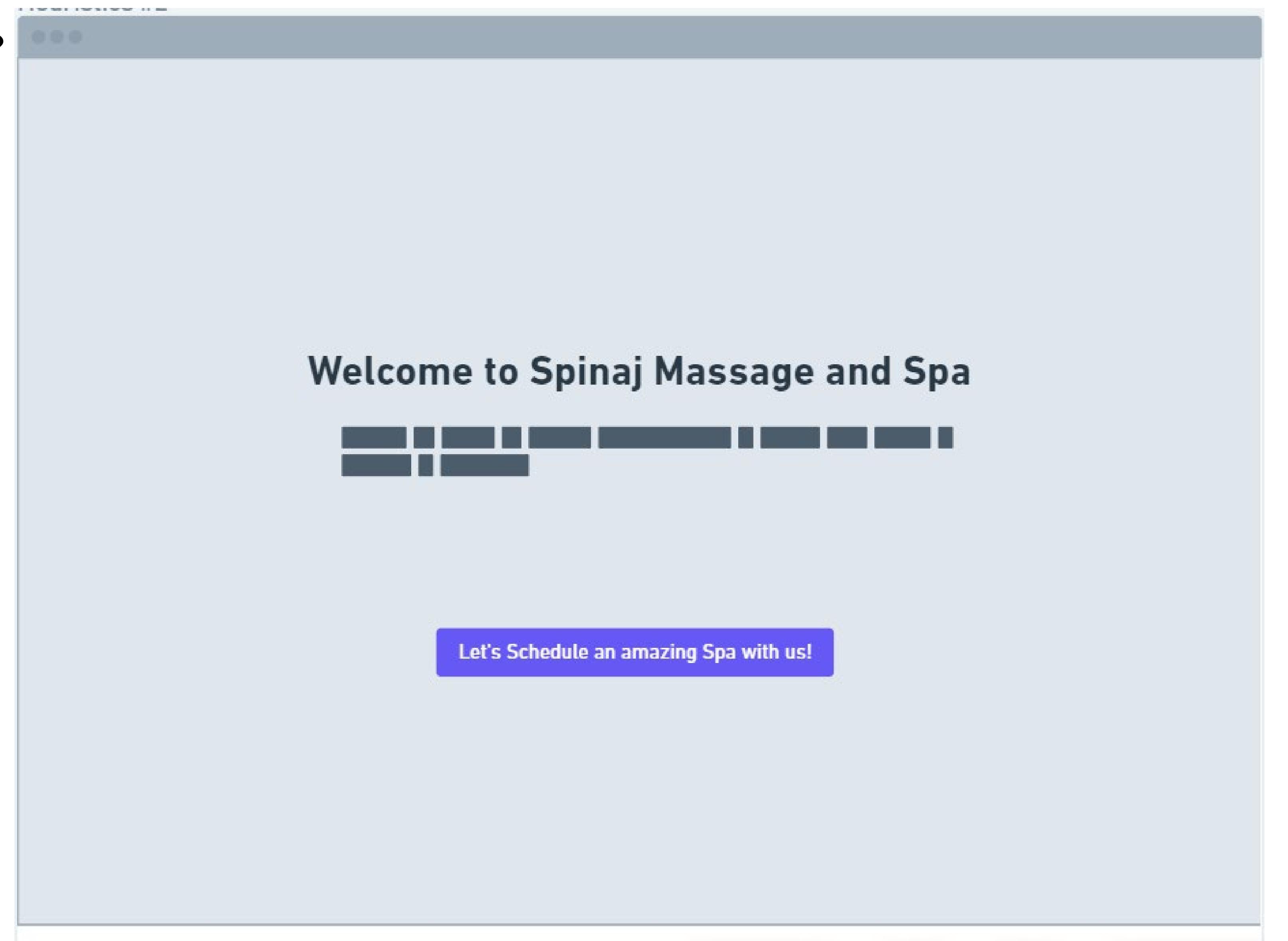
Ambitious legislation, strong incentives, and industry champions are some, but not all. The city offers a cheap renewable source of recent college grads with top skills, funding, state-of-the-art technology, growing population trends, an old housing stock in need of retrofit, smart city challenges, large number of urban incubators, and even the city size to attract partner cities (Helsinki, Paris).

There's this mentality of doing, getting a quick buck, not building unicorns but small exits, and a mix of industries and businesses that's hard to find somewhere else. In the end, there's even this idea that if you can make it here, then you can make it anywhere. Time will tell who wins the smart building race at the end, but NYC sure has a good chance at it.

You highlighted

Highlighting text in an article on Medium feels familiar and much like doing the same activity in a book with a brightly colored marker.

What is wrong with this design?

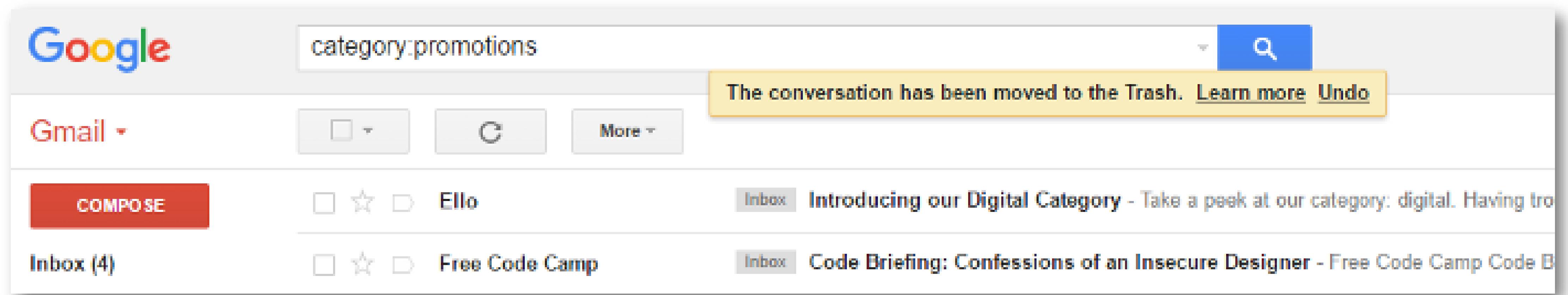


Usability Heuristic #3

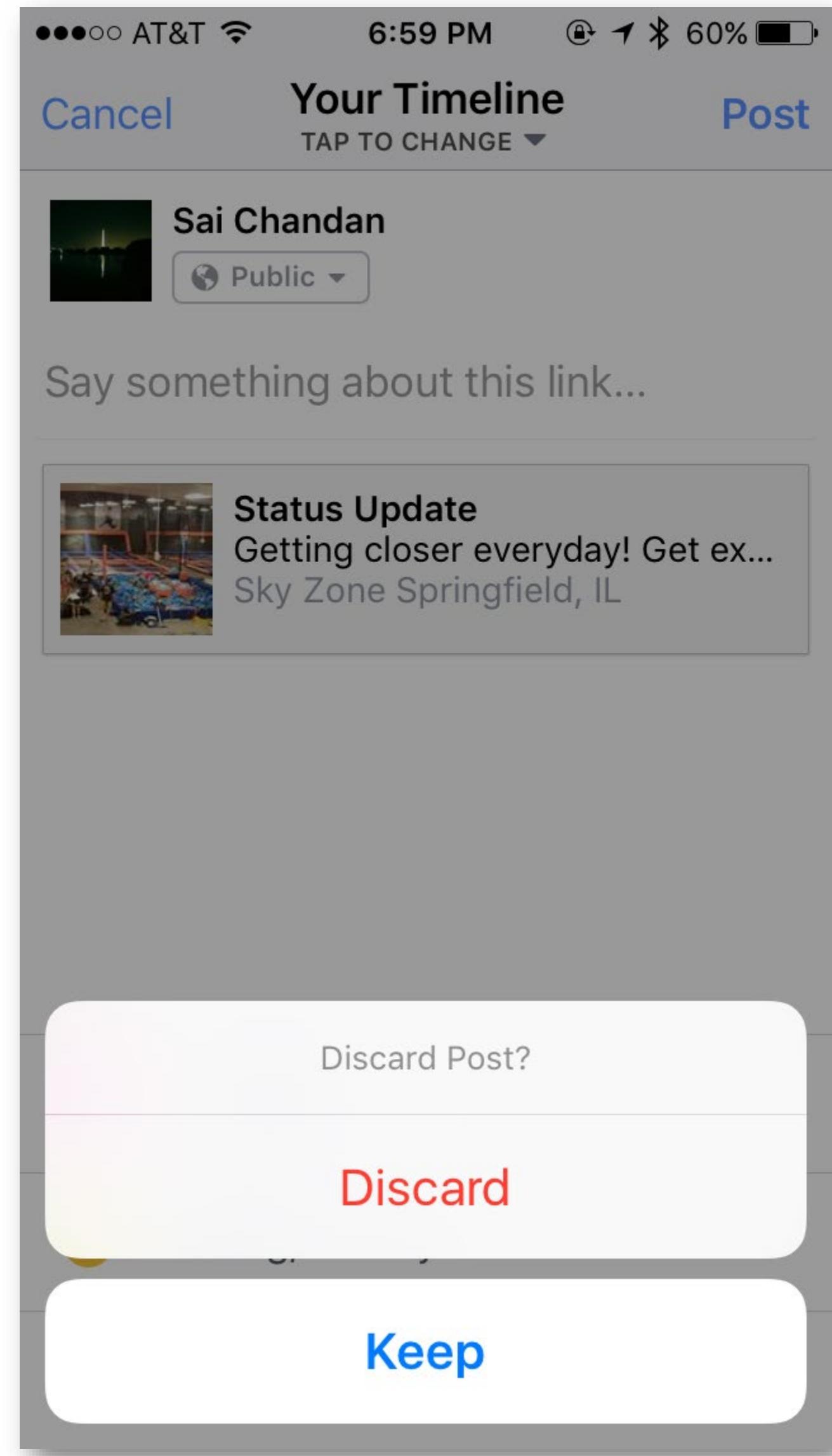
User Control and Freedom – “Oops!”

- **Users make mistake**
- **Need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue**
- **Support undo/redo**
- **Back Button**

Usability Heuristic #3 - Examples

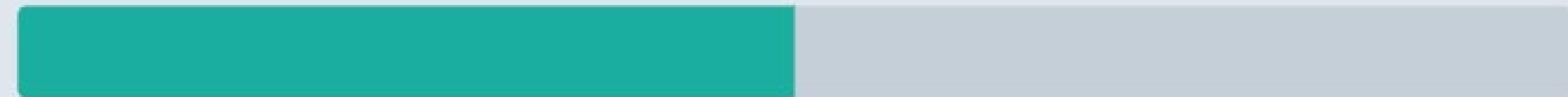


Usability Heuristic #3 - Examples



What is wrong with this Design?

Uploading file (54%)



Usability Heuristic #4

Consistency and Standards – “Oh, I know that!”

- **Follow conventions/guidelines, don't make users guess**
- **Make words/actions/situations consistent**
- **Example: washroom signs, hamburger menu**
- **Which UX Law is this about?**

Usability Heuristic #4 (Jacob's Law)



Usability Heuristic #4 - Examples

The image displays three separate screenshots of Microsoft Office ribbon menus, specifically highlighting the 'Font' and 'Style' group within the 'Home' tab.

Screenshot 1 (Top): This is a screenshot of the Microsoft Word ribbon. The 'Home' tab is selected. The 'Font' and 'Style' group is highlighted with a red box. It includes dropdowns for font ('Calibri (Body)'), font size ('12'), bold ('B'), italic ('I'), underline ('U'), and various style icons like bold italic, underline, and color.

Screenshot 2 (Middle): This is a screenshot of the Microsoft Excel ribbon. The 'Home' tab is selected. The 'Font' and 'Style' group is highlighted with a red box. It includes dropdowns for font ('Calibri (Body)'), font size ('12'), bold ('B'), italic ('I'), underline ('U'), and various style icons.

Screenshot 3 (Bottom): This is a screenshot of the Microsoft PowerPoint ribbon. The 'Home' tab is selected. The 'Font' and 'Style' group is highlighted with a red box. It includes dropdowns for font ('Calibri Light (Headings)'), font size ('60'), bold ('B'), italic ('I'), underline ('U'), and various style icons.

Usability Heuristic #4 - Examples

Stick with conventional established icons

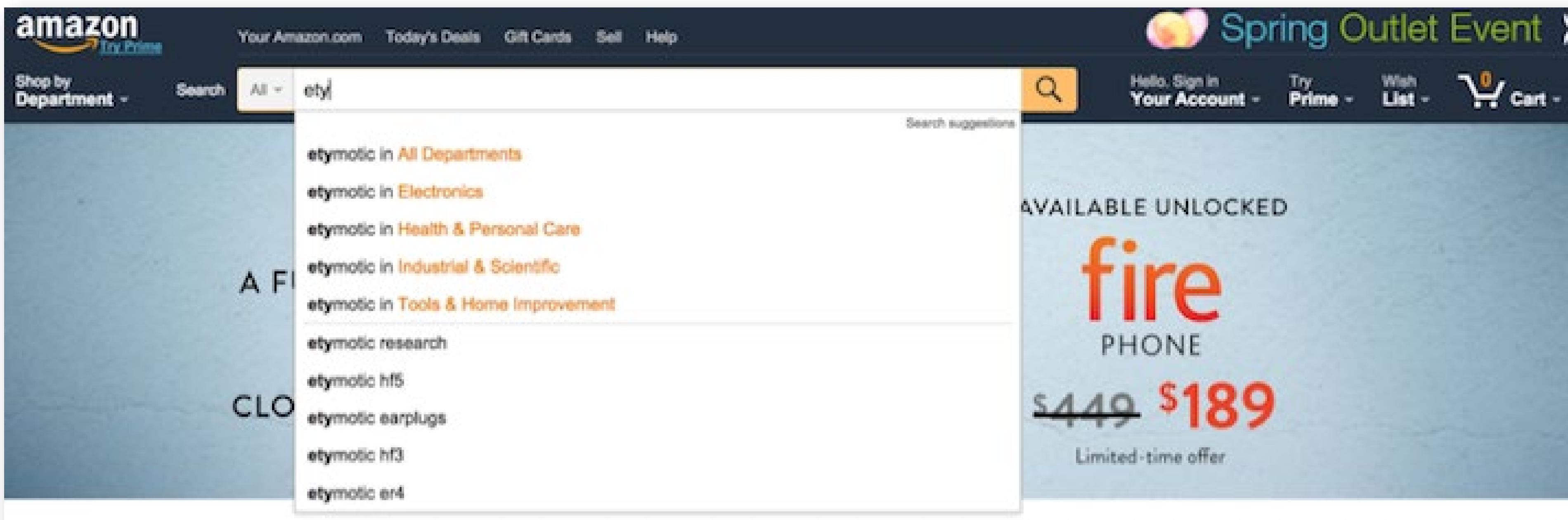


Usability Heuristic #5

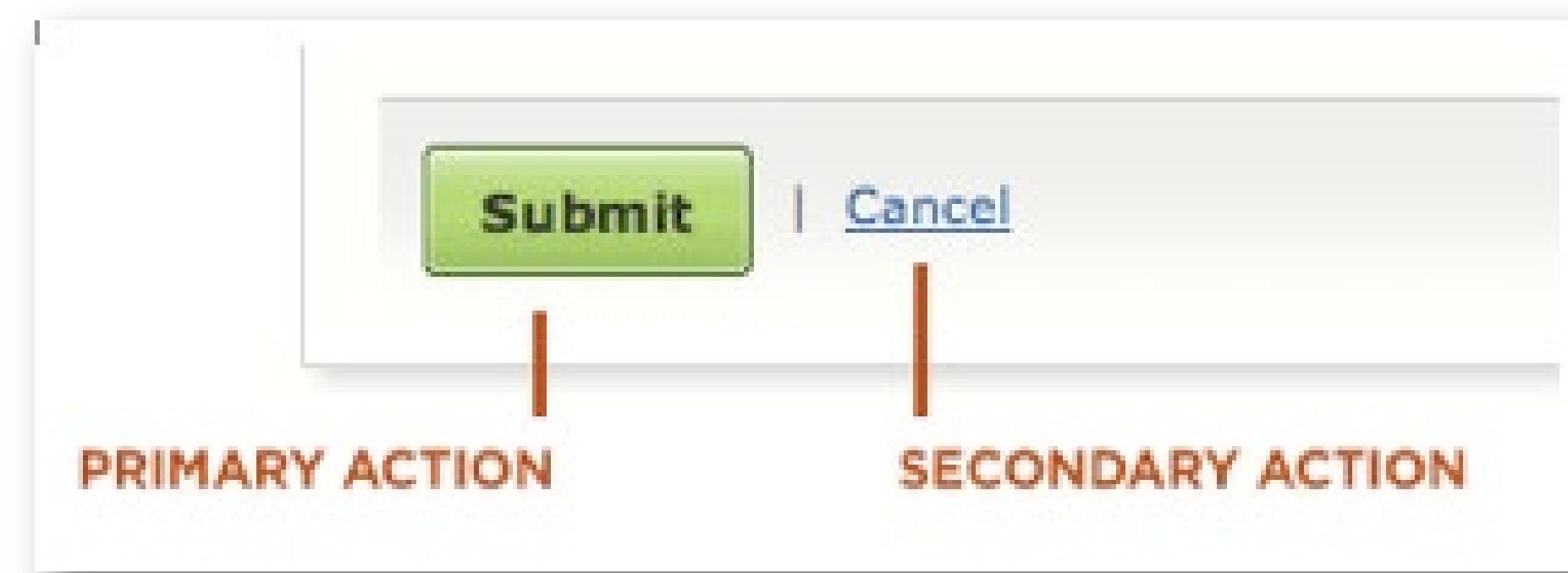
Error Prevention – “Glad I didn’t do that!”

- **Don’t just let users escape from errors: help users avoid them**
- **Error messages:** good
- **Careful design to prevent errors:** better
- **Avoid error-prone input** (e.g., date picker instead of text typed)
- **Confirmation option**
- **Constraints (eg. Grayed out section)**
- **Prevent mistakes by removing memory burdens, supporting undo, and warning your users.**

Usability Heuristic #5 - Example



Usability Heuristic #5 - Example



Usability Heuristic #5 - Example

2

Profile

* NAME

First Name Last Name

* MOBILE NUMBER

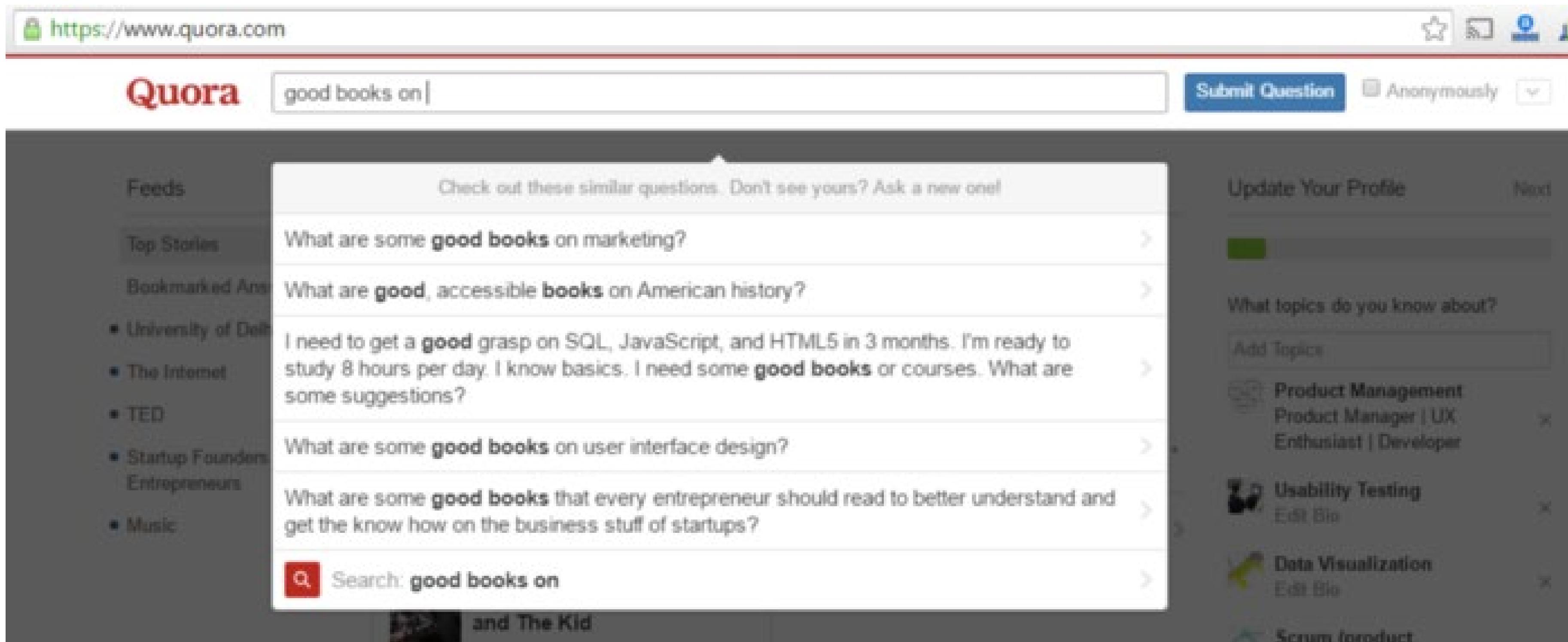
+1 (555) 666-7778

* LANGUAGE

English (United States)

Uber.com automatically displays the phone number in the desired format as users type, so that they can more easily scan their work to confirm that it's correct.

Usability Heuristic #5 - Example



The screenshot shows a web browser window for Quora at the URL <https://www.quora.com>. The search bar contains the query "good books on |". Below the search bar, a dropdown menu displays several suggested questions based on the partial search term:

- What are some **good books** on marketing?
- What are **good**, accessible **books** on American history?
- I need to get a **good** grasp on SQL, JavaScript, and HTML5 in 3 months. I'm ready to study 8 hours per day. I know basics. I need some **good books** or courses. What are some suggestions?
- What are some **good books** on user interface design?
- What are some **good books** that every entrepreneur should read to better understand and get the know how on the business stuff of startups?

At the bottom of the suggestions, there is a search bar with the placeholder "Search: good books on" and a magnifying glass icon. To the right of the suggestions, there is a sidebar titled "Update Your Profile" with sections for "What topics do you know about?", "Add Topics", and "Product Management", "Usability Testing", "Data Visualization", and "Scrum / product".

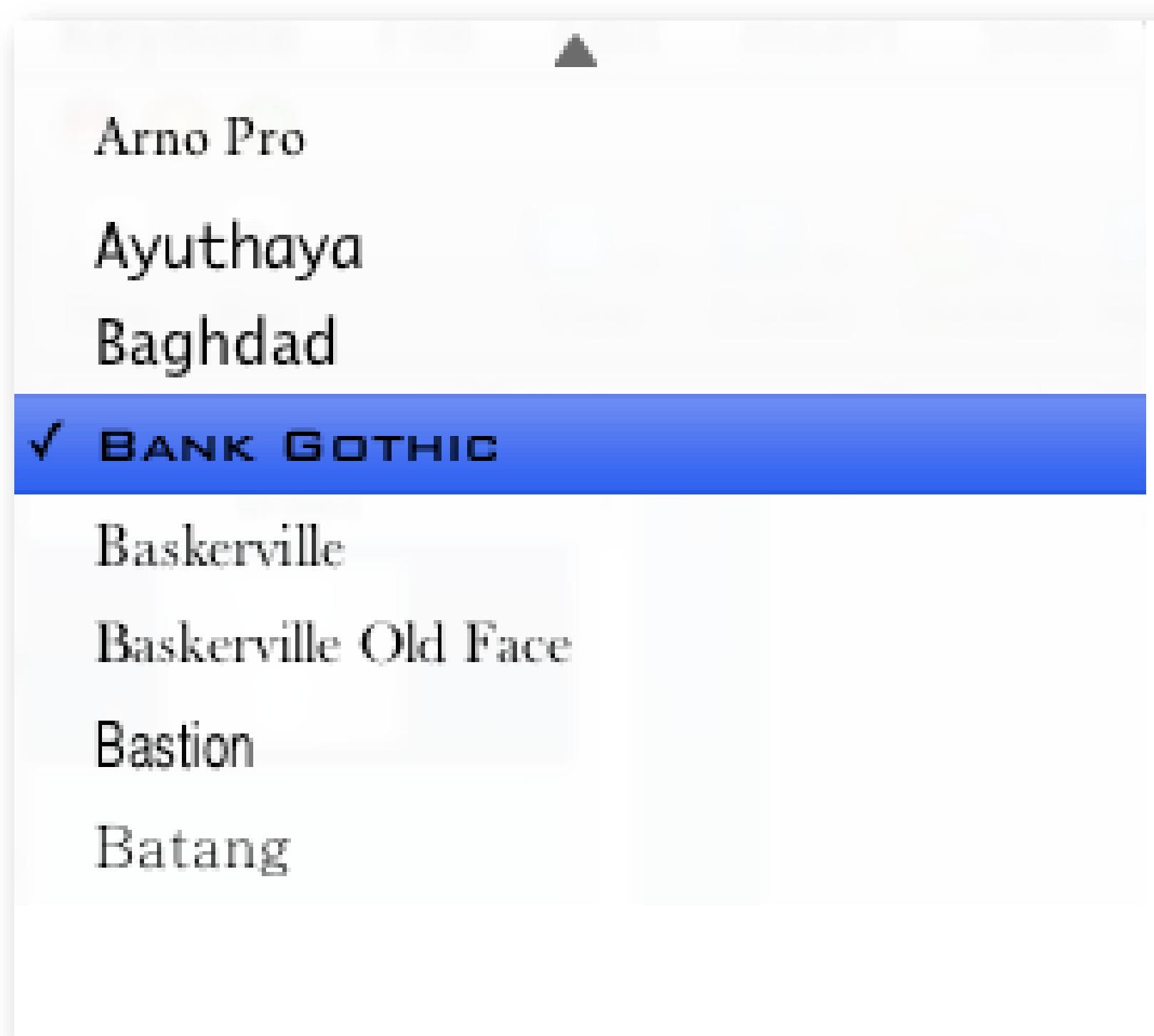
Quora suggesting possible questions based on what I am trying to type.

Usability Heuristic #6

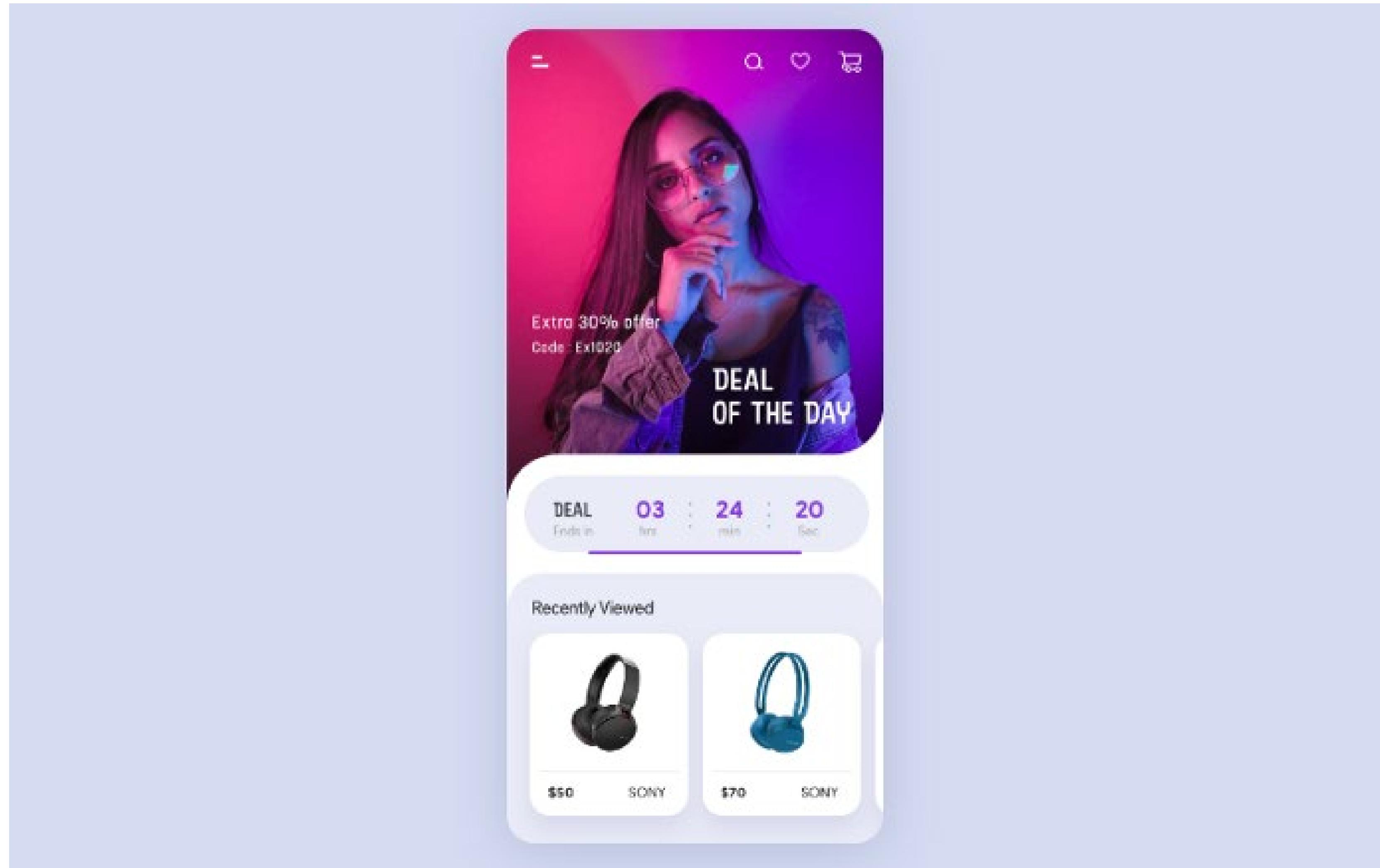
Recognition rather than recall – “Wait, what was that already?”

- **Minimize user's memory load and make objects/actions/options visible**
- **Users shouldn't have to remember info from one page to another**
- **Visible instructions, replace typed input with formatted values**

Usability Heuristic #6 - Example

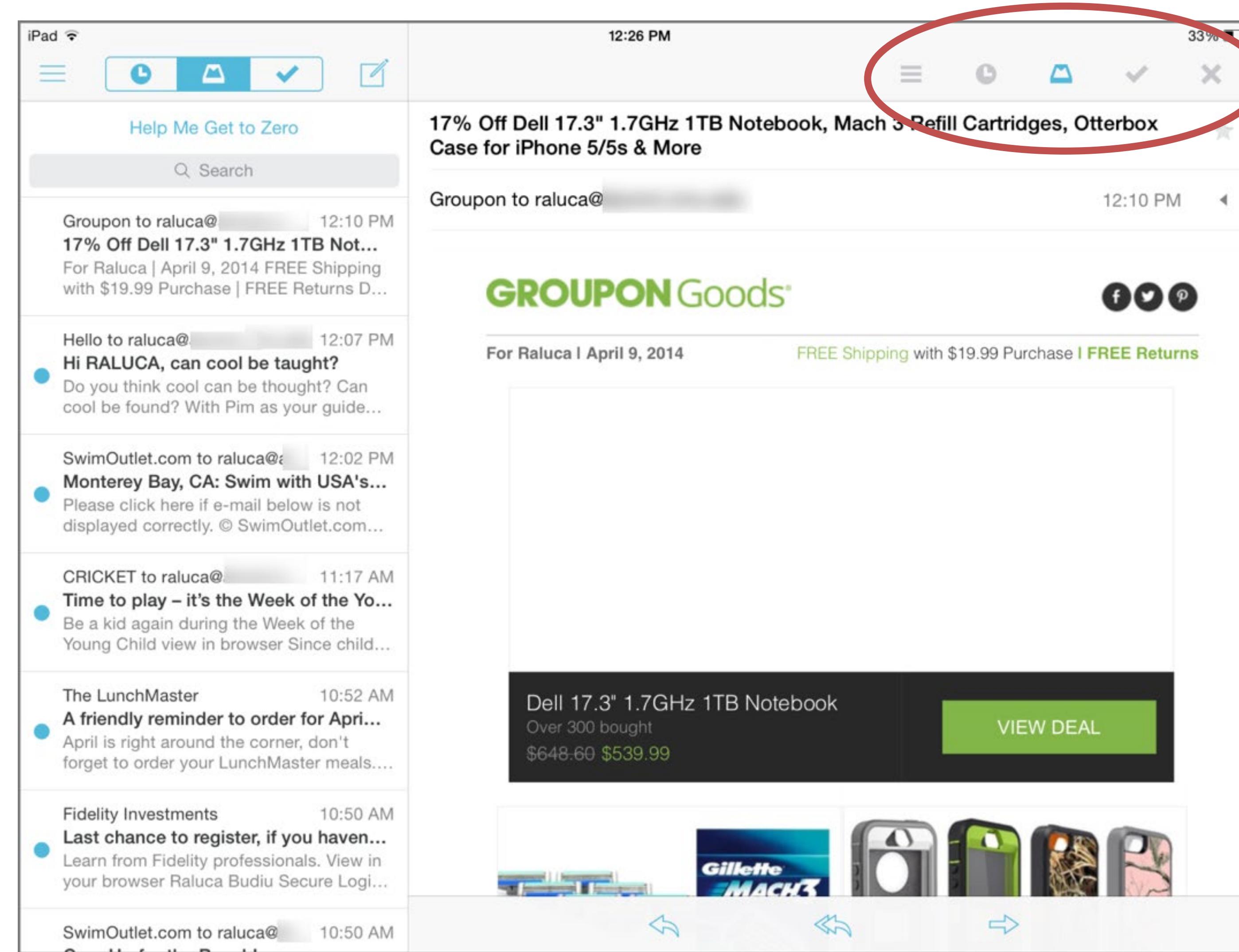


Usability Heuristic #6 - Example



<https://uxdesign.cc/user-experience-is-one-of-the-hottest-topics-in-day-today-designers-life-fb314978e1ff>

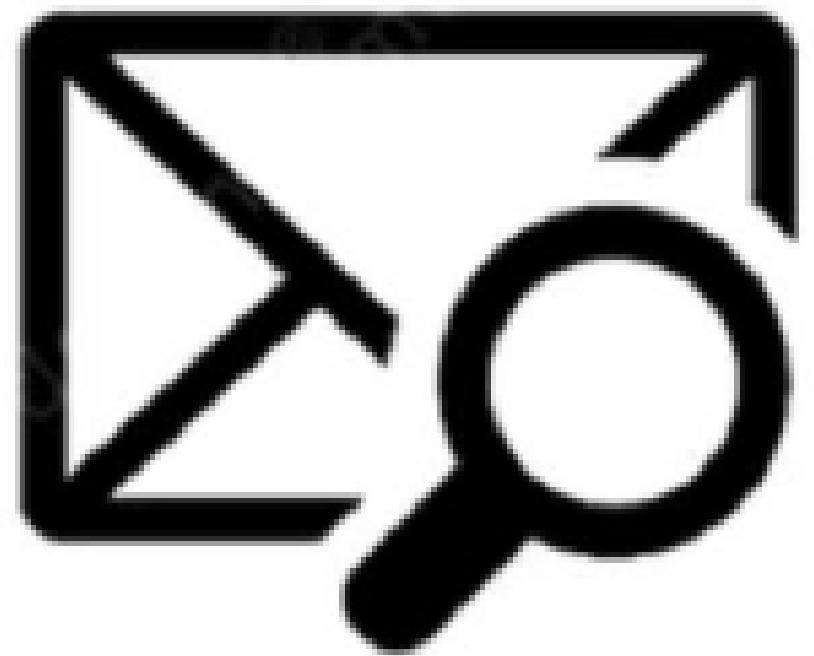
Usability Heuristic #6 - Example



Usability Heuristic #6 - Notes

- **Recognition is easier on the brain than recall**
- Hard to recognize icons
- Gestures has to be memorized
- Search prompts/suggestions
- Word completion

What is wrong with these icons?



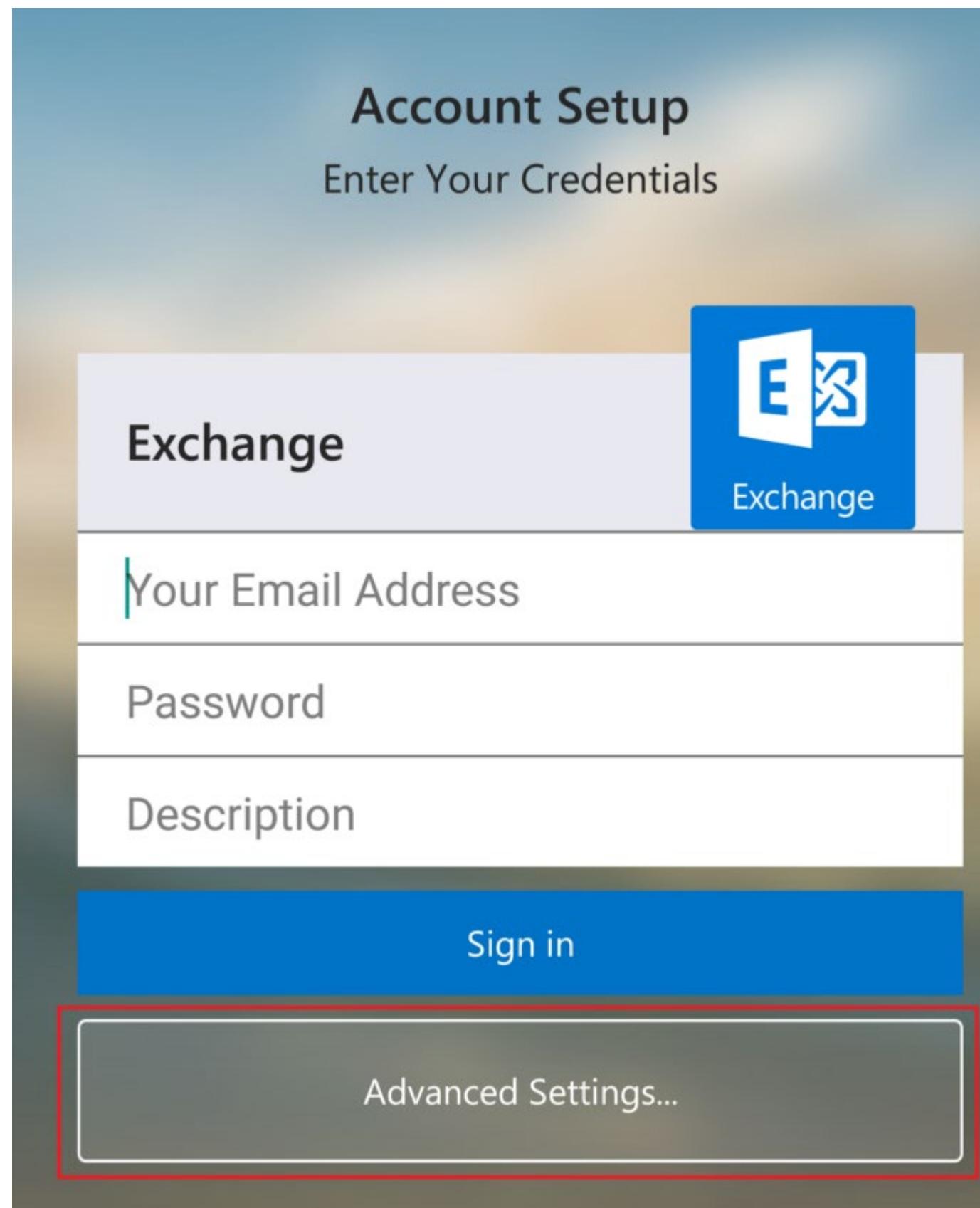
Usability Heuristic #7

Flexibility and Efficiency of Use

“It doesn’t matter if you’re an expert or newbie.”

- **Accelerators for experienced users (unseen to novice users)**
- **Tailoring of frequently used actions, multiple user support**

Usability Heuristic #7 - Example



Common Shortcuts

Add Action	Return
New Window	⌘N
Synchronize with Server	⌃⌘S
Clean Up	⌘K
Planning Mode	⌘1
Context Mode	⌘2
Inbox	⌄ ⌘1
Quick Entry	⌃ ⌄ Space

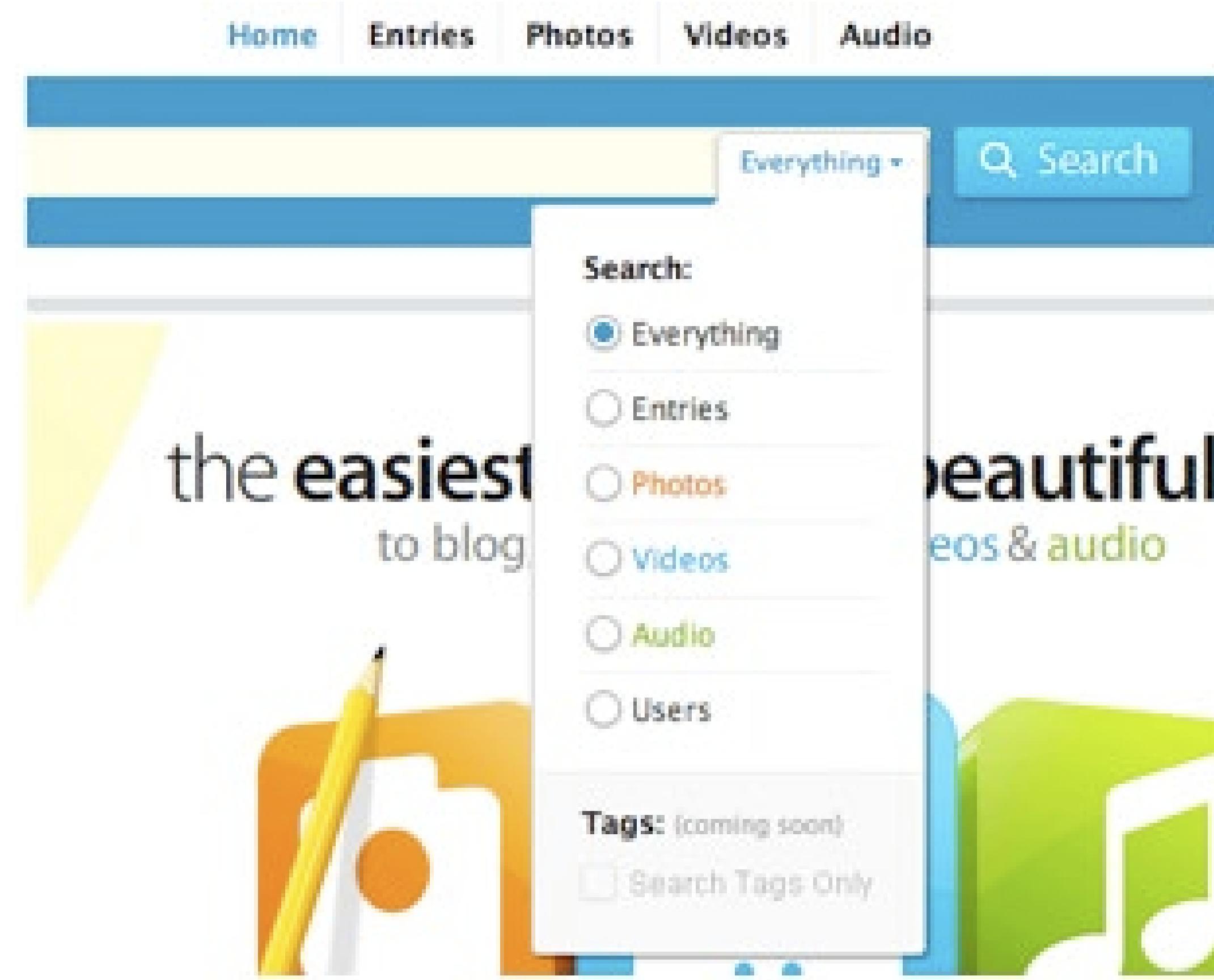
Quick Entry's shortcut can be customized in Preferences

Usability Heuristic #8

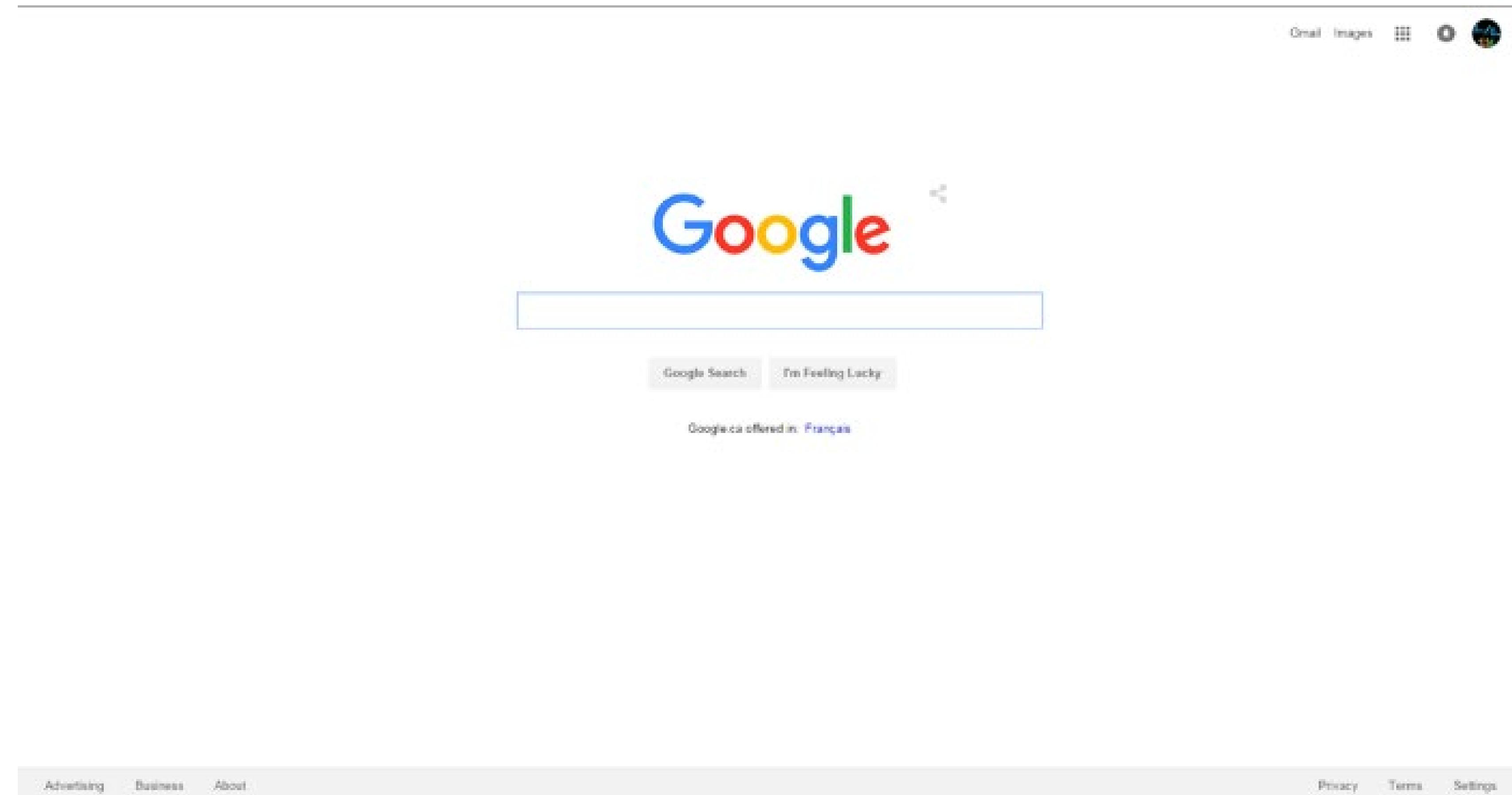
Aesthetic and Minimalist Design – “Wow... and WOAH!”

- **Don't display irrelevant/rarely used info**
- **Extra info detracts from importance**
- **Respect principles of:**
 - **Contrast (bold text in drop-down)**
 - **Repetition (drop-down colour code)**
 - **Alignment (visual edge)**
 - **Proximity (light rule to separate tags; keep together to show focus/relationship)**

Usability Heuristic #8 - Example



Usability Heuristic #8 - Example



Minimalism



Balance

- balance creates:
 - visual order
 - **signal** relationships
- Allow user to move through the right way
- Allow user to sense what's related to what along with what it means
- **Arranging positive elements and negative spaces so no design elements empower the other one.**
- Everything **fit together**.
- Elements do not compete.



['IDOL' Return Tops OJ Special in Ratings...](#)

[Schwarzenegger to Sue Big Oil for 'First Degree Murder'...](#)

[Used private jet for daily commutes to governor's mansion...](#)

[DROUNES READY TO DELIVER...](#)

[Footage of mysterious object above ocean stuns military...](#)

[Saudi general 'may have been tortured to death' during Ritz-Carlton crackdown...](#)

[Duterte goes to war with UN as he threatens to throw rights team to crocodiles...](#)

[Legendary fashion designer Givenchy dead...](#)

[Technical Problems Plague Spielberg's 'READY PLAYER ONE' Premiere...](#)

['Greatest anxiety attack I've ever had'...](#)

[Standing Ovation at SXSW...](#)

[Country star Tim McGraw collapses on stage...](#)

[Expert warns of 'terrifying' potential of digitally-altered video...](#)

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Before

'IDOL' Returns Tops TV Special in Ratings...

Schwarzenegger to Sue Big Oil for 'First Degree Murder'...

Used private jet for daily commutes to governor's mansion...

DRONES READY TO DELIVER...

Footage of mysterious object above ocean stuns military...

Saudi general 'may have been tortured to death' during Ritz-Carlton crackdown...

Duterte goes to war with UN as he threatens to throw rights team to crocodiles...

Legendary fashion designer Givenchy dead...

Technical Problems Plague Spielberg's 'READY PLAYER ONE' Premiere...

'Greatest anxiety attack I've ever had'...

Standing Ovation at SXSW...

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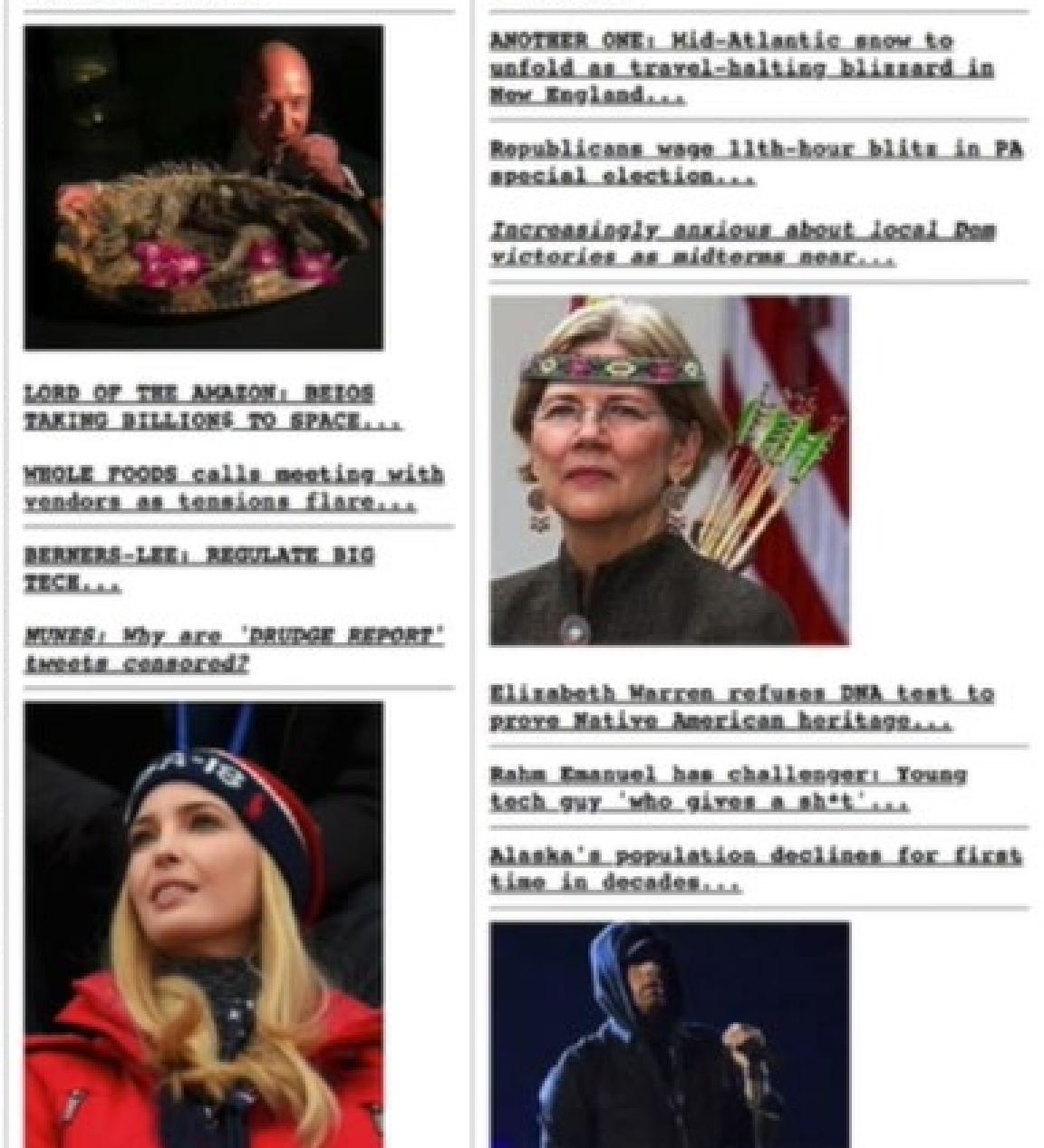
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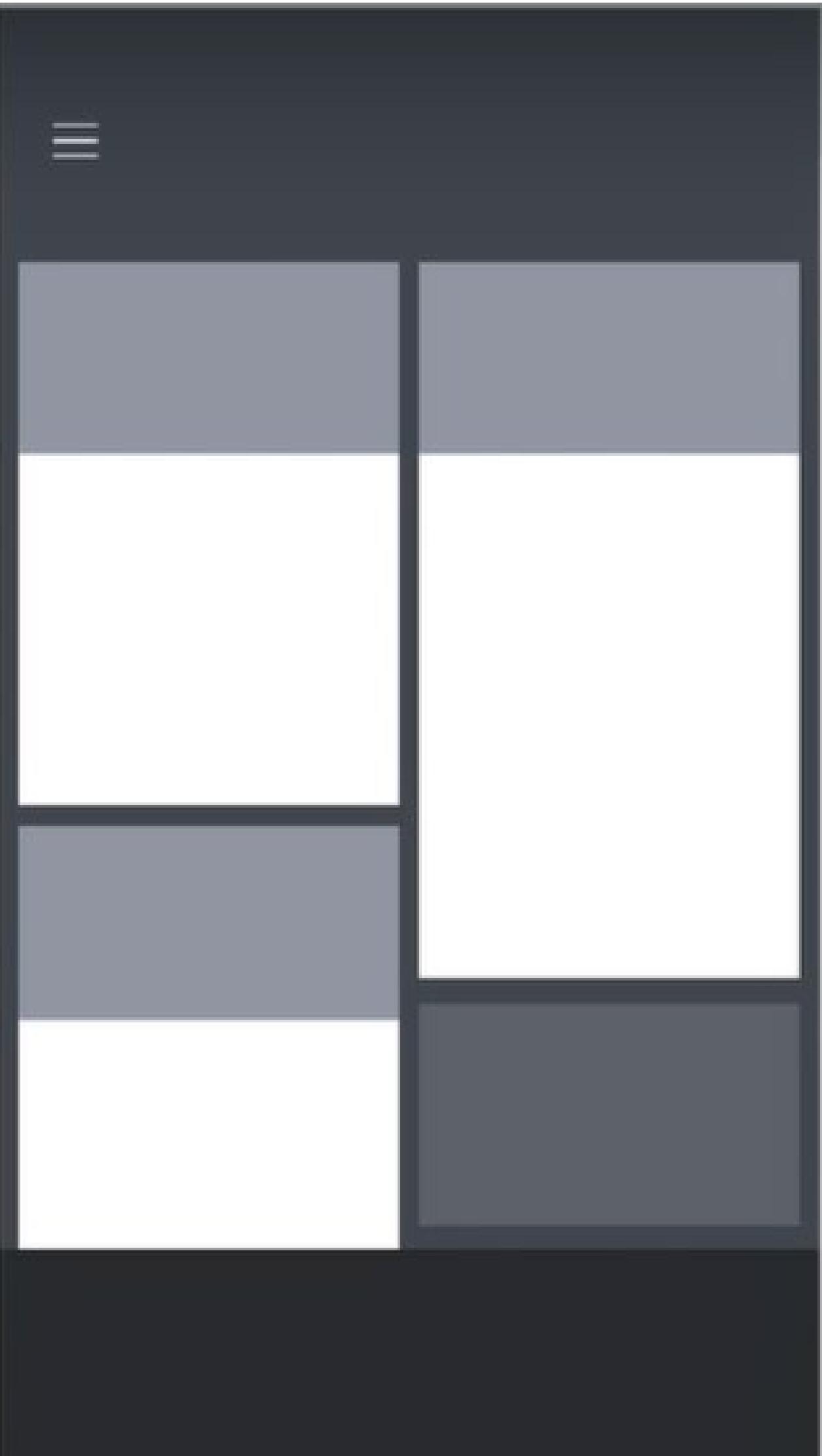
Rhythm

- Repeat, regularity,...
- It speeds comprehension and use
- **What elements are and what they do**



Harmony

- Shaping the parts into the whole
- All elements work with each other and against each other
- **Elements relate and compliment.**
- **Create Directional Flow.**
- **It is a visual echo**
- **Acts like a glue, holds everything together**



Rhythm

Repeated elements

A form layout demonstrating rhythm through the repetition of labels and input fields. The layout consists of three columns of two rows each. The first column contains a 'First Name' label and a long input field. The second column contains a 'Last Name' label and a long input field. The third column contains a 'Job Title' label and a long input field. A large 'Email Address' label spans the width of all three columns below the job title field. At the bottom left is a blue 'SUBMIT' button, and at the bottom right is a note explaining the design principle.

First Name

Last Name

Job Title

Email Address

SUBMIT

rhythm of label/field is repeated
at consistent visual intervals

Harmony

Purposeful flow

A form layout demonstrating harmony through a purposeful flow. The layout consists of three columns of two rows each. The first column contains a 'First Name' label and a long input field. The second column contains a 'Last Name' label and a long input field. The third column contains a 'Job Title' label and a long input field. A large 'Email Address' label spans the width of all three columns below the job title field. A blue 'SUBMIT' button with a white dot is positioned at the bottom left. The entire layout is enclosed in a dashed border.

First Name

Last Name

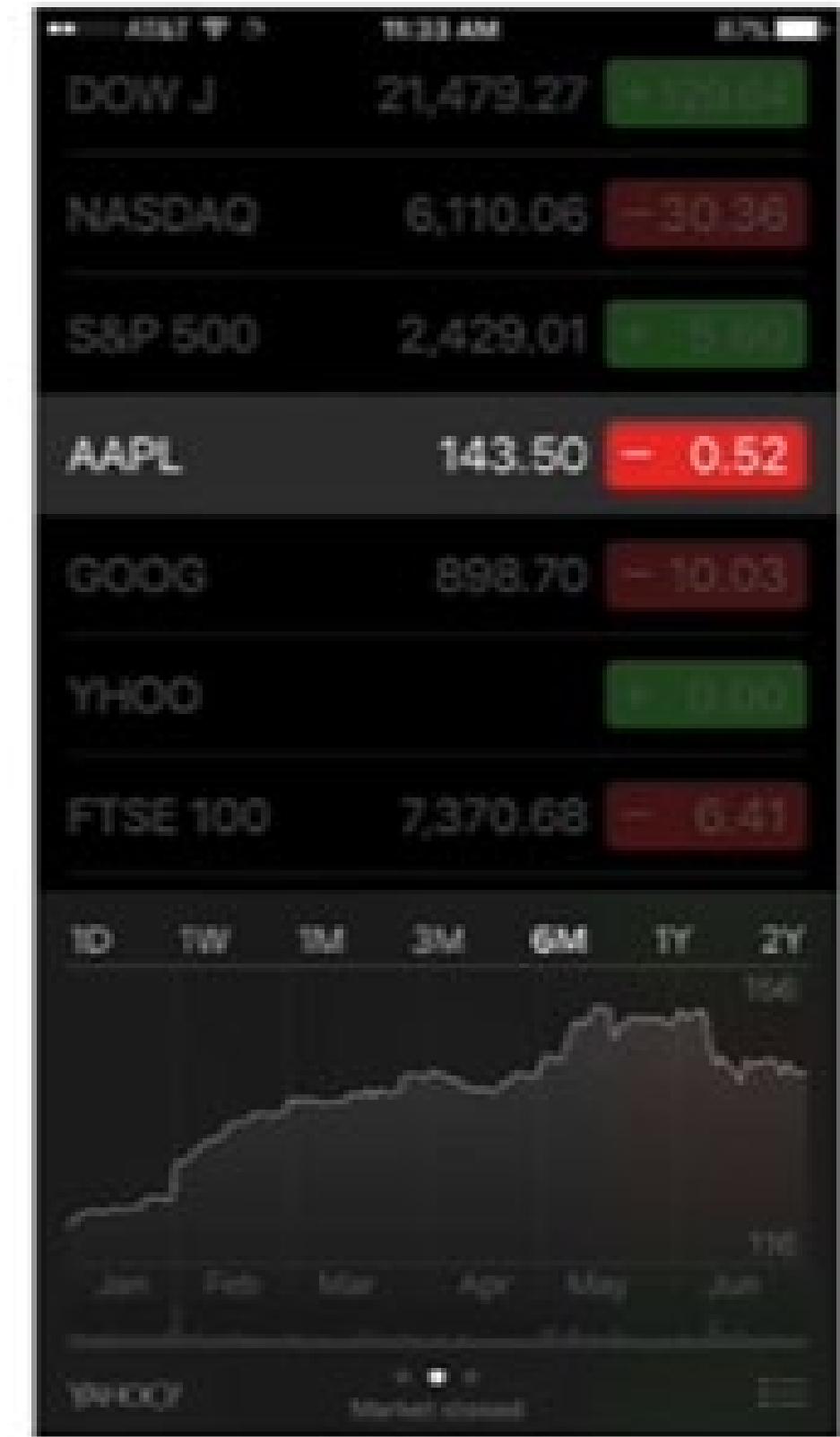
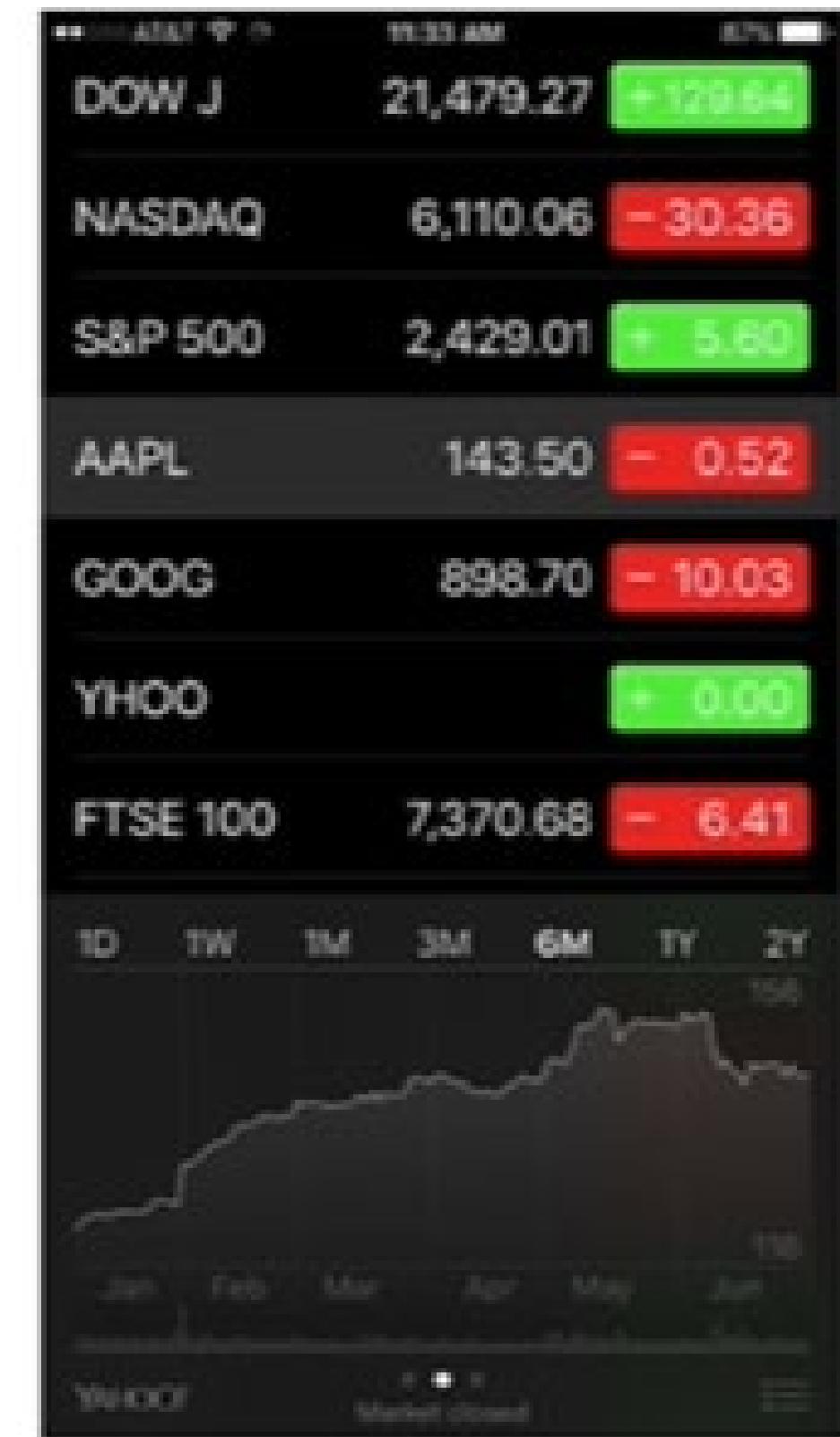
Job Title

Email Address

SUBMIT

Dominance

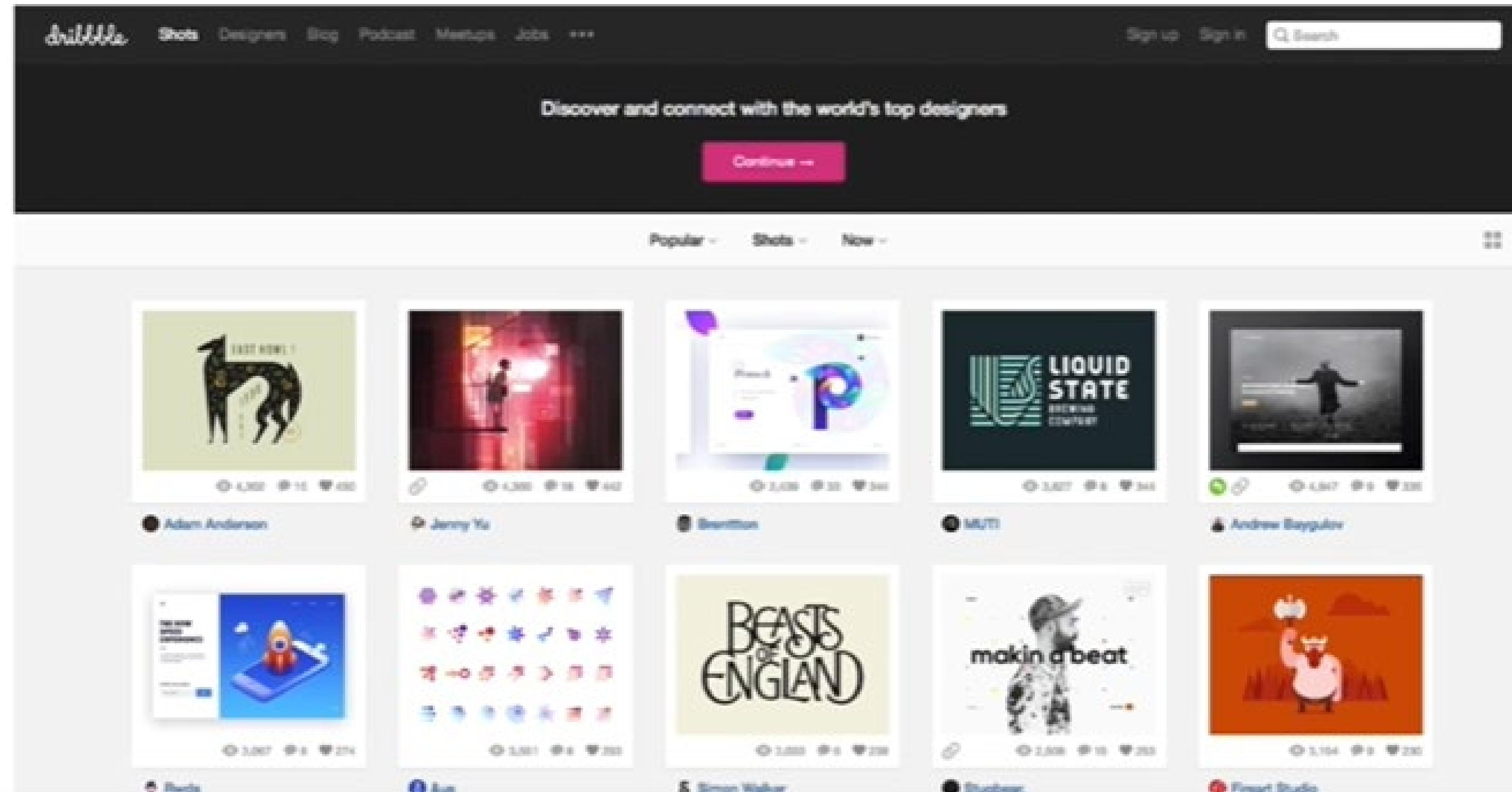
- Directs User Focus
- Dominant Element needs to be point of Focus
- MUST provide starting point (entry point)
Must lead user shows hierarchy SIGNAL user
- Use Dominance to decrease Cognitive Effort
- lack of dominance causes people to abandon things
- Create Dominance with:
 - ✓ SIZE
 - ✓ NEGATIVE SPACE
 - ✓ CONTRAST (WINNER)



Dept.	Q1	Q2	Q3	Q4	Total
Mens	-18%	7%	25%	2%	2%
Mens	47%	-7%	26%	15%	17%
Womens	15%	-5%	1%	7%	19%
Juniors	57%	10%	-3%	7%	13%
Boys	57%	6%	-3%	8%	13%
Girls	-5%	15%	7%	1%	19%

Dept.	Q1	Q2	Q3	Q4	Total
Mens	-18%	7%	25%	2%	2%
Mens	47%	-7%	26%	15%	17%
Womens	15%	-5%	1%	7%	19%
Juniors	57%	10%	-3%	7%	13%
Boys	57%	6%	-3%	8%	13%
Girls	-5%	15%	7%	1%	19%

Which element is dominant?

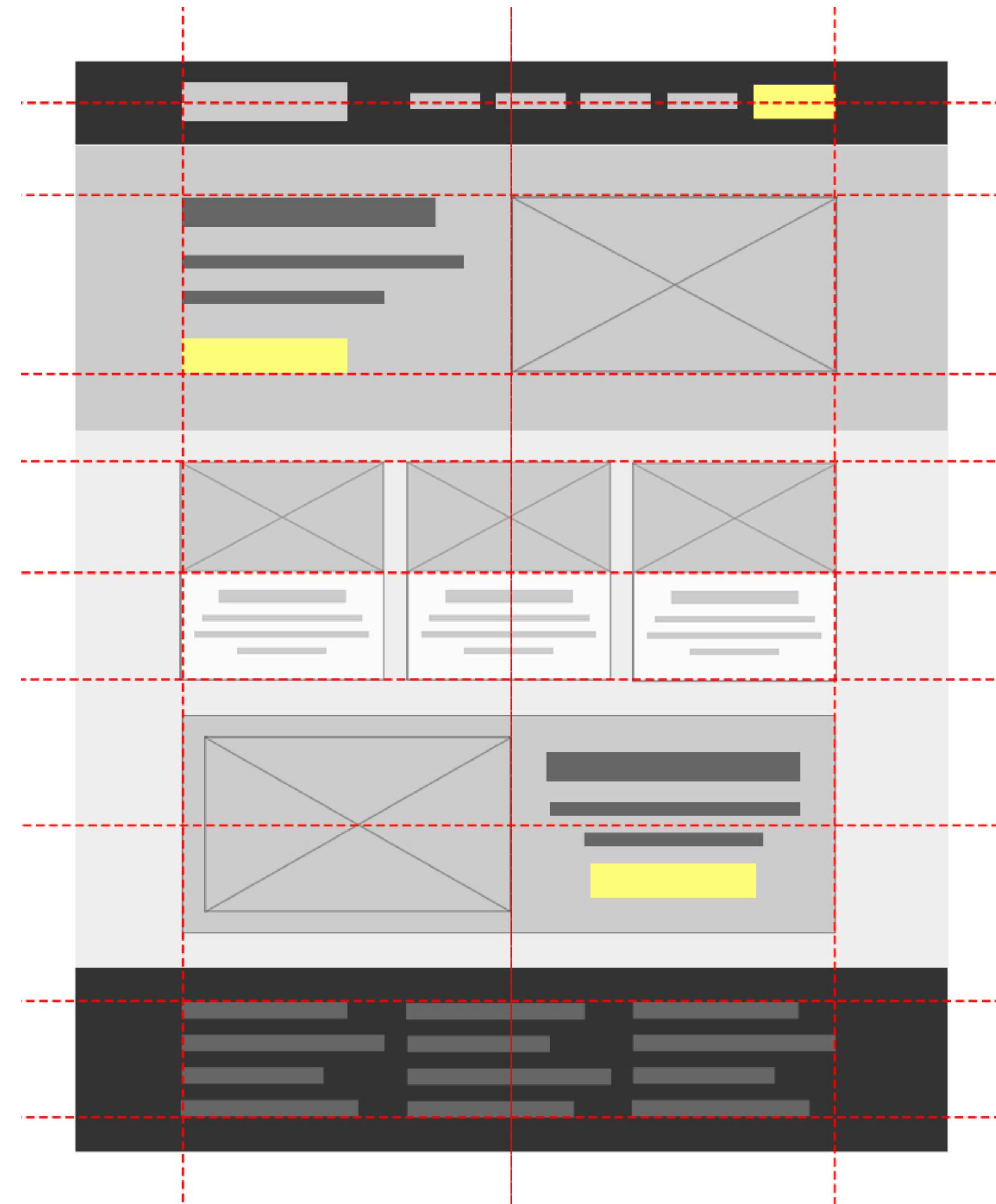


Which element is dominant?



Alignment

- Align everything with everything else
- **Remove borders as much as you can**





Request Information About Viterbo (Freshman Inquiry)

First name:	<input type="text"/>	Last name:	<input type="text"/>	Gender:	<input type="button" value="▼"/>
Address:					
City:	<input type="text"/>	State:	<input type="checkbox"/>	Zip code:	<input type="text"/>
Home phone:	<input type="text"/>	Cell:	<input type="text"/>	Email:	<input type="text"/>
High school:	<input type="text"/>	Grad. year:	<input type="text"/>	HS GPA:	<input type="text"/>
ACT/SAT:	<input type="text"/>				
Academic interests:	<input type="text"/>	Extracurricular interests:	<input type="text"/>		
Remarks:					

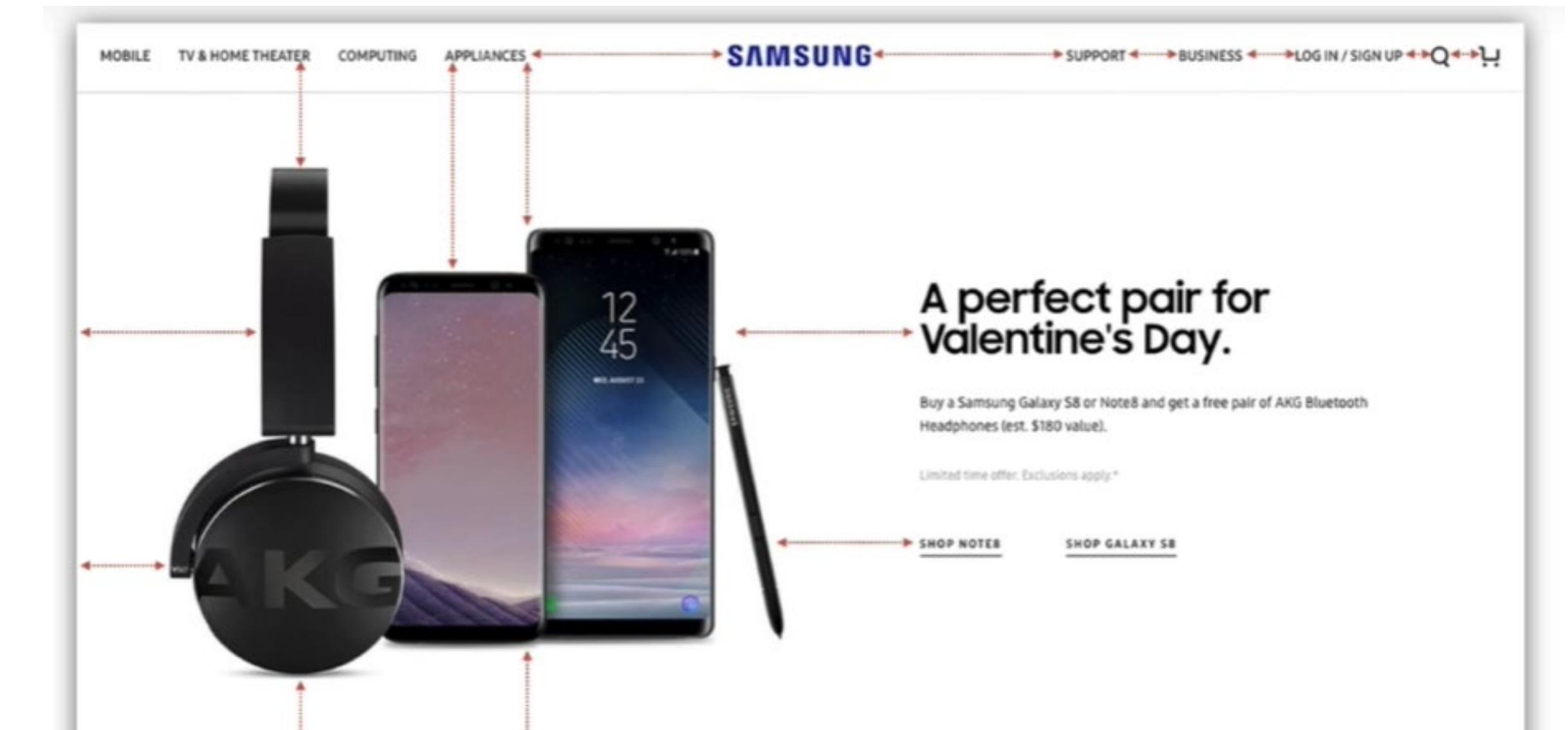


Request Information About Viterbo (Freshman Inquiry)

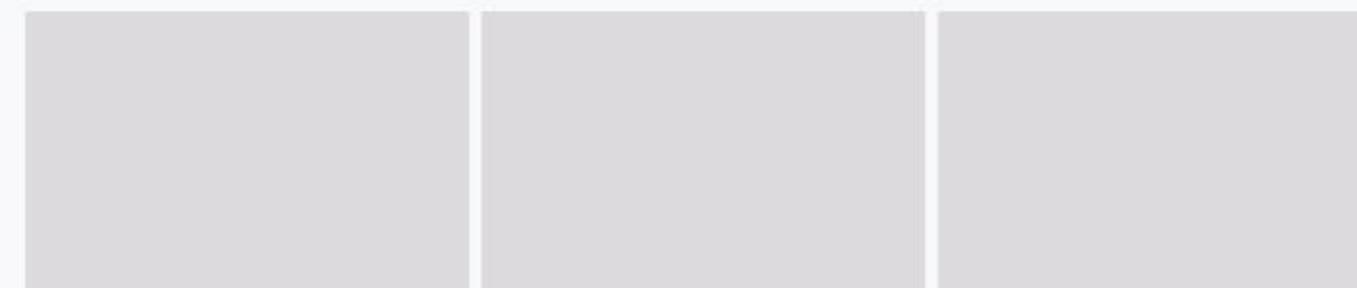
First name:	<input type="text"/>	Last name:	<input type="text"/>	Gender:	<input type="button" value="▼"/>
Address:					
City:	<input type="text"/>	State:	<input type="checkbox"/>	Zip:	<input type="text"/>
Home phone:	<input type="text"/>	Cell:	<input type="text"/>	Email:	<input type="text"/>
High school:	<input type="text"/>	Grad. year:	<input type="text"/>	HS GPA:	<input type="text"/>
ACT/SAT:	<input type="text"/>				
Academic interests:	<input type="text"/>	Extracurricular interests:	<input type="text"/>		
Remarks:					

Proximity

- Group and organize related content with proximity
- More space between unrelated things
- Less space between related things
- use for Visual Communication with user
- **Easier Browsing**



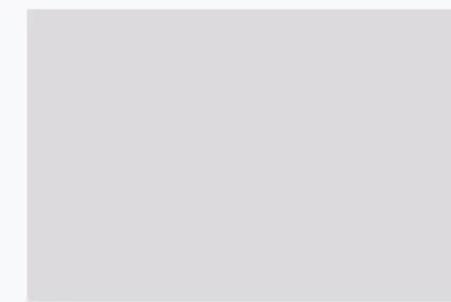
Proximity



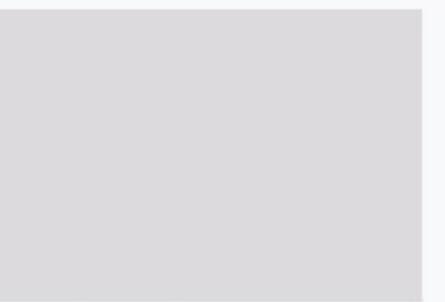
Product Name
Short description and features
Buy now **Add to basket** **Buy now** **Add to basket** **Buy now** **Add to basket**



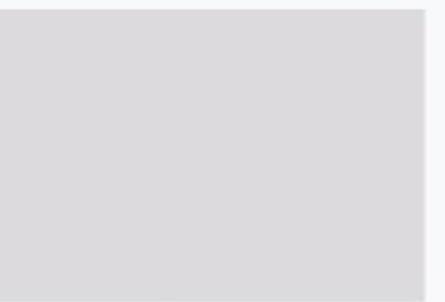
Product Name
Short description and features
Buy now **Add to basket** **Buy now** **Add to basket** **Buy now** **Add to basket**



Product Name
Short description and features
Buy now **Add to basket**



Product Name
Short description and features
Buy now **Add to basket**



Product Name
Short description and features
Buy now **Add to basket**



Usability Heuristic #9

Help users recognize, diagnose, and recover from errors
– “My bad!”

Error messages should:

- Be expressed in plain language (not an error code)
- Precisely indicate problem
- Constructively suggest solution

Usability Heuristic #9 - Example

Or start a new account

Choose a username (no spaces)

⚠️ bert is already taken. Please choose a different username.

Choose a password

⚠️ Passwords must be at least 6 characters and can only contain letters and numbers.

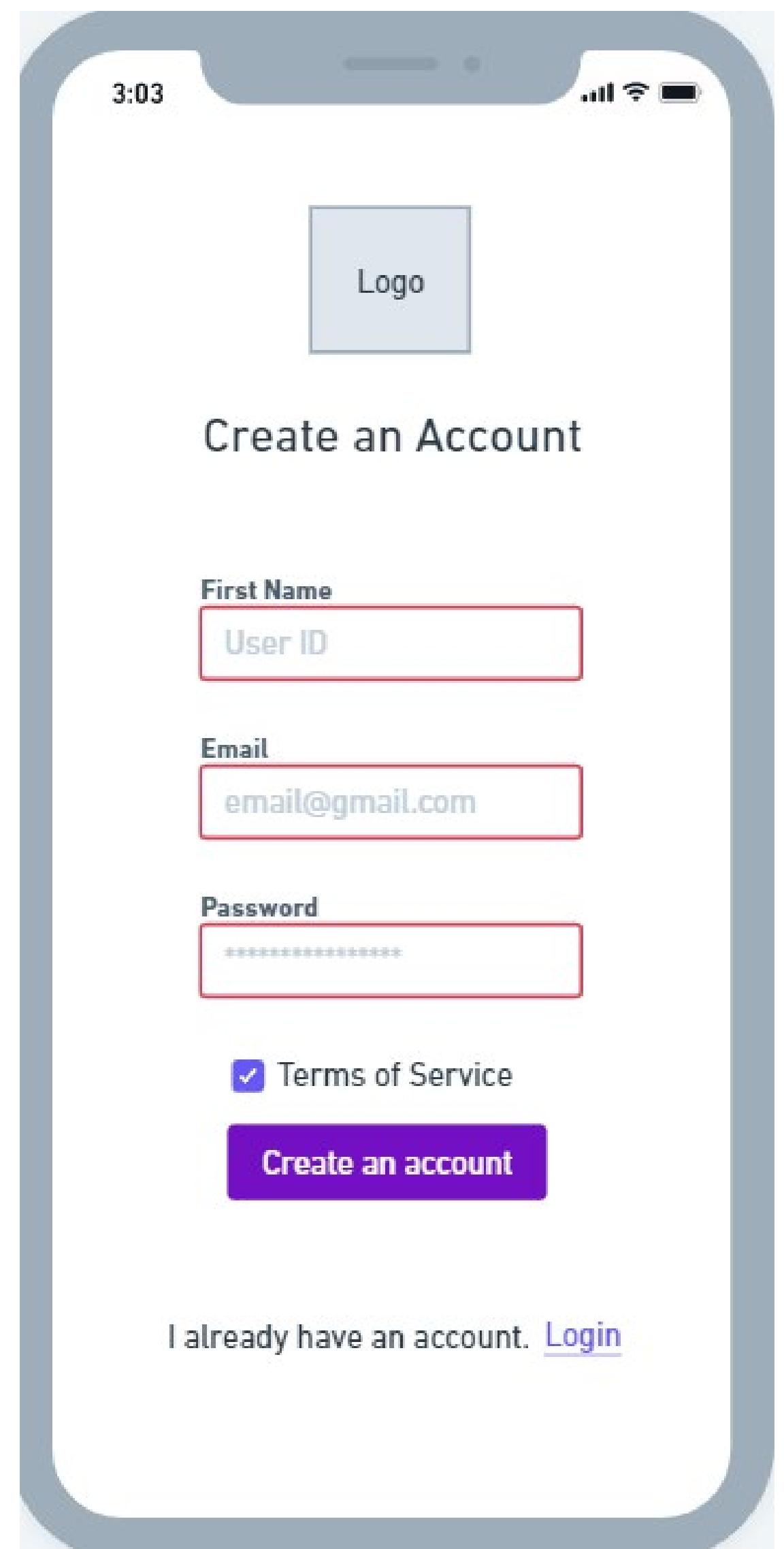
Retype password

Email address (must be valid)

⚠️ The email provided does not appear to be valid.

Send me occasional Digg updates.

What is wrong with this design?

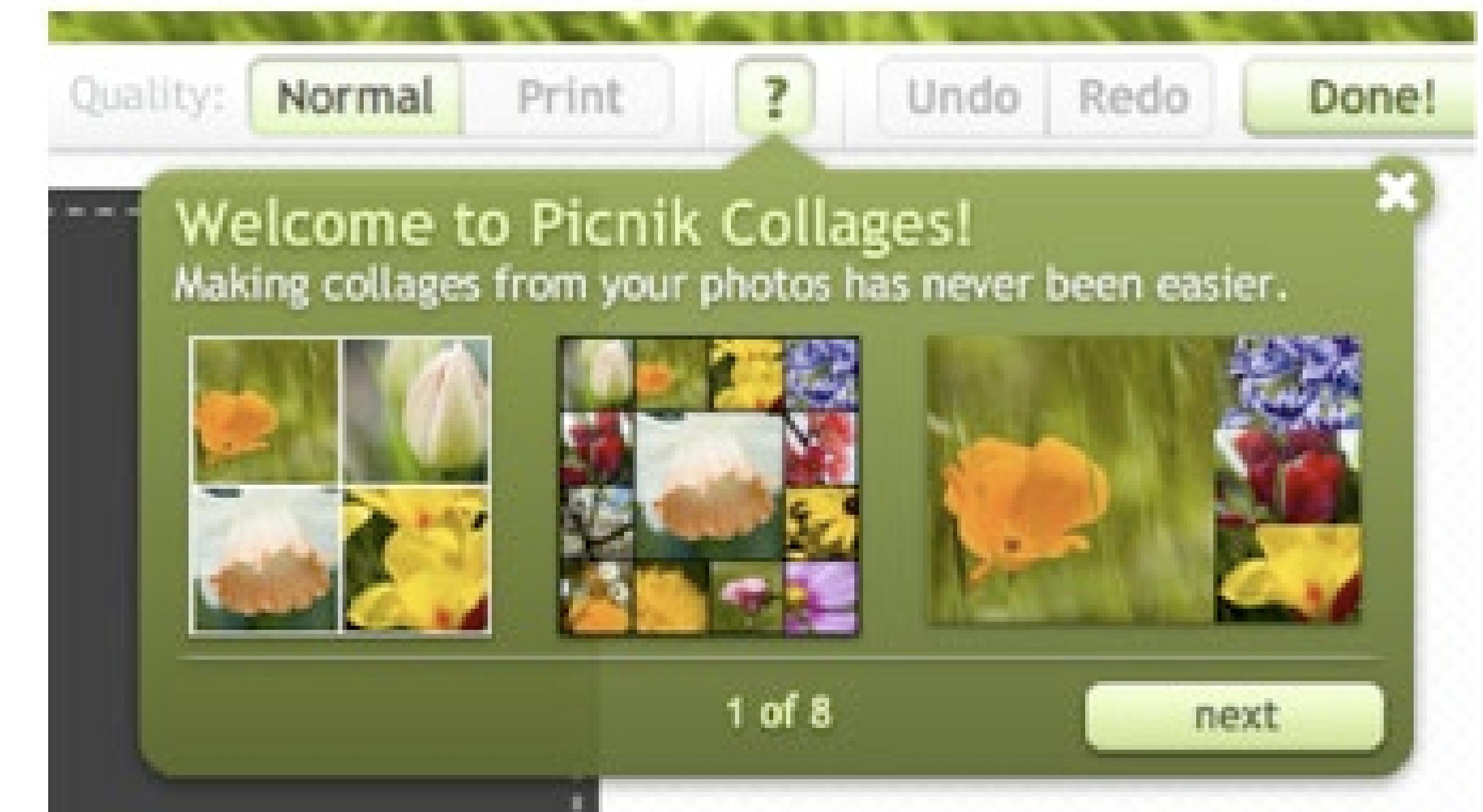
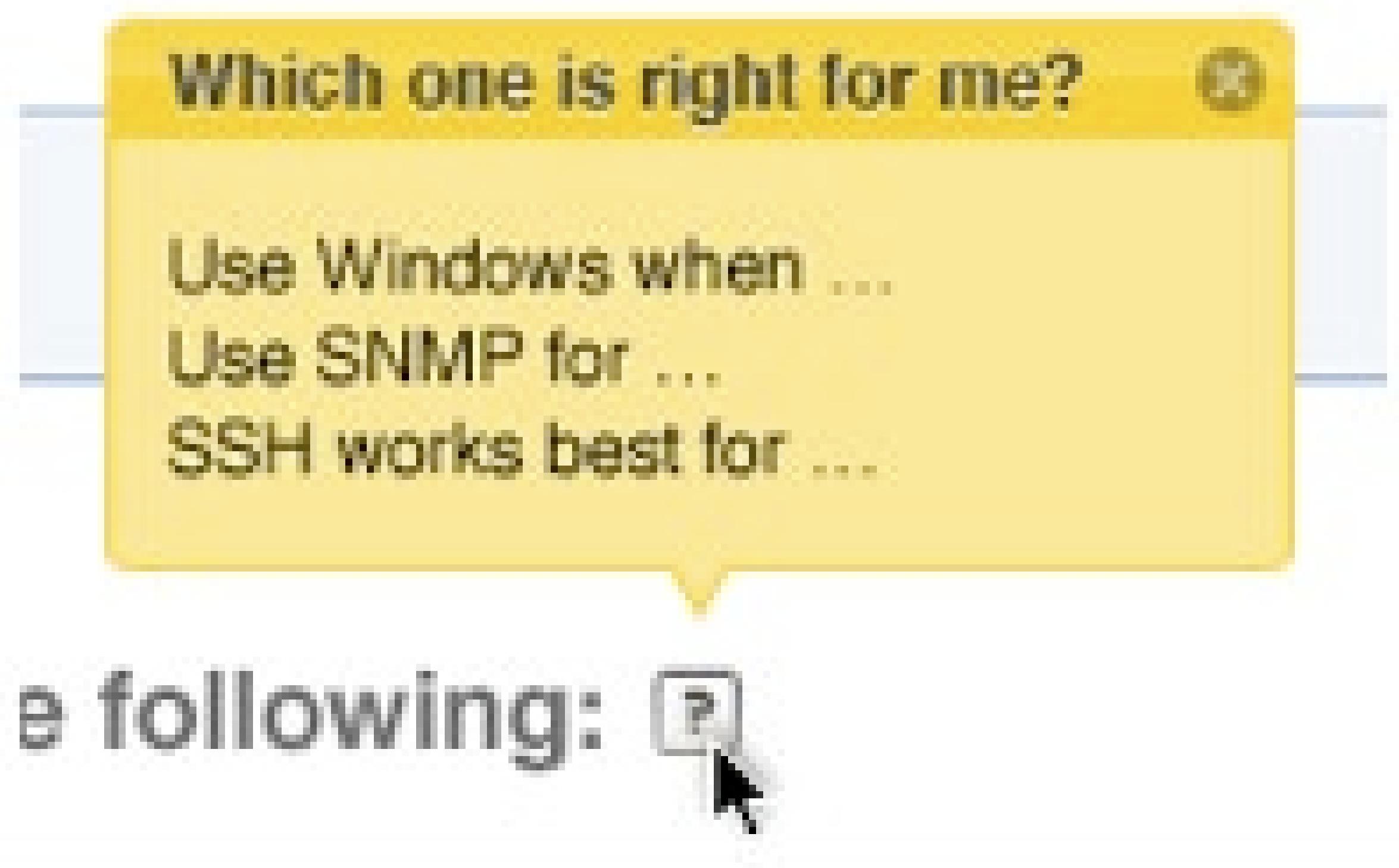


Usability Heuristic #10

Help and documentation – “Now I get it!”

- Ensure that the help documentation is easy to [search](#).
- Whenever possible, present the documentation in context right at the moment that the user requires it.
- List concrete steps to be carried out.

Usability Heuristic #10 - Example



Usability Heuristics

Advantages and disadvantages

- **Advantages:**

- Relatively fast and easy
- Gives a quick overview of the website usability
- Highlights the main issues
- Efficient in terms of the value it provides and the resources it requires.
- More affordable than some other UX research

- **Disadvantages:**

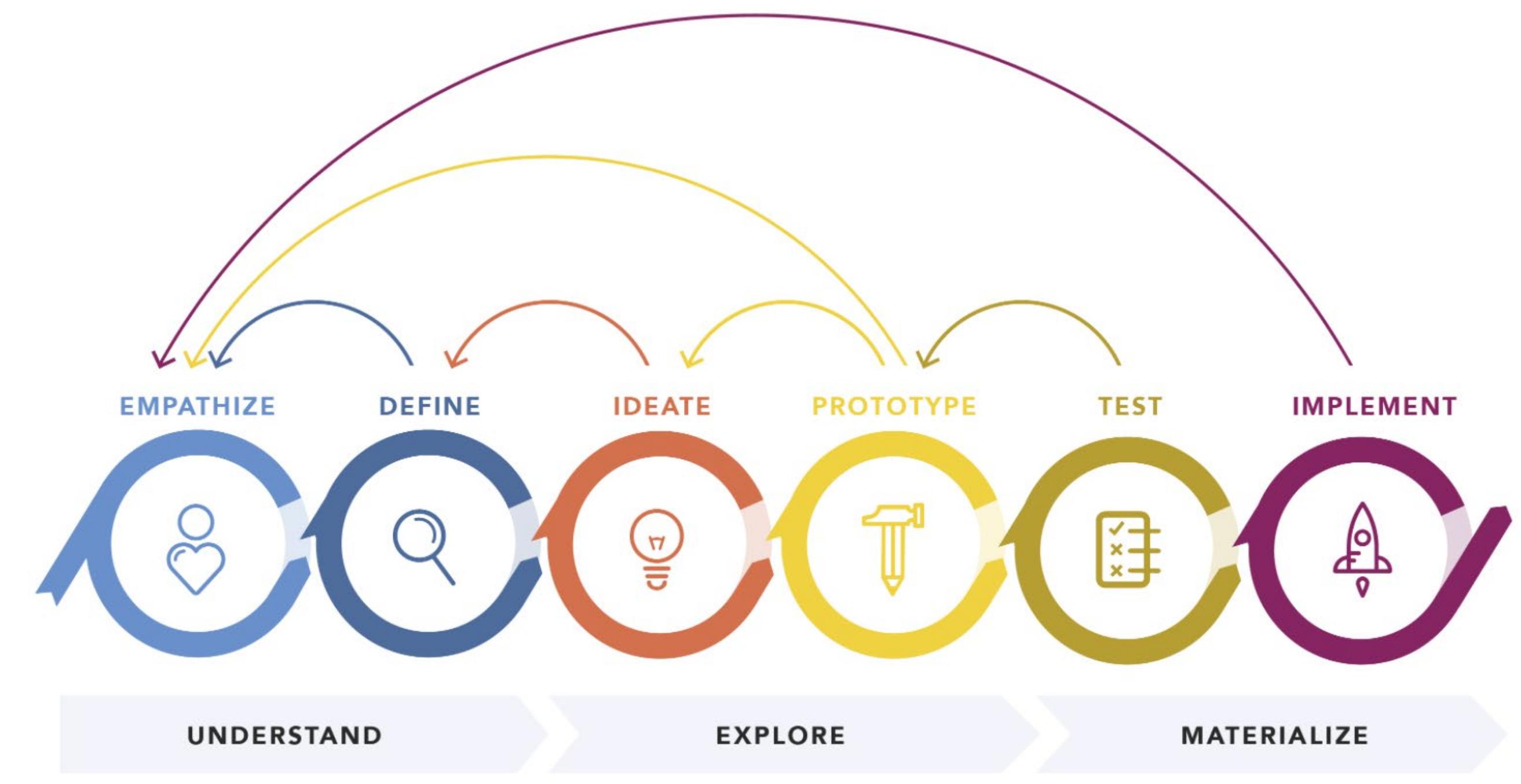
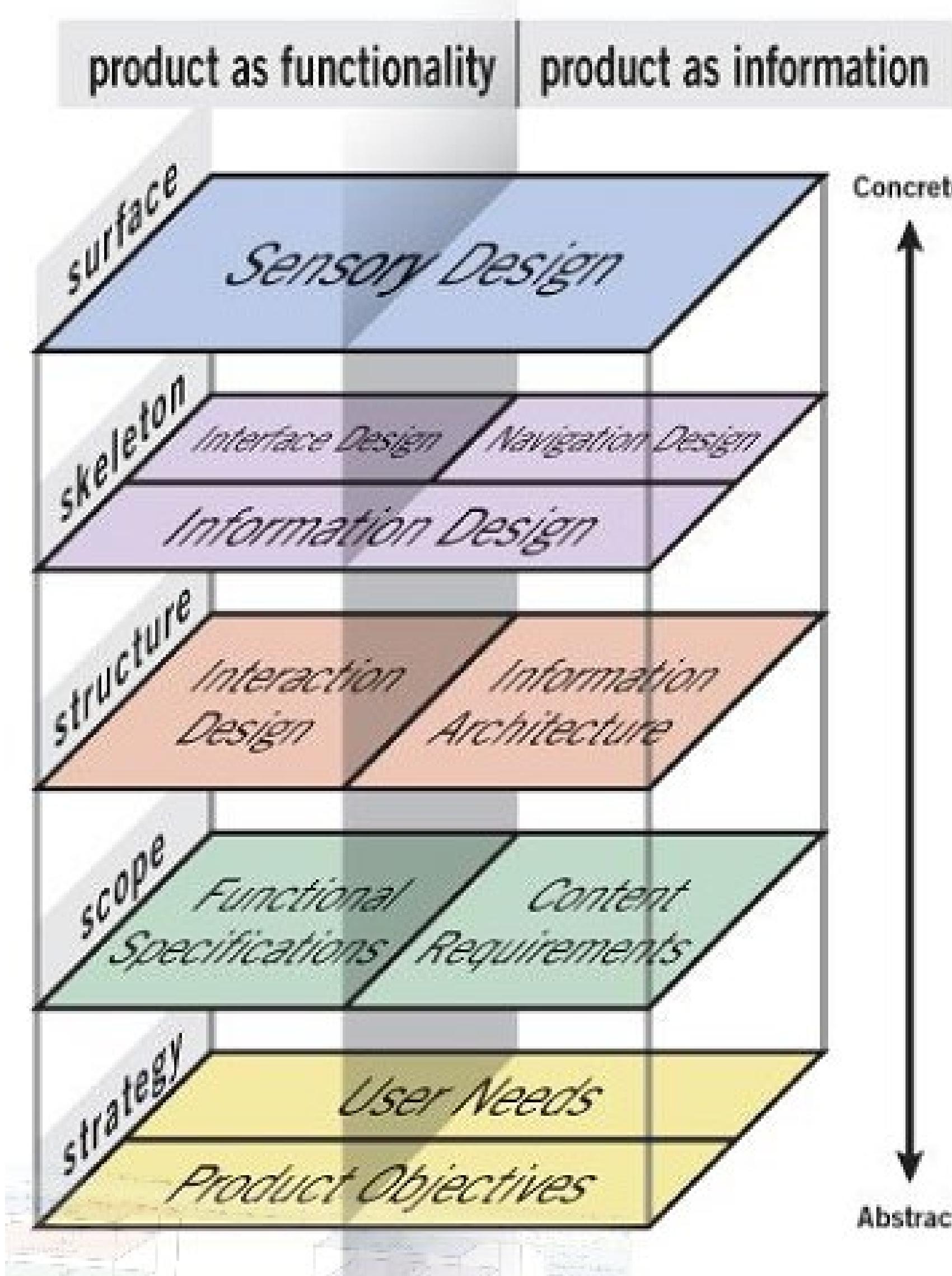
- Lacks “proof” and may sometimes feel rather subjective.
- It is quite difficult to find and hire an experienced UX specialist with enough skills and expertise to conduct the evaluation.

Heuristics Evaluation

A step-by-step process

1. Define scope – what are you inspecting? Whole site/app? A given action?
2. Know your users – adopt same point of view as your users (i.e., personas)
3. Decide on the Usability Heuristic set – e.g., Jakob Nielsen's
4. Evaluate experience/Identify issues – perform predefined tasks (e.g., login)
5. Analyze/present results – create list of issues/problems
 - Use severity ratings (based on the frequency, impact and persistence of the issue)

Iteration through frequent Testing to go back and forth



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Usability vs Utility

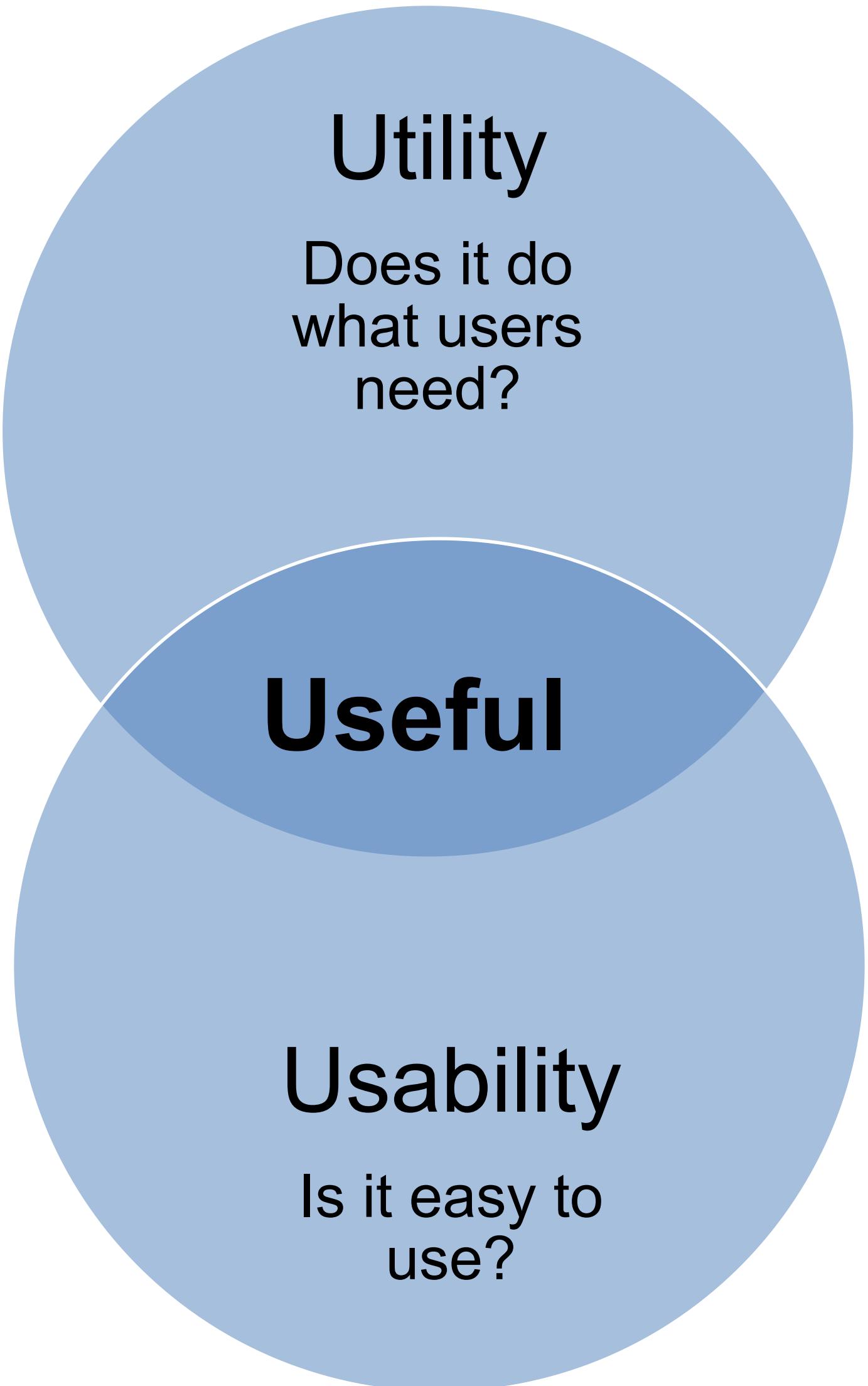
Equally important

Utility = whether it provides the features users need.

Usability = how easy & pleasant these features are to use.

Useful = usability + utility.

Test, test, test!



Resources

- <https://www.nngroup.com/articles/ten-usability-heuristics/>
- The Design of Everyday Things (Don Norman)
- Don't Make me Think (Steven Klug)