



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering

Chapter 2

Principles of Good Screen Design

2.1 Human Considerations in Screen Design

Introduction

What a good screen design contains?

- Reflects the capabilities, needs, and tasks of its users
- Is developed within the physical constraints imposed by the hardware on which it is displayed
- Effectively utilizes the capabilities of its controlling software.
- Achieves the business objectives of the system for which it is designed

Human Considerations in Screen Design

Use of a screen, and a system, is affected by many factors.

- how much information is presented on a screen
- how a screen is organized
- the language used on the screen
- the distinctiveness of the screen's components.
- screen's consistency.



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



What Distracts Screen User?

- Unclear captions
- Improper type and graphic emphasis
- Misleading headings
- Irrelevant and unnecessary headings
- Inefficient results
- Clustered and cramped layout
- Poor quality of presentation in terms of Legibility, Appearance arrangement

What Distracts Screen User?

- Howlett (1995) based upon her experiences at Microsoft suggests the most common problems in visual interface design are:

\

- Visual inconsistency
- Lack of design features
- Over use of 3D presentations
- Overuse of too many bright colors
- Bad typography(style and appearance)



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Web screens distractions

- Numerous audio and visual interruptions
- Extensive visual clutter
- Poor information readability
- In comprehensible screen components
- Confusing and inefficient navigation
- Inefficient operations
- Excessive or inefficient page scrolling
- Information overload
- Design in consistency
- Outdated information



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



What screen users want

- An orderly clean clutter free appearance
- An obvious indication of what is being shown and what should be done with it.
- Expected information located where it should be.
- A clear indication of what relates to what.
- Plain and simple English
- A clear indication of when an action can make a permanent change in data

What screen users do

- Identifies a task to be performed or need to be fulfilled.
- Decides how the task will be completed or need fulfilled.
- Manipulates the computers controls.
- Gathers necessary data.
- Forms judgments resulting in decisions relevant to task



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Interface Design Goals

- Reduce visual work.
- Reduce intellectual work.
- Reduce memory work.
- Reduce motor work.
- Minimize or eliminate any burdens or instructions imposed by technology.



SOMAIYA
VIDYAVIHAR UNIVERSITY

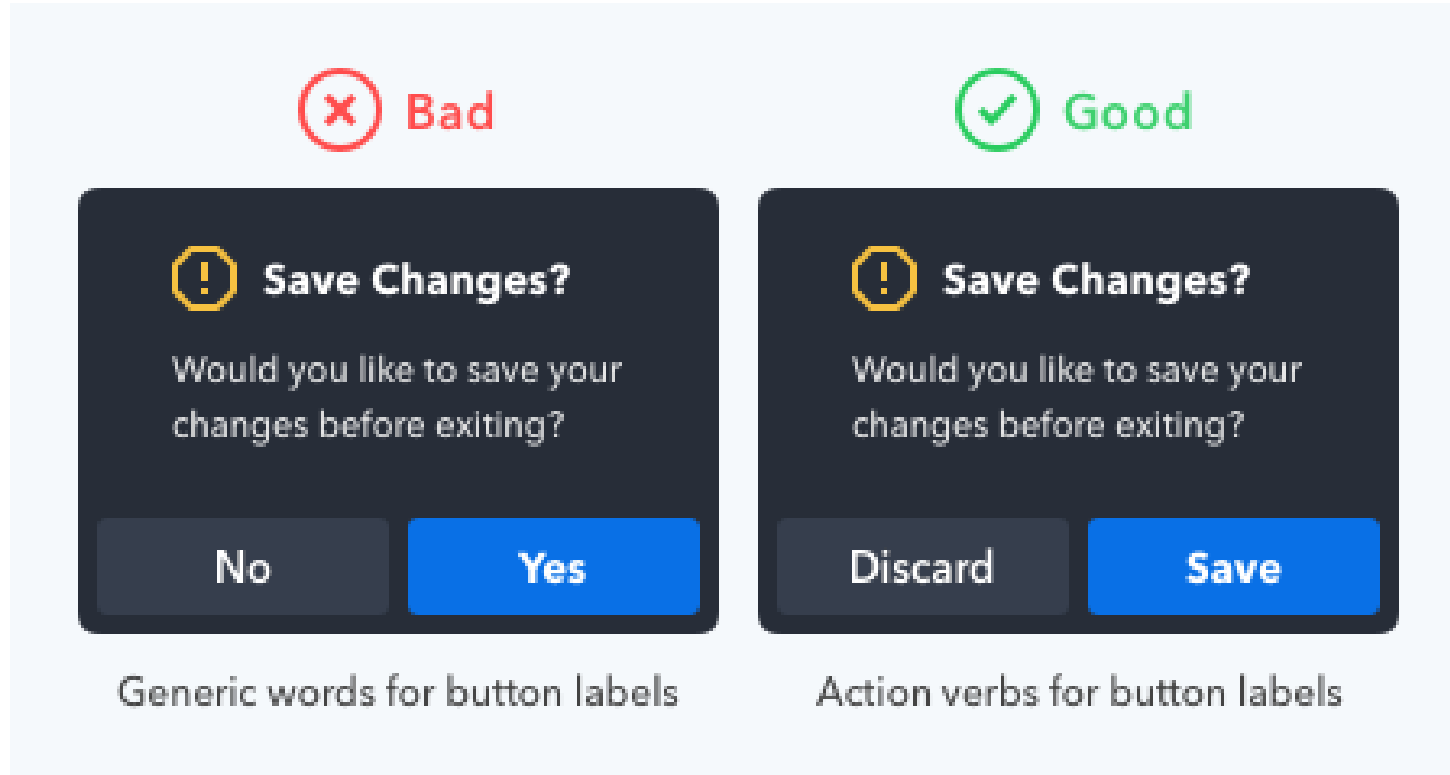
K J Somaiya College of Engineering



Organizing Screen Elements Clearly and Meaningfully

- Consistency
 - Provide real world consistency
 - Provide internal consistency
 - operational and navigational procedures
 - visual identity or theme
 - Component
 - Organization
 - Presentation
 - Usage
 - Locations
 - Follow the same conventions
 - Deviate only when there is clear benefit to user

Examples



<https://uxmovement.com/buttons/5-rules-for-choosing-the-right-words-on-button-labels/>

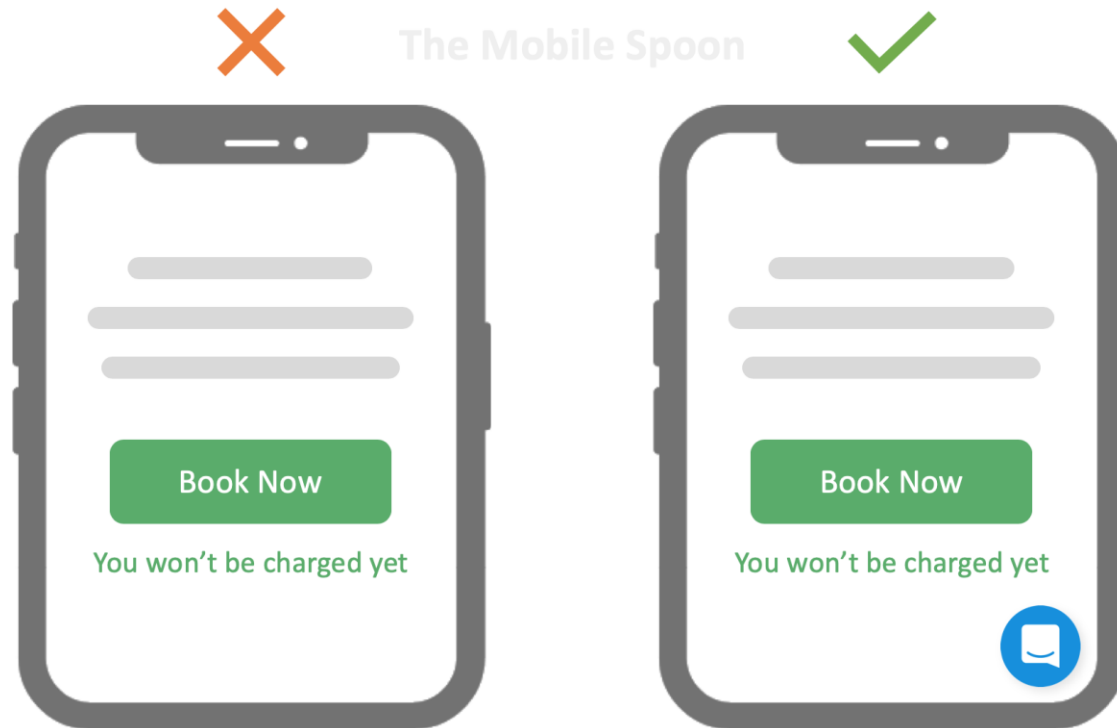


SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Examples



<https://www.mobilespoon.net/2019/09/10-lessons-learned-payment-through-our.html>

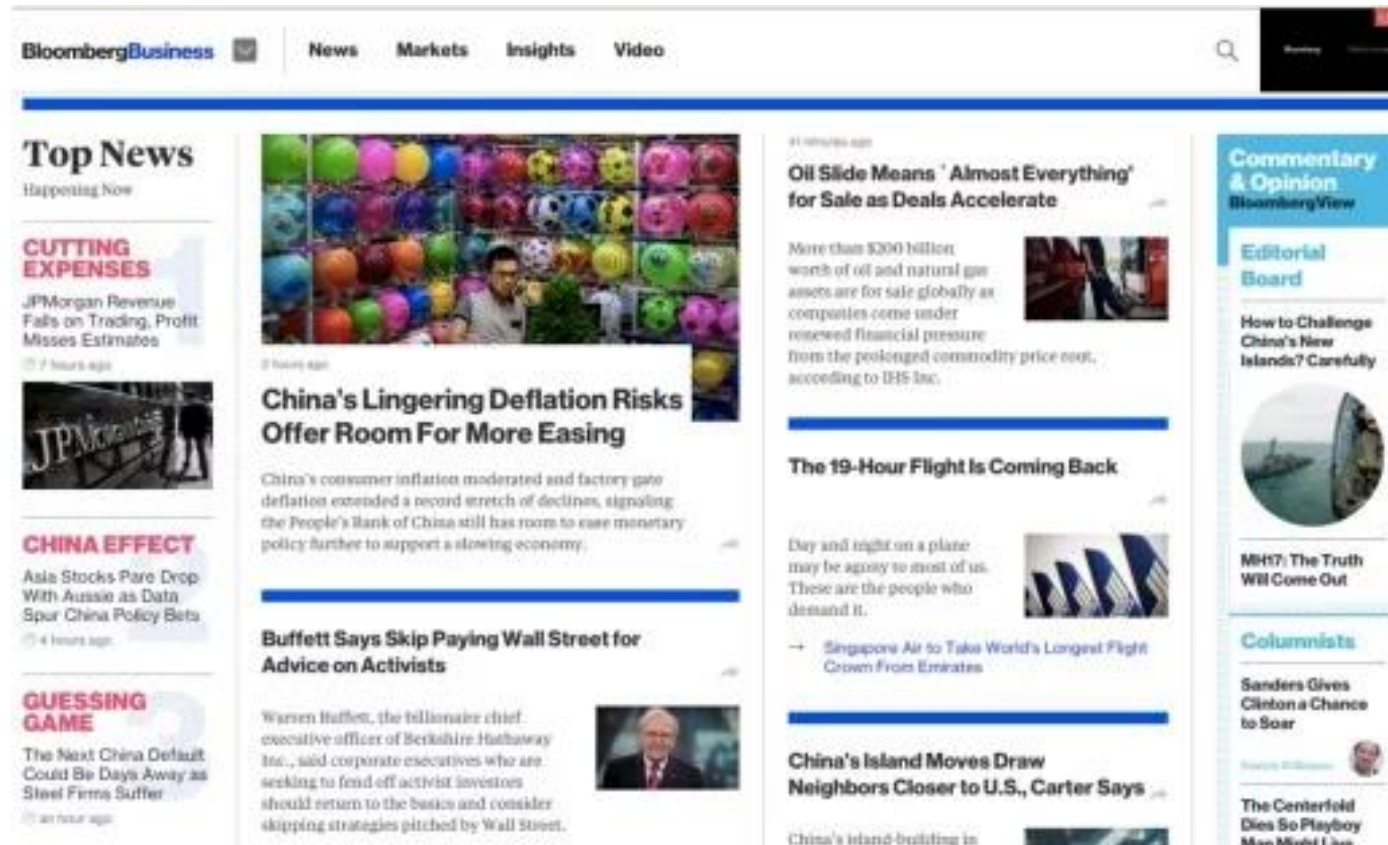


SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Whether GOOD UI?



<https://thenextweb.com/dd/2015/10/26/6-habits-of-inefficient-designers/>

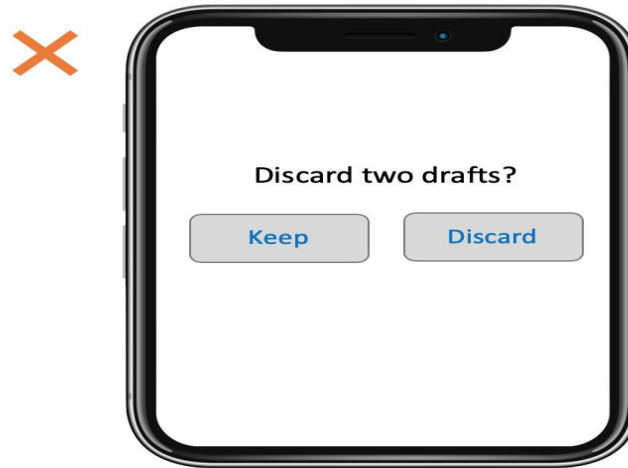


SOMAIYA
VIDYAVIHAR UNIVERSITY

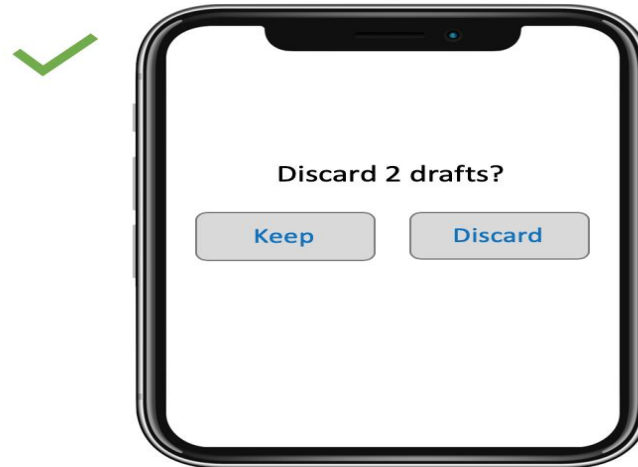
K J Somaiya College of Engineering



Choice of Content Representation



The Mobile Spoon

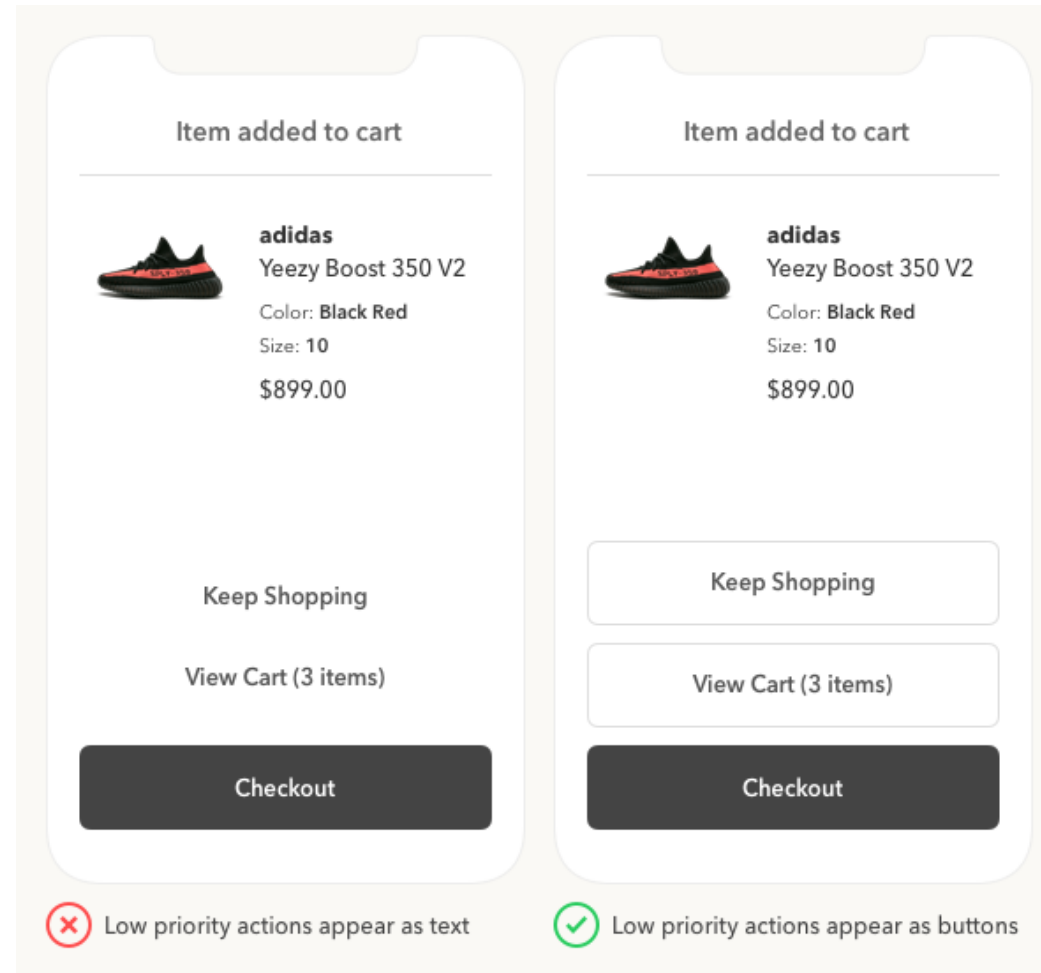


SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Examples Meeting users want



SOMAIYA
VIDYAVIHAR UNIVERSITY

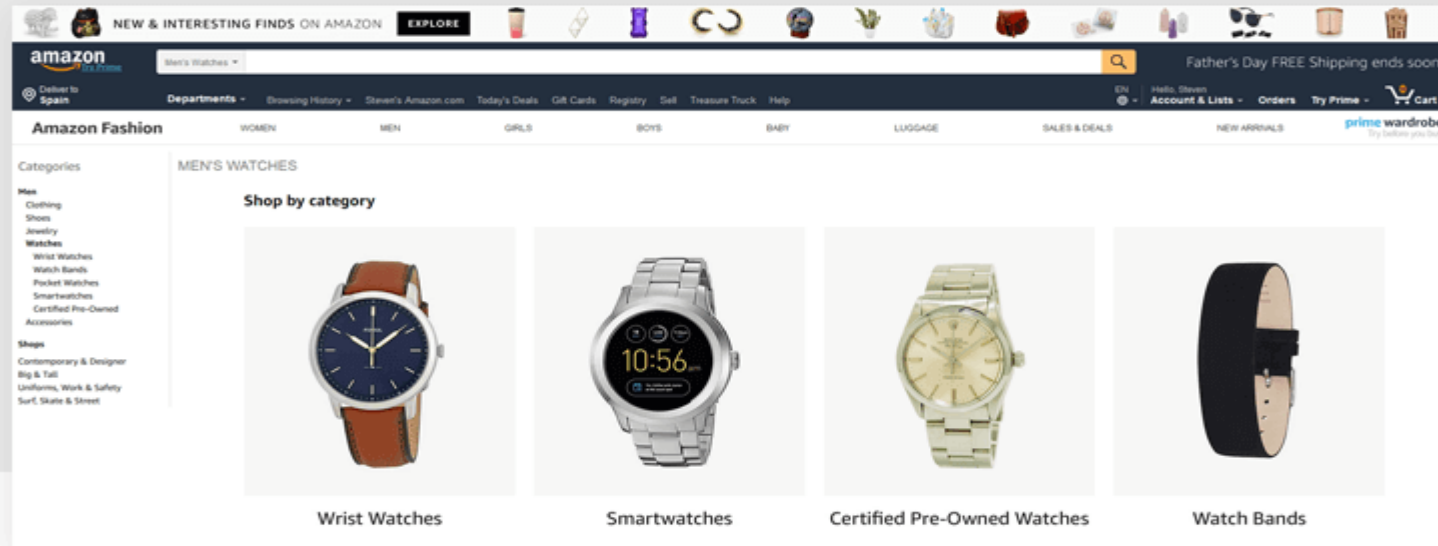
K J Somaiya College of Engineering



uxmovement.com



Example - Meaningful Labels



<https://www.justinmind.com/blog/navigation-design-almost-everything-you-need-to-know/>

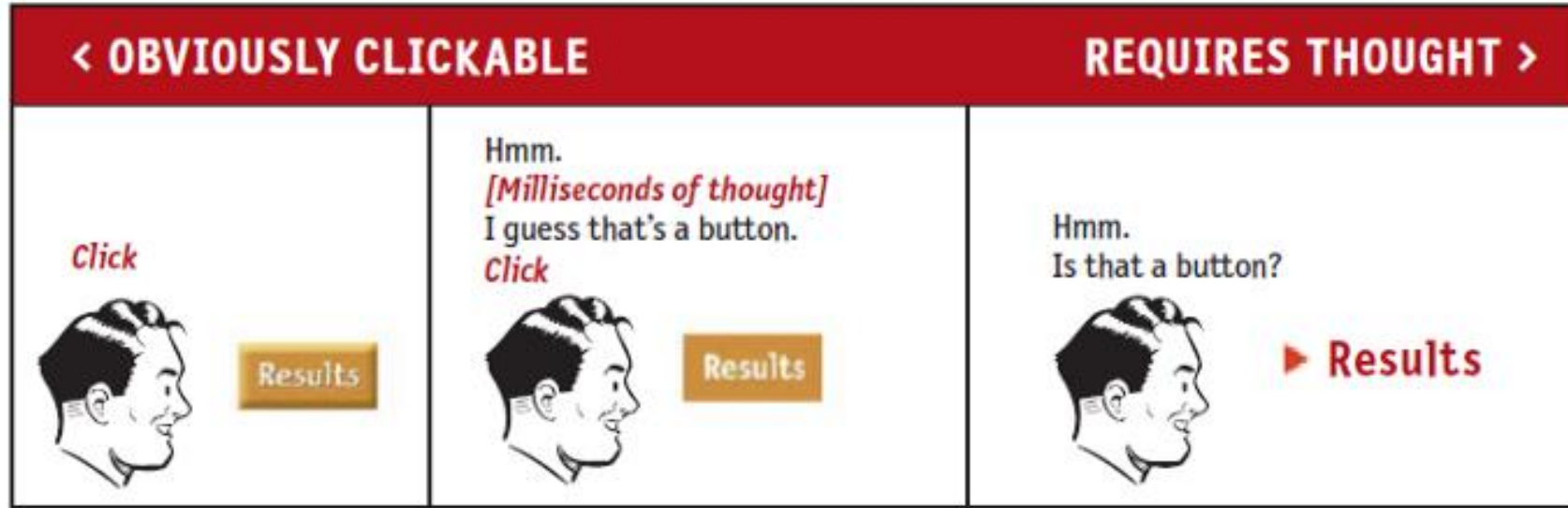


SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Examples Don't let User Guess



<https://blog.prototypr.io/>



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering



Example Poor Navigation

The image compares two user registration forms, labeled 'GOOD FORM' and 'BAD FORM', separated by a diagonal line with a large 'VS' in the center. The 'GOOD FORM' is on a yellow background and features a 'STRAIGHT DOWN' navigation path indicated by a vertical orange arrow. The 'BAD FORM' is on a teal background and features a 'ZIG-ZAG' navigation path indicated by a teal arrow. A large black circle with 'VS' is positioned between the two forms.

GOOD FORM

Name
John Doe

E-mail
johndoe@email.com

Password

Re-type Password

Preferred mode of contact:
☐ E-mail
☒ SMS
☐ Post

Sign up

VS

BAD FORM

What is your first name?
John

What is your e-mail?

Password
johndoe123

Re-type Password
91234567

Preferred mode of contact
johndoe@email.com

E-mail/ SMS/ Post
Please select one from the drop down menu
Email
SMS
Post

Sign up



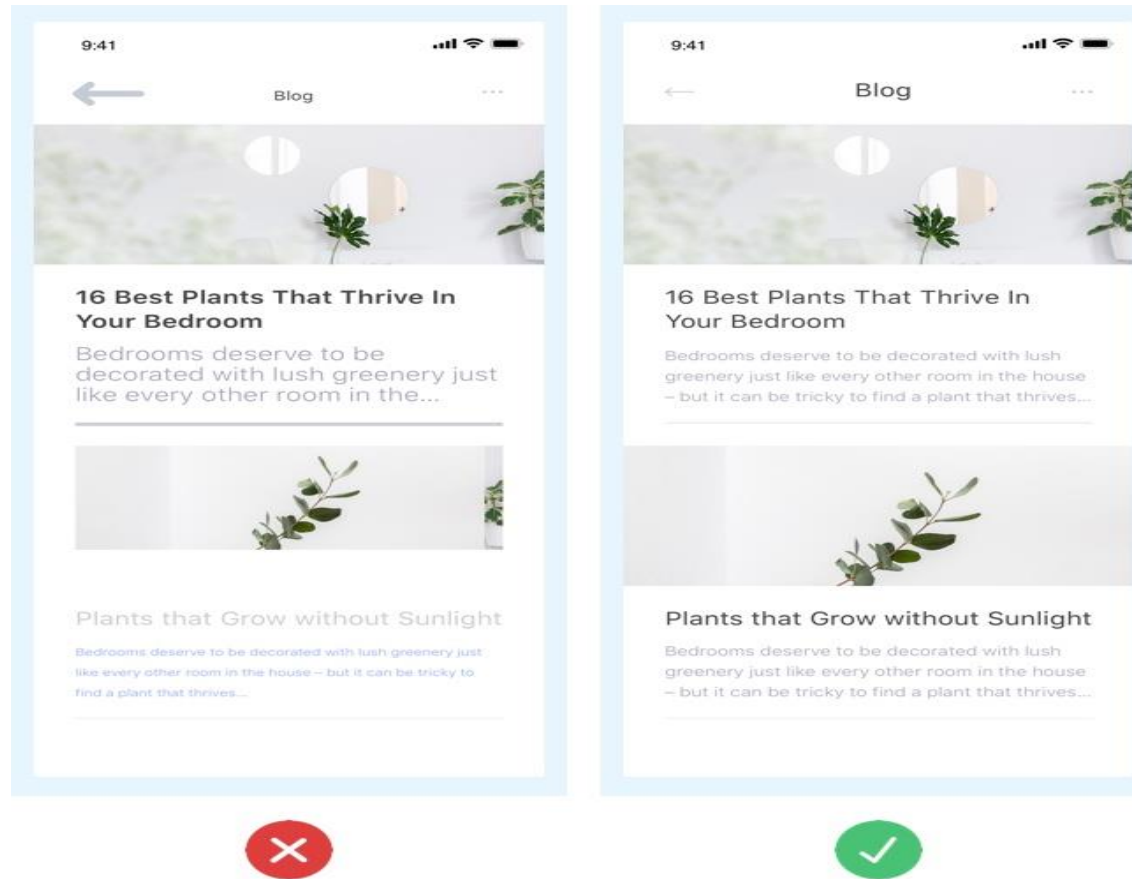
SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering

<https://blog.prototypr.io/>



Example Inconsistent Typography



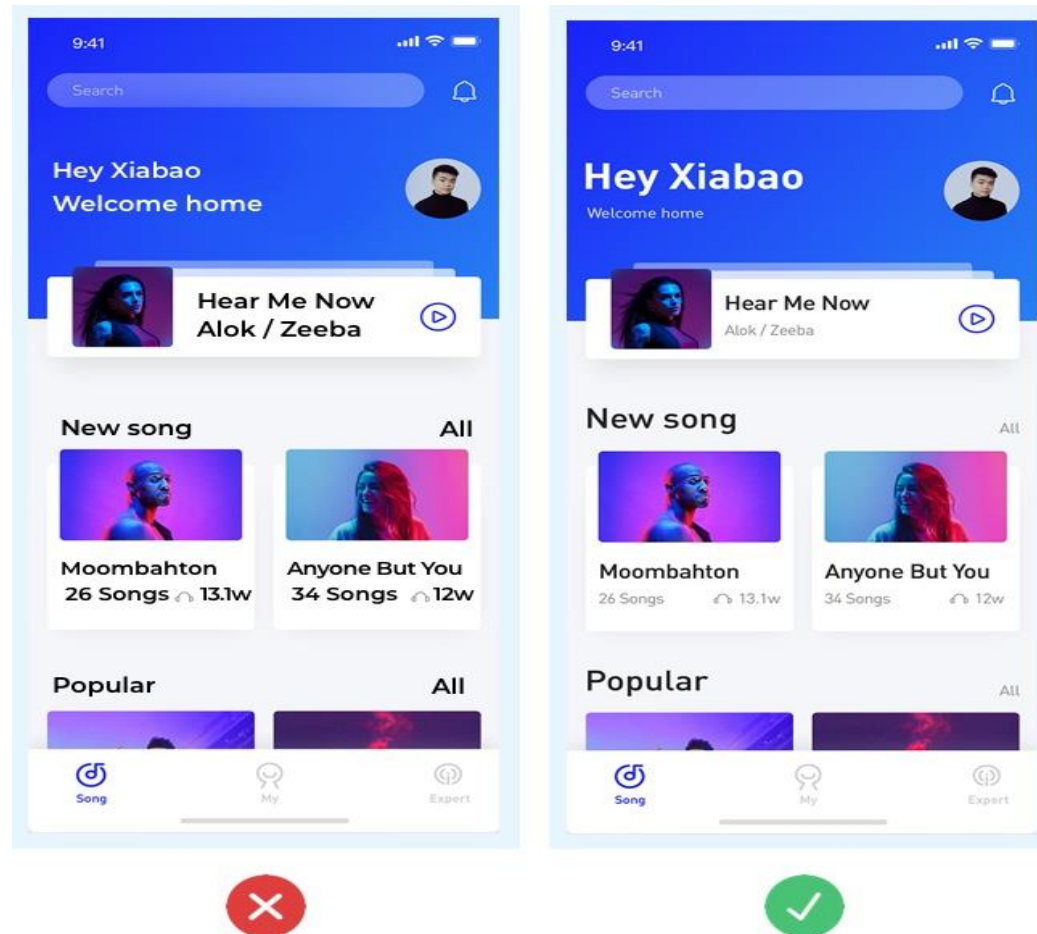
SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering

<https://careerfoundry.com/>



Examples



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya College of Engineering

<https://careerfoundry.com/>



Revision

- What a good screen design contains?
- What are Human Considerations in Screen Design
- How to Distract the Screen User
- What are Web screens distractions
- What screen users want
- What screen users do
- What are Interface Design Goals
- Why to choose Consistency