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Chapter 1

Principles of Good Screen Design

Human Considerations in Screen Design

Introduction



Invitation to edit

On mouse hover, the background is backlit with yellow. A tool tip invites the user to "Click to edit".

Invitations attempt to lead the user to the next level of interaction (from mouse hover to mouse click).

Invitations have to be discovered to be useful. Flickr's bet is that the user will drift his mouse over the title (of his own photo).



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Introduction



Editing

Once the user clicks on the title, it is placed into an edit mode. An edit box is switched into view immediately under the title text.

The "Save" and "Cancel" buttons make it clear we are editing the title by providing a familiar interface—the user input form.

A disadvantage to this approach is that the picture gets pushed down to make way for the additional interface elements.



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Introduction



Completion

There are a number of ways to signify that the text is being saved. In this example, the title text is temporarily replaced with the text "saving....". Upon completion, the new title is shown in the non-editing style.

An alternative approach is to show a busy progress indicator while the change is being made.



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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.



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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:

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



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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



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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



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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.



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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

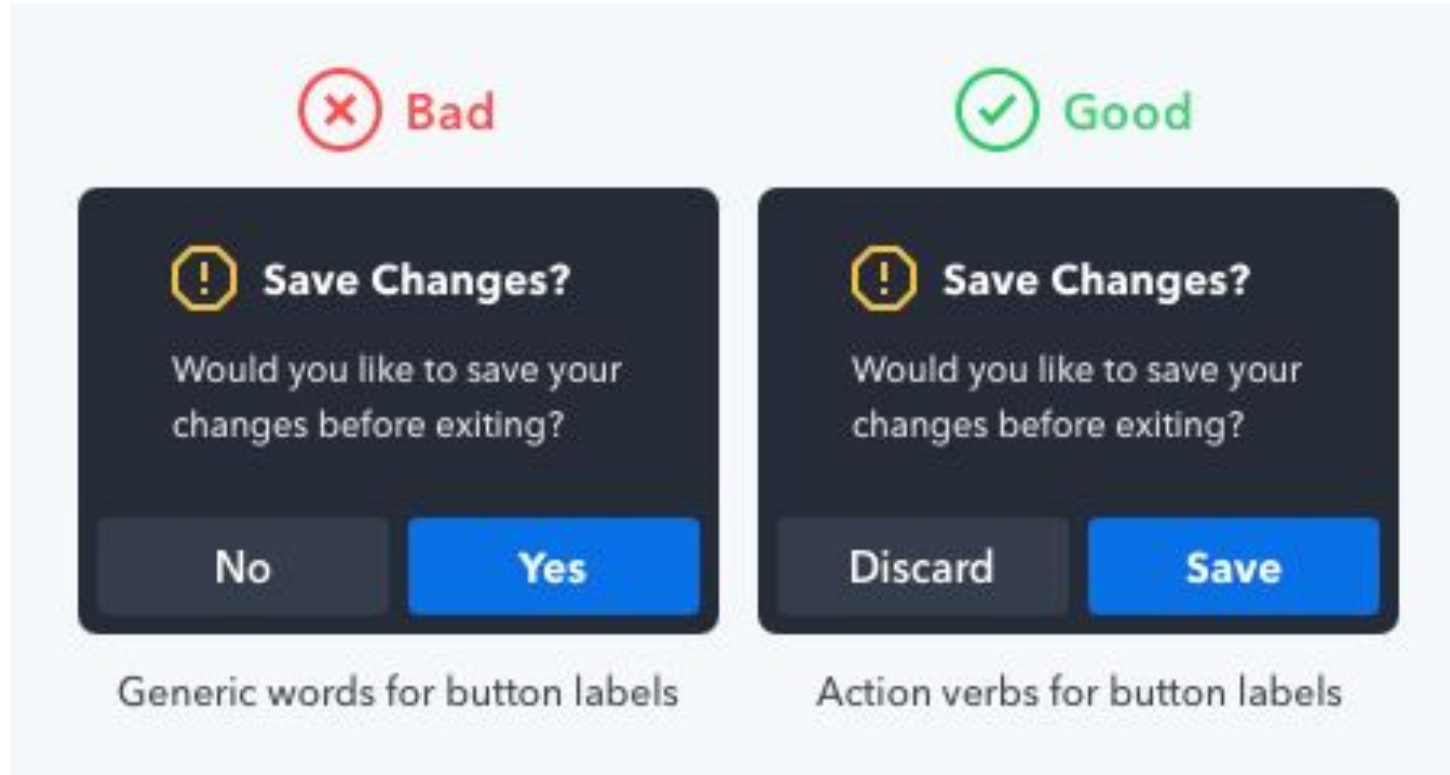


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Examples



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

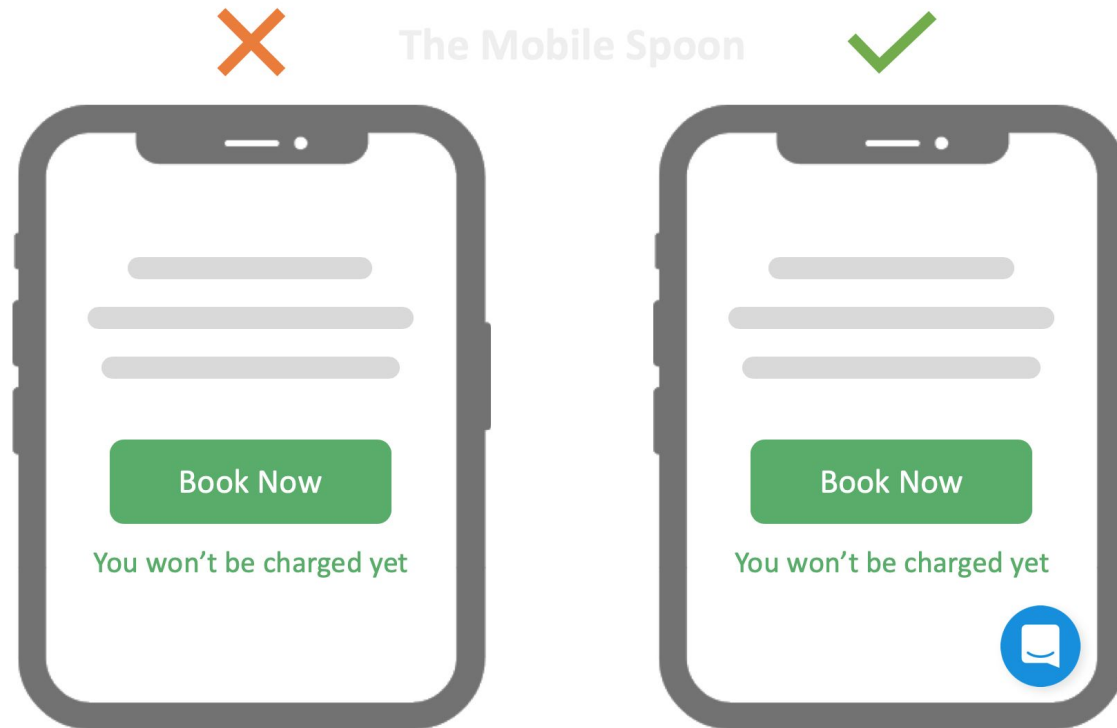


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Examples



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

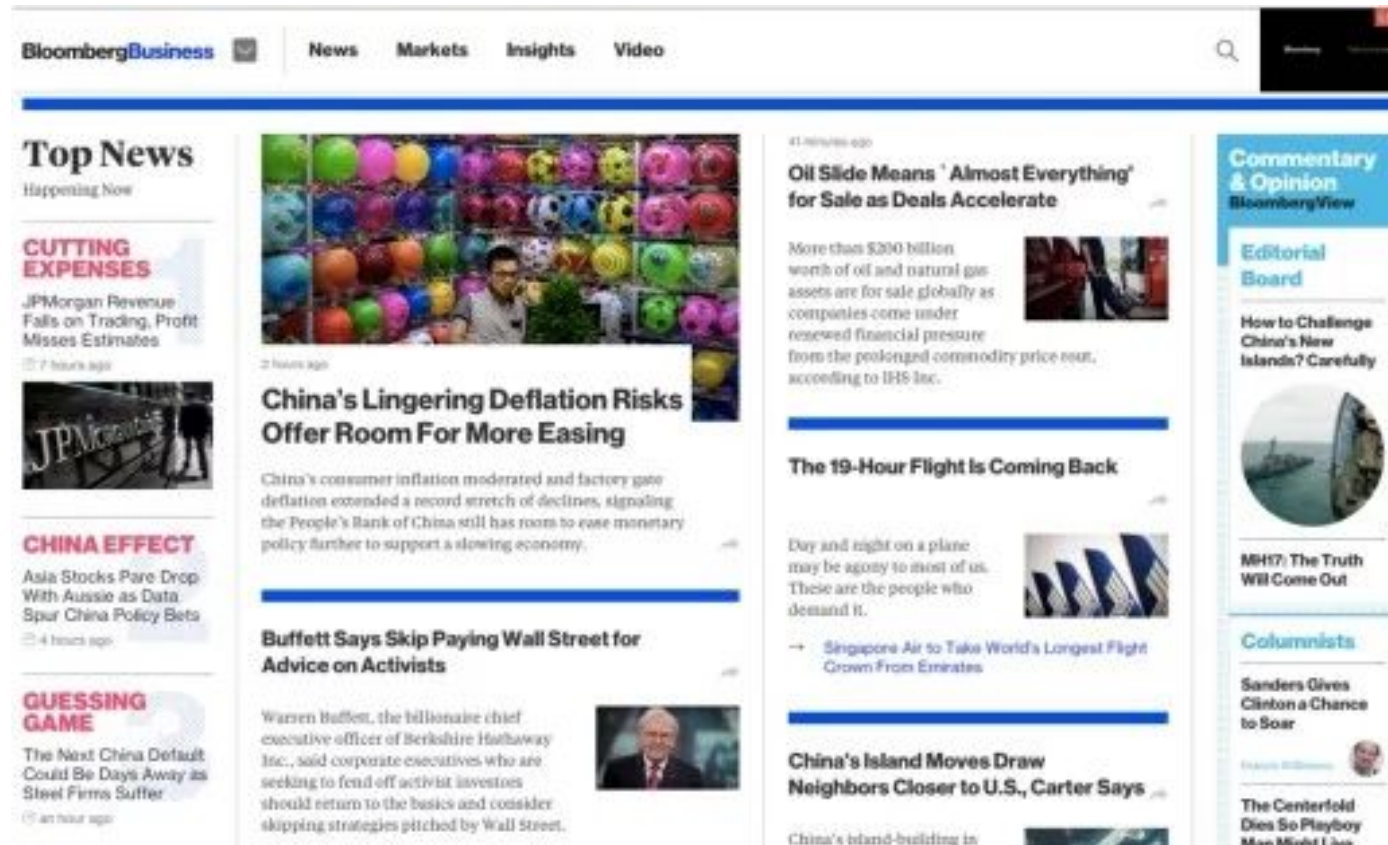


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Whether GOOD UI?



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

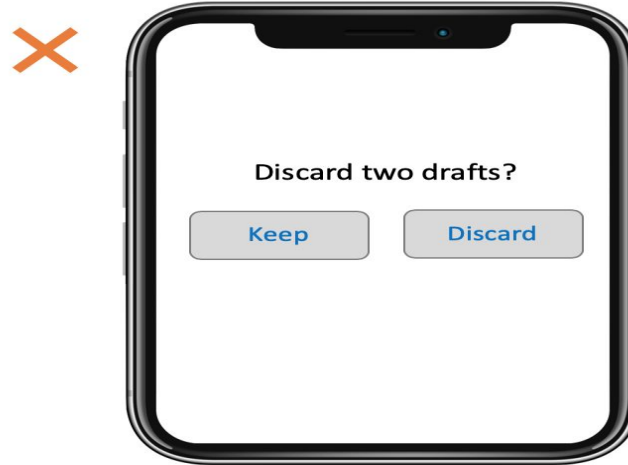


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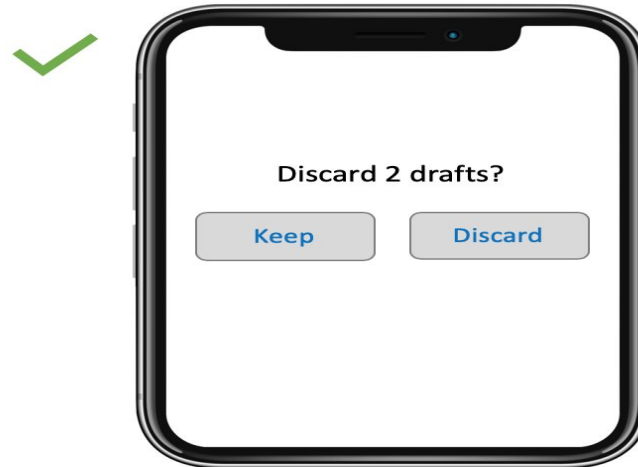
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Choice of Content Representation



The Mobile Spoon

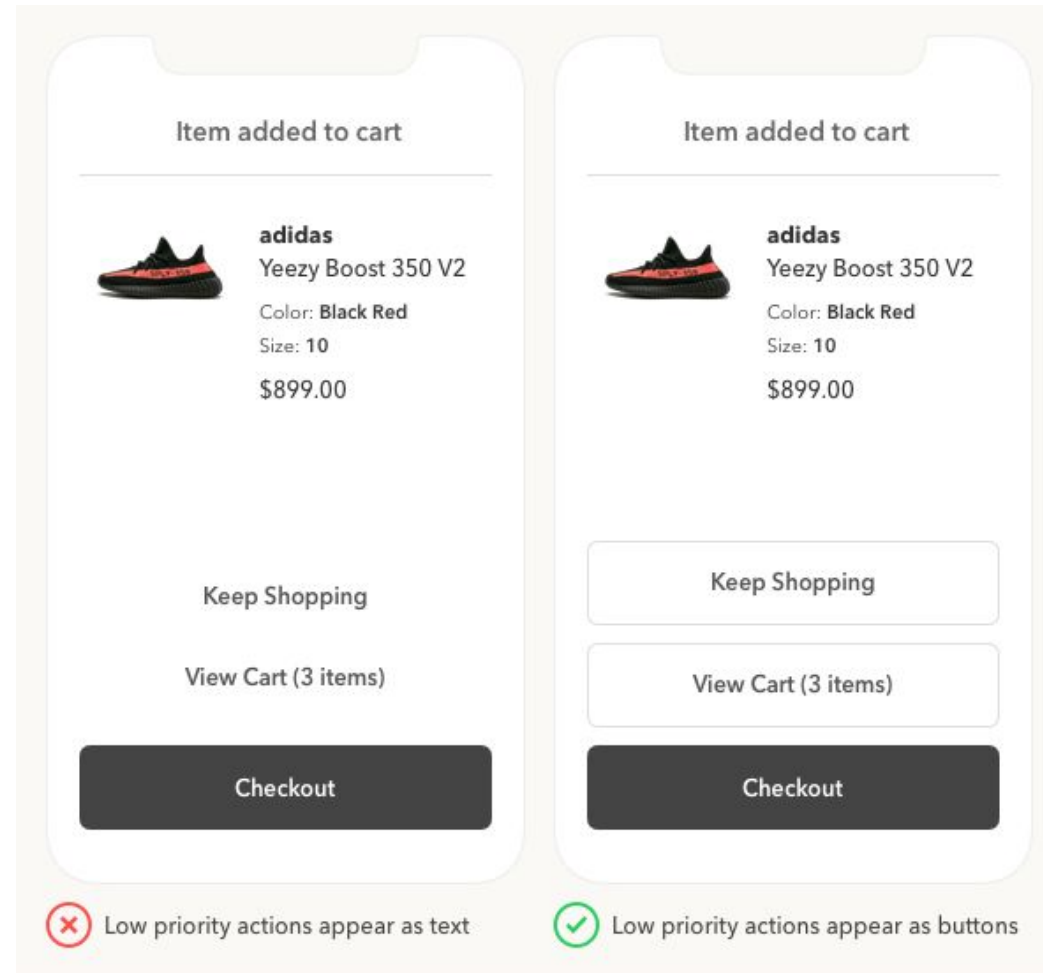


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Examples Meeting users want



Low priority actions appear as text



Low priority actions appear as buttons



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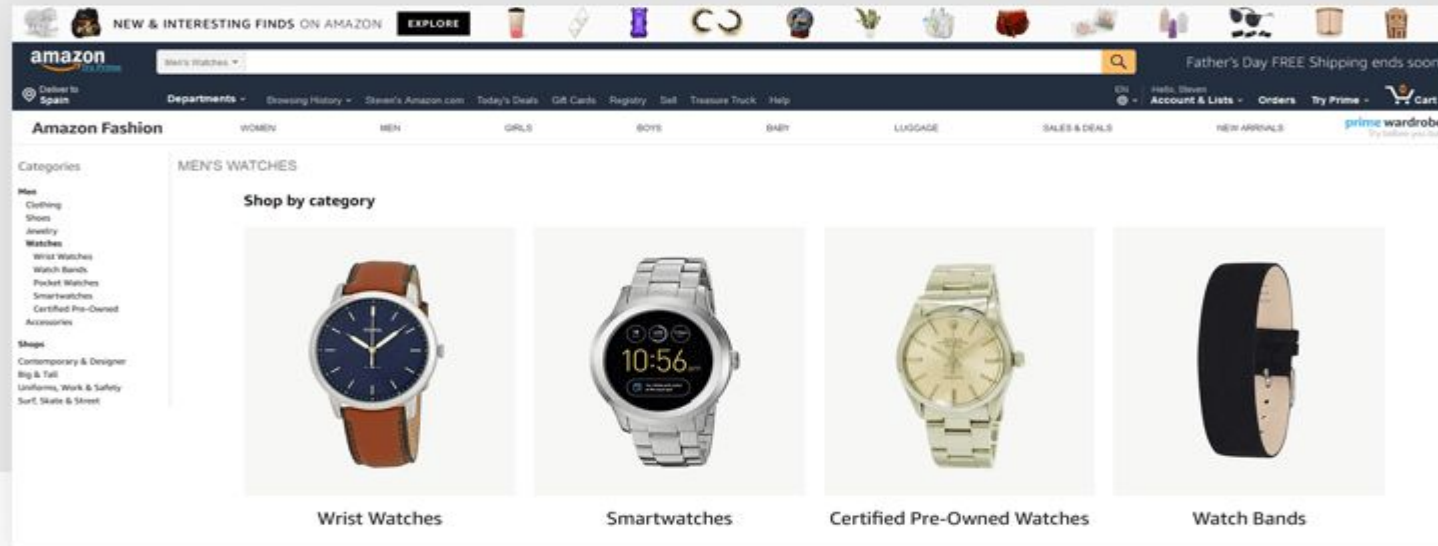
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uxmovement.com



Example - Meaningful Labels



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

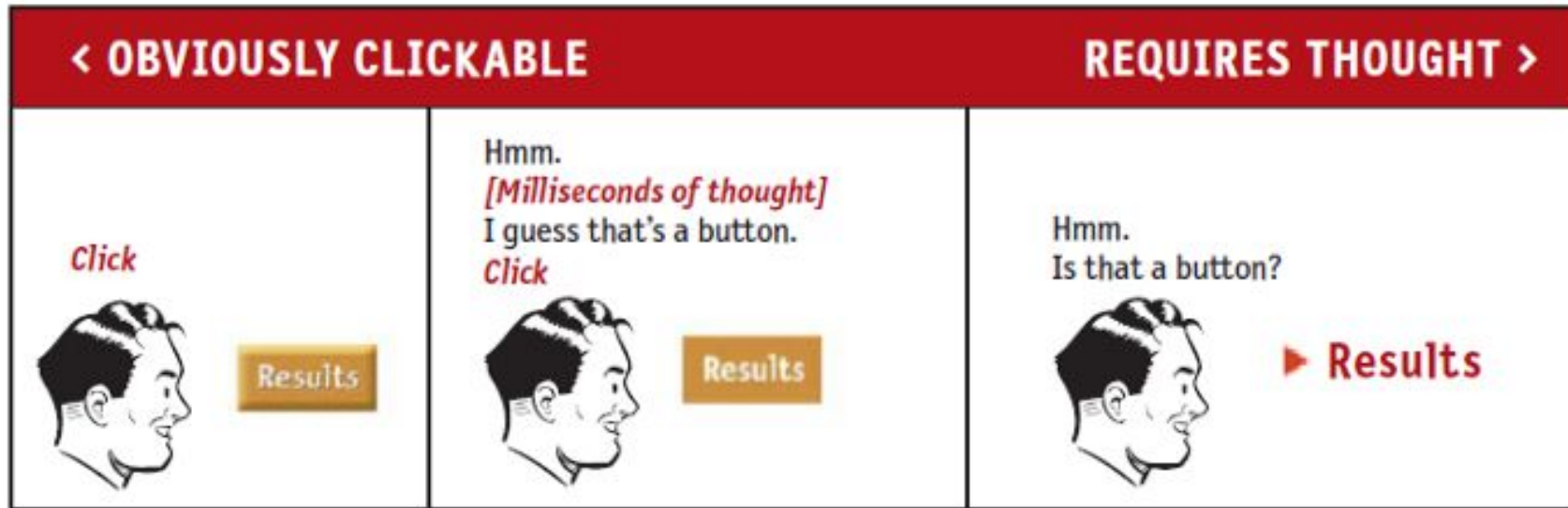


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Examples Don't let User Guess



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



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Example Poor Navigation

The image compares two user interface forms, labeled 'GOOD FORM' and 'BAD FORM', separated by a diagonal line with a large 'VS' in the center. The 'GOOD FORM' is on the left, set against a yellow background, and features a 'STRAIGHT DOWN' navigation path indicated by a vertical orange arrow. The 'BAD FORM' is on the right, set against a teal background, and features a 'ZIG-ZAG' navigation path indicated by a teal arrow. The 'BAD FORM' includes a red circle around the first name field with the text 'What is your first name?' and a teal arrow pointing from the first name field to the e-mail field, and another teal arrow pointing from the password field to the re-type password field. The 'BAD FORM' also has a dropdown menu for 'E-mail/ SMS/ Post' with 'SMS' selected.

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



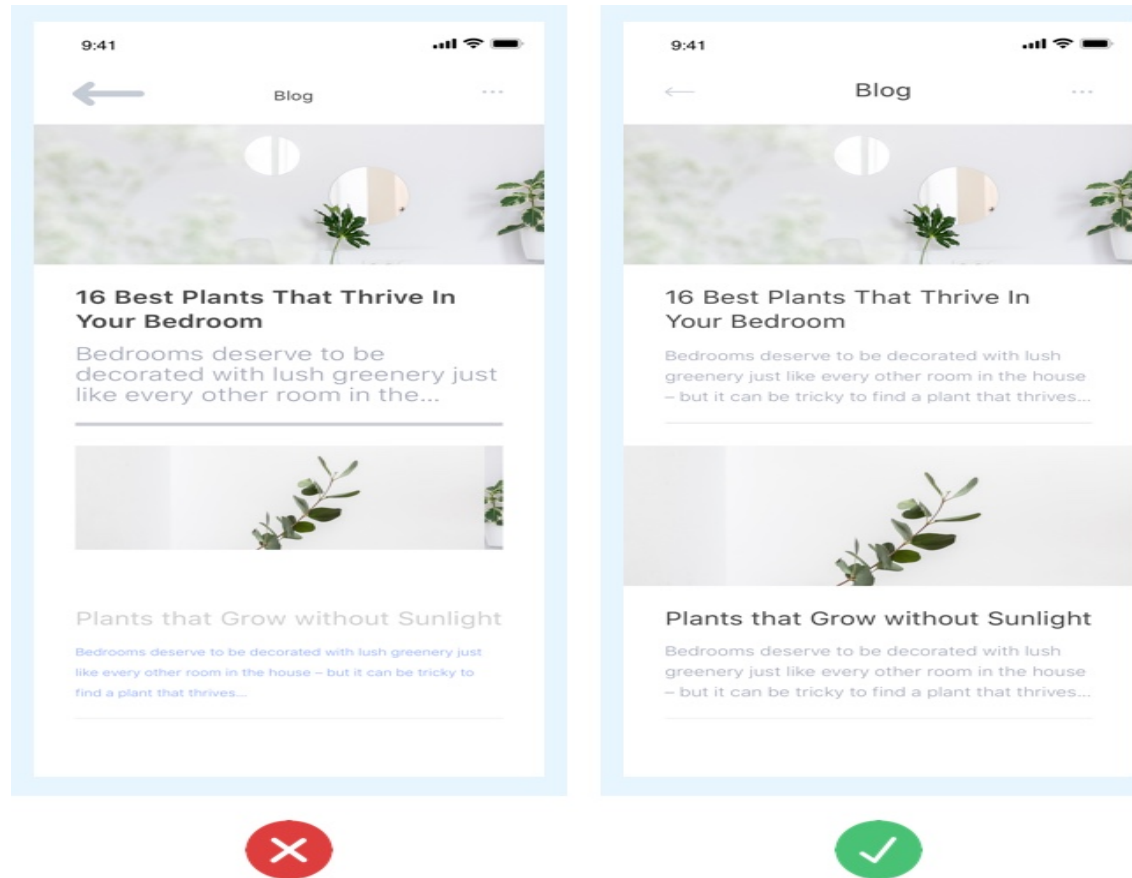
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<https://blog.prototypr.io/>



Example Inconsistent Typography



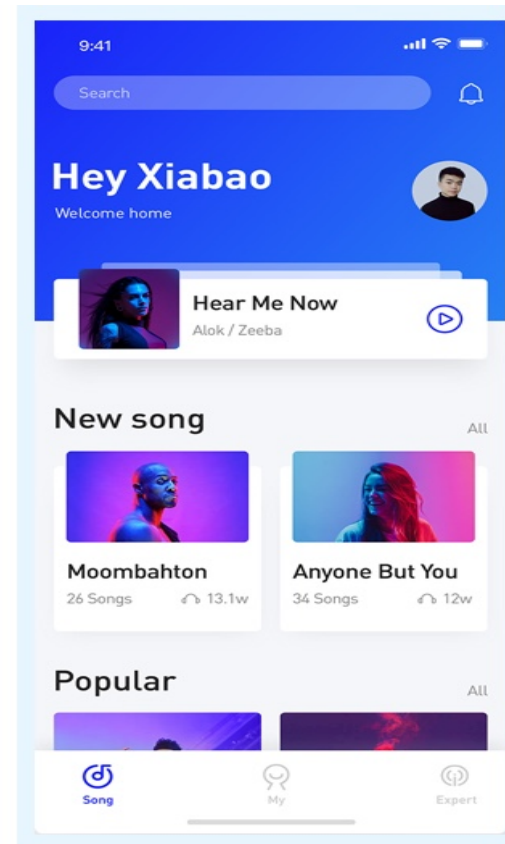
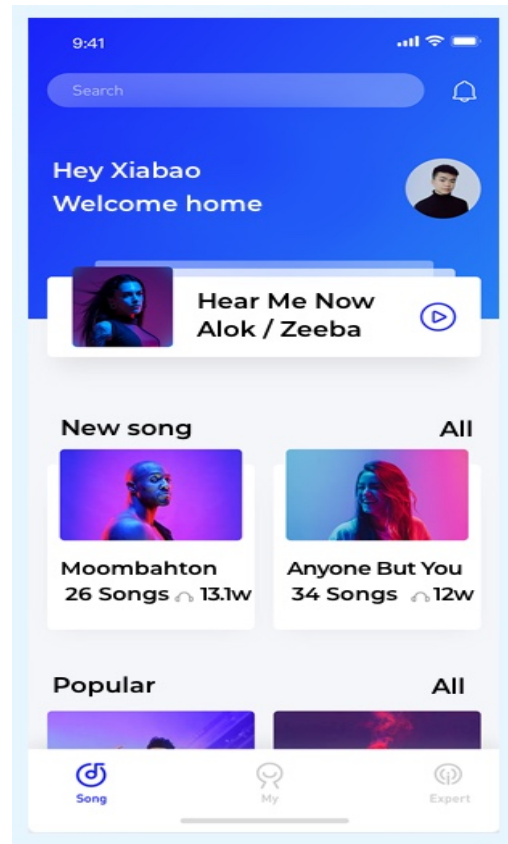
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<https://careerfoundry.com/>



Examples



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<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