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.

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)

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➤ Outdated information

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

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.

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
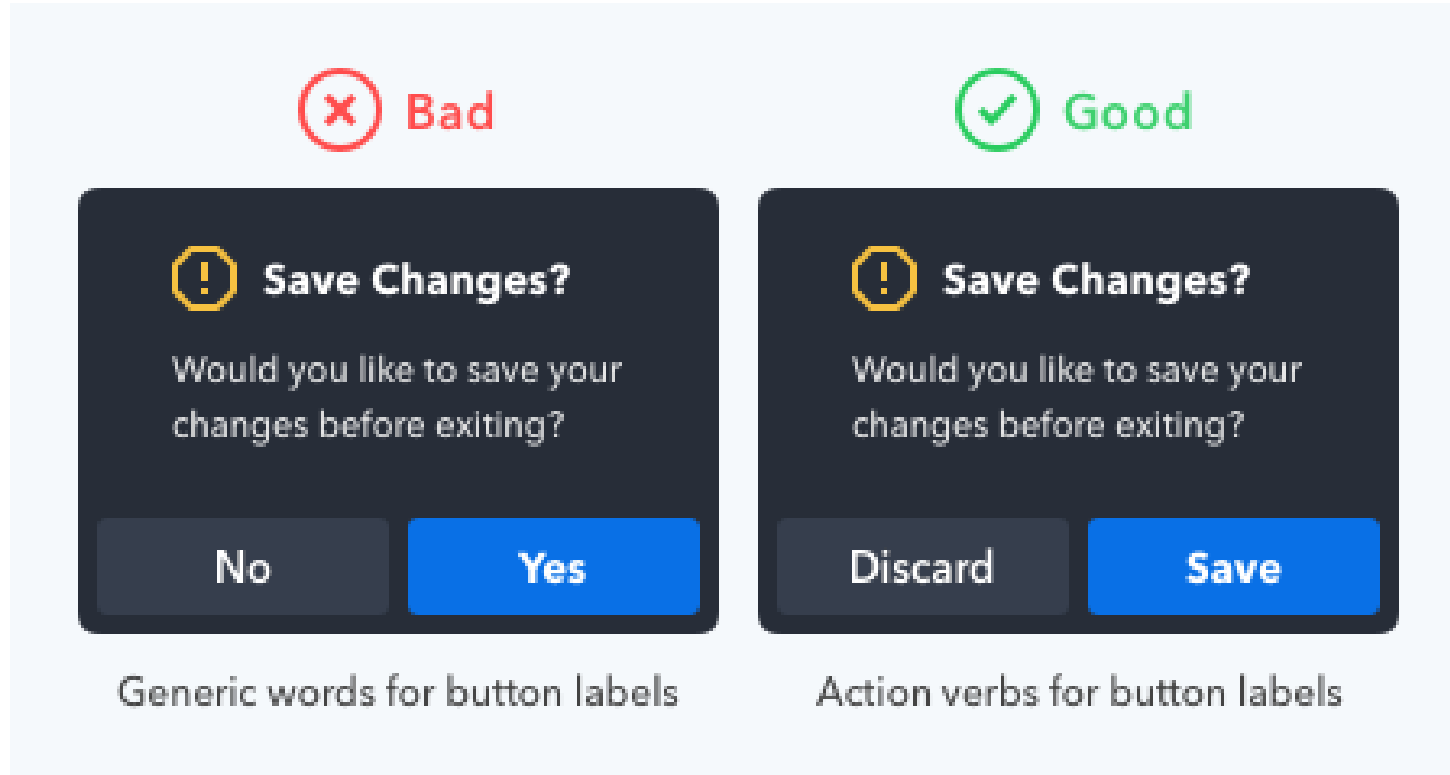
Examples

https://www.mobilespoon.net/2019/09/10-lessons-learned-payment-through-our.html
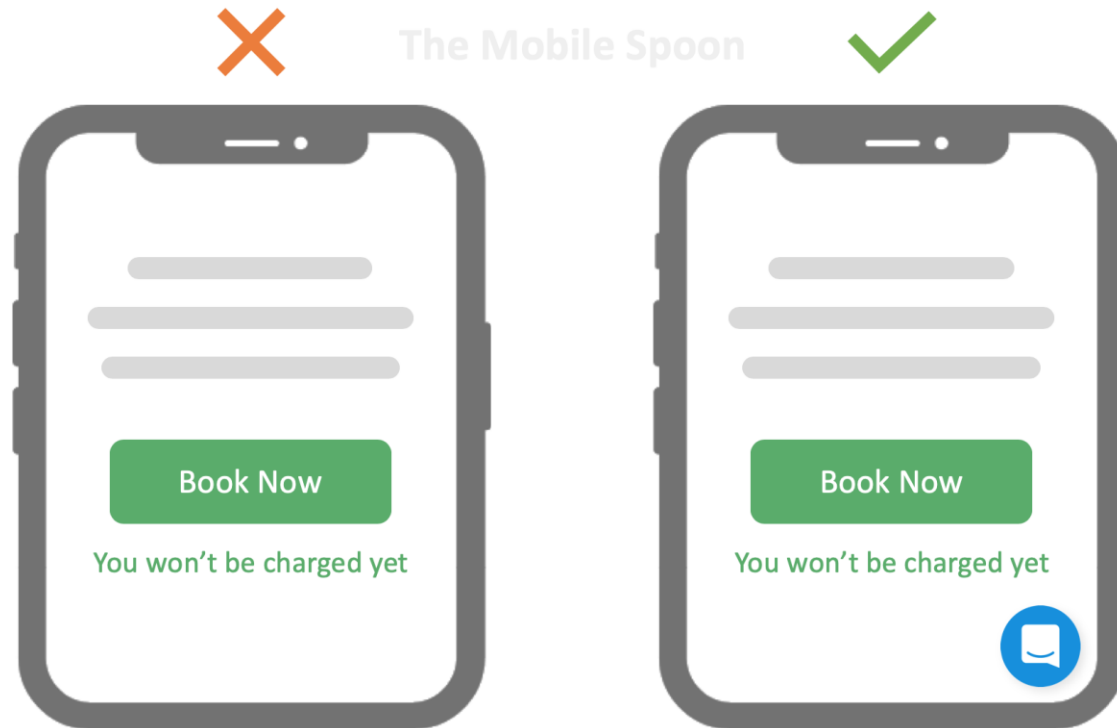
Whether GOOD UI?
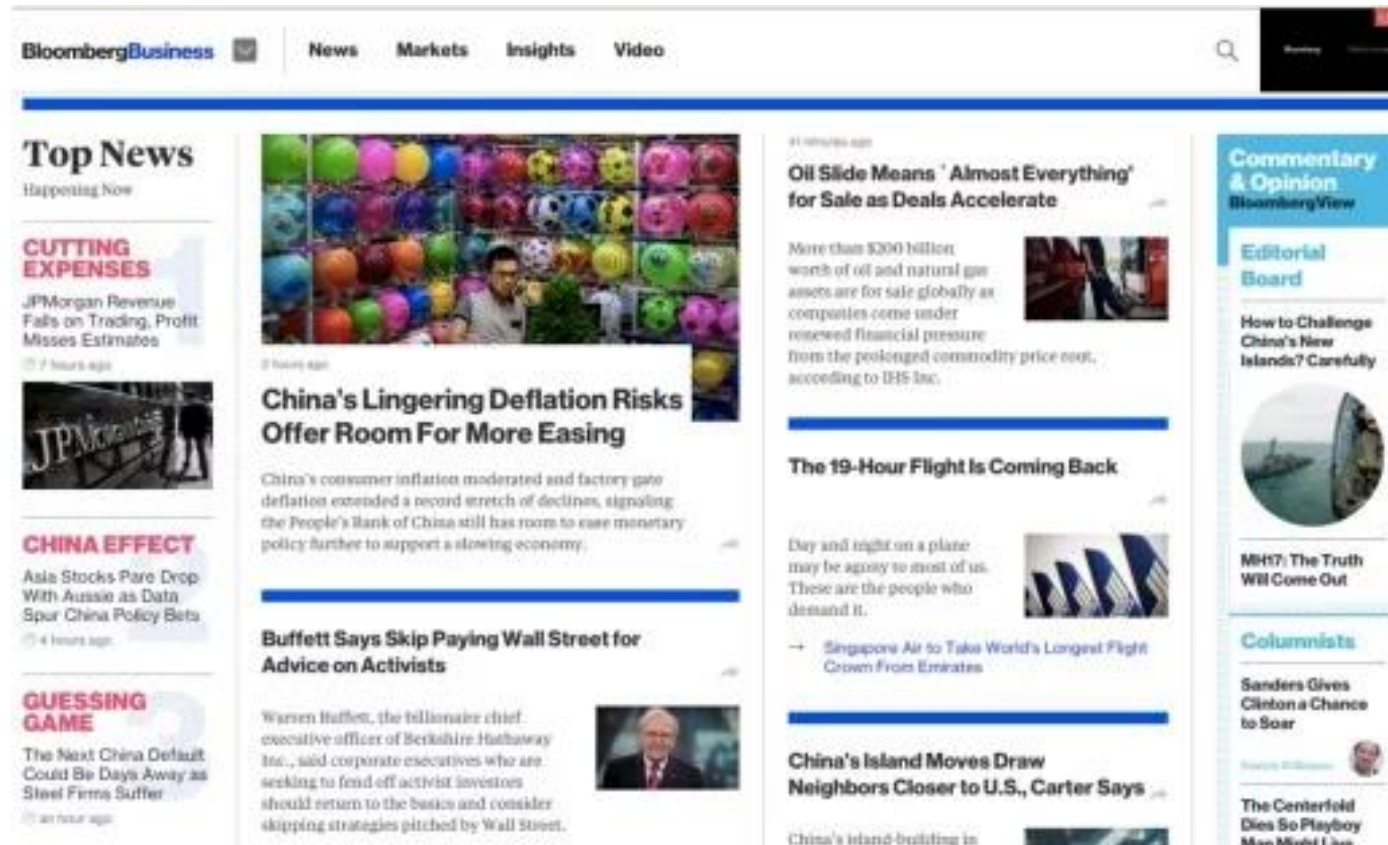
Choice of Content Representation
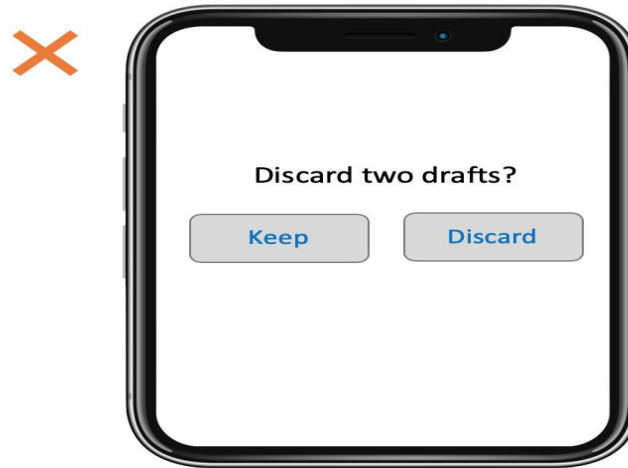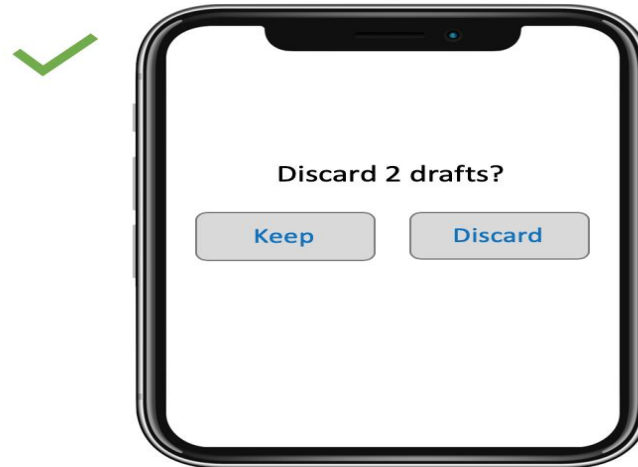
Examples Meeting users want
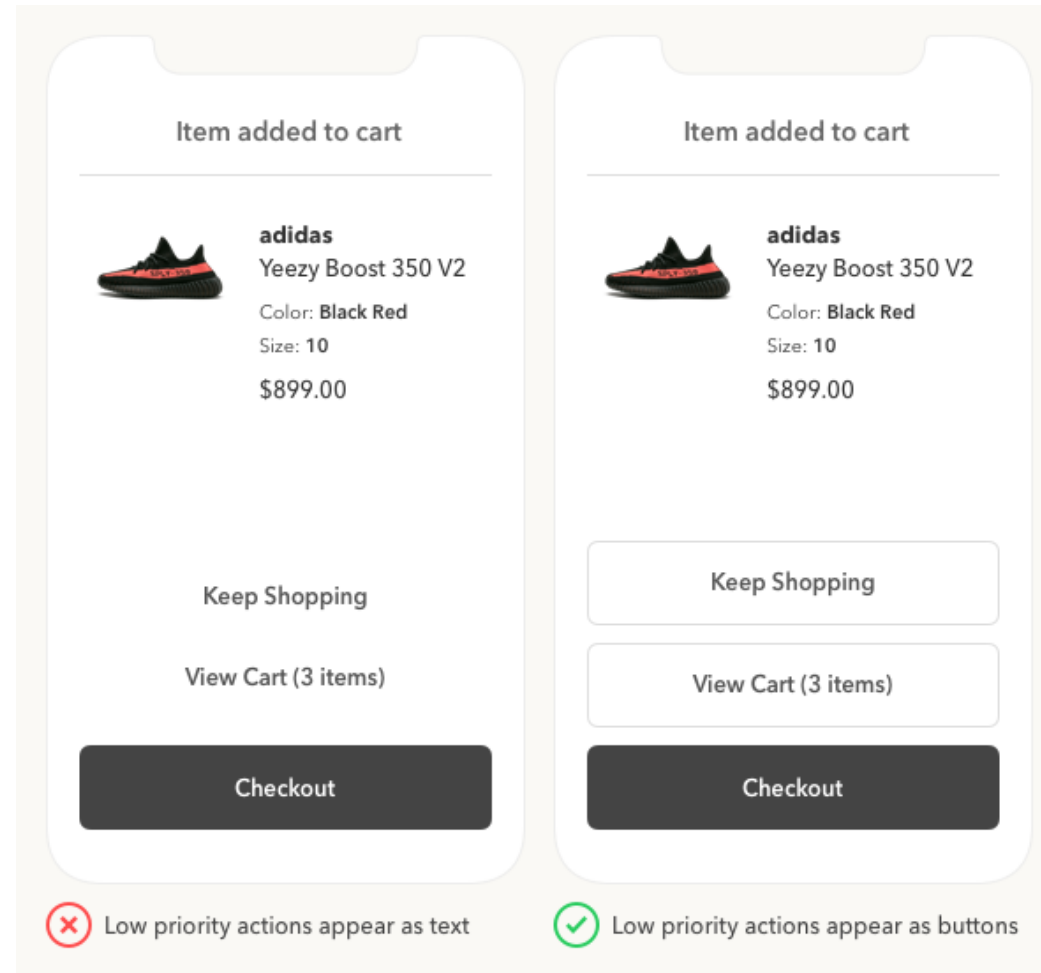
Example – Meaningful Labels
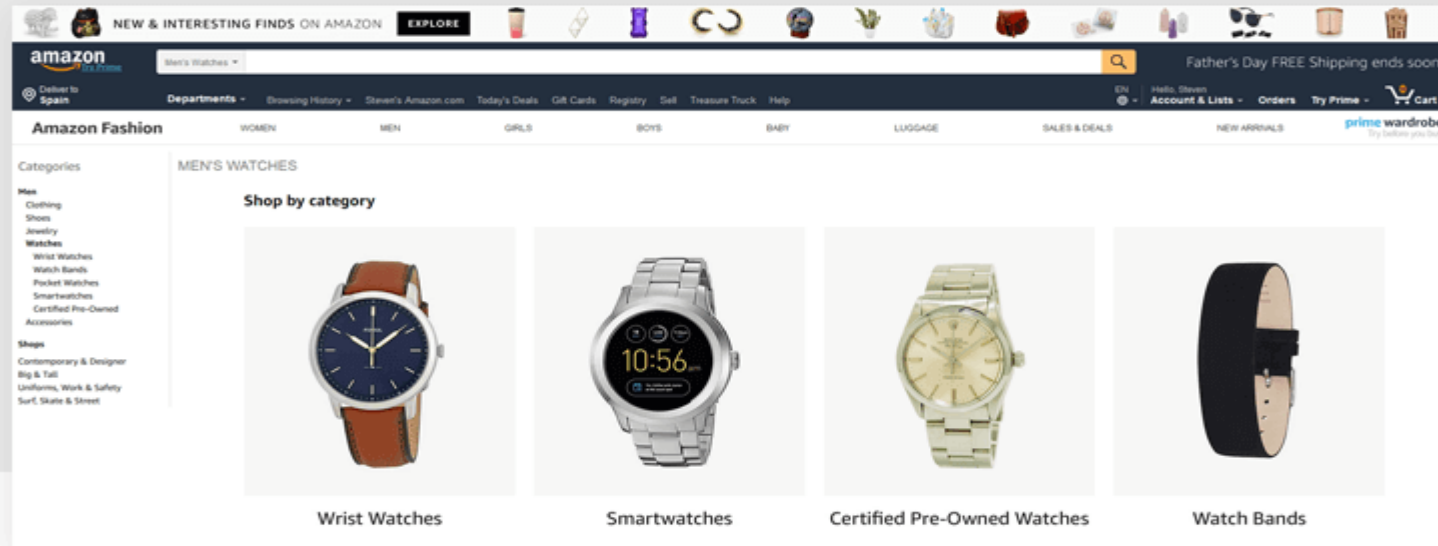
Examples Don't let User Guess

# Example Poor Naviagation

Example Inconsistent Typography
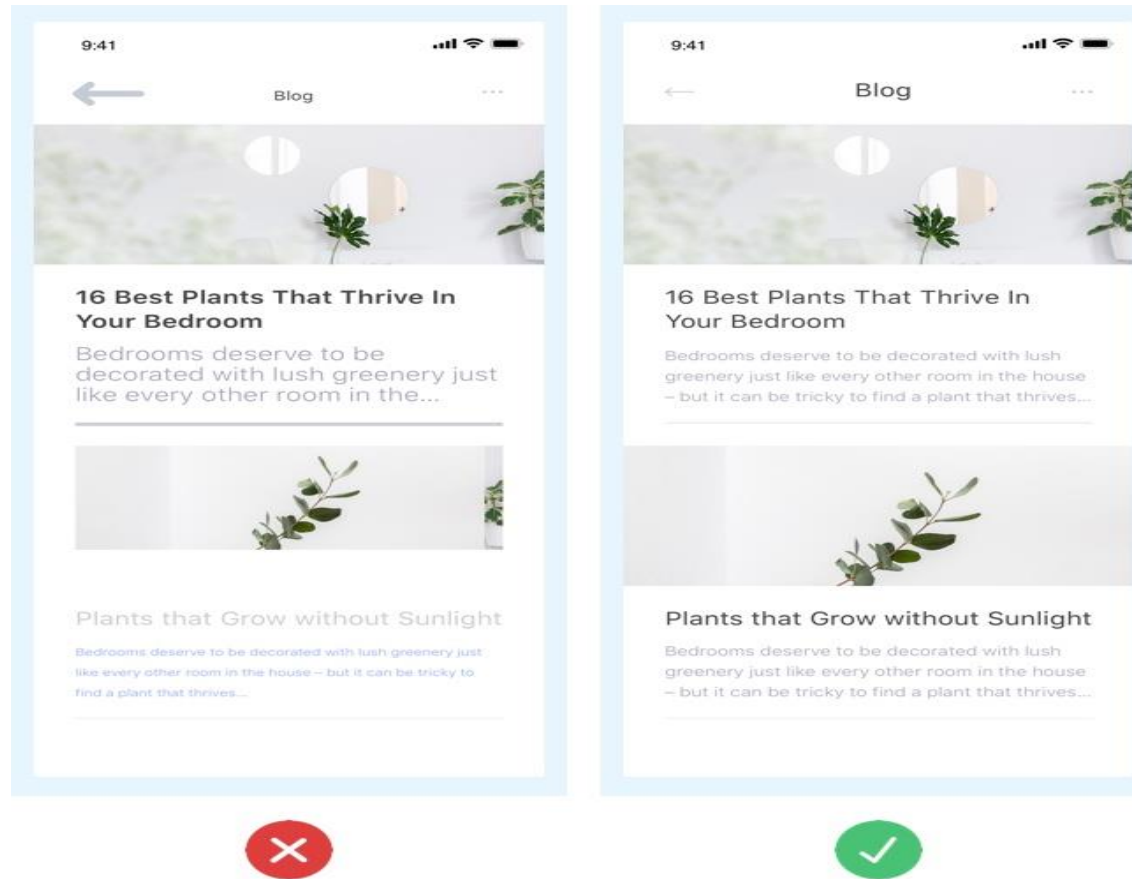
Examples
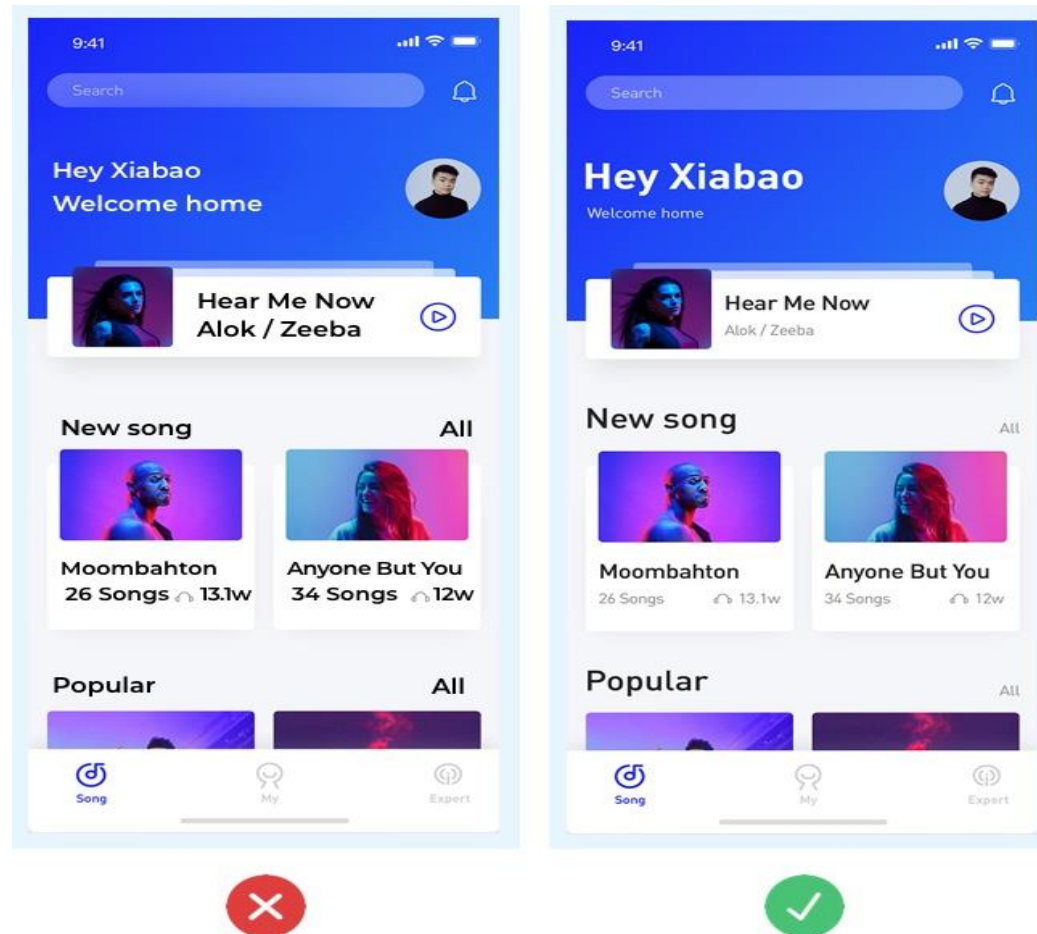
Revision

- 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