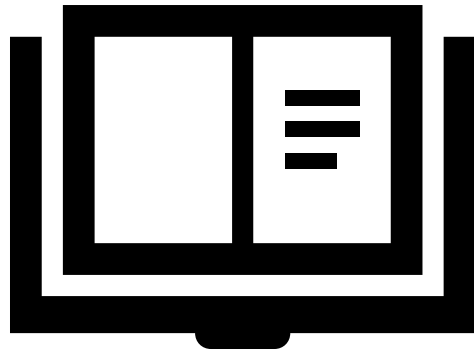# Task 2 presentation

HUMAN-COMPUTER INTERACTION

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Introduction

Following report presents opinion about chosen groups of guidelines about creating neat, effective and efficient interfaces. We selected five topics with five sections each from given assignment instruction. We provide good and poor examples according the current guideline.
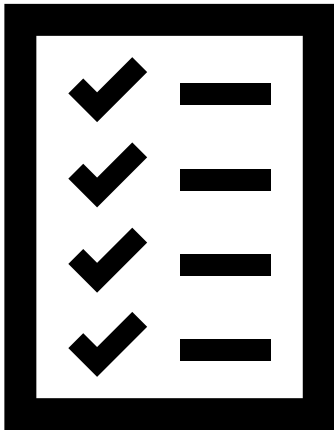
Our work is based on website: https://www.usability.gov/

Good example   Poor example

List of Topics

1. The Homepage
2. Page Layout
3. Navigation
4. Text Appearance
5. Content Organization

1. The Homepage

The homepage is different from all other subpages among the Web site. Its responsibility is to provide first good impression to everyone who visits the site. It is very important to include all features expected and be sure that this site looks like home one, like initial and welcoming place for all incomers.

Sections:

1. Enable Access to the Homepage
2. Show All Major Options on the Homepage
3. Create a Positive First Impression of Your site
4. Limit Prose Text on the Homepage
5. Ensure the Homepage Looks like a Home Page

Enable Access to the Homepage

Many users come back to the homepage section to begin a new task or to start a task over again. Designer should create an easy and obvious way for users to quickly return to the homepage of the Web site from any point in the site. The best solution is to provide clickable logo of a website or company to move user to homepage.
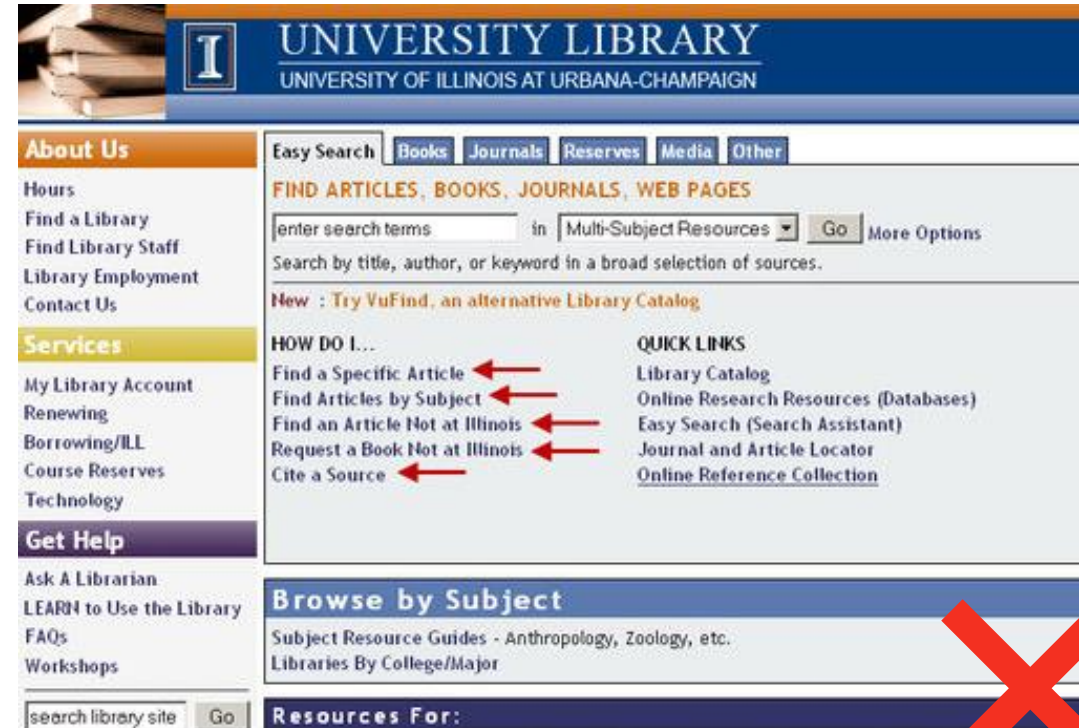

https://www.cancer.gov/
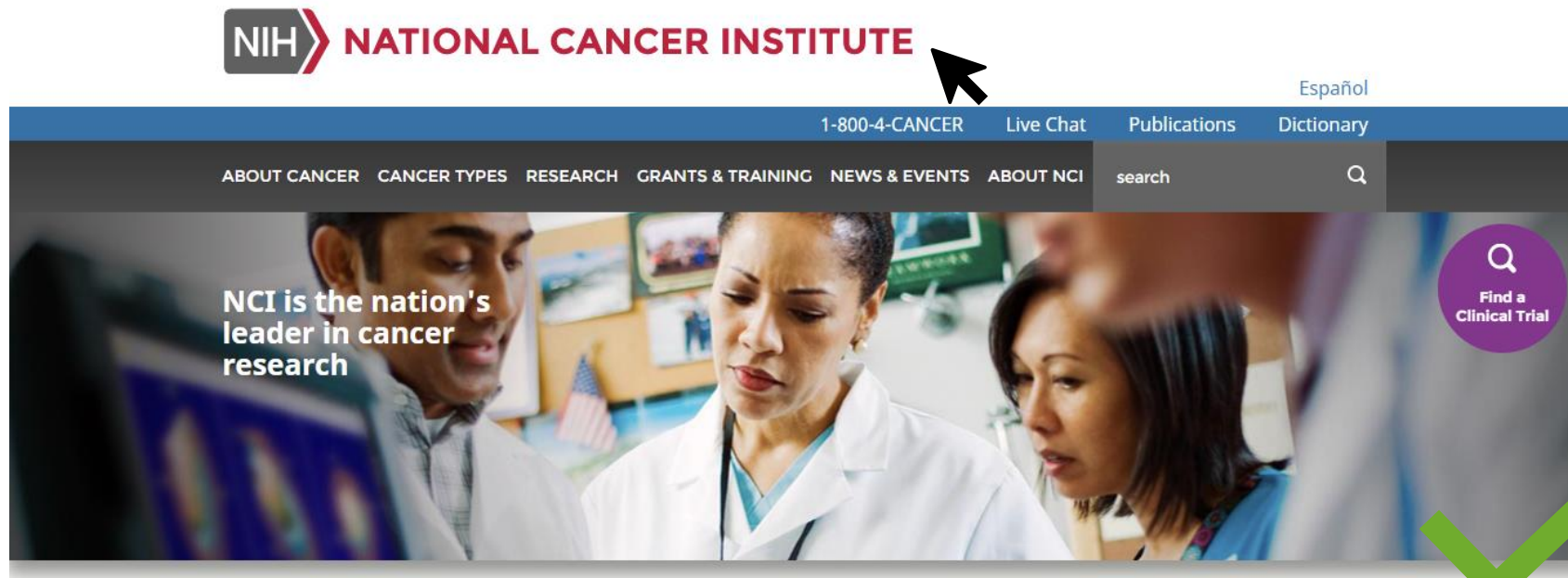
Website users should not be required to click down to the second or third level to discover the full breadth of options on a Web site. Designers should be selective about what is placed on the homepage, and make sure the options and links presented there are the most important ones on the site with visible grouping.
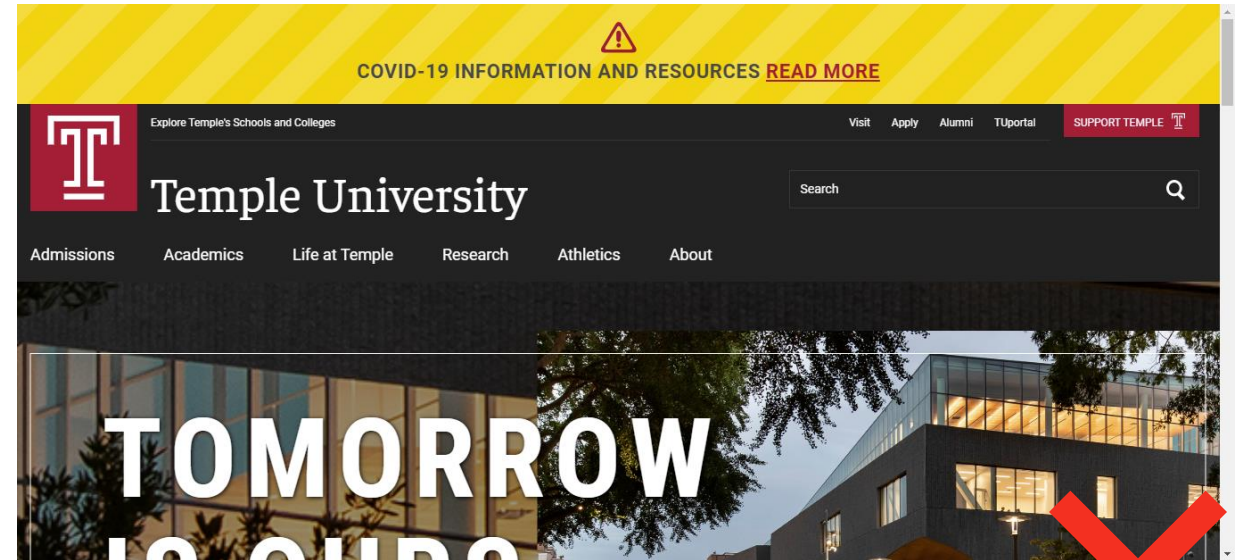

https://www.investor.gov/

https://www.library.illinois.edu/ (old page)

The homepage is probably the most important page on a Web site. Depending on the studies, in majority, the quality of the website is measured by the appearance of the homepage. You will not get a second chance to make a good first impression on a user.

https://www.worldwildlife.org/

https://www.temple.edu/

The very first action of most users is to scan the homepage for link titles and major headings. Web designer should avoid requiring users to read large amounts of prose text can slow them considerably, or they may avoid reading it altogether.

https://www.colorado.gov/ (old site)

https://www.colorado.gov/ (current site)

It is essential that pages on lower levels in a site are not confused with the homepage. Main and sub pages cannot look similar. Users have come to expect that certain actions are possible from the homepage. These actions include, among others, finding important links, accessing a site map or index, and conducting a search.

Homepage

Subpage

https://www.gov.pl/
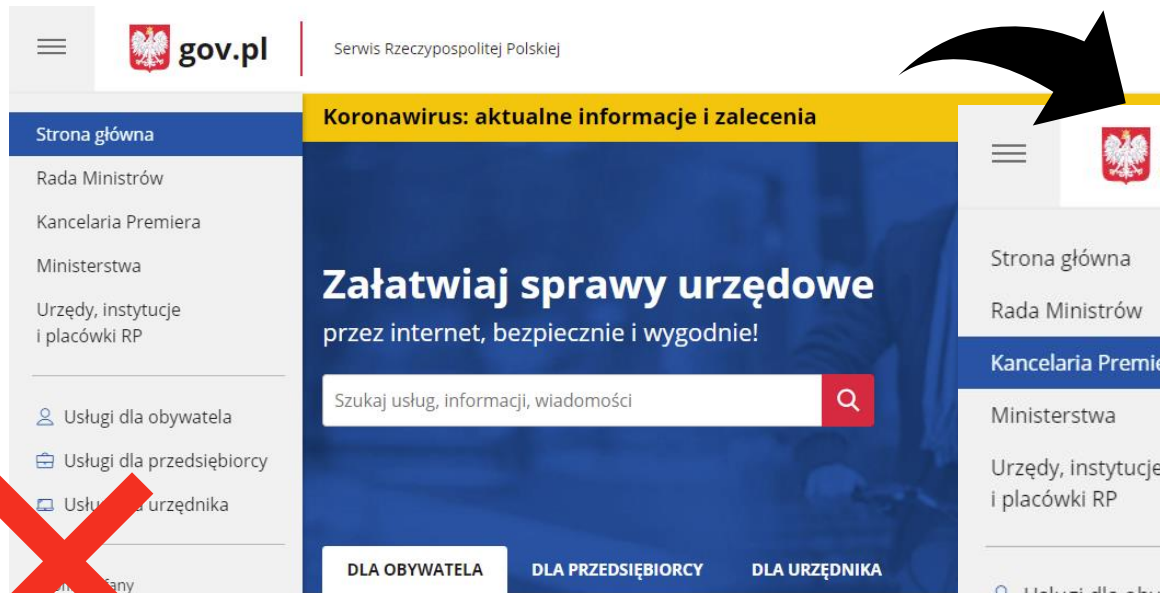
Page layout

All Web pages should be structured for ease of comprehension. This includes putting items on the page in an order that reflects their relative importance. Designers should place important items consistently, usually toward the top and center of the page.

Sections:

1. Avoid Cluttered Displays
2. Place Important Items at Top Centre
3. Structure for Easy Comparison
4. Align Items on a Page
5. Use Fluid Layouts
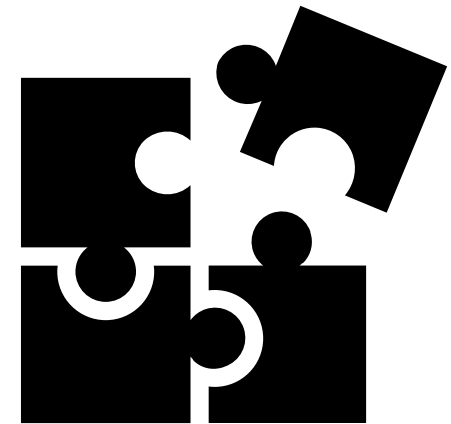
Clutter is when excess items on a page lead to a degradation of performance when trying to find certain information.
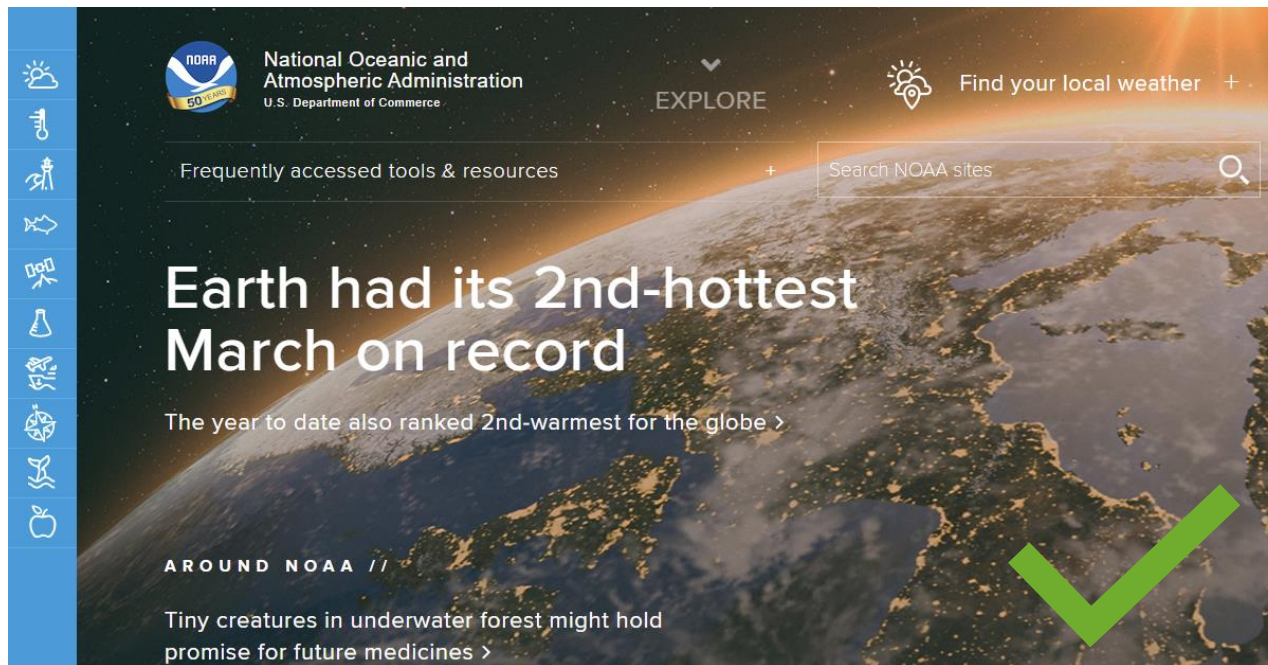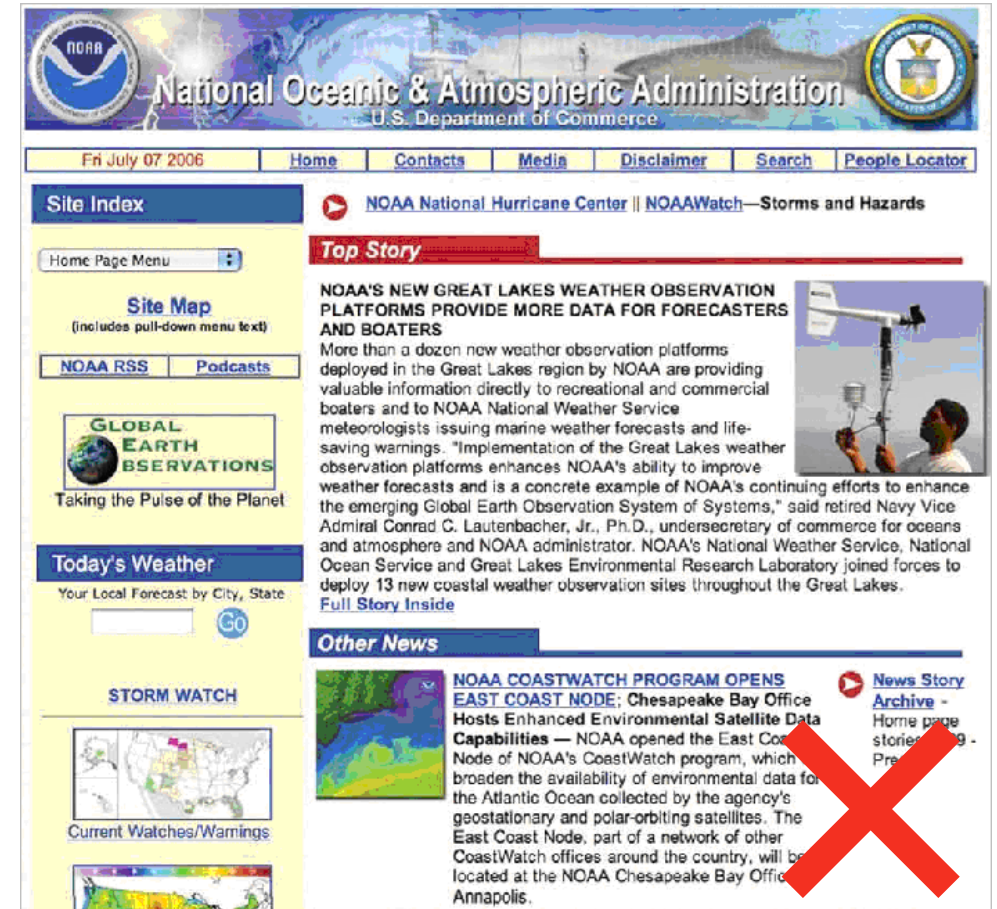
https://www.noaa.gov/ (current site)   https://www.noaa.gov/ (old)

Users generally look at the top center of a page first, scanning from left to right, and then begin systematically moving down the page.

https://www.usa.gov/

https://seoforstarter.blogspot.com/2016/09/eye-tracking-and-how-user-scan-result.html

Structure for Easy Comparison
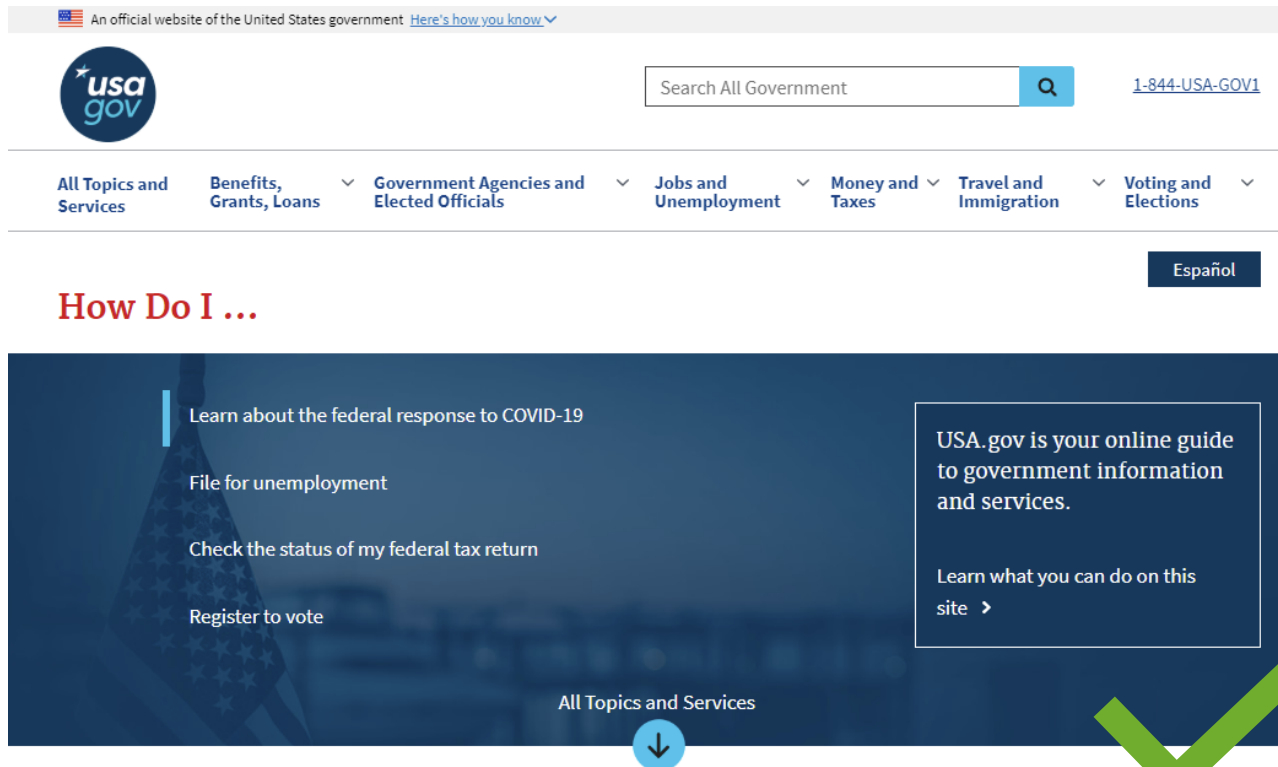
Users should be able to compare two or more items without having to remember one while going to another page or another place on the same page to view a different item.
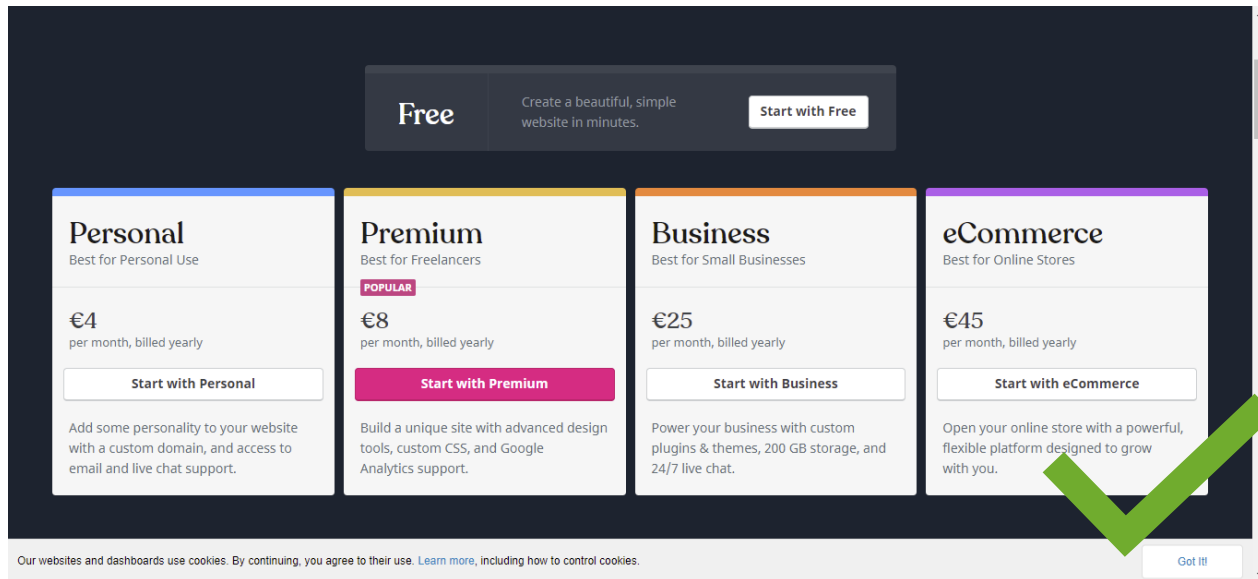
To see other options needs to click the button

https://wordpress.com/pricing/

https://overflow.io/pricing/

Align Items on a Page
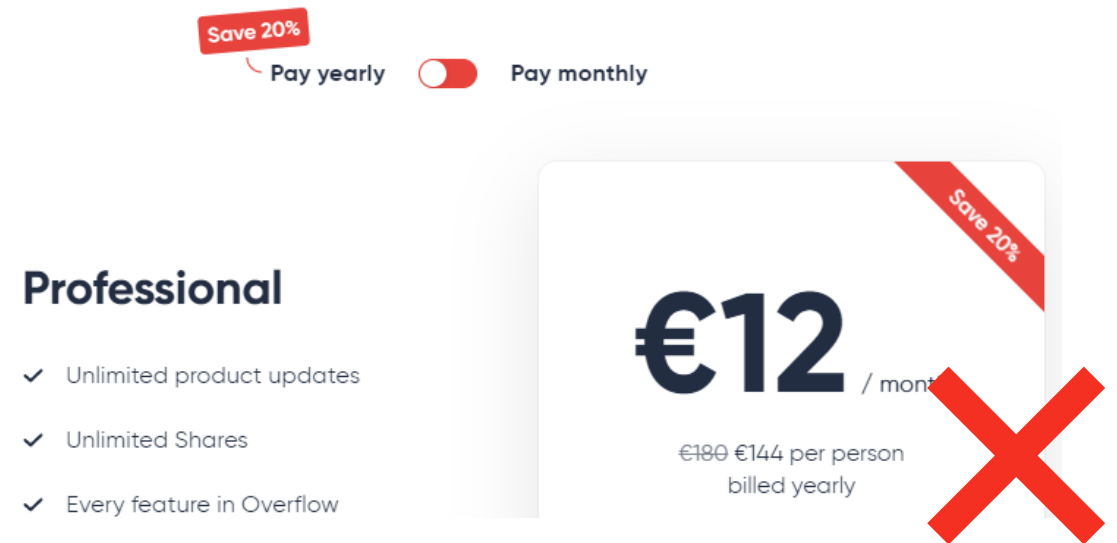
Users prefer consistent alignments for items such as text blocks, rows, columns, checkboxes, radio buttons, data entry fields, etc . Use consistent alignments across all webpages.

Use Fluid Layouts
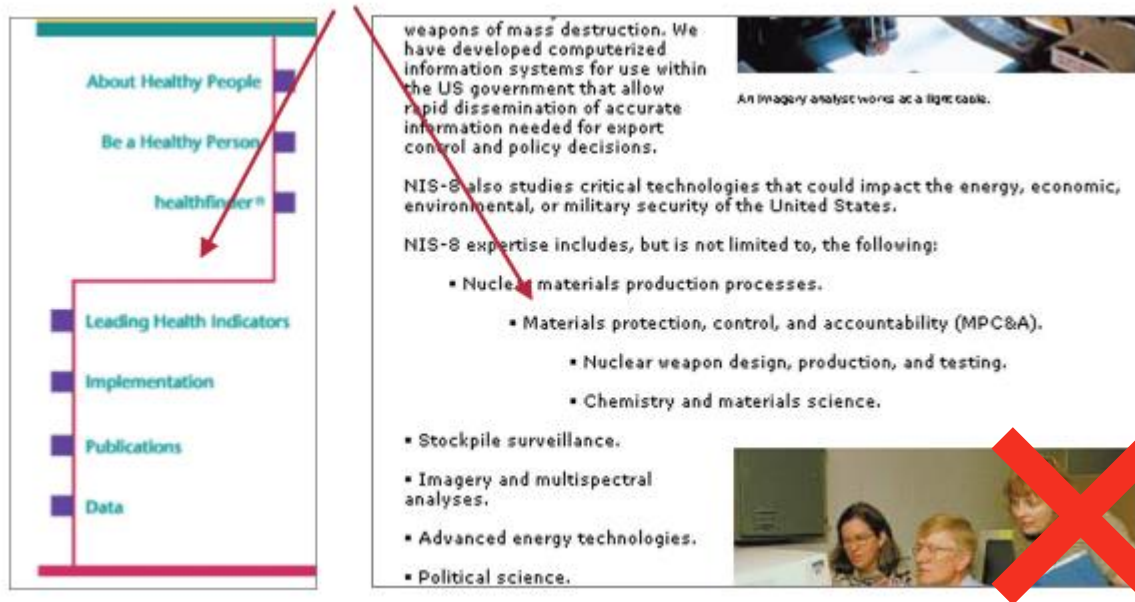
When web page layouts are fixed either to the left or centered, much of the available screen space is not used. It is best to take advantage of as much of the screen space as possible because this will help move more information above the fold.

175% of resolution scale   33% of resolution scale
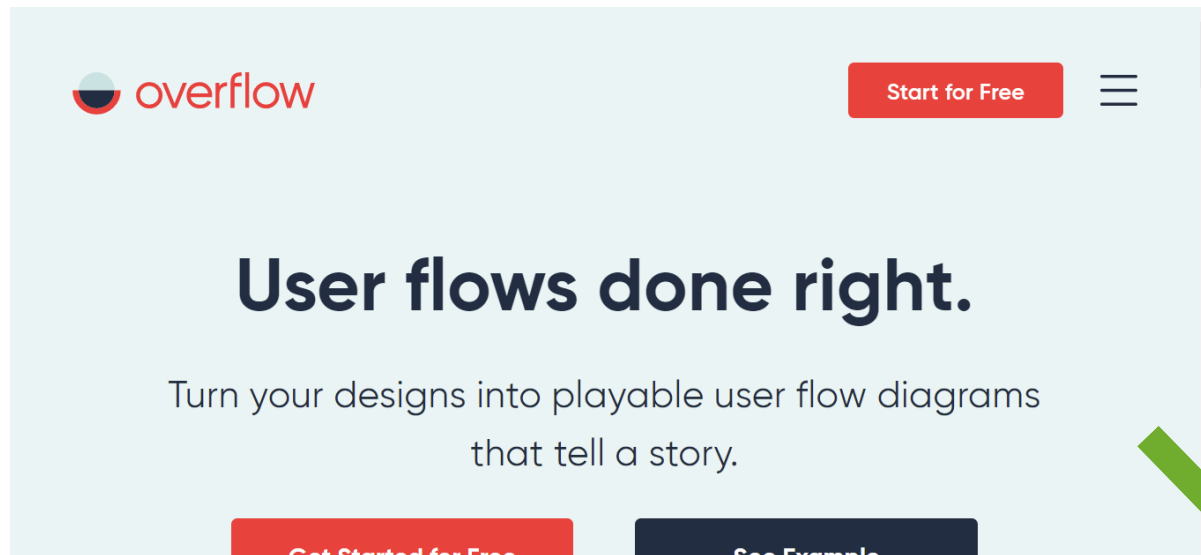
https://overflow.io/
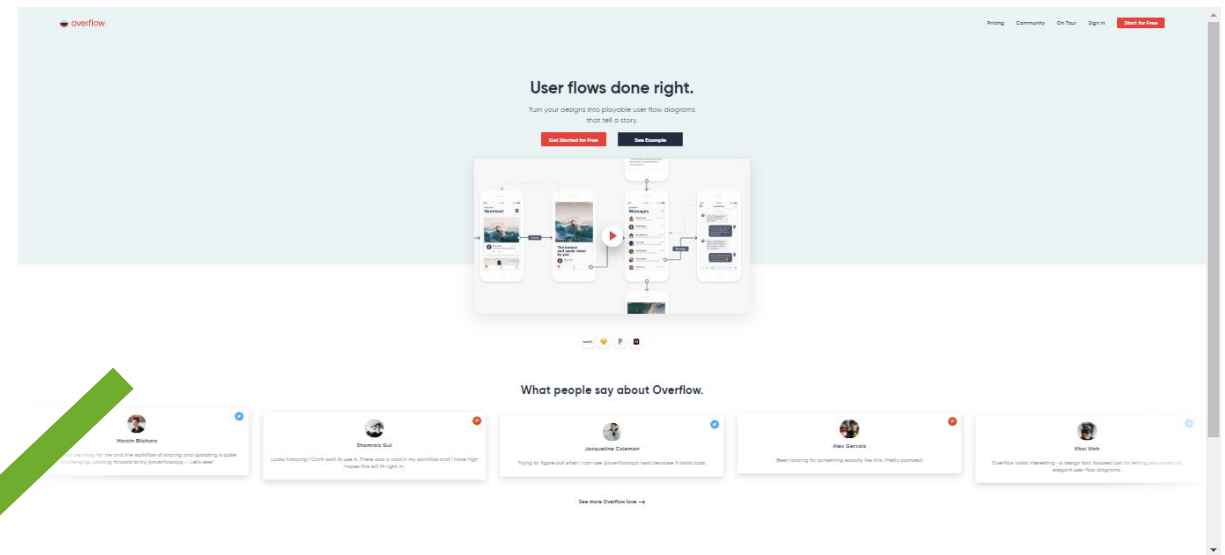
Navigation

Navigation refers to the method used to find information within a Web site. A navigation page is used primarily to help users locate and link to destination pages. A Web site's navigation scheme should allow users to find and access information effectively.

Sections:

1. Provide Navigational Options

2. Differentiate and Group Navigation Elements

3. Use a Clickable 'List of Contents' on Long Pages

4. Provide Feedback on User's Location

5. Use Appropriate Menu Types
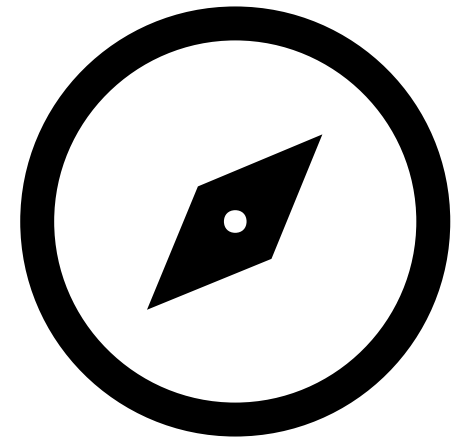
When creating links that open new browser windows, ensure that the 'Back' button is still available, and that the new window is setup to return the user to the original browser window. Website should eliminate forcing user to use browser tools to navigate. It must have its own ones.

https://www.aoc.gov/

https://www.atterley.com/
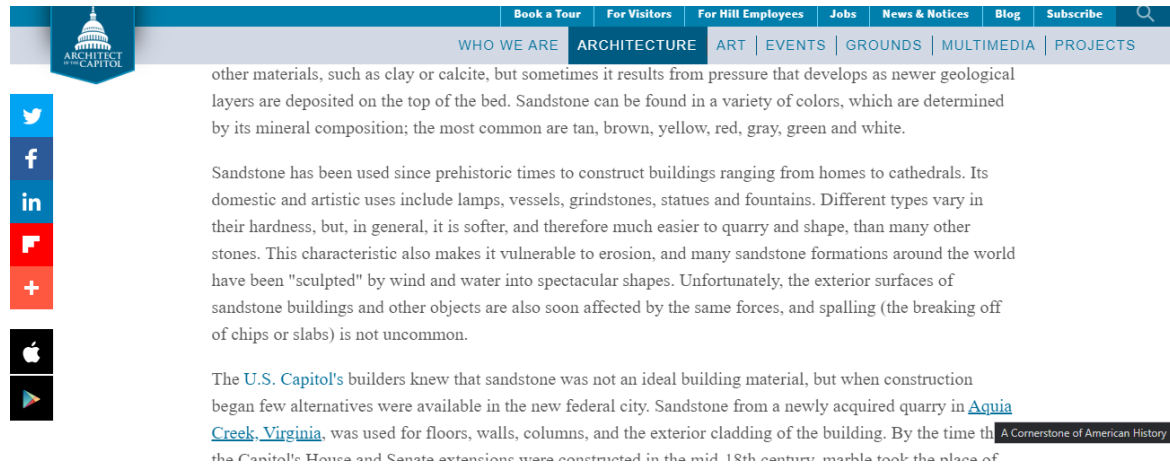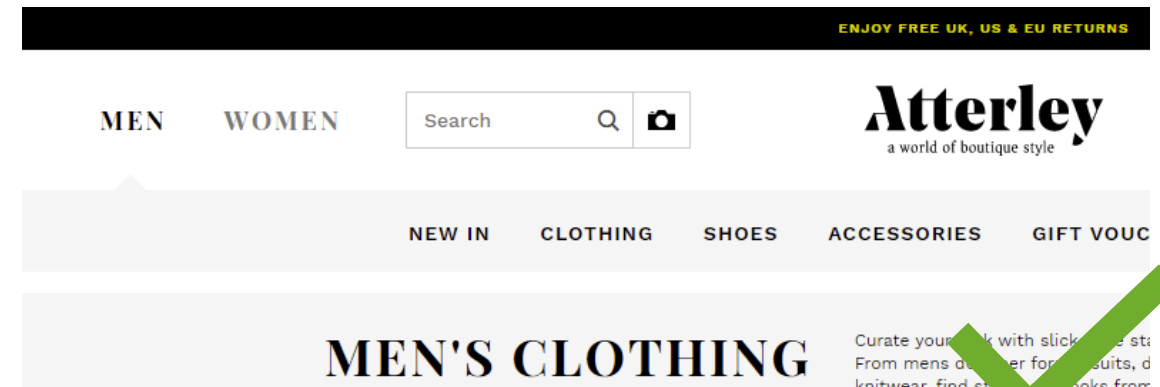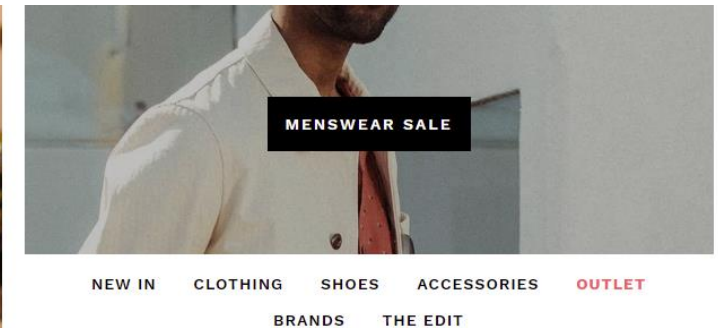
Designers should group and place navigational elements (like menu) consistently throughout the website. Maintain expected conventions, such as left or right hand navigations.

Homepage

Subpage

https://www.mha.gov.in/

https://www.gov.uk/

For bigger, complex pages with multiple content sections, create a short and clickable list of the sections at the top of the page. These are often called 'Anchors.' Anchors provide a preview of the content, so users can determine if the page contains the desired information

https://en.wikipedia.org/wiki/Sigma

https://www.cancer.gov/contact/emergency-preparedness/coronavirus
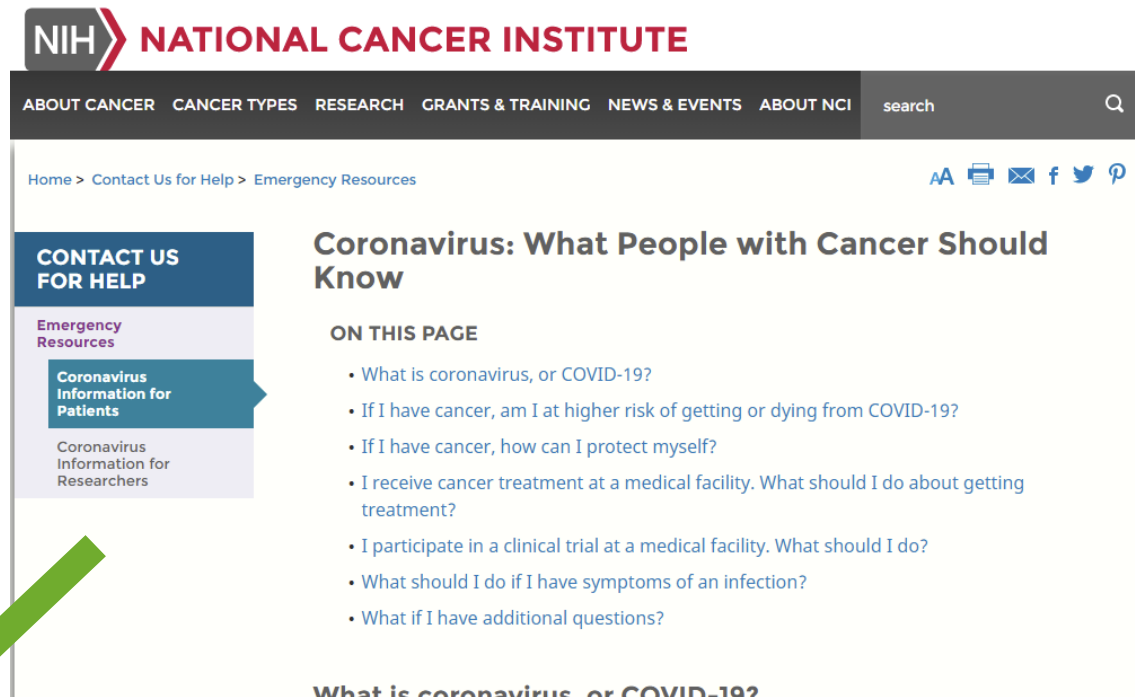
Feedback provides users with the information they need to understand where they are within the Web site, and for proceeding to the next activity.

https://www.niams.nih.gov/health-topics

Use Appropriate Menu Types
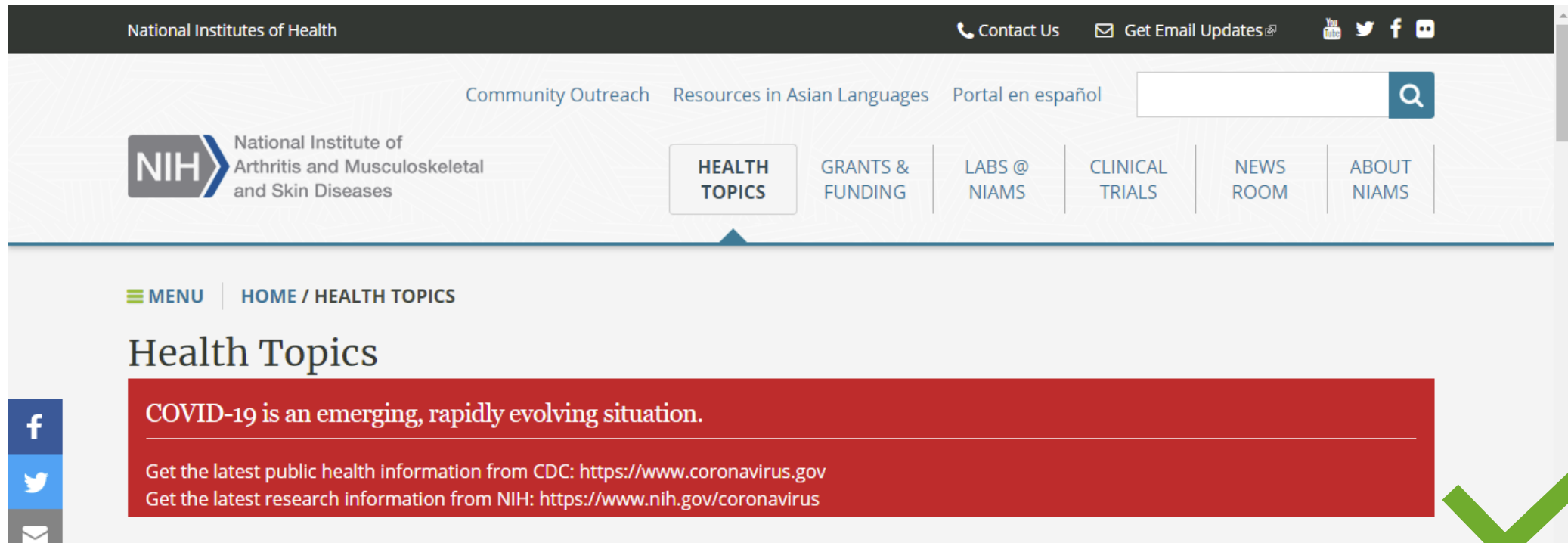
Most Web sites use familiar 'sequential' menus that require items to be selected from a series of menus. Simultaneous menus display choices from multiple levels in the menu hierarchy, providing users with the ability to make choices from the menu in any order.

https://eportugal.gov.pt/

https://www.sns.gov.pt/
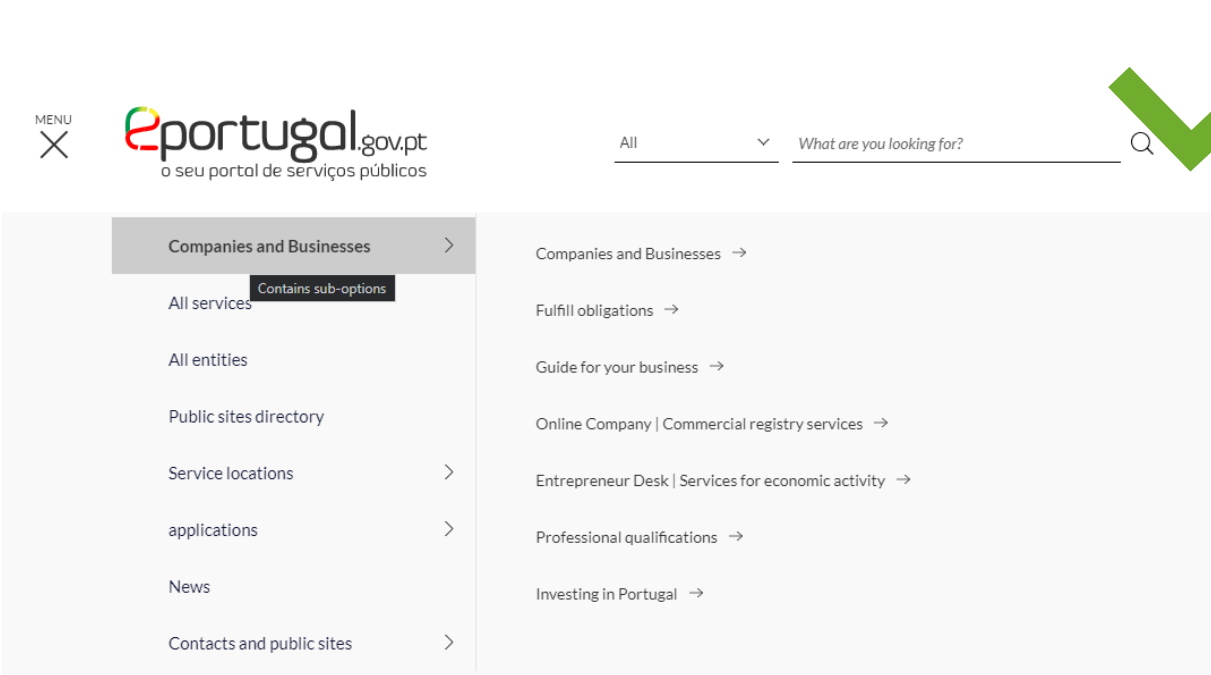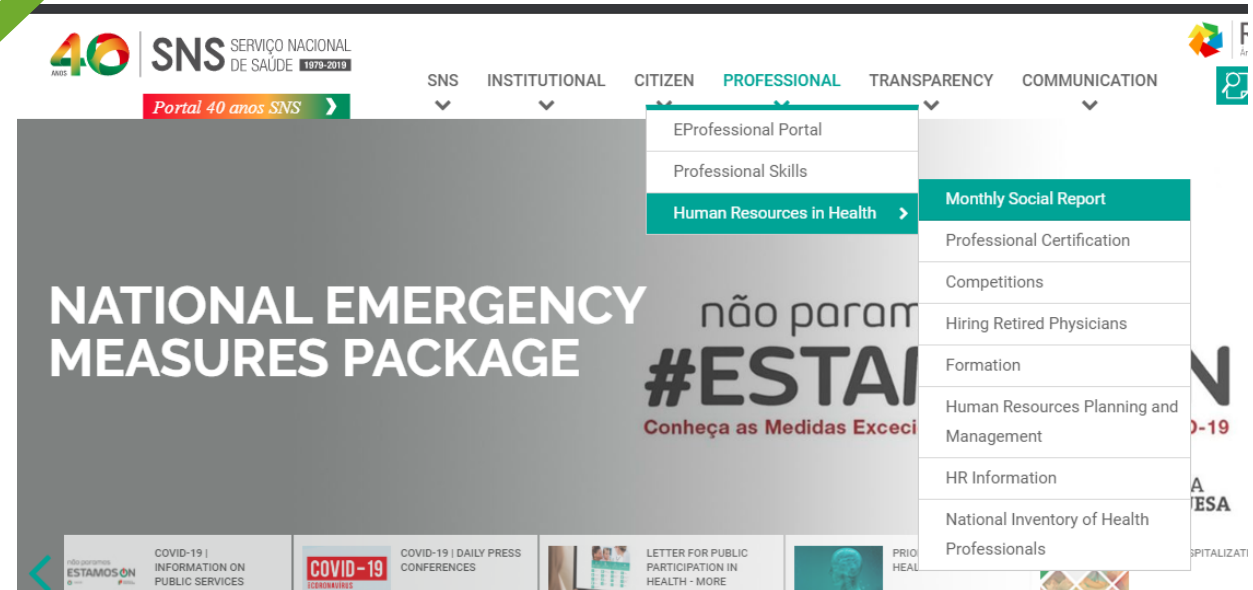
Text Appearance

There are some issues related to text characteristics that can help ensure communication with users such as using 12-points of familiar font. Using black text on plain, high-contrast backgrounds and background colors to help users understand the grouping of related information.

Sections:

1. Use Black Text on Plain, High-Contrast Backgrounds

2. Format Common Items Consistently

3. Use Attention-Attracting Features when Appropriate

4. Use Familiar Fonts

5. Use at Least 12-Point Font
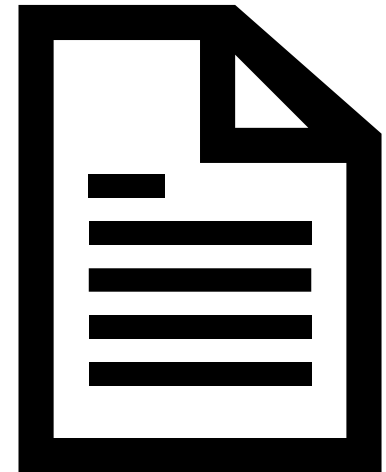
Use Black Text on Plain, High-Contrast Backgrounds

Black text on a plain background elicited reliably faster reading performance than on a medium-textured background.

When compared to reading light text on a dark background, people read black text on a white background up to thirty-two percent faster.

https://guidelines.usability.gov/images/hhs_image_lib/11_01_bad_example.png?1500337782

http://www.pnwx.com/

Format Common Items Consistently
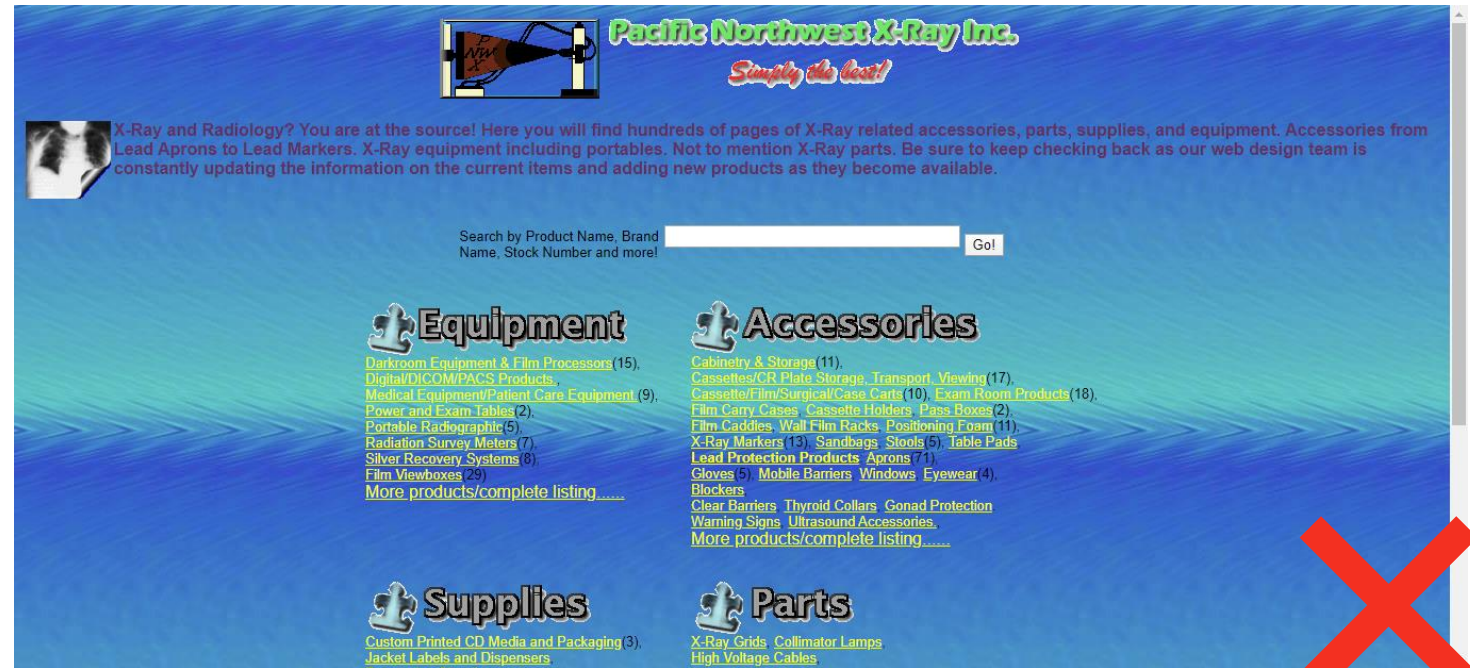
The formatting convention chosen should be familiar to users. For example, telephone numbers should be consistently punctuated (800-555-121), and time records might be consistently punctuated with colons (DD/MM/YYYY).

https://www.drupal.org/project/rooms/issues/1616822

Draw attention to specific parts of a Web page with the appropriate (but limited) use of moving or animated objects, size differential between items, images, brightly-colored items, and varying font characteristics.

The pictures that serves as an attention getting feature to the accompanying stories

https://edition.cnn.com/world
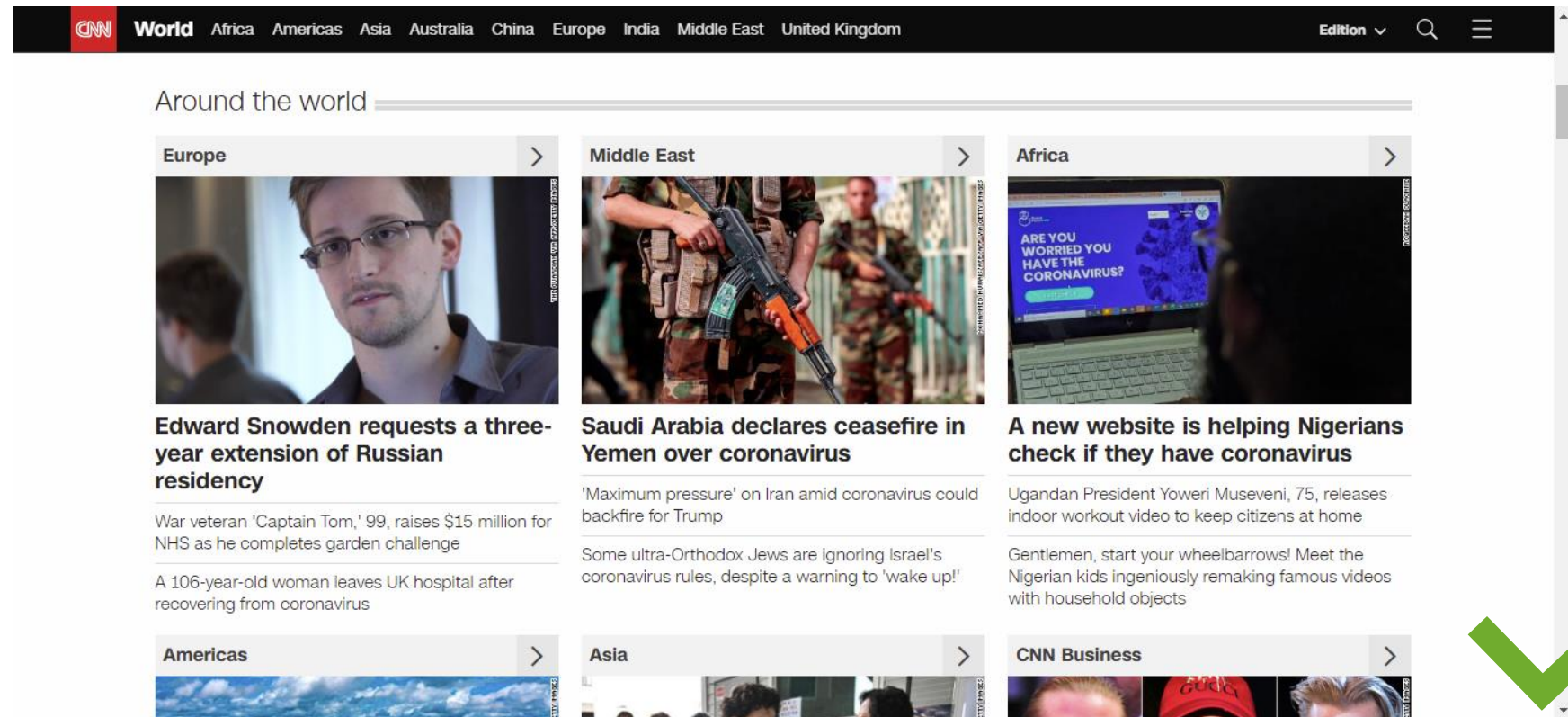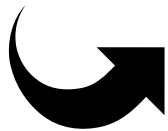
Research shows no reliable differences in reading speed or user preferences for twelve point Times New Roman or Georgia (serif fonts), or Arial, Helvetica, or Verdana (sans serif fonts).

http://www.irishwrecksonline.net/

https://mednat.news/

Many users return to the homepage to begin a new task or to start a task over again. Create an easy and a way for users to quickly return to the homepage of the Web site from any point in the site.

Macintosh 72dpi assumed	PC-Small 96dpi assumed	PC-Large 120dpi assumed
This passage shows the relative sizes of default (size=3) text on different computers using the browser's default (12-point) font setting	This passage shows the relative sizes of default (size=3) text on different computers using the browser's default (12-point) font settings	This passage shows the relative sizes of default (size=3) text on different computers

Examples of cross-platform text-size differences generated on a variety of browsers and platforms by using HTML text in a one-cell table with a width of 100 pixels.

https://guidelines.usability.gov/guidelines/113

Content Organization
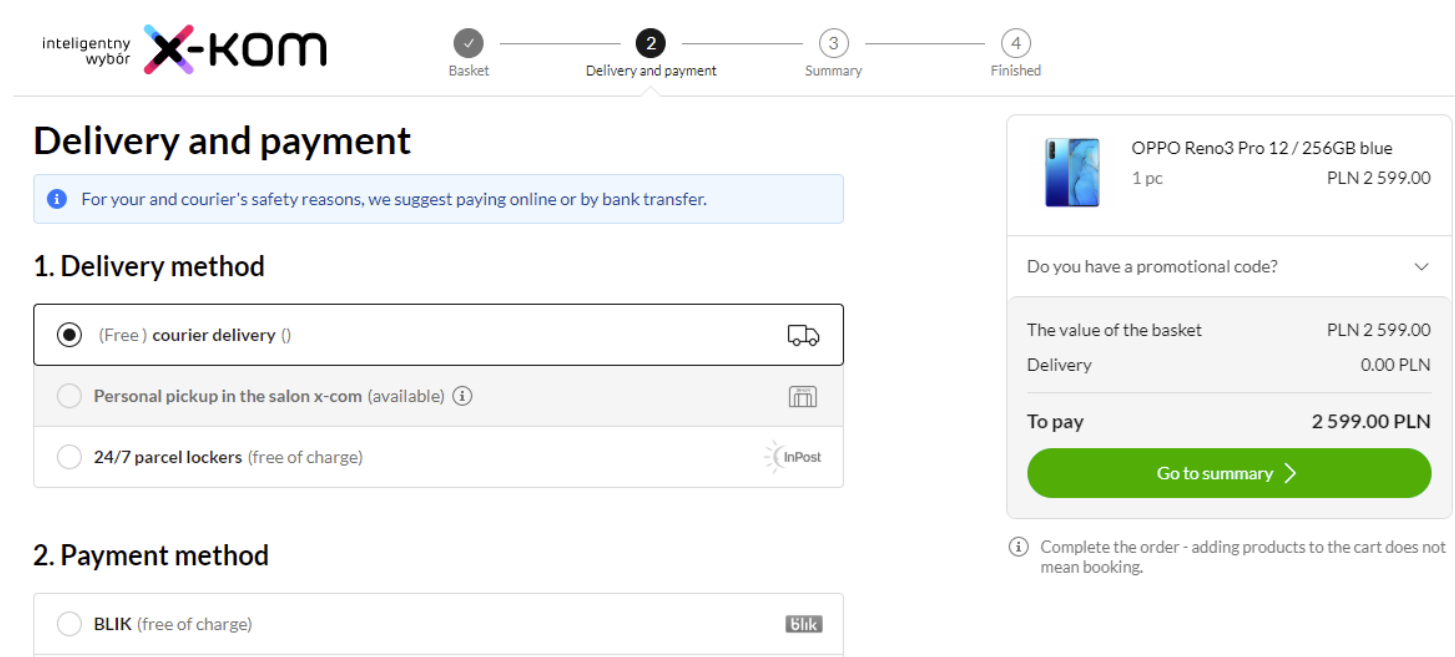
After ensuring that content is useful, well-written, and in a format that is suitable for the Web, it is important to ensure that the information is clearly organized. In some cases, the content on a site can be organized in multiple ways to accommodate multiple audiences.

Sections:

1. Organization Information Clearly
2. Clearly Ensure that Necessary Information is Displayed
3. Group Related Elements
4. Minimize the Number of Clicks or Pages
5. Display Only Necessary Information
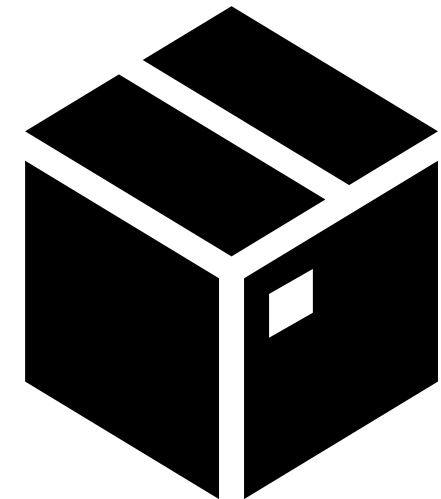
Pages should present information in a structure that reflects user needs and the site's goals. Information should be well-organized at the Web site level, page level, and paragraph or list level. It will provide users with understanding the nature of the site's organizational relationships and will support users in locating information efficiently.

https://www.x-kom.pl/

Users should not have to remember data from one page to the next or when scrolling from one screenful to the next. Heading information should be retained when users scroll data tables, or repeated often enough so that header information can be seen on each screenful.

https://www.worldometers.info/

https://data.worldbank.org/indicator/en.atm.pm25.mc.m3

All information related to one topic should be grouped together. This minimizes the need for users to search or scan the site for related information.

https://www.embassypages.com/portugal-embassy-warsaw-poland

http://www.dirco.gov.za/warsaw/

Provide critical information as close to the homepage as possible. Important information should be available within two or three clicks - the greater the number of clicks, the greater the likelihood that users will make incorrect choices.

One click

Display Only Necessary Information

Do not overload pages or interactions with extraneous information. Displaying too much information may confuse users and hinder assimilation of needed information

https://www.accuweather.com/