



Design of user interfaces

Gestalt principles

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1. Gestalt principles

1.1 Assignment

The assignment of this task is to analyze the use of Gestalt principles in an interface.

Our task is to choose an interface and argument the Gestalt principles in it.

1.2 Chosen interface

I chose an interface of internet portal of Czech main newspaper called iDnes ("Dnes" is translated as "Today"). The interface of its home page can be seen on Figures 1.1 and 1.2.

In following parts of document I will examine the interface from Gestalt principles point of view.

The screenshot shows the iDnes.cz homepage. At the top, there is a navigation bar with the iDnes.cz logo, a date bar (Středa 7. listopadu 2018), and a user profile icon. Below the navigation bar is a red banner with the text "SVĚTLU VŠTRČ" and "6. DÍL SLEDOVAT". The main content area features a large article titled "Do lodi teče, všichni k pumpám, říká o situaci v ČSSD Michal Hašek" with a video player showing a man speaking. To the right of the main article is a weather forecast section for Dnes, Zítra, Pozitří, and Sobota, along with a map of the Czech Republic. Below the weather forecast is a section titled "Nejnovější" (Latest) with a list of news items. At the bottom of the page, there are several smaller news items, including "Indický herec obvinil kavárnu v Praze z rasismu" and "Neschopenky budou elektronicky a nově jen se dvěma díly, schválila vláda".

iDNES.cz SVĚTLU VŠTRČ 6. DÍL SLEDOVAT Středa 7. listopadu 2018 Saskie | Přihlásit Před 100 lety

Do lodi teče, všichni k pumpám, říká o situaci v ČSSD Michal Hašek

PŘÍMÝ PŘENOS

Odražila se opravdu sociální demokracie ode dna, jak říkal po volbách předseda Hamáček? Jak vzpomíná na Lánský puč? A plánuje návrat do vysoké politiky? Na tyto a další otázky odpovídá v pořadu...

Nejnovější ☒ zobrazovat sport

- 12:56 RECENZE: Cukrkandlový Louskáček s Mirrenovou je přezdobená poutová cetka
- 12:54 Místostarostku zranil výbuch poslední den ve funkci. Těšila se na klid
- 12:50 Žena ve francouzské nemocnici hrozila atentátem, policie ji zadržela
- 12:50 V Prachaticích se lidé rozloučili s vojákem, který padl v Afghánistánu
- 12:49 Česko nepřistoupí ke globálnímu paktu o migraci, Babiš se neobává izolace

Další dnešní články (124)

Lidé Česka

PALÍRNÍK: Kvůli vlastnímu gínu jsem prodal i dům, ostatní mě měli za snílka

Indický herec obvinil kavárnu v Praze z rasismu. Nedorozumění, hájí se podnik

Indický komik Vir Das, který se proslavil v Bollywoodu, obvinil na Twitteru pražskou kavárnu...

Neschopenky budou elektronicky a nově jen se dvěma díly, schválila vláda

Lékaři budou muset už v průběhu příštího roku vyplňovat neschopenky elektronicky. Důležitá c

Obří sesun půdy: řidič

Ruská přepadová stíhačka

Figure 1.1: iDnes - homepage. Source: <https://www.idnes.cz/>

If we take a look on the iDnes page, Proximity principle can be found for example in top Menu bar that shows links to sections or section "Nejnovější" (Newest) in top right corner (Fig. 1.1).

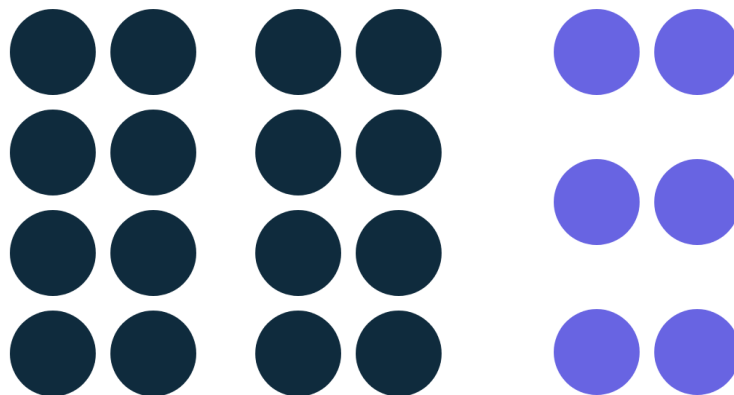


Figure 1.3: Gestalt - Proximity. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>

1.2.2 Common region

Similarly to the Proximity principle, elements placed within the same region are perceived as grouped [1] (example in Fig. 1.4). This can be seen on iDnes page scrolled down (Fig. 1.2), where news are divided to regions as "Zprávy", "Sport", etc., which makes it easy to recognise, which article belongs to which section.

1.2.3 Similarity

Elements sharing similar visual characteristics are perceived to be more related than those not sharing similar characteristics [1]. Example of how similarity affects perception is in Figure 1.5. On the iDnes page, this can be found on top right corner of Fig. 1.1, where is the weather forecast. Page shows forecast for 4 days, each one with one image, that are similar.

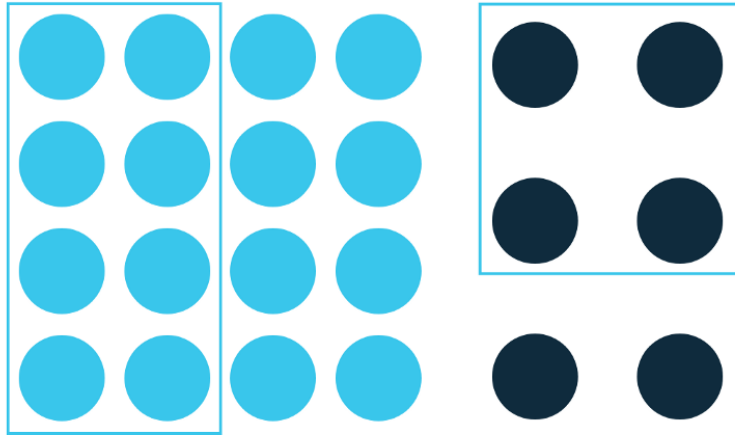


Figure 1.4: Gestalt - Common region. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>

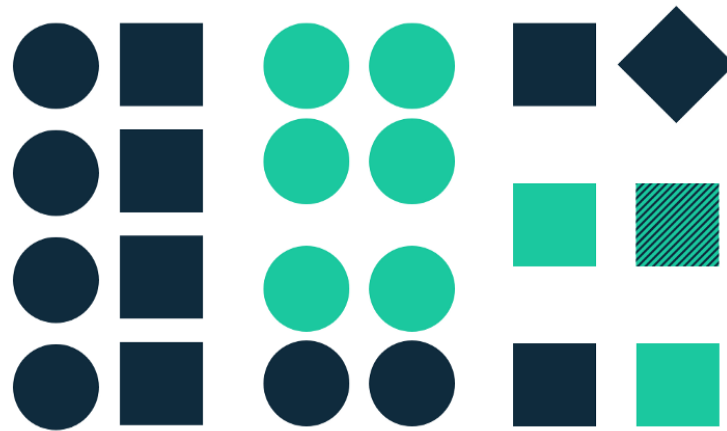


Figure 1.5: Gestalt - Similarity. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>

1.2.4 Continuity

Elements arranged in a line or a soft curve are perceived to be more related than those arranged randomly or in a harsh line [1], as can be seen in Fig. 1.6.

Example of continuity principle can be seen on both Figures 1.1 and 1.2, as the Menu bar arranges the links to sections in one line.

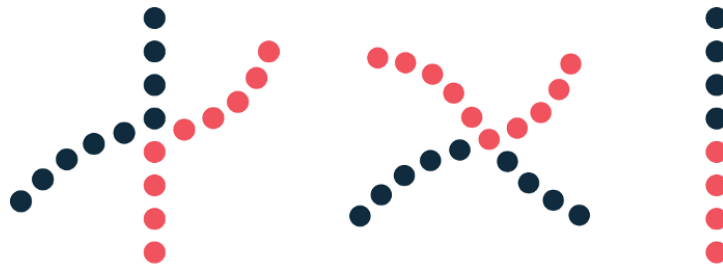


Figure 1.6: Gestalt - Continuity. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>

1.2.5 Closure

A group of elements are often perceived to be a single recognisable form or figure [1]. The Closure also occurs when an object is incomplete, or parts of it are not enclosed (Fig. 1.7). This Gestalt principle is not used on iDnes page.

1.2.6 Symmetry

Symmetrical elements tend to be perceived as belonging together regardless of their distance, giving us a feeling of solidity and order [1], as presented in Figure 1.8.

On the iDnes news page (after scroll down, Fig. 1.2), there are two columns that divide the sections of news, so the page looks symmetrical



Figure 1.7: Gestalt - Closure. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>



Figure 1.8: Gestalt - Symmetry. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>

1.2.7 Common fate

Elements moving towards the same direction are perceived as more related than those moving in different directions, or not moving at all [1]. Example can be seen on Figure 1.9. Since iDnes portal is static webpage, there are no moving elements, so this principle is not present.



Figure 1.9: Gestalt - Common fate. Source:
<https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>

1.3 Conclusion

I would say that the page iDnes in overall meets the Gestalt principles and provides very good user experience.

Bibliography

- [1] Gkogka, E., Gestalt principles in UI design, Muzli <https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965>, 2018