

WiU

Web interface & Usability



Lec 3 Review

Interface
Information Architecture
Navigation



INTERFACE

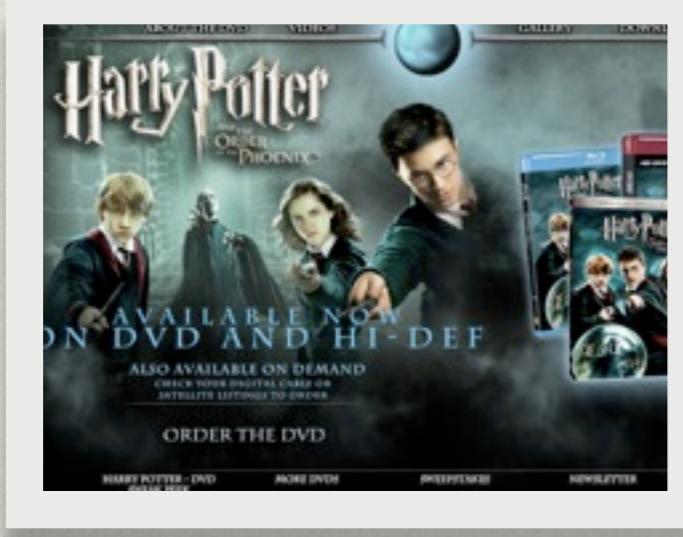
What is it?

It's the part of a resource or system
with which the user interacts

INTERFACE

3 Types of Interfaces (Ui's)

Promotional



Tool/Technology

A screenshot of the Kelley Blue Book website. The header reads "Kelley Blue Book THE TRUSTED RESOURCE". The main menu includes "Home", "New Cars", "Used Cars", and "Research & Explore". A sidebar on the right lists categories like "Used", "Search", "Search by Category", and "Search by Make & Model". The central content area shows search filters for "New Car Pricing" and "Search by Category" (e.g., Sedan, Coupe, Convertible, Hatchback). Buttons for "GO" and "SEARCH" are visible.

Educational



to promote

to acquire

to learn

INFORMATION ARCHITECTURE

Creating Non-Linear Storylines

users paths dictate the story line

design the UI to promote user choices that are consistent with the story line (wizards)

provide doorways (links) to relative content

make the first choice Obvious

INFORMATION ARCHITECTURE

Organizing the Information “Space”

List of Objects

emails, images, songs

List of Actions

browse, buy, register, view

List of Subject Categories

health, science, technology

List of Tools

calendar, address book, sub applications

COURSE REVIEW

Design Patterns > Info Arch > Two Panel Selector

what -

2 panels side-by-side

when to use -

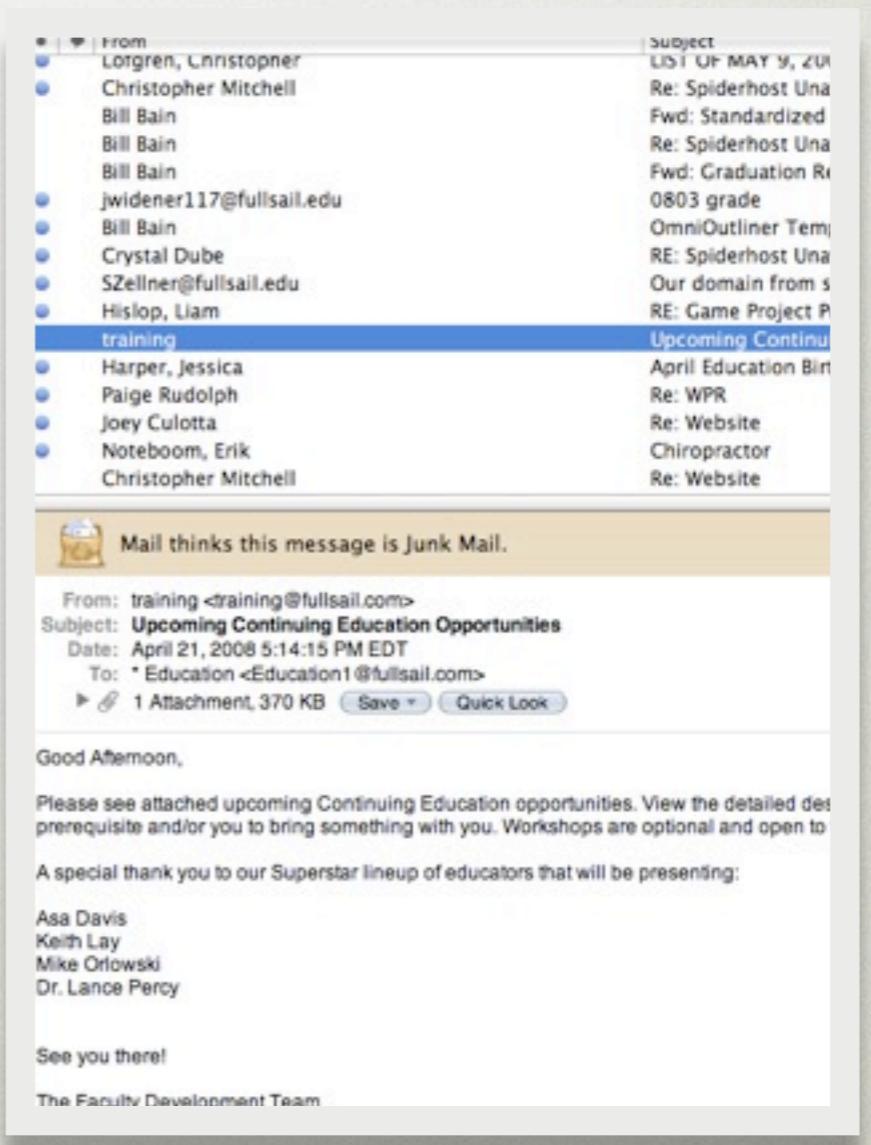
present a list of objects, categories, actions

why -

reduces physical effort & memory load
less change = less to remember

how -

selectable list - top or left (visual flow)
details panel - below or right



COURSE REVIEW

Design Patterns > Info Arch > One Window Drill-Down

what -

single window replace contents completely

when to use -

content can be arranged hierarchly
devices without mice - 2 panel hard to nav

why -

*most common pattern for websites

how -

incorporate all content onto one page
breadcrumbs to represent where user is



COURSE REVIEW

Design Patterns > Info Arch > Wizards

what -

lead the user step-by-step
reveal content in predetermined order

when to use -

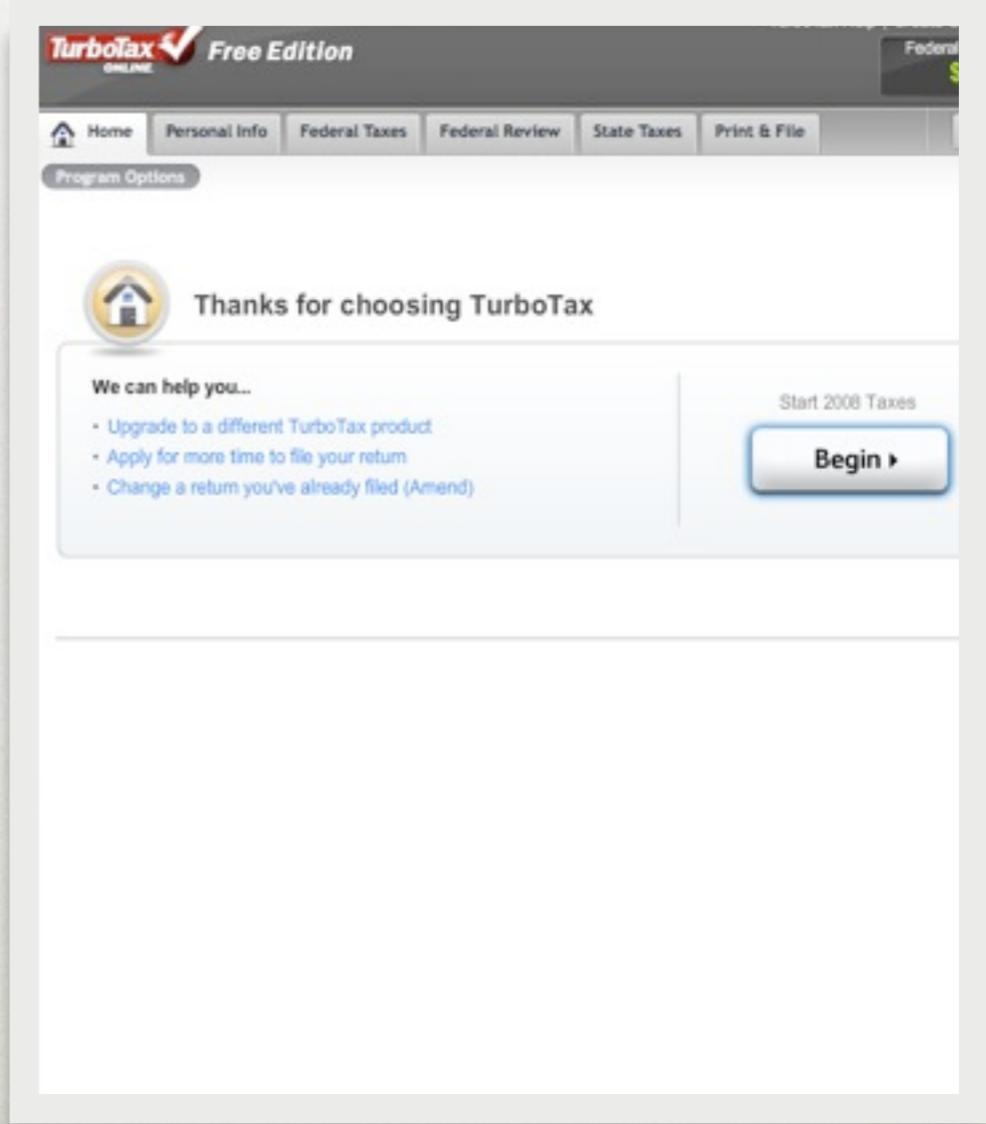
long tasks with downstream choices

why -

to simplify a task

how -

split task into steps at decision points
utilize “back” and “next” steps in each UI



NAVIGATION

How we Navigate

Scanning -

Sign Posts -

Wayfinding -

* *Users rarely look at navigation when they first encounter a design*

COURSE REVIEW

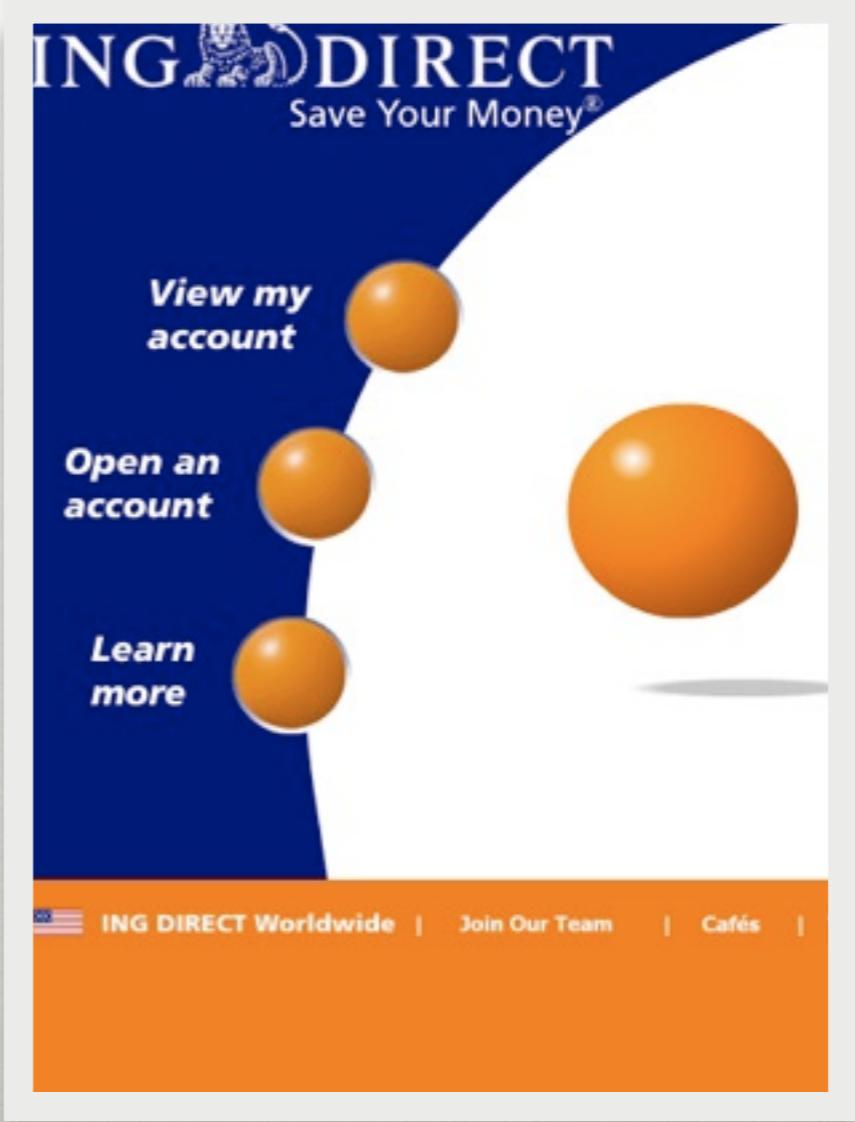
Design Patterns > Navigation > Clear Entry Points

what -
provide task oriented entry points in UI

when to use -
designing a task based application
users are first time users

why -
to make the UI's purpose self explanatory

how -
entry points proportional to importance



COURSE REVIEW

Design Patterns > Navigation > Hub & Spoke

what -

isolate sections into mini-applications
each with one-way-in & one-way-out

when to use -

UI contains several tasks or tools

why -

allows users to focus on one task at a time

how -

arrange icons as links to sub apps on hub
spoke contains actions & link back to hub



COURSE REVIEW

Design Patterns > Navigation > Pyramid

what -

link sequence pages with back/next links
main page has links to all sequence pages

when to use -

UI has pages that are viewed in order

why -

chaining reduces clicks back to main page

how -

back, next, up links on each page
place these links in same spot per page

PS

Getting started / Resources

Adobe Video Workshop

The Adobe Creative Suite 3 Video Workshop offers over 100 video lessons covering a wide range of subjects for print, video, and web professionals.

You can use the Adobe Video Workshop to learn about any one of the Creative Suite 3 product. Many videos show you how to use individual products together.

[View full size graphic](#)



When you start the Adobe Video Workshop, you choose a product to learn about. You can then browse through the available lessons or search for specific topics.

COURSE REVIEW

Design Patterns > Navigation > Breadcrumb

what -

show parent pages proceeding current

when to use -

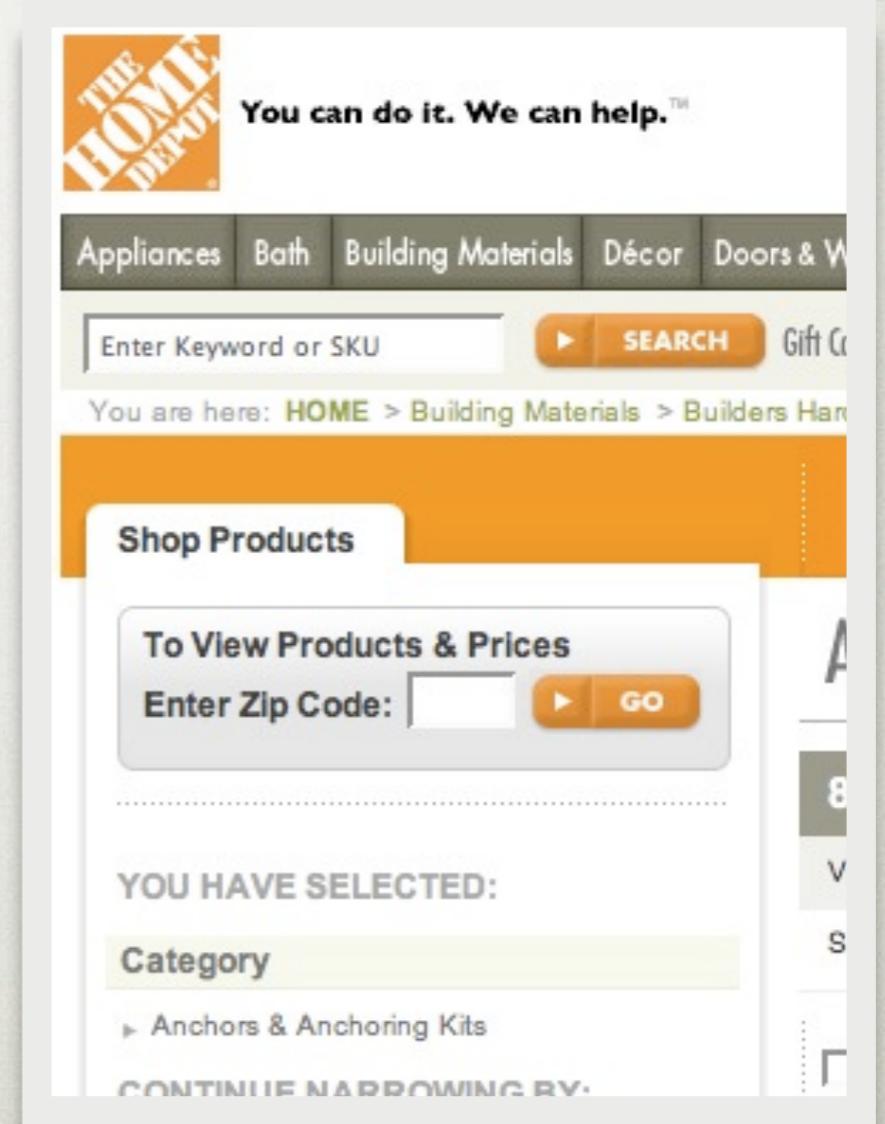
site has a tree structure - drill-downs

why -

help users understand where they are

how -

near top of page place inline links to levels
start with top level then deeper levels
separate each link visually - right arrows



Page Layout

The part of graphic design that deals with the arrangement and style treatment of elements(content) on a page.



PAGE LAYOUT

Aesthetics

How appealing is the interface?

Is it pleasing to look at and use?

Does it supports users mental models
of how it should work or behave?

PAGE LAYOUT

Visual Hierarchy

larger fonts top left = most important content

white space creates visual separation of hierarchies

group “like things” together - lines, boxes, color bars

Users should be able to understand the information
based on its layout



注目の特集

ハウススタイリングについて
ハウススタイリングは通販ディノスのオンラインインテリアショップです。

dinos

アイテムから選ぶ

- ▶ チェア
- ▶ テーブル
- ▶ デスク
- ▶ ソファ
- ▶ ベッド
- ▶ ファブリック
- ▶ チェスト
- ▶ シェルフ
- ▶ TVボード
- ▶ キッチン
- ▶ 雑貨

カタログをご利用の方



- ▶ カタログ商品を申し込む

カタログ掲載の商品番号から
オンラインでお申し込み



- ▶ カタログ
限定情報

カタログをご覧の方のための
便利なインデックス

TOKYO STYLE

20th Anniversary

クリエイターやトレンドセッターたちのリアル
ライフを切りとった、TOKYO STYLE。



▶ TOKYO STYLE とは? | ▶ TOKYO STYLEコーディネート例

TOKYO STYLEのスタイリングは、
「ふだんの生活で使ってほしい」が大前提 —— Art Director 友近百合映さん

創刊20号を迎えたカタログ「ハウススタイリング」。
この秋発刊したハウススタイリングVOL.20には「TOKYO STYLE」という企画があります。現在進行形の東京で暮らすクリエイターやトレンドセッターたちの生活をテーマに部屋をスタイリング。その家具、雑貨、そしてライフスタイルをみなさん提案しようという願いが込められたページです。

「『TOKYOSTYLE』のスタイリングには『ふだんの生活で使ってほしい』という希望が大前提としてあります」

ハウススタイリングの創刊以来、すべてのスタイリングを担当しているアートディレクターの友近百合映さんはそう語ってくれました。

言葉通り「TOKYOSTYLE」で提案している部屋の写真は、決して現実離れしているわけではありません。よく見ると、みなさんの自宅のインテリアにも参考になる部分がいろいろあるのです。

▶ TOKYO STYLEコーディネート例



Yurie Tomochika
友近百合映

東京都出身。武蔵野美術大学卒業。インテリア編集デザイナー、絵本翻訳を経て、1980年デザイン制作会社 Can do creationを設立。SPグラフィックデザインを中心に商品プランディング、ショッププロデュース、グラフィック

PAGE LAYOUT

Visual Flow

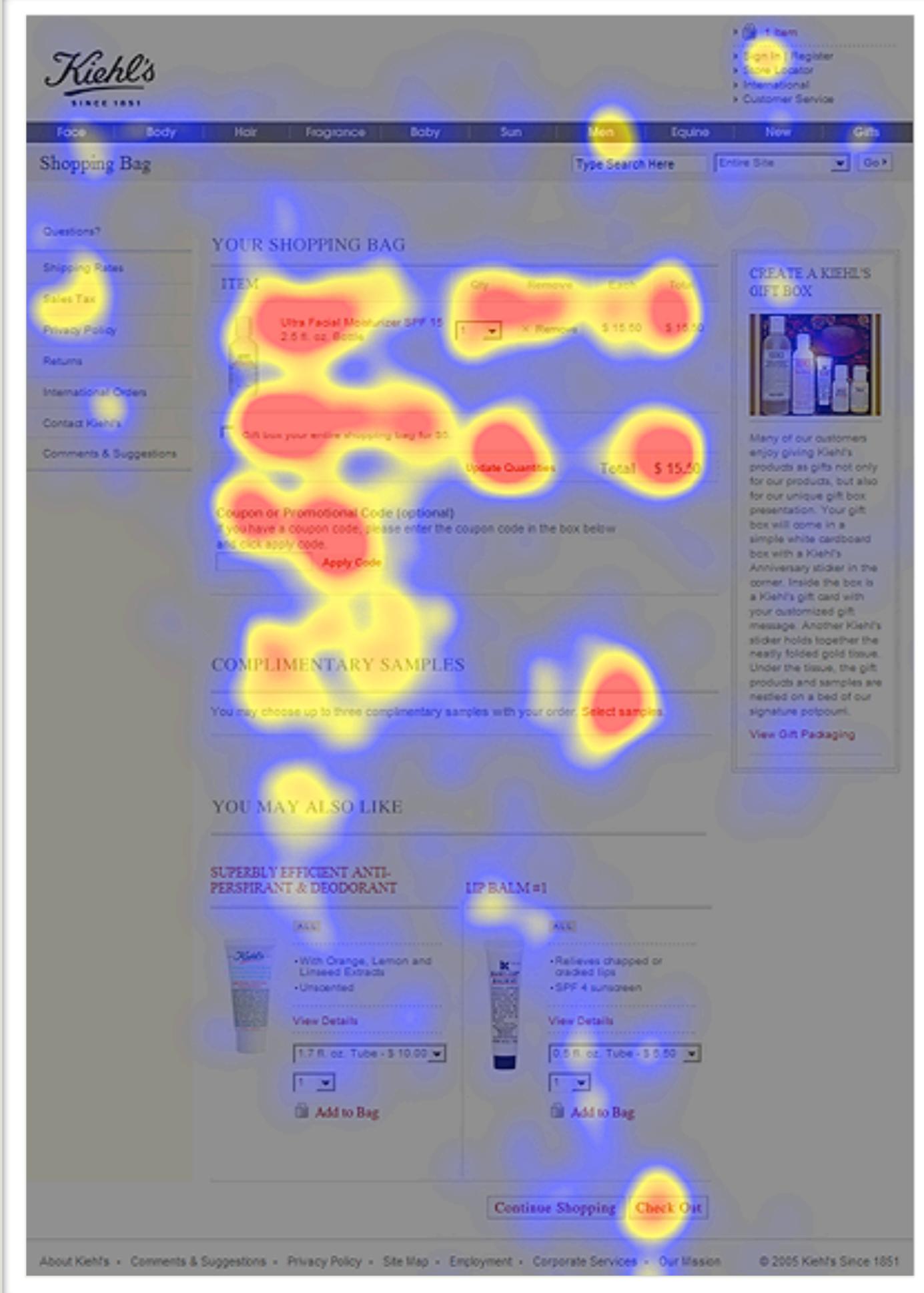
the path a users eyes take when scanning

create focal points to steer the users eyes -
most to least importance

place buttons & controls in visual line to finishing place -
save or submit

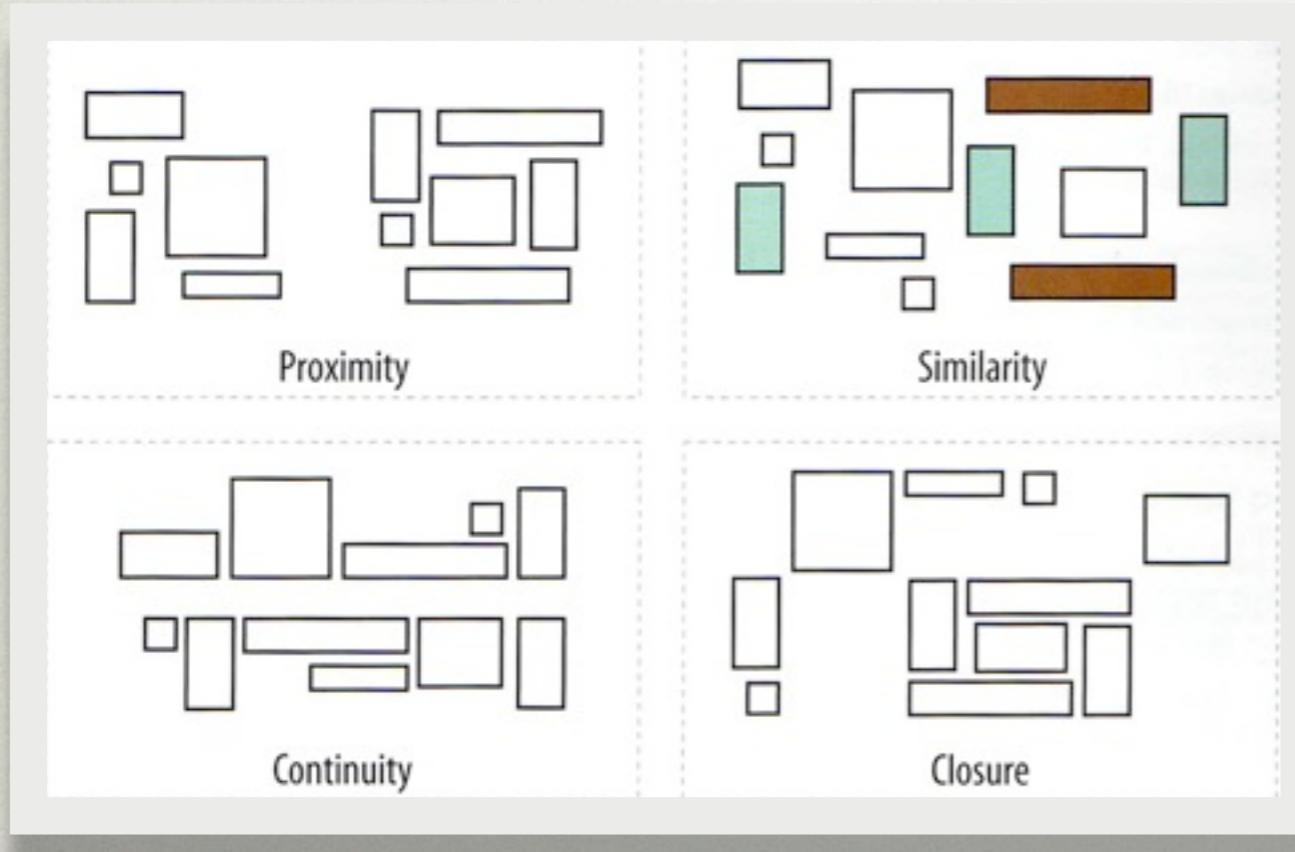
The “F” Pattern

Example of eyetracking from an e-commerce checkout process. In this shopping cart, users didn't look much at the cross-selling offers on the right, which is a common finding.



PAGE LAYOUT

Grouping & Alignment - gestalt principles



proximity
association of grouped things

similarity
association of like things

continuity
continuous line from smaller things

closure
perceived closure of grouped things

PAGE LAYOUT

Putting it all together...

The screenshot shows the SitePoint website homepage. At the top is the SitePoint logo and a search bar. Below the header is a navigation menu with links to Home, Articles, Books, Kits, Videos, Blogs, Contests, Marketplace, Forums, and Reference. The main content area features a large banner for a bushfire relief PDF sale. To the right of the banner is a section titled "Editor's Choice" with a list of articles. Further down is a "News & Trends" section with an article about blogging making money. On the far right, there are social media links for Twitter, Newsletters, and RSS, and a promotional box for the PDF sale.

sitepoint®

Home Articles Books Kits Videos Blogs Contests Marketplace Forums Reference

\$75,000 USD in the bag with two days to go – help us hit \$100,000 USD!

BLOG | Shayne Tilley (30 comments)

Our 5-for-1 PDF sale to benefit the Australian Bushfire Relief effort has been a massive success -- but we couldn't have done it without you. We'd like to thank the hundreds of people who have blogged or twittered about it. [READ MORE...](#)

Editor's Choice

- 5 for the price of 1! You'll be kicking yourself if you miss out ... (106)
- Opera Fights Back: Announces Next Gen JavaScript Engine (17)
- SitePoint Podcast #8: The Case For Web Apps (10)
- A New Image Replacement Technique: The State Scope Method (20)
- Open Thread: How to Prevent Data Loss (31)

Follow SitePoint on...

- Twitter
- Newsletters
- RSS

3 DAYS ONLY! \$29.95 value of \$150!

5 pdfs for the price of 1

order now

100% of proceeds to Australian Bush Fire Relief Fund

News & Trends

Blogging Can Make You Money, Even if Your Blog Doesn't

Josh Catone | Feb 12th, 9:52am (11 comments)

It's true that most blogs don't make money directly. It's also true, however, that a large number of bloggers make a lot of money as a result of their blogs. Which is why you should definitely be doing it. [READ MORE...](#)

Yahoo! BOSS: Now Actually Good for Google

"Your complete satisfaction is our sole ambition."

Dirk Elmendorf
RACKSPACE CO-FOUNDER

PAGE LAYOUT

Dynamic Displays

screen resolutions limit the amount of content we can put on a page

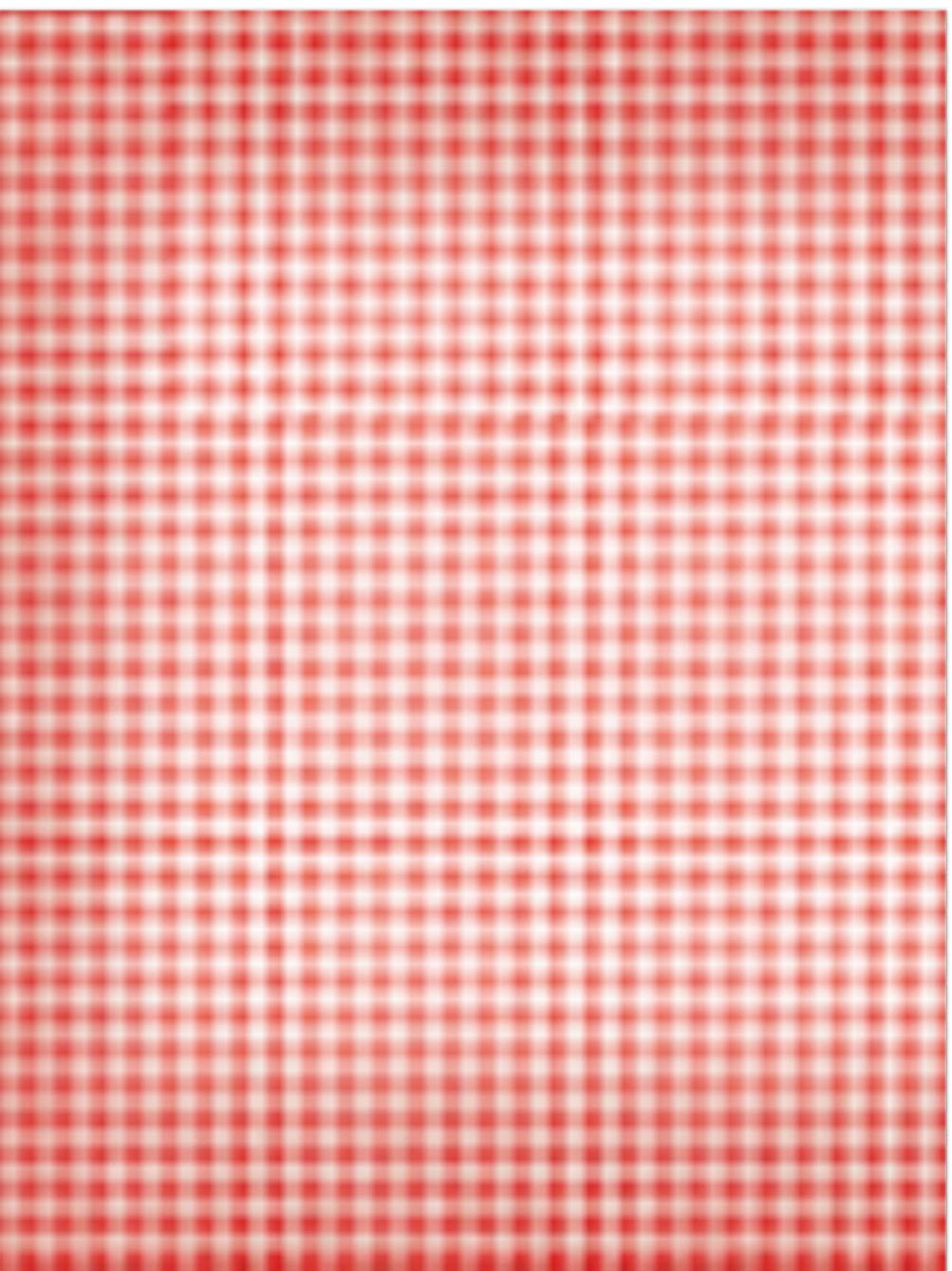
scroll bars play a vital role in displaying content of varying sizes

we can still divide up content and present it on one page
using some of todays design patterns like:

visual framework, titled sections, card stacks

Patterns

Page Layout



PATTERNS - PAGE LAYOUT

visual framework

what -

page with the same basic layout & colors
flexible for varying sized content

when to use -

pages need to look or “hang” the same

why -

to keep users and content oriented - easy

how -

each page should share same - sign posts,
nav, titled sections, gutters, alignment

The screenshot shows the homepage of A List Apart, featuring a header with navigation links for ARTICLES, TOPICS, and ABOUT, and a date of MAY 06, 2008. A badge indicates 'No. 258'. The main content area displays two articles: 'Community: From Little Things, Big Things Grow' by George Oates and 'Zebra Striping: Does it Really Help?' by Jessica Enders. Both articles include a snippet of their content and a 'Read More' link.

ARTICLES • TOPICS • ABOUT •

MAY 06, 2008

No. 258

A List apart
FOR PEOPLE WHO MAKE WEBSITES

Community: From Little Things, Big Things Grow
by GEORGE OATES

Q. What technology do you need to build the next Flickr?
A. Trick question. What you need to build the next Flickr is people. George Oates, a key member of the core team that shaped the Flickr community, shares lessons that can help you grow yours.

Zebra Striping: Does it Really Help?
by JESSICA ENDERS

Just because a design convention exists doesn't mean it works. Our field runneth over with design patterns, but is low on evidence of their utility. Jessica Enders drops some science on the widespread belief that zebra stripes aid the reader by guiding the eye along a table row.

A List Apart explores the design, development, and meaning of web content, with a special focus on web standards and best practices. Explore our articles or find out more about

PATTERNS

- PAGE LAYOUT

center stage

what -

most important part of UI is largest part

when to use -

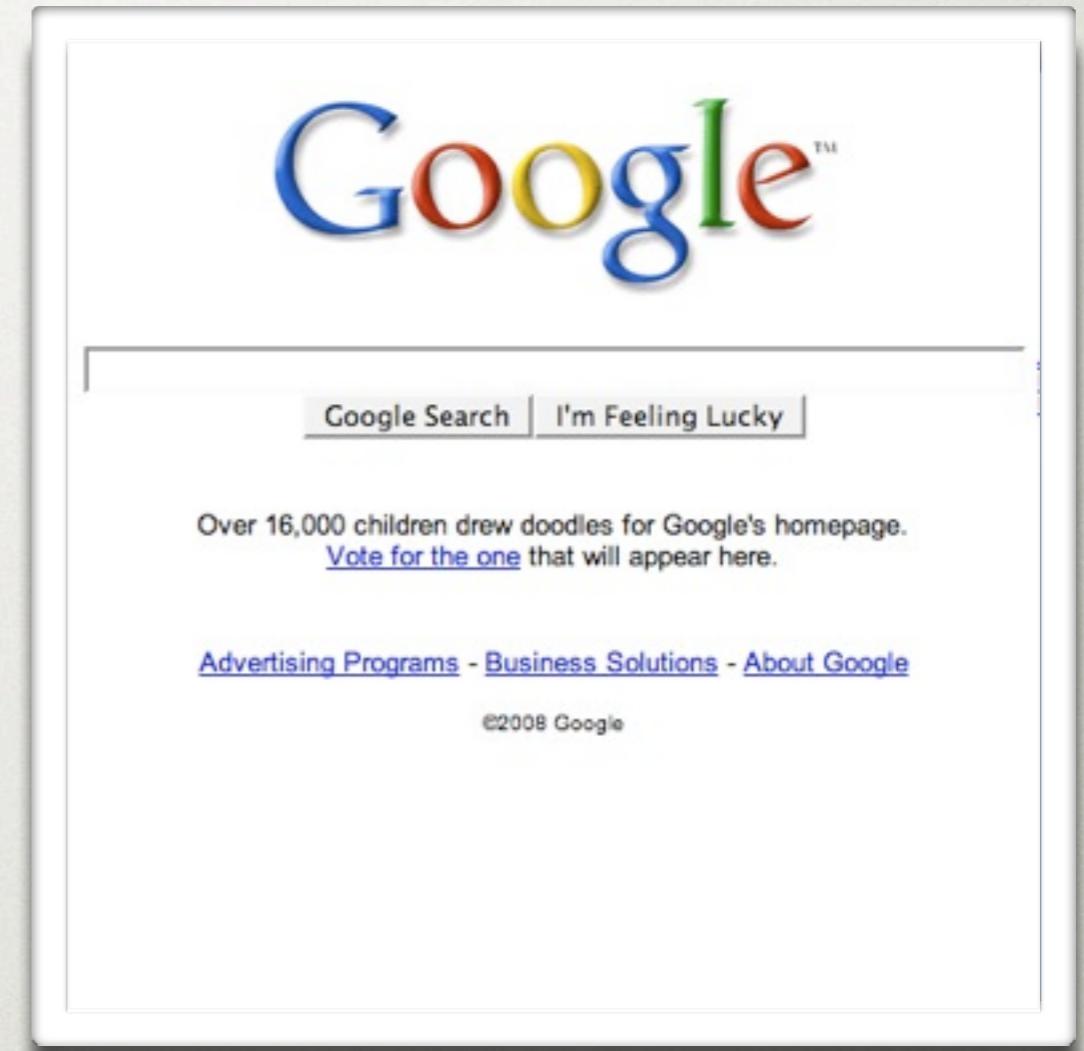
to show one set of primary information
sites, forms, graphic editors all use this

why -

guide the users eyes to a starting point
center stage establishes purpose of UI

how -

establish visual hierarchy - center stage
dominates size, color, headlines, context



PATTERNS - PAGE LAYOUT

titled sections

what -
separate content with visually strong titles

when to use -
to make large page content easy to scan

why -
to chunk information and show
separation or hierarchy within content

how -
create effective IA - then presentation
fonts that stand out - set on reverse color
WS to separate sections - box like content
card stacks, two panel, extras-on-demand all help chunk

The screenshot shows the homepage of Kelley Blue Book. At the top, there's a navigation bar with links for Home, New Cars, Used Cars, Research & Explore, News & Reviews, and Classifieds. Below the navigation is a banner with the text "Welcome to Kelley Blue Book | My KBB". The main content area is divided into several sections:

- New Car Pricing**: A section with a search bar labeled "Search by: Make & Model" and a "Search by Category" dropdown menu containing options like Sedan, Wagon, Van/Minivan, Coupe, Pickup, Luxury, Convertible, SUV, Hybrid, and Hatchback.
- Used Car Values**: A section with a search bar labeled "Search by: Year, Make & Model" and a "Search by Category" dropdown menu containing options like Sedan, Wagon, Van/Minivan, Coupe, Pickup, Luxury, Convertible, SUV, Hybrid, and Hatchback.
- Quick Links**: A section with links for Price with Options, Perfect Car Finder, Incentives & Rebates, Find a Dealer, Sell Your Car, Free Record Check, Certified Pre-Owned, and Free Insurance Quote.
- Need Help Deciding? Try our Perfect Car Finder®**: A section with a search bar labeled "Search by:" and dropdown menus for Price Range, Category, and Miles Per Gallon.
- Quick Links**: A section with links for Compare Cars, Most Researched, and Video Library.

PATTERNS - PAGE LAYOUT

card stack

what -

section content on separate panels/cards

when to use -

too much content on one page - clutter
titled sections lack adequate separation
users only need to see 1 section at a time

why -

labeled cards understandable at a glance

how -

first effective IA - short memorable titles
choose a presentation-
tabs for less than six cards
vertical tabs - acts like 2 panel selector

| SPECS | PERFORMANCE DATA | STANDARDS & OPTIONS |
|---|------------------|---------------------|
| LOA: 35' 4" Beam: 10' 8" Draft: 24" Dry Weight Less Engines: 9,260 lbs Person Capacity: 14 Fuel Capacity: 356 gallons Bridge Clearance: 9' 6" Transom Height: 30/25 Transom Deadrise: 25 degrees Average Deadrise: 41 degrees Max HP: 1050 hp Engine Options: Triple Suzuki 300, Triple Yamaha 350, Triple Mercury 300, Twin Yamaha 350 | | |

PATTERNS - PAGE LAYOUT

right/left alignment

what -
good alignments for 2 column tables

when to use -
forms with text labels in front of them
when labels should be read first

why -
creates perceptual groupings - proximity
always left align controls - right for labels
good usability - labels go above left of input

how -
right align labels to left of inputs
this works best for table based data

Enter a new shipping address.
When finished, click the "Continue" button.

Full Name:

Address Line1:
Street address, P.O. box, company name, c/o

Address Line2:
Apartment, suite, unit, building, floor, etc.

City:

State/Province/Region:

ZIP/Postal Code:

Country: United States

Phone Number:

Is this address also your billing address (the add

PATTERNS

-

PAGE LAYOUT

diagonal balance

what -

top left page elements should be balanced
with page elements in the bottom right

when to use -

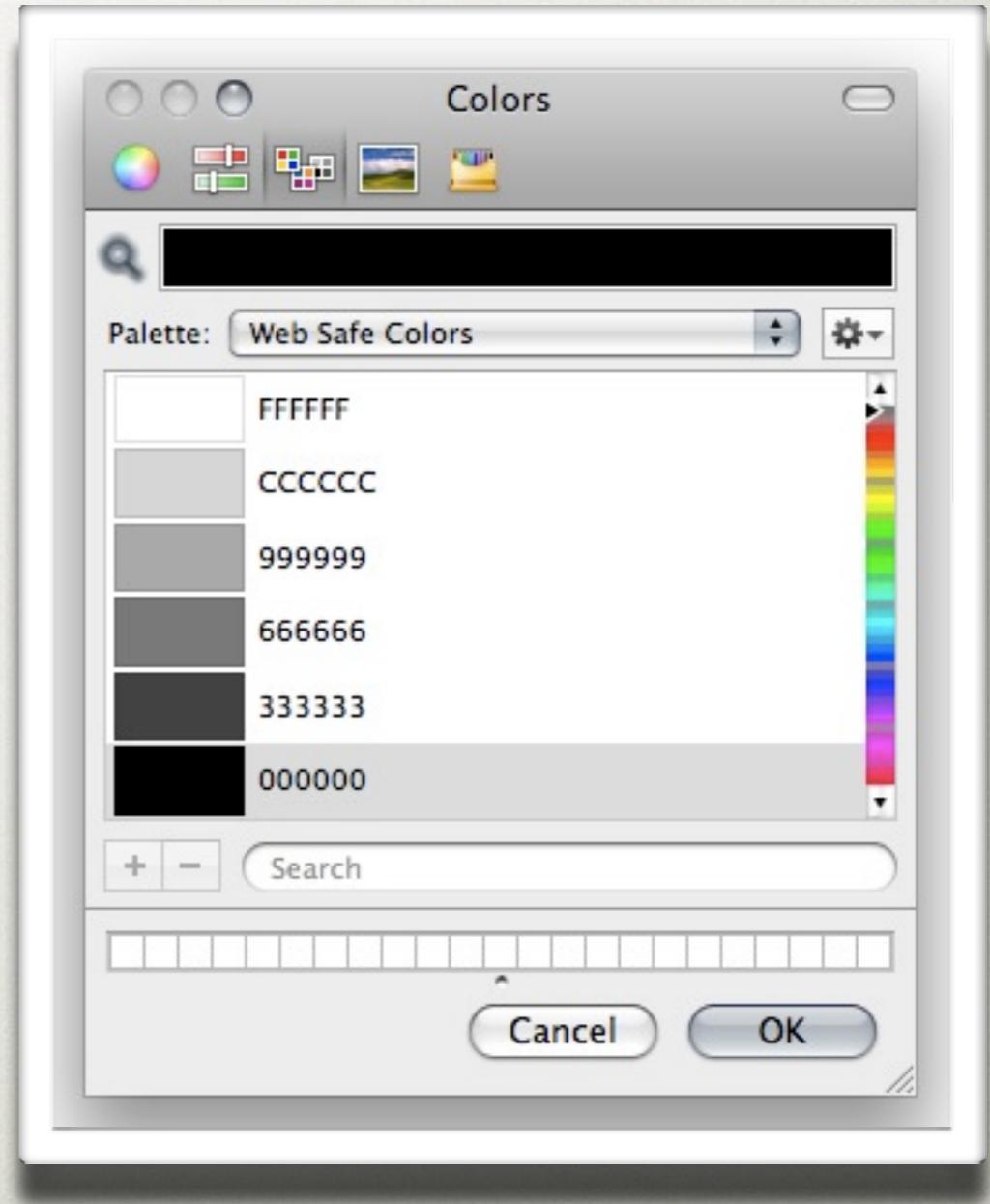
dialog box or page with titles in upper left
and controls in lower right - no scroll bars

why -

elements on opposite ends/sides of page
are balanced visually - steer eyes to finish

how -

upper left - place titles, tabs, etc.
lower right - place control/action buttons



Interactivity

The goal of interaction is to make the right actions available (when needed), label them well, make them easy to find, and support sequences of actions.

We can do this by presenting common actions creatively to our users



INTERACTIVITY

Showing Actions & Interactivity

Actions from Nikita the Spider

I mentioned [Nikita the Spider: a bulk validation and link quality assurance tool](#). Well, [Nikita the Spider](#) has received a major update and has recently been taken out of beta. It is no longer completely free, but the cost is minimal and it crawls will cost you nothing.

What's interesting is what Nikita finds when it crawls a site. Philip Morris, has analysed the statistics Nikita collected during March 2008 and presented the results in [By The Numbers - March 2008](#). A few highlights:

2008 | Comments off | Posted in [\(X\)HTML](#) • [Web Standards](#)

Les

Affiliates program

Sting service now has a public API and an affiliate program. Comments off | Posted in [Job openings](#)

to you and me?

announced that their web browsers pass the Acid3 Browser Test.

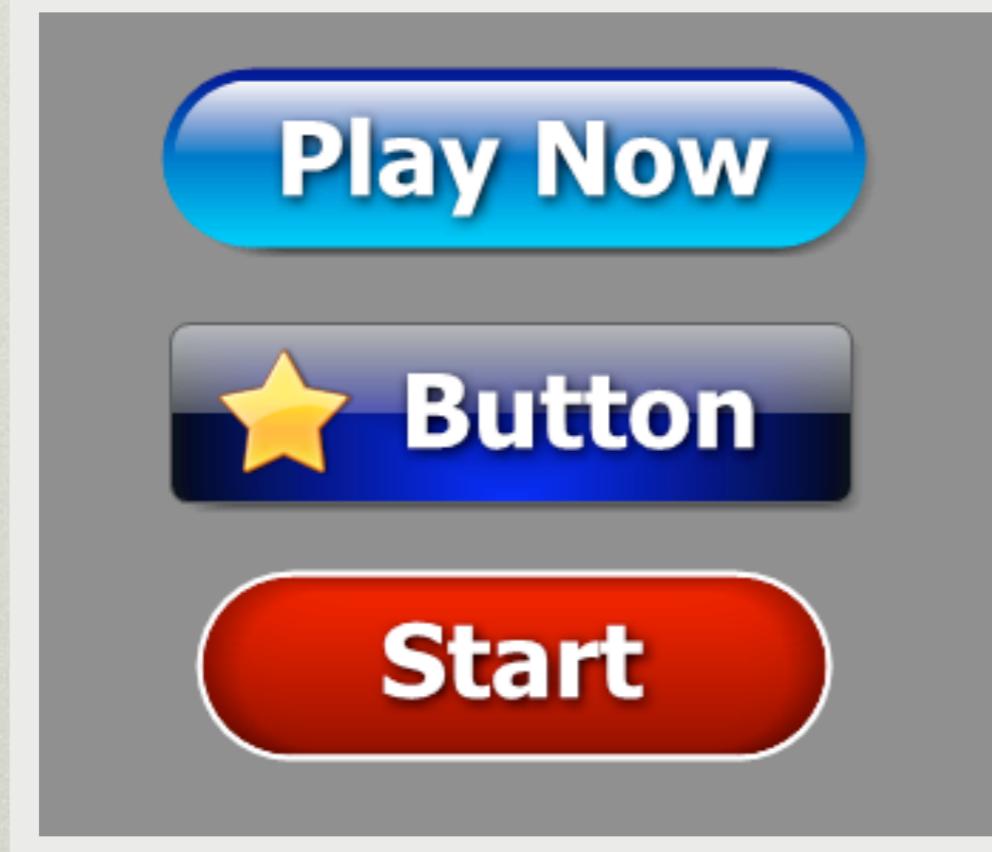
Links -

most common on web pages

designers now use buttons for actions and links for content

INTERACTIVITY

Showing Actions & Interactivity



Buttons -

should be BIG , readable & obvious

Take up more space than Pop-Ups
& menu bars

INTERACTIVITY

Showing Actions & Interactivity



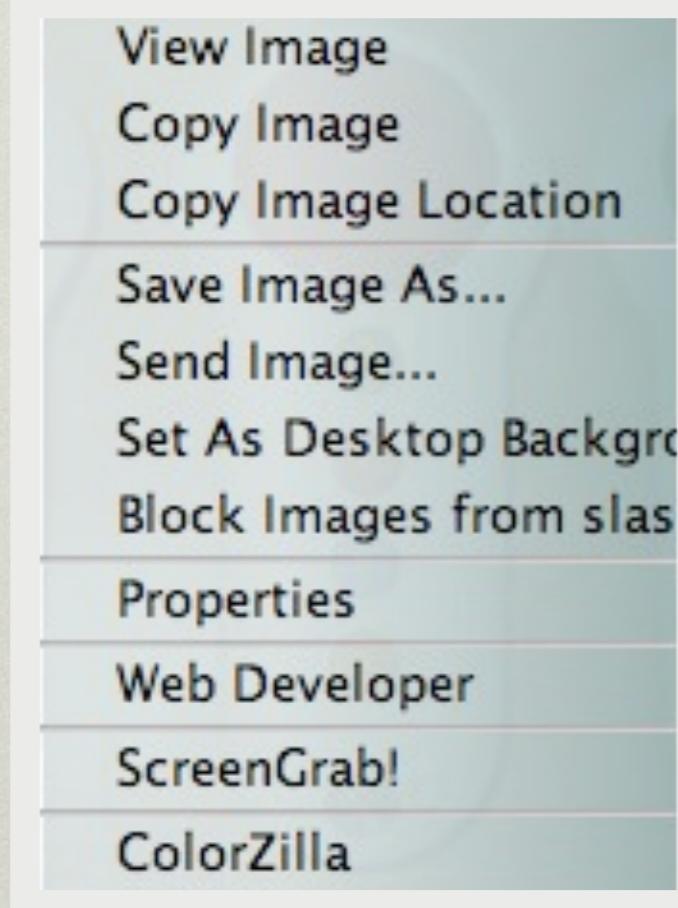
Menu Bars -

standard in most desktop apps
and soon on the web

accessible by screen readers
and keyboard shortcuts

INTERACTIVITY

Showing Actions & Interactivity



Pop-Up Menus -

aka. context menus

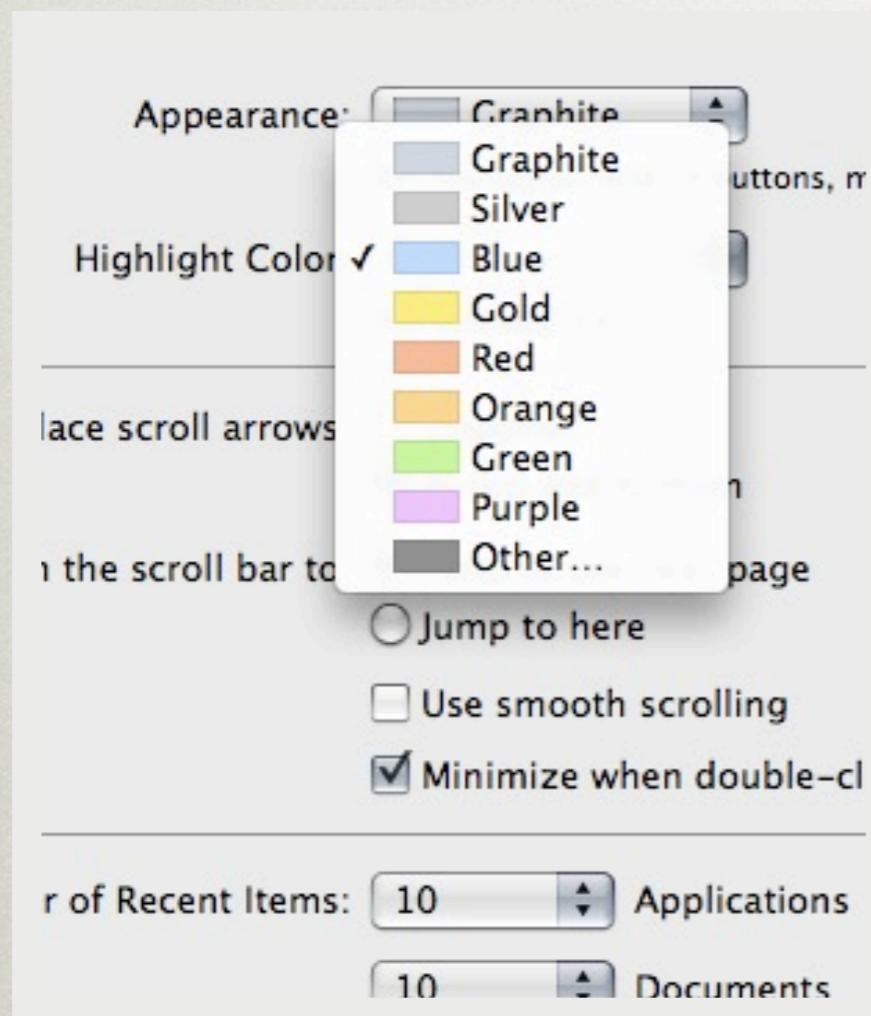
accessed via right-click

show common specific actions

should be short & descriptive

INTERACTIVITY

Showing Actions & Interactivity



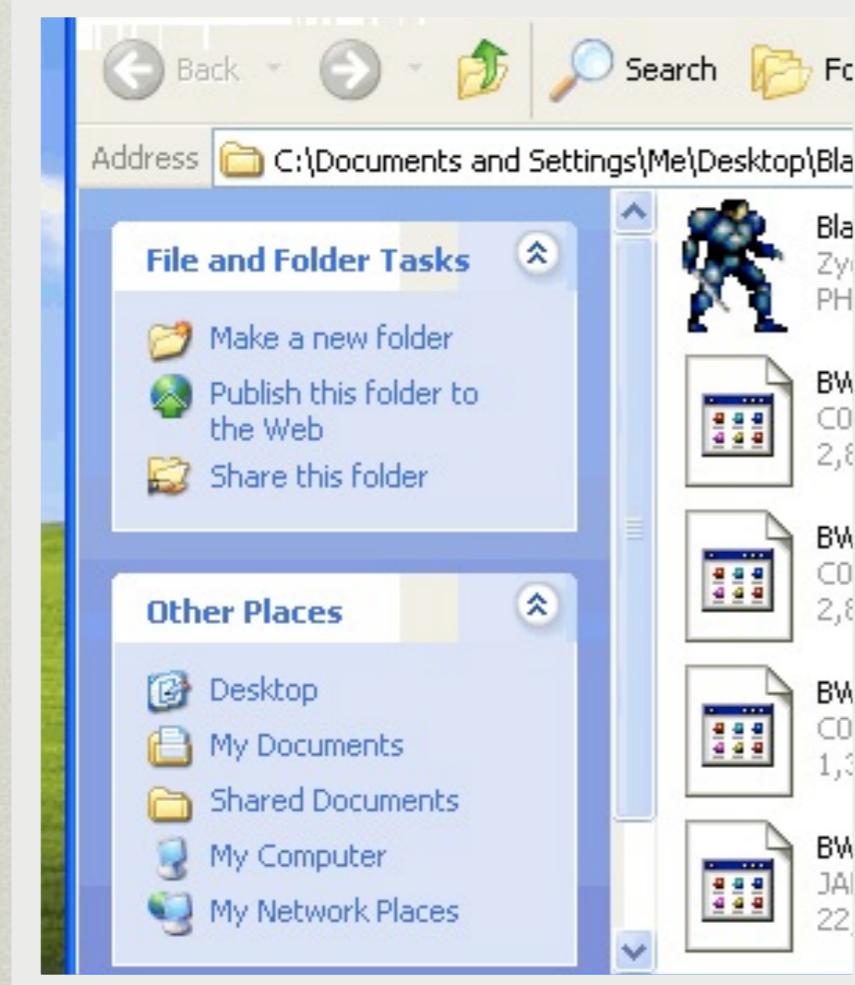
Drop-down Menus -

typically used to set state:
choices, filtering, etc.

not good for actions choices

INTERACTIVITY

Showing Actions & Interactivity



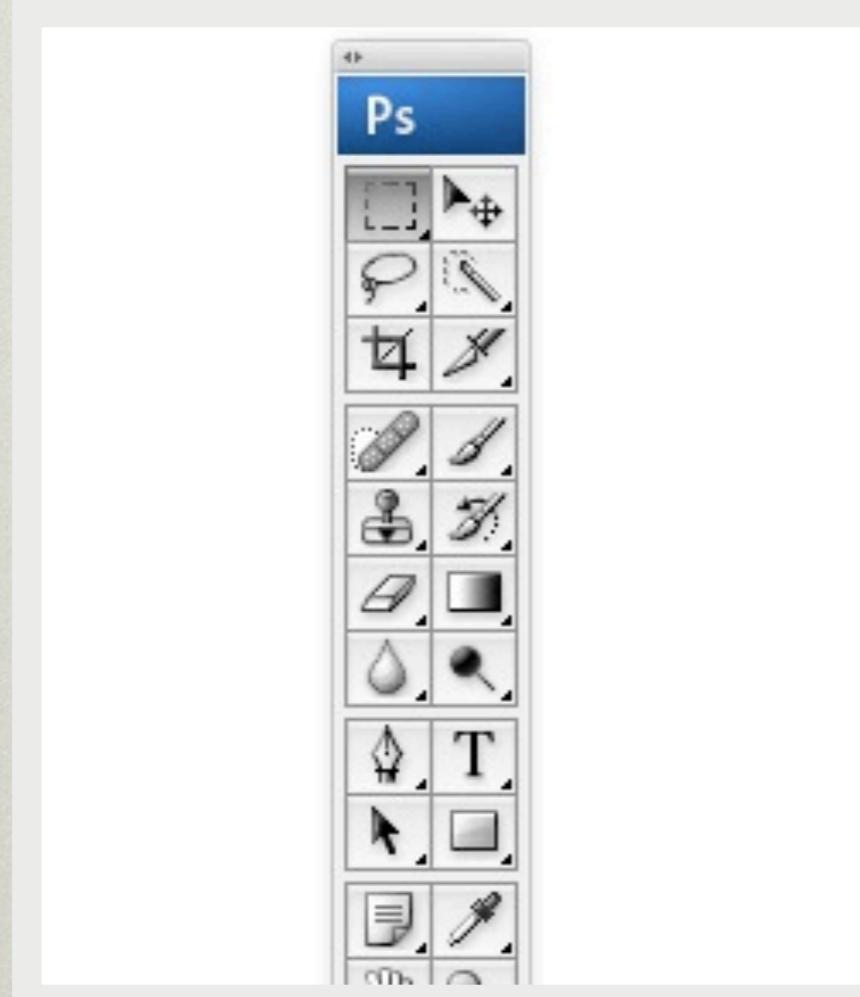
Action Panels -

aka. task panes

substitute for toolbars
when actions need to be verbalized

INTERACTIVITY

Showing Actions & Interactivity



Toolbars -

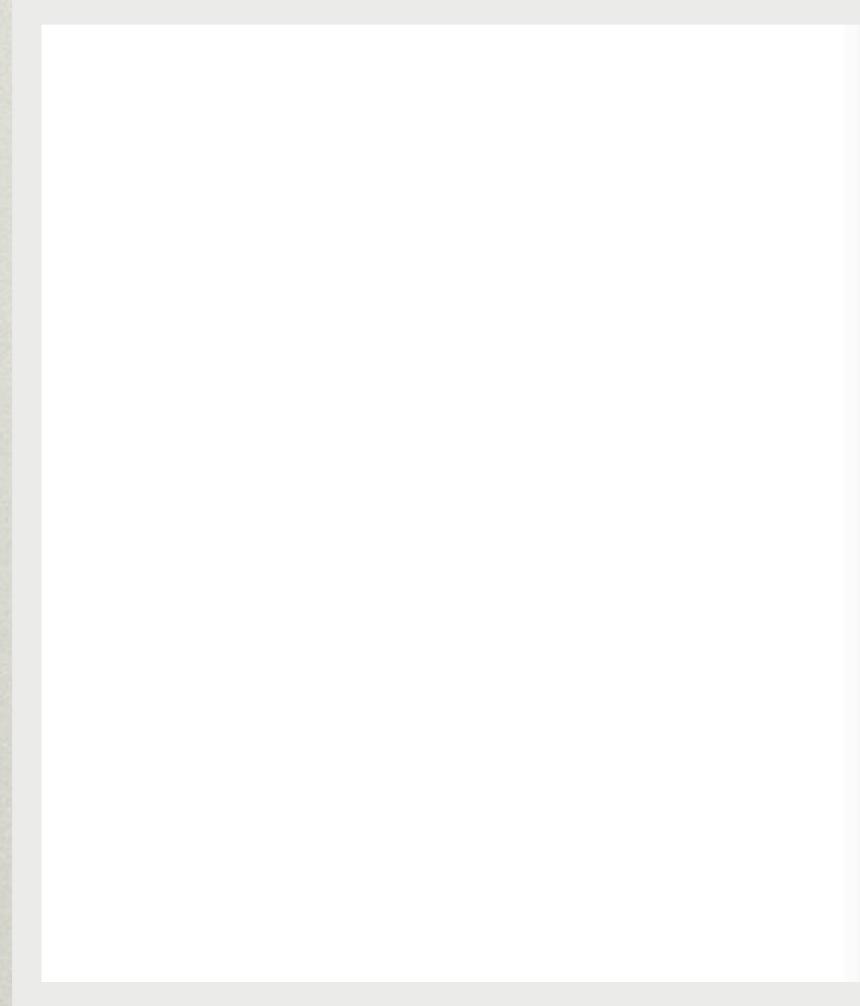
long thin row of icon buttons

work best when portrayed actions
have obvious renderings

don't use when actions need to be
described with words

INTERACTIVITY

Showing Actions & Interactivity



Invisible Actions -

double-click

keyboard shortcuts

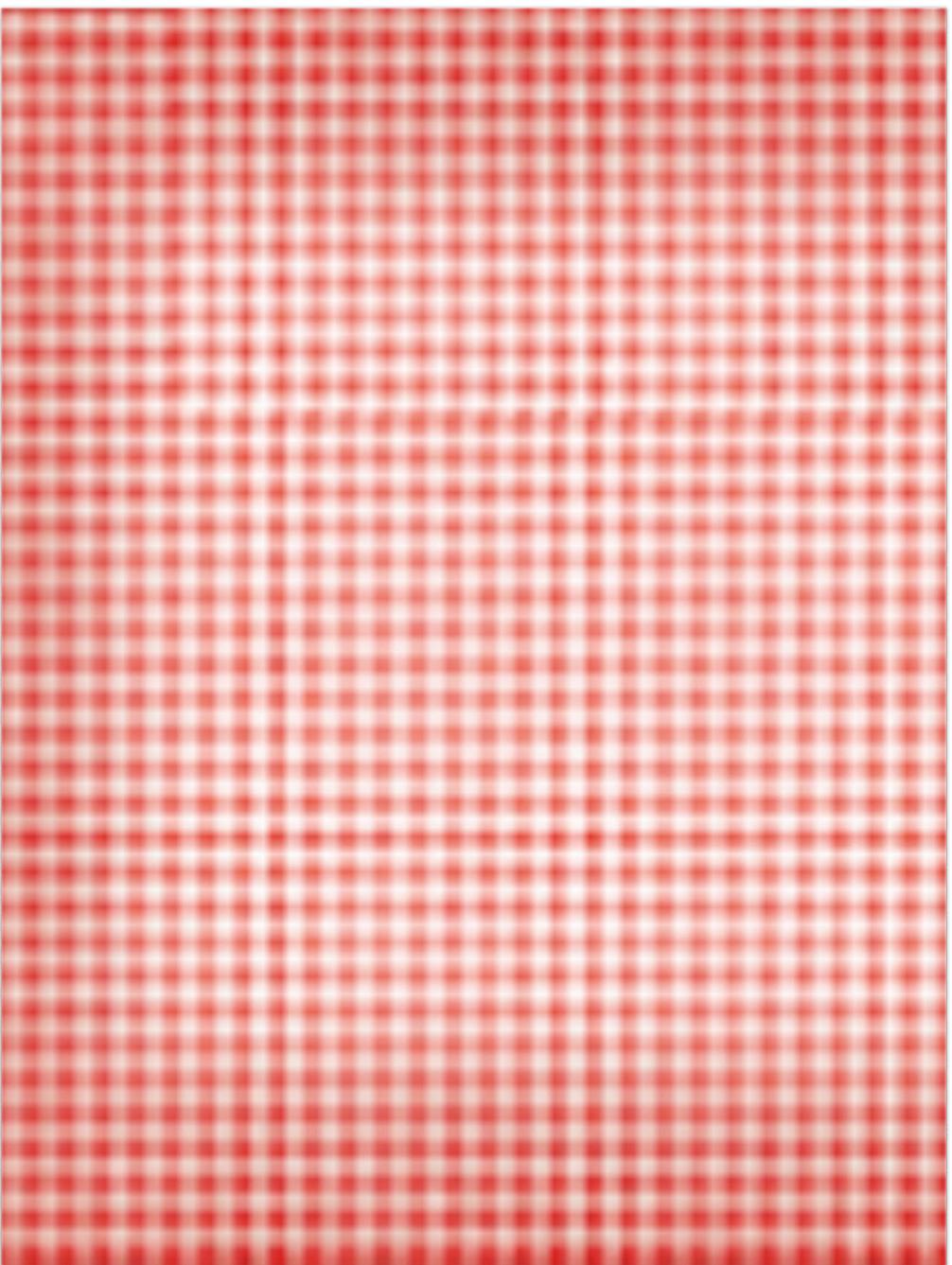
drag-n-drop

typed commands

have no labels to show what they do

Patterns

Interactivity



PATTERNS

INTERACTIVITY

button groups

what -

present related actions as a small group of buttons aligned vertical or horizontal

when to use -

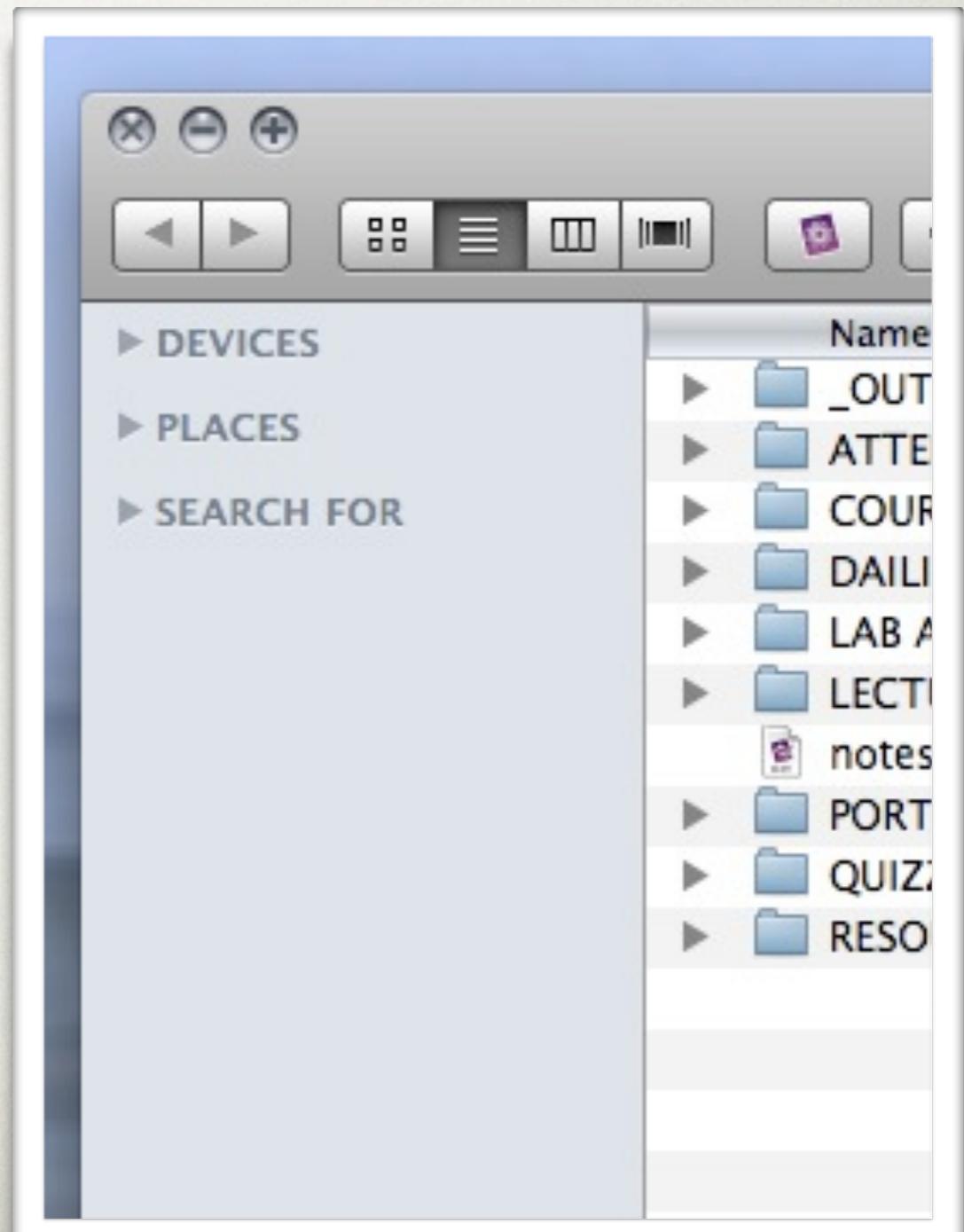
presenting a small number of actions 2 - 5
they have similar or complimentary effect

why -

buttons make UI self describing
instantly communicate available actions

how -

create obvious labels based on actions
use same height and width when possible



PATTERNS

INTERACTIVITY

action panels

what -

list of actions/ objects presented on panel
list is always visible

when to use -

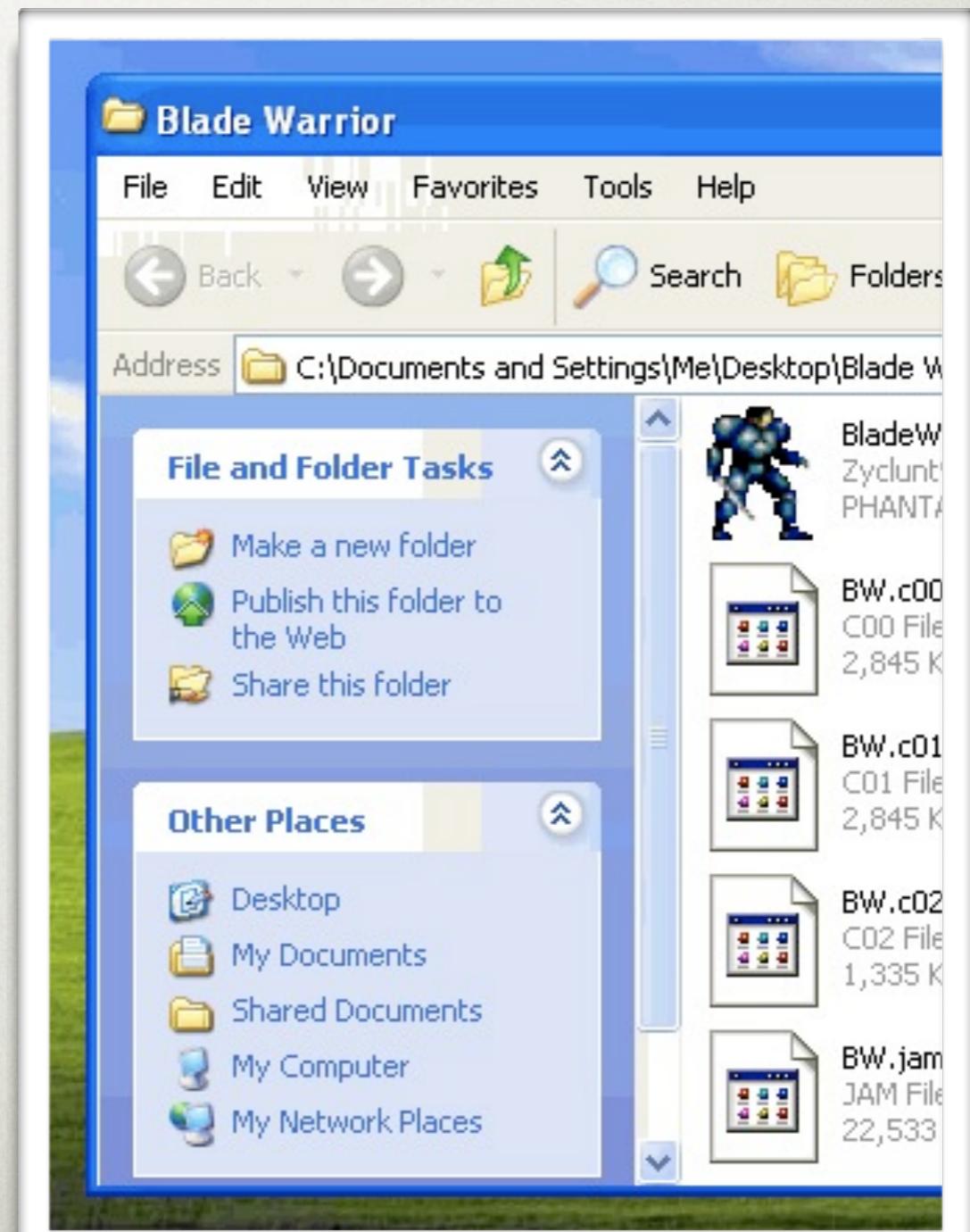
too many for button group or linear menu
not good for small devices - too big

why -

visibility and freedom of presentation
quick access to common actions

how -

structure it to be easy to use and recognize
label them to convey actions available
same height and width when possible



PATTERNS

- INTERACTIVITY

prominent done or submit buttons

what -

labeled button that finishes a transaction
place at the end of visual flow

when to use -

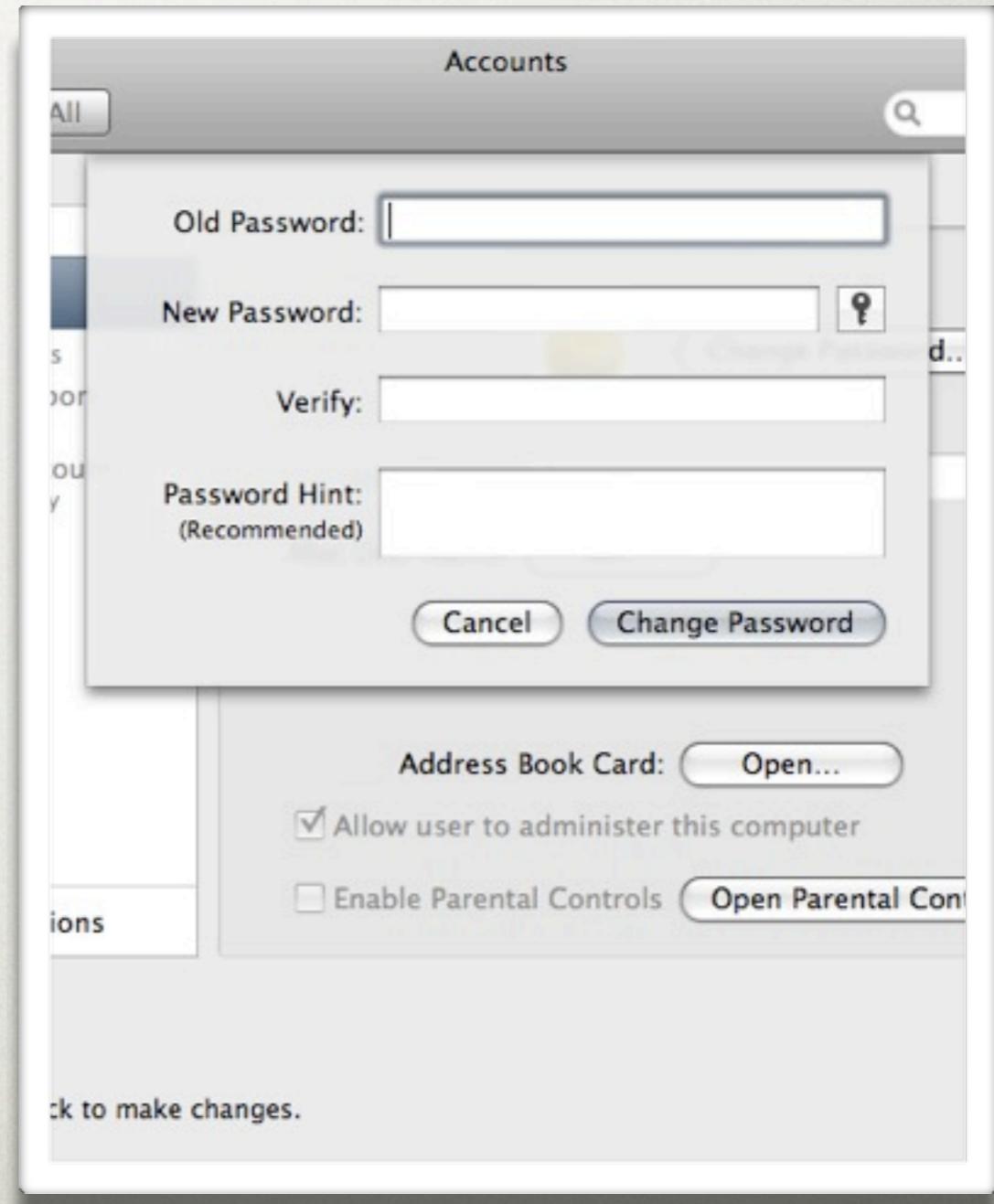
committing a group of settings - save
final step of a transaction - check out

why -

well understood last step gives closure
this is what the pattern is all about

how -

create a button that looks like a button
placed at end of visual flow - bottom right



PATTERNS - INTERACTIVITY

progress indicator

what -

show the user how much progress is done

when to use -

time consuming operation interrupts UI

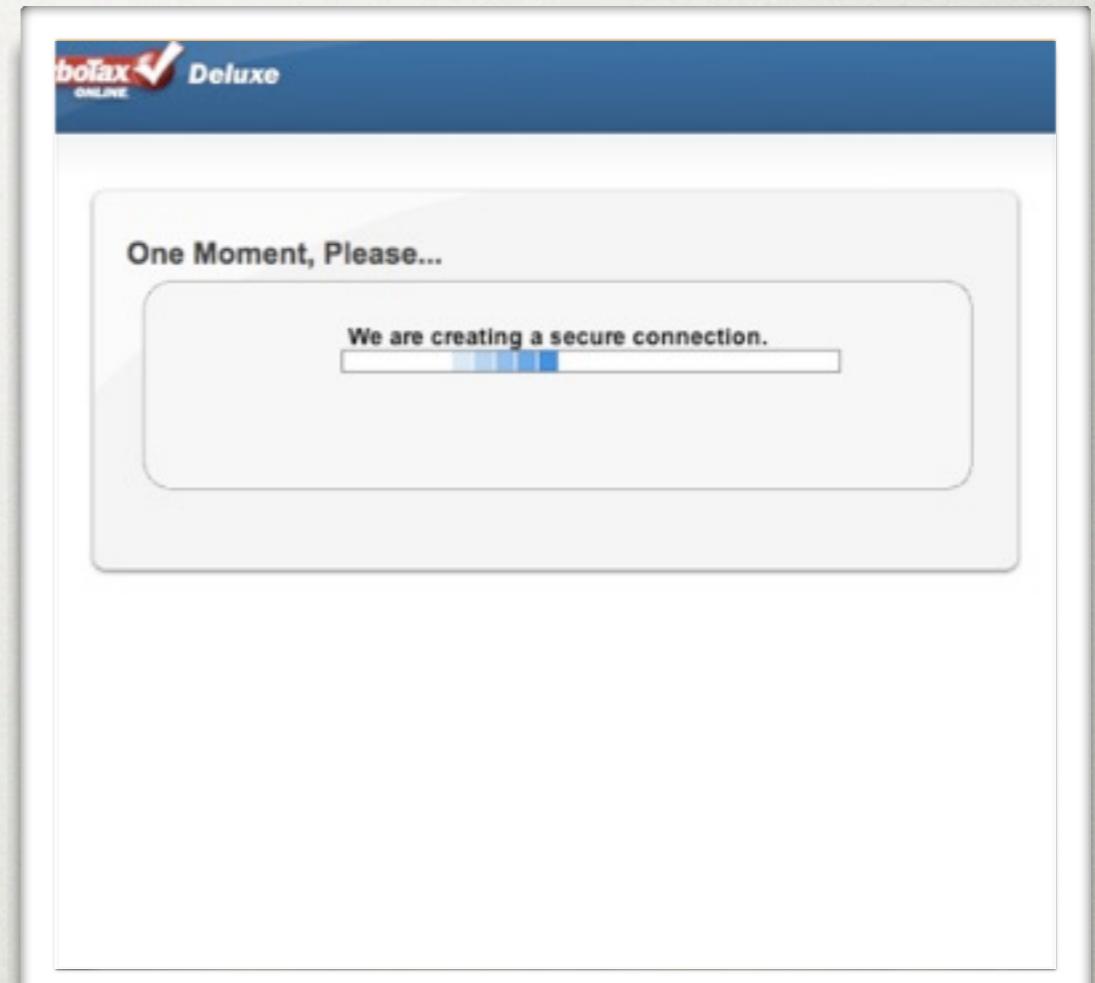
why -

seeing something happening = patience
eliminates user uncertainty with actions

how -

show an animated progress bar to show:

- how much is completed
- how much is left
- how to stop or cancel



PATTERNS - INTERACTIVITY

responsive enabling

what -

start with mostly disabled UI - wizards
guide users - enable more UI each step

when to use -

UI walks users thru a complex task
keep all steps visible yet inactive

why -

users form mental models of cause/effect
prevent a lot of error scripting - poka yoke

how -

all elements on same page - disabled
enable next step after each choice



PATTERNS - INTERACTIVITY

responsive disclosure

what -

start UI with first choice visible - wizards
guide users - display more UI each step

when to use -

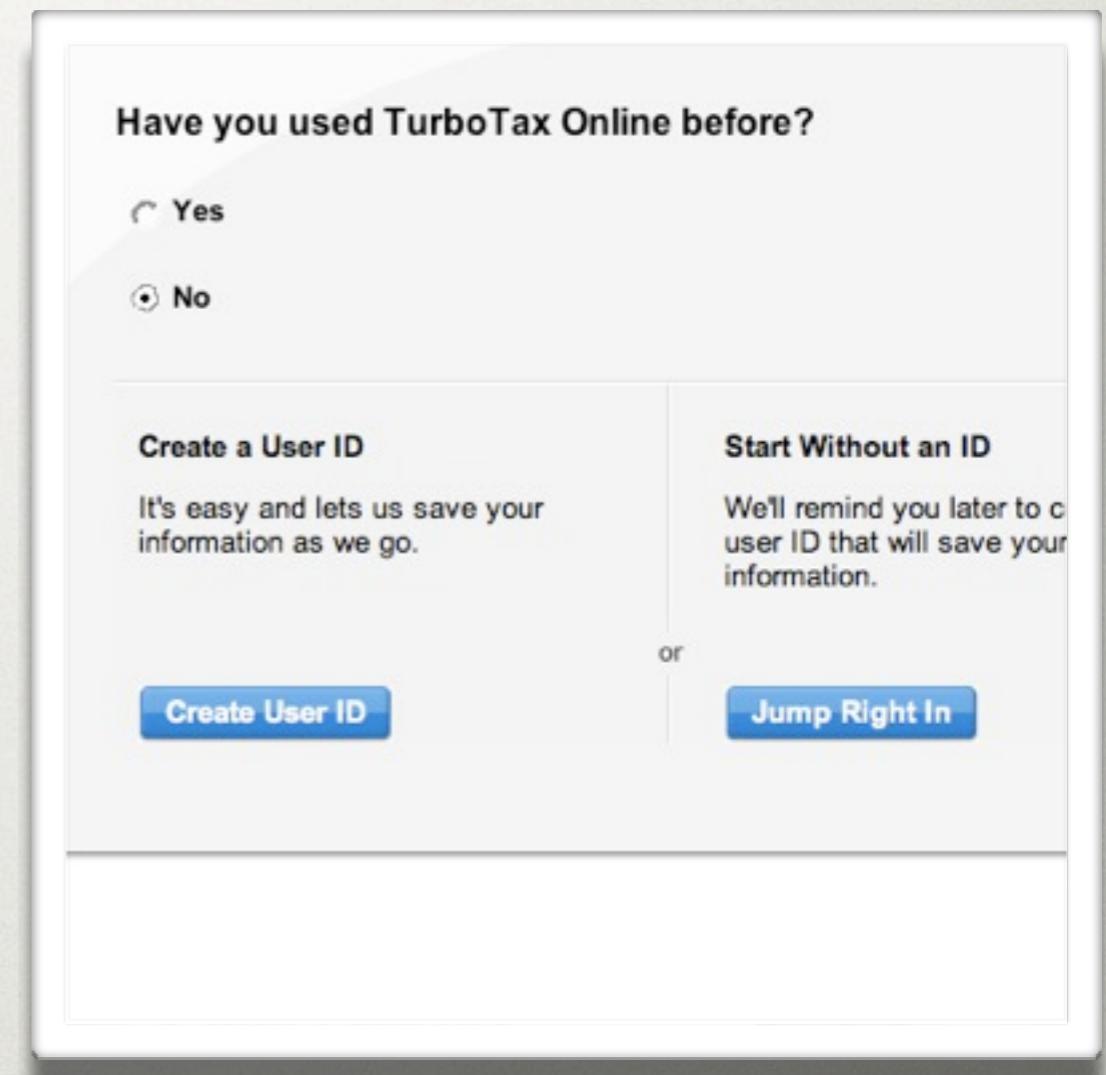
UI walks users thru a complex task
avoid form clutter on page - overwhelms

why -

keep users from backing out of form
prevent a lot of error scripting - poka yoke
keep users focused on the task at hand

how -

all elements on same page - invisible
display next step after each choice



[pull]

the end

