

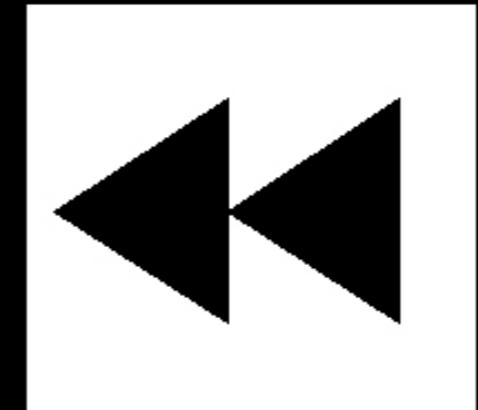
WiU

Web interface & Usability



Lec 1 Review

Interaction Design
Usability
HCI



INTERACTION DESIGN

... Is about creating intuitive user experiences that enhance and extend the way people work, live & interact in the real world

- ✓ cell phone
- ✓ doors
- ✓ remote control
- ✓ vending machine
- ✓ ATM
- ✓ photocopier
- ✓ watch
- ✓ stairs
- ✓ calculator
- ✓ ticket machines
- ✓ video game...



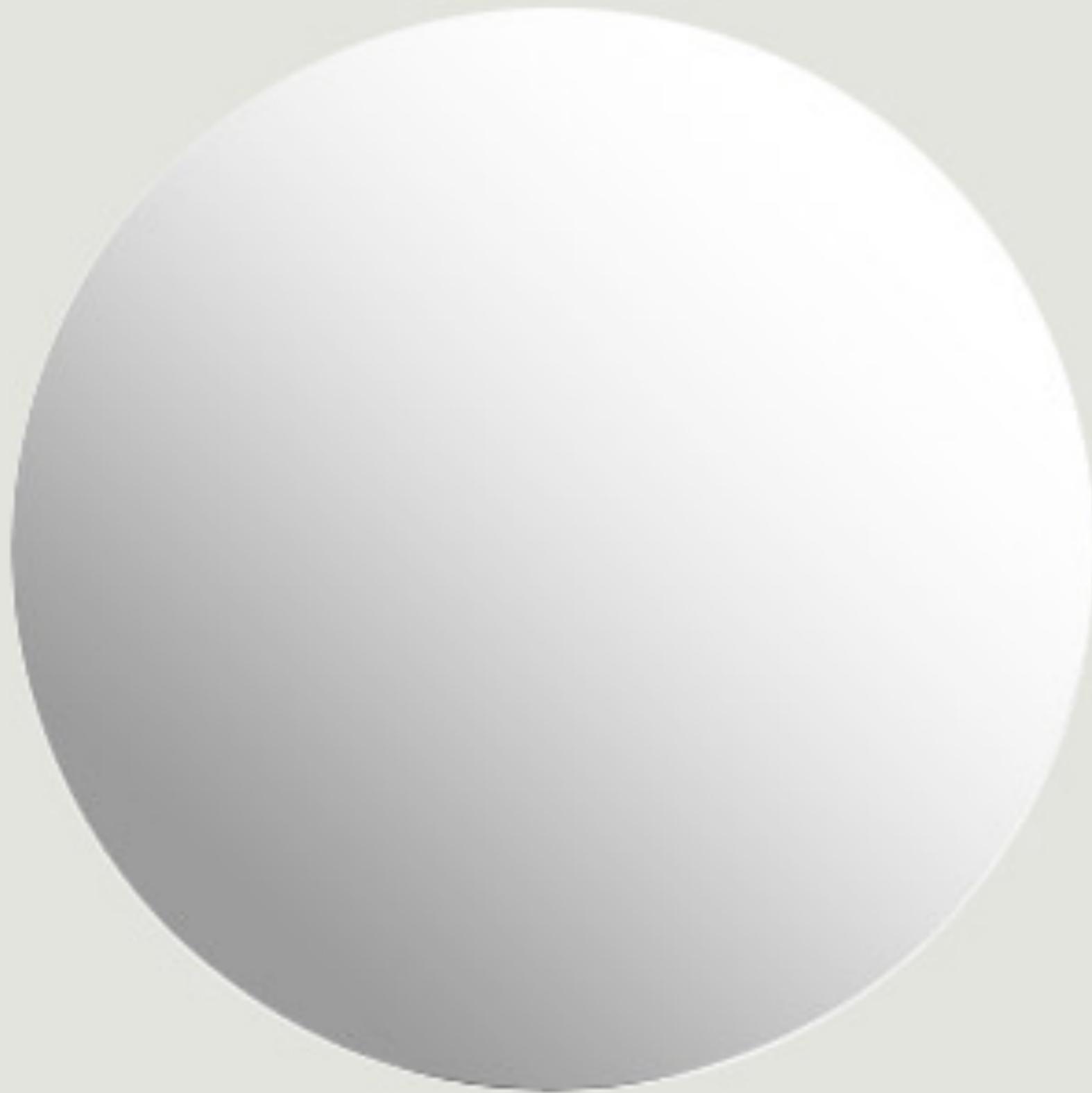




INTERACTION DESIGN

“Interactive products should be designed with the intent of the users actions”

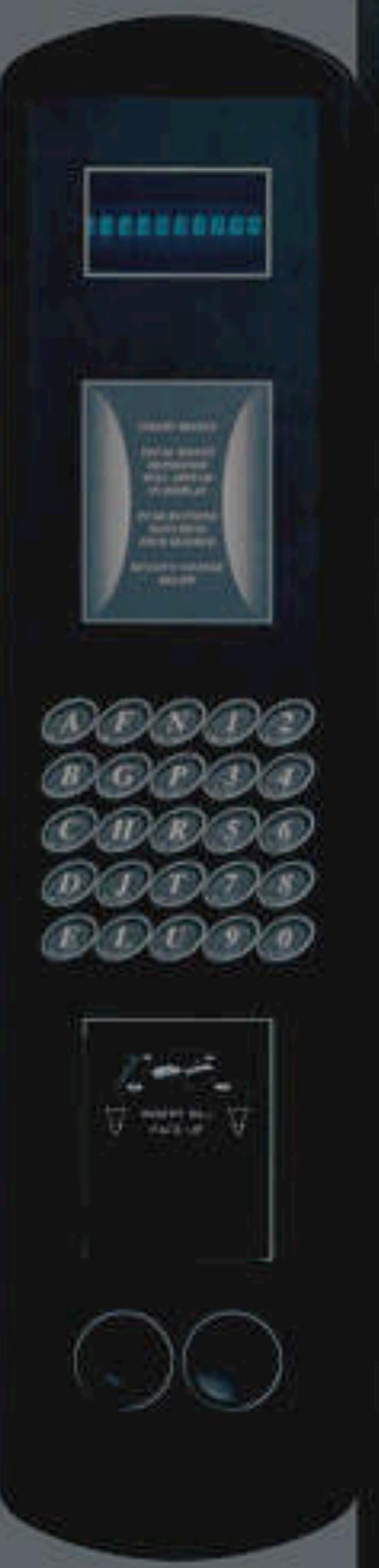






INTERACTION DESIGN

“Good designs are easy, effective and
enjoyable to use
from the users perspective”



INTERACTION DESIGN

“The aim of Interaction Design is to support user behaviors by incorporating Usability throughout the design process”

USABILITY

Who is Jakob Nielsen?

- A leading web usability consultant
- Holds a Ph.D. in HCI
- Engineered 5 Usability Principles
- www.useit.com



USABILITY

5 Principles: by Jakob Nielsen

- › **Learnability**

how easy it for users to accomplish basic tasks

- › **Efficiency**

how quickly can users perform tasks after learning the design

- › **Memorability**

reestablishing proficiency after a period of not using a design

- › **Errors**

what kind of errors are made and how quickly can users recover

- › **Satisfaction**

how pleasant was the experience while interacting with the design

USABILITY



USABILITY

While Designing

- reveals the quantitative results of interaction
aka - how many users did “X”
- reveals the qualitative results of interaction
aka - how users feel about “X”
- Also referred to as “**User Centered Design**”
when utilized throughout the design process

DESIGNING WITH USABILITY

Who is Don Norman?

- Co-founder of the Nielsen Norman Group
- In 1998 he wrote:
“the Design of Everyday Things”
- Founder of the Design Principles for interactivity
- www.nngroup.com



INTERACTIVE DESIGN PRINCIPLES

What are they?

- they suggest what to provide and what to avoid at the interface
- The “Do’s and Don’ts” of interaction design

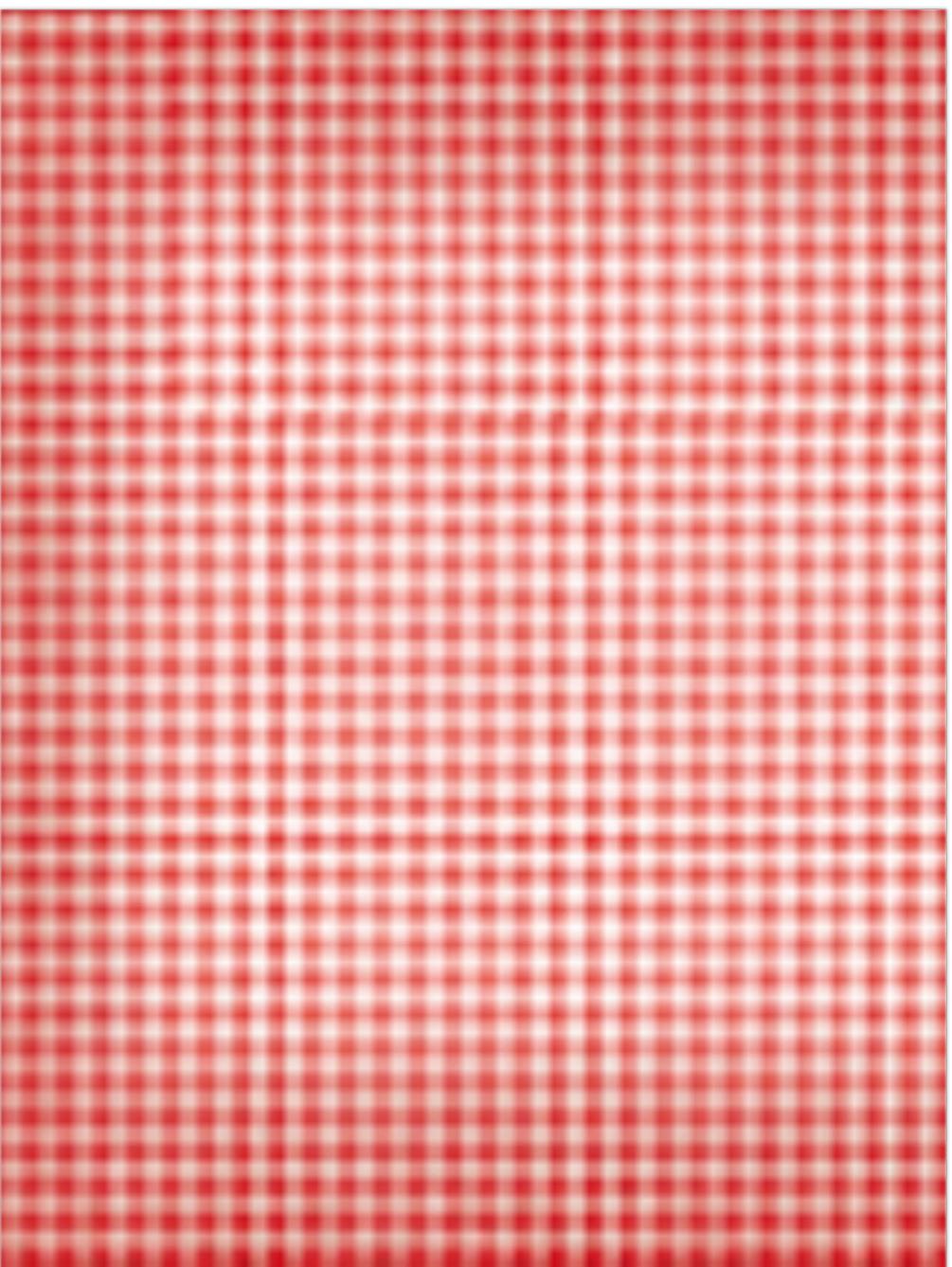
INTERACTIVE DESIGN PRINCIPLES

What to design for?

- Visibility
- Feedback
- Constraints
- Mapping
- Consistency
- Affordance

“In order to create more intuitive, usable interactions
across various applications
or even a single website,
we employ...”

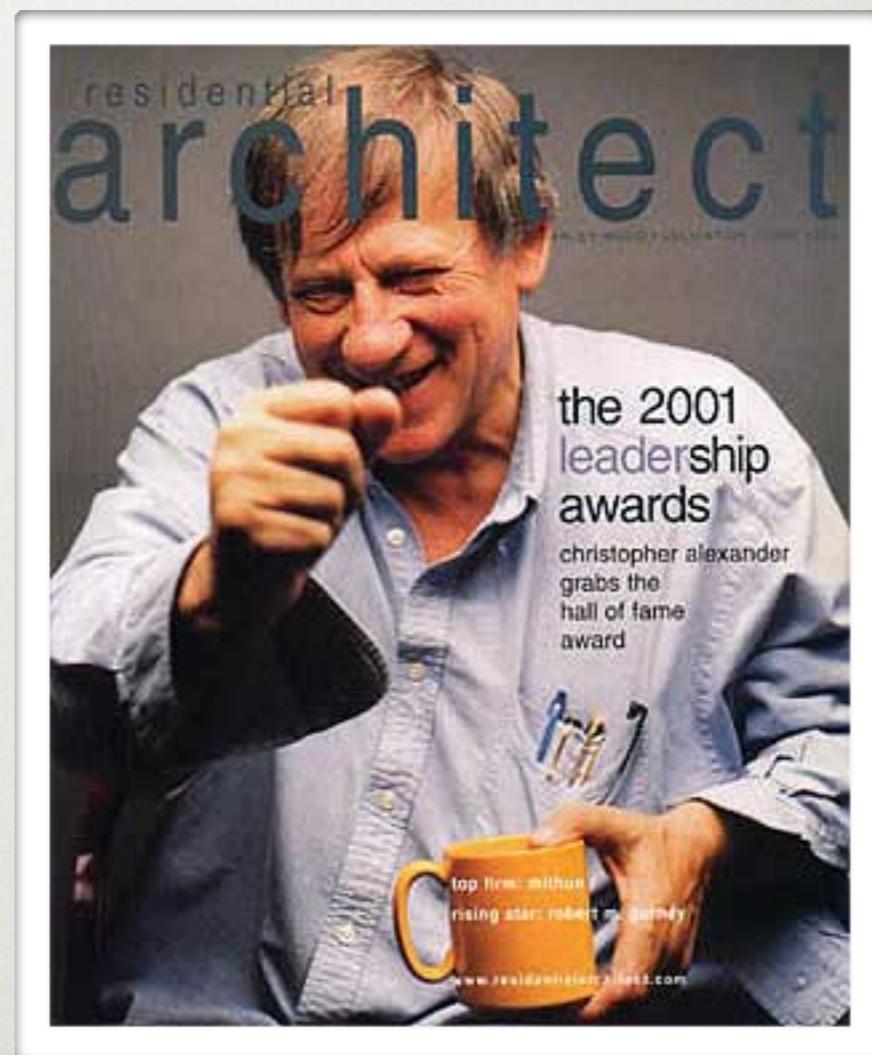
Design Patterns



DESIGN PATTERNS

Who is Christopher Alexander?

- › is an architect noted for his philosophy of incremental, organic, coherent design
- › he wrote the book “A Pattern Language” published in 1977
<http://downlode.org/Etext/Patterns/>
- › his book influenced the computer science field to adopt design patterns



DESIGN PATTERNS

What are they?

- structural & behavioral features that
- provide a “best approach” method when designing interfaces
- and a solution for presenting site context within the interface
- used to improve habitability.

DESIGN PATTERNS

We are designing interfaces

- for applications
- to allow users to access information quickly & easily
- by using good Usability methods & Design Patterns
- this truly *is* new web design.

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By All TOTO Products:

TOTO Residential

Neorest

Toilets & Bidets

- One Piece Toilets
- Two Piece Toilets
- Bidets

Washlet & Seats

- Washlet
- Toilet Seats

Bathroom Sinks

- Pedestal
- Wall Mount
- Self Rimming
- Undercounter
- Vessel

Faucets

- Bath & Sink Faucets

Kitchen Sinks

- Cast Iron
- Accessories

Tubs

- Acrylic Air Tubs
- Cast Iron

product resources

- Frequently Asked Questions**
- TOTO Product Spec Sheets**
- TOTO Installation Guides**
- TOTO Color Options**
- TOTO Performance**
- TOTO Product Awards**

TOTO colors

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CUSTOMSEARCH

One-Piece, Elongated,
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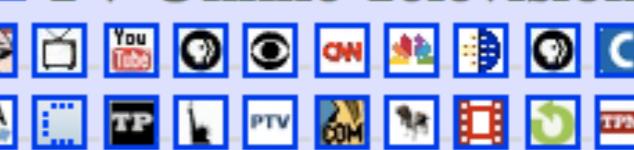
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HavenWorks.com

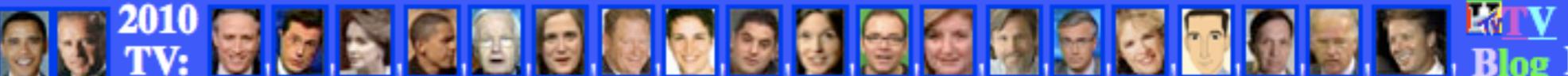
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Zubaida was the alpha and omega of the [Republican President] Bush administration's argument for torture." ... "That's why Sunday's front-page Washington Post story by

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'News' Media Politics



Jay Rosen and Glenn Greenwald discuss journalism and media politics on Bill Moyers Journal. [Transcript](#). Also:

[Rosen](#), [Greenwald](#), [Moyers](#).

#News Media Politics: Jay Rosen and Glenn Greenwald

U. S. A.

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Politics

John McCain - Government -

Money - Accounting - Arizona

Despite McCain's Comments, Senate GOP Not Offering Detailed Budget. ... "On

Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals." ... "That's what made an exchange Sunday with [Arizona Republican Senator] [Sen. John McCain, R-Ariz., on NBC's "Meet the Press,"](#) intriguing."

"DAVID GREGORY: "Do you think that Republicans should provide a detailed budget

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Pakistan: Assa

Academy Indicates Beyond Tribal Area occupation of a Pa

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Lahore [Pakistan] indication that Isl

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nearly eight hours likely sign that Isl

in Punjab province

young men, which people dead and t

nearly eight hours likely sign that Isl in Punjab province





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think remarkable



Marcus Neto, Seth Godin's Think Remarkable - Creative Director, Blue Fish Design Studio

"with this group you never know what is next. Julie Anixter is driving the project and she is great and thinking up new ideas. Fortunately I know ExpressionEngine can handle it all."

[Read interview](#)

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DESIGN PATTERNS

Learn & Apply

User Behavior

Interactivity

Info Architecture

Complex Data

Navigation

Forms

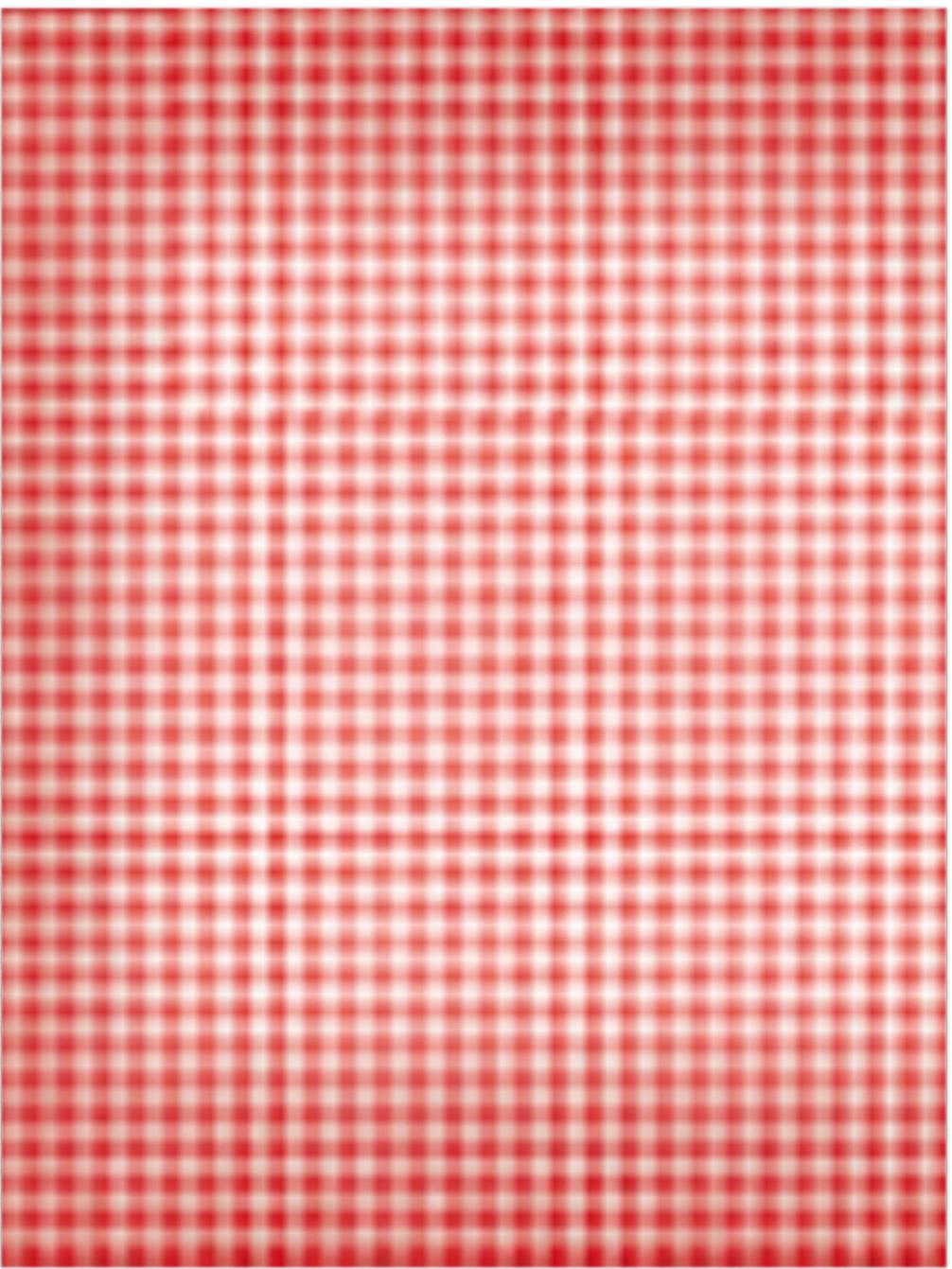
Page Layout

Tools & Editors

You will utilize these patterns next month with Gus

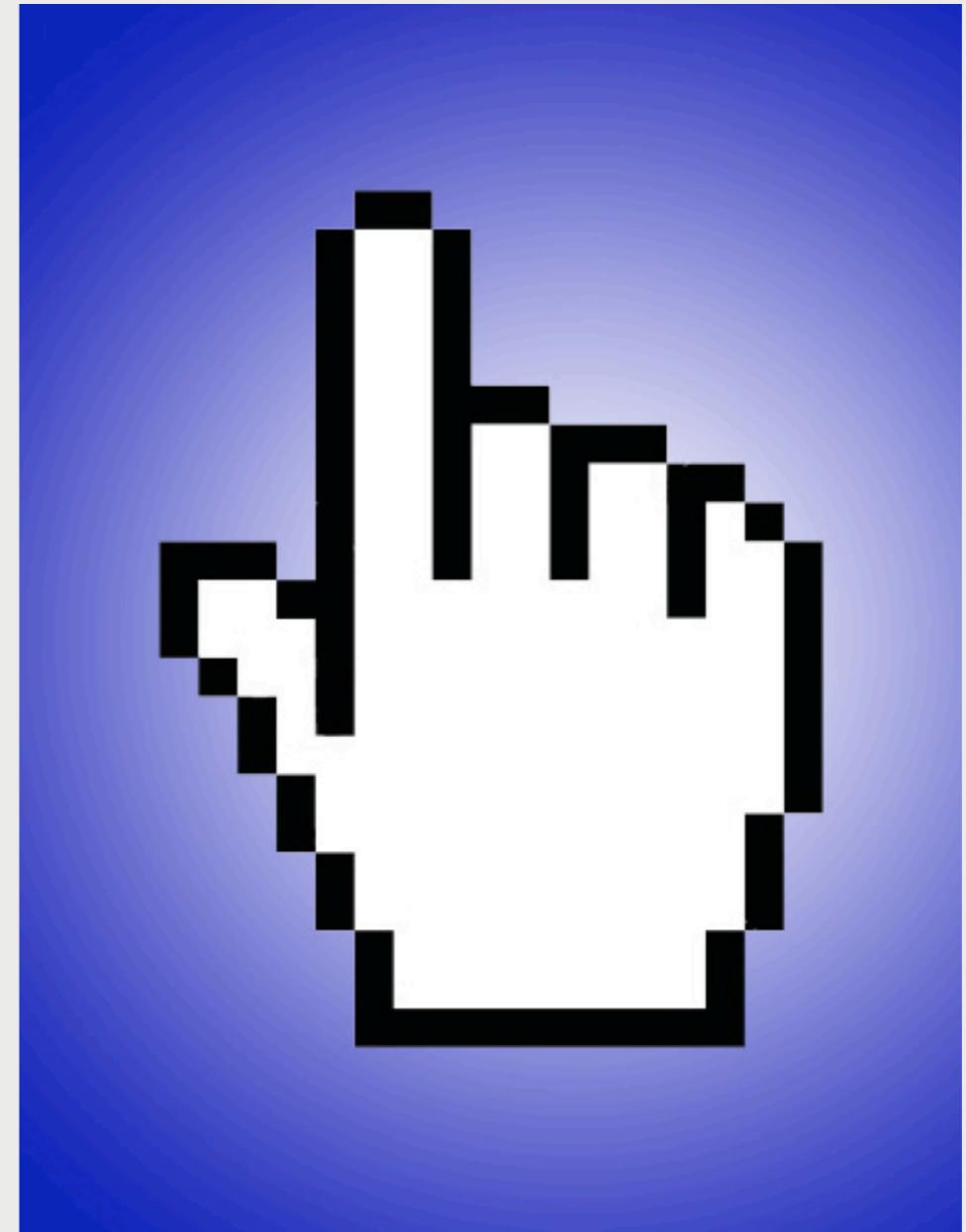
Patterns

User Behavior



habituation

-
- make gestures consistent across applications
 - frequent modal boxes can become overlooked and not useful



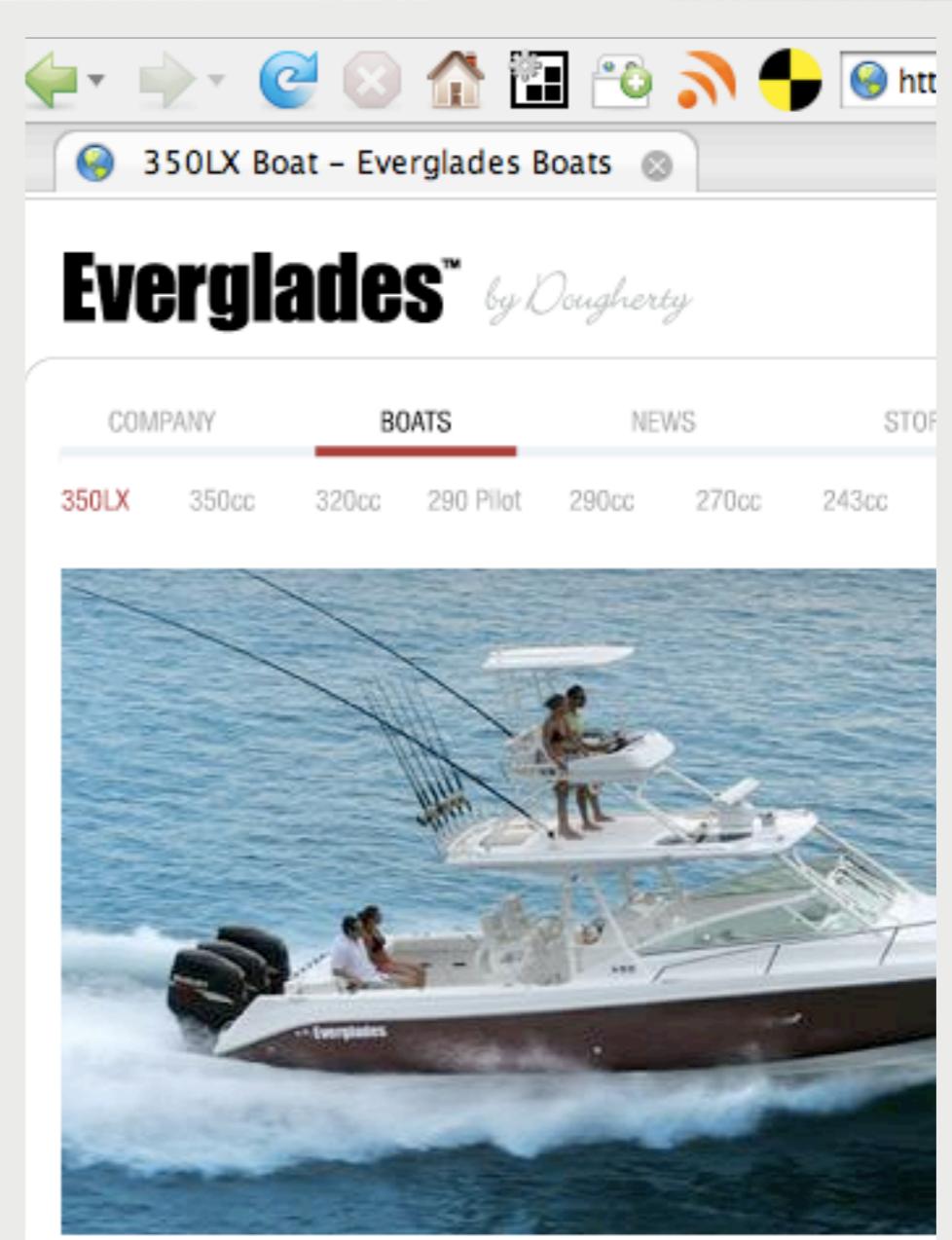
PATTERNS

-

USER BEHAVIOR

safe exploration

- undo buttons
- back buttons
- global navigation
- modal panels for help



PATTERNS - USER BEHAVIOR

instant gratification

- predict users 1st action
- point the way to start
- let them try first guess
- support their guess with safe exploration design

The image shows a screenshot of the TurboTax software interface. It features two main sections: 'Free Edition' on the left and 'Deluxe' on the right. Both sections include a title, a 'Start Now' button, a brief description, a star rating, and a 'Learn more >' link.

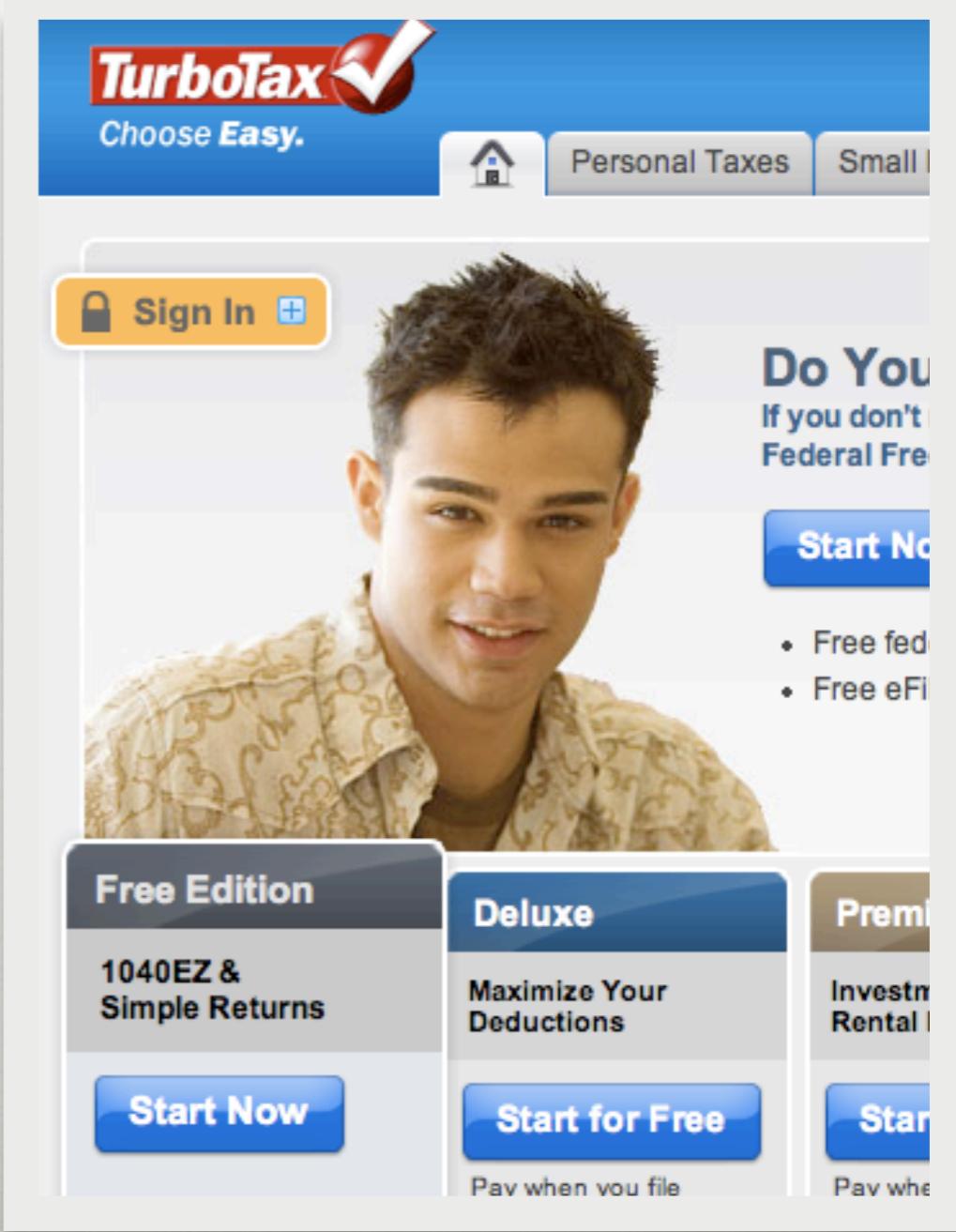
Edition	Description	Start Now	Rating	Customer Reviews	Learn more
Free Edition	1040EZ & Simple Returns	Start Now	★★★★★	(9,739 customer reviews)	Learn more >
Deluxe	Maximize Your Deductions	Start for Free	★★★★★	(22,717 customer reviews)	Learn more >

PATTERNS

USER BEHAVIOR

satisficing

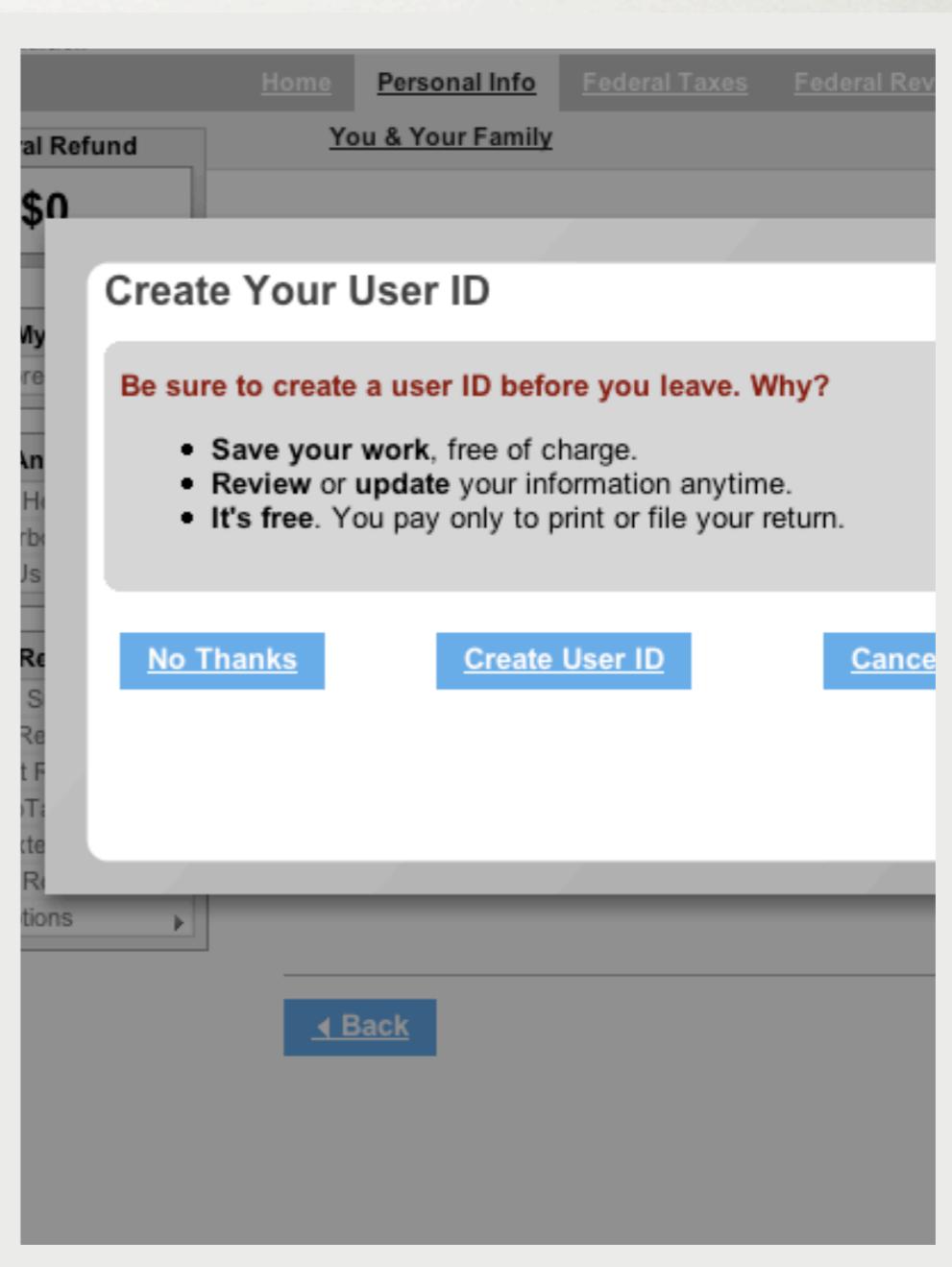
- › steer users towards the preferred, shorter, way
- › users will learn one way... and stick to it
- › make labels short
- › use layout and graphics to convey meaning
- › icons easier than text



PATTERNS - USER BEHAVIOR

changes in midstream

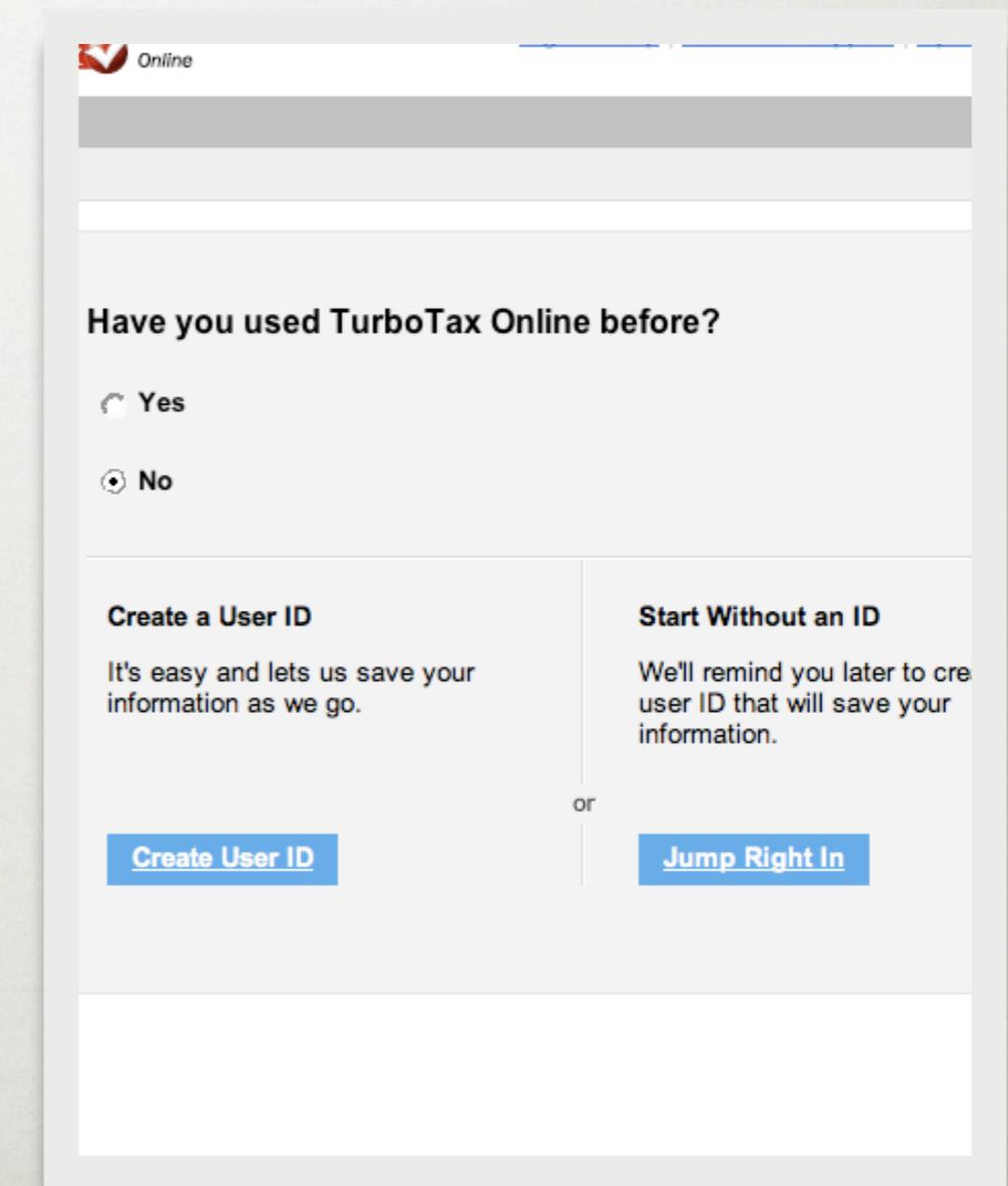
- › provide a way for users to change their mind
- › provide a way for users to leave and continue later
- › support this with safe exploration design



PATTERNS - USER BEHAVIOR

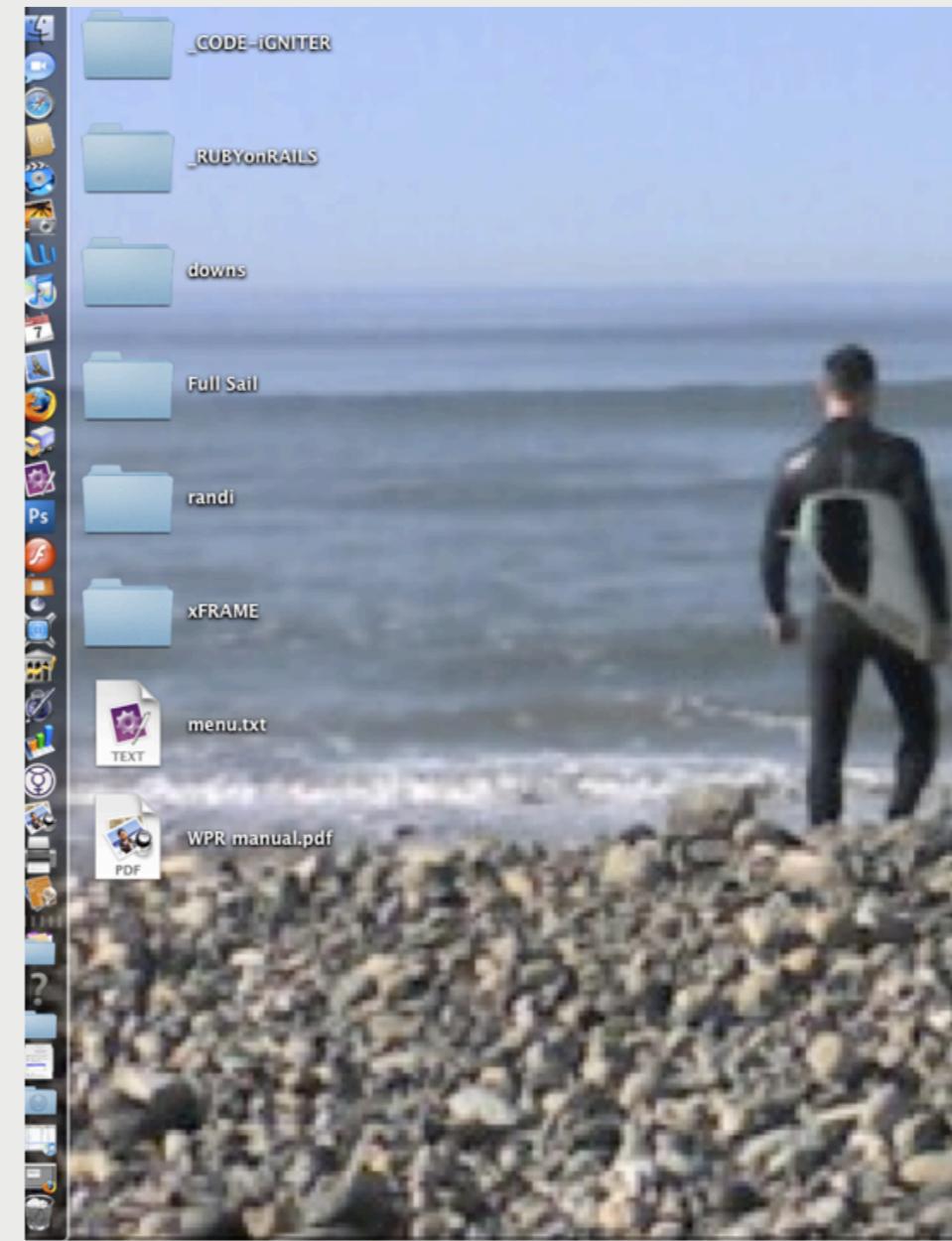
deferred choices

- › reduce and identify required choices
- › show the necessary, hide the rest for later
- › mark and reduce required fields
- › draw them in, then ask questions later



spatial memory

- users remember *where* something is, not *what* it said
- put action buttons in predictable places
- changing the layout could disrupt users mental models of the learned space



PATTERNS

-

USER BEHAVIOR

streamlined repetition

- › offer users a way to streamline repetitive tasks
- › keyboard shortcuts, bookmarks & cookies facilitate this pattern
- › direct observations can identify the tasks that should be streamlined

⌘+X

⌘+V

⌘+opt+esc

[pull]

The End



PRESENTATIONS

Good & Bad Designs

1. Describe the artifact and where you found it
2. What is its intent
3. What makes the design good and the usability factors
or...
3.What makes it bad and the usability improvements