

Mind in Mind

UI & UX Interface Design

UI (User Interface)- How the product is designed

UX (User experience)- Overall experience the user has with the product, rooted in psychology

Chapter 1

WE PERCEIVE WHAT WE EXPECT

Consistency matters

Submit

Submit

Submit

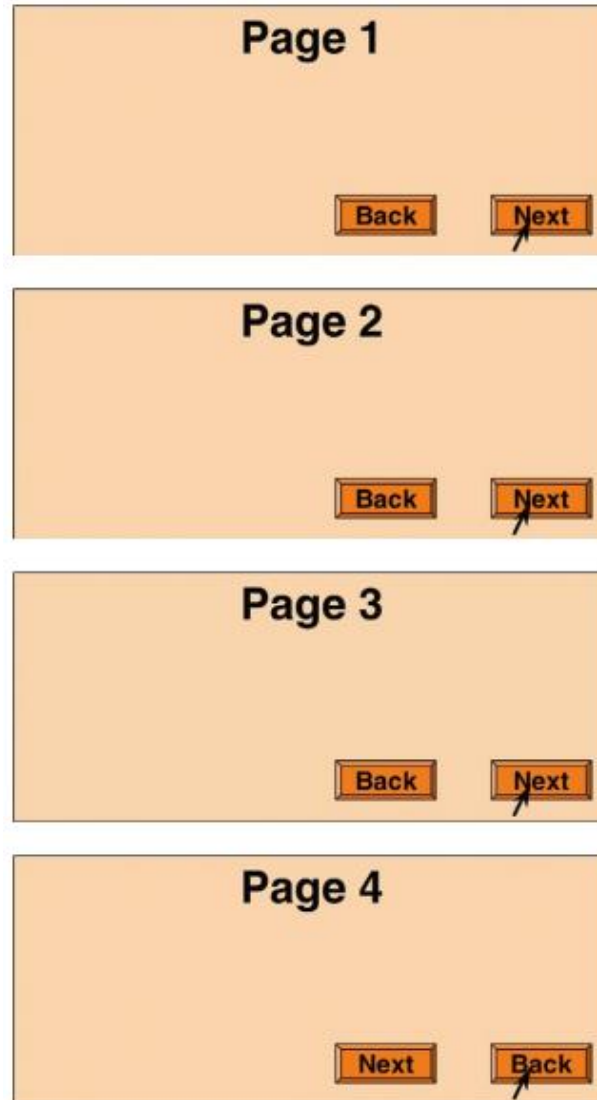
Submit

Submit

Submit

Submit

Consistency matters



Context matters

- Fold napkins. Polish silverware. Wash dishes.
- French napkins. Polish silverware. German dishes.

Context matters



FIGURE 1.1

Building map or word? What you see depends on what you were told to see.

Context matters



Goals matter

- Does the university offer a degree in African Studies?

The following list represents only those UW academic departments that have provided Web site addresses.
(Submit department info)

A-Z List

- ▶ [Aeronautics and Astronautics](#)
- ▶ [African Studies](#)
- ▶ [American Ethnic Studies](#)
- ▶ [American Indian Studies](#)
- ▶ [Anesthesiology](#)
- ▶ [Anthropology](#)
- ▶ [Applied and Computational Mathematical Sciences \(ACMS\)](#)
- ▶ [Applied Mathematics](#)
- ▶ [Aquatic and Fishery Sciences](#)
- ▶ [Architecture](#)
- ▶ [Art, Art History, and Design](#)
- ▶ [Asian Languages and Literature](#)
- ▶ [Asian Studies - General](#)
- ▶ [Astronomy](#)
- ▶ [Atmospheric Sciences](#)

Colleges and Schools

- ▶ [Arts and Sciences](#)
- ▶ [Built Environments](#)
- ▶ [Business](#)
- ▶ [Dentistry](#)
- ▶ [Education](#)
- ▶ [Engineering](#)
- ▶ [Environment](#)
- ▶ [Graduate](#)
- ▶ [Information](#)
- ▶ [Law](#)
- ▶ [Medicine](#)
- ▶ [Nursing](#)
- ▶ [Pharmacy](#)
- ▶ [Public Affairs](#)

Goals matter

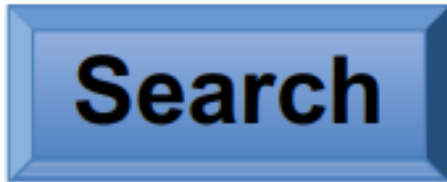
- Do they also have a degree in Architecture?

Cocktail party effect



Design Implications

- Avoid ambiguity



- Be consistent
- Understand the goals



Chapter 2

OUR VISION IS OPTIMIZED TO SEE STRUCTURE

Gestalt principles:

Proximity

Similarity

Continuity

Closure

Symmetry

Figure-ground

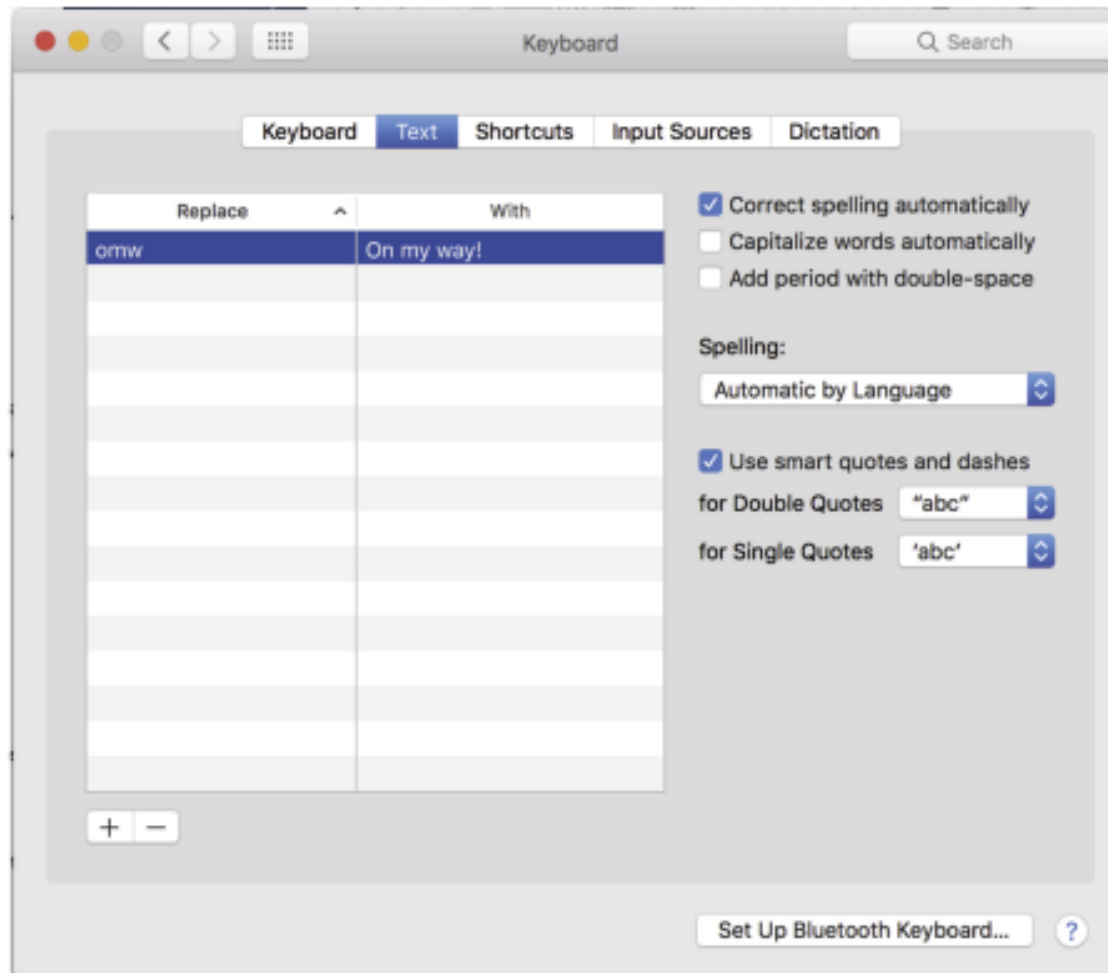
Common fate

Proximity

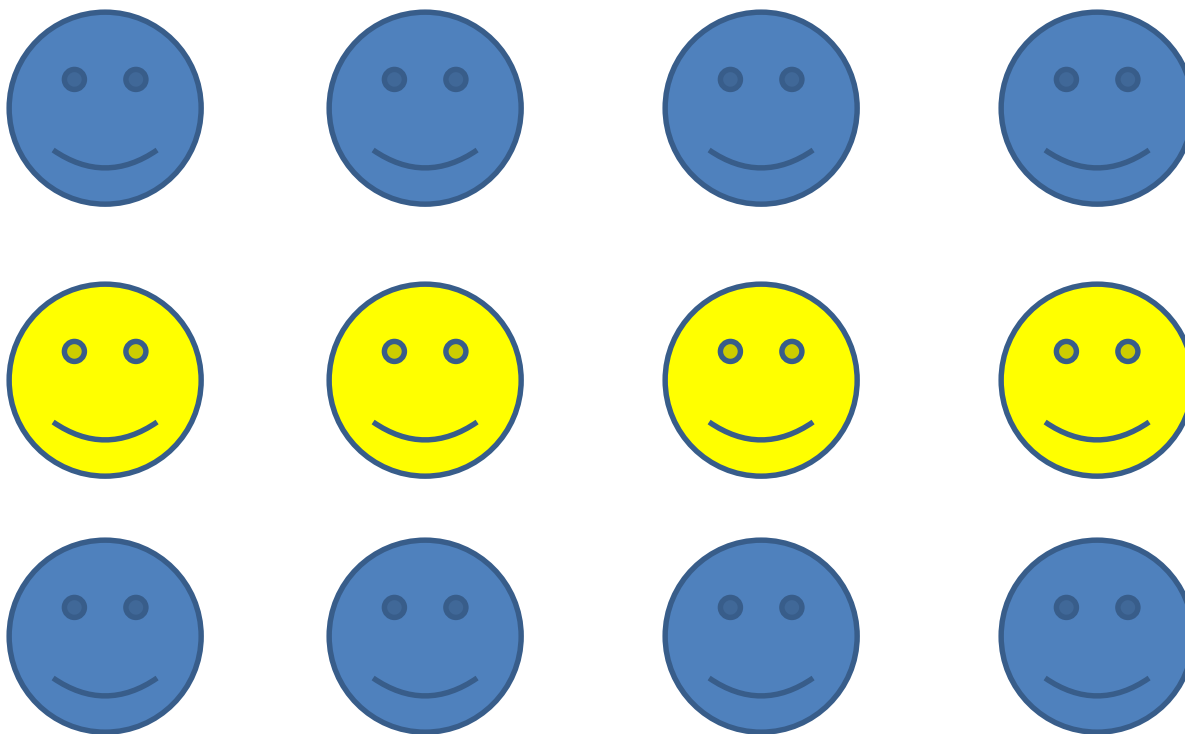


Which stars are grouped?

Proximity

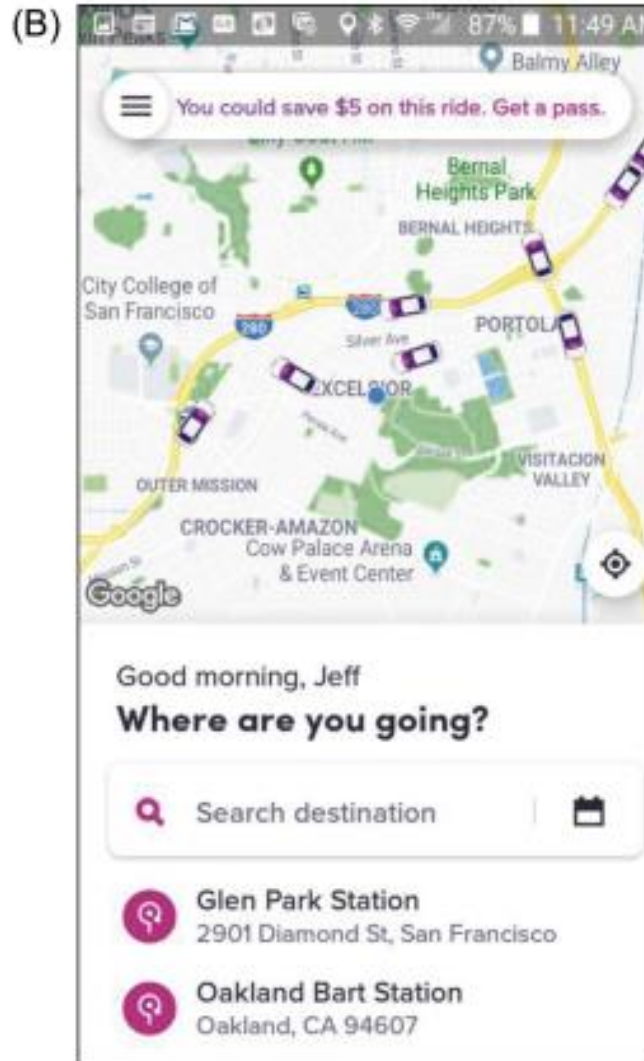
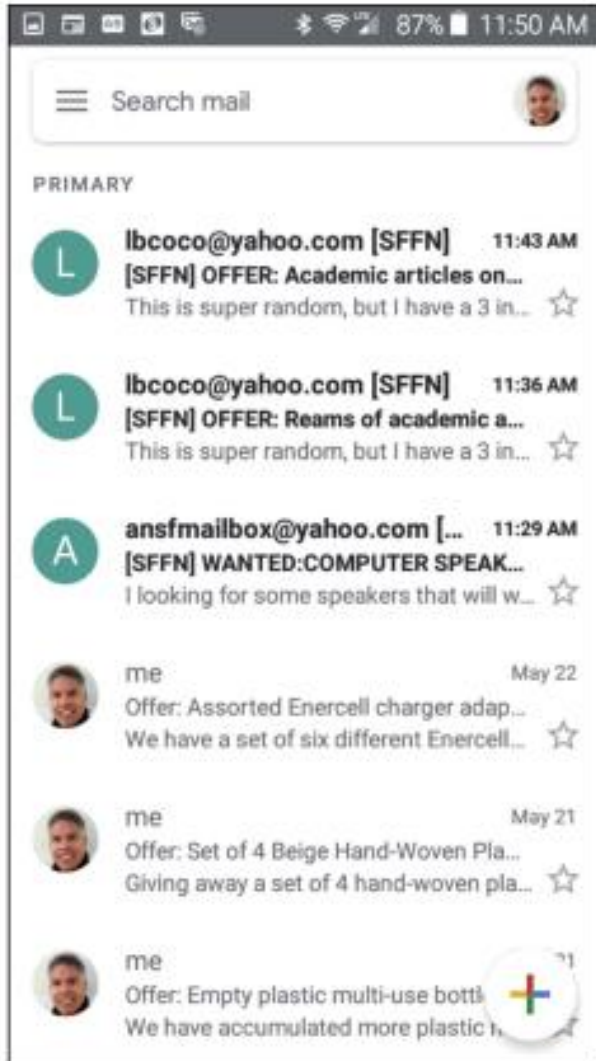


Similarity

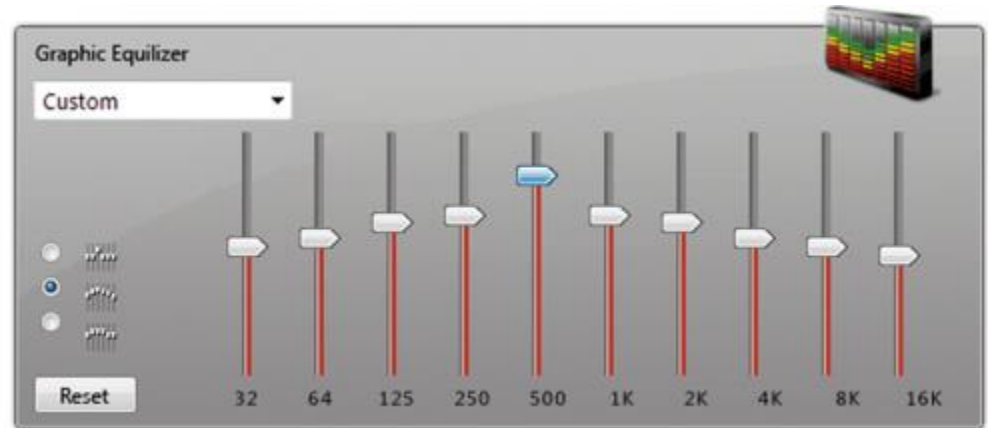
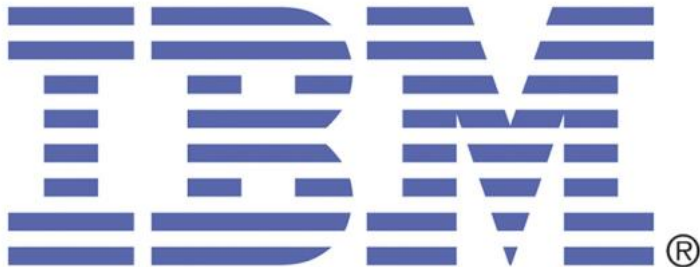


Which smileys are grouped?

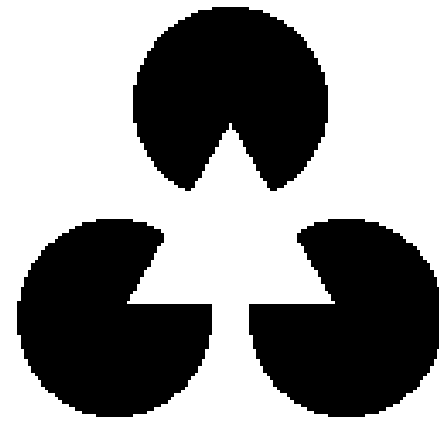
Similarity



Continuity

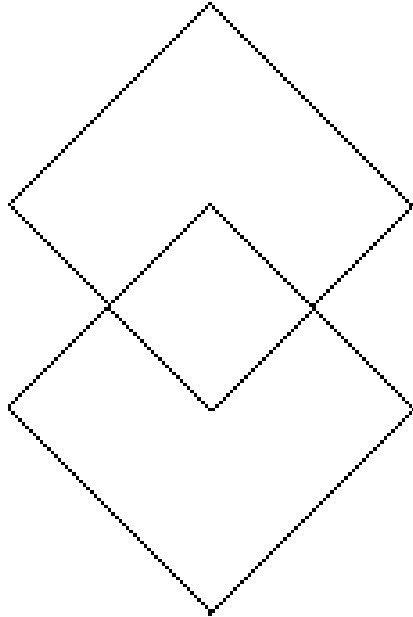


Closure



Closure

Symmetry

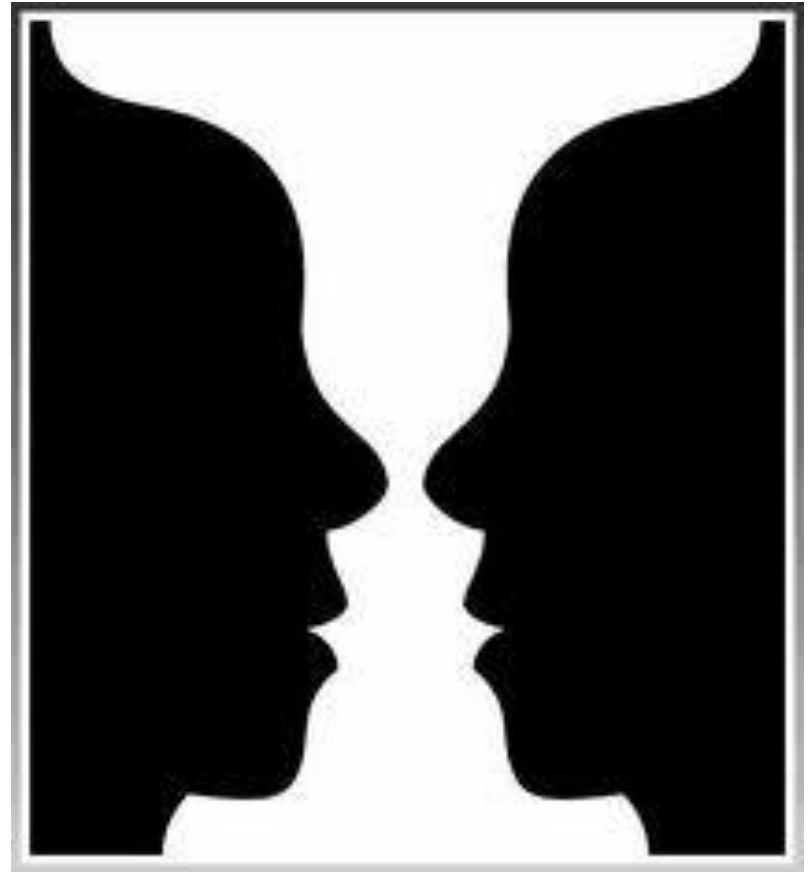


Symmetry

Student	Quiz 1	Quiz 2	Quiz 3	Quiz 4
Fred (B)	95	92	98	90
Susan H.	99	98	97	95
Sergei L.	83	91	92	88
Hannah N.	75	87	92	83

**What different ways might
this be interpreted?**

Figure/Ground



Figure/Ground



Common fate

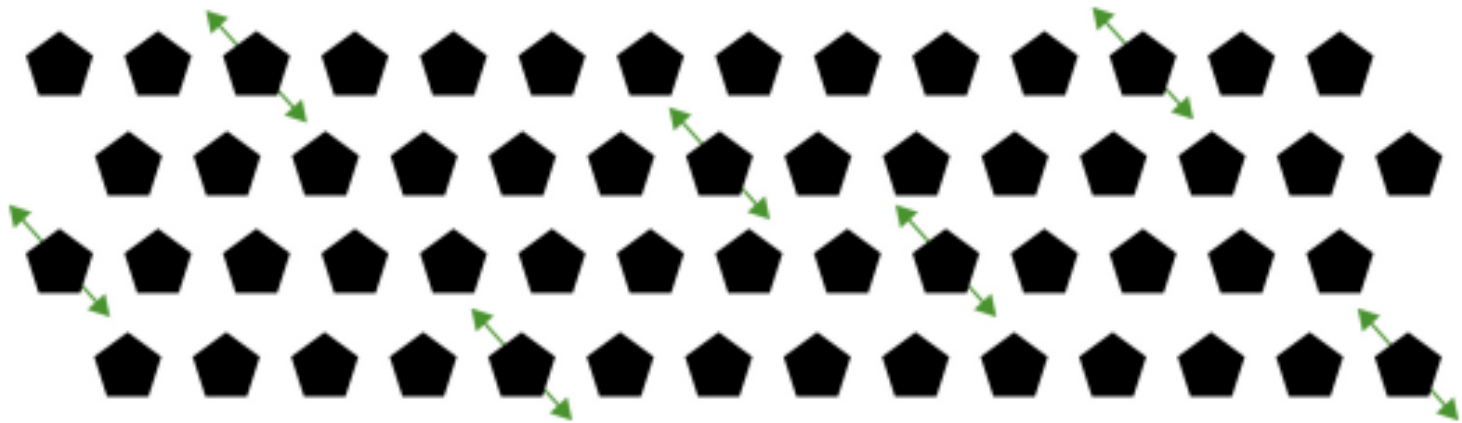


FIGURE 2.20 Common Fate: items appear grouped or related if they move together.