

Comp 388/424 - Client-side Web Design

Spring Semester 2016 - Week 6 Extra

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Client-side Web Design - Design and interface - Part 2

A brief overview of design considerations for interface development.

Contents

- Common mistakes
- Consistency, consistency...
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Common mistakes

- consider some of the common mistakes
 - *affect our ability to design*
 - *implement consistency within our interfaces*
- consider interfaces that achieve consistency
 - *colours appropriate for the criteria or usage environment*
 - *consistent use of colours*
 - *consistent standards for typography*
 - *consistent implementation and styling of controls*
 - *elements correctly organised and aligned*
 - *elements placed in a logical position for users*
 - *ie: where users expect to find them*
 - *fonts used appropriate to a given situation, event...*
 - *grouping of similar, contiguous elements*

Consistency, consistency...

- we need to establish rules for placement and usage of interface elements
- need to consistently adhere to these prescribed rules
- mix and match visual interface characteristics without confusing, and annoying, our users
- designer's visual language, like natural language
 - *requires a set of rules to be applied consistently*
 - *these rules can then be recognised and interpreted*
- consistency in design is rarely exciting or necessarily interesting
- it will help our users gain an innate sense of familiarity with an application
- hopefully helps drive further adoption and usage
- design consistency is simply about giving users what they can understand
 - *in essence, rely on throughout an application*

Image - design consistency example

www.ARRNGREN.net (Fra 07.11.2004) < Friihof i sin Fly-Bil

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Robot-Støvsuger

RC-Drone med Kamera
Walkere
QR X350PRO
Gimble og Monitor,
fra kr. 1.698,- med GPS

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Ingen alders-grense
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PEDALS
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- Batterier & Ladere, etc.
- Elektriske-Kjøretøy
- El-ATV
- Disko-Lys
- Rakett-Fly
- Roboter

Kjøpsloven klikk her.
Angreskjema klikk her.

Avatar-Guns
este Heikoptere
Nyhet!
kr. 299,-

Elektronikk
Fra kr. 9.998,-

Elektrisk-Scooter
Fra kr. 9.998,-

RC Produkter
Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

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fra kr. 89.998,-

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Last : 7 kg
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kr. 19.998,-

Zoom Kikkert
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fra kr. 19.998,-

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RC Produkter
44 prak talende norsk
RC Tank i Metall (55 cm)

El-Sykkel (21 kg), med Hydrauliske-Skivebrems.
Punkteringsfrie-dekk.
fra kr. 7.998,-

80km/t. 1:8
4WD Truck 2.4 Ghz RC
fra kr. 1998,-

4WD Truck 2.4 Ghz RC
fra kr. 1998,-

Elektrisk-ATV
6000 watt
kr. 59.998,-

EL-Scooter
5000 watt
kr. 29.998,-

100km/t
El-jeep 9998,-

Styrenerhet & Fordelere til Bill

RC Fly-Båt
70 cm lang
fra kr. 4998,-

El-Bil; C
2WD/4W
fra kr. 89.998,-

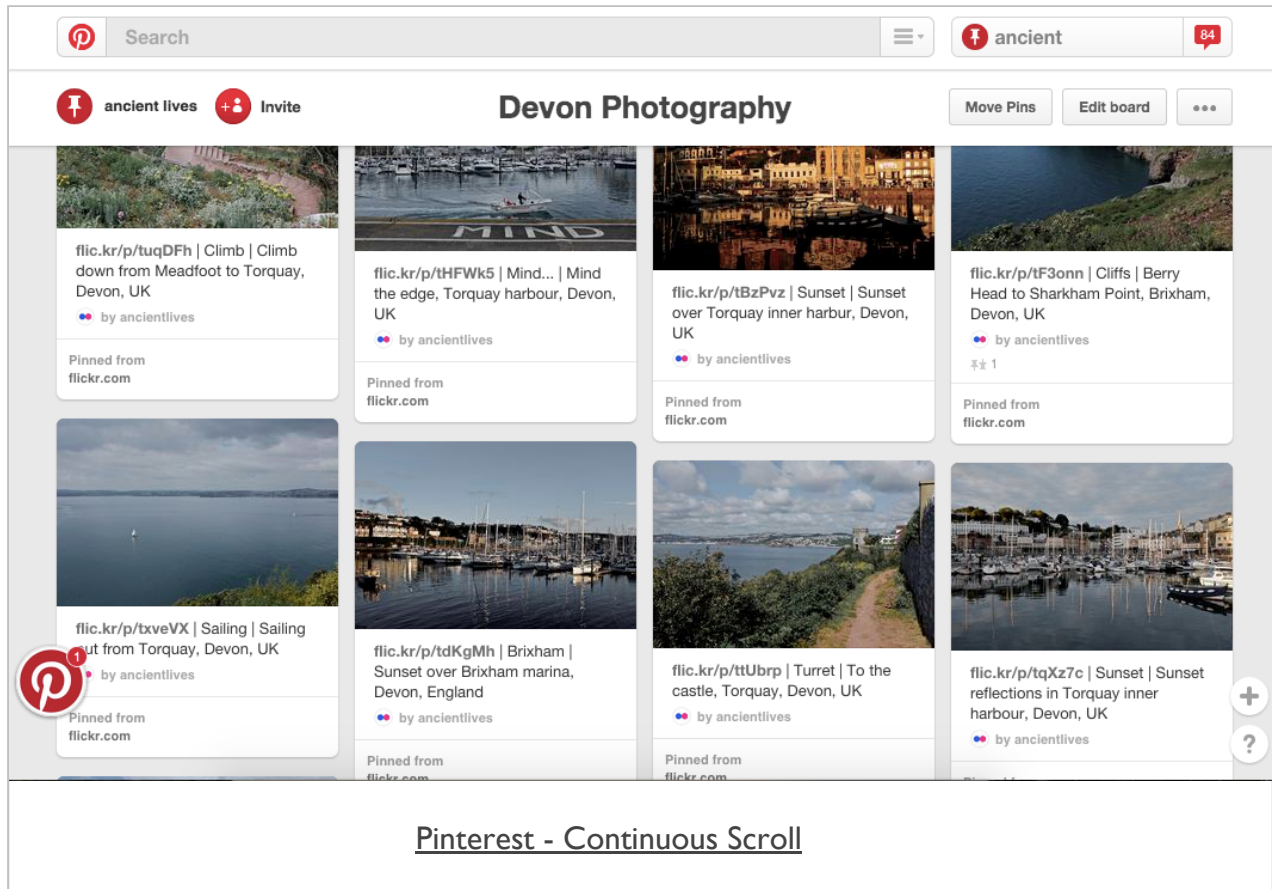
A lack of consistency - Arrngren.net

Source - Arrngren.net

Considering consistency

- start to design our interfaces for applications and web sites
- then update them in response to feedback or feature changes
 - *smallest changes can cause a ripple effect throughout our application*
- applications may change and evolve, implementing new or updated technologies, options...
- still need to establish consistency in usage
 - *eg: Pinterest interface*
 - *uses an interface mechanism of continuous scrolling to display a rich variety of images*
 - *now an accepted option for an interface pattern*
- continuous scroll pattern is attempting to solve a given problem
 - *user needs to view a subset of data that is not easily displayed on a single page*
 - *application's content presented to users as focused subset*
 - *larger, seemingly endless dataset to focused view*
 - *user needs to be aware of the ongoing content*
 - *without excessive effort or hindrance to the usage experience*

Image - Pinterest continuous scroll

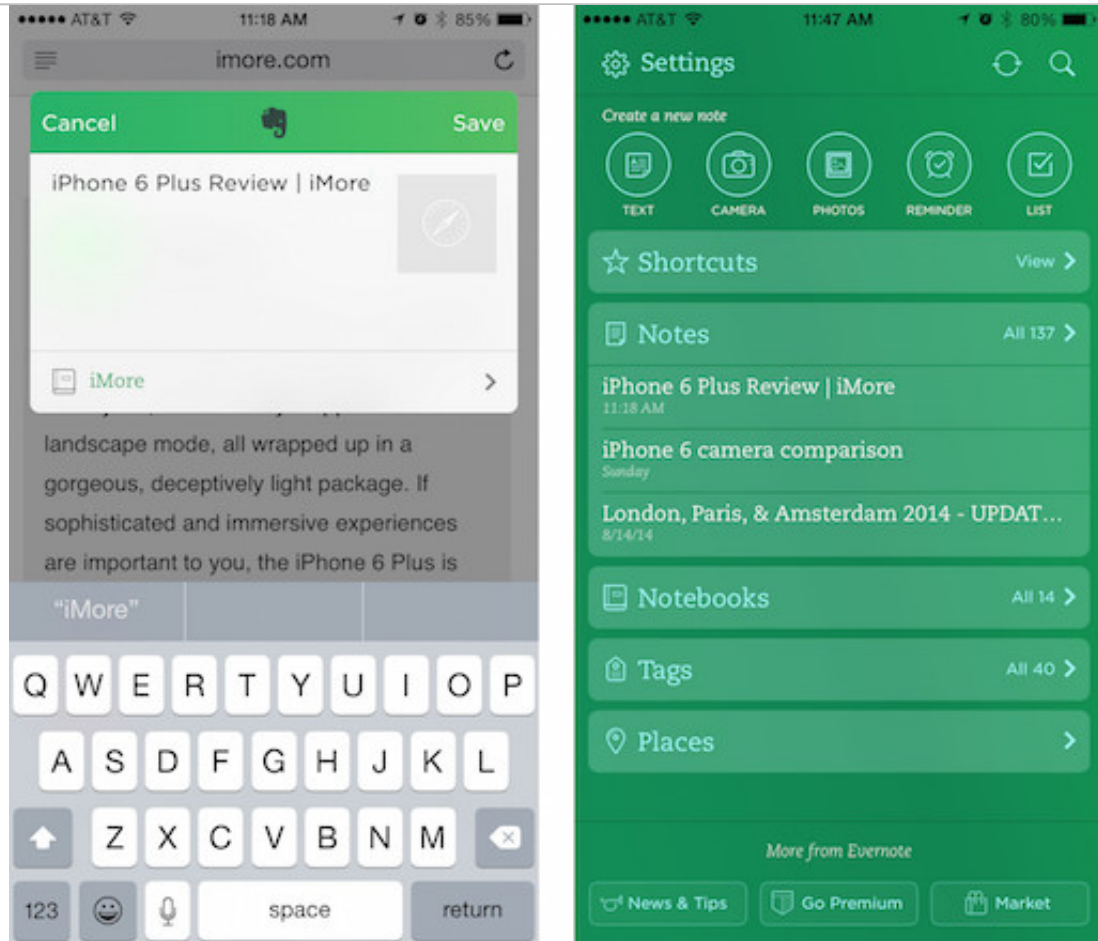


Source - Pinterest

Establishing consistency

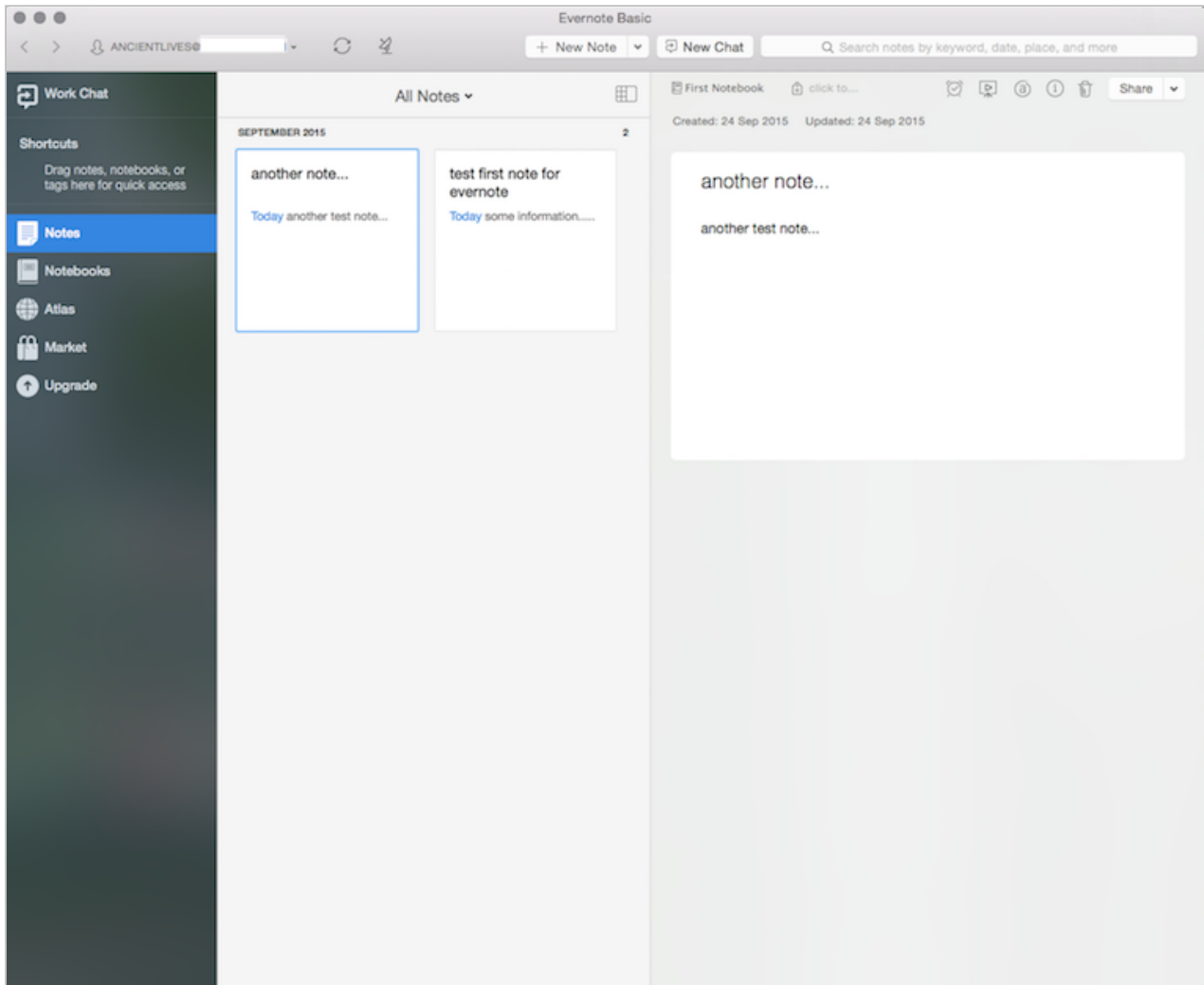
- help our users by starting with familiar elements and designs
 - *elements and designs people are familiar with from other examples and applications*
- users' expectations can simply be influenced by what they see onscreen
 - *naturally what they've seen in the past*
- a good reason that to review and consider many different types and examples of websites
- forms can be a good example of this type of conditioning and expectation in users
- a user sees a form for payment or credit card information
 - *they have normally seen and used other examples*
 - *examples will often follow a similar pattern*
- we can modify slightly to match specific requirements
 - *such as text, specific event or purchase details...*
- a user will normally look for familiar interface elements
 - *such as a **submit** button, input field...*
- as users, we become conditioned to use patterns on a regular basis
- consistency relies on an inherent awareness of user expectations

Examples of consistency to consider - Part I



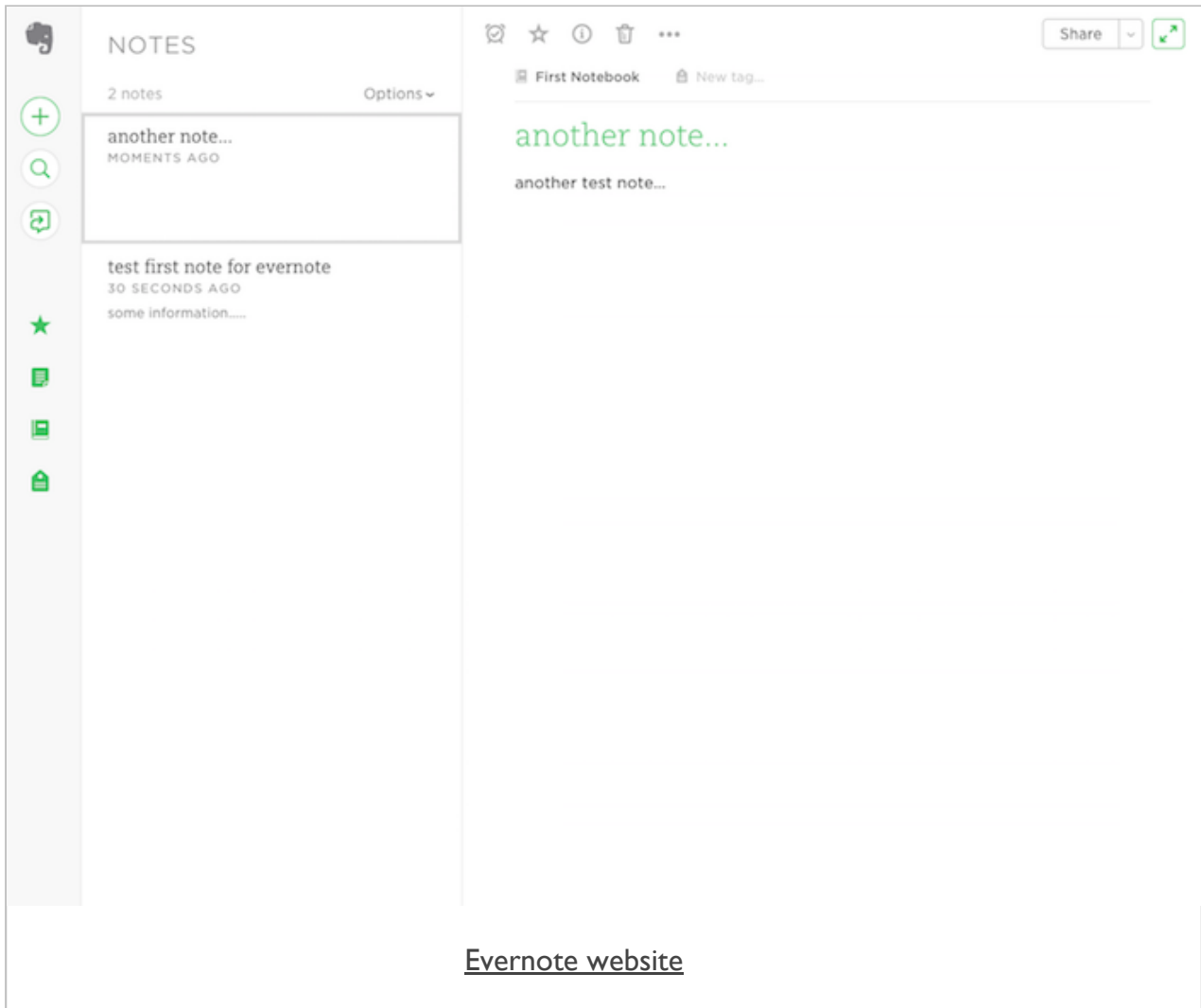
Evernote on iOS

Examples of consistency to consider - Part 2



Evernote on OS X

Examples of consistency to consider - Part 3



Lack of consistency

Each of the previous three image examples show a lack of consistency in the underlying design of Evernote applications. There is the application of a different pattern, aesthetic, and layout for each application. The variance is reflective of the different operating system from mobile to desktop.