

Towards a Humane Interface Aesthetics and Usability



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Why talk about interface?

That's the first impression and a lasting one for the users

It is the gateway to your application

It can help draw your users in

What makes good interface?

Sexy interfaces don't cut it

So what is it then?

It's about user experience

A great app lets the users get
their job done

Reliable

Simple

Fast

Easy to
use

Doesn't annoy
or distract

Provide
Value

Make it Reliable

An unreliable app spoils user's experience



AT&T 3G

4:03 PM

77% 

Mailboxes

All Inboxes (66)

Edit

All, As always I appreciate the support
and the eyes. I feel good that all our...

(No Sender)

12/31/69

(No Subject)

This message has no content.



(No Sender)

3:19 PM

(No Subject)

This message has no content.

3 >

(No Sender)

12/31/69

(No Subject)

This message has no content.



Don't Annoy

Sometimes I just popup for no particular reason, like now.



<http://Ithought2many.files.wordpress.com/2010/02/word-paperclip.jpg>

Don't Distract

You're asked to implement
Search

How do you improve
experience?

Search by any or all of the criteria below.

All or part of the file name:

A word or phrase in the file:

Look in:

Local Disk (C:) 

When was it modified? 

What size is it? 

More advanced options 

Back

Search



Help the user focus, don't distract

What's the App you use the most?



[Advanced search](#)
[Language tools](#)

[Google Search](#)

[I'm Feeling Lucky](#)

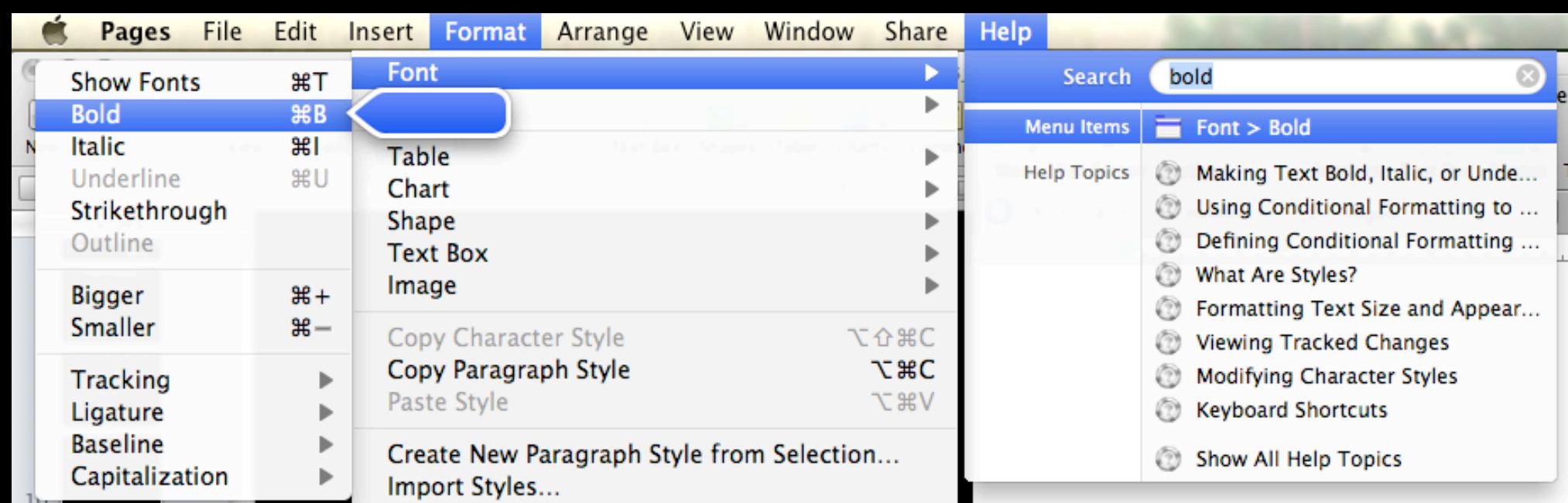
KISS Principle

Simple things must be simple

Problem with products is not
their capability, but one of
imposed complexity beyond
the need

How to find a menu item?

Fastest way is to search!



Provide Value



P

R

N

D

Ds

2

1

ASBE
Y

65 mph

C J H

F E

0 14 152 TRIP 109 13 miles

LO

8

D

D₃

2

1

An App That Fails in So many
ways



<http://blogs.agilefaqs.com/2008/05/28/victim-of-chaos/>





Back Forward Home Refresh Print Quit

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web check-in

Terms and conditions for Web check-in

1. No cancellations / modification request would be entertained once the guests have web checked-in.

2. No check-in baggage is allowed for web check-in. Guests may carry a maximum of one piece of cabin baggage, as defined by BCAS guidelines, with an additional restriction of maximum weight of one piece of 10.0 kg, not to exceed 55cm + 35cm + 25cm (Total 115 cm). Due to airport security regulations, no cabin baggage is allowed on any flights originating from Jammu and Srinagar airports.

3. No Infant(s), Wheelchair Passenger(s) or Special Assistance Passengers would be allowed to web check-in.

4. All the terms of carriage would apply.

I accept all of the above.

I am over 18 years of age.

I do not have any children less than 10 years of age.

I understand that Spicejet has the right to cancel my booking if I have purchased by fraudulent means.

Symbol . , 1 2 3 4 5 6 7 8 9 0

Tab Q W E R T Y U I O P [] L ; ' Enter Left Home

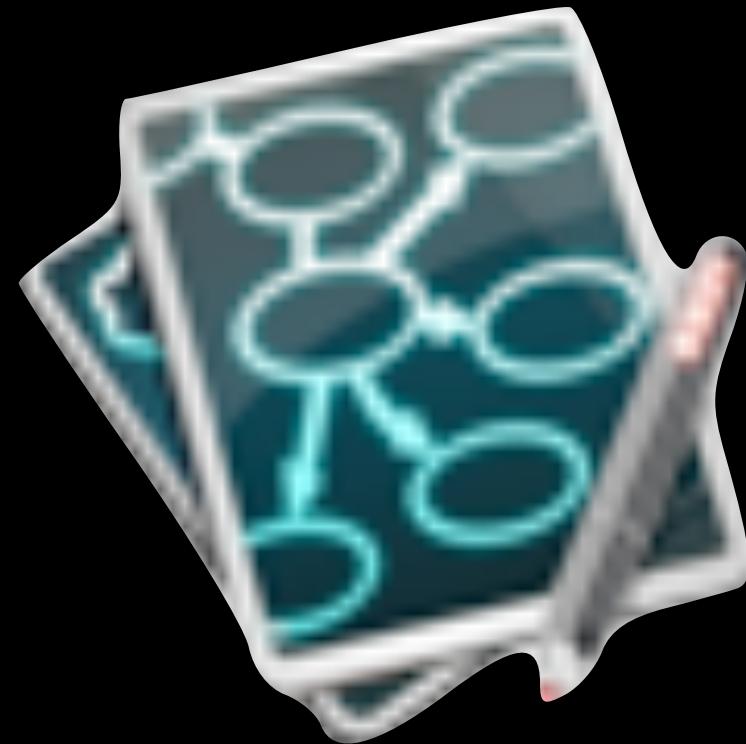
Caps Lock A S D F G H J K L : ' Space Right End

Shift Z X C V B N M , . , /



1. No cancellations / modification request would be entertained once the guest have web checked-in.
2. No check-in baggage is allowed for web check-in. Guests may carry a maximum of one piece of cabin baggage, in defined by ICAO guidelines, with an additional restriction of maximum weight of one piece of cabin baggage, in 55cm + 35cm + 25cm (Total 115 cm). Due to airport security regulations, no value baggage is allowed in any form originating from Chennai and Trivandrum airports.
3. No infant(s), wheelchair passenger(s) or unaccompanied minor(s) would be allowed to web check-in.
4. All the terms of carriage would apply. For details visit www.spicejet.com.
- I accept all of the above terms and conditions.
- I do have a valid photo id card issued by a Government Authority.
- I do not have any check-in baggage with me as I have only a cabin baggage weighing less than 10 kg.
- I understand that once web checked-in, no modifications can be made as the fare being purchased has the right to cancel the booking/web check-in if the ticket is found to be purchased for fraudulent use of a credit card.

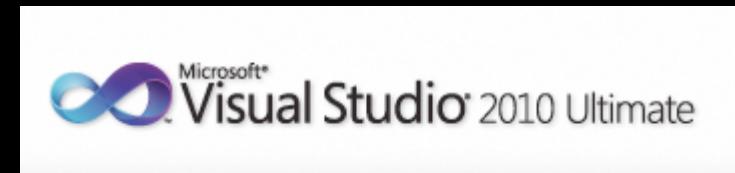
Do, don't ask



OmniGraffle
registration
experience!

Get One Step Ahead of the
User

Convenience shortcuts



Thinks like a programmer!
Stays steps ahead.

User's stress level

Cognitive

Circumstances can lead us
to make mistakes

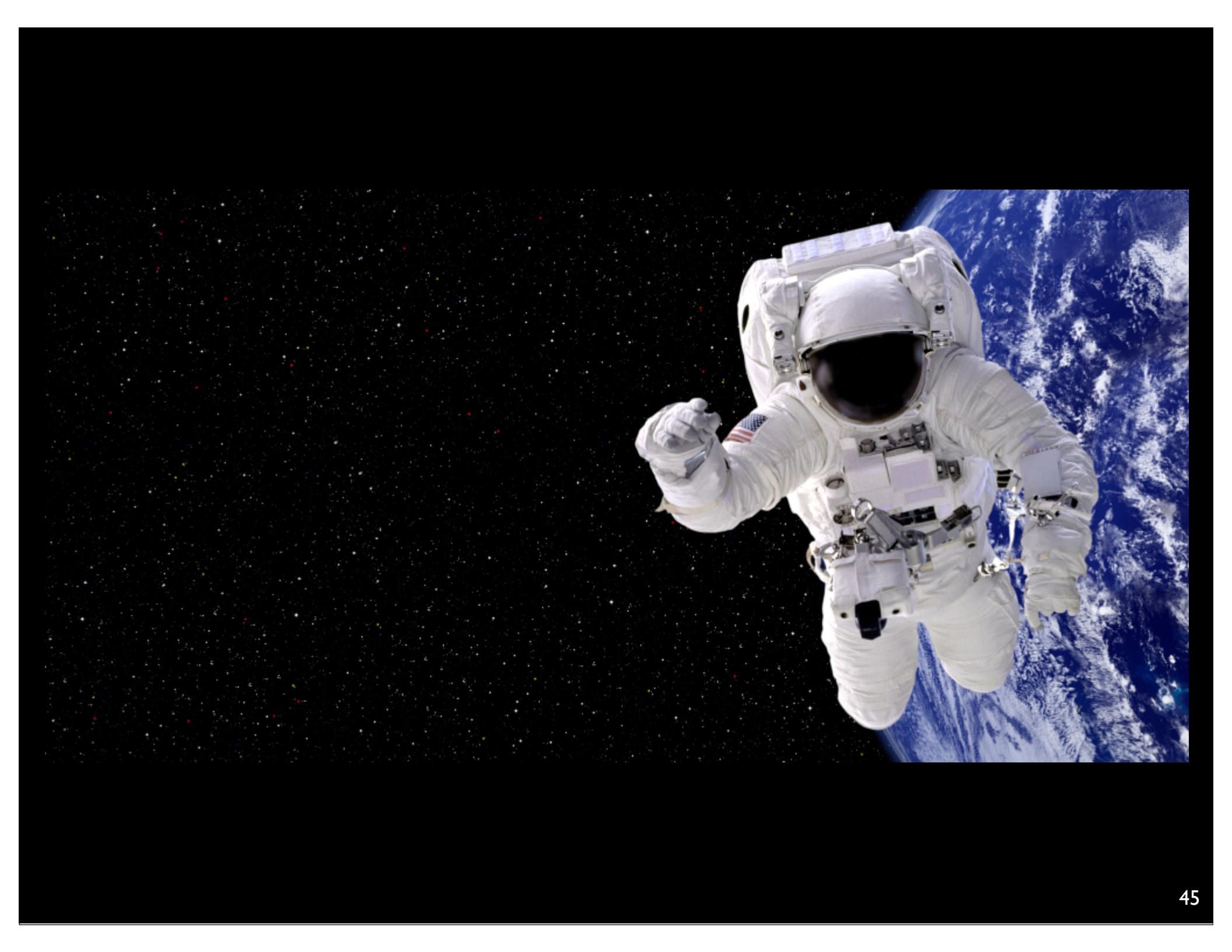




Cognitive Unconscious

Repetition pushes us there

Know your users





<http://gosmellthecoffee.com/archives/9570>

Let Users Set the Pace

Don't Rush the User

Locus of Attention

Ajax and Locus of Attention

Asimov's Law

Isaac Asimov's "Three Laws of Robotics"

1. A robot may not injure a human being or, through inaction, allow a human being to come to harm.
2. A robot must obey orders given it by human beings except where such orders would conflict with the First Law.
3. A robot must protect its own existence as long as such protection does not conflict with the First or Second Law.

Fitt's Law

$$T = a + b \log_2 \left(1 + \frac{D}{W} \right)$$

The time it takes to select a target is proportional to distance, inversely to its size

Hick's Law

$$T = b \cdot \log_2(n + 1)$$

The time to choose among options is proportional to the number of choices

Response time...

10 seconds feels like
eternity to users

Reliable

Simple

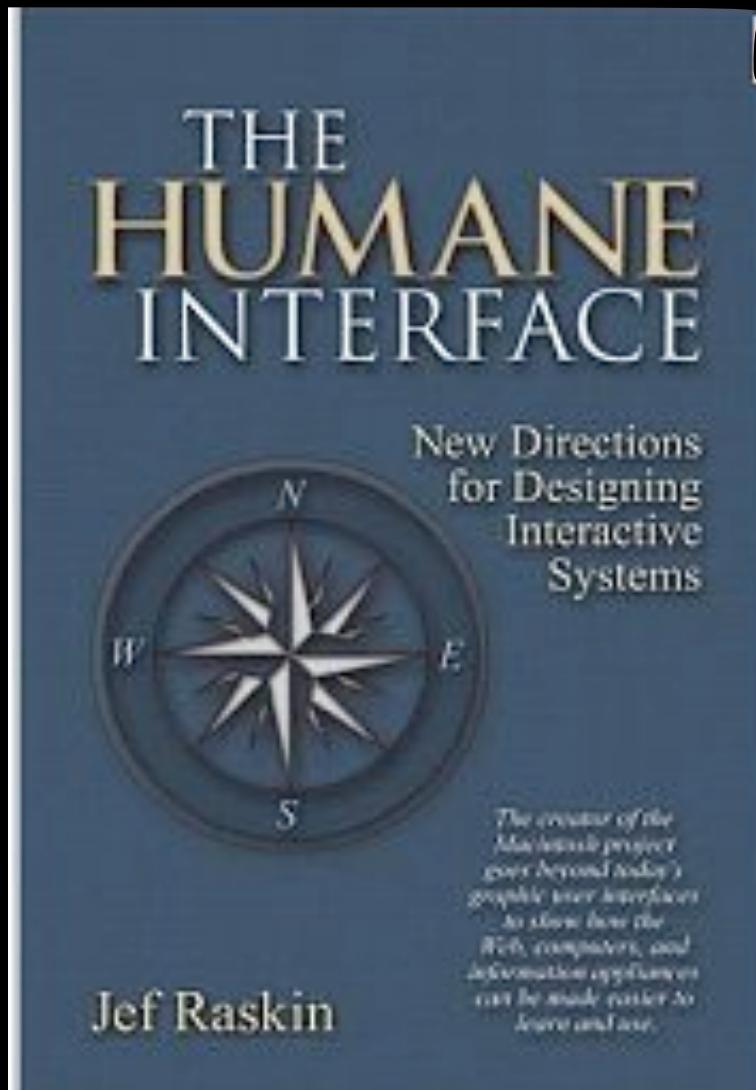
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Recommended Reading



Thank You!

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