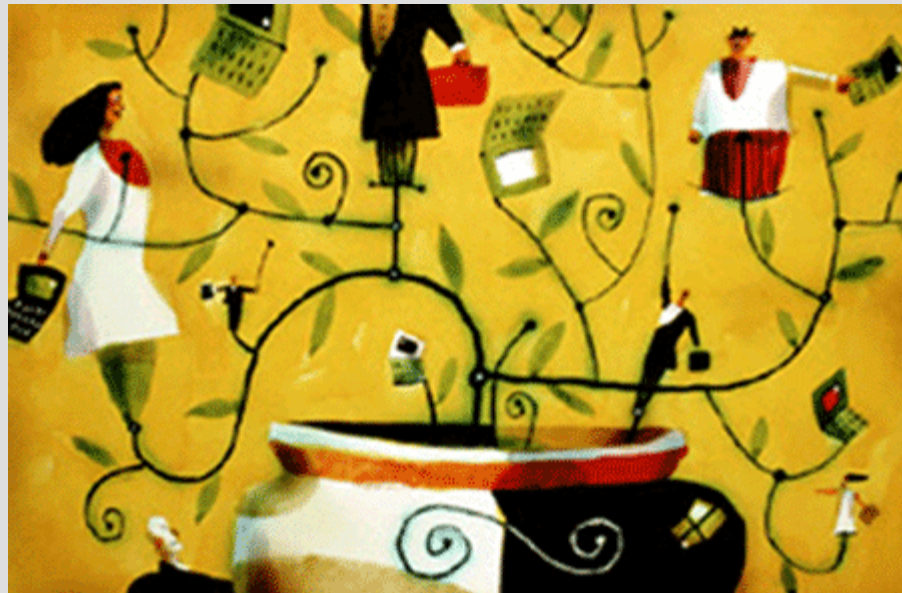


# User-Centered Website Development: A Human-Computer Interaction Approach





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City College of New York

Rosalee J. Wolfe

DePaul University

With a foreword by:

Jared M. Spool, Founding Principal,

User Interface Engineering

PowerPoint slides by Dan McCracken, with thanks  
to Rosalee Wolfe and S. Jane Fritz, St. Joseph's  
College



# Credits

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- ◆ Slide 11: Courtesy of the Orpheus Chamber Orchestra.
- ◆ Slide 13: Courtesy of Eddie Bauer.

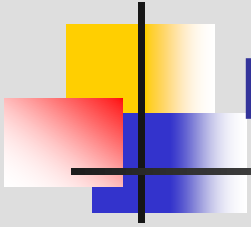


# 5. Visual Organization

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In this chapter you will learn about:

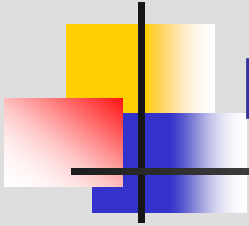
- ◆ Four principles of visual organization and how to apply them
  - ⊕ Proximity
  - ⊕ Alignment
  - ⊕ Consistency
  - ⊕ Contrast



## Four organizing principles: proximity

---

- ◆ See next slide for a tongue-in-cheek example: mindless application of alphabetic organization
- ◆ Preview: the result is a hodge-podge as seen by the user



# Dan's Clothing: the mindless version

## Dan's Clothing Store

Checkout  
close out on pink socks  
Email us  
July specials  
Kid's clothes  
Men's clothes  
Open an account  
Sale on rain wear  
Special sizes  
Store locations  
Your account status  
Women's clothes



## What groups would make sense?

---

- ◆ Women's clothes, Men's clothes, Kid's clothes, Special sizes
- ◆ July Specials, Sales on rainwear, Closeout on pink socks
- ◆ Store locations, Store hours
- ◆ Open an account, Your account status
- ◆ Check out
- ◆ Email us.



# Dan's Clothing: with sensible groups

---

## Dan's Clothing Store

Women's clothes  
Men's clothes  
Kid's clothes  
Special Sizes

July Specials  
Sale on Rainwear  
Closeout on pink socks

Store locations  
Store hours

Open an account  
Your account status

Checkout


Email us





Avoid centered alignment for lines that are of nearly equal length

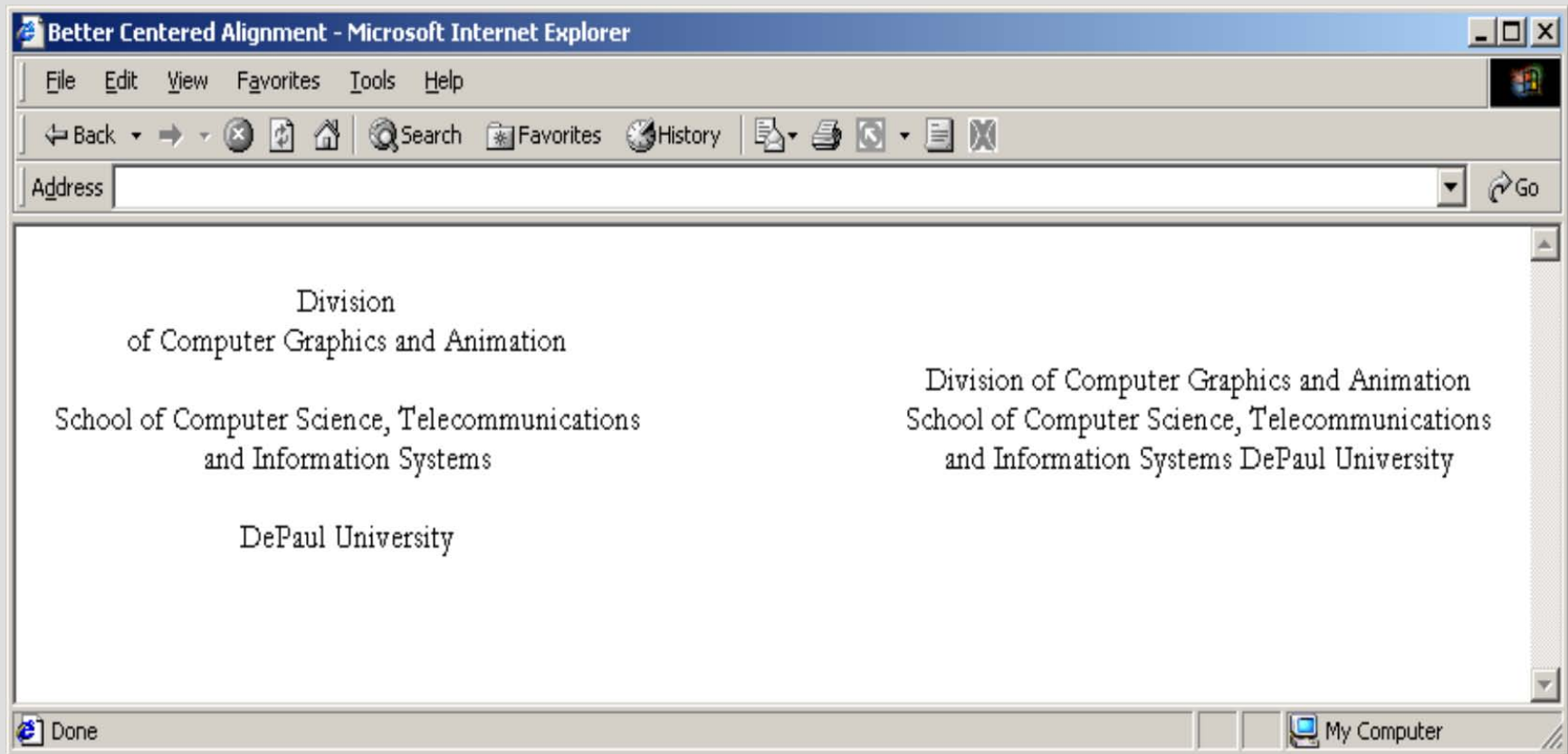
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Division of Computer Graphics and Animation  
School of Computer Science, Telecommunications  
and Information Systems DePaul University



# Lines are now greatly different in length: reader knows it's intentional



# Orpheus Chamber Orchestra: nice use of proximity and alignment





# The principles are seen in combination

---


- ◆ Eddie Bauer site (next slide) has
  - ⊕ Horizontal alignment
  - ⊕ Vertical alignment
  - ⊕ Proximity, to group like items
  - ⊕ Consistency, in type size and font for links
  - ⊕ Contrast, between **SALE** and most else

Eddie Bauer Since 1920 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address <http://eddiebauer.com/eb/default.asp> Go Links




SINCE 1920

[View Your Shopping Cart](#)
[Track Your Order Status](#)
[Access Your Account](#)
[Customer Service](#)

Shop Our Stores: **Clothing & Gear** | Home Store | Outlet | Business to Business

MEN WOMEN GEAR BOYS GIRLS GIFTS SALE [SEARCH](#)



**Ultimate Winter SALE**

Welcome. [Click here](#) to sign up for an account.

What's new in Clothing & Gear.

**Men**

[Sale! Lined Jeans & Khakis](#)

[Save on Sweaters](#)

[Great Outerwear Deals](#)

[Sale! Shoes & Boots](#)

**Women**

[See Everything on Sale](#)

[Save on Sweaters](#)

[What's New for Spring](#)

[Spring Instant Outfits](#)

**Gifts**

[Easy Returns!](#)

[Electronic Gift Certificates](#)

[Spring Outfits She'll Love](#)

[Spring Outfits He'll Love](#)

**Kids**

[Sale! Girls](#)

[Sale! Boys](#)

**Gear**

[Special Offer-\\$24 Duffel](#)

[Soft-Sided Luggage](#)

[Sale! Handy Diaper Bags](#)

[Duffels-Get Packing!](#)

**Sale**

[Women](#)

[Men](#)

[Kids-Everything's Reduced](#)

[Weekly Specials](#)

**Home Store**

Semi-Annual White Sale. Save on your favorite bedding, bath and down.

**Outlet**

Save 25%-70%! Find great deals on items for men, women, kids and home.

**Business to Business**

Recognize and reward top performers with our award certificates and gift cards.

[Sign Up For Email](#)

[Request a Catalog](#)

[Find a Store Near You](#)

[Order Gift Certificates](#)

**Catalog Quick Order**

Type the catalog item number like this: B09 540 2480

**Get a Catalog FREE!**

Sign up today to receive a complimentary copy of the latest Eddie Bauer catalog.

**Win a Shopping Spree**

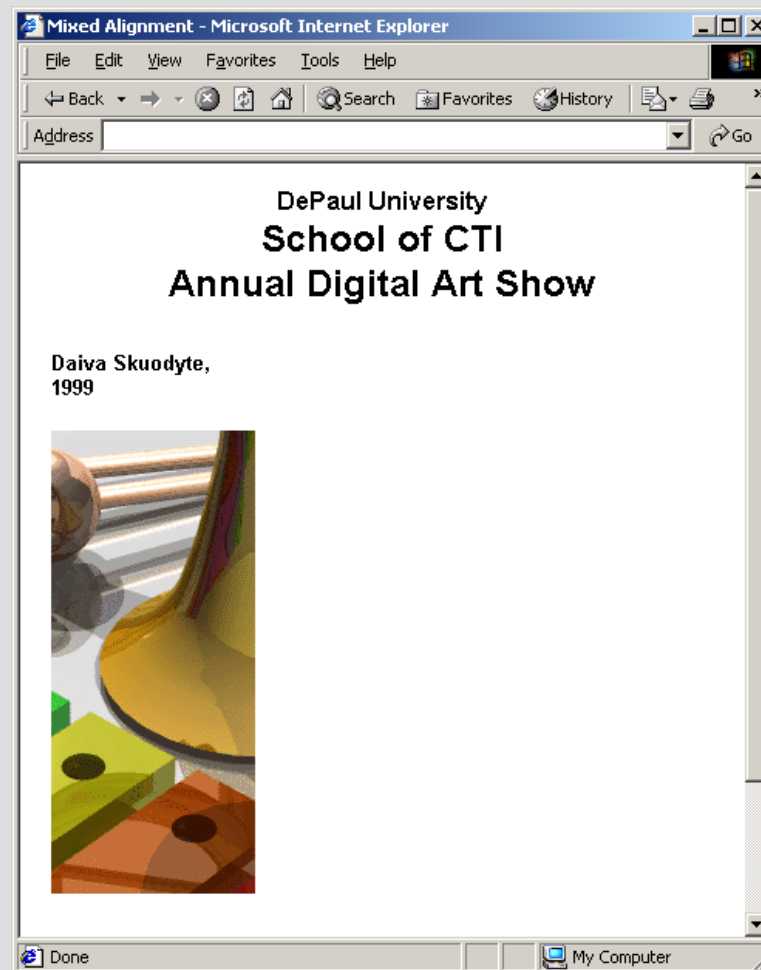
Enter for a chance to win a \$10,000 Eddie Bauer shopping spree.

**Eddie Bauer MasterCard®**

Apply now & save 10% on your next order.

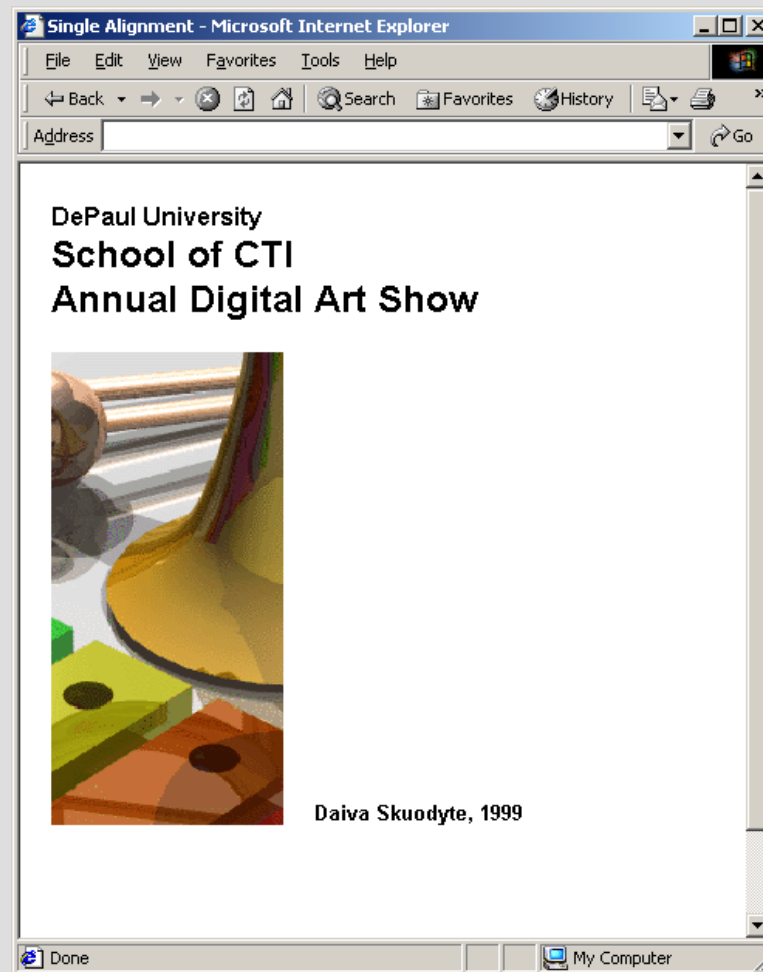
Internet

# Don't be a slave to centered alignment . . .

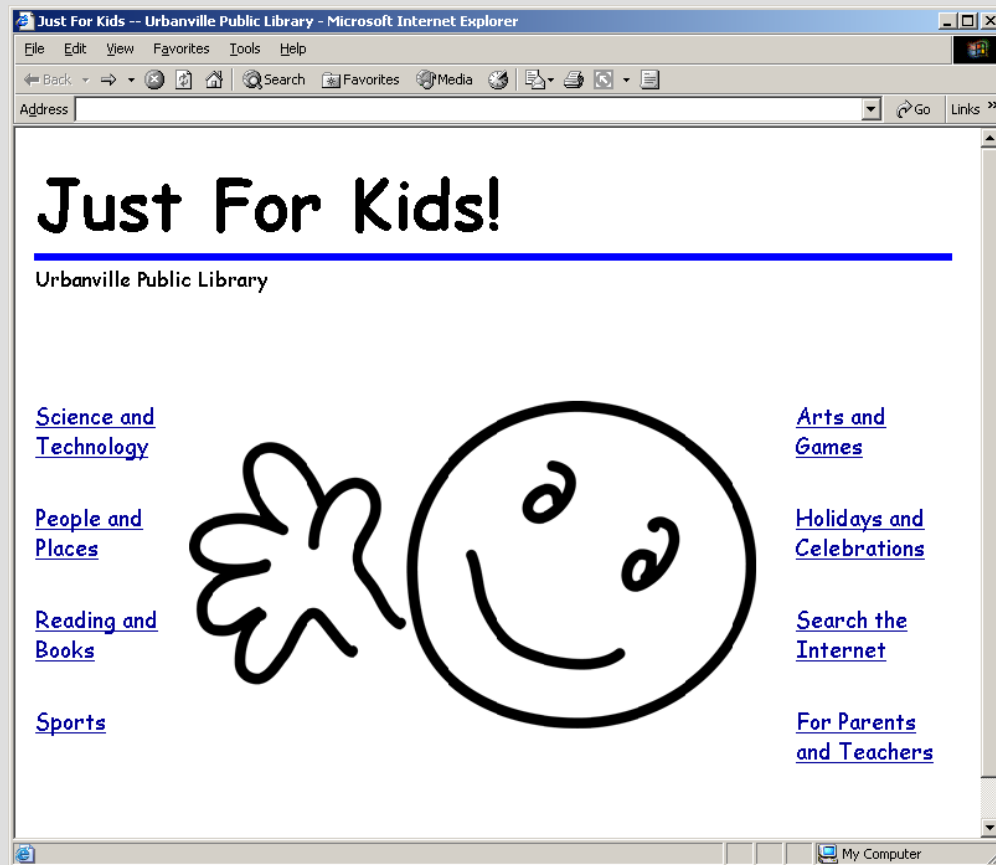




. . . which is OK, but isn't this better?

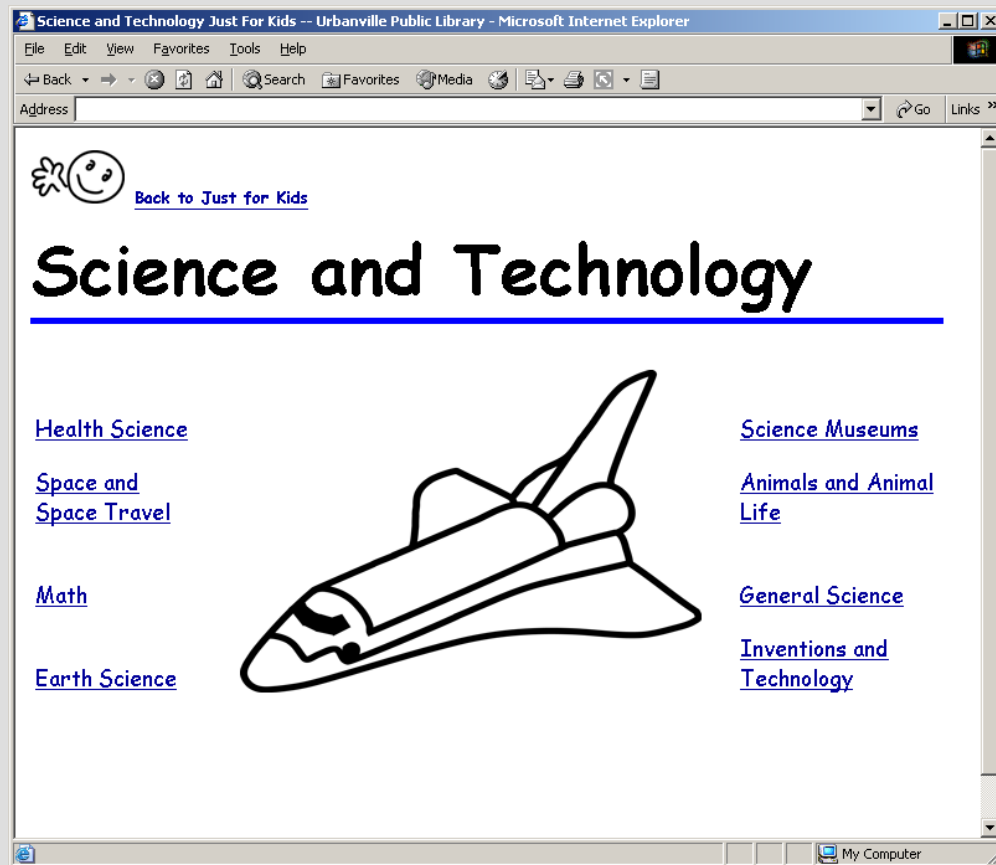


Note the consistent layout in the next few slides

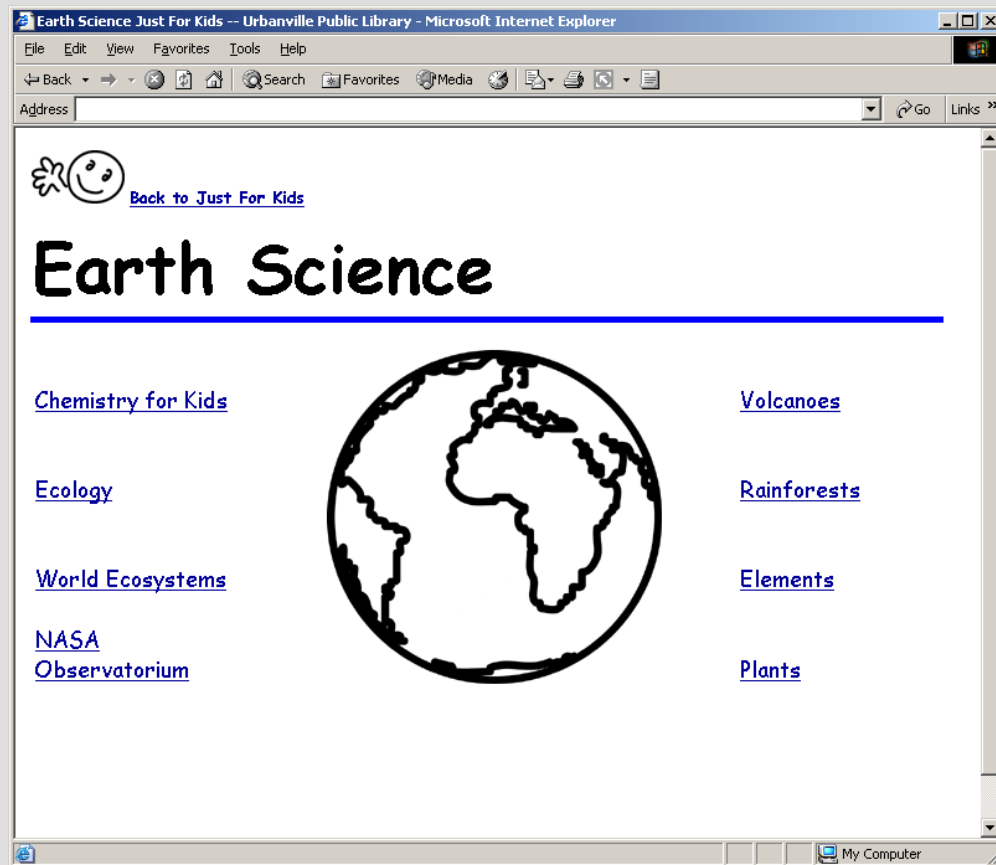




One of the pages reachable from the previous slide

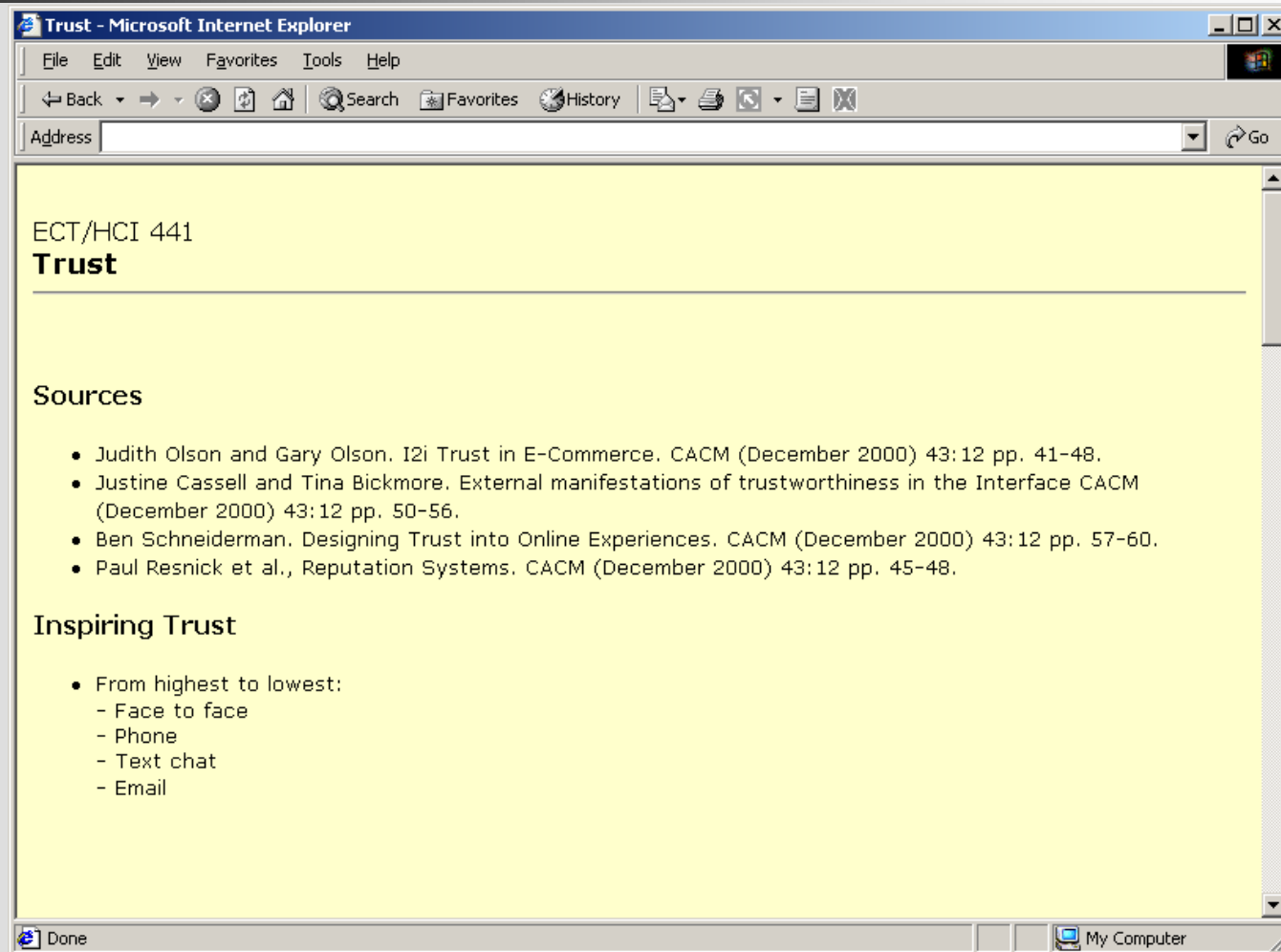


One of the pages reachable from the previous slide



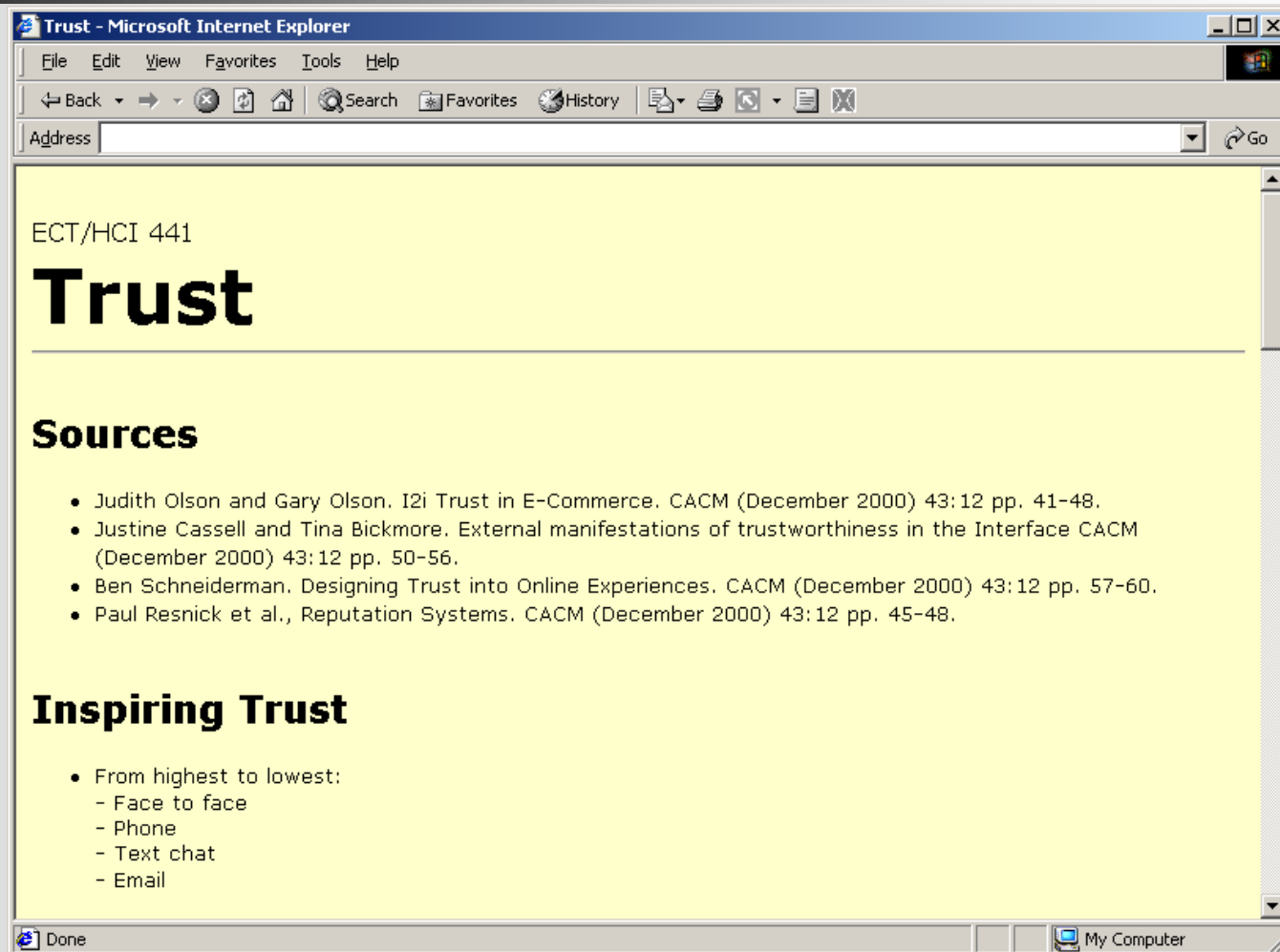


# How can we make this more interesting?



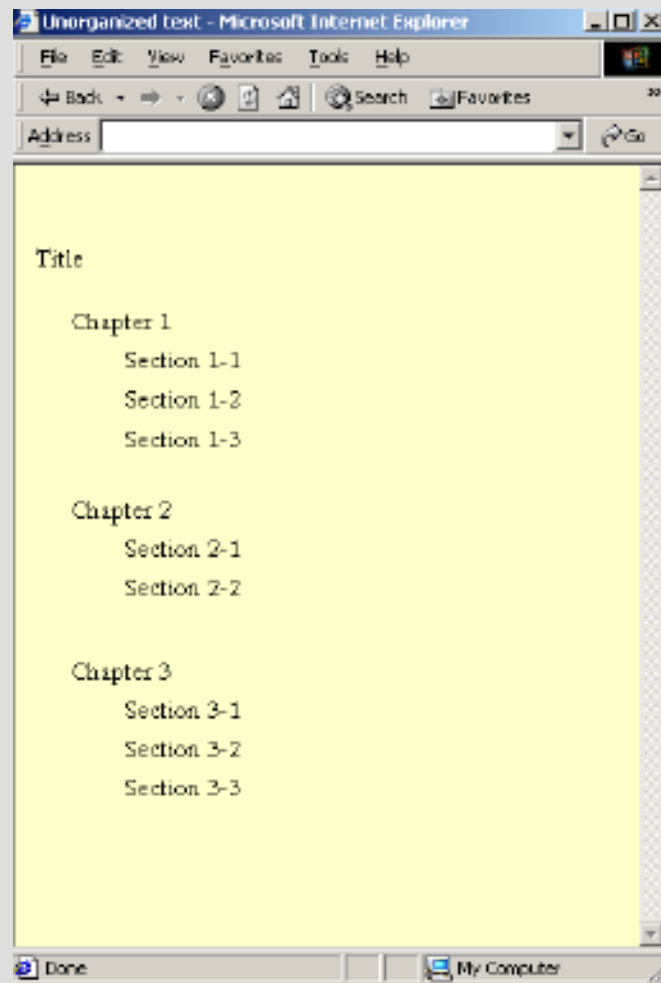


# Use more contrast





# Talk about boring!





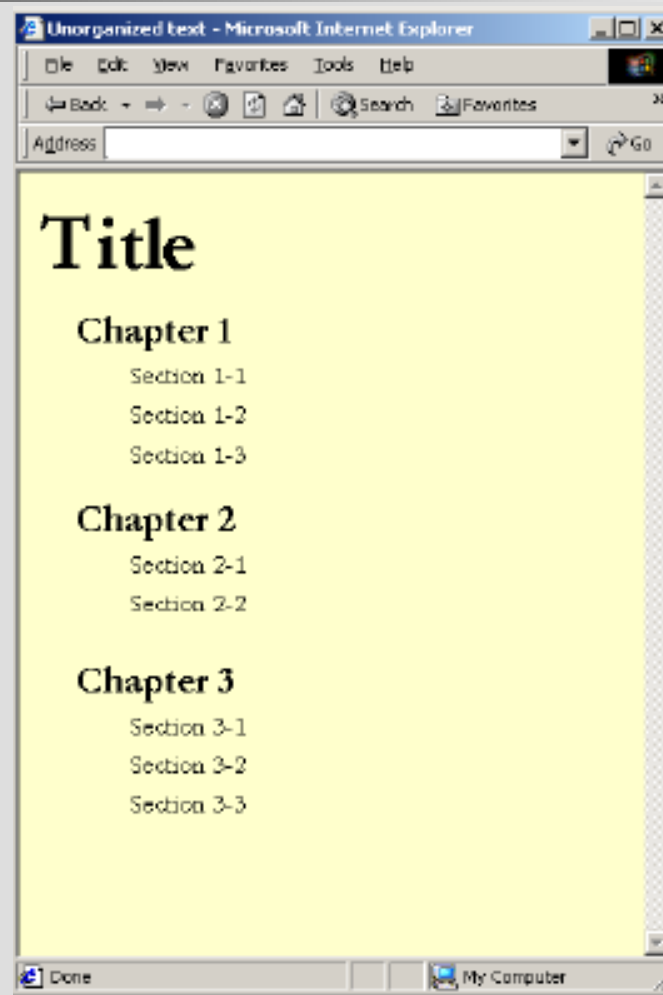
# This is a quiz! (Not really)

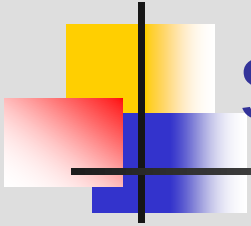
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- ◆ Look again at the previous slide.
  - ⊕ How many ways can you improve it?
  - ⊕ Can you put all four principles to work?
  - ⊕ Next slide shows one possible way
  - ⊕ You can find lots of others



Here's one way, but there are *many* other possibilities





# Summary

In this chapter you learned:

- ◆ Four principles of visual organization
  - ⊕ Proximity
  - ⊕ Alignment
  - ⊕ Consistency
  - ⊕ Contrast
- ◆ Some ways they can be applied
- ◆ The message:
  - ⊕ There are principles; you can learn them and use them

But be **BOLD!** **EXPERIMENT!** *Take a chance!* (You can always change something if it doesn't work)