

Assignment 2&3

Que1: Explain basic principle of basic principle design.

Ans: The fundamental principles of design are Emphasis, Balance and Alignment, Contrast, Repetition, Proportion, Movement and White Space. Design differs from art in that it has to have a purpose. Visually, this functionality is interpreted by making sure an image has a center of attention, a point of focus.

Que2: What are the characteristics of a good interface.

Ans: Clear. Clarity is the most important element of user interface design Concise. Clarity in a user interface is great, however, you should be careful not to fall into the trap of over-clarifying.

Familiar.2. Responsive.3.Consistent.4.Attractive.5.Efficient.6.Forgiving.

Que3: What is Cognitive Ergonomics? Explain briefly its components.

Ans: Cognitive ergonomics is the field of study that focuses on how well the use of a product matches the cognitive capabilities of users. It draws on knowledge of human perception, mental processing, and memory. have an emphasized cognitive component (e.g., calculation, decision-making) are in safety-critical environments.

Que4: Explain 10 principles of cognitive ergonomics?

Ans: **1.** Project Management focuses on planning and organizing a project and its resources. This includes identifying and managing the lifecycle to be used, applying it to the user-centered design process, formulating the project team, and efficiently guiding the team through all phases until project completion.

2. User Research focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies.
3. Usability Evaluation focuses on how well users can learn and use a product to achieve their goals. It also refers to how satisfied users are with that process.
4. Information Architecture focuses on how information is organized, structured, and presented to users.
5. User Interface Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions.
6. Interaction Design focuses on creating engaging interactive systems with well thought out behaviors.
7. Visual Design focuses on ensuring an aesthetically pleasing interface that is in line with brand goals.
8. Content Strategy focuses on writing and curating useful content by planning the creation, delivery and governance behind it.
9. Accessibility focuses on how a disabled individual accesses or benefits from a site, system or application. Section 508 is the governing principal for accessibility.
10. Analytics focuses on the collection, reporting, and analysis of website data.

Que5: What are essential UI design laws?

Ans: Users should not have to wonder whether different words, situations, or actions mean the same thing. Do not confuse your user — keep words and actions consistent. Use “The Principle of Least

Surprise.” In other words, use all elements across your application consistently.