

Part-B.

Mobile Application Users:

The Gestalt principles have had a considerable influence on design, describing how the human mind perceives and organizes visual data.

The gestalt principles refer to theories of visual perception developed by German psychologists in the 1920s.

According to these principles, every cognitive stimulus is perceived by users in its simplest form.

Key principles include

proximity

closure

continuity

figure and ground

Similarity.

Proximity:

Users tend to group objects together.

Elements placed near each other are perceived in groups.

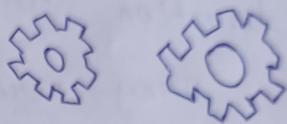
People with gears and Many or unified similar + with problem
Place graphics relationships textual closure
If missing mind.
In user missi
the
lic
W

People will see one group of three gears and one group of two gears. Many smaller parts can form a unified whole. Icons that accomplish similar tasks may be categorically organized with proximity.

Place descriptive text next to graphics so that the user can understand the relationship between these graphical and textual objects.

closure:

If enough of a shape is available, the missing pieces are completed by the human mind.



In perceiving the unenclosed spaces, user complete a pattern by filling in missing information.

People recognize a triangle even though the figure is not complete.

Harness the closure concept to create icons with a strong primary silhouette, without overloading user on pixelated and overdone details.

In grids patterns with horizontal and vertical visual lines, use closure to precisely show the inside and outside

of list

Continuity:

The user's eye will follow a continuously perceived object.

When continuity occurs, users are compelled to follow one object to another because their focus will travel in the direction they are already looking.

They perceive the horizontal stroke as distinct from the curved stroke, even through these separate elements overlap.

Smooth visual transactions can lead users through a mobile application, such as a link or indicator pointing toward the next object and task.



Figure and Ground:

A figure, such as a letter on a page is surrounded by white space, or the ground.

In figure, the figure is the gear icon, and the ground is the

surrounding

Complex

line between

but mobile

frustration

Primary

content w/

separation

Similarities

Similar

Semial

Strong

size

In

Objects

9x3

link

19+

ground

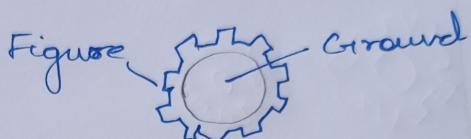
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surrounding space.

Complex designs can play with the line between "figure" and "ground" but mobile interfaces speed user frustration with unclear distinctions

Primary controls and main application content should maintain a distinct separation between figure and ground.



theory.

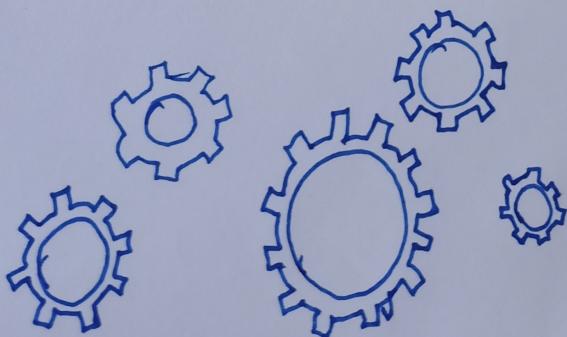
Similarity:

Similar elements are grouped in a semi-automated manner, according to the strong visual perception of color, form, size and other attributes.

In perceiving similarity, dissimilar objects become emphasized.

~~9x3~~ Strict visual grids confuse user by linking unrelated items within viewport.

The layout should encourage the proper grouping of objects and ideas.



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