Attention: Jenny Madigan, Program Manager

Presented by: Lexie Kirsch, User Interface Developer

April 4th, 2017

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Jenny Madigan
Program Manager
Whirlpool

Dear Jenny Madigan,

Thank you for selecting Pollex Designs to develop a checklist for the Whirlpool user interface design team.

In this report you will find 20 of the most important website user interface design principles, accompanied by specific examples from Whirlpool's websites.

I look forward to hearing your feedback.

Sincerely,

Lexie Kirsch
User Interface Developer
Pollex Designs

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Design Checklist

1. **Clarity of text** - use contrasting colors between text and background for clarity.
The left image does not have enough contrast between the colors of the text and of the background, making it difficult to read. The image in the middle uses a gray shadow to facilitate the reading of the white text. The image on the right is most clear.
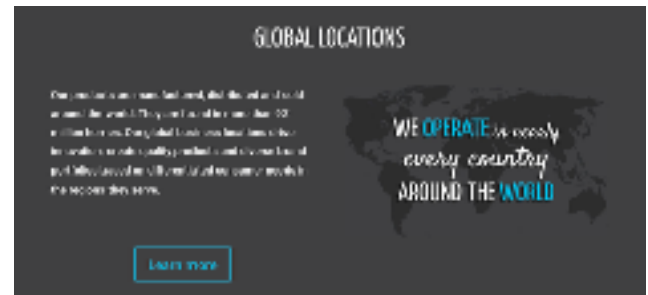
2. **Clarity of controls** - distinguish controls from their background.
The left image uses a gray circle behind the right and left arrows to distinguish them from the background; the image on the right does not, which is especially ineffective for the left arrow, hidden in the background image.
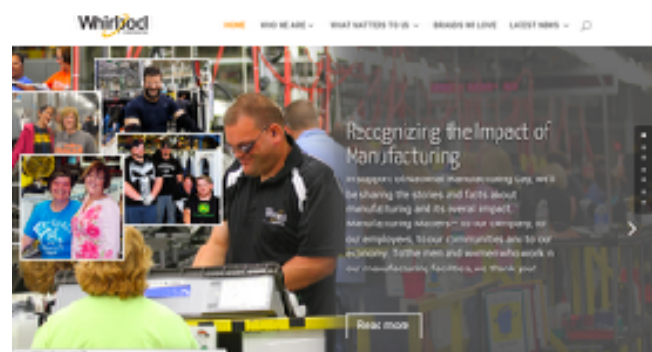

3. **Alignment of information** - ensure that information is aligned evenly.
In the image below, the headings are evenly aligned at the top, but the links below each heading are not. They are a consistent length below the headings but located at inconsistent heights relative to each other.

4. **Consistency of commands** - make associated commands consistent in terms of verb-noun labels.

The left image is very consistent with text beginning "See…" and buttons labeled "Learn More". The right image begins to continue that trend and then stops abruptly, even ceasing to label buttons with a verb first.
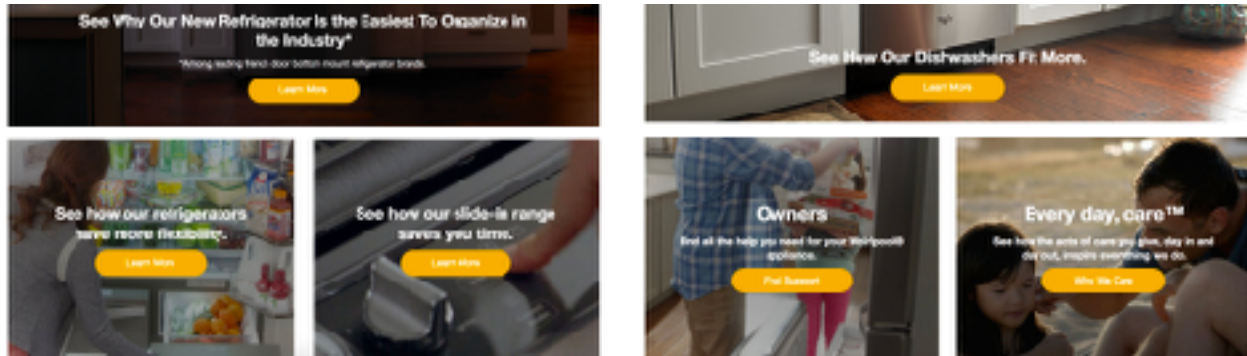
5. **Icons** - use icons to convey information in a more creative, intuitive, and efficient way.

The image below uses icons so users can identify different appliances quickly. Labels are also provided to prevent misinterpretation.
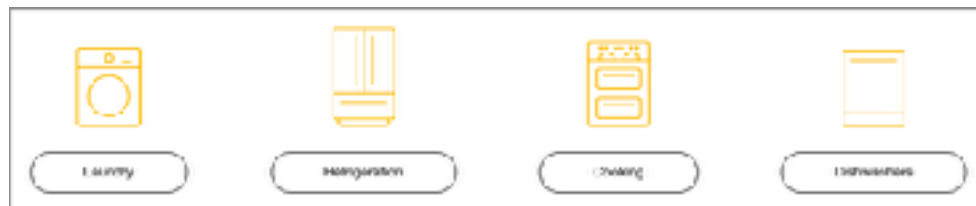
The image below does not use icons, so users must read every link to find for what they are looking.

6. **Hover controls** - use hover controls to simplify and declutter a space.

The left image uses a hover control so kitchenware information is only displayed when requested by the user's hover. The right image displays all information, which can be overwhelming and take up unnecessary space.

7. **Responsiveness** - indicate the status of a control using different states. Unlike a regular button, a responsive button might look different when it is hovered over.

8. **Control size** - ensure that buttons are large enough to be clicked easily. The button in the left image is very small and the image changes frequently, so it is difficult to click. The button in the right image is large and easy to click.
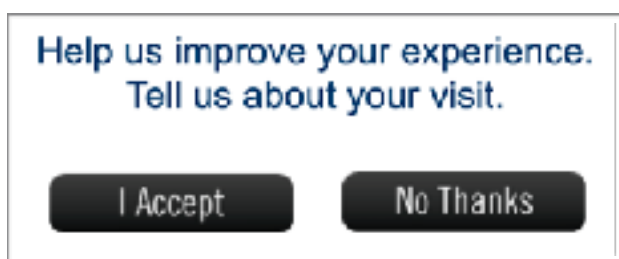

9. **Conceptual design standards** - it is customary to follow conceptual design standards like using rounded edges for buttons. The left image follows these conceptual design standards, unlike the right image.

10. **Distinguished buttons** - regardless of having rounded edges or not, a button should be distinguishable from static text. KitchenAid, left, emboldens clickable features, which can be misinterpreted as emphasis, while Affresh, right, distinguishes these buttons using borders, colors, and a gradient.
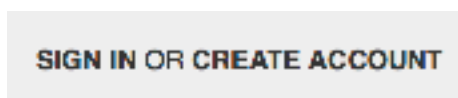
11. **Branding** - a website should reflect its brand in terms of colors and style. The Jenn-Air website, left, has a more professional design, but it is not memorable nor does it seem designed specifically for the Jenn-Air brand. The Affresh website, right, emphasizes the Affresh brand with an image of multiple products displaying the brand name, and it emphasizes Affresh's cleanliness properties with bubbles and sparkles.


12. **Style** - emphasize attributes with colors and designs rather than words. Jenn-Air, left, says, "sparkling" but Affresh, right, *shows* sparkles.

13. **Location of controls** - keep controls that are commonly used together next to each other for quick and efficient use. KitchenAid, left, puts the product filters above the list of products, which is inefficient, as opposed to Amana, right, which puts the product filters next to the products for easier comparisons.
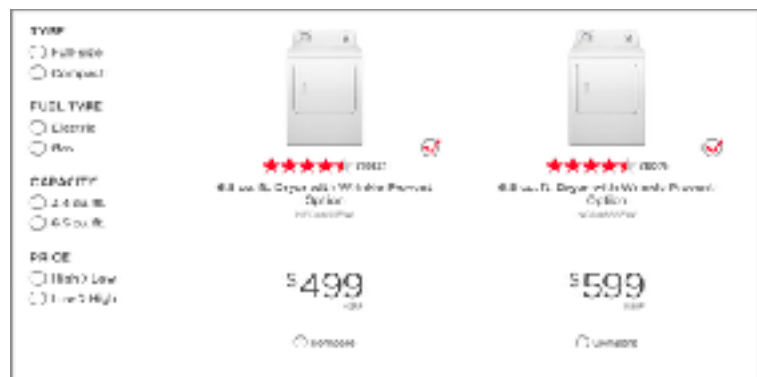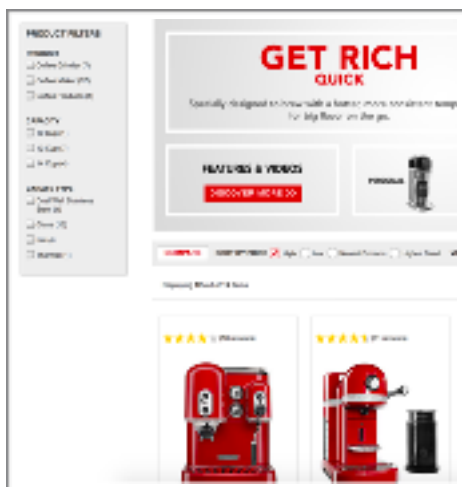
14. **Number of elements** - aim for five, plus or minus two, elements per section. The image below (from the Jenn-Air website) has eight text elements and a search, which can be overwhelming.
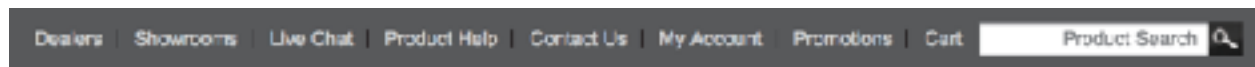
The image below (from the Amana website) has five text elements, three clear icons, and a search, which is better.


15. **Hierarchy of information** - be sure to emphasize information that is important. There is a larger price difference between the microwaves in the left image (from the Jenn-Air website) than between the dryers in the right image (from the Amana website), and yet the right image uses a larger font to emphasize price.


16. **Effective use of white space** - use white space to establish relationships between items (e.g., groups).
In the left image (from the Gladiator website), the white space between the price and the "Add to Cart" button is excessive; it serves no purpose. In the right image (from the Affresh website), this white space differentiates the two products.
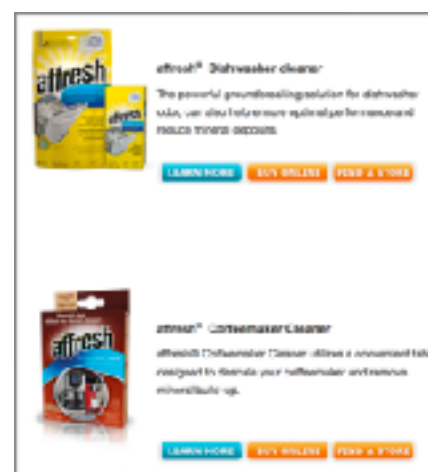
17. **Progressive disclosure** - minimize clutter and cognitive workload by
    displaying only the necessary information requested from the user at that step.
Maytag, left, lists the umbrella category "REFRIGERATORS" followed by specific
types, whereas Amana, right, allows the users to select "Refrigerators", indicating their
interest in that category, and *then* asks for a specific type.
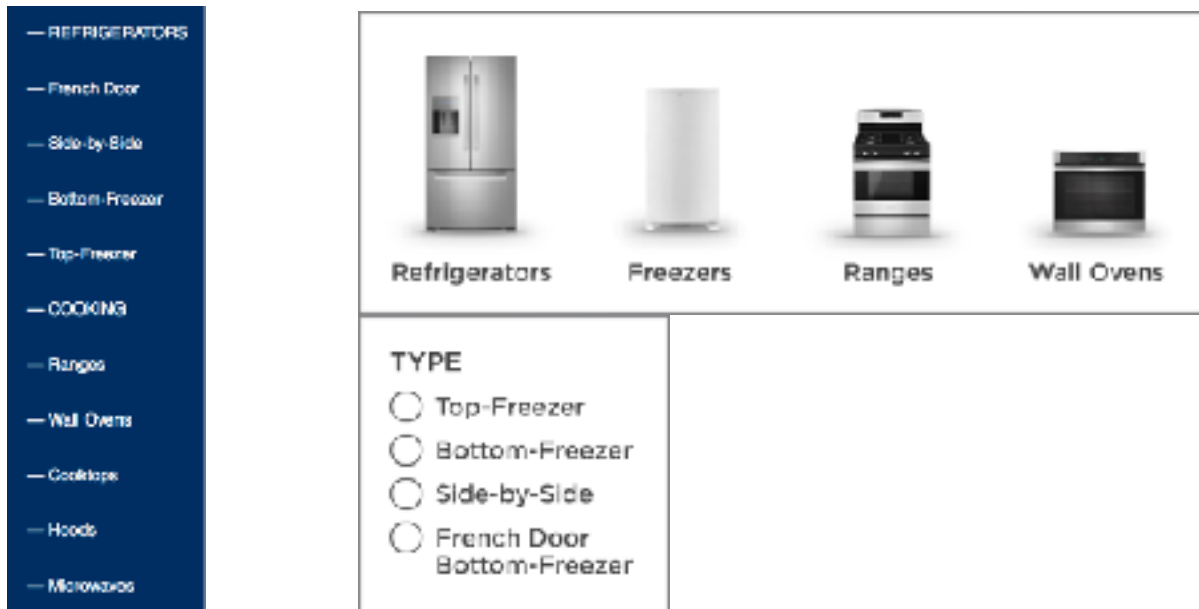
18. **Density** - avoid overwhelming your user with information on the home page.
Whirlpool, left, gives the user a manageable three elements on which to focus.
EveryDrop, right, divides the screen in half to present twice the amount of information,
so the viewer does not know where to look.
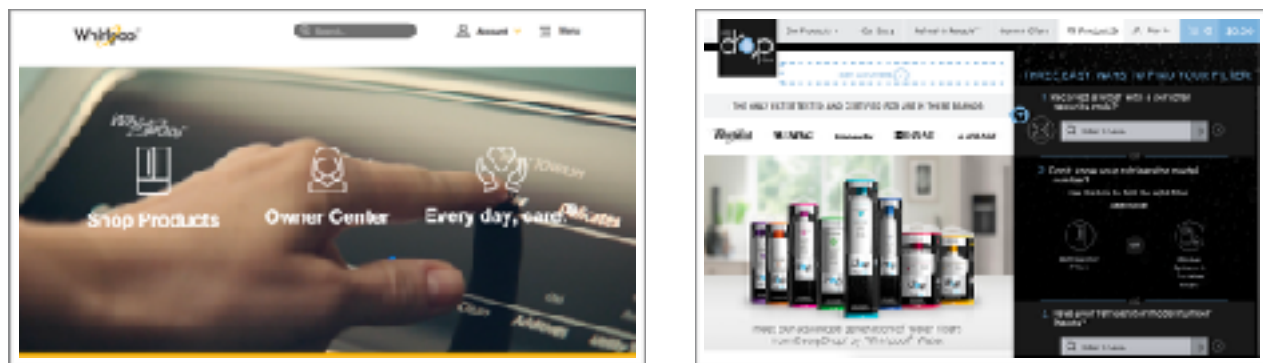
19. **Search fields** - guide the users by telling them what is expected in search fields.
Whirlpool's "Enter Model Number" is more useful than EveryDrop's "Enter it here". The
users should know that they are expected to enter something in that space based on its
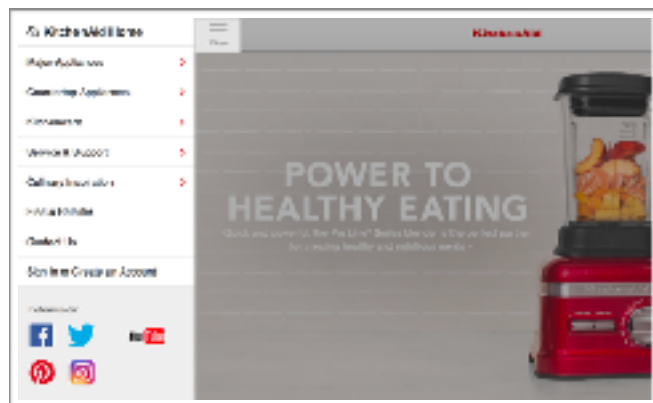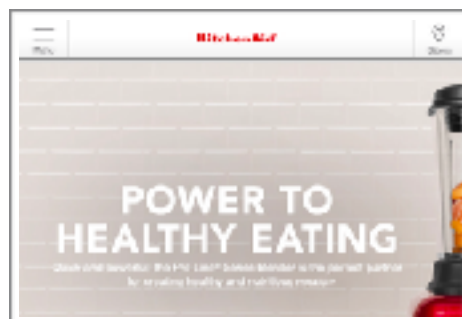design; the question they are more likely to have is *what* to enter.
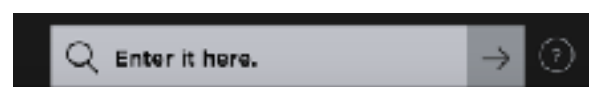
20. **Screen-size** - consider how the website might look different based on the size of the browser window and account for those scenarios.

When the Whirlpool website window is minimized, some text ends up overlapping and being obscured.

Meanwhile, when the KitchenAid website is minimized, information is effectively relocated.

With the exception of a few bugs.