



UI vs UX



HUMAN-FIRST APPROACH TO PRODUCT DESIGN

APPLICATION:

Physical and digital products

FOCUS:

The full experience from a user's first contact to the last

CREATES:

Structural design solutions for pain points that users encounter anywhere along their journey with the product

RESULTS IN:

Products that delight users with their effectiveness

HUMAN-FIRST APPROACH TO DESIGNING THE AESTHETIC EXPERIENCE OF A PRODUCT

APPLICATION:

Digital products only

FOCUS:

Visual touchpoints that allow users to interact with a product

CREATES:

Combinations of typography, color palettes, buttons, animations, and imagery

RESULTS IN:

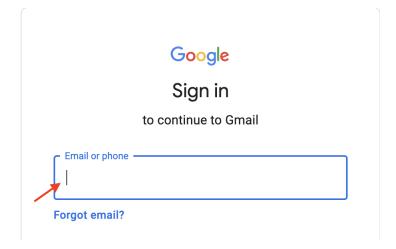
Products that delight users aesthetically

1. Auto Focus

• As soon we load a page having form or input fields, first field must have blinking cursor.

Note: user need not click on the field to enter input

- 1. Not all websites have this feature. Check if the first field is an input field or not.
- 2. Also check if 'Caret Browsing' is set to on





Back Button



 This is something people use to test when action needs to be performed, have you done intentionally for testing purpose??
 Once logged in, click on back button. Try the same once logged out.



Note: This action tester can perform any time in between the flow.

- 1. What exactly back action does in between the flow.
- 2. E.g. After log out also are you able to navigate to home screen using back button??



Button State



Sign in

to continue to Gmail

Email or phone

Forgot email?

Not your computer? Use Guest mode to sign in privately. **Learn more**

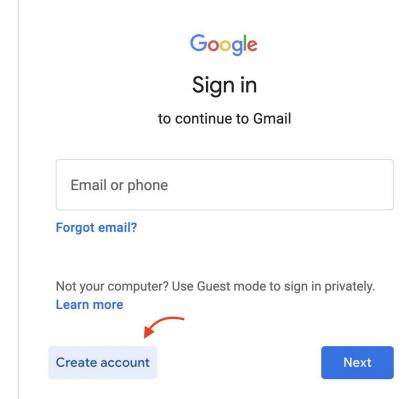


Create account

Next

When the focus is on the button, does the state of the button changes?

Focus: This test ides is not restricted to button alone. State must change for fields and links too. As we can observe in the attachment Create button has focus right now.

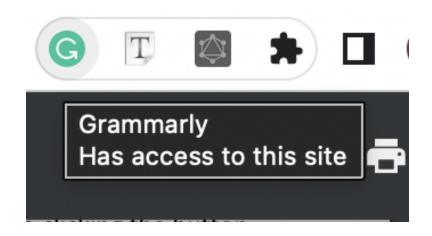


Tooltips

It is very easy way to provide additional information to the user.

Focus:

- 1. Do the tooltips appears for some and don't for others?
- 2. Only having tooltips don't solve the problem it should be proper and correct.

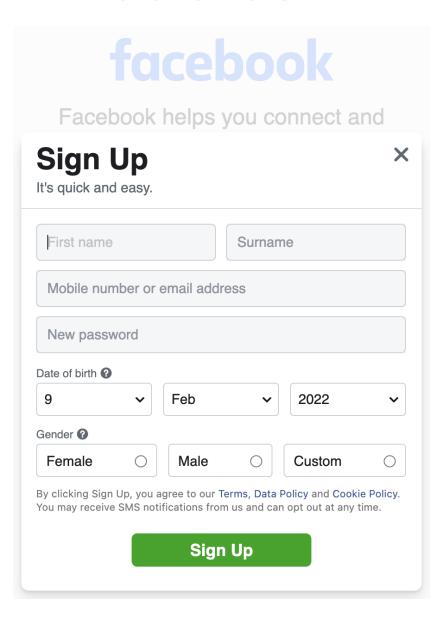


Note:

Beware of having a tooltip that reads the same text as on the button. What is use of such a tooltip?



Tab Order



many websites have lot of elements on the page. If you are someone who is used to keyboard only, it is a bit difficult to navigate between fields unless pressing tab takes you to right field.

- 1. Ensure that the website is tested for navigation using Tab and Shift + Tab.
- 2. This is not restricted to just input fields but to labels and any other elements between input fields.
- 3. Shift + Tab should retrace the path followed by pressing Tab key.
- 4. Pressing tab should cycle the focus through all the fields. Focus should not stop at the last element



Breadcrumbs

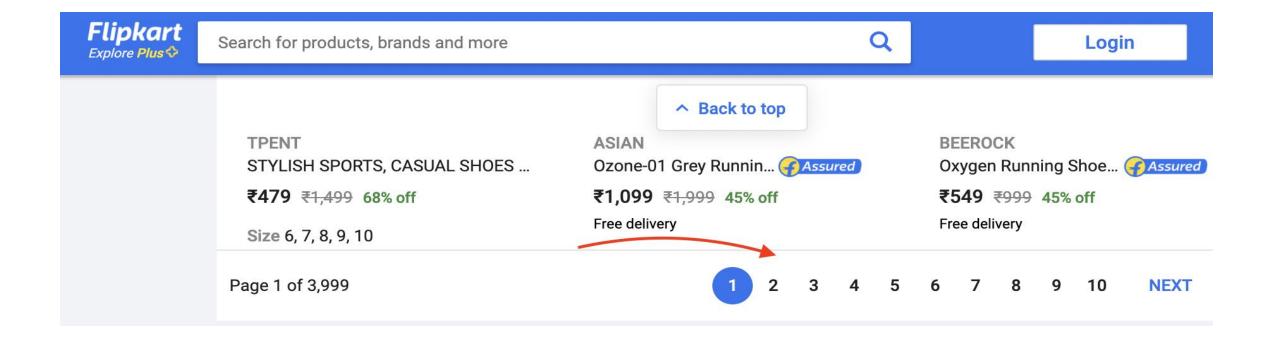


 This is very interesting term and many of us might aware with functionality but name wise they would have confused.

Focus

- 1. we use it to identify the current location of user within the whole website.
- 2. The other purpose of the breadcrumbs is to quickly navigate between different links

Note: It would be very difficult to navigate through the whole website without the breadcrumbs in below flipkart.com attachment we can jump on any screen using page no. It is an example of breadcrumbs

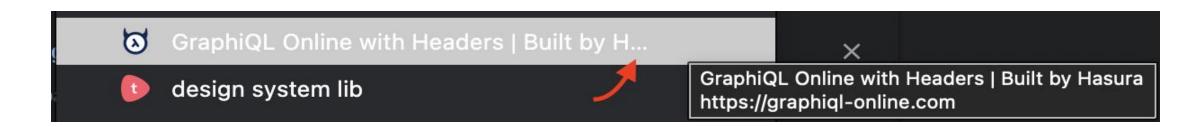


Ellipsis



• Have you seen three horizontal dots in portal or app during testing? Most of the time people use to call that 3 dot's. But it would be good if know the exact terms. This is called as ellipsis.

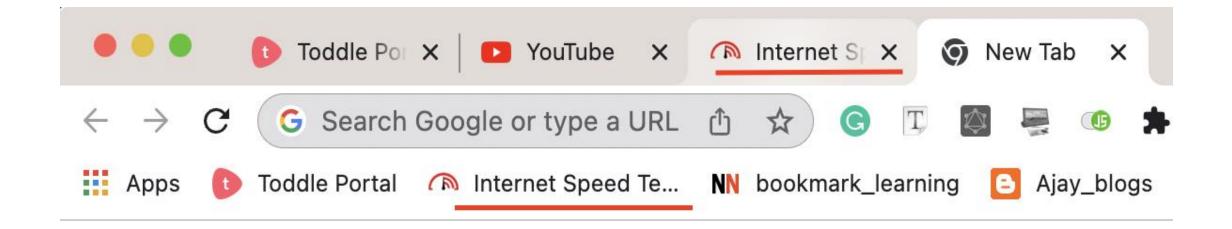
- 1. As seen in the screenshot, once the text exceeds the length, ... must be displayed at the end of the text.
 - 2. A tooltip must be displayed on mouseover whenever there is a ...
 - 3. Resize the browser size to a smaller size and check which elements get truncated
 - 4. Do text overlap or there is enough space between elements separated by ...



Favicon

• I have one very bad habit of having multiple tabs open in a browser, almost 15-20. That time I felt importance of Favicon, when I am accessing multiple tabs simultaneously one attribute which helps us to identify the website is Favicon.

- 1. Does your website have a Favicon? Is it crisp and consistent with the website logo?
- 2. On mouseover, do we notice any text?3. Is the Favicon displayed when the site is bookmarked?



Unsaved Changes

• Unsaved changes reminder pop up helps a lot to the website users to protect the data to be lost.

Focus:

If we don't care user's data and allow them to navigate to the different pages without displaying unsaved changes pop up window, this would make many users dislike your software.





Colon

 Correct use of colon is available in the below screenshot. It is very small observation but play key role in UI and UX Testing tips.

Focus

- 1. There should not be any space before the colon.
- 2. We can learn more about the colon here: : http://grammar.quickanddirtytips.com/colongrammar.aspx



Grade: All

Subjects: All ▼

Mouse Pointers

 Do we still call arrow or hand pointer instead of exact terminology of different mouse pointers?

Focus

1. Need to increase the credibility by using the right terms – Normal Select, Busy, Link Select and Move. Each pointer having their own meaning, find out and understand the meaning.

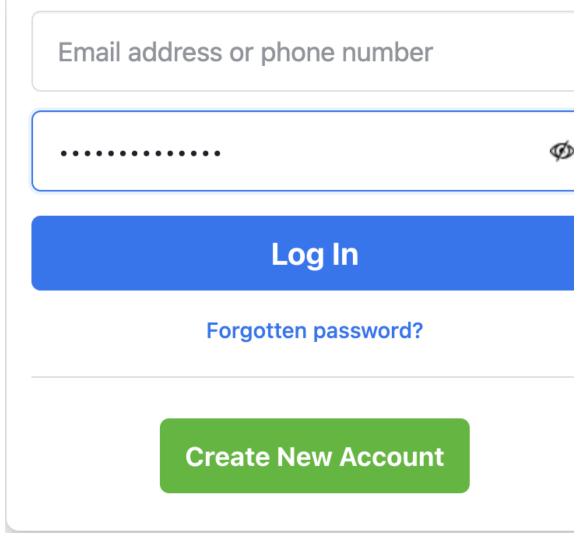




Masked Password

 This is very simple but important while testing. Whenever we enter password it should be displayed as masked password.

- 1. Copy paste should not be possible from masked password field.
- 2. Observe the importance while masking password security or usability.
- 3. A good article on similar lines: http://www.nngroup.com/articles/stop-passwordmasking/



User Intervention

 Have you ever wondered why there is ellipsis against few menu options and not for every option?

- The ellipsis ... indicates that on accessing the menu option, user intervention is needed. For example, in the screenshot we see the ... against most of the options. Each of the options indicate that there will be a popup asking for user input.
- Are you taking care of including the ellipsis ... for appropriate options?
- Make sure that you do ask for user input once such an option is clicked.

File	Edit	View	History	Bookmarks
New Tab				жΤ
New Window				жN
New Private Window				ο₩P
Open File				жо
Close Tab				₩W
Close	Windo	w		Ω₩Ω
Save Page As				жs
Share	1			>
Print				ЖP
Import From Another Browser				
Work Offline				

Incognito Mode

- As testers, we might have to login with different accounts on the same browser.
 Do you logout every time and login with each account? Use Incognito mode to overcome this limitation.
- Focus:

Test with different accounts on the same browser using Incognito mode Some users use Incognito mode quite often. How will your website behave? It is good to test once in this mode Combine this test idea with the extensions test idea. Some of the extensions can be blocked for Incognito mode.





You've gone incognito

Now you can browse privately, and other people who use this device won't see your activity. However, downloads and bookmarks will be saved. Learn more

Chrome won't save the following information:

- · Your browsing history
- · Cookies and site data
- · Information entered in forms

Your activity might still be visible to:

- · Websites you visit
- · Your employer or school
- · Your internet service provider

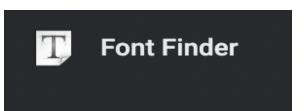


Font

- This is one of the challenge to observe the minor font sizes difference on the UI without any tool. that can be observed in different ways.
 - 1. to use Inspect Element and notice the attributes.

```
font-family:"AvenirNextLTW01-Regular";
src:url("https://fast.fonts.net/dv2/14/2cd55546-ec00-4af9-aeca-4a3cd186da53.woff2?d44f19a6841096206
```

2. Use the chrome extension named Font Finder.

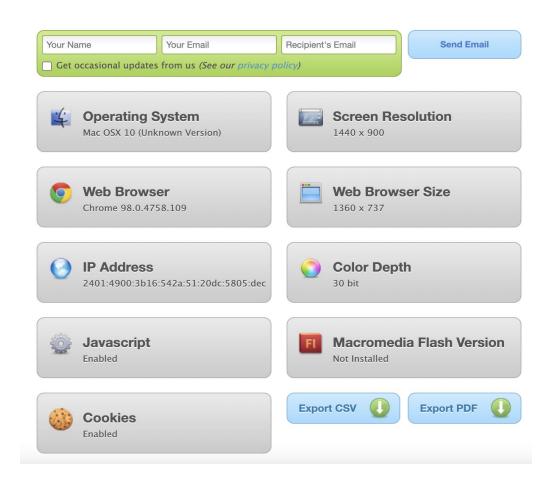


Focus: Inconsistent fonts on the website reduces the website's credibility to a large extent.

SupportDetails.com

Sometimes we need to add environment details to the bug for the better clarity. It's difficult and time consuming to take the data one by one and add that in bug report so we have one site(supportdetails.com) which can provide you your system details and that you can attach with bug report.



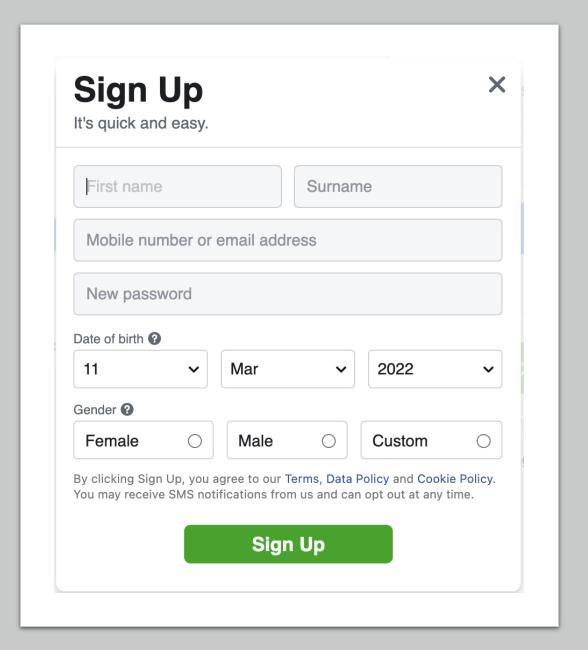


Tab Order

 As seen in the screenshots, many websites have lot of elements on the page. If you are someone who is used to keyboard only, it is a bit difficult to navigate between fields unless pressing tab takes you to right field.

- Ensure that the website is tested for navigation using Tab and Shift + Tab.
- This is not restricted to just input fields but to labels and any other elements between input fields.
- **Shift + Tab** should retrace the path followed by pressing Tab key.
- Pressing tab should cycle the focus through all the fields.
 Focus should not stop at the last element.







Thank you