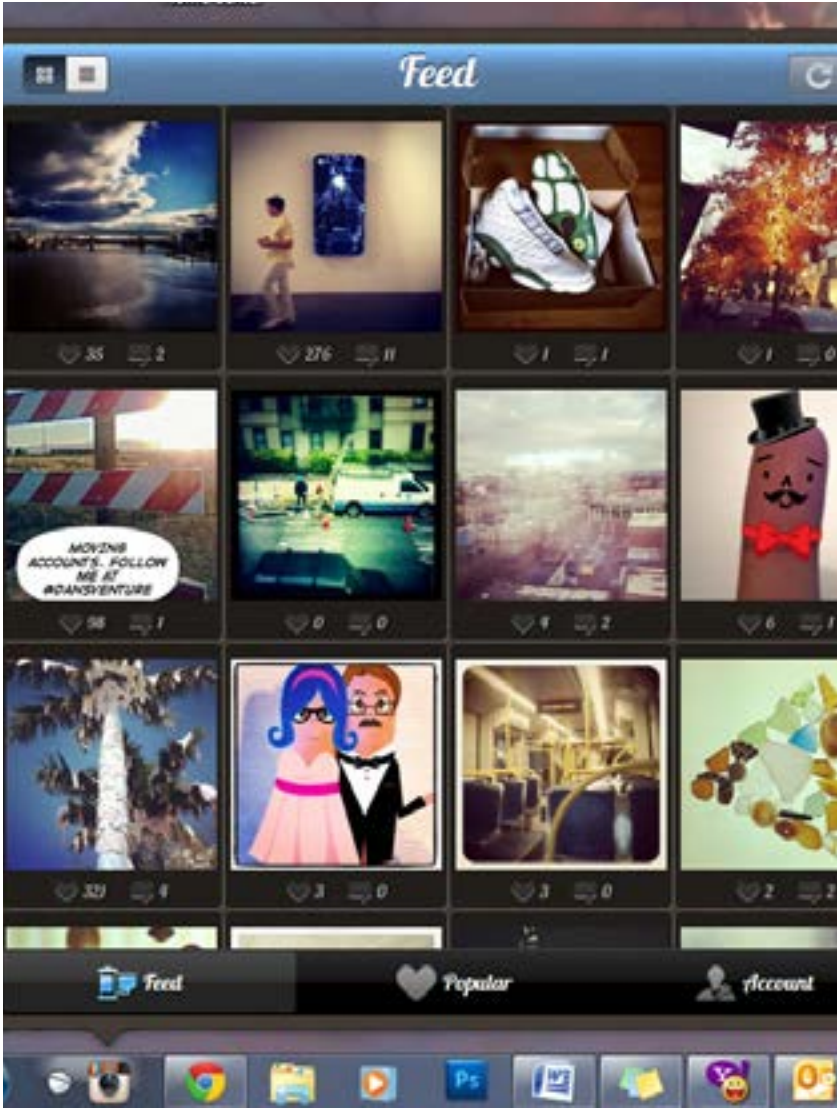# Aesthetic-Usability Effect

Easy accessibility

Timely attention

Share quickly

A Perceived value by Design

[Definition: Aesthetic design looks more easy to use, and has a higher probability to be used, whether or not they actually are easier to use. are more readily accepted and used over time, promote the creative thinking and problem solving.]

Whether you like a mobile phone camera or use filter effects, it is undeniable that, more and more people like, and other mobile phone applications like Hipstamatic, Instagram offers very high quality visual effects art stuff, but, Instagram the highlight of the place is still in its simple yet elegant design interface, you can select a filter after the camera style, because of the charm of the iPhone itself, and finalize the camera imaging results, so that the whole picture appear attractive.

Today, many application developers in the development of technical stuff when they are combined with its focus on the arts, Instagram is passed such an artistic experience, not only for the filter pattern recognition, on the Photo Gallery has a very high value.

Written by: Mengxi Li

Consistency

A Consistency principle by Design

[Definition: Consistent user interface allows us to put our knowledge and skills to move from this application to another application. Consistency of the program is not simply copy from other programs, but should adopt a program manipulation users more comfortable to use a standard or model.]

When the user manipulate objects on the screen instead of the traditional indirect control, users can be more focused on the task itself, and they are willing to understand the role of these operations. iOS users to enjoy the feeling of directly operated by multi-touch. Allows users to use gestures better feel virtual objects, because no additional equipment, such as a mouse.

Apple's mobile devices built-in program design can be very intuitive to see the change in status. For example, when a user clicks on an item in the list, it becomes highlighted. When an operation will continue for some time, you should use the progress bar, if possible, should also display captions. iPad developer allow the user to trigger and control operations, not the application. Although the program can suggest or remind the user how to operate dangerous operation.

Written by: Mengxi Li

Depth of Processing

The Headline
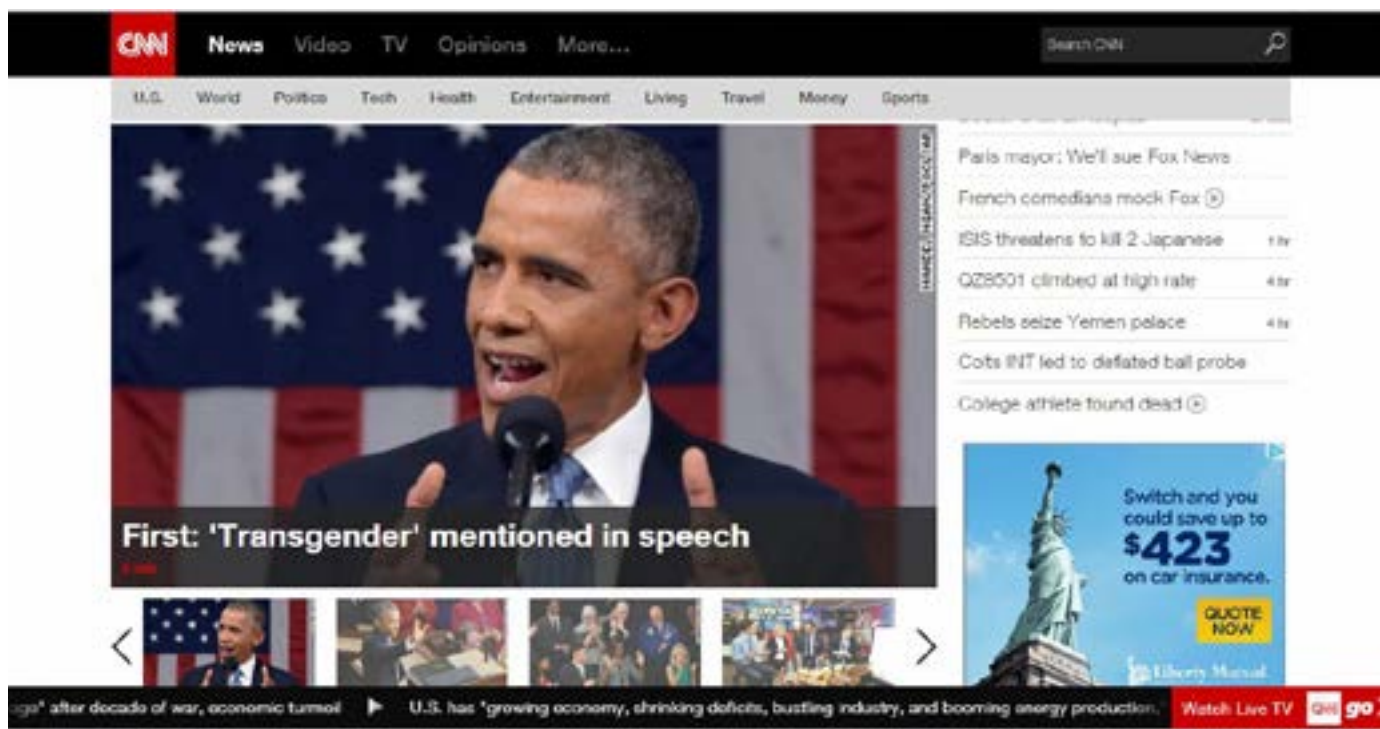
The main point by Design

[Definition: This a very good guide to the depth of processing rules. The most important factor to lower level pages, because people are more likely to accept at the top. To obtain the core information in the rapid development of the page down.]

From this example, the website developer Use the chart to highlight and strengthen the point, and to maintain the user's focus of attention to draw attention to the use of the visualization design, these regions. The use of contrast, color and text will be emphasized here to help. The background is the primary focus, here to avoid, why the day EUSER came into the area in some common elements first.

The most important elements are brought out – the headline, author, date and use of bullets to describe the key takeaways from the story. The story's body appeared to further image below down the page. This leads nicely on to the depth of processing rule.

Written by: Mengxi Li

Flexibility-Usability Tradeoff

User's flexibility and usability value by Design

[Definition: The flexible design can perform more functions than specially designed, but they are not too effective execution function. According to the definition, the more complex than the design is not flexible, and therefore usually It is more difficult to use.]

From this example, Apple's developer for ios have a flexibility in details of operations Flexibility in details of operations allow user to choose suitable interaction, Allow user to choose suitable interaction methods, Allow different ways to perform actions, specify data, configure data. Allow different ways of presenting output.

iOS often displays content in distinct layers that convey hierarchy and position, and that help users understand the relationships among onscreen objects. The text isclear in every size, the icon is accurate and clear, the decoration is delicate and appropriate, and highlight the key incentive function design.

Written by: Mengxi Li

Progressive Disclosure

Offer More

Reveal More

A revelation of complexity by Design

[Definition: To effectivey prevent user to interacts with complexity in the main search function-
ality, the more complex search functionality is available upon request by clicking explore more.
common mistake is being overwhelm user by present all available information and option at
once.]

In the following example, the developers at Apple use Progessive Disclosure by using a "Explore"
option at the top of the graphic of the iWatch and itemized with various category icon accosiated
with text and picture. Apple. Inc use clean displays to help people manage complexity without
being confused and overwhelm. The apple interface often conceadled in dialog boxes that are re-
quested by clicking a "More" or "Explore" button. It made easy for customer who is not interested or
not ready to purchase. However, the more complex seach functionality customer click into the more
available options will reveal by clicking more choices.

From this small assesment, I think Apple effectively used this design principle to accomplish the ap-
propriate amount of imformation presented to customer, and in the mean while allowing customer
to make additional request by clicking the available option.

Written by: Mengxi Li

Chunking

Number of Content topic

The short-term information by Design

[Definition: Content needs to be broken down into digestible components. The brain can't put too much information. The title and format can be here to help, and through the logical process to convey meaning or flow down Webpage is essential, the realization of the information design good.]

People need to digest content differently on screen. Font size needs to be large enough to be read and clear enough to communicate to those with visual impairments. Effective chunking allows quicker task completion times. The amazon home page makes excellent use of chunking.

Written by: Mengxi Li

Readability

Word Length

The length of complexity by Design

[Definition: Word length, such as readability factors common words, sentence length, a sentence in terms of number, number of syllables in a sentence to determine. This is shifted down the use of the language, but the design is often ignored when the built-in system.]

Complex information needs to be the simplest possible form of introduction. Amazon web developer use this design principle for these formulas are used to verify the text component design is in the target audience generally reading level.

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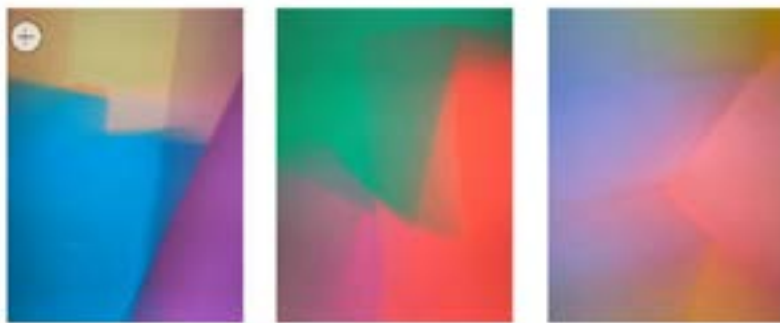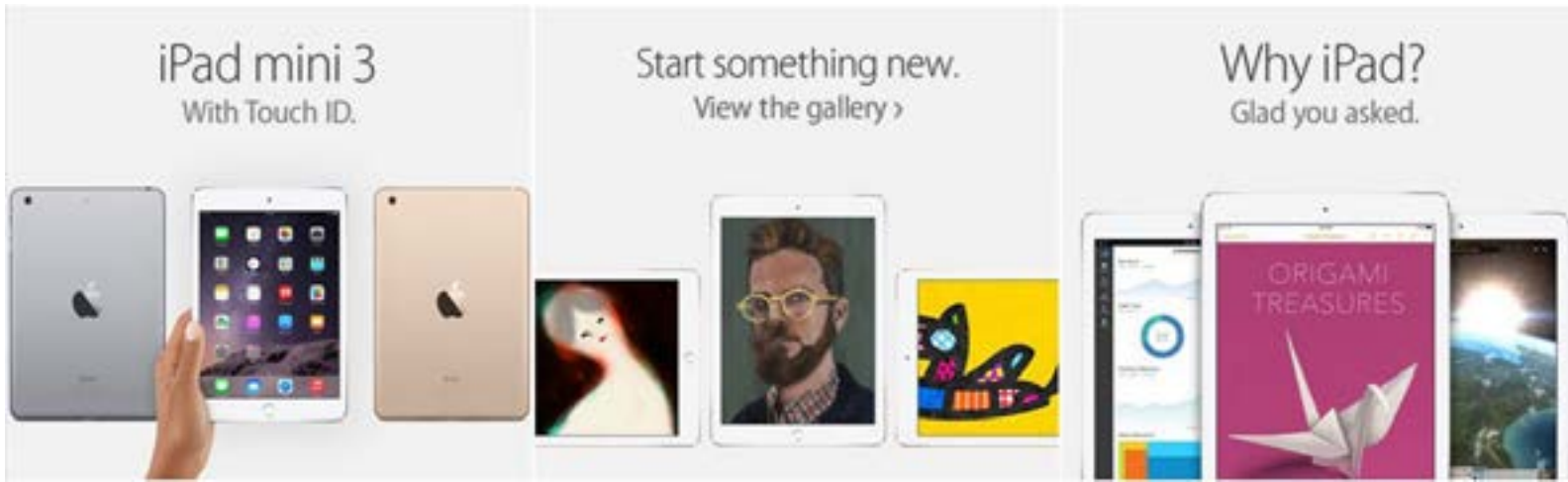
Similarity

The related elements by Design

[Definition: It says, a similar element is treated as a single group or block, and will be interpreted as more relevant than dissimilar elements. The similarity between elemelts affect how they grouped here by color, size and shape.]

The apple site developer uses similarity – the visual look of objects resembling each other which produces a feeling of belonging to one another (even though the furniture has been designed by different designers). Strongest grouping effects are seen with elements that use similar colours and shapes. In this instance the same perspective and use of neutral colours give a feeling of cohesiveness.

On here the representative element making their similarity correlation corresponding to them, and on behalf of sse a different color, size and shape free or vague related items. The strongest groupings may use a minimum of colors and simple shapes effect.

Written by: Mengxi Li

Hick's Law

The decison make by Design

[Definition: The time it takes to make a decision with the available options to the user quantity. Especially in the menu item for the software. This can reduce the time required to use the system and errors due to missed targets.]

For instance Hick's Law provides fewer options for these simple tasks, this will enable more and more people choose at least one of these options. The convenience of the Apple's design decision for one button is that no matter where you are, or what confusing app you've got into, you can always escape. That home button is the grunt-and-touch control of physical affordances. using larger objects makes it easier for interface users to "target" with their fingers.

In other words, If you offer too many options for a simple task like choosing which page to view or select the next you are effectively damage for any of your visitors.

Written by: Mengxi Li
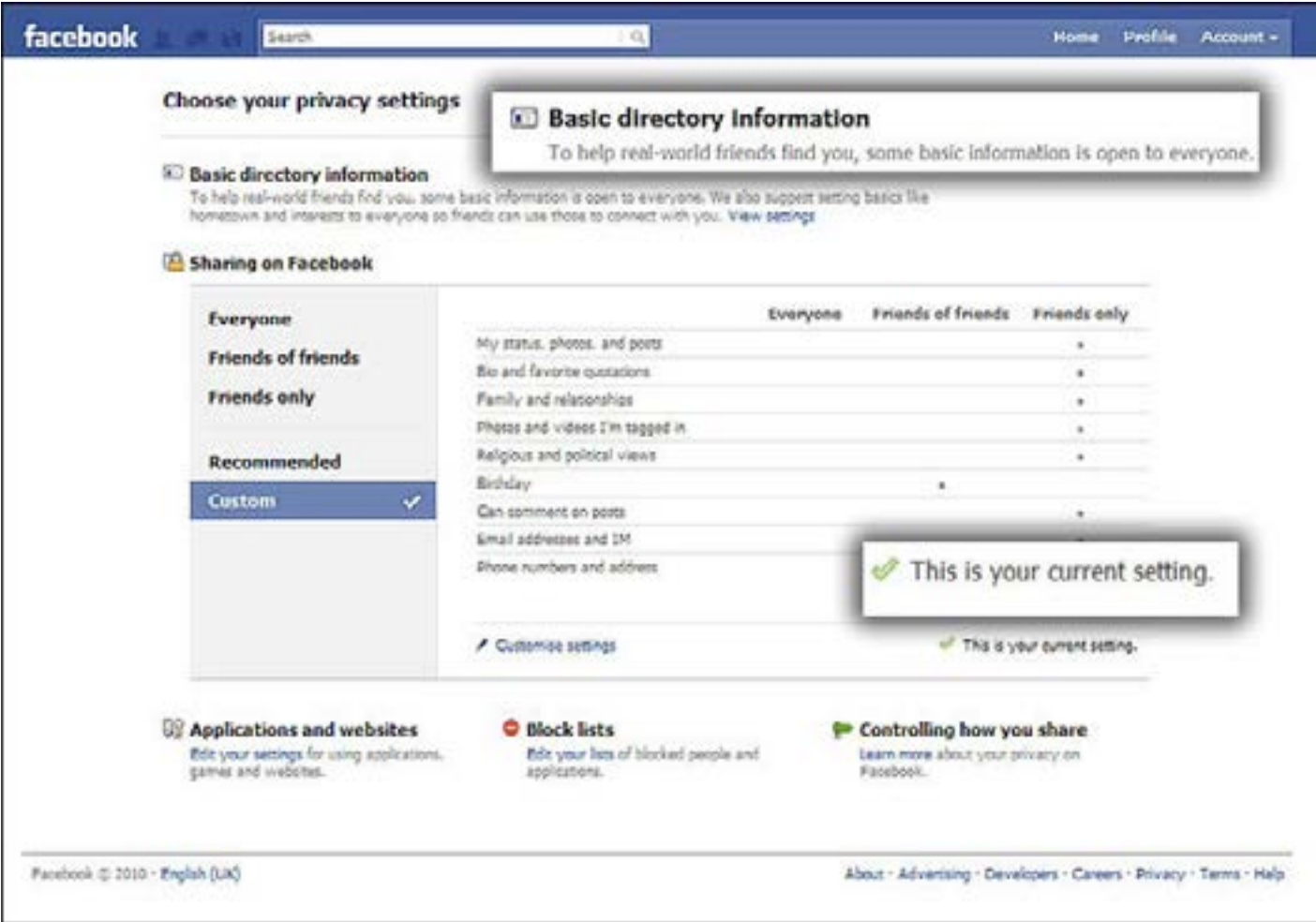
Control

The user control by Design

[Definition: The level of control provided by the system should be with the person using the system proficiency and experience level. Advanced users is thought to be the most popular interface (such as a web browser) is regarded as the two time the audience.]

Facebook has been struggling and confusion over its public and private settings, shared boundaries between information and private information is uncertain, the result disturbing user. In an effort to solve this security settings have experienced design - in a way again, is more clearly provides the control back to the user.

Many people believe that the use of them should not feel them, but it is a pity, as the design of Sports Interactive violation of service defect is still obvious, and led many to abandon their personal data. Design is still unable to effectively communicate their privacy settings apply to the contour area, at the time of this writing, the basic information of design rules have not been observed.

Written by: Mengxi Li

Wayfinding

227 Collins Street, Melbourne VIC 3000, Australia

The Transportion by Design

[Definition: Through the website of the registration page, through a city to find their own way, principle or make your way to get your hotel - pathfinding is the same. Four phase; direction, route determination, route monitoring and target recognition.]

Route decision refers to choose the route to reach the destination. In order to improve the routing decision, the number of navigation selection reduced, and provide a sign or hint at decision point.

In order to improve the recognition, Google use the wayfinding design "Google Map" attach the destination so that they form a corner, or use disorders disrupt the flow moving through space. Give the target clear and consistent identity.

Written by: Mengxi Li