# How we considered HCI Principles during design

When designing the individual web pages for our clients customers there were a number of different HCI principles that were taken into consideration.

## Breadcrumbs

Firstly we ensured that the design used breadcrumbs. This allowed for users to clearly view where on the website they were as well as see where they had just been. This therefore made navigation of the sire far easier and more effective. A logical map of the website was also important to implement as the expected pages led on from one another and allowed the user to never become lost or unable to find a link that they wanted.

## Hyperlinks

Hyperlinks were underlined (as well as highlighted) when hovered over so as to allow users who are colour blind to still be able to identify links. As well as this certain pieces of texts were put into italics so as to highlight their purpose as simple descriptive pieces of text.

## Colours

The main colour scheme we followed consisted of blue and white. Via research this has proven to be a calming combination making the user experience far more pleasant and relaxing. This helps towards users becoming comfortable with use of the system.

## Data Entry

When designing any elements of the website that required data entry we attempted to limit the amount of input given by the user as much as possible. We therefore used components such as dropdown menus which also helped to prevent errors by forcing the user to select from a given list. As well as this we also integrated an address finder which would prompt the user to search for their address through the system instead of typing out each line.

## Data Summary

To the right hand side of each page we also felt it was very important to create a summarising section outlining the status of the user’s session in the system. Therefore this section highlighted what items were in the users ‘basket’ as well as stating who they were logged in as, allowing for them to view further account information whenever needed. By monitoring the users progress throughout the session it allowed them to keep track of their own activities far easier and assess what they were doing.

## Consistency

One of the most important objectives when considering the HCI principles was maintaining a feel of consistency throughout. This meant that the same main layout was used on every page, the same navigation bar was accessible via every page and the company name, colours and logo were all clearly displayed on each and every page. This meant that users were always aware that they had not navigated away from the site as well as helping to promote Disco Jones itself.

## Information Display

Another considered aspect was the display of information. So as to not overload the user with too much data it was ensured that only the most necessary and correct information was displayed on each page, and when displayed it was done so in an organised manner such as in a table.

## Automatic Functions

The final aspect of HCI principles that we integrated into the website was the idea of using automatic functions in both the checkout and search. This meant that if a user was logged in then their details would be automatically filled in. This again helped to prevent any unnecessary data input from the user and led to less room for errors.