

A CRAP way to Improve Usability

Guidelines

- Visual design >< eye candy
- More attractive design → easier to use
 - People thought that way
 - "First impressions count"
- Good visual design makes interfaces easier to use

The Principles

- Contrast
- Repetition
- Alignment
- Proximity

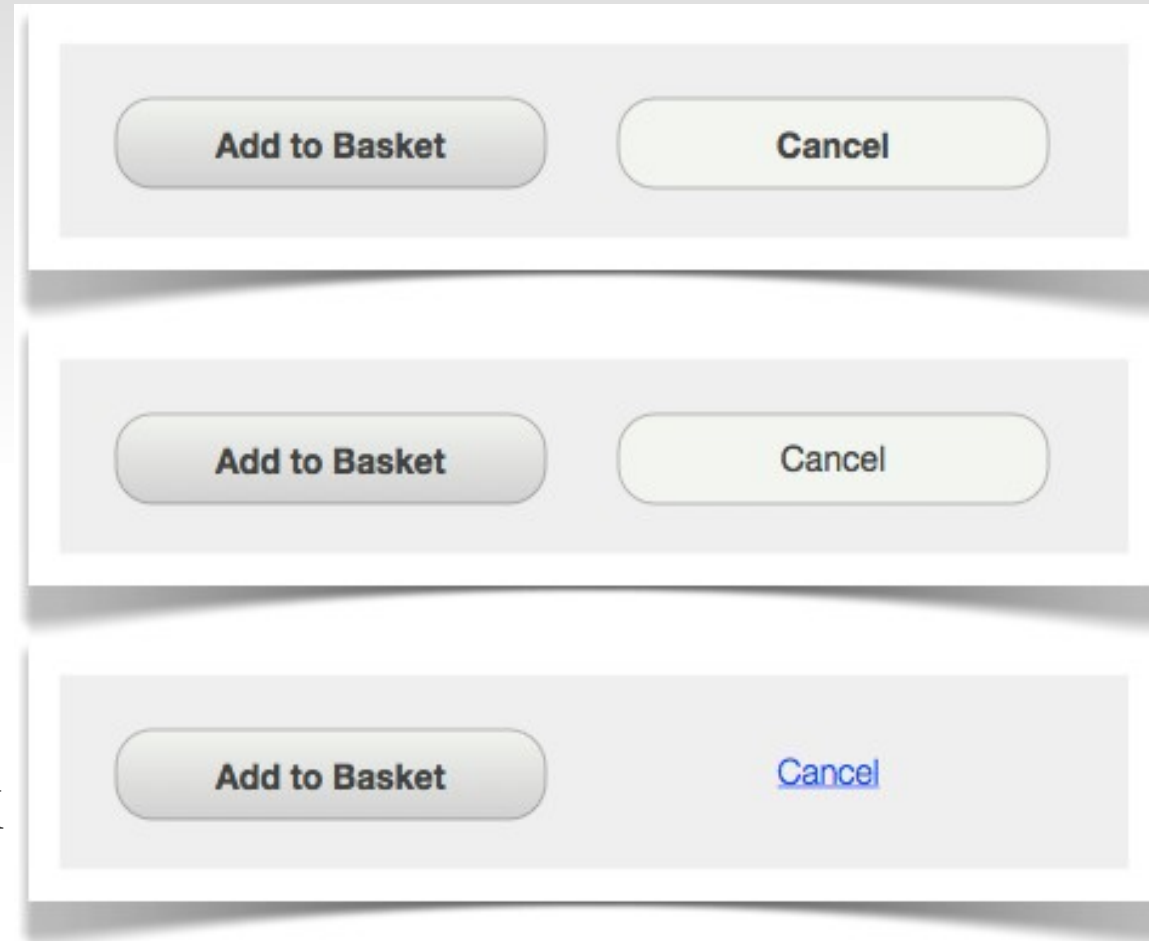
Contrast

- Helps to direct the viewer's eyes to what's important.
- Helps them focus on what to do next.
- This means making your call to action very different from the other items that surround it.



Contrast

- Reduce the apparent depth of the button
- Use a Roman (as opposed to Bold)
- Remove the button change it to hyperlink



Contrast



Repetition

- Repetition is really about consistency.
 - Systems are more usable (and easier to learn) when similar stuff is presented in similar ways
- For a web site,
 - Internal consistency means making sure you use the same kind of fonts, icons, headings, links, list styles and page layout.
 - External consistency means things like using standard buttons, link colours and search results
 - Ensure people to find common elements in the standard locations

Alignment

- Alignment simply means making sure that all elements of the design line up horizontally and vertically
- This can best be achieved by designing the interface to an underlying grid.

Alignment

- Without thinking too hard, which form looks easier to complete?

Traveller #1 - Adult
Notes: (spelling of names must exactly match your government-issued ID)

☐ Enter frequent flyer information

Title: *First Name:

*Last Name:

*Gender: *Date of Birth (DD/MM/YYYY):

[\(why do I need to provide Gender and Date of Birth?\)](#)

*Email address: *Phone number (Ex: 800 622 3030):

*Password [\(why do I need a password?\)](#) *Re-type password:

TSA Secure Flight Program Information [TSA Privacy Notice](#)

Optional TSA items

Passport Number: Expiry Date (DD/MM/YYYY):

Passport Issuing Country: Citizenship:

Address Number: Known Traveller Number:

Traveller #1 - Adult
Notes: (spelling of names must exactly match your government-issued ID)

☐ Enter frequent flyer information

Title: *First Name:

*Last Name:

*Gender: *Date of Birth (DD/MM/YYYY):

[\(why do I need to provide Gender and Date of Birth?\)](#)

*Email address: *Phone number (Ex: 800 622 3030):

*Password [\(why?\)](#) *Re-type password:

TSA Secure Flight Program Information [TSA Privacy Notice](#)

Optional TSA items

Passport Number: Expiry Date (DD/MM/YYYY):

Passport Issuing Country: Citizenship:

Address Number: Known Traveller Number:

Alignment

- Let's add vertical red line to shows the vertical alignments

The image displays two identical screenshots of a TSA Secure Flight registration form, side-by-side. Each form is overlaid with a series of vertical red lines to illustrate vertical alignment across different input fields. The form is titled "TSA Secure Flight" and includes a section for "TSA Secure Flight Program Information". The form is divided into two main columns of input fields. The left column contains fields for "First Name", "Last Name", "Gender", "Date of Birth (DD/MM/YYYY)", "Email address", "Phone number (Ext. 300 022 020)", "Password (You do not need a password)", "Passport Number", "Passport Issuing Country", and "Address Number". The right column contains fields for "First Name", "Last Name", "Gender", "Date of Birth (DD/MM/YYYY)", "Email address", "Phone number (Ext. 300 022 020)", "Password (You do not need a password)", "Passport Number", "Passport Issuing Country", and "Known Traveler Number". The vertical red lines are positioned to align corresponding fields across the two columns, demonstrating the alignment of the form's layout.

Alignment

- Poor alignment leads to disastrous usability mistakes

The image shows two official ballots from Palm Beach County, Florida, dated November 7, 2000. A yellow ruler is placed between them to highlight the misalignment of the voting stubs. The left ballot is for the 'ELECTORS FOR PRESIDENT AND VICE PRESIDENT' and lists candidates from various parties: (REPUBLICAN) George W. Bush and Dick Cheney; (DEMOCRATIC) Al Gore and Joe Lieberman; (LIBERTARIAN) Harry Browne and Art Olivier; (GREEN) Ralph Nader and Winona LaDuke; (SOCIALIST WORKERS) James Harris and Margaret Trowe; and (NATURAL LAW) John Hagelin and Nat Goldhaber. The right ballot is for the 'GENERAL ELECTION' and lists candidates from various parties: (REFORM) Pat Buchanan and Ezola Foster; (SOCIALIST) David McReynolds and Mary Cal Hollis; (CONSTITUTION) Howard Phillips and J. Curtis Frazier; (WORKERS WORLD) Monica Moorehead and Gloria La Riva; and a 'WRITE-IN CANDIDATE' section. The ruler shows that the voting stubs on the two ballots are not aligned, leading to potential voting errors.

**OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000**

1

**ELECTORS
FOR PRESIDENT
AND
VICE PRESIDENT**
(A vote for the candidates will
actually be a vote for their electors.)
(Vote for Group)

(REPUBLICAN)
GEORGE W. BUSH - PRESIDENT
DICK CHENEY - VICE PRESIDENT
3 →

(DEMOCRATIC)
AL GORE - PRESIDENT
JOE LIEBERMAN - VICE PRESIDENT
5 →

(LIBERTARIAN)
HARRY BROWNE - PRESIDENT
ART OLIVIER - VICE PRESIDENT
7 →

(GREEN)
RALPH NADER - PRESIDENT
WINONA LaDUKE - VICE PRESIDENT
9 →

(SOCIALIST WORKERS)
JAMES HARRIS - PRESIDENT
MARGARET TROWE - VICE PRESIDENT
11 →

(NATURAL LAW)
JOHN HAGELIN - PRESIDENT
NAT GOLDHABER - VICE PRESIDENT
13 →

**OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000**

(REFORM)
PAT BUCHANAN - PRESIDENT
EZOLA FOSTER - VICE PRESIDENT
← 4

(SOCIALIST)
DAVID McREYNOLDS - PRESIDENT
MARY CAL HOLLIS - VICE PRESIDENT
← 6

(CONSTITUTION)
HOWARD PHILLIPS - PRESIDENT
J. CURTIS FRAZIER - VICE PRESIDENT
← 8

(WORKERS WORLD)
MONICA MOOREHEAD - PRESIDENT
GLORIA La RIVA - VICE PRESIDENT
← 10

WRITE-IN CANDIDATE
To vote for a write-in candidate, follow the
directions on the long stub of your ballot card.

Proximity

- Visual perception was about perceiving organised wholes, not just about seeing isolated objects
- The principle of proximity means that if you place elements in a user interface near each other, people will think that they are related somehow
 - Helps users find the option they are looking for
 - Helps users build a conceptual model of how the interface is structured

Proximity

Appliances

Audio, TV & Home Theatre

Blu-ray

Camera & Photo

Computers & Office

DVD

Electronics

Garden & Outdoors

Home & Garden

Houseware & Furnishings

iPod, MP3 & Accessories

Kitchen & Dining

Lighting

MP3 Downloads

Music

Music, DVD & Games

Office Products & Supplies

PC & Video Games

PCs & Laptops

Peripherals & Accessories

Sat Nav, Phones & PDA

Software

Music, DVD & Games

Music

MP3 Downloads

DVD

Blu-ray

PC & Video Games

Electronics

Camera & Photo

Audio, TV & Home Theatre

iPod, MP3 & Accessories

Sat Nav, Phones & PDA

Computers & Office

PCs & Laptops

Peripherals & Accessories

Software

Office Products & Supplies

Home & Garden

Kitchen & Dining

Appliances

Houseware & Furnishings

Lighting

Garden & Outdoors