



THE UNIVERSITY  
*of*ADELAIDE

# Web and Database Computing

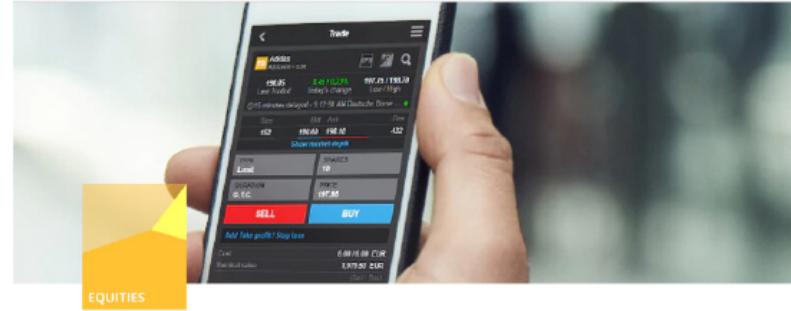
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UX: Principles of User Interface Design

# **Why is design important?**

# Why is design important?

Design has an impact on user trust



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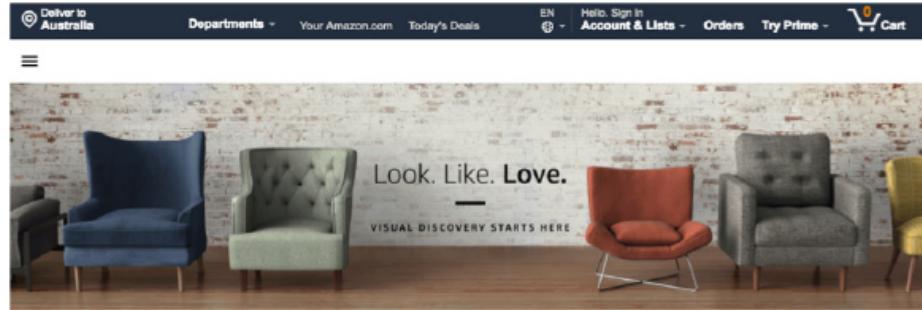
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# Why is design important?

Design makes a good first impression

<b>Index</b>	<b>23 Butikker</b>	<b>Teknologi &amp; Gadgets</b>	<b>3-hjul Cargo-di-Bike</b>	<b>Erflyt i sin fly-Butikk</b>
<b>Drone med Kamera</b> 199,-	<b>el-Jeep 4WD</b> 3.998,-	<b>el-bil</b> fra 34.998,-	<b>Ingen alders-grense el-scooter</b> <b>PEDALS</b>	<b>Alle Produktene på denne siden lageres hos ARNGREN i Oslo.</b> Se Lagerkoden etter Prisen (lev. 2 - 5 dager): <span style="color: green;">●</span> Er på Lager <span style="color: yellow;">●</span> Kommer før 3 uker <span style="color: red;">●</span> Lengre enn 3 uker
<b>quattroX</b>	<b>el-biler til barn</b> 12V 24V 48V fra kr 1.998,-	<b>el-bil</b> fra 34.998,-	<b>el-scooter</b>	<b>elsykkel</b>
<b>ATV (el)</b>	<b>el-ATV til Barn &amp; Voksne,</b> fra kr 3998,-	<b>el-ATV</b> John Deere	<b>el-ATV</b> BMW-i8	<b>Fasbike-1500w</b>
<b>Bildefilter Bil (elektrisk) gas</b>	<b>el-ATV</b> 4.998,-	<b>el-ATV</b> 4.998,-	<b>el-scooter</b>	<b>el-bil</b> kr 89.998,-
<b>Bilbane</b>	<b>el-ATV</b> Mercedes SUV m/ Gummi-hjul fra kr 2998,-	<b>Bensin-ATV</b>	<b>El-Biler til Barn, Ungdom &amp; Voksne</b>	<b>Fasbike-1500w</b>
<b>Conrad-elektronik</b>	<b>G-Tog</b> Nyhet 4WD el-Bil ; Cross-Rider fra kr 89.998,-	<b>4WD</b> el-ATV med skilt (16 år)	<b>el-moped med skilt (16 år)</b> 19.998,-	<b>Lyd, Rak, Lys</b> el-ATV
<b>Digital-Kikkert</b>	<b>Fatbike-500w</b> el-sykkel m/OLdestyrte skivbremser fra 6.998,-	<b>el-ATV</b> Luftekk (4.2 tonn) til Bil eller Båt. fra kr. 998,-	<b>Kraftig 3-Hjuls el-sykkel</b> Nyhet! el-ATV med Wi-Fi GSM & kamera 1.999,-	<b>RC Tank i Metall (55 cm) med Luftkanon</b> med Luftkanon fra kr 1.298,-
<b>Disko-Lys</b>	<b>Star-l selv-balansse</b> En-hjul el-scooter 9.998,-	<b>RC Fiskebil</b> m/ Fish-Finder kr. 3.998,-	<b>RC-Produkter</b> G-Tog	<b>RC-Produkter</b> G-Tog
<b>Dummy-Kamera</b>	<b>Stort-Ute/inne G-skala Tog</b> 6,7hk	<b>Fortball-Tren Teleskop</b> 20-144x, Teleskop fra 2.998,-	<b>Damp-maskin</b>	<b>Robotter</b> Selv-balansse
<b>DVD-Spiller</b>	<b>el-ATV med Skilt (16 år)</b>	<b>Elektrisk-Fat-bike (250w)</b> Sne-kjøring kr. 13.998,-	<b>el-ATV med skilt (16 år)</b>	
<b>Elektronikk &amp; osv</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>EL-Scooter &amp; Bill!</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Fleurer</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Golf-bilér (m/skilt)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Hobby &amp; RC</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Hovermob</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>HP-Maler (Bill)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Istbilmaskin</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Kamera (trådløst)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Kino, Bærbar</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Kompass (Blaa)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Laser-Jammer (Bill)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Luft-Jekk</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Lykt, (opladbar)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Mobil-Telefon-1, 2</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Motorsykkel-Mini</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Omformer (110v)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Overstørrel (144v)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>PC-mini (9,7")</b> , 2	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Rakett-Fly</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>RC Produkter</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Robot-Hund</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Robot-Støvsugar</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Roboter</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Scooter-Ryggsekk</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Star Wars</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Sykkel-PC</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Tørbane (Bill PC)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Traktor (elektrisk)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>TV-utle &amp; Arm-le</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Walkie Talk</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	
<b>Elektronikk</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	<b>el-ATV med skilt (16 år)</b>	



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## CATEGORIES

 **SOFAS & COUCHES**

 **END TABLES**

 **COFFEE TABLES**

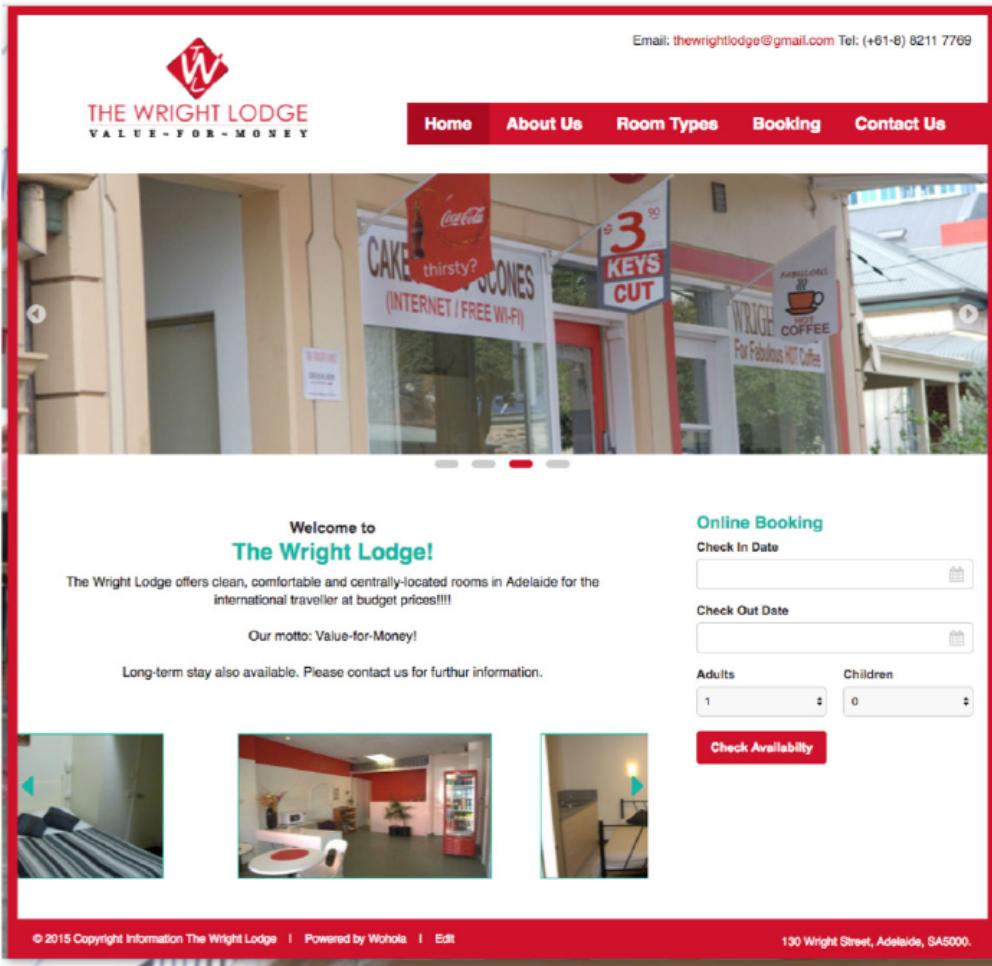
 **SOFA & CONSOLE TABLES**

 **LIVING ROOM CHAIRS**

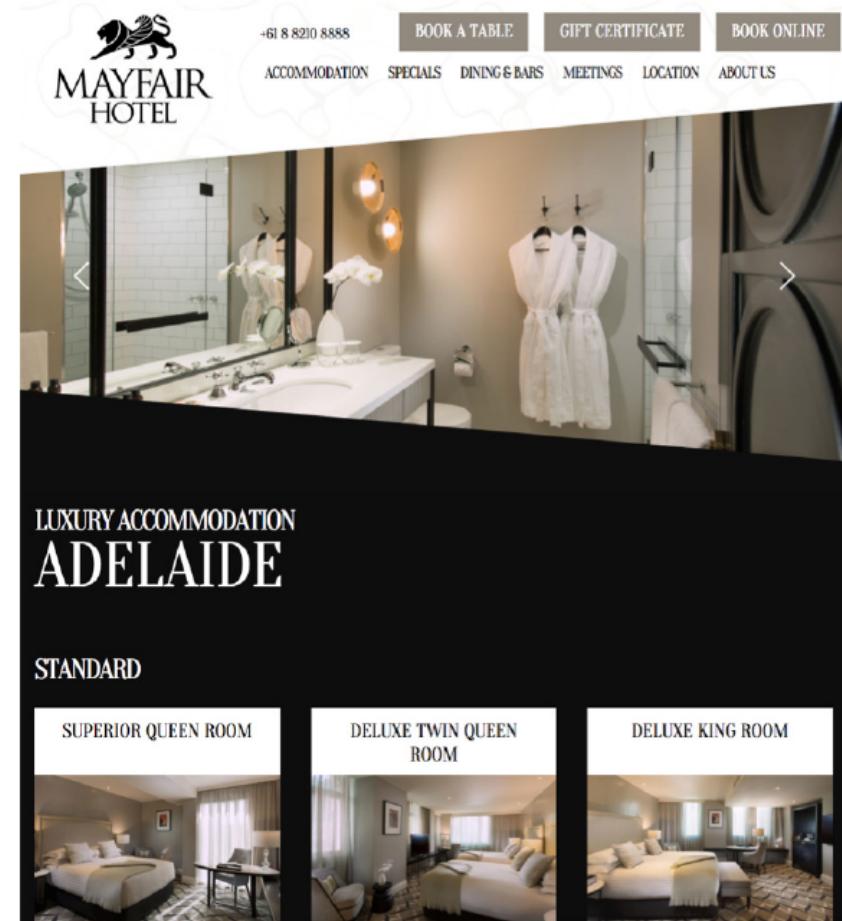
 **AREA RUGS**

# Why is design important?

Design reflects value/quality of goods/services offered



The Wright Lodge website features a red header with the logo 'THE WRIGHT LODGE' and the tagline 'VALUE - FOR - MONEY'. It includes a navigation bar with links to Home, About Us, Room Types, Booking, and Contact Us. Below the header is a large image showing the exterior of the hotel with various signs for 'CAKE', 'KEYS CUT', and 'WRIGHT COFFEE'. The main content area has a 'Welcome to The Wright Lodge!' section with a short description and a booking form for 'Online Booking' with fields for Check In Date, Check Out Date, Adults (1), and Children (0). There are also three small thumbnail images at the bottom left showing interior rooms. The footer contains copyright information and a address: '130 Wright Street, Adelaide, SA5000.'



The Mayfair Hotel website features a top navigation bar with a lion logo, phone number '+61 8 8210 8888', and buttons for 'BOOK A TABLE', 'GIFT CERTIFICATE', and 'BOOK ONLINE'. Below this are links for ACCOMMODATION, SPECIALS, DINING & BARS, MEETINGS, LOCATION, and ABOUT US. The main visual is a large image of a bathroom with two sinks and white robes hanging. Below it is a large black banner with the text 'LUXURY ACCOMMODATION ADELAIDE'. Underneath are sections for 'STANDARD' rooms (Superior Queen Room, Deluxe Twin Queen Room, Deluxe King Room) each with a thumbnail image.

# Think about users

Imagine that you are the user

- How users see the webpage?
- What information do users want?
- What should users see the first time they visit?
- How will users navigate the webpages?

# How do users see the webpage?

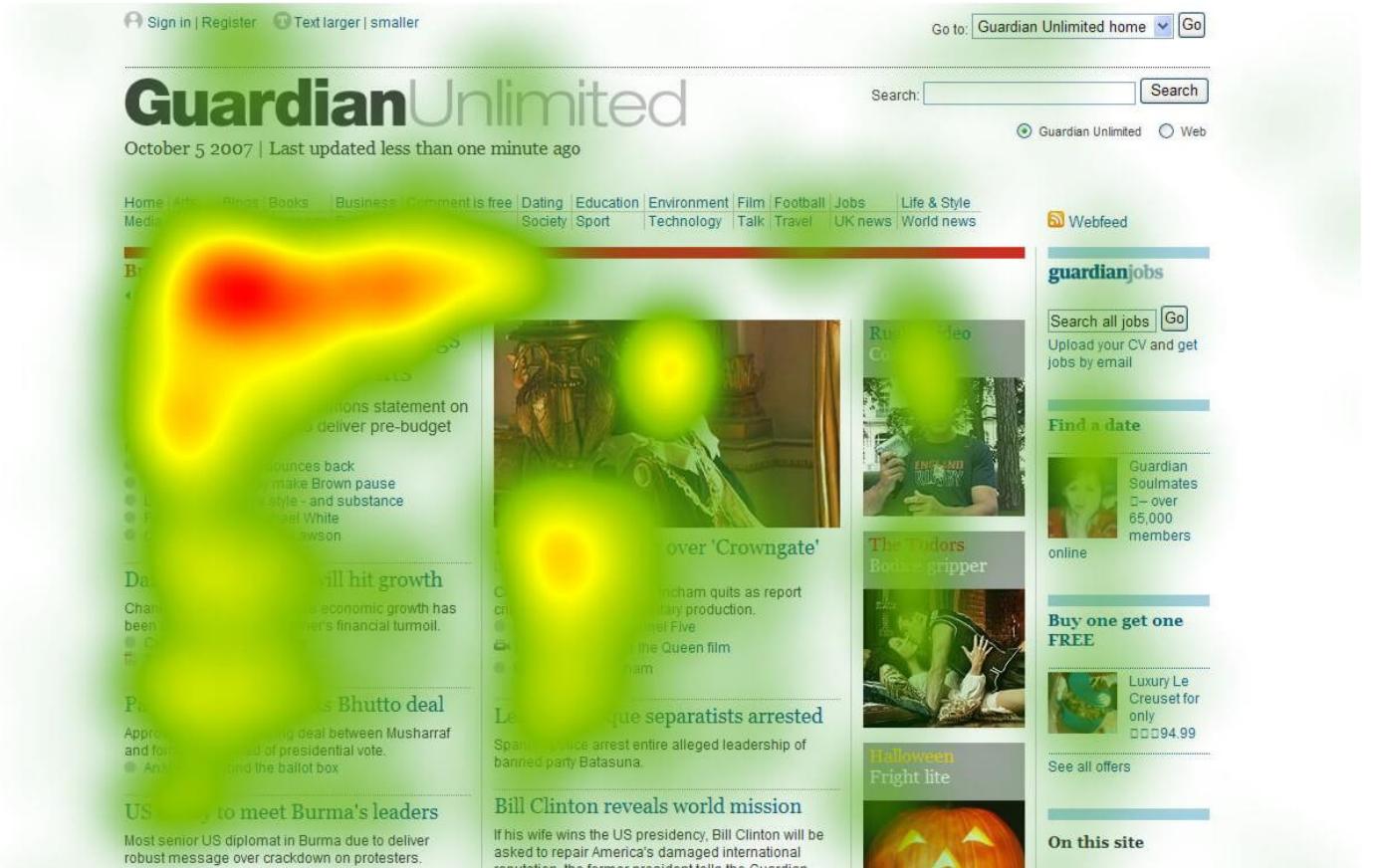
Think about how you view webpages.

- Do you read the whole page top-to bottom?

Users 'Scan' webpages to locate relevant and useful information.

Optimising your website for this behaviour will make easier to use, and keep visitors for longer.

- Avoid large blobs of text; use short paragraphs for key concepts.
- Use style to differentiate content.
- Use visual elements wherever possible.

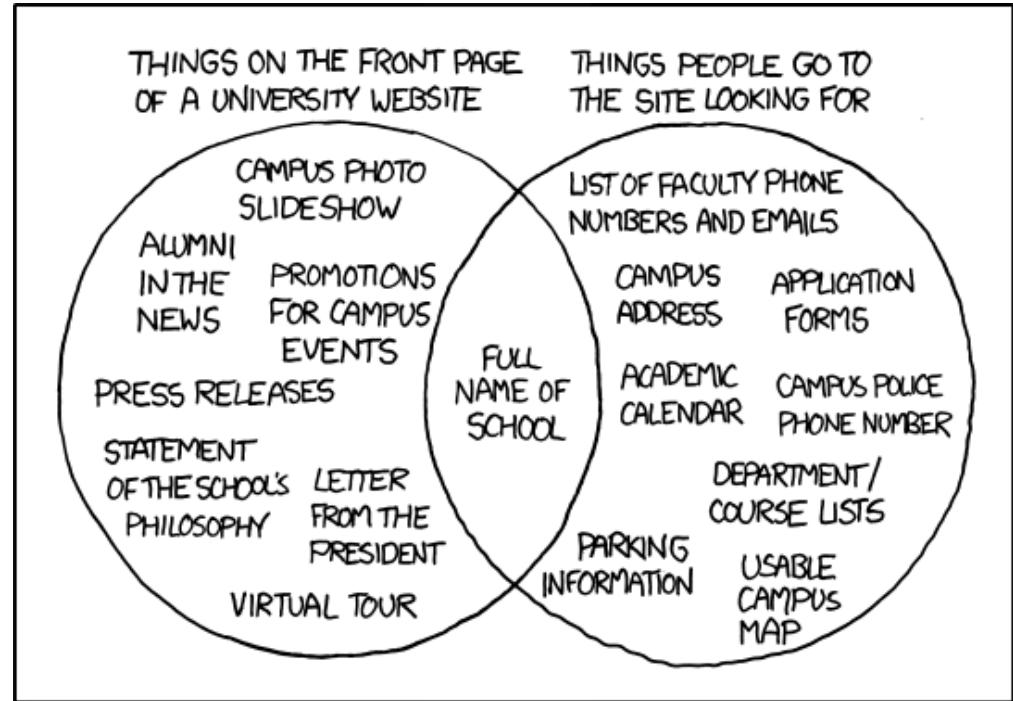


<https://www.appletoncreative.com/blog/users-dont-read-they-scan-making-your-website-understandable-and-scannable/>

# What information do users want?

Consider Preference vs Usability.

Does your website have the information your users want, (in an easily accessible way), or what you think they want?



<https://xkcd.com/773/>

# What should users see the first time they visit?

What is the most important thing we want users to do when they visit our web application?

- How can we convince them to do it?

The screenshot shows the Baidu homepage. At the top, there is a navigation bar with links for '抗击肺炎' (Anti-Virus), '新闻' (News), 'hao123', '地图' (Map), '视频' (Video), '贴吧' (Baidu Tieba), '学术' (Academic), '登录' (Login), '设置' (Settings), and '更多产品' (More Products). Below the navigation bar is the Baidu logo ('Baidu 百度'). A search bar is positioned below the logo, containing a placeholder icon and a blue '百度一下' (Search) button. In the center of the page is a QR code with the Baidu logo in the middle, accompanied by the text '下载百度APP' (Download Baidu APP) and the slogan '有事搜一搜 没事看一看' (Search for things you need, browse for fun). At the bottom of the page is a footer bar with links for '设为首页' (Set as homepage), '关于百度' (About Baidu), 'About Baidu', '百度推广' (Baidu Promotion), '使用百度前必读' (Must-read before using Baidu), '意见反馈' (Feedback), and '帮助中心' (Help Center). The footer also includes copyright information: '©2020 Baidu (京)-经营性-2017-0020 京公网安备11000002000001号 京ICP证030173号'.

# How users will navigate the webpages?

## Home page/Landing Page

Your Home page is the gateway to your website

Home page has to accommodate:

- Site identity and mission
- Site hierarchy -The Home page has to give an overview of what the site has to offer—both content ("What can I find here?") and features ("What can I do here?") — and how it's all organized.
- Search
  - Most sites need to have a prominently displayed search box on the Home page.
- Timely content.
  - If the site's success depends on my coming back often, the Home page probably needs to have some content that gets updated frequently.
- Shortcuts
- Registration

# How users will navigate the webpages?

## Navigation Control

- Main navigation may be at the top for short lists or left for long lists (accordion lists for very long menus)
- Top links can look like tabs to provide context
- Account information is often on the top right (users expect it there)
- Minor details on the bottom (e.g. contact, help, blog)
- Try to associate icons with items in a menu (visual recognition)

# How users will navigate the webpages?

## Tell users where they are

- Every page should have a visible name in the same place
- The name should match what the user clicked to get there
- Make use of breadcrumbs (pointers that show which section of a website a user is at)

Adelaide Uni Website Demo

# Navigation Considerations

- When the user logs in, where do they land?
- Design for search-dominant and link-dominant users
- Not just about reducing clicks, each one should be unambiguous and require no thought
- Browser back buttons should work
- Be consistent
- Design the navigation around the core scenario

# Summary

- Design is important! Impacts user trust, makes first impression, reflects value.
- Design with the end user in mind!
- Make websites scannable.
- Make websites easy to navigate.



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