

L07: VISUAL DESIGN / HIGH FIDELITY PROTOTYPING I

UI design can affect the usability and UX.

Should not be over-complicated, not

Should be able to adapt to target users.

These affect conversion rates.

USER INTERFACE DESIGN

The visual layout of the elements that a user interacts with in a product.

GUI and other forms (voice controlled)

Elements

Elements should be consistent and predictable.

- Input controls - Checkboxes, radio buttons, dropdown, buttons
- Navigational components - Breadcrumb, slider, search field, pagination
- Informational components - Tooltips, icons, progress bar, toasts
- Containers - Accordion

Designing

Different interfaces based on application, activity, design.

"Command based"

Commands (CMD, Powershell)

Efficient, precise, fast

Learning curve

- I Research and design issues
- Key research questions - Form, some types, Structure
 - Consistency - How do we make sure that what we have done is consistent?
 - Popular for web scripting

2. WIMP and GUI

W - Windows

I - Icons

M - Menus

P - Pointing device

• GUI

• Same as WIMP with more variety

• Current challenge - Responsive design

• Windows

• Help overcome physical limitations of display (Multi-tab option to windows)

• Research and design issues

• Window management

• Switch windows without distractions

• Use spacing, grouping, simplicity design principles

• Menus

• Styles (flat lists, dropdown, pop-up, expanding)

• Research and design issues

• Naming of items

• Placement in the list

• Menu choice depends on application

• Icons

• Easier to learn than commands

• Icon forms

• Mapping of representation

• Abstraction - Most effective

• Analogical - Cut icon by better

• Arbitrarily - Cut icon by better

~~History of Research and design issue 14~~

- No need of icons from scratch
- Text labels for info
- Rollovers for large icon sets

No Hierarchy

- Pros and cons mostly the simplicity of the icons and the icons
- Rapid access to multiple representation of information
- Better way of representing
- Easy learning curve
- Research and design issues
- Design to help exploration, tracking and integrating

multiple representation

(standardized and abstract information presentation)

VR

- Pros and cons
- Higher fidelity level
- Sense of presence
- Different viewpoints
- Motion-sickness