

LOG: VISUAL DESIGN AND HIGH FIDELITY PROTOTYPING

VISUAL DESIGN

Using images, colour, shapes, typography and forms to enhance usability and improve the user experience.

Elements

- Lines
- Shapes
- Negative space / whitespace - Relation between a shape and space is figure/group
- Volume - For 3D, rarely used
- Value - Light / Dark
- Color
- Texture
- Typography - Fonts and size, alignment

Psychology of color

Color preferences, depends on their culture, ethnicity, gender, age, etc.

- Gender
- Product / Service

Color makes a product recognizable.

Factors

Tips on typography

- Min. no. of fonts
- Standard fonts
- Limit line length
- Font should work with different sizes
- Distinguishable letters in the font
- Avoid all caps
- Don't minimize spacing between lines
- Sufficient color contrast
- Avoid red, green text
- Avoid blinking text

Principles of visual design

Elements describe the building blocks of an aesthetic product.

Principles describe the intercollective ways to use elements for the best result.

1. Unity - Harmony between elements
2. Gestalt - Perceive overall design as opposed to individual elements.
i.e. properly arranged elements → clear gestalt.
3. Hierarchy - Shows the difference in significance between items.
Created through fontsize, colors, placements
4. Space - Helps reduce noise, i.e. empty space
Increase readability

Create illusion

5. Balance - Perception of equal distribution.
6. Contrast - Make items stand out through size, color etc.
7. Dominance - One focal element, rest are subordinates.
Done through scaling, contrasting color etc.
8. Scale - Range of sizes

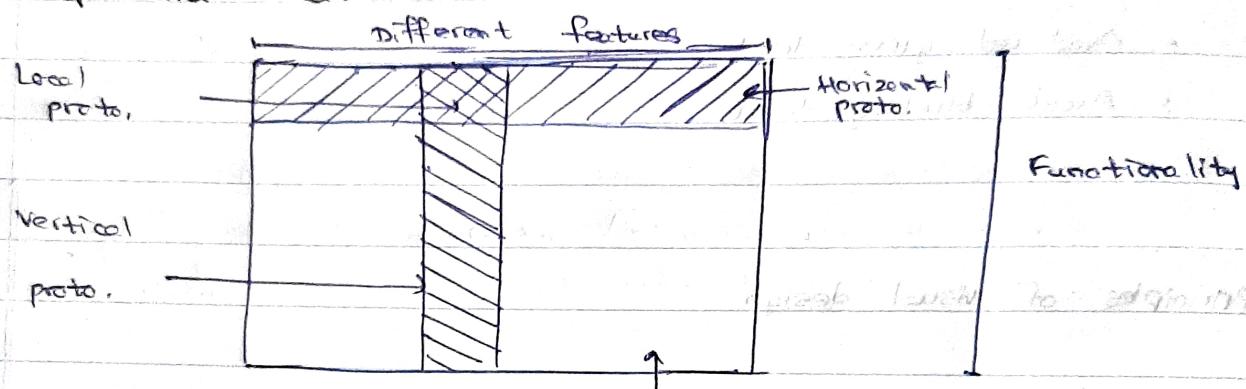
PROTOTYPING

An sample/model of a product for testing.

Universality of prototyping

Prototyping is universal and time less.

Depth and breadth



Number of features can be added until full system is obtained.

- Horizontal - Broad in features, less depth in functionality.
- Vertical - Depth in functionality, narrow breadth in features.
- 'T' - Offers best of both.
- Local - Limited breadth and depth.
Used to evaluate design alternatives for isolated interaction.
e.g. - Appearance of an icon.

Fidelity

Level of fidelity is another dimension for controlling prototypes.

Refers to how 'finished' the prototype looks.

- Low fidelity (Conceptual method) - for instances where design details have not been decided, likely to change or no point in high fidelity
- High fidelity (Final product) - used to evaluate design details

Interactivity of prototypes

Amount of interactivity depends on level of fidelity.

- Scripted prototype (Click-through)
 - Medium fidelity
 - Limited sequencing (scripted)
- Fully programmed prototype
 - For large systems
 - Full-system operations (prototype + some back-end)
- Wizard of Oz prototype
 - For instances with unpredictable user inputs
 - Setup - 2 computers (connected) in different rooms
 - User's (slave) computer connected to evaluator's (master)
 - User inputs, evaluator sends matching response (appropriate stimulated output)
- Physical mockups
- Paper prototype
 - Few drawbacks - copy design, not quick enough, need field adapt design, simulate
- Animated

Choosing the correct dimensions

Dimensions - Depth

Breadth

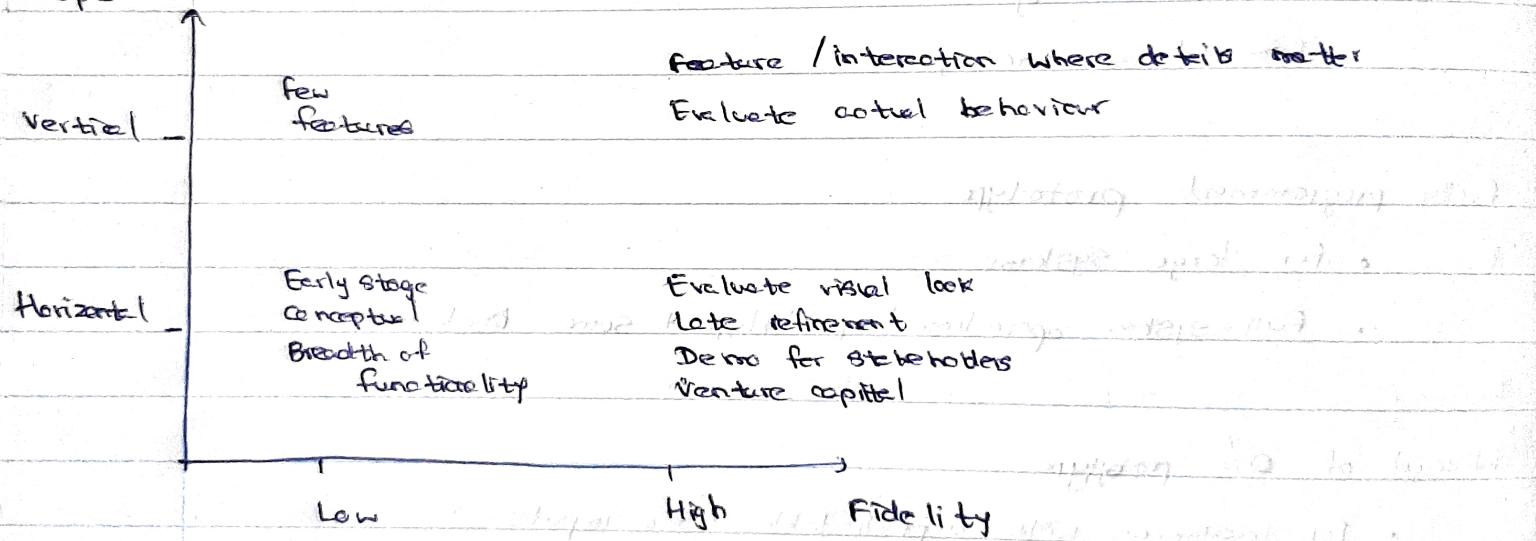
Level of fidelity

Amount of interactivity

The factors to consider

1. Stage of progress within the overall project
2. Design perspective

Scope



Advantages of prototyping

Concrete baseline for communication

'Prop' to support communication

Users can get a feel of the product

Project visibility

Early user participation