

Web Design

USER INTERFACE

COURSE 2020/2021

How to participate?



WEB

1 Connect to
[www.wooclap.com/UBC
NJH](https://www.wooclap.com/UBCNJH)

2 You can participate

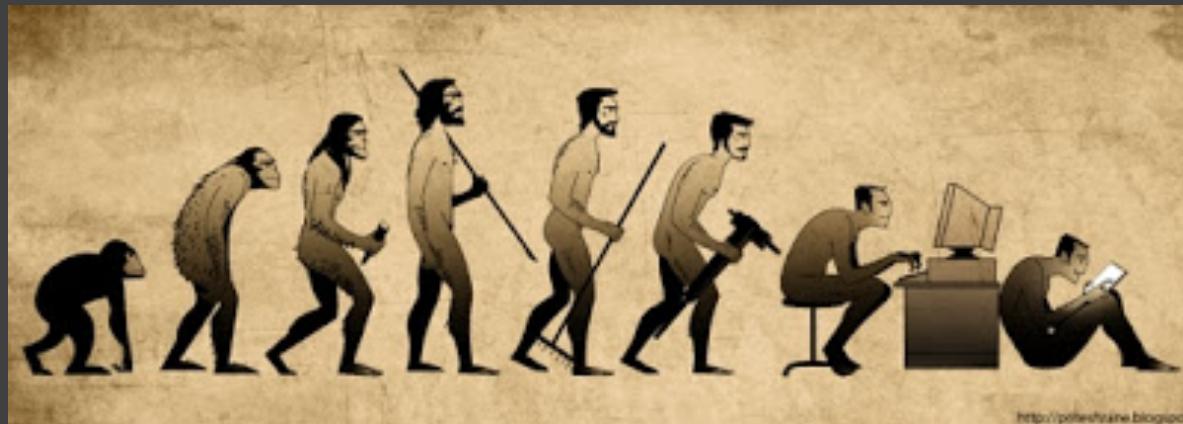


SMS

1 Not yet connected? Send
@UBCNJH to
986 08 06 74

2 You can participate

Web History and Evolution



<http://pilashaine.blogspot.com>

Web Evolution

Today, the Web is an universe of interconnected applications and websites full of multimedia and interactive content.

- <https://www.webdesignmuseum.org/>
- <http://www.evolutionoftheweb.com>

JAN
2017

GLOBAL INTERNET USE AND PENETRATION

INTERNET AND MOBILE INTERNET USER NUMBERS COMPARED TO POPULATION

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



3.773
BILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



50%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



3.448
BILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



46%

we
are.
social

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; GOVERNMENT REGULATORY AUTHORITIES; TENCENT, VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATIONS OF ALL THE ABOVE.

 Hootsuite™ we
are.
social

Web Design

A website is a collection of web pages which are related and are common to an internet domain or subdomain of the World Wide Web

Some basic principles

- Design the website for meeting the users' needs
- Avoid linear navigation
- The user must know at all times where he/she is, what he/she can do and how to move to other contents
- We should provide efficient, effective and useful ways of searching content



Which website offers the best experience? (send a text, a link, or an image)



¡A votar!

Haga clic en la pantalla proyectada para comenzar la pregunta

respuestas recibidas



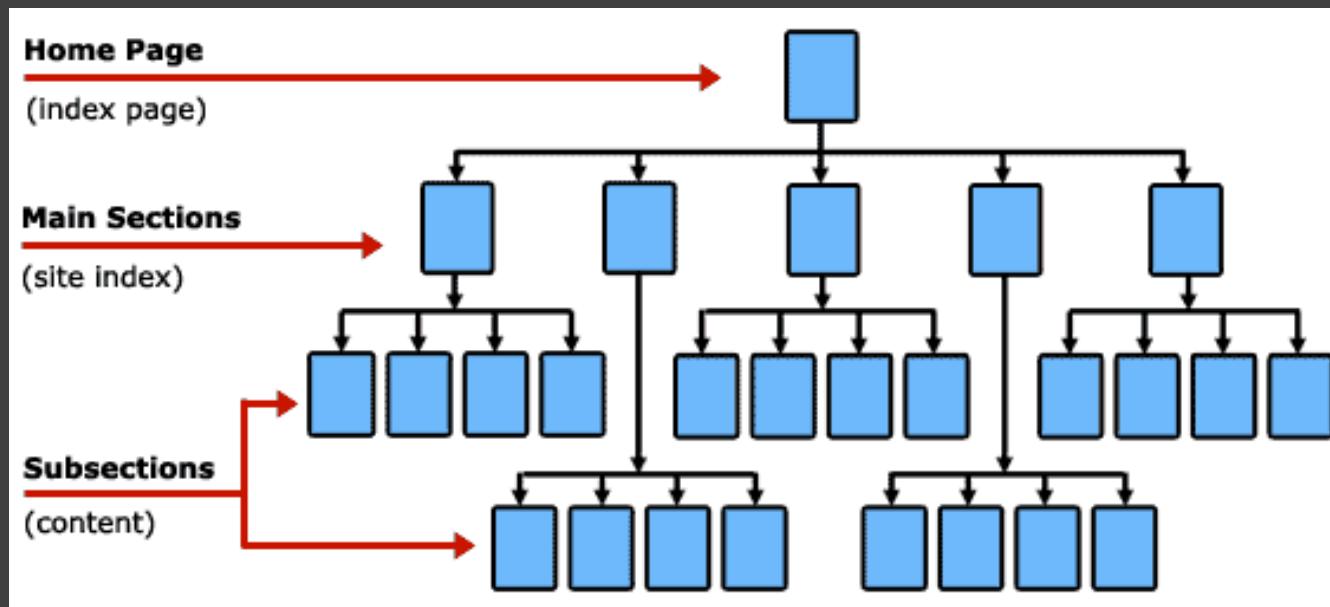
Web Design

Aspects to be considered in the design of the site

- Structure of the information
- Site navigation
- Interaction

Web design - Structure

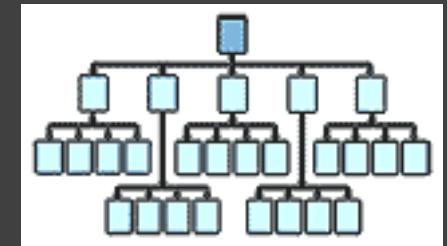
- ❖ Task-centered
- ❖ Width better than depth
- ❖ Logical grouping of contents



Web design - Structure

Homepage

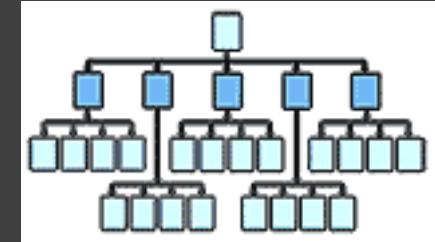
- Role played
 - Where am I?, What is this site about?
- Information to be displayed
 - Logo (top left hand corner)
 - Name of the website
 - Introduction to the site
 - Links to the main pages of the site
 - Summary of the main contents of the site
 - Contact information / Conditions of use and access
 - Summary of the latest news or changes in the site / Promotions



Web design - Structure

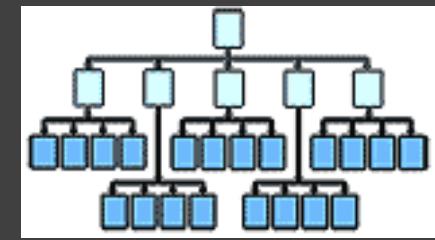
Main sections (level 1)

- Keep logo and name (reduce size)
- Link to homepage
- Elements for helping the user to navigate in the site
- Links to the other main sections



Subsections (level 2)

- Keep logo and name
- *Where am I?* Indicate location with respect to site structure
- Indicate the main section this page belongs to
- More focus on the content than on the navigation
- Help the user to conduct tasks



Web design - Navigation

- ❖ Navigation is defined as the ability to move around the website to achieve user goals (i.e. conduct tasks)
- ❖ It is the basic way of gathering information from websites
- ❖ Different ways to navigate
 - ❖ Through links
 - ❖ Through other navigation tools

Web design - Navigation

Where am I?

- With respect to the web as a whole
- With respect to the website

Where have I been before?

- Based on the web browser
- Based on the design of the website

Where can I go now?

- Links
- Aid to navigation

Web design - Navigation

Problems

- We do not inform the user about where he or she is
 - Pages without a title or using the same title in different pages
 - Inconsistency between the name of the link and the title of the associated page
- We do not show the path to the user
 - Self-referenced links
 - Too many embedded links
 - Excessive depth: Too many levels
- We do not provide suitable strategies for searching
 - Poor navigation amongst the results
 - Numerous results or results which are not (strongly) related to the search

Web design - Navigation

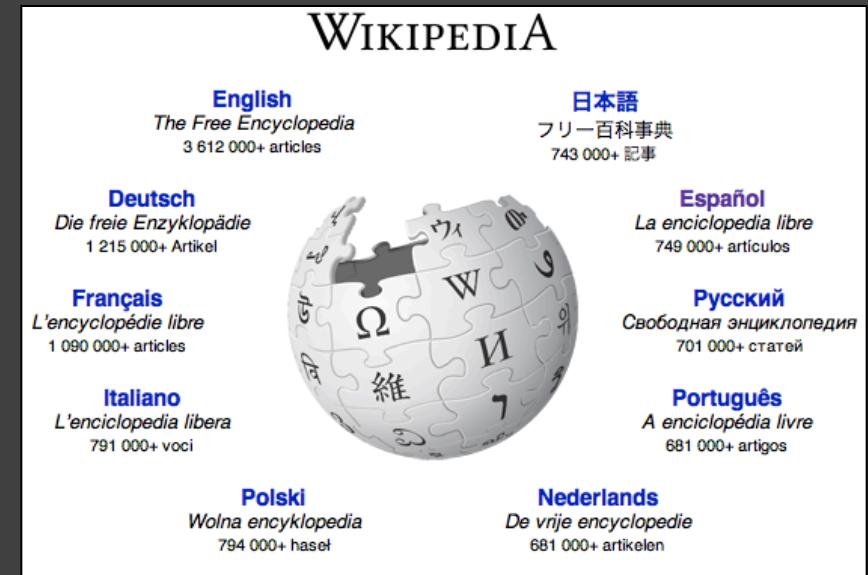
Types of links

- Structured
 - Links to other pages (of the same site)
 - Establish the structure of the website
- Associative
 - Links to contents of the same page (e.g. a section)
 - Facilitate navigation in pages with lots of information
- Embedded
 - Links to other pages and/or websites
 - Additional information

Web design - Navigation

Design of links

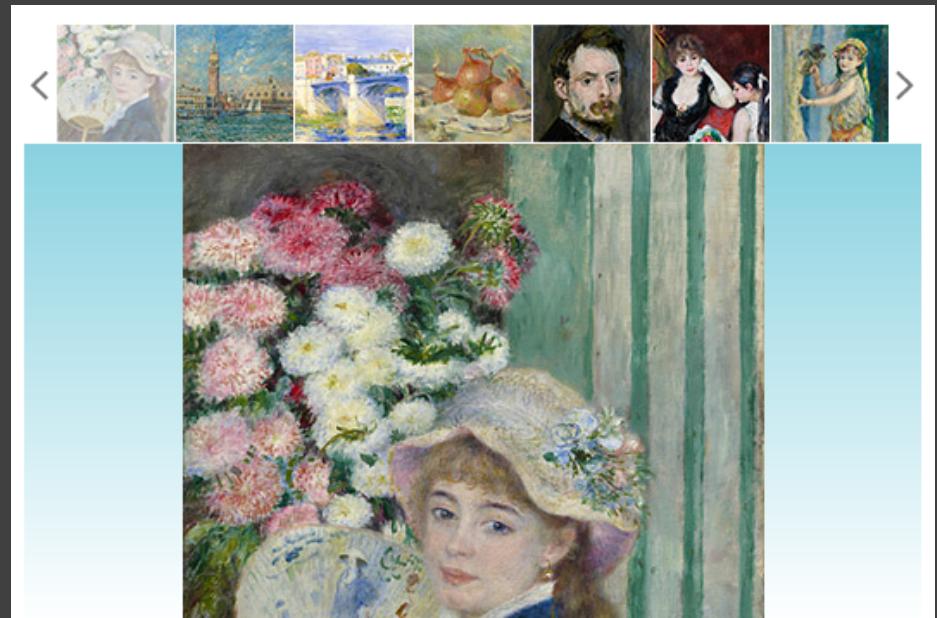
- Text-based links
 - Color → Ensure the consistency and distinguished character of the link
 - *What makes a link, a link?* (according to Nielsen, blue color)
 - Name → Meaningful and explanatory text
 - Include contextual Help
- Other (non-text) links
 - Buttons
 - Graphics
 - Drop-down lists



Web design - Navigation

Aiding the navigation

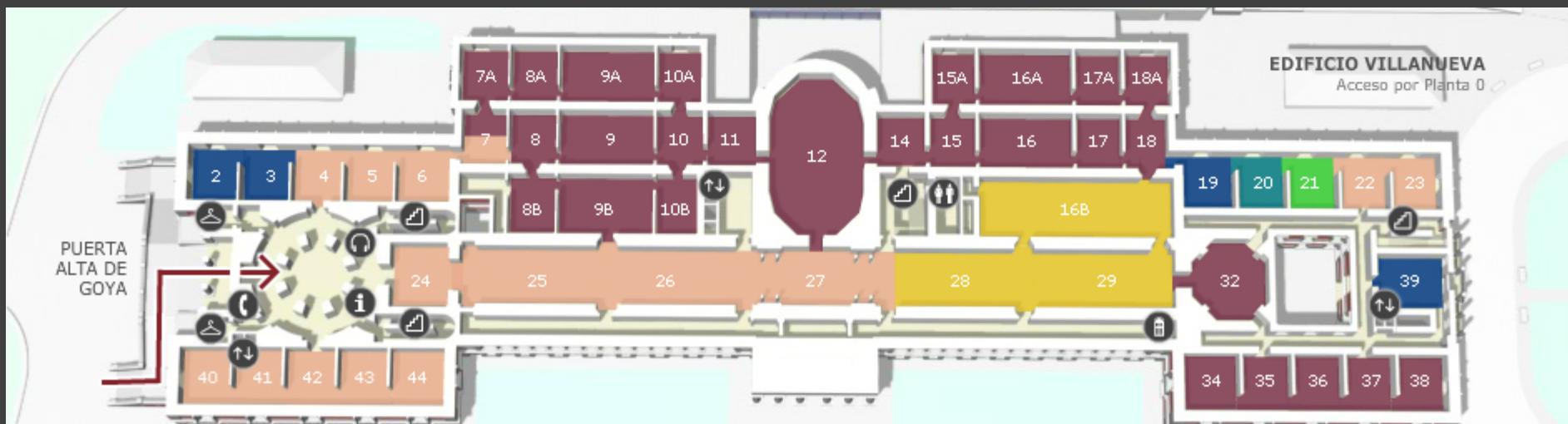
- Guided visit
- Site maps
- Directories
- Going back (breadcrumbs)
- Help options
- Search options
- Metaphors



Web design - Navigation

Aiding the navigation

- Guided visit
- Site maps



Web design - Navigation

Aiding the navigation

- Guided visit
- Site maps
- Directories
- Going back (breadcrumbs)
- Help options
- Search options
- Metaphors

Programa

[Madrid Otra Mirada](#)

[¿Quedamos en el Prado?](#)

[Conciertos](#)

[Semana de la Ciencia](#)

[Itinerarios](#)

[Cursos](#)

[Conferencias](#)

[El Prado en familia](#)

[Otros programas educativos](#)

[Actividades Fundación Amigos del Museo del Prado](#)



Web design - Navigation

Aiding the navigation

- Guided visit
- Site maps
- Directories
- Going back (breadcrumbs)
- Help options
- Search options
- Metaphors



Web design - Navigation

Aiding the navigation

- Guided visit
- Site maps
- Directories
- Going back (breadcrumbs)
- Help options
- Search options
- Metaphors

Uncertainty about the stability of assets in money market funds signaled that accelerated the downward spiral of the [credit crisis](#) in 2008, and urged banks to briefly halt lending to one other.

Now, as Europe teeters, the dangers to the American economy — and the financial system — are becoming increasingly evident. “It seems like our European policy makers were gleefully watching the U.S. get its economy not appreciating the massive tidal wave coming at them across the Atlantic,” says Paul Krugman, an economics professor at Princeton University.

Rogoff, a Harvard University economist and former chief economist at the International Monetary Fund, says he was

MORE IN BUSINESS (1 OF 30 ARTICLES) x

Europe Strives to Catch Up With Digital Hollywood

[Read More »](#)

Web design - Navigation

Aiding the navigation

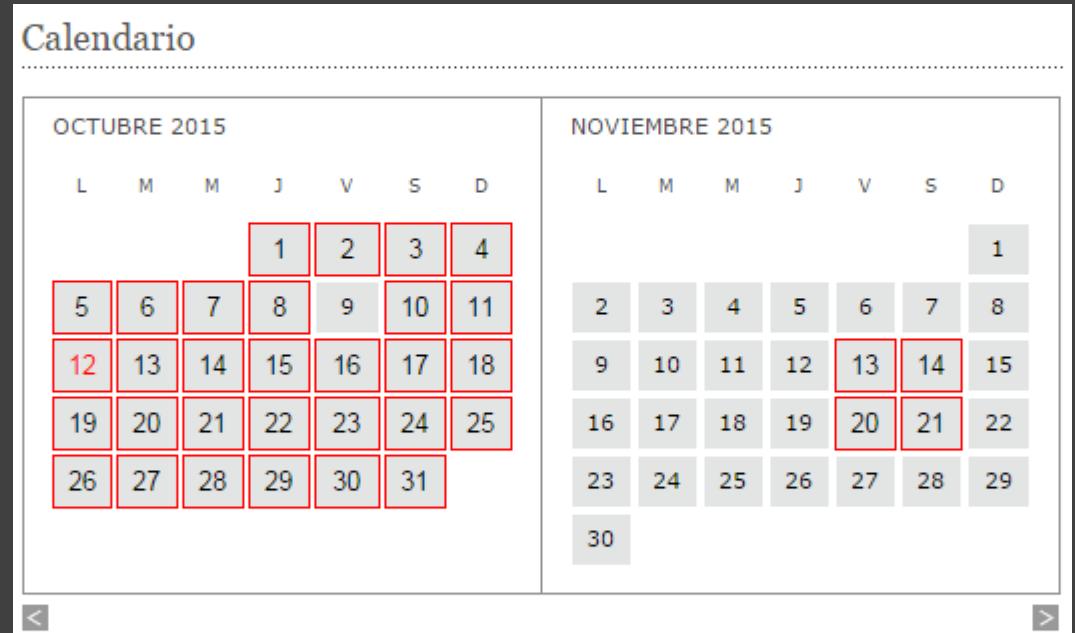
- Guided visit
- Site maps
- Directories
- Going back (breadcrumbs)
- Help options
- Search options

The screenshot shows the header of the Museo Nacional del Prado website. In the top left, the logo 'MUSEO NACIONAL DEL PRADO' is visible. In the top right, there is a link to 'English'. Below the header, there are two grey buttons: 'COLECCIÓN' on the left and 'EXPOSICIONES' on the right. To the right of these buttons is a breadcrumb trail: 'Inicio > Actividades > Programa'. Below the breadcrumb trail is a button labeled 'Programa'. On the far right, there is a search bar with a grey 'BUSCAR' button next to it. The entire search area is highlighted with a yellow border.

Web design - Navigation

Aiding the navigation

- Guided visit
- Site maps
- Directories
- Going back (breadcrumbs)
- Help options
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Web design

Detailed web design – aspects to consider in:

- Pages
- Widgets
- Contents

Web design - Page

Documents or interaction spaces that constitute a website

Basic principles

- Content is more important than the 'look-and-feel'
- Separate content from presentation
- Strive to design web sites which are platform independent
- Ensure consistency

Web design - Page

Layout

- ❖ The content and the actions the user can do should be intuitive
- ❖ Highlight the most important components
- ❖ Controls should be visible
- ❖ Strike a balance between look-and-feel and usability
- ❖ White space to make it easier to explore the contents

Web design - Page

Scrolling

- Position the most important content above the page size
- Use short pages for the home page, navigation pages or pages that require immediate access
- Use long pages to facilitate uninterrupted reading, make printing easier or display catalogs
- Content above normal size should display the scroll utility
- Reduce the vertical scroll to a pair of offsets
- Always avoid horizontal scrolling

Web design - Page

Scrolling example



Web design - Page

Scrolling

Four Rules of Scrolling by Jakob Nielsen

- If people expect something to be in a particular place, they will not look for that item elsewhere or scroll to find it
- If there's white space at the bottom of the viewable area of the screen, people usually assume that's the end of the page and don't scroll any farther, even when their browser scroll bar indicates otherwise
- People interpret ad-like elements that appear immediately above the fold as the end of a page because ads are commonly placed in peripheral areas of the page
- Placing indicators such as headers or content that can be seen just above the bottom of the screen strongly suggests that there's more content below

Web design - Widgets

A widget is a software component designed to provide visual information and facilitate a specific interaction

Design process based on widgets

- Structuring the interaction
- Controlling the interaction
- Introducing the information

Web design - Widgets

"Widget" para la predicción por municipios

El tiempo. Aranga

lun 07	mar 08	mié 09	jue 10
12-24	00-12	12-24	00-12
10 / 24	10 / 24	11 / 19	10 / 16
0%	0%	0%	30%
© AEMET			

Acepto las condiciones de uso expuestas en la nota legal de AEMET >

1. Municipio e idioma

Idioma: Seleccione Provincia o Ciudad Autónoma: Seleccione municipio: Buscar Buscar municipio por nombre: Buscar

2. Datos

Días: Mostrar cabecera Mostrar variables Estado del cielo Temp. mín./máx. (°C) Sen. térm. mín./máx. (°C) Prob. precip. Hum. rel. mín./máx. (%) Viento

3. Estilo

Borde widget Tam. texto: Tam.Imagen: Color de fondo: Color principal: Color secundario: Ancho: Alto: Horizontal Vertical Limpiar

4. Cope y pega este código en su web

```
<script type='text/javascript'>
src='http://www.aemet.es/es/eltiempo/pre
diccion/municipios/launchwidget/aranga-
ponte-aranga-id15003?
w=g4p01110001ohmffffw600z190x4f86d
0t5b6e91e3n2'></script><noscript><a
target='_blank' style='font-weight:
bold;font-size: 1.20em;' href='http://www.aemet.es/es/eltiempo/pre
diccion/municipios/aranga-ponte-aranga-
id15003'>El Tiempo. Consulte la predicción
de la AEMET para Aranga</a></noscript>
```

<http://www.aemet.es>

widgetbox powered by FLITE

Mobile Widgets Pricing Dashboard Join Now or Sign In

Overview Gallery Make a Widget Find Widgets About Us Support

Gallery

MAKE WIDGETS

Blog/Feed YouTube Vimeo Flickr Form Poll Video Gallery

FIND WIDGETS

FEATURED WIDGETS

MTA Service Status Maukie - the virtual... GreatDad Movie... cyber-pet Drink of the Day

Browse By Category

Music News Pets Photos Politics Social Networks Sports Technology Video Weather

Widgetbox on Facebook Keep up with new features, announcements, and more.

<http://www.widgetbox.com>

Volver a iGoogle Buscar gadgets

Buscar por idioma » Todos los idiomas **Español**

Buscar por categoría » **Todos** Destacados iNuevo! Noticias Herramientas Comunicación Diversión y juegos Finanzas Deportes Estilo de vida Tecnología de Google

Añadir ahora

Tiempo De Google: 166.713 usuarios ★★★★☆ 3787 puntuaciones Vea el tiempo local de varias ubicaciones en su página. <http://www.google.com/>

Añadir ahora

Fecha y hora De Google: 95.064 usuarios ★★★★☆ 55 puntuaciones Añade un reloj a tu página. Haz clic en "editar" para cambiar el color por el que tú prefieras. <http://www.gstatic.com/>

Añadir ahora

El Tiempo de eltiempo24.es De eltiempo24.es - wetter.com AG 352.998 usuarios ★★★★☆ 4 puntuaciones • Consulta el tiempo de tu ciudad o de cualquier ciudad del mundo con la extensión meteorológica • La búsqueda con el código postal o el nombre te permite acceder al pronóstico de una manera rá...

Añadir feed o gadget Añadir ahora

<http://www.google.es/ig/directory>

Web design - Content

Text, images, videos, multimedia elements that determine the information provided by the website

Basic principles

- reduce the time to load a web page (under 1 second; max. 10 seconds)
- foster exploration as opposed to exhaustive search
- (ideally) meet the principles of universal design (realistically) consider the principles of universal design
- use sound only when needed (for instance, to provide feedback and when sound is essential to understand the content)

Web design - Content

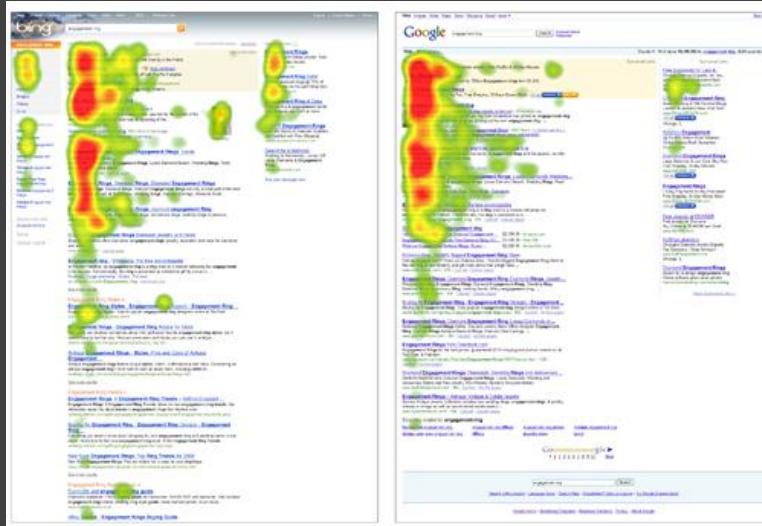
Text

- Minimize the length of the text
 - Introductory paragraphs might not be needed
 - Unnecessary information is not needed!
 - Tables and numbered lists help us to take in the information
- Help the user to explore the content
 - Every page should have a title
 - Use headings to structure the information
 - Long chunks of text should be divided into sections
 - Highlight the most important information
- Avoid jargon

Web design - Content

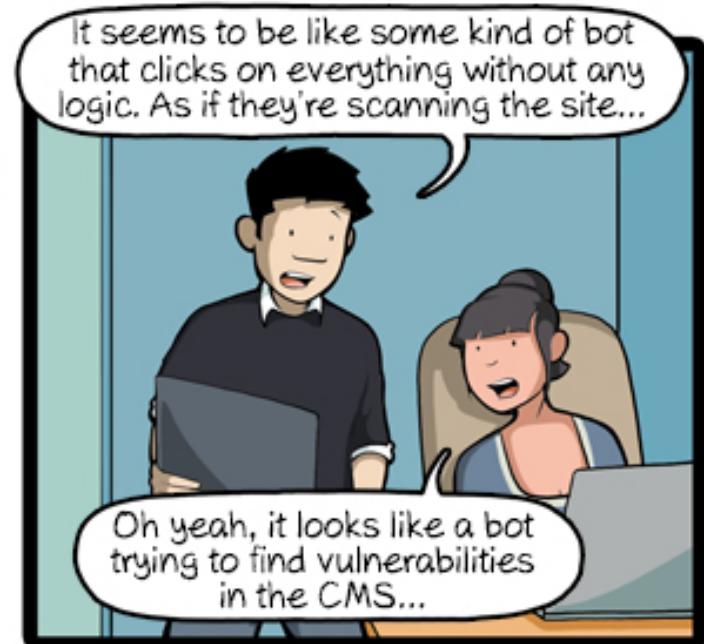
Foster exploration VS exhaustive search...but how do people explore?

- Heatmaps obtained using eye-tracking give us a clue. Colors represent where people spend more time (red more time than green)



Eye-tracking in Google/Bing search (top)
and BestBuy (right)





Which website drives you crazy? (send a text, a link, or an image)



Web Design

- ❖ Recommendations for improving the utility
- ❖ Recommendations for improving the usability

Utility vs Usability

They are closely related, yet they are not the same thing. ... utility is solely concerned with usefulness; however usability includes not only utility, but also efficiency, safety, memorability, learnability and satisfaction (Nielsen 2003).

Web Design – Utility

Recommendations for improving the functional utility of the interface

- ❖ The user should be able to conduct tasks efficiently
- ❖ The utility of the web (interactive system) is evident
- ❖ Keep the system accessible
- ❖ Avoid any type of reiteration, uncertainty or surprise
- ❖ Multimedia elements do not reduce or limit the utility of the web / interactive system

Web Design – Utility

The user should be able to conduct tasks efficiently

- The user knows how to conduct the task
- Breaking down the tasks into suitable actions
- Example: Where is my timetable? <http://uc3m.es/Inicio>

Web Design – Utility

The user should be able to conduct tasks efficiently

- Low anxiety → Provide the user with feedback – what is going on?



- Encouraging the user to carry out the task
- Errors are seldom made and easy to solve

F·A·O·SCHWARZ

Search: Keyword:

Shopping Cart | Gift Finder | View Print Catalog | Request A Catalog | Featured Brands

1. BILLING INFORMATION 2. SHIPPING INFORMATION 3. SHIPPING METHOD 4. PAYMENT & ORDER REVIEW 5. CONFIRMATION

2. SHIPPING INFORMATION
Please select a shipping address for each item from the "Ship to" pull down menu below.

ITEM DESCRIPTION	PRICE PER ITEM	QTY	TOTAL PRICE	SHIP TO	GIFT WRAP
Wendy with Penelope the Pup by Madame Alexander	\$80.00	1	\$80.00	Same as Billing <input checked="" type="button"/>	No Thanks <input type="button"/>

In Stock

Unfortunately, we can not ship orders internationally. Please select a delivery address within the United States.

CONTINUE >>

Web Design – Utility

The user should be able to conduct tasks efficiently

- Unnecessary delays do not happen: response time less than 1 second
- No distractions: avoiding unnecessary information (e.g. welcome message)



Web Design – Utility

The utility of the web (interactive system) is evident

- Ask yourself whether a person could answer the question: *What can I do here?*

The screenshot shows the Expedia.es website. At the top, there's a navigation bar with links for 'Inicio', 'Hoteles', 'Vuelos', 'Vuelo + Hotel', 'Coches', 'Actividades', 'Paquetes Vacacionales', 'Ofertas de Viajes', 'Última hora', and 'Gratificaciones'. On the right side of the header, there are links for 'Cuenta' (with a notification icon), 'Mi Scratchpad', 'Gestionar reservas', and 'Ayuda'. Below the header, there's a banner with a tropical beach scene. The main search area has tabs for 'Vuelos', 'Hoteles', 'Vuelo + hotel' (which is selected and highlighted in blue), and 'Coches'. It also includes tabs for 'Vuelo + hotel + coche' and 'Vuelo + coche'. Below these are fields for 'Salida desde' (Departure from) and 'Llegada a' (Arrival at), both with placeholder text 'Ciudad o aeropuerto'. There are also fields for 'Ida' (Departure date) and 'Vuelta' (Return date), each with a date input field ('dd/mm/aa'). To the right of these are dropdown menus for 'Habitaciones' (Rooms), 'Adultos (18+)', and 'Niños (0-17)'. A checkbox labeled 'Solo necesito hotel para una parte de mi estancia' (I only need a hotel for part of my stay) is present. At the bottom left is a yellow 'Buscar' (Search) button. A small note at the bottom says 'Aviso importante: ⚠️ Residentes en las islas Canarias, Ceuta, Melilla o Baleares, o miembros de familias numerosas.' (Important notice: ⚠️ Residents in the Canary Islands, Ceuta, Melilla or Balearic Islands, or members of large families.)

A menu with main options

Search engine

Personal account information

Web Design – Utility

Keep the system accessible

- Provide rapid feedback
- Avoid “under construction sites” or that do not redirect to the new website

Web Design – Utility

Avoid any type of reiteration, uncertainty or surprise

SCHEDULES AND EXAMS

Grados > Schedules and exams

Schedules and exams 2015/2016

In the tabs below, you will have available the schedules of degrees corresponding to course 2015/2016:

Social Sciences and Law Dual Bachelors Humanities Engineering

Bachelor's Degree in Business Administration

- > Getafe Campus
- > Colmenarejo Campus

Bachelor's Degree in Politics

- > Getafe Campus

Bachelor's Degree in Film, Television and Media

- > Getafe Campus

LABORATORIO DEI – DEPARTAMENTO DE IN



Universidad
Carlos III de Madrid

Curso 2015/2016 - Horarios de Grado en Administración de Empresas (Getafe)

Asignaturas

1er. cuatrimestre

- 14768-Análisis geográfico del continente africano 1er. cuat.
- 16019-Aproximaciones empíricas a los juicios morales 1er. cuat.
- 12631-Brujas, reinas, monjas y escritoras: Protagonistas medievales en filmes históricos 1er. cuat.
- 12529-Caligrafía: Una mirada práctica en torno a la tradición, aplicaciones, diseño y creatividad de la "bella escritura" 1er. cuat.
- 13195-Comercio Internacional 1er. cuat.
- 13177-Comportamiento del Consumidor 1er. cuat.
- 13174-Contabilidad Financiera 1er. cuat.
- 13162-Contabilidad de Gestión 1er. cuat.
- 13197-Creación de empresas y gestión de PYMES 1er. cuat.
- 14321-Créditos de Humanidades 1er. cuat.
- 10266-Crimenes internacionales y cine 1er. cuat.
- 12632-De la filología a la ópera: Cultura clásica y melodrama 1er. cuat.
- 10628-Del humanismo a la deshumanización del arte (Hº del arte siglos XV-XX) 1er. cuat.
- 13182-Derecho de la Competencia 1er. cuat.
- 13171-Dirección Estratégica 1er. cuat.
- 13196-Dirección de recursos humanos 1er. cuat.
- 13176-Diseño Organitivo 1er. cuat.
- 13168-Economía de las Organizaciones 1er. cuat.
- 12073-El Madrid de la Guerra Civil a través de la imagen: fotografía, carteles y cine 1er. cuat.
- 12072-El espacio urbano de Madrid 1er. cuat.
- 14811-El recorrido del feminismo en la edad contemporánea 1er. cuat.
- 14770-Espacio geográfico y cine 1er. cuat.
- 12525-Espacios para el arte:producción,exhibición y difusión 1er. cuat.
- 13160-Estadística II 1er. cuat.
- 16405-Estetas, místicos y anarquistas 1er. cuat.
- 12082-Filosofía, medios y sociedad 1er. cuat.
- 15173-Formación complementaria cursada en P.I. (12 cred.) 1er. cuat.
- 15174-Formación complementaria cursada en P.I. (18 cred.) 1er. cuat.
- 15175-Formación complementaria cursada en P.I. (24 cred.) 1er. cuat.
- 15172-Formación complementaria cursada en P.I. (6 cred.) 1er. cuat.
- 13153-Fundamentos de administración de empresas 1er. cuat.
- 13193-Gestión Bancaria 1er. cuat.

Web Design – Utility

Multimedia elements do not reduce or limit the utility of the web / interactive system

- Multimedia take up too much space and increase the time for loading the web
- It generates uncertainty and boredom in the user, who might leave the page
- Solutions
 - Rather than embedded, make multimedia downloadable
 - Add a link to the multimedia content
 - Use special icons for multimedia (m-icons)
 - If a plug-in is needed, you should say so in the interface and provide the user with information (access, better) as to how to get it

Web Design – Usability

Recommendations for improving the usability of the interface

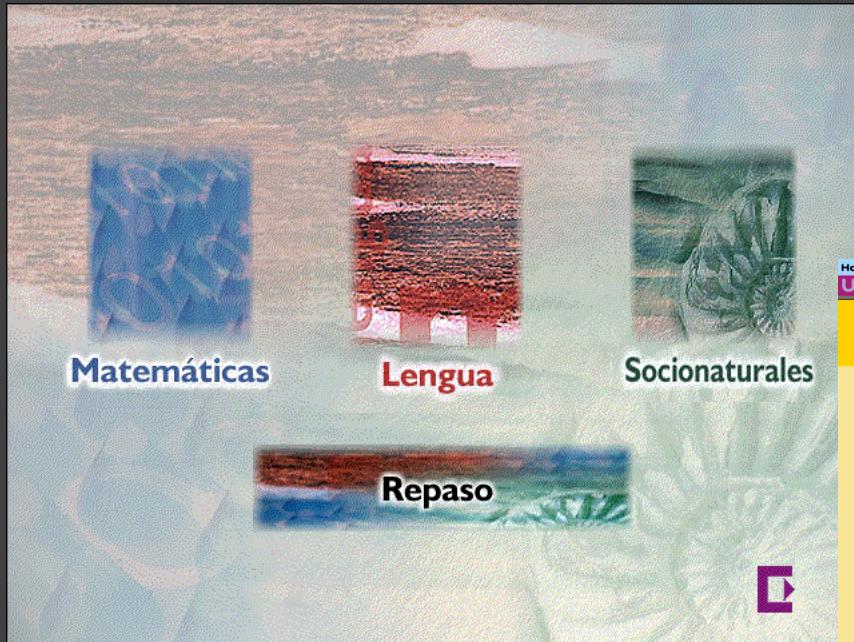
- Design targeted at the potential users (characteristics and needs)
- Legibility rather than ornateness
- Consistency
- Few and meaningful icons
- Functions and data must be always tangible

Web Design – Usability

Design targeted at the potential users (characteristics and needs)

- Consider their characteristics and needs:
 - Age, language, nationality, goals, efficiency requirements, familiarity with tech
- **Design for all** (or for as many people as possible): the usability of the product (website) has to be guaranteed for the maximum number of users, avoiding adaptation mechanisms or specialized design

Web Design – Usability



Interfaces oriented toward their users

UpToTen.com - this section is for kids aged 0 to 10

Welcome... you are here : UpToTen.com

...the fun place to learn online with 814 FREE games and activities for kids aged from 0 to 10 years old.

Enjoy your visit !

You can easily find a list of all the games on the site by using the UpToTen search engine (click on this button in the gray navigation bar above)

New games every month !

Web Design – Usability

Example of interfaces not oriented towards their users

The screenshot shows a children's website for the Guardia Civil. At the top, there's a yellow header with a blue logo on the left and the text "PAGINA INFANTIL" and "GUARDIA CIVIL" on the right. Below the header is a navigation bar with links: "Presentacion", "¿Qué es?", "Servicios", "Consejos", "Enlaces", "Dibujos", "Juegos", and "Principal". Underneath the navigation bar is a row of red circular icons with white symbols: a telephone, a question mark, a document, a wrench, a key, a trash can, a grid, and a house. To the left of the main content area is a sidebar with a vertical list of categories: AEREO, A.R.S., CINOLÓGICO, ESCUADRÓN, FISCAL, GEAS, MARÍTIMO, MONTAÑA, P. JUDICIAL, RURAL, SEPRONA, TEDAX, TRÁFICO, and DUQUE DE AHUMADA. In the center, a large yellow box contains the text: "Pulsa en los botones de la izquierda para ver los dibujos de las especialidades." At the bottom of the page is another navigation bar with links: "PRESENTACION", "QUE ES?", "SERVICIOS", "CONSEJOS", "ENLACES", "DIBUJOS", "JUEGOS", and "PRINCIPAL".

The screenshot shows an Art Shopping Mall website. The title "Art Shopping Mall" is at the top, followed by the subtext "Find the Art You're Looking For Here". Below this, a message encourages users to click links to find artwork matching their interests, or to email them if they don't find what they're looking for. A large grid of links is displayed in a 5x3 table:

Books	Emerging Artists	Surrealists
Impressionists	Sports	New Releases
Appraisals	Endangered Species	Religious Art
Boudoir	Special Occasions	Sculpture Garden
At the Office	Music	Beach Scenes
Beach Scenes	Paradise	Spirits & Gourmet
City Scenes	Resources	Links to Other Great Sites
Celebrities as Subjects	The Casino	The Southwest
Dolphins & Whales	Objets D'Arte	Western Gallery
Dogs and Cats	Poster Gallery	Wildlife Gallery

Below the grid, there are additional links: "Classifieds", "Artist Index", "Mall", "DEAL self service art database", and "Art Brokerage Main Page".

Web Design – Usability

Legibility rather than ornateness

- Combining multimedia elements
- Background contrast
- Text
- Images
- Labels
- Templates

Web Design – Usability

Legibility rather than ornateness

To promote understanding and not unnecessarily distract the reader

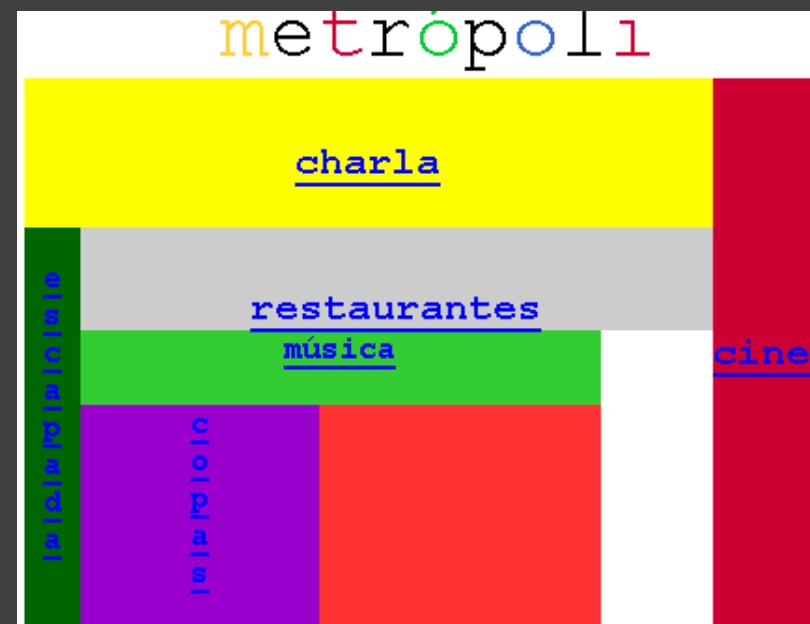
- Multimedia elements capture easily users' attention → avoid unnecessary animations or complex graphics and add just valuable ones
- Avoid simultaneous elements which demand the attention of the user at the same time.
- Users need time to take in information and perceive it → Take into account the speed of information collection of the reader
- Organize the elements by creating a harmonic composition using templates

Web Design – Usability

Legibility rather than orateness

- Background color should not make the web difficult to read

La ausencia de contraste hace hacer difícil (imposible) la lectura	Los contrastes positivos empeoran la legibilidad
Los contrastes negativos incrementan la legibilidad.	Los fondos muy luminosos provocan cansancio en la vista
En fondos no lisos, no siempre se lee bien y, además, resulta más cansado	



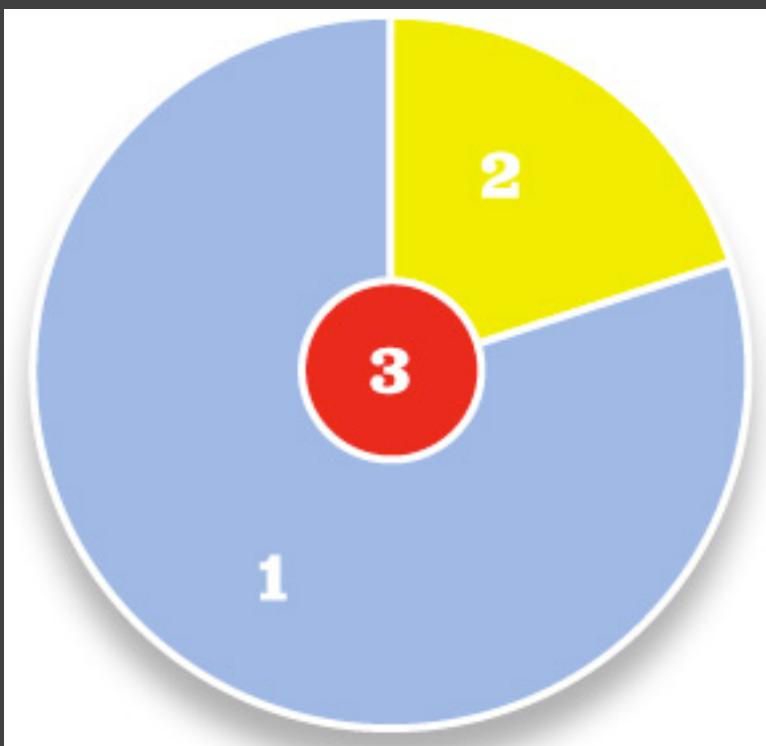
Web Design – Usability

Legibility rather than ornateness

- High contrast between the text and the background
- No images
- Static text
- Length of lines: approx. 60 characters
- Text font
 - Font type easy to read (Arial, Times, Sans Serif)
 - Text size easy to read (11 a 13 points)
 - Space between lines related to the size of the text
 - Do not use capital letters (SHOUT!)
- Align text to the left

Web Design – Usability

Legibility rather than ornateness



1. **Subordinate or base color.** Used for background and white spaces (used to create contrast or complement)
2. **Dominant or main color.** Used for content (used to communicate ideas). Color for text, titles, grouping elements, etc.
3. **Accent or highlight color.** Used to highlight important information (creating tension). Color for links, actions, etc

Web Design – Usability

Legibility rather than ornateness

Bad example: <http://www.lingscars.com/>

Web Design – Usability

Legibility rather than ornateness

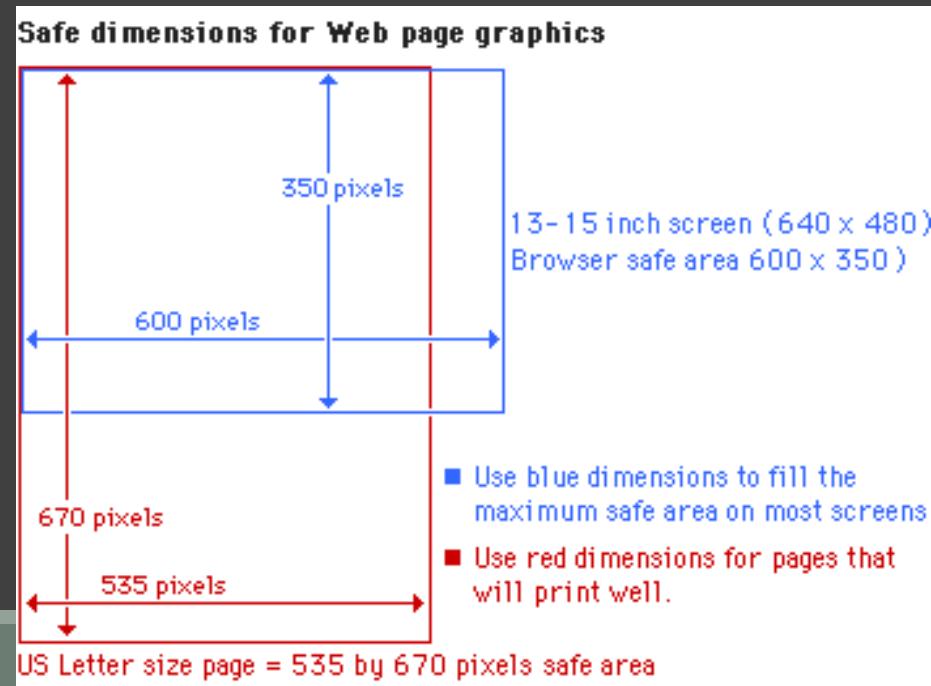
- Quality of the image vs. amount of space
- Opt for a low resolution image
- High quality images on demand



Web Design – Usability

Legibility rather than ornateness

- What size for images? We should be able to see them without adjusting the resolution of the monitor, for instance
- And for printing? Design pages to be printed (or a version of them)



Web Design – Usability

Consistency

- Semantic use of colors and other audiovisual elements (e.g. sounds, font style, ...)

The screenshot displays the ALSA website's homepage, characterized by its orange and blue color scheme and consistent use of icons and text across various sections.

Header: A horizontal menu bar at the top includes links for "Compra de Billetes", "Servicios Alsa", "El Mundo Alsa", "Actualidad Alsa", "Rutas y horarios", "Alsa Plus", "902 42 22 42", "Usuarios", and "Mapa del Web". It also features the AENOR quality mark and flags for Spain and the United Kingdom.

Main Logo: The central logo consists of the word "ALSA" in a large, bold, blue sans-serif font, enclosed in a white rounded rectangle with a blue border.

Welcome Message: To the right of the logo, the text "ALSA INFORMA: Todos los servicios" is displayed, with "Bienvenido" repeated in three languages: Spanish ("Bienvenido"), English ("Welcome"), and Catalan ("Benvingut").

Central Circular Area: A large orange circle in the center contains the text "Compra de Billetes" in large white letters, with "On-line" written below it.

Left Sidebar: A vertical sidebar on the left lists several services: "El Mundo Alsa", "Rutas y horarios", "Alquiler de autocares", "Alquiler de Limusinas", "Escaparate de Links", "Transporte Universitario", "Ofertas", "Productos especiales", "Demo de Compra", and "Mapa del Web".

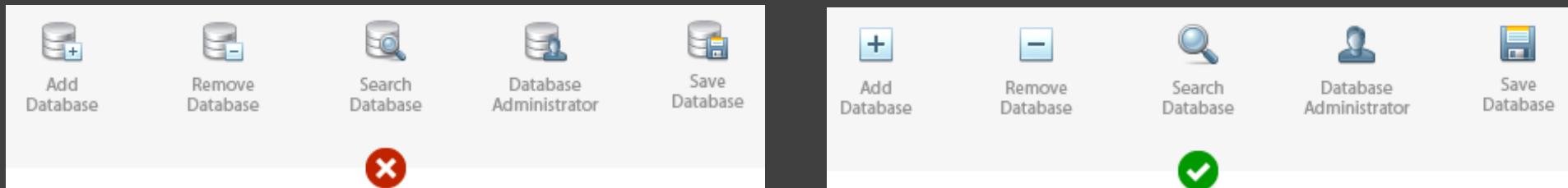
Right Sidebar: A vertical sidebar on the right includes links for "Usuario registrado", "¿Olvidó su password?", "Registrese Ahora", "Consulte las ventajas de ser usuario registrado", "Buscador", "Formación", "Foro de debate", "Bolsa de trabajo", and "Contacte con nosotros". It also features the "Boutique del Viajero" logo.

Bottom Navigation: At the very bottom, there is a footer with the text "Optimizada para 800 x 600 e Internet Explorer 4.01 o Netscape 4.7 y versiones superiores, se recomienda el uso de Microsoft Explorer y Macromedia Flash". Below this, the address "ALSA GRUPO S.A. C/ Miguel Fleta N° 4 28037 Madrid. Teléfono: 91 3270540. E-mail: Datos Registrales: Madrid Tomo 990, Folio 129, Hoja M-11696" is provided.

Web Design – Usability

Consistency

- Same terminology, same functions, same results, same way of performing them
- Few and meaningful icons
- Familiar icons – easy to understand and recognize
- Conceptually, icons should be different from each other
- Simple, without too much ornament
- An icon should have an easy-to-understand meaning



Web Design – Usability

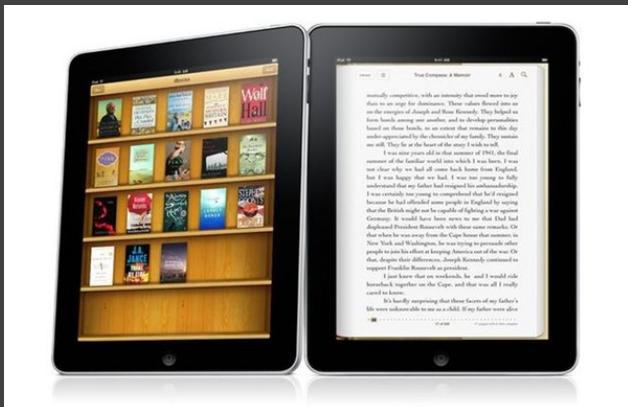
Functions and data, always **tangible**

- Tangible = real/not imaginary, able to be shown, touched, or experienced
- The user should understand what the site is about, the data it contains, and what he or she can do on the site
- The structure of the website, services and functions should be explicit
- The structure of the information should also be explicit. This can be done by:
 - Self-contained pages
 - Good use of links
 - Multimedia to help user understand and locate information
 - Navigation tools showing the global and local structure

Web Design – Usability

Functions and data, always tangible

- Metaphors are simulations of a well-known environment for the user
- The desktop, the e-book, the shopping cart...
- Usage patterns that the user can recognize: “you already know how to use it”
- They improve the tangibility of the provided functions



“It’s crazy powerful. It’s magical. You already know how to use it.”

Web Design – Usability

Functions and data, must be always tangible

Examples of not so tangible functions

- A blinking link: you don't really know when it's allowed to click
- A moving link
- A false link

Web design

Example showing current trends in web design

<https://www.awwwards.com/>



SOME REFERENCES

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