

Web Design Principles

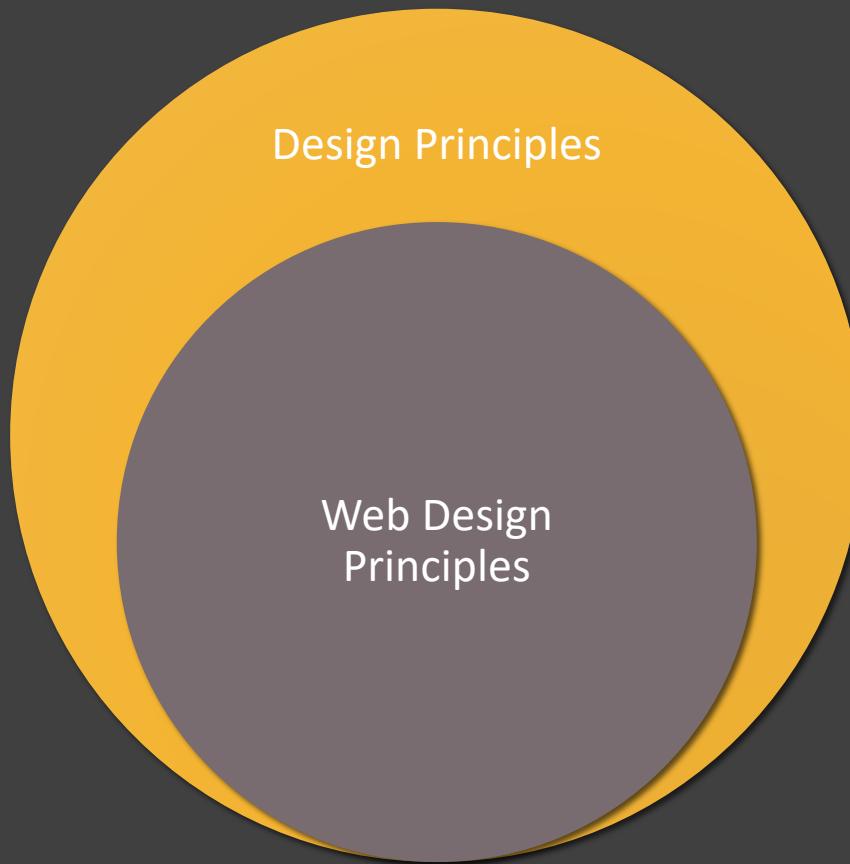
USER INTERFACE

COURSE 2020/2021

Design Principles

- ❖ As already seen in Topic 2 – Usability, design principles can be used to guide design decisions
- ❖ Thus, design principles aim to be general (i.e. can be applied to several scenarios), do not prescribe specific outcomes, but guide the designers through different aspects of a particular design project
- ❖ These principles stem from theory, previous experience, and common sense
- ❖ There is not any recipe: why do you think so?

Design Principles



Design Principles

Types of Artefacts

- **Heuristics**: Generalizable abstractions based on experience, common sense or theory
 - They are easily learned and easily applied procedures for approximately calculating or recalling some value, or for making some determination
- **Design guides**: Design recommendations based on experimentations and aimed at improving the user interface experience
- **Design patterns**: Solutions to common problems which have been written systematically
- **Inspection methods**: Methods for evaluating the usability of an user interface

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Heuristics

Shneiderman's heuristics

1. Strive for consistency
2. Enable frequent users to use shortcuts
3. Offer informative feedback
4. Design dialog to yield closure
5. Offer simple error handling
6. Permit easy reversal of actions
7. Support internal locus of control
8. Reduce short-term memory load

Heuristics

Nielsen y Molich's heuristics

1. Simple and natural dialog
2. Language easy to understand for the user
3. Minimize cognitive load
4. Consistency
5. Feedback
6. Clear exits
7. Shortcuts
8. Useful error messages
9. Prevent errors

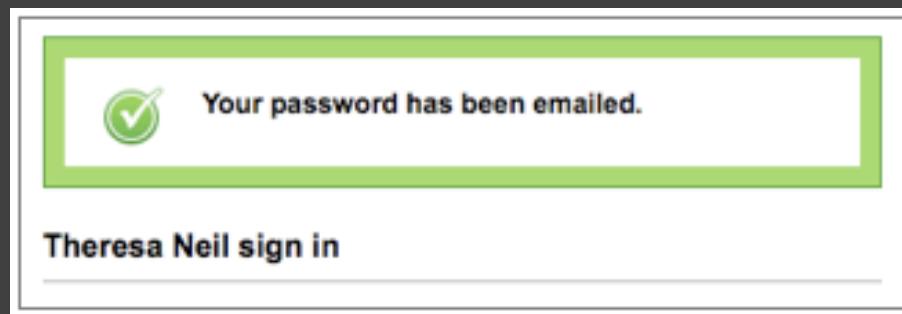
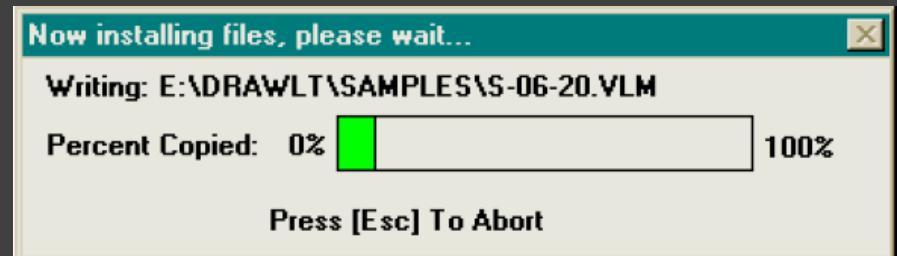
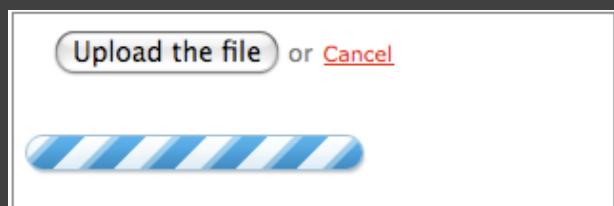
Heuristics

Nielsen's heuristics

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

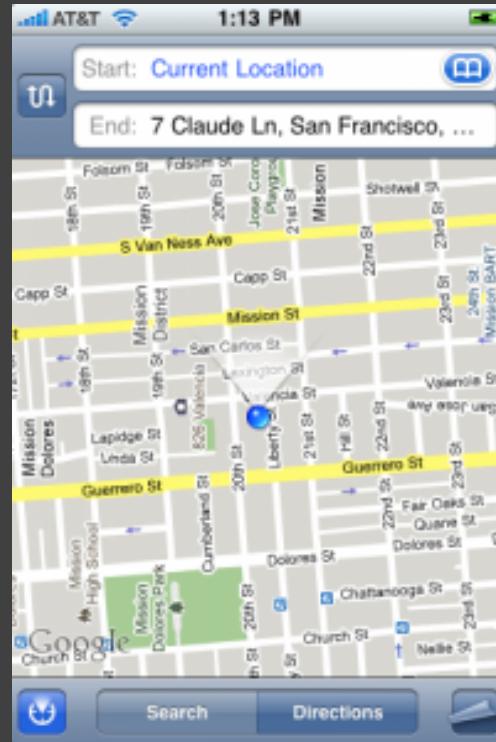
Nielsen's heuristics

1. Visibility of system status. The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.



Nielsen's heuristics

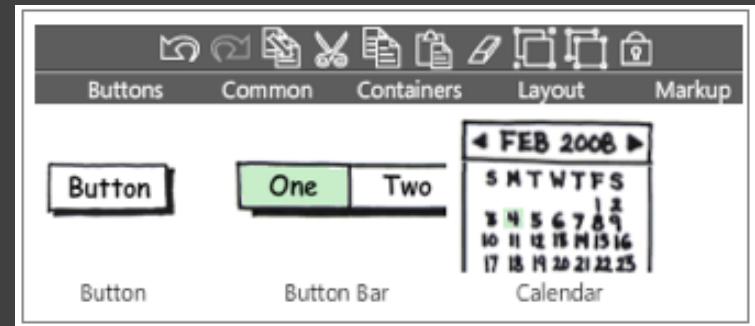
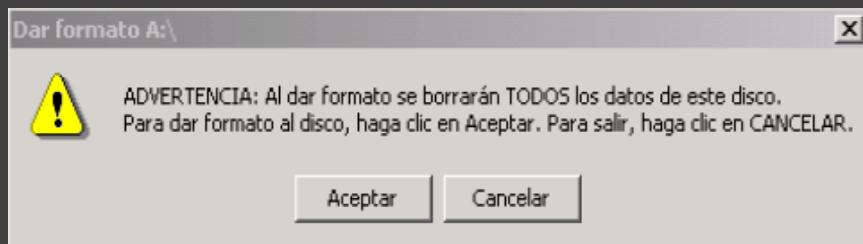
2. Match between system and the real world: The system should speak the users' language. Follow real-world conventions, making information appear in a natural and logical order.



Nielsen's heuristics

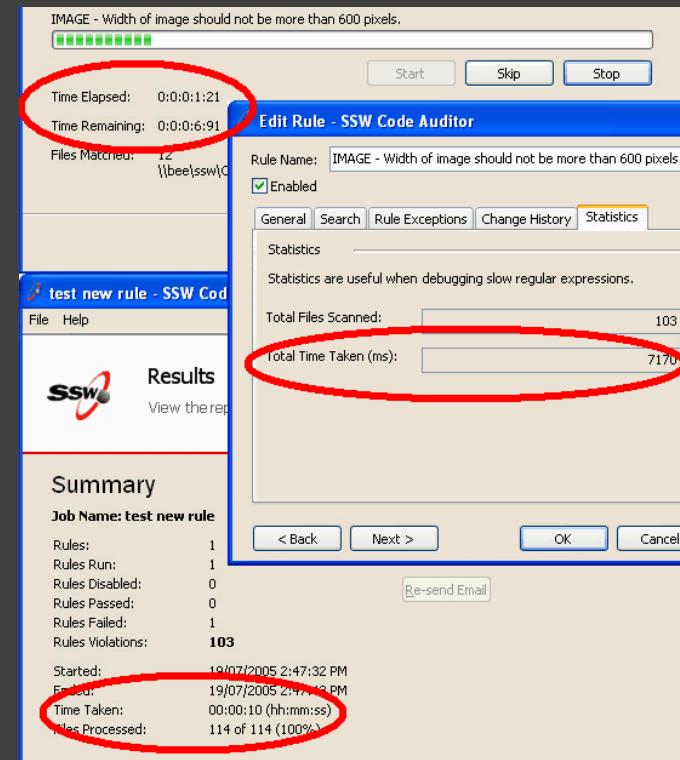
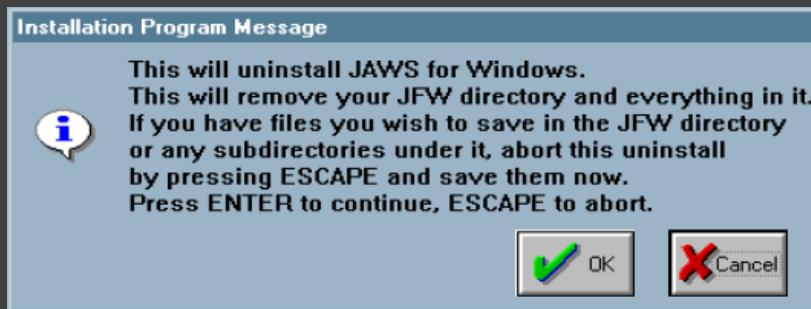
3. User control and freedom: Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

	A	B	C	D
1	Item	Quantity	Price	Total
2	Tacos	40	\$5.0	= B2 * C2 ✖️ ✅
3				



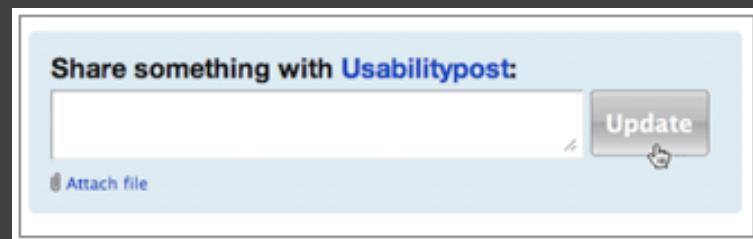
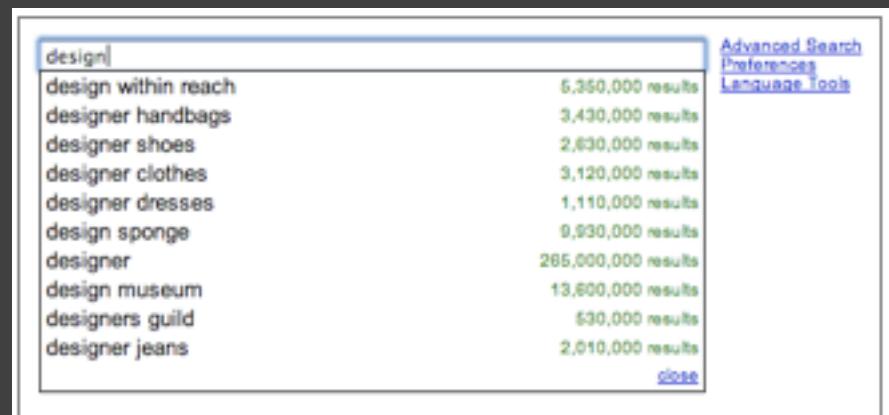
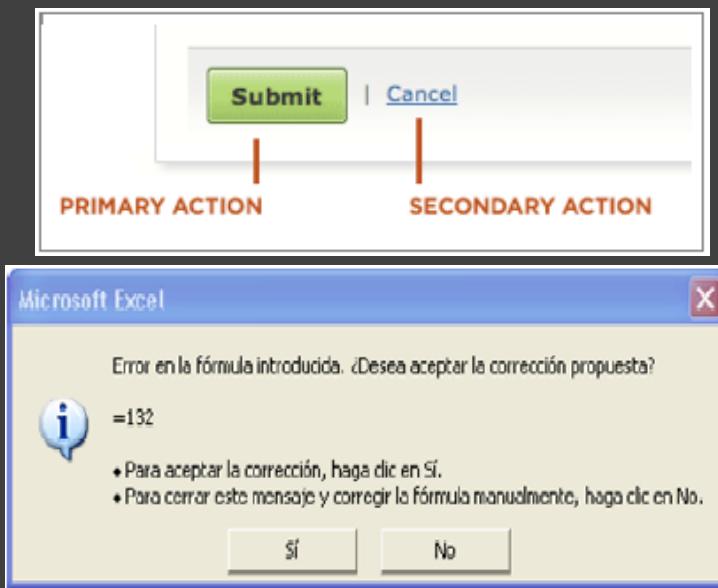
Nielsen's heuristics

4. Consistency and standards: Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.



Nielsen's heuristics

5. Error prevention. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.



Nielsen's heuristics

6. Recognition rather than recall. Minimize the user's memory load by making objects, actions, and options visible.

The image contains four separate screenshots arranged in a grid:

- Screenshot 1:** A font selection interface. On the left, a vertical list of fonts includes Arno Pro, Ayuthaya, Baghdad, Baskerville, Baskerville Old Face, Bastion, and Batang. A blue horizontal bar highlights the font "BANK GOTHIC".
- Screenshot 2:** The Wufoo Form Gallery. It shows a navigation bar with "Home", "Gallery", and "Templates". Below is a list of "Survey TEMPLATES" numbered 1 to 6: Customer Satisfaction Survey, Cancellation Survey, Business Demographic Survey, Web Site Visitor Survey, Tech Support Satisfaction Survey, and Health Survey.
- Screenshot 3:** A "Customer Satisfaction Survey" form from Wufoo. The title is "Customer Satisfaction Survey". The question "How long have you used our product / service?" is followed by five radio button options: "Less than a month", "1-6 months", "1-3 years", and "Over 3 Years".
- Screenshot 4:** A code editor displaying a list of string manipulation functions. The functions listed are: stat, str_pad, str_repeat, str_replace, str_rot13, strcasecmp, strchr, strcmp, strcoll, strcspn, strftime, and strip_tags.

Nielsen's heuristics

7. Flexibility and efficiency of use. The system should cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

The image shows two screenshots illustrating Nielsen's heuristic of flexibility and efficiency of use.

Left Screenshot: Editar la configuración del curso (Edit Course Configuration)

This screenshot shows the "Ajustes generales" (General Settings) section of a Moodle course configuration page. It includes fields for:

- Nombre completo: Interfaces de Usuarios 10/11-2C
- Nombre corto: C8.218.13882-80
- Mostrar calificaciones: Sí

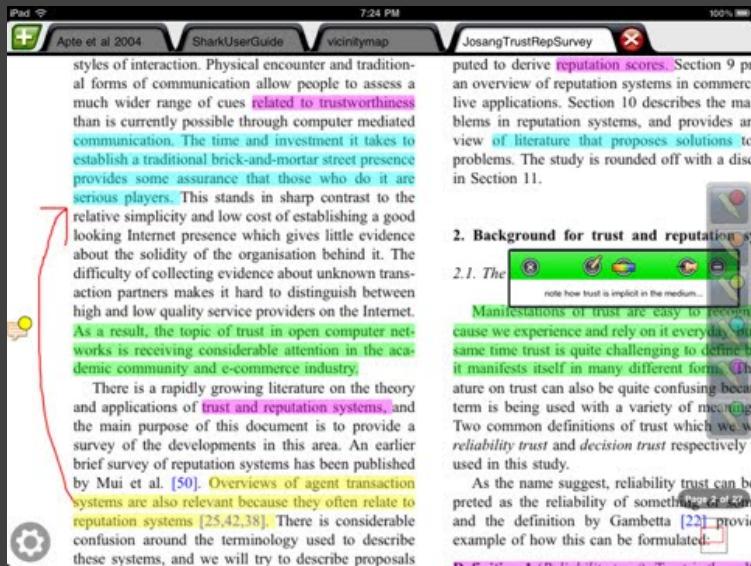
Right Screenshot: Context Menu

This screenshot shows a context menu with the following items:

- Deshacer Escritura Ctrl+Z
- Cortar Ctrl+X
- Copiar Ctrl+C
- Pegar Ctrl+V
- Seleccionar todo Ctrl+E
- Eliminar diapositiva
- Buscar... Ctrl+B

Nielsen's heuristics

8. Aesthetic and minimalist design. Dialogues should not contain information which is irrelevant or rarely needed.



Digital Living Initiative at ICyT

#Visualizaciones

A particular view of cloud computing from Antonio Rodríguez de las Heras ...

Read

Master in Digital Living

The goal of the Master in Digital Living (to be launched in 2012, it is currently approved by Universidad Carlos III de Madrid and pending of the accreditation process by an external agency -ANECA-) is to promote the study of the new context provided by the emerging Digital Living paradigm ([see more](#)). Its goal is to educate a new generation of students to the ethos and professional skills necessary to seek and develop innovative design methods and solutions for the creation of digital technologies and technology-led enterprises that can improve the future lifestyle and well being of individuals and communities. Access to the [official web site](#).

Latest news

Interview to Liam Bannon (Limerick University)
Interview to Liam Bannon, eme... [Read more >](#)

Google contratará a más de 4.000 humanistas en los próximos años
Google contratará a más de 4.000 humanistas en los próximos... [Read more >](#)

Round Table about Digital Living (in Spanish)
Este mesa redonda multidisciplinar en la que distintos pon... [Read more >](#)

Workshop on Technologies for the collaboration (in Spanish)
El objetivo del taller/conferencia es presentar distintas te... [Read more >](#)

Nielsen's heuristics

9. Help users recognize, diagnose, and recover from errors. Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Or start a new account

Choose a username (no spaces)

bert is already taken. Please choose a different username.

Choose a password

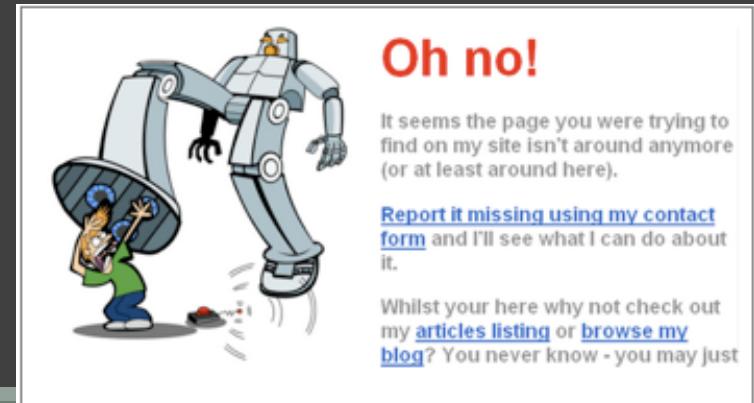
Passwords must be at least 6 characters and can only contain letters and numbers.

Retype password

Email address (must be real!)

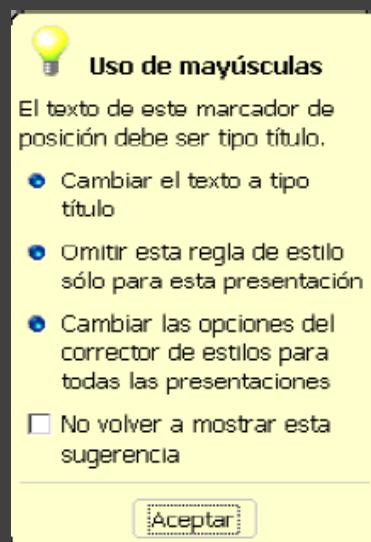
The email provided does not appear to be valid

Send me occasional Digg updates.



Nielsen's heuristics

10. Help and documentation. Help information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.



Design Principles

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Web Design Patterns

Web applications are on the rise, and their size and complexity are both increasing:

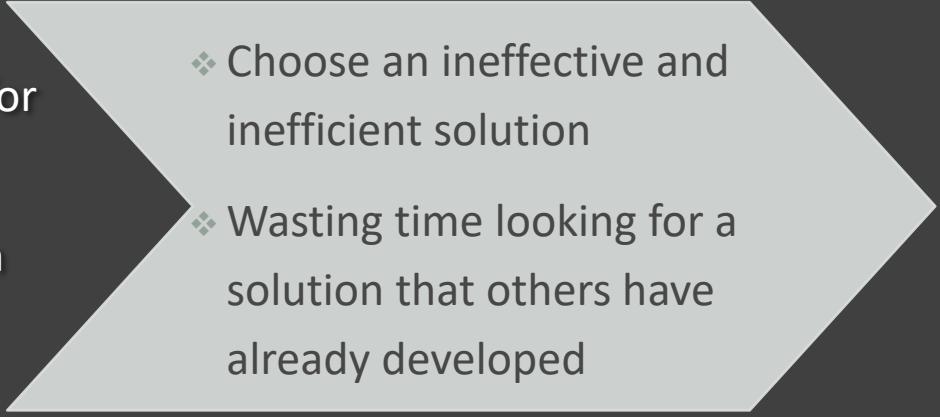
- Domain knowledge
- Sophisticated navigation structures
- Interactive behaviours
- Multimedia compositions
- Personalization and accessibility
- Security

Web Design Patterns

Web design patterns try to answer the following questions:

- ❖ How can we help our users to achieve their objectives?
- ❖ How should we present the information?
- ❖ How should I organize the contents of my web?
- ❖ What information should go where?
- ❖ Should I use icons or not?
- ❖ If yes, how many and when?
- ❖ ...

Web Design Patterns

- 
- ❖ Development and implementation time for web projects < 3 months
 - ❖ Solutions usually involve knowledge from different disciplines
 - ❖ Choose an ineffective and inefficient solution
 - ❖ Wasting time looking for a solution that others have already developed

Web Design Patterns

We will need...

- the support of (different types of) experts to design...
- HCI is multidisciplinary!
- ... So that we do not end up re-inventing the wheel
- How did they do X?
- Why did they do what they did?
- How can I re-use their solutions?



Design patterns encapsulate this information

Web Design Patterns

Examples of design patterns catalogues:

- ❖ <http://www.welie.com/index.php>
- ❖ <https://patterntap.com/patterntap>
- ❖ <http://ui-patterns.com/>
- ❖ <https://unitid.nl/androidpatterns/>
- ❖ <http://designsnips.com/>
- ❖ <https://www.smileycat.com/category/elements-of-design/>
- ❖ <http://www.webdesignpractices.com/>

Web Design Patterns

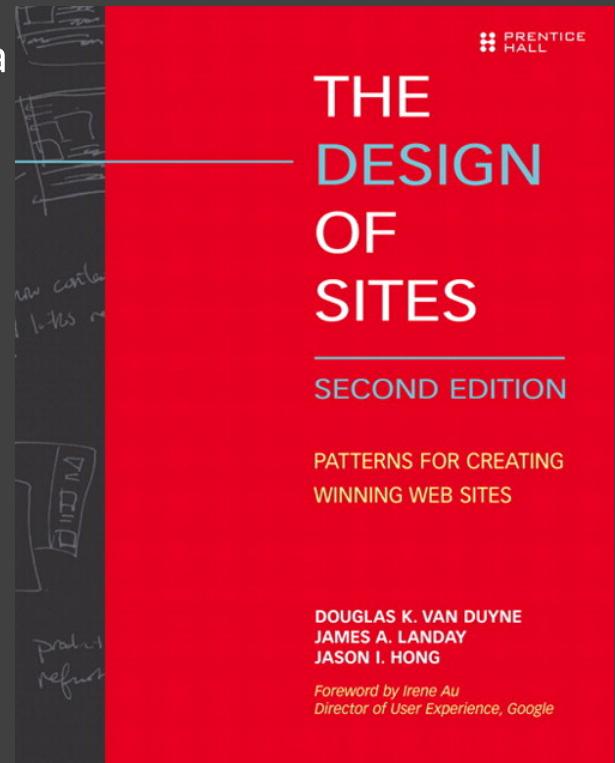
Examples of design patterns catalogues, UX articles, and more:

- ❖ <https://www.awwwards.com/>
- ❖ <https://uiscraps-blog.tumblr.com/>
- ❖ <https://www.uie.com/>

Web Design Patterns

A collection of interrelated patterns, organised as a whole with a detailed solution to a design problem

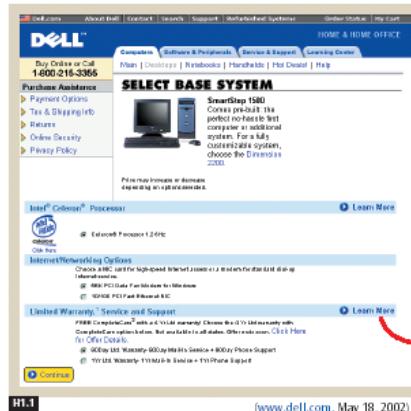
- A meta-language for creating winning websites
 - What do we mean by winning?
 - Each pattern is related to other patterns, who might have a higher or lower level of abstraction
 - Web designers might go through the patterns while designing the site



<http://proquest.safaribooksonline.com/020172149X>

Web Design Patterns

H1 PROCESS FUNNEL



Name and number/ID

Figure H1.1
Dell uses a process funnel consisting of several logical steps that guide customers to quickly configure and purchase a personal computer. Information in a pop-up window shows additional details but keeps customers in the funnel so that they can continue to completion.

Example

Background

Problem statement

BACKGROUND

All Web applications that lead visitors through stepped tasks—PERSONAL E-COMMERCE (A1), SELF-SERVICE GOVERNMENT (A4), WEB APPS THAT WORK (A10), and ENABLING INTRANETS (A11)—need ways to help people succeed at completing the tasks.

PROBLEM

Customers often need to complete highly specific tasks on Web sites, but pages with tangential links and many questions can prevent them from carrying out these tasks successfully.

People enjoy completing the tasks they start. Yet all kinds of distractions—including links that lead off the critical path, extra steps, and extra

content—can inadvertently lead them away from accomplishing their goals. These diversions can have legitimate purposes, however, such as providing continuity, giving visitors opportunities to explore, providing instructions, or providing extra details. Striking a balance between these various forces and the actual task can be challenging.

Minimize the Number of Steps Required to Complete Tasks • Tasks can be daunting if there are too many steps. A process funnel with just two to eight discrete steps is involving less than a process, and a process of more than eight steps is usually a process. If there are more than eight steps, try to split the process into multiple process funnels, or try combining multiple steps into one page. However, this is not always a viable solution because one choice may precede another, and not every page can hold all the information that customers might need at certain points.

Provide a Progress Bar to Let Customers Know Where They Are in the Process Funnel • Showing a progress bar at each step lets your customers know how much farther they need to go to complete the task (see Figure H1.2). It is often not worth your time to make the individual steps on the progress bar clickable because doing so adds more complexity but little benefit for customers.

Remove Unnecessary Links and Content While Reinforcing the Brand • Removing links and content unrelated to the task at hand will reduce the number of distractions, making it more likely that your customers will successfully complete their tasks. Remove all NAVIGATION BARS (K2), TAB ROWS (K3), LOCATION BREAD CRUMBS (K6), and EMBEDDED LINKS (K7), leaving only the links and ACTION BUTTONS (K4) that help visitors reach their goals. Take out any content that is superfluous to the task.

Reinforce the Web site brand to minimize any disorientation customers might feel from sudden changes in navigation options. Use the same fonts, images, colors, layout, and logo throughout the Web site so that no matter where they are, people know they're still on the same site.

PROCESS FUNNEL

Motivation and solution

(www.half.com, October 24, 2001)



Web Design Patterns

H1 PROCESS FUNNEL

Use Pop-Up Windows to Provide Extra Information, without Leading Visitors Out of the Process Funnel • Sometimes customers need additional information that you have not provided on a page, such as extra help or product details. Provide a link to a POP-UP WINDOW (H6) containing CLEAN PRODUCT DETAILS (F2) (see Figure H1.1), CONTEXT-SENSITIVE HELP (H8), or information from the FREQUENTLY ASKED QUESTIONS (H7) page, to make the extra information less intrusive. Your challenge is to implement this extra content without detracting from the main purpose.

Make Sure the Back Button Always Works • Customers often use the **Back** button on browsers to modify answers they have typed in on previous pages. However, if the Web site is not implemented correctly, the information they have already entered may be lost when they hit the **Back** button, forcing them to type everything again. In the worst case, people get a cryptic error message saying that the posted information was lost. You can address this annoying problem by temporarily storing the information they type in on each page, redisplaying this information if customers hit the **Back** button, and then overriding the temporarily stored information on the page if it is changed.

Always Make It Clear How to Proceed to the Next Step • Some Web pages are longer than can be displayed on a customer's Web browser. The problem is that people sometimes get lost if the critical ACTION BUTTON (K4), the one that takes them to the next step, is hidden below the fold. Place HIGH-VISIBILITY ACTION BUTTONS (K5) both high *and* low on the page, ensuring that at least one of the critical action buttons will always be visible without scrolling.

Prevent Errors Where Possible, and Provide Error Messages Whenever Errors Do Occur • People will always make mistakes, even with the best of designs. You can provide good customer service if you use structured fields and sample input to help PREVENT ERRORS (K12). At the same time, provide MEANINGFUL ERROR MESSAGES (K13) whenever errors do occur.

＊ SOLUTION

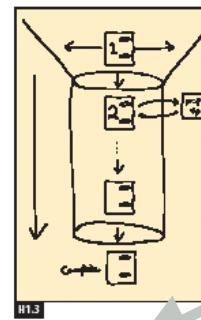
Minimize the number of steps required to complete a task, keeping them between two and eight. Remove unnecessary and potentially confusing links and content from each page, while reinforcing the brand to maintain a sense of place. Use pop-up windows to provide extra information, without leading people out of the process funnel. Make sure the Back button always works so that customers can correct errors. Make it clear how to proceed to the next step

Break



Figure H1.3

A process funnel lets people complete their goals by breaking down complicated tasks into a small number of steps, using pop-up windows for detailed information, and reducing the number of links to only the critical ones, so that people are never distracted.



＊ CONSIDER THESE OTHER PATTERNS

Many kinds of Web sites use process funnels, including sites for PERSONAL E-COMMERCE (A1), SELF-SERVICE GOVERNMENT (A4), WEB APPS THAT WORK (A10), and ENABLING INTRANETS (A11). Customers use process funnels when they finalize purchases through QUICK-FLOW CHECKOUT (F1), when they create new accounts through SIGN-IN/NEW ACCOUNT (H2), and when they post new messages to a RECOMMENDATION COMMUNITY (G4), to name some examples.

REMOVE NAVIGATION BARS (K2), TAB ROWS (K3), irrelevant ACTION BUTTONS (K4), LOCATION BREAD CRUMBS (K6), and EMBEDDED LINKS (K7) to ensure that customers stay on their paths. However, keep strong SITE BRANDING (E1) so that customers still know where they are.

Design process funnels to PREVENT ERRORS (K12), and provide MEANINGFUL ERROR MESSAGES (K13) when errors do occur.

Track your customers through PERSISTENT CUSTOMER SESSIONS (H5) to avoid problems with the **Back** button, and to save customer-entered information.

Move extra content, such as CONTEXT-SENSITIVE HELP (H8) and FREQUENTLY ASKED QUESTIONS (H7), to POP-UP WINDOWS (H6) to keep the main task page on the screen. Make the next action visible by keeping it ABOVE THE FOLD (I2) and by using HIGH-VISIBILITY ACTION BUTTONS (K5).

Diagram

Related patterns

A1
A4
A10
A11
F1
H2
G4

K2
K3
K4
K6
K7

E1
K12
K13
K3
H5

H8
H7
H6
I2
K5

Summary of the solution

Web Design Patterns (by Van Duyne)

Identify the genres of the websites for customizing content and audiences

- How to deliver the best experience to the customers, depending on the type of website



SITE GENRES

- A1 PERSONAL E-COMMERCE
- A2 NEWS MOSAIC
- A3 COMMUNITY CONFERENCE
- A4 SELF-SERVICE GOVERNMENT
- A5 NONPROFITS AS NETWORKS OF HELP
- A6 GRASSROOTS INFORMATION SITES
- A7 VALUABLE COMPANY SITES
- A8 EDUCATIONAL FORUMS
- A9 STIMULATING ARTS & ENTERTAINMENT
- A10 WEB APPS THAT WORK
- A11 ENABLING INTRANETS
- A12 BLOGS

Web Design Patterns

Use Exploration-level patterns to design overall structure

- Different choices will give radically different designs

B

CREATING A NAVIGATION FRAMEWORK

- B1 MULTIPLE WAYS TO NAVIGATE
- B2 BROWSABLE CONTENT
- B3 HIERARCHICAL ORGANIZATION
- B4 TASK-BASED ORGANIZATION
- B5 ALPHABETICAL ORGANIZATION
- B6 CHRONOLOGICAL ORGANIZATION
- B7 POPULARITY-BASED ORGANIZATION
- B8 CATEGORY PAGES
- B9 SITE ACCESSIBILITY

Web Design Patterns

Use Exploration-level patterns to design overall structure

- Different choices will give radically different designs

B

CREATING A NAVIGATION FRAMEWORK

- B1 MULTIPLE WAYS TO NAVIGATE
- B2 BROWSABLE CONTENT
- B3 HIERARCHICAL ORGANIZATION
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- B6 CHRONOLOGICAL ORGANIZATION
- B7 POPULARITY-BASED ORGANIZATION
- B8 CATEGORY PAGES 
- B9 SITE ACCESSIBILITY

Web Design Patterns

B8 - CATEGORY PAGES

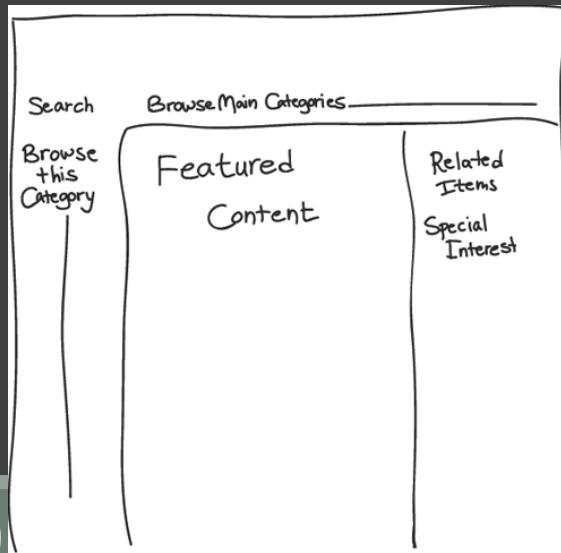
PROBLEM

As customers navigate through a site, if category sections are not introduced with a consistent layout, each section may seem like a new site

B8 - CATEGORY PAGES

SOLUTION

Use a section category layout consistently throughout your site, with the same navigation elements, giving customers a strong sense that they have “arrived” at a new section and a clear idea of how to get back



Web Design Patterns

B8 - CATEGORY PAGES EXAMPLE

THE NEW YORKER

THIS ISSUE

WELCOME

BOOKS

PAGE-TURNER

CITICS

FEATURES

TABLET & MOBILE EDITIONS



Web Design Patterns

B8 - CATEGORY PAGES EXAMPLE



VOLUNTARIADO Y SOLIDARIDAD

somos voluntarios

- > ¿Quieres ser voluntario?
- > Programa de voluntariado en la Universidad
- > Voluntariado Internacional
- > Últimas demandas de voluntarios
- > Formación en voluntariado
- > Actividades
- > Páginas de interés
- > Legislación y documentos de interés
- > Puntos de información del voluntariado de Madrid
- > Contacta con nosotros

Programa de voluntariado en la Universidad para el apoyo a las actividades para estudiantes de secundaria

Participando en este programa podrás:

- > Asesorar a los estudiantes de secundaria en su transición a la Universidad.
- > Participar en un programa de voluntariado
- > Obtener reconocimiento de créditos

Más información

APOYO AL ESTUDIANTE

cuenta lo que descuenta

TE+ISIC
Tu tarjeta de descuentos y promociones dentro y fuera de la Universidad

Servicios
Atención a la demanda, Asistencia psicopedagógica, Asistencia social, etc.

Participación
Asociaciones, Voluntariado y solidaridad, Concursos y subvenciones, Tú propones

Actividades
Cursos y talleres, Viajes y visitas, Eventos, Deportes, y además...

Ayudas y becas
Estudiantes de grado, Estudiantes de Máster Universitario, Estudiantes de doctorado, Últimas convocatorias, y además...

MÁTICA

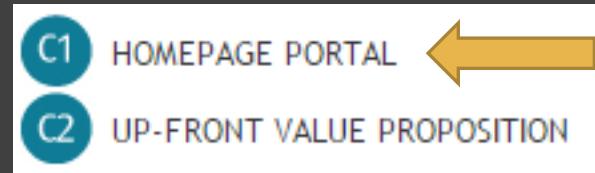
Web Design Patterns

The homepage is the most visited page on any Web site, and its design deserves serious attention so that it can accommodate the rich diversity of customers and their needs.

This pattern group describes how to design a powerful homepage to fit the needs of your customers.



CREATING A POWERFUL
HOMEPAGE

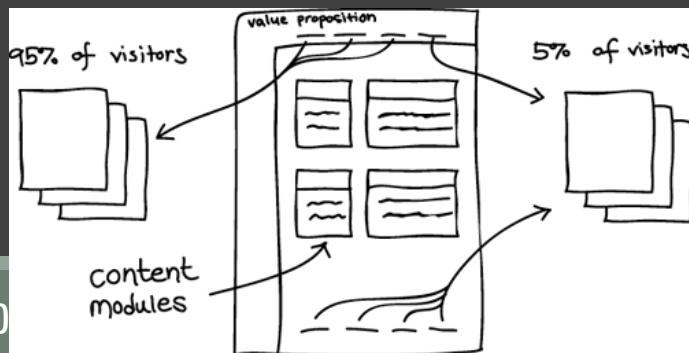


Web Design Patterns

C1 - HOMEPAGE PORTAL

PROBLEM

The homepage of a Web site is the portal through which most visitors pass. A homepage must seduce visitors while simultaneously balancing many issues, including branding, navigation, content, and the ability to download quickly



LABO

C1 - HOMEPAGE PORTAL

SOLUTION

- ❖ Keep the remaining area and links for visitor groups that make up the remaining 5 percent.
- ❖ Use additional links in the footer of the homepage to make explicit links for each group, including those in the 5 percent category.
- ❖ Build a homepage layout that provides strong cues to define navigation and content, and that downloads quickly. Test your homepage design to ensure that you have created the right look and feel—one that seduces visitors with content, regardless of whether it is personalized

Web Design Patterns

C1 - HOMEPAGE PORTAL

EXAMPLE

95% users

The screenshot shows the homepage of the Aalto University School of Arts, Design and Architecture. At the top, there's a navigation bar with links for Home, News & Events, About the School, Studies, Research, Cooperation & Services, Departments, and several links for alumni, media, partners, prospective students, the Aalto community, and visitors. Below the navigation is a large image of a modern office space with glass walls and red walls. On the left, there's a 'News' section with a thumbnail of a lecture hall and a news item about design as a driver of European growth. On the right, there's an 'Events' section listing the 4th Symposium of Architectural Research. At the bottom, there's a 'Aalto ARTS Books' section and a 'Conferment Ceremony 2013' section featuring the Aalto logo.

5% users



Content module

LABORATORIO DEI – DEPARTAMENTO



Web Design Patterns

C1 - HOMEPAGE PORTAL EXAMPLE

95% users

5% users



Content module

Web Design Patterns

In the Web site design, two of the big issues to sort out are how to manage large amounts of content, and how to make it presentable to all kinds of visitors.

This pattern group presents an overview to help you create and manage your content effectively.

WRITING AND MANAGING CONTENT



- D1 PAGE TEMPLATES
- D2 CONTENT MODULES
- D3 HEADLINES AND BLURBS
- D4 PERSONALIZED CONTENT
- D6 WRITING FOR SEARCH ENGINES
- D7 INVERTED-PYRAMID WRITING STYLE
- D8 PRINTABLE PAGES
- D9 DISTINCITIVE HTML TITLES
- D10 INTERNATIONALIZED AND LOCALIZED CONTENT
- D11 STYLE SHEETS



Web Design Patterns

D1 - PAGE TEMPLATES

PROBLEM

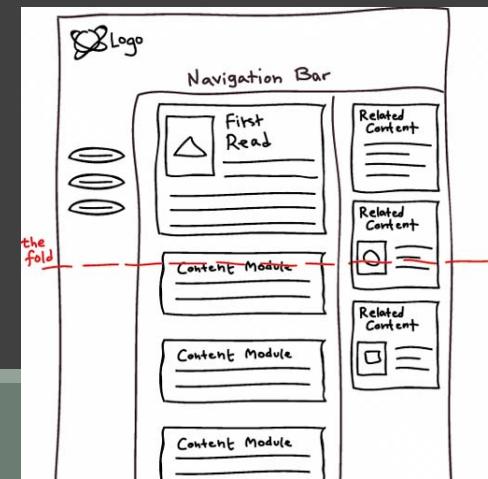
A site that is not consistent from page to page is difficult for customers to navigate and hard for site managers to maintain.

However, it is challenging to design Web pages to be consistent because not all pages are the same, and many will need constant updating

D1 - PAGE TEMPLATES

SOLUTION

- ❖ Use a grid layout to help define a global template that includes the basic navigation elements, major content areas, and any areas for related content.
- ❖ For each kind of page, define an individual template that specifies content limits for images and text.



Web Design Patterns

D1 - PAGE TEMPLATES



The image displays four versions of The New Yorker's website homepage, illustrating different page template designs:

- Version 1 (Left):** A standard grid-based layout featuring columns for politics, culture, and features like "The Critics" and "Features". It includes a sidebar for tablets/mobile devices.
- Version 2 (Second from Left):** A more complex layout with multiple columns for different sections like "PAGE-TURNER", "CRITICS", and "FICITION". It also includes a sidebar for tablets/mobile devices.
- Version 3 (Third from Left):** A layout focused on a single article, "CLOSE READ", with a sidebar for tablets/mobile devices.
- Version 4 (Right):** A simplified layout with a large image at the top and a sidebar for tablets/mobile devices.

Web Design Patterns

D1 - PAGE TEMPLATES

VOLUNTARIADO Y SOLIDARIDAD



- > ¿Quieres ser voluntario?
- > Programa de voluntariado en la Universidad
- > Voluntariado Internacional
- > Últimas demandas de voluntarios
- > Formación en voluntariado
- > Actividades
- > Páginas de interés
- > Legislación y documentos de interés
- > Puntos de información del voluntariado de Madrid
- > Contacta con nosotros

Programa de voluntariado en la Universidad para el apoyo a las actividades para estudiantes de secundaria

Participando en este programa podrás:

- > Asesorar a los estudiantes de secundaria en su transición a la Universidad.
- > Participar en un programa de voluntariado
- > Obtener reconocimiento de créditos

Más información

A screenshot of a website page titled "APOYO AL ESTUDIANTE". The main heading is "cuenta lo que descuenta". Below it is a graphic of a student card with a portrait photo, name (Ana TORRES ROMERO), and other details. To the right, there's a large pink plus sign. The page features several green callout boxes with text and arrows pointing to them. One box says "Participación" with sub-points like "Asociaciones", "Voluntariado y solidaridad", and "Concursos y subvenciones". Another box says "Actividades" with sub-points like "Cursos y talleres", "Viajes y visitas", and "Eventos". A red warning triangle is overlaid on the bottom right of the screenshot.

Web Design Patterns

Trust and credibility are essential to establishing a relationship with customers. Without them, people have no reason to believe (or purchase) anything on your Web site. This pattern group gives an overview of issues related to trust and credibility



BUILDING TRUST AND CREDIBILITY

- E1 SITE BRANDING 
- E2 E-MAIL SUBSCRIPTIONS
- E3 FAIR INFORMATION PRACTICES
- E4 PRIVACY POLICY
- E5 ABOUT US
- E6 SECURE CONNECTIONS
- E7 E-MAIL NOTIFICATIONS
- E8 PRIVACY PREFERENCES
- E9 PREVENTING PHISHING SCAMS

Web Design Patterns

E1 - SITE BRANDING

PROBLEM

Brand is more than just a logo and a tagline. Customers need to know where they are and whether they can trust that place to provide something important and unique. A website is usually evaluated according to five criteria: content quality, ease of use, performance, satisfaction and brand value

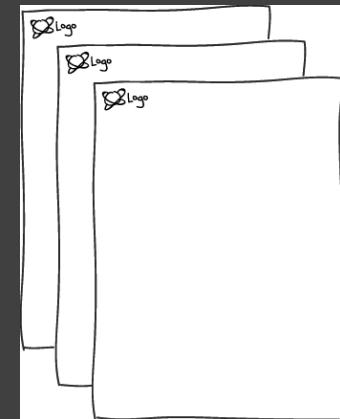
E1 - SITE BRANDING

SOLUTION

Build a strong site brand by differentiating your company from other companies through the promise you make and through the actions your company takes to satisfy customers.

Maintain the graphic elements:

1. Consistent in style
2. Moderate in size
3. In the upper left corner
4. Reusable between pages





Web Design Patterns

E1 - SITE BRANDING



3 WAYS TO JOIN THE MEMBERVENUE:
\$15/MONTH ANNUAL MEMBERSHIP OR \$20/MONTH QUARTERLY OR \$50 PROJECT ACCESS-FREE
PASSWORD REMINDER

ABOUT CONTACT
MEDIA ACCESS
SPEAKING ENGAGEMENTS

PayPal Secure Payments

Let's keep the site ad free ... please consider subscribing to the MemberVenue or a donation to assist my research!

FREEVENUE: PEAKOIL ECONOMICS CLIMATECHANGE ELECTIONS
BEWARE ... THE LUNATIC FRINGE

MEMBERVENUE: PEAKOIL ECONOMICS CLIMATECHANGE ELECTIONS

looking for home?

TRENDLINES RESEARCH ... LONG-TERM MULTIDISCIPLINARY PERSPECTIVES BY FREDDY HUTTER SINCE 1989

FREEVENUE HOME • PEAK OIL • ECONOMICS • CLIMATE CHANGE • ELECTIONS
ECONOMICS @ FREEVENUE

FREEVENUE ECONOMICS HOME • REALTY BUBBLE MONITOR • G-20 RECESSION MONITOR • TRENDLINES RECESSION INDICATOR - CANADA TRI • TRENDLINES RECESSION INDICATOR - CHINA TRI • TRENDLINES RECESSION INDICATOR - USA TRI
REALTY BUBBLE MONITOR

Google TRANSLATOR I'm pleased to tell TRENDLiners this past Spring 83% of visitors were International (121 nations; most from USA, Australia, UK, France, Spain, New Zealand, Germany, Austria, Italy & Netherlands)

twitter skype Desconectado

It's a better place to live in the USA because of the USA

Money & Media with query documents are becoming more "global" as the world becomes more "local".

The 2 NEW Realty Bubble Monitor charts here at the FreeVenue are generally posted 90-days after the guidance release @ MemberVenue

PLEASE DONATE & let's keep the site ad free...

May 24 2012 monthly update - REALTY BUBBLE MONITOR

REALTY BUBBLE MONITOR AUSTRALIA, CANADA, UK & USA Home Price/Family-Income Ratio TRENDLINES RESEARCH (Rev ver 12.0524) © 2008-2012 Freddy Hutter www.Trendlines.ca

Overpricing of Median Avg Home in April 2012:
Australia: \$175,000 (77%)
Canada: \$82,000 (-29%)
USA: \$14,000 (-8%)
UK: £86,000 (112%)

4.8 x's Income instead of 2.0 trend
3.6 x's Income instead of 2.0 trend

--- 2012 Australia Home Prices (\$403K) exceed the 2012 Target of \$298K by \$115K (2007 record high ends 'N' 2008 so Price returns to its secular Affordability Trend)
--- 2012 Canada Home Prices (\$325K) exceed the 2012 Target of \$205K by \$82K (2011 record high will end 'N' 2012)

May 24 2012 monthly update - REALTY BUBBLE MONITOR

Bubble Today price rise past 90 days
\$175,000 & 77% \$ 60,000
\$ 82,000 & 29% \$ 2,100
\$ -14,000 & -8% \$ 1,800
£ 86,000 & 112% £ 100

Aug 24 2012 delayed FreeVenue public release of May 24th MemberVenue guidance ~ Over the last 90 days the USA has become overpriced by 112%. The Australian market is now 77% overpriced. The Canadian market is 29% overpriced. The UK market is 112% overpriced. Familiar most at risk are in the UK where the avg home is overpriced by 112%. The Australian market is now 77% overpriced. The Canadian market is 29% overpriced. The UK market is 112% overpriced. Familiar most at risk are in the UK where the avg home is overpriced by 112%. The Australian market is now 77% overpriced. The Canadian market is 29% overpriced. The UK market is 112% overpriced.

Web Design Patterns

E1 - SITE BRANDING



The screenshot shows the Amazon.es homepage. At the top left is the 'amazon.es Premium' logo. To its right is a search bar with the placeholder 'Todos los departame...'. Next to the search bar is a magnifying glass icon. On the far right of the header are icons for a user profile ('Hola. Identificate MI cuenta'), a ghost ('Suscríbete a Premium'), a shopping cart ('Cesta' with a '0' count), and a 'Lista de deseos' dropdown. Below the header, there's a large promotional banner for 'TIENDA DE RUNNING' featuring two runners in motion. The banner text reads: 'TIENDA DE RUNNING Descubre nuestra selección de ropa, zapatos y accesorios'. Below the banner, there's a section titled 'Lo que otros clientes están mirando' showing images of a smartphone, a Kindle e-reader, a tablet, and a smartwatch. To the right of this section is a note about cookies: 'Amazon utiliza cookies. ¿Qué son las cookies?'. Further down, there's a promotional offer for 'amazonbuyvip' and 'Brooks' with a discount of 'Hasta -45%'. At the bottom of the page, there's a section for 'Los más vendidos en Libros'.

amazon.es Premium

Todos los departame...

Tienda de Halloween
Atrévete a entrar

Hola. Identificate
MI cuenta

Suscríbete a
Premium

Cesta

Lista de
deseos

TIENDA DE RUNNING

Descubre nuestra selección
de ropa, zapatos y accesorios

Lo que otros clientes están mirando

amazonbuyvip

Brooks Hasta -45%

Los más vendidos en Libros Ver más

Web Design Patterns

Sometimes customers will need help carrying out and completing a task on your Web site. This pattern group describes ways to structure your site to minimize problems and improve your task completion rate.

HELPING CUSTOMERS TO COMPLETE TASKS

H

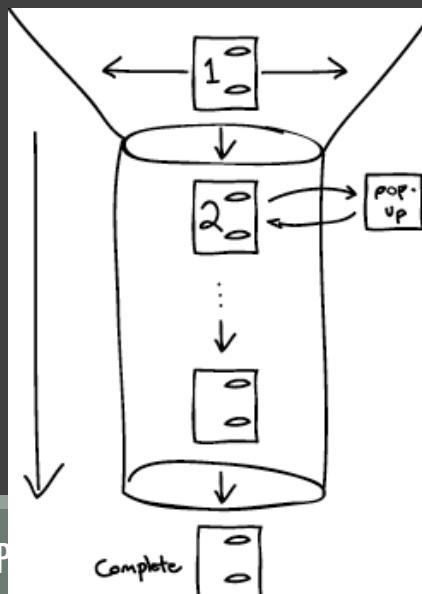
- H1 PROCESS FUNNEL
- H2 SIGN IN/NEW ACCOUNT
- H3 GUEST ACCOUNT
- H4 ACCOUNT MANAGEMENT
- H5 PERSISTENT CUSTOMER SESSIONS
- H6 FLOATING WINDOWS
- H7 FREQUENTLY ASKED QUESTIONS
- H8 CONTEXT-SENSITIVE HELP
- H9 DIRECT MANIPULATION
- H10 CLEAR FORMS
- H11 PREDICTIVE INPUT
- H12 DRILL-DOWN OPTIONS
- H13 PROGRESS BAR

Web Design Patterns

H1 - PROCESS FUNNEL

PROBLEM

Users sometimes need to complete tasks that are complex enough for pages with a bad interface to get in the way of doing things effectively.



H1 - PROCESS FUNNEL

SOLUTION

- ❖ Minimize the number of steps to perform a task (from 2 to 6).
- ❖ Remove unnecessary and confusing links and content, while maintaining the sense of location.
- ❖ Use popup windows to give additional information, without distracting the user from the process that he/she is performing.
- ❖ Check that the back button works and allows the user to correct errors.
- ❖ Make it clear how to go to the next step and prevent mistakes.
- ❖ Provide error messages in the event of any occurrence.

Web Design Patterns

It can be difficult to design structured, ordered layouts for Web pages. This pattern group describes how to create layouts that your customers will find clear, predictable, and easy to understand.

I DESIGNING EFFECTIVE PAGE LAYOUTS

- I1 GRID LAYOUT
- I2 ABOVE THE FOLD 
- I3 CLEAR FIRST READS
- I4 EXPANDING SCREEN WIDTH
- I5 FIXED SCREEN WIDTH
- I6 CONSISTENT SIDEbars OF RELATED CONTENT

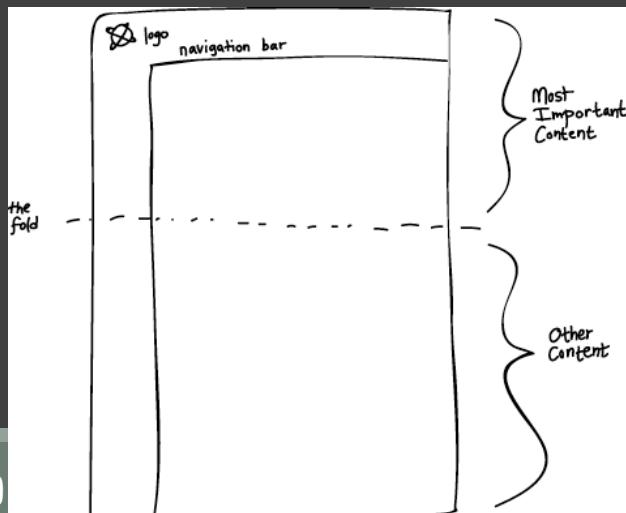


Web Design Patterns

I2 - ABOVE THE FOLD

PROBLEM

Customers often miss navigation elements and content if they have to scroll down to see them.



I2 - ABOVE THE FOLD

SOLUTION

- ❖ Make sure that important material is on the top, visible, and easily accessible.
- ❖ Check how the page looks like at different resolutions and ensure that important content and navigation elements are always visible.

Web Design Patterns

Search is an essential feature of most Web sites. Consequently, it's important to have useful and usable search features.

Pay special attention to which words customers type in, presentation of results, how customers interact with the results, and what happens if they can't find what they're looking for.



MAKING SITE SEARCH
FAST AND RELEVANT

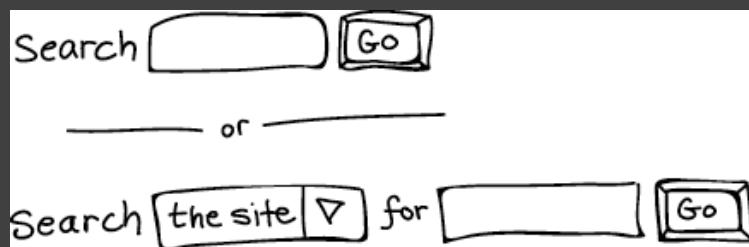
- J1 SEARCH ACTION MODULE
 - J2 STRAIGHTFORWARD SEARCH FORMS
 - J3 ORGANIZED SEARCH RESULTS
- 

Web Design Patterns

J1 - SEARCH ACTION MODULE

PROBLEM

Users sometimes want to jump quickly from one site to another, but the search pages are too complex.



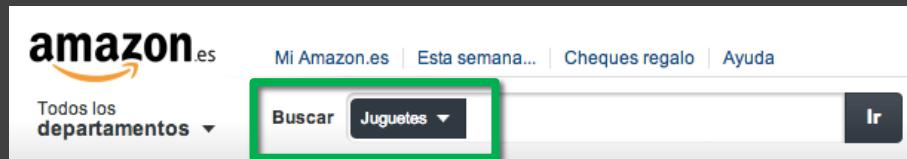
J1 - SEARCH ACTION MODULE

SOLUTION

- ❖ Include a search engine on each page using simple phrases to indicate the search space in which to write words or phrases and the action button to start the search.
- ❖ If it is a large site and you want users to search in a subsection, add the list of subsections.

Web Design Patterns

J1 - SEARCH ACTION MODULE



Web Design Patterns

Navigation is an integral part of every Web site, but customers cannot always find links and don't always know where links will take them.

This pattern group describes several well-known techniques for organizing and displaying navigation elements to make them easy to find and easy to understand.



MAKING NAVIGATION EASY

- K1 UNIFIED BROWSING HIERARCHY
- K2 NAVIGATION BAR
- K3 TAB ROWS
- K4 ACTION BUTTONS
- K5 HIGH-VISIBILITY ACTION BUTTONS
- K6 LOCATION BREAD CRUMBS
- K7 EMBEDDED LINK
- K8 EXTERNAL LINKS
- K9 DESCRIPTIVE, LONGER LINK NAMES
- K10 OBVIOUS LINKS
- K11 FAMILIAR LANGUAGE
- K12 PREVENTING ERRORS
- K13 MEANINGFUL ERROR MESSAGES
- K14 PAGE NOT FOUND
- K15 PERMALINKS
- K16 JUMP MENUS
- K17 SITE MAP

Web Design Patterns

K2 - NAVIGATION BAR

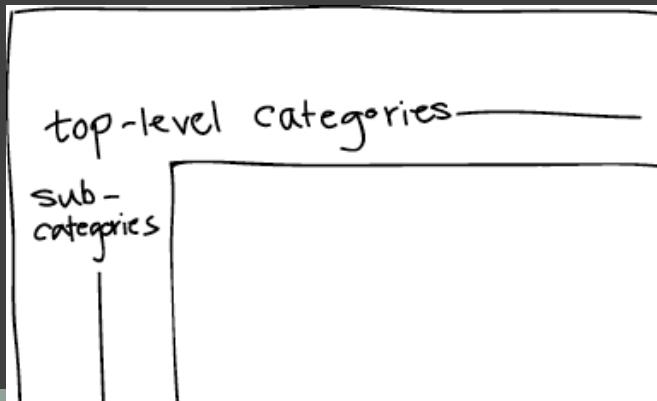
PROBLEM

Users need access to the most important parts of the website in a structured and organized way, easy to understand and use.

K2 - NAVIGATION BAR

SOLUTION

- ❖ Coordinate the first and second level navigation bar above and to the left of the page.
- ❖ Use text or icons with text as links in the navigation bar.



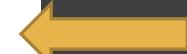
Web Design Patterns

Slow Web sites are frustrating to use. A slow homepage can have a major impact on customers' first experience with a site. They might not wait around to find out what you have to offer.



SPEEDING UP YOUR SITE

- L1 LOW NUMBER OF FILES
- L2 FAST-LOADING IMAGES
- L3 SEPARATE TABLES
- L4 HTML POWER
- L5 REUSABLE IMAGES
- L6 FAST LOADING CONTENT

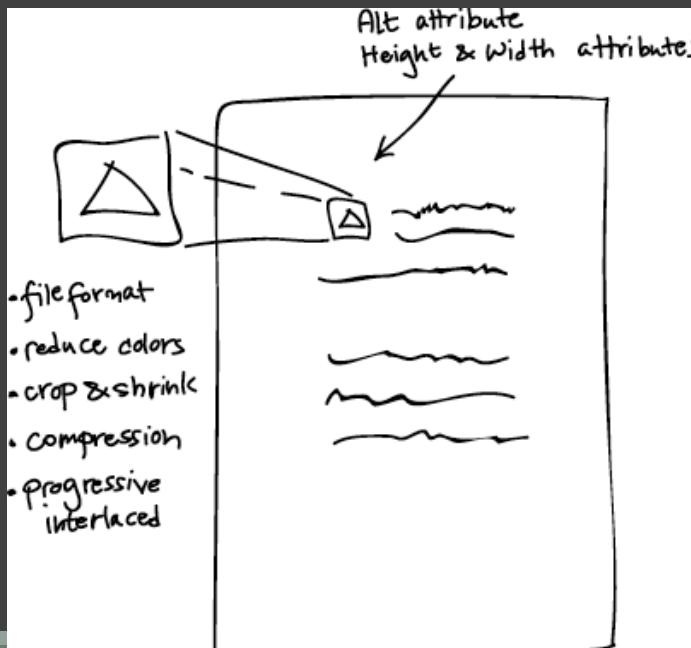


Web Design Patterns

L2 - FAST-DOWNLOADING IMAGES

PROBLEM

Large images slow down access.



L2 - FAST-DOWNLOADING IMAGES

SOLUTION

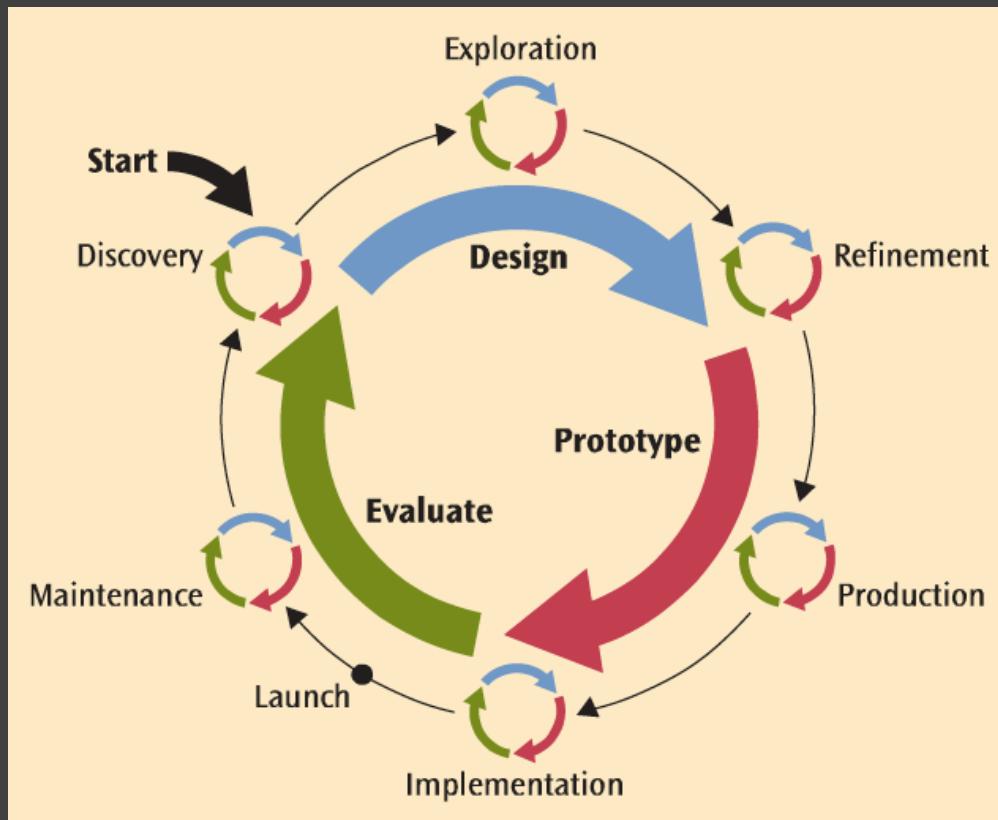
- ❖ Reduce the size of the image (reduce the number of colors, use light formats, major compressions, progressive scan - jpeg-, interlaced images- gif- ..) to speed up the download of images.
- ❖ Apply techniques that allow incorporating the image to the web (attributes size and height, attribute ALT, combination of small images to form larger ones ...).

Web Design Patterns

- ❖ Capture design practices, not a theory
- ❖ Capture common properties to good design examples
- ❖ Different levels of knowledge of interface design
 - ❖ social, organization, conceptual, detailed
- ❖ Intuitive and easy to read
- ❖ Can be used as a communication tool within a multidisciplinary team
- ❖ A pattern language should allow us to generate and help us create complete designs

Patterns and Design Process

Web Design Patterns can be applied along the entire Design Process



Patterns and Design Process

Discovery phase

- Define users' objectives and needs
- Business objectives
- Specification document

Process

- Determine the overall goal of the site
- Decide the value proposition of the site
- Do not skip this phase
- Prohibit the perfect site
- Do the basics first

Possible patterns: C2, E1, D10

Patterns and Design Process

Exploration phase

- Design several solutions and evaluate them
- Just ideas not implementation

Process

- Generation of the site map
- Evaluate designs with customers

Patterns: C1, E4, J1, B2

Patterns and Design Process

Refinement phase

- Once a design idea has been selected, one needs to explore it
- Provide navigation, templates, information flow, user interface

Process

- Iteratively refine, detail and informally test
- Determine page types
- Determine aspects but not contents

Patterns: I3, B1



A language of web patterns

I3 - Clear First Reads

PROBLEM: How can a Web page be designed with a single unifying focus when so many visual elements are competing for attention?

SOLUTION:

- Use a first read to give each page a unifying focus on the most important message, and to emphasize the most important element of that page.
- Use color, size, font, weight, and position to differentiate and highlight the first read.
- Design for lower-resolution displays, and test your first reads with your customers to see if they're effective



Patterns and Design Process

Production phase

- Detailed description of the website
- Provide Navigation, templates, information flow, user interface

Process

- Define the site in detail, creating interactive prototypes
- Customer site evaluation

Patterns: K4, K10

Bibliography

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