

Chapter 5: **Design Thinking &** **Design principles**

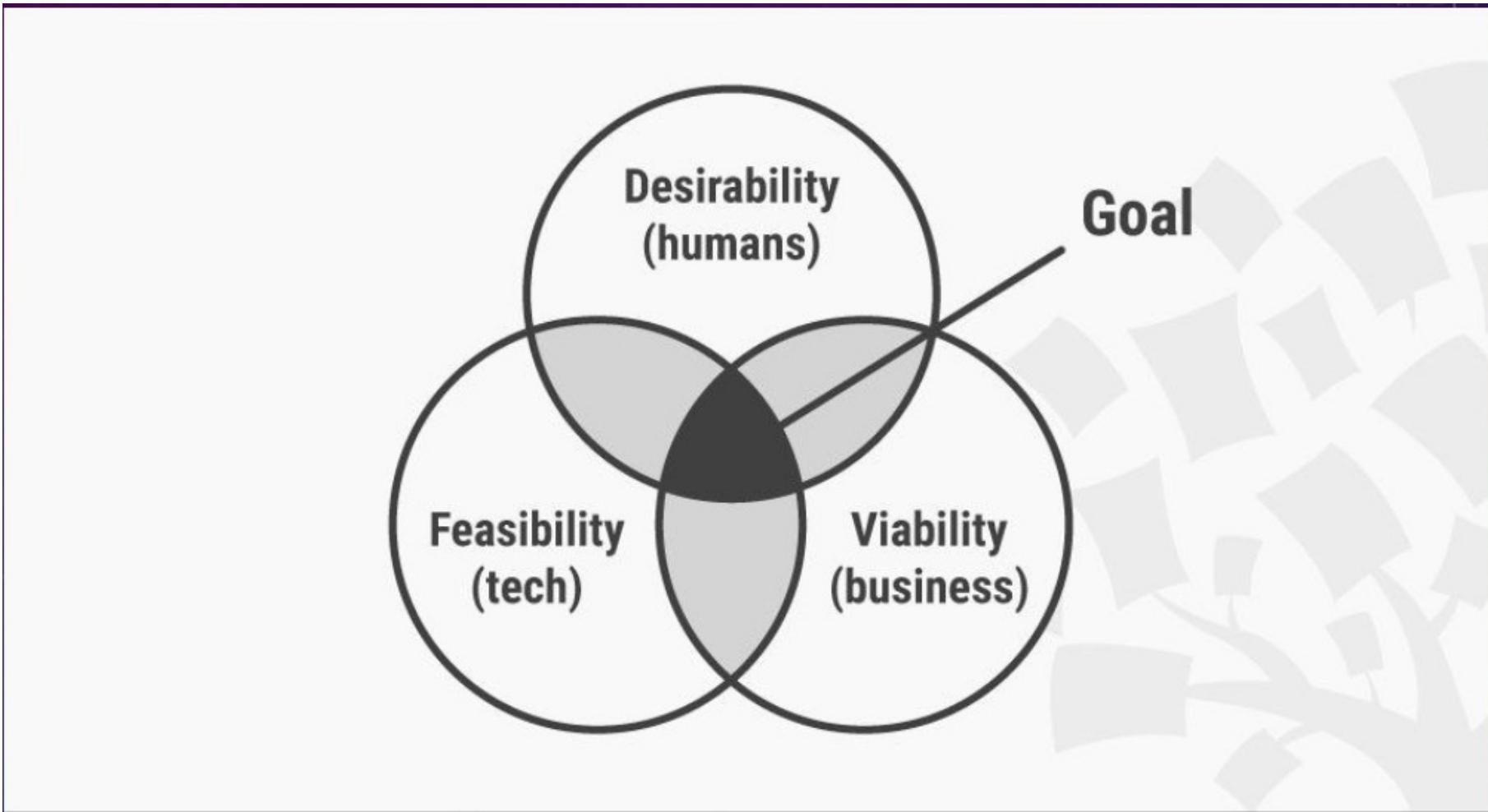
Design thinking from plan to product

Electronic Commerce

What is design thinking?

“*Design thinking*” is a **human-centered** approach to **innovation** that draws from the designer’s toolkit to integrate the **needs of people**, the **possibilities of technology**, and the **requirements for business success**.”

Tim Brown, President and CEO, IDEO



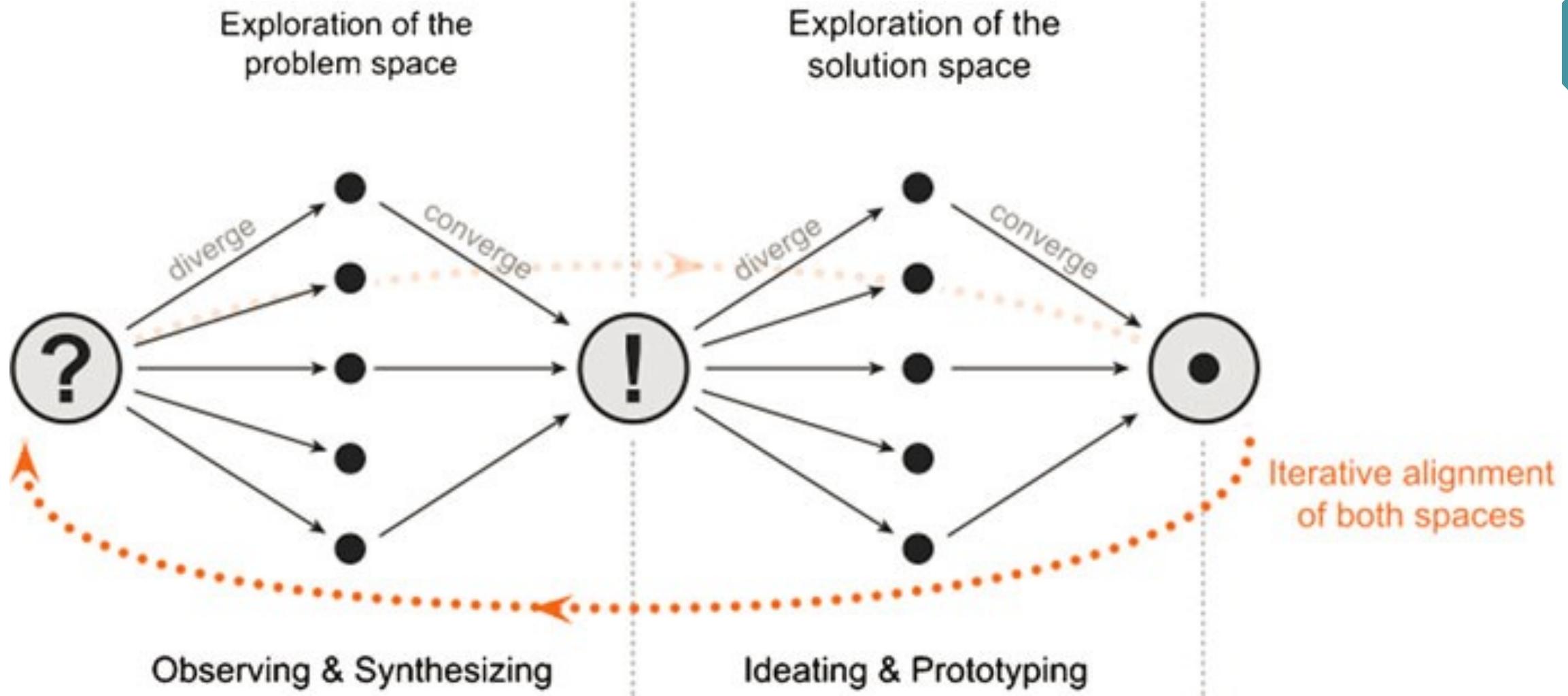
INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG

What is design thinking?

- A method of focusing innovation on people and designing based on:
 - What people need and want
 - What people like or dislike
 - In regards to production, packaging, marketing, retailing, support, or all of them
- A skill that allows a designer to align what people want with what can be done, and produce a viable business strategy that creates customer value and market opportunity

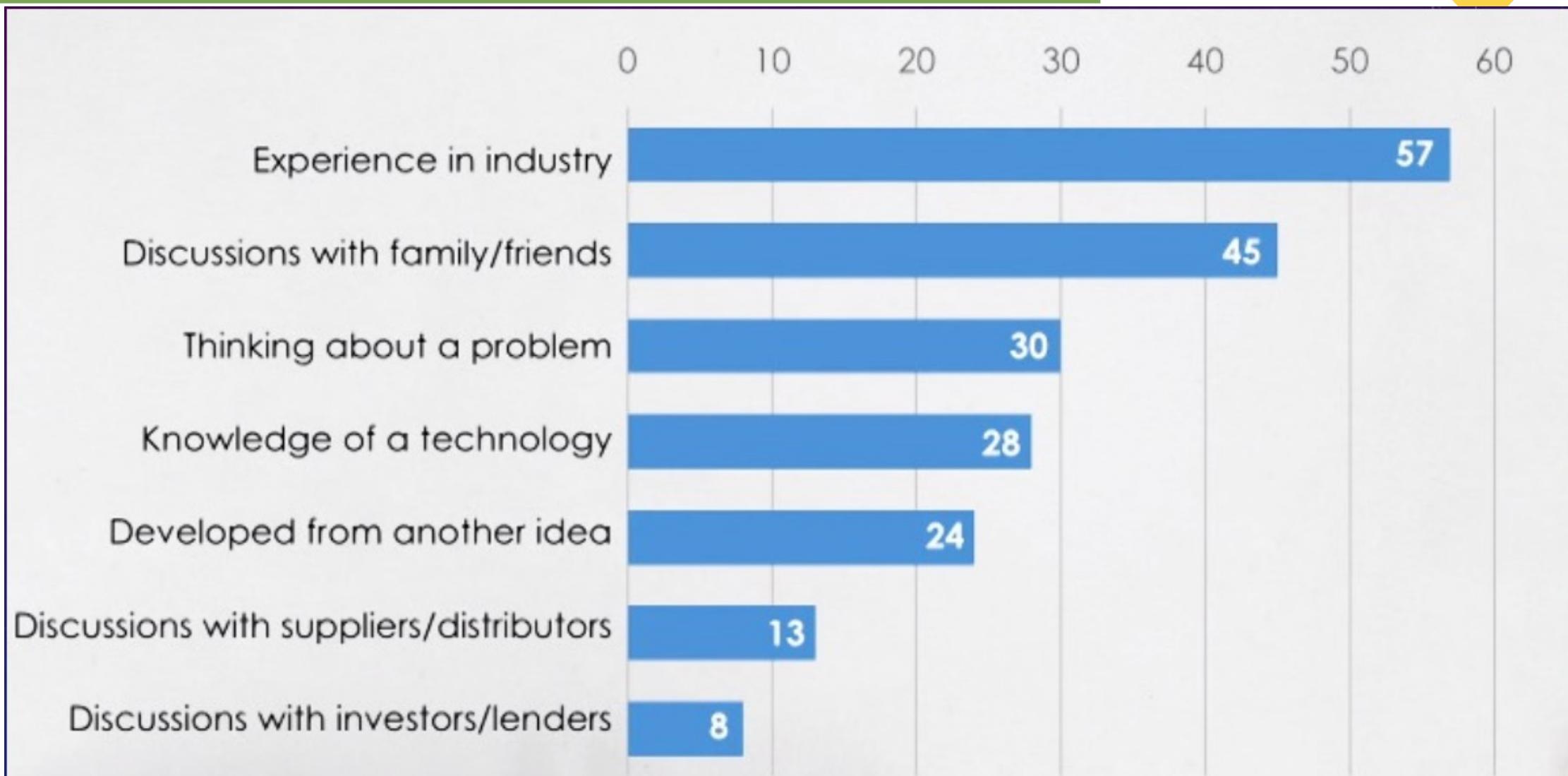
Spaces of design thinking



Observing

- Choose a problem space and target user
- Study current market
 - Current users: likes & dislikes
 - Current techniques
 - History
 - Cost structure
- Understand how things are
- Investigating user needs:
 - Qualitative research techniques: interviews, contextual inquiry, etc.
 - Quantitative research techniques: survey, instrumentation, issues tracking, etc.
 - Investigating existing solutions, competitors, etc.

Where do entrepreneurs get the inspiration for their ideas?

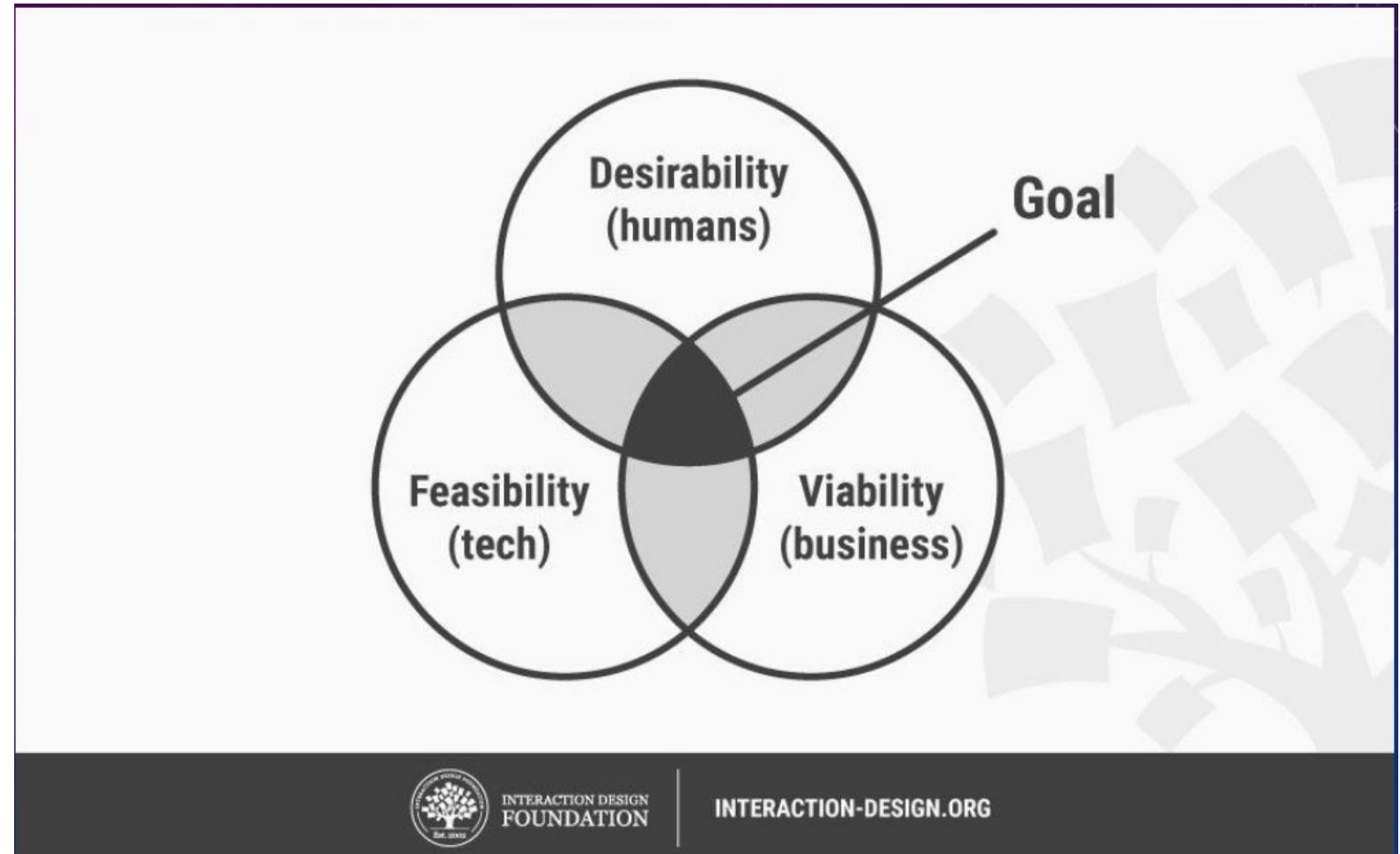


Ideating

- Discovery process
 - Starting point: changes in the external environment, such as changes in the regulatory framework, changes in the societal trends or the creation of new technologies
- Creation process
 - Emphasis on the actions entrepreneurs take to create new products for new markets
 - Market creation:
 - High degree of uncertainty, ambiguity , and unpredictability
 - Difficult for one company to create alone

Implementation

- Design experiments
- Test
- Iterate



Business canvas model

BUSINESS MODEL

- A business model articulates the logic and provides data and other evidence that demonstrates ***how a business creates and delivers value to customers*** (David Teece)
- Using Business model canvas to describe and design a value creation system for your organization

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	For whom are we creating value? Who are our most important customers? What are the customer archetypes?
KEY RESOURCES			CHANNELS	
What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?			Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	

COST STRUCTURE	REVENUE STREAMS
What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?	For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?

Key partnerships

Includes genuine partnerships and firms in supply and distribution chains

Feasibility

Key resources
Required to undertake key activities

Cost structure

Must include everything you're paying for

Key activities

What needs to be done to create/deliver Value proposition

Value Proposition

Defines the value that you're creating for your stakeholders

Customer relationships

How you interact with customer segment

Customer segments

Defines the stakeholders for whom you're creating value

Desirability

Channels

How to reach customer segment

Human Values – Getting a relevant job done

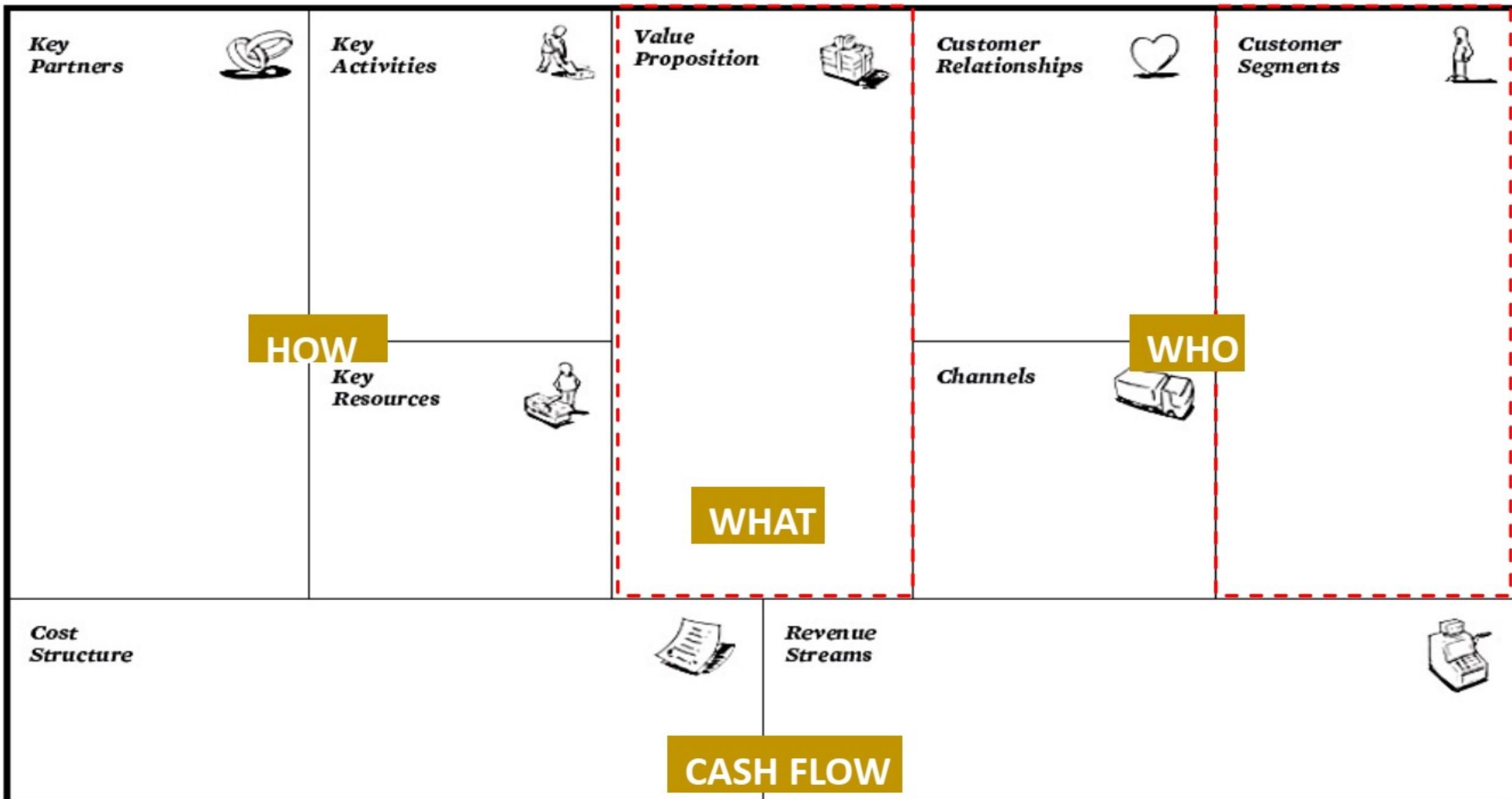
Revenue streams

\$

Viability

Business Risk – Build a viable business model

The Business Model Canvas



FACEBOOK BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENT
Những đối tác cung cấp nội dung (Chương trình TV, Phim, Nhạc, Tin tức)	KEY RESOURCES		DISTRIBUTION CHANNELS	
	Nền tảng Facebook	Tiếp cận người dùng mục tiêu và tổ chức cuộc thi	Web, ứng dụng di động	Các nhà Phát triển Ứng dụng
	Phát triển Nền tảng Trung tâm Dữ liệu Quản lý Vận hành	Kết nối bạn bè Khám phá & Học tập, Thể hiện Bản thân	Mạng đồng cấp Mạng chéo	Người sử dụng Internet Nhà quảng cáo và người làm Marketing
COST STRUCTURE	REVENUE STREAM			
Chi phí Trung tâm Dữ liệu Tiếp thị và bán hàng	Nghiên cứu & Phát triển Quản lý và Điều hành	Miễn phí	Từ Face Ads	Từ Ứng dụng

MÔ HÌNH KINH DOANH CỦA GRAB

ĐỐI TÁC CHÍNH

- 1. Các nhà đầu tư (SoftBank, Microsoft, Toyota, Honda)
- 2. Đối tác tại các địa phương
- 3. Chiến lược liên minh



HOẠT ĐỘNG CHÍNH



- 1. Tập trung xây dựng cộng đồng, hệ sinh thái
- 2. Phát triển và mở rộng nền tảng ứng dụng
- 3. Truyền thông thu hút KH

NGUỒN LỰC CHÍNH



- 1. Nền tảng: trang web, ứng dụng,
- 2. Nguồn nhân lực
- 3. Tài chính

CƠ CẤU CHI PHÍ

- 1. Đến từ nghiên cứu và phát triển ứng dụng. Tối ưu hóa nền tảng
- 2. Truyền thông thu hút khách hàng, tạo sự gắn kết với thương hiệu

ĐỀ XUẤT GIÁ TRỊ



Là nền tảng kết nối nhu cầu của hành khách và tài xế dựa trên các giá trị của sự an toàn, khả năng tiếp cận và tính bền vững

QUAN HỆ KHÁCH HÀNG



- 1. Các chương trình ưu đãi, xếp hạng thành viên
- 2. Hệ thống phản hồi, đánh giá dịch vụ
- 3. Cộng đồng khách hàng và tài xế lớn

KÊNH PHÂN PHỐI



- 1. Trang web, ứng dụng,
- 2. Thương hiệu mở rộng (GrabBike, Grab Express)
- 3. Kênh truyền thông, chiến dịch quảng cáo

PHẦN KHÚC KHÁCH HÀNG



- Phân khúc khách hàng của Grab tập trung vào hai đối tượng chính
1. Hành khách
 2. Tài xế

Tập trung đáp ứng và kết nối nhu cầu của 2 nhóm này



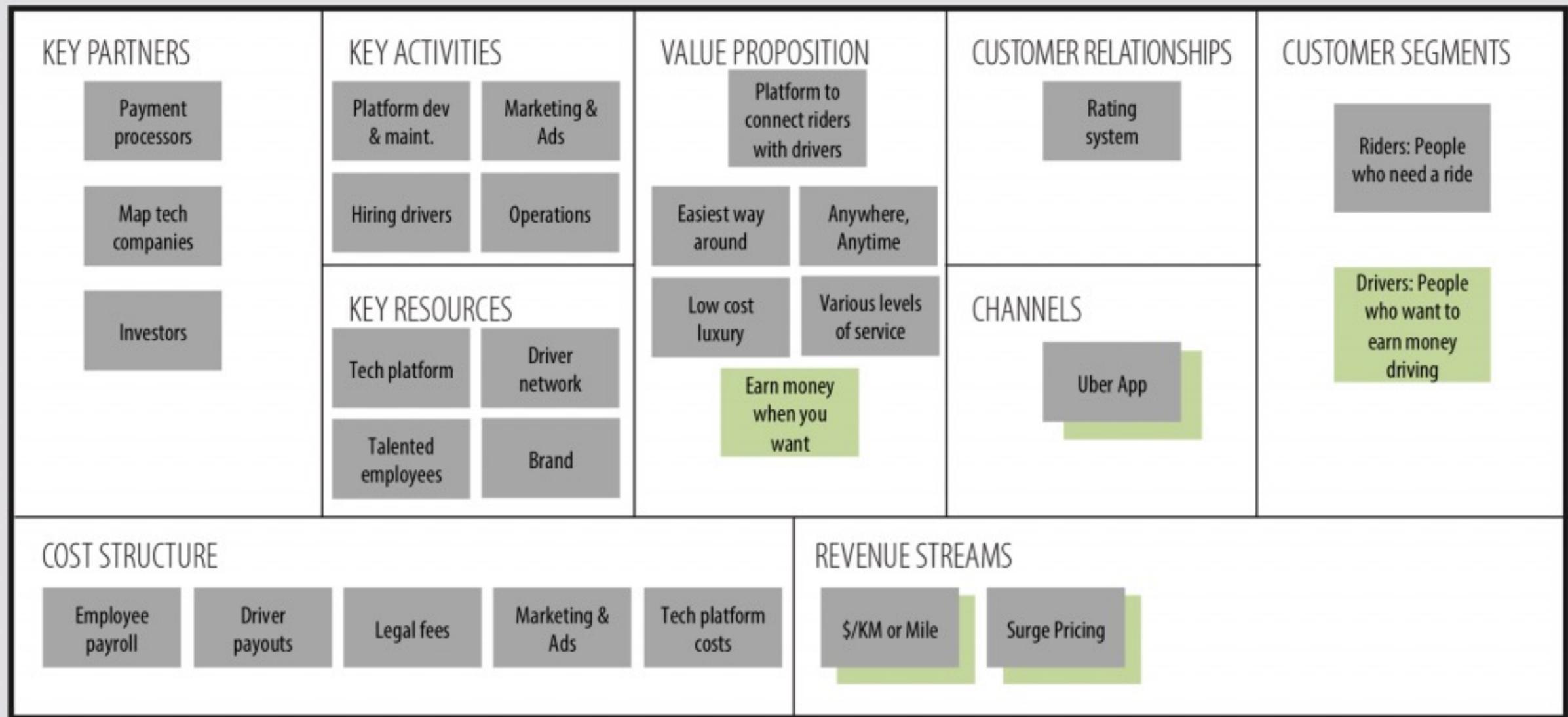
ĐỘNG DOANH THU



- 1. Đến từ phí đi xe (dựa trên giá cố định và phụ phí thêm quãng đường và thời gian)
- 2. Mảng kinh doanh khác như GrabFood, GrabExpress, GrabTV

BUSINESS MODEL CANVAS

UBER



DESIGNED BY **BUSINESS MODEL FOUNDRY AG**

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171 Second Street, Suite 300, San Francisco, California, 94105, USA.

BUSINESS MODEL CANVAS: APPLE

KEY PARTNERSHIPS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<p>Current:</p> <ul style="list-style-type: none"> • Manufacturers • App store developers • Cellular service providers • Publishers • Music, TV and Movie industries 	<ul style="list-style-type: none"> • Design • Software development • Manufacturing • Quality control 	<ul style="list-style-type: none"> • Design • Performance • Brand/Status • Convenience/Usability 	<ul style="list-style-type: none"> • Self-service • Personal assistance 	<ul style="list-style-type: none"> • Mass market • Multi-sided platforms
KEY RESOURCES		CHANNELS		
		<ul style="list-style-type: none"> • Human • Intellectual • Physical <ul style="list-style-type: none"> • Apple retail stores • apple.com • Other retailers 		
COST STRUCTURE		REVENUE		
<ul style="list-style-type: none"> • Cost driven • Economies of scale 		<ul style="list-style-type: none"> • Sale of products • Media sales/Licensing • Rental and subscription fees 		

Hypothesis Testing for Value Creation

Steps

- Hypothesis statement
- Test method
- Test metric & criteria

Example: ScotchFinder startup

- (1) We believe that people will be happy to share their scotch with others
- (2) We will test this by interviewing 100 people outside of a liquor store
- (3) We are right if more than 70% say that they like this idea

- **Hypothesis statement:** We believe that people will be happy to share their scotch with others
 - Who are the people?
 - Goal: identify our first market segment (a specific group with a specific problem)
 - Does not need to represent the entire population
- **Test method:** We will test this by interviewing 100 people outside of a liquor store
 - What kind of liquor store?
 - The locations
- **Test metric & criteria:** We are right if more than 70% say that they like this idea
 - Actual goal: to learn about the problems that our target group is encountering

Test Card

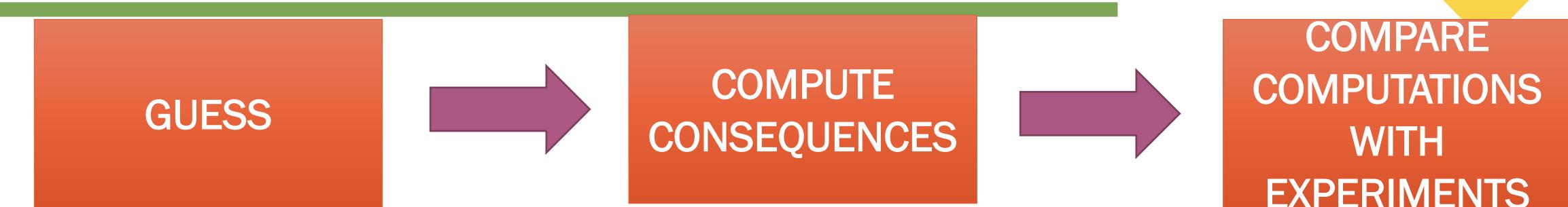
Name of test	
Hypothesis	What assumption will you focus on?
Test	How will you test your hypothesis?
Metric	How will you measure the results?
Criteria	How will you know if your hypothesis is correct?

Minimum Viable Product - MVP

- “A minimum viable product is that version of a new product which allows a team to collect the maximum amount of validated learning about customers with the least effort.” (Eric Ries)
- Then, we put them in front of the people for whom we are trying to create value
- Their responses will tell us if we are on the right track

→ FAST and CHEAP way to REDUCE our RISK

Scientific Method



Name of learning card

Hypothesis

What assumption did you have?

Observation:

What did you observe?

Learning:

What did you learn?

Actions:

What are your next steps?

Lean startup program

- Business model canvas
- Customer development process
- Agile development

Business model canvas

Hypothesis

Start interviewing

Build experimentation
into product

Analyze results using metrics
driven by the business plan
and learn

Build experimentation
into product

Analyze results using metrics
driven by the business plan
and learn

Agile Manifesto

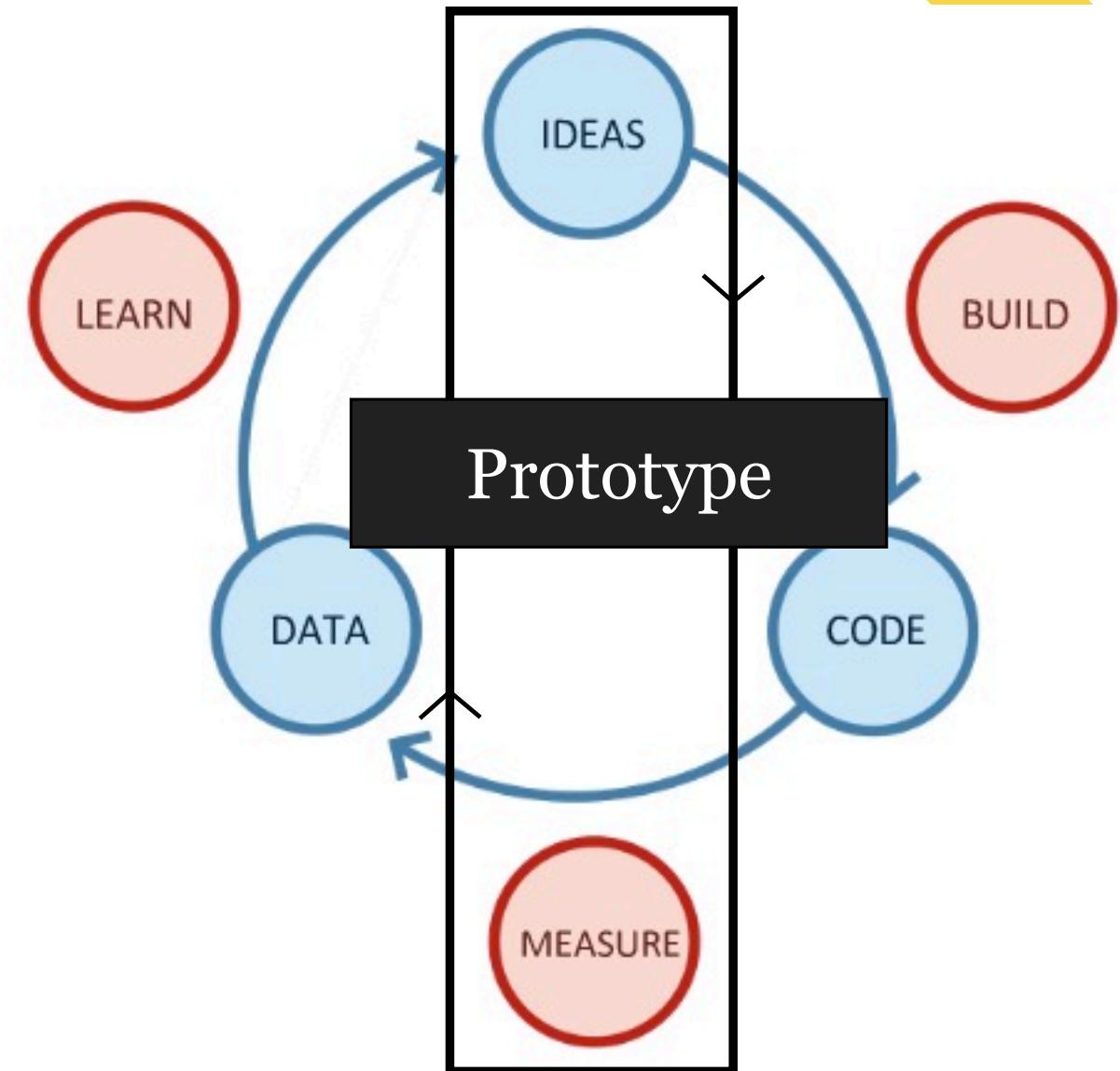
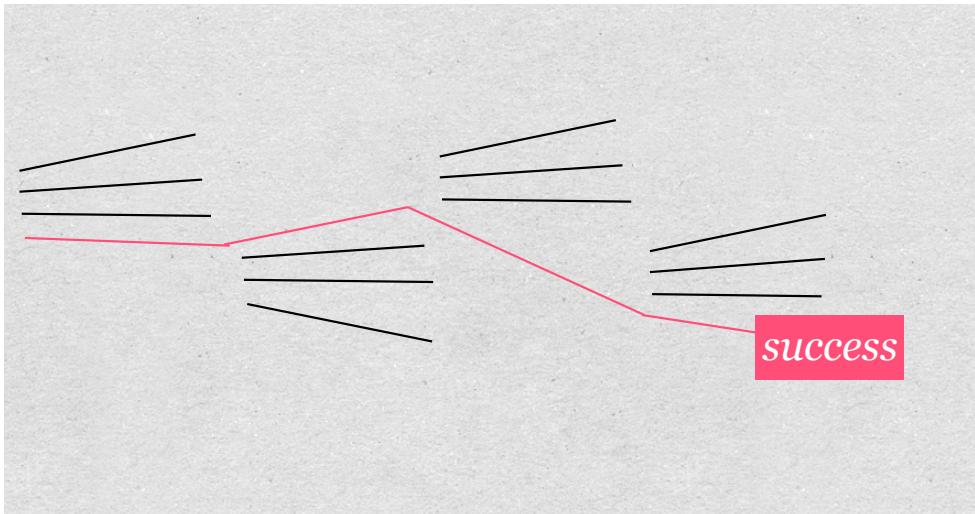
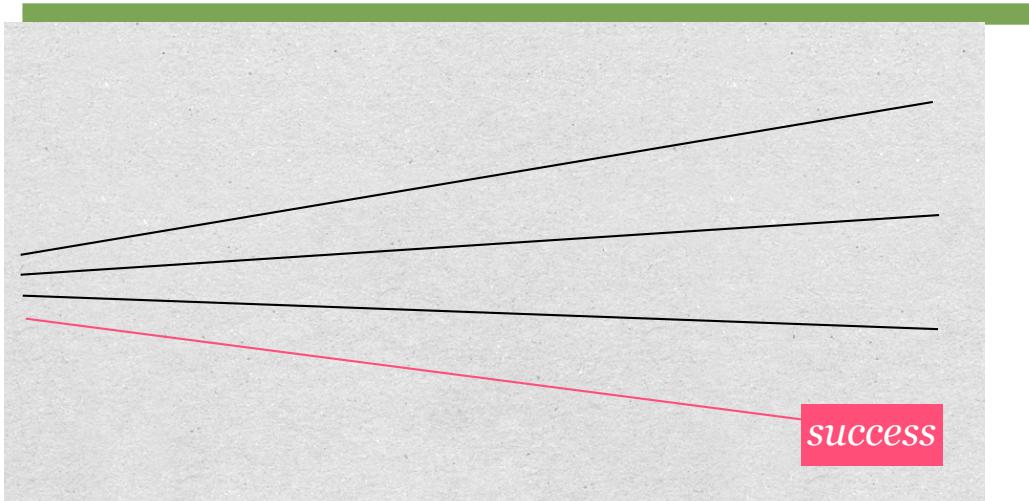
- Agile is a set of values and principles that guide how you should conduct innovation (from 2001)
- Bring four values
 - Individuals and interactions
 - Customer collaboration
 - Responding to change
 - Working versions of products

Principles of Agile Manifesto

- **Principle 1:** Build – Measure – Learn cycle of design sprint
- **Principle 2:** Measure of improvement
- **Principle 3:** Autonomous team
 - Teamwork spirit
 - Creativity, innovation, and improvement
 - Decision making: Should be empowered to make decision

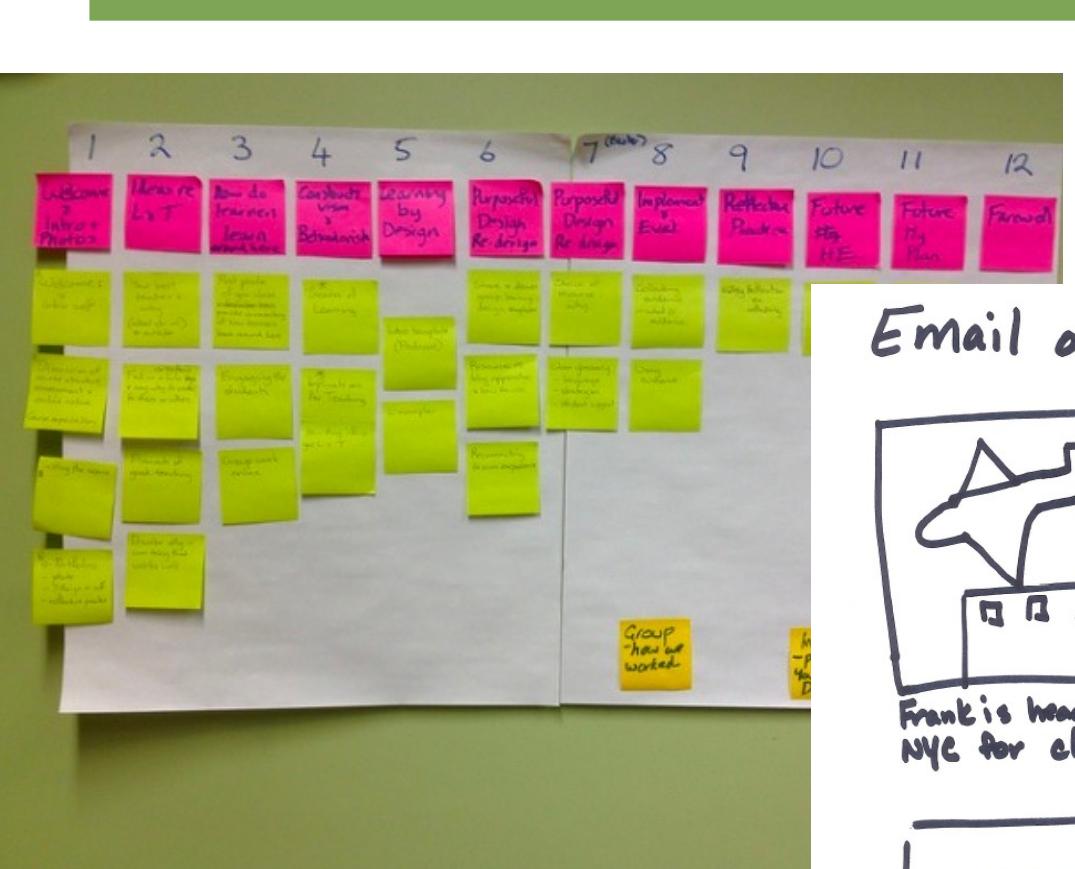


Prototyping

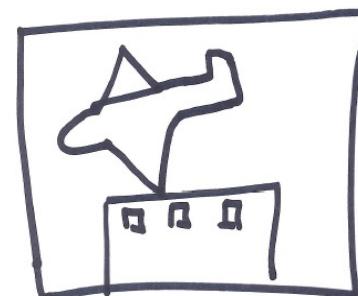


-
- Brainstorming
 - Generating potential solutions
 - Storyboarding
 - Sketching
 - Wireframe
 - Prototype
 - Mockup
 - Information architecture and navigation
 - User testing
 - Tools: Balsamiq, Invision, Figma, Adobe, etc.
 - Building on feedback - Critique

Storyboard



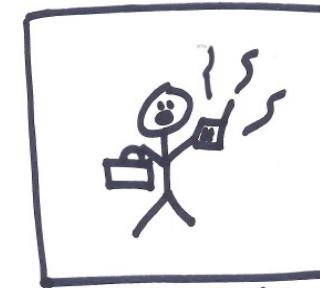
Frank is headed to NYC for client meeting



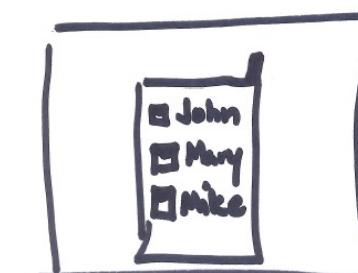
Frank's headed to his flight at the gate
We say a little waiting



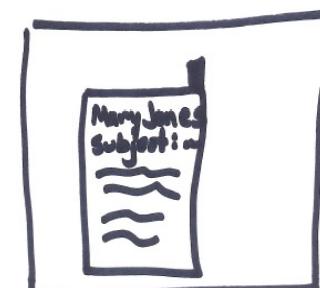
Frank is waiting for his flight at the gate



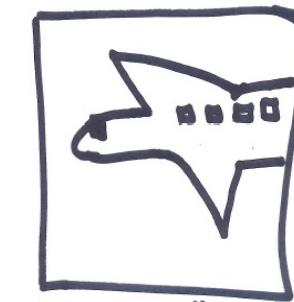
Frank is notified
on the phone



Inbox shows up
on his phone



Reads & replies to
email on his phone



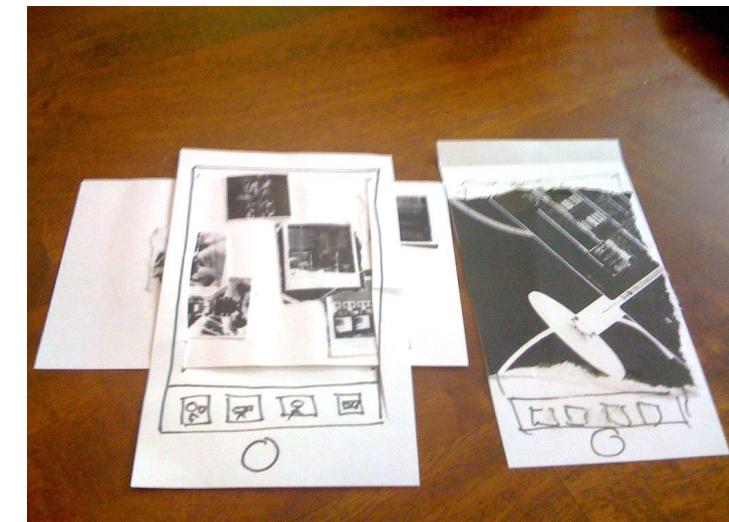
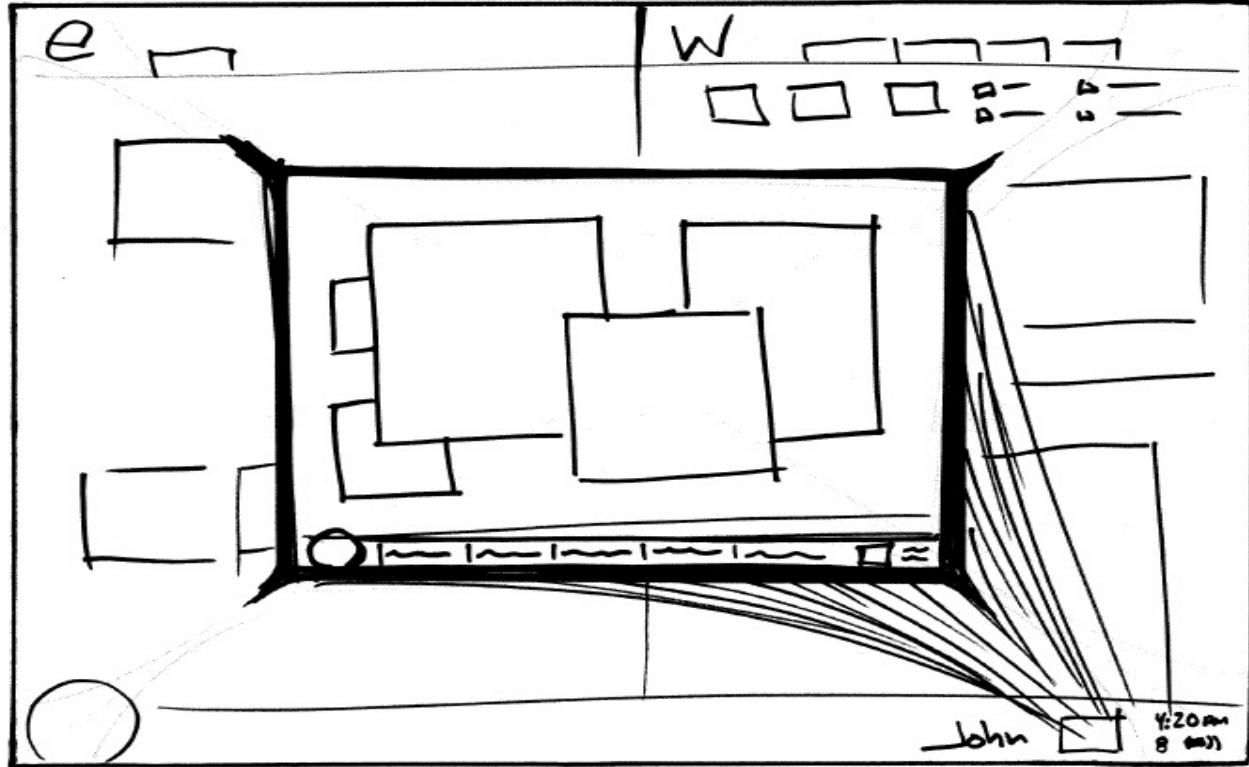
Sleeps well on
the plane

Storyboard

- What do you need? Paper, Pens, A bit of glue, Some post-its, Print-outs of UI-elements (+ scissors)
- Online Tools:
 - <https://wonderunit.com/storyboarder/>
 - <https://www.canva.com/create/storyboards/>
 - Google sheets, draw.io
 - Video makers
- A process of time and interaction
- Prerequisites: personas, scenarios, the scope
- Elements: images, transitions, effects, voiceover, soundtrack

Sketching

- Sketching User Interfaces, User Flow
- When you sketch, you are trying to will work in user interface form.
- Express your ideas quickly and invc experience
- Can sketch on a whiteboard or blar
- Detail is not important, your trying to establish flow



APG Homepage

CORE THOUGHT:
Sparkling ideas

possibly
an image?

Global content folder

Global mandatory
footer

links
Home

LOGO Articles Interviews Case Studies Videos Resources Events

<H1> The Account Planning Group

Navigable, promo area: Flash + non-Flash
rotating

FEATURE HEADLINE
METADATA / COMMENTS

lead-ins to 3-5
other posts

two ways you can get involved
contribute : suggest
an article an outside

LOGO

About the APG
links 3-5

APG EVENTS
links 3-5

Contact Terms Conditions Sitemap

what is
account
planning?



RSS
GLOBAL
NAV.

SHARING
LINKS?
OR

links to
four SM
presence

JOIN

Facebook Twitter

search find

Calendar

MOST POPULAR RECENT COMMENTS

- 1
- 2
- 3

PROMO

PROMO

email address subscribe

FB TW SS YT

social
presence

Credit

Steps

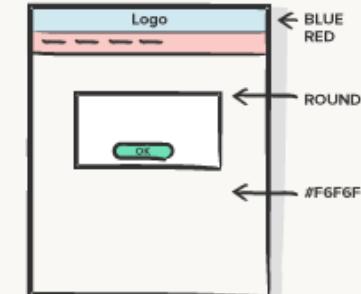
- Define what you need to draw
- Define what keyframes and transitions you should include in your drawing
- Define the starting point.
- Decide what comes next.
- Sketch alternative routes, entries.
- Think about alternative flows.
- Add annotations, notes, details.



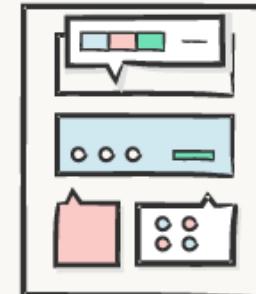
Sketch



Wireframe



Visual Design



Components

Wireframe

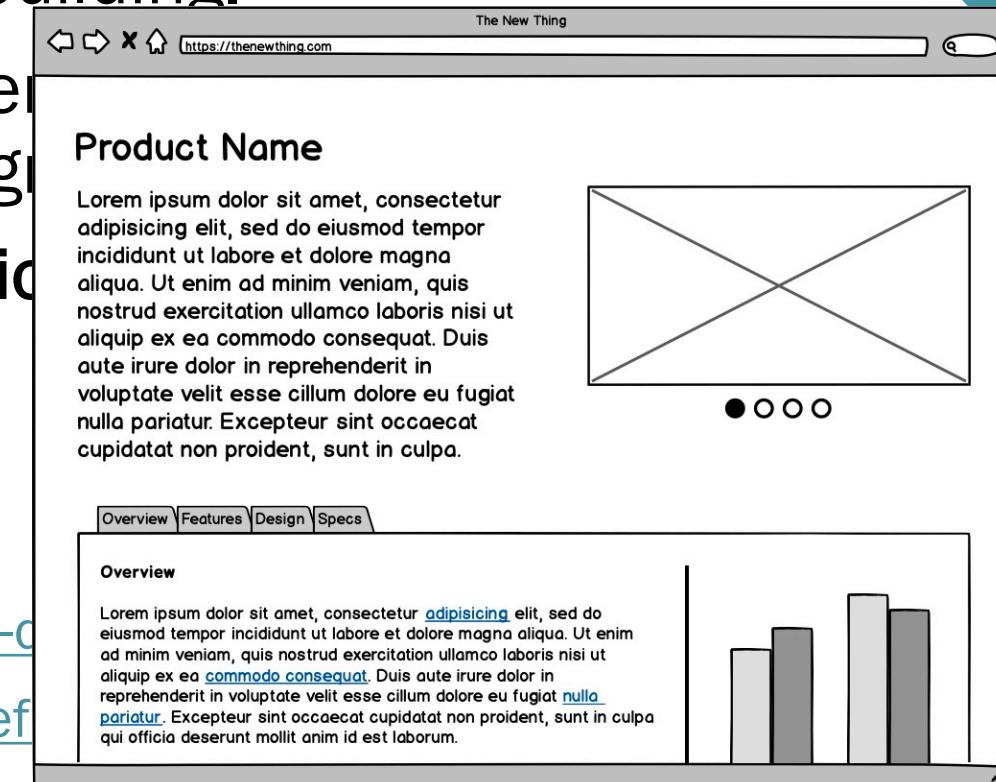
- A wireframe is a schematic or blueprint that is useful for helping you, your programmers and designers think and communicate about the structure of the software or website you're building.
 - Wireframes are used early in the development process to map out the basic structure of a page before visual design begins.
 - Some tools as Sketch, Adobe XD, Axure, Visio, Balsamiq Mockups, moqups, draw.io

Comparisons

<https://thedigitalprojectmanager.com/wireframe-tools/>

<https://uxplanet.org/5-free-quick-wireframe-tools-for-ui-ux-designers>

<https://www.uxbooth.com/articles/15-desktop-online-wireframe-tools/>



[Site Logo \(home link\)](#)

Accessibility Careers Media Centre FAQs Venue Hire Contact Us

Home Book Now Films Cinemas Offers Fun Stuff

Rolling Promo

Promo 1 **Promo 2** Promo 3 Promo 4 Promo 5

Film Reviews

Now showing Coming Soon

Film Title (cert)
Description


[Find Cinema](#) [Book Now](#)



[More...](#)

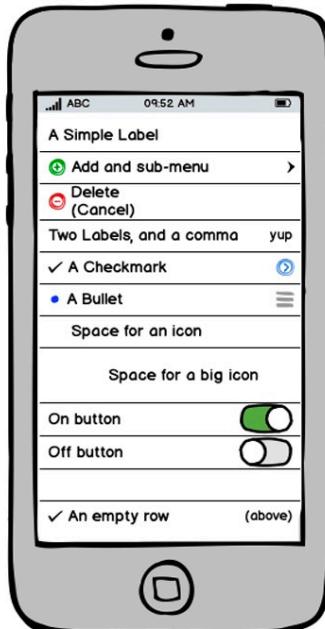
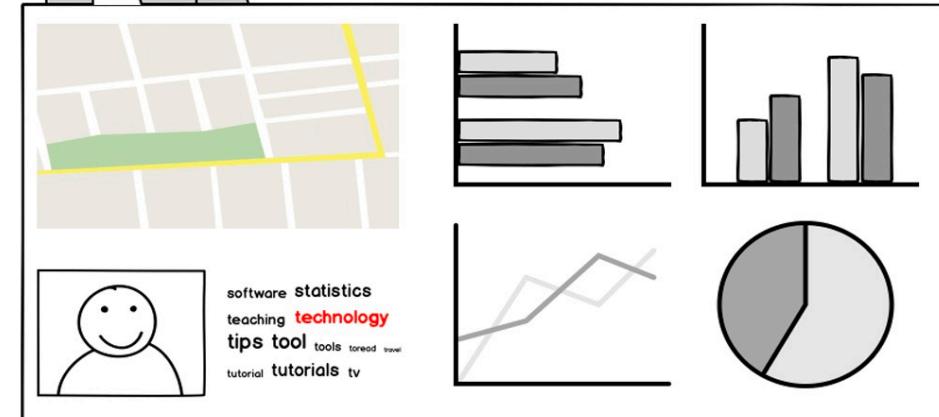
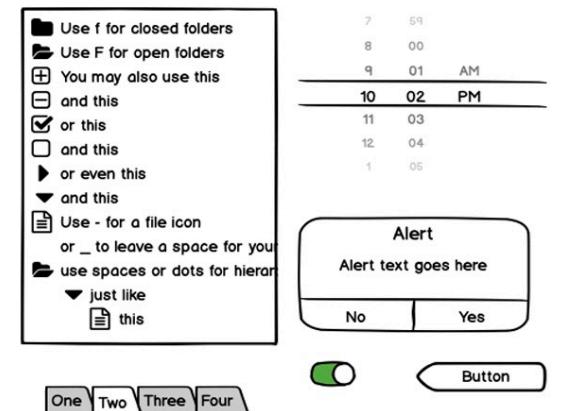
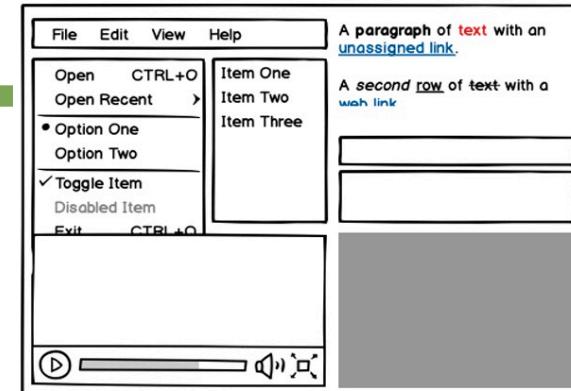
User Goal 1

Book Now

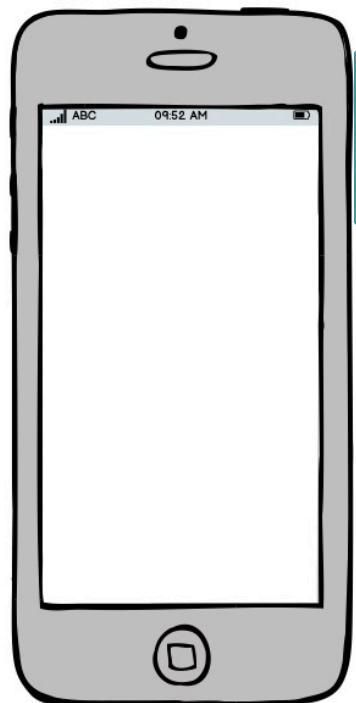
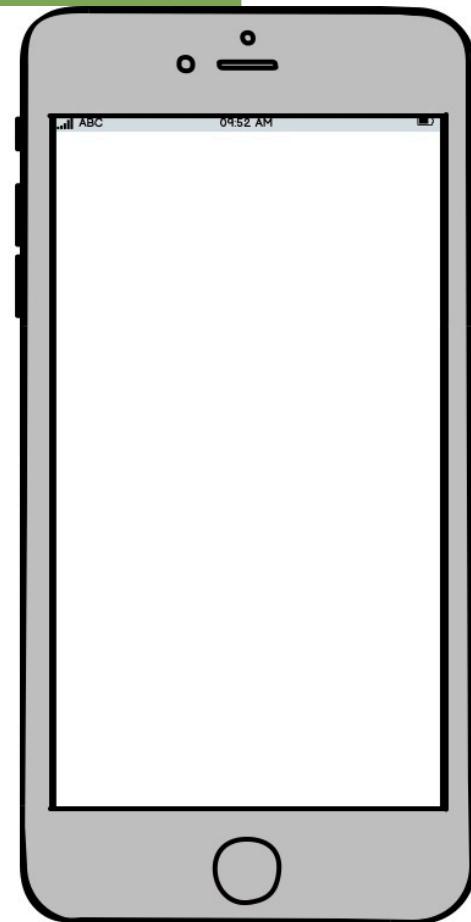
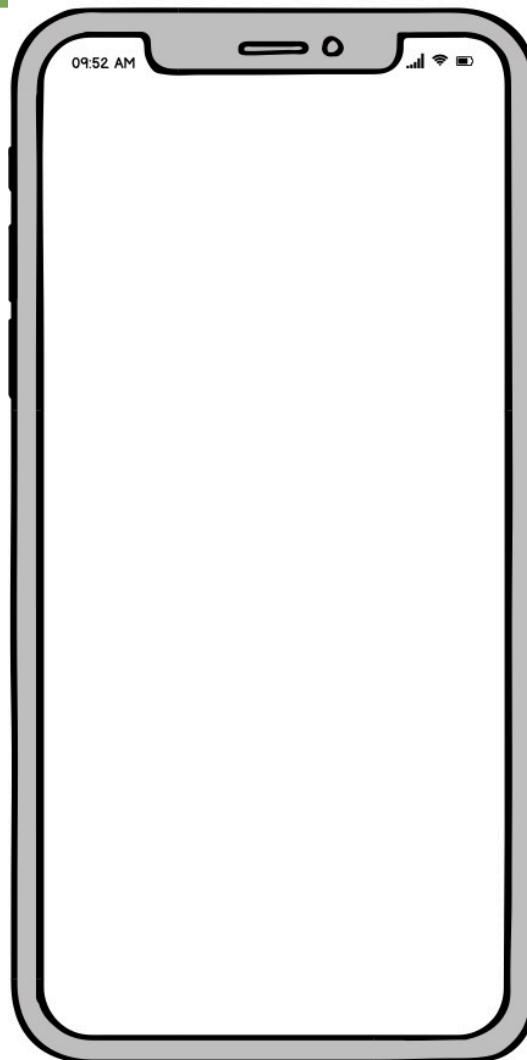
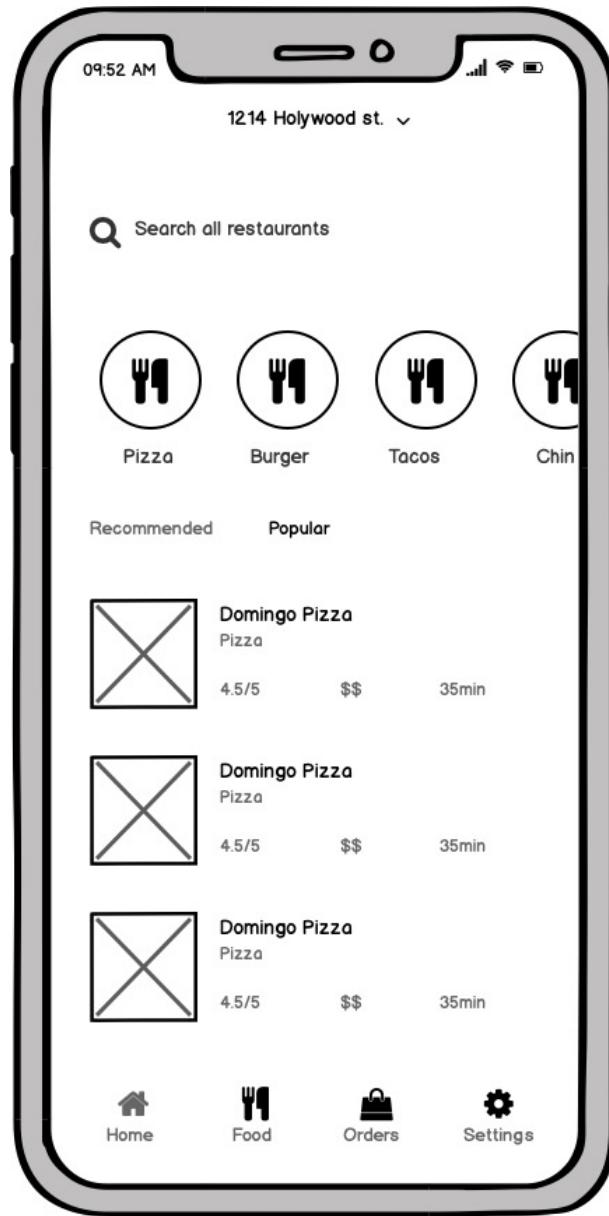
Select Cinema
Select Film
Select Date
Select Time
[Book Now!](#)

Find Cinema

Select Cinema
or
Enter town or postcode
 Remember my local cinema
[Book Now!](#)

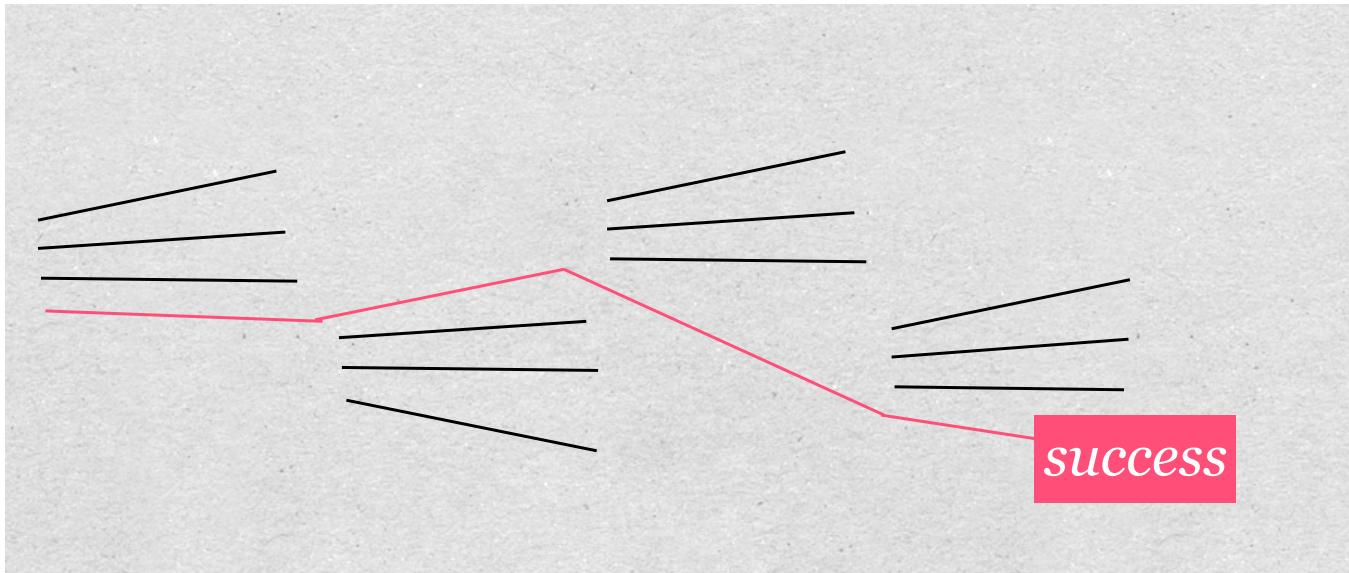
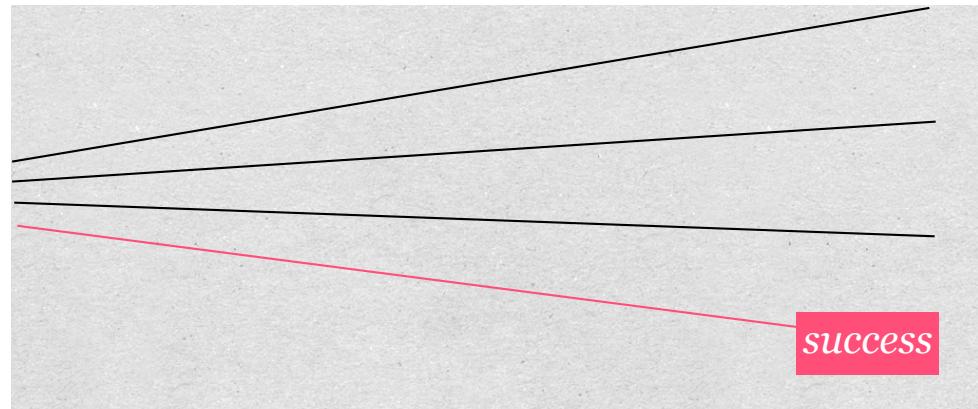


Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space return



Prototype & Mockup

- Prototype: An interactive version of wireframe
- Mockup: a beautiful version of wireframe



Information Architecture & Navigation

- IA defines site content and functionality, while a website's navigation is a collection of user interface components and patterns that helps visitors find information and functionality.
- **8 principles**

Information Architecture & Navigation

- **The principle of front doors:** Assume that at least 50% of users will use a different entry point than the home page.
- **The principle of multiple classifications:** Offer users several different classification schemes to browse the site's content.
- **The principle of focused navigation:** Keep navigation simple and never mix different things.
- **The principle of growth:** Assume that the content on the website will grow. Make sure the website is scalable.

Information Architecture & Navigation

- The principle of front doors

The screenshot shows the official website of the Government of Canada. At the top left is the Canadian flag and the text "Government of Canada". To its right is the text "Gouvernement du Canada". On the far right, there is a link "Français". Below the header is a search bar with the placeholder "Search Canada.ca" and a magnifying glass icon. A horizontal menu bar follows, containing links for "Jobs", "Immigration", "Travel", "Business", "Benefits", "Health", "Taxes", and "More services", each with a dropdown arrow. Underneath this menu, a breadcrumb trail shows the user has navigated from "Home" to "Immigration and citizenship". The main content area features a large heading "My immigration or citizenship application" and a descriptive paragraph about account basics. To the right of the text is a photograph of a person's hands typing on a laptop keyboard.

Government of Canada Gouvernement du Canada

Français

Search Canada.ca

Jobs ▾ Immigration ▾ Travel ▾ Business ▾ Benefits ▾ Health ▾ Taxes ▾ More services ▾

Home → Immigration and citizenship

My immigration or citizenship application

The basics of applying, such as your account, application status, finding forms, our offices, fees, and medical exams or police checks.



Information Architecture & Navigation

- The principle of multiple classifications



Information Architecture & Navigation

- The principle of focused navigation

The screenshot displays the official website of the Government of Canada. At the top left is the Canadian flag and the text "Government of Canada". To its right is the French equivalent "Gouvernement du Canada". On the far right of the header are links for "Français" and a search bar labeled "Search Canada.ca" with a magnifying glass icon. Below the header is a dark blue navigation bar with dropdown menus for "Jobs", "Immigration", "Travel", "Business", "Benefits", "Health", "Taxes", and "More services". A breadcrumb trail "Home → Jobs and the workplace → Find a job" is located just below the navigation bar. The main content area features a large image of a young woman smiling. The page title "Student employment" is displayed prominently, followed by a subtitle "Job opportunities and Government of Canada hiring programs for students." In the bottom left, a section titled "Services and information" includes links for "Work for the government as a student" and "Find a student research job in the government". In the bottom right, a section titled "Most requested" lists links for "Login to FSWEPE account", "How to write a good resume", and "Student rates of pay in the government". At the very bottom, there are links for "Paid education in the Canadian Armed Forces" and "Other government opportunities for students".

Government of Canada Gouvernement du Canada

Français

Search Canada.ca

Jobs ▾ Immigration ▾ Travel ▾ Business ▾ Benefits ▾ Health ▾ Taxes ▾ More services ▾

Home → Jobs and the workplace → Find a job

Student employment

Job opportunities and Government of Canada hiring programs for students.

Services and information

[Work for the government as a student](#)
Apply to be considered for full or part-time job opportunities across the country through the Federal Student Work Experience Program (FSWEP).

[Find a student research job in the government](#)
Conduct innovative research in your field of graduate or undergraduate study and gain experience with federal departments and agencies through the Research Affiliate Program.

Most requested

- [Login to FSWEPE account](#)
- [How to write a good resume](#)
- [Student rates of pay in the government](#)

Contributors

- [Employment and Social Development](#)

Information Architecture & Navigation

- The principle of growth – passing example

Canadian citizenship

Apply to become a Canadian citizen, prepare for the citizenship test and find out how you can resume or give up your Canadian citizenship.



Apply for citizenship
Eligibility requirements, application steps and processing times for Canadian citizenship

Prepare for the citizenship test
Study material and details about who has to take this test, how to get a test date and what happens after you take the test

Get proof of citizenship
Applications and processing times for a citizenship certificate and a list of documents accepted as proof of Canadian citizenship

Resume citizenship
Steps to take if you are a former citizen who willingly gave up Canadian citizenship and want to become a Canadian citizen again

Give up citizenship
Steps to take to renounce your Canadian citizenship if, for example, you want to become a citizen of a country that does not allow dual citizenship

Celebrate being Canadian
Citizenship ceremonies and activities, Canadian history and contests and awards

Prepare for the citizenship ceremony
How to prepare for your special day, what happens during the ceremony, including getting your citizenship certificate, and what to do after the ceremony.

Information Architecture & Navigation

- The principle of growth – failing example

The screenshot shows the Government of Canada's website interface. At the top, there is a navigation bar with links for Jobs, Immigration, Travel, Business, Benefits, Health, Taxes, and More services. A search bar labeled "Search Canada.ca" and a "Français" link are also present. Below the navigation bar, the page title is "France". The page displays last update information: "Last updated: September 16, 2016 10:50 ET", "Still valid: September 22, 2016 11:40 ET", and "Latest updates: An editorial change was made.". There is a "Print format" button. Below this, a section titled "Risk level(s)" contains the text "France - Exercise a high degree of caution". A note states: "There is no nationwide advisory in effect for France. However, you should exercise a high degree of caution due to the current elevated threat of".

Value of IA

- Value for the user
 - 4 main types of needs
 - **Known-item seeking:** Users will come to the website to search for something desirable and known.
 - **Exploratory seeking:** Users will come to the website looking for inspiration. They're looking for something desirable but not sure what exactly.
 - **Exhaustive research:** Users are in a process of an extensive research. They want to find as much information as possible.
 - **Re-finding:** A user needs a desired items again and are trying to find it.

Value of IA

- Employee Productivity
- Sales And Reputation
- Acquiring New Members
- Reducing Marketing Costs
- Reputation And SEO Ranking
- Reducing The Cost Of Live Help And Support Documentation

Information Architecture

- Key processes

- ❑ Define the company goals
 - ❑ Define the user's goals
 - ❑ Analyze competitors
 - ❑ Define content

- ❑ Steps

- ❑ Step 1: Group and label the content
 - ❑ Step 2: Define navigation and create site map
 - ❑ Step 3: User testing

Navigation

- A website or mobile app's navigation is a collection of user interface components.
- Help users find information and functionality, and encourage them to take desirable actions.
- Navigation components include global navigation, local navigation, utility navigation, breadcrumbs, filters, facets, related links, footers, fat footers, and so on.

Navigation

Some examples of navigation components:

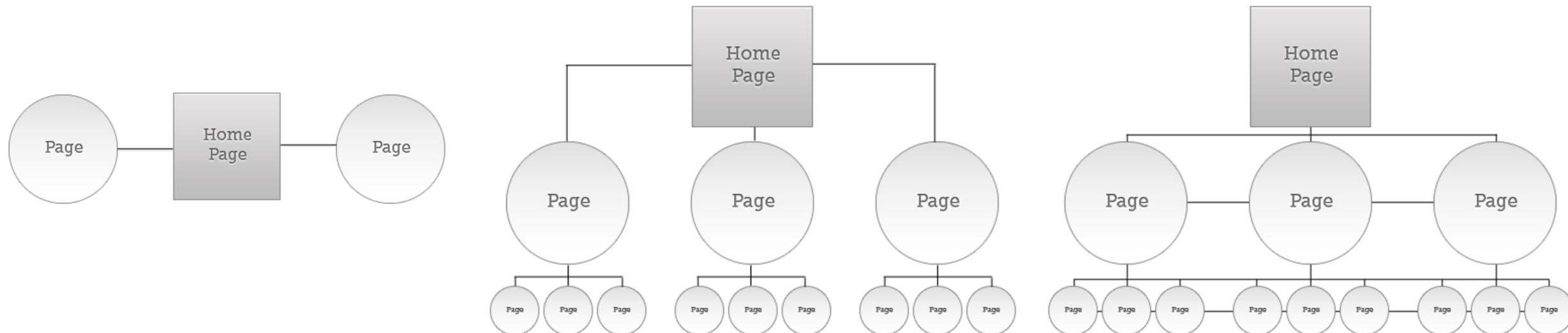
- 1) utility navigation;
- 2) global navigation;
- 3) breadcrumb trail;
- 4) local navigation;
- 5) related links (in this case, articles and blog posts);
- 6) fat footer. (www.sba.gov)

The screenshot shows the SBA.GOV website with several navigation elements highlighted by red circles and numbers:

1. Utility navigation icons in the top right corner: Translate, Login, Business USA HELP.
2. Global navigation menu bar: Starting & Managing, Loans & Grants, Contracting, Learning Center, Local Assistance, About SBA.
3. Breadcrumb trail: SBA.gov > Contracting > Getting Started > Am I a Small Business?
4. Local navigation menu under Contracting: Getting Started (Am I a Small Business?, SBA's Role in Government Contracting, NAICS Codes, Small Business Size Standards, D-U-N-S Numbers, Register for Government Contracting, Government Contracting Classroom), Contracting Support for Small Businesses, Understanding the Federal Marketplace, For Contracting Officials.
5. Related links: Related Articles (North American Industry Classification System Code(s) and Small Business Size Standards, Determining Business Size, Register for Government Contracting).
6. Fat footer: Customer Service, About SBA.gov, SBA Information, SBA Performance, Advocacy & Oversight, Tools and Features, Social media links (Facebook, Twitter, YouTube, Google+, LinkedIn, Email), Sign up for e-mail updates, In Partnership With BusinessUSA, and links to WhiteHouse.gov, USA.gov, Regulations.gov, and BusinessUSA.gov.

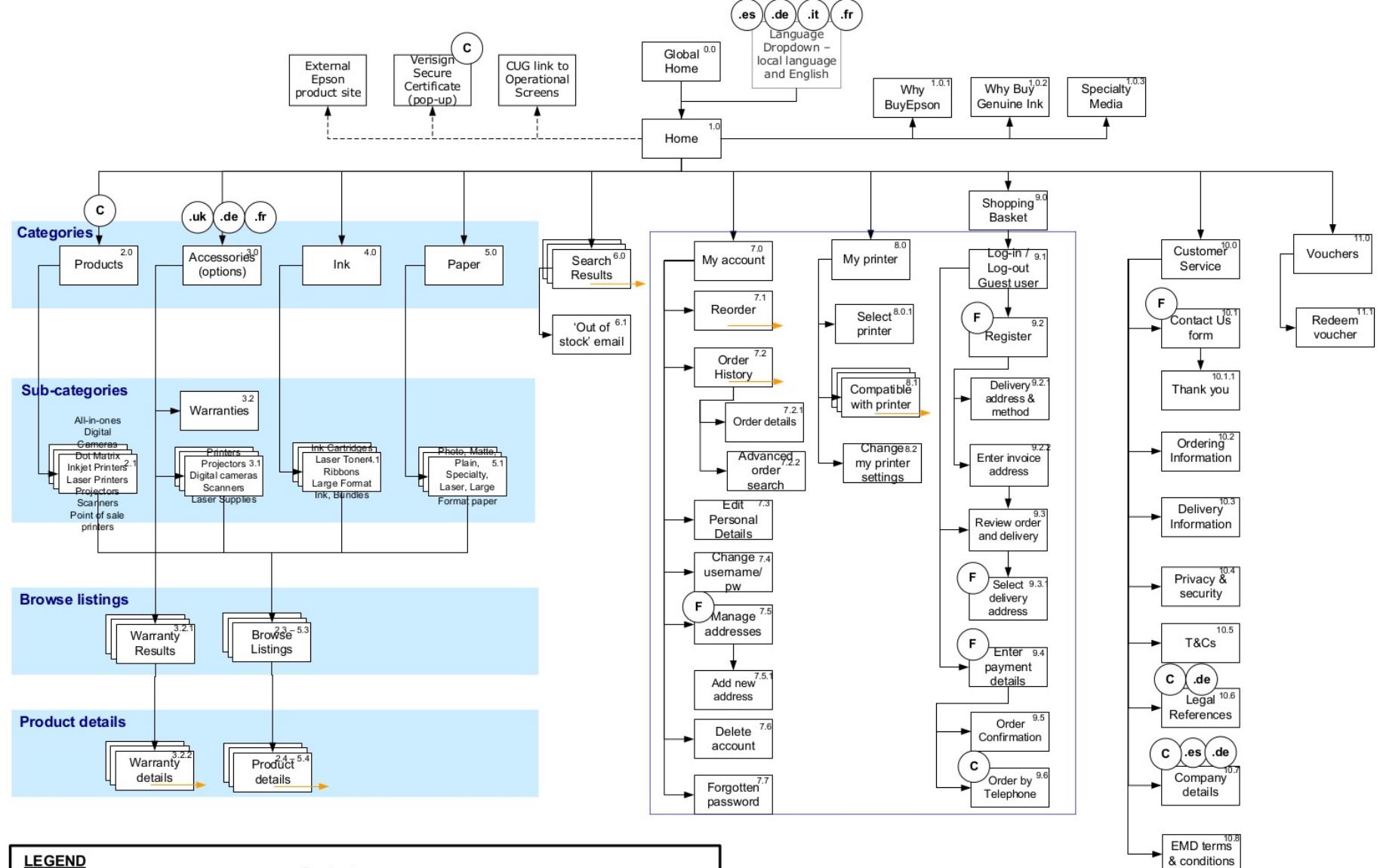
Content organization models

- Single page model: This model works best for landing pages.
- Flat model:
 - All the pages are equally important, and they are put at the same level of hierarchy in the navigation system.
 - This model works best for small websites.
- Hierarchical model



Sitemaps

- Application maps/site maps
 - A document describes how the components you've designed are incorporated in the existing system.
 - Demonstrates the information hierarchy architecture of the entire design, surfaces critical pathways through which the user can navigate
 - Offers a comprehensive view of all the work that needs to be implemented.
- Interaction design
 - Designers may be expected to create documentation regarding how the user interface should be built and interaction between modules



LEGEND

- | | | | | |
|--|------------------|--------------------------|------------------------|------------------------------|
| Transaction Pages | Design templates | Product browsing support | Add to shopping basket | Locally varied functionality |
| .uk UK | .fr France | .es Spain | .it Italy | .de Germany |
| C Conditional page display (CUG and countries) | | | | |

User Testing

- To help understand how people are using your designs
- From third parties
 - A quantitative measurement
 - Tell you what users are doing with your released software
 - For example: Google analytics, Microsoft's the Software Quality Metrics (SQM)
- A/B testing

Visual Elements





ccesign.com

All Web Site Data ▾



Search reports and help

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

Overview

Active Users

Lifetime Value BETACohort Analysis BETA

User Explorer

▶ Demographics

▶ Interests

▶ Geo

▶ Behavior

▶ Technology

▶ Mobile

▶ Custom

▶ Benchmarking

ADMIN

Users Flow

May 5, 2017 - May 11, 2017 ▾

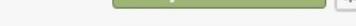
Level of Detail ▾

Export ▾

All Users
100.00% Sessions

+ Add Segment

Country ▾

Starting pages
9 sessions, 7 drop-offs1st Interaction
2 sessions, 1 drop-offs2nd Interaction
1 sessions, 0 drop-offs3rd Interaction
1 sessions, 0 drop-offsUnited States
8

/ 9

/ga.html
2

/ 1

/msft-eco-mgr.html
1

(not set)

1

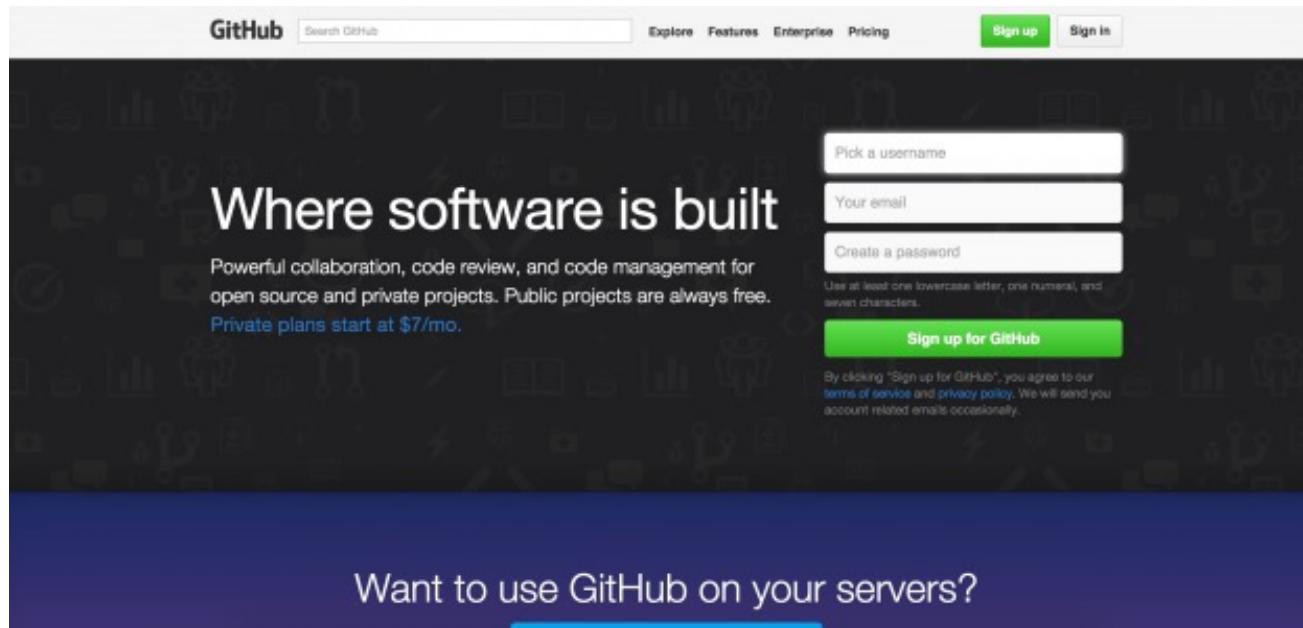
Fundamentals of Visual Design

- Sensation, Perception, Cognition
 - Sensation informs us about our context in the world.
 - Perception is the process of interpreting our sensory input
 - Cognition is the process that assists us in remembering, knowing, judging, and solving problems.
- Components of Gestalt in Design
 - Similarity
 - Proximity
 - Common Region
 - Continuation
 - Closure
 - Figure and Ground
 - Others: Focal point, Symmetry & order, Past experience or Habit, Parall

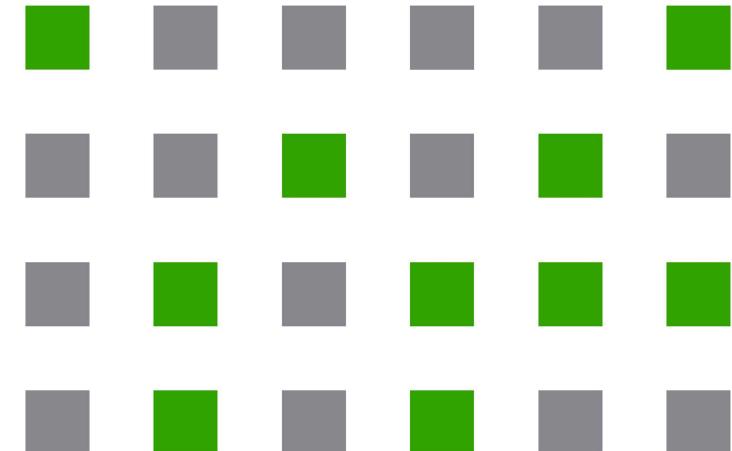
Gestalt (form, shape in German) is a group of visual perception principles developed by German psychologists in 1920s.

Similarity

- The principle of similarity states that when things appear to be similar to each other, we group them together. And we also tend to think they have the same function.
- The squares here are all equally spaced and the same size, but we automatically group them by color, even though there's no rhyme or reason to their placement.



The screenshot shows the GitHub sign-up interface. At the top, there's a navigation bar with 'GitHub' and a search bar. Below it, the main heading 'Where software is built' is displayed, followed by a brief description of GitHub's features and a note about free public projects. A green 'Sign up for GitHub' button is prominent. At the bottom, a blue banner asks if you want to use GitHub on your servers.

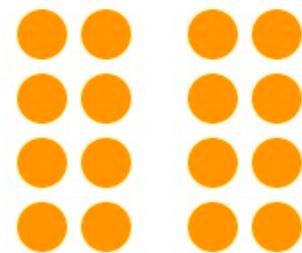
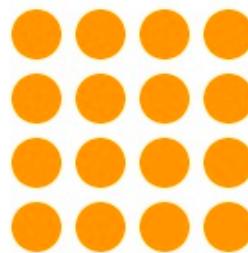


Proximity

- The principle of proximity states that things that are close together appear to be more related than things that are spaced farther apart.

Email

James@stewart.connect



A screenshot of the Walmart website homepage. The top navigation bar includes links for 'Hello Sign In', 'My Account', and a shopping cart icon. Below the header, a banner says 'Save big in every department'. The main content area features a grid of products: Electronics (iPad), Home (juicer), Exercise & Fitness (treadmill), Health (vitamin bottle), Clothing & Jewelry (pink tank top and leggings), Furniture (blue armchair), Cold Weather Prep (person in snowmobile), TurboTax (tax preparation software), H&R Block (tax preparation), Auto & Tires (tire), Office Supplies (black shredder), Home Improvement (drill), Outdoor Sports (tent), Paw Patrol (character), Baby Gear (crib), Baby (child's face), Blue Box (generic product), Tostitos (snack), and Call of Duty (video game). This illustrates how items are grouped together based on proximity on a webpage.

A screenshot of the VICE news website homepage. The top navigation bar includes links for 'WATCH', 'SECTIONS', 'PHOTOS', 'MAGAZINE', 'TOPICS: CITY GUIDES ELECTION 2016', 'OPINION', and social media links. Below the header, there are several news thumbnails: 1. 'Marijuana Users in Canada Can Legally Grow Their Own Weed Now' by Marisha Krishnan (February 24, 2016) - A large image of a cannabis plant. 2. 'The Women Who Love Ted Cruz' by Josh Andrusky (February 24, 2016) - A photo of a woman kissing a man. 3. 'How Donald Trump Won Nevada's Cliven Bundy Vote' by Grace Wyler (February 24, 2016) - A photo of a man in a cowboy hat speaking into a microphone. Other visible thumbnails include 'CALL-DUTY' and 'MOTHERBOARD'. This illustrates how news items are presented in a grid format on a news website.

Common region

- The principle of common region is highly related to proximity. It states that when objects are located within the same closed region, we perceive them as being grouped together.
- A good *Common Region* example would be the *card UI pattern*; a well defined rectangular space with different bits of information presented as one. *Banners* and *tables* are good examples as well.



architecture



Pairisa



Grotto Sauna by Partisans, Toronto
[Future Architecture:
futuristiconnews.co...]

469 83

 Andria Watkins
Help! I Am Married to an Arc...



from artisan

Maple

handmade real wood macbook skin
covers shipping worldwide from usa
\$2316 \$189 \$95

 Promoted by
artisan goods



from Plataforma Arquitectura
Namana Spa / MIA Design
Studio

Me encanta la idea de jardín de este
Spa. Parece que las plantas llevan.
139 35

 Ayelen Cayanga
promenade



from
Fonta
inspir

Pintor
#desig
Casas
111

33 shares



Write a comment...



 Frankie Sez Really great ideas for the 'minimalist' in some of us...

Like · Reply · 2 · Yesterday at 5:42am

 Country Mountain Homes Space for books is a must!

Like · Reply · Yesterday at 10:07am

[View 2 more comments](#)



Houzz

Yesterday at 5:30am ·

11 Things You Didn't Think You Could Fit Into a Small Bedroom

<http://bit.ly/21k8NvI>



11 Things You Didn't Think You Could Fit Into a Small Bedroom

Clever designers have found ways to fit storage,
murals and even chandeliers into these tight sleeping
spaces

WWW.HOUZZ.COM

Like

Comment

Share

157

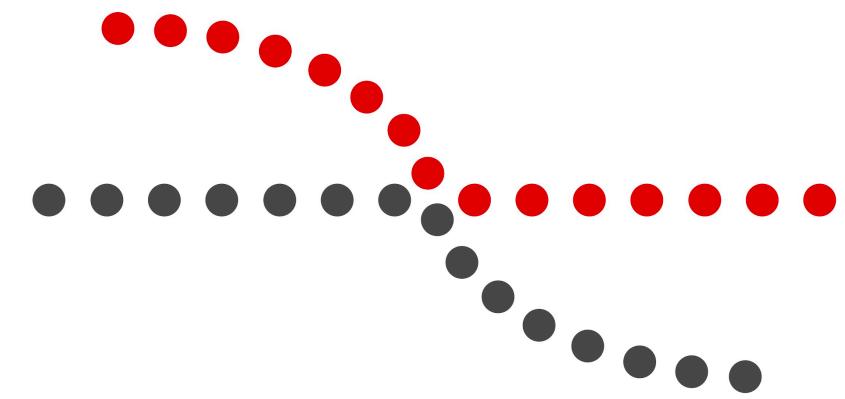
Top Comments





Continuation

- The law of continuity posits that the human eye will follow the smoothest path when viewing lines, regardless of how the lines were actually drawn.
- The eye tends to want to follow the straight line from one end of this figure to the other, and the curved line from the top to the bottom, even when the lines change color midway through.
- Amazon uses continuity to communicate that each of the products below is similar and related to each other.



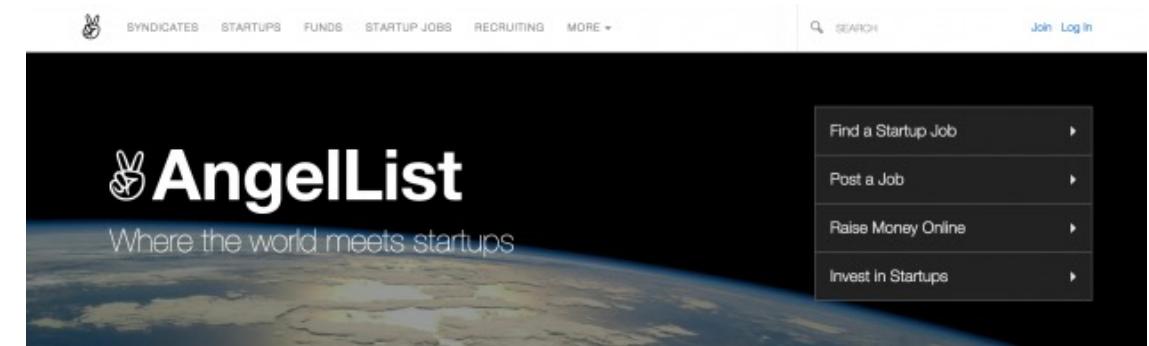
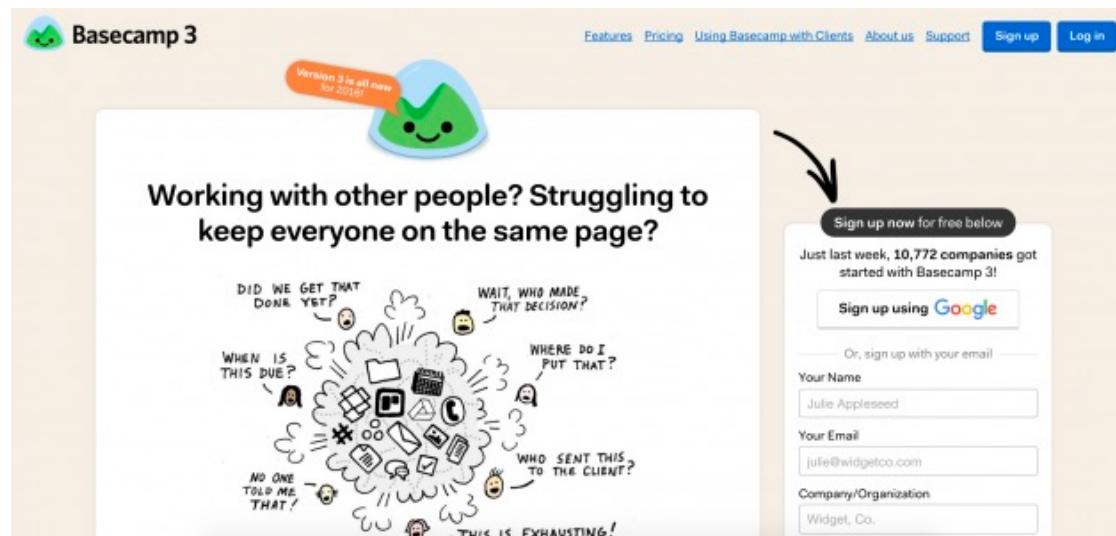
Closure

- The principle of closure states that when we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern.
- When you look at the image above you most likely see a zebra even though the image is just a collection of black shapes. Your mind fills in the missing information to create a recognizable pattern based on your experience.



Figure-ground

- The figure-ground principle states that people instinctively perceive objects as either being in the foreground or the background.





Putting a different ending

World famous and oscar winning movie Shape of the water loved by everyone, but what if this movie had different ending. Check out!

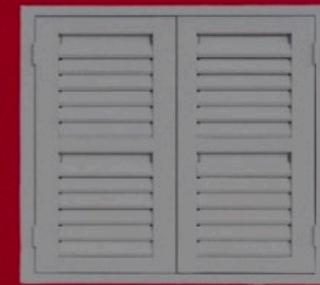


You can focus on this message because of this law.



Far Most Gone

Trekking a journey from becoming a beginner to the professional. A journey toward freedom of self expression.

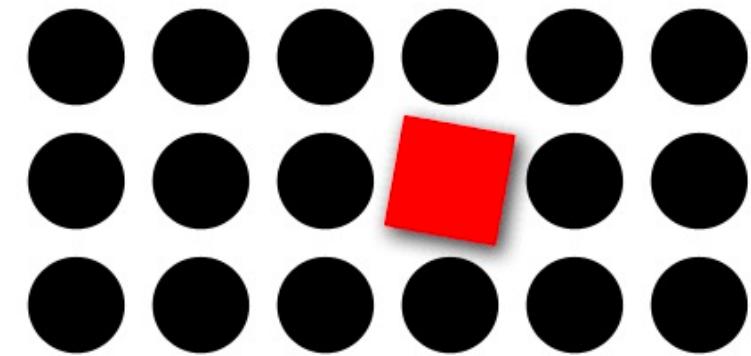
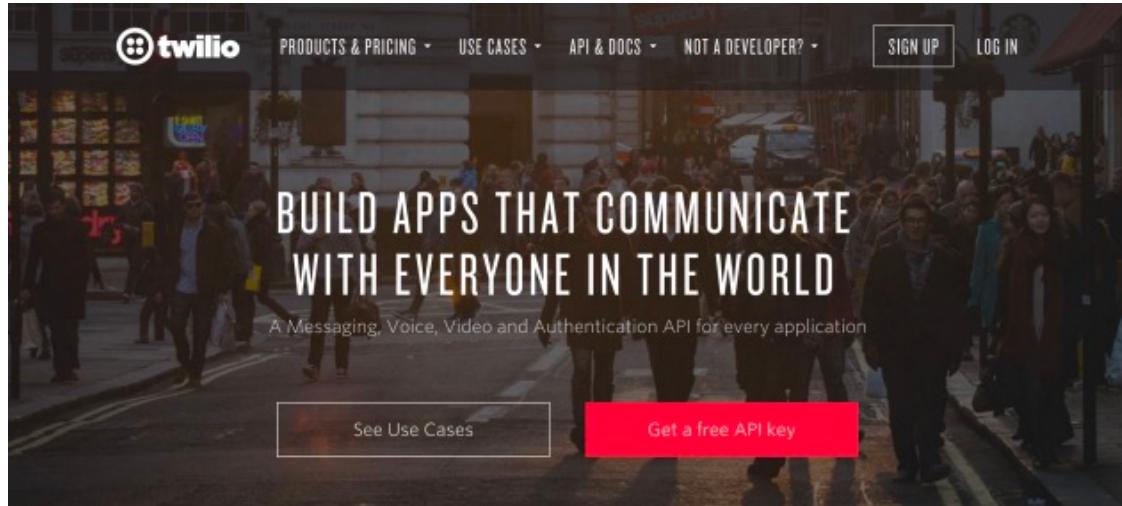


Hidden chambers of love

Being loved is the best experience you can have.

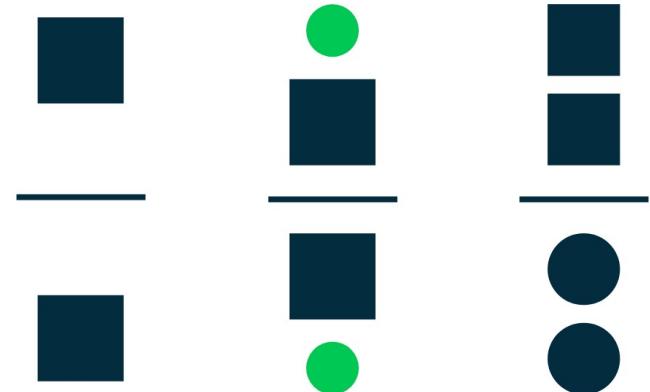
Focal point

- The focal point principle states that **whatever stands out visually will capture and hold the viewer's attention first.**



Symmetry

- Symmetrical elements tend to perceived as belonging together regardless of their distance, giving us a feeling of solidity and order.
- *It's good to use Symmetry for portfolios, galleries, product displays, listings, navigation, banners, and any content-heavy page.*

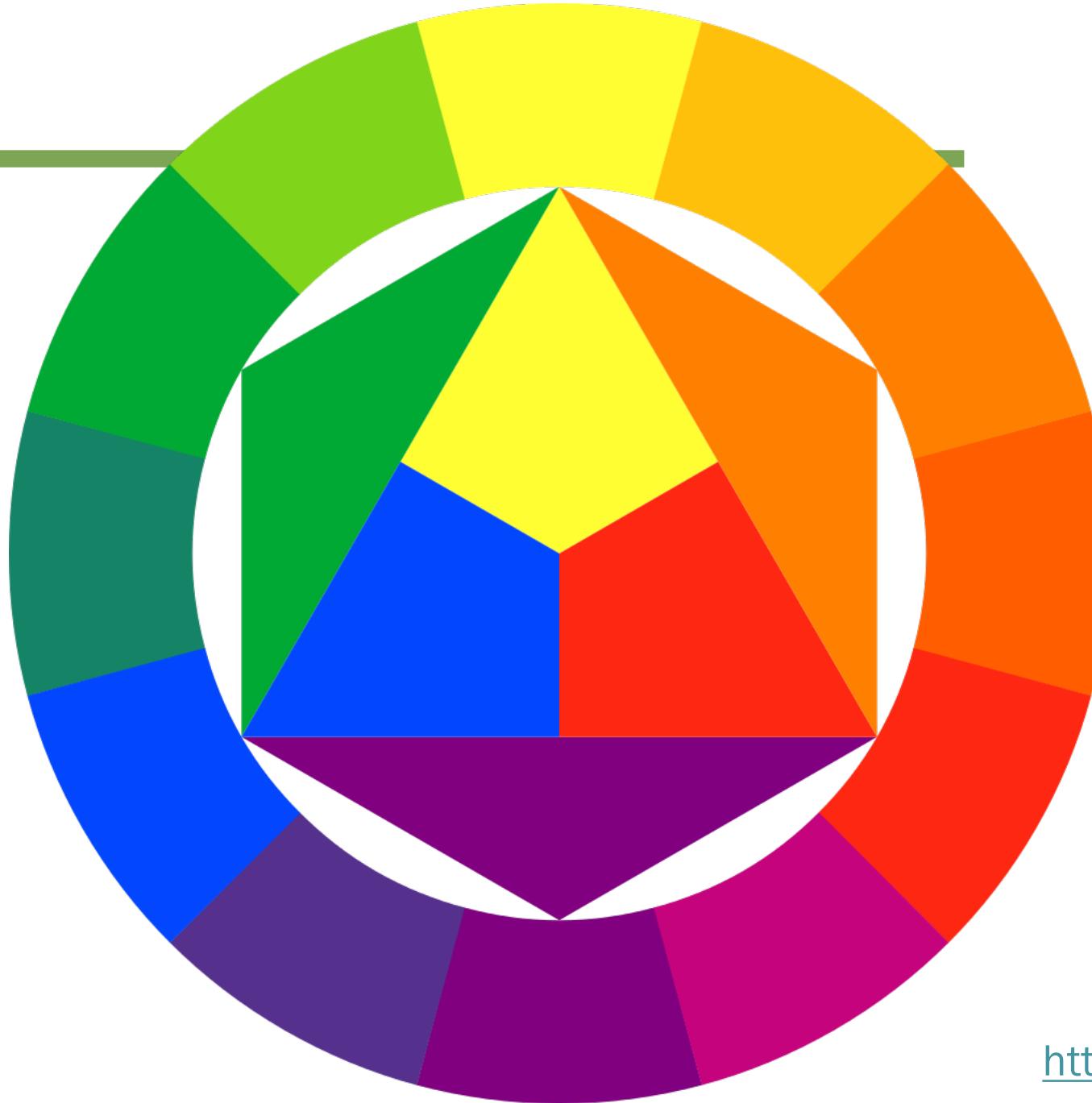


Discussion: Design patterns

- Media/content
 - huffingtonpost.com
 - thedailybeast.com
- Branding/advertising
 - [Nike](#)
- eCommerce
 - [Gilt Groupe](#)
 - [Fab.com](#)
- Platform
 - [Twitter](#)
 - [bagcheck.com](#)

Branding, Layout, Color, Typography, Motion and Copy

- Branding
 - Developing a brand is significant work
 - Starting with "why"?
- Layout and Composition: utilize grids
 - The more complex the underlying grid system, the more difficult it will be for your users to infer meaning from the placement of the content in the grid
- Color: choose a color combination in line with your brand objectives
 - Monochromatic color harmony
 - Triad color harmony
 - Analogous color harmony
 - Complementary color harmon
 - Split complement color harmony
- Images ...



<https://color.adobe.com/>

Branding, Layout, Color, Typography, Motion and Copy

- Typography
 - A significant part of a visual design treatment.
 - The more typefaces you work with, the more difficult it will be to keep the design cohesive.
- Motion
 - Motion is an increasingly important component, essential for mobile application and system design
- Copy
 - The text you use to convey information to the users (the copy) has a personality too
 - "404 – File or directory not found. The resource you're looking for might have been removed, had its name changed, or is temporarily unavailable."

Accessibility

- 4 levels: perceivable, operable, understandable, and robust
- Make it easier for users to see and hear content
- Foreground text below 18pt should have a minimum colour contrast ratio of 4.5:1
- Users should be able to resize the text in their display.
- Do not differentiate significant (non-decorative) icons based on colour
- If a keyboard is an input device to the system, enable keyboard access to the entire system.
- Be patient accepting input from users
- Help users avoid and correct mistakes.
- ...