




# Let's Talk About UI

Introduction to User Interfaces



Design is not just what it  
looks like and feels like.  
Design is how it works.

Steve Jobs

quote fancy

# People often ask what is the most important thing is for a website...

- Content
- Fonts
- Colour
- Design
- Page load times
- Programming language



# Don't Make Me Think!

Websites (and any user interface) should be:

- Self-evident
- Obvious
- Self-explanatory





**A USER INTERFACE IS  
LIKE A JOKE. IF YOU HAVE  
TO EXPLAIN IT, IT'S NOT  
THAT GOOD.**

---

Martin LeBlank

---

Makes me  
think...



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Yahoo in 2002

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Yahoo in 2006



Now I Have  
To Think  
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An employee at the Municipal Center walked into the building and opened fire, killing at least 11 people and wounding six others, including a police officer, an official said.  
Suspected shooter dead »

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At this point, it's a pretty safe assumption that the entire world knows who Rose Hanbury is. If you've managed to avoid all media for like the past three months and need a refresher, she...

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A family in Pennsylvania is in "pain" after seeing that their deceased daughter had been omitted from her high school's yearbook.

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Netflix's ♣️When They See Us Tells the Story of the Central Park Five. Here's a Timeline of the Real Events.

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How do we really use the web?  
F-Shaped Pattern For Reading Web Content

Eyetracking by Jakob  
Nelson, 2006

# Implications of the F Pattern



**USERS WON'T READ  
YOUR TEXT  
THOROUGHLY**



**THE FIRST TWO  
PARAGRAPHS MUST  
STATE THE MOST  
IMPORTANT  
INFORMATION.**



**START SUBHEADS,  
PARAGRAPHS, AND  
BULLET POINTS WITH  
INFORMATION-  
CARRYING WORDS**



## Overcoming the F Pattern

- Include the most **important points** in the first two paragraphs on the page.
- Use **headings and subheadings**. Ensure they look more important, and are more visible, than normal text so users may distinguish them quickly.
- Start headings and subheadings with the words **carrying most information**: if users see only the first 2 words, they should still get the gist of the following section.
- Visually **group small amounts of related content** — for instance, by surrounding them with a border or using a different background.



# Overcoming the F Pattern

- **Bold** important words and phrases.
- Take advantage of the **different formatting of links**, and ensure that links include information-bearing words (instead of generic “go”, “click here” or “more”). This technique also improves accessibility for users who hear links read aloud instead of scanning the content visually.
- **Use bullets and numbers** to call out items in a list or process.
- **Cut** unnecessary content.

# Other reading patterns...



**Layer-cake pattern** occurs when the eyes scan headings and subheadings and skip the normal text below. A gaze plot or heat map of this behaviour will show horizontal lines, reminiscent of a cake with alternating layers of cake and frosting.



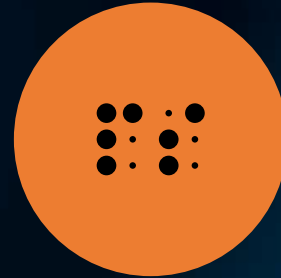
**Spotted pattern** consists of skipping big chunks of text and scanning as if looking for something specific, such as a link, digits, a particular word or a set of words with a distinctive shape (such as an address or signature).



**Marking pattern** involves keeping the eyes focused in one place as the mouse scrolls or finger swipes the page, like a dancer fixates on an object to keep balance as she twirls. Marking happens more on mobile than on desktop.



## Other reading patterns...



**BYPASSING PATTERN** OCCURS WHEN PEOPLE DELIBERATELY SKIP THE FIRST WORDS OF THE LINE WHEN MULTIPLE LINES OF TEXT IN A LIST START ALL WITH THE SAME WORD(S).



**COMMITMENT PATTERN** CONSISTS OF FIXATING ON ALMOST EVERYTHING ON THE PAGE. IF PEOPLE ARE HIGHLY MOTIVATED AND INTERESTED IN CONTENT, THEY WILL READ ALL THE TEXT IN A PARAGRAPH OR EVEN AN ENTIRE PAGE. (DON'T COUNT ON THIS TO HAPPEN FREQUENTLY, THOUGH. ASSUME THAT MOST USERS WILL BE SCANNING.)

Scanning is  
dictated by...

- Users' **motivation**
- **Goals** they are trying to achieve
- **Layout** of the page and **formatting** of text
- **Page content**

We Don't  
Read Pages

Tue, Feb 4, 2020

THE IRISH TIMES

4°C  
Dublin

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Sinn Féin leads way in Irish Times/Ipsos MRBI poll with highest support ever



- SF's best ever Irish Times poll
- Irish Times view: SF in key position
- SF takes lead with poll showing
- Liveblog: Reaction as it happened



## Election 2020 »



Election 2020: Where do the political parties stand on cycling?



Election 2020: Sinn Féin takes the lead with strong poll showing



School buildings and the election: 'Our children are the future'



## Election Daily

A daily 10(ish)-minute podcast from the campaign trail

## ● LIVE Election 2020: Sinn Féin shows campaign surge



Irish Times poll sees party lead the election race ahead of Mary Lou McDonald's appearance in leaders' debate

## Fintan O'Toole: It is time for Sinn Féin to come in from the cold



Opinion | 05:00  
A real democratic alternative has to include the biggest party of radical change

## Election 2020: Where do the political parties stand on cycling?



Irish News | 10:09  
Cycling advocate says only Greens, Labour and Social Democrats 'playing senior hurling'

## US Democratic race: Chaos in Iowa as 'inconsistencies' delay caucus results



US | 07:02  
Disastrous start to party's primary race as technology in reporting of results fails

## Conor Pope: Running is boring – there, I've said it



Fitness | 06:01  
I am wearily used to finding running physically challenging, so the

## Brad Pitt and the god-bod prob: Stop drooling and give him another Oscar



Film | 06:00  
The star's looks make us dismiss his talent. After

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16 mins



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Election 2020 »

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Fintan O'Toole: It is time for Sinn Féin to come in from the cold

Election 2020: Where do the political parties stand on cycling?

US Democratic race: Chaos in Iowa as 'inconsistencies' delay

Conor Pope: Running is boring – there, I've said it

Brad Pitt and the god-bod prob: Stop drooling and give him another Oscar

# Never Overestimate Your Users

- Just 17% of website traffic is **direct**
- The other 83% comes from **search engines**
- Up to 5% of search traffic comes from people **searching the URL**

(Wolfgang Digital, 2016)



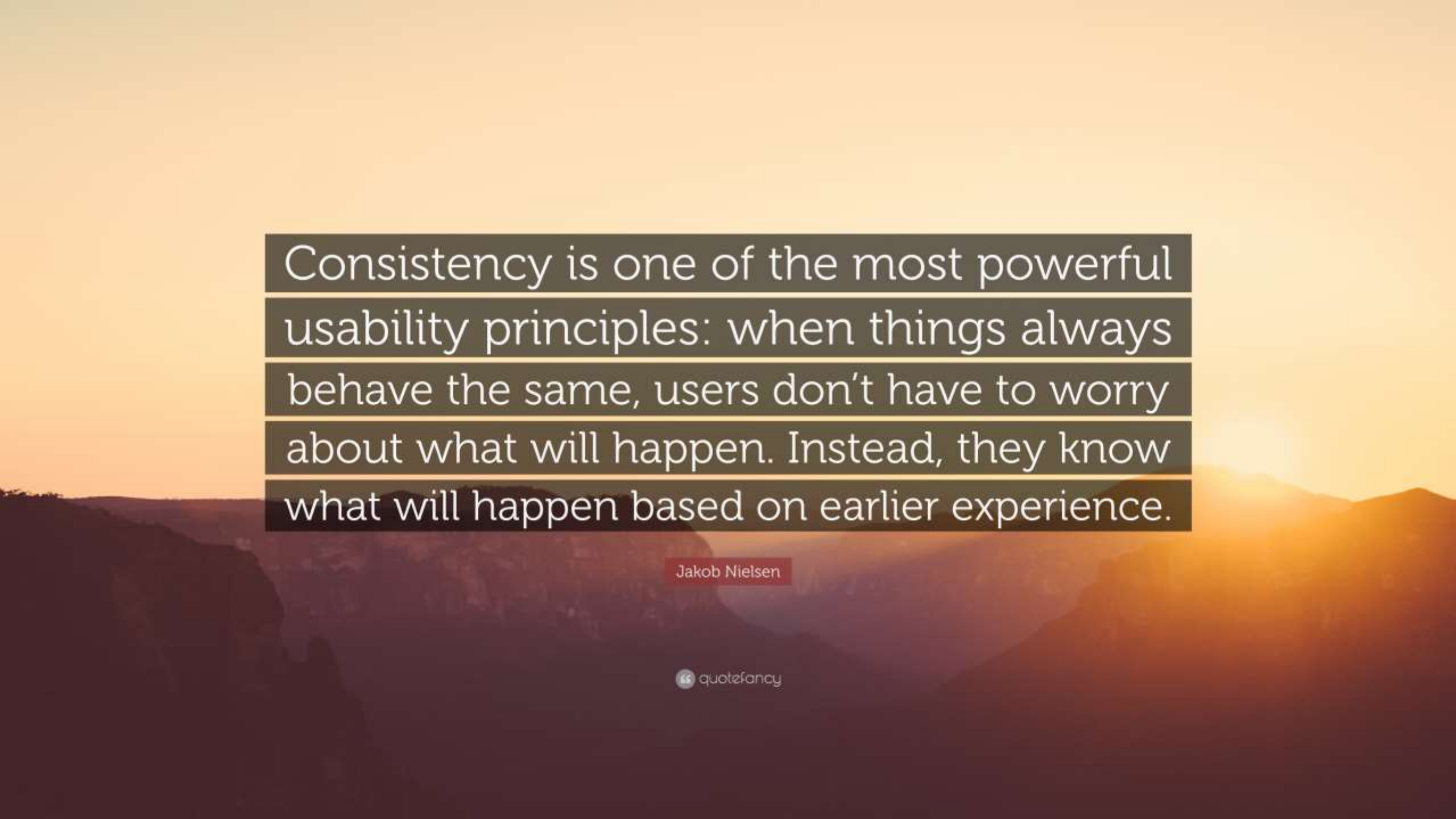




# Key Principles of UX Design

# A quick look at...

- Consistency
- KISS
- Occam's Razor
- Hick's Law
- Pareto Principle
- Gestalt Theory



Consistency is one of the most powerful usability principles: when things always behave the same, users don't have to worry about what will happen. Instead, they know what will happen based on earlier experience.

Jakob Nielsen



# Consistency

- Consistency means *“logical **coherence** and **accordance**”*.
- A usable and **user-friendly** design always provides a consistent experience.
- If user has to find a new way each time to resolve a similar kind of problem while working in a design, he will get **confused** and **frustrated** at the same time.
- Consistency helps to **reduce the learning time** for a product since user gets familiar with the given experience.



Consistency  
needs to achieve  
both in terms of  
visual design  
and experience.

**Timothy Smith** in **UX Booth** identified areas of a design where consistency should be taken care:

- Elements
- Design itself
- Content
- Interactions

# **KISS**

**keep.it.simple.stupid.**



# Occam's Razor

“Among competing hypotheses that predict equally well, the one with the fewest assumptions should be selected.”

- **The simplest solution is always the best**
- So, when two designs have the same function, Occam's Razor recommends **selecting the simpler**.
- Therefore, when evaluating your designs, analyze each element and **remove as many as possible**, without compromising the overall function.
- This should ensure that you remain with elements you have minimized as much as possible but which still work perfectly

# Simplicity – Hick's Law

The time it takes to make a decision **increases** with the number and **complexity of choices**.

- **Simplify** choices for the user by breaking down complex tasks into **smaller steps**.
- Avoid overwhelming users by **highlighting** recommended options.
- Use progressive onboarding to **minimize cognitive load** for new users.





## Pareto Principle

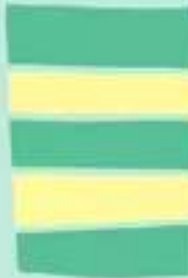
The Pareto principle states that, for many events, roughly **80%** of the effects come from **20%** of the effort.

Focus the **majority of effort** on the areas that will bring the **largest benefits** to the most users.

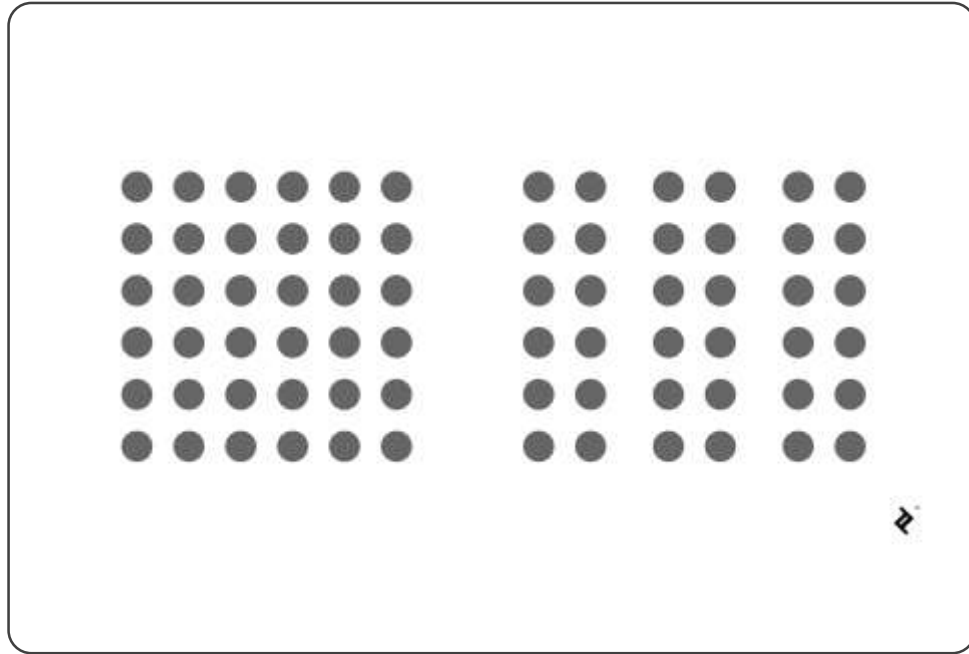


# Gestalt Psychology

The whole is different than the sum of its parts







Guided by 6 principles

- *Proximity*
- *Similarity*
- *Continuation*
- *Closure*
- *Figure/Ground Perception*
- *Law of Common Region*

# Gestalt Theory

<https://blog.prototypr.io/gestalt-principles-applied-to-ux-design-af47bcf4bd28>

# Proximity

When an individual perceives an assortment of objects they perceive objects that are close to each other as related.

The closer items form a relationship. In turn, they are easier to read and associate with each other.

**Bill Stewart**

South Carolina

**Eric Cummings**

Iowa

**Minerva Wong**

Wyoming

**Sue Mann**

Oklahoma

**Emily Carpenter**

North Dakota

**Timothy Sutton**

Mississippi

**Bill Stewart**

South Carolina

**Eric Cummings**

Iowa

**Minerva Wong**

Wyoming

**Sue Mann**

Oklahoma

**Emily Carpenter**

North Dakota

**Timothy Sutton**

Mississippi

I Isaiah Watkins

G Gordon Welch

E Edward Tucker

J Johnny Guerrero

J Johanna Briggs

R Randall Garrett

N Nicholas Brown

J Jared Herrera

J Johnny Guerrero

J Juan Lloyd

R Randy Fleming

T Tommy Atkins

## Similarity

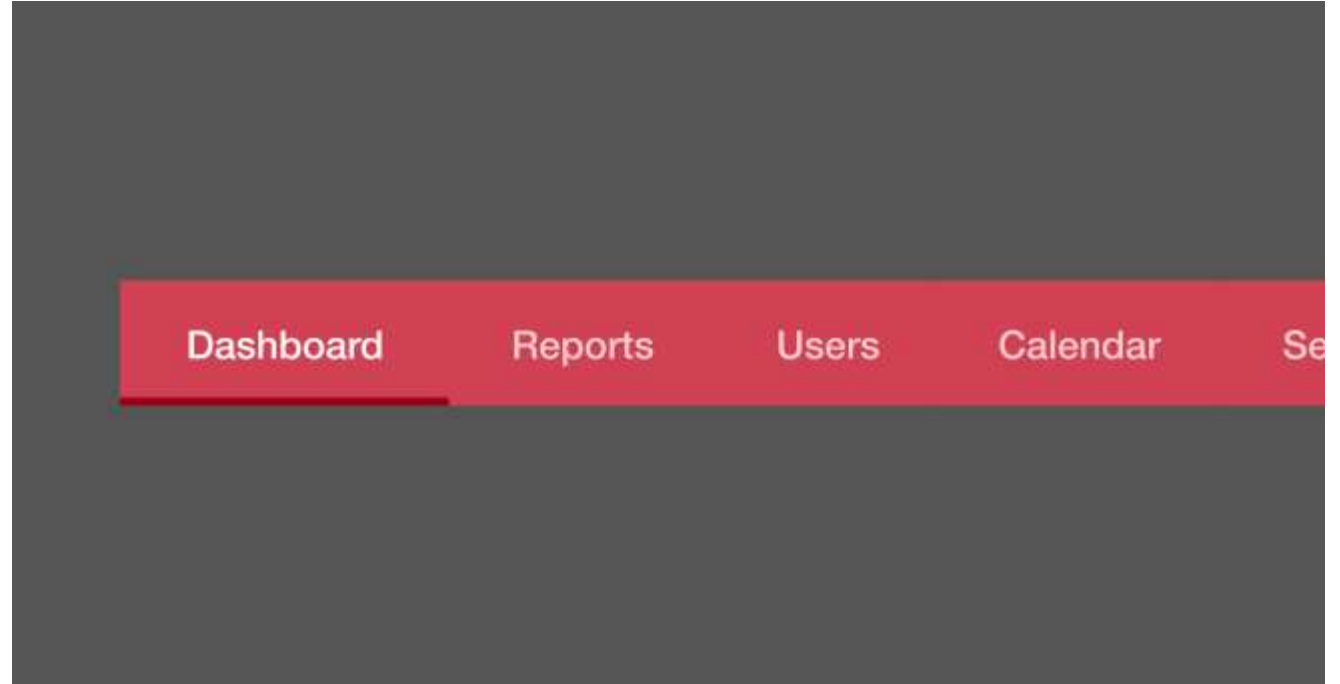
Elements can visually be **grouped** together if they have **visual similarities**. This can be applied in the form of **color**, **shape**, or **iconography**.

Visual nomenclature can help identify items that belong to similar or different **categories** while maintaining a consistent patterns across experiences.

## Continuation

Continuity happens when the eye is **guided** to move from one object to another.

Components containing tabs or dropdown selections with a **partial option within view** provides an affordance that there are additional options or interactions.



# Independent.ie

≡ Sections

In the news:



News

## **BREAKING** | Molly and Tom Martens win challenge against convictions for murder of Irishman Jason Corbett

US father and daughter, Tom and Molly Martens, have dramatically won a challenge against their convictions for the murder of Irish businessman Jason Corbett (39) and now face the likelihood of a full retrial.

### Most Read

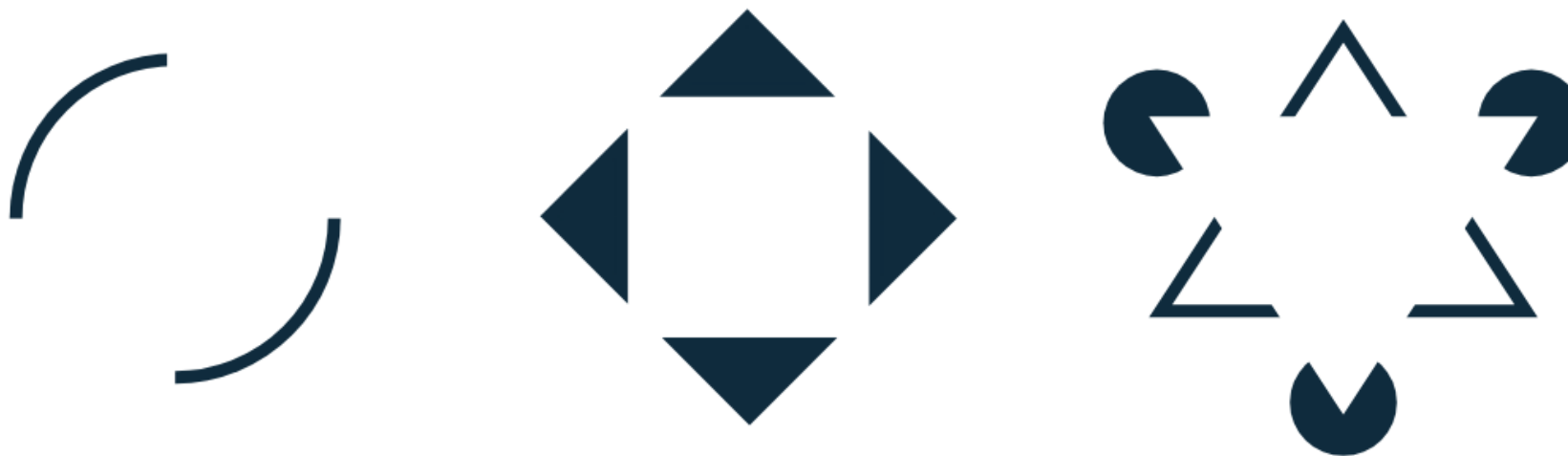
- 1 Amy Huberman leads stylish Irish contingent (and Kate Middleton) on BAFTA red carpet
- 2 How one woman turned a mobile home into her dream house
- 3 Tipperary voters won't go to polls on Saturday as general election candidate dies suddenly
- 4 Man who sold same two forests 'over and over again' in €5.5m investment scam has prison term increased after appeal
- 5 Sinn Féin stumbles over tax as IRA murder casts shadow

### Headlines

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## Closure

Individuals perceive objects such as shapes, letters, pictures, etc., as **being whole** when they are not complete. Specifically, when parts of a whole picture are missing, our perception fills in the visual gap.

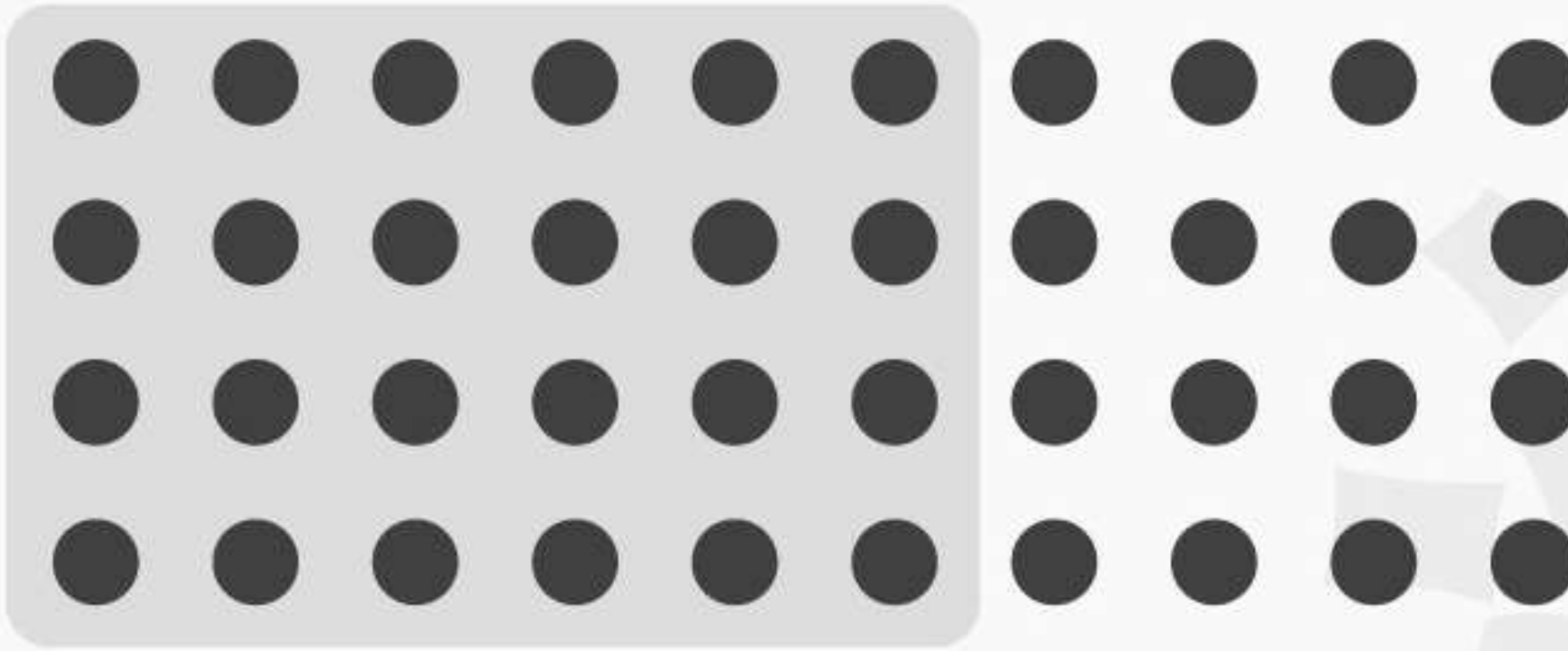
Loading **states**, **completion meters** are great examples of this.



## Figure/Ground Perception

Refers to our ability to visually **separate elements** on different planes of focus. There are three ways to effectively execute this, of these through **layering**, **contrast**, and **information hierarchy**.

**Modals**, **overlays**, and **information hierarchy** all abide to the law of figure ground.



## Law of The Common Region

We **group elements** that are in the same closed region.

Can be used to define areas of the page and distinguish different content **sections** such as a body and sidebar.



# GE2020

## Coveney says the word change has been 'ambushed' and accuses Sinn Féin of 'con job'

### GENERAL ELECTION 2020



# ELECTION

Explainer: Why was the election postponed in Tipperary and what happens now?



# GE2020

Coveney says the word change has been 'ambushed' and accuses Sinn Féin of 'con job'



# GE2020

Tipperary may not go to the polls until 28 or 29 February 'at the earliest'

[Browse our candidate database](#)

### Today's News



# TEAM NEWS

## Deegan set for Ireland debut off bench as O'Mahony and Henshaw start

21 minutes ago 5,836 Views 28 Comments

Garry Ringrose and Caelan Doris miss out on the clash against Wales due to injury.



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**Poll: Should there be minimum sentences for anyone convicted of assaulting**

# Conclusion

- **Apply** the above principles of UX design to websites as you browse them. Consider the **purposeful decisions** the designers have made on each page
- Consider the layout and design of your pages on **PAPER** before you start coding.
- See how many of the UX principles you can **apply to your projects**.
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- Keep your pages **consistent**
- Keep it **simple**
- Have **FUN!**