UX Design
Thinking beyond HCI
Dr David Tarrant, University of Southampton
Overview

- Key Principals
- Krugs Laws
- Powerful Layouts
- The Trunk Test
“Get rid of half the words on each page/screen, then get rid of half of what’s left.”

Krug’s Third Law of Usability
“It doesn’t matter how many times I have to click, as long as each click is a mindless, unambiguous choice.

Krug’s Second Law of Usability
Key Principals

• Familiarity
• Unity
• Consistency
• Variety
• Economy
• Proportion & Balance
• Associations
• Performance
Key Principals

• Familiarity
• Unity
• Consistency
• Variety
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• Performance

Using well known principals to match the users expectation. These are different depending on the type of site and target audience.
Key Principals

- Familiarity
- **Unity**
- Consistency
- Variety
- Economy
- Proportion & Balance
- **Associations**
- Performance

Showing clear relationships between elements.

Always use **AT LEAST** two visual cues in each case, e.g. colour and font size.
Key Principals

- Familiarity
- Unity
- Variety
- **Consistency**
- Economy
- Proportion & Balance
- Associations
- Performance

Ensure that your experience is consistent.

This is always obvious in the first design however feature creep is a real problem. Especially as you might introduce variety.
Key Principals

• Familiarity
• Unity
• Consistency
• Variety
• Economy
• Proportion & Balance
• Associations
• Performance

Show clear separation between different elements in different contexts.

Use the same color and bordering tricks to maintain consistency.
Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- **Economy**
- Proportion & Balance
- Associations
- Performance

People scan web pages. Be economical with information presented.

**BUT**

**DO NOT** hide common functionality unless you are 1000% sure that the experience is better.
Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- Economy

• **Proportion & Balance**
  - Associations
  - Performance

People like structure.

Consider use of hierarchies and grid layouts to help guide users to the correct content.

These also help with all the issues of re-flow.
Key Principals

- Familiarity
- Unity
- Consistency
- Variety
- Economy
- Proportion & Balance
- Associations
- Performance

Use every technique available to ensure that the site/application works on as many devices as possible

DO NOT frustrate users
Powerful Layouts

• It’s a numbers game
  • Odd is normally better than even
  • Lists of 3
  • $7 \pm 2$

• Don’t undervalue the use of white space.

• Try to ensure even spaces between all content

Use the $\frac{3}{4}$ rule
(To make content stand out)

DON’T DISTRACT USERS
Hi and welcome to my portfolio!

This is a showcase of my templates for sale exclusively on ThemeForest & CodeCanyon. If you need a customized version of any of these files, feel free to drop me an email below.
Featured Graphic

Affordable Websites

We believe you deserve a first class website with all the bells and whistles. It should look amazing and be super simple to edit + update. And it shouldn’t cost thousands of dollars. We believe we have the solution.
Five Boxes
Fixed Sidebar

We were created to create
Yes we are, blah, blah...

What we do
What we do? A lot of things, actually. We just can't stop making awesome web sites, graphic elements and logos, optimising sites... See it for yourself!

Our work
A picture tells more than 1000 words. Take a look at our portfolio to see that we don't lie when we say: We rock!

Contact us
Don't be shy! There must be something you want to tell us... We love to be in contact with people.
Power Grid

Powerful Layouts
Full Screen Photo

Powerful Layouts
Krug, S. Don’t Make Me Think: A Common Sense Approach to Web Usability (PDF is available using a Google search)
What?

Unfortunately, many choices on the Web aren't as clear. For instance, if I go to Symantec's Virus Updates page because I want to update my copy of Norton AntiVirus, I'm faced with two choices I have to make before I can continue.

One of the choices, Language, is relatively painless. It takes only a tiny bit of thought for me to conclude that "English, US" means "United States English," as opposed to "English, UK." If I bothered to click on the pulldown menu, though, I'd realize that I was actually just muddling through, since there is no "English, UK" on the list.

I'd also probably be a little puzzled by "Español (English, Int'l)" but I wouldn't lose any sleep over it.

The other choice, Product, is a bit dicier, however. The problem is that it refers to "NAV for Windows 95/98." Now, I'm sure that it's perfectly clear to everyone who works at Symantec that NAV and "Norton AntiVirus" are the same, but it requires at least a small leap of faith on my part. And even though I know for certain that I'm using Windows 98, there's at least the tiniest question in my mind whether that's exactly the same as "Windows 95/98." Maybe there is something called "Windows 95/98" that I just don't know about.

In case you've forgotten the game, there's an excellent version that you can play against on the Web at http://20q.net. Created by Robin Burgener, it uses a neural net algorithm and plays a mean game. They've made it even more mindless, though, by adding "Other" and "Unknown" as acceptable answers to the first question.

Krugs Laws

Don’t Make me Think!
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I Just Want a Laptop

Big on features, not on price.

Check out our great offer on the new Inspiron 15R with its stylish design and generous storage.
Colours!

Has anyone ever instantly notices the search box at the top of the apple website?

Much better in iTunes
Going WAY to far

Security Validation

If you have forgotten your password, please contact the IT help desk.

Cancel login

Sign in

Security Validation

Please complete the following security questions so that we can ensure that your answers match data that is held on your ResourceLink record:

What is your date of birth? (ddmmyyyy) [ ]
What is your National Insurance number? [ ]
Krugs Laws

Don’t Make me Think!
safely ignore. Several of the initial eye-tracking studies of Web page scanning suggest that users decide very quickly which parts of the page are likely to have useful information and then almost never look at the other parts—almost as though they weren't there.

Make it obvious what's clickable

Since a large part of what people are doing on the Web is looking for the next thing to click, it's important to make it obvious what's clickable and what's not. For example, on Senator Orrin Hatch’s Home page during his unsuccessful 2000 presidential bid, it wasn't clear whether everything was click-able, or nothing was. There were 18 links on the page, but only two of them invited you to click by their appearance: a large button labeled “Click here to contribute!” and an underlined text link (“full story”).

The rest of the links were colored text. But the problem was that all of the text on the page was in color, so there was no way to distinguish the links at a glance.

It’s not a disastrous flaw. I’m sure it didn’t take most users long to just start clicking on things. But when you force users to think about something that should be mindless like what’s clickable, you’re squandering the limited reservoir of patience and goodwill that each user brings to a new site.

3 Orrin Hatch deserves at least a footnote in usability history, since he was—to the best of my knowledge—the first presidential candidate to make Web usability a campaign issue. In the first televised Republican candidates’ debate of the 2000 campaign, he told George W. Bush, “I have to say, Governor, in contrast to [your Web site], it’s easy to find everything on mine. [Chuckles.] It’s pretty tough to use yours! Yours is not user-friendly.” (His site was easier to use.)

www.orrinhatch.com

How many clickable links?

- Krugs Laws
- Don’t Make me Think!
**What Website?**

**FREE Performance Solution for Java/.NET**

AppDynamics Lite is the very first free product designed for troubleshooting Java/.NET performance while getting full visibility in production environments.

**Get Started in 2 Minutes.**
Find Root Cause in 15 Minutes.

**AppDynamics Lite for Java**
**AppDynamics Lite for .NET**

**Click below to watch a short video about AppDynamics Lite**

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**Recommended Projects**

- JHOVE
- Metadata Extraction Tool
- Xena - Digital Preservation...

**Keep Me Updated**

Stay up-to-date with the latest features and bug fixes.

Subscribe to Updates

We will only send you **DROID** related information.
The Trunk Test

• Site ID
  – What website is this?

• Page Name
  – What page am I on?

• Sections
  – What are the major sections of this site?

• Local Navigation
  – What are my options at this level?

• “You Are Here”
  – Where am I in the scheme of things?

• Search
  – How can I search?
Exercise

• In a group of two, do a very quick trunk test on the five sites in your pack.

• Then pick one of the sites and sketch a quick re-design that improves the trunk test but does not remove content.
How much bigger can container ships get?

By William Kremer
BBC World Service

The world’s cargo ships are getting big, really big. No surprise, perhaps, given the volume of goods produced in Asia and consumed in Europe and the US. But are these giant symbols of the world’s trade imbalance growing beyond all reason?

What is blue, a quarter of a mile long, and taller than London's Olympic stadium?

In today’s Magazine

7 questions on obesity
Could a new...
Before thinking about annuities, fully fund the tax-deductible and tax-deferred savings plans (other than annuities) that you’re qualified to take part in. Individual- and employer-sponsored plans are great ways to squirrel away money for the post-work years. They’re more effective than annuities because they usually have lower fees and most give you a bigger break on taxes. For example, both a 401(k)’s principal and earnings grow tax-deferred, whereas only an annuity’s earnings do so. Also, most plans give you a wide variety of investment options.

The following chart shows contribution limits, advantages, and other comparison points for the different plans.

<table>
<thead>
<tr>
<th>Retirement Plans At A Glance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan</td>
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<td>-------</td>
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<tr>
<td>401(k)</td>
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</tbody>
</table>
The Trunk Test
Kiwig

Wikipedia offline & more

113 Recommendations
10,430 Downloads (This Week)
Last Update: 21 hours ago

Download
kiwig-0.9-rc2.dmg

Browse All Files

GO Parallel
Translating Multicore Power into Application Performance

Most Recent Posts:
Neuromorphic Chips: Ultimate Parallel Processors
Browse Blues

- General
- Blues Rock
- Chicago Blues
- Delta Blues
- Female Vocal Blues
- Independents
- Modern Blues
- Regional Blues
- Traditional Blues

Blues Editor's Picks

- Can't-Miss Classics
- 10 Under $10
- Blues in a Box
- Best of the Best
- Personal Favorites
- Emerging Artists
- Blues on the Road
- Romantic Blues
- Blues for Rock Fans
- Blues for the Holidays

New and Notable

- Live At 85
  Pinetop Perkins

- Bitter Sweet Blues
  Gaye Adegbalola

- Let The Good Times Roll...Louis Jordan
  B.B. King

- These Blues Are All Mine
  Tab Benoit

More new releases
Before thinking about annuities, fully fund the tax-deductible and tax-deferred savings plans (other than annuities) that you're qualified to take part in. Individual- and employer-sponsored plans are great ways to squirrel away money for the post-work years. They're more effective than annuities because they usually have lower fees and most give you a bigger break on taxes. For example, both a 401(k)'s principal and earnings grow tax-deferred, whereas only an annuity's earnings do so. Also, most plans give you a wide variety of investment options.

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Step 1: Fund other plans first

Before thinking about annuities, fully fund the tax-deductible and tax-deferred savings plans (other than annuities) that you're qualified to take part in. Individual- and employer-sponsored plans are great ways to squirrel away money for the post-work years. They're more effective than annuities because they usually have lower fees and most give you a bigger break on taxes. For example, both a 401(k)'s principal and earnings grow tax-deferred, whereas only an annuity's earnings do so. Also, most plans give you a wide variety of investment options.

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<th>Advantages</th>
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<td>Corporations</td>
<td>Maximum employee</td>
<td>You choose how</td>
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The Trunk Test

WHAT'S WRONG WITH THIS PICTURE?

The Site ID is below the navigation, and hard to spot. It looks too much like the internal promo next to it, and because the Site ID isn't in the upper left corner, it ends up looking like an ad.

The heading DVD is positioned above the link Audio/Video Main, but it is lower in the hierarchy. And there's no search, which is baffling in a large e-commerce site full of products.

While I was writing this chapter, Global Mart redesigned their site and did most of the right things themselves. For instance, they moved the Site ID to the top of the page and added a search box.

But as so often happens with redesigns, for every step forward there's one step back. For instance, the Utilities went from one legible line to two illegible ones. (Always avoid stacking underlined text links; they're very hard to read.)

I moved the link to Audio/Video above the page name, so the visual hierarchy matches the logical hierarchy. I also made the page name a little more prominent, and moved it flush left instead of centered. (In most cases, I find left or right alignment is more effective than centering in "telegraphing" a visual hierarchy.)

For the same reason, I moved the search button next to the search box, instead of centered below it.
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MY VERSION
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WHAT'S WRONG WITH THIS PICTURE?

The navigation is spread out all over the page, making it much harder to tell what's navigation and what isn't. The navigation, ads, promos, and content all run together.

There is no list of major sections. The list at the top looks like sections, but it's actually a list of other sub-sites of CNET.com. What makes it particularly confusing is that Builder.com (the site I'm in) doesn't appear in that list.

The only navigation that tells me where I am in Builder.com is the Breadcrumbs.

It's also hard to tell where the content actually starts. This is one of those pages that seems to keep starting over, forcing you to scroll down just to find out what it is.

<

MY VERSION

This is one of those pages where you have to have the gumption to say, "This is beyond tweaking." There are underlying dilemmas here that need to be resolved before you even think about the page layout.

All I did was tighten up the top a little and try to make the content space easier to spot by adding a background to the column on the left.

At the same time, I made sure that the page name was positioned so it was clearly connected to the content space.
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Description

Kiwix is an offline reader for Web content. It's especially intended to make Wikipedia available offline.

With Kiwix, you can enjoy Wikipedia on a boat, in the middle of nowhere… or in Jail.

Kiwix manages to do that by reading ZIM files, a highly compressed open format with additional metadata.

Kiwix Web Site >
WHAT'S WRONG WITH THIS PICTURE?
Not much. Did you have trouble finding anything?
I rest my case.

MY VERSION
There's really almost nothing to improve here.
I did redo the search. (I don't know why they used "Enter Keywords" here when they use just plain "Search" almost everywhere else in the site.)
And if you're going to scope a search, it's worth adding the word "for" so it reads like a sentence: "Search ___ for ___."
I also made the page name a little more prominent to help make the division between the content and navigation spaces even clearer.
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• Unger, R. Chandler, C. A Project Guide to UX Design
  
  (Chapter 10 Only)

• Rogers, Y. et al. Interaction Design: Beyond Human-Computer Interaction