

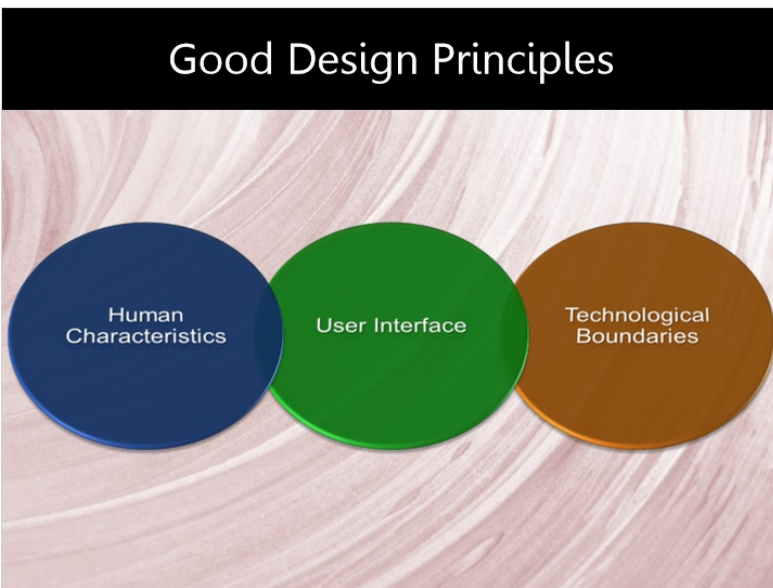
# Design Principles



## Design Principles

Notes:

### *1.2 Good Design Principles*



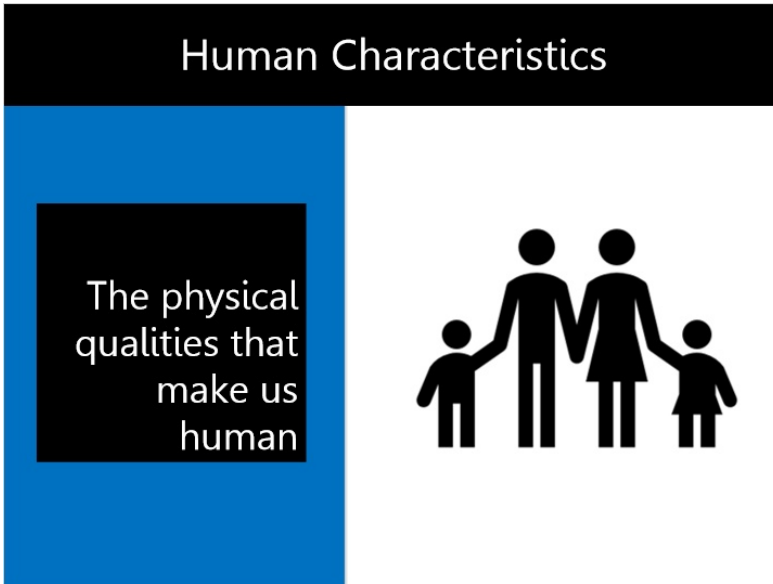
Notes:

Good website design will bring together principles from three overlapping areas

- Human Characteristics, User Interface & Technological Boundaries

We will look at each area in more detail.

### 1.3 The physical qualities that make us human



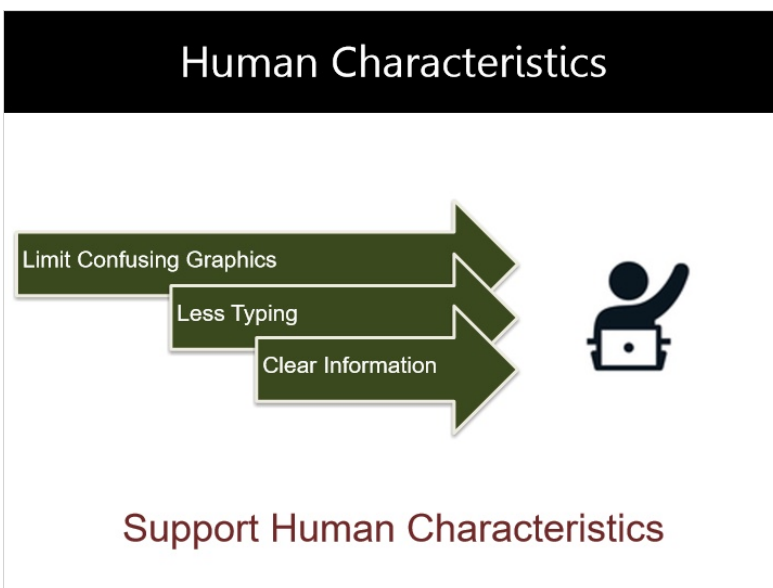
#### Notes:

This is all about the physical qualities that make us human.

No two people are the same, so we need to think in broad terms about how people interact with our website.

Take a moment to consider this. It's surprising how important our hands are. We are always required to click a mouse or type on a keyboard. This is how we - as humans - 'send' information to the website. And when we think about how we 'receive' information back, our eyes do all the work. Most of the information is visual.

### 1.4 Human Characteristics



#### Notes:

Once we identify how humans tend to send and receive information on websites, we can consider how good

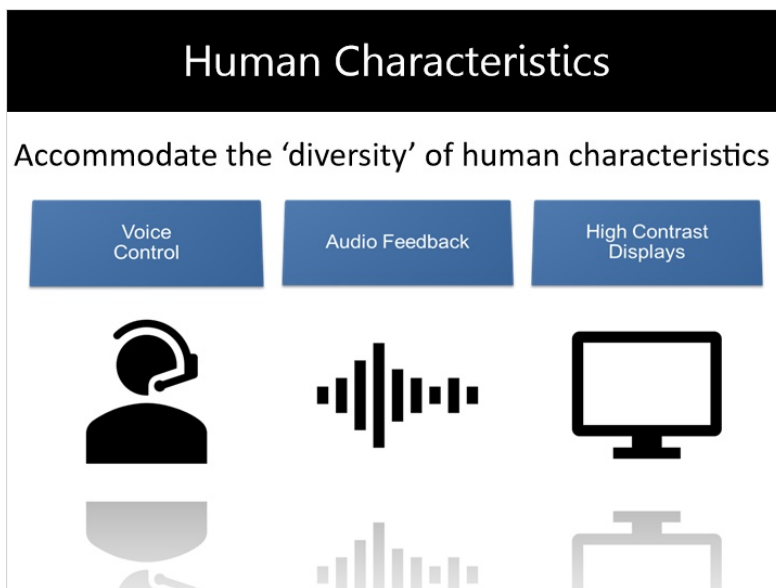
design can support this. So, to help us take in visual information:

- We can use a clear font, with a good font size and colour
- We can break up a page into small sections so it's easier to read
- We can think about the page layout and where we place our text, image and media on the screen

And when we think about how we use a mouse and keyboard with a website. We'll have a better experience with a website that reduces the amount of information we need to enter.

So, the less time we spend typing and clicking, the quicker we will be able to find the information we want.

## 1.5 Human Characteristics



### Notes:

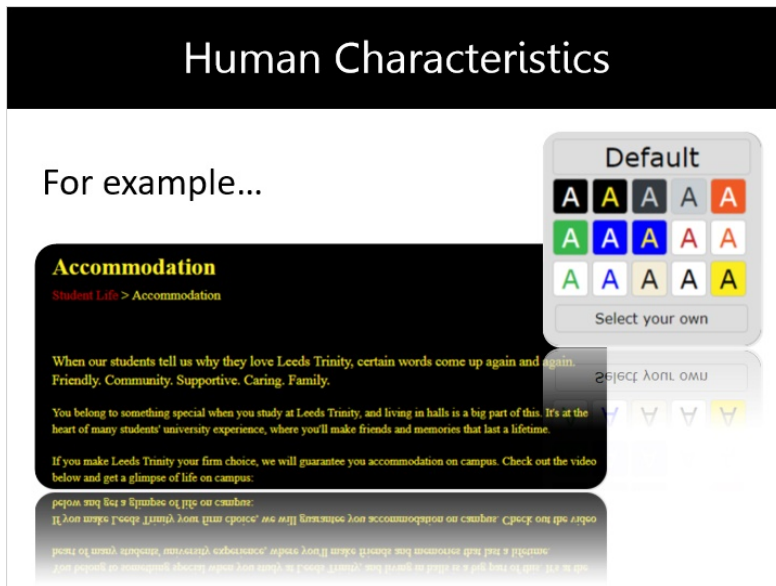
But good design must also accommodate the 'diversity' of human characteristics. Some people may struggle to physically use a mouse. Or have problems with their eyesight. Or find it difficult to distinguish one colour from another.

We need to support alternative means of interaction where possible.

Some examples include:

- Using voice control as an input
- Having audio feedback instead of visual
- and using colours to have a high contrast between text and the background

## 1.6 Human Characteristics

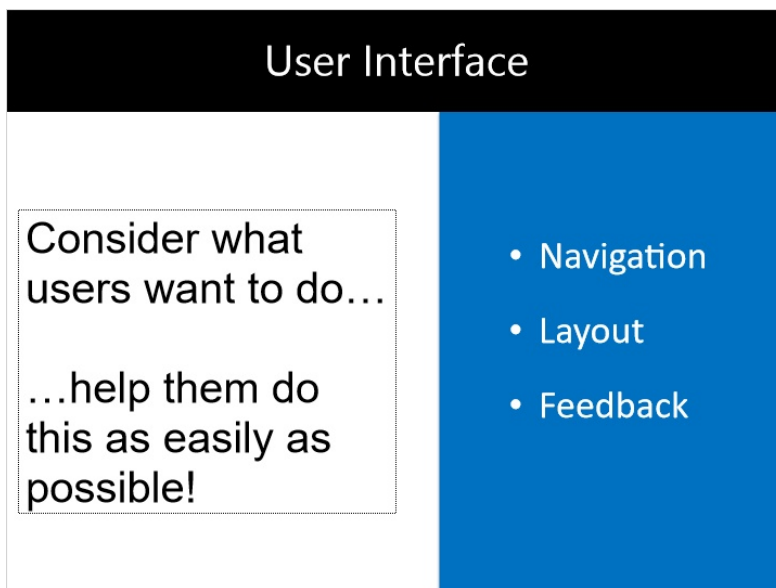


The screenshot shows a website page titled 'Human Characteristics' with a sub-section 'Accommodation'. A 'Default' accessibility menu is overlaid on the right side of the page. The menu contains a grid of colored 'A' icons representing different accessibility options: a row of five icons (black, yellow, grey, grey, red), a row of five icons (green, blue, blue, red, red), and a row of five icons (green, blue, grey, grey, yellow). Below the grid is a 'Select your own' button. The background text on the website is partially obscured by the menu.

### Notes:

In this example from the Leeds Trinity website, customers can change the font size and text colour to a format that supports their individual needs.

## 1.7 User Interface



The diagram features a black header with the text 'User Interface'. Below the header, on the left, is a white box with a dotted border containing the text: 'Consider what users want to do...' followed by '...help them do this as easily as possible!'. To the right of this box is a solid blue vertical bar containing a bulleted list: '• Navigation', '• Layout', and '• Feedback'.

### Notes:

We have already covered some areas related to this in last week's lesson on the User Experience.

As you may remember, we considered what users want to do and how we can help them do this as easily as possible. The user interface is all about the navigation, layout and feedback our website provides.

We have some advice on this over the next few slides.

## 1.8 Navigation



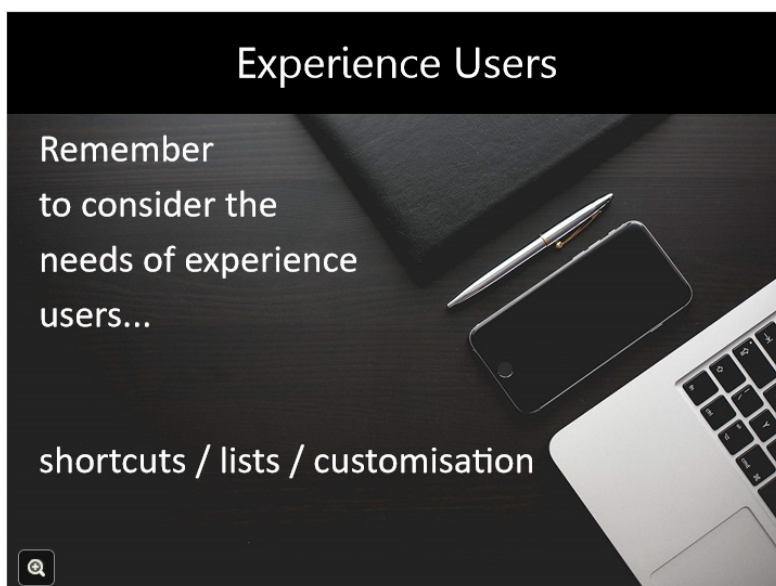
### Notes:

Good navigation allows a user to find the information they want as quickly as possible.

So, one idea is to use visual cues, such as icons, to help user understand information at a glance. These act as a signpost. And a bit like traffic signs, overtime, users will come to recognise them quickly. Font size can be another visual cue. Use a larger font in a title to so a beginning of a section. Then consider adding a horizontal line across the screen to highlight the end of the section

Consider how you can use colour on the page. It may put the focus on something important or highlight a link. A very simple - but powerful idea - is using colour to group related information together. And just as important as what you put on the page, is what you choose to leave out. As a design tool, blank space is often forgotten, but if you ever see a website that is too crowded with information, then blank space is the answer!

## 1.9 Experience Users



## Notes:

As designers, we want to make a good first impression when some body visits our website. We need to impressed quickly, to they spend more time on our site and hopefully visit again.

But it's just as important to consider the needs of experience users. After all, these our the loyal customers who regularly return to our website. And they know it well.

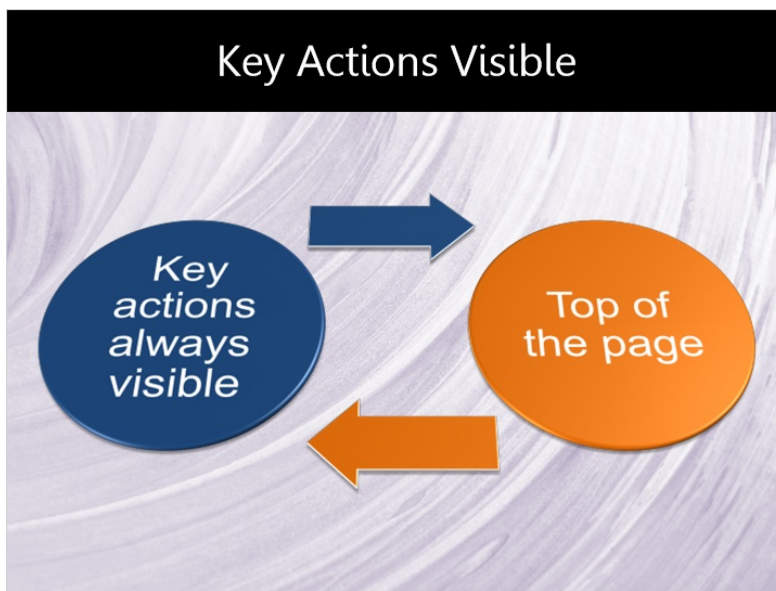
So, maybe allow keyboard shortcuts so they can find information want quicker. Or a drop-down menu showing a list of links.

A new user might not have the experience to know what the links to do, but the experience user might recognise them from their title.

And a more sophisticate option is to allow the experience user to log in and customised the website so it meet their exact needs.

This is certainly complicated to achieve, e-commerce companies, like Amazon show how powerful this idea is.

### 1.10 Key Actions Visible

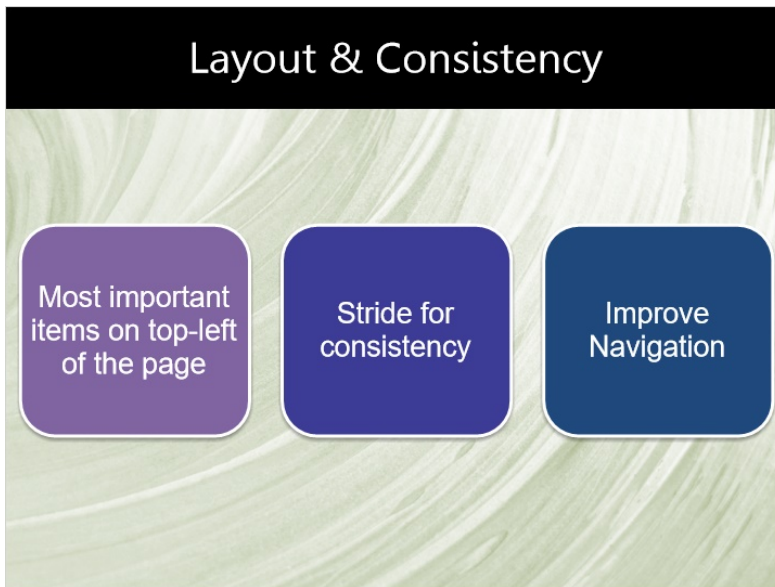


## Notes:

Another consideration is making key actions visible on screen at all times. It's surprising how many websites fail to do this. A common example is a customer looking for a 'next' button. They can't see it because it's actually at the end of the page and they need to scroll all the way down to get there.

And for a similar reason, consider having important information, links, etc at the top of the page, so they can be accessed easily.

## 1.11 Layout & Consistency

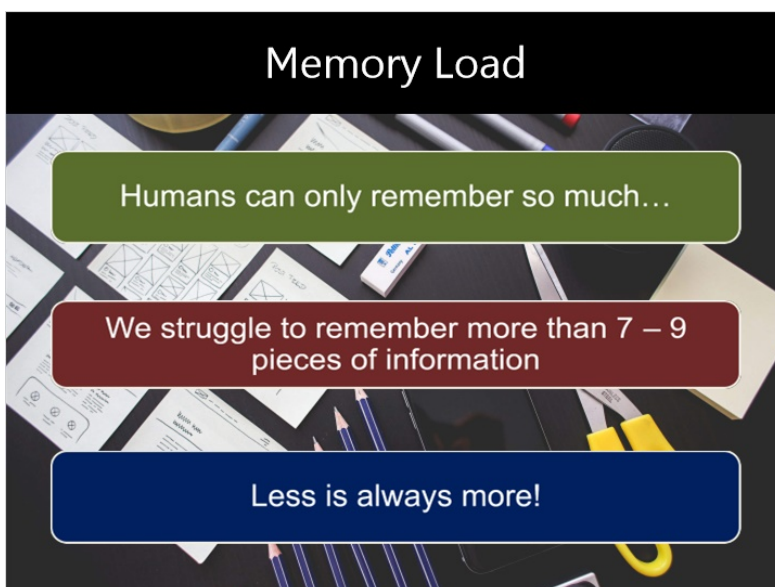


### Notes:

Users view the page from left - right. Putting important information - like a link to the homepage - on the top-left is good practice.

Consistency is an important method to help customers navigate your website. Once they have mastered one area, they can move onto the next.

## 1.12 Memory Load



### Notes:

Humans, we can only remember so much information. As an example, we've covered a lot today, but you will probably have to visit these slides again to take everything in.

And the same is true for website design. So, one thing we can do to help is to reduce our customer's short-term memory load. Essentially, reduce the amount of things they need to remember.

A customer will struggle to take in more than 7 - 9 pieces of information on screen at once. Which might surprise you, because many websites include a lot more information than this just on their homepage

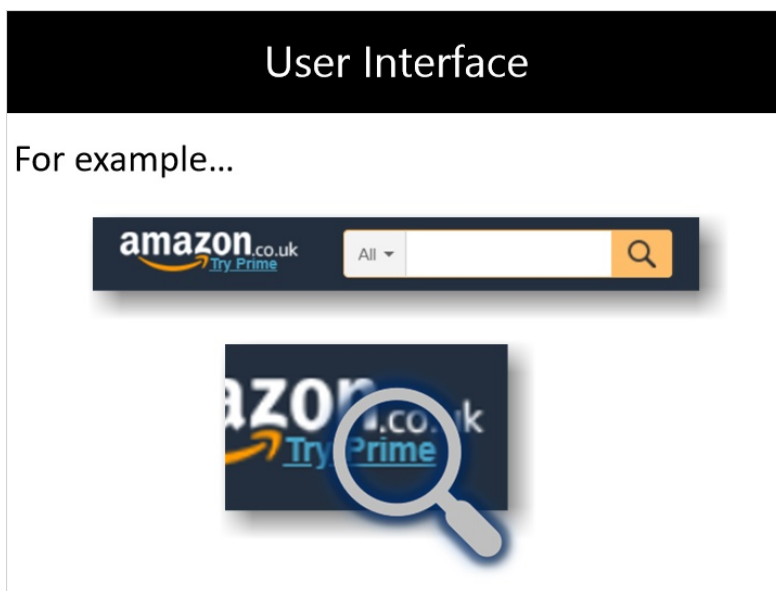
But, that's actually bad design. These people think that the more information a customer has, the more information they will understand. But the opposite is true - less is always more!

The less information on the screen, the more likely customers are to read it, understand it and act on it.

So, it's really important to be concise And think that's the number one rule of website design.

And, remember that 'less is always more'. The less information you provide, the more likely users are to read and understand it. Be concise. Balance page-length and number of links.

### 1.13 User Interface



#### Notes:

Here's a simple example of how Amazon use interface design techniques. They know that their customers tend to read the website, from left to right. So they place their logo at the top - left of screen.

They make the search box easy to find by placing it at the top of the screen.

The logo and search box is consistent on all their pages, so customers become familiar with it. And the logo is also a link back to the homepage, which can be accessed from anywhere.

Making the logo a link back to the homepage is a clever little trick that plays on human behaviour. We've become used to clicking the logo to return to the homepage, so it's not something we need to learn. And the

reason websites make their logo the homepage link is because it subtly raises the profile of their brand every time we click it.


This screen also includes another trick from Amazon that plays on human behaviour. They know that human's aren't perfect. We might want to click the amazon logo to return to the homepage, but miss that by a few millimetres and we accidentally click the 'try prime' link below.

You can imagine, with millions of users clicking, this tiny link has probably resulted in a lot of new Amazon Prime customers!

### 1.14 Technological Boundaries

## Technological Boundaries

Avoids use of plug-ins...



QuickTime      Adobe Flash      Java

Favour widely used file formats

#### Notes:

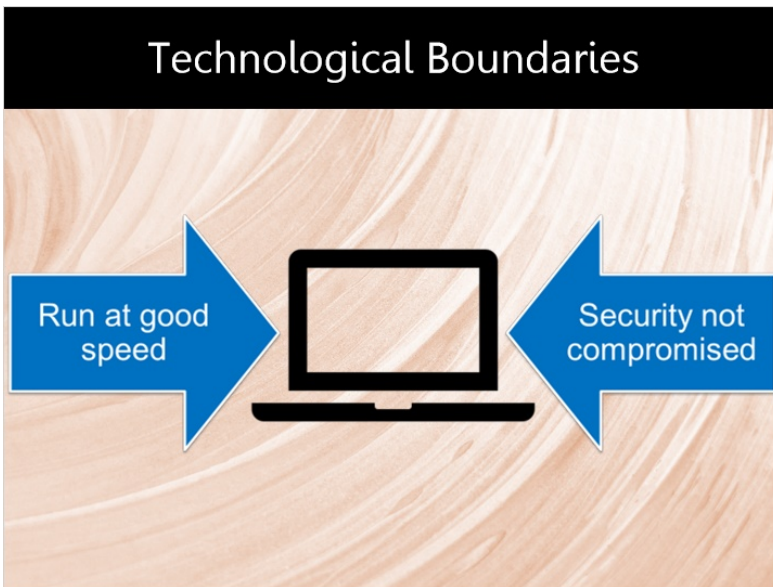
We finish by considering the role of technology in good website design. In the past, many websites required users to download plug-ins to get the full experience.

The problem was that different websites would use different plugins. Some would use Adobe Flash and others use QuickTime, etc.

And not all of these plugins would work with every web browser or device. Thankfully, modern web standards mean plugins are no longer needed.

But it's still good practice to ensure your website uses the most common file formats so they work on as many devices as possible

## 1.15 Technological Boundaries

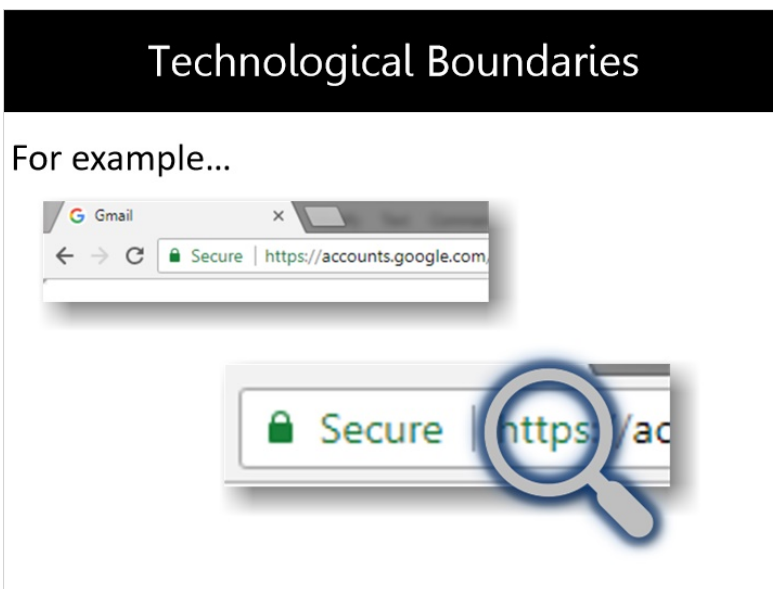


### Notes:

Make sure your files are optimized to allow the user's device to run at a good speed. Consider the range of devices the customer may use, from fast PCs to slower mobile phones.

And avoid doing anything which might compromise a customer's security. A good example is to use an encrypted web connection when requesting personal details. And don't send passwords over email as these messages are widely targeted by hackers.

## 1.16 Technological Boundaries



### Notes:

For example, when entering a username and password into the browser look for the 'secure' icon in the address bar. This will appear each time you are using an encrypted web connection.