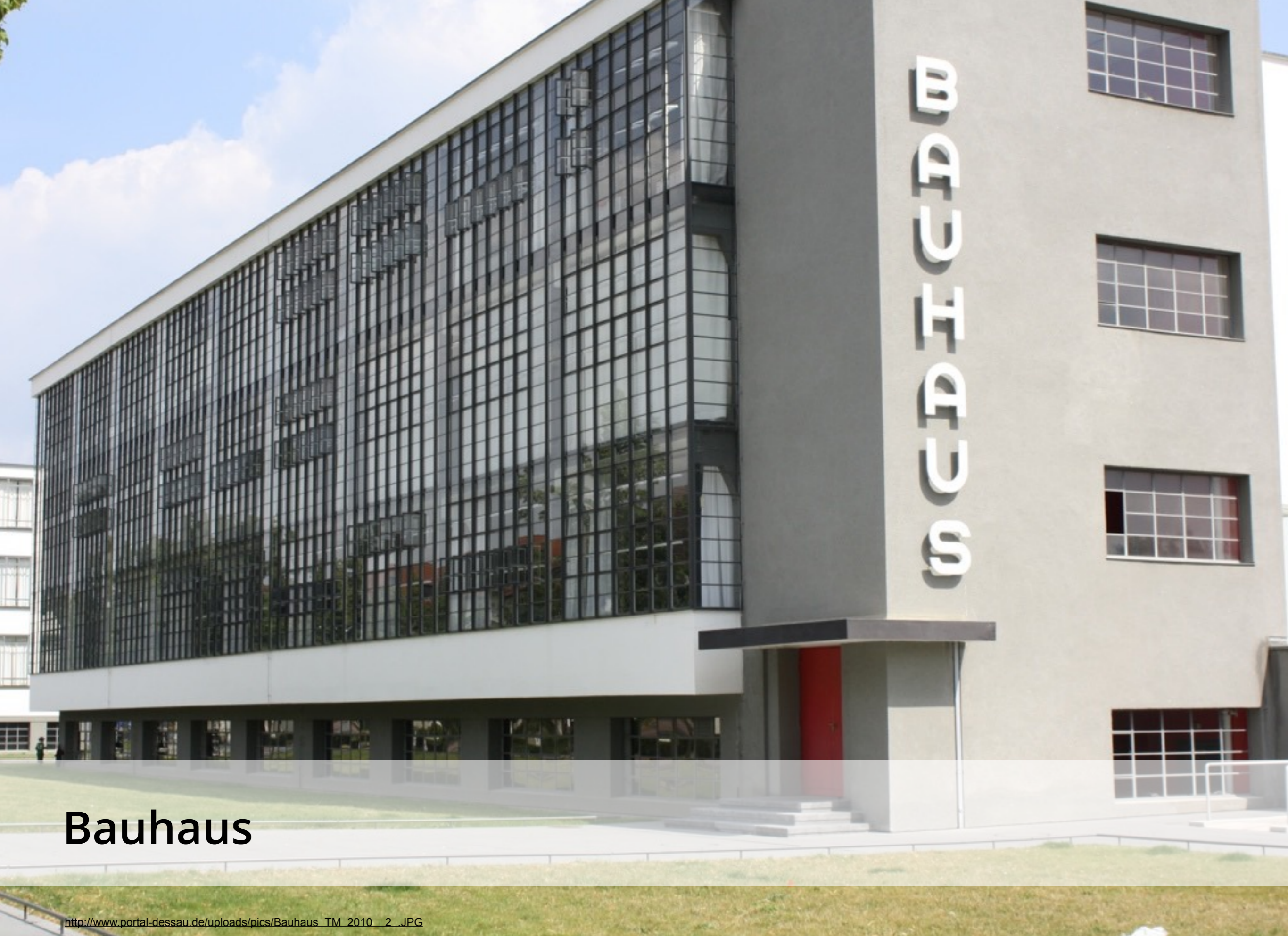


# User Experience Design I (Interaction Design)

Simplicity and  
(Good) UX/UI Design Practice

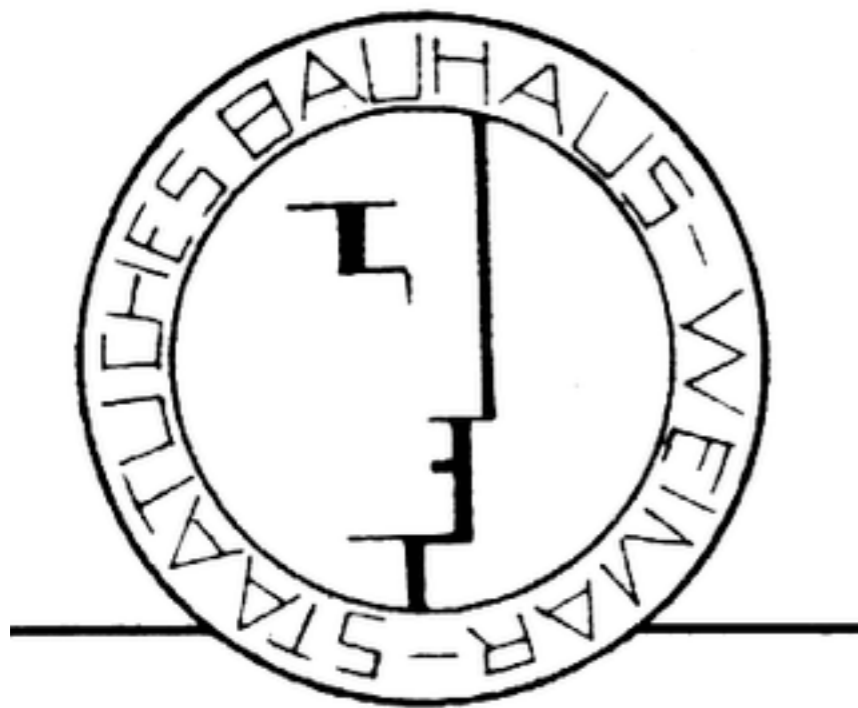
**"Great design is as much  
about prospecting in the past  
as it is about inventing the  
future."**

Bill Buxton



# Bauhaus

[http://www.portal-dessau.de/uploads/pics/Bauhaus\\_TM\\_2010\\_2.JPG](http://www.portal-dessau.de/uploads/pics/Bauhaus_TM_2010_2.JPG)



<http://www.flickr.com/photos/scoobyfoo/268308263/sizes/l/in/photostream/>



[http://www.impressionen.de/medias/sys\\_impressionen/8468670013361232.image.jpg](http://www.impressionen.de/medias/sys_impressionen/8468670013361232.image.jpg)



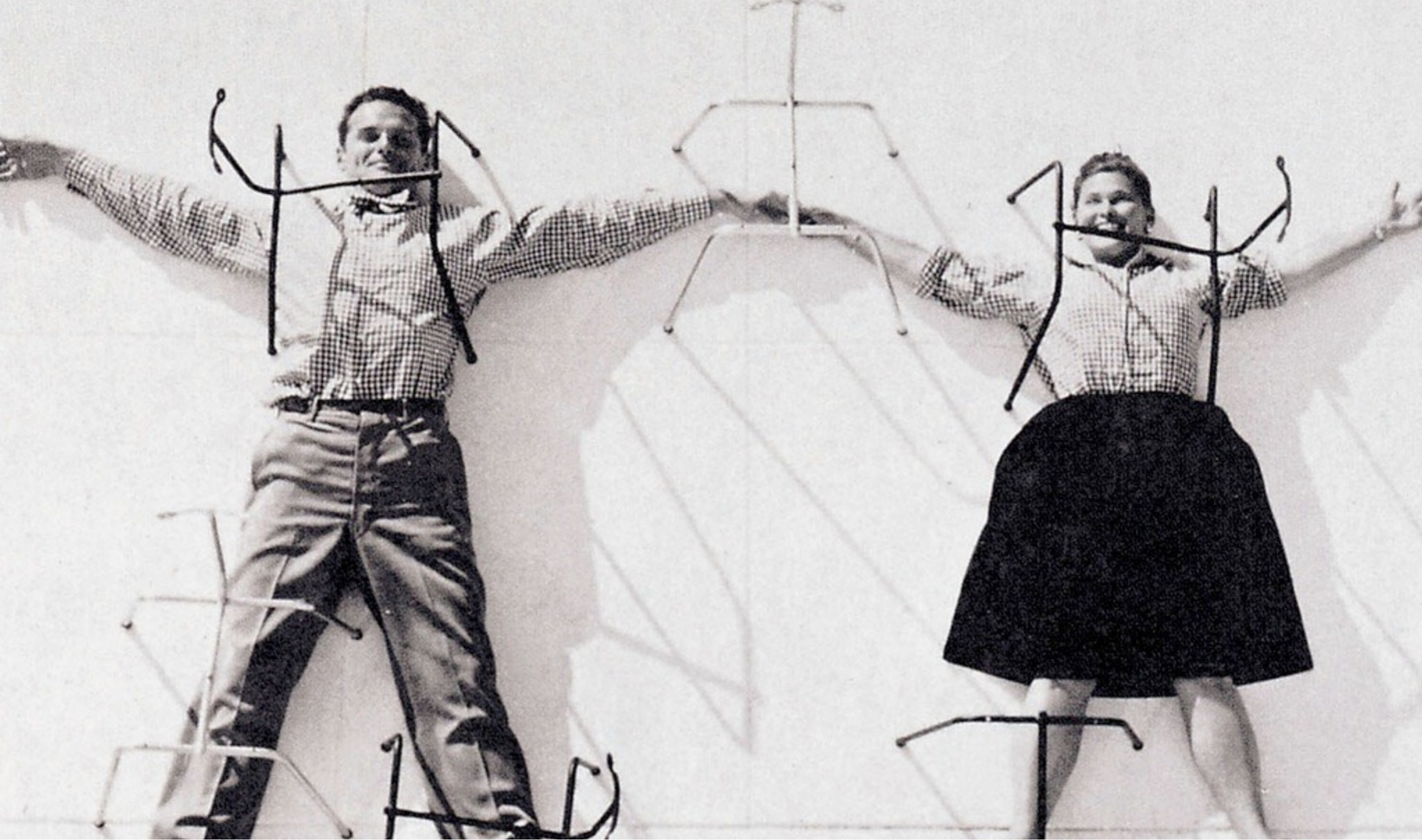
<http://remodelista.com/img/sub/oilcruet2.jpg>



[http://www.bauhaus-shop.de/templates/xt\\_bauhaus/img/categories/bauhaus\\_silberteekanne\\_pr.jpg](http://www.bauhaus-shop.de/templates/xt_bauhaus/img/categories/bauhaus_silberteekanne_pr.jpg)

## Requirements:

- Type(s) (variations of the original design)
- Basic shape(s) - few simple parts (industrial manufacturing)
- Functionality (design for human needs)

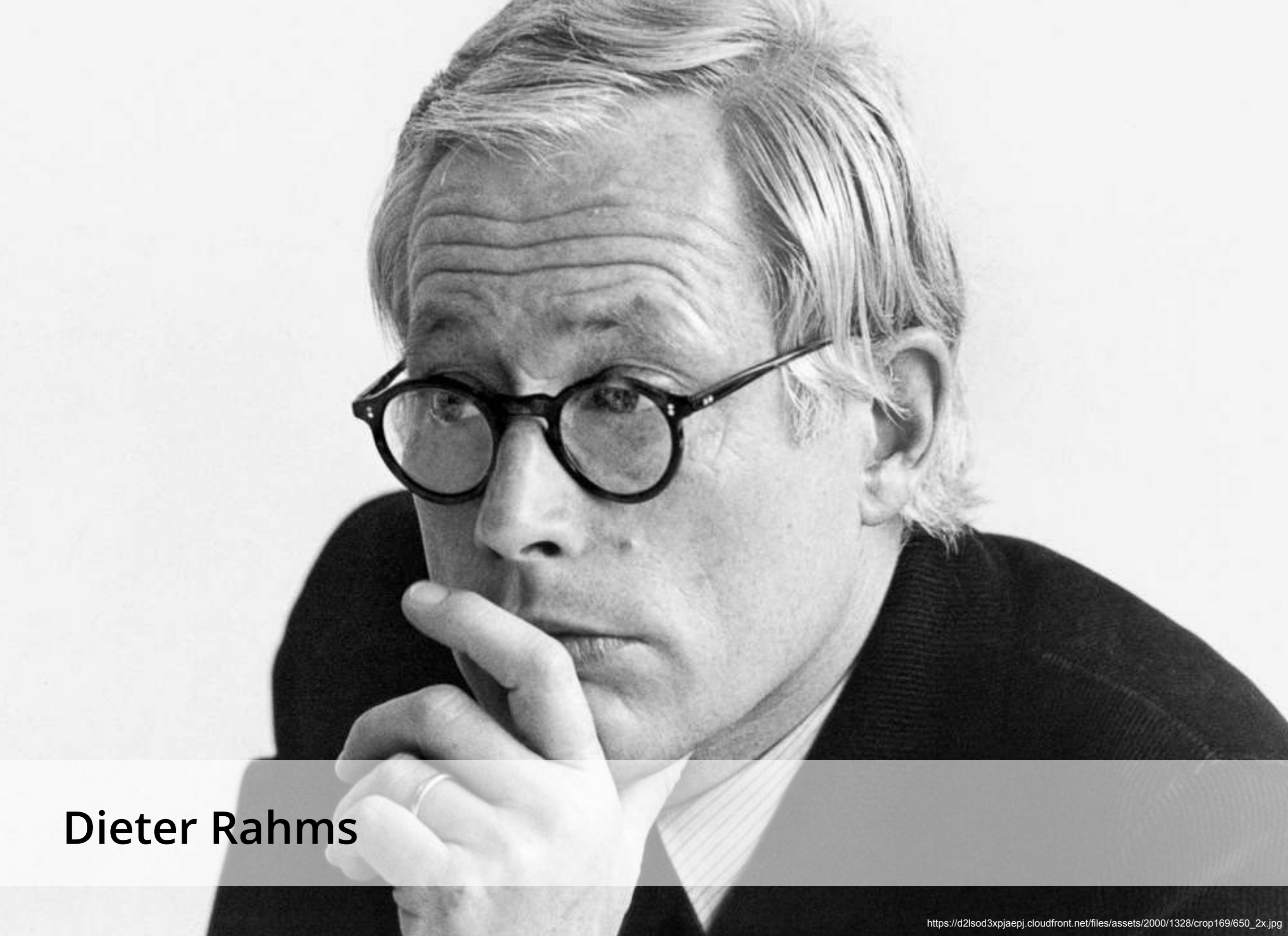


# Charles and Ray Eames

# Ray & Charles Eames







**Dieter Rahms**

# Ten Principles: Good design...

- 1. is innovative** – The possibilities for progression are not, by any means, exhausted. Technological development is always offering new opportunities for original designs. But imaginative design always develops in tandem with improving technology, and can never be an end in itself.
- 2. makes a product useful** – A product is bought to be used. It has to satisfy not only functional, but also psychological and aesthetic criteria. Good design emphasizes the usefulness of a product whilst disregarding anything that could detract from it.
- 3. is aesthetic** – The aesthetic quality of a product is integral to its usefulness because products are used every day and have an effect on people and their well-being. Only well-executed objects can be beautiful.
- 4. makes a product understandable** – It clarifies the product's structure. Better still, it can make the product clearly express its function by making use of the user's intuition. At best, it is self-explanatory.
- 5. is unobtrusive** – Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.
- 6. is honest** – It does not make a product appear more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.
- 7. is long-lasting** – It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.
- 8. is thorough down to the last detail** – Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the consumer.
- 9. is environmentally friendly** – Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.
- 10. is as little design as possible** – Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.



<http://blog.smow.com/wp-content/uploads/2010/05/dieter-rams-braun-sixtant-sm2.jpg>

<http://www.kofferradios.de/rr/br/br030f01.jpg>

[http://www.iainclaridge.co.uk/blog/wp-content/uploads/0909/braun\\_sk6\\_1.jpg](http://www.iainclaridge.co.uk/blog/wp-content/uploads/0909/braun_sk6_1.jpg)



# Braun SK6

<http://www.flickr.com/photos/faasdant/3974968657/>

Braun Radio



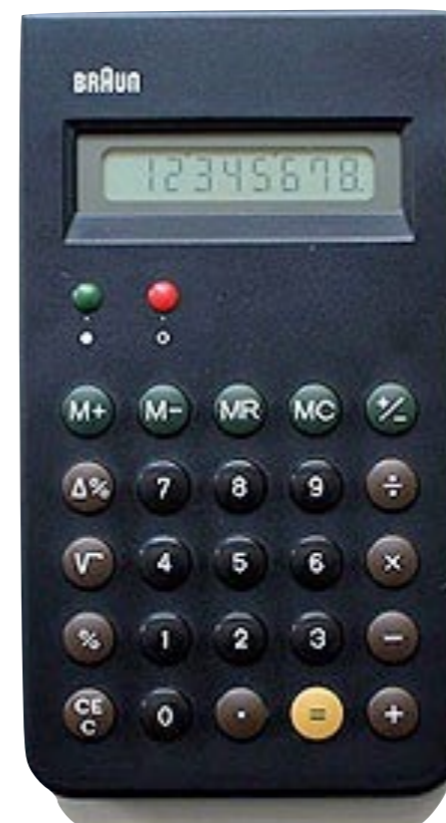
iPod (1st gen)



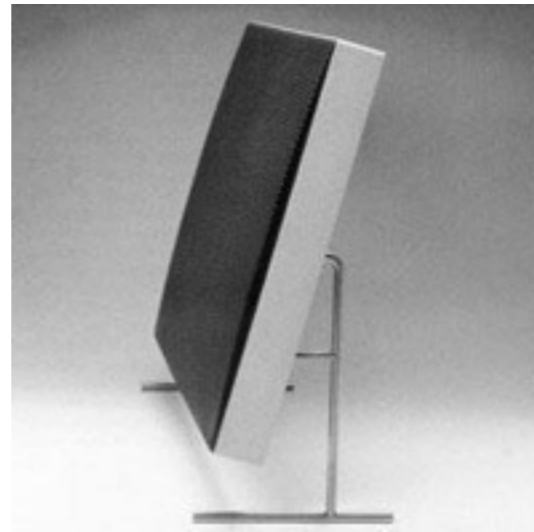
iPhone Calculator



Braun Calculator



Braun Speaker



iMac



Braun Radio



Powermac G5



Like all forms of design, visual design is about problem solving, not about personal preference or unsupported opinion.

Bob Baxley



Interface design is only the **experienced representation** of the interaction, not the UX/interaction design itself.



User Interface (UI) Design focuses on anticipating what users might **need to do** and ensuring that the interface has elements that are **easy to access, understand, and use to facilitate those actions**. UI brings together concepts from interaction design, visual design, and information architecture.

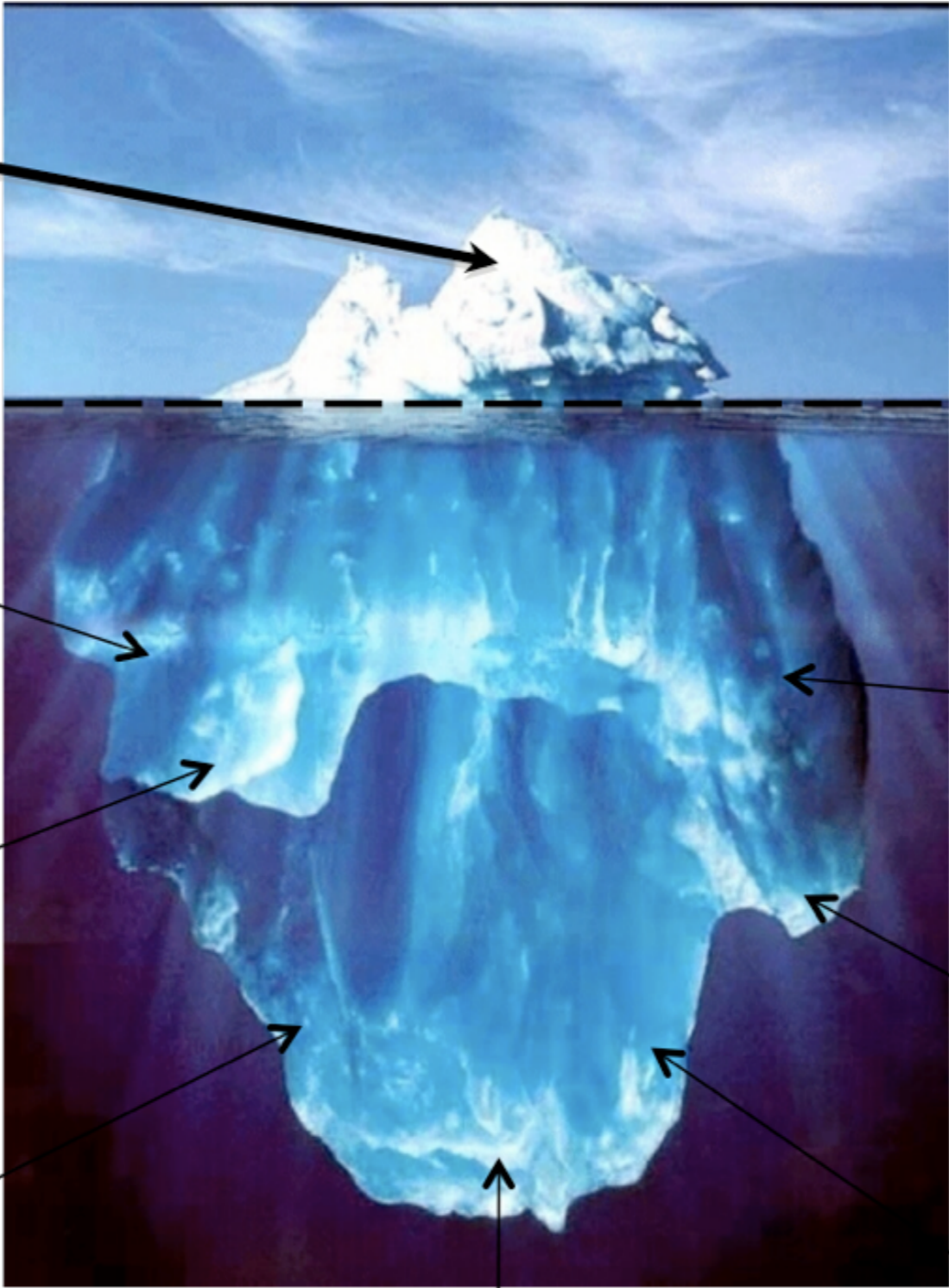


source : [13,14]

Users have become familiar with interface elements acting in a certain way, so try to be **consistent and predictable** in your choices and their layout. Doing so will help with task completion, efficiency, and satisfaction.



source : [13,14]



User Interface

*Visible*

*Behind the Scenes*

Capturing

Transferring

Connecting

Coordinating

Combining

Contextualizing

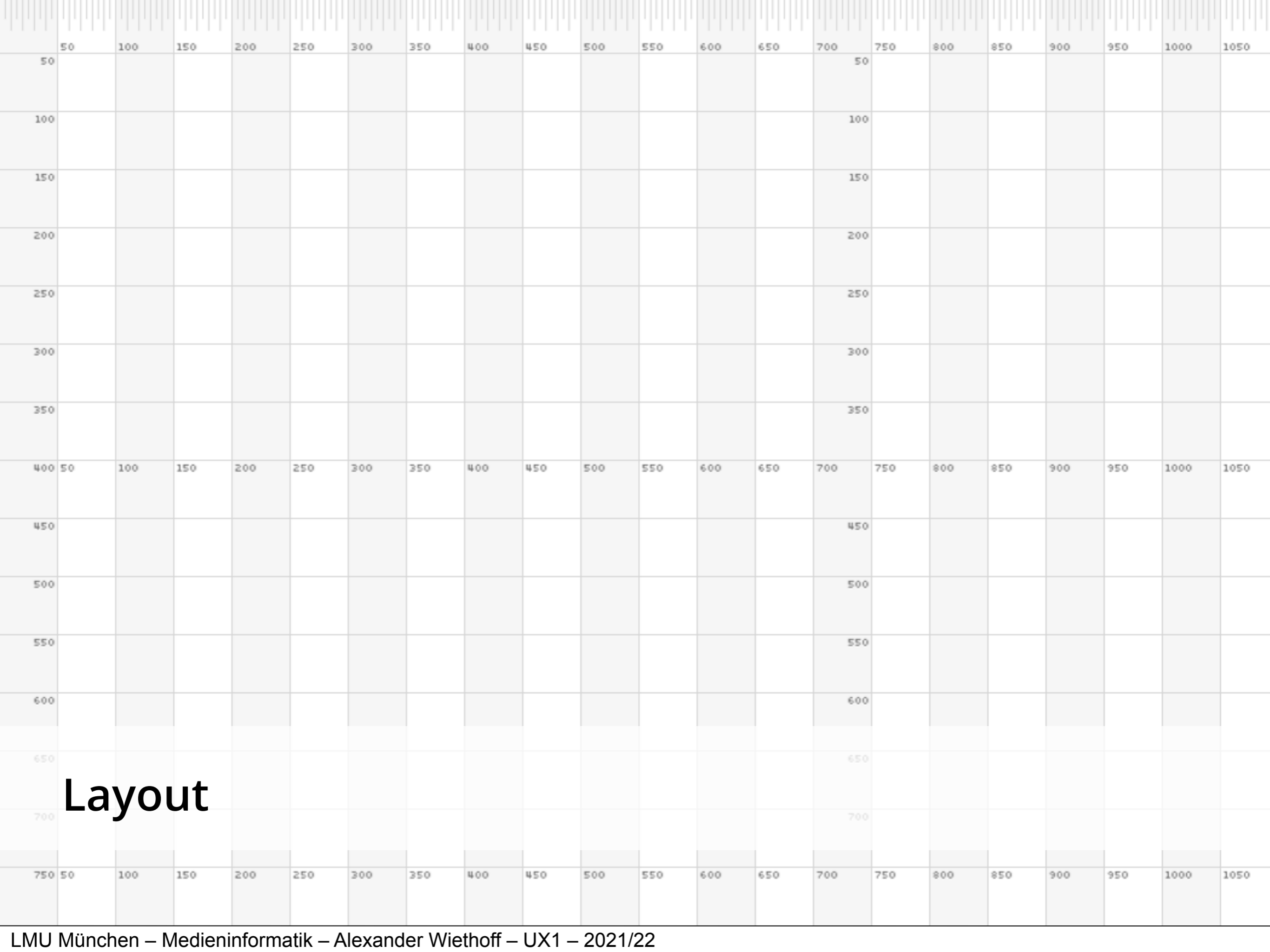
Storing

UX design communicates attributes such as reliability, excitement, playfulness, energy, calmness, strength, tension, and joy.

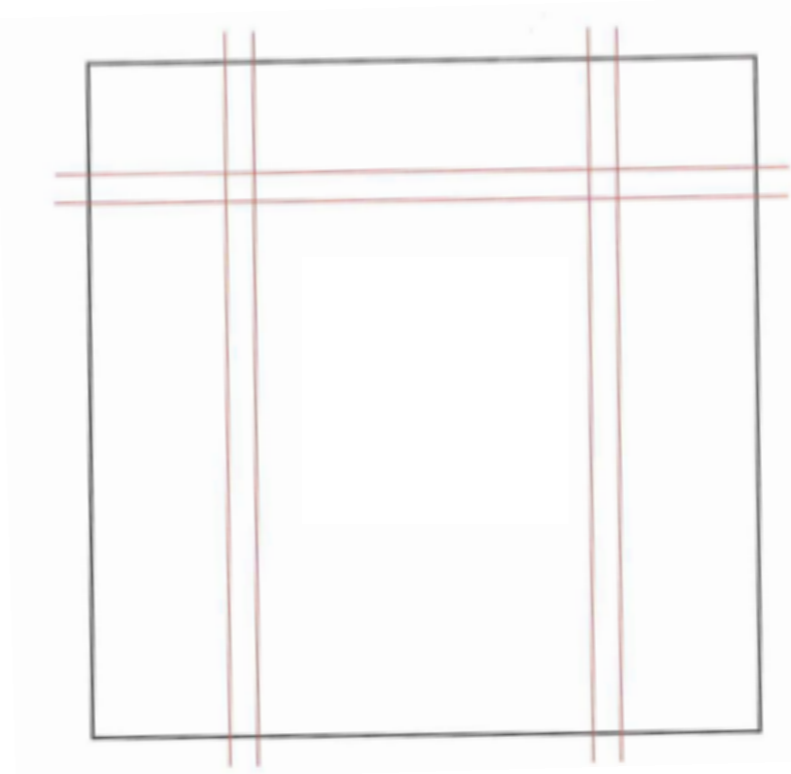
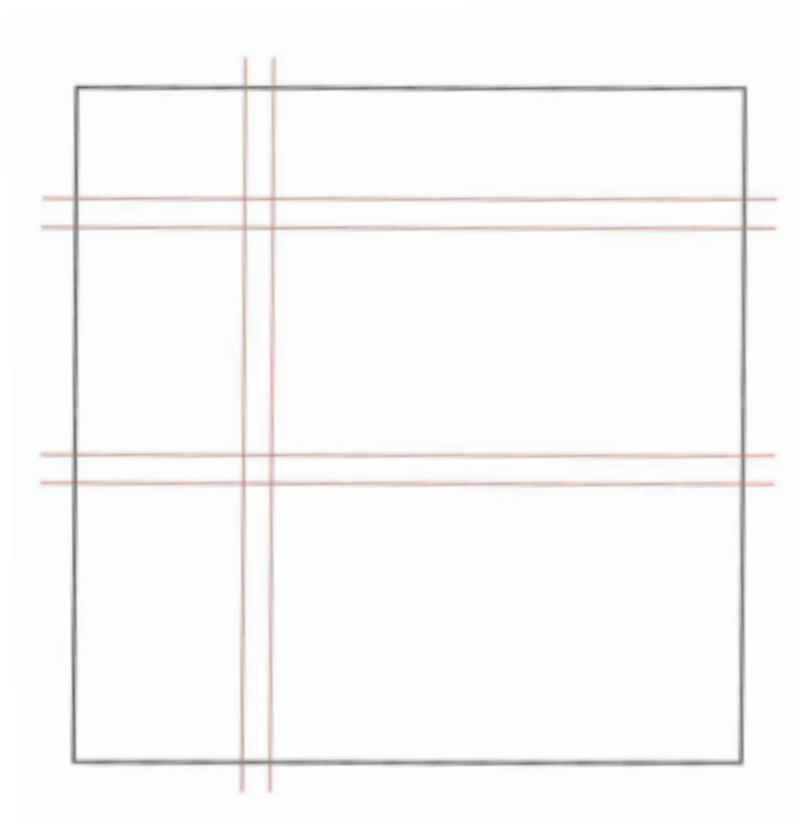
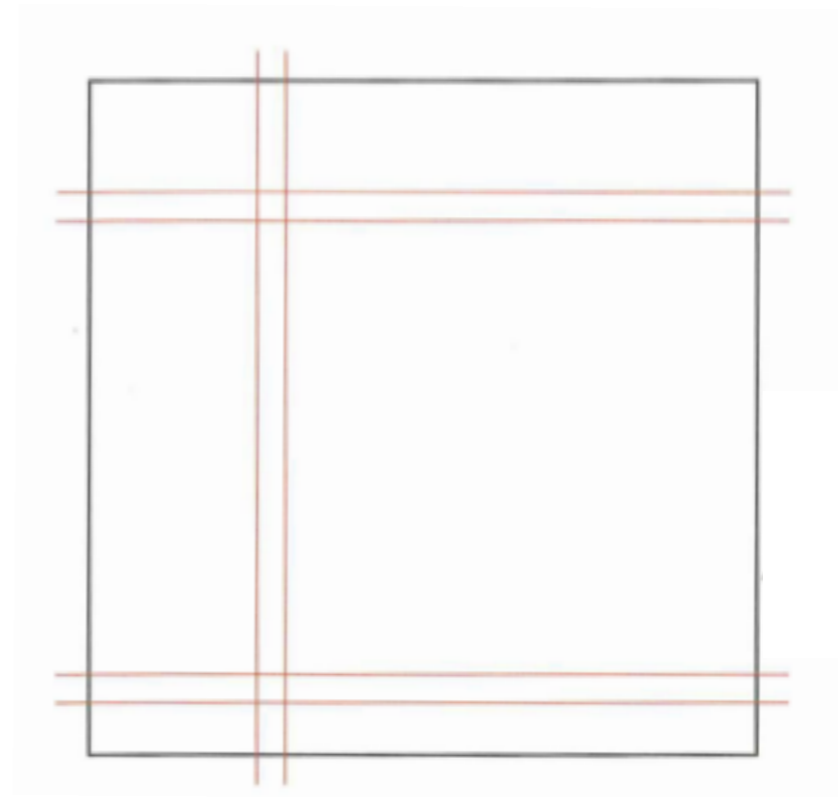
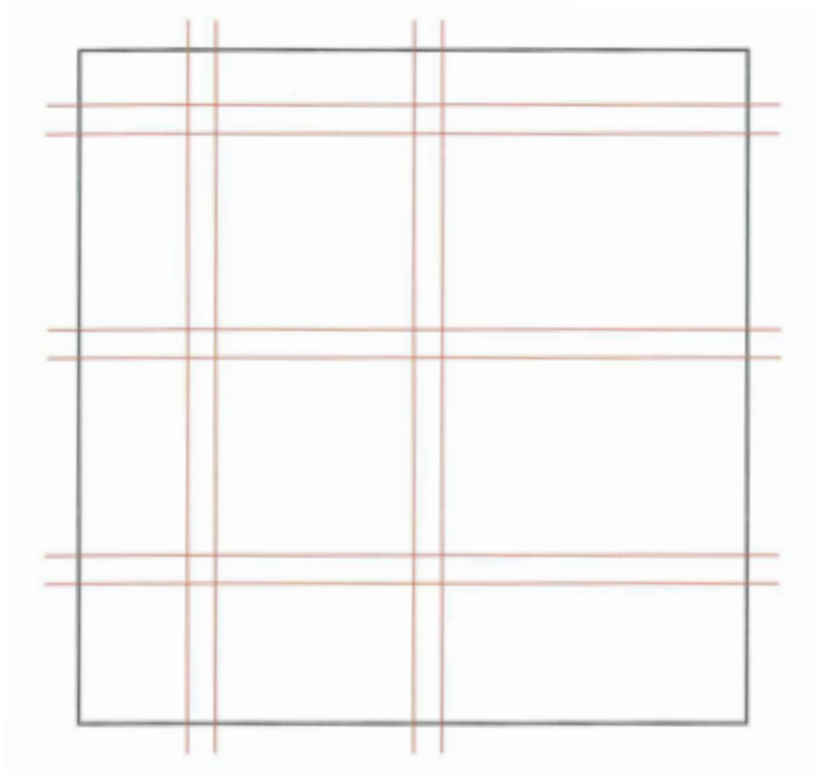


# Tools

source : [4]



# Layout



source : [4]



**INTERNET BUZZ METER**  
HOCKEY | BASEBALL  
TYPE IN TWO THINGS TO COMPARE

**WORLD ENERGY USED NOW** (TONS COIL EQ)  
128,87 | 95,785 | 100,43  
20,214 | 23,088

**The New York Times SMALL BUSINESS UPDATE**  
Shifting Careers: The Care and Feeding of Entrepreneurs. An interview with Guy Kawasaki, a best-selling author of seven books on entrepreneurship and a popular [Read more...](#)

**CURRENT WORLD POPULATION**  
6707221920

**NIAGRA FALLS CAM**  
LIVE 11:14 PM

**COFFEE CUPS BEING PRODUCED**  
105K -  
103K -  
102K -  
100K -  
99K -  
97K -  
96K -

**911 CALLS BEING MADE**  
260

**CNN BUSINESS**  
Genworth stock hits all-time low. [Read full story for latest details.](#) [Read more...](#)

**ON SALE NOW**  
Penguin The Scotty Directors Coat  
[Go buy it ->](#)

**HABITABLE PLANETS**  
1

**EGGS BEING PRODUCED**  
640 (TONS)

**YOU, NOW**  
CLICK TO ADD YOURSELF  
WEBFORM REQUIRED

**BICYCLES BEING PRODUCED WORLDWIDE**  
3940

**CARS BEING PRODUCED WORLDWIDE**  
1537

**STICKY NOTES BEING PRODUCED**  
55K -  
46K -  
37K -  
28K -  
18K -  
9K -  
0 -

**TOP WORDS BEING USED ONLINE**  
is

**PLAY NOW**  
-

**FORESTS CUT NOW** (IN SQ. MILES)  
141

**SHOPPING DAYS 'TIL CHRISTMAS**  
44

**MONEY BEING SPENT ONLINE (USD)**  
180068.35

**PEOPLE STUCK IN ELEVATORS**  
6  
5  
4  
2  
1

**BABIES BEING BORN**  
840

**WORLD MOOD**  
ADD YOURS!

**HOUSES BUILT NOW**  
3.1

**LISTEN NOW**  
LET'S STAY FRIENDS  
LES SAVY FAV  
1. POTS & PANS  
2. THE EQUESTRIAN  
3. THE YEAR BEFORE...  
4. PATTY LEE  
5. WHAT WOULD INVOLVES DO  
6. BRACE YOURSELF  
[BUY ALBUM @ FRENKISS](#) [VIEW BAND @ MYSPACE](#)

**NEW CASES OF MALARIA**  
12891

**LIBERTY CAM**  
LIVE 11:14 PM

**U.S. MOON**

**VIDEOS NOW PLAYING**  
YouTube

**CURRENT TEMP**  
120  
100  
80  
60  
40  
20  
0  
-20  
-40  
MEXICO CITY

# Visual Clutter

**CURRENT NATIONAL DEBT YOUR SHARE**  
2206405

**TRANSPLANTS TODAY**  
6  
HEARTS

**EMAILS BEING SENT**  
1156

**SPAM EMAILS BEING RECEIVED**  
481

**SECONDS UNTIL DOUGHNUT DAY**  
17711126

**DRY OF WONDERFUL THINGS**  
Director, Gerald Yorke was a...  
Crowley (The Beast 666, etc.)

**FOX SPORTS**  
Cubs, Braves in running to get Pade's Peavy. In the first big showdown of the offseason, it's the Braves vs. the Cubs for Padres right-hander Jake Peavy. [Read more...](#)

Clutter creates visual noise and  
makes an application hard to use

# Gestalt Psychology

- The Gestalt laws prescribe for us what we are to recognise as one thing' (Köhler,1920)
- How smaller objects are grouped to form larger ones
- Rules of the organisation of perceptual scenes (Heuristics)

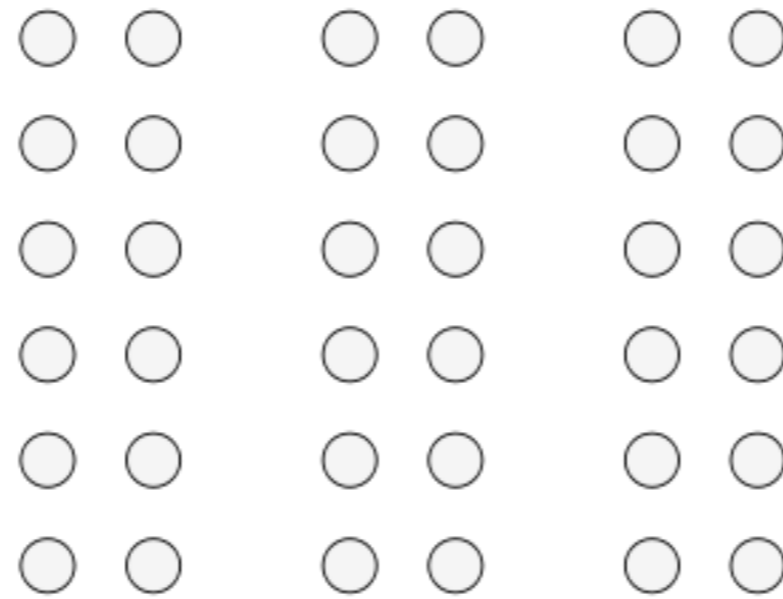
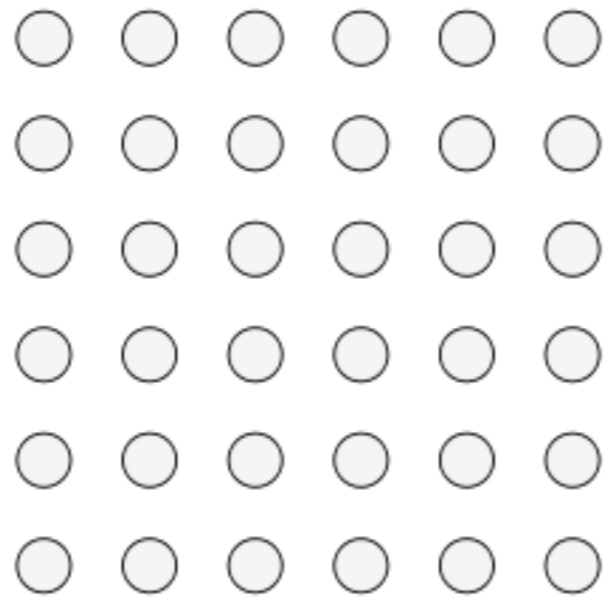
# Gestalt Laws

- Proximity
- Collinearity
- Co-circularity
- Continuity
- Parallelism
- Symmetry
- Closure
- Convexity

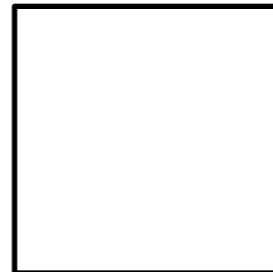
...

In summary the Gestalt Theory believes individuals use insight and their prior experiences to determine the **response to stimuli...**

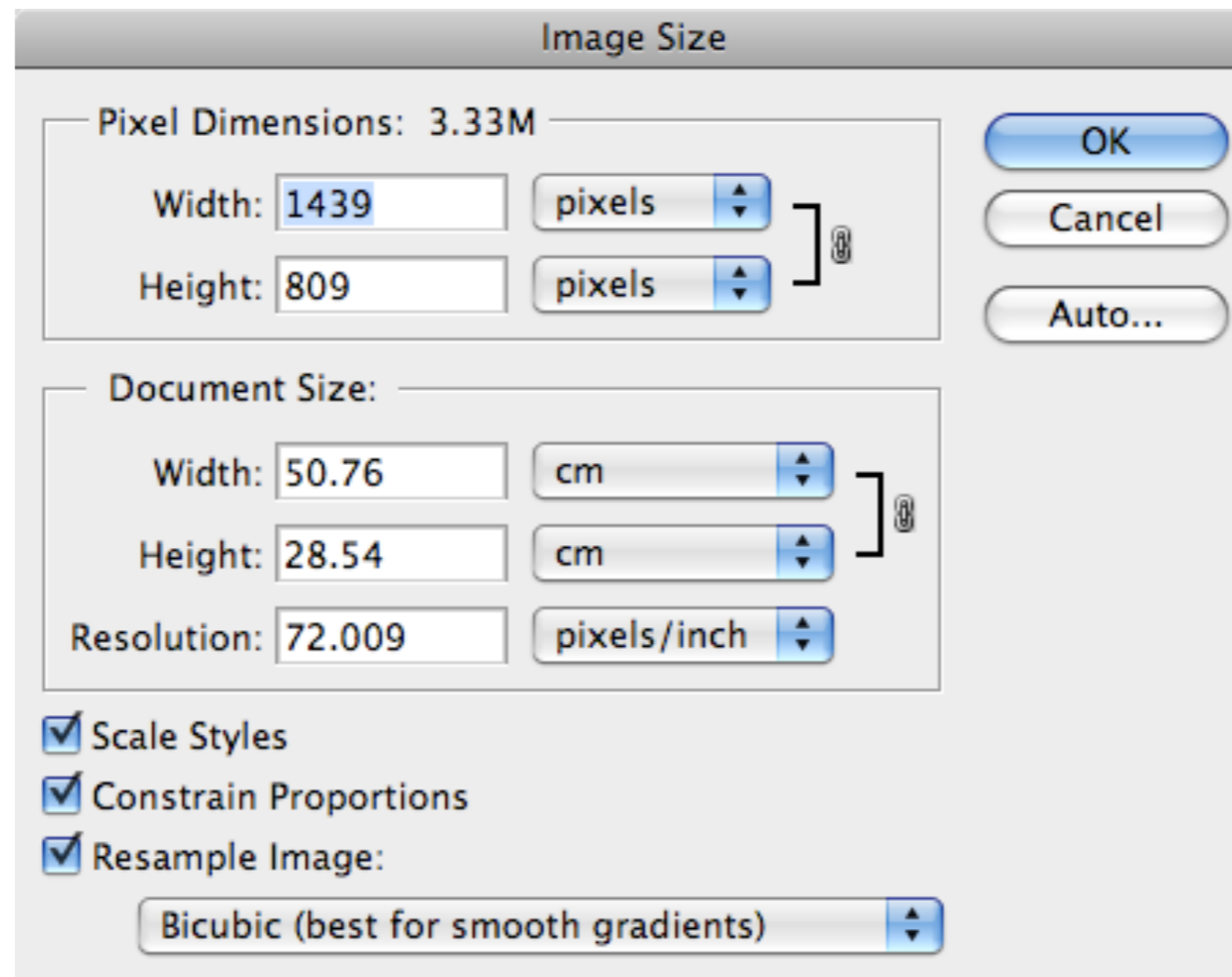
....(uses) Gestalt Theory to try to **make sense of**, and provide order to, information in their perception.



# Proximity & Grouping



# Alignment



By grouping similar elements together, the designer helps the user deal with a **complex information** display by reducing it to a manageable number of units.





All form actions are not equal, and therefore the visual presentation of actions should match their importance to make it easier to complete a form. Visual distinction helps users make “good” choices.

source : [2]



# Constraint

source : [2]

Constraints are closely related to **real affordances**:  
For example, it is not possible to move the cursor outside the screen: this is a physical constraint.

Locking the mouse button when clicking is not desired would be a physical constraint. Restricting the cursor to exist only in screen locations where its position is meaningful is a physical constraint.

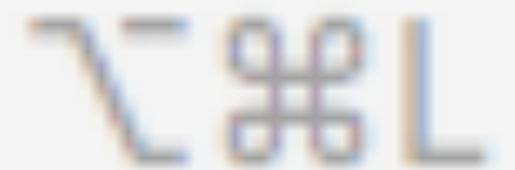
Flip Horizontally

Flip Vertically

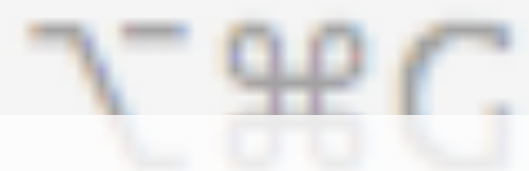
Lock



Unlock



Group



**Visual Constraint**

Ungroup



source : [2]

# Scalability of Interfaces / Flexibility

URL:



Hosts

 Span All

 Allow List ->


 Reject List ->



Accept/Reject

 Accept:  Reject:

 htm(l)  gif

 jpg  txt

 zip  exe

 doc  All

Custom list:





Special

Retries: 

Additional Parameters:

 Act like a browser

 Convert links

 Ignore robots.txt

Running Options

 Go 2 background

 No info

 All info

 Some info

 Append to logfile

 Overwrite Logfile
Logfile: 

Retrieval Options

 No clobber

 Timestamping

 Continue file download

Quota (kB):

 Spider (check for files)

 No directories

 Force directories

 Save to custom dir:

 Clear Server Cache

 Recursive Retrieval
Depth: 
 Download "as-is"

 Mirror site

 add HTML suffix

 Only go deeper

# Overcrowded Widget

Users are overwhelmed by options, limitless flexibility

Only show me what I need to see

Implement one easy to discover and easy to learn core pattern for common actions across the platform.

Adjust to users' preferences.

Make less common actions harder to reach.

Effective design creates **no more contrast than necessary.**

This allows the viewer to easily identify the elements in question as a strongly defined subset of the available information.





Inter



Show All

Language For

Region: Custom

**Dates**

Saturday, 5 January 2008

5 January 2008

5 Jan 2008

source : [2]



## Approachability

Simple designs can be rapidly apprehended and understood well enough to support immediate use or invite further exploration.



## Recognisability

Simple designs can be recognised more easily than their more elaborate counterparts. Because they present less visual information to the viewer, they are more easily assimilated, understood and remembered.

## **Reduction means that you eliminate whatever isn't necessary.**

This technique has three steps: (1) decide what essentially needs to be conveyed by the design; (2) critically examine every element (feature, label, UI widget, etc.) to decide whether it serves an essential purpose; (3) remove it if it isn't essential.

**Reduction through successive refinement is the  
only path to simplicity**

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- [12] Clark, D. (1999). *Gestalt Theory.*
- [13] *Jesse James Garrett's The Elements of User Experience: User-Centered Design for the Web and Beyond (2nd Edition).*
- [14] *Peter Morville and Louis Rosenfeld's Information Architecture for the World Wide Web: Designing Large-Scale Web Sites.*