HCI: WEB DESIGN

Dr Kami Vaniea

First, the news…

My Bookshelf

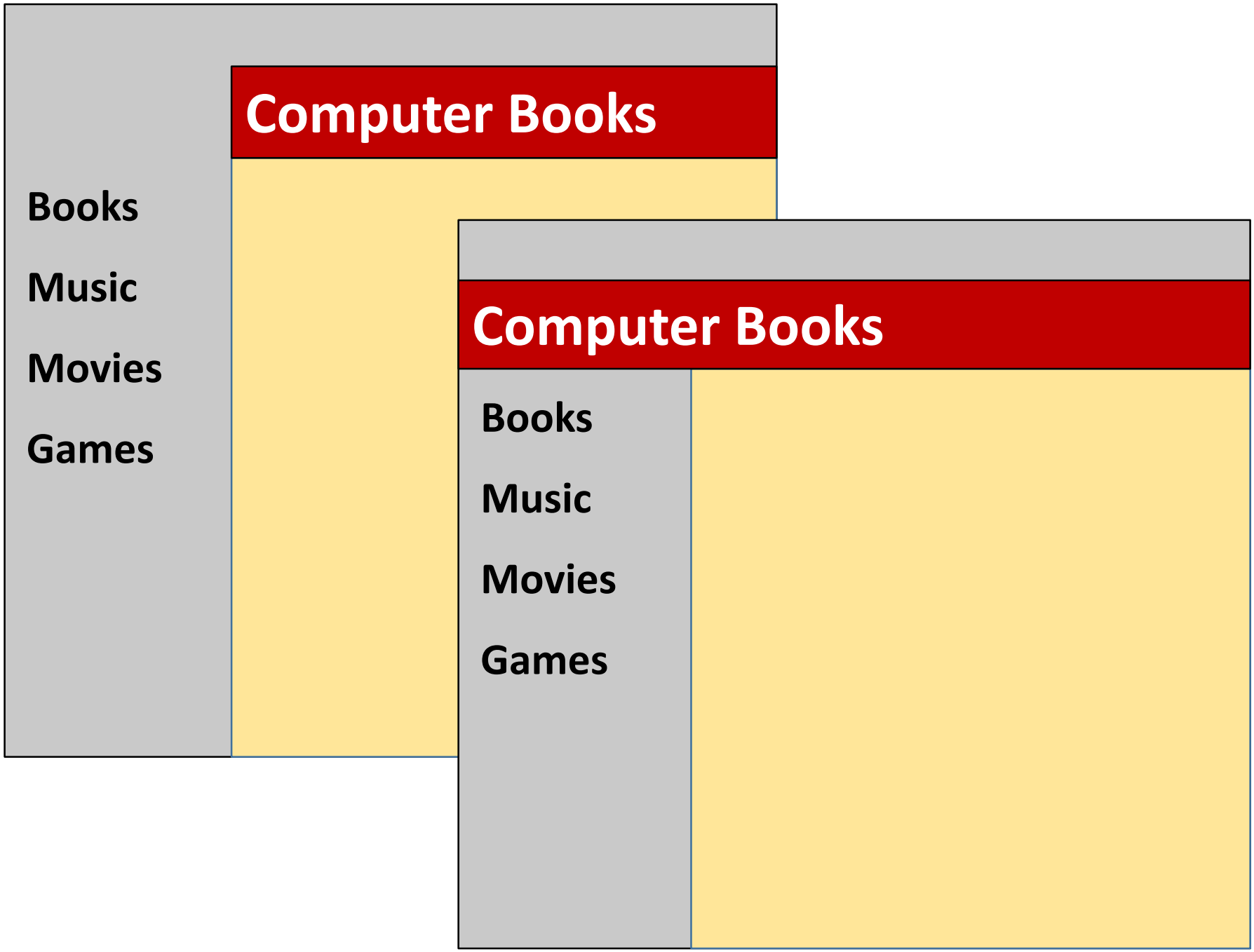
My Bookshelf

- Why do I even have books? I'm a computer scientist isn't everything online?
- My most used books are actually the HCI ones

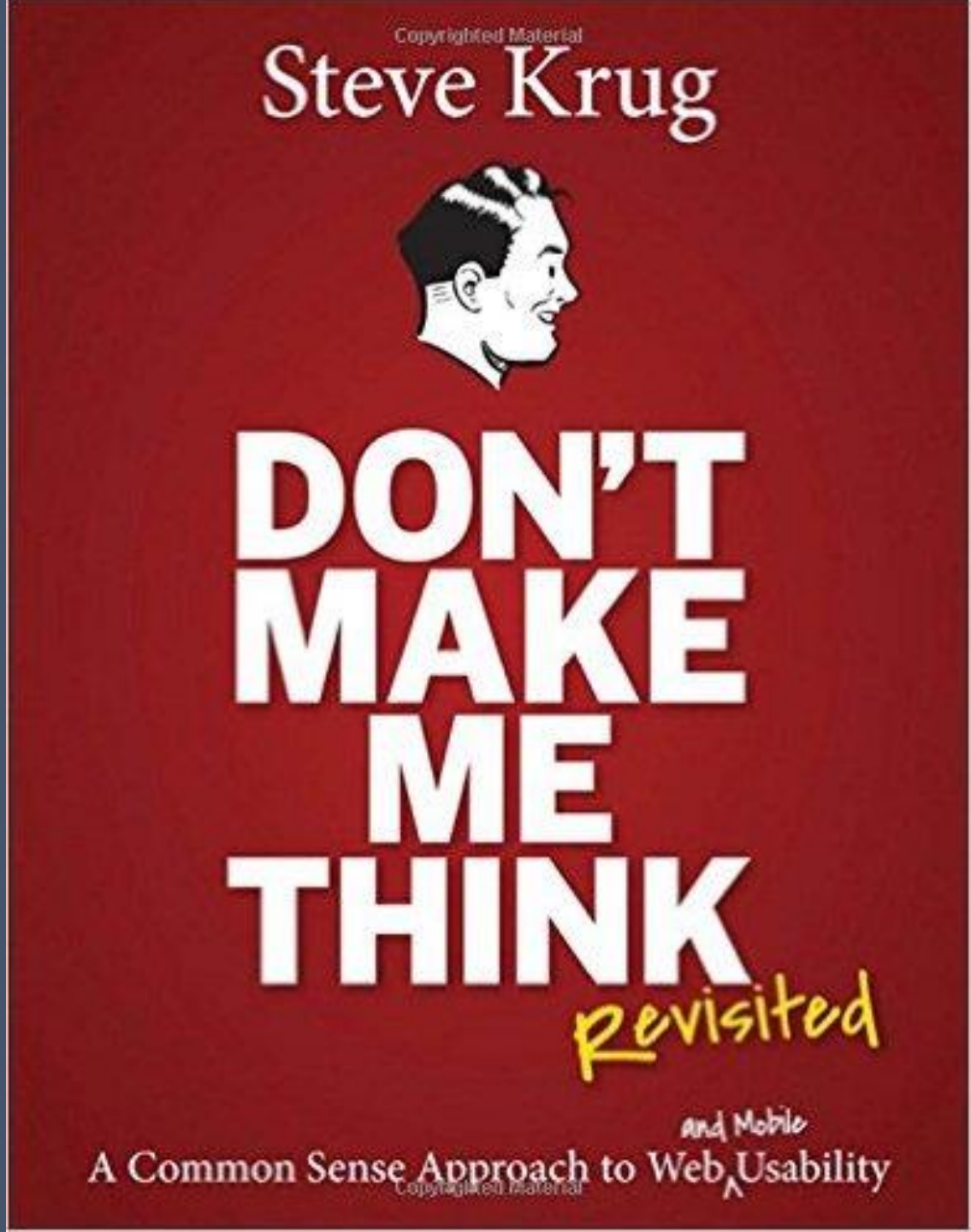
Books I use most often

- Class textbooks (to assign readings)
- Statistics books
  - Discovering statistics using R
  - How to Design and Report Experiments
- Qualitative analysis books
  - Qualitative Data Analysis
  - Qualitative Coding Handbook
- Psychology books
  - An Introduction to Applied Cognitive Psychology
  - Thinking Fast and Slow
- Data visualization books
- HCI methods books (to look up details of methods someone mentioned but I haven't used before)
  - Usability Inspection Methods
  - Contextual Inquiry
  - Usability Engineering
  - Universal Methods of Design
  - Universal Principles of Design
  - Learning from Strangers (how-to book for interviews and focus groups)
  - Case Study Research

From Thursday…


Computer Books
Books
Music
Movies
Games
Computer Books
Books
Music
Movies
Games

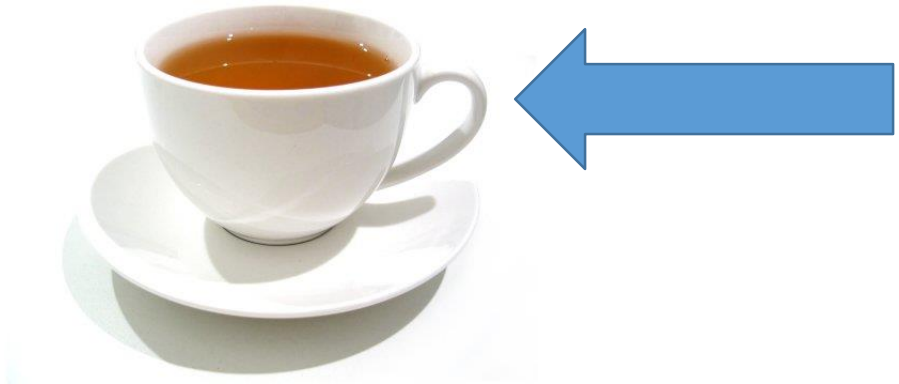
Many of the examples in this lecture are drawn from this book



Website Structure

Affordance

- “An attribute of an object that allows people to know how to use it.” -- ID book
- To afford means to “give a clue”
- It should be obvious how to interact with an object
- Mouse buttons look like they should be clicked down



Cup handles are an obvious affordance. They afford grasping and lifting.

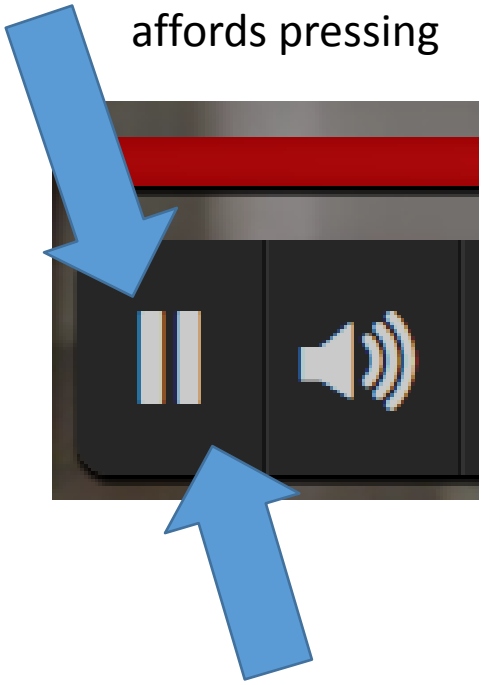
Handles on doors afford pulling

Plates on doors afford pushing

No signs required

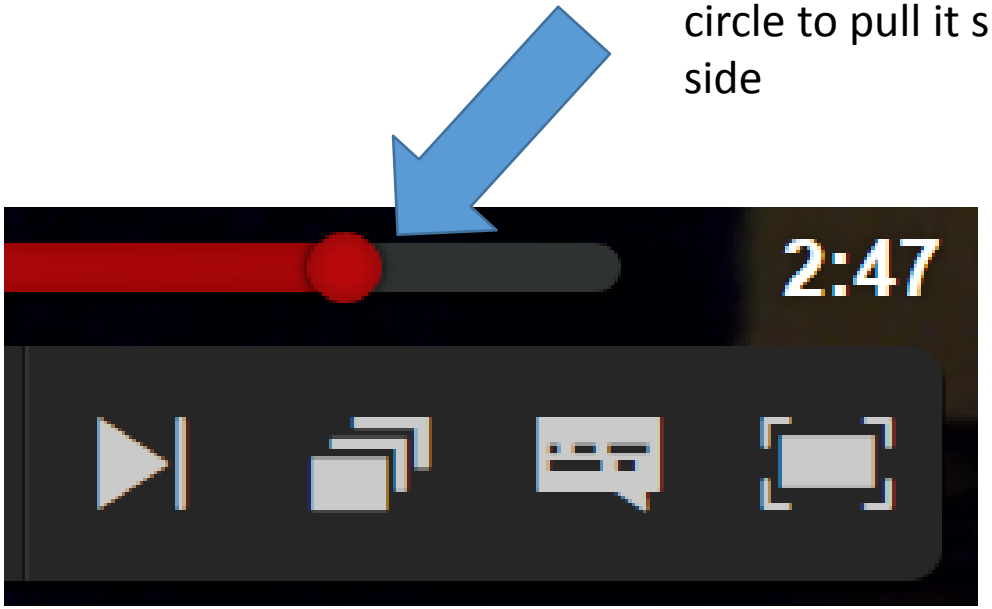
Metaphors vs affordances

Affordance
The button shape is an affordance, it affords pressing



Metaphor
Matching the real world pause button of tape players

Affordance
Affords grasping the circle to pull it side to side



Website structure

Let me tell you a web search story from last night…

I wanted to figure out where a bit.ly link went because it was in a suspicious email (I'm paranoid)

I remembered that bit.ly has statistics pages for all URLs that list the destination URL

So I used DuckDuckGo to search for:
bit.ly url number of click statistics

And found this page:

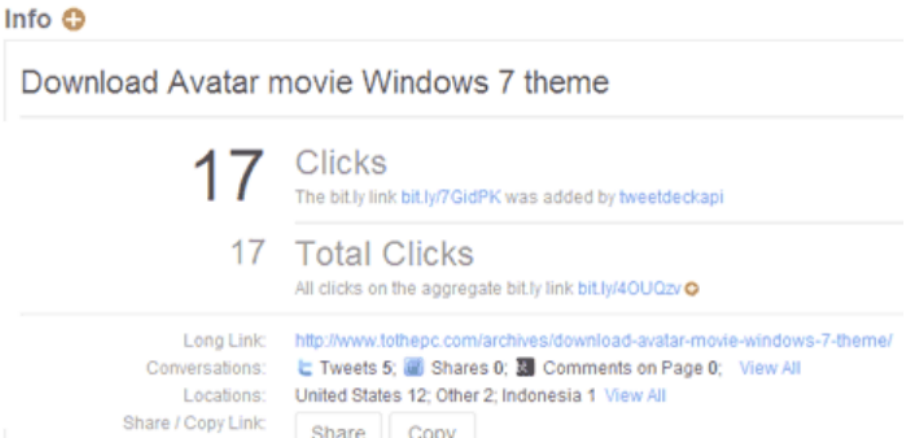
How to see number of clicks statistics of bitly URLs

Written by Davinder Singh Kainth

bit.ly is hugely popular URL shortening service among others like tinyurl. Besides the basic functionality of shortening URLs, it also provide feature for URL analysis. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.

View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just **add "+" sign** in the end. For example, for url "**http://bit.ly/7GidPK**", open url "**http://bit.ly/7GidPK+",** this will redirect to "**http://bit.ly/info/7GidPK**" and show all the statistics for this shortened url.



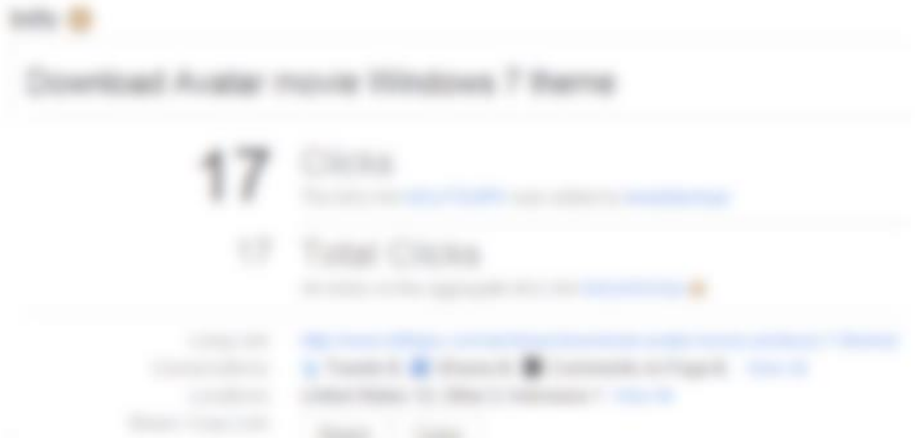
PC YouTube Video channel Subscribe

Ghostery blocked comments powered by Facebook Connect.

Except I’m trying to solve a problem, not read a website. So what I saw looked more like this:

How to see number of clicks statistics of bitly URLs

View clicks stats of any Bit.ly URL



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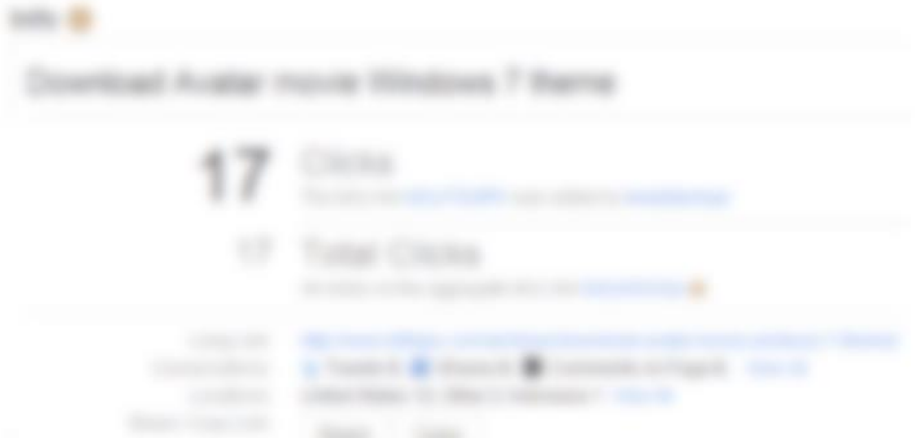
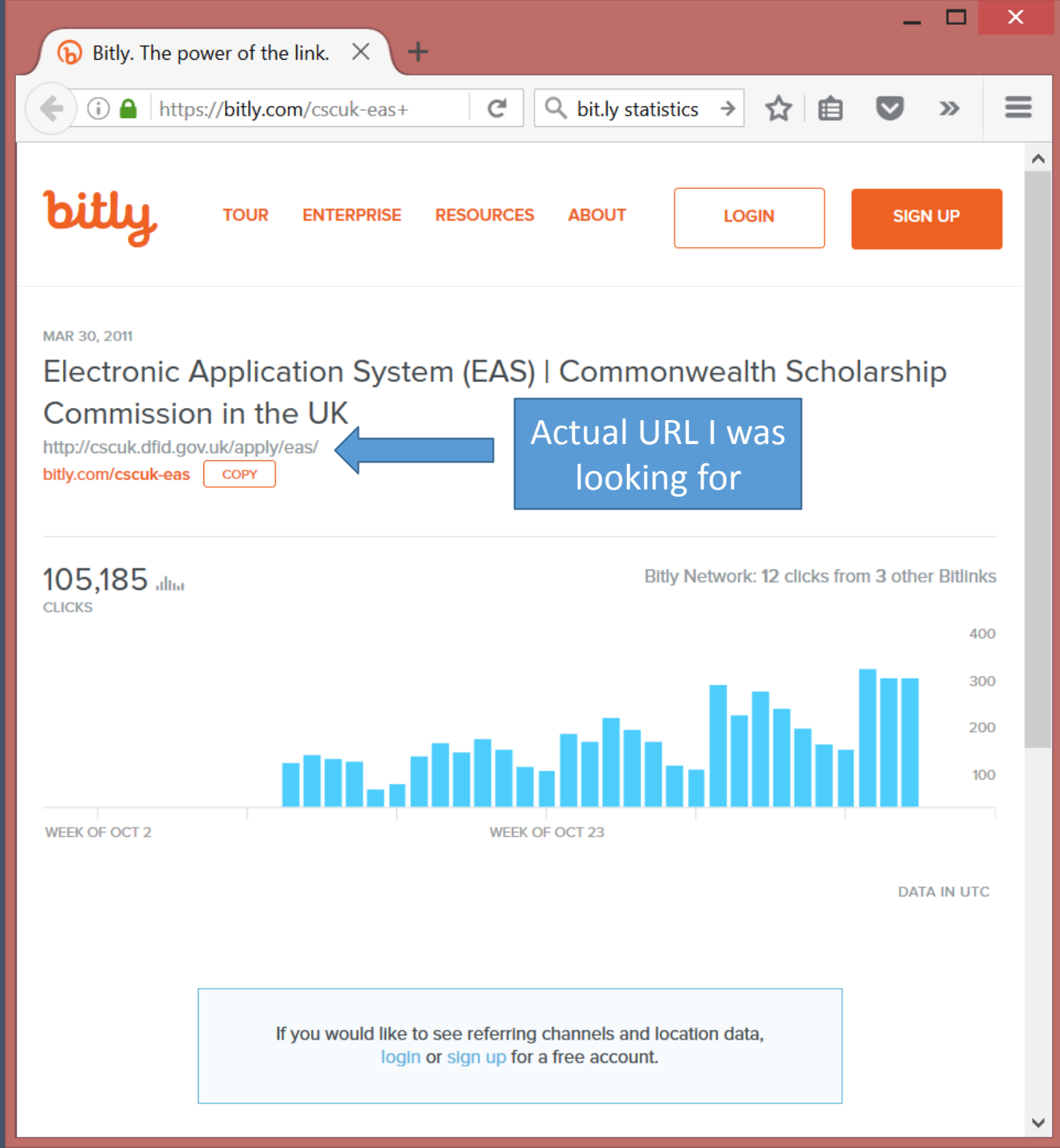


So I added a + to my URL and landed here which is what I was looking for



For me this was a very usable webpage

- I could quickly see it was the correct place
- Section title used language that matched my search
- Data I needed was bolded and had an example which was also bold

How to see number of clicks statistics of bitly URLs

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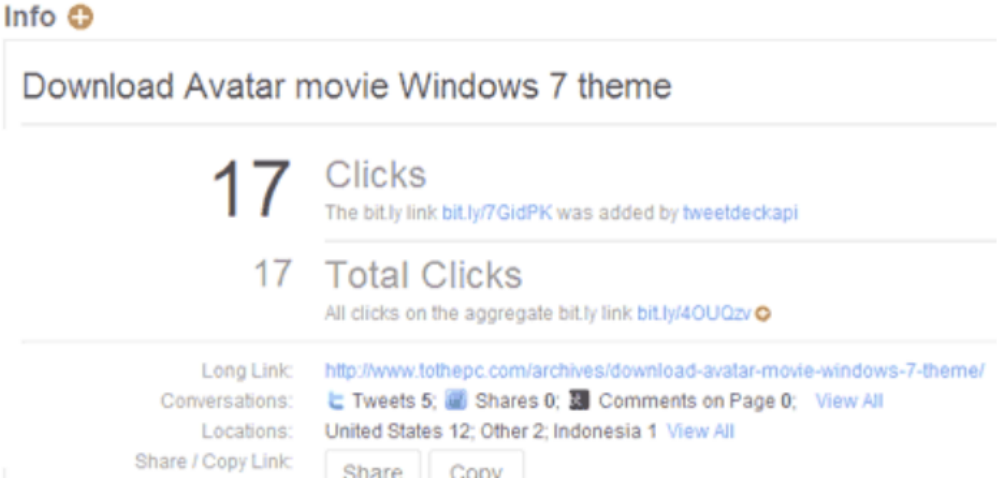

We don’t read, we scan

1. We typically want something

2. We know that we don’t actually need to read everything

3. We are good at scanning

Humans are surprisingly bad at reading text and very good at pattern matching

So when skimming we don’t read, we pattern match (words can be patterns)

Then read once we find something that looks worth reading

You don’t need to be able to read something to know what it means

What is the document to the right?

Can you tell what the content is even if you cannot read it?

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ᑲᓇᑕᒥ ᐃᓄᐃᓄᑦ ᓯᑲᓪᓕᐊᑎᕐᓂᖅ ᓇᐃᒃᑯᓐ ᑭᐱᑦ ᐊᒃᓱᕈᓐᓇᖅ, ᐃᓄᐃᑦ ᑕᐱᓱᑦ ᑲᓇᑕᒥ

ᓇᐃᒃᑯᓐ ᑭᐱᑦ ᐃᓄᐃᑦ ᑕᐱᓱᐃᓐᓄᑦ ᑲᓇᑕᒥ ᐊᖏᔪᓐᓇᑦᑎᐊᕐᓂᖅ. ᓇᐃᓂᒋᑦᑕᑕᓯᐅᓐᓂᖅᓯᒪᔪᖅ, ᑲᓇᓐᓇᕆᔨ-ᐊᑯᓂᑐ ᓄᓇᕗᑦᓂᐅᑦᓯᒪ ᓴᓪᔪᓐᓇᑦᑐᑦ ᓄᓇᕋᔭᖅᑯᑦ ᐊᐃᑦᑐᖅᓯᒪᓂᖏᓐᓄᑦ, ᐊᓪᓚᓐ ᐊᑐᐊᑎᑦᑕᑕᓯᐅᓐᓄᑐ. ᖃᓄᐃᓂ (10) ᑕᑭᐅᓄᑦ ᐃᖏᓐᓄᑦ, ᓄᓇᖅᑐᑦᑕᑕᓯᐅᓐᓂᖅᓯᒪᔪᖅ, ᐊᓪᓚᓐ ᓄᓇᖅᑯᑦ ᑐᖓᔪᓂᖅᑯᑦ ᐅᑎᕐᓗᒍ ᐃᓕᓴᕐᓂᓚᐅᑦ ᐊᓪᓚᓐ ᐱᓕᕆᔨᒪᔪᑦ ᐃᓄᐃᑦ ᐱᓕᕆᔨᑦᑕᑕᓯᐅᓐᓄᑦ. ᐃᖏᓐᓄᖅᑐᑦᑕᑕᓯᐅᓐᓂᖅᓯᒪᔪᖅ ᐱᓕᕆᔨᑦᑕᑕᓯᐅᓐᓄᑦ ᐃᓄᐃᑦ ᐊᓂᔪᓂᖅᓴᖅᑎᑦᑎᓂᖅᓯᒪᔪᖅ ᐃᓄᐃᑦ ᐊᓂᔪᓂᖅᓴᖅᑎᑦᑎᓂᖅᓯᒪᔪᓐᓇᖅ ᑲᑎᒪᔨᓂᖅᓯᒪᔪᖅ ᐃᓄᐃᑦ ᐊᓂᔪᓂᖅᓴᖅᑎᑦᑎᓂᖅᓯᒪᔪᓐᓇ

Annual Report from the Inuit People in Canada

Board of Directors

Natan Obed
President
Inuit Tapiriit Kanatami

Natan Obed is the President of Inuit Tapiriit Kanatami. He is originally from Nain, the northernmost community in Labrador's Nunatsiavut region, and now lives in Ottawa. For 10 years he lived in Iqaluit, Nunavut, and worked as the Director of Social and Cultural Development for Nunavut Tunngavik Inc. He has devoted his career to working with Inuit representational organizations to improve the wellbeing of Inuit in Canada.

Duane Smith
Chair and CEO
Inuvialuit Regional Corporation

Duane Smith is the Chair and CEO of the Inuvialuit Regional Corporation, whose mandate is to receive Inuvialuit lands and financial compensation resulting from the 1984 Inuvialuit land claims settlement. From 2002 to 2016, he was President of Inuit Circumpolar Council Canada, and served as Chair of the Inuvik Community Corporation for six terms starting in 2004.

Cathy Towtongie
President
Nunavut Tunngavik Incorporated

Cathy Towtongie first entered politics in 1973 as Secretary Treasurer of Inuit Tapirisat of Canada. In 2001, she was elected President of Nunavut Tunngavik Incorporated, the organization responsible for ensuring that promises made under the Nunavut Land Claims Agreement are carried out.

Proximity and the overlapping of the photo naturally make you group the two bits of text with the photo

The two bits of text are also different colors causing a natural grouping even without the line

ᑲᑎᒪᔨᖏᑦ

ᑲᓇᑕᒥ ᐃᓄᐃᓂ ᓯᑲᓪᓕᐊᑎᓕᕆᔨᖅ ᓇᐃᒋᓐ ᐅᐱᓂ ᐊᖏᓪᓚᐅᖅ, ᐃᓄᐃᓂ ᑕᐱᓚᒃ

ᓇᐃᒋᓐ ᐅᐱᓂ ᐃᓄᐃᓂ ᑕᐱᓵᑦᓂᓄᑦ ᑲᓇᑕᒥ ᐊᖏᓪᓚᐅᖅᑎᑦᑐᖅ. ᓇᐃᓂᒋᑎᑕᒋᓕᕆᓯᒪᖅ, ᑲᓇᓐᓇᕐᓯᒪᓐᓂᑐᓂ ᓄᓇᑕᒥᑦᑐᑦᓯᒪ ᓵᕐᕿᐊᓕᓐᓂᑦ ᓄᓇᕋᐊᖅᑐᖅ ᐊᕐᓚᑦᑐᓕᓯᒪᓕᖅᓯᒪᓂ, ᐊᒪᓚᓐ ᐋᑐᐊᒥᑎᑕᒋᓕᕆᓯᒪᓂ. ᖃᓄᐃᓂ (10) ᑎᑭᐅᓄᑦ ᐃᖅᑲᓗᐃᑦ, ᓄᓇᖅᑐᒥᑎᑕᒋᓕᕆᓯᒪᔪᖅ, ᐊᒪᓚᓐ ᓄᓇᖅᑐᓂ ᑐᖓᓚᐃᓕᐅᑦ ᑎᒥᖅᓯᑕ ᐃᓕᓴᕐᕕᓵᓂ ᐊᒪᓚᓐ ᐱᑎᓴᕐᕕᓵᓂᓄᑦ ᐃᓕᓴᕐᓯᒪᔪᓄᑦᑐᓗᓂᑦᑐᖅᑐᓂ. ᐃᖅᑲᓗᐃᓕᔾᔪᑎᒃᑐᑦ ᐱᓕᕆᔨᒃᑐᑦ ᐃᓄᐃᓂ ᐱᓕᕆᔨᒃᑐᑦᑎᓪᓗᒍ ᐱᖓᓱᐊᕐᓂᖅ ᐃᓄᐃᓂ ᓴᖅᑭᑐᓂᖅᑐᑦᑎᓪᓗᒍ

Think-pair-share

- I am going to show you three news sites (20s each)
- For each site figure out how to:
  - Play a news video
  - Get to a different section (like sports, or finance)
  - Search for something
  - Share on social media
- The hard bit:
  - How do you know?

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服饰家居 跨万店 3免1

腾讯网 qq.com

网页 搜狗搜索 登录

新闻 图片 军事 | 视频 热剧 综艺 | 娱乐 明星 电影 | 汽车 车型 购物 | 科技 数码 手机 | 教育 课程 出国 | 公益 佛学
财经 证券 理财 | 体育 NBA 中超 | 时尚 健康 育儿 | 房产 家居 家电 | 游戏 儿童 星座 | 文化 大家 文学 | 拍客 更多

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要闻

北京 6℃

习近平与两位航天员通话 将访南美并出席APEC会议
习近平将在纪念孙中山诞辰150周年大会发表讲话
习近平致电祝贺特朗普当选美国总统 治国理政
李克强出访8天4国5站 3个关键词看总理亚欧行 专题
王岐山会见巴基斯坦问责局局长 张高丽在云南调研
天津爆炸案宣判：瑞海公司董事长于学伟被判死缓
天津港爆炸案顶格重判 给受害者和社会一个交代
特朗普击败希拉里当选美总统 中方回应特朗普当选

天津港爆炸案宣判现场 11人鞠躬谢罪

英国机构称中方协助巴基斯坦发展核导 外交部回应
男童坠井救援进展:救援时间无法确定越挖难度越大
国家发展改革委:鼓励煤企签中长期合同锁定价格
去年全国社保基金收入超4万亿 比上年增长14.6%
河北为治雾霾下“调度令” 一般仅在救灾场合使用
吉林石化一年被罚10次仍超标排放 被民间组织起诉
马来西亚警方捣毁组织中国籍残疾人行乞团伙(图)
NBA-7:30视频播篮网vs尼克斯 10:00火箭vs马刺

沈阳公安帮助144名农民“讨回”工款220万

今日话题

5000个亿花了还不够，农村幼儿急需补偿教育
业主换物业要持盾牌，“恶仆欺主”不能忍 往期
我们该怎么拯救坠井的孩子 评论
孙中山追求“最理想国民党”的三次试验 历史
K线中的赚钱机会 你能看出多少？ Miss Money
中国的80后作家在日本为啥没人气？ 思想
旧时女星比现在的更美貌？ 入流

今日热播 影视剧 综艺

小橘米声音曝光！杨幂泪目

华晨宇放大招再改神曲

饭局的诱惑 | 金星谈与杨丽萍恩怨 曝百花奖内幕
喜剧总动员 | 宋小宝跳芭蕾舞 郑恺变帅大叔
跨界喜剧王 | 杨树林娶何洁？ 小沈阳飙歌
韩综 | Radio star 无限挑战 我们结婚了4
热播综艺 | 如果爱3 挑战不可能2 叮咯咙咚呛2
缘来非诚勿扰 今夜百乐门 我的新衣

今日图话

QQ 邮箱 会员 电脑管家 软件
微信 空间 课堂 好莱坞 腾讯云
快报 新闻APP 自选股 体育APP
视频 手机管家 浏览器 应用宝
LOL CF DNF 征途 天刀
爱玩 逆战 御龙手游 火影OL 剑侠
京东 理财通 企鹅FM Q币 全部

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疯狂两小时
手机1折秒
时间：11.11日0点-2点

市场行情

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上证 恒指 道指 腾安

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خبر عاجل : مراسل الجزيرة: الرئيس اللبناني يكلف رئيس تيار المستقبل سعد الحريري بتشكيل الحكومة

عربي

البغدادي يحرض مقاتليه على مهاجمة دول المنطقة

دعا أبو بكر البغدادي زعيم تنظيم الدولة مقاتلي التنظيم لمواجهة القوات المهاجمة للموصل، وإلى عدم الانسحاب من المعركة، وحث البغدادي مقاتليه على مهاجمة تركيا والسعودية، داعيا أهل السنة لدعم التنظيم.

قبل 4 ساعات

تغطيات إخبارية

الرئيس الأميركي الـ45.. من يكون؟

تغطيات إخبارية

معركة الموصل.. مآلات واحتمالات

أحدث الأخبار | البرقيات

تركيا تلوح بإنهاء الاتفاق مع أوروبا بشأن اللاجئين

قبل 9 دقائق

التكنولوجيا الرقمية تعيد الحياة للصور التذكارية القديمة

قبل 16 دقيقة

معاريف: تمييز عنصري إسرائيلي ضد العرب والإثيوبيين

قبل 16 دقيقة

بيان البرادعي المتبرئ من الانقلاب على مرسي

قبل 20 دقيقة

الاحتلال يعتقل عائلة

Mail
News
Finance
Sports
Fantasy Football
Politics
Celebrity
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Beauty
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Tech
More on Yahoo

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Fast, simple & secure web browser for all your devices. Download now!

'This was a white-lash against a changing country'

CNN commentator Van Jones offers an emotional analysis of Donald Trump's historic victory in the U.S. presidential election. **'Should I leave the country?' »**

'Not my president' becomes rallying cry

Trump still has legal woes to deal with

Joy, shock, and fear after Trump's upset win

Celebs react to Donald Trump's victory

Celebrity

Angelina Jolie Wins Sole Custody of Her Children

The former couple's six children will remain in Jolie's care.

Cosmopolitan

175

Brad Pitt Will Walk First Red Carpet Since Angelina Jolie Split at

People

Statement: Pitt-Jolie children will remain in actress' care

WPVI – Philadelphia

Sponsored

Wall Street Furious Over New Trading Algorithm

4 Students prove their Crazy, Money-Making System, worth Millions, on live TV

Ultimate4Trading

Politics

Dems find early scapegoat in FBI Director Comey

Democratic strategists will spend years seeking answers to how they could

2016 Election: Results

2016 Election: Latest Stories

Obama urges unity after Trump victory

Protests erupt over Trump's presidential win

Trump's stunning campaign rewrote all the rules. What about his presidency?

Think-pair-share

- I am going to show you three news sites (20s each)
- For each site figure out how to:
  - Play a news video
  - Get to a different section (like sports, or finance)
  - Search for something
  - Share on social media
- The hard bit:
  - How do you know?

Websites need to be designed more like billboards than like books or newspapers

When building a website you should:

- Take advantage of conventions
  - Do not re-invent the wheel
- Create effective visual hierarchies
- Break pages up into clearly defined areas
- Make it obvious what can be clicked
- Eliminate distractions
- Setup content so it is easy to scan

Awesome Logo

- Books
- Music
- Movies
- Games

Section Title

Create effective visual hierarchies

- The more important something is the more prominent it is
- Things that are related logically are related visually
- Things that are nested visually show what's part of what

Important things are prominent

Very important

A little less important

Nowhere near as important

Logically related are also visually related

Visual nesting shows hierarchy

Terms

More Resources

- View the complete Data Policy
- Interactive Tools
- Minors and Safety
- Facebook Privacy Page
- Facebook Safety Page
- Facebook Site Governance Page
- EU-U.S. Privacy Shield Notice

What kinds of information do we collect?

Depending on which Services you use, we collect different kinds of information from or about you.

Things you do and information you provide.
We collect the content and other information you provide when you use our Services, including when you sign up for an account, create or share, and message or communicate with others. This can include information in or about the content you provide, such as the location of a photo or the date a file was created. We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.

Things others do and information they provide.
We also collect content and information that other people provide when they use our Services, including information about you, such as when they share a photo of you, send a message to you, or upload, sync or import your contact information.

Your networks and connections.

Most Visited
- Autumn Flowers
- Special Offers
- Budget Flowers
- Bestsellers
- Florist's Choice
- Top Rated
- New Products (NEW)
- Fairtrade

Occasions
- Birthday
- Anniversary
- New Baby
- Sympathy
- More Occasions »

By Delivery:
- International

Express Yourself
- Thank You
- Love

FREE Delivery Mon-Sun | Order up to 10pm for next-day delivery | Award-winning service

Autumn Fair

Save £5.00 (20%) with **FREE** Delivery

4.4 /5
based on 1518 reviews

Was: £24.99 | **Now: £19.99**

Order in the next **1 hour 53 minutes** for delivery **TOMORROW.**

Order Now »
Standard delivery is FREE

Top selling offers - *up to 25% off and FREE Delivery*

View full range »

Aztec Sun
Normal price: £29.99

Strawberry Sundae
Normal price: £24.99

Twilight
Normal price: £24.99

Peace
Normal price: £39.99

Track Your Order

Customer Satisfaction

Average: 4.4/5

5 star	(117369)
4 star	(27593)
3 star	(472)
2 star	(10522)
1 star	(9955)

Total: (165911 reviews)

Sue

Northampton
08/11/2016

SO THRILLED WITH THE SERVICE AND QUALITY FLOWERS DELIVERED I HAVE JUST ORDERED FROM YOU AGAIN AND I AM SURE WILL BE SUBMITTING FURTHER ORDERS IN THE FUTURE SO KEEP UP THE GREAT WORK. VERY MUCH APPRECIATED. COMMUNICATION WAS SECOND TO NONE. 100% BETTER THAN INTERFLORA.
Mrs. Sue Jones

Lauren

08/11/2016

Questions?