



HCI: CONTENT LAYOUT

Dr Kami Vaniea

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

Copyrighted Material
Steve Krug



**DON'T
MAKE
ME
THINK**

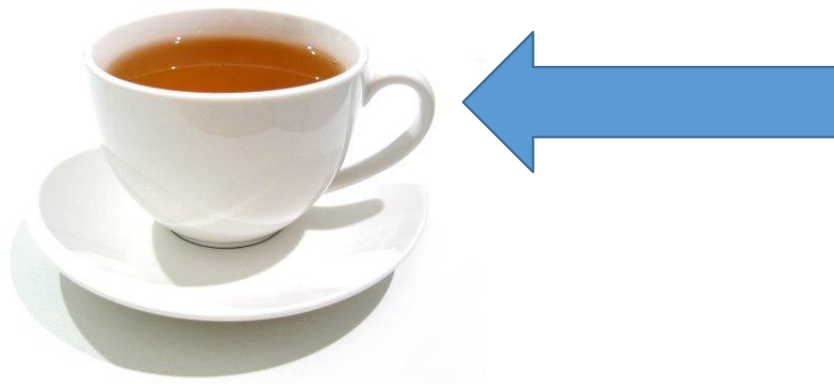
revisited

Copyrighted Material
A Common Sense Approach to Web ^{and Mobile} Usability

Affordance and Metaphores

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

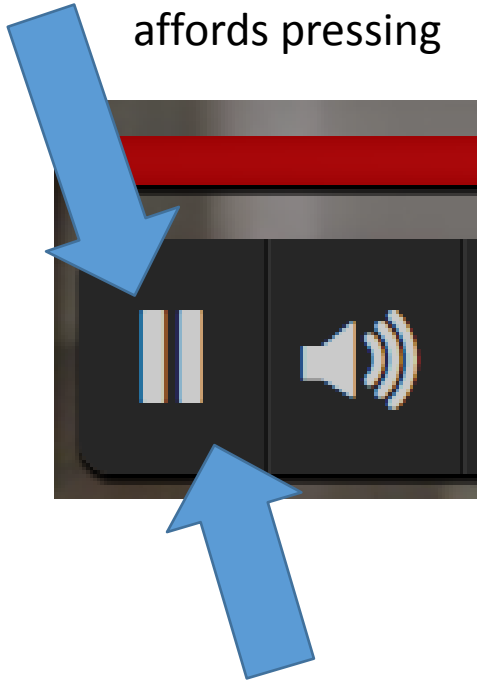
No signs
required



Metaphors vs affordances

Affordance

The button shape is an affordance, it affords pressing

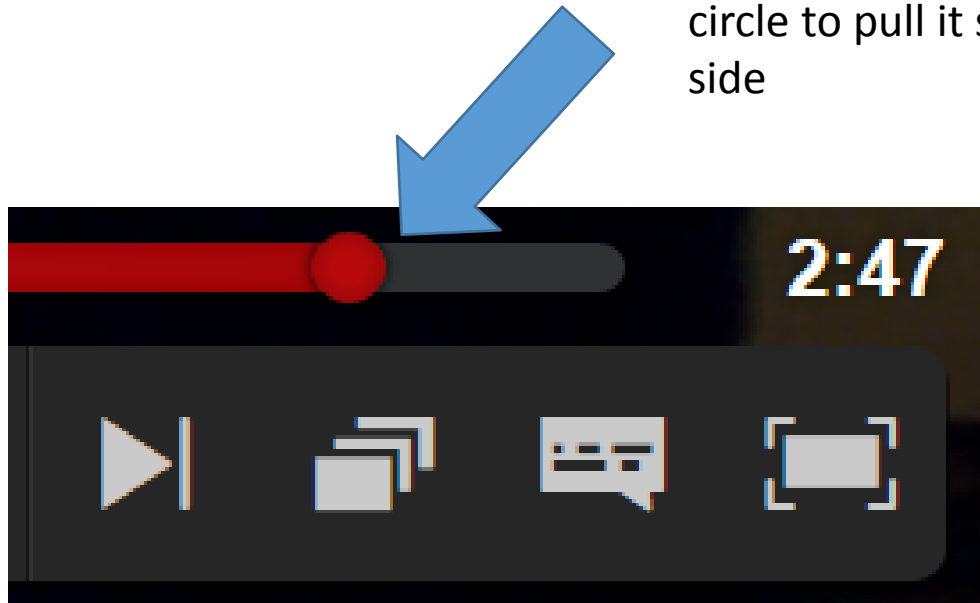


Metaphor

Matching the real world pause button of tape players

Affordance

Affords grasping the circle to pull it side to side

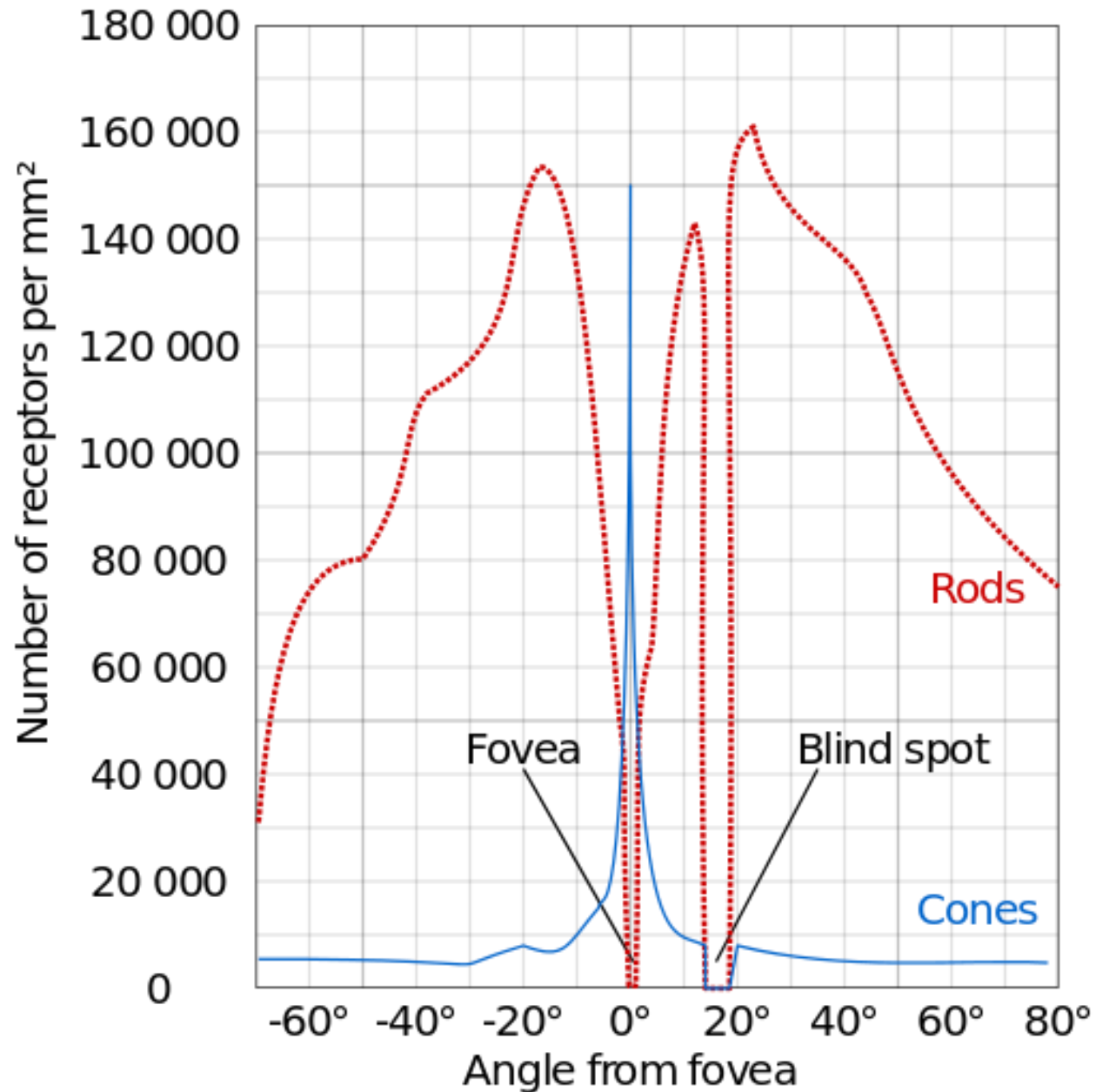


Website structure

The human eye is really good at seeing some things and bad at others

The eye is the most detailed at its center, where your focus is.

On the edges things are blurry, but you can easily see movement.



They eye is
the most
detailed at its
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On the edges
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movement.



Let me tell you a web search story...

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.

Info +

Download Avatar movie Windows 7 theme

17 Clicks

The bit.ly link bit.ly/7GidPK was added by [tweetdeckapi](#)

17 Total Clicks

All clicks on the aggregate bit.ly link bit.ly/4OUQzv

Long Link: <http://www.tothepc.com/archives/download-avatar-movie-windows-7-theme/>

Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)

Share / Copy Link:

Share

Conv



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

How to see number of clicks statistics

Bit.ly is a highly popular [URL shortening service](#) among others like [Tiny.cc](#). Besides the basic functionality of shortening URLs, it also provides features for URL analytics. You can track number of clicks, locations, referrals, time of clicks for any bit.ly 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 "/v" sign to the end. For example, for url [http://bit.ly/1H0d9P0](#), open up [http://bit.ly/1H0d9P0/v](#), this will redirect to [http://bit.ly/1H0d9P0/v](#) and show all the statistics for this shortened url.

URL

Download Avast! Home Windows 7 Setup

17

Clicks

[http://bit.ly/1H0d9P0/v](#)

17

Total Clicks

[http://bit.ly/1H0d9P0/v](#)

Location
Country
Referrer
Device

bit.ly



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How to see number of clicks statistics of bitly URLs

Written by: [Gmail PC](#)

Bit.ly is a popular website [URL shortening service](#) among others like [Dropbox](#). Besides the basic functionality of shortening URLs, it also provides features for URL analytics. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.



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URL: [http://bit.ly/7H0a9P0](#)

Download Avatar movie Windows 7 theme

17

Clicks

[http://bit.ly/7H0a9P0/v](#)

17

Total Clicks

[http://bit.ly/7H0a9P0/v](#)

Location: [http://bit.ly/7H0a9P0/v](#)

Referrer: [http://bit.ly/7H0a9P0/v](#)

Country: [http://bit.ly/7H0a9P0/v](#)

Time of click: [http://bit.ly/7H0a9P0/v](#)



Subscribe



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How to see number of clicks statistics of bitly URLs

Written by: [Gmail PC](#)

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URL: [http://bit.ly/7GidPK](#)

Download Avatar movie Windows 7 theme

17

Clicks

[http://bit.ly/7GidPK+](#)

17

Total Clicks

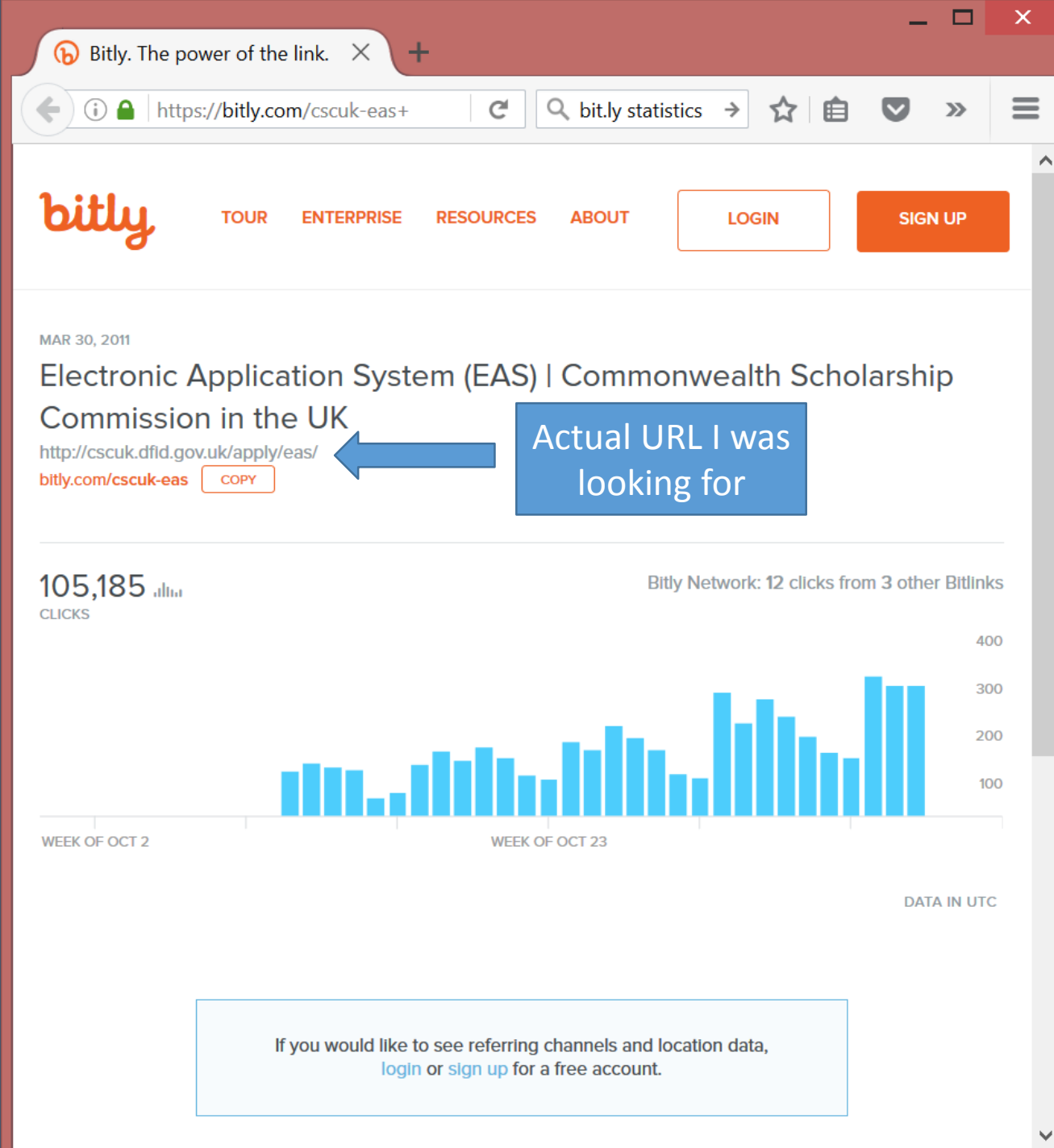
[http://bit.ly/7GidPK+](#)

Location: [http://bit.ly/7GidPK+](#)
 Referrer: [http://bit.ly/7GidPK+](#)
 Country: [http://bit.ly/7GidPK+](#)
 Date/Time: [http://bit.ly/7GidPK+](#)

Showing related comments powered by Facebook Connect



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

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Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)

Share / Copy Link:

Share

Copy

We don't read, we scan

- We typically want something
- We know that we don't actually need to read everything
- We are good at scanning

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

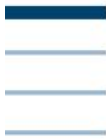
So when skimming we don't read, we pattern match (words can be patterns)

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



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.

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?

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

京东 第十届家装节 家具建材惠动全城 跨品类满499减100

网上有害信息举报专区

要闻

北京 19℃

今日话题

时光画轴

党和国家领导人是如何当选十九大代表的？

“史上最牛军改” 强军第三集 第四集 理上网来
习近平等出席国庆招待会 喜迎十九大 砥砺奋进
李克强致辞 会见专家 会见驻华使节 俞正声
国庆假期首日全国接待游客1.13亿人次
土耳其总统：以色列情报机构插手伊拉克库区公投
日本众议院选举22日举行投票 自民党支持率跌至3成
► 英超-正视频播纽卡vs利物浦 阿森纳2-0取4连胜



南京夜空现奇异天象 紫色琉璃
天信添神秘

一文读懂调控1周年发生了啥？限购限贷限售都来了
特警国庆哨位执勤 妻儿不便相认隔栏喊“王警官”
游客到西湖边却发不了朋友圈：4G信号被“挤”断
法国一火车站发生持刀袭击路人事件 嫌犯被击毙
加拿大一男子驾车撞警车持刀袭警 车上发现IS旗帜
荣乌高速河北营尔岭隧道发生塌方 9人被困
孕妇临盆高速遇路上堵 交警护航10分钟送至医院
每周神评论：致富经盯上小朋友 国庆堵车乐趣多

中国人为什么害怕吃止痛药？

修手机比买新手机还贵，该怪谁
用大数据保护留守儿童
“西洋参”是如何在中国走上神坛的？
花花公子创始人娇妻为何得不到1分钱
维也纳现代派：十九世纪末的文学突围
突然爱上翡翠，是我老了吗？

往期
评论
历史
MISS MONEY
学术
入流

今日热播

影视剧

综艺



森碟没来？高仔机智回答



黄晓明单手玩火圈超嗨

- 明日之子 | 毛不易《盛夏》夺冠 李荣浩助阵决赛
- 中餐厅 | 赵薇周冬雨飙歌 黄晓明张亮魔性打鸡蛋
- 我们来了 | 蒋欣吴秀波不慎坠马 汪涵画唐妆
- 极限挑战 | 宋小宝沙溢回归复仇 黄渤套路孙红雷
- 热播综艺 | 天使之路 青春旅社 开心剧乐部
- 独播综艺 | 脱口秀大会 不可思议的妈妈 饭局

- QQ 邮箱 会员 电脑管家 软件
- 微信 空间 课堂 视频VIP 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 DNF CF 冒险岛2 QQ炫舞
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- 京东 理财通 企鹅FM Q币 全部

JD.COM 京东



¥590.00

8/12



دولي مئات الجرحى في اشتباكات بسبب استفتاء كتالونيا

أعلنت كتالونيا إصابة 337 شخصا بجراح بعد تعرضهم للضرب من الشرطة الإسبانية، وأعلنت الحكومة الإسبانية إصابة 11 عنصر أمن، ولا يزال التوتر قائماً مع إصرار مدريد على عرقلة استفتاء انفصال.

قبل 4 ساعات



تغطيات إخبارية
تويتر.. منبر السعوديين وسلاحهم



تغطيات إخبارية
غزة في مهب التحولات



مقالات رأي مدونات

يوشكا فيشر
عالم ألمانيا الجديد الخطير



زهير إسماعيل
القديم يعيد إنتاج نفسه بتونس
حكما ومعارضة



سامر إلياس
الورقة الكردية في حسابات
موسكو الاستراتيجية



دولي

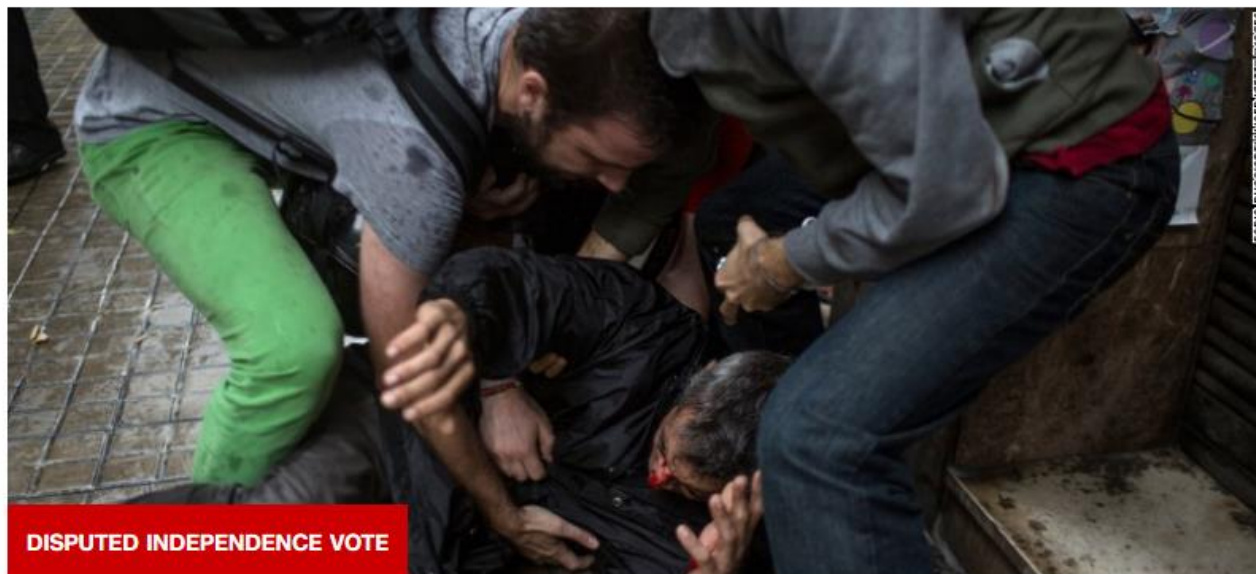
مهاجم يقتل شخصين طعنا في مرسليليا



عربي

وفد مصري بغزة قبيل وصول حكومة الوفاق

'The shame of Europe'



Catalonia condemns Spanish government action as 465 injured in clashes with police

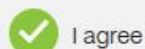
FC Barcelona bars public from match amid Catalan vote chaos

Riot police break into polling station

In photos: Rubber bullets and blocked polling stations

Catalan referendum, explained

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Top stories



Trump: Tillerson 'wasting his time' on North Korea

Fatal stabbings in France treated as terrorism

O.J. Simpson freed after 9 years in jail

Puerto Ricans rip into Trump

ANALYSIS What Trump's 18 tweets did

San Juan Mayor: We're dying here

Canada: 5 hurt as attacks spark terror probe

Brave Hong Kongers take to streets

Air France jet makes emergency landing

Kim Jong Nam murder trial set to begin

Fears grow of sectarian war in Iraq

OPINION Stand for anthem, then take a knee

ANALYSIS Trump's unbelievably bad week

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

Computer Books

Books

Music

Movies

Games

Computer Books

Books

Music

Movies

Games

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

Books

Music

Movies

Games

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 

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](#)

Birthday

CELEBRATION MADE UNIQUE

Great selection of flowers and gifts to make the special day **extra special**.

[VIEW GIFTS](#) >

93%

CUSTOMER SATISFACTION

FREE

DELIVERY MON - SUN

Happy Birthday

 **Track Your Order**

Customer Satisfaction

Average:  4.4/5



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

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~~

The website to the right is an example of how structure can be used to help users scan and find information

Predatory Loans

Most mortgage professionals are trustworthy and provide a valuable service, helping you to buy or refinance your home. But dishonest or "predatory" lenders do exist and engage in practices that increase the chances of borrowers losing their homes to foreclosure. To avoid becoming a victim of predatory lending, you need to understand the process to buy a home and be a smart consumer.

What Is Predatory Lending?

Predatory lenders, appraisers, mortgage brokers and home improvement contractors could use any of these tactics to take away your home or investments:

- Sell properties for much more than they are worth using false appraisals.
- Encourage borrowers to lie about their income, expenses, or cash available for down payments in order to get a loan.
- Knowingly lend more money than a borrower can afford to repay.
- Charge high interest rates to borrowers based on their race or national origin and not on their credit history.
- Charge fees for unnecessary or nonexistent products and services.

Avoid Predatory Loans by Being a Smart Consumer

To avoid becoming a victim of predatory lending, follow these guidelines:

- Before you buy a home, attend a homeownership education course offered by a U.S. Department of Housing and Urban Development (HUD)-approved, non-profit [counseling agency](#).
- Interview several real estate professionals (agents), and ask for and check references before you select one to help you buy or sell a home.
- Get information about the prices of other homes in the neighborhood. Don't be fooled into paying too much.
- Hire a qualified and licensed home inspector to carefully inspect the property before you are obligated to buy. Determine whether you or the seller will be responsible for paying for the repairs.
- Shop for a lender and compare costs. Be suspicious if anyone tries to steer you to just one lender.

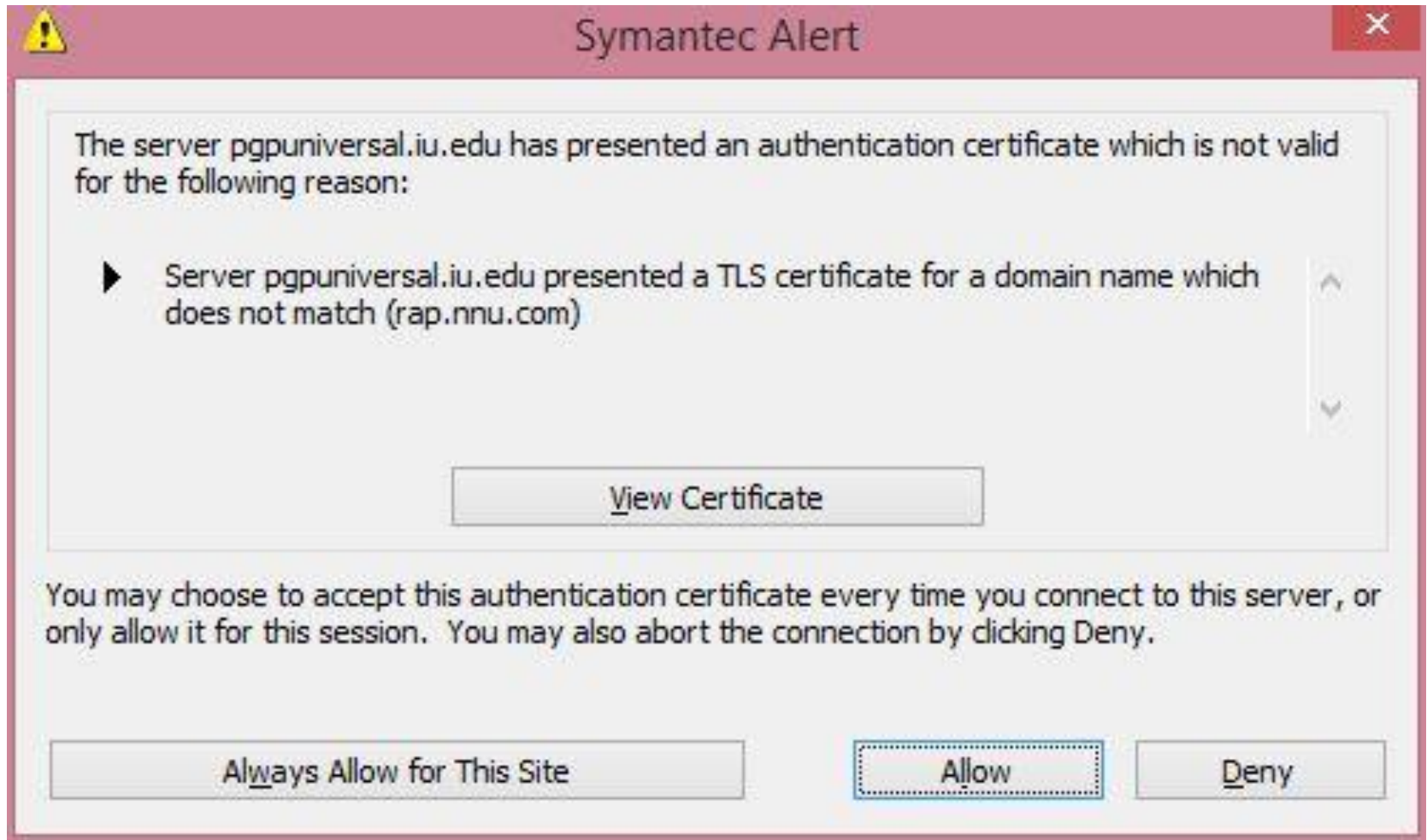
If you believe you have been a victim of predatory lending, you can find a list of [federal, state, and local resources](#) at the HUD Office of Housing Counseling.

**Now lets talk about some of the basics
of displaying text**

Common issues with text

- Uncommon or unfamiliar vocabulary
- Difficult scripts and typefaces
- Tiny fonts
- Text on noisy backgrounds
- Information buried in repetition
- Centered text
- Too much text (You can usually delete half of most text)

Uncommon or unfamiliar vocabulary



Difficult scripts and typefaces

Some
example text
from
usa.gov/mortgages

Predatory Loans

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- Encourage borrowers to lie about their income, expenses, or cash available for down payments in order to get a loan.

Difficult scripts and typefaces

All capitals is
hard to read
because it
prevents
scanning

PREDATORY LOANS

MOST MORTGAGE PROFESSIONALS ARE TRUSTWORTHY AND PROVIDE A VALUABLE SERVICE, HELPING YOU TO BUY OR REFINANCE YOUR HOME. BUT DISHONEST OR "PREDATORY" LENDERS DO EXIST AND ENGAGE IN PRACTICES THAT INCREASE THE CHANCES OF BORROWERS LOSING THEIR HOMES TO FORECLOSURE. TO AVOID BECOMING A VICTIM OF PREDATORY LENDING, YOU NEED TO UNDERSTAND THE PROCESS TO BUY A HOME AND BE A SMART CONSUMER.

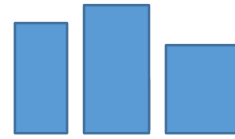
WHAT IS PREDATORY LENDING?

PREDATORY LENDERS, APPRAISERS, MORTGAGE BROKERS AND HOME IMPROVEMENT CONTRACTORS COULD USE ANY OF THESE TACTICS TO TAKE AWAY YOUR HOME OR INVESTMENTS:

- SELL PROPERTIES FOR MUCH MORE THAN THEY ARE WORTH USING FALSE APPRAISALS.
- ENCOURAGE BORROWERS TO LIE ABOUT THEIR INCOME, EXPENSES, OR CASH AVAILABLE FOR DOWN PAYMENTS IN ORDER TO GET A LOAN.

Consider this
shape

What word is
it?



Difficult scripts and typefaces

Some fonts
are easy to
read

Predatory Loans

Most mortgage professionals are trustworthy and provide a valuable service, helping you to buy or refinance your home. But dishonest or "predatory" lenders do exist and engage in practices that increase the chances of borrowers losing their homes to foreclosure. To avoid becoming a victim of predatory lending, you need to understand the process to buy a home and be a smart consumer.

What Is Predatory Lending?

Predatory lenders, appraisers, mortgage brokers and home improvement contractors could use any of these tactics to take away your home or investments:

- Sell properties for much more than they are worth using false appraisals.
- Encourage borrowers to lie about their income, expenses, or cash available for down payments in order to get a loan.

Difficult scripts and typefaces

Some fonts
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Difficult scripts and typefaces

Weird fonts
make reading
super
complex.

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Tiny fonts

Worse than
tiny fonts are
tiny fonts that
cannot be
enlarged

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Text on noisy backgrounds

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Avoid Predatory Loans by Being a Smart Consumer

To avoid becoming a victim of predatory lending, follow these guidelines:

- Before you buy a home, attend a homeownership education course offered by a U.S. Department of Housing and Urban Development (HUD)-approved, non-profit [counseling agency](#).
- Interview several real estate professionals (agents), and ask for and check references before you select one to help you buy or sell a home.

Text on noisy backgrounds

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Information buried in repetition

The options
all start and
end with the
same words
making the
text hard to
read

Keyboard and Documentation

Configure your MacBook with the following language options along with the language of the included user documentation.

- ☐ Backlit Keyboard (English) / User's Guide
- ☐ Backlit Keyboard (Western Spanish) / User's Guide
- ☐ Backlit Keyboard (French) / User's Guide
- ☐ Backlit Keyboard (Japanese) / User's Guide

Information buried in repetition

Pull the
repeated text
out and only
say it once

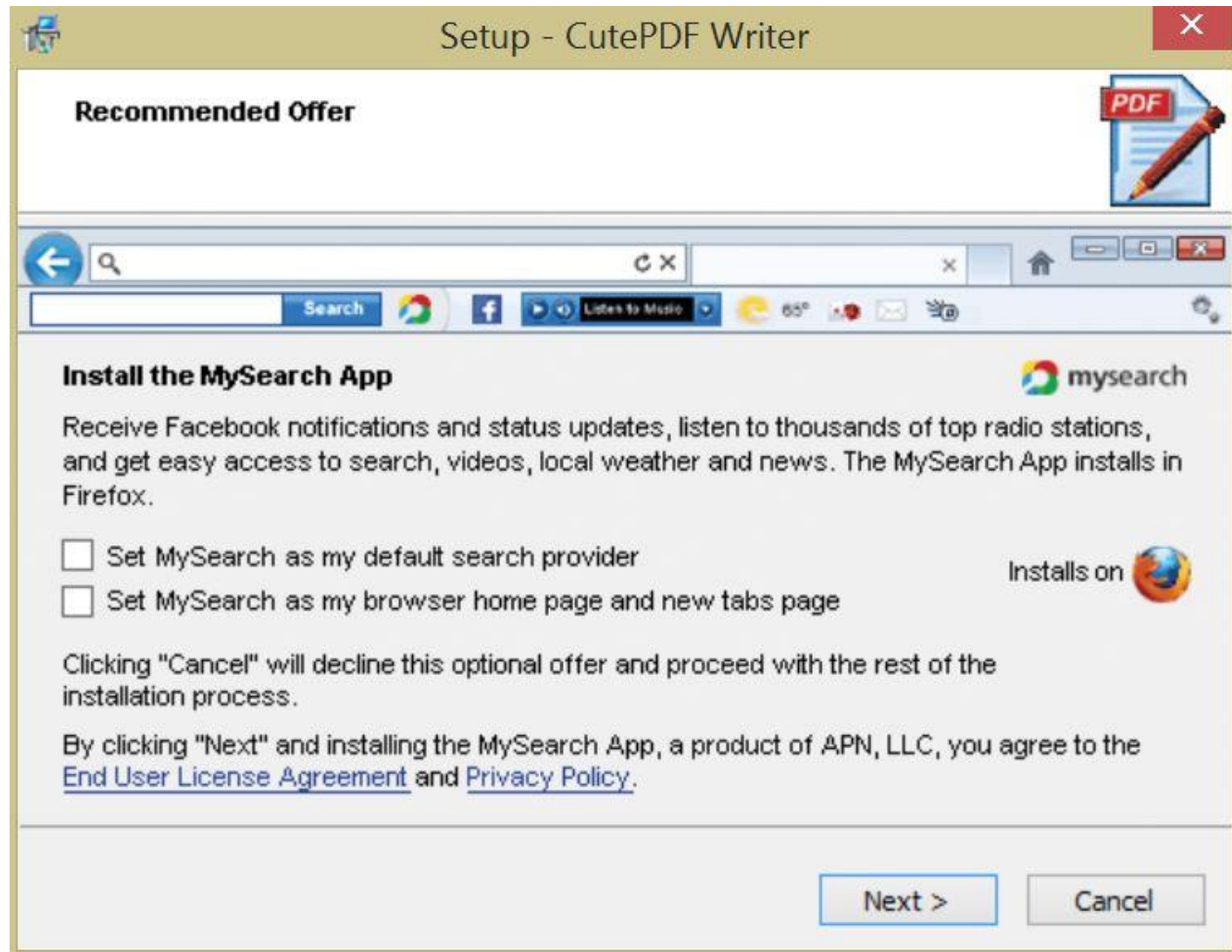
Keyboard and Documentation

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Backlit Keyboard and User's Guide in:

- ☐ English
- ☐ Western Spanish
- ☐ French
- ☐ Japanese

Information buried in repetition



Centered text

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Think-pair-share

- I will show three web pages for 20 seconds each
- Answer the following questions about the site:
 - What site is this?
 - What is the purpose of this site?
 - Any errors
 - Any good elements

Philip Wadler's home page

[Contact details](#)

[Wadler's Blog](#)

[Towards Independence](#)

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[Computational Thinking and](#)

[Outreach](#)



Projects

[Interested in applying for a PhD or Internship?](#)

[From Data Types to Session Types: A Basis for Concurrency and Distribution](#), an EPSRC Programme Grant, joint with Simon Gay, Glasgow, and Nobuko Yoshida, Imperial.

[TypeScript: The Next Generation](#) funded by a [Microsoft Research PhD Scholarship](#).

[Centre for Doctoral Training in Pervasive Parallelism](#), studentships available for cohort starting September 2016.

Currently:

- Professor of Theoretical Computer Science, [Laboratory for Foundations of Computer Science](#), [School of Informatics](#), [University of Edinburgh](#) (2003–).
- [ACM Special Interest Group on Programming Languages](#), Chair (2009-2012), Past Chair (2012-2015).



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SpeechTrans Bluetooth
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CHRYSLER

DODGE

Jeep



i.e. White Nissan Altima

857 New Vehicles

1304 Total Vehicles

73 Certified Pre-Owned

Our Reviews



Google Aug 29, 2016



Great salesman. Honest

Read more at Google

<http://www.coleautomotive.com/>

Questions?