Web Site Ergonomics: Design and Performance Testing

What's good design?

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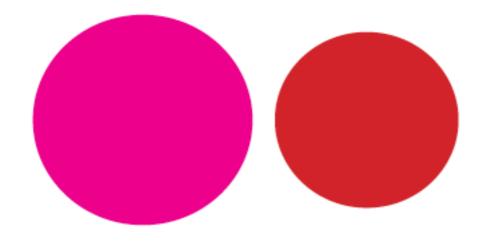
- What is the purpose?

- What is the target group?

- How well does it perform?
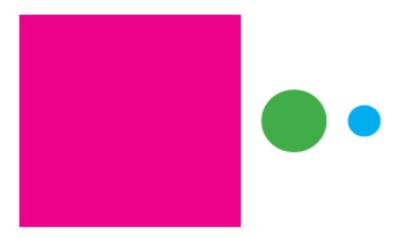
C.R.A.P. as Good (Graphic) Design

- **C**ontrast

- **R**epetition

- **A**lignment

- **P**roximity

Contrast

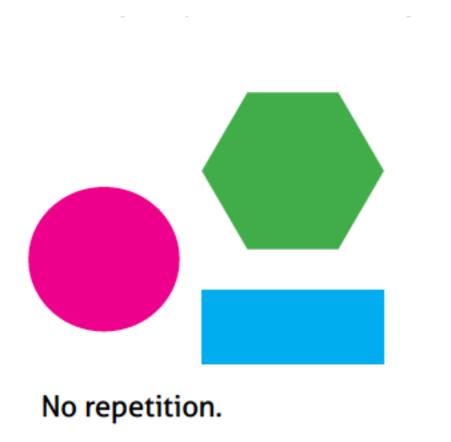difference in shape, color, size or texture
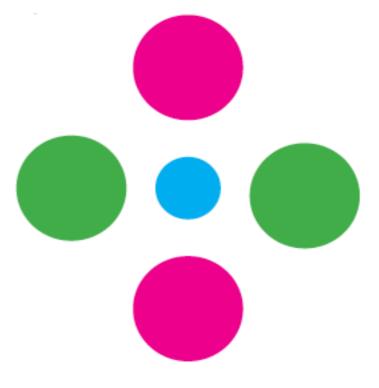

Low contrast in size, shape and colour.

High contrast in size, shape and colour.
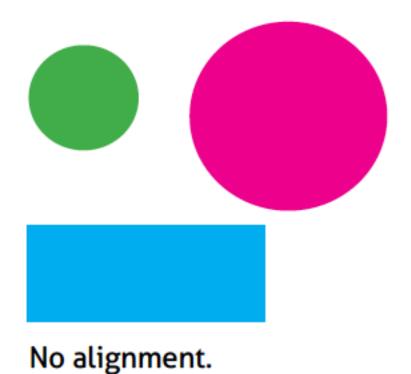
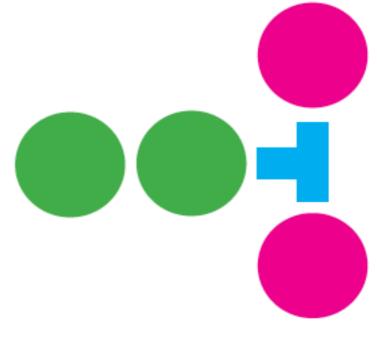# Repetition

emphasize message with rhythm and flow

No repetition.

Repetition of forms and colours.
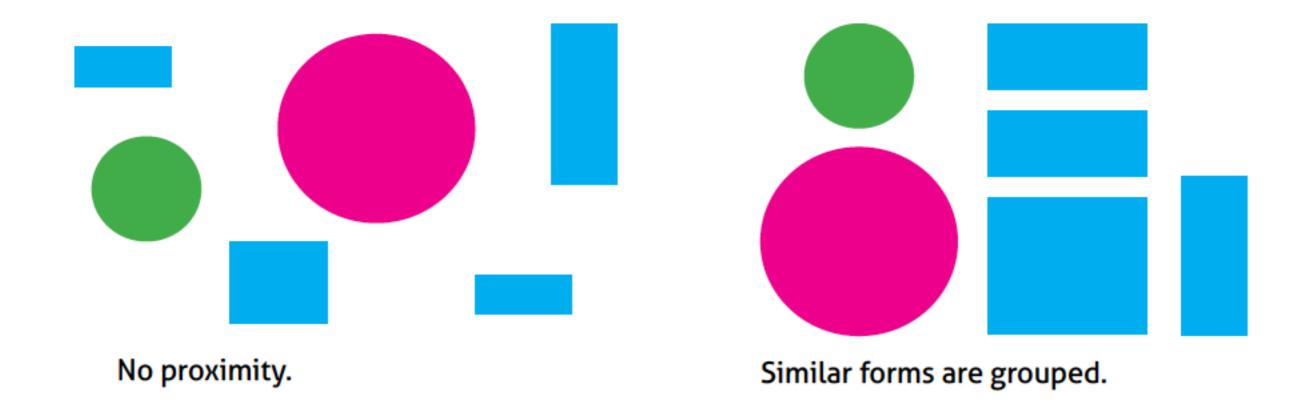
Alignment

organize and order the content

No alignment.

Forms are aligned to center horizontally and vertically.

Proximity

group similar objects together

No proximity.

Similar forms are grouped.

Web Site Design

1. **Strategy**

   - is the web site's purpose clear to visitors?

   - does the design directs visitors to take actions?

2. **Usability**

   - how long does it take to load?

   - how easy is it to find information? where's the **search** form and how well does it perform?

   - does it work for mobile devices?

3. **Style**

   - does it align with the brand?

   - what feel does it generate?
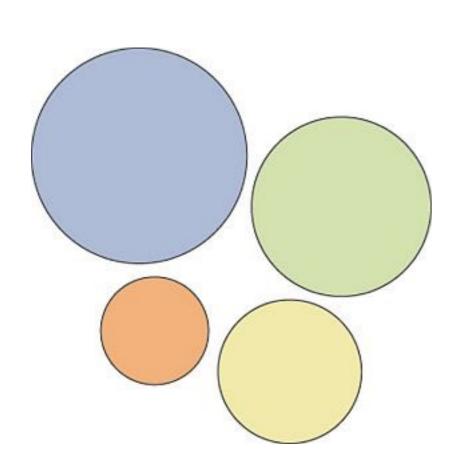
4. **Content**

   - Is it readable? (fonts, organization, colors)

   - Is it useful? (relevant to the reader, concise)

Cognitive Science Research on Web Design

1. **Perception** (Hierarchy, Layout, Color theory)

2. **Cognition** (Hick's Law)

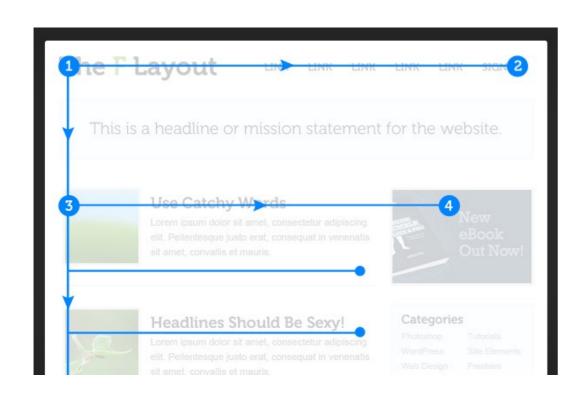3. **Action** (Fitt's Law)

Visual Hierarchy
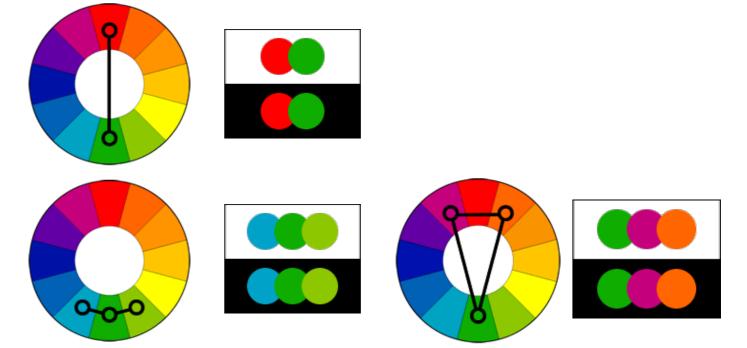
the flow of attention

F- and Z-Layout

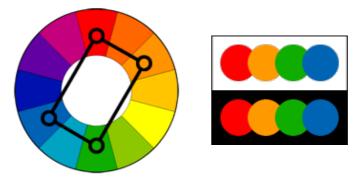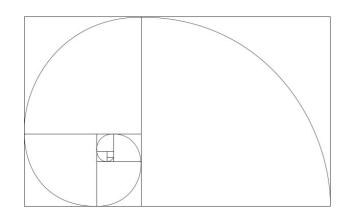we do not read websites, we scan them

Color theory

- Complementation
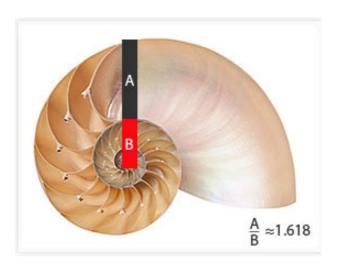
- Analogous colors
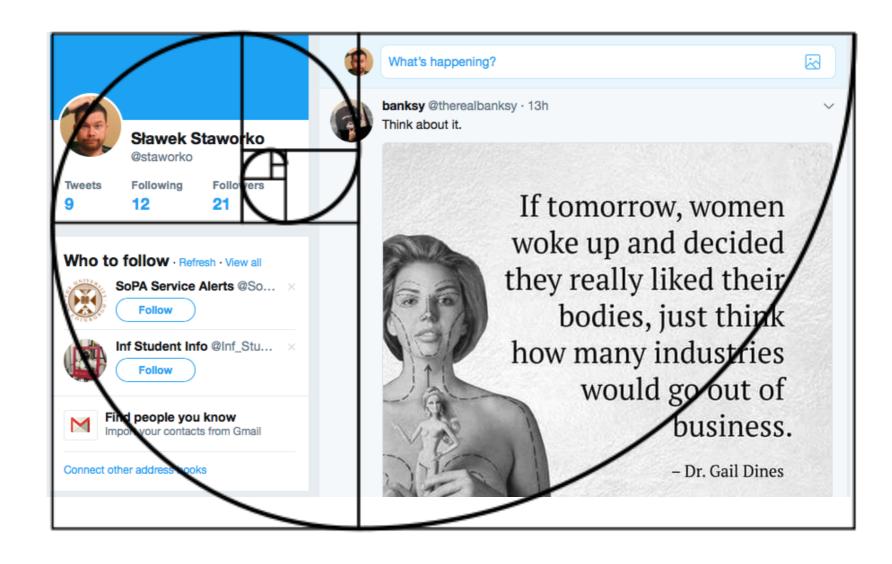
- Triadic schemes

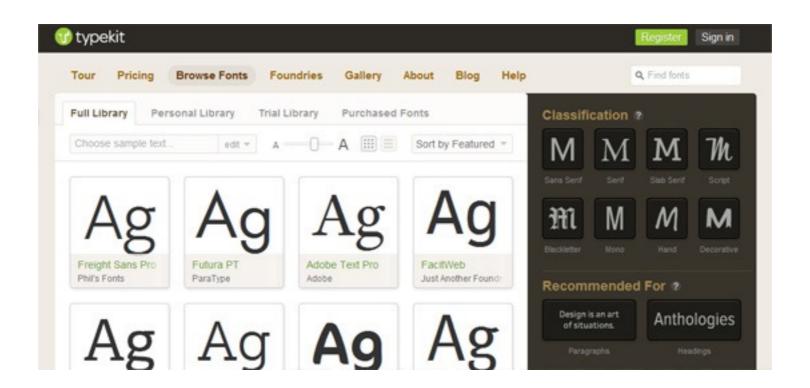- Tetradic colors
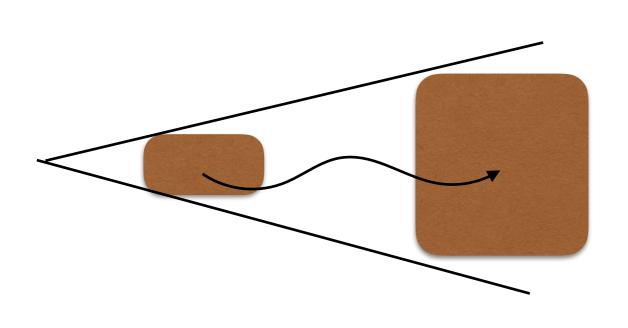
Golden Ratio

Hick's Law

The more choice you have, the (logarithmically) more miserable you are
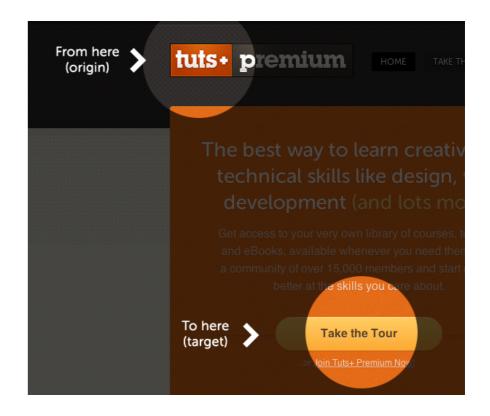
- **Limit the choices** to minimum
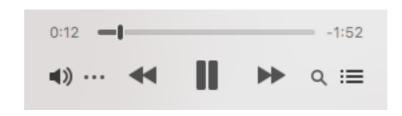
- Break down **top-level decisions**

Fitt's Law

The time required to click the button is
a function of the distance to the button and the button size.

Magic Corners

Evaluation Performance