

# UX DESIGN: STANDARDS, GUIDELINES & CONVENTIONS

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# THOUGHTS...

- “People invariably object and complain whenever a new approach is introduced into an existing array of products and systems. Conventions are violated: new learning is required. The merits of the new system are irrelevant: it is the change that is upsetting. “ Norman p. 149
- What happens to your knowledge when a system changes?
  - In the head?
  - In the world?

# INTERACTION DESIGN

- There's a fine line between an interaction that works and one that is usable.
- Great UX executes interaction well
- Question:
  - Is it better to design an aesthetically pleasing interaction or one that works? Which will lead to better success?

# INTERACTION DESIGN

Interaction design (IxD) is defined by the [Interaction Design Association \(IXDA\)](#) as “the structure and behavior of interactive systems. Interaction designers strive to create meaningful relationships between people and the products and services they use, from computers to mobile devices to appliances and beyond.”

Experience is critical, for it determines how fondly people remember their interactions. —Don Norman

# GREAT UX

- Simple clearly defined goals
- Strong purpose
- Intuitive
- Minimum necessary to complete the task





Location



Bookmark



Calendar



Home



Music



Watch



Computer



Folder



File



Search



Compose



Print



Trash



Video Player



Grid View



Camera



ID



Gift



Suitcase



Success



Menu

# RECOGNITION RATHER THAN RECALL

# DEFINITIONS

- **Convention**: a way in which something is usually done, especially within a particular area or activity
- **Guideline**: a general rule, principle or piece of advice
- **Standard**: Used or accepted as normal, a level of quality or attainment

# CONVENTIONS, GUIDELINES, STANDARDS

- Conventions
  - *Place the About menu on the right*
- Guidelines
  - Informal but widely used
    - *Number Seven, Plus or Minus Two*
  - Formal corporate guidelines
    - *The logo can only be used in XXX*
- Standards
  - Association or industry body
  - Government
  - Types
    - Accessibility
    - Networking
    - others



# KNOWLEDGE

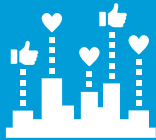


- *In the Head*
  - Memory
  - Efficient – Readily available
  - Requires Learning
  - Ease of use at first encounter is low
  - Designer has freedom – better UX

# KNOWLEDGE



- *In the World*
  - Information is Perceivable, facts & rules
  - Interpretation substitutes for learning
  - Less efficient if you have to stop to learn
  - Ease of use at first encounter is high
  - Can be ugly – requires a deep skillset



Users have a finite capacity for retention/comprehension



Knowledge in the Head may be limited



Proper planning is required (adding future features)

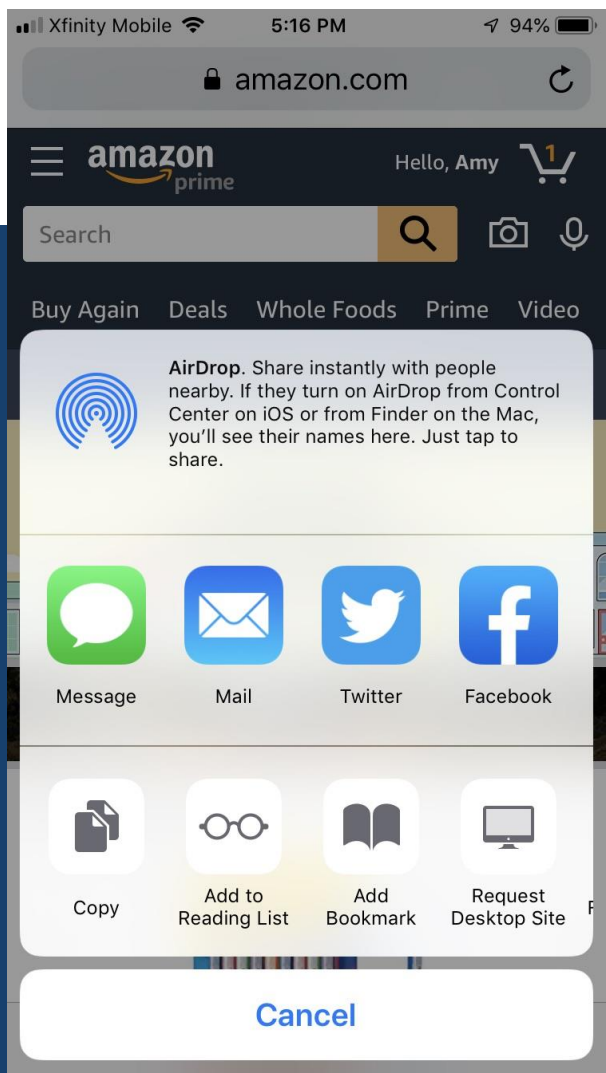
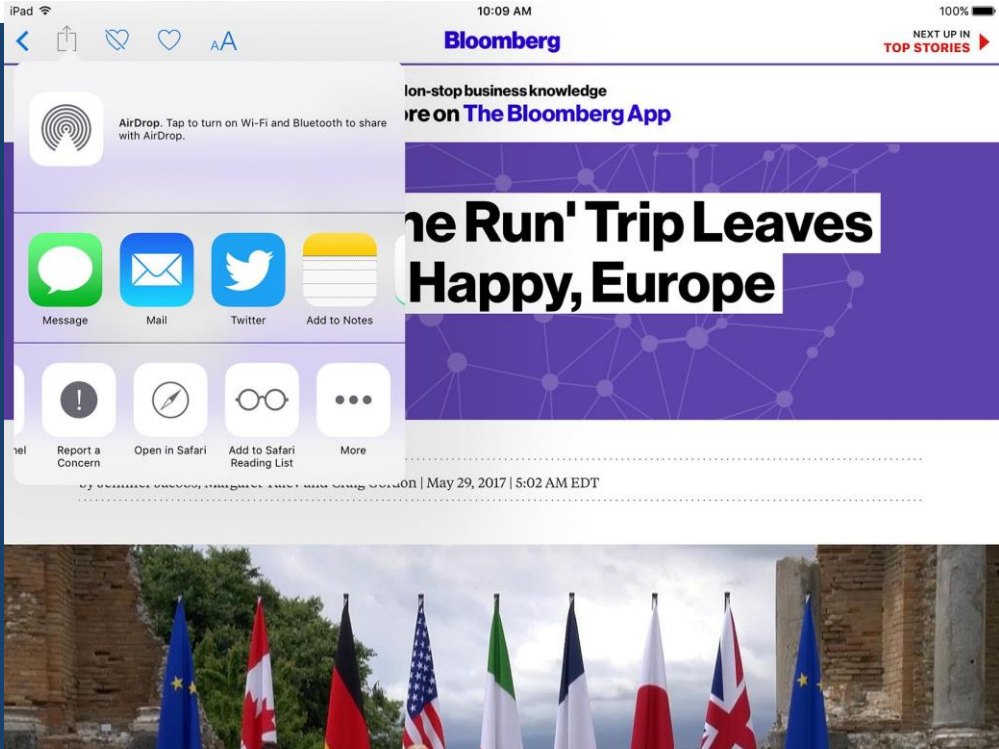
KNOWLEDGE IN THE HEAD  
VERSUS  
KNOWLEDGE IN THE WORLD

# CONVENTIONS, GUIDELINES & STANDARDS

- To prevent user error and make an application easy to learn, it is essential that an interaction model be consistent. Consistency improves UX, general usability, and the efficiency with which users can use digital products.
- Consistency means using similar elements to achieve similar tasks, and having similar functions and behaviors throughout—a consistent interface is one that follows rules, such as using the same operation to do something.

# EXAMPLES

- Conforming to a *convention* for example, may be in the way a page is laid out. Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half. Therefore, a site is more likely to be profitable if it follows a conventional layout.
- A *standard* could be a breadcrumb trail (an orientation and navigation device that's immediately recognizable), or a global navigation menu across the top of the page as on the [BCC site](#).



# APPLE

## Modal Sheets

A custom modal sheet is a full-screen view that slides over your app's current screen. Use this type of sheet when you want to present a custom interface modally. The top-left corner of the modal sheet is reserved for the Close button, which dismisses the interface. The Close button is always white.



**Retitle the Close button if doing so makes sense.** Apple Watch supplies a default title for the Close button, but you can change it to convey a different meaning. The most common alternate titles for this button are Done and Dismiss.



**Don't use "Back" or "<" in the Close button title.** You don't want your custom Close button title to mislead users into thinking that the sheet is part of a hierarchical navigation interface.



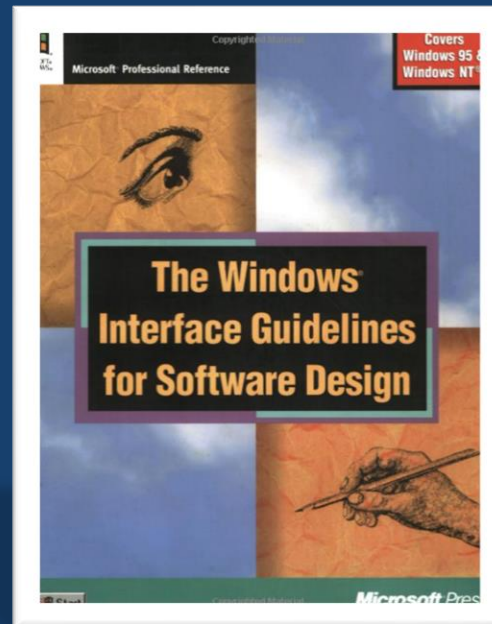
**Don't use the Close button to title the page.** If the Close button looks like a page or an app title, or if its title is empty, users won't know how to dismiss the modal sheet.



**Avoid displaying a second modal sheet from an existing modal sheet.** When users close a modal sheet, they expect to return to the main app interface.

More examples at: <https://developer.apple.com/design/tips/>

# WINDOWS

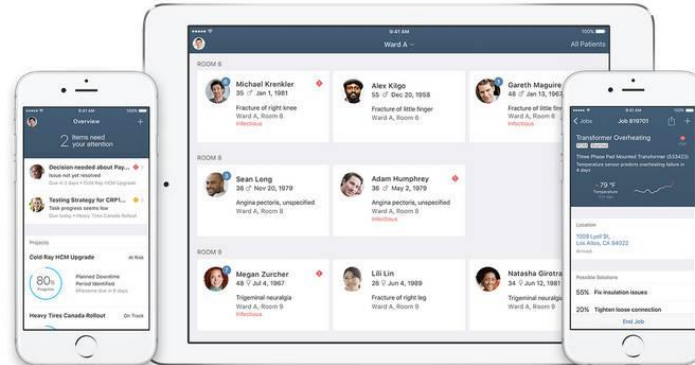




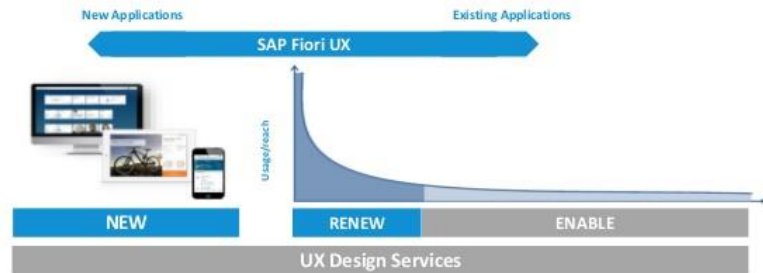
# SAP

## SAP Fiori for iOS

The iOS platform is one of the most advanced mobile platforms with the best native experience. It is only natural to unify the familiar experience of iOS with the best enterprise user experience of SAP Fiori.



## SAP FIORI - UX Strategy and Advantages



<b>Role Based</b> Designed for you, your needs and how you work	<b>Responsive</b> Supports how and where you work at any time	<b>Simple</b> Focuses on what's important	<b>Coherent</b> Provides one fluid, intuitive experience	<b>Delightful</b> Makes an emotional Connection
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# STANDARDS



**SUBMIT**

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**Apply Now**

Get started

Sign In

Subscribe

Create an account

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Search

LOG IN

Where's My Refund? ▶

Search

Q

SEARCH

Login



Search

Login

More

Feedback ▶

NEED HELP?

Submit

Apply

>

Search



Reset

Learn more

SEARCH



go

**Login**

Get Weather

Search

TRY OUR VISA WIZARD ▶

Search

All Outbreaks >

Search

# ACCESSIBILITY

**Perceivable:** All users must be able to perceive your content. If there is audio or video content, you should provide text alternatives. If there is text content, you should provide audio alternatives or a way that assistive technology such as screen readers can consume it for the end-user.

*Ask yourself:* Is there anything on my site that a deaf, colorblind, low vision or blind user would not be able to perceive?

**Operable:** All users must be able to operate your site. Most users with disabilities use a keyboard to surf the web using character key shortcuts along the way to navigate, interact with, and access content. Your site should be forgiving to your users if they make a mistake, offering ways to retract, correct, and confirm information.

*Ask yourself:* Can my site be navigated and operated solely through a keyboard? Do users have control of interactive elements on my site? Are tasks on my site able to be easily and successfully completed?

# EXAMPLE

- The alt attribute is the HTML attribute used in HTML to specify alternative text (alt text) that is to be rendered when the element to which it is applied cannot be rendered.
- The alt attribute is used by "screen reader" software so that a person who is listening to the content of a webpage (for instance, a person who is blind) can interact with this element. Every image should have an alt attribute to be accessible, but it need not contain text. It can be an empty or null attribute: alt=

# QUESTION

- What is the ALT attribute?
  - Convention
  - Guideline
  - Standard?