

UX DESIGN

Lavin*3506*Spring2020

SOME DEFINITIONS

- Convention: a way in which something is usually done especially within a particular area or activity
- Guideline: an indication or outline of policy or conduct
- Standard: an idea or thing used as a measure, norm, or model in comparative evaluations

WEB CONVENTION

- an established design norm that web users have become accustomed to expect websites to follow. Web conventions help create a user's cognitive schema so that they know where to expect to find certain kinds of information or functionality. This reduces cognitive load and improves browsing efficiency.

amazon.co.uk
Try Prime

All ▾



amazonstudent
in association with PS4

Save up to 20% on
university essentials

Shop by
Department ▾

Neal's Amazon

Today's Deals

Gift Cards & Top Up

Sell

Help

Hello, Neal
Your Account ▾

Try
Prime ▾

Your
Lists ▾



Basket

WEB GUIDELINES

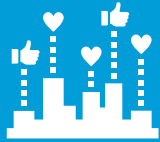
- Mobile Friendly
- Secure
- Quick Load Time
- Intuitive Navigation

WEB STANDARDS

- Compliance with ADA – Accessibility
- Corporate Standards
- Government Standards

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



Users have a finite capacity for retention/comprehension



Knowledge in the Head may be limited



Proper planning is required (adding future features)

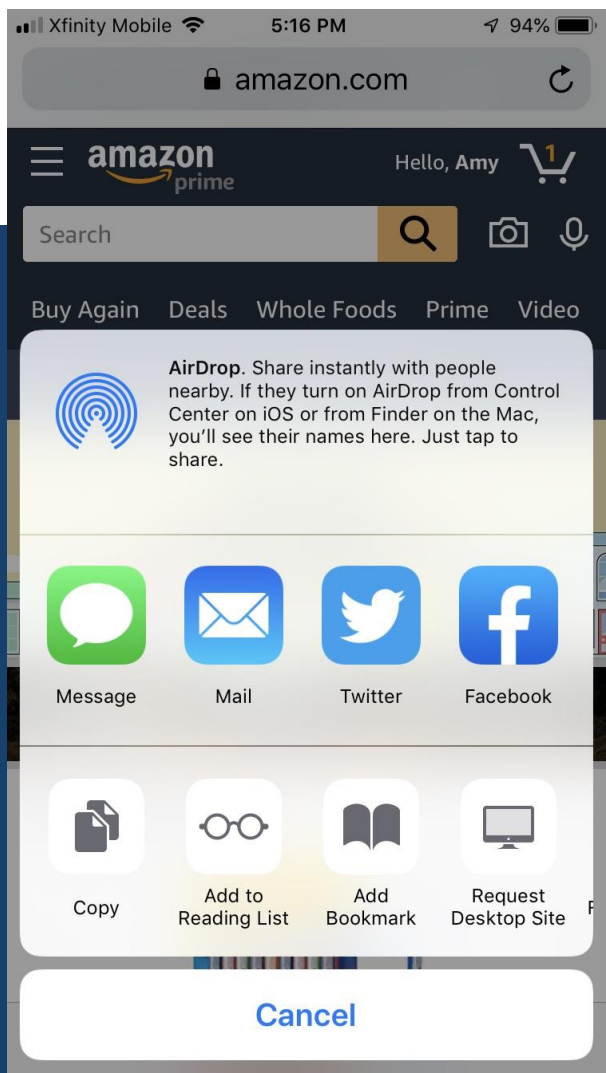
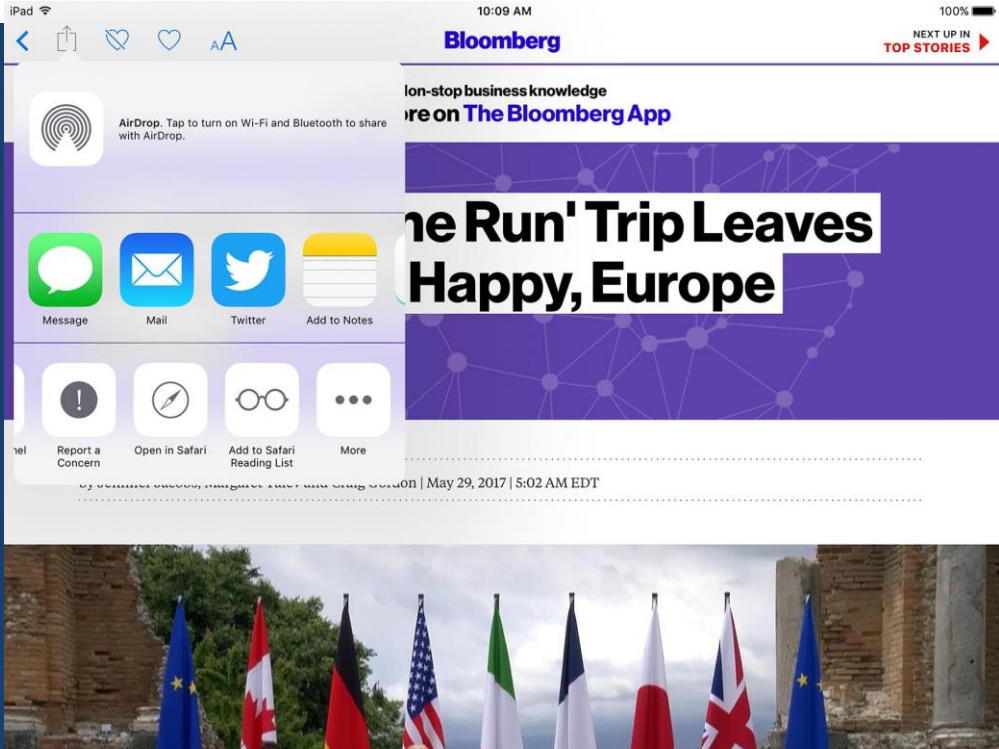
KNOWLEDGE IN THE HEAD
VERSUS
KNOWLEDGE IN THE WORLD

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.

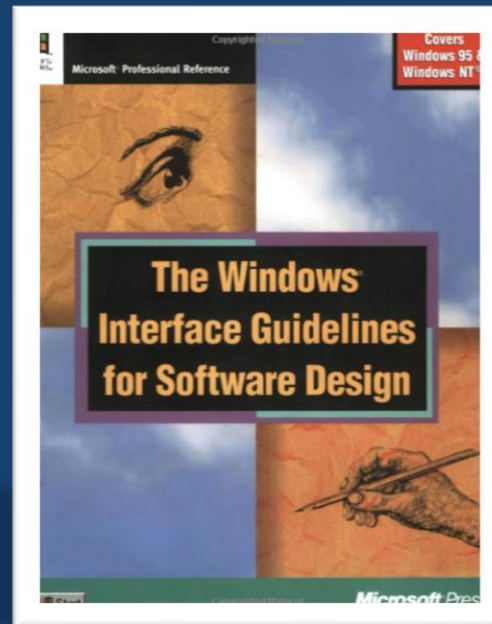


⏮ Play

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



STANDARDS



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?