



What's in your BA Toolbox?

Has User Experience and Usability gone to the wayside?

Objectives

- ▶ Learn about usability and why it is important
- ▶ Learn the basics of user interface design
- ▶ Where to go to learn more information when building applications

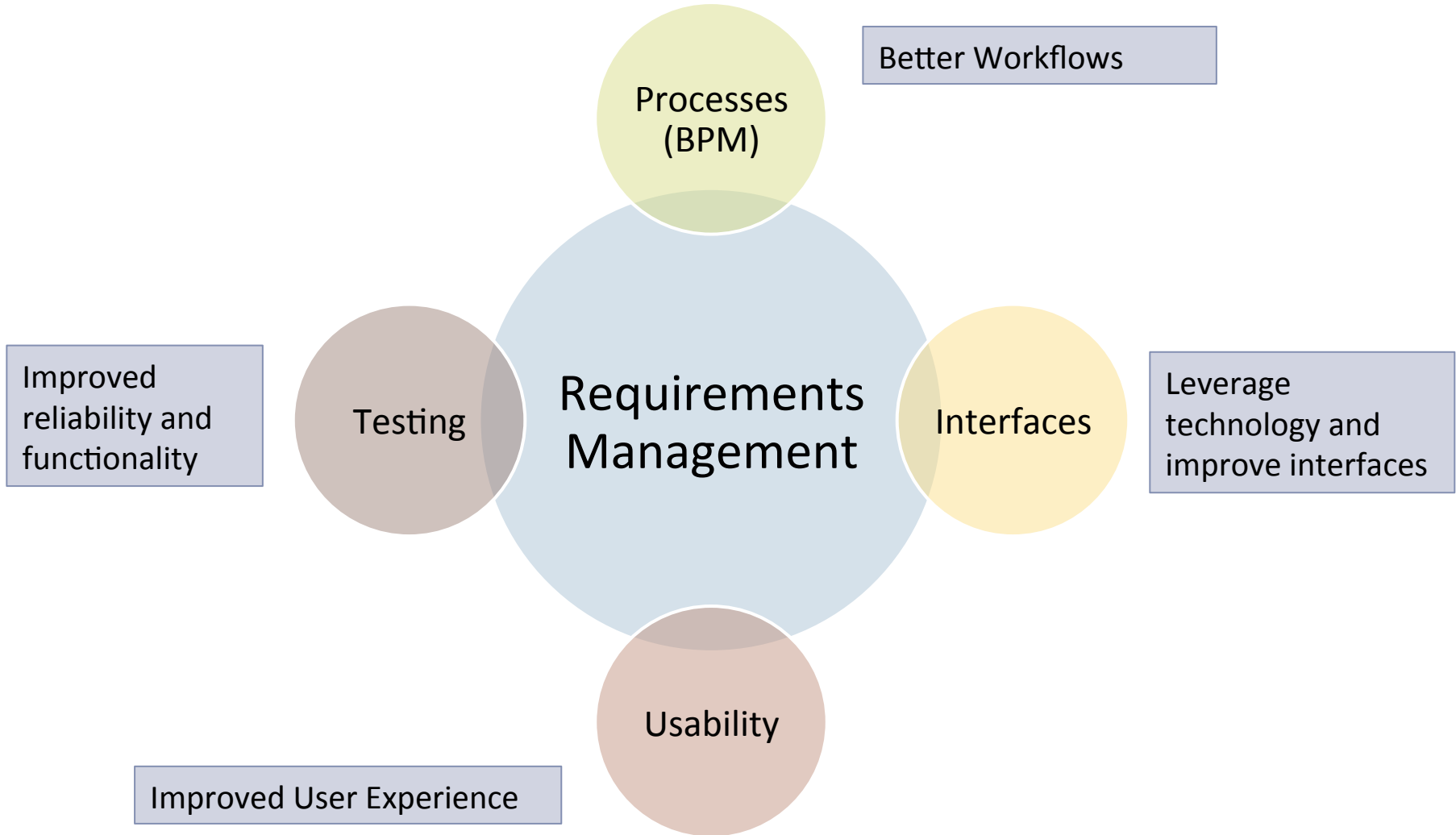


Presenters

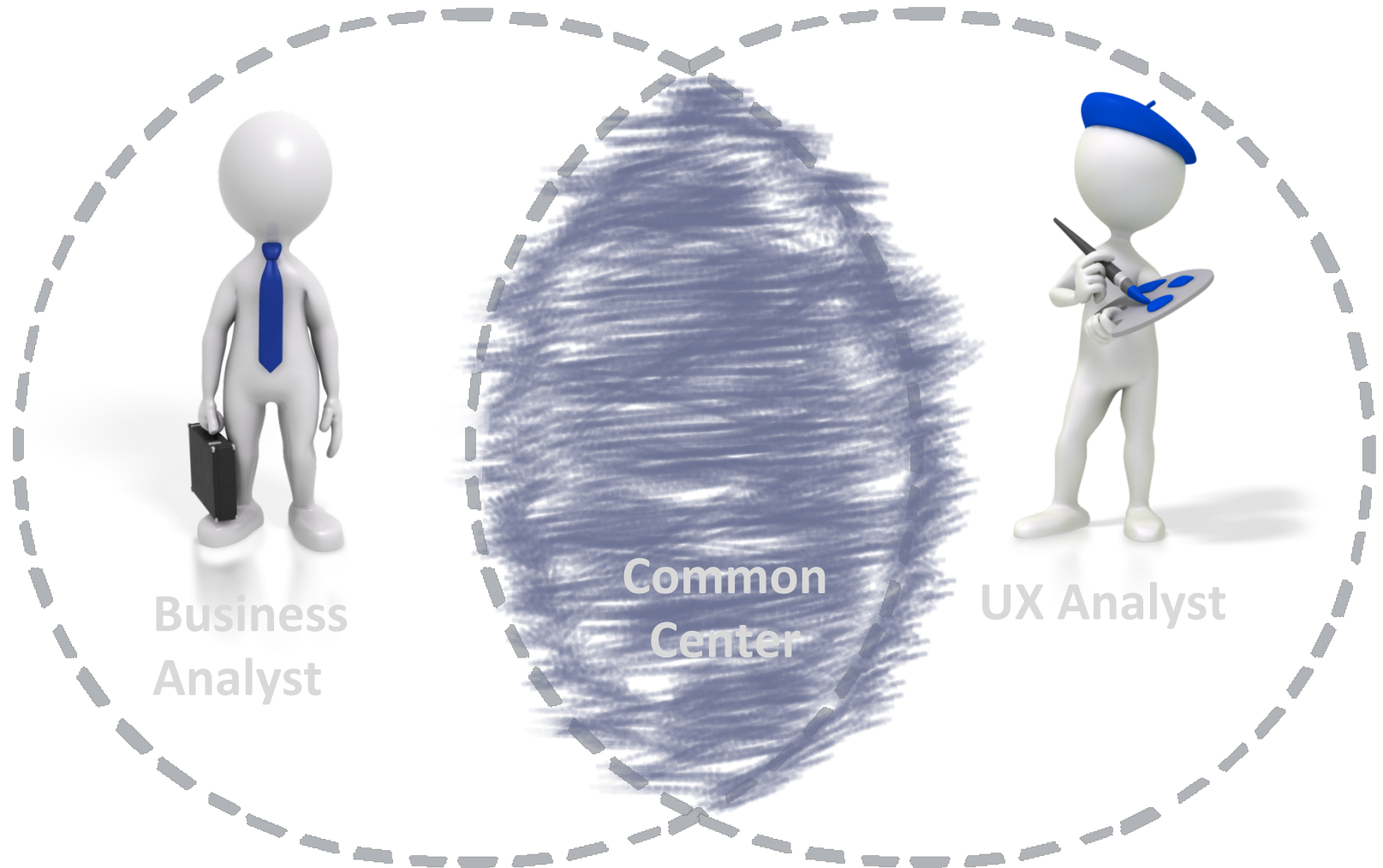
- ▶ Susan Bernstein, Senior BA Consultant / Lead
 - ▶ Over 20 years as a BA designing and enhancing applications
- ▶ Glenn Teneycke, User Experience Designer
 - ▶ Over 15 years UX experience



BA Skills



BA Skills



BA Skills

“This is a great opportunity for business analysts, but **it requires a shift in the way they define requirements**. UX skills are often absent from business analysts' (BAs') tool kits, because BAs have been trained to engage "the business" to learn about requirements but not to do true user research that will deepen their understanding.

By gaining key skills, **performing user research**, and actually **"becoming" their application's end users** while defining requirements, **BAs can improve the user experience** — and organizational outcomes — by helping create apps that are useful, usable, and desirable.”

What is User Experience Design (UXD)?

THE DESIGN OF EVERYDAY THINGS



- ▶ *The process of enhancing user satisfaction by improving the usability, ease of use, and pleasure provided in the interaction between the user and the product.*

Credit: Donald Norman "The Design of Everyday Things" , www.jnd.org



User Experience Design



User Experience Design - Not Just UI

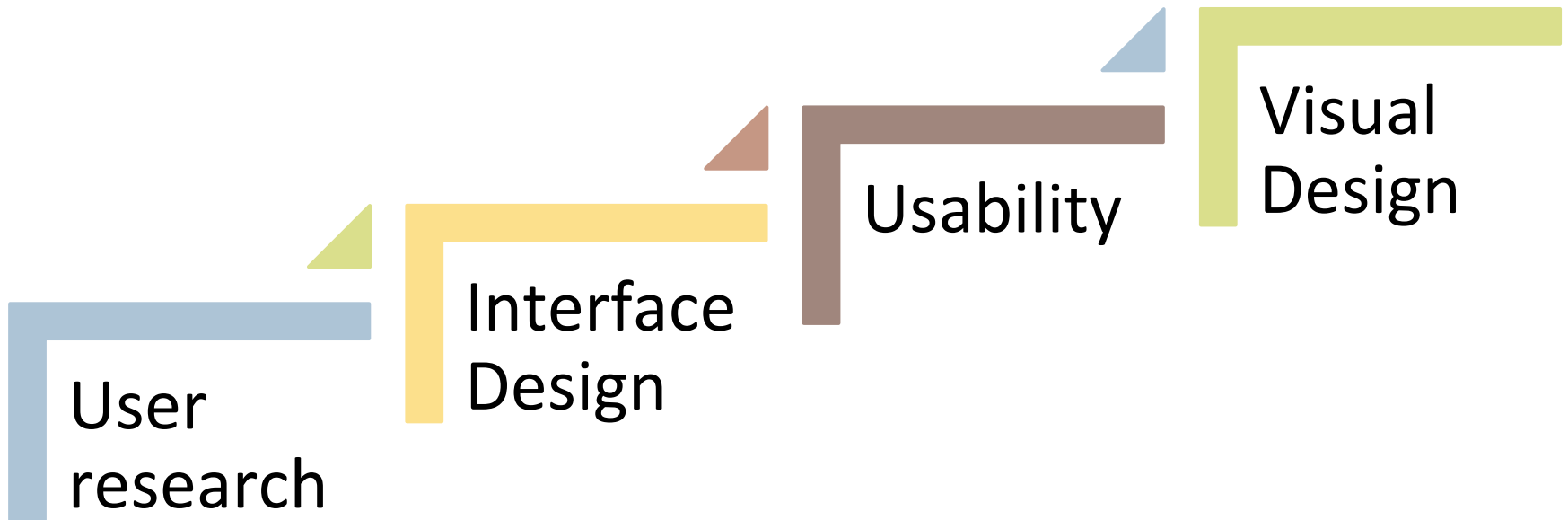


User Experience Design - Experts

- ▶ Large companies have UI/UX departments
 - ▶ Public facing applications
 - ▶ Added cost for any project
- ▶ Leverage these experts depending on cost:
 - ▶ Low cost – Access company UI guidelines
 - ▶ Medium cost - Use to review solution and provide best practices
 - ▶ High - Work as UI experts on your project team



User Experience Design - Key Elements



Requirement Life Cycle

High Level Business Requirements

- User Research



Detailed Business Requirements

- Interface Design
- Usability



System Requirements

- Visual Design
-



User Research

User Research focuses on understanding user behaviours, needs, and motivations



Credit: <http://lerablog.org/business/the-role-of-moderator-in-conducting-focus-groups/>

User Research Techniques

- ▶ User Observation
- ▶ User Interviews
- ▶ Focus Groups
- ▶ Surveys



User Research Techniques – User Observation

- ▶ Observe the users do their own work tasks
- ▶ Discuss in person any issues
- ▶ Encourage user to share past stories relevant to the project
- ▶ Most effective
- ▶ Most expensive



User Research Techniques – User Interview

- ▶ Researcher meets with the user and asks questions
- ▶ Not as effective as User Observation
 - ▶ What they say they do may not be what they actually do.



User Research Techniques – Focus Groups

- ▶ Groups of 3 -12 participants are asked a series of questions on a set of topics
- ▶ Avoid leading participants
- ▶ Good for quick feedback
- ▶ Danger of 1 or 2 participants dominating



User Research Techniques - Surveys

- ▶ **Intercept Surveys**

- ▶ Surveying website users while they are using the website

- ▶ **Email surveys**

- ▶ Select a group of users

- ▶ **Benefits**

- ▶ Capturing trends
- ▶ Large amount of feedback at a low cost

- ▶ **Drawbacks**

- ▶ Feedback can be flawed
- ▶ Never gets the same level of detail found in user observation



ROI of User Research

- ▶ Meet the user and build relationships
- ▶ Gain confidence with stakeholder and sponsor
- ▶ May surface additional requirements earlier rather than later



Requirement Life Cycle

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Detailed Business Requirements

- Interface Design
- Usability



System Requirements

- Visual Design
-



Interface Design

A user interface is like a joke.

If you have to explain it, it's not that good



Credits: http://comedycentral.mtvnimages.com/images/ccsu/ccsu_azizansari/ccsu_ansari_delicious/ccsu_ansari_delicious_preview2.jpg?
<http://www.artversion.com/ui-ux/>



Interface Design Principles - Visibility

Guide them through a series of tasks

The world's finest olive oil delivered to your door



1 Choose

How many deliveries of olive oil you would like.



2 Adopt

As a gift or for yourself.



3 Receive

Artisan extra virgin olive oil direct from your tree in Italy.



Interface Design Principles - Visibility

Lead the user through an interaction

Book a Car | View/Modify/Cancel a Reservation

1 **Pickup Location** (City, State, Airport Code or US Zip Code)

[Help me find a location](#)
 Return car to a different Hertz location ?

2 **Pickup Date & Time:**
 09:00 PM
Return Date & Time:
 09:00 PM

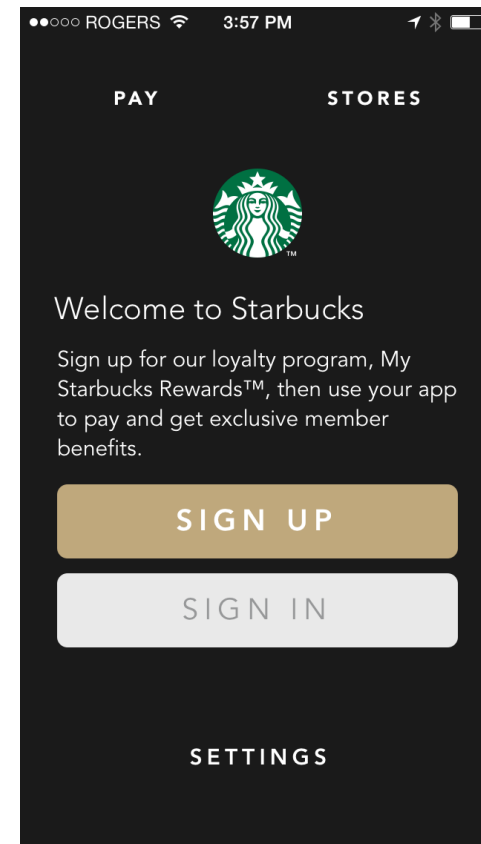
3 **Please Select an Age** ?
 25+

Rental Car Type: ?
 No Preference

Use my Hertz Gold Plus Rewards Points ?

Enter a Discount or Promo Code ?

Book as a Member | **Book as a Guest**



Interface Design Principles - Visibility

Indicate what actions are available to them

The image shows a screenshot of the Rogers website's header and a sign-in section. The header is a dark red bar with the Rogers logo on the left and navigation links in the center: SHOP, SUPPORT, MyROGERS, REWARDS, PROMOTIONS, and BUSINESS. On the right side of the header, there are links for 'Sign In / Register', 'ON', and 'Français', along with a shopping cart icon and a search icon. Below the header is a light gray section with three columns of text and buttons. The first column has the text 'Sign in to your Rogers First Rewards account with your MyRogers user name and password.' and a red 'Sign in' button. The second column has the text 'Don't have a MyRogers account?' and a dark gray 'Register Now' button. The third column has the text 'Having trouble signing in? We can help.' and a red 'Live chat' button.

ROGERS™

SHOP SUPPORT MyROGERS REWARDS PROMOTIONS BUSINESS

Sign In / Register ▶ ON ▼ Français

Shopping cart icon Search icon

Sign in to your *Rogers First Rewards* account with your *MyRogers* user name and password.

Sign in

Don't have a *MyRogers* account?

Register Now

Having trouble signing in? We can help.

Live chat



Interface Design Principles - Visibility

Communicate the context of the situation



The screenshot shows the Intuit TurboTax Standard 2014 interface. At the top, there is a blue navigation bar with the following tabs: Intro, Profile, Income, RRSPs (highlighted), Deductions, Provincial, Review, and File. Below the navigation bar, the main content area has a blue header that reads "Let's see if we can reduce your taxable income". To the right of this header is a "HELP" button with a question mark icon. Below the header is a progress bar with eight steps: Intro, Profile, Income, RRSPs (highlighted with a large blue location pin icon containing a piggy bank), Deductions, Provincial, Review, and File. Each step has a corresponding icon above it. Below the progress bar, there are three paragraphs of text explaining RRSPs.

intuit.
TurboTax ✓ Standard 2014

Intro Profile Income **RRSPs** Deductions Provincial Review File

Let's see if we can reduce your taxable income

HELP

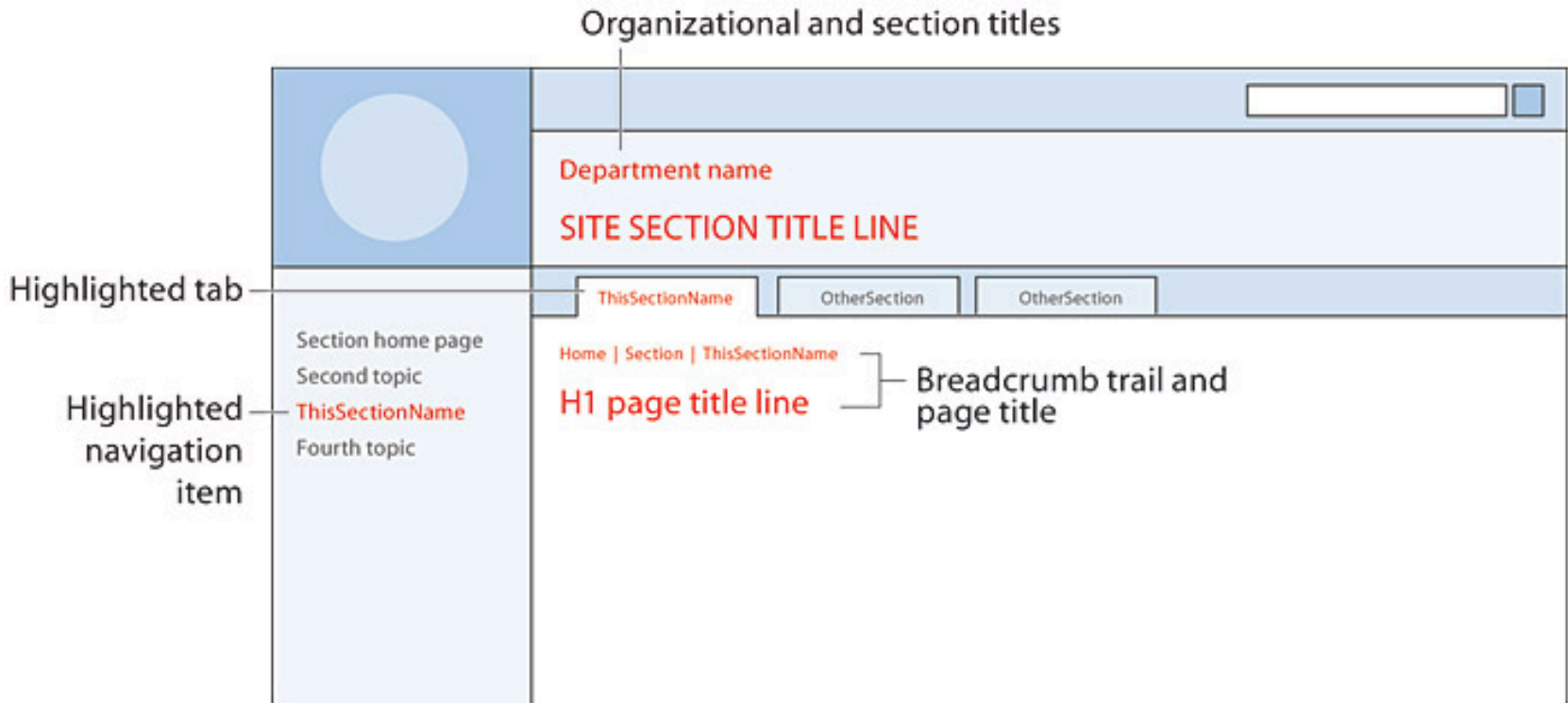
Intro Profile Income **RRSPs** Deductions Provincial Review File

RRSPs are a golden opportunity to save for retirement while lowering your yearly tax owed.

RRSP contributions are a tax deduction, so money that would normally go to the CRA as tax will stay in your RRSP and earn you more money.

Let's step through your RRSPs to get you every deduction you deserve.

Interface Design Principles - Navigation



Interface Design Principles - Navigation

Navigation is intuitive

The screenshot displays the CIBC website's navigation structure. At the top left is the CIBC logo. The top right contains a horizontal menu with links for Home, CIBC Websites (with a dropdown arrow), Français, 中文, and Contact Us. Below this is a secondary menu with Personal Banking, Business Services, and About CIBC. A prominent red navigation bar contains links for Bank Accounts, Credit Cards, Mortgages, Lending, Investments, Insurance, and Ways to Bank. The main content area is titled 'Travel Rewards Cards' and features a breadcrumb trail: Home > Credit Cards > Travel Rewards Cards. A primary promotional banner offers '15,000 Aventura® Points Welcome Bonus after first purchase' for the CIBC Aventura® Visa Infinite* Card, accompanied by an image of the card. A 'Learn more' link is provided below the banner. On the right side, there is a 'Tools' section with links for Reward, Foreign Your Cr, and Unders. At the bottom, a yellow navigation bar contains three sections: Travel Rewards Cards, Key benefits, and Interest. A blue arrow icon is visible in the bottom left corner of the slide.

CIBC

Home | CIBC Websites ▾ | Français | 中文 | Contact Us

Personal Banking | Business Services | About CIBC

Bank Accounts | Credit Cards | **Mortgages** | Lending | Investments | Insurance | Ways to Bank

Home > Credit Cards > Travel Rewards Cards Apply

Travel Rewards Cards

- Aventura Infinite
- Aventura Gold
- Aventura Visa
- Aerogold Infinite Privilege
- Aerogold Infinite
- Aero Platinum

Cash Back Cards

Retail Rewards Cards

Travel Rewards Cards

15,000 Aventura® Points
Welcome Bonus after
first purchase

Get premium travel benefits with the
CIBC Aventura® Visa Infinite* Card.

[Learn more](#)

Tools

- Reward
- Foreign Your Cr
- Unders

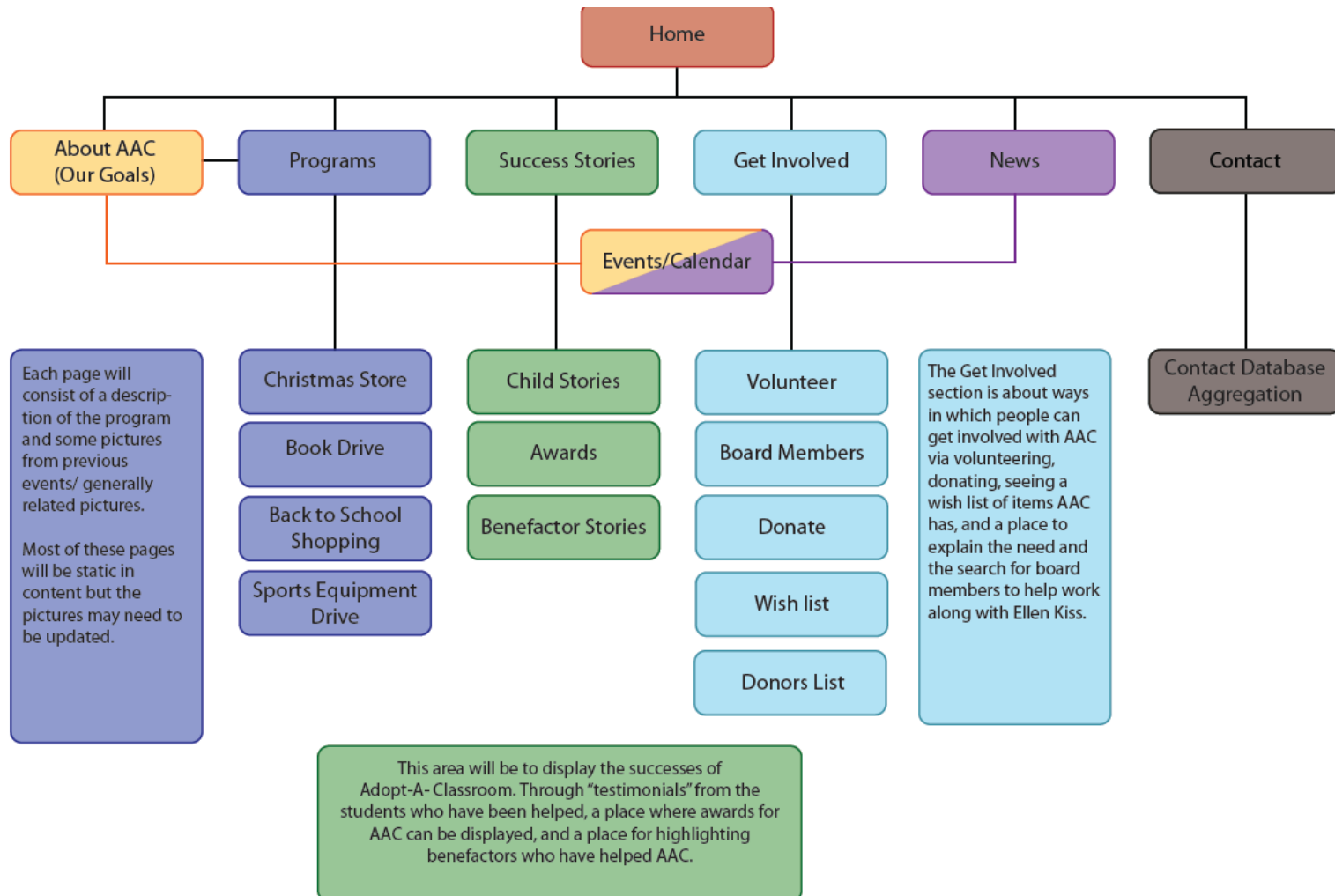
Travel Rewards Cards | **Key benefits** | **Interest**

Interface Design Principles

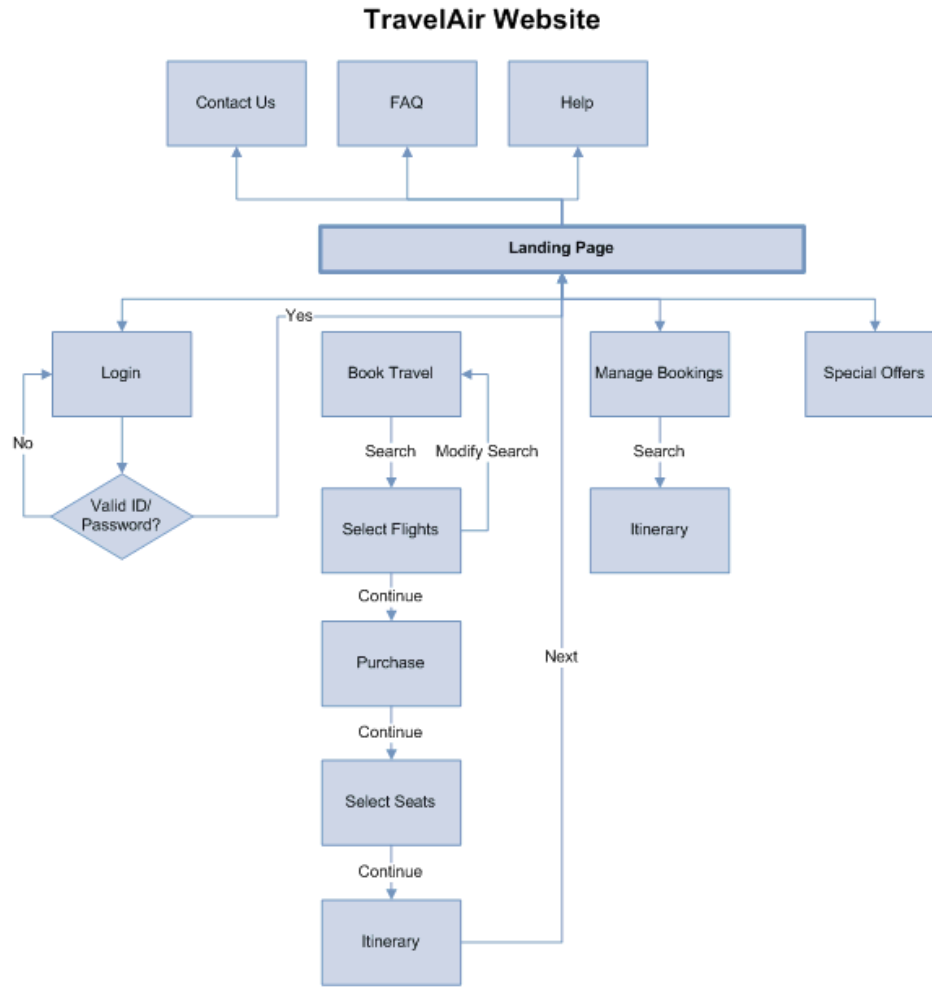
- ▶ Pay attention to patterns and stay consistent
- ▶ Use visual hierarchy
 - ▶ Navigation and tasks are clear to the user what is next or what can be done
 - ▶ Buttons show available actions
- ▶ Speak their language
- ▶ Keep it simple
- ▶ Keep moving forward



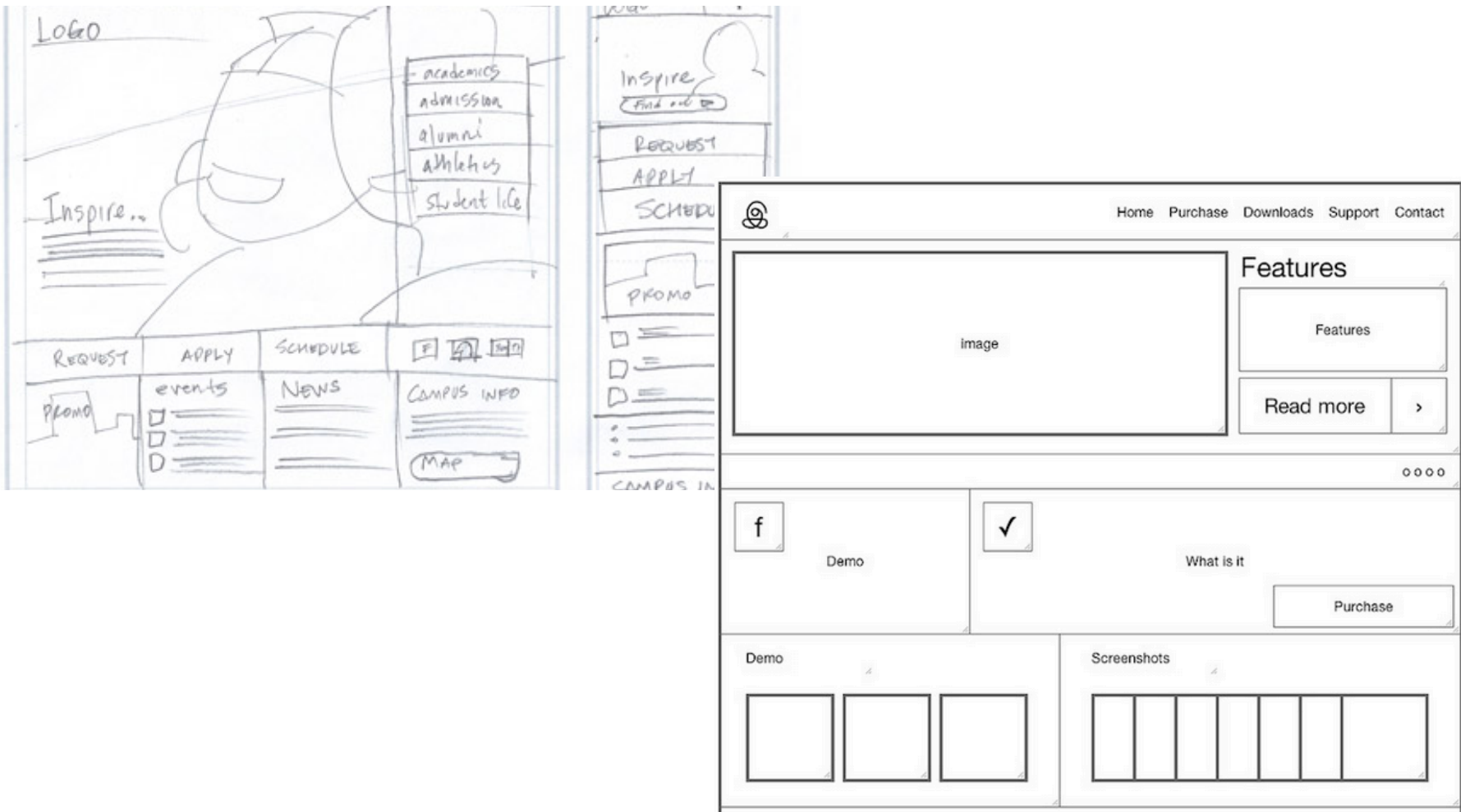
Interface Design Deliverables -Site Maps



Interface Design Deliverables – Screen Flow



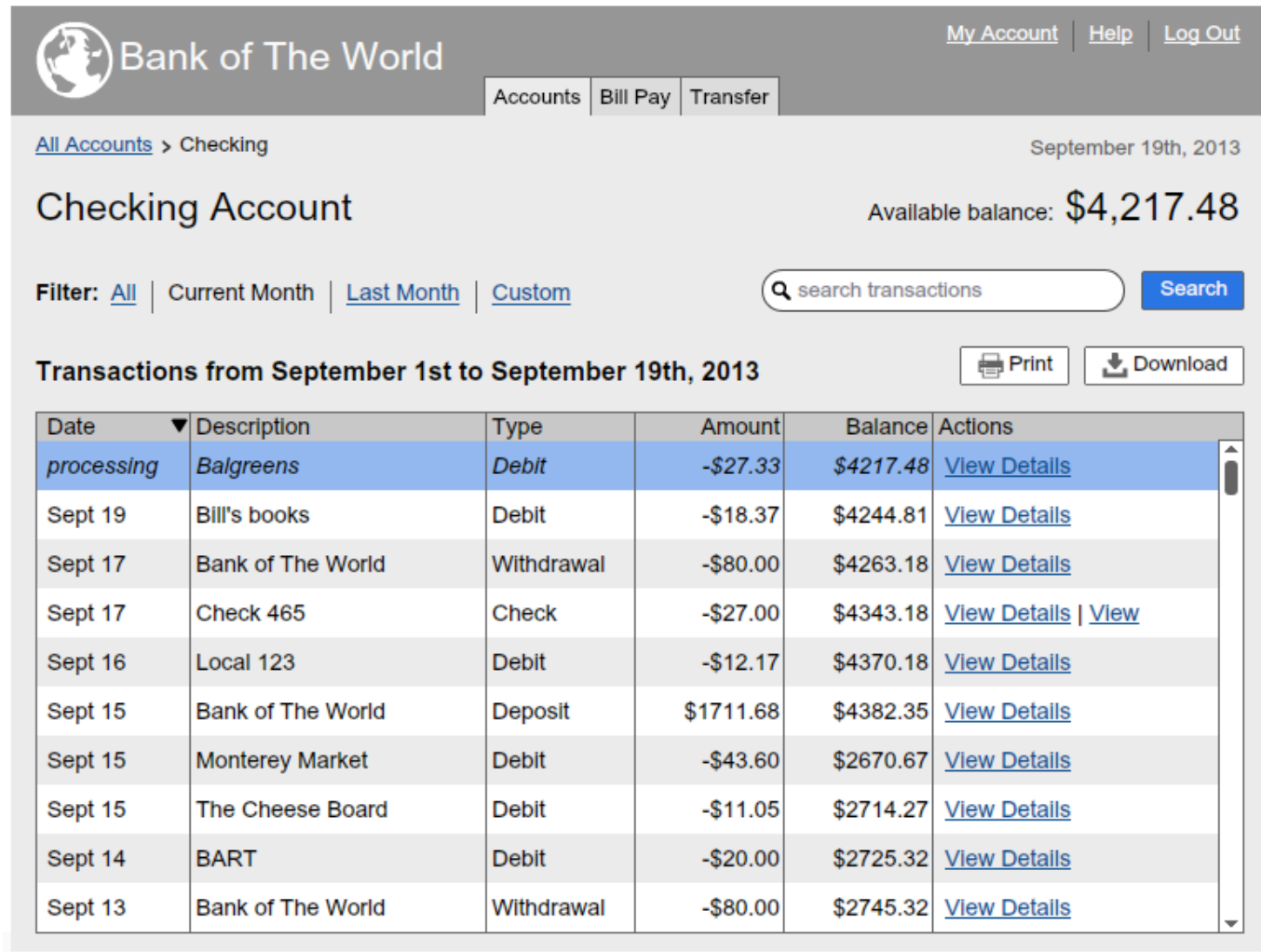
Interface Design Deliverables -Wireframes



Credits: <http://graphicdesign.stackexchange.com/questions/30860/what-is-the-difference-between-wireframes-and-mockups>
<http://speckyboy.com/2011/05/29/20-effective-examples-of-web-and-mobile-wireframe-sketches/>



Interface Design Deliverables - Mockups



The mockup shows a web interface for a bank account. At the top, there is a header with the bank logo and name, and navigation links for 'My Account', 'Help', and 'Log Out'. Below the header, there are tabs for 'Accounts', 'Bill Pay', and 'Transfer'. The main content area displays the account type as 'Checking Account' and the available balance as '\$4,217.48'. There are filter options for 'All', 'Current Month', 'Last Month', and 'Custom'. A search bar is present with the text 'search transactions' and a 'Search' button. Below the search bar, there are 'Print' and 'Download' buttons. The main section is titled 'Transactions from September 1st to September 19th, 2013'. It contains a table with columns for Date, Description, Type, Amount, Balance, and Actions. The table lists several transactions, including debits for 'Balgreens', 'Bill's books', 'Local 123', 'Monterey Market', 'The Cheese Board', and 'BART', and deposits for 'Bank of The World'. Each transaction has a 'View Details' link.

Bank of The World [My Account](#) | [Help](#) | [Log Out](#)

[Accounts](#) | [Bill Pay](#) | [Transfer](#)

[All Accounts](#) > Checking September 19th, 2013

Checking Account

Available balance: **\$4,217.48**

Filter: [All](#) | [Current Month](#) | [Last Month](#) | [Custom](#)

[Print](#) [Download](#)

Transactions from September 1st to September 19th, 2013

Date	Description	Type	Amount	Balance	Actions
<i>processing</i>	<i>Balgreens</i>	<i>Debit</i>	<i>-\$27.33</i>	<i>\$4217.48</i>	View Details
Sept 19	Bill's books	Debit	-\$18.37	\$4244.81	View Details
Sept 17	Bank of The World	Withdrawal	-\$80.00	\$4263.18	View Details
Sept 17	Check 465	Check	-\$27.00	\$4343.18	View Details View
Sept 16	Local 123	Debit	-\$12.17	\$4370.18	View Details
Sept 15	Bank of The World	Deposit	\$1711.68	\$4382.35	View Details
Sept 15	Monterey Market	Debit	-\$43.60	\$2670.67	View Details
Sept 15	The Cheese Board	Debit	-\$11.05	\$2714.27	View Details
Sept 14	BART	Debit	-\$20.00	\$2725.32	View Details
Sept 13	Bank of The World	Withdrawal	-\$80.00	\$2745.32	View Details

Credit: <http://speckyboy.com/2011/05/29/20-effective-examples-of-web-and-mobile-wireframe-sketches/>

ROI of Improved Interface Design

- ▶ Buy in from the business/users
- ▶ Validation of requirements prior to documenting
- ▶ Tangibility as users are visual
- ▶ Reduces Drop off rate



Usability

SATISFACTION

How pleasant is it to use the design?



LEARNABILITY

How easy is it for users to accomplish basic tasks the first time they encounter the design?



ERRORS

How many errors do users make, how severe are these errors, and how easily can they recover from the errors?



EFFICIENCY

Once users have learned the design, how quickly can they perform tasks?



MEMORABILITY

When users return to the design after a period of not using it, how easily can they reestablish proficiency?



Usability - Testing

- ▶ Early stages
 - ▶ Helps guide the design
- ▶ Assess the overall experience from user
 - ▶ Helpful Ideas
 - ▶ Comments
- ▶ Techniques
 - ▶ Use paper prototyping, screen flows, site maps, mockups
 - ▶ Comparative testing on multiple designs (A/B testing)
 - ▶ Simulations
 - ▶ Card Sorting



ROI of Usability

- ▶ Increase user productivity
- ▶ Decrease user errors
- ▶ Decrease training and customer support costs
- ▶ Decrease user support
- ▶ Increase user satisfaction and loyalty
- ▶ Increase sales
- ▶ Lower abandon rates



Requirement Life Cycle

High Level Business Requirements

- User Research



Detailed Business Requirements

- Interface Design
- Usability



System Requirements

- Visual Design
-
- 

Visual Design



Credit: <http://www.commend.com/en/intercom-news/article/comwin-30-web-client.html>

Visual Design - Branding



Visual Design – Colours and Contrast

The optimal combination for legibility is black on white

White text on black is almost as good for legibility

Optically bright colors like yellow disappear on white

Inherently dark colors like blue or red work much better

Gradient backgrounds almost always create legibility issues because some part of the text will suffer from poor contrast and reduced legibility. If you must use a gradient, stick with black text, and avoid using dark colors in the background.

The 10 percent of males who are partially red-green color-blind would find this paragraph almost impossible to read, particularly because the green and red colors are very close in brightness level. Don't depend on color alone to produce contrast in text.



Visual Design - Style Guide

Web Style Guide 3rd edition

by Patrick J. Lynch
and Sarah Horton

HOME ABOUT US Web Style Guide Online

Web Style Guide, 3rd Edition

BBC

Sign in

News

Sport

Weather

iPlayer

TV

Radio

More...

Search

GEL

Global
Experience
Language

Home Philosophy Web TV Mobile Tablet Accessibility

An introduction to GEL

**GEL Authentic, Current,
Pioneering, Modern British,
Local/Global, Compelling,
Distinctive, Joined-up,
Universal, Best.**

Building a Global Experience Language for the BBC

We are evolving a global experience language for the BBC's digital services. The GEL guidelines are a reference point for designing BBC services across Web, Mobile, IPTV and Tablet.

“
This is
probably the
best job in
the world!
Neville Brody



Download
GEL Web Styleguide

Download GEL Assets



Download core GEL components



Download GEL toolbar guide

BUILDING BLOCKS

Typography

Large bold type should be used to establish a clear information hierarchy.

FOUNDATIONS

Universal Grid

Your starting point is a universal grid, divided into 61 x 16px vertical units.

FOUNDATIONS

The Masthead

3rd edition of *Web Style Guide* by Patrick J. Lynch and Sarah Horton. You'll find the full text of the *Web Style Guide* Online.

winning interface and *Web Style Guide* in 1997, moving to its 3rd edition and has been updated by Sarah.



Web Style Guide is available for purchase from Amazon, Yale University Press, Barnes & Noble, and Borders, and your local bookstore.

Visual Design - Style Guide

- ▶ Documents basic rules and features
- ▶ Ensures best practices
- ▶ Provides uniformity and consistency
- ▶ Standards vs. Guidelines
 - ▶ Logo / fonts are standards
 - ▶ Guidelines are best practices



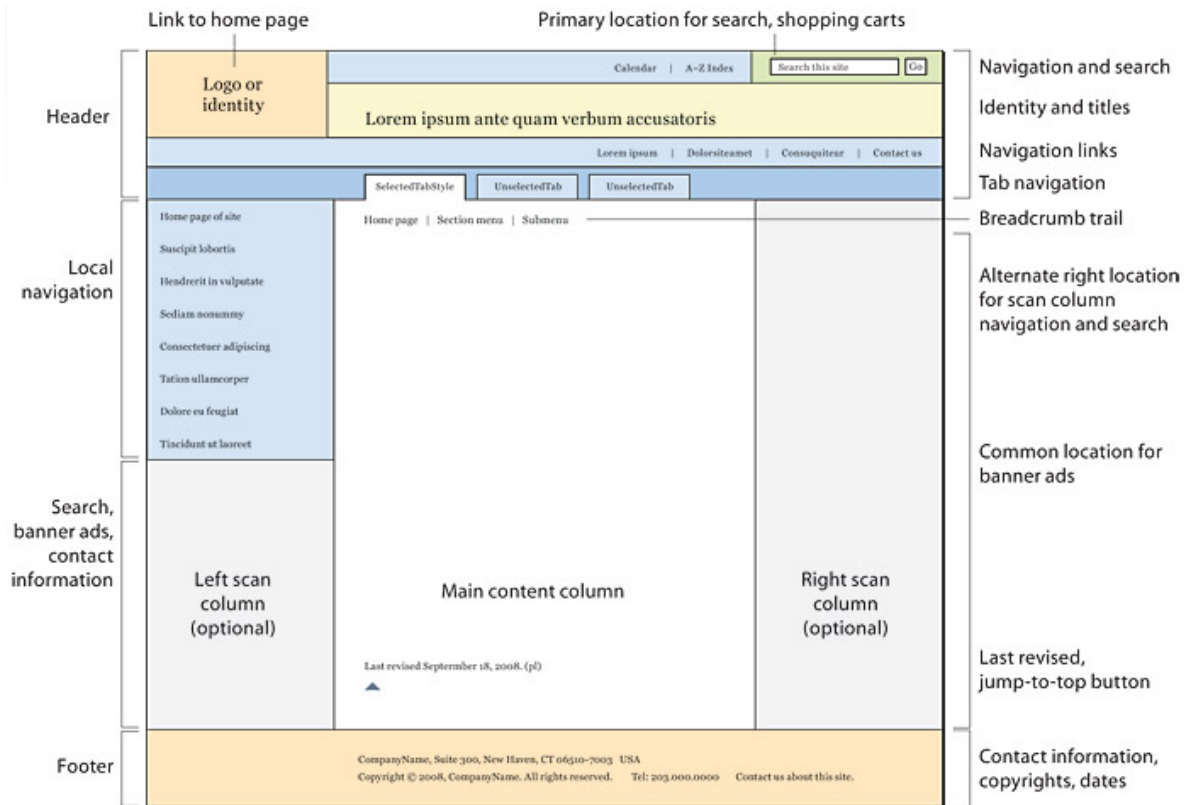
Visual Design - Style Guide

- ▶ Layout
- ▶ Typography
- ▶ Forms
- ▶ Tables
- ▶ Navigation
- ▶ Wizards
- ▶ Right mouse
- ▶ Dialogs and Messages



Visual Design - Style Guide: Layout

- ▶ Create a Template for the pages in the application
- ▶ Define each section



Visual Design - Style Guide: Typography

- ▶ Define standard font, font sizes, colors, background color
 - ▶ Headings (H1, H2, H3)
 - ▶ Labels
 - ▶ Menu names
 - ▶ Text
 - ▶ Hyperlinks
- ▶ Define consistent spacing and alignment
 - ▶ Headings
 - ▶ Form controls (Text boxes, radio buttons, check boxes, etc.)
 - ▶ Buttons
 - ▶ Dialogs



Visual Design - Style Guide: Typography

Foundation

General typography

Yelp's typography pattern is called yType. Its foundation lies in traditional typographical measures.

yType utilizes a 6px baseline grid. All pages are designed using spacing units of 6 between different components. This creates a pleasing and predictable vertical rhythm, and extends to our horizontal grid as well.

To enable yType on a page, add the following line to the template:

```
#attr $additional_body_classes = ['ytype']
```

Header Level 1

36px / 42px

Header Level 2

24px / 30px

Header Level 3

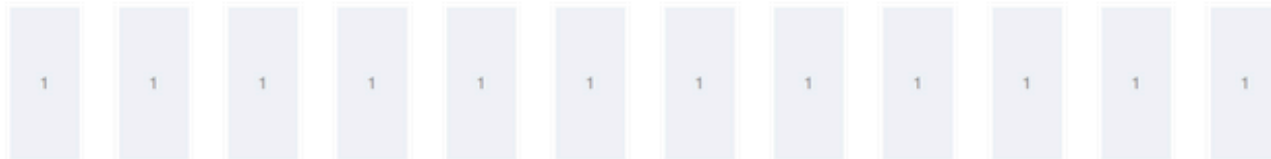
16px / 21px

This is a paragraph. Morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante.

[This is a link.](#) 14px / 18px

Grid

Yelp is built on a vertical 12-column grid. Column widths are defined as a percentage of their parent and gutters are fixed at 30px, which respects the 6px spacing pattern.



Color palette

Yelp's primary palette contains red, blue, and warm greys.

When designing for Yelp, you are not limited to these colors.



Yelp.

Visual Design - Style Guide: Typography

Super Header 36px

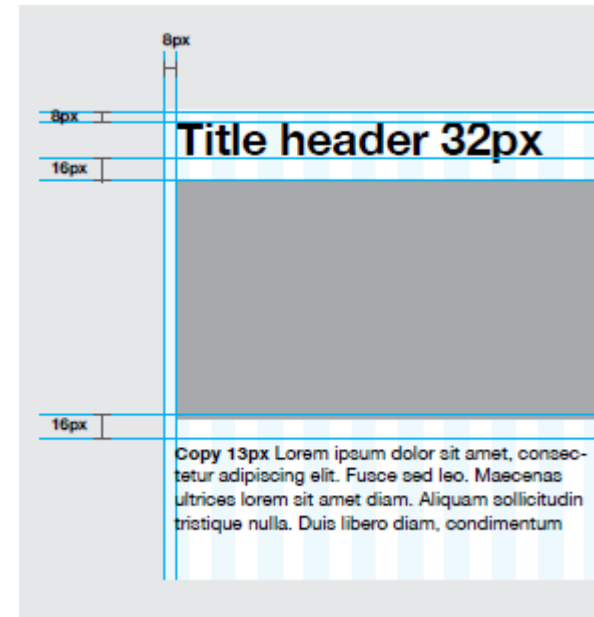
Header 32px

Subheader 20px

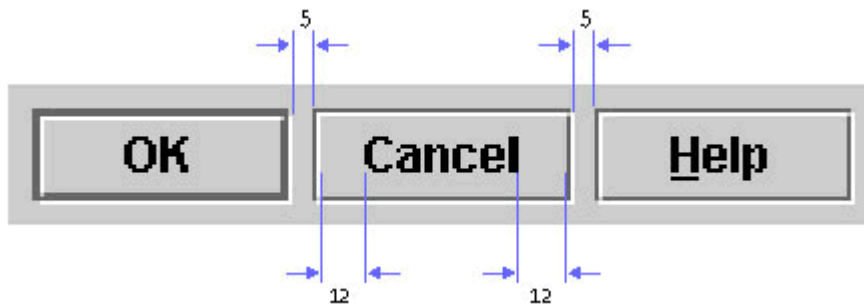
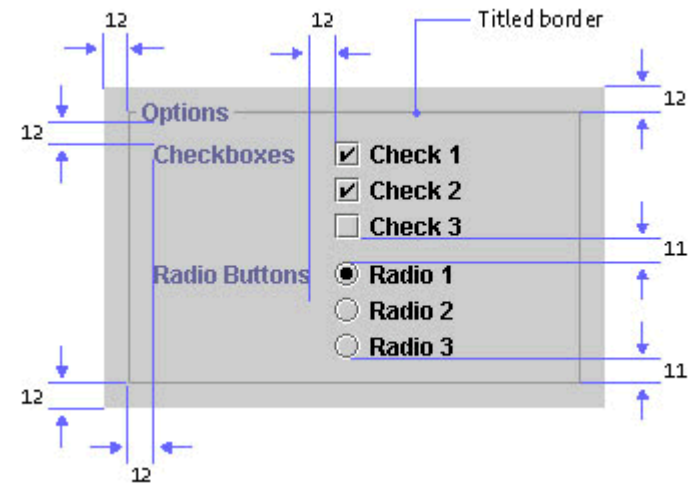
TIME STAMPS 11PT CAPITALS

Copy 13px Arial Bold on 16px leading Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sed leo. Maecenas ultrices lorem sit amet diam. Aliquam sollicitudin tristique nulla. Duis libero diam, condimentum et, condimentum in, congue eu, tellus. Phasellus eu elit at nisi ultricies lobortis. Suspendisse porta commodo leo.

Copy 13px Arial Roman on 16px leading Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sed leo. Maecenas ultrices lorem sit amet diam. Aliquam sollicitudin tristique nulla. Duis libero diam, condimentum et, condimentum in, congue eu, tellus. Phasellus eu elit at nisi ultricies lobortis. Suspendisse porta commodo leo. Sed tincidunt tincidunt massa.



Visual Design - Style Guide: Typography



Visual Design - Style Guide: Forms

- ▶ Primary goal for every form is completion
- ▶ Provide a clear path
- ▶ Prevent users from making mistakes
- ▶ Provide defaults
- ▶ Focus on first enterable field
- ▶ Disabled fields vs. Visibility
 - ▶ Only show what is needed



Visual Design - Style Guide: Forms

- ▶ Use the right control to help with selection(s)
- ▶ Mandatory fields (*) visibility
- ▶ Prevent continuing until all mandatory fields are entered
- ▶ Use icons, labels and images
- ▶ Consistent use of controls, navigation, alignment, etc. throughout application



Visual Design - Style Guide: Forms

Label alignment

- ▶ Top Aligned
 - ▶ Data required is familiar
- ▶ Right Aligned
 - ▶ Fast Completion time
- ▶ Left Aligned
 - ▶ Data required can be unfamiliar

Shipping Address

Name:

Address:

City:

State:

Zip:

Create a New Account

First Name:

Last Name:

Email:

Confirm Email:

[CREATE ACCOUNT](#)

Please complete the form below. Mandatory fields marked *

Delivery Details

Name *

Address *

Town/City

County *

Postcode *

Is this address also your invoice address? *



Visual Design - Style Guide: Forms

Mandatory

- ▶ Clearly highlight required fields
- ▶ If most fields are required: indicate optional fields
- ▶ Asterisk (*) or Text

CREATE YOUR ZAPPOS.COM ACCOUNT

Don't have an email address? Don't worry! Give us a call at (800) 927-7671

* indicates a required field

Asterisk (*) indicates required field

→ * YOUR NAME: (first and last)
This name appears when we welcome you to our site.

→ * EMAIL ADDRESS:

→ * CONFIRM EMAIL ADDRESS:

→ * PASSWORD:

→ * CONFIRM PASSWORD:
This should be at least 6 characters long and will be case sensitive.

First line of address

Second line of address Optional

Town / City

County Optional

Post Code

Credits: <http://sixrevisions.com/user-interface/10-tips-for-optimizing-web-form-submission-usability/>
<http://uxmovement.com/forms/always-mark-optional-form-fields-not-required-ones/>



Visual Design - Style Guide: Forms

- ▶ Don't use placeholders to replace labels
 - ▶ Placeholder is gone once user starts typing
- ▶ Use placeholder for added helpful information

This image compares two form designs on a dark blue background. On the left, a form uses placeholder text: 'your name' in a light grey box, 'your e-mail address' in another light grey box, and a yellow 'SUBSCRIBE' button. On the right, the same form uses labels: 'your name' above an empty text box, 'your e-mail address' above another empty text box, and a yellow 'SUBSCRIBE' button.

A form with two input fields. The first field is labeled 'Name' and contains the placeholder text 'your name'. The second field is labeled 'Email address' and contains the placeholder text 'youname@domain.com'.

A form with two input fields. The first field is labeled 'Name' and contains the placeholder text 'your name'. The second field is labeled 'Email address' and contains the placeholder text 'youname@domain.com'. Below the fields is a yellow 'SUBSCRIBE' button.

Credits: <http://sixrevisions.com/user-interface/10-tips-for-optimizing-web-form-submission-usability/>
<http://uxmovement.com/forms/always-mark-optional-form-fields-not-required-ones/>



Visual Design - Style Guide: Forms

- ▶ Field length should provide enough room for input

Separating Related Content

Label:

Longer Label:

Even Longer Label:

One More Label: Value 1
 Value 2

Label:

Longer Label:

Even Longer Label:

Primary Action

amazon

[Your Account](#) | [Help](#)

Registration

New to Amazon.ca? Register Below.

Name:

My e-mail address is:

Type it again:

My mobile phone number is: (Optional)

[Learn more](#)

Protect your information with a password

This will be your only Amazon.ca password.

Enter a new password:

Type it again:

Create account

[Conditions of Use](#) [Privacy Notice](#)

© 2008-2015, Amazon.com, Inc. or its affiliates

Name

John Macdonald

Email address

youname@domain.com

john.macdonald@g

Visual Design - Style Guide: Forms

▶ Group like information

First Name:

Last Name:

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Address:

City:

State:

Zip Code: Optional

Phone: Mobile
No spaces or dashes

Date of Birth:

Gender:

Security Question:

Security Answer:
(Not case-sensitive)

Personal Information

First Name:

Last Name:

Date of Birth:

Gender:

Account Information

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Security Question:

Security Answer:
(Not case-sensitive)

Contact Information

Address:

City:

State:

Zip Code: Optional

Phone: Mobile
No spaces or dashes

Credit: <http://www.ngroup.com/articles/form-design-white-space/>

Visual Design - Style Guide: Forms

Buttons

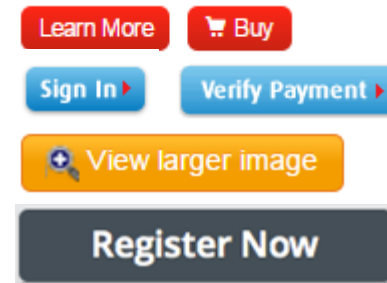
- ▶ Execute a single action or range of actions
- ▶ Text should use verbs
- ▶ No more than five buttons on a page
- ▶ Multilingual considerations



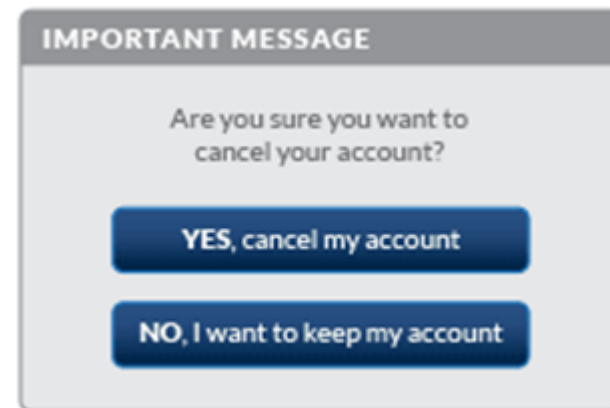
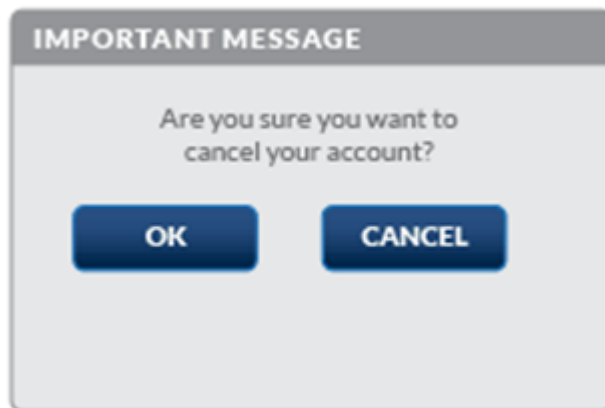
Visual Design - Style Guide: Forms

Buttons

- ▶ Label of button should be intuitive



- ▶ Instead of OK, be more descriptive



Visual Design - Style Guide: Forms

Buttons

▶ Button State



▶ Left, Middle, Right, Split?



Visual Design - Style Guide: Forms

Text

- ▶ Free form data entry
- ▶ Use Textarea for long entries and allow for scrolling



Username:

Textarea:

This image shows a form design example. It features a label 'Username:' followed by a single-line text input field. Below it is a label 'Textarea:' followed by a multi-line text area. The text area is tall and has a small grid icon in the bottom right corner, indicating it is scrollable.



Username:

Textarea:

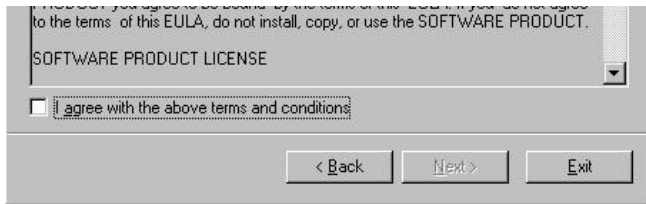
This image shows another form design example. It features a label 'Username:' followed by a single-line text input field. Below it is a label 'Textarea:' followed by a multi-line text area. The text area is tall and has a vertical scrollbar on the right side, indicating it is scrollable. There is also a small grid icon in the bottom right corner.



Visual Design - Style Guide: Forms

Checkbox

- ▶ Yes/No selection
- ▶ Multiple Yes/No's



Select Toppings

Sauces

- Pizzaiolo Tomato Sauce
free
Normal ▼
Whole Pizza ▼
- BBQ Sauce
- Extra Virgin Olive Oil
- Hot Sauce
- Olive Oil & Garlic
- Pesto Sauce (no nuts)
- Satay Sauce

Cheeses

- Mozzarella Cheese
free
Normal ▼
Whole Pizza ▼
- Feta Cheese
- Goat Cheese
- Gorgonzola Cheese
- Parmigiano Cheese
- Ricotta Cheese
- Swiss Cheese (Lactose Free)
- Vegetable Based Cheese

Meat

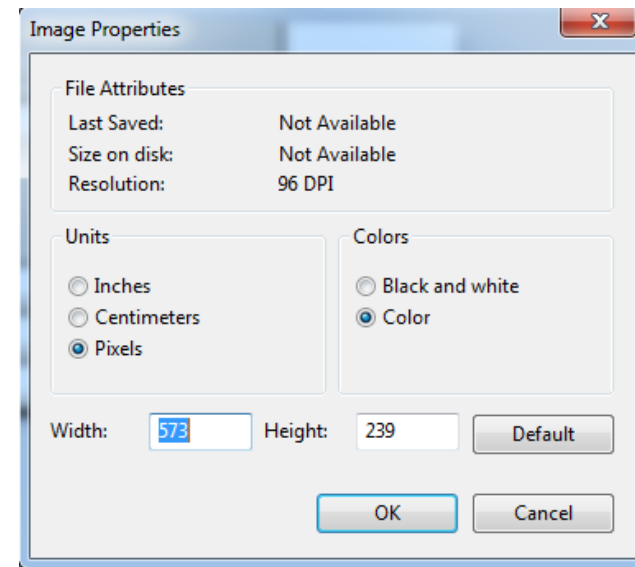
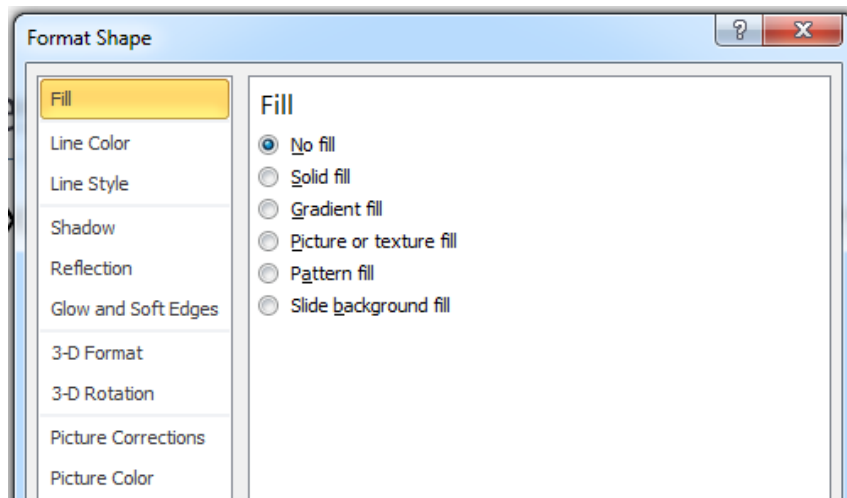
- Anchovies
- Bacon (Real Canadian)
- Chicken Breast (Oven-Roasted)
- Dry Cured Hot Italian Sausage
- Ground Beef
- Ham
- Pepperoni (Dry Cured)
- Sausage (Italian)
- Sopressata



Visual Design - Style Guide: Forms

Radio buttons

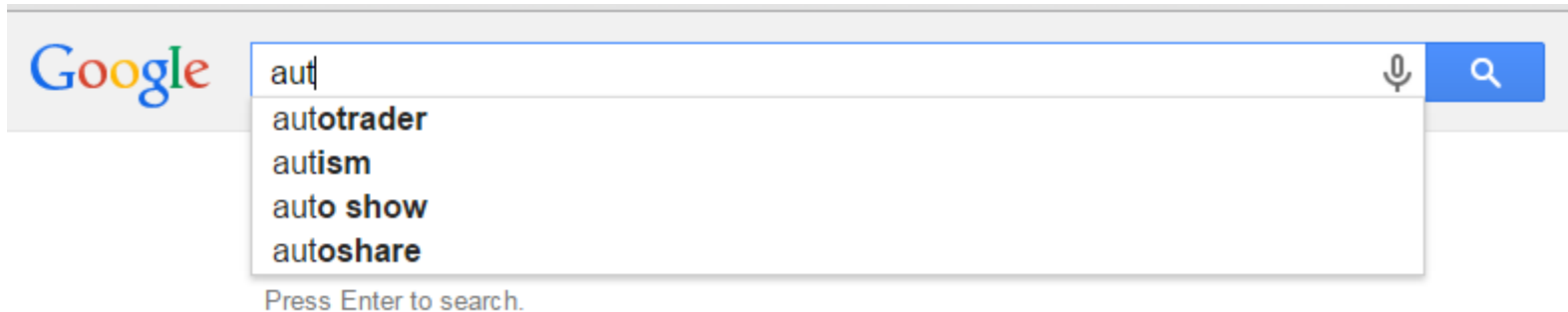
- ▶ Select only of one of maximum 4-6 selections



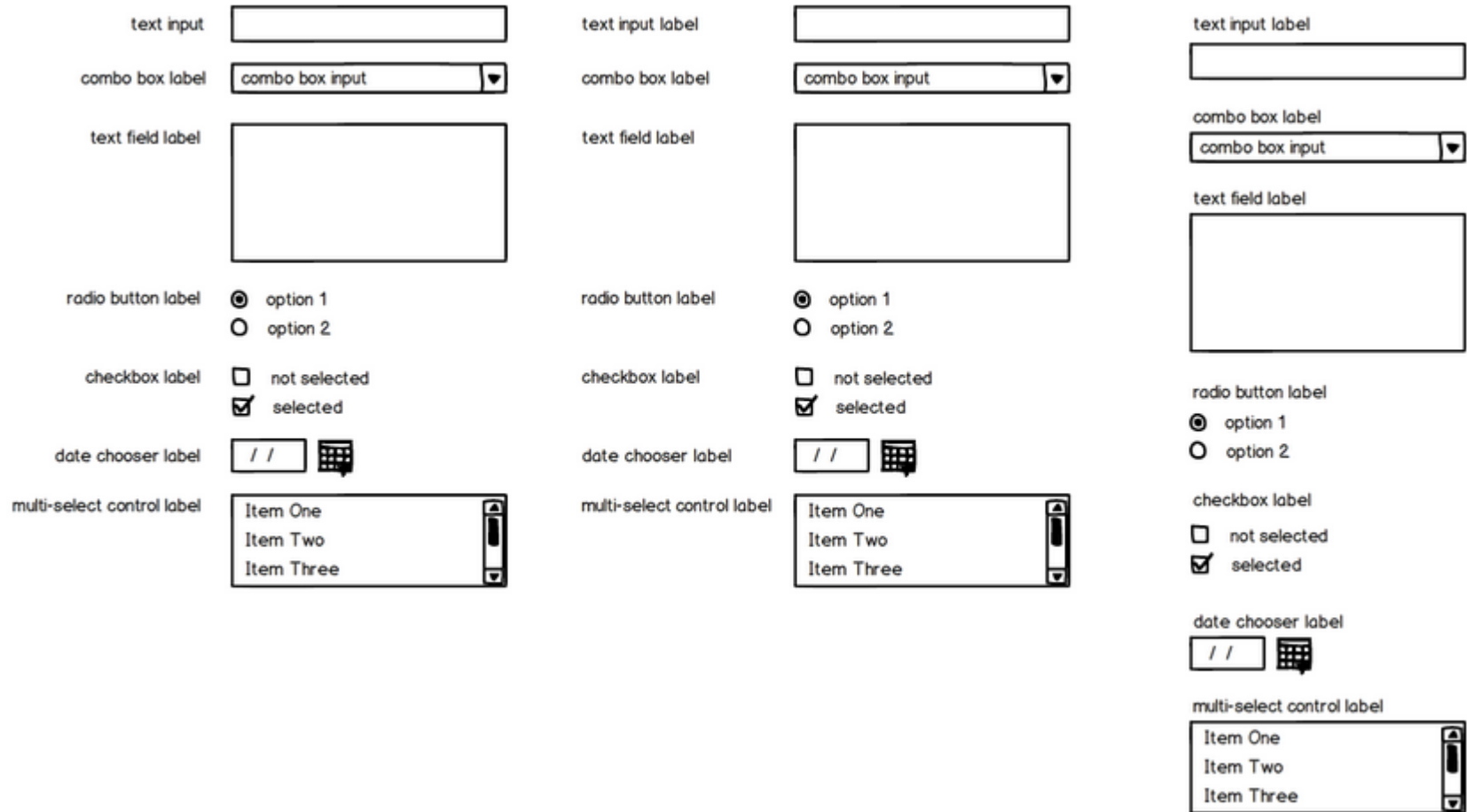
Visual Design - Style Guide: Forms

Drop down lists

- ▶ Select only one of many
- ▶ Autocomplete – completes entry based on existing values or prediction
- ▶ Combo box – allows input

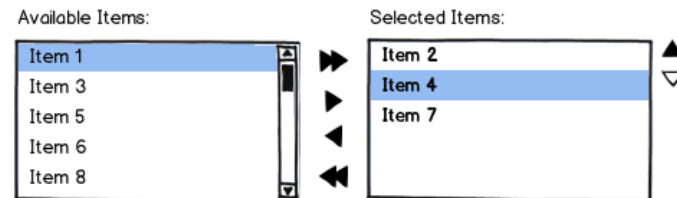
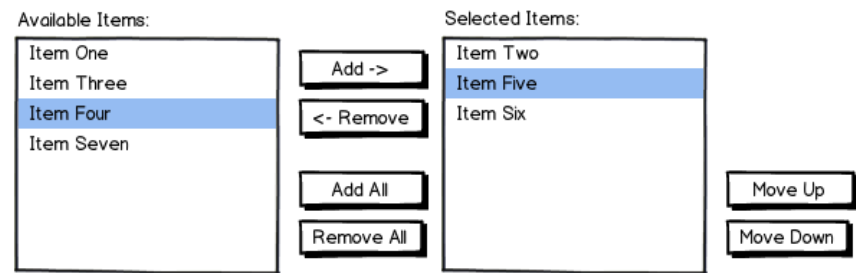
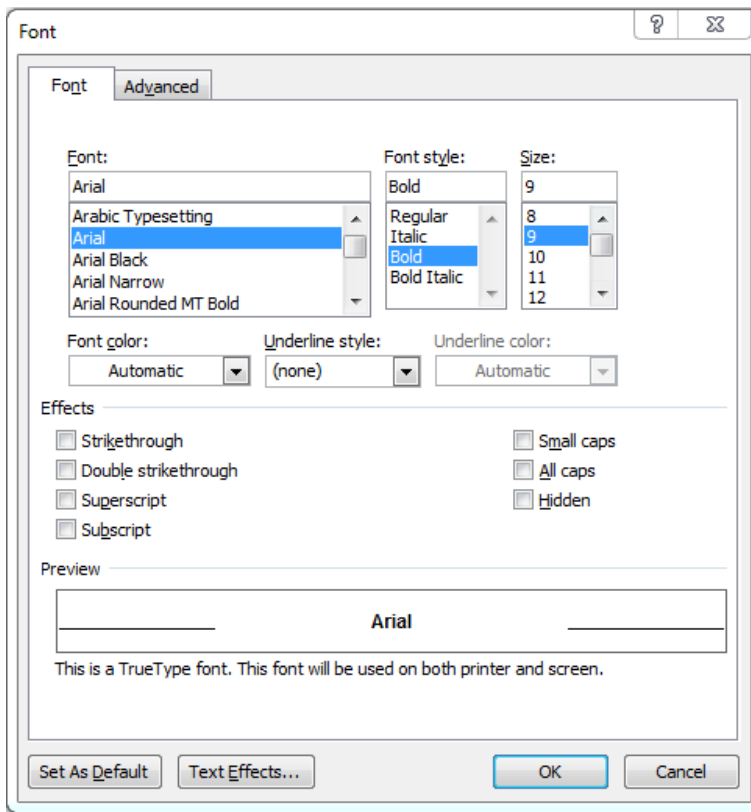


Visual Design - Style Guide: Forms




Visual Design - Style Guide: Forms


Selection lists – one of many or many to many



Visual Design - Style Guide: Forms

Table CRUD (Create, Retrieve, Update, Delete)

Name (job title)	▲ Age ◆	Nickname	Employee ▼		
Giacomo Guilizzoni Founder & CEO	36	Peldi	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Marco Botton Tuttofare	34		<input checked="" type="checkbox"/>		
Mariah Maclachlan Better Half	37	Patata	<input checked="" type="checkbox"/>		
Valerie Liberty Head Chef	:)	Val	<input checked="" type="checkbox"/>		
Guido Jack Guilizzoni	6	The Guids	<input type="checkbox"/>		

 Create

<< < 1 2 3 4 5 6 7 8 9 10 > >>

Visual Design - Style Guide: Forms

Pagination

pagination 1



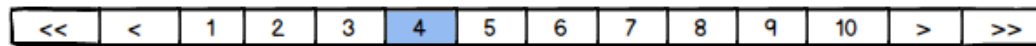
pagination 2



pagination 3



pagination 4



Visual Design - Style Guide: Feedback

Errors - Explain why the information was not valid and what needs to be fixed

What username would you like? You can use any char:

Please enter a username

Your e-mail address is? *

Please enter an e-mail address

Choose a clever password *

Please provide a valid password

Orange error messages are less likely to incite anxiety in users compared to red

An email address must contain a single @ } foo

The domain portion of the email address is invalid (the portion after the @:)} foo@

Error messages should explain exactly why input was rejected

4 errors prohibited this user from being saved

There were problems with the following fields:

- Login can't be blank
- Login is too short (minimum is 2 characters)
- Password is too short (minimum is 5 characters)
- Email please check the format

Email
abcd

Username

First name **Please enter a first name.**

Last name **Please enter a last name.**

Email address **Please enter a valid email address.**


Password 6 or more characters **Please enter a password.**

Avoid using error summaries

Place error messages next to field labels

Visual Design - Style Guide: Feedback

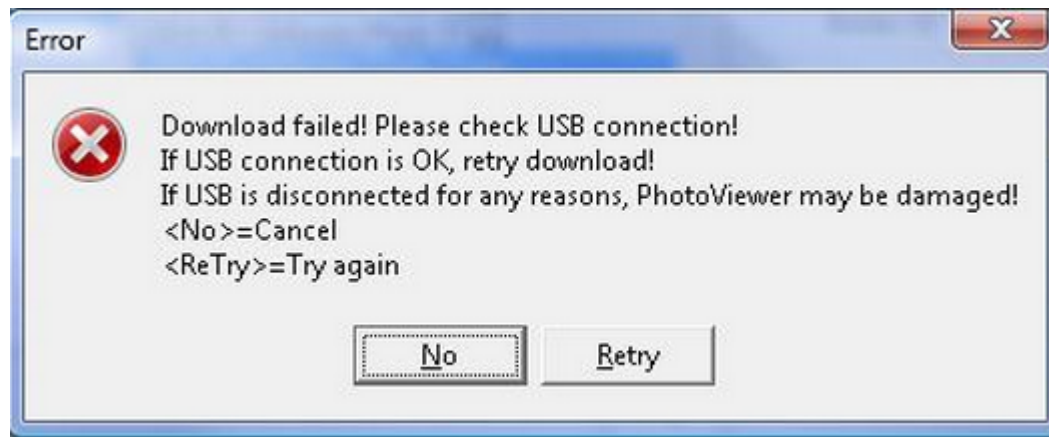
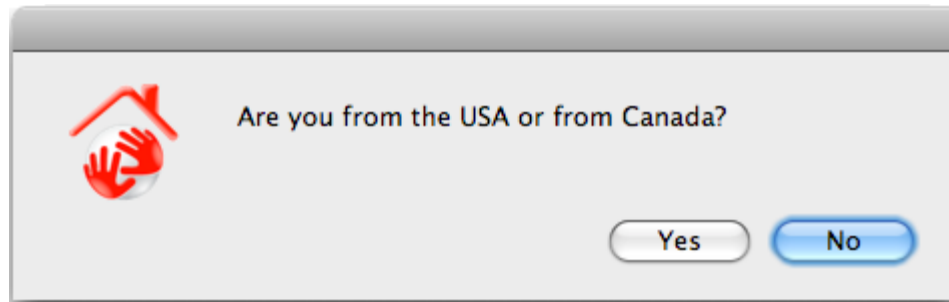
Errors – Avoid Negative words

Negative Words to Avoid in Your Form Error Messages	
Oops	Oops, something wasn't right
Error	 This Form Has Errors
Failed	Form submission failed!
Problem	There was a problem creating your account
Invalid	Invalid Fields
Wrong	Oops, something has gone wrong
Prohibited	3 errors prohibited this user from being saved



Visual Design - Style Guide: Feedback

▶ Bad Feedback examples



Visual Design – Bad Examples

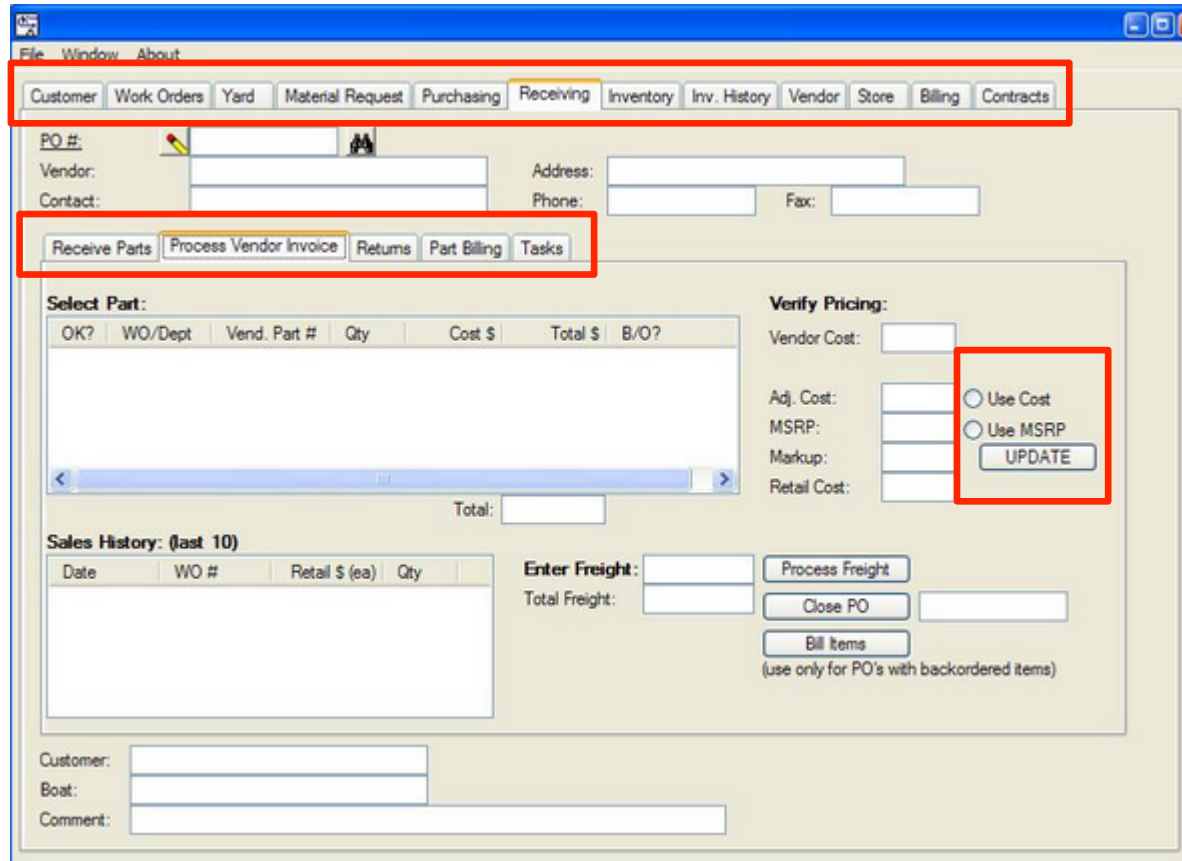
- ▶ Green background
- ▶ Labels – not intuitive, drop shadow
- ▶ Buttons – inconsistent

The image shows a web form with a light green background. The form contains several input fields and labels. A red box highlights the label 'Being:' in the bottom left. Another red box highlights a vertical stack of four labels: 'Less:', 'Less:', 'Add:', and 'Add:', each followed by a text input field containing '0.00'. A third red box highlights a horizontal row of six buttons at the bottom: 'New', 'Save', 'Search', 'Delete', 'Print', and 'Close'. The form also includes fields for 'Voucher Type', 'Debit (Head of Account)', 'Remitted/Paid to', 'Payment Type', 'Cheque No.', 'Amount In Words', 'Voucher No.', 'Date', 'Dated', 'Amount', 'Total Amount', and 'Approved By'.

Credit: <http://stackoverflow.com/questions/15293782/how-to-design-a-forms-in-wpf-application-without-mismatches-in-design-and-runti>

Visual Design – Bad Examples

- ▶ Too much going on



Credit: <http://www.codeproject.com/KB/cs/AAL-5A/screenshot.jpg>

ROI of Visual Design Skills

- ▶ Ease of use by customer / user
- ▶ Enhances user engagement
- ▶ Builds trust and interest in brand

Overall Reduction in future costs of development and support

Higher Customer Satisfaction



Resources - Internal

- ▶ UX Team

- ▶ Style Guides

- ▶ Developer

- ▶ Helps determine any technology constraints
- ▶ Challenge the developers for better solutions

- ▶ You

- ▶ Learn what is available for your technology
- ▶ Google similar web applications



Resources - External

Our picks - Websites

- ▶ Jakob Nielsen – <http://www.nngroup.com>
- ▶ Luke Wroblewski – <http://www.lukew.com/>
- ▶ Web Style Guide - <http://webstyleguide.com/wsg3/index.html>
- ▶ Alan Cooper - <http://www.cooper.com/>
- ▶ Controls Sample - <https://mockupstogo.mybalsamiq.com/projects/controls/story>
- ▶ Kendo UI – <http://demos.telerik.com/kendo-ui/>
- ▶ JQuery UI – <http://jqueryui.com/demos/>



Objectives

- ▶ Learn about usability and why it is important
- ▶ Learn the basics of user interface design
- ▶ Where to go to learn more information when building applications



Final note

Navigation and simplicity are key

