

Interaction Design for the Web

1. How Brains work

- Carry information between screens.
- Provide on-screen option
- New information during pauses
- Present solution, not problems
- Use user's language
- **"The seven plus minus 2 rule"** is that humans can keep 7 chunks of data in short term memory. Some people can store more, some can less.
- **Wrapping your message in a story** is more engaging for users as compare to simple power point bullets presentation.
- "Don't let anything in your interface look like an advertisement.
- Signal important information in a central location.
- Don't interrupt user in between of a task, for another task.

2. how We See Things: Perception Principles

- User interaction experience should be flow consistently.
- Proximity, similarity and closure are main part of your interactive design which helps users in perceiving that they are part of same group or not.
- Build the most effective interface. It should be consistent.
- Consistency should be in behavior, appear and organization.
- Text on your site should be relevant, factual and brief.
- People follow a F pattern on web page.
- Use short words, short sentences, short paragraphs and short articles.
- Create bulleted list.
- Most important information should be in start of a sentence.
- Text size should be appropriate, keeping in mind old people.
- Do not only use colors to distinguish between different choices, use shapes as well. Make high contrast between foreground and background colors.

3. Real-World Metaphors: Physical Concepts

- **Fitts' law** is its faster to hit larger targets closer to you than smaller targets farther from you.

- Interface needs to be response in less than 1 second in order to keep the flow.
- Key boards re best for data entry, fast navigation for experienced users.
- it's easier for inexperienced user to discover. Mouse is fast for manipulation.
- Touch screen are fast for direct manipulation.
- They are slower for data entry.
- You should Design keeping in mind of all sort of input devices.
- Keep in mind the cultural differences.

4. Telling a story: Workflow concepts

- A good interface:
- Hides implementation details.
- Removes unnecessary choices.
- Moves people forward.
- Sometime user wants to be had a full control on his action but sometime they want to be guided by someone specially if something is not so frequent for them. Think that which actions should be guided? Think about your target customers.
- **Progressive disclosure** is neat interface e.g.
- learn more”
- “related articles”
- Use proper icons, arrows to show more data.
- Additional information should be access only if it is necessary.
- **Inductive interface induces** or encourage users to move through the product by answering questions.
- One task per person
- Each screen must have a title to let user know what they are doing
- Screen controls make task apparent.
- Next step should be obvious.
- Consistent screen templates
- Use progressive disclosure
- Screens for choosing tasks.
- Workflow is:

- Research (search, sort, filter)
- Iterate (take changes, what-if analysis, undo/redo)
- Take Action (status, detail, available actions)

5. Communicating through the UI

- Help does not help.
- **Feature Based:** help the people who already know what it is they are looking for.
- **Procedural:** help the people who does not even know how to start the task they are trying to achieve.
- Increase user confidence
- Communicate and provide assistance that actually helps.
- **For dialogue boxes in your design think that:**
 - “should I have made this decision instead of leaving on users?”
 - Is this warning necessary?
 - Would re-design prevent this error?
 - A good dialog box tells users why they are being asked a question.
 - It should provide a solution.
 - It should provide decisions.
 - Error messages should be meaningful presenting a solution rather than just “ok”.
 - Error messages should be well explained pointing towards real cause of error.
 - Use graphics/pictures for communication not for just decoration.

6. Designing for Delight

- **Attractive things work better.**
- **Attractiveness divides into three parts**
 - Visceral (responding, appearance of design)
 - Behavioral (how good it's acting, helping and useful)
 - Reflective (thinking like what does this product says about me, self-image, memories)
- Fix small issues to avoid bigger issues.
- Do clever decision making.

- Create big differences to stand against your competitors
- Don't just copy your old design or of your competitors.
- **Design Thinking is:**
- User research
- Find pain points
- Create multiples solution
- Build prototypes
- Test
- Bring unique interesting ideas to your designs.