

CHAPTER 2

GOOD OR BAD
DESIGN

INDEX

- Introduction
- Good/ Bad is ?
- Elements of Web Design
- Assignment
- Q/A?

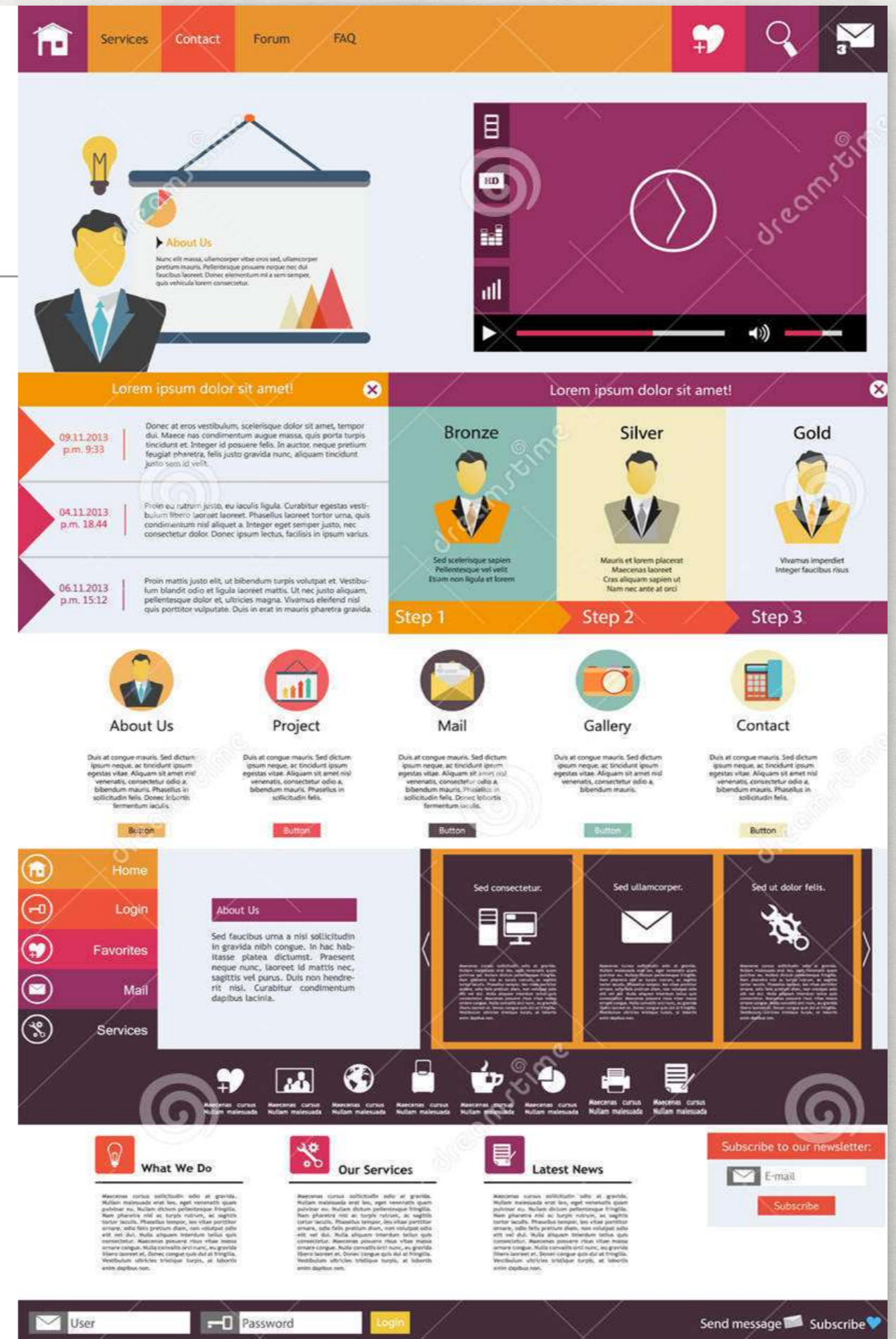


Figure from <http://thumbs.dreamstime.com/>

ใช้งานได้, รู้ว่าใช้ยังไง

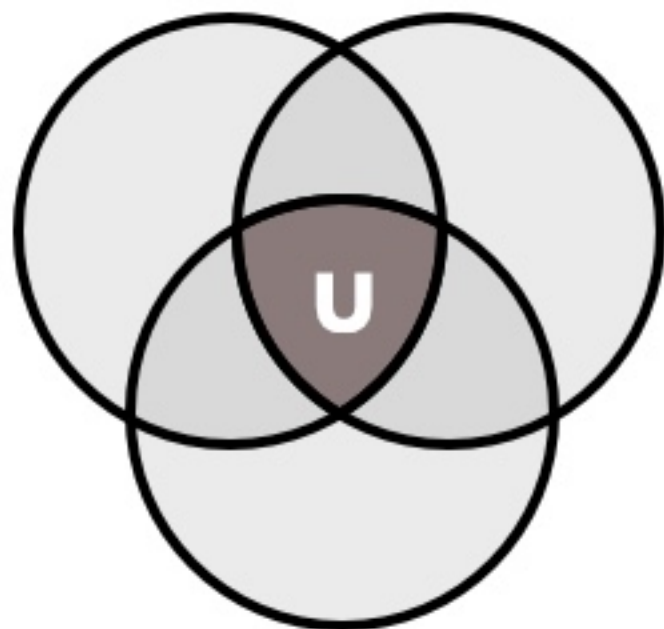
Effectiveness

Doing the right things

ใช้งานง่าย, ไว, ใช้พลังงานน้อย

Efficiency

Doing things right.



Satisfaction

พอใจ

U = 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

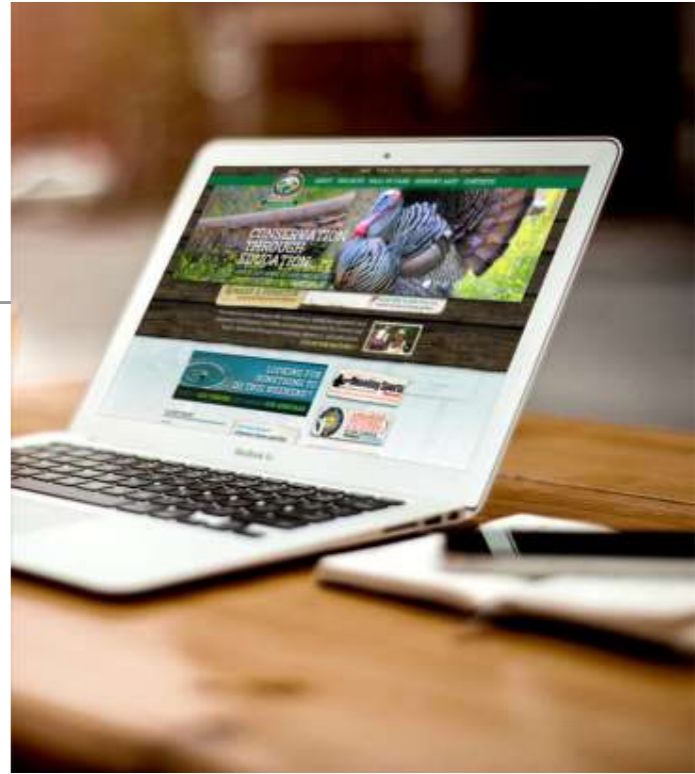
Once users have learned the design, how quickly can they perform tasks?



MEMORABILITY

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

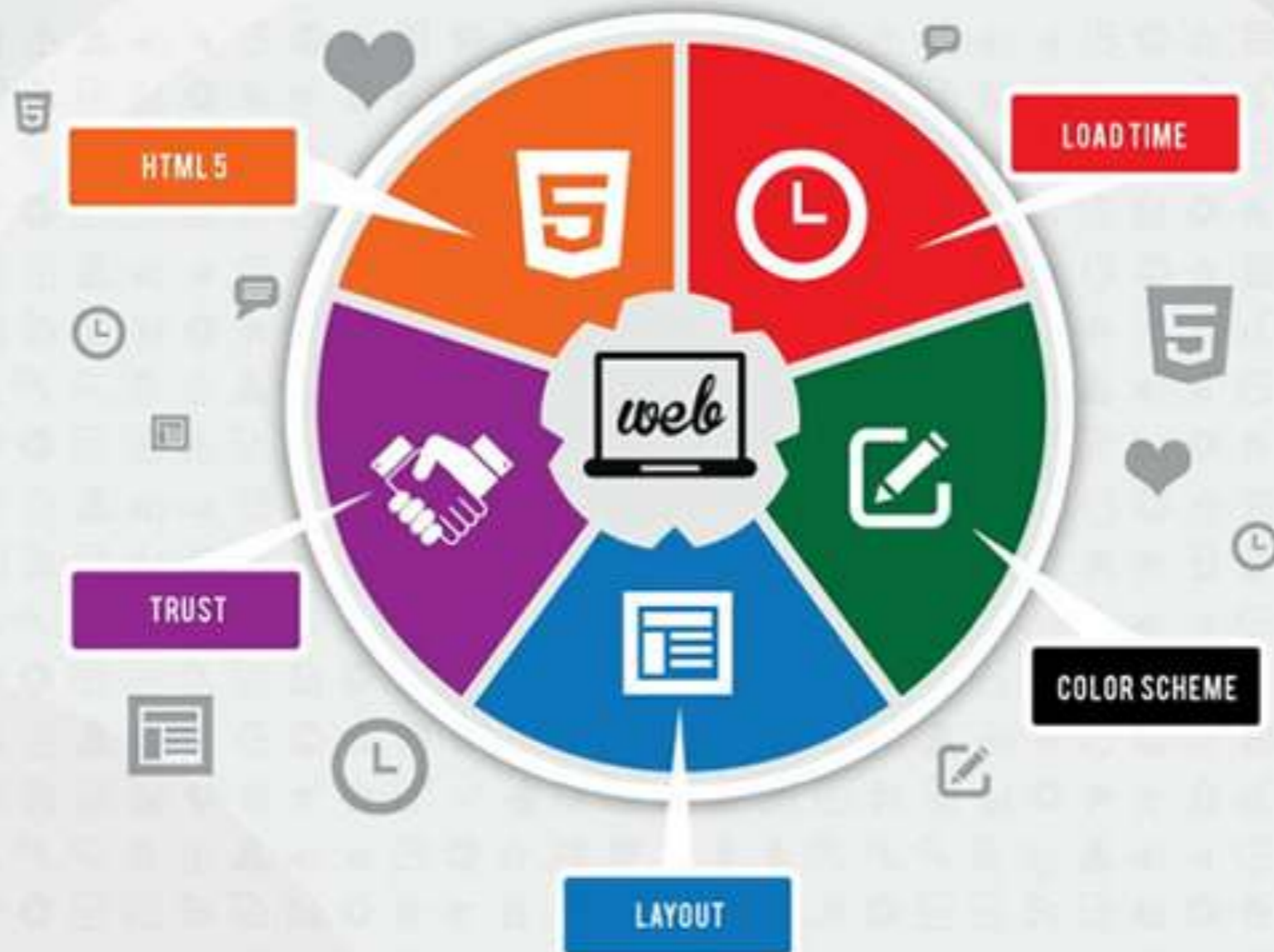




Introduction to Good/Bad Web Design

WHY GOOD WEBSITE DESIGN IS SO IMPORTANT

THE STATS AND FIGURES TO PROVE IT 



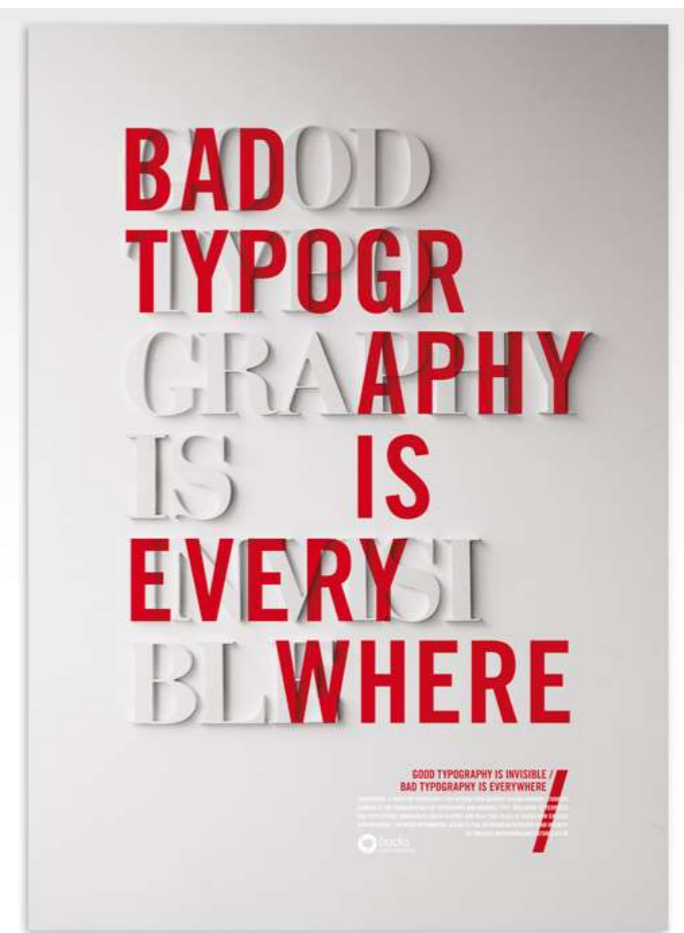
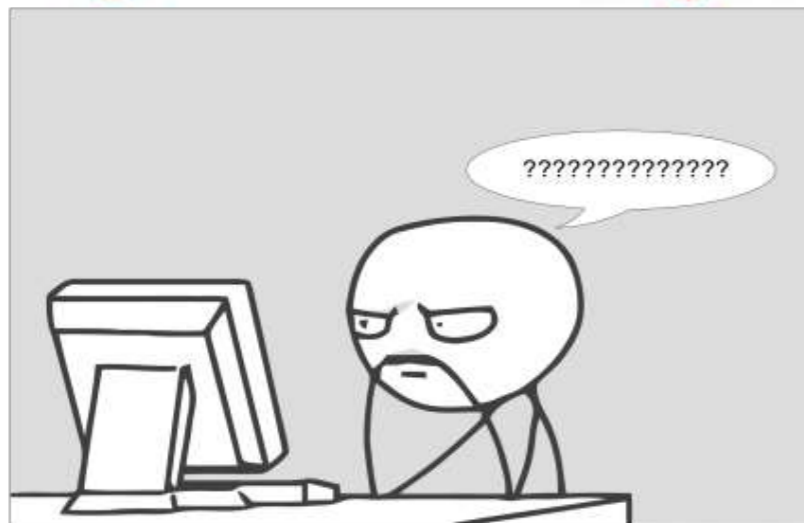
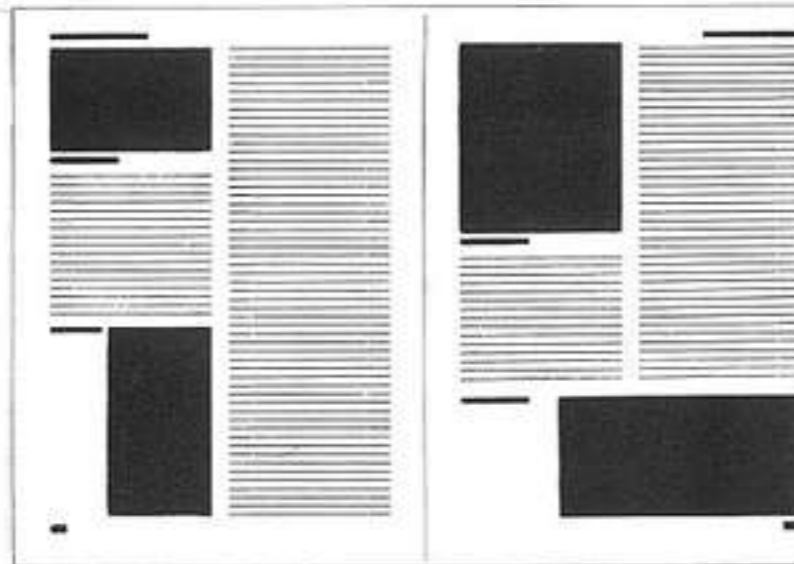
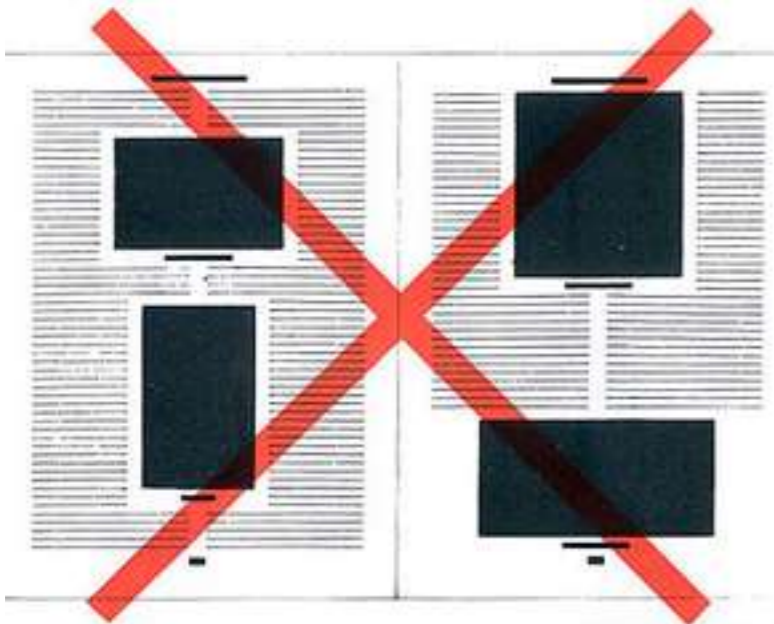
Introduction

Bad Design

Good Design

Bad UX

Good UX



Good /Bad Design

- How do you feel about this website?

CAR LEASING
Want a cheap new lease car? Start HERE!

LINGSCARS.COM
UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 2.7.7. You can trust me! ... In 2012 I'll rent you £50 million of cars (at 80%)

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing

NEW SEXY creative full rep

My cheapest leasing deals!

Click to chat with Ling

ABARTH CAR LEASING
500-500 Convertible Punto Evo

ALFA ROMEO LEASE CARS
Giulietta Mito

Hi! I am Ling from Dragons' Den. I lease cheap new cars!

www.lingscars.com

www.ARNGREN.net

23 Butikker Teknologi & Gadgets Index el-retur

RC Tiger & Leopard-Tank 53 cm lang, Skyter Kuler 30m

Forbruker Elektronikk

40 Språk-Talende Oversetter m/Norsk fra kr. 399,-

Carbon 6ch Helikopter fra kr. 399,-

3, 4 & 6 ch Airwolf Helikopter fra kr. 399,-

Rakett-Fly Hummer el-Bil

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden etter Prisene (lev. 2 - 5 dager):
er på Lager
kommer før 3 uker
lengre enn 3 uker

RC Produkter
Computer-styrt

Video-1 Video-2

RC 4ch Helikopter fra kr. 799,-

Perfekte Julegave!
3 st. a' kr. 199,-

Nyhet!

RC Flyvende-Bil (3ch) VTOL (Lette & Land Vertikal) kr. 199,- Arets Leke

RC Helikopter 50cm lang (3ch) kr. 399,-

RC Jagerfly (131 cm) Innefølbare Hjul, El. Jømotor fra kr. 1999,-

RC Fiskebåt med Fish-Finder

RC UFO med 3D Gyro

Solcelle-Ryasekk

Elektrisk Porsche Topplert: 250 km/h 0-100: 4.9 sec. 500 km Fra kr. 399.000,-

Star Wars : R2-D2, Web-cam, Projektor, DVD fra kr. 1999,-

Elektrisk-Bil kr. 69.999,-

www.arngren.net/

Bad Design

- Can you tell the objective of this website?

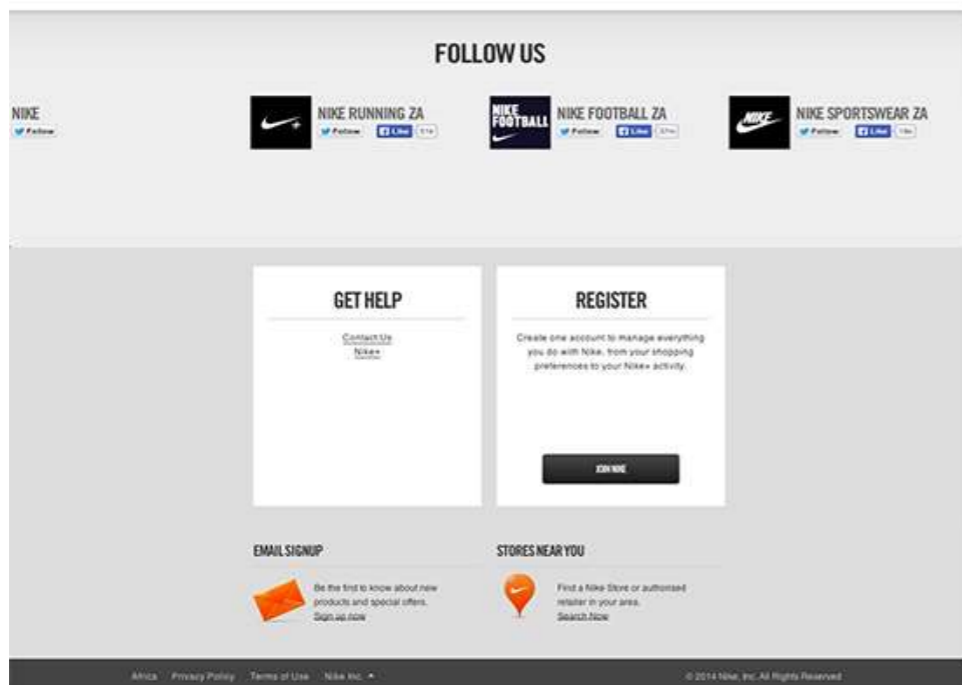
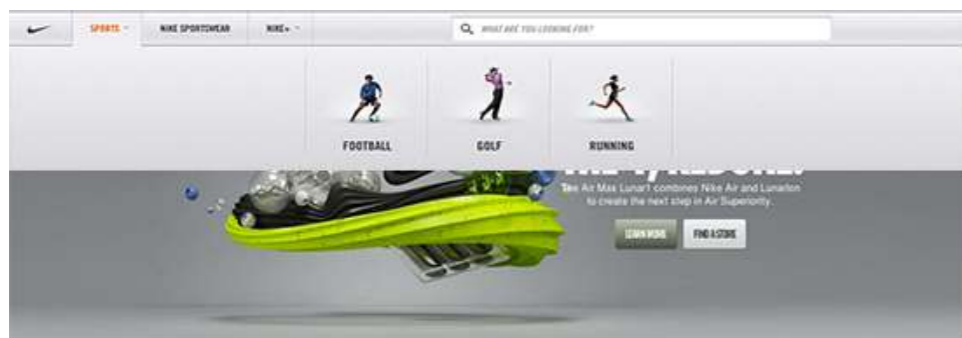
HavenWorks.com A-Z Search News by Date NewsStand Global US
A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z-+2008 Election
HavenWorks.com Friday, 11 January 2008
News Reference Facts Information Sources Intelligence Haven Works !-)
Search: Google: GO HavenWorks Web +2008+07
TV Online Television FRONTLINE NewsWar
JOHN Edwards.com 08*Dem.: TV: "It will take a fight..." Fighting powerful
VOTE EDWARDS on the ISSUES: Health Care, Working Families, Rural America, Liberty, Veterans, Women, Energy, Food Safety, Trade
CONTRIBUTE Edwards SUPPORT/Events. South Carolina: Volunteer, SC Offices. NV.
2008 TV: Democratic Debate: New Hampshire
TV Blog: TV BLOG - BHG - Brave - C&L - Carolina - Cmdr - Courage - CSPAN-J - Duck - Faiz - FreePress - Heathr - Hot - Iraq-Summer - MG - MM - Nation - NewsHound - NC - Palast - Patriot - PBS - Pelosi - Progress - PTV - Rackjite - Researchchris - See - TPMtv - Truth - TYT - Veracity - VLOGZ! - Radio Blog: America - EdSchultz - Flanders - Hartmann/MP3s - Maddow - Malloy - Randi - Seder - Stephanie - Turks
Republican News: Giuliani Huckabee Hunter McCain Paul Romney Thompson CENSO
US - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - IA - ID - IL - IN - KS - KY - LA - MA - MD - ME - MI - MN - MO - MS - MT - NC - ND - NE - NH - NJ - NM - NY - OH - OK - OR - PA - RI - SC - SD - TN - TX - UT - VA - VT - WA - WI - WY - WY
HavenWorks.com+A-Z
Editorial
Endorsing JOHN EDWARDS for PRESIDENT of the United States of America on the ISSUES. While we're impressed with both his personality and his rhetoric it's ultimately John Edwards on the issues that wins us
Democratic Edwards Videos: John Edwards January 06, 2008 "New Hampshire Primary: John Edwards speech."
U. S. A. 2008 Election 20080110 Noteworthy John Ashcroft Michael B Mukasey Alberto R Gonzales Debra Wong Yang
WORLD 20080110 LANGUAGE US Iran Military Radio Intelligence TV Video "U.S.: Voices on Recording May Not Have Been From Iranian Speedboats: Chilling Threat Could Have Come From the

Can you find any health care link?

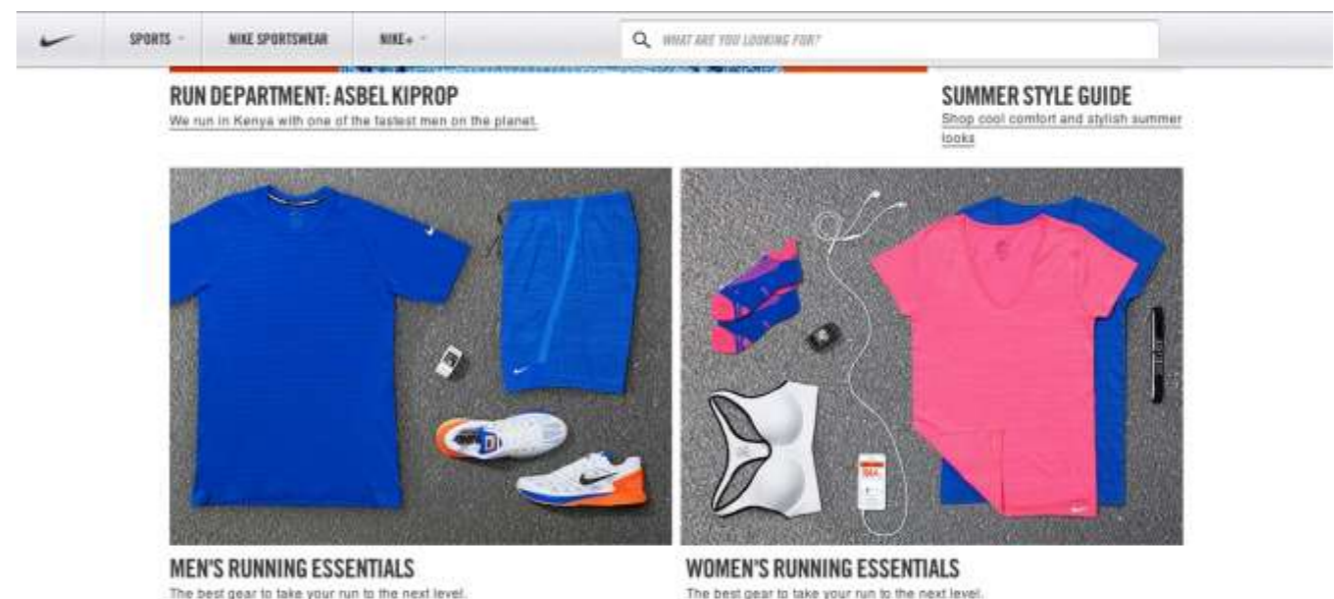
www.havenworks.com

Good Design

- How do you feel about this website?

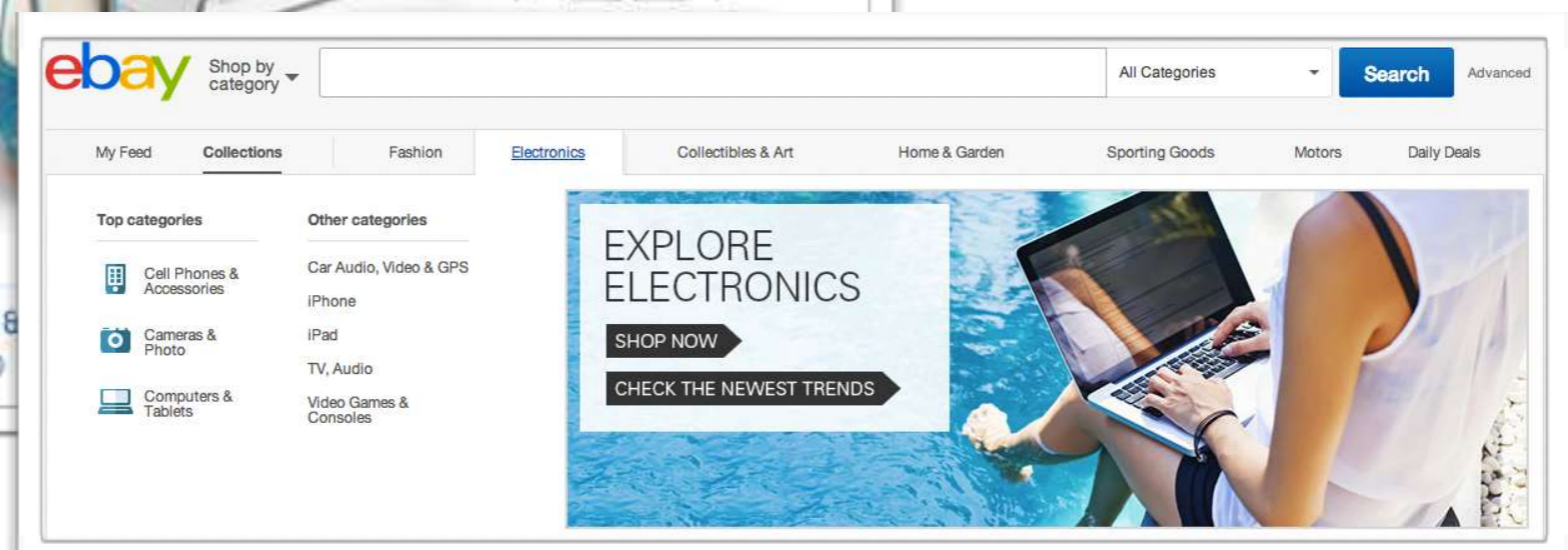
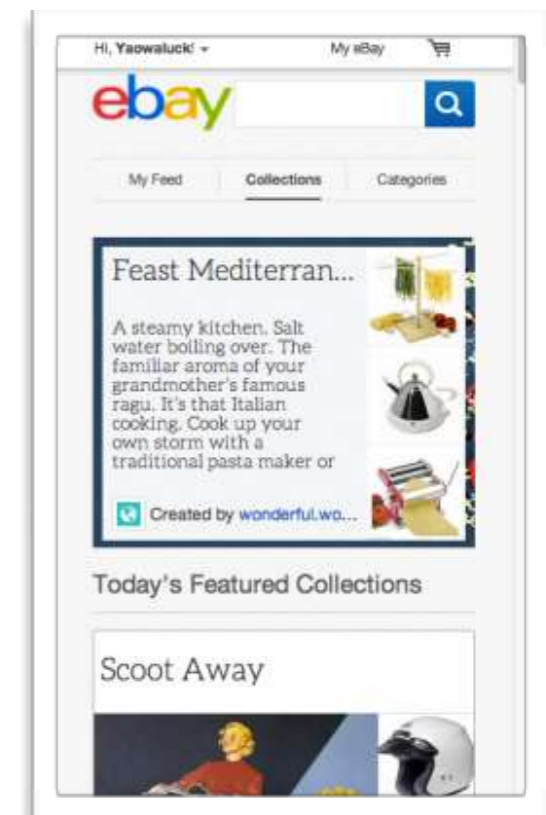


www.nike.com



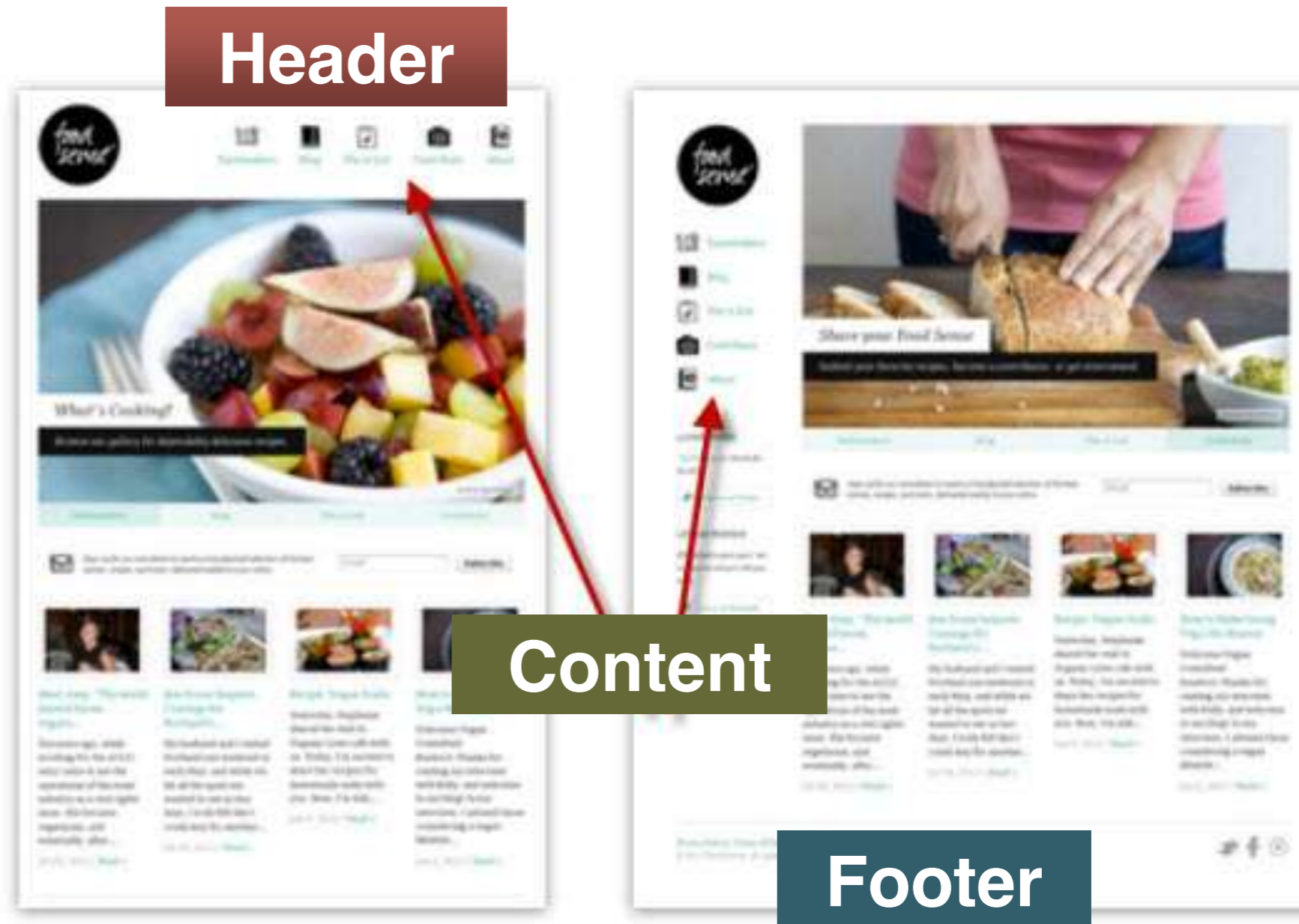
Good Design

- Example e-commerce website



Elements of Web Design

- 1. Simplicity
- 2. Consistency
- 3. Uniqueness
- 4. Usefulness
- 5. Easy to use Navigation
- 6. Rapid Output
- 7. Clearance
- 8. Standardization
- 9. Responsive Web
- 10. Less error



Simplicity



<http://bigcartel.com/about>



<http://www.onedaywithoutgoogle.org/>

Simplicity



<http://bigcartel.com/about>



<http://www.onedaywithoutgoogle.org/>

Consistency

- a. Typographic consistency
- b. Graphic consistency
- c. Color consistency
- d. Icon and button consistency

The screenshot shows the Starbucks website homepage. At the top, there is a navigation bar with the Starbucks logo, a search bar, and links for 'Find a Store', 'Sign In', 'COFFEE', 'MENU', 'COFFEEHOUSE', 'RESPONSIBILITY', 'CARD', and 'SHOP'. Below the navigation is a large promotional banner for the Starbucks Rewards program, featuring a woman in a green apron holding a red Starbucks card. The text reads: 'Treat receipt is back. Try our new Teavana® Shaken Iced Teas for just \$2 when you bring in your morning receipt after 2 pm. Available through 8/17. Learn more >'. Below this is a black banner for the Starbucks Rewards program with the text: 'A loyalty program that's all about you. Get exclusive offers by simply registering a Starbucks Card. JOIN NOW SIGN IN'. Below that is a yellow banner for an 'Upcoming Website Outage' from 8 p.m. Friday, 8 August 2014 until 8 a.m. Saturday, 9 August 2014 (PST). The main content area features a section for 'INTRODUCING TEAVANA® OPRAH CHAI TEA' with a photo of the drink and the text: 'A distinctive chai blend featuring a bold infusion of cinnamon, ginger, cardamom and cloves, blended with loose-leaf black tea and rooibos. Learn more about how every cup benefits youth education. Buy now >'. Below this is a section for 'A SUMMER FAVORITE IS BACK' featuring 'Kati Kati Blend' with a photo of the drink and the text: 'Juicy, refreshing and crisp, Kati Kati Blend delights. Enjoy it hot or iced. Learn more >'. The bottom of the page shows a grid of bakery items with photos and names: Chorga Bagel, Banana Nut Bread, Berry Croissant Blossom, Blueberry Scone, Blueberry Yogurt Muffin with Honey, Caramel Pecan Sticky Bun, Carrot Cake Muffin with Pecans, and Cheese Danish.

The screenshot shows the Starbucks website menu page. At the top, there is a navigation bar with the Starbucks logo, a search bar, and links for 'Find a Store', 'Sign In', 'COFFEE', 'MENU', 'COFFEEHOUSE', 'RESPONSIBILITY', 'CARD', and 'SHOP'. Below the navigation is a section titled 'Explore Our Menu' with a search filter on the left. The search filter includes 'Refine your Search', 'You can refine your results by changing the selections below.', 'View Photos', 'View Nutrition Info', 'Location: United States', and a list of categories: 'Drinks' and 'Food'. The main content area is titled 'Bakery' and features a grid of eight bakery items with photos and names: Chorga Bagel, Banana Nut Bread, Berry Croissant Blossom, Blueberry Scone, Blueberry Yogurt Muffin with Honey, Caramel Pecan Sticky Bun, Carrot Cake Muffin with Pecans, and Cheese Danish. There are also social media icons for Twitter, Facebook, and LinkedIn, and a link for 'Download or Print Results'.

Uniqueness

The screenshot shows the BBC News website interface. At the top, there is a navigation bar with the BBC logo and links for News, Sport, Weather, Capital, Future, Shop, TV, Radio, and More... A search bar is located on the right. Below the navigation bar, the word "NEWS" is prominently displayed, followed by the date "8 August 2014" and "Last updated at 09:59". A secondary navigation bar includes links for Home, World, Asia, India, China, UK, Business, Health, Science/Environment, Technology, Entertainment, and Video. Below this, there are more links for Magazine, In Pictures, Also in the News, Editors' Blog, Have Your Say, World News TV, World Service Radio, and Special Reports. The main content area features a large article titled "Israel strikes Gaza amid rocket fire" with a sub-image of a rocket in flight. To the right of this article is a "Magazine" section with two featured items: "Ice man" and "Washed up". Below the main article is another headline: "Obama authorises air strikes on Iraq" with a sub-image of a military aircraft. To the right of this is a "Features" section with several small article thumbnails. At the bottom of the main content area, there is a headline: "'Facts twisted' in Pistorius trial".

<http://www.bbc.com/news/>

The screenshot displays the Oreo Fudge Cremes website. The top navigation bar includes the Oreo logo, "Fudge Cremes", and links for Moments Gallery, Oreo Fudge Cremes, and Products. Social media icons for Twitter, Facebook, and YouTube are also present. The main visual is a large graphic of a chocolate fudge cream being poured over an Oreo cookie. The text "Need a new way to eat an OREO?" is on the left, and "We've got it. Covered." is on the right. Below this is a "Poll" section titled "Choose your favorite OREO Fudge Cremes flavor" with four options: Original, Mint, Golden, and Peanut Butter Creme. At the bottom, there are three interactive buttons: "Get Started", "Watch the TV spot", and "Play the Game". The footer contains the text "OREO.com | Privacy | Terms of Use | ©2011 Kraft Foods".

<http://www.oreo.com/>

Usefulness

- Usability is focused on designing the website to be easy to use



Understanding user's requirements

Easy to use Navigation



Standardization



Browser/Device	Video formats	Audio formats
<i>Internet Explorer</i>	<i>MP4</i>	<i>MP3</i>
<i>Chrome</i>	<i>MP4, WebM</i>	<i>AAC, MP3, Vorbis</i>
<i>Firefox</i>	<i>WebM</i>	<i>Vorbis</i>
<i>Safari</i>	<i>MP4</i>	<i>AAC, MP3</i>
<i>iPad/iPhone</i>	<i>MP4</i>	<i>AAC, MP3</i>
<i>Opera</i>	<i>WebM</i>	<i>Vorbis</i>
<i>Android</i>	<i>MP4</i>	<i>AAC</i>

Responsive Web



- Understanding Responsive Web Design: Cross-browser Compatibility

Responsive Web

