



HUMAN FACTORS FOR SOFTWARE DEVELOPERS-2

Can Kültür, PhD
Summer 2015, CMU

Previously

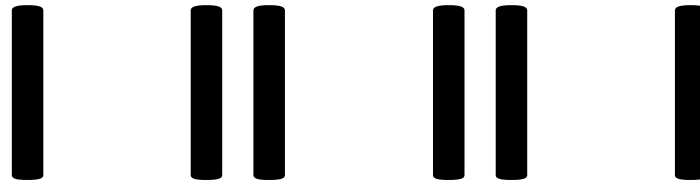
- We talked about understanding users and human perception.



VISUAL DESIGN & PERCEPTION

- GESTALT PRINCIPLES –**
- BASIC DESIGN PRINCIPLES –**

What do you see? How many?





How do you percieve?

[] [] []



How do you percieve?

][][][][

How do you percieve?

] [] [] [] [] []

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Television host erupts during Ferguson discussion

"Morning Joe" host Joe Scarborough's conversation on race and police in America turns into a shouting match. **'I can't take it anymore'** » 6 - 10 of 120

 Ducks part like Red Sea
  Scarborough's Ferguson rant
  Why Gaga now likes Swift
  Cosby thanks supporters
  Black mussels cover beach


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Sad news: Lauren Hill signs up for hospice care

Lauren is battling terminal brain cancer. She plays college basketball for a D-III school in Ohio. [NBC Sports](#)

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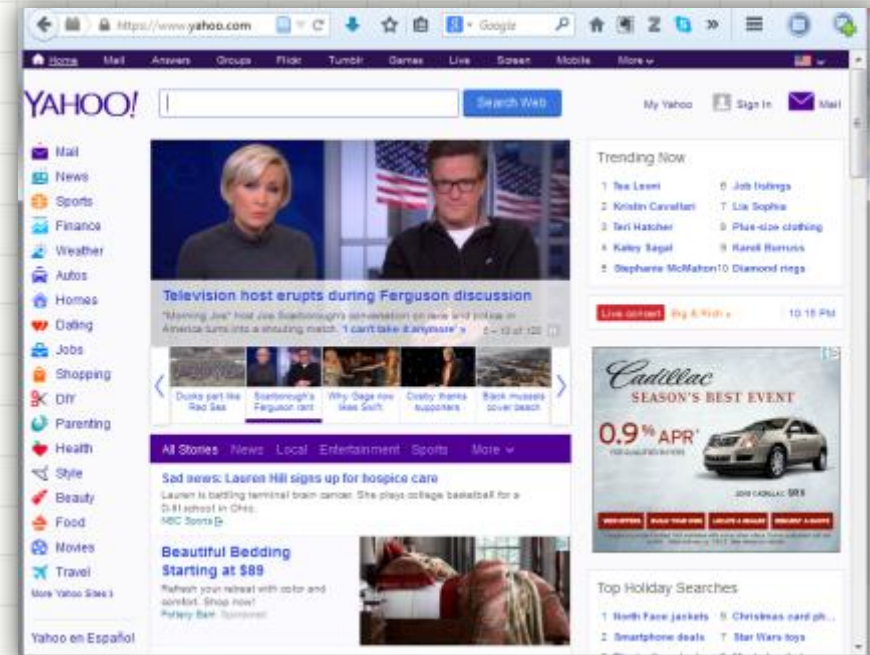
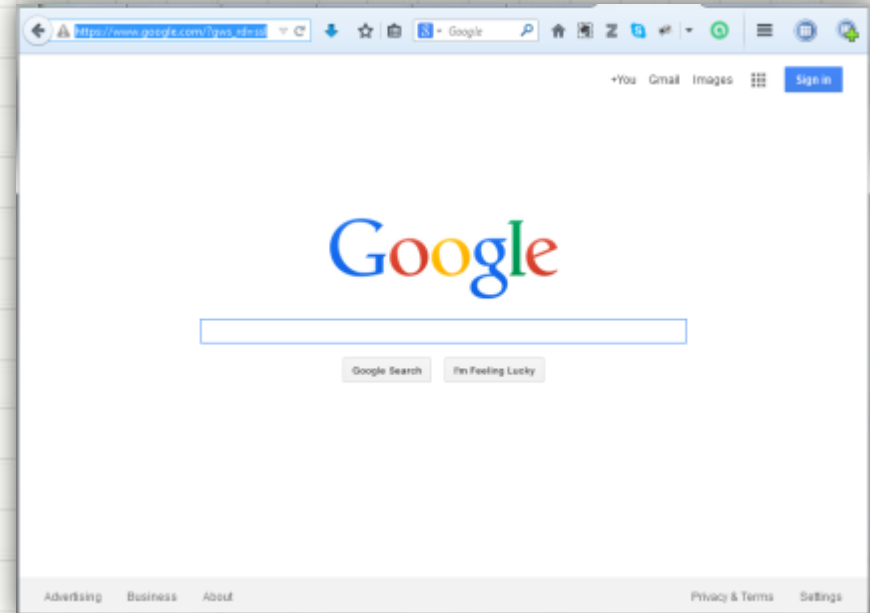
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1 North Face jackets	6 Christmas card ph...
2 Smartphone deals	7 Star Wars toys

**How they talk
to their user?**

**What is their
main message?**



Gestalt

- German word for **“form”**
- In gestalt psychology it means **“unified whole”** or **“configuration”**



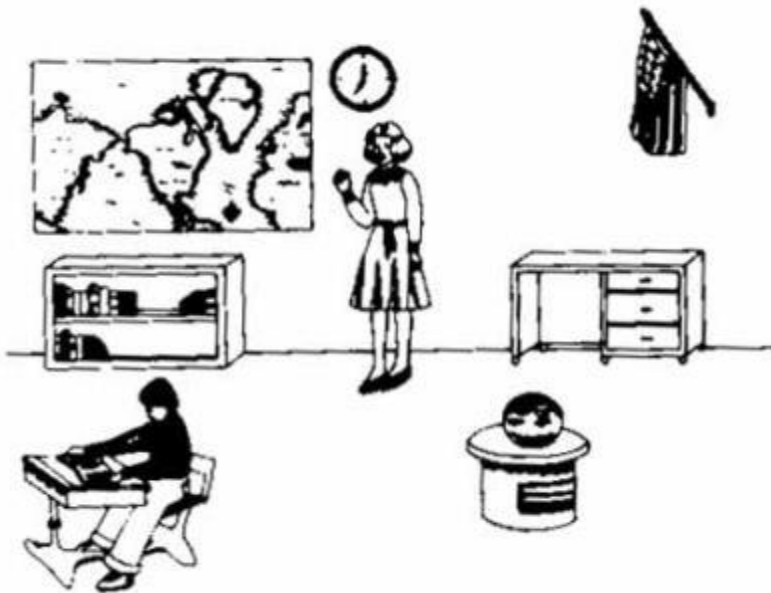
Gestalt Principles



a clip
a strip
one identity apart
something entirely different together...

the whole is greater than the sum of it's parts

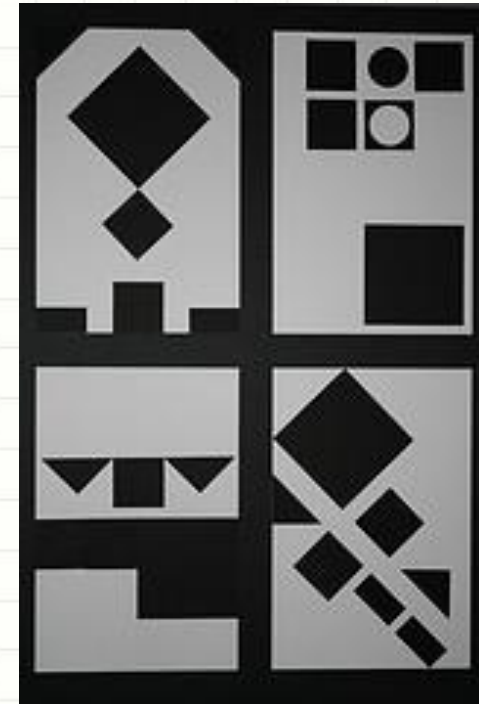
Which is easier to remember?



Gestalt Principles

- The **sum of whole** is greater than its **parts**.
- Each part have meaning on their own, but taken together, the meaning may change.

Law of Balance/Symmetry






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Home

Preschooler



From [making new friends](#) and [taming tantrums](#) to [writing those first letters](#), your preschooler will learn a lot from 2 to 4. Find out more about the [physical](#), [social and emotional](#), and [language](#) developmental [milestones](#) of a preschooler, and get great ideas for [discipline strategies](#), [potty training](#), [sleep solutions](#), [feeding picky eaters](#), [choosing a preschool](#), and more.

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Your 2- to 4-Year-Old's Development by Age

2 years old	24 months	25 to 26 months	27 to 28 months	29 to 30 months
	31 to 32 months	33 to 34 months	35 months	
3 years old	Age 3	Age 3 1/4	Age 3 1/2	Age 3 3/4

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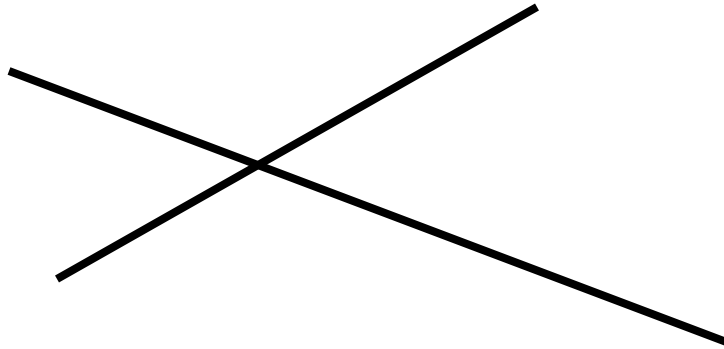
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Law of Continuation



People tend to continue contours whenever the elements of a pattern establish an implied direction



Good continuation





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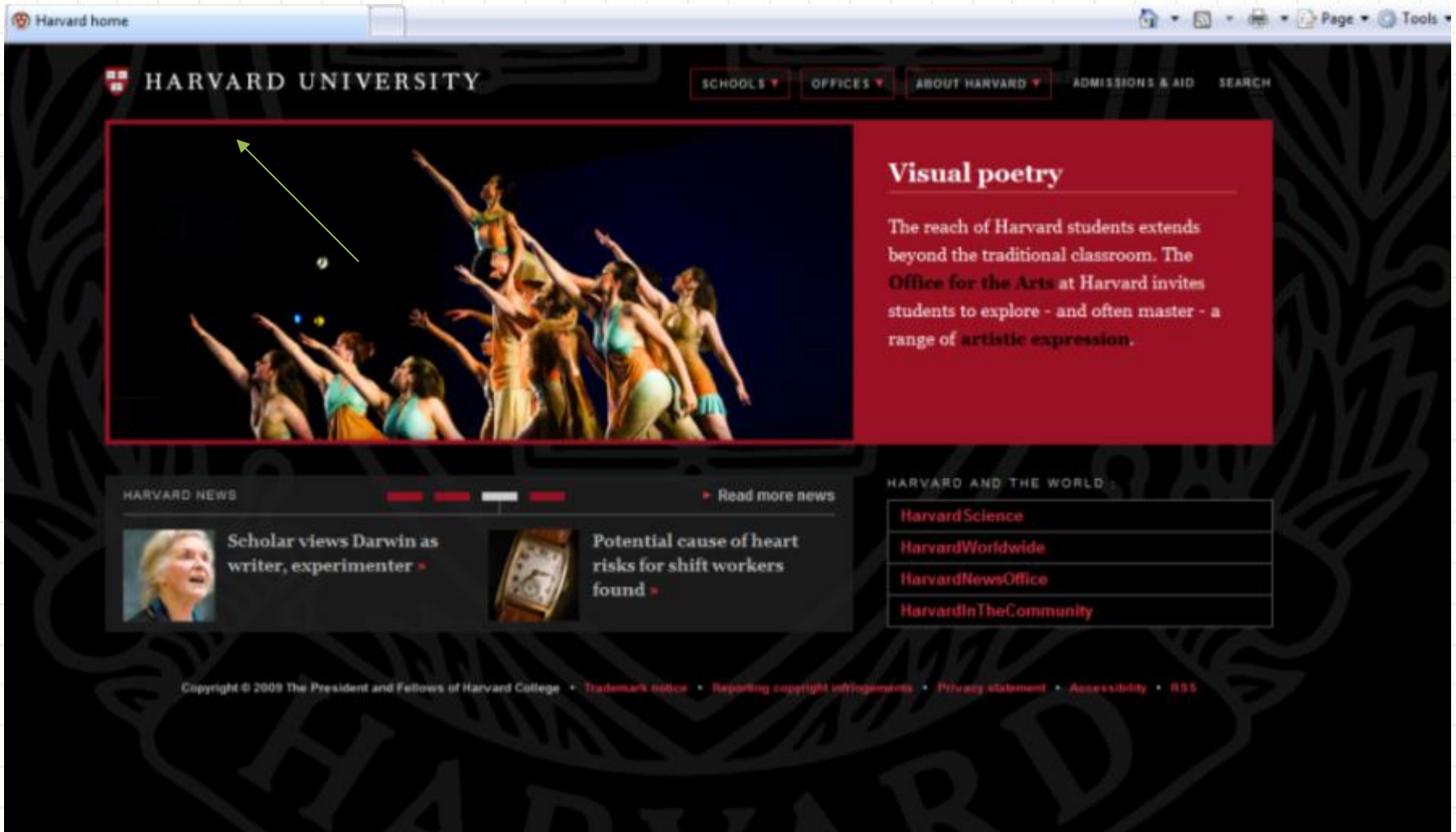
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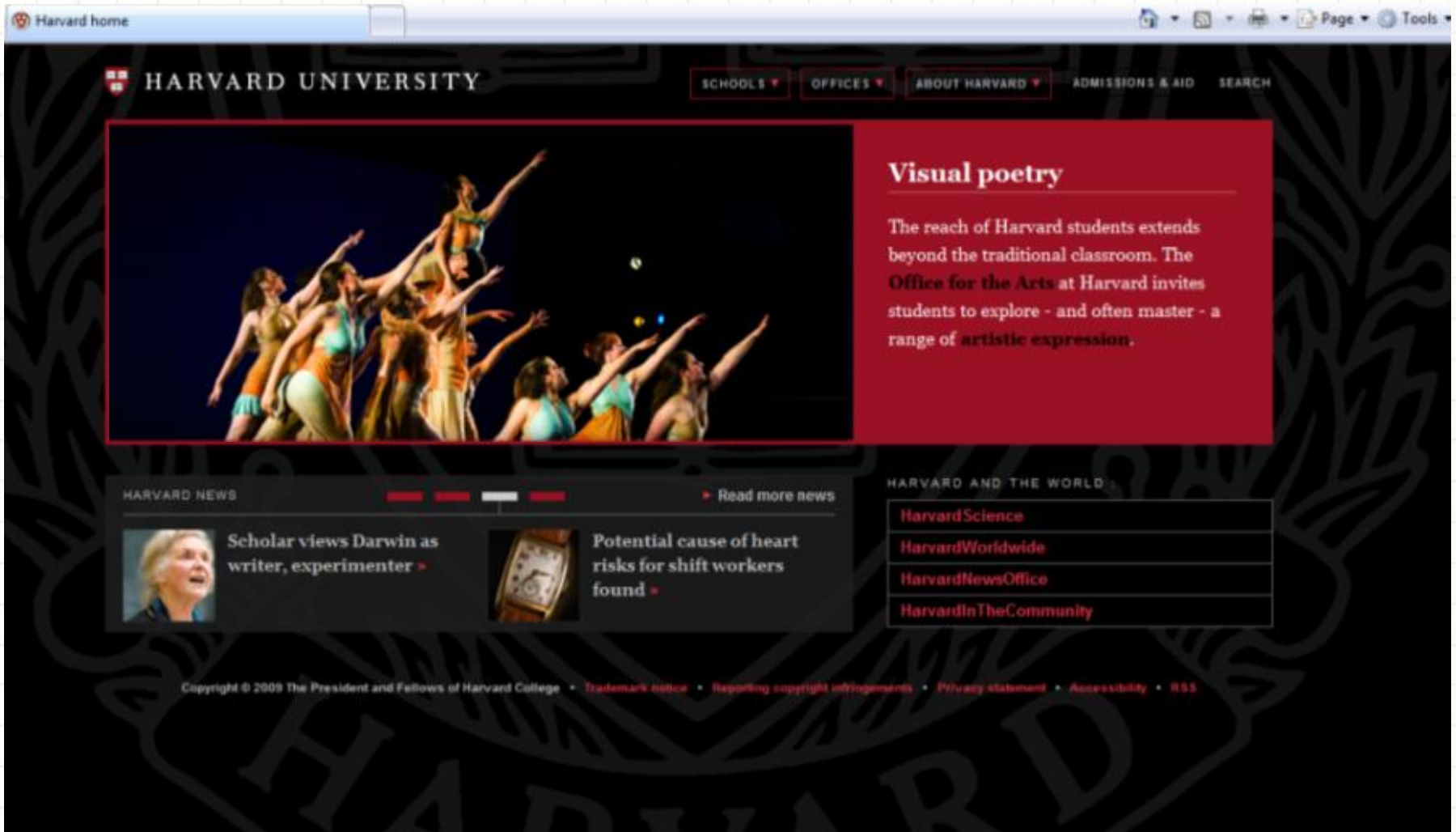
Google+



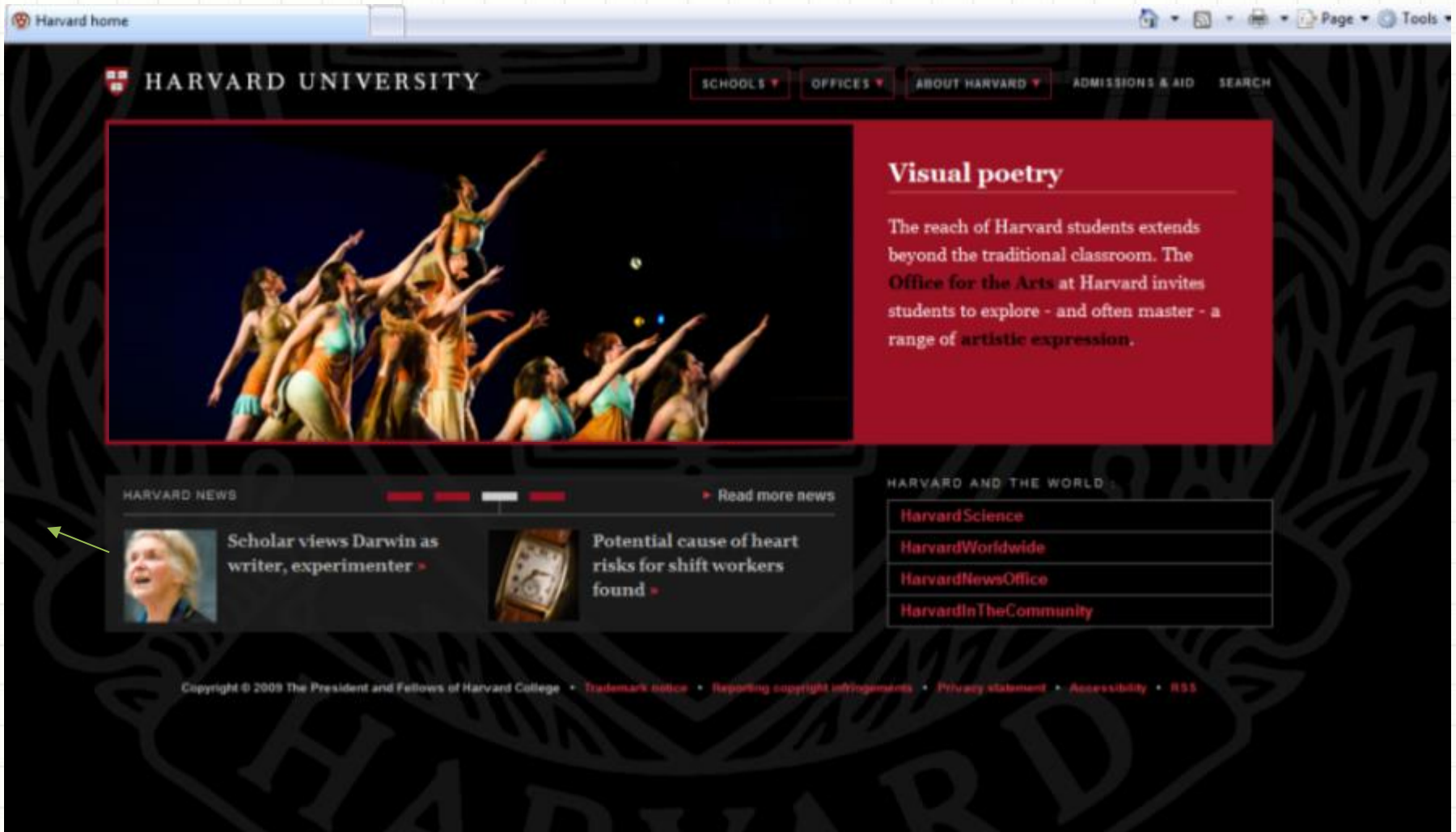
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What if we change some lines?



What if we change some lines?



What if we change some lines?

Law of Closure



Law of Closure

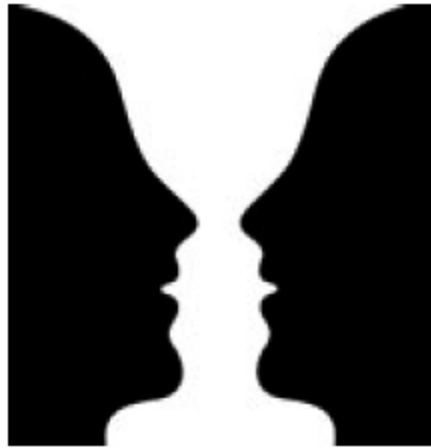


Our minds will tend to complete objects that are incomplete

Law of Figure-Ground



Vase

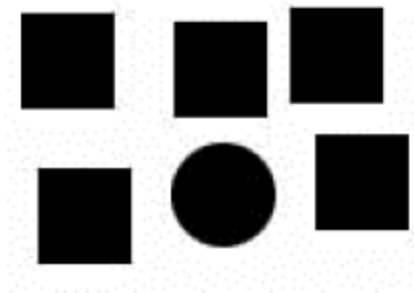


Two Faces

A stimulus will be perceived as separate from its ground.



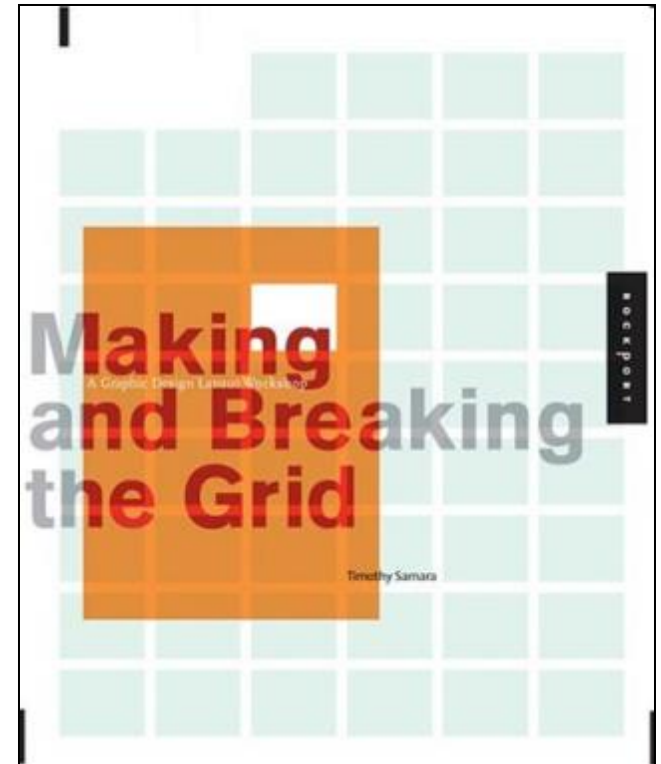
Law of Focal Point



Every visual presentation needs a focal point, called the center of interest or point of emphasis.



Law of Focal Point



- This focal point catches the viewer's attention and persuades the viewer to follow the visual message further

Law of Isomorphic Correspondence



Apua ?

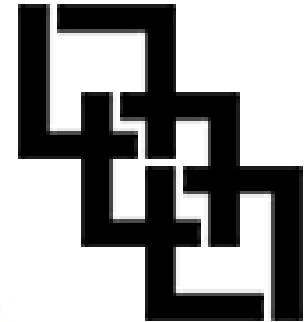


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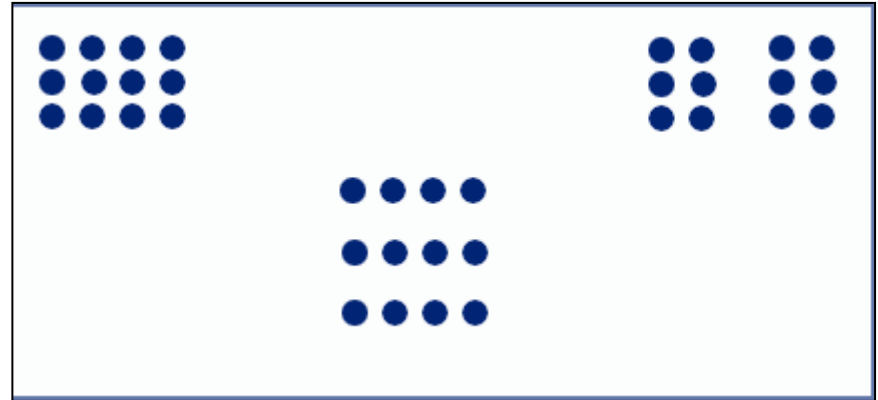
if we see a familiar symbol we make assumptions about the rest of the image.

Law of Prägnanz (Good form)



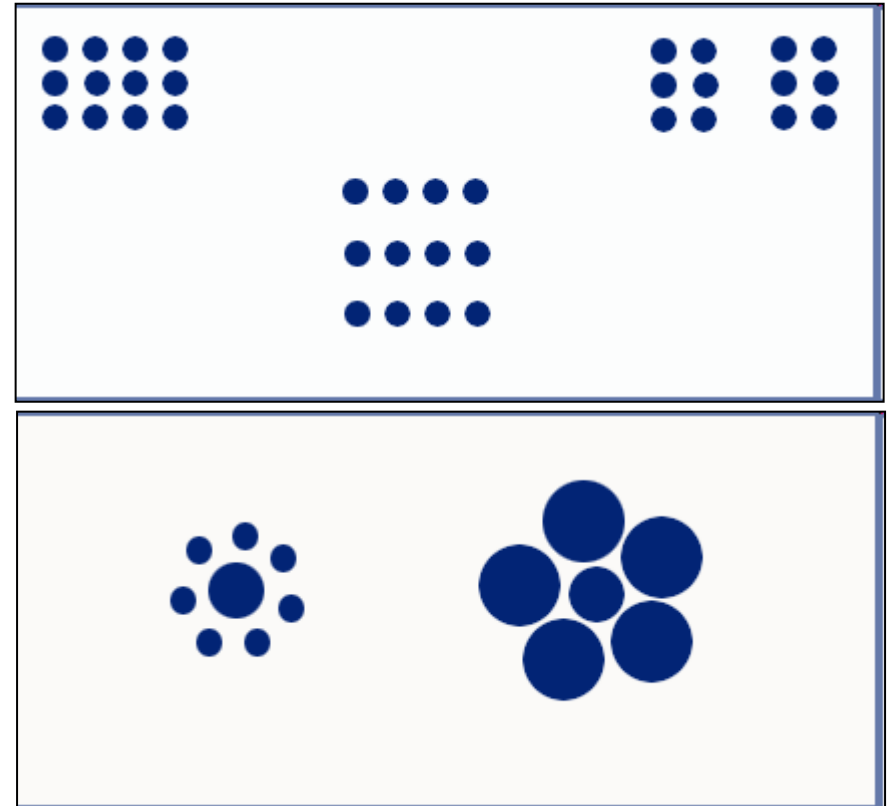
A stimulus will be organized into as good a figure as possible. Good means symmetricla, simple and regular.

Law of Proximity



Closely spaced elements are related and those further apart are unrelated.

Law of Proximity



Elements that are closer together will be perceived as related or as a coherent object.

Law of Similarity

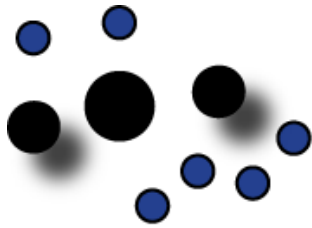


Fig 2a

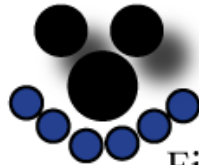


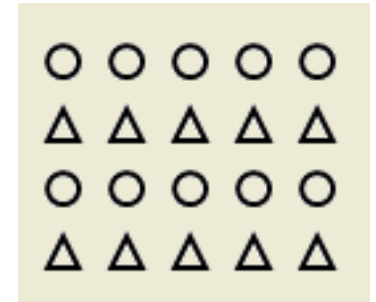
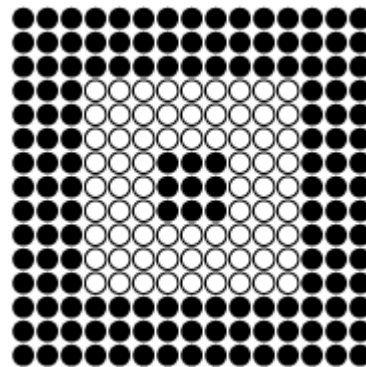
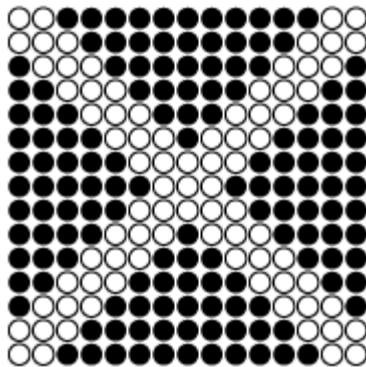
Fig 2b



Fig 2c

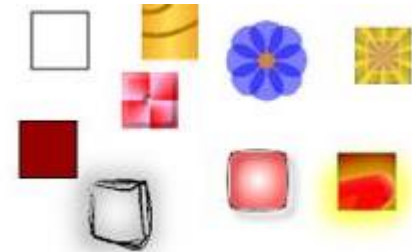


Fig 2d



Elements that look similar will be perceived as part of the same form

Law of Simplicity



- The simplest way to achieve simplicity is through **thoughtful reduction**
- **Organization** makes a system of many appear fewer

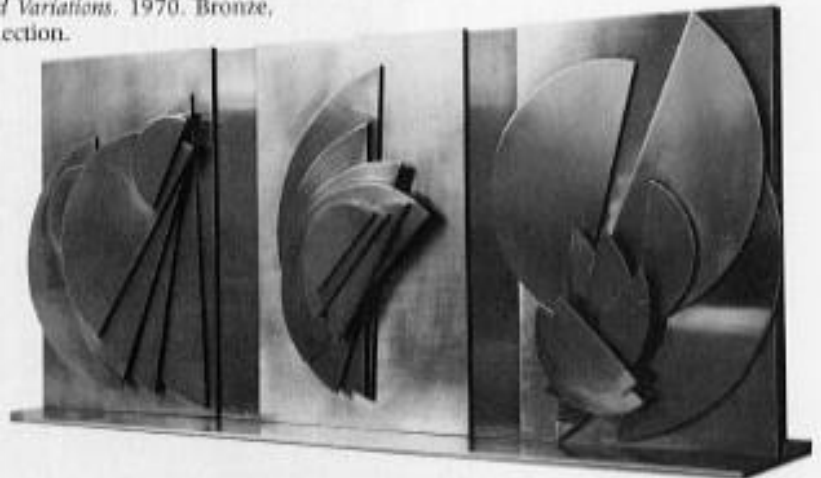
Law of Unity/Harmony

Congruity or agreement exists between elements of a design.

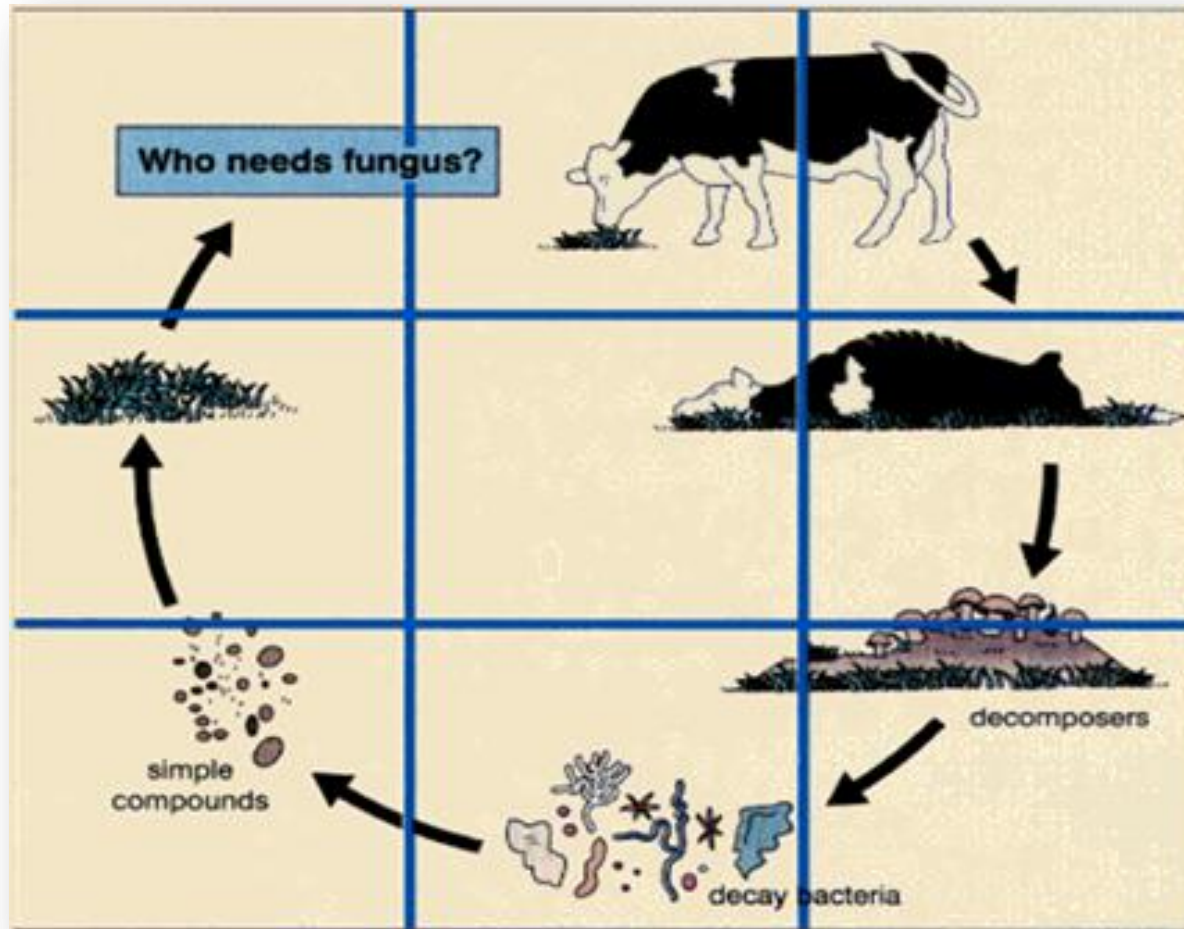
They look as if they belong together



4 Variations, 1970. Bronze, edition.



Law of Unity/Harmony

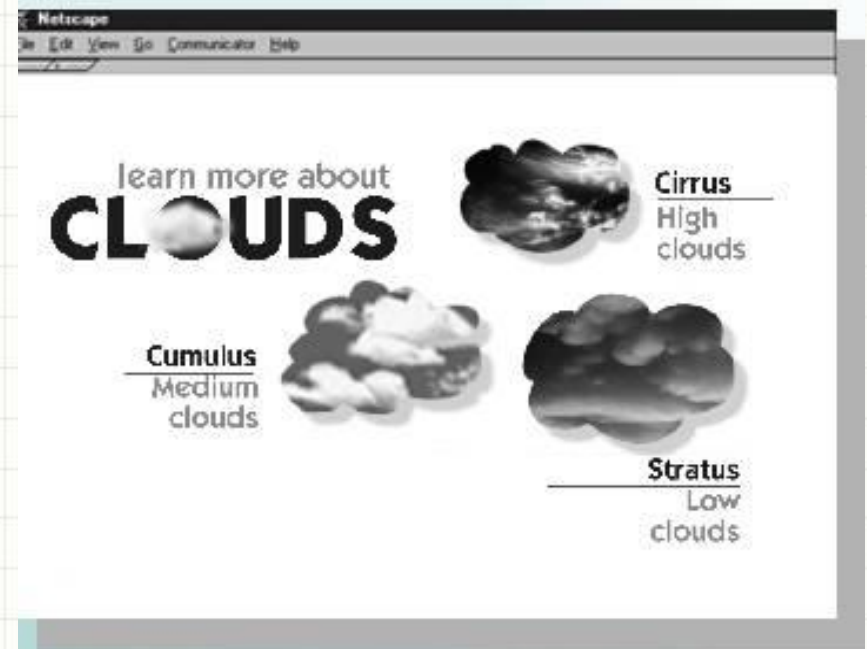
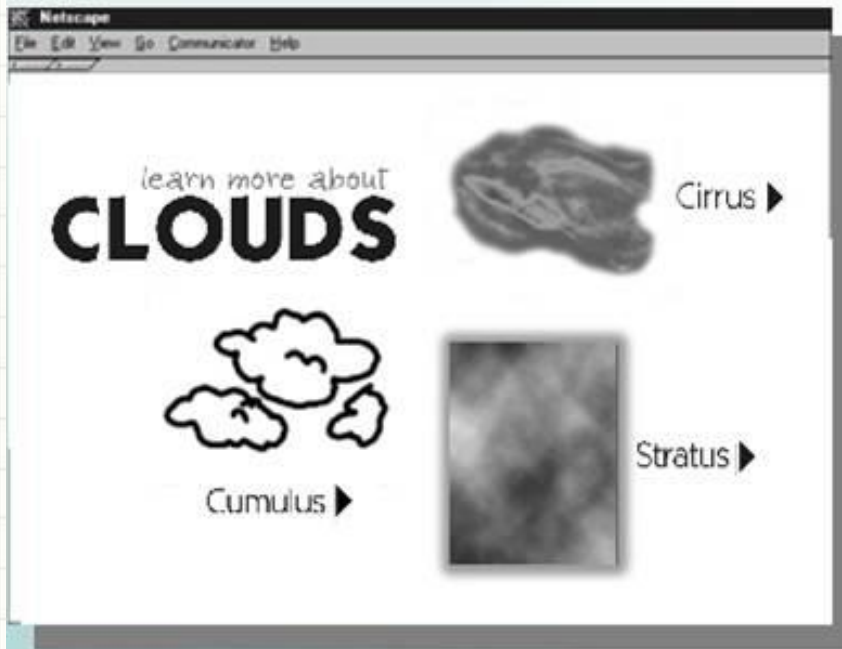


Law of Unity/Harmony



Law of Unity/Harmony

Which one is better?



Color

[HOME](#) [Global Schoolhouse](#) [Teacher Awards](#) [Programs](#) [Free Membership](#) [About GSN](#) [Site Map](#)

THE GLOBAL SCHOOLHOUSE

Welcome to the new home of the Global Schoolhouse!

Global SchoolNet is the leader in collaborative learning. We continue to provide online opportunities for teachers to collaborate, communicate, and celebrate shared learning experiences.



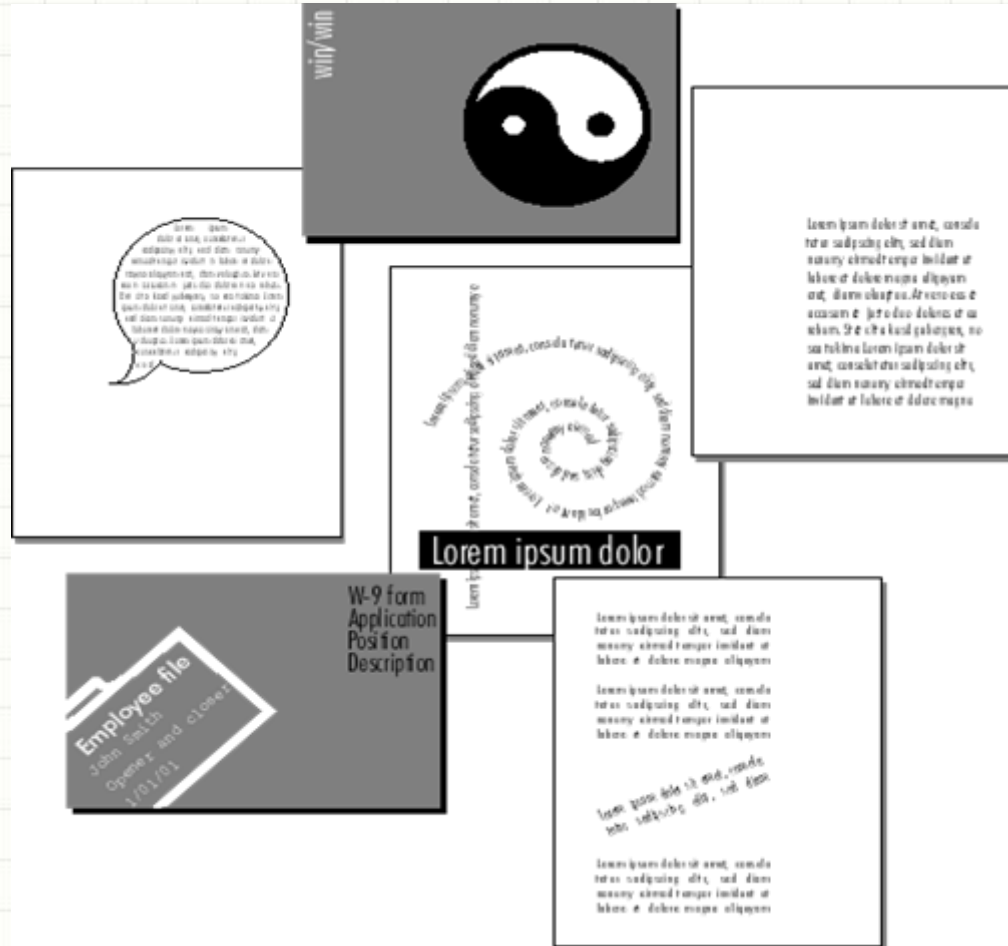
Kids Cope by Sharing Hope

Kids! - Collaborate by sending your messages of hope, support, and condolences to those affected by the September 11th tragedy. Scanned drawings and digital photos that convey hope and support will also be accepted. [Click Here](#)

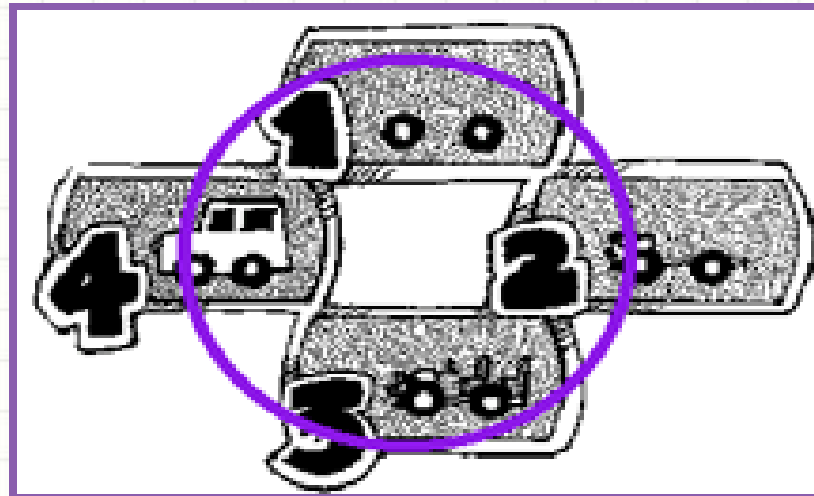
President Bush joined Global SchoolNet Director [Yvonne Andres](#) and leaders of other organizations on October 25 to announce the formation of "Friendship Through Education" -- a



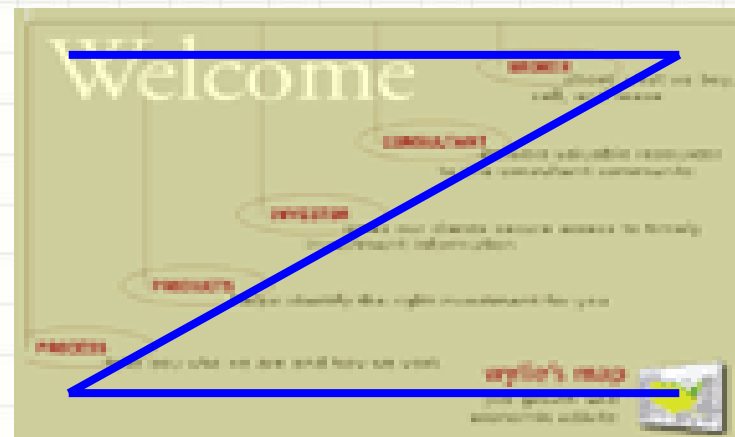
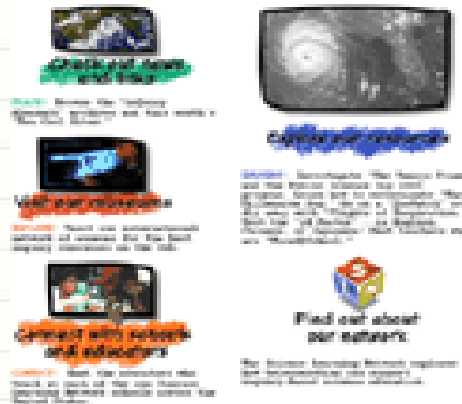
Whitespace (Negative space)



Shape



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The morning-sunshine, everybody-sit-back-and relax space

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J.R.Walker
& COMPANY

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The morning-sunshine, everybody-sit-back-and relax space

June Highlights

Over the mountain	2
Last of the bold ones	3
Finding bargains	4
Train renovation	5
Resting a never	6
Fragrance of France	7
Two-wheel traveler	8

J.R.Walker
& COMPANY

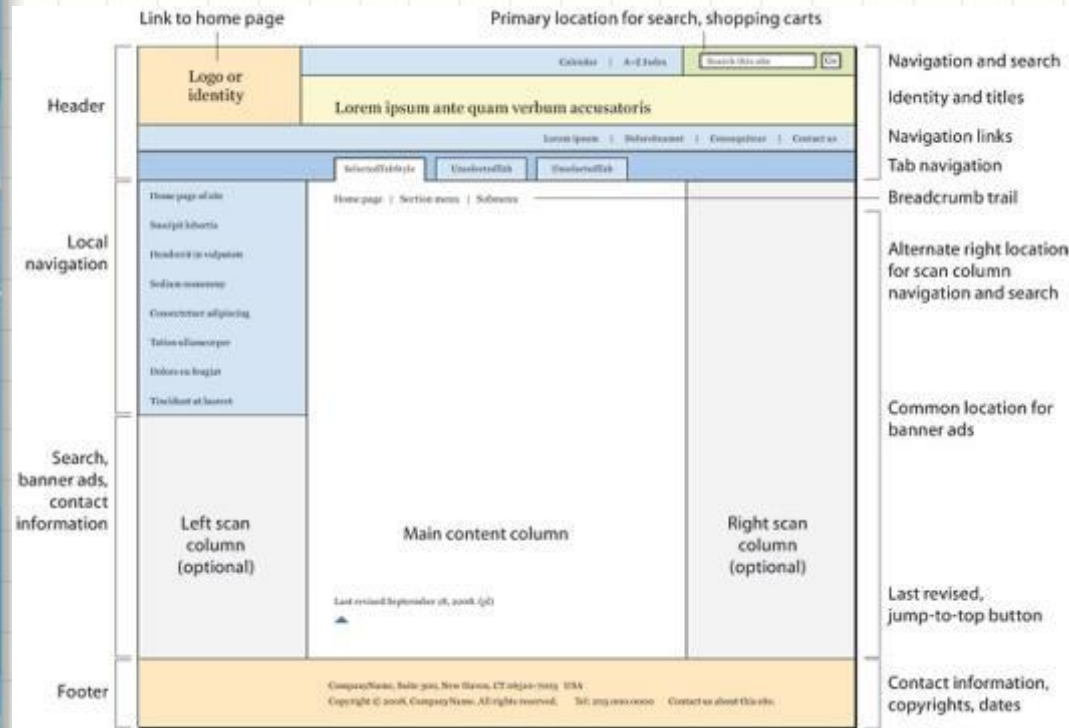
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continued on page 8



Structure
Colors
Font style
Expressions

Design decisions

One column



Two columns



Three columns



Menus plus tabs





So,

HOW TO BE SUCCESSFUL?

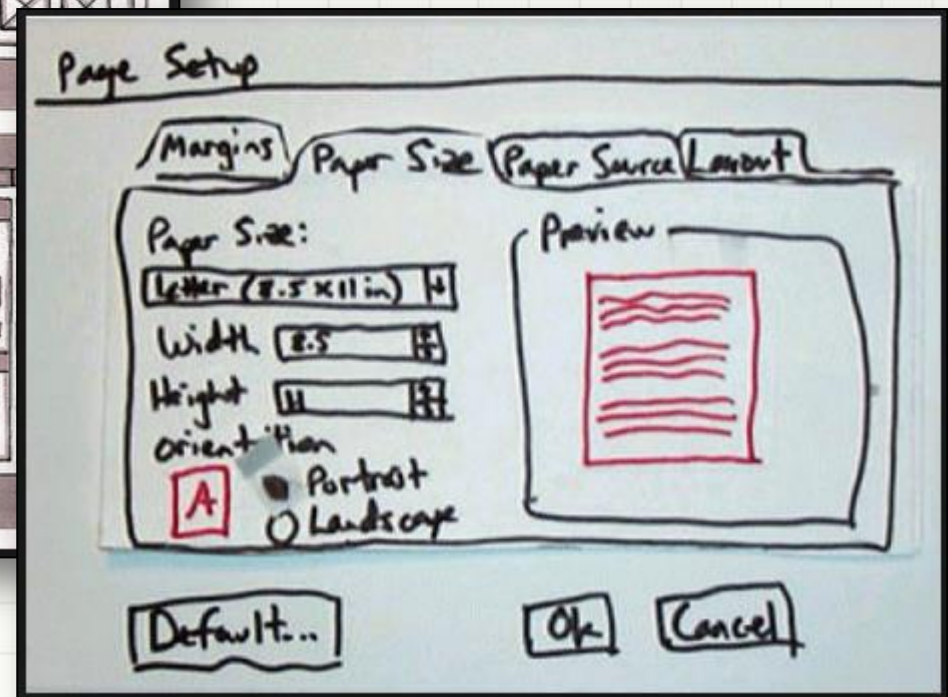
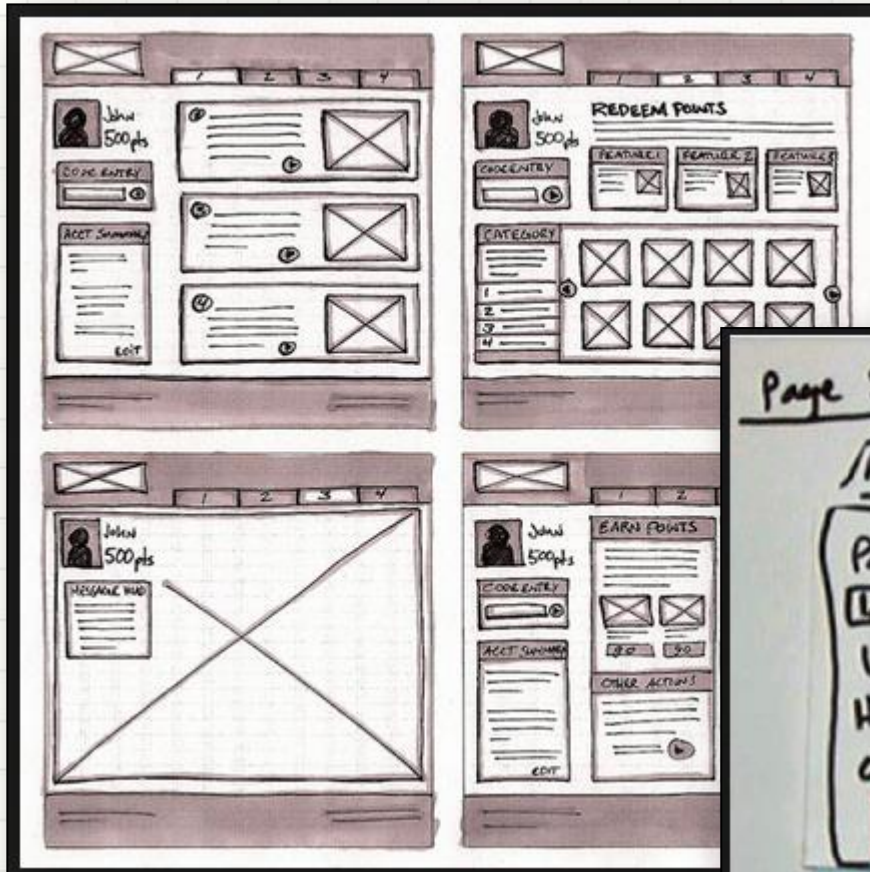


FOCUS ON USER

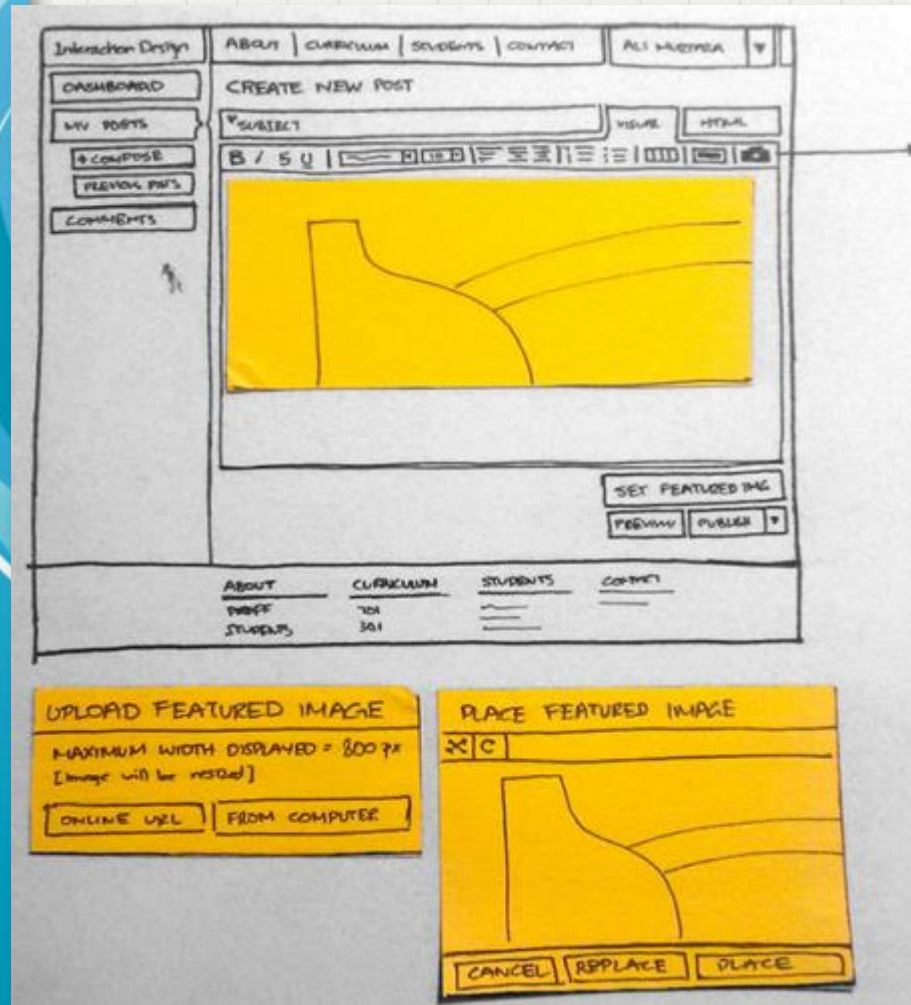
Usability testing & Prototyping

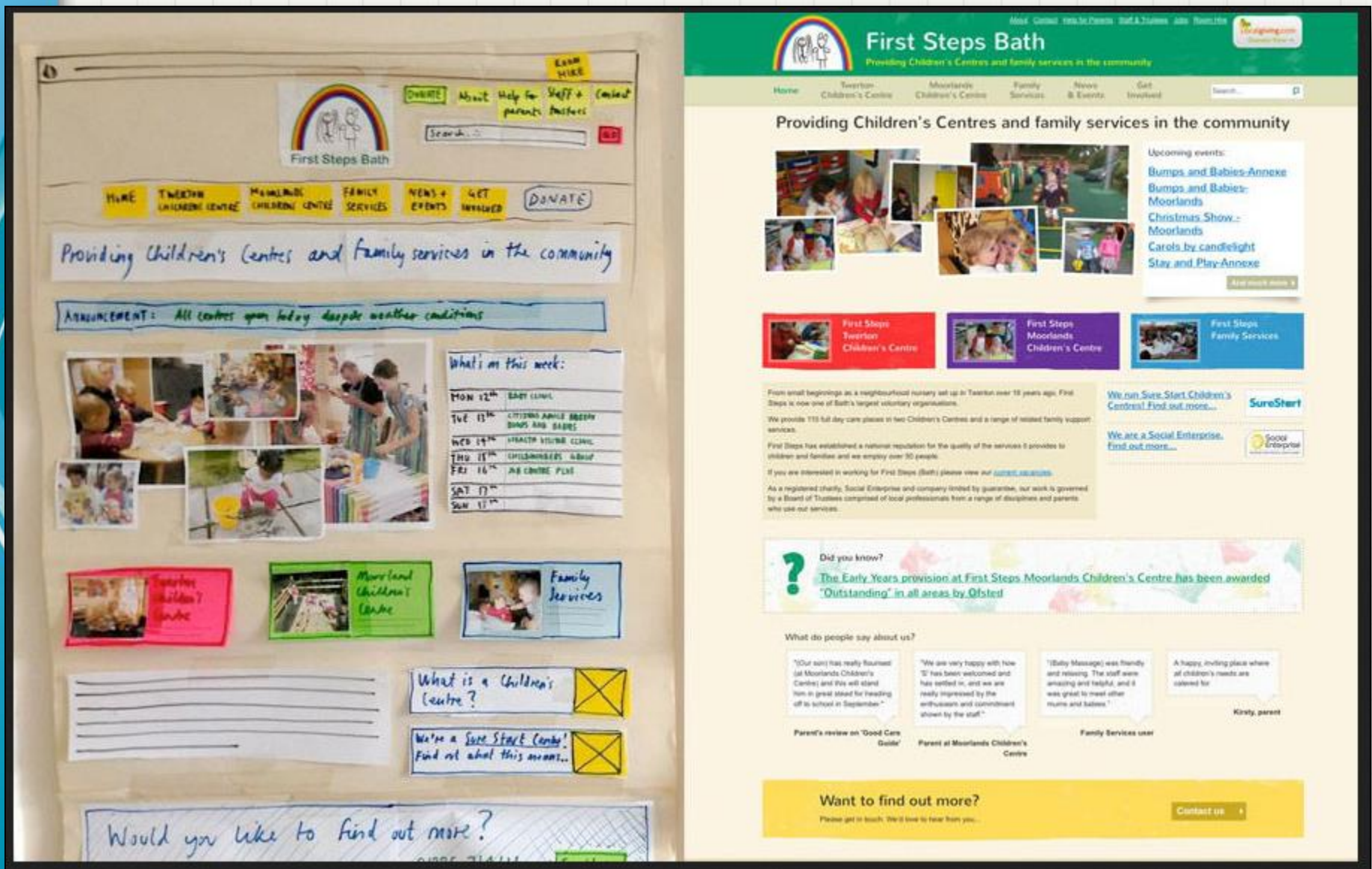
- You have to test (you know too much)
- Testing one user is 100% better than testing none
- Testing one user early in the project is better than testing 50 near the end

Usability testing & Prototyping

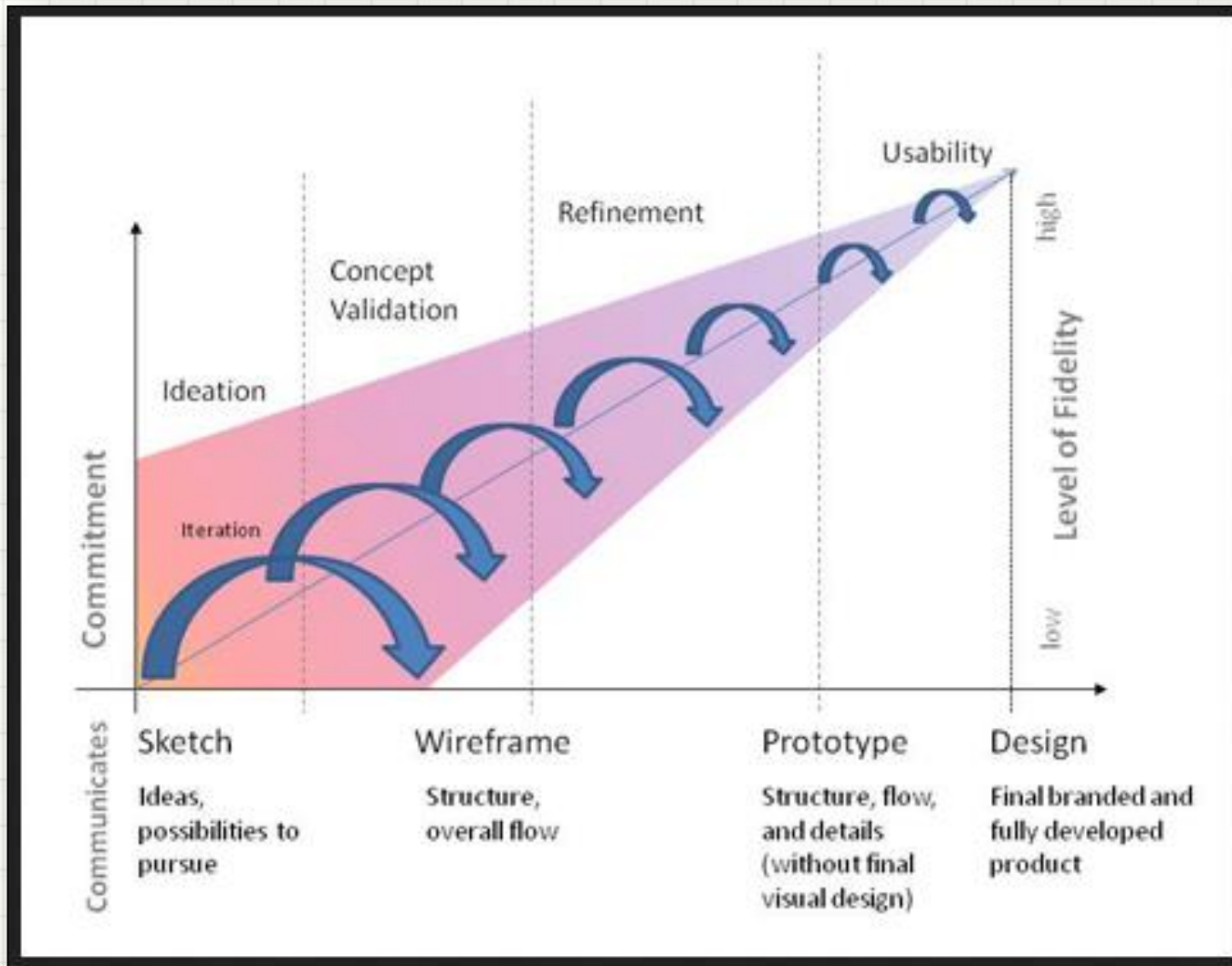


Usability testing & Prototyping



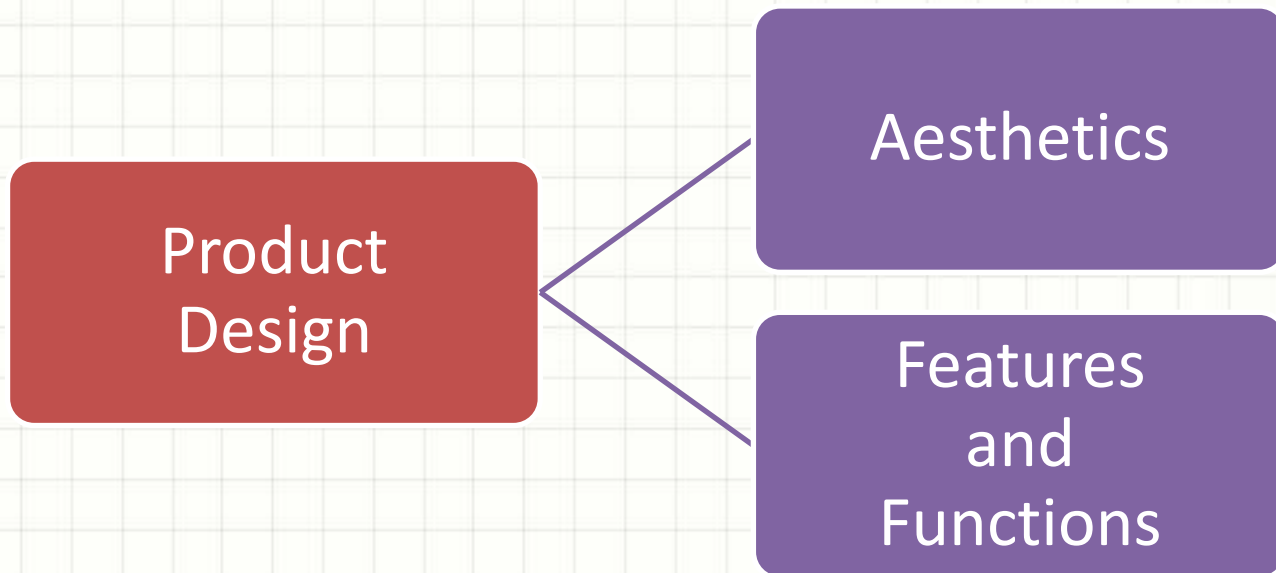


- <http://www.smashingmagazine.com/2014/10/06/the-skeptics-guide-to-low-fidelity-prototyping/>



* <http://www.uxmatters.com/mt/archives/2010/05/sketches-and-wireframes-and-prototypes-oh-my-creating-your-own-magical-wizard-experience.php>

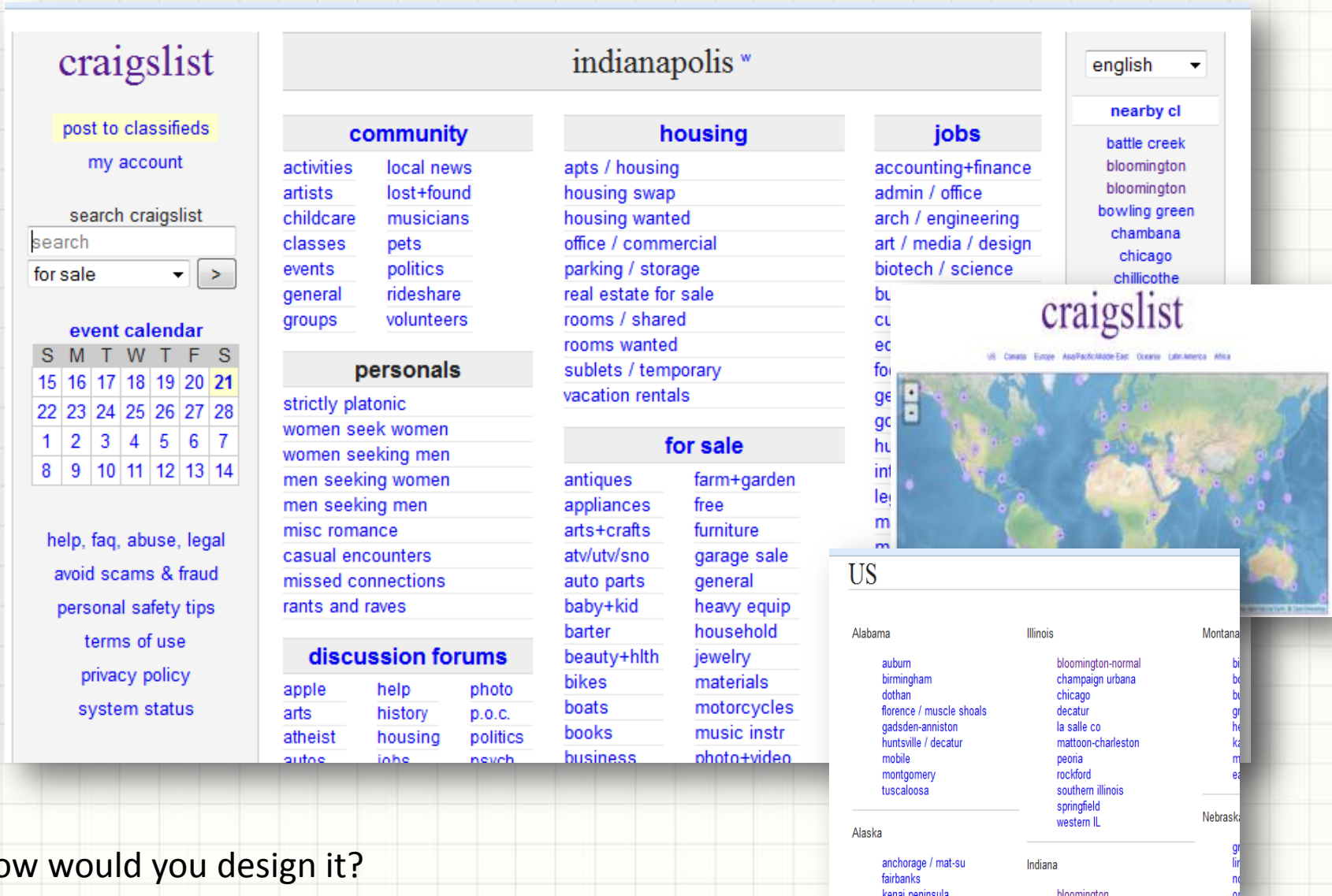
Product design



Form follows functions

UX Design

- Deals with context
- Design for **experience** → use matters
- The more complex a product is the more difficult to identify how to deliver a successful experience to the user.



How would you design it?

<http://indianapolis.craigslist.org/> -----

<http://www.craigslist.org/about/sites>

HCI Methods

What I can do

Communication Design
Typography

Wireframes
Think Aloud
Heuristic Evaluation

Storyboards
Cognitive Walkthrough

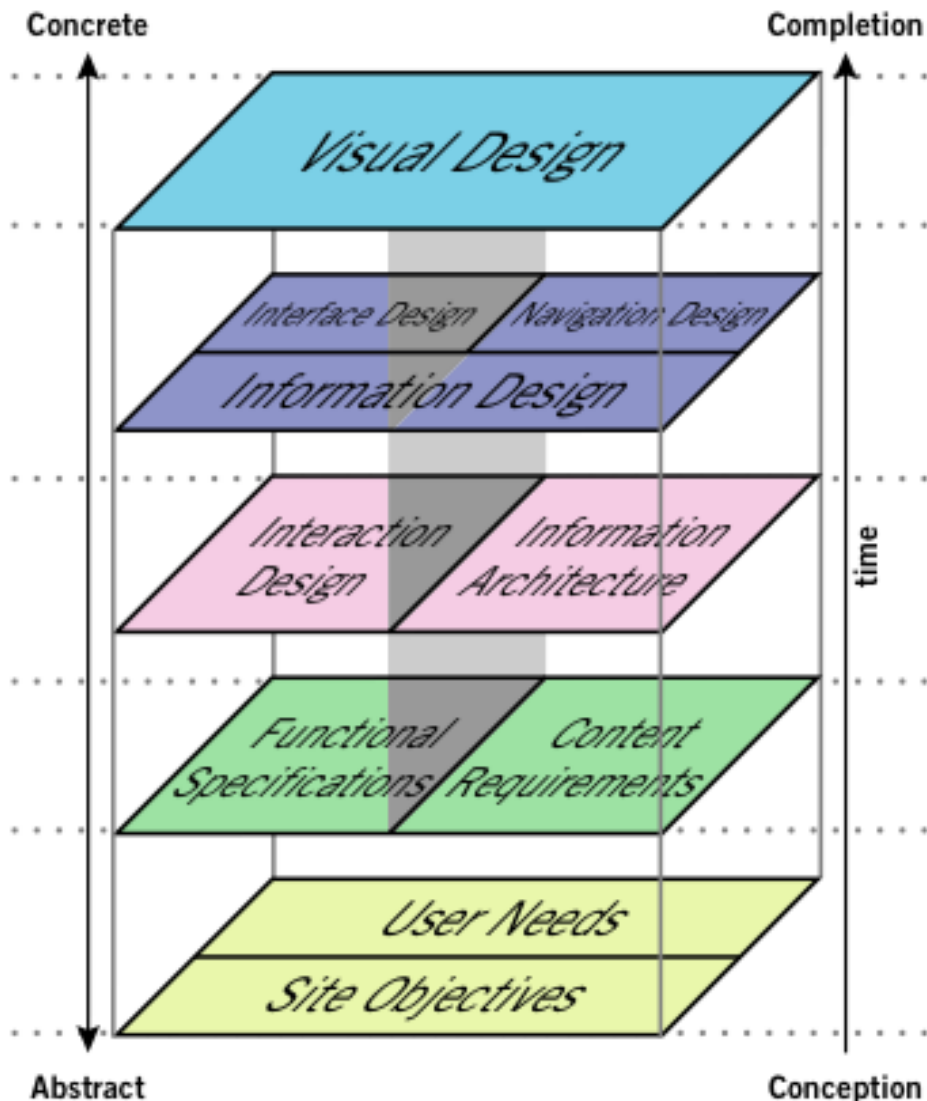
Contextual Design
Affinity Diagrams

Contextual Inquiry
Interviews
Focus Setting

Julian Missig, 2006

Elements of User Experience

Jesse James Garrett, 2000





SAMPLES

Transaction History

▼ Date	Check Number	Transaction Type
12/01/2014		POINT OF SALE DEBIT
12/01/2014		POINT OF SALE DEBIT
12/01/2014		POINT OF SALE DEBIT
12/01/2014		POINT OF SALE DEBIT
12/01/2014		POINT OF SALE DEBIT
12/01/2014		POINT OF SALE DEBIT
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11/28/2014		POINT OF SALE DEBIT
11/28/2014		POINT OF SALE DEBIT
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11/26/2014		POINT OF SALE DEBIT
11/26/2014		POINT OF SALE DEBIT
11/26/2014		POINT OF SALE DEBIT
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11/25/2014		POINT OF SALE DEBIT
11/25/2014		POINT OF SALE DEBIT

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51-75 of 147 Transactions

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All Transactions



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Cardholder details



* Indicates a required field

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Address 2

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State

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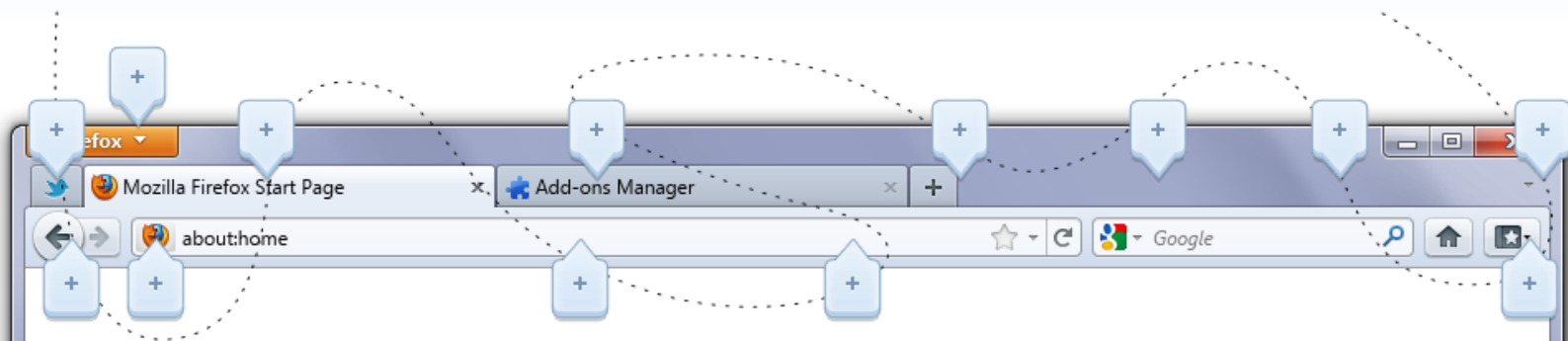
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Kelime Tabanlı ÖĞRENME

Cümle Tabanlı ÖĞRENME

Cümle Testi SEÇMELİ

Cümle OLUŞTURMA

Dinleyerek Cümle KURMA

Ünite Tekrar TESTİ

Kelime Oluşturucu

Favori Kelimelerim

İstatistik Sıfırlama

MyTrainer (Surf&Learn)

Modül Yardım

Kelime Tabanlı ÖĞRENME

İngilizce Kelimleri son derece doğal ve hızlı bir yöntemle öğrenmeyi sağlar.

Test Seçeneklerini Belirleyiniz

Bir Test Oluşturmak İçin Lütfen Ayarlarınızı Seçiniz.

0 Çalışma Tipi

01 Ünite Bazında

02 Çalışmalarım Bazında

03 Favori Kelimelerim

2 Çalışma Tipini Seçiniz

01 Türkçeden İngilizceye

02 İngilizceden Türkçeye

1 Ünite Seçiniz

01. Ünite [40/0 Kelime]

02. Ünite [40/0 Kelime]

03. Ünite [40/0 Kelime]

04. Ünite [40/0 Kelime]

05. Ünite [40/0 Kelime]

06. Ünite [40/0 Kelime]

07. Ünite [40/0 Kelime]

3 Şık Zorluk Derecesi

01 02 03 04

4 Soru Sayısını

05 06 07 08 09 10

Kelimeleri ÖĞRENMEYE Başla

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0002 Öğrenilmekte

0038 Öğrenilmeyen

Son Çalıştığınız Testler

Çalışmak İstedığınız Testi Seçiniz ve Başlata Tıklayınız.

Ünite	Ö.Kelime	Çalışma	Süre	Önce	Kez	Detay
Şuan Herhangi Bir Çalışmanız Bulunmamaktadır						
Ünite	Ö.Kelime	Çalışma	Süre	Önce	Kez	Detay



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Cümle Tabanlı ÖĞRENME

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Cümle OLUŞTURMA

Dinleyerek Cümle KURMA

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Şuan Herhangi Bir Çalışmanız Bulunmamaktadır						
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- 07. Ünite [40/0 Kelime]

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- 02 İngilizceden Türkçeye

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Son Çalıştığınız Testler

Ünite	Ö.Kelime	Çalışma	Süre	Önce	Kez	Detay
Şuan Herhangi Bir Çalışmanız Bulunmamaktadır						
Ünite	Ö.Kelime	Çalışma	Süre	Önce	Kez	Detay

Kelimeleri ÖĞRENMEYE Başla



QUESTIONS?