

MIH

Acknowledgement: Cognitive Science class material by Dr. Reiger Grimbergen.



WEBPAGE DESIGN CONSIDERATION

Software design vs Web design

- There is always another website that provides similar service.
- Possibility of navigation between websites via Hyperlinks.
- Multimedia content :A combination of text, image, sound and animation!

The Usability of the Webpage

- Visual Organization
- Usage of Color
- Navigation



Visual Organization

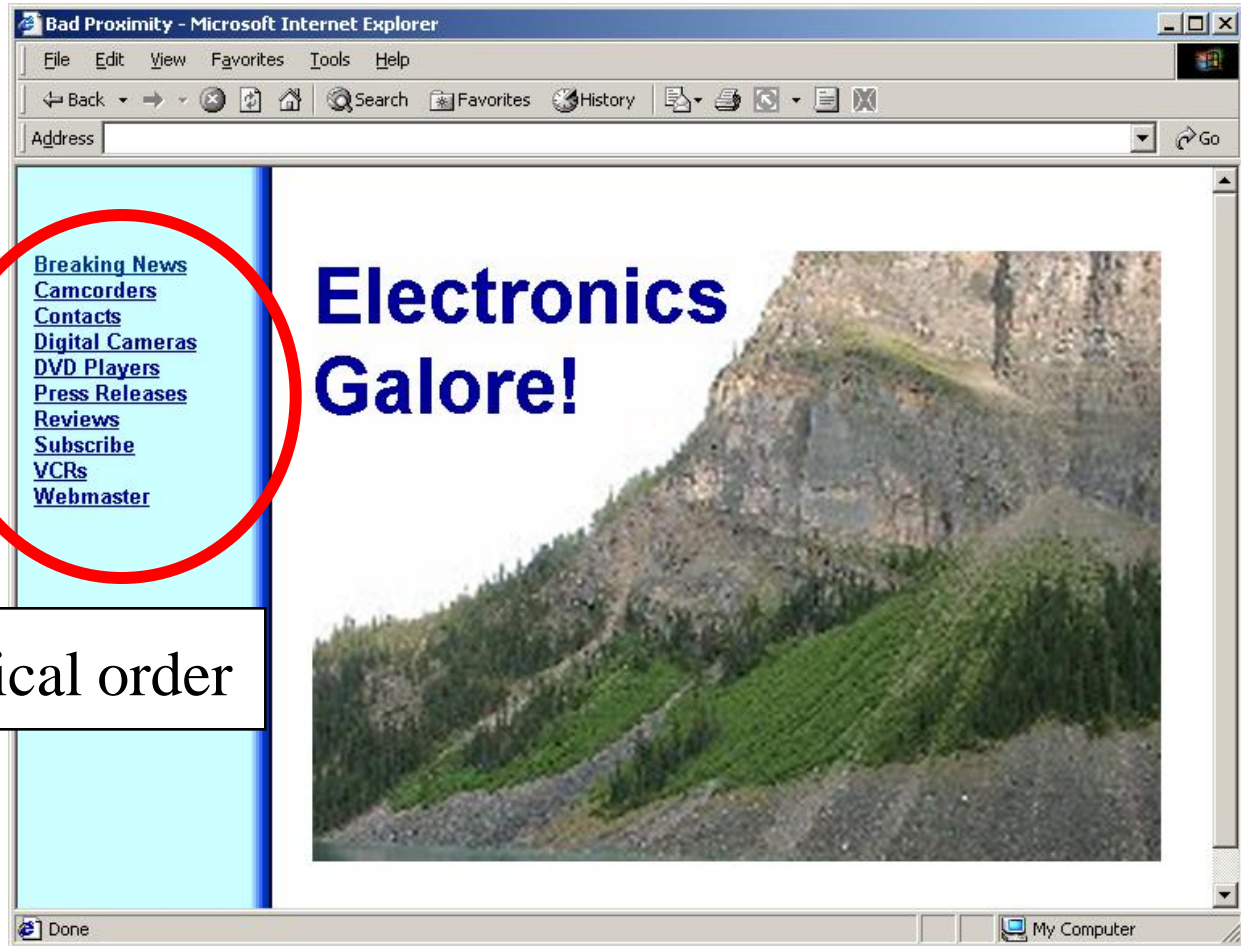
Good or Bad design?

Visual Organization

- **Basic Principle**

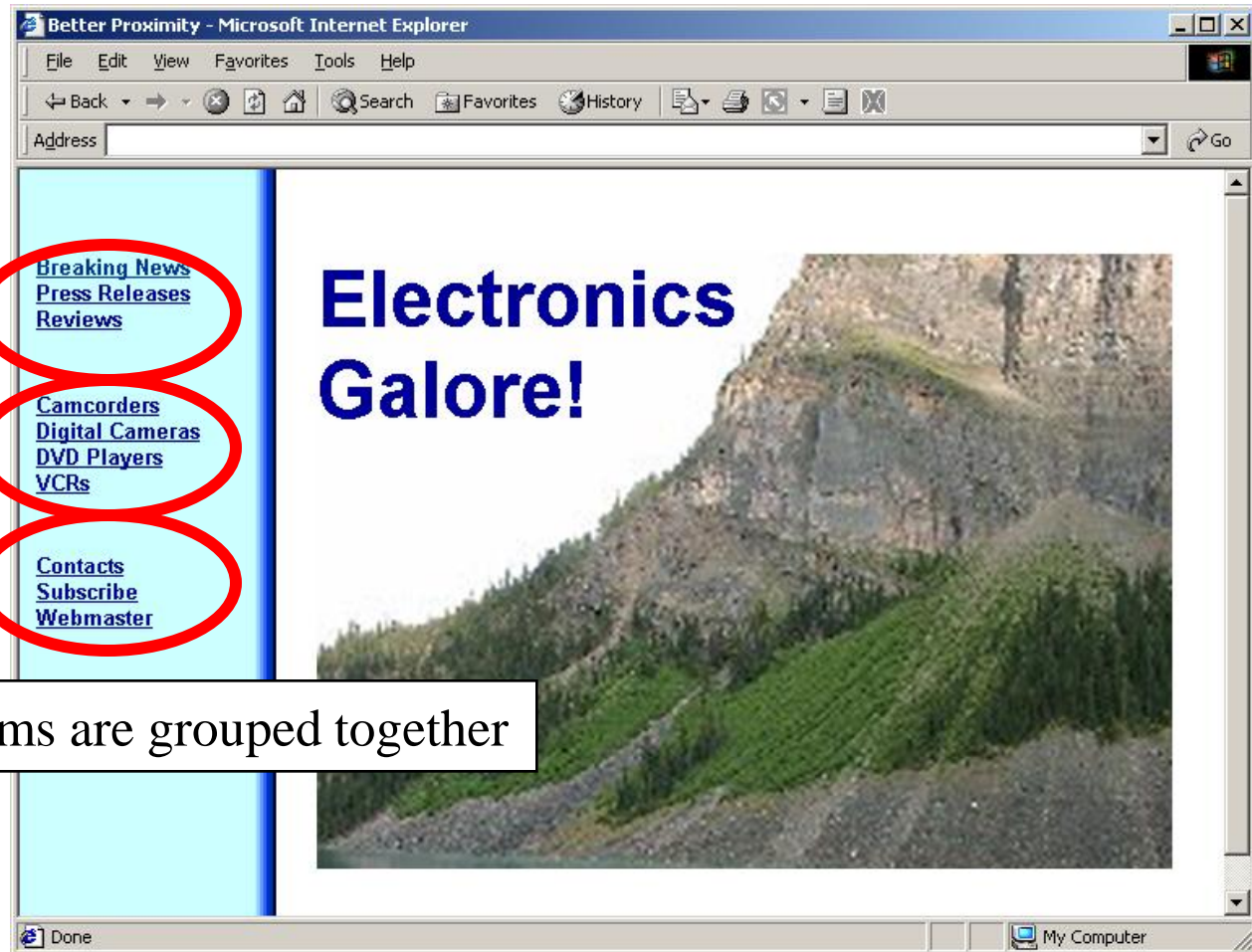
- Proximity: items that are close together are perceived as being related.
- Alignment: related items should be placed along an imaginary line.
- Consistency: related items should look the same.
- Contrast: make different items look different.

Proximity



Alphabetical order

Proximity



Proximity @ Amazon

The screenshot shows the Amazon.com homepage. At the top, there's a navigation bar with the Amazon logo, a search bar, and links for 'Your Amazon.com', 'Today's Deals', 'Gifts & Wish Lists', and 'Gift Cards'. A 'Hello' message prompts users to sign in for personalized recommendations. On the left, a vertical menu lists various departments: Books, Movies, Music & Games, Digital Downloads, Kindle, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Apparel, Shoes & Jewelry, Sports & Outdoors, and Tools, Auto & Industrial. A red circle highlights the 'Electronics' department, which has a sub-menu listing: Audio, TV & Home Theater; Camera, Photo & Video; Cell Phones & Service; MP3 & Media Players; Car Electronics & GPS; Video Games; Home Appliances; Musical Instruments; and All Electronics. The main content area features a 'Kindle 2 Has Arrived' advertisement with a sleek design, more storage, and longer battery life. Below this, there's a 'Cool Everyday Prices' section with three watches: Citizen, Cartier, and Casio. To the right, there are promotional banners for the Amazon Daily Blog, an Ultimate LEGO Building Set, and a New Digital SLR Store. The bottom of the page shows a status bar with 'Internet | Protected Mode On' and a 100% zoom level.

amazon.com Hello. Sign in to get [personalized recommendations](#). New customer? [Start here](#). Kindle 2 Has Arrived

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help

Shop All Departments Search All Departments GO Cart Your Lists

Books >
Movies, Music & Games >
Digital Downloads >
Kindle >
Computers & Office >
Electronics > Audio, TV & Home Theater
Home & Garden > Camera, Photo & Video
Grocery, Health & Beauty > Cell Phones & Service
Toys, Kids & Baby > MP3 & Media Players
Apparel, Shoes & Jewelry > Car Electronics & GPS
Sports & Outdoors > Video Games
Tools, Auto & Industrial > Home Appliances
> Musical Instruments
> All Electronics

Kindle 2 Has Arrived
Sleeker design. More storage. Longer battery life. Choose from over 240,000 books all available in under 60 seconds. And now Kindle can read to you. Our revolutionary wireless reading device just got better.
[Learn more](#)

Amazon Daily BLOG 14 posts since yesterday [Read posts](#)

Ultimate LEGO Building Set
With 405 pieces the [Ultimate LEGO Building Set](#) has instructions for building five models, and can inspire your child to be really creative.
[Learn more](#)

New Digital SLR Store
Find Top Digital SLRs, Lenses, Buying Guides, and More
[Shop Amazon.com](#)

Check This Out
Audio & Home Theater
High-performance speakers and more.
Instant \$5 Off
Extra savings on select bestselling magazines.
Selling on Amazon
List items for free and sell to millions.

Cool Everyday Prices

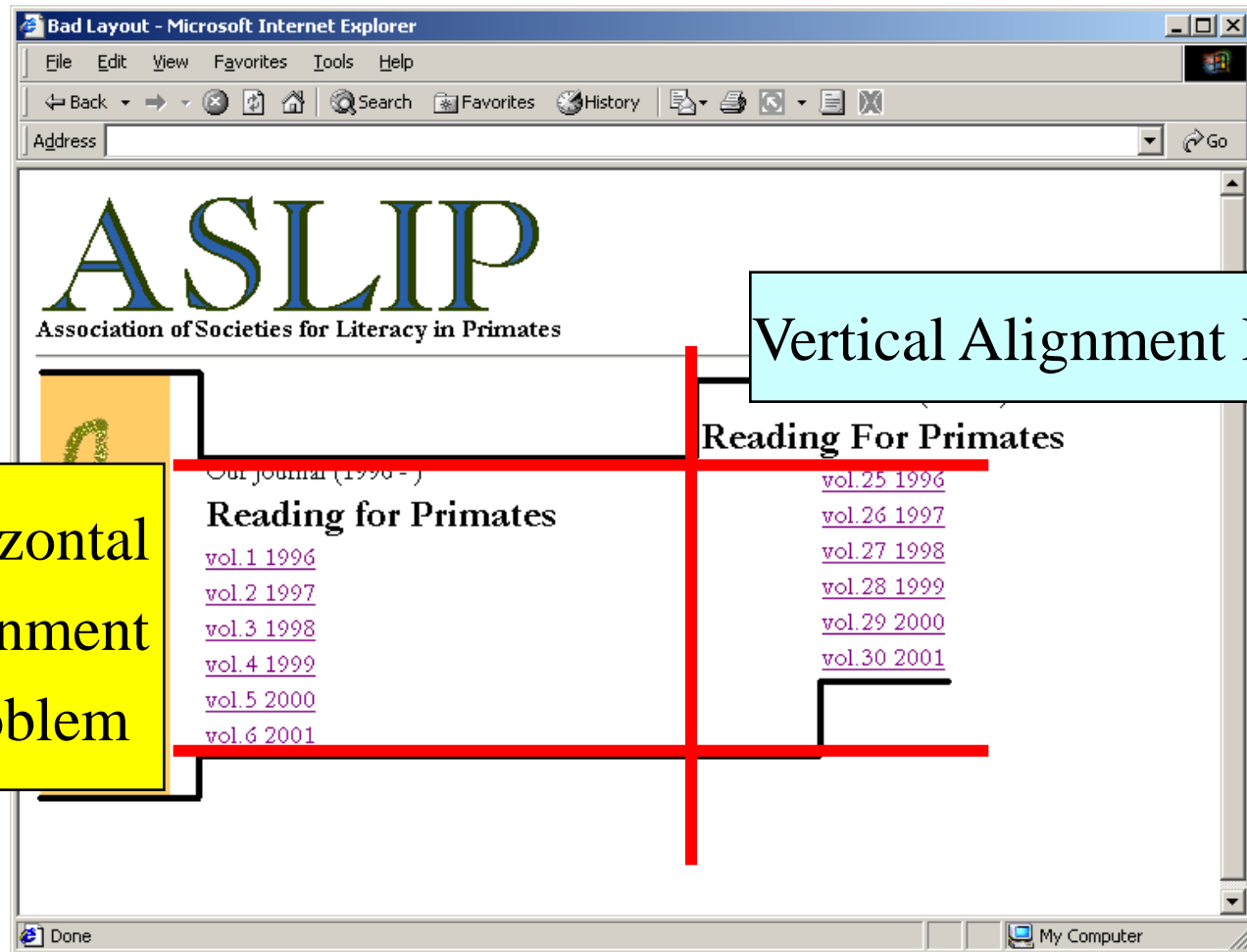
Save Up to 40%
[Citizen](#)
[Invicta](#)
[Seiko](#)

Luxury Watches
[Cartier](#)
[Omega](#)
[TAG Heuer](#)

Sports Watches
[Casio](#)
[Timex](#)
[Armitron](#)

Watch Now, Free: The 2009 SI Swimsuit

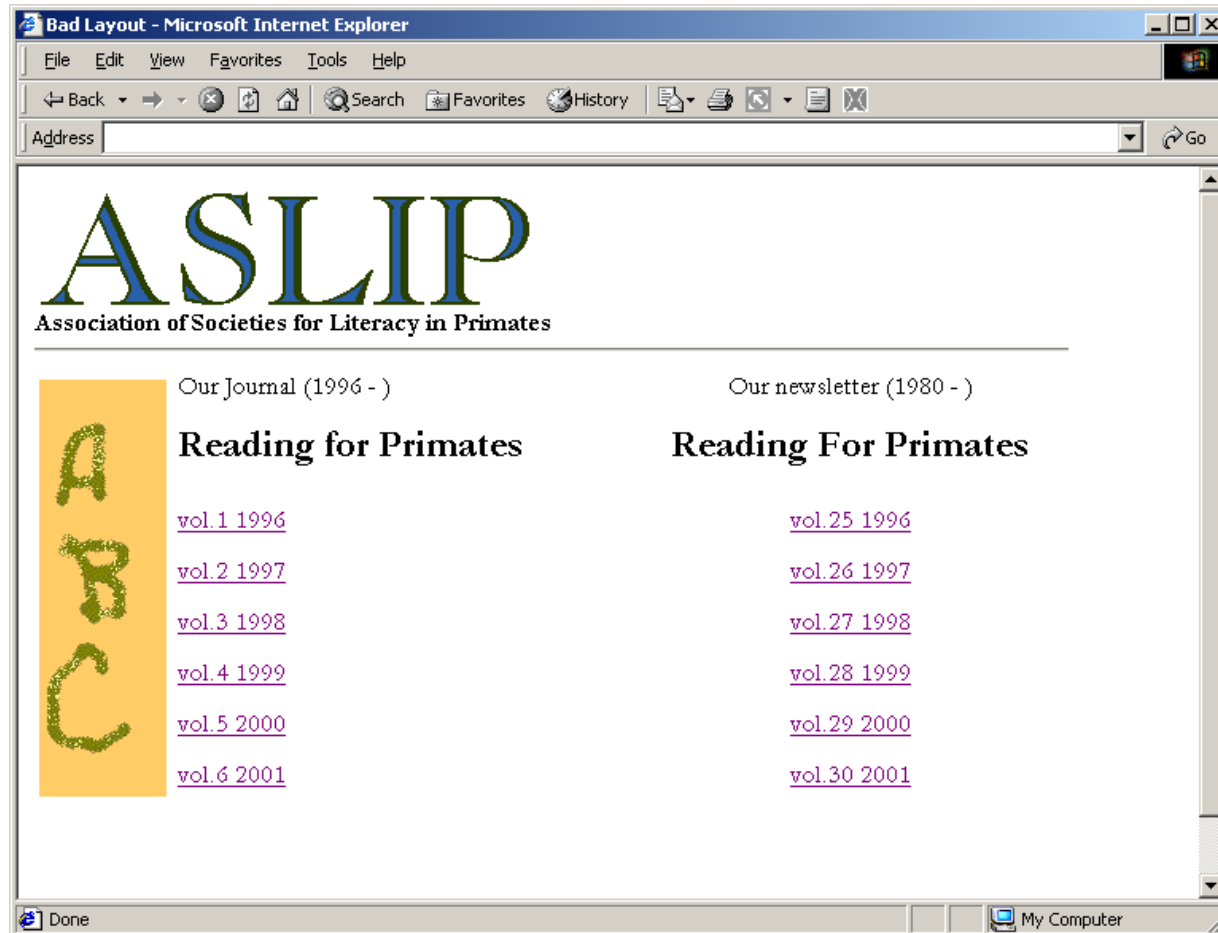
Alignment



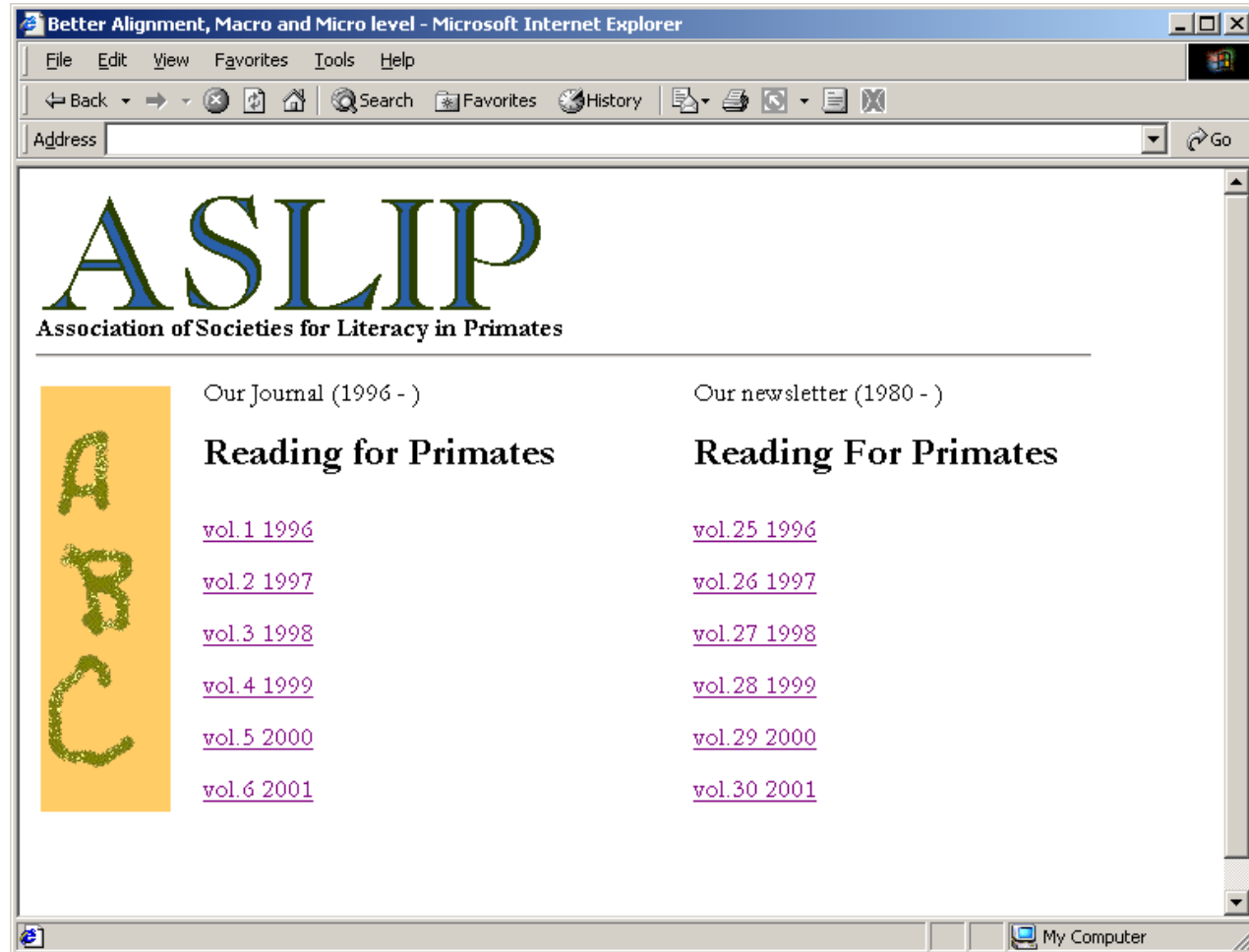
Horizontal Alignment Problem

Vertical Alignment Problem

Alignment



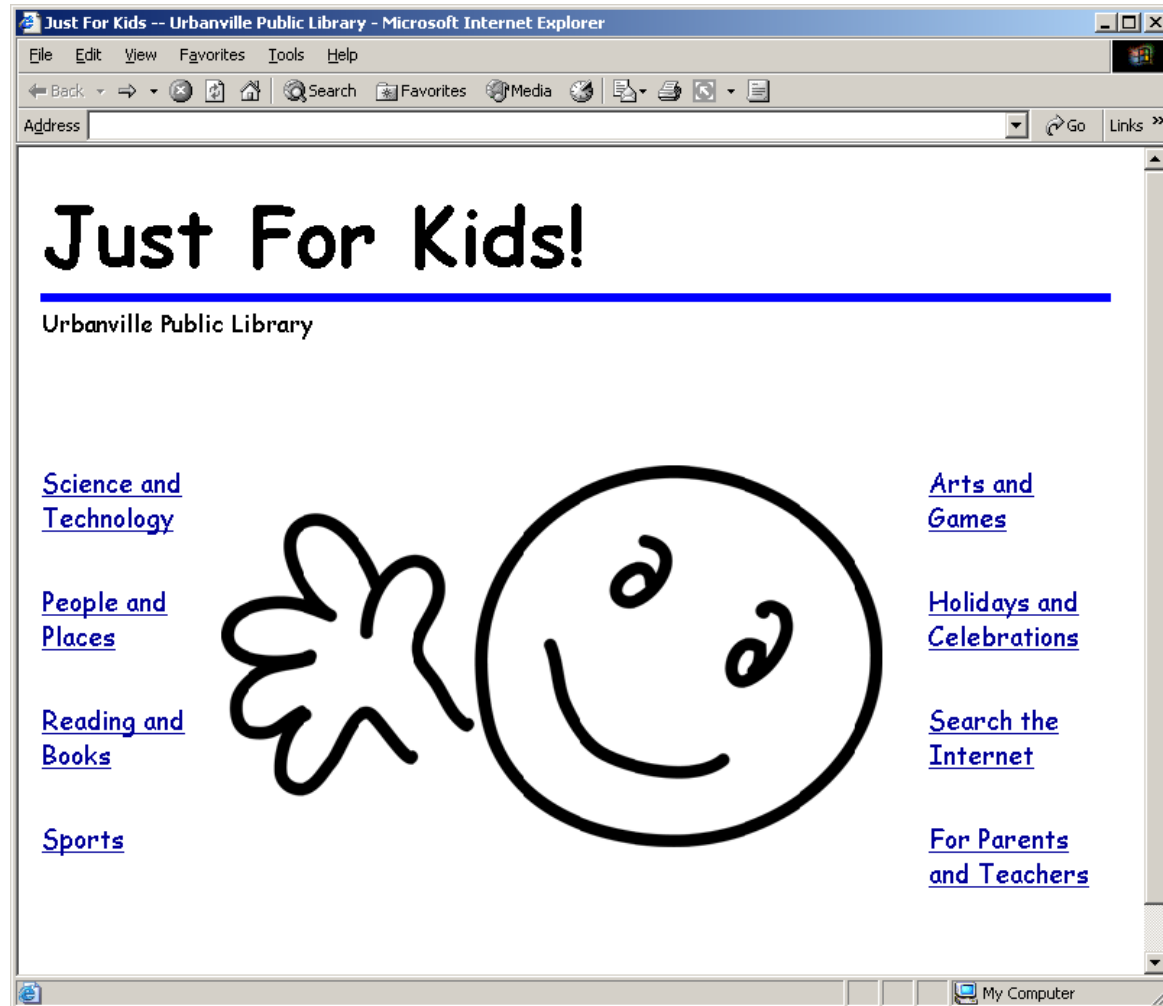
Alignment



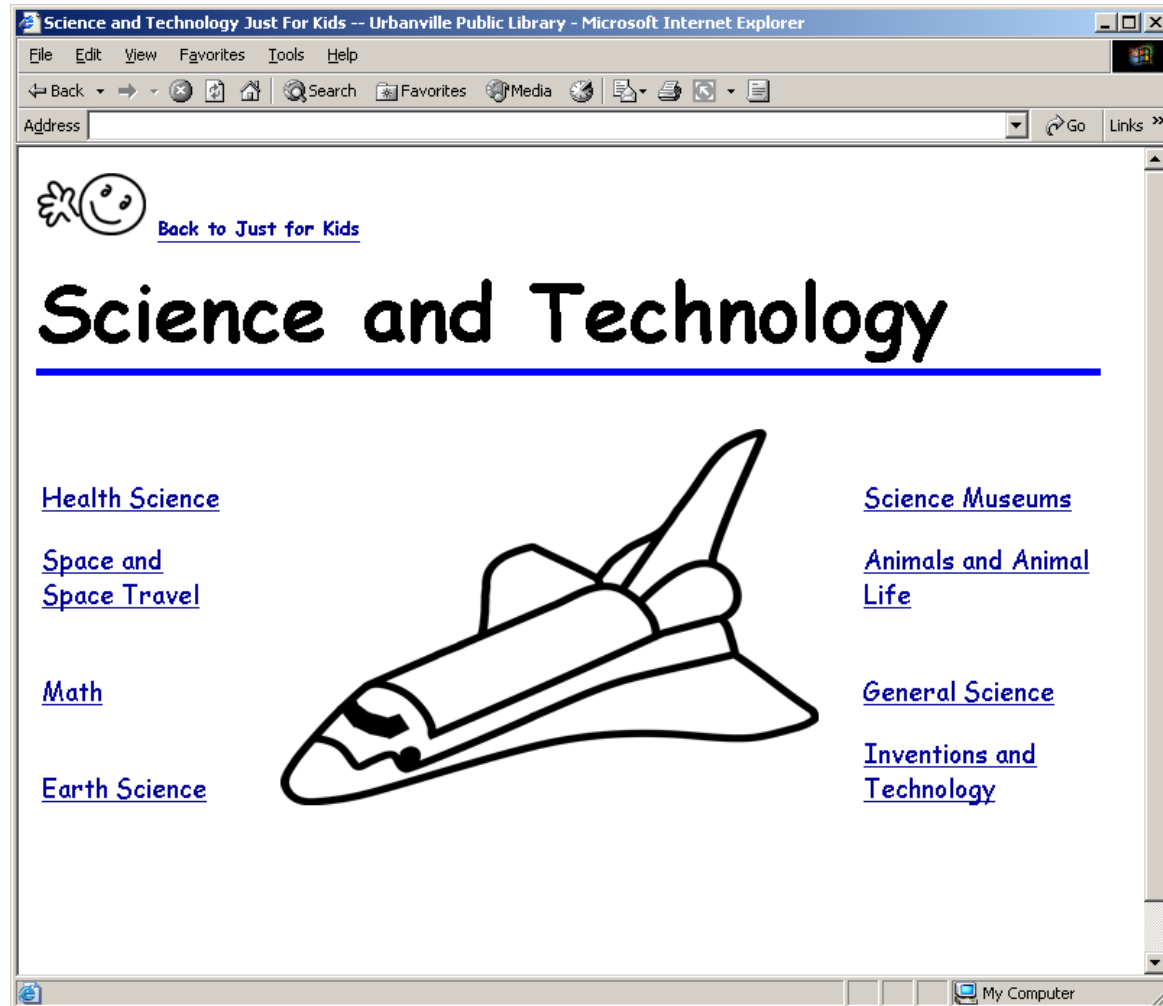
An Example: Proximity and Alignment



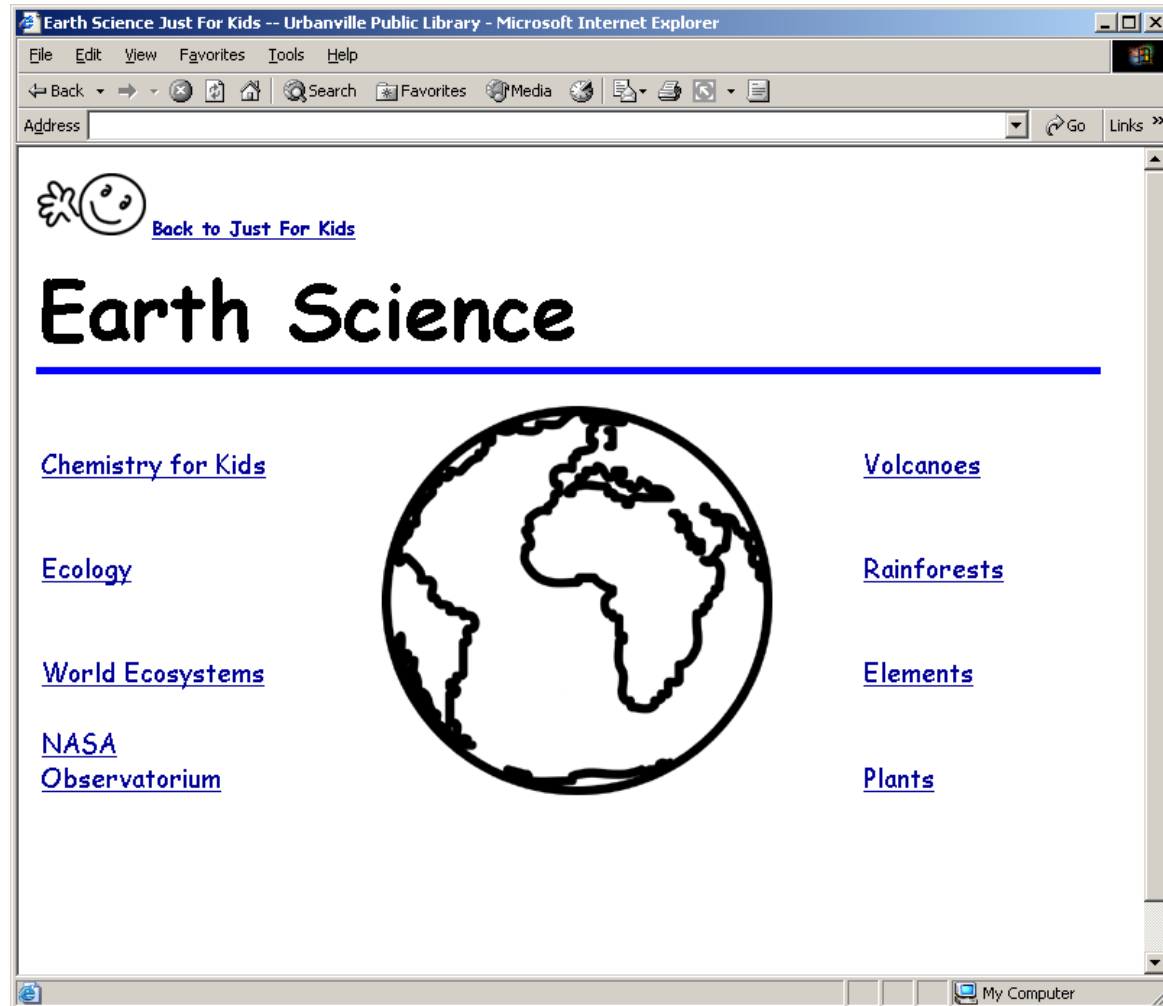
Consistency



Consistency



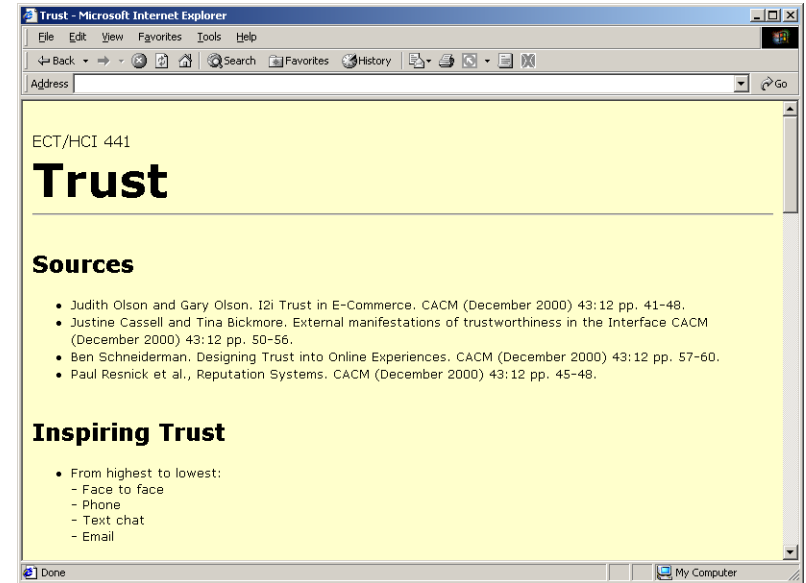
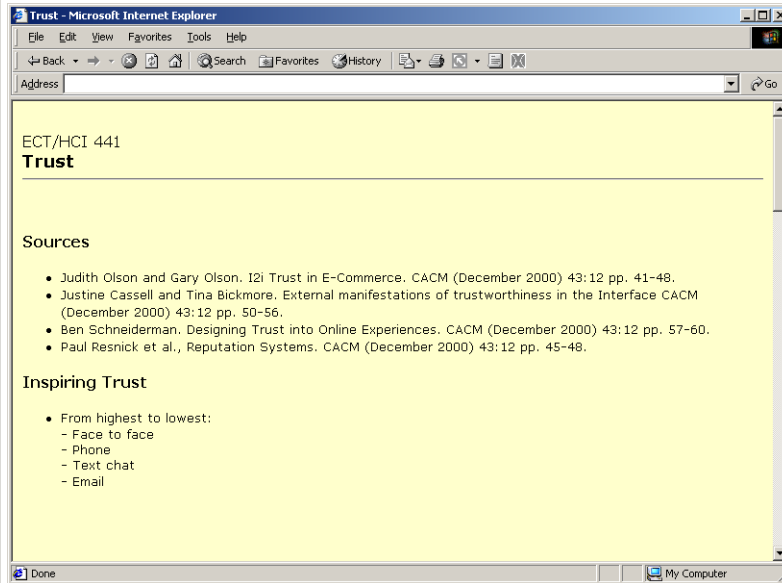
Consistency



Consistency

- Each web page in a website should answer the following questions:
 - Where am I?
 - How did I get here?
 - Where can I go from here?

Contrast



Team Websites

- Let's check the visual organization.