

# Site Design

SWE 632, Spring 2018

# Today

- What's a design space?
- How do you help users understand if it is possible to do what they'd like to do?
- How do you help users find what they're looking for?
- How do you balance tradeoffs between competing objectives in site design?

Exercise: How should a shopping app be organized?

# Design space

- Space of **alternatives** that might potentially exist
  - All potential aspects of design (dimensions) that might vary
  - All potential choices for each design dimension
- Choosing a point in this space requires choosing **design goals**
  - Thus far: task performance
  - Achieving this can often be decomposed into smaller design goals
    - e.g., minimize user errors, support more efficient navigation
  - And sometimes other design goals
    - Help users relax
    - Confuse users to teach them something
    - Encourage contributions to community
- Can use user-centered design to explore design space
  - Identify needs, sketch / prototype solution, evaluate
  - But large, so hard to enumerate every value for every variable

# Theories and principles

- Offer ways to better explore design space
- Design principles offer guidance on which design choices are more effective in a particular context
  - e.g., User control and freedom
- Sometimes informed by underlying theories of human psychology

# Interaction techniques

- Way in which user interacts with user interface
- Examples
  - Search
  - Tabs
  - Progressive disclosure
  - Direct manipulation
- Represents a specific solution for a specific problem
  - May or may not be the best solution for a specific set of user needs and design goals
  - But helps reduce size and complexity of search space by offering standard choices

# Plan for second half of course

- Examine principles, theories, design goals for different types of interaction design
- Site design (today)
- Interaction techniques
- Preventing errors
- Visual design
- Information visualization
- Community design

# What can you do with this app?

← → ↻ Secure | <https://console.cloud.google.com/appengine/taskqueues?project=crowd-coding-dev&serviceId=default&versionId=1&tab=PUSH> ☆

Google Cloud Platform crowd-coding-dev 🔍

App Engine

Task queues [REFRESH](#)

[Push Queues](#) [Pull Queues](#) [Cron Jobs](#)

[Show quotas](#)

Queue Name	Tasks In Queue	Completed In Last Min.	Oldest Task ETA ?	Maximum Rate ?	Enforced Rate ?	Bucket Size ?	Maximum Concurrent
default	0	0		1/s		1	
! subscription-queue	0	0		0/s		5	

Dashboard  
Services  
Versions  
Instances  
**Task queues**  
Security scans  
Firewall rules  
Quotas  
Blobstore  
Memcache  
Search  
Settings

# Analogy: Buying a chainsaw

- You walk in to a hardware store to buy a chainsaw.  
What do you do?

# Challenges in site design

- Sometimes large space for users to navigate to find information.
- No spatial sense of scale. 50 pages? 500 pages? 50,000 pages?
- No sense of direction. Which way did I just go?
- No sense of location. No spatial anchoring of where I am now and how that relates to where I could go.
- No place to check if something is *not* present or supported.

# Site design

- Some key design dimensions
  - Organization of content into pages / screens
  - Organization of content within pages / screens
  - Ways in which users navigate between pages / screens
- Key design goals
  - Reduce the time / cost for users to reach content
  - Reduce the irrelevant information users must read

# Planning

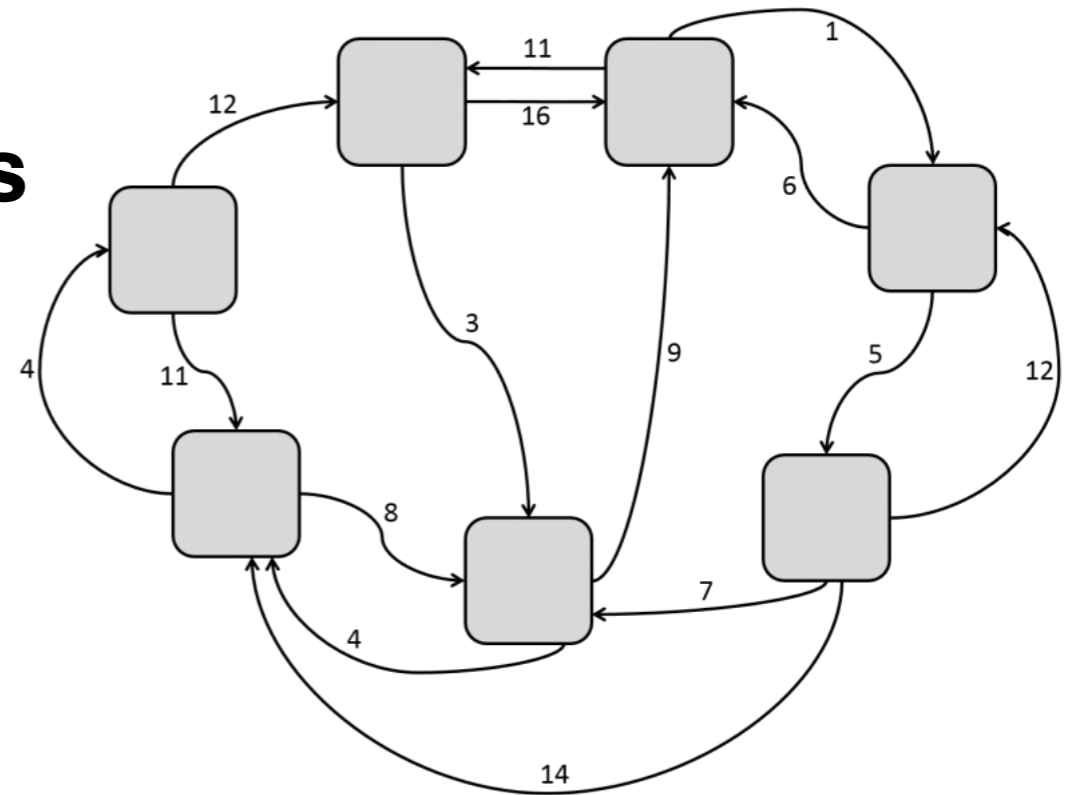
- Help users determine what they **can** do
  - Is this the right site for my goals? Is this the right page where I should spend my time?
- Support users in how they **determine** what to do
  - If this is the right place, how do I reach goal?

# Information foraging

- Mathematical model describing navigation
- Analogy: animals foraging for food
  - Can forage in different patches (locations)
  - Goal is to maximize chances of finding **prey** while minimizing time spent in hunt
- Information foraging: navigating through an information space (patches) in order to maximize chances of finding prey (information) in minimal time

# Information environment

- Information environment represented as **topology**
  - Information **patches** connected by traversable **links**
- Examples
  - Web pages, connected by links
  - Menu options & dialogs connected by commands
  - Locations on map, connected by search, scroll, move interactions with map

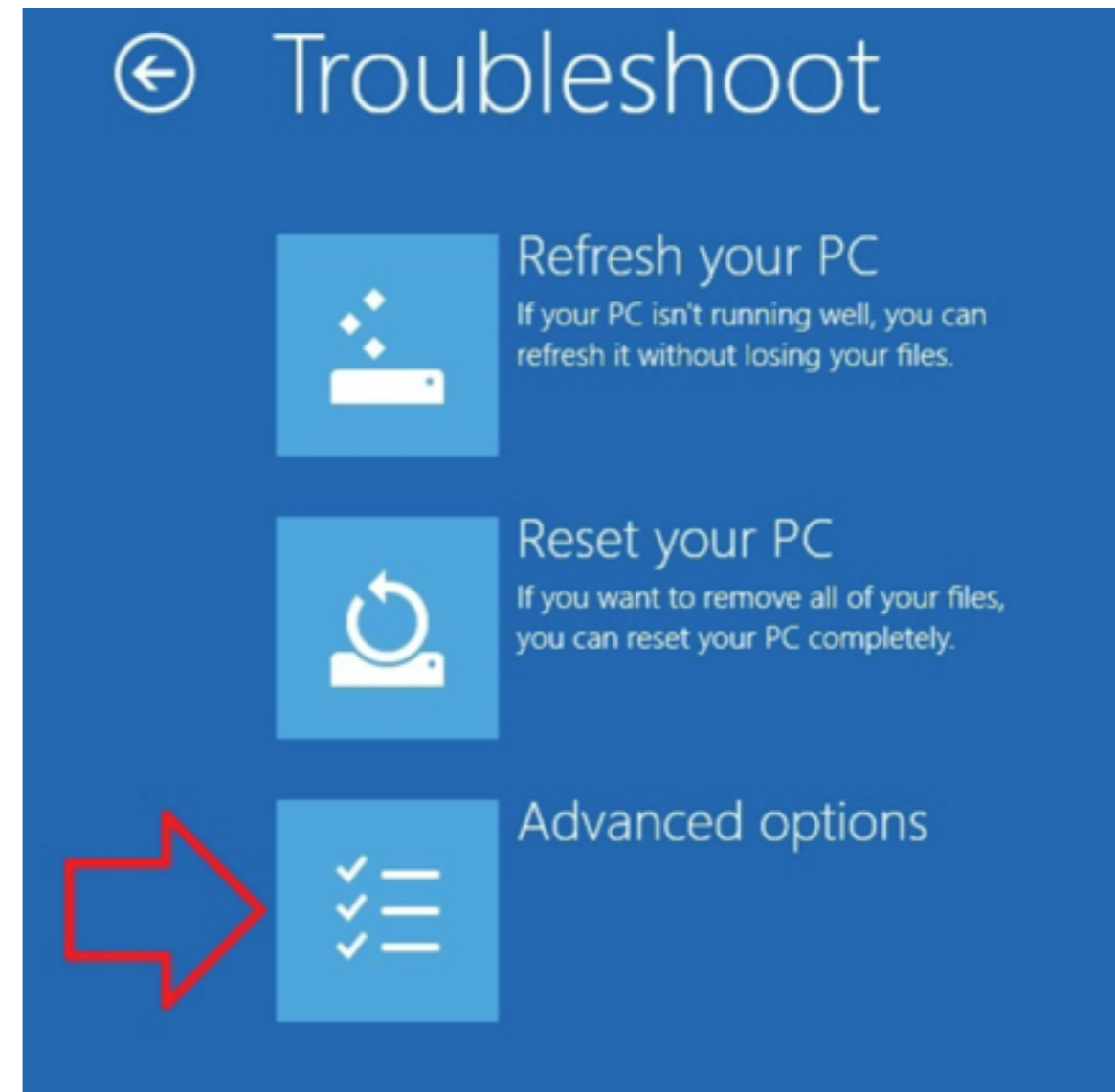


# Traversing links

- Patch - a space in the environment where a user is located (e.g., a page, a dialog)
- Links - connection between patch offered by the information environment
- Cues - information features associated with outgoing links from patch
  - E.g., text label on a hyperlink
- User must choose which, of all possible links to traverse, has best chance of reaching prey

# Scent

- User interprets cues on links by likelihood they will reach prey
- e.g., do I think that the “Advanced options” page is likely to have the option I’m looking for?



# Simplified mathematical model

- Users make choices to maximize **possibility** of reaching prey per cost of interaction
- Predators (idealized) choice =  $\max [V / C]$ 
  - $V$  - value of information gain,  $C$  - cost of interaction
- Don't usually know ground truth, have to estimate
- Predator's desired choice =  $\max [E[V] / E[C]]$

# Some design implications of information foraging theory

- Organize information into functionally **related** groups
  - If information is required is already on same page, no need to go elsewhere
- Design effective **cues**, helping users predict what will be found by traversing links
  - Better cues --> better ability to navigate to correct pages
- Match **expectations** of user's mental model
  - Cues are interpreted relative to mental model
- Provide **search**
  - In large spaces, faster to search than traverse links

# Search increases competition

- Users often enter sites through search engines, looking for site that will help accomplish goals
- Users form first impressions of sites rapidly
- Users will try another site if they perceive the value of continuing to forage in patch is low

# Navigation

# Common navigation usability problems

- User can't find desired location
- User loses track of location
- User can't remember information from another location

# Hierarchy

- Information in sites is hierarchic
  - Different pages at different levels of hierarchy
  - May be different navigation elements that lead into different subtrees
- Important to signal
  - what hierarchies are present
  - which navigation elements are part of the same hierarchy
  - where the user currently is on each hierarchy

Welcome to Wikipedia,

the free encyclopedia that anyone can edit.
5,594,019 articles in English

- Arts
- Biography
- Geography
- History
- Mathematics
- Science
- Society
- Technology
- All portals

From today's featured article

Barry Voight (born 1937) is an American geologist, volcanologist, author, and engineer. He was a professor of geology at Pennsylvania State University from 1964 until his retirement in 2005. He still conducts research on rock mechanics, plate tectonics, disaster prevention, and geotechnical engineering. In April 1980, Voight's publications on landslides, avalanches and other mass movements convinced Rocky Crandell of the U.S. Geological Survey (USGS) to ask him to look at a growing bulge on the Mount St. Helens volcano in the state of Washington. Voight predicted the collapse of the mountain's north flank as well as a powerful eruption. After his predictions were realized in May 1980, he was hired by the USGS to investigate the debris avalanche that initiated the eruption. His work at St. Helens brought him international recognition, and he continued researching and guiding monitoring efforts at several active volcanoes, including Nevado del Ruiz in Colombia, Mount Merapi in Indonesia, and Soufrière Hills, a volcano on the Caribbean island of Montserrat. (Full article...)

Recently featured: Resident Evil: Apocalypse · Elcor, Minnesota · Freedom Planet
Archive · By email · More featured articles

Did you know...

- ... that a badly wounded Major Shaitan Singh (statue pictured), who was later awarded the Param Vir Chakra, ordered his soldiers to leave him behind rather than face enemy fire evacuating him?
- ... that Citicorp chose to build a tower near the Court Square–23rd Street station in Queens because it was one subway stop away from the company's headquarters in Manhattan, across the East River?
- ... that the performances of Maaya Sakamoto and Sanae Kobayashi inspired Saori Ōnishi to pursue a voice acting career?
- ... that the Orange College of Breda was founded by Frederick Henry, Prince of Orange?
- ... that the inland free-tailed bat can survive the most extreme range of body temperatures of any mammal known?
- ... that upon her completion in 1885, the French cruiser Milan was considered the fastest warship afloat?
- ... that in 2016, annual global internet traffic reached 1.2 zettabytes, leading some to label the current period the Zettabyte Era?
- ... that Charles Phillips, who excavated the Sutton Hoo ship-burial, was tasked as a schoolboy with digging latrines near Stonehenge?

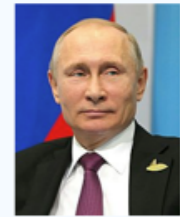


Statue of Shaitan Singh

Archive · Start a new article · Nominate an article

In the news

- Vladimir Putin (pictured) is re-elected President of Russia.
- Brazilian politician and human rights activist Marielle Franco is killed in a shooting in Rio de Janeiro.
- In response to the poisoning of Sergei Skripal with a nerve agent, the United Kingdom expels 23 Russian diplomats.
- British physicist and cosmologist Stephen Hawking dies at the age of 76.



Vladimir Putin

Ongoing: Rif Dimashq offensive · Turkish military operation in Afrin · UK higher education strike

Recent deaths: Ayaz Soomro · Sudan · Mike MacDonald · Adrian Lamo

Nominate an article

On this day...

March 20: March equinox (16:15 UTC, 2018); Independence Day in Tunisia (1956)

- 235 – Maximinus Thrax succeeded to the throne of the Roman Empire, a so-called barracks emperor who gained power by virtue of his command of the army.
- 1852 – Uncle Tom's Cabin by Harriet Beecher Stowe (pictured) was first published, profoundly affecting attitudes toward African Americans and slavery in the United States.
- 1922 – The United States Navy commissioned its first aircraft carrier, USS Langley.
- 1987 – The antiretroviral drug zidovudine (AZT) became the first antiviral drug approved for use against HIV and AIDS.
- 1993 – The Troubles: The second of two bomb attacks by the Provisional IRA in Warrington, England, killed two children.

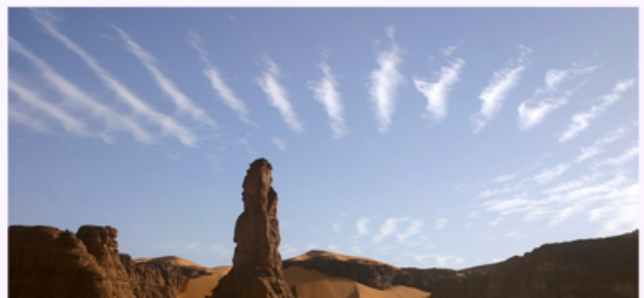


Harriet Beecher Stowe

Adrienne Lecouvreur (d. 1730) · Paul von Lettow-Vorbeck (b. 1870) · Willie Brown (b. 1934)

More anniversaries: March 19 · March 20 · March 21
Archive · By email · List of historical anniversaries

Today's featured picture



The Acacus Mountains are a mountain range in western Libya, part of the Sahara. Situated east of the city of Ghat, they stretch north from the border with Algeria, about 100 kilometres (60 mi). The mountains have a large variation of landscapes, from different-coloured dunes to arches, gorges, isolated rocks and deep wadis. The area has a particularly rich array of prehistoric rock art.

Photograph: Pir6mon

# Web navigation conventions

NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon Prime LED & LCD TVs lg tv 4k

BLACK FRIDAY DEALS WEEK

Departments Browsing History Thomas's Amazon.com Today's Deals Hello, Thomas Your Account Prime Lists Cart

Televisions & Video Deals Best Sellers Televisions Streaming Media Players Blu-ray Players Home Theater Systems A/V Accessories

1-24 of 147 results for Electronics : Television & Video : Televisions : LED & LCD TVs : "lg tv 4k" Sort by Relevance

Show results for

- < Any Category
- < Electronics
- < Television & Video
- < Televisions
- LED & LCD TVs

Refine by

Delivery Day

- ☐ Get It by Tomorrow

Amazon Prime

- ☒ Prime

Television Feature

- ☐ Smart TV (132)
- ☐ 3D (53)

Television Resolution

- ☐ 4K Ultra HD (70)
- ☐ 1080p (16)
- ☐ 1080i
- ☐ 760p
- ☐ 760i
- ☐ 720p (1)
- ☐ 720i
- ☐ 480p
- ☐ 480i

SPONSORED BY LG HOME ELECTRONICS

Save on LG Super UHD TVs

Shop now

LG Electronics 65UH77... LG Electronics 55UH77...

Ad feedback

Showing most relevant results. See all results for lg tv 4k.

Television Feature: Smart TV | 3D

Sponsored

LG Electronics 55UH6550 55-Inch 4K Ultra HD Smart LED TV (2016 Model)

by LG Electronics

\$747<sup>00</sup> \$897.00 Prime

★★★★☆ 25

- Display Size: 55 inches
- Resolution: 4K Ultra HD
- Connectivity Technology: Built-in Wi-Fi
- Display Technology: LED
- Display Resolution Maximum: 4K Ultra HD

Sponsored

LG Electronics 60UH8500 60-Inch 4K Ultra HD Smart LED TV (2016 Model)

by LG Electronics

\$1,297<sup>00</sup> \$1,697.00 Prime

★★★★☆ 87

Electronics Gift Guide

Conditions of Use Privacy Notice Interest-Based Ads © 1996-2016, Amazon.com, Inc. or its affiliates

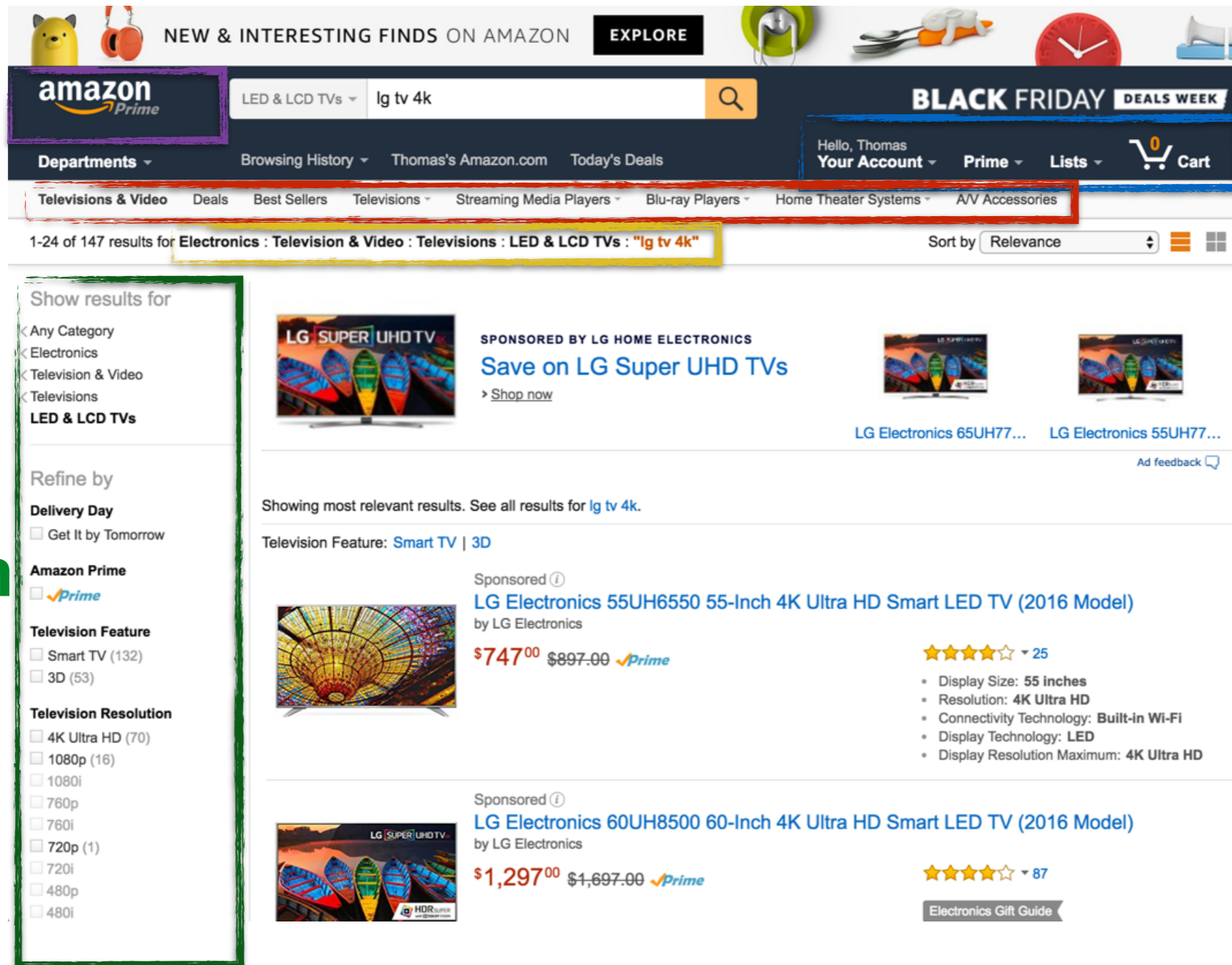
# Web navigation conventions

Site ID

You are here

Local navigation

Footer navigation



Utilities  
Sections

...

## MS in Computer Science

### Masters Students

- [Advising](#)
- [FAQs](#)
- [Foundation Courses](#)
- [MS in Computer Science](#)
- [Core Courses](#)
- [Pre-approved Courses](#)
- [CS Course Descriptions](#)
- [Accelerated BS/MS Programs](#)
- [MS in Information Systems](#)
- [MS in Information Security and Assurance](#)
- [MS in Software Engineering](#)
- [Graduate Certificates](#)

The MS in Computer Science prepares students for research and professional practice in computer science and related technologies. The program includes both fundamentals and advanced work in the areas of artificial intelligence and databases, programming languages and software engineering, systems and networks, theoretical computer science, and visual computing.

### Degree Requirements

Students are required to complete 30 credits corresponding to 10 graduate courses. Courses are divided into **basic courses**, which have no graduate course prerequisite, and **advanced courses**, which have a graduate course as a prerequisite.

Courses are grouped in the following five broad areas:

- Artificial Intelligence and Databases
- Programming Languages and Software Engineering
- Systems and Networks
- Theoretical Computer Science
- Visual Computing

All the following requirements should be satisfied for the MS in CS degree:

- CS 583 - Analysis of Algorithms (from the Theoretical Computer Science area) and two additional [core courses](#) from two other areas must be successfully completed with a grade of B- or better.
- At least four courses (12 credits) must be chosen from the **advanced courses** in the list of [preapproved courses](#) from at least three different areas.
- At least six courses, including two advanced courses, must be designated CS.
- At least eight courses must be taken from the list of [preapproved courses](#). Up to two computer science-related courses that are not on the list of preapproved courses may be taken with the approval of the Computer Science Department.

### Project/Thesis (optional):

Three to six credit hours of the advanced classes may be replaced by a project or thesis. The project or thesis must be guided and approved by a committee of three appropriate faculty members and presented at an appropriate forum. The thesis must meet relevant university requirements.

For additional information on the degree requirements of the MS in CS:

- The [MS CS section of the Mason Catalog](#) is the **official source** for the degree requirements of the program.
- These [slides](#) from the orientation for new MS students provide an overview of the program, as well as additional useful information.

### Academic Advising

A plan of study form for the MS degree should be completed and submitted by the student soon after admission to the program. This serves as a planning guide for the student. This plan should be kept up to date by regular consultation with the academic advisor. A final signed version of the plan must be included when the student submits a graduation application.

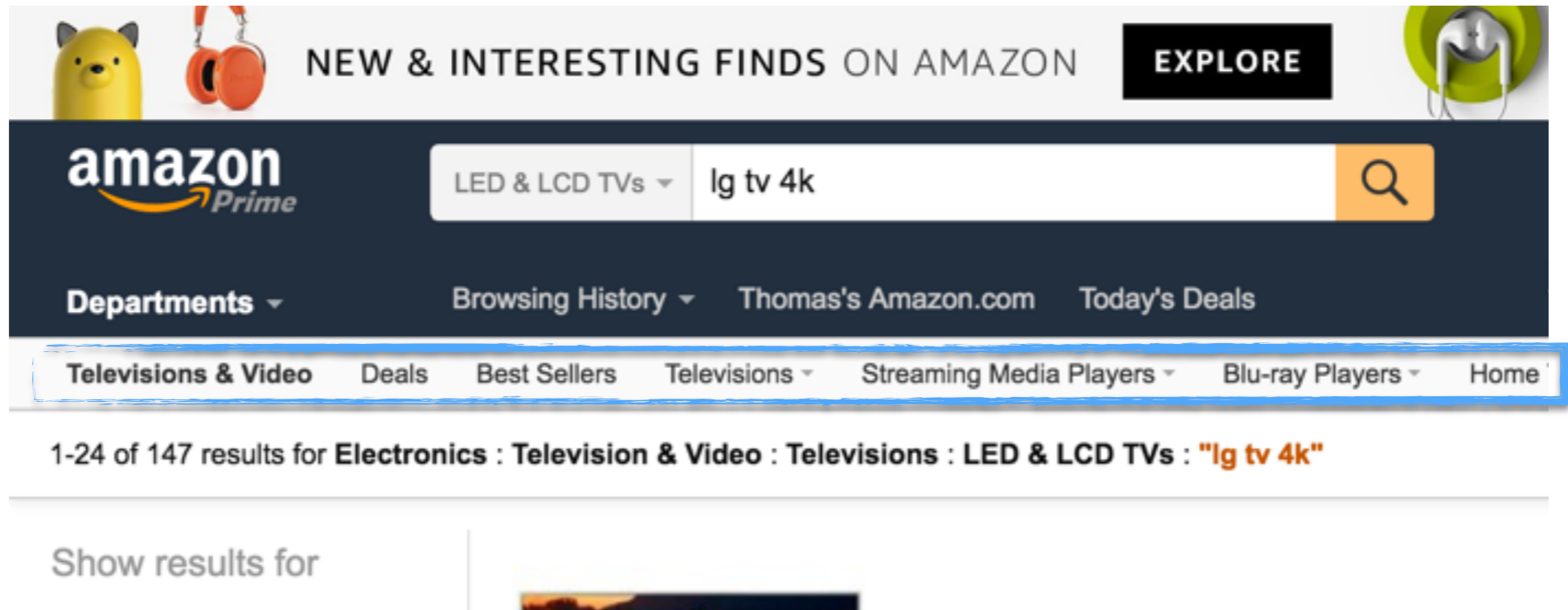
Plan of Study forms for all the MS degrees offered by the CS department are available at [this web page](#).

For more information, please see the [academic advising pages](#) and the [FAQ](#) for Masters students.

# Persistent navigation

- Forms a common idiom users already understand
- Gives instant confirmation that still on the same site
- Supports consistency and standards
  - If *all* of your pages function same way, users know how to do actions & what to expect
  - Ok for specialized page like forms that are clearly different to not follow conventions.

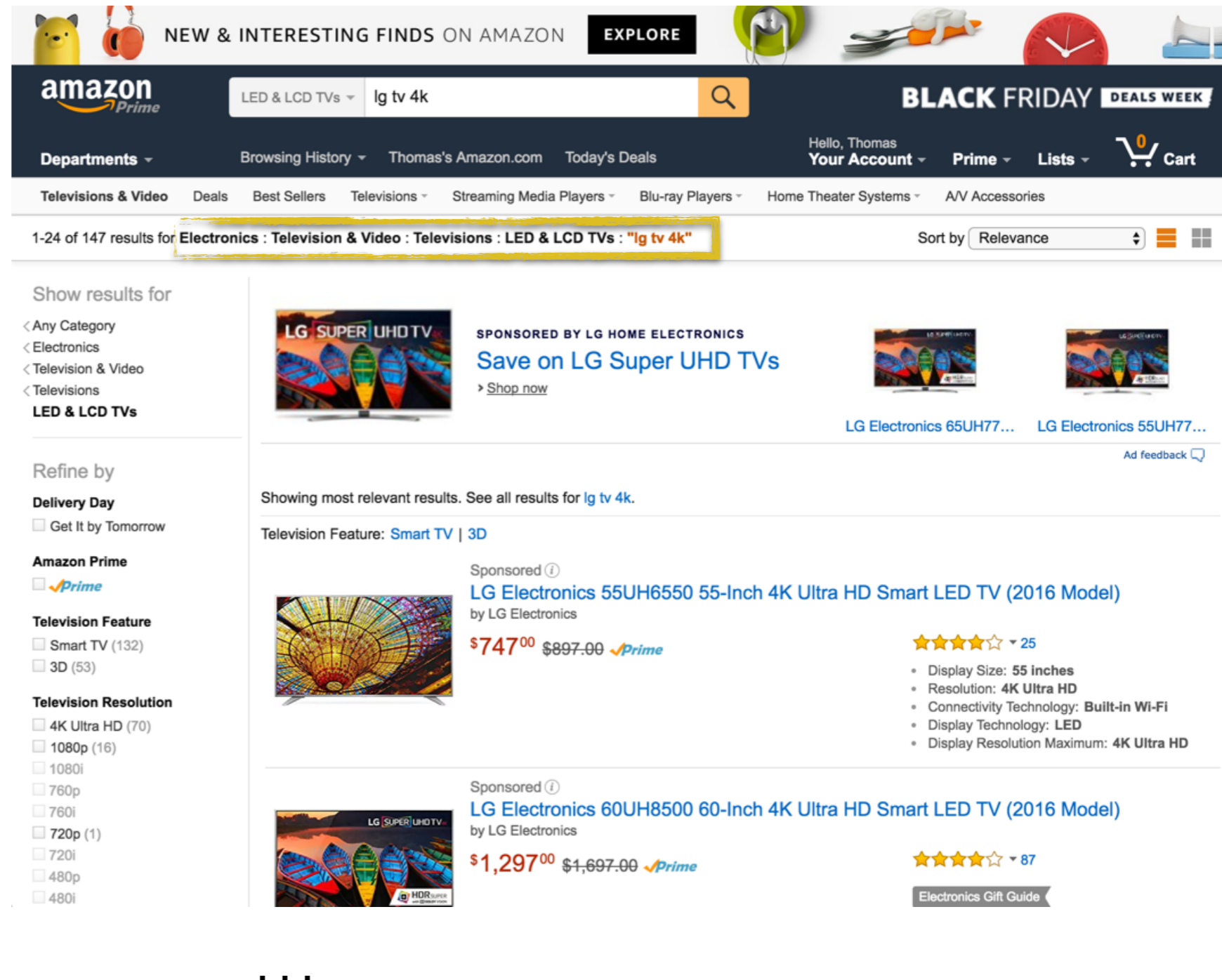
# Tabs



- Example of a metaphor: tab dividers in a three ring binder or folders in a file drawer
- Partition into sections
- Advantages
  - Easily understood and self-evident
  - (Usually) hard to miss

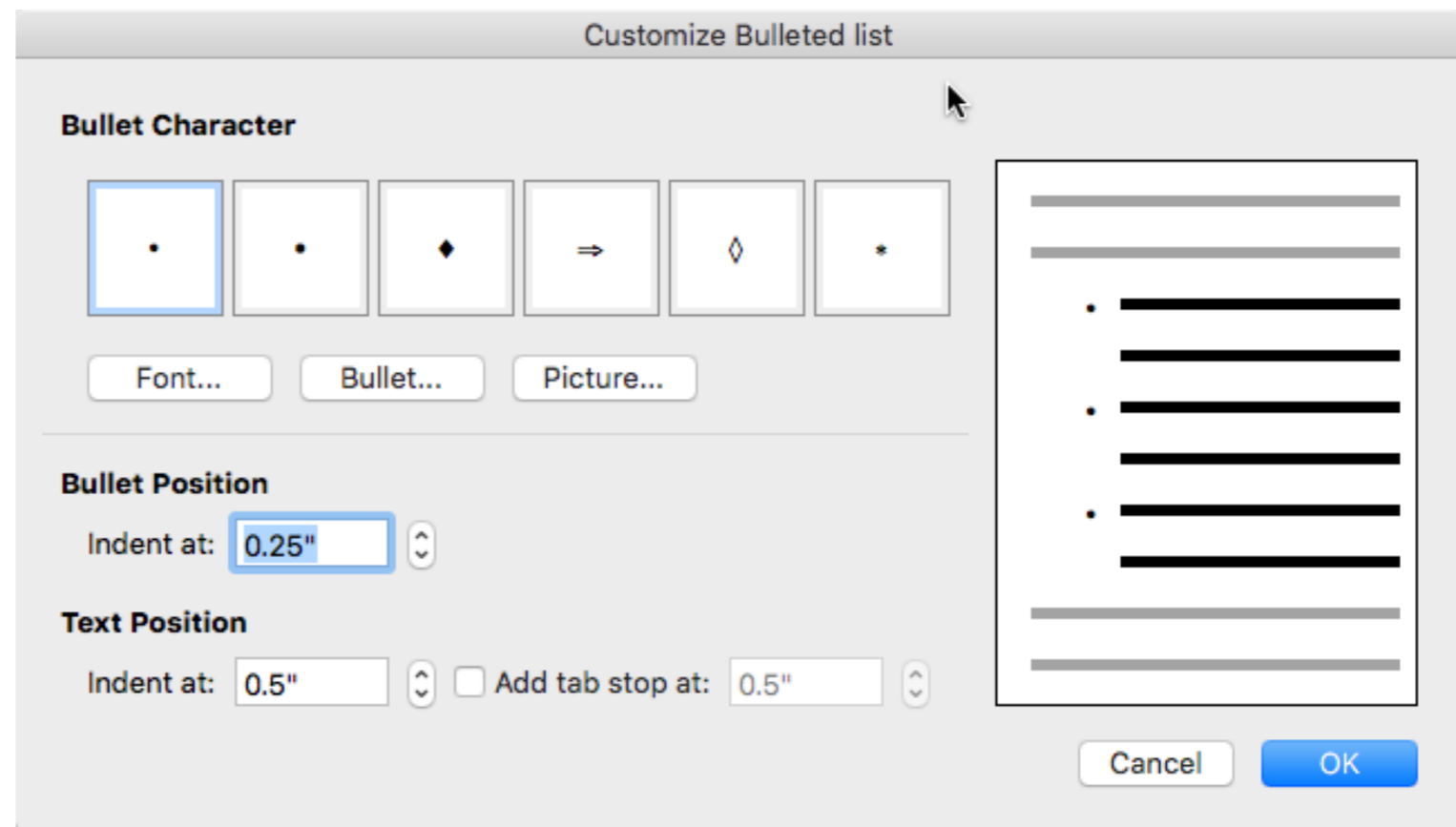
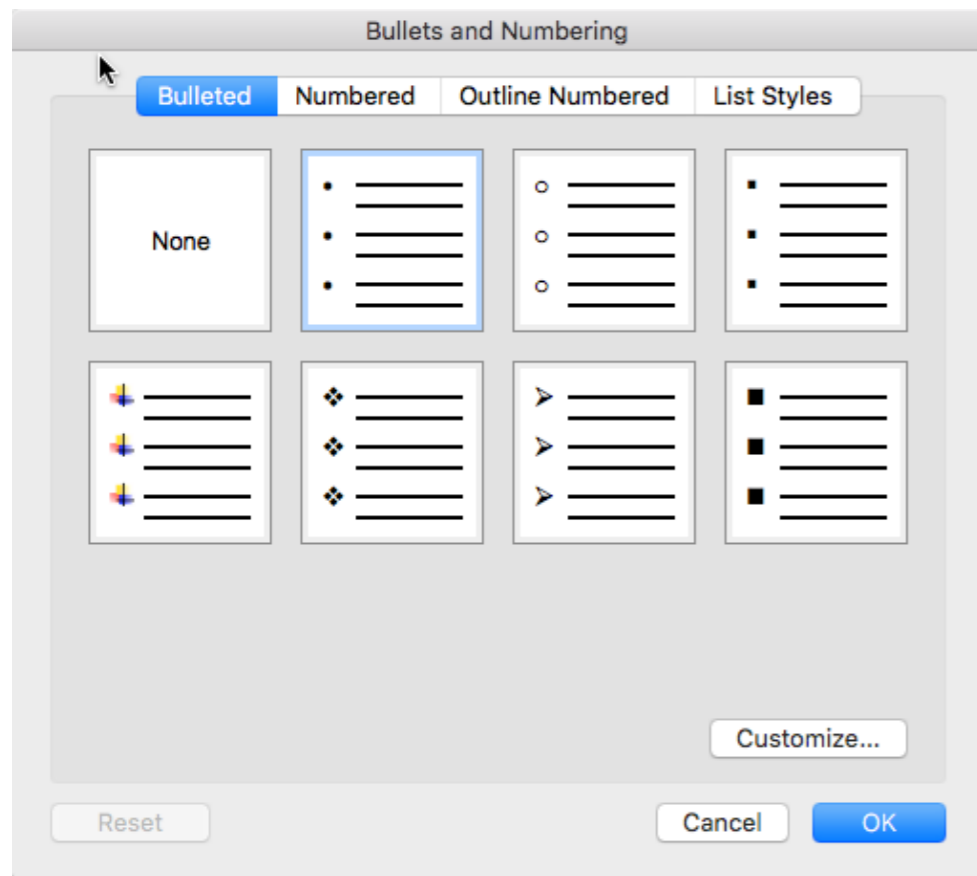
# Breadcrumbs

- Offer trail of where the user has been and how they got there
- Shows hierarchy of information space
- Shows current location



# Progressive disclosure

- a.k.a. details on demand
- Separate information & commands into layers
- Present most frequently used information & commands first



# Effective site design

- Answers to the following should be obvious for a good site design
  - What site is this? (Site ID)
  - What page am I on? (Page name)
  - What are the major sections of this site? (Sections)
  - What are my options at this level? (Local navigation)
  - Where am I in the site? (“You are here” indicators)
  - How can I search?

# Metaphors & idioms

# Metaphors

- One way to communicate what interface can do is through metaphors to the real world
- Uses existing mental models from the real world



# Metaphors - advantages

- Leverages understanding of familiar objects & their functions
  - File cabinets, desks, telephones
- Provides **intuitive** understanding of possible affordances & eases mapping tasks to actions
  - Open a folder, throw file in trash, momentum scrolling

# Metaphors - disadvantages

- Tyranny of metaphor: ties interactions closely to workings of physical world
- Adds useless overhead in extra steps, wastes visual bandwidth
- Taken literally, becomes non-sensical
  - e.g., nesting folders 10 levels deep



# Alternative - Idioms

- A consistent mental model of how something works
  - e.g., Files: open / close / save / save as
- Offers intuitive understanding of affordances & interactions
- Provides consistent vocabulary for describing interactions
- Only have to learn it **once**
- Might have originated in real world, but thought of in terms of mental model for UI interactions

# Exercise: Examples of idioms

# Examples of idioms

- Email
- Clipboard: cut / copy / paste
- Format painter
- Newsfeed
- Follow item

Ordering user actions

# Task structure

- In some cases, users must take actions in specific sequence
- Must input some information before being able to access subsequent information
  - e.g., must select a shipping method before seeing a final price
- To the extent possible, want to leave users in control of task (user control and freedom)
- But also do not want to distract users by making unrelated decisions in random order (flexibility and efficiency of use)
- And do not want to overwhelm users with too many options at a time (minimalist design)
- Good designs need to balance tradeoffs

# Separate long tasks into sequences

- Reduce short term memory demands by having user only work on one aspect of larger task at a time
- Don't interrupt users in the middle with unrelated tasks
- Provide closure of each subtask at the end

The screenshot shows the American Airlines website interface during a flight booking process. The top navigation bar includes the American Airlines logo, links for 'Plan Travel', 'Travel Information', and 'AAdvantage', along with user account options like 'Home', 'Login', and 'Hello, THOMAS'. A search bar is also present. Below the navigation bar, a progress bar indicates the current step is 'Travelers', with other steps like 'Find Flights', 'Choose Flights', 'Trip Options', 'Select Seats', 'Review & Pay', and 'Finish' visible. The main content area is titled 'Travelers' and includes a warning icon and text: 'Check below for errors'. A flight summary card displays the route 'Washington to Raleigh/ Durham', '1 Adult', and travel dates 'Sunday January 10, 2016 – Monday January 11, 2016'. To the right of the summary, the 'Your Trip Price' is shown as '\$203.70 USD', with a link for 'Baggage and Optional Charges'. A 'Show Trip Details' button is located below the summary card. At the bottom of the page, there is a promotional banner for AAdvantage miles and a Citi card, showing a total price of '\$103.70 USD' after a '\$100.00 USD' statement credit. The footer contains a 'Passenger Details' section with a help icon and instructions to enter passenger names as they appear on government-issued photo identification, along with a link to 'More details on passenger names' and a 'TSA Privacy Notice' link. A small asterisk note '\*Required' is also present.

American Airlines Plan Travel Travel Information AAdvantage

Home Login Hello, THOMAS English Search aa.com

Find Flights Choose Flights **Travelers** Trip Options Select Seats Review & Pay Finish

**Travelers**

Check below for errors

Washington to Raleigh/ Durham  
1 Adult  
Sunday January 10, 2016 – Monday January 11, 2016

Your Trip Price: **\$203.70 USD**  
[Baggage and Optional Charges](#)

Show Trip Details

**Earn 40,000 bonus miles,**  
up to **\$100** in statement credits, and your **first checked bag free\***  
[Learn More](#)

Your Trip Price: \$203.70 USD  
Statement Credit: - \$100.00 USD  
**\$103.70 USD**

**Passenger Details**

Please enter all passenger names as they appear on the passenger's government-issued photo identification. [More details on passenger names](#)  
[TSA Privacy Notice](#)

\*Required

# Design for flexibility & efficiency

- Users may take paths never envisioned by designer
- Using studies to identify different task flows, design flexible support for each

The screenshot displays the American Airlines website interface during a flight booking process. At the top, the header includes the American Airlines logo, navigation links for 'Plan Travel', 'Travel Information', and 'AAdvantage', and a search bar. Below the header, a progress bar shows the steps: 'Find Flights', 'Choose Flights', 'Travelers' (current step), 'Trip Options', 'Select Seats', 'Review & Pay', and 'Finish'. The main content area is titled 'Travelers' and includes a warning icon and text: 'Check below for errors'. A flight summary box shows 'Washington to Raleigh/ Durham' for '1 Adult' on 'Sunday January 10, 2016 – Monday January 11, 2016'. To the right, a price box displays 'Your Trip Price: \$203.70 USD' and a link for 'Baggage and Optional Charges'. Below the flight summary is a 'Show Trip Details' button. A promotional banner for AAdvantage credit cards offers 'Earn 40,000 bonus miles, up to \$100 in statement credits, and your first checked bag free\*!'. To the right of the banner, a price breakdown shows 'Your Trip Price: \$203.70 USD' and 'Statement Credit: - \$100.00 USD', resulting in a total of '\$103.70 USD'. At the bottom, the 'Passenger Details' section includes a help icon, instructions to enter names as they appear on government-issued photo identification, a link to 'More details on passenger names', and a 'TSA Privacy Notice' link. A footnote indicates '\*Required'.

Home Login Hello, THOMAS English Search aa.com

American Airlines Plan Travel Travel Information AAdvantage oneworld

Find Flights Choose Flights **Travelers** Trip Options Select Seats Review & Pay Finish

Travelers

Check below for errors

Washington to Raleigh/ Durham  
1 Adult  
Sunday January 10, 2016 – Monday January 11, 2016

Your Trip Price:  
**\$203.70 USD**  
[Baggage and Optional Charges](#)

Show Trip Details

AAdvantage Earn 40,000 bonus miles,  
up to \$100 in statement credits, and your first checked bag free\*!  
[Learn More](#)

Your Trip Price: \$203.70 USD  
Statement Credit: - \$100.00 USD  
**\$103.70 USD**

Passenger Details

Please enter all passenger names as they appear on the passenger's government-issued photo identification. [More details on passenger names](#)  
[TSA Privacy Notice](#)

\*Required

# Keep users in control

- Important users do not feel constrained
- Want users to feel that they can do things the way they want to do them, not as software dictates to them

The screenshot shows the American Airlines website interface. At the top, there's a navigation bar with the American Airlines logo, links for 'Plan Travel', 'Travel Information', and 'AAdvantage', and a search bar. Below this is a progress bar with steps: 'Find Flights', 'Choose Flights', 'Travelers' (highlighted), 'Trip Options', 'Select Seats', 'Review & Pay', and 'Finish'. The 'Travelers' section displays a flight from Washington to Raleigh/Durham for 1 adult on Sunday, January 10, 2016, to Monday, January 11, 2016. A 'Show Trip Details' button is below. To the right, the 'Your Trip Price' is \$203.70 USD, with a link for 'Baggage and Optional Charges'. Below this, a promotional banner for AAdvantage offers 40,000 bonus miles and a \$100 statement credit for the first checked bag. The bottom section is titled 'Passenger Details' with a note to enter names as they appear on government-issued photo identification and a link to 'More details on passenger names'. A 'TSA Privacy Notice' link is also present. A small asterisk and the word 'Required' are at the bottom left.

Home Login Hello, THOMAS English Search aa.com

American Airlines Plan Travel Travel Information AAdvantage oneworld

Find Flights Choose Flights **Travelers** Trip Options Select Seats Review & Pay Finish


**Travelers**

⚠ Check below for errors

✈ Washington to Raleigh/ Durham  
1 Adult  
Sunday January 10, 2016 – Monday January 11, 2016

Your Trip Price:  
**\$203.70 USD**  
[Baggage and Optional Charges](#)

Show Trip Details

 Earn 40,000 bonus miles,  
up to \$100 in statement credits, and your **first checked bag free\***!  
[Learn More](#)

Your Trip Price: \$203.70 USD  
Statement Credit: - \$100.00 USD  
**\$103.70 USD**

**Passenger Details**

Please enter all passenger names as they appear on the passenger's government-issued photo identification. [More details on passenger names](#)  
[TSA Privacy Notice](#)

\*Required

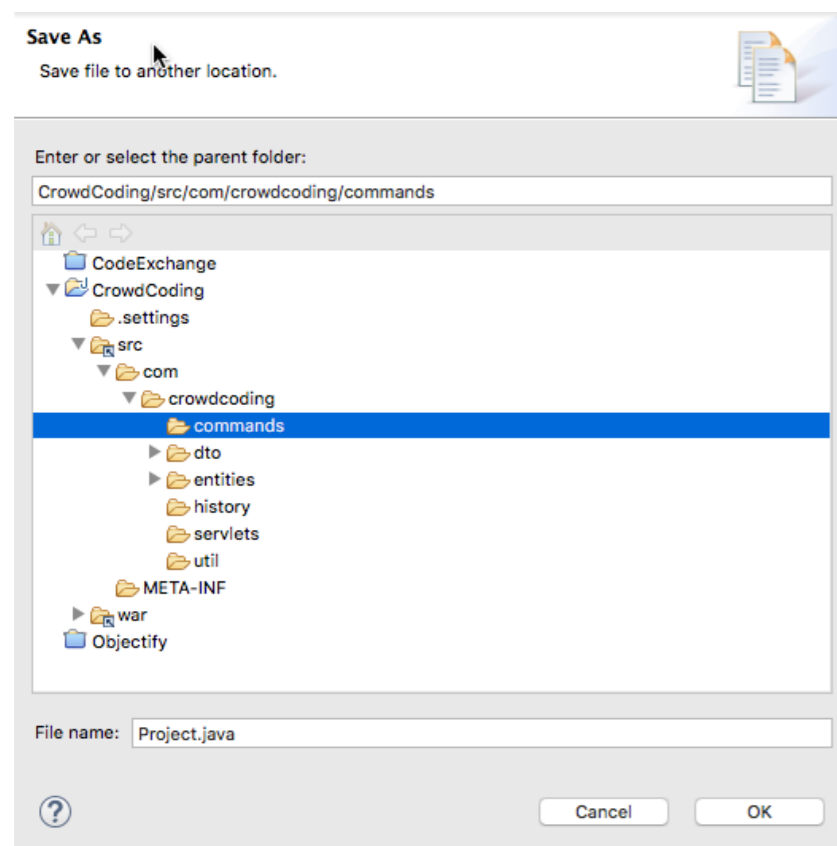
# Orchestration & interaction flow

- Interaction flow - the next thing the interface wants to do is exactly what user expects
  - Follow users' mental model
  - Let user direct software
  - Keep all related tools available
- Surprises interrupt interaction flow
- Interfaces should be invisible

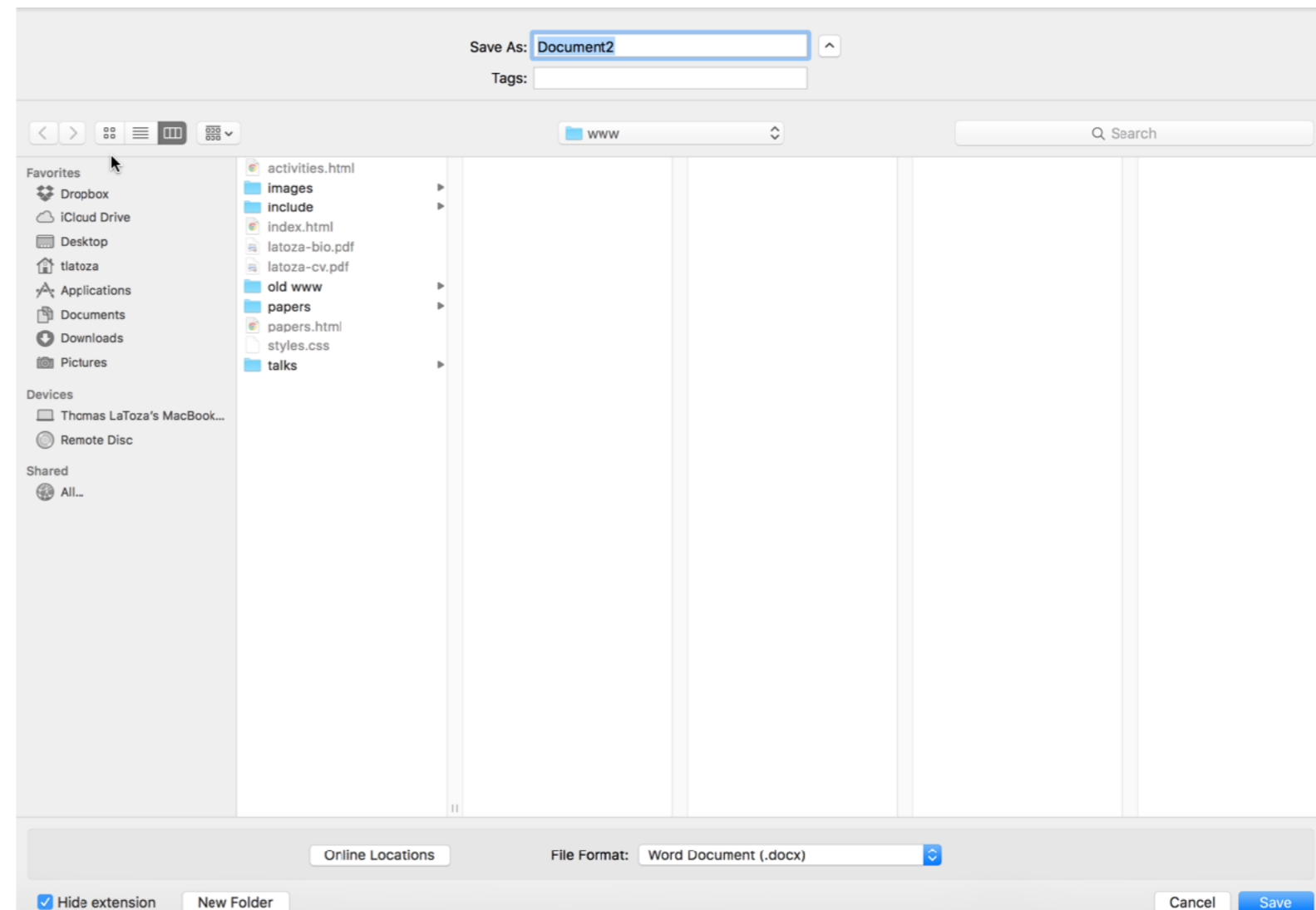
# Anticipate likely next actions

- Based on typical observed task flows, surface options for user to take likely next steps

## What if folder does not exist?



VS.



# Interaction flow guidelines

- Don't use dialogs to report normal behavior
- Separate commands from configuration
- Don't ask questions, give users choices
  - Give users default input, show possible options
- Make dangerous choices hard to reach
- Design for the probable, provide for the possible