BUS 362

Assignment 07 - Interface Design

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Interface Design

Purpose

- Interfaces have to be as simple to understand as possible
- Bad UX harms user satisfaction and usability of your product

Interfaces

- Content awareness - is it easy to tell what's on the page?
- Aesthetics - does it look good?
- User experience - is it easy to learn?
- Consistency - do you use the same styling throughout your design?
- User effort - is it easy to use your design?
- Mistakes - is it difficult to make a mistake? Can you recover if you make a mistake?
- Other questions
  - How much information is input at once?
  - In what format am I receiving information?
  - Is my design biased in any way (dark patterns)?
  - Is my design usable from multiple devices?
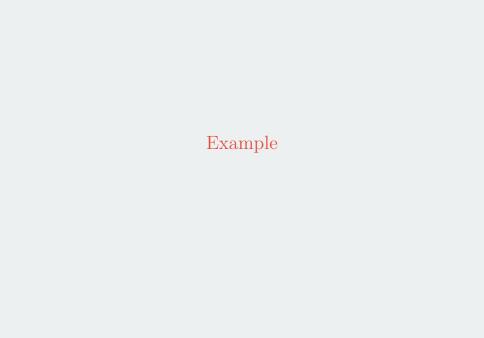
Interface Structure Diagram

- Shows all the possible screens in your design
- Also shows how users can move from one to another
- Has numbers on it:
  - The top number refers to the position of the page on the ISD
  - The bottom number is a reference to the use case that the page is being used for

Interface Design Tools

- Use whatever feels the most comfortable
- Suggestions:
  - Visio
  - Powerpoint
  - Adobe Fireworks/Indesign
  - Pencil and paper
  - HTML/CSS
  - UI design website
  - Balsamiq
  - Paint

Textbook Pages

- 5th Edition: Chapter 9 (pages 313 - 362)
- 6th Edition: Chapter 9 (pages 265 - 310)

Example

Example

- Pigeon management page
- Used by employees of a pigeon company
- Can see and update pigeon health, age, other details
- Close up photo of the pigeon eye is important

Assignment

Instructions

1. Prepare an interface structure diagram (ISD) to identify the main interfaces that need to be built and show how they relate to each other. Do not include the (bottom) use case reference number.
2. Using a tool you are comfortable with, create an interface prototype for the welcome screen that will be used by the customers.
3. Write up an explanation of the design decisions you made. Why do yours look like they do? How did you choose the items that are on the screen (and the ones to be left off), the format they take and their location on the page? What trade-offs did you make? What objectives or business tasks does your interface support particularly well? Did this entail making any compromises on other tasks?