Design Principles – Perception & Attention

# Task 1

People commonly perceive certain colours, sounds, symbols & images in certain ways. In the table below, identify a common perception for each of these examples when used in a user interface.

|  |  |
| --- | --- |
|  | Perception |
| **Colour Red** |  |
| **Colour Orange** |  |
| **Colour Green** |  |
| **High pitch “Ding” sound** |  |
| **Low pitch “Uh-Uh” sound** |  |
| **Tick Symbol** |  |
| **Cross Symbol** |  |
| **Hamburger Symbol ( ☰ )** |  |
| **Smiley Face** |  |
| **Cross Face** |  |

# Task 2

Gaining user attention is only part of the battle. You need to retain that attention too. Imagine you are designing a user sign-up form for a website. It needs to allow users to enter:

* First Name
* Last Name
* Email
* Password
* Password Confirmation
* Privacy Agreement

Design the interface for this below using the common features for retaining the user’s attention. Annotate the features you have used.

# Task 3

Identify below the five features for making a user interface intuitive. Rank them according to what you feel is most & least important. Discuss this with your classmates.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_