

Session #2: Metaphors, organization and navigation



Metaphors in the design sense..

- *a figure of speech in which an expression is used to refer to something that it does not literally denote in order to suggest a similarity*
- It goes back to the all important concept from UID I: Recognition not recall.

Metaphors for user experience

- Many Reasons:
- The abstract becomes concrete
- The unfamiliar becomes familiar
- Emotions can be triggered
- Metaphors can draw attention
- Metaphors can trigger action

The Concrete:

- How are these metaphors?



Becoming Familiar:

- Graphic Designers know this all too well



Emotions are stirred:



Attention is drawn:



Action is invited



On To Organization

- Organization is as important as our message
- Remember Fitts' Law?
- Left to Right....
- HCI
- Let's take a look:

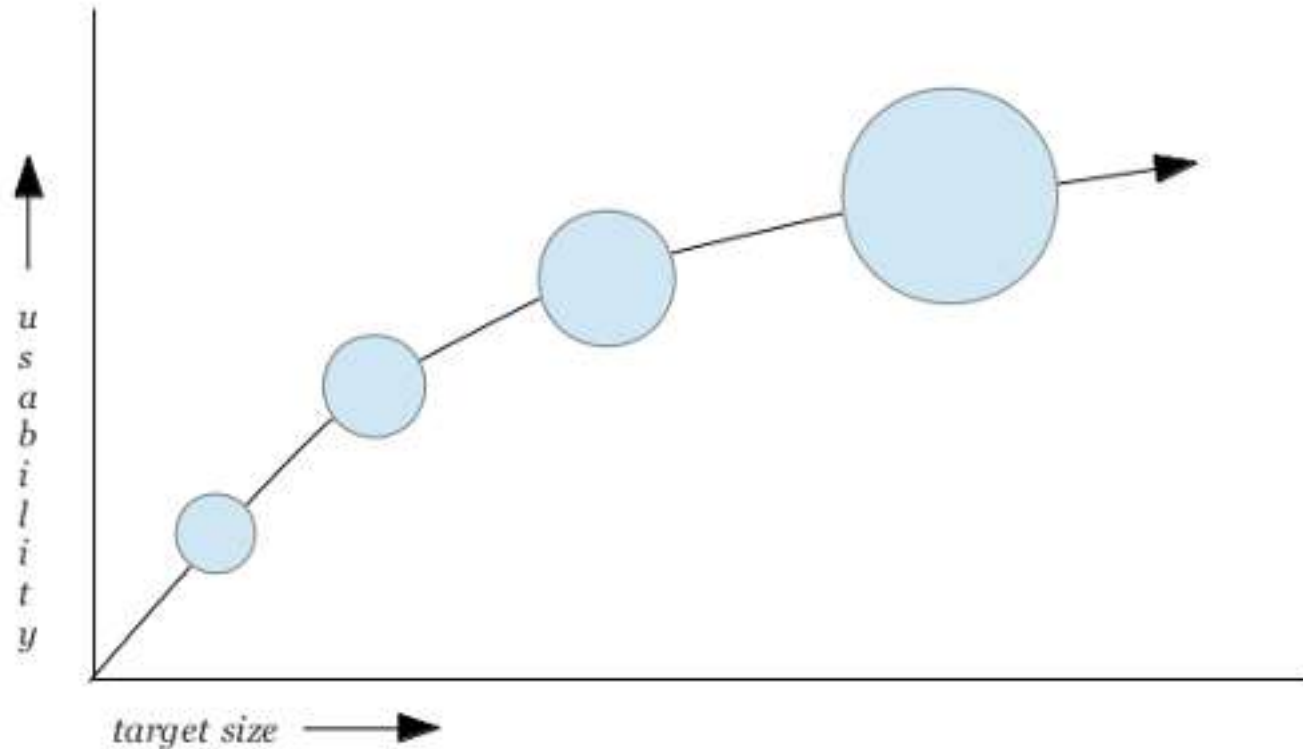
Fitts' Law

- First with Fitts:
- How many sites recognize this?
- How many mobile apps
- Will you use it in your case studies?
- How can you judge how important it is?
- Let's look at a couple of examples

Site1: Craigslist



Size: Overrated?



Site2



So we've talked about size...

- Now what about flow.
- Does Fitts' include the natural motion of moving a mouse left to right
- Let's look at a demo.

Fitts Demo....more than size and distance?



Al Khaleej Newspaper

- Right to Left



Now translated left to right:

Last Update: Tuesday, Gulf | Magazine each family | Journal of Sunrise | smart magazine | economic Magazine | The Gulf Today

الزهور
المستشفى الخاص بدي
للطباعة

البحر

Past Issues Advanced Search

Political Week Comics Arts Stations Culture Tribune readers News and Reports Opinion and studies Readers and them 0501429429 News Casablanca Conference "Gulf" XIII

البحر
من القراء واليه
للتواصل مع الخليج
وطرح الشكاوى والملاحظات
عبر زاوية
"من القراء واليه"
الاتصال على الرقم
050

Khalifa calls for "national" to convene. . Mohammed Bin Rashid inaugurated Monday

His Highness Sheikh Khalifa bin Zayed Al Nahyan, may God protect him, the Federal Decree No. 146 for the year 2013 at the invitation of the Federal National Council to convene in the third normal round of legislative chapter XV, and the next Monday approved eleventh of this month

Revocation "jurisprudence of" chaos

Kerry denies any dispute over Syria, al-Faisal emphasizes mutual respect

Brotherhood" fail to" exploit the trial Morsi

Editorial Gulf

the Arab region and the need for a new contract

Book Gulf

towards strengthening the capacity of Arab

"Restoration of "troubled relations

Navigation

- How do we judge?
- Can we find things fast?
- Can the layman find things fast what is the level of frustration

Zut Alors!



Frys Electronics, et al



Summary

- So this week...
- Metaphors
- Organization
- Navigation