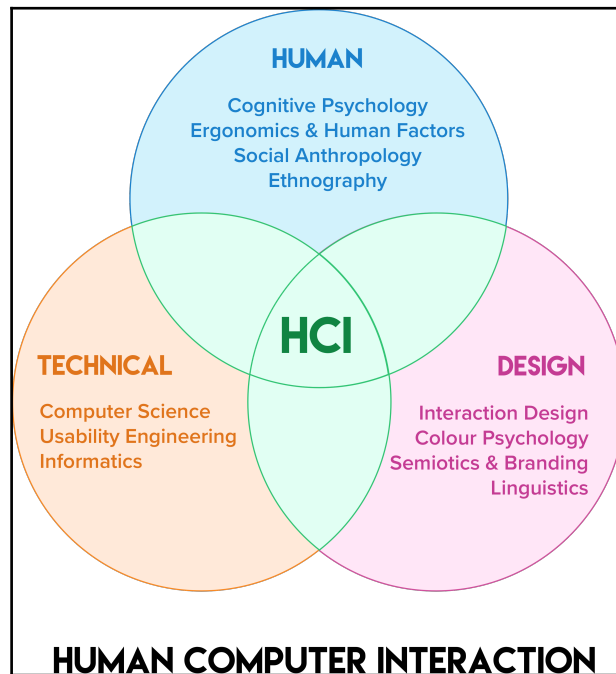
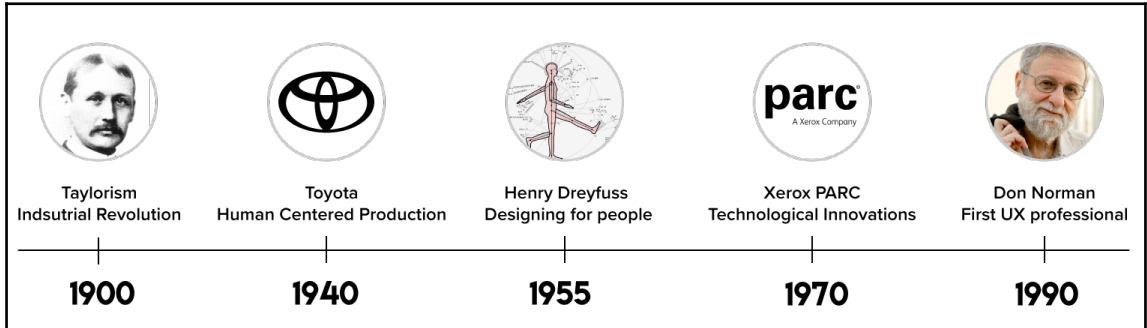
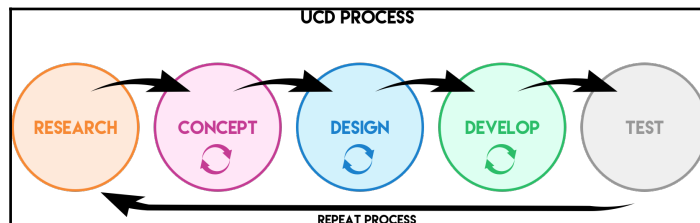
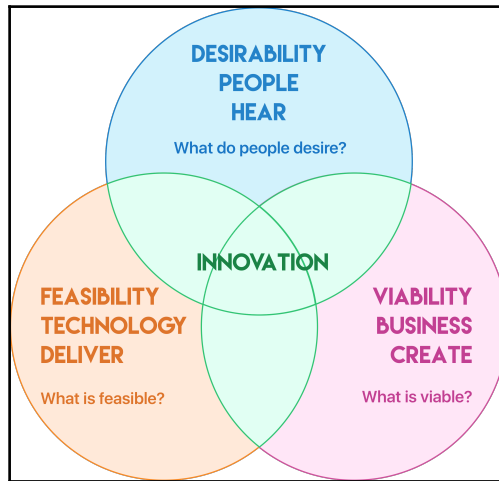
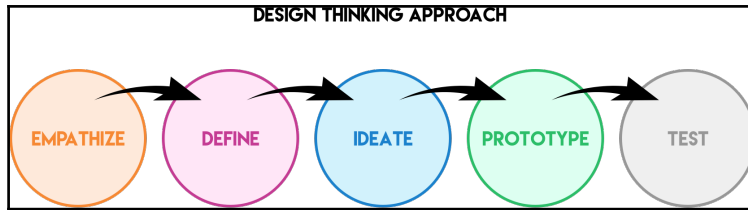
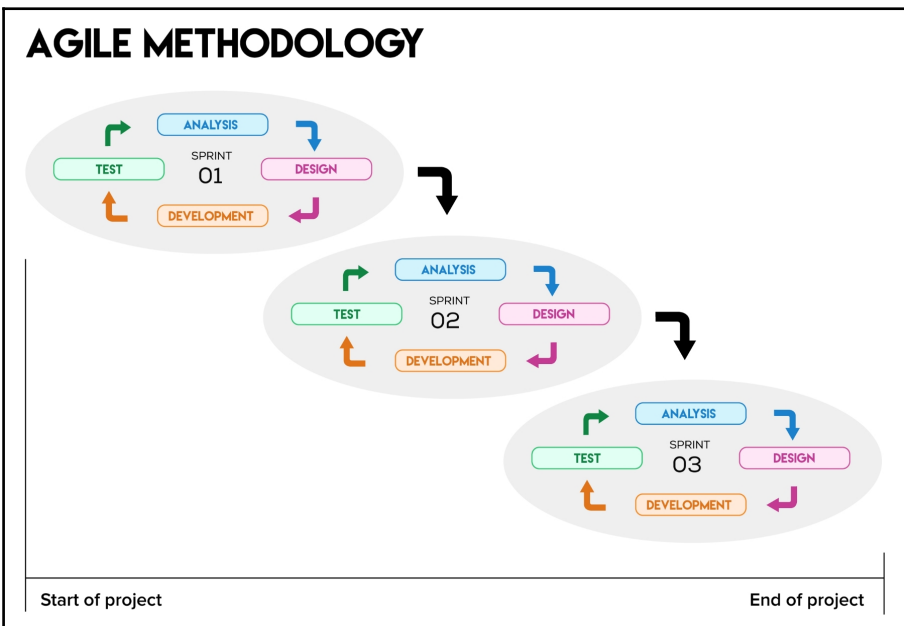
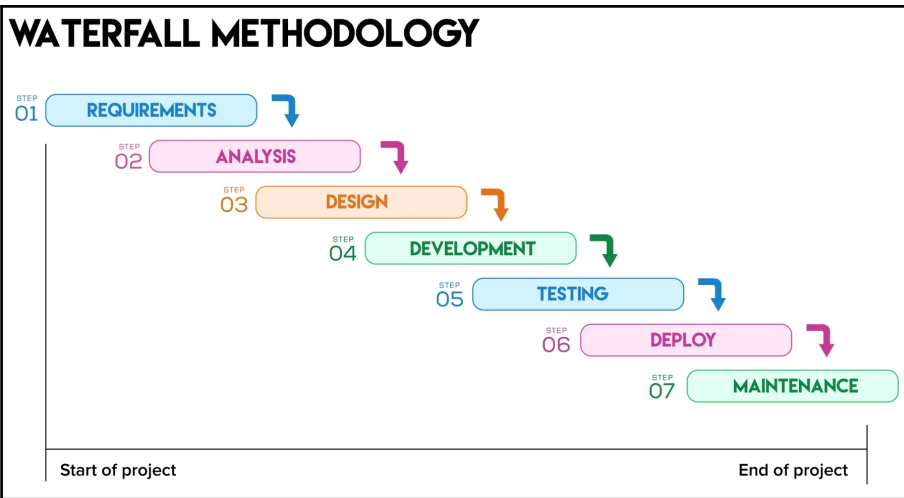
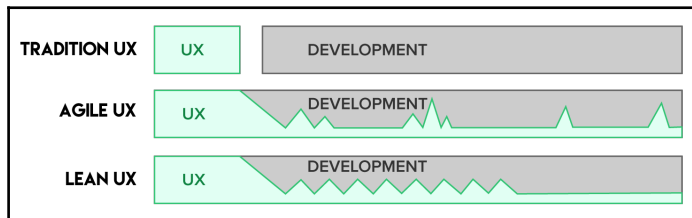
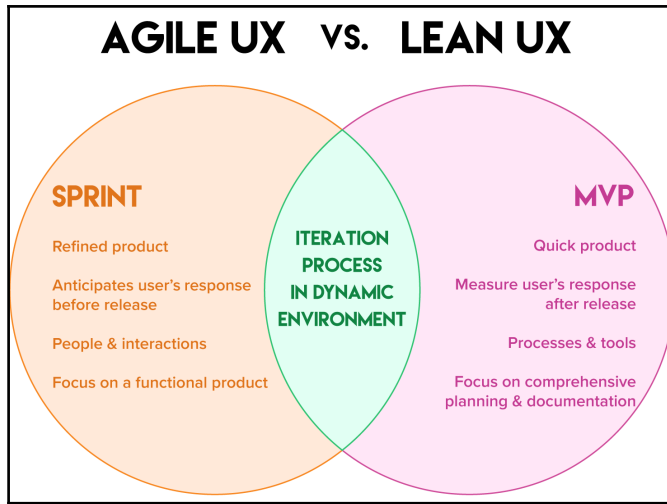


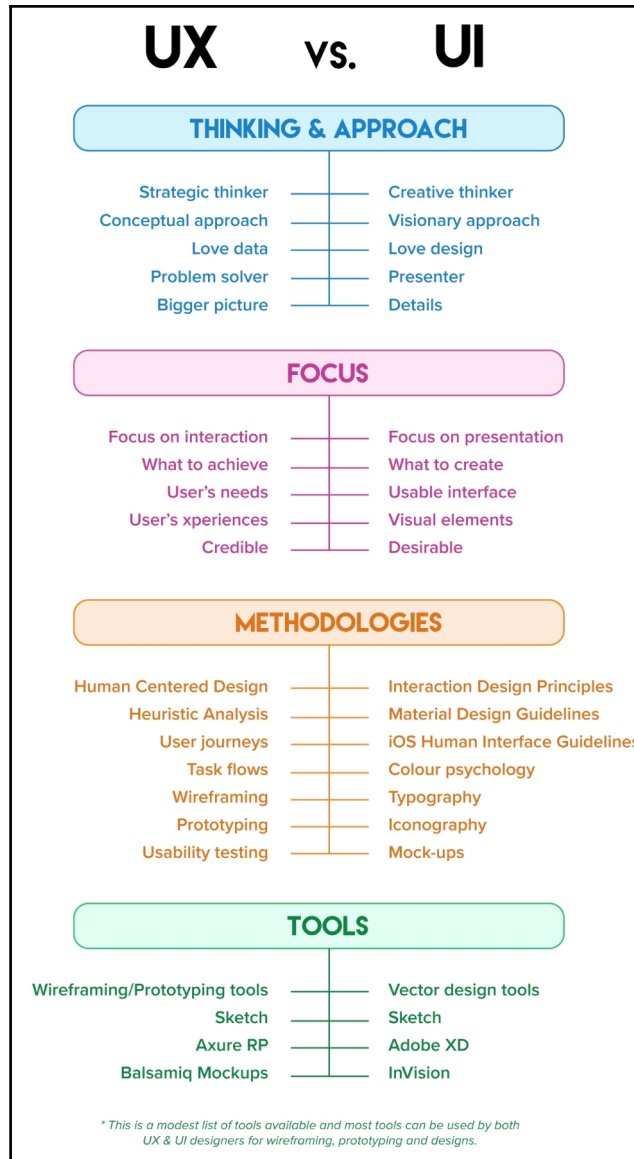
Chapter 1: The Fundamentals of UX



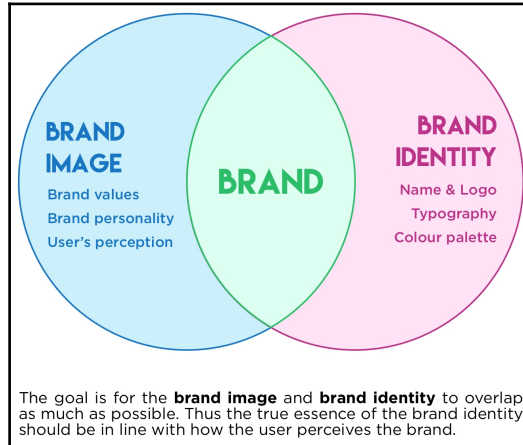






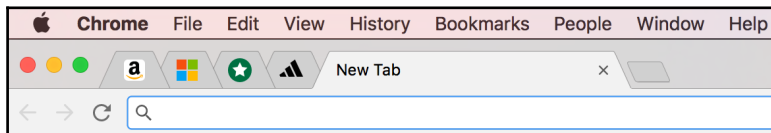
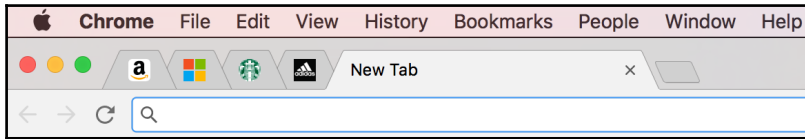




Chapter 2: Stand Out from Your Competitors






<p>Jeep® Green (PMS 574c or PMS 574u)</p> <p>HEX: #003300 C: 34 M: 0 Y: 100 K: 79</p>			<p>Don't display as a screen or tint</p>
<p>Jeep® Black (Process Black)</p> <p>HEX: #000000 C: 0 M: 0 Y: 0 K: 100</p>			<p>Don't display as a repeated pattern</p>






 <p>Serif typefaces can be identified by the small line that extends from the strokes of a letter. This extension, called a "serif" has mostly been seen as decorative but has attested to improve readability. Serif typefaces have been extremely popular during the print era.</p> <p>Typeface: Times New Roman Size: 18 points</p>	 <p>Sans typefaces are simpler typefaces without the "serifs" and have mostly been used for heading during the print era. Sans typefaces has become very popular with the rise of the digital era as sans typefaces improve readability on computer and mobile screens.</p> <p>Typeface: Arial Size: 18 points</p>
--	--

A screenshot of the Virgin Atlantic website's check-in interface. The header includes the Virgin Atlantic logo and navigation links: Book, My booking, Check in, Where we fly, Travel info, Experience, and a search icon. The main heading is "Flying in 24 hours? Check in now". Below this is a form with three input fields: "Find your booking" (containing "Booking reference"), "Booking reference" (containing "Booking reference..."), and "Departing airport" (containing "Departing airport..."). A "Check in →" button is to the right. At the bottom, there is a link: "Where do I find my booking reference? →".

virgin atlantic  [Book](#) [My booking](#) [Check in](#) [Where we fly](#) [Travel info](#) [Experience](#)  

Flying in 24 hours? Check in now

 Oops, looks like some information that we need is missing. Please check the following:
[Booking reference](#)
[Departing airport](#)

Find your booking

Booking reference

Departing airport

Booking reference

Departing airport...

Check in →

Please enter booking reference

Please enter departing airport

Where do I find my booking reference? →

WELCOME BACK

LOG IN WITH FACEBOOK

OR WITH AN EMAIL ADDRESS

E-mail address

Password [Forgot password?](#)

LOG IN

[BACK](#)

WELCOME BACK

LOG IN WITH FACEBOOK

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E-mail address

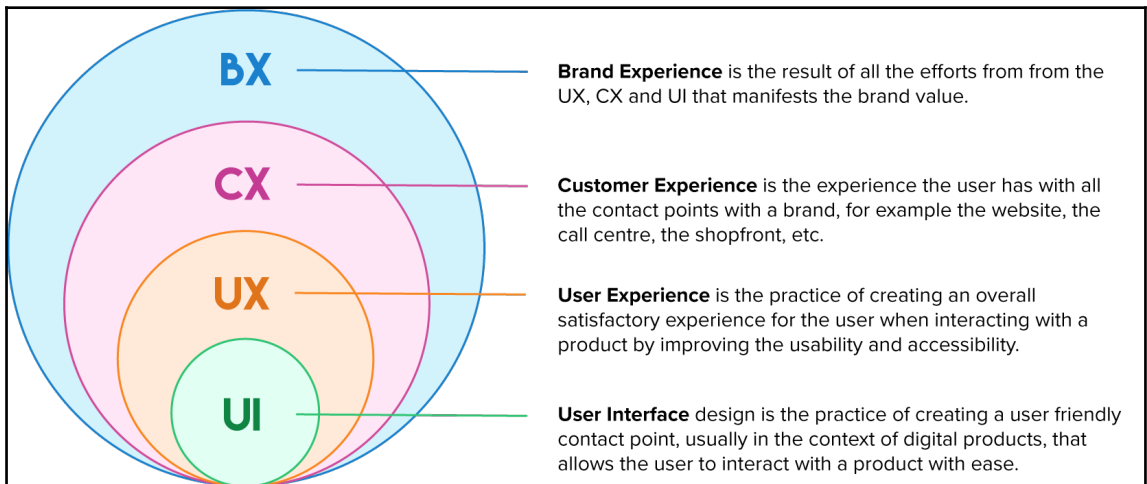
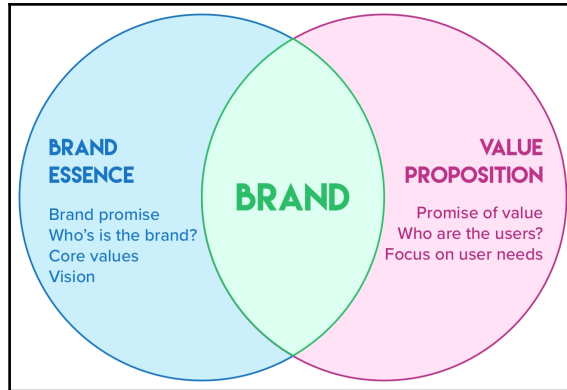
Please enter a valid e-mail address.

Password [Forgot password?](#)

Please enter your password.

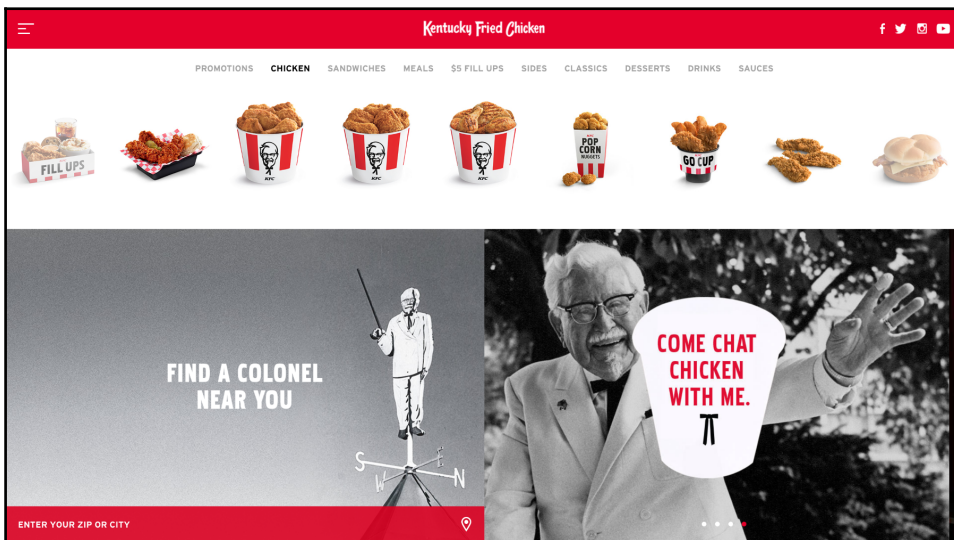
LOG IN

[BACK](#)






The screenshot shows the McDonald's website homepage. At the top, there is a navigation bar with the McDonald's logo on the left and links for "Español", "Careers", and "Join" on the right. Below the navigation bar, there are several menu items: "OUR MENU", "ABOUT OUR FOOD", "DEALS", "TRENDING NOW", "9 LOCATE", and "Q SEARCH". The main content area features a large promotional banner for "\$1 SOFT DRINKS". The banner includes the text "Thirsty for a great deal?" and "Any size, for a limited time*". Below this text are three images of soft drinks: a Diet Coke, a Coca-Cola, and a Sprite. A red button labeled "START SIPPIN'" is positioned over the Coca-Cola image. At the bottom of the banner, there is a small line of text: "Standard line only at par. M/D. Cannot be combined with other offer or combo meal. ©2017 The Coca-Cola Company". Below the banner, there is a section for "Join our EMAIL LIST" with a small image of a dessert.




Check Nearest Location : LOCATE ME > Español | Careers | Join


 **OUR MENU** ABOUT OUR FOOD DEALS TRENDING NOW **LOCATE** SEARCH

Breakfast	Snacks & Sides
Burgers	Desserts & Shakes
Chicken & Sandwiches	Drinks
Salads	Our Menu


View Full Menu >



Happy Meal




Extra Value Meal



All Day Breakfast

About BK® Careers King JR™ Meals Get the BK® App Food Quality



REAL GOOD

FOOD

GET FRESH




OFFERS

YOUR BK®

LOCATOR


NEWSLETTER

SIGN UP




Kentucky Fried Chicken


PROMOTIONS CHICKEN SANDWICHES MEALS \$5 FILL UPS SIDES CLASSICS DESSERTS DRINKS SAUCES




\$10 CHICKEN SHARE




FILL UPS







KFC



KFC



KFC



Egg White Delight McMuffin®

LEARN MORE



Sausage McMuffin®

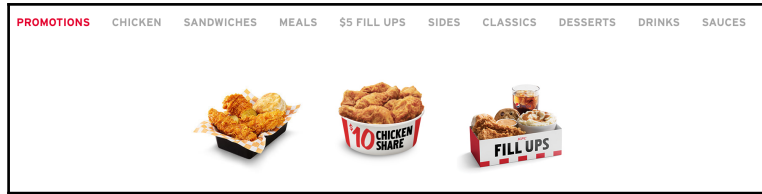
LEARN MORE



Sausage McMuffin® with Egg

LEARN MORE





JOIN OUR EMAIL LIST ✕

For news, promotions, and more delivered right to your inbox.

s

Invalid Email

Zip Code

Zip Code is required

SUBSCRIBE

RESULTS FOR ""

Search 🔍

No results found

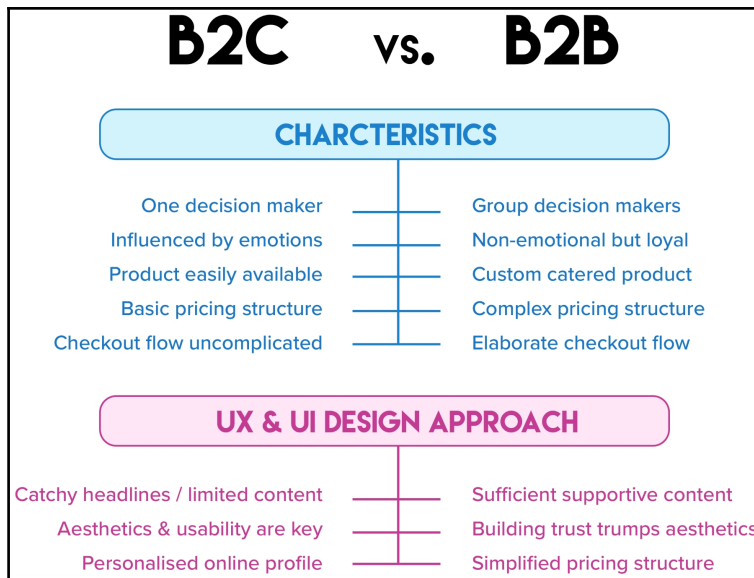
First Name *





This is a mandatory field

Last Name *

This is a mandatory field

	McDonalds	Burger king	KFC
Content & Navigation	5	9	9
Aesthetics & style	6	9	9
Heuristic Analysis	5	5	5
UI Animation	3	2	8
	4.7	6.2	7.7



 <p>★★★★★ Yuppieschef Mini Colander, 16cm R69 Was-R129 SAVE 46%</p>	 <p>★★★★★ Kitchen Craft Clear Acrylic Double-Sided Wine Bucket R549 Was-R579</p>	 <p>★★★★★ Eetrite Stovetop Kettle, 2.8 Litre From R499 Was-R599 SAVE R100</p>	 <p>CASE OF 6 ★★★★★ Devil's Peak Brewing Company Love Parade Weiss R126 Was-R234 SAVE R108</p>
---	--	---	--

 <p>Burgon & Ball SHEFFIELD ENGLAND SINCE 1730 SPECIALITY TOOLS FOR YOUR KITCHEN GARDEN SHOP THE RANGE</p>	<p>SHOP BY PRICE</p> <p>SHOP BY BRAND</p> <p>BROWSE LATEST</p> <p>MOST POPULAR</p>
--	--

Selected Colour: **Black Titanium**

✓ In stock, can ship immediately

Quantity: x R4,849.00

[Add to Cart](#)

[Add to Registry](#) [Add to Wish List](#)

Can I send it as a gift?
How long will it take?

[Shopping with us is safe & secure](#)

Checkout

[Email Customer Service](#) | [Shipping Information](#) | [Returns & Exchanges](#)

Back to Cart

2 Checkout Details

3 Payment

4 Confirmation



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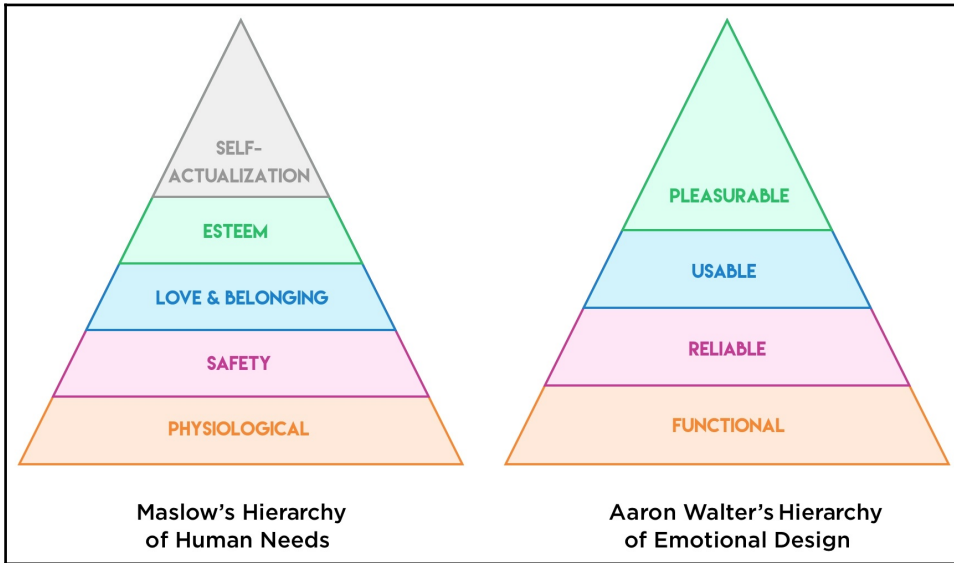
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Chapter 3: Creating an Emotional Connection with the User



Password strength

Weak

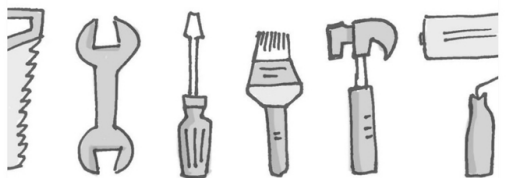
Fair

Strong

Facebook reactions

Packt
15 Apr at 4:30pm

Prototyping tools have become an important resource for designers – but which should you pick? <http://bit.ly/2oCCH3b>



The Right Tool For The Job: Picking The Best Prototyping Software For Your Project

https://bit.ly/2oCCH3b

32 reactions

10 Shares

Tap to Select a Reaction

WHO'S VIEWED YOUR PROFILE

0 Your profile has been viewed by 0 people in the past 90 days

0 You have shown up in search results 0 times in the past 90 days

PROFILE STRENGTH

Beginner

Improve Your Profile Strength

UX for Web Introduction

Board Conversations Calendar **Progress** Files

About this Project

Mari Ritter Due Date

Update Status

What's new with this project? Is there an update that all members should know about?

0 people notified. **Notify more people.**

Remember to update the status every Friday.

Progress



User experience anti

User experience anti

User experience anticipation design

User experience anticipation design for e-commerce

Search by address or point of interest

Enter dates for best prices

Check In Check Out

- The One Boutique Villa**
3.5 (302 Reviews)
#1 of 143 Seminyak hotels
[Show Prices](#)
- The Kunja Villas & Spa**
4.5 (673 Reviews)
#2 of 143 Seminyak hotels
[Show Prices](#)
- Jamahal Private Resort & SPA**
4.5 (530 Reviews)
#1 of 55 Jimbaran hotels
[Show Prices](#)
- The Samaya Bali Ubud**
4.5 (1 198 Reviews)
#2 of 194 Ubud hotels
[Show Prices](#)
- The Kayon Resort**

Filters

Also show

Map Satellite

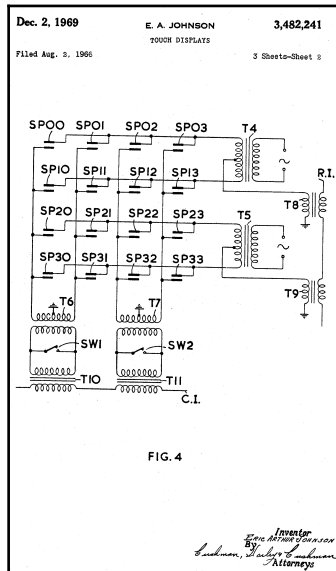
 **Francco888**
Manila
Level 2 Contributor
 7 reviews
 5 hotel reviews

“We got what we paid for.” NEW
5.0 (5) Reviewed yesterday

The W Retreat and Spa is a world class resort in Seminyak. Will go back in a heartbeat! Great pool!!! Wonderful rooms! Sumptuous food! The spa facility was beyond excellent! Staff was very accommodating and courteous! One of my best hospitality experiences! If you are going to Bali, stay at the W even for just a night!

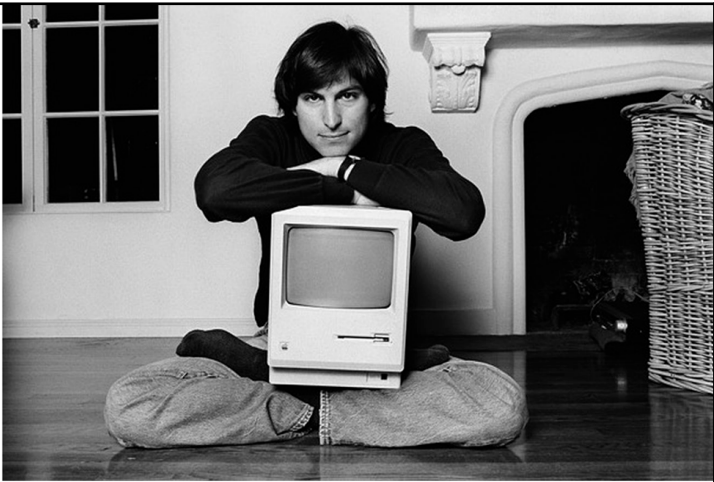
Helpful?

Chapter 4: Best Practices for Usability Within the User Interface (UI)

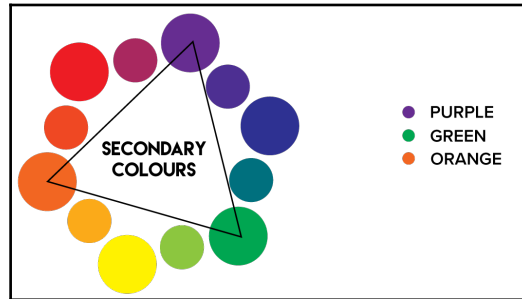
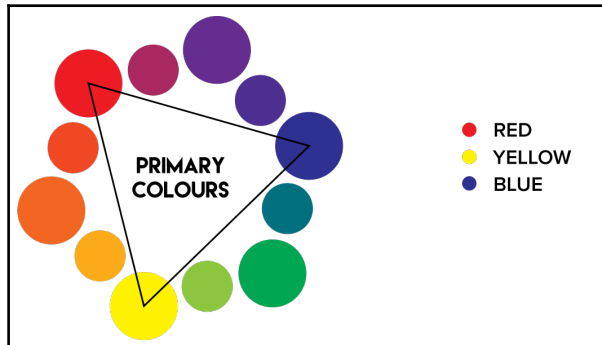
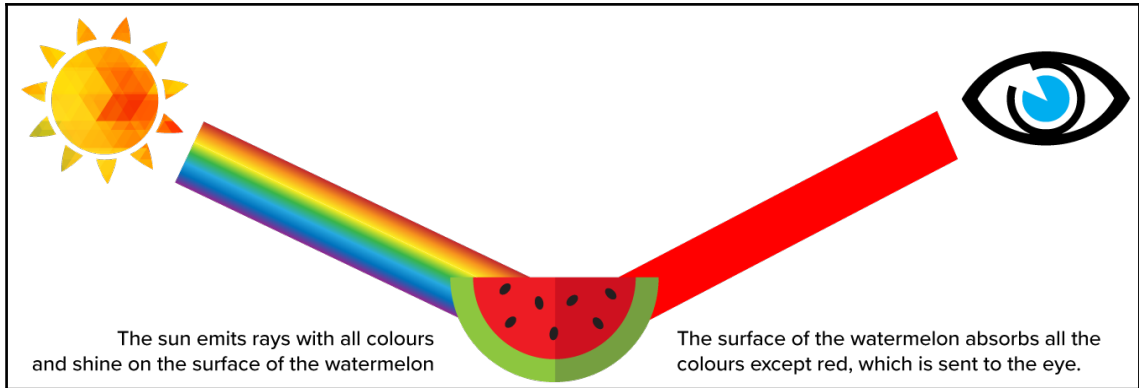


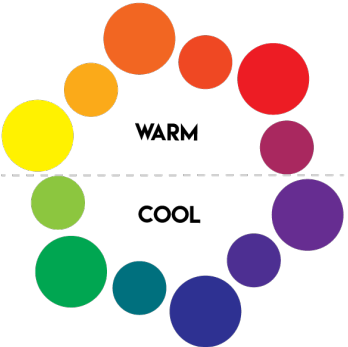


The Xerox Alto, the first GUI



1985 - Steve Jobs





Warm colours are stimulating, evoke a feeling of energy and connect emotionally with warmth. Because warm colours are quite intense, they should be used in moderation as the user can easily feel anxious or drained if used in excess.

Cool colours are soothing in nature, tend to be more relaxing and connect emotionally with trust. Because cool colours can possibly come across as a bit dull, it's always good to balance it out with some warm colours to ensure the user stays interested.








	Yellow Happiness, joy, positivity, hope, enlightenment and creativity. Betrayal, egoism, impatient and deceitful.
	Orange Vibrance, energy, vitality, good health, adventurous and informal. Superficial, inexpensive and self-indulgent.
	Red Love, passion, stimulating and spontaneous. Danger, fire, blood, violence, rebellious and quick tempered.
	Purple Royalty, spirituality, individualism, mysterious and wisdom. Arrogance, mourning, immaturity and impractical.
	Blue Calm, peace, harmony, trust, water, security and confidence. Self-righteous, superstitious, conservative and rigid.
	Green Growth, restoration, fertility, nature, good luck, renewal and youth. Jealousy, envy, possessive, greedy and hypocrisy.
	Black Sophisticated, formal, elegance, wealth and seductive. Pessimistic, evil, secretive, conservative and negativity.
	White Purity, innocence, peace, snow and pristine. Empty, sterile, cold, unimaginative and detachment.

Table 2**Detected crime data¹ for selected area in Glasgow City Centre²**

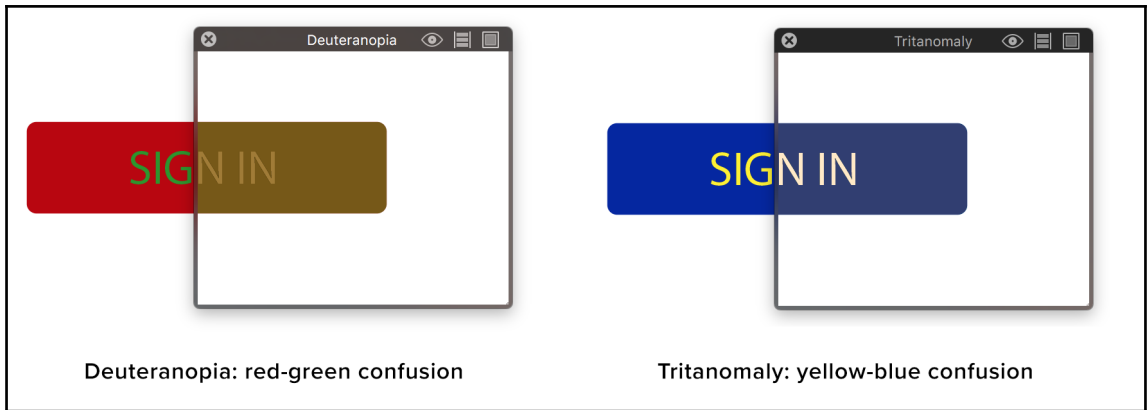
By calendar year, 1998 to 2004

Crime category	January to December						
	1998	1999	2000	2001	2002	2003	2004
SVC - Serious Assault	4	1	3	1	1	0	1
SVC - Robbery	5	3	3	3	3	0	4
SVC - Other Violence Crimes	0	1	1	1	0	1	0
SVC - Indecency Crimes	1	3	8	1	0	1	0
Housebreaking (Domestic)	0	0	0	0	0	0	0
Housebreaking (Other)	3	9	10	1	3	5	10
Motor Vehicle Crime	3	2	3	0	0	0	0
Theft	4	14	8	10	8	5	22
Shoplifting	52	127	163	99	28	31	50
Other Dishonesty	25	37	51	29	22	69	28
Vandalism/Fireraising etc.	2	3	1	5	4	4	6
Offensive Weapons/Knives	3	11	10	6	4	5	15
Drug - Supply	6	8	7	4	15	6	3
Drug - Possession	8	23	7	8	19	10	32
Other Misc. Crimes	9	10	9	5	13	7	19
Common Assault	9	17	34	14	19	14	34
Breach of the Peace	48	47	69	36	43	40	59
Racially Aggravated Conduct/Harassment	0	0	0	0	0	1	2
Anti-social Behaviour (Scotland) Act 2004	0	0	0	0	0	0	0
Drunk and Incapable	1	1	3	3	4	5	7
Consumption of alcohol in designated places	15	9	16	7	4	7	17
Other Misc. Offences	18	5	9	4	19	6	13
Dangerous driving offences	0	0	1	0	0	0	0
Driving Carelessly	1	0	0	1	0	0	1
Drink, Drug driving offences incl. Failure to provide a specimen	1	0	1	0	0	0	3
Speeding offences	0	0	0	0	0	0	0
Seat belt offences	2	0	0	0	0	0	0
Mobile phone (whilst driving) offences	0	0	0	0	0	0	0
Other Driving Offences	6	4	8	7	6	10	9

¹ Data was sourced from the Corporate Crime Database and is based on the date that the crime report was raised. Only records recorded on the Crime Management System are included, no conditional offer of fixed penalty data is included.

² Data was selected if the x and y co-ordinates recorded on the crime report were mapped along Buchanan Street (including one premise deep either side) between Bath Street and Argyle Street. Please note that approx. 32 percent of crimes have no x & y co-ordinates recorded and are therefore excluded from the data provided.

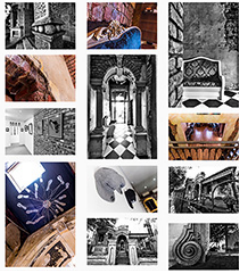
Source: Corporate Crime Database



<p>Material is the metaphor</p> <p>A material metaphor is the unifying theory of a rationalized space and a system of motion. The material is grounded in tactile reality, inspired by the study of paper and ink, yet technologically advanced and open to imagination and magic.</p> <p>Surfaces and edges of the material provide visual cues that are grounded in reality. The use of familiar tactile attributes helps users quickly understand affordances. Yet the flexibility of the material creates new affordances that supercede those in the physical world, without breaking the rules of physics.</p> <p>The fundamentals of light, surface, and movement are key to conveying how objects move, interact, and exist in space and in relation to each other. Realistic lighting shows seams, divides space, and indicates moving parts.</p>	<p>Bold, graphic, intentional</p> <p>The foundational elements of print-based design – typography, grids, space, scale, color, and use of imagery – guide visual treatments. These elements do far more than please the eye. They create hierarchy, meaning, and focus. Deliberate color choices, edge-to-edge imagery, large-scale typography, and intentional white space create a bold and graphic interface that immerse the user in the experience.</p> <p>An emphasis on user actions makes core functionality immediately apparent and provides waypoints for the user.</p>	<p>Motion provides meaning</p> <p>Motion respects and reinforces the user as the prime mover. Primary user actions are inflection points that initiate motion, transforming the whole design.</p> <p>All action takes place in a single environment. Objects are presented to the user without breaking the continuity of experience even as they transform and reorganize.</p> <p>Motion is meaningful and appropriate, serving to focus attention and maintain continuity. Feedback is subtle yet clear. Transitions are efficient yet coherent.</p>



The 19th century is a period of great artistic and scientific discovery. It is a time when the world was changing rapidly, and the human mind was being pushed to its limits. The scientific revolution was in full swing, and the world was being transformed by the power of the machine. The 19th century was a time of great change, and it is a time that we can still learn from today.



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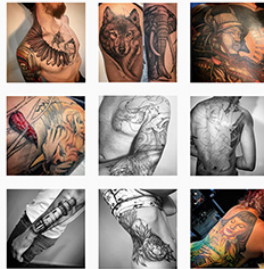
The 19th century was a time of great change, and it is a time that we can still learn from today. The scientific revolution was in full swing, and the world was being transformed by the power of the machine. The 19th century was a time of great change, and it is a time that we can still learn from today.

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Baked Ink

It's a great pleasure to have you here on the Baked Ink website. We have a mission to provide all the information you need to know about Baked Ink. We have a mission to provide all the information you need to know about Baked Ink. We have a mission to provide all the information you need to know about Baked Ink.



See more of Baked Ink's work on Instagram

Other artists at the MTH studio



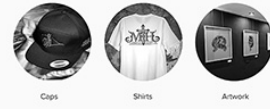
Guest artists are welcome! If you are interested in having your work done at Baked Ink, please contact us.



The studio Artists Online shop Contact us



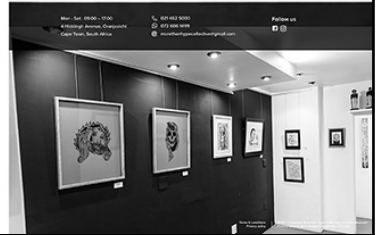
The studio Artists Online shop Contact us



Caps

Shirts

Artwork



Mon - Sun: 10:00 - 17:00
4 Kingsway Avenue, Johannesburg
Cape Town, South Africa

Phone us
011 462 5000
011 462 5000
info@mthstudio.com@gmail.com



The studio Artists Online shop Contact us

The studio Artists ▾ Online shop Contact us

- Baked Ink
- Bruce the Kid
- Ted Flintstxne
- Uncle Black


Mon - Sat: 09:00 – 17:00
4 Hiddingh Avenue, Oranjezicht
Cape Town, South Africa


☎ 021 462 5000
☎ 072 606 1499
@ morethanhypcollective@gmail.com


Follow us
f 📷

📅 Make a booking
📷 Follow @baked_ink

Follow us
f 📷


Caps


Shirts


Artwork

Other artists at the MTH studio



Ted Flintstxne



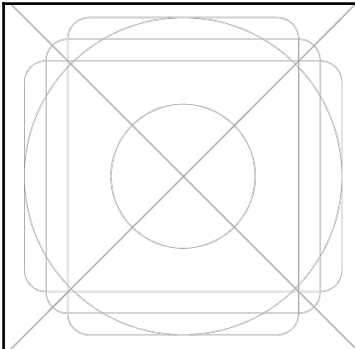
Bruce the kid



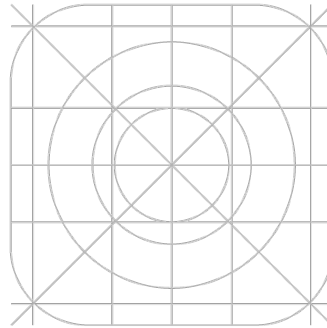
Uncle Black

Guest artists are welcome!

If you are interested in visiting More than hype as a guest artist get in touch with us.



Google's Material Design
Icon grid template



IOS Human Interface Guideline
Icon grid template

English



In most cases the British flag is used to represent the English language, but within Britain the residents speak Gaelic and Welsh, not just English.

While English does not originate from the United States of America, it has significantly more English speaking residents than Britain. Is the American flag more appropriate to represent the English language?

What about the other countries that speak English? English is the most widely spoken language in the world with countries from all continents such as Canada, Ireland, Australia, South Africa, etc.

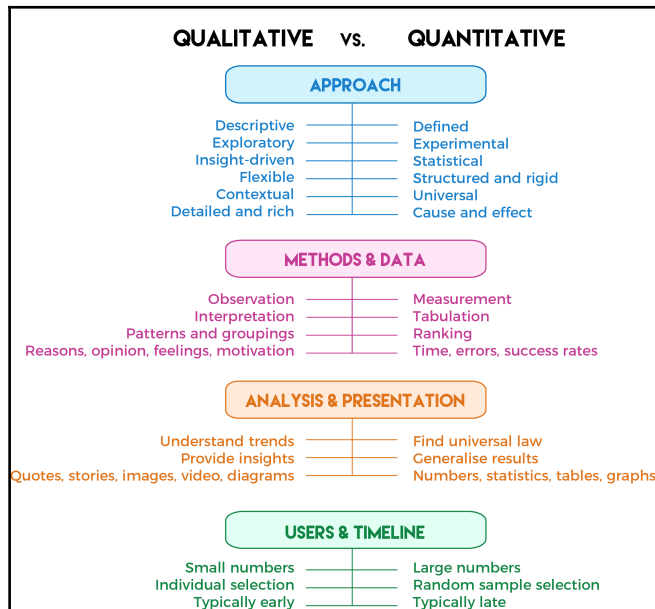
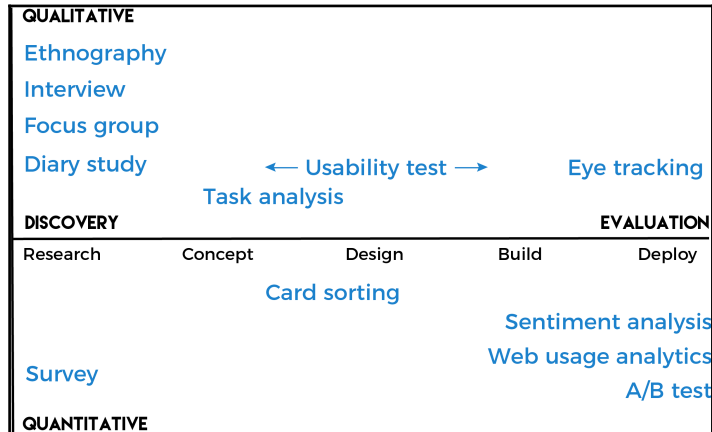
French



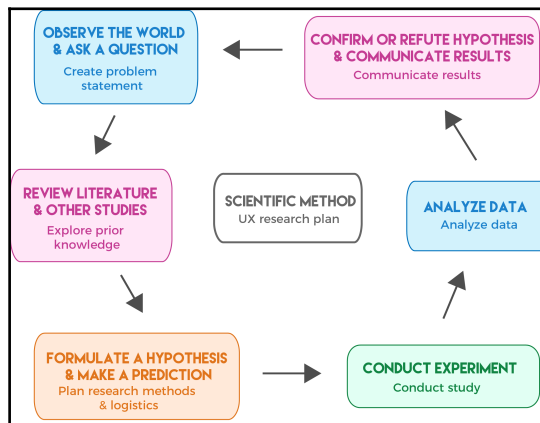
The French flag is the most obvious choice to represent the French language, but French is spoken in many European countries, such as Switzerland and Belgium.

Also many African countries in the Ivory Coast and countries more South like Mozambique speak predominantly French to communicate.

Chapter 5: Set a Solid Foundation - Research and Analyze



FOCUS	METHODS	CONTEXT
USABILITY & EXPERIENCE	A/B test Cognitive walkthrough Diary study Ethnography Eye tracking Focus group Heuristic analysis Interview Sentiment analysis Survey Usability test Web usage analytics	Field Lab Field Field Lab Lab Lab Lab / Field Field Field Lab / Field Field
INFORMATION ARCHITECTURE, CONTENT & TASKS	Card sorting and tree testing Cognitive walkthrough Content audit Ethnography Heuristic analysis Interview Survey Task analysis Web usage analytics	Lab / Field Lab Lab Field Lab Lab / Field Field Lab Field
STAKEHOLDERS	Content audit Ethnography Interview Survey	Lab Field Field / Lab Field
COMPETITORS	Competitor analysis Cognitive walkthrough Heuristic analysis Usability test	Lab Lab Lab Lab / Field



GOALS	SIGNALS	METRICS
Enhance company brand	Positive social media comments about the brand values of "comfort while exercising" and "wide range to fit all sizes"	Positive mentions of brand with value keywords on Twitter and Facebook
Display product range more clearly	Customers find products more easily	Number of clicks to find product
Improve retention	Increase numbers of returning customers	Increased proportion of return visitors
Increase online sales	Increased conversion from visits to sales	Increased proportion of sales to visits


Chapter 6: Create a UX Strategy - Users and Content

PERSONA TEMPLATE

Description
A summary of the user's characteristics and narrative of the user's habits and behaviour.

Goals & tasks

- What motivates the user?
- What is the user looking for?
- What is the user looking to do?
- What are the user's needs?



Quote

"A unique quote to sum up the user's personality, ambitions and needs."

Name

- First & last name
- Personal / Professional title

Occupation

- Occupation
- Qualification

Demographic

- Age
- Gender
- Nationality
- Ethnicity
- Marital status

Environment

- Internet connection
- Online habits
- Devices

PERSONA EXMAPLE

THE INNOVATOR

Amara Faye, is a young African American woman in her early twenties who lives in the vibrant city of Los Angeles. The city fits her personality perfectly as she lives for creative input from her environment. She knew from a young age that she wants to go into a creative field and being an Art Director comes naturally to her. She studied Visual Communication at the Los Angeles Creative School and landed her first job right after at an ad agency. She owns a Macbook Pro, iPad & iPhone and is connected to the internet 24/7. She spends on average between 5-8 hours a day online for both work and personal purposes.

What motivates Amara?

With her creative nature, Amara is motivated by anything visually stimulating, from taking art classes to exploring upper class deep house clubs in the CBD of Los Angeles.

What is she looking for?

Amara is looking for new creative ways to express herself.

What is she looking to do?

Amara is looking for inspiration to keep her up to date with new creative trends.

What are Amara's needs?

She wants to explore inspirational and creative platforms online.



*"Find that creative spark
and look for ways to
make it a fire"*

Name

Amara Faye (Miss)

Occupation


Art Director
BA in Visual Communication

Demographic

24, Female
African American
Single

Environment

10MB Fibre & 3G
5 - 8 hours a day
Desktop, tablet & mobile

View instructionsLeave a commentFinished

- Sign up
- FAQ
- Terms of use
- Features
- Try it for free
- Facebook
- Contact
- Sign in
- Google
- Pricing
- Become a partner
- Privacy policy
- Demo
- Videos
- Home
- Create an account

23 of 23 remaining

Step 1

Take a quick look at the list of items to the left.

We'd like you to sort them into groups that make sense to you.

There is no right or wrong answer. Just do what comes naturally.

Step 2

Drag an item from the left into this area to create your first group.

The image shows a screenshot of the OptimalSort web application interface. At the top left is the OptimalSort logo. The top right navigation bar contains three buttons: "View Instructions", "Leave a comment", and "Finished". On the left side, there is a vertical sidebar menu with the following items: FAQ, Terms of use, Features, Try it for free, Facebook, Contact, Sign in, Google, Pricing, Become a partner, Privacy policy, Demo, Videos, Home, Create an account, and Youtube. At the bottom of the sidebar, it says "22 of 23 remaining". In the main content area, there is a "Sign up" button. Below it, the instructions for Step 3 and Step 4 are displayed.

Step 3
Click the title to rename your new group.

Step 4
Add more items to this group by dropping them on top of it.
Make more groups by dropping them in unused spaces.
When you're done click "Finished" at the top right. Have fun!

The image shows a screenshot of the OptimalSort interface. At the top left is the OptimalSort logo. To the right of the logo are three buttons: "View instructions", "Leave a comment", and "Finished". On the left side, there is a vertical menu with the following items: FAQ, Features, Try it for free, Pricing, Become a partner, Demo, Videos, Home, For Marketing Agencies, Blog, Our story, Testimonials, and For your Business. Below the menu, it says "13 of 23 remaining". On the right side, there are four dropdown panels, each with a close button (X):

- My Account**: Contains "Sign in", "Sign up", and "Create an account".
- Social links**: Contains "Youtube", "Facebook", and "Google".
- Small print**: Contains "Privacy policy" and "Terms of use".
- Get connected**: Contains "Contact" and "Newsletter subscription".

<input type="checkbox"/>	CATEGORY NAME	UNIQUE CARDS	CARDS	AVG POS	FREQ	AGREEMENT	PARTICIPANTS	EDIT									
<input type="checkbox"/>	A Sub Menu of something like "Our Product" in Main Menu	6	<table border="1"> <tr><td>Demo</td><td>1.0</td><td>1</td></tr> <tr><td>Try it for free</td><td>2.0</td><td>1</td></tr> <tr><td>For your Business</td><td>3.0</td><td>1</td></tr> </table> <p>Show 3 more</p>	Demo	1.0	1	Try it for free	2.0	1	For your Business	3.0	1			1.00	1	
Demo	1.0	1															
Try it for free	2.0	1															
For your Business	3.0	1															
<input type="checkbox"/>	About Us	8	<table border="1"> <tr><td>Our story</td><td>1.0</td><td>1</td></tr> <tr><td>Features</td><td>2.0</td><td>1</td></tr> <tr><td>Pricing</td><td>3.0</td><td>1</td></tr> </table> <p>Show 5 more</p>	Our story	1.0	1	Features	2.0	1	Pricing	3.0	1			1.00	1	
Our story	1.0	1															
Features	2.0	1															
Pricing	3.0	1															
<input type="checkbox"/>	About Us	5	<table border="1"> <tr><td>Our story</td><td>1.0</td><td>1</td></tr> <tr><td>Features</td><td>2.0</td><td>1</td></tr> <tr><td>Testimonials</td><td>3.0</td><td>1</td></tr> </table> <p>Show 2 more</p>	Our story	1.0	1	Features	2.0	1	Testimonials	3.0	1			1.00	1	
Our story	1.0	1															
Features	2.0	1															
Testimonials	3.0	1															

Graphic Bundle

CARD NAME	UNIQUE CATEGORIZATIONS	CATEGORIES	AVG POS	FREQ
Become a partner	8	Info for other businesses	1.0	1
		Join us	2.0	1
		Our Product	2.0	1
		Show 5 more		
Blog	7	Resources	1.0	1
		content to generally enrich the site and create more interest	2.0	1
		Propaganda	2.0	1
Show 4 more				
Contact	7	Contact Us	1.0	2
		Contact	1.0	1
		need to know	1.0	1
Show 4 more				

Consider IAs with 2 - 8 groups

Similar IAs: 4/8
4 groups submitted by #9

Account

Similar group labels

- Dashboard
- My Account
- User/Account Menu

About Us

Similar group labels

Marketing Product/Service business stuff

Similar IAs: 3/8
5 groups submitted by #6

Account

Similar group labels

- top of page
- Join us
- My Account

need to know

Similar group labels

Contact Us

Important small print stuff that very few people bother looking at

Information

Similar IAs: 1/8
8 groups submitted by #8

Account

Similar group labels

- My Account
- User/Account Menu
- top of page

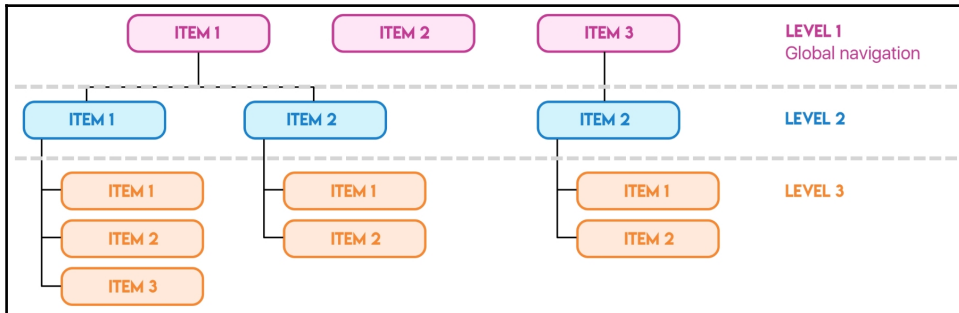
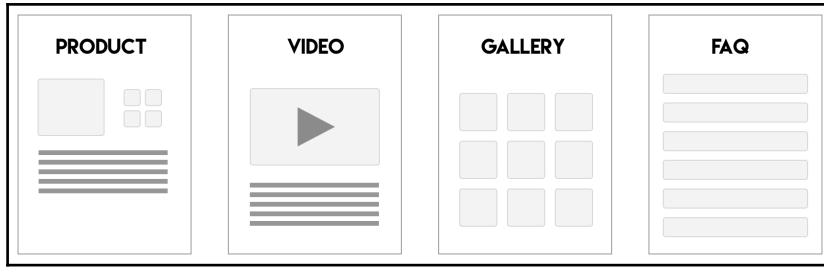
Home

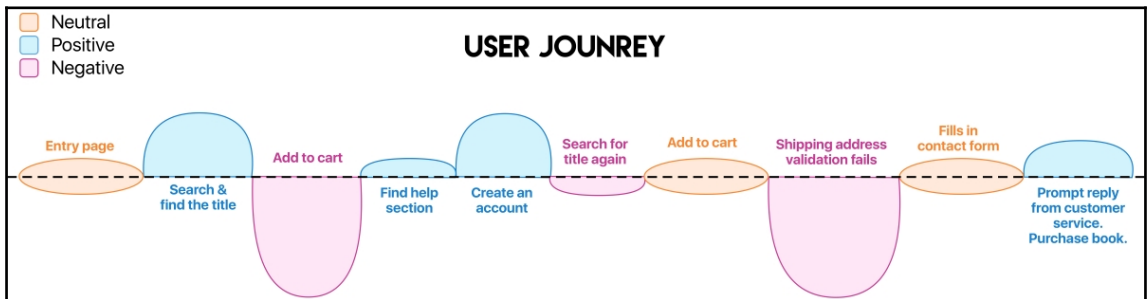
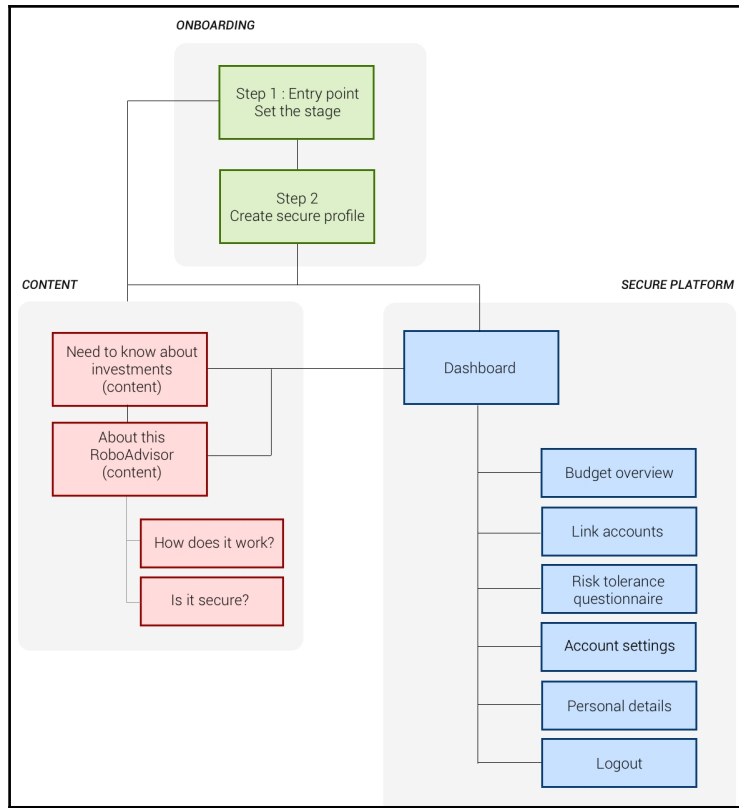
Similar group labels

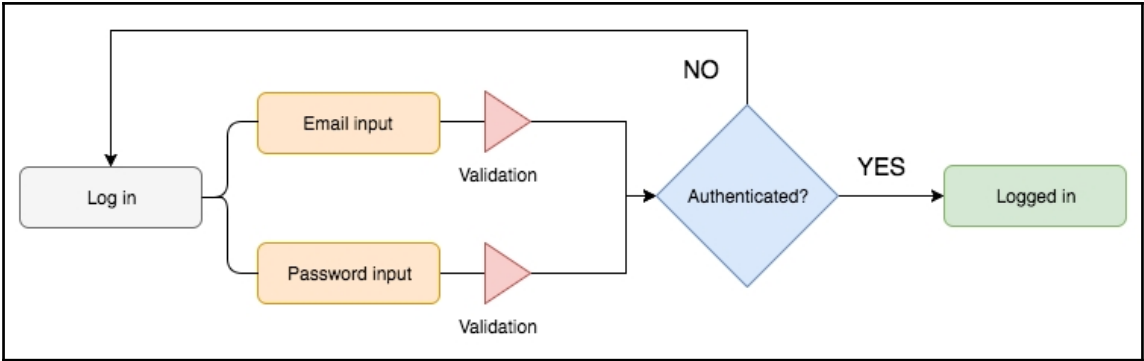
home...

Contact

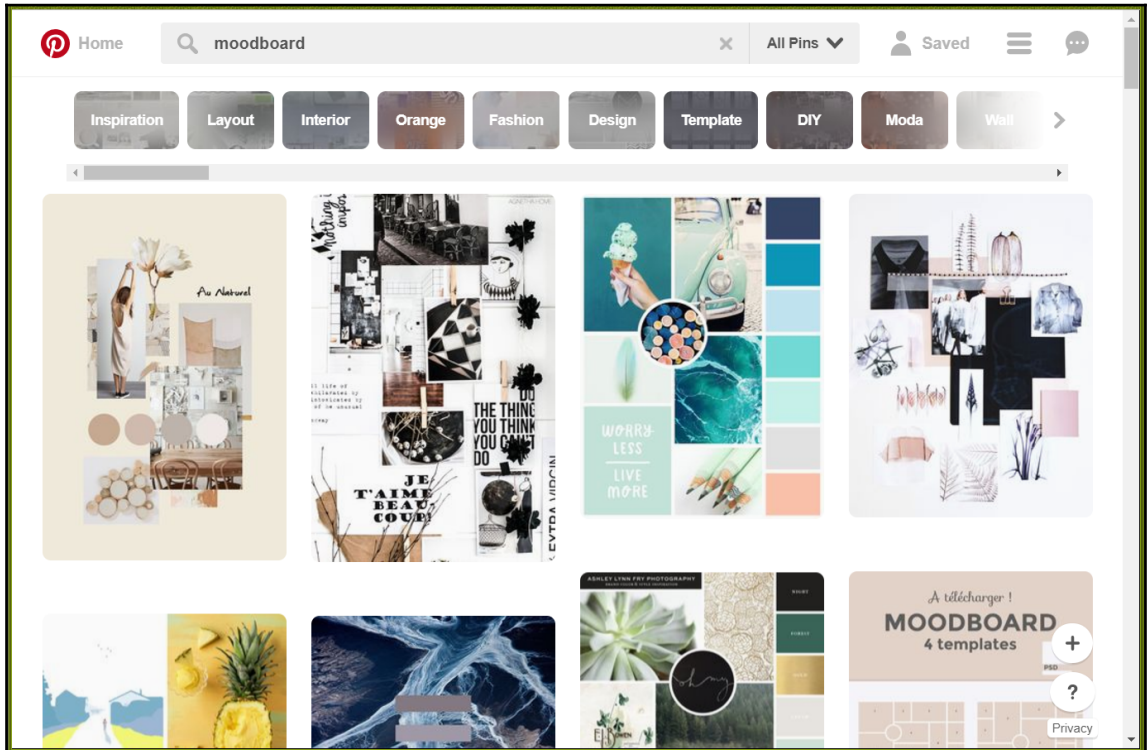
Similar group labels







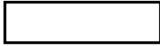
















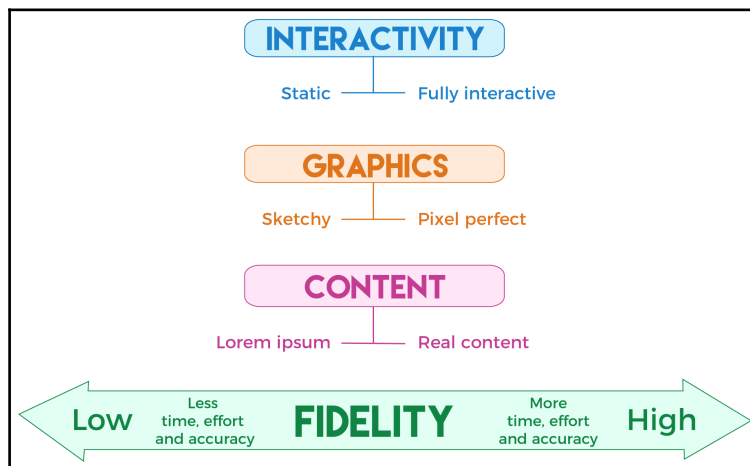


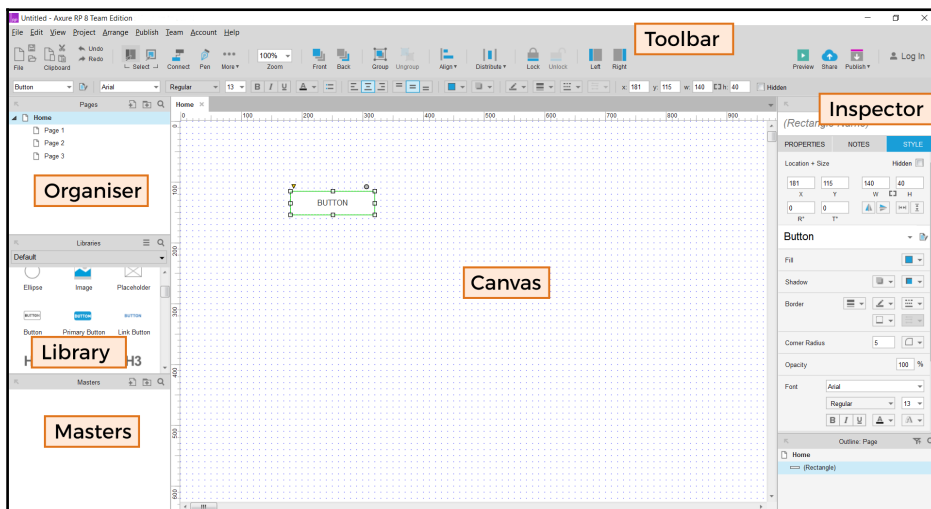
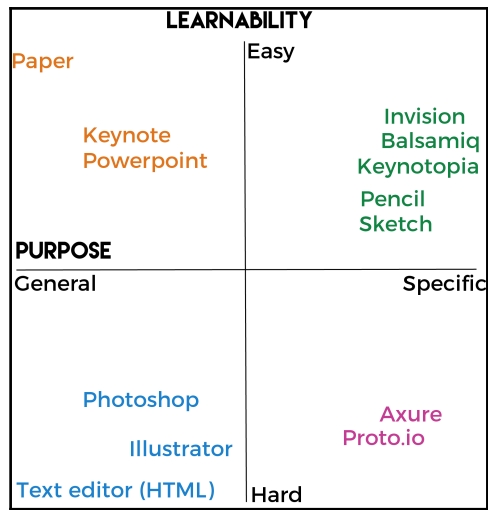


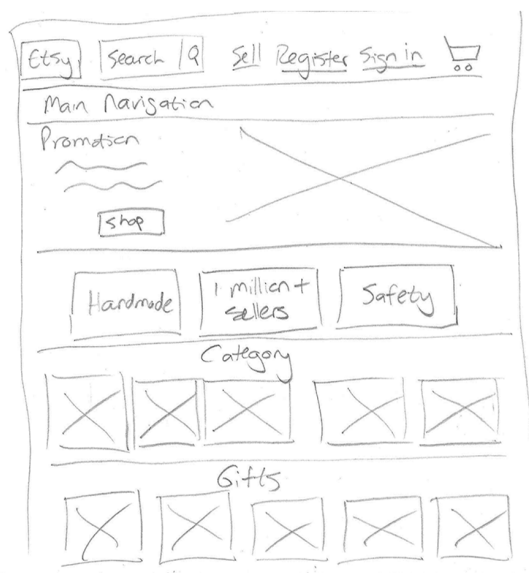
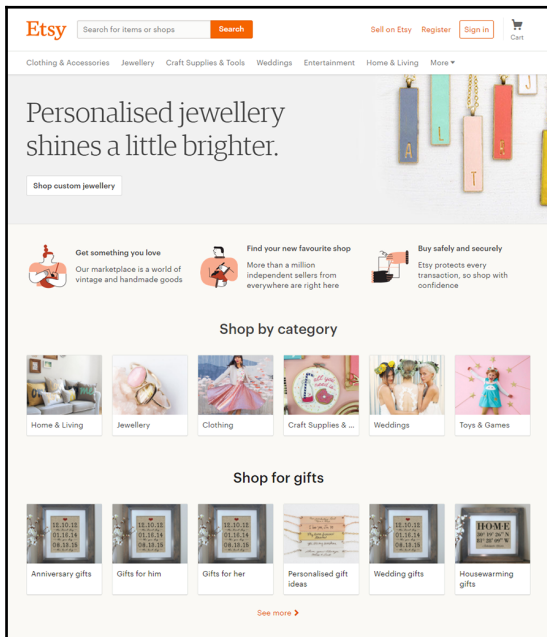
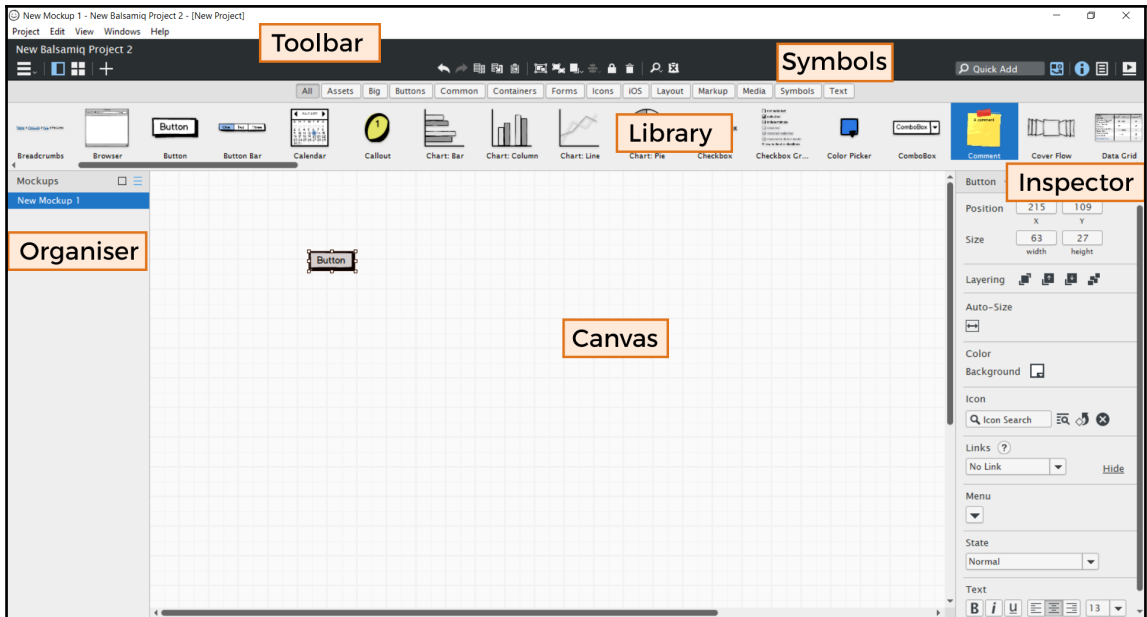
Chapter 7: Bring Your UX Strategy to Life with Wireframes and Prototypes

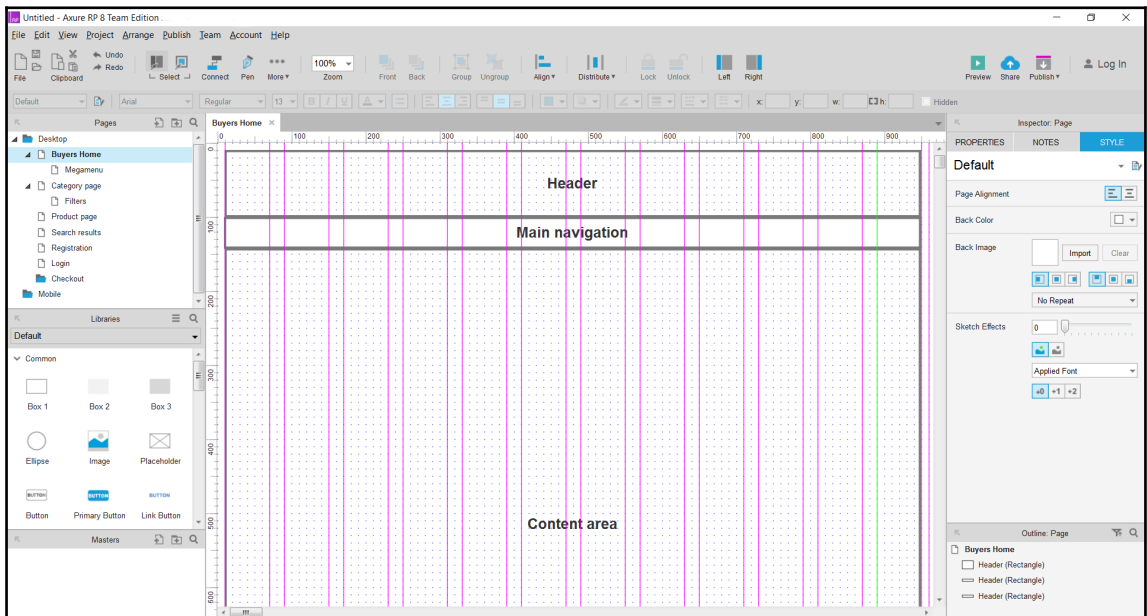
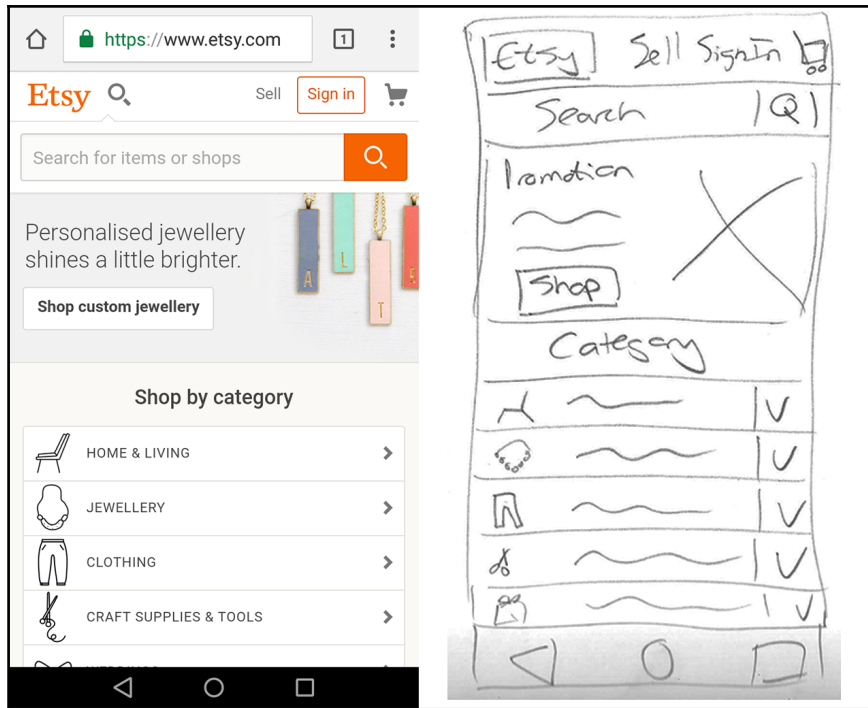


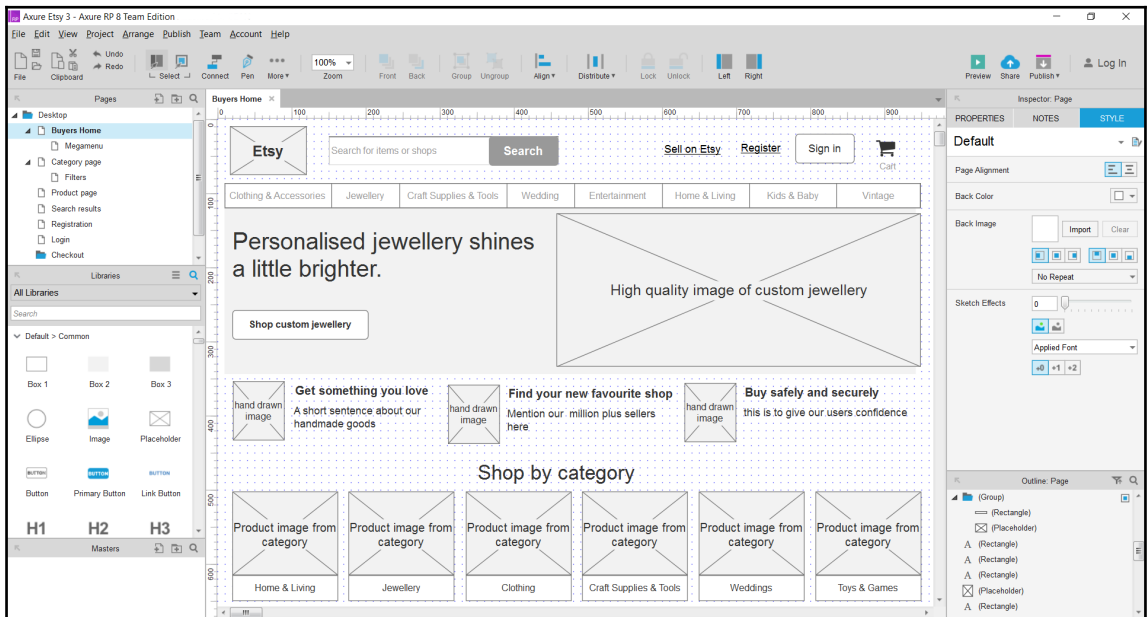
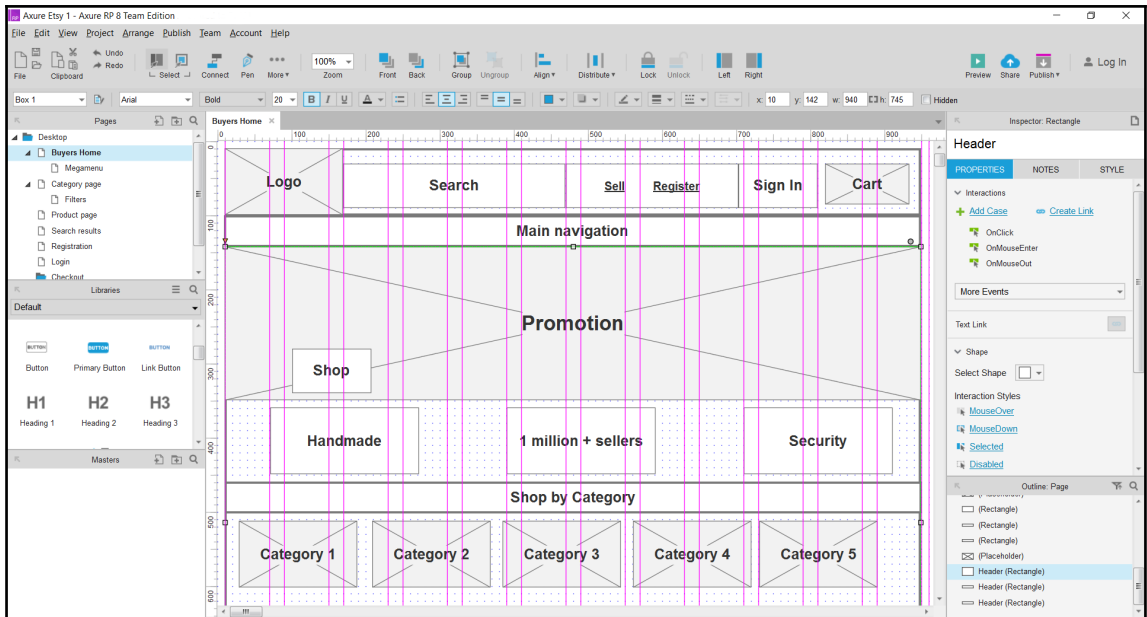
PROJECT NAME			Theme	Version #
KEY WORDS				
Template	Stark	Plain		
INSPIRATION				
				
				
				
DESIGN ELEMENTS				
				
	Icons			
COLOUR SCHEME				
				
#Hexcode	#Hexcode	#Hexcode	#Hexcode	#Hexcode
TEXTURES				
				
TYPOGRAPHY				
This is a Heading				
Font name and weight, size, #Hexcode				
This is a Sub-heading				
Font name and weight, size, #Hexcode				
This is body text. It should be long enough to give an idea of what it would look like in a wrapped and justified paragraph.				
Font name and weight, size, #Hexcode				

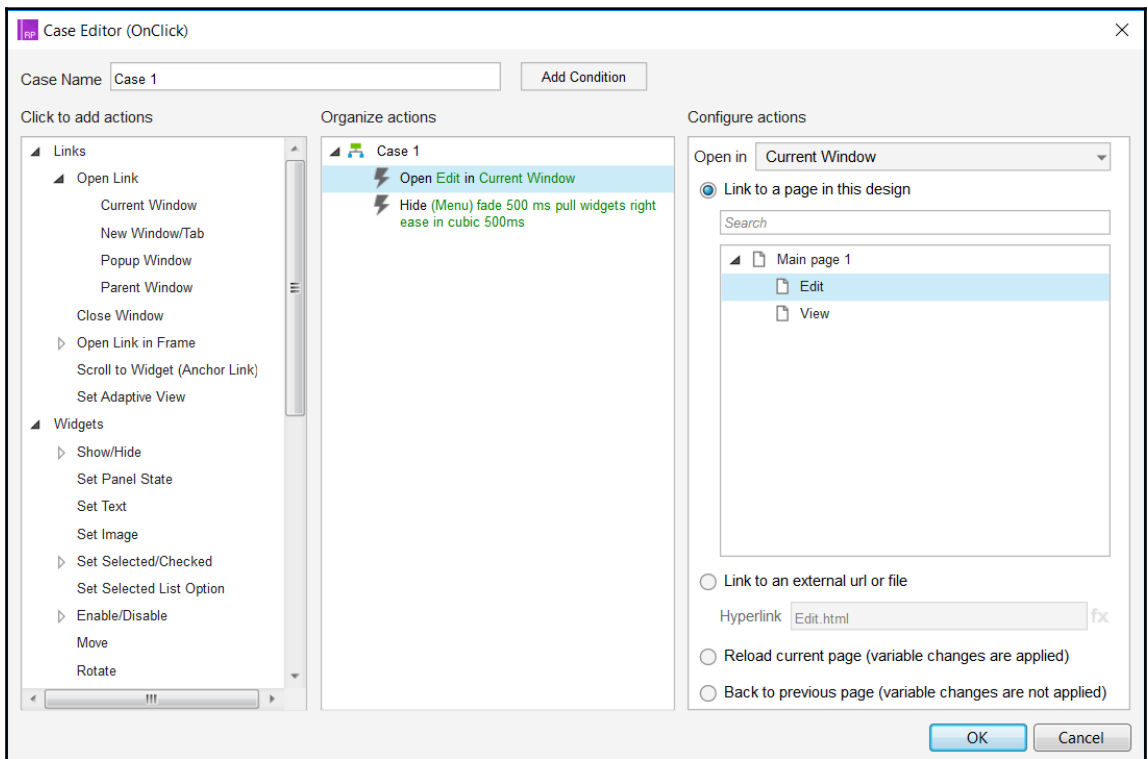
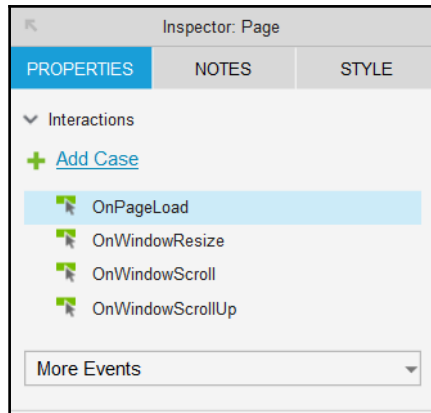


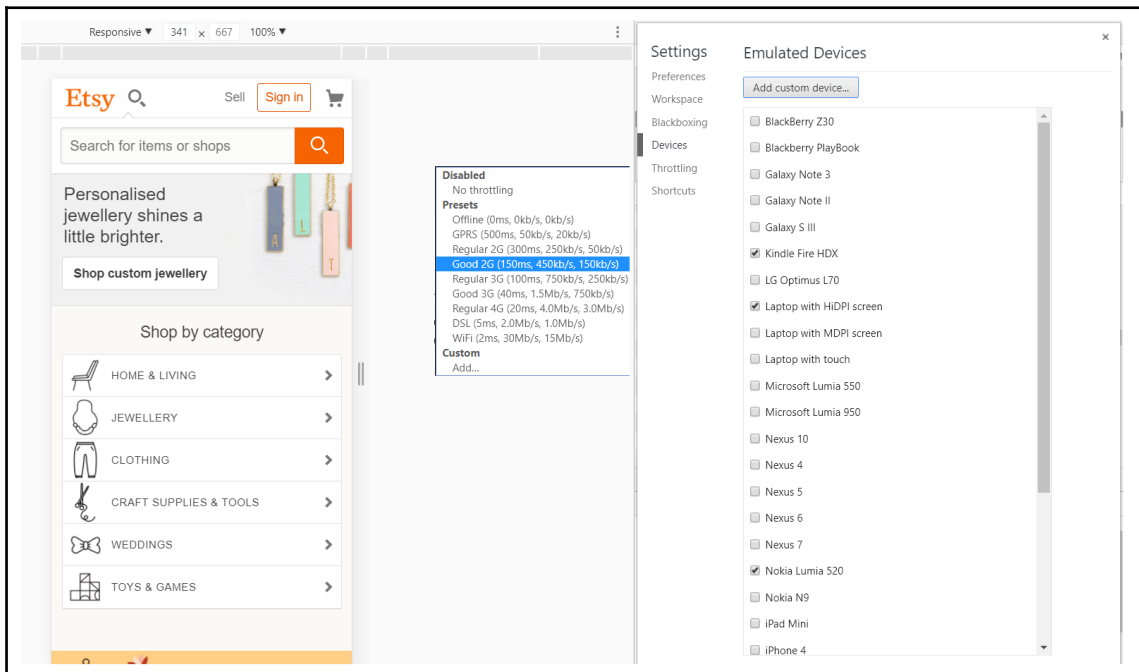
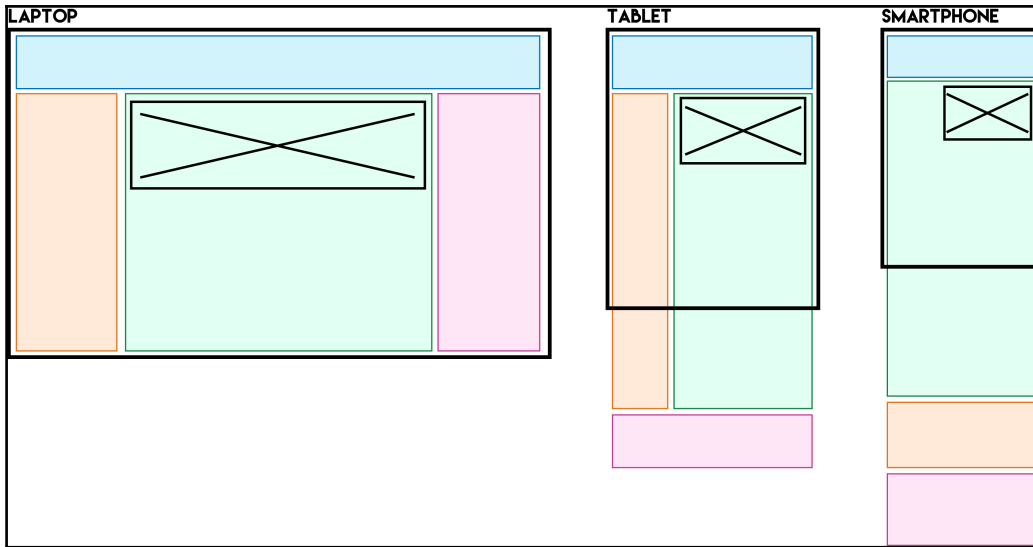




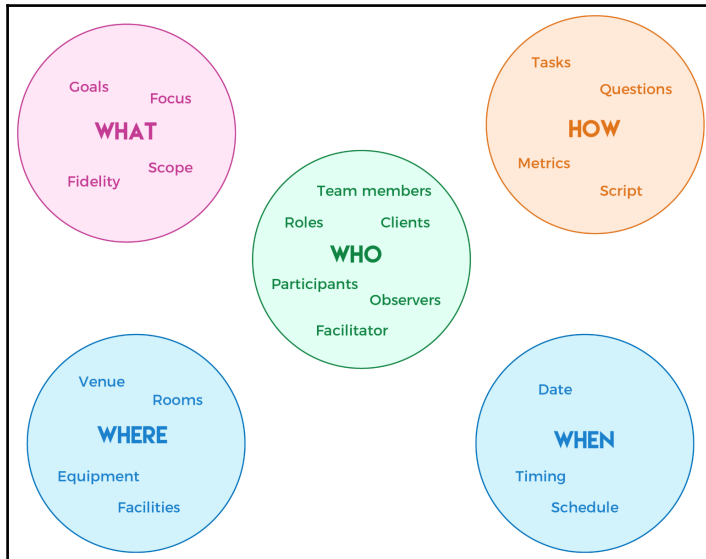
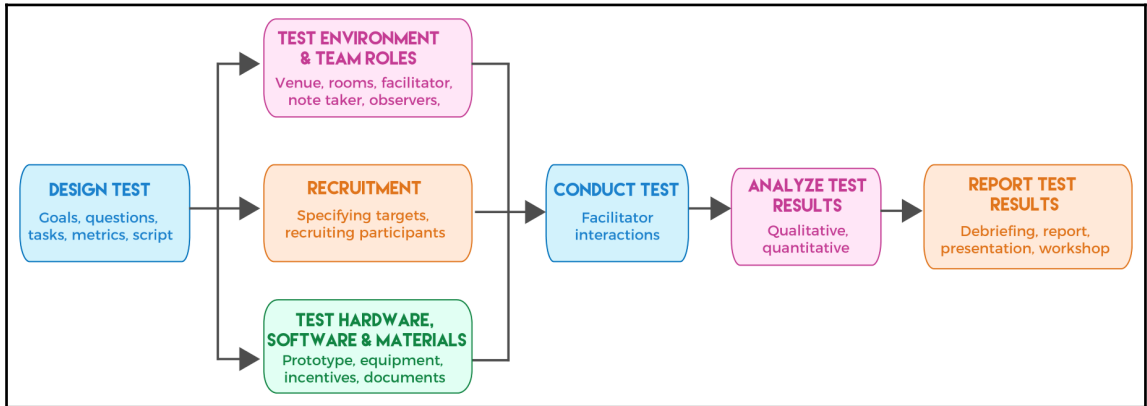








Chapter 9: Optimize your UX Strategy with Iterative User Testing



USABILITY COMPONENT	METRICS
EFFECTIVENESS	Task success Task completion
EFFICIENCY	Time on task Steps to complete task
SATISFACTION	Rating scale for enjoyment, ease of use, usefulness Expressions of satisfaction / frustration
DISCOVERABILITY	First clicks First impressions Expressions of satisfaction / confusion
LEARNABILITY	Time on task for repeat tasks Task success for repeat tasks Number of errors for repeat tasks Expressions of mastery / confusion
ERROR PRONENESS	Number of errors Severity of errors

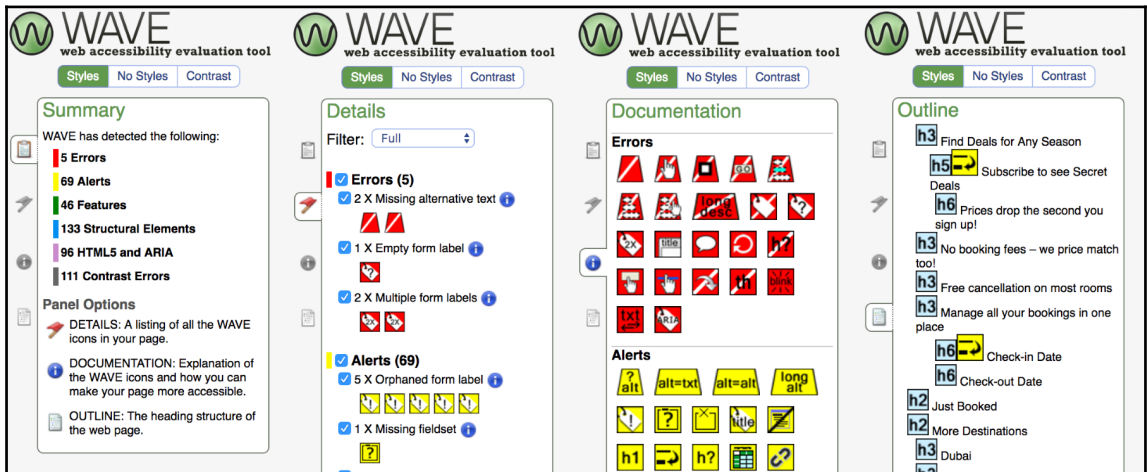
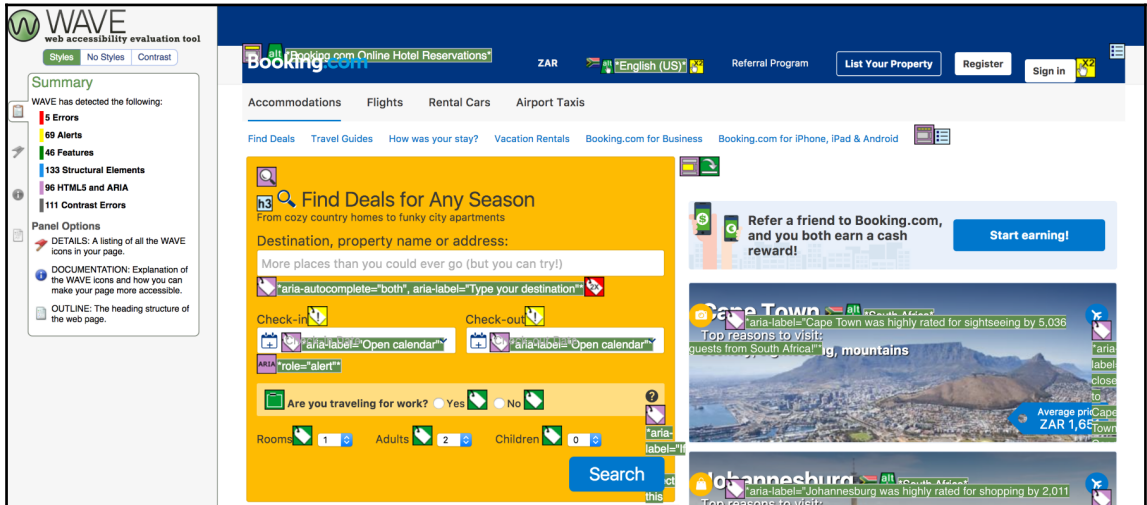
WELCOME (2 minutes)
What is your name?
What do you do for a living?
RADIO (5 minutes)
How much do you listen to the radio? (When and where, How, Were you listening on the way here? What was on?)
What kinds of things do you like listening to on the radio? (Any favorite shows or DJs?)
Do you ever go to the websites of radio stations that you like? (Why/why not? How often? When was the last time? Why?)
TECHNOLOGY (5 minutes)
Do you listen to audio streaming? (How often? When was the last time? Tell me about it)
What websites do you look at for fun (not for work)? (When? What triggers you?)
Do you ever comment or post things on these websites? (When was the last time? / Why not?)
TASKS (45 minutes)
We are going to ask you to do some tasks on a website I'm about to show you. It is still a prototype, which means it is not finished and some things won't work the way they should. I'll tell you what to ignore. Let's open it and you can tell me what you think.
Home page: What do you see here? What can you do? Is there anything interesting to you here? Go ahead and look.
How would you find out about something you've heard on air? (E.g. the DJ mentioned a video you want to look at)
Show me how you would request a song?
What would you expect to find on the DJ pages? Let's go look at your favorite DJ's profile.
END (3 minutes)
On a scale of 1 to 7, how easy or difficult was it to find what you wanted on the site? Why?
What did you think of the website? Any final comments? (Anything missing that you expected?)

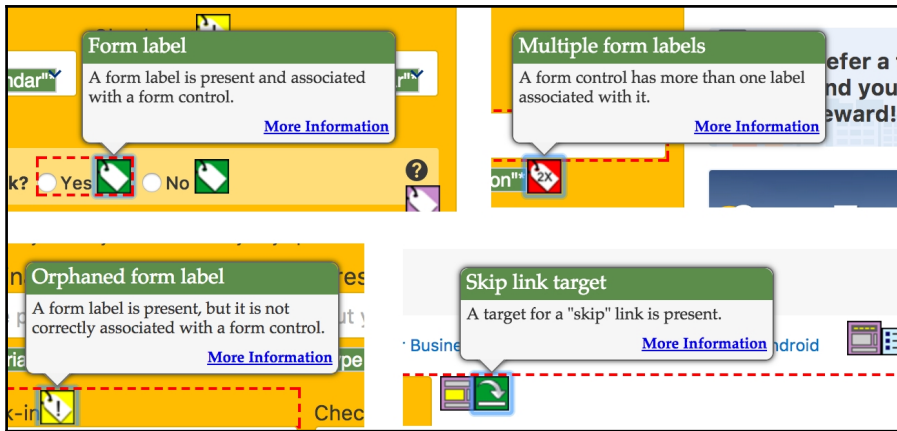
USABILITY TEST CHECKLIST

- | | |
|---|--|
| <input type="checkbox"/> What to test (scope, fidelity) | <input type="checkbox"/> Participants recruited |
| <input type="checkbox"/> Date confirmed | <input type="checkbox"/> Script |
| <input type="checkbox"/> Venue booked | <input type="checkbox"/> Prototype ready (including dummy data if necessary) |
| <input type="checkbox"/> Facilitator and other key roles filled | <input type="checkbox"/> Equipment ready (ref Equipment checklist) |
| <input type="checkbox"/> Stakeholders and team members invited | <input type="checkbox"/> Incentives ready |
| <input type="checkbox"/> Task and scenario list | <input type="checkbox"/> Documents ready (NDA, consent form) |
| <input type="checkbox"/> Recruitment brief | <input type="checkbox"/> Pilot test |

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5
Discoverability	Orange	Orange	Yellow	Green	Orange
Task 1	Green	Green	Yellow	Green	Yellow
Task 2	Orange	Orange	Green	Green	Yellow
Task 3	Yellow	Red	Orange	Green	Red
Task 4	Green	Green	Green	Green	Green
Task 5	Yellow	Green	Orange	Green	Green
Task 6	Red	Yellow	Orange	Green	Green
Task 7	Green	Yellow	Orange	Yellow	Green
Task 8	Red	Green	Red	Red	Red

Chapter 11: A Practical Guide to Web Accessibility





Explore the beaches of South Africa

CLICK HERE

NO ALT TEXT

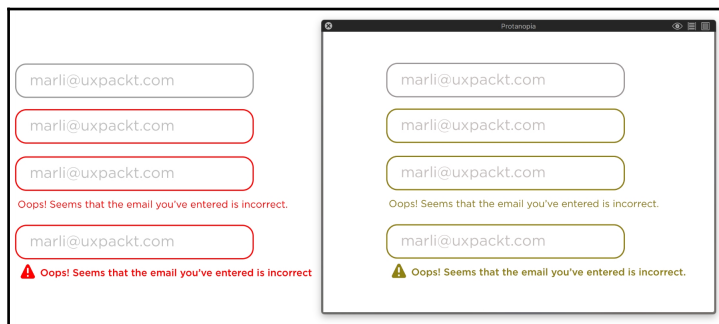
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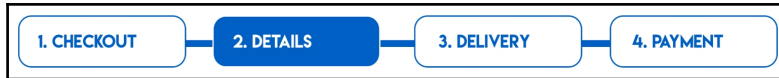
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ALT TEXT

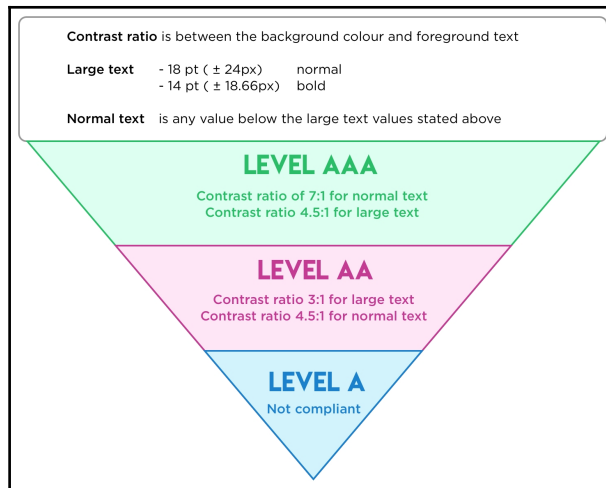
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COMPULSARY FIELDS	INVALID EMAIL
<p>* Full name <input type="text"/></p> <p>⚠ You have not provided a full name. We need your full name to continue with the registration process.</p> <p>* Mobile number <input type="text" value="+27 66 567 0990"/></p> <p>* Email <input type="text" value="marli@uxpackt.com"/></p>	<p>* Full name <input type="text" value="Marli Ritter"/></p> <p>* Mobile number <input type="text" value="+27 66 567 0990"/></p> <p>* Email <input type="text" value="marliuxpacktcom"/></p> <p>⚠ It seems like the email address provided is not a valid email. Please check if you have entered it correctly.</p>



The image shows a screenshot of the WAVE web accessibility evaluation tool overlaid on the Booking.com search page. The WAVE tool interface on the left includes a logo, the text 'WAVE web accessibility evaluation tool', and navigation buttons for 'Styles', 'No Styles', and 'Contrast'. A 'Documentation' sidebar lists sections: 'Contrast Errors Very Low Contrast', 'What It Means', 'Why It Matters', 'How to Fix It', 'The Algorithm... in English', and 'Standards and Guidelines'. The 'Standards and Guidelines' section lists '1.4.3 Contrast (Minimum) (Level AA)' with a link to 'Icon index'. The Booking.com page on the right features a blue header with the logo and navigation links for 'Accommodations', 'Flights', 'Rental Cars', and 'Airport Taxis'. Below this is a yellow search area with the heading 'Find Deals for Any Season' and a 'Search' button. A red dashed box highlights the 'Check-in Date' field, which has a 'Very Low Contrast' error icon and a tooltip that reads: 'Very low contrast between foreground and background colors. More Information'. Other fields like 'Check-out Date' and 'Are you traveling for work?' also have error icons.



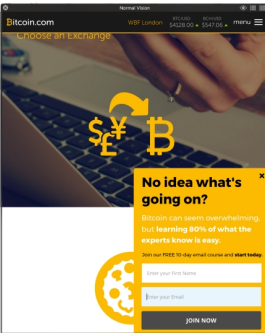
https://www.booking.com Check

Testing done on 2590 elements
 Luminosity Contrast Ratio: 828 failures
 Brightness difference: 828 failures
 Color difference: 828 failures

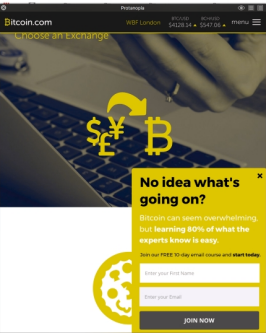
full report only errors Click on the rows to test other colours

Node	Foreground	Background	Sample	Contrast Ratio	Brightness difference	Color difference
BODY class="bookings2 b2 index en lan..."	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. A class="a11y-skip-to-content"	#FFFFFF	#FFFFFF		1:1	0	0
. DIV id="perfFrame"	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. . DIV	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. . DIV class="fp_flexible_layout_conten..."	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. . . DIV	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. DIV	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. . DIV	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765
. . . DIV class="lo_flexible_lavout_conten..."	#000000	#FFFFFF	Sample Text	21:1 AAA	255	765

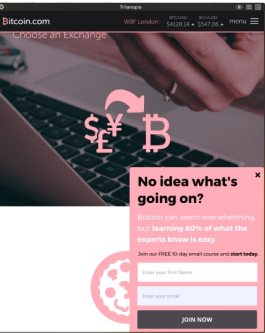
NORMAL



**PROTANOPIA
(Red-Green Confusion)**



**TRITANOPIA
(Yellow-Blue Confusion)**



**MONOCHROMACY
(No colour)**

