

Our Perception is Biased

- **The past:** our experience
- **The present:** the current context
- **The future:** our goals

Perception biased by experience

- *Perceptual priming*

- priming the mind can affect perception

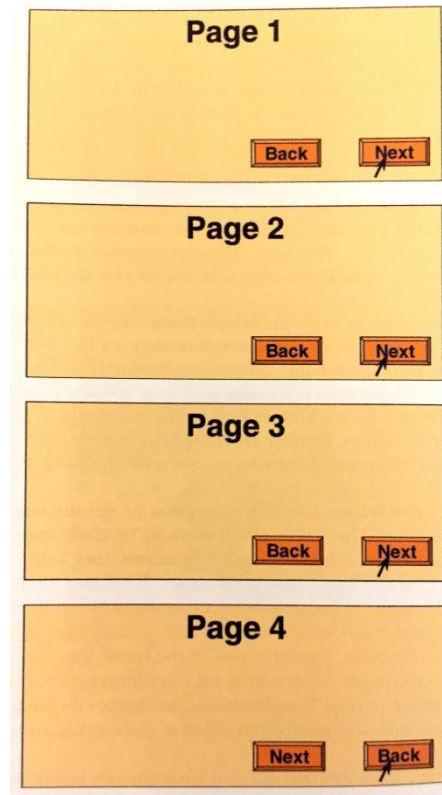


Image showing the effect of mental priming of the visual system – (from J Johnson “Designing with the mind in mind”, p 2)

Perception biased by experience

- *Familiar perceptual patterns or frames*

-repeated exposure to each type of situation builds a pattern in our minds of what we expect to see



The “Next” button is perceived to be in consistent location, even when it isn’t – (from J Johnson “Designing with the mind in mind”, p 4)

Perception biased by experience

- *Habituation*
 - repeated exposure to the same (or highly similar) perceptions dulls our perceptual system's sensitivity to them



Francis Barlow – illustration of the “The Boy who Cried Wolf” fable
https://en.wikipedia.org/wiki/The_Boy_Who_Cried_Wolf

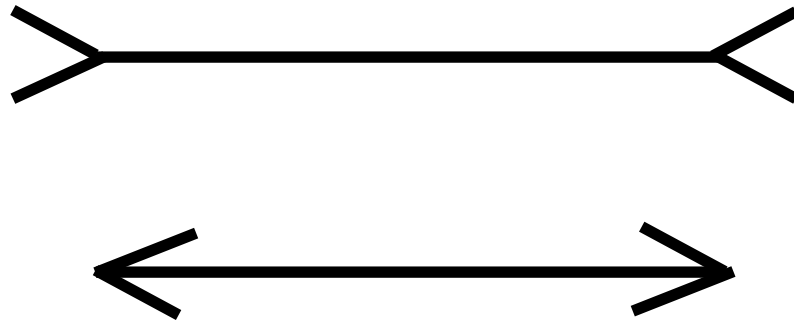
Perception biased by experience

- *Attentional blink*
 - Caused by the brain's perceptual and attention mechanisms being fully occupied with processing the first recognition

Perception biased by current context

- What we see is influenced by the context

THE CAT



Perception biased by goals

- ***Guide*** our perceptual apparatus so we sample what we need from the world around us
- ***Filter*** our perceptions: things unrelated to our goals tend to be filtered out preconsciously, never registering in our conscious minds

Perception biased by goals



Toolbox: Are there scissors here? – (from J Johnson “Designing with the mind in mind”, p 10)

Perception biased by goals

The image shows a screenshot of the University of Canterbury website. At the top, there is a navigation bar with links for Study, Courses, Departments, Students, Research, Teaching, and Contact, along with a search bar. Below this is a grid of six large content tiles, each with a play button icon, suggesting video content. The tiles are: 1. UC University of Canterbury logo with the motto 'Te Whare Wānanga o Waitaha'. 2. 'Courses'. 3. 'International'. 4. 'Liaison'. 5. 'More Engineering'. 6. 'Scholarships' with a 'more' button. Below the grid, there are two main content sections: 'NEWS' and 'WHAT'S HAPPENING'. The 'NEWS' section features a 'News Feature' with a photo of a man on an elephant, titled 'Expert to talk about captive elephants' dated 6 May 2013. The 'WHAT'S HAPPENING' section features an 'Events' tile with a sign that says 'NEW CAREER AHEAD!' and the text 'What can I do with a degree from UC?'. To the right of this section is a congratulatory message: 'Congratulations! You have been randomly selected to win \$100! Claim at Bursors' Office, with Reward Code 03D4X'. On the left side of the page, there is a sidebar with 'Information for' and 'Quick Links' sections, listing various user groups like Prospective Students, International Students, Postgraduate Students, Current Students, Visitors and Community, Business and Industry, Alumni and Friends, and Prospective Staff.

University of Canterbury Web site: navigating sites requires perceptual filtering – (from J Johnson “Designing with the mind in mind”, p 11)

Perception biased by goals

Mechanisms:

- influencing where to look
- sensitising our perceptual system to certain features

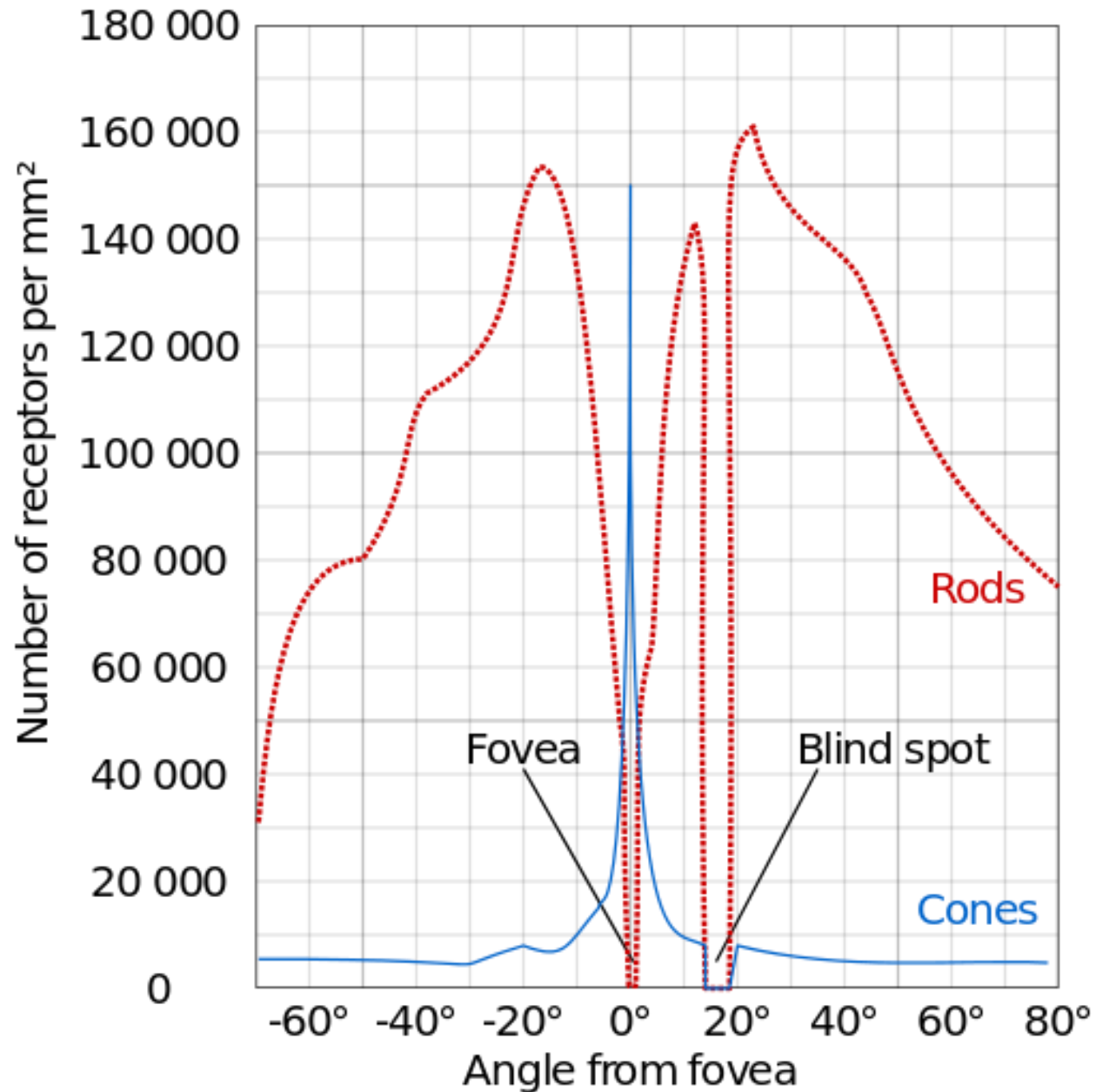
Biased Perception – design implications

- Avoid ambiguity
- Be consistent
- Understand the goals

The human eye is really good at seeing some things and bad at others

The eye is the most detailed at its center, where your focus is.

On the edges things are blurry, but you can easily see movement.



Our peripheral vision is poor

Stationary items in muted colours presented in the periphery of people's visual field often will not be noticed

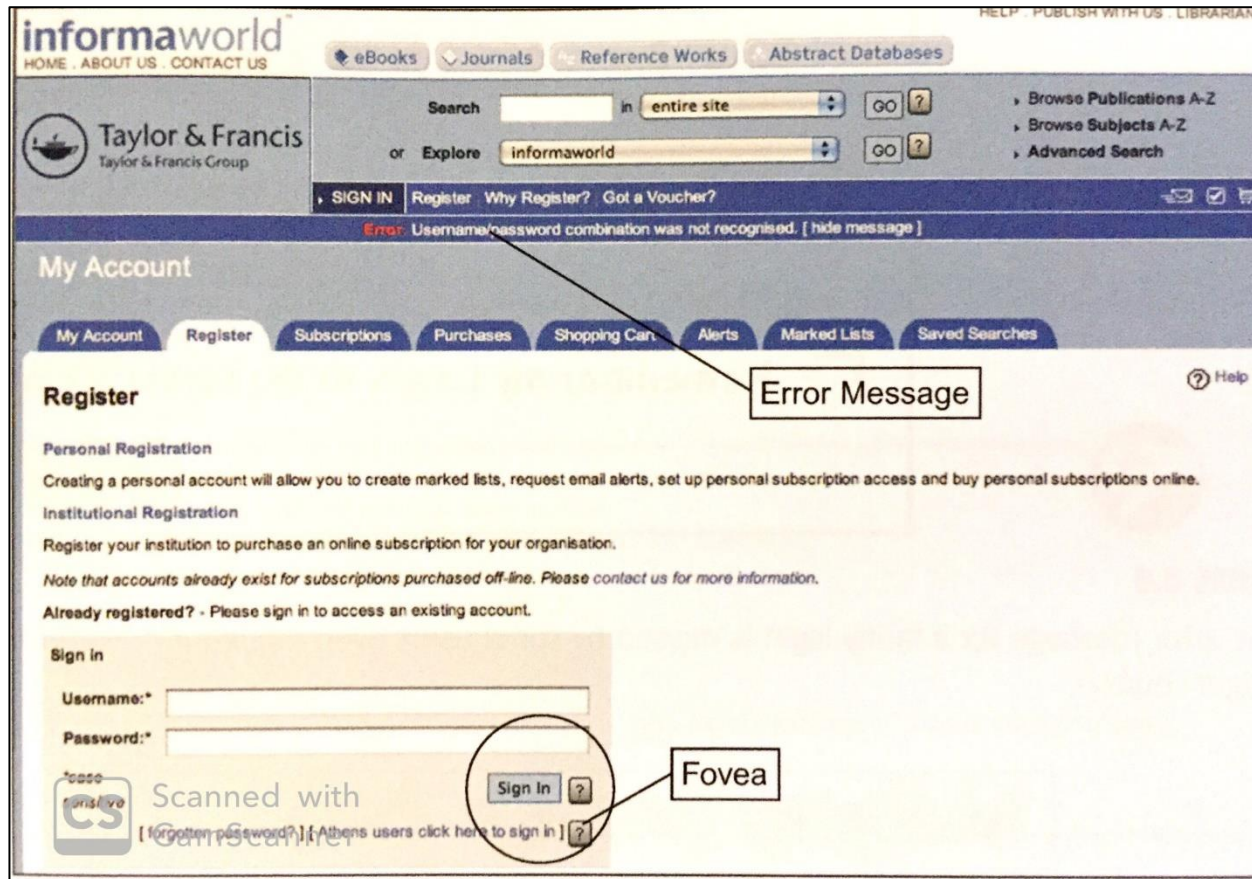
Motion in the periphery is usually noticed.



What the visual periphery is good for?

- Function 1: Guide fovea
- Function 2: Detects motion
- Function 3: Lets us see better in the dark

Example from computer user interfaces



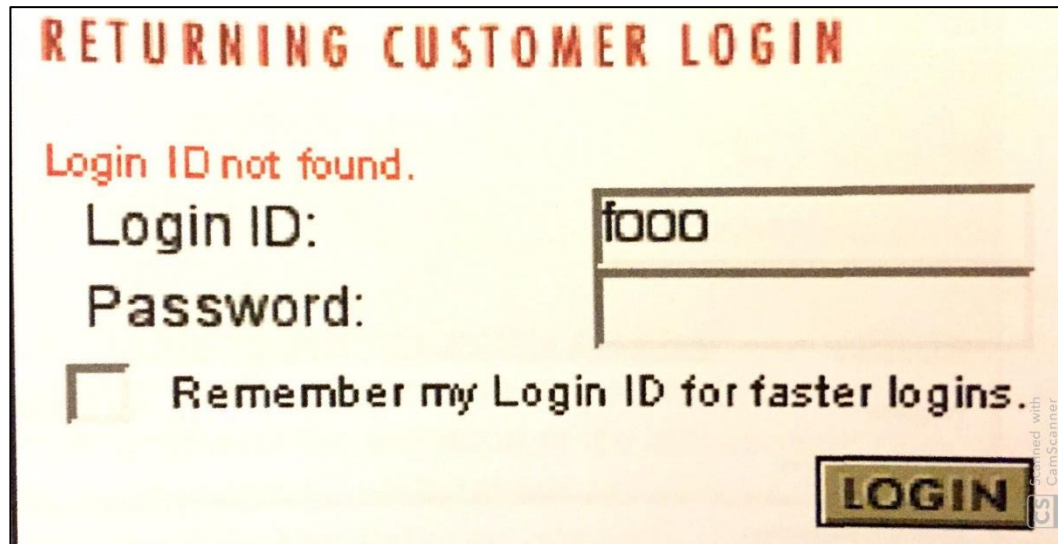
This error message for a faulty sign-in appears in peripheral vision, where it will probably be missed. – (from J Johnson “Designing with the mind in mind”, p 55)

Think-pair-share

- Look at the image below.

Can you think of any reasons people might not initially see the error message?

- Pair with your neighbor
- Share your thinking with your partner



RETURNING CUSTOMER LOGIN

Login ID not found.

Login ID:

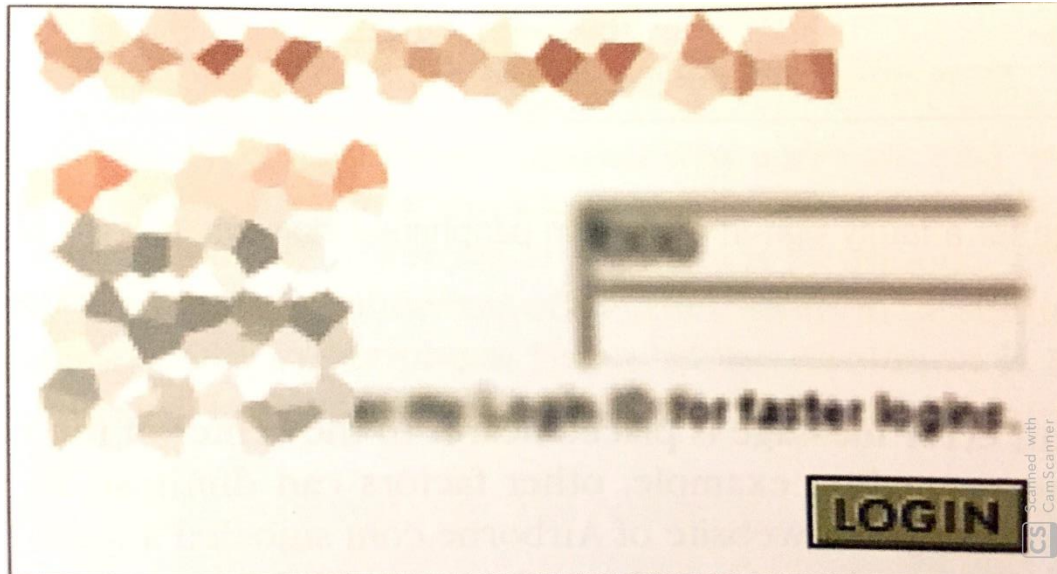
Password:

Remember my Login ID for faster logins.

Scanned with CamScanner

This error message for a faulty login is missed by some users even though it is not far from the “Login” button. – (from J Johnson “Designing with the mind in mind”, p 56)

Simulation of a user's visual field



Simulation of a user's visual field while the fovea is fixed on the "Login" button. – (from J Johnson "Designing with the mind in mind", p 56)

Common methods of making messages visible

- Put it where users are looking

- Mark the error

- Use an error symbol    

- Reserve red for error

Example

The screenshot shows the InformaWorld website interface. At the top, there is a navigation bar with links for 'HOME', 'ABOUT US', and 'CONTACT US'. Below this, there are tabs for 'eBooks', 'Journals', 'Reference Works', and 'Abstract Databases'. The Taylor & Francis logo is visible on the left. A search bar is present with the text 'Search' and 'in entire site', and a 'GO' button. Below the search bar, there is a 'SIGN IN' button and links for 'Register', 'Why Register?', and 'Got a Voucher?'. The 'My Account' section is highlighted, with sub-tabs for 'My Account', 'Register', 'Subscriptions', 'Purchases', 'Shopping Cart', 'Alerts', 'Marked Lists', and 'Saved Searches'. The 'Register' page is active, showing options for 'Personal Registration' and 'Institutional Registration'. A sign-in form is visible with fields for 'Username:*' and 'Password:*', and a 'Sign In' button. A red error message is displayed: 'Useername/password combination was not recognised.' The error message is positioned near the sign-in form. A vertical watermark 'Scanned with CamScanner' is visible on the right side of the page.

This error message for a faulty sign-in is displayed more prominently, near where users will be looking. – (from J Johnson “Designing with the mind in mind”, p 57)

Heavy artillery

- *Method 1*: Pop-up message in error dialog box
- *Method 2*: Use sound (e.g. beep)
- *Method 3*: Wiggle or blink briefly ($1/4 - 1/2$)(s)

Heavy artillery

- ***However, use heavy-artillery sparingly!***
- Reason → *habituation* – our brain pay less and less attention to any stimulus that occurs frequently
- Overuse of strong attention-getting methods can cause important messages to be blocked by habituation
- Remember the old fable about the boy who cried ‘wolf’ too often ...

Visual search is linear

- unless targets “pop” in the periphery

L Q R B T J P L F B M R W S
F R N Q S P D C H K U T
G T H U J L U 9 J V Y I A
E X C F T Y N H T D O L L 8
G V N G R Y J G Z S T 6 S
3 L C T V B H U S E M U K
W Q E L F G H U Y I K D 9

Finding the Z requires scanning carefully through the characters – (from J Johnson “Designing with the mind in mind”, p 62)

G T H U J L U 9 J V Y I A
L Q R B T J P L F B M R W S
3 L C T V B H U S E M U K
F R N Q S P D C H K U T
W Q E L F G H B Y I K D 9
G V N **G** R Y J G Z S T 6 S
E X C F T Y N H T D O L L 8

Finding the bold letter does **not** require scanning through everything. – (from J Johnson “Designing with the mind in mind”, p 62)

Visual search is linear

- unless targets “pop” in the periphery

L Q R B T J P L F B M R W S
F R N Q S P D C H K U T
G T H U J L U 9 J V Y I A
E X C F T Y N H T D O L L 8
3 L C T V B H U S E M U K
G V N G R Y J G Z S T 6 S
W Q E L F G H U Y I K D 9

Counting L's is hard; character shape doesn't "pop" among characters- (from J Johnson "Designing with the mind in mind", p 63)

W Q E L F G H U Y I K D 9
F R N Q S P D C H K U T
3 L C T V B H U S E M U K
G T H U J L U 9 J V Y I A
L Q R B T J P L F B M R W S
E X C F T Y N H T D O L L 8
G V N G R Y J G Z S T 6 S

Counting blue characters is easy because color "pops" – (from J Johnson "Designing with the mind in mind", p 63)

Using peripheral “pop” in design

- **Visual hierarchy**, e.g. titles, headings, boldness, bullets and indenting

(A)

Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships. Let's look at these relationships more closely.

The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page. The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far. Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

(B)

Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence, and content relationships.

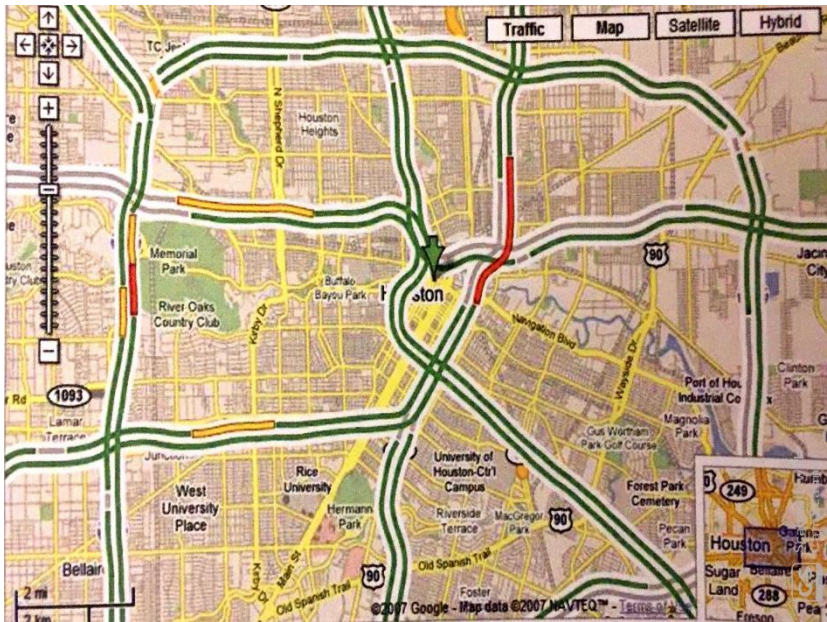
Let's look at these relationships more closely:

- **Size.** The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page.
- **Prominence.** The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far.
- **Content Relationships.** Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

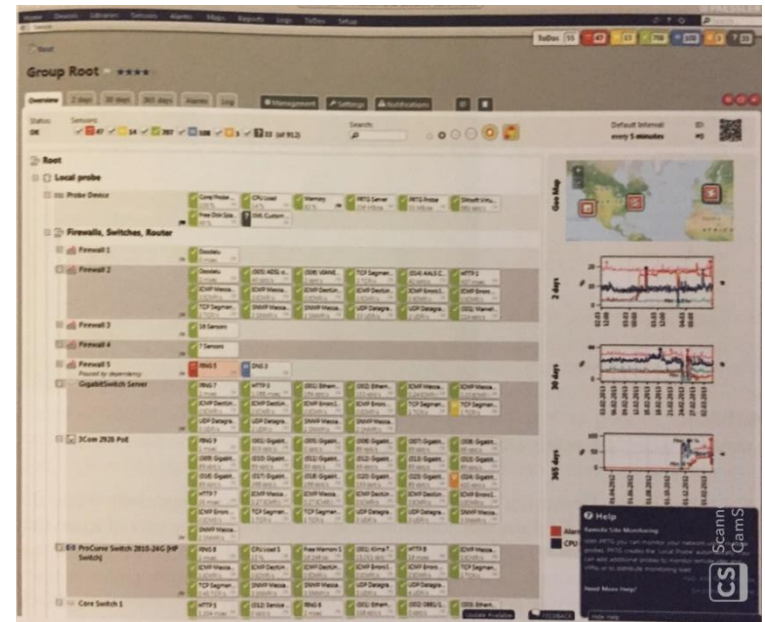
Find the advice about prominence in each of these displays. Prose text format (A) makes people read everything. Visual hierarchy (B) lets people ignore information irrelevant to their goals (from J Johnson “Designing with the mind in mind”, p 34)

Using peripheral “pop” in design

- ***Use colour to indicate status*** – reserve red for problems (e.g. jams on a map, potential collision)



Google Maps uses color to show traffic conditions. Red indicates traffic jams - (from J Johnson “Designing with the mind in mind”, p 64)



Air traffic control systems often use red to make potential collisions stand out - (from J Johnson “Designing with the mind in mind”, p 65)

Using peripheral “pop” in design

- *When there are many possible targets* – design icons that can be distinguished in the periphery

(A) Tools Table Window Work Hi (B)



(A) Microsoft Word Tools menu, and (B) MacOS application pallet - (from Johnson “Designing with the mind in mind”, p 66)

Humans are surprisingly bad at reading text and very good at pattern matching

So when skimming we don't read, we pattern match (words can be patterns)

Then read once we find something that looks worth reading

You don't
need to be
able to
read
something
to know
what it
means



Annual Report from the Inuit People in Canada



Board of Directors



Natan Obed
President
Inuit Tapiriit Kanatami

Natan Obed is the President of Inuit Tapiriit Kanatami. He is originally from Nain, the northernmost community in Labrador's Nunatsiavut region, and now lives in Ottawa. For 10 years he lived in Iqaluit, Nunavut, and worked as the Director of Social and Cultural Development for Nunavut Tunngavik Inc. He has devoted his career to working with Inuit representational organizations to improve the wellbeing of Inuit in Canada.



Duane Smith
Chair and CEO
Inuvialuit Regional Corporation

Duane Smith is the Chair and CEO of the Inuvialuit Regional Corporation, whose mandate is to receive Inuvialuit lands and financial compensation resulting from the 1984 Inuvialuit land claims settlement. From 2002 to 2016, he was President of Inuit Circumpolar Council Canada, and served as Chair of the Inuvik Community Corporation for six terms starting in 2004.



Cathy Towntongie
President
Nunavut Tunngavik Incorporated

Cathy Towntongie first entered politics in 1973 as Secretary Treasurer of Inuit Tapirisat of Canada. In 2001, she was elected President of Nunavut Tunngavik Incorporated, the organization responsible for ensuring that promises made under the Nunavut Land Claims Agreement are carried out.

We are also good at scanning (reading rapidly in order to find specific facts)

I wanted to figure out where a bit.ly link went because it was in a suspicious email (I'm paranoid)

I remembered that bit.ly has statistics pages for all URLs that list the destination URL

So I used DuckDuckGo to search for:
bit.ly url number of click statistics

And found this page:

How to see number of clicks statistics of bitly URLs

Written by Davinder Singh Kainth

bit.ly is hugely popular [URL shortening service among others](#) like tinyurl. Besides the basic functionality of shortening URLs, it also provide feature for URL analysis. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.



View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just **add "+" sign** in the end. For example, for url "<http://bit.ly/7GidPK>", open url "<http://bit.ly/7GidPK+>", this will redirect to "<http://bit.ly/info/7GidPK>" and show all the statistics for this shortened url.

Info +

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17 Clicks
The bit.ly link bit.ly/7GidPK was added by [tweetdeckapi](#)

17 Total Clicks
All clicks on the aggregate bit.ly link bit.ly/40UQzv

Long Link: <http://www.tothepc.com/archives/download-avatar-movie-windows-7-theme/>
Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)
Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)
Share / Copy Link:

Ghostery blocked comments powered by Facebook Connect.

**Except I'm trying to solve a problem,
not read a website. So what I saw
looked more like this:**

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View clicks stats of any Bitly URL

To view stats of any bitly url, just add "/v" after the url. For example, for url "http://bit.ly/123456", use an "http://bit.ly/123456/v", this will redirect to "http://bit.ly/123456/v" and show all the statistics for this shortened url.



Sharing Social comments powered by Facebook Connect



How to see number of clicks statistics of bitly URLs

Written by [author name]

Bitly is a highly popular URL shortening service among others like Dribbble. Besides the basic functionality of shortening URLs, it also provides features for URL analysis. You can track number of clicks, locations, referrals, time of clicks for any bitly URL without having to register, login or install any software.



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bit.ly

Download Avast! Home Windows 7 theme

17 Clicks
[http://bit.ly/1H0d9R0](#)

17 Total Clicks
[http://bit.ly/1H0d9R0](#)

Location: [http://bit.ly/1H0d9R0](#)
Referrals: [http://bit.ly/1H0d9R0](#)
Time of clicks: [http://bit.ly/1H0d9R0](#)

Display related comments powered by Facebook Connect

How to see number of clicks statistics of bitly URLs

Written by [author] on [date]

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Download Avast! Home Windows 7 Setup

17 Clicks
[http://bit.ly/7GidPK/](#)

17 Total Clicks
[http://bit.ly/7GidPK/](#)

Location: [http://bit.ly/7GidPK/](#)
Referrals: [http://bit.ly/7GidPK/](#)
Time of clicks: [http://bit.ly/7GidPK/](#)

Display related comments powered by Facebook Connect

So I added a +
to my URL
and landed
here which is
what I was
looking for

Bitly. The power of the link. X +

https://bitly.com/cscuk-eas+ bit.ly statistics

bitly TOUR ENTERPRISE RESOURCES ABOUT LOGIN SIGN UP

MAR 30, 2011

Electronic Application System (EAS) | Commonwealth Scholarship Commission in the UK

http://cscuk.dfid.gov.uk/apply/eas/
bitly.com/cscuk-eas COPY

Actual URL I was looking for

105,185 CLICKS

Bitly Network: 12 clicks from 3 other Bitlinks

WEEK OF OCT 2 WEEK OF OCT 23

DATA IN UTC

If you would like to see referring channels and location data, [login](#) or [sign up](#) for a free account.

For me this was a very usable webpage

- I could quickly see it was the correct place
- Section title used language that matched my search
- Data I needed was bolded and had an example which was also bold

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Info 

Download Avatar movie Windows 7 theme

17

Clicks

The bit.ly link [bit.ly/7GidPK](#) was added by [tweetdeckapi](#)

17

Total Clicks

All clicks on the aggregate bit.ly link [bit.ly/40UQzv](#)

Long Link: <http://www.tothepc.com/archives/download-avatar-movie-windows-7-theme/>

Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)

Share / Copy Link:

Share

Copy

We don't read, we scan

- We typically want something
- We know that we don't actually need to read everything
- We are good at scanning

Create effective visual hierarchies

- The more important something is the more prominent it is
- Things that are related logically are related visually
- Things that are nested visually show what's part of what

Important things are prominent

Very important

A little less important

Nowhere near as important

Logically related are also visually related

Books

Music

Movies

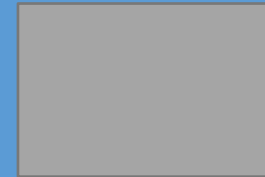
Games

Visual nesting shows hierarchy

Your Cart

Shopping item 1

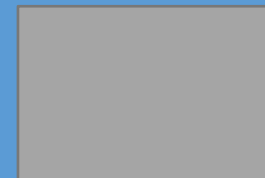
This is a super great product with lots of potential for making you happy



\$3.20

Shopping item 2

This is a super great product with lots of potential for making you happy



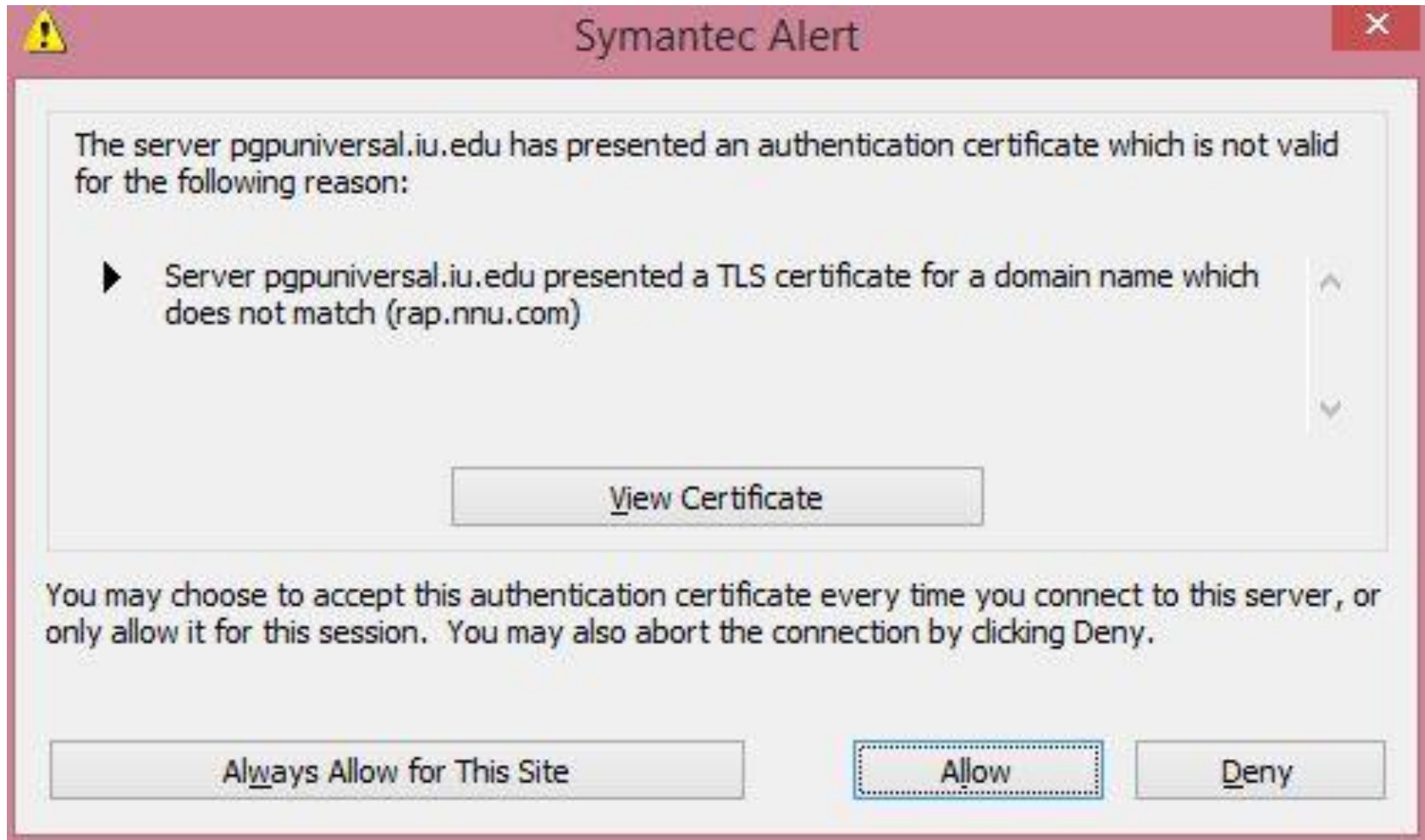
\$9.20

**Now lets talk about some of the basics
of displaying text**

Common issues with text

- Uncommon or unfamiliar vocabulary
- Difficult scripts and typefaces
- Tiny fonts
- Text on noisy backgrounds
- Information buried in repetition
- Centered text
- Too much text (You can usually delete half of most text)

Uncommon or unfamiliar vocabulary



Difficult scripts and typefaces

Some
example text
from
usa.gov/mortgages

Predatory Loans

Most mortgage professionals are trustworthy and provide a valuable service, helping you to buy or refinance your home. But dishonest or "predatory" lenders do exist and engage in practices that increase the chances of borrowers losing their homes to foreclosure. To avoid becoming a victim of predatory lending, you need to understand the process to buy a home and be a smart consumer.

What Is Predatory Lending?

Predatory lenders, appraisers, mortgage brokers and home improvement contractors could use any of these tactics to take away your home or investments:

- Sell properties for much more than they are worth using false appraisals.
- Encourage borrowers to lie about their income, expenses, or cash available for down payments in order to get a loan.

Difficult scripts and typefaces

All capitals is
hard to read
because it
prevents
scanning

PREDATORY LOANS

MOST MORTGAGE PROFESSIONALS ARE TRUSTWORTHY AND PROVIDE A VALUABLE SERVICE, HELPING YOU TO BUY OR REFINANCE YOUR HOME. BUT DISHONEST OR "PREDATORY" LENDERS DO EXIST AND ENGAGE IN PRACTICES THAT INCREASE THE CHANCES OF BORROWERS LOSING THEIR HOMES TO FORECLOSURE. TO AVOID BECOMING A VICTIM OF PREDATORY LENDING, YOU NEED TO UNDERSTAND THE PROCESS TO BUY A HOME AND BE A SMART CONSUMER.

WHAT IS PREDATORY LENDING?

PREDATORY LENDERS, APPRAISERS, MORTGAGE BROKERS AND HOME IMPROVEMENT CONTRACTORS COULD USE ANY OF THESE TACTICS TO TAKE AWAY YOUR HOME OR INVESTMENTS:

- SELL PROPERTIES FOR MUCH MORE THAN THEY ARE WORTH USING FALSE APPRAISALS.
- ENCOURAGE BORROWERS TO LIE ABOUT THEIR INCOME, EXPENSES, OR CASH AVAILABLE FOR DOWN PAYMENTS IN ORDER TO GET A LOAN.

Difficult scripts and typefaces

Some fonts
are easy to
read

Predatory Loans

Most mortgage professionals are trustworthy and provide a valuable service, helping you to buy or refinance your home. But dishonest or "predatory" lenders do exist and engage in practices that increase the chances of borrowers losing their homes to foreclosure. To avoid becoming a victim of predatory lending, you need to understand the process to buy a home and be a smart consumer.

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- Encourage borrowers to lie about their income, expenses, or cash available for down payments in order to get a loan.*

Difficult scripts and typefaces

Weird fonts
make reading
super
complex.

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Tiny fonts

Worse than
tiny fonts are
tiny fonts that
cannot be
enlarged

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Text on noisy backgrounds

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Avoid Predatory Loans by Being a Smart Consumer

To avoid becoming a victim of predatory lending, follow these guidelines:

- Before you buy a home, attend a homeownership education course offered by a U.S. Department of Housing and Urban Development (HUD)-approved, non-profit [counseling agency](#).
- Interview several real estate professionals (agents), and ask for and check references before you select one to help you buy or sell a home.

Text on noisy backgrounds

Predatory Loans

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Avoid Predatory Loans by Being a Smart Consumer

To avoid becoming a victim of predatory lending, follow these guidelines:

- Before you buy a home, attend a homeownership education course offered by a U.S. Department of Housing and Urban Development (HUD)-approved, non-profit [counseling agency](#).
- Interview several real estate professionals (agents), and ask for and check references before you select one to help you buy or sell a home.

Information buried in repetition

The options
all start and
end with the
same words
making the
text hard to
read

Keyboard and Documentation

Configure your MacBook with the following language options along with the language of the included user documentation.

- Backlit Keyboard (English) / User's Guide
- Backlit Keyboard (Western Spanish) / User's Guide
- Backlit Keyboard (French) / User's Guide
- Backlit Keyboard (Japanese) / User's Guide

Information buried in repetition

Pull the
repeated text
out and only
say it once

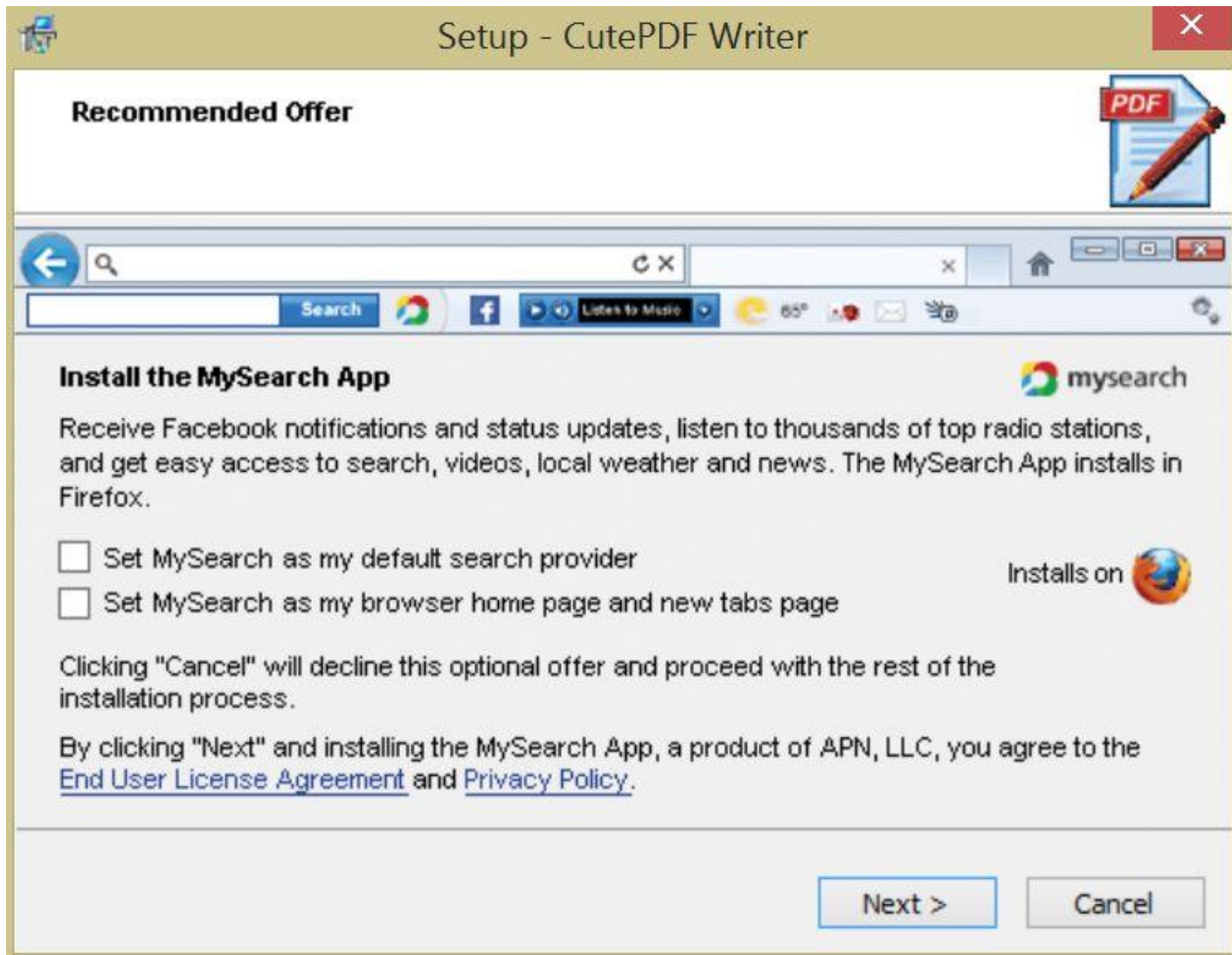
Keyboard and Documentation

Configure your MacBook with the following language options along with the language of the included user documentation.

Backlit Keyboard and User's Guide in:

- English
- Western Spanish
- French
- Japanese

Information buried in repetition



The screenshot shows a Windows installation window titled "Setup - CutePDF Writer". At the top right, there is a red close button with a white "X". Below the title bar, the text "Recommended Offer" is displayed on the left, and a PDF icon with a red pen is on the right. A browser window is embedded in the center, showing a search bar and various icons. Below the browser, the "Install the MySearch App" section is visible. It includes the MySearch logo, a description of the app's features, two unchecked checkboxes for setting it as the default search provider and browser home page, and a note about the End User License Agreement and Privacy Policy. At the bottom right, there are "Next >" and "Cancel" buttons.

Setup - CutePDF Writer

Recommended Offer

PDF


Install the MySearch App

mysearch

Receive Facebook notifications and status updates, listen to thousands of top radio stations, and get easy access to search, videos, local weather and news. The MySearch App installs in Firefox.

Set MySearch as my default search provider

Set MySearch as my browser home page and new tabs page

Installs on 

Clicking "Cancel" will decline this optional offer and proceed with the rest of the installation process.

By clicking "Next" and installing the MySearch App, a product of APN, LLC, you agree to the [End User License Agreement](#) and [Privacy Policy](#).

Next > Cancel

Centered text

Predatory Loans

Most mortgage professionals are trustworthy and provide a valuable service, helping you to buy or refinance your home. But dishonest or "predatory" lenders do exist and engage in practices that increase the chances of borrowers losing their homes to foreclosure. To avoid becoming a victim of predatory lending, you need to understand the process to buy a home and be a smart consumer.

What Is Predatory Lending?

Predatory lenders, appraisers, mortgage brokers and home improvement contractors could use any of these tactics to take away your home or investments:

- Sell properties for much more than they are worth using false appraisals.
- Encourage borrowers to lie about their income, expenses, or cash available for down payments in order to get a loan.

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Questions?