



SMERNICE ZA KREIRANJE INTERFEJSA

Heuristike

- Veliki broj različitih predloga
- Pomažu dizajnerima pri izboru alternativa
- Pomažu pri evaluaciji dizajna

Heuristike

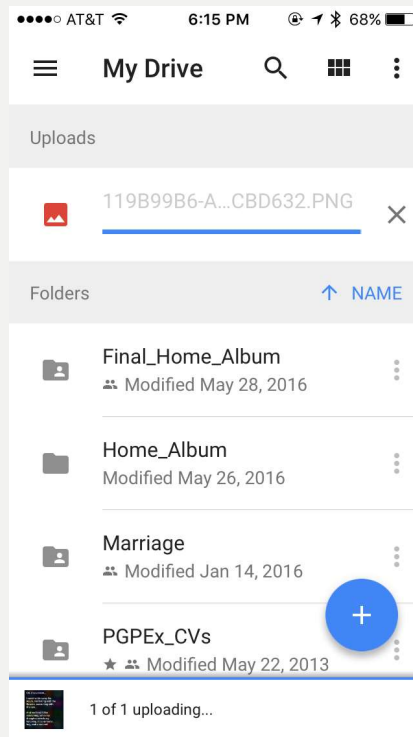
- Nielsen-ovih 10 principa
- Normanova pravila
- Shneiderman-ovih 8 zlatnih pravila
- Tognazzini-jevih 16 principa

Nielsenove heuristike -1

1) Jasno naznačeno trenutno stanje sistema (Visibility of system status)



Nielsenove heuristike -1



Nielsenove heuristike -1

Updated 3h 37m ago

SriLankan Airlines Flight 503

ON TIME

CMB —————> **LHR**

Colombo - Wed, 28 Sep			London - Wed, 28 Sep		
Scheduled departure	Terminal	Gate	Estimated arrival	Terminal	Gate
1:05 PM	-	-	7:58 PM	3	-
			Scheduled arrival 8:00 PM		

Updated 3m 46s ago

Air India Flight 639

DELAYED 15 MINS

BOM —————> **BLR**

Mumbai - Wed, 5 Oct			Bengaluru - Wed, 5 Oct		
Departed	Terminal	Gate	Estimated arrival	Terminal	Gate
9:24 AM	2	-	11:15 AM	-	-
Scheduled departure 9:10 AM			Scheduled arrival 11:00 AM		

Showing local airport times [Feedback](#)

Nielsenove heuristike -1



Nielsenove heuristike -2

- 2) Softver koji odgovara realnom svetu (Match between system and the real world)



Nielsenove heuristike -2

- Match between system and the real world



Nielsenove heuristike -2



The screenshot shows a web browser window with the URL 'neilpatel.com'. The page features a large image of Neil Patel on the left. To the right, the text reads: 'NEILPATEL The ADVANCED Customer Acquisition Webinar'. Below this, a headline states: 'How to generate 195,013 visitors a month without spending a dollar on ads'. A 'FREE BONUS' section mentions 'The 24-step framework I use to teach marketing'. At the bottom, there is a prominent orange button with the text 'YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS!'.

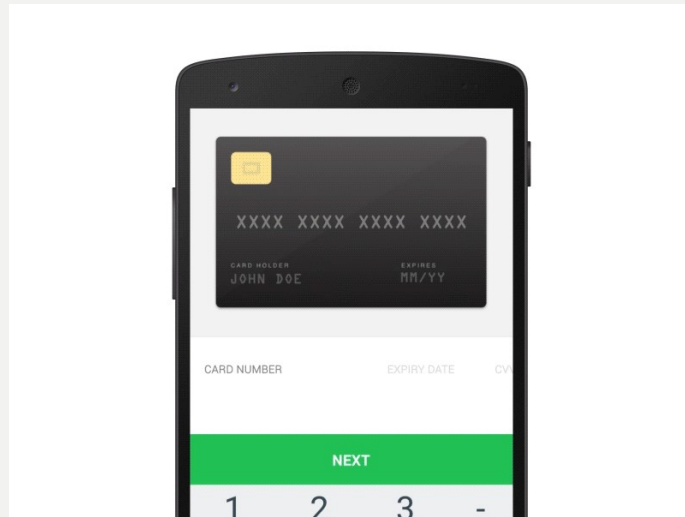
Neil Patel Presents: The **ADVANCED** Customer Acquisition **Webinar**

How to generate **195,013 visitors** a month without spending a dollar on ads

FREE BONUS: The 24-step framework I use to teach marketing

YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS!

Nielsenove heuristike -2



Nielsenove heuristike -3

3) Sloboda korisnika (User control and freedom)

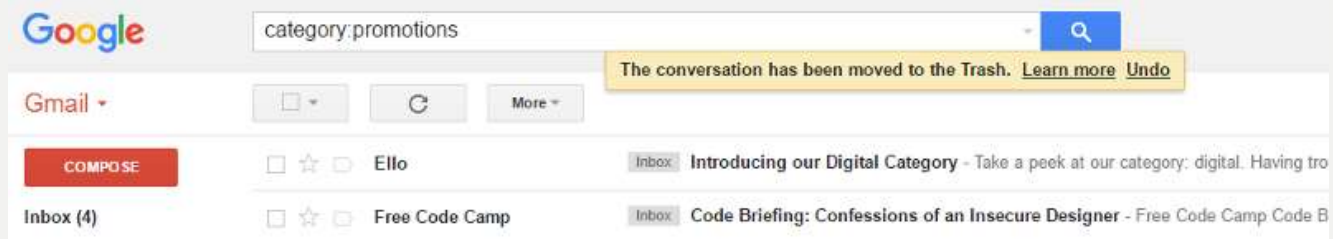


Nielsenove heuristike -3



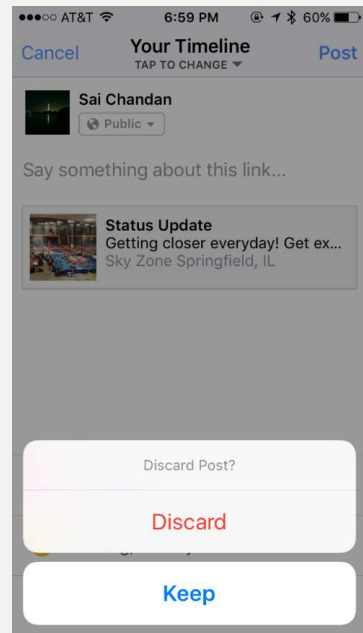
Nielsenove heuristike -3

- User control and freedom

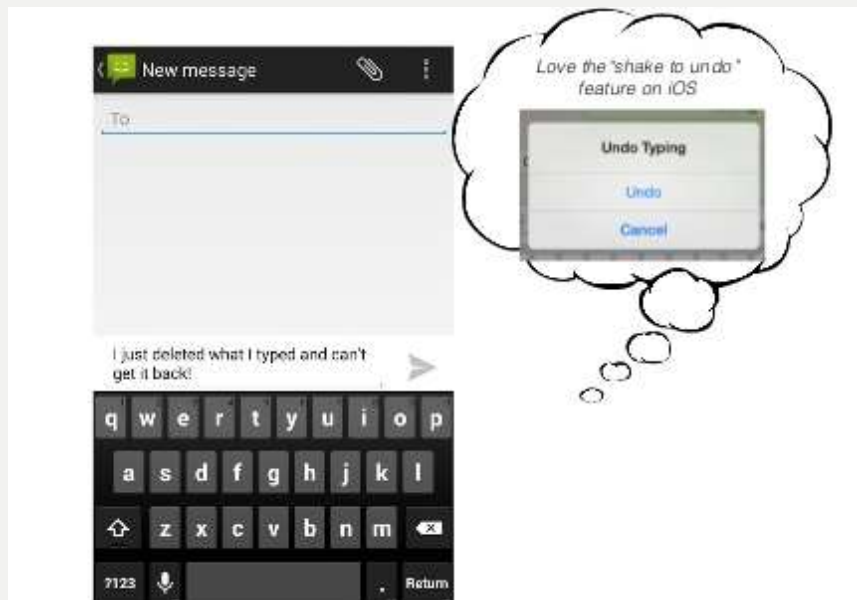


Nielsenove heuristike -3

- User control and freedom

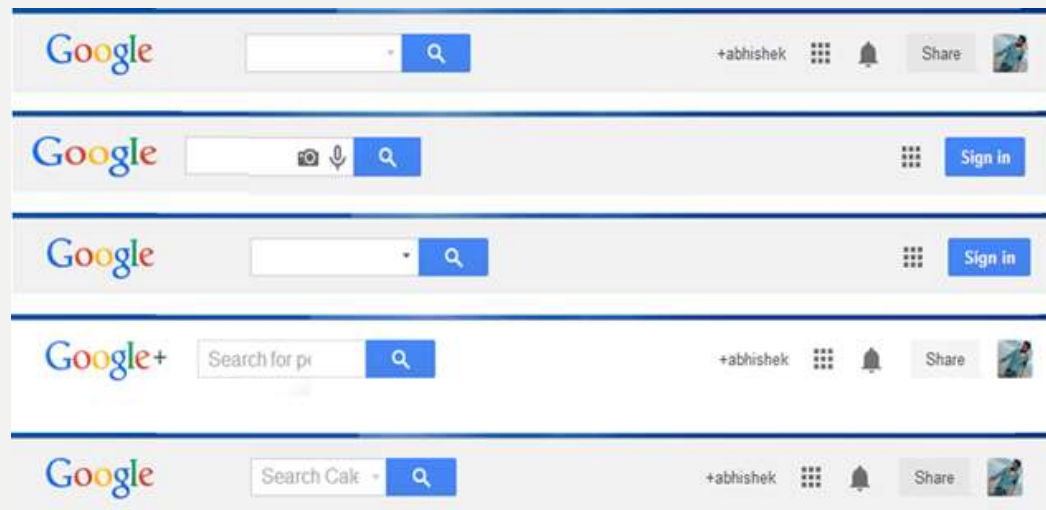


Nielsenove heuristike -3

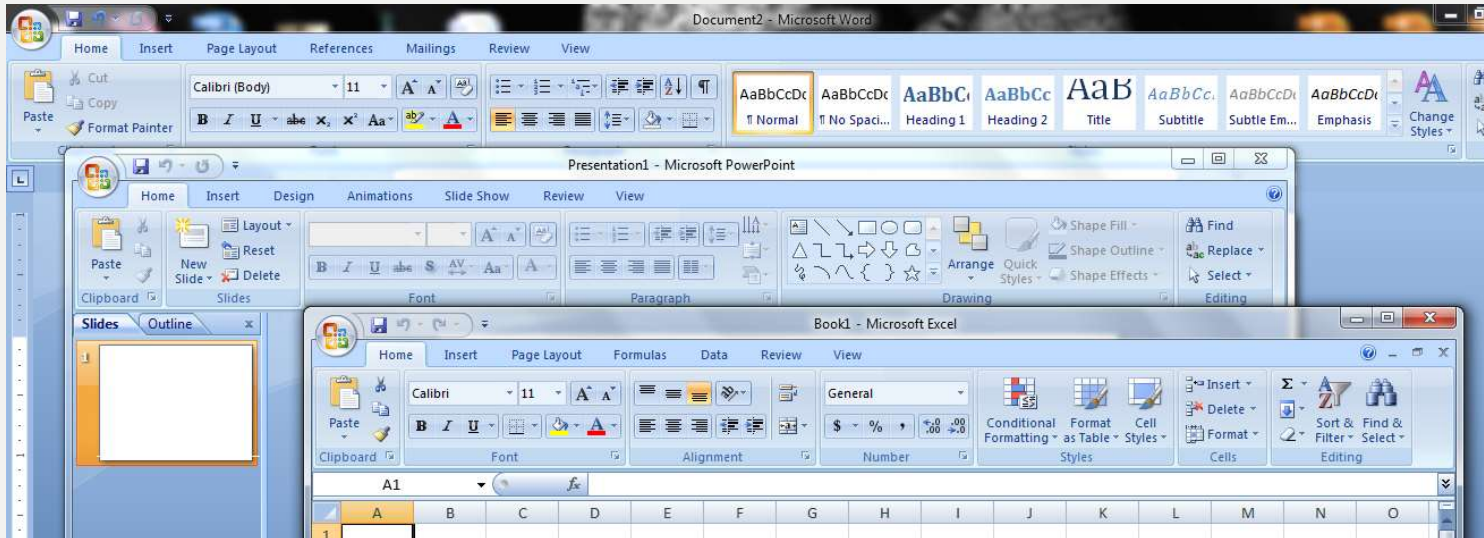


Nielsenove heuristike -4

4) Konzistentcija (Consistency and standards)

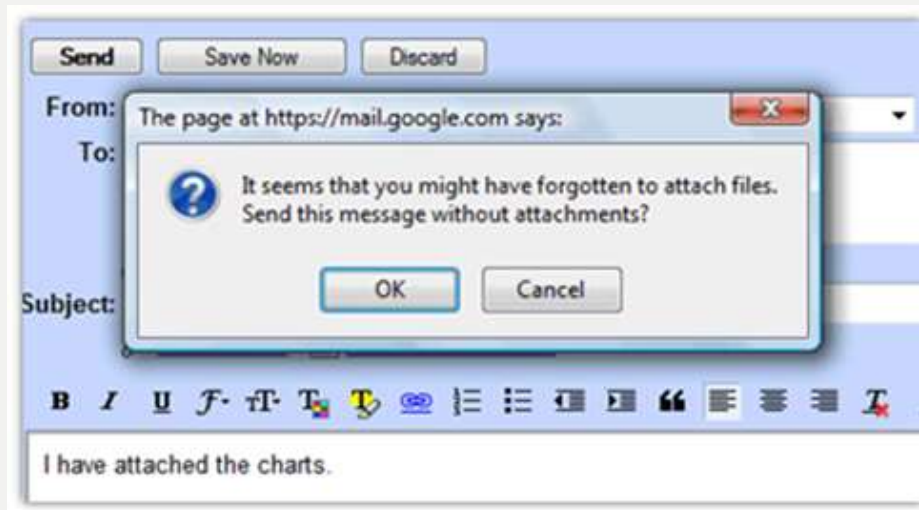


Nielsenove heuristike -4



Nielsenove heuristike - 5

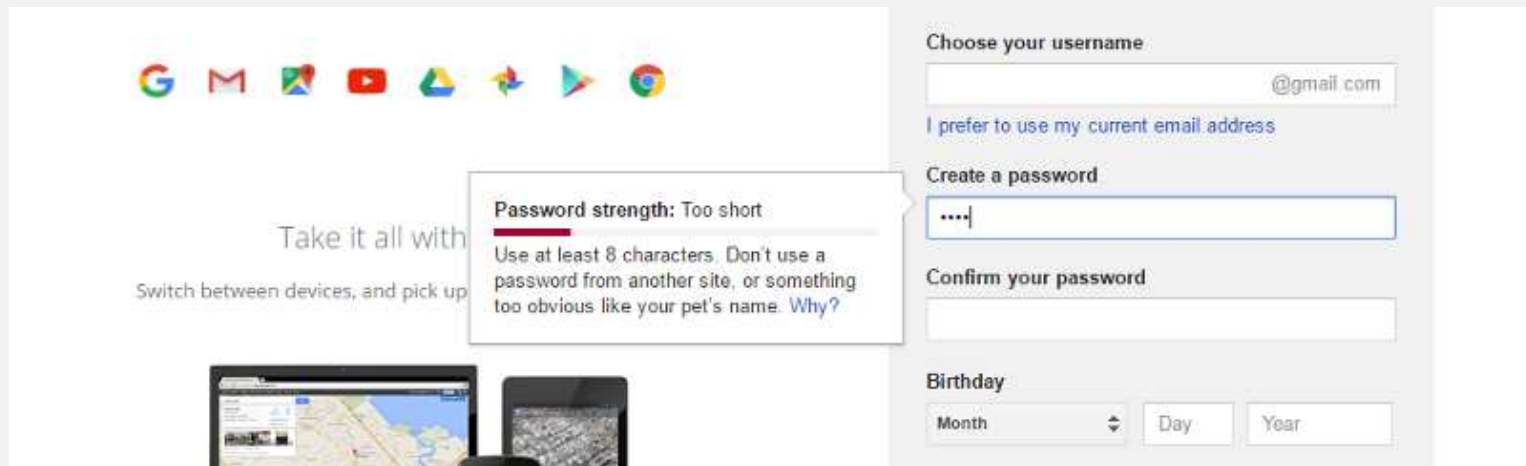
5) Prevencija greške (Error prevention)



Nielsenove heuristike - 5



Nielsenove heuristike - 5



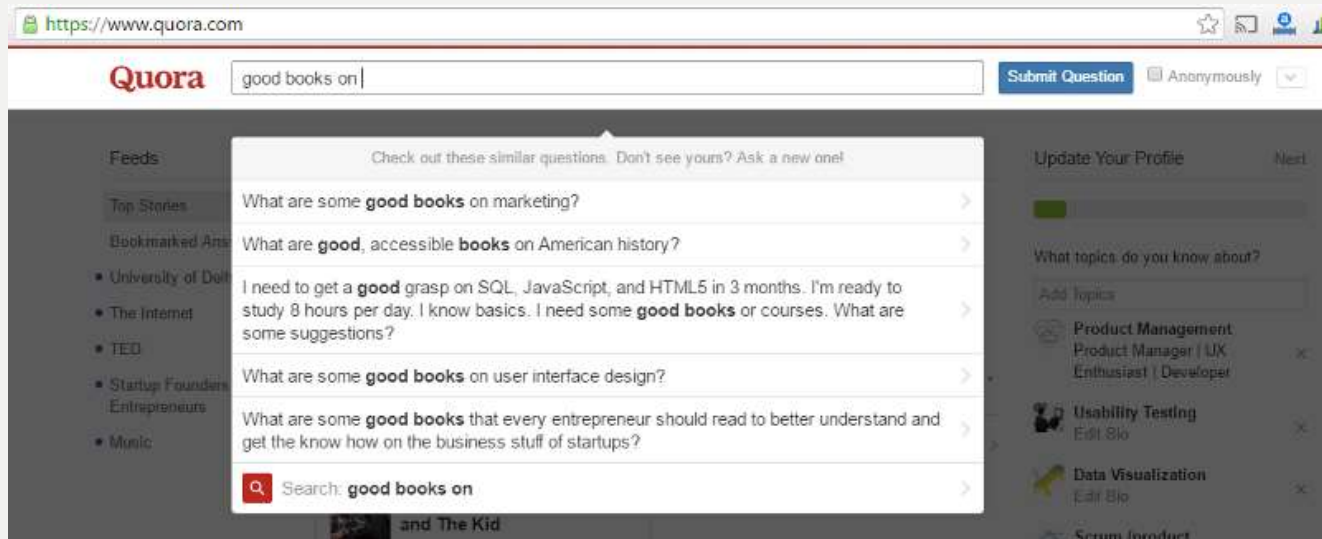
The image shows a screenshot of a Google account creation interface. At the top, there are icons for Google, Gmail, Google Maps, YouTube, Google Drive, Google Photos, Google Play, and the Google logo. Below these icons, the text reads "Take it all with" and "Switch between devices, and pick up". A tooltip is displayed over the password field, containing the text: "Password strength: Too short", "Use at least 8 characters. Don't use a password from another site, or something too obvious like your pet's name. Why?". The form fields include: "Choose your username" with a text input field containing "@gmail.com" and a link "I prefer to use my current email address"; "Create a password" with a text input field containing "....|"; "Confirm your password" with an empty text input field; and "Birthday" with three dropdown menus for "Month", "Day", and "Year".

Nielsenove heuristike - 6

6) Minimizovati rad sa memorijom (Recognition rather than recall)

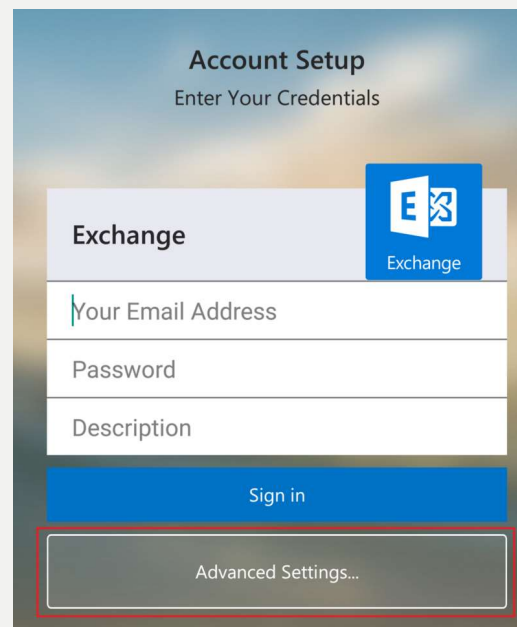


Nielsenove heuristike - 6



Nielsenove heuristike - 7

7) Fleksibilnost i efikasnost (Flexibility and Efficiency of use)



The image shows a screenshot of an "Account Setup" form for an Exchange account. The form is titled "Account Setup" with the subtitle "Enter Your Credentials". It features a blue header bar with the Exchange logo and the word "Exchange". Below the header, there are three input fields: "Your Email Address", "Password", and "Description". A blue "Sign in" button is located below the input fields. At the bottom of the form, there is a grey button labeled "Advanced Settings..." which is highlighted with a red rectangular border.

Nielsenove heuristike - 7

Quick Links

- Neighborhood Information
- Points of Interest and Reviews
- Comparables and Price Trends
- Property Virtual Tour
- View Map
- Bird's Eye View
- Area Schools
- Email to Friend
- Request More Information
- Schedule a Showing
- Calculate Payment

Tag Cloud

Tag Cloud

Awards and Recognitions CEO Cricket
eMart **CESS** GHD IT-
Services **GHD Ultimati-**
Services GSPEED
Performance
Management Holiday List
HR Management
ICALMS KNOWMAX My
Allocation & Utilization
Nextgen IFMS org
Announcement Organisation
Announcements Q2FY14
Results TCS AppMent TCS New York
City Marathon **Timesheet**
Entry

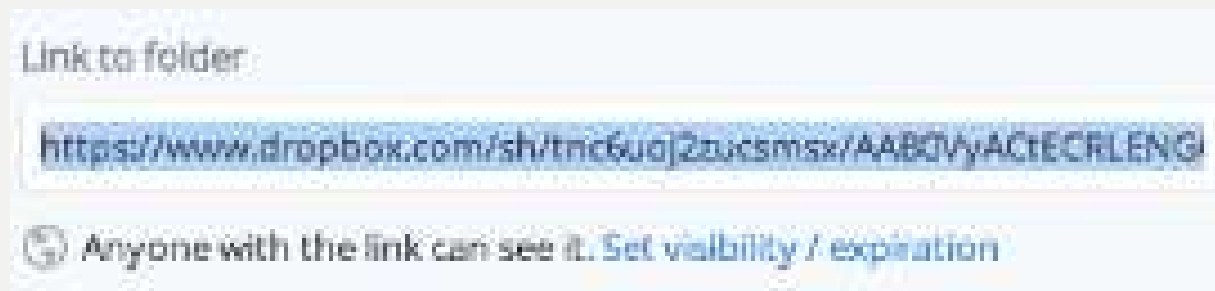
Recently Viewed

Recently Viewed

- Canon Ixus 980 IS Digital Camera, Black
- Fuji FinePix S8100fd Digital Camera 10Mp

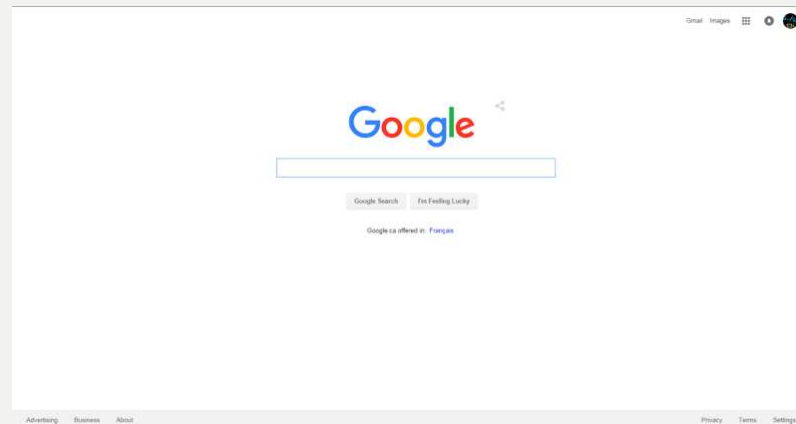
Nielsenove heuristike - 7

- Flexibility and Efficiency of use

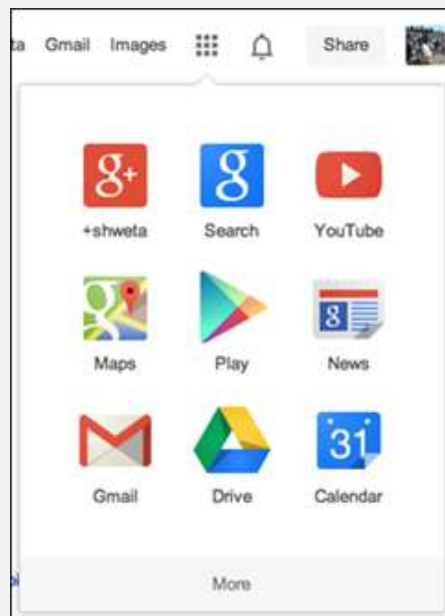


Nielsenove heuristike - 8

8) Estetski i minimalni dizajn (Aesthetic and minimalist design)



Nielsenove heuristike - 8

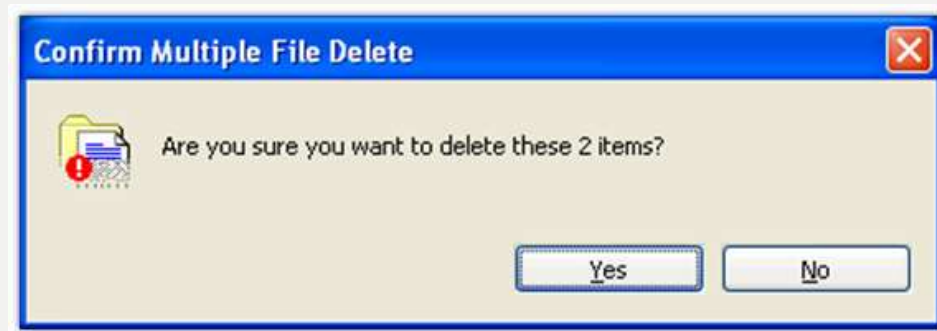


The icons belong to one family.

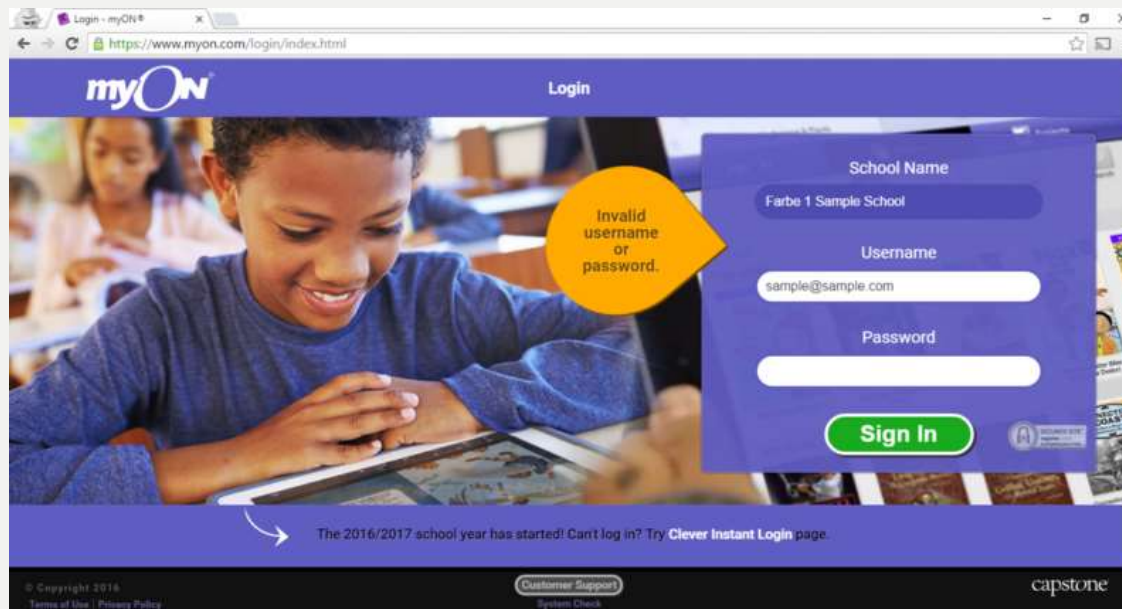
The design of icons is minimalistic with simple and creative graphics.

Nielsenove heuristike - 9

9) Greške - izveštaj, dijagnoza i oporavak (Help users recognize, diagnose, and recover from errors)



Nielsenove heuristike - 9



Nielsenove heuristike - 9

The image displays two side-by-side screenshots of a login form, illustrating Nielsen's heuristic of error prevention. Both screenshots feature a cartoon monkey logo at the top center.

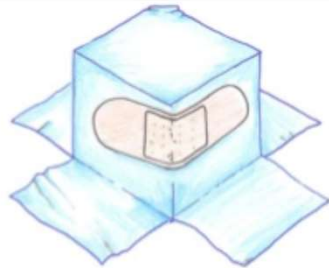
Left Screenshot: A red-bordered message box contains the text: "Sorry, we couldn't find an account with that username. Can we help you recover your username?". Below the message, the "Username" field contains the text "freshsparkss" and is highlighted with a red border. The "Password" field is empty. The "Log In" button is highlighted with a red border.

Right Screenshot: A red-bordered message box contains the text: "Sorry, that password isn't right. We can help you recover your password". Below the message, the "Username" field contains the text "freshsparks" and the "Password" field is empty. The "Log In" button is highlighted with a red border.

Both screenshots include a "Log In" button, a "Stay logged in" checkbox, and links for "Create an account" and "Trouble logging in?".

Nielsenove heuristike - 9

An assuring error message on Dropbox



Error

Something went wrong. Don't worry, your files are still safe and the Dropboxers have been notified. Check out our [Help Center](#) and [forums](#) for help, or head back to [home](#).

A funny message keeps the audience engaged, while relevant links make sure they stay on your website.

A screenshot of a 404 error page from mint.com. The page features a green header with the mint.com logo. The main content area has the text "Page not available. But Justin is." in large, bold letters. Below this, there is a paragraph of text about Justin, a Mint developer, and a link to his email. At the bottom, there are three icons: a colorful circular logo, a tablet and smartphone, and a speech bubble. A man's face is visible on the right side of the page, looking at the camera. A green arrow points from the text above to the "But Justin is." text.

mint.com

404 NOT FOUND

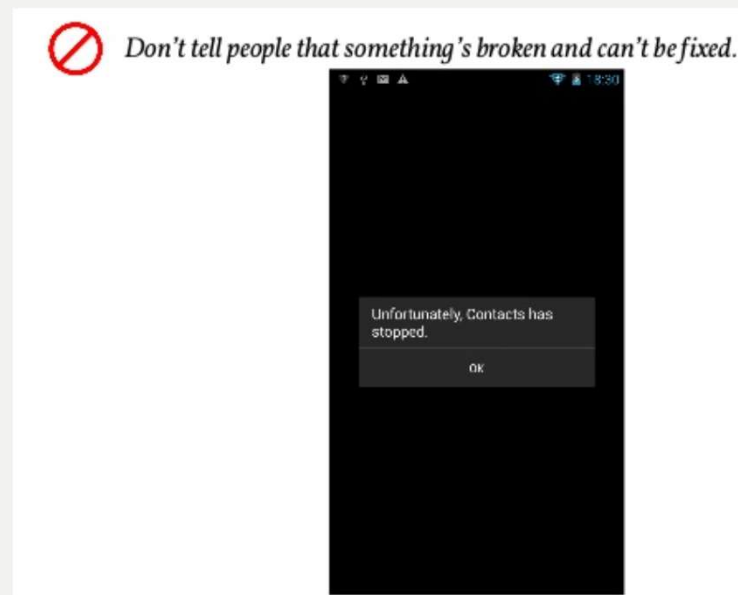
**Page not available.
But Justin is.**

Justin is a Mint developer who likes slow cars, sharp crayons, reheated pizza and awkward silence. Email him at [justin \[at\] mint.com](mailto:justin [at] mint.com).

But if you're more interested in personal finance than in Justin, try the links below:

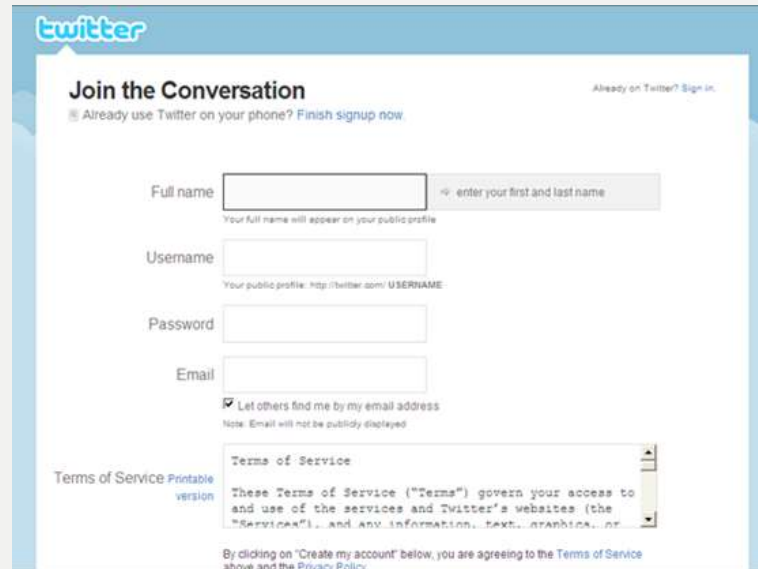


Nielsenove heuristike - 9



Nielsenove heuristike - 10

10) Pomoć i dokumentacija (Help and Documentation)

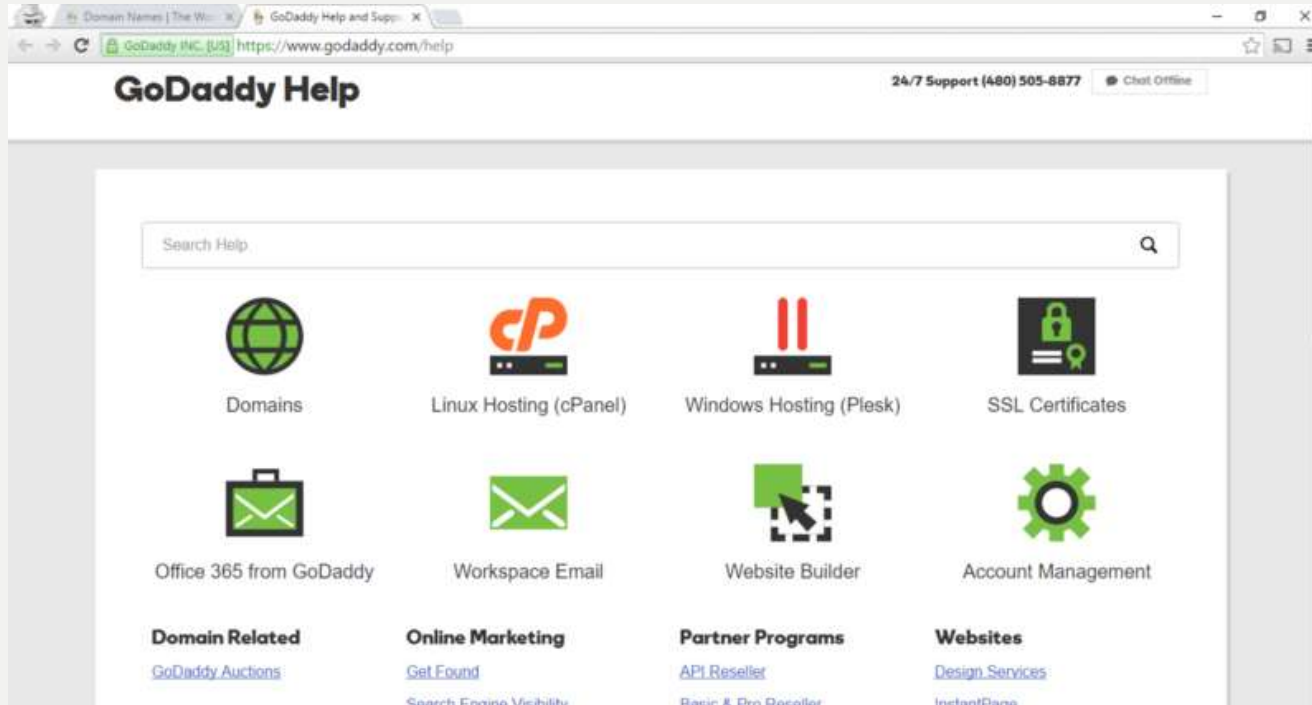


The image shows a screenshot of the Twitter sign-up page. At the top left is the Twitter logo. The main heading is "Join the Conversation". To the right of the heading is a link: "Already on Twitter? Sign in." Below the heading is a link: "Already use Twitter on your phone? Finish signup now." The form contains the following fields and elements:

- Full name:** A text input field with a placeholder "enter your first and last name". Below it is the text: "Your full name will appear on your public profile".
- Username:** A text input field. Below it is the text: "Your public profile: http://twitter.com/ USERNAME".
- Password:** A text input field.
- Email:** A text input field. Below it is a checked checkbox with the text "Let others find me by my email address" and a note: "Note: Email will not be publicly displayed".
- Terms of Service:** A section with a link "Terms of Service Printable version". Below it is a scrollable text area containing the text: "These Terms of Service ('Terms') govern your access to and use of the services and Twitter's websites (the 'Services'), and any information, text, graphics, or...".

At the bottom of the form, there is a note: "By clicking on 'Create my account' below, you are agreeing to the Terms of Service above and the Privacy Policy."

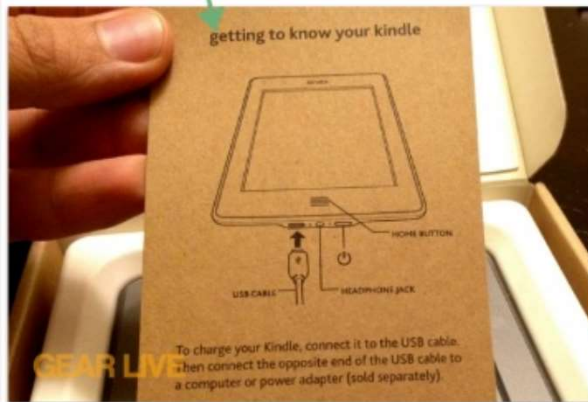
Nielsenove heuristike - 10



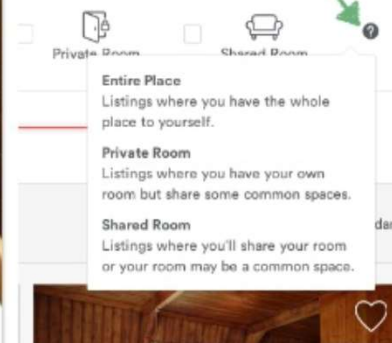
Nielsenove heuristike - 10

- Help and Documentation

The Kindle comes with an instruction card tucked inside the box flap, instead of a long boring manual



Contextual help on AirBnB provides explanations where they are needed most frequently

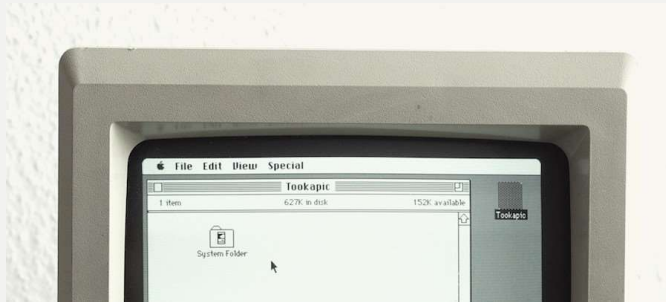


Schneidermanova zlatna pravila - 1

- Ben Shneiderman - University of Maryland Human-Computer Interaction Lab

1) Consistency – utisak da je sve stabilno

- Koristiti poznate boje, ikone, menije....



Schneidermanova zlatna pravila - 2

2) Shortcuts

- Iskusnim korisnicima omogućiti prečice kako bi dobili na brzini
- Iskusni korisnici desktop računara ne moraju da koriste miša
- Copy - paste

Schneidermanova zlatna pravila - 3

3) Informative Feedback

- Selektovanje foldera, drag and drop



Schneidermanova zlatna pravila - 4

4) Dialogue

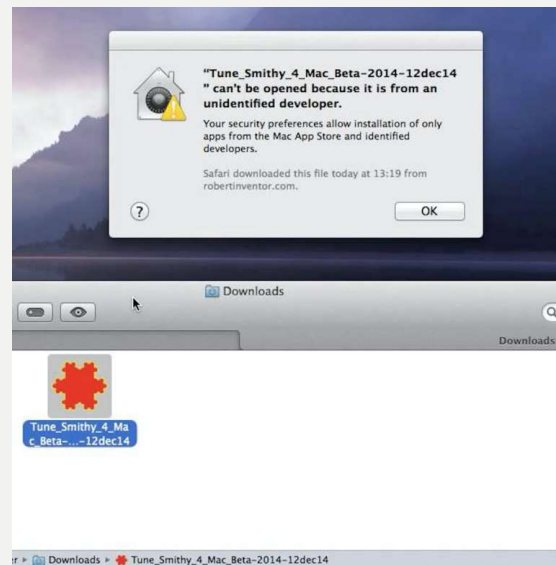
- Ne dozvoliti da korisnici pogađaju šta treba da rade, reći im gde će ih akcija dovesti



Schneidermanova zlatna pravila - 5

5) Error handling

- Informativne poruke o greškama



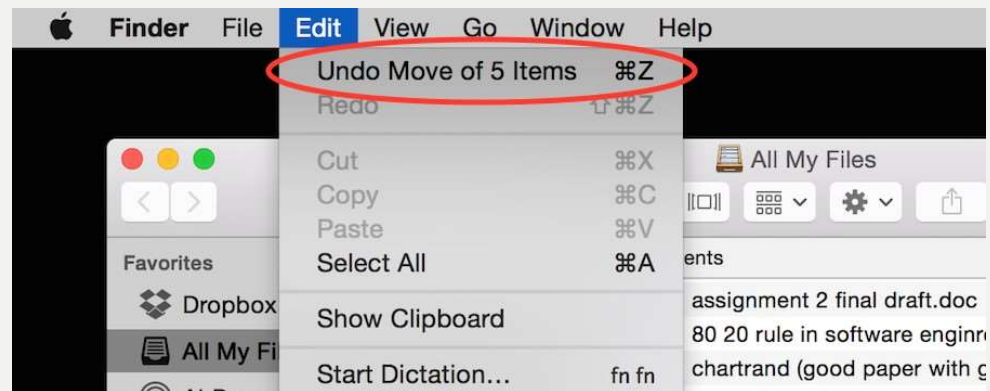
Schneidermanova zlatna pravila - 5

- Error handling
- Loš primer poruke o greškama



Schneidermanova zlatna pravila - 6

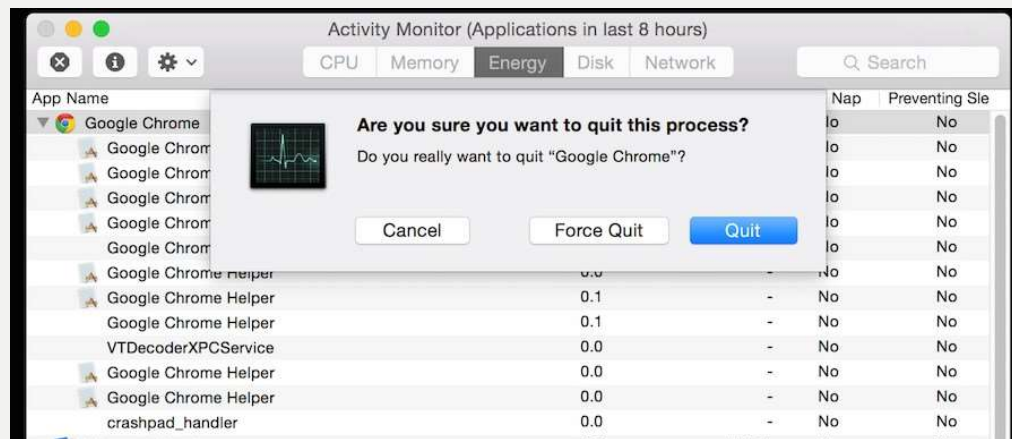
6) Permit reversal of actions



Schneidermanova zlatna pravila - 7

7) Support internal locus of control

- Dati korisniku osećaj da ima kontrolu nad akcijama koje se dešavaju u digitalnom svetu
- Dozvoliti da korisnik inicira akcije



Schneidermanova zlatna pravila - 8

8) Reduce short-term memory load

- Ljudi mogu da drže najviše 5 stavki u kratkoročnoj memoriji



PITANJA?