

Towards Heuristics for Tablet Publication Design

Improving accessibility, usability and user experience
with new expert evaluation scheme



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Tablet heuristics

HEUR... WHAT?

Heuristics (from the word “eureka”) refer to an **experience-based technique**, where existing information is used to **solve problems** and make judgments **quickly** and **efficiently**.

Common sense and wise guesses are a kind of heuristics, but in ICT heuristics usually refers to a specific set of rules.

Tablet heuristics

TRADITION

Nielsen & Molich (1990), Donald Norman (1983) , Schneiderman & Plaisant (2009), Tognazzini (2003, Stone (2005). IOS Human Interface Principles etc

Aesthetic Integrity

Aesthetic integrity is not a measure of how beautiful an application is. It's a measure of how well the appearance of the app integrates with its function. For example, an app that enables a productive task generally keeps decorative elements subtle and in the background, while giving prominence to the task by providing standard controls and behaviors. Similarly, in an app that encourages an immersive task, such as a game, users expect a beautiful appearance that promises fun and encourages discovery. Although people don't expect to accomplish a serious or productive task in a game, they still expect the game's appearance to integrate with the experience.

Consistency

Consistency in the interface allows people to transfer their knowledge and skills from one application to another. A consistent application is not a slavish copy of other applications. Rather, it is an application that takes advantage of the standards and paradigms people are comfortable with.

Direct Manipulation

When people directly manipulate onscreen objects instead of using separate controls to manipulate them, they're more engaged with the task and they more readily understand the results of their actions. Rotate or otherwise move the device to affect onscreen objects

Feedback

Feedback acknowledges people's actions and assures them that processing is occurring. People expect immediate

Anticipation means that a good design should put all needed information and tools within the user's easy reach. Anticipation is the reason why a File Save dialog box needs a way to create a new folder. Note that you can't anticipate the user's needs without a thorough task analysis!

Defaults are common answers already filled into a form. Defaults help in lots of ways: they provide shortcuts to both novices and frequent users; they help the user learn the interface by showing examples of legal entries. But Tog advises that defaults should be fragile, coming up already selected so that frequent users can immediately overtype them. Tog also advises removing the actual word "default" from your interface's vocabulary, which makes sense because it has some very negative connotations in the lending world.

Explorable interfaces is basically User Control and Freedom, but deserves special notice. One way users learn is by exploring: poking around an interface, trying things out. Your interface should encourage this kind of exploration, with physically reversible actions, undo, and cancel. For example, users navigating around a 3D world or a complex web site can easily get lost; give them an easy, obvious way to get back to some "home", or default view.

Learnability is one of our usability criteria (along with efficiency, memorability, error rate, and

Visibility
Make the relevant parts visible. By looking the user should be able to tell the state of the device and the alternatives for action (affordances)

A good conceptual model

Help the user by visually communicating a good mental model of how the system works.

Good mappings

Help the user determine the relationship between actions and results, controls and effects, by using natural mappings.

Feedback

The give immediate feedback to the user about the results of their actions and the state of the system.

- Consistency
- Shortcuts
- Feedback
- Dialog closure
- Simple error handling
- Reversible actions
- Put user in control
- Reduce short-term memory load

Visibility of system status

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time. Match between system and the real world
The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.

User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Consistency and standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Error prevention

Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

Recognition rather than recall

Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.

Flexibility and efficiency of use

Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Aesthetic and minimalist design

Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

Help users recognize, diagnose, and recover from errors

Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.

Help and documentation

Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Tablet heuristics

SOMETHING NEW

New a model for an evaluation tool specially *designed for tablet publications* created with in Next Media 2012-2013

Tablet heuristics

WHY?

1. Traditional heuristics assume WIMP-model.
2. They don't have much to say about readability, navigation and affordances, for example.
3. They are not "born agile".
4. Tablet devices are the fastest ramping consumer device in history.

(* window, icon, menu, pointer)

Tablet heuristics

A METHOD AND A SYSTEM

1. **Heuristic model** (Good practices categorized as rules, examples, list for making observations)



2. **Model of reporting** (Report as visual presentation supported by an emphasized list of occurrences)

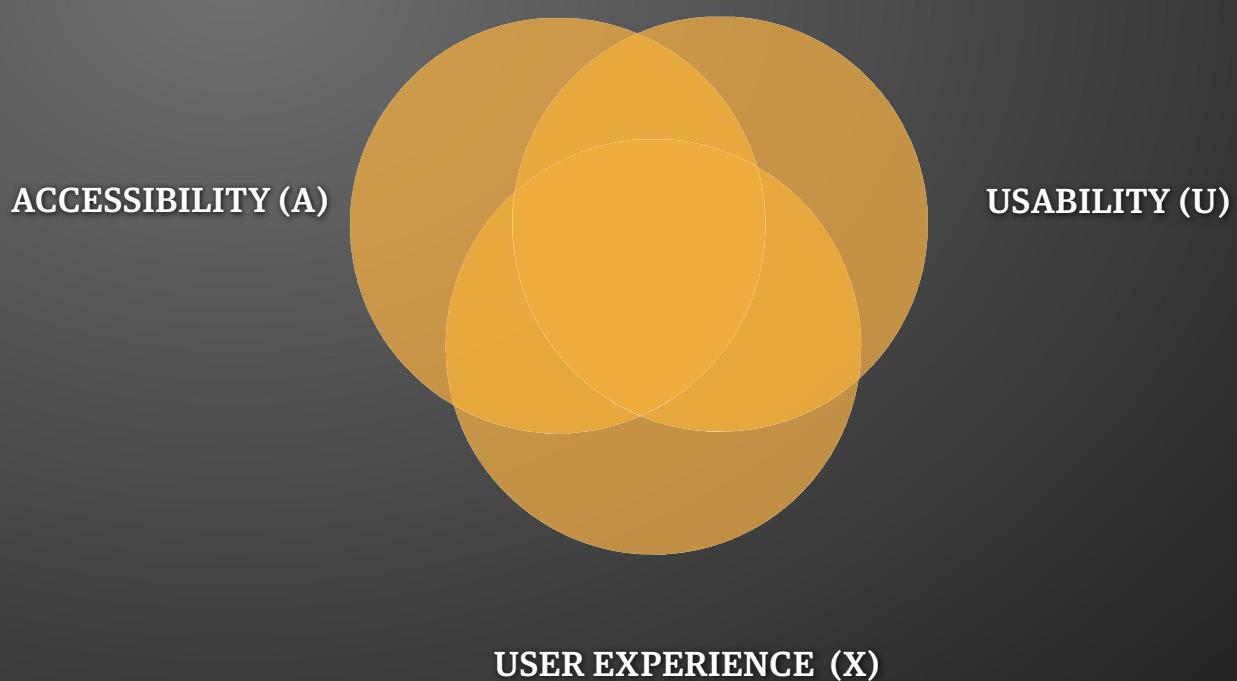
Tablet heuristics

A METHOD AND A SYSTEM

1. **Heuristic model**
2. **Model of reporting**

Tablet heuristics

THREE CATEGORIES



Tablet heuristics

DIVIDED TO SUB-CATEGORIES

CATEGORY					
ACCESSABILITY (A)	Legibility and Readability (A1)	Guidance (A2)			
USABILITY (U)	Touch screen ergonomics (U1)	Perceivability (U2)	Orientation (U3)	Consistency (U4)	Responsivity (U5)
		• <i>Visibility</i>	• <i>Sense of place</i>		
		• <i>Affordances</i>	• <i>Sense of directions</i>		
USER EXPERIENCE (E)	Flow (E1)	Interestingness, playfulness, arousal (E2)	Mood and brand (E3)	Interactivity (E4)	
				• <i>Interface</i>	
				• <i>Social</i>	
				• <i>Adaptive</i>	
				• <i>Creative</i>	

TABLET HEURISTICS / Harri Heikkilä, Aalto university • Next Media

Categories	Variables
ACCESSIBILITY (A)	
Legibility and readability (A1)	<ul style="list-style-type: none"> Avoid fonts with small x-height, open letterforms or/and stark contrasts. Choice of typography should fit all screens. Excessive use of italics, and condensed text undesirable. Do not use too small text. Do not hide content (without a clear hint). Ensure sufficient contrast to background.
Guidance (A2)	<ul style="list-style-type: none"> Prefer high level of intuitivity. Use transparent layer as guide, if necessary. Consider animation for special groups.
USABILITY (U)	
Touch screen ergonomics (U1)	<ul style="list-style-type: none"> Design for fingers, not for cursor (button sizes). Define the optimal touch areas.
Perceivability (U2)	<ul style="list-style-type: none"> • VISIBILITY (if something is clickable, make it look like it). • VISIBILITY (if something is not clickable, make it not look like it is). • Use difference and change with a purpose. • Affordances should be as self explanatory as possible. • AFFORDANCES (Prefer familiar and real-world metaphors). • AFFORDANCES (Prefer existing design patterns and platform conventions). • NATURAL MAPPING (make information appear in natural and logical order).

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EXAMPLES OF RULES BEHIND SUB-CATEGORIES



U1 Touchscreen ergonomics

It means design for the fingers, not for the cursor. Touchable minimum size is noticeable bigger than clickable size. One needs to understand the optimal touch-areas, avoid hand-obscuration.



Tablet heuristics

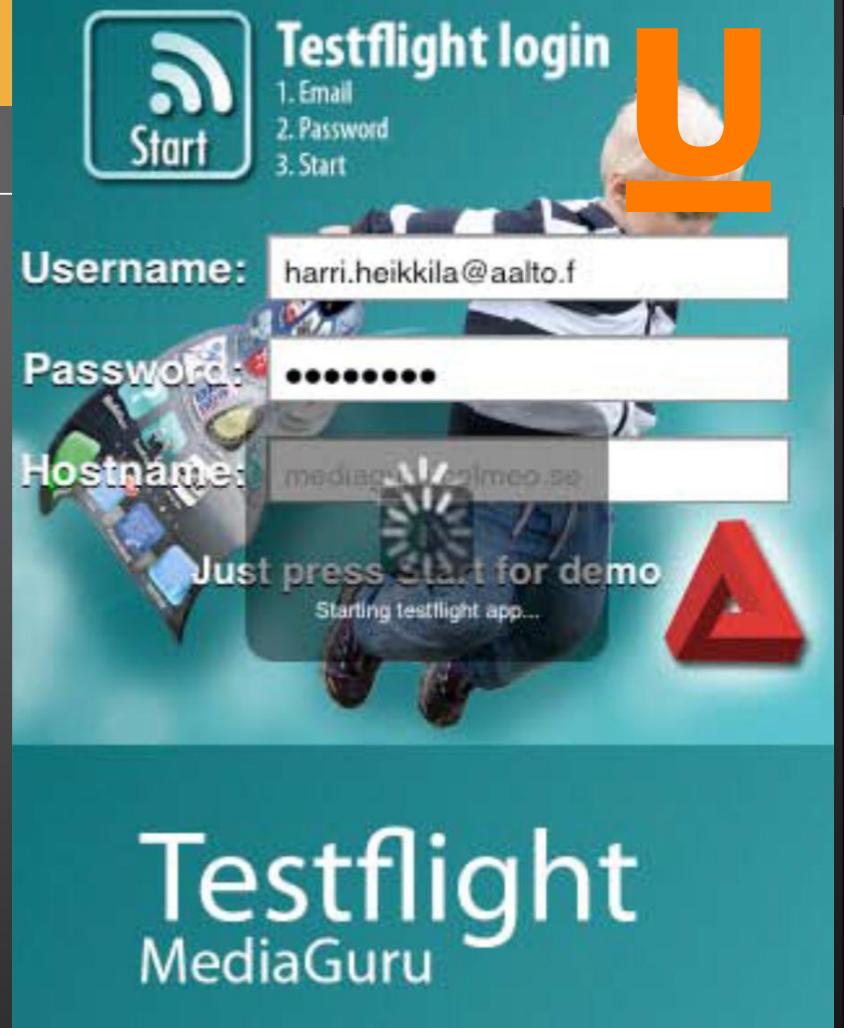
EXAMPLES



U2 Percevability

VISIBILITY. Make it clear where to touch. If something is clickable, make it evident, and vice versa. If something is not interactive, don't make it look like it is: there are no tooltips in touch screen - environment

AFFORDANCES (alternatives of action). Prefer real world familiar metaphors, existing design patterns and platform conventions. Affordances should be as self-explanatory as possible.



Tablet heuristics

EXAMPLES



U2 Percievability

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Tablet heuristics

EXAMPLES



U2 Percievability

Natural mapping. Make information appear in a natural and logical visual order. Use contrasts and hierarchies. Understand Gestalt laws as a basis of human perception of lay-out.

The screenshot shows a news application interface on a tablet. At the top, there's a header with the time (15:39) and a signal strength icon. Below the header, there's a navigation bar with a magnifying glass icon and other small icons. The main content area displays a list of news articles. Each article has a small thumbnail image on the left, followed by the headline and a brief summary. The headlines include:

- Monti: Berlusconi sull'Imu? Elementi di usura. Con lui si gioca spudoratamente
- Ruby, Berlusconi chiede nuovo rinvio del processo. No di Boccassini
- Frosinone: l'azienda non vince l'appalto, manager suicida in ufficio
- Calcioscommesse, inchiesta Europol «Truccate 380 partite in Europa
- Fiat Pomigliano, stipendio ai 19 operai Fiom ma stanno a casa
- Marchionne assicura: «Alfa non è in vendita»
- Apple, svolta Foxconn: la fabbrica cinese apre ai sindacati
- Siria, rilasciato l'ingegnere italiano rapito a dicembre
- Sequestro Abu Omar, chiesti 12 anni per Pollari e 10 per Mancini

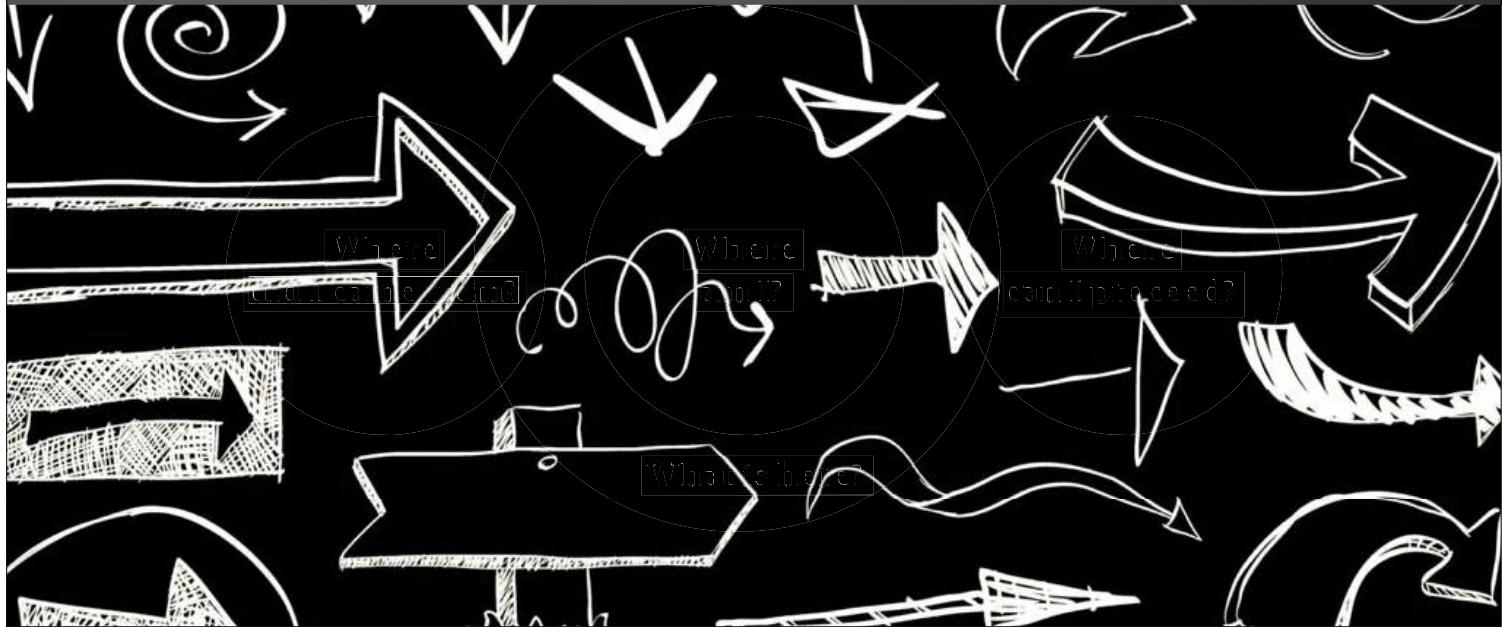
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USABILITY



U3 Orientation

- SENSE OF PLACE (use visual landmarks to create better "browsability").
- SENSE OF PLACE (Tell user the length of the story, and his position in magazine).
- SENSE OF DIRECTION (ensure existence of the four positional affordances).
- EFFECTIVENESS OF NAVIGATION



Tablet heuristics



EXAMPLES

U3 Orientation

SENSE OF PLACE. Users must always know where they are in the publication. Visual landmarks create better "browsability".

Uudised

Lühidalt

uudised@epl.ee



Arstide streigist
Kui kedagi häirib see, et kuus aastat üli-koolis intensiivselt õppivad ja seejärel veel mitu aastat residentidena rügavad arstid peale pikkade pingutuste lõppu keskmisest rohkem palka teenivad, siis mis siis ikka – alati on ju võimalik häälletada jalga-dega ja lasta end ravida mõnel põhjakäinud madalapalgalisel meedikul või kohalikul külanoial. *Vahur Koorits (Delfi)*

Eestlane olla on kulukas hobि
Eestis elamine ja eestlaseks jäädmine on puhtpragmatiselt võttes ikka olnud pigem aateline kui praktiline otsus. [...] Nüüd, kakskümmend aastat pärast taasiseseisvumist paistab kohati jälle, et eestlus on vaid kulukas hobи, mida majanduslikult mötlev inimene endale lubada ei saa. Ainult lootusetult laisk ei otsi endale paremat! Noh, näis, mis sedapuhku saab. *Andrus Kivirähk (EPL)*



Vladimir Putnist
Putini valitsusaja sisse jäevad islami äär-muslaste sissetung Dagestani, elumajade öhkmine Venemaal, teine Tsetšeenia sõda, Kursk, Nord-Ost, Beslan jne. Sissetung Gruusiasse ja Anna Politkovskaja ning teiste tapetute nimed. Need sündmused ja teod panevad meid juubilari õnnitlades sünnesõnavalence juhitava riigina suhteli

Jürgen Ligi
Püha lihtsa ainult juhul Sest nad ju, viisakad inir kui kutsutak tema vanen Powerpoint et kuidas ra olukorras ei Kaarel Tarar

EFK Saksan
Eile lõppes merkoori k tippmuusik kowski (pilo solistideans linnas Esse

Tablet heuristics

HEURISTICS AS A REPORT MODEL

1. Heuristic model
2. Model of reporting

The screenshot shows a Microsoft Excel spreadsheet with the following details:

- Title Bar:** The title bar displays the file name "NXT_tabletassessmenttemplate14".
- Toolbar:** The toolbar includes icons for Tables, Reorganize, Function, Formula List, Charts, Text Box, Shapes, and Comment.
- Worksheet:** The main worksheet has the following structure:

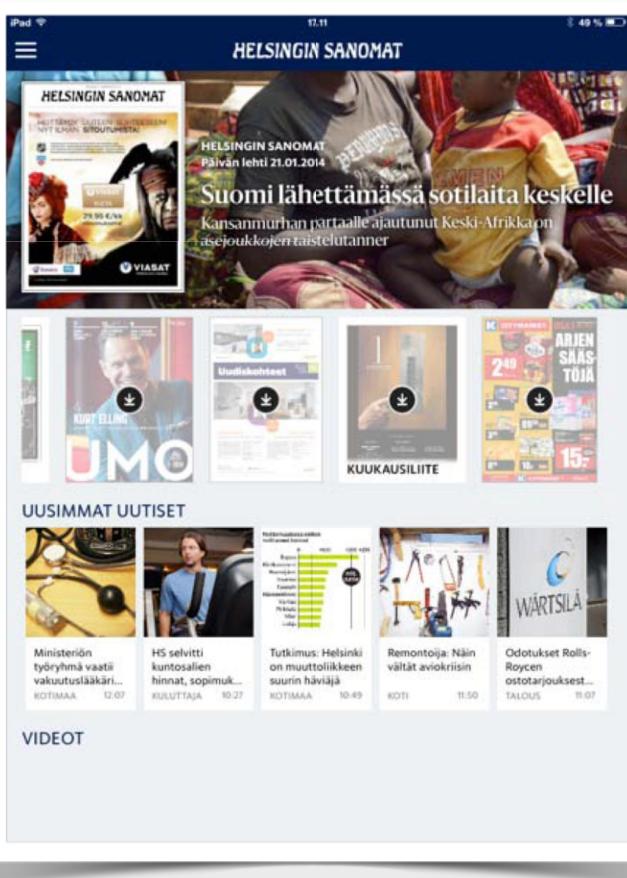
AFFECTED HEURISTICS	SEVERITY 1-4	DESCRIPTION	SUGGESTION/ SOLUTION	PICTURE	NOTES OF PUBLISHER
01	Class of broken heuristic/ Affected rule	3	Detailed description	Suggested action	Screenshot of the problem Space for notes for the receiver
02					
03					
04					
05					
06					
07					
08					
09					

Tablet heuristics

EXAMPLES OF EXECUTION 2012

Example of the report matrix given to customer,
case HS iPad/Android-app 2014

01	Mood and brand (X3) / Strive to ubiquitousness of the brand image in design.	3	Newspaper logotype not visible in cover, (nor in section head in ipad)	Add the logos to enforce brand image	
02	Legibility and readability (A1) / Use meticulous spacing and alignment.	3	Door view is a bit confusing and truncated, major headline is breaking abruptly, main picture is often cropped awkwardly	New design with more space and better hierarchy recommended	
03	Flow (UX1) / Do not interrupt reading experiences unnecessarily.	3	It requires three taps/steps to read today's paper print-replica: 1. Tap menu-screen thumbnail, 2. Tap print-replica thumbnail to start download, 3. Tap to open, when download is finished.	Enable user to select which version s/he prefers or consider moving the replica to the product line.	
04	Consistency (U4) Follow design patterns and platform conventions.	3	The path from article to archive should be more similar in tablet edition as in print replica	Use the same terms, strive to same behaviour in replica and tablet editions.	
05	Interestingness, playfulness, arousal (X2) / Avoid excessive monotony.	3	The pages are too similar	Needs to have lots more grid options, where different picture sizes, headlines and pull quotes can create variation	
06	Consistency (U4) Follow design patterns and platform conventions.	3	Down arrow opens big miniatures in the middle of the page (iOS)	Navigation menu would be more expected and more effective navigational solution. Miniatures work better at bottom of the screen.	
07	Consistency (U4) /Emphasize consistency by making visual cues consistent with each other	3	Unable to return to door view from the front page. Back-button does not work. (Android)	Fix the back-button	
08	Touch screen ergonomics (U1) / Design for fingers, not for cursor (button sizes).	3	Too small buttons in top toolbar, too close to the edge. (Android)	Make the button as large as in iOS-version, add more margins	
09	Perceivability (U2) VISIBILITY (if something is clickable, make it look like it, do not hide content).	3	Picture galleries don't stand out as interactive, captions are hidden. In Android, icon indicating multiple images is too small.	Integrate additional pictures more tightly, add a hint of the gallery size, add one caption to picture	
10	Touch screen ergonomics (U1) / Design for fingers, not for cursor (button sizes).	2	Text size adjustment is unclear (iOS)	AAA-model with indication of chosen size by bold, if the old slider is not technically possible.	
11	Consistency (U4) /Emphasize consistency by making visual cues consistent with each other	2	Sidebars use the same visual marking as sections. Typography is incoherent in sidebars.	Use similar marking and and typesetting quality as in print	



Doorview is somewhat confusing, long headlines are breaking abruptly.

Truncated, new design with more space recommended.
Use of labels

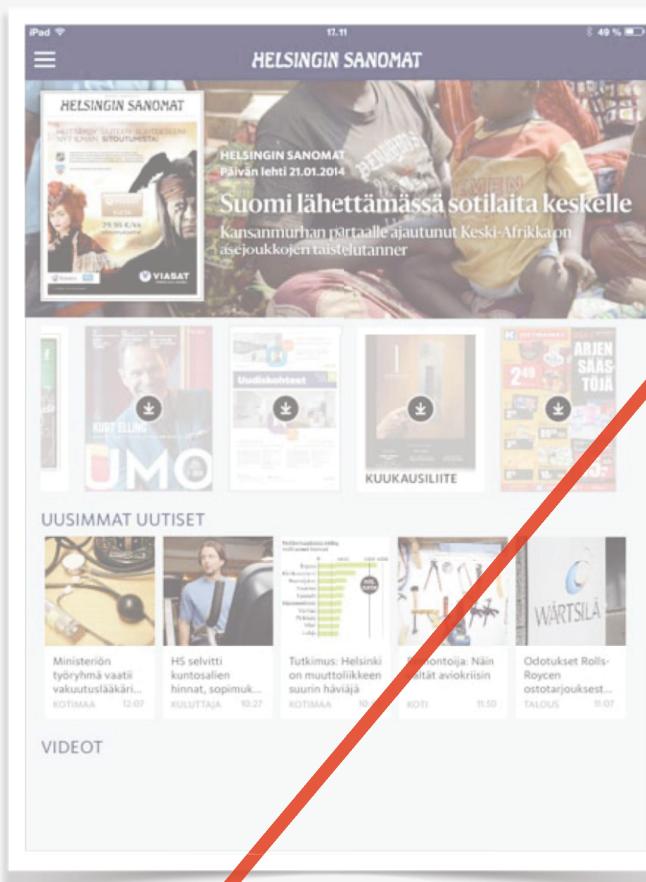
02

Legibility and readability (A1) / Use meticulous spacing and alignment.

3

Door view is a bit confusing and truncated, major headline is breaking abruptly, picture is cropped awkwardly

New design with more space and better hierarchy recommended



01 Mood and brand (F2) / Drive to...	3	News logo is not visible in cover, nor in...	Add the logo to enhance brand image
02 Legibility and readability (A1) / Use meticulous spacing and alignment.	3	Door view is a bit confusing and truncated, major headline is breaking abruptly, picture is often cropped awkwardly	New design with more space and better hierarchy recommended
04 Consistency (U2) / Follow design patterns and platform conventions.	3	Pages are similar, but behaviour is different	More consistent behaviour in door view, when different picture sizes, headlines and bold quotes can create variation
05 Interactions, playfulness, arousal (X2) / Add motion, animation, monitoring.	3	The pages are so similar	Needs to have less menu grid spacing, when different picture sizes, headlines and bold quotes can create variation
06 Consistency (U2) / Follow design patterns and platform conventions.	3	Draw arrow open big minorities in the edge of the page (S2)	Navigation menu would be more consistent with the rest of the news app, if the behaviour in door view is consistent with the rest of the news app
07 Consistency (U2) / Consistency is achieved by making visual cues consistent with the rest of the news app.	3	Unable to return to door view from the front page. Back button does not work. (Android)	Navigation menu would be more consistent with the rest of the news app, if the behaviour in door view is consistent with the rest of the news app
08 Touch screen ergonomics (F1) / Design for fingers, not for cursor pointing.	3	Too small buttons in top header, too close to the edge. (Android)	Make the buttons as large as in iOS version, add more margin
09 Interactivity (U2) / Usability is achieved by making it intuitive, easy to use.	3	Picture galleries don't react as interactive, captions are hidden. In Android, icon indicating media file is too small.	Imagine additional pictures more tightly, add a hint or the gallery icon, add one media file at a time, so it's not too crowded
10 Touch screen ergonomics (F1) / Design for fingers, not for cursor pointing.	3	Text size adjustment is unclear (iOS)	Text size adjustment with indicators of increase size by bold. If the old size is not possible, make the text smaller
11 Consistency (U2) / Consistency is achieved by making visual cues consistent with each other	3	Squares use the same visual styling in door view. Typography is inconsistent in sections, like sidebar-marking and top-spacing	Change style of gear, add the parameter options
12 Consistency (U2) / Follow design patterns and platform conventions.	3	List symbol is used for "preferred" in the door view. Options are not represented as groups.	Use different image sizes in the layout
13 Perceivability (U2) / Visual elements are clearly visible, create clear and representative interfaces.	3	Also square images are displayed as two values of the picture in hierarchy	Use different image sizes in the layout
14 Interactions, playfulness, arousal (X2) / Add motion, animation, monitoring.	3	Mugshot images of writers are displayed in too large places in the news view, they are too close to the text, which is reduced when the user scrolls down.	Display writer's mugshot in small, large place along with the text, so the background image is not too large, when the background image is very big in the news view
15 Consistency (U2) / Headlines should be consistent with the rest of the news in design.	3	No indication of historical wrongdoing in door view sections.	Display image in both sides
16 Perceivability (U2) / Awareness is achieved by making visual cues as possible.	3	Difference between print media and iPad magazine is often hard to decipher from the news view.	User name tags in every product
17 Consistency (U2) / Follow design patterns and platform conventions.	3	It's hard to see, mistakes of designs are not available in vehicle area making transition another harder	Shows print-out gestures in all areas of the app
18 Percevability (U2) / Information is related in user browserizes the paper in article view.	3	Typewriter icon is related in user browserizes the paper in article view.	Make the Typewriter a paper section
19 Mood and brand (F2) / Drive to...	3	Pictures have often a random crop.	Like smart choose photo
20 Guidance (A2) / Use transparent, flat or solid, necessary.	3	No guidance or instructions available.	Show instructions for first-time users, and make them relevant to the menu
22 Mood and brand (F2) / Drive to...	3	Wrong colour coding in section front pages (Android)	Separate different sections using their own colour in section heads and logos
23 Legibility and readability (A1) / Use meticulous spacing and alignment.	3	Unnecessarily called heads in front page news blocks (Android)	Do not truncate sentences when there's space
24 Image cropping/carsoul has to be closed from the back to back button (Android)	3	Image cropping/carsoul has to be closed from the back to back button (Android)	Disable closing through "X"-button (see in iOS)
25 Mood and brand (F2) / Drive to...	3	Image caption is not shown in article (Android)	Show caption always in article view also
32 Legibility and readability (A1) / Use meticulous spacing and alignment.	3	Some tables are not displayed properly.	Publish tables as images, if paper layout is not possible
33 Interactions, playfulness, arousal (X2) / Add motion, animation, monitoring.	3	Infographic are cropped to fit the column width, although they could be readed in a scaled-down view while viewing them, making it impossible to read for inexperienced user (iOS)	Do not crop infographics or other images, only scale them down
27 Touch screen ergonomics (F1) / Design for fingers, not for cursor pointing.	3	Section midline feels unnecessary if user needs to scroll down while viewing them, making it impossible to read for inexperienced user (iOS)	Fix the position, just like in the vertical view
28 Legibility and readability (A1) / Use meticulous spacing and alignment.	3	First line in the first paragraph is unnecessarily present.	Obey typographic rules
29 Legibility and readability (A1) / Use meticulous spacing and alignment.	3	Headline too close to top navigation bar in some pages (iPad kindle)	Increase the amount of whitespace
30 Consistency (U2) / Follow design patterns and platform conventions.	3	Article in the wrong section.	Variety-column is placed in the bottom right corner of the news view. It's in the Editorial-speed in the print version
31 Percevability (U2) / Usability is not hole content.	3	TV listings are not published in the iPad version	
32 Consistency (U2) / Follow design patterns and platform conventions.	3	When byline is at the end of the story, the row describing place of profession does not scale equally with the name	Check scaling in different sizes

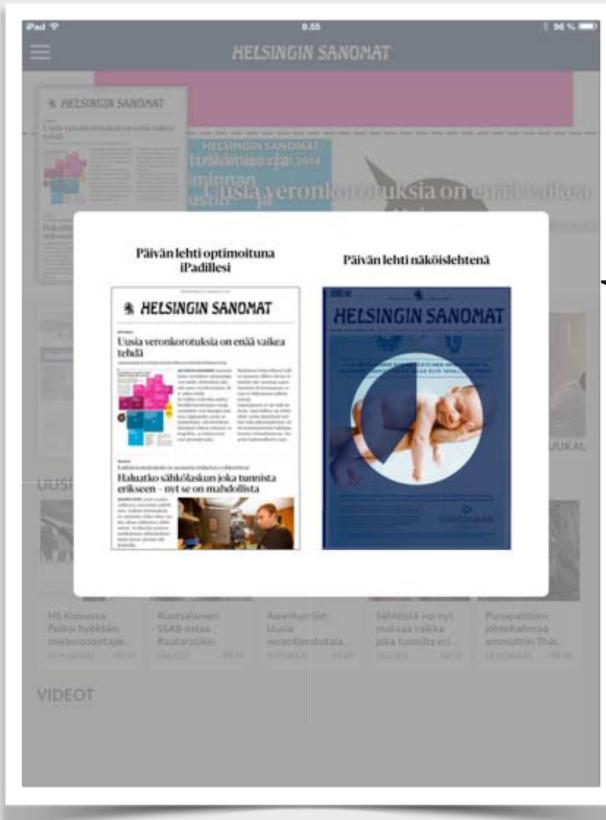
02

Legibility and readability (A1) / Use meticulous spacing and alignment.

3

Door view is a bit confusing and truncated, major headline is breaking abruptly, picture is cropped awkwardly

New design with more space and better hierarchy recommended



User is forced to make same choice every day

An additional click is required to download the daily paper compared to current version

Difference between print replica and iPad-version is often hard to decipher from the pop-up/splash screen.

03

Flow (UX1) / Do not interrupt reading experiences unnecessarily.

3

It requires three taps/steps to read today's paper print-replica: 1. Tap menu-screen thumbnail, 2. Tap print-replica thumbnail to start download, 3. Tap to open, when download is finished.

Enable user to select which version s/he prefers or consider moving the replica to the product line.



Print replica has been moved to product line, every product is tagged

03

Flow (UX1) / Do not interrupt reading experiences unnecessarily.

3

It requires three taps/steps to read today's paper print-replica: 1. Tap menu-screen thumbnail, 2. Tap print-replica thumbnail to start download, 3. Tap to open, when download is finished.

Enable user to select which version s/he prefers or consider moving the replica to the product line.

iPad 8.55 100 %

HELSINGIN SANOMAT

HELSINGIN SANOMAT

MANIC MONDAY
TÄÄNÄH 10.3.2014

PÄIVÄN LEHTI 10.03.2014

Jopa tuhansia opettajia on home-evakossa

Sisäilmasta sairastuneiden opettajien oikeusturva on koetuksella

NÄKÖISLEHDET JA KIRJAT



ILMOITUSLIITTEET



ser to select which version s/he
or consider moving the replica to
uct line.

03

keskiviikkona 15.01.2014 91 %

Aa SULJE LEHTI

IKUUTA 2014

18.40 82 %

Sulje

HS Ilmastonvaihteet siirtyy arkeen
säästöön ja tehostamisenä

Ukrainan tilanne kirstyy -
huoli kasvaa Euroopassa

Ukrainan tilanne kirstyy -
huoli kasvaa Euroopassa

Etusivu EU haluaa keskittynä
päästöjen hallitse

iPad OSASTOT Contents HELSINGIN SANOMAT

Use the same
terms and
symbols in
replica and ipad/
Android edition

04

Consistency (U4) Follow design patterns and platform conventions.

3

The path from article to archive should be more similar in tablet edition as in print replica

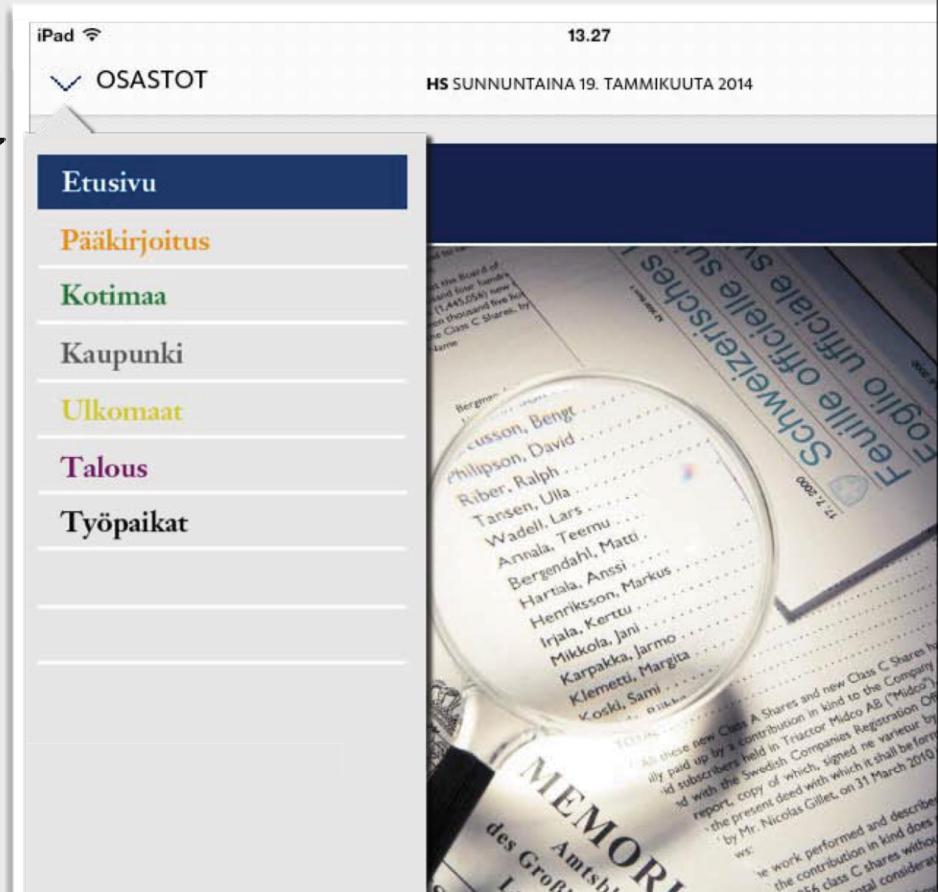
Use the same terms, strive to same behaviour in replica and tablet editions.

Choosing down arrow brings up miniature navigation in the middle of the page



06	Consistency (U4) Follow design patterns and platform conventions.	3	Down arrow opens big section miniatures in the middle of the page (iOS)	Navigation menu would be more expected and more effective navigational solution. Miniatures work better at bottom of the screen.
----	--	---	---	--

More expected behaviour and perhaps more functional one would be to provide a list of section with colour coding - this greatly help to form a mental map of the newspaper

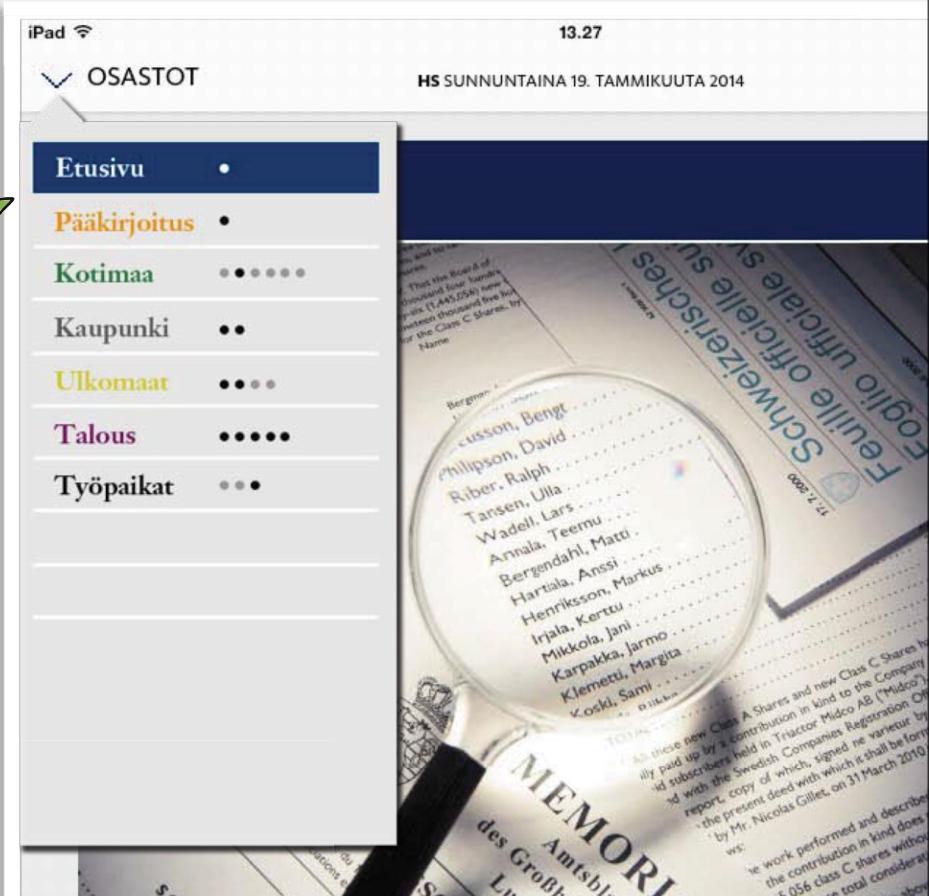


06	Consistency (U4) Follow design patterns and platform conventions.	3	Down arrow opens big miniatures in the middle of the page (iOS)	Navigation menu would be more expected and more effective navigational solution. Miniatures work better at bottom of the screen.
----	--	---	---	--

An additional help could be provided by section length hinting utilising dots as a page symbols

Most read pages could turn to darker colour (constant update during a day)

(Front page section is chosen in the screenshot)



06

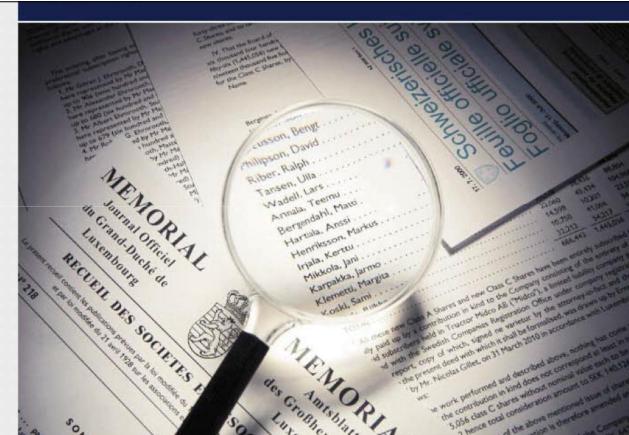
Consistency (U4) Follow design patterns and platform conventions.

3

Down arrow opens big miniatures in the middle of the page (iOS)

Navigation menu would be more expected and more effective navigational solution. Miniatures work better at bottom of the screen.

This solution would of course require a different positioning of the miniatures. Following a convention of bottom page miniatures would be most usable solution.



HS selitti: Suomalaisjohtajat keräävät palkkioita veroparatiiseista

HS keräsi yli kaksi miljoonaa sivua Luxemburgin ja Sveitsin kaupparekisterien tietoja. Aineisto kertoo, miksi 2 200 suomalaista käyttää veroparatiiseja.



06

Consistency (U4) Follow design patterns and platform conventions.

3

Down arrow opens big miniatures in the middle of the page (iOS)

Navigation menu would be more expected and more effective navigational solution. Miniatures work better at bottom of the screen.



Jenufan nimiroolin vihdoinkin Helsingissä

n loistavan
jan], tšekkiläi-
in käydä hä-
ensin perek-
tekstiin. Kir-
tteroinnin.
uskaamaan."



en laulaja saa
nit ja liioitel-
lit kuulosta-
iltä ja samal-
että kieli me-
ja katkeaa."

Mattila iatkoi

puriin 1998. Sama ohjaus on
kiertänyt Mattilan kanssa Lon-
toossa, New Yorkissa ja Los An-
gelesissa, ja nyt se koetaan Hel-
singissä.

"Olen vuosien mittaan tuonut

**Content, like
captions are still
hidden. It is not clear
whether this is a
picture gallery or part
of lay-out**

09

Perceivability (U2) VISIBILITY (if something is clickable, make it look like it, do not hide content).

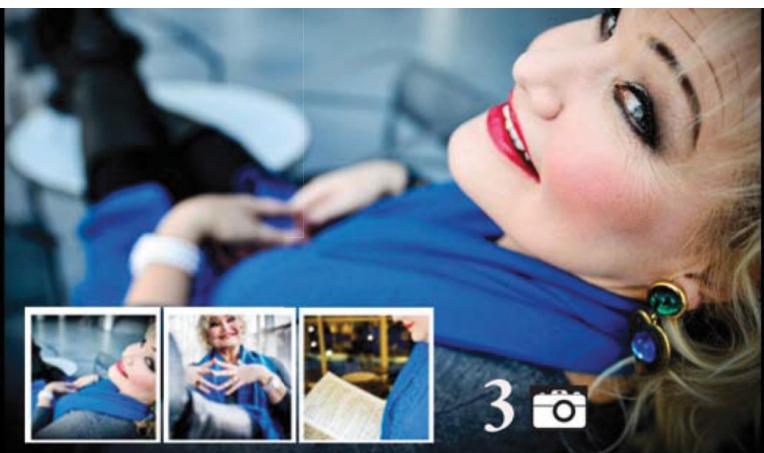
3

Picture galleries don't stand out as interactive, captions are hidden. In Android, icon indicating multiple images is too small.

Integrate additional pictures more tightly, add a hint of the gallery size, add one caption to picture



Karita Mattila laulaa Jenufan nimiroolin vihdoinkin Helsingissä



LiikutunJenufan kohtalosta aina harjoitusvaiheessa, kertoo Karita Mattila

Tämän jälkeen Mattila jatkoi korrepetiittorin eli harjoituspianistin kanssa. "Ja pikkuhiljaa vein roolin laulunopettajalleeni."

Hän oli legendaarinen Vera Rosza, jonka opissa Mattila kävi 1980-luvulta 2000-luvulle as-

"Olen vuosien mittaan tuonut siihen paljon omaa fyysisyyttääni, mikä sopii ohjaajalle."

HYVÄ KAPELLIMESTARI on mu-
kana jo kauan ennen orkesterin
tuloa mukaan. Näyttämöllä roo-

Tighter integration of optional pictures and a symbol would better hint to additional content. Caption in picture would make it work better without opening the picture gallery

09

Perceivability (U2) VISIBILITY (if something is clickable, make it look like it, do not hide content).

3

Picture galleries don't stand out as interactive, captions are hidden. In Android, icon indicating multiple images is too small.

Integrate additional pictures more tightly, add a hint of the gallery size, add one caption to picture

n

lerinat kuin enkeleitä aistivat yttelijät. He lupaavat parem-
a elämää ja kehon hyvinvoin-
Pysähdy. Ole läsnä. Kirjois-

Upper right corner is quite crowded. There is no feedback of chosen font size

09

Touch screen ergonomics (U1) /
Design for fingers, not for cursor
(button sizes).

2

Text size adjustment is unclear

Three a-model with indication of chosen size by bold

mäen läpi kulkee vain yksi bussiliinja.
Esimerkiksi ATT on kaupannut pitkään asuntoja kahdesta hitas-talosta, valkka ikkunoista ja porrashuoneista avutuvat näkymät merelle tai Vantaajoelle.

Lihellä on lenkkimaastroja, ja Pikkukoskella pääsee uimaan.

ASUNTOKAUPAN vauhtia hiljensi julkisen liikenneri puute, mutta nykyisin bussi numero 71 kipuaa kukkulakaupungin läpi Pihlajistoon ja Pihlajamäkeen. Sieltä taas löytyvät lähimät kaupat Viikin suuren markkinan ohella.

"Tilanne muuttuu, kun Viikinmaan länsiosa rakennetaan oleva kortteliitalo valmistuu ensi syksynä", arvioi kaupungin projektinsiööri Ina Liljestrooma.

Kortteliitaloon tulee päiväkoti ja alakoulu, jonne yhdestä kootuen luokan oppilaat pelmahtavat paikalle viimeistään tammikuussa 2015.

Maria Salmela HS
Viikinmäki



sa vuoden 2010 alussa. Itäosa on jo lähes valmis, ja siellä asuu noin 1 300 asukasta.

■ Kallioimaan länsiosaan on suunniteltu korkkeille kallioille ja rinteille etupäässä kaksi- ja kolmikerroksisia kaupunkiplentaloja.

■ Kun aikataulusta viivästyntä länsiosa valmistuu, Viikinmäessä on asukkaita noin 2 200.

■ Asuinalueen alle on kallioon louhittu Viikinmäen jätevedenpuhdistamo, joka puhdistaa Helsingin ja naapurikuntien jätevedet.

FAKTA

Ampumaradasta asuinalue

- Viikinmäessä oli ennen ampumarata. Kun Helsinki päätti suunnitella Vantaanjoen suulle korkealaatuisen kukkulakaupungin, maaperä puhdistettiin ja kunnostettiin.
- Rakentaminen alkoi vaihtelevassa maastossa.

Sivu 2 / 2

**Sidebars use the same visual marking as sections.
Typography is incoherent, leading varies, side bar should be one column**

11

Consistency (U4) /Emphasize consistency by making visual cues consistent with each other

2

Sidebars use the same visual marking as sections. Typography is incoherent in sidebars.

Use similar marking and typesetting quality as in print

Quite often picture has an unacceptable cropping reducing visual quality.

19	Mood and brand (X3) / Strive to ubiquitousness of the brand image in design.	2	Pictures have often a random crop.	Use smart choose techs.
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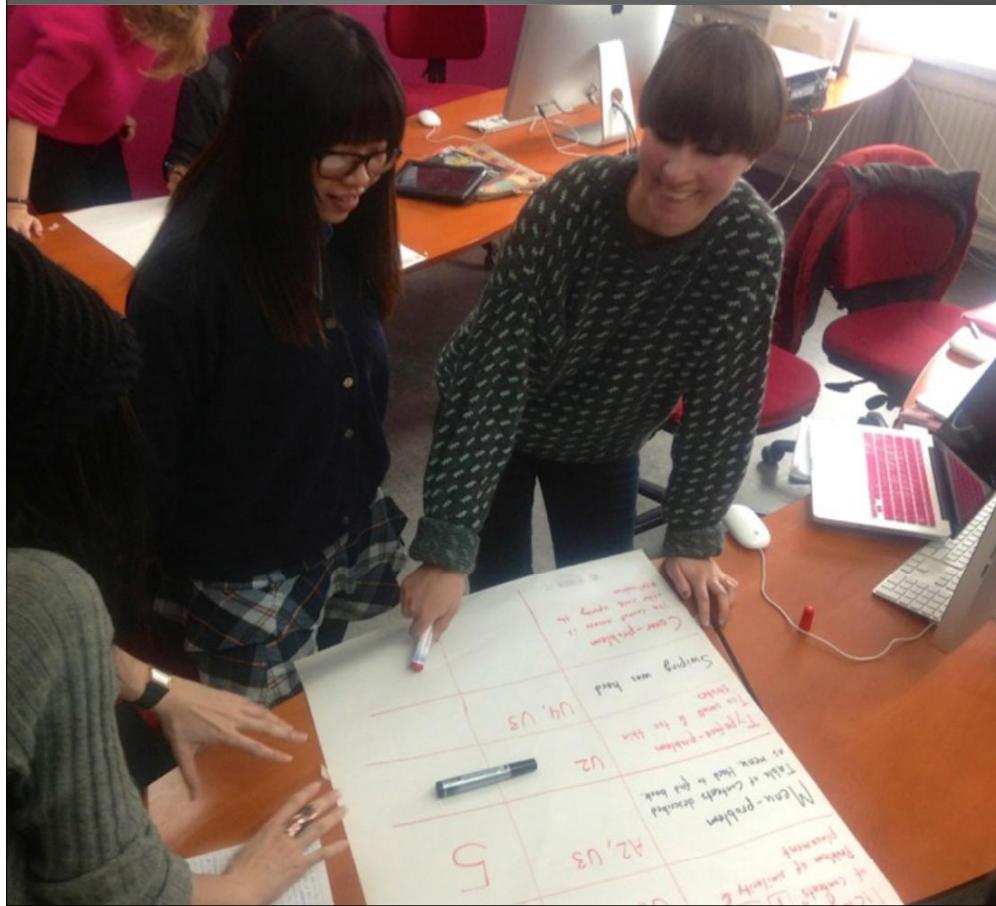
Tablet heuristics

ECHO EFFECTS

Tablet heuristics is now also part of Aalto ARTS MA curriculum in graphic design:
Publication design for the emerging platforms (6 cr) 2102-2013, and Lay-out Design 2014.

Tablet heuristics

ECHO EFFECTS



Tablet heuristics

LIST OF TESTED PRODUCTS

- HBL +
- Otava products
- Bonnier products
- SMF-publications, Lataamo, Me Naiset...
- Sanoma News
- etc. HUB

Assessment scheme for
the tablet publications:
Possible - yes!
Perhaps
Cancel

Towards tablet publication heuristics

Improving accessibility, usability and user experience with new expert evaluation

Author: Harri Heikkilä
Confidentiality: Public
Date and status: 30.1.2013 final

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next media