

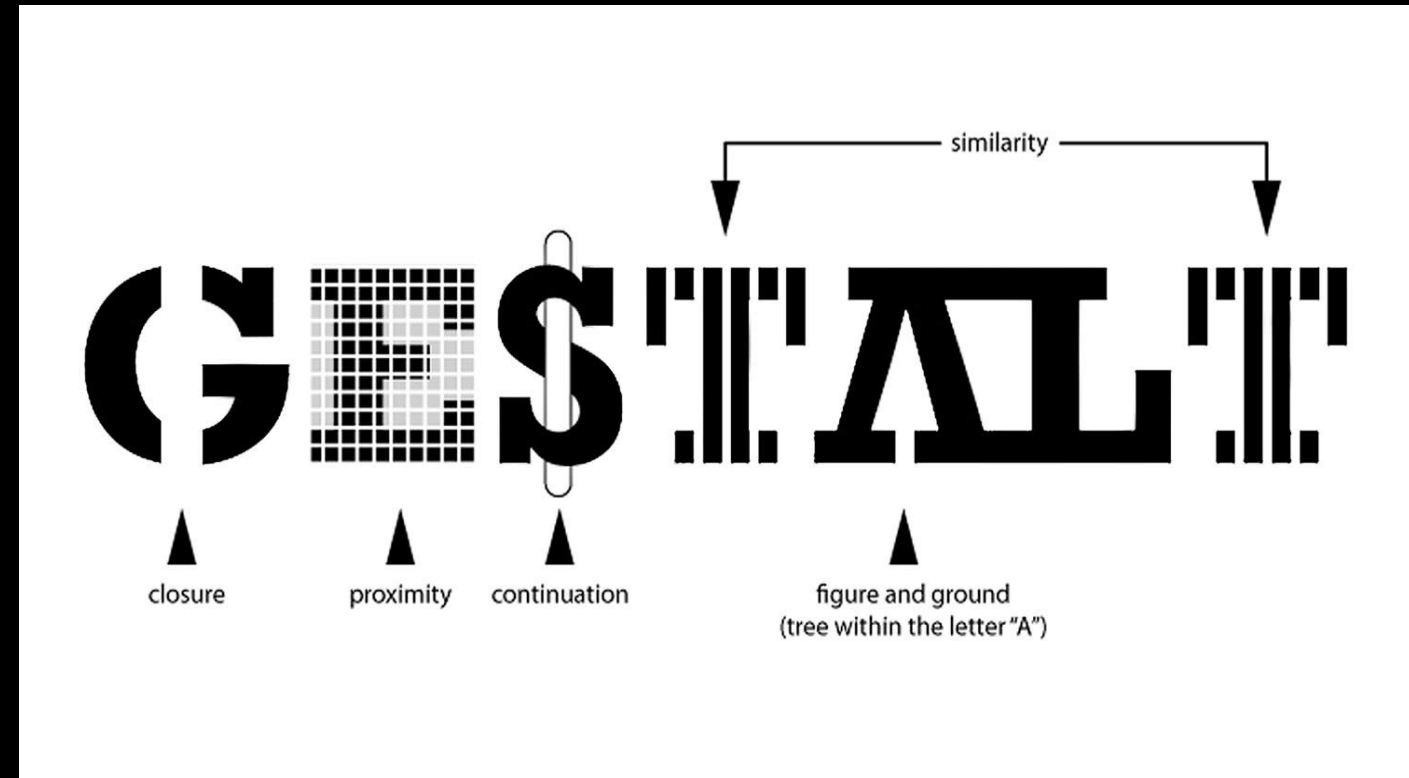
- By: Chris Savaglio

Design with the mind in
mind
Chapters 2-3
Jeff Johnson

- 9/30/22

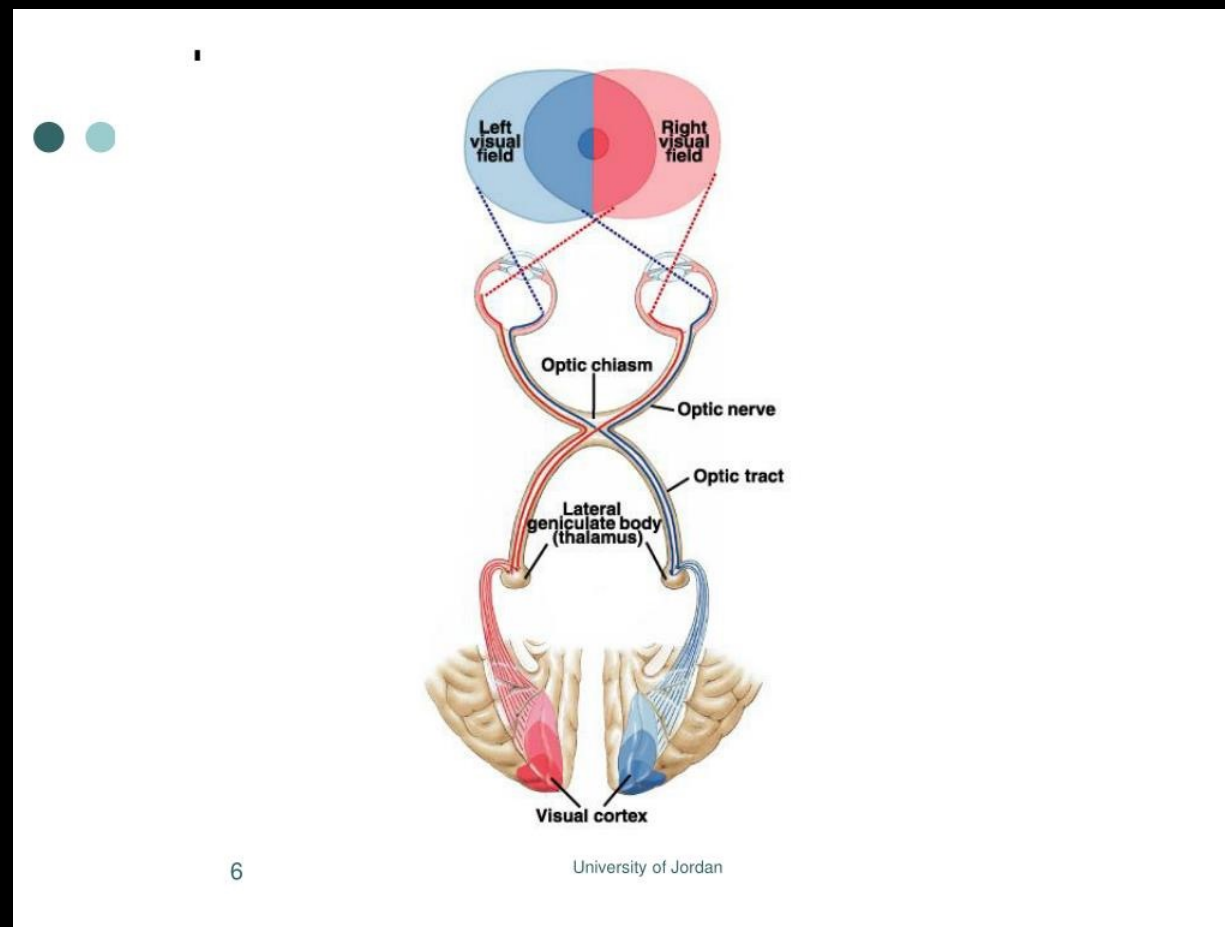
Gestalt Principles

- Human vision is Holistic
- We are wired to perceive whole shapes, figures and objects.
- Theories of Human visual perception became known as the Gestalt principles of visual perception.



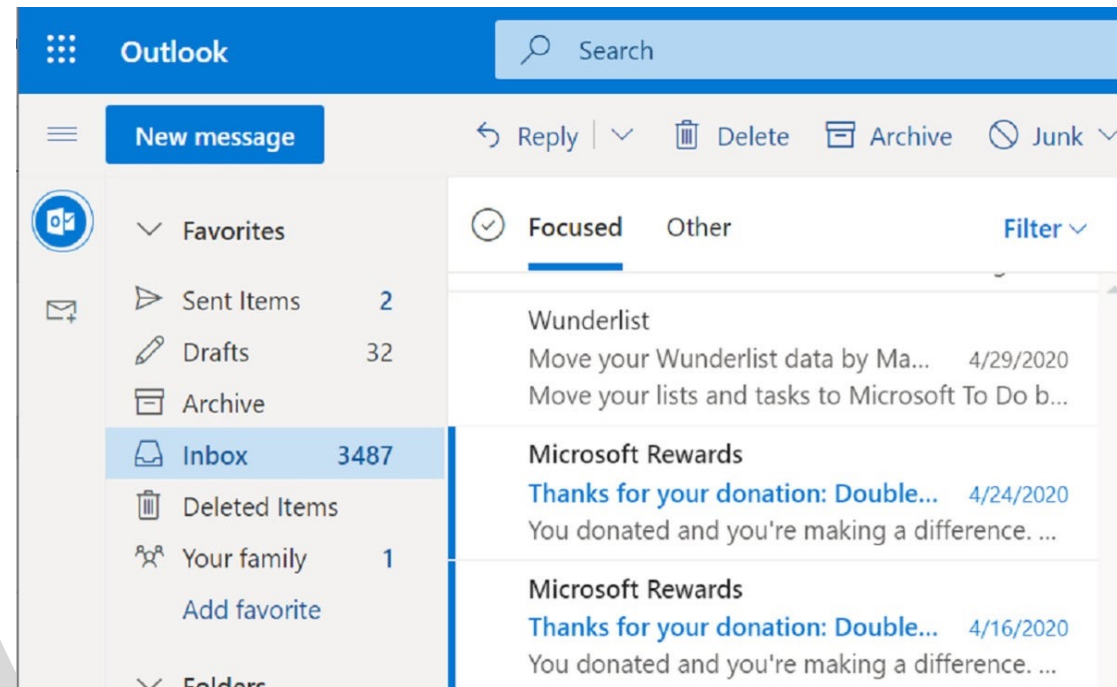
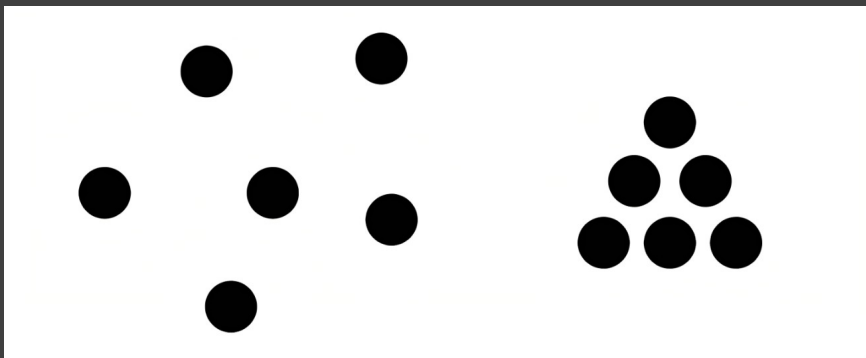
Today's Beliefs

- Gestalt theory of perception is more of a descriptive framework.
- Today's theories rely on the neurophysiology of the eyes, optic nerve and brain



Proximity

- Relative distance between objects displayed will affect our perception of how and if objects are organized into subgroups.
- Items can be visually grouped by spacing them closer to each other than to other controls.

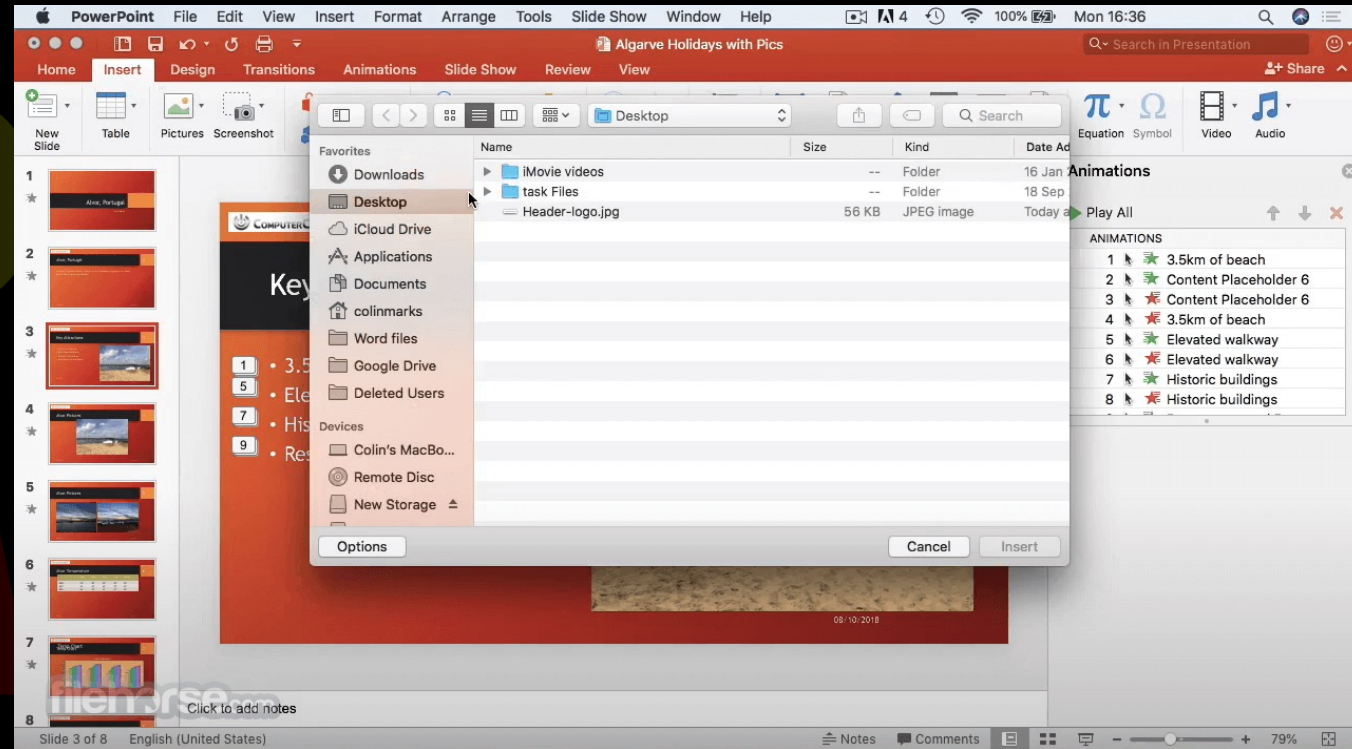


<https://images.idgesg.net/images/article/2021/03/microsoft-outlook-web-app-focused-inbox-large-100882474-large.jpg>

<https://th.bing.com/th/id/R.fab0992bbd3de258caf4dab39d99e381>

Similarity

- Objects that look similar appear to be grouped, all other things being equal.



<https://static.filehorse.com/screenshots-mac/office-and-business-tools/microsoft-powerpoint-screenshot-04.png>

<https://i0.wp.com/moss51.com/wp-content/uploads/2020/03/similarity2.png?w=3000&ssl=1>

Continuity

- Visual perception is biased perceiving continuous forms rather than disconnected segments.
- Slider controls are a great example of the Continuity principle

https://th.bing.com/th/id/R.213dc04fd7d61feba4cb4089a03c4191?rik=prJHE31ezt2CYA&riu=http%3a%2f%2fwww.qweas.com%2fdownload%2faudio_mp3%2faudio_players%2fscreen%2faudio_sliders_160.gif&ehk=eXlxiQyMrVeJ9QPj1zpr1K7GPTwePRU5WhIraNDhFk%3d&risl=&pid=ImgRaw&r=0

<https://www.simonwhatley.co.uk/content/writing/gestalt-principles-of-perception/gestalt-law-of-continuity.png>

Law of Continuity

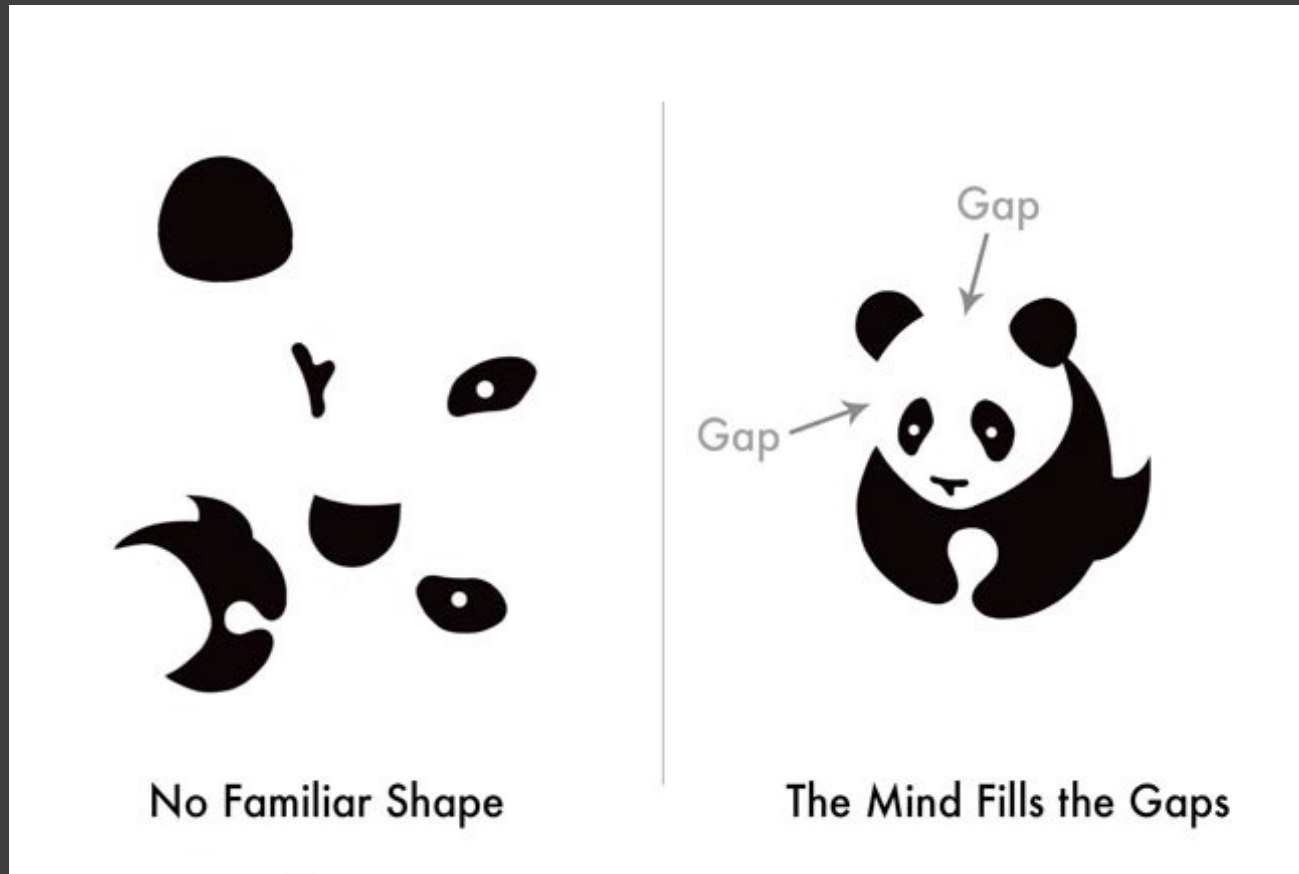


Gestalt Laws

simonwhatley.co.uk



Closure



- Our visual system automatically tries to close open figures so that they are perceived as complete objects.

<https://ipoxstudios.com/wp-content/uploads/2018/07/law-of-closure-gestalt-psychology-random-shapes-with-panda.jpg>

Symmetry

- Our vision automatically organizes and interprets the data to simplify it and give it symmetry
- Used on computer screens to represent three dimensional objects on a two-dimensional display.

https://assets-global.website-files.com/6009ec8cda7f305645c9d91b/604a945ddc75c179a96cfde4_webflow-3-column-grid.jpg

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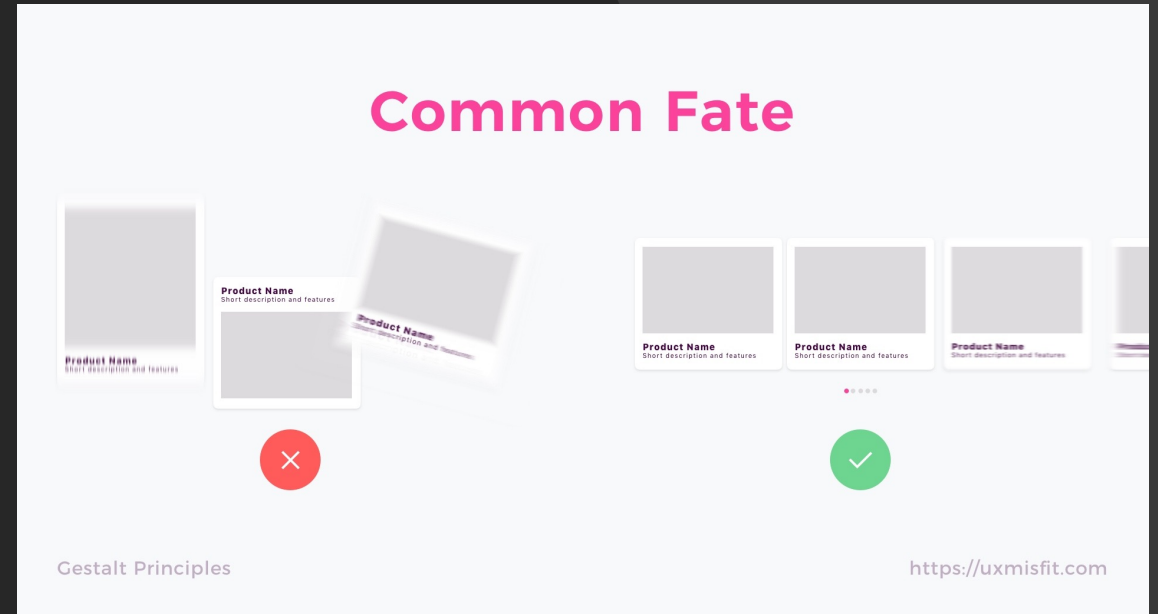
Figure/Ground

- Our mind separates the visual field into the figure and ground.
- A small object overlapping a larger one tends to be perceived as the figure and the larger object as the ground

<https://i.ytimg.com/vi/sURYHNmEYco/maxresdefault.jpg>

Common Fate

- Objects that move together are perceived as grouped or related



https://uxmisfit.com/wp-content/uploads/2019/04/common_fate_sample.jpg

Combined

- These principles work together not by themselves.
- After designing keep in mind the seven principles of Gestalt so there aren't any relationships between elements that you don't intend.



https://cdn-images-1.medium.com/max/1600/1*EoFv3rd9OddikEdgXa59jA.jpeg

We Seek and use Visual Structure

- Information presented in a structured way is easier for people to scan and understand.
- The more structured the information gets rid of pointless repetition.

The screenshot shows a flight search interface for Southwest Airlines. The header indicates the route: Depart: LAS → MDW (Las Vegas, NV - LAS to Chicago (Midway), IL - MDW). It includes a link for 'Government taxes & fees included' and a note that 'All fares are rounded up to the nearest dollar.' There are buttons for '\$' and 'Points'. Below the header, there are date tabs for MON Jul 09, TUE Jul 10, WED Jul 11, THU Jul 12, and FRI Jul 13. A 'Low Fare Calendar' button is highlighted in green. To the right, there is a 'First 2 bags fly free®' offer with a note 'Weight, size & excess limits apply'. Below the date tabs, there are filters for 'Sort by' (Lowest fare), 'Filter by' (Nonstop, All day), and a 'View fare type benefits' link. The main content area is divided into two sections: 'Departing flights: lowest fare' and 'Departing flights: all other flights'. Each section shows flight details including flight number, departure time, arrival time, duration, and fare options (Wanna Get Away, Anytime, Business Select).

Departing flights: lowest fare		Wanna Get Away	Anytime	Business Select
Nonstop # 1556	8:25 PM → 1:55 AM (Next Day)	\$93	\$576	\$604

Departing flights: all other flights		Wanna Get Away	Anytime	Business Select
Nonstop # 2064	5:45 AM → 11:10 AM	\$113	\$576	\$604

<https://community.southwest.com/t5/image/serverpage/image-id/7951iA84F1DC9DFE49F60?v=1.0>

Structure Enhances Peoples Ability to Scan Long Numbers

Use Another Credit Card



Card Type:

Visa

Card Number:

Expiry Date:

 / mm/yy

Name on Card:

Save this credit card for later

(and next time you shop you won't need to re-enter it)

- Credit Card Numbers and Phone numbers are broken up into parts to be made easier to scan and remember.

<https://th.bing.com/th/id/R.f8f77ec6beee0b1d2c42f616a8d644af?rik=mXqlaiUC24S%2fgg&riu=http%3a%2f%2fwww.josesandoval.com%2fimages%2fchaptersCreditCard.png&ehk=PWXhTyY8hHvwxIFVmS6yiFoH651QiSvG9TGeFB%2fsnro%3d&risl=&pid=ImgRaw&r=0>

Data-Specific Controls Provide Even More Structure

- Instead of simple text fields, segmented or not, designers can use controls to display a value of a specific type.
- https://flutterawesome.com/content/images/2020/12/date_picker.gif

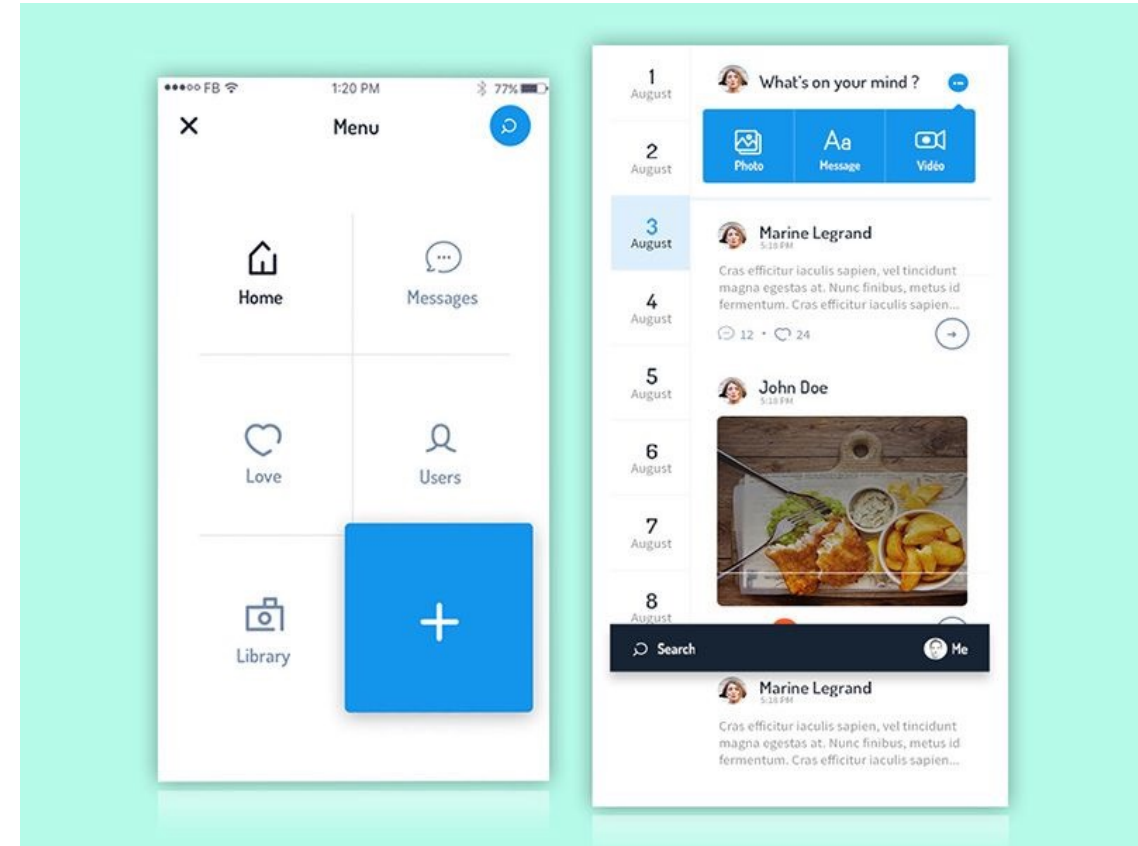


Visual Hierarchy Lets People Focus on the Relevant Information

- Allows people to instantly separate what is relevant to their goals from what is irrelevant.

<https://i.pinimg.com/originals/fb/b0/8e/fbb08ec775a1d717c80529c11ab00f2f.jpg>

g



Questions?