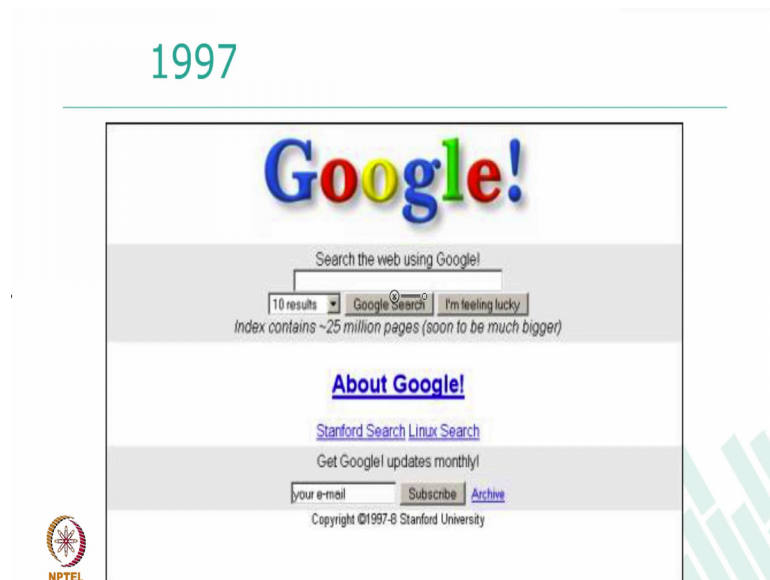


Introduction to Human Computer Interaction
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Lecture – 21
Visual Design, Colours, Fitts Law, Gulfs

Welcome back to the course. So, I am going to continue talking about visual design, colours, Fitts laws and Gulfs. I am going to take these topics over to week-9 also, but I am going to cover some (Refer Time: 00:23) in week-8, so, I am starting of with the new depth of slides.

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Before we get into visual design, colours, Fitts laws and gulfs, let us take a look at the different services that we use today and how they looked actually some years back. Here are like four or five examples which will actually give you how design paradigms design thinking or design implementation has actually changed over a period of time.

This is Google in 1997. So, if you look at the page it says search the web using Google, 10 results, that is a drop down for 10 with results some number of results. It says index contains 25 million pages soon to be much more Google search I am lucky about Google Stanford search, Linux search get Google updates monthly your email, subscribe, archive and copyright at the rate of 1997 and Stanford University. That is the whole page of Google at 1997.

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Look at the page right now that is the page right now which is Google search bar, Google search, I am feeling lucky and offered in different languages. So, with I think that that is just for now it is very very clean probably at this point in time in 1997 they also changed the so to say the logo if you look at the logo the logo is changed between 1997 and now and now, they probably do not need to actually advertise about it is at Stanford University search probably Stanford search about Google all of that is just not necessary.

What are you here on Google space just to do some search just do that.

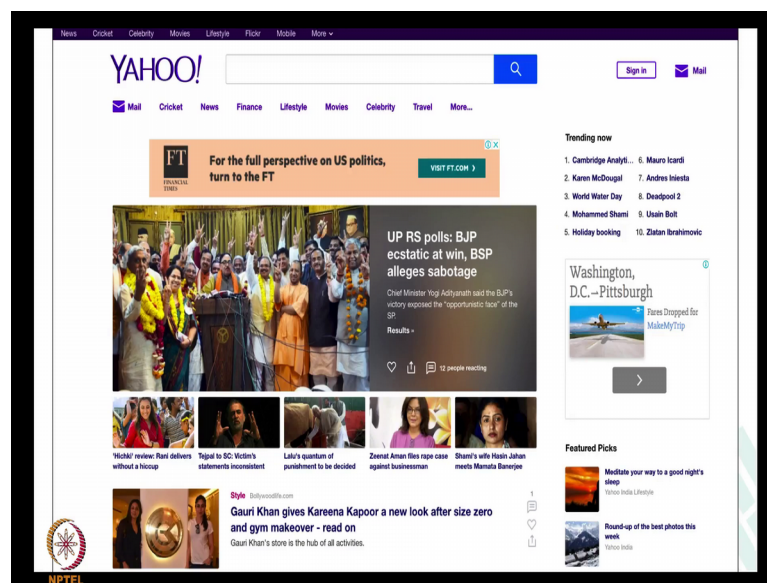
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Look at this look at yahoo in 1994. So, I do not know whether how many of you know yahoo was the first directory service that was created. So, here if you see the way that the web is so to say categorized the first one reads as arts and so, what they would do is every time a new page gets added to the internet somebody manually will add that category or add that webpage, website into their category if the category does not exist they will add it the will create a new category and put it there.

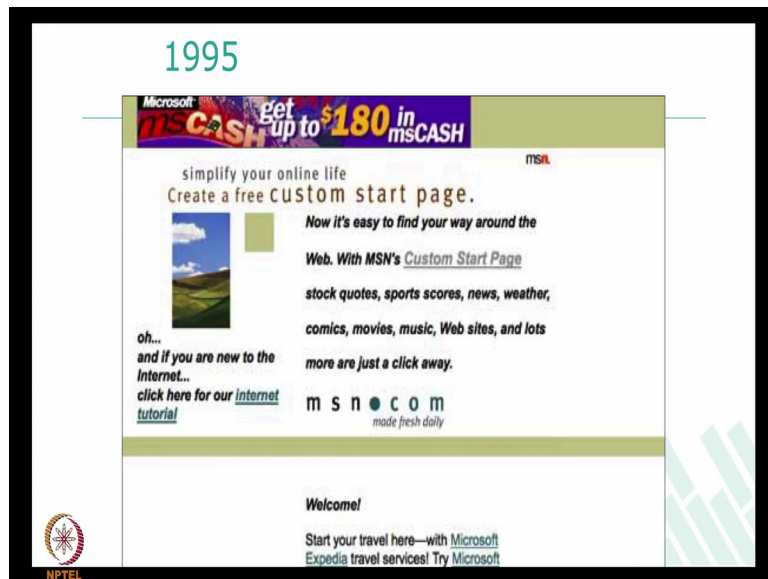
So, if you see the list for example, science at the bottom third from the bottom says science CS right and social science. So, these are the top society and culture these are the kind of categories that people had created education, arts, health, news recreation and sports right. So, these are the kind of categories that were created and they were actually added to the directory structure and every time a new web page is created they get added to the structure.

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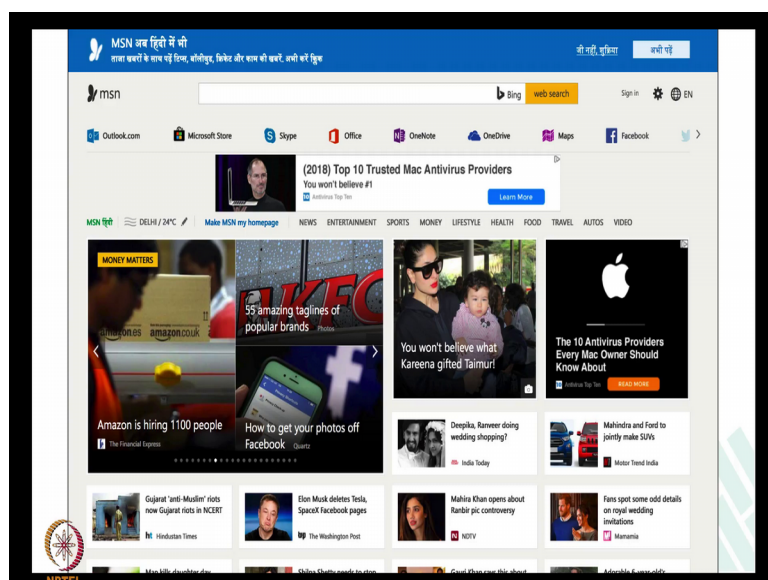
But, now, yahoo looks like this as of today, as of now yahoo looks like this. So, that is a lot of difference, right. Here it is actually having news, here it is actually presenting you to trending topics some categories of information, mail, cricket news, finance, lifestyle, movies, celebrity everything and all of that and so, that is the kind of difference that you see in yahoo in 1994 and now.

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Let us look at more examples 1995 msn dot com it has information like a banner which says get up to 800 180 dollars in ms cash, simplify your online life, create a free custom start page, links to many of them, oh and if you are new to the internet click here for our internet tutorial and if you remember the left hand image on top of this text is one of the most popular desktop images in Microsoft. Comics, talks, quotes all of that, welcome start your travel here, expedia travel services, try Microsoft all of that is linked.

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Today if you see MSN dot com this is a MSN dot com looks like talking about news talking about different services that they provide outlook, Microsoft store, Skype, office,

one note, one drive, maps and Facebook, right. So, these are the services here. There is a Bing search here and then the news article set a percentage here.

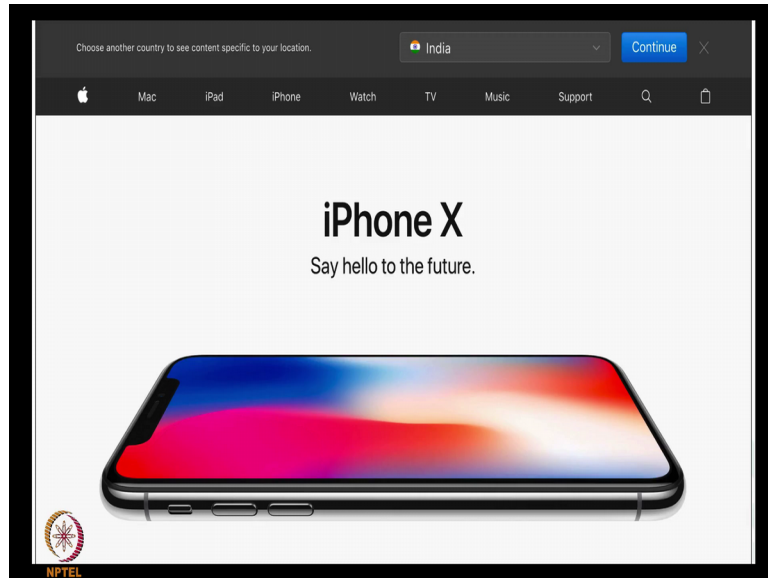
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Let us look at apple. Apple look at the colour, so, the other important thing that I would want you to important thing that I would want you to take a look at is the colour scheme that they had used in 1996 and nineties. Very interestingly all of them that you are seeing is 1990's, 1994, 1997, 1995, 1996 right. So, 4, 5, 6 and 7 is what we are looking at. So, this is the apples website. It seems to be having movies from mars add on the right hand side and an apple store worldwide Switzerland, Taiwan, Turkey on the bottom left, Pre order Mac OS 8, introducing cyber drive they were also talking about register today for a free CD-ROM all of that, right.

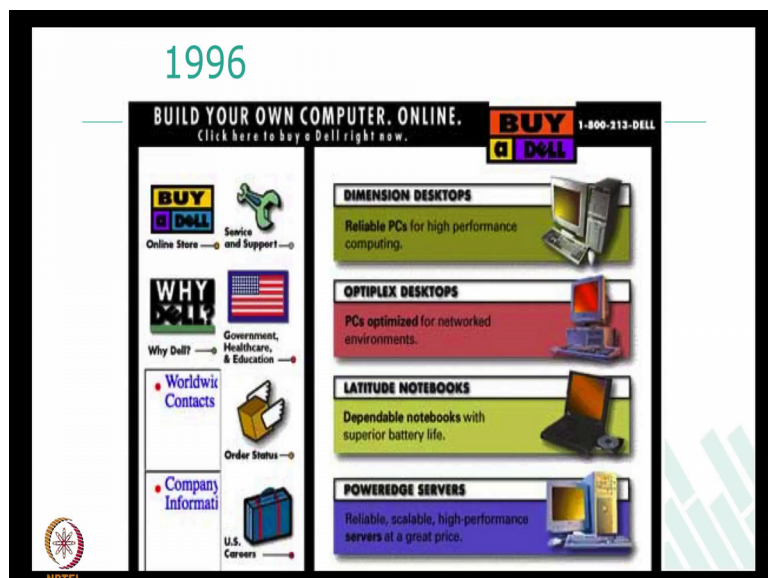
So, you look at the colour scheme it is more so strong the appealing factor is very high.

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But, now apple just looks like this as of now choose country to see, choose your country to see content specific to your location and it is Mac, ipad, iphone, watch, TV, music, support and search and a store; iphone X, say hello to the future, that is it. I am much more cleaner much more simple lots of the white space and the colour combination of the text also is that is very typical apple on which is black background and a white text or a white background and a black text.

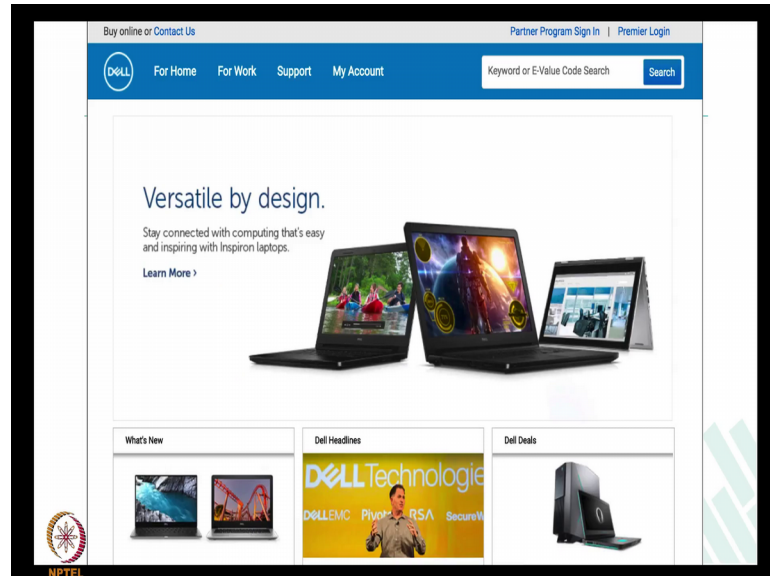
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Look at this look at dell in 1996; again, look at the colour it is very strong it is very the hue factor is very high, right. So, it is it is appealing to the eye it is very strong on your

eyes. Build your own computer online by a dell and it is all written and meaning you are not able to read some of the text also properly.

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And, look at dell now that is how dell looks now. From for home, for work, support, my account; versatile by design, that is some banner and then what is new, dell headlines and dell deals that is all it is.

So, essentially what I what I wanted to show you here is to walk you through different most popular web services that all of us use, right. All of us use Google and these kind of services how the design has changed. I am sure you can do an exercise of taking every 5 years every couple of years these services home page and see how they look and I hope that gives you an idea about what these services are and how the designs have changed and how you could expect the design to change from now on also.