

Chapter I: Software Quality and Human factors

- The quality of software is defined by its ability to satisfy user needs. It is defined by ANSI as "the set of attributes and characteristics of a product or service that relate to its ability to satisfy given needs".
- The quality model presented in the first part of the standard, ISO/IEC 9126-1, classifies software quality in a structured set of characteristics and sub-characteristics as follows:

1. Functionality : "A set of attributes that bear on the existence of a set of functions and their specified properties. The functions are those that satisfy stated or implied needs."

- *Suitability*
- *Accuracy*
- *Interoperability*
- *Security*
- *Functionality compliance*

2. Reliability: "A set of attributes that bear on the capability of software to maintain its level of performance under stated conditions for a stated period of time."

- *Maturity*
- *Fault tolerance*
- *Recoverability*

3. Efficiency : "A set of attributes that bear on the relationship between the level of performance of the software and the amount of resources used, under stated conditions."

- ✓ *Time behaviour*
- ✓ *Resource utilization*

4. Maintainability : "A set of attributes that bear on the effort needed to make specified modifications."

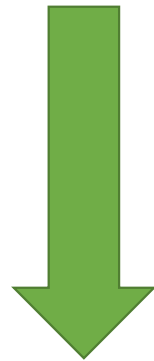
- ✓ *Analyzability*
- ✓ *Changeability*
- ✓ *Stability*
- ✓ *Testability*

5. Portability - "A set of attributes that bear on the ability of software to be transferred from one environment to another."

- ✓ *Adaptability*
- ✓ *Installability*
- ✓ *Co-existence*
- ✓ *Replaceability*

6. Usability :"A set of attributes that bear on the effort needed for use, and on the individual assessment of such use, by a stated or implied set of users."

- ✓ *Understandability*
- ✓ *Learnability*
- ✓ *Operability*



Computer ergonomics (Usability engineering)

Ergonomics (HFE)

The word *ergonomics* —“the science of work” — is derived from the Greek *ergon* (work) and *nomos* (laws). The terms *ergonomics* and *human factors* are often used interchangeably or as a unit (e.g., human factors / ergonomics – HFE or EHF) a practice that is adopted by the IEA. The definition of ergonomics (or human factors) adopted by the IEA in 2000 is:

The scientific discipline concerned with the understanding of interactions among humans and other elements of a system, and the profession that applies theory, principles, data, and methods to design in order to optimize human well-being and overall system performance.

Computer ergonomics

(or interface ergonomics) is a branch of ergonomics, which aims to improve human-machine interactions, ease of use and learning of interactive products. This practice seeks to design or modify interfaces so that they are in line with the physiological, perceptual and cognitive characteristics of their potential users. It relies on different design and evaluation methods to obtain the software or website best suited to the intended users.

Web ergonomics

The ergonomics of a web product (also called usability) represents all the aspects of the interface in question allowing efficient, pleasant, easy use, etc. The ultimate goal of web ergonomics is ultimately to facilitate the interaction between the website and the user.

Types of ergonomics

- **Physical / physiological ergonomics**
- **Organizational ergonomics**
- **Cognitive ergonomics**

1. Physical ergonomics

Is concerned with human anatomical, anthropometric, physiological and biomechanical characteristics as they relate to physical activity.

Comment créer un espace de travail ergonomique

Les points incontournables d'un espace de travail adapté à votre personne

HAUT DU DOSSIER

Hauteur du dossier supérieure au haut des épaules

ECRAN d'ORDINATEUR

- Le centre de l'écran = niveau de l'œil
- Distance avec l'écran = taille d'un bras

INCLINAISON DU DOSSIER

Position du dossier légèrement incliné

SUPPORT LOMBAIRE

Placé légèrement en dessous de la taille

ACCOUDOIRS

Angle de 90° avec les mains sur le clavier

PIEDS

Pieds sur le plancher ou sur un repose-pied



HandiNorme
l'accessibilité des FFP

MEILLEURE POSITION
DES MAINS POUR
TAPER SUR UN CLAVIER



LES UTILISATEURS DE BUREAUX
REGLABLES SE DISENT :

50%

Des salariés déclarent que leur chaise de bureau est la 1ère chose qu'ils aimeraient changer !

87% Plus énergique

66% Plus productifs

71% Plus concentré

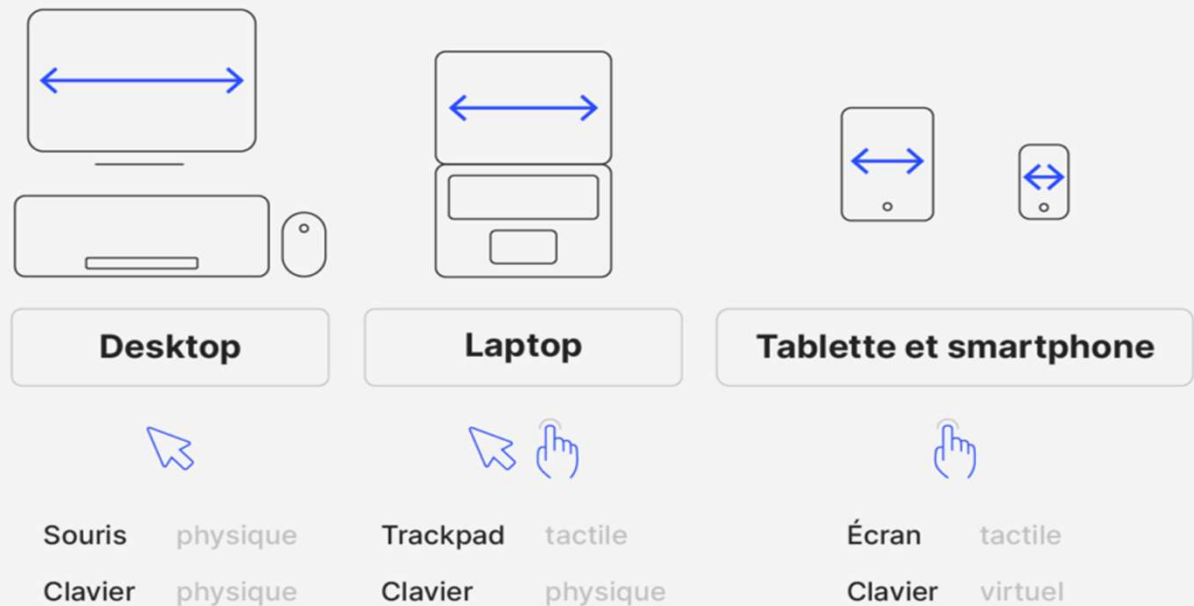
62% Plus heureux

www.handinorme.com

Adapting to device

There are multiple viewing and input devices. A desktop computer has a larger screen and multiple input devices like keyboard and mouse. The tablet and the smartphone are touch devices.

Périphériques et ergonomie physique



- It is important to take into account the grip and the size of the screen of a smartphone or tablet to design a suitable interface.
- The layout, placement of navigation elements, and overall interactions will be different on these devices.
- visual accessibility is a fundamental issue for public service websites since they are aimed at as many people as possible.
- We must allow access to the content in the best conditions by offering a contrasting version or the possibility of increasing the size of the body of the text, etc.



Troubles visuels

Troubles musculo-squelettiques

Visual disturbances

Disturbance musculo-squelettiques



2. Organizational ergonomics

Organizational ergonomics considers the structures, policies and processes of any organization. The goal of organizational ergonomics is to achieve a harmonized system, taking into consideration the consequences of technology on human relationships, processes and organizations. Examples of organizational ergonomics include:

- Teamwork.
- Communication.
- Quality management.
- Crew resource management.
- Introduction of new work paradigms.
- Design of working times/duration.
- Work design and flow.
- Telework.

3. Cognitive ergonomics

Cognitive ergonomics focuses on mental processes such as perception, memory, information processing, reasoning, and motor response as they affect interactions among humans and other elements of a system. (Vicente, 1999; Hollnagel, 2003; Diaper and Stanton, 2004).

Cognitive ergonomics is the major aspect of HMI ergonomics

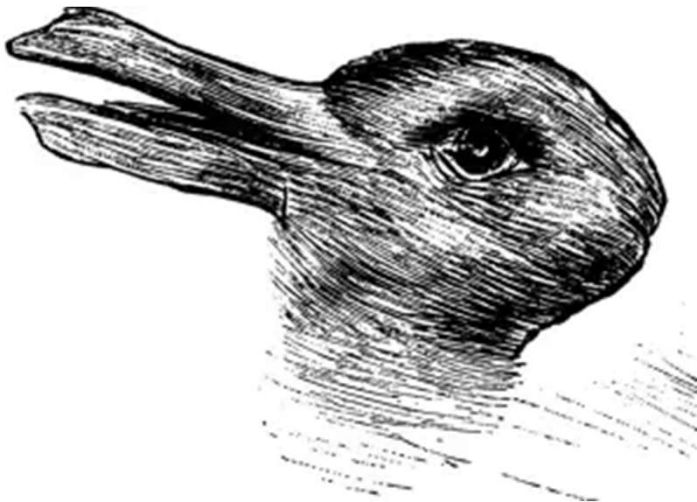
Cognitive sciences study the functioning of the human mind by referring to the studies of other disciplines, such as neuroscience or psychology.

Example

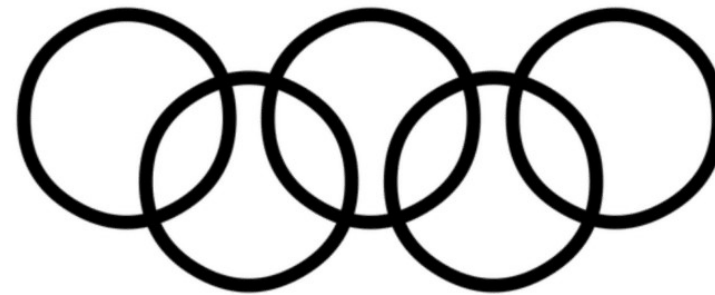
THE 6 LAWS OF GESTALT

#1 law of good form (Prägnanz)

Our brain tries to recognize simple and stable shapes that are familiar to it. Our perception of the elements will be done in a global way, by seeking to group together elements that go together. You surely know the illusion that explains this law: you can see here either a rabbit or a duck but never both at the same time. Your brain is trying to recognize a shape it knows and can easily interpret.

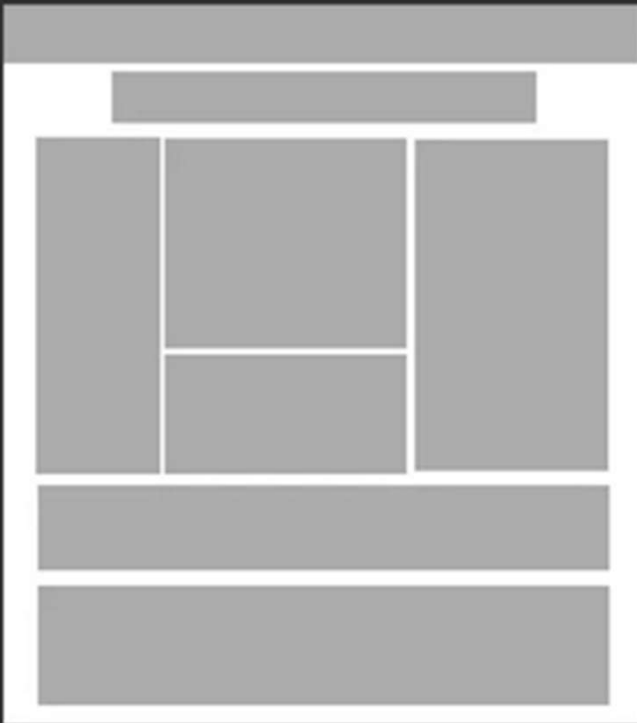


C'est une loi principale dont les autres découlent



It is a main law from which the others derive

Prägnanz

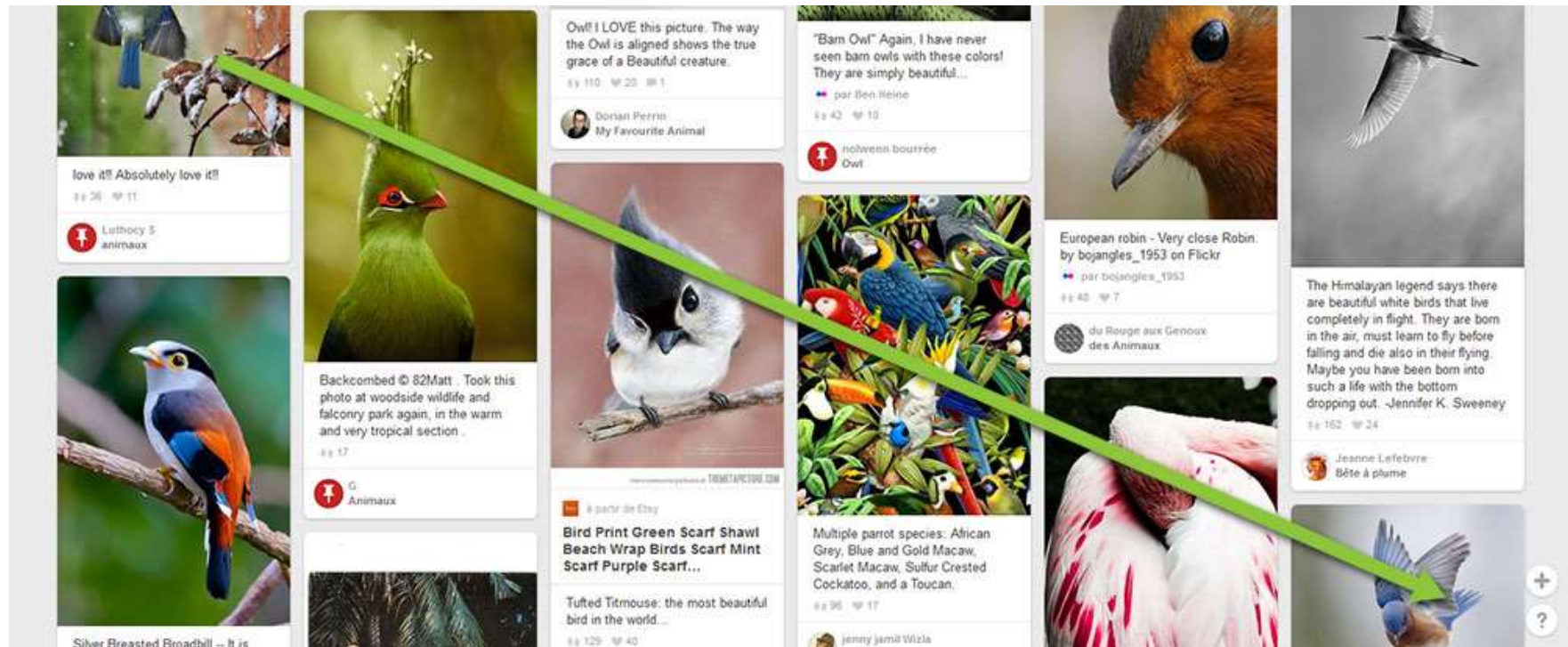


#2 law of continuity

Our eye perceives the close elements as part of the same whole. This encourages the gaze to follow a path. For example: loaders. They are made up of circles of different colors that alternate. We come to interpret them as advancing circles.



Pinterest uses this principle tactfully. Image strips are staged in such a way that we tend to link an image to its next door neighbour. Thus, in addition to scanning the entire screen, due to the offset of the images between them, we are invited to scroll ever lower in order to follow this infinite form.



#3 law of proximity

The closest similar items are grouped together. To avoid confusing associations, separation between elements that could be grouped together is essential.





[Dr. Martens 1460 bleu roi](#)

137,31 €
Voir l'offre



[Dr. Martens 1460 green milled smooth](#)

110,00 € - 149,95 €
Comparer 2 offres



[Dr. Martens 1460 noir/leurs victoriennes](#)

130,00 € - 139,90 €
Comparer 2 offres



[Dr. Martens 1460 8-Eye fleurs victoriennes taupe](#)

90,00 €
Voir l'offre



[Dr. Martens 1460 gris](#)

78,00 € - 119,95 €
Comparer 10 offres



[Dr. Martens 1460 8-Eye blanc lamper](#)

104,00 € - 140,00 €
Comparer 4 offres



[Dr. Martens 1460 8-Eye rose vernis](#)

170,68 €
Comparer 2 prix



[Dr. Martens 1460 union noir lisse](#)

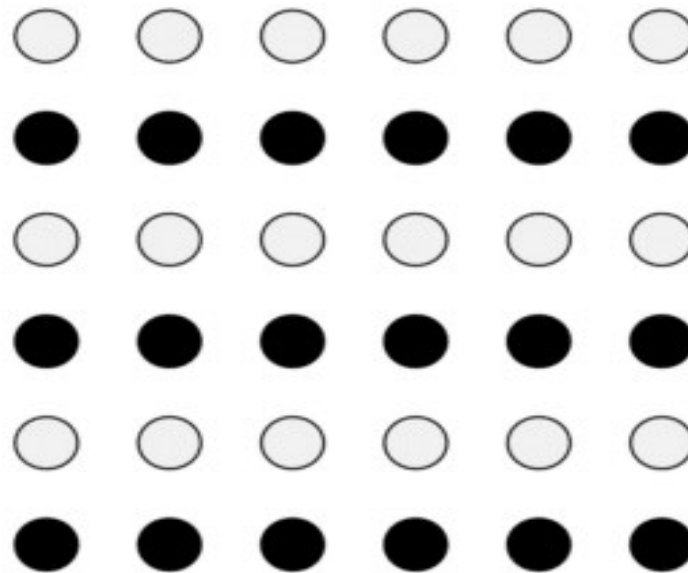
118,40 € - 150,00 €
Comparer 5 offres




In this example of the e-commerce site, the proximity law is not respected (**confusion between the link, the products and the price**)

4 Law of similarity

If our brain cannot use distance to group things together, it will look for shapes that are similar. Associations can be made by shape, color, orientation or other criteria. It is this link that allows us to better understand the difference between the labels of an e-commerce.



6,00 €



Rouge Maison Close

31 36 42
35 41 48

6,00 €



Rose framboise

32 38 44
36 42 48 44 42

6,00 €



Rose panthère

32 38 44
36 42 48

6,00 €



Rose petite fille

32 38 44
36 42 48

6,00 €



6,00 €



6,00 €



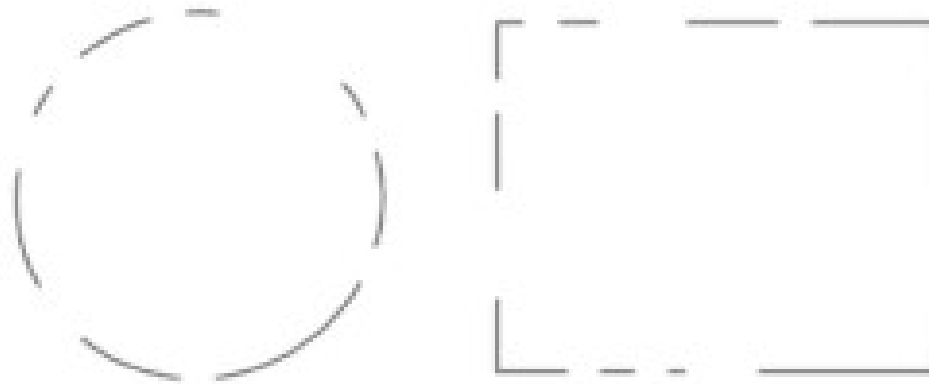
6,00 €



- Toutes
- 15/38
 - 19/22
 - 23/26
 - 27/30
 - 31/35
 - 36/41
 - 42/46

#5 Closing Law

Our brain seeks to interpret the elements perceived as a coherent whole and will complete the forms seen partially. A series of curved lines will be interpreted as a circle.





[Dr. Martens 1460 bleu roi](#)

137,31 €
Voir l'offre



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170,68 €
Comparer 2 prix



[Dr. Martens 1460 union noir lisse](#)

118,40 € - 150,00 €
Comparer 5 offres

To return to our precedent example: we understand more easily, here, the organization of the table on the right than the one on the left, because the area allocated to each element is clearly delimited and defined.

#6 law of common destiny

Elements going in the same direction will be assimilated, as belonging to the same group. Equivalent movement indicates a relationship between objects.

Service Clients Newsletter ...

Mon H&M H&M Club Se connecter Favoris Panier (0)



FEMME

HOMME

DIVIDED

ENFANT

H&M HOME

SOLDES

MAGAZINE

#HMxME

Recherche de produits



Nouveautés

Maison et décoration

Catalogue par univers

Chambre à coucher
Salon
Chambre d'enfant
Cuisine
Salle de bain
Outdoor

Shop by Product

View All
Linge de lit
Serviettes de toilette
Coussins
Rideaux
Tapis
Couvertures
Décorations
Bougies et bougeoir
Rangement
Pique-nique
Verre
Accessoires de cuisine
Porcelaine
Nappe
Chemins de table
Torchons
Tahliere

#HMxME

#HMxME

Cartes cadeau

Cartes cadeau

H&M Club

H&M Club

Campagnes

Bois Sauvage
H&M Take Care
Beauté Naturelle
Jolie Céramique

Catalogue par concept

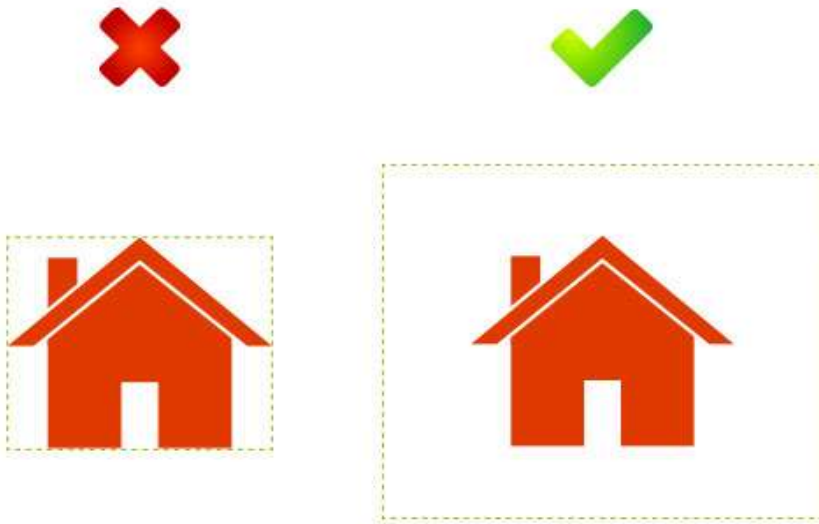
Conscious - un style éco-responsable
Premium Quality



on the Greenweez site, the animation of the menus is the same for each category. In addition, the selected rang is underlined in yellow.

Fitts' law

Fitts' law states that the time required to reach a target is proportional to the size of the object as well as the distance at which it is located. Thus, the larger and closer a target is, the faster it is to hit.



On a website, when creating an image link for example, it may be wise to expand the clickable field beyond the image itself (if the design allows it) in order to facilitate the user action.

Hick's law

Hick's law states that the time needed to make a decision increases with the number of possible alternatives. That is, the more varied and greater the choice, the longer the decision-making time. In short, on an e-commerce site, for example, if the list of products offered is too large, it may be interesting to help the user to target his request, thus making it possible to reduce the number of results displayed: by offering options to tick in order to specify his request in particular (colors, sizes, brands, etc.) or by offering him a display sort (by price, by popularity, etc.).

YOUR TRIP, YOUR WAY.

- Flight only
- Hotel only
- Car only
- Activities
- Cruises
- Pre-packaged Vacations

- Flight + Hotel
- Flight + Car
- Flight + Hotel + Car
- Hotel + Car



Flight

What type of flight do you need?

- Return
- One way
- Multiple Destinations

Leaving from:

Departing:

Going to:

Returning:

Who is going on this trip?

Adults (18-64)

Seniors (65+)

Children (0-17)

[Show Additional Options](#)

SEARCH FOR FLIGHTS

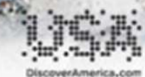
SEARCH FOR FLIGHT + HOTEL



GET THE FREE APP ▶

Today on Expedia
The roaring, soaring, spending
all week exploring smile.

UP TO
50% OFF



VisitOrlando.ca

BOOK NOW



Today's **TOP DEALS**

Today's **TOP PACKAGE DEALS**

Expedia.ca

Welcome - Already a member? (Sign In) My Itineraries | My Account | Customer Support | Feedback | Contact Us
 Online Check-in | Cancel My Hotel Booking

Home | Flights | Vacation packages | Hotels | LAS VEGAS | DEALS | DISNEY | Car rental | Cruises | Things to do | Insurance | Mobile

YOUR TRIP, YOUR WAY.

Flight
 Hotel
 Car

1

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UP TO 50% OFF

USA VisitOrlando.ca BOOK NOW ▶

VEGAS YOUR WAY.
 BOOK NOW ▶

Who is going on this trip?
 Adults (18-64) Seniors (65+) Children (0-17)
 1 0 0

Show Additional Options

SEARCH FOR FLIGHTS
 SEARCH FOR FLIGHT + HOTEL

Today's TOP DEALS

Select departure airport: Toronto

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Welcome - Already a member? (Sign In) My Itineraries | My Account | Customer Support | Feedback | Contact Us
 Online Check-in | Cancel My Hotel Booking

Home | Flights | Vacation packages | Hotels | LAS VEGAS | DEALS | DISNEY | Car rental | Cruises | Things to do | Insurance | Mobile

YOUR TRIP, YOUR WAY.

Flight only
 Flight + Hotel
 Flight + Car
 Flight + Hotel + Car
 Hotel + Car

2

Book FLIGHT+HOTEL and SAVE C\$300*

GET THE FREE APP ▶

Today on Expedia
 The roaring, soaring, spending all week exploring smile.
UP TO 50% OFF

USA VisitOrlando.ca BOOK NOW ▶

VEGAS YOUR WAY.
 BOOK NOW ▶

What type of flight do you need?
 Return One way Multiple Destinations

Leaving from: Departing: dd/mm/yy

Going to: Returning: dd/mm/yy

Who is going on this trip?
 Adults (18-64) Seniors (65+) Children (0-17)
 1 0 0

Show Additional Options

SEARCH FOR FLIGHTS
 SEARCH FOR FLIGHT + HOTEL

Today's TOP PACKAGE DEALS

Select departure airport: Toronto

Miller's magic numbers

“Human beings can retain about 7 items at a time in short-term memory, plus or minus two items”. More recent studies have, in fact, established that this number is 4. Thus, when setting up a list or a set of elements of the same nature, it may be interesting to group them into subgroups so as to identify only 2 to 4 large groups.



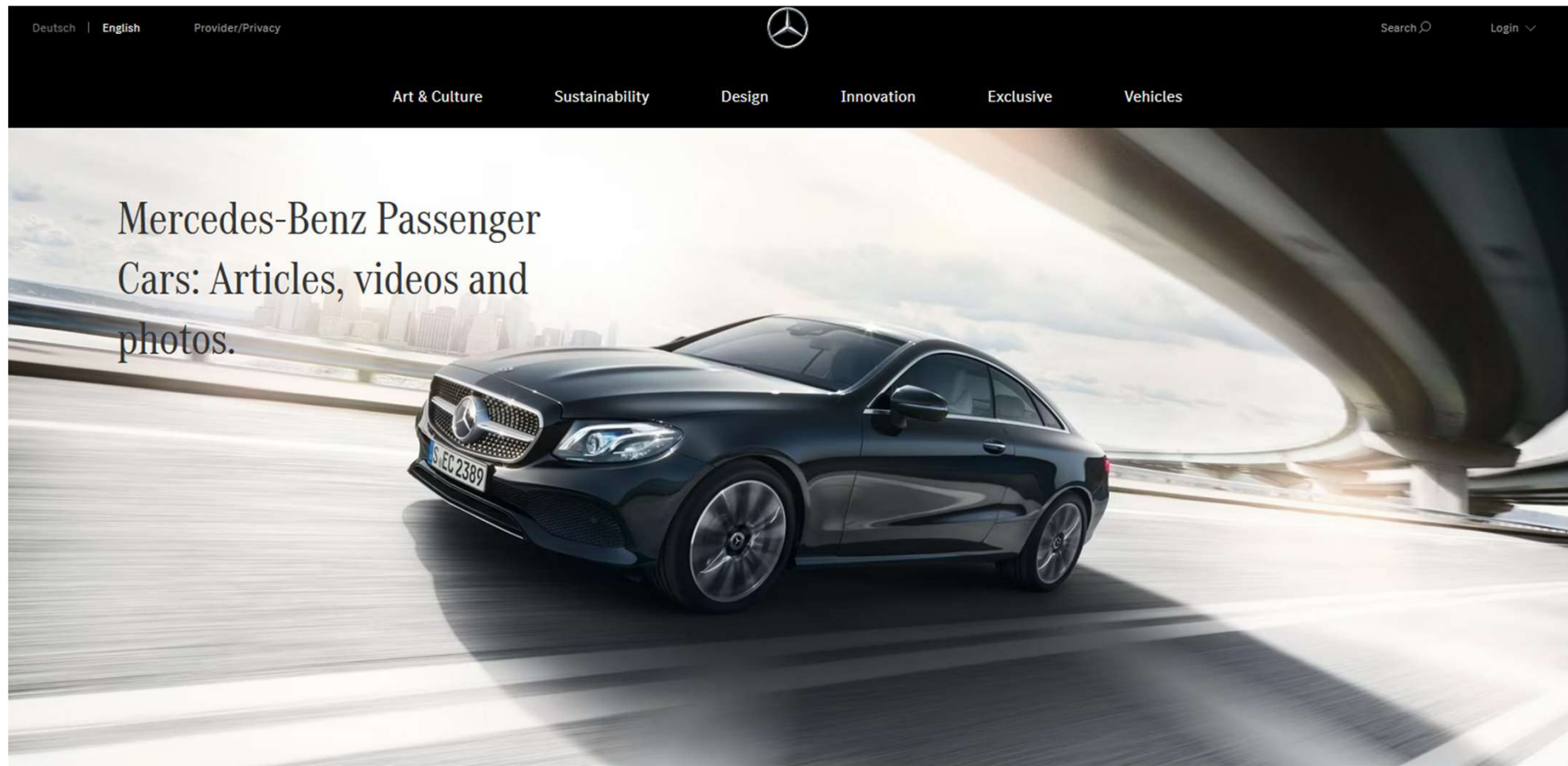
In this example, the options for possible actions offered by gmail are presented to us in 2 groups of 3 instead of 6 groups. In this way, the reading of the options is facilitated.

Color psychology

Our memory determines what a color means to us and how colors affect our thoughts and feelings. Colors determine the experience of our self and the environment. They influence our behavior and control our actions, even though we rarely recognize the causes

Rem: certain colors have deep-rooted cultural significance. For instance, in Western cultures, red is an attention-grabbing color that signifies danger and urgency (think stop signs). However in some Eastern cultures, like China and India, red represents luck and happiness.

Black: modern, classic and sober, black is the color of luxury, ideal for high-end products.



Blanc: purity, peace, clarity, cleanliness. It is used in medicine, news, industry, science. It is associated with black, gray, silver, gold. It is a color that can be used on all types of websites.

get HOME delivery of

The New York Times

ON THE WEB

UPDATED FRIDAY, APRIL 27, 2001 9:00 AM ET | Personalize Your Weather

TIFFANY & CO.

CLASSIFIEDS: Automobiles, Job Market, Real Estate, Personals, All Classifieds

NEWS: Quick News, NYT Front Page, Arts, Business, Health, International, National, New York Region, Obituaries, Politics, Science, Sports, Technology, Weather, Corrections

OPINION: Editorials / Op-Ed, Readers' Opinions

FEATURES: Automobiles, Books, Cartoons, Crossword/Games, Job Market, Living, Magazine, Movies, Photos, Real Estate, Travel, Week in Review, Special: Auto Show

Economy Shows Surprising Strength in the First Quarter
 By THE ASSOCIATED PRESS
 Helped by resilient consumers and an improving trade performance, the U.S. economy grew faster than was expected in the first three months of 2001. [Go to Article](#)

House Approves Bill Criminalizing Violence to Fetus
 By ALISON MITCHELL
 Renewing the emotional debate over when life begins, the House approved a bill that would establish new criminal penalties for harming a fetus.
 • Stem Cell Advances Likely to Heighten Ethics Debate
 • Partial Birth Abortion Bill Overturned

Scientists, Using New Material, Push Toward Tinier Computers
 By JOHN MARSHOFF
 I.B.M. scientists have for the first time created a vast assembly of transistors using a new material only a few molecules wide.

Floods Revive Debate on Government's Role
 By DOUGLAS JEDL
 A debate has been reignited in the Midwest about how or even whether governments should try to protect areas that are vulnerable to flooding.
 • City Fights River and Awaits Word on Help

PHOTO: FLORENCE
 Florence, a calf who avoided slaughter, is getting credit for influencing the British government's decision to stop killing healthy animals to halt foot-and-mouth disease. [Go to Article](#)

N.Y. REGION
Police Dept. Rejects Punishment for Officers in Diallo Shooting

One Awful Night in Thanh Phong
 On the night of Feb. 25, 1969, during a Navy raid on a tiny Vietnamese hamlet, something went terribly wrong. Former Senator Bob Kerry is telling his version of the events of that night, but his is not the only story. Photograph by The Associated Press. [A Special Report by Gregory L. Vaux](#)

INSIDE [More](#)
BUSINESS
Adult Acne
 Companies have seized on — and perhaps exploited — an upsurge in demand among women for acne treatments.

MARKETS
 Dow Jones Industrials

 D.J.I.A. 10,692.35 + 67.15 +0.63%
 Nasdaq 2,024.09 - 24.92 -1.21%
 S&P500 1,234.52 + 5.77 +0.47%
 10yr Tres. Yield 5.27% +0.08
 © BigCharts.com 4/26/2001

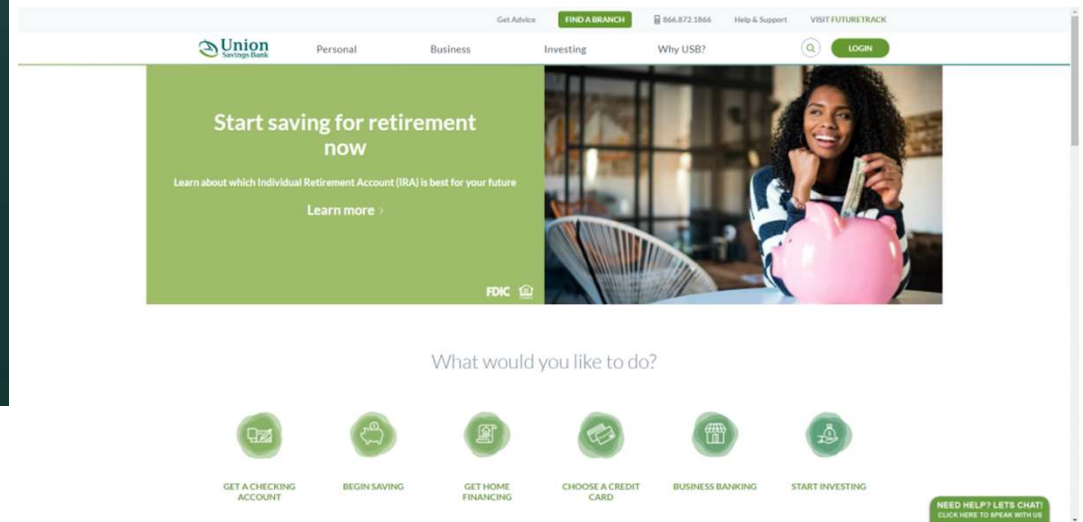
Stock Quotes [Look Up Symbol](#)

\$100 CREDIT when you open an investment account. **CSFBdirect**

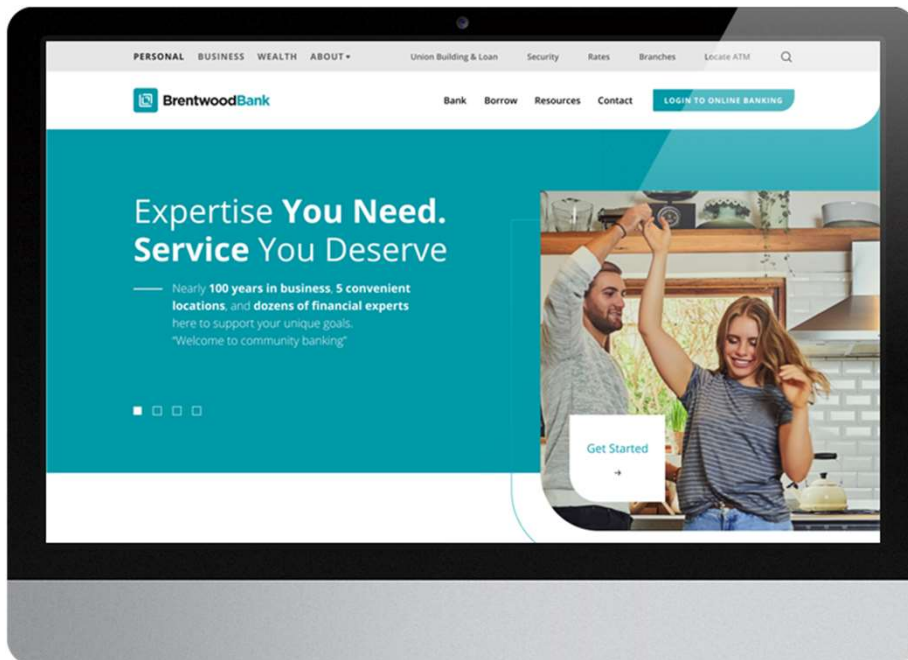
READERS' OPINIONS
KNOWLEDGE SHARING
Food and Wine Tips From Readers
 From buttering chicken to serving wine.

NYTimes.com
[CLICK HERE](#)

Green: When we see green, we think of two things: nature and money. Green also has a calming effect, so if that's important to your brand, it'll be a good choice for your website.



Blue: the most versatile and beloved color. Since blue inspires confidence, it's no wonder it's the most popular color for brands. Moreover, **it can be noted that blue appears in more than half of the logos.**



Red: energy, excitement, passion and danger. Using red on your website is a great way to push your visitors to action.

The screenshot displays the JCPenney website's clearance section. At the top, there is a red navigation bar with the JCPenney logo, a search bar, and links for JCPENNEY REWARDS, My Account Sign In, Track My Orders, and Find a Store. Below the navigation bar, a secondary menu includes links for SHOP DEPARTMENTS, Same Day Pickup, Store Ads, Back to School, JCP Bonus Bucks, Clearance, and Coupons. The main content area features a large red banner for a "RED ZONE CLEARANCE 50-70% OFF". Below the banner is a disclaimer: "*Percentages off regular or original prices. Actual savings may exceed stated percentage off. 'Regular' and 'original' prices are offering prices that may not have resulted in sales, and intermediate markdowns may have been taken. 'Original' prices may not have been in effect during the past 90 days or in all trade areas. JCPenney reserves the right to limit returns or exchanges without a valid receipt. All items are subject to availability." Below the disclaimer are four red boxes representing price points: "\$5 & UNDER", "\$10 & UNDER", "\$25 & UNDER", and "\$50 & UNDER". At the bottom, there is a "SHOP BY CATEGORY" section with links for WOMEN, MEN, KIDS, and BABY. On the left side, there are vertical navigation menus for "SHOP BY PRICE" (Under \$5, Under \$10, Under \$25, Under \$50), "SHOP CLOTHING" (Women, Juniors, Men, Guys, Kids, Baby), and "SHOP SPECIALTY SIZES".

Yellow: since it is the color of the sun, yellow is generally associated with: happiness, optimism, creativity, friendliness



Pink: It is often used to target a female audience, it expresses sweetness and sincerity



Color scheme

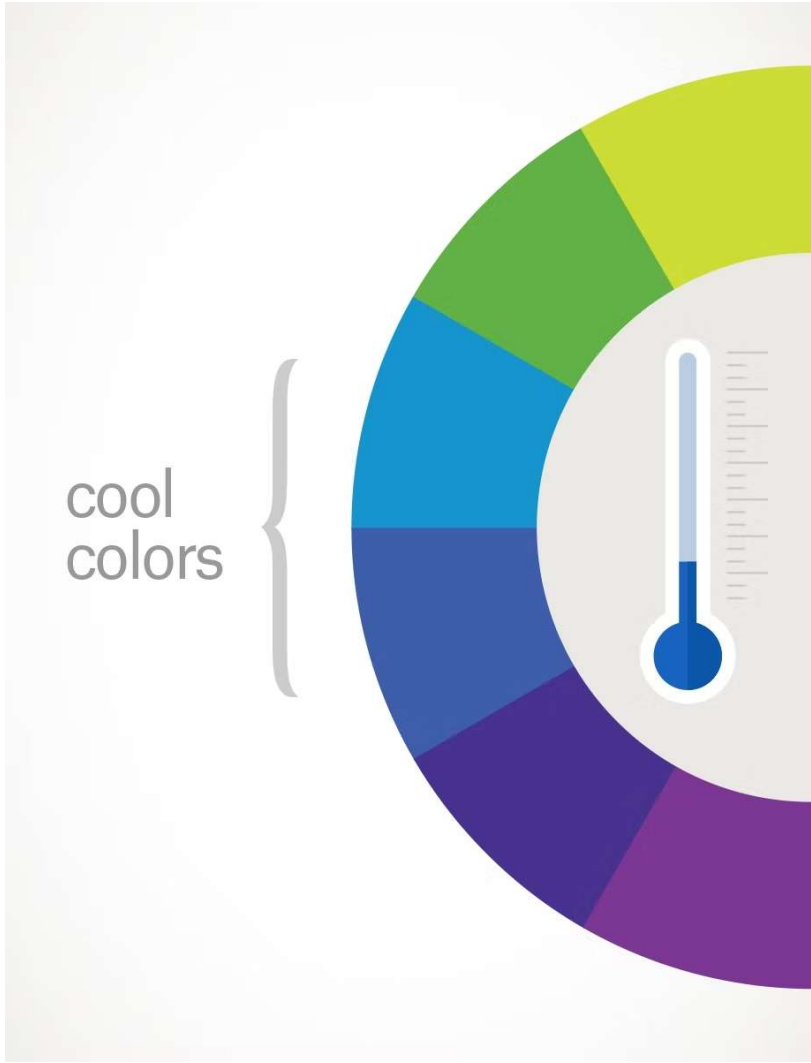
It is important to understand how the color wheel and colors work (which ones go well or not and what they evoke) to communicate effectively with visitors to your website.

The color wheel is made up of three **primary colors** (red, yellow, and blue), three **secondary colors** (obtained by mixing the primary colors: green, orange, and purple), and six **tertiary colors** (which obtained by mixing the primary and complementary colors: blue green, red purple, etc.)



Draw a line in the center of the circle to separate warm colors (red, orange, yellow) from cool colors (blue, green, purple).

Warm colors are associated with energy, brightness and action, while cool colors are often associated with calm, peace and serenity. Understanding that colors have "temperatures" will help you understand how much they can influence your message.



- There are certain groups of colors that work together very well...they might be referred to as Color Schemes.
- There are some basic color schemes that have worked well for many years...
- It's not just a matter of aesthetics. It's not just a matter of favorite color. Choosing the best website color scheme is also a matter of SEO, the psychology of a website's color palette, and marketing.

Monochromatic

A color scheme using one color, and tints, tones and shades of that color.





DEVELOPMENT BLOG



What's planned for the SixCentral beta? - As many of you already know, we've chosen to postpone the beta a...

<http://tumblr.com/xzq1f0x0y>

about an hour ago

FOLLOW



SixCentral



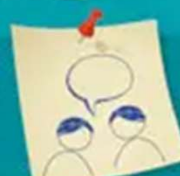
Manage All Your Clients and Proposals

Sick of storing your current and future client proposals in your inbox? Why not keep them in one place?



Automate Your Proposal Process

Create a proposal form for yourself to easily generate proposals. Send to clients and allow them to comment!



Know When You Need to Follow-up

Sometimes clients want a site in a month, not in a day. Create follow-up reminders to help you through.

What is SixCentral?

With SixCentral, you will have the ability to have a single place to organize all of your current and prospective clients. From there, you can create new project proposals and send them to any client in your database. Your clients will have the ability to accept, deny, postpone or comment on your proposal. Everything will be stored at SixCentral - Instead of your Inbox.

Get Updates

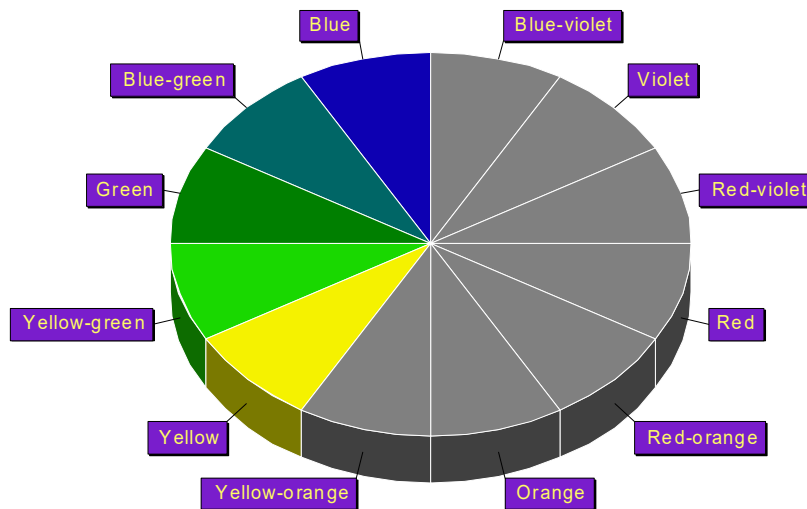
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Analogous

A color scheme using colors next to each other on the color wheel.



Note that even though these are very bright hues of 5 colors next to each other on the color wheel, that they are analogous, even though they are bright.

Are You Search any expert Doctors?

We bring the world **The best Doctors**

Dynamically impact timely schema for collaborative meta-service
Completely utilize accurate potentialities after backend systems.
Reintermediate quality e-commerce.

[APPOINTMENT FORM](#)



Emergency Cases

Brand accurate manufactural products via goal-orienteds to e-commerce.



Expert Doctors

Brand accurate manufactural products via goal-orienteds to e-commerce.



Opening Hours

Monday-Friday	8.00-4.30
Saturday	9.30-5.30
Thursday	8.00-9.00

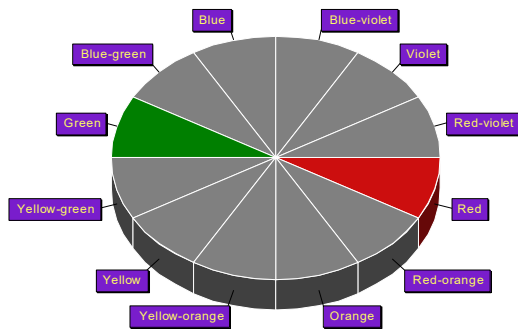


Book Appoinment

Brand accurate manufactural products via goal-orienteds to e-commerce.

Complementary

A color scheme using colors opposite each other on the color wheel

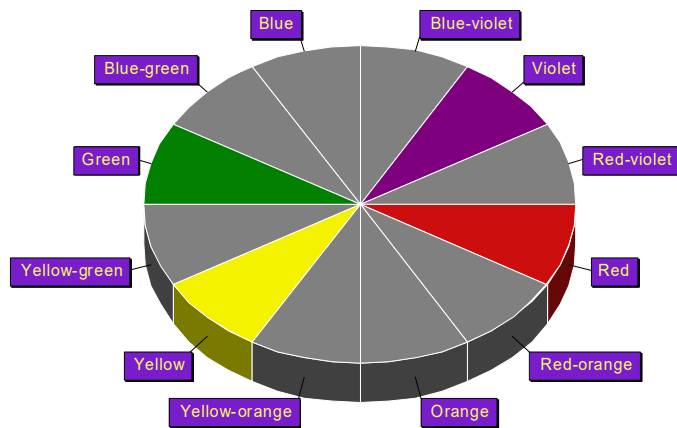


Note again that even though the colors are dulled red and green, they are still complementary.

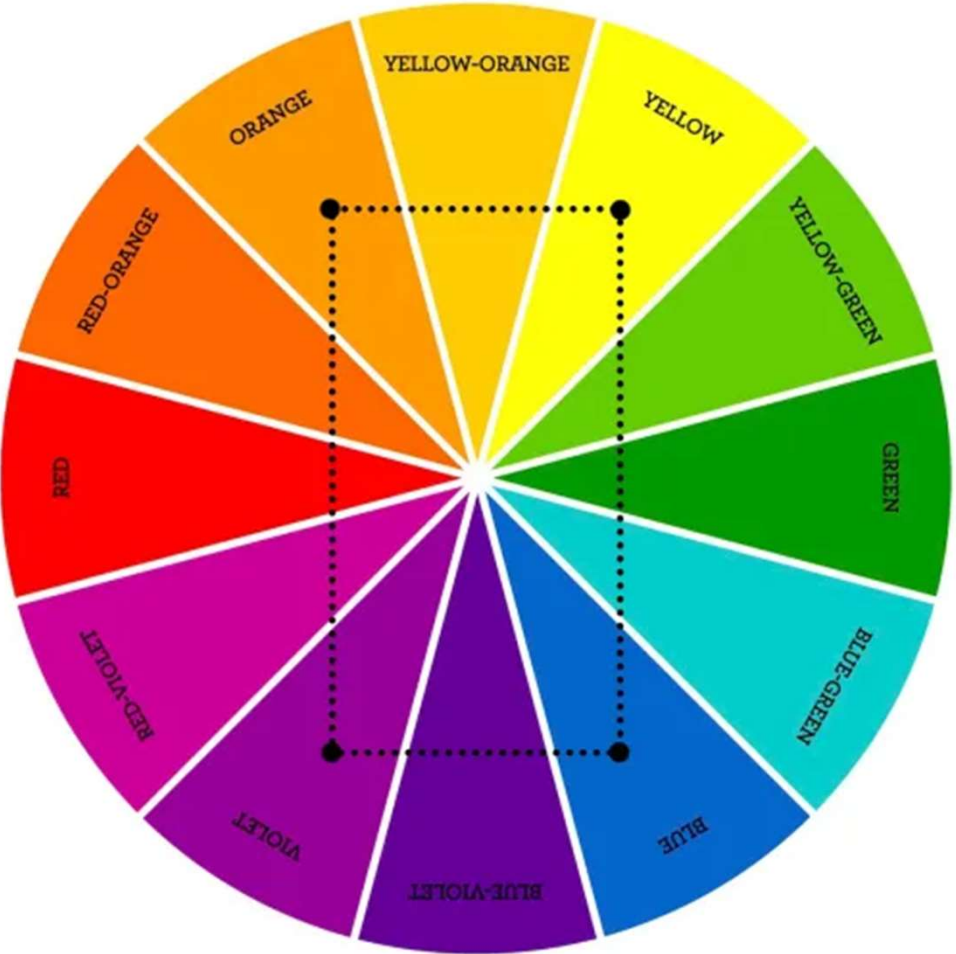


Double Complementary

A Color scheme using two sets of complementary colors.



To make it even easier, this kind of color combination is also known as *rectangular colors* because when the four colors are connected on the color wheel they form a rectangle.



Seattle

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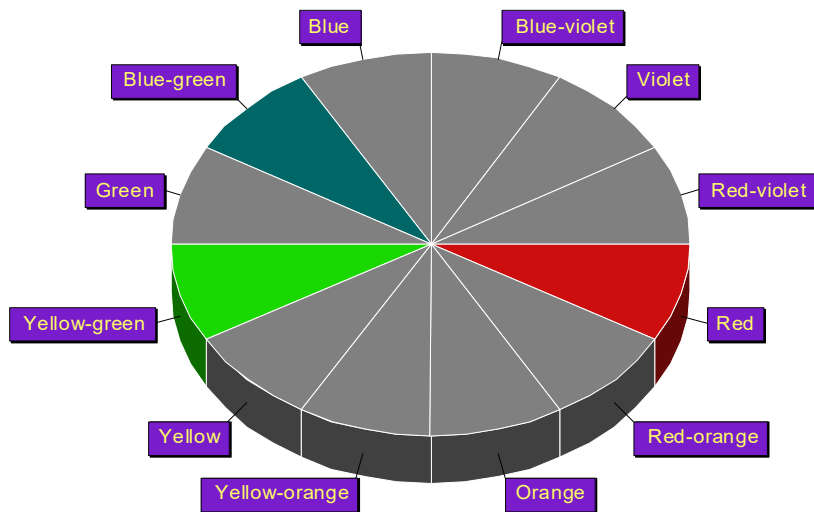
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Split Complementary

A color scheme using one color, and the colors on either side of its complement.



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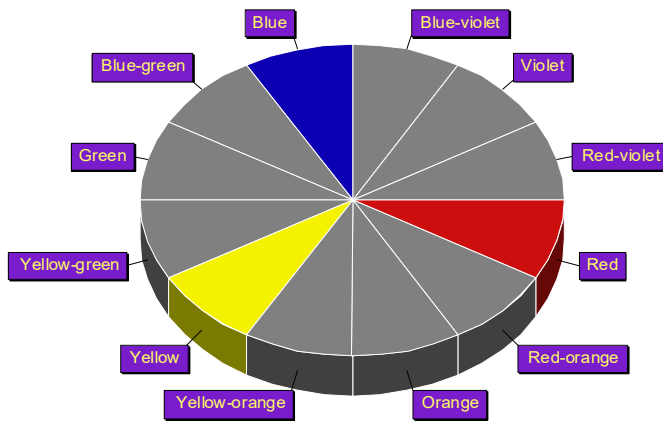


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Triad

A color scheme using three colors equal distance from each other on the color wheel.





text ergonomics

Reading on websites means reading from the screen and this is very tiring compared to reading from paper. In order to do so, we must respect some rules for displaying texts on websites to comfort the browser visually and psychologically.

To facilitate the reading of a web page, here are some useful typographical rules and recommendations.

1. Choose a suitable web typography

The main objective of a site is to convey information, to be read and to make Internet users want to come back. Choosing a typography capable of conveying the message is not so easy.

Main text: The 10 point rule.

There is no hard and fast rule for font size, but make sure the main text is at least 10 points or larger. It is accepted that for the general public, teenagers and adults, the font size can vary from 10 to 12 points. For seniors and young children, using a font size between 12 and 14 points is preferable.

Choice of fonts.

- Choose a font from the most used fonts that come with basic operating systems - Times, Helvetica, Arial, Verdana, Georgia, etc.
- Opting for a standard font means controlling the display of text on the screen and offering better readability to users.
- Ensure that the chosen fonts are available on the user's computer.

The same font size can make text appear larger or smaller depending on the font used.

Astuce web :

Une même taille de police peut faire paraître plus grand ou plus petit le texte selon la police utilisée.

Arial 12 points

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Verdana 12 points

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Consistent typefaces.

Use consistent typographic rules throughout the site.

Examples:

For page titles:

- level 1 page titles will be written in: “font n, body n,...”.
- Level 2 page titles will be written in: “font n, body n,...”.
- Level 3 page titles will be written in: “font n, body n,...”.

The navigation texts will be written in: “font n, body n,...”. The other texts will be written in: “font n, body n,...”.

For each title, the size of the characters will be proportional to its level (example: a level 3 title should not be written larger than a level 1 title).

Avoid using more than three different fonts on the same page. Too many fonts affect the readability of a text and therefore the understanding of the page.

2. Create strong contrast between text and web background.

To improve visual comfort, particular attention must be paid to the contrast of the color of the text and that of the background (background) of a website.

Astuce web :

Des couleurs de fonds et de texte inadaptées rendent la lisibilité du texte difficile

Texte rose sur fond vert.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Texte bleu sur fond jaune

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

3. Manage letter, word and line spacing.

Spacing between characters, words, lines affects readability

Astuce web :

Des espacements inadaptés entre les caractères rendent la lecture difficile

Caractères trop rapprochés

Des caractères trop près les uns des autres sont difficiles à différencier et rendent la lecture moins bonne. Des caractères trop près les uns des autres sont difficiles à différencier et rendent la lecture moins bonne. Des caractères trop près les uns des autres sont difficiles à différencier et rendent la lecture moins bonne. Des caractères trop près les uns des autres sont difficiles à différencier et rendent la lecture moins bonne.

Caractères trop espacés

Des caractères trop espacés empêchent le regroupement des lettres pour former les mots. La lecture est ralentie. Des caractères trop espacés empêchent le regroupement des lettres pour former les mots. La lecture est ralentie. Des caractères trop espacés empêchent le regroupement des lettres pour former les mots.

Astuce web :

Des espacements inadaptés entre les mots rendent la lecture difficile

Mots trop rapprochés

Si les mots sont trop près les uns des autres, ils se distinguent mal et la ligne de texte est difficile à parcourir pour l'œil. Si les mots sont trop près les uns des autres, ils se distinguent mal et la ligne de texte est difficile à parcourir pour l'œil. Si les mots sont trop près les uns des autres, ils se distinguent mal et la ligne de texte est difficile à parcourir pour l'œil. Si les mots sont trop près les uns des autres, ils se distinguent mal et la ligne de texte est difficile à parcourir pour l'œil.

Mots trop éloignés

Lorsque les mots sont trop espacés, le lien entre les mots pour former la phrase s'avère difficile à faire. Lorsque les mots sont trop espacés, le lien entre les mots pour former la phrase s'avère difficile à faire.

Astuce web :

Des espacements inadaptés entre les mots rendent la lecture difficile

Lignes trop rapprochées

Si l'espacement des lignes n'est pas suffisant, il devient alors difficile de passer d'une ligne à l'autre. L'effet de chevauchement rend difficile la poursuite de la lecture. Si l'espacement des lignes n'est pas suffisant, il devient alors difficile de passer d'une ligne à l'autre. L'effet de chevauchement rend difficile la poursuite de la lecture. Si l'espacement des lignes n'est pas suffisant, il devient alors difficile de passer d'une ligne à l'autre. L'effet de chevauchement rend difficile la poursuite de la lecture.

Lignes trop éloignées

Si l'espacement des lignes est trop important, il y a rupture dans le processus de la lecture. Aller à la ligne pour continuer la phrase ou la suite du texte devient difficile. Si l'espacement des lignes est trop important, il y a rupture dans le processus de la lecture. Aller à la ligne pour continuer la phrase ou la suite du texte devient difficile. Si l'espacement des lignes est trop important, il y a rupture dans le processus de la lecture. Aller à la ligne pour continuer la phrase ou la suite du texte devient difficile.

4. Lower case rather than upper case.

- The use of capitals to write a text is to be avoided.
- Character and word shape recognition is made more difficult because the letters are all the same height. Reading is slowed down.
- When the text consists of several words, only capitalize the first letter of the group of words, even if it is a section title or a page title.

Astuce web :

Un texte en capital est lu plus difficilement

L'utilisation des capitales pour écrire un texte est à proscrire. La reconnaissance des caractères et de la forme des mots est rendue plus difficile car les lettres ont toute la même hauteur. La lecture s'en trouve ralentie. L'utilisation des capitales pour écrire un texte est à proscrire. La reconnaissance des caractères et de la forme des mots est rendue plus difficile car les lettres ont toute la même hauteur. La lecture s'en trouve

L'UTILISATION DES CAPITALES POUR ÉCRIRE UN TEXTE EST À PROSCRIRE. LA RECONNAISSANCE DES CARACTÈRES ET DE LA FORME DES MOTS EST RENDUE PLUS DIFFICILE CAR LES LETTRES ONT TOUTE LA MÊME HAUTEUR. LA LECTURE S'EN TROUVE RALENTIE. L'UTILISATION DES CAPITALES POUR ÉCRIRE UN TEXTE EST À PROSCRIRE. LA RECONNAISSANCE DES CARACTÈRES ET DE LA FORME DES MOTS EST RENDUE PLUS DIFFICILE CAR LES LETTRES ONT TOUTE LA MÊME HAUTEUR. LA LECTURE S'EN TROUVE RALENTIE.

5. Highlight elements of the text.

Avoid writing in italics.

This style is difficult to read, even unreadable on the screen; however, it can sometimes be used only for short texts.

To catch the eye, several means are at our disposal. Two techniques are particularly effective provided you use them well: using bulleted lists and bolding characters.

The bulleted list.

- The bulleted list helps to structure the text well. Information is better organized, better organized and easier to memorize.
- Bulleted lists speed up reading, with bullets acting as visual markers guiding the eye through the page.

Astuce web :

Une liste à puce permet de structurer les informations et de mieux les retenir

Avec liste à puces

L'utilisation des listes à puces permet de :

- structurer l'information
- mieux hiérarchiser les informations
- rendre le texte plus facile à comprendre
- rendre plus facile la mémorisation des informations

Sans liste à puces

L'utilisation des listes à puces permet de : structurer l'information, mieux hiérarchiser les informations, rendre le texte plus facile à comprendre, rendre plus facile la mémorisation des informations

Bold characters.

Bolding is used to highlight and make certain important words more visible. It should not be abused because this enhancement technique would lose all its effectiveness. It is therefore advisable not to bold more than two or three words in a paragraph. These words thus form a set read at the same time. On the contrary, too many words put in bold complicate the reading and slow it down.

Do not underline words or text.

Underlining is only reserved for hypertext links. Using it other than for links is confusing for the user: he no longer knows what is clickable and what is not. If text other than links needs to be highlighted, use bold

Rules for images

Why are your site images so important?

- **Make a good first impression**

Visuals are the first elements that people arriving on your site will notice.

They are therefore decisive regarding the behavior of a first-time visitor, and will undoubtedly make the difference when they make the decision to stay on the site or leave immediately.

- **Embellish boring texts**

Also remember that web pages containing a lot of writing (or long texts) can be a little indigestible to read, and bore your visitors, who risk leaving before having read everything.

Nice images, on the contrary, distract the eye, and can brighten up a text, making it much more pleasant to read.

- **Simply convince**

Finally, the images of a commercial site help to highlight your products and services, and to convince your prospects of the quality of your brand.

How to choose images for your website?

- **A suitable format**

Remember to adapt your photo format to the location provided on your site. For example, a photo for the banner will not have the same template as a photo illustrating an article, or a background image.

Most of the time, the horizontal format (landscape) is recommended for the web.

- **High-quality resolution - but without weighing down your site**

Above all, keep in mind that the **quality** account.

On a website, grainy or poorly reproduced photos can cause visitors to immediately leave.

Select only images **HD**, while ensuring that the files remain small. Do not try to enlarge a low resolution image, to avoid distortion.

Before finalizing your website, view it on a large screen to make sure images don't appear pixelated or blurry.

- **Compress** all images as much as possible, without altering visibility. For this you can, for example, use tools such as ShortPixel.

- **Check licenses**

Be careful when collecting your photos on the internet. Not all of them are free of rights, and it is **illegal** to use photos protected by Copyright, especially for commercial purposes.

- **Choosing the Right File Type**

In terms of file format, you can choose:

- **THE [PNG format](#)** for the visuals **graphics** (such as logos, designs or infographics) in particular those which use large or uniform color areas, or for textual visuals, but also for transparent backgrounds.
- If you can, save your PNG in "24-bit" format for better quality and richer display of colors.
- The JPEG format for **photos**, because it can efficiently handle colors in a small file size, which will reduce the image loading time.
- New **[format WebP](#)** (which Google is starting to favor).
- On the other hand, avoid **Bitmap format** (.bmp), generally heavier to load.

- **Respect your graphic charter**

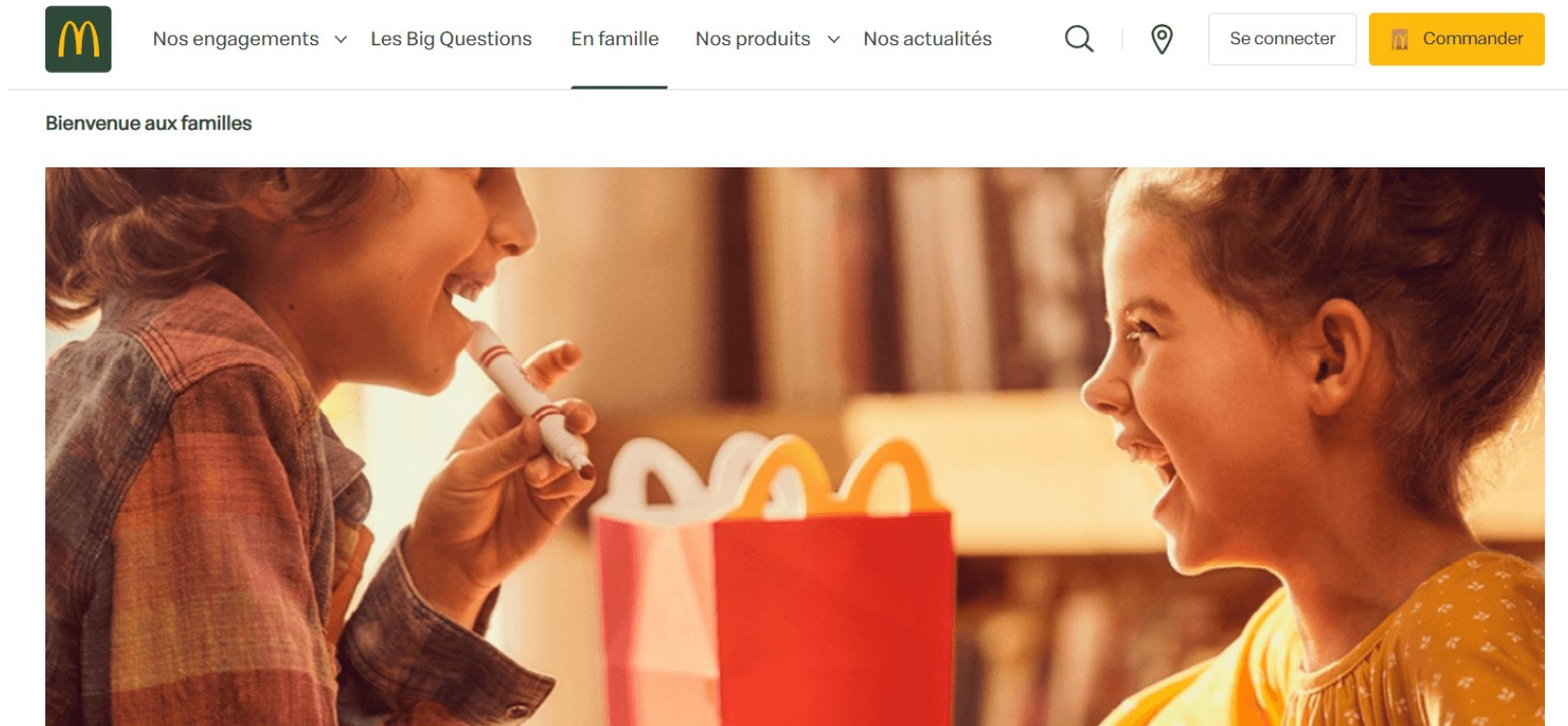
Your images must match **the general appearance of your site**, and more generally, stay **inconsistency** with your brand image.

- **Elicit an emotional response**

The emotion often plays a role in the purchasing process.

A well-chosen image can push the visitor to action.

For example, just think of a photo of a person who seems obviously happy to use a product or service. This reinforces the potential customer's desire to identify and plan for the purchase.



Principle of 2 seconds

Principle:the system response must not take more than 2 seconds to arrive

Risks:

- The user can relaunch the action
- Bugs or messages error

Solutions:quick actions: action performed indicator

Principle of 3 clicks

Principle:the desired information must be **accessible in 3 clicks (web)** quickly

Risks:user can abandon the task/application

Solutions:make important actions accessible directly or at least quickly adapt to the situation

Baby bird (or rearview mirror) syndrome

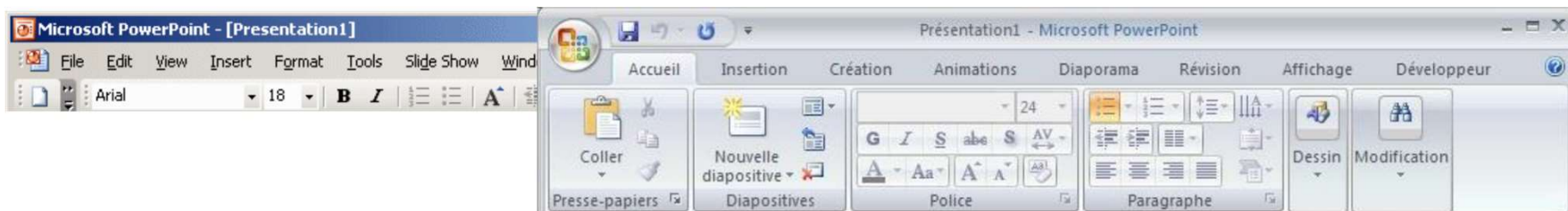
Principle: users tend to reject items or approx. unfamiliar “it was better Before»

Risks:

- rejection of new applications/versions
- Strategies of bypass
- problem for innovations, software evolution

Solutions:

- Evolution in the **consistency**
- To accompany the change



Criteria of Bastien and Scapin

- Guidance
- Workload
- Explicit user control
- Flexibility
- Error handling
- Homogeneity (consistency)
- Meaning of Codes and Denominations
- Compatibility (familiarity)