



Human Issues Concerning Text

- The Reading Process
 - Saccades: Quick, jerky movements
 - Fixations: Intermittent pauses on areas of interest
- Visual and cognitive processing occurs during fixation but not during saccades.
 - If text is difficult to comprehend, if it includes long or unfamiliar words, fixations increase in duration



Using Text in Interaction Design

- Commentary/Instrumental
- Legibility
- Readability
- Physical Factors



Using Text in Interaction Design

- Commentary – Text that informs
 - The most common form is help text (information website fall into this category)
 - **Contextual help** provides immediate assistance to users without requiring them to leave the context in which they are working, such as pop-up menus.
 - **Procedural help** provides the steps necessary for carrying out a task.
 - **Reference help** serves as an online reference book.
 - **Conceptual help** provides background information, feature overviews, or processes.



Using Text in Interaction Design

- Instrumental – Text that does work
 - Controls: the control’s function and its label are viewed as one entity
 - Buttons
 - Checkboxes
 - Radio Buttons
 - Icons
 - Hyperlinks



Using Text in Interaction Design

- Hypertext
Hypertext links must give unambiguous indications of the target destination
- Krug - *Don't Make Me Think* (2006) - suggests that what is important is not so much the number of links that a visitor must click but rather the quality of the links
- Visually impaired – screen readers will tab between links and read the link text.
 - The most unhelpful links are multiple 'click here'



Using Text in Interaction Design

- Physical Factors
 - Comprehension is affected by:
 - Line length
 - Line spacing
 - Formatting
 - Margin width
 - Scrolling
 - It is also affected by grammatical issues, such as semantics and syntax



Using Text in Interaction Design

- Margin width
 - Shorter lines—4 inches—with large margins increased reading performance
 - Maximal use of white space
- Vertical line spacing
 - The spacing between lines of text (single spacing, double spacing, etc.) is called leading
 - Double spacing has been shown to improve reading speed
 - It might necessitate a smaller font size to increase the amount of visible information per screen
- Alignment
 - Use left or justified
 - right and centre are harder to read because can't easily find beginning of the line



Using Text in Interaction Design

- Scrolling versus paging
 - Scrolling facilitates maintenance and printing
 - The choice of paging versus scrolling depends on task and layout

Scrolling

3.6.7.1. When Paging is Appropriate There are two possible alternatives to scrolling through a web page. We can use the 'page up' and 'page down' keys to jump to different locations
Viewport approximately one page (browser window) away. The designer can also group the text in smaller chunks and then disperse the chunks on separate pages. We would then use hyperlinks to access the different pages of the document. This process is known as paging.
Studies have shown that people prefer paging over scrolling. It has also been shown that paging is superior to scrolling for reading and revising text.

Paging

Viewport
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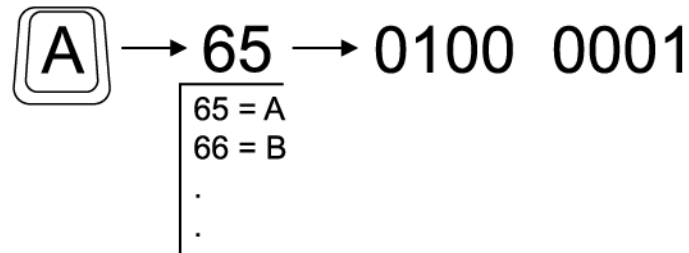
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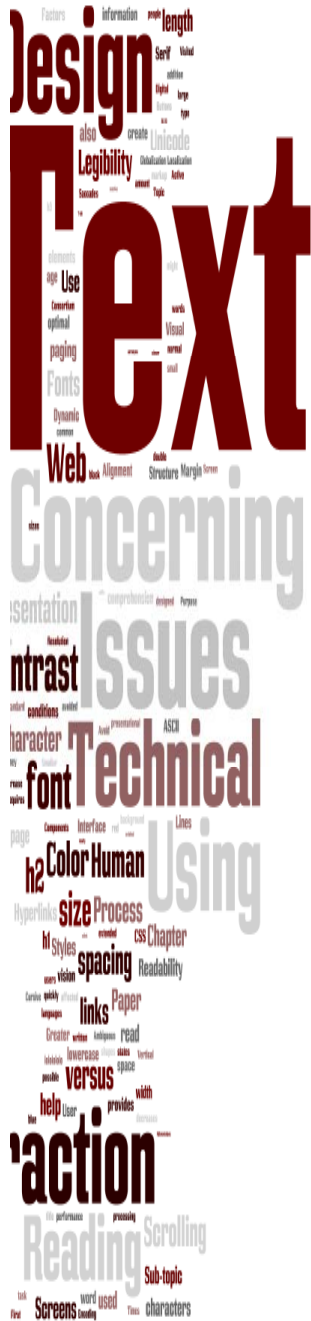
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Technical Issues Concerning Text

- Components of Digital Text
 - Character Set = Character Repertoire + Character Codes + Encoding Scheme





Technical Issues Concerning Text

Unicode

- incorporates other coding systems and has representations for all (modern and many ancient) written languages.
- 16 bit encoding, or more complex, adaptive encodings.
- Still insufficient support in many applications.



Technical Issues Concerning Text : Fonts

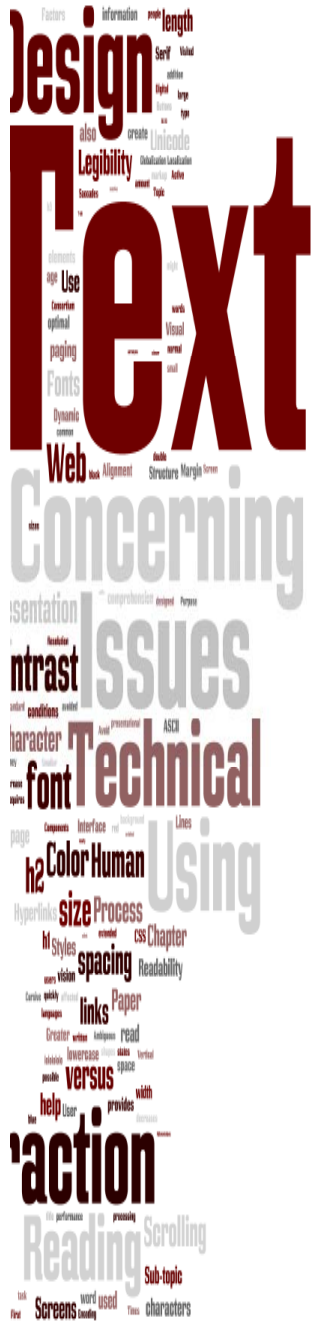
Serif

Sans serif

Cursive



- People still argue whether serif or sans serif is easier to read on a screen
- Cursive text requires high-resolution screens
- Variable-width font ioioioioio
- Fixed-width font ioioioioio



Technical Issues Concerning Text

- Hypertext
 - Hyperlinks must be obvious
 - Try to avoid ‘click here’
- Important difference between standard HTML format and Wikipedia
- Links of several words
 - In standard HTML: continuous underline
 - In Wikipedia: not distinguishable from single word links.

Design
Text
Concerning
Issues
Technical
Using
Action
Reading

Technical Issues Concerning Text



Hover and active links on the Amazon.com Web site

Side navigation links





Technical Issues Concerning Text

- Globalization/Localization
 - Direction
 - Alignment
 - Space
 - Collating sequences
 - Delimiters
 - Diacriticals



Other Issues Concerning Text

Directionality is an issue not only for text presentation, but also for the design of the entire interface

A translation will not use the same amount of space as the original text

Abbreviations and acronyms must be used carefully

