Objective
To locate and analyze the visual design of two different multipage interfaces.

Documentation

Nokia 5165 cell phone

Dunkin Donuts website
Analysis

Dunkin Donuts

The Dunkin Donuts website meets the criteria for a multipage interface environment. It can be classified as such because the user interacts with the content through the use of a computer. The interface is contained within a web browser window; it is not hybrid. Content is dependent on the user’s navigation through the site.

The designers of the Dunkin Donuts website have incorporated many layout techniques that reinforce the company’s identity. Proximity is utilized throughout the site to show the relationship between related objects. For example, it is easy to identify the categories within “Shop for Coffee” because the categories are directly beneath the heading, thus displaying the parent-child relationship. After navigating to the “By the Pound” sub-category, the various coffee blends, sizes and their prices are grouped in such a way that prices are easy to read. Ordering is made simpler since the quantity boxes are grouped near the prices. Also, the feature products are grouped together in a vertical column along each page. Even without a feature title above each image, the relationship is clear.

Site utilities are grouped together toward the top of the page. Proximity was used well except for one instance. The middle left hand column has two promotional images that are similar in size. The top banner also has a similar “Win Instantly” graphic located in the right column. Instead of including the “Win Instantly” graphic along with the other two graphics, it floats in a sea of white space and looks lost. The designers could have easily solved this dilemma by grouping the similar graphics together.
Alignment was utilized to break up the pages into well defined areas. The page is broken up into three columns, along with a horizontal bar that runs across the top of the page. The left column is used mainly as a navigational tool. The middle column holds the main content for each page. It is approximately three times larger than the left column. Here, page titles are left aligned along with a small graphic. As mentioned above, sub-categories are aligned directly beneath main categories.

The website is consistent and coherent. Although they used five different font faces, it is clear the designers established repetition. The company’s colors, pink and orange, are found regularly throughout. Logo placement is persistent through each page, and it also serves as a method of navigating back to the home page. Text sizes and colors help to unify the site. Shape and design elements are the same through the site. The middle columns have a curved upper left corner across the site.

Contrast is used to break up the pages. Various shades of purple help define the left navigation column, where white text is placed on a dark background. This allows easy scanning. The main content column used dark text against a white background. This works nicely for the amount of information presented.

The website uses a sans-serif text. The designers have some unnecessary text toward the top of the page, which reads:

**Shop for Dunkin' Donuts coffee and gifts!**

To view your account, [click here.](#)

To create a new account, [click here.](#)

These lines of text are not needed since there are also icons to represent this information. It clutters the top of the page. Besides this instance, text is kept to a minimal. Sometimes
it is not obvious which text is clickable. Some text changes color when the pointer is hovering above a link. But when text has an image to accompany it, the text does not change color. In this instance, a user would know if it is clickable by noticing the pointer change into a hand. The bottom navigation text needs improvement. It is not an exact match for the top page navigation, and this can present confusion to users.

Color is harmonious on the Dunkin Donuts website. The use of purple, pink and orange is vibrant and allows the site energy without being overwhelming. Color is also used as a navigation technique – clickable links change color when hovering. Page categories are a maroon color and page titles are orange. The chosen colors help provide organization. The color choices also enforce unity and identity. When navigating through the site, there is no doubt this is the Dunkin Donuts website.

It is obvious the designers adapted a grid to layout the page. The alignment of the various objects on grid lines and columns is clear and makes sense.

By utilizing conventions, the designers have created a clear, visual hierarchy. Users are immediately aware of main and sub navigation headings by the use of different font faces and sizes. Pages are broken up into clearly defined areas by the use of proximity and alignment. It is somewhat obvious what is clickable, but the designers could have improved this aspect of the website by implementing rollover changes on graphics. Most excess noise has been reduced, except for the repetitious text descriptions and icons.
The Nokia 5165 cell phone meets the criteria of a multiple page interface environment. It can be classified as such because it allows users to input information, and based upon their selection, it brings users to various pages. The interface is a hybrid. Information can be entered through the use of physical buttons or directly in the display.

The layout of the Nokia cell phone is much simpler than the Dunkin Donuts website. Users navigate through the menu system by using the arrow keys. When a user finds a desired menu, for example “Phone Book,” the select button is pushed to access the particular information. The menus are grouped along with a picture to give the user a hint at the content within a particular section. Also, a numbering system is used to establish location within the menus.

Menu categories are center aligned, such as “Games.” When a user is within a certain section, options are then left-aligned. It is easy to lose track which menu a user is navigating through. The choice of alignment establishes where the user is.

Font faces and sizes are consistent. The menu system uses a larger font to display its title. When a user is within a category, the font is reduced.

Contrast is subtle. Besides the aforementioned text characteristics, the only other instance of contrast and color is its monochromatic display. Use of a grid as a layout tool is evident. But with a small display, the layout is clean and minimalist.

The designers have created a clear, visual hierarchy among the menus and categories. This is achieved through the use of font sizes. They utilized convention to
create pages that are clean and minimal, which lends to defined areas. Noise is non-existent. The interaction is linear.

Comparison

After evaluating the two interfaces, it is evident the design methods used are appropriate for each environment and their target audiences. The Dunkin Donuts website is structured for individuals looking for a variety of information about its products. Its design is fun, bright, and energetic, beckoning users to stay and linger. Users might not necessarily navigate in a linear fashion. They have the option to find information many different ways.

The Nokia cell phone interface is much simpler. It is structured to allow user to complete tasks efficiently and effectively. Menu systems can be navigated through quickly and thoroughly. Users are forced to navigate in a linear way due to the up and down buttons. The display is uncluttered and presents only relevant information to its users. If the designers decided to forgo alignment when designing for the small display, it would have been more tiresome to navigate through.

As far as layout, both interfaces share some layout design principles. Both use font sizes and faces consistently distinguish between main and sub categories. Contrast of color is used effectively to organize information. The Nokia has a monochromatic color scheme, while Dunkin Donuts relies on corporate colors to unify the website. Both interfaces repeat shape and design elements to keep their respective sites consistent.
Conclusion

Dunkin Donuts and Nokia made good use of layout design principles in their respective multipage environments. Dunkin Donuts has a vast amount of information that utilized more design principles but also had a larger interface display. Nokia is able to organize information appropriate for its smaller interface display. Both companies are effective in creating a friendly, user-centered environment.