Objective
To locate and analyze the visual design of two different multi-page interfaces.

Documentation:
My web interface was a site for Blue Nile [http://www.bluenile.com/]. This company sells an assortment of large selection of certified diamonds, gemstones, and watches online.

Home page: 800 x 600 resolutions

Wedding & Anniversary Rings Page

Wedding & Anniversary Rings

Choose a high-quality band designed for comfortable fit, starting at $300.

Platinum Princess-Cut Diamond Band

Men's Wedding Rings

View wedding bands in platinum or 18K gold, plain or with diamonds, from $150.

Women's Wedding Rings

Women's Wedding Rings

Men's Wedding Rings

View wedding bands in platinum or 18K gold, plain or with diamonds, from $150.
My non-web multiage interface was the FujiFilm FinePix 2800Zoom digital camera.
Analysis:

Blue Nile-

This webpage is considered to meet the criteria of multi-page interface. The electronic environment is the Internet. The user facilitates control of the interface by interacting with the different aspects of navigation, layout, and content through the web browser. The site's consistency attracts the visitors to stay by fulfilling their expectations about the website. This is a non-hybrid interface because the interface and information displayed both change; as the user navigates through the site the navigation slightly changes and the websites displays different content. The interface is contained within the web browser window.

1. **Layout technique**
The layout of each page is consistent. The same banner is used at the top of each page. Navigation is located below the banner and in the left column. Content and feedback are located in the middle of the screen.

2. **Proximity**
Proximity is used throughout these pages. Similar navigational links are grouped together. For example, wedding rings for men and women are displayed under Wedding & Anniversary Rings section. Photo explanations are used throughout this site. It is appropriate and useful that they arrange the corresponding description/content next to each illustration.

3. **Alignment**
Alignment is readily seen on the left-hand navigation specifying categories and subcategories of products.

4. Reiteration
This interface presents the relationship of repetitions by using the same combination of color (darker blue, purple and light green), line, design elements and font size. Repeated use of bullets lets the user know that these are subcategories. They are consistently listed as the clickable link. In terms of contrast, they use dark blue to specify categories and a contrasting light blue to point out subcategories. There is also repetition of use of all lowercase letters with the left navigation categories.

5. Contrast
This interface use the contrast between background color and text, for instance, dark blue background with white text to represent the difference in meaning and value.

6. Text
The use of text is appropriate. The logo stands out because they use a stylized typeface for logo, this helps to distinguish between the logo and the tagline. A sans serif text is used for content, which makes it more readable.

7. The grid as a Tool
This interface presents 3x3 grid. It helps to keep a sense of order and consistency with it. The site has a consistent mood and feel, and each page is full of information.

8. Color
Blue Nile’s color-scheme is repeated on each page. They use different shades of dark blue, purple and light green. The dark blue seems to be part of their corporate branding. This technique supports the relationship these links have with each other.

_FujiFilm FinePix 2800Zoom Digital camera_

This digital camera interface meets the criteria of multiage interface because the interface and display are integrated in an electronic environment which consists of a dynamic boundary between a person and a machine. The user can interact with this by pushing the control buttons to interact with the screen. In general, it is a hybrid because the medium of this interface show display information and control buttons that user can interact with the data. By looking at the visual design principles, this interface is consisted of the visual interface which presents the physical layout combining with the text information and control buttons.

1. Layout techniques
The display on the menu page of the this model presents the simple layout by using picture and text information on the screen to give the visual cue for the user, what is important and what is the next step to go through. In addition, there are control buttons to interact with screen: DISP button, Menu/O.K button, Back button, EVF/LCD button. The layout is simple and straightforward. Instructions or choices buttons are located on the top and right hand side. The user is focused on the center of the screen and the group content choices icons displayed in the bottom of the screen such as Flash, Macro (close-up) photography or Self-timer photography.

2. Proximity
The principle of proximity states that related items should be placed physically close together and unrelated items should have space separating them. The menu page uses proximity to engender the menu icon and text information with association. It is very convenient for user to recognize the menu icon because it is set by graphic of text information. The shape of Control buttons (DISP button, Menu/OK button, Back button, EVF/LCD button) are close together also considered presenting proximity.

3. Alignment

Every page use left alignment technique to arrange components near one another. It is clear that the alignment technique used through out the page in this model. For instance; in the Flash Page Auto Flash Mode, Red-Eye Reduction, Forced Flash are just some the menu icons or text that are left justified.

4. Repetition

This interface presents the relationship of repetitions on every page. When the object is selected, the selected menu icons are highlighted to display choices made. It uses the form and shape to imply the relationship of the function in this interface. Repetition is also showed in the use of font size which is repeated on every page.

5. Contrast

It uses the contrast technique to emphasize the difference of menu icon pictures and text information to help the users to recognize their options to interact with this interface. For instance, light background and black text.

6. Text

The text is a simple san serif making it legible for most users. Due to the imitation of the screen size, the designer simplifies menu title. For instance, EV presents exposure compensation.

7. The Grid as a tool

This interface presents 3x3 grid. On every page, the menu icon and text information show the balance and proportion of the whole page.

8. Color

They use different colors of yellow, green, pink, purple and blue to distinguish each menu icon page. Under each menu icon display different colors. For instance, yellow color showed on Flash page menu icon and its submenu. Green color showed on Self-Timer photography menu page and its submenu.

Comparison

The similarities between these two interfaces:

The most important similarities between both of them are multiple interfaces because they are an electronic environment which has the interaction between user and machine. According to the
**Visual Design principle**, both of them use the same technique of proximity, alignment, repetition, text and the grid as a tool.

**Proximity**: both of interfaces arrange items in groups according to their logical associations.

**Alignment**: both of them use alignment technique to arrange components near to one another to imply relationships.

**Repetition**: both of them use the repetition of lines, design elements, and font size.

**The grids as a tool**: both of them show the balance and proportion of the whole page.

The **differences** between these two interfaces:

The Blue Nile site is non-hybrid interface because the interface and information displayed both change. The Digital camera is a hybrid because the medium of this interface show display information and control buttons so that user can interact with the data. The Blue Nile site has more content and more pages of information. The Digital camera is simple and limited to only photo and media use. The Blue Nile site is designed for a consumer taking his time and making decisions based on many different conditions. The Digital camera has minimal text to read so the user can use this very quickly.

According to the **Visual Design principle**, both of them use the different technique of Layout and Color:

**Layout**: In terms of layout, both interfaces seem to follow a linear template. The Blue Nile site is arranged in columns while the Digital camera uses simple layout by having the visual picture and text information on the screen and the control buttons on the top of the page to control interface.

**Color**: Blue Nile is consistent with the use of their colors of blue and purple. The Digital camera uses multiple colors such as yellow, green, pink, purple and blue.

**Conclusion**

The overall conclusion is that both interfaces have appropriate use of most of their design methods. Buying a wedding ring or researching valuable diamond takes a lot of time and researches. Digital camera is usually used in a fast manner so the interaction should be simple and efficient. It is very important that designer have better understanding about the product type in order to create an effective, user friendly and consistent interface for users.