# Activity sheet 1.12: Are you paying attention?

*Learning outcome A: Understand interface design for individuals and organisations*

*A3: Design principles*

Think of a program or website designed to capture information from a user (for example, a cinema ticket-booking system).

Describe the features that the program or website uses to achieve the following.

1. **How it grabs the attention of the user. For example, does it use pop-up messages or flashing graphics, sound or animations?**

1. How it makes it easy for users to read and understand what each screen requires them to do. For example, is the screen uncluttered or is it too full of information and objects?

1. How it uses tip text to give guidance to the user.

1. How it uses labels to tell users what items are for.

1. How some information is already put into forms (default values).

1. How input screens make use of autofill.

Take it further

Choose a different program or website designed to complete a task (for example, an online shopping website or an application form to register membership details of a club or society).

How successful is the program or website in keeping users’ attention?

Describe the features that it uses to do this and say why you think these features are either helpful or not helpful. If the program or website does not use a particular type of feature   
(for example tip text), say when and how they could be used.