Human-Computer Interaction

CS 449 | 649 – F26

Week 10: Nov 16 – Nov 20

Visual design and high-fidelity prototyping

* Updated Nov 16 2026



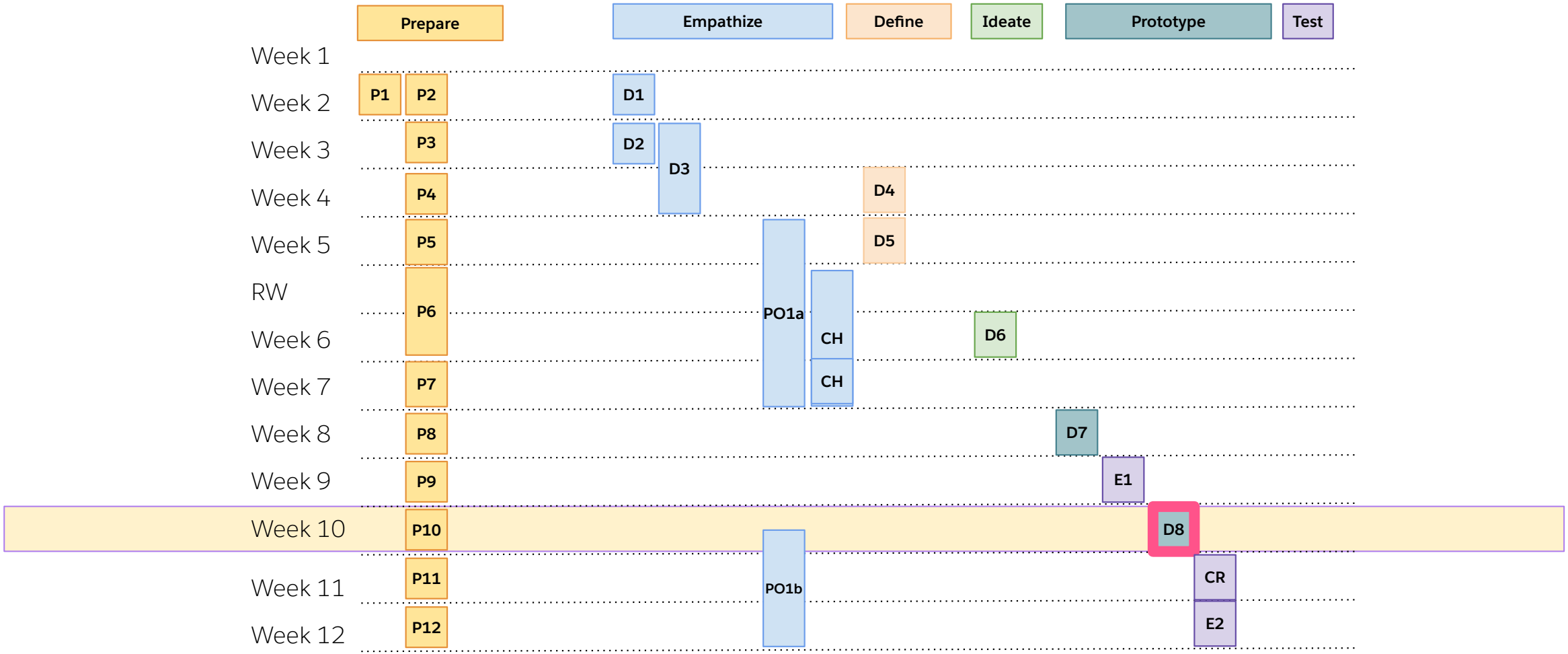
UNIVERSITY OF WATERLOO | DAVID R. CHERITON SCHOOL OF COMPUTER SCIENCE

WATERLOOHCI

Week 9 Recap

Guest lectures: Delara Forghani & Lucas Gómez Tobón; Evaluating Low-Fidelity Prototypes

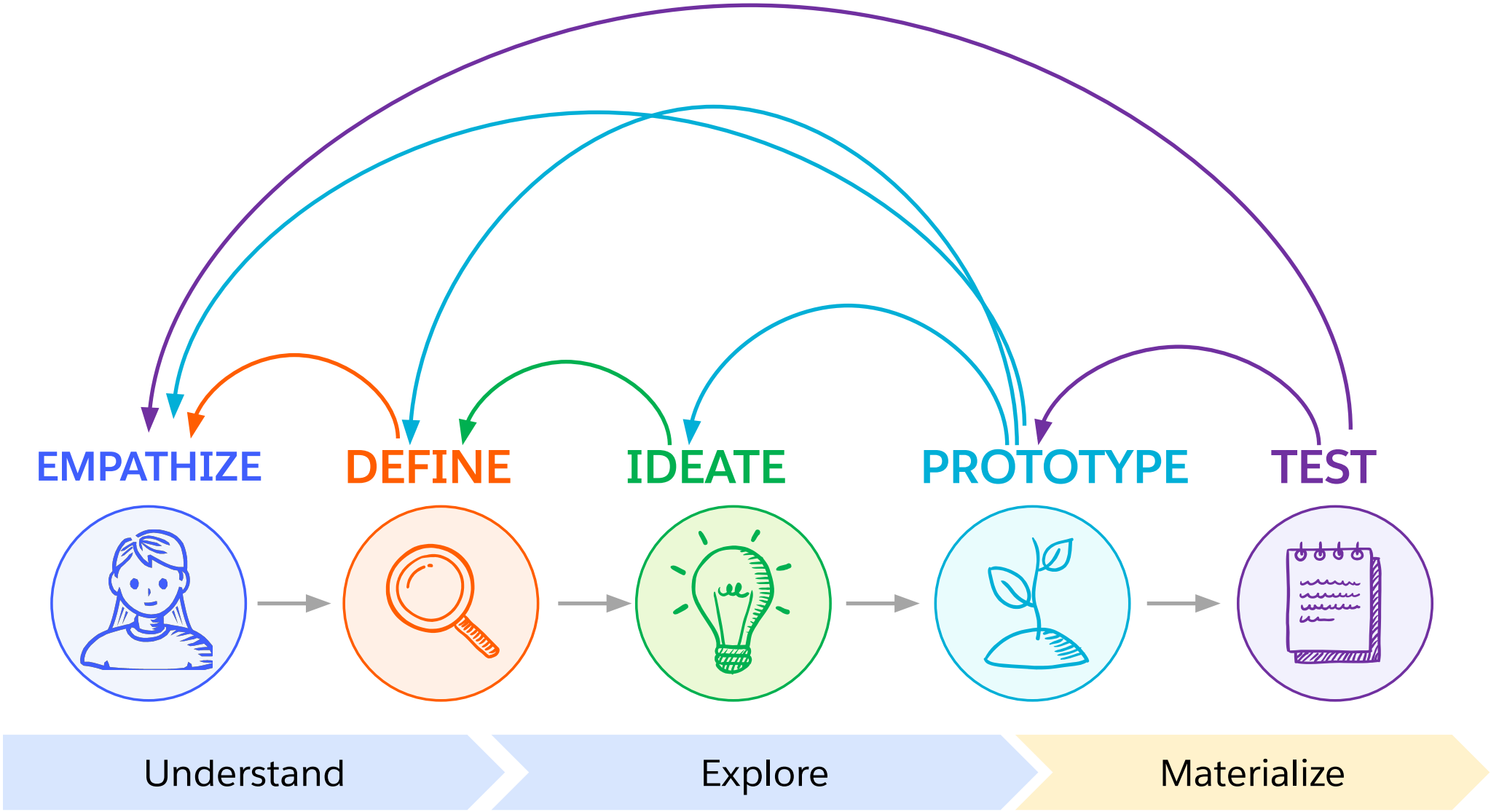
Project Deliverables Build on Each Other



Week 10 To-Dos

✅ Complete design notebook entry for E1: Low-Fidelity Prototype Evaluation

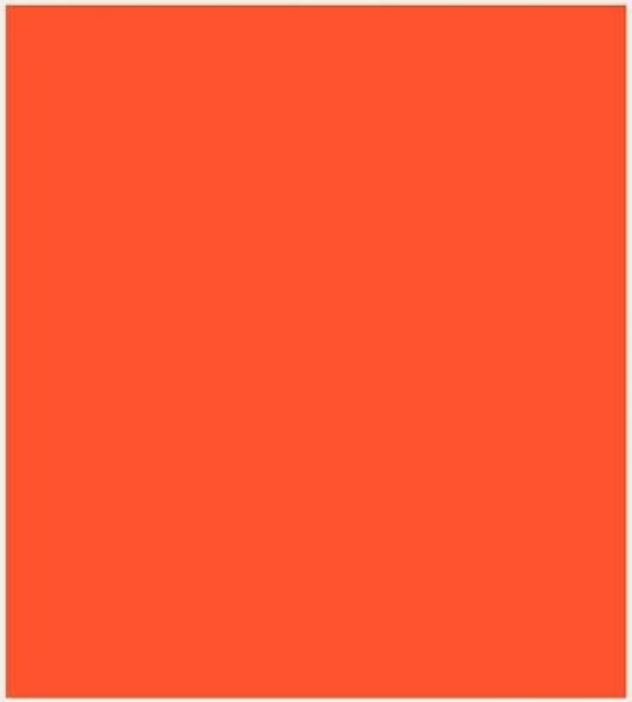
✅ P10: Prepare for High-Fidelity Prototyping


EMPATHIZE
DEFINE
IDEATE
PROTOTYPE
TEST
Understand
Explore
Materialize

Visual Design *

Colour, Typography, Layout … * A condensed / partial adaptation of a past CS 349 lecture

Colour



Brand Color 1

Pantone: 021 U

CMYK: 0, 64, 100, 0

HEX: #FF6C2F

RGB: 255, 108, 47

Colour

A fundamental part of visual design, it reinforces the functional and aesthetic qualities of a product.

... highlights content and components, guides attention

... conveys feelings and brand associations

... unifies elements

Colour

Key design tasks for using colour:

... Create a palette

... Establish guidelines for using colours

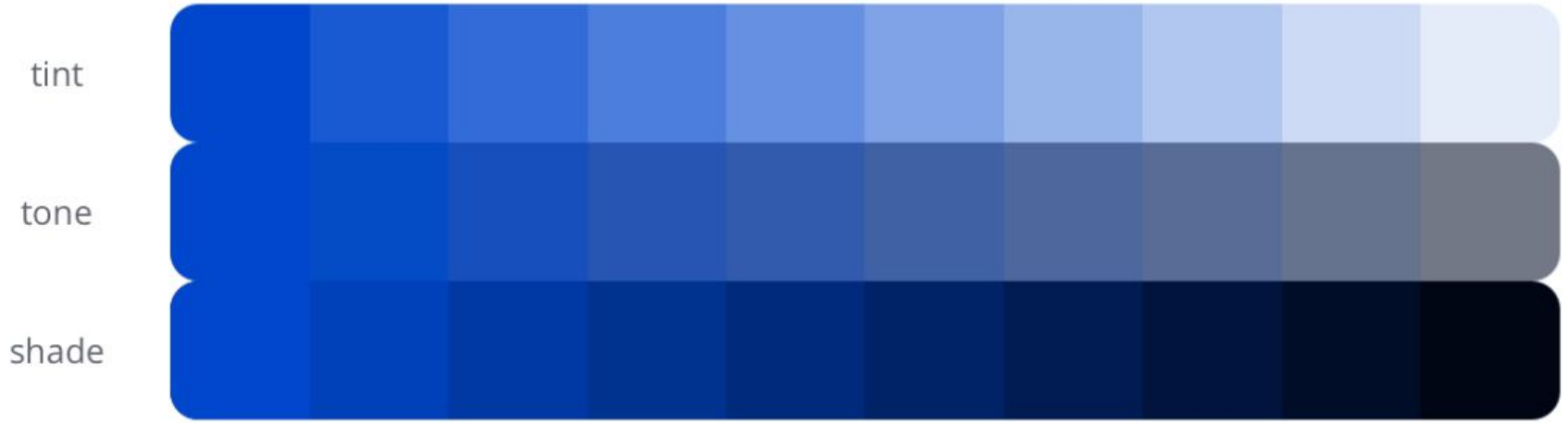


Colour Terminology

Hue and saturation



Tint, tone, shade



📖 Jennifer Zhang: How to Use Colour in UX Design (2020)

Colour - Basic Concepts

Hue: Which colour

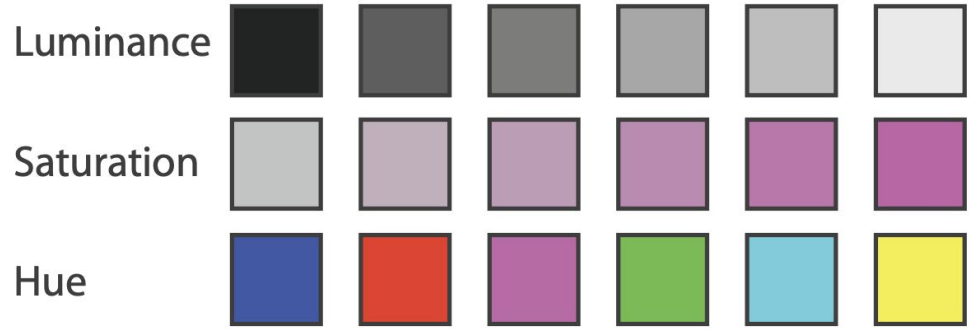
Luminance: How bright (black and white)

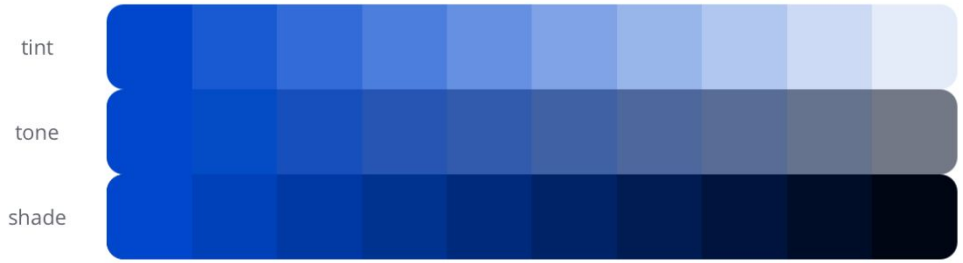
Saturation : How colourful

Tint : adding white to a pure hue ...lightens the hue

Shade: adding black to a pure hue, darkens the hue

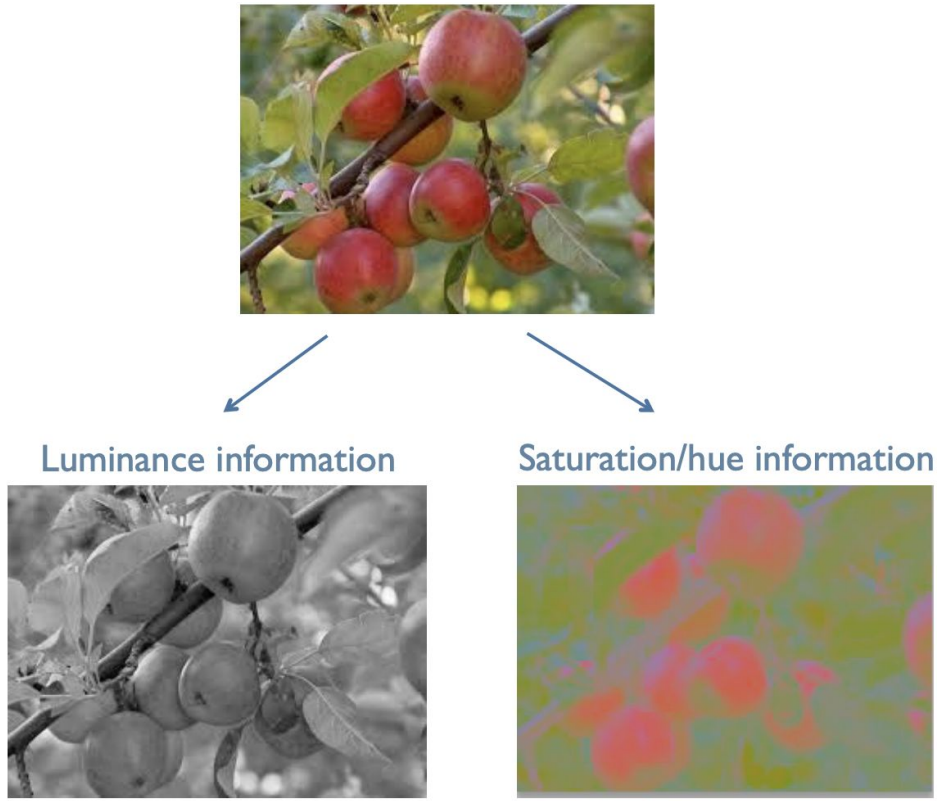
Tone: adding gray (a mixture of black and white) to a pure hue ... This both *lightens or darkens* the hue and *reduces its saturation or intensity*



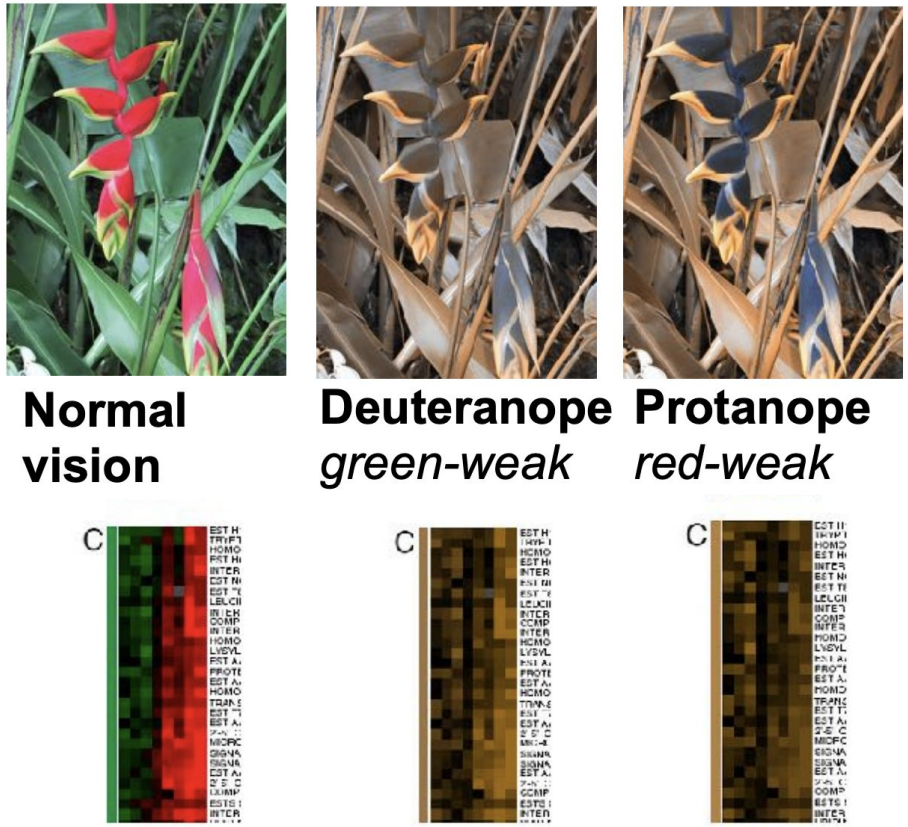


Colour - Basic Concepts

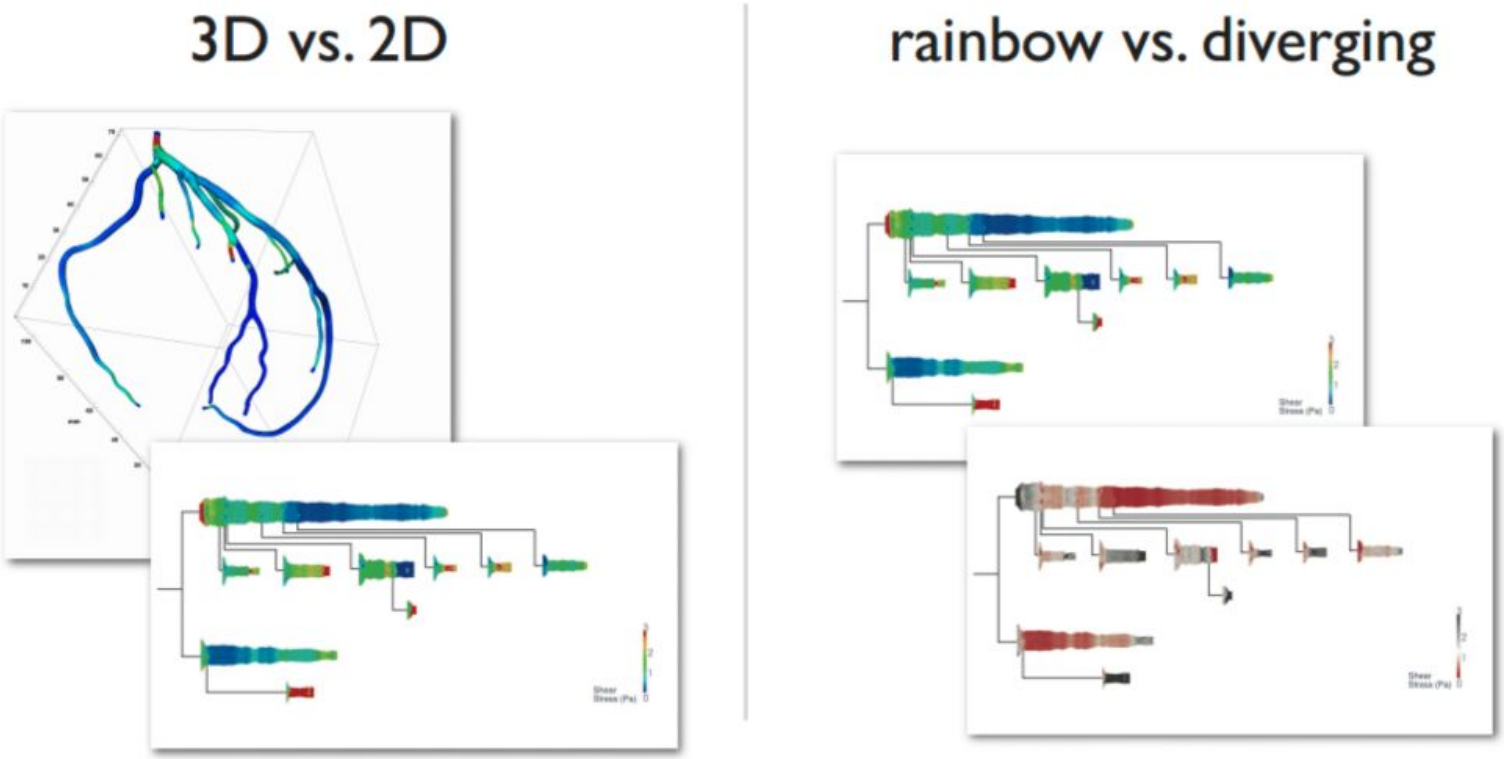
Hue, Saturation, and Luminance all need to be interpreted together



Colour deficiency are difficulties processing colour channels



Colour Matters!



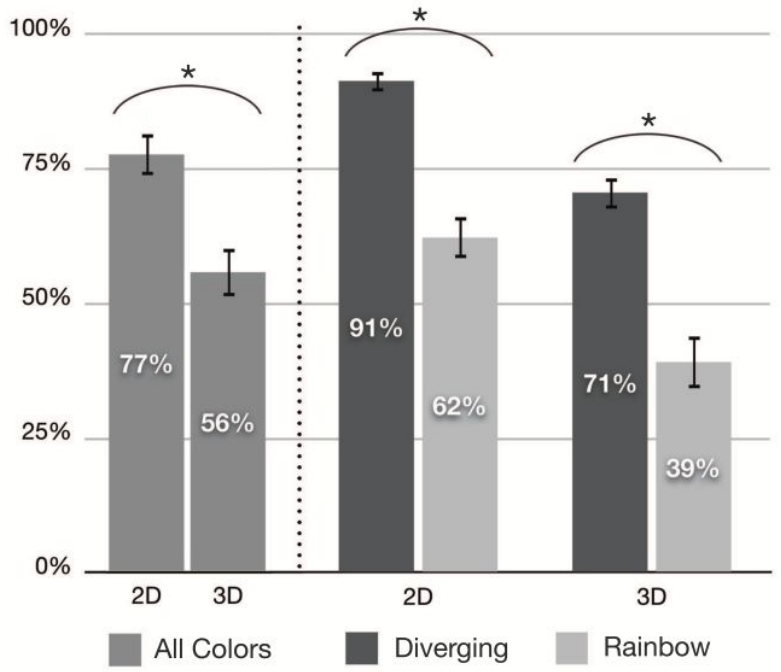
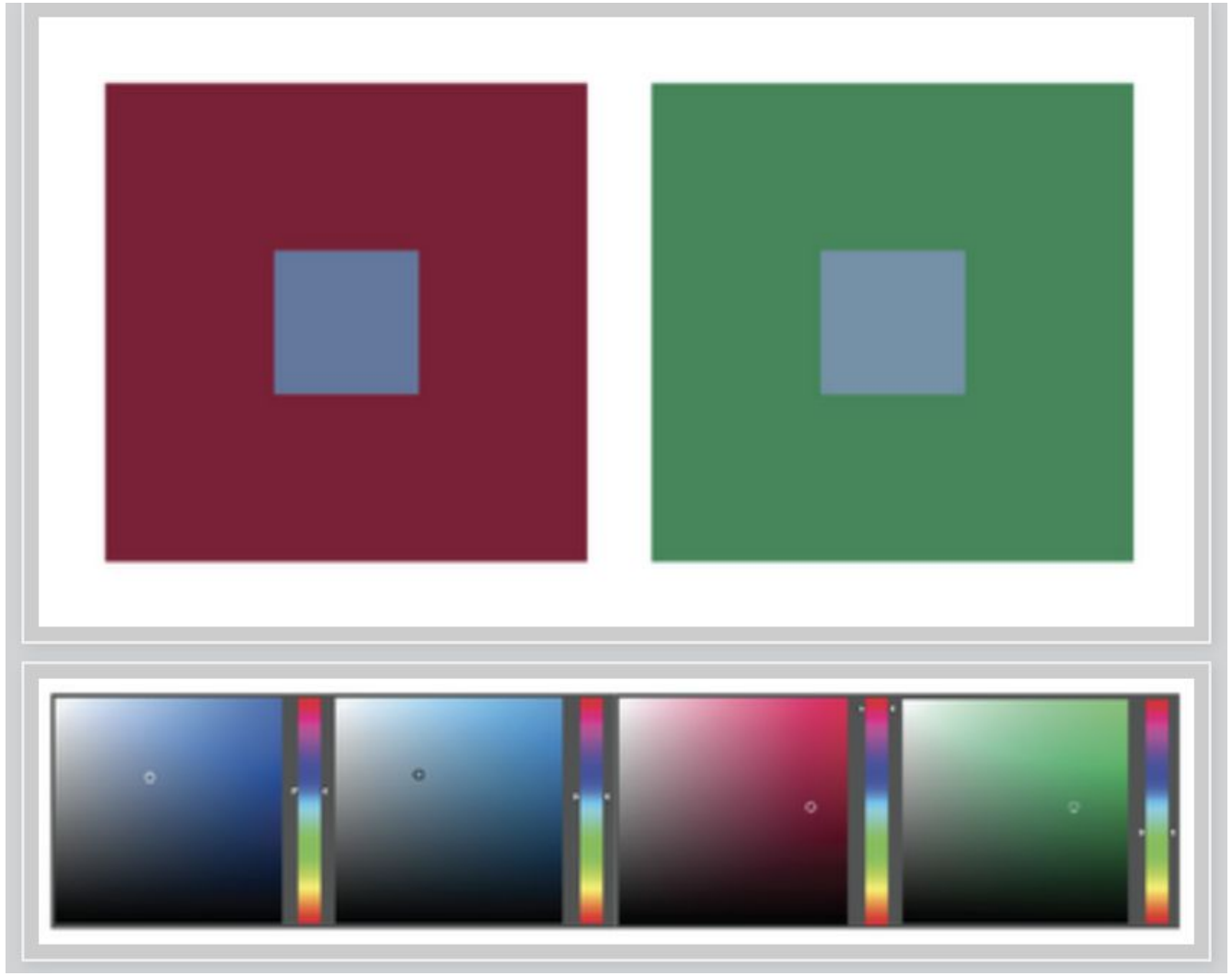


Fig. 7. **Average percent of low ESS regions identified** broken down by 2D and 3D representation, and color. Error bars correspond to the standard error and the asterisks indicate results of statistical significance. Participants were more accurate in 2D and when using the diverging color map.

📖 Michelle Borkin et al.: Evaluation of Artery Visualizations for Heart Disease Diagnosis (2011)

Colour Matters - Deception in Perception





Colour Theory: Harmonious Palettes





Monochromatic





Complementary





Split-Complementary





Analogous





Triadic

📖 Jennifer Zhang: How to Use Colour in UX Design (2020)

Colour Theory: Scientific Palettes for Information

segmented

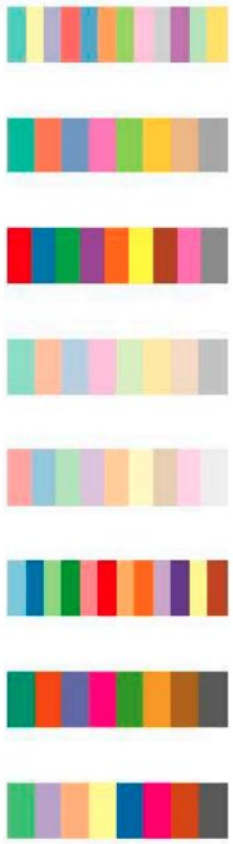
diverging



sequential



categorical



continuous

sequential single hue



diverging two hue

sequential multihue

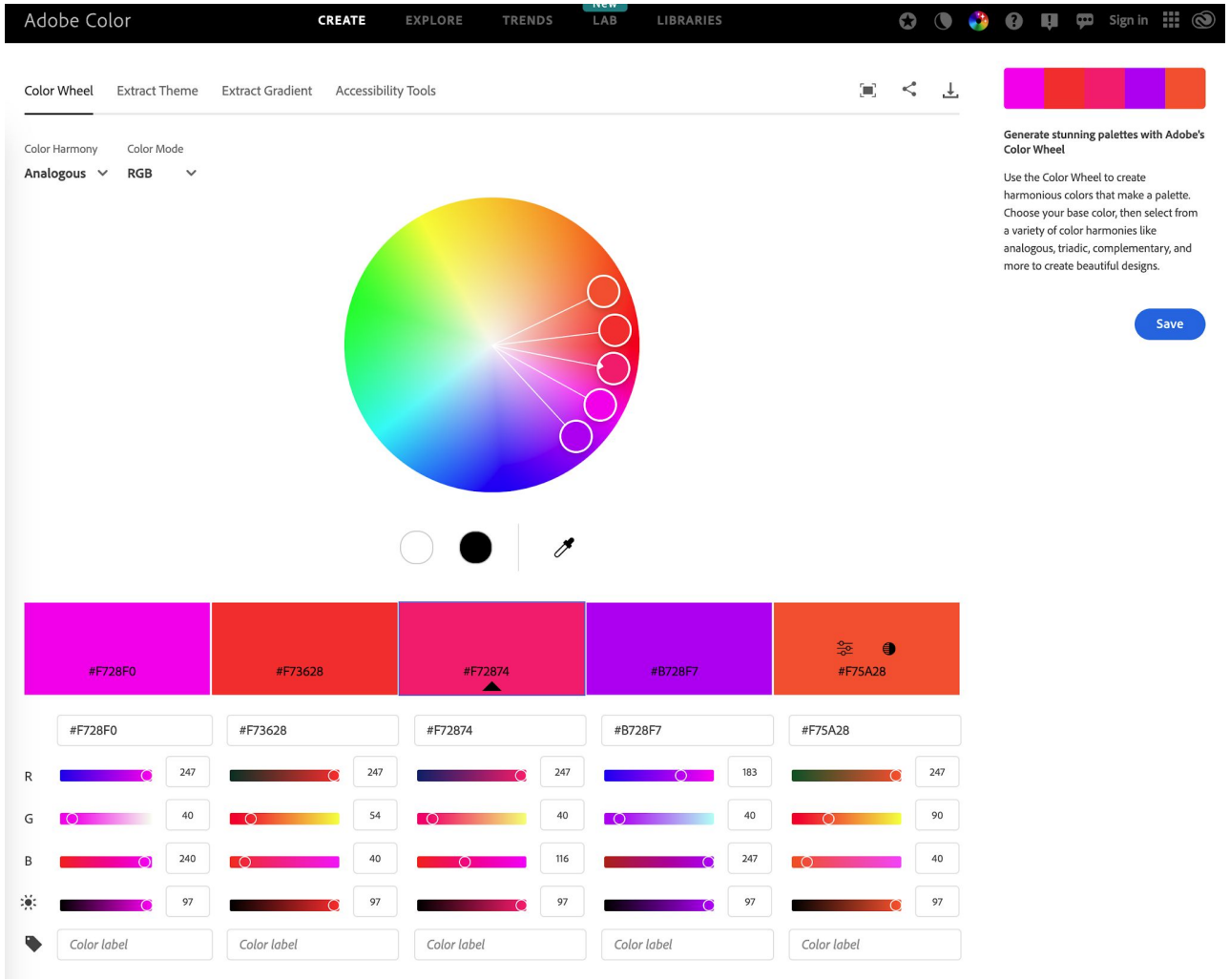
cyclic multihue



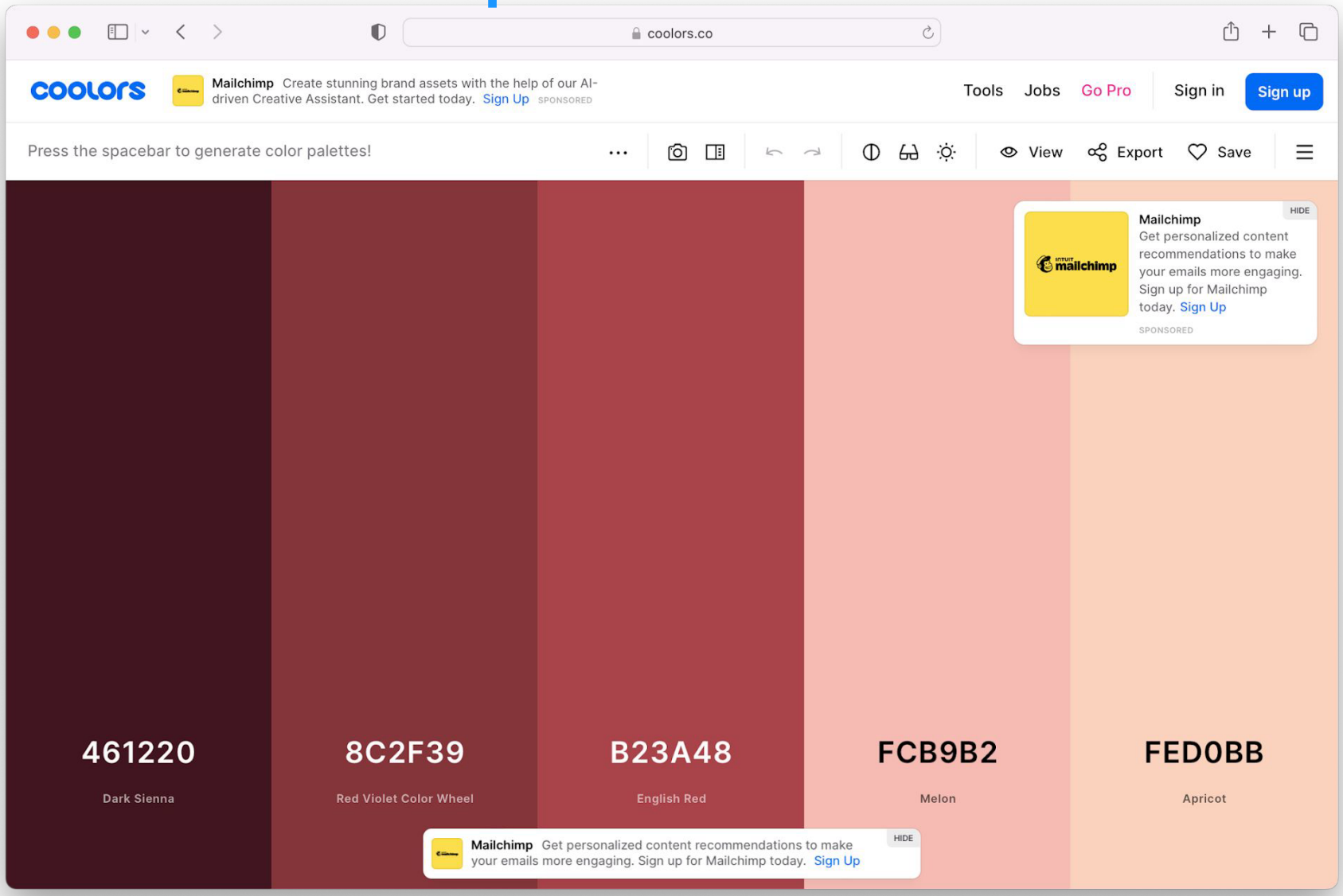
- segmented or continuous?
- diverging or sequential or cyclic?
- single-hue or two-hue or multi-hue?
- perceptually linear?
- ordered by luminance?
- colorblind safe?

📖 Tamara Munzner: Visualization Analysis and Design: Chapter 10: Color (2021)

Creating Colour Palettes



Colour Palette Exploration Tool



📖 Coolors: Coolors Palette Exploration Tool

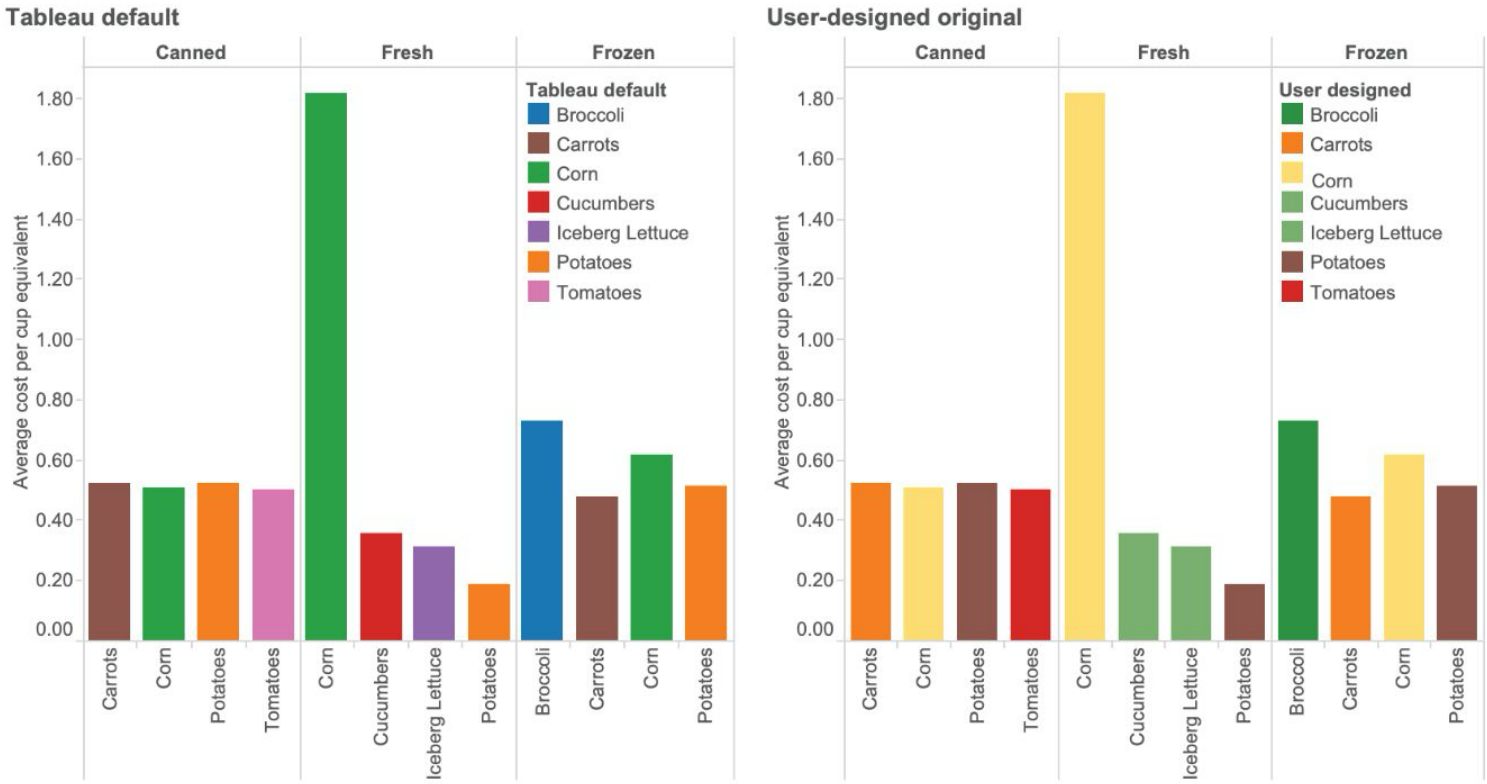
Colours and Emotions

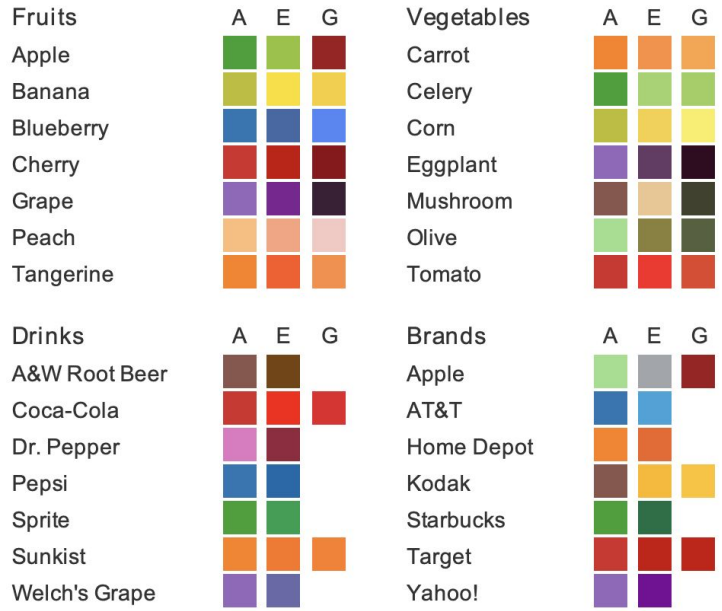


📖 The Logo Company: The Psychology of Color in Logo Design

Colours and Associations

Colours choices can generate strong semantic associations





📖 Setlur and Stone: A Linguistic Approach to Categorical Colour Assignment for Data Visualization (2016)

Colour and Emotion

Color term	Associated emotions	Average %	Color term	Associated emotions	Average %
Red	Love	68%	Pink	Love	50%
	Anger	51%		Joy	41%
	Pleasure	33%		Pleasure	40%
	Hate	29%		Amusement	36%
Orange	Joy	44%	Purple	Pleasure	25%
	Amusement	42%		Interest	24%
	Pleasure	33%		Pride	24%
Yellow	Joy	52%		Admiration	24%
	Amusement	40%	White	Relief	43%
	Pleasure	32%		Contentment	30%
Green	Contentment	39%	Grey	Sadness	48%
	Joy	34%		Disappointment	41%
	Pleasure	34%		Regret	31%
	Relief	33%	Brown	Disgust	36%
	Interest	31%	Black	Sadness	51%
Blue	Relief	35%		Fear	48%
	Contentment	34%		Hate	41%
	Interest	27%		Anger	32%
Turquoise	Pleasure	35%		Guilt	30%
	Relief	34%			
	Joy	32%			
	Contentment	31%			

📖 Domicele Jonauskaite and Christine Mohr: Do we feel colours? A systematic review of 128 years of psychological research linking colours and emotions (2025)

Colours Hierarchy and Semantics

A colour design system defines how colours are used, typically two sets:

Primary Colours

Used frequently in screen/page designs to create experience,

Includes tints, shades, and tones of primary brand colour(s)
(e.g. black, grey, white or similar subtle low-saturation colours)

Colours for branding, interaction elements, layouts, text

Secondary Colours

Used occasionally in designs or in interactive elements

Used for functions: task success, error, warning; selected element; etc.

Colours are accents based on primary brand colours

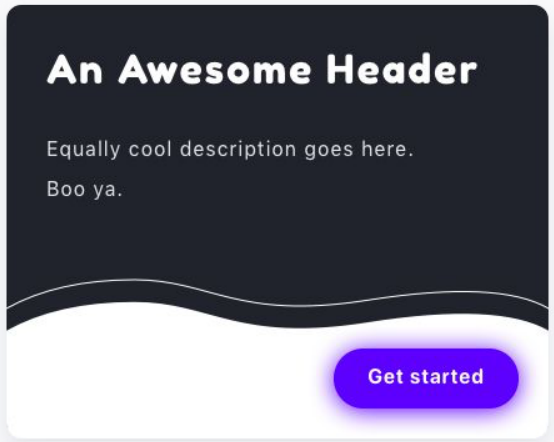
Colours Hierarchy and Semantics

Primary

purple: #5E00FF

black: #21232C

white: #FFFFFF



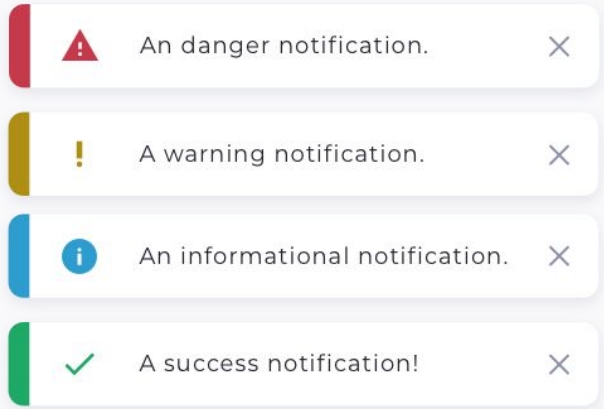
Secondary

red: #C6394A

gold: #E6BD19

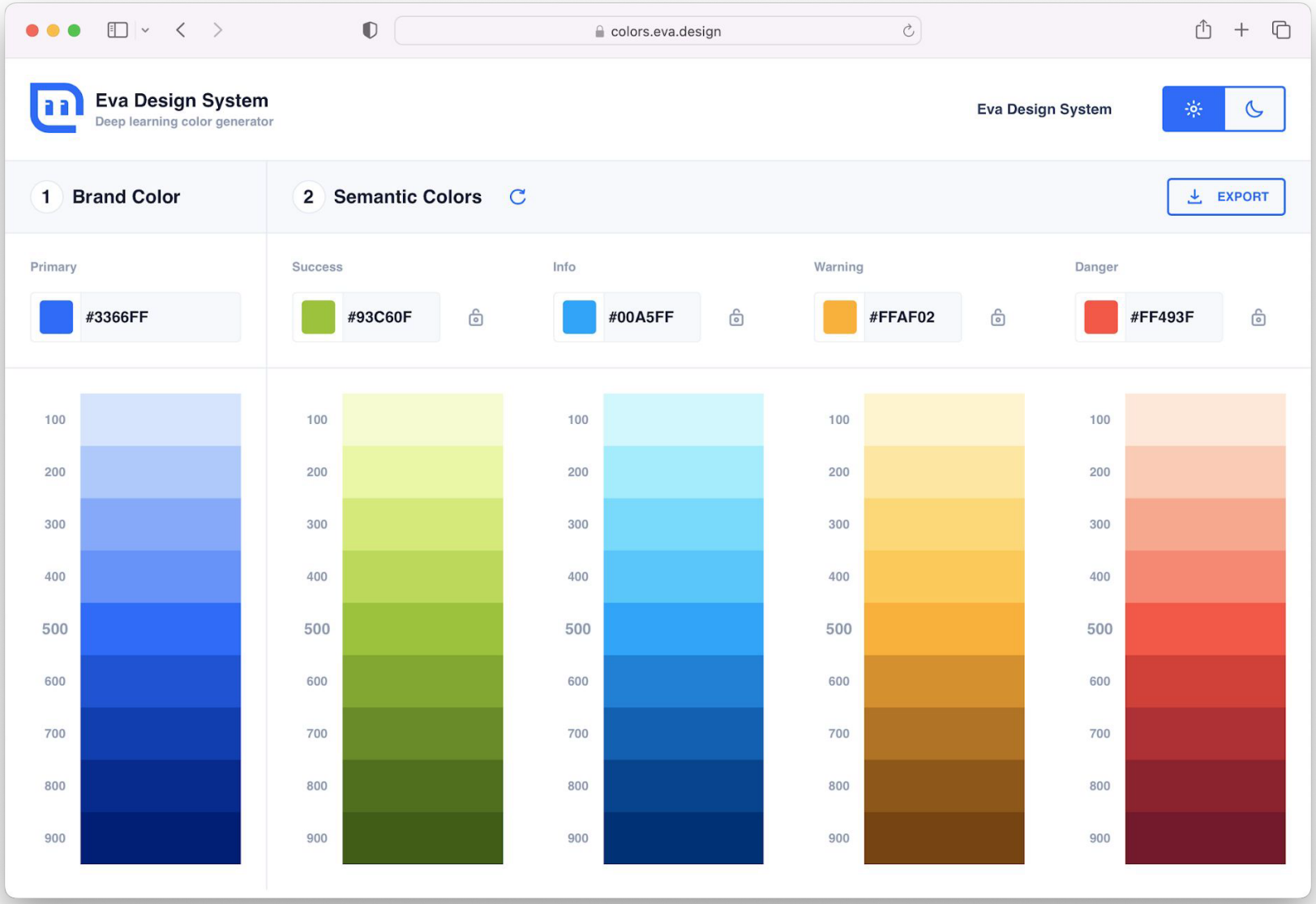
blue: #2C9DCE

green: #1EA966



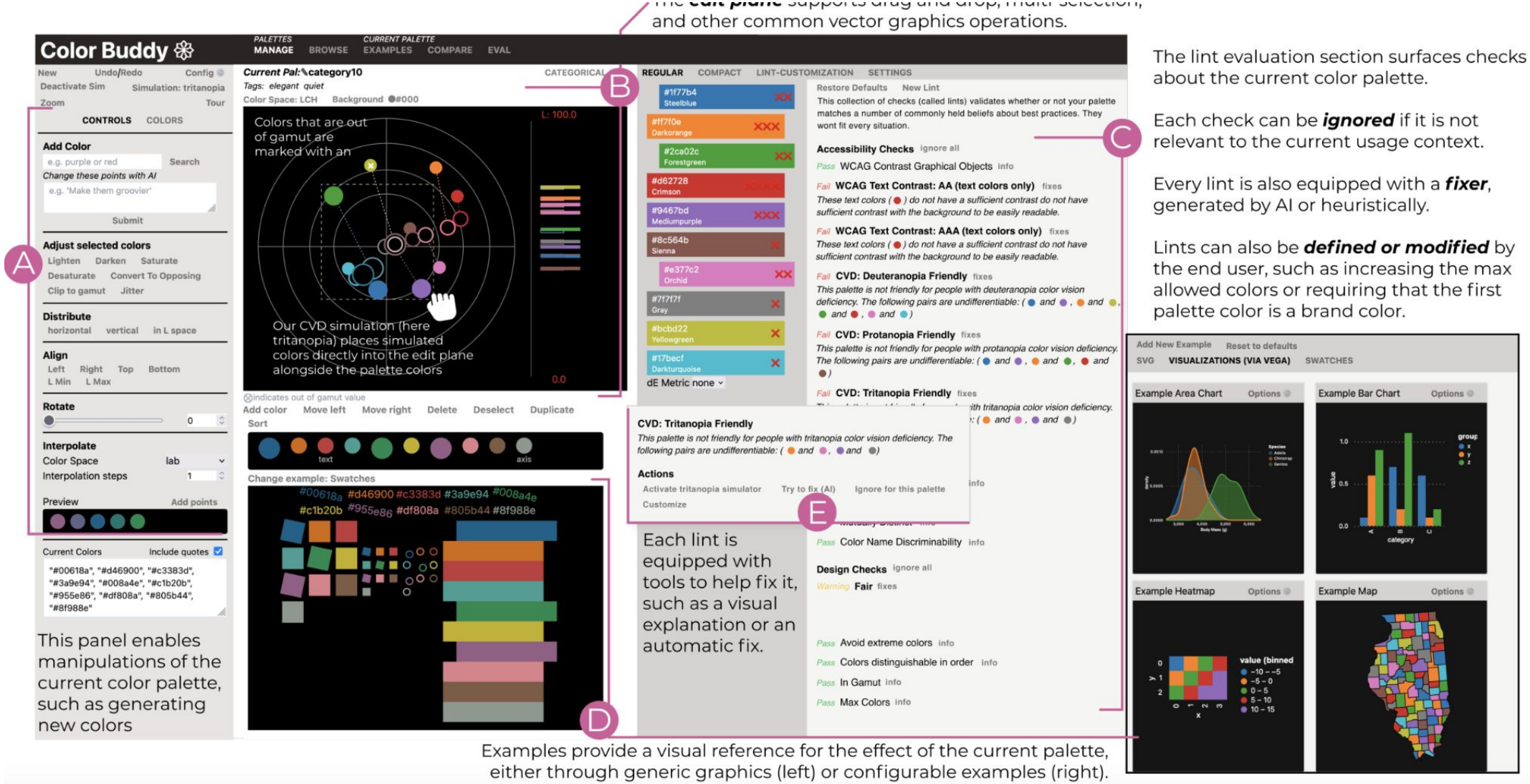
📖 Jennifer Zhang: How to Use Colour in UX Design (2020)

EVA Design System



colours.eva.design

Colour Buddy



The lint evaluation section surfaces checks about the current color palette.

Each check can be ***ignored*** if it is not relevant to the current usage context.

Every lint is also equipped with a ***fixer***, generated by AI or heuristically.

Lints can also be ***defined or modified*** by the end user, such as increasing the max allowed colors or requiring that the first palette color is a brand color.

colour-buddy.netlify.app

Colour Rules of Thumb

Choose colour(s) to communicate your "brand"

... look at competitors and make sure you stand out

... think about cultural and emotional associations of colours

Keep your palette simple

... consider one primary brand colour with monochromatic palette with grey tones as a start

... No more than 3 saturated colours for primary palette,
(you can always generate tins, shades, and tones as needed)

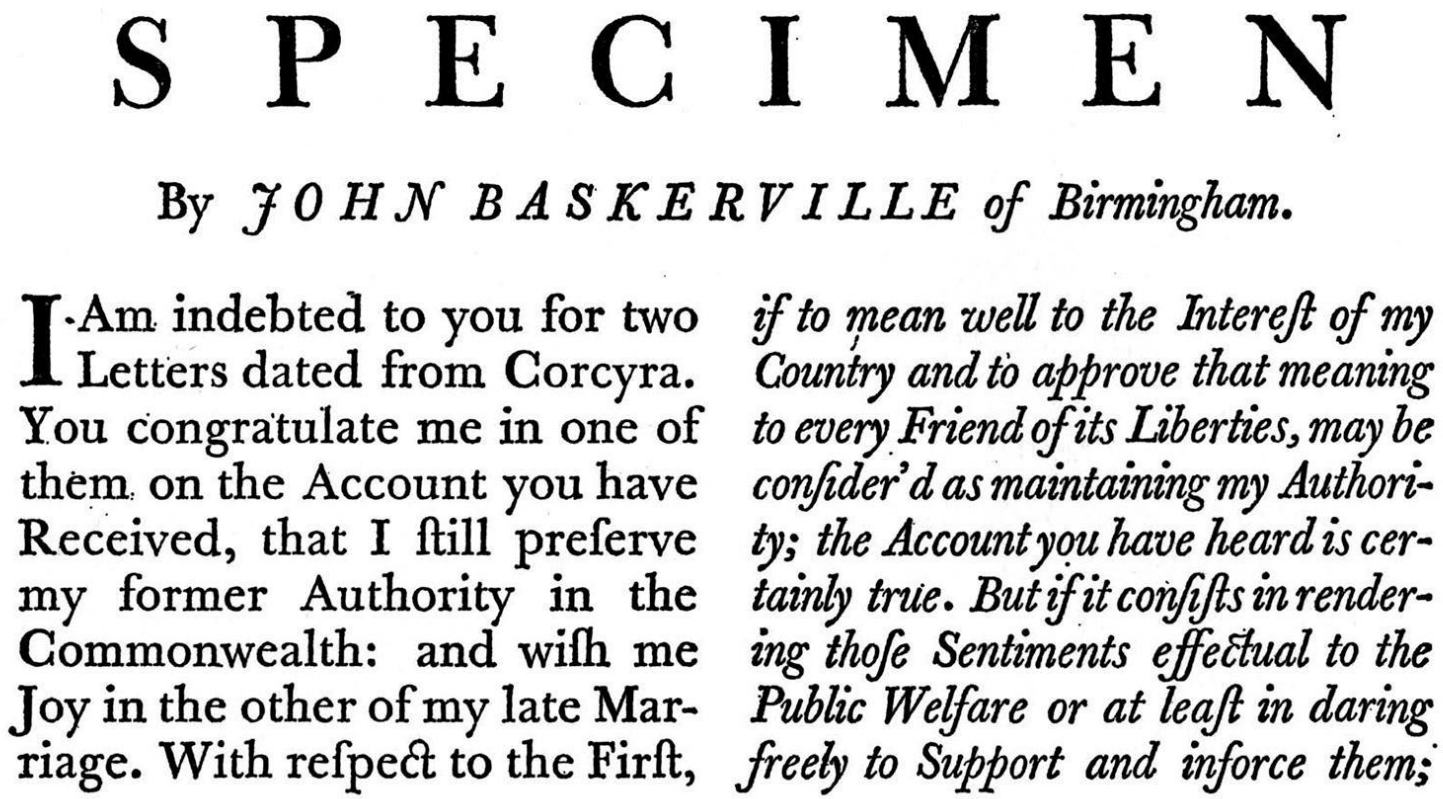
... Use online tools to generate pleasing palettes

Use secondary colours to support usability and functionality

... be consistent and establish a colour language for interaction

Typography

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing.



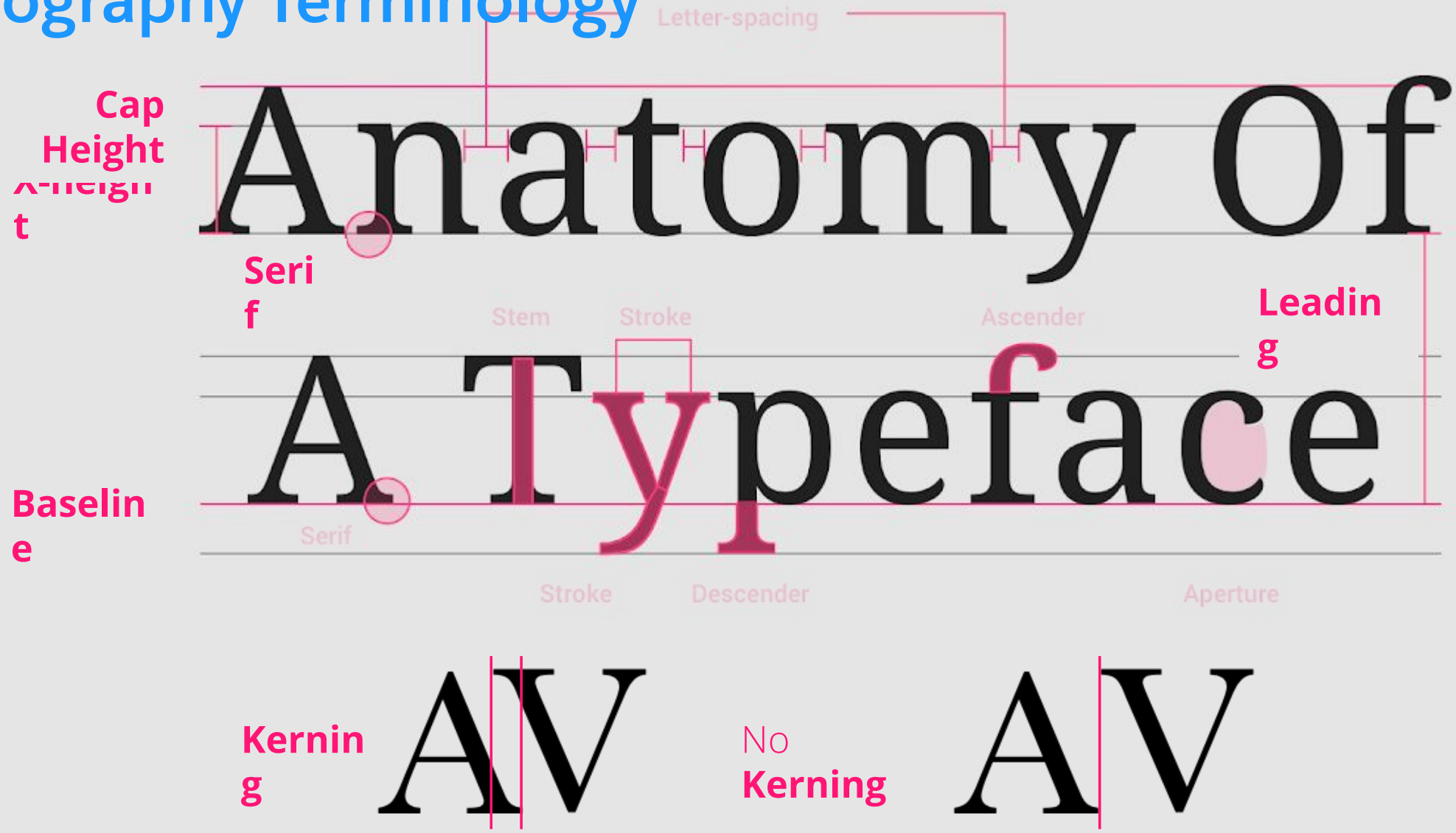
SPECIMEN

By JOHN BASKERVILLE of Birmingham.

I Am indebted to you for two Letters dated from Corcyra. You congratulate me in one of them on the Account you have Received, that I ſtill preſerve my former Authority in the Commonwealth: and wiſh me Joy in the other of my late Marriage. With reſpect to the Firſt, if to mean well to the Intereſt of my Country and to approve that meaning to every Friend of its Liberties, may be conſider'd as maintaining my Authority; the Account you have heard is certainly true. But if it conſiſts in rendering thoſe Sentiments effectual to the Public Welfare or at leaſt in daring freely to Support and inforce them;

📖 UX Misfit: UI Design in Practice: Typography (2020)

Typography Terminology



“Typeface” and “Font”

Typically, what we refer to as a font is actually a typeface
e.g. Times New Roman, Helvetica, Arial are not fonts, they’re typefaces.

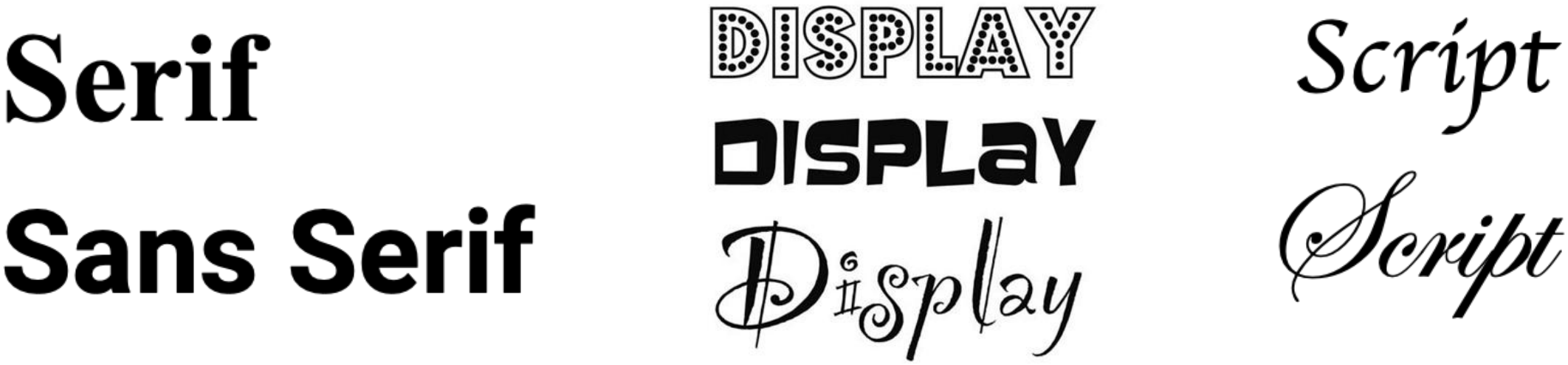


📖 Sharon Hafuta: Never be confused by typefaces vs. fonts again: here’s how they differ (2026)

Typeface Styles

Four main classes of typeface styles: serif, sans serif, display, script

They suggest different moods; some more readable than others



Choosing Typefaces

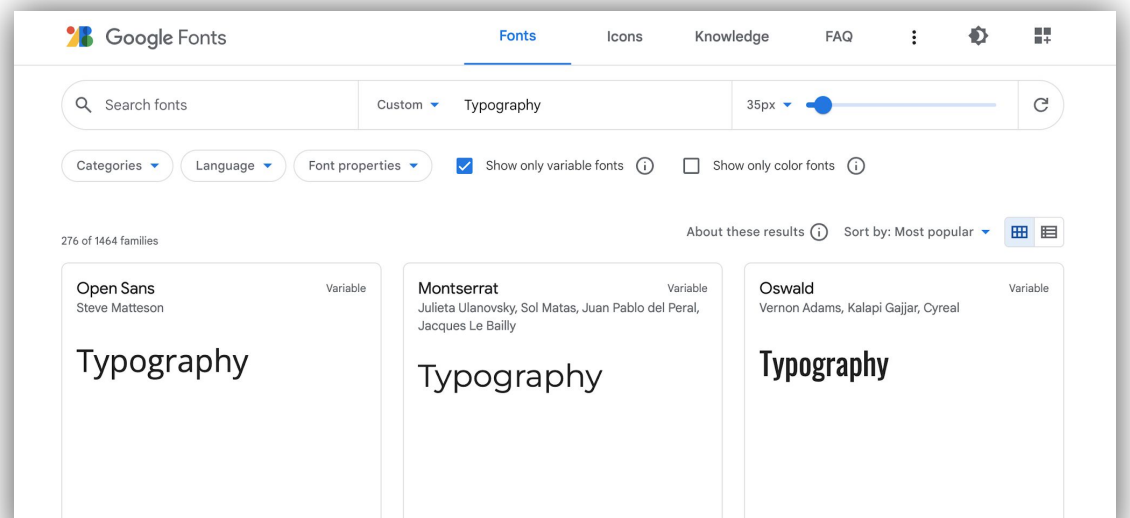
Prefer standard, simple typefaces

- Sans-serif are most readable and work best on digital platforms
- Serif can be effective for headings and feels classic and stable

Use typefaces designed for digital, and download from reputable sources

- e.g. Google Fonts, Adobe Fonts

In general, avoid display and script typefaces



📖 Adobe: The Best Modern Fonts for Websites (2021)

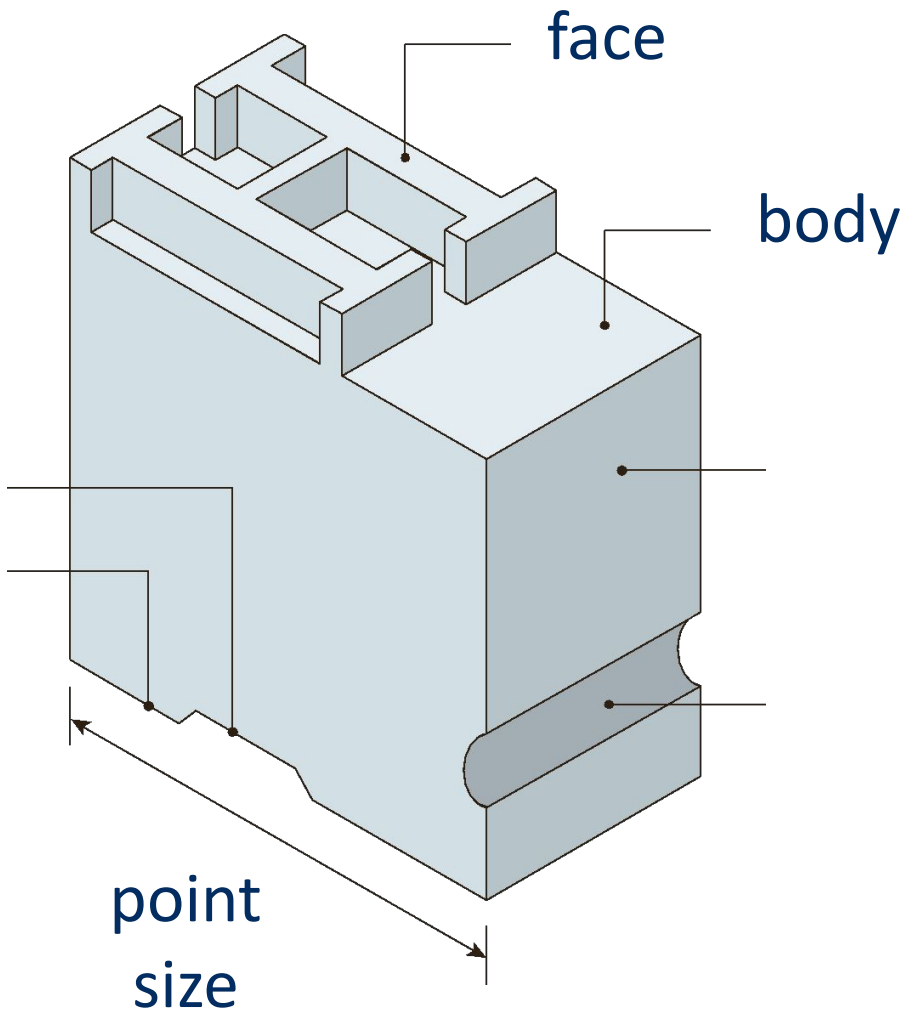
Font Anatomy

Weight (e.g. bold)

Emphasis (e.g. italic)

Point: 0.351mm = 1/72” (mostly)

original Mac was 72 DPI



Typographic System

Define hierarchical names
e.g. footer, body, caption, subheading, heading, title, hero

Use size, **weight,** and *emphasis* to create visual hierarchy,
7 different scales is often enough:
e.g. 14, 16, 18, 24, 32, 48, 72

Use all caps sparingly for headings



📖 Figma: Typography Systems in Figma

Leading and Paragraph Spacing

Increase **leading** (space between lines) to emphasize lines in paragraphs

- try 140% to 180%

Add space between paragraphs rather than indent first line

100%

Sometimes it's simply better to ignore the haters. That's the lesson that Tom's dad had been trying to teach him, but Tom still couldn't let it go. He latched onto them and their hate and couldn't let it go, but he also realized that this wasn't healthy. That's when he came up with his devious plan.

160%

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📖 UX Misfit: UI Design in Practice: Typography (2020)

Alignment

Use **left alignment** for text in paragraphs

Use **left** or **centre alignment** for text in headings

Use **centre alignment** for buttons and similar interface controls

Never use **fully justified** text: harder to read, creates unintentional "rivers" which looks bad

left aligned

Sometimes it's simply better to ignore the haters. That's the lesson that Tom's dad had been trying to teach him, but Tom still couldn't let it go. He latched onto them and their hate and couldn't let it go, but he also realized that this wasn't healthy. That's when he came up with his devious plan.

fully justified

Sometimes it's simply better to ignore the haters. That's the lesson that Tom's dad had been trying to teach him, but Tom still couldn't let it go. He latched onto them and their hate and couldn't let it go, but he also realized that this wasn't healthy. That's when he came up with his devious plan.

fully justified with hyphenation

Sometimes it's simply better to ignore the haters. That's the lesson that Tom's dad had been trying to teach him, but Tom still couldn't let it go. He latched onto them and their hate and couldn't let it go, but he also realized that this wasn't healthy. That's when he came up with his devious plan.

📖 UX Misfit: UI Design in Practice: Typography (2020)

Typography Rules of Thumb

Avoid using display typefaces
(especially avoid comic sans)

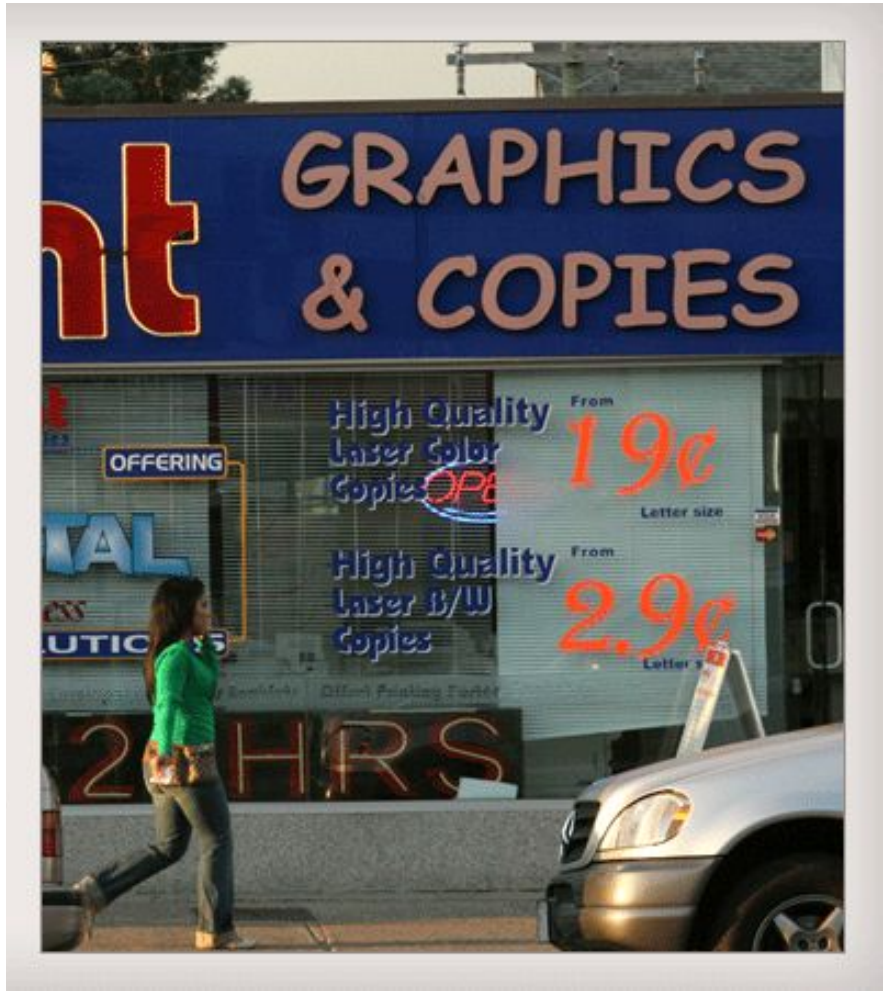
Avoid using more than 2 typefaces in a design
(1 is often best)

Avoid using more than 3 weights
(avoid Black and Ultralight weights)

Avoid underlining unless it's a hyperlink (use bold and italics for emphasis)

Avoid fully justified text





And you will read this last

You will read this first

And then you will read this

Then this one

Colour can change order

You will read this first

Position can change order too

And then you will read this

Then this one

📖 Graphic Design Forum: You Will Read This First (2020)

Layout

Layout is the structure that organizes visual elements in an interface.

It creates visual paths, connections, and gaps to group, rank, and make sense of information and interactive elements.

> ... e.g. it structures content to highlight what is most important, what order it should be read, what can be done with interactive elements, etc.

It implicitly supports the brand message and value proposition:

> ... reliable, organized, professional, edgy, fast, calm, different, etc.

The layout function is invisible to the viewer, but relevant to their experience

📖 Leonardo Moreno: Fundamentals of Layout in Interface Design (2020)

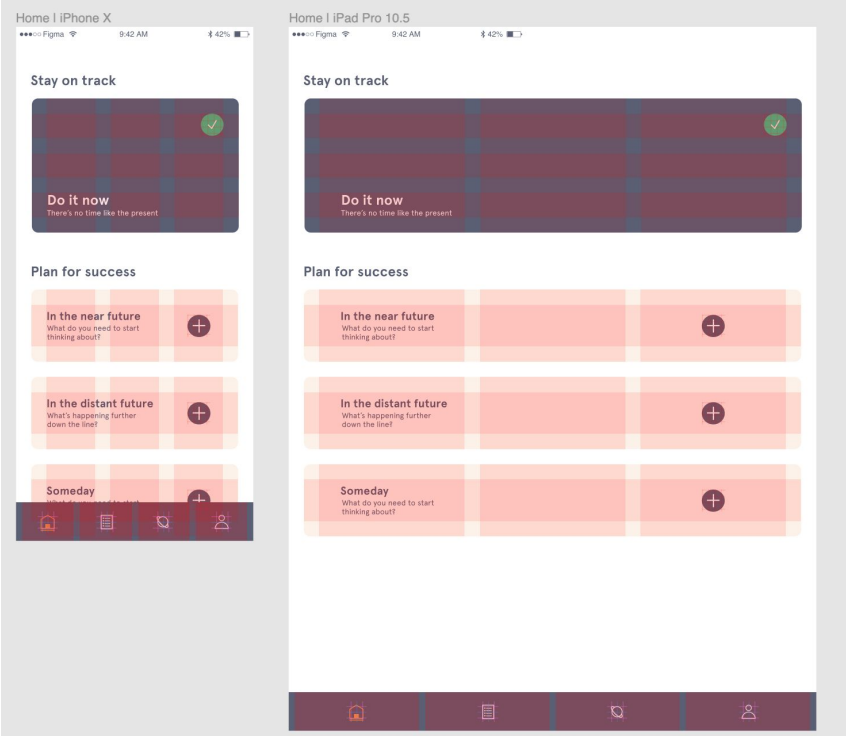
The Grid

An underlying regularized structure to organize elements in a layout.

Most basic form is vertical columns and gaps (aka "gutters")

- often 12 columns (because 12 can be divided by 2, 3, 4, ...)

Often includes a "baseline" grid to place text



📖 Nick Babich: Building Better UI Designs with Layout Grids (2017)

8-Point "Pixel Grid"

Use multiples of 8 to define dimensions, padding, and margins

- column and gaps are multiples of 8
- element sizes and spacing are multiples of 8
- even type can be multiples of 8 (though often multiples of 4)

fig. 5: Hard Grid

Elements are sectioned off and positioned relative to a container element higher up in the hierarchy.

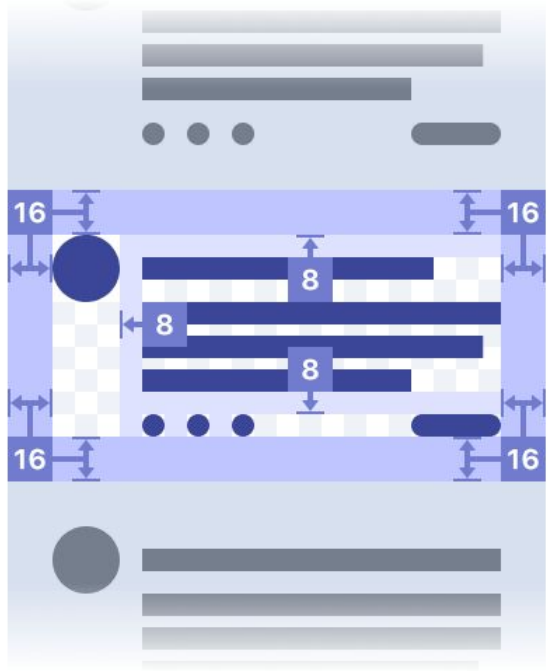
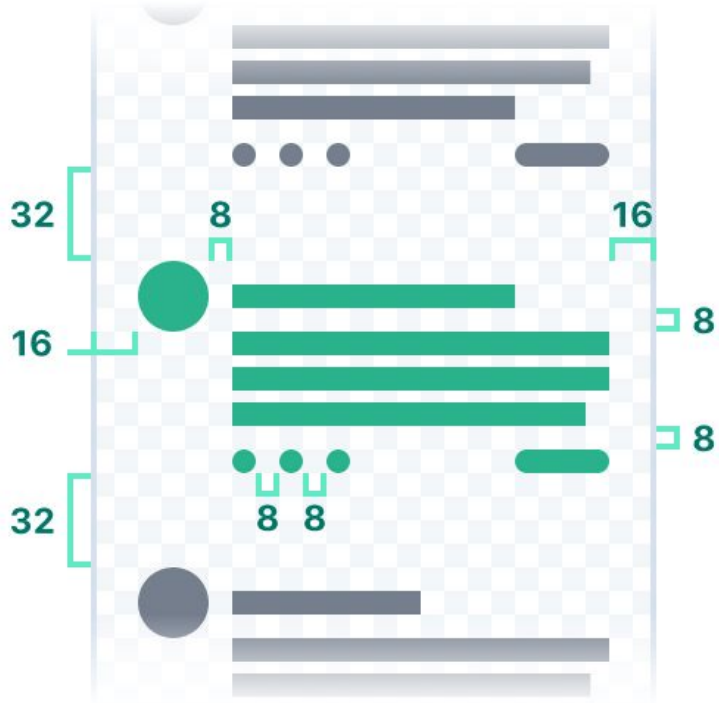


fig. 6: Soft Grid

Individual elements are positioned relative to each other rather than to an actual grid.



📖 Spec.fm: The 8-Point Grid

Negative Space

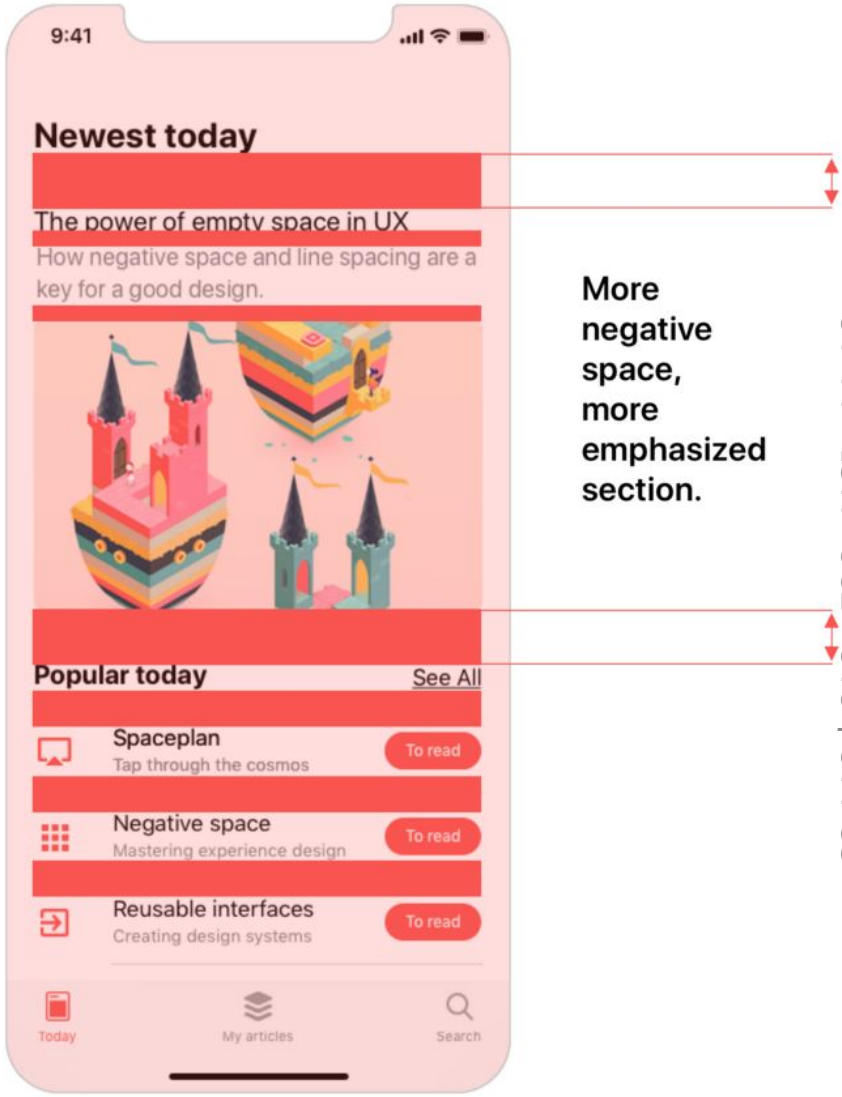
Negative space is space between content, often referred to as "white space" in reference to print designs on white paper.

... It groups and divides content

... It lets the eye rest

... It doesn't need to white or even one colour, can be a gradient, background image, texture (but must not contain content)

Don't crowd your design, let it breath



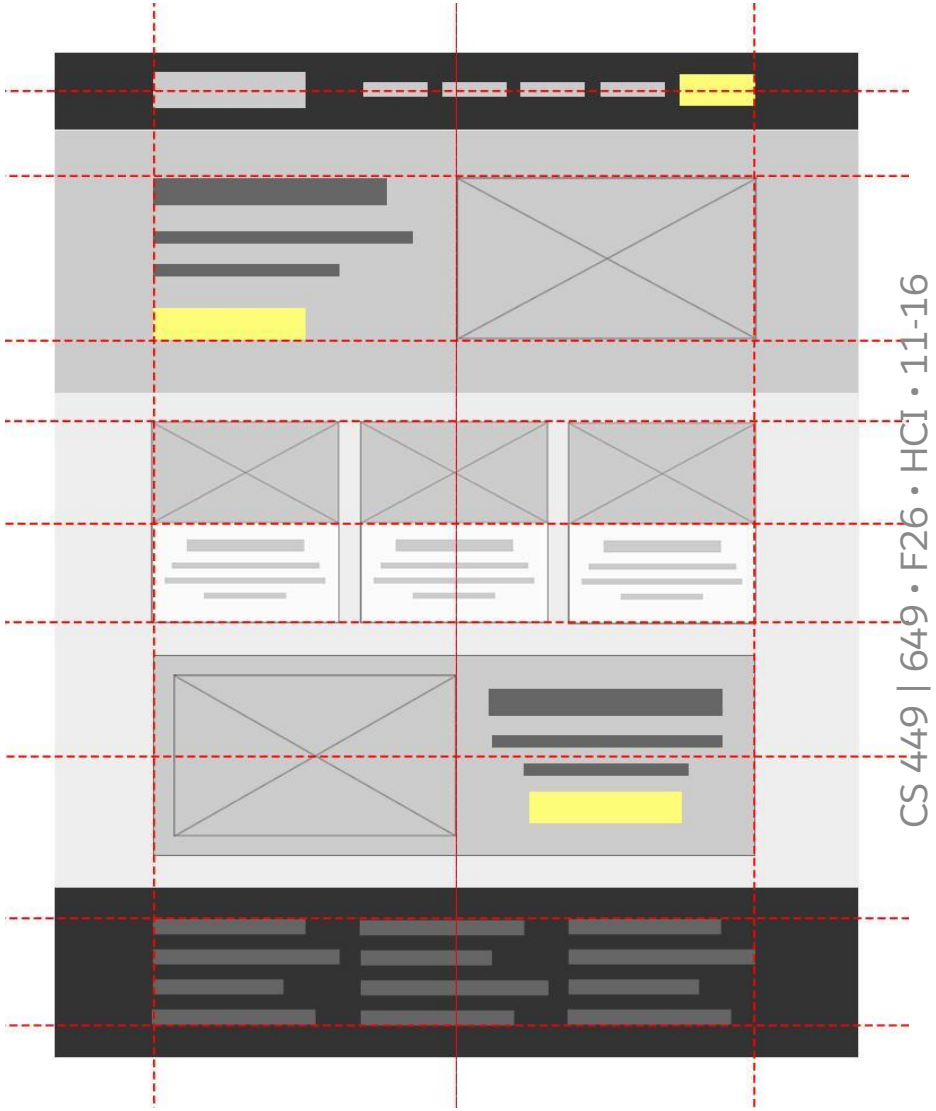
📖 Viktorija Bachvarova: The Power of Empty Space in UI Design (2018)

Alignment

Alignment is when the dominant visual parts of multiple elements form an implied line

> … alignment must be done on visual parts of an element, which may not be the same as underlying file or bounding box
>
> … even slight misalignment jumps out

Using a grid forces good alignment

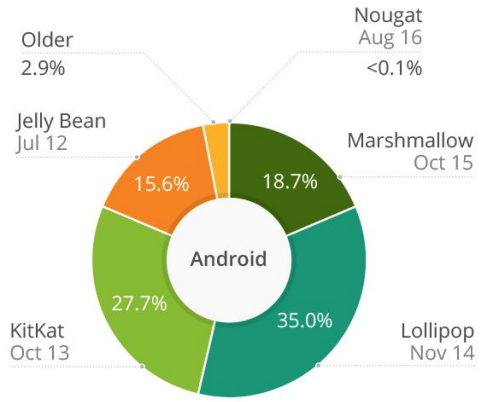


Aspect Ratio

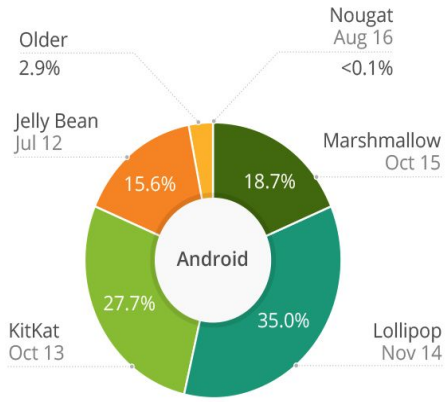
Changing the aspect ratio of an image, illustration, or type changes the balance and perception.

aspect ratio was changed

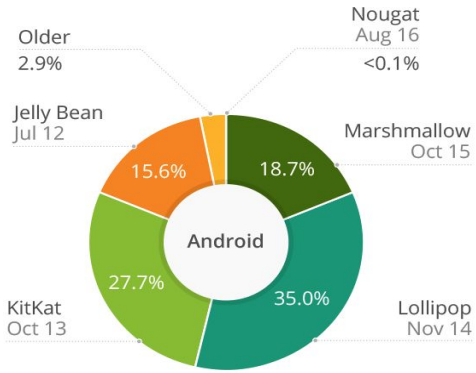












Don't EVER change the aspect ratio of an image, illustration, or type to fit a layout.

Layout Rules of Thumb

Use an underlying grid to guide your design

- ... Figma has layout grids built-in, just turn them on
- ... When placing or sizing an element, use the grid

Don't try to use all of the power of the grid

- ... a 12 column grid doesn't mean you use all permutations of columns
- ... keep it simple

It's ok to "break" the grid for added emphasis

Use negative space, don't make your layout too dense

Good layout uses Gestalt principles

Design Principles

Gestalt Principles of Perception, Dual-Coding Theory, Von Restorff Effect

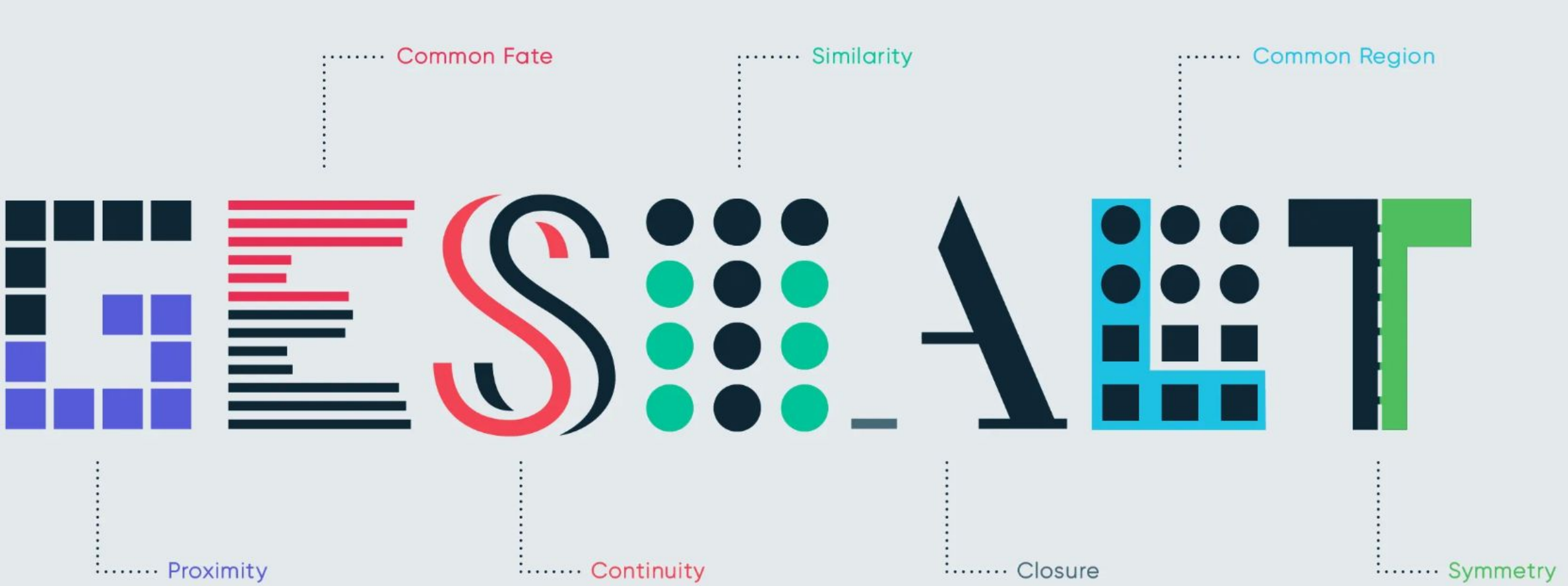
Gestalt Principles of Perception

A group of **visual perception principles** developed in the 1920s
Ways we subconsciously arrange parts of an image to simply it into a pattern or larger group … People find structure in any visual design, even if none was intended

Common principles: similarity, continuation, closure, proximity, figure/ground, symmetry, common fate

Good structure doesn't occur naturally in a design … it must be explicitly created

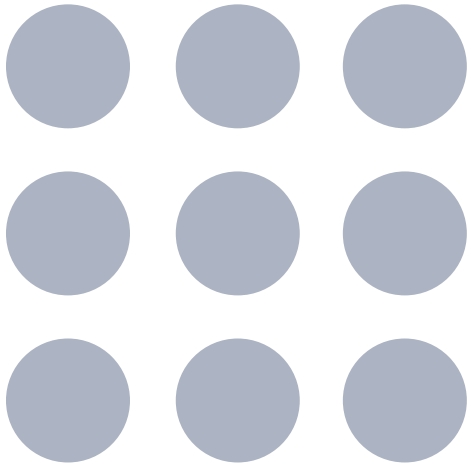
📖 Adel Benzehda: The Principles of Gestalt Psychology in UI Design (2026)

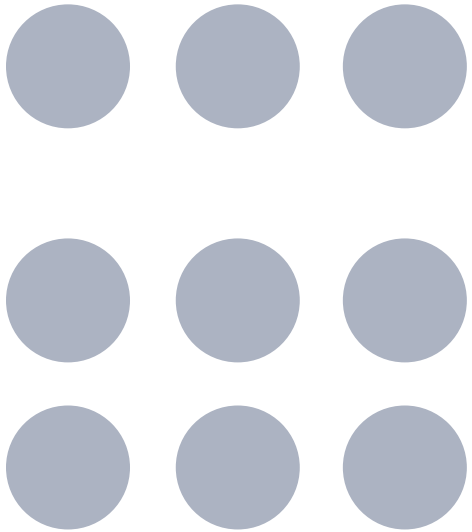


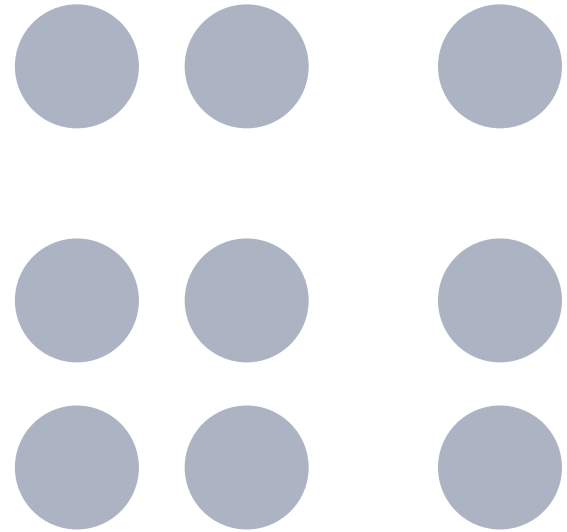
📖 Laura Busche: Simplicity, symmetry and more: Gestalt theory and the design principles it gave birth to

Proximity (& Common Region)

Elements that are more closely related should stage closer together, while those that are unrelated should stay further apart.



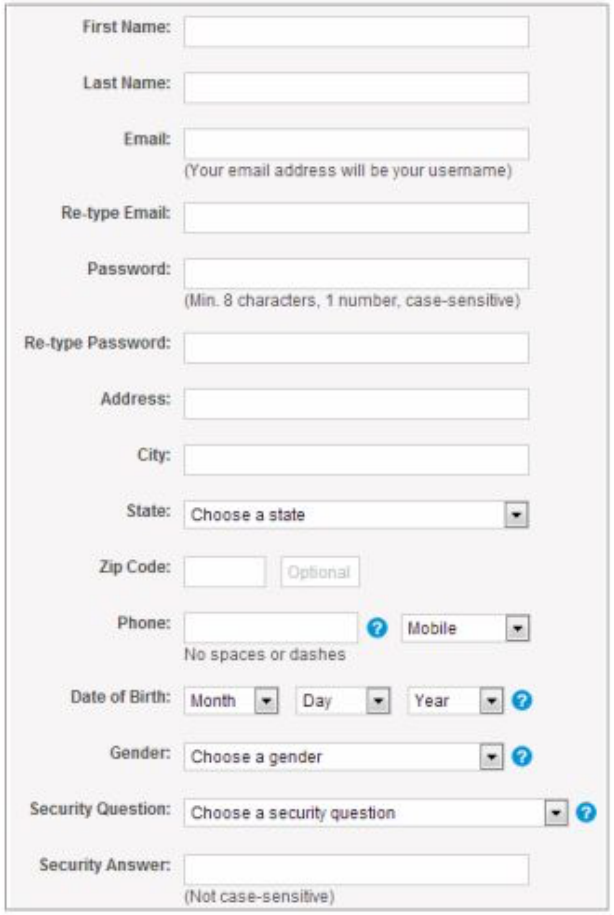




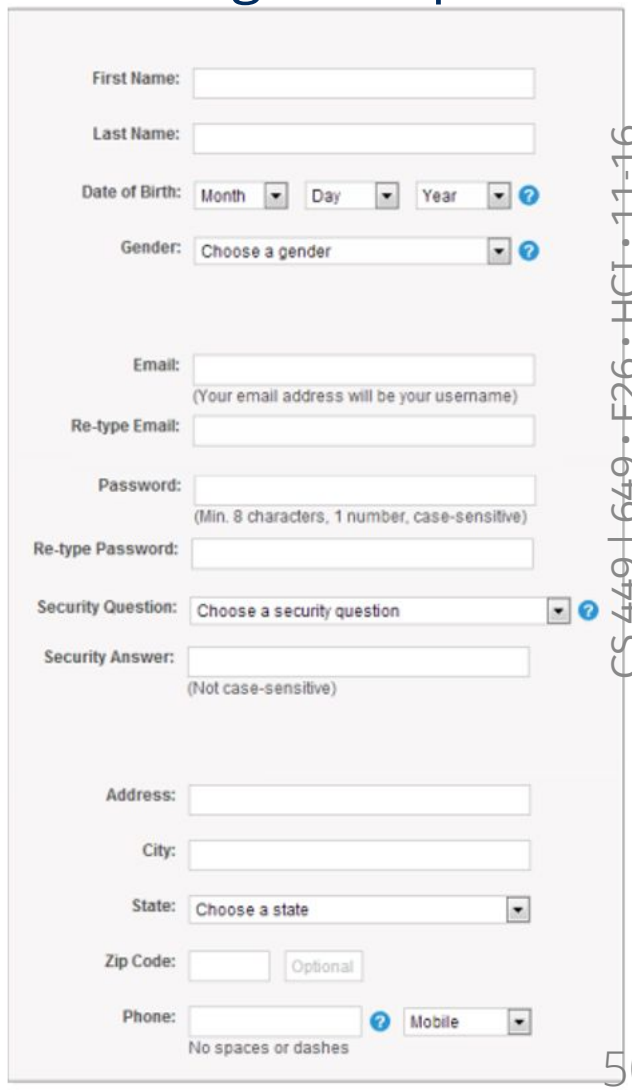
UI Proximity Example

Example: adding negative space groups related information and separates it from other information

Without Negative Space



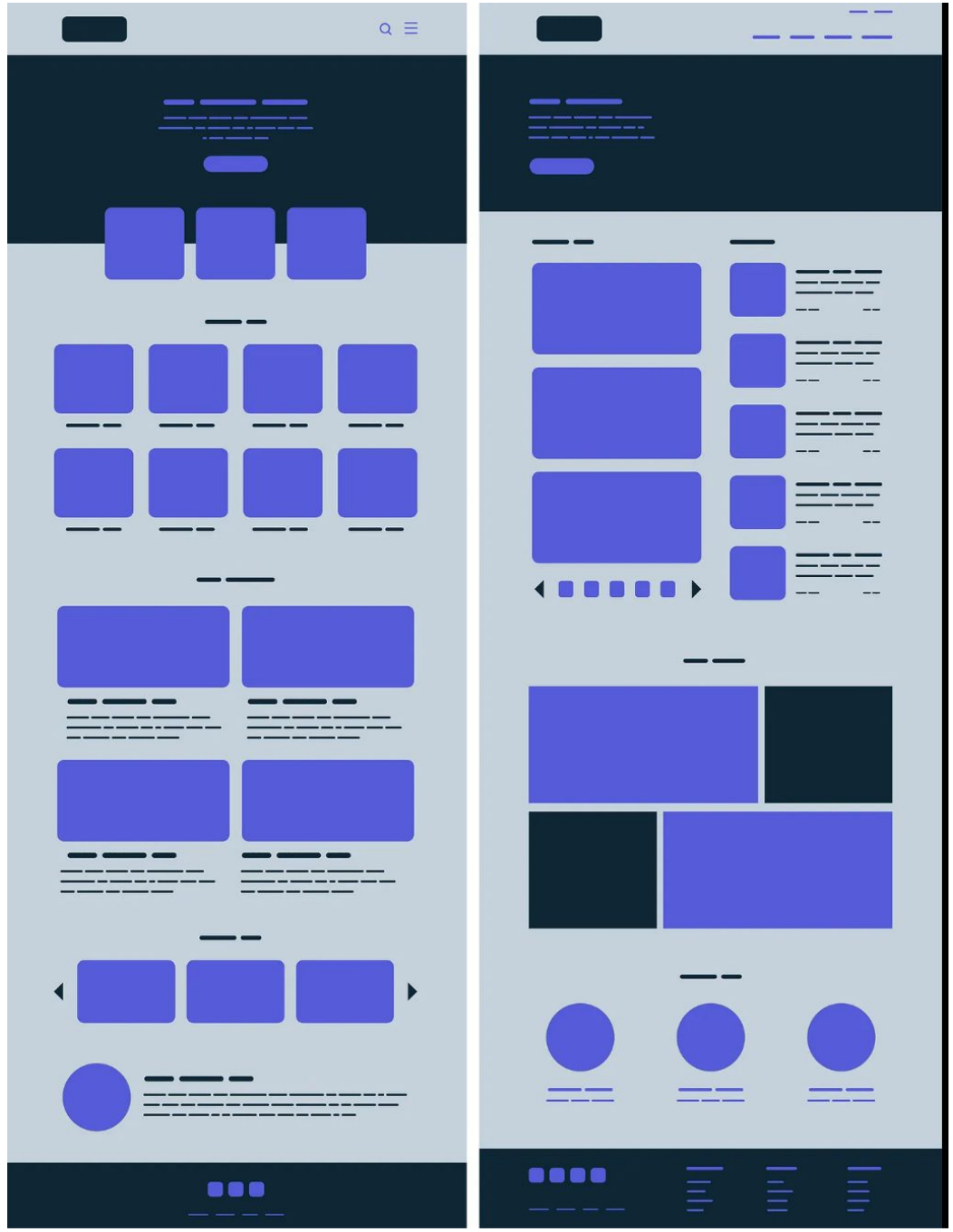
With Negative Space



📖 Katie Sherwin: Form Design: White Space (2013)

UI Proximity Example

Example: layout can be quite information to convey proximity & related information



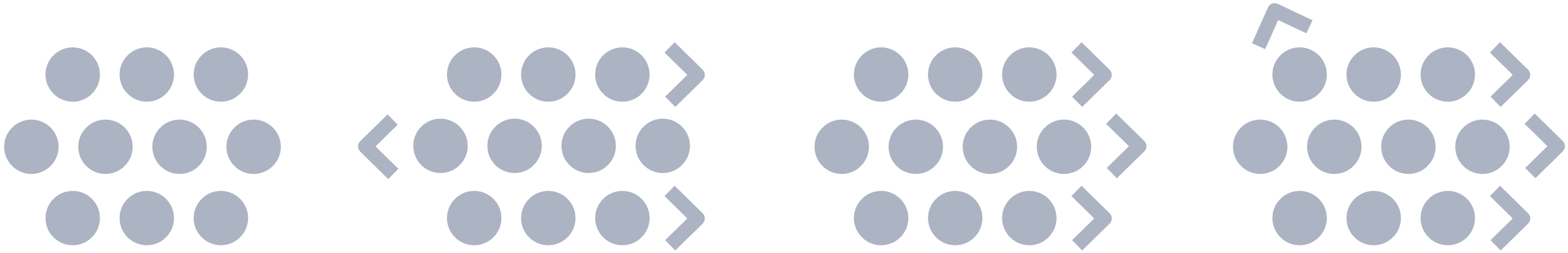
📖 Katie Sherwin: Form Design: White Space (2013)

Common Fate

Elements moving in similar direction/speed are perceived as more related.

... Applies regardless of visual similarity of elements or distance

... Applies even when movement is implied (e.g. layout or other elements)



📖 Eleana Gkogka: Gestalt Principles in UI Design (2018)

UI Common Fate Example

We can use the Common Fate principle in expandable menus, accordions, tool-tips, product sliders, parallax scrolls and swiping indicators

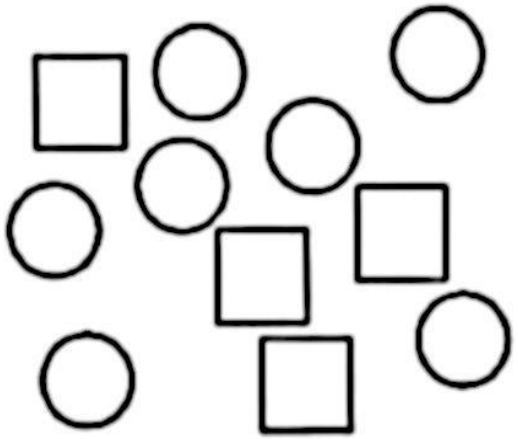


📖 Eleana Gkogka: Gestalt Principles in UI Design (2018)

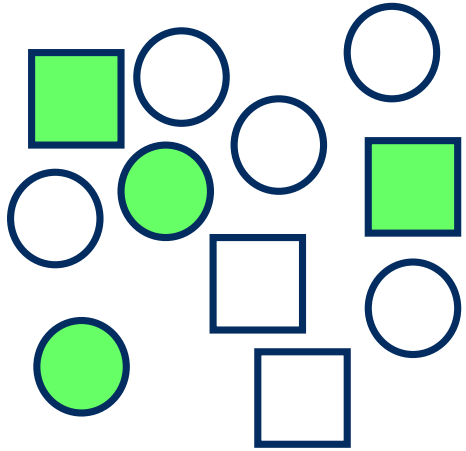
Similarity

Elements sharing similar visual characteristics (e.g., colour, shape, size) are perceived as being more similar than those that are not

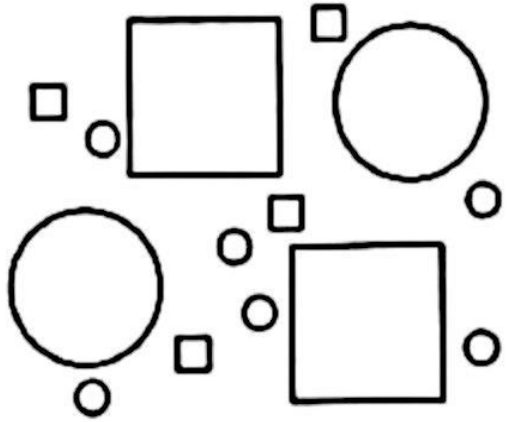
Not all similarity metrics are created equal! Metrics have different strengths, e.g. colour tends to dominate



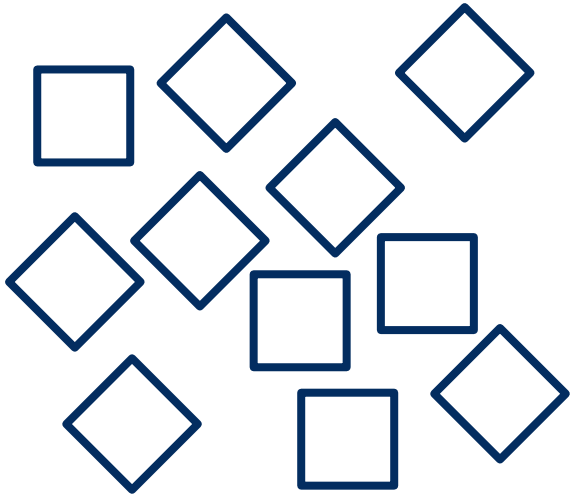
shape



colour



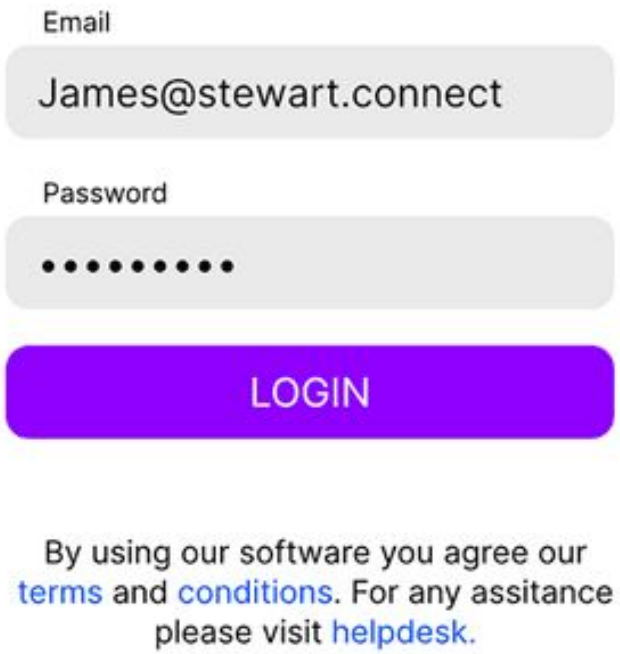
size

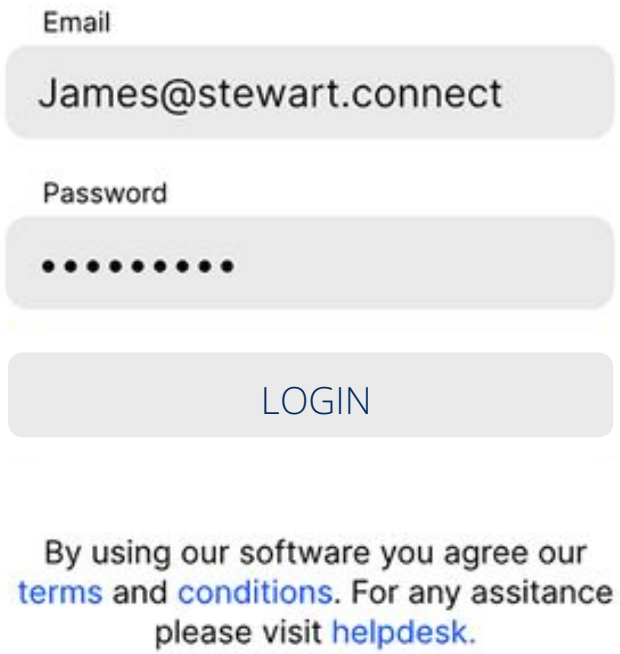


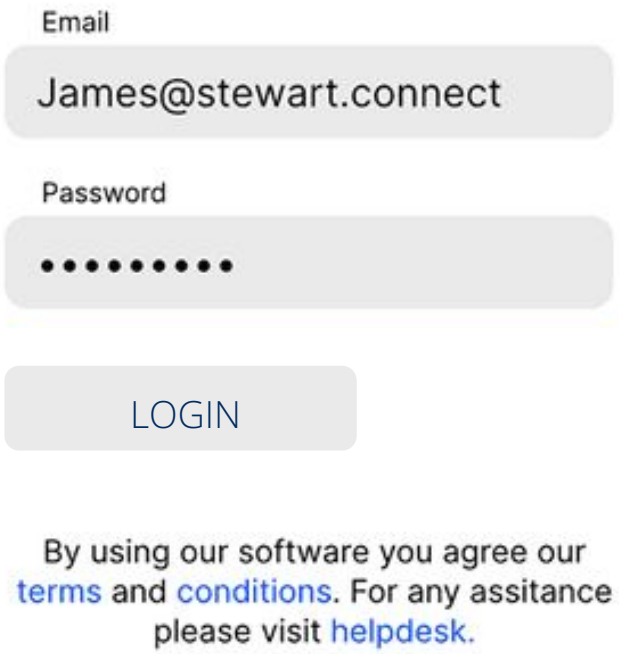
orientation

📖 Jon Hensley: Improve Your Designs with the Principles of Similarity and Proximity (2016)

UI Similarity Example

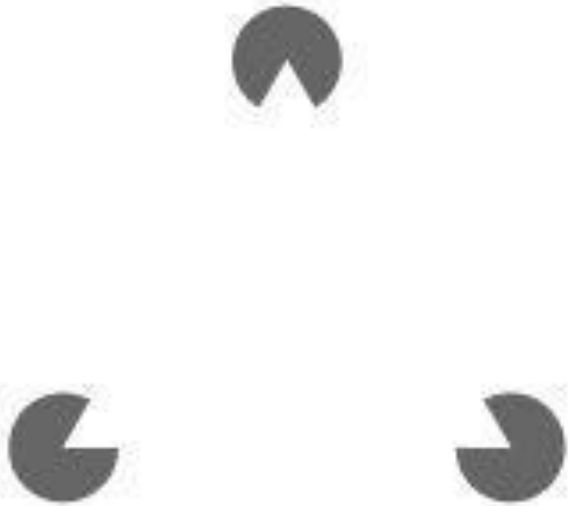






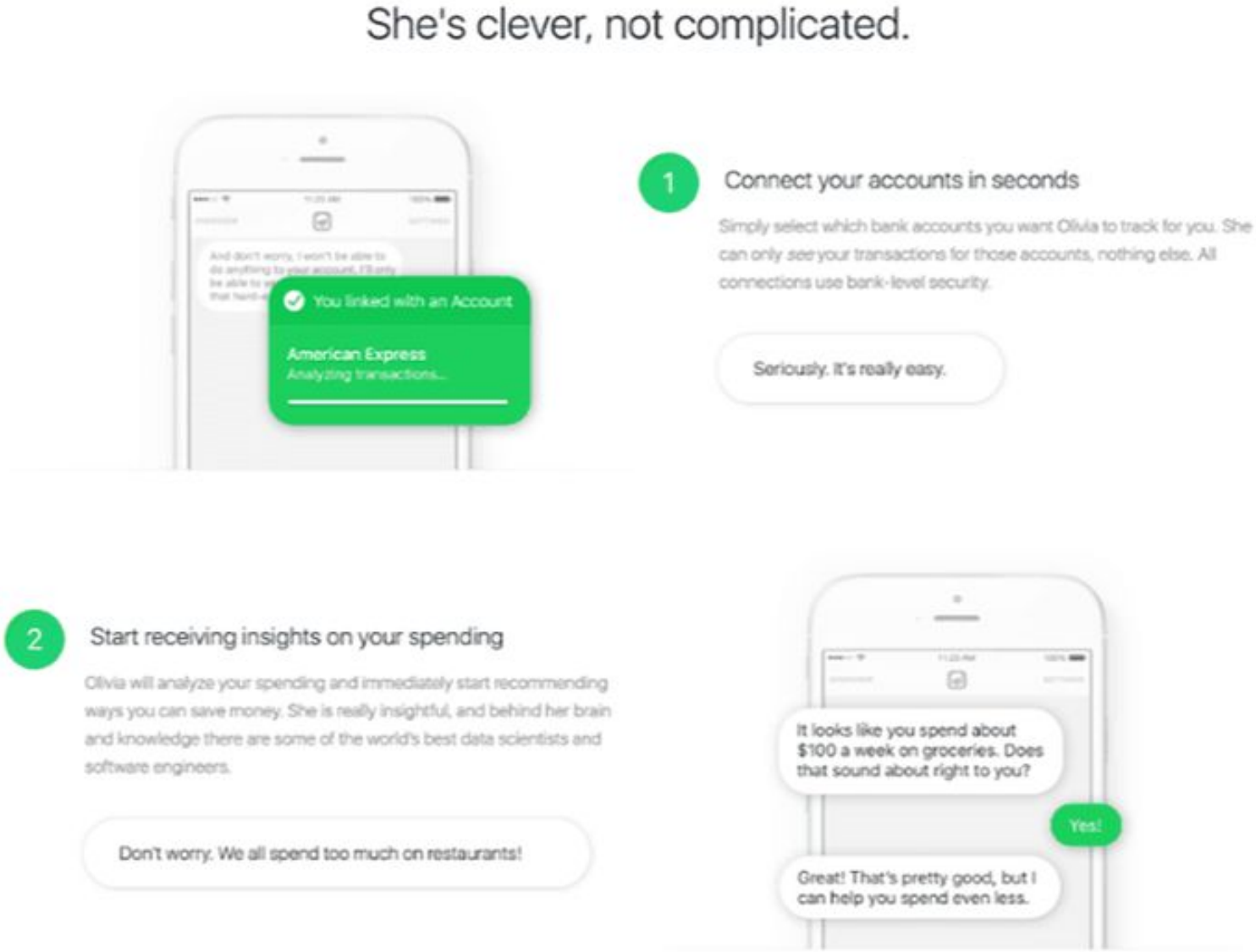
Closure

When we look at a complex arrangement of visual elements, we tend to look for a single, recognizable pattern





UI Closure Example



UI Closure Example



Continuation (Common Region)

We are more likely to see continuous and smooth flowing lines rather than broken or jagged ones ...

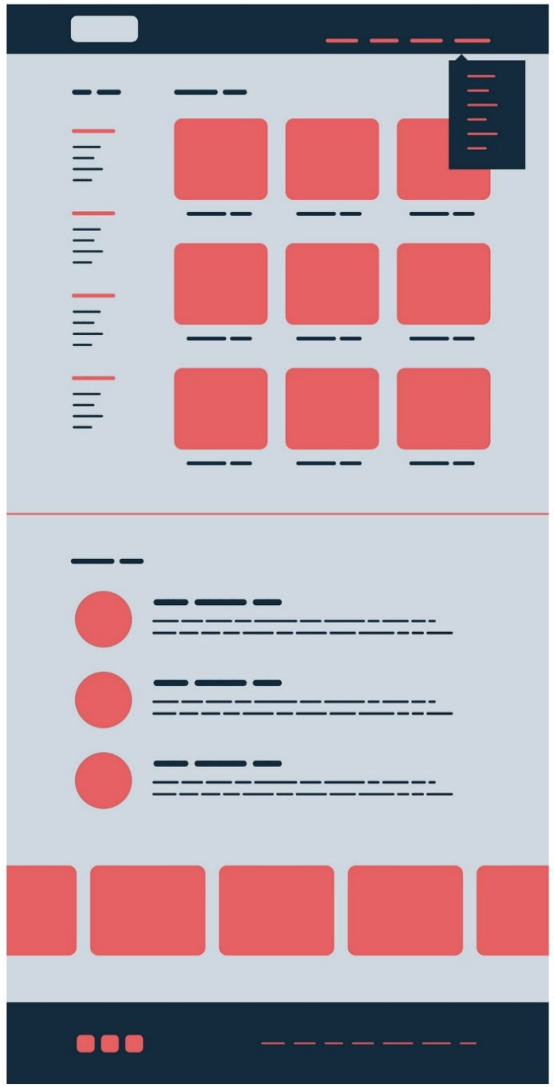
... Elements following a continuous line are perceived as grouped

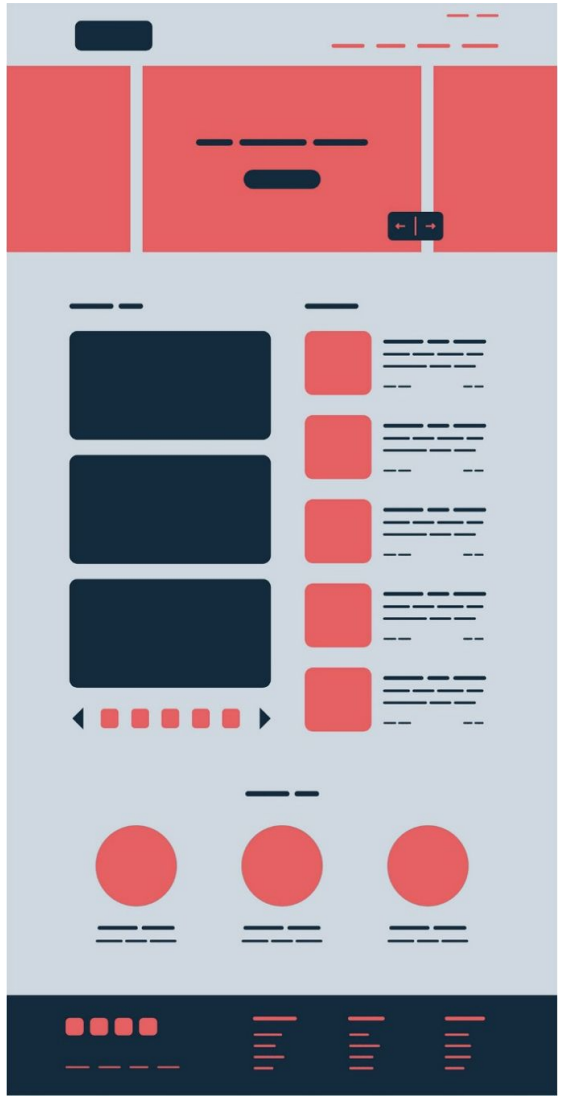
... The smoother the line of elements, the more we perceive a unified shape ... our mind prefers the path of least resistance

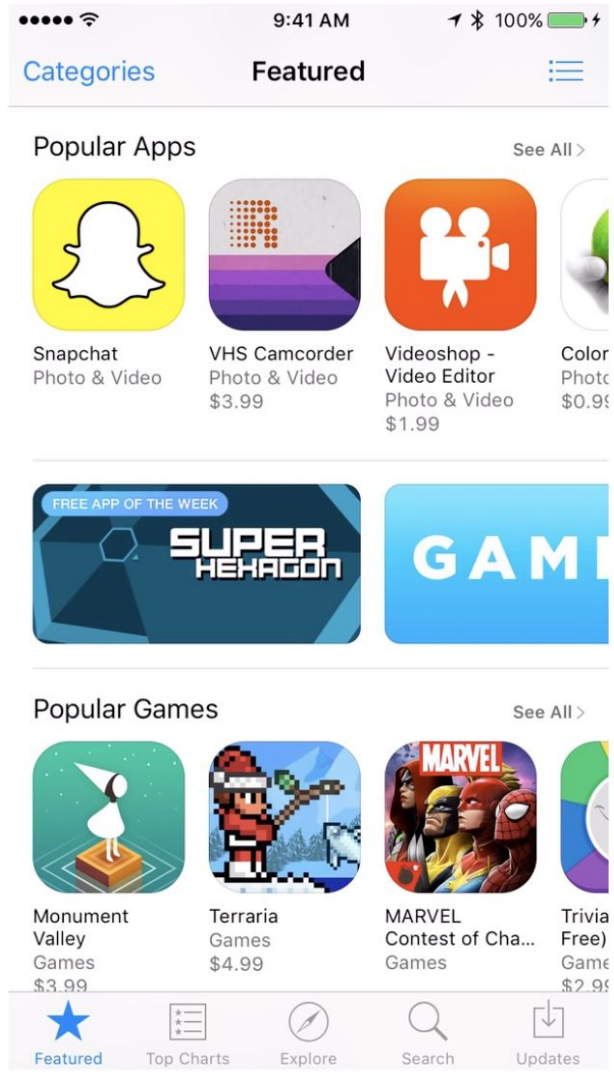


📖 Jon Hensley: Improve Your Designs with the Principles of Continuation and Common Fate (2016)

UI Continuation Examples







📖 Eleana Gkogka: Gestalt Principles in UI Design (2018)

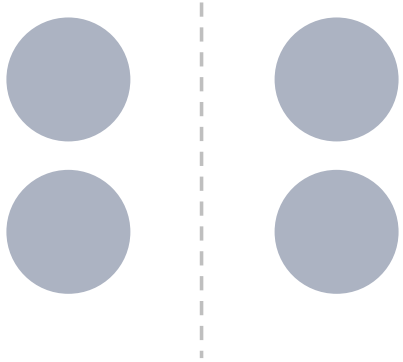
Symmetry

People perceive symmetrical elements as part of a unified group, regardless of distance ...

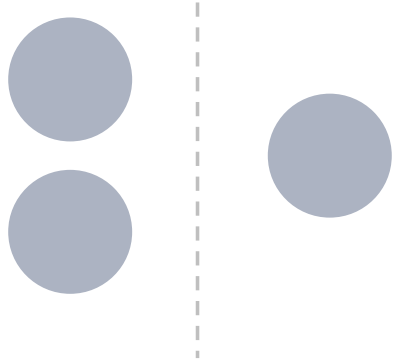
... elements appear balanced across an implied axis

... types of symmetry: reflection, radial, translation

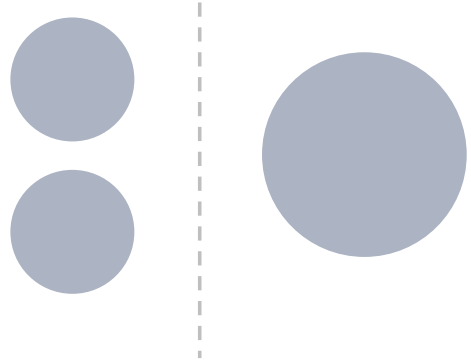
Symmetrical Axis



Asymmetrical Axis

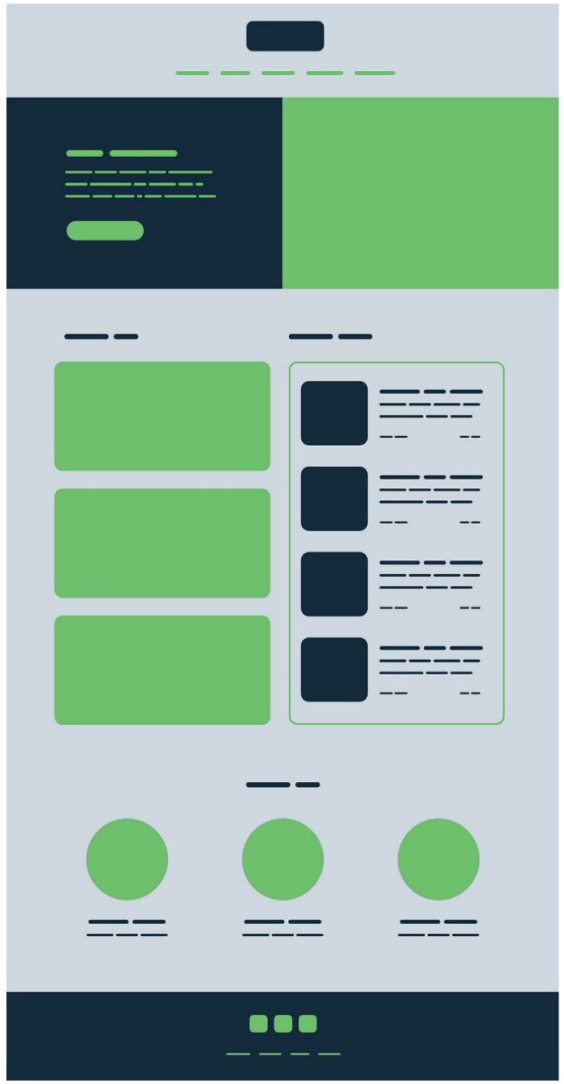


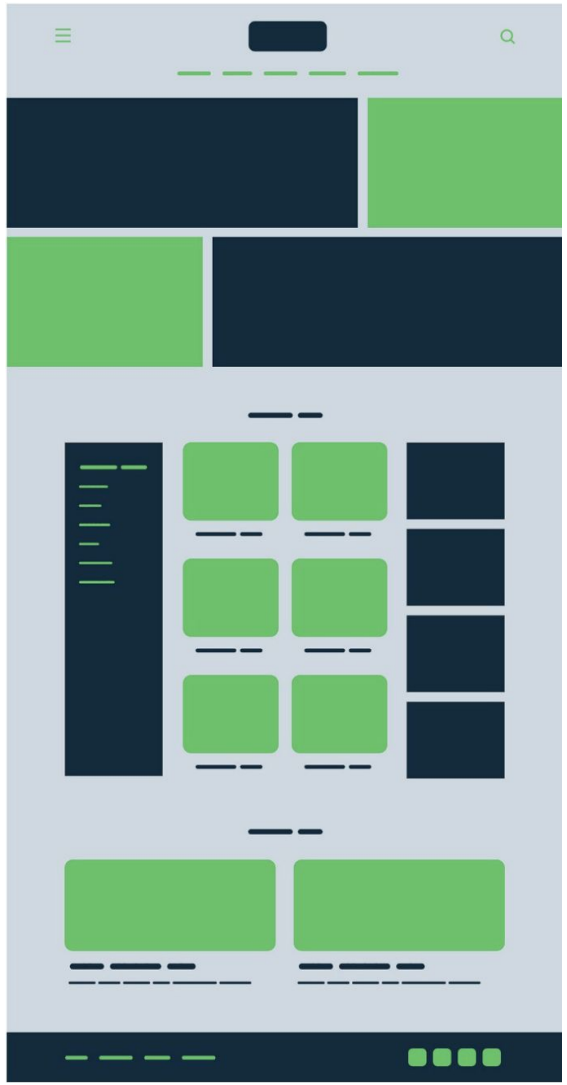
Asymmetrical Axis



📖 Shirish Shikhrakar: Symmetry as a Design Principle (2020)

UI Symmetry Examples



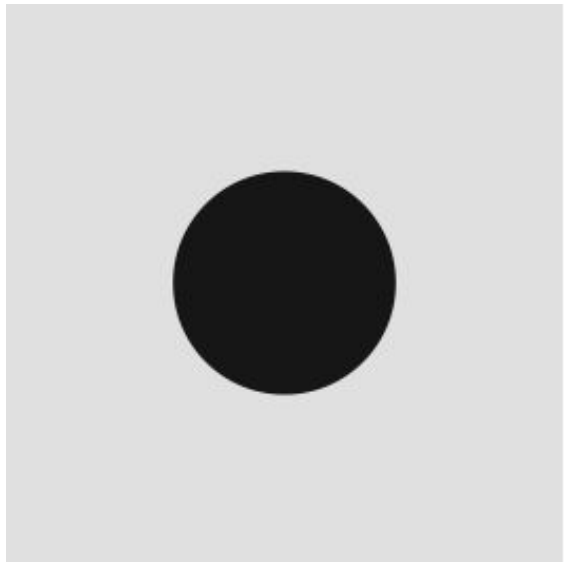


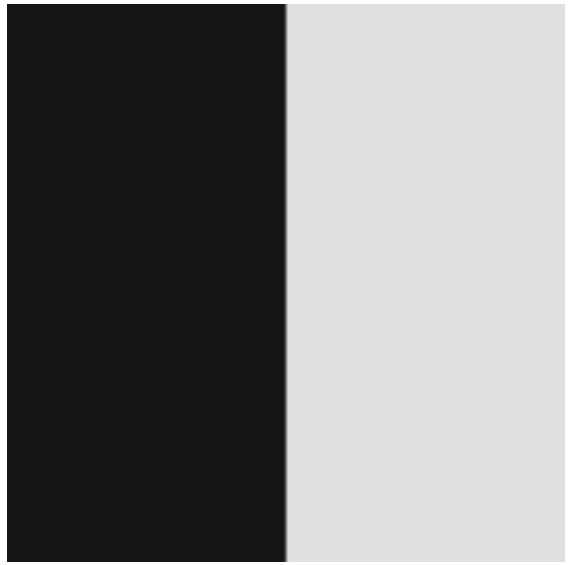
📖 Eleana Gkogka: Gestalt Principles in UI Design (2018)

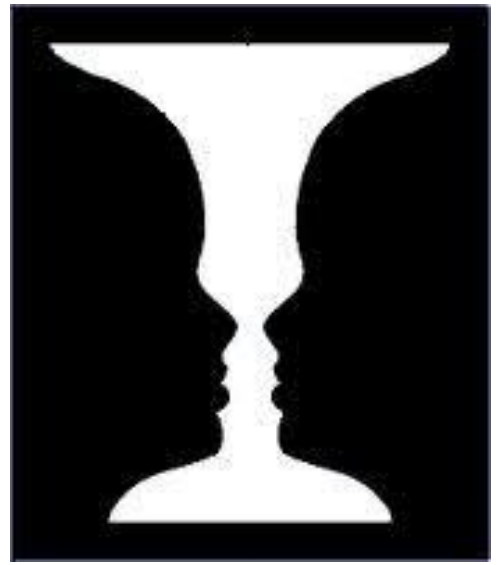
Other related ideas: Figure-Ground

People instinctively perceive elements as either the focus (the foreground, or "figure") or not the focus (the background, or "ground")

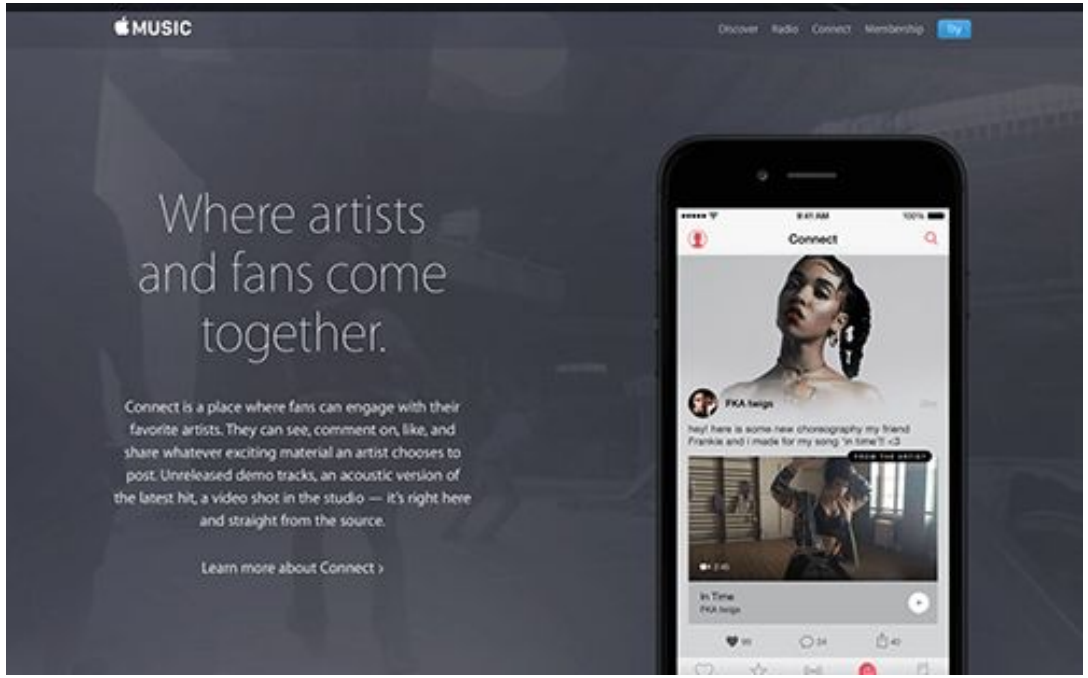
Stable when element is distinguishable from the background (using shape, colour, texture, information, etc.)

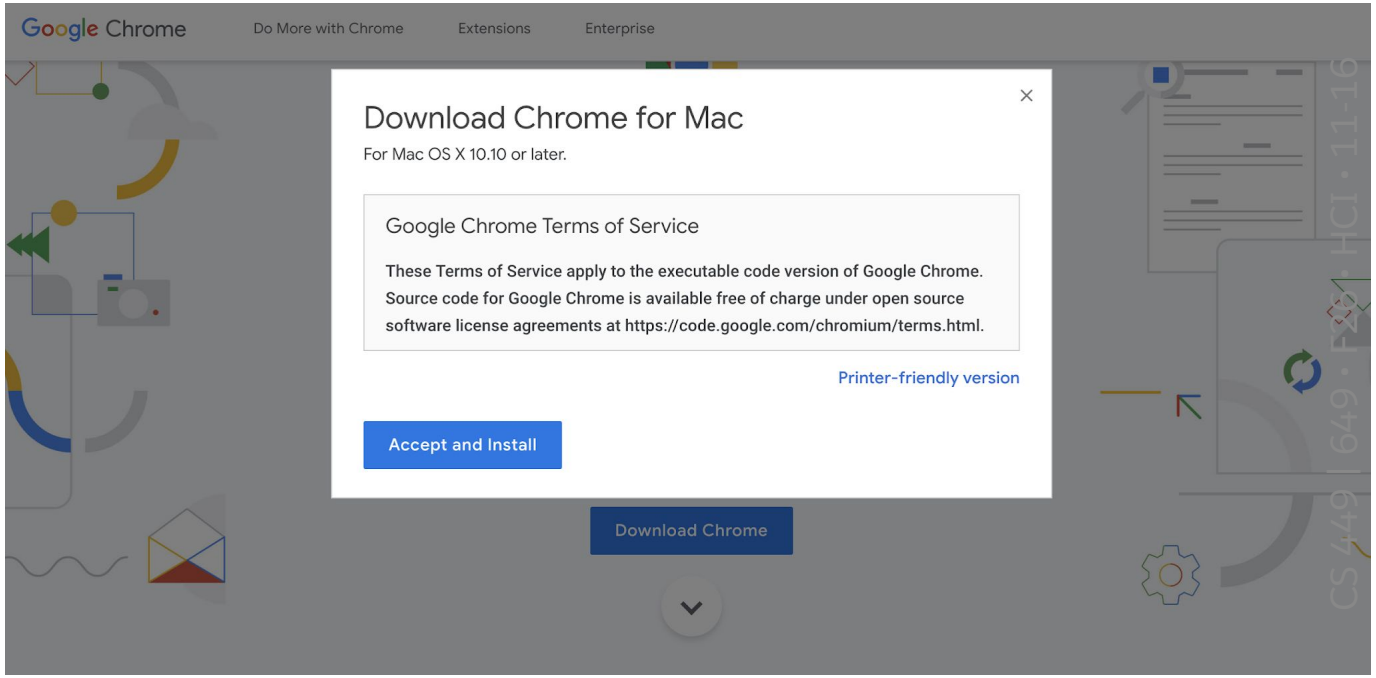






Other related ideas: UI Figure/Ground Examples





📖 Kate O'Donnell: Gestalt and the Figure-Ground Principle (2021)

More Gestalt & Related Perception Design Principles

Area & Connectivity

Focal Points

Uniform Connectedness

Common Regions

1+1 = 3 Effect

Parallelism

Past Experiences

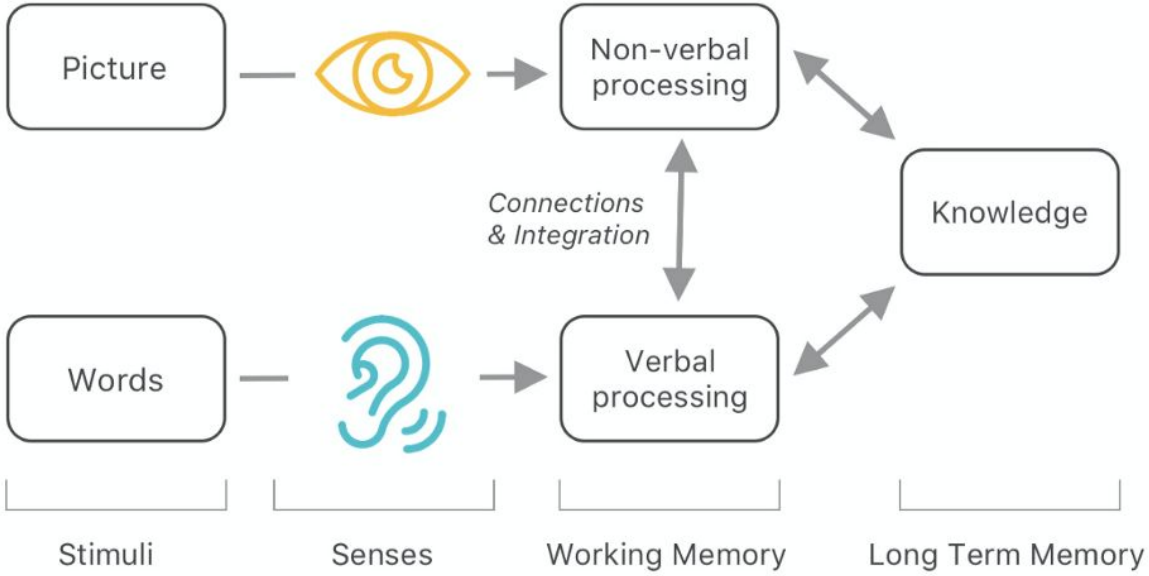
...

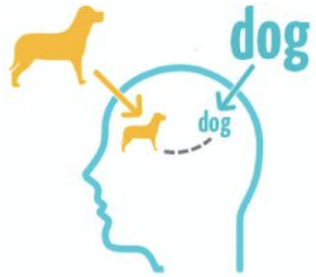
📖 Graybox: Gestalt Principles Applied to Design (2015)

Dual Coding Theory

People use two distinct Interconnect systems for processing information : verbal and imagery (non-verbal)

This is theory about how people store, process, and retrieve information about the world, there are alternatives





📖 Kellie Carlson: Dual Coding Theory in UX Design (2020)

Implications of Dual Coding Theory in UI Design

How it works in UX:

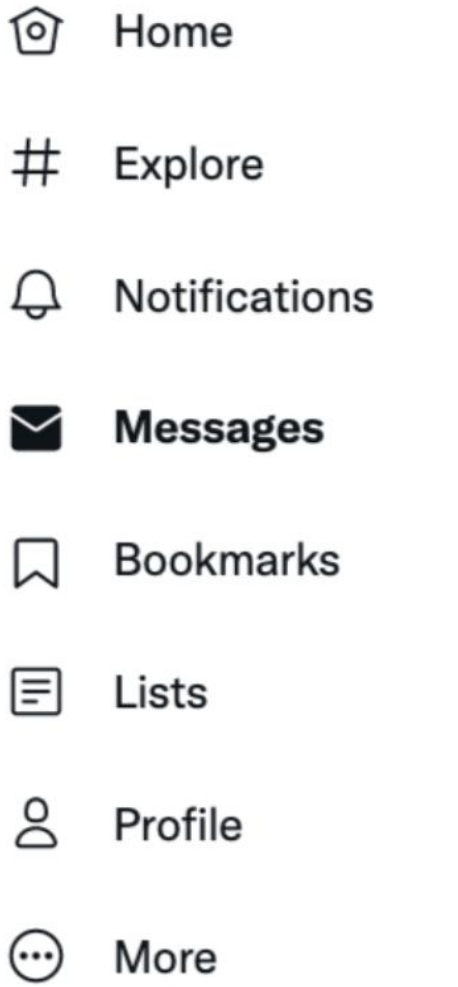
... Icons and Examples

... Illustrations & Explanations

... Photography & Descriptions

... Interactions

... Tutorial & Walkthroughs

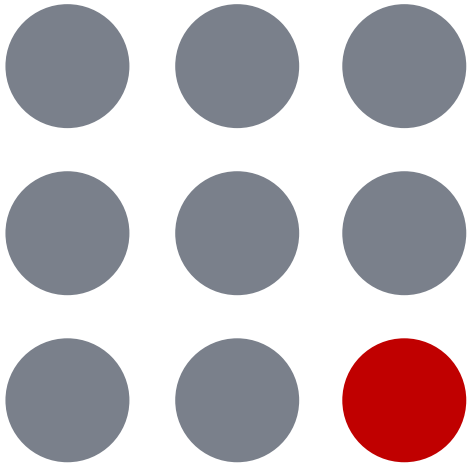


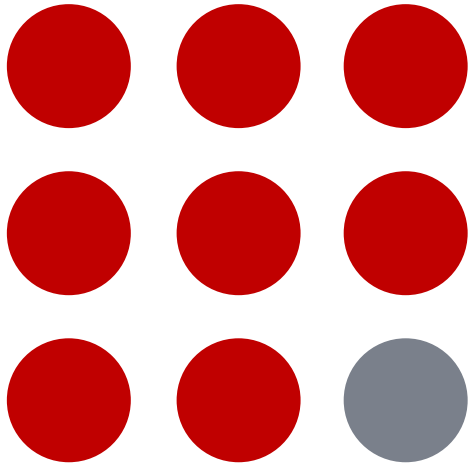


📖 Kellie Carlson: Dual Coding Theory in UX Design (2020)

Von Restorff Effect

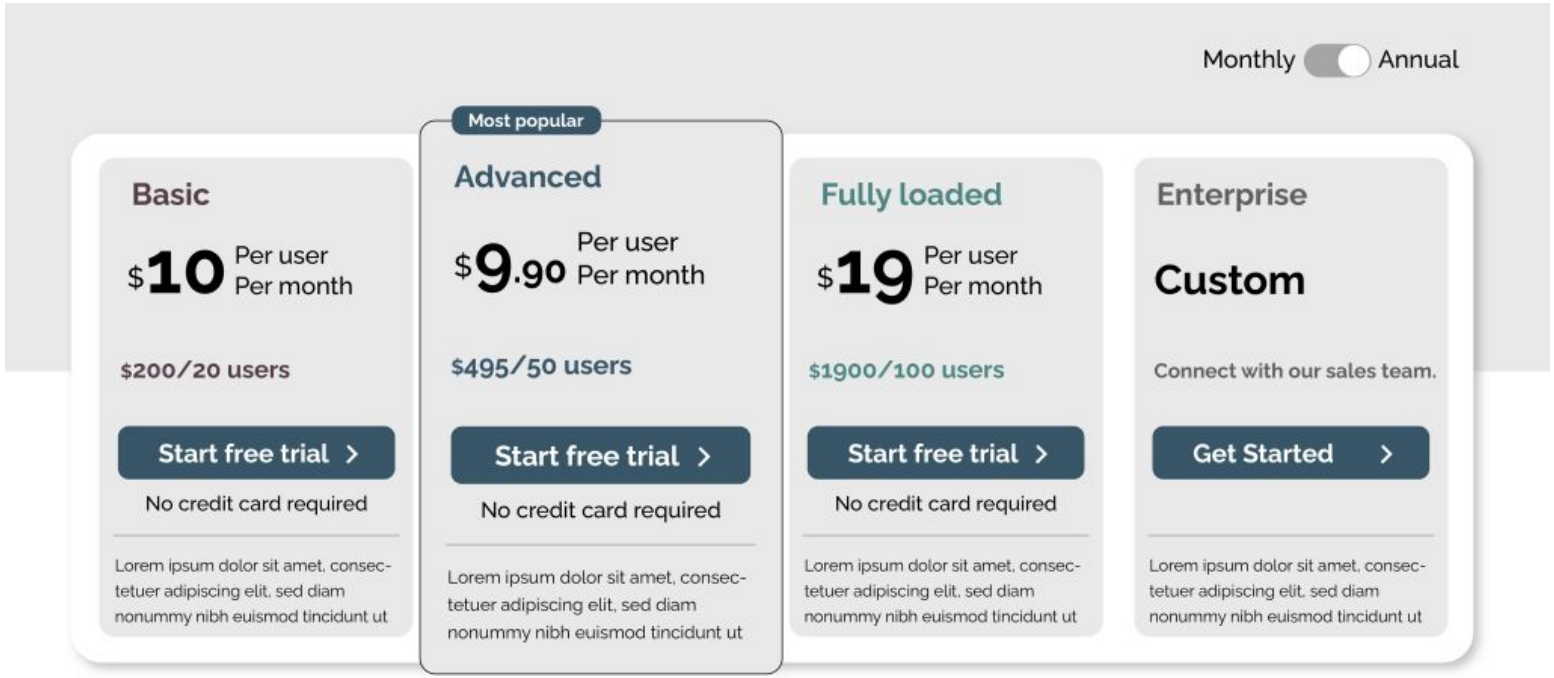
Also known as **The Isolation Effect**, predicts that when multiple similar objects are present, the one that differs from the rest is most likely to be remembered.

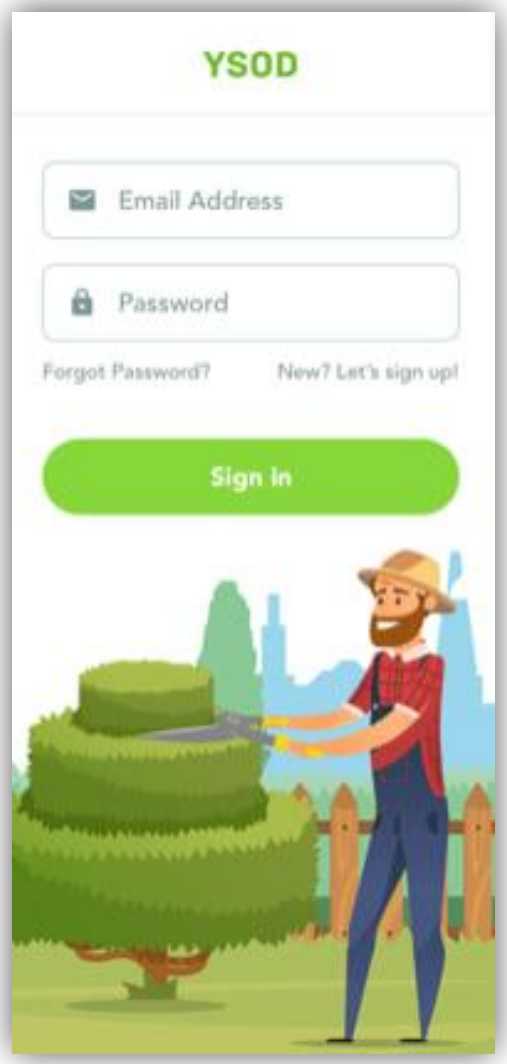




📖 Ajayraj (UX Planet): Von Restorff Effect: UI Design Tips for Beginners (2020)

Implications of Von Restorff Effect in UI Design

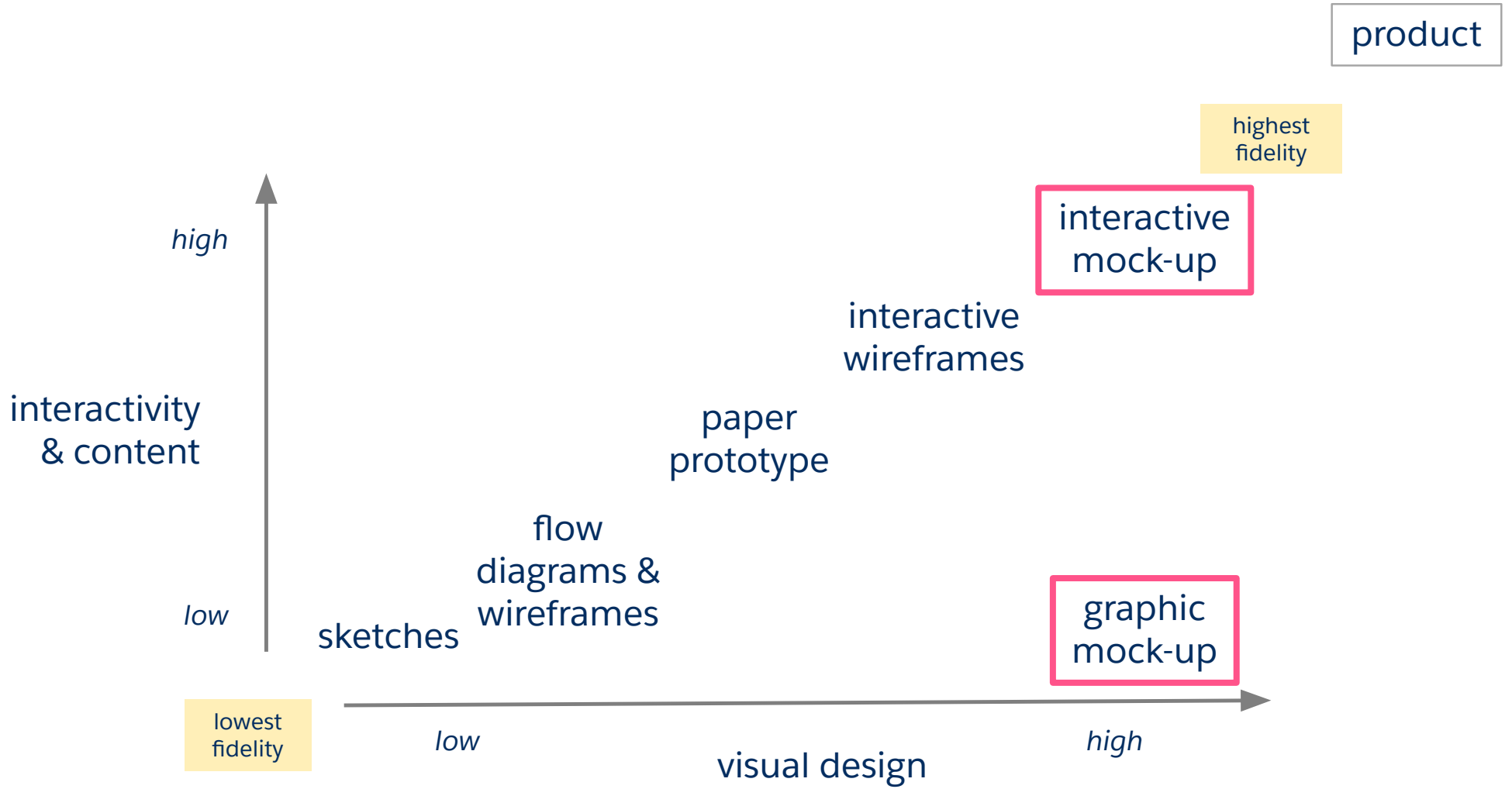




High-Fidelity Prototyping

Design Systems, UI Copywriting, Team Roles, Mockups

Prototype Fidelity



📖 Kyle Murphy: The 5 Dimensions of Prototype Fidelity (2019)

Design Systems

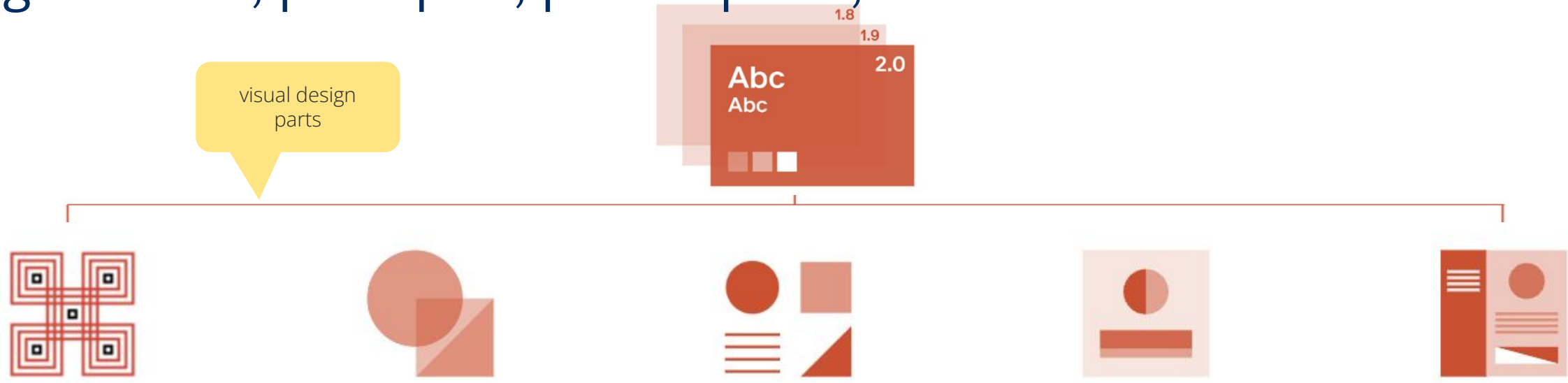
*"A design system is a set of standards to **manage design at scale** by reducing redundancy while creating a shared language and visual consistency across different pages and channels"*

– Nielsen Norman Group

📖 Therese Fessenden (Nielsen Norman Group): Design Systems 101 (2026)

Design Systems

A systematic approach to product development, complete with guidelines, principles, philosophies, and code.



Design Language

The overall visual design of a digital product.

Defines characteristics such as typography, colours, icons, spacing

Design Kit

A library of shared styles, symbols, and components for designers.

Component Library

A set of implemented components in code that are version controlled and ready to use.

Sandbox

A tool for developing components in isolation.

For Design System developers.

Documentation

Guidelines on how to use the Design System for designers and developers.

Often includes live playground to try out Design System

📖 Varun Vachhar, Catherine Maritan: What Is a Design System? (2019)

Many (Many) Design Systems Available

Material Design (Google)

Carbon Design System (IBM)

Atlassian Design System (Atlassian)

Polaris (Shopify)

Global Experience Language (BBC)

Spectrum (Adobe)

Goldman Sachs Design System (Goldman Sachs)

Apple Design Systems

Backpack (Skyscanner)

Garden (Zendesk)

Momentum Design (Cisco)

Oxygen (Repsol)

Lightning Design System (Salesforce)

Lexicon (Liferay)

Predix Design System (GE)

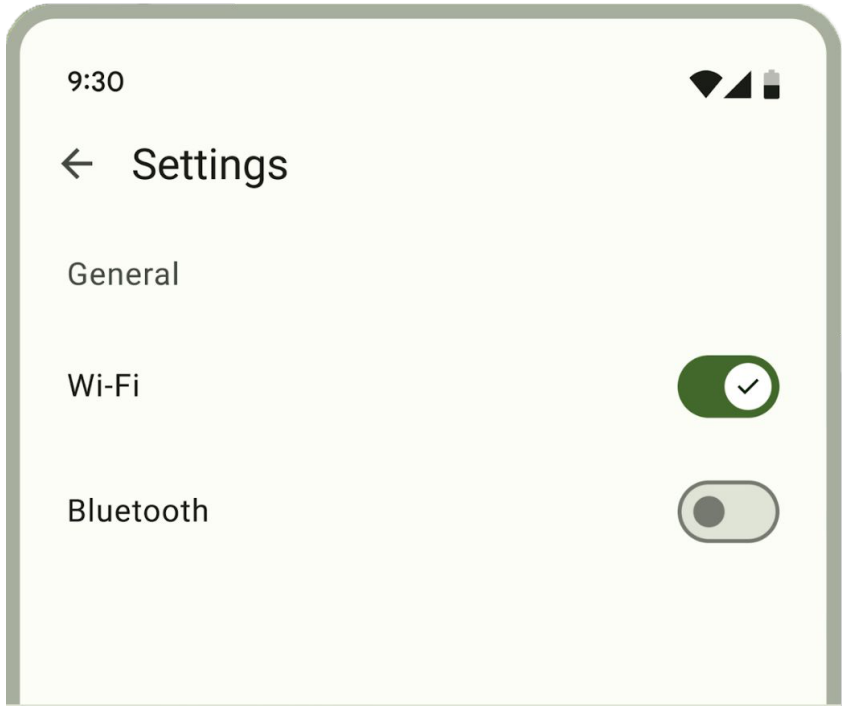
📖 Ruben Ferreira Duarte: Some of the Best Design Systems in the Industry (2022)

Material Design

Google open source design system
... Web, Android, Flutter, ...

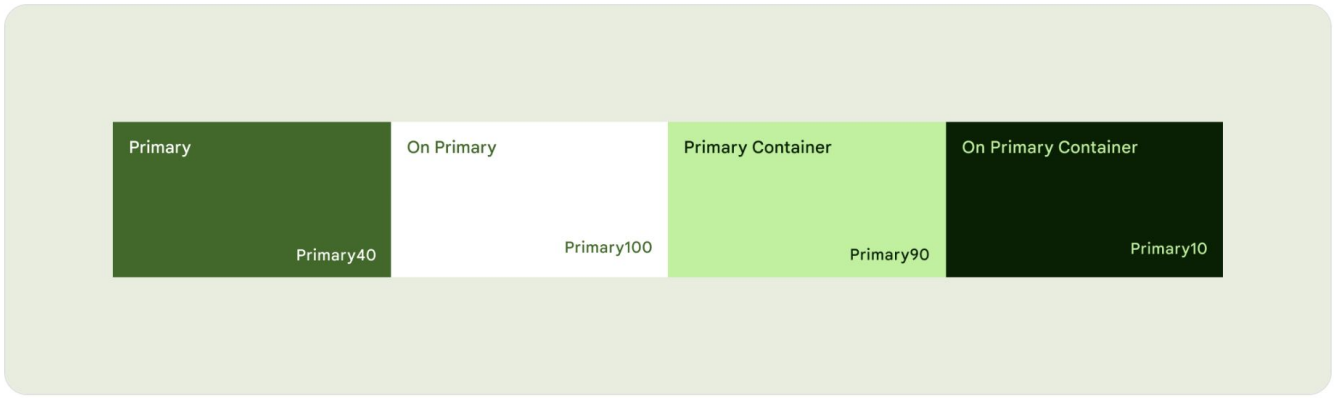
UI Components
... Buttons, navigation, form input, containers, ...

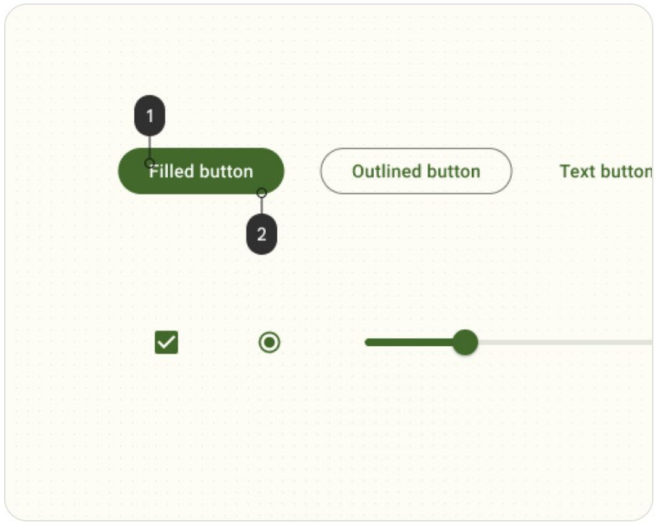
UX Guidance
... Colour, icons, motion, typography
... Accessibility, adaptive design



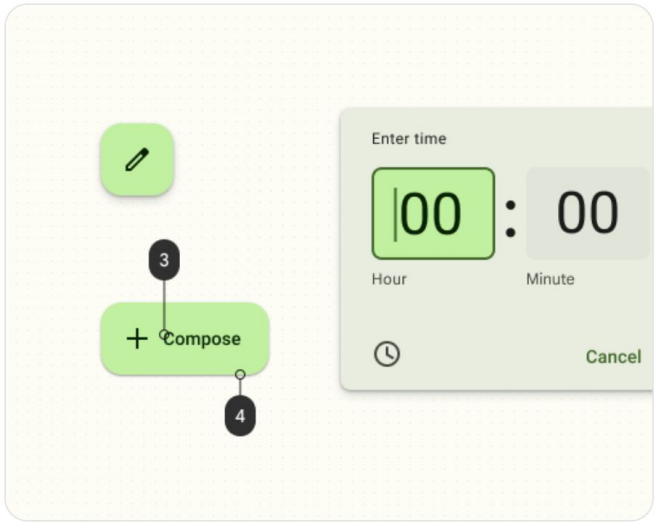
m3.material.io

Material Design Example: Colours

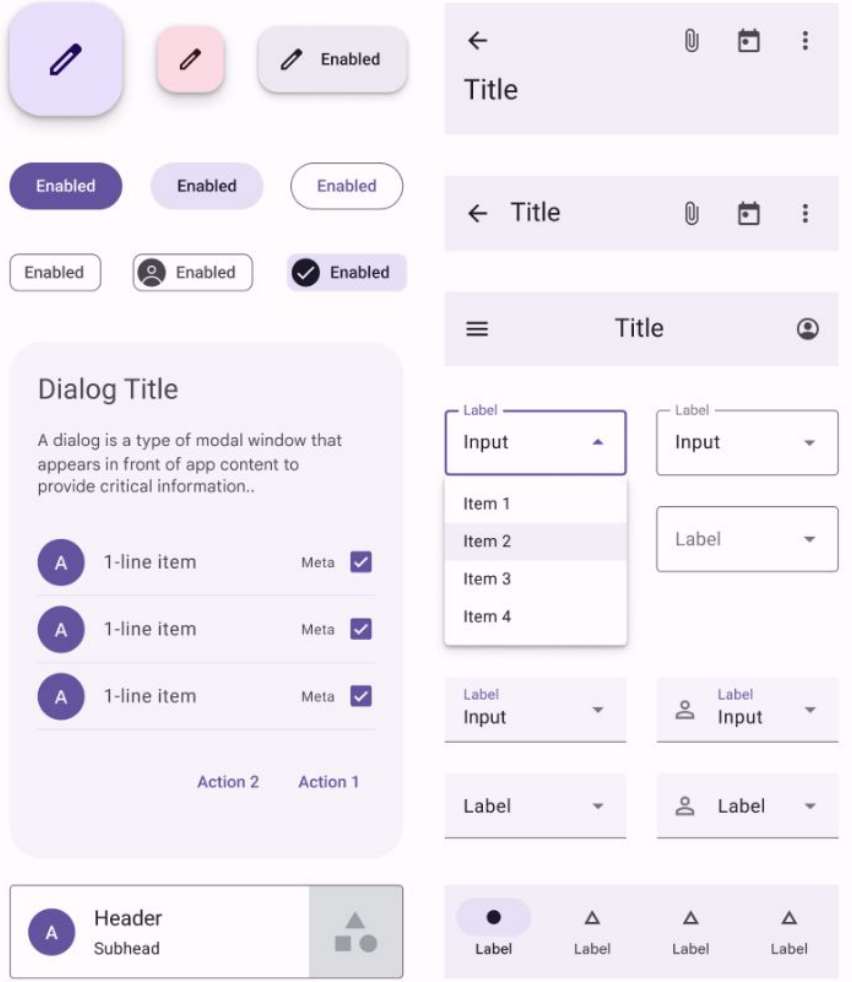




1. On-primary 2. Primary

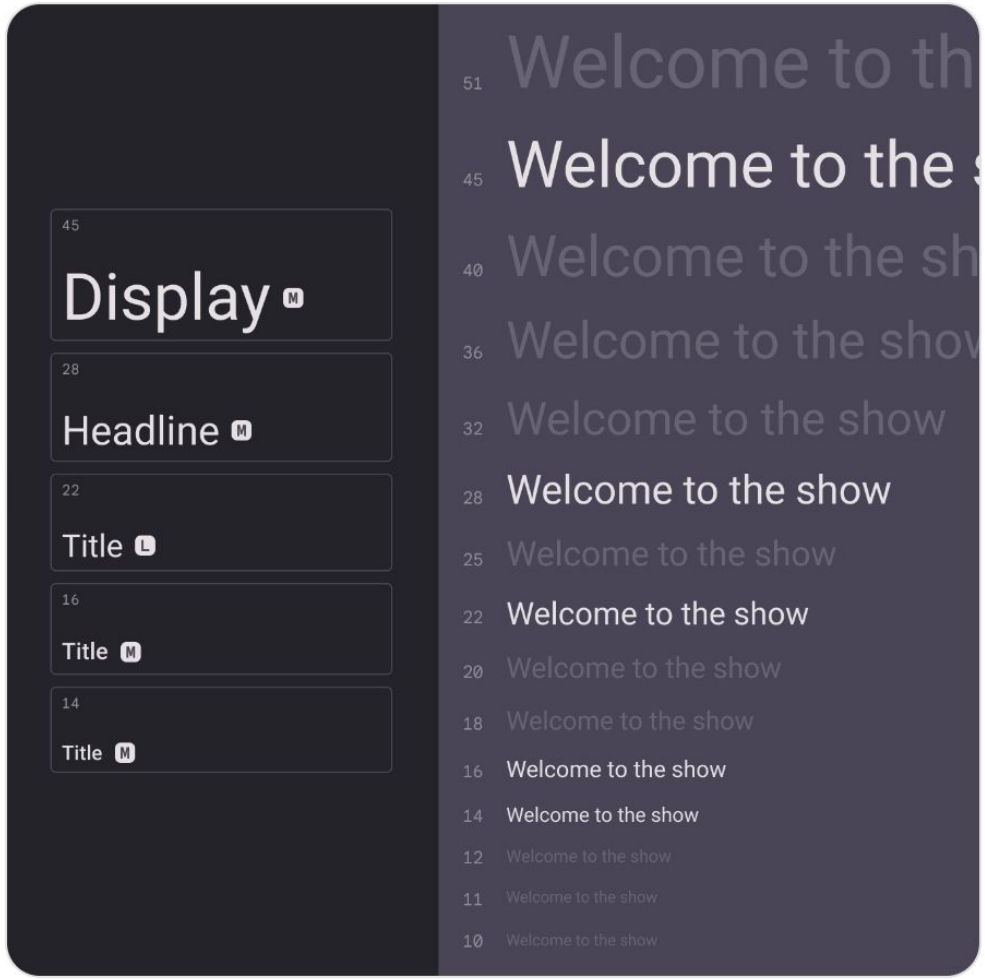


3. On-primary container 4. Primary container



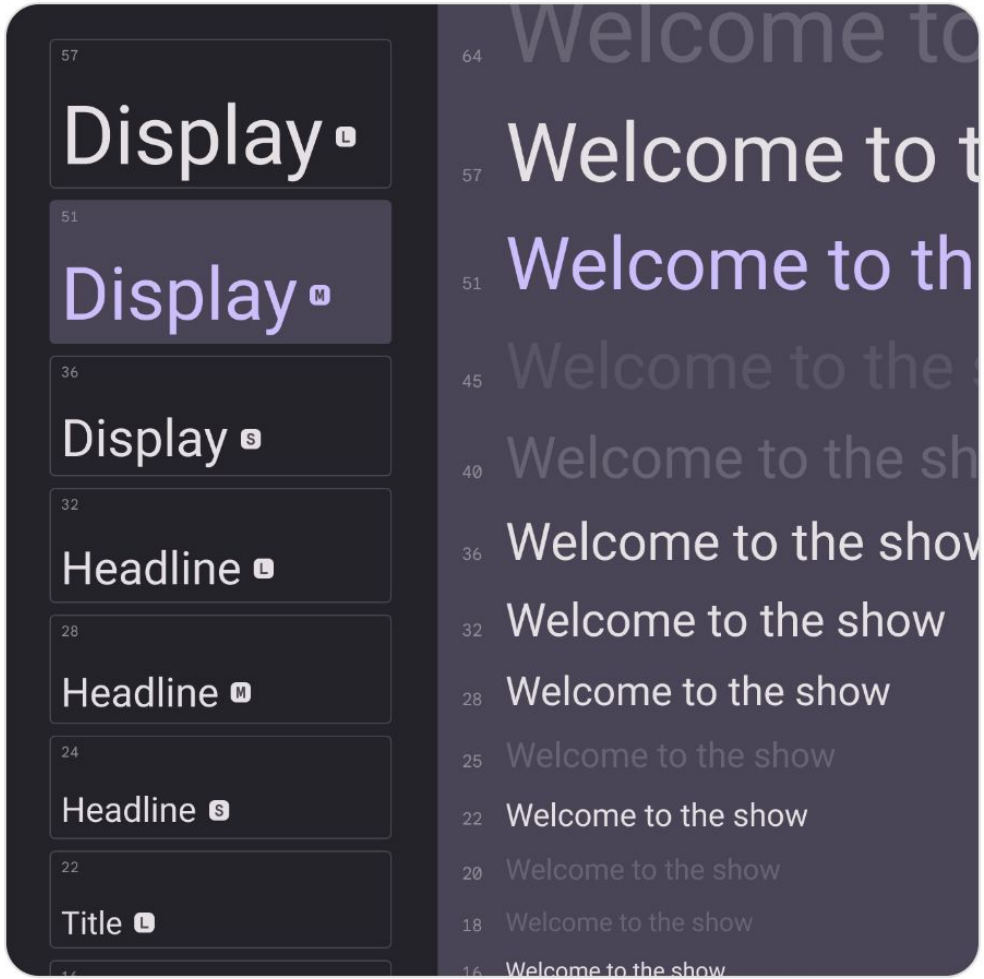
📖 Material Design: Material Design | Color System: Key Colors and Tones | Typography: Type Scale Tokens | Switch Component (2026)

Material Design Example: Typography



Your product likely will not need all 15 default styles from the Material Design type scale. In this example, five sizes are chosen for a reduced set while the rest are removed.

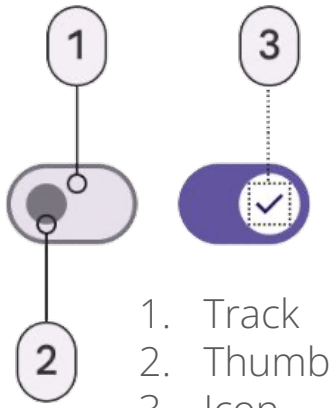
m3.material.io/styles/typography/type-scale-tokens



If the default sizes from the Material Design type scale do not meet your needs, values can be substituted instead. Here the default display medium size is adjusted to another size from the Major Second type scale.

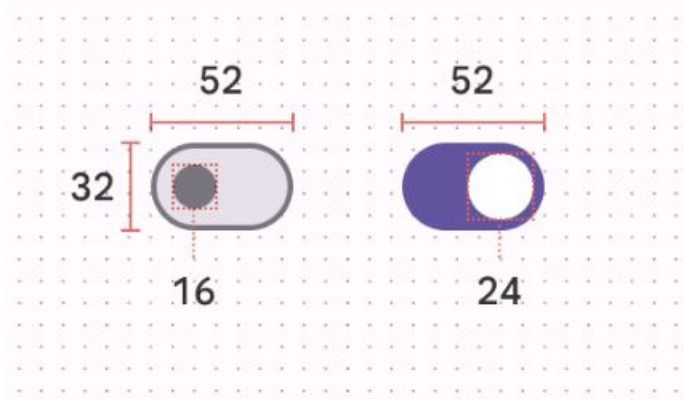
Material Design Example: Switch Component

Specification

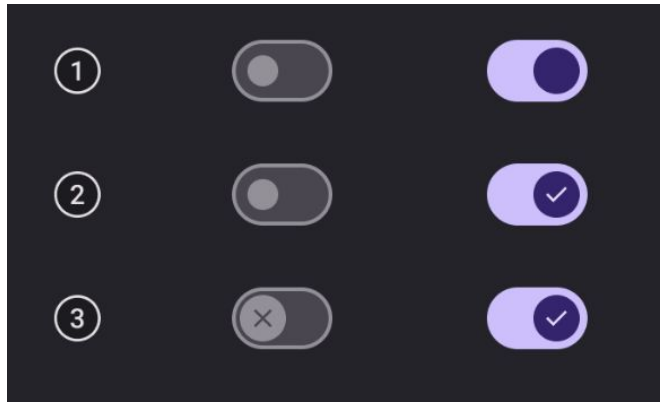


1. Track
2. Thumb
3. Icon

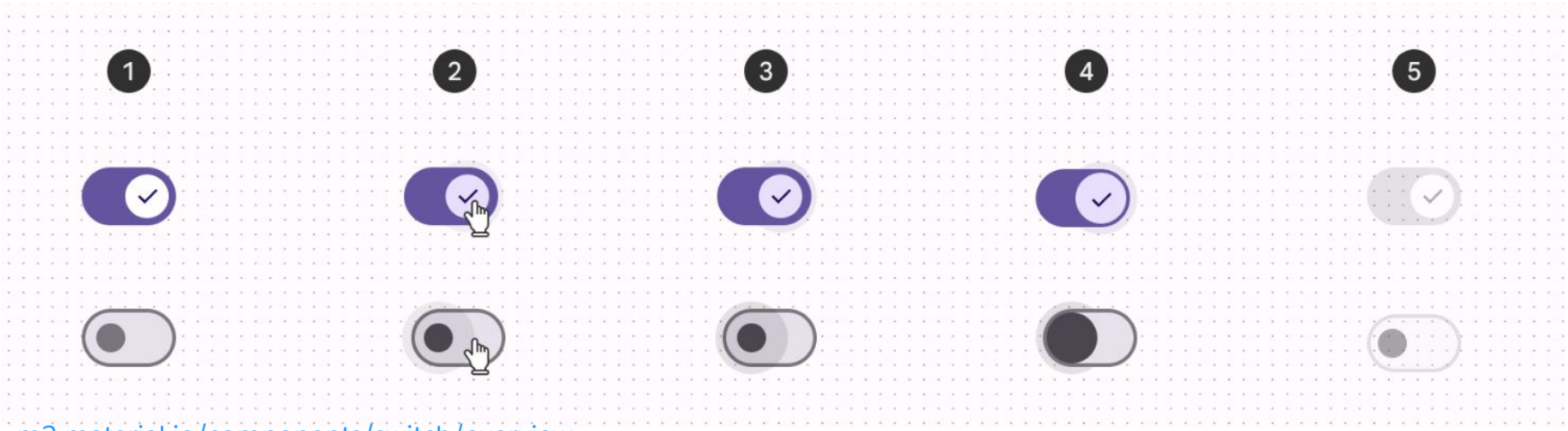
Layout



Configurations



States

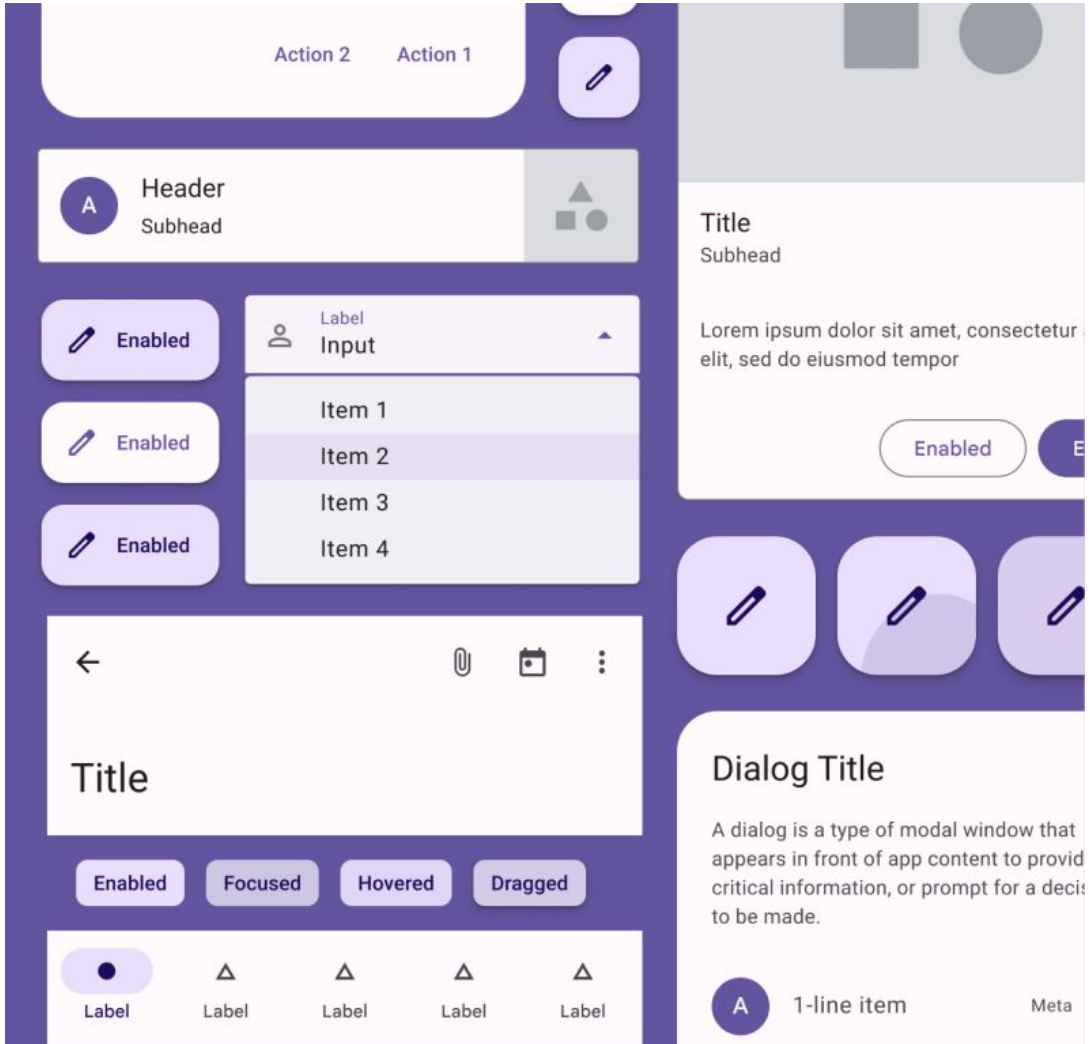


m3.material.io/components/switch/overview

Material Design in Figma

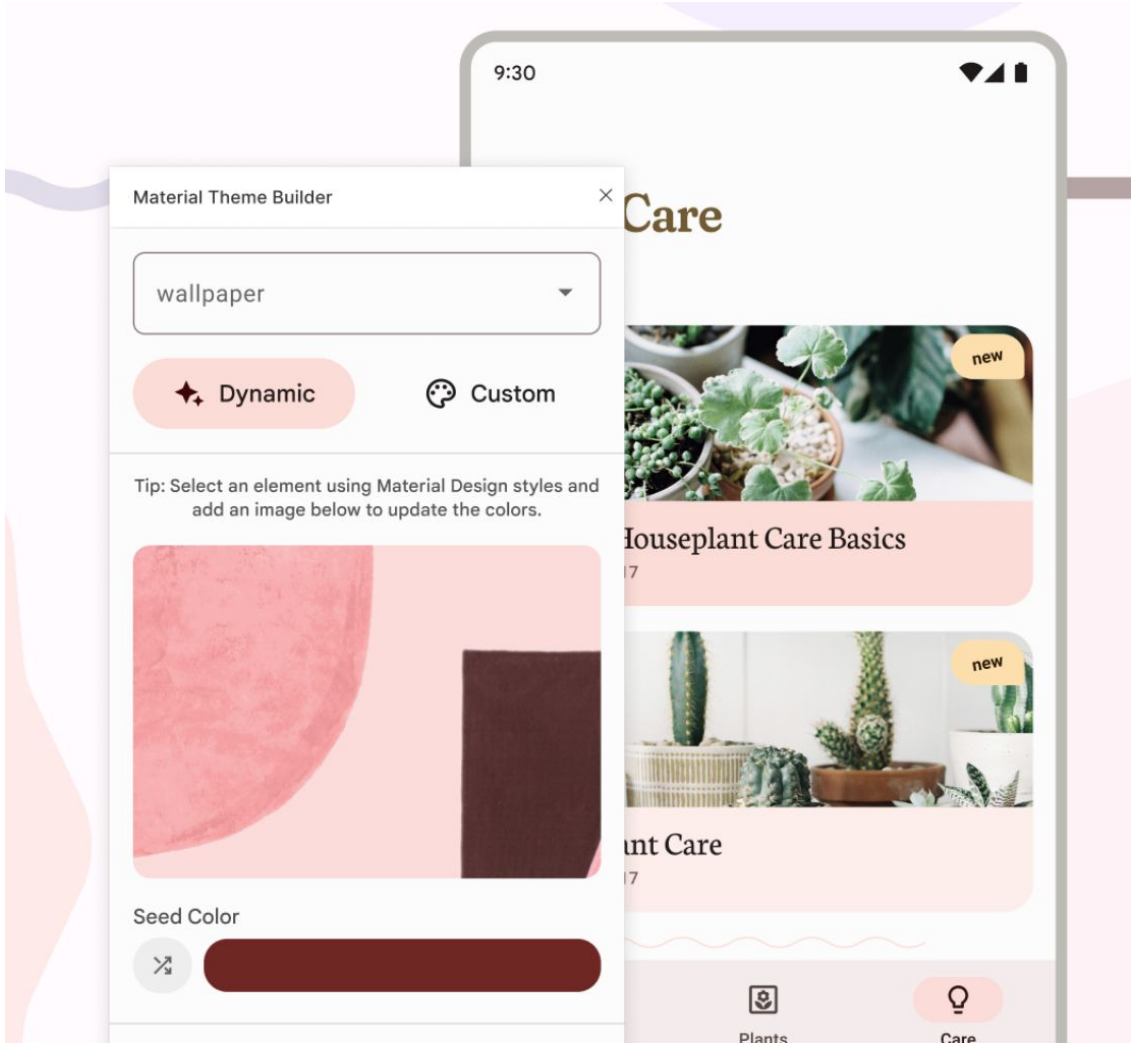
Material 3 Design Kit

https://www.figma.com/community/file/1035203688168086460



Material Theme Builder

https://www.figma.com/community/plugin/1034969338659738588



A Minimal Design System

Colour styles

Font styles

Layout grid

Common assets

- Logo
- Icons
- Standard images

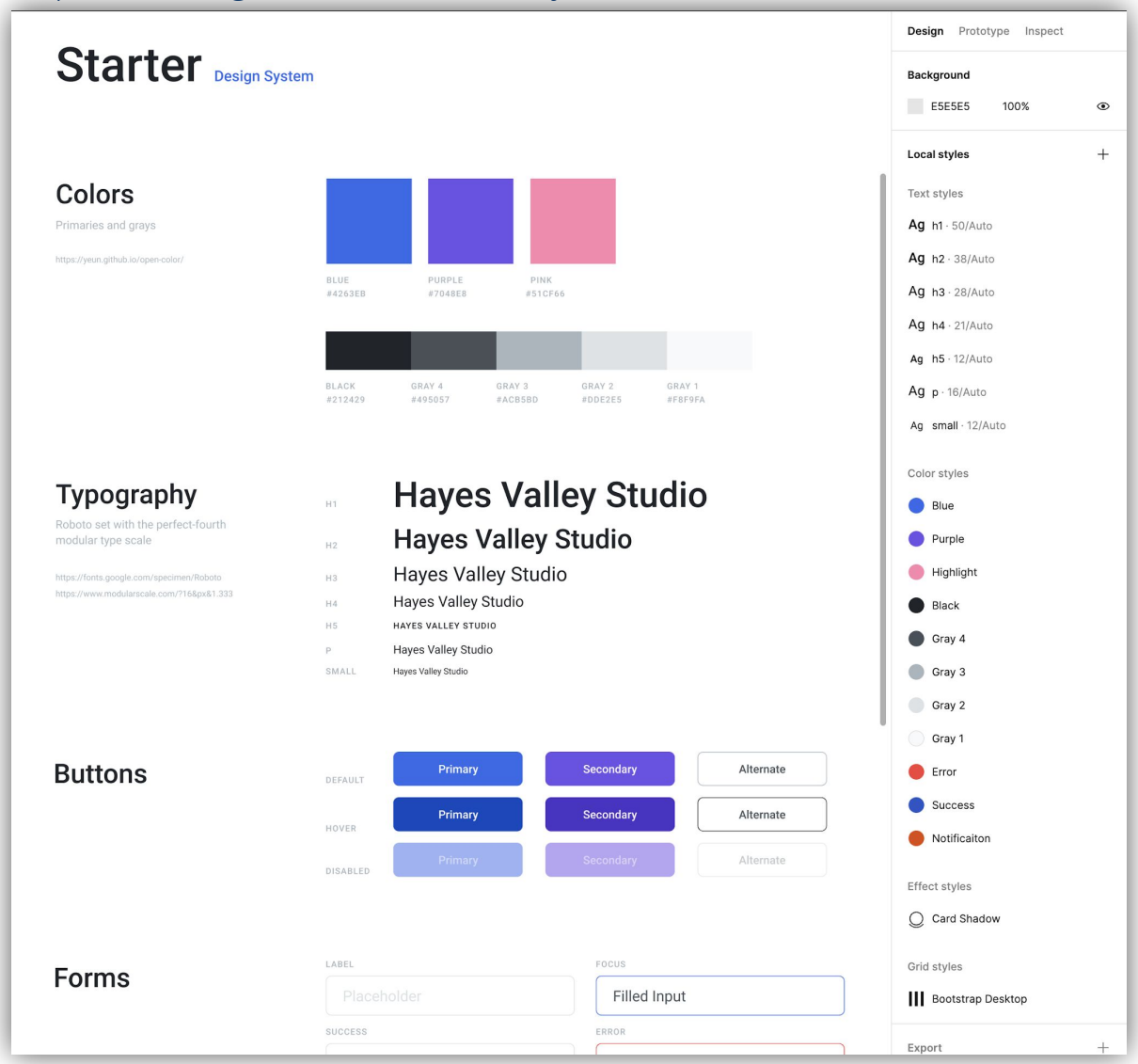
Common components

- Navigation
- Buttons
- Form elements

Good starter template.

You don't need to use a Figma "Library", local styles are fine.

Design System Starter (by Moe Amaya)
https://www.figma.com/community/file/826665070629928763



📖 Jason Gilmour: How to Create a Design System in Figma

UI Copywriting/ UX Writing

The practice of crafting copy, which is directly used in interfaces to guide people within a product and help them interact with it

... Text means everything from menu names, button labels and error messages, to navigation prompts and screen instructions, to branding elements and marketing "call-to-action" text

Focus on personas and goals

... Use goal-oriented language they understand, avoid technical jargon

Use a consistent style

... Capitalization, punctuation, grammar, spelling, contractions, tense, etc.

Strive for conciseness and make every word count ("microcopy")

... Make it scannable (headings, bullets, breaks, typography)
... Make it fit the interface (layout, responsive design, internationalization)

📖 Anastasiia Lutsenko: User Experience Tips for UX Writing

UI Copywriting/ UX Writing

Undo bulk edit?
If you undo this bulk edit, everything you changed will go back to its previous state

Do.

Skip periods after solo sentences of body text.

Undo bulk edit?
Everything you changed will go back to its previous state.

Don't.

If there is only a single sentence, don't place periods after body text.

Share with

Do.

Share with:

Don't.

Message sent

Do.

Write in the present tense.

Message has been sent

Don't.

Don't write in different variations of the present tense, such as the present perfect tense.

📖 Anastasiia Lutsenko: User Experience Tips for UX Writing

UI Copywriting: Good and Bad Examples

Good	Bad
Loading video	Buffering stream
Turn off notifications	Disable notifications
Message sent	Message has been sent.
Send money to anyone in the US who has an email address. It's fast, easy, and free.	Send (and receive) money with friends and family in the US with an email address. It's a two-step process with little latency and there aren't any charges for the recipients.

📖 Anastasiia Lutsenko: User Experience Tips for UX Writing

Product Name

Techniques:

... Define the product
... Invent new words
... Unique spelling
... Use metaphors
... Combine multiple words

Guidelines:

... Make it meaningful
... Practice saying it out loud
... Make it simple
... Consider it visually



https://www.businessinsider.com/the-true-story-behind-googles-first-name-backrub-2015-10

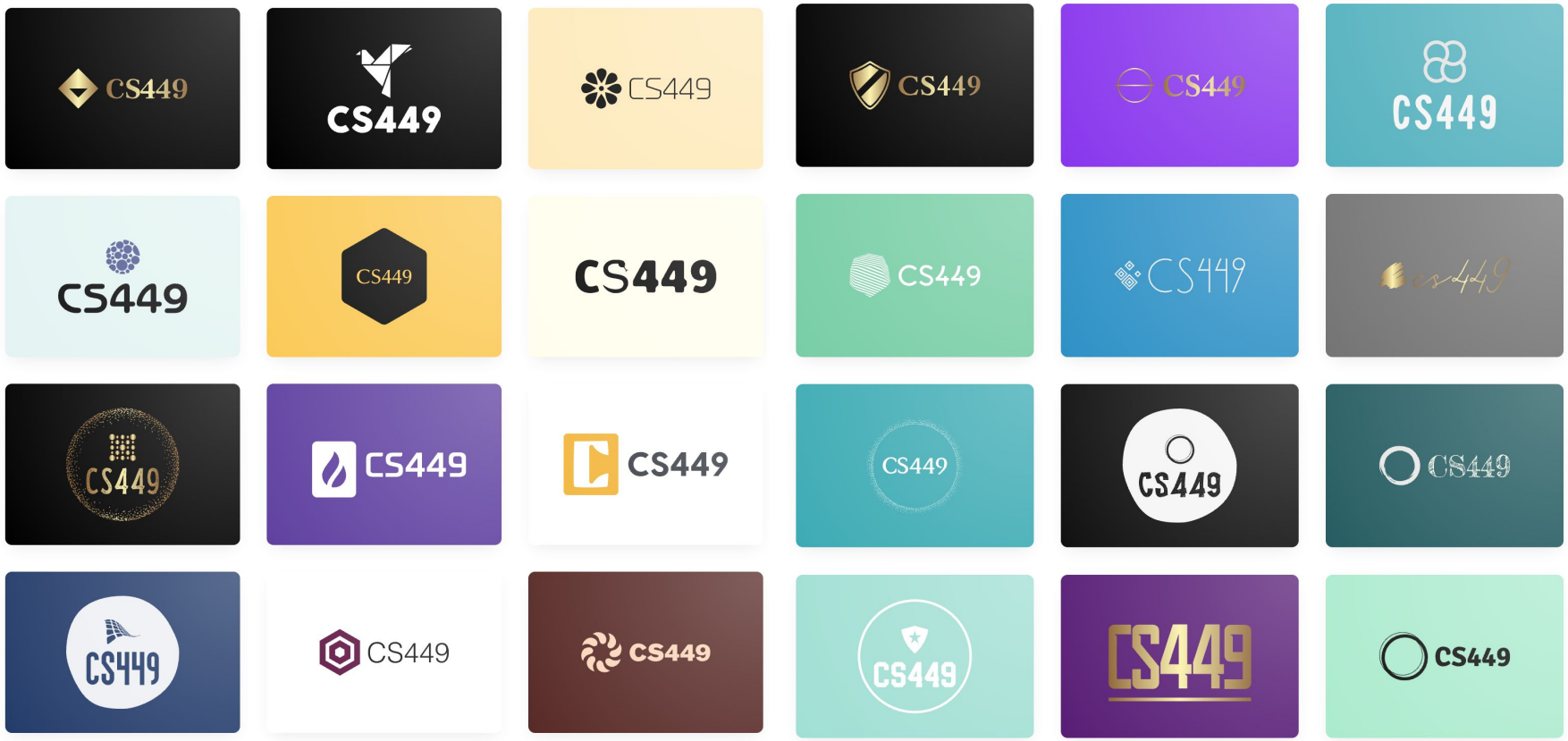


https://www.logaster.com/blog/fedex-logo

📖 Kelly Quinn: How To Name a Product: Importance, Steps and Tips (2025)

Logo Design

Many free "AI" tools available (e.g. looka.com) … Results vary, but may help inspire or create a starting place



📖 Ana Marković: Best DIY Logo Makers (2026)

Creative Brief

A concise description of relevant background and desired creative approach.

... What is the value proposition?
... Summarize your value prop in a few sentences

Who are the target users?

... A short summary of personas that relate to the interface you're going to design: their goals, needs, anything that might impact visual design

What qualities, feelings, or characteristics should the design communicate?

... List 2 – 3 key adjectives, things like: professional, simple, fun, business, creative, clean, mature, exciting, sophisticated, luxurious, practical, etc.

Who are existing competitors or similar products?

... List 2 – 3, include representative screencaps showing visual style

Visual Design Team Roles

Art Director

… Leads the creation of a design system for graphic designers

… Oversees graphics designers to maintain design consistency and ensure work supports requirements in creative brief

Graphic Designer

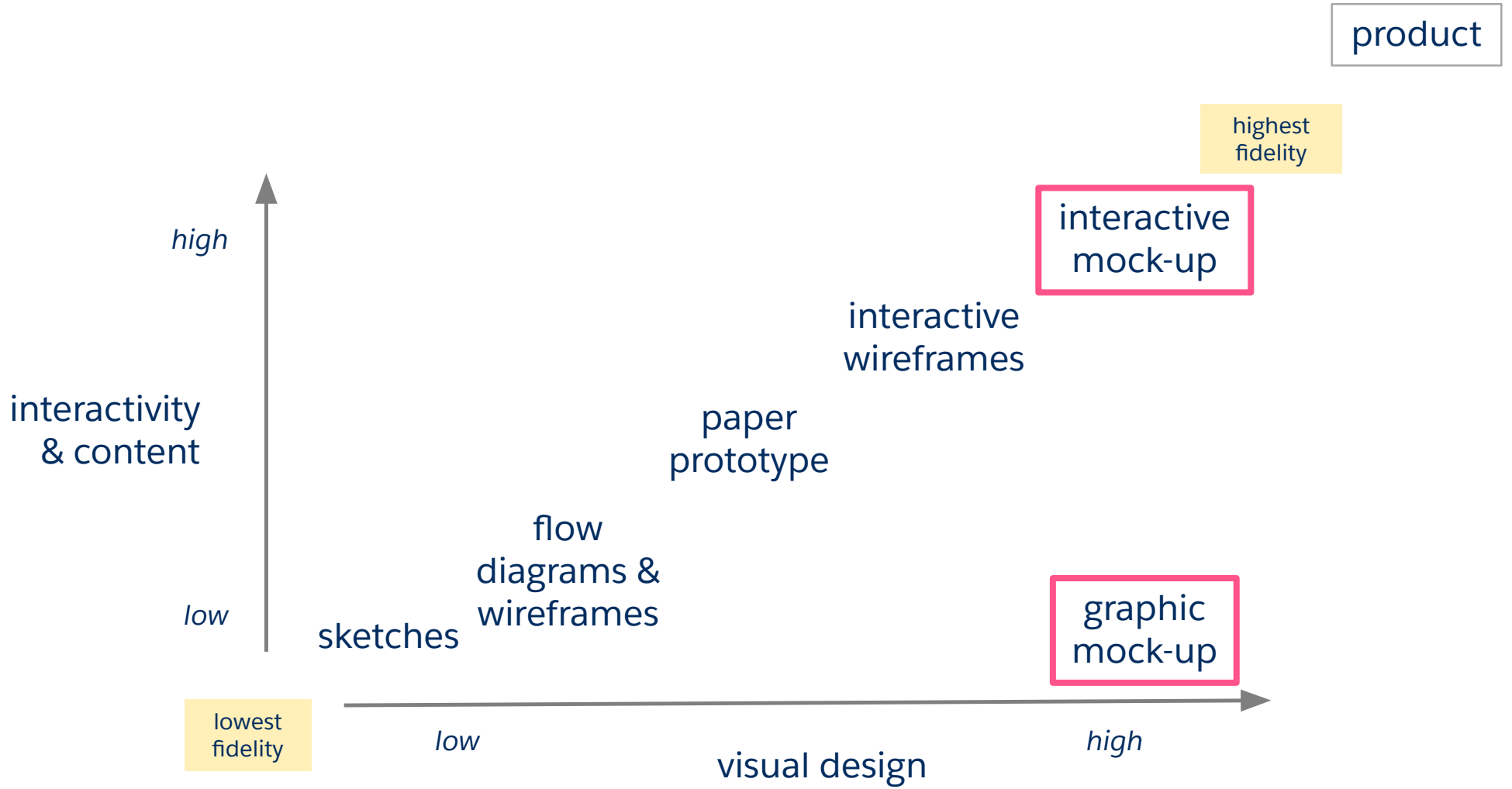
…Follows design system to create individual pages/screens

… Selects screen-specific images and icons

Copywriter

… Writes all text in screens/pages, including representative textual content

Prototype Fidelity



📖 Kyle Murphy: The 5 Dimensions of Prototype Fidelity (2019)

Visual Design Mockup

A high-fidelity rendering of a screen or page as a static image showing graphic design: typography, colour, layout, and representative content.

"... pixel accurate" showing what final interface could look like

... no functionality, it's just a picture of the interface

... uses wireframe content and interaction, but not "layout"

... can include justification for visual choices, connection to creative brief

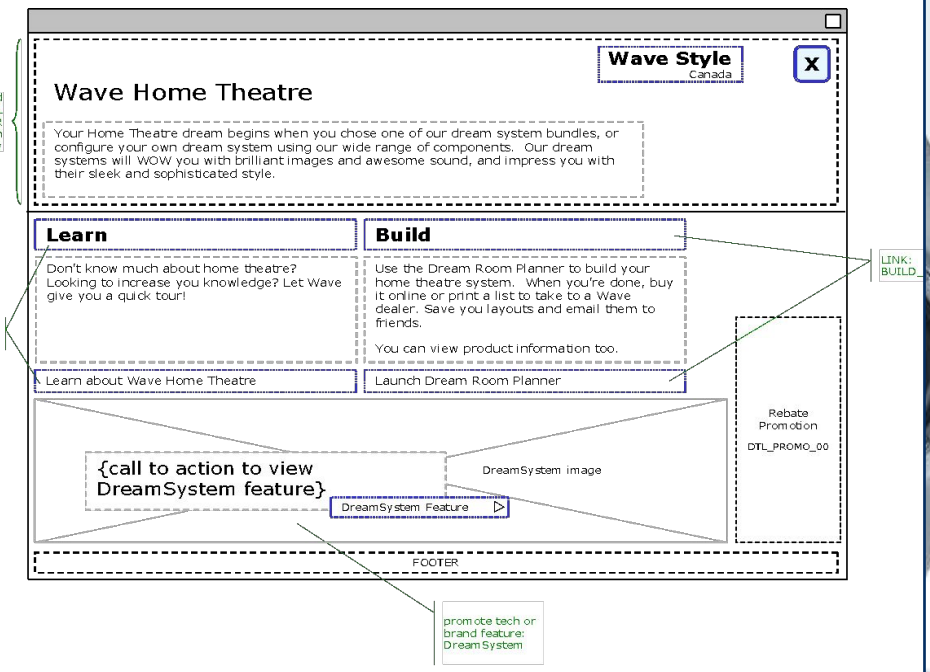
At early stages, designers create 2 – 4 mockups showing different styles

... the product team "critiques" these and chooses one mockup to refine (and/or choose elements from different mockups to combine)

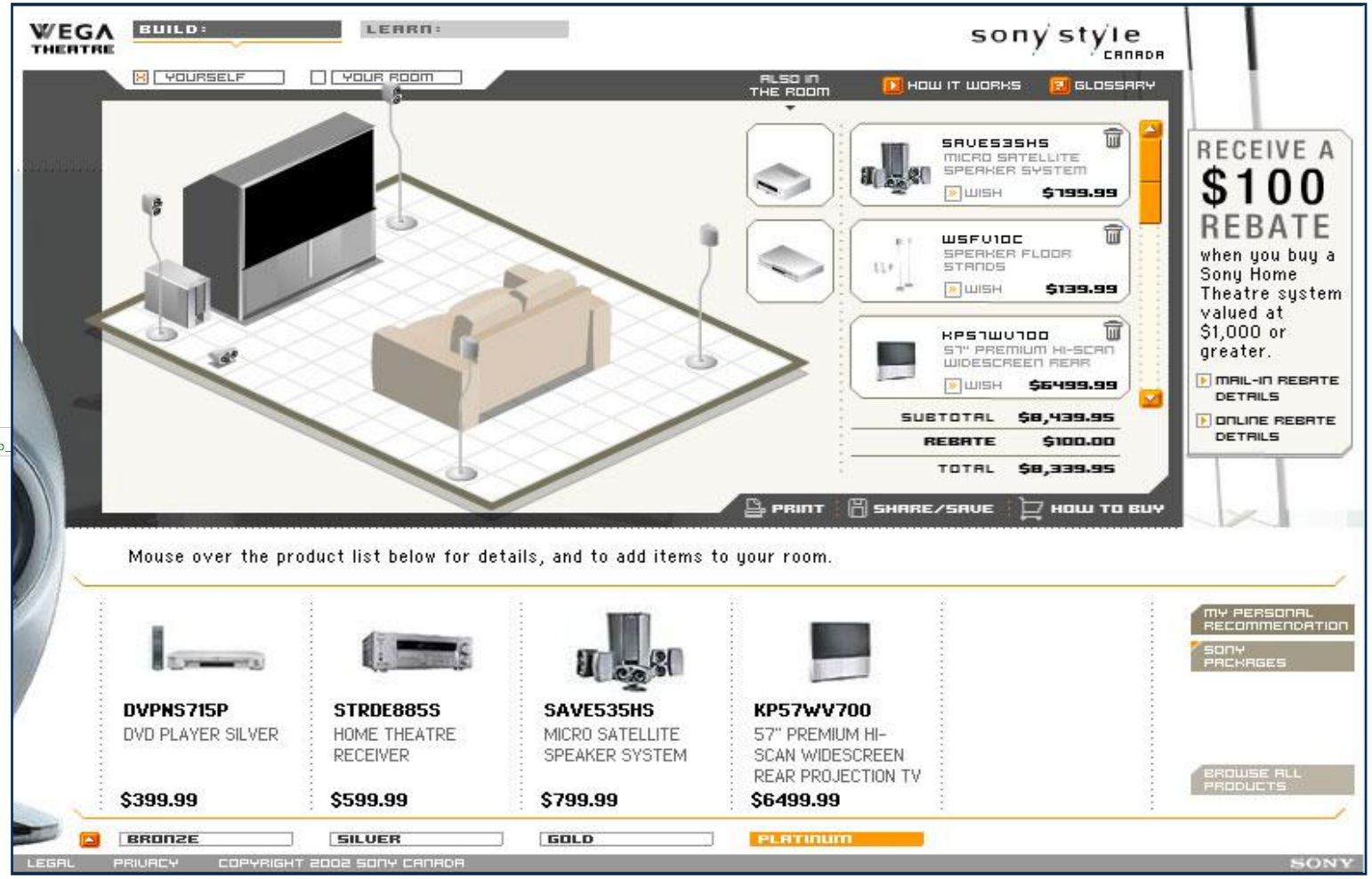
Purpose is to generate a visual design direction for high-fidelity prototype

Mockup Example

wireframe



mockup



Mockup Example

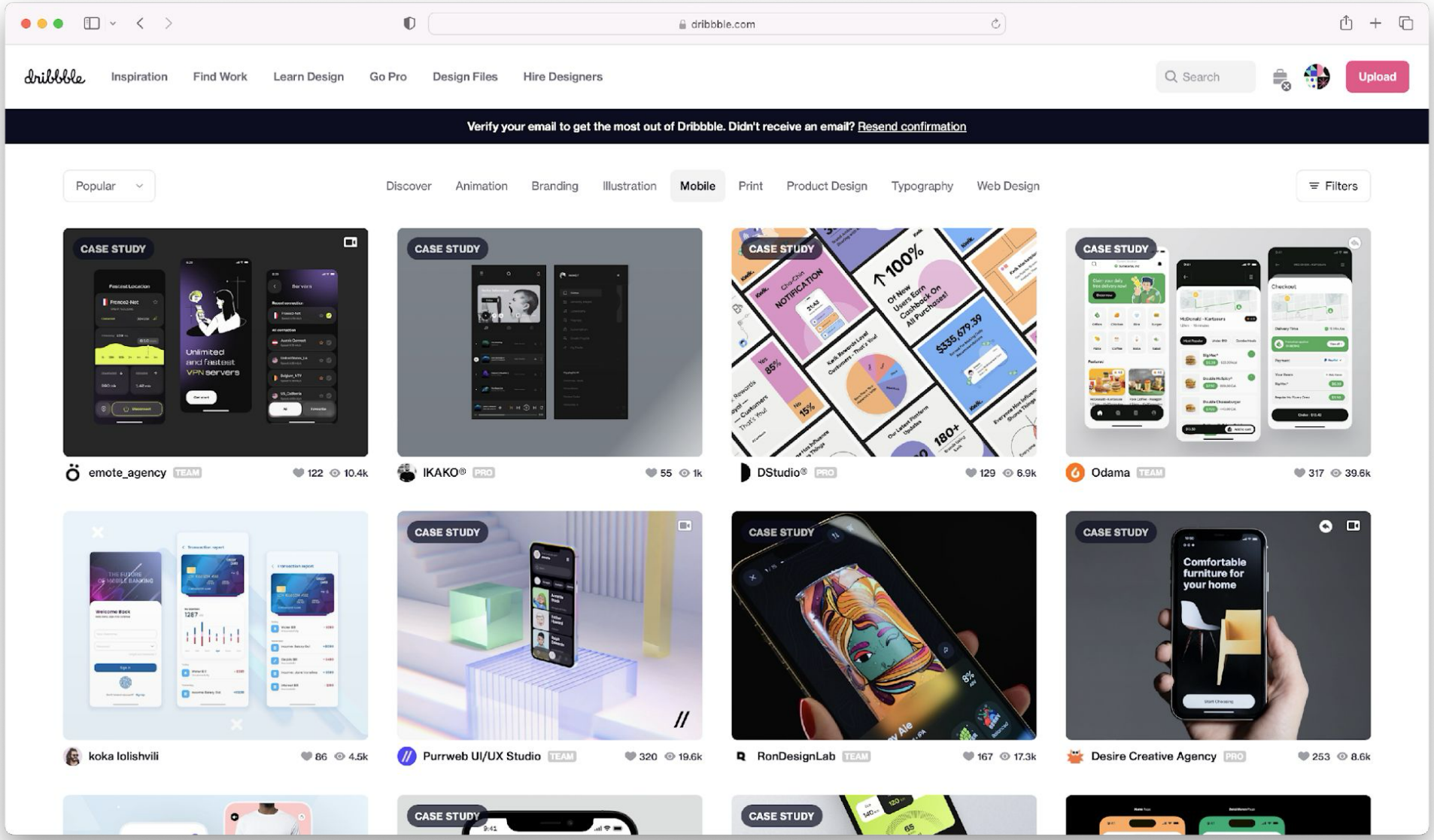
schematic



mockup



Mockup Galleries for Inspiration



dribbble.com

High-Fidelity Interactive Prototype

A high-fidelity prototype created using a digital drawing tool and made interactive using triggered animations

Benefits

... easy to test, even remotely
... people see interaction and visual design, so easier to understand
... good for heuristic evaluation and cognitive walkthrough

Drawbacks

... slow to create since graphic design elements take time to create
... people may focus on design and not comment about interaction
... typically requires specialized software (e.g., Figma)

Week 10 Studio

D8 High Fidelity Prototyping

P10: Prep for High-Fidelity Prototyping

List improvements on your flows as a result of E1.

Complete transfer of these these flows into Figma wireframes.

Assign roles among team: art director, graphic designers, copywriter

See full **P10** instructions on course website

D8: High-Fidelity Prototyping (Week 10 Studio)

Continue with the flows you selected for D7

Complete wireframes for these flows in Figma.

Create High-Fidelity Prototypes for these flows.

Document changes relative to D7 based on what you learned in E1.

Reflect on your Design Identity.

Identify two tasks to ask 2–3x interviewees to perform in PO1b.

See full **D8** instructions on course website

Looking Ahead to Week 11

High-Fidelity Prototyping Evaluation, Heuristic Evaluation, Cognitive Walkthrough, Usability Testing, Design Critique