

How FH Aachen Dramatically Improved Clarity and Visual Hierarchy of a User Interface

Creating a User Interface (UI) from scratch presents a few challenges. Making sure that users will be able to use and understand the interface is just the tip of the iceberg. One researcher at [FH Aachen](#), Marc Schreiber, M. Sc., created a tool which can be used to easily annotate text, called the [Quick Pad Tagger](#). He wanted to make sure the design was clear, and the right elements easily visible to users.

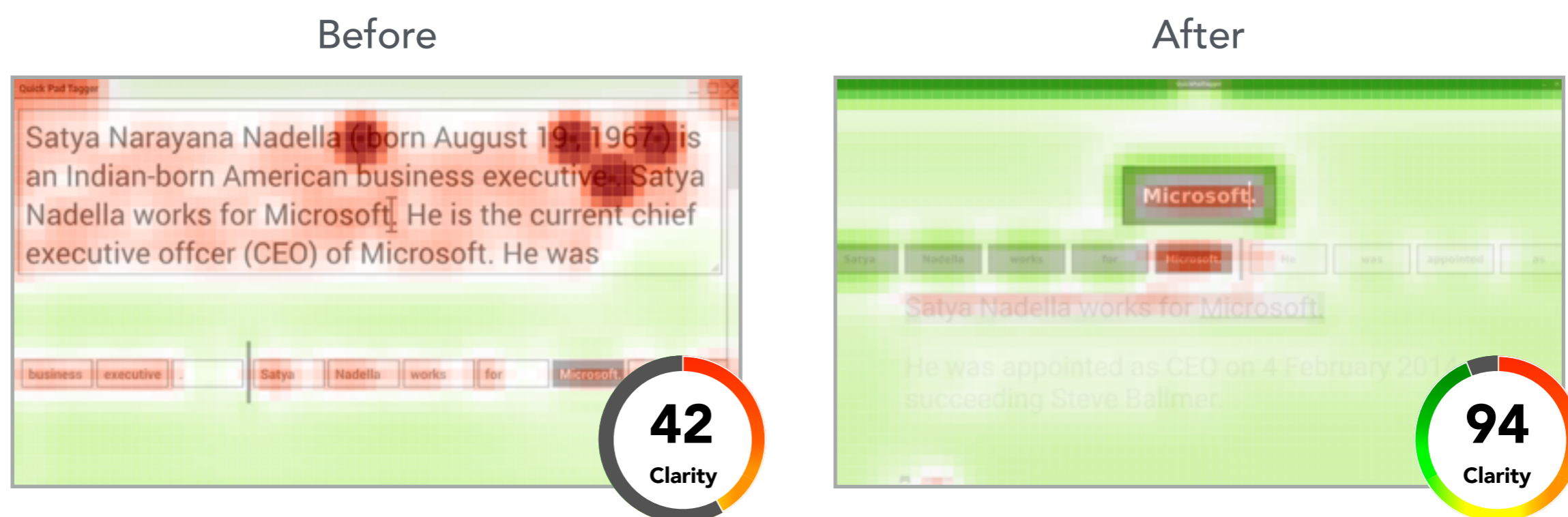
By using EyeQuant to analyze the wireframes for the UI, Marc was able to improve the clarity and visibility of his designs before going live.

In total, Marc analyzed three key sections of the tool:

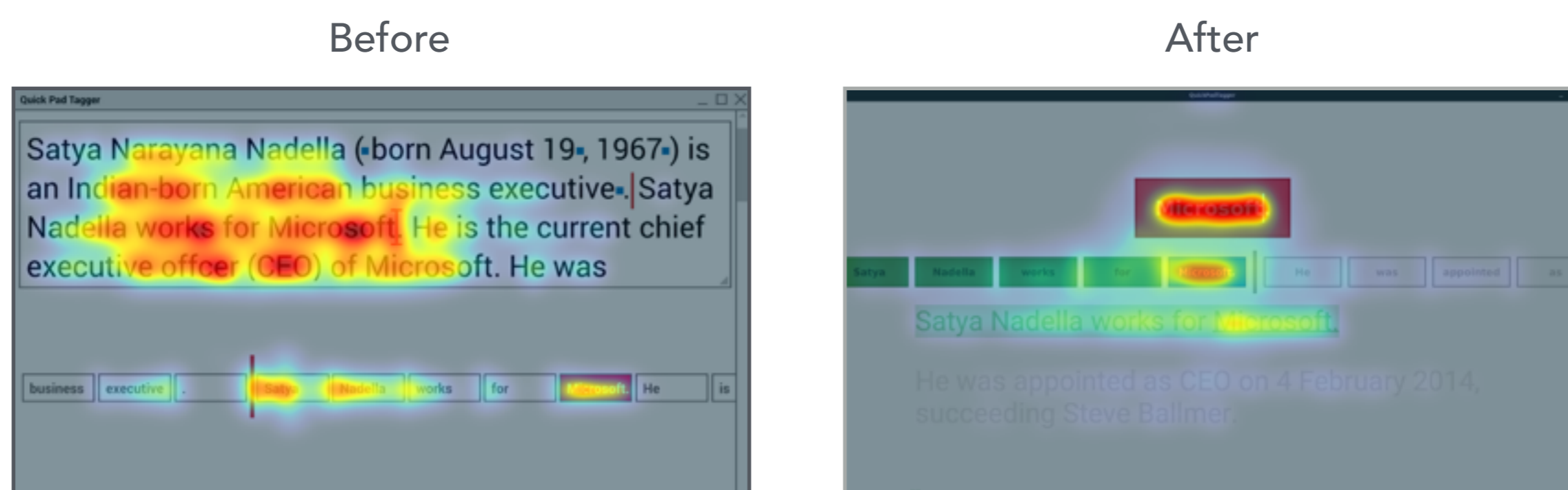
- Text Segmentation Annotation
- Named Entity Annotation
- Parts of Speech Tag Annotation

Text Segmentation Annotation: Clarity improved by 124%!

EyeQuant provides a measurement for how clean and clear users will perceive a design. This visual clarity score was used to improve the design but cutting down on clutter.



In addition to Clarity, the overall visibility of this section of the interface is much more precise, with visual attention being spent on the most critical elements to the user's function:



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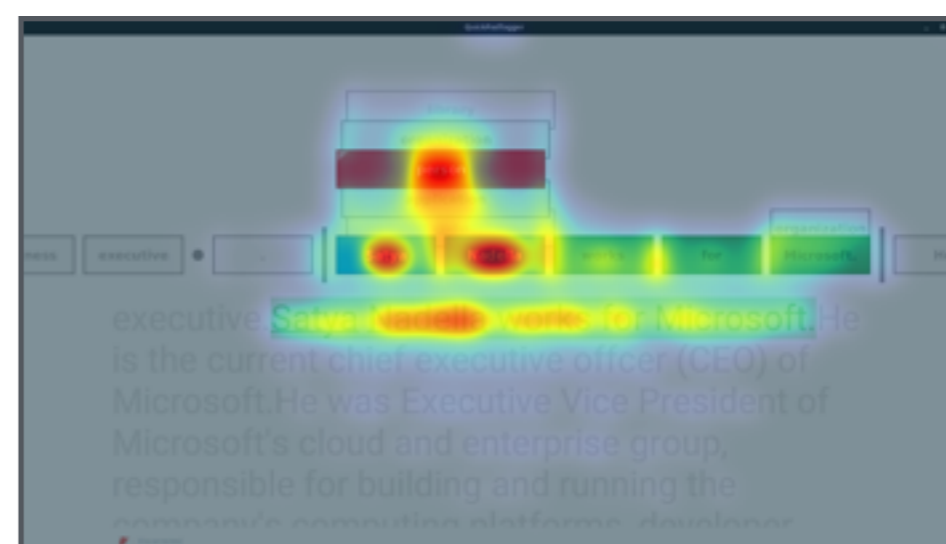
Refining Attention for the Named Entity Annotation section:

One of the most important functions of this tool is for users to see the relevant text, and work as quickly as possible to annotate massive amounts of text. By ensuring that visual attention is spent on the most important elements, the tool becomes immensely more effective.

Before



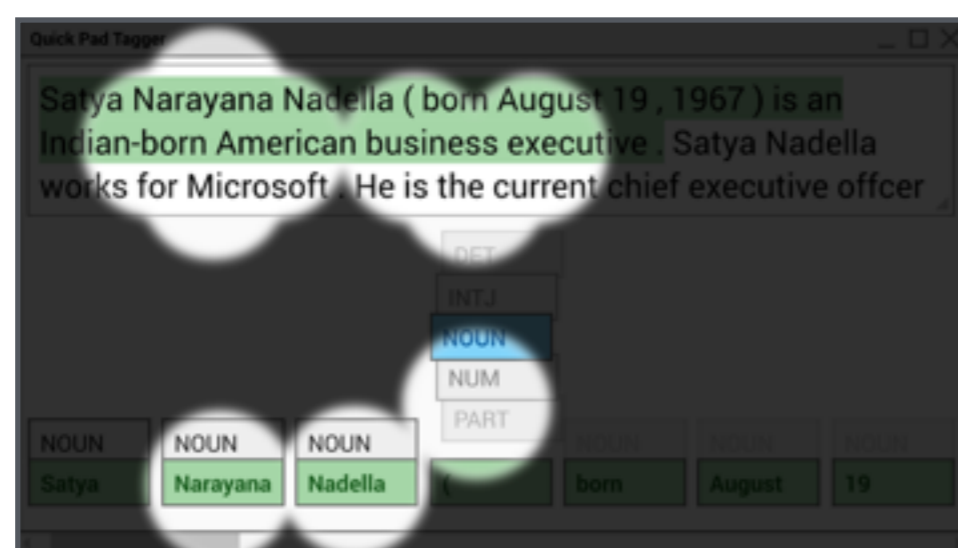
After



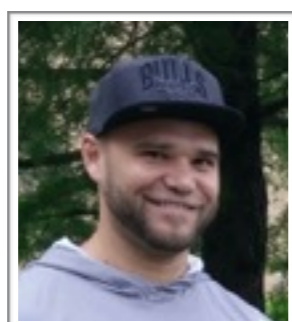
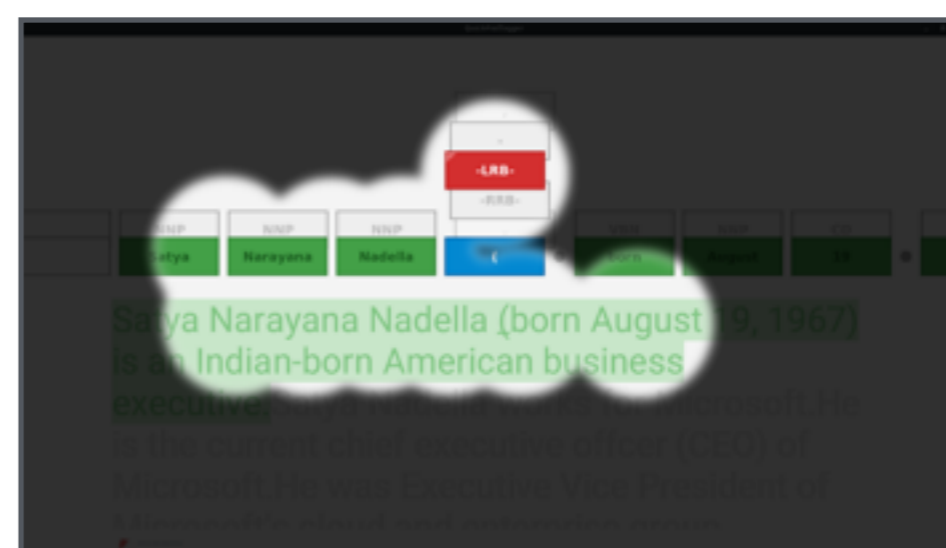
Maximizing Perception for Parts of Speech Tag Annotation:

For this part of the interface, users should see the full selection of text for context, be able to focus on individual words, as well as view the options to assign a part of speech to that word. EyeQuant helped Marc ensure the right elements were easily and clearly perceived by users, who reported that the new design was "intuitive" and showed "the right amount of information".

Before



After



Customer Testimonial

Marc Schreiber, M. Sc. Researcher at FH Aachen
schrieveslaach.de

"I'm impressed how helpful EyeQuant was to improve my user interface design. Through a little tutorial from EyeQuant I was able to improve the user interface significantly. When I showed the new design to my colleagues they were amazed by how quickly I was able to achieve this improvement. And, the experts in NLP (Natural Language Processing) are also really impressed with this new design."