



Software Engineering Design II


Tutorial 7



Draw a sketch showing how, using Gestalt principles, you would improve the layout of the following Web page, explaining the rationale behind your improvements:


The image shows a web page layout for 'Mick's Sports Shops' on a black background. The layout includes several elements: a storefront image, a soccer cleat, the text 'Mick's Products', a soccer ball, the text 'University Football League', a large yellow 'M' logo, the 'Imperial College London' logo, the text 'Official Supplier', a telephone icon, the text 'Order from Mick's', a welcome message, and a paragraph about the shop's location and products. Two large yellow curved arrows point from the 'M' logo towards the 'University Football League' and 'Order from Mick's' sections, indicating a layout improvement.

  *Mick's Products*

All About Mick's

 University Football League

  Official Supplier

 **Order from Mick's**

Welcome to Mick's Sport Shops On-Line!

With two locations in Kensington, we specialize in the sale of officially licenced sports products to Imperial College London.

Call 020 7595 7595 to order.

Here is an improved version of the web page:

M

All About Mick's

Mick's Products

University League Football

Order from Mick's

Welcome to Mick's Sport Shops On-Line!

With two locations in Kensington, we specialize in the sale of officially licenced sports products to Imperial College London.

Call 020 7595 7595 to order.

Imperial College London
Official Supplier

The icons, links and labels have been grouped closely together into separate elements (proximity).

The borders and the sizes of the icons have been made uniform (similarity).

The icons and their labels have been arranged on a visual arc (continuity).

The curved, yellow blade shapes are no longer fully visible (closure).