



VISUAL ANALYSIS OF THE CAPITAL CITIES OF DEVELOPED COUNTRIES' PORTALS

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Introduction

- The rapid growth of information and communication technology has made a lot of changes in people's daily lives. This revolution became a new form of government quickly, called e-government.
 - The effective use of e-government in municipalities can be called municipal e-government.
 - Computers and the internet have become a good solution for citizens and audiences so that they can participate in their governments.
 - The task of establishing this relationship was assigned to the portals.
 - User interface: graphical and non-graphical .
 - The best graphical user interface is designed to provide an appropriate response to the needs of the user.
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Hypothesis

- **H1:** What visual features graphical user interface of the capital cities of developed countries have?
 - **H2a:** extract the visual features involved in the graphical user interface design of municipalities portals .
 - **H2b:** Determine the textual, color, composition and image characteristics of municipalities portals in four cities of Washington, London, Sydney and Ottawa.
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Graphical User Interface

- User interface is a system which by using a combination of computer screen, tools and software provide users with the opportunity to interact with computer operating system and monitor it .
 - User interface should be useful and effective so it is easy for users to use.
 - The development process of the UI is of great importance for converting browsers to customers.
 - Graphic design is very important in this part. Graphic design refers to visual communication of information using elements such as color, images, typography, and layout. First of all, it focuses on the presentation of individual elements .

 - Considering the following elements that extract from various research, you can design a better and more efficient graphical user interface.
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Information Screen

What to do	What not to do
<ul style="list-style-type: none">• style sheet• Regular appearance, nice and uncongested• Use of the principle of art (balance, symmetry, space saving and correct sequence)• Design appropriate icons for portal• Use up to 60 characters per line• Use empty space between sections or paragraphs• Place text in the center of the screen• Use fonts and punctuations	<ul style="list-style-type: none">• Using Flashing and Blinking Graphics• Pop-up windows• Excessive ads banners• Confusing background• Small blocks of text• long pages• Animated Buttons• Using unfamiliar and specialized icons

Color

What to do	What not to do
<ul style="list-style-type: none">• Use of maximum 7 colors• Using high contrast colors (opposite, cold and warm, contrast, light and dark contrast and contrast in quantity and quality)	<ul style="list-style-type: none">• Use of colors with low saturation levels• Use of exceptionally bright colors, fluorescence or vibrant• Blue and yellow adjacency• Combination of Red and Green• Use of color on a color without having border edge• Use instructions which Refer to objects by colors

Font and typeface

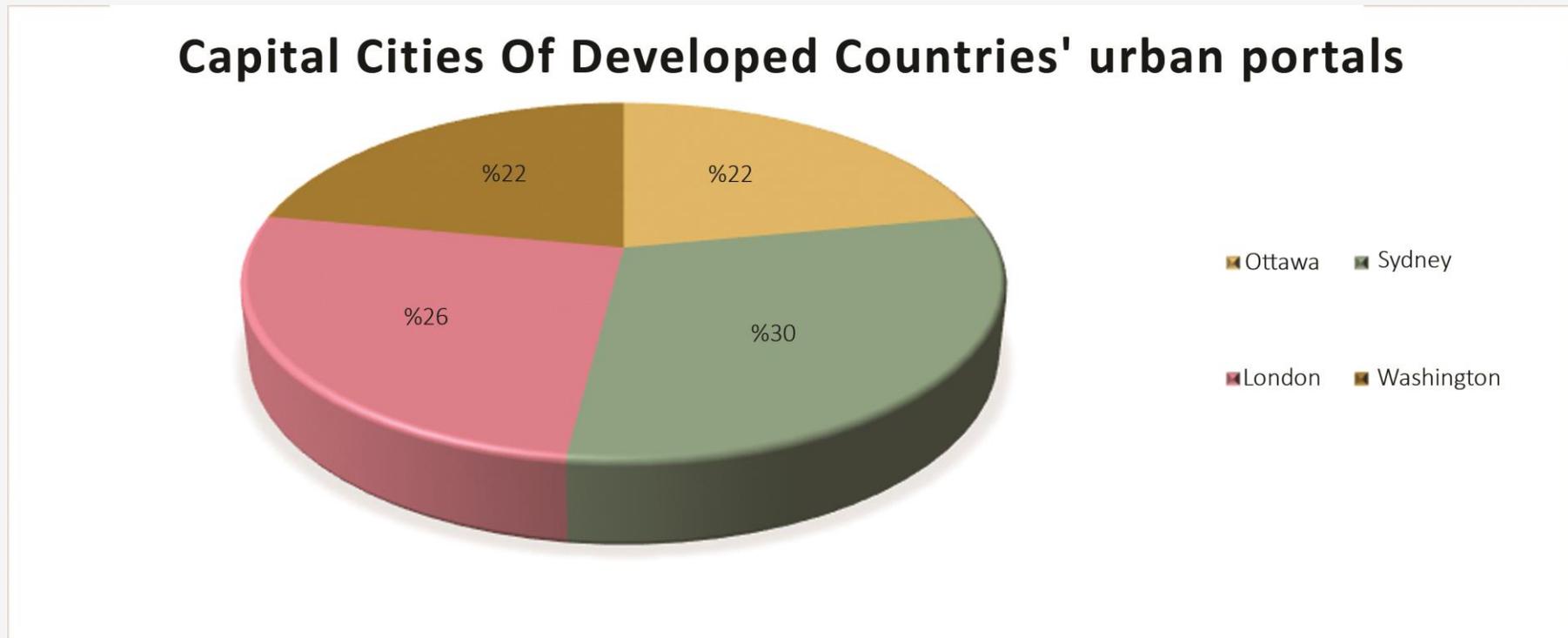
What to do	What not to do
<ul style="list-style-type: none">• Choosing the typeface with the most influence on the user• Typeface selection based on familiarity and readability• The use of typefaces which are used in newspapers and magazines• Titles of two points larger than the text• Different fonts for titles and subtitles with text• Leading• Kerning	<ul style="list-style-type: none">• Drop shadow on text• Small size for text• Typeface illegibility• Heterogeneity between text and color

Methodology

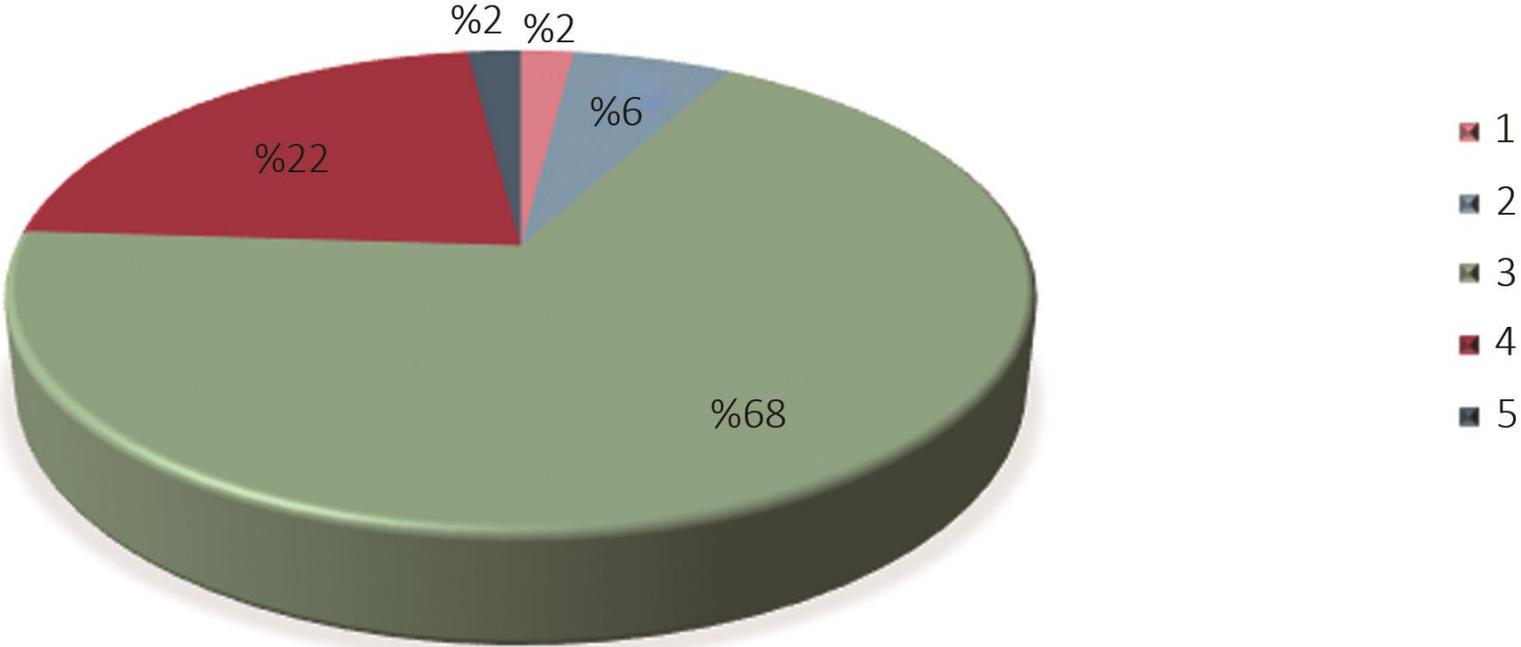
- Applied methodology and mixed method research.
 - Sampling frame: all images of the urban portals of all capitals of developed countries.
 - Population : portals of the capital cities of four English-speaking countries
 - To collect data a checklist has been used.
 - Population were described and analyzed.
 - Four categories: composition, color, text, and images.
 - Validity and reliability: pre-test and retest
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Result

After answering the checklist questions, based on population, data are obtained based on the collected samples, some of them are explained below.



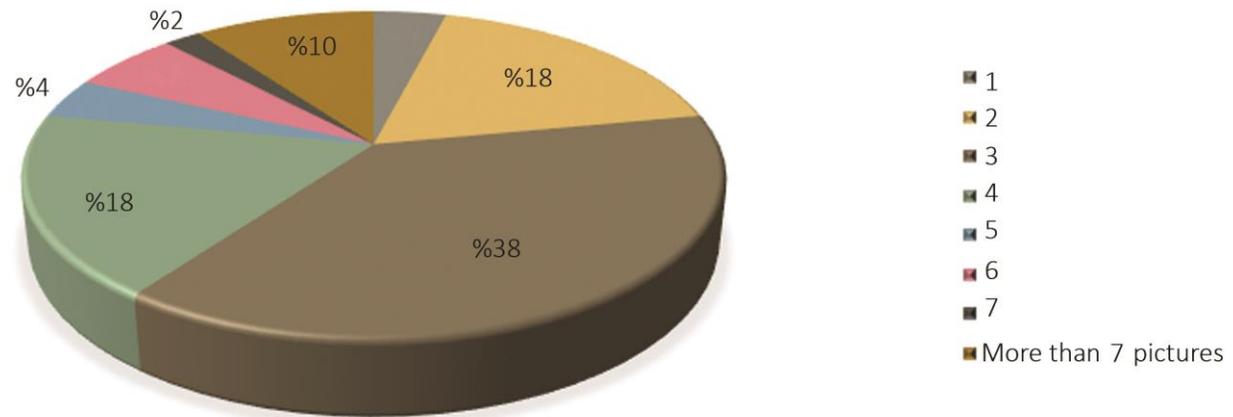
Number of rows on home screen



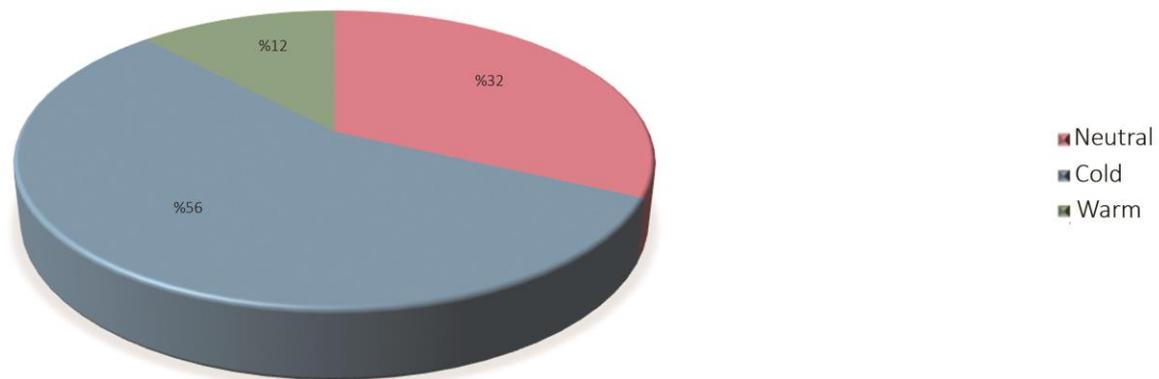
Number of pictures on home page



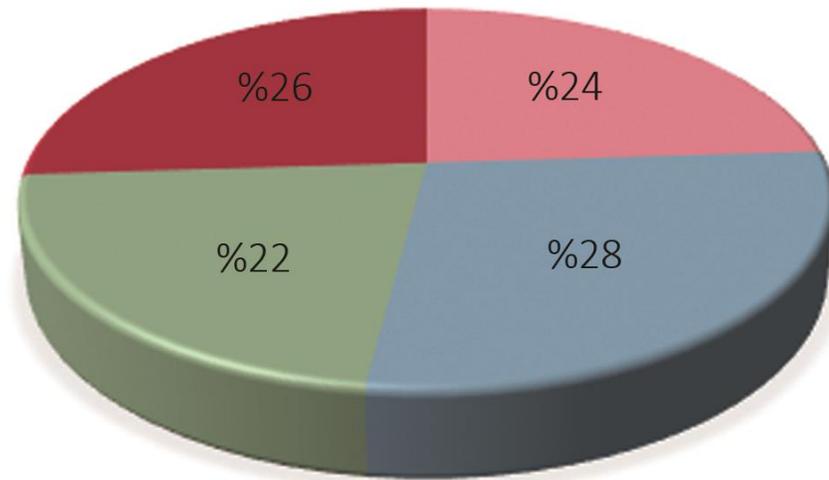
Number of colors



Dominant color temperature

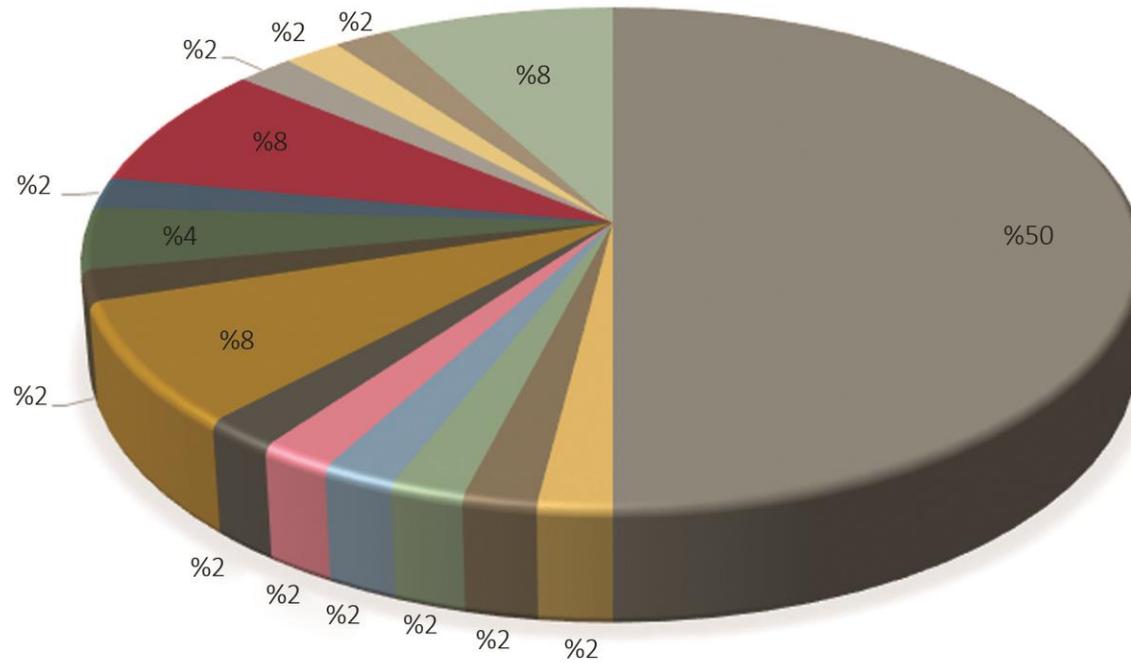


Variety of Typefaces



- More than three types
- Two types
- Three types
- One types

Text Typefaces Variety



- Arial
- Droid sans
- Effra
- Franklin gothic
- Georgia
- Myriad pro
- Noto sans
- Open sans
- Oxygen
- Proxima-nova
- Raleway
- Roboto
- Servus slab
- Source sans pro
- Tahoma
- Verdana

Conclusion

- In general, the designers of the municipalities portals portrayed many similarities in the design of the graphical user interface. The use of symmetric grid, scrolling pages, logo location, search field location, use of san serif fonts, use of photos, use of cool colors, etcetera. Of course, there are differences in the width of the columns, the type of background, the variety of typeface, text size, the number of images, the use of icons, on these portals.
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THANK YOU