Application of Mobile Multimedia Interface Design Visual Thinking in Fragmented Reading Environment

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Abstract

By analyzing user behavior cognition arising under Multimedia Information Age fragmented reading the environment, as well as the environment changes and Reading Psychology reading purposes, indicating the user's reading psychology by the "linear" to "nonlinearity" read the content and purpose from the "knowledge system" appears as fragmented point and casual fans of the search point to arrive multimedia reading interface is designed to generate design ideas to adapt to change. Through the visual interface design of conceptual thinking and visual guidance set forth in the visual hierarchy design interface design applications, read application help practicality and ease of use value in today's fragmented reading environment, thereby improving the user's effectiveness.

Keywords

Fragmentation, Read changing, Visual Thinking, Multimedia Interface Design.

1. Introduction

The famous American futurist Alvin Toffler in "The Third Wave," a book pointed out, this is a fragmented era of information fragmentation, audience fragmentation, media fragmentation. We explore fragmented reading environment, it can be understood as reading the content, readers and reading support and other aspects of the fragmented collection environment.

Under fragmented reading environment, the rapid spread and updated in real time, allowing users accustomed to using a browser type and snapshot reading way to deal with access to information. Compared with the traditional reading, the reading light to meet the immediate point to arouse interest in search and capture, not a deep appreciation for the recollection of reading. This requires from the perspective of people's inner expand cognitive level of analysis, mobile reading information "refresh rate", "CTR" became a standard amount of reading.

1.1 Change of the Reading psychology

Today we use a variety of mobile applications and interface design, presentation of the information is not presented in a linear but a recombinant multi-node, multi-level, multi-interface nonlinear form. Faced with a fragmented form of organization of information resources, user information when reading, reading psychology began to shift users to read psychological psychology from "linear" to disperse but node connection "mesh", making it cognitive efficiency also had a huge difference.

1.2 Disorientation of Reading

Computer software fragmentation process of reading content, a lot of the time, users face an interesting and irrelevant information and interference in the reading process and deviations from the expected target, causing the user generated between visual search, target recognition request casual fans state, thereby cognitive overloading, even "read lost" phenomenon. This way of reading and reading

psychological change in the fragmented reading environment for our media interface design presents new challenges, research and reading interface design to adapt to environmental change through the scientific method, by increasing the program's application practicality and ease of use to improve the efficiency of the user read access to information, enhance the user application software visual comfort.

2. The Concept of Visual Thinking and Guidance

By the German-American psychologist, art theorist, Gestalt psychology, aesthetics main representative Rudolf Arnheim (Rudolf · Arnheim) on the basis of cognitive psychology on the proposed visual thinking, also known as visual perception, which is divided into thinking and emotional component composition, the two can complement each other, emotional component images can be created from the different levels of abstraction out of visual perception activities mainly to grasp and capture images in the form of meaningful and interesting, so observe the some of the most prominent features of the structure and nature of the observed object.

Art, made many achievements on the study design psychologist constantly on the human brain and visual physiological mechanisms reflect conducted. Reflects on many of our visual art of color, graphics, visual artist through spatial relationships are ruminating results. Use of visual thinking thinking design can effectively avoid the weaknesses of the human visual and cognitive, give full play to the initiative and creativity of the user awareness of the body, so pleasing design that is practical and effective. This active visual perception and better able to put the information and content to be expressed in the form under design convey. So, if we understand the designer and user psychology and vision systems analysis, application in fragmented reading environment for mobile multimedia visual thinking adaptive interface design, better able to enhance the user interface with the help of the information in effectiveness and efficiency of visual search, the index reading, design more in line with the needs of users of mobile multimedia reading interface.

We know that visual thinking involves mobile multimedia interface design is more extensive, including the overall design and composition style interface design, graphic language, color factors, visual hierarchy design and interactive animation design five large content. In this article we focus on visual thinking about visual hierarchy in the content and design aspects of the interaction.

2.1 Visual hierarchy Mobile Multimedia Interface Design

Visual hierarchical relationship between mobile multimedia user interface design to the effective degree of visual search, visual design hierarchy requires the presence of the same level of hierarchy in a unified interface, and multi-level structure also appear in the same interface, it will interface appears "fuzzy network," fragmented reading environment produced by the "disorientation" often will enable users to search and read visual confusion and lost, reducing the usability of interactive products.

Long-Term accumulation of the habit of reading in different user environments, knowledge will constitute the formation of different visual ways of thinking: for rational thinking vision users, the ability to better regulation of thinking, in the fragmented mobile reading environment, can be easily carried on the level a combination of thinking. And most have not been trained in the rigorous logic crowd emotional thinking, emotional thinking is an important means of visual observation, they passed a similar shape, color similar to the label on the screen prompts multi-level structure of visual classification. In mobile fragmented reading environment, due to the influence of time and space debris environment, our interface design is basically the use of human brain emotional thinking rational thinking to guide the generation of visual thinking, which led us to the next fragmented reading environment interface Research on visual level design.

When we conduct a visual level interface design, the user operates the hypothetical ideas to structured, visual memory task for the user to do the analysis, visual memory-oriented application level combined with visual cues to speed up the user memory by simply guidance from low reached an advanced level of operation operation. Under fragmented reading environment, the human visual memory may be disturbed nonlinear reading habits and the environment, therefore, in the multimedia user interface

design to meet the application-level task analysis and visual thinking visual hints it is critical, such as task with the same series icons or the same color of color-coded to simplify the user's memory burden.

2.2 the role of visual thinking in interface design interactive experience design

In the face of interactive mobile multimedia interface, the human brain can be established through visual thinking image to a certain extent, it can help users visually organize and guide the visual task, increasing the visual attention Classification and diversity make human instinct cognitive cues in the visual graphic language will handle direct and fast switching in the user subconscious case, the user's own interactive visual guide to complete the task, greatly reducing the time to think, effectively reduce the user's cognitive load.

In order to better reflect the performance of user interaction, our designers throughout the design process user interaction experience will introduce visual thinking analysis model to guide the design specification. The entire design process, a series of visual hierarchy induction, from the viewpoint of interface design process in all aspects of the user's own system for visual visual thinking cognitive effects of the entire product. Designers need not only for the human visual system have a certain understanding, but also need to target user's visual perception of the strengths and weaknesses are analyzed and summarized, combined with the design of cognitive psychology has evolved a set of items for the current interactive user experience design visual specification.

2.3 Visual novelty

Humans have curiosity, the use of visual search actively seek novelty is a basic human ability. Modern mobile multimedia interface design often takes advantage of the human instinct to draw attention to further trigger a user searches of cognitive activity. Interface designs we can to new forms and rich colors captures the user's memory points, so that the user's visual memory without any visual cues of the case, based on the operation of the unconscious. In a real application program interface, the user will have to compare different courses of action, novel visual sensory experience for the user, it will lead to even more simple and straightforward operation, and let the user memories.

3. Conclusion

Using visual thinking oriented mobile multimedia interface designed to help reading application practicality and ease of use value in today's fragmented reading environment, and better adapt to changing user cognitive psychology, reading psychology, thereby enhancing the user's efficiency and design a rich and diverse media program.

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