Abstract

Menus are vital part of the user interface in computer software and webpage. The effectiveness and preferences towards various oriented menus were investigated. The study included two experiments. In first experiment, 32 subjects participated in an object-recognition and a website task, both including Chinese menus. In the second one, 20 participants did the object recognition task with English menus. Results showed horizontal menus with horizontal characters were relatively effective and preferable in the object recognition task in both Chinese and English. However, vertical menus with horizontal characters were comparatively preferable in the website task. The different patterns of results in the two tasks might be due to the different nature of the tasks. Ecological validity of the tasks was discussed.