ACTIVITY 1: WEB USABILITY EVALUATION

Part 1: Selecting a website

Choose a website of your choice (it can be a news site, online store, blog, etc.).

https://slothbytes.beehiiv.com/

Part 2: Usability analysis:

Evaluate the selected website using the following criteria:

Web design:

• Is the layout clean and organized?

Yes, the website is well-organized, making it easy to see what you want to do and where you want to go.

• Are appropriate colors and fonts used?

Yes, the font colors contrast well against the white/beige background.

• Do images and other visual elements complement the information?

Yes, it complements the website's context by providing both information and entertainment.

Web content:

• Is the information clear, direct and relevant?

Yes, the information provided by the website is clear, precise, and straight to the point. What I mean is that they don't mix or confuse the information given.

• Is the content easy to read and scan?

Yes, it's simple enough to scan and understand, yet complex enough to make sense. It's also divided in a way that you won't get lost while reading through it.

• Does it include images, videos or supporting multimedia elements?

Yes, it includes images and videos depending on the information provided by the website. As I mentioned before, it complements the content with both information and entertainment to keep the user engaged and prevent boredom.

Navigation:

• Is the menu accessible and allows you to move around the site easily?

No, this website specifically doesn't have any menus to navigate through different parts because it's more of a blog-style website. This means it primarily features articles with no other pages to browse.

• Are the links well identified and working correctly?

Yes, the links work properly and are well-identified. You can clearly see which ones are internal links to the website and which ones lead you outside the website.

• Is the site structure intuitive?

Yes, the structure is intuitive and simple to use. You could say it's a user-friendly website.

Adaptability:

• Is the site mobile friendly?

Yes, the website works perfectly on mobile devices; it is responsive.

• Does it charge quickly?

Yes, it reloads quickly and has no lag.

• Do you have accessibility barriers for users with disabilities?

Yes and no. Yes, because there are some positive aspects, such as having clear headers and simple navigation with easy-to-click buttons. On the other hand, it's a no because most of the images don't have alt text, and they use videos without subtitles or transcripts.

Interaction:

• Are the interactive elements (buttons, forms, links) easy to use?

Yes, as I mentioned before, the interactive elements are easy to use and clearly visible.

• Is Steve Krug's "Don't make me think" theory respected?

Yes, the website is simple, requiring minimal effort to find and understand things.

• Does the site minimize errors and facilitate recovery?

No, it doesn't. When you enter an incorrect email while logging in or subscribing, it doesn't notify you that it's wrong, nor does it provide any error message.

Part 3: Written reflection:

• Write a one-page report describing your evaluation of the website.

• Mention strengths and areas for improvement according to the usability principles learned.

• Suggest three changes or improvements that could optimize the user experience on that site.

Website Usability Evaluation Report

Strengths and Areas for Improvement

The website evaluated demonstrates a well-organized and structured layout, making it easy for users to navigate and understand its purpose. The design employs appropriate color contrast, using white and beige backgrounds that complement the text and enhance readability. Additionally, images and other visual elements effectively support the provided information, serving both informative and entertainment purposes.

The content is clear, direct, and well-organized, ensuring that users can quickly scan and comprehend the presented information. The use of multimedia elements such as images and videos further enriches the user experience, preventing boredom and maintaining engagement. However, the absence of alternative text for images and subtitles for videos poses accessibility challenges for users with disabilities.

Regarding navigation, the website lacks a traditional menu, as it follows a blog-style format. While this structure is intuitive and user-friendly, it may limit users who prefer a more conventional navigational experience. The links are well-identified and function correctly, ensuring a seamless browsing experience. The site is also highly responsive, performing well on mobile devices with fast loading times and no noticeable lag.

Interaction elements such as buttons, forms, and links are easy to use and follow Steve Krug's "Don't Make Me Think" principle, requiring minimal cognitive effort from users. However, one major usability flaw is the lack of error handling, particularly in login and subscription forms. Users receive no feedback when entering incorrect information, which can lead to confusion and frustration.

Suggested Improvements

1. **Improve Accessibility Features** – To enhance usability for individuals with disabilities, the website should include alt text for images and subtitles or transcripts for videos. This change will make content more inclusive and accessible to a broader audience.
2. **Enhance Navigation** – Implementing a simple menu or category system could help users navigate through different sections of the website more efficiently, even if it remains in a blog format.

3. **Improve Error Handling** – Providing real-time validation and error messages in forms will ensure that users receive immediate feedback when entering incorrect information, improving usability and preventing potential frustration.

By implementing these improvements, the website can optimize its user experience, making it more accessible, navigable, and interactive for all users.

Part 4: Comparison with Bruce Tognazzini's principles:

• Analyze whether the selected website complies with these principles.

• Identify at least three principles applied correctly and three that could be improved.

• Explain how implementing these principles could improve the usability of the website.

Compliance with Tognazzini's Principles

The selected website follows some of Bruce Tognazzini's usability principles, but there are areas that need improvement. Below is an analysis of three principles that are applied correctly and three that require enhancements.

Principles Applied Correctly:

1. **Consistency** – The website maintains a uniform design in terms of colors, fonts, and layout, which helps users quickly recognize patterns and understand navigation.
2. **Visibility of System Status** – The site loads quickly and responds well to user actions, providing a smooth and intuitive experience.
3. **Recognition Rather Than Recall** – Links and buttons are clearly labeled, reducing the need for users to remember how to navigate the site.

Principles That Need Improvement:

1. **Error Prevention and Recovery** – The site does not provide feedback when users enter incorrect information in forms, making it difficult to understand what went wrong.
2. **Accessibility** – The lack of alt text for images and subtitles for videos limits accessibility for users with disabilities.
3. **User Control and Freedom** – The absence of a navigation menu restricts users' ability to move freely between different sections of the website.

By addressing these areas, the website can achieve a more user-friendly design, improving both accessibility and overall user satisfaction.