

COMP3511 Assignment 1

Abanob Tawfik

A critique of Planet Ark

Choice of Interface and Purpose of Interface

The interface chosen for this report was the Planet Ark website. The purpose of this website is to educate users on the Planet Ark foundation and encourage users to live a sustainable lifestyle.

Planet Ark is a non-profit organisation that aims to “promote sustainable resource usage, encourage a low carbon lifestyle and connect people with nature” (Planet Ark, 2018). The website contains articles, news, and information regarding the organisation’s projects and campaigns in order to encourage its users to join their cause. The Planet Ark website also aims to inform its users on partnered businesses and endorsed products that promote an environmentally friendly régime. Planet Ark implores its users to sign up to their newsletter that contains different news pieces designed to inspire people to live a greener lifestyle, and encourages users to donate to the organisation, to help expand and improve the current outlooks.

Users

The target audience for the Planet Ark website include; financial supporters of the foundation’s campaigns; businesses that wish to collaborate with Planet Ark; individuals seeking to work with Planet Ark; people interested in living a more sustainable lifestyle; and schools. These users are drawn in by the motives of the foundation. The interface is designed to capture a general population that will be interested in a greener lifestyle.

Tasks

Each user listed above have differing goals. Supporters of the foundation have the goal of financially supporting Planet Ark by contributing a donation. This can be done through the donate button on the menu bar. Businesses have the goal of getting their products endorsed by Planet Ark. This can be accomplished through the “working with businesses” section of the website. Individuals interested in seeking employment from the organisation have the goal of working for Planet Ark. This is achieved from the “work for Planet Ark” section. People that are interested in living a more sustainable lifestyle have the goal of educating themselves on recycling and environmentally friendly products. This can be done by signing up to the foundation’s newsletter. Schools have the goal of providing a greener environment for their students. Schools can reach this goal through the “at school” section.

Walkthrough

The first walkthrough for this report was on the newsletter to support users attempting to live a greener lifestyle. First the user would click the signup button at the right side of the menu bar. The user would then enter their details and choose categories that they are interested in, and then click subscribe. The user then receives a confirmation that they are now subscribed to the newsletter.

The second walkthrough for this report was on users interested in financially supporting the Planet Ark foundation by making donations. First the user would click on the donate button on the right side of the menu bar next to the signup button. The user would then click on the “donate now” button further down the page, which will redirect them to a payment page for a customisable donation. These two walkthroughs were chosen as the buttons to perform the tasks stand out on the menu bar in comparison to the standard formatting. The two tasks chosen were also part of the main purpose of the Planet Ark website.

References

Planet Ark Environmental Foundation, 2018, Who we are, [ONLINE] Available from:
<https://planetark.org/> [Accessed 01 August 2018].

Appendix

Issues Table

Table 1.
Issues Table for Planet Ark website

<i>Reference</i>	<i>Issue Description</i>	<i>Principle</i>	<i>Screenshot location</i>	<i>Type</i>	<i>Severity</i>
1	Buttons on the globe shake and highlight when hovered on indicating a button to be pressed.	Design Principles Affordance	1A	Positive	N/A
2	The same menu bar and footer on each page.	Design Principles Consistency	1B	Positive	N/A
3	Under the about tab in "2017 Annual Review" page redirected has no menu bar and no redirection back to the main website.	Design Principles Consistency and Error Prevention	1C	Negative	2
4	The signup and donate button are large and coloured. The menu bar buttons are also coloured.	Design Principles Visibility	1D	Positive	N/A
5	The donation form has no logical constraints on options to make sure the details input is valid; allows invalid information to be processed.	Design Principles Constraints	1E	negative	4
6	There is a confirmation page after signing up to the news letter to inform user their form was processed.	Design Principles and Heuristics Feedback	1F	Positive	N/A
7	The mapping of the buttons are evenly spaced, with the correct position for home page button and signup.	Design Principles Mapping	1D	Positive	N/A
8	The globe with icons plays an animation and the website dynamically changes when clicked on.	User Experience Goal Fun	1A	Positive	N/A
9	The website contains articles that can help users understand how to live a more sustainable lifestyle.	User Experience Goal Helpful	N/A	Positive	N/A
10	From using the website, users learn the fundamentals of a greener lifestyle. It is a learning experience.	User Experience Goal Rewarding	N/A	Positive	N/A
11	The interface is user friendly, provides information in accessible and intuitive way.	Usability Goal Effectiveness	1A, 1B, 1D, 1F, 1D	Positive	N/A
12	Donate feature requires you to go through an extra page before inserting details.	Usability Goal Efficiency	2A	Negative	2

13	The icons used and the terminology used is put in general terms, and navigation is made simple with obvious headings.	Usability goal Learnability and Memorability	1A, 1B	Positive	N/A
14	There is no FAQ section or help section for the website. The only option is contact through forms.	Heuristics Help and Documentation	N/A	Negative	3
14	The images used on icons and buttons match the real-world representation, e.g. rubbish bin for recycling.	Heuristics Match between the system and real world	1A	Positive	N/A
15	The same menu bar on each page allows users to return to a place of familiarity, the home page.	Heuristics User control and freedom	1B	Positive	N/A
16	Entering an invalid email in the signup will result in a error message preventing sign up.	Heuristics Error prevention	3A	Positive	N/A
17	The website uses memorable icons and buttons to help users see from what is available rather than recall.	Heuristics Recognition rather than recall	1A,1C,1D	Positive	N/A
18	On the side the extra social media news ends up taking away from the minimalistic design on the rest of the page.	Heuristics Minimalistic design and Aesthetic	3B	Negative	1

Screenshots

1A



Figure 1 the globe on the home page with the buttons highlighted

1B

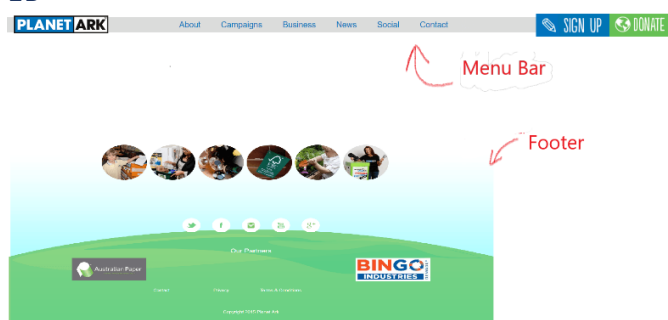


Figure 2 the menu bar and footer of the page consistent through the website

1C



Figure 3 the redirection to the 2017 annual report through the website

1D



Figure 4 the menu bar on all pages with the buttons highlighted

1E

ewqr ✓

Last Name
ewr ✓

Email
123@123.com ✓

Phone Number
123123123 ✓ ← no check for valid phone number with country

Country
Antigua And Barbuda ✓ ← country chosen does not effect other fields

Address 1 Search
Second Avenue ✓

Address 2 (Optional)
✓

City
dd ✓ ← no validity checking to restrain user from fake cities

State
Saint George ✓

Postcode
dd ✓ ← no check for valid post code with area

Figure 5 Attempting to make an invalid donaiton with invalid details

2A



Figure 6 redirection when clicking on the donate button

2B

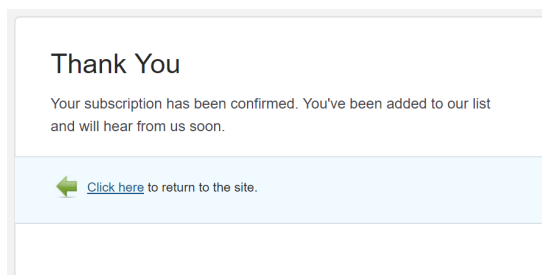


Figure 7 Confirmation after signing up to the newsletter

3A

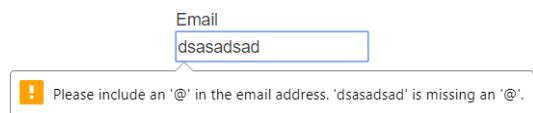


Figure 8 attempting to add an invalid email address for signup

3B

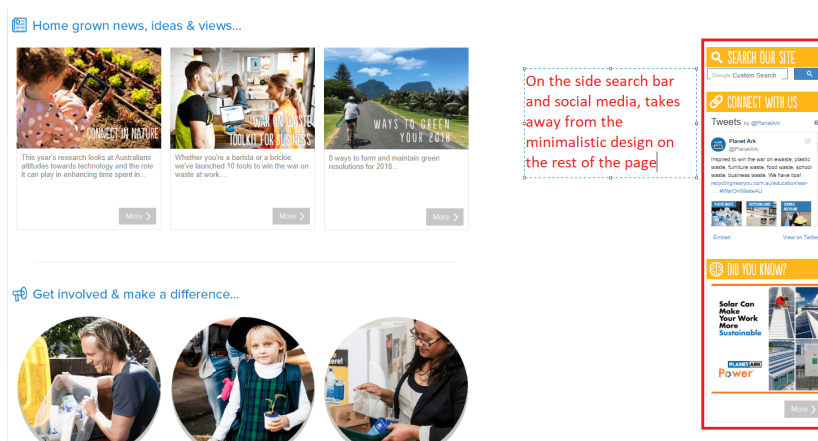


Figure 9 extra information clustered on side taking away from minimalist design