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Level 1 Digital Technologies CAT, 2018

91886.6 Demonstrate understanding of human computer interaction

Credits: Three

INSTRUCTIONS

Write your identification information in the header

schoolcode-yourNSN-91886.pdf

Choose *one* of the Human Computer Interface videos below:

1. **Airbnb**
2. **Netflix**
3. **Metlink**

Watch enough of your chosen video to be able to answer the questions.
You can stop and restart the video using the || (stop) and > (play) buttons.

Use the information from your chosen interface to answer the questions to produce a short report. You must write about the option you have chosen. You may compare this information to additional information and examples from your course.

You cannot use information from the Internet. You cannot position links in your answer. You may use the snipping tool to add small images from the video to support your answers.

Your answer may be sampled to compare your answer with answers from other candidates.

You should aim to write between 600 and 1000 words. You can expand (or reduce) the text boxes as needed.

Before saving, **delete the videos**.

Save your work as a **pdf** with the file name: schoolcode-yourNSN-91886.pdf in the header.

Your teacher will tell you where to save this file.

Achievement

04

Write a report that demonstrates a comprehensive understanding of Human Computer Interaction.

- Describe the role of your chosen interface
- Identify *four* examples from your chosen interface and show how the examples illustrate Usability Heuristics
- Evaluate your chosen interface using Usability Heuristics.
- Compare and contrast your chosen interface with a different interface below or another interface you have studied. You might consider similar functions within the interfaces, e.g. setting up an account, search functions etc.
- Use your comparison to suggest possible improvements to your chosen interface.

Start your Report here

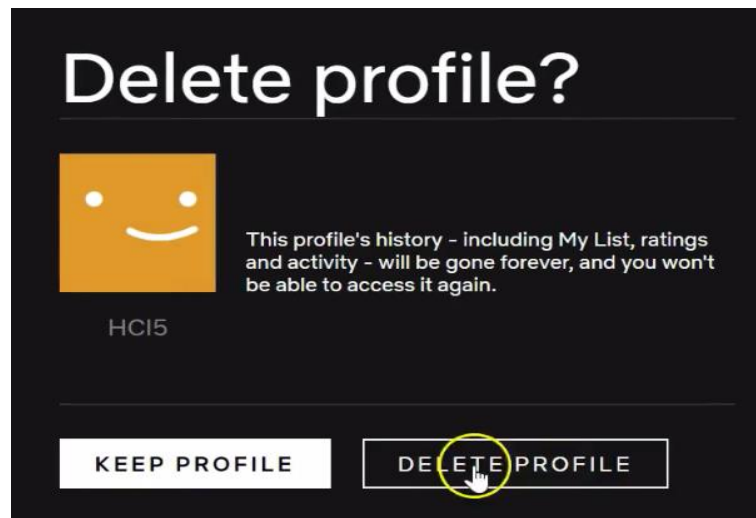
Interface Name: Netflix

1. Describe the role of your chosen interface.

Netflix is a popular app that streams the available movies and/or TV shows directly to you. It is available for a monthly subscription after a 1 month free trial. There are three different subscription plans; basic, standard and ultra. With each of these offering a slightly different service, some better than the others, but also more expensive.

2. Identify *four* examples from your chosen interface and show how these examples illustrate Usability Heuristics.

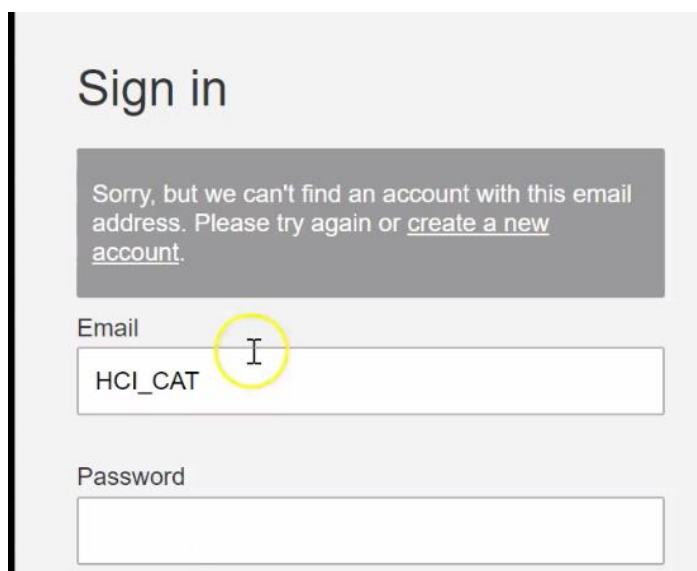
1-2. Netflix: Deleting Profile – Error Prevention & User Control and Freedom



This example from Netflix shows how the application uses the **Error Prevention** heuristic. It does this by explaining to the user exactly what will happen if they decide to delete the profile. This is so that the user does not accidentally err and lose all their “My List, ratings and activity”

This clip from Netflix also exhibits the **User Control and Freedom** heuristic. It does this by clearly showing the “Exit” which in this case is the “Keep Profile button” which can be seen in the clip above. This button is easily accessible and can be clearly seen in any case that the user “accidentally” finds themselves in this situation.

3. Netflix: Invalid Email Address – Help user recognize, diagnose and recover from errors.



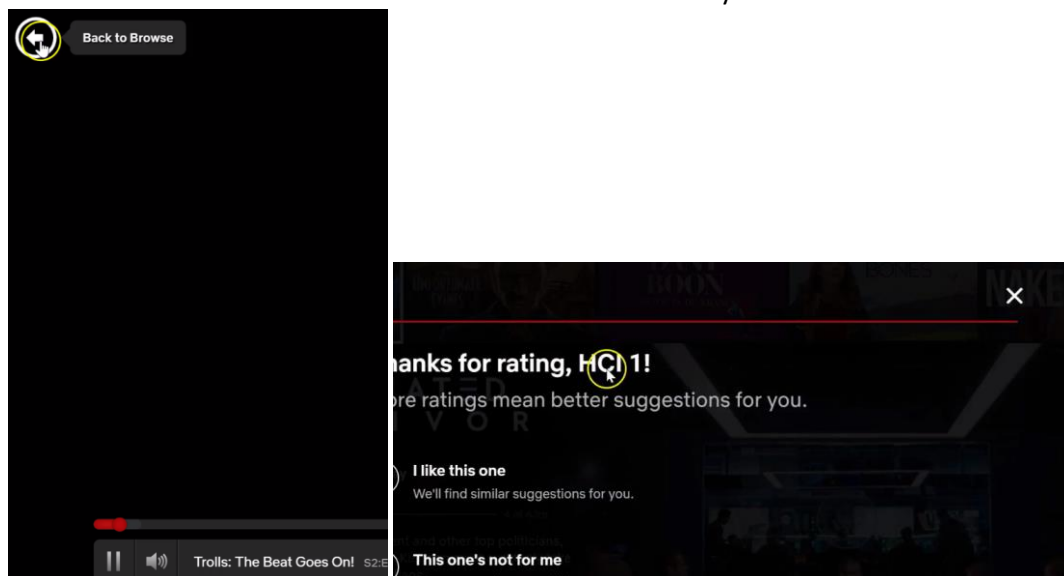
Another example from Netflix shows how the popular streaming app uses the heuristic **Help Users Recognize, Diagnose and Recover from Errors**. This heuristic is shown by how the system clearly states that the email is invalid (issue), and constructively suggests that the user should either “try again” or “create a new account” (solution.)

4. Netflix – Aesthetic and Minimalist Design

Netflix shows the heuristic **Aesthetic and Minimalist Design**, by limiting any unneeded information on the app. The information present is relevant to what the app offers. This is so the user does not get confused and have a hard time finding the information that they wanted to get.

3. Evaluate your chosen interface using Usability Heuristics.

Netflix uses the heuristic **User Control and Freedom** in many instances such as:



This heuristic is shown in each instance because there is a clearly marked exit, this is in any case the user found themselves in these situations on accident.

Netflix also shows the heuristic Aesthetic and Minimalist Design. This is shown throughout the whole app by the fact that only information that is relevant to the service is available. If any irrelevant information was present, this could cause confusion and possibly cause the user to leave. This would be because the user could not find the information that they arrived there to find.

4. Compare and contrast your chosen interface with a different interface above or another interface you have studied. You might consider similar functions within the interfaces, e.g. setting up an account, search functions, etc.

Netflix Signup Page vs Airbnb Signup page:

Netflix and Airbnb both require the user to sign up to the application before it can be used. However Netflix, unlike Airbnb does not require an email confirmation. Email confirmations are important to make sure the user is using a legitimate email and one that they can access. This is so that the user does not; use a fake email account or an email that is not theirs.

5. Use your comparison to suggest possible improvements to your chosen interface.

Netflix could improve the security of their app by adding an email confirmation to their sign up process. This would need to be completed before the user can access any of the content that is available in the app. This is so that the app would be more secure, and could guard against users that might try to use fake emails and/or emails that they do not own.

When you have finished, **delete** the three videos and save your work using the file format below.

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Your teacher will tell you where to save your work.

Subject	Digital Technology	Standard	91886	Total score	04
Q	Grade score	Annotation			
1		The candidate has made some effort to describe the role of Netflix in that it is a media-streaming service. They have also mentioned the various subscriptions available.			
2		The candidate has clearly identified and described four examples from their chosen interface. They have shown how the examples illustrate usability heuristics, error prevention, user control and freedom, help users recognise, diagnose and recovery from errors, and aesthetics and minimalist design.			
3		The candidate has attempted the evaluate section. They provided more examples but did not evaluate. Question 1 has simply been rehashed. For Merit, the candidate needs to demonstrate an in-depth understanding of Human-Computer Interaction. This would involve evaluating more than four of the 10 heuristics. To evaluate, the candidate would need to discuss how and why the interface met or violated the heuristics using examples from their chosen interface. Using a scale (e.g. from 1–10) either to illustrate how well their chosen interface met the heuristic, or perhaps a severity rating for those heuristics that were violated along with an explanation.			
4		The candidate did not refer to any heuristics when comparing with another interface.			
5		The candidate did not refer to heuristics in their attempt to suggest improvements.			