

Week 1 - Bad design

Choose ONE item - maybe it's your mobile phone, or the door to your flat, it could be a confusing traffic sign or registration form – and, in the style of baddesigns.com – Write a short summary of the design problem of your chosen item. Suggest a solution.



By next week you should write up a short report (no more than **400** words) that includes:

- A description of the item and the design problem it exhibits
- A suggestion, or two, to overcome the design problem
- A photo of the item.

Kitchen Oven's Timer

Description

This is my kitchen's oven. To operate the oven there are 3 steps. First you have to select the temperature that you want your food to be cooked in, second you have to select the time you would like the oven to cook your food and stop the cooking procedure, and finally you select the final button to select how you would like to cook your food, grill or cook inside the oven.

Problem

One of the most frustrating problem I have encountered with this oven is its timer. I buy frozen food which has specific time it has to be cook in. You can see in the picture above that in the temperature section it has little dots in between specific temperatures, which allows me to dictate the right temperature from one big temperature jump to the next and there is no result of error there, however in the timer section there are no dots in between the minutes and I have to make a guess every time I set my food in the oven. In result this there have been many cases where my food has either been overcooked or undercooked and in both cases I always have to either eat the food over-cooked which tastes disgusting sometimes or else I have to cook the

food for another 2-3 minutes more and that is very time consuming and boring, this takes the anticipation and the taste of the food off of my mind and can make it very un-tasteful sometimes.

Design suggestion

Not a major change required, just a simple solution. Dots between the times (minutes) which helps me and the people who own the same oven dictate the right amount of time we want the oven to stop cooking and therefore the oven doesn't overcook or undercook the food. This will help the user of the oven because it will save time and if the food is cooked well on time then it is in no doubt the food is going to be cooked in the way it was supposed to and the user will be able to get the real taste of the food and give the user satisfaction.

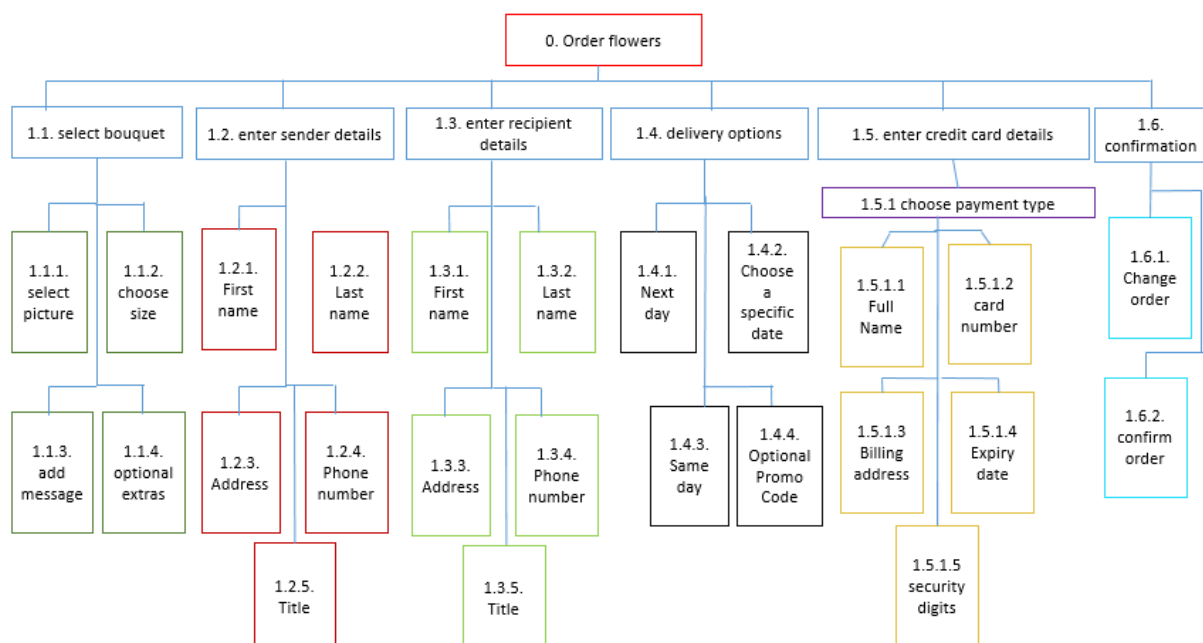
Week 7 – Task 1

This task will run for TWO WEEKS. This task should be conducted in Star quest sub-groups of pairs or threes (so you have someone to discuss it with).

Task conducted by Star Quest Group Members – Asis Rai, Jubad Miah & Alamin Miah

Task 1

Hierarchical task analysis of the steps that a customer would take to complete an online order for a bunch of flowers.



Plans:

To do 0: Do 1.1, 1.2, 1.3, 1.4, 1.5, 1.6 in any order

To do 1.1: Do 1.1.1, 1.1.2 1.1.3 & 1.1.4 in any order

To do 1.2: Do 1.2.1, 1.2.2, 1.2.3, 1.2.4 & 1.2.5 in any order

To do 1.3: Do 1.3.1, 1.3.2, 1.3.3, 1.3.4. & 1.3.5 in any order

To do 1.4: Do 1.4.1, 1.4.2 or 1.4.3, 1.4.4 in any order

To do 1.5: Do 1.5.1

To do 1.5.1: Do 1.5.1.1, 1.5.1.2, 1.5.1.3, 1.5.1.4, 1.5.1.4, 1.5.1.5 in any order

To do 1.6: Do 1.6.1, 1.6.2 do only those that apply

Evaluation

As a group of 3 we have produced a valid HTA diagram of the steps that a customer would take to complete an online order for a bunch of flowers. We developed this in a fairly graphical way where we had to use some piece papers and cut them into smaller pieces so that could write on it then move them about or stick them into place to develop a tree. I believed working with other group members were more beneficial to me than working as individually because It was not only me that helped to arrange/make the tree but we were throwing ideas constantly back and forth to each other and critically criticizing each other and evaluating if we thought our tree was not complete.

HTA defines number of stages for us to go through when analysing a design. For us to analyse our design we had to defined number of tasks/stages. First stage was defining the task title to help others understand the task properly. Second stage was to defining some preconditions for us to allow to document the assumptions that we make about that task then break the task into sub-tasks then look at those sub tasks to identify most critical or most complex ones will need further analysis. The order sub-tasks can be dependent, can be in order or can be done at the same time or can be done in steps.

I believe The HTA Analysis is of sufficient complexity for me to solve problems.

What if the senders address is the same as the recipients? It will not matter as the address is only required for the delivery of the flowers and if it is the same as address then the flower will be delivered in the given address.

Does it matter if you enter your credit card number before selecting the flowers? No, because before to get to the step of entering the credit card details, other tasks must be executed. Tasks 1.1, 1.2, 1.3 and 1.4 must be completed and executed.

Should asking users marketing questions (like 'how did you hear about us') occur before the customer clicks 'buy' or after? No, because I believe the customers have to use the website and the services before they can be asked these questions as they might skip or not be interested in giving genuine answers which would help improve the services/tasks. Marketing questions should be asked when they have received after they have successfully received their order and are happy with the services, this will motivate/persuade then to give genuine/reliable answers which will truly help services make better.

What if you change your mind about the type of flowers after you have entered all your address details? They will be able to go back with 'back button' and amend the type of flowers and when they proceed to the next screen (address details), their details entered from last time was saved and it will be displayed on the screen for them to review and proceed to the next task.

In conclusion, HTA is a tried and tested method of task analysis, it gave me a systematic way of going through that task, as an analyst see the tasks involved which helped me understand the tasks better and helped me improve. It also helped me by highlighting tasks that are more critical and those can be avoided for faster/efficient output. It also helped me gain additional skills such as working in a group and in a group exercise. This helped me to be more free of being wrong and free of errors as a group we were very critical of each other and it helped us think harder and think from analytical perspective which only got better as we worked for weeks together.

Week 8 - Part Two: Designing the Form

Task continued from Week 7 – Group members = Asis Rai, Jubad Miah & Alamin Miah

Using the visual design principles examined in the lecture, design a form (or set of linked forms) which attempt to turn your hierarchical task analysis of the ordering process into an easy to follow interface design – which you could verify as usable by trying it out on a test user.

IT IS IMPORTANT TO ANNOTATE YOUR FORM TO SHOW WHERE YOU USED CONTRAST, ALIGNMENT, SIMILARITY, PROXIMITY OR CLOSURE IN THE DESIGN.

Images, buttons, names and prices were placed closely together so that the user will be able to understand that they are related.

Every form has its own header so user is reminded that they are still at the same site.

Alignment was used to make sure that the images buttons and names were all placed correctly and were in line with each other. A clear visual flow can also be seen.













The buy button has been made to look similar so that the user knows that they are similar and will produce similar outputs once clicked.

The arrows at the bottom of the screen from here on out are placed in the exact same places so the user knows exactly where to go if they need to use them.


The sizes have been placed close to each other so the user is aware they are related. Images of the flower are placed closely so the user knows they are the same.

The extras element has been used as a drop down menu so the user knows that its optional and separate.

Flower Shop

 Chic Sensation Arrangement \$44.99 <input type="button" value="Buy"/>	 Chic Spring Arrangement \$29.99 <input type="button" value="Buy"/>	 Classic Spring Basket \$29.99 <input type="button" value="Buy"/>	 Fragrant Springtime Perfect Gift from \$28.99 <input type="button" value="Buy"/>
 Mixed Tulip Vase \$29.99 <input type="button" value="Buy"/>	 Pink Elegance Arrangement \$39.99 <input type="button" value="Buy"/>	 Pretty Pastels Hand-Tied from \$44.99 <input type="button" value="Buy"/>	 Scented Spring Perfect Gift from \$28.99 <input type="button" value="Buy"/>
 Spring Celebration Jug \$34.99 <input type="button" value="Buy"/>	 Spring Hand-Tied from \$29.99 <input type="button" value="Buy"/>	 Spring Primrose Planter \$22.99 <input type="button" value="Buy"/>	 Spring Rose and Chocolates Basket \$26.99 <input type="button" value="Buy"/>

Flower Shop

	Name of Flower	Price
	Description of Flowers	
<input type="button" value="2"/>	<input type="button" value="3"/>	Size: <input type="button" value="Small"/> <input type="button" value="Medium"/> <input type="button" value="Large"/>
Extras: <input type="button" value="Select Extras Here"/> <input type="button" value="v"/>		<input type="button" value="Optional Message with flowers"/>
<input type="button" value="Option 1"/> <input type="button" value="Option 2"/> <input type="button" value="Option 3"/>		
<input type="button" value="Back"/>	<input type="button" value="Buy"/>	

Closure has been used so that the user knows that these two things are different and are not linked. They are also placed in the same proximity so the user knows they are related.

Flower Shop

Your Details

Title

▼

First Name

Surname

House No.

Address

Post code

Phone number

Recipients Details

Title

▼

First Name

Surname

House No.

Address

Post code

Phone number

Back

Next

Buttons at the bottom are in the same place. Alignment has been used to show visual flow.

Closure has been used so that the user knows that the delivery is separate from, the price layout shown below, which changes when a different delivery option is chosen.

Flower Shop

Delivery Method:

Same Day

Next Day

Specific Day

Calendar appears only when specific date delivery option is chosen

Special instructions for delivery

List of all the items bought

Prices listed here

Discount code:

Grand Total:

£0.00

Back

Check out

The way the delivery method is shown is different to the basket so that the user knows that they are different and not completely related. This is a form on contrast.

Alignment has been used to line up text boxes and subheadings so that there is a clear visual flow.

Proximity is used to show some things being related such as billing information is grouped closely together.

Flower Shop

Payment method:

↓

Card Number

Expiration date and security code

Billing Information

First Name

Last Name

City

Billing address 1

Post Code

Billing address 2

Country

Phone number

You'll have a chance to review your order before its placed.

Back

Proceed

Buttons are again remaining in the exact same place so the user knows where to go to find them.

User is reminded that they can edit their order by reading disclaimer at the bottom in large font.

I separated card details from everything else by putting a box around it so that the user knows this element is not related to anything else on the form but the user can review it in case they might want to go back and change it.

Flower Shop

Card Details Here

Sender Details

Recipient Details

Date and time Items will arrive

Message with Flowers

Delivery Type and message for driver

Items in basket

Prices here with total

Total

Back

Complete

I aligned some of the elements in this form so that the user again can see the relationship between them and that they are linked. I used boxes as a closure to separate certain elements from others to show the relation difference.

Buttons in the same place so user doesn't get lost and knows where it is.

Evaluation

We used the help of HTA diagram that we created as a group in Week 7 to create the visual forms. The HTA diagram explained us where and when the tasks have to be processed and executed. This helped us to put the buttons/points into the pages which will executed and process the tasks.

When we created the visual forms we considered the use of contrast, alignment, similarity, proximity and closure in the design by annotating in our forms. The annotation would help each of us to understand and not forget where the principles are used and where it is used and therefore with the help of these principles the customers are attracted and not distracted.

We used annotated and described the principles in the forms. We used contrast to differentiate one form from another by making sure that we have used different fonts in forms. We made sure that we aligned components with the help of a grid to make sure that the alignment in the forms were not in the wrong places and this will help with the visual aspect and perspective of the customer/user. We used similarity to show components were linked with each other in the same form texts/text boxes/drop down menus and if they were linked their colours would match. Finally, we used closure as the components in respective forms were in close proximity to each other which would help the user/customer dictate that there is a link between those components.

To further evaluate our forms and to our hierarchical task analysis of the ordering process into an easy to follow interface design I decided to compare the forms with one of a professional florist site online. I used <http://www.eflorist.co.uk/> forms to compare with the forms we created as a group.

The first difference that I noticed when comparing the forms was in the home-page, I believe home-page is the most important page and the home page of the website was filled with persuasion techniques used by the website owner/creator. The website had very colourful with appropriate colours used such as Red, Green, Orange, yellow mainly to signify flower colours that are very popular in the website. The second technique was used with the use of happy people portraits alongside with the flowers which makes the customers believe that the people in the photos are all so happy with the flowers and services that they are featured in the home page. Last but not least, it made use of reviews when clicked on a specific type of flower, the reviews are right under-Neath the flower's picture which could be magnified and this gave the users/customers more flexibility to navigate the website.

In conclusion, I believe the forms we created was very attention to detail and we very similar to the website forms. I believe because we created our forms without looking at any website forms beforehand limited us in the beginning because we were short of ideas when we started, however with the help of the principles taught, learnt and implemented in the forms have helped us make the forms look very professional and authentic and by comparing our forms to a professional website forms we know that now we have gathered valuable skills because we did not look at any professional forms before-hand. I believe that because of all of this, the forms that we have created are of appropriate design and therefore 'USEABLE'.

Week – 9 USABILITY TEST ON Apple store

Conducted by: Asis Rai, Alamin Miah & Jubad Miah

<http://www.apple.com/uk/>

TASKS FOR USERS TO CARRY OUT:

- You are a great fan of apple products, iPhone in particular. You want to buy the latest iPhone model that is out at the moment to buy. Find it and add it to your basket. **(5 Clicks minimum)**
- Check if you can get it in 'Gold' colour. **(6 Clicks minimum)**
- Check if the store offers you a 15% discount with your UniDays account. **(3 Clicks minimum)**
- You realized that you already have an iPhone 6S added to the basket. Remove it from the cart. **(3 clicks minimum)**
- Find 3 accessories for iPhone 6s Plus. **(1 click minimum)**
- Subscribe to Apple offers and Discounts newsletter. **(3 clicks minimum)**
- Check if the store accepts 'PayPal' and 'PayPal credit' as a form of payment. **(7 clicks minimum)**
- You realised it is your sister's birthday tomorrow and you want it delivered tomorrow, check if next day delivery is available. **(4 clicks minimum)**
- Check if you can optional gift message to let your sister know how much you love her. **(3 clicks minimum)**
- You just realised your sister has been not such a great fan of apple products in the past even though you have been a crazy fan, therefore as a pre-caution check if you can return the product at no cost if your sister doesn't like your gift. **(1 click minimum)**

USABILITY PROBLEMS FOUND:

- The website contains a 'Magnifying Glass' symbol which allows you to search for anything that is not available in the home-page or in the navigation bar. The user did not know/could not find how to search for the iPhone 6s Plus as the user only could see iPhone 6 displayed in the Homepage.
- The user did not know how to activate her Unidays account and link it to the store which allows/takes off 15% off the final price and the required information is found on the Unidays website rather than in the Apple store website.
- The user added iPhone 6s to the bag/basket, however when she went to the homepage, she was not able to go back to the basket as she could not find the basket/bag option as the 'basket/bag' symbol in the website was too small/non visible almost.
- The option to buy accessories for her iPhone product is not in the main navigation bar and it is displayed on the bottom of the home page and therefore it took the user more time than anticipated to find and add the required accessories in the bag/basket.
- The user did not know how to add her Gift message to her sister and therefore the user went to 'chat now' option to chat with apple support and they told her how to navigate to Basket/Bag → Select 'bag' → 'Show Gift Options' → Add the message.
- The user didn't know that to subscribe to Apple offers they would have to register an Apple account.
- The user finds out 'PayPal' is allowed as an option to pay but the user got confused between 'PayPal' and 'PayPal credit', therefore the user did not know how to buy in instalments and opted to buy all at once. The user also did not know that she had to apply for PayPal credit and give out her personal information to PayPal for credit check and then PayPal would give her calculated credit based on the credit check. The user was not interested at all to read/know this information and therefore she opted to pay all at once however for other users who may have small income might be more patience to know this information or else they cannot afford to pay all at once but in instalments.

REAL USER COMMENTS:

USER 1 (Rakesh, Age 82)

The user finds the site quite confusing because of the navigation bars, and lack of information showing within the screen itself. However, the user found that the search bar was complicated as you will have to click on the search symbol then do the searching, user found the font size way too small which does not help due to bad eye sight. In general, the site is easy to use as long as you know what you want to get. The user tends to lose focus reading unnecessary information this was a lot of time being wasted and unnecessary clicking just to complete a single simple task. After the user said “there was too much information on the website”. This suggests that the website targeted for the younger generation who are educated and have knowledge to navigate through the website.

USER 2 (Mohammed Khurum, Age 19)

This user seemed younger and educated than the other users, user found the website simple and easy to use. This user didn't need the navigations as he went straight onto the search bar to search for the desired product. However, the user thought that the website was not suitable for him as the website was unorthodox and did not look traditional. He thought the website seemed like he had to do everything backwards compared to him using other websites but he also thought this was also good for Apple as it gave them a USP which the other websites didn't, however he also thought the website could have been more simple and more traditional which would have been easy to find the required products at once instead of step-by-step which was simple but also slowed the process.

USER 3 (Mohmade Nadeem Doctorwala, Age 25)

This user was more experienced than the other users, knows how to navigate through the website due being way too simple in a positive way. The user thought that it was easy to navigate to the product however to buy the product it was hard to see the 'buy' button which was only visible when the user had to scroll down and then the 'buy' button was visible on the top right hand side of the page. The user thought the website was easier to navigate than some other websites which are similar to apple store website because the user preferred step by step information rather than all information in a page which would've made things far too messy and complicated and take off the interest off customers. Overall the user found the website design and usability simple and efficient.

Evaluation

Usability testing is carrying out experiments to find out specific information about a design. Tests have their root in experimental psychology, which used to mean a reliance upon heavy-duty statistical analysis of data. Today, with more emphasis on the interpretation of the results rather than actual data-driven figures, you see less importance given to the hard numbers and more to the other things you find out during the test. For example, a lot of tests done today use the think-aloud protocol so we can listen to what users are thinking about the task.

To do this test overall process was simple; get some users and find out how they work with the product. Usually you observe individual users performing specific tasks with the product. You collect data on how they're doing - for example, how long they take to perform the task, or how many errors they make. Then analyse the data from all your experiments to look for trends.

We as a group conducted the test on 3 different users by giving them specific tasks to do on the Apple store website. We explained each tasks and they will carry it out with 'thinking-out-loud' procedure which we told them to shout the problems they experience using the site and one person from the group would write it down word-to-word spoken by the test user. We made sure that the users we tested were not friends/family or focus groups to get the most reliable and efficient date. We hoped to gain the following result from the test on the Apple store website: Effectiveness, Efficiency, Learnability and Satisfaction.

User 1 found the website quite confusing because of the navigation bars, and lack of information showing within the screen itself. However, the user found that the search bar was complicated as you will have to click on the search symbol then do the searching, user found the font size way too small which does not help due to bad eye sight. In general, the site is easy to use as long as you know what you want to get. The user tends to lose focus reading unnecessary information this was a lot of time being wasted and unnecessary clicking just to complete a single simple task. After the user said "there was too much information on the website". This suggests that the website targeted for the younger generation who are educated and have knowledge to navigate through the website. On average he took 8 clicks longer to achieve tasks.

User 2 seemed younger and educated than the other users, user found the website simple and easy to use. This user didn't need the navigations as he went straight onto the search bar to search for the desired product. However, the user thought that the website was not suitable for him as the website was unorthodox and did not look traditional. He thought the website seemed like he had to do everything backwards compared to him using other websites but he also thought this was also good for Apple as it gave them a USP which the other websites didn't, however he also thought the website could have been more simple and more traditional which would have been easy to find the required products at once instead of step-by-step which was simple but also slowed the process. On average took 2 clicks longer to complete tasks.

User 3 was more experienced than the other users, knows how to navigate through the website due being way too simple in a positive way. The user thought that it was easy to navigate to the product however to buy the product it was hard to see the 'buy' button which was only visible when the user had to scroll down and then the 'buy' button was visible on the top right hand side of the page. The user thought the website was easier to navigate than some other websites which are similar to apple store website because the user preferred step by step information rather than all information in a page which would've made things far too messy and complicated and take off the interest off customers. Overall the user found the website design and usability simple and efficient. The user made on average 4 clicks more to achieve tasks.

In conclusion, Apple store website is effective because the users were able to the specified. User 1 found the website bit difficult however he was able to complete the given tasks eventually. User 2 and 3 were younger than User 1 and therefore more involved/educated in computers and born in computer era and therefore were able to complete the tasks faster than user 1. Apple store website is efficient because users 2 and 3 were able to complete the tasks without getting bored and frustrated. User 1 found the website not to be efficient because of the information the website had on its product, whereas users 2 and 3 were not bothered/interested in reading the information but only looking to reach the goal which was to finish the specified tasks. Apple store website unfortunately not learnability because all 3 users made mistakes when doing the tasks. They had to keep clicking back and forth sometimes because they clicked the wrong components on the website because they could find the wrong component such as the 'Buy' button and therefore required them more clicks then it was supposed to. Finally, all user agreed that the website is a total satisfaction. They all said that the website was pleasant to look at with colourful images, slick designs that was not too colourful and very attention to detail, with the data that I have gathered I can conclude that Apple Store website passed 3 out of 4 measures which means that website needs slight improvement which is Learnability. The website is clearly targeted at younger generations are they are their main target market and they have made a compromise on the older generations. Although un-ethical, they are looking at this from a business perspective and focusing on share-holder approach.