# Assignment-6

Hick's law:

Definition:

Hick's Law states that the time required to make a decision increases with the number of available options. This law is particularly relevant when users are faced with multiple choices, such as in the design of menus or decision-based tasks. In the context of the Fanatics website, this principle applies to the issue of overwhelming choices in the "Shop Your Favourite League" section. Users are presented with an extensive array of options for different sports teams and products, potentially hindering decision-making and creating a need for better organization or filtering to aid users in navigating with ease.

The usability issue:

Usability problems on the Fanatics website arise from an abundance of choices in the "Shop Your Favourite League" section, violating Hick's Law, which states that the time required to make a decision increases with the number of available options. Users encounter an overwhelming array of product choices for different sports teams, hindering efficient decision-making and potentially leading to cognitive overload.
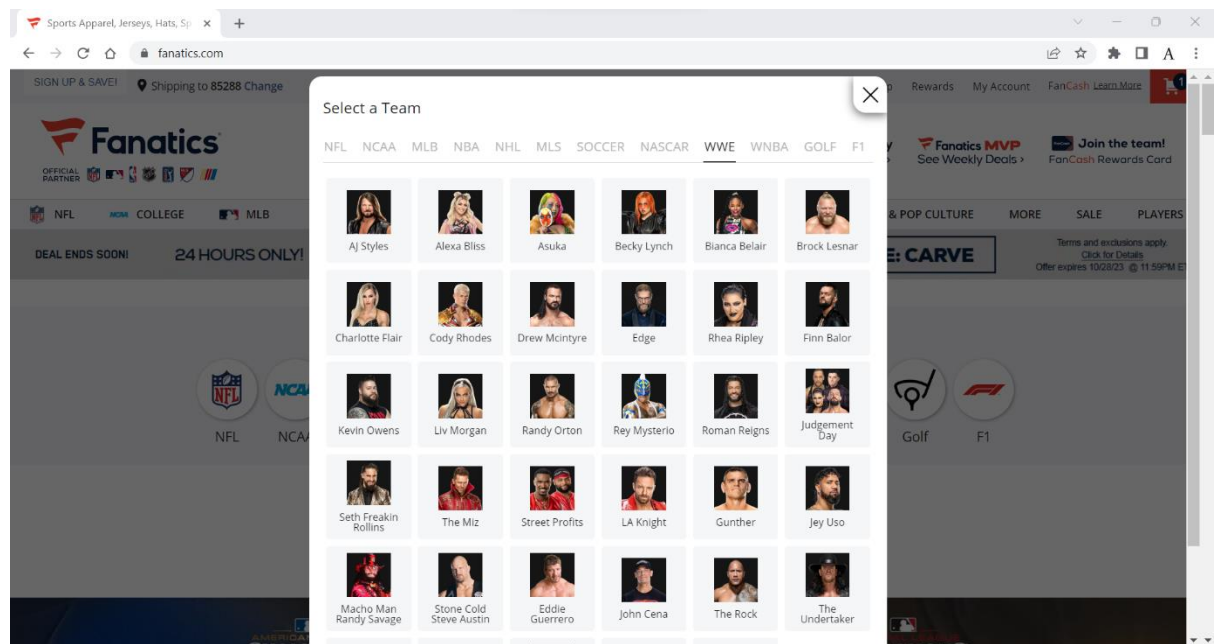
As you can see that there are multiple choices of selection for the user and the user has to go through each and every one of the choices to find his selection. This increases the decision making of the user which violates Hick's law. The lack of clear section dividers and an overload of information further exacerbate the usability issues, making it challenging for users to distinguish between different sections and access essential information.

Fix for the usability issue:

The redesigned website will implement better organization and filtering to reduce the overwhelming choices. The website will incorporate distinct section dividers and visual cues to clearly demarcate different sections, such as sport categories, product types, and policies Instead of displaying all options at once, users will be guided through a streamlined process where they first choose their favourite sport and team via a search bar, and then view relevant products. Since the users need to find only the team that they desire and they wouldn't care if there are other teams or not, replacing the array of teams with a simple search bar truly minimizes the design. This adheres to Hick's Law by simplifying the decision-making process, and it aligns with the principle of reducing cognitive load.

Affordance:

Definition:

Affordance in design means that objects and environments should visually suggest how they are used. When an object's appearance aligns with its intended function, it makes the design more efficient and user-friendly. Affordance means that elements on the screen should look like they can be interacted with in a way that aligns with their function. For example, clickable buttons should visually appear as though they can be pressed or clicked, and input fields should look like they can be filled in. This design principle ensures that users can easily understand how to interact with the interface, making it more user-friendly.

The usability issue:

The usability issue related to affordance on the Fanatics website is that the interactive elements, such as buttons and links, lack clear visual cues to indicate their interactive nature. This lack of visual feedback, such as hover effects or text labels under buttons, makes it difficult for users to differentiate which elements are clickable. Additionally, there are technical issues related to link functionality, where some image links do not work at all. Moreover, clicking on empty white space unintentionally opens new tabs, directing users to links based on their proximity rather than their clear intention.
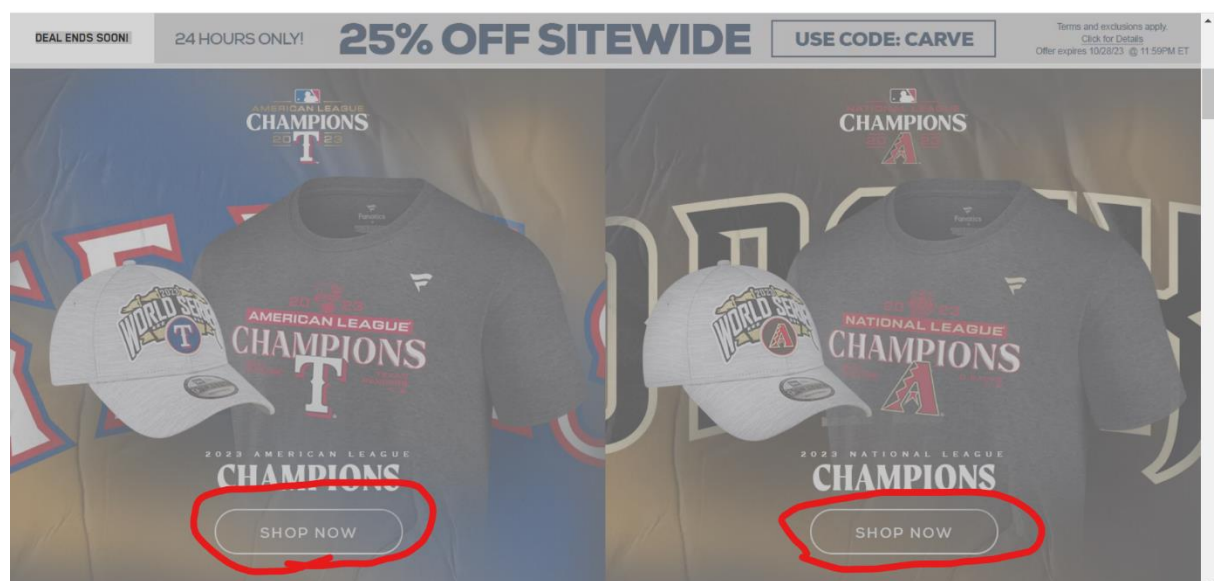
The above screenshot is a highlighted page screenshot to show that the buttons are not interactive and are a part of the image of the t-shirts. The same goes with all of the buttons that are visible in the fanatics website. They aren't interactive and as you can see that there is no distinction between the two sections. This makes it hard for the users to distinguish between the sections and might make an un-intentional/wrong click.

Fix for the Usability Issue related to Affordance:

To address the usability issue related to affordance on the Fanatics website, the redesigned interface will focus on improving the visual cues for interactive elements. Buttons and links will be designed with clear and consistent visual feedback, such as hover effects and text labels. This will help users easily identify which elements are clickable, enhancing the affordance of interactive elements. The issue of clicking on white space redirecting users to unintended links will be resolved by implementing precise click areas and ensuring that interactions occur only when users click on the intended elements.

Progressive Disclosure:

Definition:

Progressive Disclosure is a design strategy that involves revealing information or functionality gradually, based on user interactions and needs. It is employed to prevent information overload and to keep displays clean and uncluttered. In user interfaces, it involves showing only the most frequently required controls by default and making additional controls available on request, such as through a "More" button. This approach is particularly useful for managing complexity and reducing cognitive load, especially for novices or infrequent users. It enhances learning efficiency, minimizes errors, and reduces frustration.

The usability issue:

The usability issue on the homepage of the Fanatics website is characterized by overwhelming choices, confusing and non-intuitive navigation, and overly elaborate information. Users encounter a staggering array of options without clear visual cues, making it challenging to identify clickable elements. This results in a less intuitive and more confusing browsing experience. The abundance of choices can be overwhelming, potentially hindering decision-making and creating a need for better organization or filtering to help users navigate with ease.
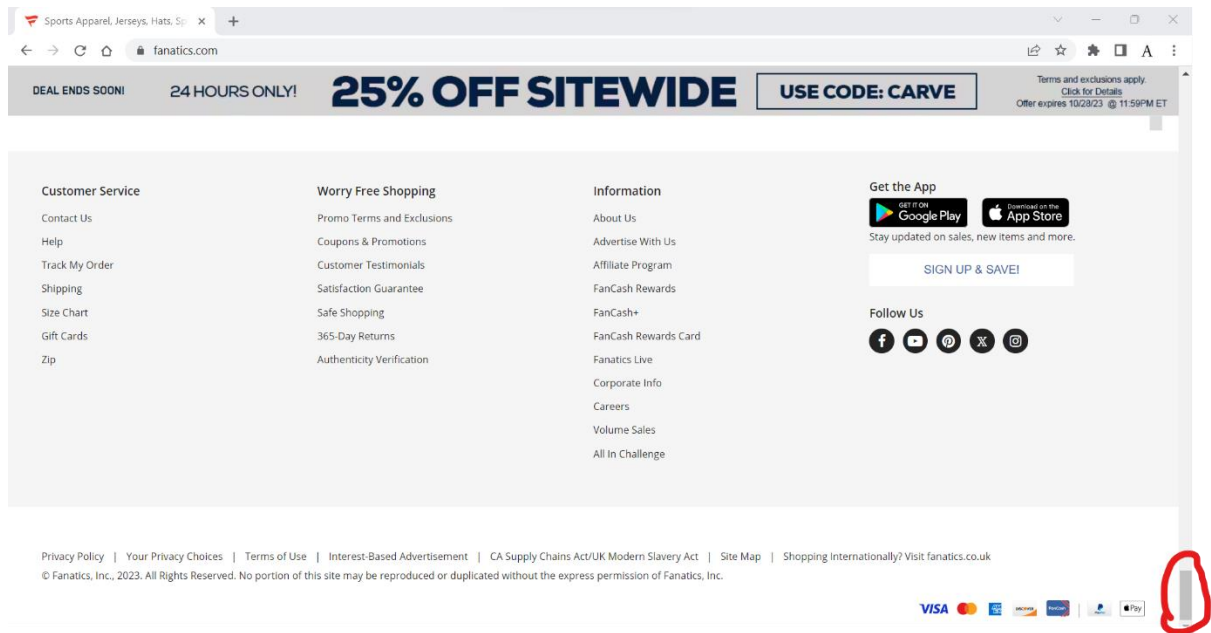
As you can see the size of the scroll bar that was highlighted, it shows that the homepage is too big and the user is overwhelmed with unnecessary deals and improper inclusion and sizing of the sections that are mentioned in the homepage. The inclusion of excessive information, such as detailed descriptions of the website's purpose and policies, can be counterproductive, leading to a cumbersome and less user-friendly browsing experience.

Fix for the Usability Issue:

To address the issue of the homepage being excessively long and overwhelming to scroll through, the fix involves optimizing the homepage size and content. The redesigned homepage will be streamlined to present only the most essential and relevant information to users upon their initial visit. This ensures that users are not inundated with unnecessary details and can quickly grasp the main offerings of the website. Additional information and sections will be made available through a well-organized menu or interactive elements, enabling users to explore further if they desire. This approach aligns with the design principle of "Progressive Disclosure," ensuring that complexity is managed efficiently, and users are not overwhelmed by a lengthy homepage. As a result, the user experience will be greatly improved, making it easier for visitors to find what they need without the need for excessive scrolling.