

Nature of User





The User



The user is the most important entity of the system

**Discover Infinite
Possibilities at TU
Dublin**

Find your ideal course...

SEARCH

TU Dublin

What kind of people use the TU Dublin website?

Youtube



YouTube



SIGN IN



Home



Trending



Subscriptions



Library



History

Sign in to like videos,
comment, and subscribe.



SIGN IN

BEST OF YOUTUBE



Music



Sports



Gaming



Movies



News



Live



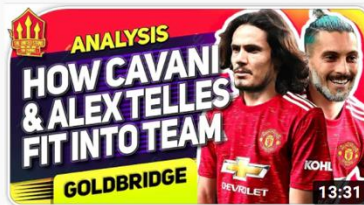
Fashion & Beauty



360° Video



Browse channels



How CAVANI & TELLES Will Line
Up For Man Utd! Man Utd News

The United Stand ✓
210K views • 9 hours ago



lofi hip hop radio - beats to
relax/study to

ChilledCow ✓
42K watching
LIVE NOW



Best Soft Rock Songs 70s 80s
90s | Air Supply, Bee Gees, Lob...

Music In The Past
314K views •
Streamed 2 weeks ago



Real MINIATURE Food and Tiny
Cooking You Can Eat

SSSniperWolf ✓
8.4M views • 5 months ago



I Went on a 900 IQ Rampage in
Among Us!

MrBeast Gaming ✓
11M views • 2 days ago



3 Hours of Deep Focus Music
for Studying - Ambient Study...

Quiet Quest - Study Music
369K views • 2 months ago



Inside Norway's \$47 Billion
Floating Highway

TheRichest ✓
2.7M views • 1 month ago



German Shepherd suddenly
realizes he is at the vet

xDBA3x
23M views • 6 years ago

Trending



R111 Recommen....xls

Online_Etiquett....pdf

InstallScreenR....dmg

jobspec_Fijowa....pdf

PD_Lab1.ipynb

Show all



Youtube

What kind of people use the Youtube website?

Everyday excellence

Sale ends today! Celebrate World Teachers' Day with courses from €11.99.



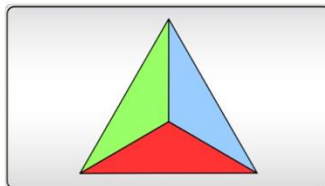
The world's largest selection of courses

Choose from 130,000 online video courses with new additions published every month

[Business](#) [Design](#) [Photography](#) [Development](#) [Marketing](#) [IT & Software](#) [Personal Development](#)



Business Analysis Modeling



Practical Project Management



An Entire MBA in 1



The Complete SQL Bootcamp



The Complete Financial Analyst



Udemy



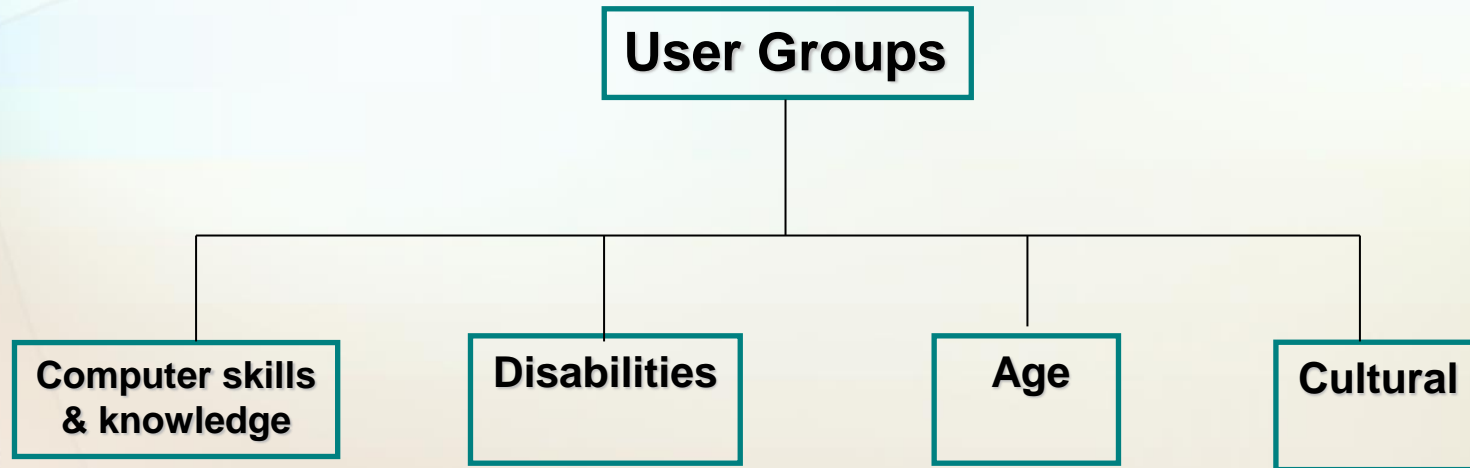
What kind of people use the Udemy website?

Nature of User

- **Many different categories of users, impossible to consider all**
- **Can you group users?**



Nature of User






Computer Skills & Knowledge

- **Nondiscretionary Users**







- computer is part of employment
 - time and effort in learning to use computer are willingly invested
 - high motivation is often used to overcome low usability characteristics
-
- **Flight reservations clerk, programmer etc.**




What system are you a non-discretionary user of?

 **brightspace**
TU DUBLIN


Web and User Interface Design CPMU4...

 **AC** Andrea Curley 

My Home Progress ▾ Content Assessment ▾ Module Tools ▾ Class Progress Library Help ▾



Web and User Interface Design CPMU4063: 2019-20




Week 1: Overview & Introduction to ...

1 of 3 Topics Completed

33%

[Continue](#)



Week 2: Page Layout & User Groups

0 of 3 Topics Completed

0%

[Continue](#)

Announcements ▾

There are no announcements to display.
[Create an announcement.](#)

Calendar ▾

Wednesday, 25 September 2019

Upcoming events ▾

There are no events to display.
[Create an event.](#)



Computer Skills & Knowledge

•Discretionary Users

- more self-directed, not told how to work
- it's the results, not the means that are more important
- utilisation of system not necessary
- will not invest extra effort to use the system
- does not show high motivation to use system
- is easily disenchanted



What system am I a discretionary user of?





Computer Skills & Knowledge

Impact on Design

Novice Users

System features should assist *recognition* memory - menus, prompts, help screens

Need restricted vocabularies, simple tasks, small number of possibilities and information feedback

View practice as an aid to moving up to expert status

Expert Users

Rely upon free recall

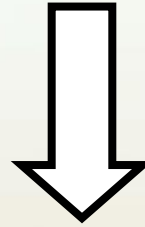
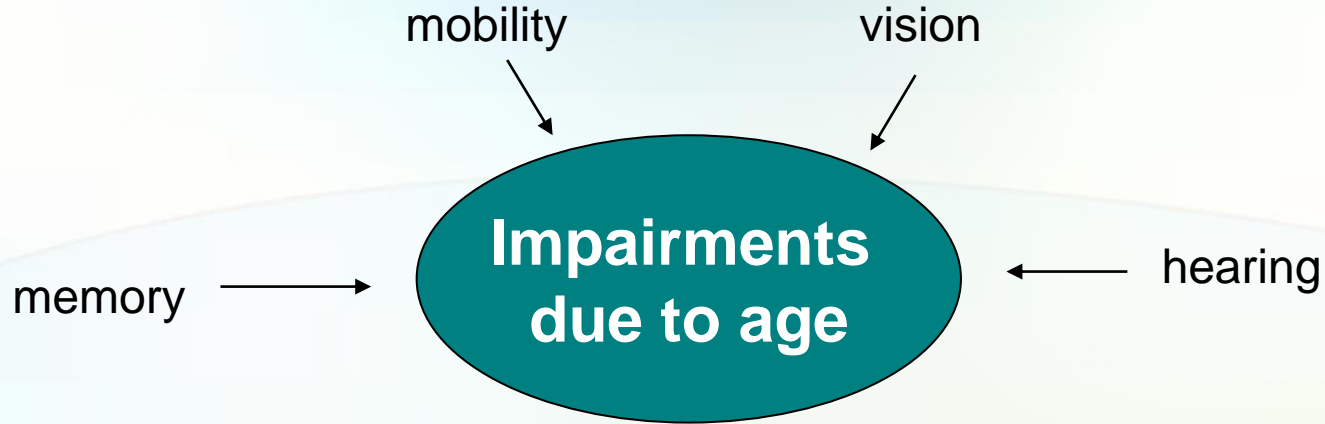
need less information feedback

Seek efficiency by bypassing novice memory aids, reducing keystrokes and summarising information



Age

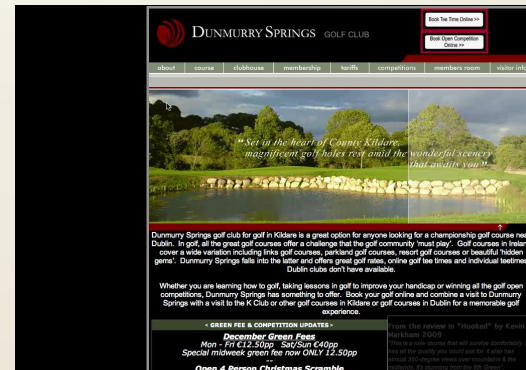
Ageing User



Loss of confidence
Difficulty in orientation
Absorption of information

Age: Ageing User

- Here are two websites used by a specific male 'ageing' user
 - Hermitage Golf Club
 - Dunmurry Golf Club





[Tee Times](#)

[The Course](#)

[Pro Shop](#)

[Society Golf](#)

[Junior Golf](#)

[Members Login](#)

[Contact Us](#)





DUNMURRY SPRINGS GOLF CLUB

[Book Tee Time Online >>](#)[Book Open Competition
Online >>](#)[about](#)[course](#)[clubhouse](#)[membership](#)[tariffs](#)[competitions](#)[members room](#)[visitor info](#)

Dunmurry Springs golf club for golf in Kildare is a great option for anyone looking for a championship golf course near Dublin. In golf, all the great golf courses offer a challenge that the golf community 'must play'. Golf courses in Ireland cover a wide variation including links golf courses, parkland golf courses, resort golf courses or beautiful 'hidden gems'. Dunmurry Springs falls into the latter and offers great golf rates, online golf tee times and individual teetimes Dublin clubs don't have available.

Whether you are learning how to golf, taking lessons in golf to improve your handicap or winning all the golf open competitions, Dunmurry Springs has something to offer. Book your golf online and combine a visit to Dunmurry Springs with a visit to the K Club or other golf courses in Kildare or golf courses in Dublin for a memorable golf experience.

< GREEN FEE & COMPETITION UPDATES >

December Green Fees

Mon - Fri €12.50pp Sat/Sun €40pp
Special midweek green fee now ONLY 12.50pp

--

Open 4 Person Christmas Scramble

From the review in "Hooked" by Kevin Markham 2009

"This is a new course that will survive comfortably. It has all the quality you could ask for. It also has almost 360-degree views over mountains & the midlands. It's stunning from the 6th Green".

Age: Ageing User

•How did the user view these 2 sites?

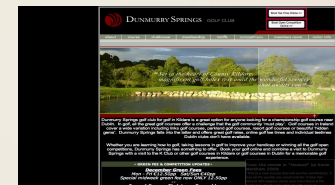
•Hermitage Golf Club

- Badly structured, different layouts
- Left sided menu not usable, could not see further into website without clicking, no drop down menu
- Lack of club house, bar and restaurant picture though big parts of club
- Information inaccurate



•Dunmurry Golf Club

- The opposite to all of the above!





Age

Ageing User Design Guidelines

- Simplify screen design
- Provide users with simple linear search spaces with few options
- Increase size of fonts and controls
- Reduce both windows management tasks and scrolling
- Ensure contrast between text and background
- Menus can introduce problems, toolbars may be an alternative



DRESS ROOMS

DRESS UP!

CLOSED

Redbone09

P171150641

P171150641

Sherine 40

Foguinho1448

Megan12345

P170905997

P142165462 Deanobeano03

P160789590 Laavelinna

Awesome19681388

P129428756 Villa285

Corender

Calmarops

Sparkley0508

P172634295

You have 4 friend requests!



CHANGE ROOMS

CLOSED

DRESS

P168731767

P172349290

P168731767

Beccalean3

Alyssa910115

Wowalex1234567890040

P1651001100000

P1052100110108

Millburn125

Jojobear171104235

P172636823

Mikail8100

P172664044

P170282182

Fifog

Marvo3000

Francelle17

Hello

P172664036

P172066733

P172612385

P168731767

Brenno147

Celeste77552

Touhou

Millburn125

Jojobear171104235

P172636823

P172664044

P172664044

P172664044

P172664044

P172664044



Age

Young User

- **Active learners drawing on physical and social experiences**
- **Learn by doing**
- **Require something that they can see, touch and hear**
- **Prior to the age of 8, children rely on visual and auditory perception for knowledge**
- **Learning is through first hand experience**



Age

Young User Design Guidelines

- **Activities are open-ended and discovery-oriented**
- **Interaction encourages child-initiated play**
- **Involve active manipulation and transformation of real materials**
- **Entry-level knowledge and skill is kept to a minimum**
- **Provision is made for children's varied skill and ability levels**
- **Construction activities that involve design, creation and evaluation processes form the basis of interactions**



Young User





Young User





Disabilities

- **Designers must plan early to accommodate users with disabilities**
- **Needs are more critical**
- **Disabled users can be categorised as follows:**
 - **Physically disabled users**
 - **Cognitively disabled users**



Disabilities

Physically Disabled

Impairments can include lack of mobility, low vision, blind and hearing



Disabilities

Physically Disabled (cont.) Design Guidelines (Jakob Nielsen)

- **Provide keyboard access to application features**
- **Follow key-mapping guidelines or the local environment**
- **Avoid placing frequently used functions deep in a menu structure**
- **Do not hard-code colours, graphics, or font sizes and styles**
- **Provide visual information that is redundant with audible information**
- **Allow users to configure frequency and volume of audible cues**



Disabilities

Cognitively Disabled

- Examples of cognitive impairments would be learning disabilities, dyslexia and poor memory



- Changes can be made to accommodate these users by improving layouts, controlling vocabulary, and limiting short-term memory demand



Disabilities

Cognitively Disabled

- **Social inclusion is most important**
- **Access to information is critical to social inclusion and increasingly reliant on technology**
- **Some research shows that these users have the same problems with web-sites as other users but with greater severity**
- **Access to textual information is difficult**



Assistive Technologies

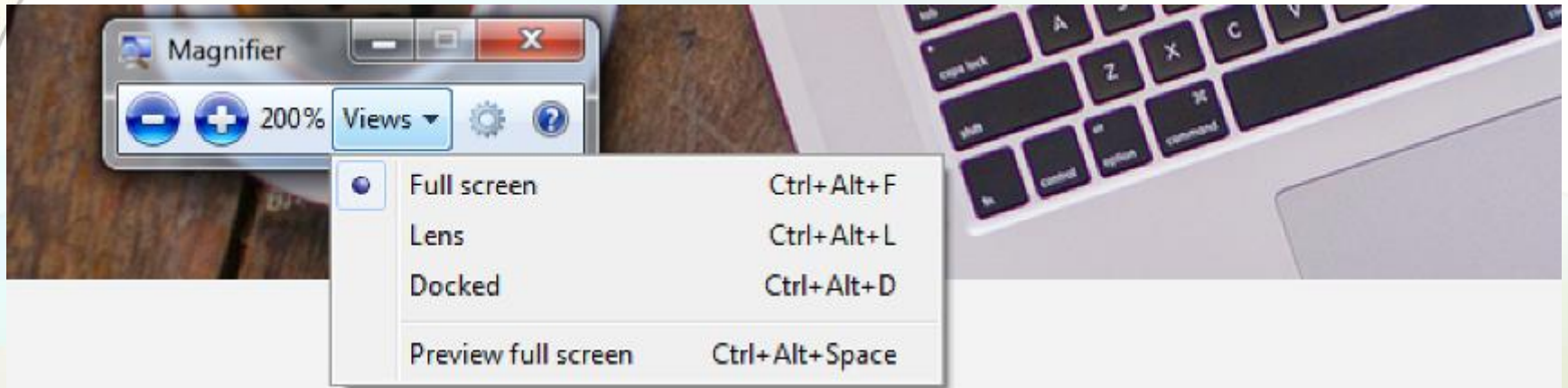
- Refreshable Braille Display for visually impaired users





Assistive Technologies

- Screen magnifiers



Writing Guidelines

Follow these guidelines when writing for SitePoint, and refer to them before editing.



Assistive Technologies

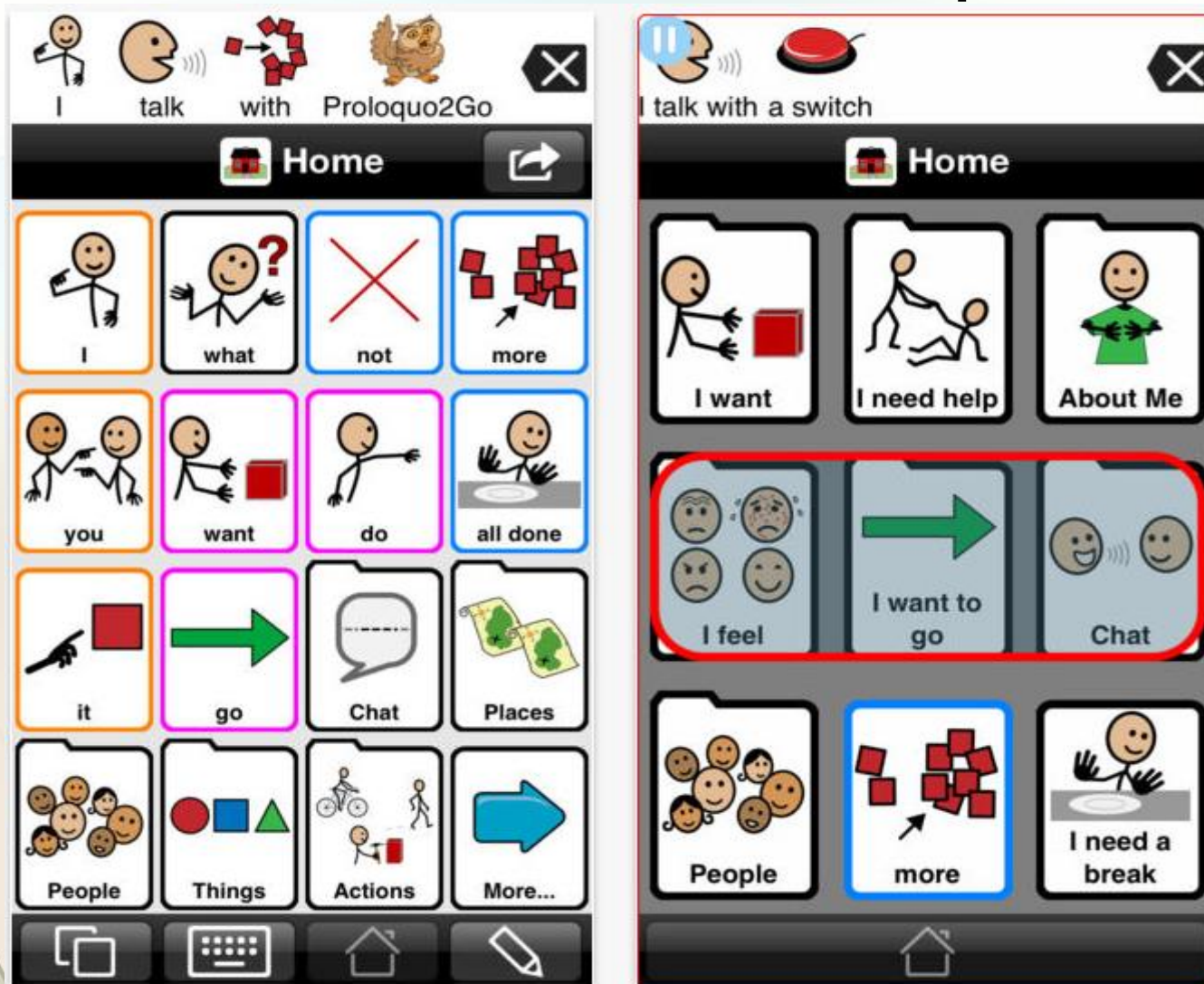
- iOS Voice Over





Assistive Technologies

- Proloquo2Go – communication app that provides vocal abilities to those who cannot speak.





Assistive Technologies

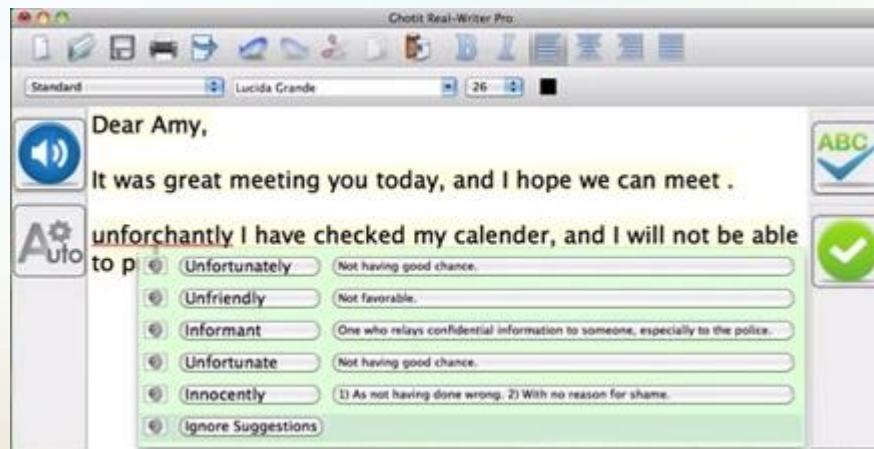
- Speech Recognition Software





Assistive Technologies

- **Reader & Writer Software-Ghotit Real Writer is for users with dyslexia and dysgraphia**





Assistive Technologies

- An extensive list of technologies are available at:

http://www.assistireland.ie/eng/Products_Directory/



Culture

- **Cultural and international diversity**
 - Characters, numerals, special characters, and diacriticals
 - Left-to-right versus right-to-left versus vertical input and reading
 - Date and time formats
 - Numeric and currency formats
 - Weights and measures
 - Telephone numbers and addresses
 - Names and titles (Mr., Ms., Mme.)
 - Social-security, national identification, and passport numbers
 - Capitalization and punctuation
 - Sorting sequences
 - Icons, buttons, colors
 - Pluralization, grammar, spelling
 - Etiquette, policies, tone, formality, metaphors