Design Rationale

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There are 4 pages of my website, which are the index, products, contact and about the entity. The Queensberry's 5 E includes effective, efficient, engaging, error tolerant and easy to learn.

Firstly, the effect will be discussed. The experience is completely and accurately reached goals on my website. The website is an online shopping website. This website definitely helps users reach their goals. Users can look around the products on the website. The function of this website works well. For example, as for my index, it shows the categories on the submenu. Besides, it shows all the books on my product page. If the users do some actions, the website will make some response too.

Secondly, the efficient will be discussed. The work can be completed quickly. The website can satisfy users' goal in a short time. Besides, the navigation menu makes the work easier. For example, in the website, it includes a main menu, and it is simple, which can navigate users to which page they want to be navigated. As for the product page, it includes an aside bar. It is a flitter, which users can search the books they want in a short time. The sidebar gives the details about the books, which are useful for users to search books.

Thirdly, it is the engaging. The interface draws the user into the interaction and how pleasant and satisfying it is to use very well. When the users are using the website, they may feel satisfied. The interface of the website is attractive for users. For example, as for my index, there is an image slider, which looks good. There is also a book gallery. By using the scroll bar, the users can scroll the bar. Those interactions on the website may make the website simple and attractive.

The fourth E is the error tolerant. The product prevents errors and can help the user recover from mistakes that do very well occur. For example, the website has a right click disabled function. It means if the users click their right button on the mouse, there will be an alert window which tells users the right button is disabled on my website. Furthermore, there is another example. On the contact page, if users input the wrong information and want to clear it, just click the clear button, and the information will be cleared. Besides, if the user submits the contact form, the form will be cleared automatically.

The last E of the Queensberry's 5 E is the easy to learn. The product supports both the initial orientation and continued learning throughout the complete lifetime of use very well. The website follows the common pattern. Its pattern is similar to other online book stores. The operation of this website is simple and easy to learn. For example, the navigation bar only provides few and simply options for the users. The navigation includes the link to "Home", "Books", "Contact", "About the entity", "Cart" and "account". It is easy to understand, and it doesn't include any terms, which means every user can understand the website.

Overall, by using the Queensberry's 5 E to analysis the website, it can make the website

provide the best experience for users.