ONLINE ACTIVITY 7:   Creating User Model

Objective

      1. Design a user model in User Centered System Design(UCSD)
      2. Evaluate interactive systems using Nielsen's Heuristics

Materials

- Personal computer
- MS Word

Background

Atakan(2006), To understand UCSD, you first need to understand the people who will use the systems. One way to do is through the concept of user modeling. A user model is a psychologically valid way of depicting the people who will use the systems, and whose needs and preferences will be considered when designing those systems.

Procedure

    a. Look for two existing websites and do the following:
      1. Identify possible expected users of the said websites
      2. Evaluate the designs of the two websites according to Nielsen's Heuristics. Justify

Table 1: Evaluation Criteria (Based on the 10 heuristics of design evaluation) for website 1.

WEBSITE NAME: Youtube					
URL: Youtube.com					
Area of Evaluation	**5**	**4**	**3**	**2**	**1**
A. Visibility of System Status - The system design provides appropriate feedback like message prompts in response to user actions.	/				
- The message prompts are clear, visible and understandable.	/				
Evaluation					
B. Match between the system and the real world - Used words, phrases and concepts according to users' language rather than system oriented words and computer jargons.	/				
Evaluation					
C. User control and freedom - The system design provides ways of allowing users to easily "get in" and "get out" if they find themselves in unfamiliar parts of the system.	/				
Evaluation					
D. Consistency and Standards - The colors, text, labels, buttons and other elements in the design are uniform from start to finish.	/				
- Text and icons are not too small or too big.					

Criteria					
- Menus and other features of the system are arranged and positioned in a consistent way. (For ex. If your website has navigation buttons on the top under the page title on one page, the users will automatically look there for the same features on other pages.	/				
Evaluation					
E. Error Prevention - The system design provides an automatic detection of errors and preventing them to occur in the first place. - Idiot proofing mechanisms are applied	/				
Evaluation					
F. Help users recognize, diagnose and recover from errors - Error messages and the terms used are recognizable, familiar and understandable for the users.	/				
Evaluation					
G. Recognition rather than recall - Objects, icons, actions and options are visible for the user. - Objects are labeled well with text and icons that can immediately be spotted by the user and matched with what they want to do.	/				
Evaluation					
H. Flexibility and efficiency of use - The system design provides easy to navigate menus. - the system does not make wasteful time of system resources.		/			
Evaluation					
I. Aesthetic and minimalist design -Graphics and animations used are not difficult to look at and does not clutter (mess) up the screen. - Information provided is relevant and needed for the system design.	/				
Evaluation					
J. Help and Documentation -the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed.	/				
Evaluation					

A very old but very updated well made website made to cater to the general public's viewing of videos and content.

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Table 2: Evaluation Criteria (Based on the 10 heuristics of design evaluation) for website 2.

WEBSITE NAME: Google					
URL: **Google.com/home**					
Area of Evaluation	**5**	**4**	**3**	**2**	**1**
A. Visibility of System Status - The system design provides appropriate feedback like message prompts in response to user actions.	/				
- The message prompts are clear, visible and understandable.	/				
Evaluation					
B. Match between the system and the real world - Used words, phrases and concepts according to users' language rather than system oriented words and computer jargons.	/				
Evaluation					
C. User control and freedom - The system design provides ways of allowing users to easily "get in" and "get out" if they find themselves in unfamiliar parts of the system.	/				
Evaluation					
D. Consistency and Standards - The colors, text, labels, buttons and other elements in the design are uniform from start to finish**.**	/				
- Text and icons are not too small or too big.	/				
- Menus and other features of the system are arranged and positioned in a consistent way. (For ex. If your website has navigation buttons on the top under the page title on one page, the users will automatically look there for the same features on other pages.	/				
Evaluation					
E. Error Prevention - The system design provides an automatic detection of errors		/			

and preventing them to occur in the first place. - Idiot proofing mechanisms are applied	/				

Evaluation

F. Help users recognize, diagnose and recover from errors **-** Error messages and the terms used are recognizable, familiar and understandable for the users.	/				

Evaluation

G. Recognition rather than recall - Objects, icons, actions and options are visible for the user. - Objects are labeled well with text and icons that can immediately be spotted by the user and matched with what they want to do.	/				

Evaluation

H. Flexibility and efficiency of use - The system design provides easy to navigate menus. - the system does not make wasteful time of system resources.		/			

Evaluation

I. Aesthetic and minimalist design -Graphics and animations used are not difficult to look at and does not clutter (mess) up the screen. - Information provided is relevant and needed for the system design.	/				

Evaluation

J. Help and Documentation -the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed.	/				

Evaluation

The most recognizable homepage to start searching for topics you are interested in, very clear and very straightforward process from start to finish.

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