**Wang Zijian CZ2004 SSP5**

**Why does my design fulfil the specified feature?**

**Key Feature 1**: **Looking up index keywords without typing**.

**Solution: Tag cloud**

I designed a Tag Cloud interface which will display appropriate number of index keywords on the screen when user touch the icon (number 4). Those keywords are preprocessed by the app and will display instantly. It **caters to universal usability and reduces short term memory** because users can look up words without typing in the exact term. The interface also provides precise search.

**Key Feature 2**: **Rapidly skimming portions of book.**

**Solution: Rapid skimming mode**

The interface allows rapidly scroll down like when we use a pad to browse webpage. This aspect of interface also shows its **universal usability and consistency** since it is similar to normal PDF reader. Meanwhile, preprocessed keywords will be automatically highlighted in the Rapid Skimming mode. It is more user friendly than simulating traditional flipping as the flipping animation may annoy users and slow down the skimming.

**Key Feature 3**: **Quickly navigate back-and-forth between different non-adjacent parts of a book.**

**Solution: Floating icon (book mark)**

Floating marks allows user to visit the page he/she marked immediately by just click the floating icon. It is more efficient than “fingers as temporary bookmarks”. User can learn how to use it immediately. In addition, when user tilts the Pad, the interface will enter landscape mode which can display two non-continuous pages at the same time. This aspect of **interface preserves consistency** (UI is same as portrait mode) , **allows shortcut** (double click page to mark) and **permits easy reversal of action**(click the mark icon on the menu bar again will cancel the floating icon on the page).

**Other features:**

The main interface **reduces short term memory** because it only has 5 function icons on the menu bar. The design is very simple and concise.

*Preview* supports shortcut; interface supports both landscape and portrait view, caters universal usability. All interfaces permit **easy reversal of action**: click the icon again will go back to main interface.