

Category: Homework**Due: February 21st, 2025 11:59 PM****Mode: (pdf) on canvas****Assignment Instructions for Case Study on a User Experience(UX) in Human-Computer Interaction (HCI)**

For this assignment, you will interact with a popular application or software and try to explore all of its features and functionalities by using the application on multiple platforms (e.g., mobile, desktop, iOS, Android, etc.). The purpose is to explore the user experience of a single application or service on different platforms. The comparative analysis will help you understand how the user interfaces and experience vary across various platforms and what significant things change when we switch platforms.

Selection of Application

Select an application that is popular and is available on multiple platforms. Examples include social media applications (like X, Instagram, and Facebook), productivity tools (like Microsoft Office and Google Workspace), streaming services (Netflix, Prime, YouTube), digital wallets (like Paypal), e-commerce platforms like (Amazon, and Walmart), etc.

During the study, carefully document and analyze the following aspects:

- Organization of different menus (1 marks)
- Platform-specific optimizations and service variations (1 marks)
- User input mechanisms (1 marks)
- Visual design and brand visibility (1 marks)
- Authentication processes (1 marks)
- Time to access or complete particular service (.5 marks)
- Consistency in design (1 marks)
- Design guidelines and principles followed (1 marks)
- Platform Usage Analysis & Rationale for Preferred Platform (1 marks)

Study Methodology

1. Platform Documentation
 - Use each platform version of the selected application for at least one week.
 - Conduct and document three everyday tasks across different platforms
 - Capture screenshots highlighting key differences and similarities
2. Platform Usage Analysis
 - Determine and justify the preferred platform for the service
 - Provide a detailed rationale for platform selection
 - Compare user experience across different platforms

The report must be well-organized and presented, and it must include pictures of the UI. (1.5 marks)

**You must complete study independently without using generative AI tools, as this best develops your critical thinking and understanding. However, if you do use some AI assistance, you must clearly state which tool you used, where, and for what specific purpose in your submission.*