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Human Computer Interaction

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Lab 7

My overall rating of the Doodly website, on a scale of 1 to 10, 10 being the best and 1 being the worst of its cognitive load is an 8.5. I was originally going to make my overall rating a 9, however, there was a couple of very small issues which I ran into which makes my rating a little less which I thought about recently.

<u>Excessive Steps</u> – I do not feel like there are any steps which goes into a point which I would say is excessive. Everything is fairly easy to get to and does not require a large amount of clicks or effort to find it.

<u>Length of steps, collectively</u> – The length of steps is where I feel like there may be a problem at. If I were to casually scroll down the landing page, there is simply far too much information. The website decided to use a one-page design, which I feel like is a great idea, however, they didn't execute it in the best of ways, but still did it well. If I were to want to find let's say testimonials of people who have already used the product, I would have to scroll until almost the very end of the page. The problem with this, is that when first visiting the page I don't know where anything is, so I would have to read almost everything about the product

before I get to where I want to be at, the testimonials. The same goes for everything close to the middle/bottom of the page. If I choose to use the navigation menu, however, I can get there must faster, which is why this is a fairly small problem.

Levels of difficulty – I feel like the levels of difficulty, how difficult it is to find a specific thing, is another problem with this website, or at least the landing page. If we choose not to use the navigation menu it is difficult to find a specific thing on the landing page, however, if we do use it, it is much easier. Typically, when first visiting a webpage, I'll look through the landing page before trying to use its navigation menu to find something, which is a reason why having an incredibly large one-page design is a problem. Overall, though, I would say it is easy to get everywhere that is needed to go.

Overall number of choices – The overall number of choices is incredibly low. There is, of course, a navigation menu which will simply take you to somewhere on the landing page, except for pricing, reviews, and support. The features button, which has the most navigational buttons simply takes you to somewhere on the same page. At a point, I feel like there isn't enough number of choices and that we are forced to go through in essence a product PowerPoint. For some people, this may be a good thing, for others it may be a bad thing. I feel like there is a good range of choices with a minimum and a maximum, if too low it feels like I am not able to do anything on the website, too high it feels overwhelming.

Thinking required – The amount of thinking required to digest the information which is being presented to us is very low. However, I feel like at a certain point it is being too much "in your face" with information about the product. This is a likely fault of having the page designed

with a one-page design rather than having multiple small pages which we can navigate to and find what we want.

Confusion vs clarity – When exploring this website, I didn't really feel any aspects of confusion, it felt like I immediately knew what the product was that they were selling.

Overall, this website is great and simple to use. I think, however, if they made the website instead of using a one-page design and just made a bunch of pages which were small it would make it easier to use and make the landing page a little less overwhelming with information, which is the primary reason why I took points off of my overall rating. When going through the primary page/landing page they do seem to have a fairly good design with lots of images which are consistent with its design and product. However, there is a large variety of text sizes which makes it feel like to me that it is too "in your face" and that they could do with a little less text.

I have neither given nor received unauthorized aid in completing this work, nor have I presented someone else's work as my own.

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