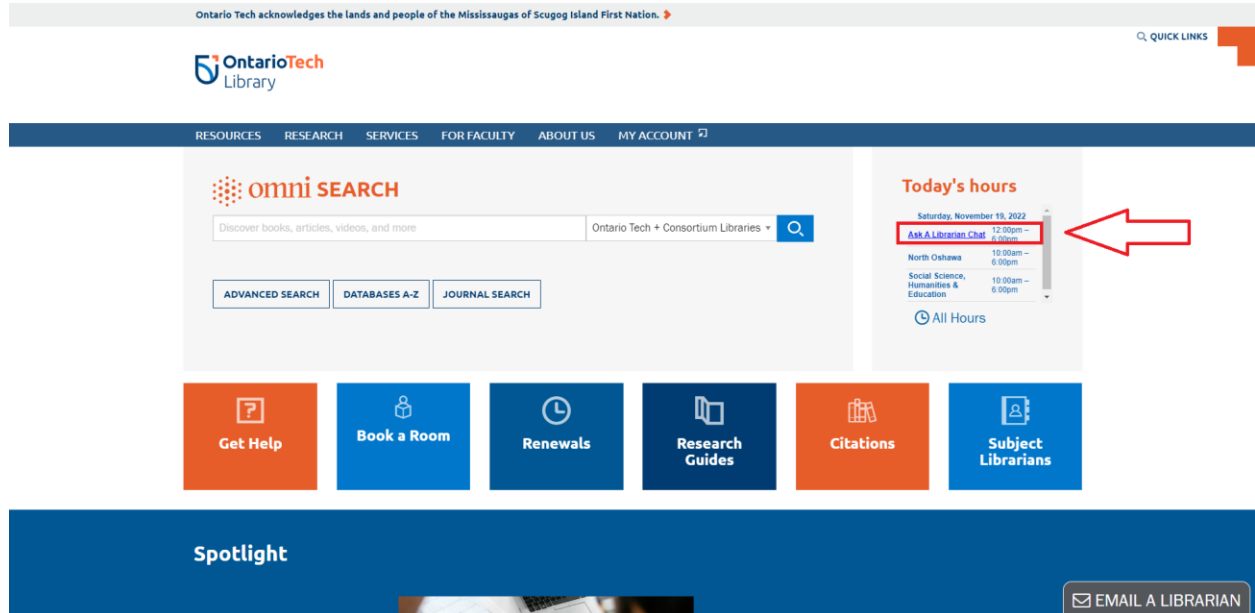


Farees Siddiqui
100-780-513
2022/11/20

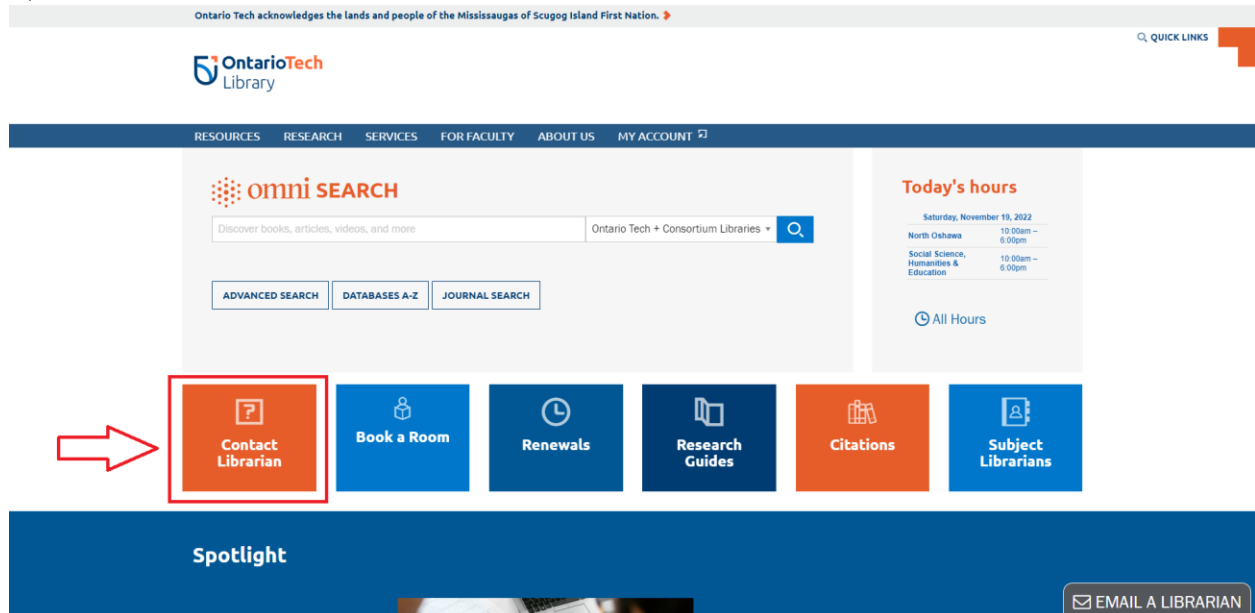
Human Computer Interaction Lab 9

The Following were the two versions of the webpage I came up with.

A)

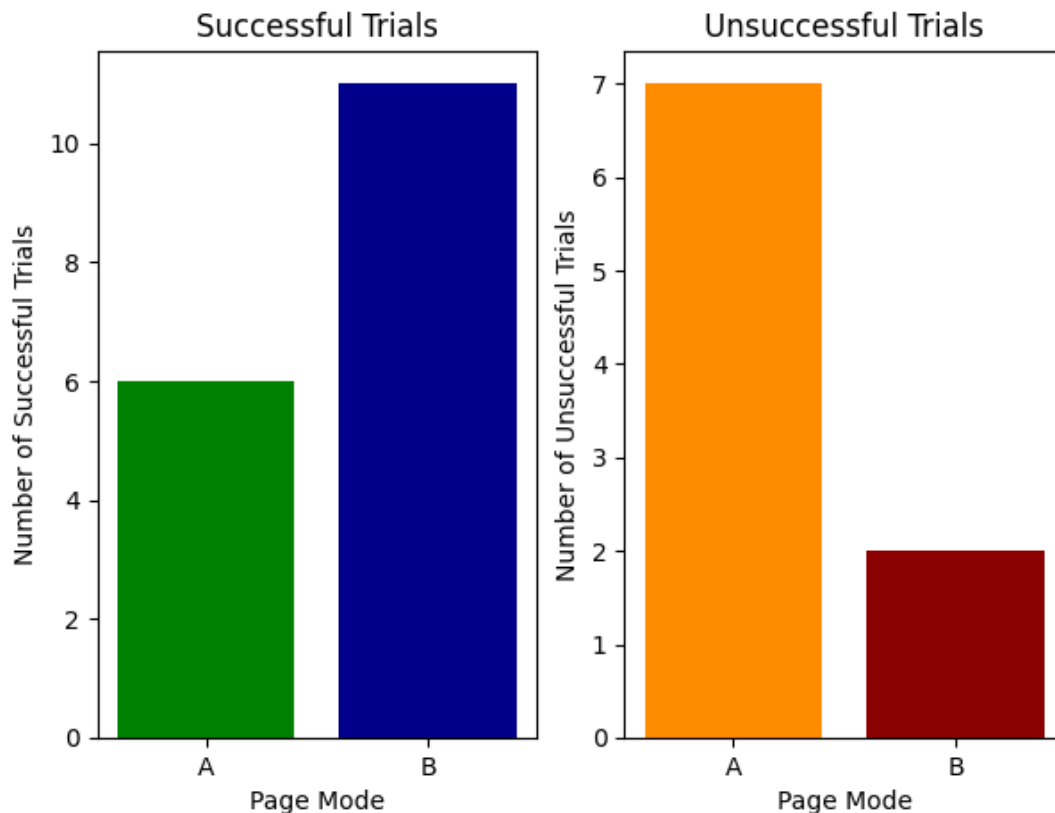


B)



I believe that webpage “B” was far more successful and the data I collected reflects that observation. I believe that webpage “B” is more efficient for several reasons. The first being, the button used to navigate to the desired page, (in this case contacting a librarian), is much more visible. This is because the button is using a similar color theme to the rest of the buttons which are displayed front and center and is nice and big. This makes the buttons hard to miss, and naturally draws a user’s attention to them. This really goes

to show the big issue with webpage “A” ‘s design. The buttons is way to small to catch a users attention, there is also no color or contrast to the button, it is simply a link and is very easy to miss. This is reflected very well in the data I was able to gather. Using my data I generated the following 2 plots which show the number of successful & unsuccessful trials for mode page models.



As we can see from the above graph, the number of times that the button was either mis-clicked or out right missed on page A, was about equal to the number of times that the button was hit successfully on page B, but the number of times page B missed is almost half that of page “A”. This goes to show us that far more people were easily able to find the button on page B and successfully click it compared to page A. The average time for finding and clicking the button on page A ended up being 2410.17 ms, and 1378.45 ms for page B. This means that it took people less that half the amount of time to find the button on page “B” compared to page “A”. Another piece of data that led me to the design of webpage “B” was the fact that every time page A was mis-clicked, the user clicked on the portion that became the “Contact Librarian Button”. The reason I decided to put the button here, is that most people thought this would lead to the desired webpage anyways, which means, in general, it would be able to more effectively communicate to more people that this was the page they needed to access. According to my results there were 2 people who were unable to find the button for page “B” and 7 that were unable to find it on page “A”. Alternatively, 11 people were able to successfully find the button on page “B” and 6 on page “A”. There was a total of 26 trials this means that the Accuracy for page “B” was 42.31% and 23.08% for page “A”. In conclusion, I believe it is safe to say that page “B” was a more successful and efficient design for the webpage.