



Study on accessibility and usability

TWITTER VS FACEBOOK

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Twitter

Twitter is a free social networking site where users broadcast short posts known as tweets. These tweets can contain text, videos, photos or links. To access Twitter, users need an internet connection or smart phone to use the app or website, Twitter.com. It is a microblogging service -- a combination of blogging and instant messaging -- for registered users to post, share, like and reply to tweets with short messages. Nonregistered users can only read tweets.

8 GOLDEN RULES OF INTERFACE DESIGN

- Strive for Consistency: Since most of interactions within the web are based on the posting of text, photos and videos it achieves a good consistency, although in other components that do not rely on these ones it can get a little confusing.
- Seek Universal Usability: Twitter was made to be a social network accesible to everyone and everywhere. Because of this, it is supported on mobile devices, web browsers and even smart devices like TVs or wereables. Furthermore, it has a plethora of settings to adjust to the needs of the user, like font type and size, censorship of NSWF content, VoiceOver for the visually impaired...
- Offer Informative Fedback: Like it was said earlier, you can't do much aside from posting conent and interacting with it, so the web easily shows you when you post a tweet, when someone has contacted you or when you like a comment or retweet, showing you the classic heart and retweet symbols.
- Design Dialogues to Yield Closure: Twitter is divided in three sections, your information panel (Home screen, Explore page, Notifications, Messages...), your Twitter Feed, which shows all the content posted or shared by the people you follow, and the recommendation tab, that contains info about current popular topics, accounts that you may like and the search bar. With this configuration the user gets access to all the content they may want at the fastest speed possible, giving the user the satifaction of fast and reliable entertainment.
- Prevent Errors: Like before, you can only post content and interact with it, so unless you post an empty tweet or log in incorrectly, you won't get an error message, and even then, it's short and easy to understand,
- Permit Easy Reversal: You can easily un-like a post, or undo a retweet. But when it comes to changing something in a tweet you arleady posted, like the misspelling of a word, you can't edit a tweet so your only option is to delete it and post it again. Although this feature is coming soon.
- Keep Users in Control: The web won't do anything you don't ask it to do, giving the user total control in what they see and how they see it.
- Reduce Short-Term Memory Load: The only information Twitter will ask of you, is you user credentials, so people don't have to worry about anything else.

Facebook

Facebook is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. It allows users to share pictures, music, videos, and articles, as well as their own thoughts and opinions with however many people they like. Users send "friend requests" to people who they may – or may not – know.

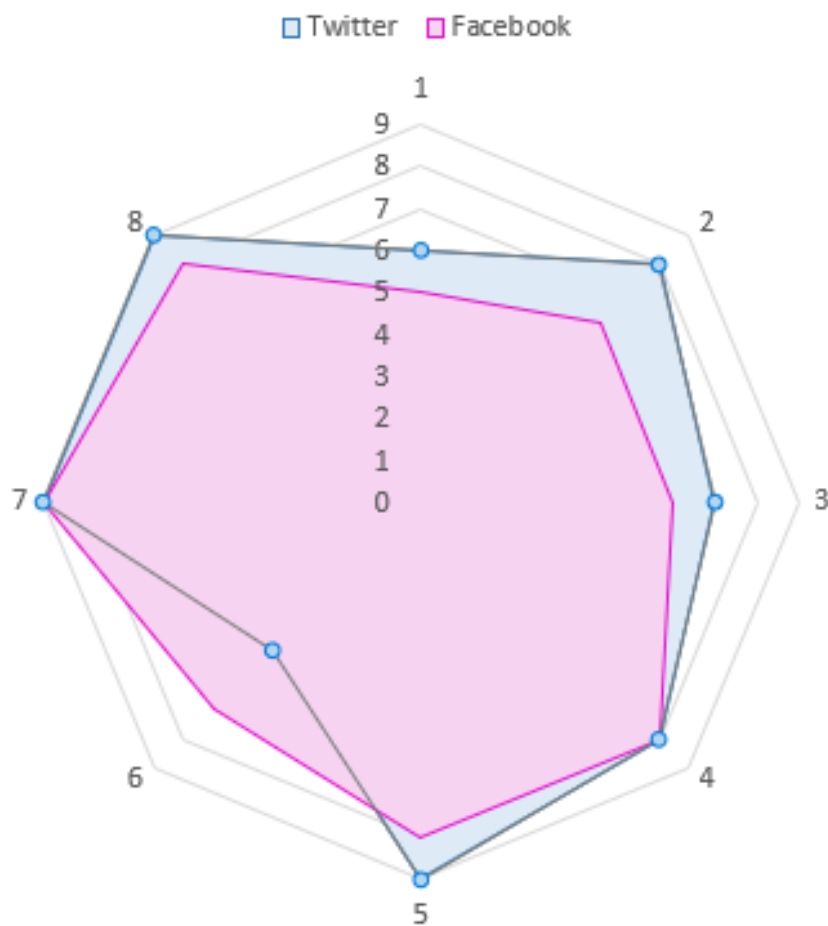
8 GOLDEN RULES OF INTERFACE DESIGN

- Strive for Consistency: Facebook, as well as Twitter, mostly relies on posting content and interacting with it, but it focus more in the communication with others. This allows for a consistent interface.
- Seek Universal Usability: Once again, since Facebook is also a social network it was designed for all kind of people and devices, like Twitter but Facebook's communication aspect doesn't goes to well in all devices.
- Offer Informative Fedback: For every action you make, Facebook will make sure you get confirmation (liking a comment, posting a video or adding a friend)
- Design Dialogues to Yield Closure: When you post content it gives a clear sign if you were succesful in the process or not. Moreover it will instantly show in your feed, giving you the satisfaction of completing your tasks.
- Prevent Errors: Most errors will be at the log in process or when posting content, givin clear information about what is wrong and without changing the state of the page.
- Permit Easy Reversal: Like Twitter you can undo most of your actions but it has the adition of editing content already posted, making it the winner in this category.
- Keep Users in Control: The web won't do anything you don't ask it to do, giving the user total control in what they see and how they see it.
- Reduce Short-Term Memory Load: The only information Facebook will ask of you, is you user credentials, so people don't have to worry about anything else.

Kiviati Diagram

<i>Golden Rules</i>	<i>Twitter</i>	<i>Facebook</i>
1. Strive for Consistency	6	5
2. Seek Universal Usability	8	6
3. Offer Informative Feedback	7	6
4. Design Dialogues to Yield Closure	8	8
5. Prevent Errors	9	8
6. Permit Easy Reversal	5	7
7. Keep Users in Control	9	9
8. Reduce Short-Term Memory Load	9	8

Golden Rules Comparative



The System Usability Scale Test of Twitter

The System Usability Scale Test					
Strongly disagree				Strongly agree	
1	2	3	4	5	
					Participant 1
1	I think that I would like to use this system frequently.				3
2	I found the system unnecessarily complex.				1
3	I thought the system was easy to use.				4
4	I think that I would need the support of a technical person to be able to use this system.				1
5	I found the various functions in this system were well integrated.				3
6	I thought there was too much inconsistency in this system.				2
7	I would imagine that most people would learn to use this system very quickly.				4
8	I found the system very cumbersome to use.				1
9	I felt very confident using the system.				5
10	I needed to learn a lot of things before I could get going with this system				1
					Total Score
				SUS Scores	82,5
					82,5

Based on this test, we can reach the conclusion that Twitter is located within the 90% Percentile Rank, getting a B in the SUS Score

