**W4 mini assignment**

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**Task 1**

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| --- | --- |
| User ID | **230201** |
| Task ID | **1** 2 3 4 5 6 |
| Overall successful? | **Yes** Only-with-help No |
| Clock Time | Start at 9pm 24 Aug.  9pm Mission description.  9:02pm Take a short look at the table of content and closed it down.  9:03pm Entered the given page number (page 359) on page director.  There is no page number on that page but on top left next page. And they matched.  Scroll down until page 376. Finished task 1.  9:04 Take a short observation and opened the search within book tool.  Entered ‘UX goals’ in the bar.  9:05 Saw the by chapter search function. Find error1. Finished task 2.  9:07 Return the chapter title and match it in the search tool. Click one by one to find each place where UX appears. Find error2. Finished task 3.  Find ‘Add a bookmark’ on top tool bar. Finished task 4. |
| Errors | 1. When searching, ‘UX’ and ‘goals’ will appear separately but not complete match.  2. When add marks, highlighted parts cannot be rubbed out. Ends up in three colour layers. |
| Other notes | 1. “User ID” name method: age-sex-number. Age <100; 01 means male, 02 means female.  Like 230201 means: 23 years old, female, the first candidate.  450103 means: 45 years old, male, the third candidate. |

**Task 2**

**1. The authors refer to their computational model; how would you explain what this model represents if you were describing it to a layman?**

This model based on 3 criteria, whether the color of the web page is rich, whether the design of the web page is complex, and the most innovative is about user’s demographic information, supposes that certain demographic and cultural subgroups influence our visual preferences.

**2. What does the paper state about the important aspects of the websites used in the study?**

This report supposed that complexity is more important as a predictor of appeal than colorfulness, and demographic background significantly affects preferences for colorfulness and complexity.

**3. How many people’s ratings are used for the results that are reported?**

This report includes 6 ratings: Visual complexity, colorfulness, age, gender, country and education.

**4. Figure 1 shows the relationship between visual complexity and visual appeal. What does this indicate about images with very low and very high visual complexity?**

Figure 1 indicates that very low and very high visual complexity both are unfriendly with users and a moderate complexity results in highest appeal ratings when achieved with a good balance between text, color, and images.

**5. Also in Figure 1, indicate your own response to Image (e) by rating it on a scale1 (really dislike) .. 7 (really like) and comment on** **how important you consider the colour and complexity for your own assessment of its visual appeal.**

I choose 2. I don’t like too colorful and complex webpage which looks pretty inferior, and I really appreciate the consistent colors in one page.

**6. What do you conclude as the main message from Figures 2, 3 and 4?**

The survey was conducted by age and gender, and we can easily notice that people under-20 s prefer colorful page while over-51s prefer single color page, as well as female prefer colorful page while male prefer simple color page.

**7. What conclusions do you draw from the results in Figure 5?**

Figure 5 provides an overview of the colorfulness (red) and visual complexity (blue) Lowess curves for 42 countries and preferences for certain levels of visual complexity show similar U-shape relationships for each country.

**8. Do you consider this paper should be valuable for website designers creating sites for a very broad population in terms of age, nationality and gender? Explain your answer**

I think it's very valuable. Recently I worked as an intern in a company related to E-commerce web page design. According to this article, I have a more profound understanding of the color and the complexity of the page. Since our website is about the bathroom and main users are middle-aged residents, the website design is mainly similar to the Australian e-commerce website style. Also, the website mixes some simple colors and complex design, which is also consistent with this article philosophy.