SER415 Software Enterprise
In-Class Activity 7

Goals:

- Evaluate interaction designs using best practice principles
- Recognize interaction design patterns
- Use Scenarios as a means to express the context of typical interactions in a system.

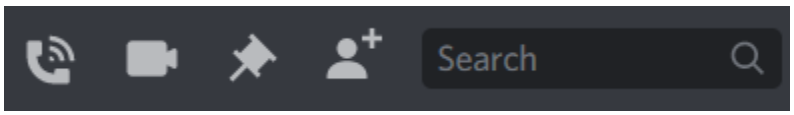
Submission:

You can submit your activity online through Canvas. You should submit a Google or Word document with your solutions to Activities 1 and 2. Clearly label parts of your solution. Make sure to include everyones' names

Activity 1: IxD Principles for Evaluation

In your notes it describes the IXD principles of *User Familiarity*, *Consistency*, *Minimal Surprise*, *Recoverability*, *User Guidance*, and *User Diversity*. For each principle find a user interface (website. mobile, or desktop) that is a good example of the principle (does it well), and a user interface that is a bad example (does not do it so well). Provide URLs and/or screen captures that you can refer to when explaining why it is a good/bad example of the principle. You may use the same UI more than once but the explanation should be distinct for each principle.

User Familiarity Good Example:



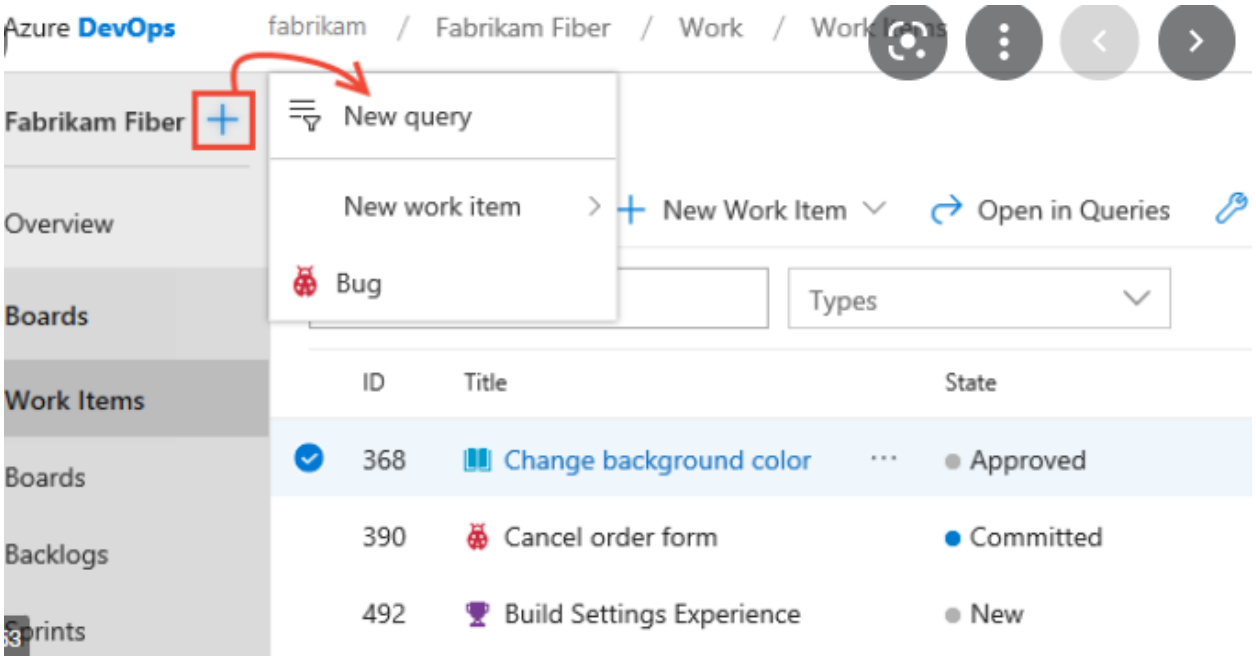
The above is an example of Discord's header for calling friends. This header utilizes several mental models that users can use to easily intuit what those features do. Perhaps the most famous and common of these mental models is the telephone handle, which universally conveys the idea of calling somebody.

User Familiarity Bad Example:

https://thebiguglywebsite.com/

The Big Ugly Website is an example of a website with bad familiarity since it does a poor job of conveying to the user what is clickable because of its use of strangely formatted text and images. No mental models familiar to users exist.

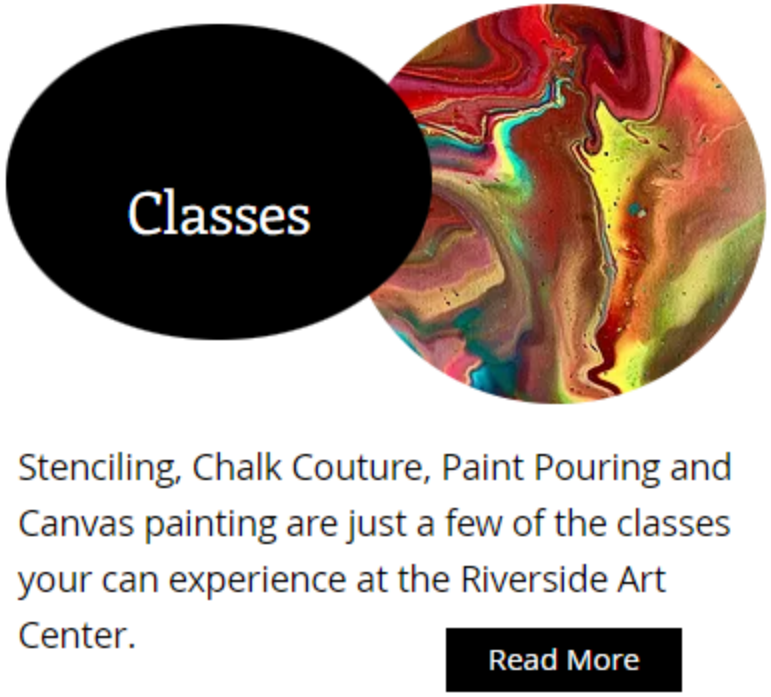
Consistency Good Example:



Azure Devops is a good example of consistency because of the process of adding backlog items. There is not a separate process for creating a bug work item as opposed to a regular work item. For each type of work item, a user would select the plus icon or New Work Item button, which leads to a dialog for creating the desired work item.

Consistency Bad Example:

https://www.riversideartcenter.org/



This is a poor example of consistency because of the use of the black color between the Classes display and the Read More display. The black color suggests that both items are clickable. However, only the Read More item is clickable, demonstrating that they unintuitively lack similar functionality.

Minimal Surprise Good Example:

www.google.com/search?q=college+football

Search results are sorted by importance, and as soon as you reach the end of the list, there's a spot to "See more" or go to the "Next" page.

Minimal Surprise Bad Example:

https://www.uat.edu/

Scrolling vertically moves things horizontally in the browser window.

Recoverability Good Example:

Microsoft word is a good example of recoverability since there are several options available to the user allowing users to undo mistakes. This can be done either by clicking on the arrow turning around or with Ctrl + Z.

Recoverability Bad Example:

https://groupme.com/en-US/

GroupMe is similar to many other chat services in this regard, that once a message has been sent, there's no way to edit or correct it. You either have to delete the message which leaves a notice for everyone else that there was a deleted message or send a second message describing the "edit" to the previous message.

User Guidance Good Example:

Craigslist has good user guidance. The simple UI allows for users to easily navigate through the website, without having to parse visual clutter. Each link has contextual information about what the user is going to get when they click on it.

User Guidance Bad Example:

This is a good example of bad guidance because users don't know where to navigate to when entering upon the site. The user is left confused and has no direction of where to navigate to and what the site is offering.

User Diversity Good Example:

Discord again has a good example of User Diversity since it provides multiple options for reactions to comments. Because these reactions display different different skin tones, they suggest a consideration of the different types of people who would like to react to comments made by other users.

User Diversity Bad Example

https://www.gatheringofnations.com/

On this website, event announcements are made by showing pictures with very small text that's hard for people with good eyes to read. Additionally, there aren't any sort of accessibility features for people with disabilities.

Activity 2: Identify Interaction Patterns

Find websites that are examples of (1 example per pattern):

- A hub task flow
- A wizard task flow
- A guide task flow
- Progressive disclosure

NOTE: You may not use any website that already appears in your notes, or is your own website or that of someone in the class, or is from the same domain more than once. You must use distinct websites for each of the four.

You do not have to perform screen captures for these, but you must describe each site with:

1. a URL to the start of the flow, and the number of screens in the flow
2. a description of the interaction pattern used
3. user goal(s) accomplished by the interaction pattern,
4. A critical analysis of whether you think the flow is appropriate for the user goal(s)
5. Suggest improvement to the flow.

GitHub (Hub Task Flow)

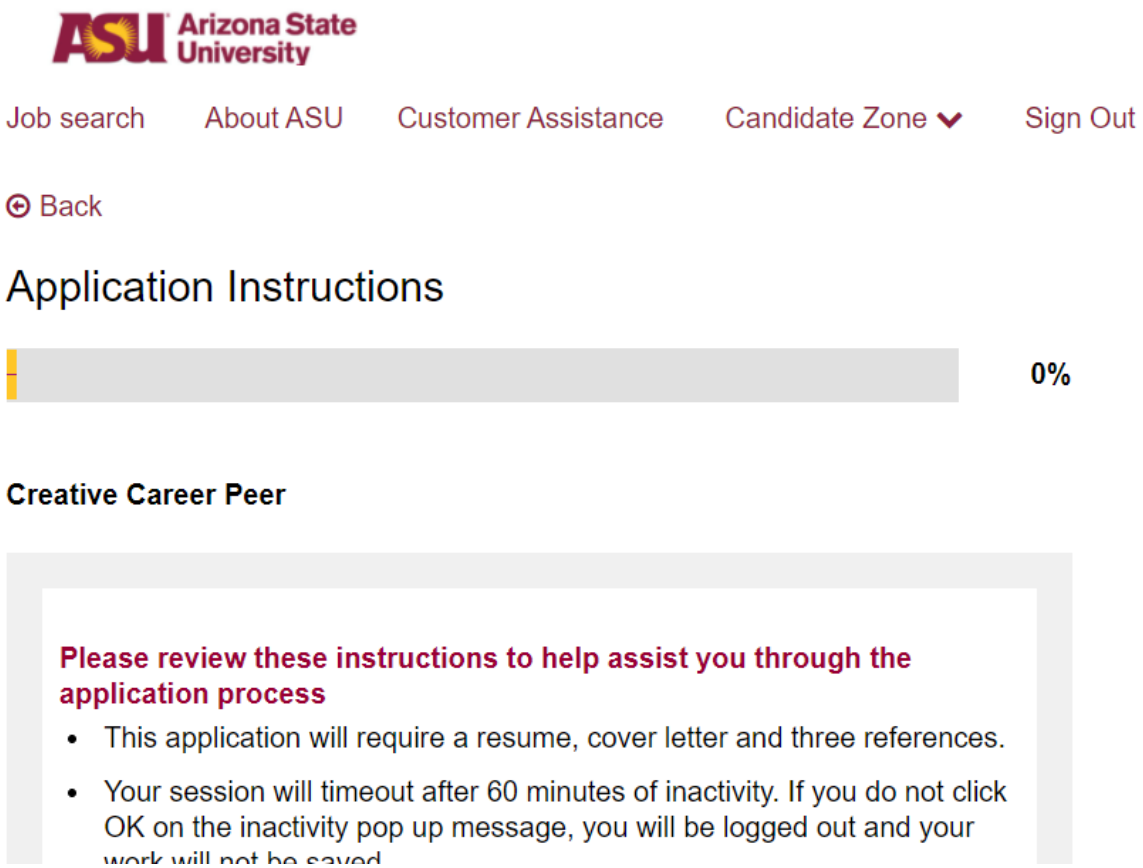
1. https://github.com/ (one main hub screen, with a variable number of linked screens)
2. The GitHub homepage (when logged in) perfectly fits within the hub task flow interaction pattern, with links to many different repositories and actions.
3. When a user goes to GitHub, they are not usually looking to browse, but are looking to accomplish a specific task. Their home screen links to many different repositories that it predicts the user to go to, which the user clicks on, and they likely spend the rest of their session on that repository. The homepage supports this by providing immediate access to any of the possible repositories.

4. The flow fits the user's goals of immediate access to repositories and actions by directly providing them on the homepage.
5. The site's strengths could further be improved by providing prominent links to active issues and pull requests that the user may want to review. It could also use the center of the page for more important content.

TurboTax (Wizard Task Flow)

1. https://turbotax.intuit.com (the number of screens depends on the complexity of your tax situation).
2. TurboTax moves users through a sophisticated wizard that helps them fill out their tax forms.
3. The goal is to fill out and submit one's annual taxes.
4. By using the Wizard Task Flow, TurboTax has reduced the complexity of many distinct tax forms down to a series of phases (reporting income, claiming exemptions, etc.) that are much easier to understand and use.
5. It's hard to find a major flaw with this wizard, there's a reason it's one of the most dominant players in its industry...

ASU Brass Rings Job Search (Guide Task Flow)



1. https://sjobs.brassring.com/ (one main screen)
2. This site uses the Guide Task Flow because of its use of a step-by-step collection of pages that lead up to a final submission page. This can be easily traversed back and forward.
3. It accomplishes the goal of navigating through the different parts of a job application to revise previously completed sections. Also, because it is segmented, it prevents the applicant from being overwhelmed by the amount of information needed to provide when applying.
4. Given that there is a large amount of information that must be provided when applying for a job, and the fact that users may need to revise different parts of the application, it makes sense to use this pattern when rendering a job application site.
5. This flow can be improved with more obvious navigation features, such as a display for the different pages of the application form.

ASU Class Search (Progressive Disclosure)

1. https://webapp4.asu.edu/catalog/ (you can filter using simpler filters or use more advanced filters)
2. Users can search classes using a simple filter with the class number, subject, term, keyword, and location. Or they can do a more advanced filter search using the advanced dropdown option.
3. The goal is to find ASU classes easily.
4. The flow here is appropriate for users because it gives the option between basic searching and advanced searching. If the user wants to do a general search then they are able to do that with the basic filter search, on the other hand if they want to do a more detailed search they can do an advanced search with the different filters.
5. One thing that could improve this search is if there was autocomplete based on the previous set filters. That might make things easier if you didn't know the course number.