

Exercise 8.1

WEB 320

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1. *Compare and contrast the below sites captioned Example 1 and Example 2, which allow users to sign up for news and updates. Research five (5) sites that provide similar functionality.*

The first example is a basic form which allows the user to enter their first name, last name, Email address (required), and a zip code. All fields use the basic input styling and a label to the left. It also uses the standard button styling.

The second example includes a UL of details about signing up for news and updates. And then a single input box where the user can put his or her email. Below that is an opt-out button and then a submit button.

The second design is much better as it includes information about what you are signing up to and does not include inputs for unnecessary information. The background color of the input matches the background color of the page giving it a modern look compared to examples 1 input fields.

Five Examples:

<https://www.sixflags.com/america/plan-your-visit/update-email-profile>

<https://www.nationalgeographicexpeditions.com/about/newsletter>

<https://www.ncaa.com/newsletter-signup>

<https://www.gamestop.com/Marketing/NewsletterSignUp.aspx>

<https://www.adidas.com/us/subscribe>

2. *Using learnings from your research and incorporating observations from Example 2, identify five (5) or more ways that usability could be improved for Example 1*

(1) Example 1 input fields should not use a different colored background, this makes it clash with the rest of the page.

(2) Example 1 should get rid of labels instead opting for placeholders.

(3) Example 1 should move the submit button to be left aligned.

(4) Example 1 should get rid of the asterisks system in favor of including “(optional)” in the

placeholder.

(5) Example 1 should move the close window text to the right of the submit button.

3. *Provide a mock-up of a revised version of Example 1 that incorporates your recommendations. Use a tool of your choice to create this visualization. However, please be sure to save your results in a .pdf format prior to submission*

A mock-up of a form with four input fields and two buttons. The input fields are arranged in two rows. The first row has 'First Name (optional)' and 'Last Name (optional)'. The second row has 'Email' and 'Zipcode (optional)'. Below the input fields, there is a green 'Submit' button and a blue 'Close Window' link.

First Name (optional)	Last Name (optional)
Email	Zipcode (optional)
Submit	Close Window