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Dig 245

Prof. Mundy

Final write-up

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For my final project I decided to focus on the topic of usability and the effects it can have on the user experience. In order to accomplish this, I decided to put two different websites head-to-head. The user will first visit the two websites and peruse around to get a feel for both websites. Once the user has completed this task, I will ask them to take a brief survey that will allow them to “grade” each of the website. After the completion of the survey, I will have the results of that survey presented to the user at the end.

I decided on the topic of usability because I feel as that is one of the most important aspects of a website. When a website is able to successfully implement usability into their site not only will it foster a better experience for the user, but it will do a better job of conveying the purpose of the actual site. For example, when you have a online retail store, the goal is to get the users the purchase items and services from you. But if the site is unusable and doesn’t make users stay on long enough for them to shop. This can have devastating implications to one’s lively hood.