

IT3060 Human Computer Interaction 3rd Year, 2nd Semester

Assignment 2

riyasewana.com/website

Submitted to

Sri Lanka Institute of Information Technology

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Video Transcript

CUSTOMER

Interviewer: How would you rate your experience using our site?

Customer: I had a wide range of user experiences while using this website.

I didn't think the website was user-friendly.

Interviewer: What do you consider the interfaces to be?

Customer: This page contains a staggering number of pointless links. The biggest

issue I encountered was that the color and font size of the product details page when I navigated to a product that had been listed made them difficult to read. This needs to be changed. The watermark should also be

taken off. Customers can choose their products with ease. These are the

interface's flaws, in my opinion.

Product Seller

Interviewer: I believe that using this site presented some challenges for you as a

product seller. If so, what do you think was the biggest problem?

Product Seller: I've experienced a number of issues as a user of this website. The biggest issue I've

encountered as a car dealer is how confusing this interface has become recently. In

order to sell our product, we first need to register on this website.

Interviewer: So, what information do we need to know about the low attraction

statistics for users of this site?

Product Seller: The registration button is on the home page, but it's small and hard to

find at first. Additionally, there is a robot captcha, which I think is an inconvenience for anyone trying to register as a real user. Additionally, many users find it boring to stay on this website for an extended period

of time due to its low attractiveness.

Guest User

Interviewer: What was your experience like as a user of this site?

Guest User: As a novice, I arrived at this website because it causes me so many

problems when I first use it.

Interviewer: Do you enjoy this website?

Guest User: I particularly dislike the design of this interface as a user. because

spending more time contemplating it is very uncomfortable. In addition, I had trouble finding the login button right away when I tried to register for

this website.

Interviewer: Could you provide more details?

Guest User: I suppose so. The search button didn't work as expected, so I was

perplexed and unable to comprehend its advantages. As a user of this website, I was dissatisfied by the numerous unnecessary descriptions and broken buttons. In light of all these considerations, I believe this website

ought to be created with user-friendliness in mind.

Usability Problems

- ❖ Pointless link to the listing's location.
- * The website's header and footer are mismatched.
- ❖ The incorrect use of color.
- ❖ Too small of a font size
- **...** There are more empty areas.
- Unnecessary features were added.
- Some of the functions won't help and won't be functional.
- Forms need to be improved.
- Products included on this website have an arbitrary watermark added to them.
- ❖ Notices and warnings are not user-friendly.
- ❖ Available unneeded text field.
- ***** There are no placeholders.
- ❖ The used logo lacks all qualities.
- ❖ There are some missing page titles.
- Finding specifics can be challenging.

Variants of the interfaces

 $IT21021602-Abeykoon\ R.M.S.P$

Homepage

	Home Page (Version 01)		Home Page (Version 02)
PROS:		PROS:	
*	The three advertisements at the top of the page may draw visitors.	*	Customers can use the search bar to find the items they are searching for.
*	Customers have the option to locate their desired items by directly inputting their queries into the search bar.	*	Upon selecting their desired category, customers will be presented with images of the items they are looking for.
*	Towards the bottom, there are categories accompanied by images. Customers can choose these categories to explore various options visually, making their browsing experience more engaging and appealing.		At the bottom, you'll find categories displayed with accompanying images. Customers can select these categories to navigate through them, enhancing their browsing experience with additional attractive visuals. Customers can choose what they need from these categories and browse through their selected items.
CONS:		CONS:	
*	The icons and advertisements on the page use small fonts, making the homepage appear quite crowded. For first-time users, there isn't a readily	*	There is no designated area for obtaining instructions or accessing a help center with answers to common questions that customers may have while using the
•	available location to access instructions or guidance.	*	platform. It's advisable to incorporate some white
*	Customers are required to navigate a lengthy path, involving category selection followed by image selection, which can be tedious and time-consuming. Typically, customers prefer a more efficient and streamlined process.	*	spaces for improved readability and aesthetics.

JUSTIFICATIONS:

❖ While Version 02 of the homepage has its drawbacks, its creativity can capture customer attention effectively. It displays a multitude of items on the first page, eliminating the need for sequential browsing and saving users' time. Despite the designer's attempt to make Version 01 user-friendly, its one-by-one selection process may not align with the preferences of busy customers. Considering these factors, Version 02 emerges as the more user-friendly option, allowing users to swiftly navigate their desired destinations and optimize their time. Therefore, I have selected Version 02 as the most suitable choice.

Login page

<u>Login page (Version 01)</u>	Login page (Version 02)
PROS:	PROS:
❖ The login page is neatly centered and well-positioned.	The login page is designed to be straightforward and user-friendly, providing a clear and simple interface for users.
❖ The content area is separated or distinct from the login content.	❖ There are no intrusive advertisements or unnecessary elements integrated into the page.
CONS:	CONS:
❖ There is excessive space allocated for unnecessary advertisements, which can be visually unappealing.	Unwanted content is linked to the login session, which is not appropriate or desirable.

JUSTIFICATIONS: Based on the aforementioned reasons, it can be concluded that the UI of (version 02) is superior.

Registration page

Registration page (Version 01)	Registration Page (Version 02)
PROS:	PROS:
It is nicely organized and well-planned.	❖ The page is simple and user-friendly, making it easy to navigate.
❖ The registration and unwanted elements are	
separated or distinct from each other.	❖ The content is centered, providing users with a satisfying and easily accessible first impression.
CONS:	CONS:
	❖ The registration section is connected to
❖ The organization is considerably worse in comparison to the first user interface.	the unwanted area, which may not be ideal.

JUSTIFICATIONS:

❖ We can conclude that the (Version 02) user interface is superior when compared to (Version 01).

Sell vehicle Page

Sell vehicle page (version 01)	Sell vehicle page (version 02)
PROS:	PROS:
 The necessary icons are present. The form format is visually appealing and attractive. The button size is appropriately chosen and fits well within the design. The font size of the web page is clear and legible. 	 The necessary icons are present on the webpage. The form format is designed in an attractive and appealing manner. The button size is appropriately chosen and fits well within the design. The font size of the web page is clear and easy to read. Users can easily identify the categories thanks to the inclusion of large icon buttons.
CONS:	CONS:
 There are an excessive number of ads playing on the web page, which can be bothersome. Once inside a category, the category name is not displayed for the user, which may cause confusion. 	❖ Users are unable to directly view the categories due to the presence of a dropdown text field, which obscures them.
JUSTIFICATIONS: In conclusion, the (Version 0 (Version 01).	2) user interface is superior when compared to

Buy spare parts Page

Buy Spare Parts Page (Version 01)	Buy Spare Parts Page (Version 02)
PROS:	PROS:
 It effectively utilizes the entire page to display more items clearly. It incorporates a location filter to facilitate easy item searching. Users have the option to filter products by price range. 	 The font size is appropriate and meets expectations. The navigation is straightforward and easy to use. The button size is well-suited for the design. The page has an appealing and attractive design.
CONS:	CONS:
 The font sizes are quite small, which can make reading and navigating the content challenging. The price of an item is displayed in a smaller font size compared to the item description. The interface is not particularly user-friendly. 	 The font sizes are excessively small, which can make it difficult to read and navigate the content. The button colors are overly dark, which may affect their visibility and overall user experience.

JUSTIFICATIONS: I chose the 2nd Buy spare parts page from the first selection because it maximizes the use of the entire page to display a greater number of items. Additionally, the content's arrangement is distinct and well-organized. Furthermore, the header and overall design in Version 2 are more creative and visually appealing.

Add wanted ad Page

Add wanted ad page (version 01)	Add wanted ad page (version 02)
PROS:	PROS:
 The page is designed to be simple and user-friendly, making it easy to navigate and handle. The content is centered, providing users with a pleasing and easily accessible first impression. 	
CONS:	CONS:
 The page contains numerous white spaces, which can enhance readability and overall aesthetics. The font sizes are on the smaller side, which may pose readability challenges for some users. JUSTIFICATIONS:	 It's not very user-friendly. There are an excessive number of ads playing on the web page, which can be quite distracting and inconvenient for users.

(Version 1):

❖ Considering the presence of the "send to friend" form throughout the page, its size in comparison to the buttons, and the ample space for typing messages, it appears that a significant amount of interface space is inefficiently utilized. For these reasons, Version 2 is the preferred choice.

Contact us Page

Contact us page (version 01)	Contact us page (version 02)	
PROS:	PROS:	
 Users have the convenient option 	❖ All the content is	
to contact the system administrators	appropriately oriented and	
through social media channels.	structured.	
❖ Users can utilize the "contact us"	❖ The layout is well-designed and	
form to provide comments and	eye-catching, making the page	
feedback about their experience using	visually appealing.	
the website.		
	❖ The icons used to represent social	
Users can effortlessly find the	media links are distinct and unique in	
location by clicking on the map.	design.	
CONS:	CONS:	
❖ While all the necessary details are	❖ The font size of certain texts is	
present, the interface is not particularly user-friendly.	too small, which can make them difficult to read.	
❖ The contact details in the "contact		
us" section are not organized in a proper or clear order.		
❖ The font size of certain texts is		
too small, which can affect		
readability and user experience.		
readability and user experience.		
JUSTIFICATIONS:		

❖ I chose the 2nd contact us page for my project because it follows a well-defined order. The section is conveniently located in the right corner, allowing us to easily add comments while referring to other details.

Contribute page

Contribute page (version 01)	Contribute page (version 02)
	PROS:
❖ The font size is appropriate and meets expectations.	The form format is visually appealing and attractive.
❖ The button size is well-suited for the design and user experience.	 There are no unwanted advertisements or unnecessary elements integrated into the page. The necessary icons are present on the
	 webpage. The button size is appropriately chosen and fits well within the design
	CONS:
There is ample use of white space on the page, which enhances readability and aesthetics.	 There are some white spaces on the page, which can contribute to a cleaner and more organized layout.
The contribute page is not properly organized or structured, which can make it less user-friendly.	
The interface is not particularly user-friendly.	
	 The font size is appropriate and meets expectations. The button size is well-suited for the design and user experience. There is ample use of white space on the page, which enhances readability and aesthetics. The contribute page is not properly organized or structured, which can make it less user-friendly.

Leasing offers Page

Leasing offers page (version 01)	Leasing offers page (version 02)
PROS: A standard font and text size have been used, ensuring that users can easily read the content without any difficulty.	 PROS: The font size is appropriate and meets user expectations. The design is simple and clear, ensuring a user-friendly experience.
 CONS: The page incorporates more white spaces, which can enhance its overall aesthetics and readability. There is no designated location to access information about the leasing offers that users may be interested in. 	CONS: There isn't a specific place for users to access information about the leasing offers they may be interested in.

JUSTIFICATIONS:

When comparing Version 1 and Version 2, I have decided to choose Version 2 for my project creation. This decision is based on the fact that Version 2 is well-organized, has fewer white spaces, and exhibits fewer defects than Version 1.

Search wanted Page

	Search wanted page (version 01)	Search wanted page (version 02)	
PROS:		PROS:	
	The page displays fewer advertisements, which can lead to a less intrusive and more user-friendly experience. The page is nicely organized and well-planned, contributing to an efficient and user-friendly layout.	 The excessive display of advertisements has resulted in reduced page count, which can impact on the user experience negatively. The page lacks white spaces, which can affect its overall visual balance and readability. 	
CONS:		CONS:	
*	The page incorporates white spaces, which can enhance its overall visual appeal and readability.	Users are unable to view all advertisement simultaneously, which may disrupt their browsing experience.	
*	The page is not very user-friendly.	browsing experience.	
JUSTII	FICATIONS:		
	❖ It can be concluded that Version 02 is allows users to save time by viewing all t	preferable over Version 01, especially if it he ads with fewer pages.	

Edit my add Page

PROS: PROS: ♣ The interface is very simple, which can contribute to a user-friendly experience.	 Advertisements are displayed clearly and prominently on the page, making them easily visible to users. The design is highly user-friendly, prioritizing a positive user experience.
* *	prominently on the page, making them easily visible to users. The design is highly user-friendly,
	prioritizing a postave user experience.
CONS: CO	NS:
 This page lacks a clear order or organization, which can make it confusing or difficult to navigate. 	• It can be challenging to locate buttons immediately on the page.
❖ You are not satisfied with the edit page, indicating that it may not meet your expectations or requirements.	
JUSTIFICATIONS:	

Buy car Page

Buy car page (version 01)	Buy car page (version 02)	
PROS:	PROS:	
The filter is relatively small, which can make it challenging to locate specific cars easily.	❖ The advertisements are large, which allows users to quickly find cars or items of interest.	
❖ The advertisements are quite small, and the photo quality is not up to standard, which can impact the overall user experience.	❖ The filter bar is large, making it easier to filter and access details efficiently.	
CONS:	CONS:	
Having fewer advertisements can lead to increased page views, as the content may be less cluttered and more user- friendly.	❖ Because of the high volume of ads, only a limited number of ads can be displayed simultaneously.	
JUSTIFICATIONS:		

❖ Since we are primarily displaying advertisements, Version 02 is considered better than

Version 01 as it presents the ads in a more appealing manner.

Edit my profile Page

Edi	t my profile page (version 01)	Edit my profile page (version 02)
PROS:		PROS:
*	The necessary buttons have been included in the design.	The form format is kept simple, ensuring user-friendliness and ease of use.
*	The form format is designed to be simple and clear for the user, ensuring ease of use.	
*	Additional features have been incorporated into the design.	
*	A navigated path is provided for users to follow.	
CONS:		CONS:
*	White spaces have been strategically incorporated into the interface, enhancing its overall layout and readability.	Some required buttons are missing in the design.
read		The alignments in the design are not perfectly executed.
		Advertisements are integrated into the design.
JUSTIF	FICATIONS:	

❖ In Version 1, the form format is more detailed and includes the necessary options. However, in Version 2, the alignments are not correct, and some required options are missing. Therefore, it would be better to use Version 1 for the edit profile page.

Changed Password Page

01)	Changed Password Page (version	02)	Changed Password Page (version
PROS:		PROS:	
*	The visibility eye icon, which indicates the inclusion of required options, is present.	*	The button sizes are suitable and well-proportioned within the design.
*	The necessary buttons have been included in the design.	*	The steps for changing the password are straightforward and simple.
*	The button sizes have been chosen appropriately and are well-suited for the design.		
	The password character format is included in the design.		
CONS:		CONS:	
*	There is an inefficient use of interface space in the design, resulting in wastage.	*	The alignments in the design are not perfectly executed and may need improvement.
		*	Some required options are missing in the design.
IUSTII	FICATIONS:		

JUSTIFICATIONS:

Considering the inconvenience and the absence of required options in the change password page of Version 2, it would be more advisable to select the change password page from Version 1.

Buy SUVs/ jeeps Page

	Buy SUVs/jeeps page (version 01)		Buy SUVs/jeeps page (version 02)
PROS:		PROS:	
*	The entire page is utilized to display vehicles, with fewer white spaces included in the layout.		A filter option is available to facilitate the search for vehicles.
*	A much clearer description is provided in the content.		A navigation path has been thoughtfull included for user guidance.
*	The alignments in the design are executed perfectly.		
*	A navigation path has been included to guide users through the content.		
CONS:		CONS:	
*	Links to move to the next page are conveniently located below the	*	The design is not very user-friendly.
	vehicle list.	*	Advertisements are incorporated into the design.
JUSTIF	ICATIONS:		
*	Because of its better user-friendliness and Version 1 is the preferred choice for the B		•

Ideation techniques used

"Ideation techniques represent a creative process for generating novel ideas that can be actualized through a range of approaches, including brainstorming, mind mapping, SCAMPER, and brainwriting. In this context, we've employed the following methods:".

❖ Figma

Figma, InVision, and Marvel are instances of digital collaboration tools that designers and developers utilize to construct digital products. These online collaboration tools enable designers and developers to collaboratively modify, provide feedback on, and assess designs and code.

❖ Worst Possible Idea

This approach proved to be the most effective method for pinpointing flaws in our interfaces. Each team member contributed their unique perspectives, highlighting potential issues that could have been challenging to address later. This technique played a crucial role in our early detection of these issues and subsequently allowed us to create user-friendly interfaces.

Brainwriting

We maintain consistent communication through online meetings, during which we discuss and document our ideas.

How the best design was selected

We crafted user-friendly interfaces through the application of contextual inquiry. With a primary focus on attractiveness, we carefully selected the superior design from the two versions. We then meticulously organized and positioned the components within the chosen interface to ensure effortless user navigation. Additionally, we employed a harmonious color palette to enhance the overall visual appeal of the interface.

Appendix

IT21021602 – Abeykoon R.M.S.P

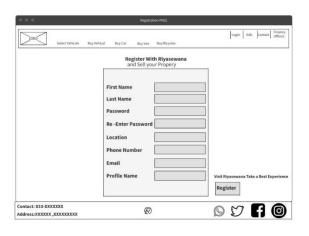
Homepage (Version 01)



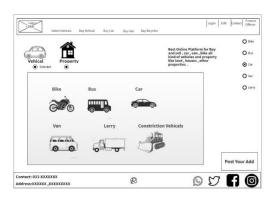
Login Page (version 01)



Registration Page (Version 01)



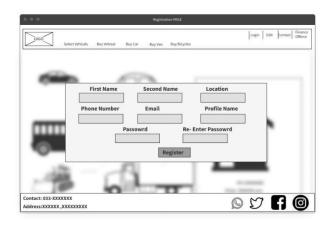
Homepage (Version 02)



Login Page (version 02

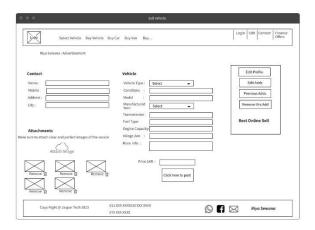


Registration Page (Version 0

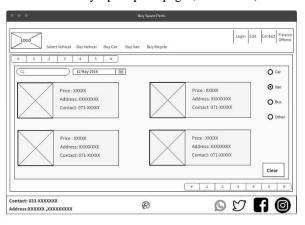


IT21032806- Jayasinghe K.A.K.N

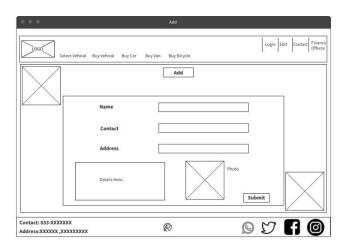
Sell vehicle page (Version 01)



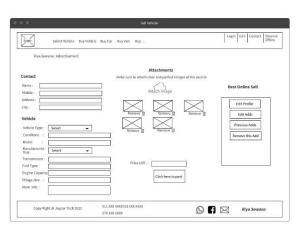
Buy Spare parts page (Version 01)



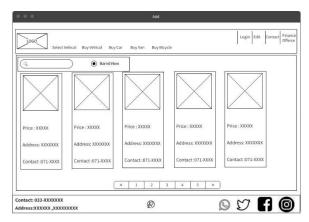
Add wanted ad Page (Version 01)



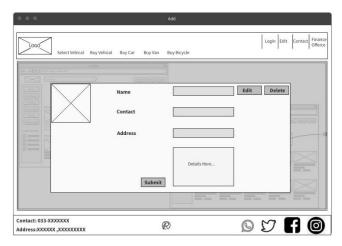
Sell vehicle page (Version 02)



Buy Spare parts page (Version 02)

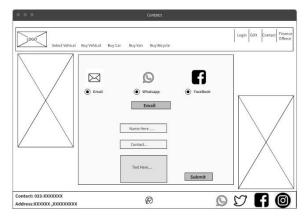


Add wanted ad Page (Version 02)

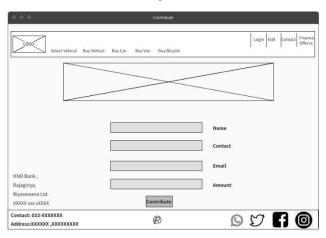


IT21033032 -Nishshanka N.A.P.K.R

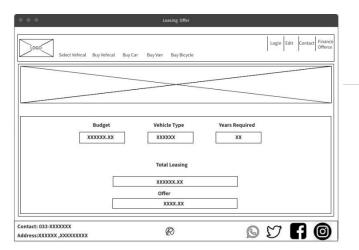
Contact us Page (Version 01)



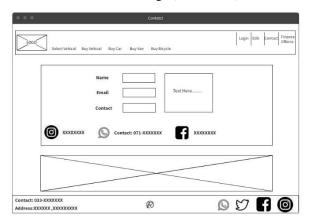
Contribute Page (Version 01)



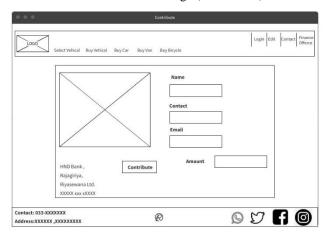
Leasing offer Page (Version 01)



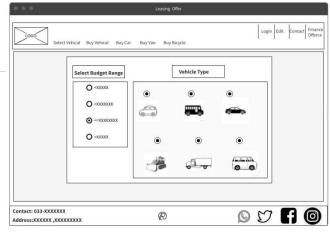
Contact us Page (Version 02)



Contribute Page (Version 02)

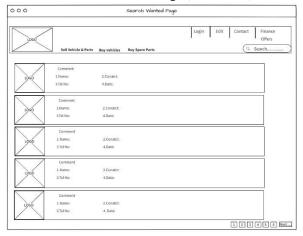


Leasing offer Page (Version 02)



IT21112164- Sendanayaka D.C.I

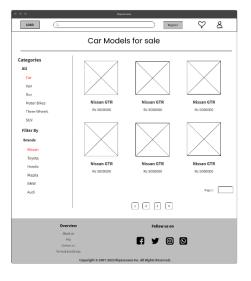
Search wanted Page (Version 01)



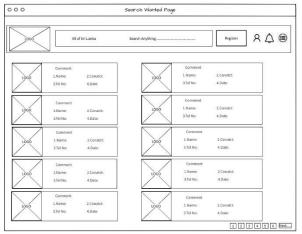
Edit my add Page (Version 01)



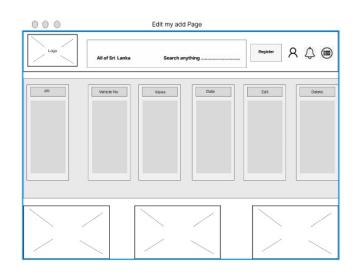
Buy car Page (Version 01)



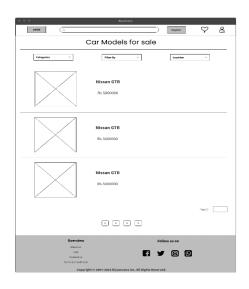
Search wanted Page (Version 02)



Edit my add Page (Version 01)

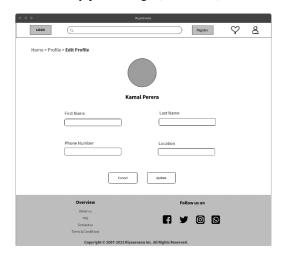


Buy car Page (Version 02)

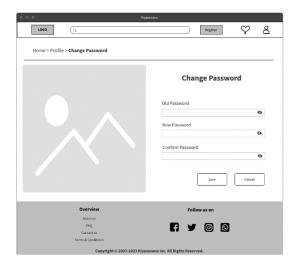


IT21032974- Nishshanka N.A.G.A.A

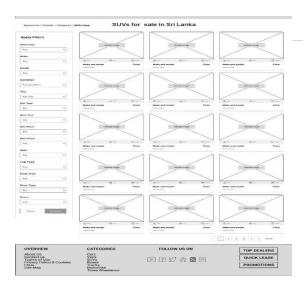
Edit my profile Page (version 01)



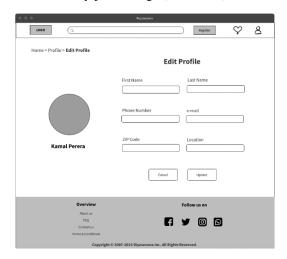
Changed password Page (version 01)



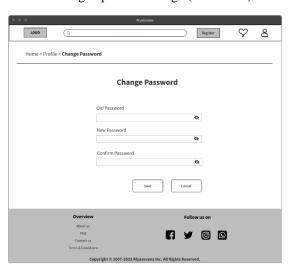
Buy SUVs/jeeps Page (version 01)



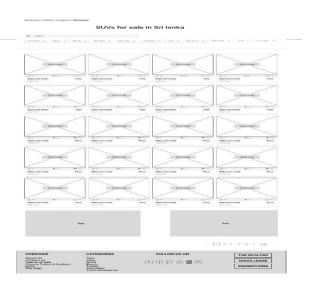
Edit my profile Page (version 02)



Changed password Page (version 02)



Buy SUVs/jeeps Page (version 02)



References

Usability.gov

https://www.usability.gov/what-and-why/user-interface-design.html

Drawing Wireframe

 $\frac{https://youtu.be/PmmQjLqJQlY?si=LLqki}{lIn3F-Pyp1Z}$

Future Learn

https://www.futurelearn.com/info/blog/introduction-to-ux-ui