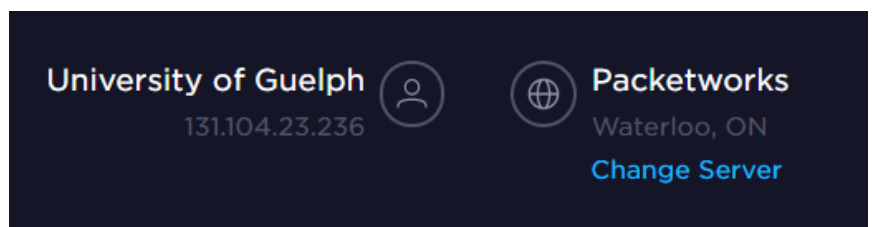
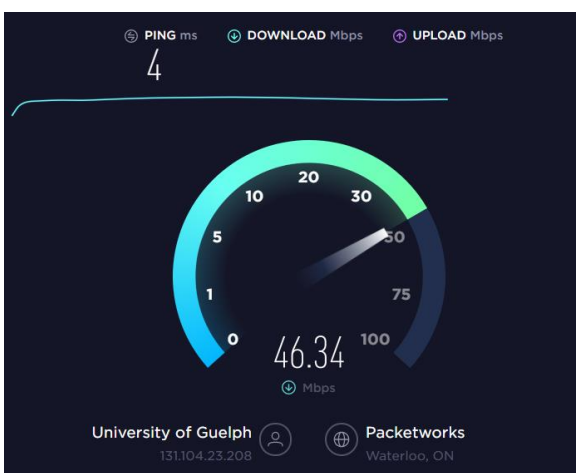
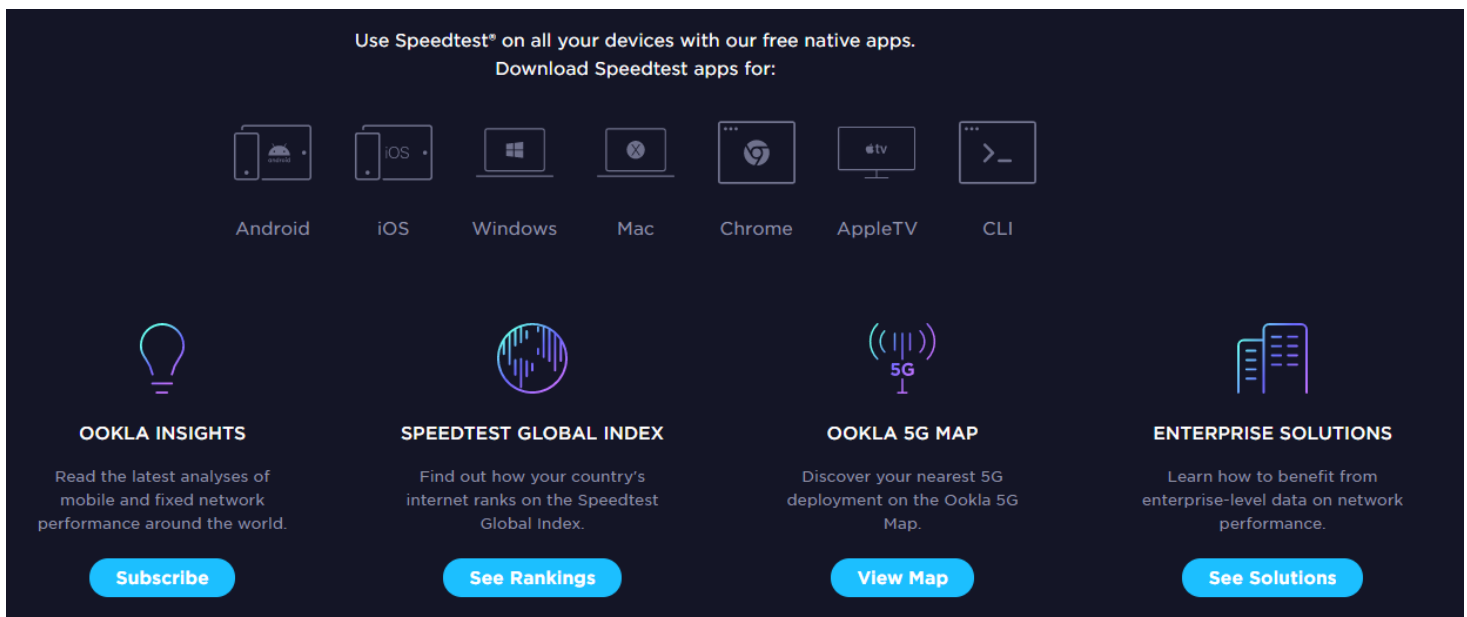
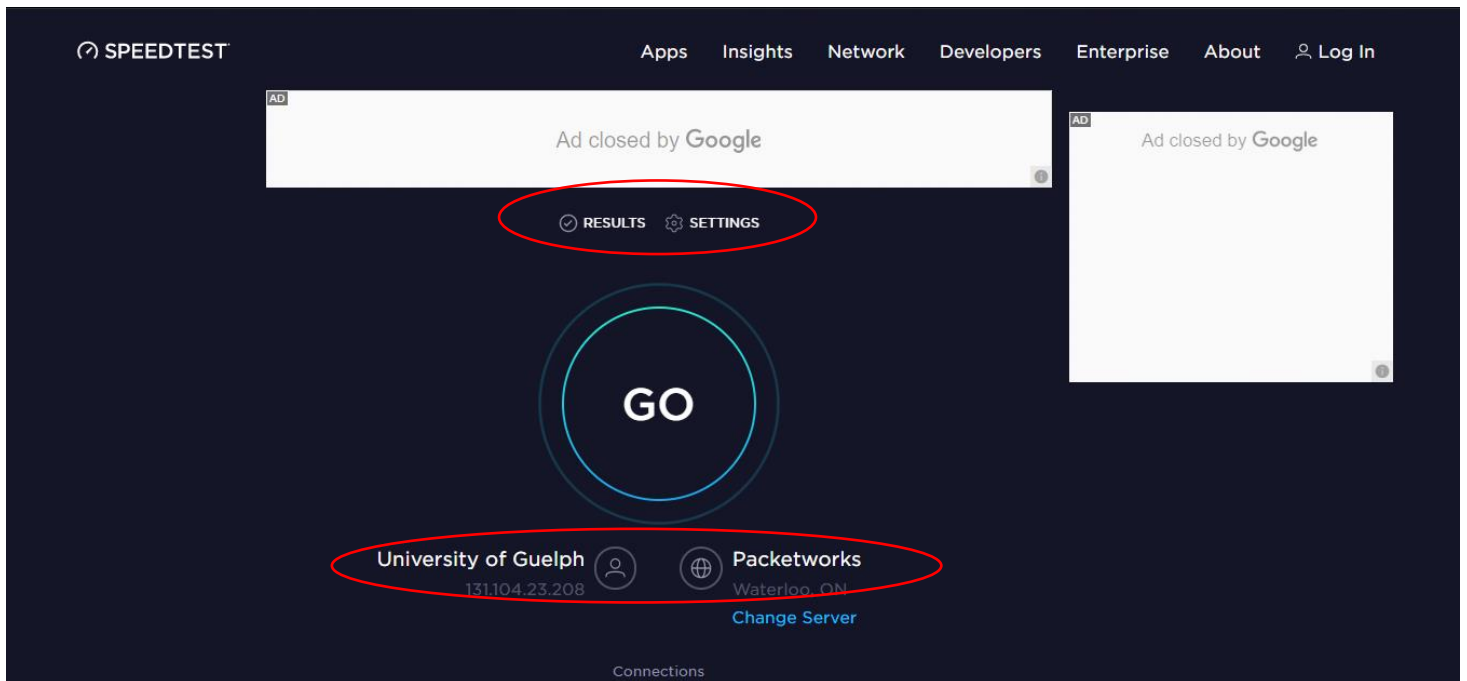
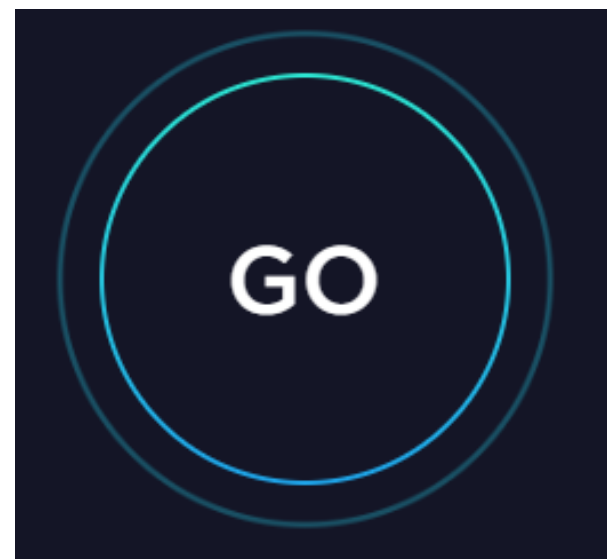
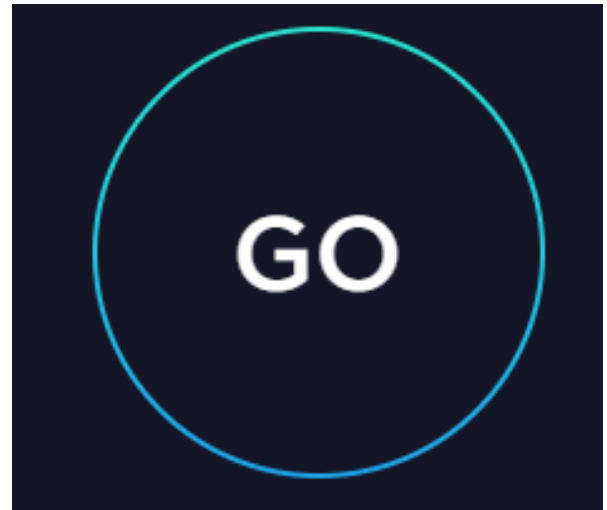
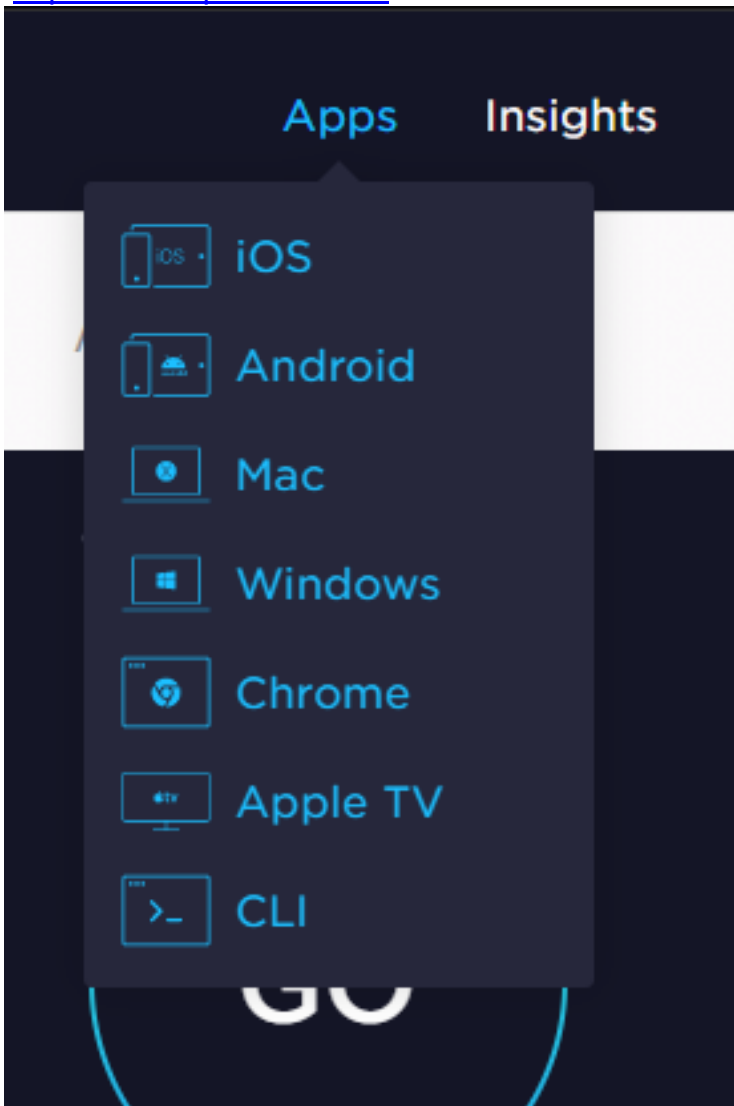


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## Images:





### ***Description:***

This week's readings focus on interactive design principles. The website I chose- Ookla, uses various methods, as outlined in this article to successfully create a user-friendly and popular site. First, discoverability is present on the homepage, in a simplistic manner. Instead of having just symbols for certain things, to make things easier for the user, they also generally attach a label as well. As circled in red, the 4 various icons are standalone symbols. Each one has a label that states information related to the icon to the user. Another feature closely related to the previous one are signifiers. This can be seen in the 2 pictures of the 'GO' button, (this will be easily seen by going on the site) every few seconds, the button pulsates, to catch the user's eye, like 'HERE OVER HERE CLICK ME'. Another feature used was 'recognition rather than recall'. In the drop-down menu for Apps, it shows miniature icons for the various applications that they have software for. Like for iOS-phones and tablets, a web browser for chrome etc. By relating the products to the labels, users can recall exactly what the menu is referring to without having to think about it consciously. They also

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showed the same selection lower on the screen if you scroll down. Lastly, mapping was also used on this site. Mapping is used to demonstrate a relationship between concepts in the real world and controls online. This can be clearly witnessed in the way the speedometer is put into use. This site is to measure the internet speed, and by using a speedometer, they create a flawless UI component that translates to the User the exact information in a simple-to-understand manner. This was an example of a natural analogy as well. By utilizing these tips and tricks, this website sufficiently employs simple, clearly defined goals and a strong purpose, all coming together as an intuitive UI.

### ***References:***

Philips, Miklos. "Boost Your UX with These Successful Interaction Design Principles." Toptal Design Blog, Toptal, 1 June 2017, [www.toptal.com/designers/interactive/interaction-design-principles](https://www.toptal.com/designers/interactive/interaction-design-principles).

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