

Evaluative Framework

As a group we reviewed and discussed materials from our previous classes and researched further material externally and have come to an agreement to use the following principles for our evaluative framework:

User Interface – Cliodhna Kerr

“A good user interface can give you a competitive edge in a constantly growing world where companies are starting to realize the importance of good user experience. As a result, they are creating solutions that are functional and elegant while enhancing people’s everyday lives.” Eaton, T. (2018). *The power of good UI and how it enhances engagement*. [online] Medium. Available at: <https://uxdesign.cc/the-power-of-good-user-interface-and-how-it-enhances-engagement-the-new-currency-in-the-digital-43a59bcd9bda>.

The user interface is one of the most important features of a webpage. User interface is defined as the interaction between a computer system and the end user, particularly by using input devices and software. A good user interface is essential for a positive user experience which can contribute to the overall success of the website as it could potentially result in users continued use of the website. A badly designed user interface can leave a bad first impression for the user which may make them not want to return to the website. It can also give the website a bad reputation which will put other users off visiting. An effective and successful website should have an appealing and easy to use user interface whilst also maintaining strong functionality.

A great user interface will consist of two key components, how easy it is to use and how it looks to the user. Visual design is a key aspect of designing a website, it is the user's first impression, so it is necessary for the website to be visually appealing to the user. It is very important for the user interface to be eye catching so that the site is memorable for the individual. The use of colour is vital in helping visual design. A well-designed user interface should be easy for the user to read, it should also have a consistent and suitable colour scheme throughout. It is essential for the website to be easy to use and suitable for all ages and experiences, so that it will not restrict the user base. A user interface can be easy to use by having navigation which is easy to browse and locate information.

Creativity – Cliodhna Kerr

“In order to increase the presence of your website in the market is to design it in an appealing and creative manner.” www.liquidarthouse.com. (n.d.). *Reasons Why Creative Web Design is Important* | Liquid Art House. [online] Available at: <https://www.liquidarthouse.com/2019/11/23/reasons-why-creative-web-design-is-important/> [Accessed 23 Nov. 2021].

A key factor within the UX structure of a website is creativity. Creativity is defined as using your own imagination or original ideas to create something. It is vital to incorporate creative ideas into a website whilst also ensuring that the website has strong functionality. Some examples of tools which can help to create a memorable first experience for the user are the use of music and animations. Creativity within a website is important as it can often make the website stand out to the user and seem more appealing compared to the competitors. Using creativity to impact the users' first experience may influence them into the continued use of the site. It is necessary to ensure that the website is easy to use whilst being

creative. A website which is very creative but difficult to use will create a negative experience for the user.

Accessibility – Rebekah

“Web Content Accessibility Guidelines (WCAG) is developed through the [W3C](https://www.w3.org/) in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.” *W3C(WAI), Web Content Accessibility Guidelines (WCAG) Overview, Web Accessibility Initiative (WAI)* < <https://www.w3.org/WAI/standards-guidelines/wcag>>

Accessibility is one of the most important features, it allows a webpage to be usable for users of all abilities without any hinderance to their experience. It helps all users to understand, interact and navigate the content displayed to them on a webpage and enhances their experience, especially users with auditory, visual, speech and neurological disabilities.

As well as that, it helps create a more enjoyable experience for users with temporary injuries and disabilities such as broken bones or with the elderly. However, the accessibility of a website also caters for the compatibility and how accessible a webpage is on smart TVs or smart phones and how it works in different settings such as poor internet and the loading times.

By just having a strong accessibility design early on in the development, errors and faults can be discovered early and the overall end user experience and satisfaction can be enhanced and improved.

Usability – Rebekah

“Usability is about human behavior. It recognizes that humans are lazy, get emotional, are not interested in putting a lot of effort into, say, getting a credit card and generally prefer things that are easy to do vs. those that are hard to do.” *What is usability?, The Interaction Design Foundation, David McQuillen, ex-Swiss banker and founder of Sufferfest cycling workout resources, <https://www.interaction-design.org/literature/topics/usability>*

Usability is a fundamental feature of the UX design of a webpage. It refers to the ease of navigating and using a webpage and can always be approved upon to meet a specific goal for the webpage to make it effective and accommodates a user’s needs. It is closely connected to the effectiveness, efficiency and ease of a webpage and how well it reacts to errors that arise. A webpage should have a consistent layout that mimics a real world look, using symbols and easy to understand layouts so the user feels in control so tasks can be performed fast and builds trust between a user and the webpage.

The users familiarity to a webpage is important as it can impact the flow of the website and infacility or missed understanding can make the usability a lot more difficult for a user. The webpage should have fast enough loading times so the user doesn’t click of or need to wait an extensive period of time for images or other pages of videos, therefore they must be compressed to a smaller size to help transmission and processing times and a user has to use minimal clicks to navigate the page. All these impact the users memory of a page and how they use it in the future.

Reliability- Cai

“Reliability is an attribute of any computer component (Software/hardware) that consistently performs according to its specifications” *Importance of HTTPS: Why does it matter? , eVision Themes, <https://evisionthemes.com/importance-of->*

<https://#:~:text=Importance%20of%20HTTPS%201%20Authentication%20of%20your%20website,...%206%20Improve%20your%20ranking%20in%20Google.%20> It's essential that the website is reliable, users will deter users from using the site, if users find the site unreliable trust with sensitive data they may not want to purchase the items from your site leading to a loss of potential income. One of the easiest ways to see if a website is secure and universally known is the URL (uniform resource locator) at the top where the "https" is displayed (Hypertext transfer protocol secure) is a communication protocol used on the world wide web. HTTPS would establish a protected communication over a network by ensuring legitimacy of the website, the communication is done over HTTP with an encrypted connection by TLS (Transport Layer Security). By having protection for the user's sensitive data, you increase trust, furthermore increase reliability of your site.

If your website supplies an SSL certificate and also provide a seal to show the authenticity of the site. Browsers also show a padlock image in the address bar for the sites with an SSL certificate. By ensuring security for your website you will create a safe space for users, where they will trust your webpage with their sensitive data leading to more trust **reliability** and brand power.

Functionality-Cai

"the quality of being suited to serve a purpose well; practicality" Or more so how easy the website is for the user to navigate through the website and locate any information the user may intend on finding or perform certain operations within the site and most importantly do it with as little time spent as possible." *functionality definition, bing.com,*

<https://www.bing.com/searchq=functionality+definition&form=IENHTT&mkt=enqb&httpsmsn=1&msnws=1&refig=be4e8adddfa74d40f4c90e481df430d6&sp=1&qhc=1&q=AS&pq=functionality+de&sc=8-16&cvid=be4e8adddfa74d40f4c90e481df430d6>

If the chosen website functions correctly the user will feel more enticed to use the webpage more, this will sway users to not go to other competitors. If the website has unique features and has easy user navigation it will stand out as more useable reaching a wider audience of users from multiple age groups increasing brand appearance to potential users.

Although the website needs to meet an average users' expectations such as: A consistent pathing of design so the user doesn't get confused. Easy site navigation so the user can quickly get the information or perform the functions wanted, if the site is efficient enough it will lead to an avoidance of any negative feedback or confusion while using the site.

A nice graphic design you want your site to hold the user's attention by having a attractive look to it will increase attention and user traffic.

If a website is to be successful it will need to make sure it maintains a consistent website pathing, easy access to information that the user wants, have quick loading times for the website if a user's will likely have a low attention span and will click on a different site, that's a loss of users that are needed.

Compatibility – Rebekah

Browser compatibility is the capability or flexibility of a website, web application, script or HTML design to function on different web browsers available in the market. The benefit of creating a website with browser computability is that it improves a website's reach and cuts down on loss in

performance. *What is Browser Compatibility? - Definition from Techopedia, Techopedia.com, <https://www.techopedia.com/definition/23240/browser-compatibility>*

A webpage must be designed to deliver a consistent and easy experience to all users. Compatibility is important as it helps maintain a structured layout, no matter what browser a user uses and helps with the overall functionality of the web pages. Cross border compatibility allows the web page to be accessed on all browsers and devices, no matter what version the user may be using or how good or bad the devices screen resolution is although some webpages are only built to be used on laptops and PC and are incompatible with touch screen technologies.

Using coding languages such as CSS or HTML comes with inconsistencies as the code is interpreted differently by different browsers and can turn what was a well formatted web page into an unorganized and incompatible document, minimizing the reach of the webpage as the target user deems it as hard to use and navigate. User satisfaction is improved if a web page is compatible and produces a consistent layout and experience to everyone.

Semiotics and Graphics – Jack

A major key factor within the UX structure of a website is the use of semiotics and graphics, this should be studied and evaluated carefully to reach an overall judgement. Both semiotics and graphics play a key role within the structure of a website as it makes up much of the content that is displayed; furthermore, they are visual indicators of various forms of information making it easier for the end user to understand the message the website is trying to portray and form their own opinions at an accelerated and keep them enticed for longer periods of time.

Semiotics such as Indexes, Icons or Symbols play a key role in signifying a specific meaning to its intended audience using context without it being blatantly obvious to what it is. These are a powerful feature in websites as they can be used to pack far more information into a smaller image, ideally these should be used with a specific purpose in mind to not confuse the viewer. According to research done by Richard Felder during the 1980s he estimates at least 65% of the population are visual learners while other sources estimating it is as high as 80% therefore making the use of graphics incredibly important as a way of conveying information but also breaking up large chunks of text and making it look more visually appealing which makes it more likely to retain its viewers.

Target Audience – Jack

During the design stage of a website, it is undeniably necessary to determine what their target audience is to properly capture their needs and wants as an audience so the website can be catered specifically with them in mind; therefore, this concludes that this should be yet another factor to investigate to reach a good judgement on the topic. The UX design contributes significantly towards this factor as a wide range of design choices such as the theming and layout can be used to determine who the developers are trying to appeal too. There are various key principles that can be used to identify and determine how well the website grasps and understands its target audience; if the website is appropriately designed and structured around its target audience it will be increasingly obvious as to what message they are trying to portray and are more than likely able to hold the reader's attention for longer than those who it is not intended for.

To determine the success of a website's appeal is dependent on specific principles used to build up the overall website, things such as; The use of vocabulary should be specific whether that is complicated,

simple or region specific to match that of their audience. The placement of various elements should reflect their audience including things such as what kind of navigation has been used. The use of color is incredibly important as it will reflect what the subject of the website is and whether it appeals to their chosen audience. It is incredibly important that these factors are met or the website will suffer in trying to gravitate towards their target audience.

Comparative Matrix Table

Website	Wales	Ireland	France	Scotland	England
User Interface	8	8	8	9	
Creativity	6	6	6	9	
Accessibility	6	7	7	7	
Usability	7	8	7	8	
Reliability	8	9	8	8	
Functionality	8	8	8	9	
Compatibility	9	9	9	9	
Semiotics and Graphics	8	8	7	7	
Target Audience	9	9	8	9	