UX

Assignment 1
UX DESIGN INVESTIGATION

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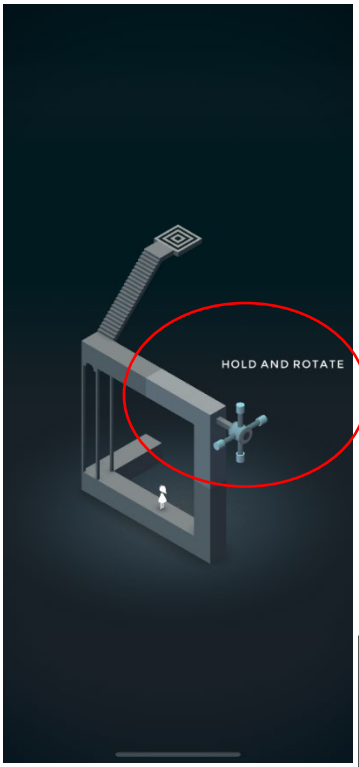
Learnability & Equity

Introduction

Monument Valley *was created by a team at* **ustwogames**, *led by Ken Wong. Inspired by the art of MC Escher, Japanese prints and minimalist 3D design, each level in the game is a hand-crafted combination of puzzle, graphic design and architecture. Players guide princess* ***Ida*** *through mysterious monuments, uncovering hidden paths, taking advantage of optical illusions and outsmarting the enigmatic Crow People. Here Ken Wong talks us through the game's creation. (Creative bloq,2014)*

Analysis



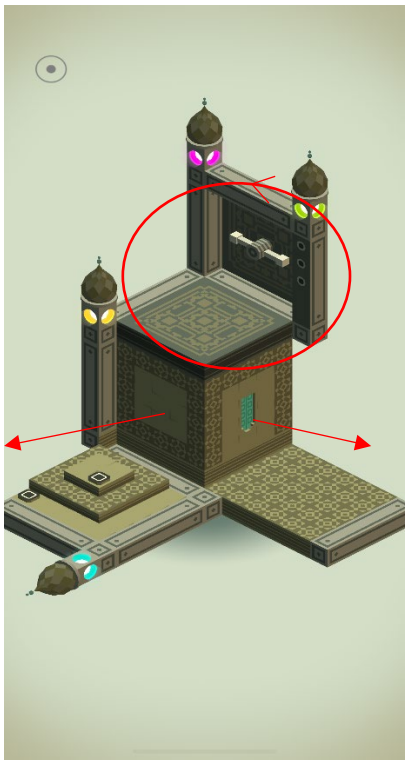
constraint

In Monument Valley, the player's experience is shaped and guided by the deliberate integration of limitations into the gameplay. By creating stages that only permit particular activities, such as tapping to move the main character, Ida, or rotating or shifting structural elements, the game limits user interactions. These restrictions are not merely limitations; they are also necessary to aid players in maintaining concentration while attempting to solve the riddles. The overall gameplay experience is improved by the game's ability to limit the amount of possible interactions, which lessens cognitive overload and prevents players from being overloaded with options.

Forgiveness

It appears to me that Monument Valley is also meant to be a forgiving environment that promotes experimentation and discovery without holding the player back for mistakes. What I found is that the game lets players attempt alternative strategies without repercussions if they make a mistaken step or move. This design decision is essential for preserving the game's approachable and tranquil vibe because it lessens the tension and aggravation that puzzle games are notorious for

Reflection



Accessibility

Though its simple aesthetic and easy-to-use gameplay is frequently complimented , Monument Valley could use some accessibility enhancements. However, the game's ease of use makes it more accessible. I noticed that there aren't many options for gamers with impairments. For instance, the lack of colorblind or larger text options might potentially increase the game's accessibility for a wider range of players. Furthermore, the game primarily uses visual cues rather than offering descriptive text or alternate aural cues for visually impaired players. I believe that adding elements like tactile feedback or voice narration could make Monument Valley more inclusive

Affordance

Monument Valley has usually good affordance, with players who is being guided on how to interact with the environment by the game's intuitive design. The surrealistic architecture of the game, nevertheless, can occasionally be confusing. Particularly in more difficult stages, some players could find it difficult to determine which pieces are interactive and how to modify them. Better visual cues or subdued lessons that draw attention to interactive parts without detracting from the immersive experience could help with this. For players unfamiliar with the genre, the game might also use more clear tips to assist them grasp the mechanics.

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Figure 1 Monument Vally. Introduction .2024, Digital Image. Reproduced from Monument Vally Application

Figure 2 Monument Vally. A Quest for Forgiveness. 2024, Digital Image. Reproduced from Monument Vally Application

Figure 3 Monument Vally. Forgotten Shores .2024, Digital Image. Reproduced from Monument Vally Application

Efficiency and value

Introduction

Amazon.com is an e-commerce platform that was found by July 5,1994, by Jeff Bezos. Amazon sells many product in online including media ,consumer electronics, beauty products, groceries, health and personal care products, industrial & scientific supplies, musical instruments, sporting goods, tools, automotive items, toys and games, and farm supplies and consulting services. (Wikipedia,2024)

Analysis

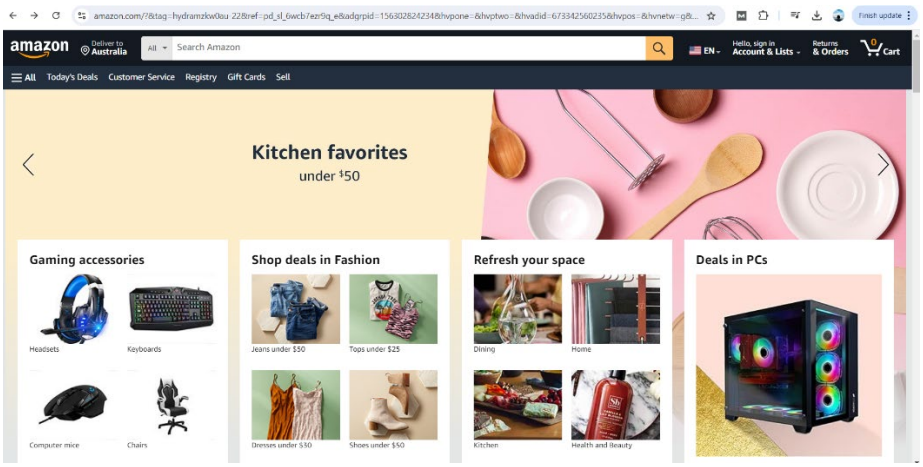
Signal to noise ratio

By concentrating on user-relevant content, Amazon is able to maintain a high signal-to-noise ratio. In order to reduce distractions and highlight important information like product description, price, and customer reviews, the homepage and product pages have been developed. Nevertheless, sporadic recommendations and advertising banners might add noise and worsen the user experience. By making sure that only the most essential content is displayed prominently, a more simplified strategy could further improve the effectiveness of the website.

Five hat racks

Users can find products quickly on Amazon by using categories like "Departments," "Best Sellers," and "Today's Deals," which group information according to various criteria. Users can easily locate what they need, whether they are surfing or specifically looking for something, thanks to this organised approach. But occasionally, consumers may find the sheer number of possibilities overwhelming, indicating the necessity for even more specialised classification or filters to

Reflection



Mapping

The way the website is designed efficiently links user actions like adding products to the cart, using filters, and browsing between product categories to the desired results. Nonetheless, a smooth purchasing experience is produced when interface elements match customer expectations. However, to improve user familiarity and simplicity of navigation, the layout uniformity throughout the site's parts may use some work.

Highlighting

The way the website is designed efficiently links user actions like adding products to the cart, using filters, and browsing between product categories to the desired results. A seamless shopping experience is produced when interface elements match customer expectations. To improve user familiarity and simplicity of navigation, the layout uniformity of the site's various sections might be improved.

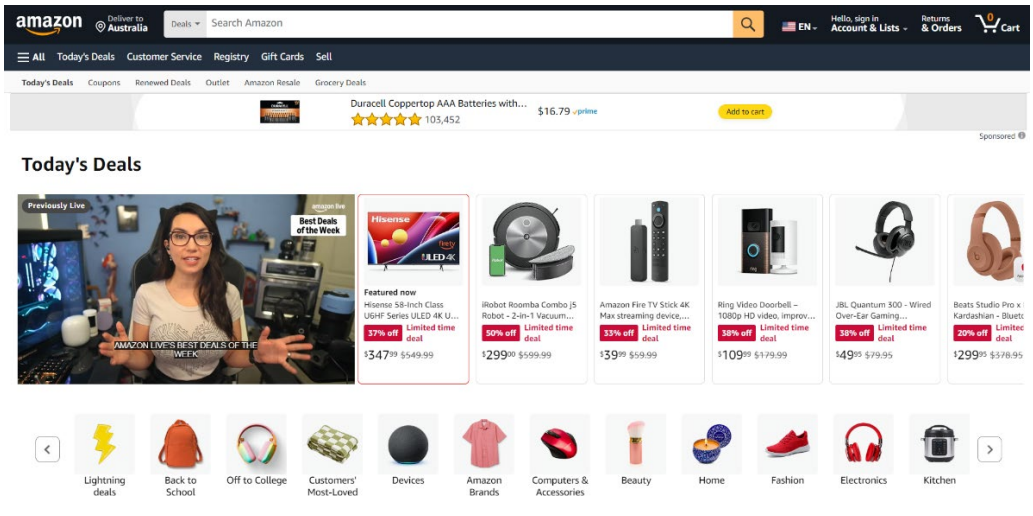


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Figure 1 Amazon.com. shopping item .2024, Digital Image. Reproduced from amazon.com website

Figure 2 Amazon.com. Home page .2024, Digital Image. Reproduced from amazon.com website

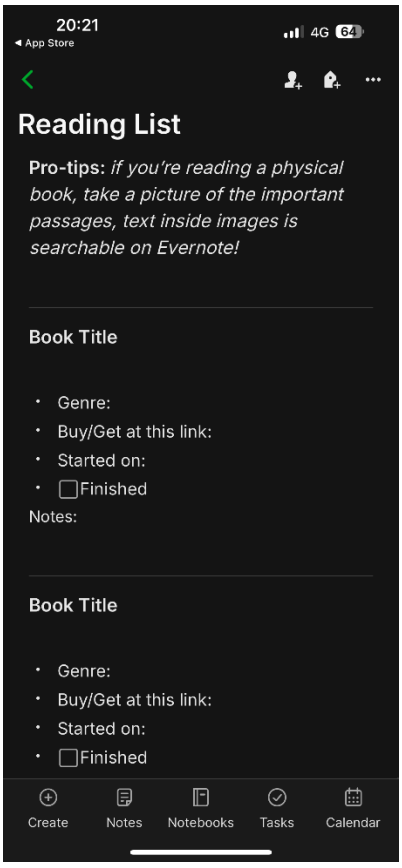
Figure 3 Amazon.com. Today’s deals .2024, Digital Image. Reproduced from amazon.com website

Memorability and Satisfaction

Introduction

Evernote *is a note-taking and task-management application developed by the* ***Evernote Corporation.*** *It is intended for archiving and creating notes with embedded photos, audio, and saved web content. Notes are stored in virtual "notebooks" and can be tagged, annotated, edited, searched, and exported (Wikipedia,2024)*

Analysis



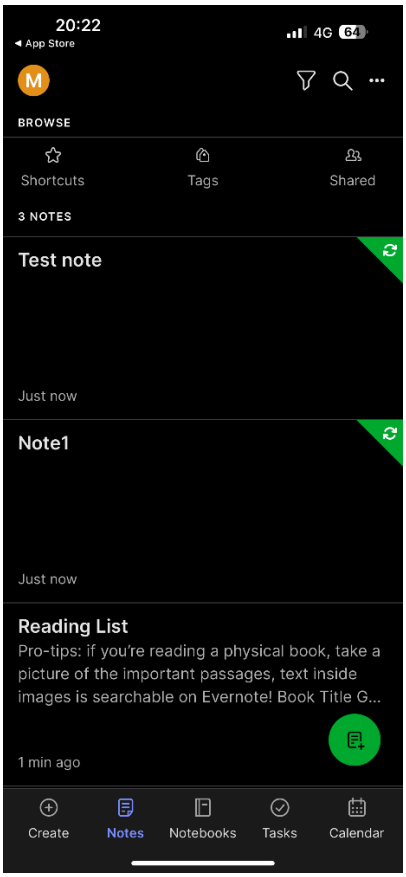
Depth of processing

Evernote is an app that encourages deep processing by allowing users to organize notes in a structured manner using options like notebooks, tags, and hierarchical organization. The ability to add detailed text, images, audio, and even scanned documents ensures that users engage deeply with their content by improving memorability. However, the complexity of these features might overwhelm some users, suggesting a need for a more guided onboarding process to improve satisfaction

Zeigarnik effect

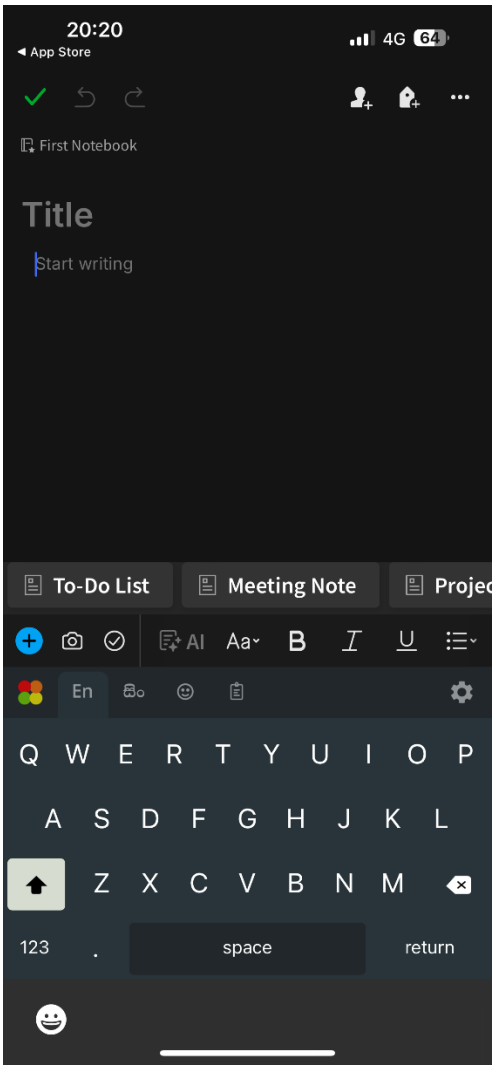
Evernote takes advantage of the ZeiGarnik Effect by allowing users to create and save incomplete tasks or notes. This ensures that users are more likely to return to the app to complete their unfinished work, enhancing both memorability and satisfaction as users feel a sense of accomplishment when they revisit and complete their tasks. However, there could be improvements in providing reminders or nudges to help users return to these incomplete tasks.

Reflection



Recognition over recall

By prioritising recognition over recall, Evernote's interface is made to minimise cognitive stress. The application makes use of icons, visual clues, and well-known layouts so that users may identify features without having to remember precise instructions. Nonetheless, because users can simply navigate and use the app, this design decision significantly increases user satisfaction. Additionally, enhancing the user experience by giving commonly used elements



Hick's Law

Evernote uses Hick's Law, which says that the more complex and numerous the options, the longer it takes to make a decision, to balance the complexity of its features. Evernote reduces decision time and boosts user happiness by classifying features and offering shortcuts to the most frequently used features. On the other hand, a more customised interface that changes based on user behaviour can shorten decision times even more and raise user satisfaction levels

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Figure 1 Evernote, create page .2024, Digital Image. Reproduced from Evernote Application

Figure 2 Evernote, Notes page .2024, Digital Image. Reproduced from Evernote Application

Figure 3 Evernote, create page .2024, Digital Image. Reproduced from Evernote Application

Errors and Usability

Introduction

Hungry jacks kiosk is a self-service system that has an interactive touchscreen device that allows customers to buy meals, drinks and dessert without the help of a staff. It includes hardware and software components that make it possible for customers to browse food, place orders, and pay independently.

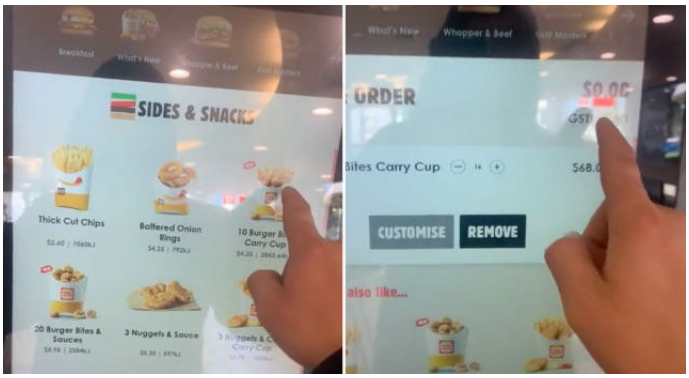
Analysis

Errors

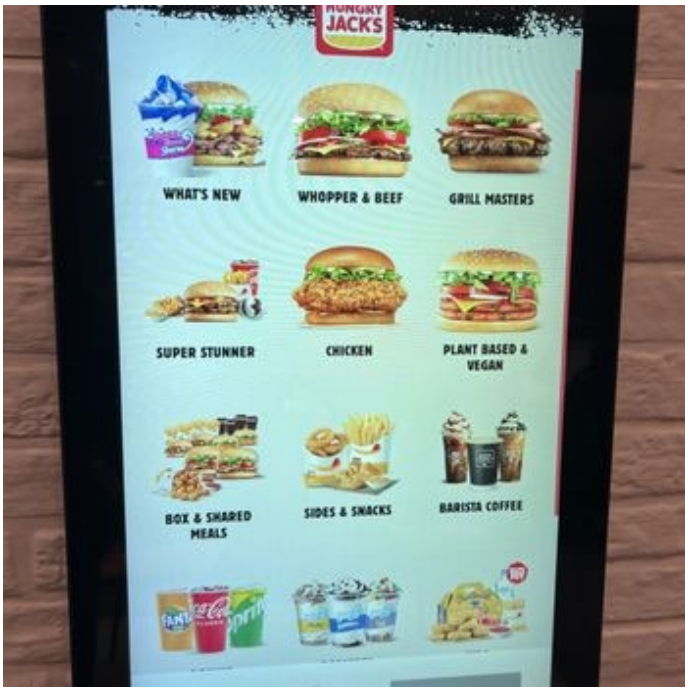
At a Hungry Jack's self-service kiosk, customers frequently experience errors while ordering, such as selecting the wrong item or unintentionally adding extra ingredients. These errors often arise due to unclear labeling of buttons or overly sensitive touchscreens. For example, customers trying to customize their burgers might accidentally select options they didn't intend, resulting in frustration. An analysis could explore how design elements like button size, feedback mechanisms (like pop-up confirmations), and intuitive navigation can minimize user errors

Flexibility Usability Tradeoff

The Hungry Jack's kiosk allows customers to customize their meals extensively—changing ingredients, adding extras, or modifying portion sizes. While this flexibility is valuable for those who enjoy personalized orders, it creates a usability tradeoff. Many users, particularly those looking for a quick and simple order, find the interface too complex and time-consuming. The extra options clutter the screen and increase the cognitive load. In this case, balancing flexibility with simplicity is crucial. An analysis might examine whether reducing



Reflection



Control

Hungry Jack's self-service kiosk should provide users a feeling of control over the ordering process by making it simple to amend or cancel an order at any time. Looking back at the existing layout, the kiosk might employ clearer routes for users to see their full order before completing it, and more obvious back or cancel buttons. This perspective would address how giving users more influence over the interaction—for example, by giving prompt feedback when modifications are made—can enhance the user experience overall and lower the risk of mistakes

Consistency

Consistency across the Hungry Jack's kiosk is essential for user - friendly design. Reflect on how the interface maintains uniformity in terms of button placement, color schemes, and navigation across different screens (e.g., choosing a meal vs. customizing ingredients). Inconsistencies, such as varying button sizes or different layouts for different meal options, can confuse users and increase the learning curve. A reflection on consistency would highlight how a uniform and predictable interface contributes to a more seamless experience, reducing cognitive load and minimizing errors

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Figure 1. Yahoo News. *Image from Hungry Jack’s Menu Hack*. 2023. Digital Image. Reproduced from Yahoo News Australia, accessed August 25, 2024. https://au.news.yahoo.com/hungry-jacks-menu-hack-hilariously-backfires-caught-out-063847985.html.

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Figure 3. Yelp. *Image of Hungry Jack's Melbourne*. 2024. Digital Image. Reproduced from Yelp, accessed August 25, 2024. https://www.yelp.com/biz/hungry-jacks-melbourne-5.