Meissa Bayo

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Professor Enke

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Question 1

In terms of interactive design, things that may be acceptable for one community may not always be appropriate for another community. This dilemma is caused due to diversity in human factors that include abilities, motivations, work styles, ethnic backgrounds, personalities, and demographics. This problem can be classified as universal usability which is basically the practice of making an interface design that is universally accepted by users that fall into different “classes”. One way to overcome this challenge is by considering older and disabled users during the design process (Newell). As the world’s population ages, designers in multiple fields are adapting their work to serve older adults, which could benefit all users (Shneiderman, Plaisant and Cohen). This means that a fix for a usability problem that negatively affects older or disabled problem can potentially be a fix for other communities too. Ben Shneiderman, the author of Designing the User Interface: Strategies for Effective Human-Computer Interaction, uses the example of closed captioning and user-controlled font sizes on interfaces such as ATMs or Television being originally made for users with hearing or visual difficulties ended benefiting many types of other users.

# Works Cited

Newell, Allan. *Design and the Digital Divide: Insight from 40 Years in Computer Support for Older and Disabled People*. Ed. Ron Baecker. Morgan & Claypool Publishers, 2011.

Shneiderman, Ben, et al. *Designing The User Interface: Strategies for Effective Human-Computer Interaction*. 6th. Pearson, 2016. 20 January 2018.