3.1 Website analysis.

I picked the following website: http://www.lingscars.com/

Questions.

- **What site is this?** This site is called LINGsCARS.com as stated clearly on the title.
- **Does it follow conventions?** It follows *some*.
    - o **Menus, logos, content.** Yes, there are menus, logos and content.
    - o **Are elements clear enough?** Some elements are clear, some other are partially hidden.
- **Is any law of Gestalt present on the page?** It might be possible to see the law of similiraty in some images, as they look as one whole instead of pieces.
- **Is the main menu always visible and stable?** Definitely yes.
- **Can you distinguish links and buttons, false affordance?** The site is really failing in this aspect. Most look-alike-buttons are actually just images that highlight when you scroll over them.
- **Is there any content that distracts the user?** Yes, a lot of images and animations could distract the user.
- **Balanced or unbalanced page?** It's a very unbalanced page with random images, different fonts and sizes for text, and very tight parts confronting very open ones.
- **Are there any search options? Are they clear enough?** Theres is no such a thing as a browser, and if there were one, it's very much ocult.

   In general, it's not the worst website. It provides some basic elements of navigation and accesibility, but confuses the user with its poor design and false affordance.

3.2 Videos (With Sara)

Summary.

In the video they are talking about native prototyping on webpages. Its main difference with paper and digital prototyping is that it focuses on user experience through direct interaction with the user. This helps you seeing different aspects of your project that you wouldn't normally see. For example, a seemingly good idea might be worse than expected and thanks to direct user feedback you can change it on time before release. This helps finding a solution to a common problem with programmers focusing more on code proficiency than on actually giving a good user experience.