Info 3315 mini assignment 1

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Question 1: usability goals.

The six usability goals are:

1. Effectiveness

The web browser’s UI is good at doing what it’s supposed to do. The layout is simple but effective, containing multiple buttons like back, forward, refresh, and bookmark etc. These basic functions are essential for a web browser to do its job properly.

1. Efficiency

For each website/recommendation article on the front page, there is a rather large graphic icon that represents the website next to it. By this design, users can identify the site and content of the article more quickly than reading its name, by looking at the icon, thus improving the efficiency.

1. Safety

There is an info-circle icon in left part of the address bar, which gives user information about the security of the website, including certification type and cache usage, to prevent unwanted unsafe connection, protecting the user from potentially dangerous conditions.

1. Utility

The browser’s front page provides several additional functionalities like searching, top sites, and reading recommendation for the user. These utilities can cover most people’s use cases when they open the browser.

1. Learnability

The design of buttons on the browser UI is very intuitive, which means exactly what they look like. For example, the forward &backward arrows stands for forward &backward pages, while the bookmark button looks like a bookmark. Therefore being very easy to learn even for a new user.

1. Memorability

The position of buttons are fixed, while functionalities on the front page is consistent as well. Given that, it’s very easy to remember how to use the browser once learnt. Besides, muscle memory can help navigate through commonly used sites.

Question 2 : user experience

Desirable:

1. Enjoyable:

The toolbar UI design is clean, there is no other buttons except necessary ones, which is pleasing to the eyes and thus enjoyable to use, contrast to some other browsers which has a messy toolbar (IExplorer for example)

1. Helpful:

The top sites (most used sites) are very helpful to most internet users, as it will allow user to go to the site a user commonly use easily by direct clicking the icon, without the need to type in the website address repetitively.

Undesirable:

1. Annoying:

The recommended articles section takes up almost half of the screen, this is annoying for those users who don’t need this function (like me). Also, the large images can easily draw user’s attention from working.

1. Unpleasant:

The top sites, while being helpful, can sometimes be negative for user experience, as there exists risk when the section may display contents that the user doesn’t want(like nsfw contents), at time when it shouldn’t.

Question 3 : golden rules

1. Keep the interface simple – implemented.

The interface hides most rarely used information on normal homepage, only leaving very few most used functions, like search, site shortcut, and recommended articles. This allows user to concentrate on their work.

1. Be consistent and predictable – implemented

The button layouts are not changing. For example, same refresh button always stay at same position, allowing the user to easily repeat similar refreshing operation when encountering similar situations. Also, although the content may differ, different sections of UI always stay at same place as well.

1. Minimize the user’s memory load – implemented

Like last rule, the consistent UI layout doesn’t need user to pay attention to their position, thus easily remembering them to accumulate muscle memory, and eventually before more efficient on using the interface. Also, top sites are presented with icons, which is easier to remember than address.

1. Clear exits and closed dialogs – implemented

The ‘backward & forward’ buttons and homepage buttons can easily allow user to navigate through their browsing history. Also, the tabs design allows different webpages to load within a single browser window, makes the system more clear.

1. Offer shortcuts for experts – not implemented

There is no visible shortcuts for expert user comparing to new user, everyone can use and can only use same functions on the interface, with no difference, which makes transition to expert user and further improving working efficiency hardly possible.