

IMY320 Group design B

Fitts' Law

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Short UEQ

Formulate design guidelines

submit

From all guidelines create solution for given problem statement.
Explain how final design supported
Final prototype

Angela Goodhead - u19198958

Website- <https://www.bookboundonline.co.za/product-category/subject/accounting/accounting-physical-books/>

UEQ

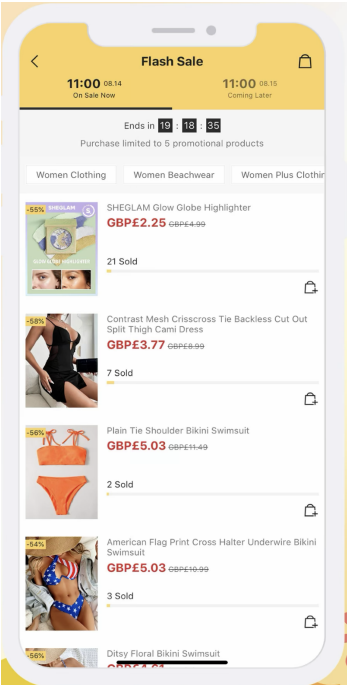
obstructive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	supportive
complicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	easy
inefficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	efficient
confusing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	clear
boring	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	exciting
not interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	interesting
conventional	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	inventive
usual	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	leading edge

Design Guidelines

Book Bound is a text book shop for junior and high schools. The interface is very clear and easy to understand. There is nothing exciting about the website but users aren't coming there to be entertained therefore it is not an issue. It is actually better because there is nothing getting in the way of the users achieving their goal of buying textbooks. It had the relevant information of the name of the book, the price and the grade for which it is prescribed. It was also very neat that as you hover over a book more options appear, It is handy to be able to like a book, compare it to another one and add it to your basket. The books were displayed in a grid like format. This made sense on a computer but viewing the website on a mobile device the format changed to one book per row. The books were easily

clickable and easy to find. It did not take me long to find the target I wanted. The buy option was large and clear.

Benjamin Osmers-
Website- Shein App



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obstructive	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	supportive
complicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	easy
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Design Guidelines

The Shein app uses a list to display products. The list is very plain and conventional. The product price is displayed in large red which obstructs the view of the product title. The design of the list doesn't clearly indicate that each item is clickable. The add to cart button is a very small button positioned at the very bottom right position of each item. This makes the button very hard to click and to see. The position of the add to cart button also makes it very hard to click.

Website- Archive Of Our Own <https://archiveofourown.com/>

[Works](#)
[Bookmarks](#)
[!\[\]\(4729e517bc6a7cd81c8025b9646574fb_img.jpg\) RSS Feed](#)

UEQ

Design Guidelines

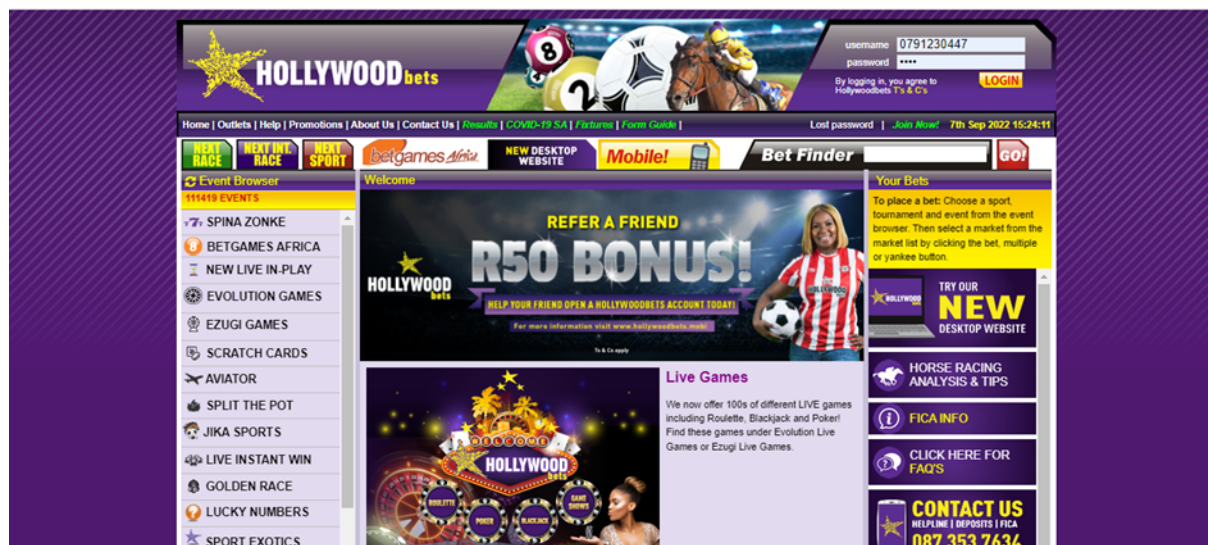
- Design of lists are made in such a way they follow a serial format while showing the information needed in a visible container
- Container is large enough to make it distinct from the rest of the other entries, which suits Fitts' Law

- Padding of information is split in such a way that it makes it hard to confuse certain parts of the test e.g. Language and Word count are padded very distinctly to show where the language is and the word count
- Padding also makes the containers of list items separated from the navigation elements very well, taking note of the mouse size
- Buttons are padded out to allow font to be very readable, which allows Fitts' law

- **Contrast in links and normal text**
 - Given the default theme, it is easy to check what is a link and what is not a link since it uses red to distinguish links and text for other. Note that this is a classic website design style with a partial modern twist
 - Everything does not have to be a monotone colour, however using colours that contrast can show clear distinction between what is important and what is general to the page. This may apply to buttons as well
- **Use of over space**
 - Additional information on the list items makes use of the space allocated to them, such as the data and metadata using the corners and bottom of the containers
- **Feeling of responsiveness**
 - While not explicitly responsive, the borders, containers and the navigation appears to give the sense that if resized, it would remain proportionally the same as it should
 - Elements such as the search bar, navigation items and pagination should stay on their position relative to everything else to indicate that the user will expect them to be there if the page is resized
 - Using the edge of the page allows for a linear or shaped feel to them

Gift Monwa-
Website-

Website link: <https://www.hollywoodbets.net/>



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Design Guidelines

Touch targets' Positions:

The position of the authentication system buttons(login and signup) are very hidden and not at all easy to locate.

Touch targets' Spacing:

The spacing between elements on the website is very small that on a mobile device a user can mistakenly press one action whilst trying to touch on another(The home tab and the outlets tab are so close together) and the website has no responsiveness.

Touch Targets' Sizes:

Most of the clickable targets are very small and the unclickable elements of the website are large.

Cognitive load:

The complexity of the website will require so much mental energy from the user and most of the stuff that are enlarged or more emphasized are things that the user might not even engage with. A user might just want to create a sports betting account and bet on football but the organization of the website requires the user to go through most of its content to understand what it is actually going on with the sport betting website and how it actually works.

Conclusion on design:

The website clearly does not follow **Fitt's law** on the spacing, position and sizes of touch targets and how they are directly proportional to the time taken to navigate through a website. Moreover, the complexity of the website is an apparent proof that **Hick's law**

Lesedi Kekana

Website - UP Bookmark (<http://bookmark.co.za>)



UEQ

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Design Guidelines

Bookmark is the official textbook store for the University of Pretoria, located on its Hatfield/Main campus. Its website is designed to allow students to order, purchase or make quotations for textbooks.

Its layout is very simple and straightforward in that, whether on the front page or after searching for books, the central item for each book is the image of its cover with its title, price and author below it. There is also a button that allows a user to add to their cart. The focus on this site is clear. You are there to buy books. There aren't any distractions or any amount of unnecessary features. If a user sees a book they want to buy, they add it to their cart and make a payment. It is boring and plain but it is functional and very straightforward.

The website is clear and conventional because the process of purchasing university textbooks is as such. A user is unlikely to need to discover new books or find out many details about the author or publisher because they needn't. The purpose is to find appropriate textbooks for their course and purchase or quote them. The search function is very easy and finds exact results as well as their quotation feature where one can find the textbooks for a particular module.

The theme is consistent and the design while being a bit static is appropriate for the task at hand. It is helpful that certain objects change colour when hovered on to ensure the user knows exactly what they are selecting and the home is quite short so that there is not a lot of information that ought to be understood by the user on their first visit.

The issues with the site are titles and author names being cut off if larger than a specific length with no option to read the whole thing or scroll on the object, as well as the white text of the book price sometimes not being visible as it can overlap with the image of the front cover of the book which may also be white. This makes it difficult for a user to see the price properly. I also think it might be helpful to add tooltips so that a user can be offered additional context to certain buttons and other clickable components for clarity.

As per Fitts' Law, the design of the "add to cart" was a bit poor because it is even smaller than the book title which does make it harder click relative to other parts of the "book item", while the design was done in regards to the image of the book cover and the title sharing the same hyperlink, making access to more information about the book easier to get to.

Prototype:

<https://www.figma.com/proto/NCwVPwo22v9H67HaUItAKp/Untitled?node-id=1%3A2&scaling=scale-down&page-id=0%3A1>

Figma Design File:

<https://www.figma.com/file/NCwVPwo22v9H67HaUItAKp/IMY320-Random-Group-B?node-id=0%3A1>

Final Design Report

Fitts Law states that “The time to acquire a target is a function of the distance to and size of the target.”

Our final prototype supports Fitts' law because the target size is the complete width of the device and its height is more than enough space to anybody's fingertip size. Each book Displays a picture of the cover, the name in bold, the author, the price and the rating. This is the information that people who are buying books would like to know. The picture of the front cover makes the page more exciting and easier to understand as it illustrates and reiterates the text in a different way. When the user has decided on the book they want the will click it and a more detailed page about the book will display. On this page is most of the same information but one of the biggest buttons is the buy me button. This shows “read me” and a cart icon to indicate it is being added to the basket.

The search bar is always within easy reach as it stays at the top of the page. When users search for a book or author the results will be displayed on the screen and therefore the user won't have to spend a lot of time searching through the list because the distance to the target is far.

Our final prototype satisfies the clients needs of being a simple list of books. It is informative with all the information that is needed.