Human-Computer Interaction (5CS020)

Usability in the field of web designing

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Abstract

Usability is a quality feature that refers to how easily a user interacts with a system or a product. The success of a company depends on how usability is approached and one should never overlook it in any way. It determines the sales and cost of the company. The website should not only look attractive but also provide an ample amount of quality services for visitors and other viewers. This is why usability is important. Those websites whose usability is great can be seen as successful. A user-friendly website should be accessible to all people with abilities and disabilities. In terms of running a website, usability provides a better environment for the visitor who may be future clients and also provides information regarding what they are searching and looking for.

It shows how usability influences two websites (Online payment website and Banking Website). The usability and its feature are described in the topic. Thoroughly, this ensures that how this website should be improvised and redeveloped in a certain way for better user interaction. The main motive of this report is how usability plays a major role in the website and whose importance can never be overshadowed or ignored.

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1. Usability and Web-Design

1.1. Usability Overview

Usability is a quality feature that evaluates the ease of use of the user interface. Its meaning is how easily customers can interact with our website which is also known as user-friendliness. It also depends upon how features and contexts are managed for users to make user-friendly. (under, 2019) To make the best usability we need to know about terms: (Zappa, 2022)

Efficiency: The user can perform any task quickly, easily, and more conveniently.

Effectiveness: This helps the user act exactly.

Engagement: Users find it easy to use and suitable for its industry/topic.

Ease of Learning: New users can easily reach their goals and make future visits even easier.

Error Tolerance: It is designed to resist human error. This term applies to less confusing user interfaces. When a human error occurs, the error-tolerant design elegantly detects and handles it.

Memorability: When the user returns to the website after a short time of use and those users should remember how to use it? After a long duration of time.

Satisfaction: The user should satisfy with the website design and keep out of feeling bored.
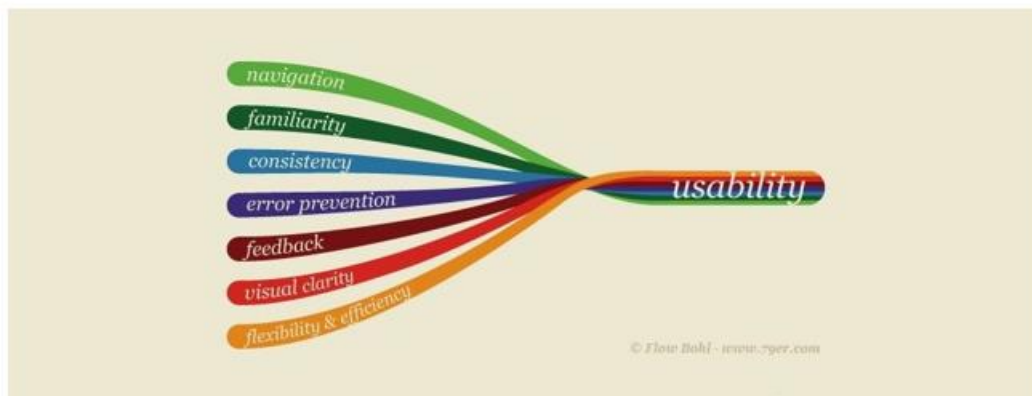
Figure 1 Usability

1.2. Importance of Usability

Usability is necessary for any Product. Difficulty while using the website may cause the user to use other websites and never visit again. That means this website has no good usability and this website is not successful. Nowadays, there are plenty of other softwares, websites available. So, the User chooses another simple website to solve their problems. So, usability is important for success. (Koskie, 2022)

2. Literature Review

2.1. An Evaluation of Accessibility and Usability of Nigerian Banks Websites

Many of the Banks around the world has shifted to online through which services are accessible to everyone. It has also created huge competition in the terms of accessibility.

In the age of the Internet, they are making their access to websites reliable and easier. People prefer to use or stick on a website if they found good quality in it but if the exact opposite happens then the banks have to face a huge loss of money. According to the study, 42% of people used banking facilities whereas 77% of people are found using social media for the transaction. It can be stated that Usability have been major things in good website development and this process goes on. Good Usability can assure the progress of a website with the opportunity and chances to connect many people. Surely, this makes the good market part that is needed for business enhancement and progress. The progress cannot be recorded until the people are not directed to the usability of websites. Due to this, a large pressure is given to website developers for the usability of the website since a lot of users are prone to leave the website. Nowadays banking institutions are ranked according to usability. (DP Sari, 2018)

2.2. Evaluation of usability of online payment website to agent satisfaction

The website act as a medium for customers and sellers for payment in transportation and other services.

In this today's world of online payment, the internet plays a pivotal role in the work of various websites. A good Internet is needed to sort of things and provide services in time. Quality of website has a direct impact on personal satisfaction. Some businesses around the world are shifting from the old traditional way to the modern way and ensuring quality services for everyone. In addition, many more apps are in the build process which allows traveling easier and more conveniently customer prefers to buy tickets from a mobile phone than go to the ticket counter. People are sick of low-quality services so that makes them search for quality things all around that means no better usability. The quality of the website of the company for the satisfaction of agents and people which increase the usability.

Research Designing

A research design is needed to conduct Research for the accessibility and usability of the website. Below is the design the Researched mentioned about in the Figure.
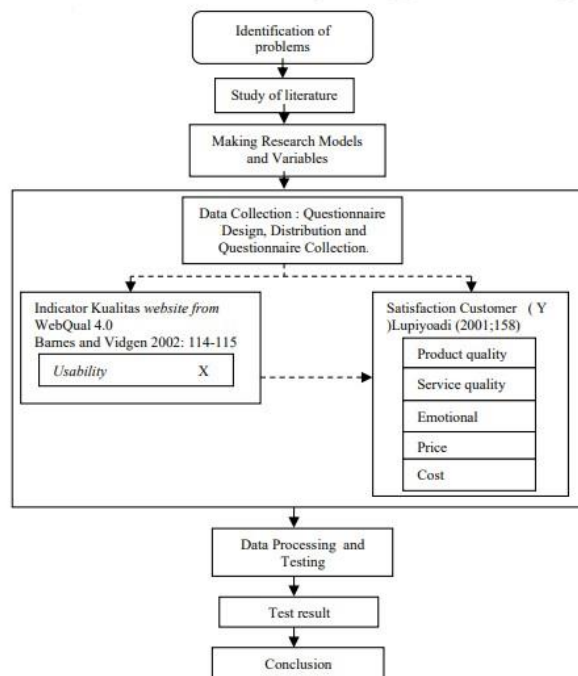
(Oyefolahan, 2018)

Figure 2 Research Design

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3. Analysis

3.1. daraz.com

This website is one of the biggest e-commerce websites in Nepal. It is a online system where people can buy different items with their needs easily from home. Also, it delivers the items to the home. It is cross-platform. (Amatya, 2012)

Based on Schneiderman's eight golden rules of interface design. (Wong, 2020)

1. Strive for consistency

In the left side of the website, there are items name which all are consistent. So, users can easily understand that all are items names.
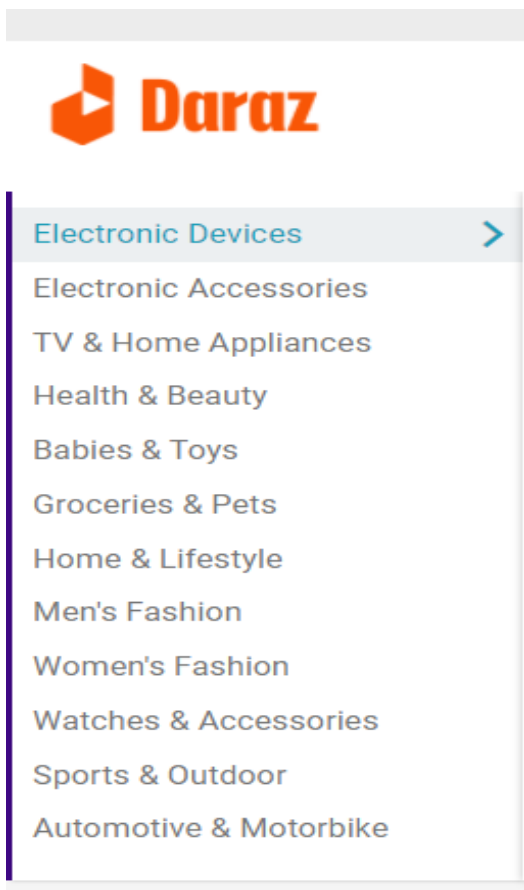

Figure 3 Consistency

2. Enable frequent users to use shortcuts.

This search bar is shortcut for users where users can easily find any types of item easily by searching here.
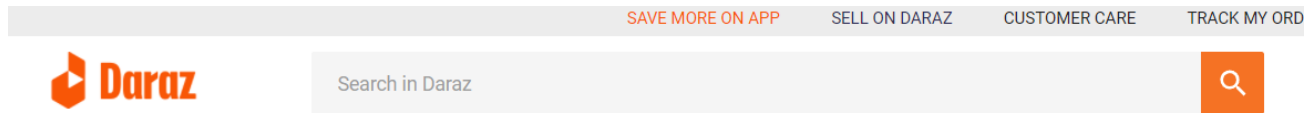

Figure 4 Shortcuts

3. Offer informative feedback
The customers can give feedback and ratting of their product easily which helps to other customers to know about products.
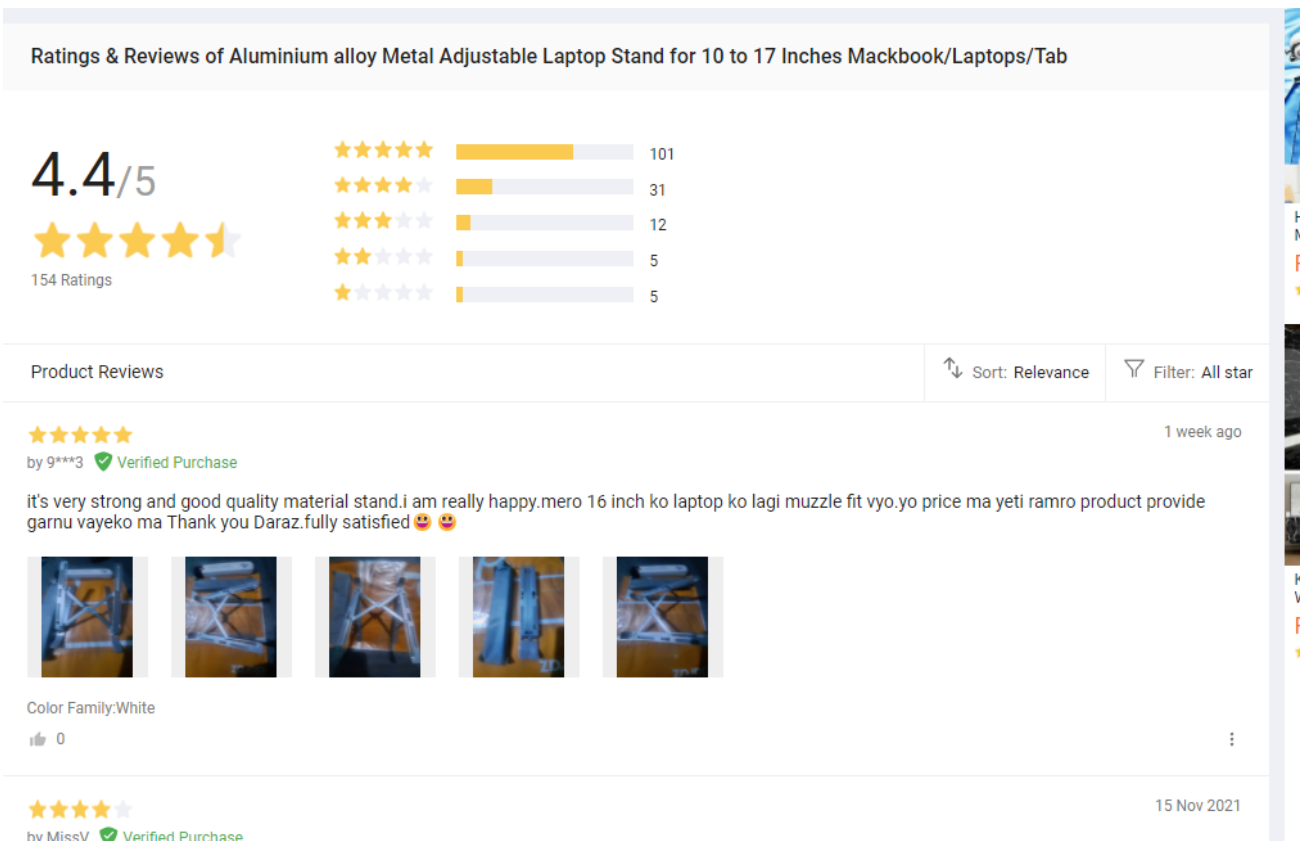

Figure 5 Feedback

4. Design dialogue to yield closure

Daraz website shows the conformation of products after buying the products. In the below picture I have ordered the product and there will be show the success but I don't buy now any product so, I have canceled this product. Then, there is showing the conformation of cancelation of products. It helps to conform for the customers.

Order Details

Order #203463457846965
Placed on 27 Jan 2022 15:30:33

Total: Rs. 1,434

Package 1
Sold by nepalidea

Chat Now

Electric Barbecue Grill And Barbecue Grill Toaster Multi function
No Warranty
Cancelled - MORE DETAILS

Rs. 1,295   Qty: 1

Shipping Address

Prasiddha Regmi
HOME Lumbini Province, Nepalgunj, BP Chowk Area, KOHALPUR

9863144095

Total Summary

Subtotal	Rs. 1,295
Shipping Fee	Rs. 139
Total	Rs. 1,434

Paid by Cash on Delivery

Billing Address

Prasiddha Regmi
HOME Lumbini Province, Nepalgunj, BP Chowk Area, KOHALPUR

Figure 6 Design Dialogue

5. Offer simple error handling

I have added the product to the cart but after some time if my mind will change then I need to delete this item. On this website, there is a delete option. So, it is simple error handling.
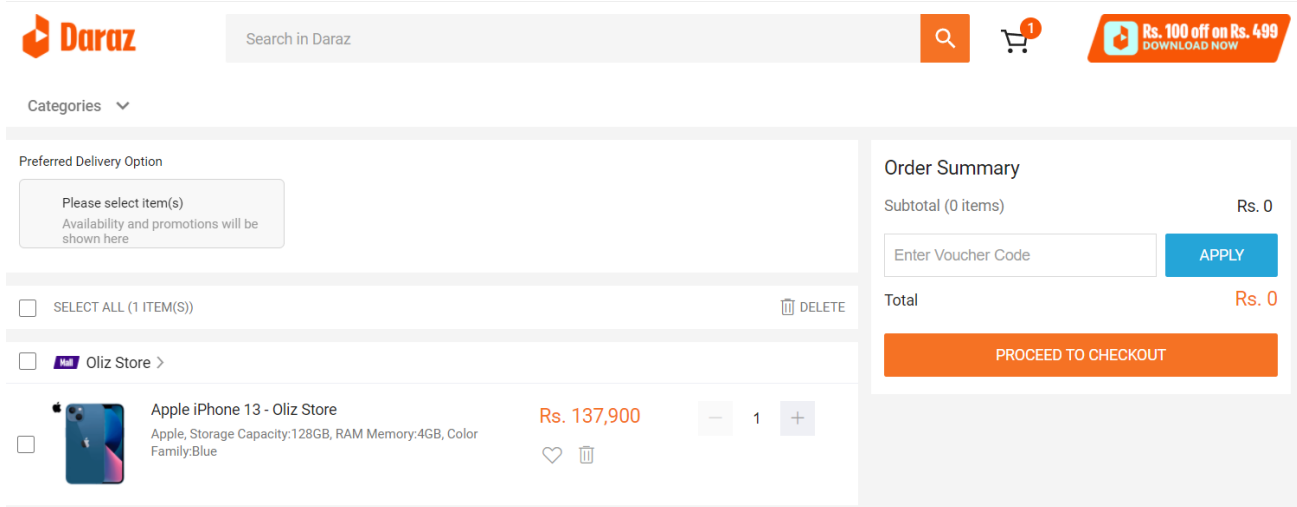
Figure 7 Error Handling

6. Permit easy reversal of action

On this website, we can easily go back from one view to another. Users easily know to go back by simply clicking the blue highlight option which is shown in the below figure.
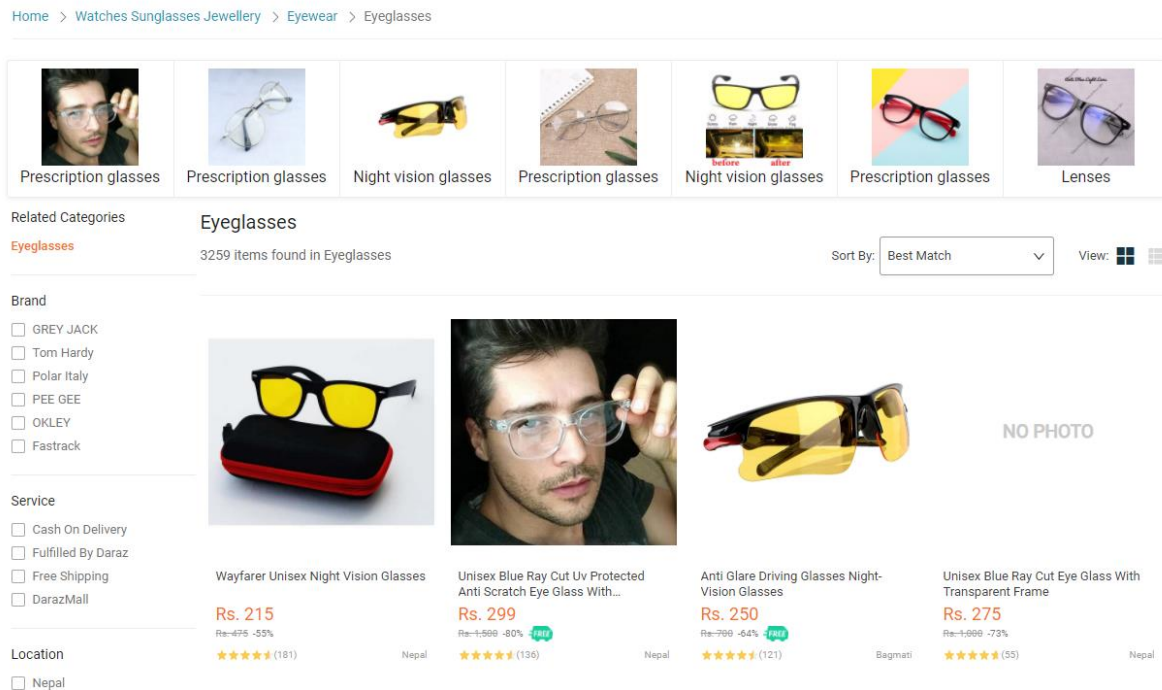
Figure 8 Reverse of action

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7. Support internal locus of control

On this website, there was not focus to buy this product but recommended buying this product. If this website will focus to do any work for users then there will be locus of control for users.
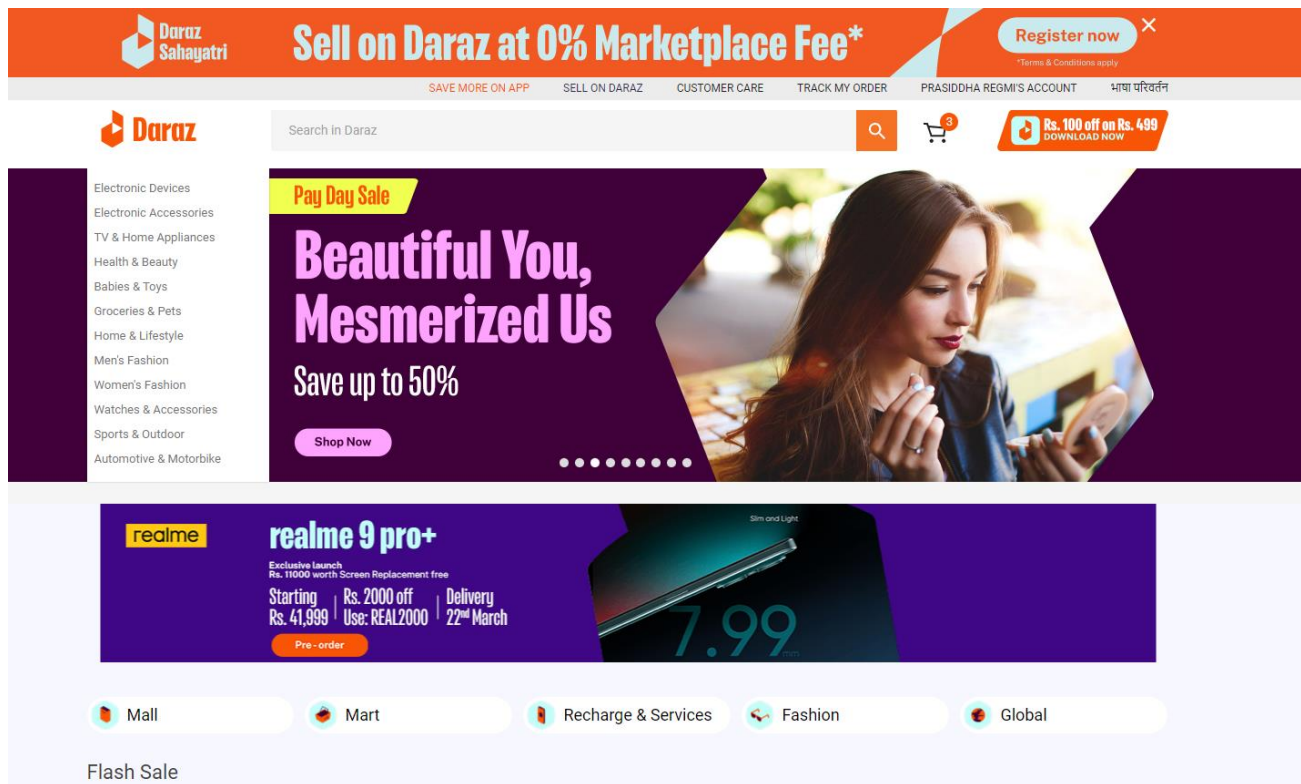
Figure 9 Control

8. Reduce short-term memory load

Customers can insert the required products into the cart to remember for after some time. I have insert the product to the cart, when I needed this item then I can buy that products.
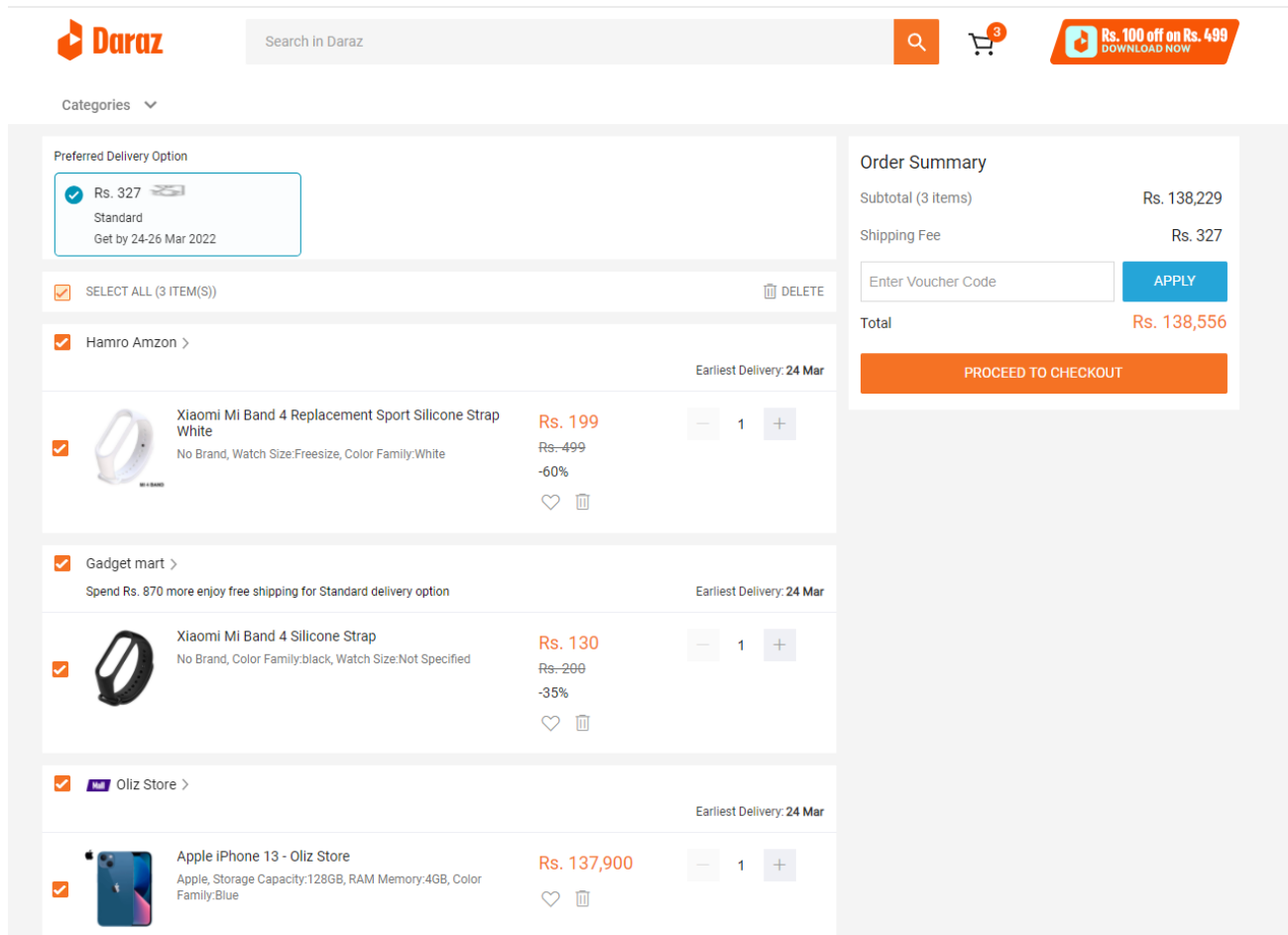
Figure 10 memory

3.2. amazon.com

This website is one of the biggest e-commerce websites in the US. It was founded by Jeff Bezos in July 1994 AD. It is an online system where people can buy different items with their needs easily from home. Also, it delivers the items to the home. It is cross platform. (Bezos, 1994)

Based on Schneiderman's eight golden rules of interface design. (Wong, 2020)

3.2.1. Strive for consistency

In the left side of the website, there are checkbox of items name which all are consistent. So, users can easily understand that all are items names.
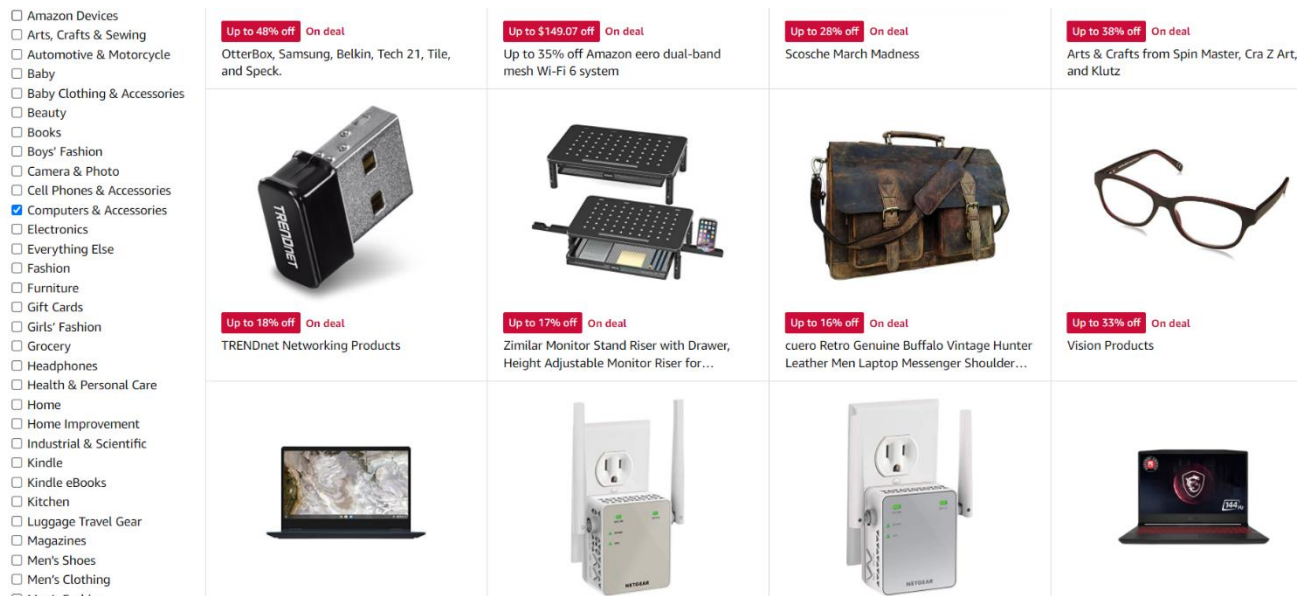
Figure 11 Consistency

3.2.2. Enable frequent users to use shortcuts.

This search bar and list of items are a shortcut for users where users can easily find any type of item easily by searching or with one click here.
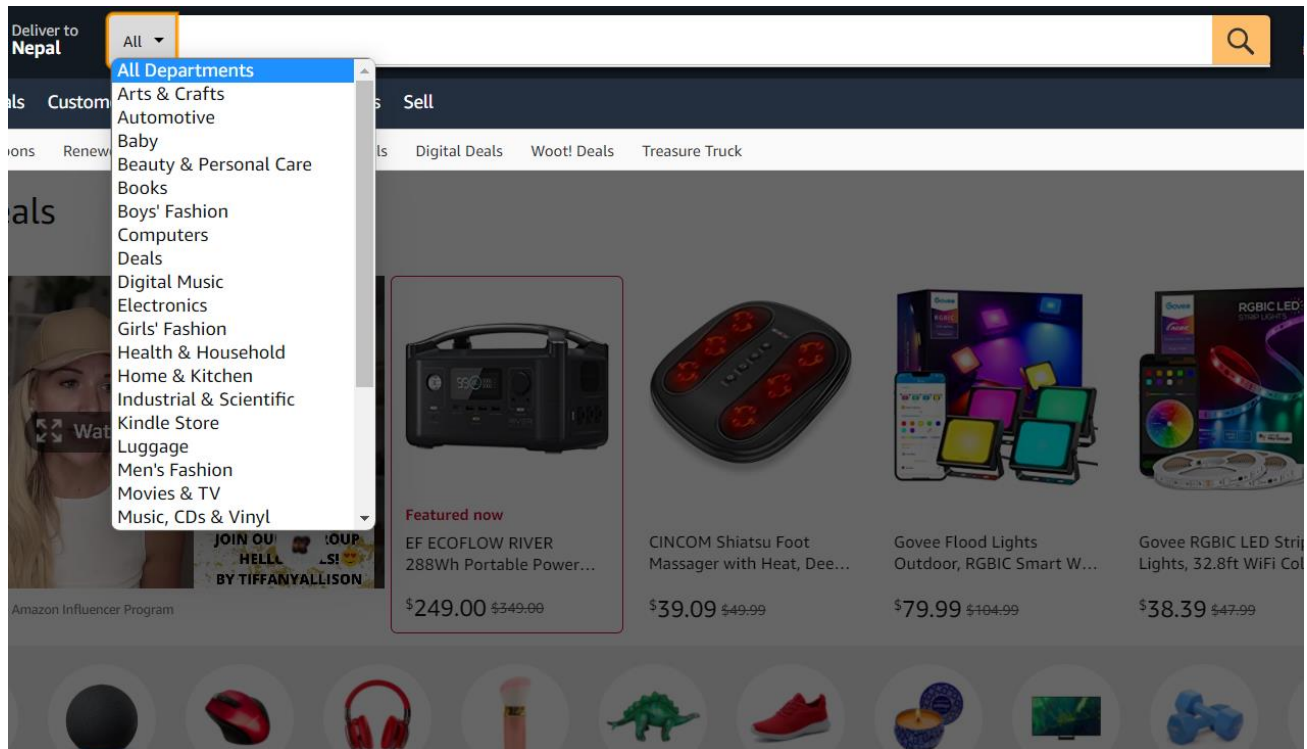
Figure 12 Shortcuts

3.2.3.   Offer informative feedback

On this website, user can give directly feedback to the website owner or feedback of any products which helps to other customers and website owner to know that.

Figure 13 Feedback

3.2.4. Design dialogue to yield closure

If any message or result like "sucessfuly you buy this products" will show after buying products then this will be design dialogue. But in below picture I have show the conform of making list.
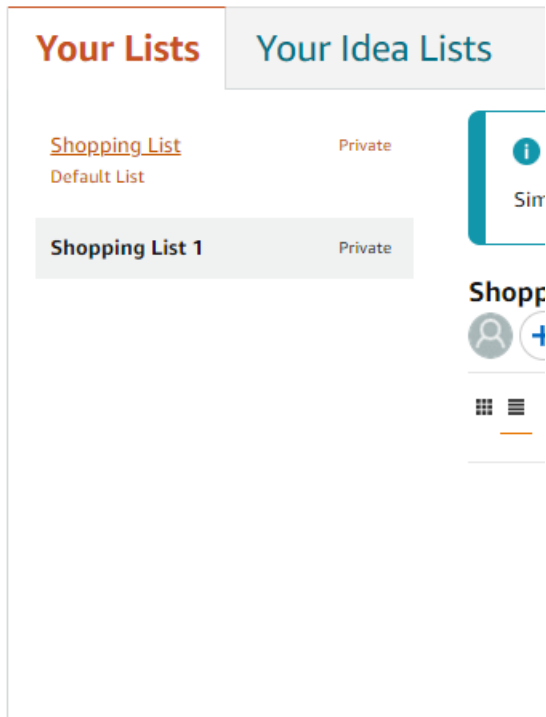
Figure 14 Design Dialogue

3.2.5.   Offer simple error handling

When the user creates the account then there will option to rename the name, number, and password. So, I can change any mistake which handles the error.

Figure 15 Error Handling

3.2.6.   Permit easy reversal of action

By simply clicking the "Back to Top" Button I have to go to the top of this page. So I can reverse from last to top easily.
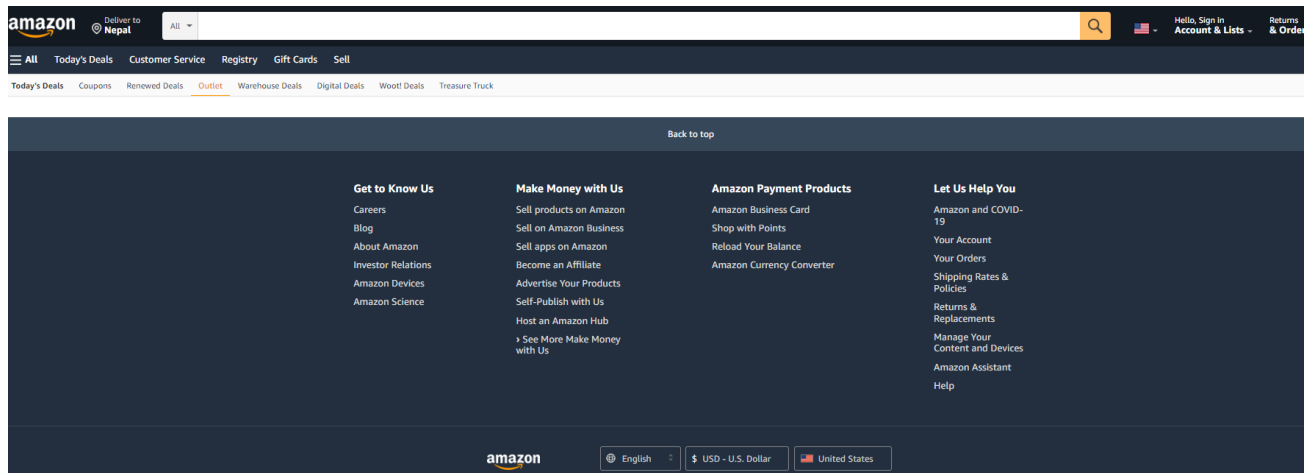
Figure 16 Reverse of action

3.2.7.   Support internal locus of control

When customer open the side menu bar there will be block to click any products.
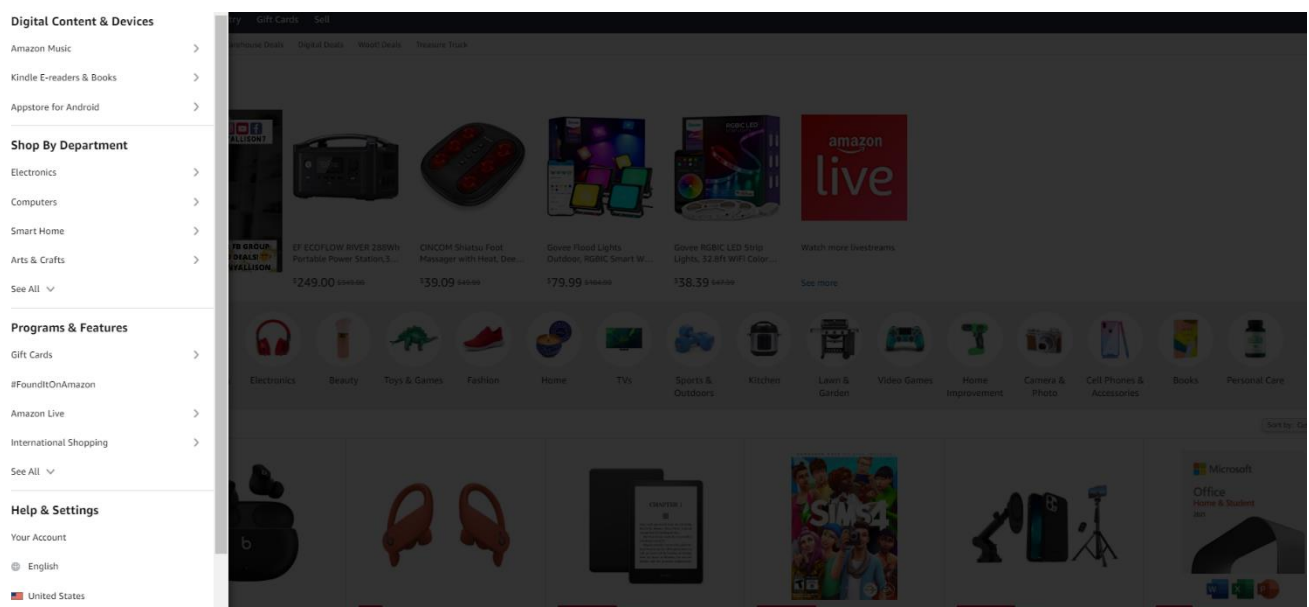
Figure 17 Locus of control

3.2.8.   Reduce short-term memory load
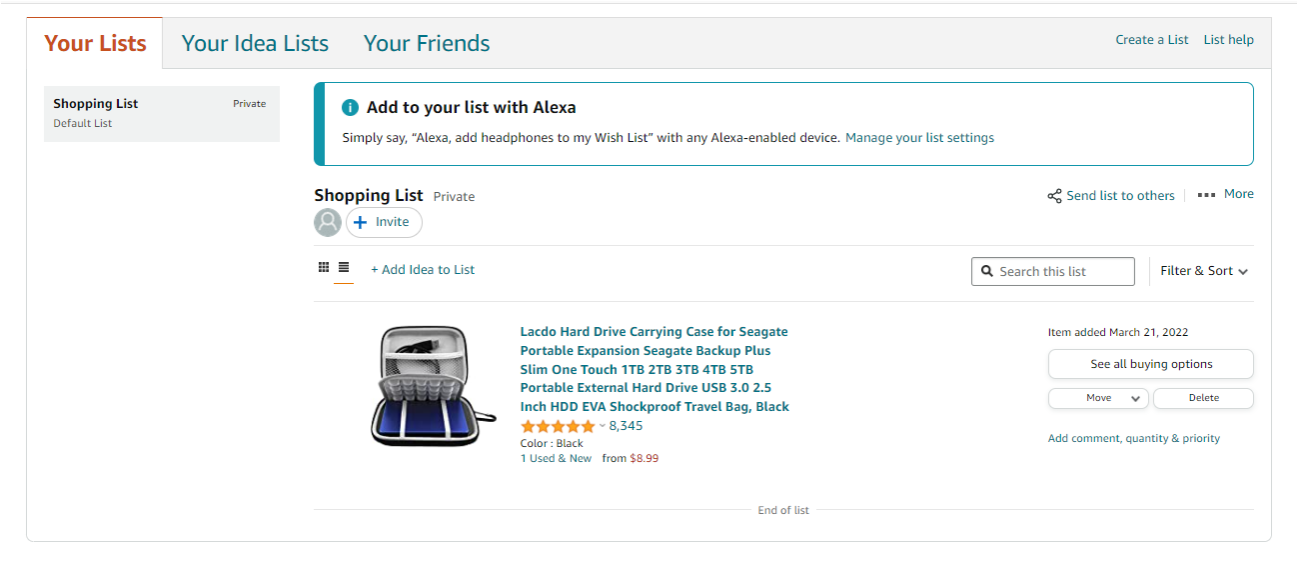
Figure 18 Memory load

4. Conclusion

Both of the products follow the eight golden rules of Schneiderman's and the usability of those sites are great and user-friendly. But amazon websites could have been made more user-friendly by increasing the size of the name and description of the products to cause less on the user's eyes. And when opening the menu bar the products should not have been made unavailable. The arrow signs in the buttons of the daraz website should have been made visible without hovering because without the arrow options look just like one bunch of tests.

From the analysis and reviews, many points can influence my interface greatly. One of them is that the language translator features provided by the daraz enlightened me that to further increase the customers and usability of the websites the translation features are a must. Because through it not English/Nepali users can easily use it too. The feature of amazon in which the seasoning discount is displayed will also play a vital role in influencing my interface since the customers feel more reassured that they are buying at a lower price than market value. Ultimately, many others points have I found to be very influential.

5. References

(under, 2019)

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(DP Sari, 2018)

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(Oyefolahan, 2018)

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(Koskie, 2022)

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(Amatya, 2012)

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(Bezos, 1994)

https://www.amazon.com/gp/help/customer/display.html?nodeId=508510&ref_=nav_cs_help

(Wong, 2020)

https://www.interaction-design.org/literature/article/shneiderman-s-eight-golden-rules-will-help-you-design-better-interfaces

6. Wireframe

This all are wireframe of my e-commerce website. There will be the best usability and different than other.

6.1.　　　Home Page

6.2. Brand

Login or Signup

☰ Daily Offers

Home | **Brands** | **Gaming** | **Official** | **Budjet** | **New Arrivial** | **Comming Soon** | **About Us** | **Contact**

List By Price ▾

Comming Soon

Name:
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Login or Signup

☰ Daily Offers

Home | *Brands* | *Gaming* | *Official* | *Budjet* | *New Arrivial* | *Comming Soon* | *About Us* | Contact

Contact

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Login or Signup

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About Us

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Map

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Search any Brand Here....................

Login or Signup

☰ Daily Offers

List By Price ▾

Offers

Name:
Specification:
Price:

★★★

Gaming

Name:
Specification:

★★★

Official

Name:
Specification:

★★★ ★★★★ ★★★★ ★★★★ ★★★★ ★★★★ ★★★★ ★★★★

Login

Username

Password

☐ Remeber me   Forget Password

| Login |

Or

| Sign Up |

Budjets

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