Assessment 01

Graphical User Interface review with HCI basis

www.lingscars.com

Human Computer Interaction – ICT3152

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Introduction

Link: http://www.lingscars.com

Lingscars.com is the one of worst website in the world. This is the online car leasing website in UK. The owner of this leasing company is Ling Valentine. It is very complex and hard website because selection of poor interfaces and user experience designs.

Ling's Cars website breaks all the rules and principles of modern design. All the guidelines about UX/UI go out of the window here. Lots of texts, images, links, ads, unnecessary animations on every single page and bright colors everywhere. And also there some music track playing. It makes difficulties to the users. There is ling's face everywhere in website unnecessarily.

If somebody visit this website once he doesn't visit it again. This site is very bright colorful and is very harsh on the eyes to view. It is a very unprofessional site

Use of element in webpages

Windows

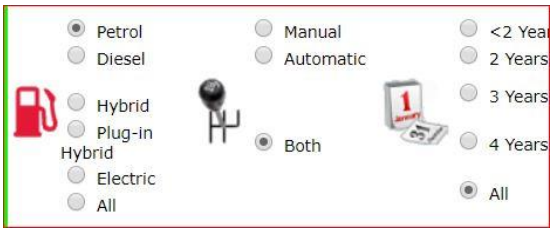
When considering the website pages there is lots of unnecessary things. For example, Links, music, image, texts, ads and animations everywhere in the website. There is no navigation bar. For selecting one of car user have to go bottom of page.There is no useful menus to select items. There is lots of add that are only about ling's car leasing business.

Unnecessary images

Unnecessary animations

Icons

There is icons but not in proper way. Hard to identify what is the functionality will perform by clicking on that icon and sometimes icon are no needed.



Pointers

There is no use of pointers in the website.

Menus

Menus are not in proper way. I home page there is long menus items which include car types. If main menu use as navigation and then this car type menu use as drop down menu that is better. But in this design user fall into difficult when selecting or searching menu items.

Buttons

It is hard to identify what are the buttons or what are the image. All buttons are design in different way.

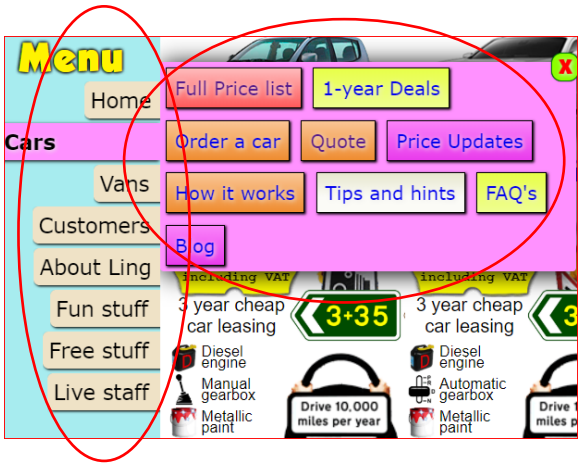
Human Computer Interaction methods

This overall website is make difficult to eyes because there is bad color combinations, always use brightness colors and animation use everywhere. Also there is unnecessary sound in home page. If user just visit the website user may confuse. That sound track is very hard to hear and no need of this sound. That are unnecessary use of interaction methods. It only make unprofessional webpage.

UI design principles

This website has less user familiarity. There is some amount of techniques used to make user familiarity but they are not successfully. This website only make confuse. User cannot understand what to do next.

In this website has poor consistency. The internal webpages in website have not similar design, fonts are different color, button design in different way. And menu buttons are not in proper way. Different sizes and sub menus are design as buttons. That buttons also different size, different color. Those are not professional designs.



Different format

Different font size

Furthermore there is poor user guidance. There is no help facility for novice users how to use this online service. Additionally, there is registration form filling but there is no way describe how filling that registration form. Also there is way to support user in some functionality by including more info link.

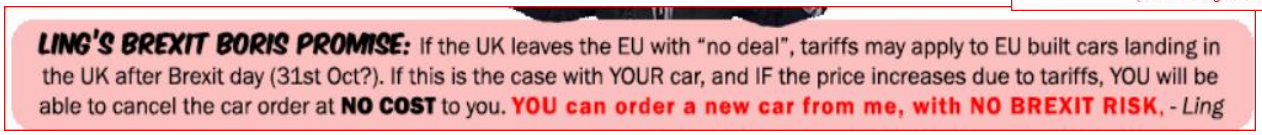
There is some recover facility but there is not back button to go previous page what user in before. And there is no undo facility. In below webpage there is no navigation or back button to go other pages.

Further, this website very poor in user diversity principle. This site developers use very bright colors and they not combine each other. Therefore it can be makes some difficulties for some people. In addition to that there is more video clips and fancy animations. There are not professional and it make some hard to users. In some pages fonts are too small and hard to identify what there is because of poor design and they not include clearly. Those things may affect for people who have some seeing diseases.

Unclear content

Too Small fonts

This letters are blur



Conclusion

As the conclusion this website is very poor in UI design principle. According to developer's view this design is used to make marketing but still this web site has bad design. Color combinations, images, videos, and animations use in unappropriated way. Further font size, font colors and font type are also not in proper way. Finally, when developing this website they not follow UI design principles and concept in valuable way. As result of that overall website seem like unprofessional website.