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WEB602 Assessment 2

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A1) Asking questions is a great way to get real world advice from customers/users on different aspects of Web/Software development. A simple question like ‘What is your favourite website to use?’ and then following it up with a question like ‘How would you make it better?’ are very effective ways to create a better product/service.

A2) Jakob’s Law – In simple, this UX principle describes that other user would like your product or service to be laid out, displayed, and functionally act similar to other products or services that they already know. For example, Facebook and Instagram have a long scrolling ‘feed’ of posts, they both contain a header that will take the user to their profile, messages and back to home.

Law of Proximity – “Objects that are near, or proximate to each other, tend to be grouped together”. In Web development, the grouping of elements is very user friendly and is encouraged. The reason why it is good to use this principle in web/software development is because humans have a phycological pattern of being attracted to clusters of elements or content at a glance.

Uniform Connectedness – This principle entails that elements that are connected are perceived more than elements that are not. For example, connect similar functionality elements together via colours, lines, shapes, or frames.

A3) Usefulness or Usability – Usability is very important for software/system development as the easier it is to use your product, the easier a user finds it to navigate around the system and perform the actions that they went to your product to perform, the more common it will be for them to return in the future.

Aesthetics – Aesthetics are very important depending on the application. I have found that systems that are meant to perform multiple actions and contain multiple levels of systems, such as social media software that contains Private Messaging, Creating and sharing posts, commenting on said post etc, these types of system require great aesthetics as users will tend to use your software for a long time and/or will return multiple times a day and having a software that is easy on the eyes is always a plus. However, applications/software’s that only perform one action such as cracking software’s etc usually don’t require aesthetics and are usually better off being straight forward.

Desirability – Desirability is how desirable your product is or will be. This can come from how useful or wanted your product or idea is, or through other means such as premiums or as stated above, Aesthetics. This is a very important aspect as the more desirable your product is, can determine how many users will use your product, or the other way around.

Function – The function of your software is also another very important aspect. If your product is not functional, it can be hard for the user to achieve what they came to your product for in the first place. For example, if you have an email software that you are distributing, and you have it cluttered or have it hidden behind other software/ads etc if can be hard or impossible for an everyday user to find a way to send the email.

A3) Interviews – Interviews are mostly between a UX Designer and an End User. The questions can involve requirements that the user thinks would be important, aesthetic questions etc.

Focus Groups – Similar to Interviews, Focus Groups can allow you to ask similar questions, but instead of asking a single user, you can ask multiple users and gather percentages on certain aspects.

Surveys and Questionaries - This option is very common, and thanks to the internet, it can be a very viable way to gather information about your product. You can ask similar questions as the Focus Group and Interview but on a much bigger scale, and you can also make the question multi answer, therefore refining a lot of the answers you will receive.

Data analysis – If you don’t want to ask users questions, or you already have, you can also use software’s such as Google Analysis and see statistics and surveys that have already been completed and use the data gathered from them.

Eye Tracking – This technique is when you use a piece of software called an eye-tracker which will display where a user is looking. This can useful as you can set a user up with this software active and ask them to browse the internet. You will be able to see which areas of websites attract the eye and which ones don’t.

A4) A wireframe is a way to plan and get feedback on an upcoming project. It is an important part of UX design as you can space the elements out, add/check colours among other things. You can also check if any elements will overlap.