

Assignment 1

Grading: Score out of 100 (two questions worth 50 points each)

Due date: Wednesday, September 21 at 5 pm on Brightspace

Lectures covered: 1, 2, 3

Format: Please use Times New Roman size 12 font and normal margins

Submission: submit a PDF with your name in the following format: “Lastname_Firstname_A1”

Plagiarism warning: this assignment is to be done individually

Preface

Assignment 1 is a gentle introduction to the kind of tasks you will be asked to do in the course. You will have to use an assigned interface here, whereas in future assignments you will be able to work on something that is of particular interest to you.

Question 1 (50 points)

Check Table 1 at the end of this document to see what website you have been assigned to and familiarize yourself with that website. All of the following questions have to be answered using your assigned website. Please be careful as using the wrong website will result in a deduction.

- a) What is one task that a person might do with this website? Be clear and specific (5 points)
- b) What three usability or user experience goals would you say are the most important when evaluating your website? Justify your answer and formulate those goals as specific questions (10 points)
- c) Give two examples of design concepts that we covered in class that you think have been properly applied in the website (e.g., affordance, constraint, mapping, transfer effect, causality, etc.). Each example needs to be related to a different concept. Support your answers with explanation and a screenshot (10 points)
- d) On the other hand, give *one* example of these design concepts that has been violated and explain how you would address that particular issue. Support your answer with a screenshot (10 points)
- e) Pick any logical search target on the website, provide a screenshot, and explain how easy you think it is to find this target; then provide suggestions for how this could be improved. Make sure to reference more than one factor that affects visual search (15 points)

Question 2 (50 points)

Go to [Google Scholar](https://scholar.google.com/) and insert any HCI-related term or concept that we learned in class so far (it can be any key term from Lectures 1, 2, or 3). Browse through the articles that come up and select one that you found interesting. Note that the topic of the paper has to be related to HCI. The article can be a journal or conference proceeding but it should not be older than January 2015.

- In your own words and in two/three sentences, provide a brief summary of the main goals and findings of your selected paper (15 points)
- What was your selected HCI term or concept and how was it used in your selected paper? Explain in two/three sentences (15 points)
- What is the journal or conference where your selected paper was published? Look it up and describe the main goals or scope of that journal or conference in one sentence (10 points)
- Where do the authors of the publication work? If there is more than one institution, just mention one and in one sentence describe the role or goals of that institution (university department, organization, etc.; 10 points)

Table 1: Assigned websites

First letter of <i>last name</i>	Assigned website
A	Amazon
B	Best Buy
C	CBC
D	Destructoid
E	eBay
F	Farm Boy
G	Google Maps
H	The Home Depot
I	IBM
J	Jean Coutu
K	Kayak
L	Liverpool FC
M	Macy's
N	Northern Micro
O	Old Navy
P	PriceLine
Q	Quartzy
R	Reuters
S	Sports Illustrated
T	TSN

U	Urban Adventures
V	VIA Rail
W	Walmart
X	Xerox
Y	YouTube
Z	Zara