

## Assignment 1

---

**Ryan Lo (101117765)**

<https://www.liverpoolfc.com/>

**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)

A task that a person might do with this website is purchasing merchandise from the team specifically a team jersey. They would navigate to the shop/online store section of the website. Select the jersey that they are interested in, add it to the shopping cart, enter in billing and shipping information and order complete.

- 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)

When evaluating my website (Liverpool FC), the usability goal of effectiveness plays a big part. Does this product do what it's supposed to do? People mainly would go to this website as a fan of the Liverpool FC. Most information about the Liverpool FC that users are going to be looking for is there on the website for the users who are interested in them.

The usability goal of efficiency also plays a big role in this website. Does the product

help support users with their tasks? The website is laid out in a way where you can find all the information that you need about the team such as the news, past/current/future games and merchandise. There are headers and tabs that show you which section of the website you are looking at.

Utility is another usability goal that is relevant in this website. Does the product provide the right functionality for the user? Users who are interested in watching the current game live can do so. Watching highlights from past games are also an option. If users are wanting to buy team jerseys or merchandise, they can do so on the website.

- 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)

A design concept that was applied to the website is affordance. In the picture below, you can see that the icon for magnifying glass represents searching for something. The shopping bag icon represents your shopping cart. The flag icon represents what country you're currently set to as well as the currency being used. The icon of a person represents your user account and information.



Another design concept that was used is causality. As you can see from the picture below you can see a triangle icon in this picture. This represents a video that is linked to this image. Interacting with this image sends you to the video page itself. This shows the concept of causality in which the feedback of playback video showing as a result of clicking/interacting with the play button.



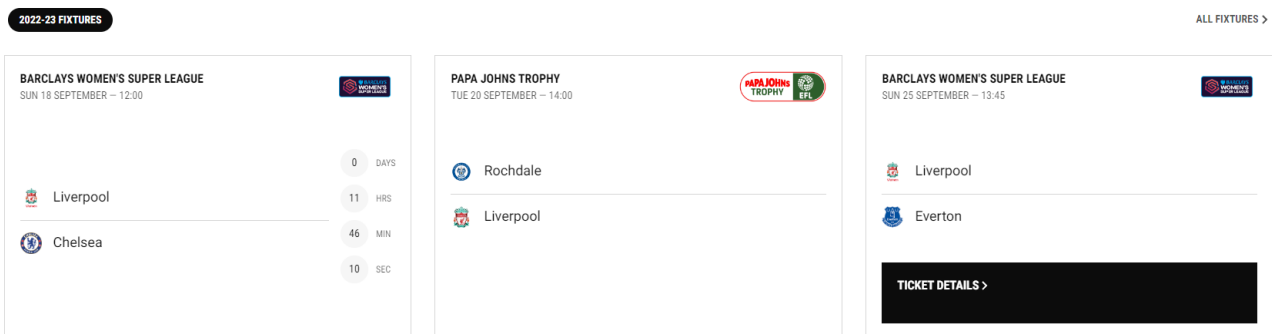
- d) On the other hand, give *one* example of these design concepts that has been violated and explain how you would address that particular issue. Support your answer with a screenshot (10 points)

I did not find any violations to the design concepts. Maybe an additional design concept that could be added is more direct mapping. Instead of the main home page showing all the different news, scores, merchandise, etc.... you could have a navigation bar that

maps the text to the specific location in the main page that directs you want to search for what you want.

- 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)

A logical search target on the website could be the upcoming game for Liverpool FC. As you can see down below it was not very hard to find this target, but it could be improved. The text itself is pretty small especially the header (2022-23 Fixtures). Size plays a big part in visual search. Increasing the size of the header here allows users to find the beginning of this target way easier. Adjusting the color scheme allowing it to stand out more also helps to make it easier to find this target. A larger logo would also help locate the target as users search for Liverpool's matchups.



## 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.

<https://royalsocietypublishing.org/doi/full/10.1098/rstb.2016.0113>

**How is visual salience computed in the brain? Insights from behavior, neurobiology and modelling.**

- a) 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)

In my selected paper, the main goals were to touch on the concept of visual salience. It analyzes different eye movements and how it relates to salience. It talks about how the different visual brain areas play a role in salience. It then goes into the process of salience and the stages that an image to a person's brain goes through. It also goes through how it relates to where parts of the brain process this information.

- b) What was your selected HCI term or concept and how was it used in your selected paper? Explain in two/three sentences (15 points)

My selected HCI term is salience. The term was used to connect the concepts of top-down and bottom-up salience. It was also used to show salience map which is the different stages of processing an image. Also used to show a visual pathway for how information gets passed around in the brain.

- c) 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)

The journal was published in “The Royal Society”. The main goals of this journal is to dedicate promoting excellence science that benefits humanity.

- d) 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)

There were multiple institutions that was listed but one of them includes the Japanese Society for the Promotion of Science (JSPS). The main goal of that institution is to encourage highly qualified researchers from around the world to come and conduct scientific collaborations.

---

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