Workshop 1 – Considering Usability

1)Design Example 1 – Nikki Sylianteng's Parking Sign

- **Is this a good design? Why or why not?**

    Yes, this is a good design. Images and illustrations are often easier to understand than written instructions. This design effectively organizes the entire parking schedule into a visual format, making it much easier for users to grasp the details quickly.

- **What is your "mental image?" Did it match the model as described on the first website?**

    My mental image is similar to the one stated by Nikki Sylianteng's visual design, matches the simplicity and clarity with visual representation. As for the first model, my mental image certainly did not match, because after reading the signs on the first website it was a bit unclear. I found it challenging to understand the different time slots for when parking was allowed and when it wasn't. However, Nikki Sylianteng's visual design made everything clear and easy to understand.

- **What does this design do well (or poorly) in terms of considering cultural diversity and perceptual ability differences? What could be changed to be better?**

    I believe that the user is effectively informed about the parking timetable by the design. To further aid those who are color-blind in understanding the image, red stripes have been added. Slanted stripes are used to cleverly designate the "no parking" area so that, even in the event that a user suffers from color blindness and is unable to interpret red or green, they will still be able to understand the times when parking is permitted and when it is not.
    Since, the global colors were implied and design has reached a certain point of maximum clarity, I can't think of a way that this might have been required for further improvement.

2) getthat Classifieds website navigation

- **Is this a good design? Why or why not?**

    The design is not ideal, as it screams out a lot of text on the first look. It might be overwhelming for consumers because it feels cluttered and has too many options. For instance, it could be easier to navigate if the "subscribe" button was located in the bottom

as opposed to the header. The header would appear more minimalistic if the words "sign in" and "register now" were combined into one button. It would also be more efficient to substitute a succinct headline explaining the website's offerings for the header advertisement, which can be distracting to users. The "sign in" and "register now" buttons' color schemes might use some work to boost contrast and visibility.

- **What is your "mental image?" Did it match the model as described on the first website?**

My mental image of the news website is one of overwhelming clutter. An online classifieds gateway, a ton of advertisements, and extra information about prices and prayer hours are just a few of the features that is tightly packing up the top navigation. The user experience is made confusing and more chaotic by this arrangement even before they could reach the news content.

In comparison, the original website's description of the chat app model uses a navigation bar that efficiently groups messages into Channels, Private Channels, and Direct Messages, minimizing the possibility of feeling inundated. In contrast to the news website's disorganized navigation, the chat app's approach of simple, categorized navigation fits my mental idea of a well-organized and user-friendly design quite well.

- **In terms of usability goals, what goals are emphasized or NEED emphasized here– why do you think so?**

In terms of the usability objectives, the user should be able to understand the website's purpose or the services it provides without having to click or scroll down the page. The main goal should be more emphasized on making the user think less, involving them more, easy to use and learn while enjoying the experience.
One way to achieve this is by creating a suitable header for the website. On this particular page, though, an advertisement takes over the header section. There are numerous menus and call to action buttons on top of that. This disperses the user's focus and makes it challenging for them to find the necessary options. As a result, I believe that the goals of usability are not well highlighted.