

MCS 210 - Writing Assignment 12

- The objective of this assignment is for you to implement a procedure that is suggested to achieve the goal of simplicity in web design and reflect on the methodology.
- Jakob Nielsen, of the Nielsen Norman Group (<http://www.nngroup.com>) has proposed the following procedure as a methodology to achieve simpler designs: Designers should go through all the design elements and remove them one by one. If a design works just as well without an element, then remove it.
- Follow these steps and answer the questions:

1. Create an Overleaf project named MCS210_WA12
2. Find website you like and compile a list of main functions and objectives for the main landing page only (think of at least 3 usability and/or user experience objectives).
3. Apply Nielsen's procedure for simplicity by documenting the steps of removing elements. Take screenshots of the website and highlight the element to be removed. Explain how the interaction is affected at each step, in terms of usability and user experience objectives.

Notes: Elements may be observable static items such as icons, text, links, pictures etc. Color is another element that may be removed. Elements may also be multimedia items such as sound or video. You can use google chrome and the [GoFullPage](#) extension to take a screenshot of the entire page. Then use [GIMP](#) or some other image manipulation tool to erase an element from the page's screenshot.

4. At each step whenever you remove an element, also explain how its removal contributes or diminishes the following cognitive processes: Attention, Perception, Memory and Learning.
5. At what point does the interaction breakdown? That is, identify elements that when remove make the usability and/or user experience goals for the page unattainable.
6. After having applied the procedure, do you think this is a good methodology to achieve simplicity in web design? Why or why not?
7. When you have finished writing your revised responses, download your project from Overleaf as a .zip file and submit via Moodle.