

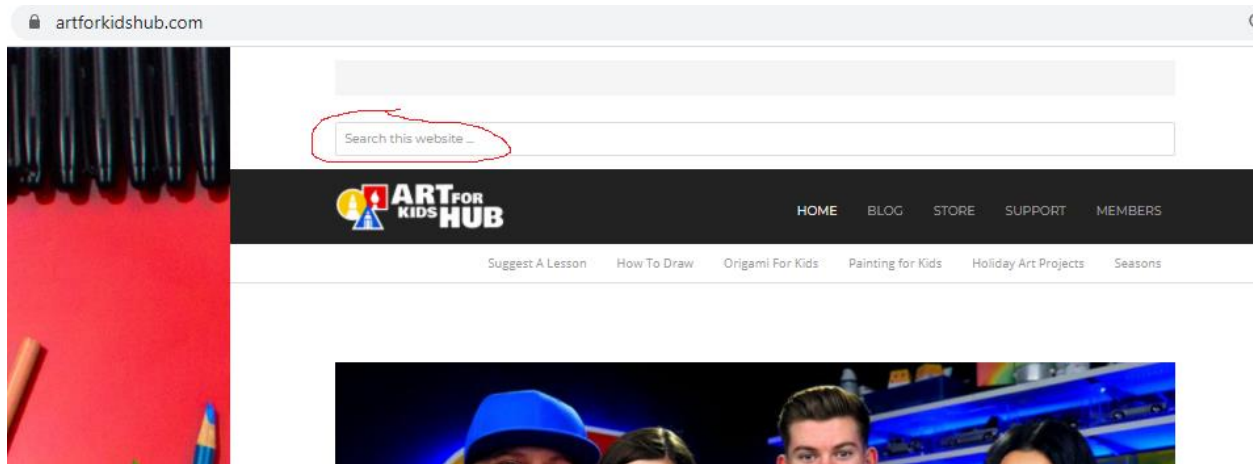
## COMP 3008: Assignment 1

Course: COMP 3008 A  
Name: Steven Rhodes  
ID: 100819007  
URL: artforkidshub.com

### **PART 1:**

#### Design Concept #1: Affordance

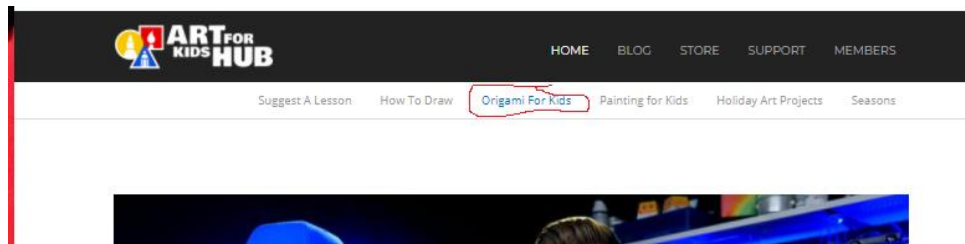
The search bar gives a helpful hint to "Search this website" suggesting that the user can use this space to search for some desired content on the website. Clicking on the search bar will then signal a prompt for the user to perform the search action as suggested by the affordance. This helps the user navigate the store quicker, increasing efficiency.



Affordance: Search Bar on Main Page

#### Design Concept #2: Mapping

On the website users can click on a menu item and it brings you to that specific item. These are mappings because the action of clicking on a menu item brings the user (maps the user) to the desired category page. This use of mapping lets the user connect by clicking a menu item to getting to a specific topic. Overall, this helps the users navigate the website quicker, thus increasing usability.



A clickable menu item.

YOU ARE HERE: [HOME](#) / [ARCHIVES FOR ORIGAMI FOR KIDS](#)

### Origami Art Projects For Kids

This category contains all of our origami for kids lessons! You'll need to start these projects with origami paper, or simply cut a sheet of printer paper into a square. Younger artists may need the assistance of a parent or adult.

[How To Fold An Accordion Snake](#)

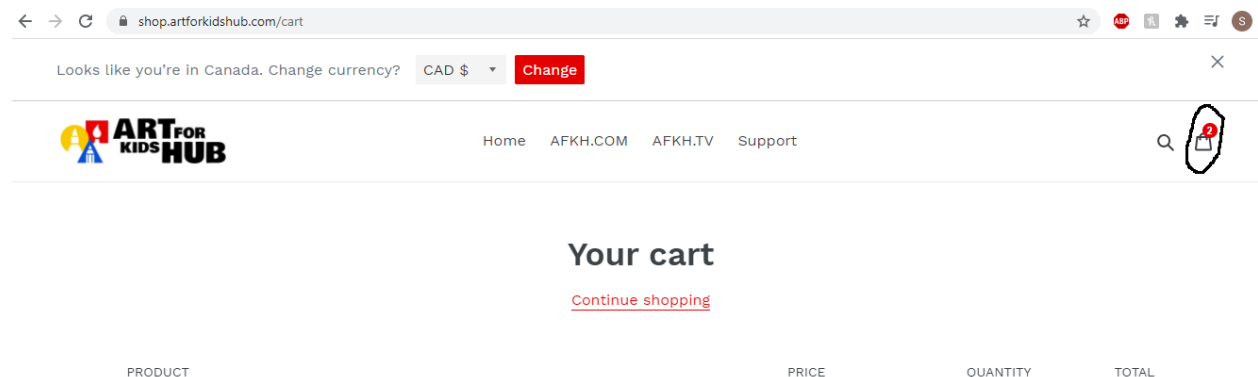
[How To Fold An Origami Jumping](#)

[How To Make A Minecraft Pumpkin](#)

The clickable menu option always maps to this page: "Origami for Kids."

### Design Concept #3: Transfer Effect

The clickable shopping bag icon that brings the user to the websites cart is an example of a transfer effect as users will have used similar icons (e.g., shopping cart) as this on previous websites and associate it shopping. Knowledge from past experiences will come to the user when they see the bag icon and they will associate the bag with the cart instinctively. Having a helpful icon like this will help the user find the cart faster and help them purchase items more effectively and efficiently.



Transfer Effect: A clickable shopping bag that brings the user to the cart.

## PART 2:

a)

Q1: The likely real world target users are parents and teachers of children. This is clearly demonstrated in the language used, for example, a quote on the page is: "Would you and your kids like to use the same art supplies we use?" Also, there is a note dedicated to parents and teachers at the bottom of the home page. Children may also use the website

provided they are of age or have the necessary skills to use the site and want to watch the videos. Purchasing products would be left up to an adult.

Q2: Since the nature of the website is to teach kids how to draw, perhaps some amount of art knowledge or drawing background on part of the parents or teacher would help. Although, parents could learn how to draw with their kids at the same time, so perhaps previous drawing skills aren't necessary. Other than drawing skills, basic computer/tech skills will be required to use the website.

Q3: Teachers: the context teachers will use this website for is in the classroom teaching children to draw. The situational pressure is the responsibility to be a good teacher. Potentially online instruction can be done considering a Covid-19 context.

Parents: will teach their kids from home as part of a fun activity with kids or help teach their kids a new skill. These activities can be done at home, or somewhere where the parent and child can interact with a computer and draw. The situational pressure is the responsibility to be a good parent.

Q4: the user will likely be most interested in the following tasks:

- viewing the videos either with their kids, or as part of a classroom session (teachers)
- purchasing items from the store
- submitting requests for new lessons (i.e., suggest a picture for the family of the website to draw)
- join as a member and get exclusive lessons.

These are the main features of the website and so the teachers and parents will most likely be attracted to these options.

## **b)**

### Heuristic #1: Visibility

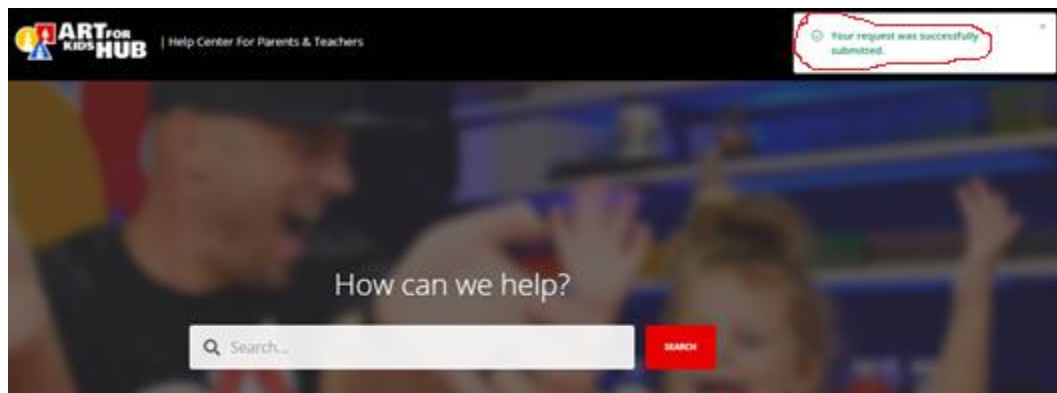
When a user completes a "Submit a Request" form, the website uses the heuristic of visibility to indicate to the user that the form was successfully submitted. Visibility keeps the user informed with timely feedback to increase usability for the system. Giving feedback for the submission of the form request lets the users know that one of their tasks was completed.

The screenshot shows a web browser window with the URL `support.artforkidshub.com/hc/en-us/requests/new`. The page title is "Submit a request". The form includes the following fields and elements:

- Your email address \***: A text input field containing `stevedrhodes7@gmail.com`.
- Subject \***: A text input field containing `Test`.
- Suggested articles**: A section with a link `Will I be able to stream your videos at my school?`.
- Description \***: A large text area containing `test description`.
- Attachments(optional)**: A section with a red button `Add file` and the text `or drag files here`.
- Submit**: A red button at the bottom of the form.

Below the form, there is a small text line: `Please enter the details of your request. A member of our support staff will respond as soon as possible.`

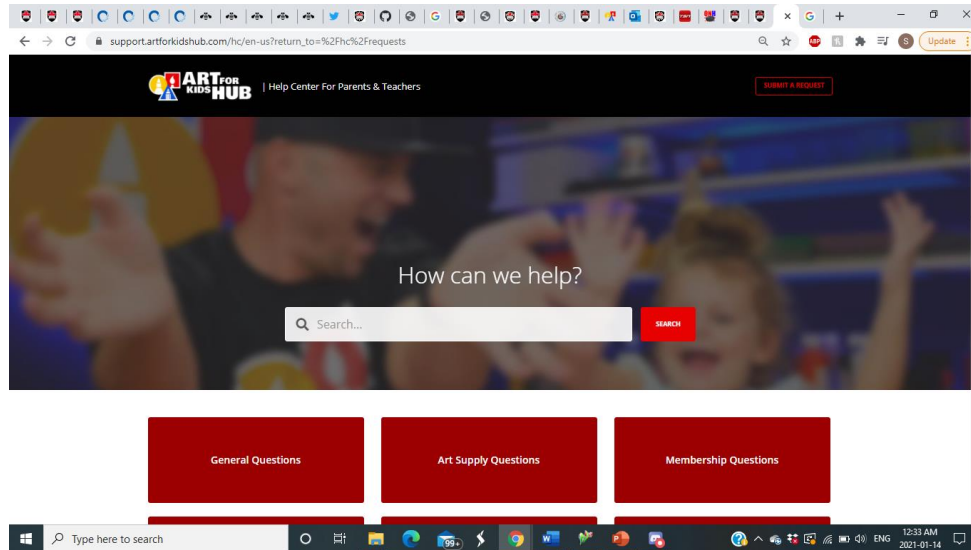
"Submit a Request" form before submission (Form is found under "Support")



Notification given after successfully completing a "Submit a Request" form

## Heuristic #2: Help and Documentation

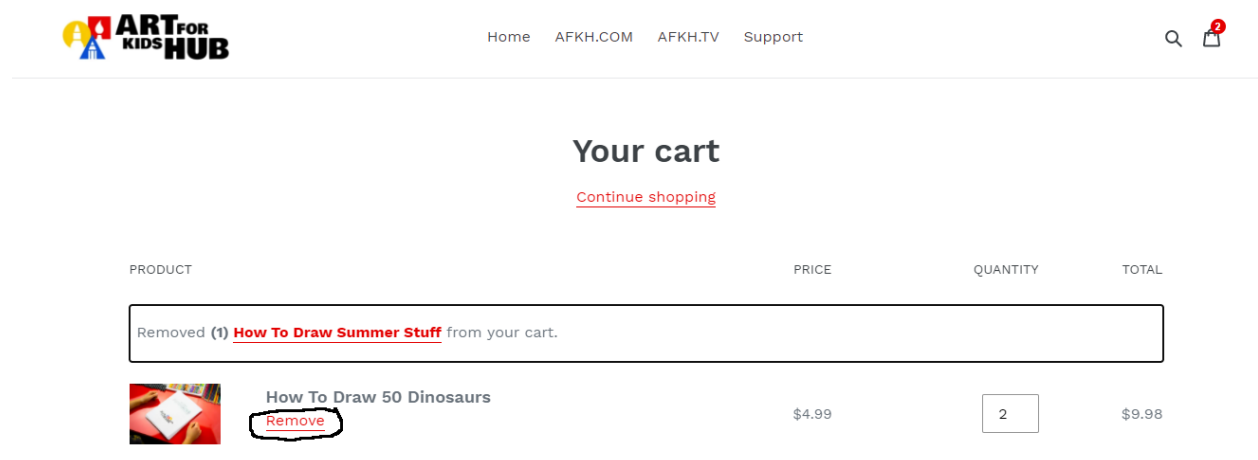
The site has a FAQ section that helps users answer most questions, some which help the user perform the main tasks more efficiently such as shopping, payments, managing their memberships, and how to submit requests for exclusive lessons. Overall, this increases the usability of the website by helping the user use it more effectively and efficiently.



The Website's FAQ and Help Section

### Heuristic #3: User Control and Freedom

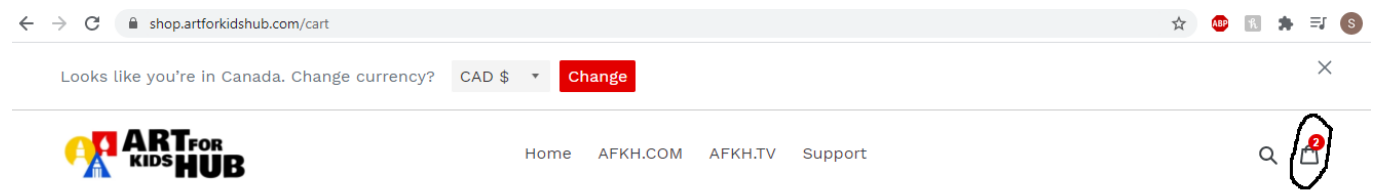
In the shopping cart section of the website, users can click "remove" an item if they wish to undo that item from their cart. The remove option gives users an option to "undo" by taking an item out of their cart. Without this option users would have to proceed with this item in their cart, which would not be an option for many users, and thus would decrease the effectiveness and usability of the site.



The "Remove" button under "Your cart" section.

#### Heuristic #4: Match Between System and the Real World:

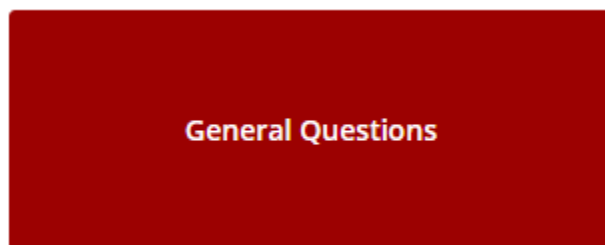
The use of icons like a “bag” in the store section of the website is used to signify a link to your cart. Once you click on this bag icon and go your cart, you can manage your current items just as you would if they were in an actual cart by checking which items you have or removing some. Overall, this heuristic helps guide the user through the task of purchasing items by relating icons to real world imagery, improving efficiency, learnability, and memorability.



Circled is the “bag” icon that indicates where the user’s items are stored. The “bag” links to the cart. Bag and cart are relatively synonymous in this context.

#### Heuristic #5: Visibility Example #2

Hovering over buttons and links changes the colour of the respective item giving feedback to the user that their actions are effective. This method lets the user know these items are clickable and responsive. By being responsive and signalling to the user these are clickable items the user spends less time wondering how to navigate the website, thus increasing usability.



“General Questions” button before the mouse hovers above.

General Questions

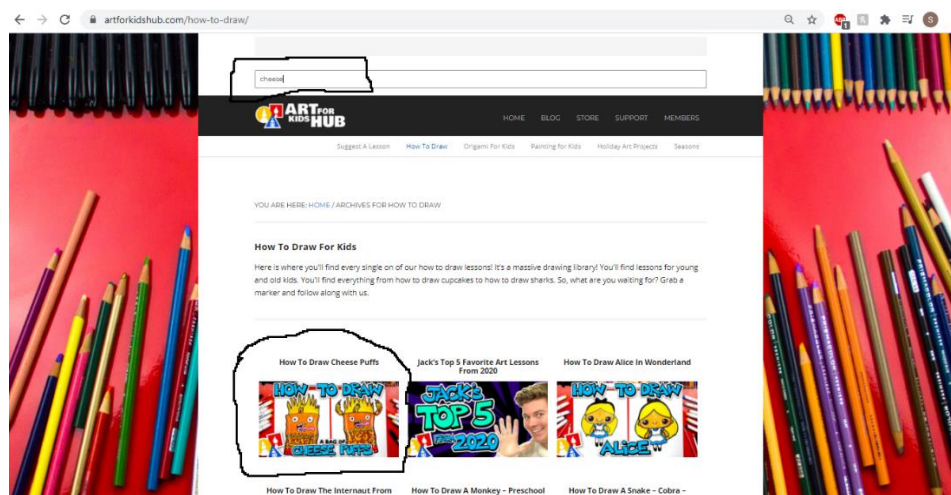
eBook Questions

"General Questions" lights up after mouse hovers over it. NOTE: print screen couldn't grab mouse pointer, so I've shown two buttons to show the contrast in colour

### Violation #1: Flexibility and Efficiency of Use

Severity Rating = 1 (Cosmetic Problem)

The search bar at the top of the page could be more helpful by listing items based on the current text in the search. This auto-complete function could help users see what the site offers and speed up the user's path to achieving what they want, increasing efficiency. Shown in the example below is the search for "cheese" which could have offered the "How to Draw Cheese Puffs" option also circled.

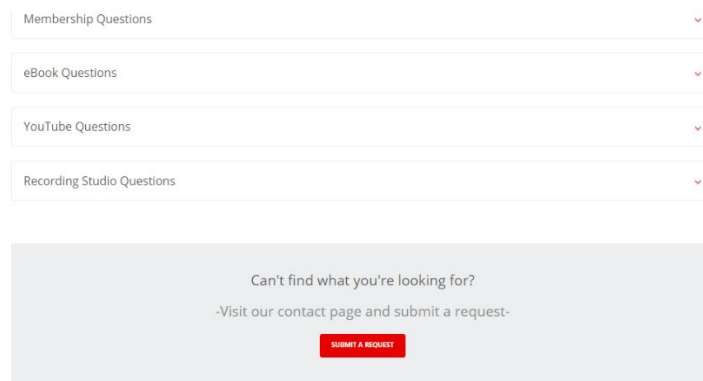


The "search bar" doesn't offer any quick suggestions based on current search text.

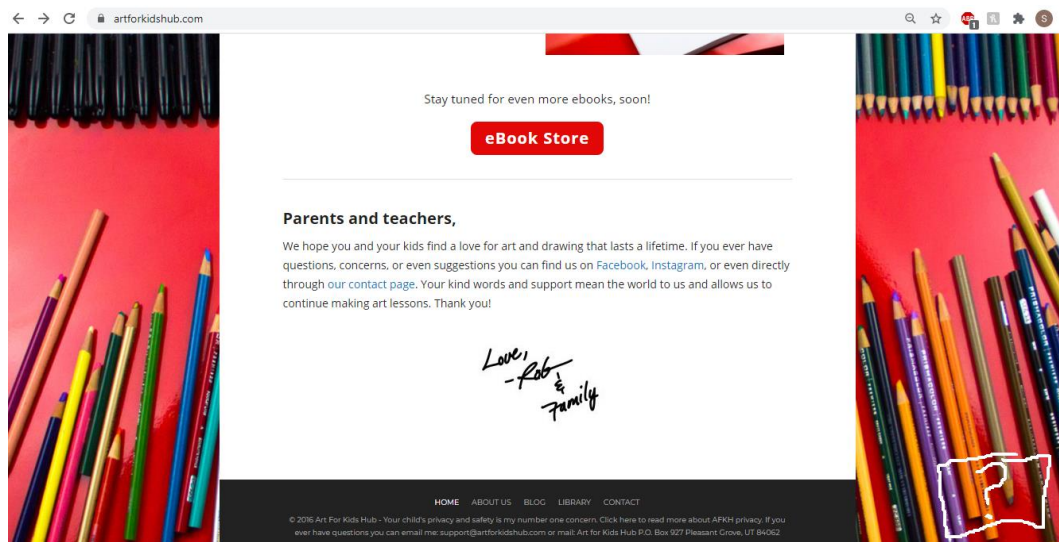
## Violation #2: Consistency and Standards:

Severity Rating: 1 or 2

On the "Support" page of the website there is a "scroll to the top" button that allows users to jump back to the top of the page. Unfortunately, this is one of the only places on the page that has this feature, and it is quite useful. For example, the main home page doesn't have this feature, despite it being longer in length (top to bottom). Overall, this results in a lack of consistency in the layout. Users may expect to have a "scroll to the top" button on a page once they've seen it on another and may become frustrated with the lack of efficiency on others pages that don't have the "scroll to the top" button.



The "Support" page with a "scroll to the top" button.

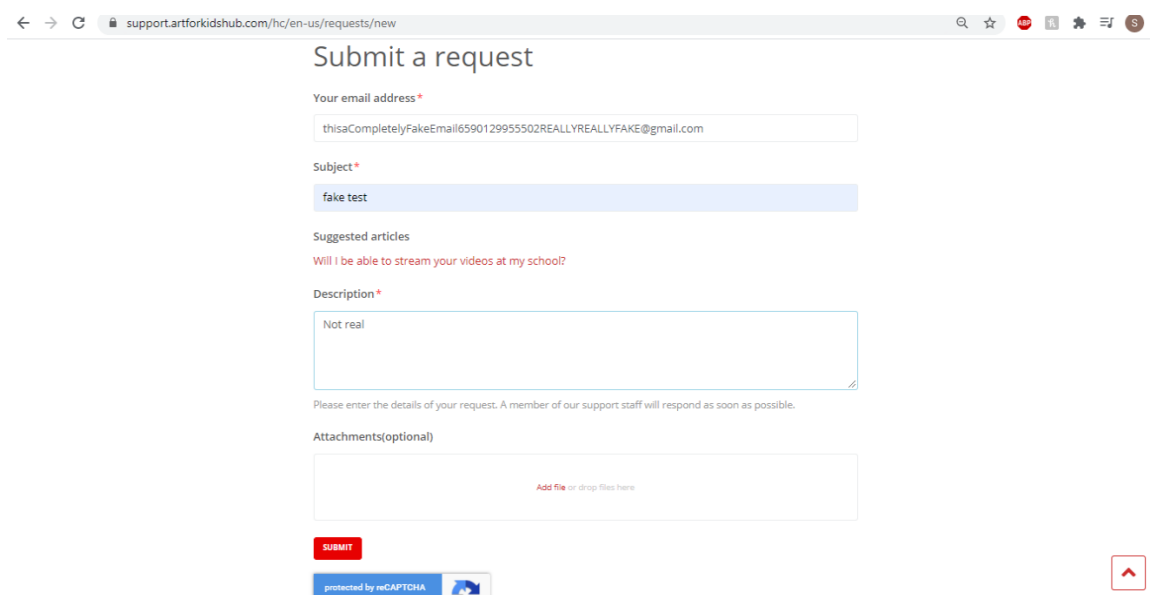


The main home page without the "scroll to the top" button.



### Violation #3: Error Prevention

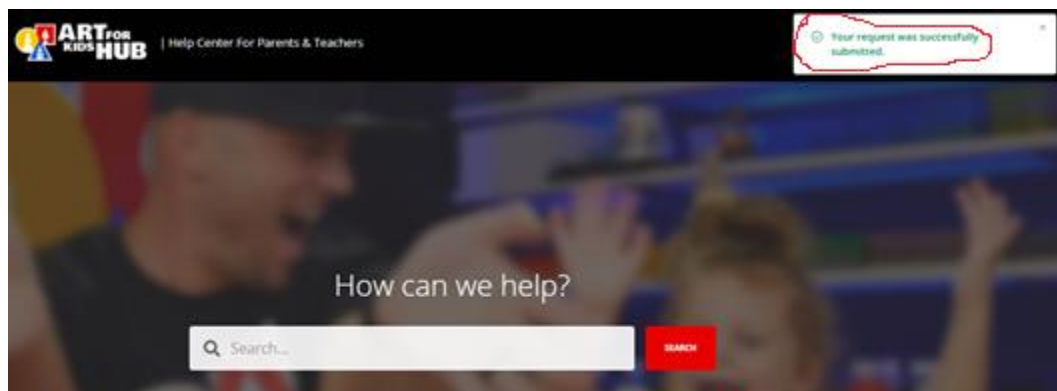
When entering an email under the “Support” section’s “Submit a Request” form, a fake email can be entered, and the system accepts and gives confirmation that the email went through. This implies that there is no validation for a valid email. If a user then enters their email but mistypes or forgets a character, then the system will still accept the form submission and confirm that the request was accepted. If the user is not aware that they made a mistake in entering their email, then they will have no way of knowing. Any attempts to reach out to the user through email will fail. If the support team needs more info or to clear up a request that will also fail. Overall, this results in a lack of effectiveness and user satisfaction, as their requests may fail, and they won’t get any feedback.



The screenshot shows a web browser window with the URL `support.artforkidshub.com/hc/en-us/requests/new`. The page title is "Submit a request". The form contains the following fields and elements:

- Your email address \***: A text input field containing the email address `thisaCompletelyFakeEmail6590129955502REALLYREALLYFAKE@gmail.com`.
- Subject \***: A text input field containing the text `fake test`.
- Suggested articles**: A section with the text `Will I be able to stream your videos at my school?`.
- Description \***: A text area containing the text `Not real`.
- Attachments(optional)**: A section with a red button labeled `Add file` or drop files here.
- SUBMIT**: A red button at the bottom of the form.
- protected by reCAPTCHA**: A blue button with a reCAPTCHA logo.

Submitting a fake email (assuming of course no one has used this one!)

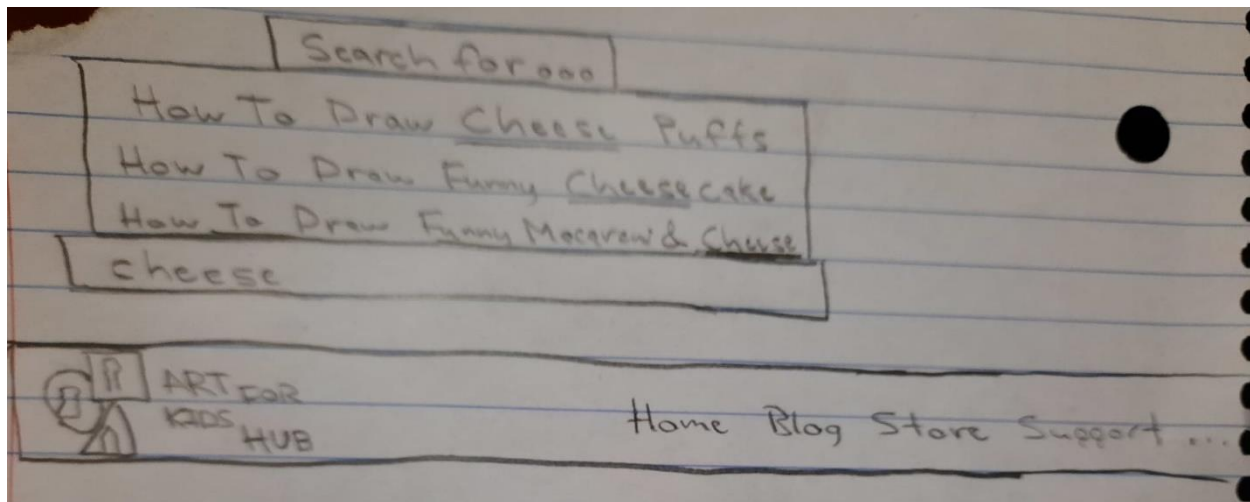


Confirmation of successful submission

### PART #3:

#### Using Violation #1: Flexibility and Efficiency of Use (Search Bar Example):

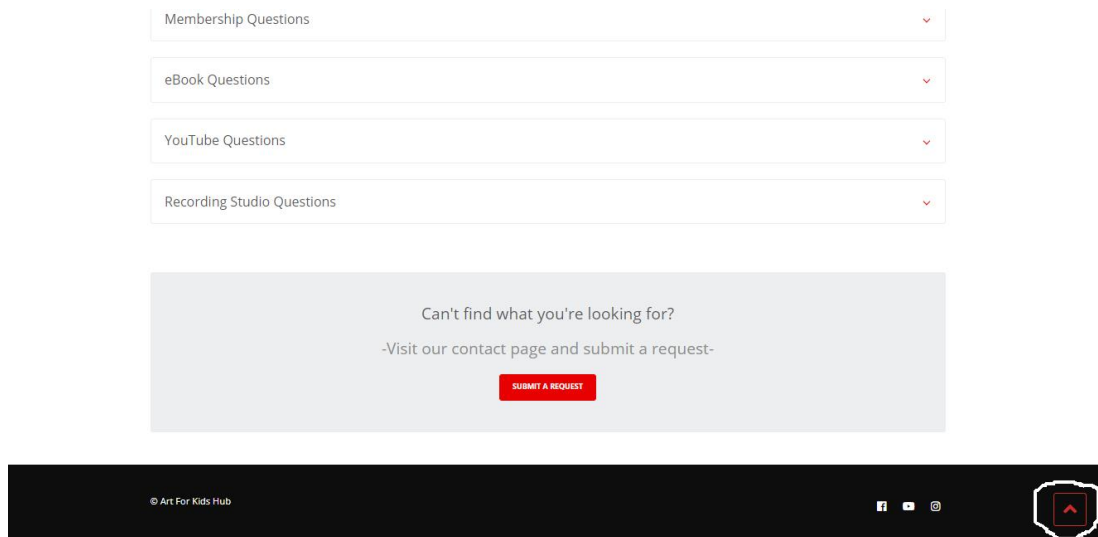
By adding an autocomplete suggestion box above the search bar when text is entered the website can abide by the “Flexibility and Efficiency of Use” heuristic. This suggestion box can help speed up the user’s navigation time whether they are a new or beginning user, thus improving efficiency. In addition to abiding by this heuristic, this search box also meets the “Recognition Rather Than Recall” heuristic by offering completed queries that the user may have forgotten, improving memorability. Provided each search result can highlight when hovered upon to offer the user feedback for their actions (visibility heuristic), then this design shouldn’t cause any new heuristic violations. In terms of design of design concepts this design offers: an affordance by offering suggestions to click; and a potential transfer affect, since when a suggestion box is displayed above/below a search bar, users have enough experience from other systems to know what to do.



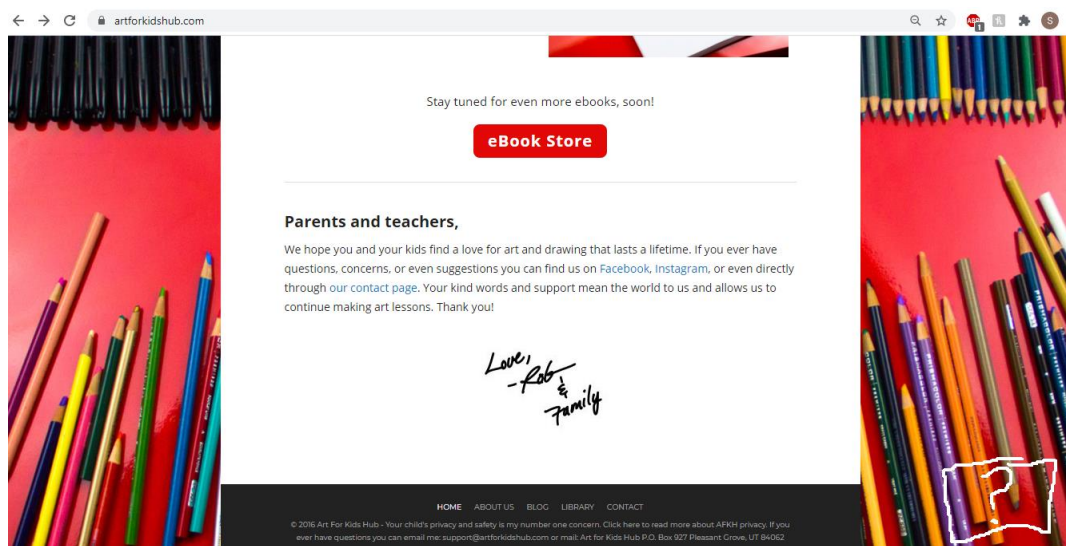
The Search Bar with an added suggestion box with suggested autocompleted search items

#### Using Violation #2: Consistency and Standards (The “Scroll to the Top” Option Example)

A lack of layout/functionality consistency with regards to the “scroll to the top” button across the website demonstrates an opportunity to add consistency by adding more buttons. The main home page -- which is longer in length -- could use the “scroll to the top” button found on the “Support” page. Doing so would improve efficiency and user satisfaction, and thus usability. Adding more of the same feature won’t cause any new heuristic violations that weren’t already there. With respect to design concepts, the addition of this button offers an affordance to user by suggesting that the user can click the button, and the up arrow suggests the page will go up. A transfer effect is also a factor since users of other’s websites will be familiar with a scroll up option, and so will likely guess correctly that the button scrolls to the top of the page.

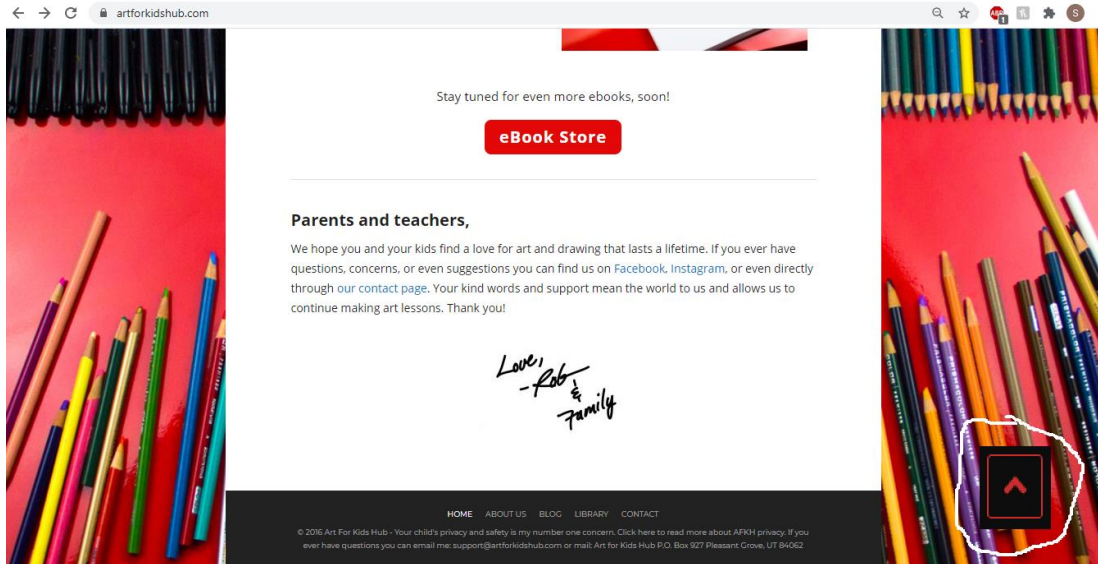


The “Support” page provides a “scroll to the top” button.



OLD DESIGN: the main page doesn’t offer a “scroll to the top” button, despite being a longer length page.





NEW DESIGN: The “scroll to the top” button can be used on the main page.