

## Assignment 1: Website Evaluation

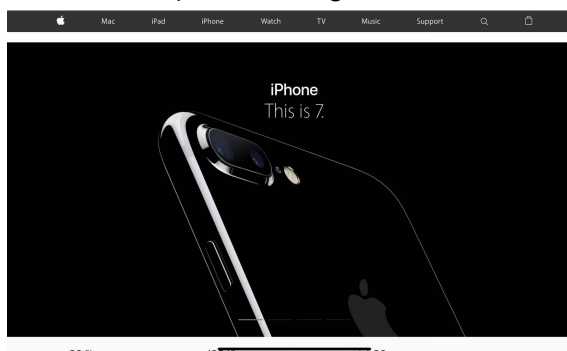
In this assignment, I am going to evaluate the website of Apple([www.apple.com](http://www.apple.com)) in terms of the purpose and features of the website. I will also compare the website with its 5 years ago version(<https://web.archive.org/web/20161003203018/http://www.apple.com/>) to see the differences between the two versions and how it measures up to all of the Eight Golden Rules of Interface Design. At last, I will give a recommendation of how the current version can improve on two of Eight Golden Rules of Interface Design and explain why I recommend these changes.

The purpose of the Apple website is to describe their products to the user, sell their products online, and support the user when he/she has problems with Apple's products. There is a navigation bar that allows the user to quickly go to major subpages such as Store, iPad, Support, Shopping car, etc... The user is able to search for his/her desired information about Apple through the search bar. The user can log in to their account to view his/her orders, browse favorites and Bag, get the support of Apple products. Apple put pictures and slogans of their new products on their home page, the user can click on learn more links or buy buttons on the products' pictures to see the detail of the corresponding product or buy that product from the online store. Apple puts some notifications relate to their new products below the section of new products. The bottom of the home page has links to all subpages of Apple, and copyright, privacy policy, term of use, etc... On online store pages, the user can buy products with customizing options such as finish color, capacity, read brief descriptions and Q&As related to that product, and compare the different models of Apple products under the same type. In Support, the user can find Q&As for Apple products, find a place to repair their Apple products, trade-in their old device to credit towards a new device, or just for free recycling.

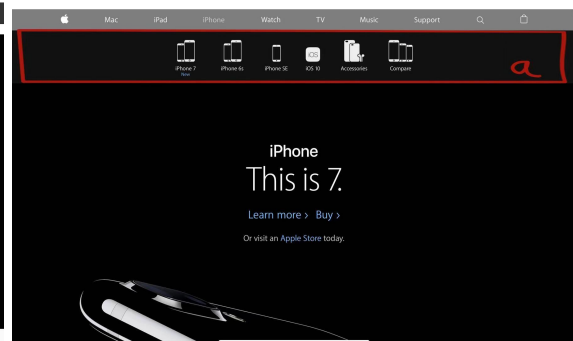
Comparison of the current Apple website and the old Apple website from October 3rd, 2016 and how these changes measure up to the Eight Golden Rules of Interface Design:

### 1. Strive for consistency:

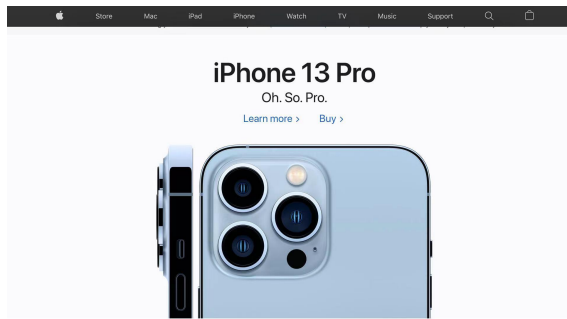
- The old iPhone page(Picture 2) has a lighter navigation bar colour compare to the home page(Picture 1) and the colour of rectangle a(labeled in pictures below) is opposite to other subpages. The current version has the same colour as the home page(Picture 3 and Picture 4). This change makes the colour of the page more consistent.



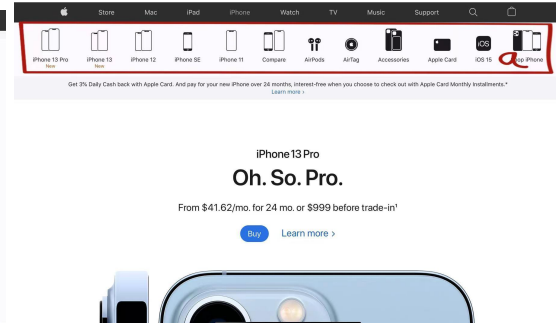
Picture 1: The old home page



Picture 2: The old iPhone page

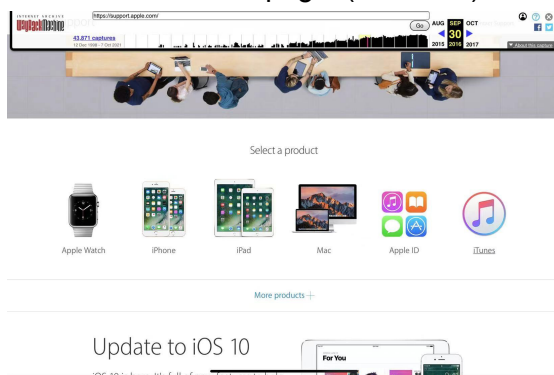


Picture 3: The current home page

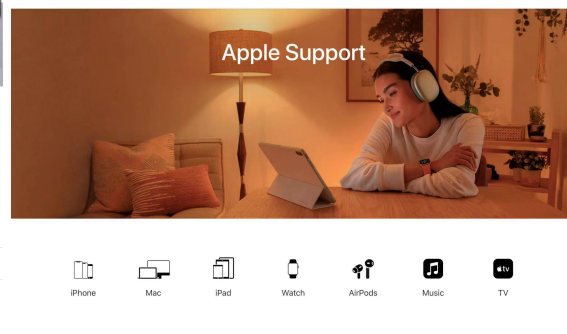


Picture 4: The current iPhone page

- The old Support page(Picture 5) uses real pictures for Apple products. The current Support page(Picture 6) uses icons for Apple products. This change is to match the uses of icons in other subpages(Picture 4) to maintain consistency.



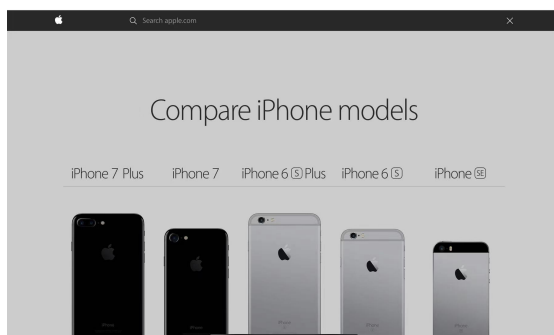
Picture 5: The old Support page



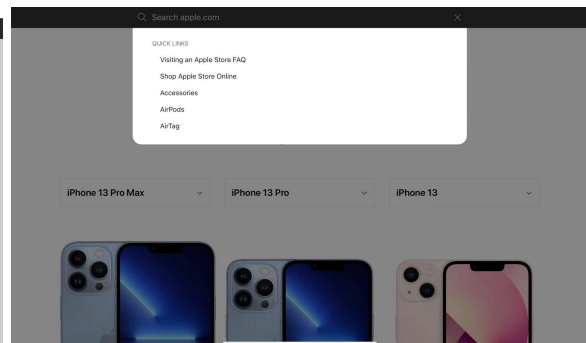
Picture 6: The current Support page

## 2. Seek universal usability

- The current version(Picture 8) has quick links below the search bar contains links to some subpages, the old version(Picture 7) doesn't have this. Quick links allow the user who wants to search for subpages in quick links to be able to quickly go to these subpages without going through the searching process.



Picture 7: The old search bar

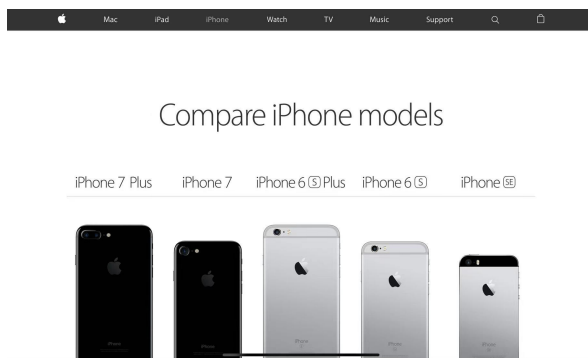


Picture 8: The current search bar

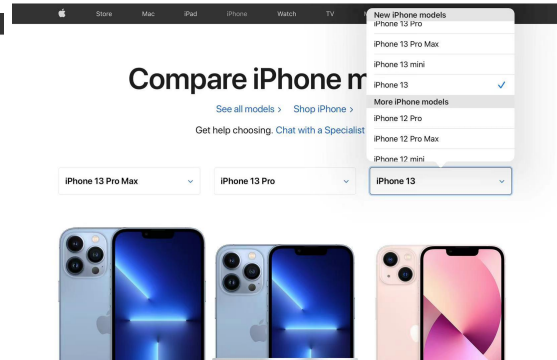
- The old version of Compare pages(for example Picture 9) lists all currently selling models of the selected type of devices while the current version(for example Picture 10) only lists three of them by default, but the user can select all models in the drop-down

list. This change allows users with iPhones in hand to know how their old iPhones compare to the new iPhones.

- The old version of the navigation(Picture 9) bar doesn't have Store. The addition of Store to the navigation bar(Picture 10) allows the user who wants to buy from the Apple website to quickly go to Apple online store.



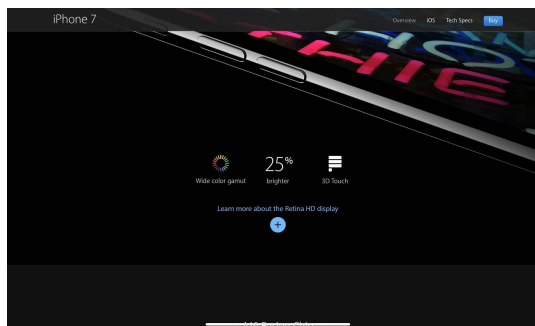
Picture 9: The old Compare page of the iPhone



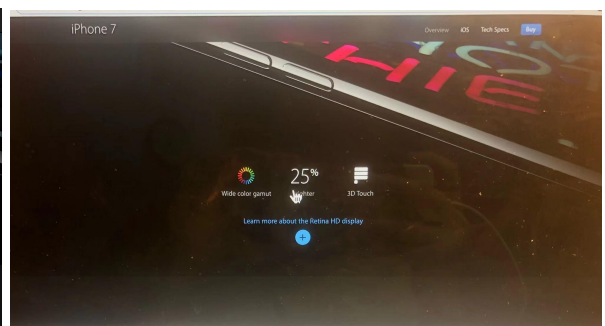
Picture 10: The current Compare page of the iPhone

### 3. Offer informative feedback

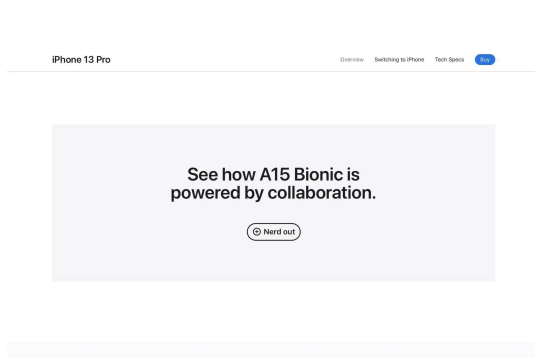
- The expand option of the description on the iPhone 7 page(Picture 11 and Picture 12) is not informative enough, it would be hard for the older user to notice that these icons can be clicked. The expand option of the description on the iPhone 13 Pro page(Picture 13 and Picture 14) is more informative, the colour of the button change to the opposite which makes the button obvious to see.



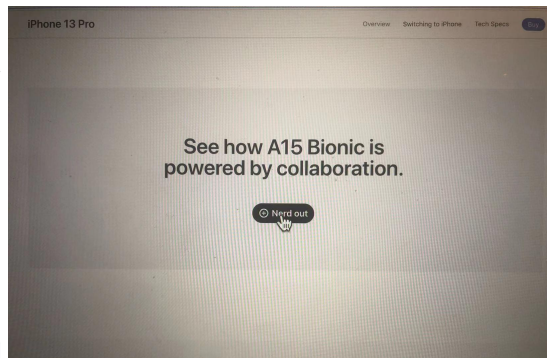
Picture 11: The iPhone 7 page



Picture 12: The iPhone 7 page



Picture 13: The iPhone 13 Pro page



Picture 14: The iPhone 13 Pro page

Due to WayBackMachine's limitations, The function corresponding to the rest rules does not respond in the old version.

#### 4. Design dialogs to yield closure

- In the process of finding the password of the current website(Picture 15), the user is moved from entering Apple ID to select what the user wants to reset, then to select how the user wants to reset the password, ending with a confirmation page that says password reset email sent, so the user is informed when the process is done.

Apple ID

Having trouble signing in?

Enter your Apple ID to get started.

Apple ID

If you forgot your Apple ID, you can look it up.

Continue

Select which information you would like to reset:

☒ my password

☐ my security questions

Go back Continue

Please select how you want to reset the password:

Choose from the options below to reset the password for yuhuuu00@gmail.com

☒ Receive an email

We will send instructions to your email address ending in g\*\*\*\*\*.com

☐ Answer security questions

Answer the questions you chose when you created your Apple ID.

Cancel Continue

Password reset email sent

An email has been sent to your email address yuhuuu00@gmail.com. Follow the instructions in the email to reset your password.

Done

Picture 15: The process of finding the password

#### 5. Prevent errors

- The continue button is not active on Forgot Password page of the current website(Picture 16) until the user fills in the required input box. This can reduce the chance the user sees an error message.

Apple ID

Having trouble signing in?

Enter your Apple ID to get started.

Apple ID

If you forgot your Apple ID, you can look it up.

Continue

You've come to the right place to reset a forgotten password. For your security, we'll ask you a few questions to verify that you're the owner of this account.

Picture 16: The current Forgot Password page

- If the user gives invalid input on Create Account page(Picture 17), notification of where goes wrong will appear on the page under the relevant input box to guide the user to fix the problem. This can reduce the chance of the user to keep submitting invalid information and seeing the error messages.

Picture 17: The current Create Account page

## 6. Permit easy reversal of actions

- The user can go back in the process of finding the password(Picture 18). The user can regret during any stage of this process, so the user doesn't need to be afraid of selecting anything wrong.

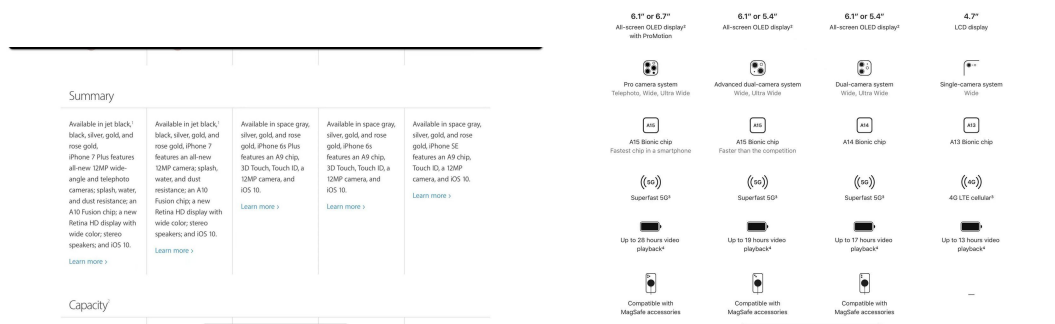
Picture 18: One page in finding the password process

## 7. Keep users in control

- In the process of finding a password(Picture 15), all forward buttons have blue surrounding and white text, and backward buttons have white surrounding and blue text. Experienced user can figure out which button is going back and which button is going forward simply by looking at the colour of the button.

## 8. Reduce short-term memory load

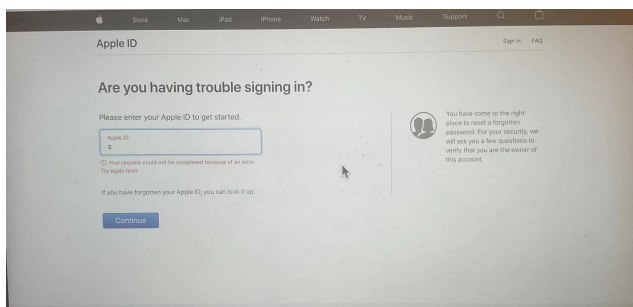
- The new version uses many icons in Compare devices(Picture 20) which the old version(Picture 19) just has one for screen size comparison. This allows the user to quickly figure out what is the feature means without memory of the meanings of different features.



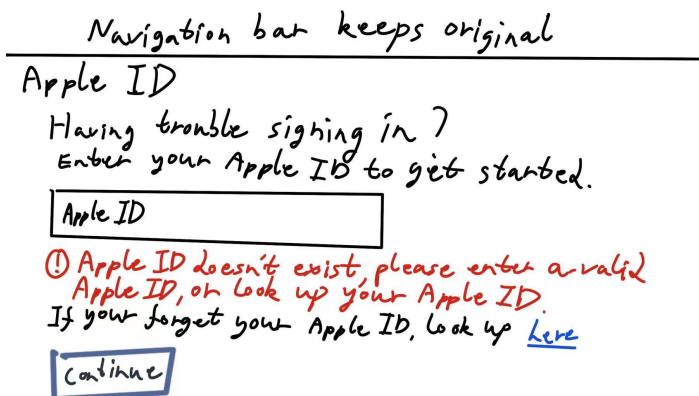
Picture 19: The old Compare page of iPhone Picture 20: The new Compare page of iPhone

## Recommendations for improvement:

### 1. Prevent errors



Picture 21: The current Forget Password page after enter a doesn't exist Apple ID



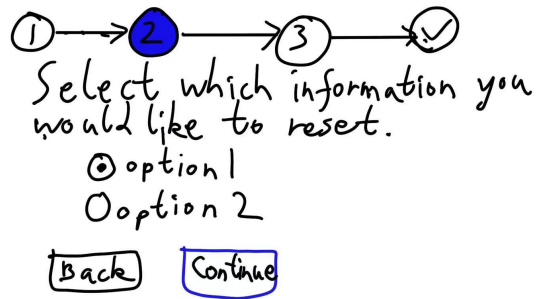
Picture 22: My low-fidelity prototype

The original message(Picture 20) is too confusing to the user because that message just says there is an error occur and doesn't mention where the problem is and how to fix this problem. My design(Picture 21) clearly tells the user that the entered Apple ID doesn't exist and asks the user to enter a valid Apple ID, or the user can choose to look up the Apple ID in the link below. My design can prevent the user continue facing the same error by giving the user a clear and easy to understand error message,

### 2. Offer informative feedback

## Original Navigation bar

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Picture 23: My low-fidelity prototype of one step in finding password process

My design(Picture 22) adds a progress bar to the original page(refer to Picture 15), so the user can easily know which step he/she is in out of the whole process, so the user doesn't feel like this process is endless.