

Design review for Milestone#1

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1. How does it minimize kinematic and cognitive load?

The event system is designed in a concise and clear way, providing an easy access to various events for users either are experts or rookies. All the elements in this website are easy to understand, helping users easily navigate to the part they are looking for.

The important parts are in the most obvious part. The navigation menu is in the header part of the page. In case user entered a wrong webpage, they can easily go to the header and click the menu which will lead to the page they want.

The efficiency of the main function of the website is secured by including all the functions in the header navigation. Users can always jump to another section with the help of the navigation.

The website is made concise by reducing unnecessary images and using light colors. This helps reduce the risk of visual fatigue. Another advantage of the clean website is that it will be less likely to distract user from browsing information, thus reduce unnecessary searching time. User will mainly focus on important parts.

2. Does it meet standards and heuristics?

The group agreed that the 10-usability heuristic of user interface design by Jakob Nielsen is a good way to measure the user experience of a website. The milestone 1 website is tested according to the 10 principles. In this part, 5 of the 10 guidelines are chosen for a detailed explanation.

Match between the system and the real world:

The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

All contents are easy to understand. There is rarely chance of failure to understand or misunderstanding.

User control and freedom:

Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

There is always a header menu for users to navigate to the page they want. In case users entered a wrong page, they can go back to the page they want simply by clicking the corresponding link in the menu.

Consistency and standards:

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

Almost all the elements like buttons and links are clear and easy to understand, minimizing cognitive load.

Recognition rather than recollection:

Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

As this is an event-browsing webpage which has been made clean and easy to understand, user won't need to remember anything except of the information they need.

Aesthetics and minimalist design:

Interfaces should not contain information which is irrelevant or rarely needed. Every extra unit of information in an interface competes with the relevant units of information and diminishes their relative visibility.

The entire web page is concise, clear and efficient, with simple logo, bringing people ease when browsing the contents.

3. Group review

Home

Changes made:

Done:

- Acting as the landing page when web browser start.
- Acting as the home page when user press 'home' button on navigation bar.
- Providing links to other site pages.
- Giving the basic information of the website.

Progressing:

- The popular events section would further get a refresh button to get new events on this section.
- The welcome texts need to be adjusted when the web window shrink or expand to keep those texts stay in the position of the image.
- Drop down lists can be added to certain navigation button with a special effect.
- The log in navigation button should change to logged in once the user log in successful .

Log in

Changes made:

Done:

- Changed the background color.

Progressing:

- Media links haven't been set.
- Need to add link to the logo leading to home page.
- Logo has been designed but hasn't been inserted into the websites.



Figure 1: Logo of the website

Sign up

Changes made:

Done:

- Added new designed logo.
- Changed the background color.

Progressing:

- Media links haven't been set.
- Need to add link to the logo leading to home page.

Event

Changes made:

Done:

- Removed the pictures.
- Removed the repeated events.

Progressing:

- Temporarily remove the header navigation because of style difference. Will later be added.
- Links haven't been added to the links
- Various events are to be added.

About

Changes made:

Done:

- Giving introduction of the website including services and functions.
- Giving contact information and allowing users to send message .

Progressing:

- The more button on each introduction image should create a pop-up text block. that writes details of this part.

Reference:

Jacob, N 1994, *10 Usability Heuristics for User Interface Design*, Nielsen Norman Group, viewed 12 May 2022,

<<https://www.nngroup.com/articles/ten-usability-heuristics/>> .