## UD3. Web usability

GRAPHIC USER INTERFACE DESIGN PRINCIPLES

## USABILITY – Basic Rules

| Concept                           | Comment   |
|-----------------------------------|---|
| Readability:                      |   |
| ✓ 1. Font                         | The articles can have long texts and I use Roboto as a font in the text of the paragraphs and buttons. It is serif type and offers good reading to the user.  |
| ✓ 2. Colors & Contrast            | The colors have excellent contrast. I use a neutral background that makes reading more pleasant. Two other colors that highlight the sections and navigation bars in addition to two of them (those in the logo) to guide the user while they are on the web. |
| Organisation                      |   |
| 3. Clearly, margin & padding      | The page is structured and very clear. Divided into sections and articles. I have used margins and paddings.  |
| Conventions                       |   |
| 1 4. Buttons & Colors             | I have not used convectional colors for actions<br>but it is justified; I have used the three notable<br>colors on the website for this to create<br>personality. Anyway, I've used red for regular<br>cancel actions.  |
| ! 5. Clear Links                  | In a couple of options (login and search) I have used only the icon (fingerprint and magnifier glass), I have not added the text that identifies the action.  |
| Common uses                       |   |
| <ul><li>6. Common names</li></ul> | I have used common names such as "read" for<br>the buttons that indicate reading the blog, delete<br>for delete or Blogging! for publish.   |

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| √ 7. Logotypes                      | Throughout the site I have placed the logo at the top right in its two versions. In addition, the logo itself is a link to the home page of the site.  |
|-------------------------------------|--|
| ✓ 8. Navigation                     | The page has several navigation bars. In the desktop version there is a sticky bar with logo, search engine, login/logout button and topics filter. In the mobile version the topic filter bar becomes a hidden navigation bar with a hamburger button to activate it. Also, there is a footer bar with social network and contact links in both versions. |
| × 9. Breadcrumbs                    | I have not used breadcrumbs.   |
| ✓ 10. Flicker and dynamic elements. | On the web there are animation elements. They are carousels of posts. It is a small animation that makes it attractive but without distracting the user.   |
| ✓ 11. Searches & filters            | In the navbar there is search engine that filters for<br>any text, title or content in all posts. There is also<br>a topic bar that allows you to click on a topic and<br>display only the posts of that topic.  |

## Conclusions:

According to the usability criteria, the balance of the test is positive. There is room for improvement in several minor aspects for an excellent implementation but no major flaws.