

	Original Interface	Redesigned Interface
Intuitive Design	<ul style="list-style-type: none"> <li>-comcast is primarily utilized as an email server, however the email icon is relatively unfindable on the home page</li> <li>-some features, such as mail, address book, and inbox are easily navigated to from navigation bars with the email interface</li> <li>-features such as composing mail are much less intuitive</li> </ul>	<ul style="list-style-type: none"> <li>-my redesign makes the mail center a larger focus of the comcast.net home page, and more easily accessible</li> <li>-additionally, to make sending new emails more intuitive I have shifted the layout of the compose feature, making it more easily findable and the compose screen more malleable to other input</li> </ul>
Ease of Learning	<ul style="list-style-type: none"> <li>-a user who has never used the page has difficulty locating the mail center</li> <li>- once in the mail center, a new user can learn quickly to read the inbox, but has trouble finding features such as compose, and referencing received emails while composing</li> </ul>	<ul style="list-style-type: none"> <li>-in my redesign learning to locate the mail center is made easier by centralizing this feature</li> <li>-while I model some of my redesign off of the successfully usable navigation bars in the original interface, I make features such as compose central to the navigation, making the most used features pop out to new user and old users alike</li> </ul>
Efficiency of Use	<ul style="list-style-type: none"> <li>-an experienced user can accomplish basic tasks such as navigating to the mail center, reading emails in the inbox, drafts, and trash folders with relative ease</li> <li>-an experienced user is still challenged by the inability to simultaneously check emails and draft an email (making it impossible to refer to emails while writing)</li> <li>-additionally, viewing an entire email is inefficient and/or not possible even when for a frequent user</li> </ul>	<ul style="list-style-type: none"> <li>-my redesign offers increased functionality to the comcast mail center: emails can now be composed in part of a screen while other mail is pulled up, you can choose to either view an email at full page, or of the full inbox up, etc.</li> <li>-the new possibility given in this functionality increases efficiency of use because users are able to multitask accomplishing one or more tasks while viewing the screen to their expectations, making accomplishing the desired task simpler and quicker</li> </ul>
Memorability	<ul style="list-style-type: none"> <li>-even after visiting the comcast mail center countless times, the placement of the compose feature, separate from either of the main navigation bars, makes this feature difficult to find, having a low memorability</li> <li>-additionally, as mentioned before the placement of the mail center icon on the main comcast.net page has low memorability as well</li> </ul>	<ul style="list-style-type: none"> <li>-to increase the site's usability on a memorability metric, I have delegated page placement more completely to the navigation bars that draw users attention, decreasing the number of places the user must look to find a specific feature</li> <li>-the redesign also makes more prominent, through placement and size, highly used features</li> </ul>
Error Frequency and Severity	<ul style="list-style-type: none"> <li>-errors made on comcast mail are primarily individual user errors that would only ever impact the user and the receiver of mail (such as sending an email to someone unintentional): the user does not have access to make an error that changes the system functionality, and thus any errors made are not severe on a system level</li> </ul>	<ul style="list-style-type: none"> <li>-one possible redesign that is slightly out of the scope of this course, but could reduce personal errors, is having a feature that allows a user to "unsend" messages for 5-10seconds after they have been sent. things such as scanning for attachments when the word attach is included could also reduce small individual errors, however there is no major redesign as none of these affect comcast on a system level</li> </ul>
Subjective Satisfaction	<ul style="list-style-type: none"> <li>-As a user myself, I find the comcast system challenging and frustrating to use. In fact, I try to use this email as little as possible to avoid having to deal with its non user friendly set up, complaints I have heard echoed by others.</li> </ul>	<ul style="list-style-type: none"> <li>-Subjectively, I believe my redesign provides a cleaner, slimmed down design that puts the focus on the mail center, and doesn't fill the screen with hard to navigate distractions. I would be more likely to utilize this product.</li> </ul>