ONLINE ACTIVITY 7: Creating User Model

Name: Akiya Murai B.
Section: A125

Objective

1. Design a user model in User Centered System Design(UCSD)
2. Evaluate interactive systems using Nielsen's Heuristics

Materials

- Personal computer
- MS Word

Background

Atakan(2006), To understand UCSD, you first need to understand the people who will use the systems. One way to do is through the concept of user modeling. A user model is a psychologically valid way of depicting the people who will use the systems, and whose needs and preferences will be considered when designing those systems.

Procedure

a. Look for two existing websites and do the following:
   1. Identify possible expected users of the said websites
   2. Evaluate the designs of the two websites according to Nielsen's Heuristics. Justify

Table 1: Evaluation Criteria (Based on the 10 heuristics of design evaluation) for website 1.

WEBSITE NAME: **Wikipedia**					
URL: https://www.wikipedia.org					
Area of Evaluation	**5**	**4**	**3**	**2**	**1**
A. Visibility of System Status - The system design provides appropriate feedback like message prompts in response to user actions. - The message prompts are clear, visible and understandable.	✓ ✓				
Evaluation Wikipedia provides immediate feedback after search queries or actions. The results are displayed almost instantly, showing clear page loads and the "Searching..." indicator.					
B. Match between the system and the real world - Used words, phrases and concepts according to users' language rather than system oriented words and computer jargons.		✓			
Evaluation Wikipedia uses simple, understandable language. Articles are written in layman-friendly terms, and categories or sections are labeled clearly for easy navigation.					
C. User control and freedom - The system design provides ways of allowing users to easily "get in" and "get out" if they find themselves in unfamiliar parts of the system.	✓				
Evaluation Wikipedia allows users to freely navigate through links, articles, and topics. If users need to backtrack or start over, they can easily do so.					

D. Consistency and Standards - The colors, text, labels, buttons and other elements in the design are uniform from start to finish. - Text and icons are not too small or too big. - Menus and other features of the system are arranged and positioned in a consistent way. (For ex. If your website has navigation buttons on the top under the page title on one page, the users will automatically look there for the same features on other pages.	✓ ✓				
Evaluation The layout, navigation bar, font sizes, and color scheme are consistent throughout the website, which ensures easy use.					
E. Error Prevention - The system design provides an automatic detection of errors and preventing them to occur in the first place. - Idiot proofing mechanisms are applied	✓				
Evaluation Wikipedia minimizes errors with clear search suggestions. However, there are few prevention mechanisms for user errors when editing articles.					
F. Help users recognize, diagnose and recover from errors - Error messages and the terms used are recognizable, familiar and understandable for the users.		✓			
Evaluation Wikipedia provides informative error messages when necessary (e.g., invalid search or missing pages). The suggestions offered help users recover.					
G. Recognition rather than recall - Objects, icons, actions and options are visible for the user. - Objects are labeled well with text and icons that can immediately be spotted by the user and matched with what they want to do.	✓				
Evaluation Links and topics are clearly labeled. Users can recognize what they're looking for without needing to memorize the structure.					
H. Flexibility and efficiency of use - The system design provides easy to navigate menus. - the system does not make wasteful time of system resources.	✓				
Evaluation Wikipedia has shortcuts (like the search bar) and other accessible features, making it efficient for experienced and new users.					
I. Aesthetic and minimalist design -Graphics and animations used are not difficult to look at and does not clutter (mess) up the screen. - Information provided is relevant and needed for the system design.	✓				
Evaluation Wikipedia has a clean design with minimal distractions. The content is straightforward and relevant.					
J. Help and Documentation -the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed.		✓			
Evaluation Wikipedia has a help section, but it could be more easily accessible for non-technical users.					

SUGGESTION FOR IMPROVEMENTS
While **Wikipedia** provides a generally smooth user experience, a more user-friendly tutorial or guided help for first-time editors could further enhance the platform, especially for those who are unfamiliar with editing articles. Implementing an accessible walkthrough for new users would simplify the editing process and reduce the learning curve, making it easier for contributors to navigate the system effectively.

Table 2: Evaluation Criteria (Based on the 10 heuristics of design evaluation) for website 2.

WEBSITE NAME: **Temu**					
URL: https://www.temu.com					
Area of Evaluation	**5**	**4**	**3**	**2**	**1**
A. Visibility of System Status - The system design provides appropriate feedback like message prompts in response to user actions.		✓			
- The message prompts are clear, visible and understandable.	✓				
Evaluation Temu provides clear updates on the order status, shipping progress, and cart information.					
B. Match between the system and the real world - Used words, phrases and concepts according to users' language rather than system oriented words and computer jargons.		✓			
Evaluation Temu mostly uses standard e-commerce terms, but some users might find the wide range of product categories a bit overwhelming.					
C. User control and freedom - The system design provides ways of allowing users to easily "get in" and "get out" if they find themselves in unfamiliar parts of the system.	✓				
Evaluation Users can easily add or remove items from their cart and navigate through different product categories.					
D. Consistency and Standards - The colors, text, labels, buttons and other elements in the design are uniform from start to finish.	✓				
- Text and icons are not too small or too big.		✓			

- Menus and other features of the system are arranged and positioned in a consistent way. (For ex. If your website has navigation buttons on the top under the page title on one page, the users will automatically look there for the same features on other pages.		✓			
Evaluation The design is consistent throughout, with navigation menus, product details, and checkout buttons following a standard structure.					
E. Error Prevention - The system design provides an automatic detection of errors and preventing them to occur in the first place.	✓				
- Idiot proofing mechanisms are applied	✓				
Evaluation Temu offers validation on input fields, ensuring no errors are made when entering address or payment information.					
F. Help users recognize, diagnose and recover from errors - Error messages and the terms used are recognizable, familiar and understandable for the users.	✓				
Evaluation Clear error messages appear when a product is out of stock or when there's an issue with payment. However, some error messages could be more informative.					
G. Recognition rather than recall - Objects, icons, actions and options are visible for the user. - Objects are labeled well with text and icons that can immediately be spotted by the user and matched with what they want to do.	✓				
Evaluation Categories, products, and options are easily identifiable through labels and visual cues.					
H. Flexibility and efficiency of use - The system design provides easy to navigate menus. - the system does not make wasteful time of system resources.		✓			
Evaluation Temu allows users to filter products by multiple criteria, enhancing the shopping experience.					
I. Aesthetic and minimalist design -Graphics and animations used are not difficult to look at and does not clutter (mess) up the screen. - Information provided is relevant and needed for the system design.	✓				
Evaluation While the website is visually appealing, it could use more white space to reduce visual clutter.					
J. Help and Documentation -the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed.		✓			
Evaluation Temu offers a help section, but it could be easier to find FAQs or customer support on the website.					
SUGGESTION FOR IMPROVEMENTS					
Temu can improve its user experience by making the help section more accessible, allowing users to easily find FAQs or customer support. Additionally, reducing visual clutter on product pages would improve the aesthetic and usability of the site, making it easier for shoppers to focus on the products. Furthermore, providing more detailed and informative error					

messages when users encounter issues, such as out-of-stock items or payment errors, would help users resolve problems quickly and smoothly.