



Helwan National University
Faculty of Computer Science & Information Technology
Course Name: Creative Thinking
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GEN113 Assignment


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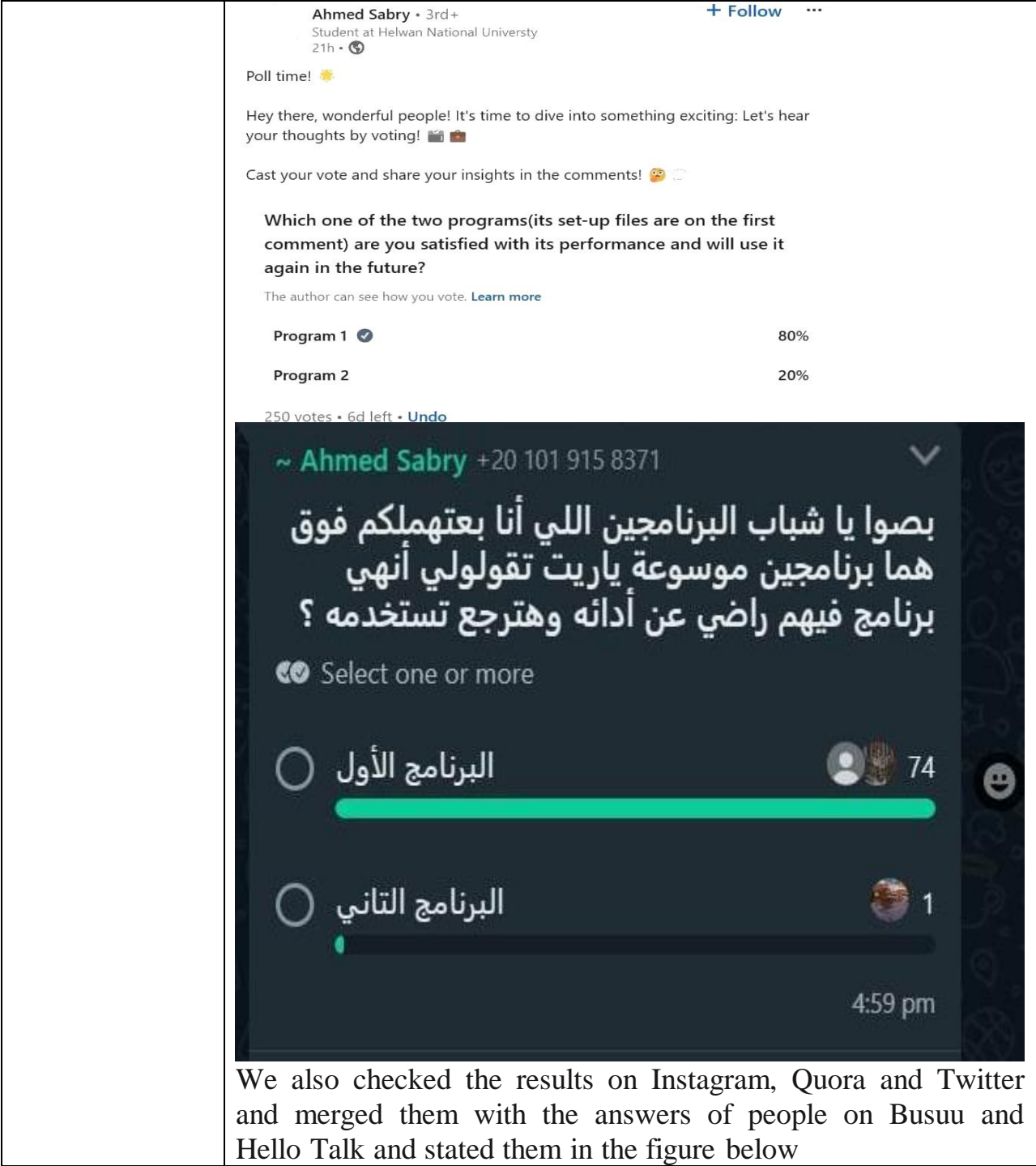
Apply the **scientific method steps** to answer a research question of your choice. Illustrate the seven steps and explain what you did in each step.

[Note that it is not permitted to use any of the examples stated in the lecture slides].

Step 1: Detecting a question	One day I was browsing the web to find something to spend my time on and my browsing led me to some websites some were very interesting and made me feel like I was on a roller coaster of happiness that made me get back to them, but, on the other hand, some websites that I visited made me feel as if I had read a book that would have been better t which made me raise some questions and one of them is "Does the ease of use of the user interface affect users' satisfaction with the information
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	system and their return?"
<u>Step 2:</u> Gathering information	<p>Firstly, I have to collect and do my research to properly understand and answer the question so first we have to know human nature in dealing with Optics in general humans are lazy and love easy things and the evidence of that is in how our brain works from research on how our brains work from national library of medicine, our brain love to take the least effort way of doing something as an article says why our brain tends to take the easy option from "Rashi Bilash" Psychologist and book the lazy brain to Lora Martin and that why of choosing reflects on how we interact with something like a website so in general the easier and more fun the something is the more our brain will love it</p> <hr/> <p>References: A website shows how our brain works https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2944661/</p> <p>Book: Martin, L. (2011). The Lazy Brain. Nahdet Misr Publishing.</p> <p>Article: Why does the brain tend to choose the easy option? https://medium.com/@rashi.bilash/neuroscience-and-convenience-how-our-brain-prefers-easy-over-effort-748a80337ece</p>
<u>Step 3:</u> Proposing a hypothesis	Based on human nature that we learned in advance, which tends towards ease, the easier the work becomes, the more the brain likes it, and this leads to the theory which is the simplicity of user interface (UI) goes hand in hand with the majority of consumers' satisfaction. Higher user interaction with the UI will be achieved as long as the system is more intuitive and user-friendly, consequently, the chances of the users coming back are increased.
<u>Step 4:</u> Testing the hypothesis	At this step, we have designed two Encyclopedia programs. The first program has a very well-designed research bar, an eye-catching design and some other features like Clarity, high performance, error handling and Scalability. The second uses badly designed and Difficult UI with negative features like Inconsistency in UI Elements, Overuse of Default Drop-

	<p>Shadows, Lack of Text Hierarchy and Low Contrast. After designing those two programs we attached its set-up files in three different social media apps. First of all, we made a vote on Facebook by making a post asking people of all ages to try the two programs and vote for the one they would like to re-use again and be satisfied with its performance. In WhatsApp, we made a poll at our college group after sending the set-up files of the two programs asking them the same things we asked on Facebook. Similarly, we did the in Instagram, Quora and Twitter the same as in Facebook. Similarly, we asked some people in Busuu and Hello Talk (the two apps are famous for that both of them are world-wide communicating apps) the following question "Will a professionally designed UI make you recommend a specific program and share it?". Last but not least, we made some kind of survey in a LinkedIn group asking the group members the same questions as we asked on Facebook.</p>
<p>Step 5: Collecting and interpreting findings</p>	<p>After five days, we took some screenshots from Facebook, WhatsApp and LinkedIn to gather the results of the questionnaire.</p>  <p>The screenshot shows a WhatsApp poll interface. At the top, it says 'Ahmed Sabry' and '3 س'. The poll text is: 'The following two programs are two examples of encyclopedia programs. May you tell us which of them are you satisfied with its performance and ease of usage. Also, which one of them will you prefer to use it more frequently?. You will find the set-up files of the two programs on the first comment'. Below the text, there is a bar chart showing the results: '>90% Program 1' and '>10% Program 2'. At the bottom, it shows '500 صوت' (500 votes), '1 تعليق واحد' (1 comment), and 'مشاركتان' (2 shares).</p>



	<p>All people in the figure agreed that a solid UI will make them satisfied</p>
<u>Step 6:</u>	<p>Indeed, theory and analysis have proven that humans like easy things, such as the user interface that provides everything to humans easily, and based on the theory:</p> <p>Based on human nature that we learned in advance, which tends towards ease, the easier the work becomes, the more the brain likes it, and this leads to the theory which is the simplicity of user interface (UI) goes hand in hand with the majority of consumers' satisfaction. Higher user interaction with the UI will be achieved as long as the system is more intuitive and user-friendly, consequently, the chances of the users coming back are increased.</p> <p>Based on the analyses:</p> <p>We conducted two searches, and the first search received more votes than the second search.</p>
<u>Step 7:</u>	<p>Conclusion:</p> <p>The easier the user interface we use, the more people like to use this user interface.</p>

Good Luck