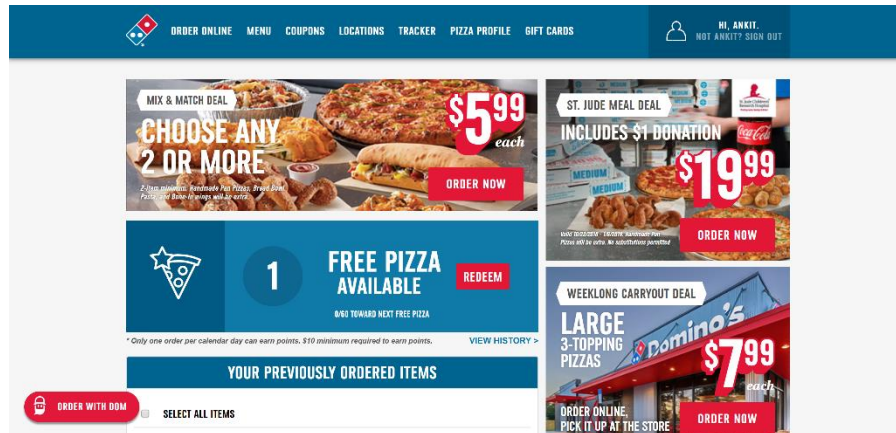


Design Notebook #4

HCI Platform Chosen: Dominos Online Website



The Dominos interactive system for ordering items from nearby domino stores is extremely interactive and based on needs of users. It offers a good level of consistency in terms of color scheme and layout, and it offers feedback in terms of messages each time an item is added to the cart. I believe that the website follows a mix of user centered design and participatory design, user-centered when making the order and selecting coupons, it also offers visual representation of the items through simulations and pictures to encourage recognition over recall. Participatory design is noticed when after the order is placed, the user can customize and change the 'order tracker'. Reversal of actions is permitted at every point even before checkout and if the minimum amount for delivery is not met, the 'Pay' button is faded out and this displays accounting for error prevention. This can also be seen when a menu item is unavailable, it is simply faded out, so the user knows that he/she cannot order that item. Navigation around the website is extremely simple and the user can change options of ordering for delivery or pickup. User-centered design is also noticed when previous or frequently ordered items of the account holder are saved as favorites for easier future ordering through visual representations, again encouraging recognition overall recall.