# Evaluation 3:  From the plains of the web to panes for the web

## The What:

For this evaluation you will used the Garrett’s 5 plains of User Experience Design to evaluate a library website. This website myst What this means is that you will write an evaluation using each of the five plains as individual vectors of analysis. Meaning that there should be one section based on each plain. Each of these sections should have their own internal logic and be complete points of analysis. However, remember that things at one level can affect things at another.

         The technical requirements of this assignment are: An HMTL file containing the essay, a css fil styling the essay, and some sort of screenshots. Files must be uploaded to a github repository containing files from the first two evaluations. I must have access to this repository. It should be in a subdirectory named eval3, and the html file should be named: yourlastname.html.

## The Thy:

Now that we have written about the web in an ad hoc manner, we need to move to writing about it more analytically so that we can further develop our skills in understanding website production and evaluating usability. Fortunately we now have an analytic tool to use for a structured analysis of websites, Jesse James Garrett’s, *The Elements of User Experience*! Garrett’s work provides us a tool box to begin to separate the parts of a the text of a website into components we can use for the analysis of the text.

For the instructor this assignment is a useful way to working towards building more depth into the assignments, and helping students get used to adapting analytic paradigms into their writing and analysis.

## The How:

Open a word document and the site you are planning to analyze. Write down any initial thoughts. Now, using the five planes and the sub-divisions created by Garrett related create an outline. Take your initial feelings and if they are connected to the outline insert them into the appropriate spot. Now use each pane to analyze the site. One your done, edit your draft and create an html file. Copy and paste the text into the html file and add tags. Add a screenshot or two to illustrate your analysis. Using CSS make the whole thing look nice. If your class repository isn’t on your desktop, clone it, create a new folder in it. Add the files, commit them, and push them to the repository and the master branch.

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| --- | --- | --- | --- |
| Category | Not Good | Good | Great |
| **Analysis** | Analysis consists of positions which are not clearly thought through and are missing warrants. | Analysis is well thought out. Analytic links are developed and present in the reasoning of the piece. | The analysis adds something to my understanding of the how websites work. |
| **Structure** | The structure of the site is mess. There is not clear transitions between sections. There are no signposts helping the reader understand where they are. The writing is jumbled. | There is a clear structure to the piece although both signposts and transitions could be improved upon. | The piece reads smoothly, and I know where I am when I am reading it because the author has used considered choices for sign posting sections and well written transitions. |
| **Code** | The author didn’t follow instructions and the code is broken. | Code works ok, but 1-2 things off. | Code is good. There are comments that let me know what’s up. |
| **Aesthetics** | The piece suffers from poor aesthetics such that they affect negatively the reading. | Looks good a bit boring. | Beautiful site. Very readable. |

<https://www.arlibrary.org/>

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5 Planes: (outline drawn from <https://medium.com/omarelgabrys-blog/ux-a-quick-glance-about-the-5-elements-of-user-experience-part-2-a0da8798cd52>)

1. **Strategy:** define the user needs and business objectives
   1. The mission statement of the regional library system is “The Appalachian Regional Library promotes knowledge, reading, and imagination; supports and encourages life­long learning; and contributes to the sense of community and the economic well­being of Ashe, Wilkes, and Watauga Counties.” This was found on the home page under about APL- About the Library.
   2. Based on this mission statement the business objectives would be:
      1. giving easy access to materials at the library and online.
      2. Encouraging continued research and learning throughout life
      3. Promoting events at the library
      4. Promoting other items that patrons may not know about
      5. Giving access to items that increase economic prosperity in the community (Book a Librarian)
   3. user needs would be:
      1. Accessing online materials from the library
      2. Catalog search
      3. Knowing general info about each library
         1. hours
         2. library services
            1. specific services per age group
      4. Knowing events around the library
         1. programs
   4. How well are each of these completed and/or evidenced in the website?
      1. Business Objectives:
      2. User Needs:
2. **Scope:** Defines the functional and content requirements. What are the features, and content contained in the application or product.
   1. *Functional Requirements:*
      1. Catalog entry and search
      2. New Arrivals section
      3. Upcoming events section
      4. Other Highlighted section
   2. *Content Requirements:*
      1. Upcoming event lists
      2. Newest arrival items
      3. Highlighted items
3. **Structure:** Defines how user interact with the product, how system behave when user interact, how it’s organized, prioritized, and how much of it. Structure is split into two components,
   1. Interaction Design
      1. Menu dropdowns highlight as you pass over them and the one you are on stays highlighted.
   2. Information Architecture.
      1. There are two menus at the top of the page which makes it confusing and busy
      2. The two menus are due to it being a regional library system and having the three libraries within the regional website.
4. **Skeleton:** Skeleton determines the visual form on the screen, presentation and arrangement of all elements
   1. Interface Design
      1. Muddy and busy
      2. Good consistent themes/layouts through out the website
   2. Navigation Design
      1. Upper Menu headings are small fonted
      2. Branch Menu heading is one large bar and not separated.
   3. Information Design
      1. Color coding based on branch of the library is nice/neat
      2. Upcoming events is too far into the middle of the page
5. **Surface:** concerned about the visual appearance of content, controls, which gives a clue of what user can do, and how to interact with them
   1. Muddy and busy
   2. Not enough usage of borders to create clear separations
   3. Newest arrivals section doesn’t match the rest of the website with font or color.