**Predictive Evaluation**

**Actions that can be performed through Header bar (header bar is accessible through any page);**

* “Search” action itself: M 🡺P 🡺 B 🡺 H 🡺 M 🡺 K\*n + 1 where n is the length of keyword and plus one for enter.
* See notifications: M 🡺 P 🡺 B
* Navigate bookmarks: M 🡺 P 🡺 B
* Navigate “Advanced Search” page: M 🡺 P 🡺 B
* See Categories and Navigate any of them: M 🡺 P 🡺 B 🡺 M 🡺 P 🡺 B
* Navigate to Sign-In or Sign-Up page: M 🡺 P 🡺 B
* Sign-out: M 🡺 P 🡺 B

**Actions that can be performed in Side Navigation Bar;**

* Navigate to page that contains list of the post with specified features on sidenav bar: M 🡺 P 🡺 B
* Navigate social media pages of blog: M 🡺 P 🡺 B

**Actions that can be performed in Home Page;**

* Navigate any post page included in home page: M 🡺 P 🡺 B

**Actions that can be performed in Post Page;**

* Like, dislike or share post: M 🡺 P 🡺 B
* Like or dislike comment: M 🡺 P 🡺 B
* Comment on the post or reply any comment: M 🡺 P 🡺 B 🡺 H 🡺 M 🡺 K\*n + 1
* Add the post on bookmarks: M 🡺 P 🡺 B
* Navigate author’s page or other posts of that author: M 🡺 P 🡺 B

**Actions that can be performed in Author’s Profile Page;**

* Follow the author: M 🡺 P 🡺 B
* Navigate social media pages of authors: M 🡺 P 🡺 B
* Search in the posts of author: M 🡺P 🡺 B 🡺 H 🡺 M 🡺 K\*n + 1
* List author’s posts by different specifications and view them: M 🡺 P 🡺 B 🡺 M 🡺 P 🡺 B 🡺 M 🡺 P 🡺 B
* View authors sources: M 🡺 P 🡺 B

**Actions that can be performed in Search Result Page;**

* List results by different specifications: M 🡺 P 🡺 B 🡺 M 🡺 P 🡺 B
* Navigate desired post: (M 🡺 P 🡺 B). However, could be increase if result is not included in first page. In this case, user should use pagination item at the bottom of page.

**Actions that can be performed in Author’s Template Page;**

* Choose a template among different alternatives: M 🡺 P 🡺 B 🡺 M 🡺 P 🡺 B
* List results by different specifications: M 🡺 P 🡺 B 🡺 M 🡺 P 🡺 B

**Actions that can be performed in Author’s Writing Page;**

* Upload an image: M 🡺 P 🡺 B 🡺 H🡺 M 🡺 K\*n 🡺 H 🡺 P 🡺 B
* Determining the title: M 🡺 P 🡺 B 🡺 H🡺 M 🡺 K\*n 🡺 H
* Typing the article paragraph: M 🡺 P 🡺 B 🡺 H 🡺 M 🡺 K\*n 🡺 H 🡺 M 🡺 P 🡺 B
* Including the links for resources or references: (M 🡺 P 🡺 B 🡺 H 🡺 M 🡺 K\*n 🡺 H) \* r or with copy paste: (M 🡺 P 🡺 B 🡺 P 🡺 B) \* r where r is the number of references.
* Preview the article: M 🡺 P 🡺 B
* Post the article: M 🡺 P 🡺 B

**Actions that can be performed in Sign-In Page**

* Sign-In: M 🡺 P 🡺 B 🡺 H 🡺 M 🡺 K\*(n+1) 🡺 M 🡺 K\*(k+1) where n stands for length of e-mail, +1 stands for “Tab” key to move the marker to password field, k stands for length of password and +1 stands for “Enter”.
* Recalling a password: M 🡺 P 🡺 B 🡺 H 🡺 M 🡺 K\*(n) 🡺 H 🡺 M 🡺 P 🡺 B
* Sign-Up
  + Typing e-mail twice: M 🡺 P 🡺 B 🡺 H 🡺 M 🡺 [K\*(n+1)] \* 2
  + Typing password twice: M 🡺 [K\*(n+1)] \* 2
  + Typing name: M 🡺 K\*(n+1)
  + Typing surname: M 🡺 K\*(n+1)
  + Typing birth date: M 🡺 K\*(10)
  + Declaring gender: M 🡺H 🡺 P 🡺 B 🡺 P 🡺 B
  + Accepting terms: M 🡺 P 🡺 B
  + Submit info: M 🡺 P 🡺 B

Where +1 stands for “Tab” key to move the marker to next field.

**Usability Inspection**

When we completed our high-fidelity prototypes, we realize the following;

1. We should include a footer which is accessible from all pages since footers are important parts for blog sites. Footer that contains hyperlinks about blog site itself such as FAQs, contact information, history etc.
2. Header bar seemed little bit crowded since it includes some elements that can be included in toggleable side navigation bar as well such as ‘Bookmarks’ or ‘Advanced Search’. We may move them into sidenav bar to prevent mis-clicks that may occur in header bar.
3. Pop-up menu that pops in template chose may be problematic in terms of usability since it blocks the main page. We may need to redesign that part as well.

**Usability Testing**

We share our high-fidelity prototypes with our friend and he stated the same issue which is mentioned 2. clause of Usability Inspection. He said that our header bar is to crowded, therefore more visible than needed. He also thinks that “hamburger menu” included in header does not have any point since it does not support visibility concept completely. He suggests that if there is a such toggleable menu that user can hide, it should support the visibility concept. As a positive feedback; he thinks that the way of KLM is well organized for frequent tasks. Overall, he states that our UI is useful but improvable.

**HEURUSTIS EVALUATION**

**Learnability**

1. **Affordance and Natural Mapping**

Components that has been included in interface have clues about where they will possibly lead the user. For example, the graphic of toggle button that opens sidenav bar which is located at top left corner of page has some smell what its function might be, since it is widely used in some popular apps of Google. Other elements that are placed in header some kind of correspond for natural mapping. Icons included left of them is could be another clue for users in terms of affordance in the case that user may could not understand what may “Bookmarks” will possibly lead them to. Also, the symmetrical blocking that we try to implement during the design can be considered as metaphor for newspapers since this is a blog site. This metaphor has meanings in terms of mapping.

1. **Consistency**

The group of elements and the way they have been organized is same on any page. For example, before user click onto some post summary to navigate that post’s page, what they see is same on every page or the term that defines some particular elements like “Author” or “Post” are same on any page. Similar things in terms of look or graphic act similar. The language we used can be understood by user. Generally, common words have been used. Also, metaphorical consistency like newspaper metaphor tried to be used.

1. **Feedback**

We tried to keep sidebar responsive enough for user by including hovers, dividers and icons. Pagination item and dropdowns are also provided to user at some certain locations. They have immediate and visible effects when user interacted with them.

**Visibility**

1. **Navigation**

Items that are used less frequently than some other items placed inside toggleable sidenav bar that user views whenever they want so. So, user do not use them when they do not need them, but actually these items are visible. Header bar that is visible all the time is include nothing more than user may need frequently during their surf like search bar, categories or navigation to home page. Moreover, with responsive design, user have a chance to understand that which link contain which content. Opacity that user faces when they opened sidenav bar may be a misleading however, because it may lead to user that “I think I could not interact with home page while this bar is open”. However, they can. It is kind of trade off to gain user’s attention on sidebar when they opened it.

**User Control and Freedom**

1. **Exploring**

User have plenty of options to navigate some certain page. They do not need to navigate some certain page to access some other page. For example, they can reach any author’s profile almost from any page.

1. **Reversible actions**

User can remove their likes or dislikes from any post or they can delete their comments. They can delete records from their bookmarks.

1. **Customization**

User can create their bookmark lists or they can follow some certain authors to receive notification when author performed some event on the blog. They can also view authors page to contact them personally.

**Error Handling**

1. **Recognition, not recall**

When user somehow forget to perform some certain task, they may recognize the procedure or the subtasks that are needed to achieve main task by have a look on some certain locations of page like header or links or help section.

1. **Error prevention**

By informing the user which mode they are currently in during signing in (whether caps lock is on or off) or give them to freedom undo their likes.

**Efficiency**

1. **Fitts Law**

We tried use screen edges as much as possible in terms of placing navigation items both in sidenav bar and header since targets at screen edges are easy to reach. Unfortunately, some steering task are included, but again we tried to make them simple by providing hovers and larger heights than usual.

1. **Anticipation**

In sidebar, related items have been put together and dividers are used to clearly state which actions are differing.

1. **History**

View history of posts is included and can be accessible from sidenav bar.