

ONLINE ACTIVITY 7: Creating User Model

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: Netflix					
URL: https://www.netflix.com/browse					
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 <u>The website provides a clear message to the user when there would be errors, or the user would just simply interact with the website.</u>					
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 <u>Users can adjust or change the language settings to their preferred language and also Netflix uses similar terms to users such as "My List", "Continue Watching, and "Trending Now".</u>					
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 <u>Users can navigate to different sections of the website.</u>					
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 <u>The website maintains a consistent design with the colors, text, labels, and buttons.</u>					
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 <u>The website provides prompts to guide the user.</u>					
F. Help users recognize, diagnose and recover from errors - Error messages and the terms used are recognizable, familiar and understandable for the users.		/			
Evaluation <u>The error messages are clear and provides information on how to resolve the issue.</u>					
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 <u>The website's interface is highly visual with icons and labels that would be easy to recognize and understand.</u>					
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 <u>The website offers clear navigation and well-organized menus alongside a search functionality.</u>					
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 <u>The website has a clean and visually appealing design, with the use of graphics and animations that won't clutter the interface.</u>					
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 <u>The website provides a help center that is searchable and offers a step-by-step guides to resolve common issues.</u>					
SUGGESTION FOR IMPROVEMENTS					

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

WEBSITE NAME: Youtube					
URL: https://www.youtube.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 <u>The website provides status such as presenting loading spinners and visual indications of when the video loads, paused. Also, there are actions such as the loading bar, letting the user know how much of the video is left.</u>					
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 <u>Using familiar language or concept such as "Subscribe", "Like", "Comment", and "Watch Later".</u>					
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 <u>Users can easily navigate between videos, channels, and playlist, such as there are options to delete, add, or edit comments, also add videos to a playlist.</u>					

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 <u>The website maintains consistent design with color palette being maintained, alongside with texts and buttons.</u>					
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 <u>The website prevents errors by disabling the unavailable options and providing prompts such as warnings and before taking actions such as deleting videos or comments.</u>					
F. Help users recognize, diagnose and recover from errors - Error messages and the terms used are recognizable, familiar and understandable for the users.		/			
Evaluation <u>Though error messages are clear and informative, it needs more context-specific help links would improve this.</u>					
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 <u>The website's interface is highly visual with icons and labels that are easy to understand, alongside options like "Trending", "Subscription", and "Library".</u>					
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 <u>The website offers efficient navigation with well-organized menus and search functionality, with keyboard shortcuts and quick access menus would help with user's experience.</u>					
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

The website has a clean and visually appealing design, it doesn't clutter the interface.

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.

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Evaluation

Provides help and documentation through the help center, which searchable and offers step-by-step guides but the in-app help and tips could be more prominent.

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