

Vatan Computer is an electronics retail chain operating in Turkey. It delivers products such as phones, computers, cameras, and more from various brands to customers.

Web'e Özel

Yeni

Hazır Sistem

PC Toplama

Sipariş Takibi

İade

Mağazalar

İşe Alım

Bize Ulaşın

Gaming

Vatan

COMPUTER

7

Aramak istediğiniz ürünü yazın

Q

GİRİŞ YAP

0

SEPETİM

Telefon

Bilgisayar

Tv, Ev Elektronik

Bilgisayar Parçaları

Foto, Kamera

Ofis, Kırtasiye

Aksesuar

Oyun, Hobi

Ev, Mutfak

Kişisel Bakım

Soğutma, Isıtma

Klimalar

Baymak, LG, Samsung, Vestel

Vantilatör

Fakir, Goldmaster, Vestel

Hava Temizleyici

LG, Philips, TCL, Xiaomi

Isıtıcılar

CVS, Dysis, Goldmaster

Su Sebili

W = 0.26 cm

D = 20.62 cm

D = 21.47 cm

W = 0.89 cm

Tüm Soğutma, Isıtma Ürünlerini Gör

As can be seen from the Figure 1, two different targets (Baymak, LG) are chosen to calculate Index of Difficulty separately. Also, in both cases the cursor is positioned on the ‘Soğutma, Isıtma’ option in the navigation bar. However, as explained in the next section, targets are not sufficiently large in width, and the distances from the cursor to the targets are too much. Considering all of this information, the fact that the Vatan Computer website does not implement Fitts' Law in its design is an issue related to Human-Computer Interaction (HCI).

Analysis with Fitts' Law

As can be seen from the Figure 1, the first target, namely Baymak, has an insufficient width (0.89 cm), and an excessive distance from the cursor (21.47 cm), so it has resulted in a high Difficulty Index (5.59). Similarly, the second target, LG, has a narrow width (0.26 cm) and the distance from cursor to it (20.62 cm), resulted in a high Difficulty Index (7.3).

$$\text{Index of Difficulty (ID)} = \log_2(2 * \text{distance to move (D)} / \text{width of target (W)})$$

$$ID_{\text{baymak_red}} = \log_2\left(2 * \frac{21.47 \text{ cm}}{0.89 \text{ cm}}\right) \cong 5.59$$

$$ID_{\text{lg_purple}} = \log_2\left(2 * \frac{20.62 \text{ cm}}{0.26 \text{ cm}}\right) \cong 7.3$$

Proposed Solution

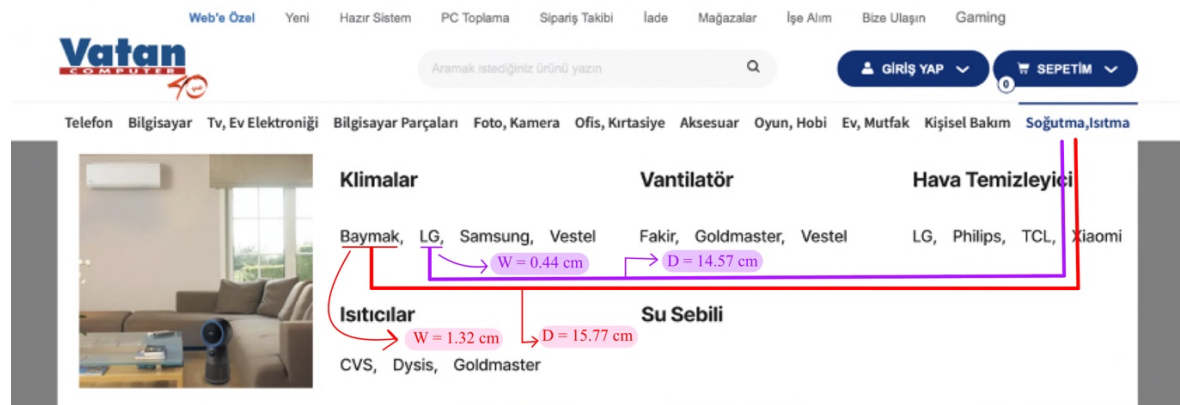


Figure 2. New design of the navigation bar of Vatan Computer

As can be seen from the Figure 2, I began the solution by shifting the image to the left, ensuring that the targets were closer to the cursor. Additionally, I adjusted the font size of the text. Consequently, Index of Difficulty calculations yielded 4.57 for the Baymak target and 6.04 for the LG target. The reduction in ID results can be attributed to the decreased distance between the cursor and the targets, coupled with the increased width of the targets.

*Index of Difficulty (ID) = $\log_2(2 * \text{distance to move (D)} / \text{width of target (W)})$*

$$ID_{baymak_red_new} = \log_2 \left(2 * \frac{15.77 \text{ cm}}{1.32 \text{ cm}} \right) \cong 4.57$$

$$ID_{lg_purple_new} = \log_2 \left(2 * \frac{14.57 \text{ cm}}{0.44 \text{ cm}} \right) \cong 6.04$$

References

Yablonski, J. (2020). Fitts' Law, Ch.2 pp. 13-21. *Laws of UX*. O'Reilly Media.

The Figma Link

https://www.figma.com/file/cz0s3ZkdeVILH5opToWqXy/cerendinc_hw2?type=whiteboard&node-id=0%3A1&t=6sWki3ieMCZjJodR-1