

Evan Tilley

elt2141

10.

a. Aesthetics matter in helping users find information because users will work harder to search out information on a site if the site is more aesthetically pleasing. This is likely because users will trust the site more, and have faith that, since someone put the time into making it aesthetically pleasing, it probably has all the necessary information.

b. Using icons is bad when the icons are not familiar/easily recognizable to users. Users will have difficulty navigating the website as they will not understand the meanings of the icons.

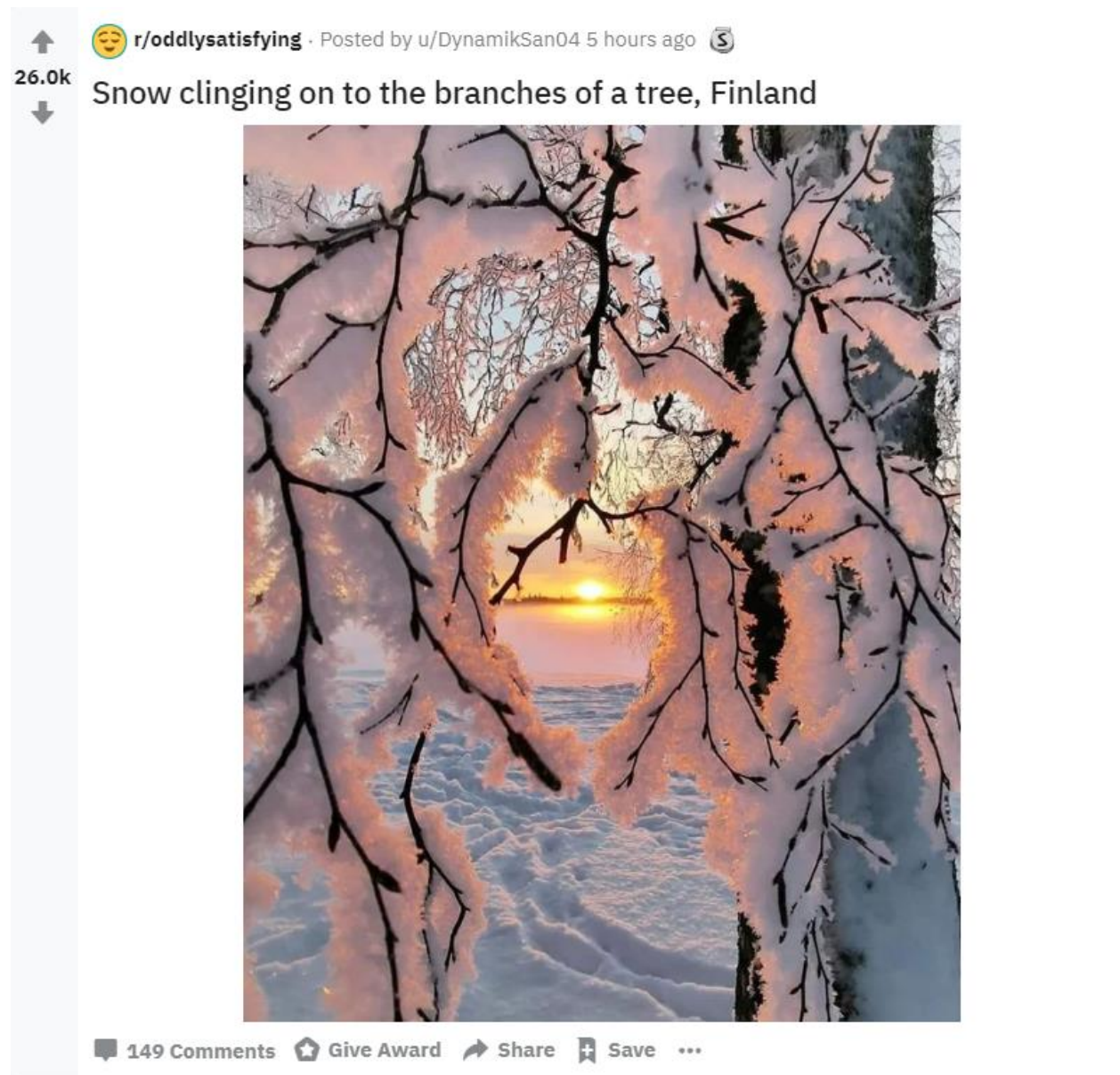
c. i. SSOL is an example of a website that has good simple labels.



ii. Grades and Registration Status is one of the labels; rather than using an icon, like a gradebook, the creators of SSOL chose to use a simple label to indicate where users can go to see their Grades and Registration Status. This label is important for a user who wants to view the page that displays information about both their grades and their registration status.

(Question d. below)

d. i. Reddit is an example of site that does a good job omitting labels.



ii. There could be several labels for each post. For instance, there could be a label for “title:” before the title of the post, another label, “image:” before the image of the post, and another label “votes:” before the upvotes of the post, but these data don’t need labels as they are relatively self-explanatory.