

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: <u>AMAZON</u>					
URL: <u>https://www.amazon.com</u>					
Area of Evaluation	5	4	3	2	1
<b>A. Visibility of System Status</b> - The system design provides appropriate feedback like message prompts in response to user actions. - The message prompts are clear, visible and understandable.		/			
		/			
<b>Evaluation</b> Amazon provides real-time feedback during shopping, like showing items added to the cart and order status updates.					
<b>B. Match between the system and the real world</b> - Used words, phrases and concepts according to users’ language rather than system oriented words and computer jargons.	/				
<b>Evaluation</b> Terms connected to shopping that are well-known to users, such "wishlist," "checkout," and "cart," are used by Amazon.					
<b>C. User control and freedom</b> - 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.			/		
<b>Evaluation</b> Despite some product categories being highly buried, Amazon makes it simple for visitors to return to the homepage or their cart.					
<b>D. Consistency and Standards</b> - 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.		/			
			/		

<b>Evaluation</b>					
Because Amazon keeps its design standards uniform throughout its platform, navigating is easy to use.					
<b>E. Error Prevention</b> - The system design provides an automatic detection of errors and preventing them to occur in the first place. - Idiot proofing mechanisms are applied			/		
			/		
<b>Evaluation</b>					
Clear options and confirmations are how Amazon typically keeps errors at bay, although occasionally problems like payment difficulties can happen.					
<b>F. Help users recognize, diagnose and recover from errors</b> - Error messages and the terms used are recognizable, familiar and understandable for the users.			/		
			/		
<b>Evaluation</b>					
Amazon sometimes lacks prompt, comprehensive assistance, but it does offer clear error notices along with troubleshooting instructions.					
<b>G. Recognition rather than recall</b> - 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.	/				
<b>Evaluation</b>					
Easy recognition is emphasized in Amazon's design through clearly labeled icons and alternatives.					
<b>H. Flexibility and efficiency of use</b> - The system design provides easy to navigate menus. - the system does not make wasteful time of system resources.	/				
<b>Evaluation</b>					
With its organized menu system and individualized recommendations, Amazon's navigation is effective.					
<b>I. Aesthetic and minimalist design</b> -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.				/	
<b>Evaluation</b>					
Although it can seem overwhelming with so many adverts and suggestions, Amazon's design is functional.					
<b>J. Help and Documentation</b> -the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed.	/				
<b>Evaluation</b>					
Customer support options and extensive assistance materials are offered by Amazon.					
<b>SUGGESTION FOR IMPROVEMENTS</b>					
<ul style="list-style-type: none"> <li>Limit the amount of advertising and recommendations that are displayed at once to lessen visual clutter.</li> <li>Provide more thorough, context-sensitive assistance to enhance mistake recovery instructions.</li> </ul>					

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

<b>WEBSITE NAME: COURSERA</b>					
<b>URL: www.coursera.org</b>					
<b>Area of Evaluation</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>A. Visibility of System Status</b> - The system design provides appropriate feedback like message prompts in response to user actions. - The message prompts are clear, visible and understandable.	/				
		/			
<b>Evaluation</b> Coursera offers concise status reports on quiz submissions, enrollment status, and course progress.					
<b>B. Match between the system and the real world</b> - Used words, phrases and concepts according to users' language rather than system oriented words and computer jargons.	/				
<b>Evaluation</b> Employs educational jargon and clear course designs that are reminiscent of classroom settings.					
<b>C. User control and freedom</b> - 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.	/				
<b>Evaluation</b> There are obvious choices for dropping or switching courses, and users may browse through the courses with ease.					
<b>D. Consistency and Standards</b> - 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.	/				
		/			
			/		
<b>Evaluation</b> All pages have a consistent layout, color palette, and navigation system.					
<b>E. Error Prevention</b> - The system design provides an automatic detection of errors and preventing them to occur in the first place. - Idiot proofing mechanisms are applied		/			
		/			
<b>Evaluation</b> Offers clear instructions and form validation to help prevent errors. Certain mistake avoidance systems can be improved.					
<b>F. Help users recognize, diagnose and recover from errors</b> - Error messages and the terms used are recognizable, familiar and understandable for the users.			/		
<b>Evaluation</b> Though some error messages could use more detail, most are understandable and helpful.					
<b>G. Recognition rather than recall</b> - 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.					
<b>Evaluation</b> The well-labeled and intuitive navigation and actions minimize cognitive stress.					
<b>H. Flexibility and efficiency of use</b> - The system design provides easy to navigate menus. - the system does not make wasteful time of system resources.	/				
<b>Evaluation</b> Excellent navigation featuring sophisticated search and filtering capabilities. Both novices and experts can use the interface.					
<b>I. Aesthetic and minimalist design</b> -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.	/				
<b>Evaluation</b> With only the most important information and few distractions, the design is clear and simple.					
<b>J. Help and Documentation</b> -the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed.	/				
<b>Evaluation</b> Extensive user manuals and assistance area; nonetheless, topic searching may use some improvement.					
<b>SUGGESTION FOR IMPROVEMENTS</b>					
<ul style="list-style-type: none"> <li>• Improve mistake prevention systems by including more approachable prompts.</li> <li>• For improved user recovery, provide more thorough error messages.</li> <li>• Enhance the assistance section's search capabilities to make it simpler to find specific information.</li> </ul> <p>By adhering to this methodical examination, you may offer a comprehensive evaluation of any website's usability using Nielsen's criteria, guaranteeing that the design takes user preferences and demands into account.</p>					