

## COM109 Assessment 1 (Worth 40%)

**Due: 24<sup>th</sup> October 2022 at 12:00 noon (UK time). Feedback provided within 20 working days.**

For this assignment you are expected to work individually.

When submitting your assignment, you are agreeing to the following statement:

*I declare that this is all my own work and does not contain unreferenced material copied from any other source. I have read the University's policy on plagiarism and understand the definition of plagiarism. If it is shown that material has been plagiarised, or I have otherwise attempted to obtain an unfair advantage for myself or others, I understand that I may face sanctions in accordance with the policies and procedures of the University. A mark of zero may be awarded and the reason for that mark will be recorded on my file.*

The University policy on **plagiarism** is available at:

<http://www.ulster.ac.uk/academicservices/student/plagiarism.pdf>

**Deadline:** You should submit a copy of the report (in pdf format) to the COM109 module area of CloudCampus by the submission deadline:

**Noon 24<sup>th</sup> October 2022**

### **HCI / UX Evaluative Framework Sectoral Review**

Using the following criteria headings and definitions, **evaluate and compare** the two sites below based on each of the provided criteria, completing the matrix table for the websites **justifying and explaining** why your ratings differ or have the same rating, as well as **making constructive recommendations for improvements**.

You are to critically appraise the UX Design of the websites through the **evaluative framework** criteria provided below:

#### **Fit for Business Purpose**

- Ultimately website design should derive from the business intention.
- Company goals should be obvious to boost user experience.
- Calls-To-Action should be clear and seek to maximise conversion

#### **User Appropriate**

It is important that this encompassing persona is relative to the target audience alongside appealing to a broad range of people.

#### **Offer Informative Feedback**

The user should know where they are at and what is going on at all times. For every action there should be appropriate, human-readable feedback within a reasonable amount of time.

#### **Strive for Consistency**

Standardising the way information is conveyed ensures users are able to apply knowledge from one click to another; without the need to learn new representations for the same actions. Semiotics and metaphors aid visual communication of information by drawing on the model human processor to aid in task analysis and completion.

### **Use of Colour**

Intentional use of colour is valued in relation to brand image and attracting the target audience.

### **Accessibility**

Provision for those with disabilities enables their ability to perceive, understand, navigate and interact with the site.

### **Error Handling**

Error handling should be managed effectively and there should be no content errors.

### **Layout of Content**

To increase usability all content should be useful to possible traffic; credible and valuable to maintain a user base.

### **Usability and Navigation**

A website's navigation determines the overall usability and is critical to its success.

### **Use of Links**

Links to external websites, which may be from advertisements, should be seamless.

### **Fitness for mobile technology use**

The web site must be able to easily display and represent content in an aesthetically pleasing way on all possible devices accessing the site, including via laptops, tablets and smartphones.

### **Load times**

The idea of load times in this framework refers to not only the load time of the page itself, but the elements within a page too as this can be staggered as the user scrolls down. Load times and the variation whether the site is being accessed via fixed broadband, WIFI in the home or out and about using 3G/4G or 5G should be analysed.

	ENCS	BB
Fit for Business Purpose		
User Appropriate		
Offer Informative Feedback		
Strive for Consistency		
Use of Colour		
Accessibility		
Error Handling		
Layout of Content		
Usability and Navigation		
Use of Links		
Fitness for Mobile Technology		
Load Times		

#### Submission Criteria

You should submit a copy of the report (in pdf format) to the COM109 module area of CloudCampus by the submission deadline: Noon 29th October 2021

**The file should be named only with your student number.**

Matrix table comparing the websites of ENCS and BB against the evaluative framework.  
Scale: (0 = Very Poor, 5 = Excellent)

**Matrix completion along with comparison and justification (400 words max) - (10 Marks)**

**Appendix outlining how ENCS (<http://www.ecns.cn/>): addresses the criteria: (500 words max) – (10 Marks)**

**Appendix outlining how BB (<https://www.beijingbulletin.com/>) addresses the criteria: (500 words max) – (10 Marks)**

**Appendix containing reasoned recommendations for improvements for each website (800 words max – 400 words max per website) – (max 5 marks per website - 10 Marks)**