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Human Computer Interaction

1. Lipton

What it got wrong: Low-resolution images



LOVE YOUR HEART WITH LIPTON TEA

Did you know that drinking Unsweetened Lipton tea every day can help support a healthy heart*, all while being a delicious way to hydrate? Enjoy a cup of Lipton picked at the peak of freshness, and learn more about it here

Some of the pictures on Lipton's website are fuzzy and take a long time to load, showing broken image links for multiple seconds before being replaced by the actual images.

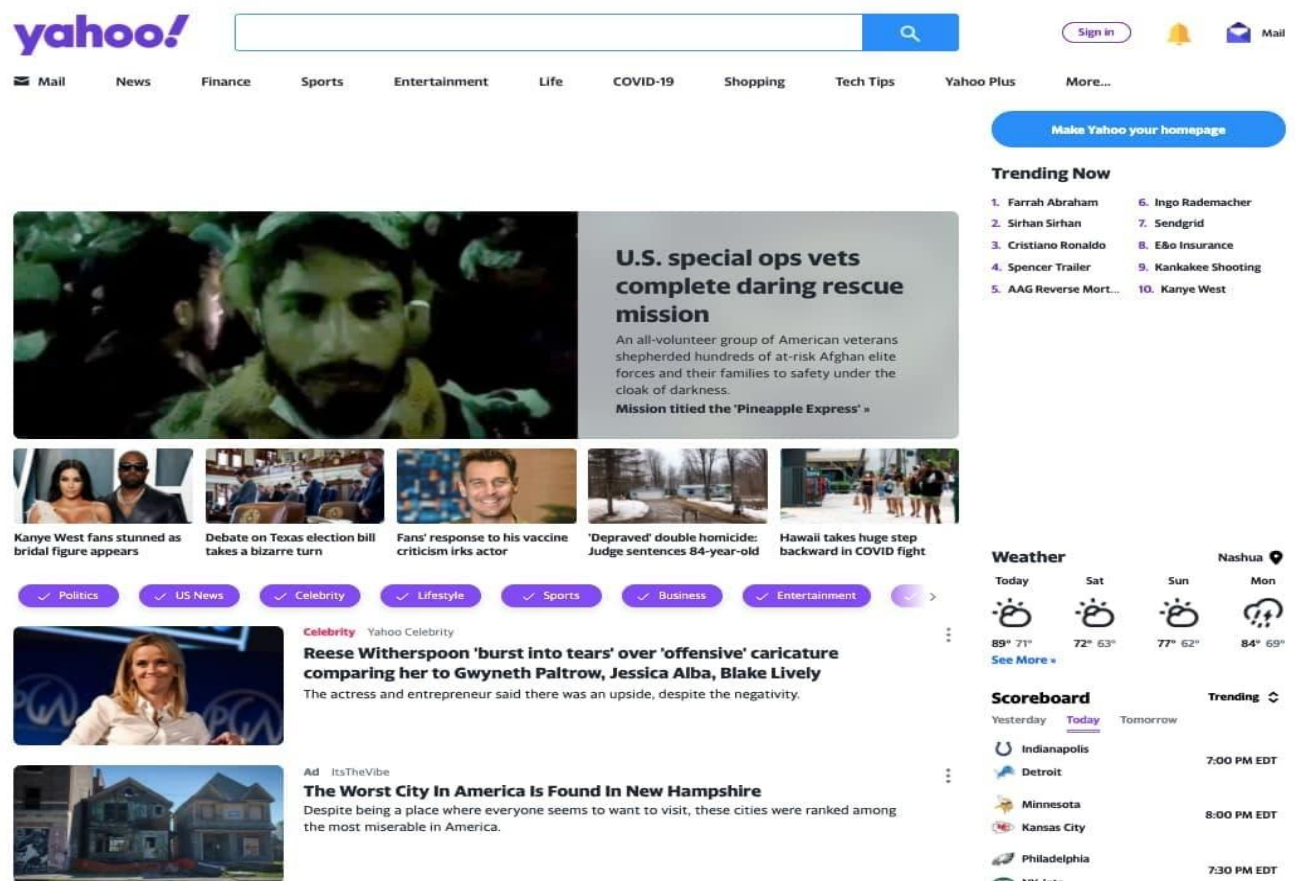
The visuals are also primarily stock images or pictures of the packaging of each tea. These visuals would be more potent if they represented what makes Lipton tea and its drinkers unique.

How to Improve: Lipton's visuals have to be better. Visual learners constitute 65% of the population, so it makes sense to use high-resolution images that'll arrest the audience's attention.

Using pixelated, low-res images doesn't engender trust in Lipton's messaging and makes the website look tacky.

2. Yahoo!

What it got wrong: Whitespace



One problem is white-space. While there's almost too much negative space above the fold (at least on the desktop version), there's too little as you begin scrolling. This, combined with the small font size, affects the readability of the homepage. Various ads also contribute to a feeling of claustrophobia and confusion.

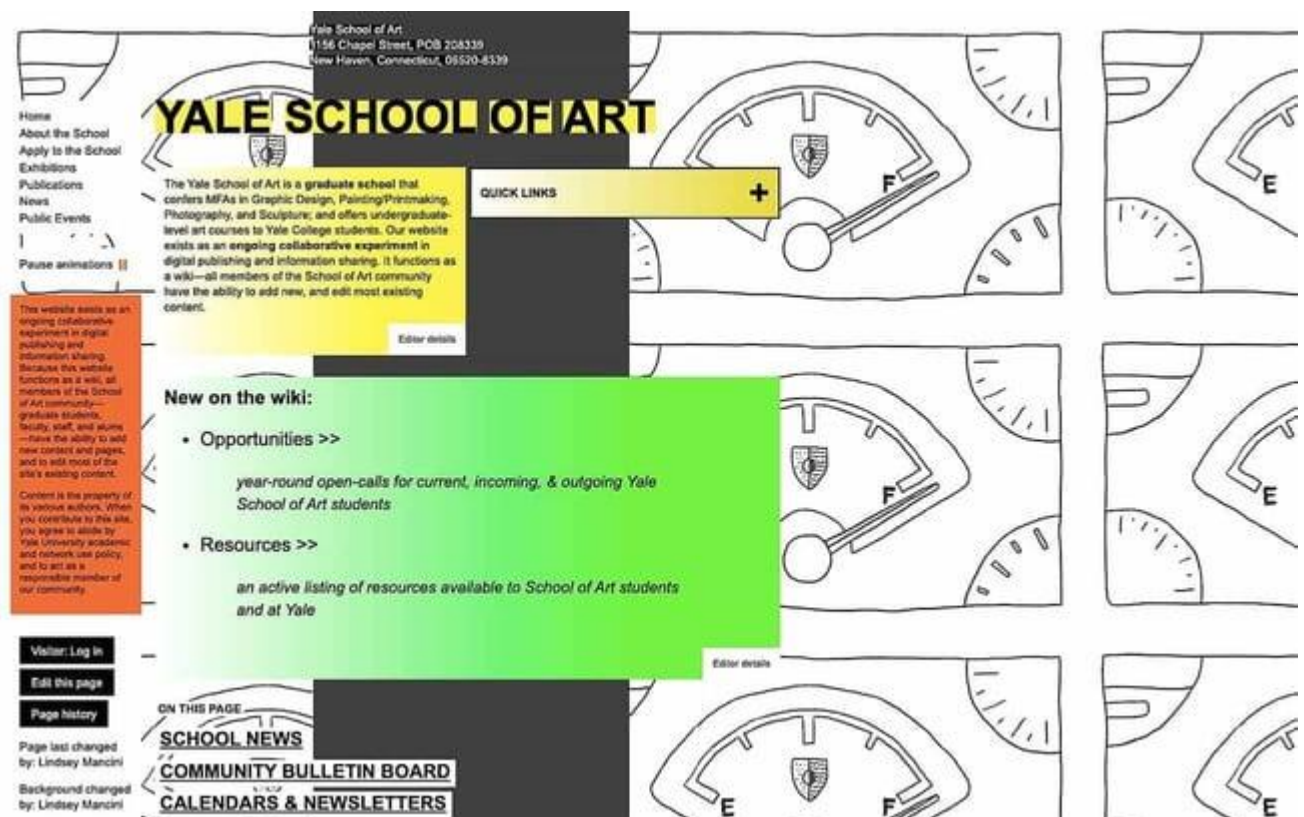
As a result, instead of browsing the different content on the site, users might decide to exit and go to another news site.

How to Improve: Yahoo should be more mindful about the amount of white-space it uses. Furthermore, ads take up a lot of space and make scrolling down to see what matters to users — the news — more cumbersome.

<https://www.yahoo.com/>

3. Yale School of Art

What it got wrong: Inconsistency



While an animated background can add more personality and depth than a solid background, Yale's speed and glitch effect distract from the rest of its content. The inconsistent use of colors, fade effects, borders, and font styles (uppercase, lowercase, italicized, bold, underlined, and regular font) is distracting.

How to Improve: Yale should focus on creating a website that doesn't negatively affect user experience. We recommend that it removes the distractions that affect readability.

<https://www.art.yale.edu/>

4. Hacker News

What it got wrong: Readability issues



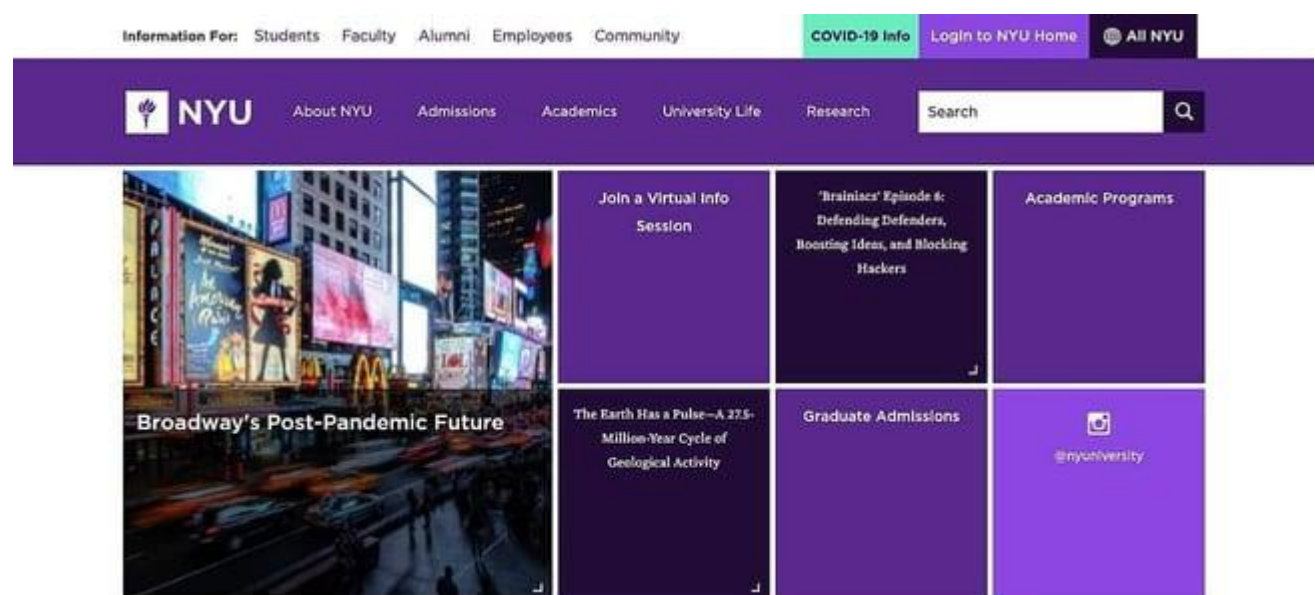
each item in the list provides an action to upvote, sort by website, view the submitter's profile, sort by the time they posted it, comment, or go to the story. But the small and muted color of the font and lack of whitespace, icons, and hover effects makes it hard to tell that these are available and separate actions.

How to Improve: Some changes in typography, color, placement, and whitespace would vastly improve the readability and scannability of this site.

<https://news.ycombinator.com/>

5. NYU

What it got wrong: Color



NYU's homepage has three major components — a navbar, a body section with a unique grid layout, and a footer — all of which are purple. Although they are slightly different shades of purple, there's not much contrast, so separating one section from another is difficult. This is confusing and makes navigating the site more difficult.

Also, since the grid layout has some images but is mainly blocks with a solid background color and some text, it looks like the web page isn't fully loaded. More pictures would help prevent this misconception and provide valuable context to readers.

How to Improve: NYU should improve the contrast on its website. While the grid layout is unique, it makes the site feel squeezed and slightly claustrophobic. The site could benefit tremendously by using visual hierarchy principles instead of a grid and using color more sparingly.

<https://www.nyu.edu/>

6. The Daily Mail

What it got wrong: Too many ads



The ads clutter the main body of the web page and both sidebars, pushing the content down and making it more difficult to read. They also significantly slow down the website's load time.

How to Improve: The sheer number of ads makes visiting this website an unpleasant experience. Readers just want to read the news, and covering most of the screen and disrupting the user is counter-productive. Designers should reduce the number of ads and adjust their placement to be less invasive.

<https://www.dailymail.co.uk/home/index.html>