# Exercise 3: Usability Critique

Teams

Figure out who is on your team and go to their Web site on the class server.

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| **Group 4**  Navarro (javiern) – SoCal Travel  Giang (douglasgiang) – Auto DIY  Luevano (daluevano) - Elida  Lam (tlam) – Alvin’s Family Homepage  Dodo-Williams (seun) – Trade CalPoly |

Your usability critique should contain the following items with your thoughtful comments.

1. Your name

Javier Navarro

1. The site being critiqued

Giang (douglasgiang) – Auto DIY

1. Preparation
   1. Check out the site name/topic in the table above.
   2. What do you think the site will look like?

I think that the site will look like a site that gives advice on basic automobile maintenance. It will have a basic menu for navigation along with a simple 2 colum layout that has pictures on how to do the basic maintenance

* 1. What will a typical user look like?

The typical user will be a typical college educated person who would rather take their car in for service rather than do the service on their own. For example a professor who owns prius hybrid and lives in or around Claremont.

* 1. What are two primary things that user will do?

The first thing that the user will do is that he/she will do is try to read what they can do that is easy in order to save some money. The second thing that they will do is look at pictures for examples on how to do it because if there is no pictures, the user will probably end up damaging the car even more which can become a costly mistake for the user.

1. Read the persons plan and persona before looking at the site. Did it match yours? Why or why not?

The plan did match my expectations in where Mr. Giang does says that his site will be aimed at people wanting to learn simple techniques where a person can learn a thing or two. However, his persona did not match my expectations of the persona he was talking about. In his personal, he said that he is aiming his site towards young adults. The way I was thinking was that it was going to be aimed towards 26-60 year olds.

1. Write down your first impressions when you go to the site.

When I first when to his homepage, I actually found the animated gifs a tad annoying because there are too many of them on the home page. With the rest of the site, I does fit my imagination of a older audience since the text does not fit what I would call 17- 26 year old audience. Overall, it is ok

1. On the site, what is your eye immediately drawn to? Does that match what the person said in their plan? What might a better strategy be?

At least to me the first thing that I was attracted to was the animated gifs that he had on his home page as well as the scion(Toyota) car logo. That seemed to distract me more from the text and pictures that were on the center of the page. It does not match to a certain degree what he said on his plan because I was not viewing the center of his page. His strategy is okay but the thing is that I would not have the animated giff repeating over and over on the homepage since at least to me, I get distracted very easily. But then again I get distracted very easily.

1. Identity: Does the logo stand out? Is it clickable to get home?

The logo does stand out but it is not clickable to the point where it takes you home.

1. Navigation
   1. Is it clear what the content areas of the site are based upon the primary navigation menu?

Yes the content areas are clear based on the navigation since the navigation topics are group together

* 1. Do the buttons really make sense to someone who has never been to the site?

Yes the navigation buttons do make sense except for the videos, with the videos I am not completely sure what he is referring to though

* 1. Can you tell what actions are possible on each page of the site?

Yes I can tell what actions are possible on each page of the site because his site currently is very simple.

* 1. Can you tell how to navigate backwards?

No because there is no bread crumb but his site has very few topics to the point of adding a breadcrumb would a tad useless.

* 1. Is the navigation consistent?

Yes the navigation is consistent

* 1. Can you easily find home, about, sitemap, search…etc.

Yes I can find home and the about very easily because his site is a very simple site indeed.

1. Language
   1. Clear

Well this is a tad hard to tell if it is clear because most of his site still has lorem ipsum

* 1. Correct

Well if you include the dummy text , then yes it is correct.

* 1. Appropriate

Some of the language is appropriate for his target audience since his advice of going faster downhill has some consequential hazards that people in his target group.

1. Design
   1. What is the user drawn to do?

The user is drawn to the pictures of the website since that tends to stand out a bit more

* 1. Is the site too cluttered?

Personally I think that there is too much cluter on the some of his pages because there is too much text. If a person like me has adhd(not really) then yes it is too cluttered.

* 1. Is there enough contrast that the content is readable?

Yes it is readable it is black text on a white background I do not know what has bigger and better contrast than that.

* 1. Are items on the site aligned?

The items on his site are aligned better than on my site. On the few pages that he did implement.

* 1. Does the site use repetition to create a sense of continuity?

yes

* 1. Is there enough visual appeal to the design?

For a simplistic site like his, I think it is enough. Missing google adwords though

* 1. Do you like the color and font choices?

Yes I think that the color and font choices are ok. I am now thinking of using the same font on my site.

1. Suggest anything else to help the developer improve this site.

With the animated gifs maybe allow them to repeat 3 times more, than that, the home page then becomes distracting.

Place the critiques in your critiques folder in Admin as ex3\_yourname\_critiqueof\_personyoucritiquedusername.doc.