# 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
   1. Javier Navarro
2. The site being critiqued
   1. Dodo-Williams (seun) – Trade CalPoly
3. Preparation
   1. Check out the site name/topic in the table above.
   2. What do you think the site will look like?
      1. I think that site will look like somewhat of a commercial website aimed at trading books
   3. What will a typical user look like?
      1. A typical user will look like a student at cal poly from ages 17- 29 years of age
   4. What are two primary things that user will do?
      1. To learn about a product that a student needs and to be able to exchange items for a low cost.
4. Read the persons plan and persona before looking at the site. Did it match yours? Why or why not?
   1. Yes it did because the title of his site gives it away of what he is planning to do with the site.
5. Write down your first impressions when you go to the site.
   1. Dang his site also looks better than mine. It is a very clean site and it gets down to the point of that he tries to convey
6. 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?
   1. My eye is immediately drawn to the center of the page. I think that that was where he wanted the user to go because he did not specify in his plan. it is a bit vauge.
7. Identity: Does the logo stand out? Is it clickable to get home?
   1. Yes the logo does stand out it seems that he spent some time on his site doing it. but the logo is not clickable.
8. Navigation
   1. Is it clear what the content areas of the site are based upon the primary navigation menu?
      1. It is a bit confusing because currently the way he set up the navigation, the navigation would only show the most updated link on the site
   2. Do the buttons really make sense to someone who has never been to the site?
      1. Yes to some extent they do since the navigation is pretty self explanatory. The flash navigation on the other hand is a tad confusing because the link that says watch video , I do not know what he the video is about.
   3. Can you tell what actions are possible on each page of the site?
      1. Yes it seems to be more of a posting site that allows users to trade without much hassle or commission fees
   4. Can you tell how to navigate backwards?
      1. No because the site is very simple and it seems to not have a lot of content
   5. Is the navigation consistent?
      1. Yes it is consistent
   6. Can you easily find home, about, sitemap, search…etc.
      1. Yes those things stand out very easily except for the small links in the bottom. I almost did not see them
9. Language
   1. Clear
      1. yes
   2. Correct
      1. yes
   3. Appropriate
      1. yes
10. Design
    1. What is the user drawn to do?
       1. To the nice design that the site seems to have
    2. Is the site too cluttered?
       1. No currently it has nothing other than the simple links on the site that link to other pages
    3. Is there enough contrast that the content is readable?
       1. The font can be a bit bigger since white on black does not come out that well when the letters are small.
    4. Are items on the site aligned?
       1. Yes they are
    5. Does the site use repetition to create a sense of continuity?
       1. Yes it does
    6. Is there enough visual appeal to the design?
       1. Yes, it is there except at the bottom of the page does not match with the rest of the page.
    7. Do you like the color and font choices?
       1. yes
11. Suggest anything else to help the developer improve this site.
    1. The links at the bottom may need to be a big bigger because I did not see them right away.

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