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Design Rationale

To design the website, tiger talk, I am supposed to follow the rules of Quesenberry's 5 E's of design. Specifically, 5 Es are "Effective", "Efficient", "Engaging", "Error Tolerant" and "Easy to learn."

The website needs to provide the enough effectiveness for users. Different users have different goals when they use the website. Therefore, the topic in this website should be broad enough in order to provide enough services. Most importantly, the services need to make all the services helpful enough for every user. For example, to design "tiger talk" for all the people in Dalhousie University, the website should clearly provide the services for everyone, such as new students, current students, professors and so on. Like for study tips, "tiger talk" should provide different versions of study tips, in order to satisfy the needs of both new students and current students.

The website needs to provide the enough efficiency for users. In this case, the contents in this website need to be very well-categorized. When users run into the website, the navigation bar they see at the first time should clearly provide all the possible sections. Moreover, the hierarchy of the service options should also be clearly categorized. For example, when users want to get something about study, they can literally see "study". When they click "study", they can see different services, such as "academics" "study tips". The clear hierarchy can save users a lot of time when browsing the website.

The website needs the engaging for users because it could make users are willing to use this website. In this case, I should make the website look well, especially the home page. However, some designers might they put a lot of contents into a webpage, in order to make the webpage look luxurious. Actually, if a website is in an extremely complicated design, most of users will feel inconvenient to use this website. In order to attract more users, I want to make my website in the simple style, in order to make the users feel comfortable and easily followed when browsing the website. Moreover, I should put some frequently used services in the most obvious spot. For example, the topic about study should be considered as the top topic. And the frequented clicked blog post should be on the home page.

The website needs the error tolerant, which specifically deals with the error and help the users recover from errors if they occur. For example, when the users submit theirs comments under the article, an alert message is necessary during this process. Some users might not finish their comment yet. However, they accidentally click the submit button. To prevent this error happens, an alert message called "are you sure you want to submit this comment" is able to deal with this problem.

The website should be easy to learn for users. When designing a website, I am supposed to think about if the majority of users feel easy to learn the website. Because when users browsing the website, what they want eagerly is convenience. In this case, the website should provide more instructions for users when they are browsing the website. For example, for the new users, I am supposed to give a link called "frequently-asked questions" and a friendly search bar. Moreover, the website also provides some navigations to tell users how to find the content step by step. Therefore, designing an easy-to-learn website can attract more potential users.