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Assignment 8.1

Web 321

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* Sites with similar functionality:

1. mailchimp.com
2. thehustle.co
3. Moz Top Ten
4. NPR’s Life Kit
5. The Daily Beast

* Using learnings from your research and incorporating observations from *Example 2*, identify five (5) or more ways that usability could be improved for *Example 1*.

1. Type face

In the text we learn that the type face must be large enough to be readable. However in example 1, the text seems too large. In example 2, this is corrected by using a smaller font.

1. Graphics for usability

At first glance, it is unclear what the form is for. While example 2 clears the purpose of the form a bit by adding a title, a similar purpose can be established by using an image. A picture of the product or a satisfied customer with the product may help here.

1. Page title or heading

It is clear that this form has no title and thus no purpose. It will be difficult for a user to give their name, address and email for a form that he knows little about. Improving on the title however, it could be as simple as saying, “we value your feedback.”

1. Provide context

Example 2 does a good job of outlining what to expect upon signing up. Example 1 does not provide any value it is just a blank form. Along with the context on Example 2 however, a counter with the number of signed up users may help as well as a free sample of the newsletter.

1. Arranging controls

The user is not given a choice of what they are signing up for. Radio buttons can be introduced to provide a choice for the user to opt out of certain advertisements.