A high quality website is something that users appreciate and will subsequently return too. High quality websites are obvious and self-explanatory. It is easy for the user to get around the site and make use of all its features; regardless of the device they are on. They are interesting and immediately grab the user’s attention. Finally, they are useful and provide value to the user. When creating a website it is important to bear these concepts in mind. This section details these concepts and others and how they have been considered for our web application.

Usability is an attribute that looks at how easy a user interface is to use (Nielsen, 2012). If a website is hard to use or difficult to understand, users will not use the site. A website must be easy to learn and quick to use. The site should be clean and simple to understand. User should enjoy using the site and not feel frustrated by it. This should be true for all types of users from beginners to power users and we should cater for their individual needs. Usability is a massive consideration for our application. We need to make sure that people understand what our application is and how it works but at the same time not over-simplifying it. Users should be able to login to the site and instantly understand the sites aim. Without these aspects of usability, we will not retain users and find it difficult to gain new ones.

Nielsen, J. (2012) Usability 101: Introduction to usability. Available at: https://www.nngroup.com/articles/usability-101-introduction-to-usability/ (Accessed: 21 October 2016).