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Your answer to 1)

Entity	Attribute	Measure
Development of Website	Time Taken to develop.	Total Working Hours
	Performance.	Ratio of test worked out correctly to ratio of total test
	Total working hours invested in development.	Work hours of the employees
Maintenance	The cost or implementing the task of development	Total amount per annual year.
Staff	Team work	Number of people who are working in a team
	Experience level	Number of years of experience.
Website application	Learnability	The ability of the participant to learn the website without any difficulty. The ability of the participant to know how to move through the pages and understand the typography, font and language complexity impact on participants.
Webpage	Memorability	Once the website is not used and after sometime the participant s return back and the ability of the participants in accessing the website without any struggle.
Webpage	Accessibility	The restrictions that are imposed on the users and the requirements for crossing the hurdles.
webpage	Navigation-ability	The ability of the participant in order to navigate among the webpages. The ability of the author to access to the home page easily number of buttons pressed to get to the home page.
System code	Lines of code	Size of the lines of code
	Reused code	% of reused code data.
Webpage	Compatibly and portability of the websites	The ability of the website to control the ads that usually occur on the websites.

		The website ability to run on various operating systems and browsers without any problems.
Webpage	Number of buttons pressed Load time Design Flaws	The time taken by the websites to load. The users number of buttons pressed while working on the website which can be done by data mining tools to track the participants whether they leave the website without searching due to bad look and feel. The participant get the required information they want it can be analyzed based on the payments procedures.
Webpage	Efficiency Effectiveness	The ability of the website to give the required data in a stipulated amount of time. How effective is the website in giving the information tha is required by the user
Webpage	Maintainability	The ability of the website to be handled the databases, servers
Webpage	Effort	The effort the user need to put to get to the required information The number of staff working hours.
Website	The availability	The website is easily identified in the search engine.
Website	Security Online Transaction safety. Total number of past frauduential transactions and hacking underwent by the website	The website is safe from the non-ethical hackers. The safety in performing the transaction online through the website.
Website	Generalization Usefulness'	The usefulness of the website in delivering the information that is required by the participant. How general is the website for the participant to be understood.

Defect	Errors per lines of code. Errors in total number of Functional point or looping statements	Number of errors that occur per lines of code. The improper structure of the code.
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Your answer to 2) The empirical method that I would like to use from students perspective to measure the application usability Survey. I use survey as the sample because it helps in large sample population. Although I didn't chose the Formal Experiment it might be my alternative to the survey, as it involves choosing small sample of population and it need two variables to compare.

I would like to carry out the Empirical Investigation Survey by designing the online-based Questionnaires that comprise of questions that need answers. The answers that are to be given to the questionnaire is based on measures that need to be taken to improve website. I would like to conduct a Pilot Study and send the questionnaire to the population sample because sometimes there is misunderstanding and to clear them among questions and refinement in the question in chose to conduct pilot study, the data that is obtained or raw data I would like to use Grounded Theory. I chose the grounded theory because it helps to convey the software developers and other professionals about the necessary change that is to be made in a different way, like instead of saying that if the new refined measurement is not followed there will be impact on the product or websites development, maintenance and design phase. The grounded theory helps to pose the measure as if not followed the company might fail to stand in future. The grounded theory is also chosen because which comprises of constant comparative method to analyze the data automatically as the inputs come and then classify them using the open coding phenomenon. Then later further refinement I would like to do based on axial coding to generate final data that comprise of measure to be taken. The threats to validity this experiment is prone to is Observer bias while interpreting the raw data. I would like to take necessary steps to compensate the threats to validity.

The Case study can't be considered in my case as it only helps to investigate on only one application of the project in the organization. But the website consists of several links which again comprise of different links to movie tickets, details about inventors, the online booking, so there are several factors that are needed to be taken into account and the sample size is increasing. The generalization can't be possible when using the case study and post mortem so I would like to neglect those two methods.

The Formal experiment is chosen as an alternative as it has the advantage in choosing the sample generally based on convenience sampling method that is easy way compared to purposive and quota sampling. It has the low cost estimation and can be possible to generalize. I would like to conduct the experiment based on gathering that are made from the multiple website investigators as the sample population and asking them what are the measure and changes that are to be made. The aggregated comparison of the reviews form the multiple investigators on the necessary changes to be taken are generalized and I would like to convey them for further improvisation.

Your answer to 3) The sample Population that I would like to chose For Survey the population sample I would be the graduate students, Some people in the field of science and art are chosen and the online electronic links are sent to them. The sample population that is adopted is as such because the student have the basic idea about how the website works and they can easily find the necessary area of improvement that are to be made. The artist and scientists are also taken into consideration because they know the field of art and science the will have the idea of how much information is given about the field of area and what are the necessary improvisations needed.

For Formal Experiment or the alternative method the sample population I would like to choose is the different investigators of websites who are professionals in reviewing the websites. They have the idea of all the common mistakes and measures that ae to be taken are given and identified by them, alongside they also have the ability to identify complex and unconceivable and they solve them riddle to understand the necessary improvisation that must be made in there.