ITP4506 Human Computer Interaction & GUI Programming

Assignment

Web design analysis and user analysis

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# User Analysis

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| Target Users |
| Tertiary students in Hong Kong |

## User Characteristics

1. Learning style

* Do-then-read

The user group are willing to take risk, they prefer using a system without reading the user guild.

1. Tool preferences

* Mouse or keyboard

1. Physical differences

* N/A

1. Cultural differences

* High education background
* Can read Chinese and English

1. Knowledge of job

* Use computer and smartphone daily
* For different reasons, mainly for information and entertainment

1. Application familiarity

* A computer expert

## Techniques for observing and listening to users

* Role playing

The developer is one of the target users, they can play the role of a user in this situation.

* Online survey

The method is inexpensive and the target is experience in doing online survey.

## Environment Analysis

* On computer, smartphone

The target users can easily access to PC, laptop and smartphone, they may access the services anytime anywhere.

## Recruiting Users

* Test with real current users (Employee, Customers)

## Task Analysis (HTA)