Kenji Isak Laguan (101160737)
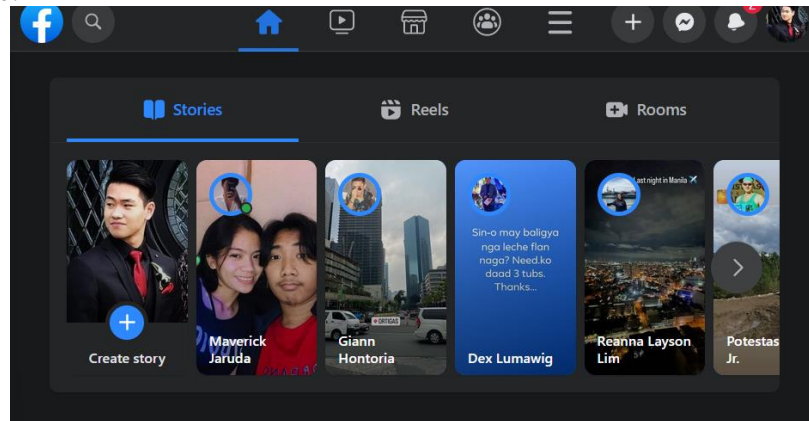Group members: Christian Green (101200708), Braeden Cheung (101193611)

Part 1:

- Who are the likely target users?
    - Any person, that's interested in social media.
    - Any person who want's to sell stuff on the marketplace.
- What can these users be expected to know?
    - Who their friends are, activities/events they'd like to participate in
    - How to use basic social media platforms and their structure, such as adding friends, posting pictures, writing status updates.
- In what context are they using this website?
    - The goal of connecting with other people or seeing how their life is going and vice versa.
    - They are trying to socialize mainly on this platform in different ways, can even be just selling items on the Facebook marketplace
- What tasks are they likely most interested in?
    - Mostly I've seen a lot of people posting stories which are short videos or images with or without captions to give others an insight on what's happening in their life at that specific moment.
    - As well as posting a series of pictures of events or memories they wanted to share with mostly just their Facebook friends.
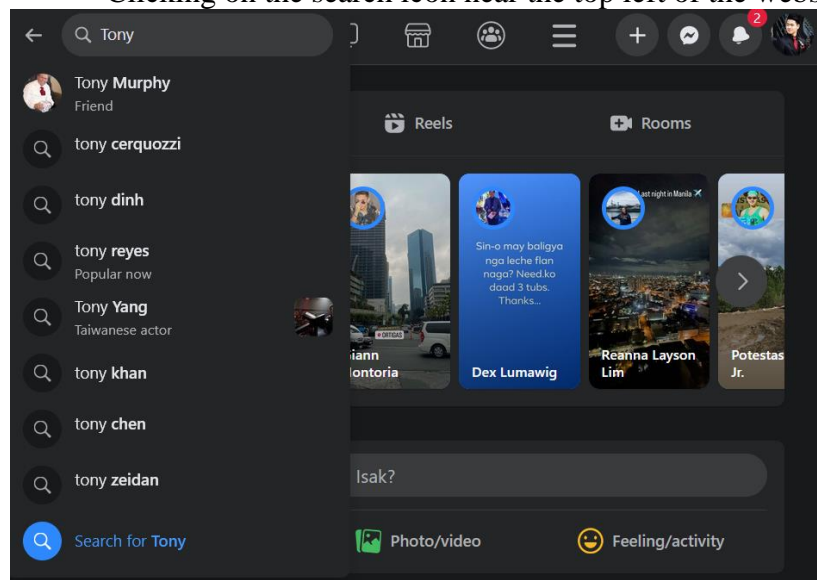
Part 2:

For 1a:

- Identify three key tasks that a novice user would need to complete on the website.
    - Posting a Story
    - Listing an item for sale
    - Finding a friend on Facebook

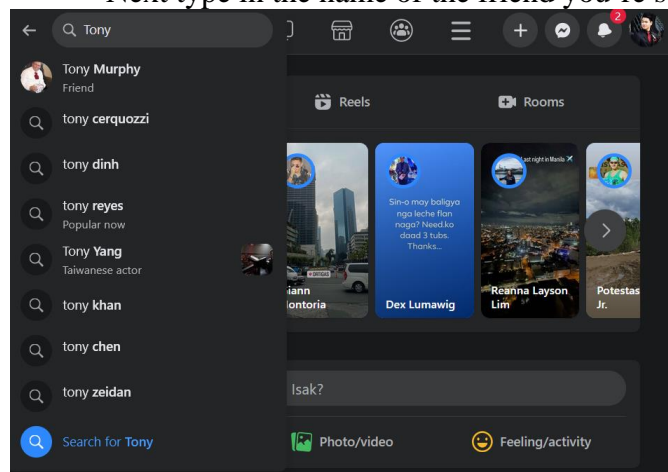- For 1 of these key tasks, write out the correct action sequence (with screenshots) in the website.

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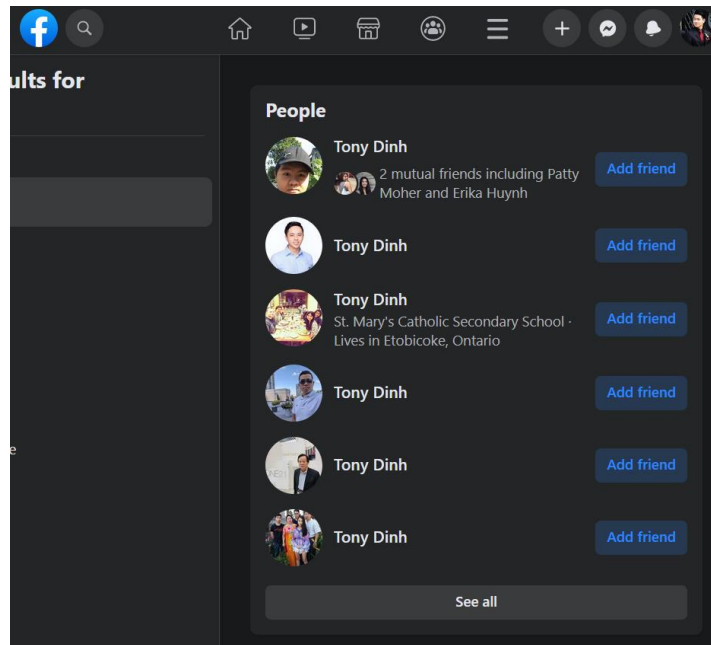   ▪ Clicking on the search icon near the top left of the website

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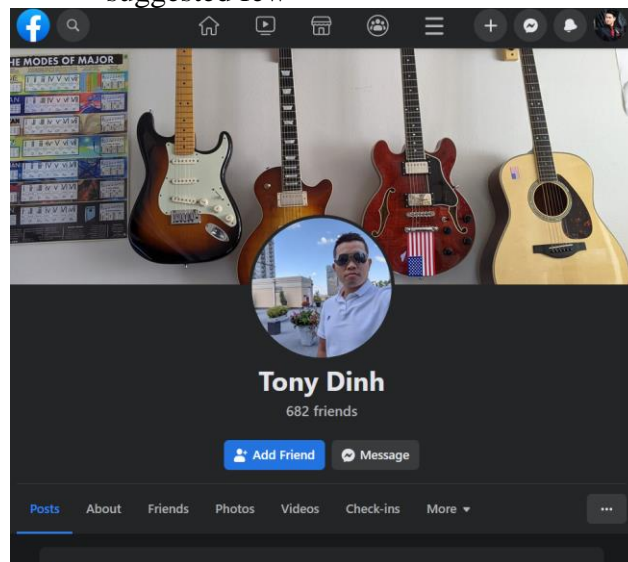   ▪ Next type in the name of the friend you're searching for

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    ▪ Click on the name of the friend that pops up for example Tony Dinh

○
- And you can then click on add friend if you see the right person that you recognize through their profile picture.
- Or click on see all if the right person youre looking for isn't in the suggested few

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- You can also click on their profile picture or name to get transferred to their profile page and make sure they're the right person by going through their photos.

Part 3: 5 Different Heuristics

- Provide a screenshot clearly demonstrating your example.
- For violations, give a severity rating (1 = cosmetic problem, 2= minor usability problem, 3 = major usability problem, 4 = usability catastrophe).
- Briefly (1-2 sentences) explain your example and how it violates or meets the heuristic.
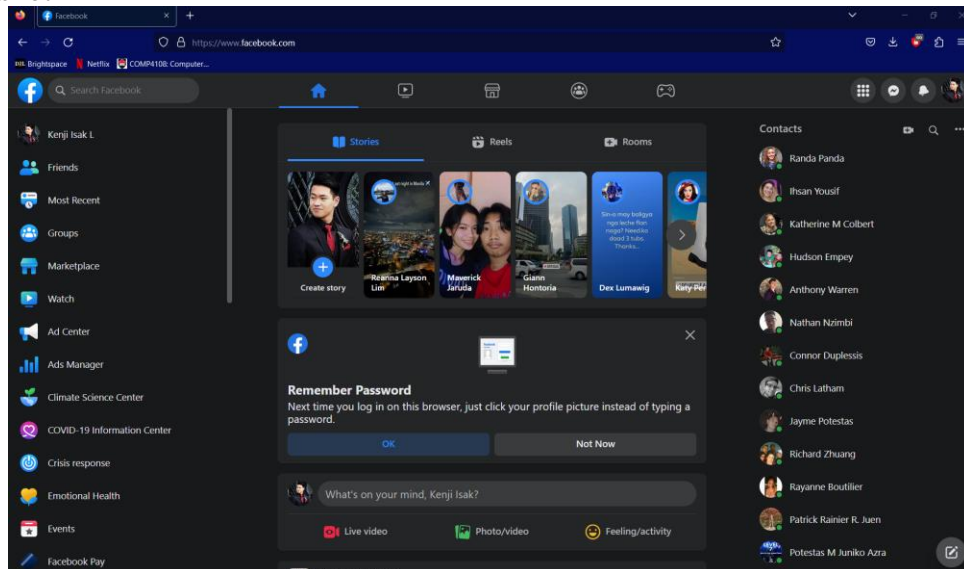
Ex 1:

- Screenshot

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- Severity Rating
  - 1 = cosmetic problem
- Explanation
  - It's a violation of the match between system and the real world as it doesn't inherently look like something to symbolize the marketplace to sell items. It looks like another variation of a house rather than a shop if a new user were to look at it for the first time and would have to hover over or click on the icon to verify what the purpose is
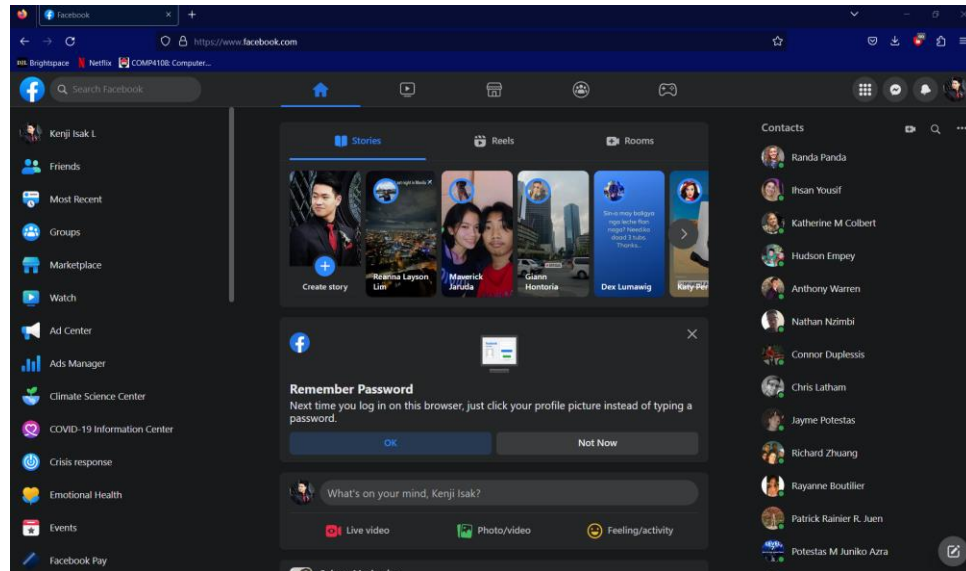
Ex 2:

- Screenshot

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- Severity Rating
  - 1=cosmetic problem
- Explanation
  - The page has too much info as most people wouldn't use the contacts section on the right as well as the section to the left that includes info normal users wouldn't

really use, such as climate science centre. This violates the minimalist design as visually there's too much information on the screen that is rarely needed or completely irrelevant to most people.

Ex 3:

- Screenshot
    -
- Severity Rating
    - 2=minor usability problem
- Explanation
    - The contacts on the right side of the page just shows people online that we don't normally contact with rather than people who we contact with more frequently so this would be a violation of efficiency of use.
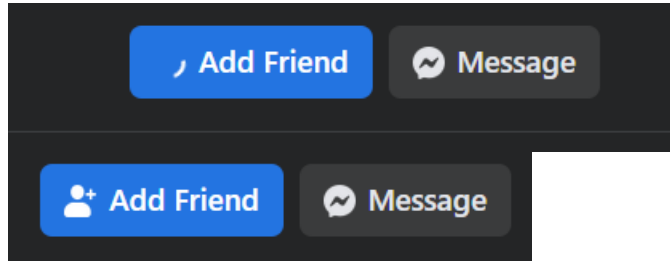
Ex 4:

- Screenshot
    -
- Explanation

- When adding a friend theres a clearly marked option to undo and cancel the friend request in case if it was a mistake so this is a proper application of the user control and freedom heuristic

Ex 5:

- Screenshot
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- Explanation
  - This is a proper application of the visibility of system status heuristic as when you cancel a friend request or add a friend there is a loading circle when the system is processing the request to let the user know that its being sent and when the request is finished it shows a different icon of a person to let the user know it was successful.