ACCESSIBILITY AND USABILITY STUDY

HPI GCID

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2022

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Golden Rules

Strive for Consistency: In a web page, all of the elements, themes, animations and actions should be similar because the user will most likely be confused.

"La Provincia" newspaper remains uniform all the time, except that the advertisements are confused with the news, and there is one part, which is the sports news, where different colors are used. So we consider putting a 5.

"BBC" uses the same design resources for its news, and changes in colors or layout occur when a new section appears. So we consider putting a 7.

Seek Universal Usability: Indicates the ease with which a program or a web page can be used.

"La Provincia" newspaper is poorly distributed: it does not have a concrete order for the news, they are disordered, and the user may confuse the ads with the news. In addition, the menu could have a clearer distribution, because it leads to confusion. So we consider putting a 4.

"BBC" has an intuitive design, in which the user can easily get around, making it very clear when each news section starts and when it ends. So we consider putting a 9.

Offer Informative Feedback: With each user action, the system must change with a clear reaction. For example, changing the button to a highlighted state when pressed with the aim of notifying the user of their interaction.

Both pages have identical feedback, except that BBC underlines the words and therefore may be more informative to the user. So we consider putting a 7 to "La Provincia", and a 8 to "BBC".

Design Dialogues to Yield Closure: Is the process of moving the user smoothly through the various steps of an interface, making it easy for them to understand what they are doing and preventing confusion. It is useful when the user needs guidance, such as booking a flight. Considering that both websites are news sites, they do not need so much user handling with the interface, but it is true that BBC has a more informative interface that facilitates interaction with the user. So we consider putting a 5 to "La Provincia" because of its poor interface, and a 7 to "BBC".

Prevent Errors: The page should make errors as impossible as possible. If the user can not make an error in the first place, that means less error dialogs that have to be programmed and less error messages to write.

The interface of both pages does not allow the user to make mistakes. So we consider putting both sites a 10.

Permit Easy Reversal: User actions must be reversed, because the user knows that errors can be undo, so encourages exploration of unfamiliar options.

Both sites stay in the same place when the user returns, and do not present any problems when the user changes pages. So we consider putting both sites a 10.

Keep Users in Control: The user should feel in control of the software, that is a user should never be wondering "How did I get to this screen?". Navigation and task activation must be clear and well-marked. In this way, keeping the user in control makes them comfortable and means they are more likely to continue using the page.

The user feels more comfortable using "BBC", as the interface is more structured and organized, while in "La Provincia", the user can easily get lost. Therefore, "BBC" controls the user better than "La Provincia". So we consider putting a 9 to "La Provincia" and a 10 to "BBC".

Reduce Short-Term Memory Load: A web page should not make the user remember more things than necessary. If a system has information scattered across different screens that are needed for one task, consolidate those screens.

As an informative page, if the user wants to see an article, the page must take him directly to that article, not to other articles and that at the end of the page has the one he wants to read, since this can lead the user to get confused.

On both web pages, when you click on an article, they both take you to related information. In other words, when viewing the information, they are direct and clear. However, the BBC page organizes the news by topic, while "La Provincia" does not, which can confuse the user. For this reason, we decided to put an 8 to "La Provincia" and a 10 to BBC.
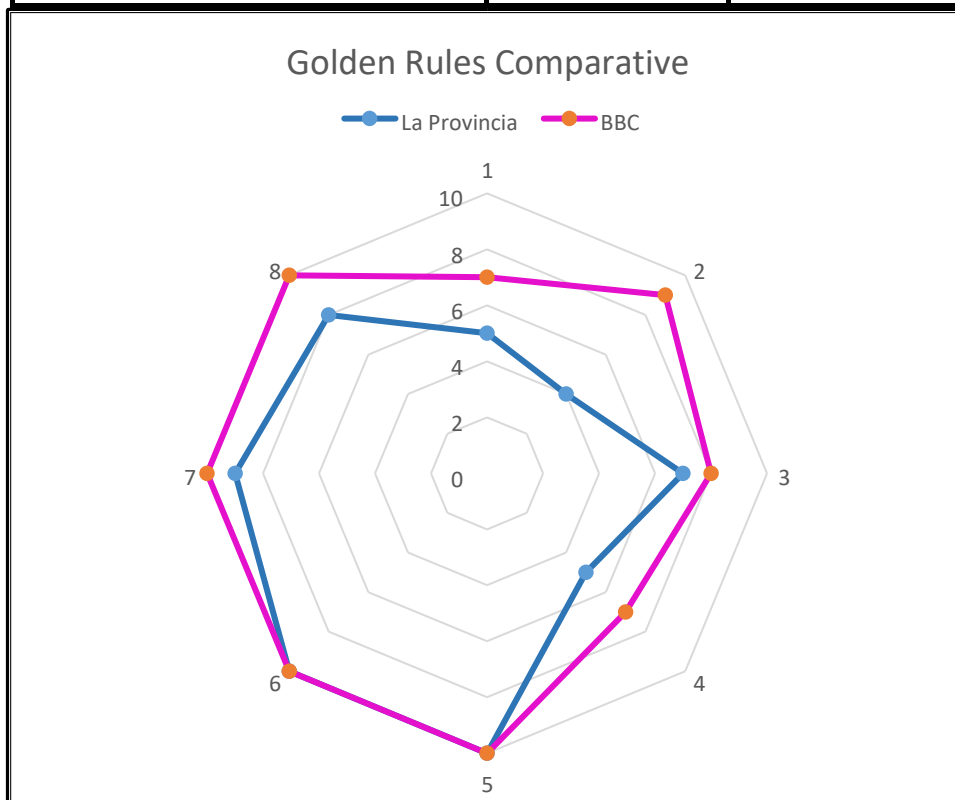
Kiviat Diagram

La Provincia   BBC
https://www.laprovhttps://www.bbc.com/

Golden Rules	La Provincia	BBC
1. Strive for Consistency	5	7
2. Seek Universal Usability	4	9
3. Offer Informative Feedback	7	8
4. Design Dialogues to Yield Closure	5	7
5. Prevent Errors	10	10
6. Permit Easy Reversal	10	10
7. Keep Users in Control	9	10
8. Reduce Short-Term Memory Load	8	10

Golden Rules Comparative

SUS Calculation

The System Usability Scale Test

Strongly disagree				Strongly agree
1	2	3	4	5

La Provincia	Participant 1	Participant 2	
1 I think that I would like to use this system frequently.	2	1	
2 I found the system unnecessarily complex.	4	3	
3 I thought the system was easy to use.	4	2	
4 I think that I would need the support of a technical person to be able to use this system.	1	1	
5 I found the various functions in this system were well integrated.	1	3	
6 I thought there was too much inconsistency in this system.	4	2	
7 I would imagine that most people would learn to use this system very quickly.	2	4	
8 I found the system very cumbersome to use.	3	3	
9 I felt very confident using the system.	4	2	
10 I needed to learn a lot of things before I could get going with this system	1	1	
			Total Score
SUS Scores	50	55	52,5

Scoring SUS

- For odd items: subtract one from the user response.
- For even-numbered items: subtract the user responses from 5
- This scales all values from 0 to 4 (with four being the most positive response).
- Add up the converted responses for each user and multiply that total by 2.5. This converts the range of possible values from 0 to 100 instead of from 0 to 40.

Based on research, a SUS score above a 68 would be considered above average and anything below 68 is below average, however the best way to interpret your results involves "normalizing" the scores to produce a percentile ranking.