**ONLINE ACTIVITY 7: Creating User Model**

**Objective**

1. Design a user model in User Centered System Design (UCSD)
2. Evaluate interactive systems using Nielsen’s Heuristics

**Materials**

* Personal computer
* MS Word

**Background**

Atakan(2006), To understand UCSD, you first need to understand the people who will use the systems. One way to do is through the concept of user modeling. A user model is a psychologically valid way of depicting the people who will use the systems, and whose needs and preferences will be considered when designing those systems.

**Procedure**

1. Look for two existing websites and do the following:
2. Identify possible expected users of the said websites
3. Evaluate the designs of the two websites according to Nielsen’s Heuristics. Justify

Table 1: Evaluation Criteria (Based on the 10 heuristics of design evaluation) for website 1.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WEBSITE NAME:**  Malayan Colleges Mindanao Blackboard | | | | | |
| **URL:**  https://malayanmindanao.blackboard.com/ultra/institution-page | | | | | |
| **Area of Evaluation** | **5** | **4** | **3** | **2** | **1** |
| 1. **Visibility of System Status**  * - The system design provides appropriate feedback like message prompts in response to user actions. * The message prompts are clear, visible and understandable. |  |  |  |  |  |
|  |  |  |  |  |
| **Evaluation**  Visibility of system’s status is clear, transparent, and well understood. | | | | | |
| 1. **Match between the system and the real world**   - Used words, phrases and concepts according to users’ language rather than system oriented words and computer jargons. |  |  |  |  |  |
| **Evaluation**  Terms and phrases are understandable to the user and are labeled in our real world language. | | | | | |
| 1. **User control and freedom**   - The system design provides ways of allowing users to easily “get in” and “get out” if they find themselves in unfamiliar parts of the system. |  |  |  |  |  |
| **Evaluation**  It is easy to get in and get out of areas that we are unfamiliar with. | | | | | |
| 1. **Consistency and Standards**  * - The colors, text, labels, buttons and other elements in the design are uniform from start to finish**.**   - Text and icons are not too small or too big.  **-** Menus and other features of the system are arranged and positioned in a consistent way. (For ex. If your website has navigation buttons on the top under the page title on one page, the users will automatically look there for the same features on other pages. |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Evaluation**  Colors, text, labels, and other elements are consistent. | | | | | |
| 1. **Error Prevention**   - The system design provides an automatic detection of errors and preventing them to occur in the first place.  - Idiot proofing mechanisms are applied |  |  |  |  |  |
|  |  |  |  |  |
| **Evaluation**  System detects errors well and has foolproof mechanics in place such as warnings. | | | | | |
| **F. Help users recognize, diagnose and recover from errors**  **-** Error messages and the terms used are recognizable, familiar and understandable for the users. |  |  |  |  |  |
| **Evaluation**  Error messages are easy to understand. | | | | | |
| **G. Recognition rather than recall**  **-** Objects, icons, actions and options are visible for the user.  - Objects are labeled well with text and icons that can immediately be spotted by the user and matched with what they want to do. |  |  |  |  |  |
| **Evaluation**  Objects and icons match with user’s intentions. | | | | | |
| **H. Flexibility and efficiency of use**  - The system design provides easy to navigate menus.  - the system does not make wasteful time of system resources. |  |  |  |  |  |
| **Evaluation**  System is easy to navigate. | | | | | |
| 1. **Aesthetic and minimalist design**   **-**Graphics and animations used are not difficult to look at and does not clutter (mess) up the screen.  - Information provided is relevant and needed for the system design. |  |  |  |  |  |
| **Evaluation**  System has an aesthetic and minimalistic design, only providing needed info. | | | | | |
| 1. **Help and Documentation**   **-**the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed. |  |  |  |  |  |
| **Evaluation**  System provides info that can be easily searched and gives steps that are easy to follow. | | | | | |
| **SUGGESTION FOR IMPROVEMENTS** | | | | | |
| N/A | | | | | |

Table 2: Evaluation Criteria (Based on the 10 heuristics of design evaluation) for website 2.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **WEBSITE NAME:**  Canva | | | | | |
| **URL:**  https://www.canva.com | | | | | |
| **Area of Evaluation** | **5** | **4** | **3** | **2** | **1** |
| 1. **Visibility of System Status**  * - The system design provides appropriate feedback like message prompts in response to user actions. * The message prompts are clear, visible and understandable. |  |  |  |  |  |
|  |  |  |  |  |
| **Evaluation**  Visibility of the system’s status is clear, transparent, and well-understood. | | | | | |
| 1. **Match between the system and the real world**   - Used words, phrases and concepts according to users’ language rather than system oriented words and computer jargons. |  |  |  |  |  |
| **Evaluation**  Phrases and words are easily understood by users. | | | | | |
| 1. **User control and freedom**   - The system design provides ways of allowing users to easily “get in” and “get out” if they find themselves in unfamiliar parts of the system. |  |  |  |  |  |
| **Evaluation**  System provides easy ways to get in and out of parts they are unfamiliar with. | | | | | |
| 1. **Consistency and Standards**  * - The colors, text, labels, buttons and other elements in the design are uniform from start to finish**.**   - Text and icons are not too small or too big.  **-** Menus and other features of the system are arranged and positioned in a consistent way. (For ex. If your website has navigation buttons on the top under the page title on one page, the users will automatically look there for the same features on other pages. |  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Evaluation**  There is consistency all throughout the system, from colors to labels to texts. | | | | | |
| 1. **Error Prevention**   - The system design provides an automatic detection of errors and preventing them to occur in the first place.  - Idiot proofing mechanisms are applied |  |  |  |  |  |
|  |  |  |  |  |
| **Evaluation**  Provides error detection, prevention, and has foolproof mechanisms in place. | | | | | |
| **F. Help users recognize, diagnose and recover from errors**  **-** Error messages and the terms used are recognizable, familiar and understandable for the users. |  |  |  |  |  |
| **Evaluation**  Error messages are easy to recognize and understand. | | | | | |
| **G. Recognition rather than recall**  **-** Objects, icons, actions and options are visible for the user.  - Objects are labeled well with text and icons that can immediately be spotted by the user and matched with what they want to do. |  |  |  |  |  |
| **Evaluation**  Objects and text match with user’s intentions. | | | | | |
| **H. Flexibility and efficiency of use**  - The system design provides easy to navigate menus.  - the system does not make wasteful time of system resources. |  |  |  |  |  |
| **Evaluation**  System has easy to navigate for the most part except when users are trying to put in simple Shapes. The Shapes menu and category is nonexistent unless manually searched for. Keybinds are not memorable because people hardly see the shapes menu in the first place. | | | | | |
| 1. **Aesthetic and minimalist design**   **-**Graphics and animations used are not difficult to look at and does not clutter (mess) up the screen.  - Information provided is relevant and needed for the system design. |  |  |  |  |  |
| **Evaluation**  Info provided is relevant and design is minimalistic. | | | | | |
| 1. **Help and Documentation**   **-**the system design provides information that can be easily searched and provides help in a set of concrete steps that can easily be followed. |  |  |  |  |  |
| **Evaluation**  Information is easily searchable and instructions are easy to follow. | | | | | |
| **SUGGESTION FOR IMPROVEMENTS** | | | | | |
| Give users direct access to the Shapes category within the Elements menu so users don’t have to manually search for “shapes” to add them or select from their selection of shapes. | | | | | |