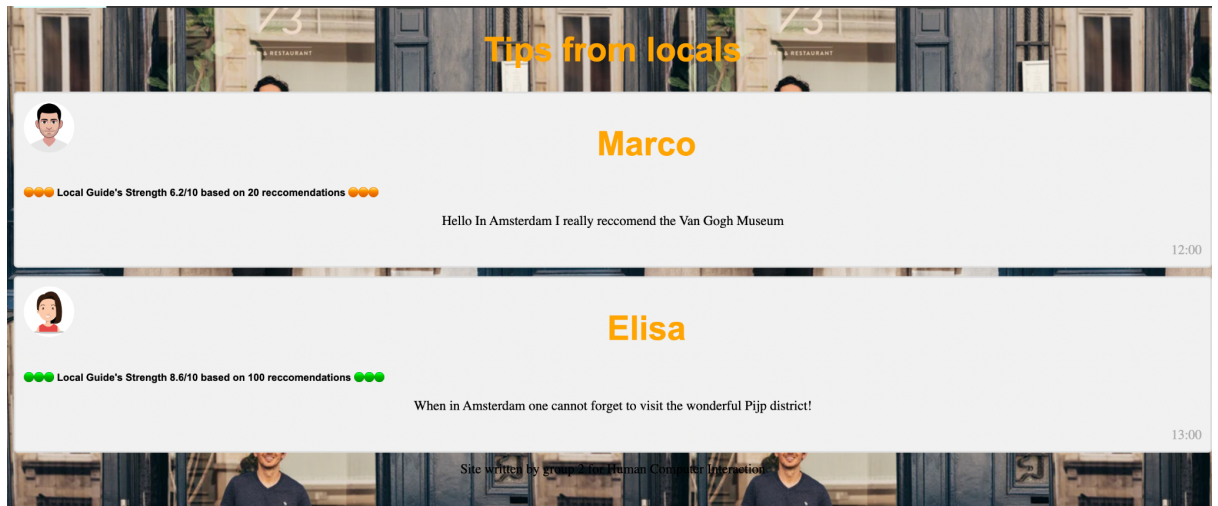


In the context of our group project I have been able to distinguish three relevant aspects of the user interface that can be studied.

- 1) The first one is the allocation of space necessary for the menu items. Since our webpage contains a menu bar that is present throughout the page it is necessary to find the optimal placement of the items in the menu. One can study how for example the size of each item corresponds to how easy it is for the user to locate and click on the item. Another interesting way of improving the menu interface is looking at how the color of the menu and the font style choices correspond to the overall best user interface. All of these aspects can be studied by conducting surveys with the end users and asking them which layout they find the best. Also more objectively one can study the response time that is needed to find each of the items. A layout that corresponds the most closely to the both of these factors namely user satisfiability and response time, this layout is then chosen for the end design.
- 2) The second aspect of the user interface that needs to be studied is how usable the interface is. In the case of our site we have a plan of implementing a simple translation service, one can therefore study how accurate such translations actually are. The relevant studies can be performed with the help of professional translators and linguists that will strive to help our translation service to work in the best possible manner. Also one can conduct surveys with participating users that help to solve the problem. When the problem is successfully identified there can be many design aspects that need to be addressed for example more backend redesigning of the translation engine or more frontend tasks such as more apparent and bigger placement of the translation interface. The main end result that the design must strive for is to maximize the usability but at the same time not to limit the overall aesthetic factors of the interface.
- 3) The last part of the interface that one needs to study is how relevant the users find the information. Since our site contains recommendations for places to visit like hotels, means of transport etc, it is very important to come up with some sort of way of evaluating the particular information that is being provided to our end users. After having used our high-fidelity prototype the users can be once again asked to fill up a survey, they will be sent out an email with a short survey to fill up, where they will be asked how relevant they found the particular set of recommendations. A graphic aspect that can be implemented to the interface, is the recommendation strength indicator of the particular local guide the guide's recommendations are liked by the users. A prototype design in html can be easily constructed to represent this particular design challenge.



- A visual representation of the strength of a particular guide's review.