**ITIS 6400 Human Computer Interaction**

**Spring 2018**

**CA04 – User Experience Goals**

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For this in class activity, you will start to consider what usability goals are important for a particular application. You are going to think about the usability of a mobile photo sharing app, and create usability goals for the design of that application. Choose from one of the following apps and use that for this assignment: Facebook, Instagram, Snapchat

Which one did you choose? \_\_\_\_\_\_\_\_Instagram\_\_\_\_\_\_\_

1. **First, as you navigate around the app and discuss how easily you can perform various tasks, briefly answer these questions regarding how well the application currently supports the tasks of sharing photos.**
2. **(Effective) How capable is it of allowing you to accomplish the primary goals of sharing photos?**

It allows me to share my photos with a swipe to the right and clicking the circle. This takes the photo and then clicking send to any of the followers such as one person or more than one person at a time.

1. **(Efficient) Once you have learned how to use it, can you do so with a high level of productivity?**

Comparing this to other photo sharing apps it confuses me of the level of options of sharing I can do. The user interface does not label the functions as well as WhatsApp application.

1. **(Safe) Can you do so without critical errors?**

I make some errors because of the user interface. To swipe right is the camera and to swipe left is to chat with the followers or friends.

1. **(Utility) Does the platform have an appropriate set of functions to let you accomplish your goals?**

Yes it has all the functions I would expect to use compared to other photo sharing apps.

1. **(Learnability) Is it possible to quickly figure out how to use it by exploring and trying out certain actions?**

Not quickly but the application allows for trial and error practice within itself.

1. **(Memorability) How well can you remember how to use it, especially for infrequent features?**

I don’t remember some of the functions as well compared to my other photo sharing apps. I have to relearn everything through trial and error.

1. **Below is a list of some positive and negative user experience goals, these are not the only ones possible. Using these, or other adjectives you think of, what are your basic experience impressions you have for this app?**

**Desireable aspects**

Satisfying

Enjoyable

Engaging

Pleasurable

Exciting

Entertaining

Helpful

Motivating

Challenging

Enhancing sociability

Supporting creativity

Cognitively stimulating

Fun

Provocative

Surprising

Rewarding

Emotionally fulfilling

**Undesireable aspects**

Boring

Frustrating

Annoying

Childish

Unpleasant

Patronizing

Making one feel stupid

Cutesy

Gimmicky

I found the most challenging aspect of Instagram was the swiping options. It was surprising to check my followers or friends within the app. The different profiles and photos were entertaining to me with the content in them. The frequent posts from other profiles made it very annoying to me.

1. **Based on all of the usability and user experience goals, as well as the design heuristics (like natural mappings, feedback, etc), that you have read about up until now, choose 5 of the most important goals and create questions (such as those for the usability goals above) on which to evaluate your application. In other words, what are the 5 most important things for a photo sharing application to be considered successful?**

**For example – if you determined that a user experience goal is “entertaining”, you might write a question such as: Are people entertained as they share photos through the app?**

1. Are you notified every time a person comments or likes your post? (Feedback)
2. Are you able to take photos about anything and post it? (Affordances)
3. Does this app restrict you from the amount of photos you can share? (Constraints)
4. Does this app allow you to edit your profile quickly? (Discoverability)
5. Can you save other peoples photos that are shared? (Signifiers)
6. **Now consider a photo organization tool, such as you might use on your desktop or phone to help you store, organize, and browse photos. How would the usability and user experience goals change from the ones you chose above?**

The windows file explorer “Pictures” tab is one way a user can store, organize, and browse their own photos. Comparing this to the Instagram app, the sharing aspect is more complicated. In the Instagram app the user chooses the photo from the gallery within the app, it connects to the local gallery on the phone. Once the photo is selected the user can select the friend or follower the user wants to send it to. In the file explorer the user has to connect to the internet and select an online tool such as an email to send a photo to. The Instagram app allows the user to share photos at a much faster rate than a file explorer would.