

Summary assessment from user's perspective

From the perspective of the user, the site is very simple to navigate and use. The number of pages is small and the meaning and usage of each page is clear, and the promised analytic information is available. However, there is nothing personal or appealing about the pages (they are all simple HTML views corresponding to tables behind). It is worth noting that a user is able to guess the ID of his pages (increasing integers) and visit the analytics information for pages not registered to him by entering the proper URL, and that there is no way for the current user to logout without clearing his browser cache.

Summary assessment from developer's perspective

From the perspective of a developer, this analytics site provides exactly what was promised. Although the security seems to be sketchy and the user interface is not glossy, it gives the statistics that were desired and therefore meets expectations. The Javascript snippet appears to work and does not add excess complexity to page implementation, and the instructions for using the website are clear. As an added bonus, it is easy for a freelance developer to programmatically scrape information from the analytics site because of the simple and rigid structure for information display.

Most and least successful decisions

The most successful decision from the perspective of a user is that the site is easily read and navigated. The information appears to be correct and there is almost no upfront cost to setting up a website to work with this analytics service. At the opposite end, I believe the least successful decision was to allow the user to register any domain as their own without any (apparent) security checks.

Analysis of design faults in terms of design principles

The biggest design flaw currently is the lack of specification of what represents a domain versus a page on that domain, and how the registration affects what analytics the user sees. It is also not clear what the security implications of having URLs define interactions are.

Priorities for improvement

First priority would be to lock down the security authentication, since users are currently able to view analytics information for all sites. After that, the user interface could be made more usable. Otherwise, the desired functionality appears to be present, so it is not necessary to change the backend logic.