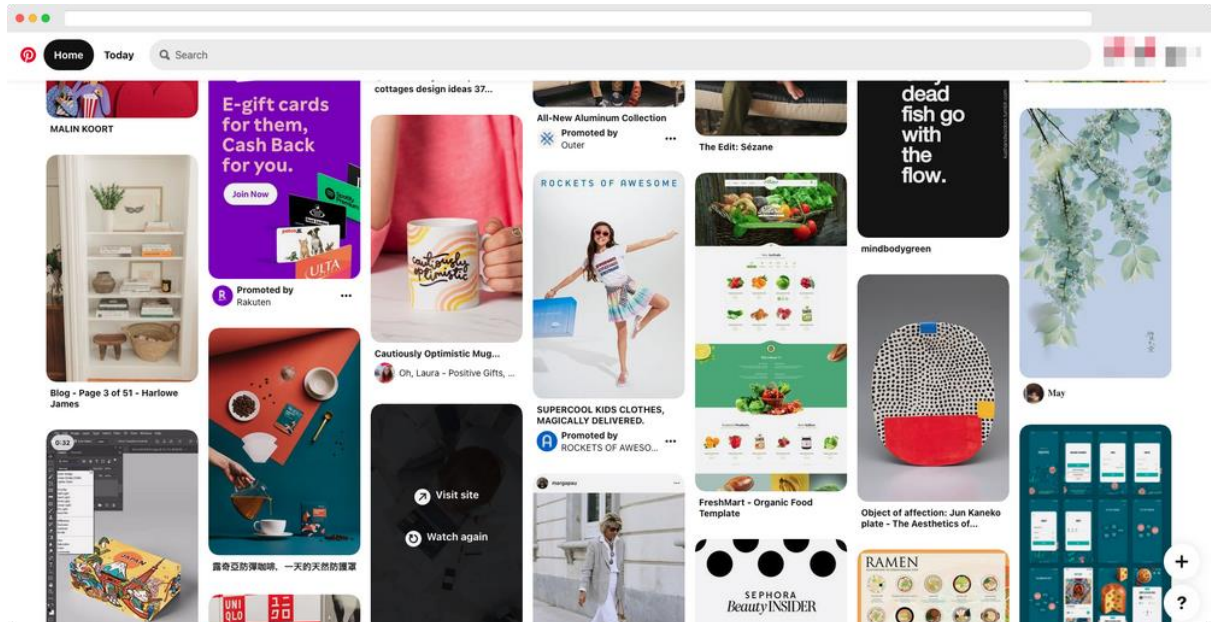


Assignment 6 – Surface

❖ User interface audit of Pinterest.com



- Does the UI reflect the perspectives and behaviours of the intended users?

Yes. UI of this site closely resembles behaviours of intended users since it is designed keeping in mind the needs of users. It has a free-flowing design which from user perspective is engaging and caters their needs very well.

- Are images and icons used appropriate for the intended users?

Yes. The site itself is an image sharing site so users can relate to the images and icons are simple and does its job very well.

- Are items that are functionally and/or logically connected grouped together visually?

Yes. Items that are grouped based on the topics look connected visually too and users can customise it according to their needs and the same is displayed in the home page. You can see all the setting and preferences in the same place, the

messages and updates are grouped together and in the search page you can discover different ideas. So, one can say that all the items are grouped logically.

- Is the information presented in order of important to the user?

Yes. All the options which are required for the users is ordered properly thus enabling users to navigate through the page easily.

- Do colours reinforce hierarchy and content or interfere with it?

Colours do not interfere with the content, and they do reinforce the hierarchy and make the information more visible to all the users.

- Is colour use functional or merely decorative?

They're functional as well as decorative. All the contents in the page have lighter shades when compared to navigation labels which are darker in shade, thus helping users in differentiating both.

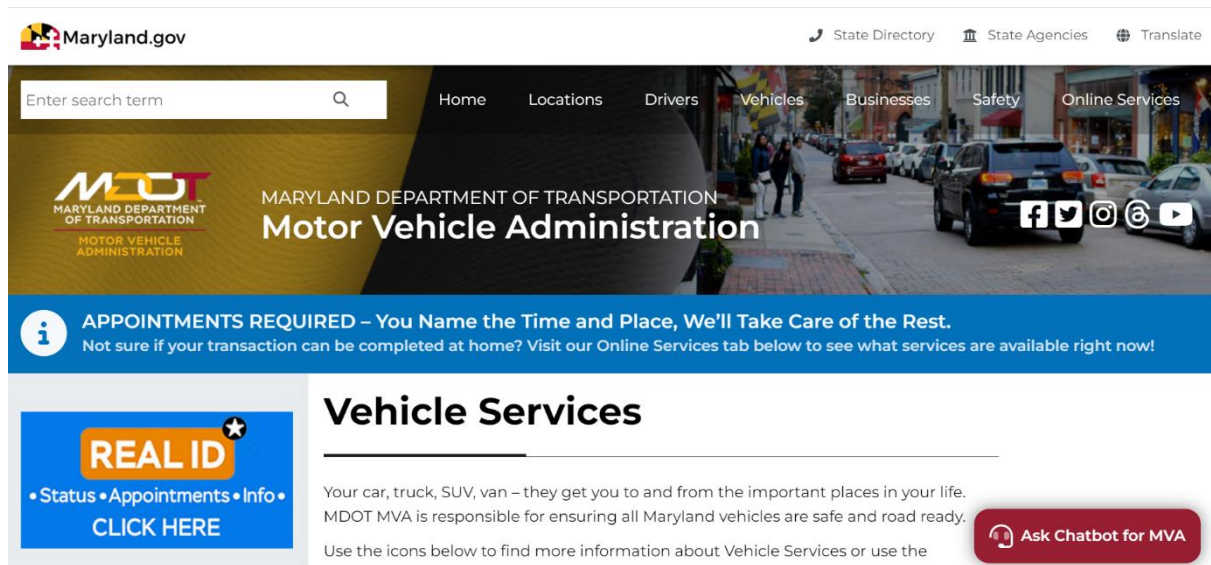
- Are the fonts used easy to read?

Yes. Fonts are big and visible enough to grab attention of users but also not disturb them. It strikes a good balance and gives a good feel to the website.

- Does font use reinforce hierarchy and content or interfere with it?

It doesn't interfere with the content. Font is used to give better experience for the users.

❖ User interface audit of Mva.Maryland.gov.



- Does the UI reflect the perspectives and behaviours of the intended users?

Yes. UI is designed keeping in mind of intended users thus it reflects their perspective too.

- Are images and icons used appropriate for the intended users?

No. The images are appropriate for the users making their life easy, but icons aren't that descriptive enough for the users, in many places they resemble each other so it may confuse the users.

- Are items that are functionally and/or logically connected grouped together visually?

No. Some items can be seen connected visually too, but others aren't. There's some overlap between items belonging to different categories which shouldn't be a part of good user experience design.

- Is the information presented in order of important to the user?

No. Information isn't sorted based on its importance to users, they're designed from perspective of designers not from end users.

- Do colours reinforce hierarchy and content or interfere with it?

Colour selection isn't that great thus may cause users to miss some important details and upon loading the page turns into a bright colour for brief and it interferes with the content and disturbs the users.

- Is colour use functional or merely decorative?

Colour is only decorative.

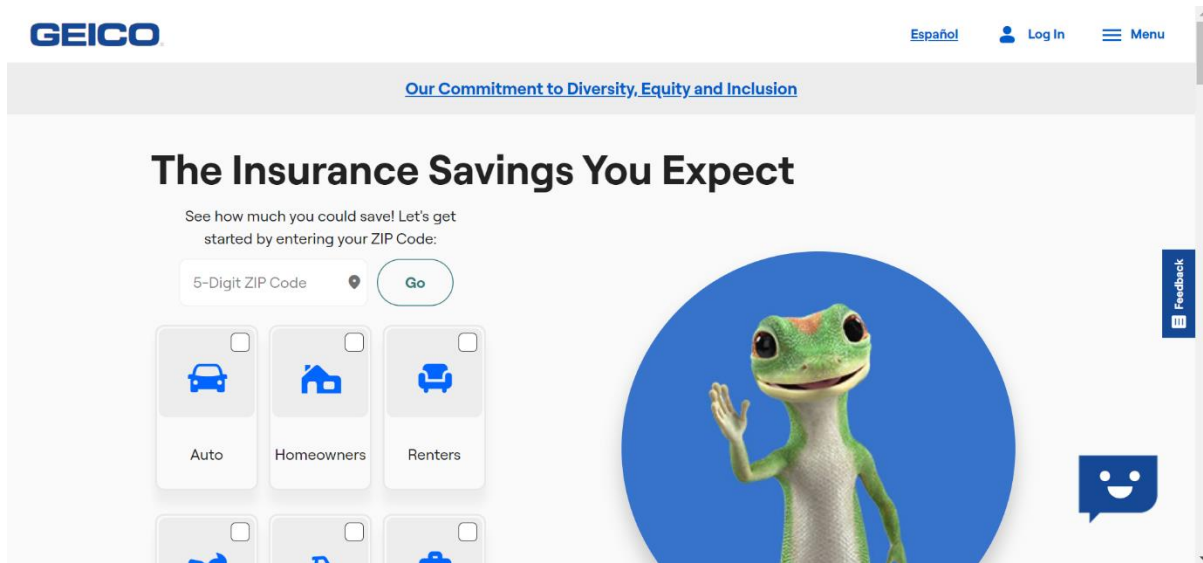
- Are the fonts used easy to read?

Yes. Fonts are easy to read since there isn't much variation in fonts used in the site.

- Does font use reinforce hierarchy and content or interfere with it?

No, there's no hierarchy because of fonts. You can't distinguish different hierarchical levels just based on fonts.

❖ User interface audit of Geico.com



- Does the UI reflect the perspectives and behaviours of the intended users?

No. It doesn't appeal the intended user base. First time users may not be able to find out what is the actual use of the website, and the design doesn't align with user perspectives.

- Are images and icons used appropriate for the intended users?

Yes. The images and icons are appropriate for users. They describe functionality very well.

- Are items that are functionally and/or logically connected grouped together visually?

Yes. Items which are logically connected can be seen together visually. They are all in the same place in the design too not just in the functional or logical aspect

- Is the information presented in order of important to the user?

No. Information isn't sorted based on its importance to users, they're designed from perspective of designers. The most important information aren't visually visible to the users when they open the page.

- Do colours reinforce hierarchy and content or interfere with it?

Colour is same across all the different levels, so it doesn't enforce hierarchy, it interferes with the content.

- Is colour use functional or merely decorative?

Colour is only decorative, not functional

- Are the fonts used easy to read?

Yes. Fonts are easy to read since there isn't much variation in fonts used in the site.

- Does font use reinforce hierarchy and content or interfere with it?

Yes, they do reinforce hierarchy. Fonts highlight the important items over other items so thus maintaining the hierarchy.