

GROUP MEMBERS	Shreya Shetty (2019140059) Manan Savla (2019140055) Akshay Tarde (2018130055)
BATCH	B
COURSE CODE	OECS5
EXPERIMENT NO.	5
NAME OF THE EXPERIMENT	Facebook Analysis

Aim:

To pick a website/app that you use on a daily basis (eg. facebook, gmail, whatsapp, zomato, etc). Evaluate the product based on user experience principles and give suggestions for improvement. Explain usability testing process for the same.

Website: <https://www.facebook.com/>

Theory:

1. Analysis of behavior of people in that domain eg their preferences, interests etc.
 - Facebook created a parallel world where people are forced to spend time. Some of them use it just to update their profile, others to add the most recent photos of them and their families. Each individual may find in Facebook a useful tool for themselves.
 - Facebook is the most popular social media platform among people in the age group 35 to 44 while it is least popular among the ages 16-24 especially women.

Graphical representation by age.

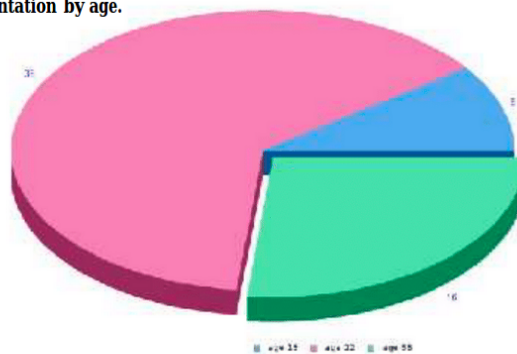


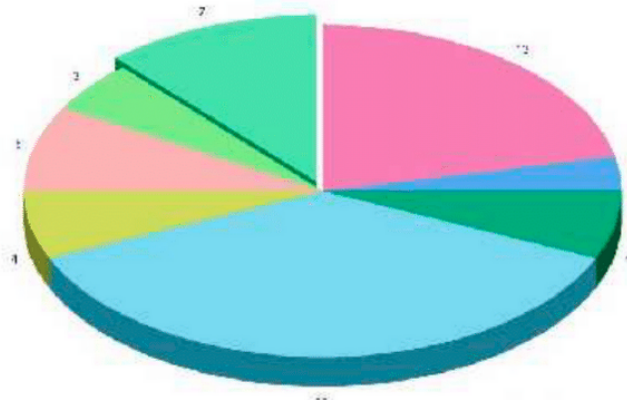
Figure 3. Graphical representation by age

- According to above chart,
 - 63.33% were young adults.
 - 26.67% were mature adults.
 - While 10.00% were teenagers.
- Men make up 56.6% of Facebook's ad audience.



Figure 2. Graphical representation by gender

- Facebook users also use Meta's other apps such as Youtube(94.7%), WhatsApp(92.2%) and Instagram(68.1%) but most users don't use TikTok and Snapchat.
- Graphical representations for the different activities on Facebook.
 - Graphical representation for sharing videos and photos



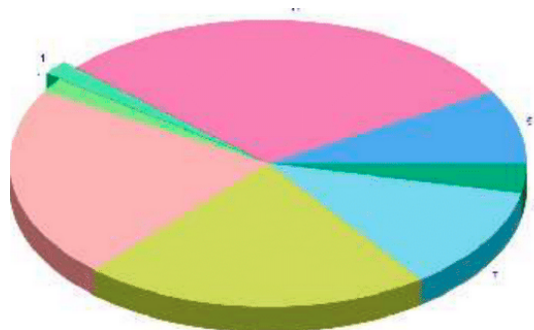
- 100% of teenagers share videos and photos.
- 92.10% of Young adults share videos and photos.
- 68.75% of mature adults share videos and photos.

- Graphical representation for playing



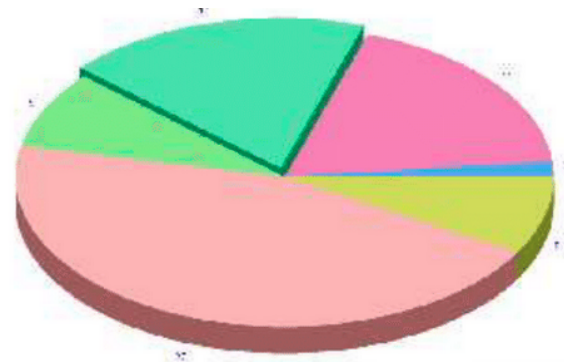
- 100% of youth play on Facebook.
- 52.63% of young adults play on Facebook.
- 25% of mature Adults play on Facebook

- Graphical representation for posting comments on Facebook



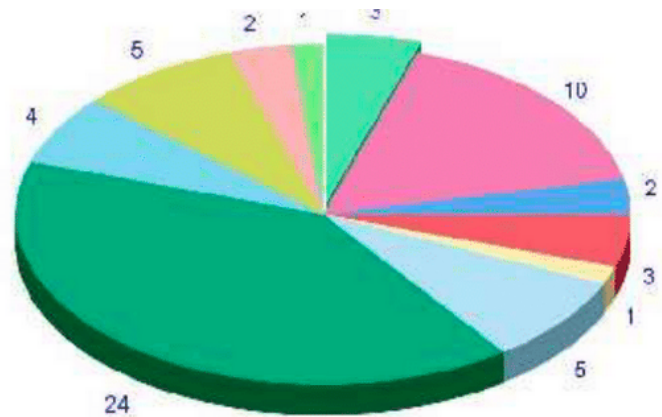
- 33% of youth make comments on Facebook.
- 78% of young adults make comments on Facebook.
- 75% of mature Adults make comments on Facebook

- Graphical representation for access to applications from Facebook

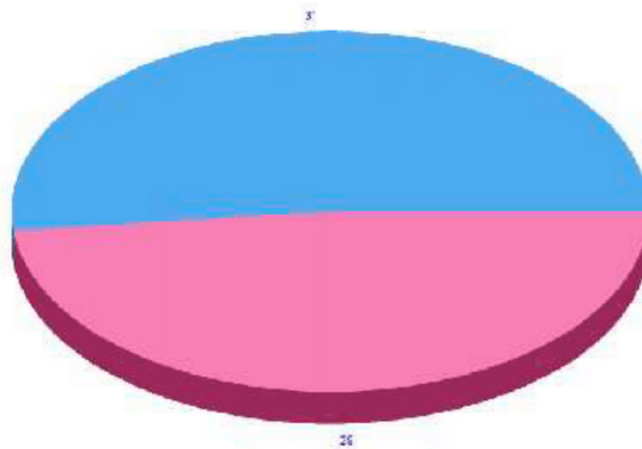


- 83, 33% of youth (5/6) make comments on Facebook.
- 71, 05% of young adults (27/38) make comments on Facebook.
- 31, 25% of mature Adults (5/16) make comments on Facebook

- Graphical representation for browsing for information from Facebook



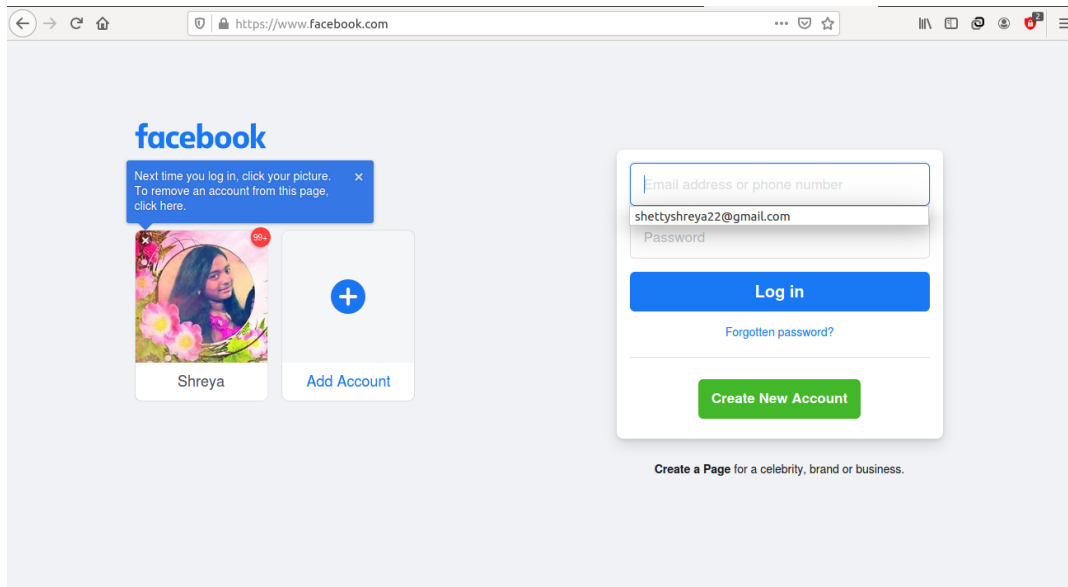
- 83.33% of youth (5/6) browses daily on Facebook.
- 71.05% of young adults (27/38) browses daily on Facebook.
- 31.25% of mature Adults (5/16) browses daily on Facebook
- Graphical representation for attending events



- The majority of users responded by no to the question do they attend events on Facebook
- Finally, based on the activities above we can state Teenagers and young adults take the first place with respect to the activities on Facebook (share, play, comment...) because they spend a lot of time on the net, unlike adults who have other interests

2. Existing apps - analyse (Good elements/UI and Bad elements/UI) and rate them

Analyzing www.facebook.com: Login Screen:

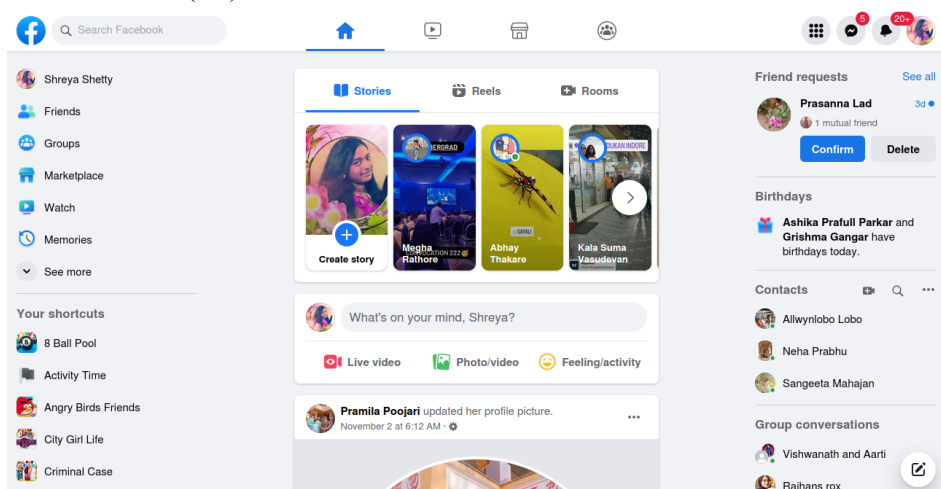


First is the login screen. After entering incorrect credentials, there is a prompt asking the user to enter the correct details. It also has an option of changing the password by clicking on the “Forgot the password” link.

The prompt also informs the user if the user has entered an old password. This may be a security flaw in some cases where the attacker can confirm a password which the user has used before. This can lead to other accounts of the user getting compromised which use the old password.

Also allows easy logging in by remembering user’s email with profile picture and user can login by directly clicking on their picture.

User Interface(UI):



The FaceBook UI has three column structures with the middle column occupying the user feed and the stories.

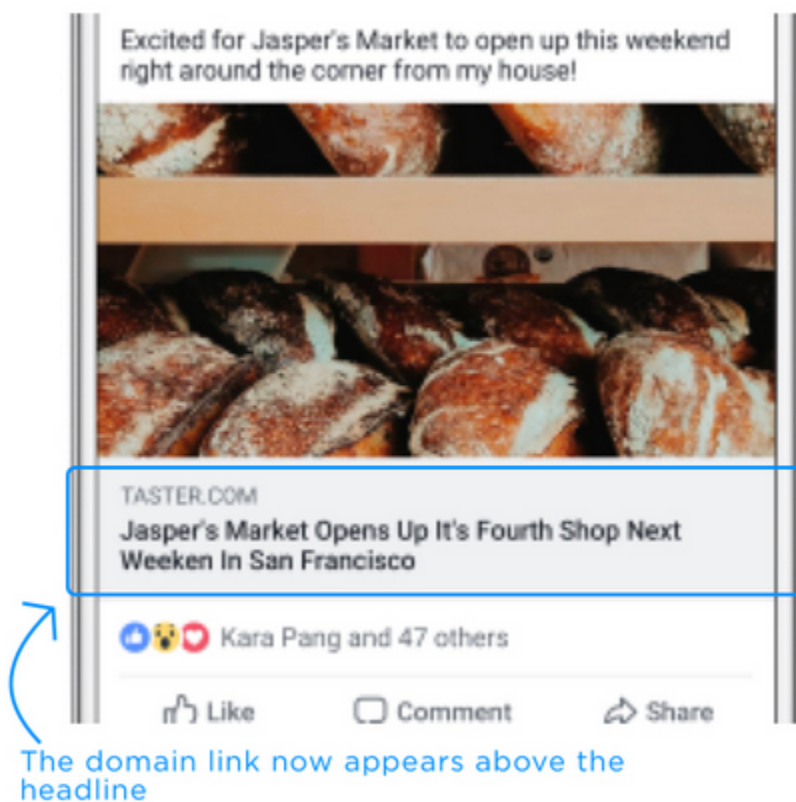
The left column has the Home button and additional facebook features like Gaming.

The right column has the user details and settings whereas the middle column has the stories section at the top and the user feed in the rest of the column.

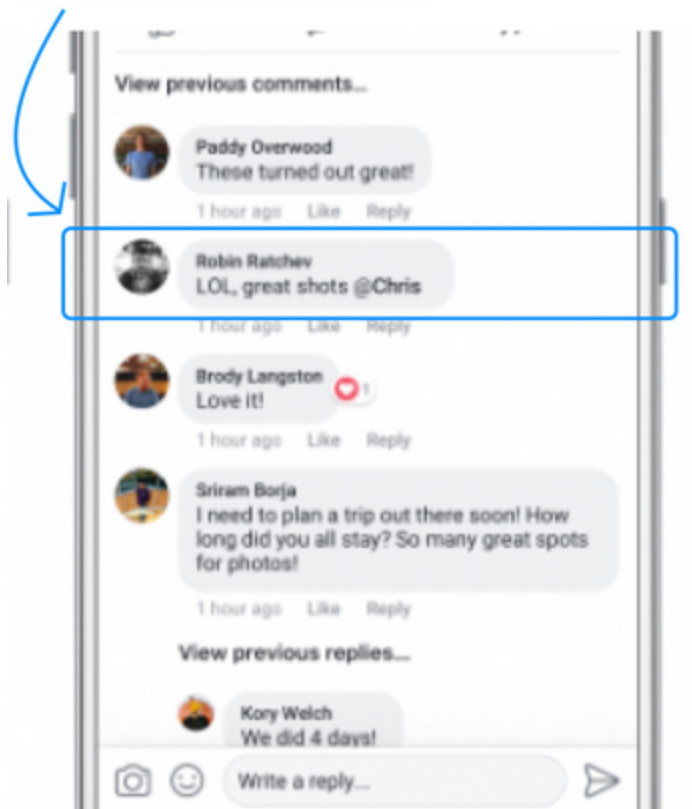
Stories integration is right at the front of the user view making it very prominent. This is a conscious decision to make the user experience Stories more.

All three columns are inspired by mobile design. Each one of those columns behaves as a virtual mobile screen where every action is done in the same column without affecting content in the other columns at all.

Some good UI improvements in the last few years:



Each comment stands out



The new icon style and size



The circular profile pictures

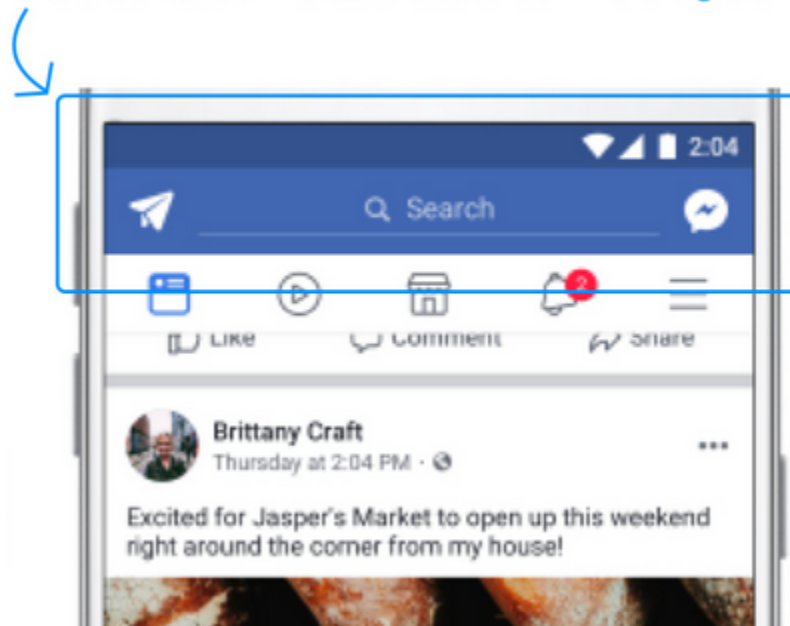
A more prominent back button to lead you to your news feed

The back button placed on a white header



The contrast of the blue colour has slightly increased making the text more readable

The blue header makes the text look more legible



3. What will be your choice of screen elements? Write down your own Design Goals which you want to furnish while recreating the same app/website.

- Design minimalistic and clean UI
- Use is easily readable fonts
- Ensure the design is compact
- Decrease the amount of content on the page and add more white spaces

4. What do you want to improve in the existing website?

Have clean white space around but not in excess, add icons for bookmarks, social share buttons, notifications, profile/account page, etc. for accessibility and a pop of color and creativity and implement better security so that old passwords are not exposed.

Implementation (Nielsen's heuristics):

The following 0 to 4 rating scale can be used to rate the severity of usability problems:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

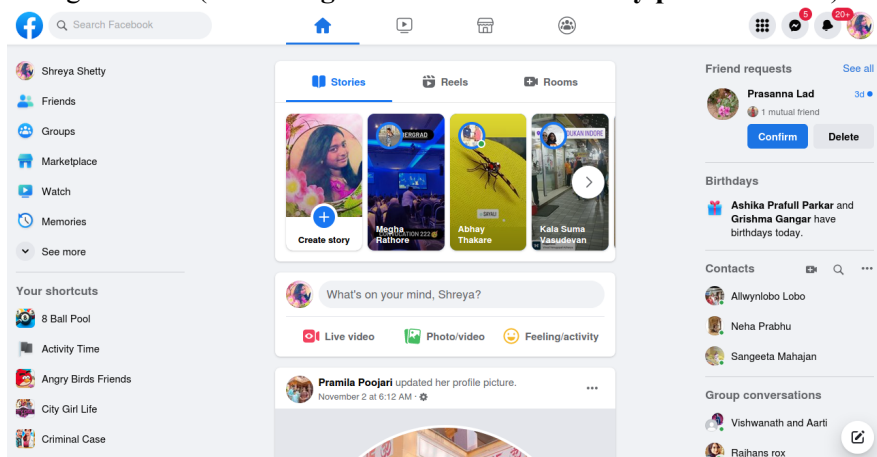
3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

1. Visibility of system status

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

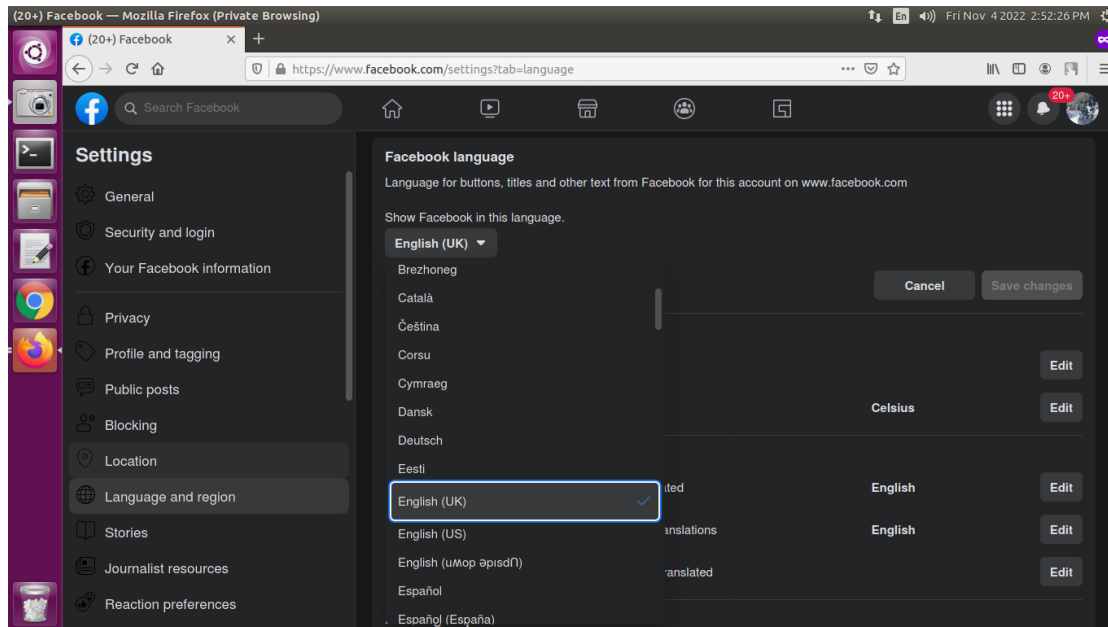
Rating Given: 0 (I don't agree that this is a usability problem at all)



2. Match between system and the real world

Rating Given: 0 (I don't agree that this is a usability problem at all)

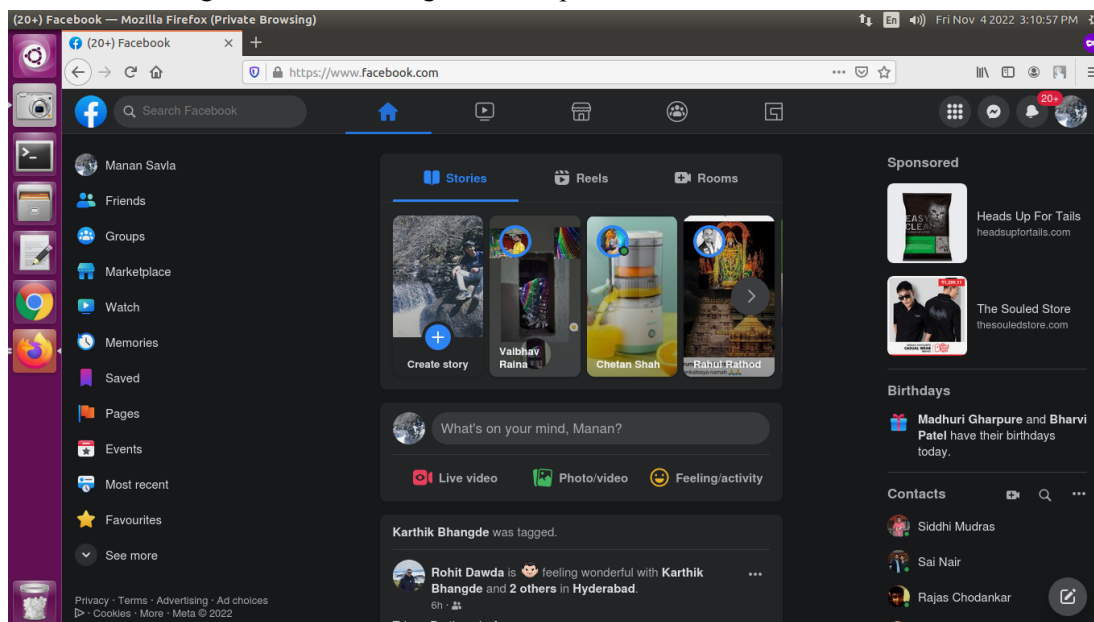
Reason: The app provides simple instructions for using the various features so that the users do not get confused. Also, the users can choose to use the app in one of the 43 languages which are widely used around the world. Links to various pages are available directly and the labels are broken down into smaller topics for simple understanding.



3. User control and freedom

Rating Given: 1 (Cosmetic problem only: need not be fixed unless extra time is available on project)

Reason: The app has very easy navigation and allows users to go to any page or previous page with ease as designated buttons are given at all places.



4. Consistency and standards

Rating: 0 (I don't agree that this is a usability problem at all)

Reason: Logos and icons are very designed as they communicate easily with the users as to what they mean and what function they perform.

5. Error prevention

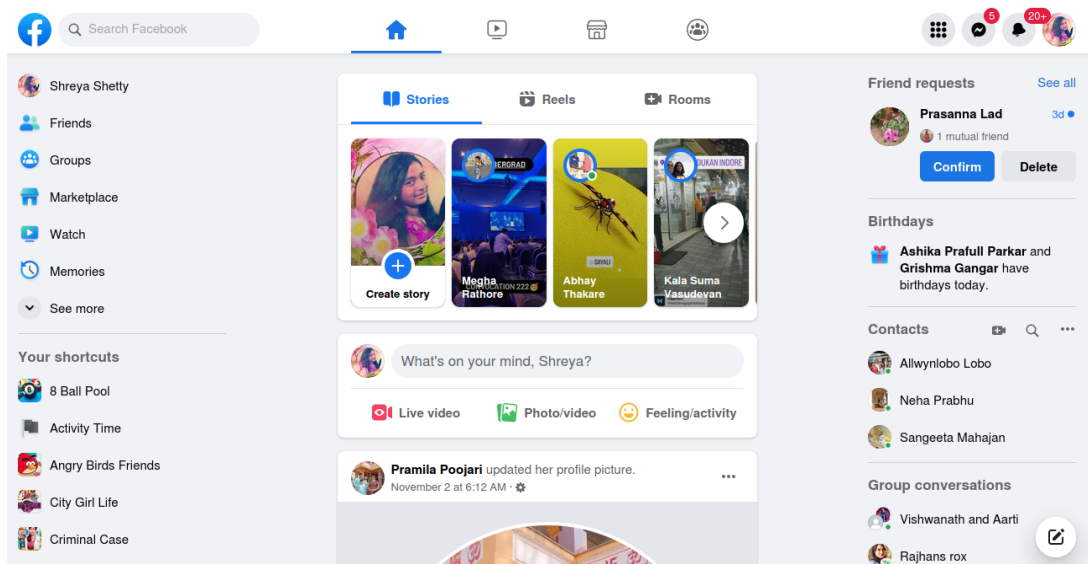
Rating: 0 (I don't agree that this is a usability problem at all)

Reason: The app or page handles login errors very well and gives the reason as well along with recovery or other possible solutions.

6. Recognition rather than recall

Rating: 0 (I don't agree that this is a usability problem at all)

Reason: Simple and easy to understand and remember all icons



7. Flexibility and efficiency of use

Rating: 0 (I don't agree that this is a usability problem at all)

Reason: The app itself is very effective in communicating with the user and does not need a special guide.

8. Aesthetic and minimalist design

Rating: 0 (I don't agree that this is a usability problem at all)

Reason: Design is simple and elegant and uses rounded corner approach in all elements, even the profile image is rounded which gives it an appealing look.

9. Help users recognize, diagnose, and recover from errors

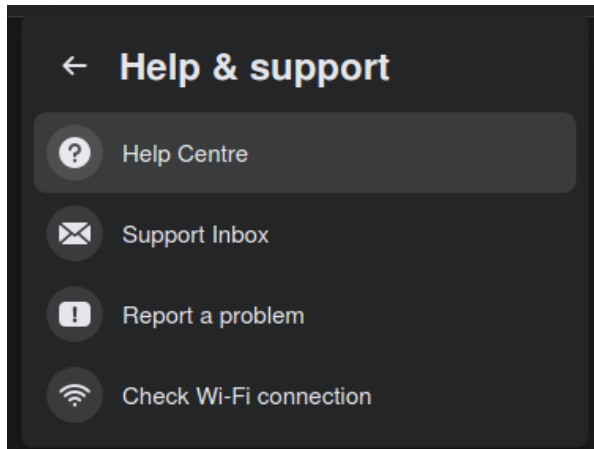
Rating: 0 (I don't agree that this is a usability problem at all)

Reason: When an error is faced, the website gives the potential reasons for the error and also provides solutions which may work for the error.

10. Help and documentation

Rating: 0 (**I don't agree that this is a usability problem at all**)

Reason: It does not need a separate documentation as the icons are self explanatory but it has a help center for its features in case anyone needs it.



Conclusion:

Hence, we successfully analyzed the Facebook website and application using Nielsen Heuristic and suggested improvements for the same.