

Assignment 3

CS3004

Disciplinary

User experience design

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AU19B1014

Applying 10 heuristic principles on Avantika University website

Website :- <https://www.avantikauniversity.edu.in/>





**FINAL SELECTION
DESIGN**

**B.TECH ADMISSIONS
2020-21**

**DESIGN ADMISSIONS
2020-21**

WHY AVANTIKA

FACULTY

INDUSTRY CONNECT

MIT PUNE

**INTERNSHIPS AND
PLACEMENTS**

LIFE @ CAMPUS

EDUCATION
B.DES | M.DES | B.TECH | B.DES FASHION

CAMPUS

Avantika University Website (Home page)

Hi I am your Admission Counselor
from Avantika University to assist
you. Let's talk.

ENQUIRY

PAID FEES ONLINE



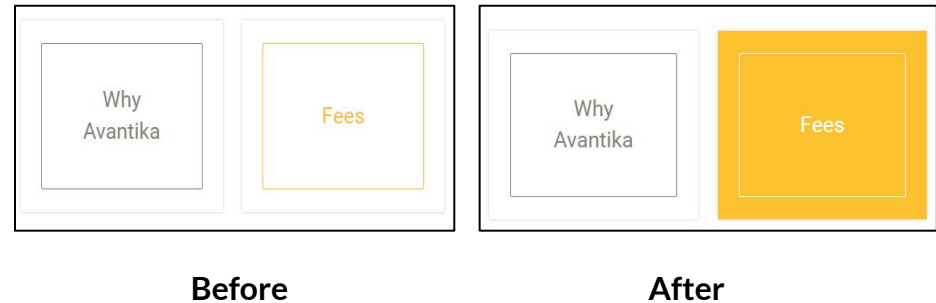
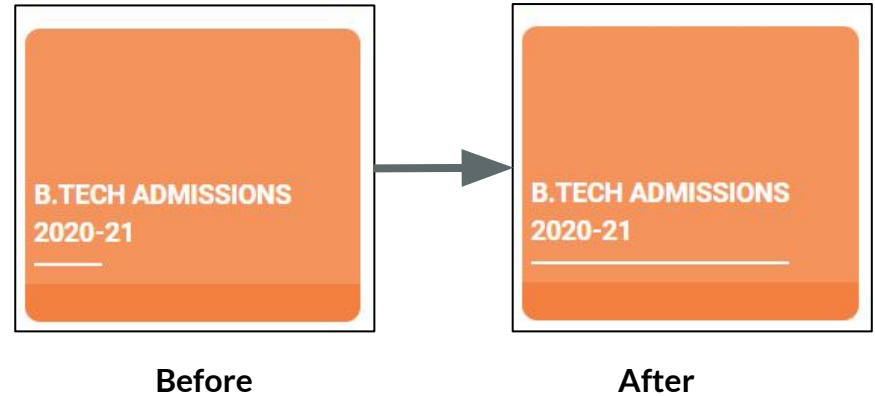
The 10 heuristic principles

By Jakob Nielsen's

- Visibility of system status
- Match between the system and real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic & minimalist design
- Help user recognise , diagnose & recover from errors
- Help and documentation

1) Visibility of system status

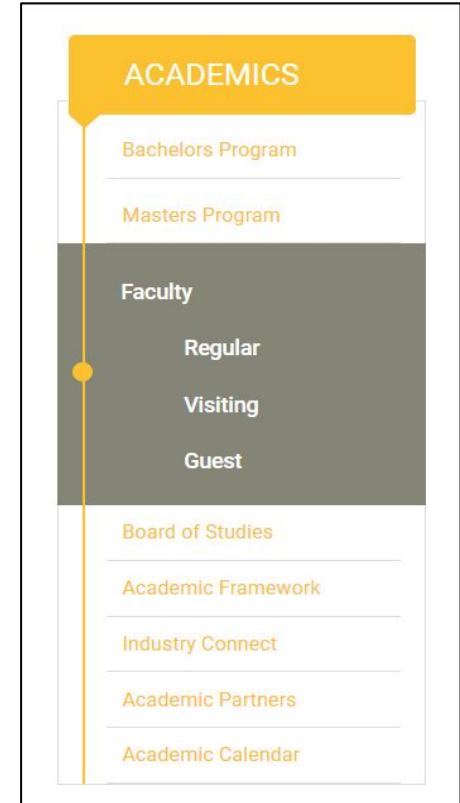
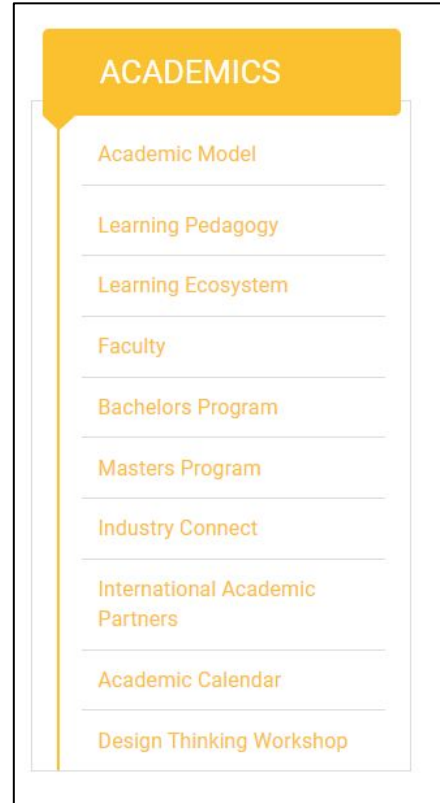
1. Whenever we place our cursor on something its colour , shadow or some detail gets changed which help us to rectify that where we are and make us feel controlled.
2. When we click on some box and gets land on another page a pop sound is there to help us know we have moved to some other page.



3. Also the pop-up sound comes only when the page is completely loaded.

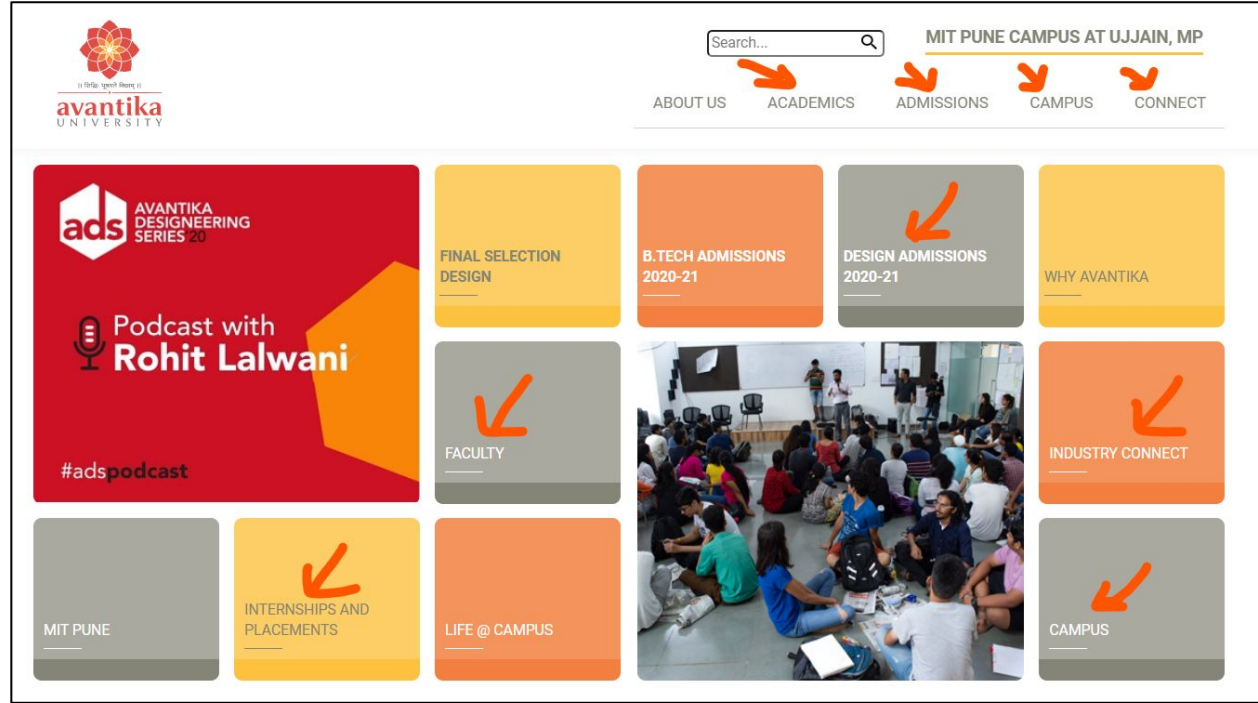
User feedback:-

There is no logo or option for getting back to the homepage . Every Time a user wishes to return to homepage he/she has to repeatedly press the back button.




2) Match between the system and real world

1. A website for some specific group of people, such as students, parents and industries should use relevant jargon which can be seen in website.



2. In real world we fill enquiry form on paper, the website contains similar things.
3. We do this a lot – we talk about pages, windows and buttons. All of these are real world concepts translated into a digital system and can be found in the website.



ENQUIRE NOW

Name

Mobile Number

Email

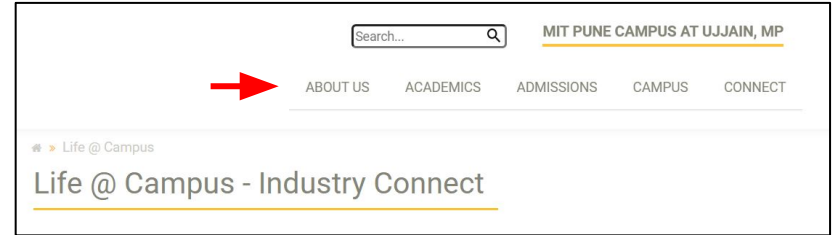
City

☒ I agree Admission Help Online to contact me

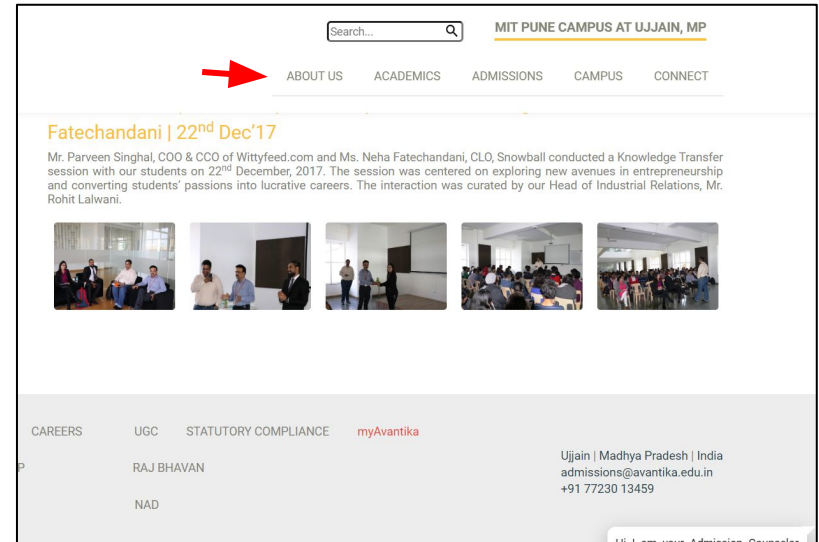
SUBMIT

3) User control and freedom

1. The main taskbar/toolbar at the top is always visible no matter how much we scroll down the page , which helps the user to switch from any part of the page.



Top of the page



Bottom of the page

2. The website allows “go back” and fix mistakes without hassle. Exit to leave the unwanted state without going through a multitude of steps. Support undo and redo.

Academic Program

Semester 1	+
Semester 2	+
Semester 3	+
Semester 4	+

Pay Fees

Get Installment
Enter your details and click on Get Installments

Select Installments
Select the installments that you want to pay

Payer's Details
Enter your details

Name: SHEIKH MUHAMMED TADEEB Course/Class: Bachelor of Technology Enrollment ID / DAT Roll No.: AU19B1014

Note: * marked installments (if any) are mandatory installments and cannot be skipped.

Title	Amount	Penalty	Status	Start Date	Due Date	End Date	<input type="checkbox"/> Select
University Fee	2675	0	Unpaid	19/05/2020	31/07/2020	31/07/2020	<input type="checkbox"/>
Tuition	88810	0	Unpaid	19/05/2020	31/07/2020	31/07/2020	<input type="checkbox"/>
Dev fee	12840	0	Unpaid	19/05/2020	31/07/2020	31/07/2020	<input type="checkbox"/>

← Back

Next →

Powered By **Easynotes**

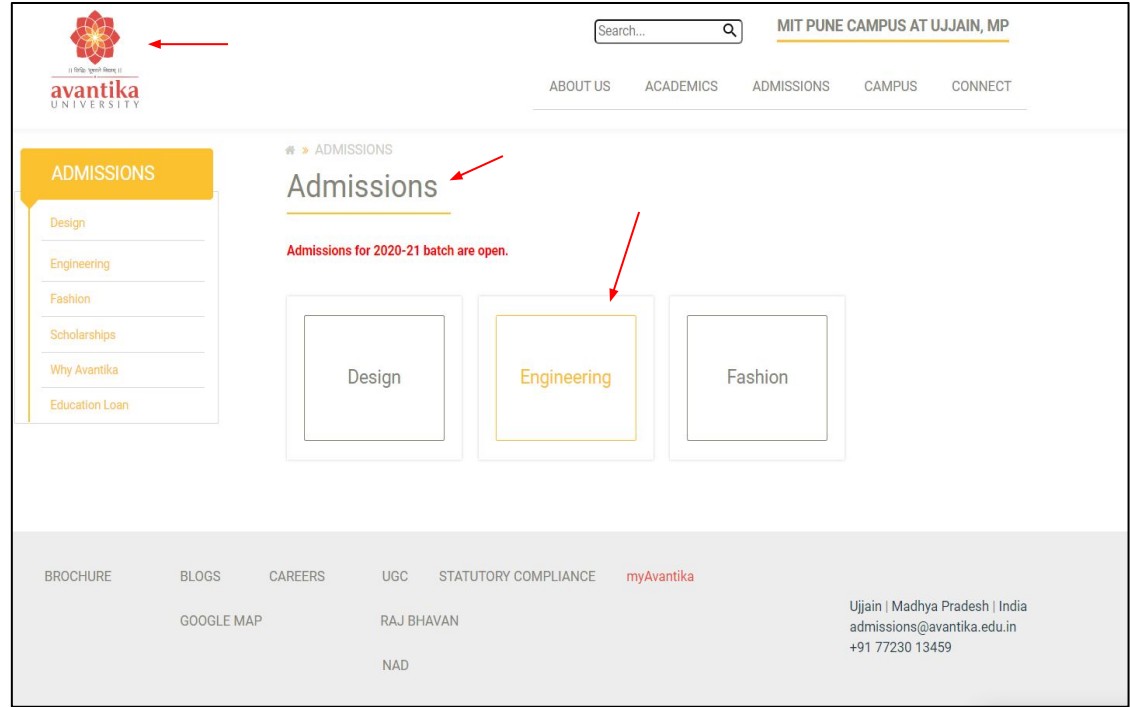
Academic Program

Semester 1

Introduction to Design	2 Credits
Critical and Creative Thinking	4 Credits
Joy of Making	6 Credits
Engineering Mathematics	4 Credits
Engineering Physics	4 Credits
Life Skills - 1	

4) Consistency and standards

1. Overall consistency and standards is clearly visible in the website. The colour combination of red, orange and grey is dominant and is promptly visible in every part of the website and no other colour has been used.
2. The blocks, links are being highlighted with a same colour or an underline (or both).



5) Error Prevention

1. One is the clear design of the page, for example, the “Next” button is clearly distinct from the “back” button and the colour combination is chosen considering the mentality of people i.e. Red to stop and green to go ahead.

Pay Fees

Get Installment
Enter your details and click on Get Installments


Select Installments
Select the installments that you want to pay


Payer's Details
Enter your details

Name: SHEIKH MUHAMMED TADEEB **Course/Class:** Bachelor of Technology **Enrollment ID / DAT Roll No.:** AU19B1014

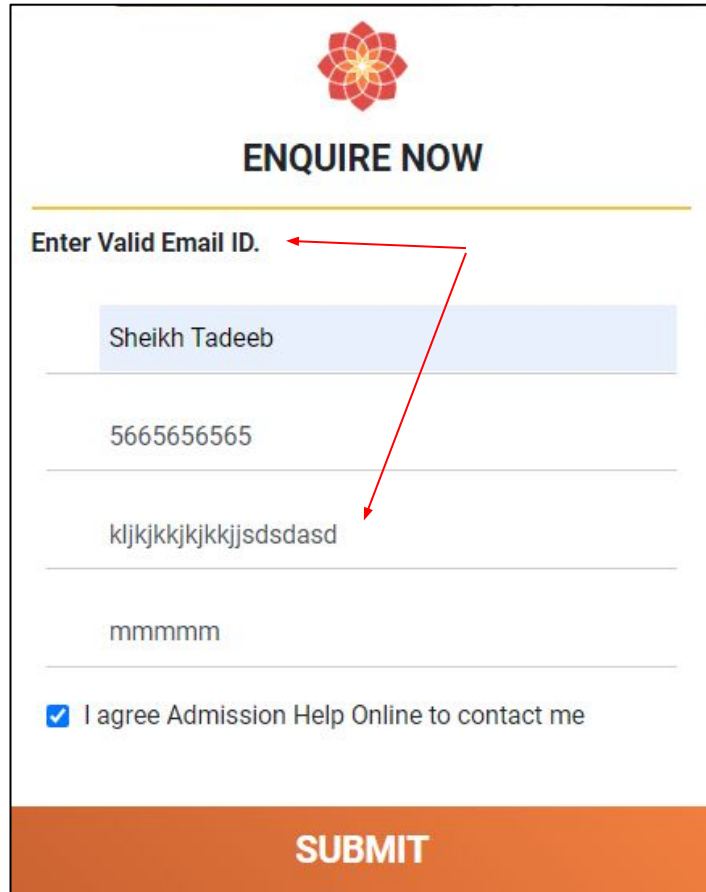
Note: * marked installments (if any) are mandatory installments and cannot be skipped.


Title	Amount	Penalty	Status	Start Date	Due Date	End Date	<input type="checkbox"/> Select
University Fee	2675	0	Unpaid	19/05/2020	31/07/2020	31/07/2020	<input type="checkbox"/>
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Dev fee	12840	0	Unpaid	19/05/2020	31/07/2020	31/07/2020	<input type="checkbox"/>

 Back


 Next

2. Another thing present in the website is to detect if the user may have committed an error and ask them to confirm their action. Eg: when you enter wrong email address or phone number the message is shown





ENQUIRE NOW

Enter Valid Email ID. 

Sheikh Tadeeb

5665656565

kljkjkkjkjkkjdsdsasd

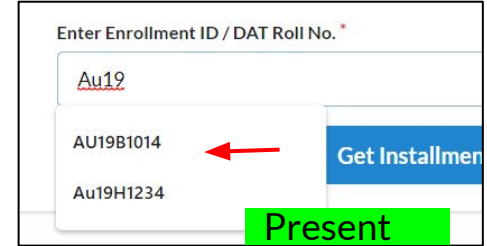
mmmmm

☒ I agree Admission Help Online to contact me

SUBMIT

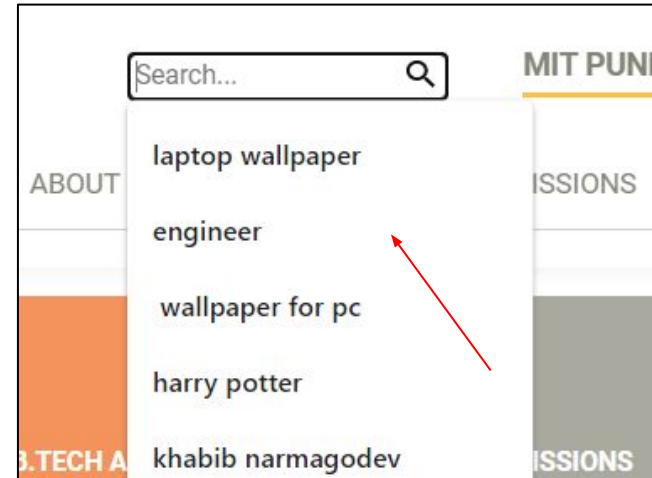
6) Recognition rather than recall

1. Users should be given options to choose from, instead of having to think up possible options themselves which is missing in some parts of website.



Drawback or feedback:-

The search option is recognising the keywords used in google search and not on the website itself which is a point of frustration for the end user.



7) Flexibility and efficiency of use

1. The website is flexible as everything is well organised in blocks form and all the necessary information is displayed on the homepage. Both the expert and the novice user can operate the website in an efficient manner.
2. The website provides clearing of field using (ctrl + z), which is again an efficient way as most of the users are more prone to it.



Enter Email *

SX

Please enter a valid e-mail

Enter Mobile Number *

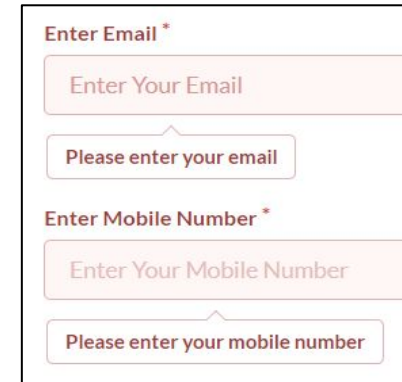
ZX

Please enter numbers only

This screenshot shows a web form with two sections. The first section is titled 'Enter Email *' and contains a text input field with the text 'SX' and a red error message 'Please enter a valid e-mail' below it. The second section is titled 'Enter Mobile Number *' and contains a text input field with the text 'ZX' and a red error message 'Please enter numbers only' below it.

Before: Ctrl + z

After: Ctrl + z



Enter Email *

Enter Your Email

Please enter your email

Enter Mobile Number *

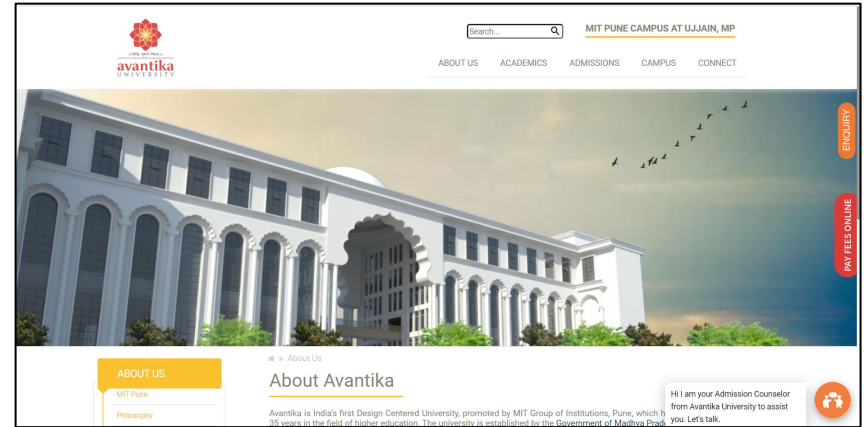
Enter Your Mobile Number

Please enter your mobile number

This screenshot shows the same web form as the previous one, but after the Ctrl+Z action. The text in the input fields has been cleared, and the error messages have been updated to 'Please enter your email' and 'Please enter your mobile number'.

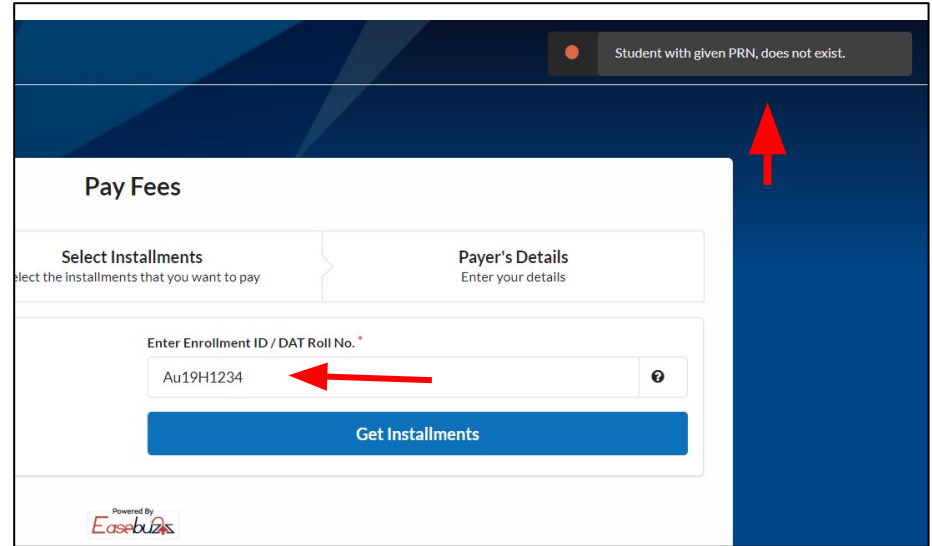
8) Aesthetics and minimalist design

1. The website consist of minimalist design i.e. everything presented to the user is necessary and useful. The things are kept simple so as not to create a clutter in end users mind.
2. Aesthetic are well considered in making of the website as its visually attractive with the colour combination used.
3. The site shows personality by changing the logo to various special events like the one shown for podcast on the homepage



9) Help user recognise, diagnose and recover from errors

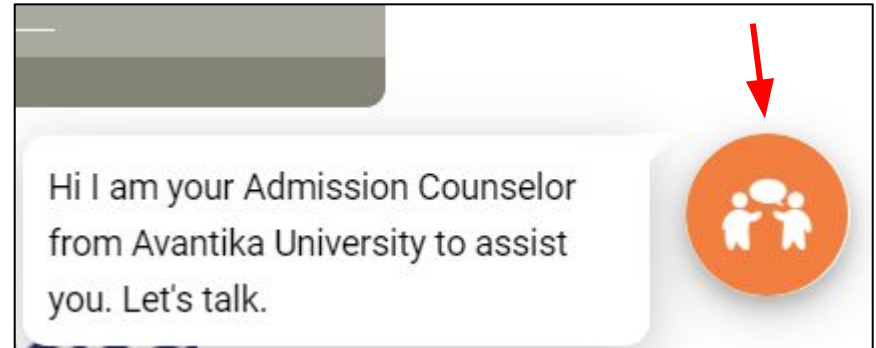
1. If I attempt to log in with incorrect details, they give me different error messages depending on whether I've given the wrong password for an existing user, or if I've completely messed up and got the user ID wrong too. This means I don't have to wonder about which bit of info is wrong, and I can reach a solution (which they give me direct message for) sooner.



The screenshot shows a web interface for paying fees. At the top, a dark blue header contains a message: "Student with given PRN, does not exist." with a red arrow pointing to it. Below the header, the main content area is titled "Pay Fees". It is divided into two sections: "Select Installments" (with the subtext "Select the installments that you want to pay") and "Payer's Details" (with the subtext "Enter your details"). In the "Payer's Details" section, there is a text input field labeled "Enter Enrollment ID / DAT Roll No. *" containing the text "Au19H1234". A red arrow points to this input field. Below the input field is a blue button labeled "Get Installments". At the bottom left, there is a logo that says "Powered By Easebuzz".

10) Help and documentation

1. Being a university website enough help and support is there on the website. The most prominent thing is that they have inserted the “connect” button on the main menu bar/ tab which is the thing an end user will look for when got stuck.
2. Secondly additional live chat box is provided which makes the user feel that he/she is assisted with a website guide at every time and can get in touch in real time if faces any problem.



Overall Usability Score for Avantika University website = 8/10

Note :- The score is an average score generated by taking individual scores from parents , teachers, students and few industry people who are the major target user of website .

Thank you