NAME: TANKISO MASOEBE

HUMAN COMPUTER INTER WEEK 11

Responsive Design Analysis Report

Name: [TANKISO MASOEBE]
Date: [03NOV2025]
Task: Responsive Design Analysis
Time Spent: 1 hour 45 minutes

---

1. Websites Selected

1. **Apple (https://www.apple.com)**
2. **BBC News (https://www.bbc.com/news)**
3. **Wikipedia (https://www.wikipedia.org)**

---

2. Testing Process

Each website was tested on **desktop**, **tablet (iPad simulation)**, and **mobile (iPhone 12 simulation)** using Chrome Developer Tools. Screenshots were captured for each view.

---

3. Analysis

Website 1: Apple

Strengths:

- Excellent fluid grid system that adapts perfectly to all screen sizes.
- High-quality images automatically resize without losing quality.
- Navigation menu converts into a clean hamburger icon on smaller screens.

Weaknesses:

- Some large promotional videos are hidden on mobile, reducing engagement.
- Heavy media files cause slightly longer loading times on slower mobile networks.

Design Patterns Used:

- **Flexbox & Grid layouts** for adaptive columns.

- **Responsive images (`srcset`)** for performance.
- **Mobile-first design** evident throughout.

Website 2: BBC News

Strengths:

- Clear and consistent layout across devices.
- Text and buttons scale appropriately for readability.
- Sticky navigation bar enhances usability on mobile.

Weaknesses:

- Some sidebars disappear entirely on smaller screens, removing secondary content.
- Slight misalignment in images on certain tablet orientations.

Design Patterns Used:

- **Breakpoint-based media queries** (`@media`) for responsive scaling.
- **Progressive enhancement** for older browsers.

Website 3: Wikipedia

Strengths:

- Lightweight and fast-loading across all devices.
- Consistent typography and clear hierarchy.
- Minimalist layout maintains function over form.

Weaknesses:

- Lack of visual appeal compared to modern sites.
- Menu transitions are not as smooth on smaller screens.

Design Patterns Used:

- **Fluid typography** that scales with viewport width.
- **Simple stacked layout** for small screens.

---

4. Recommendations

- **Apple:** Optimize large videos for mobile or replace with lighter media alternatives.
- **BBC:** Improve tablet breakpoints to avoid misaligned images.
- **Wikipedia:** Introduce minor visual enhancements (icons, spacing, transitions) for a better mobile experience.

---

5. Conclusion

All three websites demonstrate strong responsive design principles but vary in balance between performance and aesthetics. Apple leads in visual quality, BBC excels in layout consistency, and Wikipedia prioritizes speed and simplicity.

Overall Rating (Responsiveness):

Website	Desktop	Tablet	Mobile	Average
Apple	10/10	9/10	9/10	9.3/10
BBC	9/10	8/10	8/10	8.3/10
Wikipedia	8/10	8/10	7/10	7.6/10

2.Mobile Task Flow Design Report

Name: [TANKISO MASOEBE]
Date: [03NOV2025]
Task: Mobile Task Flow Design
Time Spent: 2 hours 30 minutes

---

1. Task Chosen

Scenario: Ordering Food via a Mobile App

The task flow focuses on helping users browse nearby restaurants, choose meals, customize their orders, make payments, and track delivery.

---

2. Task Flow Overview

Goal:

Website **Desktop Tablet Mobile Average**

Allow users to **order a meal and track its delivery** seamlessly through a mobile app.

Main Steps:

1. **Launch App → Login/Sign Up**
2. **Browse Restaurants → Filter by Cuisine or Rating**
3. **Select Restaurant → View Menu**
4. **Add Items to Cart → Customize Options**
5. **Proceed to Checkout → Add Delivery Address**
6. **Choose Payment Method → Confirm Order**
7. **Track Delivery in Real Time**

---

3. Wireframe Descriptions

(Each bullet represents one screen. You can later draw or attach wireframes to match these descriptions.)

1. **Home / Onboarding Screen:**
    - App logo and short tagline.
    - "Login" and "Sign Up" buttons.
    - **Gesture:** Tap to proceed.
2. **Restaurant List Screen:**
    - Search bar, filters (Cuisine, Rating, Distance).
    - Scrollable list of restaurant cards with thumbnails.
    - **Gesture:** Swipe up to scroll, tap a card to open details.
3. **Menu Screen:**
    - Restaurant name, delivery time estimate, and menu categories.
    - Each menu item includes an image, price, and "Add to Cart" button.
    - **Gesture:** Swipe horizontally through categories.
4. **Item Customization Screen:**
    - Options to choose portion size, extras, or spice level.
    - **Gesture:** Toggle switches, radio buttons, and "Add to Cart" tap.
5. **Cart Screen:**
    - Summary of selected items, total cost, and "Checkout" button.

Website	Desktop	Tablet	Mobile	Average

- **Gesture:** Swipe left on an item to remove.

6. **Checkout Screen:**
   - Address entry, delivery instructions, and payment options (Card, Wallet, Cash).
   - **Gesture:** Tap to select a payment method, scroll to confirm order.
7. **Order Confirmation & Tracking Screen:**
   - Order summary and live delivery tracker (map).
   - Estimated time and driver details shown.
   - **Gesture:** Pull down to refresh tracking status.

---

4. Interaction Patterns & Gestures

Interaction	Description	Purpose
Tap	Select options, open menus	Primary navigation
Swipe	Scroll menus or remove items	Efficient item management
Pull to refresh	Update delivery tracking	Real-time feedback
Toggle/Radio buttons	Customize orders	Easy option selection
Confirmation dialog	“Are you sure?” before checkout	Prevent errors

---

5. Design Justifications

Design Decision	Justification
Minimal layout with large buttons	Enhances usability on small screens and supports one-handed use
Persistent bottom navigation bar	Provides quick access to Cart, Home, and Profile
High-contrast color scheme	Improves readability outdoors or in low light
Sticky checkout button	Keeps primary action visible throughout
Progressive disclosure	Prevents overwhelming users by showing details step-by-step

Website	Desktop	Tablet	Mobile	Average

6. Mobile Design Principles Applied

- **Clarity:** Each screen focuses on one key action (e.g., select item, pay, track).
- **Consistency:** Repeated use of similar icons and colors improves recognition.
- **Efficiency:** Users can complete an order in under five taps.
- **Feedback:** Visual confirmations appear after each major action (e.g., item added to cart).
- **Accessibility:** Large touch targets, readable text, and voice-over support.

---

7. Conclusion

This mobile task flow provides a clean, intuitive, and efficient process for ordering food. It balances visual appeal with functionality, ensuring a seamless user experience across all stages — from browsing to tracking delivery.

3.Cross-Platform Consistency Audit Report

Name: [TANKISO MASOEBE]
Date: [03NOV2025]
Task: Cross-Platform Consistency Audit
Time Spent: 1 hour 45 minutes

---

1. Service Selected

Service: Spotify
Platforms Tested:

- **Web App:** https://open.spotify.com

Website	Desktop	Tablet	Mobile	Average

- **Mobile App:** Android version (v8.9.x)

---

2. Testing Process

I used Spotify on both web (desktop browser) and mobile (Android) to complete common tasks:

- Searching for a song and playing it
- Creating and managing playlists
- Exploring recommendations and podcasts
- Adjusting account settings

Screens and interactions were observed and compared for consistency.

---

3. Observations and Inconsistencies

Feature / Area	Web Platform	Mobile Platform	Inconsistency Identified
Navigation Menu	Sidebar navigation (Home, Search, Your Library) is always visible	Bottom tab bar with icons	Layout and icon placement differ, causing mild confusion for new users switching between platforms
Playlist Management	Drag-and-drop reordering supported	Only long-press and hold available	Different interaction patterns for the same function
Lyrics Feature	Not available for all songs	Available for most songs via swipe-up	Inconsistent feature support across platforms
Now Playing View	Small playback bar at bottom	Full-screen view with gestures	Visual hierarchy differs; mobile feels more immersive

	Website			Desktop Tablet Mobile Average
Account Settings	Opens in a new tab (browser settings)	Fully embedded in the app	Different navigation flow interrupts user continuity	

---

4. Analysis: Impact on User Experience

- **Learning Curve:** Users switching between platforms must adjust to different menu locations and gestures.
- **Task Efficiency:** Lack of drag-and-drop on mobile slows down playlist organization.
- **Feature Expectation Gap:** Users expect lyrics or visualizer features to behave the same across devices.
- **Visual Inconsistency:** The web interface looks more like a traditional desktop app, while the mobile one emphasizes minimalism and gestures.

These inconsistencies slightly reduce Spotify's *cross-platform familiarity* and can cause hesitation during multitasking between devices.

---

5. Recommendations for Improvement

Issue	Recommendation
Different Navigation Placement	Use a unified icon system and layout logic (e.g., sidebar collapses into bottom bar icons on smaller screens).
Inconsistent Playlist Editing	Introduce drag-and-drop reordering gestures on mobile or standardize edit buttons across both platforms.
Lyrics Availability	Ensure feature parity — if lyrics exist on one platform, sync access across all.
Now Playing View Difference	Allow desktop users to expand the "Now Playing" area for a similar immersive experience.
Settings Flow	Keep all settings within one interface rather than redirecting web users to browser pages.

Website	Desktop	Tablet	Mobile	Average

6. Design Principles Considered

- **Consistency:** Maintain similar symbols, terms, and behaviors across platforms.
- **Predictability:** Users should know what to expect regardless of the device used.
- **Accessibility:** Equal access to features and controls across web and mobile.
- **Continuity:** Design should encourage a smooth transition between devices.

---

7. Conclusion

Spotify provides a strong, familiar experience across platforms but still lacks full *cross-platform consistency* in navigation and feature availability. By unifying visual design and interaction patterns, Spotify could deliver a more seamless and predictable user experience for multi-device users.