Design for Interaction – Lab 4: Analysing Interactive Interfaces

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Purpose of site

http://libcat.csglasgow.org/	This site is to allow users to search for books in the library. They have a number of different search methods like using keywords, author, title, ISBN or the advanced search which allows them to search specifically in different libraries, languages and or the format like whether if it's an audio-book, paper-back or hard-back. This site also allows people create mew accounts or to log into their accounts to order books, check if there's any books that have arrived or are overdue. They are also able to change or update their personal details or see their saved searches, loan history and their wish-list. The user will be able to search for books very easily and find where they are available in Glasgow. If the user does not know what to search, there are a list of popular books on the side and there is contact information at the bottom of the page if they run into any problem. The site also allows people to change the font and style of the text for clarity and you do not need to have an account to search for books.
www.amazon.co.uk	Amazon is an online shop which allows users to buy all kind of items. People can search the store shop for items but to purchase, an account is needed. When first arriving at the site, users will be able to see what other customers are looking at right now, best sellers, upcoming items and deals. There's a search bar to narrow down a specific item but if you want to browse by department there's an option for that as well. People who have an account will be automatically logged in and see personalized recommendations based on previous searches. They can also see if they have anything in their basket – items they have bought but will check out later, and see their wish list.
http://store.steampowered.com/	Steam is an online store for PC games however there are software tools also available. People will be able to see deals available, or the most recent games released or updated. You can browse games by genre and they are drop down lists which have featured items, games, software, hardware, demos and news. People can log in or change the website language. After you log in, you're able to see how many games you want in your wish list, your steam wallet balance and if you have any unread messages. Columns appear which include a recommended list due to the games being similar to the ones already in your account and the genre tags also appear. It's recommended to install the Steam client so you can install the games in your account and it's also an easy way to access the store and friends' messages. You can easily view your profile due to your account name appearing on the top of the page and update any details required.

Site Features

http://libcat.csglasgow.org/	The site has a quick search option which is very noticeable but if you want more advanced searches, there are 5 different search options. You're able to easily log into your account and see a more personal recommendation.
www.amazon.co.uk	The search bar is very noticeable and there are recommended products down below if you're logged in. Logging into your account easy to see and do so.
http://store.steampowered.com/	A big slider box containing the most popular recently released games entice you to look at the game trailers. If you're logged in, the recommended games have a high possibility of being bought since if they're similar games already in your library, people like games which are similar so it won't feel odd playing it.

Usability Goals (discuss how well (or not) the site meets the various usability goals covered in lecture course)

	http://libcat.csglasgow.org/	www.amazon.co.uk	http://store.steampowered.com/
Effectiveness	It is simple to search for the books that you want and see where you can pick them up in Glasgow, or you could make an account and have them sent to the nearest library to you.	The search function provides accurate and related results and gives you the option to search from categories of price or location.	The images that they use to promote the game is very effective since it shows you who you will be playing as and gives an insight to the game as well. The video trailers and screenshots give a deeper inside and if you add the game to your wish list, you will be notified if the game goes on sale.
Efficiency	The search function is not very effective because if you're searching by author, you need to enter the surname first. While it is explained, the option should be there for both types of searches.	The results are pulled up quickly and normally users find what they are looking for in the first page unless it is very specific.	The search results can be ordered in a number of ways like top sellers, new releases or specials and the search can be refined even further by specifying specific tabs

Safety	There is no need to enter any card details and the only information that is there is to locate and contact you. If you have a book overdue, you will be notified with the charge due and you can go to the nearest library to the reception to pay the charges and so the reception can go to your account and say that the charge has been paid.	Amazon requires an active card and each transaction is registered in your back account. When purchasing an item, it is possible to cancel at any stage of the purchase and you're even able to cancel as long as the item has not been shipped yet. If you're not satisfied with an item you can return the item and expect a full refund sometimes excluding posting fees. Each transaction is recorded and if there is any problem you can contact Amazon themselves and they can help you out.	Every game purchase is recorded and instantly able to download after purchase. To be able to buy a game, you can enter your card details or use PayPal which is a very safe and reliable 3rd party website for transactions. PayPal makes buying off the internet much easier if the website is partnered with them because you do not need to enter your card details every time you wish to make a purchase.
Utility	Without making an account, you can search for a book and see its details like the ISBN, publication date, pagination and description. You can also see where the book is available in which library and to order out a book, you will have to make an account which is a quick process.	After making an account and setting up your details, every purchase will be extremely quick and fluid and there even the option for one click ordering where you're able to instantly buy, check-out and deliver to the most recent address with one click.	There is a Steam Client for PC's to install and so you can access your game library and install any game. If it's an online game, all your progress will be kept so you don't have to restart. There is also a phone app which you can download to browse through games to buy or add them to your wish list and be able to chat to your friends.
Learnability	It is laid out clearly and simple to use. There is no hidden functions or hard-to-navigate pages to get to.	It is simple to use and refine your searches and after making an account, every process will become even simpler and quicker.	It is a simple website to navigate and after you download the Steam Client everything will be much more personalised towards you.
Memorability	Easy to remember how to use and after each search, the book cover is in a thumbnail so when you're searching for a book you can remember the image as reference.	Every option is laid out clearly and correctly and so you will be able to navigate through the website and account with no trouble.	Every game has its own genre tags but if you feel that one of them is wrong, you can add your own which is best suited to the game.

Usability Design Principles (comment on how the site incorporates the usability design principles covered in lectures)

	http://libcat.csglasgow.org/	www.amazon.co.uk	http://store.steampowered.com/
Visibility	Everything is laid out clearly and you're able to collapse and expand menus and change the text size for personal preference.	The search bar is very noticeable and every department is visible with the option to refine searches. The deals and products being looked at tempt customers to buy them and hence make more money.	The sliding scroller of the new and popular games is very attracting and with eye-catching thumbnails to visualise the game makes users interested to click in and see what the game is about via video and screenshots.
Feedback	From a quick scan, no reviews are written so users have decide for themselves if they want to read the book by reading the description.	Amazon does not hide reviews and they display the most recent reviews. They use a 5-star system and you can generally tell if the product is good or bad from that alone and if more information is needed, honest reviews are there to read.	You can see how many people have given reviews and the reviews are based on "recommended" or "not recommended". Reviews are honest and they can be filtered by them being helpful, positive, negative, recent or funny. Depending on how many "recommended" or "not recommended", user reviews are then categorised on a spectrum as the game being negative, mixed, positive or overwhelmingly positive.
Constraints	The constraints felt was the author search function but having no account didn't make a difference.	Having no account means only being able to browse while having one means being able to buy, review and sell.	Having no account means you can only browse and see the popular games while after making an account which is a simple process you are able to buy and install and review games on whatever PC you have.
Mapping	The search bar is a little bit too small but the collapsible lists fit the largest	Having a long search bar is noticeable but since I've identified it as one of their main features, I feel the width should be	Everything is nice and laid out, sorted into understandable categories while being able to mix and match. The video

	text clearly and nothing is over the top or too small.	a bit wider and the text inside the search bar a bit bigger and bolder.	trailer showing the game takes up the biggest portion because it's the most engaging and to read the reviews you can either scroll down further or click into a review section.
Consistency	There is a slight change after entering the search button but everything sticks to the same colour scheme.	There are two changes: one after you've hit the search button which still feels like Amazon; another when you're going through the payment process which is good because it allows the user to immediately notice that they are paying for something and will be able to back out any time.	Everything looks and feels similar and there are no big colour changes except when you're paying for a game and then there is a slight change to allow users to know they are paying for an item.