CMPT 363 D100: USER INTERFACE DESIGN

Assignment 2 Part 2

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Contents

Question number:
1

Source:
Week 2 Reading:
An Introduction to Usability Design
(Online: https://marvelapp.com/blog/introduction-user-experience-design/)
Section of User Experience

Question: *(100 words)*
From the reading "An Introduction to Usability Design", we know that UX is an important mindset which is applied at different stages of creative UI design. The author further declares the full UX Stack that a good User Experience Design needs to consider. Assume you are in an interface design team of YouTube which is an online video website, and the user group is video viewers. According to the article, please briefly state all the stages of the full UX Stack in this scenario, also include one sample question that a UX can help the team answer in each stage.

Answer: *(163 words)*
(Marking Description: To gain full credits, a student needs to correctly state the three stages that are listed in the article, and then for each stage, the student should give ONE example question.)
1st stage: UXD should answer some fundamental business questions from the YouTube company. A sample question is that whether netizens need the website of YouTube when they want to watch videos. Another sample question is that if some YouTubers (video uploaders) ask viewers to subscribe and pay for certain locked videos, whether the video viewers would be willing to pay.
2nd stage: UXD should answer some critical implementation questions from the development team. A sample question is that how the website of YouTube should be organized so that video viewers could easily discover the videos that they are searching for. Another sample question is that whether there are some components on the website, which making video viewers confused.
3rd stage: UXD must make the surface of the product look good. A sample question is that what visual tone the website should be when video viewers are watching videos. Another sample question is that whether video viewers must use documentation when using the website.

Question number:
2

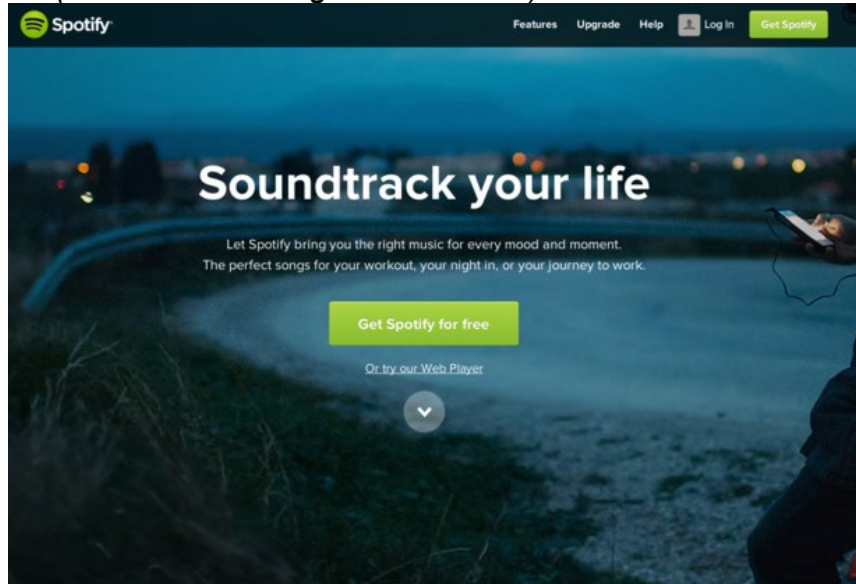| **Source**: |
| :--- |
| Week 6 Reading: |
| Deshdeep, N. How to Use C.R.A.P. Design Principles for Better UX? |
| (Online: https://vwo.com/blog/crap-design-principles/) |

Question: *(50 words + 1 image = 100 words)*
(Online: https://econsultancy.com/five-persuasive-web-design-techniques-to-increase-conversions/) From the reading "How to Use C.R.A.P. Design Principles for Better UX?", the author introduces a design principle called the C.R.A.P. Using the article and the front page of Spotify, state the four principles, and for each principle please briefly discuss how does the page satisfy the requirement.

Answer: *(240 words)*
(Marking Description: To gain full credits, a student needs to correctly state the four principles that are listed in the article, and then for each principle, the student should give ONE reason why the principle is met.)
1st principle: Contrast. One possible reason: the page of Spotify satisfies the colour contrast because between the text and the background colours, it shows high contrast, and the page does not have too many participating colours so that users' eyes are not strained. Another possible reason: it satisfies the size contrast because different elements, like slogan, text, top bar, and button use different font sizes. The font size of the slogan is the largest so that uses can focus on the slogan of Spotify at first.
2nd principle: Repetition. One possible reason: the repetition is practiced with the colours of the buttons of "Get Spotify for free" on the main page and the top bar. It maintains consistency so that users can be familiar with the usage of this button. Another possible reason: the repetition is practiced with the colours of the text. It maintains consistency so that users can

(Continue of the 2nd principle)
understand that the white words are text or description.

3rd principle: Alignment. One possible reason: on the main page (except the top bar), the slogan, the text and the button adapt the center alignment, so that users can have a better reading experience.

4th principle: Proximity. One possible reason: on the main page, the slogan, and the text of description are attached closely, so that the company could easily express their ideas to customers. With some blank between the slogan and the text, users can have a pleasant reading experience.