Question 1- Design

One of the main design principles for website design is simplicity. Jakob Nielsen (1999) proposed

that designers go through all of their design elements and remove them one by one. If a design works just as well without an element, then remove it. Do you think this is a good design principle? Please try doing this with either of the below websites & note down your experience. At

what point does the interaction break down? AICTE

- AKTU
- HRD https://hrm.mhrd.gov.in/home
- MoE Innovation cell- https://www.mic.gov.in/

Please provide which website you selected, your take on simplicity of the website & how many options can be removed.

Question 2 - Interface

Go to a few online stores and see how the interface has been designed to enable the customer to order and pay for an item. How many use the "add to shopping cart/basket" followed by the "checkout" metaphor? Does this make it straightforward and intuitive to make a purchase?

You may choose from any of the below websites:

- Amazon
- Flipkart
- Myntra
- Big basket
- Makemytrip

Please provide which website you selected, along with the ease of adding an Item to cart, checkout experience, your take on simplicity of the website & how many options can be removed.

Question 3- Shneiderman's 8 Golden Rules

- 1. Strive for consistency
- 2. Enable frequent users to use shortcuts
- 3. Offer informative feedback
- 4. Design dialogs to yield closure
- 5. Offer error prevention and simple error handling
- 6. Permit easy reversal of actions
- 7. Support internal locus of control
- 8. Reduce short-term memory load

You have to design an automatic pram to assist mother of a small child. The controls should allow basic functions like movement, speed control, brake. There should be an additional

function to rock the baby to allow her to sleep peacefully. Please design the interface and evaluate the same using Shneiderman's 8 Golden Rules.

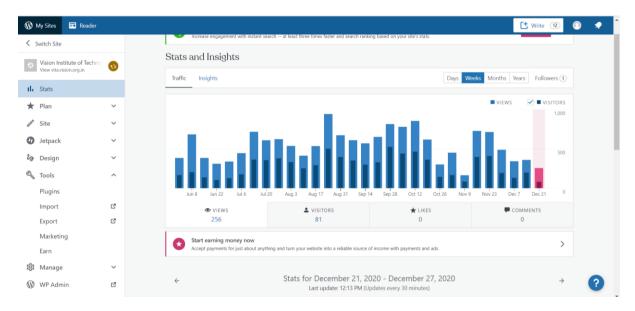
Question 4 (choose any one from the below 2 options)

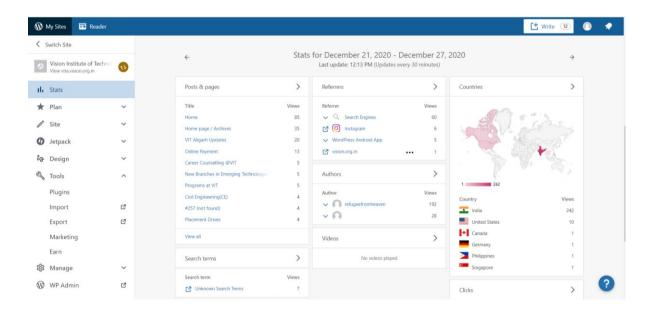
- Conduct a cognitive walk-through of new student may enter college & complete all formalities of registration, documents, & fees payment at college offices
- Conduct a cognitive walk-through of a student who wants to leave the college in mid-session for any purpose and wants return of her documents after approval from the concerned authorities & due clearance.

Question 5

Included below website usage report of vita.vision.org.in from Jetpack Analytics.

- 1. Pl check both images & provide details on information gathered & your recommendation for site based on the same.
- 2. Pl also inform all things which you feel are important for a website owner but not included in the report.





Home Assignment1. To be completed as homework & submitted to college on the next morning.

Find an everyday handheld device, for example, a remote control, digital camera, or smartphone and examine how it has been designed, paying particular attention to how the user is meant to interact with it.

- (a) From your first impressions, write down what is good and bad about the way the device works.
- (b) Give a description of the user experience resulting from interacting with it.
- (c) Outline some of the core micro-interactions that are supported by it. Are they pleasurable,
- easy, and obvious?
- (d) Based on your reading of this chapter and any other material you have come across about
- interaction design, compile a set of usability and user experience goals that you think will
- be most relevant in evaluating the device. Decide which are the most important ones and
- explain why.
- (e) Translate each of your sets of usability and user experience goals into two or three specific
- questions. Then use them to assess how well your device fares.
- (f) Repeat steps (c) and (d), but this time use the design principles outlined in the chapter.
- (g) Finally, discuss possible improvements to the interface based on the answers obtained in
- steps (d) and (e).

Home Assignment 2-

Principles to support usability are Learnability, Flexibility & Robustness.

Use Microsoft office 365 to design a ppt online of the above question and evaluated for the Mocrosoft Office 365 fares of the principles of usability- i.e. Learnability, Flexibility & Robustness