

Subject: HCI Assignment 4

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Date: Wed, 23 May 2007 13:14:00 +0200

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HCI Homework 4

Group: 3

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Date: 16 May 2007

Legibility (weight: 16.5/40)

Identify at least three labels which do not make sense.

1. The labels in the Search panel (Package trip and Shared Package) are not clear. It seems like the shared package option can be just one sub-option of the create package option. Also one could use more precise terms. (severity: 5)
2. 'my account/create new' does not make sense together - as a single link. They have different use cases. (severity: 4)
3. 'Menu' label is unnecessary. (severity: 2)
4. There are spelling mistakes that make the site illegible. E.g. Package tript, Recommandations. (severity: 1)
5. 'Username' is a more widely used label (instead of 'Login') and users are more likely to be familiar with this. However, we feel, using 'Login' is really not a mistake - its just old-fashioned. (severity: 0)

How would you rephrase them?

1. 'Menu' label can be omitted.
2. 'Search Holiday Packages' is a more clear label for the search panel.
3. 'My Account' can be grouped together with 'Login'. 'Create New' should be a separate label.
4. Spelling mistakes should be corrected.
5. 'Login' could be replaced by 'Username'. Login can be kept as a heading.

Communication consistency (weight: 16.5/40)

Identify at least three inconsistencies in the use of the language.

1. The titles of the offers are inconsistent:

- only the first one contains the price (California: Stay from \$69) (severity: 2)
- it is not clear what the title of the third entry is - is it "sweep someone off their feet"? Or, is it "romantic cruises"? (severity: 3)
- only the last offer contains a link on the bottom. (severity: 2)

2. Some labels are in French while everything else is in English. E.g. Offres du jour, plan du site. (severity: 3)

3. All action related labels should be verbs. Search and Create package are verbs but 'package trip' and 'shared package' are not verbs. (severity: 2)

4. In the website title the last word is capitalized in a strange way ('R' in 'Born to TRavel'). (severity: 2)

Explain your solutions to resolve these consistency issues.

1. We change the site title to 'Born to Travel'.
2. We translate the french labels to english labels to be consistent in the use of language.
3. The titles of all the offers are presented in a consistent way both in terms of language and typography.
4. All action related labels should consistently be verbs.

Typography (weight: 7/40)

Give some arguments for what might be problematic with the typography?

1. Bold and underlined are used in an inconsistent way. Some links are not underlined, whereas some headings are. (severity: 4)
2. There is a lack of hierarchy in the typography (all are the same size and the same font face). (severity: 3)
3. Title capitalization is inconsistent: 'create new' and 'romantic cruises' do not have capital 'c' and 'r' respectively, whereas most other labels (like 'Search') are capitalized. (severity: 2)

What would you do differently?

1. Create a hierarchy of typography. The site title should be bolder than the rest of the headings. Similarly, the description of the holiday package should be in a lesser font size than the heading label.
2. We feel we can get rid of underlines completely. They add to the clutter. Just by varying the font sizes and using bold text appropriately, we can create a consistent and attractive site.
3. Titles should be capitalized consistently.

To be consistent with the original design, we decided to leave the design quite simple. In particular, we used a plain background, given also that the images used on the page contain very saturated and vivid colours. To please the intended audience, in majority females, we gave a touch of colour on the lines.

Search Holiday Packages Create Itinerary Search Recommendations Create Recommendation My Account Settings Login Username: Password: Create New Account	Born to Travel Today's Offers  California: Surf in U.S.A. Stay from \$69! Or save even more: book flight & hotel together for a 3-nights package from \$414  Puerto Rico: An Island of Adventure Awaits Accommodation at El Conquistador Resort and Golden Door Spa (4 Stars)  Romantic Cruises Sweep someone off their feet! Imagine the two of you in a romantic location and plenty of time...  Last Minute Vacations Get away for less! This week-end or the next one - find great discounts for flights+hotel packages
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