

Due Friday, 7/24, at 10:00pm

Work with *one* partner. Register your group in CMS *before* submitting your work—one person *invites*; the other *accepts* the invitation.

1 Mobile web design. Design the homepage and one subpage of _____ for a *mobile browser*. Draw a sketch of each page. In a paragraph describe which navigational elements (see lecture notes) are important and present on your “pages.” Are there elements/functionalities that you have left out of or introduced to your design due to *mobile* browsing?

You can submit your sketches on paper (in class) or electronically (in CMS). Submit your paragraph in CMS.

2 Web critique. Evaluate the *Home* page and the *News* page of <http://www.weather.com/> based on our class discussion on Web design. Refer to your notes! Specifically, comment on whether the *Home* page and the navigation elements on the contents page (*News* page) are effective. General comments such as the “the purpose is clear” or “the organization is messed up” are not helpful. Refer specifically to the items discussed in class. Your critique should be about one page (double-spaced).

3. Usability test plan. Choose a website for which you would like to do/observe a usability test. Select a site that is relatively complex and has not been discussed in class. Exclude major e-commerce sites that likely have gone through repeated professional usability testing, such as Amazon, eBay, Yahoo, Google, Gap, etc. Write a usability test plan for the site. Each test session will be about 15 minutes. Submit a document that includes the following items:

1. The website address
2. Your objective for the test. What are the questions that you want answered through the usability test? What tasks will you ask the user to perform in order to answer your questions?
3. The script of your test—think about it as a 15-minute movie script. A usability test is normally repeated with several test participants. Therefore it is important to have a script so that you can give *the same instructions* to all the test participants. The script should include the following:
 - brief introductions (introduce yourself, the facilitator, and ask some questions about the participant, such as their work and how often they use the Internet per week)
 - brief description of the test (state the goals; emphasize that it is the site, not the participant, that is being evaluated; ask the participant to sign a permission-to-record form; explain that your team members will observe the session from another room)
 - instructions for the specific tasks that you will ask the participant to perform
 - a “thank-you,” of course!

All introductions and instructions should be brief since the test is only 15 minutes long. During the test, you will need to ask questions so that you can get a sense of what is going through the participant's mind. You won't write these questions on the script but you should plan on asking questions during the test.

We will choose one website and script from all the submissions for an actual live testing. Would you like to invite someone to the test? We will do the tests on Monday (7/27) from 11:00 to 11:45am. If you have invited someone to participate in the test (and the person has accepted), please send me the name and email of the person by Saturday, 7/25. We cannot pay the participants—yes, participants typically get paid in industry tests—but we hope that they will have fun and we will have a token of appreciation for them.

Submit your document on CMS under HCI Ex 2.