

Final Memo

There are many problems to be solved with the existing system. The users' desired goals and behaviors are most often achieved through only a small number of features that are visible on MyLVC's homepage. There are 16 options available to users right from the start. Some of these features are barely used if ever. The existing system may be overwhelming to users. Another problem is that the most used features are placed in the weakest area of the page. The features that are used most should not be located in the users' weak fallow areas. If they are used so much, then they should be easy to find. The existing system also affords confusion among users because of the various sizes, images, and colors on each of the buttons. All of the buttons or features on MyLVC essentially have the same effect when clicked on—they take the user to that feature on the site. The buttons vary in size, and some have an image on them while some have an icon and others have nothing at all. The colors vary between dark blue, light blue, gray, or no color (an image). The difference in buttons affords grouping in the users' minds, which should be avoided because the buttons all work the same. The features should not be grouped according to color, image, or size on the existing system, because the physical features of the buttons have nothing to do with their effects when clicked on. Another problem with the existing system is the user having to log in multiple times, each time they want to open a new feature. This adds extra steps that are not necessary, ultimately leading to the users taking longer to achieve their desired goals and behaviors.

The goals of the revised systems are to afford users achieving their desired goals and behaviors as easily and as quickly as possible. This was done so by applying various principles of design to the revised systems. The first revision went from 16 options down to six on the initial homepage. The features on the first row were more important than the features below it,

accommodating the design principle hierarchy. The six features used most often were visible on the page, and the user could see more by clicking “Additional Resources,” accommodating the design principle progressive disclosure. The next revision still had six buttons, but one of them was now the “Additional Resources” button. They were a more pleasing color, and only two colors were included rather than four. They were all made the same size to show they were related. The images on some of the buttons were also removed, and each feature then had its own unique icon. These icons were then used as bridging images as part of a mnemonic device. The icons were easily and quickly associated with each feature, which was helpful on the right side of the page, where the users were presented with time-sensitive information, accommodating scarcity, from the features most important to them. This revision included a settings button which allowed users to customize the features on their homepage. The default homepage, accommodating nudge, was based on frequently used features. The users’ options were not restricted, because they could pick and choose from the additional resources. A login page was also added to this revision. The third revision had eight features visible on the homepage with a ninth button labeled “More.” The side of the page went back to being a Twitter feed, and the settings button was still included but moved up on the page. This revision took out color completely for the features on the wireframe. They all look the same, so the users would expect them to have the same effect when clicked on, which they do. This revision accommodates mapping while also applying similarity to the feature buttons. The user can still customize their homepage, and a separate login page is included. Hick’s Law was accommodated in both the initial homepage and the pop-up menu that appears when clicking “More” because of the number of features visible at a time. The features are almost evenly split between those two areas, so one area is not overwhelming to the user. The login page on this revision applied the design principle

recognition over recall, letting the user recall only their password rather than both their username and password. These revised systems afford the user achieving their desired goals and behaviors much faster than the existing system.

The final revised design accommodates the design principles from all three of the previous designs. The login page was revised showing three different screens the user may see. Logging in one time rather than once every time the user opens a new feature is much more time efficient for the user. This system gives users the option to recognize and choose their account from recent logins, and then recall just their password, saving the user steps. This is recognition over recall being accommodated. Hick's Law applies to this design in both areas the features are located. There is no longer an overwhelming amount of buttons visible on a page at a time. Users can see more features that are not used frequently by clicking "More," which is an example of progressive disclosure being accommodated. All of the features look similar because of the similarity principle of design, unlike the existing page, which affords good or natural mapping. The settings button allows users to customize their homepage, which ultimately affords users achieving their desired goals and behaviors more quickly because they are essentially choosing the features to include on their homepage that will most help them do so. It is shown very clearly on the page when the user is in edit mode, so this revision constrains confusion and errors among users. The default layout, accommodating the nudge principle, is set to which features are used most often, but their options are not restricted because they can be made visible by clicking "More." Principles of design were taken into consideration as well as the users' desired goals and behaviors while revising the existing system. The revised system affords the users achieving their desired goals and behaviors much faster than the existing system, making for an overall better experience.