

Supervision 2 - HCI 2015/2016

Submission Deadline: 24 hours before supervision.

The tasks below are concerned with evaluating a travel booking website.

Task 1. Cognitive Dimensions of Notations ~ 30 - 60 minutes

(Lecture 6 in lecture notes)

Perform a Cognitive Dimensions of Notations analysis on a travel website by describing in detail at least 3 dimensions discovered.

For this, choose either the website of an airline company that allows users to also book travel (e.g. britishairways.com, flysas.com, klm.com), or a flight aggregator website (e.g. expedia.co.uk, google.co.uk/flights).

Consider both simple and more complex tasks (e.g. book a return flight for their holidays; book a complex trip, involving car rental as well, and moving between nearby cities via car and flying from a different airport; exploratory search for trips etc).

Task 2. Empirical evaluation ~ 30 - 60 minutes

(Lecture 7 and 8 in Lecture notes), (Rogers, Preece & Sharp 2011, Ch 2.2-4)

Discuss one way of empirically evaluating the usability of the website, besides the above analytical evaluation using Cognitive Dimensions. You should aim to describe the methodology, the recruitment of participants, the experimental task, the analysis of the data etc.

Discuss what the experiment would be useful for and what type of improvements for the website it could suggest.

Task 3. (More) Cognitive Dimensions of Notations ~ 30 minutes

(Lecture 4 in Lecture notes), (Rogers, Preece & Sharp 2011, Ch 3.3)

Propose a way in which the visual design of the site might be modified, that would have an effect on one of the Cognitive Dimensions described in Task 1. Consider any trade-offs that might result and discuss whether the proposed modification changes the other Cognitive Dimensions.

Task 4. Exam question

2014 Paper 7 Question 8: <http://www.cl.cam.ac.uk/teaching/exams/pastpapers/y2014p7q8.pdf>