| Challenge 3: Usability of apps and websites |
| --- |
| General Goal To properly identify the basic usability rules, and the main parts of websites and app: namely header, footer and body. A focus will also be put on the differences between Android and IOS and on the elements of website design. |
| Learning Objectives By the end of this module the trainees will be able to:   * understand the basics of the Internet and websites in general;   explore websites in their mobile view, understanding their structure and finding the needed information in them;   * identify technical problems when operating devices and using digital environments, and to solve them (from trouble-shooting to solving more complex problems). * use digital tools and technologies to create knowledge and to innovate processes and products. To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments. |
| Description This challenge focuses on practical exercises related to websites usability. The main objective of the activity is to make users capable to clearly recognize elements of good usability and elements of weakness. |
| Instructions **Warm-up activity**  The trainer will start with an introductory activity, by asking:  'If you were a website, what kind of website would be?'  *The trainer will prepare printed materials containing a check-list and an empty form to be filled out.*  **Core activities**   1. The trainer will create a list of websites and apps, and will ask the users to test the usability through the provided indicators: menus, structure of the body, colors, integrated tools, information displayed, general navigation. A list of good and bad examples of existing websites and apps in terms of usability will be provided. The SUS (System Usability Scale) will be introduced and used as a parameter for assessing the usability of the provided examples.   **Bad examples**   1. <https://www.domperignon.com/ww-en/> 2. <https://www.art.yale.edu/> 3. <https://www.pennyjuice.com/>   **Good examples**   1. <https://time.com> 2. <https://pittsburghkids.org> 3. <https://www.who.int>   Trainers will distribute the following check-list based on the Likert Scale:  (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.   * The website is easy to navigate * The website enables visitors to quickly find what they are searching for * The design and the color scheme is appropriate * There are tools to improve the accessibility * The website is responsive * There is a clear statement of who this website is for * I can easily find information I need to know * The visual information, language and design are appropriate * It easy to use the website * The menu labels/icons and instructions are clear   The same scheme fits for apps. Let’s see some examples:  <https://cubicleninjas.com/impossibly-ugly-mobile-app-designs/>  *The trainer will explain in detail each point listed above.*   1. The trainees should analyze every element and provide comments and notes, highlightining critical aspects and errors.   **Closing activities**  The trainer will involve participants in the following discussion:  'How would you improve the website or app?'  The trainer will then ask to list their comments. |
| Resources <https://usabilitygeek.com/an-introduction-to-website-usability-testing>  <https://99designs.it/blog/web-digital/website-usability-principles>  <https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html> |
| Additional activities (To Go Further) How would you improve this website? <https://www.uat.edu>  List the actions you would consider. |