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## Level 1 Digital Technologies CAT, 2018

### 91886.6 Demonstrate understanding of human computer interaction

Credits: Three

#### INSTRUCTIONS

Write your identification information in the header

schoolcode-yourNSN-91886.pdf

Choose *one* of the Human Computer Interface videos below:

1. **Airbnb**
2. **Netflix**
3. **Metlink**

Watch enough of your chosen video to be able to answer the questions. You can stop and restart the video using the || (stop) and > (play) buttons.

Use the information from your chosen interface to answer the questions to produce a short report. You must write about the option you have chosen. You may compare this information to additional information and examples from your course.

You cannot use information from the Internet. You cannot position links in your answer. You may use the snipping tool to add small images from the video to support your answers.

Your answer may be sampled to compare your answer with answers from other candidates.

You should aim to write between 600 and 1000 words. You can expand (or reduce) the text boxes as needed.

Before saving, **delete the videos**.

Save your work as a **pdf** with the file name: schoolcode-yourNSN-91886.pdf in the header.

Your teacher will tell you where to save this file.

**Merit**

**06**



### **Help and documentation**

The help section of the Airbnb website demonstrates the usability heuristic of help and documentation. For example, at the bottom of the home page for Airbnb, you can find a help button which, when clicked, leads you to the help page of Airbnb where you can find detailed solutions in steps on how to solve the problems that you may encounter on this website, such as how to create an account. This shows that the website has used the usability heuristic of help and documentation in its design as they have provided a page dedicated to helping those who may be stuck on performing a certain action on their website.

### **Match between the system and the real world**

The review section present on this website demonstrates the usability heuristics of match between the system and the real world. For example, in the review section, stars are used as a visual representation of how good the reviews for a certain host is, with 1 star being the worst and 5 stars being the best. Stars are commonly used in the real world as a way to rate all sorts of things, the use of stars on the review section of this website has shown that the website is following real world conventions, therefore demonstrating the usability heuristic of match between the system and the real world.

### **Visibility of system status**

The filter section of this website demonstrates the usability heuristic of visibility of system status. In the filter section, which appears after the user has used the search bar, there are filters that the user can add to what they have already searched. The filters that are currently being applied in the search are highlighted in blue, while the filters that are not being applied have a white background. This shows the usability heuristics of the visibility of system status as the blue highlight is a clear and intuitive way of telling the users that the system is currently taking these filters into consideration.

### **Aesthetics and minimalistic design**

The home page demonstrates the usability heuristic of aesthetics and minimalistic design. On the home page, pictures and short, concise, and relevant descriptions are used instead of a large amount of unnecessary descriptions. This shows that the website knows that every unit of unnecessary information competes with every relevant unit of information, which is why they only included relevant information, such as a picture of the home and a short description of its price, rating, and type. Demonstrating the usability heuristics of aesthetics and minimalistic design.

## **3. Evaluate your chosen interface using Usability Heuristics.**

The help section of my chosen interface has well incorporated and met the usability heuristic of help and documentation. The search function makes solutions very easy to find, the steps that are listed in the solution are concrete and do help the user resolve the problems that they are having such as how to sign in and the information's given are not very large and contain information's that are mostly relevant. So to evaluate my website based on the help and documentation heuristics which states that help given to the user should be realistic, easy to find and not very large and irrelevant, I would say that my website has done a good job of it, as my website has provided help and documentation to help the user resolve issues that they are having with the website, and not only that these information's that they have provided are easy to search for, lists concrete steps which will help the user resolve their problems and lastly it is not too large in size containing information's that are mostly relevant to solving the problem

My website has incorporated many aspects of match between the system and the real world such as the stars for the review section, the language selector and the currency selector. The stars follows real world conventions for rating, the language selector is there to make it so that the system can match the language that its users understand and the currency selector is there to match the currency that is used by the user. So to evaluate my interface according to match between the system and the real world, which states that the system should speak the language that the user understand, use real world conventions and follow real world logic, I would say my website has done a good job of it as the currency and star rating system shows that this website is following real world conventions while the language selector shows that the website is catering the language of the website to the language of that the user would understand.

My website has good visibility of system status as demonstrated by the filter bar which become highlighted in blue when the filter is selected and other things such as how the reviews which are shown in blue stars, the prices, the house/room type and the location of the property. According to the usability heuristics visibility of system status which states that the system should make its actions and information visible to the users in a way that the users can understand and is very clear and obvious, I think that my website has done a good job. Highlighting the search filters that are currently being applied in blue is a clear, effective and intuitive way of showing the users that the system is currently using these search filters. Using blue stars for the review scale follows real world conventions giving the user an intuitive understanding of the scale system used by the website. The language and currency selector allows the users to customize the website to cater for the specific language that they speak and the specific monetary convention that they follow. All of these shows that the system is showing a visibility of its system status in ways that follow real world convention and in languages that the user would understand.

My chosen website is designed to be minimalistic, the home page of my website well demonstrates minimalism through the lack of unnecessary information's and the effective use of images coupled with short, concise and straight to the point descriptions. The heuristic aesthetics and minimalistic design states that there shouldn't be much irrelevant information on a page as every unit of irrelevant information competes for space and attention with every unit of relevant information diminishing their relative visibility and importance. My website on the homepage uses very short and concise descriptions and images to make it so that all the key information's are visible to the users, and if the user is interested in a particular property which is featured on the home page they can click the image or the short description of the property for a more detailed description of the property. Evaluating my website using the heuristics of aesthetics and minimalistic design I would say that my website has done a good job of it.

**4. Compare and contrast your chosen interface with a different interface above or another interface you have studied. You might consider similar functions within the interfaces, e.g. setting up an account, search functions, etc.**

Both AirBNB and Metlink allows the user to set up and account to become a registered user of their service. What differs AirBNB's signup process form MetLink's sign up process is that the sign up process of AirBNB is much less detailed. AirBNB only require the same essentials for a user to sign up as MetLink which are the first name last name and email and password of the user. However during the sign up process met link also ask details such for the transport preference of the user allowing them to customize timetables and service updates to suit the user's need. It also ask for other noncompulsory preferences such as Journey planner preference and even commonly used bus/train stop preferences. There's even a recaptcha to identify robots to stop malicious users from abusing the site's systems.

**5. Use your comparison to suggest possible improvements to your chosen interface.**

There are definitely things that AirBNB can do to improve their sign up process as shown by the comparison between its sign up process and the Metlink's sign up process. AirBNB should ask for the user's preferences in the sign up process as noncompulsory questions. Questions such as where is your favorite travelling destination, what time do you usually travel, preferred type of accommodations and potential travelling destinations that the user is looking in to visiting can help the website customize its content to better cater for the users using the website and this can both help improve the marketing of the website, improve the user experience of the AirBNB website and potentially developing many long term users for the benefit of the website. AirBNB should also implement a system to prevent malicious users from using robots to abuse the sign up system of the website such as captcha which is used by Metlink as these robots can potentially cripple the website and ruin legit user's experience.

When you have finished, **delete** the three videos and save your work using the file format below.

**schoolcode-yourNSN-91886.pdf**

Your teacher will tell you where to save your work.

<b>Subject</b>	Digital Technology	<b>Standard</b>	91886	<b>Total score</b>	06 (M)
<b>Q</b>	<b>Grade score</b>	<b>Annotation</b>			
1		The candidate clearly described the role of Airbnb. Becoming a host, searching for homes, providing home details including reviews and promoting other services. To solidify this description the candidate should talk about the target audience.			
2		The candidate clearly and concisely identified and described 4 heuristics, help and documentation, match between the system and the real world, visibility of system status and aesthetic and minimalist design, providing one example of each.			
3		The candidate has evaluated how well each heuristic was met by their chosen interface using examples from their chosen interface. For example, under help and documentation they have said how well they have incorporated this into the site and given examples to illustrate this. The <i>"website has done a good job of it"</i> . Although they have only mentioned the 4 heuristics that they identified in Q2 they have provided more examples, for example under match between the system and the real world they have also talked about language and currency selectors. This is also true of the heuristic visibility of system status. To make this a more solid M, the candidate would need to evaluate more than 4 heuristics and not only talk about how the interface met certain heuristics but identify and evaluate any heuristics that may have been violated.			
4		In the compare and contrast section the candidate talked about the difference in detail of the sign-up process between Airbnb and Metlink. For excellence, the candidate would need to compare and contrast the chosen interfaces in terms of the heuristics. They would need to compare in terms of similarities and contrast in terms of their differences and then discuss.			
5		The candidate provided improvements based on content rather than heuristics. For an excellence the candidate would need to suggest at least two improvements for the given interface in terms of the heuristics. Improvements should be reasonable and justified and should come from their evaluations.			