

## Clingerman.M\_CritiqueRedesign.pdf

**Week 3 assignment:** A tiny critique and redesign for this assignment you'll be evaluating and redesigning a single screen of a user interface.

How would you like to monitor this company?

**STEP 1: Where to monitor?** (Choose one)

- Add this company to my Portfolio and alert me of changes
- Add this company to my Portfolio only
- Alert me of changes only

---

**STEP 2: How to monitor?** (Choose one)

- Alert me via email only
- Alert me on this website only
- Alert me both on the website and by email

Cancel Monitor Company

### 1. What are your thoughts about the usability of this design in the context of this scenario? (2-3 paragraphs max)

Cognitively, the load seems to be “blurred visually”. When I say blurred, I mean all of the information seems to run together and I feel confused, bored, and uninterested in reading it. Font size, font spacing, page spacing and single user of color are contributors to the problem. I believe in breathable space around information and a lack there if can cause this reaction. Poor use of breathable space can cause a claustrophobic feeling while using the product. The focus should be rather to avoid this when users are forced to make decisions. I believe that the breathable space or spacing in this case, needs to be expanded greatly to open up the typographic experience to the user for cleaner and more effective decision-making.

The affordance of setting alerts is offered on both Step 1. & 2. to the user. This seems confusing or maybe the content needs to be “rephrased”. Reorganizing the alerts into in one location may also be overlooked and needed. Use of “Step 1” and “Step 2” to seem to be unnecessary and remedial given this is a business platform there for the maturity of the experience may need review. Icons may work better than radio buttons to achieve better interest and memorable recall. Additionally, the horizontal line dividing the two different “call to actions” is both distracting and adds cognitive load where possibly simplistic design may pay off. With better attention to detail and hierarchical spacing a more visually concise dialog may be possible. Radio buttons may not be my first choice for option selection. There doesn't seem to be a feedback for the user to confirm their actions were received.

### 2. What information are you missing or wish you had? (1-2 paragraphs max)

At first glance I would say that this dialog box is confusing from an informational hierarchy perspective. The first missing item is the Company in Question. As this is a light box, this may be an opportunity for a “memory lapse slip” for the user. The Dialog may cover the name of the company in question allowing the user to forget the company in question. This seems like an obvious first step hierarchically.

Also missing in this scenario is a portfolio listings of other companies that I'm choosing/chosen to add to a portfolio to monitor in a “screen format” (listings the companies from your portfolio). This would be helpful when it comes time for feedback as you could then show your selection has been added. Feedback information in the form of a “toast” or small Icon for instance to let me know selections were added or an alert was set. A feedback solution seems to be

missing. One assumption here is that the bigger page view, that we cannot see, in fact contains that kind of information already ie. a portfolio of companies, but again the dialog may cover that aspect of the screen.

Grouping the alerts together as a series of alert options is missing. The alerts options are spread over 2 steps. Basic iconography is missing in addition to the use of color or sound to signify or confirm feedback when a company is added and alerts are set. Visual iconography can be incredibly helpful in terms of establishing information used frequently. Adding some basic iconography to draw attention to the difference between alerts via website versus alerts via email and so forth would be helpful to the user to make fast choices quickly. If the user is doing this kind of repetitive decision-making on a daily basis it can be very helpful to have iconography that is distinct and clear. In Norman's book the Design of Everyday Things several examples are given in this scenario where repeated buttons like on light switches on a wall can be mistakenly used for the wrong buttons. In this example the similar concern may apply. The radio buttons, in this situation, all the same, can be challenging to identify and possibly cause mistakes for users when trying to find the right choice throughout the day. I'd also love to see far better use of spacing and use of simplistic design.

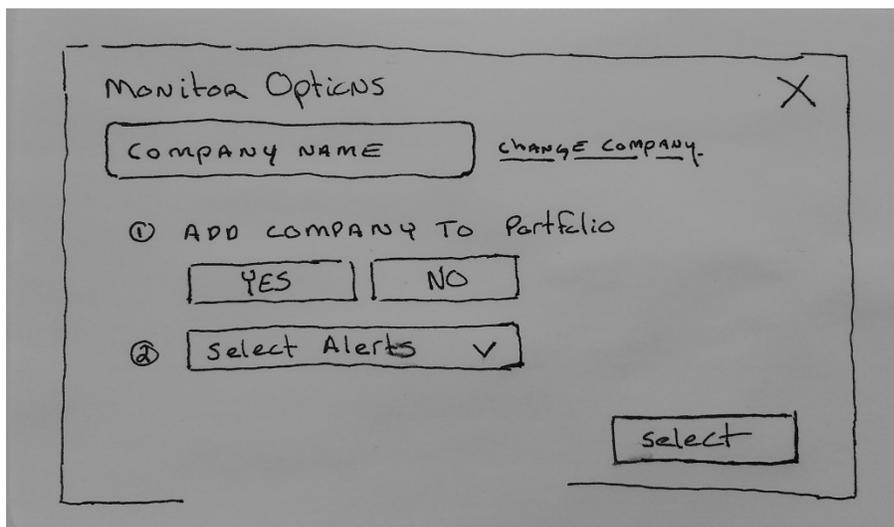
## Design Solution

### Photo 1

There are 3 phases to this dialog box.

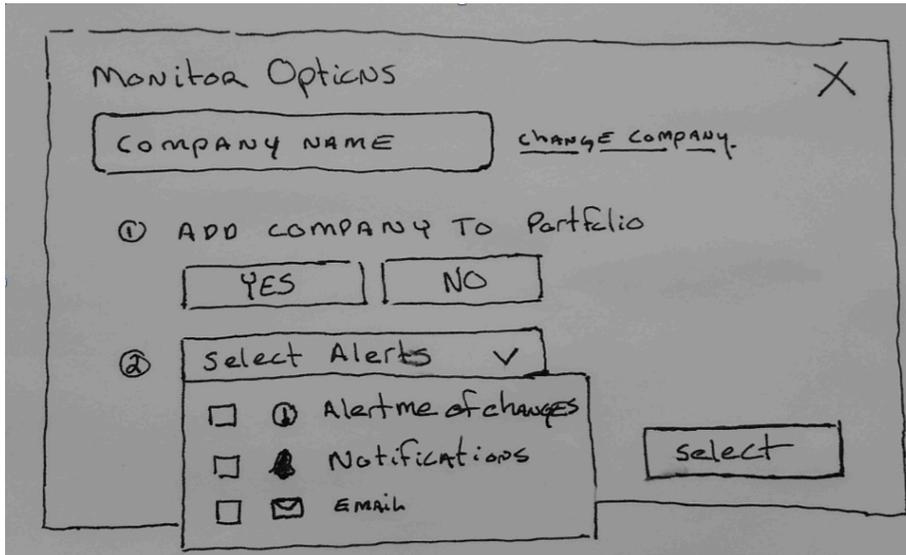
1. Add Company to Portfolio
2. Add Alerts
3. Feedback to user

In this sketch I've added the company in question to prevent Memory Loss Slippage by the user. I've also added an option to edit the company in question. This is an assumption admittedly but also a convenience option and possible step saver should there be a similar company name. Additionally, I've exchanged the cancel button for a more popular "X" for exiting the process. Step 1 and 2 are now replaced by small colored Icons and the CTA's (Call to actions) have refined and simplified verbiage. All alerts options are now under one dropdown menu labeled "Select Alerts." One "Select" button to complete the process is used.



### Photo 2

In this sketch the dropdown menu is shown. Icons and checkboxes are viewable to the user. The user can choose 1 or all the alert options. Icons are used to reinforce visual decision-making. The option for email "&" Notifications was separated for simplicity sake and to further lessen confusion points for the user while choosing selections.



### Photo 3

In this sketch the feedback to the user is displayed. Feedback would be triggered when the user makes a choice (On Mouse Up). The button functionality would be reversible so the user could change their mind and feedback would change to signify the users change. Alternatively, a "Clear Dialog Button" could be added to clear out the dialog box and the user could start over.

