

## Übung 1 – Mensch-Machine-Interaktion 2

### Exercise I: Web Usability

#### Part 1. Analysing Web Information Systems

**A1.** Consider a person is trying to find information about the warranty of a digital camera she owns. Describe a typical task and the steps the person will perform. In particular what information will the person use to find the information she is interested in. Select 2 general search engines of your choice (e.g. <http://www.google.com>, <http://www.altavista.com>, <http://www.alltheweb.com>) and perform the task step by step. Record your findings and compare the two search engines chosen. What user interface issues are important? What could you improve?

**A2.** Consider a person is reading electronic news paper (e.g. <http://www.tz-online.de>, <http://www.bild.t-online.de/>, <http://www.sueddeutsche.de/>, <http://www.taz.de/>). Compare how people navigate in an online-newspaper with reading a traditional newspaper.

#### Part 2. Presentation, Structure and Navigation

Analyse one of the following web presentations (<http://www.ebay.de/>, <http://www.zoll-auktion.de/>, <http://www.amazon.de>, <http://www.bol.de/>).

For the selected one:

- extract the abstract navigational structure of the site
- identify the main different pages layouts used (e.g. start page, product page, search page). Make a screenshot and save it as an image.
- analyse four of the main page layouts, identify (and annotate the screenshot with the information)
  - content areas (describe the use)
  - navigation areas (describe the function of the navigation)
  - search field

You are expected to submit a solution to **part 2** containing a navigation diagram, and 4 annotated screen shots by **7.5.2004** to [andreas.pleuss@ifi.lmu.de](mailto:andreas.pleuss@ifi.lmu.de). We recommend that you have a web site on which you publish your solutions.