

# VC 313 – IS: Mobile App Design

Cazenovia College – Spring 2019  
Professor Brian Hauser

Mondays 5:00 pm –5:30pm  
108 Reisman Hall

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## Exercise 2: Usability Analysis

**Due Date:** 2/11/19

### ASSIGNMENT BRIEF

There's nothing more annoying than when things don't function the way we expect them to. When we develop user interfaces (UI), we try to relate it to the "real world" – think the floppy disk for "save" in most applications. Why? Because we take our cues in the digital world from ones we've already developed in our ordinary lives. Cognitive friction occurs when the cues don't match our expectations. Learning to avoid cognitive friction in UI design can help make the user experience (UX) of products greater.

For this assignment, you will analyze your app based upon what you imagine the user's needs to be, business needs of the client, limitations of the technology (interface components), and the usability principles we discussed in class. (NOTE: YOU HAVE A LIMITLESS BUDGET FOR THIS ASSIGNMENT)

### METHOD:

1. List the user's goals, needs, wants and technology skill level. [20 points]
2. List the business needs of the client (the manufacturer of the product). [10 points]
3. List the Limitations of Technology (Interface Components). [10 points]
4. Analyze your app according to the 5 Usability Principles from the user perspective [50 points - 10 points each]
5. Using the lists you made in steps 1-3, Filter and Focus your Requirements. [10 points]
6. Using what you have learned by Filter and Focusing and analyzing the usability of your app, create a new list of Features and a new list of Functions. [20 points]