

Usability and human factor studies of technology

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A preferred interface for senior citizens would be a Graphical User Interface (GUI). The web usability principles created by Jakob Nielsen helps to create a user-friendly website for both experienced and inexperienced users. The two most important principles needed in evaluating this site include; ' recognition rather than recall'. This principle provides an advantage for senior citizens as it minimizes the user's memory load, making the website more sensitive to their needs. This principle also ensures that instructions are visible and easily retrievable. This heuristic is rather important in order to meet their specific needs. Another one would be ' aesthetic and minimalist design'. This is similar to another principle ' Help and documentation'. These principles order the simplicity and relevance of information usage. Too much of a worded content may get them confused. With these, we should be able to value and determine the effectiveness of the website to its target market.