

# Usability



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Evaluation of Usability. gov Purpose of the Website Usability. gov is a platform for the government web developers and designers to get guided about the aspects that should be included in a website to make it usable and accessible for the end-user. It has various other aspects of information on how to;

Collect data on the basis of requirements of the user and then present it in a useful manner on the website.

Development of prototypes.

Perform usability tests and then deduce results regarding the level of usability of the website.

Measure trends (U. S. Department of Health & Human Services, n. d.)

## 2. Structure and Target Audience

The website is structured around the techniques that are used to enhance usability in websites. Different guidelines are also present to guide the web developers and designers about how to design with usability as one of their main objectives. The target audiences for this website are website developer, designers, individuals who want to test their website with respect to the level of usability. There are many similar websites on the web for example Interseller (2010), but this one seems more organized in terms of its content and layout.

## 3. Useful Aspects of the Site

There is a very useful option to increase the font size on the website so that older people or weak sighted people face no difficulty. There are few templates available on the website that are equipped with tools and features for enhancing usability. These templates can be downloaded for free and be used as a basis for further development. ' Search Input Box' is placed on the

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website to help the user find the required information on the website instead of browsing through the entire content. Information is grouped in a comprehensive manner for example; all the guidelines can be found in one section while templates can be found in the other. There is a print option that can facilitate the printing of the content on the website. The main aim of the site is communicated at the homepage in a clear and comprehensible manner.

#### 4. Interesting Finding

The whole website can be shared with someone via email, facebook, twitter etc. The sharing of this website will highlight the importance of usability and make people aware about the measures that have been taken by the government to enforce usability standards. A step-by-step visual map is present on the site to help the web designer understand the design process.

#### 5. Valuable Links

There is a blogging area present on this site. It is very informative since it has articles and discussions related to the latest and emerging technologies. People can share their opinions and discuss the most effective measures that can be taken to enhance usability. I found many interesting articles there and aim to follow the discussions regarding my field of interest.

#### 6. Evaluation of the website

It is a very useful site for the web developers and designers since they can follow a comprehensive step-by-step guideline to produce usable websites. Web designers are aware of the fact that good level of usability generates more traffic therefore they can get useful help from the source under discussion. The guidelines are divided categorically for example links, headings, page layout, text appearance etc. The guidelines are also available

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in a combined form in a single online book that can be very helpful for the targeted audiences.

#### References

Interseller, (2010), Usability Analysis, Retrieved from: [http://www.interseller.com/usability\\_analysis.html](http://www.interseller.com/usability_analysis.html)

U. S. Department of Health & Human Services, (n. d.), Usability. gov, Retrieved from: <http://www.usability.gov/index.html>