Analysis of Web Site Usability for Interface Improvement Using T-Model Procedure

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ABSTRACT

With the huge tendency of users toward online web sites, many issues regarding the user behavior interacting with these websites are yet still underestimated and not addressed in all aspects from software developers or business organizations. In this paper, we solely focus on the usability analysis of social network websites to enhance and improve the use of these social websites for more effective and motivational interaction. We use T-Model procedure as a mechanism of this research. Subjects with variation of expertise are contributed to the research of this paper. Minor quantitative analysis will be employed to test the hypothetical of this research in the further research. Result and its implications will be discussed profoundly at the end of this research.

Keywords

Web site usability, Interface improvement, T-Model

I. Introduction

Thorough comprehension of user behavior interacting with social network web sites provides an opportunity of web design and interface design enhancements. It provides front-end web developers complete understanding of user preferences and requirements. In no controversial argument, interface is the most significant element in web or system design. It works as an intermediary between system and its users. In other words, simplicity of the interaction between system or web and its user bring satisfactions and entertainments.

However, there have been several techniques to measure the usability of different system either hardware or software for improving the interface that acts as a middle person between systems and its users. A GOMs model deems to be powerful model in determining and measuring the usability of websites. It is basically based on a set of processes ;(1) goals ;(2) operations; (3) method; and selection rules. This model focuses on the time prediction takes expert users to finish a task. However, this model concern is only the user performance and ignoring the other usability parameters and measures. Even though, the quick the user complete the task, the more we say the system is usable. Measuring the performance can be deemed as only factor of the usability. In general, usability of social network sites needs to be thoroughly studied from different aspects. In

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contrary, protocol analysis recently has been used as techniques of testing and evaluating usability of commercial websites and other websites. It is a technique that involves users to participant in giving feedback regarding to the system usability in a form of verbalizations. And this verbalization is encoded and analyzed to elicit useful information, which can be used to enhance the design of these social network websites. Recently, Sami at el [1] suggested a model to test the usability of websites. The model consists of two main elements, users and observer, and four processes performed by a users, intended action, observed action, intended output, and observed output. The obtain data from these process are being interpreted to identify reliable and assisting information in the development and design process.

Additionally, with the tremendous changes in the design of social network site that help to provide users simplicity of interaction, still yet, there are major faults in the design need to reconsider to improve the interaction and provide enjoyments. One of the dominant social network website is Facebook. Facebook's users have tremendously increased. This increase opens eyes of the web design developer on the effectiveness of the design and readability of the contents. Facebook has recently received extensive overhauled and remedies to the design of the interface to provide entertainment while user interact with a web. This paper is organized as follow, section 2 describes the usability of social network sites, section 3 describes analysis of this

study, and section 4 concludes the research of this paper.

II. Usability of social network Web sites

Usability is defining to which extent a user can enjoy the interaction with a product without facing obstacles and misleading. Usability of social sites becomes a center of concern of developers and designers. Robert [2] studies the design and usability of social websites. In his research he found that interface is lacking of effective design. The easiness of navigations provides a motivational impact to users to stay longer enjoying the interaction. Doug at el [3] performed evaluation of three one social network websites (Facebook, MySpace, OrKut). The result of the research showed that there are major problems such as confusing terminology, inadequate feedback and error messages, and improper link location impacted user performance and satisfaction. These ample issues can provide a clear concept to developer to take into consideration. This concept is about the easiness of the use of a particular website to perform such a specific task with collaborations of the motivational and inspirational design. Taking into account the collaboration among users is a opportunity to observe the collaborative performance in terms of user-friendly interface. Shu-Yu Ye performed a research on the enhancement the value of social network sites with produce-consumer collaboration [4]. In the research, he insisted on the dynamic feature existence, he found that providing a dynamic feature that gives user autonomy of acquisition control over the website functions and design. In other words, providing a self-defined feature can provide an ability of enjoying the interface according to their preference. Moreover, consideration of user behavior communicating with online social network websites can reveal plenty of chances to enhance the website design from various angles. Fabrĩcio at el [5] concentrated on the user behavior while connecting into social network websites (OrKut, Hi5,etc). The study conducted by the researchers crossing different countries revealed the frequent actions and attitude most users do.

III. Study analysis

As we conducted a study on web sites using T-Model, we identified that usability of the web sites is still beneath the level of most user expectation particularly those extraordinary users. We found that usability of social network websites needs to be addressed from a different angles to fulfill the user requirement since social network website is recently become a place where they can collaborate with other people across continents.

We found that many users are disappointed with some presented features with a wrong leading. They found that some information on the websites particularly Facebook is misleading and hard to navigate. To fix and solve some hidden information require user to spend time attempting to just complete the tasks. Reaching every user expectation and satisifaction is hugely a challenge that is hard to accomplish, however, considering few user requirements can highly cover and represent huge number of diversified users in demographical areas. We also identified that major of users have some particular similar preference in the design such as easy removal of people, easy privacy configurations, and self-control over the entire interface.

IV. Conclusion

As a conclusion, we identified that usability of online social network still lack some of studies. The reason behind the interest of performing analysis on the usability of the social network website is the tremendous increase in the number of users, business organizations, and political organizations. This tendency grabbed our attention to perform extensive analysis using T-Model. The T-Model is an effective model in measuring the extent of the usability of websites such as Facebook, MySpace and others. In Addition, we found that information representation is incoherent and need to overhaul and meet user needs and expectation.

Acknowledgment

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