Exercise 1 – Mensch-Maschine-Interaktion 2

Web Usability

1. Presentation, Structure and Navigation

(Per-person homework, 1 week)

Analyze one of the following web presentations. Make sure each member of your group reviews a different site.

http://www.eurosport.de	http://www.nbc.com	http://www.zdf.de
http://www.wdr.de/	http://www.bbc.co.uk	http://www.n24.de/

Your solution must contain several annotated screenshots and a navigation diagram giving an overview of the selected website and its structure. It must be submitted via e-mail to bremer@cip.ifi.lmu.de by **Friday, May 4th, 9 a.m.** Each student must hand in a solution. Please use a PDF attachment with a name of exercise1-*surname*.pdf. Try to keep the attachment size below 5 MB.

2. Concept and Layout of a Broadcasting Corporation Website

(Per-group homework, 2 weeks)

As more and more content moves to the web, traditional media companies face an uphill battle. In order to keep their audience, tried-and-true business models have to be adapted and web presentations have to be constantly updated to reflect the latest developments and satisfy user demand.

For this exercise, check out http://www.ard.de/ – the website of the German association of public broadcasters – and make yourself familiar with the current structure and features. Try to come up with an improved design and concept by enhancing the overall usability and adding new features that make the site more attractive to its readers. Be as creative as possible, but make sure you only suggest reasonable additions.

Your solution must include a self-contained example web page which demonstrates your design and a short text which describes the thoughts behind it, e.g. the way the different components of the user interface are intended to be used. Please note that a simple, non-functioning mock-up created with a graphical tool like Adobe Photoshop is entirely sufficient; an interactive prototype made in Flash or a HTML/CSS skeleton, however, is preferred.

Submit your solution by e-mail to bremer@cip.ifi.lmu.de by **Tuesday, May 8, 9 a.m.** Each group must hand in one solution. Please use a .zip attachment with a name of exercise1-group*N*.zip. Try to keep the attachment size below 5 MB. Put the description of the design in the main text of the message (no attachment).