

CIS 375

Case Study 2: Usability of iPads and Websites

The following report must be used for reference to complete this assignment. The Nielsen Norman Group published a report titled, "Usability of iPads and Websites." The report is a case study of the iPad usability and can be downloaded from http://www.nngroup.com/reports/mobile/ipad/ipad-usability_2nd-edition.pdf.

Write a two to three (2-3) page paper in which you:

1. Analyze the use of gestures in iPads. Address how users feel about gestures.

Evaluate how users feel about the user input when it comes to filling out complicated forms on the iPad.

Assess the usability of back buttons and thumbnails on the iPad.

Evaluate the features end users liked and disliked, and speculate about the reasons for their responses.

Provide your overall likes and dislikes of the iPad usability and its features.

Your assignment must follow these formatting requirements:

Be typed, double-spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.

Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

Compare and contrast the different types of interactive environments.

Explain the characteristics of human-centered design methods.

List the general principles used in the heuristic evaluation of a user interface design.

Use technology and information resources to research issues in human-computer interaction.

Write clearly and concisely about human-computer interaction topics using proper writing mechanics and technical style conventions.

Grading for this assignment will be based on answer quality, logic/organization of the paper, and language and writing skills, using the following rubric.

Points: 50		Case Study 2: Usability of iPads and Websites			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Analyze the use of gestures in iPads. Address how users feel about gestures. Weight: 20%	Did not submit or incompletely analyzed the use of gestures in iPads; did not submit or address how users feel about	Insufficiently analyzed the use of gestures in iPads; insufficiently addressed how users feel about gestures.	Partially analyzed the use of gestures in iPads; partially addressed how users feel about gestures.	Satisfactorily analyzed the use of gestures in iPads; satisfactorily addressed how users feel about gestures.	Thoroughly analyzed the use of gestures in iPads; thoroughly addressed how users feel about gestures.

	gestures.				
2. Evaluate how users feel about the user input when it comes to filling out complicated forms on the iPad. Weight: 20%	Did not submit or incompletely evaluated how users feel about the user input when it comes to filling out complicated forms on the iPad.	Insufficiently evaluated how users feel about the user input when it comes to filling out complicated forms on the iPad.	Partially evaluated how users feel about the user input when it comes to filling out complicated forms on the iPad.	Satisfactorily evaluated how users feel about the user input when it comes to filling out complicated forms on the iPad.	Thoroughly evaluated how users feel about the user input when it comes to filling out complicated forms on the iPad.
3. Assess the usability of back buttons and thumbnails on the iPad. Weight: 20%	Did not submit or incompletely assessed the usability of back buttons and thumbnails on the iPad.	Insufficiently assessed the usability of back buttons and thumbnails on the iPad.	Partially assessed the usability of back buttons and thumbnails on the iPad.	Satisfactorily assessed the usability of back buttons and thumbnails on the iPad.	Thoroughly assessed the usability of back buttons and thumbnails on the iPad.
4. Evaluate the features end users liked and disliked, and speculate about the reasons for their responses. Weight: 15%	Did not submit or incompletely evaluated the features end users liked and disliked and did not submit or incompletely speculated about the reasons for their responses.	Insufficiently evaluated the features end users liked and disliked and insufficiently speculated about the reasons for their responses.	Partially evaluated the features end users liked and disliked and partially speculated about the reasons for their responses.	Satisfactorily evaluated the features end users liked and disliked and satisfactorily speculated about the reasons for their responses.	Thoroughly evaluated the features end users liked and disliked and thoroughly speculated about the reasons for their responses.
5. Provide your overall likes and dislikes of the iPad usability and its features. Weight: 15%	Did not submit or incompletely provided your overall likes and dislikes of the iPad usability and its features.	Insufficiently provided your overall likes and dislikes of the iPad usability and its features.	Partially provided your overall likes and dislikes of the iPad usability and its features.	Satisfactorily provided your overall likes and dislikes of the iPad usability and its features.	Thoroughly provided your overall likes and dislikes of the iPad usability and its features.
6. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present