

Website Design Usability Issues Faced by the User in Pakistan

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Abstract

In this research we identify the usability issues, website does not meet the user need it is not best approach of web usability. Website that contain the structure of a particular domain, business but does not fulfil the user's objective it is major usability issue of website. These websites will also not fulfil the organizations need. For web usability first of all the website must be user friendly. The objectives of the website must be clearly define. Short links given for user to easily access the website. Website contain some features, to use the website and their features some key points must be clearly define to reduce the usability issue. Navigation bar must contain some common links that the user find in all websites .All links must be cover their title which provide the user access to fulfil the needs. Website establishment must provide guidelines for writing styles, for navigation bar, page design and for short links that provide the better usability to user. In all website criteria maintenance is very important for better usability. Also monitoring helps to reduce the usability issues of a website

Keywords: Usability, Website, Page design, Navigation bar, link.

1. Introduction

In recent many years many flaws were found in websites usability which creates problems for users .HCI works on web usability to find what is the best way in which reduce the user issues which he/she face when use websites. Usability is a key point in HCI to determine the quality of the user interface. Usability issues occur when user cannot satisfy website and cannot effectively complete their task. Website bad design create problems when user using the website. Mostly the navigation design create problems when the user visit the links or when the user search for specific goal (Ed H. Chi, Adam Rosien & Gesara Supattanasiri & Amanda William's, 2003). User simply move page to page to achieve their goal if the user does not have more knowledge about the website. A research by Rashmi Sinha and his other colleagues identify that 53% websites goes into loss because their searching information is not in proper format (Rashmi Sinha& Ping yee).Website information writing style also create problems for user. User cannot easily learn the information about the website. The website development team must evaluate the website according to user point of view. When the website is not contain the information according to organization this flaw also creates problem in usability (Sylvia K. Fisher, Jean E.Fox , William Mockovak).In typical websites the configuration usability problem is that user interested in simply entered a small information about their objective and obtaining a complete result (Deborah L. McGuinness & Peter F. Patel -Schneider) . In usability problems, website interface use create problems when the user does not know how they interface with the website to solving their task. Within the design of the website large no of contents creates usability problems for the user when user search for something. Some organizations often design the website that contain the contents or structures which only describe the internal concern of the organization rather than what is the User needs in this website. In previous websites the major issue to place the information also create the usability issue , information that is relevant to user or that is relevant to organization is not place in proper order or in one place which creates problems when user try to know the basic information it makes a bad usability impacts on user interaction. In usability requirements of any website it should be evaluate that the website meets the user needs or not otherwise it creates problems. Tough website design creates major usability problems, in such a design first user try to understand the system that how they use the system to complete their task. To improve the usability within the website design it is important to evaluate the usability according to end user's point of view so that it can be analyzed and evaluated to improve the interaction among website and the user. To improve the website usability the data gathered from end user's it will be very useful for designed new websites. When we talk about usability it is not concern only the user experience or we cannot limit usability only the interaction between the website and its users but it also include the functionality of the website or the satisfaction of the user. To fulfill the information that the organization wants to provide the users for this purpose the website must be designed in a systematic , logical manners that will compete with real world navigation. The website color may also have great impact on users when the user will use the website, some designers will choose that light background or dark word color is a better contrast for interactive website.

2. Problem Statement

As we have been already discussed that many problems and issues arise when user use the website for specific purpose. The main purpose of our research and study is to focus on usability issues which user face when they interact with the website. The focus of our research is to determine the usability issues.

2.1 Related Work

From the recent years , many research was done on website usability issues. Many researcher select this topic and try to identify which type of issues user face in website when they interact with the website for specific purpose. They also suggest the solutions to overcome the problems. Our research is to focus on the usability issues and provide some solution to users because when user use the website for their need usability issues make bad impact on user and suggest user to leave the website.

2.2 Research objectives

1. The major objective of our research is to identify the usability issues which was made bad impact on user's satisfaction.
2. To analyze the solution on the base of previous research which was made on that topic by the other researchers.

3. Literature review

The major issue user face in usability when using different websites is due to not a proper format of navigation. When we design a website we will prototype the website service so that we will judge what the behaviour of the user when he/she use the website for a specific goal (Ed H. Chi, Adam Rosien, Gesara Supattanasiri, Amanda William's, 2003). Within the website designs usability is a simple term that express the quality of the website and the information about the user's point of view that the website will be uses (Joel Mvungi , Titus Tossy , 2015).By examining usability problems, in website testing the development team must evaluate the website in user point of view so that it makes the idea about the website meet the user needs. One process in reducing usability problems is to focus on user centered design, this process ensures that what will be the needs of the user at beginning of the website design to all other phases of the website (ylvia K. Fisher, Jean E.Fox , William Mockovak).

It is necessary to identify that the information representing by the website is according to organization or not. If problem was occur then the website not mostly used in more domains (Deborah L. McGuinness & Peter F. Patel -Schneider). Within the website navigation is the major issue for usability, in navigation design it makes good impact if the user have a basic idea about the links and generally known where he/she currently are and what their goal (Rashmi Sinha & Ping yee). Within website, the flow in the structure is move from page to page. Colour and the font style must be same in all pages. The layout of the navigation must be the same in all pages to reduce the usability problems (Pamela Vaughan , 2012). To solve usability problem it must be measure that how user will interface with the website to solve their task (Kasper Hornbaek, 2005). Within the website design, the difference occur between the proposed uses of the website and the actual interface use of website this create problem which user cannot understand (Loel Kim , Michael J.Albers). By examining the behaviour of the user or its mental effort usability issue about the website design can be measured (Bahador Jamshidi , 2011).To improve the usability within the website some guidelines should be provided that guide the user in how to use the website .In website, feedback feature must be provided to know which problems occur for user's perspective (Nigel Bevan, 2005). Within the website design specific information according to user or according to website should be place in one page to prevent the more scrolling that make bad impact on user (Nigel Bevan, 1998).One role of evaluation is that it should be complete understanding of the needs when developing a website and when use website. Design is that to specify which task the website will perform and what type of environment in which they will work. There is need to design such a system that gives the expected behaviour or the completeness of the user's need (SAMUEL SSEMUGABI, 2006).When the website implemented according to tough design then user does not understand the website so they cannot receive the information related to organization, it will be the bad impact for the user of the website (Adrian Fernandez ,Bonita Grossnickle & Connor Leinneweber & Samantha Le , 2012). To improve usability issue model the website design regarding to contents that are relevant to the information of the website (Roman Zollet , 2014). In usability issues sometimes website designers have disregarded the usability factors because they don't have general idea about that so they don't take the importance of human factors. If the website give the good impact to user than user visit the website otherwise user will leave the website in a while (Naveed Anwar , Adam Kwoka, 2012). Graphics used in website designing enhance the usability of the website but in developing website try to use such images that take less whether the website tested at each stage of the process and improve their usability goals. The ability to improve design of the usable website that meets the user needs and then use this Concept on future websites is the goal of the web designers that work on websites to improve usability issues (CynthiaM.Calongne,

D.CS. 2001). In website designing, when the home page of the website designed just include the necessities so that when any user use the page they easily get Idea what the aim of the website and what will be the next step of the user. When the website take longer time to load than the mostly users does not tolerate with the slow websites , user will leave the website if this issue will ignore then the organization going to a greater lose , websites must be response to users in seconds (Chris , 2009).Within the website the search bar used must be understand the words given by the user, analyse the contents of the web page and then translate words (Justin Mifsud , 2011). For improvement in usability it is necessary to determine something before design the new website for any organization, examine what the need of the user on the website, How will the user easily interface with the system and which part of the website that is difficult for user to interface and how many problems that may happen when user use the website (jakob niesen , 2012).

4. Methodology

We are studied on usability issues that user face in when using a website .On the base of previous research it is determine usability issues occur when user does not make proper Learning, does not achieve the efficiency, make errors with the website, and does not Properly use website. Researchers use evaluation or test methods to improve the usability problems, i.e .multiple members of a group evaluate the website before deliver it for the user they check the website according their own perception. Multiple team members may identify more usability problems rather than a single one which is more appropriate for improvement (Najmeh Ghasemifard & Mahboubeh Shamsi, Abol Reza Rasouli Kenar & Vahid Ahmadi, 2015) .Searching for something is also a cause of usability problems. According to previous research when users search for something they cannot switch between data. A method is made on this issue is that they experiment the user's behaviour when user search for According to this research usability issues overcome by replacing website according to user friendly design and by measuring the usability. Usability measure in three terms, first to determine what will be the attribute of the website, second usability measured by determining what will be user behavior and mental effort when use the website third usability checked how the user interact with the website,what will user perceive when using a website (Bevan, Kirakowski, & Maissel, 1991).To improve the usability of the website , regarding this research observers try to analyze the behavior of the user .

5. Scope and limitations

The main purpose of this research is to focus on usability issues in website designing and defining the current procedures that are used to solve this problems. The limitations of this research is that they performed in all countries to improve the usability problems.

5.1 Scope

Our research address the usability issues which was faced in website designing. It defines the previous work that was done on this topic by other researchers and suggested the solution to overcome the problem. Many work done on these problems that provide the base for future researchers and also provides the solutions to the problems.

5.2 Limitations

The research on this topic may be performed in many countries to improve the usability issues. Usability issues cannot be properly solved but every time website designers try to solve the issues by analyzing the result on the base of collected data from users.

6. Conclusion

According to previous research designer determine the user's natural behavior in using website and then guided according to their nature (Najmeh Ghasemifard , Mahboubeh Shamsi & Abol Reza Rasouli Kenar & Vahid Ahmadi , 2015) .

User does not understand when they search for something they only try to fulfill their task this is because they cannot properly understand the display information or data.They cannot select multiple items simply browse for searching something (Rashmi Sinha & Ping yee).Usability based on user interaction with the website and can only be checked by determining the user behavior , user satisfaction and user perceptibility. Any problem with the website that makes bad impact on user satisfaction or perceptibility of the user may change the website usability. A website cannot be consider best before it is evaluated by the user but have some features that determine the behavior of the user, including all the features that imagine useful for the user within the website design. Quality of the website is the key point for the user in best usable websites (Bevan, Kirakowski, & Maissel, 1991).

7. Reference

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