Exercise 1 – Advanced Topics in HCI (MMI 2)

Web Usability

1. Presentation, Structure and Navigation (5 Points – May 5th 2008):

Analyze **four** of the following web presentations:

http://www.spiegel.de/   http://www.stern.de/   http://www.faz.net/

http://www.morgenpost.de/   http://www.stuttgarter-zeitung.de/

http://www.washingtonpost.com/ http://www.nytimes.com/

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 *UniWorx* by **Monday, May 5th, 11:59 a.m.** Each group must hand in a solution. Please create a PDF document and place it into a ZIP file. The file size must not exceed 10 MB.

2. Concept and Layout of a Broadcasting Corporation Website (10 Points – May 19th 2008):

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.sueddeutsche.de/ – the website of "Süddeutsche Zeitung" – 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 through *UniWorx* by **Monday, May 19th, 11:59 a.m.** Each group must hand in one solution. Please place all required files into a **.zip** file. The file size must not exceed 10 MB. Put an additional PDF into the **.zip** file that describes the design.