

**QMT 323E: Design and Development of Web Based Instruction**

**ASSIGNMENT: Evaluations of Websites**

**Name: Lim Choon Seong**

**Matrix number: 102643**

**Due date: 27-01-2011**

**Lecturer: Dr. Rozinah Jamaludin**

Introduction

Social network service, a term that I would not believe it turns out to be very famous nowadays. All I understand in this term is that it fundamentally explains about how a person or account holder contact or communicate to all walks of life in this technology world. However, things do not expand just that way as social network service nowadays incorporate the abilities of sharing videos, audios, games, links and so on. Isn’t the service unbelievable? Well, the two websites that I am going to evaluate will be Facebook and Friendster. Both of the social network services are created in year 2004 and year 2002. Below are the distinctions between both of the websites.

Facebook

Content

Firstly, in term of content, the publication of Facebook is open and all intended content appear on the website. For instance, on the very top of the website, there are three types of navigation buttons which named Friend Request, Message, and Notification. Why do I call it contented? Is when the account holder log into the website, he or she will automatically found out whether anyone updates his or her wall whereby the contents are appropriate and demanding by the user. However, there are no restrictions on the sharing of content; therefore sometimes the content might be not appropriate to the users which are underage. For example, blue films are the main sources which giving the early exposure to the underage users, as a consequences this might poison the thinking of the underage users. Thus, I would say the appropriateness of contents is depending on how a user defines it. Some might define it as informative and appealing but I will rather call it cool.

Secondly, the language of Facebook is totally thoughtful for the different users from all over the world, it supplies with 68 languages as the option of the users. Therefore, there should be no problem for the users to comprehend the function or guidelines given to access in the website. On the other hand, only the size of the text written will be a problem to the users. After being a one of the users in Facebook, I would suggest the font size should be bigger than the present ones. It would strengthen and keep the users finish one of the post, especially when someone who has to click the ‘more…’ navigation button in order to read a very long information that posted by others.

Next, in Facebook, the supplemental contents are not adequately secure user trust as happened before which all the personal information like home address, cell phone number, and also e-mail address were published in the users’ profile. What makes the situation worst is there are no notices announced by the administration of the Facebook about the publication of personal details. Especially there are several reports on users’ e-mail were hacked and also the happening of crime such as homicide due to the home address publish in Facebook

Then, the graphics and multimedia elements in Facebook, in fact all the presentation on the web are clear enough as the users are limited to upload files which not exceed 1024Mb which is not more than 20minutes. In my opinion, I think one of the disadvantages is that users can only upload something not more than 20minutes, what about the file with more than that? The users will need to use the multimedia tools and edit the file before it can be posted on the wall. How about the edited files? It takes longer times for the users to upload it as the files reach the limitation. Undoubtedly, it consumes time and lot of efforts will be needed.

Information Architecture

In the information architecture, we can actually see and search and reach the sites we want in just a few clicks. For instance, when users would like to check the group that they have joined, just a click at ‘see all’ button, then all the information will be appeared in the page. Is that all? No, isn’t, at the top right of the page, we can always see ‘Home’ and ‘Profile’ which allow users to check the wall and see what have been posted by friends or users might also get into their won profile to check what have they updated recently. Besides, the information architecture in the website is precise and able to read by the user (except the fond size of the word which mentioned above). As results, there is no problem in finding important pieces of information at all.

Navigation Design

What is navigation design, it is the key which let the users to use the website, it is crucial for the creator of website to use appropriate menu in context. Well, as what I can see in Facebook, the navigations are fully support of the information architecture by letting the users link the pages from one another. For instance, when a user would likes to play game, they will only need to click the bookmark of the game in their left hand side, and then they can link into the game within 10seconds. Besides, the website perform the function of interactivity, for example, when a user tend to add a new friend from another friend’s list, there will be a window popping up and informing that a friend request has been send to the person and wait for his or her respond. Thus, I would say that the navigation design effectively employ the principles of interactivity design.

Screen Design

In the screen design, Facebook design effectively employ principles of graphic design, motion graphic design and audio design. In the web page, there are only 2 types of colour which are blue and white. In this sense, the design colour palette makes the visual of users clearer and with less complexity. Still, I would like to mention once again that the fond size of words is small that failed to let the users concentrate in the text which posted by others. Then, the sizes of every single video clips or films that appear in the post by others are just right enough. It is not consuming lot of spaces yet users can choose to display the motion graphic in full screen mode. Besides, the visibility of the vital information is fully display as the users will not need to scroll down to the end of the page to look for it. However, users still need to scroll in order to find some other important post by the friends.

Next, there is a problem in downloading the page quickly as it is because there are 500milion of users in Facebook. The more users it has, and then the speed of the server will be slower than usual or even getting slower.

Habbo Hotel

Content

There are few general points that can be seen if we compare the Habbo Hotel with Facebook. Firstly, in Facebook we can always upload or share any media files in our wall, however in Habbo Hotel, it is a game-based social network which couldn’t share any media files. Thus, there is no need for the user to download the file in order to view it, not to mention about whether the media files are appealing or informative enough or not.

Next, there is a major difference whereby Facebook does provide 68 types of language, but in Habbo Hotel, we can only see a language in use which is English. In fact, this is one of the disadvantage that user can only communicate in English. For instance, what is going to happen in case someone who is not good enough to use English? On the contrary, I would like to stress on that both of the social network services are well-written and grammatically correct.

After that, the Habbo Hotel provides safety tips for the users in order to prevent any hacker to dash into their account. For instance, ‘protect your personal information’ is the first safety tips in Habbo Hotel.

Then, in Habbo Hotel, the point size of the text is large enough to be easily read by the users. Why? If we compare to Facebook, it actually provides a smaller point of size that slow down the ability of users to read, on the other hand, in Habbo Hotel, some of the selected texts were bold in order to attract the attention of the users. Thus, it is easier for the users to skimming and reading the main idea that trying to convey in Habbo Hotel.

Information Architecture

In this part, what I can observe in the website is that the information which provide in the website do not organize in a consistent manner throughout the website. Why? This is due to the organization of the contents in the site are very complicated. As a game-based social network website, Habbo Hotel should be putting more emphasize on its game but not the advertisement in the site. Also, I would like to stress on the arrangement of the site is bad, whereby every information is not arrange equally and consistently. Thus, users might not be able to find important pieces of information within three clicks from the homepage.

Navigation Design

In the navigation design check up, I would say that the navigation design is not consistent enough compare to Facebook, why? This is because the navigation in the Habbo Hotel is in disorder. As I can see in the web page, there are lots of button which can access to different sites. In my opinion, I think it is complicated enough and it burdens the beginner who just started to join the social network. Besides, there are no site wide context, thus users might mislead and lost in the site. Next, the screen of Habbo Hotel is not appropriate for both users and the content. This is because the colours of the content are more than usual; it creates confusion in the point of view of users. On the contrary, Facebook only consists of blue and white, it shows a very calm picture, and thus it is more comfortable to see at the site compare to Habbo Hotel.

Screen Design

In screen design, the first thing I would like to say is, the web page download is too slow, every time when I click the navigation button and access into the room, it takes me more than 10seconds. According to a say that whenever there are more users, then the process will slow down. However, according to lists of social network in Wikipedia, Habbo Hotel has 162,000,000 users yet it still performs slower than Facebook which has 500,000,001 users from all over the world. As a result, users will not be able to find the vital information if he or she does not scroll down to the end of the page.

Conclusion

In the whole, as I have stated above, both of the social network service do have their pros and cons. Still, I prefer to be one of the users in Facebook rather than Habbo Hotel.