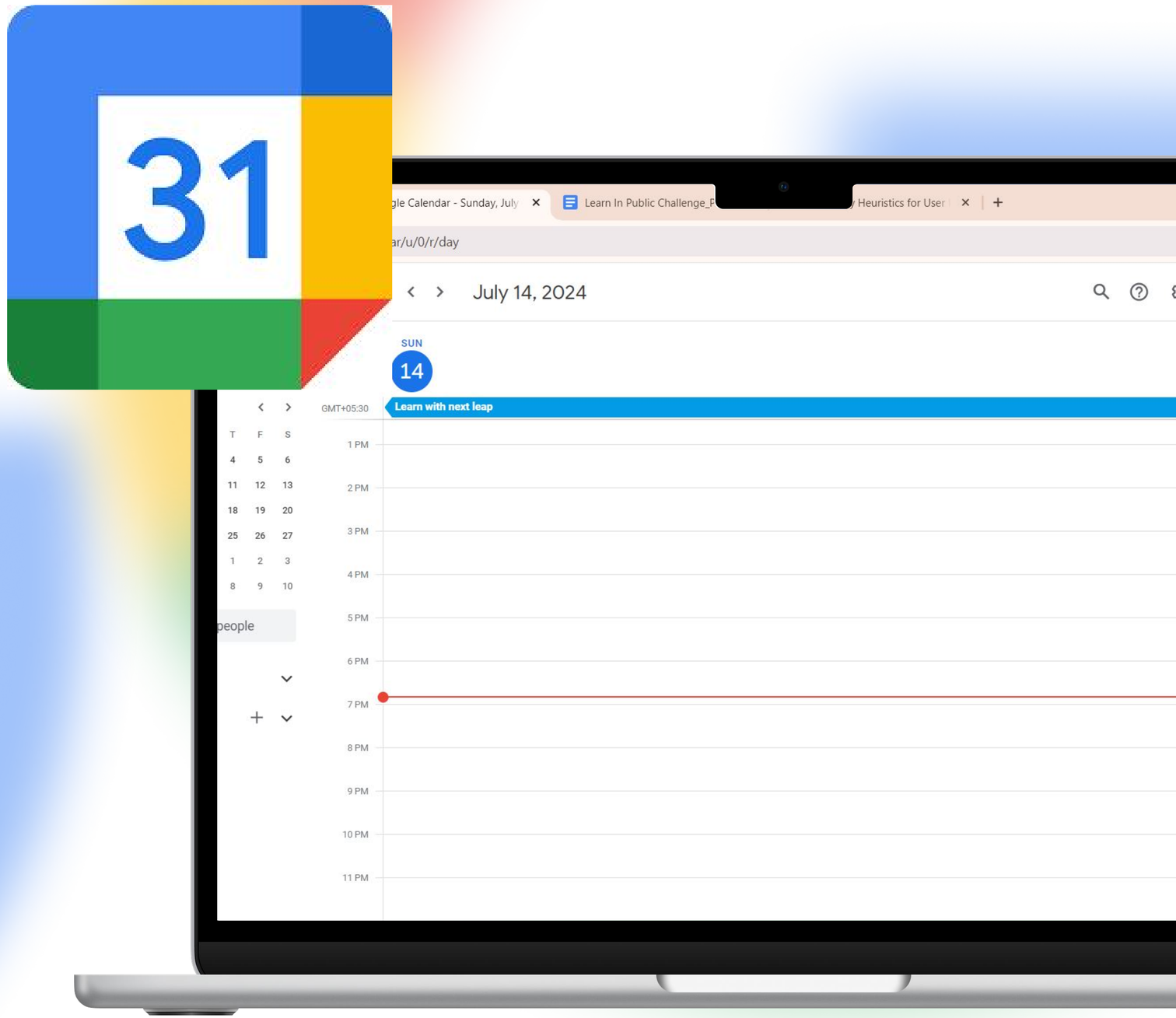
Analyzing user experiences

Learn in public challenge 4/5

By: Avleen



Google product chosen for analysis

Google Calendar is a time-management and scheduling calendar service developed by Google. It was created by Mike Samuel as part of his 20% project at Google. It became available in beta release April 13, 2006, and in general release in July 2009, on the web and as mobile apps for the Android and iOS platforms.

Google Calendar is a free service that helps users organize their schedules and coordinate events with others.

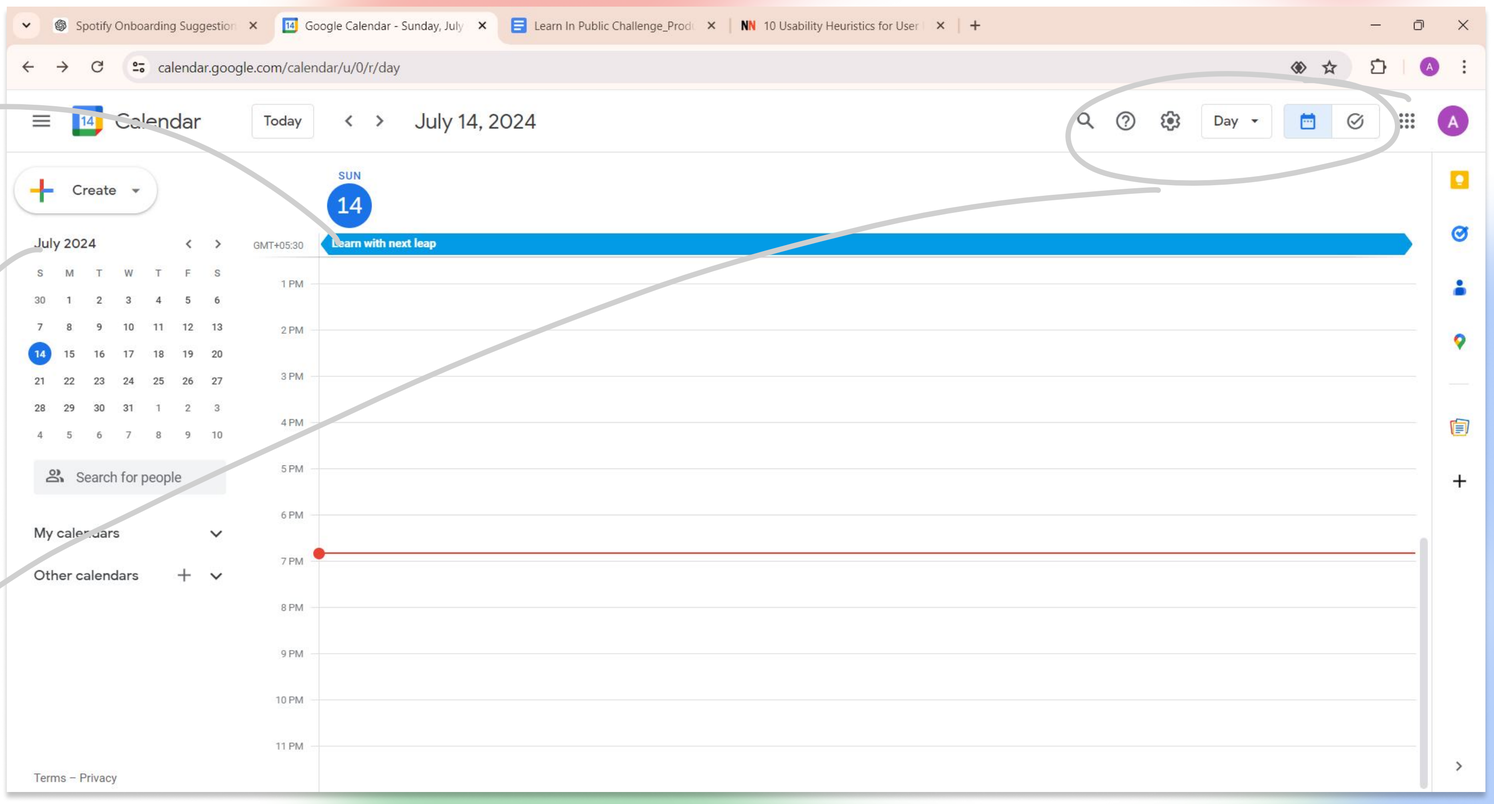
- Create events
- Accept and manage event invitations
- Track tasks
- Create appointment slots
- Share calendars with others
- Switch between views
- Use color labels to track calendar entries

Analyzing Google calendar from the lens of the usability heuristics of interface design

1. Visibility of System Status

Observation: Upon opening Google Calendar, users can immediately see their planned events and tasks. Completed and upcoming tasks are clearly visible.

Relation to Usability Heuristics: This real-time visibility helps users stay informed about their schedules without needing additional steps.



2. Match Between System and the Real World

Observation: Google Calendar uses simple and familiar words and symbols that don't require users to search for their meanings.

Relation to Usability Heuristics: This makes the interface intuitive and easy to navigate.

3. User Control and Freedom

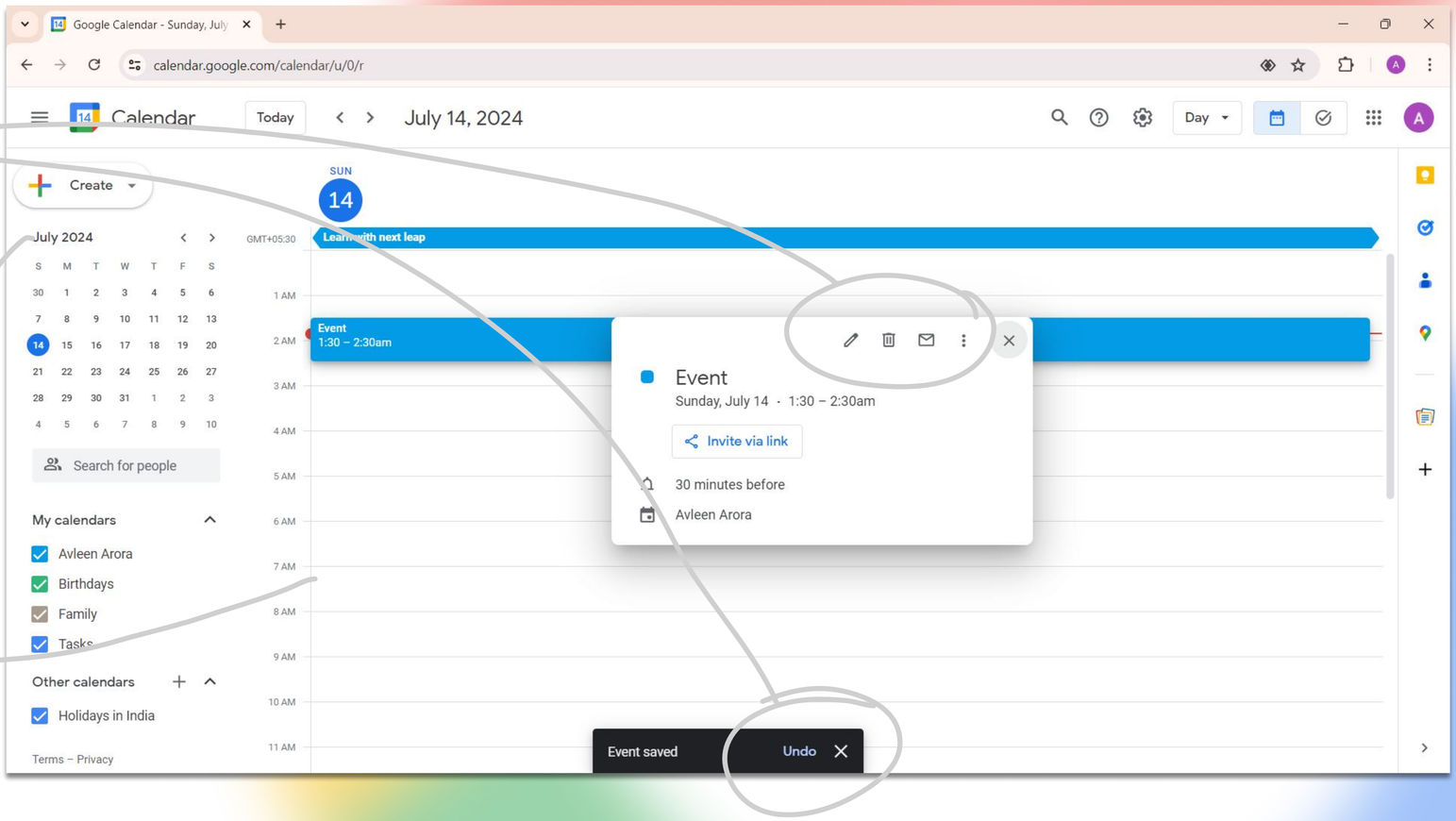
Observation: Users can easily undo and redo actions, delete tasks with a single click, and edit any events they want.

Relation to Usability Heuristics: This flexibility enhances user confidence in managing their schedules.

4. Consistency and Standards

Observation: The interface uses familiar symbols and words, with a calendar layout that matches typical physical calendars.

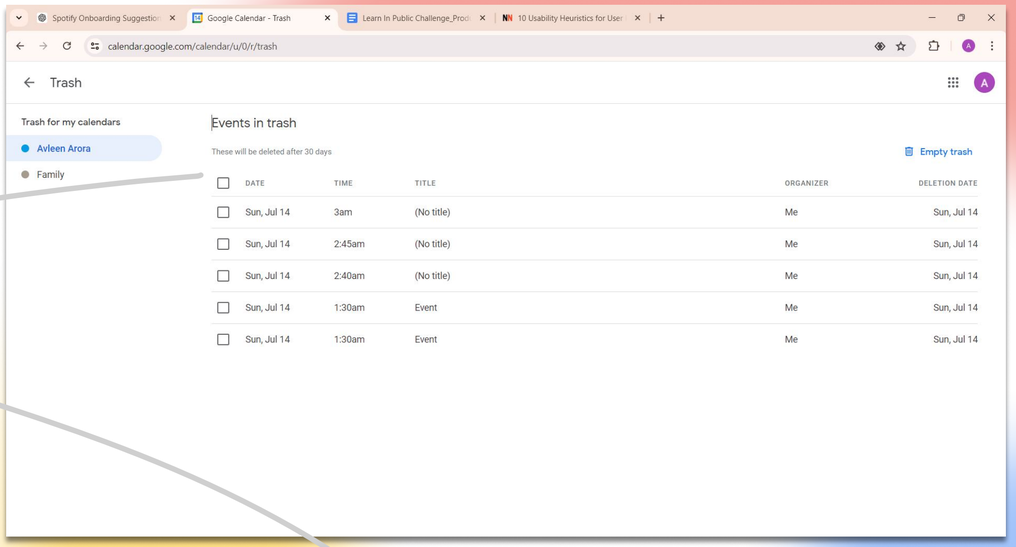
Relation to Usability Heuristics: Consistency ensures users can transfer their real-world understanding to the digital platform easily.



5. Error Prevention

Observation: Features like undo support, an edit button, and a trash event category in settings help prevent errors.

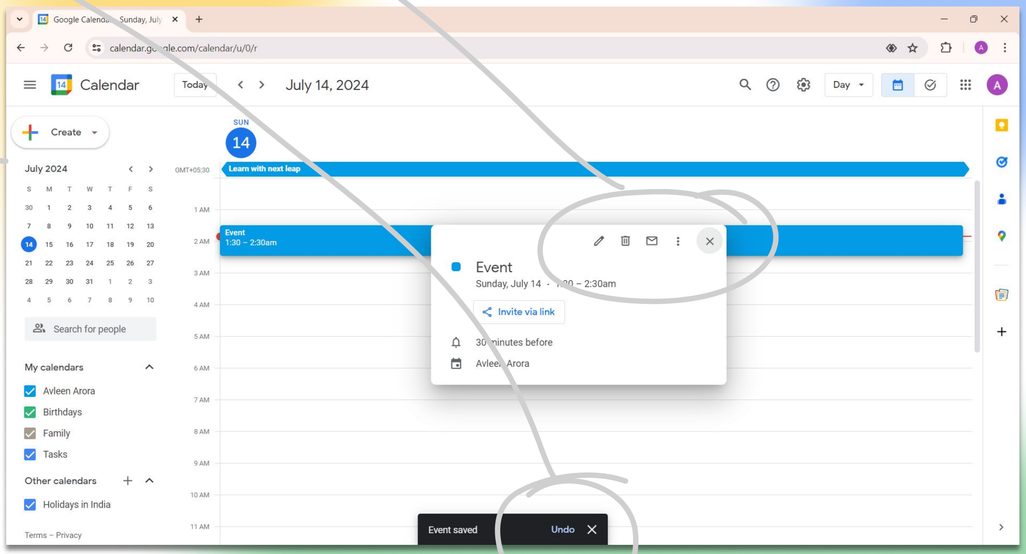
Relation to Usability Heuristics: These preventive measures reduce user frustration and enhance reliability.



6. Recognition Rather Than Recall

Observation: Users don’t need to memorize information as it is readily available on the homepage and sidebar. Contextual information and training are offered.

Relation to Usability Heuristics: Reduces cognitive load and helps users perform tasks efficiently.



7. Flexibility and Efficiency

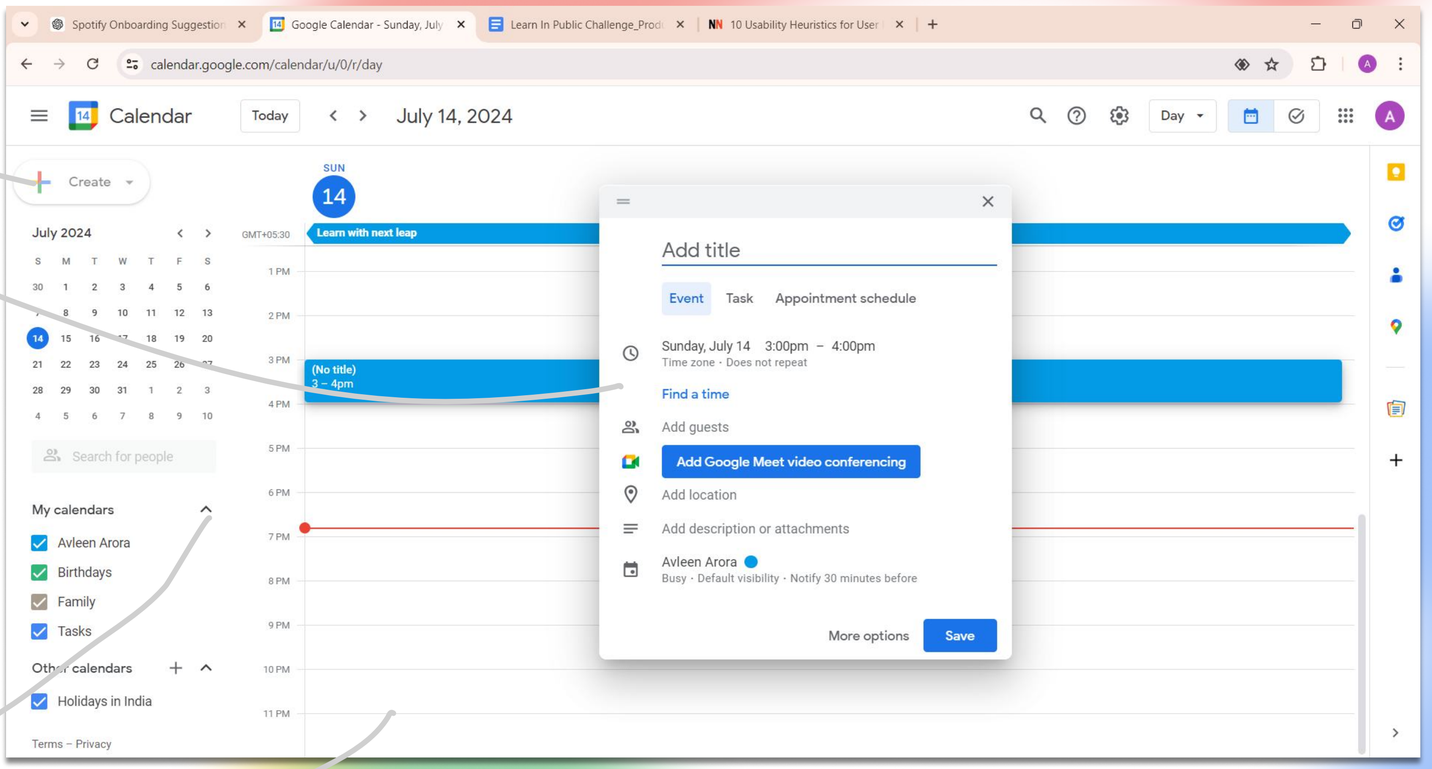
Observation: Users can add events by clicking the "Create" button or directly on a date. Integration with Google Meet and contact-based events adds flexibility.

Relation to Usability Heuristics: These options cater to both novice and advanced users, enhancing efficiency.

8. Aesthetic and Minimalist Design

Observation: The interface is clean, with necessary and relevant information. Elements are expandable, and users can customize event colors.

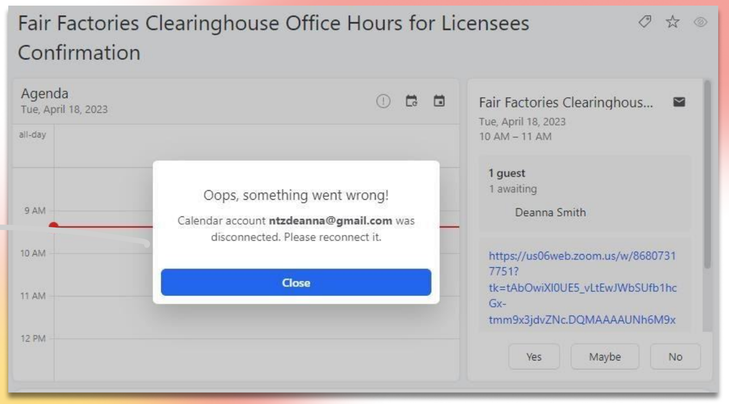
Relation to Usability Heuristics: The minimalist design reduces clutter and helps users focus on essential tasks.



9. Help Users Recognize, Diagnose, and Recover from Errors

Observation: Errors are indicated without disrupting the platform's aesthetic, with solutions provided directly beneath warnings.

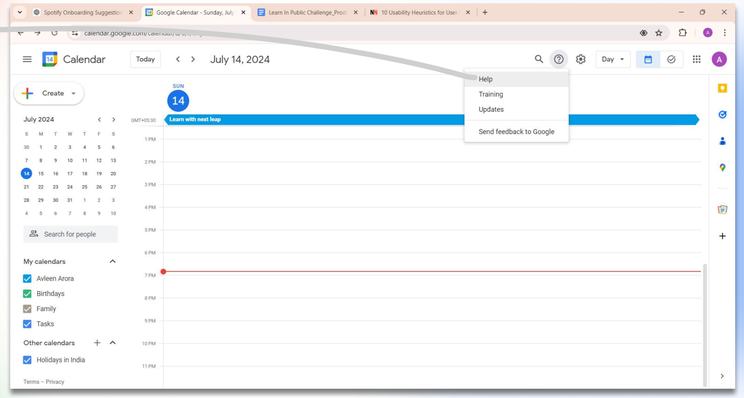
Relation to Usability Heuristics: This approach helps users quickly understand and resolve issues without frustration.

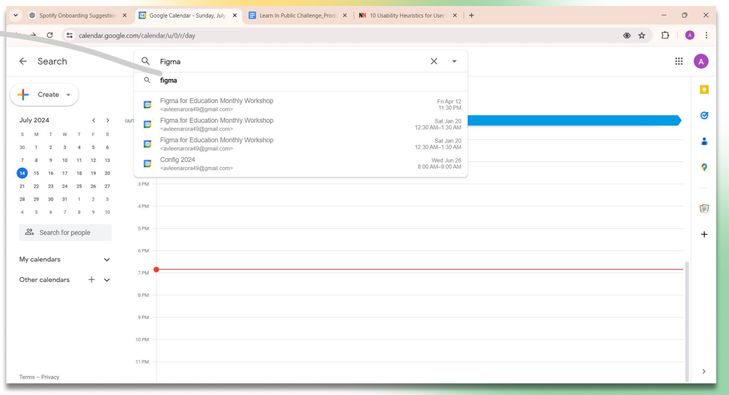


10. Help and Documentation

Observation: A help button is available in the expandable dropdown, and events are documented and searchable.

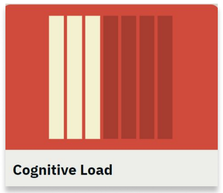
Relation to Usability Heuristics: Users can easily find assistance and access past events, improving overall usability.





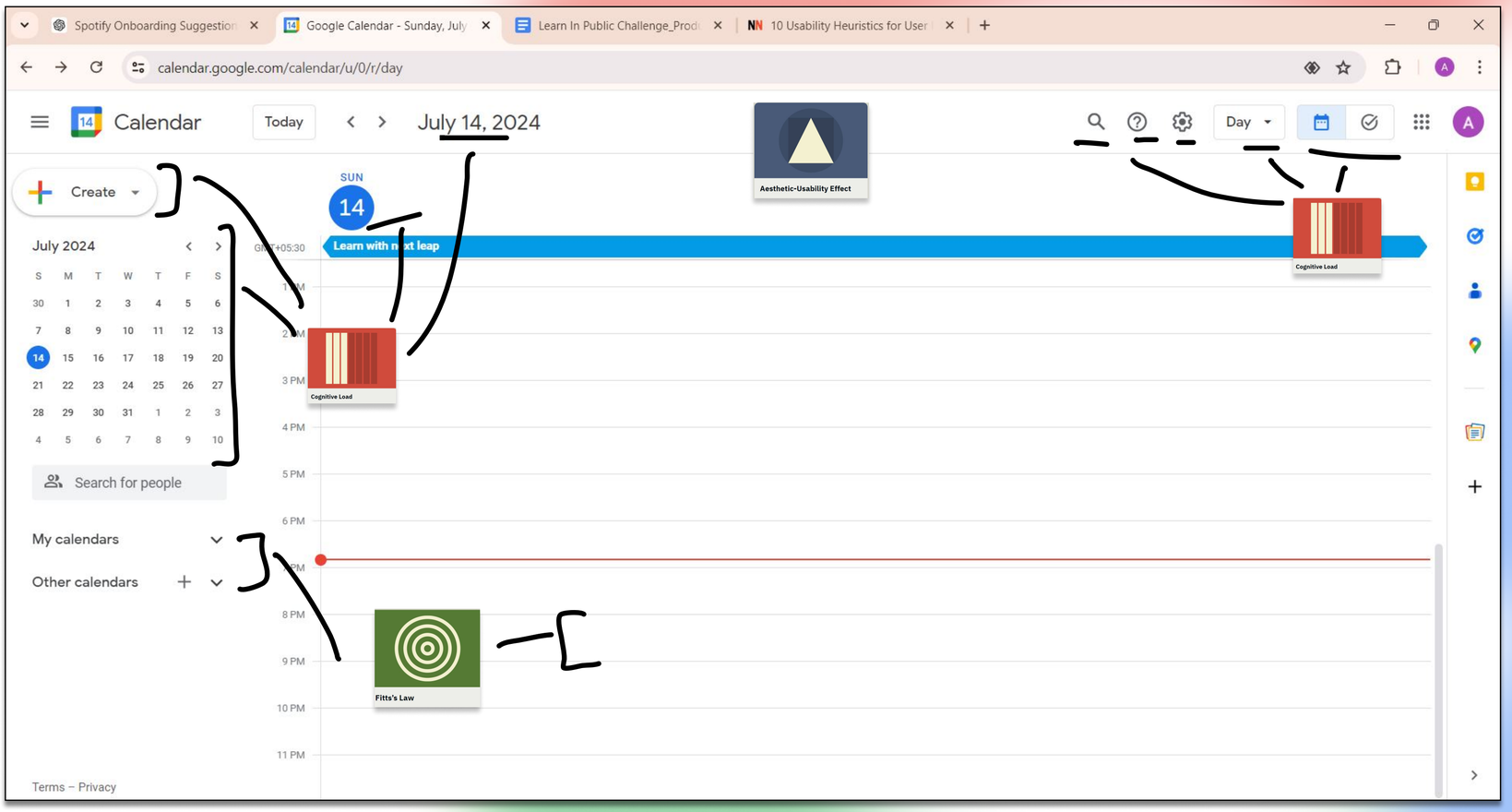
UX laws that are implemented

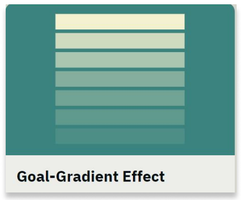
Observation: The calendar is aesthetically clean and pleasant.
Relation to UX Law: Users may perceive it as more usable due to its appealing design.



Observation: The calendar does not have information overload; only relevant icons and processes for creating tasks or events are present.
Relation to UX Law: This minimizes cognitive load, making it easier for users to interact with the platform.

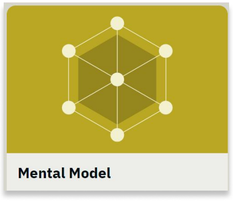
Observation: Each target area is large enough for users to touch without triggering adjacent items, with ample spacing between icons.
Relation to UX Law: This ensures that interactions are accurate and comfortable, enhancing usability.

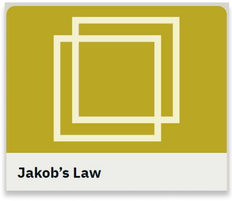




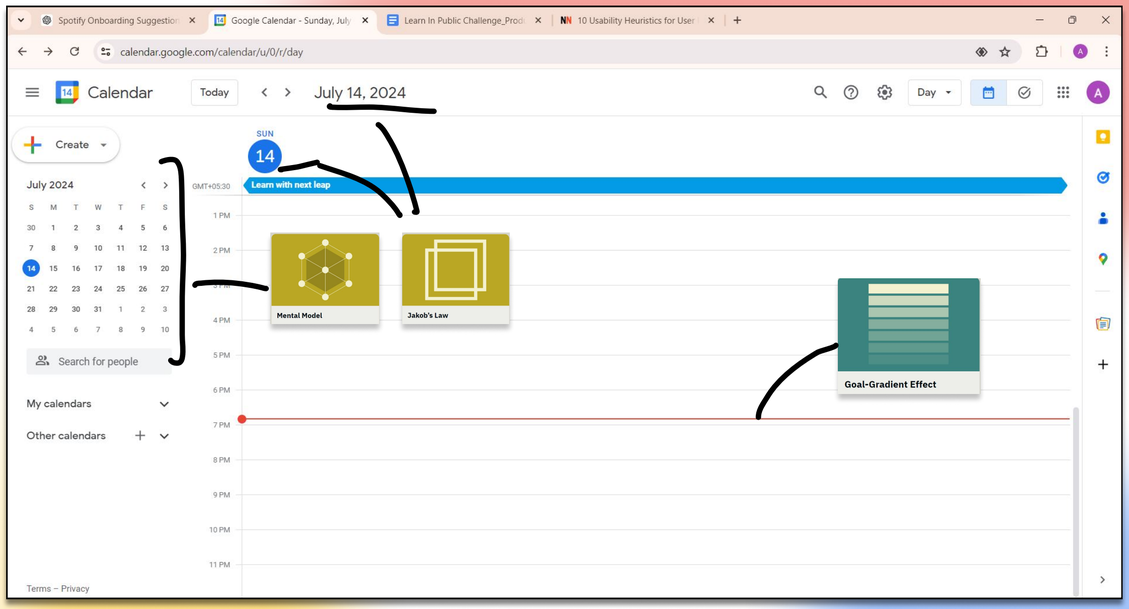
Observation: A line on the calendar indicates the current time, acting as a progress bar for events scheduled at that time.
Relation to UX Law: This visual cue motivates users to progress through their day and stay on track with their schedule.

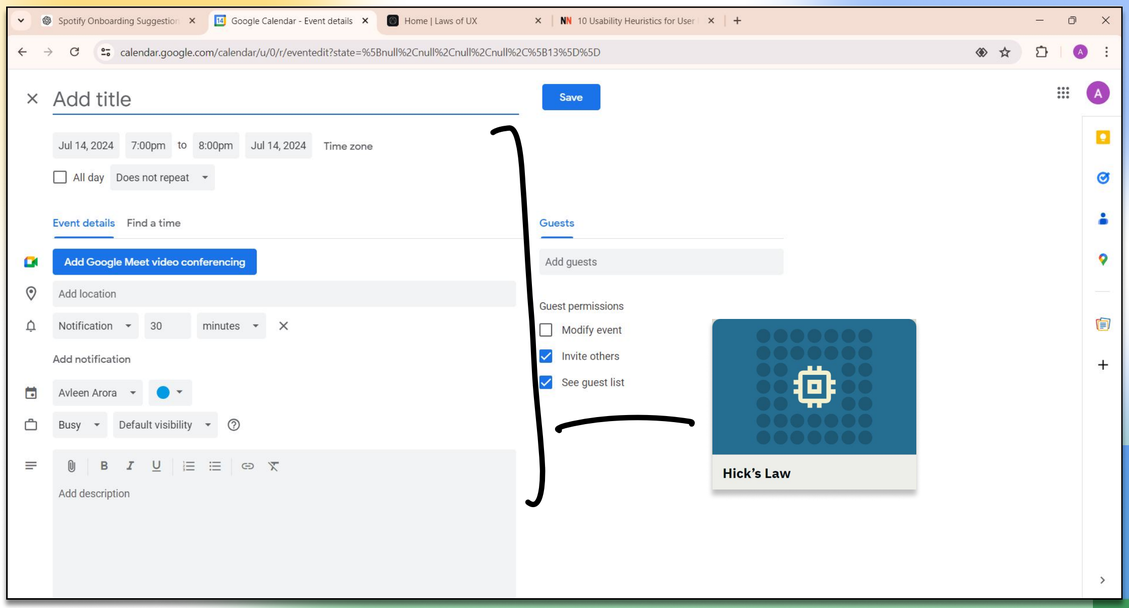
Observation: When creating an event, users are not required to fill in every detail, only the most relevant information.
Relation to UX Law: This reduces decision fatigue, making the event creation process quicker and less overwhelming.





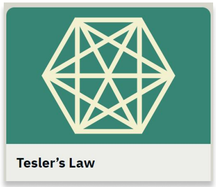
Observation: The calendar interface is familiar and intuitive, matching what users expect from a calendar platform.
Relation to UX Law: This familiarity reduces the learning curve and enhances user satisfaction by meeting their expectations.



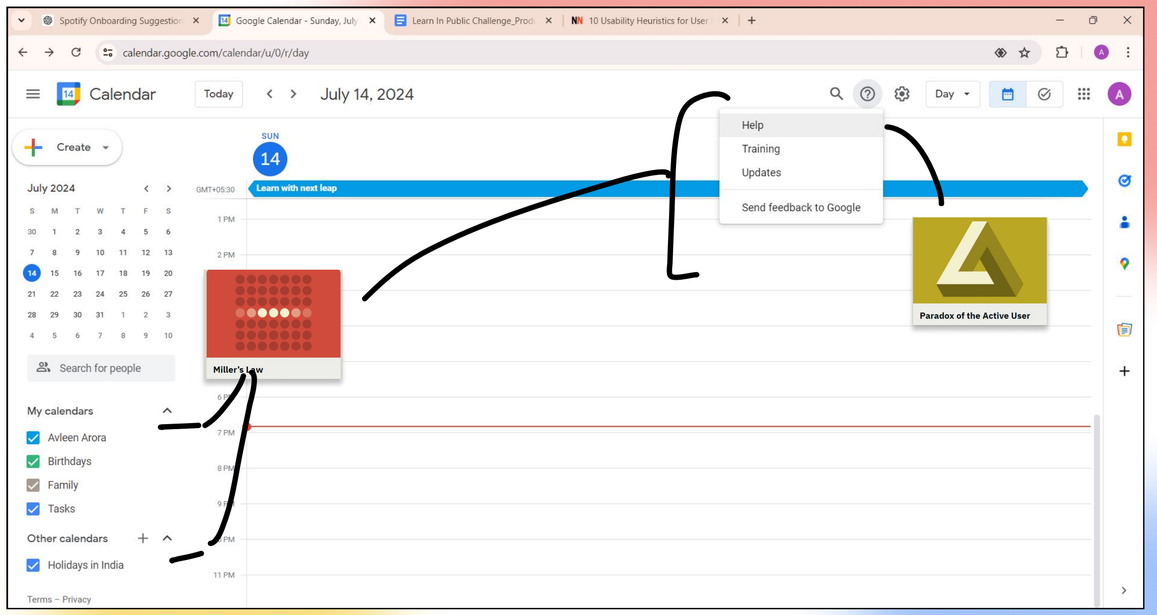


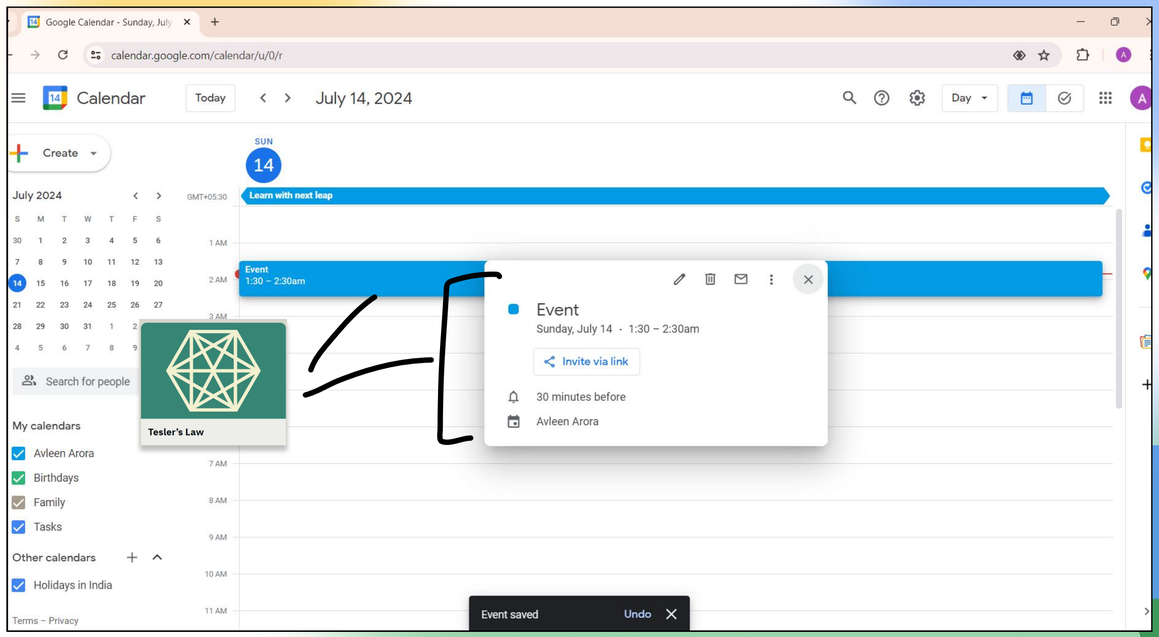
Observation: There is no need to memorize information; expandable icons and all necessary functions are available on the homepage and sidebar.
Relation to UX Law: This reduces cognitive load and helps users retain necessary information effortlessly.

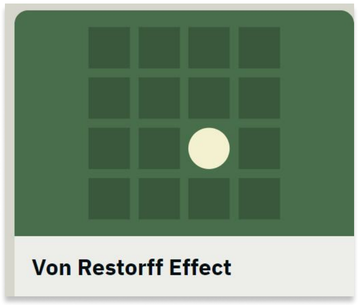
Observation: There are no extensive manuals; an information icon on the homepage provides help and training.
Relation to UX Law: This empowers users to learn through interaction rather than extensive reading, promoting active use.



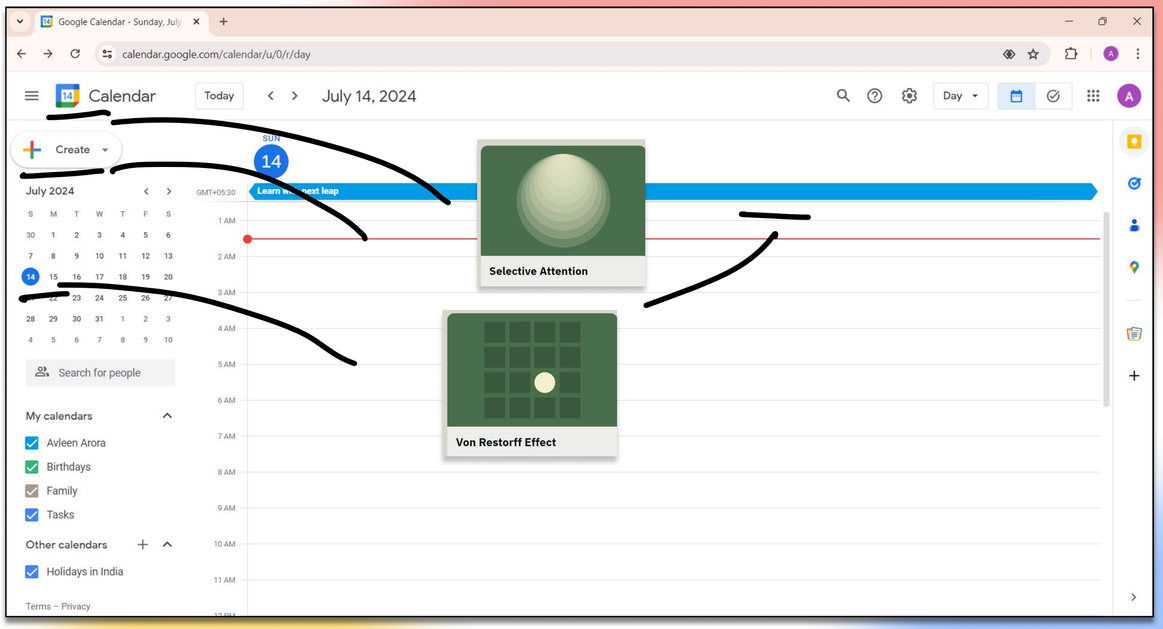
Observation: The event creation process seeks only necessary information, and users can leave fields blank if they choose.
Relation to UX Law: This simplifies complex tasks by reducing unnecessary steps, making the process more user-friendly.



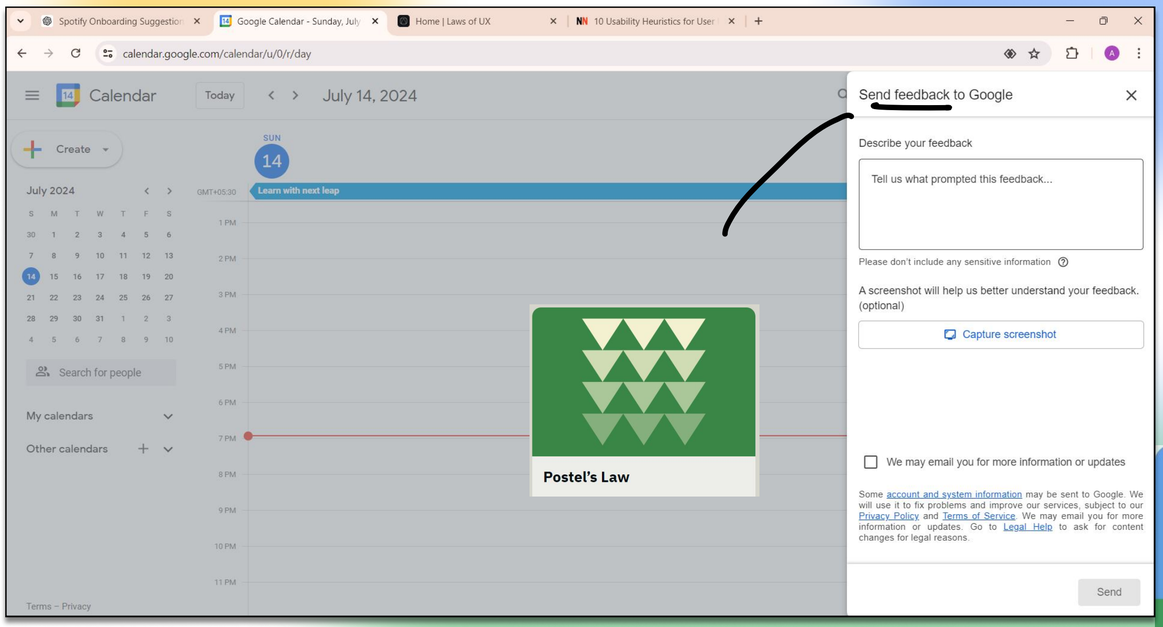




Observation: The overall color scheme is blue, with the "Create" button using Google colors to stand out. Event spaces on the calendar are also highlighted with color.
Relation to UX Law: This design choice draws users' attention to important elements, ensuring they focus on creating events and other key actions.



Observation: The platform includes a feedback option where users can provide feedback to Google.
Relation to UX Law: This allows the platform to accept varied inputs from users, enhancing flexibility and user engagement.



Conclusion

Google Calendar excels in providing a user-friendly experience by adhering to many usability heuristics. Its intuitive design, flexibility, and error prevention features make it a reliable tool for managing schedules The Ux laws and design choices ensure that users can interact with the calendar effortlessly while staying organized and on track.

Thank you