

World usability day

Level

Intermediate and above

Tasks

Discussing how easy it is to buy goods over the Internet
Guessing the missing information in a report on the usability of websites
Reading the posts from an internet discussion forum
Identifying the odd word out in three lists of collocations
Discussing points arising from the discussion forum posts

How to use the lesson

- 1 Write the word 'usability' on the board and check that students know the term. Hand out the worksheet and tell students to read the statement and mark their cross on the line. Students compare, discuss and justify their answers.
- 2 Ask students to study the report extract and guess the missing figures. They can check their answers by scanning the third reply to the first post on the discussion board.

Answers

(a) 42% (b) 62% (c) 51%

- 3 Ask students to read all the posts. Which posts do they agree / disagree with? Deal with any new or useful vocabulary such as: *clutter / plug and go / consumer-centric / wrapper*.
- 4 Students identify the 'odd word out' in each list of possible collocations (i.e. the word which does not form a collocation with the word in the grey box).

Answers

1 (d) *corporate* 2 (d) *criticism* 3 (c) *market*

- 5 Ask students to discuss the questions in small groups. Monitor the discussions. After the discussions, elicit any interesting ideas. Finally, provide language feedback.

Related websites

Send your students to these websites, or just take a look yourself.

http://www.digital-web.com/articles/the_evolution_of_corporate_web_sites/

<http://www.worldusabilityday.org/>

http://www.useit.com/papers/1994_web_usability_report.html

<http://en.wikipedia.org/wiki/Usability>

<http://www.usabilityfirst.com/>