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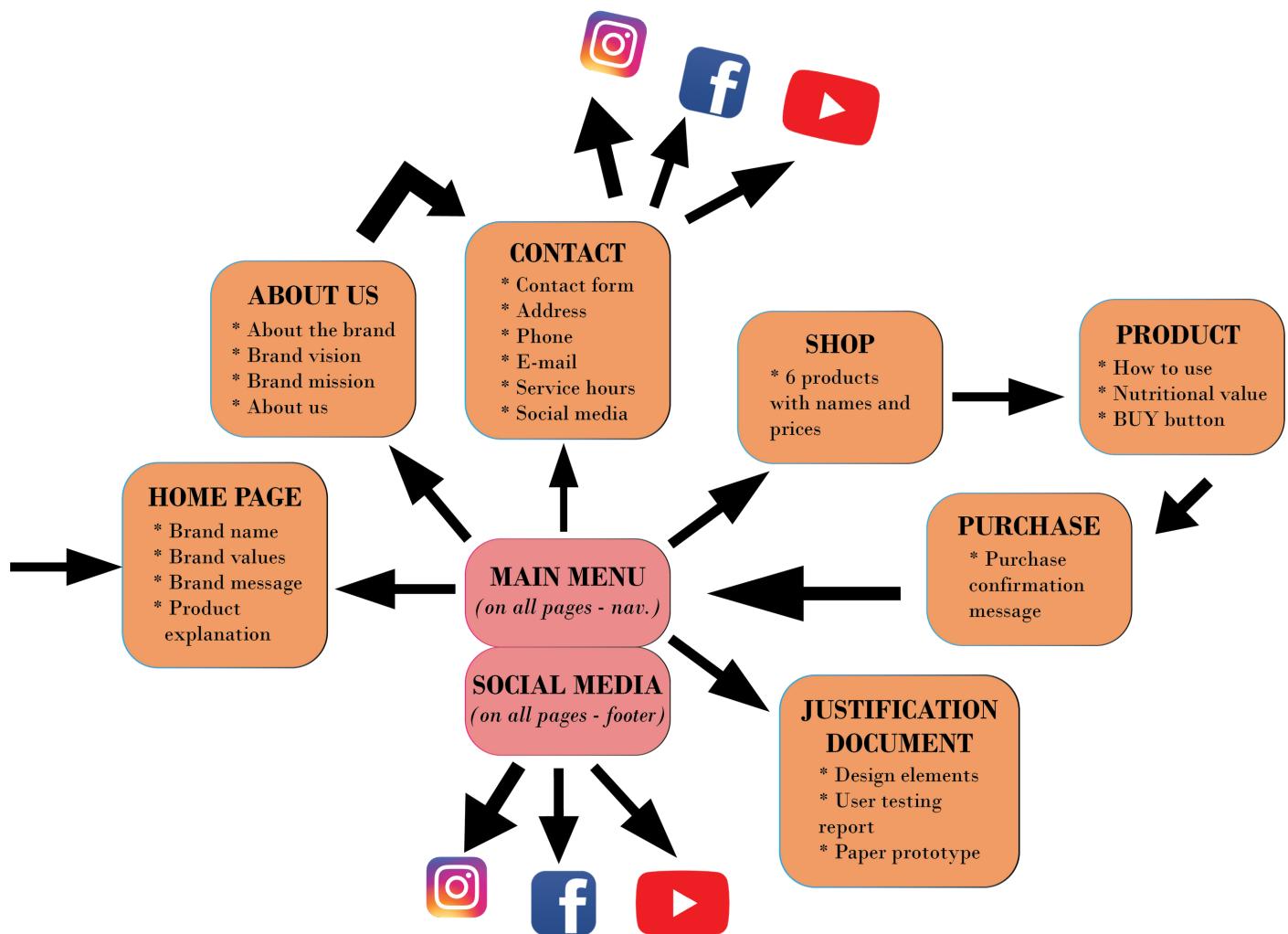
CLASS 4, GROUP 4.6

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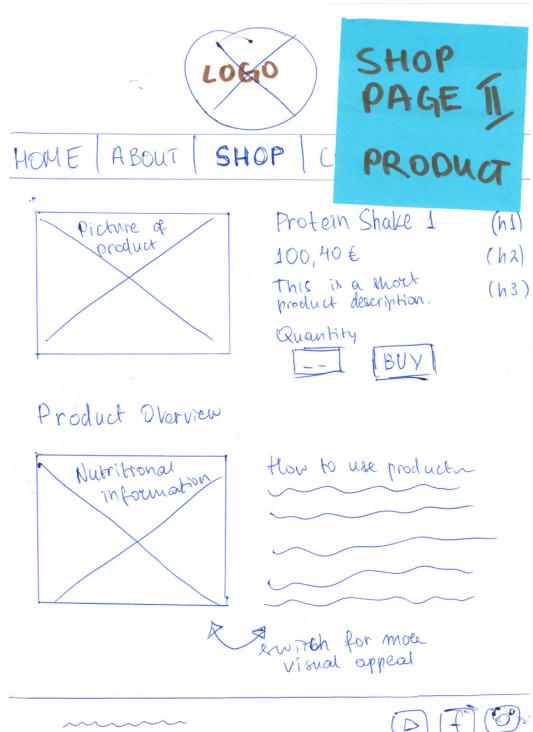
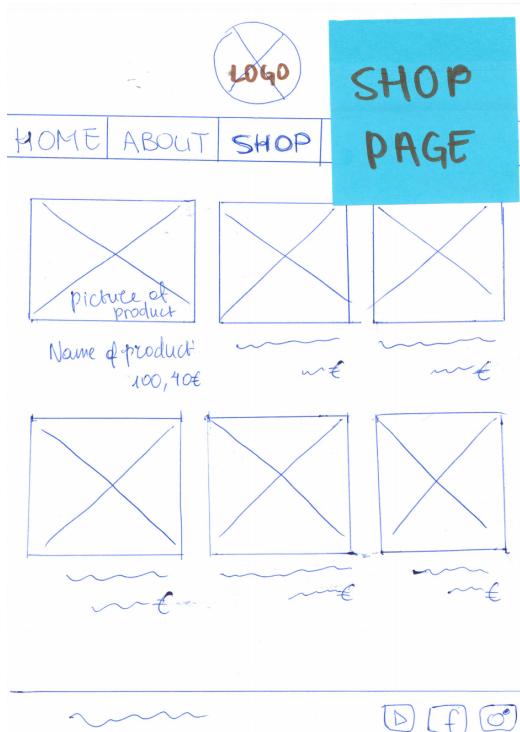
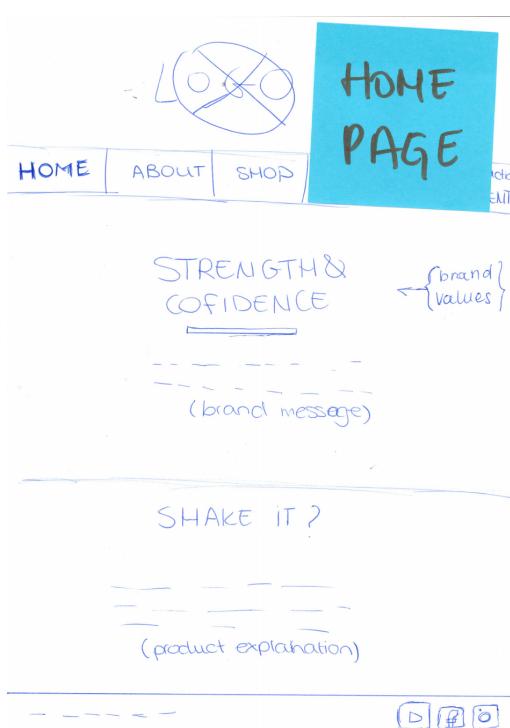
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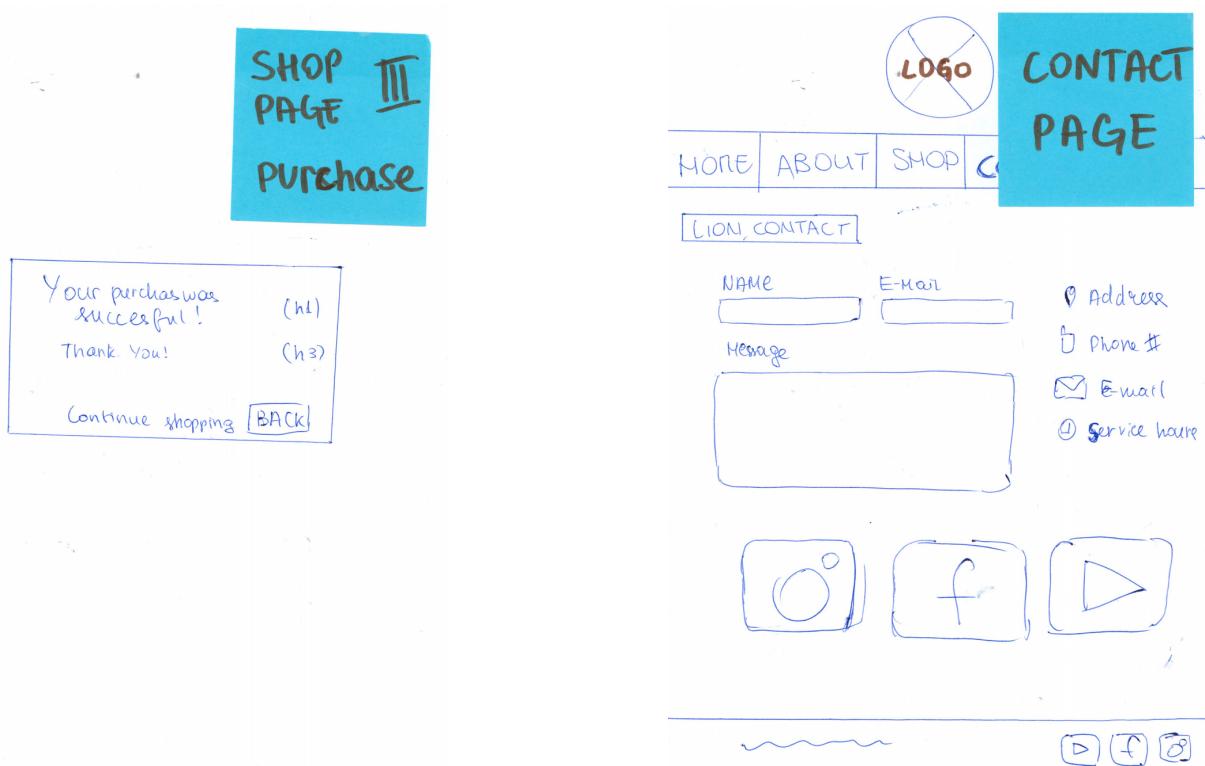
TASK FLOW



PROTOTYPE



PROTOTYPE



The link to the Adobe XD prototype is available here;
<https://xd.adobe.com/view/2f1c6cc8-c392-4aad-b781-9b5cb48fdbbe4-7a4f/?fullscreen&hints=off>

TESTING

THE TESTING

We first made a paper prototype and tested it on 2 people, and after that, we created a digital prototype and tested it on 2 additional people. all of them had complete the following scenarios;

1. Find the brand mission.
2. Find the service hours of the company.
3. Buy 2 pre-workout shakes.

TESTING

THE PROOF

We recorded the testing by phone and screenrecording. You can see the videos by using the links below;

Participant 1; <https://youtu.be/IhZeddqdH30>

Participant 2; <https://youtu.be/BzUQqb25lss>

Participant 3; <https://youtu.be/-YG0bbkjT9Q>

Participant 4; <https://youtu.be/5I4xUnYcBrk>

THE FEEDBACK (PAPER PROTOTYPE)

Participant 1: I was a little bit confused about where to find the brand mission. If it was on the home page or the about us page. But the rest of the objectives I could do very easily.

Participant 2: The prototype website has a simple design and I was able to easily navigate through the different pages and find exactly what I was looking for.

TESTING

THE FEEDBACK (DIGITAL PROTOTYPE)

Participant 3: The website looks neat and simple. The buttons where I clicked on worked and I could easily find them. There were no difficulties, browsing through the website went smoothly for me.

Participant 4: The website of LION was very clear and user friendly since there was not too much going on. All the buttons led directly to their purpose. Personally, I am convinced the design fits the brand itself; which I find very good. It was easy to order something and I liked the brand message page, that was a good add!

TESTING

THE 5 E'S OF USABILITY

The prototype is **effective**, every participant was able to achieve the objectives.

The prototype is **efficient**, 3 of the 4 participants were able to achieve the objectives in 1 try. Only 1 participant had difficulty with finding the brand mission.

The prototype is **engaging**, as said before the participants found it easy to use and some participants said they find the design fitting the brand very nicely. They also liked that there was not too much going on.

The prototype is **error-tolerant**, the participants are able to other pages when necessary.

The prototype is **easy to learn**, 3 of the 4 participants were able to achieve the objectives at first try, this concludes that it is easy to use.

TESTING

THE FINDINGS

Overall the feedback was very positive. It was good to confirm that the website is easy to use and that it is easy to find things on the website. One participant had difficulty finding the brand mission. This would affect only a small part of the website and is not considered to be a big issue. Changing it would not be very difficult.

THE RECOMMENDATIONS

We will take the feedback into account and maybe explain the structure of our site on the home page. This way visitors will have a clear overview and there will no longer be confusion.