

# IMY 320: UEQ Analysis for Shopify Fantastic Four



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All members of the group filled in a questionnaire to rate the catalogue page of the website using the standardized UEQ scale (-3 to +3, transformed here to 1-7 for easier analysis). Eight categories were selected for this task, where each item represents a specific UX aspect.

## The UEQ dimensions that were touched

- Attractiveness of the website.
- Ease of understanding the website.
- Efficiency of the website, this includes speed and flow of use.
- Depending on the website, this includes consistency and predictability.
- Novelty of the website, this includes creativity and innovation.
- Stimulation of the website, this includes engagement and enjoyment.
- Clarity of the structure of the website.
- Visual appeal and layout of the website.

obstructive	o o o o o o o o	supportive
complicated	o o o o o o o o	easy
inefficient	o o o o o o o o	efficient
confusing	o o o o o o o o	clear
boring	o o o o o o o o	exciting
not interesting	o o o o o o o o	interesting
conventional	o o o o o o o o	inventive
usual	o o o o o o o o	leading edge

Figure 1: UEQ form in English

## Summary of the result for Shopify

When discussing the use of the website, it was rated from being obstructive to being supportive. The following data was gathered:

- Overall, the add products page was rated a 6.75 out of 7. The website was overall perceived as being highly supportive. We highlighted that the admin panel offers multiple options and controls, which creates the feeling of empowerment when adding products.

When discussing the use of the website, it was rated from being complicated to use to being easy to use. The following data was gathered:

- Overall, the add products page was rated a 5.75 out of 7. The website is generally easy to understand, but some of us felt slightly overwhelmed due to the number of options that were available. Despite the previously mentioned, the layout and flow of the page make navigation straightforward and understandable.

When discussing the use of the website, it was rated from being inefficient to being efficient. The following data was gathered:

- Overall, the add products page was rated a 6.5 out of 7. We found the website to be efficient. Although the filling in of product details can take time due to the richness of options, the structured flow allows tasks to be completed without any confusion.

When discussing the use of the website, it was rated from being confusing to use to being clear on how to use the website. The following data was gathered:

- Overall, the add products page was rated a 5.75 out of 7. The interface is mostly predictable and dependable, though minor issues that were noted are with regards to empty or underused space, making the layout feel inconsistent.

When discussing the use of the website, it was rated from being boring to use to being an exciting experience. The following data was gathered:

- Overall, the add products page was rated a 4.25 out of 7. The website provides a moderate level of engagement. While there are a great number of options, some of us found the experience somewhat mundane due to repetitive tasks and adding multiple product details.

When discussing the use of the website, it was rated from being not interesting to being interesting. The following data was gathered:

- Overall, the add products page was rated a 3.75 out of 7. The website has a moderate level of creativity, but we felt it is fairly conventional and lacks surprising or innovative elements in the design.

When discussing the use of the website, it was rated from being conventional to use to being inventive. The following data was gathered:

- Overall, the add products page was rated a 3.25 out of 7. The structure of the website is clear, but we found the layout to be less intuitive, particularly due to the excessive whitespace and mobile-like presentation on larger screens.

When discussing the use of the website, it was rated from being usual (not outstanding in comparison to similar designs) to being a leading edge design. The following data was gathered:

- Overall, the add products page was rated a 3.25 out of 7. The visual appeal is moderate. Although the website is functional, the design could be improved to feel more modern. Especially when considering desktop browsing where the empty spaces are noticeable.

## Extra remarks

- The main issue mentioned was unused whitespace on larger screens, making the page feel like a mobile interface.
- Users appreciated the detailed options for admins, even if the workflow could be overwhelming at times.

- The simplicity of the layout helps ease understanding, though filling in all options can take time.
- New users with no prior admin panel experience might feel neutral on several aspects due to unfamiliarity.