IMY 320: UEQ Analysis for Takealot Fantastic Four



Group members:

- Ann-Mari Oberholzer u23537729
- Mpho Martha Siminya u21824241
 - Lineo Khabane u23604043
- Moyahabo Tebogo Hamese u21532941

All members of the group filled in a questionnaire to rate the catalogue page of the website using the standardised 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	000000	supportive
complicated	000000	easy
inefficient	000000	efficient
confusing	000000	clear
boring	000000	exciting
not interesting	000000	interesting
conventional	000000	inventive
usual	000000	leading edge

Figure 1: UEQ form in English

Summary of the result for Takealot

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

 Overall, the products page was rated a 7 out of 7. The page was considered to be highly supportive due to its clean and well-structured layout. The product cards provide the necessary information without overwhelming the user. Features such as wishlist and stock availability were presented clearly. The filters on the page are sensibly placed, with quick filters at the top and more advanced filters on the side. This gives the user more freedom and avoids visual overload.

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 products page was rated 6.5 out of 7. The page is easy to navigate, with clear filtering options that give you instant updates without having to click "apply filter" or anything similar. The placements of the filters and the visually clear product card structure make interaction straightforward. Some users prefer the "load more" option at the bottom of the page, while others prefer a page-by-page navigation system.

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

Overall, the products page was rated a 7out of 7. Users can quickly refine results
using filters that provide immediate visual feedback. The inclusion of features such
as the price graph helps users make quicker purchasing decisions. The clean layout
ensures that important actions are fast and intuitive, this refers to adding an item to
your wishlist or cart.

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 products page was rated 6.5 out of 7. The structure is clear and
intentionally uses certain colours and hierarchy to direct attention effectively. The
product information is concise, filters are logically grouped, and the page avoids
unnecessary distractions which helps users quickly understand how to browse, filter
and view details.

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 products page was rated 4.5 out of 7. Although the page is visually clean
and pleasant to use, the experience is more practical than thrilling. The price graph is
unique, but further the design focuses on functionality rather than creating an exciting
browsing experience.

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

Overall, the products page was rated a 4 out of 7. The page provides some interest
with what has already been mentioned, a clean layout, well-designed filters, and tools
such as the price graph. However, without many features that make the page highly
engaging or distinctive, it has a more functional and safe approach.

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 products page was rated 2.5 out of 7. The overall design of the page follows conventional e-commerce layouts and filter systems, thus it does not strongly push to an inventive or groundbreaking territory.

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 products page was rated a 2.75 out of 7. The page is considered to be functional, clean, and consistent, but has no leading-edge features. Although the use of intentional colours, instant filters, and other features are well-implemented, these features are common in modern e-commerce platforms. This makes the presentation of the page more standard than innovative.

Extra remarks

Other remarks that were mentioned by the group members when discussing the designs of the website include:

- Product cards are simple yet informative, with clear wishlist and stock availability indicators.
- Filters are well-organised, with basic ones at the top and more advanced ones collapsed in the sidebar.
- The design uses intentional colours and hierarchy, avoiding unnecessary visual noise.
- Filtering works instantly without an "apply" button.
- The price graph was appreciated as a unique touch compared to other sites.
- Some users disliked the "load more" feature, preferring page-by-page navigation.
- The layout is clean and visually easy to process, avoiding clutter.