

IMY 320: UEQ Analysis for Superbalist Fantastic Four



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All members of the group filled in a questionnaire to rate the login 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	supportive
complicated	o o o o o o o	easy
inefficient	o o o o o o o	efficient
confusing	o o o o o o o	clear
boring	o o o o o o o	exciting
not interesting	o o o o o o o	interesting
conventional	o o o o o o o	inventive
usual	o o o o o o o	leading edge

Figure 1: UEQ form in English

Summary of the result for Superbalist

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

- Overall, the login page received an average rating of 6 out of 7, indicating that it was helpful and supportive rather than obstructive. The multiple login options (email, Apple ID, Gmail, Facebook) and password reset functionality contributed to a smooth and supportive login process.

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 login page received an average rating of 7 out of 7, indicating that it was very easy to use. The login form included information to inform the user that their email and password would be used to sign into their account. The text boxes to enter the email and password were clearly labelled.

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

- Overall, the login page received an average rating of 6.5 out of 7, indicating that it was efficient to use. The login form, with two fields, allows users to log in efficiently to their accounts.

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 login page received an average rating of 6.75 out of 7, indicating that it was not confusing to use. The layout of the page was consistent, and when text was used, it was used in such a way that it guided the user on what to do, e.g. "Enter your email address and password to sign in to your account" and "Not yet a member? Sign up".

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 login page received an average rating of 3.75 out of 7, indicating that it was not exciting to use. This page had a minimalistic theme.

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

- Overall, the login page received an average rating of 3.75 out of 7, indicating that it was not interesting to use. This is a page that simply allows a user to log in.

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 login page received an average rating of 2.5 out of 7, indicating that it was conventional. This is what a user expects a login page to look like; this is therefore not a red flag.

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 login page received an average rating of 2.5 out of 7, indicating that it was conventional. This is what a user expects a login page to look like; this is therefore not a red flag.

Extra remarks

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

- Although the login page was regarded as boring and conventional, that is what is expected from a login page. The use of multiple login options, a clear layout and structure are components that we can use on our website.