

IMY 320: UEQ Analysis for Game Craft

Fantastic Four



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We had participants (6 in total) give us feedback on our website (especially the process of buying a product) 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 <website name>

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

Overall, the Game Craft pages were rated **5.4 out of 7**.

The website was perceived as moderately supportive and appealing. The use of colors and layout was appreciated, particularly the loading screens and design consistency, which contributed to a positive first impression.

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 Game Craft pages were rated **5.8 out of 7**.

Participants found the checkout process and general navigation simple to understand.

However, some confusion arose around the progress bar and navigation between pages, especially when returning from external links or moving between steps.

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

Overall, the Game Craft pages were rated **5.9 out of 7**.

The buying process was generally smooth and quick, but minor issues were reported such as “Add to cart” not updating properly and cart quantities changing when navigating back. Despite this, the overall flow of completing a purchase was perceived as efficient.

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 Game Craft pages were rated **5.5 out of 7**.

While users found the navigation mostly consistent, some back-navigation issues were noted (e.g., returning to the first page instead of the previous one). These inconsistencies slightly impacted confidence in navigation predictability.

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 Game Craft pages were rated **5.0 out of 7**.

The design was found engaging, particularly with its visuals and smooth flow. However, some repetitive actions in the buying flow reduced the level of excitement. Still, users generally enjoyed interacting with the interface.

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

Overall, the Game Craft pages were rated **4.6 out of 7**.

While the interface was functional and modern, participants noted it was typical of many e-commerce sites, lacking standout innovative features. “Start your journey” was seen as unclear in meaning, showing room for improvement in creative communication.

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 Game Craft pages were rated **5.4 out of 7**.

The overall structure was logical, but navigation between pages and external links could be improved. The progress bar feature was noted as a good idea but not yet intuitive enough for all users.

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 Game Craft pages were rated **5.7 out of 7**.

Participants enjoyed the color palette and clean layout, describing the interface as visually pleasing and professional. However, the design could benefit from more interactive visual cues to enhance engagement during the purchase flow.

Extra remarks

Other remarks that were mentioned by the participants when discussing the designs of the website includes:

- Users appreciated the colors, layout, and loading animations, which made the experience enjoyable.
- Add to cart functionality and progress navigation were the most mentioned pain points, since feedback on this particular process was the focus point.
- Some users found the “Start your journey” prompt unclear and suggested tooltips or clearer labels.
- The back navigation and progress bar flow could be refined to improve usability and consistency.
- Overall, the experience was described as smooth, visually appealing, and easy to understand, with a few technical and navigation issues that, once improved, could make the interface excellent.