IMY 320: UEQ Analysis for Newegg 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 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	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 Newegg.com

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 6.25 out of 7. The page was considered to be supportive due to the large number of filter options offered. The placement of the filters provided two options to filter the products. The product cards provided the necessary information, but they also overwhelmed the user.

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 5 out of 7. The page was relatively easy to navigate. The use of orange made it easier to locate which button would be used to add an item to your cart and made it easier to see how many reviews an item has.

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 6 out of 7. Users can quickly refine results using filters that provide immediate visual feedback. The inclusion of features such as being able to "quick view" a product helps users make quicker purchasing decisions and view products from more than one angle.

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 4.5 out of 7. The structure was not clear, and the product information display used a lot of information that could've been mentioned when a user clicks on the item to find out more about it. Although the filters were supportive, they may have confused a novice user.

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 4.25 out of 7. Although the page provided a lot of information for the user to see, the experience was more overwhelming than exciting. The use of eggs to show the rating of a product, 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 4.5 out of 7. The page provided enough information for a user to find out as much as they can about a certain product. It also included filters that went beyond the regular/normal filters, and would interest someone who is a specialised user of a certain product, e.g. vpn support filter for routers.

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 3 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 3 out of 7. The page is considered to be functional and informational 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:

- The use of eggs to show the rating of a product
- Adding filters on the side and top of the product list
- Including too much information on the product list card is not something we would go for.
- Allowing the user to compare one product with another product
- Having the option for a user to "quick view" a product