

IMY 320: UEQ Analysis for Etsy (Gelato Products)

Fantastic Four



Group members:

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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 Etsy (Gelato Products)

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 6.5 out of 7. The website is generally supportive and attractive. We appreciated the playful elements, like small images on empty pages, which made the experience more enjoyable.

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, although one user found the page more confusing, possibly due to less familiarity with the customisation options. The navigation is clean and straightforward to most of us.

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 6.25 out of 7. We found the website to be efficient in guiding a user through the product setup. Steps are fewer compared to Shopify, making the process quicker without sacrificing detail.

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 5.5 out of 7. The interface is mostly predictable and clear, but one user noted some inconsistencies, likely related to page flow or customisation features.

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 4.75 out of 7. The website is moderately stimulating, with visual elements and playful touches that make adding products more engaging.

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 4.75 out of 7. The website shows moderate creativity, especially in customisation features and visual cues.

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 4.5 out of 7. The structure of the website is clear, with minor variations in user perception depending on familiarity with the platform and its customisation features.

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 4 out of 7. The website's visual appeal is moderate to good, with clean, colourful layouts. We noted the layout is more attention-grabbing than other platforms, but not highly innovative.

Extra remarks

- Users liked small visual details, such as images on empty pages, which made the site more enjoyable.
- The website was cleaner and more colorful, which helped keep attention.
- Some customization features were appreciated, but one user noted potential difficulty for their specific use case.
- Fewer steps compared to Shopify made Etsy easier and quicker to navigate.