

# IMY 320: UEQ Analysis for Bash 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 Bash

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

- The login page was rated as supportive (6/7), we found it helpful and not obstructive in guiding ourselves through the login process, regarding all the parts that make up the login and register process (username, password or the continue with different third parties). This suggests good usability with minimal issues.

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:

- The page was rated as easy to use (6/7), since we found the interface intuitive and straightforward, with no serious complications in navigation or interaction, the login and register pages were easy to find and simple enough to understand how to use them and what they require from you.

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

- The efficiency of the login page was rated highly (6/7), as we found it as fast and smooth, with no unnecessary steps hindering the login flow, the process had few steps and having the option to do a third party option made the process more efficient, and .

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:

- We found both the pages were clear (6/7), this was reflected in how the instructions, layout, and functionality were well-structured and easy to understand, very conventional so it was not confusing to know what the page does and the intention behind it.

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:

- The login page we rated as boring (2/7), this is because even though it is functional, it lacks elements that make the experience exciting, and the choice for a minimalist view made it less exciting.

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

- The page was rated, collectively, as not interesting (1/7), this shows how it fails to get users attention or provide any stimulating interaction, there was nothing that made it visually interesting instead leaving the design very basic and in black and white.

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

- The login/register design was rated as conventional (1/7), because it follows standard login page conventions without innovative or unique elements, the structure was very basic and very conventional of what a typical login page would have or need and nothing about it steered away from this standard in any way, just plain centered design, black and white.

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:

- The login page was rated as usual (1/7), as it showed that it does not stand out compared to other login pages and lacks cutting-edge design features, the page was very standard and almost basic html, so there were no features on the page that felt innovative or trying to be different from the norm.

## Extra remarks

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

- The login page is functional but not very inspiring to get ideas from for our own system, having no visual appeal or creativity.
- While it performs the tasks that it needs to, like putting your username, password, basic user details well, it's not at all engaging the users or leaving a memorable impression.
- Suggestions for improvement include adding minimal animations or a more modern/inventive layout without sacrificing usability.