IMY 320: UEQ Analysis for BT Games 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 BT Games

When discussing the use of the website, it was rated from being obstructive to being supportive. The following data was gathered:
- The page was rated as (4/5) out of 7. We found that it was supportive due to functionalities such as "Remember Me" and "Forgot Password". However, it did not receive the score because it had an awkward side panel for logging in, which then took you to another page if you needed to register. The process also felt obstructive because the login/register section of the page is among other clutter on the website.

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 page was rated (6) out of 7, indicating that it is easy to use and serves its purpose of logging in and registering. All the components were clearly labelled, and the buttons to log in and register stood out from the rest of the account section. The components were arranged in a format that allows ease of use.

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

- The page received a rating of (5) out of 7. It contained the standard components of a login and register page, such as the email and password fields, "Remember Me", and "Forgot Password" features. However, it lacked the option to log in or register using Google and or other websites that are typically available; having this feature would have improved the efficiency.

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:

- On average, the page was rated (6/7) out of 7. It followed the standard format of a login and register page, making it clear where to input information and how to navigate to other 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:

- The page was rated (2) out of 7. It was regarded as boring because it does not include any elements that engage the user beyond providing the basic information needed to log in or register.

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 (1) out of 7. It was regarded as uninteresting due to its lack of attention-grabbing elements or animated interactions. The layout and colour scheme were simple and minimal.

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

- On average, the page was rated (2) out of 7. It was generally regarded as conventional due to its structure and elements being the standard across most login and register pages. However, the side panel login was considered an unconventional feature, even though it would benefit from refinement.

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 page was rated (1) out of 7. It is not considered outstanding in comparison to other login and register pages. It lacked features that are common in similar pages, such as the option to use Google when logging in or registering.

Extra remarks

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

- Keeping the design simple and easy to use, while also engaging the user through minimal animations.
- Adding the feature to log in or register using Google and other platforms.

- Separating the login/ register page from the clutter of the rest of the website.