

# IMY 320: UEQ Analysis for Takealot Fantastic Four



Group members:

- Ann-Mari Oberholzer u23537729
- Mpho Martha Siminya u21824241
  - Lineo Khabane u23604043
- Moyahabo Tebogo Hamese u21532941

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 Takealot

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. Most of us found the process supportive and straightforward. One user appreciated being able to add existing products, which made the page feel more helpful compared to Etsy.

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 a 6 out of 7. The navigation and form-filling were mostly easy to follow, although some users felt the layout was bulky and spread out. The “next” button being locked until required fields were complete was highlighted as a useful guiding feature.

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

- Overall, the page was rated a 6.25 out of 7. The form-driven approach ensures that all details are captured, although some found scrolling and completing everything in one go to be time-consuming.

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 page was rated a 5.5 out of 7. It was largely predictable and consistent, with a structured flow. However, icons being left-aligned and minor visual issues made the page feel less polished.

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 page was rated a 2 out of 7. Many users felt the process resembled “filling in a form” and described the experience as boring or overwhelming. While functional, it lacked engaging elements.

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

- Overall, the page was rated a 2.75 out of 7. It was considered conventional and predictable, with little innovation beyond the required-step navigation.

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 page was rated a 3 out of 7. While clearer than Etsy for some users, the design itself was perceived as plain and lacking standout elements.

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 page was rated a 3 out of 7. The design was clean but described as bulky and less colourful compared to the rest of the Takealot website. One user noted that the actual e-commerce site feels more lively than this admin-like catalogue page.

## Extra remarks

- The layout felt bulky and spread out, with too much navigation.
- Several users described the process as boring or overwhelming.
- It “felt like filling in a form,” which reduced engagement.
- The scrolling was time-consuming when completing all steps at once.
- Icons were not well-aligned, making the interface look less polished.

- Users suggested segmenting product entry into smaller steps for a smoother workflow.
- Despite the criticisms, one user found Takealot's page the clearest and most visually pleasing, ranking it as their favourite.