

# IMY 320: UEQ Analysis for [Wine.com](http://Wine.com) 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 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 Wine.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 6.75 out of 7. The page was rated highly supportive because it is a lot less distracting than other designs, allowing users to focus on their shopping without unnecessary interruptions. The layout is clean and not cluttered, showing only relevant product information and filters upfront, which minimises frustration and obstruction.

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 a 7 out of 7. Users found the page extremely easy to use because the cards have enough information and are not very confusing. The filters are well categorised, accessible via a sliding bar, and allow users to easily

modify multiple filters with the “all filters” button. The overall design is cleaner, clearer, and visually less overwhelming, making navigation straightforward.

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 6.75 out of 7. Efficiency is high since users can quickly filter products using categorised filters with clear visual feedback (e.g., filters not applying show in a different colour, applied filters are highlighted). The shipment date information on cards helps users make decisions faster, and the sliding bar filter keeps options visible but accessible without clutter.

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 a 7 out of 7. The website is rated clear because it is clean and easy to understand what to do next. Users appreciated the focus on relevant information only, with additional details available on product click, and the clear feedback in the filter UI.

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 4.5 out of 7. The experience is moderately engaging but not exciting. While the page is less distracting and well organised, the map view was liked as a nice extra but not essential, and the overall design is practical rather than thrilling, so we felt it was somewhat of a safe take.

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 4.25 out of 7. Users found the site somewhat interesting due to the organised filters, clean layout, and useful shipment information on cards, but it lacked strong elements to grab or hold attention for long periods, making it moderately interesting but not highly captivating.

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 3.5 out of 7. The page leans toward conventional because while it's clean and functional, it doesn't bring particularly new or inventive features. Features like the sliding bar for filters and “all filters” button are practical but not groundbreaking, and the overall approach is familiar.

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 4.25 out of 7. The design is more usual than cutting-edge, it is clean and clear, but not pushing design boundaries. The use of colour-coded filters, clear shipment information, and a less overwhelming card layout are solid but standard design practices, rather than leading-edge innovations.

## Extra remarks

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

- The page is visually less overwhelming and easier to get through.
- Filters are well categorised and easy to access via the sliding bar, with good visual cues for applied or unavailable filters.
- Product cards balance information well, showing enough without being cluttered.
- Some users were confused by professional ratings on the details page, indicating an area for improvement.
- Overall, the site is focused on clarity and usability, reducing distractions while providing relevant information on demand.