

Sri Lanka Institute of Information Technology



IT3060 Human Computer Interaction

3rd Year, 1st Semester

Assignment 1

UX/UI for gatesnfences.com Website

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Description

User interface is important to meet user expectations and support the effective functionality of site. The power of UI design is such that it can mean the difference between a very successful application and the worst one. When it comes to create high-quality sites, all of the small details are so important. That's why we want to choose a site which have worst UIs and recreate them. Our intention is creating a better user interface compared to the existing one.

For our project we have chosen "Gates N Fences" which is an e commerce site. These UIs of website are completely not organized and not attractive. Because of these reasons this site is not user-friendly. We have chosen some stakeholders and get some idea about how to recreate this site in a user-friendly manner. Then we are planning to redesign these unorganized UIs using stakeholder's and our own ideas. We think it will increase productivity and customer engagement

Work load distribution

Student No	Student Name	Selected pages
IT20062088	EDIRISINGHE D.B	<ul style="list-style-type: none">• Vehicle loop detectors page• Dealers application page (CRUD)• hinges page
IT20660420	NIMTHARA K.A.G.T	<ul style="list-style-type: none">• Driveway gates page• Garden gates page• Contact us page (CRUD)
IT20601874	JAYARATHNA D.A.S.A	<ul style="list-style-type: none">• Sea gate openers page• Wiking access openers page• Shopping cart page (CRUD)
IT20660598	RANGODAGE A.P	<ul style="list-style-type: none">• Vtrack –guide –vwheels page• FAAC gate openers page• Shipping information page (CRUD)
IT20618254	JAYaweera M.D	<ul style="list-style-type: none">• Home page• Cantilever wheels page• Safety loops page

Alternatives Considered

Our group members selected five websites and finally chosen the best out of them. The other four website links are given below

1. <http://www.waterboard.lk/>
2. <https://www.srilankateaboard.lk/>
3. <https://blinke.com/>
4. <https://www.police.lk/>
5. <http://www.gatesnfences.com/>

User groups identified

We were able to identify three user groups who are using this website daily. The user groups are shown as follows,

- A. ❖ Customer
- B. ❖ Dealer
- C. ❖ Guest user

Three personas for selected

A. customer



ISURA ERANDA

Customer

 077-866-910

 Maharagama

 isuraeranda@gmail.com

 23 Year

Personal Profile

Isura Eranda is a customer of this gatesfences website. He is working as a Store Executive in home constructions company. As a user of this website, he had a lots of user experiences with this site. He is the one who decide the shops which they are going to buy products and machines. He is focus mainly on online marketing and he has a great passion for buying services and products.

Motivations

VARIETY OF PRODUCT
DISCOUNT
QUALITY PRODUCTS


Goals

- Can buy quality products with reasonable prices.
- Easy to find products.
- Time efficiency.
- Can buy variety of products in same site.

Frustrations



- Triggered by poor products.
- Having trouble at work.
- Facing other life challenge
- The urge for compensation







**LALITHYA
SANDEEPANI**

Dealer

 077-260-2311  Horana

 lilyandsandeevani@gmail.com

 22 Year

Personal Profile

Lalithya Sandeepani is an owner of ABC company. Therefore, she doesn't have a huge technical knowledge. She visits to this site as a dealer. Her main purpose is making a deal from this web site to buy products through an agreement.

Motivations

WIDE VARIETY OF PRODUCTS

LOW PRICES

DISCOUNT

Goals

- Purchase good products at low cost.
- Discount
- Quick delivery
- Having customizations options

Frustrations

- Hard to use this site because of lack of technical knowledge.
- Hard to find products and relevant information.
- Lack of dealer inventory.



B. Guest user



**UDANA
ISIWARI**

Guest User

 077-866-910  Maharagama

 udanaisiwari.ui@gmail.com

 22 Year

Personal Profile

Udana Isiwari is an undergraduate student at SLIIT. Therefore, she has a good technical knowledge but doesn't have proper idea about this site. She visits to this site as a guest user. Her main purpose is analyzing this website and get an idea about user interfaces of this site because she is doing research about UI interface designing principles.

Motivations

SEASONAL OFFERS
DISCOUNTS
INTERESTED ITEMS

Goals

- To get an idea about usage of UI design principles for research.
- To get an idea about buying and selling websites.
- To purchase interested products.

Frustrations

- Delayed support response.
- Unnecessary adds.
- Autoplay video with sound.
- Permission to store cookies



Usability issues identified by the students

IT20062088 | Edirisinghe D.B

<http://www.gatesnfences.com/Vehicle-Loop-Detectors.html>

- Font Color : Improper colors are used which misguide the user, same colors are used for the headings as well as navigation links
- Font Size : product descriptions are hard to read due to small font sizes
- Background color : having poor color contrast that makes it difficult to capture users' attention through the interface
- Manufacturers logos are unnecessarily displayed on the interface header which makes the interface more unattractive
- Some products items have product description some does not which is not helping to find what users needs
- Structure of the displayed items are not well organized
- Using low quality images
- Different size images
- This interface have two or more buttons that navigates to the same destination

http://www.gatesnfences.com/Gate_Access_Control_Accesories/J-BoltHinges-Adjustiblehinge-SpringHinge.html

- Font Size : the font size of product descriptions are different from one card to the other
- Product details are not readable because of the small font size
- This has a cluttered layout it will be hard for the user to find the information that they are looking for
- low contrast buttons relative to surrounding elements and the background
- Images have different sizes and also some of them have not placed above the product description
- Users will have confusing navigation because of duplicating the same links which are already displayed in the side navigation bar
- Using Animated product images without displaying originals which will confuse the user
- Only one image is displayed of the product , so the user is forced to a one angle rather than displaying 2 or more images from different angles
- Having poor color contrast which is not helping to get user's attention through the interface.
- Font sizes in the descriptions are too small and consist of excessive text

https://p10.secure.hostingprod.com/@www.gatesnfences.com/ssl/Secure_Script_Registration_Form.html

- Font size : font sizes are different compared to one another specially the headings
- Form have not been break down into sub parts which annoys the user
- Font color : all the other form headings are in red except “**Select and fill at least one Credit Card**”
- Less attractiveness in the form which discourage the user to fill it
- Alignment of the fields are not properly organized
- Some Placeholders are out of the form
- Too much white space on the right hand side of the interface
- Important fields have not been highlighted with star marks
- No feedback after submitting
- No date picker

IT20660598 | RANGODAGE A.P

http://www.gatesnfences.com/Gate_Access_Control_Accesories/Groove-Wheels-VTrack-Guide-Rollers.html

- Attractiveness is very poor.
- Displayed items structure is not well organized.
- Users go to the web page and get confused while choosing the required items.
- Items’ price font sizes are different.
- Items’ description is very unclear, complicated and difficult for users to understand.
- This web page color combination is not attractive.
- Image sizes are different.
- ”Add To Cart” button size and color is not suitable.
- Font size: It is too much small and item description is not readable.
- Background color: It is not suitable for website theme
- The webpage header and footer are not clearly identifiable to users.

http://www.gatesnfences.com/FAAC-USA-Gate-Operators-Openers-Automated-Electric-Swing-In_Ground-Slide-Gates-Garage-Door.html

- Less attractive page
- The page title is not clearly visible to users.
- Product description is unclear and difficult to understand.
- Product items arrangement is not suitable.
- Product item images are not attractive.
- Product item sizes are different.
- The webpage header and footer are not clearly identifiable to users.
- Openers’ button list is not matching.
- Font size: It is very small and difficult to read.
- Background color: It is not suitable for website theme.
- This is less user friendly.

https://laornamental.com/cgi-laornamental/sb/billing.cgi?storeid=*108a3248aa076640fe2e&fromid=order.cgi&redirect=yes&shopinfo=SSMSB152768897355983845.22977

- Font size: form and shipping information details are difficult to read because font sizes are too small.
- Website logo does not suit for theme of this website.
- The logo does not have any quality.
- form structure not well organized.
- Button colors are not suitable for the theme.
- Form button size is too small.
- Text fields are very small.
- UI is not user friendly.
- This UI is less attractive.
- Button sizes are different from each other.

http://www.gatesnfences.com/Automatic_Driveway_gates_1.html

- Unaligned elements
- The design lacks of contrast
- Some images are too large
- Images are in different sizes
- Scroll down a lot to go to the bottom of the web site.
- Font size is too small in description
- Used different font colors for image description
- So many white spaces
- Yahoo search bar is not necessary
- Color chart icon is not attractive
- Background color is not suitable for theme of web site
- Can't identify header and footer clearly
- Not attractive because of unorganized view

http://www.gatesnfences.com/Garden_Gates/Sea-Shell-GardenGate1.html

- Disordered structure in images
- Uncomfortable to interact with product. (it's not clear which gate is relevant to the given description)
- Buttons are unattractive because it's color very similar to background color
- Font size is too small in description
- Images are too large
- Images are not aligned
- Background color is not suitable for theme of web site
- Can't identify header and footer clearly
- Blank spaces in below of page
- Not attractive because of unorganized view

http://www.gatesnfences.com/contact_us.htm

- Not using enough validations for fields in form
- Using check boxes instead of radio buttons
- There is a huge blank space
- Some texts are overlapped with placeholders
- Mail icon is not attractive
- Yahoo search bar is in inappropriate place
- Elements are not aligned in form
- Background color is not suitable for theme of web site
- Can't identify header and footer clearly
- Field labels are not in correct place
- Buttons are not attractive
- Font size is too small
- Not attractive because of unorganized view of form

<http://www.gatesnfences.com/index.html>

- Users get distracted because of the unnecessary duplicated images which are directed to same page.
- description are not readable because of small font size.
- listed advertisement cant be specially identified.
- header and footer not matching.
- Users are having confusing navigation because of the unorganized side navigation bar.
- Few images contained in this website have added a watermark which is not user friendly.
- Using irrelevant and low-quality images.
- Search bar is build with primary and basic design technique which is not attractive.
- Some links are not working and directed to not found pages.
- Their isn't proper logo.
- having poor color contrast which is not helping to get user's attention through the interface.
- Interface with too much content becomes overwhelming for the users.
- Interface are not responsive.

http://www.gatesnfences.com/Gate_Access_Control_Accesories/Cantilever-Truck-Assembly-Wheels.html

- Some items didn't have relevant images and description which is not helping to find what users needs
- Users are having confusing navigation because of the unorganized side navigation bar.
- description are not readable because of small font size.
- footer is not located in the right location
- listed advertisement can not be identified easily.
- Interface are not responsive.
- Interface with too much content becomes overwhelming for the users.
- Unnecessary duplicated links displayed in the header which are already declared in side navigation bar.
- having poor color contrast which is not helping to get user's attention through the interface.

<http://www.gatesnfences.com/Safetyloop-Loopwire-SafetyLoopDetector-ExitLoop.html>

- Improper font sizes and colors are used which misguide the user.
- unnecessary images and labels are listed on header.
- description are not readable because of small font size.
- too many listed links which are not user-friendly.
- use unclicked texts which are looking like a link.
- Users get confused because of the overlapping letters and words in some places.
- their is not Footer in this page
- Using irrelevant and low-quality images.
- Too much white spaces in between elements makes user unattractive.
- having poor color contrast which is not helping to get user's attention through the interface.

http://www.gatesnfences.com/SEA_Gate_Opener_Mini-Half-Full-Tank_Compact-200-400-800_Vela_Industrial_Barrier_Orion_Taurus_Lepus_Chain_Rack.html

- Unaligned elements
- Background image is not suitable
- outdated button styles
- disordered images structure
- unaligned contents
- stylings used for the text backgrounds are not suitable
- un suitable color usage for texts
- too large images
- less content in the web page but lot to scroll
- overall outdate styles

<http://www.gatesnfences.com/Viking-Access-Openers/VikingAccess-R6Residential-Swing-GateOpener.html>

- unaligned contents
- some images and buttons are overlapped
- outdated button styles
- Background image is not suitable
- Too many colors used for buttons
- Images are too large in size
- Text backgrounds are not suitable
- Menus are everywhere and not in a proper order
- Can't identify header and footer clearly
- So many blank spaces

https://laornamental.com/cgi-laornamental/sb/order.cgi?fromid=order.cgi&storeid=*108a3248aa076640fe2e&function=show&p1=ExplodeA4b5cc64cbf1d38cbdf7d25a453556d17bed2f94c681c9bf279756d0ecac7930a98af18983eb0a195e9097ea2e6f5e899&testcookie=on&ip=112.134.103.66

- Buttons don't have contrast colors
- Text backgrounds are not in suitable colors
- Text fields and elements are not in suitable size
- Outdated button styles
- Outdated styles used for text borders

Scripts for contextual inquiry for three users

Background description of the user	Questions to be asked from the user	Tasks to be given to the user
customer	<ol style="list-style-type: none"> 1. Tell us why your company have selected this specific website to buy products? 2. as a store executive of a company how do you see this website compared to similar websites with your experience ? 3. what do you think about the arrangement of the home page? 4. can you please go through the checkout process by adding a product to the cart? What are the problems you identify? 	<ol style="list-style-type: none"> 1. Go to home page and select relevant category from navigation bar. 2.select a product 3. add to cart that selected product 4.go through the checkout process
Guest user	<ol style="list-style-type: none"> 1. As a guest user, what is the purpose of using this site? 2. what kind of user experience do you have when using this site? 3. what is your idea about these user interfaces? Are they user friendly? 4. What are the things that should be changed in this site according to your point of view? 	<ol style="list-style-type: none"> 1. Visit to “contact us page” and fill the form to get an idea about form validation 2. Select few pages and analyze about the usage of UI design principles <p>Pages to be directed- (Gate opener page, doorking loop detector and safety sensors page)</p>

Dealer	<p>1. What is the purpose of using this website?</p> <p>2. Why did you choose this website?</p> <p>3. As you mentioned that you have your own website compared to that what differences do you note here in this website?</p> <p>4. As I got to know that you are a software engineer as well as I like to ask What are the bad features and designs that you see in this website?</p>	<p>1. Go to home page and select relevant category from navigation bar.</p> <p>2. Select products.</p> <p>3. Go to the dealer's application page and fill the form</p>
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Usability issues identified based on contextual inquiry

User	Interface Name	Usability Issues
Customer	Home page	<p>Poor user friendliness</p> <p>A cluttered layout</p> <p>description are not readable because of small font size.</p> <p>Header and the footer of the website do not match</p> <p>Interface with too much content</p> <p>Search bar is build with primary and basic design technique</p> <p>having poor color contrast</p>
	Gate accessories	<p>Items are not properly displayed</p> <p>Some images are not clear</p> <p>Footer is not aligned properly</p> <p>Missing buttons</p> <p>Unnecessary duplicated links displayed in the header</p>

Guest User	Contact Us	<p>Using check boxes instead of radio buttons.</p> <p>The form is build with primary and basic design technique</p> <p>Elements are not aligned properly in the form</p>
	Gate Openers page	<p>Unorganized products displayed</p> <p>Image and relevant description are not clear</p> <p>Font size is too small</p> <p>Too many clickable images on the header</p> <p>Too many links</p>
	Doorking loop detectors and safety sensors page	<p>white space in the bottom of page</p> <p>Difficult to find the image for the relevant product description</p> <p>Unattractive page</p> <p>Too many links</p> <p>Font size is too small</p> <p>Images are not aligned</p>

Dealer	Dealers Application	<p>No star marks for important fields</p> <p>product of interest should be a multiple choice field</p> <p>some place holders are out of the form</p> <p>Form have not been break down into sub parts</p> <p>Different font colors</p>
	Hinges	<p>Lack of simple navigation</p> <p>Links have been duplicated</p> <p>no clear structure</p>

Ratings of the Usability problems as high medium and low

User	Usability issues	Ratings
CUSTOMER	A cluttered layout	HIGH
	Interface with too much content	HIGH
	Search bar is build with primary and basic design technique	MEDIUM
	Unnecessary Listing category links on the header	HIGH
	having poor color contrast	HIGH
	Header and the footer of the website do not match	HIGH
GUEST USER	Unorganized products display	HIGH
	The form is build with primary and basic design techniques	HIGH
	Too many links	MEDIUM
	Difficult to find the image for the relevant product description	MEDIUM
	Using check boxes instead of radio buttons	LOW
	White space in the bottom of the page	LOW
DEALER	No star marks for important fields in the dealers form	HIGH
	The form is build with primary and basic design techniques	HIGH
	Form have not been break down to sub parts	LOW
	Different font colors	LOW
	Lack of simple navigation	MEDIUM
	No clear structure	HIGH

3 Video link

The below shown is the link for the usability issues Interview,

References

Appendix

