

Hypothesis

During our work with this project, both with the analysis, interview and redesign of the website, we have come up with some hypotheses that we think will drive towards the main goals the client has for the new website. These main goals are:

- It should drive people to the store in Aarhus.
- It should provide the opportunity to order and buy products online.
- It should distinguish Terapi Hobby from other similar shops, so they are recognized.

The hypotheses we have come up with are:

- By changing the frontpage of the website to not be as cluttered with information as it is now, more users will come back and users will generally use the products pages more.
- By changing the product pages from being PDF files shown in the browser, to be actually dynamic product pages with information and the possibility to order/buy the products, the users will be more inclined to order and buy products.
- By letting the frontpage clearly state the opening hours of the shop as well as clearly indicate where users can find directions to the shop, more users will be inclined to visit the physical shop.
- A website needs to be structured and clean unlike a physical shop, where a certain amount of disorder is allowed. By updating the website but keeping the store as is, Terapi Hobby will distinguish itself from competitors. The site should tell a story about a cosy shop with a relaxing atmosphere. A shop where you can walk around and touch things. A shop where time stands still and the staff has the time to talk to you.

Competitor Identification

To identify the competitors, we:

- Browsed the web site.
- Identified product categories.
- Visited the physical shop.
- Observed the staff and the customers.

The physical shop is in a warehouse building located at the outskirts of town. The interior of the shop is mostly steel shelves and bookcases filled with various hobby articles. There are no signs indicating where to find what and all the articles appears to be “thrown around” in random order. The carpet looks a little dirty and there are pieces of paper here and there. The physical shop and the website actually sends same feeling of chaos.

The staff does not approach but wait for the customer to initiate contact. The atmosphere is relaxing, calm and quiet. The staff and all the customers observed were all older people (60+). All customers except one were female.

Even though not related, the shop, the customers and the staff makes you think of The Blue Cross, The Salvation Army and second hand stores.

The primary competitors are other hobby shops with a comparable range of products. We have compared the Terapi Hobby website with the following four:

- Panduro Hobby (<http://www.pandurohobby.dk/>)
- CC Hobby (<http://www.cchobby.dk/>)
- Hoffmann Hobby (<http://www.hoffmannhobby.dk/>)
- Hørmann Hobby (<http://www.hoermann-hobby.dk/>)

Competitor analysis conclusion

For our competitor analysis, we have taken websites into account that we find are targeting the same audience as the Terapi-Hobby.dk website. That means we have looked at websites that sell products for people who like to work with yarn, porcelain painting, knitting and other handicrafts, and websites for people who are passionate about their hobbies. We have also looked at two websites that does not directly relate to the same audience, but where there are some overlap between the product groups.

We have also taking into account to look at websites that have physical shops in a competitive distance from Aarhus. That might not be in or around Aarhus, but in such a distance that possible customers will make the trip to visit the physical shop.

When comparing the different websites the first thing that stands out is, that the terapi-hobby.dk site has a very cluttered front page. The amount of information on that first page takes the breath away from you as a visitor and you lose the overview and all the boxes makes it difficult to figure out where to begin. It feels unmanageable and overwhelming, and you will miss any important information on the front page simply because of the amount of information pushed into that page.

As a contrast to this, we have sites like Panduro Hobby (www.pandurohobby.dk) and Creative Company (www.cchobby.dk). These two sites are a stark contrast to Terapi Hobby in the sense they have a look and feel that are closer to a webshop as we know it. They are more minded towards users coming there to buy things whereas Terapi Hobby clearly wants to get the users to come and visit the physical shop. Sites like Panduro Hobby and Creative Company have done a very good job at making it easy for the users to find the products they are looking for, as well as giving some information about the products. The sites are not cluttered with a lot of information either, so they have a good mixture of relevant information and simplicity.

A website that has taken the other approach is Hoffmann Hobby (www.hoffmannhobby.dk). Like Terapi Hobby, Hoffmann Hobby also would like to get their visitors on the website to come to the physical store. They have done this in a way, where it is not possible for the users of the website to order anything. From the amount of products on the different sub-pages, we expect they only show a limited number of products on the website, with the purpose to get people to come visit the shop instead of using time on the website. This drive towards the physical shop is underlined by the fact that the biggest focus point on the website is the image of the storefront and right below that the opening hours along with a google map showing the location of the shop.

The two websites we have been looking at, that are not 100% targeting the same audience as Terapi Hobby, are Dragon's Lair and Gunzone. The reason we looked at those two websites were that they are also targeting people with a hobby that they are passionate about, and some of the product

groups do overlap. These two websites also have a webshop where users can buy products online and for Dragons' Lair, that is the focus of the website; they have shops in multiple cities and are not promoting any specific shop. Gunzone on the other hand is promoting the shop in Aarhus, since that is the physical shop for the website but their webshop is still the focus of the website.

From this analysis, our conclusion is that the different websites all have some good points and some issues. The current website of Terapi Hobby is doing a lot to drive people to the physical shop and to let visitors know that it is possible to buy their products both as a private customer and as a company. The problem with the site is that this information is delivered in so many ways and places, that it disappears. You cannot see the forest for all the trees.

On the other hand, websites like Panduro Hobby has a more business-feel and not that personal touch that Terapi Hobby is clearly going for. The thing that Panduro Hobby and Creative Company do well is the product pages, the actual webshop part of the website. These are easily navigate able and you are able to search for products that you are looking for.

Our analysis has also given us an understanding of the potential audience for the website of Terapi Hobby. They target both private customers as well as schools, businesses and institutions. The current website is targeted more for the users to order their products, but the owners wanting their customers to come to the physical shop instead of using the website.

This information, about the target audience, we have used to decide upon a group of people to use as interviewees to better get an understanding of what drives them to use one website over another and what, if anything, will make them returning users of said website.

Interviews

From the Interviews we have discovered that:

- The current website appears very masculine.
- Color and images are associated with hunting, nature or farming.

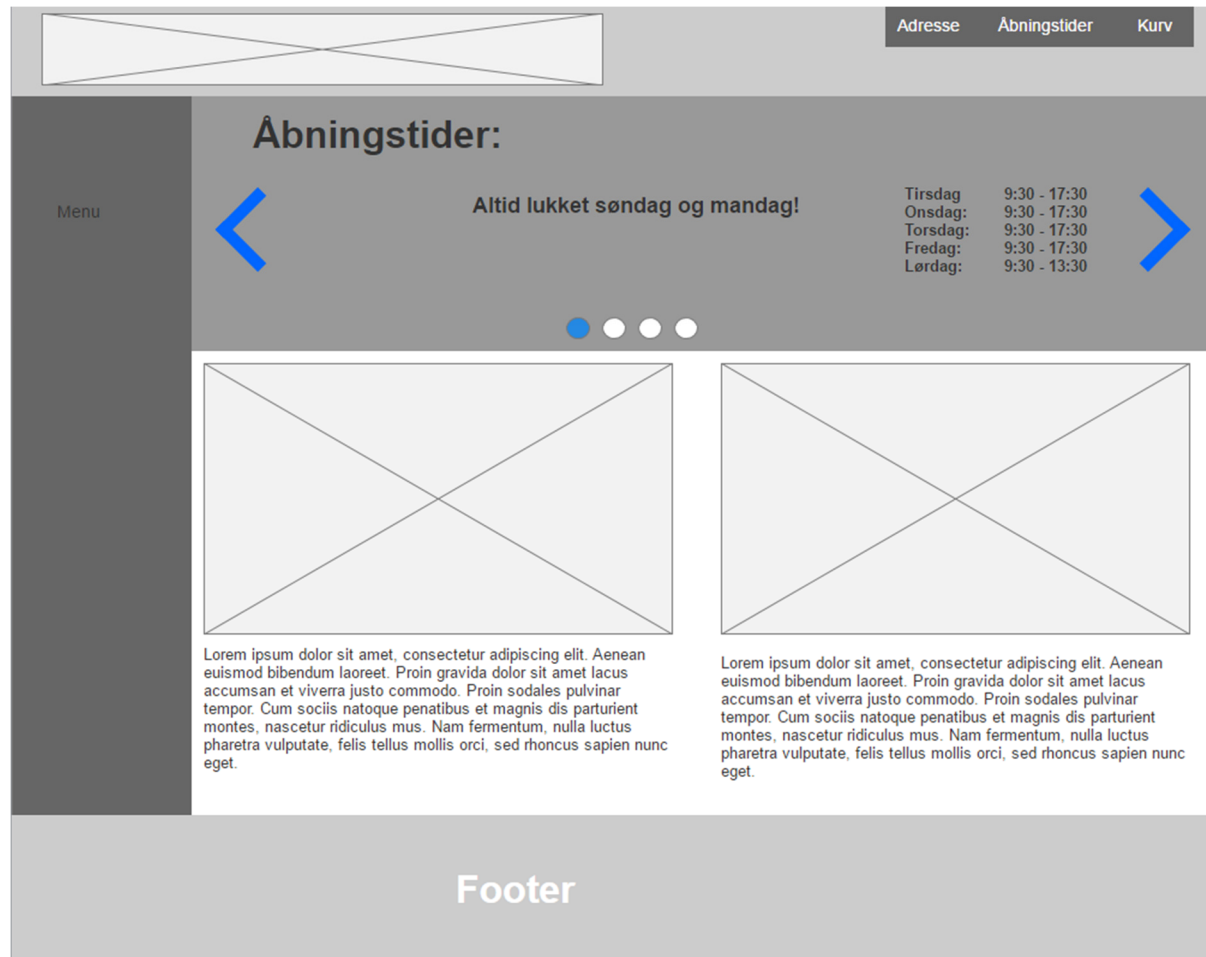
This is a major error when you know that most customers are female. Looking at the competitors website you can also see that Panduro Hobby and especially CCHobby are much more feminine in their choice of color and style.

We also discovered that:

- The site is messy and has no apparent layout.
- UI elements are randomly thrown on the page.
- The navigation system is not self-explanatory, missing or at times working completely different than expected.
- Users cannot find their way around the site so they go to another site.
- Users want to see and feel the product first. When they feel sure that the products are in the right quality and they start to (more or less) master their hobby they will most likely switch to online shopping.

New design

In our first draft for a new design for the website, we have looked at the feedback we got from the interviews along with the information we got from the competitor analysis. The draft can be seen below:



One of the big changes that we have made to the design is making the front page of the website a lot less cluttered with information. At the top of the page we have placed a slideshow that can be used for displaying new products or offers along with other important information.

We know that the owners of the shop will like to get customers to visit the physical shop and therefore we have decided that the first page of the slideshow should be the opening hours of the shop, with the second slide be the shops address and a map showing the location. This way users of the website will get that information as the first thing when entering the site.

If looking at the way we have used Normans Principles for the design of the front page, we have used signifiers on the slideshow (the two blue arrows) to show the users that there are more information to either side. Another thing is using small rounded dots at the bottom of the slideshow, to show the users how many slides there are, and which one the current one is. This will also be using feedback by letting the user know where they are.

To the right we have kept the menu but will make it a lot simpler, even though that can't be seen in the wireframe above. The idea is that by making the menu simpler, and here we are especially

thinking about the product groups and catalog, we help the users get a better understanding of the website.

Another benefit of removing some of the clutter of the current website is that the discoverability of the website becomes more prominent and there will not be as much trial and error using the website as is the case with the current design.

When talking about affordances and signifiers, we have put a “secondary menu” at the top of the page, where the user can find the shops address along with the opening hours and a link to the shopping cart. This will make it possible for the users to always get to that information. And with regards to the shopping cart it is our suggestion that this is made to look like a shopping basket or cart, and that it clearly states the number of items that is put into the cart, along with the current value of the items. This way the user will be able to get feedback whenever an item is put into the cart.

On the products pages, which we have not gotten to in the second iteration, our idea is that this part of the new design should be a proper webshop with product information and the possibility of selecting the number of an item to buy. That means we will move away from the PDF product pages as they currently are.

All menu items, both on the primary and secondary menus, will be links and there will be no doubt that they can all be clicked.

Reflections on iterations

Looking back on this project it is clear that our lack of experience with competitor analyses and user interviews made the first iteration a lot longer and hard to get through than was necessary. That resulted in the second iteration being a lot more compact and hurried than we would have liked. We would have liked to be able to spend time creating a couple of vertical mock-ups to show the ideas described in the section about our hypothesis, and to show a more narrow mockup or prototype of the way we imagine the product pages and shopping cart should look.

This project has given us a bit more insight into what it takes to make a competitor analysis and some interviews, and also how we should prioritize our time in the next project, so we can get all the way through the project.

It has also taught us a lot, about how easy it is to let your own opinions influence the initial work on a redesign project. If you are not aware of that you might run into the problem that your work will be biased by your opinions instead of listening to the people you interview as well as looking objectively at the competitors.

Appendix

Website Competitor Analysis

	Panduro Hobby	Terapi Hobby	CC Hobby	Hoffmann Hobby	Hørmann Hobby
Clear logo and site identification	Yes	No	Yes	Yes	Somewhat.
Online catalogue	Yes. iPaper like (zmags). PDF.	Yes, but only as PDF files.	Yes. iPaper. PDF.	No. Product categories and product samples.	Yes, by browsing the product groups. Only in web shop.
Online shop	Yes.	No. Email order possible.	Yes.	No	Yes
Online inspiration and guides	Yes.	No. If it is there, it is not easily found.	Yes.	No.	No.
Social media	Yes. Links at the bottom and the middle of the page. FB, YT, In, Pinterest.	No.	Yes. Links in the footer to the right. FB, Pinterest, G+, In, YT	No.	No.
Website navigation	Clear top, footer and content navigation.	Confusing. Lots of links where it is not clear where you go. No clear indication of top (primary) and footer (secondary) navigation.	Clear top, footer and content navigation.	Very simple. A menu bar to the left with product groups and a couple of other menu items.	A small menu on top of the page that stays visible while scrolling. Need to go to the web shop to browse products.
Product group navigation/filter	Yes.	No.	Yes.	Partly. Few groups but without any content.	Yes. A lot of products groups but manageable.
Event navigation/filter	Yes	No	Yes	No	No
Subject/Activity navigation/filter	Yes	No	Yes	No	No
Physical shop	Yes.	Yes.	Yes.	Yes.	Yes.

Register/Login	Yes (not required)	No	Yes (not required)	No	No
User Friendly	Yes	No	Yes. It is an easy site to navigate and find relevant information.	Yes, but the site lacks content.	Somewhat. A little confusing that you need to go to web site to browse products.
Photos contra text	A lot of photos.	Too much text. You lose the overview.	The front page is primarily photos and links. Very manageable.	Not enough information about the products.	There is not that much text, and the info about each product is very sparse.

Panduro Hobby



Terapi Hobby





GARN, HOBBY-ARTIKLER, SLØJD, HÅNDARBEJDE, BILLEDKUNST, HUSFLID, HÅNDVÆRK OG DESIGN









































































































































Terapi Hobby
 Hvor hobbyfolk mødes

Nyt lavpris Internet katalog 2017-18
 Et af Skandinaviens største sortimenter
 Leverandør til Nordens kreative

Kreative materialer til kunst, strikning & hobby. Vi leverer også til private!

Kvalitet & tradition.
 Blandt branchens laveste priser.
 Mega udbud af kreative nyheder & tilbud!
UDVIDET



Skab din egen Garn & Karteflor med Louët

De nyeste garn - farvekort & kreative materialer.
 Læs vores udvidede katalog på nettet side for side! Gør det selv i sparetider!
UDVIDET

Masser af Garn
 Tilbud lige nu og året rundt - garanteret på lager!
BESØG OS
 Skab glæde på gangen fra os

ÅBENINGSTIDER : Altid lukket søndag og mandag.
 Masser af tilbud hele året. Også in-store! Kom forbi!

Tirsdag	9:30 - 17:30
Onsdag	9:30 - 17:30
Torsdag	9:30 - 17:30
Freitag	9:30 - 17:30
Lørdag	9:30 - 13:30

Husk: Planlæg dine kreative køb efter åbningstiderne!

BESØG AARHUS 2017 EUROPÆISK KULTURHOVEDSTAD

LÆG VEJEN FORBI OS NAR DU BESØGER AARHUS.
MASSEVIS AF GODE PRISER I ÅR - TIL ALLE KREATIVE.

Husk at plote vores adresse ind i din GPS'er med det samme:
 Terapi-Hobby, Bøgekildevej 24
 8361 Hasselager Aarhus Syd

Aarhus 2017
 Info: Klik her!


Elsker Strikkegarn fra Norge. Små priser til dig!


Sandnes Garn
 Nordens største Spinderi.
 Økonomi og høj kvalitet!
 Klik på billedet v.

Klik på billedet!

CC Hobby


Levering 2-3 dage | Fragt fra 29,- | e-marked | Kundeservice | Om os | Kvikbestilling | Kataloger | Creativ shop | Country | Log ind


 Følg, du kan se på live og produkter

Søg efter produkter | Produkter | **SOG** | 0,00 kr


Hobbyartikler | Kreative ideer | Begivenheder | Populære | Nyheder | Månedens tilbud

Påske produkter | Påske inspiration | Forårsklip skabeloner



Konfirmation

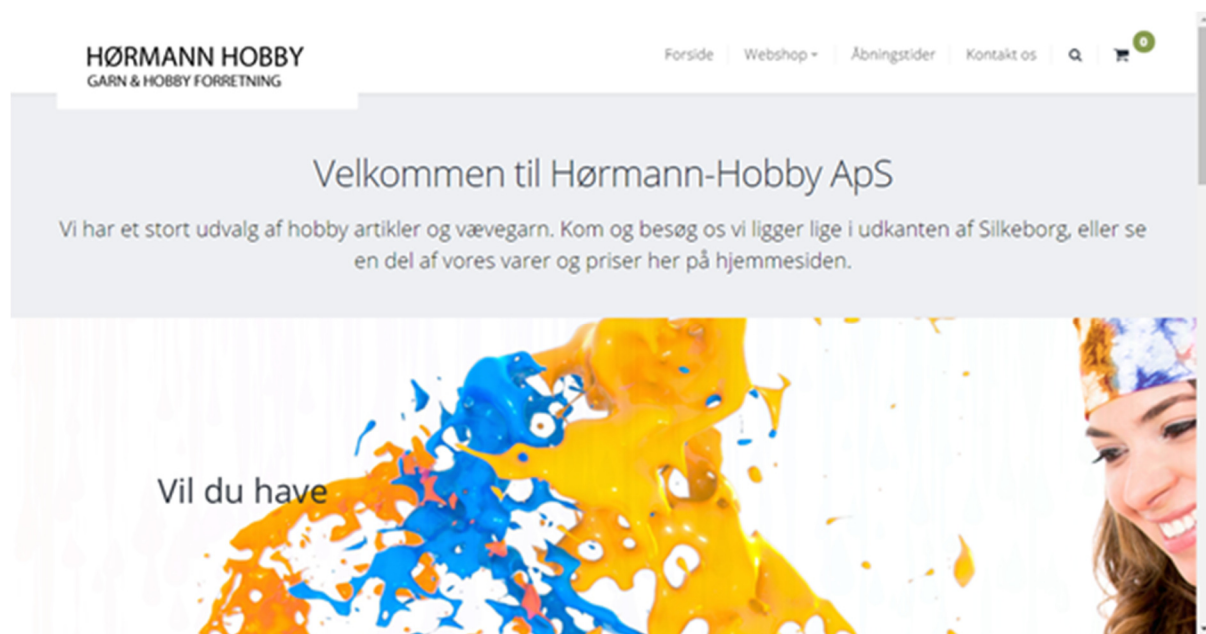
You're invited


 Stil Spørgsmål her

Hoffmann Hobby



Hørmann Hobby



User interviews

Questionnaire:

1. Can you within seconds tell what the site is about?
2. Can you find shop product categories?
3. Can you find a specific product? Yarn?
4. Is there a physical shop? If so, where?
5. Can you find shop opening hours?
6. Will the site make you visit the store?
7. Would you recommend the site to a friend?
8. Would you return to this site?
9. If this site were a car, what car would it be?
10. First hand impressions?
11. Preferred way of shopping hobby articles? Why (in 3 words)?

Interviewee 1: Female 41

Question	Answer
q1	Yes, hunting equipment.
q2	Not really. Eyes moves to the top banner. Top banner is taken as product navigation.
q3	No. Very cumbersome. Leaves the site.
q4	Yes. Blue boxes. First at box number 6. Only wide screen.
q5	Yes. Blue boxes.
q6	No.
q7	No.
q8	No.
q9	Very old Mercedes:> Big, clumsy and of no use.
q10	Very masculine. Color and image associates site with nature, hunting or farming. Can I buy a hunting rifle on this site? Or feed for my animals? The upper left corner signals gallery. Why? After a short while, what is the site about? It is not clear. I leave.
Q11	First shop. Over time and after gaining experience online.

Interviewee 2: Female 37

Question	Answer
q1	Yes, but am in doubt if it is a site for inspiration or for shopping.
q2	Yes, but I have to look all over the site. It is not obvious and it is almost lost among the other information on the site.
q3	Yes, but it is not easy to find the exact type of yarn I am looking for. Need to go through each page. I will go and find websites where it is easier.

q4	I am a bit in doubt, but there is an address at the bottom of the page. And opening hours are mentioned another place on the site. It is required that you look at all the information to find it.
q5	Yes, at the top of the site.
q6	No. My impression is a very unordered website and I fear the shop will be the same.
q7	No. There is nothing on this site I wouldn't be able to find easier on another site.
q8	Only by chance
q9	Fiat Multipla - Bedstmr And bil
q10	What is this site for? The name gives associations to something else than what they sell.
Q11	See, Try, Buy. Physical shop, hold the product and then buy (maybe online)