

1.10 Presentation

Group 4

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1. Examples of bad design principles

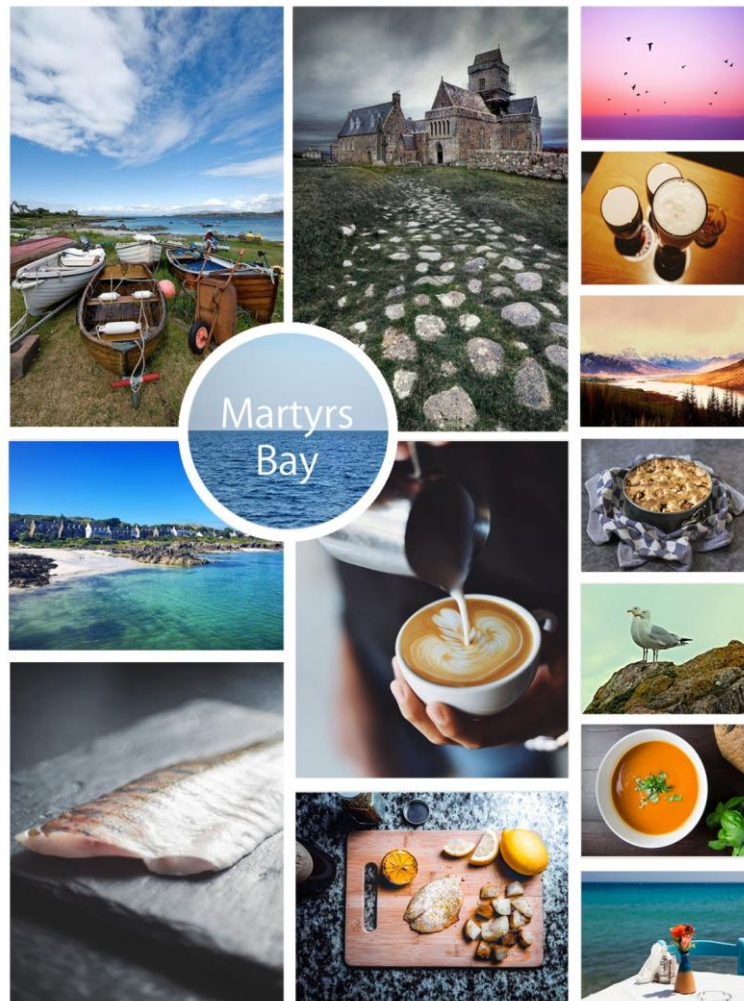
- The size of the header (top left), red header (center of the page), and text (in grey) are too similar, despite being in different colors. It makes it hard to find the information you are looking for.
- There aren't any contrasts and the text is too small.
- The images (main header and the 5 pictures below) are too big. The text in 3 of the 5 images trick the user. They look clickable, but they aren't.

Because of the lack of contrasts (the text and headers are too similar) and the images (too big and distract you from the important information about the restaurant), it makes it hard to navigate.

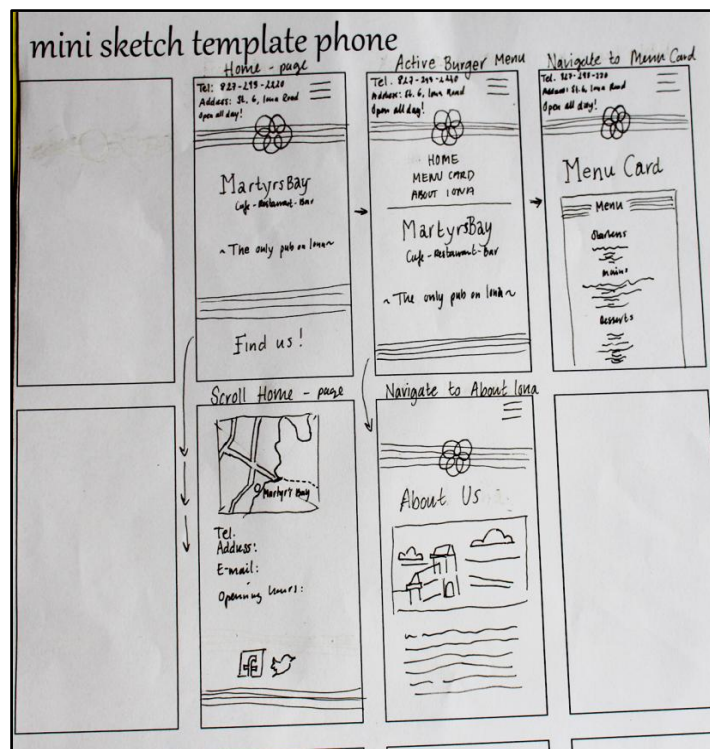


2. Visualization

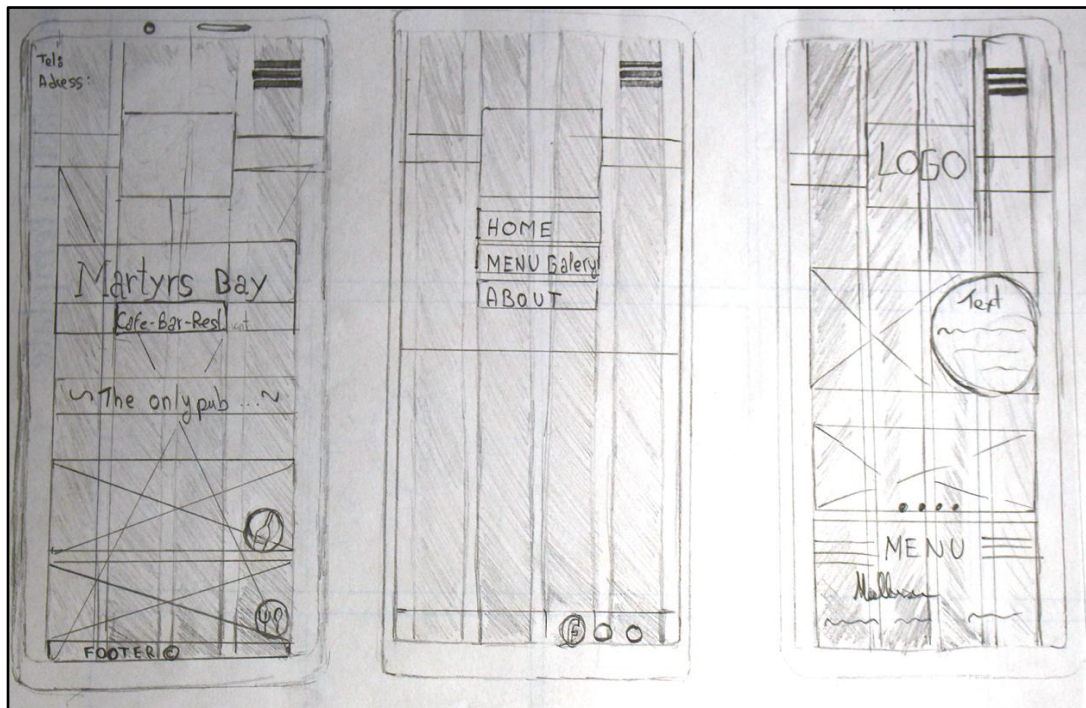
Moodboard



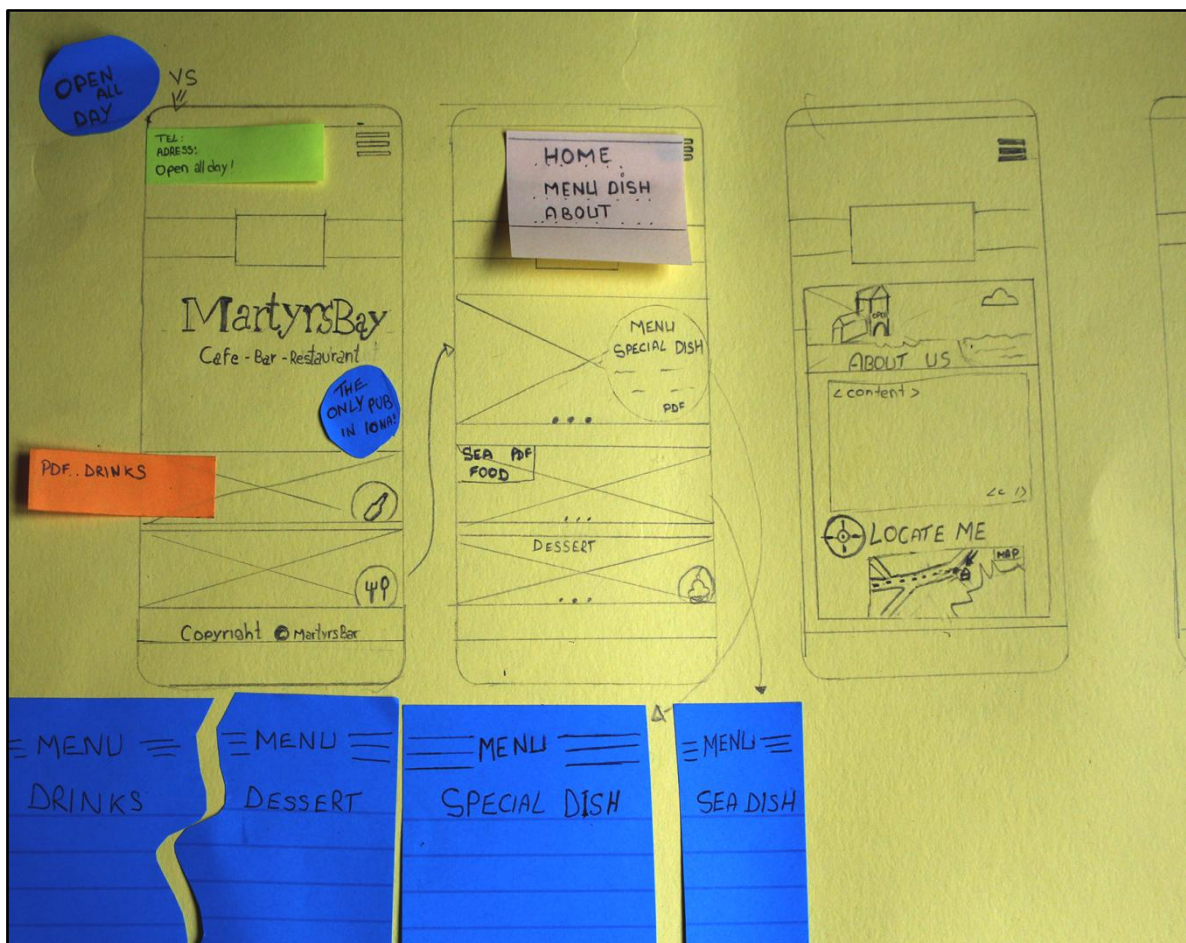
Sketches



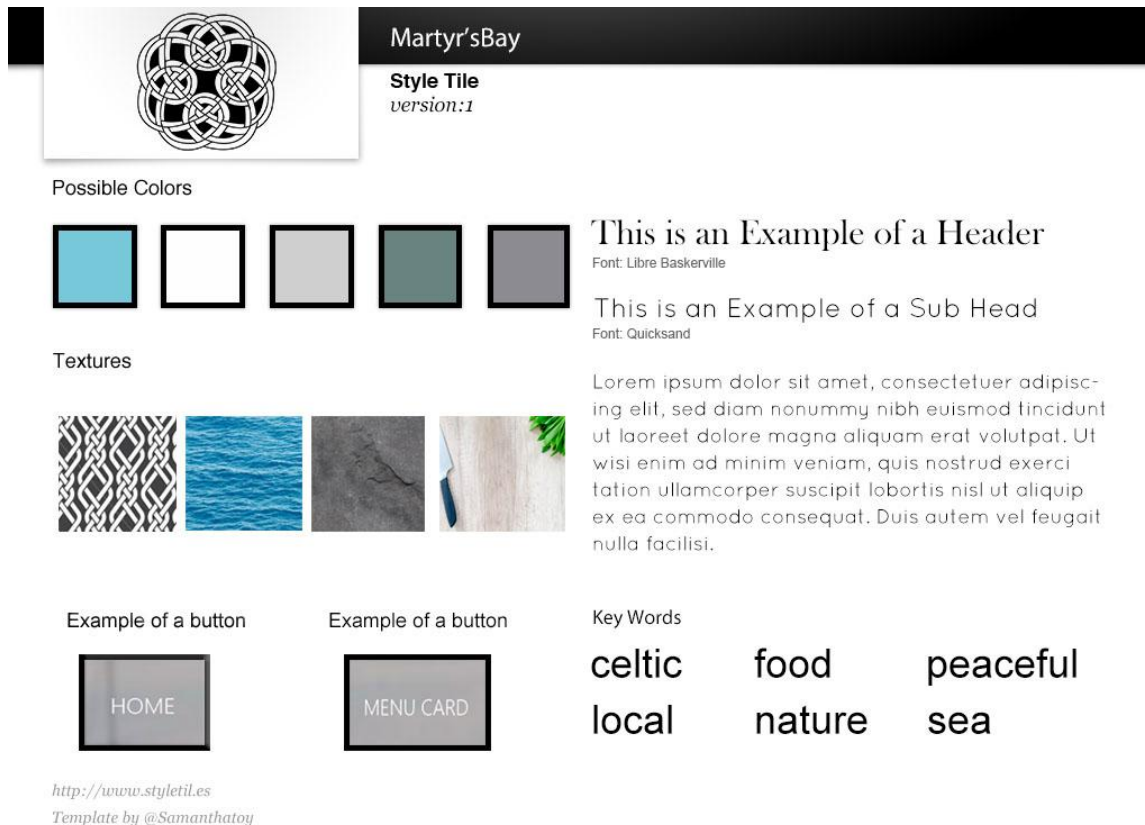
Wireframes



Paper prototype



Style tile



Link to XD-prototype

<https://xd.adobe.com/view/1cf89eec-b99f-4b08-978f-157d972bc2a0/>

3. Test results

- Existing website

Date: 25/9/2017

Web: <http://martyrsbay.co.uk/>

Introduction

A usability test is intended to determine users' ability to complete routine tasks, using interface facilities. Often usability test is conducted by potential users remotely, when users are asked to complete routine tasks or answer few questions about the web. Answers are recoded to analyze it and make potential improvements.

Group 4 conducted 3 tests to spot main limitations of the web.

Participants, executive summary and methodology

5 seconds test was taken online. 18 students from MMD, age from 18 to 30 took part in it. Given questions:

- What is the name of the place?
- What was the first thing you saw?
- What would you like to order?
- Did you see the navigation bar?
- Do you think this page can be useful? Why?

5 Second Test LINK: <https://usabilityhub.com/do/61d9cbd8244c/719a>

Trunk test was taken personally in KEA campus. 3 students from KEA Digital, average age 25 took part in it.

Given questions:

- What is this site about?
- Which page am I on?
- What are the main sections?
- What navigation options do we have?
- How can I search?

Expert review (Cognitive Walkthrough) was taken personally with Senior Web-Developer from ProReact, age 32, experience 5+ years.

Given tasks:

- Find information about the place
- Find contact information and opening hours
- Find menu

Given questions:

- Will the user know what to do?
- Will the user see how to do it?
- Will the user know whether their action was correct?
- Where would you expect to find this information?

Results and summary

5 seconds test

80% of the respondents answered correctly the question #1, so main attention goes to the name and the logo. For the biggest amount it was hard to see navigation bar or to say what kind of restaurant it is if it is a restaurant, but not a bar or a café.

Trunk test

All respondents said that the web is about a bar, a restaurant or a café or all together as there are three words, that you can clearly read on a frontpage.

All respondents were also agreed on “bar”, “restaurant” and “café” are three main sections of the web and all believed, that they are clickable.

Menu was easy to find; however, respondents were disappointed about it is so poor and that those three above mentioned pictures are not part of the menu.

There is no possibility of searching and users couldn't find any practical information on the web.

Expert review (Cognitive Walkthrough)

It was very hard for expert to find about-information, expert tried to click home page for it, but home and index pages appeared to be the same page. Even though “about” text is located right in the middle of the frontpage and should be seen first, it is the last thing person reads as the font is small and colors are very eye-unfriendly, so eyesight is kind of avoiding reading it. Expert would expect this information to be on a frontpage very clear, beautiful and noticeable. Twitters on the frontpage look like an error.

Practical information was also confusing, for example, opening hours or contact details. There is a telephone number and possibility to email, but people do not email to pubs or cafes very often and phone number is unclear, as it doesn't have country code (and we understand that this web is made mostly for tourists, not for locals). 4 links at the bottom were even more strange as it is indefinite what those links are about and if they are safe to click. There are no opening hours, but after spending some time expert found that menu is served after 6pm. As this very important for the restaurant information is missing, expert suggested that they are not in business anymore. Expert expected to find this very full and detailed information in one of a menu tab.

Expert was confused by the word “sample” next to the menu, in his world it sounded like beta- version, something that is testing right now. But he agreed, that if the word “sample” in those area, where restaurant is located, is understandable, it would be easy to find on the web. Three pictures were taken again as a clickable menu.

Expert mentioned that embedded twitter looks very poor. It is nice to see links to social media on a web, but not whole pages. Color choice is not very nice, he guessed, that designer wanted to show sunset or something like that, but presentation of it was no successful enough. Colors he would expected for this kind of a place are wooden, green, brown, something coy and Celtic.

Summary

This web page appeared to be very confusing for all the respondents. Navigation is not clear and does not give even simple practical information. Choice of colors, fonts and sizes is limited and not very appropriate, as it doesn't make webpage more readable or user-friendly. Three pictures on the frontpage look clickable for everybody and they are not. It is not comprehensible what is this web about.

- New website

Date: 28/09/2017

Web: <http://martyrsbay.co.uk/>

Web: <http://ekaterinagp.dk/martyrs>

Introduction

A usability test is intended to determine users' ability to complete routine tasks, using interface facilities. Often usability test is conducted by potential users remotely, when users are asked to complete routine tasks or answer few questions about the web. Answers are recorded to analyze it and make potential improvements.

Group 4 conducted 3 tests to spot main limitations of the web.

Participants, executive summary and methodology

5 seconds test was taken online. 14 students from MMD, age from 18 to 30 took part in it.

Given questions:

- What is the name of the place?
- Where do you think it is located?
- What kind of food do you think the place serve?
- Would you know how to navigate? How?
- Would you like to come by? Why?

5 Second Test LINK: <https://usabilityhub.com/do/ca3acc5cf84d/415e>

Link to answers: <https://usabilityhub.com/tests/ca3acc5cf84d/results/59ce2b34b5a7>

Trunk test was taken personally in KEA campus. 5 students from KEA Digital, average age 25 took part in it.

Given questions:

- What is this site about?
- Which page am I on?
- What are the main sections?
- What navigation options do we have?
- How can I search?

Expert review (Cognitive Walkthrough) was taken personally with Senior Web-Developer from ProReact, age 32, experience 5+ years.

Given tasks:

- Find information about the place, since what year do they have their business?
- Find contact information and opening hours
- Find menu, do they have kid's menu?

Given questions:

- Will the user know what to do?
- Will the user see how to do it?
- Will the user know whether their action was correct?

Results and summary

5 seconds test

99% of respondents could remember the name and get the location. Half of respondents associated the restaurant with a seafood, another half answered, that this restaurant serves all kind of food and both answers are correct.

Over 70% said that they would know how to navigate the web.

And 99% said that web looks user-friendly and they would like to come by and eat something in that place.

Trunk test

All respondents said that the web is about a restaurant, it was easy to navigate for them and say what page they currently are.

Many respondents expected to click on a logo/name of the restaurant in a left corner to be back to home page, which was not possible.

Many respondents expected that they can click on the map and then get to a contact page, which didn't exist.

Expert review (Cognitive Walkthrough)

Expert said that it was very easy for him to find about-information and easy to see from what year this company is running their business, because information on page "About" was clear, readable, short sentences and nice background made it very user-friendly.

Main menu is colored when you are on page and it makes it easy to navigate, but expert thinks, that white letters on a light-grey background is not the best choice, even though it looks good.

It was unclear for the expert how to find open hours or address. He would expect it to be at About-page and only after looking around found it at the bottom on frontpage. He thinks it is not the best idea as you do not see if you can scroll or not, and recommended to add it as minimum also on About page.

At the same time practical information about the place was very clear and full, except for he expected to see email written and not only as an option to write right away.

As for the menu, it was clear, obvious and expert do not think that it may cause any problems to find.

In general expert thinks that this web looks modern and intuitive, even though some improvements are required.

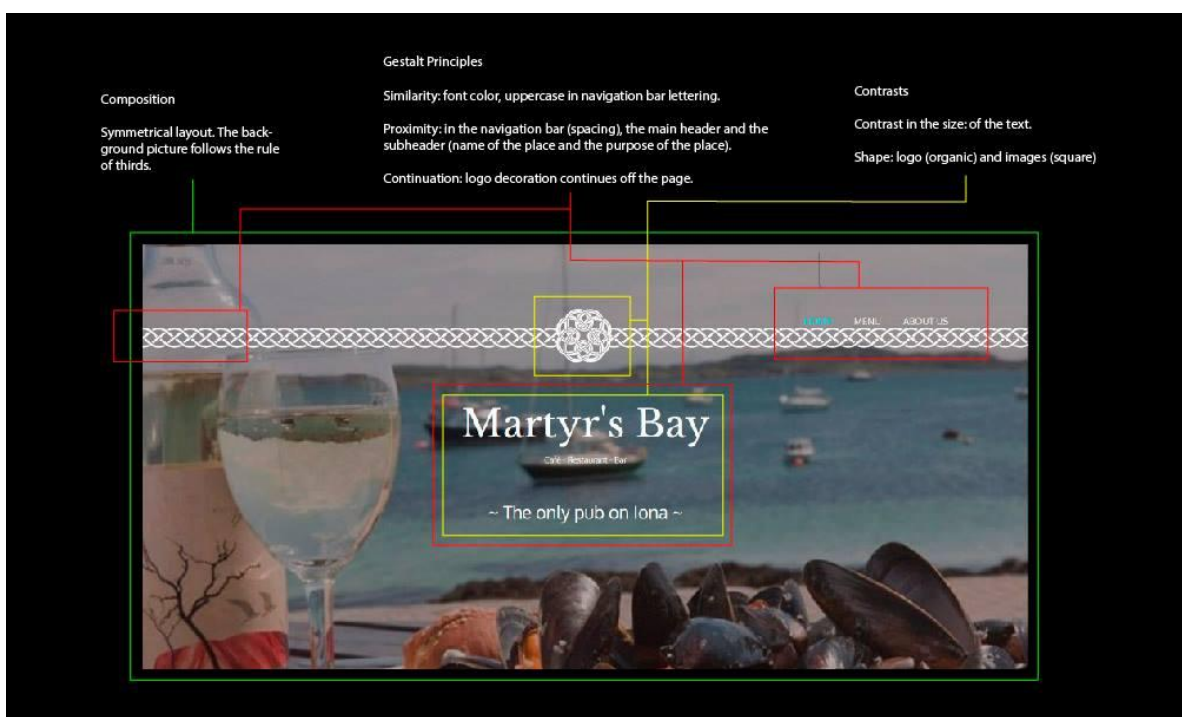
Potential improvements

1. Add link to logo/restaurant name to be back to home page;
2. Implement contact page or add contacts at About page;
3. Consider changing the position of address and contact information;
4. Consider color scheme changing to more contrast.

Summary

This web page is appeared to be easy to navigate. It looks user-friendly and people want to spend time, reading it. At the same time there are some changes, that should be made to optimize the web and make it more user-friendly. Out of all above mentioned improvements, Group 4 implemented only the first one yet.

4. Design principles



6. Code snippets of CSS

```
@media only screen and (min-width: 765px) {
  .menu-items {
    display: grid;
    grid-gap: 10px;
    grid-template-columns: 2fr 2fr;
    justify-content: center;
  }
  #pages-2 #main-content {
    min-height: 60vh;
  }
  #pages #main-content {
    min-height: 60vh;
  }
  #frontpage .frontpage-menu-container {
    max-width: 1024px;
    margin: 0 auto;
  }
  #frontpage .burger-menu {
    position: static;
    left: auto;
    top: auto;
  }
  #frontpage nav {
    top: auto;
    right: auto;
    float: right;
  }
  .burger-menu,
  .bay-info {
    display: inline;
  }
  header label {
    display: none;
  }
  header .dropdown {
    padding: 15px;
    margin-left: 55px;
  }
}
```

```

}
#pages .line-wrapper {
  margin-top: -60px;
}
#pages .line-wrapper {
  margin-top: -50px;
  margin: 0;
  padding: 0;
}
#pages main {
  margin-top: 0;
}
#frontpage header p {
  margin: 0;
  margin-top: 10px;
}
#pages main {
  margin-top: 40px;
}
.frontpage-wrapper-section {
  display: grid;
  grid-template-columns: 2fr 2fr;
}
.google {
  display: grid;
  grid-template-rows: 2fr;
}
.section-2 {}

.nested {
  display: grid;
  grid-template-rows: 2fr 2fr;
  grid-auto-rows: 70px;
  grid-gap: 1em;
}
}

```