



Design Enterprise Studio

Matthew Charles

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Project Deliverables

- Summarize the organisation's vision, mission, values, and target market.
- Stretch goal: interview past customers about why they bought from Good Things.
- Summarize the organisations target user group(s) in form of persona(s)
- Competitor analysis of key competitor businesses and their social media profiles.
- Review of Good Things social media strategy year to date, analysis of impressions, reposts, followers gained etc to identify gains.
- Set key targets for new social media strategy together with client, considering resources available, key purpose of postings, maximum exposure, sustainability of growth.
- Integrate the SM strategy with the existing website.
- Test the market response with a period of postings, following the strategy, and review impact.
- Detailed analysis of the existing website from a user experience perspective.
Stretch goal: conduct user walk-through of the web site to capture user behaviour and reactions.

Term 1

User Personas



ELLY MARTIN

About: Ely is graphic designer who takes pride in her effort to be as ethically conscious as possible. She's vegan and tries to buy from small, independent businesses that source their products in an ethical and moral way.

Bio: 28 Graphic designer

Hobbies: Reading Art Hockey

Goals:

- Be as **carbon neutral** as possible
- Spread awareness of **social injustices**
- Starting her own **eco-friendly** business

Pains:

- Unethical gifts**
- Big corporations**
- Expensive products**

Needs:

- Ethically sourced** gifts
- Reliable** service
- Wide range** of products

Key Words:

Social Justice Fair Trade Young Environmentally friendly Thoughtful

Persona 1

This was our main user persona, the target demographic that we wanted to engage with, with our social media strategy. We used information provided by Lucy to form these personas.

This was our second main user persona, the target demographic that we wanted to engage with, but is not the most important.



TYLER ANDREWS

About: Tyler is an environmentally unaware university student with his interests mainly gravitating towards hobbies and interests. Since he is young and unemployed he is also left with a low income which forces him to spend money wisely and choose cheaper options where possible.

Bio: 18 University Student

Hobbies: Football Films Gaming

Goals:

- Graduate University
- Pursue passion for DJing
- Start a new gym programme

Pains:

- Uninterested** in the gifts
- Lack** of gifts for his **demographic**

Needs:

- More **alternatives** to online shopping
- Cheap** options
- An **engaging** website

Key Words:

Low Income Motivated Ethically Unaware Student Disinterest

Persona 3

This persona was used to identify potential users who would not be interested in Good Things Gifts, therefore they are not a priority for us to target with the social media strategy.



SARAH BANKS

About: Sarah has only recently become more aware about environment and the importance of buying from sustainable and ethical businesses. She aims to be as socially conscious as possible, but would sometimes choose a more convenient option even if it is less ethically and morally aligned.

Bio: 40 Stay at home mum

Hobbies: TV shows Music Wine

Goals:

- Save money**
- Save time**
- Become more **ethically balanced**

Pains:

- Balancing **ethics** and **budget**
- Time constraints**, convenience over ethics
- Her **children aren't as concerned** about ethics

Needs:

- Wide range** of gifts
- Convenience
- More **information** about social injustices around the world

Key Words:

Mother Busy Budgets Somewhat conscious Family based gifts

User Journey Maps

ELLY MARTIN

Personality Points

- Graphic Designer
- Ethically conscious
- Keen vegan



Expectations

- Products to be ethically and sustainably sourced
- Great customer service

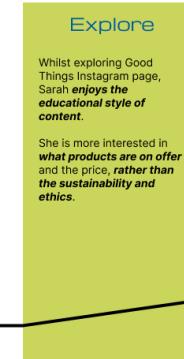
Pain Points

- Can't find what she wants, forced to use a service like Amazon
- Over-expensive products
- Unethical gifts

SARAH BANKS

Personality Points

- Mother, so is busy and needs to budget
- Socially and ethically aware but doesn't always prioritise



Expectations

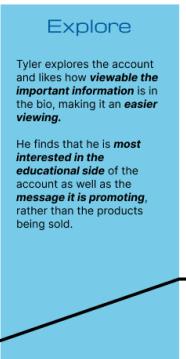
- Convenience
- Save money
- Good and wide range of choices

Pain Points

- Slow and inconvenient service
- Children aren't as concerned about ethics

TYLER ANDREWS

- Environmentally unaware
- University student
- Busy social life
- Unemployed so has low income



Expectations

- Try new gifts
- Branch out to a new website he hasn't tried
- Wide range of choices

Pain Points

- Expensive gifts
- Uninterested in the gifts
- Lack of gifts for his demographic

User journey maps helped us to gain a better understanding of how potential users would interact with social media content. In addition, journey maps and help to give an idea of what sort of content to post.

Competitor Analysis

Competitor analysis

- Who are your major competitors?
 - Social Supermarket
 - Social Stories Club
 - Big Issue Store
 - Ethical Superstore
 - Frankly
- How do your competitors compete against your organization (e.g., price, quality, convenience)?
 - Social Supermarket sells drink and has a lot more food and drink options
 - Social Stories Club offers more customisation and personalisation of gifts
 - Big Issue Store offers art and photography
 - Ethical Superstore offers a lot of clothes and fashion stuff
 - Frankly is Bristol based and also a sustainable and ethical gifts store - offers more clothing based products
- What social media platforms do your competitors use?
 - Social Supermarket - Instagram, Facebook, Twitter
 - Social Stories Club - Instagram, Facebook, LinkedIn, Pinterest, TikTok, Twitter
 - Big Issue Store - Doesn't have an Instagram, but the Big Issue as a corporation does
 - Ethical Superstore - Instagram, Pinterest, Twitter, Facebook, RSS Feeds??
 - Frankly - Instagram, Facebook, Twitter
- What channels other than social media do your competitors typically use?
 - Websites, Newsletters and physical shops

- What kinds of content do your competitors typically post?
 - Social Supermarket - Images of products, gift ideas and relevant political facts
 - Social Stories Club - Customer reviews, mini blog posts, gift ideas etc.
 - Big Issue Store - Headlines and stories, nothing related to their shop
 - Ethical Superstore - Promo of products, announcements eg. (Sales)
 - Frankly - Promoting products, use the instagram shop
- Who are your competitors' organizational leaders?
 - N/A
- How does your organization stack up against the competition on key business and social media metrics?
 - Ethical Superstore has the most followers with 13.9k on Instagram

This is their website

Total Visits ⓘ	Bounce Rate ⓘ	Pages per Visit ⓘ	Avg Visit Duration ⓘ
174.2K	50.89%	4.86	00:02:51

- Frankly has 2.2k followers

Facts About Good Things

Facts about Good Things

- **What are your top business goals?**
 - Gain more followers
 - Make more money
- **What external agencies exert significant influence on your organization?**
 - Her suppliers
 - The government
 - Instagram (could change terms of service)
- **Who are your organizational leaders? What is their social media presence?**
 - Lucy Wills
 - A thousand followers on Instagram
- **What are the major historical milestones for your organization?**
 - Set up in 2019
 - Won an award 2023
 - Set up Sparks shop in Oct/Nov 2023
- **What is the mission of your organization? What are its core values?**
 - Provide a service that allows people to buy ethically and sustainably sourced goods
 - "We seek out inspiring ethical and sustainable goods that support charities, empower people and protect our planet. Then we make it easy for our customers to find them in our online shop."

Good Things SWOT Analysis

STRENGTHS <p>Good audience engagement on posts with face in it</p> <p>Most other businesses don't include their face</p> <p>The products associated with this account are ethically friendly which is the main USP</p> <p>A big range of social media accounts connected to her Instagram which widens target audience</p>	WEAKNESSES <p>Does not receive a good follower to like ratio, maximum receiving 40 to 50 likes</p> <p>Not much branding/colour scheming.</p>
OPPORTUNITIES <p>The audience engages most with the face being shown/the gifts being advertised/the reels</p> <p>The account is a good opportunity for businesses to see who she is as a person as well as selling their products</p> <p>Could post more on Instagram</p>	THREATS <p>Opposing competition are using more consistent branding colours, are posting more frequently and interacting with their consumer base on a daily basis</p> <p>Lack of immediate branding increases user disengagement</p>

Stakeholders

Stakeholders

- Who are your stakeholders (e.g., customers, shareholders, suppliers, government agencies)?
 - customers, suppliers, government agencies
- What are the typical social media usage patterns of your stakeholders?
 - Customers - They on average use social media every day, apparently average is 2 hrs 25 minutes per day
 - Suppliers - Trying to find new customers to supply to
 - Government agencies - ASA- advertising agency regulates what's being advertised on social media
- What are the major concerns of your stakeholders?
 - Customers - Products, what is the company selling
 - Suppliers - Finding more companies to sell to, and if their products are actually selling or not?
 - Government agencies - Concerned in what's being advertised - making sure it is being followed
- For what purposes would your stakeholders never use social media?
 - N/A
- When do your stakeholders most typically use social media platforms?
 - Customers - after work, when they're bored, on the weekend/evening times generally
 - Suppliers - the marketing department use it everyday to check up
 - Government agencies - ASA is always checking social media to regulate what's being shown
- Where do your stakeholders make use of social media platforms (e.g., in the office, at home, off-site)?
 - Customers - at home
 - Suppliers - Wherever they work

- Government agencies - at work
- Why do your stakeholders make use of social media?
 - Customers - because they want to be entertained
 - Suppliers - they benefit from the knowledge of whoever it is they're supplying to and how their social media is being ran
 - Government agencies - it is their job to make sure companies are abiding by advertising rules and regulations

The Social Media Strategy

From Looking at Competitors Social Media

- Posts that get most engagement involve you in them
- Most customers are 25+, so timing posts to fit into their schedule is needed - 2 to 3 hours beforehand
- Competitor's social media's have good and clear branding
- Instagram stories are powerful because they show just one piece of content

Our Proposal

- Posting at least once a day if possible
- Posting stories every day (Links/polls/questions/articles)
- Posting on reels twice a week
- Focus on having more posts with your face in

In Terms of the Upcoming Weeks (when we were initially devising the strategy)

For the lead up to December (ie. next week)

- post about you setting up shop for christmas
- advertising the sparks shop

For in December

- - Post gift ideas (Top 5 gifts for your mum this christmas)
- - 12 days of christmas spin off - 12 days of sustainability
- - Hit other traditions as well as christmas if possible - solstice, hannukah etc.

Comment more on posts that followers engage with so that they get a gentle nudge of who you are

Example Posts



goodthingsgifts

goodthingsgifts That's it, we're closed for the Christmas holidays! 🎄☀️

Wishing everyone a wonderful time over Christmas break, and a very happy 2024.

We've had an incredible year at Good Things (our busiest yet!) and I'm so grateful to everyone who's been part of it, for the fabulous community at Sparks and all those who've supported us. For now I'll be collapsing near a pile of mince pies, and we'll be open again to send out orders on 4th of January 2024.

[View insights](#) [Boost post](#)

3 likes December 24, 2023

Add a comment... [Post](#)



goodthingsgifts

goodthingsgifts Spread joy with the environment in mind 🌲☀️

Our curated selection of Christmas cards deliver warm wishes and help care for our planet, with choices made from upcycled paper from office waste, and cards that help plant trees 🌱

Choose recycled materials and thoughtful designs 🌳🌿

#SustainableGreetings #GreenChristmas #EcoFriendlyCards
#ConsciousGifting #SustainableGifts
#EthicalGifts

[View insights](#) [Boost reel](#)

3 likes December 16, 2023

Add a comment... [Post](#)



goodthingsgifts

goodthingsgifts ✨ Thank you for an amazing month! ✨

We've had our busiest November EVER! 🎃 We've been so busy packing, restocking and wrapping! It's so exciting to have been joined by Tom and Dulcie who you might meet in our Sparks shop, and who have been busy helping pack orders behind the scenes - thank you both!

It's not been an easy couple of years for small indies, so it's incredibly exciting to see Good Things grow. Whether you're a regular customer, a new follower, or part of our hugely supportive community, your support means everything, thank you!

[View insights](#) [Boost post](#)

2 likes December 9, 2023

Add a comment... [Post](#)



goodthingsgifts

goodthingsgifts Our Friday is green, not black!

We hope you're having a wonderful day, but it's not black Friday over here.

At Good Things
🌿 We champion conscious choices
☀️ We value those who make the goods we offer. We partner with organisations committed to paying and treating people fairly
🌐 We believe in responsible consumption and production

[View insights](#) [Boost post](#)

2 likes November 24, 2023

Add a comment... [Post](#)

Our Goals vs The Results

What were our goals for the social media strategy?

We did not form any specific goals for our strategy with Lucy, but there was a mutual understanding that the idea behind the strategy should be to increase the number of followers and to increase user engagement (likes and comments)

The results (compared 1 Aug 2023 - 29 Oct 2023)

- Gained a total of 54 new followers
- 47.1% increase in account engagement
- 59.9% increase in account reach

Term 2

Initial thoughts about the website

Here are some notes we objectively made before we moved onto the user observations and testing of her website.

- The drop downs on the nav-bar in competitors are more concise with less options - this is more user-friendly it's less overwhelming and users may give up if there are too many options
- The design of the nav-bar should be re-arranged so that what is being shown in the drop down is at the top instead - "Gift Ideas", "Bags, candles, cushions, jewellery etc." "About us", "Ways to be sustainable"
- Corporate gifts would also come under "Gift Ideas" - it is shown twice
- Fix the layout of the account page

Observations conducted on Good Things website

After some initial thoughts we conducted 9 different observations based on the Good Things website concerning the navbar - we produced consent forms, participant information sheets and data privacy notices and collected the data we needed by screenrecording each participants actions.

Consent Form

Good Things – An ethical ecommerce business – an observation

This consent form will have been given to you with the Participant Information Sheet. Please ensure that you have read and understood the information contained in the Participant Information Sheet and asked any questions before you sign this form. If you have any questions please contact a member of the research team, whose details are set out on the Participant Information Sheet. If you are happy to take part in this interview and observation, please sign and date the form. You will be given a copy to keep for your records.

- I have read and understood the information in the Participant Information Sheet which I have been given to read before asked to sign this form;
- I have read and understood the Data Protection Privacy Notice that has been provided to me
- I have been given the opportunity to ask questions about the study;
- I have had my questions answered satisfactorily by the research team;
- I agree that anonymised quotes may be used in the final Report of this study;
- I understand that my participation is voluntary and that I am free to withdraw at any time until the data has been anonymised, without giving a reason;
- I agree to take part in the research

Name (Printed).....

Signature..... Date.....

Consent form

Student Researcher:	Scott Feher – Matthew Charles
Student Number:	21011124 - 20007423
Project Title:	Good Things UX website research
Research Type:	Observation

Purpose of the Privacy Notice

This privacy notice explains how the University of the West of England, Bristol (UWE) collects, manages and uses your personal data before, during and after you participate in the 'Good Things UX website research' observation. 'Personal data' means any information relating to an identified or identifiable natural person (the data subject). An 'identifiable natural person' is one who can be identified, directly or indirectly, including by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

This privacy notice adheres to the General Data Protection Regulation (GDPR) principle of transparency. This means it gives information about:

- How and why your data will be used for the research;
- What your rights are under GDPR; and
- How to contact UWE Bristol and the project lead in relation to questions, concerns or exercising your rights regarding the use of your personal data.

This Privacy Notice should be read in conjunction with the Participant Information Sheet and Consent Form provided to you before you agree to take part in the research.

Why are we processing your personal data?

UWE Bristol undertakes research under its public function to provide research for the benefit of society. As a data controller we are committed to protecting the privacy and security of your personal data in accordance with the (EU) 2016/679 the General Data Protection Regulation (GDPR), the Data Protection Act 2018 (or any successor legislation) and any other legislation directly relating to privacy laws that apply (together "the Data Protection Legislation"). General information on Data Protection law is available from the Information Commissioner's Office (<https://ico.org.uk/>).

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How do we use your personal data?

We use your personal data for research with appropriate safeguards in place on the lawful bases of fulfilling tasks in the public interest, and for archiving purposes in the public interest, for scientific or historical research purposes.

We will always tell you about the information we wish to collect from you and how we will use it.

We will not use your personal data for automated decision making about you or for profiling purposes.

Our research is governed by robust policies and procedures and, where human participants are involved, is subject to ethical approval from either UWE Bristol's Faculty or University Research Ethics Committees. This research has been approved by Mary Jackson, Mary4.Jackson@uwe.ac.uk. The research team adhere to the Ethical guidelines of the British Educational Research Association (and/or the principles of the Declaration of Helsinki, 2013) and the principles of the General Data Protection Regulation (GDPR).

For more information about UWE Bristol's research ethics approval process please see our Research Ethics webpages at:

www1.uwe.ac.uk/research/researchethics

What data do we collect?

The data we collect will vary from project to project. Researchers will only collect data that is essential for their project. The specific categories of personal data processed are described in the Participant Information Sheet provided to you with this Privacy Notice.

Who do we share your data with?

We will only share your personal data in accordance with the attached Participant Information Sheet and your Consent.

How do we keep your data secure?

We take a robust approach to protecting your information with secure electronic and physical storage areas for research data with controlled access. If you are participating in a particularly sensitive project UWE Bristol puts into place additional layers of security. UWE Bristol has Cyber Essentials information security certification.

Alongside these technical measures there are comprehensive and effective policies and processes in place to ensure that users and administrators of information are aware of their obligations and responsibilities for the data they have access to. By default, people are only granted access to the information they require to perform their duties. Mandatory data

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protection and information security training is provided to staff and expert advice available if needed.

How long do we keep your data for?

Your personal data will only be retained for as long as is necessary to fulfil the cited purpose of the research. The length of time we keep your personal data will depend on several factors including the significance of the data, funder requirements, and the nature of the study. Specific details are provided in the attached Participant Information Sheet.

Anonymised data that falls outside the scope of data protection legislation as it contains no identifying or identifiable information may be stored in UWE Bristol's research data archive or another carefully selected appropriate data archive.

Your Rights and how to exercise them

Under the Data Protection legislation you have the following **qualified** rights:

- (1) The right to access your personal data held by or on behalf of the University;
- (2) The right to rectification if the information is inaccurate or incomplete;
- (3) The right to restrict processing and/or erasure of your personal data;
- (4) The right to data portability;
- (5) The right to object to processing;
- (6) The right to object to automated decision making and profiling;
- (7) The right to [complain](#) to the Information Commissioner's Office (ICO).

Please note, however, that some of these rights do not apply when the data is being used for research purposes if appropriate safeguards have been put in place.

We will always respond to concerns or queries you may have. If you wish to exercise your rights or have any other general data protection queries, please contact UWE Bristol's Data Protection Officer (dataprotection@uwe.ac.uk).

If you have any complaints or queries relating to the research in which you are taking part please contact either the research project lead, whose details are in the attached Participant Information Sheet, UWE Bristol's Research Ethics Committees (research.ethics@uwe.ac.uk) or UWE Bristol's research governance manager (Ros.Rouse@uwe.ac.uk).

v.1: This Privacy Notice was issued in April 2019 and will be subject to regular review/update.

Data privacy notice

Data privacy notice

Data privacy notice

3

Student Researcher:	Scott Feher – Matthew Charles
Student Number:	21011124 - 20007423
Project Title:	Good Things UX website research
Research Type:	Observation

You are invited to take part in research taking place at the University of the West of England, Bristol. Before you decide whether to take part, it is important for you to understand why the study is being done and what it will involve. Please read the following information carefully and if you have any queries or would like more information please contact Mary Jackson, Faculty of FET, University of the West of England, Bristol, Mary4.Jackson@uwe.ac.uk

Project aims

For this project we are investigating and conducting demographic and UX-based research on participants to help further establish what adjustments need to be made to the existing website "goodthingsgifts.com" for our Design enterprise project. We will be performing observations on participants who will be conducting a task on that we have set on the Good Things website. This task will then be screen-recorded and later analysed, with the data being converted into UX design recommendations.

The aim of the observation are to collect data which will remain anonymous, and any personal data which is collected during the observation will be disposed of once the data has been recorded. Interviewees will not be referred to by name. No personal participant data will be retained at any point in this project.

The final research report will be submitted for our Design Enterprise Studio module.

Data Storage

Consent forms will be stored electronically on a secure OneDrive server and upon completion of the observation, all personal data including recordings will be destroyed. No materials involved with this project will be made publicly accessible. The anonymised data collected for this project will be stored on the online password-protected onedrive on an accessible computer which only I and the research project manager (Mary Jackson) will have access to. No personal details/information will be shared, sold or passed onto any third parties. The research will be used for the purpose of this project only. No participants will be identifiable in any published material.

Participant Rights

You do not have to take part in this research. It is up to you to decide whether or not you want to be involved. If you do decide to take part, you will be given a copy of this information sheet to keep and will be asked to sign a consent form. If you do decide to take part, you are able to withdraw from the research without giving a reason at any point. Deciding not to take part or to withdraw from the study does not have any penalty and is completely consequence-free.

Risks

We do not foresee or anticipate any significant risk to you in taking part in this study. If, however, you feel uncomfortable at any time you can ask for interview to stop. If you need any support during or after the interview, then the researcher will be able to put you in touch with suitable support agencies. The supervisor (Mary Jackson) is experienced in conducting and supervising interviews and will support the student to conduct the research sensitively. The interview has been designed with these considerations in mind.

Ethical Approval

This project has been reviewed and approved by the University of the West of England's University Research Ethics Committee. Any comments, questions or complaints about the ethical conduct of this study can be addressed to the Research Ethics Committee at the University of the West of England at: Researchethics@uwe.ac.uk

Contact Details

Should you have any questions, or require more information or clarity, you can reach me using the contact details below:

Name:	Scott Feher
Email:	scott2.feher@live.uwe.ac.uk
Telephone:	07778 756744
Name:	Matthew Charles
Email:	matthew3.charles@live.uwe.ac.uk
Telephone:	07443 480811

Alternatively, you can contact my UWE supervisor:

Name:	Mary Jackson
Email:	Mary4.Jackson@uwe.ac.uk

Please note: Any email sent to either Mary Jackson or myself will be answered within 3 working days.

Participant information sheet

Participant information sheet

Participant information sheet

Observation Results

We then collected the data and created a series of sheets containing behavioural analysis for each participant

Observation Results - Participant 1 - Behavioural analysis

Participant 1

Behavioural Observation:

Length of time taken to complete task:
1:24

Summarize:

- User initially went to the wrong page (clicked on Corporate Gifts on the nav bar) - however quickly realised they were in the wrong section. Then used search bar to find item 1. For task 2, user used the nav bar (found the relevant section easily), and item

Choices made:

*The choices made by the participant (that you were gauging) **

- User clicked on the wrong section of the nav bar to begin with (corporate gifts), making it hard to find the right section
- Chose to use nav bar

Repeats:

What happened repeatedly?

- Nothing repeated

What didn't happen:

- Nothing of note

Behavioural changes during:

Describe the behavioural changes during the observations.

- After initial mistakes of not being on the right section of nav bar to being with, subsequently user made sure they were.

Participant 1

Relevant participant notes:

-

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Somewhat easy

Q2 - How easy was the second task overall?

- Neutral

Q3 - How easy was it to navigate this website?

- Neutral

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- Too much in the navbar

Observation Results - Participant 2 - Behavioural analysis

Participant 2

Behavioural Observation:

Length of time taken to complete task:
1:16

Summarize:

- User didn't initially use the search bar, but instead used the nav bar. Found the relevant page quickly. User struggled to find the item, despite scrolling past it. After scrolling past it, user then found the search bar, and was able to find then add item to their basket. For the second task, user struggled to use the nav bar initially but eventually found the relevant secretion. User was able find the item and add to basket easily.

Choices made:

*The choices made by the participant (that you were gauging) **

-

Repeats:

What happened repeatedly?

- Nothing of notice
-

What didn't happen:

- User didn't initially use the search feature

Behavioural changes during:

Describe the behavioural changes during the observations.

- No changes that could be noted

Participant 2

Relevant participant notes:

- N/A

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Extremely easy

Q2 - How easy was the second task overall?

- Neutral

Q3 - How easy was it to navigate this website?

- Somewhat easy

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- Too many different categories - overwhelming for user

Observation Results - Participant 3 - Behavioural analysis

Participant 3

Behavioural Observation:

Length of time taken to complete task:

Task 1: 21 seconds

Task 2: 49 seconds

Summarise:

- For the first task where they were meant to be buying a Hoxton backpack they immediately took some time to think about it then clicked straight onto the search bar and used a search term that they thought would relate to the Hoxton backpack and then they found it and added it to their basket with some ease.
- For the second task they were meant to buy the rainbow cake birthday card and they first started by clicking on the "shop now" section initially on the screen from the home page. Then they clicked on the nav bar section at the top and the gifts sections, it took them some time but they then found the "recycled cards and wrapping paper section" then they scroll down and after some time they find the rainbow cake birthday card and add it to the basket, the process of them adding the card is very instant.

Choices made:

*The choices made by the participant (that you were gauging) **

- They instantly chose to click on the search bar rather than nav-bar
- When they clicked on the nav-bar they clicked on the correct section of the cards instantly - this took time

Repeats:

What happened repeatedly?

What didn't happen:

- They didn't instantly click on the correct section for the card it took time

Behavioural changes during:

Participant 3

Describe the behavioural changes during the observations.

- The change in search dynamic to find the card

Relevant participant notes:

-

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Somewhat easy

Q2 - How easy was the second task overall?

- Somewhat difficult

Q3 - How easy was it to navigate this website?

- Somewhat easy

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- Looks nice and professional

Observation Results - Participant 4 - Behavioural analysis

Participant 4

Behavioural Observation:

Length of time taken to complete task:

Task 1: 33 Seconds

Task 2: 53 Seconds

Summarise:

- During task 1 he starts by looking at the nav-bar and clicks on "bags and accessories", he scrolls down looking for the backpack. He then decides to use the search bar and finds it instantly that way and successfully adds to basket.
- For task 2, he hovers over the nav-bar to find what section he needs. He uses the "shop" section rather than gifts and he finds the "cards and wrapping paper" section, which he clicks on and scrolls down to the "rainbow cake birthday card", after some initial confusion he clicks add to basket.

Choices made:

*The choices made by the participant (that you were gauging) **

- He chose to use the nav-bar initially in task 1, then decided to use the search bar
- He chose to use the "shop" section at the top rather than "gifts"

Repeats:

What happened repeatedly?

-

What didn't happen:

- He didn't find the rainbow cake card fast, struggled initially

Behavioural changes during:

Describe the behavioural changes during the observations.

- His initial method of searching for items stayed the same for both

Participant 4

Relevant participant notes:

-

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Somewhat easy

Q2 - How easy was the second task overall?

- Neutral

Q3 - How easy was it to navigate this website?

- Somewhat difficult

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- The home page button being the logo is perhaps not obvious

Observation Results - Participant 5 - Behavioural analysis

Participant 5

Behavioural Observation:

Length of time taken to complete task:

23 seconds (task 1)

55 seconds (task 2)

Summarize:

- User completed task 1 very quickly and easily, having gone to use the search feature within the first few seconds. The second task appeared to be more of a challenge for the participant. They were unclear on which section to click on once opening the nav bar by initially clicking on the gifts sections. Here they were bogged down with the numerous options presented. Once the user clicked on the shop section, they initially missed the cards and wrapping paper section, and took a while to find it. Once they found the relevant section, it was smooth sailing from there.

Choices made:

*The choices made by the participant (that you were gauging) **

- User used search bar instantly for task 1
-

Repeats:

What happened repeatedly?

- Tried going for the search bar as the first response to each task

What didn't happen:

- Nothing of note

Behavioural changes during:

Describe the behavioural changes during the observations.

- Nothing of note, other than using the nav bar for task 2, however this was probably more because they had no other choice

Participant 5

Relevant participant notes:

-

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Extremely easy

Q2 - How easy was the second task overall?

- Somewhat difficult

Q3 - How easy was it to navigate this website?

- Somewhat difficult

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- The navigation bar is too crowded and cluttered; really hard to navigate

Observation Results - Participant 6 - Behavioural analysis

Participant 6

Behavioural Observation:

Length of time taken to complete task:

Task 1: 48 seconds

Task 2: 3 minutes 18

Summarise:

- During Task 1: This participant searched up the Hoxton backpack using the search bar and then scrolled and added it to their basket, this didn't take long as the decision to search was immediate.
- Task2: The participant used the nav-bar and went into the "gifts" section and clicked on the "Gifts for babies" section (??) and then scrolled down to try and find the card that way. They clicked on the card hoping that it would come up beneath recommended for them as a similar item. They realised this was not the case and went back to where they were. They then use the nav-bar for a while and choose to click on the "cards & gift wrap" section header to find the card, and scroll down and find the Rainbow cake birthday card and successfully add it to their basket after clicking on the item.

Choices made:

*The choices made by the participant (that you were gauging) **

- They chose to immediately use the search bar when they were told to find the item in task 1
- For task 2 they chose to use the nav-bar but because of them not immediately finding the item they chose different sections before clicking on the correct one

Repeats:

What happened repeatedly?

- They could not find the card and were searching in the wrong place for task 2
- They struggled with the physical interface of the macbook that they were using

What didn't happen:

- They did not find the card immediately

Participant 6

Behavioural changes during:

Describe the behavioural changes during the observations.

- Increased frustration with them not being able to use the macbook - this frustration may have induced embarrassment which may have made them act more frantically when searching. Hence why they clicked on the "Gifts for babies" section?

Relevant participant notes:

- Struggled digitally

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Extremely easy

Q2 - How easy was the second task overall?

- Extremely easy

Q3 - How easy was it to navigate this website?

- Extremely easy

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

Observation Results - Participant 7 - Behavioural analysis

Participant 7

Behavioural Observation:

Length of time taken to complete task:

53 seconds (task 1)

2:11 (task 2)

Summarise:

- Participants quickly went to use the search bar for task 1, although they were hesitant using it. For task 2, user initially clicked on wrong section of nav bar - going into the gifts section. Then user clicked on shop by occasion and scrolled through there before changing to card and wrapping. User then found the right product.

Choices made:

*The choices made by the participant (that you were gauging) **

- User used search bar for task one
- User went to shop by gift as an initial response to task 2

Repeats:

What happened repeatedly?

-

What didn't happen:

-

Behavioural changes during:

Describe the behavioural changes during the observations.

-

Relevant participant notes:

Participant 7

- User navigated to wrong section on task 2, went to the gift section rather than shop section

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Extremely easy

Q2 - How easy was the second task overall?

- Somewhat easy

Q3 - How easy was it to navigate this website?

- Somewhat difficult

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- categories should all be on top

Observation Results - Participant 8 - Behavioural analysis

Participant 8

Behavioural Observation:

Length of time taken to complete task:

1:06 (task 1)

1:58 (task 2)

Summarise:

- User wanted to use the search bar for task 1, but struggled to find it. When adding first item to basket, user was confused. Thought the top left basket was the add to basket feature. User was overwhelmed by the number of options in the nav bar. User found the card and wrapping section under the gift section in the nav bar, but had to scroll down for it. User found item and was able to add to basket.

Choices made:

*The choices made by the participant (that you were gauging) **

- User knew they wanted to use the search bar for task 1, but couldn't find it

Repeats:

What happened repeatedly?

- User repeatedly struggled to find the right section to go to on the nav bar

What didn't happen:

-

Behavioural changes during:

Describe the behavioural changes during the observations.

-

Relevant participant notes:

Participant 8

- Participant was not used to using a mac book before this observation, this could help explain why user struggled a little bit.

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Extremely easy

Q2 - How easy was the second task overall?

- Somewhat easy

Q3 - How easy was it to navigate this website?

- Somewhat easy

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Yes

Q5 - Please provide any other comments you have about the visual/usability design of this website

- N/A

Observation Results - Participant 9 - Behavioural analysis

Participant 9

Behavioural Observation:

Length of time taken to complete task:

Task 1: 2 minutes 44

Task 2: 1 minute 15

Summarise:

- For task 1 this participant had a different approach where they clicked on the nav-bar at the top and then on the bags and accessories section which they then attempted to scroll through and find the Hoxton backpack. They did this for a while before giving up and eventually trying to search instead. Once searched, they found the backpack easily and added it to their basket.
- For task 2: the participant used the "shop" section at the top of the screen and clicked on the "cards and wrapping paper" sub-section where they then scrolled and found the correct rainbow cake birthday card and added this to their basket.

Choices made:

*The choices made by the participant (that you were gauging) **

- For task 1 the participant chose to use the nav-bar first before they decided to use the search bar.
- For task 2, they chose to use the nav-bar and found the card through "cards and wrapping paper"

Repeats:

What happened repeatedly?

- In task 1, they repeatedly couldn't find the Hoxton backpack through searching via the nav-bar and as such this slowed them down.
- For task 2, they found the card with ease, but the interface of the macbook (like other users) prevented them from doing this with speed

What didn't happen:

- They didn't find the first item through the nav-bar even though they tried.

Participant 9

Behavioural changes during:

Describe the behavioural changes during the observations.

- N/A

Relevant participant notes:

- Struggled with the interface of the macbook like other users.

Microsoft Forms – Post Observation Feedback

Q1 - How easy was this task overall?

- Somewhat easy

Q2 - How easy was the second task overall?

- Extremely easy

Q3 - How easy was it to navigate this website?

- Somewhat easy

Q4 - (If used) did you find that the search bar was easier to use when navigating this website?

- Very easy to navigate

Q5 - Please provide any other comments you have about the visual/usability design of this website

- N/A

Observation Results - Joint user attitudes summary

This then led to us creating a user attitudes summary overall and design recommendations were informed from this

User Attitudes Summary

Behavioural Observations

The most common behaviour found during the observations was the fact that every user searched for the "Hoxton backpack" using the search bar. This made task one a fairly quick and easy task to complete for each user.

Participants, 1 through to 5, completed task 2 relatively quickly with the time being around or under 1 minute. Although, they did take different approaches to complete the task. However, what is common with nearly every participant, is that for task 2 they struggled to use the nav bar. Some got to grips with it quicker than others. However, it was obvious that the number of options each section of the nav bar revealed appeared to be, almost, a bit overwhelming with users having to read through the list presented. This was most notable for participants: 2, 3, 5, 6, 7, 8, 9.

Participant 8 got slightly confused when trying to add the first item to their basket. They initially thought that the top right basket icon was used to add an item to their basket. This confusion was repeated in a few of the participants whilst they were trying to perform the tasks, such a

Some of the participants (6, 8, 9) struggled a bit with the interface of the macbook that they were using itself. As this was hard to get their head around due to unfamiliarity, this held them back a bit, during analysis however we have decided to try and ignore this in regards to the actual UX of the website as this is not related.

Interpretation

All participants hadn't visited this website before completing these observations. Therefore, this could be the reason why participants (apart from participant 9) opted to use the search bar for task 1, they were unfamiliar with what the website and shop was, and so may not know how the website would organise their products. Going forward, it is necessary that the nav bar needs to appear more organised so that new users can use it. In addition, especially for the case of participant 9,

User Attitudes Summary

making the search bar more visible and easier to find would be helpful for newcomers to the site.

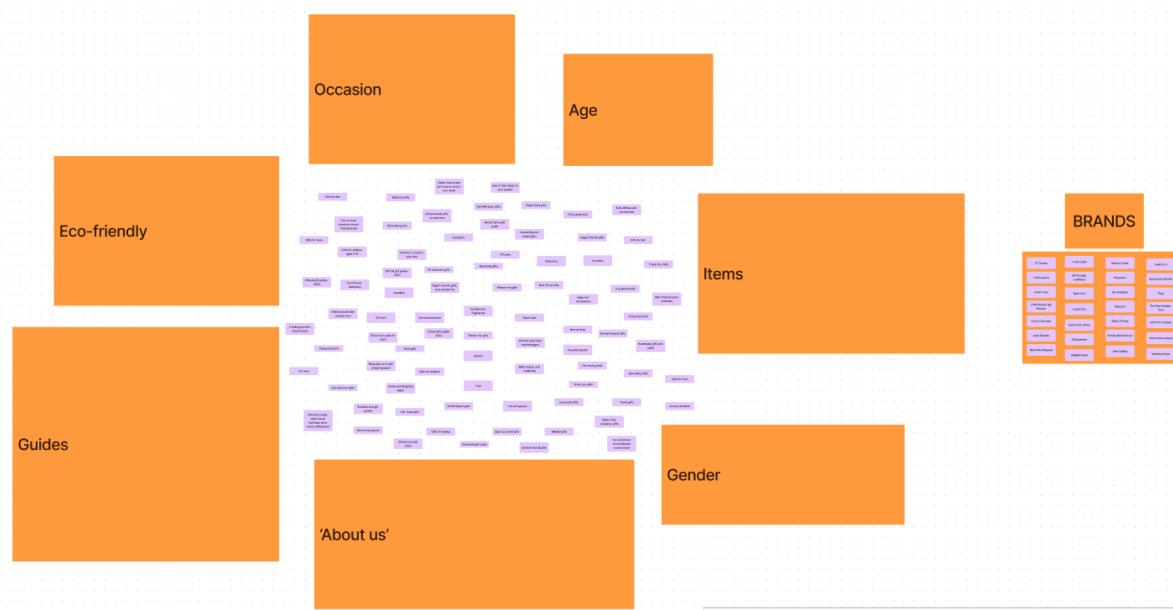
Another common theme was that the participants found the items through multiple paths when they were using the nav-bar. This could be seen as quite useful, but also quite confusing as they should all be going down the same pathways using the same button-links if they are looking for the exact same item. The main two-ways that a user should be able to find the same item is through nav-bar or search.

For the nav-bar as well due to the overwhelming nature it is necessary to be simplified, so that users can look at less and achieve more in less time.

Design Recommendations

Priority	Recommendation	Evidence
High	Simplifying the navigation-bar	<ul style="list-style-type: none">participant 6 clicked on wrong sectionNearly all had to stop and read the options that came, this slowed them down
	Organise the layout of the nav-bar	<ul style="list-style-type: none">Participants 2, 3, 5, 6, 8 and 9 all struggled with the nav-bar
	More accessible search bar	<ul style="list-style-type: none">Participants 8 and 9 struggled to find and use the search bar without prompting
	Getting rid of duplicate pathways	<ul style="list-style-type: none">Participant 8 used a different pathway to the rest, even if it ended in the same location
Low		

Card Sorting



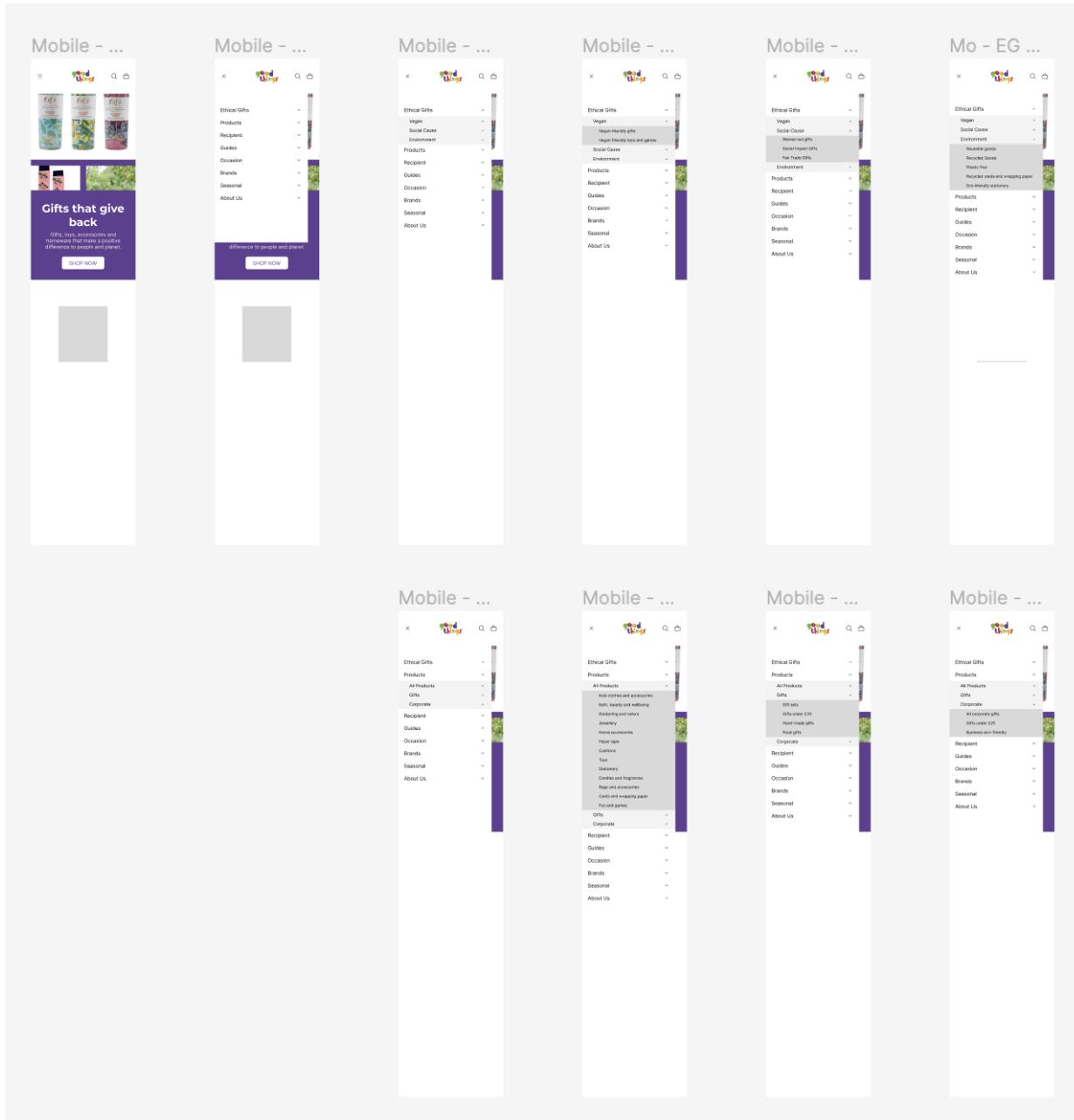
Card Sorting table

Prototyping - desktop

Figma link: <https://www.figma.com/file/8NMIRYgRBf8Av2edbe0wJK/Good-Things?type=design&node-id=0%3A1&mode=design&t=3qjCgiHnMDFEKxn1-1>

The image displays a grid of ten desktop prototypes for a website, arranged in two rows of five. Each prototype shows a different category page with a purple banner at the top containing the text "Gifts that give back". The categories are: Homepage, Ethical Gif..., Products ..., Recipient ..., Guides, Occasions, Brands, Seasonal, and About Us. Each prototype includes a small screenshot of the category page and a larger, semi-transparent gray overlay covering the main content area, with the text "Click here for mobile" in the bottom left corner of the overlay.

Prototyping - mobile



Figma link: <https://www.figma.com/file/8NMIRYgRBf8Av2edbeOwJK/Good-Things?type=design&node-id=0%3A1&mode=design&t=3qjCgiHnMDFEKxn1-1>

Prototyping - desktop

Figma link: <https://www.figma.com/file/8NMIRYgRBf8Av2edbeOwJK/Good-Things?type=design&node-id=0%3A1&mode=design&t=3qjCgiHnMDFEKxn1-1>

The screenshot shows the homepage of the Good Things website. At the top, there is a navigation bar with links: Ethical Gifts, Products, Recipient, Guides, Occasion, Brands, Seasonal, and About Us. To the right of the navigation bar are icons for search, user profile, and shopping cart. Below the navigation bar, there are five product images: a potted plant in a textured pot, three cylindrical containers with jungle-themed designs (one blue, one green, one pink), and a colorful soft toy set featuring farm animals like a pig, sheep, and duck.

Gifts that give back

Gifts, toys, accessories and homeware that make a positive difference to people and planet.

[SHOP NOW](#)

At the bottom of the main content area, there are two smaller images: a pair of socks with a bee pattern and a colorful woven basket hanging from a tree branch.

Prototyping - desktop

Figma link: <https://www.figma.com/file/8NMIRYgRBf8Av2edbeOwJK/Good-Things?type=design&node-id=0%3A1&mode=design&t=3qjCgiHnMDFEKxn1-1>

The screenshot shows the homepage of the Good Things website. At the top, there is a navigation bar with links: Ethical Gifts, Products, Recipient, Guides, Occasion, Brands, Seasonal, and About Us. To the right of the navigation bar are icons for search, user profile, and shopping cart.

Below the navigation bar, there is a grid of categories:

- Vegan gifts**: Includes links to Vegan-friendly gifts and Vegan friendly toys and games.
- Social Cause**: Includes links to Women led gifts, Social impact gifts, and Fair trade gifts.
- Environment**: Includes links to Reusable goods, Recycled goods, and Plastic free.
- Recycled cards and wrapping paper**
- Eco-friendly stationary**

Below the categories, there is a large purple banner with the text "Gifts that give back". Below this text is a subtext: "Gifts, toys, accessories and homeware that make a positive difference to people and planet." A "SHOP NOW" button is located in the center of the banner. To the left of the banner, there are images of socks with bee prints. To the right, there are images of a colorful woven basket hanging from a tree branch and a close-up of a tree branch with green and red fruit.

Prototyping - desktop

Figma link: <https://www.figma.com/file/8NMIRYgRBf8Av2edbeOwJK/Good-Things?type=design&node-id=0%3A1&mode=design&t=3qjCgiHnMDFEKxn1-1>

The screenshot shows the desktop version of the Good Things website. At the top, there is a navigation bar with links: Ethical Gifts, Products, Recipient, Guides, Occasion, Brands, Seasonal, and About Us (which is underlined). To the right of the navigation are icons for search, user profile, and shopping cart.

Below the navigation, there is a horizontal line of images showing various products: a dark textured mug, three colorful bowls (blue with green, yellow with orange, pink with red), a yellow rubber duck in a blue bath, and a branch with green and red fruit.

On the left side of the main content area, there is a vertical stack of images: a yellow sock with black bees, a pink sock with brown sloths, and a colorful woven basket.

The central part of the page features a large purple banner with the text "Gifts that give back" in white. Below this, a smaller text reads "Gifts, toys, accessories and homeware that make a positive difference to people and planet." A white button labeled "SHOP NOW" is positioned below the main text.

On the right side of the main content area, there is another vertical stack of images: a branch with green leaves and red berries, and a colorful woven basket.

Prototyping - mobile

Figma link: <https://www.figma.com/file/8NMIRYgRBf8Av2edbeOwJK/Good-Things?type=design&node-id=0%3A1&mode=design&t=3qjCgiHnMDFEKxn1-1>

The image displays four mobile screenshots of the Good Things website, illustrating different navigation states:

- Screenshot 1 (Left):** Shows the homepage with a purple sidebar containing "Gifts that give back" and "difference to people and planet." A "SHOP NOW" button is at the bottom.
- Screenshot 2 (Second from Left):** Shows the homepage with a purple sidebar containing "difference to people and planet." A "SHOP NOW" button is at the bottom.
- Screenshot 3 (Third from Left):** Shows a dropdown menu open under "Ethical Gifts". The menu items are: Vegan, Vegan-friendly gifts, Vegan-friendly toys and games, Social Cause, and Environment.
- Screenshot 4 (Right):** Shows a dropdown menu open under "About Us". The menu items are: Creating positive social impact, Our social and environment commitment, Charity donation, and Our why.

Weekly blog

Weekly Blog

Week 1 – W/C 16.10.23

Brief:

- Summarise target audience and business mission and values
- Create User Personas for target audience + user journeys (potentially)
- Review social media strategy, and set targets for new one and implement
- Test new Social Media strategy
- Analyse current website from UX perspective

Project management:

- How will you be communicating among yourselves?

Email and Microsoft teams will be our main forms of communication.

- Which platform(s) and how often?

See above answer

- Who will set this up?

Mainly ourselves, or whoever is in charge communicating

- Meetings in person -how often?

We'll try to do it as much as possible

- Any rules on how you will collaborate?

- Who will act as the main contact for client communication?

Matthew Charles

- Who will maintain the project blog?

Scott Feher

- What other roles might you have in your team?

- What is your design process?

To get it done

Set up planning documents:

Questions to ask on our first meeting: eg. Milestones, clarification on the project, plan meeting times based on how often the client wants to meet....

- Do you have contact details for previous customers? (stretch goal)
- Do you consider any companies your competitors? Or do we need to find that out?
- What other socials do you have?
- Do you want pointers on how to improve your website, or do you want a prototyped designed?
- Do you want a visual cohesion between website and social media, or want social media on your website?
-

Read through the website,

Week 2 – W/C 23.10.23

Had our first meeting with Lucy, meeting notes below:

- Instagram is the main one, reaches most people
- Uses Pinterest, connects with Spotify
- Rarely uses Twitter
- Time is limited, maybe need to outsource social media
- Do user personas > create SM strategy > then implement
- For next week: focus on mission values and vision, start user personas
- Next meeting at 12pm on Tuesday 31st

What has been achieved this week, what not (victories, breakthroughs, persistent problems)

- We established a connection with Lucy
- Meeting time arranged every Tuesday at 12pm unless otherwise
- Arranged what we need to do before we meet again next week – to analyse and create user personas

Who has done what

- N/A

Where are we in the process/timeline?

Weekly blog

- At the beginning of the process, just about to start analysing her social media data

What are current hold-ups? Worries?

- Waiting for her to send over old persona information
- We need to look into analytical data which we haven't had much experience on before

Are there any points you need further information on from the client?

- N/A

Week 3 – W/C 31.10.23

- Tell and show her the user personas, ask if she likes them?
- Ask her what we should do next? Possibly, suggest user journeys.
- And how to use them for developing the social media strategy
-

How did you/will you prepare for your first client meeting?

We set up via email and met on teams. We prepared questions and notes beforehand about the brief on a word document and then read through them.

What tools did you use?

Microsoft word, outlook and teams

How did you lead through the meeting? How did that go?

We lead the meeting by informally discussing about the project for the year and established that it would be split into two halves

All went well, wifi was slow at times.

Followed up by being sent materials to work with for the week and establishing what we will be sending her

Meeting notes:

- Has won a few awards: Won overall business of the year
- @bristolshopping – could take over their IG
- For next week: create user journeys and start looking at SM strategy

Week 4 - W/C 6.11.23

Summary

- Go over user journeys
- Be clear about never having done a social media strategy properly before – but this will not hold us back – UX skills and our design skills translate over and we will look at online resources to expand our knowledge

Questions

- In terms of a social media strategy, would you like us to create and develop posts for you or just analyse your social media account and give you pointers on what works and what doesn't
- Do you want a strategy for just Christmas? Or an overall strategy for the whole account
- We will do a competitor analysis and develop a strategy from this

<https://sk-sagepub-com.ezproxy.uwe.ac.uk/books/social-media-strategy/i651.xml>

Canopey – Instagram

Notonthehighstreet

Week 5 - W/C 13.11.23

This week we showed a social media strategy to Lucy using google slides and presented to her via teams. We started the slides with a SWOT analysis of her company which then lead on to comparing to other companies and what strategies they seem to use. We established that she needs more of a consistent brand identity shown throughout her Instagram page, so we said the idea of colours in theme to her brand as well as a logo being featured more.

We proposed the idea of posting every day of the week leading up until Christmas, posting stories once a day and reels at least twice a week. With a heavy focus on posts which have her face in it, as this increased user engagement a lot more. We also established a plan where we post ideas about setting up shop for Christmas and advertising about the Sparks shop which is promoting her business at the moment.

Weekly blog

We then requested for this to be possible that we needed images and text for captions to go ahead, and after the first week of posting we will analyse insights on her Instagram and start to review.

This week both of us did the same amount of research and data gathering into the social media strategy using a strategy found in a chapter of a book found: <https://sk-sagepub-com.ezproxy.uwe.ac.uk/books/social-media-strategy/i651.xml>

We gathered Facts about GoodThings, did a competitor analysis, researched the social media environment and gathered Stakeholder information to start with Stage 1 of 3 of the process. For stage 2 we did a SWOT analysis, which we then showed her, and for Stage 3 we just finished the strategy overall and then made a plan for her.

In terms of the timeline at this point we are just about to apply the social media strategy that we have been working towards. And we don't have any hold-ups, but we are a bit worried at this point in time about what we should be posting when it comes to trying to brand, but as such will experiment going forwards.

Week 6 - W/C 20.11.23

Started implementation and taking over her Instagram account, posting and scheduling on Publer.

We started this week by having a meeting with Lucy and she had given us materials from the previous week which were useful for us to work with as they were pictures of her shop and products which we could use. In this meeting we told her that we would be scheduling via Publer which she introduced us to plus we were going to do photo editing on Canva for her so that we can create templates and if she needs them, we can send them to her.

After the meeting with her we went away and started making posts and uploading to Publer, we found this an easy service to use but the draft option is not very clear, and we started to have problems with being able to tell if something was a draft or a post.

Once again both of us had our work split equally this week, with us mainly taking up creating posts each with creating captions that Lucy had already provided a template for, but she just wanted us to readjust what was being said as she admitted to using an AI (Artificial Intelligence) service for these captions. At this moment in time there are no worries aside from her not being satisfied with the posts we are uploading.

Week 7 - W/C 27.11.23

Continuation of the social media strategy/a review on the previous week gone. Continue for next week and get images

This week we had our first week of review and found that:

Account

- Accounts reached went up by 130% from previous week - which is expected as it is the first week
- Accounts engaged went up by 816% which once again is expected
- No more new followers

Posts

- Highest post was the post featuring Lucy's face talking about Sparks Bristol
- Lowest post was the Christmas gift guides

Stories

- Gift wrap promotion was the highest
- Sari gift wrap promotion was the lowest - seems random as they're both about the same thing

Reels

- Latest reel about sparks did the best - despite being the most recent reel posted

All this information we gathered was great however because it is the first week of implementation, and she previously was posting very scarcely it unfortunately does not mean much as we have initial data and nothing to compare it to.

Once again, we both worked together this week producing posts and found in the meeting that some of the posts we made, Lucy wanted to delete the caption for and change since they did not suit what she wanted which was fine. Going forwards to next week, we need to change these captions to what she suggested instead on the shared caption document we have access to. We also told her to give us images for a post we were lacking on for this Sunday.

To establish a better connection with our client we are also choosing to go into Sparks this week where her shop stall will be set up and held.

Week 8 - W/C 04.12.23

Continuation of the social media strategy/a review on the previous week gone. Continue for next week and get images

This week we had a second week of review which will provide us with more tangible information we can work with, as it is based off the week before which was when we officially started this process.

So, from the data collected from the 28th of Nov to the 5th of Dec we found that:

Overview

- Gained 1 new follower from last week - however total follower count didn't change so must have lost one as well, but it is still good to have gained someone new
- Engaged 36.3% more accounts

Weekly blog

- Accounts reached went down %24.7 - impressions went down this amount, impressions are the number of times a post or story was on screen

Posts

- Highest number of accounts reached was for the award post - 270
- Then the post about why you should shop ethically - containing your face once again - 210
- Lowest was the post on Sunday - beer bread - is the latest post however so haven't given it much time since
- Once again - the posts with Lucy's face/celebrating success, do the best

Stories

- The story which was reposting from the 'business biscuit' account which promoted Good Things did the best out of the two (118 accounts reached) - similar to Good Things posts (people are engaged if face is shown + celebrating Lucy's success)

Reels

- We found for the audience retention that it was 100% after 3 seconds (when the beginning of the video establishes what is about to be shown)
- Then drops to 37% retention after 10 seconds
- In the future maybe try to make the reels shorter (maximum 10 seconds) to keep the audience as engaged as possible

For the reels, we agreed that they will be shortened in the future and to the point to increase audience engagement. As well as this, in the meeting this week it was established that we will try and create a post this week which is like a small image montage to display products for users to see faster.

We are currently continuing with our social media strategy as normal for this week and until Christmas, this will hopefully prevail good results for her. One example of an issue this week would be not being able to have the images ready and having to keep asking for these to be ready in time, this sometimes causes stress as it is often that we make the post the same day it goes up rather than in advance.

Week 9 - W/C 11.12.23

Final week of posting on social media – a review

This week was the last time we would be posting on Instagram for Lucy, as we break up for the 18th December for Christmas, we will have to schedule posts for when we break up for assured continuity of posts until the 24th. This meant that this week we had to get in contact and ask Lucy for more resources than normal to be able to get this done in time.

This week's posts included once again a heavier approach to posting about Christmas since it is coming up so soon. We made sure to boost the fact that orders had to be completed by the 18th of December as this was the last day that Lucy could pack them up and ship them out to customers. Aside from this, we made posts which displayed products and gave more ideas for customers who may be stuck with

ideas. There was finally a post made thanking the customers and all their support towards the GoodThings business over the last year.

All the points from last week were noted and the strategy was continued, this seemed to be working well and at this point until Christmas, there were no new major changes to how we were posting/what we were posting as our template was doing well.

A review

All in all, from the 30th of October onwards until now we have made significant progress overall, and it should be noted that these sorts of strategies take months to even years to properly gain any sort of major difference to a company. If GoodThings wanted to achieve these exponential results for the future it would have to be implemented as a standard protocol in the business, but overall, the results were positive:

- Gained 54 new followers
- 47.1% increase in account engagement
- 59.9% increase in account reach

Our plan after Christmas is to touch base with our mentor and then Lucy herself to see what will be assigned to us next specifically concerning the brief.

[Week 10 - W/C 18.12.23](#)

- BREAK UP FOR CHRISTMAS

[Week 11 - W/C 25.12.23](#)

N/A

[Week 12- W/C 1.1.24](#)

N/A

[Week 13- W/C 8.1.24](#)

N/A

[Week 14- W/C 15.1.24](#)

N/A

[Week 15- W/C 22.1.24](#)

This was the first meeting back from the Christmas break. Overall, not much this week, apart from a mini meeting that happened. The meeting was to just get things going again after the Christmas break, and to get a rough idea of what is expecting to be done that semester. Nothing was set in stone after the meeting but was more of getting ideas of good places to start the work, and what Lucy has in mind of she expects to be done and how to be delivered.

Weekly blog

Week 16 - W/C 29.1.24

This week we presented our work so far that has been completed with proof that it has been successful, plus we shared our plan for the next semester.

Week 18 - W/C 5.2.24

Initial UX judgments based on Lucy's website

This week at the very start of our research into how we could make Lucy's website more user-friendly, we mainly looked at the navigation-bar as we noted this as the most prominent when it came to UX and potential development, this was because at an initial glance it was pretty clear that there was too much going on. With too little categories in the header and too many subcategories/button links which expands when you click on them. This we found to be a major problem as we felt that any nav-bar which you must scroll through and find what you want through such an intense list, would increase user-disengagement. As such this was most definitely the main aim problem we would focus on, with minor problems being noted such as potentially the colour scheme and clearer UI elements.

First however we would have to conduct a strategy towards this, so we came up with a plan which was demonstrated to Lucy:

- Do a wide range of user observations concerning her website and nav-bar
- Create behavioural attitudes summaries
- Create an overall user attitudes summary
- Create Design recommendations
- Finally implement all of this by designing her nav-bar as a prototype on Figma for desktop AND mobile

Week 19 - W/C 12.2.24

4 Initial user observations

To start off our user research we first came up with a task; to navigate to a product on Lucy's website in whatever way seems appropriate, and then secondly navigate to a second product without using the search bar on the website. This seemed like a good place to start because it forced people to use the nav-bar at the top of the page, and with this information we could then analyse what the problems were.

From this ideation we then put it in process, we created a Data Privacy Notice sheet, a Participants Information sheet and produced a consent form, we then found 4 people who were happy to take part in this research and they were given all these sheets, and they were signed off. The observations were then performed, and each observation was screen-recorded for further in-depth analysis later.

After these tasks were done, we had a look at all of them individually and a behavioural observation summary was created for each. The summaries followed the same format and asked the same questions as well as held data which was collected in an ethnographical approach after the observations, in which the participants then had to fill out a Microsoft form which reviewed the tasks that they had just completed. These summaries reviewed how well the participants did on each task and what they did/didn't do when completing them.

Week 20 - W/C 19.2.24

5 more user observations

After a weekly review with Lucy, we then went back out and completed 5 more user observations that following weekend and followed the same procedure as last week. This meant that in total we now had collated data for 9 participants, all ranging from early 20s to 60s.

All the data we found from the behavioural observation summaries after studying the screen recordings for each participant, then went into a user attitudes summary which reviewed all of this together and compared the participants' findings, this made for good design recommendations in the end. The main attitudes were:

- Every user searched for the Hoxton Backpack in the first task using the search bar – this may be due to the unfamiliarity of the website
- Every participant for task 2 struggled whilst using the nav-bar, confused with the layout and the unclear UX

Based on this and our other findings, the main design recommendations that were made were:

- Simplifying the navigation bar in general
- Organise the layout of the bar
- Create a more accessible search bar
- Get rid of duplicate link pathways

Weekly blog

Week 21 - W/C 26.2.24

Card sorting

Based on these design recommendations, and a weekly review with Lucy. We then clearly established the main problem was the nav-bar and as such we came up with a plan to first do some card-sorting for the website. This involved us getting every single link and every single category on the website and putting them on a big Figma file where the participants could then sort them into major groups, we had created these groups based on our judgment of the themes that were seen within the categories.

The card sorting was done on participants in total and as such an excel spreadsheet was created containing all this information, sorted into the categories based on the participant. This made it a lot easier for us to visualise our data and as such we created a smaller table beneath the spreadsheet which showed: the colour green for matches for the categories in which all 4 of the participants sorted them into the same section, orange for only a 2-3 of them, and then red for 1. Based on this we then knew what should go in what section based on green, and orange and red we then sorted and went through ourselves.

We went back to Lucy with a proposal for these sections and she seemed to be happy with this, with only some minor changes due to labelling of the section headers such as "Gender". This was because in her line of work as an independent business, sensitivity is very important to get right.

Week 22 - W/C 4.3.24

- These categories were demonstrated to Lucy and design decisions were informed (a few categories having to be merged and names being changed) - with this information, a prototype of the nav-bar was then created and was shown to the client. This then had relevant feedback and it was important to create a mobile version as well - (as well as nav-bar changes such as "personal selection" becoming recipient).

The prototype attempt 1

We then produced an initial prototype based on the design recommendations from our user data and the card sorting we have performed. This included us neatening the website into 7 main sections rather than the previous 5, these 7 were:

- Ethical gifts
- Products
- Personal selection
- Guides
- Occasion
- Brands
- About Us

We then neatened the nav-bar, so these came down when clicked on seamlessly without the previous mass of sub-sections a user is faced with when usually going onto her website.

After a weekly review with Lucy however, she was more than happy with the design, but just wanted some sections to be altered. So, we changed the "Personal selection" to "Recipient" as per her request

and added a "Seasonal" button as well, as she wanted this to be an easy section for people to use all year round with updating links dependent on the time of year.

We began altering these for next week and she has also asked us to develop a mobile version of this for her to work off.

Week 23 - W/C 11.3.24

Finished prototype

This week we finished the prototype and showed our client Lucy. Overall, she seemed pleased with the design and the changes that we had made since last week. The major changes we have made since the previous week were:

- Colour scheme on the desktop version
- More refined vocabulary used when it comes to the section headers
- A mobile version fully implemented

These changes gave positive feedback and we finalised with Lucy who was happy that we had finished with the project. Going forwards, we will now compile our work for hand in, and send Lucy our Figma file/work over the year so that she can continue with her business with a bit of advice for heading in the right direction when it comes to her social media and her UX.

Week 24 - W/C 18.3.24

Compiling work and sending it to Lucy

This week we rounded off the project by compiling our work together in a pdf format and a OneDrive folder that can be accessed via a link. We then sent this to Lucy as well as a link to our Figma prototype and instructions on how to open it if she were to have trouble.

Example of emails

Emails were the primary means of communication between us and the client

Hi Lucy,

Hope this email finds you well. Scott and I are excited to work with you.

I'm writing to establish communication between us and to organise a meeting for next week? Does Tuesday 24th work for you? This would be to help clarify the brief and what is expected of us to deliver.

Before we have our meeting, we have a couple questions:

- Do you have a file sharing format, such as Drop Box or Google Drive? If so, would it be possible to set this up between us?
- Do you have any analytics for your website, and if so, could we have access to these?

We look forward to hearing from you.

Kind regards,
Matthew and Scott

Hi Lucy,

We're busy Tuesday, so 10 am Wednesday does work for us. We can do Thursday or Friday if this is better?

Kind regards,
Matt and Scott

Hi Matt and Scott,

No worries, let's do Weds at 10am.

Look forward to catching up then!

Best wishes,

Lucy

Lucy Willoughby (she/her)