Sprint demo Hike one
Fix that UX

Introduction

Group 3

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Individual analysis

- We split the analysis of the 3 websites up

- We made groups of 2 and looked at one website per group

- We wrote down what we noticed needs change

Heuristic Analysis

- We all checked one website

- We took the heuristic rules (Nielsen Norman) and checked if the websites adhered to those rules

Heuristic Analysis research examples

Lila:

1. Visibility of System Status

- **Positives:** Interactions are made clear via consistent button color, hover effects, and directional arrows indicating progress. A progress bar at the top shows how far you are in the process. Bright checkmarks and red error messages (with clear explanations) enhance user feedback.

- **Overall:** ✅ The system status is clearly visible at all stages.

2. Match Between the System and the Real World

- **Positives:** The language used is casual and friendly, making the website feel personal. The flow of the pages (birthday -> package -> personal details -> summary) is natural. Icons add visual clarity, enhancing the user's understanding.

- **Improvement Area:** The "Choose Your Package" content order could be improved slightly for better flow.

- **Overall:** ✅ The system language and structure match real-world expectations.

5. **Error Prevention**

Negative

When filling out your personal details, it isn't made clear from the start that the fields have to be filled in. They only show that once you try to go to the next step.

Positive

On the other hand, it is good that they do show which fields need to be filled out before being able to proceed.

Voornaam

⚠ Voornaam is een verplicht veld

Voorletters

⚠ Voorletters is een verplicht veld

User testing

- We all took one website and let people use the website

- We made the users do some tasks

- We observed and noted how they went trough the website

Usertests Example

Person 1 Desktop version with slight color-blindness:

Navigates using the navigation bar to the health insurance section. Selects all steps pretty easily and fills in their personal information.

1 point wasn't going great. The error prevention wasn't very clear. The person didn't know if you could place a space between the letters when you fill in your first letters of your name. You couldn't see if it was for example JR or J R. The error wasn't very clear for this.

Person 2 Phone version:

Navigates via the insurance dropdown menu --> health. Quickly goes through the steps and barely looks at the total costs of the package, only checking at the end.

I asked if he would like some improvement points, and he said he would appreciate it if the total costs were continuously displayed on the screen so that you always know exactly how much you have, instead of having to scroll all the way down.

Apply mandatory fields. There is no asterisk next to the field to indicate that it must be filled in. You only receive this notice later.

Conclusion

After doing both usertests, The conclusion is that there are no error prevention mechanisms before doing the error. You can't know that you filled in an errored answer only after getting the error. A small label could fix this problem.

The positive is that the site is pretty easy to navigate to the health insurance premium calculator but you first have to search for the health insurance part.

Summary of website research

- We combined the research per website

Choice validation

Why we chose CZ and not the others

The areas in which CZ could improve

- Language Toggle

- Content Redesign

- Streamlined Header

- Mobile-Friendly Layouts

- Error Handling

- Upfront Pricing

- Accessibility

These changes will make CZ's site more user-friendly, accessible, and efficient.

Research questions

- How can user interfaces and forms be designed to be intuitive, accessible, and user-friendly for diverse audiences, including older adults, less tech-savvy users, and those with disabilities?

- How do micro-interactions, typography, and visual design (e.g., layout, colors, CTA placement) influence user engagement, readability, and trustworthiness on landing pages and informational websites?

- What are the key design principles for creating effective landing pages and ensuring mobile responsiveness and content personalization to maximize user engagement and satisfaction?
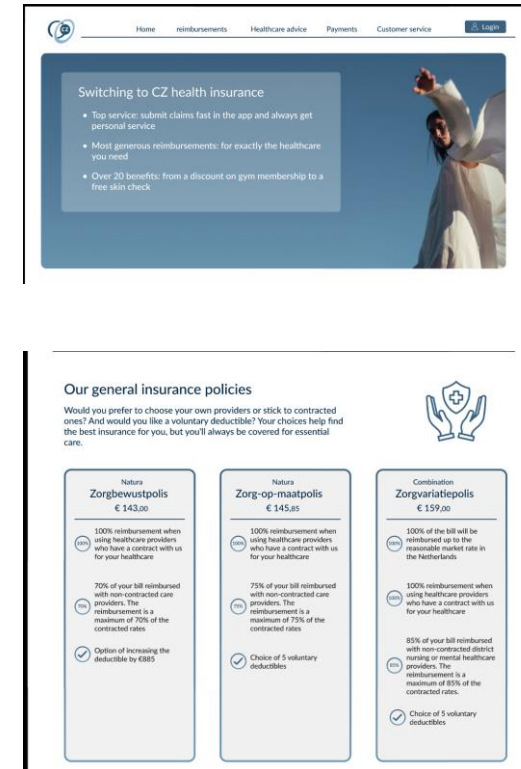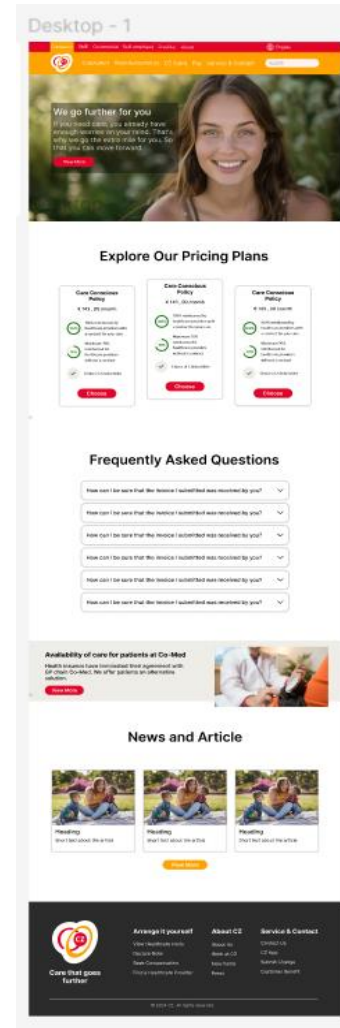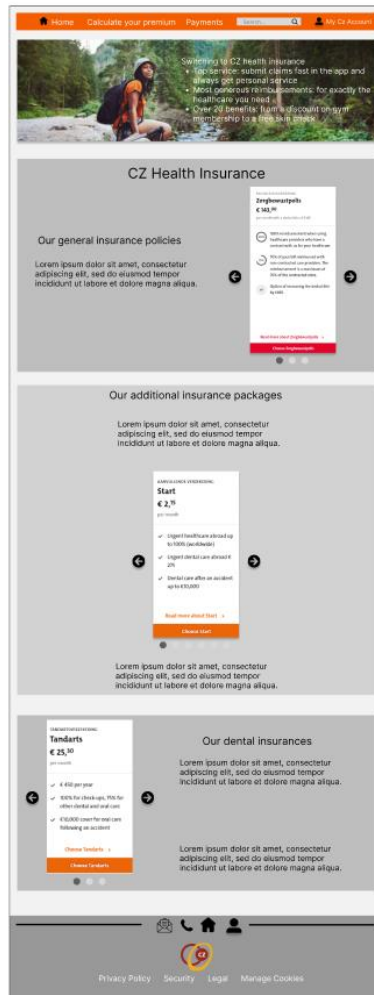
Currently

- We are finishing up the research
- We have started creating some wireframes
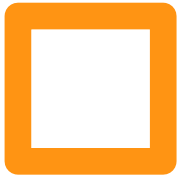
Current wireframes

Planning

Moving forward, we aim to complete our research by the end of Wednesday. From there, we'll move on to designing the prototype, followed by a round of user testing and asking for feedback to finalize our work.

Thank you

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