

# Design Research

## Lesson 2

### Problem

A rugby ball manufacturing company called “shadowball” is looking to a new product detail page. Because a variety of people will be using for their website for various reasons (ie. buying for themselves, buying as a gift, etc. etc.), it's important to discover the main goals and concerns for users.

### Business Goal

Sell more rugby balls, Optimize our page for

### Quantitative data

#### Who are our users

Aged between 25 – 34

Secondary age groups 35 – 44

Female: 43.1%

Male: 56.9%

Moms and dads

#### Category:

1. Shoppers/Value Shoppers 3,06 %
2. Sports & Fitness/Sports Fans 2,70 %
3. Beauty & Wellness/Frequently Visits Salons 2,90 %

#### What are their goals

- Buy a rugby ball
- Skills development
- Fitness

### **What are their motivations**

- mom and dad's point of view is to buy their child a rugby ball.
- From a child's point of view, it is to increase their skills as a rugby and practice rugby drills.

### **Behavior**

- Product detail page:
- <https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/>
- Clicker on image "Carousel"
- User are clicking on the buy now product more than they should instead of buy.
- Remove the share buttons no user are clicking on it.
- Newsletter sign box no one is clicking it.
- User clicking the back to top button A LOT.
- Related Products component... kinda usefull, but only the flag ship product is being clicked.
- International distribution in footer get clicks – 1.2%

### **Qualitative analysis**

<https://shadowball.co.za/>

### **Competitor analysis**

<https://www.intersport.no/>

# Person one

Scrolls down.

Read more on the ball

Looking at tags. Don't like the tags

He scrolls

Color contrast at the banner.

He doesn't like the hidden white tags.

He clicket on shadow ball's

He is thinking about limited edition. I pressed it. Now going through the picture.

Add to card.

Check out 5 click total. 6 if he placed order.

# User Persona



## Demographics:

name: Jens Arne

age: 23 - 35

company: The Dad's.co

## **Technology comfort:**

PC: Low to Medium skill level

Web: Low to Medium skill level

## **Personal background:**

Mr Jens is a qualified dad, holds university degree / diploma.

Work as a gym teacher at som school.

He is responsible to the care of the children activity in gym at school.

He is responsible to buy items for activity club after school.

## **Needs:**

-Clear messaging about what to expect.

-How to use must be clear.

-Easy way to find the product.

- Easy to buy the product.
- Only necessary info.
- He hate math so the site must change the value for him.
- The recipe must be clear to get.
- Must have a indication, on what he is buying.

## **Motivations:**

Learning children sports.

## **Scenarios:**

Wants to find out about shadow ball's is and to learn children more about rugby.

## **Features:**

Detail page with details about what shadow ball's is.

## **Behaviours:**

Jens click on "The first ball he sees".

## **For the storyboard**

Jens is a teacher, who had a meeting about next week plan on the gym. Jens then goes home and use his work computer. looking around for a fun ish gym play the children would like and learn about.

He goes on youtube and search fun activities to have with children. Then the shadow ball's shows up.He gets interesting on the video. Clicks on the video. Get sent to the website homepage.

He sees the logo. (he knows now he is there)

watched the video in the home page. \*Scrolls down\* and \*scrolls up\* because he does not see where to buy a bunch for a class to have.

When he scrolls up again he se the shop. \*clicks it\*

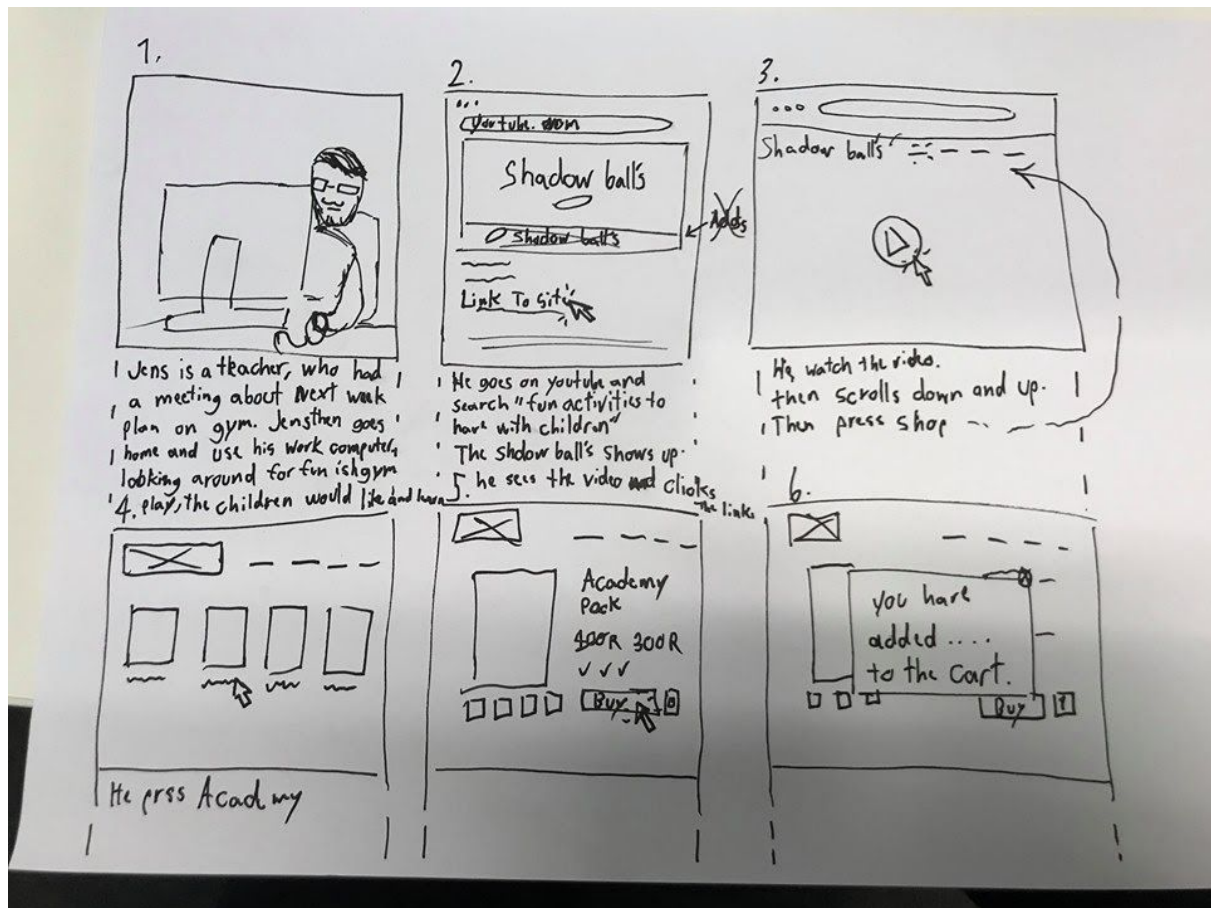
He \*scrolls down\* and press the academy.

Goes in on the only item thier. And presses on it.

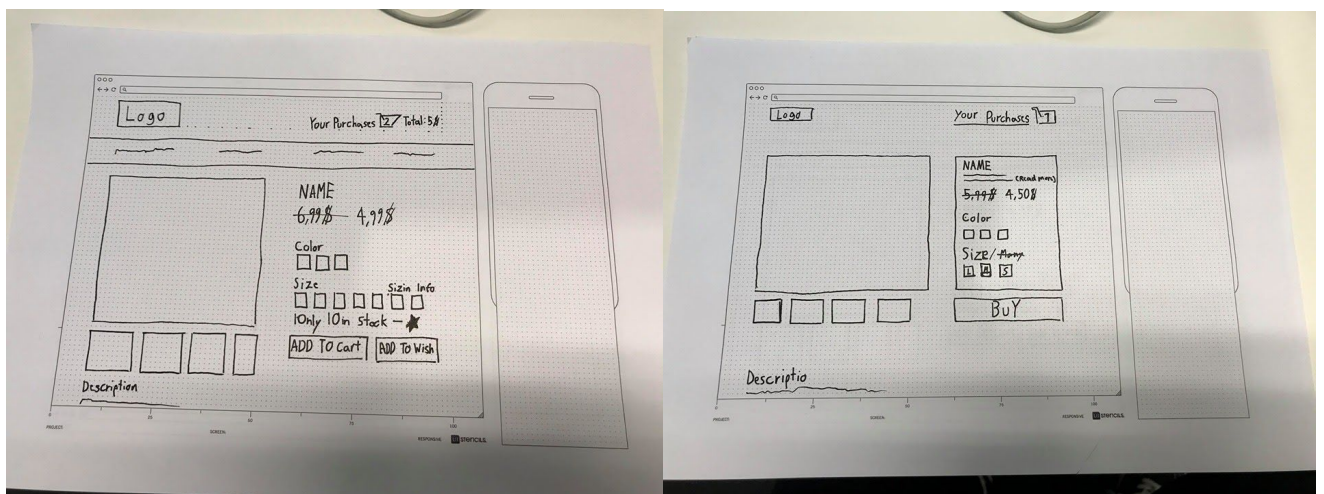
Then he scrolls down to find read a bit of what it is. He presses add to card.- and get confused. ( the indicator is bad for the cart)

Well after a wild of trying to find where to buy it he found out and both it. (even tho i think he would have left the site for it)

## Storyboard



## Paper ting idea





so in the end i got this.