

A Usability Report on Sega.com. “Evaluation assessment of website by quality component”



University of Padova

Department of Mathematics

“Tullio Levi-Civita”

Syed Riaz Raza¹

*A Case Study for “[Web Information Management](#)”

Keywords

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Interface,
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Website,
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Abstract:

The site on which the usability analysis is based on is www.sega.com. In this analysis, only the desktop version of the site will be considered.

The assessment of the Usability Evaluation report on sega.com will be based on its:

- Effectiveness: It supports users in completing actions accurately.
- Efficiency: Users can perform tasks quickly through the easiest process.
- Engagement: Users find it pleasant to use and appropriate for its industry/topic.
- Error Tolerance: It supports a range of user actions and support error handling and error expectation.
- Ease of Learning: Inexperienced users can accomplish goals easily and even more easily on future visits.

To further evaluate, the analysis of report has two parts *analysis on 6W* and *Persistent/non-Persistent* (usability problem)

¹ Corresponding Author

Syed Riaz Raza; E-mail: riazraza0@gmail.com, syedriaz.raza@studenti.unipd.it; Portfolio: riazraza.me

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1. Introduction

A. History

The site on which the following usability analysis is based is www.sega.com. In this analysis, only the desktop version of above-mentioned site will be considered, not the mobile version of the website.

Sega Corporation is a Japanese multinational video game and entertainment company headquartered in Shinagawa, Tokyo. Its international branches, Sega of America, and Sega Europe has headquartered in Irvine, California, and London. Its division for the development of both **arcade games** and **home video games**, Sega Games, has existed in its current state since 2020; from 2015 to that point, the two had made up separate entities known as Sega Games and Sega Interactive Co., Ltd. Sega is a subsidiary of Sega Group Corporation, a part of Sega Sammy Holdings. From 1983 until 2001, Sega also developed video game consoles.

B. Name of the Company & Logo:

The name and website of Sega is not hard to search, it is an old game producing company which has either created revolutionary games or bought the studios that were producing one. Even if you search its name, the first thing you will be seeing is a Sega Wikipedia page following the official Sega.com website.

Sega logo is based on its name, and it is also one the rarest companies who still has not changed their name.

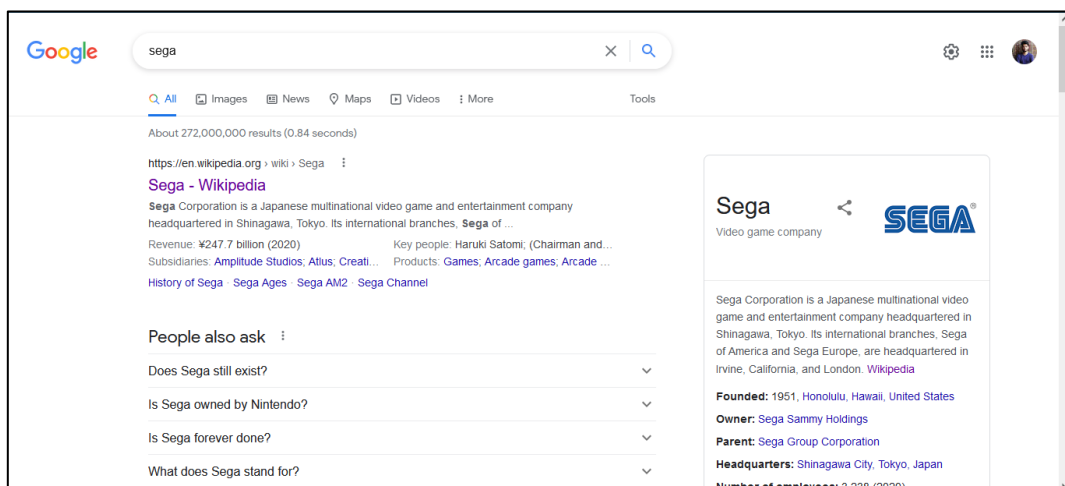


Fig 1.1: Google Search Screenshot Top

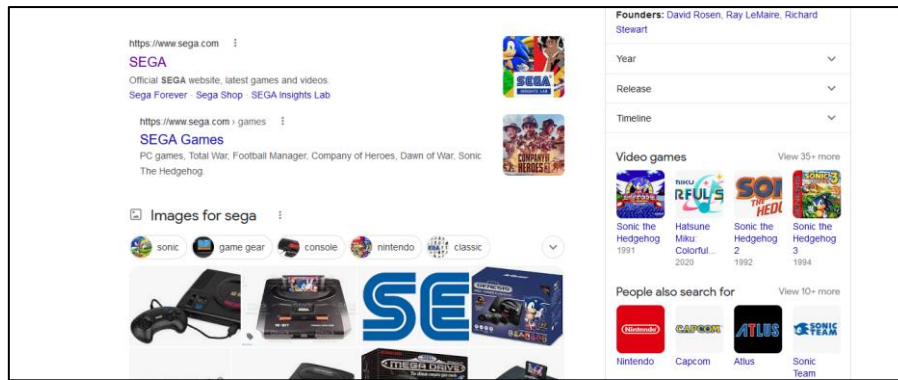


Fig 1.2: Google Search Screenshot Bottom

Sega is an incredibly famous among gamers, as in recent decades they have created amazing games from Total War, Company of Heroes and Humankind and they are still expanding their horizon by purchasing other gaming studios. Not only that they have recently released a new movie Sonic the Hedgehog 2, pointing that they are also into film business.

2. Website Structure

A. Overview:

As you can see in Fig 2.x as soon as we opened the page slideshow of their recent product appeared. The structure of website is divided into:

- Navigation Bar
- Slide Show
- Latest from Sega
- What's Happening
- Social Media Banner
- Footer Navigation
- Certificates & Policies (at bottom)

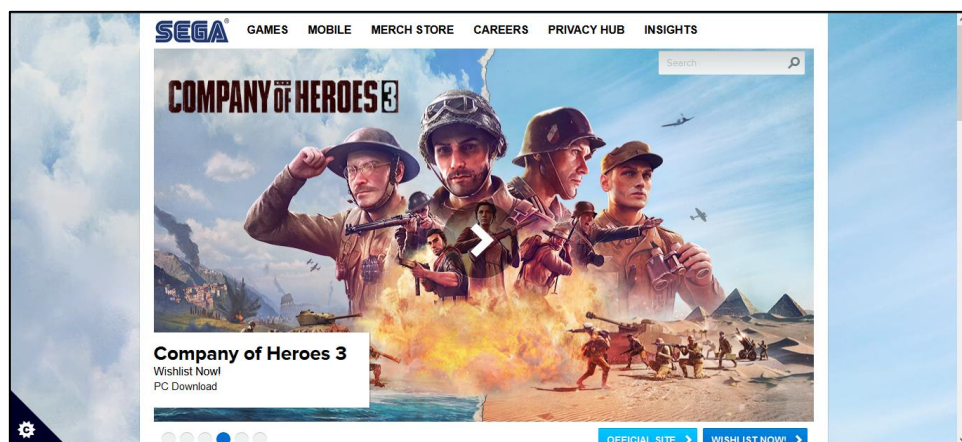


Fig 2.1: Sega Official Logo, Navigation Bar and Slideshow
(Promotional Banners about their hot games)

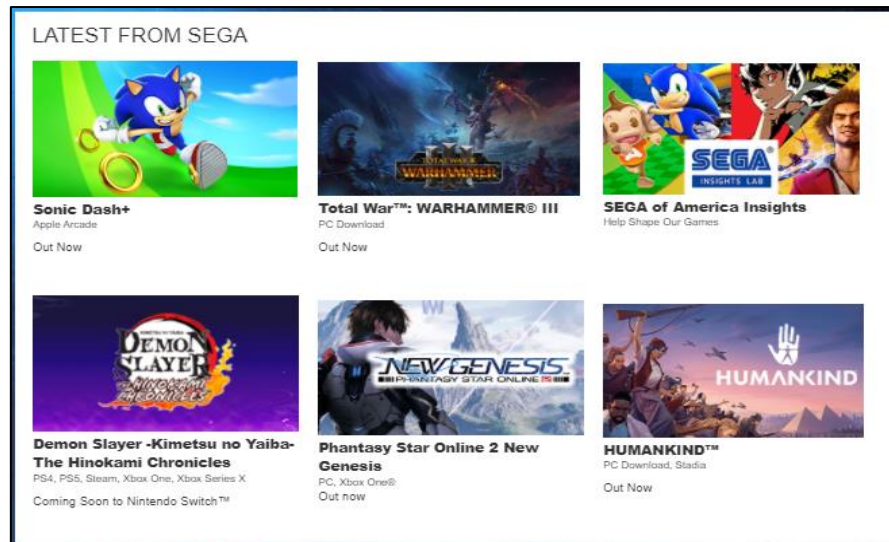


Fig 2.2: Latest from Sega

(News related to games that is “Coming Soon,” “Out Now,” “New Patch” or “New DLC”)

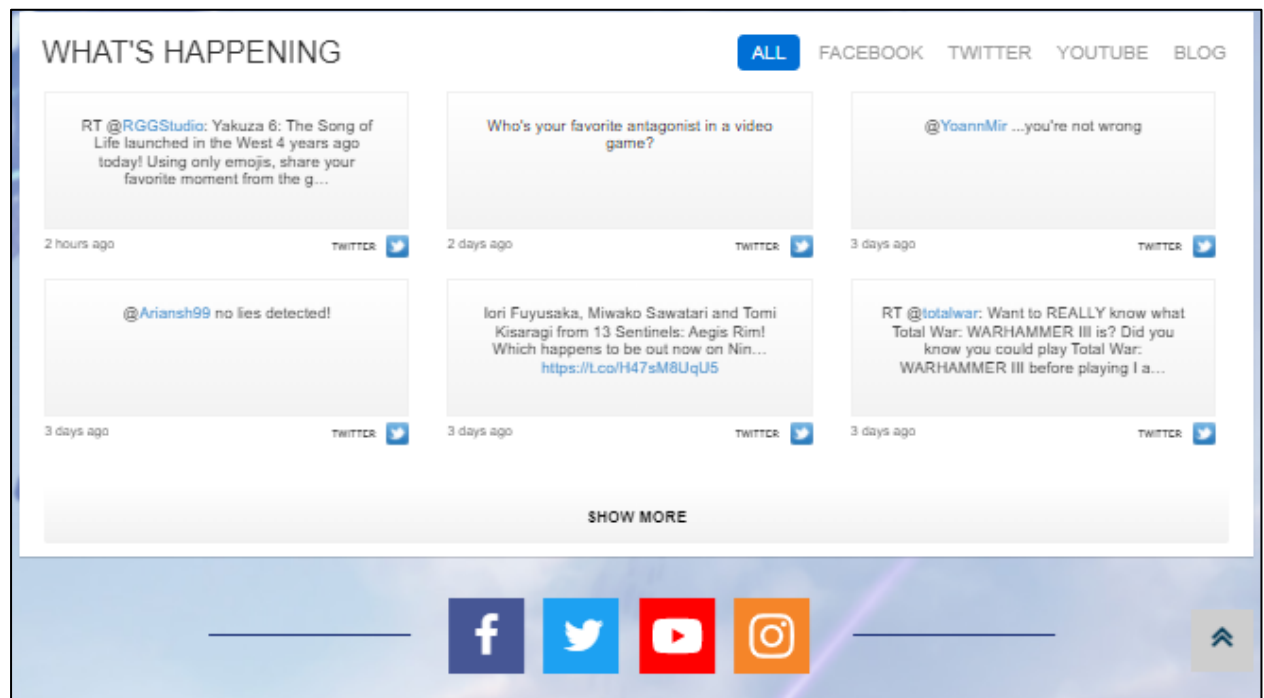


Fig 2.3: What's Happening

(Discussions, Forums or Walkthrough in different social media)

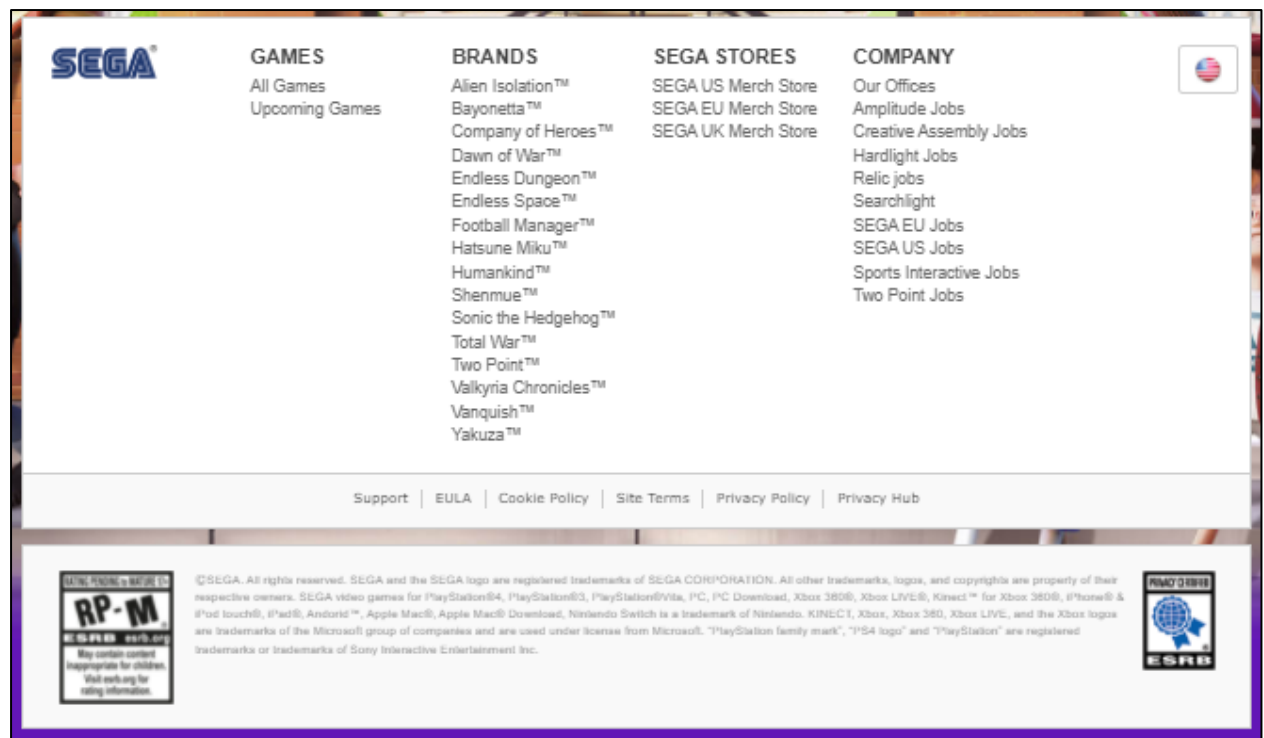


Fig 2.4: Footer Navigation, Certificates & Policies

(A little defined extension of Navigation Bar and in bottom defining the laws, certificates, and policy hub)

Usability is a measure of effectiveness. It describes how effective tools and information sources are in helping us accomplish tasks. The more usable the tool, the better we can achieve our goals. Most tools help us overcome physical limitations by making us stronger, faster, and more sharp-sighted. But tools can be frustrating or even disabling. When we encounter a tool that we cannot work with, either because it is poorly designed or because its design does not consider our needs, there is a limitation on use.

A site can be considered as a house or a shop, you look at the window and then you decide whether to enter or not. The homepage can be seen as the shop window, the visitor wants information and therefore our home must provide a summary of everything we offer.

3. Exhaustive Analysis

The home page in 2.x series is the showcase and heart of the site, it is giving a clear idea of the content of the internal pages and provide the user with all the necessary information in an obvious way and in the shortest possible time like a journalistic text.

Now, we are going to an exhaustive analysis of this website. This can be managed so it must respect the 6W, even when writing a site, the same rules apply, adapted a little to the context for the sake of the analysis.

The 6W:

- **Where:** what kind of site I arrived at, the content (Genre: Entertainment, Blog, Business)
- **Who:** who represents the site? (A person or an organization)
- **Why:** site is giving the benefits?
- **What:** site offers?
- **When:** latest news, the news of the site?
- **How:** how to get to the main sections of the site?

A. Where:

Where I am? Let us imagine that we are any user who accidentally finds himself on this site.

The first place from which we try to get some information is certainly the header; after reading SEGA, we can tell it is the famous company, but our ideas are still confused what it is related to, so let us read the next line. The keywords to understand are Games, Mobile.

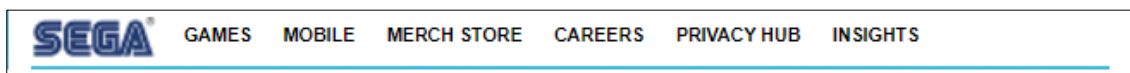


Fig 3.1: Sega Header Navigation

If you are a person who is into anime, games, or movies, you will know immediately that this is Sega, a famous Japanese company, the pioneer in world's top and rarest games like Sonic etc.

Even if you are not into games, you might have heard their name through someone else and you can make a little educated guess after seeing pictures in a slideshow.

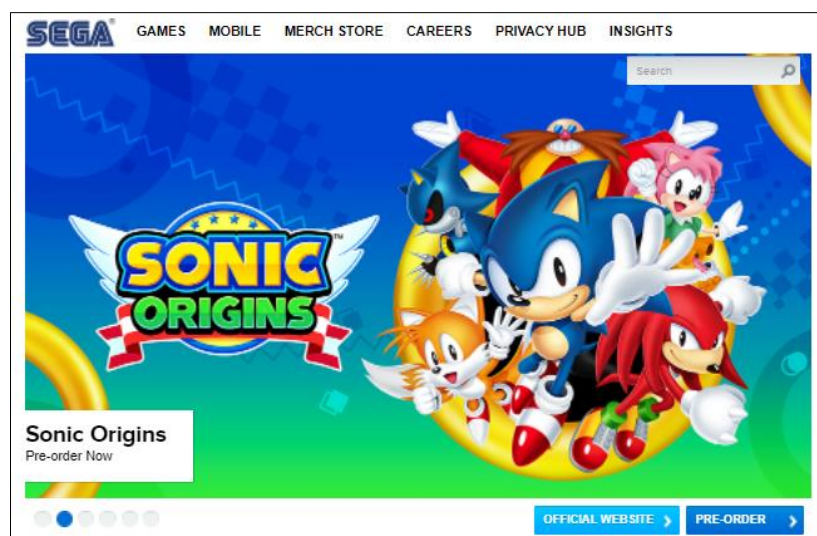


Fig 3.2: Sega Website slideshow

B. Who:

Who represents the site? (An organization) Who is behind this site? This information is not immediate and the only way to answer the question is to get to the home page footer. As you can see the only thing you can see is SEGA logo and a list of companies around the world and some of them in Europe and America, and the fact that they have bought some other companies like Creative Assembly, Amplitude, Hardlight, Relic etc.

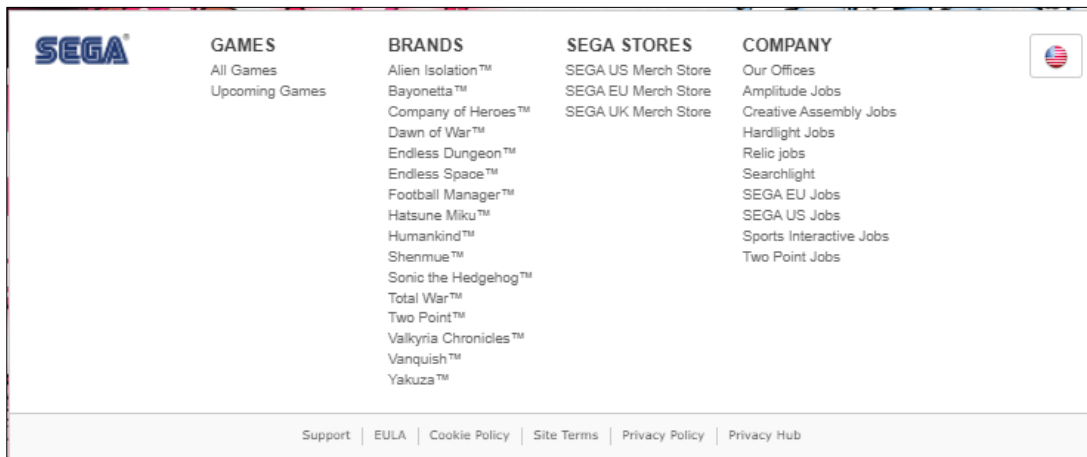


Fig 3.3: Sega Footer detail and Company detail

C. Why:

Is the Site giving some benefits? Why am I here? What good is it giving me? The answer is immediate. In the header tab “Games” and below every slideshow we can find some sections in which we can find some fundamental points about why we are using this website and its uses.

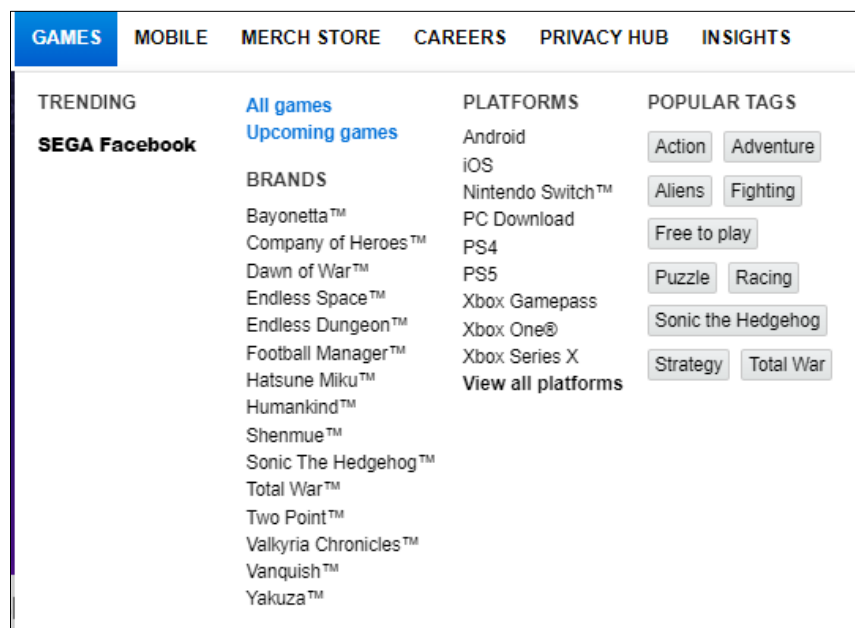


Fig 3.4: Sega tab “Games” expanded

You can see some list of games that they are offering and the platforms available for these games. So, you are here looking for games created by Sega available on different platforms including mobile.

You can even see some trending games in the slideshow and in every slideshow, there are buttons “Buy Now,” “More Info” or “Official Website.” The official website will take you to the website of another company bought by Sega, and currently a subsidiary as mentioned in Fig 3.3.



Fig 3.5: Sega website slideshow ‘buy’ button

D. What:

What does the site offer? Here too the home page gives us a clear answer. Indeed, multiple answers for the same question. After just a scroll, a lot of section appears with several interactive slideshows that has a list of games and everything.

Each part has a side description when you click on it and it contains information regarding the example shown Fig 3.7, in this way the user is never left alone and even the newbie in gaming industry can have a general idea of what is in this game and how do you get it.

There is a part of the website related to insights into games. If you press the button Insights, you will be forwarded to a website called games.sega.com/insights/ Fig 3.8. It is related to events that going to happen in future, how can you participate in them and a platform for playing games in multiplayer mode a.k.a. MMORPG.

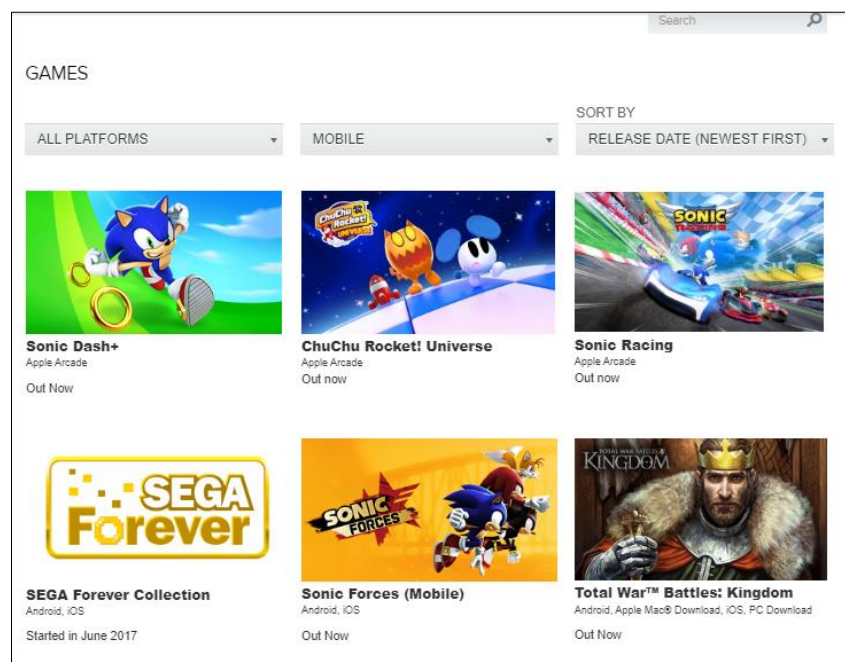


Fig 3.6 Sega website with list of Games with filters

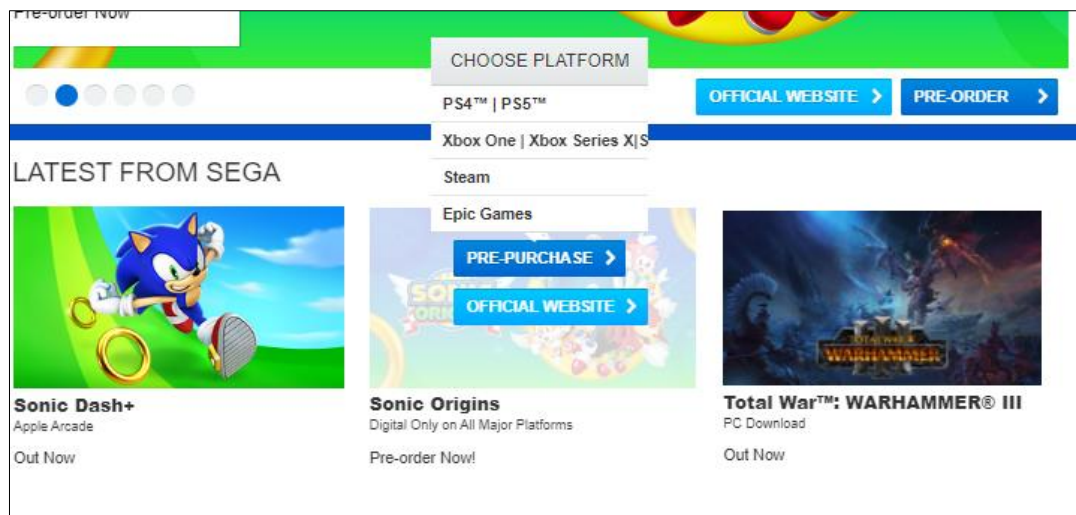


Fig 3.7 Sega website description on the games

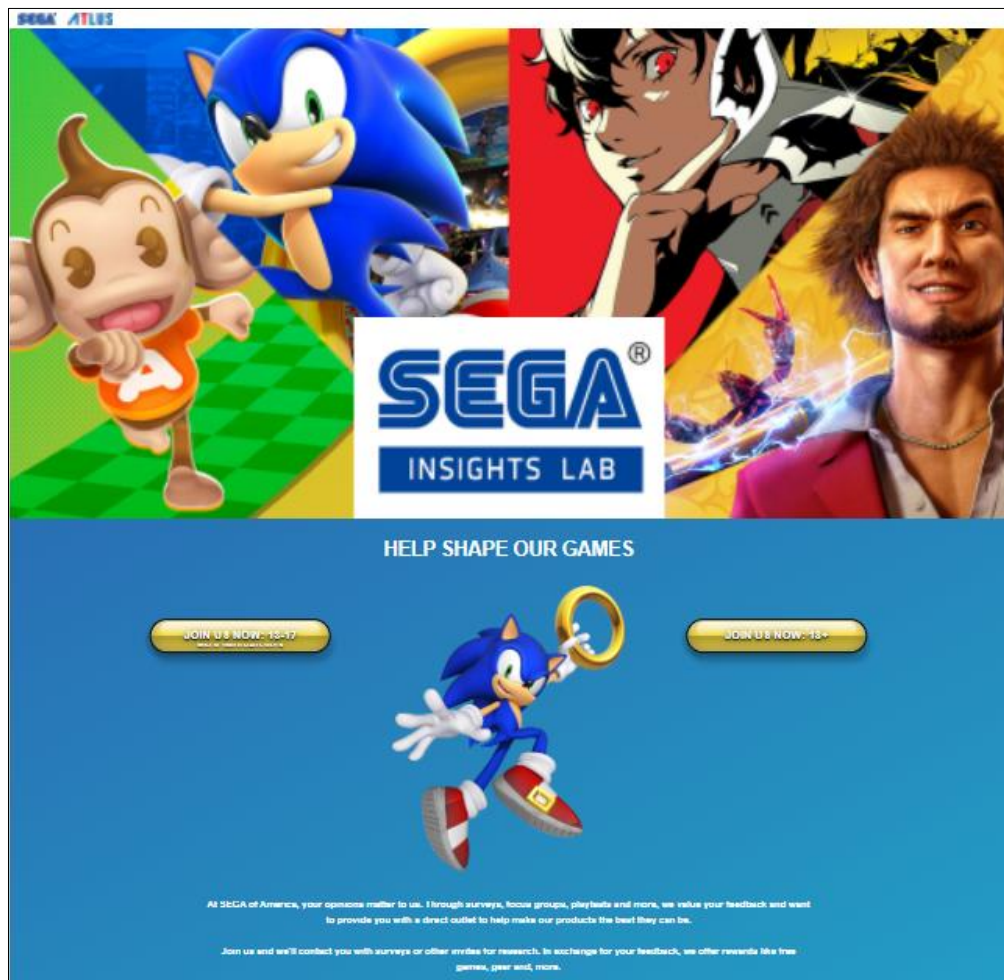


Fig 3.8 Sega Insight Lab

E. When:

Latest news, the news of the site? What is the latest news on the site? The answer is present on the home page Fig 2.2. However, it is not available in the navigation bar, there is a Blog entry that takes us to a page that contains exactly what we are looking for or page related to the problem Fig 3.8. or use the search box in home page Fig 3.9.

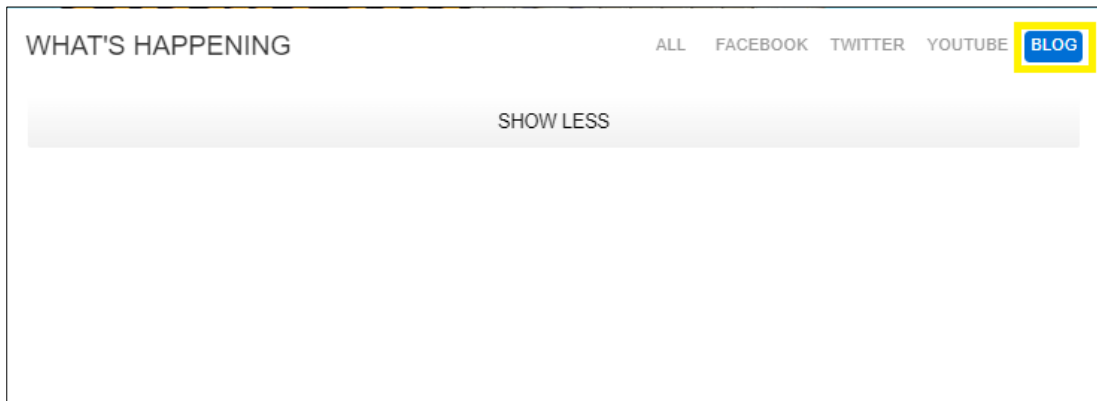


Fig 3.9 Sega blog section in What's Happening

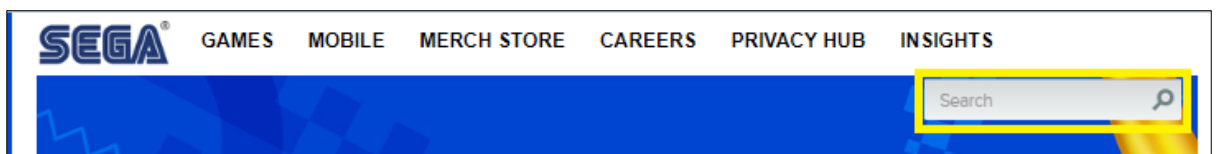


Fig 3.10 Sega Search button in home button

F. How:

How to get to the main sections of the site? How do I get to what interests me? The main way is certainly the use of the navigation bar Fig 2.1, or you can use the footer navigation detail Fig 2.4, which shows all the main sections present within the site.

This website is created like single page website and most of the links or details are not even present in Sega website because the main games they own are created by their subsidies and you must get to official website to know the detail.

The website also contains a link, which, when clicked, shows respectively a section of cookie control that means you do not have to go to setting or some other place to care of your cookies Fig 3.11.

If we scroll down any page vertically, we realize that the navigation bar also scrolls and always remains in the upper margin of our screen, to allow us to change the page at any time. Furthermore, once you find the underlying cause of the page, the footer also contains links to reach any other section on the site.

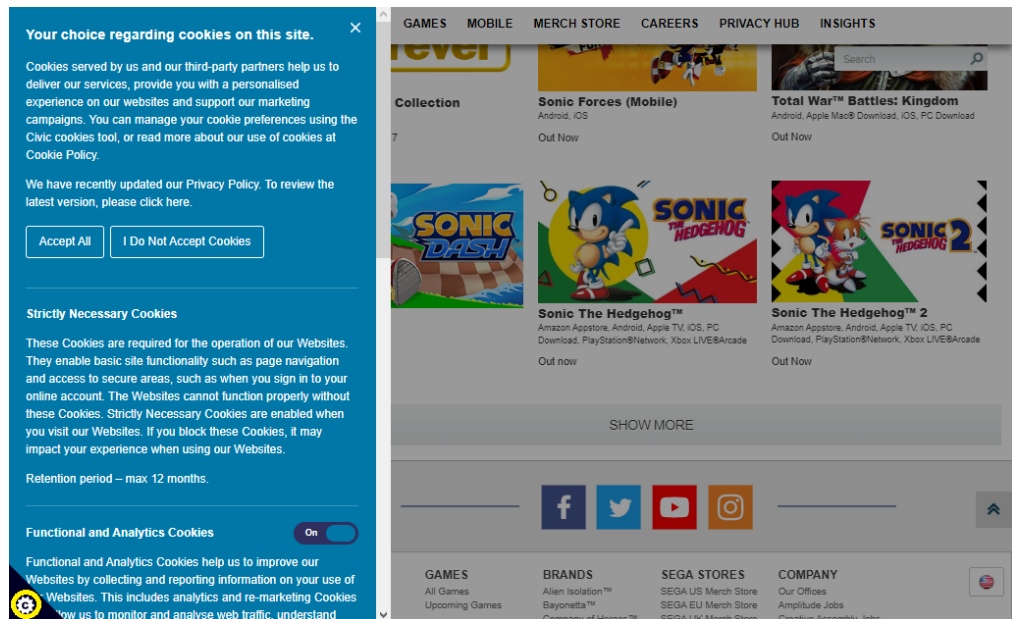


Fig 3.11 Sega website cookie control option

4. Persistent / Non-Persistent:

You can encounter two types of usability problems on a website

- Persistent based problem
- Non-Persistent based problem

A. Persistent Based Problem's

Persistent based table for Sega.com	
PROBLEM	DESCRIPTION
Lost in Navigation	No breadcrumb and no fast movement. In this case user does not know what position he is in during navigation, so the Where axis is not missing or lacking. And this website is working without filling the void because this is a basic single page type website so it helps the user to remember where he is.
Backtracking	Must use backtracking to return to previous page via back button. In this case if we go for the useful link the website would not open the link in new window, it does not redirect and updates the current window state.
Pop-ups	In this case for Sega there is not even a single pop-up, and there are no ads available because this is an official company website.

Non-compliance with conventions	There is no problem like Non-compliance with conventions because every link for details and buying part of the games is not on the website, it just redirects you to another website. So, everything is a link.
Empty Content	There is no empty content or blocks with little language.
Important Content	If the content is important then the form is also important. This proves because this website is the portfolio for their products.
Jakob's law	“Users likes to spend mostly their time on other websites and not yours!” Jakob Law cannot be confirmed because people only come to this website to see the list of games that are product base of Sega.

B. Non-Persistent Based Problem

Non-Persistent based table for Sega.com	
PROBLEM	DESCRIPTION
Splash Pages	No initial welcome or promotional pages.
Scrolling	You don't need to sub-scroll between pages.
Bloated Design	Sega.com doesn't have bloated design its very simple and very easy to read. No 2D Effects. No blinking text or spinning text.
Web Text Rules	Basic text rules are implemented for font-family and font size. There's no fixed layout (It's Responsive Web Pages). Basic black and grey Font Color for fonts.
Curse of LOREM IPSUM	Clear what Axis, company is clearly showing, what it is offering. No extra content limit of paragraph words are less than 150.
Visual Metaphors	If the content is important then the form is also important. This proves because this website is the portfolio for their products.

-EOF-