**Immagine che contiene testo, Carattere, Elementi grafici, logo

Descrizione generata automaticamente**

**Master’s Degree in Computer Science**

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**WEB INFORMATION MANAGEMENT**

Usability analysis of

[**https://www.rottentomatoes.com/**](https://www.rottentomatoes.com/)

website



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# **1 Introduction**

Over the years Internet has become a powerful and useful tool able to connect information from different sources and providing it to everyone. The number of websites is consistently increasing day by day because people are always looking for new information and services, but this information is not always simple to get.

There are many examples of websites with great purposes but badly designed on the web which increase the users’ computational effort and make the navigation experience heavier. For all these reasons it’s important to study the usability of websites, a concept remarked in the following definition.

“Web usability is the discipline that studies how to design and then create a usable website.

A website is usable if it is easy to access and navigate, and if it satisfies the information needs of its users.”

The aim of the document is to analyse a real website to understand if it respects the usability principles that are so much important in the modern web. In this case the analysed website is the Rotten Tomatoes’ desktop version.

# **2 Rotten Tomatoes**

This section presents the Rotten Tomatoes website in terms of its purposes and share of information. It is also discussed about the choice of its apparently strange name and its SERP positioning.

## **2.1 What is Rotten Tomatoes?**

Rotten Tomatoes is a popular American review website for film and television. The website compiles reviews and ratings from critics and audiences to provide a consensus score for movies and TV shows.

The Tomato meter is the primary metric used by Rotten Tomatoes to represent the percentage of positive reviews given by critics.

In addition to the Tomato meter, Rotten Tomatoes also provides an Audience Score, which reflects the percentage of audience members who enjoyed the movie or TV show.

Rotten Tomatoes is presented as a useful tool for measure the overall reception of a film or TV show.

## **2.2 Domain name**

On average, the name of a website increases users’ satisfaction by 10%-20%; so, a website name must be chosen appropriately, following some rules.

Even “rottentomatoes.com” seems to be a strange domain name for a website, it works because it respects the main principles of a good name:

* it is short and so, it is easy to memorize and write;
* it is unique;
* it is formed by real words (“rotten” and “tomatoes”);
* it sounds well;
* it takes the “.com”, which is the top-level domain that a site can use.

An interesting fact is related to the origin of this name. The name "Rotten Tomatoes" is a reference to the tradition of throwing rotten tomatoes at a stage performer who delivers a poor performance.

Beyond these considerations it is also true that the name doesn’t represent the content of the site, probably because the website relies on its fame through the television community. Anyway, a general user, who does not know Rotten Tomatoes, cannot understand that it is a review website for film and television.

## **2.3 SERP positioning**

To study the SERP (Search Engine Results Page) positioning of the Rotten Tomatoes website it has been used the online and freely available tool: <https://ahrefs.com/serp-checker> which simulates search engines behaviour over given keywords in different countries. For this test the selected country was “United States” since there have been considered, as possible searches, also the single words “rotten” and “tomatoes” which are common English/American terms.

Several tests have been conducted over more specific and less specific keywords and the observed results are interesting. For instance, searching for the specific name “rotten tomatoes” returns the website in first position; nothing surprising since the website has been searched by its own name.

If the website is searched just by “rotten” (which is a common English word) the website is yet in the first position, also higher than the vocabulary definition of the word “rotten”, this shows the power of the site indexing.

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Figure 1: SERP positioning for "rotten" search

If the website is searched just by “tomatoes” (which is again a common English word) the website is in sixth position; not bad since the website has been searched by just a common word.

If the website is searched with keywords that represent the context of Rotten Tomatoes, like “film reviews”, “TV show reviews”, “best film”, the website appears in second, third and again third position respectively. This shows the website is well indexed also with keywords which cover its content.

Overall, the website is well indexed in the SERP and more time the website holds these positions more users’ flow it has.

# **3 Homepage**

## **3.1 Informative axes**

### **3.1.1 WHERE did the user arrive?**

### **3.1.2 WHO is behind the website?**

### **3.1.3 WHY should the user stay?**

### **3.1.4 WHAT choices does the user have?**

### **3.1.5 WHEN (latest news)?**

### **3.1.6 HOW to arrive where the user wants?**

## **3.2 Navigation**

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# **4. Internal pages**

## **4.1 Movies**

### **4.1.1 Informative axes**

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## **4.2 TV shows**

### **4.2.1 Informative axes**

### **4.2.2 Structure**

## **4.3 More trivia**

### **4.3.1 Informative axes**

### **4.3.2 Structure**

## **4.4 News**

### **4.4.1 Informative axes**

### **4.4.2 Structure**

## **4.5 Search results**

### **4.5.1 Informative axes**

### **4.5.2 Structure**

## **4.6 Handle of 404 error**

### **4.6.1 Informative axes**

### **4.6.2 Structure**

# **5. Final evaluation**