

Usability Analysis Web Information Management

Academic Year 2023 - 2024

Information about the document

Editing	Nicla Faccioli
Student ID	2076775
Distribution	Massimo Marchiori
Analyzed website	https://www.pampling.com/
Period of analysis	March 2024

Description

Usability analysis of the [Pampling](https://www.pampling.com/) website, as a project for the *Web Information Management* course, Master Degree in Computer Science at University of Padua.



Index

1	Introduction	2
1.1	Website context	2
1.2	Document structure	2
2	Homepage	3
2.1	Informative Axes	3
2.1.1	WHERE did the user arrive?	3
2.1.2	WHO is behind the website?	4
2.1.3	WHY should the user stay?	4
2.1.4	WHAT choices does the user have?	4
2.1.5	WHEN (latest news)	5
2.1.6	HOW to arrive where the user wants?	6
2.2	Asking for Personal Data	6
2.3	Scrolling and Resolution	7
2.3.1	Scrolling	7
2.3.1.1	Vertical Scroll	7
2.3.1.2	Horizontal Scroll	7
2.3.2	Resolution	7
2.4	Menu	7
2.5	Content	8
2.5.1	Text	8
2.5.1.1	Resizing Options	8
2.5.1.2	Color and Font	8
2.5.1.3	Style	9
2.5.1.4	Graphical Objects	9
2.5.2	Content Structure	9
2.5.2.1	Structure	9
2.5.2.2	Keywords	9
2.5.2.3	Lists	9
2.6	Attention Map	9
2.6.1	F-shape Map	9
2.6.2	Images	10
2.7	Searching	10
2.7.1	Search Tools	10
2.7.1.0.1	No Result	10
2.7.2	Search Box	11
2.8	404 Page	11
3	Product Page	12
3.1	Informative Axes	12
4	Final evaluation	13



1 Introduction

1.1 Website context

Pampling is a company born in 2005 that offers various types of clothing and accessories such as t-shirts, socks, sneakers but also pens, notebooks, mugs and so on. The company also offers to their users the possibility to propose and vote new designs: the ones voted the highest will be used to produce items to sell.

1.2 Document structure

The document, regarding the usability analysis of the previously cited website, will have the following structure:

- **Homepage analysis:** usability analysis of the homepage and the main components of each page;
- **Product page analysis:** usability analysis of a generic product page;
- **Voting page analysis:** usability analysis of the designs voting page;
- **Final evaluation:** overall mark and conclusions about the website.



2 Homepage

In this section the homepage will be analyzed from the point of view of the usability. Since many components of the website are "shared" across different pages (they are the same even in internal pages), this section will contain also the analysis of the shared ones.

2.1 Informative Axes

The informative axes (6w) should provide the users with all the fundamental information regarding the website. If users are not able to collect those information, they are not willing to stay and navigate through the website, since they are not getting the information that they want.

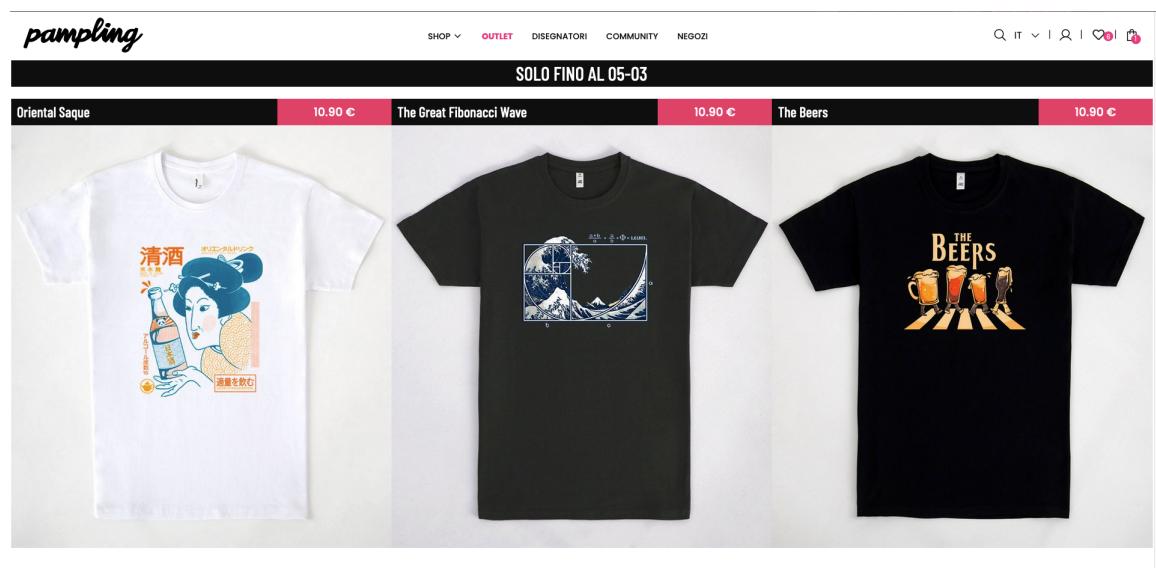


Figure 1: homepage at first visit.

2.1.1 WHERE did the user arrive?

The website should give all the available information to the users regarding their relative position in the website, as well as a general idea about it.

If the where axis is not there, the user may experience the "lost in navigation" problem, which may lead to anger and frustration.

On the homepage of the website a complete menu of the website can be seen, that allows to reach all the possible pages of the website. On the top left corner of the homepage, in a standard position, there is the logo that links to the homepage. The fact that the logo can be found in a standard position is a good choice, as the user will always be able to find it and will be also able to find easily his way out of an unknown place.

Navigating through the website pages the breadcrumbs appear (of type "Location", which shows the absolute path from the website's root up to the specific page). Not all the internal pages have them though, and this is not a good choice since it may lead to user confusion. Another element that may confuse the user, in particular if there are no breadcrumbs present, is the face



that in the menu the page "Outlet" is always in a different font with respect to the other pages (bold and of a different color). This might bring users to think that they are currently in that section of the website even if it is not true.

2.1.2 WHO is behind the website?

The "who" axis should give the information about the website's owner.

Again, the logo in the top-left corner is really good to immediately understand the owner of the website. A good characteristic of the logo is that it is verbal and not just an image. A negative side is that there is no slogan of any kind: in this way, a user that arrives on the website without knowledge about this company will not have many information about them. In order to get more information about the authors, the user is forced to scroll until the very end of the homepage. There he will find the footer (fig. 2) where there may seem to be a link to a section of the website which aims to describe the company ("About Pampling").

Actually, if the user clicks there, the page shown is a FAQ page that does not give any information about the company. Because all of the points above, the "who" axis is not really satisfied and new users will have difficulties in understanding who's behind the site.



Figure 2: footer of the website.

2.1.3 WHY should the user stay?

The "why" axis should provide motivations to users to persuade them to stay and navigate within the website.

The homepage without scrolling shows some offers currently active, that may catch the user attention and give a motivation to navigate further the website and that's positive. On the other hand, the fact that these offers occupy the whole visible part of the homepage is not totally good, since it requires some scroll to the user to reach other content that might be of better used if positioned at the start of the page. For example, scrolling down (approximatively 1.5 scrolls) some *catch phrases* are found that give some motivations for the user to stay in the website. Examples in fig. 3.

The average user is not willing to scroll that much in the homepage, that is why putting *catch content* that down (talking about scrolling) may not capture the users' attention.

2.1.4 WHAT choices does the user have?

Another important axis is the "what" one. It should give the users access to all the possible destinations of the website.

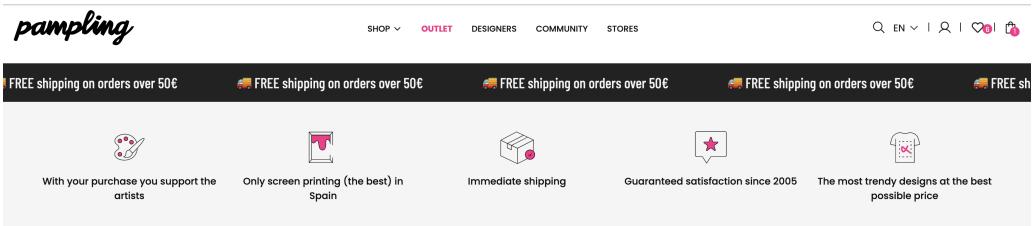


Figure 3: slogans on the homepage.

As said before, there is a menu placed right at the beginning of the homepage (fig. 1). The menu is always the same even in internal pages: that's a really good choice in order to avoid possible confusion of the user and allow easy and quick navigation. The menu will be better analyzed in a later section of this document.

2.1.5 WHEN (latest news)

This axis should provide to the users all the latest news regarding the products and the company.

The first thing the user sees when entering the website are the latest discounts and promotions that make the user understand that the site is updated and active. Furthermore, the website offers a "Community" section where the user can access and interact with all the latest news and articles created by other users or by Pampling itself. In particular there are two different sections: the Pampling blog (??) and the Users blog (fig. 6) Given these points, the "when" axis is quite satisfied.

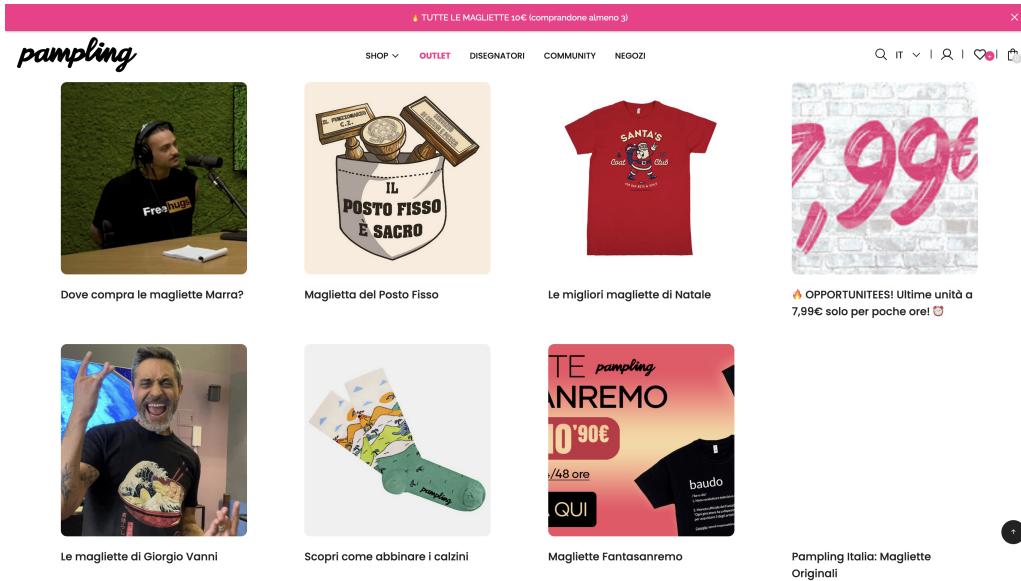


Figure 4: Pampling blog.



The screenshot shows the Pampling website interface. At the top, there's a pink header bar with the text "TUTTE LE MAGLIETTE 10€ (comprandone almeno 3)". Below the header, the Pampling logo is on the left, followed by a navigation menu with links: SHOP, OUTLET, DISEGNATORI, COMMUNITY, NEGOZI. To the right of the menu is a search bar and a user profile icon. The main content area displays three user posts:

- KING ZEBRA - "DINA"** (by franklini in Music Videos) - A thumbnail image of a person in a zebra costume, with a video play button overlay. Below the thumbnail is a comment section with a "commentare" button.
- 03/03/2024** (by rota85juri in Others) - A thumbnail of a person in a blue shirt. Below the thumbnail is a comment section with a "commentare" button.
- RESEÑA PELÍCULA ■■■ GOLPE DE SUERTE, 2023** (by Sonia Strong in Personal) - A thumbnail of a person in a white shirt. To the right of the thumbnail is a text excerpt: "Cómo le gusta a Woody Allen acompañar sus escenas de música jazz, aquí suena 'Cantaloupe Island' de Herbie Hancock, aportando dinamismo a la trama, lo cual trata sobre el azar, la suerte, las decisiones tomadas y la causalidad. Cinta meramente entretenida." Below the excerpt is a comment section with a "commentare" button.

Figure 5: Users blog.

2.1.6 HOW to arrive where the user wants?

The axis should offer tools to the users in order to let them access and collect information in a smart way.

Within the menu a search icon is available, which when clicked opens the search functionality. That is really good and fundamental for a website of this kind: it allows the user to directly search for what he's looking for without having to navigate through blindly through the whole website.

Moreover, the "Shop" voice in the menu is quite complete with all the categories of products that are available for purchase: this allows the user to find what he needs even if he has only a general idea.

2.2 Asking for Personal Data

The website is freely accessible by everyone, with the possibility to create an account in case the user wants to purchase something or partecipate in the blogs offered by the website. A positive thing is that at the beginning of the visit there's no blocking pop-up asking for personal user data. At the end of the homepage the website offers the possibility to subscribe to the newsletter by giving the email address. The placement is acceptable since it is not blocking for any activity and is at the end of the page. A random pop-up appears while scrolling the homepage the first time, as shown in ???. Since it is what it is (a popup), it is really annoying for the users. The only good thing about this negative situation, is that it can be easily removed and thus users are not required to fill it.



2.3 Scrolling and Resolution

2.3.1 Scrolling

Scrolling requires computational effort, that is why having too much scroll is bad. Typically users are willing to scroll up to 1.3 "screens" of a website page. Generally speaking, the quantity of scrolling may depend on the content of the page.

2.3.1.1 Vertical Scroll In order to see the entire homepage, the user is required to scroll a lot, at least 10 scrolls are required. Generally, users are not willing to do more than 1.3 scrolls on average and this indicates that the homepage is way too long. It contains a lot of images and products that almost make it seems like another shop section.

There are different font measures and patterns in the disposition of the content that might overload the user. Having so much scroll may lead the users to skip content of the page and thus they may miss important information.

2.3.1.2 Horizontal Scroll In the homepage there are also some parts that require horizontal scroll: this is not good since it requires more actions to the users to access the information (two axis instead of one).

2.3.2 Resolution

The homepage, and generally speaking the website, seems to not suffer of the "frozen layout" problem. In fact, even if the resolution changes, the web site is adaptive and fit the screen entirely. The website offers also a mobile version for smaller resolutions.

2.4 Menu

The homepage (and website) menu can be seen on ??, where the biggest part of the dropdown menu is shown. The menu is one of the most important components of a website: it allows the user to navigate through it and also to discover all the pages and information that can be accessed within it.

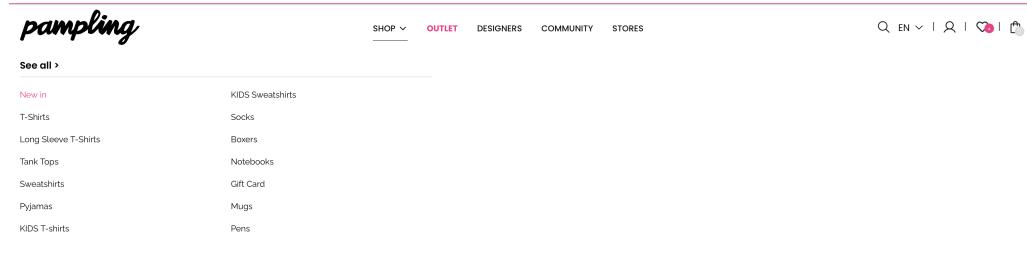


Figure 6: menu of the website

The website's menu is a pretty common one. It is a horizontal menu with 5 entries. It has not a tree-like structure, since it is constructed on 2 informative levels only: the general one (first) and the detailed one (second, which shows all the options regarding a first-level entry). The menu is a dropdown, a good choice to facilitate its use to the user since it's less prone to error in point-and-click operations. Because of this no fault-tolerance algorithm is required, since



there is no possibility of having the menu to close when inside a first-level entry. Overall the menu has been implemented in a good way, by avoiding all the common and annoying problems of the classic websites' menus.

2.5 Content

In this section the style of the main content will be analyzed. The homepage doesn't contain much written text that can be found only in internal pages like for example the one shown in fig. 7.

The screenshot shows the Pampling website homepage. At the top, there is a navigation bar with links for SHOP, OUTLET, DISEGNATORI, COMMUNITY, and NEGOZI. To the right of the navigation are search and user icons. The main headline reads "HAI UN CAPOLAVORO DI DISEGNO? INVIAELO E POTRAI VINCERE MOLTI MOLTI SOLDI". Below the headline, there is a brief description: "Dal 2005 Pampling sostiene il lavoro di artisti internazionali, portando la loro arte in tutto il mondo con capi di abbigliamento di altissima qualità. Se il tuo disegno viene selezionato, ci cedi i diritti per un anno senza alcun tipo di esclusiva in cambio di 500€. Potrai inoltre vincere un premio di 1.000 euro assegnato ogni settimana a uno tra tutti i disegnatori selezionati. E se continuerai a lavorare con il tuo disegno per un periodo più lungo, guadagnerai ancora di più. Unisciti alla nostra community di disegnatori, siamo già migliaia di artisti da tutto il mondo!"

The page features two large numbered steps: "01" and "02". Step 01 contains instructions: "Disegna la tua proposta in Illustrator o Photoshop (almeno 300 dpi). Puoi utilizzare fino a 9 colori su sfondo chiaro e 8 su sfondo scuro." Step 02 contains instructions: "Carica un'immagine del disegno con dimensioni di 800x800 px e in formato JPG (non deve superare i 500 kbs)." At the bottom left, there is a button labeled "PARTECIPA ORA!".

Figure 7: menu of the website

2.5.1 Text

The text of the main content of the page must be readable. In order to achieve readability, a set of constraints must be respected.

2.5.1.1 Resizing Options There should be buttons (or even other ways) to allow the users to easily change the font size, without using zoom-in or zoom-out browser's tools.

The website is not offering resizing options. The only way to adjust the font size is by using the zoom functionality of the browser.

2.5.1.2 Color and Font The font size is right (about 13 or 14 points), bigger than the minimum 10 points required for readability. In addition, only one font is used within all the website, which is good choice.

Also the color of the text is well chosen since it's black on white background or white on black background. In general the readability is good.



2.5.1.3 Style A part from titles that are uppercase, the main text is lowercase. This is good since the user is not required to switch a lot between uppercase and lowercase while reading.

2.5.1.4 Graphical Objects There is no text inside images, that is a good choice since text on images:

- Cannot be resized properly;
- Will make the image to weight more, and thus more loading time;
- Will make the "*copy&paste*" functionality to not work;
- Will not be recognized by search engines that are crawling the webpage.

2.5.2 Content Structure

2.5.2.1 Structure As mentioned before, the homepage does not contain much written content, but mainly displays informations about current discounts and offers. Regarding other pages, the written content is still not much and the paragraphs are all quite short. The content looks like to be well structured and it does not seem to suffer of the "*Lore Ipsum*" problem (*layout-design-first* problem).

2.5.2.2 Keywords The keyword are enlightened with a bold font or a different color that still has a good contrast with the background.

This is good because in this way the user will immediatly find the most important information within the page.

2.5.2.3 Lists Lists are really liked by users, since they help them to summarize the information available on the content.

There are multiple lists inside the pages with the most written content. Some of them are good, as they contain at least 4 items.

On the other hand, some other lists are not as good since sometimes they contain just one element. Moreover, there's a page ([Designers/Special content by Pampling](#)) that is entirely composed by lists: this may lead to a decrease of user satisfaction as too many lists require too much computational effort to the user.

2.6 Attention Map

For the user to be able to see the crucial aspects of the website, it is importat to structure the content in a way that let them capture the fundamental components of the webpage instantly.

2.6.1 F-shape Map

The *F-shape* Map of attention is the way our eyes move while reading content in web pages. Thus, the most important components of the webpage should be placed within the top center of the webpage.

In the website, the *F-shape* map is kept into consideration since the menu is placed in the best position possible, on the top of the page. Also the search button, the shopping cart, the button to change language and the user profile are in the top right of the page, the most common position for this kind of functionalities: This is a good choice because in this way users will find them



easily. The homepage though requires a lot of scroll and contains a lot of big images (*bloated design*), choice that partially vanishes the effect of the *F-shape* attention map.

2.6.2 Images

While in a web page text is the most important component, images are also quite valuable. They can integrate the normal content, even if they tend to be skimmed. The website is quite full of images.

Since images tend to attract clicks, in general is better to associate an action to every click event on an image. This is quite respected within the website since the majority of the images are clickable redirect the user to another page, like the product or a search-by-category page.

2.7 Searching

Even if the website is not big (and thus a search functionality is not strictly required from a theoretical point of view), the search functionality is present. I think that in a website of this kind, with the great amount of fandoms and topics referred by the clothing products, the search tool is almost a necessary functionality.

2.7.1 Search Tools

The search functionality can be activated by clicking on the lens icon, placed near the top-right corner.

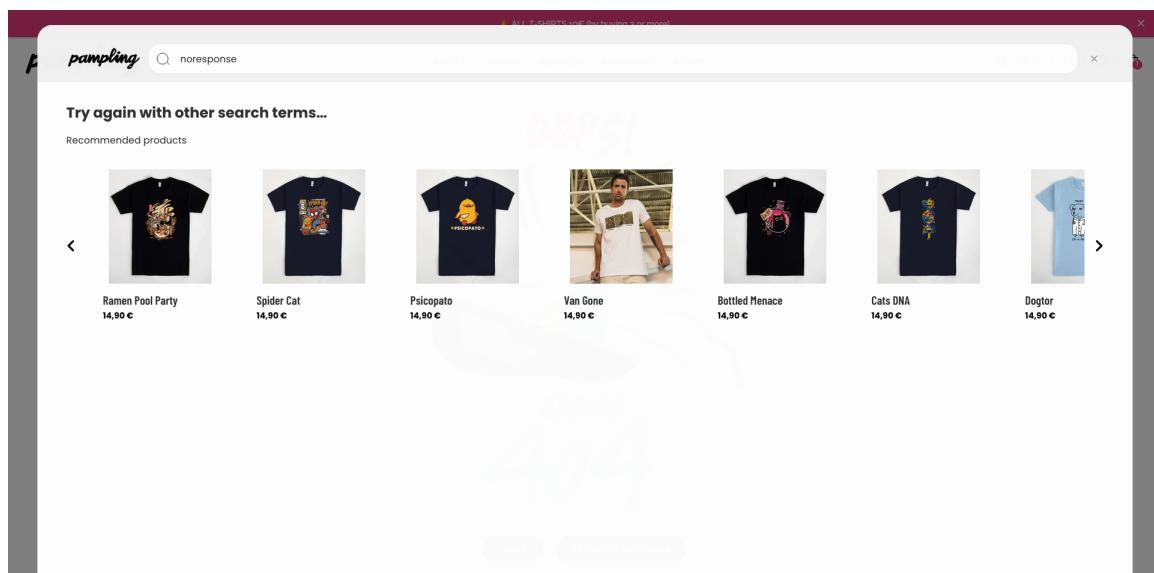


Figure 8: no result webpage.

2.7.1.0.1 No Result The screen in fig. 8 is the result when looking for keywords that return no results. The way in which the website handles it is good: even if the searched keyword is not relevant, some other products are shown to the user in order to help him navigate further and find other article that might be of their interest.



Moreover, the search is dealing well even with typos, since it still show articles that are actually coherent with the intended keyword. Here an example:

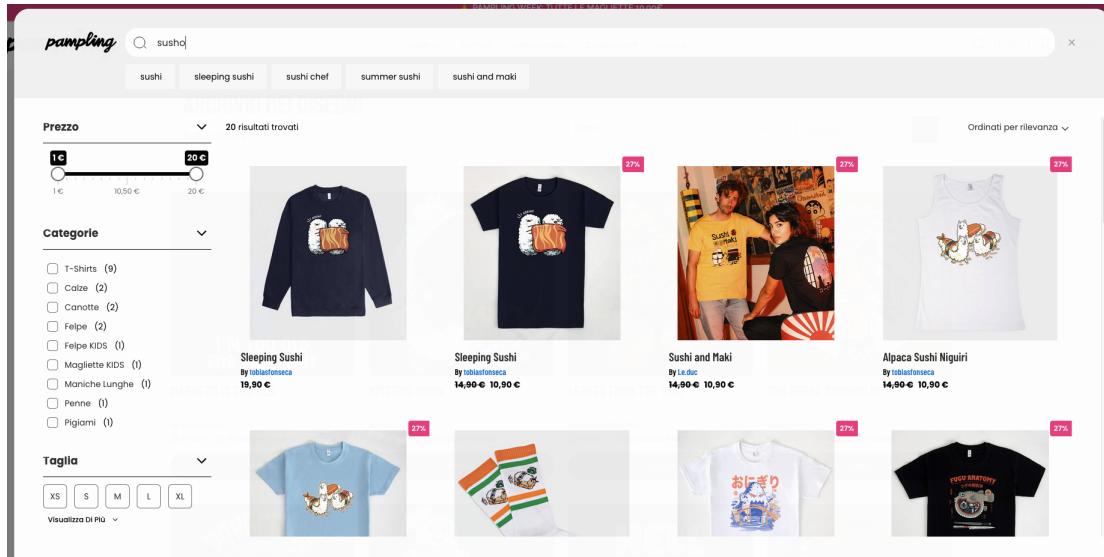


Figure 9: wrong keyword search.

fig. 9 shows that filters are present here in the search panel, which is good to help the user to get to their objective faster. Once the user has found what they're looking for, by clicking on the product, the related product page opens.

2.7.2 Search Box

The length of users' queries increased a lot in past years, as a result of having much more information available on the web. The search bar in the website is quite large, which invites the user to search for longer queries. This is good because the results will be more precise and the level of satisfaction of the user will be higher.

2.8 404 Page

A 404 HTTP error occurs when the webpage required is not available or it does not exist anymore. The website's 404 page is not really well designed since it doesn't explain actually what happened but it just shows the classic "Error 404" label, that for a common user doesn't mean anything. Still, the menu bar on the top is still present and two buttons are shown to go back or to see the whole catalogue. These are good choices in order to keep the user from losing context or be disoriented.

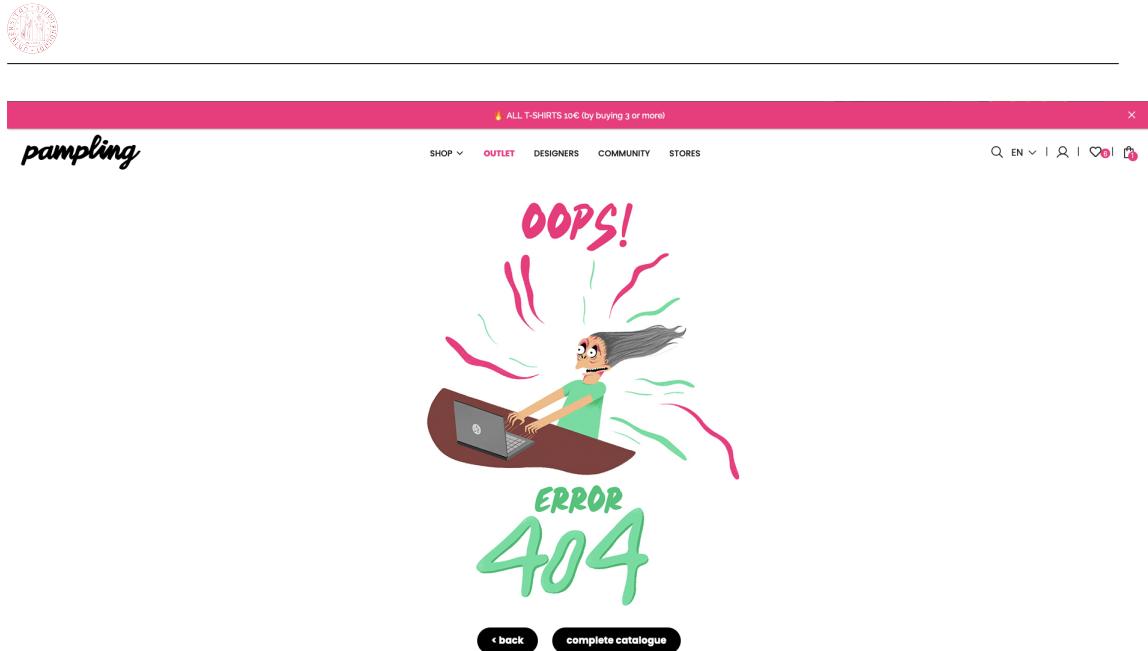


Figure 10: 404 webpage.

3 Product Page

This section contains the usability analysis of a product page of the website.

3.1 Informative Axes

The product page is considered to be an internal page. There the user is "after" the homepage, but it is not possible to assume that he already knows everything regarding the 6w; in fact browsers may take him directly to an internal page (through deep linking). So there is the need to replicate at least the most important axes.



4 Final evaluation