

Usability Analysis Web Information Management

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Information about the document

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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.



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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;
- **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.

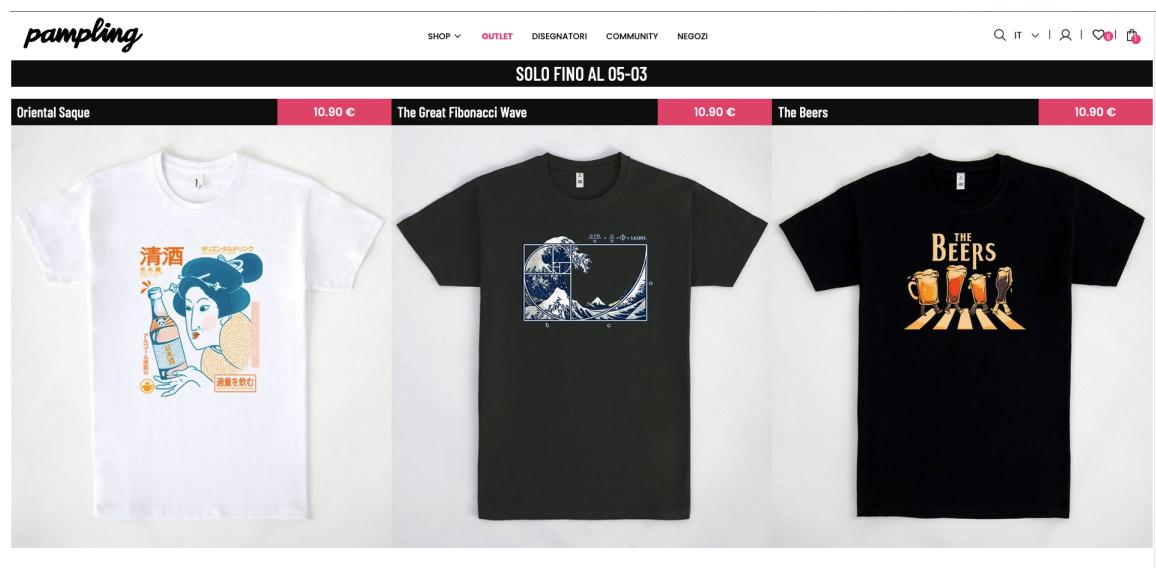


Figure 1: homepage at first visit.

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, users may experience the "lost in navigation" problem, which may lead to anger and frustration.

On the homepage of the website a complete menu 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. The fact that the logo can be found in a standard position is a good choice, as the users will always be able to find it and will be also able to find easily his way out of an unknown place. In fact, by clicking on the logo, users will be redirected to the homepage: this is good since users are used to this behaviour and they expect this to work this way.

By navigating through the website, breadcrumbs appears (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's confusion. Another element



that may confuse the user, in particular if there are no breadcrumbs present, is the fact that in the menu there's always a "special page" that has a changing label based on the current active offer and that 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, users are forced to scroll until the very end of the homepage. There they 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 users click 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.

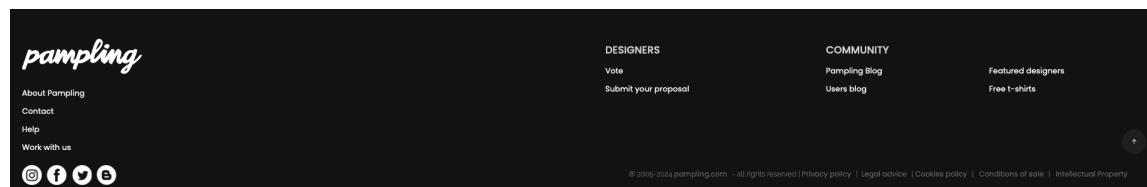


Figure 2: footer of the website.

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's 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 use 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.

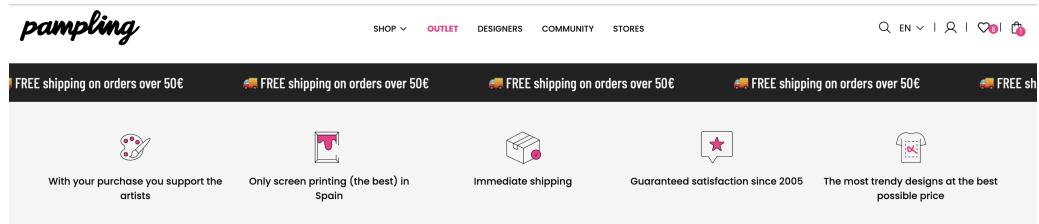


Figure 3: slogans on the homepage.

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 users see when entering the website are the latest discounts and promotions that make them understand that the site is updated and active. Furthermore, the website offers a "Community" section where users 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 (fig. 4) and the Users blog (fig. 5) Given these points, the "when" axis is quite satisfied.

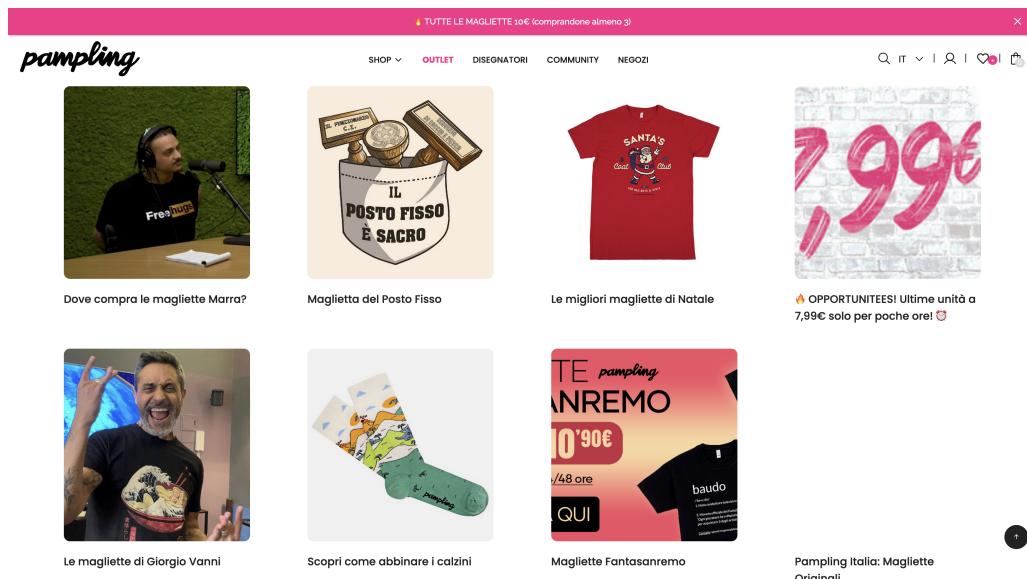


Figure 4: Pampling blog.



The screenshot shows the Pampling website interface. At the top, there's a pink header bar with the Pampling logo and a promotional message: "TUTTE LE MAGLIETTE 10€ (comprandone almeno 3)". Below the header, the menu includes "SHOP", "OUTLET", "DISEGNATORI", "COMMUNITY", and "NEGOZI". A search bar and a user profile icon are also present.

The main content area displays three user posts:

- KING ZEBRA - "DINA"** by franklini in Music Videos. It includes a small thumbnail of a person wearing a blue t-shirt, the date "03/03/2024", and the number of likes and comments. A video player for "King Zebra - 'Dina' - Official ..." is embedded, showing a person's face with the text "KING ZEBRA" overlaid.
- 03/03/2024** by rafaeljuri in Others. It shows a similar profile picture and timestamp.
- RESEÑA PELÍCULA ■■■ GOLPE DE SUERTE, 2023** by Sonia Strong in Personal. It features a profile picture of a cat, the date "03/03/2024", and a short text summary: "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."

Each post has a "commentare" button and a small "comment" icon.

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 users to directly search for what they're looking for without having to navigate 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 users to find what they need even if they have only a general idea.

2.2 First access and personal data

The website is freely accessible by everyone, with the possibility to create an account in case the users want to purchase something or participate 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's 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 fig. 6. Since it is a pop-up, 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. Moreover, another non-blocking pop-up appears in the bottom part of the screen asking for cookies permission. This is a common practice and it's good that the dimension is quite small and doesn't block the entire screen.

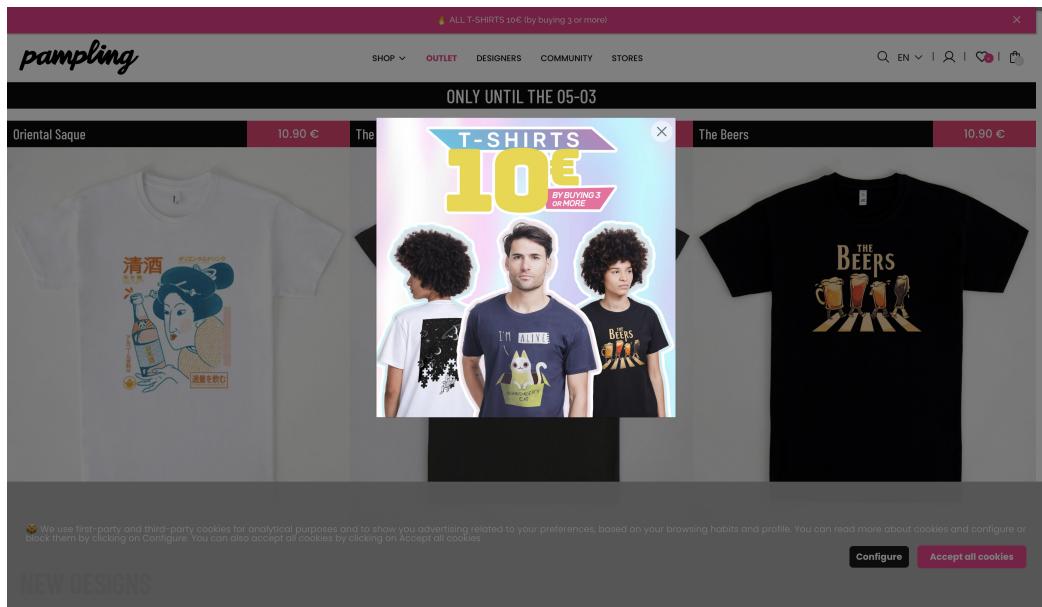


Figure 6: Pop-up.

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 users are 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 fig. 7, where the main 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.

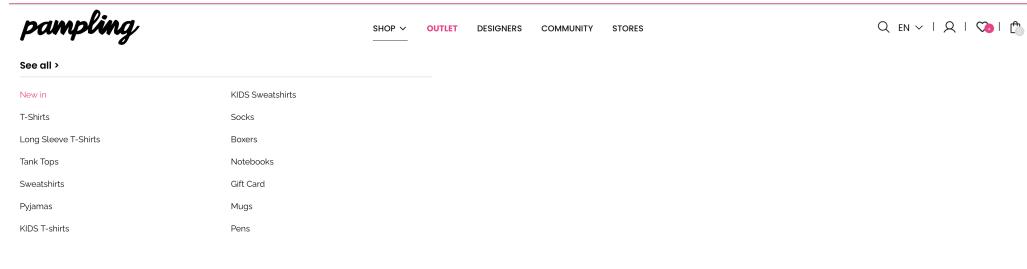


Figure 7: menu of the website

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. 8.

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.



pampling

SHOP ▾ OUTLET DISEGNATORI COMMUNITY NEGOZI

Q IT ▾ I Q I ❤️ 🔍

HAI UN CAPOLAVORO DI DISEGNO? INVIALELO E POTRAI VINCERE MOLTI MOLTI SOLDI!

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!

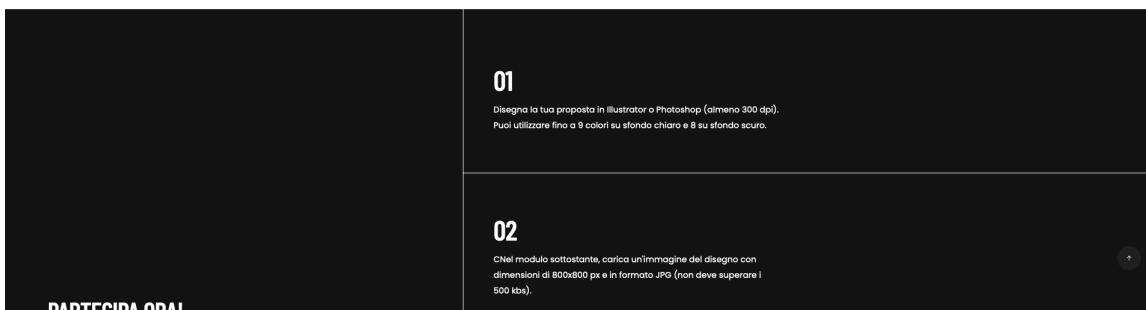


Figure 8: menu of the website

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 page 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 "*“Lorem 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 (fig. 9) that is entirely composed by lists: this may lead to a decrease of user's satisfaction as too many lists require too much computational effort to the user.

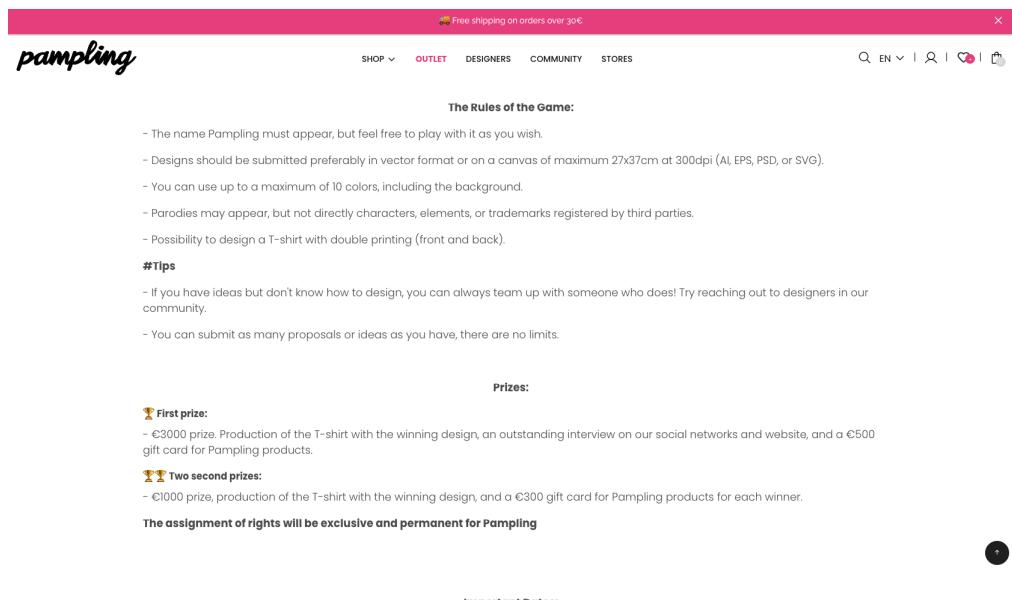


Figure 9: Page with lists

2.6 Attention Map

For the user to be able to see the crucial aspects of the website, it is important 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: these are good choices 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 it 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 and 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.

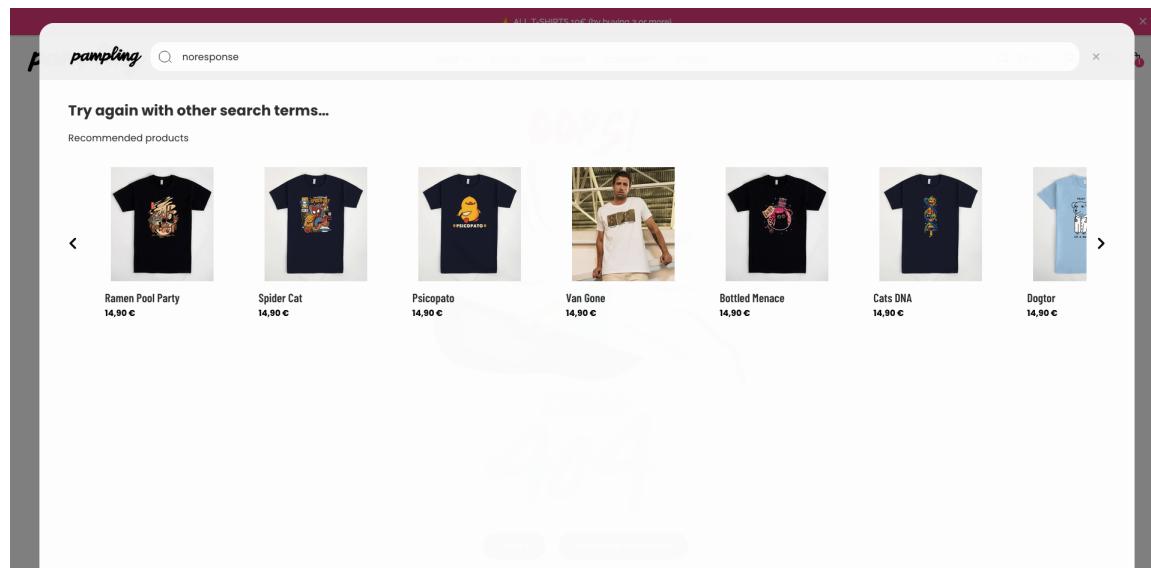


Figure 10: no result webpage.

2.7.1.1 No Result The screen in fig. 10 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 articles that might be of their interest.

Moreover, the search is dealing well even with typos, since it still shows articles that are actually coherent with the intended keyword. An example can be seen in fig. 11.

fig. 11 shows also 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.

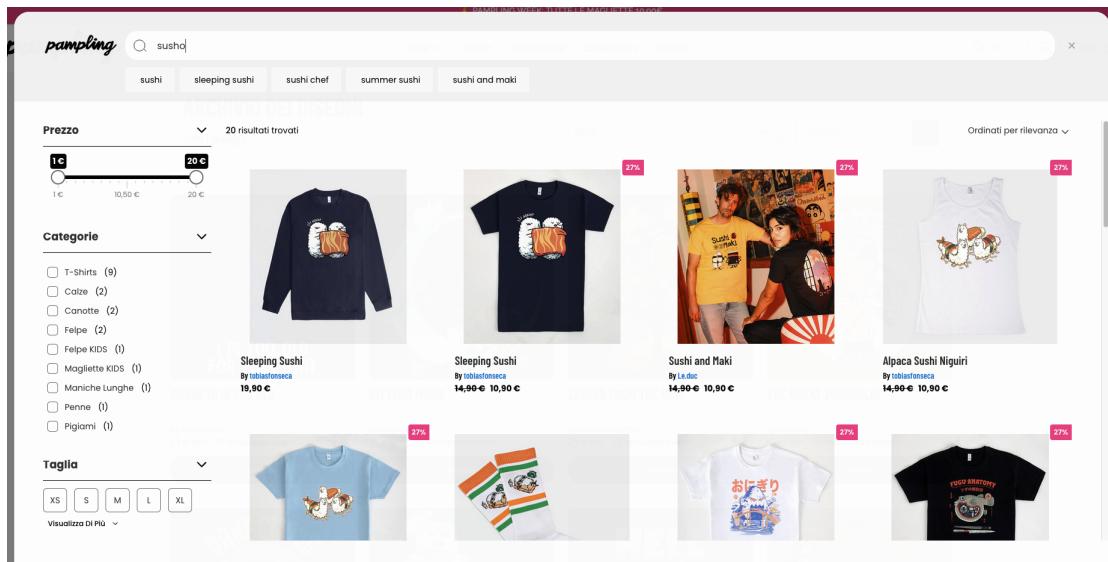


Figure 11: wrong keyword search.

2.7.1.2 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.

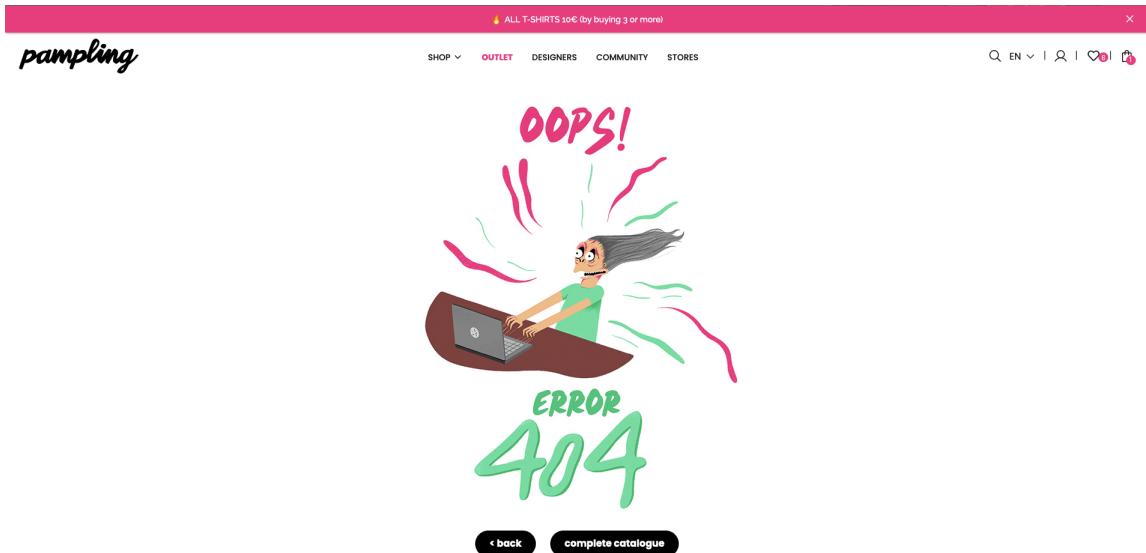


Figure 12: 404 webpage.



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 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.



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.

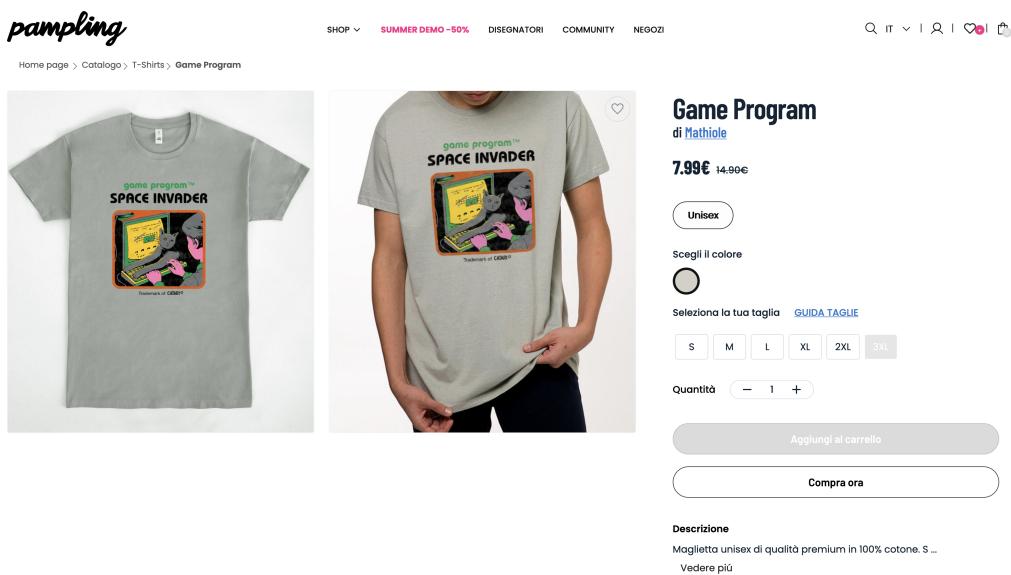


Figure 13: product page.

3.1.1 WHERE did the user arrive?

Even in internal pages it is important for the website to give to the user all the information regarding their relative position withinin the website.

In the product page shown in fig. 13, the breadcrumbs are present and give the absolute path from the homepage. In this way users always know where they are and they don't get lost inside the website.

3.1.2 WHO is behind the website?

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

The logo in the top left corner is still present, which is good to immediatly identify the owner of the website. Since there's not any slogan together with the logo, the user will be able to actually identify the company only if they already know it. For new users coming directly from search



engines and that don't already know it, no further information is given for them to trust the page.

3.1.3 WHY should the user stay?

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

All the main information regarding the product are visible without the need of scrolling, like for example the price, the available choices for the size and type and the quantity to purchase. This is good because the users will immediately understand if the page contains what they're looking for.

3.1.4 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.

The menu at the top is still present, that's the correct choice.

3.1.5 WHEN (latest news)

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

By scrolling a little down, the most recent reviews from other users can be found, which are a little indicator of the activity of the website. Also, when some special offers are active, in the top menu the "special" voice changes indicating the current active offer. For example, in fig. 13, the "Summer Demo -50%" is active. This also gives an indicator of activity and novelty to the users.

3.1.6 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.

Again, the menu and the search bar are available to the users, permitting them to reach every part of the website exactly as they were in the homepage.

3.2 F-shape Map

As said before, the most important components of the webpage should be placed within the top center of the webpage.

Since the general layout of the page is still the same as the one of the homepage, the F-shape map is respected. The only difference from the homepage is that now the content is divided into two different columns: the one on the left containing the images of the product while on the right there are the product's information.

This is a typical structure for the product page so, even if the important information about the product are on the right side of the page, the user will notice them.



3.3 Product

The product page should contain the following components:

- Product's visual description;
- Product's textual description;
- Price;
- Add to cart button;

3.3.1 Visual Description

Images in this kind of e-commerce are fundamental for the user to know what the product is and its main features. At least two images are always present showing the design printed on the product and/or the final product itself. All the images are clickable and can be zoomed in. This is particularly good since users tend to click on them. If the images are more than two, the third one remains half hidden and some scroll or a click on it is required to see it entirely.

3.3.2 Textual Description

The textual description of the product is visible only in its first line since the others are hidden behind a "See all" button. It contains a description of the material, the features and the techniques to take care of the product. There is also a "Get it FOR FREE" section that shows up only if the "See all" button is clicked and after doing a little scroll down that informs about a kind of "fidelity" offer. The fact that these information are hidden is not good since the users will probably not read them, unless they are really interested in the product. In particular the "Get it FOR FREE" section that might be really interesting for the users and might also bring them into the community. The need of scrolling also is not good since the users in general are not willing to scroll down, unless again are really interested in the product. Other important (but not complete) information about the return policy and the delivery become visible only after scrolling down and clicking on their cards. Again, not a good design since they don't even seem clickable in the first place.

3.3.3 Price

The price is visible and well highlighted in the top of the product page. It does not contain the cost of the delivery, that is not mentioned anywhere inside the product page. Only during the checkout, the additional cost for the shipping can be calculated as shown in fig. 14. Also, an information about a threshold for a free delivery is shown now: this information would be better to be given before arriving to the checkout.

The screenshot shows the Pampling website's shopping cart page. At the top, there is a logo and navigation links for 'SHOP', 'SUMMER DEMO - 50%', 'DESIGNERS', 'COMMUNITY', and 'STORES'. A search bar and language selection ('EN') are also at the top right. Below the header, a table displays the items in the cart:

Article	Quantity	Total
Push Start To Play L Unisex Black 10,90 €	- 1 +	10,90 €

Below the cart table, there is a 'Shipping calculator' section with dropdown menus for 'Italy' and 'Padova'. A message indicates that users are 39,10 € away from free shipping. A 'Check out' button is prominently displayed. At the bottom of the page, there is a footer with links for 'About Pampling', 'Contact', 'Help', 'DESIGNERS' (with 'Vote' and 'Submit your proposal'), 'COMMUNITY' (with 'Pampling Blog' and 'Users blog'), and 'Free t-shirts'.

Figure 14: before checkout.

3.3.4 Checkout

During the checkout procedure, the users are given the possibility to log-in or proceeding as guests, as shown in fig. 16. The fact that users are given the choice to not register to the website is good, since sometimes they might not have time for that. Still, users are informed of the advantages of creating an account. After that, for both logged-in and guest users, the information about the delivery are required. Pick-up points may be chosen for the delivery, a service that users appreciate. Once inserted an address, the final price including also the delivery costs is shown on the right side of the page, together with all the products in the shopping chart and their characteristics. This is good since it will give users a final sum up of their purchase and the possibility to check for that the correctness of the products that they're going to buy.



Summer demo: up to -50% off the entire website! X

pampling SHOP ▾ SUMMER DEMO -50% DESIGNERS COMMUNITY STORES Q EN ▾ 🔎 🌐 🛍

Home > Shopping cart > Log in

[Accedi con Google](#)

[Login with Facebook](#)

I already have a Pampling account

I am not yet registered [Create an account](#)

User or email
ejemplo@gmail.com

Password
Minimum 6 characters

[I forgot my password](#)

Enter

Continue as a guest

By choosing to place your order as a guest without signing in, you will not be able to track your order because you won't have a customer account.

We recommend you to create a Pampling account [here](#)

Continue as a guest

pampling DESIGNERS COMMUNITY

Figure 15: checkout.

pampling SHOP ▾ SUMMER DEMO -50% DESIGNERS COMMUNITY STORES Q EN ▾ 🔎 🌐 🛍

Home > Shopping cart > Buy

Delivery method

Home delivery
(7 to 12 working days depending on the destination)
Shipping fees from 3.90€

Store Pickup (not available)
Free shipping fees

Shipping address

Name Surnames
Telephone
Email
Address Street number
Flat, staircase...
Town Zip code
Choose your country
Province

PUSH START TO PLAY
M Unisex Black
1x 10,90 €

WRITE YOUR CODE HERE... **Use my code**

Subtotal	10,90 €
Total cart	10,90 €
Shipping costs	0,00€
TOTAL AMOUNT	10,90 €

Send as a gift (Click to receive gift-wrapping and invoice without the price.)

Figure 16: checkout.



4 Final evaluation

The website has positive and negative sides, as the major part of modern commercial websites, following their main characteristics and trends. The final evaluation I would give to this website is 8 because there are not major problems and it implements some good solutions to face some typical usability problems. Still, there are some parts that might be improved from an usability point of view, like for example the amount of scrolling required to reach the end of the homepage and the structure of the homepage itself, that in my opinion should be simpler (and also more efficient).