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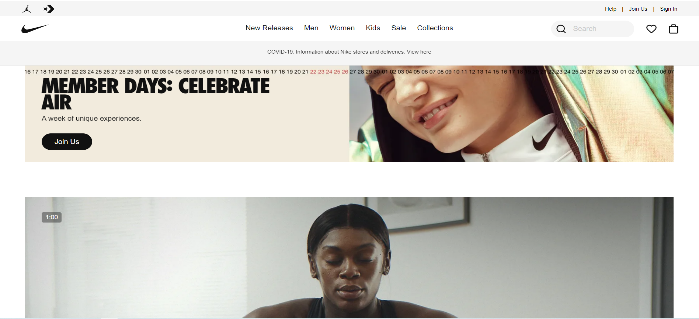
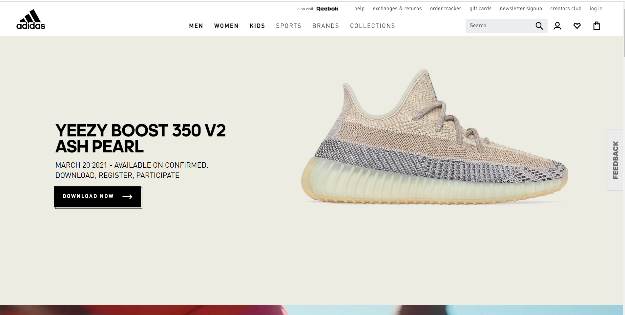
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# Context

This usability evaluation portfolio will be based on the evaluation of two popular ecommerce site (fig1 [https://www.adidas.co.uk/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.adidas.co.uk%2F&data=04%7C01%7CM.Soosay%40leedsbeckett.ac.uk%7Cc4918b95e63249babf6c08d89a4251c3%7Cd79a81124fbe417aa112cd0fb490d85c%7C0%7C0%7C637428956919505769%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=JVRWNs5nf%2BHrcB9IcvmO59RKXVF041acXhvA6ViNCmk%3D&reserved=0)“Adidas”)and (fig2 <https://www.nike.com/gb/> “Nike”). Both website is search by the consumer in order to search according to their desire outfits like shoes, sport pant t-shirts for man women and child. Since both Adidas and Nike both are the top brand ecommerce website for public which have a large number of customer all over the world, it will be so interesting to compare both the website according to their content.

   
 fig1: Adidas Fig2: Nike

The first section of this usability evaluation of Adidas and Nike will be a critical analysis of both site where different user will complete some task and answer questions on both websites. This usability evaluation will have used two different evaluation method which are “Ben shneiderman’s” eight golden rules of user interface and “jakob nielsen’s” ten usability heuristic for user interface design.

The report which have different section in order to evaluate the website. Both the website will be compared against each other and the observation of the website will be carried out and questionnaire will be set in order to gather the information and data of the website. Once the data has been collected it will be analyses and discuss the issue website have. After discussion and analyses of the both website we can have the clear list of user experience and its issue with the solution for the further purpose.

The overall aim of these usability evaluation methods is to highlight the user interface and user experience issues with both of the website and solve those issue furthers.

# Evaluation criteria:

The main aim of evaluation is to know the user experience and issue they faced on both website and solve those issue in order to provide a better content and techniques to the user.

Usability evaluation portfolio of “Adidas” and “Nike” are going to be evaluate against listed below criteria:

Evaluation criteria:

|  |  |
| --- | --- |
| Criteria | Description |
| Navigation | **Scheniderman (2005) states that providing clear navigation; can simplify website navigation to users. Navigation** is the prime interactivity on website. It communicates what content is contained on the site and how to find it. As such, **navigation** and menuing must create an intuitive, simple and easy-to-use system. Any complexity and confusion results in visitor frustration which is sudden death for your site. On both website Adidas and Nike navigation will be tested to identify user experience and issue they had. |
| Efficiency | **Efficiency** is a measure of how well a **website** does what it should do. Assuming that the utility and **effectiveness** goal are fulfilled, **efficiency** is the next usability goal to take into consideration. When using tools on a **website**, the user should feel the system is; coherent, compact, sequential, and logical because user don’t want to invest a lot of time trying to get a quote. Spending a lot of time on a particular button or page can make a user not to use the site again and that is consider as a big loss for a website. On both website we will test a efficiency of the website how fast the button work or page load. |
| Accessibility | **Web accessibility** means that **websites**, tools, and technologies are designed and developed so that people with disabilities can use them. perceive, understand, navigate, and interact with the **Web.** Accessibility is essential for developers and originations that want to create high quality websites and web tools and not exclude people from using their products and services because there are lots of people with different disability so it is very important for a developer and orgizaation to make a website in such a manner that a normal as well as a disable people both can take advantage of their websites. |
| persuasiveness | Preece at al(2011) states that persuasive technologies are being used to draw iser attentions. Example of these can be One of the main aim of the any website is to persuade a user to their website time and again and if user visit the site time and again its indicate towards the interest, high popularity and competitive success of their website and origination. examples of this can include the design and appearance of the website product images text and so on. which can attract the user again and again. Analysis with be done in order to identify which website do the user persuade more among Adidas and nike. |

# Evaluation Techniques:

When evaluating two different ecommerce website of same genre Adidas and Nike there are different evaluation techniques that can be applied. In order to effectively evaluate the above criteria, the listed below techniques have been chosen:

1**.**Task Observation techniques and questionaries’ (using timing)

2.Critical heuristic Evaluation techniques

1**.Task observation techniques questionaries’**:-Observation technique will be used as first technique for evaluation. It is a useful technique that helps us to understand website content, task and goal of the websites. In case of Adidas and Nike observation technique will help us to know about the user interaction, experience and time consume while performing task.

To support the observation technique a questionnaire will also be taken with different participant to get their feedback on both of the websites. Gathering the answer from the different participant will help us to get the depth and fair personal feedback of the individual participant.

2.Critical heuristic Evaluation techniques: -Critical heuristic Evaluation techniques will be used as second techniques for evaluation. [Heuristic evaluation](https://www.nngroup.com/topic/heuristic-evaluation/)  (Nielsen and Molich, 1990; Nielsen 1994) is a [usability engineering](http://www.nngroup.com/books/usability-engineering/) method for finding the usability problems in a user interface design so that they can be attended to as part of an iterative design process. Heuristic evaluation involves having a small set of evaluators examine the interface and judge its compliance with recognized usability principles.

Heuristic evaluation is performed by having each individual evaluator inspect the interface alone. Only after all evaluations have been completed are the evaluators allowed to communicate and have their findings aggregated. This procedure is important in order to ensure independent and unbiased evaluations from each evaluator.

# Evaluation Plans

To make sure that the evaluations techniques run smoothly it requires a specific evaluation overview so that the both technique can provide the user with clear structure, allowing author depth asses. This part will explain the overall plan for both evaluation technique being applied in this usability evaluation portfolio of the both websites.

# Task observation techniques questionaries’ plan

For the task observation technique, I plan to arrange five participants to willingly participate in the observation technique. Each participant will have observed in the same way as task is performed. The observation will take place in a quite surrounding where they can focus on the task without any disturbance. Participant will complete various task on both the Adidas and Nike to test the usability and user experience of each evaluation criteria mentioned above.

For this technique to be fair, accurate and controlled, I aim to fulfill the following point mentioned below:

* Each participant will be a new member and will use both Adidas and Nike respectively.
* Each participant will complete the task on the same laptop and conditions.
* Only I will be monitoring the task performed by different users.
* Different age group, gender and different background people will be participant in order to know the all age group and gender overview.

Once each participant has completed their tasks they will be hand over some question related to the both websites which they need to answer according to their experience they had fell while suing the both websites. the method will help to gather fair and accurate data from the different participant with different age group and background. The feedback provided by the different participant will support observation task technique.

## Heuristic Evaluation Technique Plan

This heuristic evaluation will focus on the portfolio evaluation criteria together with various HCI rules that are relevant to Adidas and Nike.

Research will be conducted using a personal UX and usability study, together with the participant feedback, user experience findings and task observation and questionnaire result to gather the heuristic evaluation findings. This finding will be presented in table and will be analyzed critically supporting principles from “Ben shneiderman’s” eight golden rules of user interface and “Jakob Nielsen’s” ten usability heuristic for user interface design.

# Task observation techniques questionaries’ findings

Task-2

Task3

## Heuristic techniques Finding

|  |  |
| --- | --- |
| Heuristic principle | Analysis and findings |
| Consistency(Nielsen 1994) | Adidas: -Adidas has a consistent login option all stick to the page whether we scroll down or up the page.  Nike: -Nike don not have a login or sign up options all stick to the page whether we scroll down or up the page. However, it show the sort out option stick to the page so we can sort anytime we want. |
| Recognition rather than recall(Nielsen 1994) | While taking the hover to help option in Nike we can have some query that helps us to quick access whatever help do we need where we Adidas we need to go to help page and scroll down in order to get help. |
| Flexibility and efficiency of use(Nielsen 1994) | Day by day we can see different new product are being launched and people want to search or get new product we can find new release button in Nike which help us to prevent our time and pick our order on other hand in Adidas we cannot see any such icon or button we will consume our time to search product by our own and see new release or not. |
| Visibility of system(Norman 2004) | While using a search function in Adidas we can get a small preview of image which tends us difficult to see the image further we need to open the image and see on other hand in Nike whenever we search a different page occur on top with a big image which help us to see the image clearly and don’t need to open it for clear view as well as in Nike the image stick to search where in Adidas image don’t stick . |
| Error prevention (Nielsen 1994) | While search for a random word its display we cannot find the product and display few product only in Nike as well as do not provide any search box below the error massage where on other hand if we made a mistake on search it display the sorry message with a search box where we can search and also provide recommended product with the different search category in Adidas |

# Critical analysis of data and discussion

The first section of analysis of the data and further discussion will focus on the user experienced problems while performing the different tasks, along with the suitable solution for the problem faced by the users. On the other hand, it will be also analyzing from the overall findings from all the evaluation techniques to the critical heuristic evaluation criteria.

# User Experience findings and solutions for both websites

## Finding issues and solution of Nike

|  |  |
| --- | --- |
| Issues | Solution of the issues |
| Navigations- while going through the website usually user go through to bottom in order to use the whole content of the website in such time at any time user may want to login to page or sign up to page in order to purchase or to become the member but the issue with the Adidas website is it doesn’t have a sticky login navigation due to which user need to go to top in order to login or sign up which may consume time as well as user may find it frustrating. | The possible solution to this is there should be sticky login navigation menu so that the where can login whenever he wants at any section of the page and don not need to go top of the page to login to a page. Doing so will cooperate with shneiderman(2010) principle of user using easy way to speed up interactions. |
| Excessive-content-Dmitry Fadeyev (2009) states that over content on any page make difficult to access. task 3 and heuristic evaluation highlighted excessive content in the join us page due to which some of the participant didn’t bother to go through all and find the join us button. | The solution to this issue is to make a join us page more simple with highlighting the join us button so that user can see the button clearly and do not need to scroll up down to see where the join us button is on the page. |
| Difficult to sign up-one of the main issue with this site was there wasn’t any simple way to sign up we need to fill the form in order to sign up which few participant found it time consuming so didn’t bother to sign up and leave it. | One of the major solution to this issue is including an easier way to sign up so that the user doesn’t go through the lengthy process to sign up. Sign using Facebook Instagram or any other social site should be include so that user can sign up with in a minute. |

## Finding issues and solution of Adidas

|  |  |
| --- | --- |
| Issues | Solution of the issues |
| Difficulties to find new arrivals: - As being an online store new proud are being added constantly and user seek for a new product. But the issue with the website was participant found out difficult to find the new arrival since there is no any new arrival button are page in the website forint page | The simple solution to solve this issue is to maintain are given a separate noticeable icon or page in the front page of website navigation so that user should keep on going through different page in order to find the new arrival items on the site. Nielsen(1994) principle of flexibility and efficiency fulfill the criteria |
| Abundance of information:-one of the main issue with this website is the information provided in the menu of homepage which violates the 7+-2 principle.in the observation it was seen that none of the participant read the whole menu due to the lot of options and mind cannot capture the all. | A simple solution to this issue would be simply reduce the some menu from the homepage so that it doesn’t violate the 7+-2 rules and whenever the user visit the page for the next time they can easily memorize where the particular menu was which will make them easier to access the site. |
| Lag in displaying product while searching:-while searching any product there is a lag to display the product it doesn’t display as we are type or it take a time to load the product while typing which is consider as a bad aspects as well as it display a very small icon of product while searching as it force us to open the image and see it which is time consuming as we can see in task 2. | A solution to this issue is to fix the load time of displaying the product so that the user can see the product they want within a sec as they type it or recommend the product itself in search on the other hand they need to make a search product image a little big which can be seen by the user clearly so that they don’t need to open each product to see it one by one until they didn’t find the desire product they want. |

## Task observation and questionnaire

This section will critically analyze the finding from the task we had observe and questionnaire taken from the five participant with different demographic

Based on finding task 4 was of the hardest task in terms of Adidas because participant was not able to find the new arrival item easily than of Nike they need to go to the different categories section in order to see the new release.

Task 2 was a most time consuming task undertaken as the part of the task was to login to the website for which they needed to fill the form for login.

The overall study from the task observation and questioning it state that Nike was considered as good and easy to access than Adidas which we can see on the data provided by the different participant having different demographic. From the different data gather we can easily clarify that the Nike consume less time than Adidas which is suitable and easily accessible by the users.

## Heuristic Evaluation

1**.Consistency**: -This principle of (Nielsen 1994) was chosen in order to have a overview to the content of the websites. It was shown that that presentation of some useful information was far more easily navigated in the Nike than the Adidas which help user to perform task easily. This was a cause participant prefer Nike more than the Adidas some point like new release, search with a big image was displayed which help the participant to persuade their desire product easily where on Adidas new release was inside the menu which was not noticeable by many participant as well as there was a lag and small icon of product was displayed while performing search function.in order to improve it was recommended to restructure a new release page in the main menu and provide a larger icon of image while searching.

2.**Recongition rather than recall**: - This principle of (Nielsen 1994) was chosen in order see how familiar a participant can be with the website.in this evaluation it was indicated that there was no any suggestion provided while taking a hover to a help in Adidas and there was not also any search option in help page where we can write our query and search on other hand both thing was provided in Nike which make easier for a user to get any help they need while just writing their query. creating a help search option where a user can write their query and search while be a great help to a user who are new with the websites.

3.**Flexibility**:-(Neilsen1994) principle say that a website should be flexible for a user which will help a user to stay in the website longer.in term of Adidas and Nike we can see that login process in Nike is lengthier because we need to fill up the form on the Nike which is time consuming and also we cannot find any alternative login way on other hand we can see there is different alternative method in Adidas which help user to login to page consuming less time. This could be potential drawback of Nike so in order to solve it they might put the alternative login way which help user to login within a couple minute than filling up the form.

4.**Visiblity of system**: -this principle was chosen to identify the visibility of the system. Norman (2004) says that a website should be visible to the user so that they don’t face any difficulties while using it.in terms of Adidas and Nike. Adidas search function visibility is a bit complex than of Nike because we are not able to see the product image clearly while searching any product and it also delay few second while displaying image which may consume time as well as confuse the user due to small image. restricting of search functionality in Adidas as Nike have would improve it usability functionality.

# Conclusion

# Reflection and further Work

After all the evaluation techniques ad critical analysis has been completed and the result, feedback and overall performance needs to be reflected on.

**Task observation and questionnaire**

Although, all the task and questionnaire was conducted successfully in the evaluation portfolio, there are few points that could be improved in order to get the better result and performance feedback of the website.

We could have conduct a wider variety of task and in depth question of the website doing so could be us a more prescribe data of the website secondly it could be interesting to few a large number of participant with the different demographic and would be interesting to see each participant’s individual evaluations because only five participants are not enough. I could also like to expand my observation techniques such as recording video while participant performing tasks. On other hand the data collected from the questionnaire were very simple so I would like to make in-depth question which can give a better result of the both websites.

**Heuristic Evaluation**

Most important technique for the evaluation in the portfolio was heuristic evaluation that provide us the valuable feedback. the finding and conclusion help us to in-depth critic’s analysis of the website using HCI principle and theory.

Both website should be cross compared using HCI principle and theory in depth and should first be completed test its evaluation against other evaluation techniques such as: cognitive walkthrough, expert walkthrough and the GOMS methods.

Keeping these suggestions consider would result in more accurate and valuable evaluation portfolio of the both website Nike and Adidas.