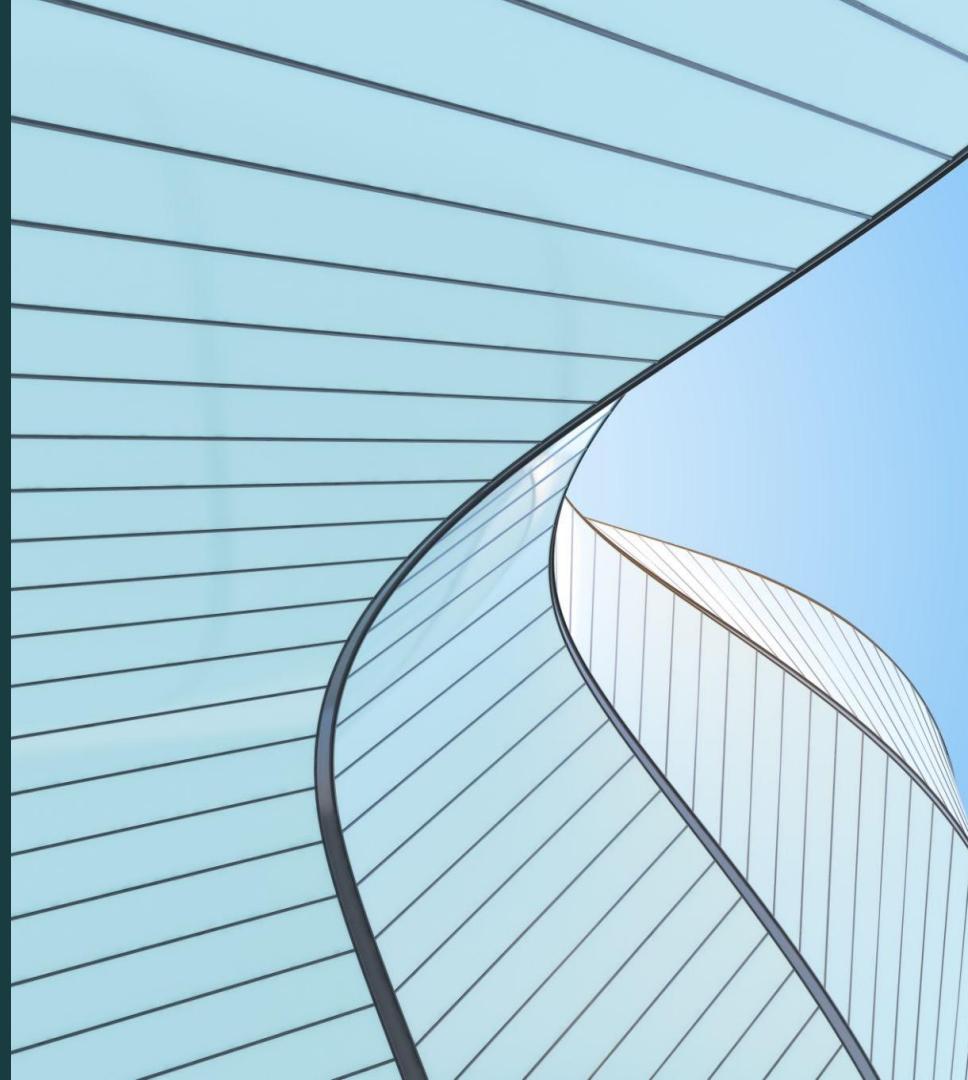


# Website for Fibber Magees Pub

<https://regnal-shrestha.github.io/finalProjectGIT480/index.html>



# Fibber Magees UX Evaluation Report

## Study Goals:

- Evaluate usability, structure, clarity, and user experience.
- Identify issues affecting user flow and comprehension.
- Recommend meaningful improvements supported by evaluation findings.

## Major Results:

- Identified navigation clarity issues.
- Found consistency and readability concerns.
- Determined layout improvements needed for user engagement.

## Conclusion:

The recommended updates strengthen usability, improve user flow, and enhance experience.



## Introduction

The Fibber Magees website was evaluated to identify UX barriers.

Background:

- The site serves as an informational hub for visitors.
- Stakeholders want clearer site structure and more intuitive interaction.

Statement of the Problem:

The site contained structural, design, and clarity issues that could impede user understanding and overall experience.



# Methodology

## Evaluations Conducted:

- Heuristic evaluation (Nielsen)
- Content review
- Navigation flow analysis
- Visual hierarchy review

## Criteria for Design Direction:

- Clarity and simplicity
- Accessibility
- Consistency of layout and typography
- User engagement and readability



## Conclusion

The findings show multiple clarity and structure issues that affect user experience.

The recommended updates improve communication, reduce confusion, and strengthen overall usability.

Future Opportunities:

- Conduct in-person user testing.
- Perform A/B testing on navigation layout.
- Evaluate analytics data for user path insights.

Final Note:

This study provides a clear path forward for meaningful improvements to the user experience.

