**User Experience (UX) Report №1**

**This UX evaluation was performed by**

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1. **Introduction:**

This report undertakes the comprehensive evaluation of CasinoRoyale.com, a prominent online gambling platform, with a focused objective: to analyze its user experience. The primary aim is to pinpoint existing usability issues and propose strategic improvements, ultimately elevating the overall satisfaction and task efficiency of users navigating the site.2.

**2**. **Background**:

**User Personas:**

* Target Audience: Customers aged 18-60, csgo enthusiasts, wanting more skins.
* Project Scope: CasinoRoyale.com website UX design feedback

**3. Usability Evaluation:**

**Methods:** To evaluate the user experience on the CasinoRoyale website, three key methodologies will be employed:

* **User Testing**: Conducting real-time sessions to observe user interactions and preferences.
* **Analytics Review**: Analyzing quantitative data from web analytics tools such as Google Lighthouse to understand user navigation patterns and identify areas for improvement.

**Data Collection:** To gather meaningful insights, a combination of qualitative and quantitative measures will be used:

* **User Feedback**: Collecting feedback through surveys and user interviews.
* **Task Completion Times**: Measuring the time users take to complete specific tasks within the csgo marketplace.
* **Heatmaps of User Interactions**: Using heatmaps to visually represent user interactions on the platform.

**4. Findings:**

Upon evaluating the CSGO marketplace, several usability issues have been identified:

**Basic Pages:**

Some pages exhibit simplicity to the extent of being perceived as basic, potentially hindering the user experience.

**Slow Loading of CSGO Items:**

The market page experiences delays in loading CSGO items, which can impede user engagement and frustrate users waiting for content to populate.

**Confusing Error Messages:**

While the occurrence of confusing error messages is minimal, their presence can lead to user uncertainty and may impact the overall user experience negatively.

**Responsiveness:**

While generally good, there are instances where the responsiveness of the platform could be improved. Ensuring a consistently smooth and swift user interface will contribute to a more seamless user experience.

**5. Recommendations:**

**Basic Pages:** To address the perception of certain pages as overly basic, consider incorporating visually engaging elements without compromising simplicity.

**Slow Loading of CSGO Items:** Improve the loading speed of CSGO items on the market page to provide users with a more seamless experience. Optimize server performance and image loading speed.

**Confusing Error Messages:** Address any instances of confusing error messages by revisiting the language used and providing more explicit guidance. Ensure that error messages are user-friendly, clearly indicating the issue at hand and offering actionable steps for resolution. Conduct user testing to validate the effectiveness of revised error messages.

**Responsiveness:** Enhance overall platform responsiveness by identifying and rectifying specific instances where responsiveness falls short.

**6. Conclusion:**

Upon implementing the recommended enhancements, the CSGO marketplace CasinoRoyale is poised to undergo a transformative improvement in user experience. By refining page designs, optimizing CSGO item loading speed, providing clearer error messages, and ensuring optimal responsiveness, the platform aims to create a more engaging, efficient, and user-friendly environment. In essence, these enhancements mark a strategic effort to elevate the CSGO marketplace's user experience, creating a more enjoyable and seamless interaction for its diverse audience.