March 6, 2019

RESEARCH REPORT

WWW.OOOWEBHOST.COM

Submitted by: - The Challengers

Group Members:-
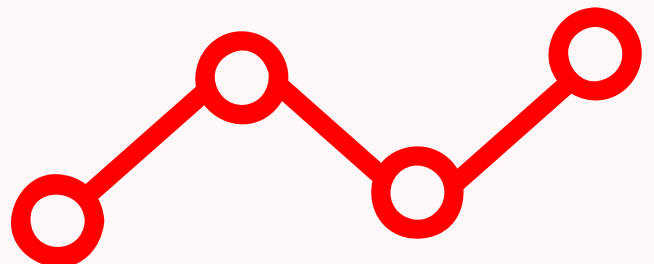Sahibpreet Singh - #388822
Tushar - #390598
Tamanjit Singh - #388940
 Prakash Singh - #388817

Introduction & Background

We are going ahead with our design challenge of Website: www.000webhost.com. In our design challenge, we figured out there is no direct search option on the website.So we decided to add search option in the navigation bar as it will easy to search content in the website. In addition, content should be split into a bunch of pages instead of single webpage (to reduce the complexity). Moreover, the design and color pallets are not attractive.

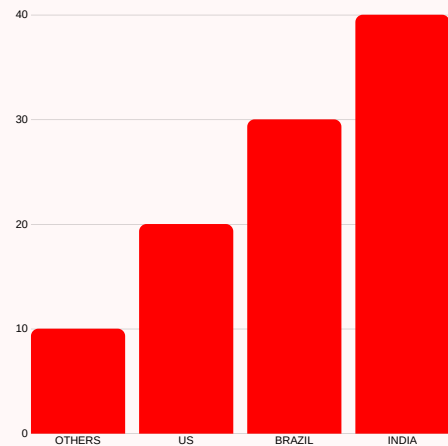Citation: - 2019's Best Free Web Hosting - Host a Website for Free. (n.d.). Retrieved from https://www.000webhost.com

Audience

Know your Audience filter your content.

The audience of our design challenge are web developers. Most of the users are in the age group between 25- 34 navigate that website most. Moreover, Maximum users of this website are from India, Brazil and the United States. Furthermore, visitors bounce rate of this website is 28.90%. Similarly, Daily Pageviews per Visitor is 4.07%.

Citation: -

1. Demographics | Getting Started Guide. (n.d.). Retrieved from https://support.similarweb.com/hc/en-us/articles/115005835169-Demographics-Getting-Started-Guide

2. 000webhost.com Traffic Statistics. (n.d.). Retrieved from https://www.alexa.com/siteinfo/000webhost.com

Bar chart with y-axis values 0, 10, 20, 30, 40 and x-axis categories OTHERS, US, BRAZIL, INDIA.

Proposed research description

Qualitative and Quantitative research are both important pillars for UX design

We decided to choose both of them in our design challenge. In qualitative research, we asked our friends, instructors and web developers ,what they think which portion of website need to be improved. And, in quantitative research we took the static data from various statistical websites .Static data include visitors bounce rate ,traffic and maximum users of this website.

Tool Used : www.google.com
To conduct this research, we used Google research engine .

Predicted Outcomes

We make engaging content that all online guests appreciate and look forward to.
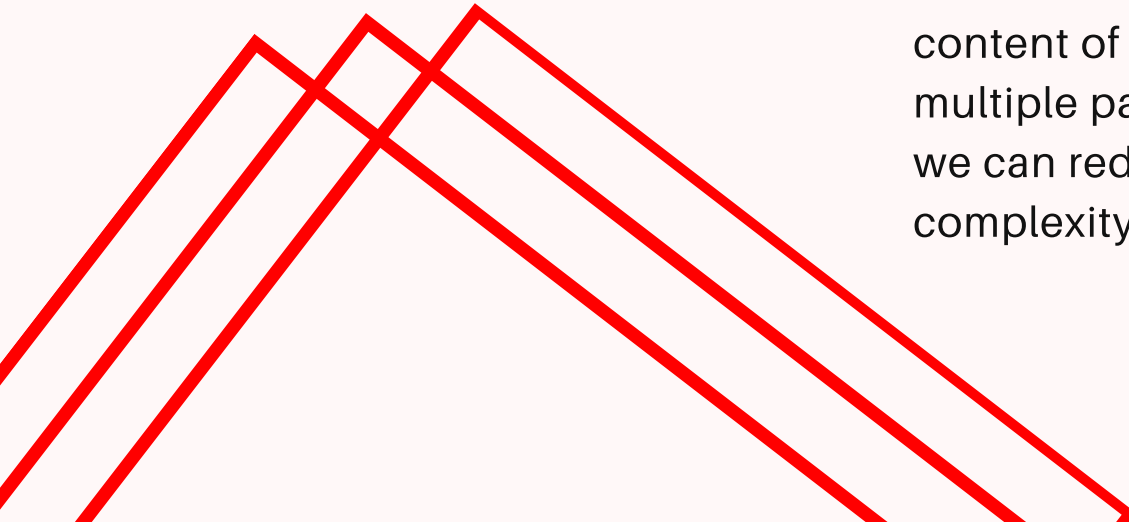
- From our proposed research we concluded that the number users who visits on website are not satisfied with layout design because of complexity and color palettes .So we expects that after we included attractive design pattern website will gain more attraction and the website traffic will be more.
- We also research that the the visitors on website finds difficult to search the content as there was no SEARCH option in website. So we expects that after we include the search option it will be easier to navigate the website.
- As we researched we found that all the content of website is in a single page that makes website messy . So after making multiple pages ,we expects that it will be good design and it will easy to navigate the content of website.
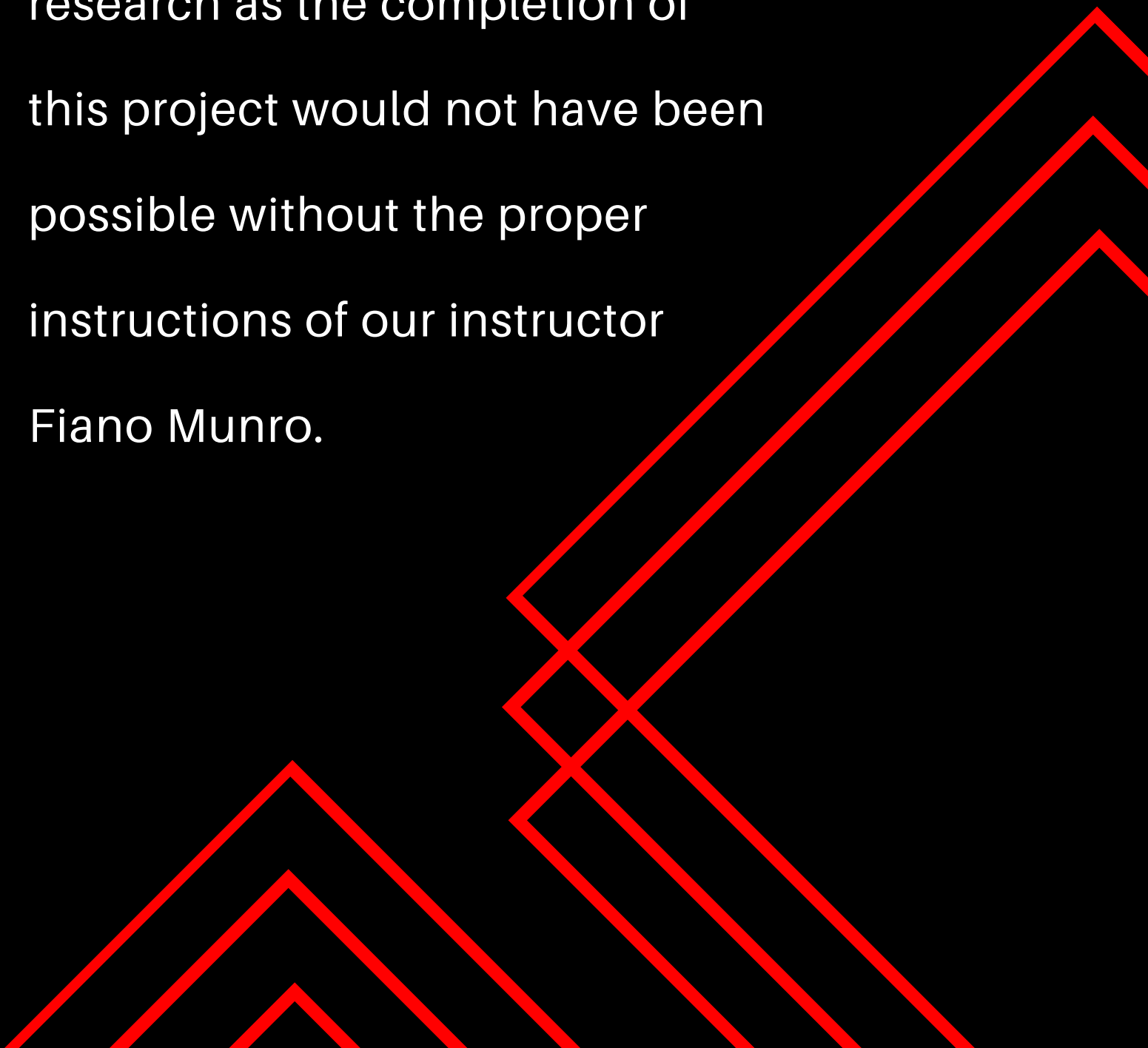
ACTIONS
&
RECOMMENDATIONS

- We will add layout design and color palettes to make the website more effective and attractive.
- We will also add the search option bar to search the content of the website easily by the user.
- We will divide the content of website into multiple pages so that we can reduce complexity of website.

Acknowledgement

We are glad to be a part of this research as the completion of this project would not have been possible without the proper instructions of our instructor Fiano Munro.