

Analysis Report

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The Improvement of the Prototype Compared to the Competitor's Website:

1. More accurate classification

In the overall page design, the main functional pages include four parts: CAMERA, SMART PHONE, LOCATIONS, and RESOURCES. Mainly provide targeted equipment, software, learning resources, and shooting location information for novice users.



Figure 1 - Navigation of the Prototype

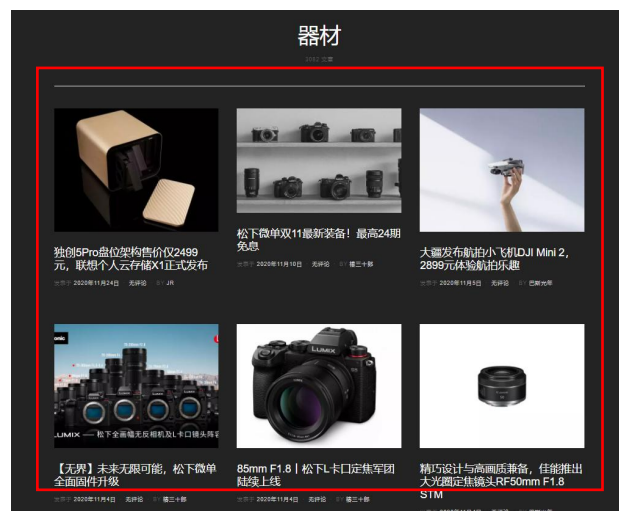
The content of competing products FOTOMEN is more comprehensive, but the classification is not friendly for novices. Among them, the functional pages such as "news" and "topics" are relatively commercial activities, with more advertisements and a bad user experience.



Figure 2 - Navigation of the FOTOMEN

2. Enhance the function of information integration

The camera page is divided into two parts, one is to classify the recommended cameras according to factors such as price and brand, and the other is to summarize the useful picture editing software in the computer. These two parts meet the needs of most novice users for equipment and later. In FOTOMEN, the recommendation of photographic equipment is published through scattered articles. It is difficult for users to obtain effective information directly, and additional effort and time are required to search for information.

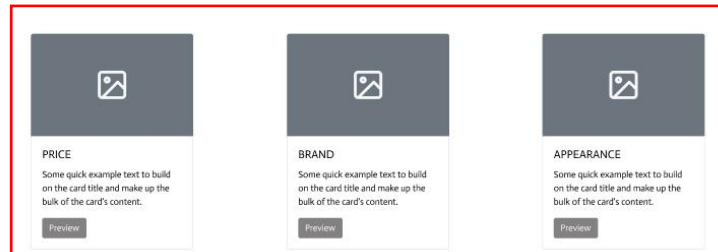


Composed by individual article, the information is scattered.

Figure 3 - The equipment page of FOTOMEN

Camera Recommendation

Here are recommendations and suggestions for buying a camera.
The categories are divided into three factors: price, brand, and appearance.



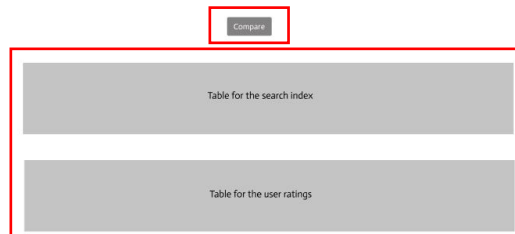
Classified by different needs, information integration is clear.

Figure 4 - The camera page of Prototype

3. Add rankings and user rating data to help users filter information

Figure Beautification

The following table provides mobile apps suitable for figure beautification.
Click "Compare" to view the search index, user ratings, rankings, etc. of different apps.



Click "compare" to get the ranking data and user ratings of apps.

Figure 5 - Ranking and user rating data table for mobile photography apps

Users will conduct information search and comparison of similar products before using untouched apps. Therefore, in the process of prototyping, I added the functions of leaderboard and user rating data to help users filter information.

User Test Report:

1. Test Result

As shown below, I invited 5 users to complete these 4 tasks to test the usability of the website.

- If you want to buy an entry SLR, you need to search for some information on this website.
- You want to get some effective information on how to beautify the picture.
- If you want to arrange an outing, you need to know which places in Hong Kong are suitable for location shooting.
- You are very interested in photography and want to get some learning materials for beginners.

In this test, a total of 5 participants, they all successfully completed these 4 tasks. Their average time to complete the task is 140s (2m20s). Among them, 5 participants spent more than 120s (2m), of which the longest time was 192s (3m12s). In the task

difficulty survey, 2 participants thought the test difficulty was moderate, and 3 thought the test was easier. In the satisfaction survey, 2 participants held a positive attitude towards this task, and 3 remained neutral towards this task.

2. Typical participant comments

- The information on this website is quite rich, including camera and mobile phone photography, travel equipment, and location recommendations.
- I can get the information in the task more directly by clicking the menu in the navigation bar. The entire interface looks very simple and clear, and it should be more practical for beginners.
- In the operation of this product prototype, I think it is a little difficult to return to the original interface. A button to return to the main menu should be set up to facilitate users with different information needs to jump to the interface.

3. Conclusion

In summary, the prototype is an informative comprehensive photography website, which can provide users with various information to meet the needs of photography enthusiasts and beginners. However, the website still needs to be improved in details to make users more satisfied and improve user retention.