

Usability Study in wire-frames

LI Tong / 1155131850

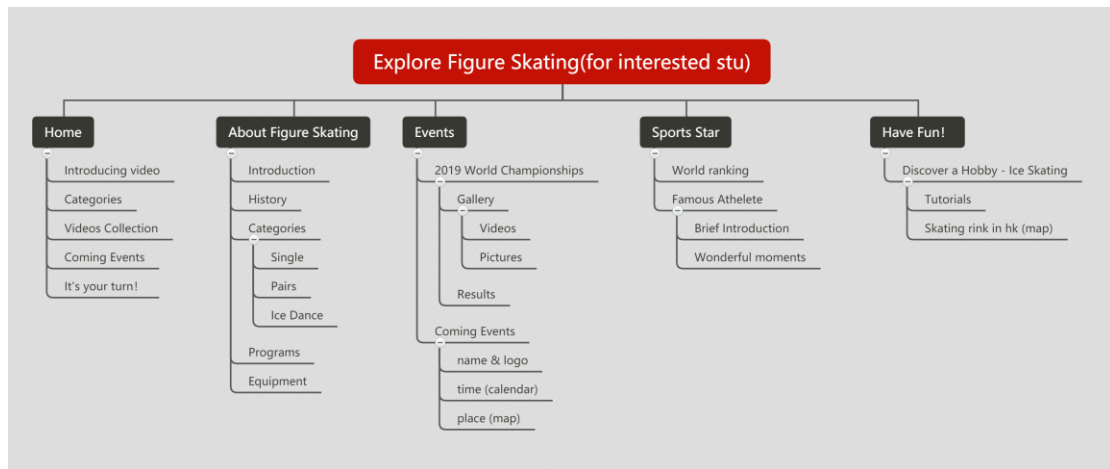


Figure 1. The Site Map

As Figure 1 shows, the site map describes the structure of the Figure Skating website. Based on this site map, I made the following wireframe with five pages: “Home page”, “About Page”, “Events Page”, “Sports Stars Page”, and “Have Fun Page” (See Figure 2 - Figure 7). The website was originally designed for beginners who are learning ice skating, but then transformed to promote the figure skating culture among the public, especially those who know little about figure skating. In particular, our target users are students who are interested in figure skating and more likely to fall in love with this kind of sports.

In order to evaluate how the wireframe work with new comers of the website, a usability test is carried out with five college students. All the interviewees were asked to roughly browse the website in 1~2 minutes, then answer five questions (See Table 1) and finally give some advice to the existing wireframe.

Number	Question
1	What do you think about this website when you firstly see it?
2	Do you feel clear about the navigation bar?
3	Which part of the website do you think interests you more?
4	Which part of the website do you think is unnecessary?
5	Which part of the website do you think needs more improvement?

Table 1. Usability Test

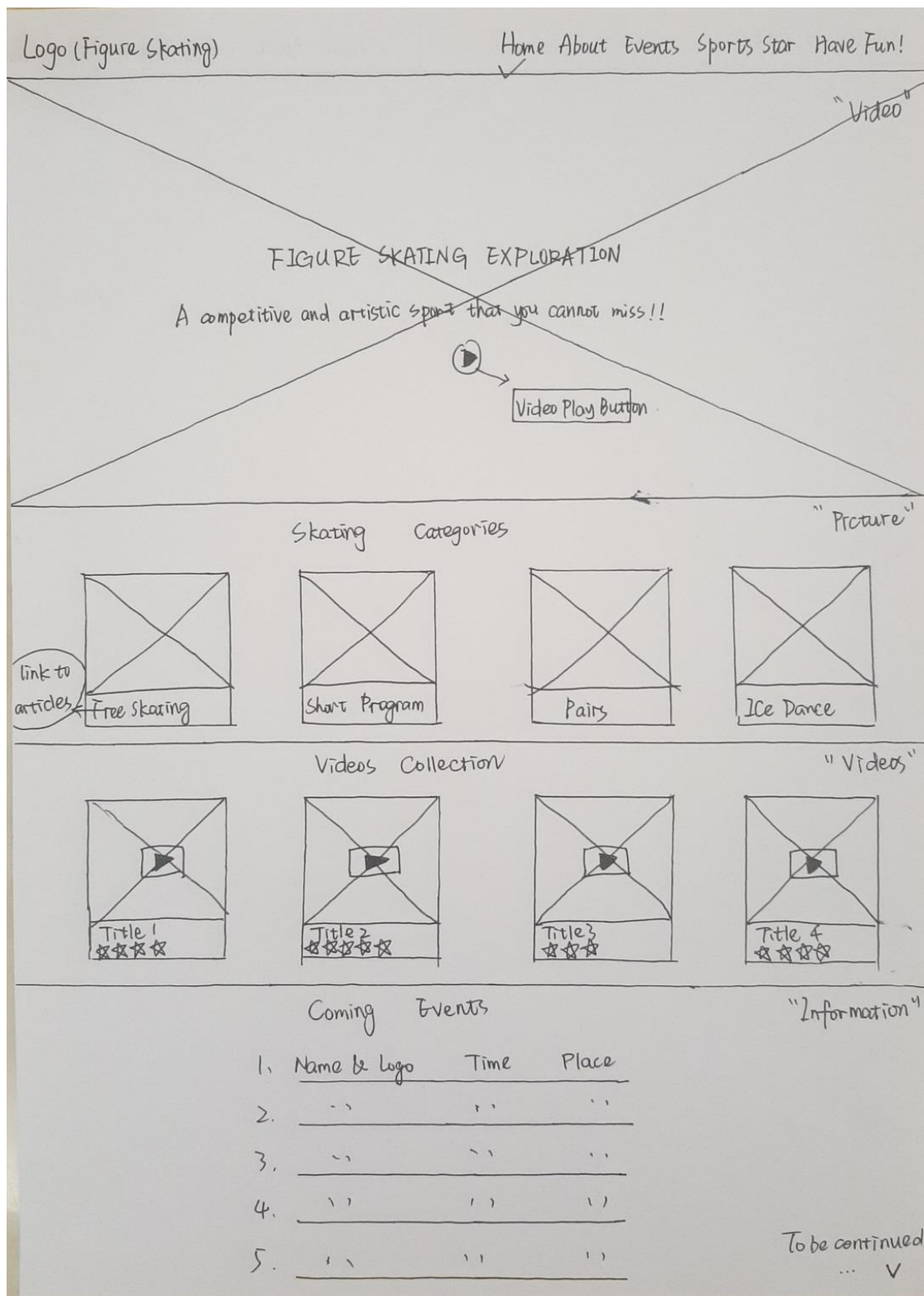


Figure 2. Wireframe - Home Page (1)

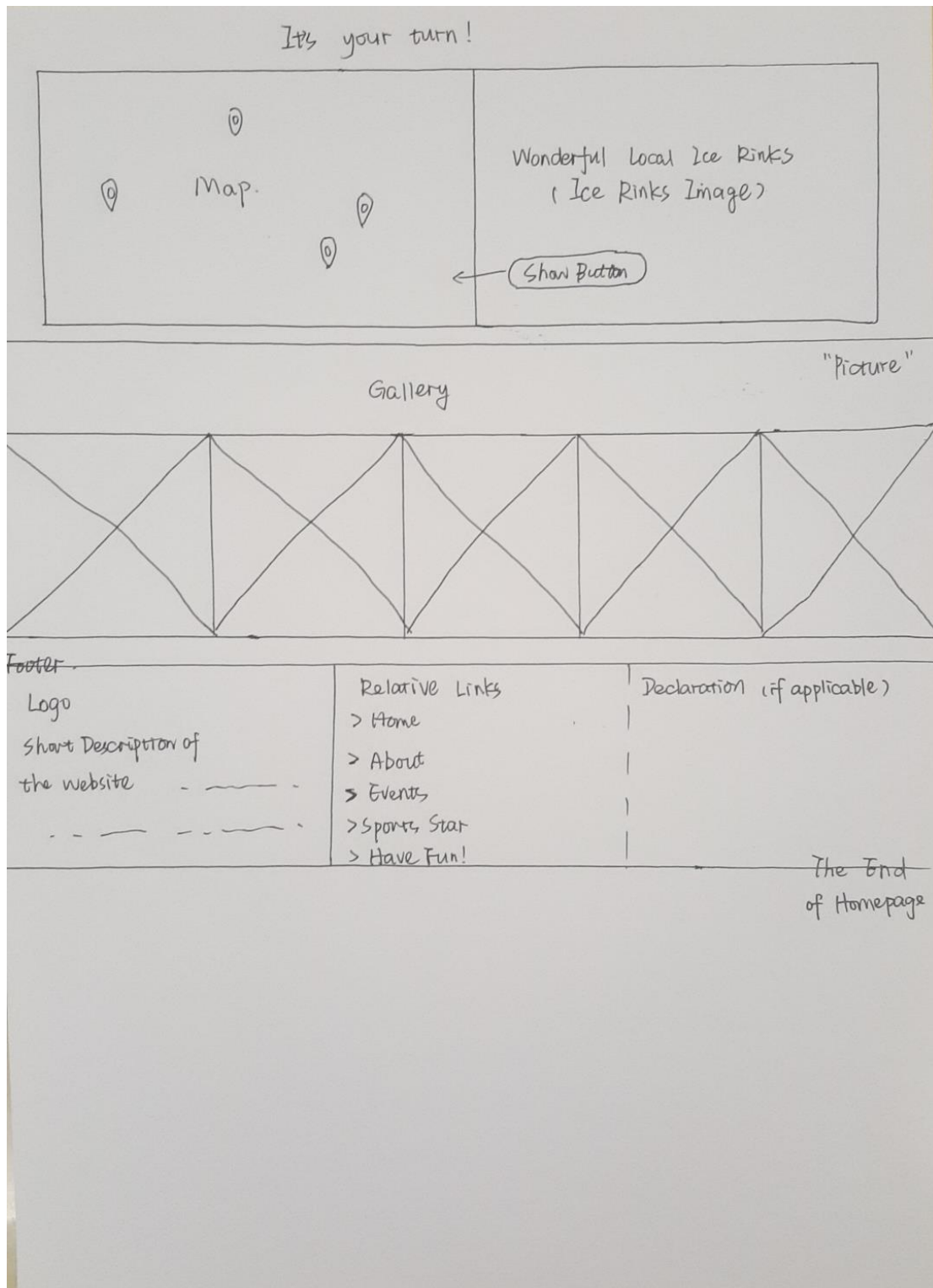


Figure 3. Wireframe - Home Page (2)

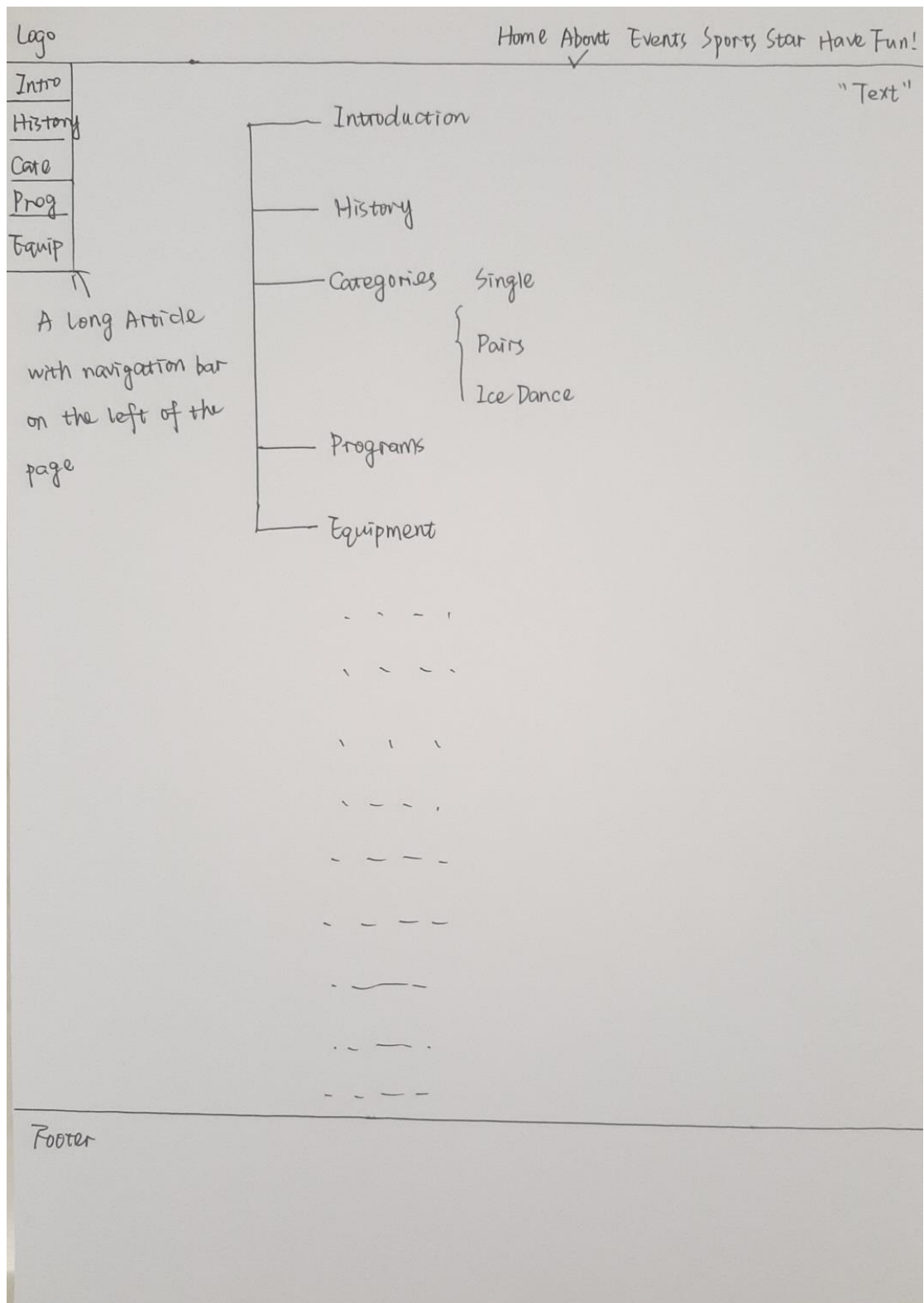


Figure 4. Wireframe - About Page

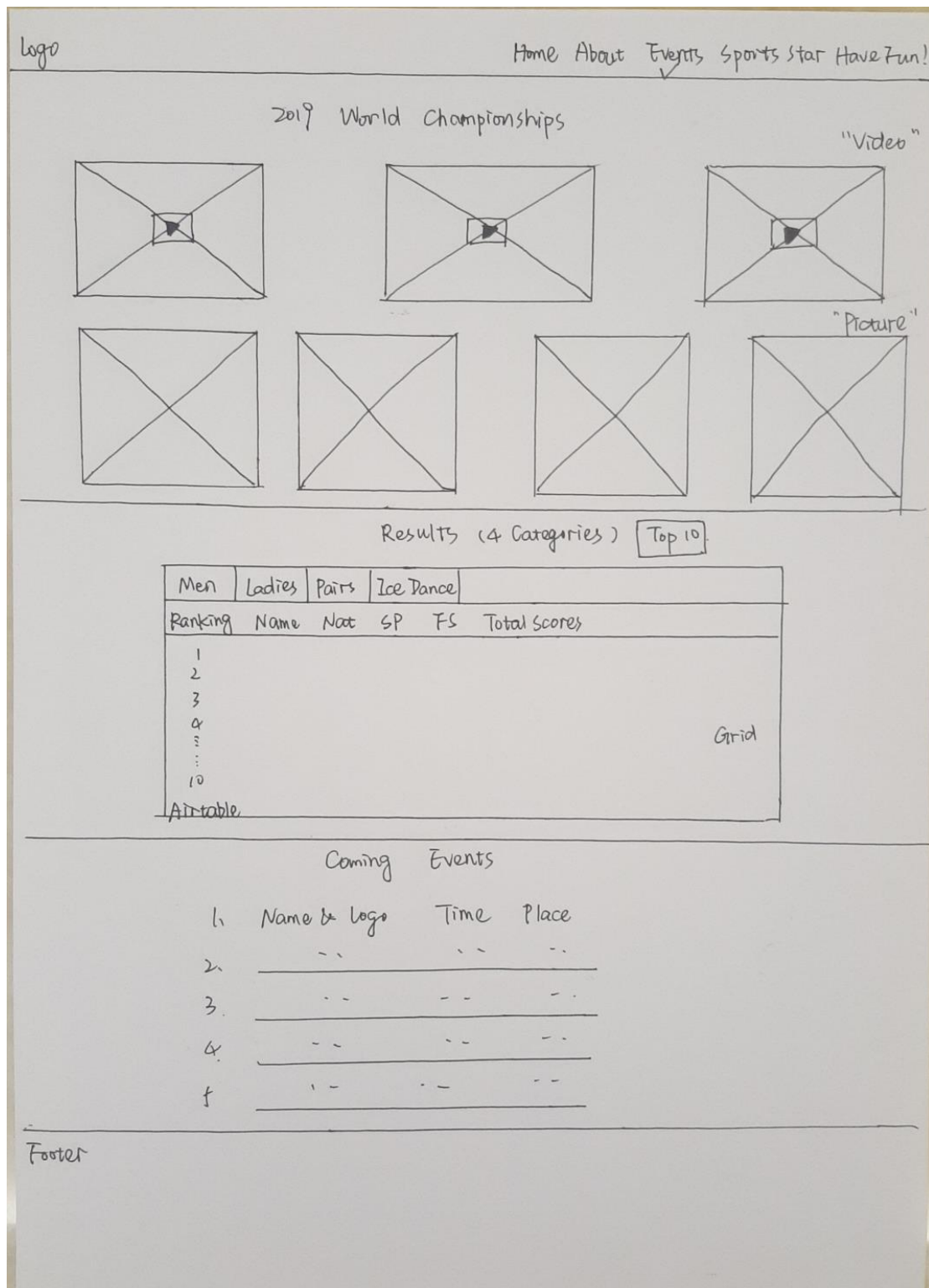


Figure 5. Wireframe - Events Page

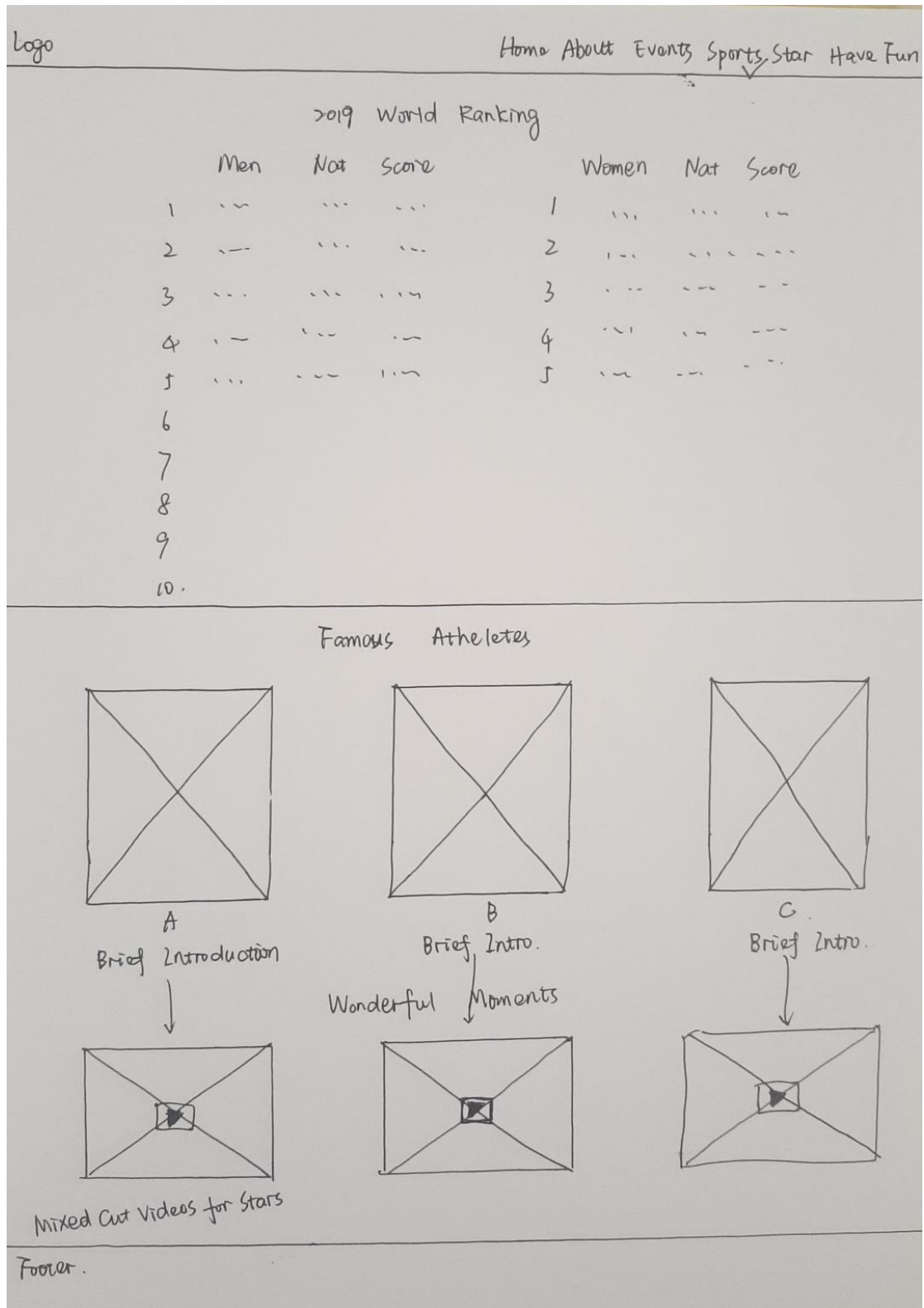


Figure 6. Wireframe - Sports Star Page

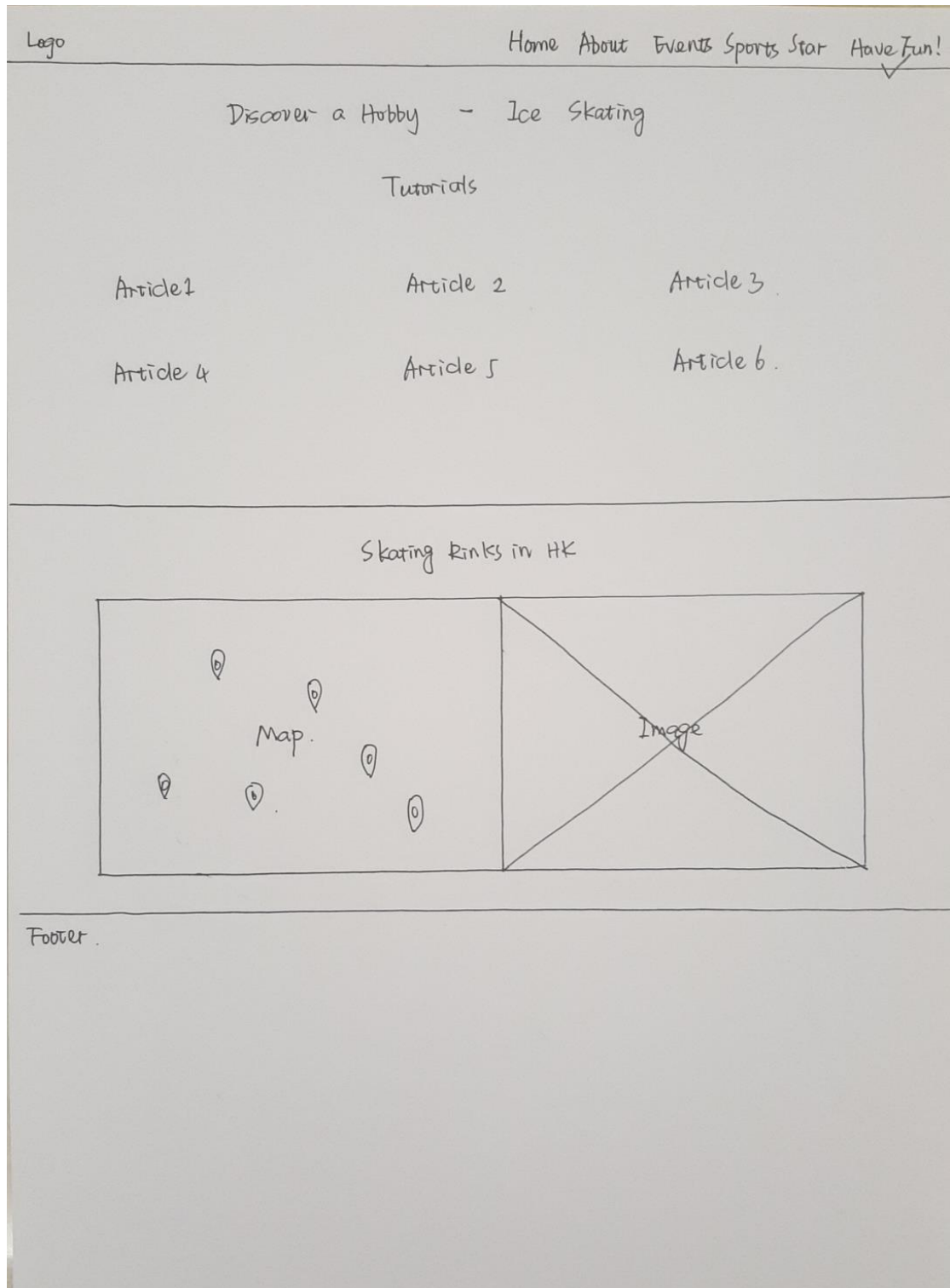


Figure 7. Wireframe – Have Fun Page

All five users browsed the website smoothly in the given time. And their general responses are shown below.

Question	A	B	C	D	E
1	Figure skating.	Figure skating.	Figure skating.	Figure skating.	Figure skating.
2	Yes.	Yes.	Yes.	Yes.	Yes.
3	Have Fun.	Videos.	Sports star.	Videos.	Videos.
4	About Page.	Events.	Events.	None.	About Page.
5	About Page.	None.	Sports star.	None.	About Page.

Table 2. User Response

On the whole, according to the feedback to Q1 & Q2, the theme of the website “Figure Skating” is clear to all users and the navigation bar also works well. As the response to Q3 shows, more users were attracted by videos related to figure skating, which seem to be more intuitive and interesting. In detail, user A likes the “Have Fun” page most, because she would like to try ice skating in Hong Kong someday. That is to say, some guidance of local ice rinks is helpful, such as the destination. User C is more curious about famous sports stars, while in fact, she prefers the wonderful moments of those athletes rather than their world ranking.

Though some of the interviewees knew little about figure skating before, they felt boring and uninterested in the “About” page and the “Events” page as the answer to Q4 indicates. User A and user E thought that they don’t like to read long articles on the website, especially do some time-consuming reading on their phone. User B and user D regarded the “Events” page unnecessary. User D appeared satisfied about the wireframe of the website with no answers.

When it comes to some improvements, user A and user E suggested that basic introduction is necessary, and the long article of the “About” page could be divided into several short articles. User C showed her strong interest in sports stars in figure skating. She suggested college students prefer reading stories and some interviews of celebrities at present. Recommended articles about famous athletes could be added to the website.

Although videos and pictures are popular among users, as users advised, too many

videos and galleries looks similar and homogeneous. A collection of videos as well as a specific gallery area would help users to focus more on their content. In addition, as few of the interviewees were exposed to ice skating, they will not need too many tutorials on learning ice skating. Finally, as it requires a little time to jump from one page to another page, user D suggested to remove some pages for convenience and put all the content on a single page.

Base on the potential problems and helpful suggestions above, I made the following changes to wireframe. (1) Swift the website from multiple pages into one single page; (2) Place some basic information (e.g. short introduction and categories) of figure skating under the introduction video on the homepage; (3) Add some links of short articles to “Skating Categories”; (4) Place all videos in the “Videos Collection” section and set only one specific gallery area on the homepage; (5) Remove the “Sports Star” section and add “Recommended Articles” section related to famous athletes; (6) Remove multiple tutorial articles on learning ice skating but provide some entry-level tips on how to try ice skating.

(p.s. The final effect of the updated wireframe can be seen in the final project.)