**User test for the competitor analysis**

I will be creating a set of user tasks to test the design and usability of the websites of the companies I have analysed. I will be testing 3 users with 4 tasks on each company website Then from the results I will be able to see how different users found the design and usability. I will then be able to use this knowledge to enhance the design and usability of my company website.

**Agency competitor’s tasks – Built by buffalo**

1. Locate the case study page for the company/project titled ‘Fake Love’.
2. Locate their telephone number.
3. Locate the strategy they use for designing websites.
4. Have a browse of their website and tell me what you like/dislike.

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|  | **Jemma** | **Daniela** | **Dominic** |
| **Task 1** | 51.69 | 41.87 | 22.21 |
| **Task 2** | 12.32 | 2.51 | 5.81 |
| **Task 3** | 46.20 | 20.56 | 20.95 |

**Jemma**

Task 1 – Unsure if it was the homepage.

Task 2 – Easily navigated to the bottom to find telephone number.

Task 3 – After checking the homepage the user then navigated to the about section. Thinking it would be in this section linking the strategy as information of the company.

Task 4 -

* Couldn’t tell it was a website design and development company from the homepage. Initially thought it was a clothing website due to the case studies.
* Thought the website was tidy and consistent.

**Daniela**

Task 1 – Wasn’t clear that the case studies in the projects section was their work.

Task 2 – Easily found the number through the contact in the navigation.

Task 3 – Found them pretty easily. Likes the simplicity of the navigation.

Task 4 -

* Didn’t like how the case studies were not labelled until you hover. Can’t hover on a mobile so could effect it.
* Overall the user liked the website.

**Dominic**

Task 1 – Instantly navigated to the work page. Searched the page twice as the user didn’t notice the case study name from the image.

Task 2 – Navigated to the contact page and found the number.

Task 3 – Easily navigated to the about page to find their strategy.

Task 4 -

* Likes the layout of the case studies. However wasn’t efficient when trying to find a specific one.
* Nice fonts
* Not obvious to scroll down on the homepage. Too vertical the user added.

From the results gained, Build by buffalo was quite a successful website design and development company based on design and usability. The users liked the design throughout the whole website and thought the usability was quite pleasant, however there were some faults that did reoccur between users. The main faults that stood out from the usability test were: The landing page did not specify the type of company they were and the case studies were not labelled until the user hovered on each one.

**Agency competitor’s tasks – Code 7**

1. Locate the case study page for the company/project titled ‘Money Works’.
2. Locate their telephone number.
3. Locate the strategy they use for responsive websites designs

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|  | **Jemma** | **Daniela** | **Dominic** |
| **Task 1** | 27.20 | 9.29 | 12.73 |
| **Task 2** | 22.15 | 5.45 | 9.06 |
| **Task 3** | 53.50 | 56.36 | 17.23 |

**Jemma**

Task 1 – Initially got distracted by the sheer amount of content. Well laid out navigation helped the user find the right section.

Task 2 – Navigated to the contact page to find the telephone number. This was the opposite to the first company where the user went to the bottom of the homepage. Potentially because the page is so busy the user decided to get off the busy page to find the number in the contact page. Will ensure to have contact information in the footer and in the contact page on my company website.

Task 3 – Got confused in the services page saying there are too many options for the user to choose. This may be because the website uses too many layers.

Task 4 -

* Like the idea of the colour changer for vision impared users. However did not like any of the colour schemes.
* Knew exactly what this company does from the homepage.
* Thought the homepage was unorganized and messy.
* Said the website was “too in your face”. This is due to the large font used throughout the website with the capitalized letters.

**Daniela**

Task 1 – The navigation was simple. Liked that the case studies were well labeled so the user doesn’t need to hover to find the name of the company

Task 2 – Navigated to the contact page to easily find the telephone number.

Task 3 – Navigated to the about page to begin with. Found each page very busy.

Task 4 -

* Used a nice amount of images.
* The heading text was unnecessarily large.

**Dominic**

Task 1 – Navigated to projects and found it easily. Stated it was easier to find than built by buffalo.

Task 2 – Navigated to the contact page but didn’t like how much you had to scroll to acquire this information. Stated the contact page was too busy .

Task 3 – Found the process quite simple. Although there are a lot of choices which is could be bad, it is also very specific which the user liked.

Task 4 -

* Way too much happening on each screen. With both images and text. Specifically mentioned images first.
* The colour scheme reminded the user of a very outdated website. The user said it was “very web 2.0”.
* Don’t like the alternative colours.
* Doesn’t like a website design and devlopement website having a search bar. Says it is a bad indicator showing there is too much information on this site.
* The increase and decrease size of the screen looks terrible and unnecessary.

The issues the users had with Build by buffalo were not apparent in Code 7’s website, they clearly labelled their homepage allowing users to recognise what the companies does and each clickable section was clearing labelled. However Code 7 had quite a few aspects that the users disliked. The main faults that were mentioned in the usability test were: The heading text was too large on each screen, each page was too busy, the users disliked the colour schemes and the search bar at the top was unnecessary and quite off-putting.

**Freelance competitor’s tasks – Design Superheroes**

1. Locate the case study page for the company/project titled ‘All by mama’.
2. Locate the contact information.
3. Locate the services they provide.

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|  | **Jemma** | **Daniela** | **Dominic** |
| **Task 1** | 36.12 | 8.09 | 9.05 |
| **Task 2** | 6.46 | 3.93 | 5.14 |
| **Task 3** | 44.11 | 9.64 | 9.11 |

**Jemma**

Task 1 – Scrolled through the whole homepage but instead of clicking on the section “All work” near the bottom. The user didn’t recognize this part so scrolled to the top navigation and navigated to the page that way.

Task 2 – The user clicked on the navigation straight away and found the contact information effortlessly.

Task 3 – Navigated to the work page to look for the strategy. The user then remembered to check the about page. The user then found the strategy.

Task 4 -

* Instantly got the feeling this was created by an individual as apposed to a company.
* Thought the website was too dark, however also thought it was ‘slick’.
* Didn’t recognize the parts on the homepage were case studies this confused the user a bit. Didn’t notice the ‘Latest work’ text.
* Thought everything was easy to read and didn’t overwhelm the user. Making the structure and content well laid out and easily digestible.
* Couldn’t find the home navigation.

**Daniela**

Task 1 – Simple navigation. Not too much information to get lost.

Task 2 – Navigated to the contact page.

Task 3 – Did not notice the text labeling the services section. Believes the colours are too dark and samey to distinguish sections.

Task 4 -

* Doesn’t like the darkness of the website.
* Felt information can be easily missed with the dark colour scheme.

**Dominic**

Task 1 – Clear process and didn’t need to “go through little icons” to find the right one. Maybe a bit too much scrolling needs to be used.

Task 2 – Easily found the contact information on the contacts page. The top banner is too big and unnecessary.

Task 3 – Relatively easy to find the their strategy. The image banners are off putting and takes away from the information the user thinks. Believes the informative text should be at the top.

Task 4 -

* Doesn’t like there is no homepage, other than the logo.
* Unnecessary use of a button to say “work with me”
* Dislike a majority of the design.
* With the large image gallery the user wants some code to allow scrolling to hug the gallery allowing it to lock into the frame of their monitor.
* Dislikes the personal content.
* Believes the website is not concise enough. Not utilizing white space well enough.

Design superheroes was the first freelance company the users tested. The reviews were mixed and there were both good and bad aspects said during the test. These can all be found above. The main faults gathered from this user test were: The website colours were too dark, text was getting missed due to the size and colour scheme and having the logo as the only button to navigate to the home page.

**Freelance competitor’s tasks – Roweena**

1. Locate the case study page for the company/project titled ‘Liminal Consulting’.
2. Locate the contact information.
3. Locate the services they provide.

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|  | **Jemma** | **Daniela** | **Dominic** |
| **Task 1** | 50.25 | 24.89 | 17.73 |
| **Task 2** | 21.67 | 3.78 | 8.81 |
| **Task 3** | 4.20 | 4.24 | 3.5 |

**Jemma**

Task 1 – Instantly wondered if the website was created by a woman. Potentially the company name? Got slightly intimidated by the amount of content on the homepage so decided to navigate away from it. Was unsure whether to click on ‘portfolio’ or ‘services’ not knowing which one would lead to the work. Thought services could be services provided for another company, like work.

Task 2 – Navigated to the bottom of the homepage to look for contact information. Couldn’t find it so scrolled up to the navigation to get to the contact page. Was confused why there was no telephone number.

Task 3 – Instantly navigated to the services section.

Task 4 -

* The navigation is too small.
* Disliked the logo.
* Realized it was a female that created the website just from seeing the logo and company name. This shows that a company can have a personal approach that can engage or disengage with the user. The logo and company name gave the user a feminine feel to the website.
* Liked the portfolio section.

**Daniela**

Task 1 – Did not think the layout of the portfolio section was clear. Thought they should show the logo of the company a lot clearer for the user.

Task 2 – Easily navigated to the contact information. Dislikes how there was only one way to contact this company. You also don’t have their email, so once you send them an enquiry the only way to follow up would be to send another enquiry.

Task 3 – The services section is concise and easy to navigate to.

Task 4 -

* Dislikes the typography and font.
* Thought the colour scheme was very bland.
* Navigation not capitalized.
* Inconsistent feel throughout the whole website.
* The whole website had an amateur feel to it.

**Dominic**

Task 1 – The user initially clicked on services before portfolio. The user said maybe portfolio should be before services.

Task 2 – Found the contact information but very much disliked it. Was shocked that there was not more than one option of communication excluding social media.

Task 3 – Easily navigated to the right section. Found the layout of the services very nice and concise.

Task 4 -

* Didn’t render correctly in the browser. The user was using a windows pc and in Google chrome. The user resulted to using Firefox however it doesn’t render some letters.
* Dislikes the company name and logo. Roweena has no relevance to web design and development. Reminded the user of a middle-aged woman’s magazine.
* Really dislikes the vector images on all of the pages. Reminds the user of web 2.0.
* Likes the layout and simplicity of the portfolio.
* Doesn’t like the URL manipulation for SEO. Having added keywords in the URL.

Roweena received the most amount of negative feedback from all four of the companies. The main positive feedback received from the users was, certain pages worked well with the simplicity design, mainly the portfolio page. The main faults mentioned about Roweena were: The navigation was too small, the imagery used throughout looked dated, boring colour scheme and irrelevant company name and logo.

From doing this user test I have learnt what certain users like and dislike with a website. From gaining this knowledge I will aim to create an appropriate user experience for a target audience that will seek a website design and developer, whilst consciously being aware of the faults stated in this user test.