

Design and Testing Document

Topic: Fitness - Gym and Nutrition

Website: <http://gymandnutrition.com>

CA 3: Usability Design Project Deliverable 2

Team Project:

Navjot Singh (x13112406)

Soffyan Ali (x13114503)

Work Breakdown/Work Done	
Navjot Singh Virk (x13112406)	
Prototyping – Low fidelity and High Fidelity, Heuristic Evaluation, Conclusion and Consent Form.	
Soffyan Ali (x13114531)	
Five Second, Trunk Test and Think Aloud Video.	

Submitted to:

Leone Deasy

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1 Executive Summary

Staying well and fit is every human being's dream, looking good in every outfit and be able to present just the way we imagine ourselves in our thoughts in mind but daily work and stress sometimes keeps us away from fulfilling all those dreams and we wish "if there was a

tool that could guide me and save time searching around on Google and provide me all fitness, nutrition and gym related information and news on one place would be great”.

So, backing this idea, we have decided to develop a website platform that would provide fitness, gym and nutrition information all on one site and on top of it the users will also have the option to clear their confusions and ask answers to their questions from experts and other users on the website. Our goal is to keep the website as simple and usable as possible in order to serve users with different levels of technical skills or minimal technical skills as we would also be aiming to help our elderly to be able to navigate the site easily and benefit from the site (example: font resizer function).

The aim of this report is to discuss design principles and patterns implemented and provide design prototypes and conduct usability testing on the system.

Let's, start with prototyping and alongside we will provide details and discuss design principles & patterns used in prototyping of the system-

2 Prototyping

Design Principles and Patterns Used

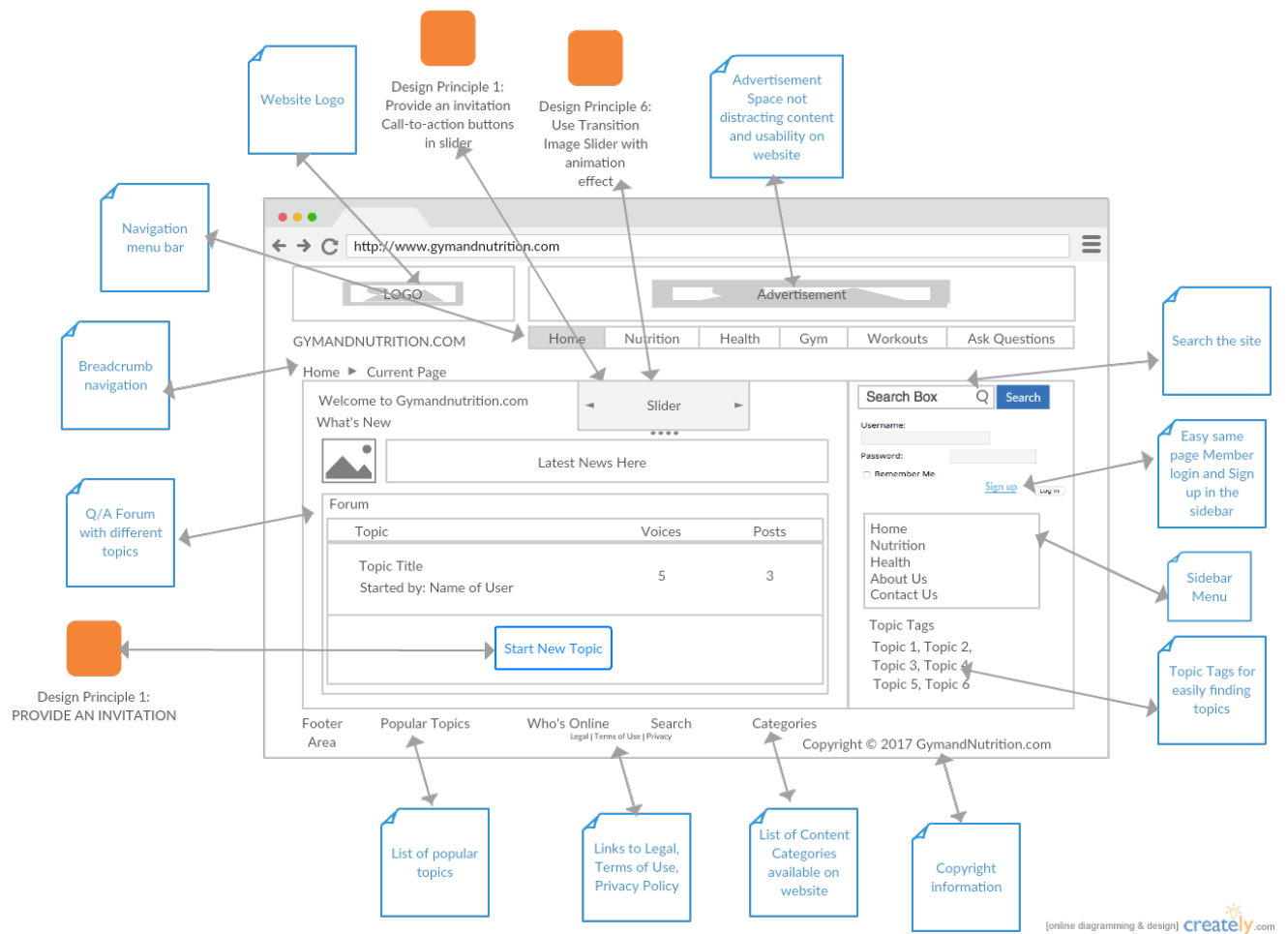
For this report, we will be using Bill Scott and Theresa Neil's 6 Interface Design Principles.

- [Provide an invitation](#) – Call to action buttons in slider, Start New Topic Button.
- [Stay on the Page](#) – Overlay (Subscribe to our newsletter popup)
- [React Immediately](#) – Progress Indicator (enter valid email warning message on wrong email address)
- [Keep it Light weight](#) – Hover Reveal of tools like image upload on the forum section of website.
- [Make it Direct](#) – same page in-line edit, drag/drop image upload, and more mentioned within low-fidelity wireframes in next section.
- [Use Transition](#) – Image slider with animation affect (fade-in)

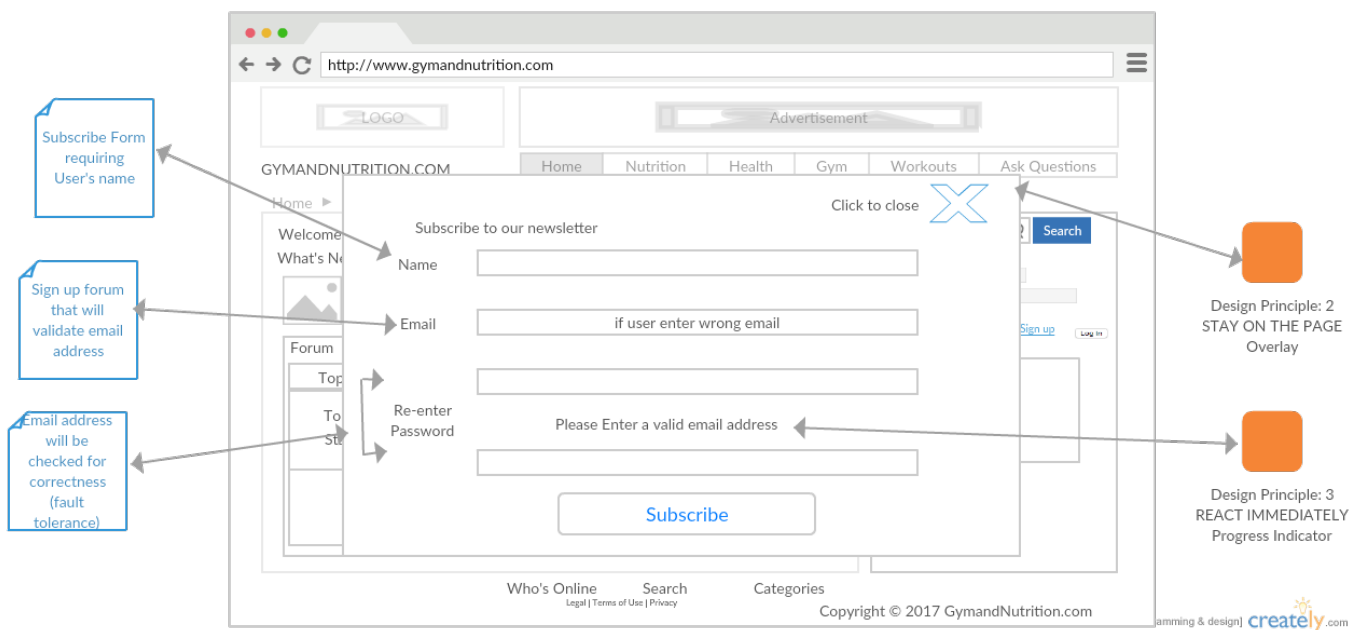
Low-fidelity Prototype

The low-fidelity prototype section contains 3 wireframes of the system been designed and tested in this report.

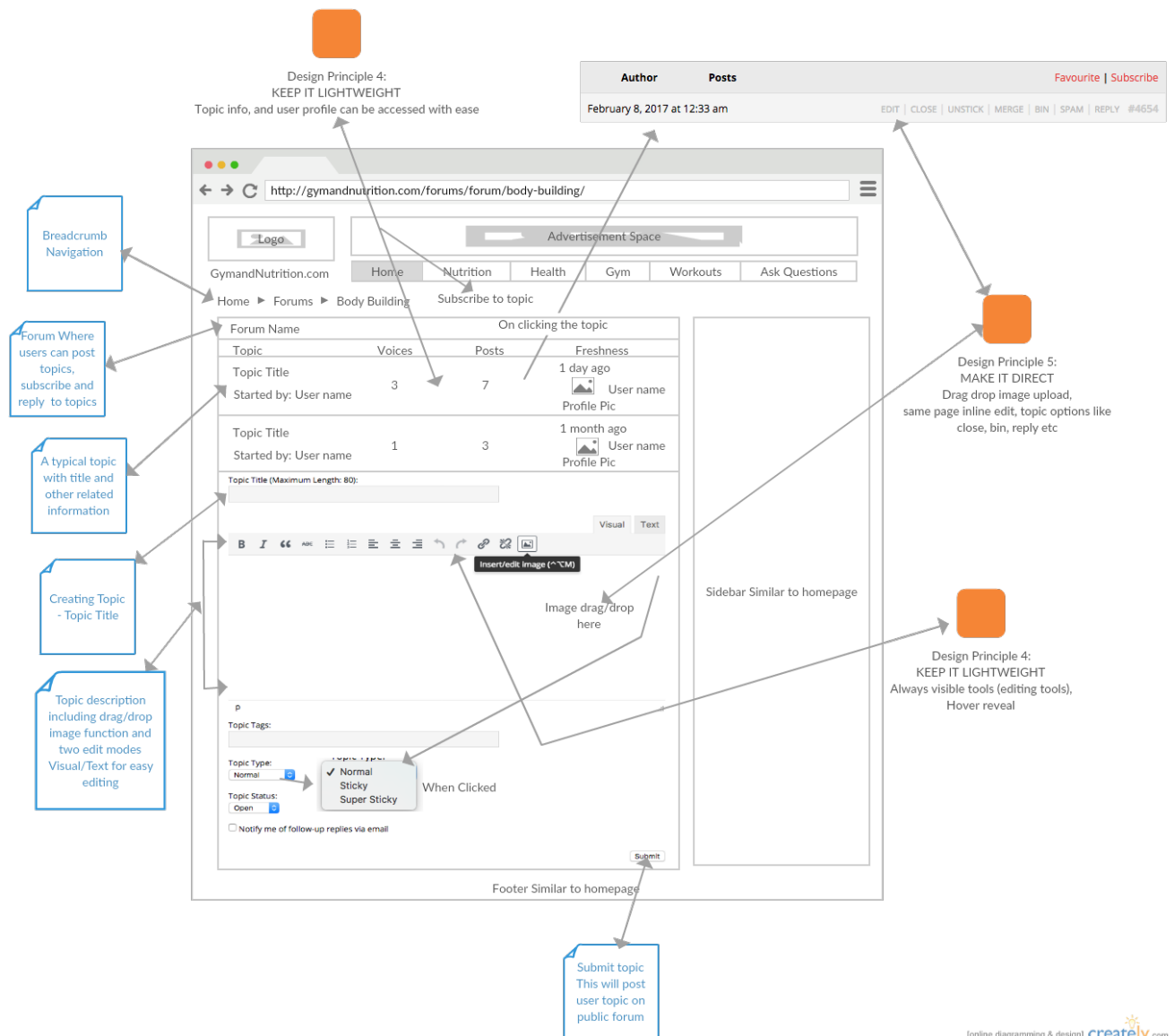
Wireframe 1



Wireframe 2

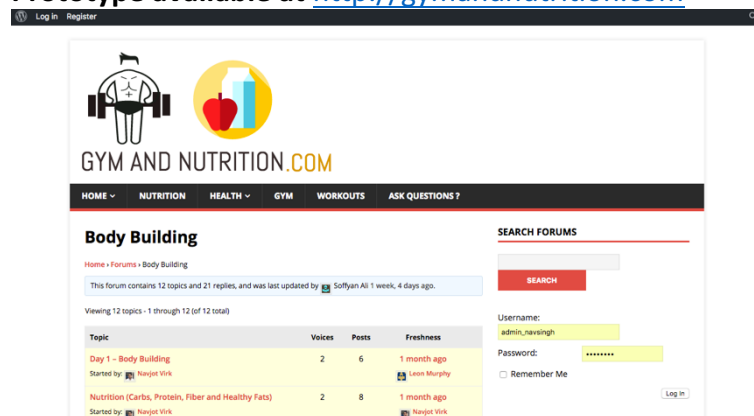


Wireframe 3



High-Fidelity Prototype

Prototype available at <http://gymandnutrition.com>



The prototype is developed using Wordpress which is a widely-used CMS (Content Management System). Different plugins and some manual html, css and javascripts are used to achieve prototype requirements.

Let's, look at the prototype screen shots in order of implementation of our Low-fidelity prototypes (wireframes) –


High Fidelity Implementation

Wireframe 1

GYM AND NUTRITION.COM

[HOME](#) [NUTRITION](#) [HEALTH](#) [GYM](#) [WORKOUTS](#) [ASK QUESTIONS ?](#)

Home



Ask your Questions ?


Stay focused and follow your fitness goals.

What's New ??

Click image below to see details about the event.

SEARCH FORUMS

SEARCH

**Navjot Virk**
Log Out

[Home](#)
[Privacy Policy](#)
[Contact Us](#)
[Nutrition](#)
[Health](#)
[Hair Health](#)
[Gym](#)
[Workouts](#)
[Ask Questions ?](#)

[NUTRITION](#) [PROTEIN](#) [SHREDDING](#)

[TRAINING](#) [VIRGIN MEDIA NIGHT RUN 2017](#)


[WEIGHT LOSS](#) [WEIGHT LOSS AND COFFEE](#)

[WHAT IS FIBER](#)













[WHEY PROTEIN DISCOUNT CODE](#)

Welcome to Gym and Nutrition.

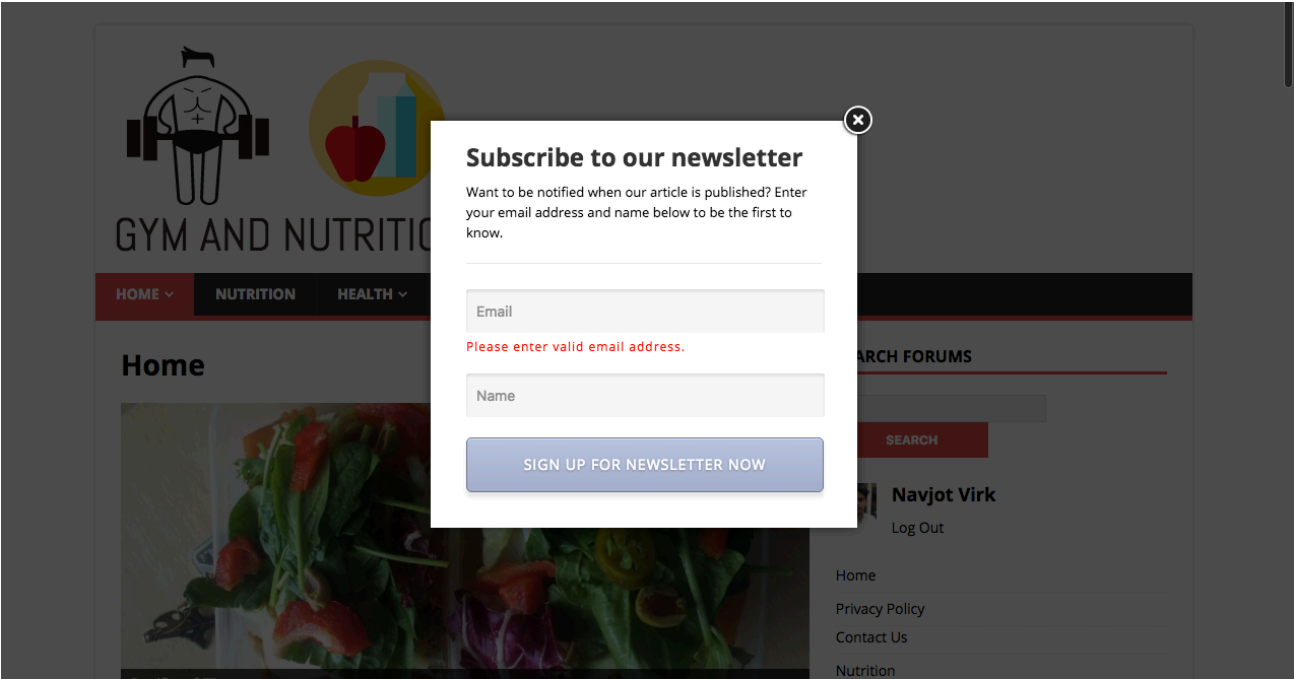
Subscribe

This forum contains 12 topics (+ 201 hidden) and 21 replies, and was last updated by  Soffyan Ali 1 week, 6 days ago.

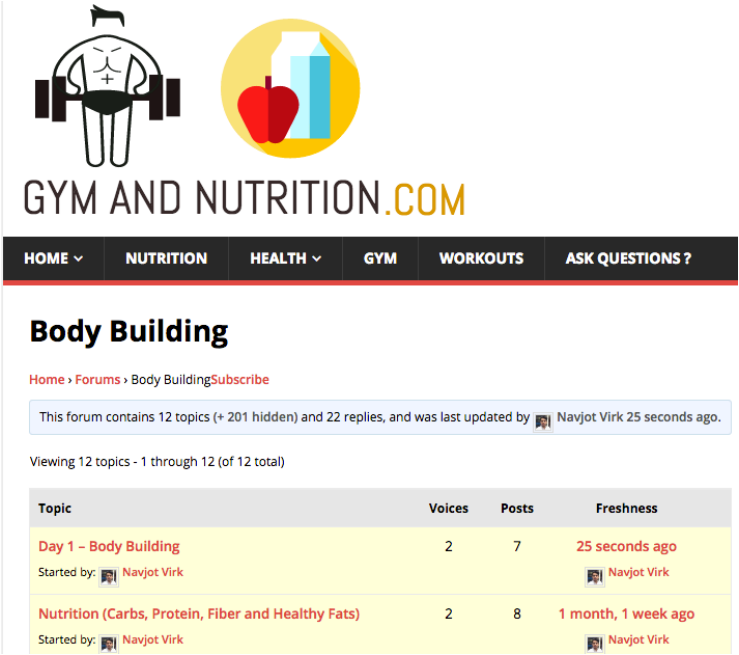
Viewing 12 topics - 1 through 12 (of 12 total)

Topic	Voices	Posts	Freshness
Day 1 – Body Building Started by:  Navjot Virk	2	6	1 month, 1 week ago  Leon Murphy
Nutrition (Carbs, Protein, Fiber and Healthy Fats) Started by:  Navjot Virk	2	8	1 month, 1 week ago  Navjot Virk
How to loose 2 pounds every week ? (Weight Loss) Started by:  Navjot Singh	1	2	1 month, 2 weeks ago  Navjot Singh
Virgin Media Night Run 10K, Dublin City Centre, 23rd April 2017 Started by:  Navjot Virk	2	2	1 week, 6 days ago  Soffyan Ali
Fiber What is Fiber and its health benefits ? Started by:  Navjot Virk	1	1	1 month, 1 week ago  Navjot Virk
Basal metabolic rate (BMR) Started by:  Navjot Singh	1	2	1 month, 2 weeks ago  Navjot Singh
Update on Weight Loss	1	1	1 month, 3 weeks ago

Wireframe 2



Wireframe 3



Create New Topic in "Body Building"

Your account has the ability to post unrestricted HTML content.

Topic Title (Maximum Length: 80):

Visual Text

B I “ ABC ☰ ☷ ☹ ☹ ☹ ☹ ↶ ↷ 🔗 🗑 🖼

p

Topic Tags:

Topic Type:

Normal

☐ Notify me of follow-up replies via email

Submit

Now we will look at the testing -

3 Testing

Techniques

As part of testing, we have decided to design two testing measures that comply in Testing techniques which are based Five Second Test and a Trunk Test. Both test are on 5 participants which will complete specified tasks. The five Second Test will identify whether the homepage content is clear and concise. If the page is understandable, then the user will easily find the content and accurately identify the purpose of the site.

We have design Trunk Test to quickly determine where the users can analyse navigation & information architecture. The content on a page is important for the visual elements & indicators, which will allow users to communicate by understanding where they are within the site like going through breadcrumbs and navigation.

The Consent form filled by every subject that participated in this study is available in the Appendix A of this document.

Five Second Test

You will see the GymAndNutrition site homepage for five seconds where you will have to remember everything what you saw and answer the following question regarding on your expectations.

Once the 5 seconds are over then you will be asked following question to assure that the content is easy and concise.

Question 1: What is this site about?

Question 2: Which element on the page did you focus on most?

Question 3: How long it took you to find the Nutrition topics?

Answers of Participant's:

Participant 1

- A1:** Well the site is about Nutrition and exercising.
- A2:** As I was searching for nutrition plan because I wanted to find useful posts on dieting meal plans.
- A3:** It took me 2 seconds because in the site there is mentioned many nutrition relation stuff.

Participant 2

- A1:** It's about Fitness as far as I can see. I see the website looks like a blog page
- A2:** I find website very useful because most of the site is on about nutrition as I have a great internet in learning about nutrition diet.
- A3:** My search was on the nutrition which I find it very useful and it didn't take me much time to find related article on the site.

Participant 3

- A1:** For me fitness is the key to be living healthy life so I don't see much of bodybuilding exercising posts. I have seen a one article by scrolling down.
- A2:** My focus was on the searching for article on exercise and I've seen by scrolling where I found Gym scroll down menu and workout.
- A3:** Yeah, I did see the Nutrition menu on the top beside Home and the content looked great.

Participant 4

- A1:** This site is about fitness and nutrition guide where you can find useful articles. A person like myself who loves eating balanced food would love this site to follow.
- A2:** I went searching for nutrition guide as I love learning new healthy recipes from a wide range of foods.
- A3:** Well, it wasn't so hard to find health related stuff. The top menu looked simple to find nutrition page and at the bottom of the page I could see some nutrition article's that I wanted to click but five seconds weren't enough.

Participant 5

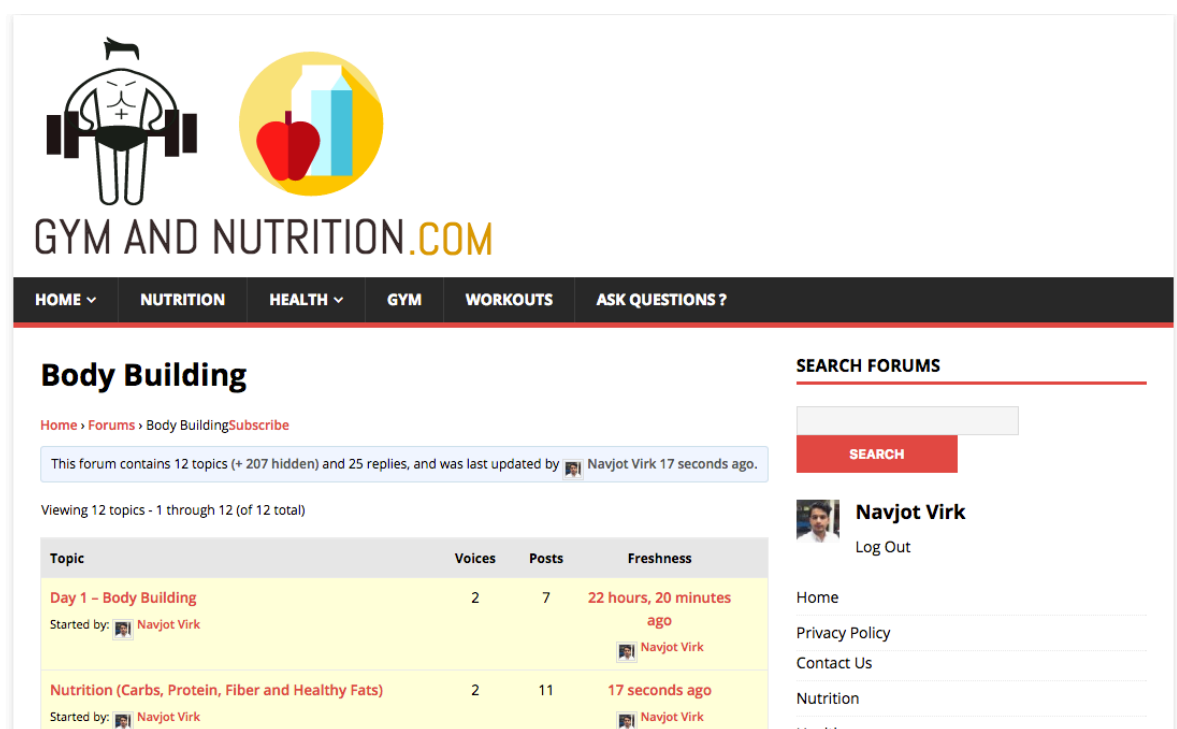
- A1:** I have been on this website before as I was searching for health-related topics to gain more knowledge and I got into this website. Yeah, this website is great and I look forwards to see more healthy stuff in future.

- A2:** Most of the stuff in the website is very useful but I found the exercises part forum part very interesting. I'd like to ask question to experienced nutritionist about my diet.
- A3:** Yeah, nutrition menu on top was easy to find.

The Link to Five Second Test: <https://usabilityhub.com/do/143682475c76/f6a7>

Trunk Test

Steve Krug proposed the following test of navigation. We are presenting a page of our prototype website to the users and below are the 5 participants that were asked questions by using the site where they will have to locate the following question items as quickly as possible:



The Link to the website: www.gymandnutrition.com

Participants Questions

I wanted to find a health and nutrition website that could benefit me on my daily intake and keep me fit. This particular website does a rather good job of creating an easy to navigate site with a few outstanding expectations.

- **Site ID** (What site is this?)
I can immediately know what site I am in because of the large and simple web address and logo at the top of the page.
- **Page Name** (Where am I? What page am I on?)
I am on Forum where I've opened a Bodybuilding posts.
- **Sections** (What are the major sections? Are the major sections are outlined?)

The major sections are Home, Nutrition, Health, Gym, Workouts, Ask Questions. Yes, the major section has subsection which will not be easy to get lost in the website.

- **Local Navigation** (What are my options at this level?)
Within the major sections like Nutrition, the site doesn't have a navigation to the posts on nutrition. Same with the Gym section, I don't see any navigation on the right-hand side for easy navigation.
- **Where am I?** (Is there a 'You Are Here'? E.g. Breadcrumbs) The website makes use of page names and breadcrumbs to allow users to know where they are at any given time. But in case of forms, the navigation and other distraction should be removed when a user must fill out a form or by completing a checkout process. The current page of bodybuilding posts, I can see the breadcrumbs which is easy to see navigation.
- **How can I search?** (For large sites only)
Yes, it has search box on the top right corner where I can make any quest.

Participants	Time Taken	User Findings	Deviation
1	1 min	In my opinion the site has any easy navigation process. Going back to home is easy by hitting logo and breadcrumb navigation	I think there not many sub option of the major section like Nutrition, Gym and Workouts.
2	45s	I found very easy navigation through the logo. It's very easy to go to other major sections	I feel that there should be a tiny home button that would follow down when scrolling up and down.
3	1.25 min	It was a bit hard to get back to the navigation when I was in the centre of the website. The navigation overall was great especially the logo button that bring you back to the homepage.	I suggest that there should be a local navigation on to the right of the page instead of the bottom of the page. It will make the site more good structure of design.
4	1.50 min	The site looked great but less content. The navigation part was not so hard.	I feel the logo is too big and the log in button is not organized.
5	58 s	In forum, the posts looked great and breadcrumbs made it easier to find where I was.	The site need a bit more content and subsections and also it needs to be organized

Think Aloud

The Think Aloud method was originally introduced by Clayton Lewis in the usability field. This technique was popular by testing and user's acknowledging the usability design. In this technique, we have one participant and below is the link for the demonstration by the user.

Video/Screening recording

Link/File name

<https://soffyanali.tinytake.com/sf/MTU1MDczN181MzU0MDk2>

Results

- **Task Name / Number**
Soffyan Ali
- **Task Goal**
Looking for a Nutrition Diet and fill out a forum.
- **Start & End Times**
1 – 5 minutes
- **Expected / Ideal Behaviour**
I look for any easy guide where I can easy find an information on nutrition articles.
- **Actual Behaviour**
Found the article on Nutrition but was hard to find as there's was nothing when click in Nutrition major section on the top. The content is less.
- **Notes/ Comments**
Need a lot of content and organization.
- **Anything additional**
N/A

Heuristic Evaluation

For inspection to identify problems, Heuristic Evaluation helps find usability problems by comparing with recognised usability principles. This Heuristic evaluation involves study of UI of Website for violation of usability principles.

Recognised Usability Heuristics

- Visibility of System Status
- Match b/w System and Real World
- User Control and Freedom
- Consistency and Standards
- Error Prevention
- Recognition rather than recall
- Flexibility and Efficiency of Use
- Aesthetic and Minimalistic design
- Helps users recognise, diagnose, and recover form errors
- Help and documentation

Heuristic Evaluation Results Summary

For a listing of questions asked by the users of heuristic evaluation refer to appendix B.

- **Visibility of System Status** – GN provides all the recent topics, most rated topic on all its pages along with home tab on each page to get back to home page.
- **Match b/w System and Real World** – In general, GN website uses simple language and website does not contain any set of terms that users may have problems understanding, whereas it does contain some fitness related abbreviations that may not be known to few people. But the website addresses the problem, by providing an internal link to those abbreviations, upon clicking another website page opens with the description and explanation of the abbreviations. Example- [BMR](#) (Basal Metabolic Rate)
- **User Control and Freedom** – User is able to easily navigate back and forth to the starting point. And find the relevant topics with ease. Like clicking the Nutrition Topic brings up all the articles that contain information on nutrition.
- **Consistency and Standards** – The website uses the same main menu and sidebar on all its pages which is good except the “privacy policy” and “terms of use” page, where the pages only contain main menu and do not contain sidebar.
- **Error Prevention** – the website does not have any application forms or other user data collection features and the website does not sell anything on its current version. The basic form of error prevention found on the site was a well designed “404 page not found” and this page provides a search bar and link to the forum where the user can ask what they were looking for.
- **Recognition rather than recall** – Pages on the site have meaningful titles in bold letters and the available options on the site are highly visible.
- **Flexibility and Efficiency of Use** – The website provides an easy to register and login feature and a register tab is available on all pages of the site. The user profile can be saved and data can be edited at a later stage.
- **Aesthetic and Minimalistic design** – The site lacks a contact us page in the main menu and it is provided in a sub menu when the Home tab is hovered, in some cases users found it difficult to find the contact us page. And the pages on site require scrolling 70-80 % of the times meaning there is a lot of content on the pages but given the fact, GN is a content website it is quite acceptable for a website like this to have a lot of content unless it is presented well along with the use of text, images and videos.
- **Helps users recognise, diagnose, and recover from errors** – On the register page if the user has inputted any information if the other link is clicked. A warning message in the browser is prompted.
- **Help and documentation** – In case the user is not able to find something through navigation links a search bar is provided just below the header of the site, and just above the footer of the page as well, in case if the user has scrolled the page they don’t need to scroll back again to get back to search functionality.

4 Conclusion

Gymandnutrition.com accomplishes its business goals which are –

- To attract high volume of users globally as it's a content based site.
- To attract fitness experts, guru etc.
- To attract content writers
- To attract moderators for the site.

The overall, website experience is good and its easy navigable, but flaws like slow speed on the site on certain pages need to be addressed. And the website still needs a lot more content and information to fulfil its goal to reach global audience. The other flaws centre around these and should be easy to fix -

- Prioritisation of content on the home page
- Contact us page
- Multi-Lingual Support

Recommendations

Overall, the site is well designed, feels and looks amazing and appealing below are the few recommendations to increase productivity and effectiveness of the site.

List of recommended changes –

- The content on the main page needs to be prioritized based on main topics – Nutrition, Gym, Workouts, Foods, Nutrition etc.
- Use of images and videos to convey the message if possible and users may find it more appealing.
- Use of a vertical menu (targeting user roles).
- Multi-lingual support, since the website aim to reach global audience and users in Non-English.
- The contact us page is hard to find under a sub-menu, adding it to the main menu will bring users at ease.
- Reducing, page size meaning using optimised images and videos, JavaScript and CSS files to ensure the website is served fast on all devices, platforms and users with slow internet connection or access to limited amount of data.

5 Appendix A

Consent Form

Form filled and submitted by every subject that participated in this study, voluntary interviews and usability testing.

Consent Form

(Usability Design Prototype Design and Testing)
Consent Form

I agree to participate in the prototype and testing research study carried by Navjot Singh and Soffyan Ali for their Usability design project. The purpose and nature of the study has been explained to me. And I understand and agree that my participation is voluntary and I am completely free to refuse or opt out of the study anytime.

I give permission for my interview to the research team.

I understand that the data collected from my participation may be used for purposes like thesis, journal publication etc.), and I consent it to be used in that manner.

Signed

.....

Date

..../...../20....

Name (please print your Full name in CAPITAL LETTERS)

.....

6 Appendix B (Heuristic Evaluation)

Visibility of System Status

The question to be answered here is “Where I am on the website and where to go next?”

The following tasks/questions will be included in heuristic testing script –

- Does each page have same design and colour schemes?
- Does each page have a consistent navigational structure allows you to freely move from topic to topic?
- Does every page have a Home, Contact us and Privacy policy tabs?
- Is there a breadcrumb (Example: Home>Fat Loss>How to loose fat?)
- Is there a sitemap available?

Match b/w System and Real World

The website should use easy to understand language that everyone can understand –

The following tasks/questions will be included in heuristic testing script –

- Does the site describe what BMR is?
- Does the site use complex words?
- Are there any internal links that provide definition and explanation to the complex work, acronyms and abbreviations?
- Is there a glossary of terms related to gym and nutrition?

User Control and Freedom

When the user uses the site it is important that they feel comfortable and in control of their experience. If a user become lost and is unable to find path, it is very likely the user straight forward exits your site.

The following tasks/questions will be included in heuristic testing script –

- Is there a Home tab on every page?
- Can a user easily move from article to article using the site's navigational scheme?
- Is the navigational scheme consistent?
- Does the website allow you to change background colour and text size on the pages?

Consistency and Standards

The website needs to be consistent and the user does not have to wonder whether different buttons, actions or words mean the same.

The following tasks/questions will be included in heuristic testing script –

- Do the menus on every page use the same words?
- Does the same page have different name in other pages? Example: Contact and Contact Us but not both.
- Is the site layout consistent for all the articles available on the website?

Error Prevention

Errors and mistakes happen everyday. How website responds to errors and prevent them is important.

The following tasks/questions will be included in heuristic testing script –

- Task 1: Attempt to register on the site and try exiting the page. See if you a warning message is given? And if meaningful message is given out?
- Task 2: Again Attempt to register but this time input an invalid email address format and see if the error message correctly describes the problem.

Recognition rather than recall

If the user has to recall things its not a good thing, minimizing the user load by making options, actions and objects highly visible helps.

The following tasks/questions will be included in heuristic testing script –

- Is there inconsistent graphics representing the same function?
- Is there a use of more than 1 logo?
- Does every page have a title that describes the topic of the page?

Flexibility and Efficiency of Use

Your website's interface should be flexible and very efficient to use.

You should offer users number of options to finding content and be able to achieve their goals.

The following tasks/questions will be included in heuristic testing script –

- Is the site Flexible example if it includes, sitemaps, basic search forms, alphabetical index etc.?
- Is the provided sitemap designed in a logical manner?
- Does the website allows you to register? If yes, if then check if you can login and recover any information provided previously.

Aesthetic and Minimalistic design

This heuristic states the rarely needed information is accessible on the site through a link without interfering with more relevant information.

The following tasks/questions will be included in heuristic testing script –

- Does the site have a “Privacy Policy” or similar links?
- Is there a need for scrolling when viewing content on the site?

Helps users recognise, diagnose, and recover form errors

This heuristic states that your error messages should be provided in simple language with no codes and should give a detailed info of the error and possibly suggest solution.

The following tasks/questions will be included in heuristic testing script –

- Are the error messages easy to understand?
- Do the errors can be seen easily and be cancelled and go to the previous step?
- Try to register for on the site and input an invalid email format and see if the error correctly explains the error and the type of language used?

Help and documentation

Generally, all websites require some form of help and documentation to cater all types of users to be on the safe side. For example, an elderly person may face problems doing some basic tasks that everyone else can perform with ease.

The following tasks/questions will be included in heuristic testing script –

- Is there help section available on the site?
- Is there search available on the site on homepage and throughout the site?
- Can you easily register and login back and go to homepage?