

Website Usability Report for Gym and Nutrition (Dot-com)

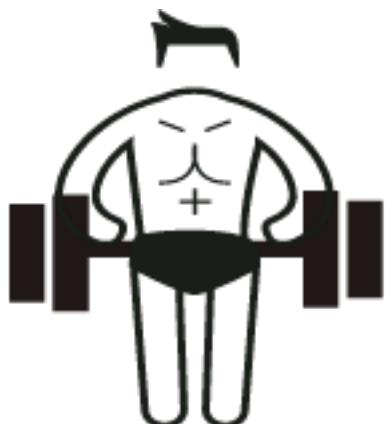
<http://gymandnutrition.com>



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GYM AND NUTRITION.COM

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1 Overview and the purpose of the Report

The purpose of the report is to provide a complete analysis of the GN (Gym and Nutrition) website (<http://www.gymandnutrition.com>) of the current version of the website. In order to learn whether users could gain understanding of the website structure and be able to perform common tasks with ease. Through, the course of the report, several analytical methods were utilised to determine whether the current version of the website successfully fulfils the business goals and objectives of the Gym and Nutrition.

Goals and Objective of Gym and Nutrition Dot-Com

Attracting and keeping engaged thousands of fitness enthusiasts, and provide a powerful community for people to ask questions and be able to contribute to fitness community.

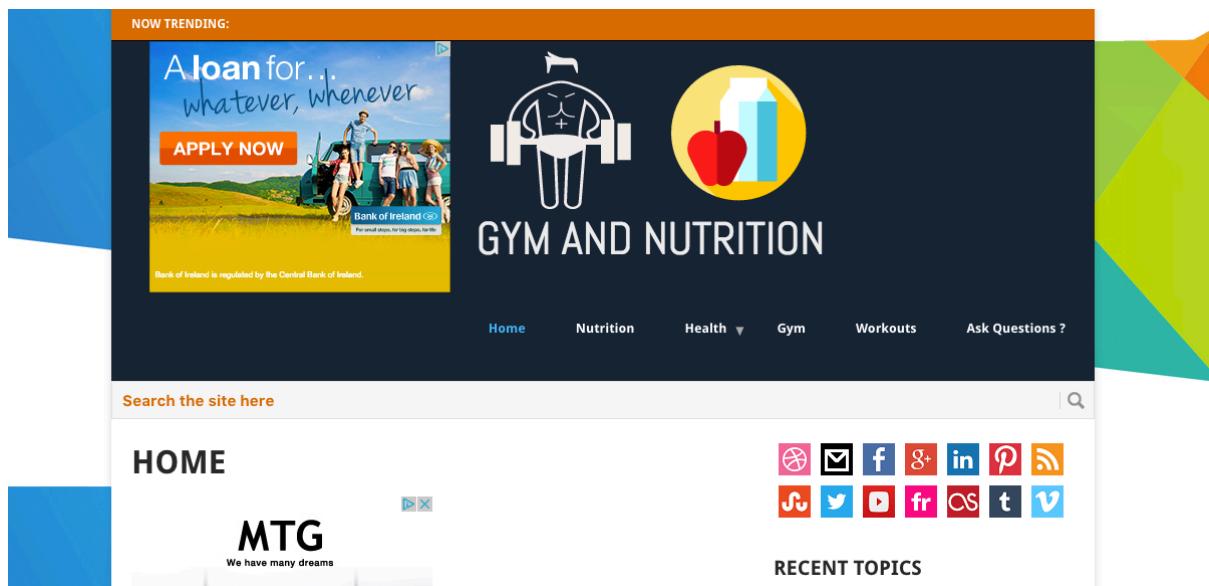


Figure 1: Current Version of GN Website

Site Overview



Site Logo (Small) – GN representing Gym and Nutrition along with Apple and milk representing fitness (Meaningful logo).



GYM AND NUTRITION.COM

Site Logo (Main Logo) – Simple but meaning full logo with a Bodybuilder symbolising - “gym” and Apple & Milk symbolising – “nutrition”.

Let's take an extensive look at the higher level view of the whole GN Website. And its layout and how it works (it's usability). When, a user visits GN Website they are most probably looking for useful content either on gym or nutrition or both.

GN (Gym and Nutrition) is a community forum, along with blog to help people stay fit and live a better life.

How Gymandnutrition.com achieve its goals?

GN website is fairly newly established website and new content is being posted on daily basis, the content available on website currently focuses on fat loss and nutrition based content of whole foods. The aim of GN, is to provide an easy to use and interact with platform to people looking for ways to improve their health. To achieve its aim GN provides an easy to use forum software on their website, using which new users can easily register with the site within 15 seconds and start asking their health, gym and nutrition related questions and also contribute towards the community through answering other people's questions.

Figure 2: Screenshot of the community forum where people find useful content

This forum contains 10 topics (+ 1 hidden) and 17 replies, and was last updated by  Navjot Virk 2 days ago.

Viewing 10 topics - 1 through 10 (of 10 total)

Topic	Voices	Posts	Freshness
Day 1 – Body Building Started by:  Navjot Virk	1	5	1 month, 1 week ago 
Nutrition (Carbs, Protein, Fiber and Healthy Fats) Started by:  Navjot Virk	2	6	2 days ago 
How to loose 2 pounds every week ? (Weight Loss) Started by:  Navjot Singh	1	2	3 days, 10 hours ago 
Basal metabolic rate (BMR) Started by:  Navjot Singh	1	2	3 days, 10 hours ago 
Update on Weight Loss Started by:  Navjot Virk	1	1	2 weeks ago 
Mango Facts (Body Building) Started by:  Navjot Virk	1	5	3 weeks ago 

Figure 3: Website provides easy Login/Register on each page.

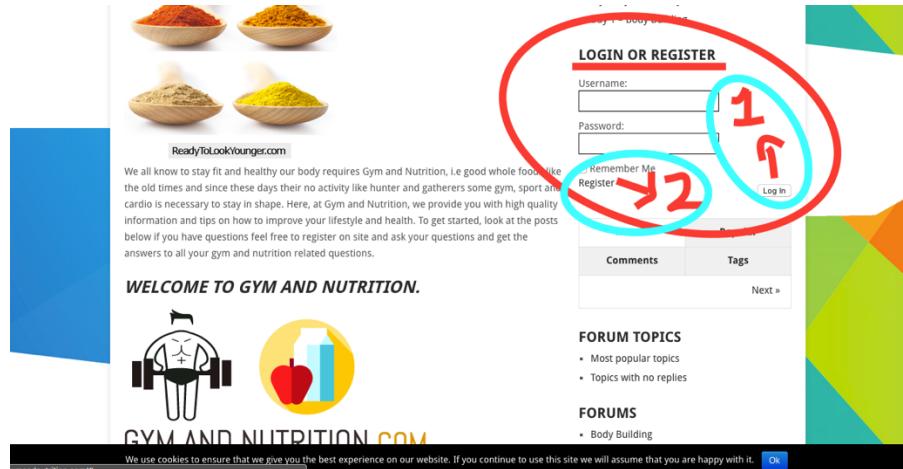
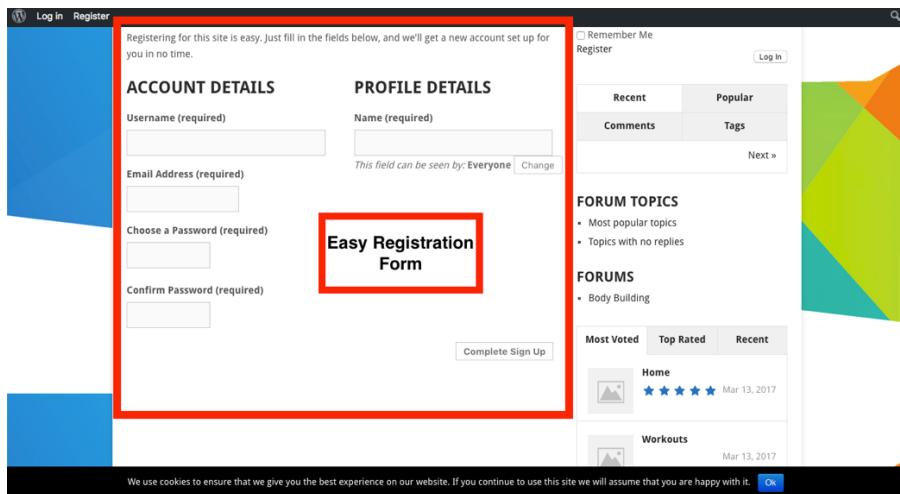
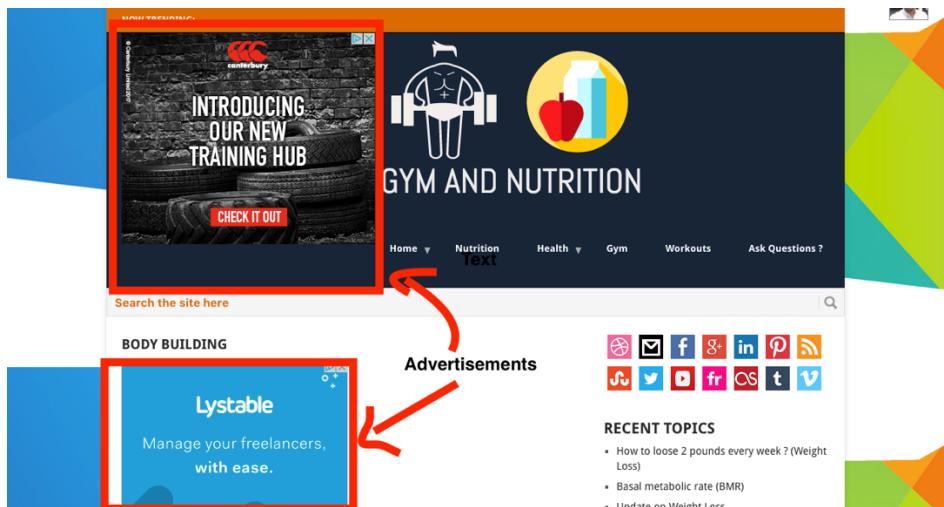


Figure 4: Easy Registration Form



GN team also seems to be dedicated to providing quality answer to their users and also provide useful blog with quality fitness related content. GN, currently does not sell any products or services on their websites but may do so in future as we know every one of us want to be fit and fitness industry attract a lot of people and there is a high demand of fitness related content/services (digital) and products. Currently, the source of income for the website is through AdSense advertisement and some affiliate marketing.

Figure 5: Websites income source (Advertisement)



Introduction to Usability

For an organisation to reach its audience, website is an important gateway. Website helps organisation to deliver/showcase its information, products and services to its users. As such, website should exactly reflect user needs/requirements it's designed for?

The irony is the website development and design is often focused on making the website look good and neglect the usability aspect, and designers designing the website according to their thinking and view of the problem, technology and business objectives) instead of focusing on user needs.

In recent times people have started focusing on usability when under pressure from competitors in race to be the best or by paying attention to customer complaints and improving the solution.

Defining the usability of the website may be confusing to many people and discussions are ongoing. To a degree usability depends on the target user and purpose of the website. In general, a usable website is the one that is easy to learn, navigable, consistent, provide accessibility and availability, clarity, relevancy, guidance, credibility and learnability and allow quick recovery from errors that provide an opportunity for the customer to redo/undo.

These days the internet is huge and we are able to find just anything, which interns means lots of options for users and Web users are very picky and desire great experience – if they don't like the design or not able to find something for a second they get frustrated and quickly exit the site and are not likely to return. For business and content sites if the website is very hard to use and find the services and content it may cost the business the clients or potential content subscribers. Hence, loss of revenue.

Challenges related to Usability design for people trying to incorporate usability into their websites –

- Increased user expectations due to huge size internet is difficult to satisfy.
- When assessing a site, a user hasn't invested like in a software package and other options are available
- Widely different user experience to users due to different hardware, network and software platforms available of the same website.
- There is always something to be improved.
- New development in technology, in short time washes away the efforts made previous technology and force business to invest in new technology to stay competitive.

[Site Stakeholders and Users](#)

The following list represent the stakeholders and users of the GN website –

[Stakeholders](#)

- Owner of the Website
- Content Writers
- Moderators

[Users](#)

- Prospective Users
- Loyal Users (Fitness Enthusiasts)
- Contributors (Community)

2 Competitive websites

Fitness industry is huge and we all dream about the perfect body. Hence, fitness industry is very attractive and lucrative market. Gymandnutrition.com focuses on gym and nutrition content and has large number of competitors competing for the same audience. Below are 3 credible competitors' to GN website –

1 - Bodybuilding.com (BB)

Website: <https://bodybuilding.com>

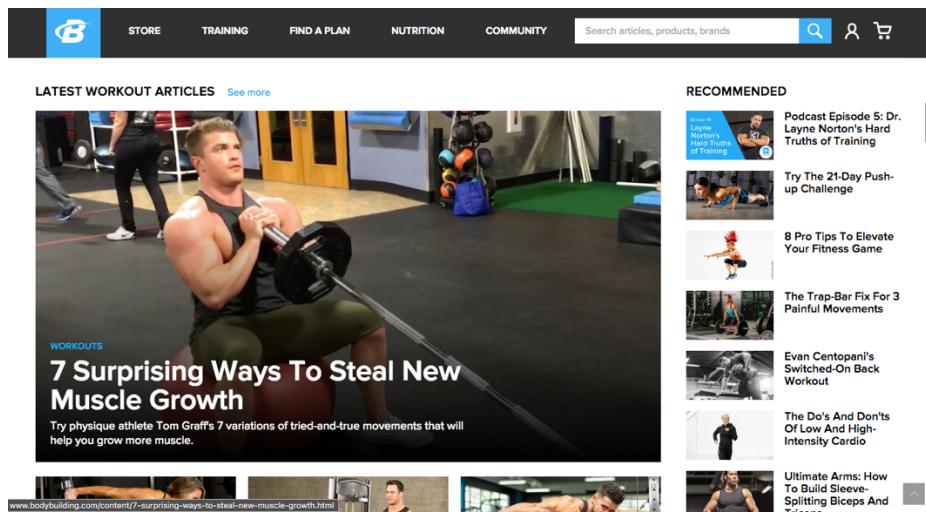


Logo (Very simple and stylish, Sky blue background and white coloured letter "B" - short for body building).

Figure 6: Website of Competitor (Bodybuilding.com)

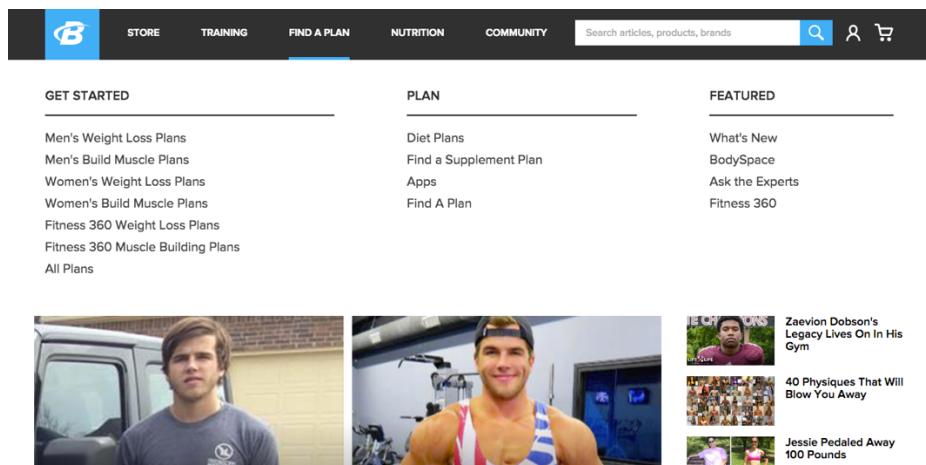
A screenshot of the Bodybuilding.com homepage. The top navigation bar includes links for 'DAILY DEALS FROM TOP BRANDS', 'STORE', 'TRAINING', 'FIND A PLAN', 'NUTRITION', 'COMMUNITY', a search bar, and a shopping cart icon. A banner in the center promotes 'TODAY'S DEAL 2 FOR \$40' and '4 TOP SELLERS'. Below the banner are sections for 'SHOP OUR SUPPLEMENT STORE', 'VIEW THE TOP 50 BEST SELLERS', and 'SEE LATEST SALES & SPECIALS'. At the bottom, there's a 'BEST PRODUCT PROMOTIONS' section with images of protein powders and social media links. A 'BUY PAK 44' button is also visible.

Figure 6.1: Bodybuilding.com - Content Layout



Latest article stays at the top of the page, with a catch heading and a good design principle used – an image, heading and a short description which makes easy for user to understand what's in the post before opening it. BB features their recommended articles on the left sidebar and it brings ease for users to navigate the site and find useful content.

Figure 6.2: Bodybuilding.com - Menu when hovered over



The menu's single tab contains a lot of options on mouse over, which may intimidate some users and users may find it hard to learn to navigate the site and certainly more time consuming.

Bodybuilding.com (BB) is a big player in fitness industry their website has a clean design with a good menu design which expands on hovering over and provides all useful links under a topic (but too many options).

Strengths:

BB also provide quality content on gym and nutrition and is a direct competitor to Gymandnutrition.com, GN website can compete BB by providing unique and focused, collaborated and right content users are looking for constantly people are looking for

alternatives and here is where newly launched GN website can improvise and build large user base.

The website is: clear, credible, accessible, provide relevant content and services.

Weaknesses:

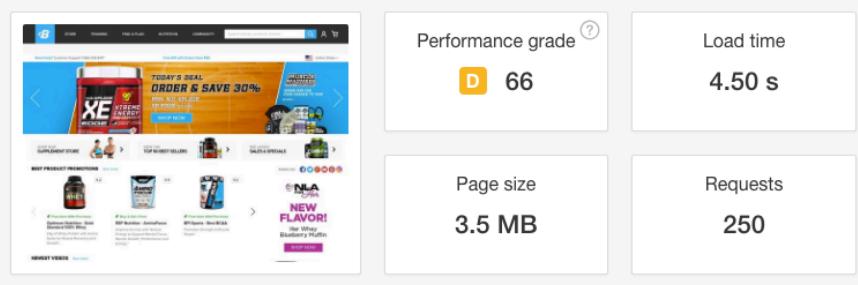
BB Website has a flashy little ad on the top of its homepage which can be annoying to some users and in general pages on BB website includes a lot of images & video content and takes b/w 4 sec - 20 sec or more to completely load the page. GN Website can utilize these weaknesses of BB and attract users that expect speed and less flashy advertisements.

[Applying Effective Usability Criteria \(Bodybuilding.com\)](#)

5 criteria that a product must meet to be usable:

- 1. Effectiveness:** High (include fixing credit card filled, email address)
- 2. Efficiency:** (Medium) The site lacks speed at times due to high volume of photos and videos served. Too much options and information and user may get lost in this pool of info.

Summary



Source: <https://tools.pingdom.com/#!/bpketC/bodybuilding.com>

- 3. Engaging:** (High) Proper layouts, readable typography

4. Error Tolerance: Medium

5. Easy to Learn: No

Others

Consistent: Fairly consistent design and colour schemes around the site

Accessibility and Availability: High

Relevancy: High (provide relevant content).

Guidance: Provides no guidance tips on how to use the site on first visit.

Credibility: Very high (domain registered since 16-2-1999) Source: Whois

[Muscle & Fitness \(M&F\)](#)

Website: <http://www.muscleandfitness.com>

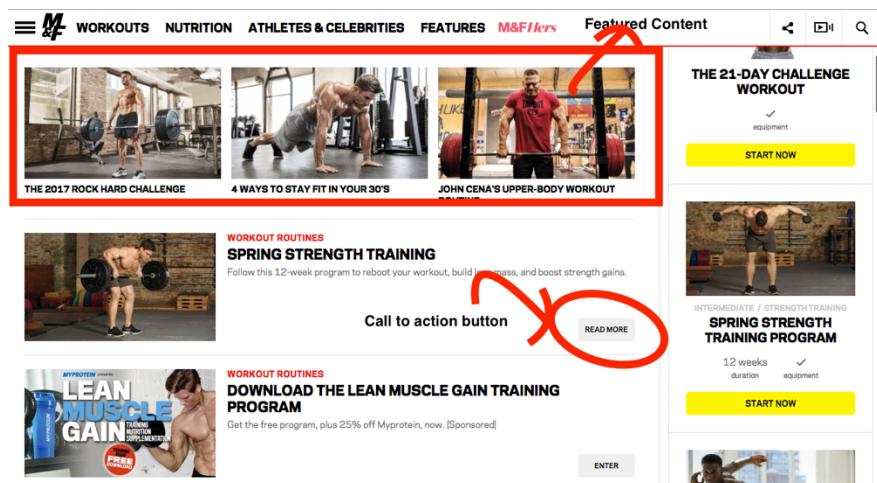


Logo (Very basic, plain words no design and lacks creativity in comparison to GN and BB logo's, simplistic but also appealing to some people due to simplicity and clarity).

Figure 7: Website of Competitor (Muscleandfitness.com)

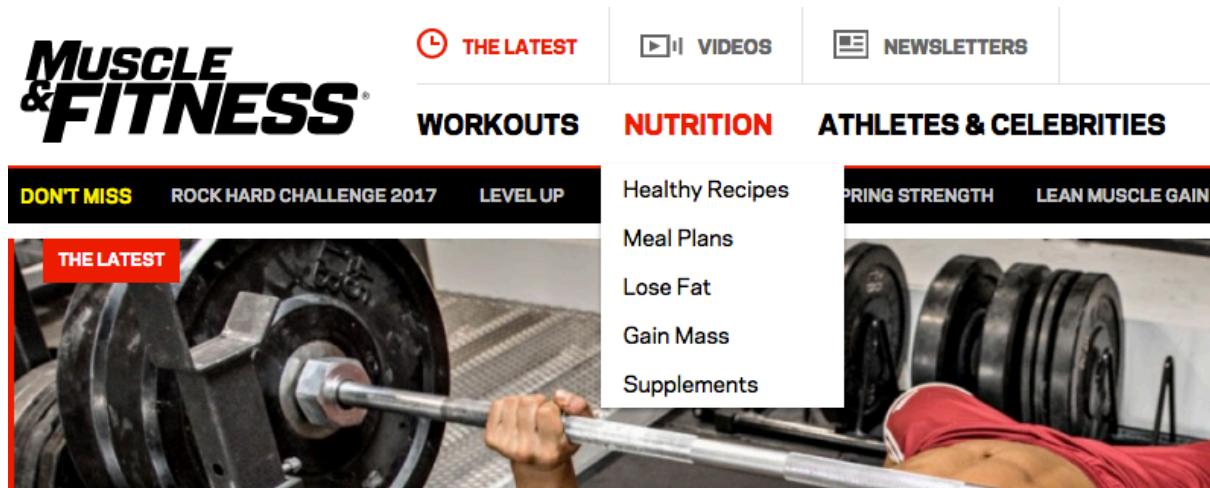


Figure 7.1: Muscleandfitness.com - Content Layout



Few featured posts on hot topics, to grab user attention, then a list of posts easy to use.

Figure 7.2: Muscleandfitness.com - Menu when hovered over



Simple, clear and straight forward less clutter in the menu, which can be considered as good sign as the user will find it easy to navigate through site and feel less intimidated without too much options.

Muscle & Fitness (M&F) is also a big and old player in fitness industry like BB, provides simple to use website and the site looks like site has been designed in early 2000's but the layout and design is up to the good usability standards.

Strengths: Website is simple and established and does well on SEO

Weaknesses: Quality of content in comparison to Bodybuilding.com. This is where GN website can compete with M&F by providing good content.

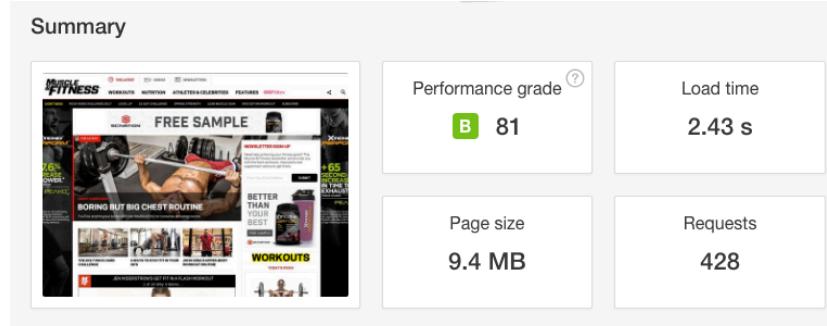
[Applying Effective Usability Criteria \(Muscleandfitness.com\)](#)

5 criteria that a product must meet to be usable:

1. **Effectiveness:** High (highly)

2. **Efficiency:** High

Less options to choose from easy to navigate around site.



Source: <https://tools.pingdom.com/#!/dKp4WH/http://www.muscleandfitness.com/>

3. **Engaging:** (High) Proper layouts, readable typography

4. **Error Tolerance:** High

5. **Easy to Learn:** Yes, simple design and simple options to choose from.

Others

Consistent: Fairly, consistent design all around the site.

Accessibility and Availability: High

Relevancy: High

Guidance: Provides no guidance tips on how to use the site on first visit.

Credibility: Very high (domain registered since 17-07-1997) Source: Whois

3 Primary needs and requirements

Site Owner's Organisation and users under study: Scenario

Site Owner's Primary Business Needs and Objectives

- To register new users to the site
- To register new moderators and content writers
- To promote community involvement
- To rank higher on Search engines
- Earn revenue through advertisement

To Register new users to the site

Most website's these days provide user registration and there is a lot of competition and users are picking about signing up on sites. GN is no exception and GN will also need to be focused on narrowing down the user registration process and make it more easy and efficient for users and provide value to them. Example: user gets additional features/access upon registration compared to unregistered users.

To Register new moderators and content writers

Content sites must have moderators and good content writers. GN is attempting to attract loyal users that can be promoted to moderators to maintain quality over site and since GN provides blog content along with forum community it needs quality content writers (mainly nutritionists, trainers and body builders). People who can bring their expertise, knowledge and experience, which can help boost GN website income through advertisement, adding credibility and higher standing on search engines and increase in user subscriptions to forum and more user contribution, engagement and interest.

To promote community involvement through quality content and free fitness programmes
The key to success for any content website is having good reputation in the community. As, such GN will need to contribute high quality content for the fitness community and provide people with some free fitness plans. GN has a forum platform and Facebook business page to promote and share its content and it can utilize it to reach more people in the community and improve fitness community and bring awareness among people.

To Rank higher on Search Engines

Being on the top page of search engines is the goal for every site these days as we know who clicks other results other then first 2 results, very few people. So, GN needs to focus to improve its Search Engine Optimisation (SEO) in order to rank higher and receive more page views.

Earn revenue through advertisement

Currently, GN does not sell any products/services on its site and its only income source is advertisements and hence needs quality content and strong SEO in order to get thousands of page views and good amount of ad clicks in order to earn profits. For, this GN will require around 200 quality articles, each article attracting on average 1000 page views daily.

Specific Website Objectives

- | |
|---|
| <ul style="list-style-type: none"> • Assist the users to register and find the articles they are looking for through easy navigation structure |
| <ul style="list-style-type: none"> • Create a forum community |
| <ul style="list-style-type: none"> • Involvement of fitness gurus to boost website credibility |

Site users: Scenario

Targeted users need and objectives –

[Prospective users](#)

Prospective users need to have the gym and nutrition information available to make a decision to register with the site. Websites these days are frequently crawled by users and the best (in terms of support, size and volume of content available) is chosen when considering to join an online community. The prospective students need to be able to find informative articles related to gym and nutrition, meal plans and the registration process. Be able to check website credibility through the number of Facebook page followers and the people associated with the site.

[Moderators and Content Writers](#)

Moderators and content writers are mostly interested in opportunities like rewards for the Best content writer and Moderator of the month, which provides them with small financial gains and increase in reputation in the community.

[Contributors \(Donors\)](#)

The fitness geeks that contribute to the site and community for no financial gains but as a hobby and want to help other people, they must be able to easily register and contribute right away and gain recognition in the forum community.

[Content Fans](#)

The site's subscribers/fan must be able to receive all the latest news and articles and be able to also share content on social media sites with ease.

Use Cases –

[Use Case 1 \(Prospective Fitness Freshman\)](#)

John, a 19 years old college student attending college wants to get started with fitness and build a healthy physique. John has never gone to gym or followed a strict healthy diet before. This individual will need to know how to get started with gym and what nutrition is needed like John wants to lose fat, he needs articles and information regarding fat loss and must be able to ask his question to the community on the site.

[Use Case 2 \(Prospective Advanced Fitness Enthusiast\)](#)

Navjot, is 22 years old, and has been to gym and used to running and cycling before he has landed up on the GN website, he will need to see high quality advanced content on the site

to get his attention as he already knows the basics and here the GN website credibility and help needs to be strong in order to hold on to this kind of users.

Use Case 3 (Prospective Content Writer)

Josh Protein, is a 35 years old fitness enthusiast and loves writing content on fitness and nutrition topics. He is looking for opportunity at GN and work from home. Josh found a nutrition content writers job description in the careers section of the GN website and would like to apply. Benefits like flexible hours is must as Josh needs to take care of his family.

4 Site design & navigation

Information Architecture

Lets, first understand Information Architecture (IA) for websites –

IA is the practice of deciding on how to arrange parts of the website to make it more understandable and is used to gain competitive advantage.

Figure 8: Example of good Information architecture

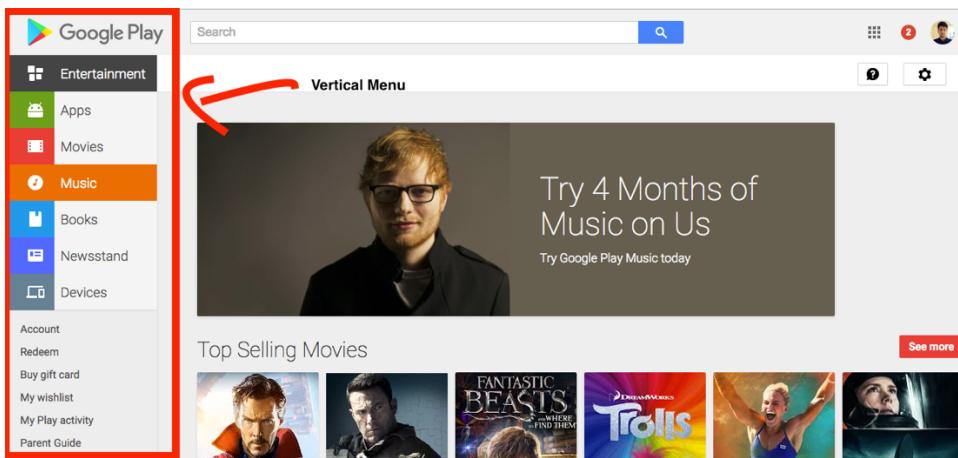


Here, the mysite.com example presents its information in a very neat and clean way using all the available space on the page whereas other sites lack this.

As, we know there are millions of websites, and different websites require different navigation scheme. Some websites may be able to achieve its goals with a less deep menus (example: gymandnutrition.com) and other sites may require deep menus with more complicated menu structure (this happens when, there is a lot of information to be displayed (example: bodybuilding.com)).

The other thing to consider is, the number of top level menu items. If there are a lot of menu items at top level a vertical menu would suit the best, and if few top level menu items the horizontal menu will be best suited.

Figure 9: A good example of vertical menu



Google Play store - <https://play.google.com>

Figure 10: Good example of horizontal menu



Apple Inc. Website – <https://apple.com>, it has a clean menu with 7 menu items which probably what would fit in that space.

Figure 11: And in more complicated sites, their may be a need of mixture of the two

Inovies Website: <https://www.inovies.com/> is a good example of site with mixed menu. It has a horizontal menu at the top with few items and a vertical menu with a lot of menu items as well.

I think the delineation b/w the two is the top menu is more content related while the vertical menu is more business/services offerings.

These days, many sites have a complex navigational structure which requires more than 1 navigational scheme on a page. This makes the designs a lot more complicated, as they need to be organised in a way that its easy for the user.

Organisation Scheme for Gymandnutrition.com

Organisation Scheme – deals with how the information on the website is categorised and the different ways you can create relationships between each pieces. We use organisation schemes everyday without realising it. Internet Websites, Supermarkets, Telephone books, Library etc.

For a website like Gymandnutrition.com, where different people with different needs are served, a good complex information architecture will be required.

Since, GN website serves to many user roles like beginner's, intermediate, advanced and guru in different categories like gym, nutrition, fitness, fat loss etc. Having, a hybrid scheme (role and structure organisation) would suit the best for GN website which will allow it to serve every role in each category.

For the purpose of this report, I will outline 2 information architectures – Role based architecture and Structure/Category based architecture.

Scheme 1: Role Based Organisation

In this organisation structure, the site architecture and key navigational elements is based on the role of the user visiting the website. For, Gym and Nutrition the most logical sequence could be –

- Prospective Users
- Prospective Content Writers
- Nutrition Experts
- Gym Experts
- GN Athletes (GN in future, may hire some athletes)
-

Scheme 2: Structure Based Organisation

Scheme 3: The Hybrid Scheme - combining both the structures

[Writing Quality](#)

[Appropriateness and Value of Site Content](#)

5 Heuristic Evaluation

6 Conclusion & Recommendations

[Conclusions](#)

[Recommendations](#)

7 References

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