

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

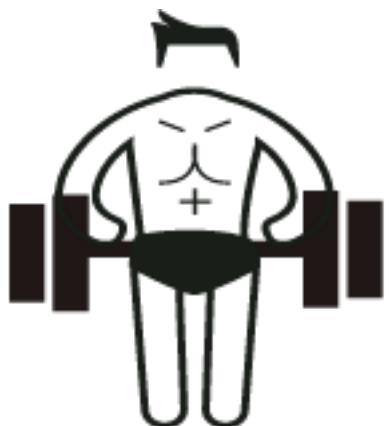
<http://gymandnutrition.com>



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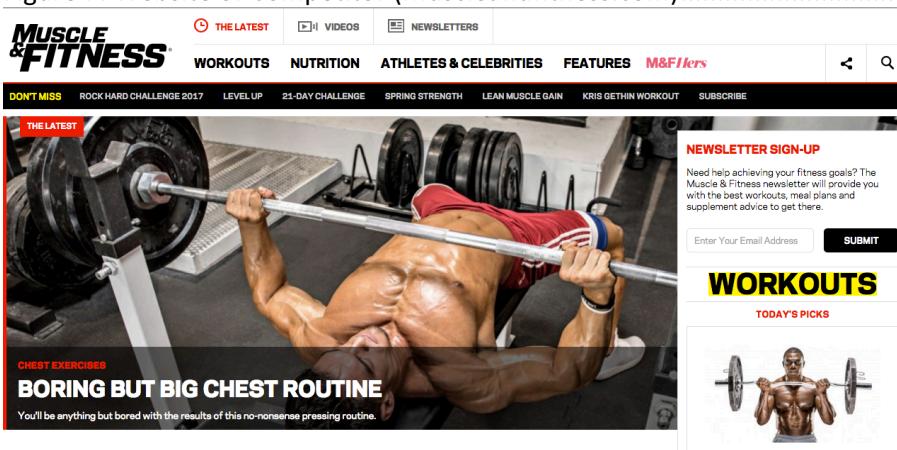
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GYM AND NUTRITION.COM

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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.

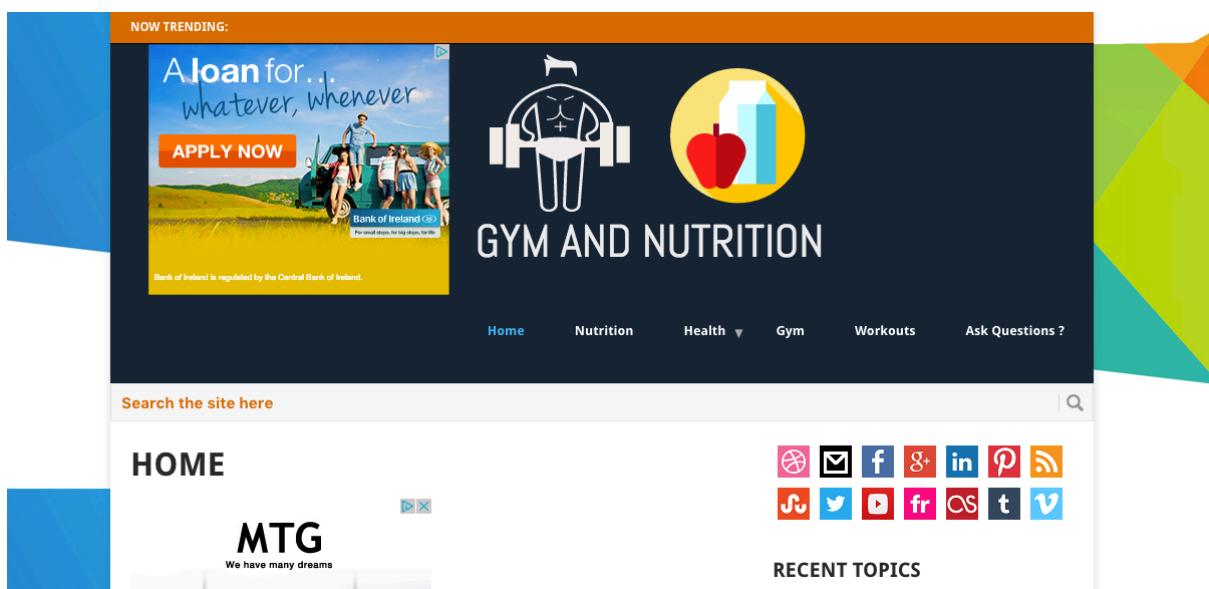


Figure 1: Current Version of GN Website

Site Overview



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



Site Logo (Main Logo) – Simple but meaningful 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

Home > Forums > Body Building [Subscribe](#)

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

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

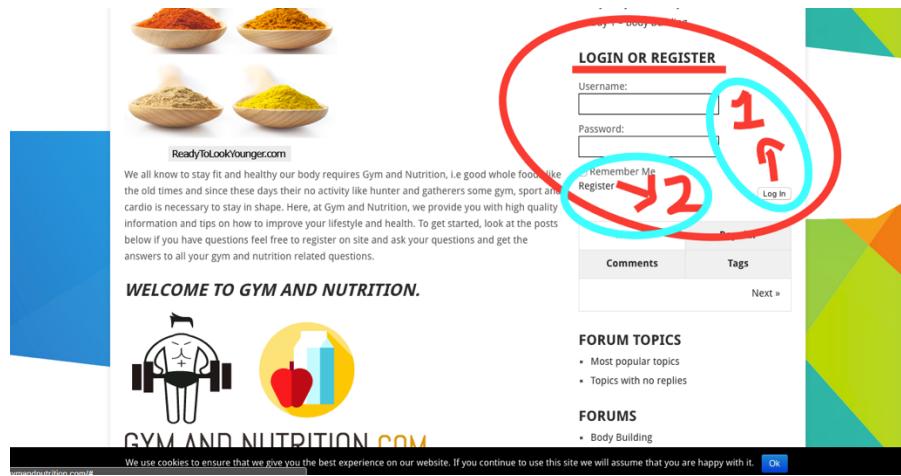
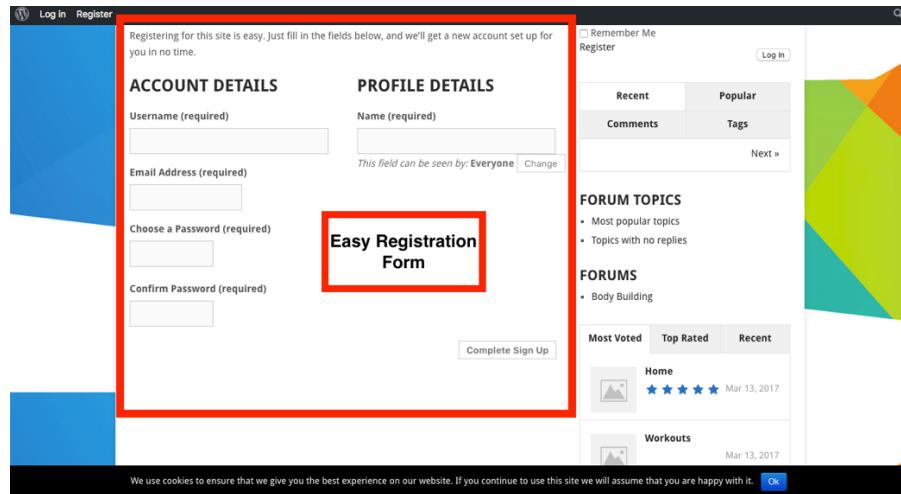
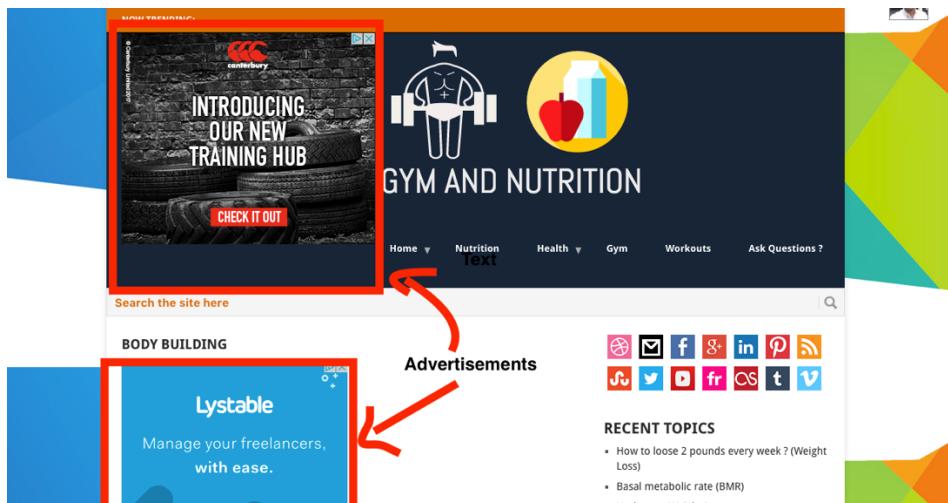


Figure 4: Easy Registration Form



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 is 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.

2 Competitive websites (no more than 3)

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>

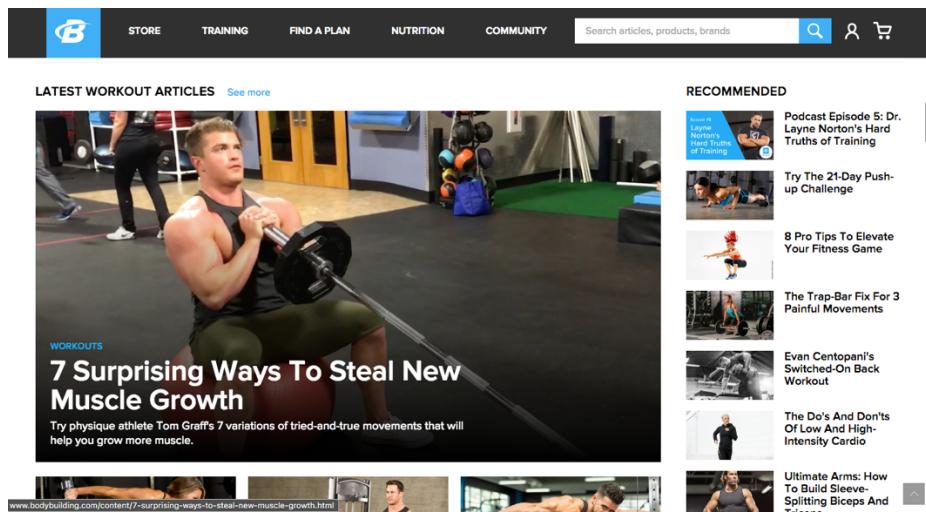


Logo (Very simple and stylish, Sky blue background and white coloured letter "B" - short for body building).

Figure 6: Website of Competitor (Bodybuilding.com)

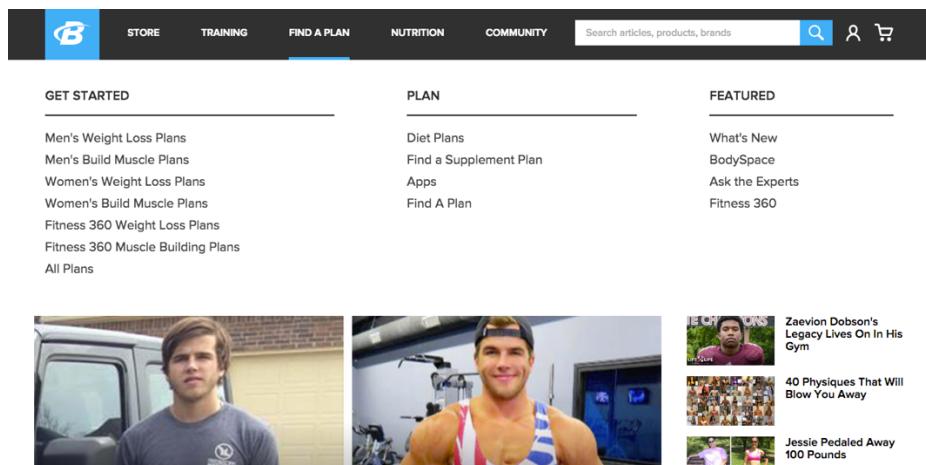
The screenshot shows the homepage of Bodybuilding.com. At the top, there's a black navigation bar with the 'B' logo, followed by links for STORE, TRAINING, FIND A PLAN, NUTRITION, and COMMUNITY. A search bar and a shopping cart icon are also present. Below the header, a large banner features the text 'DAILY DEALS FROM TOP BRANDS' and 'SHOP NOW'. It highlights a 'TODAY'S DEAL' of '2 FOR \$40' on '4 TOP SELLERS' with a 'SHOP NOW' button. To the right, there's a 'MUSCLE MADNESS' section with a 'SPEND \$49 FOR YOUR CHANCE TO WIN!' button. The main content area below the banner includes 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 a 'BUY PAK 44' button.

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.

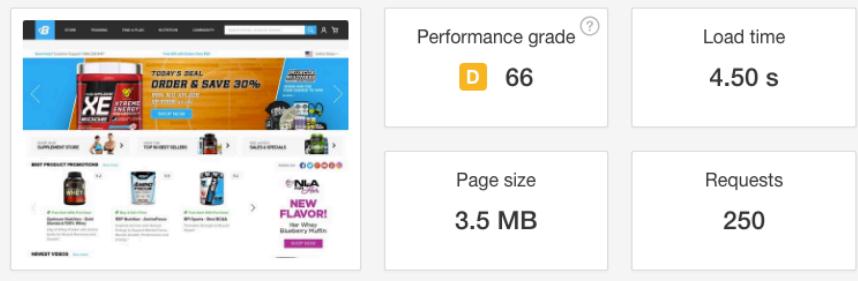
Applying Effective Usability Criteria (Bodybuilding.com)

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)

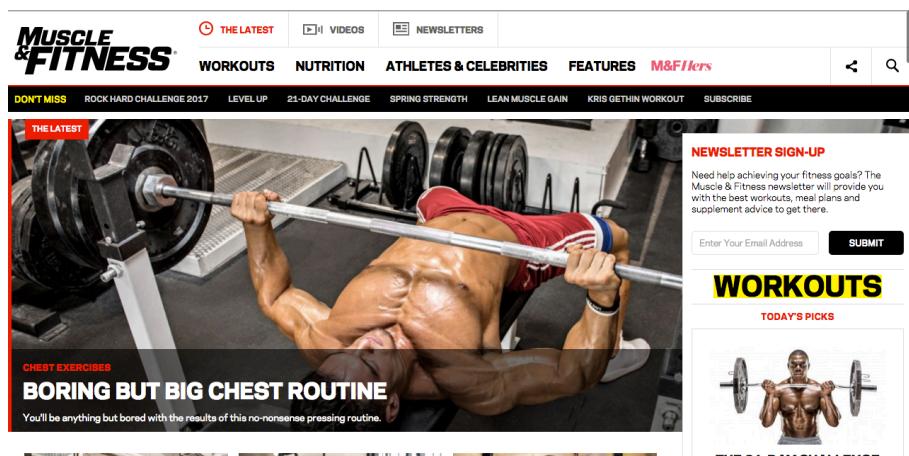
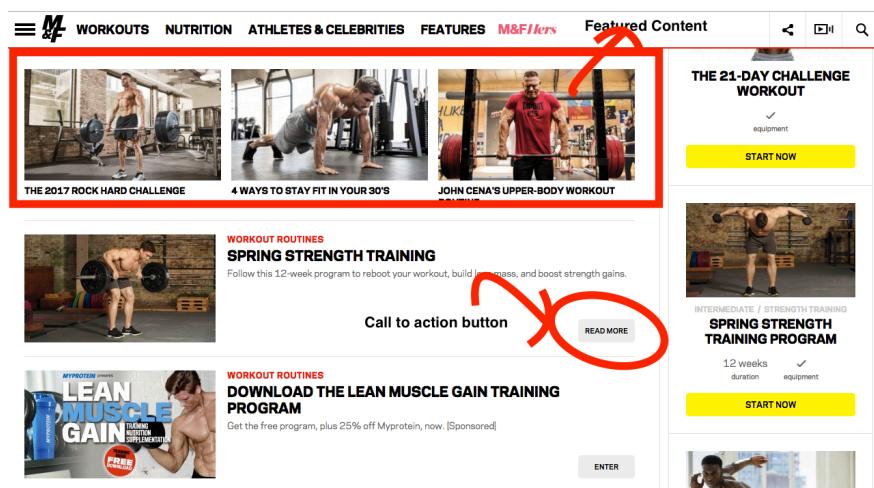
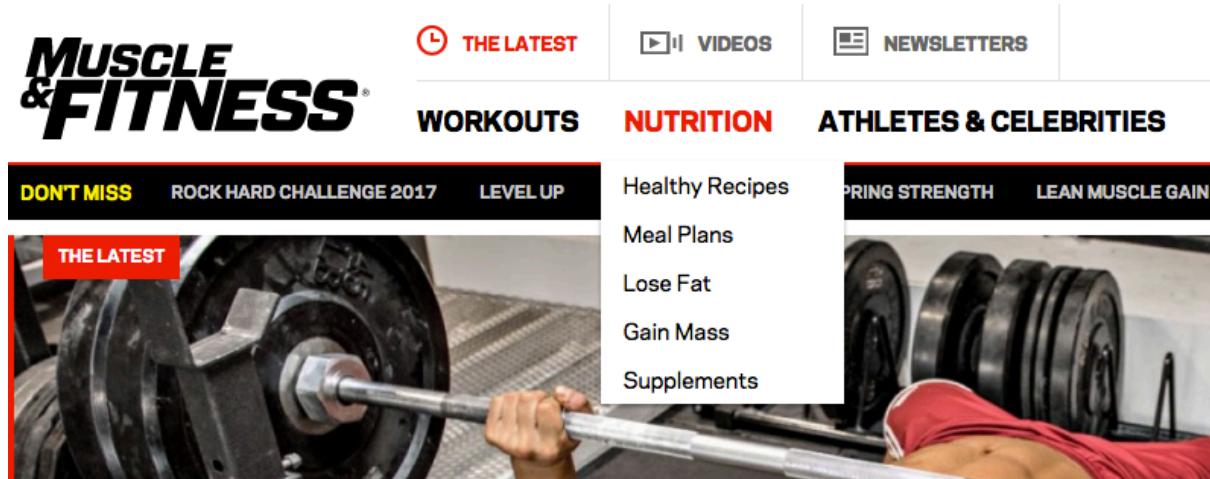


Figure 7.1: Muscleandfitness.com - Content Layout



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.

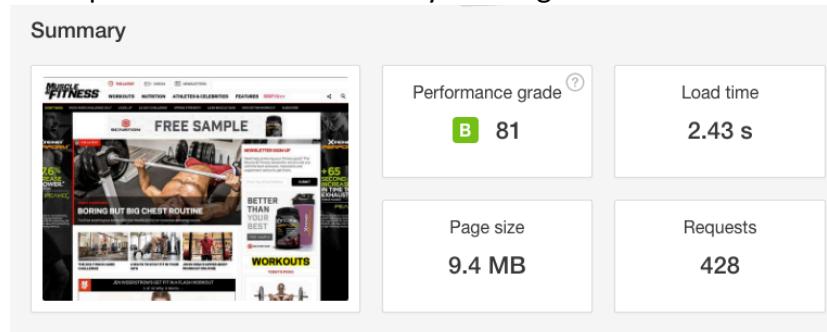
[Applying Effective Usability Criteria \(Muscleandfitness.com\)](#)

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 Site requirements

4 User requirements

Scenarios (no more than 2)

5 Site design & navigation

Information architecture

Mobile usability (optional)

6 Heuristic Evaluation

7 Conclusion & Recommendations

8 References

~~Notes and Requirements~~

~~Carry out investigation into the usability of an existing website. (3 Thousand Words)~~