

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

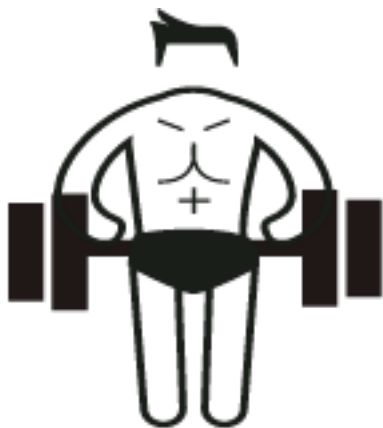
<http://gymandnutrition.com>



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Module: Usability Design

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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 weather 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.

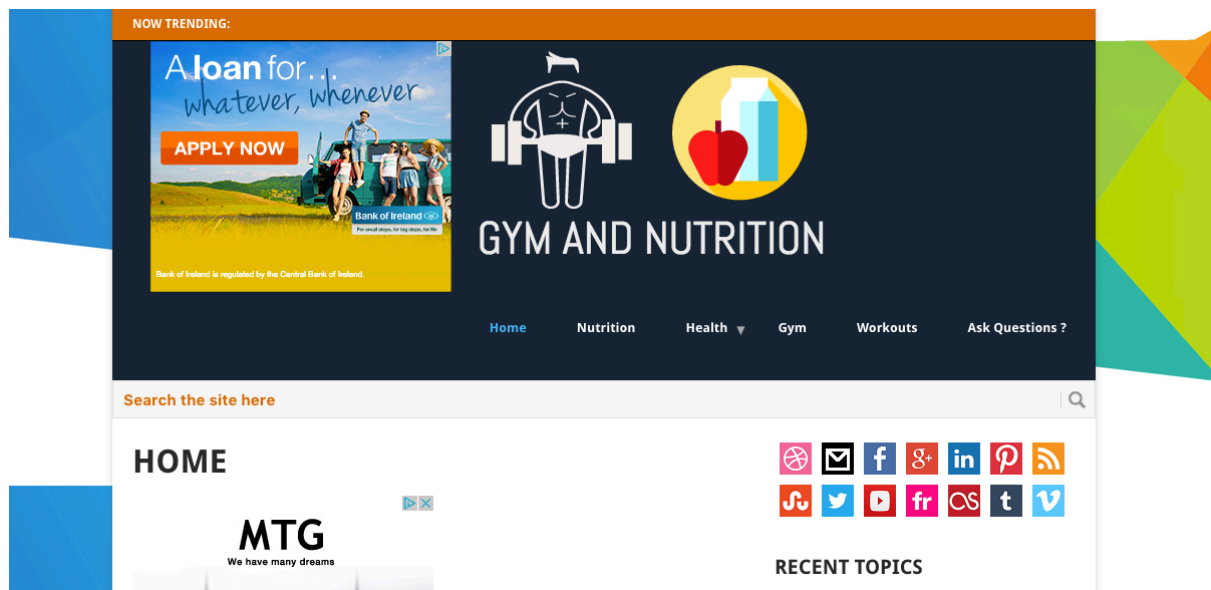



Figure 1: Current Version of GN Website

Site Overview

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 this?

GN website is fairly new 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.

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

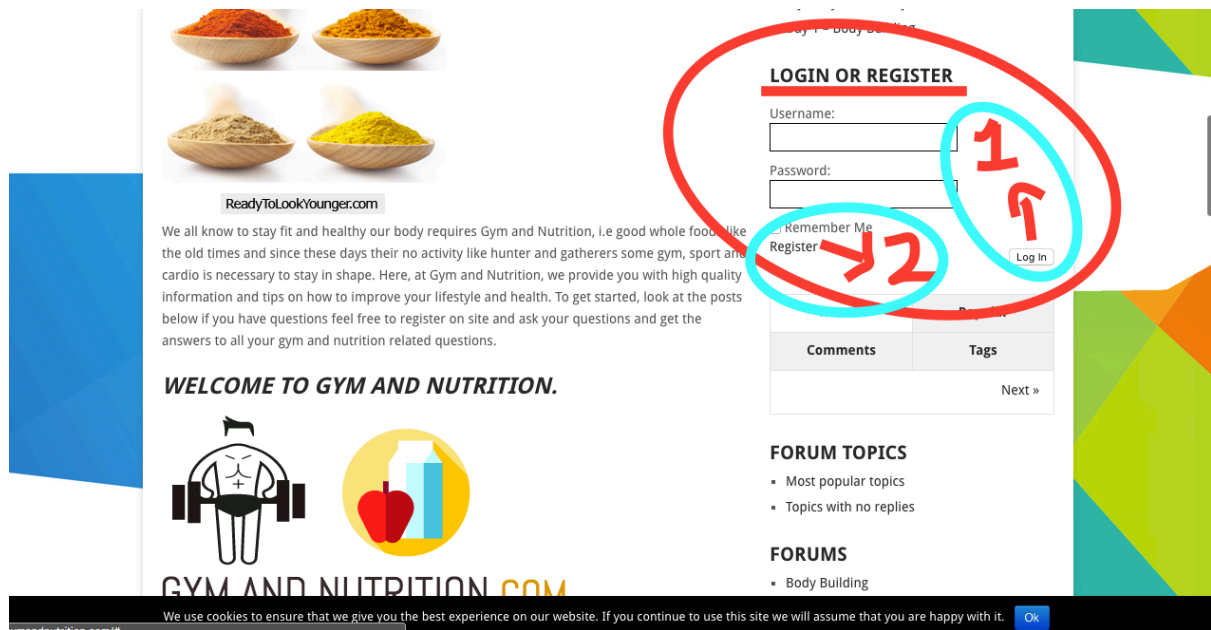


Figure 3: Website provides easy Login/Register on each page.

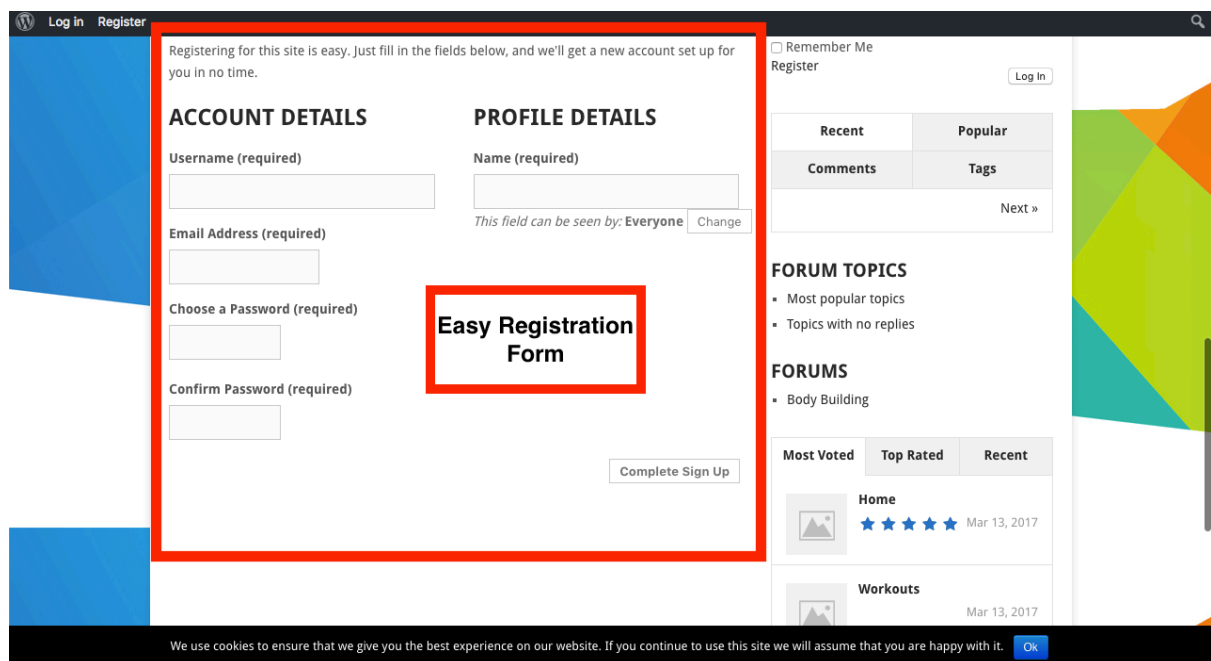


Figure 4: Easy Registration Form

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.

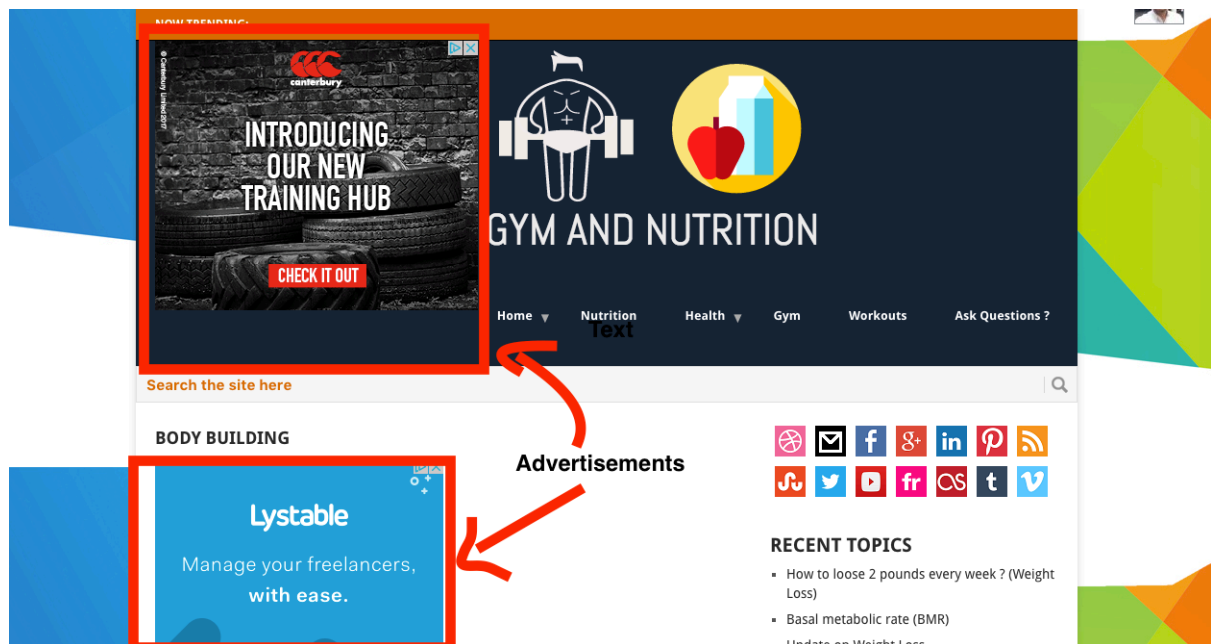


Figure 5: Websites income source (Advertisement)

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.

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.

2 Competitive websites (no more than 3)

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)