

Lesson

Assignment 1.2

Quantitative data

Who are our users:

- Primary age group: Aged between 25 - 34
- Secondary age group: 35 - 44
- Female: 43.1%
- Male: 56.9%
- Moms and dads
- Kids

Category of users:

1. Shoppers/Value Shoppers - 3.06%
2. Sports & Fitness/Health & Fitness Buffs - 2.70%
3. Media & Entertainment/Movie Lovers - 2.48%

What are their goals:

- Buy a rugby ball
- Skills development
- fitness

What are their(users) motivations:

- Mom and dad's point of view is to buy their child a rugby ball.
- From a child's point of view it is to increase their skills as a rugby player and practice rugby drills.

Behaviour

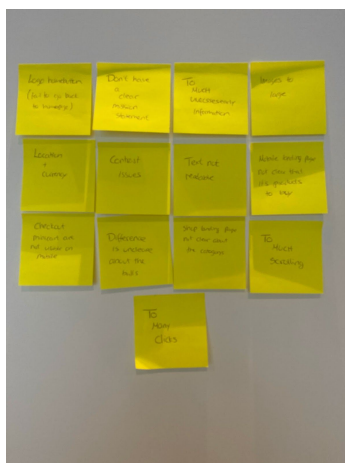
Product detail page

<https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/>

- Clicking on Image "Carousel"
- Users are clicking on the buy now products more than they should instead of buy now
- No users are clicking on the share icons.
- Newsletter signup box no one is clicking on it.
- Users clicking the back to top button A LOT.
- Related Products component... kinda useful, but only the flag ship product is being clicked.
- International distribution in footer gets clicks - 1.2%

Qualitative analysis

For qualitative analysis we wanted to see what doesn't work, so we can improve the website. We checked mobile version and desktop version. I feel like it is a lot that we could do better, but i chose some of them to focus on.

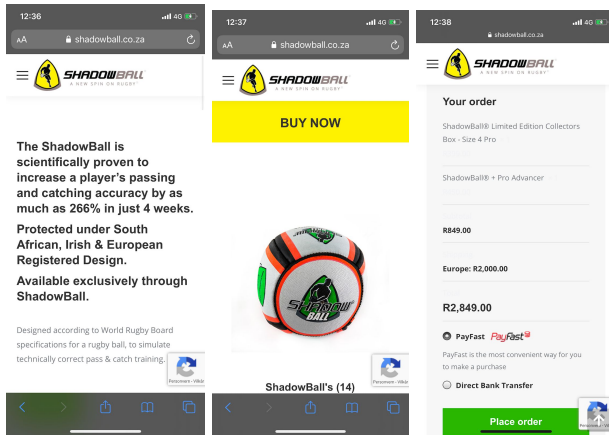


<https://shadowball.co.za/>

Shadowball

Mobile:

- Could have been picture or link to the product page when you enter the site, instead of enter it only from the hamburger menu
- Could have been less to scroll down to buy the product, it can be positive and negative. The positive is that you tempt people to buy more products, negative is that it can take too long for the user.
- Should have been more clearly that i have 2 product that i want to buy



Desktop:

- everything is on one page
- can't click on the picture to enter the product on the homepage products
- can't click on the logo to enter the homepage
- picture in the detail page is to big
- better than the mobile version



Competitor analysis

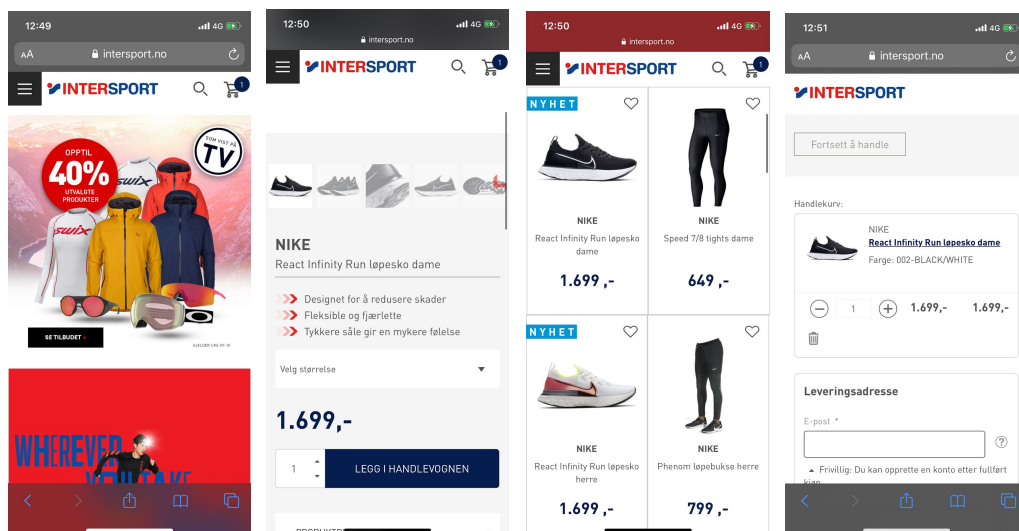
For the competitors we chose to use three different websites and find what we liked and what we did not like, and to get inspiration to use later on.

Intersport:

<https://www.intersport.no/>

Mobile:

- Easy to see offers of products on the homepage
- Easy to see new's
- Easy to put in a shopping cart
- Easy to adding more items after you enter the shopping cart



Desktop:

- Good product detail information, clean and easy to read
- Easy to put in shopping cart
- Good choice that you can zoom in on images
- Easy to put on a wish list
- Good shopping cart, not much scrolling
- Too much filter options, but can be good for those who know what they want to buy






Finn din butikk


Ønskeliste


Kundeklubb


Logg inn

 1
Handlevogn

NYHET  NIKE React Infinity Run løpesko dame 1.699,-	 NIKE Speed 7/8 tights dame 649,-	NYHET  NIKE React Infinity Run løpesko herre 1.699,-	 NIKE Phenom løpebukse herre 799,-
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INTERSPORT

Søk etter produkt

 Finn din butikk
 Ønskeliste
 Kundeklubb
 Logg inn
 Handlevogn

// DAME // HERRE // BARN OG JUNIOR // VINTERSPORT // TURUTSTYR // SPORT OG BALLSPILL // TRENING // SYKKEL // MERKER

DAME > SKO > Løpesko > Løpesko dame > React Infinity Run løpesko dame

 Legg til i ønskelisten

NYHET



NIKE

React Infinity Run Løpesko Dame

SKU: 323330

- >>> Designet for å redusere skader
- >>> Fleksible og fjærlette
- >>> Tykkere såle gir en mykere følelse

Velg størrelse

1.699,-

1

LEGG I HANDLEVOGNET

Vi bruker Cookies for innholdsoptimalisering. Ved å fortsette og bruke siden eller trykke OK så godtar du dette. Les mer om bruken av cookies her.

OK



NIKE
React Infinity Run løpesko dame
Farge: 002-BLACK/WHITE

1

1.699,-

1.699,-

Leveringsadresse

E-post *

Frivillig: Du kan opprette en konto etter fullført kjøp.

Telefonnummer *

Navn *

Etternavn *

By *

Gateadresse *

Leveringsmåte

Fraktoalternativene vises når du har lagt inn din adresse. TIPS! Hvis du kjøpt ønsker å sjekke fraktmulighetene og prisene kan du skrive inn postnummer i Postnummer feltet.

Betalingsmåte:

☐ Kortbetaling



☐ Verdikort



Bruk rabattkode

Totalsum: 1.699,-

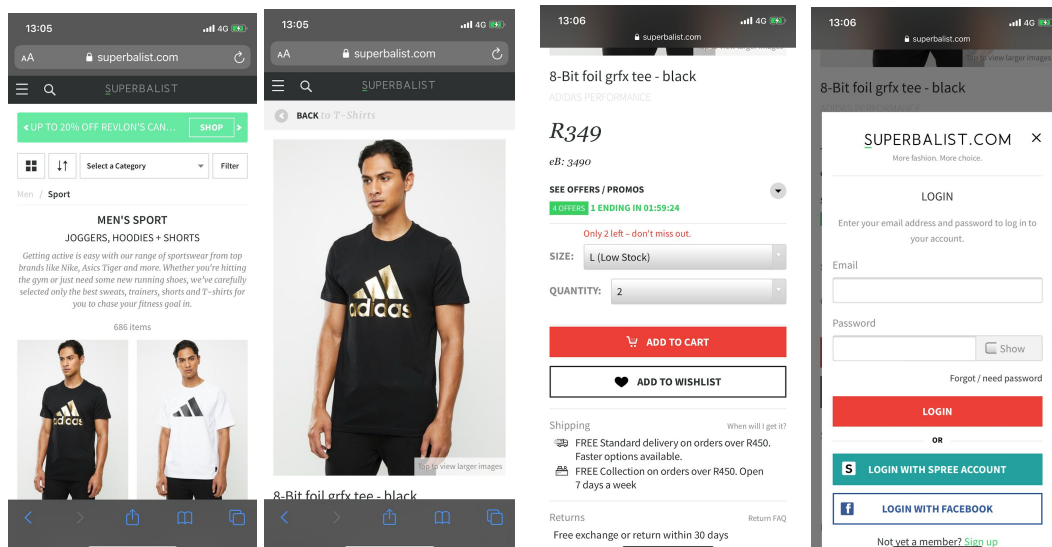
Bestill

Superbalist:

<https://superbalist.com/sport>

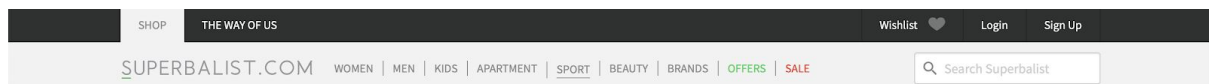
Mobile:

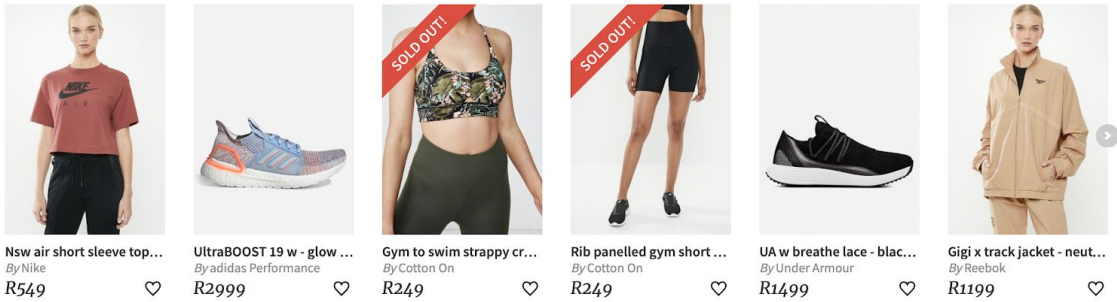
- Good pop-up
- Good filter options
- Should maybe have been easier to see that it's more images on the detail page, not only when you click on the images
- Can be positive and negative that you have to log in to buy the product
- Few clicks to buy the product



Desktop:

- Good to see that is more images of the products
- Good share buttons, if you want to share the products with your friends





Women / Sport / T-Shirts / W nsw air top ss - burgundy

SHARE [Share 0](#) [Tweet](#) [Save](#)



Nsw air short sleeve top - burgundy

NIKE

R549

eB: 5490

SEE OFFERS / PROMOS

6 OFFERS 1 ENDING IN 01:51:41

SIZE: QUANTITY:

[FIT FINDER](#)



[ADD TO CART](#)

[ADD TO WISHLIST](#)

Shipping When will I get it?
[FREE Standard delivery.](#) Faster options available.
[FREE Collection.](#) Open 7 days a week.

Returns Return FAQ
Free exchange or return within 30 days

Size Here's how to find your fit



SIGN UP NOW + GET R250 OFF* YOUR FIRST BUY

Want insider access to wardrobe must-haves, special offers + all-round style?

* MIN SPEND R700. TS+ CS APPLY.

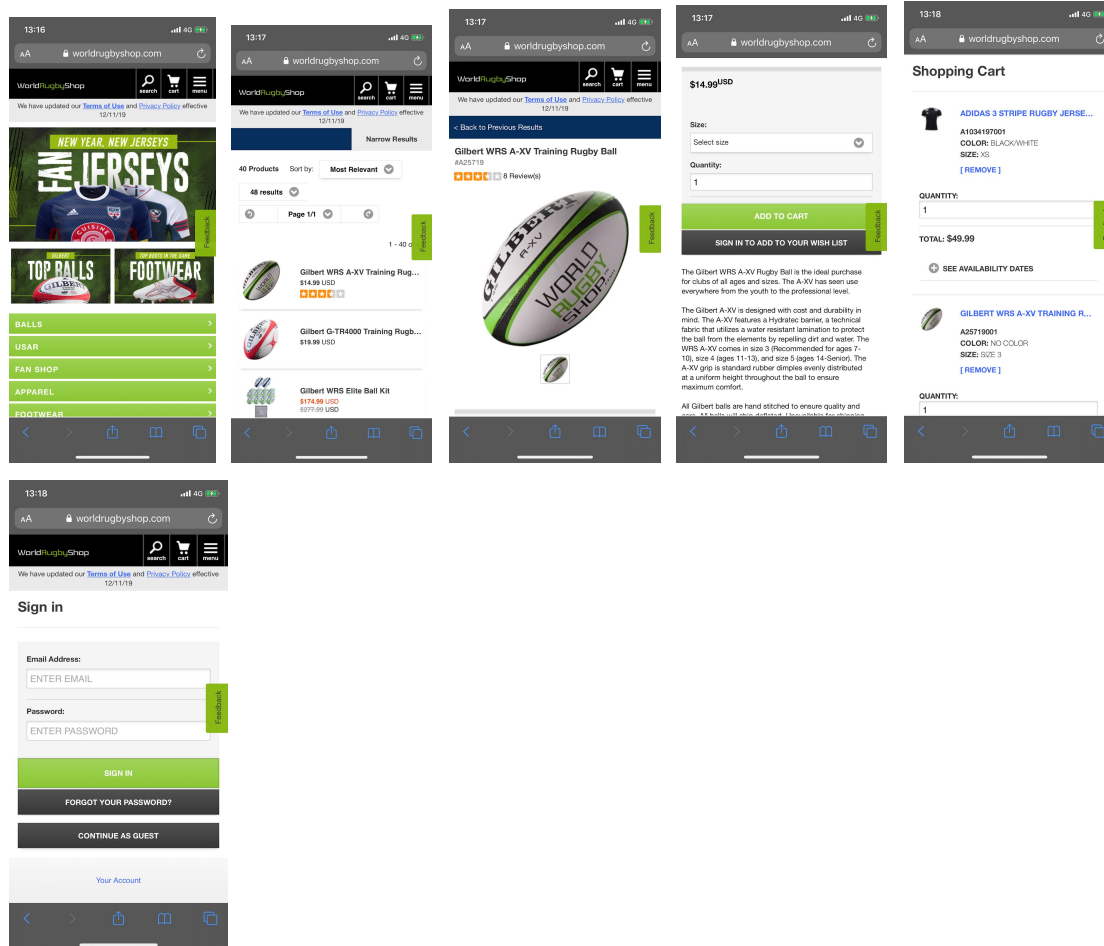
[SEND MY DISCOUNT CODE](#)

Worldrugbyshop

https://www.worldrugbyshop.com/shop/adidas-all-blacks-18-19-parley-jersey_A1021178

Mobile:

- Easy to see that it is an rugby shop
- Easy to spot search, cart and menu button
- Good that you directly enter the shopping cart after adding the product
- Can be positive and negative that you have to sign up to buy the product
- Good information of the product



Desktop:

- Good that you can give reviews
- The more detail button jumps to far down
- Good size for the add to cart button
- Good pop-up when you add a product to the cart, it tempt you to buy extra products
- Good that you also can check out as guest

FAN SHOP / REPLICA JERSEYS / ADIDAS ALL BLACKS 18/19 PARLEY JERSEY



WANT TO BUY
ADIDAS ALL BLACKS 18/19 PARLEY JERSEY
MORE DETAILS +

\$34.99 ~~\$34.99~~ YOU SAVE \$40.00

4.0 (No reviews)

Sign in to write reviews

Size:

Select Size

SIZE CHART +

Quantity:

1

SELECT A SIZE FOR SHIP DATE +

ADD TO CART >

★ SIGN IN TO ADD TO WISH LIST

SUCCESS!
ITEM IS IN YOUR CART!

KEEP SHOPPING

 OR

VIEW CART

TOP PRODUCTS

Gilbert WRS A-XV Training Rugby Ball
\$14.99

Canterbury USA Rugby World Cup Home Jersey 19
\$74.99

★ SIGN IN TO ADD TO WISH LIST

FREE SHIPPING ON ORDERS \$50+.

CART SUMMARY

ITEM	DETAILS	UNIT PRICE	QTY	COST
	adidas All Blacks 18/19 Parley Jersey SKU: A102178003 SIZE: L (Remove)	\$34.99	1	\$34.99
✓ IN STOCK				
	adidas All Blacks 18/19 Parley Jersey SKU: A102178002 SIZE: M (Remove)	\$34.99	1	\$34.99
✓ IN STOCK				
UPDATE CART			Subtotal:	\$69.98
			Shipping:	\$0.00
			Tax:	\$0.00
			TOTAL:	\$69.98
PROMOTION CODE				

SIGN IN

NEW CUSTOMERS

Proceed to checkout and you will have an opportunity to create an account later.

CONTINUE AS GUEST

RETURNING CUSTOMERS

EMAIL ADDRESS:

ENTER EMAIL

PASSWORD:

ENTER PASSWORD

SIGN IN

Forgot your password?

Lesson

Assignment 1.3

User persona:

For the user persona, i choose to use a dad who is a parent of a 13 year old kid. He knows computer because of his job. He likes sports, but don't know much about rugby. He`s son wanted to join a team, so Kevin found a couch that takes in new kids to train.

Demographics:



Name: Kevin

Age: 35

Company: Economy

Position: Parent

Technology comfort:

pc: medium to high

web: medium to medium

Personal background:

Mr Kevin is a parent of a 13 year old boy who just started his interest for rugby. He wants to buy the best products for his son, and also see the new products.

He is responsible to buy everything his son needs, and needs more information about the products.

Needs:

- Want to see what's new
- Clear shopping cart
- Clear buy now button
- Clear read more button
- Easy to read and see the product
- Easy to buy more products
- Clear mission statement
- Good contrast
- Clear category page

Motivations:

Buy different products to his son

Scenarios:

Wants to know the difference between the products

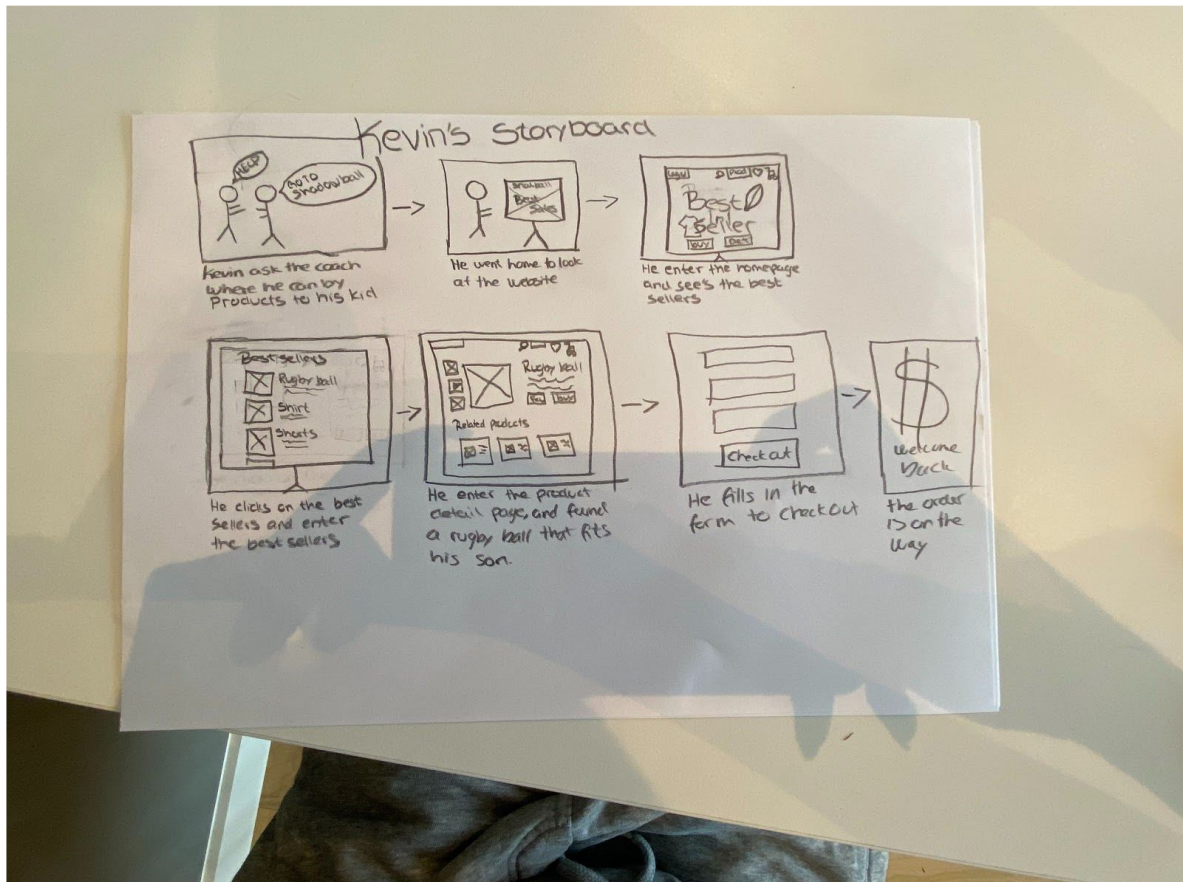
Features:

- Details of new offers/ new products
- Clear call-to-action buttons
- Details of the product
- Good images, not too big or too small

Behaviors:

Easy clicks to buy products

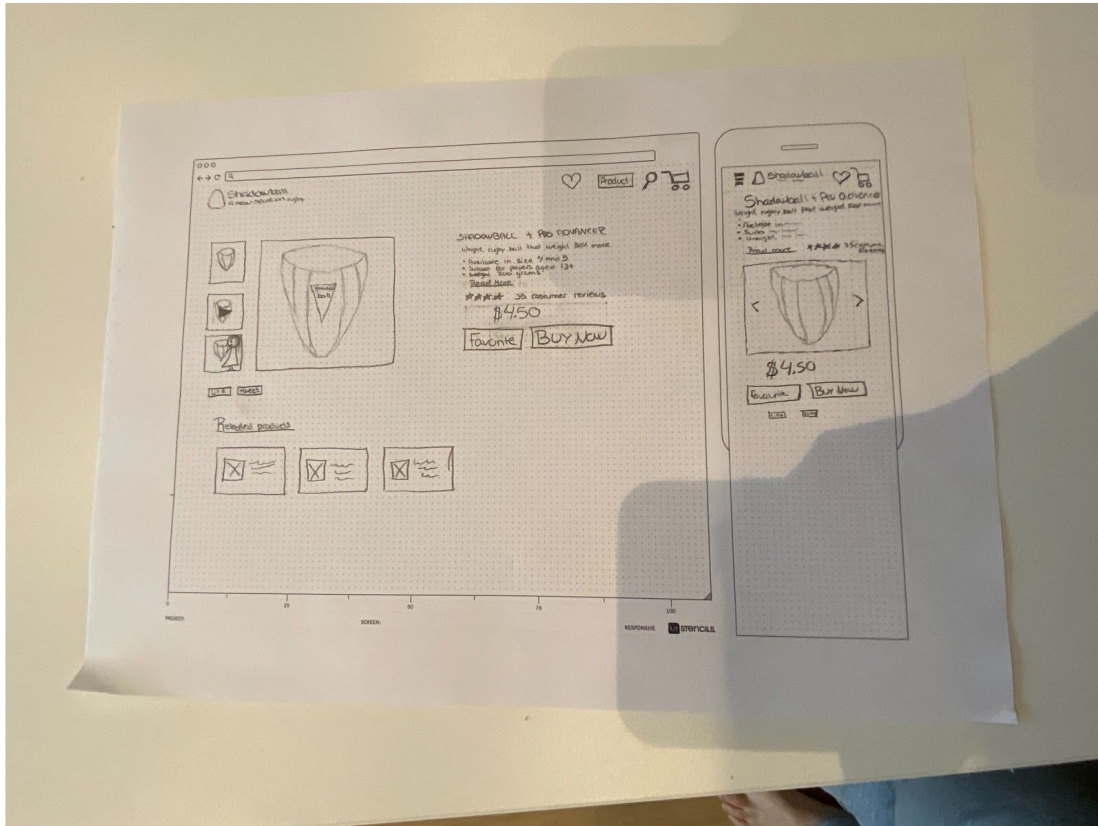
Easy to see the shopping cart

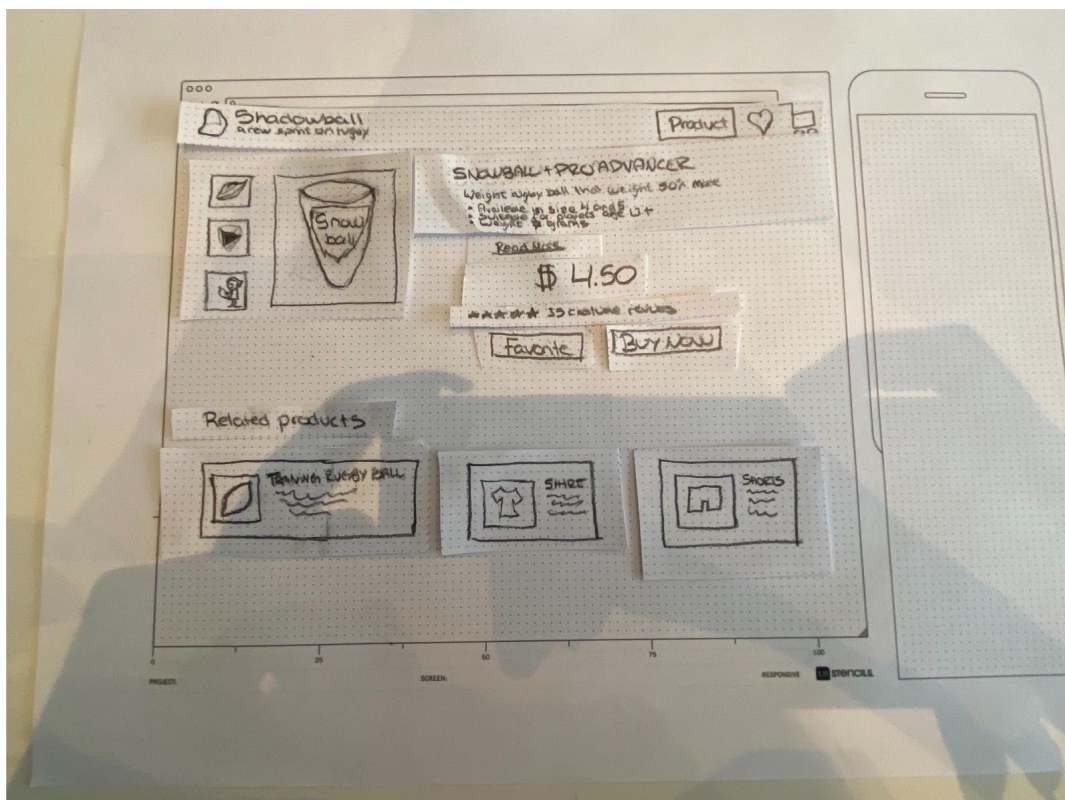
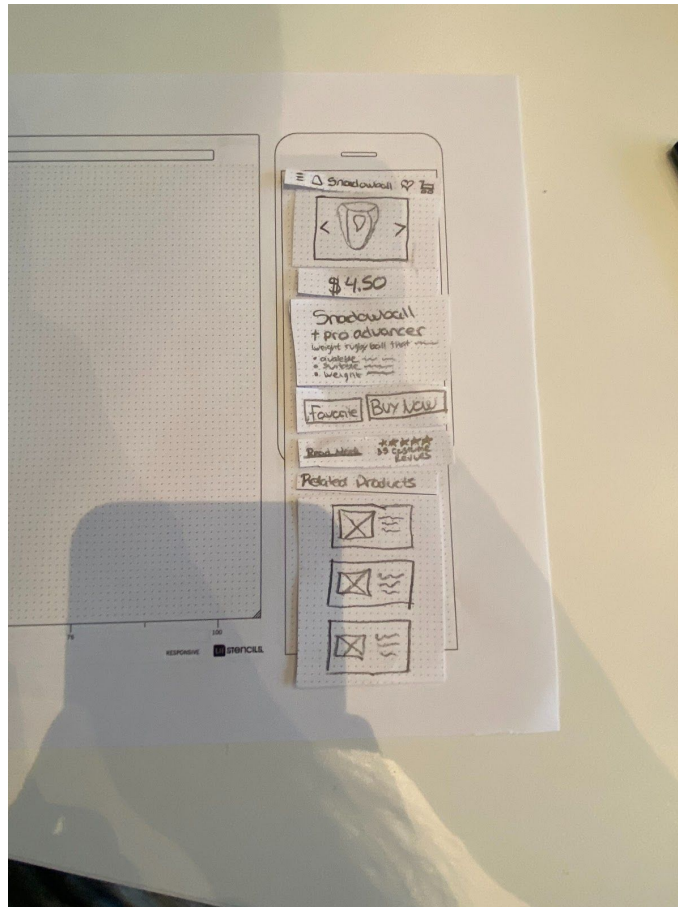


Lesson

Assignment 1.4

Paper Prototype





Report

Conclusion:

I start with the quantitative data.

Design research is a good custom focused approach that help me answer questions.

I think this is a good way to think different from what we did before. That we have to understand the user more, with more specific questions like who are they, witch category, what are their goals, and so on.

For the quantitative analysis, it is a good way to spot what could be different about the site. Both for mobile users and laptop users. Write down details on that dont works on a sticky note, and get it more clearly what the difficulty is.

It was a good practise to see how my fellow student used the website, if he could find what he wanted, how many clicks he had to use to buy a product, if this was an easy process or difficult process.

The competitor analysis, is a good way to see what the competitors have done better, and to get more inspiration. But also to see what might don't work on their site, for example a share button is maybe not alway needed. But an rating button might be a good detail to have.

User persona is a very good way to think differently, to try to understand the users needs. I think that it would be good to use in the future, in all kinds of websites, see which age group the website wants to "hit". And sometimes it is maybe necessary to use more than one user persona, if they want it to work for all ages. So this is also a fun way of thinking like a new person and its needs.

Paper prototype is also a very nice tool to use, so that we can try different way of setting the details page. It might be useful to show the client and also to test it on a user, to see if they understand the use of the website, and try to see how they would have used it better.

To sum up all of this, i think this is very interesting and something that i will use more often. And something i want to learn more about. I can't wait to learn more about interaction design!