

Website Critique

One of the main functions of a business website is to entice people to become customers. The website should have a clear purpose, communicate who they are and what value they can create for the customer, a logical structure, a consistent theme, break up the text with relevant images, and be mobile responsive. The website should also appear trustworthy, especially when taking online payments. A website is a representation of a business and therefore should be of high quality. The website to be critiqued for academic purposes is Hanger 66 (<https://hanger66.com.au/>). It is a local Brisbane business which provides a range of fitness classes for a variety of people and the critiques in this essay are based on their website only.

The purpose of their website is to inform current and future students about the various fitness classes available, who can attend and when, while also being able to make bookings into said classes. The website fulfils this purpose perfectly with the content, images, and a bookings page. The simplicity of the site follows the three click rule which states that “users should be able to access the information they seek in three clicks”¹. A specific example of this is where a customer can easily find the desired class and make a booking by clicking on the tab “Bookings” which is situated near the top of the page.

However, the process of booking into a class requires a few more steps which can be somewhat complicated. On the bookings page, there looks to be only two days of classes when scrolling down (see Figure 1). It’s not until I hover my mouse over the calendar section that I can scroll to view the other classes.

The screenshot shows a website navigation bar with links for Home, Bookings, Timetable, Fees and Membership, Classes, Parties and Functions, Our crew, Blog, and Contact. Below this is a search bar with fields for 'From' (22 Mar 2019), 'To' (12 Apr 2019), 'Show Sessions' (dropdown), and 'by Instructor' (dropdown). The main content area is titled 'BOOKINGS' and contains two tables of session data.

All Sessions

| Start | Finish | Session Name | Instructor | Location | Book Now |
|---------|---------|---------------------|-------------------|---------------------|----------------|
| 6:00 AM | 7:00 AM | Calisthenics | Courtney Giacci | Hanger Calisthenics | Session Closed |
| 6:00 AM | 7:00 AM | Open Session (Pole) | Lynn Tan | Hanger Pole | Session Closed |
| 7:00 AM | 7:45 AM | H66 Private | Mikhael Rakauskas | Hanger Pole | Session Closed |
| 5:00 PM | 7:00 PM | PoleJam | Glenda Walters | Hanger Pole | Session Closed |

Saturday, 23-Mar-2019

| Start | Finish | Session Name | Instructor | Location | Book Now |
|---------|----------|-------------------|--------------------|---------------------|-------------|
| 7:00 AM | 8:00 AM | Boxing | Peri Timo | Hanger Mix | 1 of 16 Max |
| 7:00 AM | 8:00 AM | Open Session | Glenda Walters | Hanger Pole | 2 of 15 Max |
| 8:00 AM | 9:00 AM | Jnr Pole plus Mum | Glenda Walters | Hanger Pole | Available |
| 8:00 AM | 9:00 AM | Pilates | Irina Kahler | Hanger Mix | 2 of 10 Max |
| 9:00 AM | 10:00 AM | Skills & Drills | Glenda Walters | Hanger Calisthenics | Available |
| 9:00 AM | 10:00 AM | Spin | Alberta Guadagnini | Hanger Pole | 8 of 11 Max |
| 9:00 AM | 10:00 AM | Yoga | Sarah Schmiedler | Hanger Mix | 1 of 10 Max |

Figure 1 “Bookings Page”.

Upon first using this website to book into a class, I felt frustrated that I could not find my class, nor how to apply the coupon code to get my first session for free. The experience was annoying that I ended up emailing the studio on how to use their website, something that should not happen. A website is built to assist with the business, not create more work for the employees/contractors.

A suggestion to fix this would be to spread out the calendar across the screen so every class can be viewed, similar to their timetable page. The studio could make each class clickable, have a modal pop up with the class

¹ Iglesias, L., Paredes, C., Gómez, L., and Gutiérrez, M. *User experience and the media: The three-click rule on newspaper websites for smartphones* Revista Latina de Comunicación Social, 73, pp. 595 to 613.

<http://www.revistalatinacs.org/073paper/1271/30en.html> DOI: 10.4185/RLCS-2018-1271en

details and the option to add it to the user's cart. This would streamline their booking process and make it less complicated.

Hangar 66's website communicates who they are and what value they can create for the customer by having a tab in the menu dedicated to their instructors who have a wide range of skills. Albeit, the list is a long collection of meaningless names and is difficult to navigate (See Figure 2 "Our Crew"). As a user, I could not scroll further than the instructor Johno. If I was looking for an instructor with a specific technique that either Sarah or Tiffany had, I would not know it because they cannot be seen.

The screenshot shows a navigation bar with links: Home, Bookings, Timetable, Fees and Membership, Services, Our crew, Blog, and Contact. The 'Our crew' link is expanded, revealing a list of names: Alberta, Anastasia, Ciuri, Chelle, David (Eggy), Giovanna, Glenda, Irina, Lynn (which is highlighted with a dark grey background), Mikhael, Joana, and Johno. Below the menu is a large black and white photograph of several people in a gym setting, with one person smiling. At the bottom left of the photo is a small URL: <https://hangar66.com.au/about/lynn/>.

Figure 2 "Our Crew" - there are two more instructors below Johno but as a user, I could not get to them unless I enlarged my browser to fit the entire screen.

Furthermore, if they expanded their staff, and the list gets longer, there would almost be no point in adding them if they cannot be accessed. In the position of an instructor, I would want people to know who I am and what I can offer in order to get more people in my classes. This type of industry would cancel a class if there are no students. Therefore, it is important to make a change for both the user and the staff member.

A suggestion would be to turn that long list into a separate page with instructor names, profile photos, and a short description for each (see Figure 3 "My Suggestion"). The neat layout with plenty of images and minimal text would be far more enticing for the user to browse the staff and make a personal connection to this business. Such things are important because "showcasing your personality will increase your business's likability and allow visitors to form personal connections with your brand."² Therefore, it is vital to make the list of instructors into a separate page with images in order to achieve such a goal.



² Different Perspective "Putting a face to a name: Why your business needs professional headshots" 2016, <https://dppad.com/putting-a-face-to-a-name/>

Figure 3 “My Suggestion” Image taken from the website and designed by myself in a way that I find pleasing. An instructor’s page full of these is more desirable compared to a list where I cannot see all the instructors and what classes they teach.

The overall structure of the website is somewhat disorderly. The main menu becomes sticky when scrolling which is jarring to the flow and it does not fit on one line (see Figure 4 “Menu”) which makes the website look unprofessional. As a paying customer, I would want the website to be legitimate before handing over my personal details. Everything appears to be centered and condensed to the middle of the page, except for the large images which can take up the whole page. “Your website is a digital counterpart of your business. As such it should reflect exactly what your business and your products and services stand for.”³ Ergo, if a website is unruly, unprofessional and broken; one could assume that the business would be the same.

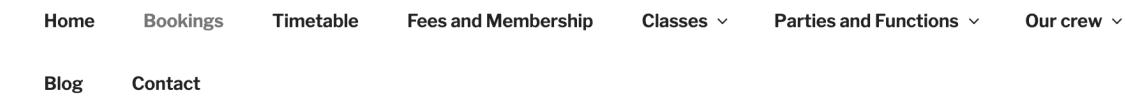


Figure 4 “Menu” appears to be squished and too much going on which is jarring and confusing.

A suggestion for overall structure would be to neaten up the entire site and have a flow. Each section should be broken into logical reading points. “Users don’t read, they scan - users search for some fixed points or anchors which would guide them through the content of the page.”⁴ By having fixed points for easier reading creates a better user experience; which is important for new users to be converted into students and current students to keep on returning.

The use of bright orange gives a fun and energetic feeling to the site which is well suited to their fitness theme and intended market. The orange is contrasted nicely with white background and black text for easy reading. “The main goal here is to simplify things for you and the reader – by going this way, colors (sic) don’t fight for attention.”⁵ Which is true for Hanger 66 and their three colours. Being a fitness studio whose market ranges from kids to grandparents, the orange gives off a warm and welcoming vibe for everyone.

A suggestion for the theme is to change the button colours and be consistent with them by picking one colour and size (see Figure 5 “Buttons”). This change will add to the overall clean and professional look.



Figure 5 “Buttons”. The orange one is found on Fees and Membership page while the dark grey one is found on their Kids Classes page. The orange is different to their orange text too and they should pick one type of orange and stick to it.

A good website has a good ratio of text and images. Too much of either is off-putting. “You see, visuals affect everything from conversion rate to time on page, trustworthiness, and organic backlinks”⁶. So, it can be seen that having images are important but the amount and the quality can really affect the website. While Hanger 66 does have some images and the occasional slideshow; they feel almost like they were added as an afterthought. The

³ One Media “Your Website is a Reflection of Your Company” One Media

<https://onecommedia.com/your-website-is-the-reflection-of-your-company/> (accessed 19th March 2019).

⁴ Friedman, V. “10 Principles of Good Website Design” 2008,

<https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/> Accessed 30th Jan 2019.

⁵ Sanchez, G “Choosing the colour palette, Part III: The Rule of Three Colours”

<https://piktochart.com/blog/choosing-the-color-palette-part-iii-the-rule-of-3-colors/> (accessed 19th March 2019)

⁶ Widmer, B. 2017 “What makes a good website: A quick guide to website design”

<https://www.formilla.com/blog/what-makes-a-good-website/#visual> (accessed 19th March 2019)

four images at the top of the page are meant to represent the different types of classes on offer. However, the titles are cut off. Thus, making the images redundant (see Figure 6 “Heading Images”).

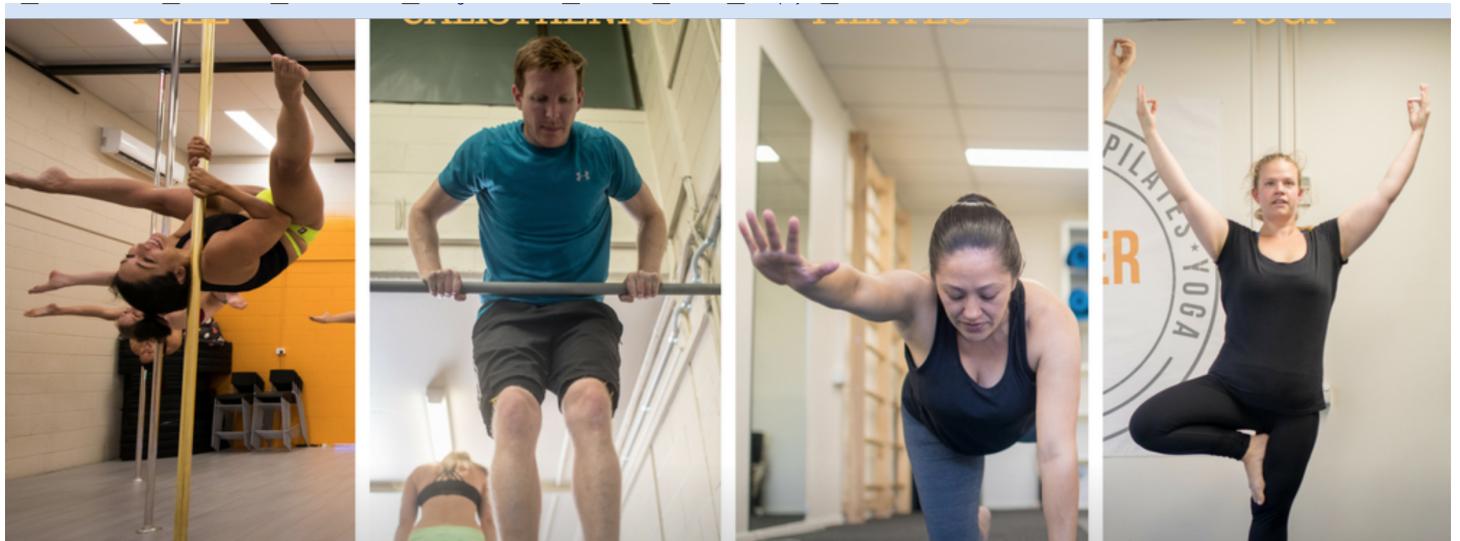


Figure 6 “Heading Images” The blue line at the top is part of my browser. The titles for each can kind of be seen but they are mostly cut off.

A banner of their logo at the top of the page featuring their most important contact details would be a welcome change as would a revolution slider which features their different types of classes on the home page. Each of the images above can be turned into cards on the page which will enable the user to navigate to a class description for each.

Some other design suggestions would be to fix the broken links on the page. When I scroll down to the bottom and click on the Vimeo link, it does to a broken looking page (see Figure 7 “Broken Link”).

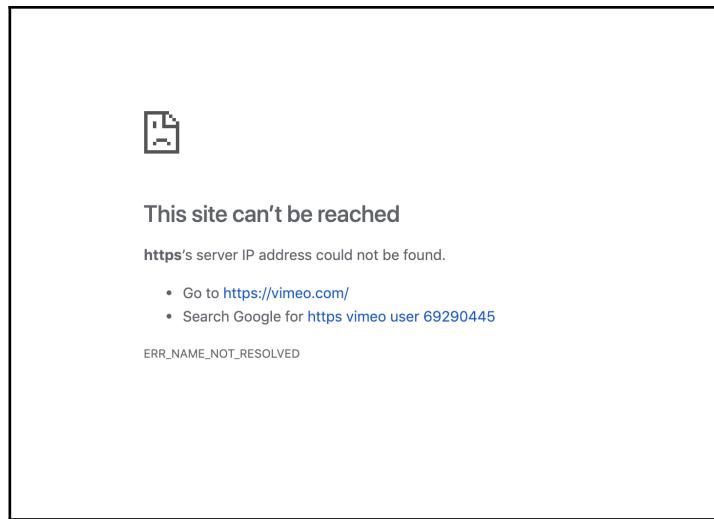


Figure 7 “Broken Link”

As it has been stated before in this essay, messy design and functionality deplete the user’s trust in the website and in the business itself. Testing a website before launching and maintaining it while live is important to keep the website in good shape. Number Ten in the list of “10 Principles of Good Web Design” is “Test early, test often”⁷. This will keep bugs, security breaches, and broken links to a minimum. An extension for Chrome to check said links is called “Check my Links” which will find all the broken links on the website. A useful tool indeed (see Figure 8 “Check my Links Results”).

⁷ Friedman, V. “10 Principles of Good Website Design” 2008,

<https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/> Accessed 30th Jan 2019.

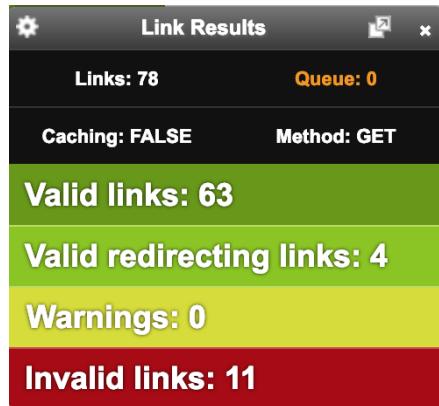


Figure 8 “Check my Links” Results from Hanger 66 website.

Another design suggestion would be to get rid of “Powered by WordPress” at the bottom of the page and include the Favicon at the top (See Figures 9 and 10).



Figure 9 “Powered by WordPress”

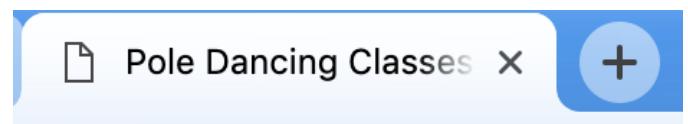


Figure 10 “Favicon”

Even the smallest of changes can make the website look professional. If they are willing to let the smaller things slide, then it makes me as a user, wonder what other things they are not making an effort towards. Having a website up to a certain standard is a reflection of who they are as a business.

A study completed in 2018 compares the use of mobile phones versus desktop and the results were that mobile usage for browsing is on the rise (see Figure 11 “Mobile and Desktop Stats”⁸). It can be seen that more and more people are using mobile devices to browse the internet therefore, a good website needs to be mobile responsive. Hanger 66 has made an attempt on this but there’s still some room for improvement (see Figure 12 “Mobile”).



Figure 11 “Mobile and Desktop Stats”



Figure 12 “Mobile” Screenshot taken on a Samsung.

⁸ Enge, E. “Mobile vs Desktop usage in 2018: Mobile takes the lead” 2018, Stone Temple <https://www.stonetemple.com/mobile-vs-desktop-usage-study/> (accessed 19th March 2019)

The pictures don't shrink down to size and the menu hovers around the bottom of the page. This excess clutter makes the website difficult to navigate and therefore unappealing to use on my phone. Due to these reasons, I have always booked my class via the browser on my desktop, despite studies showing the mobile usage is gaining traction.

A suggestion to fix this is to look at the website on a variety of devices and find all the issues. Then do a redesign while keeping the different sized screens in mind. Always test in each available device, and if there are no other devices available to test one,; just shrinking down the browser size can assist.

In conclusion, the website does achieve its main purpose of informing current and potential students about the services which Hanger 66 offers. Users have the ability to scope out the type of business this is, their staff, and be able to book into a class. However, there are some improvements to be made to the site which will assist in the building of consumer trust and overall reputation of the establishment.

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Figure 1 “Bookings Page” taken from <https://hanger66.com.au/bookings/> Accessed on 15th March 2019

Figure 2 “Our Crew” <https://hanger66.com.au/> Accessed on 15th March 2019

Figure 4 “Menu” <https://hanger66.com.au/> Accessed on 15th March 2019

Figure 5 “Buttons” Orange = <https://hanger66.com.au/fees-and-membership/> Grey button
<https://hanger66.com.au/services/kidsfitness/> Both accessed 15th March

Figure 6 “Heading Images” <https://hanger66.com.au/> Accessed on 15th March 2019

Figure 7 “Broken Link” <http://https://vimeo.com/user69290445> Accessed on 15th March 2019

Figure 8 “Check my Links”
<https://chrome.google.com/webstore/detail/check-mylinks/ojkcdipcgfaekbeaelaapakgnjflfglf?hl=en> Accessed 15th March 2019

Figure 9 “Powered by WordPress” ” <https://hanger66.com.au/> Accessed on 15th March 2019

Figure 10 “Favicon” ” <https://hanger66.com.au/> Accessed on 15th March 2019

Figure 11 “Mobile and Desktop Stats” Enge, E. “Mobile vs Desktop usage in 2018: Mobile takes the lead” 2018, Stone Temple <https://www.stonetemple.com/mobile-vs-desktop-usage-study/> Accessed 19th March 2019

Figure 12 “Mobile” <https://hanger66.com.au/> Accessed on 15th March 2019

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