

# **Web Information Management**

Usability analysis of a website

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## 1 Introduction

This document contains the usability analysis of a company situated in Cittadella, a small city near Padua.

Brugnolaro Calzature is a shop which mainly sells shoes both online and in the physical store. It varies its collection taking articles from traditional brands to the ones of the vegan shoes' market. It has been one of the first shops coming in the web when it was not known so much.

The type of the website is an e-commerce and in this document I will show which are the good and bad aspects, analyzing it in an accurate way. It will be picked the home page and all the pages that guide to a particular product.

## 2 Name and Domain

The website URL is <https://www.brugnolaro.com/it/>.

The domain's name is *brugnolaro* and it sounds good: it has been shortened because the full name should be *Brugnolaro Calzature Store*. Length it is neither long nor short, so it could be easy to memorize. If the full name had been used as domain's name, people would probably need more effort in order to remember it. Maybe in this case it should be good to add some references to what actually the shop is selling (shoes), but anyway it is good to maintain a decent length.

The *.com* domain is used and this is a good point because people are used with it.

## 3 Home Page

The home page is how the website appears to users, so it has to give a clear idea about the content of internal pages. Moreover, it has to provide all the necessary information to the user in a fast and clear way.

Before analyzing it, we define how the home page's structure is composed.

### 3.1 Structure

Here there is a presentation about the home page structure.

After entering in the website (figure 1), we can recognize some elements such as:

- internal advertising banner;
- banner for contacts, social and sign in button;
- logo;
- navbar with links for other sections of the website;
- search bar;
- favourites, product comparison and bucket buttons;
- big image (more information in section );



Figure 1: Home page (first presentation)

Going down using the scroll, there are some suggestions for the e-commerce sections (figure 2).

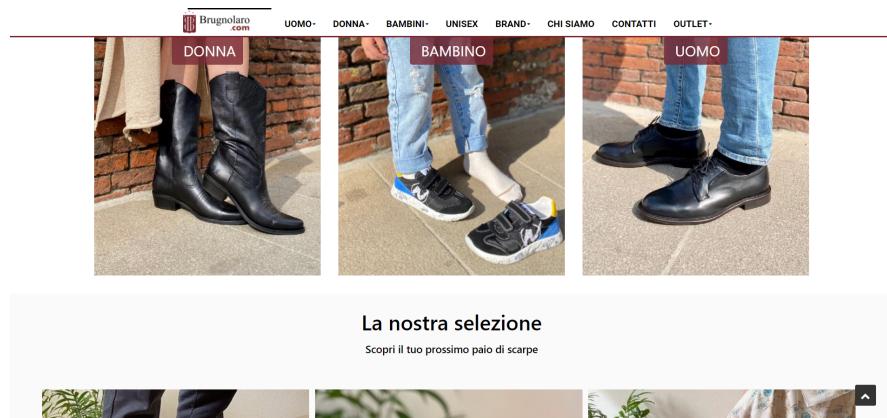


Figure 2: Home page (e-commerce selection)

Then there are some informations about customer experiences and brands the company sells (figure 3).

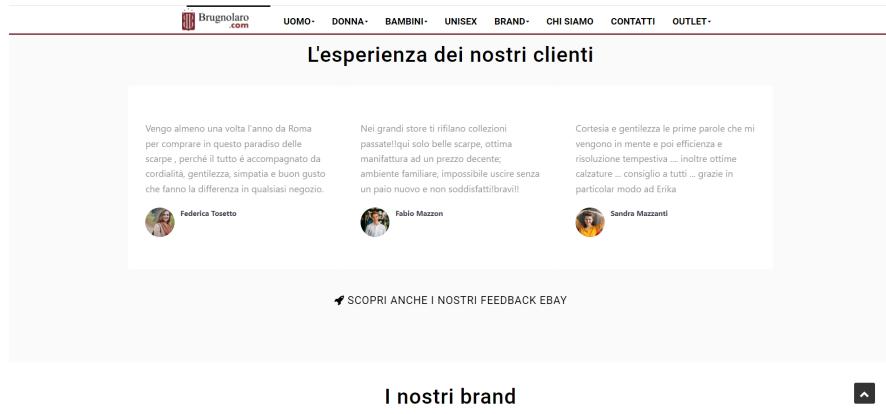


Figure 3: Home page (customers experience and brands)

Finally, there is a footer at the bottom of the page which contains the possibility of subscription to the newsletter website and many other informations (figure 4).

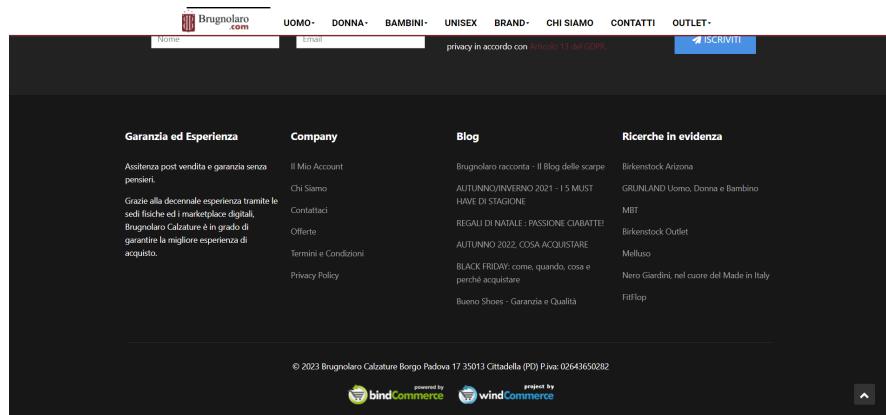


Figure 4: Home page (footer)

### 3.2 Informative axes

During the design of a webpage, it is important to answer first to what in journalism is called the 6 W which are:

- Where?
- Who?
- Why?
- What?
- When?

- How?

This can enable the possibility for people to collect the main informations which are essential for their permanence in the website.

### 3.2.1 WHERE did the user arrive?

A webpage should allow to the users to know about their relative position in the website. If the "where" axis is not there, the user may feel lost, which is a sensation that may make the user angry.

When the user enters directly in the home page for the first time (fig. 1), he will see a complete menu, which contains all the destinations available. That is really good. In fact the user can find easily his way for what he is searching for.

There is no breadcrumbs in the home page. It should always appear in order to make the users able to understand where they are placed in the website, but in this particular case it could be acceptable.

### 3.2.2 WHO is behind the website?

A webpage should give the information about the website's owner, so "who" is behind the website.

There is the Brugnolaro's logo on the top-left corner, which is really good to immediately get the identity of the website's owner. Maybe a little critic could be about that the logo's position is a little decentered from the top-left's magic spot, but still it doesn't care. It is clear also that the logo would work only if the user already knows the company and what they do.

Another place where the user can find information about the owner is on the footer (scrolling so much!). Here he can see more details such as "*Chi siamo*", "*Contattaci*" or the copyright notification with the sponsor which has been used to construct the website. (figure 5)

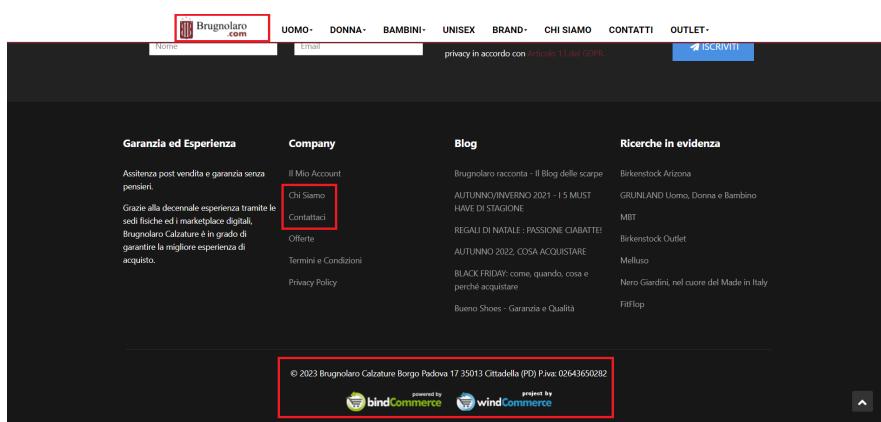


Figure 5: Home page (footer who)

### 3.2.3 WHY should the user stay?

A webpage page should provide motivations to users to persuade them to stay and navigate within the website.

Watching the homepage with no scroll, there is no indication about any reason to stay, but, if we scroll a little bit, there is a section dedicated to customers' reviews. This could be very useful because the owner expose himself to the judgment of customers without any fear (giving also the possibility to the user to see eBay's reviews) (figure 3).

There are also the brief description of some advantages given by the company to the customers and could play an important role too (figure 6).

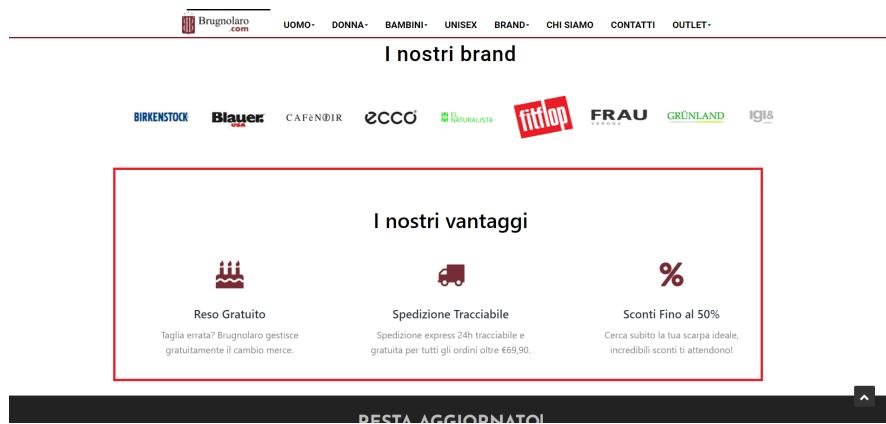


Figure 6: Home page (why)

I think that this content which has the goal to convince users to stay in the website should be moved up in order not to force the user to make so much scroll which creates a lot of computational effort.

### 3.2.4 WHAT choices does the user have?

A webpage should give the users access to all the possible destinations of the website.

Here there is the menu (more information in section ) which basically provides all macro searches for a particular kind of articles. This speeds up the search of the user to a specific product and it is considered a good thing. There is also the expansion of the menu in which the user can choose a more specific category and this provides a very good pace in terms of navigation (figure 7).

Finally the presence of relevant searches in the footer can also be a good idea for speeding up main researches (figure 4)

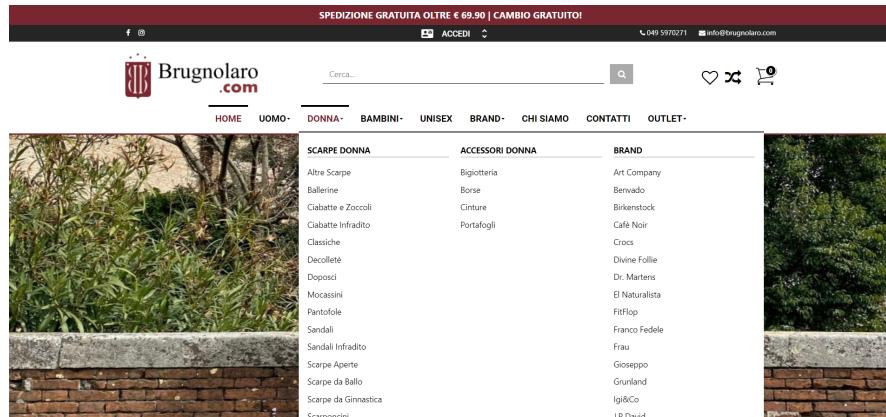


Figure 7: Home page (what)

### 3.2.5 WHEN (latest news)

A webpage should provide to the users all the latest news regarding the products and the company.

There are two things that suggest something similar, even if it is not intuitive and the user could not be able to find it in an easy way. The first one is the blog section in the footer which contains links for blog articles about what is going on in the company and which are the latest discount and product arrivals. The last one is about the newsletter with 5% of discount if user subscribe with his mail.

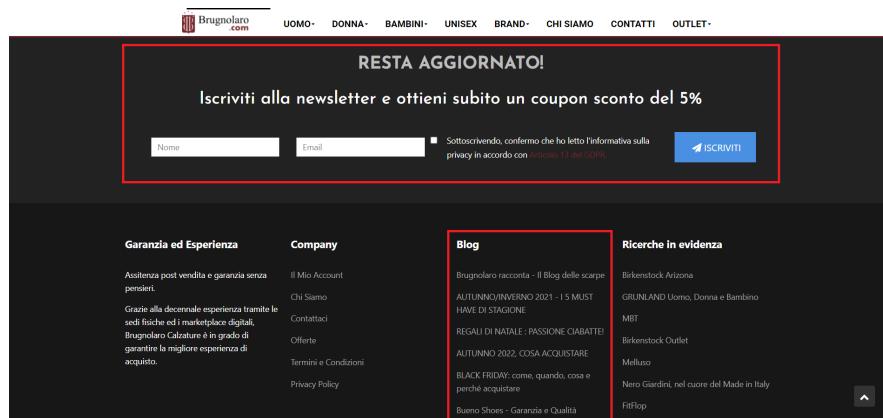


Figure 8: Home page (when)

The blog is good because it allows to save some space in the page (and scrolling too!) and it connects directly to the links for the latest news. The newsletter could be useful for keeping the user aware about news about the company which are basically what it is written in the blog and it attracts users for the discount, but it has as drawback the fact that users have to give some data for subscription (which is not desirable).

### 3.2.6 HOW to arrive where the user wants?

A website should offer the possibility to the users to access and collect information in a fast and smart way.

There is a search bar which very appreciated by the users.

Again the menu contains all macro searches and then more precise ones. (see section §3.2.4)

## 3.3 Navigation

The website is not handling the "lost in navigation problem" in an excellent way. It is true that the menu is shown in both home and internal pages which makes the user feel more comfortable, but the breadcrumbs are not available.

Regarding the way the user can understand visited or not visited links, the website is not doing a good job. In fact there is not any difference between the colors of visited and not visited links. That is a bad choice because the user has to be able to remember already visited places. thus the navigation will be heavier because users can forget pages that they have already visited. Moreover if they visit a page in which they did not find any informations, the users are getting angry.

Anyway it is good the fact that no link is opening the target page on a new tab or window. In fact it avoids the users to feel uncomfortable.

The navigation is pretty easy, thanks to the main menu.

Talking about the back button, it looks like there is the need to press it every time because of the breadcrumbs' lack.

## 3.4 Asking for Personal Data

Avoiding the newsletter and the sign in possibility for which the user is free to use them or not, there is no blocking pop-up asking for user data. So the website is not trying to collect users' data creating what is called "*club effect*".

## 3.5 Scrolling

Scrolling requires computational effort and so for this reason it is better having not so much scroll. Typically users are used to scroll up to 1.3 "screens" of a website page and horizontal scrolling is considered a bad solution.

### 3.5.1 Vertical

In that case the user has to scroll more than 1.3 "screens" for seeing the entire home page. In fact it contains a lot of images and big font size which increase the vertical space.

### 3.5.2 Horizontal

In that case there is no evidence about horizontal scrolling and this is good because the user doesn't have to make more computational effort due to bidimensional axis.

## 3.6 Bloated Design

Introducing some "*Wow effect objects*" on a website may give the opposite results. Users may not be able to understand and learn how to use a new component. In fact this would require too much computational effort. So it is better to insert something which is easy to understand and doesn't affect the user in searching for information.

## 3.7 3D Interfaces

### 3.8 Menu

### 3.9 Text

### 3.10 Attention Map

#### 3.10.1 F-shape Map

#### 3.10.2 Images

#### 3.10.3 Searching