

Accessibility Filters & Website

Project Management Highlights

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Venus: an ancillary section to enlarge the concept of inclusivity for the My Secret Case website

My Secret Case is the leading Italian online sexy shop. The company spreads a **message of inclusiveness**, positively enhancing the diversity of the individual.

The aim of this project is to make this concept of inclusiveness more explicit by **expanding it to a new target**, indirectly touched in this idea of inclusion but not through explicit message or content: **elderly women who are going through menopause**.

To achieve this goal we have decided to create an **ancillary section** with content suitable for the new target and to **enrich the functionalities** of the already existing accessibility filters.

Why should My Secret Case explicitly include this new target audience?

Reliability:

My Secret Case wants to revolutionize the way of conceiving sexuality. The quality of its products and services already makes the company extremely reliable, but to increase this **reliability**, including a shadowy but wide target could be an effective choice.

Consistency:

If the bulwark of the company is inclusiveness, **all categories of the population** must be considered. The website is instead, from a content and communication point of view, designed for a young and already sensitized audience.

Marketing:

Speaking directly to women and couples of a certain age can be an extremely intelligent move because it represents about 43% of the total Italian population.

1. Ethnographic Research

- 1.1 *Segmentation of Target audience*
- 1.2 *User Research*

1.1 Segmentation of Target Audience

***How we built our target:
the sources***

“The Global Sex Toy Market” (2021-2028),
available on the Grand View Research platform;

“My Secret Case Market Survey” (2021-2028),
available on Forbes;

**“My Secret Case : raddoppia la crescita, in
2020 fatturato a 6,5 mln”,** availale on
MarketScreener.

1.1 Segmentation of Target Audience

Young people aged between 18 and 35

This category includes the main buyers of Sex Toys both globally and specifically with regard to My Secret Case. This target uses the e-commerce service with ease and is very comfortable with the topic of sexuality.

Couples between the ages of 35 and 58

This is a secondary but growing target, which involves a varied audience but characterized by the use of sex toys to improve the couple's life by experimenting with new things. It is a secondary target for our purpose but still relevant at the age level.

Women over 50

The target that is relevant to our research involves women over 50. Women are, in general, the most frequent user of the platform. Specifically we are interested in post-menopause so it will not be surprising if the age bar may vary slightly. In fact, menopause occurs for every woman at different times. It is a growing target, especially during the pandemic period.

1.2 User Research

How we built our target: the process

User research is the methodic study of target users, including their needs and weaknesses, so as to have the sharpest possible insights of the user exigencies to be satisfied by the design.

In order to conduct our user research, we used two methods:

Quantitative research

(Google Form questionnaire ("Sex toys e invecchiamento: indagine sui pensieri delle donne rispetto all'argomento")

Qualitative research

Interviews with the users

Quantitative Results

- 28 Participants to the Google Form Questionnaire

Ethnographic Profiling

The questionnaire was answered by 28 women with varied characteristics. Most of them belong to the age group between 50 and 65, with some cases scattered older and younger in this group. All participants are female because explicitly requested by the questionnaire. All of them are going through or have passed menopause.

Aptitude for Technology

The net majority (85.8%) claims to be at least fairly familiar with the use of the internet for shopping. Still a majority, even if slightly lower, claims to feel completely comfortable using the internet to purchase various kinds of goods (objects and / or services). 85.7% are satisfied with their skills in using the web to search, compare and purchase goods and services

Self-Care, Sexuality & Sex Toys

28% of the women dedicate less than 15 minutes to self-care. More than 60% feel little at ease with respect to the evolution of their body. For 64% sexual activity and masturbation are important for the well-being, but only 35% of women are satisfied with their sexual activity. 42% women had problems after menopause (depression, vaginismus,dryness). 35.7% used a sex toy. Almost 30% believe that a sex toy can contribute to personal and couple well-being. A full 50% is indifferent to the topic because find it superfluous.

Qualitative Results

- Direct interviews to four participants

Francesca, 60 years old, translator,

AS, 54, employee, maiden

S.S., 55, OSS,

Lucia, 68, retired, conjugated

Francesca is comfortable with the idea of having and using a sex toy. She feels positive about the My Secret Case website.

She never bought sex toys because she finds them unnecessary but she has always been curious about them. Infact she thinks that masturbation is an important aspect of self-care.

S.S. is quite unsure about the utility of sex toys and seems to be reticent about the topic. She still thinks that sex toys could be useful for others.

She accepted the decreased desire as physiological. She didn't know about the existance of sex toys but thinks that they could be useful, especially for couples.

Task Analysis

- Tasks that our users might employ on the website

3 Lead-in tasks

1. Preliminary step
2. Reaching the dedicated section of the website
3. Adapt the website filters

Preliminary step	
Context	You are looking for a sex toys' online shop
Goal	Accessing "My secret case" webpage
Steps	<ol style="list-style-type: none">1) Open your browser and make sure your Internet connection works;2) Use a search engine and write the query "My secret case" in the search bar;3) Click on the link "MySecretCase";4) Eventually, directly type the url of the website in the address bar;5) Access the webpage.

4 information-related tasks

1. Read an article on the blog
2. Ask a question on the blog
3. Retrieve information regarding a specific category of sex toys
4. Retrieve information regarding a specific item

Retrieve information regarding a specific category of sex toys	
Context	You want more information about a specific category of sex toys
Goal	Get more information about one of the categories of sex toys present in "My secret case"
Steps	<ol style="list-style-type: none">1) Perform the lead-in tasks;2) Click on the button relative to the macrocategory of sex toys you are looking for;3) Eventually hover the category button to make the subsection menu appear;4) Click on the icon of the category you want to know more about;5) Scroll to the bottom of the page to visualize the textual info relative to the category;6) Read the text.

4 service-oriented tasks

1. Register to the website
2. Buy a single item (this includes all-in-one packages)
3. Return an item
4. Read the sex-toys handbook

Register to the website	
Context	You want to register to the website
Goal	Register in "My secret case"
Steps	<ol style="list-style-type: none">1) Perform the lead-in tasks;2) Click on the button showing a frontal silhouette on the upper right;3) Click on the "Register" link;4) Write your name in the "Name" box;5) Write your surname in the "Surname" box;6) Write your email in the "Email" box;7) Write your password in the "Password" box;8) Click on the "Register me" button

2. Assessment of Existing Resources

2.1 Expert usability review

2.2 User testing

2.1 Expert Usability Review

Guidelines:

The 20 heuristics of Weinschenk and Barker (2000)

1. User Control 2. Human Limitations 3. Modal Integrity 4. Accommodation 5. Linguistic Clarity 6. Aesthetic Integrity 7. Simplicity 8. Predictability 9. Interpretation 10. Accuracy 11. Technical Clarity 12. Flexibility 13. Fulfillment 14. Cultural Propriety 15. Suitable Tempo 16. Consistency 17. User Support 18. Precision 19. Forgiveness 20. Responsiveness

Information overload: excessively oversaturated colors, too much information through scrolling, useful information (e.g. package anonymity) is overlooked as unimportant.

Linguistic limitations: translating the page if possible but the command to access such feature is difficult to access.

Lack of consistency/coherence: internal consistency is strong but a lack of coherence exists between the mission of inclusivity and the shadowy position of accessibility/inclusivity filters.

Hidden customization features: Customizing the experience is possible but also hidden on the footer.

Bad navigation system: the link between the main website and the blog, and vice versa, is sited in the footer, making it difficult to find.

First Inspection:

Direct Analysis

We found 24 violations and their occurrences. We analyzed 7 pages. The following list shows violations both per category and per page.

Most Violated Guidelines	Most Problematic Pages
1: User control (1)	Homepage: (6)
2: Human limitations (5)	Category page: (4)
4: Accommodation (4)	Product page: (4)
5: Linguistic clarity (2)	Blog: (3)
7: Simplicity (4)	Client's assistance: (3)
10: Accuracy (1)	Toys guide: (3)
11: Technical clarity (1)	Accessibility overlay: (1)
12: Flexibility (5)	
13: Fulfillment (1)	

Direct analysis	Reverse analysis
Homepage: (6) Category page: (4) Product page: (4) Blog: (3) Client's assistance: (3) Toys guide: (3) Accessibility overlay: (1)	Homepage: (6) Category page: (5) Product page: (5) Blog: (6) Client's assistance: (4) Toys guide: (3) Accessibility overlay: (2)

Reverse Analysis

7 new violations were collected, bringing the total to 31. Violations were then divided into Systematic, Common and Rare

Systematic	Common	Rare
12. Flexibility (7)	2. Human limitations (4) 4. Accommodation (5)	5. Linguistic clarity (2) 7. Modal integrity (3) 10. Accuracy (2) 11. Technical clarity (1) 13. Fulfillment (2) 19. Forgiveness (1) 20. Responsiveness (1)

The violations per page in can be compared in every phase of the analysis.

2.2 User Testing

- Discount usability tests on three different users

User 1

S. B. is a 62-year-old lawyer who has lived in Rome for many years. Since her daughter moved to Bologna she has been living alone and through meditation she is learning the importance of self-care that she has often underestimated. A friend of hers she does trekking-yoga with told her about sex toys but she has never used them. She hasn't had a relationship for some time, but she has been dating a man for a few weeks. It has good technological skills.

User 2

R. N. is a 25-year-old student. She has been suffering from epilepsy for several years and considers it essential to raise awareness of the subject. She runs a page on Instagram dedicated to the topic. She has an extreme command of technology, although she complains that sites are often not designed and adapted for people with severe neurological disorders.

User 3

C. H. is a 55-year-old woman who is involved in film production. She travels a lot and has no children or partner. She does a lot of sport but has no more time to focus on self-care. She finds that sex is not absolutely fundamental and indeed, she defines herself as "frigid" with pride. However, C.H tells us that her sister, who is a gynecologist, often tries to convince her to explore her intimacy more.

2.2 User Testing

- Task Completion Rate 88%

Task 1: Filters Accessibility	Locate the Accessibility Filters section and possibly choose one that personalizes your experience.
Task 2: Purchase Package	Understand how to make a "complex" purchase that is made up of products from the same line or suggested as purchasable together.
Task 3: Blog Interaction	Enter the Blog, post a question and return to the Homepage

The three participating women were asked to carry 3 tasks, which were found to be the most appropriate and relevant to the user segment.

At the end, we have 8/9 tasks which have been successfully completed, which provides a task completion rate of 88%.

	User 1	User 2	User 3
Task 1	Completed	Completed (external aid)	Completed
Task 2	Completed	Completed	Completed
Task 3	Completed	Completed	Completed

2.2 User Testing

- Error-Free Rate 11%

Task 1: Filters Accessibility	Locate the Accessibility Filters section and possibly choose one that personalizes your experience.
Task 2: Purchase Package	Understand how to make a "complex" purchase that is made up of products from the same line or suggested as purchasable together.
Task 3: Blog Interaction	Enter the Blog, post a question and return to the Homepage

At the end, we have 8/9 tasks which have been completed without critical errors, which provides a error-free rate of 11%.

	User 1	User 2	User 3
Task 1	critical errors	no errors	non critical errors
Task 2	no errors	no errors	no errors
Task 3	non critical errors	no errors	non critical errors

2.2 User Testing - SUS Score

60 / 68

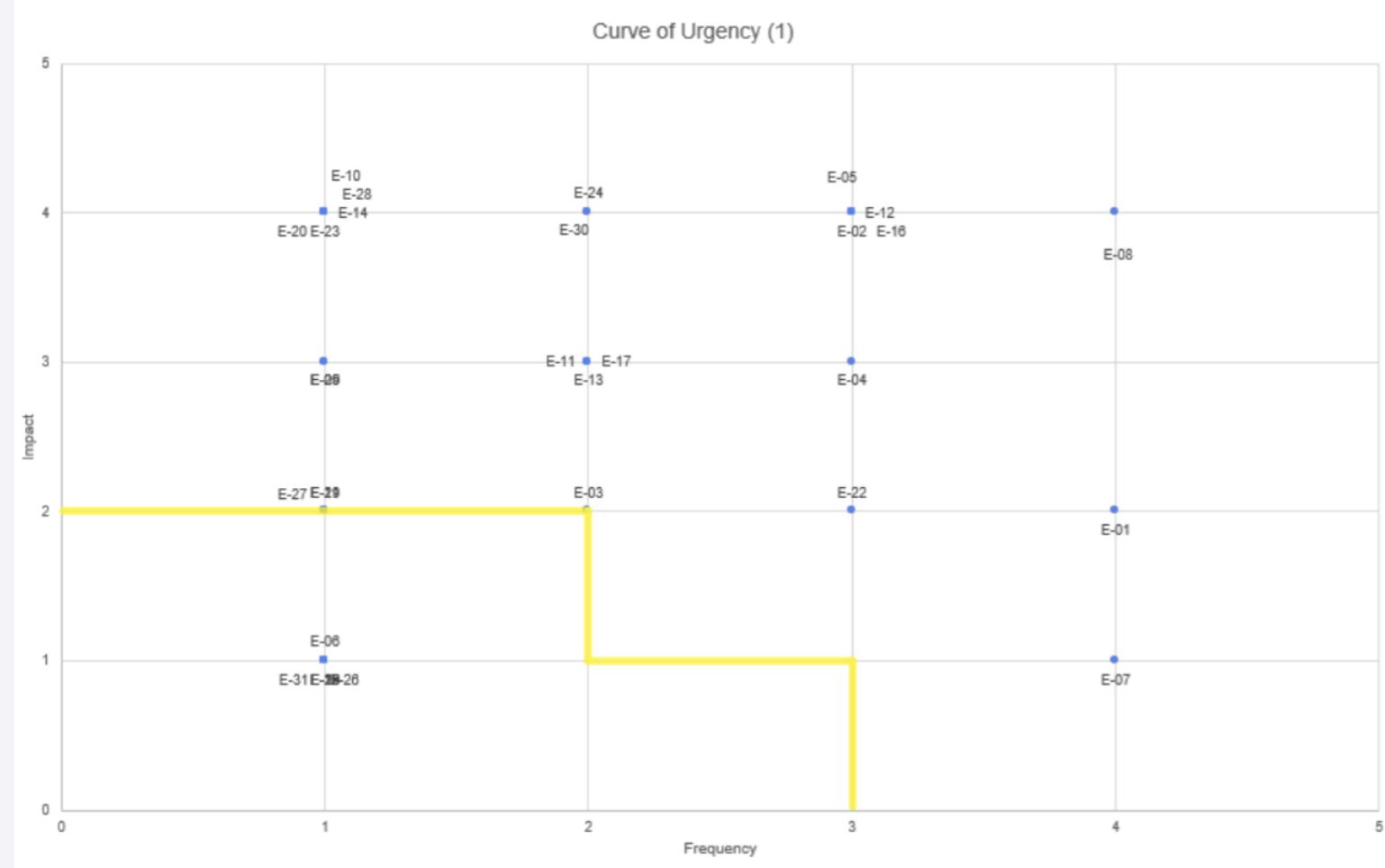
for the sufficiency

SUS Score: the website could improve some aspects

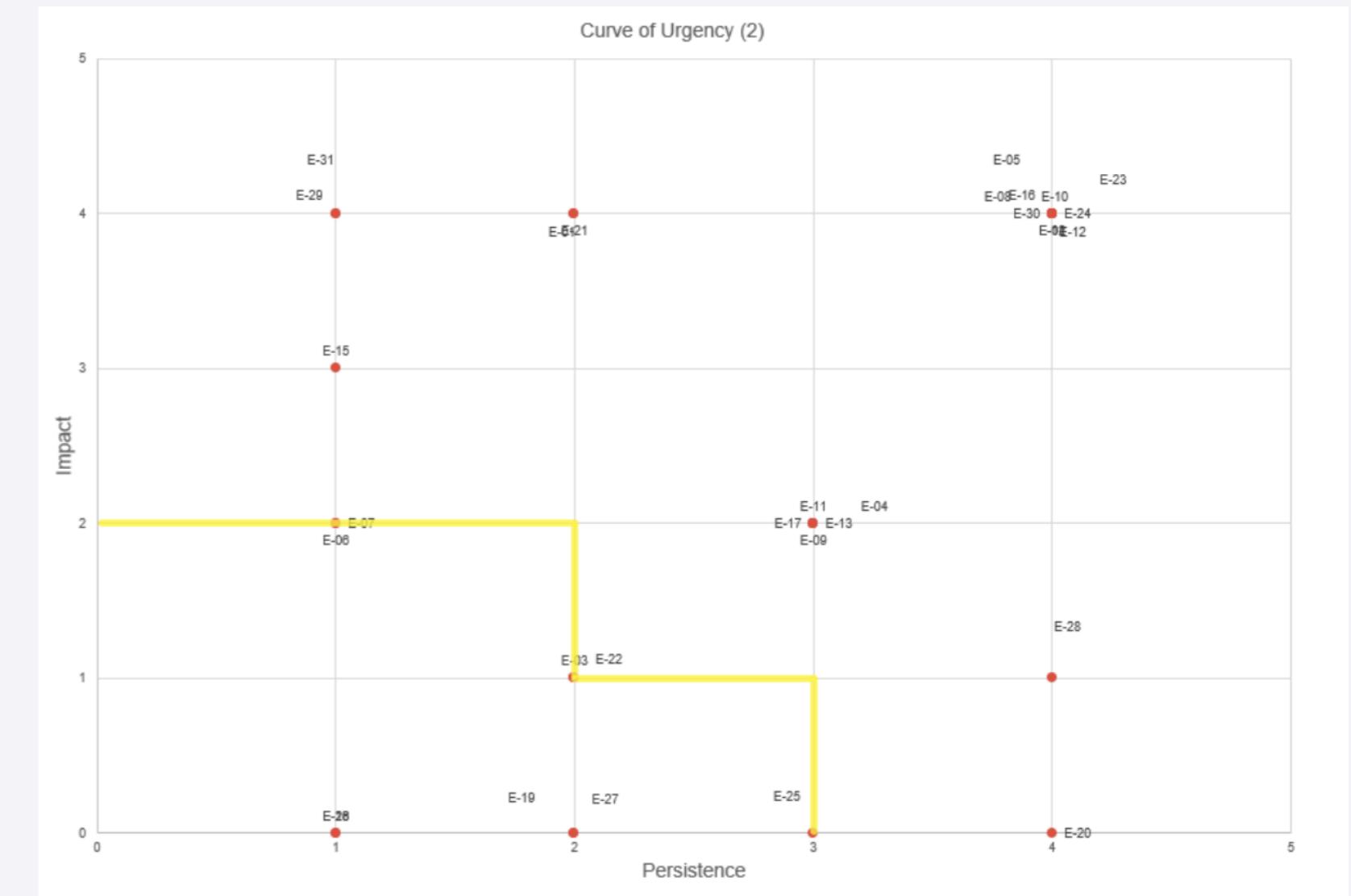
2.2 User Testing

- Curves of Urgency

Impact vs Frequency



Impact vs Persistence



3. Feasibility Study

3.1 Context of use

3.2 User goals and needs

3.3 Intended user

3.4 Personas

3.5 Scenarios

3.1 Context Of Use

Tasks:

- Finding “My secret case”
- Adapt the website filters
- Reaching the dedicated section of the website
- Retrieve information regarding a specific category of sex toys
- Retrieve information regarding a specific item
- Buy a single item (this includes all-in-one packages)
- Register to the website
- Read the sex-toys handbook
- Read an article on the blog
- Ask a question on the blog
- Return an item

Environmental constraints

Given the colorful and non discrete appearance of the website a private environment is required to access the service, being sexuality normally considered as a private issue.

Technical constraints:

Smartphone
Computer
Internet
Credit card/Paypal Account

Cultural constraints:

Sexual Awareness
Open-mindness
E-commerce systems
Sex Toys usage

3.2 Users Goals and Needs

- Target User



Age & Gender

adult women from 50 to 70 years old

Provenance

they can live either in Italy or abroad and their native language is Italian, even if they could go from basic speakers to fluent in other languages such as french, spanish, deutsch and mostly english

Level of Instruction

their general level of instruction goes from medium to very-high, with a majority of users that completed high-school or university

Motivations

Not all of them are familiar to sex toys but they are generally open minded and well integrated in their social environment.

Tech

They use the internet everyday, but mostly for leisure and work related tasks

3.2 Users Goals and Needs

- Personas



Luisa is a 63 yo woman that worked all her life as a highschool french teacher. She is patient and loves to learn new things. Since she retired she started cooking and practicing yoga to ease her leg and back pain. She has been married for 30 years and 6 years ago her husband passed away



Gertrude, 67 (and Stefano) Moretti, 65 live together in Rome, where they moved when she was young and he opened a laundry shop. Gertrude and Stefano married when they were really young. She does not believe in soulmates, but in hard-work and commitment.



Barbara is a 54 psychologist. She is not lonely, but enjoys being on her own. She tries to perform “Critical consume” buying mostly through a local “GAS” and she has been a vegetarian for more than thirty years. Barbara had some long relationships in her life, although she has never been married.

3.2 Users Goals and Needs

- Personas



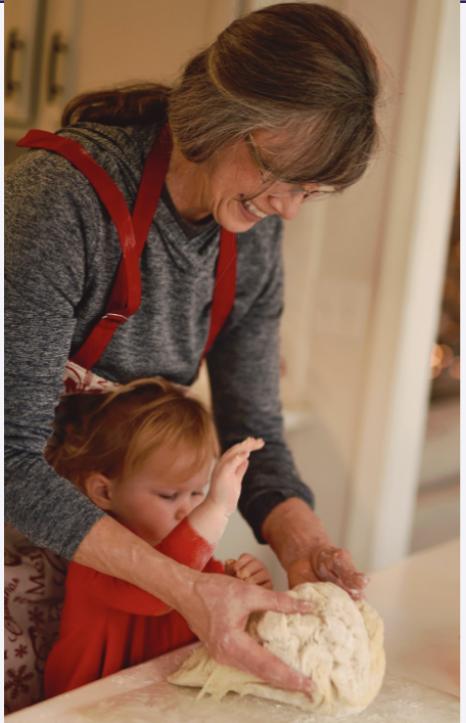
Christiane is a hard working woman. She moved from France to Italy when she met her ex-husband, Giacomo. She has been married over twenty years and went through a bad divorce, that left her scared of relationships. Now she is experiencing a beautiful feeling of freedom.



Alice is creative and strong-willed; she fell in love with tattoos, studied for her abilitation and now has her own studio. She spent her university years without a stable relationship, moving from partner to partner and free from the need of building a serious relationship. She is now looking for someone serious, but is not putting too much effort in it.

3.2 Users Goals and Needs

- Scenarios



Scenario 1: Quarantine alone

Who: Luisa
Where: at home
With whom: her two cats, Frittella and Struffolo
With device: tablet

Scenario 2: Spice up couple life

Who: Gertrude
Where: at home
With whom: her husband, Stefano
With device: computer

Scenario 3: After work stress

Who: Barbara
Where: on the bus
With whom: strangers (mostly commuters)
With device: smartphone

3.2 Users Goals and Needs

- Scenarios



Scenario 1: Quarantine alone

Luisa is at home with Covid, relaxing on her sofa with her tablet, when a particular post catches her eye: the woman in the picture looks like a smiling, healthy version of herself, and the tagline promises good relaxing times and self-care. She follows the link proposed in the post and ends up on "MySecretCase - Venus"



Scenario 2: Spice up

Stefano saw an advertisement that definitely regarded "enjoying yourself" with an old couple as testimonials, and he recalls the name of the company as being "MySecretSomething - Venus" so they Google it



Scenario 3: After work stress

one of her friends tagged her in a post, so she checks what it is about. It looks like a contest by "MySecretCase - Venus" to win some kind of self-care products plus a day out with your loved one; her friend is single, and in the post she suggests to be "each other's partners"

4. Design Proposal

4.1 Design Model

4.2 Information architecture

4.3 Cao=S Model

4.4 Interaction design

4. Design Proposal

We analyzed the results obtained through previous research and came to the conclusion that the best possible way to adapt the information and services present on “MySecretCase” for our target users, was through the realization of a dedicated section in the main website.

The choice to realize a dedicated page-set will respect the logic organization of the website, just “enlarging” the concept of subsection, and will allow us to maintain the visibility and reliability offered by the platform in its current state, which is already implemented for smartphones and tablets, along with computer screens.

4.1 CAO=S Model

Concept

The concept indicates the way in which the user perceives and understands information. In the design process, we discussed and solved several problems (standardisation, lexical, conceptual and polysemical) that could interfere with the understanding of information.

Actor

Actors are the categories of users who act on the interfaces to perform their tasks by manipulating the data structures that they perceive through the concepts. They are differentiated by the role they play within the application.

Operation

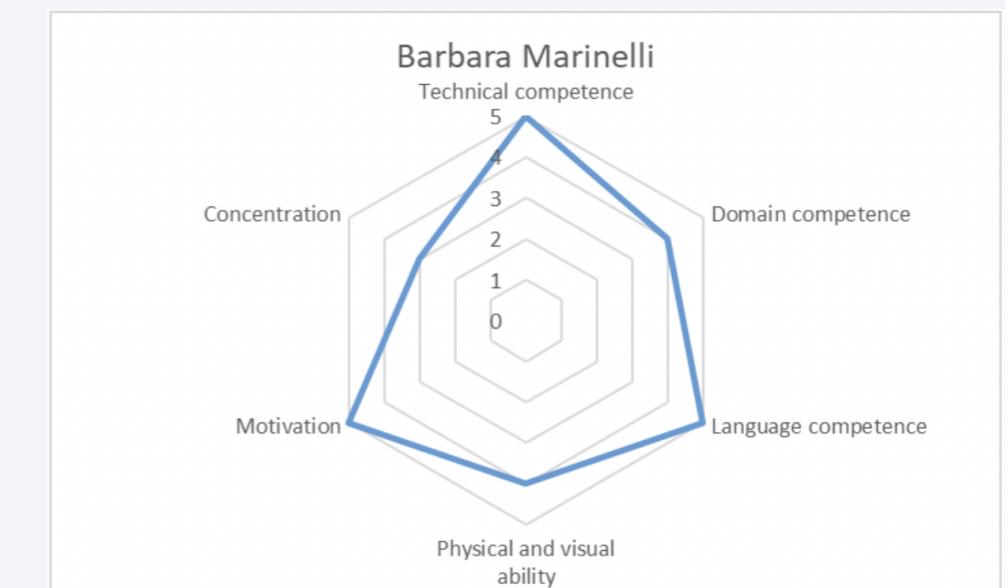
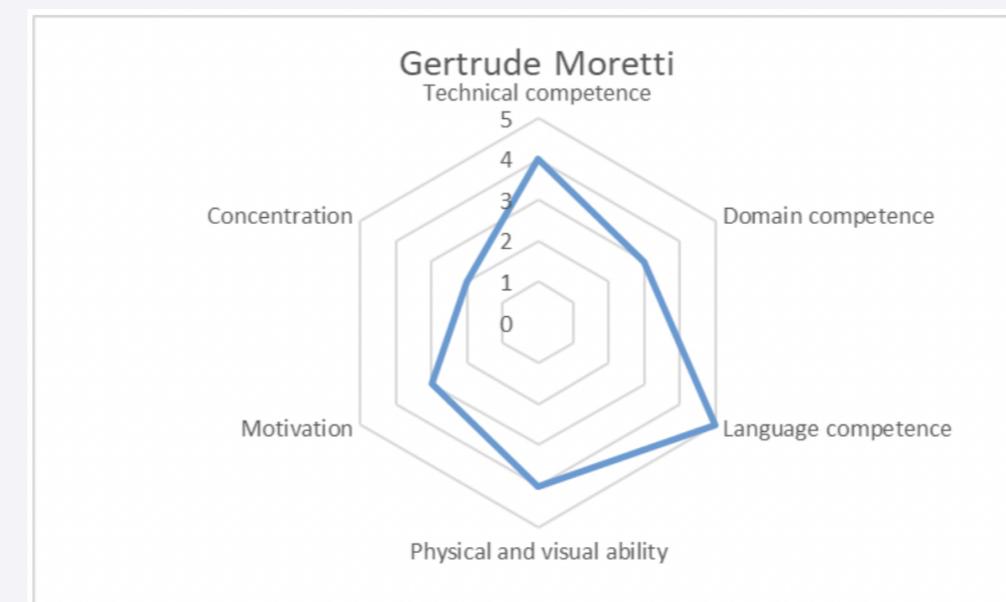
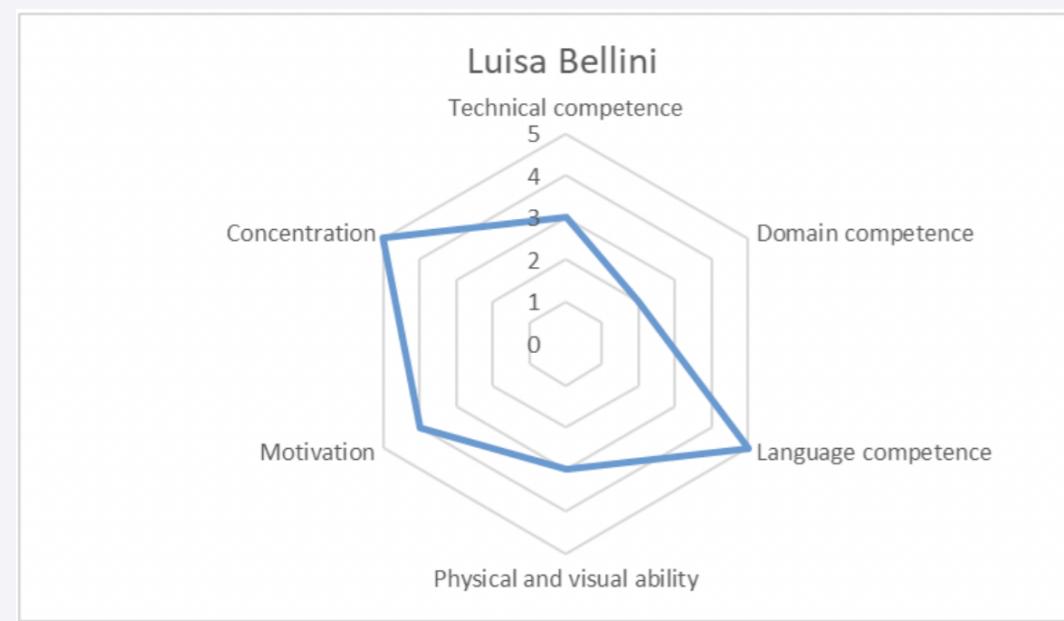
Operations are actions available on the interface that correspond to handling concepts. Operations coincide with the task, since the user believes he is manipulating concepts and not data structures. For each operation we may have to deal with several actions that manipulate data in the underlying structures.

Structure

The structures provided by the CAO=S model are three: data structures, views and navigation. The CAO=S model is based on the creation of a three-dimensional table, having as axis concepts, actors and operations, and inside each cell all annotations of how actor A should be able to perform the operation O on the concept C.

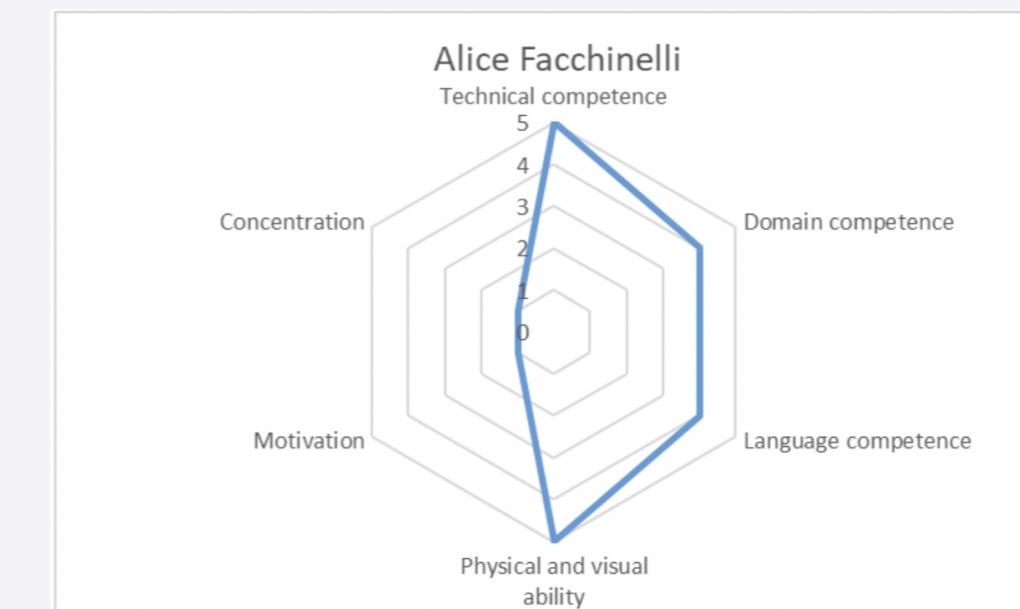
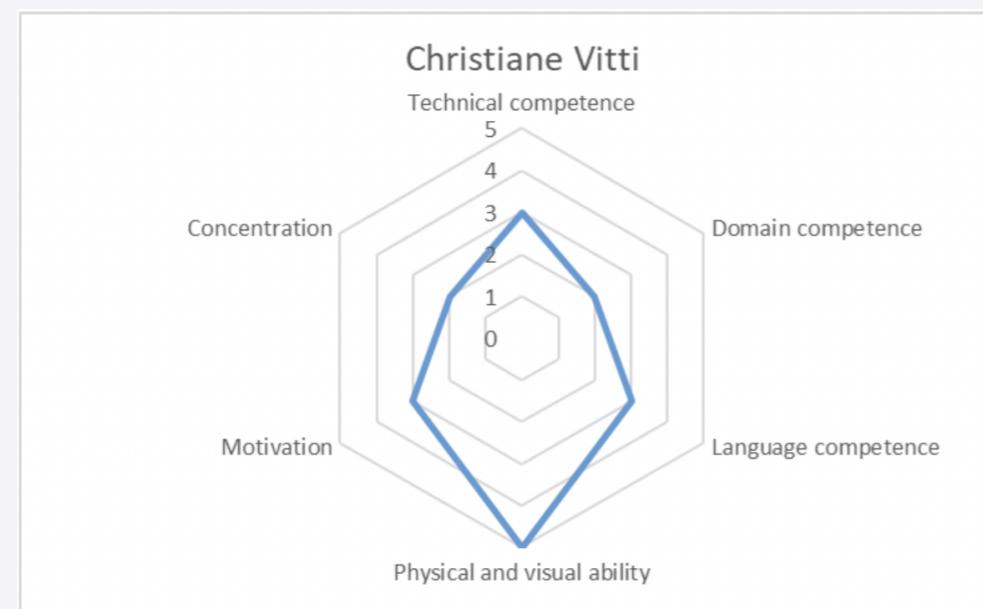
4.1 CAO=S Model - Actors

Actors are described through the essential characteristics that have an impact on the interaction (Technical competence, domain competence, language competence, physical and visual ability, motivation, concentration). They correspond to competences and abilities of exactly six basic characteristics specific to the user with a clear impact on the implementation. For each feature, a numerical score from 1 to 5 is assigned, where 1 corresponds to a very low value



4.1 CAO=S Model - Actors

Actors are described through the essential characteristics that have an impact on the interaction. They correspond to competences and abilities of exactly six basic characteristics specific to the user with a clear impact on the implementation. For each feature, a numerical score from 1 to 5 is assigned, where 1 corresponds to a very low value and 5 to a very high value.



4.1 CAO=S Model - Operations

According to CAO=S there are four types of operations:

Creation

generates one or more instances of concepts in the initial state. In our application the following fields are associated with this operation: Profile, Newsletter Subscription, Add to package, Ask the sexologist (post question) , Post in the forum.

View

concerns the displaying of one or more instances of the concept in an understandable way. In our application the following fields are associated with this operation: Profile, *Category*, *Item*, Blog, *Article*, Ask the sexologist (read answers), Forum, Add to cart, Add to package.

Update

regards the modification of one or more properties of one or more instances of the entity, without creating new ones. In our application the following fields are associated with this operation: Add to cart, Remove from cart, Add to package, Remove from package, Ask the sexologist, Profile, Post in the forum.

Remove

is the removal of one or more entities from the system or from the attention of the user. In our application the following fields are associated with this operation: Remove from cart, Remove from package, Profile, Forum.

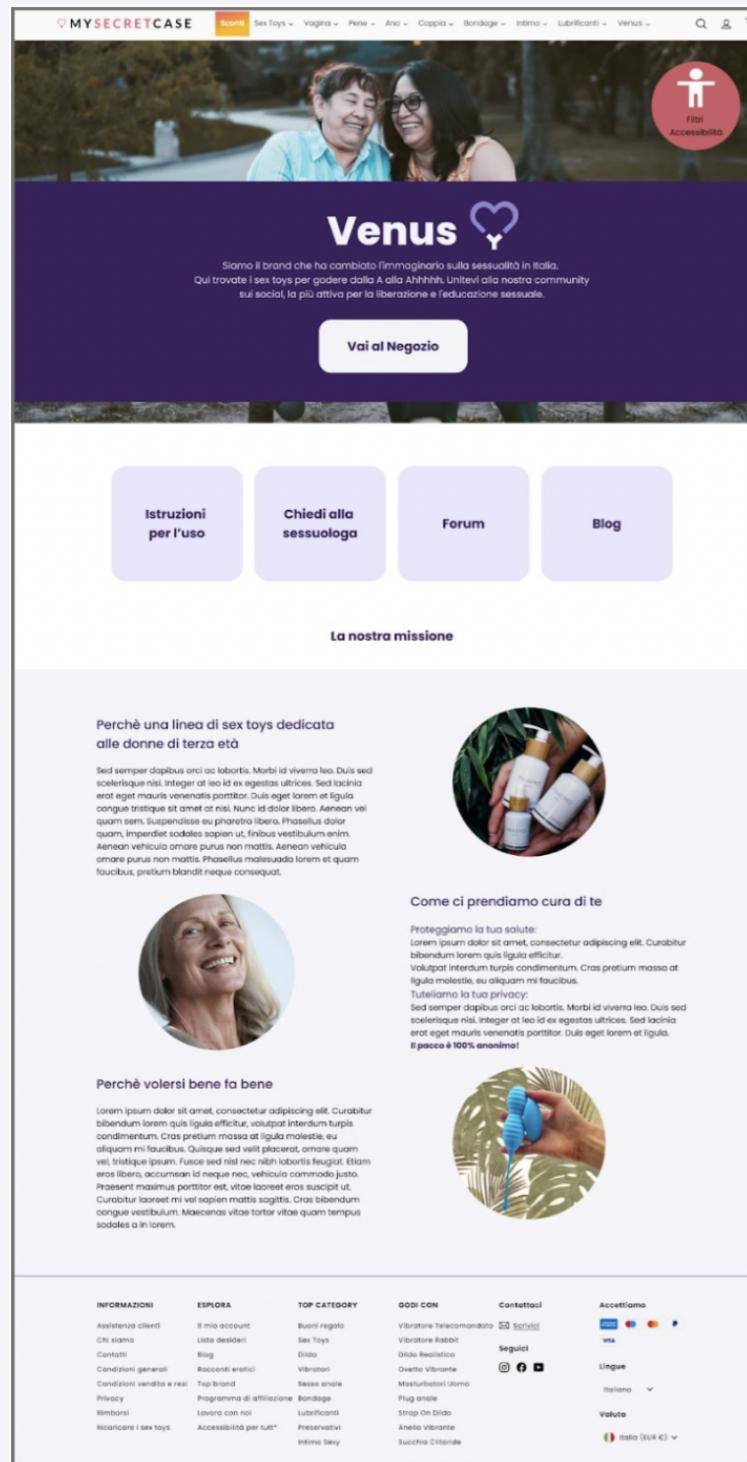
4.1 CAO=S Model - Structures

	Category	Item	Add to cart	Remove from cart
Creation	No.	No.	No.	No.
View	Visualization of the category page	Visualization of the item page	Visualization of the addition confirmation and of the cart in overlay	No.
Update	No.	No.	Update of the content of the cart plus the item.	Update of the content of the cart minus the item.
Remove	No.	No.	No.	Remove the item from the content of the cart.

	Forum	Post in the forum	Ask the sexologist	Blog	Article
Creation	No.	Create a new post in the forum.	Create a new question to the sexologist	No.	No.
View	Visualization of forum content.	No,	Visualization of precedent questions.	Visualization of the blog with all possible subsections.	Visualization of the single article.
Update	No.	Updating of forum content (through updating of one's post)	Updating the sexologist section, if allowance to publicly respond to the question is given.	No.	No.
Remove	Possibility to remove one's own posts.	No.	No.	No.	No.

The diagram shows views that collect several cells that are consistent with each other in purpose and boundary action and therefore allow the specified operations on the specified concepts by the specified actors. These are just some of the operations described, in order to display the type of table and the information collected.

4.4 Interaction Design



Interaction Device

Computer, Tablet, Smartphone

Interaction Type

Touch, touchpad or mouse + keyboard

Element Appearance

few components (Gestalt principles), task segmentation, task completion traceback, input facilitation, intuitive output, skeuomorphism

Element Format

Interactive, step-by-step guided

Feedback and manageability of errors

Information recap, choice confirmation, lock-in strategies

Customization

The homepage changes according to user needs (accessibility filters) and provides shortcuts and suggestions to their favorite categories

Design Proposal

5. Evaluation of Design

5.1 Inspection

5.2 User testing

5.1 Inspection

- our competitive differentiators

Cognitive Walkthrough

2 TASKS
2 TEST USERS
2 HAPPY PATHS

Happy path

1. Ludmilla clicks on the link in her Facebook feed
2. She finds herself in a page containing the article she saw on the Facebook preview
3. She reads the article, scrolling the page as she goes
4. At the end she finds a "You might also be interested in" section
5. She clicks on the second suggested article, dedicated to "Wine, not vinegar: how sexuality can age without getting old"
6. She reads the article and would like to know people comments about the issues in it
7. She notices the "Forum" button on the header

...

Action Analysis

Informal Analysis
Tasks and Timing

Task	Actions	Minimal use timing	Outcome
Filter website	1. Click on "Select filter" 2. Click on the filter	00:02.54	Very simple task, actionable on the landing and home pages
Create profile/Log in	1. Click on the profile icon 2. If not registered yet click on "Registrati" 3. Insert Name 4. Insert Surname 5. Insert Mail 6. Insert password 7. Click on register 8. Insert Mail and Password 9. Click on "Accedi"	00:23.56	Simple task requiring to visit different pages

Heuristic Analysis

The 10 heuristics of Jakob Nielsen (1996)

Violations found:

User control and freedom
Error prevention
Flexibility and efficiency of use
Help and documentation

5.2 User Testing

- Discount usability tests on three different users

User 1

A 56 years old woman, living in Abruzzo. She is currently employed by “Poste Italiane” as a front desk worker. She is happily married with a 62 years old man and has two children that are actually living abroad.

User 2

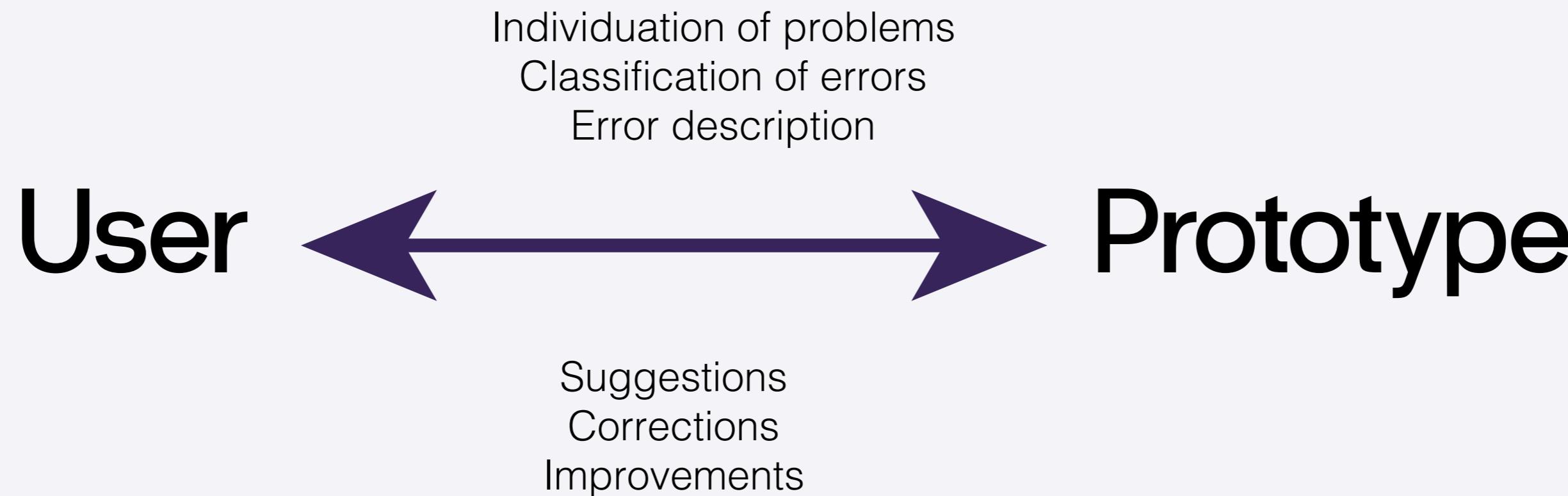
A 64 years old woman, living in Calabria. She worked as a vet all her life and now she is legally retired but still likes to help with issues regarding the natural park in her living area. She is divorced and childless.

User 3

A 50 years old woman, living in Liguria. She is a housewife, has been married for 23 years and has 3 kids, of which the last one is just 8 years old while the other two live together in Rome and are studying there. She worked as a bartender in her youth but left work with the first pregnancy.

5.2 User Testing

- Iterative process from the discount usability test



5.2 User Testing

- SUS Score

85 / 68

for the sufficiency

**SUS Score: highly
satisfactory**

Final Recommendations

An accessory page for MySecretCase website, which enlarges the already offered services and products to a user segment that was still left unconsidered by the website as it is, namely women above 50years old that already experienced menopause.

The main audience of the website could be reached by the new section, without been impacted nor harmed by it, being Venus a separate website section clearly devoted to specific targeted users: nonetheless younger women or men who, for any reason, should need a product or content present on the selection of the website will be able to access its items and information resources.

We are also convinced that both Venus and MySecretCase main pages could be further expanded with other tools, which would give them an even stronger advantage on the digital services offered by similar resources: the first and most important one could be the development of two different apps to implement smartphone and tablet features.

Finally, from a usability perspective, it would be interesting to see how the original website tasks and Venus features would come together, potentially allowing the final achievement of creating two heterogeneous areas of action, the general website and the middle-aged section, that would fully complement each other and satisfy a high number of users.

Thanks

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