



Team Optimizers

UCD 2020

Rabia, Rhythm, Halil, Mehdi, Ethan, and Hema



Introduction, Ethan & Hema.

Team Optimizers

Table 1.1 Roles Distribution.

Name and Surname	Id	Role
F.Rabia Yapicioglu	306627	Analyst - Designer
Rhythm Rajiv Bhatia	308847	Analyst - Designer
Hemapriya Chidambaram	285548	Manager
Ethan Farrar	312855	Manager
Halil Ibrahim Uluoglu	312843	Programmer and data capture
Mehdi Karmouche	311953	Programmer and data capture



Our project: goals and concept

Selected “2 Menu comparisons and designs solutions” as our topic

Basic idea: Create a mock-up of menu-based interaction and try to identify areas to improve.

We decided to make a mockup of an E-commerce website using Wordpress

After creating the mock-up we asked users to provide feedback about their experience using the site

Using the data provided by users, we made changes to our mockup to improve its usability



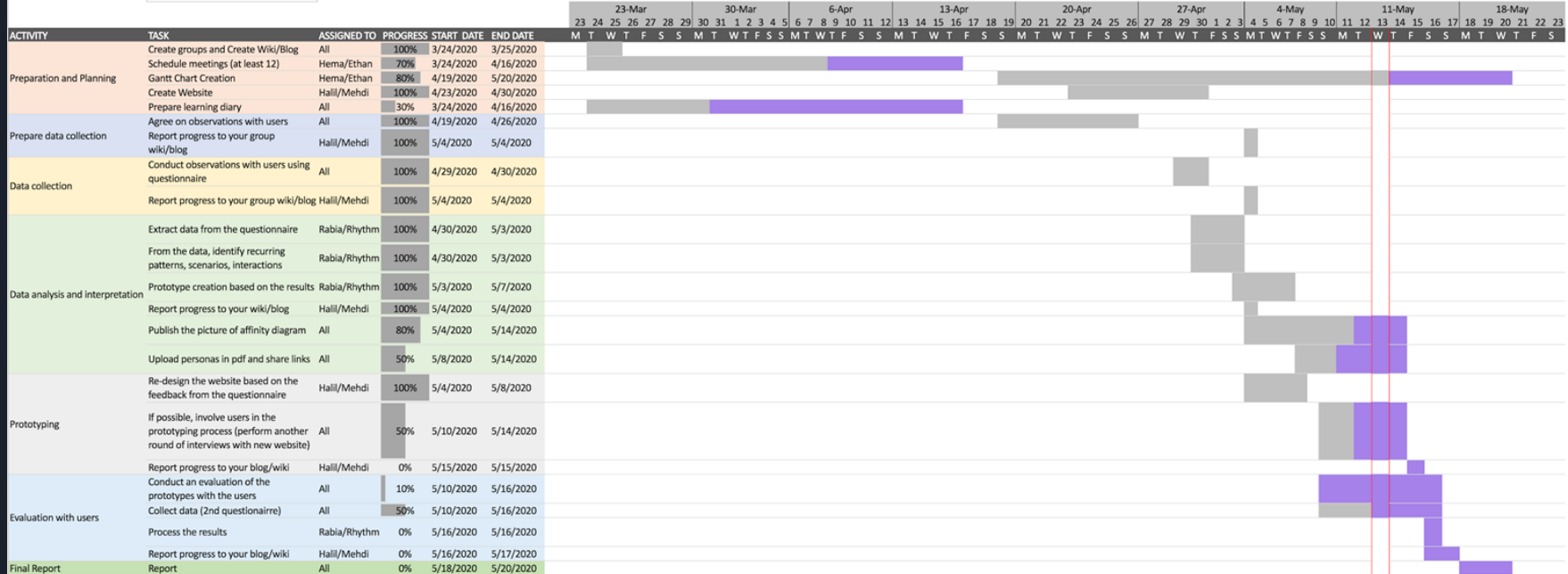
General Timeline of our Project

1. Develop the mockup website
2. Distribute the questionnaire to users and gather responses
3. Analyze the collected data and determine how to improve the website based on the analysis
4. Implement those changes.
5. Perform another round of data collection using the same questionnaire as before.
6. Evaluate the efficacy of the changes made in terms of improving usability.

Gantt chart

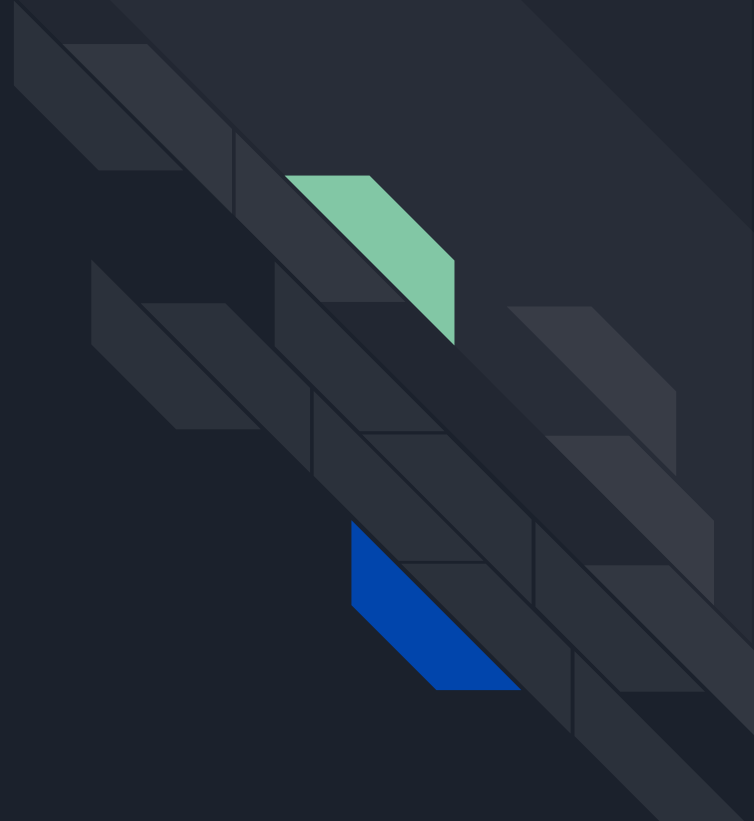
UCD PROJECT 2020_MENU COMPARISONS AND DESIGN SOLUTIONS
TEAM OPTIMIZERS

PROJECT START DATE: Tue, 24-Mar-2020
DISPLAY WEEK: 1



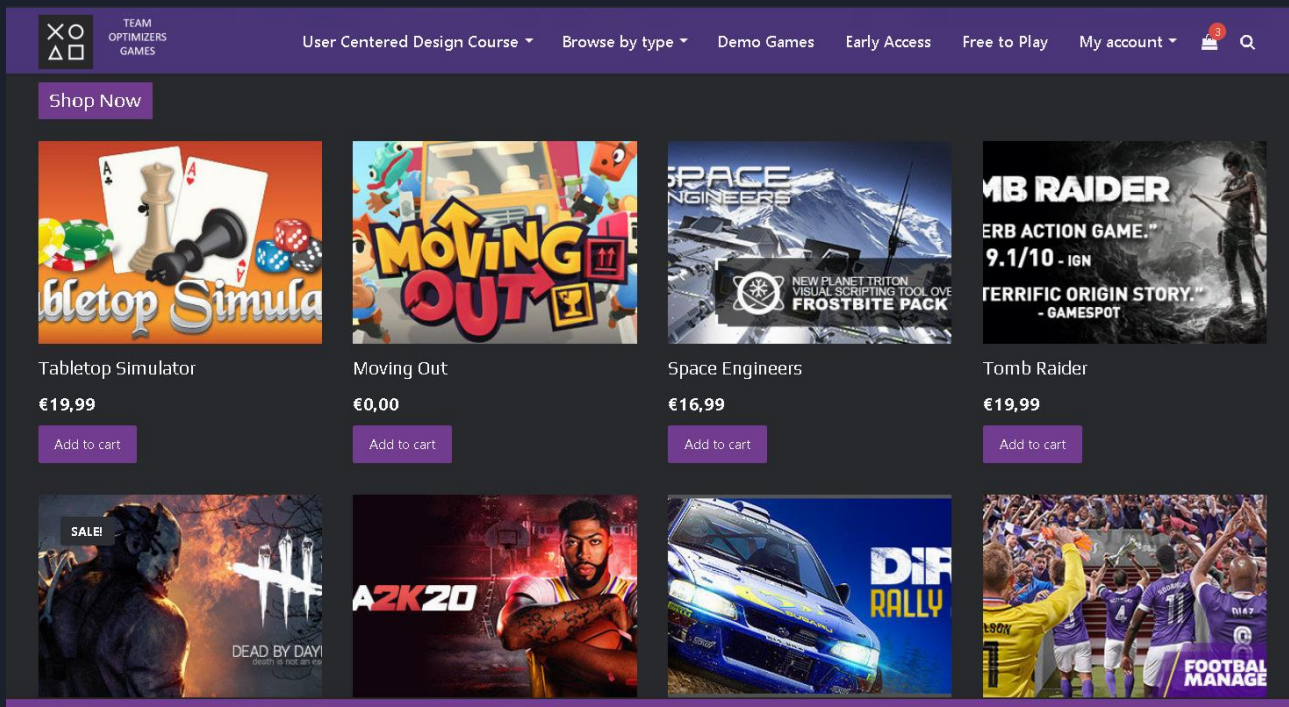
Design/Prototyping

Halil & Mehdi



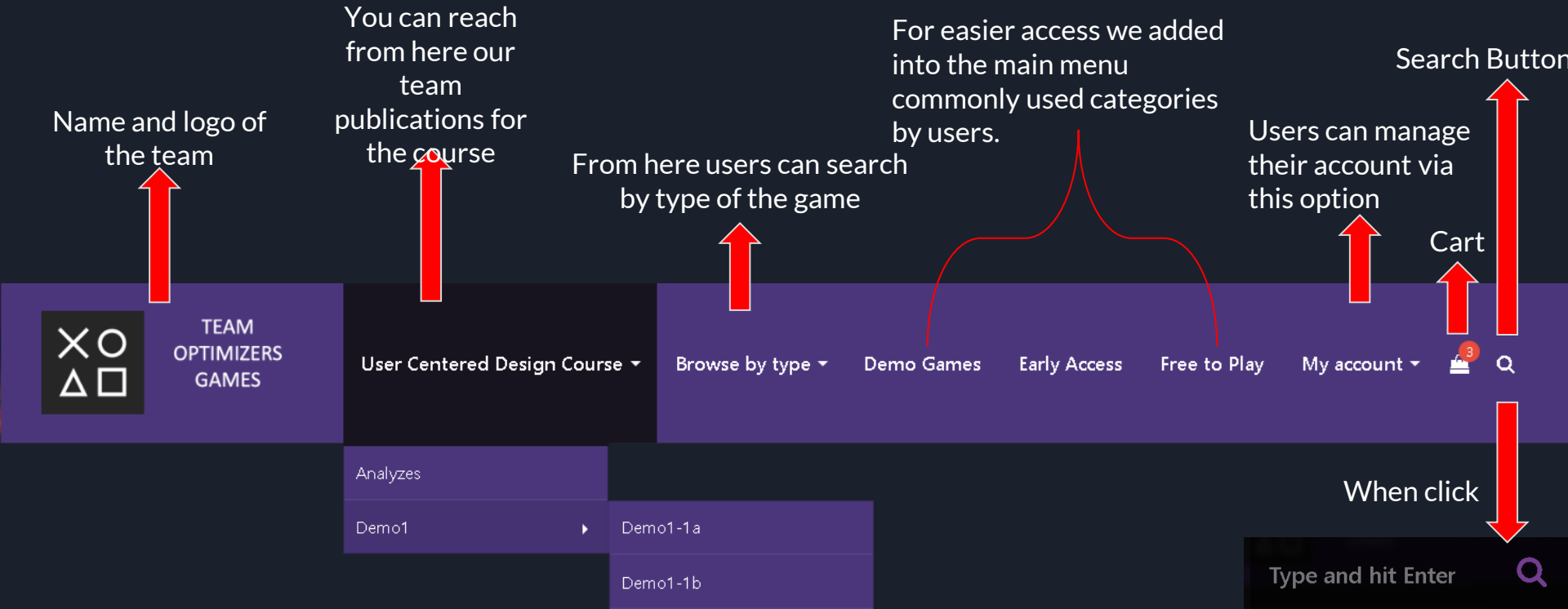
Developing the Mockup

- To sketch our design and have a clear idea on how the website should look like, we used a tool called [justInMind](#).
- Using [Wordpress](#) and [WooCommerce](#) as a tool to build our E-commerce website(about a game store), we were able to come with an acceptable final design that looks like at the picture, please [click here](#) to see the website.



Main Menu Design

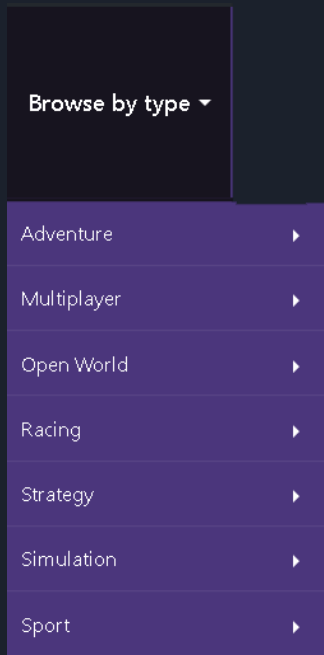
- Our main menu is rich with information in order to make the user search for different resources (types of games, one game...) easily.





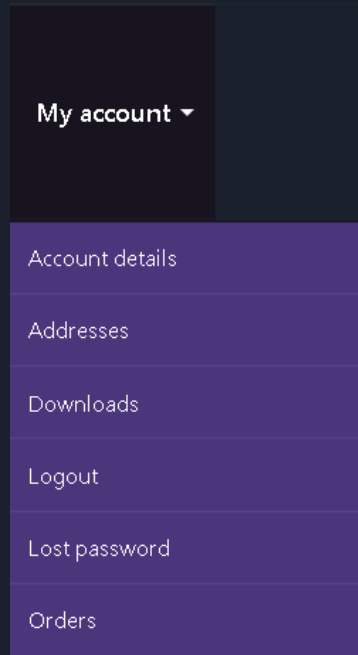
Browse by Type

- In this section, the users can search by genre of the games. We added the main categories that a game store should have.



Account Information

- In this section, the users can manage their account details, addresses, downloads, and orders. Also, They able to request a new password and logout.



Game Details

- When users select a specific game, they see a page with the breadcrumbs, image & name & price & description & reviews of the game, add to cart button and related products menu design.

Breadcrumbs

Description & reviews of the game

Citation for image of the game

Related products menu design

TEAM
OPTIMIZERS
GAMES

User Centered Design Course ▾ Browse by type ▾ Demo Games Early Access Free to Play My account ▾

Home / Browse by genre / Adventure / Tomb Raider

TOMB RAIDER
"A SUPERB ACTION GAME."
9.1/10 - IGN
"A TERRIFIC ORIGIN STORY."
- GAMESPOT

Tomb Raider
€19,99
1
Add to cart
Category: Adventure

Name,
price,
category

Description Reviews (0)

Photo Citation: https://store.teampowered.com/app/203160/Tomb_Raider/

Related products

Call of Duty®: Black Ops III
€59,99
Add to cart

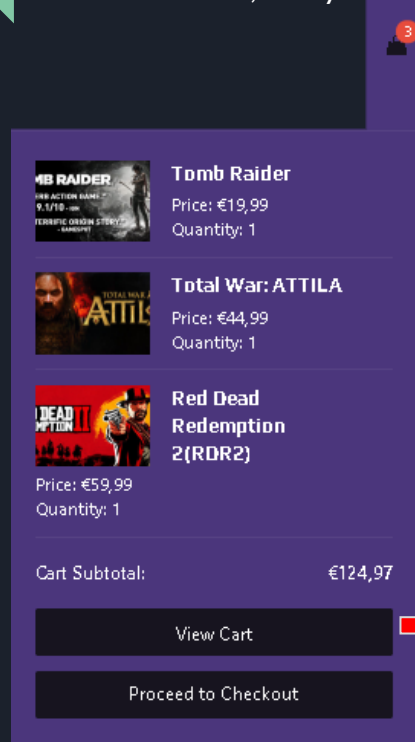
PLAYERUNKNOWN'S
BATTLEGROUNDS(PUBG)
SALE!
€30,00 €15,00
Add to cart

Dead by Daylight
SALE!
€19,99 €7,99
Add to cart

Grand Theft Auto V(GTA 5)
€29,99
Add to cart

Cart

- In this section we show all the products that the users added to their cart with the total price.
- Also, They have an option that they can go directly to the checkout section.



A mobile app cart overlay with a purple background. At the top right is a shopping cart icon with a red badge showing '3'. The cart contains three items: Tomb Raider, Total War: ATTILA, and Red Dead Redemption 2(RDR2). Each item has a small image, title, price, and quantity. At the bottom, there is a 'Cart Subtotal' of €124,97 and two buttons: 'View Cart' and 'Proceed to Checkout'.

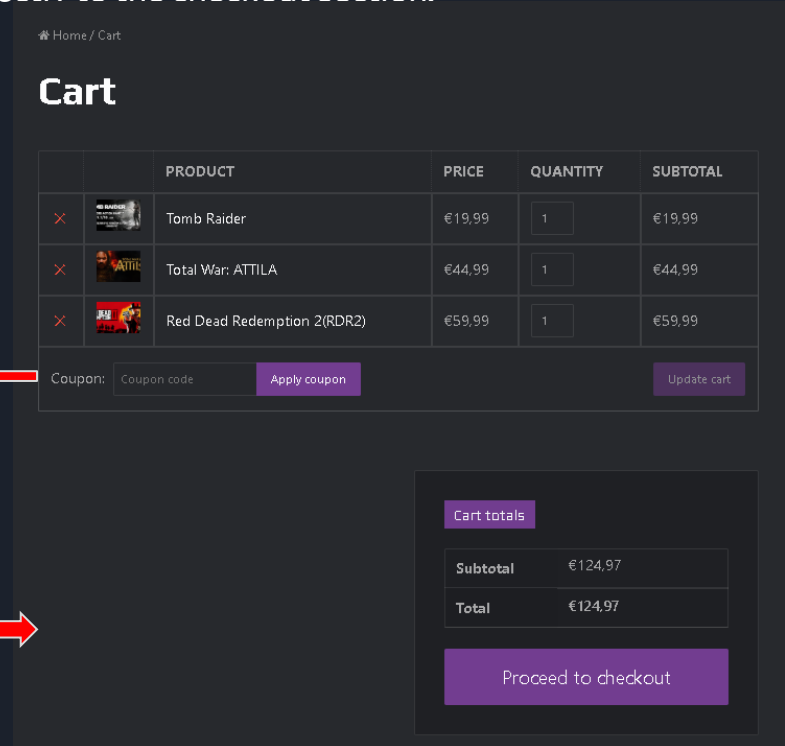
PRODUCT	PRICE	QUANTITY
Tomb Raider	€19,99	1
Total War: ATTILA	€44,99	1
Red Dead Redemption 2(RDR2)	€59,99	1

Cart Subtotal: €124,97

[View Cart](#)

[Proceed to Checkout](#)

Discount option
button



A desktop website cart page with a dark grey background. The title 'Cart' is at the top. Below it is a table with columns: PRODUCT, PRICE, QUANTITY, and SUBTOTAL. The table lists three items: Tomb Raider, Total War: ATTILA, and Red Dead Redemption 2(RDR2). Below the table is a coupon section with a text input for 'Coupon code', an 'Apply coupon' button, and an 'Update cart' button. At the bottom right, there is a 'Cart totals' section with a 'Subtotal' of €124,97 and a 'Total' of €124,97, followed by a 'Proceed to checkout' button.

Home / Cart

Cart

	PRODUCT	PRICE	QUANTITY	SUBTOTAL
×	Tomb Raider	€19,99	1	€19,99
×	Total War: ATTILA	€44,99	1	€44,99
×	Red Dead Redemption 2(RDR2)	€59,99	1	€59,99


Coupon: [Apply coupon](#) [Update cart](#)

Cart totals

Subtotal	€124,97
Total	€124,97

[Proceed to checkout](#)

Checkout

 Have a coupon?

Billing details

First name *

Last name *

Company name (optional)

Country / Region *

Street address *

Postcode / ZIP *

Town / City *

Phone *

Email address *

Checkout & Payment

- In the checkout section, the user is asked to enter his personal information for a safe delivery of the product (even if it is virtual).
- However, the payment system is not implemented on purpose because this project is for educational purposes only and we don't actually sell games.


Additional information

Order notes (optional)

Notes about your order, e.g. special notes for delivery.

Your order

PRODUCT	SUBTOTAL
Tomb Raider × 1	€19,99
Total War: ATTILA × 1	€44,99
Red Dead Redemption 2(RDR2) × 1	€59,99
Subtotal	€124,97
Total	€124,97

 Sorry, it seems that there are no available payment methods for your state. Please contact us if you require assistance or wish to make alternate arrangements.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

Place order

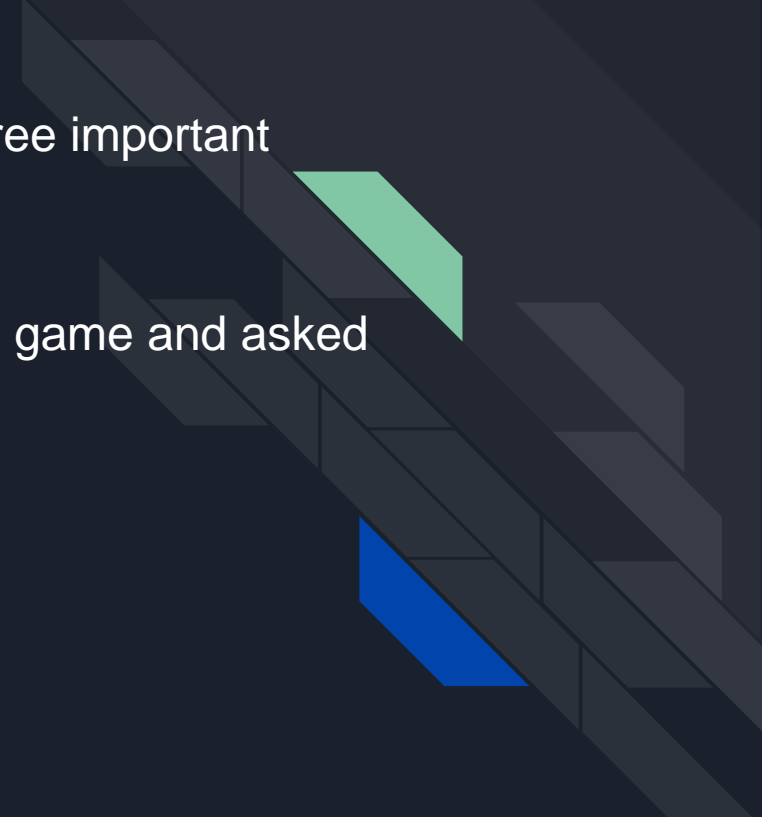
Analysis, F.Rabia Yapicioglu & Rhythm Bhatia

We had 30 potential users who were part of the survey for our website.

We asked them various questions based on the three important factors that are design, speed and functionality.

We also gave them a task to find the rocket league game and asked them their feedback based on it.

Users gave their feedback between 1 to 5.



Questionnaire...

UCD & E-Commerce Website Post-Questionnaire.

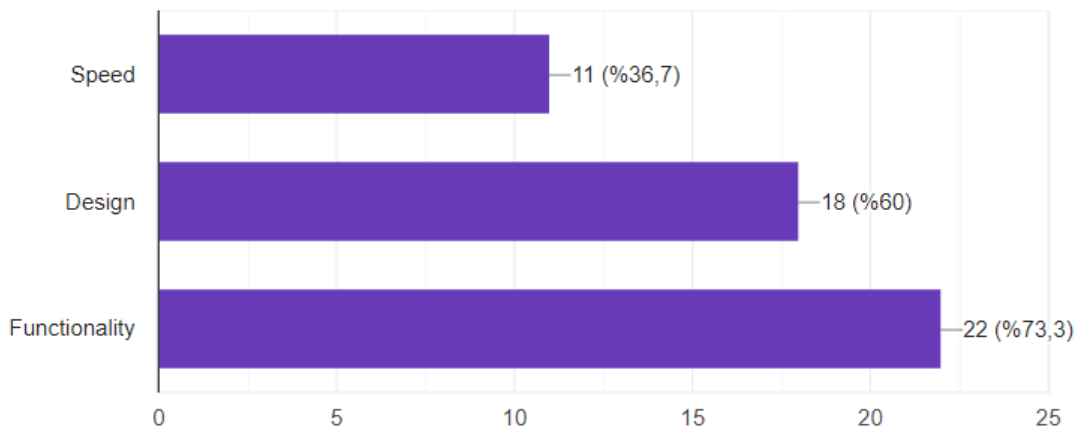
Please first observe and experience the website design and menus especially inside. These responses will be used for a scientific project belong to the User-Centered Design in the University of Eastern Finland. The questions were prepared by taking the context of the UCD course into consideration. You can always contact us with further questions. Send further questions to rabiayap@student.uef.fi.

We are trying to develop the best menu design in terms of usability and user-centered design. Your task is to find the game called 'Rocket League' on the first version of our website by using the following link, <http://ucd.lifetopin.com/> . And then answer the following questions according to your experience.

Most important is the functionality...

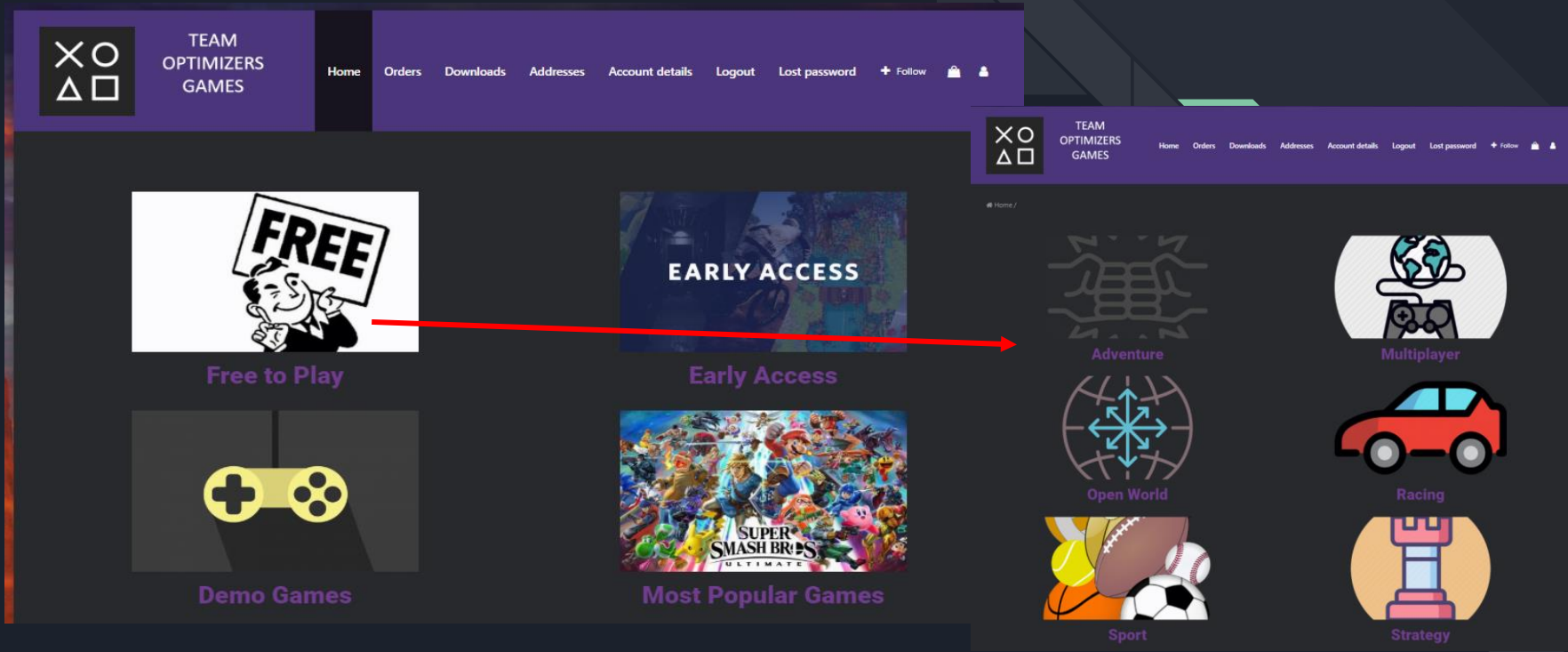
Which one is more important for you? Speed of site, design of site, a functional site?

30 yant



First Draft of our menu-design.

We planned and designed categories as big objects.

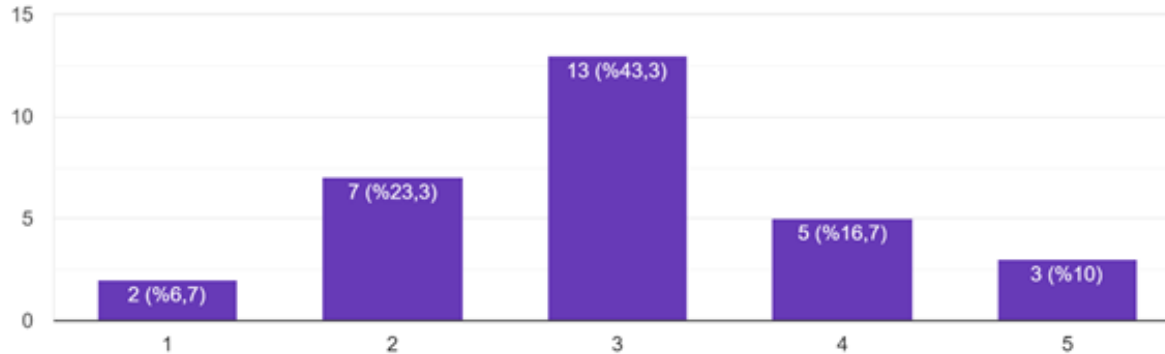


Creativity of the menu design got 3 points on average.

We placed list of categories instead of big objects.

How much the menu design support the creativity of the website, please evaluate the creativity of the menu design?

30 yanıt



Some additional feedback from interviewees...

tried ctrl+f to find rocket league, didn't work. looked for a search icon (3 bars, a magnifying glass, etc.) didn't see it so I gave up

Redo it with less aggressive colours and rethink the listing of the games.

Couldn't find the search tool!

Easy Navigation

Contents are OK but inorder to do some orders it i'm losing the navigation. And i could see then recommendations are popping up frequently though we close that.

There is an error: in free games there is twice racing.

Make search option more visible

I request your team to rethink on how to smoothly take the user to all list of games once they land the site.

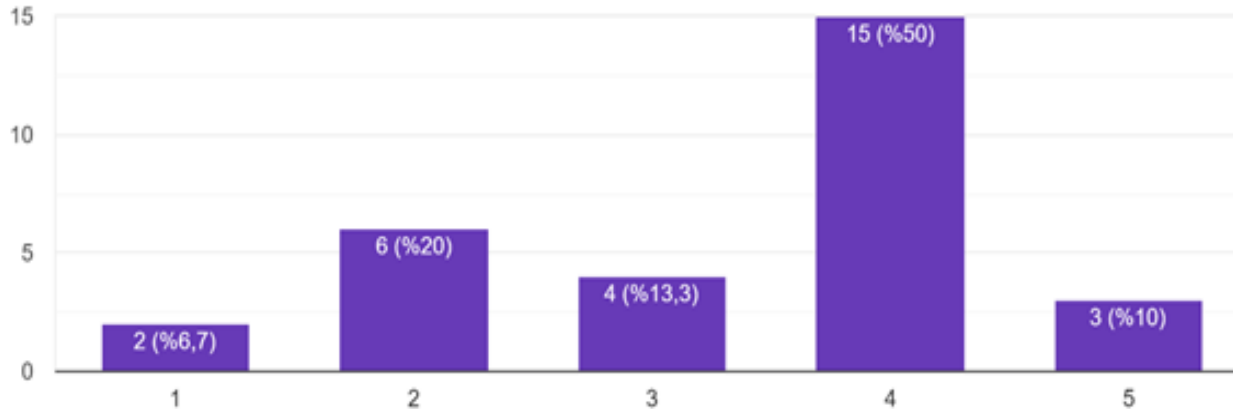
I find it difficult to search or navigate to the required games. The categories are repeated twice, a preview

Navigation point was 4 on average.

We made navigation easier by adding breadcrumb trail, sitemap, and search tool to the website.

How easy is it to navigate on our website?

30 yanıt



Screenshot of breadcrumb trails from our new design.

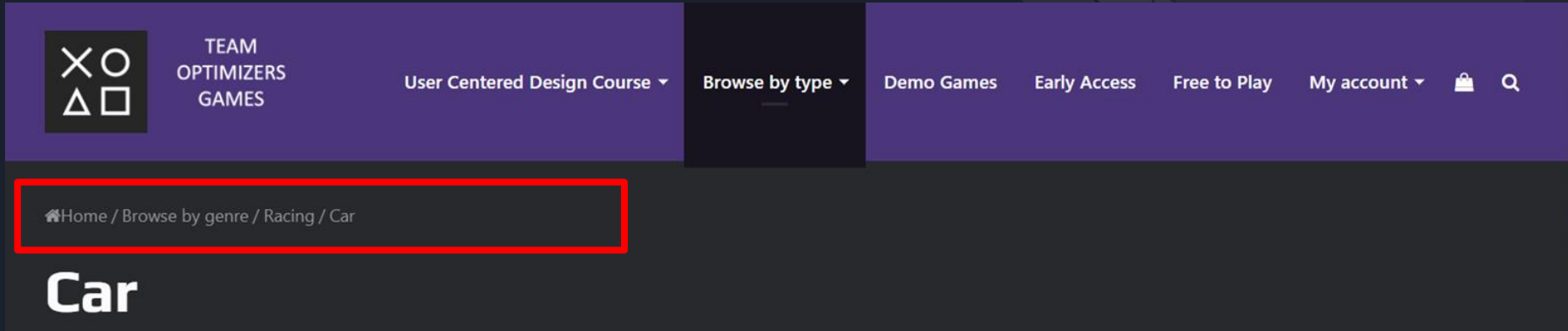


Figure 1.1 Breadcrumb Trails.

Sitemap screenshot...

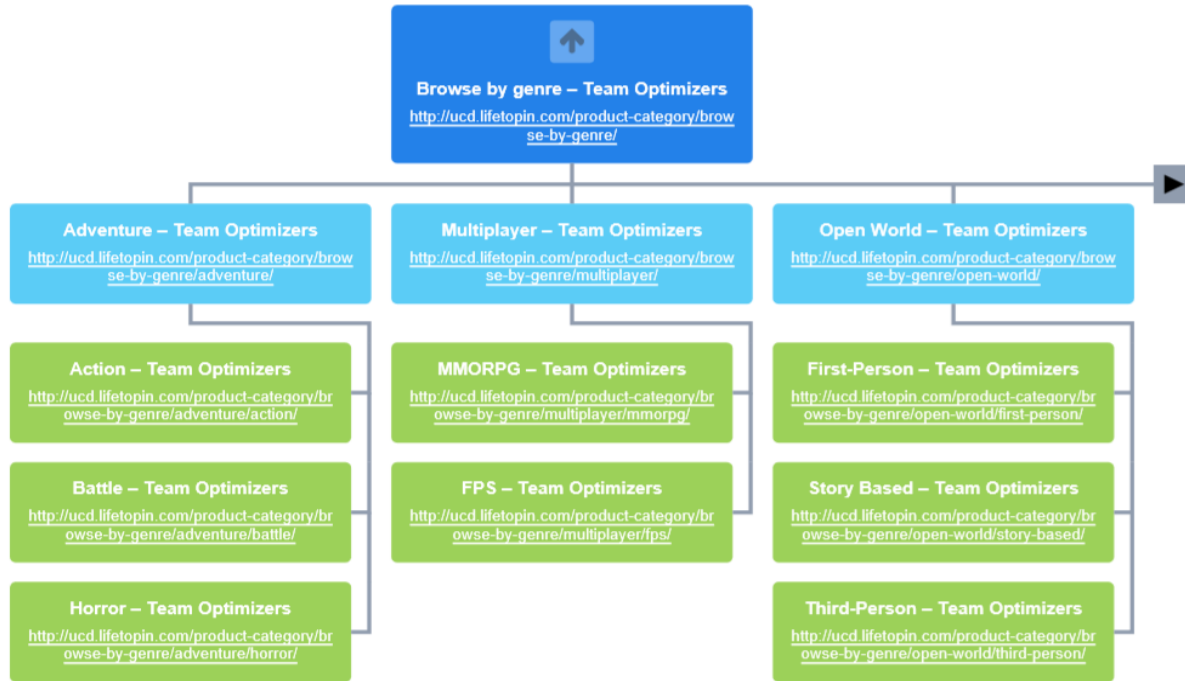


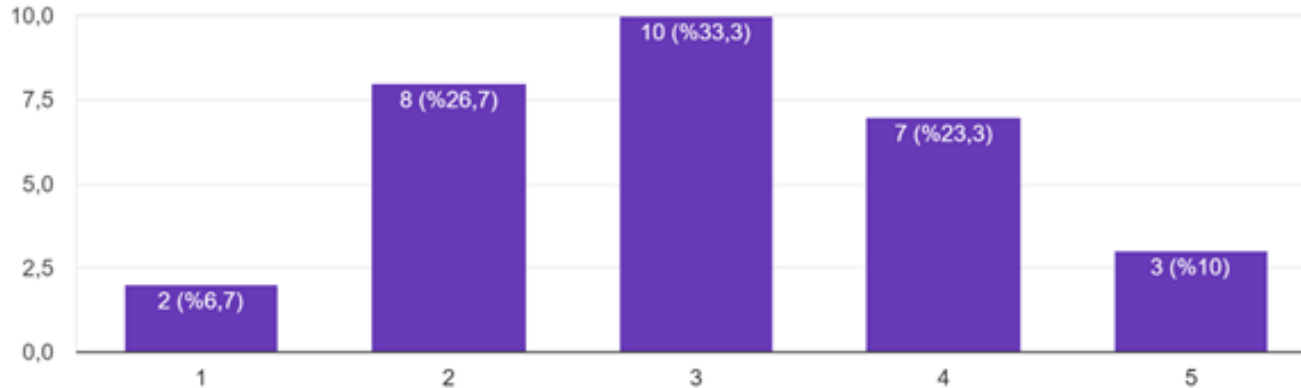
Figure 1.2 One subcategory of the sitemap.

Menu design was helpful for users when they are searching for target got on average 3 points.

We added a search tool to the website.

How much the menu design was helpful for you when you were searching for your target on the website?

30 yanıt



Screenshot of search tool from our website.

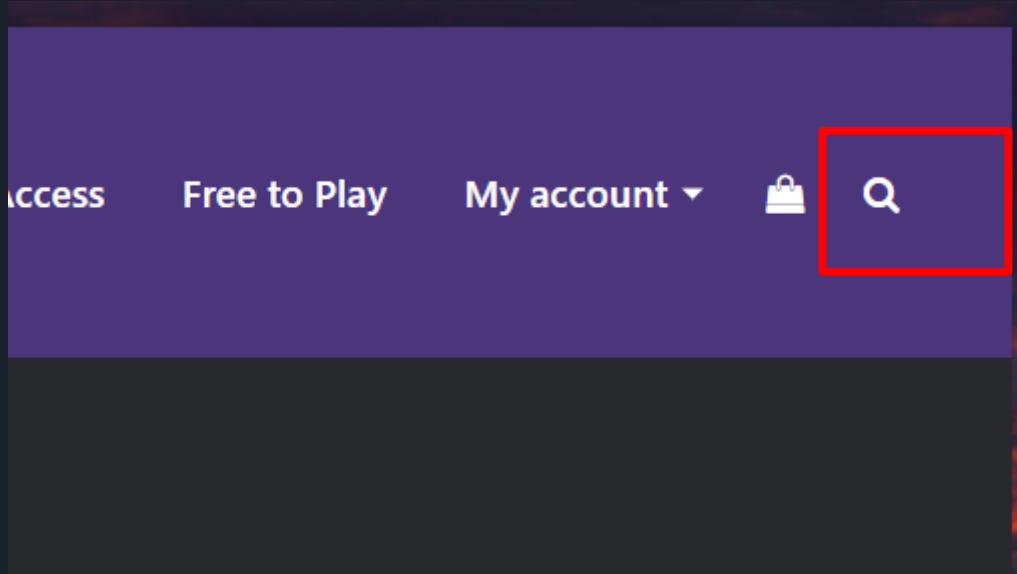


Figure 1.2 Search Tool.

Prototyped menu design after survey results.

Home	Free Play	Paid Games	Demo Games	Most Popular Games	Virtual Reality Games	Multiplayer	Orders&Downloads
		Action Games >					
		Adventure Games >					
		Board Games >					
		Card Games >					
		Casual Games >					
		Educational Games >					
		Racing Games >	Car Games >	offline car racing games			
		Simulation Games >	Motorbike Games	top-rated car racing games			
			Plane Racing	premium car racing games			

Figure 1.4 Menu Design - Paid Games.

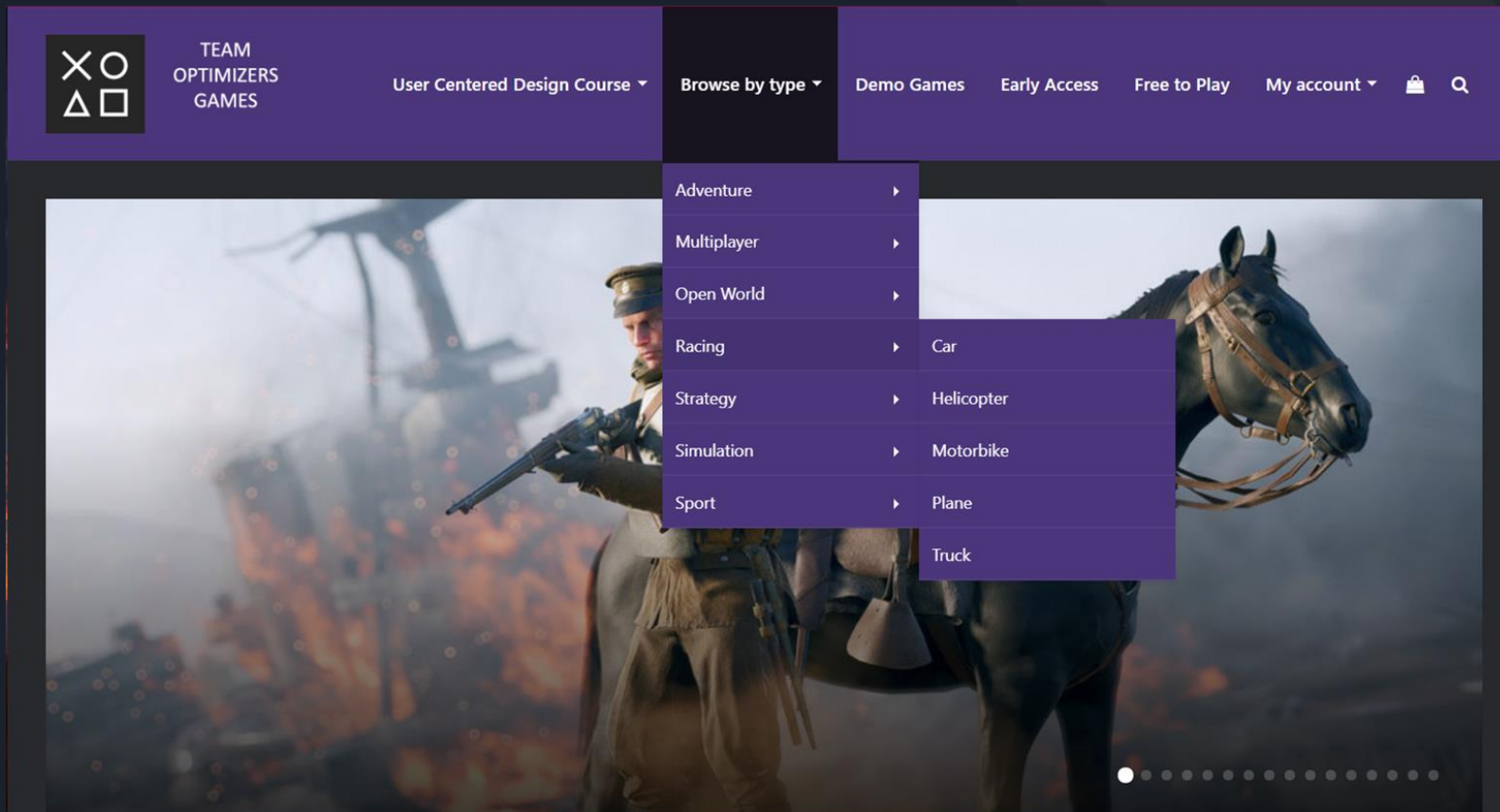
Home	Free Play	Paid Games	Demo Games	Most Popular Games	Virtual Reality Games	Multiplayer	Orders&Downloads
	Adventure Games						
	Battle Games						
	Open World Games						
	Sports Games >						
	Strategy Games >						
	Racing Games >	Motorbike Racing Games					
		Car Racing Games					
		Truck Racing Games					
		Rally Racing Games					
		Stealth Racing Games					

Figure 1.5 Menu Design - Free Play.

Home	Free Play	Paid Games	Demo Games	Most Popular Games	Virtual Reality Games	Multiplayer	Orders&Downloads
					VR Racer Games		
					VR Horror		
					VR Roller Coaster		
					VR Escape Games		

Figure 1.6 Menu Design -VR Games.

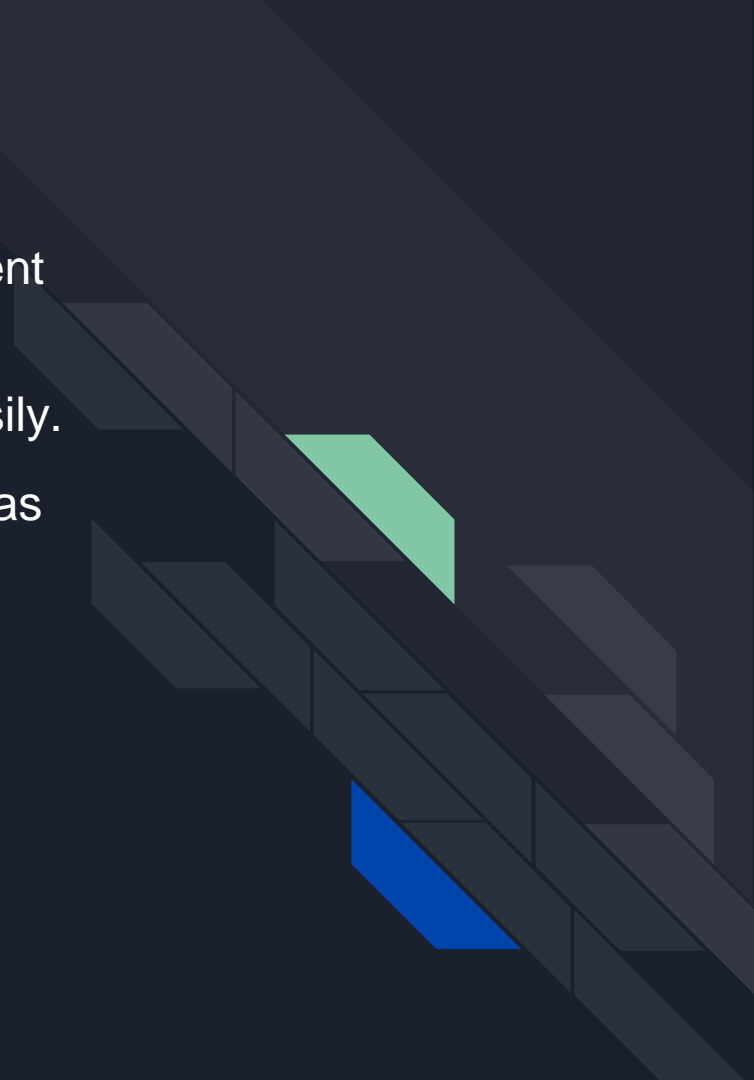
Implementing in real blog...



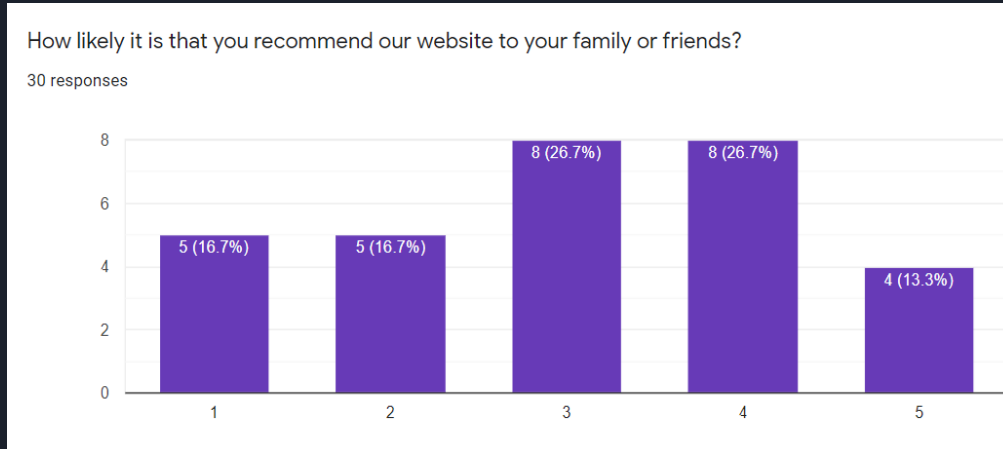
Additionally, we need to work on the procurement process of our website.

Only 6.7% of our users could buy a product easily.

We can take inspiration from a big house such as Amazon for our procurement functionalities as well.



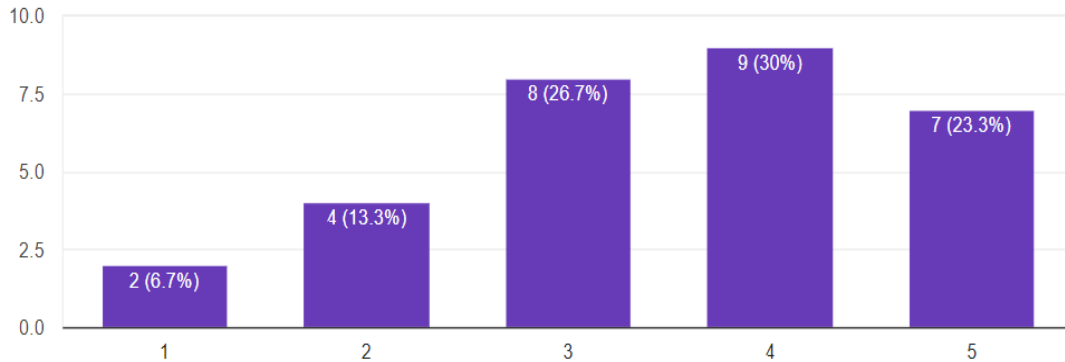
Currently, 40% of the users are likely to recommend the website to their family and friends.



Only 23.3% rated the overall performance of the website as perfect (5 on 5).

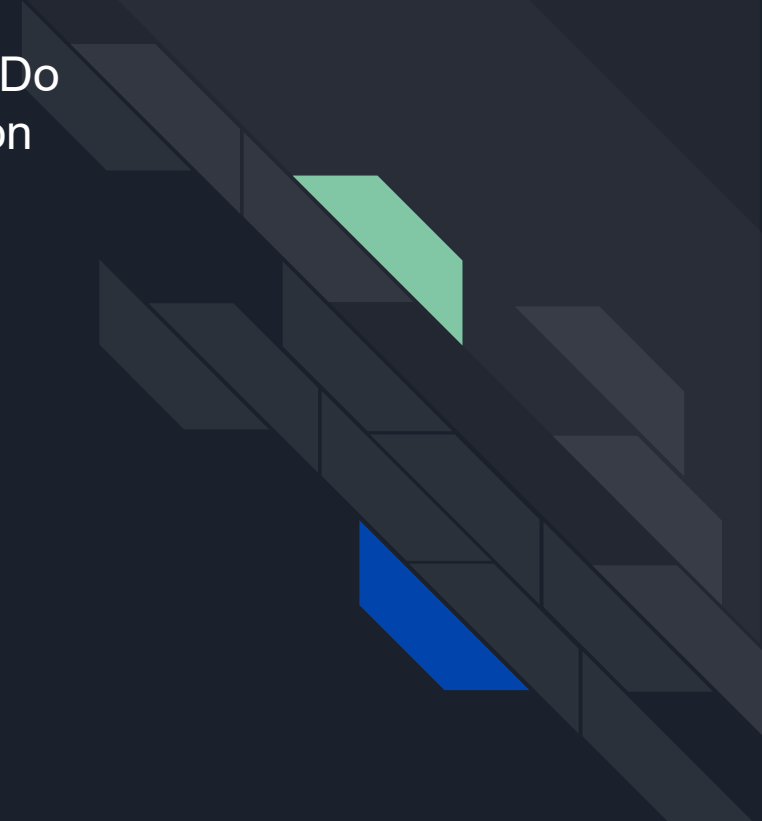
The overall performance of our website is...

30 responses

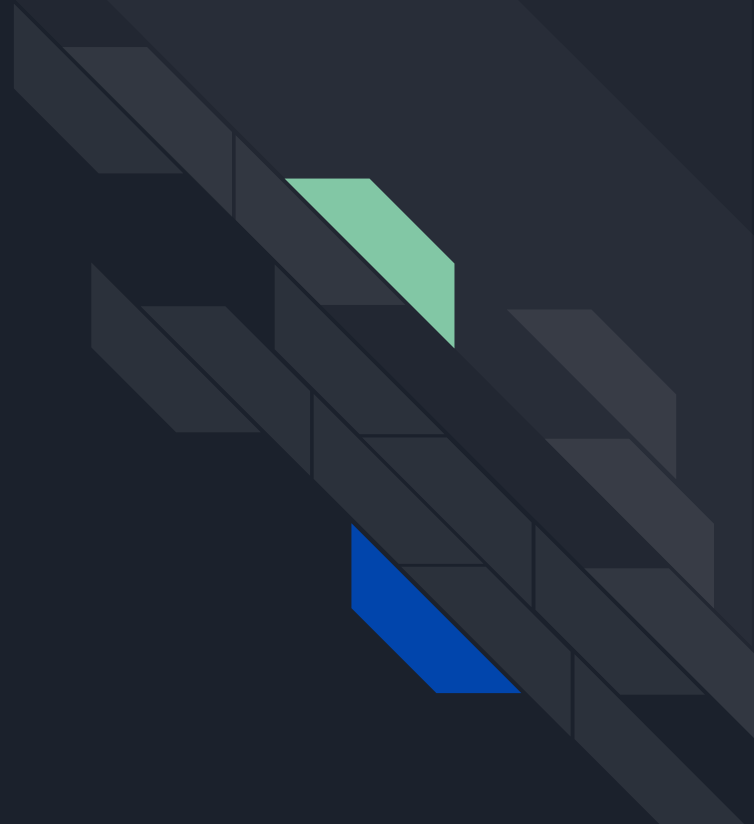


For better performance of the survey. We will add “Do you understand of the task for this survey?” question at the beginning of the survey.

With this question, we will make sure visitors understand the requirement and do it as we requested.



Conclusion





Conclusion / Summary

- Developed a mockup of an ecommerce website using Wordpress, focusing on the design of menus
- Distributed a questionnaire and received feedback from users
- Analyzed feedback and used the analysis to design changes we should implement in the website