GREENLIGHT.COM

ONLINE ADVERTISING GROCERY WEBSITE

USER RESEARCH REPORT

29th June 2021

**Introduction**

Greenlight.com is an advertising grocery products website created in 2021 by IFM students taking bachelor of Informational Technology. The aim of this website is to incourage the use of natural food products for human healthy as well as to expand its market by making it available online. We jast advertise our products to our website but we look on expanding the functionality of this website to the level of being able to sell its products online as well in the future.

It will allow its users to see and review all products available in our stock and their price, an area of service and how to serve our customer in a satisfactory way.

We gave high priority to conduct user research in order to make sure that that our website is well designed to ensure better experience for its users. Several weeks were invested on conducting user research for our website to have what it deserves to satisfy our customers.

We first formulated questions based on different criteria that our website and its environment as whole is going to be involved. We used different methods during the conduction of our research to meet the goal of creating good and quality experience to our users when interacting with our website. We specifically wanted to know what people’s motivations, desire, and needs are more influential when creating the content of our website such as what kind of color they wish to see in our website and how they wish to see content organization of our website.

**Methods used in research**

In order to better understand how users could utilize Greenlight.com and their attitudes towards our products, we employed some different methodology/techniques that will provide us with best solution during designing of our website. After analyzing the techniques, we used, we gained a better understanding of the real target of how our users wish to see the design and how to provide appropriate recommendations to our client.

The following are the techniques we used:

* **Qualitative research**

Here we focused to know how we could design our website that will meet our business goals as well as establishing good and quality perspective from our users. We focused on methods that can help us have a deep understanding of how well the user will like the design, by making it simple and comfortable to interact with our website. The following techniques were used;

1. Interview technique.

An interview was the one of our choice methods that could help us. We interviewed a large number of users on different design issues of our website will be in order to get some insights by asking them open-ended questions.

1. Usability testing.

We also provided our user some of our initial design for the usability testing of our website. We examined our user’s level of satisfaction when they encountered our initial design.

Through usability testing, we achieved a real-time, real-world data from users navigating our site, and provide their thoughts and observations, to picking up on errors that we did not see during the development.

* **Quantitative research**

The purpose of this research was to collect statistical data to draw generalized conclusions about our user’s attitude and behavior based on our findings from qualitative research.

We grouped some design suggestion together and find out which one was more chosen from the rest. We took all efforts to make sure that we had a big sample of representative test users so as to have a reliable way of assessing the target user population.

**Findings and recommendations**

Based on the research we conducted on our users, below is the summary of what we were able to get from our research. We carefully analyzed our data we collected and incorporated them in our design to get all the bests that were desired from our users.

* **The kind of users we are going to have.**

We researched on the type of users who will most be visiting our website. Ninety five percent (95%) of our users are women with age ranging from 15-45 years old. And this is because of the kind product we are advertising.

We advertise grocery products such as food staffs, vegetables and fruits. In our society, women are the one who are mostly involved on preparing food to our homes.

Women aging 45 years and above are not well familiar with the web technology. So, we are going to miss them as our visitors of greenlight.com website.

* **Awareness of our user with web technology and its application.**

Due to the business location (Urban area) we targeted most of our users are aware of technology compared to rural areas. We found that, although they are meeting different kind of websites online when using their devices, they rarely mate a website that advertise grocery products like those they physically see on their local areas.

So, it is something that is going to be unique to them and they most likely to see it online.

* **How frequently are they engaging in this technology?**

Most of our users use mobile devices that makes it possible for the them to access the website at any time everywhere they wish. Though the challenge come to bill they need to pay for the internet access, most of them have ability to afford the bill of accessing internet every day.

* **How likely are they going to like our advertising website online?**

Greenlight.com is one of the among unique business they are going to access online. Most of our users would like to see a variety of products as well as a good price. They complain on using a large amount of time roaming on different area finding what they need.

But they say that, our website will solve that challenge as they will be aware of the availability of the product and able to make plan before they move from their home.

* **What kind of design they are desiring to encounter or see on our website?**

About the designing of the website they wish to see, we have gathered some various data below;

1.Color

Most of our users recommended green color as our main color throughout our webpages. The green color also will best represent our products as most of the food products and plants are in green color.

2.Logos and images

They wish to see images of food staffs populating our website such as awesome fruits images, vegetables images and some other food stuffs. Inconsistence images will drive off better experience of our users.

3.Navigation

Top horizontal navigation bar is the one that is going to be used compared to other navigations such as sidebar navigations. This is because of the experience most of our users have when interact with other websites where by most of them uses top navigation.

4.Language

The kind of language we will use is Swahili language. It is the main language of our users. Using different language such as English will cause the website to become difficult to interact with.

5.Font size and font family.

The size of the texts should be at medium size (12-14). We are going to use San serif font family as default because it is highly supported in windows operating system and android operating system where most of our user’s devices rely on.

6.Content

Flooding website with a lot of contents decrease readability of the website and making it more complex to use. Unnecessary contents should be avoided in order to improve user experience.

Most users recommended to see only list of products, their price and contact information when they meet our website.

* **What kind of devices do most of our users uses?**

85% percent of our users are mobile users, 10% are tablet users with only 5% percent for desktop users. So, we are going to concentrate and focus more to design responsive website that meets with mobile screens.

**Conclusion**

Based on the research we conducted about user research, we found that most of the users want to see what our website looks likes so that it may be easier for them to give out their feedback.

Though we had some initial designs of the website to present to them, we found that it is more important to have at least more than three different designs of the key webpages that will be presented to users in order to figure out what and why a particular design will be preferred compared to others so that we may create a well-developed responsive website.

GREEENLIGHT.COM SITEMAP

![Website sitemap
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