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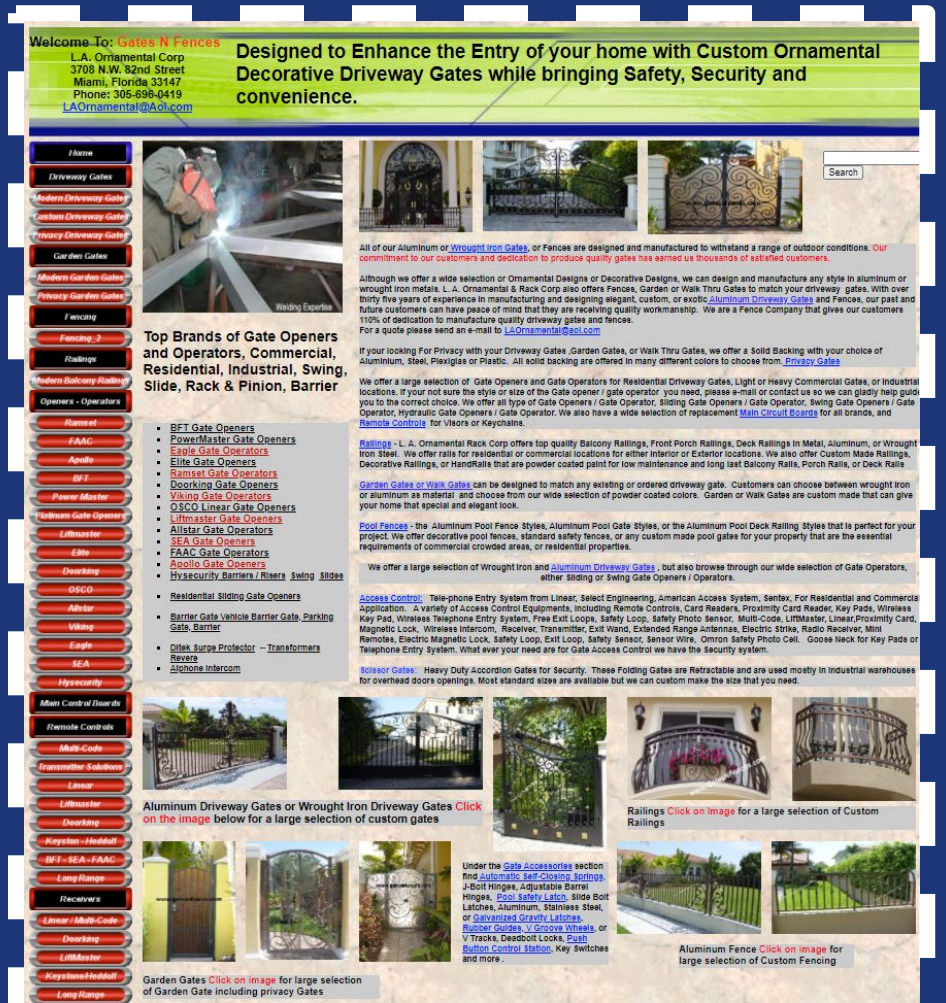
Research Summary

gatesnfences.com

Gatesnfences is an American website designed to promote a gate and fence selling business. The website allows the users to see their company, view their products and purchase their products. Overall, the website has a very poor user interface, with countless different usability issues. As a result, it is not aesthetically pleasing, inefficient to navigate and inaccessible to a variety of users.

The **whole** website underwent a redesign.

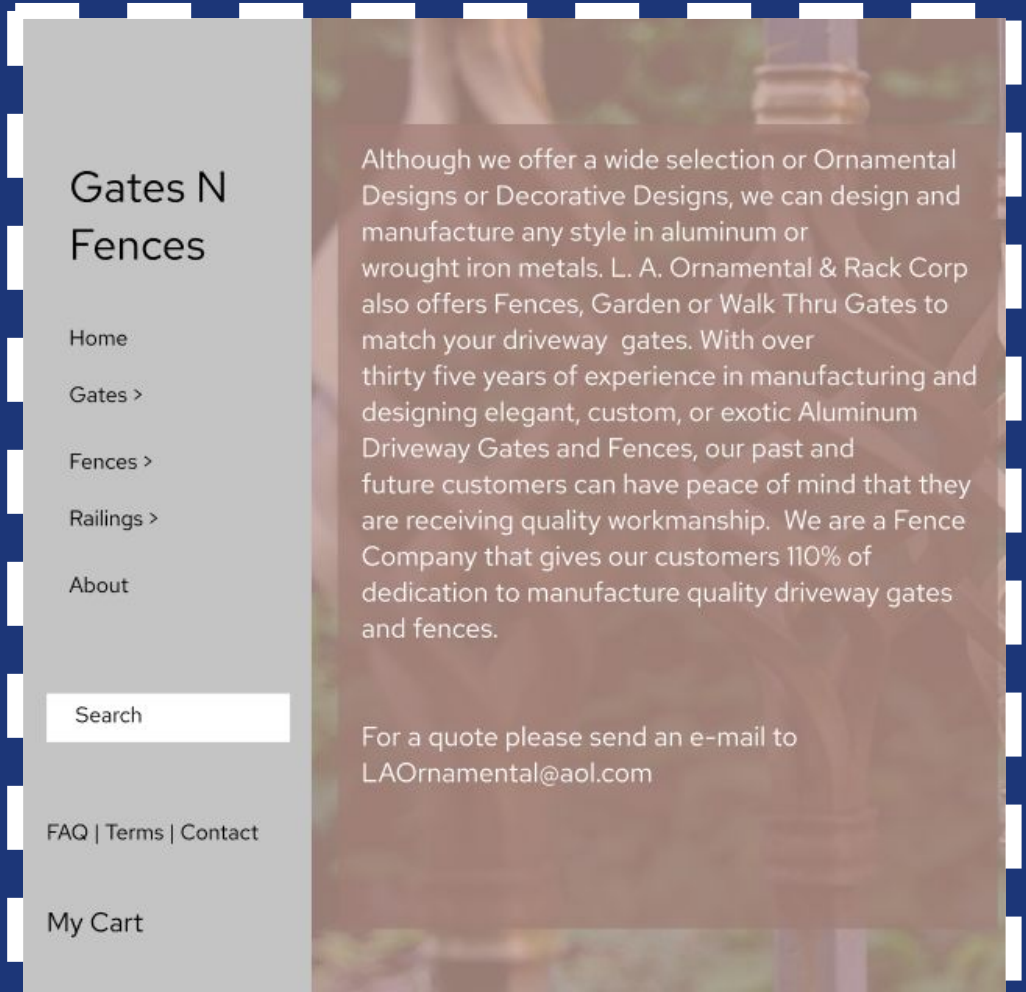


Research Summary

figma.com/file/B6zgS9HNnDd2B5Z32VJGKb/Gates-N-Fences

When redesigning the website, we chose to focus on two main factors – **aesthetics and navigation.** In our experiment, we would like to evaluate the difference between the navigation of the old site and the navigation of our new site, to be able to understand if our redesigning of the website has a large difference.

The **whole** website underwent a redesign.



Summary of Pilot

We started out pilot running through each set task with a strict max time of 5 minutes, but then figured out that 5 minutes was excessive and so reduced it to 3. We found that the 3-minute timer was just as effective of a constraint as the 5-minute one for keeping the evaluation under 30 minutes per person. **We found that even the 3-minute limit was rarely reached**, but we thought it was important that the overhead time was long enough that the participant didn't feel like they were racing against a clock. The pressure from doing so would likely influence the test.

Other than this alteration to our experiment, we thought that the pilot went well and were happy to proceed with the agreed plan.

Method

The participants were briefed in the form of a briefing sheet which we screen shared during the call. Then we explained that the experiment would be carried out in an ethical manner. Afterwards, we split the call up into 6 different calls to improve the reliability of the experiment. We could not ask a participant to complete a task which they have just watched somebody else complete. In each of these separate calls, we verbally asked the participant to complete eight tasks. Each of our team members asked them to perform these tasks exactly as they are written below to eliminate any bias. The participants were asked to screen share so that we could record data.

1. Starting at the home page of the old site, add a Golden Orchid Driveway Gate to your basket.
2. Starting at the home page of the new site, add a Golden Orchid Driveway Gate to your basket.
3. Starting at the home page of the old site, navigate to the About Us page.
4. Starting at the home page of the new site, navigate to the About page.
5. Starting at the home page of the old site, tell us the contact phone number for the company.
6. Starting at the home page of the new site, tell us the contact phone number for the company.
7. Starting from the home page of the old site, navigate to the View Cart page.
8. Starting from the home page of the new site, navigate to the View Cart page.

Method

During this process, the time taken for each task and the number of clicks was recorded. We had chosen these tasks in this order as they do not relate to each other, so we hoped to eliminate any confounding variables. That is, the participants should not be learning something in a task which will help them perform a subsequent task quicker. We simply recorded the data ourselves in a predefined template. We recorded the time elapsed and the number of clicks, which were the dependent variables. The website which they were using was the independent variable on both occasions.

After performing these tasks, the participant was asked the following questions verbally and the results recorded by ourselves:

1. Rate the ease of navigation on the old site on a scale of 1-10, 1 being terrible, 10 being excellent.

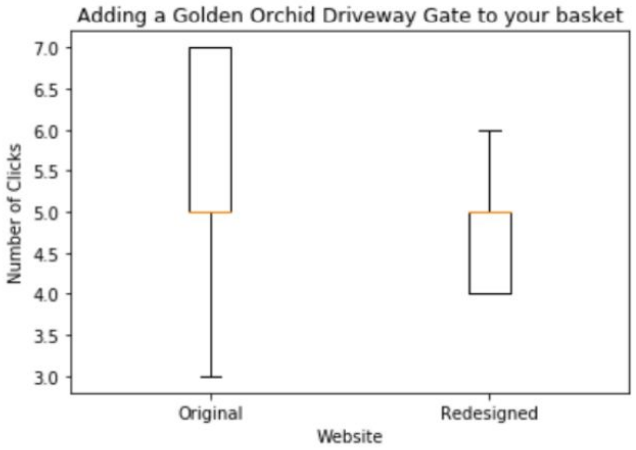
2. Rate the ease of navigation on the new site on a scale of 1-10, 1 being terrible, 10 being excellent.

Afterwards we joined together in a debriefing call, allowing the participants to ask questions and reflect on the experiment.

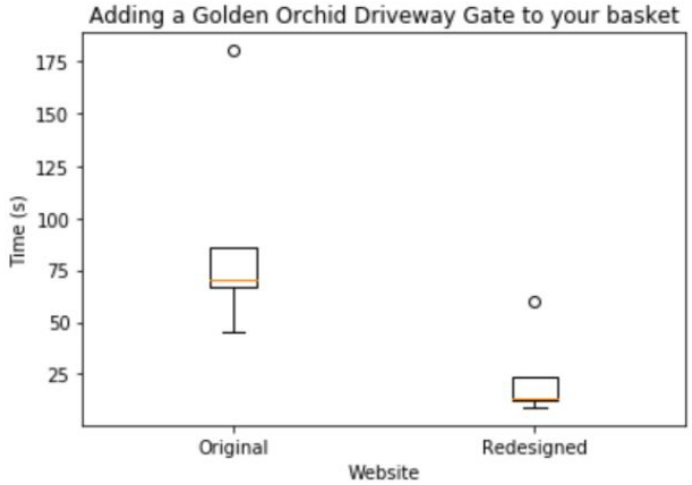
	Participant 1		Participant 2		Participant 3		Participant 4		Participant 5	
	Time(s)	No. Clicks	Time(s)	No. Clicks	Time(s)	No. Clicks	Time(s)	No. Clicks	Time(s)	No. Clicks
Task 1	67	5	45	7	180	7	70	5	86	3
Task 2	12	5	9	6	60	5	13	4	24	4
Task 3	5	1	7	1	7	1	9	1	6	1
Task 4	2	1	1	1	4	1	3	1	4	1
Task 5	3	0	15	0	8	0	8	0	3	0
Task 6	19	2	19	5	36	4	3	0	3	0
Task 7	97	6	122	12	30	3	105	5	114	4
Task 8	13	1	2	1	5	1	3	1	3	1

	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Mean Rating
Old Site Rating	3	1	1	1	3	1.8
New Site Rating	10	8	9	9	9	9

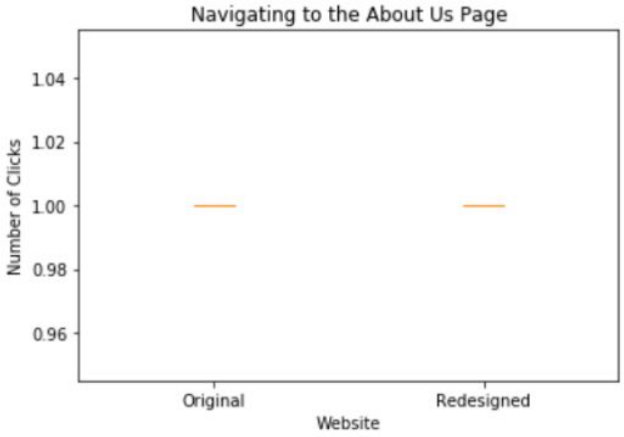
	Mean		Standard Deviation		Median		Standard Error	
	Time	No. Clicks	Time	No. Clicks	Time	No. Clicks	Time	No. Clicks
Task 1	89.6	5.4	52.605	1.673	70	5	26.303	0.836
Task 2	23.6	4.8	21.126	0.837	13	5	10.569	0.418
Task 3	6.8	1.0	1.483	0.000	7	1	0.742	0.000
Task 4	2.8	1.0	1.303	0.000	3	1	0.652	0.000
Task 5	7.4	0.0	4.930	0.000	8	0	2.465	0.000
Task 6	16	2.2	13.748	2.280	16	2	6.873	1.140
Task 7	93.6	6.0	36.773	3.536	105	5	18.387	1.768
Task 8	5.2	1.0	4.494	0.000	3	1	2.247	0.000



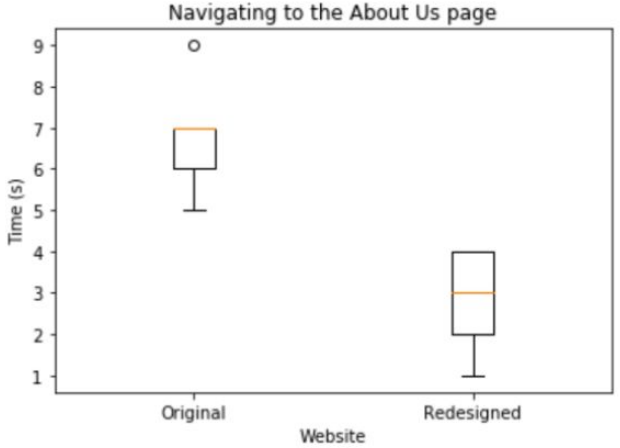
On average the number of clicks were the same for each site, but certain participants performed better on the new site as shown by the differing standard deviations.



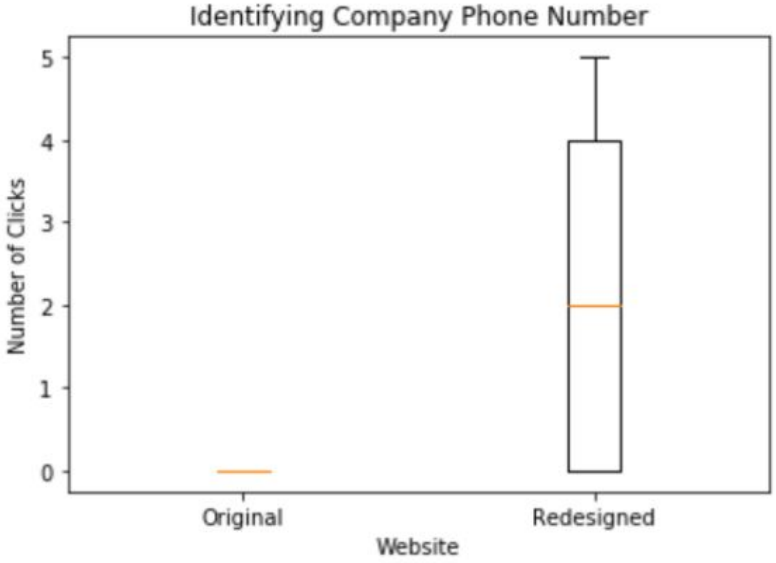
The mean clearly shows that the participants performed better while using our new site.



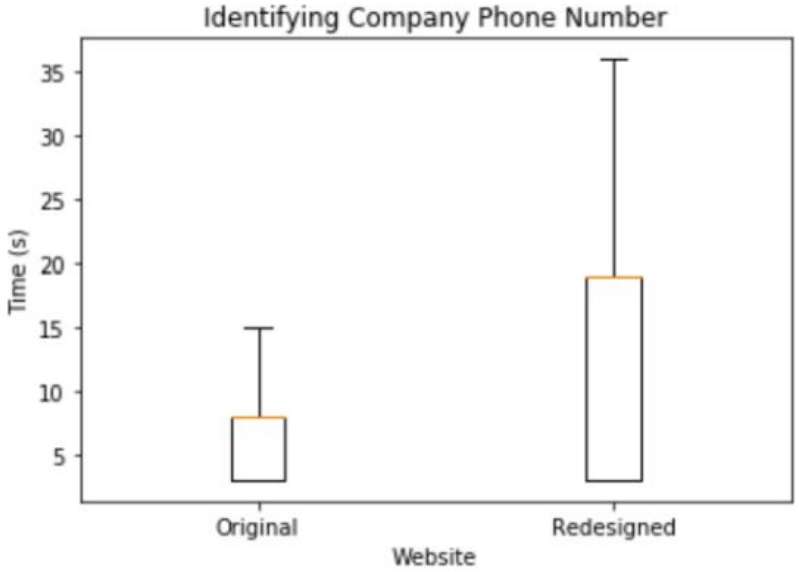
As shown by the standard deviations of 0, the participants performed equally on both websites.



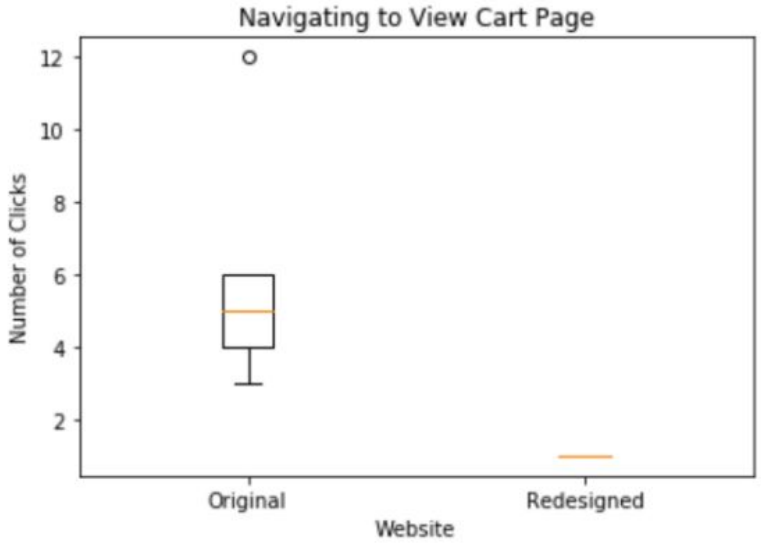
Despite the fact that the participants took the same number of clicks, the timings show that they took much less on our new site.



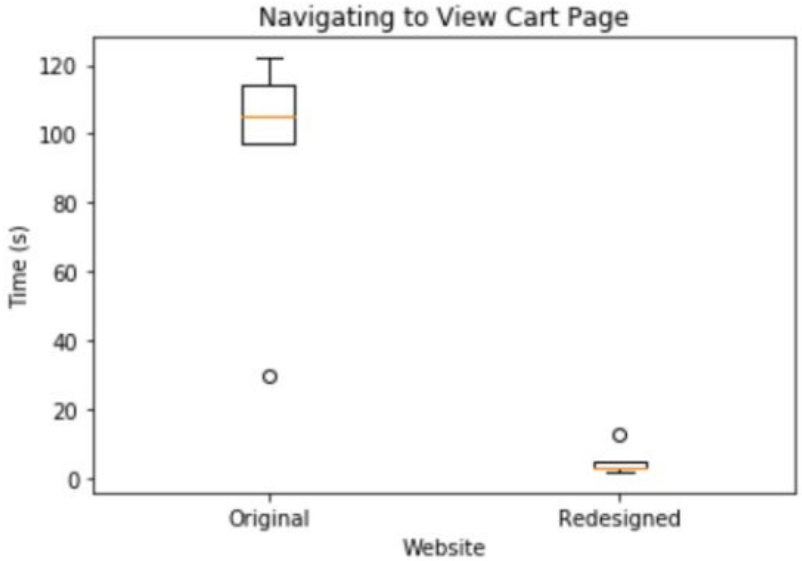
The mean here clearly shows that there was a problem with our design.



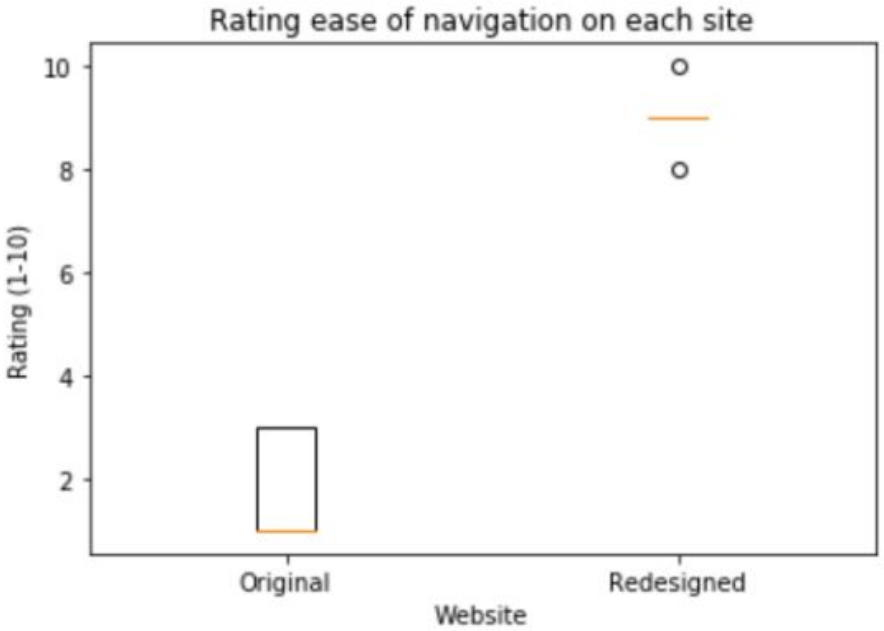
Again, it is clear that it took much longer to find the phone number on the new site.



The mean shows that it took many more clicks to reach the cart page on the old site.



In line with the number of clicks, the timings were much better for our new site.

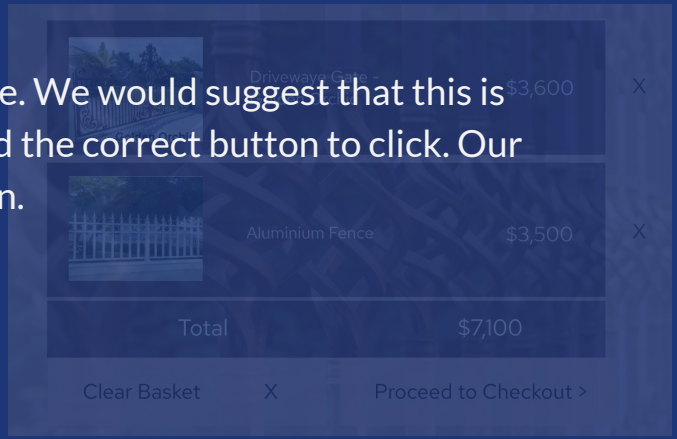


It is evident from the mean rating for each website, that the participants thought we had improved upon the navigation of the website. Additionally, the standard deviation of the ratings on the new site is very minimal, showing that everybody agreed with each other. There were no ratings that were very different to the mean highlighting that we have reliable data to draw a conclusion.

Discussion

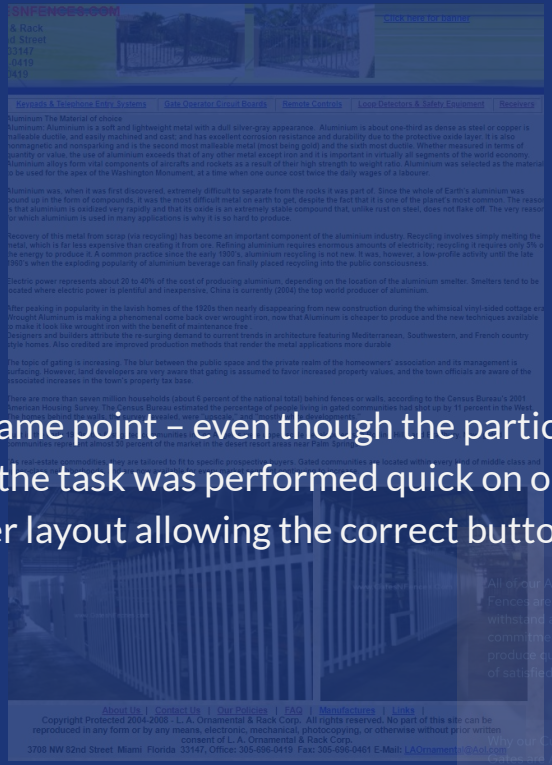
The first task which asked the participants to add a certain gate to their basket demonstrated that this process was overly complicated on the old site. On average, the participants were much faster at adding the gate on the new site.

The number of clicks taken, however, were the same on average. We would suggest that this is due to the clutter on the old site, meaning it takes longer to find the correct button to click. Our reduction of clutter on the new site has clearly aided navigation.

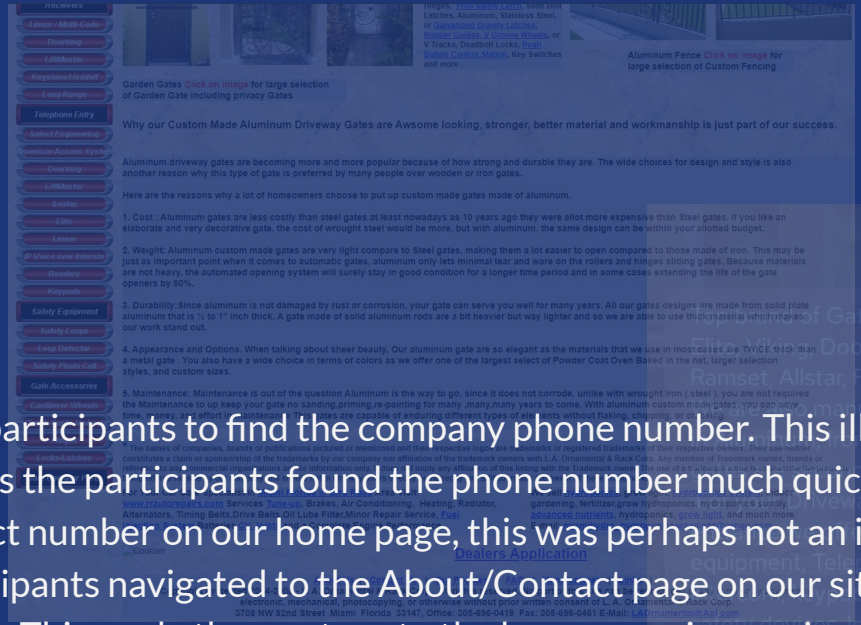


Discussion

The second task highlighted the same point – even though the participants took the same number of clicks on each site, on average, the task was performed quick on our site. Again, we would suggest that this is due to a clearer layout allowing the correct button to be found quicker.



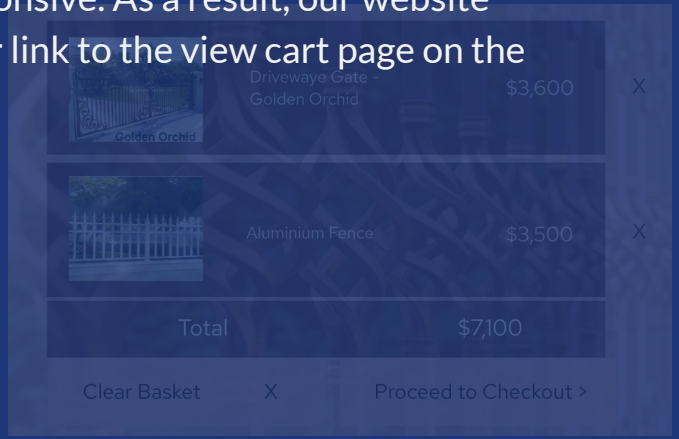
Discussion



The third task asked the participants to find the company phone number. This illustrated a flaw within our Figma design as the participants found the phone number much quicker on the old site. Despite having the contact number on our home page, this was perhaps not an intuitive place to look. Instead, many participants navigated to the About/Contact page on our site, which didn't specify the phone number. This made them return to the homepage, increasing the number of clicks and the time taken.

Discussion

The final task shows that our website has improved upon a clear fault in the old site. Finding the view cart page on the old site is time consuming. The user must add something to their cart before they can view it and once clicking on the link, it is often unresponsive. As a result, our website performed much better in both categories because of the clear link to the view cart page on the home page.



Discussion

The participants were asked to rate the ease of navigation on both sites at the end of the evaluation. We are happy to see that on average, our newly designed site received much higher ratings than the old site, reflecting the results obtained by each individual task. In conclusion, we can see from our evaluation that we have improved upon the navigation of the site, which was our primary goal during the redesign.

Report

Most of the evaluation ran smoothly though a couple changes would be made if we were to carry this out again. Firstly we would use breakout rooms on zoom instead of individually calling each participant and then having to leave and join various calls. Secondly some evaluators noticed that the participants' machine was running slowly which could cause some error in the timed tasks. Lastly one participant was running their machine in Dark Mode which resulted in some text on the old site being difficult to see due to text colour matching the background. The last two problems could be mitigated ideally by running all tests on the same computer set up with the same configurations and settings.

Group 3D

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