

Group 10, <http://hodgsonschippy.com/>

- 5 sec test



	1. What is the company name?	2. What product or service is being provided?	3. What kind of restaurant is it?	4. Why would you like or not like to visit it?
1 respondent	Hudson	Fish 'n' Chips	Fish n Chips	Missing some nice pics of the food
2 respondent	hodgens	food	diner	looks kinda run down not super appealing
3 respondent	don't remember	food	fish and chips	don't want to visit, too green
4 respondent	Hudson	Food	Fish and fries	Pass
5 respondent	hodeson fishnchips	fish n chips	fish n chips	?
6 respondent	Hodgsons	I saw a menu so some kind of restaurant	Hmm no idea. A place with a kids menu. Could be a buffet, family place or pizzeria by the looks of the website	It's easy to see the menu bar and orientate (sorry for the bad English, hope you get it). I wouldn't think it was anything fancy, the style was pretty outdated and looks like the bad pizza place down the street
7 respondent	hodgson	fish and chips	fast food	no
8 respondent	hodgsons	fish and chips	fast food?	I don' t have enough info to decide

Conclusion: the home page of the website communicates clearly what the business is about, but it does not appeal to and even puts off the potential customer.

• Trunk test

1. What site is this? (Site ID)

Expert Molly: Fish and chips shop

Expert Danny: Fish and chips business, it's a family business thing, operating for quite a while

2. What page am I on? (Page name)

Expert Molly: About us

Expert Danny: About us

3. What are the major sections of this site?

Expert Molly: Home, About Us, Location, Kids, Menu

Expert Danny: Home, About Us, Location, Kids, Menu, it's clear

4. What are my options at this level? (local navigation)

Expert Molly: Same as 3

Expert Danny: Navigation bar, but it's too big, the header is huge

5. Where am I in the scheme of things? (indicators, e.g. "crumbs path")

Expert Molly: I know, where I am, because I clicked on the page, but it does not show you at all where you are

Expert Danny: No indicators where you are, not really, I know where I am by the content

6. How can I search?

Expert Molly: I can't, no, I don't think so

Expert Danny: I can't, but there is no reason to search in this kind of website

7. Bonus question: What is your overall impression of the site?

Expert Molly: Fine, nice and useful background information about the business, food hygiene etc. Too much info perhaps, more than necessary. Images could be better. First images on "about us" page are of machinery and a generic picture of food (could be taken from anywhere), does not make you want to go there. Layout needs improvement.

Expert Danny: Navigation at the footer looks weird, it is not styled whatsoever. In "about us" page: it tells what the food is made of, and other random stuff, the page is not clear, should be made more clear and focused on telling that it's a family business, content should be divided into sections. Lines are too long. Small images. Disproportional images vs. text. Looks like Wikipedia, too much info for the customer. There could be a scroll bar for nominations instead.

Conclusion: the purpose of the website and its navigation are clear, but there are no "current page" indicators. Overall, the usability of website is acceptable. But the last (bonus) question about the overall impression of the site revealed user experience issues in more depth and helped us to formulate our main findings, which are addressed below.

- **Two main findings**

1. There is too much information/content that is not relevant for the customers.
2. The pictures should be better (they are too small, generic, do not serve the purpose of making you want to eat at the takeaway in question).

To sum up, their website is crying for more readable and appealing design to attract the target audience.