Comparison and Improvements

Content

1. In the "Gai De Ranking", there are basically 6 to 7 types of milk under each classification standard, and the brands and types are too limited.

   In my prototype, there are more brands involved, and there are generally more than 10 types of milk under each category. In addition, the milk brands and types I designed are more diverse.

2. In "Gai De Ranking", the product introduction content is very general, and the long-form discussion is not focused. At the same time, many types of milk appear in different classification standards, but the introduction is the same.

   In my prototype, the content is more concise and clear, with key points and not long-formed. Moreover, each category is more targeted.

3. In the "Gade Ranking", the classification standard is not clear, and there is no clear data support, that is, there is no clear explanation why a certain product is in this classification.

   In my prototype, the classification standard is clearer and has sufficient data support. For example, in the category of "first choice for calcium supplementation", I summarized the calcium content in each milk.

Typeset

1. In the "Gai De Ranking", all products of each classification standard are presented on the page, resulting in too much content and unable to quickly find the target product.

   In my prototype, I presented the product in a table form (in the end, I will use the Airtable form) to make the content layout more structured and not appear chaotic.

User Interface Design

1. In the "Gai De Ranking", the colors are very rich, and different standards and different products are clearly distinguished in color.

   In my prototype, the overall style is more refreshing and modern, without too much color.

Interactive Design

1. In " Gai De Ranking ", as long as you click the six buttons on the product page,

you will jump back to the home page. Its process design is very unreasonable and has many loopholes.

In my prototype, I perfected all the interaction designs I can think of, and there are basically no interaction errors.

Of course, my prototype still has disadvantages compared with the "top ranking".

1. In the "Gai De Ranking", users can directly compare prices and purchase. In my prototype, users cannot jump directly to the purchase link.

    However, because the website positioning is a display of evaluation results, and my personal ability and energy are limited, I do not decide to add this feature.

2. There are pictures of milk in the "Gai De Ranking". In my prototype, the milk picture is missing.

    In this regard, because this prototype is a short version, I will add it to the final website (using Airtable's drawing board function).

Usability test results

Test tasks
1. Find a milk produced in Zhejiang.
2. Find a high-protein milk, and its origin is Australia.

Test results

1. Effectiveness-Test completion
The user's test situation is divided into three types: completion, abandonment and error.

Test completion					
	User1	User2	User3	User4	User5
Task1	completion	completion	completion	completion	completion
Task2	completion	completion	completion	completion	completion

2. Efficiency-Time to complete

Time to complete					
	User1	User2	User3	User4	User5
Task1	48s	25s	34s	65s	38s
Task2	31s	14s	12s	42s	25s

Conclusion
In general, 5 testers reported that it is not difficult to complete the two tasks. After completing the test, I interviewed them to talk about their evaluation of this website. After sorting, the following are the advantages and disadvantages of the website usability that the testers put forward.

Usability advantages

Interface architecture
1. The organizational structure is basically reasonable, from large to small in depth.
2. The navigation bar is clearly classified and can play a guiding effect.

Content
1. The website provides different classification standards, including the classification of milk components (including protein content, calcium content and milk flavor), and special classification (including milk for people who lose weight and milk from all over the country).

Design style
1. The overall style of the website is minimalist, more modern and in line with the

aesthetics of young people.
2. There is no too much color, and the color is harmonious.

Interactive experience
1. The interaction design is reasonable, the logic is clear, and the whole design process can be basically understood.

Usability disadvantages

Interface architecture
1. A user feedback section can be added to help developers communicate with users and enhance the product experience.

Content
1. Lack of a brief introduction to the product.
2. The lack of re-categorization or screening under the classification results in a messy whole. For example, a tester suggested that under the category of "milk taste preference", there are different standards such as weak milk taste and strong milk taste, so that it is not easy to check when stacked together.
3. The picture does not match the content. For example, a tester suggested that the milk website with vegetables and landscape pictures are inappropriate.
4. The title does not match the content. As one tester pointed out, the "regional light" is hard to understand.
5. This website is only a content recommendation website and cannot be purchased on the website.

Interactive Experience
1. A tester suggested that when he clicked on a certain section of the navigation, a large picture (the first picture) occupied the page, and he needed to slide down to see the contents of the section.
2. The "return" key is missing. A tester suggested that he opened a category, but could not find the return key. He needed to go back to the top and clicked on a section of the navigation bar to re-enter.