

# Engine6 Usability Project

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# Objective of the study

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Finding ways to improve the usability of Engine6 by asking questions like...

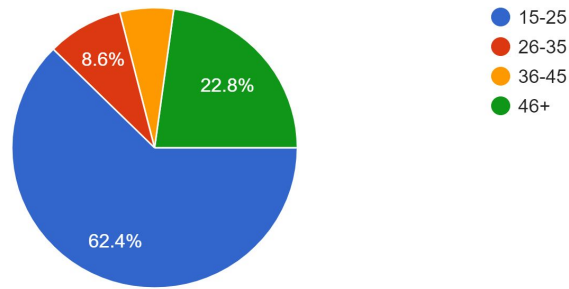
- What features of Engine6 work well?
- How can Engine6 be more intuitive to users?
- What preferences do users have when it comes to web design?
- How can user preferences be incorporated into Engine6?

These questions were then used to design the survey, prototype, and interview questions.

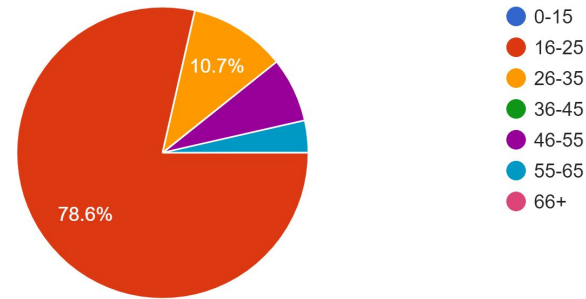
# Participants

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- 197 Responses
- Sent out to friends and family



- 28 Responses
- One-on-one interviews

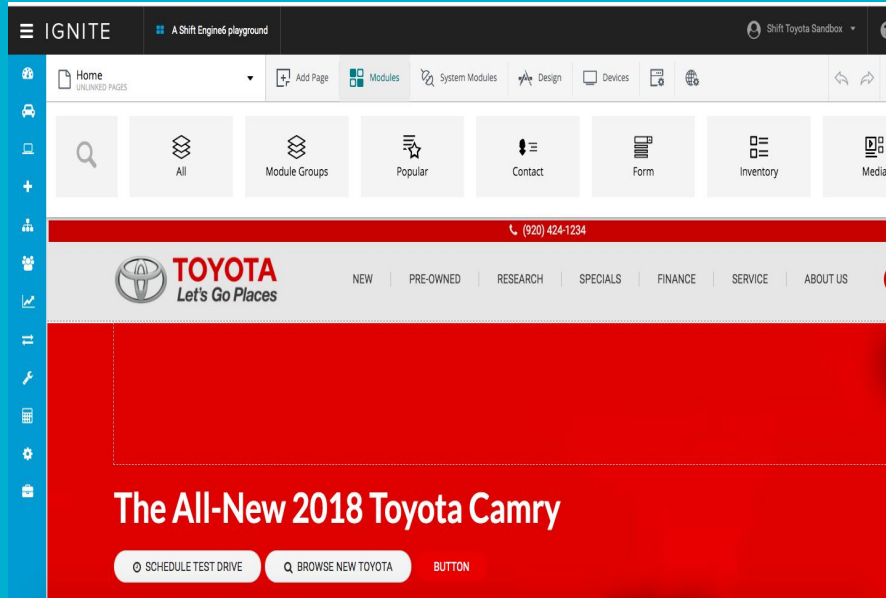


# Environment

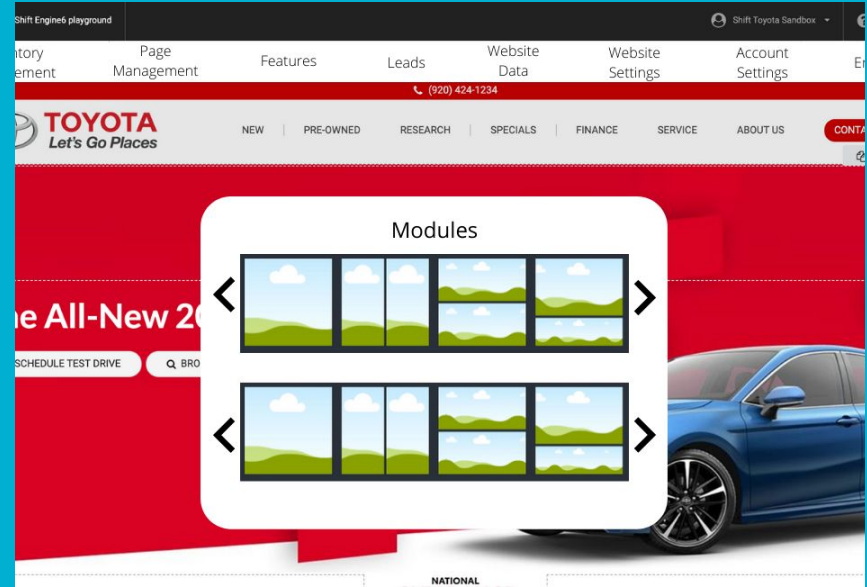
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- Created survey on Google Forms and shared on Facebook, text and in person
- Created interview questions and showed Engine6 next to our mockup
  - Used Google Forms to host answers from one on one interviews
- Goal: to gather information about how people used websites, specifically car dealerships

# Question: Pop-Up Menus or Drop-Down Menus?



Engine6

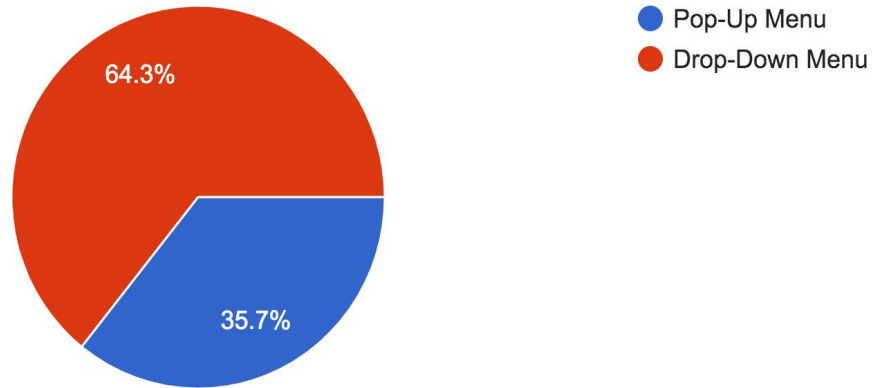


Mockup

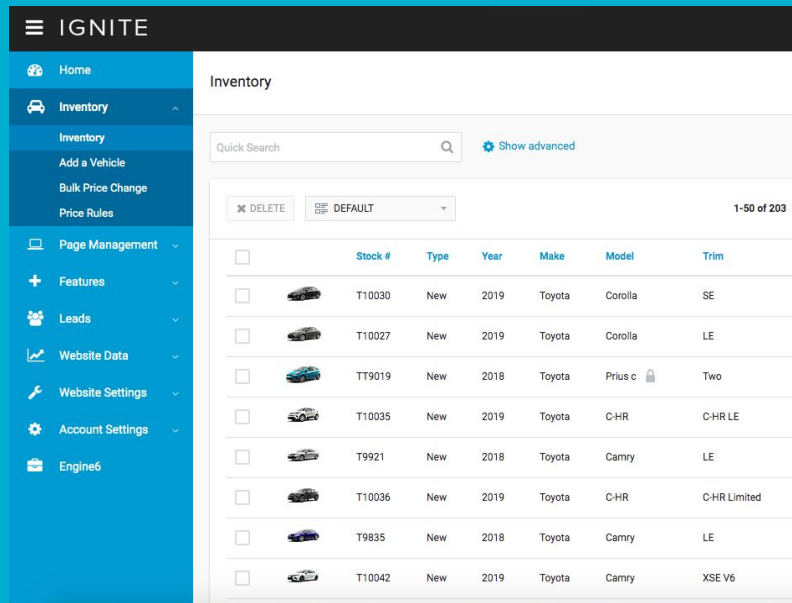
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## Do you prefer pop-up menus or drop-down menus?

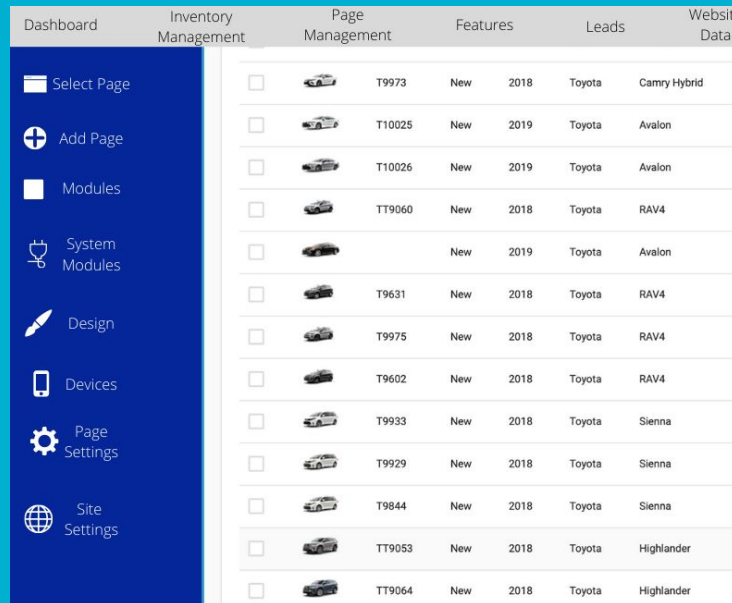
28 responses



# Question: Do you like a scrolling menu?



Engine6

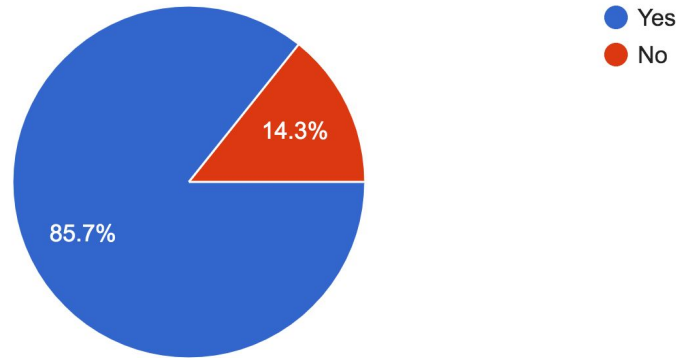


Mockup

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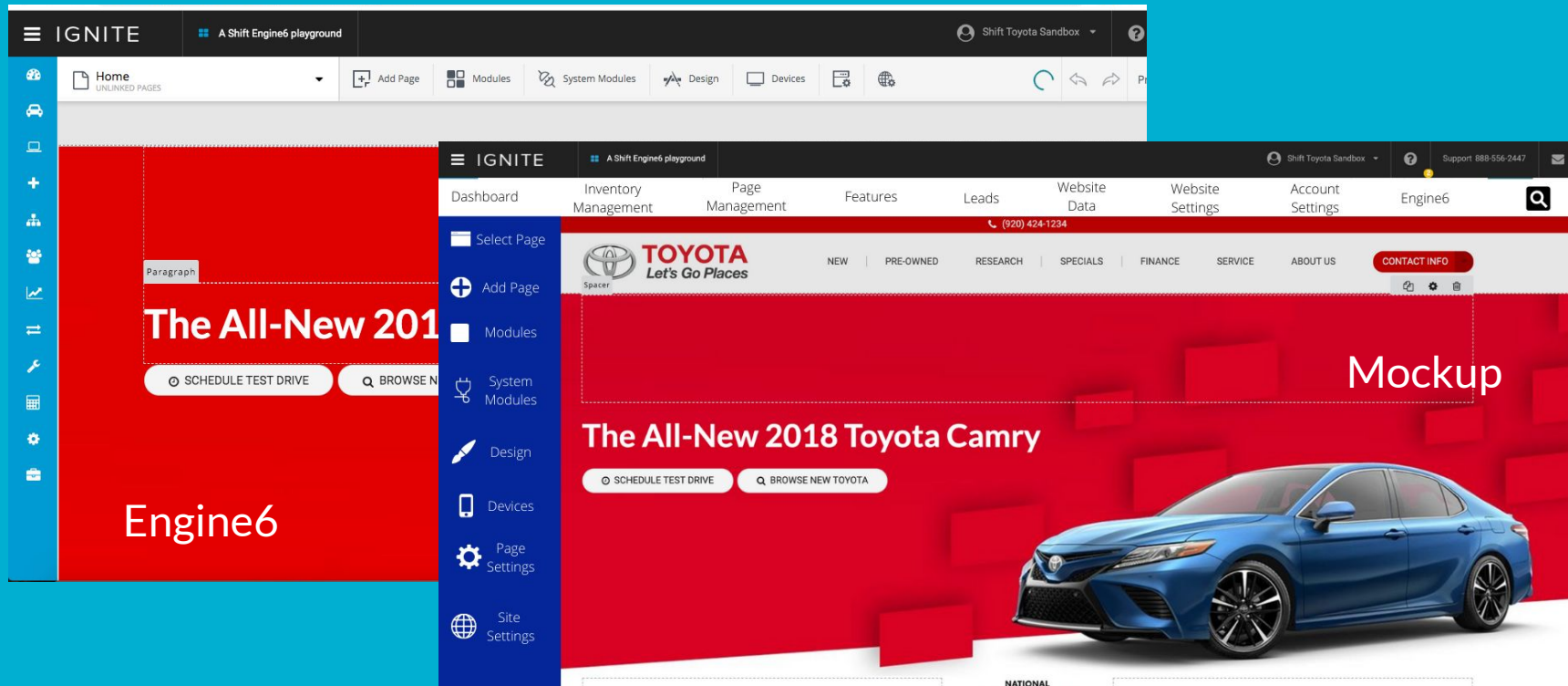
Do you enjoy having a menu that stays on the screen no matter how far down you scroll?

28 responses



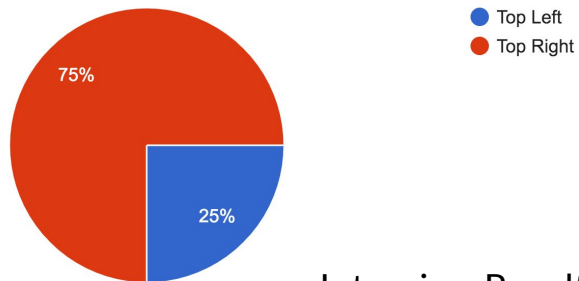


# Questions: Search bar location and icons used



Where do you prefer the search bar to be located on a website?

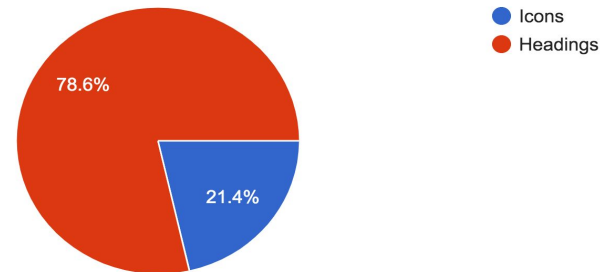
28 responses



Interview Results

Do you prefer icons or headings on a website?

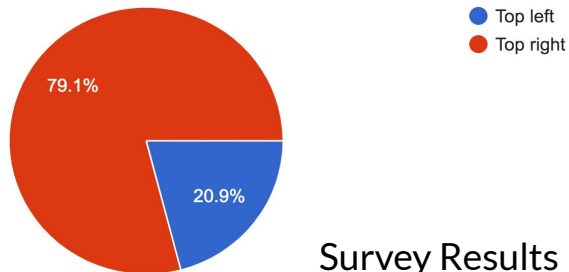
28 responses



Interview Results

Where do you prefer the search bar?

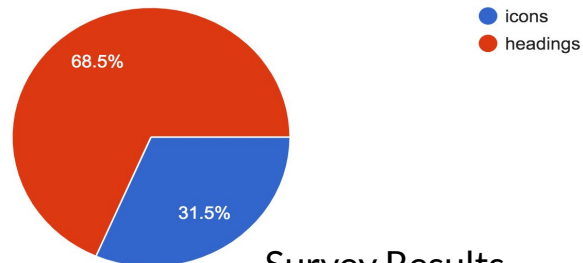
196 responses



Survey Results

Do you like seeing icons or headings better?

197 responses



Survey Results

# Data

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It feels very cluttered on the top. I'd recommend making it look less cluttered. I also do not like scrolling side to side. I want to be able to see everything on one screen.

It feels really cluttered, especially because you have to scroll side to side. I'd like to fit all of it on one page without going side to side.

Unsure of what the side navigation icons mean at first glance

Some of the icons aren't very apparent as to what they do or mean

The menus need to follow you down as you scroll down the page, or else it is a pain for people to scroll all the way back up. I would also have less icons on the far left navigation bar. More categories for the modules so that there would be less in each category. I don't like having to scroll a lot horizontally.

I would make the icons more clear as to what they are, or when you hover over the icons, have the description pop up.

- Confusing Icons
- Want side navigation bar to follow user from side to side
- Page feels cluttered because it doesn't fit screen

# Conclusions

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- Majority of participants liked blue on websites (49.5% of survey results; 32.1% on interview results)
  - White and black were close seconds
- Headings were preferred over icons
  - More clarity for an unfamiliar website
- Search bar on the top-right
- Participants preferred a menu that stays with you no matter how far down you scroll

# Suggestions for Engine6

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- Pair icons with headings, or have a description pop up when hovering over them, or use only headings
- Add a search bar to the top-right
- Have the side navigation and top navigation scroll down the page with the user
- Get rid of the need to scroll side to side on the website (make it fit to the screen size)
- Module menu should be a pop up

# Usability Best Practices

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- Keep it simple
- Know your devices
- Identify audience, and tailor to them
- Use responsive design
- Stick to common design elements
- Be consistent

# Participant Privacy

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- Asked participants for their consent to be involved
- Kept participants' identity anonymous
- Did not ask for names, emails or other personal information
- Only group members are authorized to know who the participants are

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**Thank you DealerSocket for the opportunity to  
work on this project!**