

Web Information Management

Usability analysis: Sicilian Goodness

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Budai Matteo 2057217

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1 Introduction

This report is based on the usability analysis of the site <https://www.siciliangoodness.com/>. The web site is an italian web site that allows you to see and buy Sicilian products.



Figure 1: Sicilian Goodness Logo

Sicilian Goodness is the name and brand of a young and dynamic Sicilian company, an innovative startup founded in September 2015 by 2 young entrepreneurs from Palagonia, Sebastiano Azzolina and Vanessa Auteri, towards a project to export the products of their land.

Its purpose is to expand the brand through the opening of franchised stores and bring Sicilian cuisine and products ever closer to consumers, for example in Veneto.

2 Preliminary analysis

2.1 Context

Sicilian Goodness is a web site specialized in the sale and export of Sicilian products. Its scope is very specific and for this reason only those who are interested will explore this site.

2.2 Structure

To ensure a good level of usability, a website must be developed according to a well-considered structure, in order to make it logical and predictable. The site has a banal structure, with a homepage that leads to several other pages containing different options. It is therefore intuitive to any user understand how to use the interface at a basic level and navigate in the site.

2.3 Domain name

The name is a very important factor.

Sicilian Goodness (sicialiangoodness.com) is:

- unique;
- contains '.com' (impact: +45%);
- easy to memorize and write;
- uses existing words (in English too);
- not use dashes.

Even if the name is not short, in the overall the domain name passes most of the guidelines.

3 Homepage

3.1 General description

The homepage analysis of <https://www.siciliangoodness.com/> is performed with many screens since it is developed vertically.

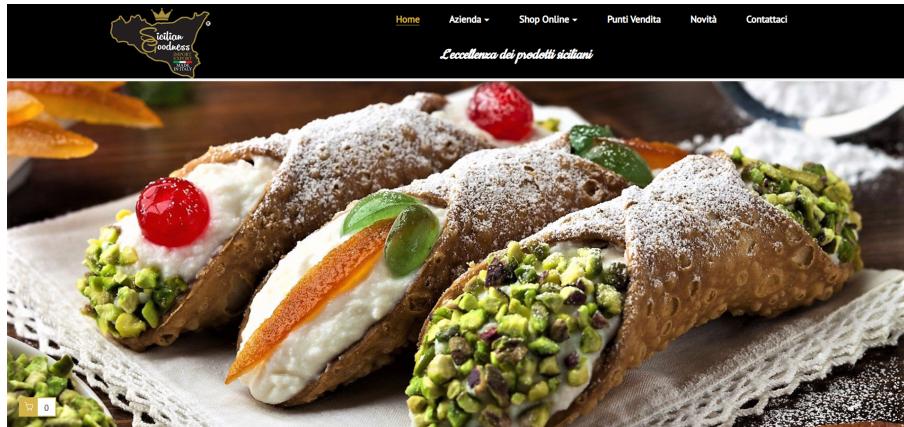


Figure 2: Homepage 1

The most important part of the homepage, visible without scrolling. They can be noticed some important and recurring elements on websites, such as:

- the logo is well-suited in the top-left corner;
- the breadcrumb for the navigation;
- the colors are used well (white and black, readable).

As we can see in the images below we have a problem with the images of the homepage which are constantly changing. Even if today this is a common practice, the changing of the images can confuse the users. Especially in the Figure 6, the products seem to be clickable but they are not, so the visual metaphor is not respected.

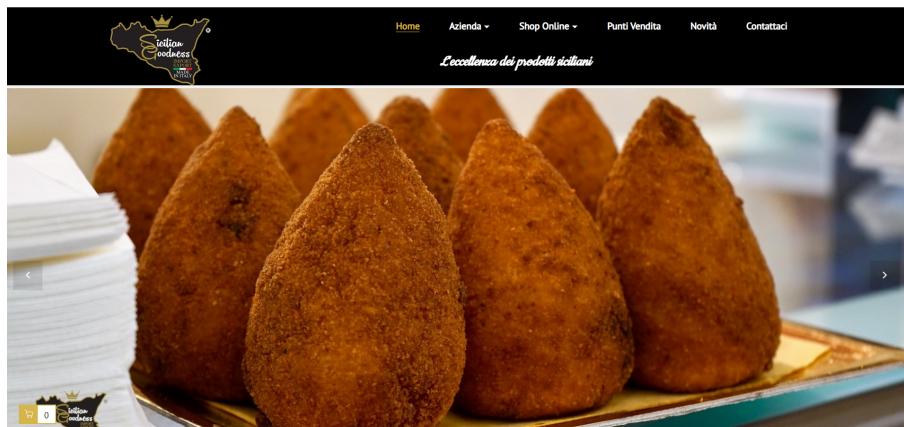


Figure 3: Homepage 2

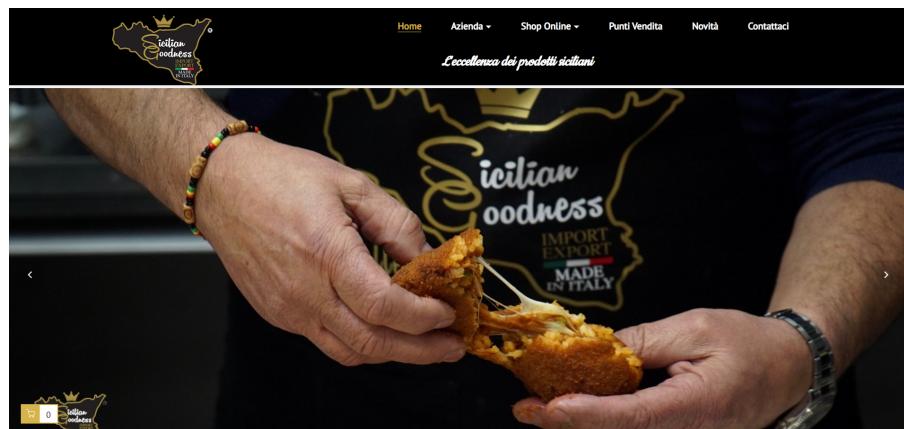


Figure 4: Homepage 3

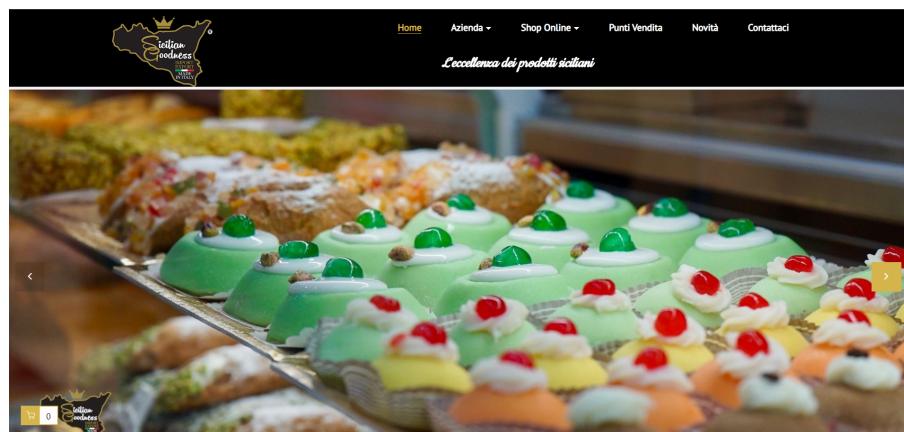


Figure 5: Homepage 4

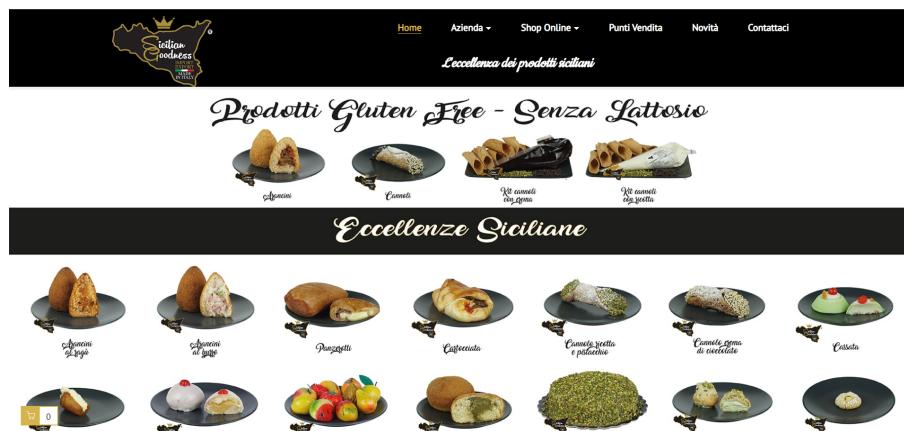


Figure 6: Homepage 5

In the following two scrolls we have the content of the page.



Figure 7: Content 1



Figure 8: Content 2

The footer include all the information about the company.



Figure 9: Footer

3.2 The Six Ws

The best way to evaluate the impact of the homepage is to analyze the so-called "Six Ws".

3.2.1 Where?

Question: *Where did I (user) arrive?*

A user who arrives on the site for the first time immediately understands that it is on a site connected to the kitchen. Name and logo help the user to understand where he is. Indeed the user immediately understande that he is on a site that offers Sicilian products. After seeing the pictures and reading the text, the user understand perfectly where he is.

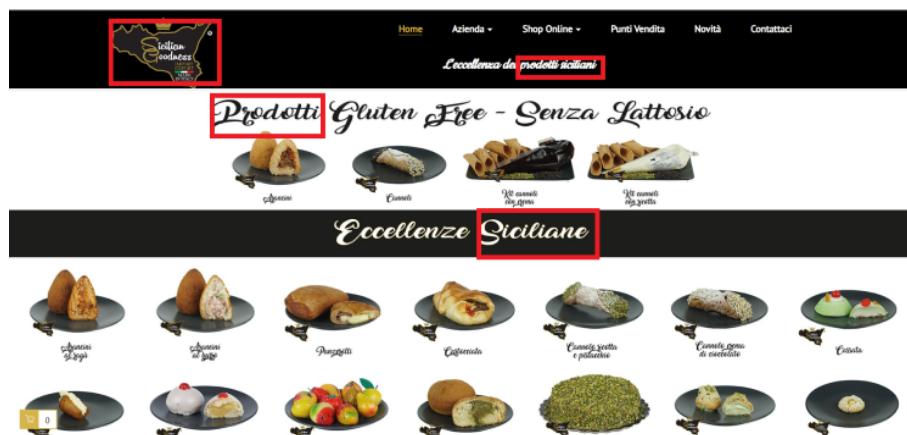


Figure 10: Where 1

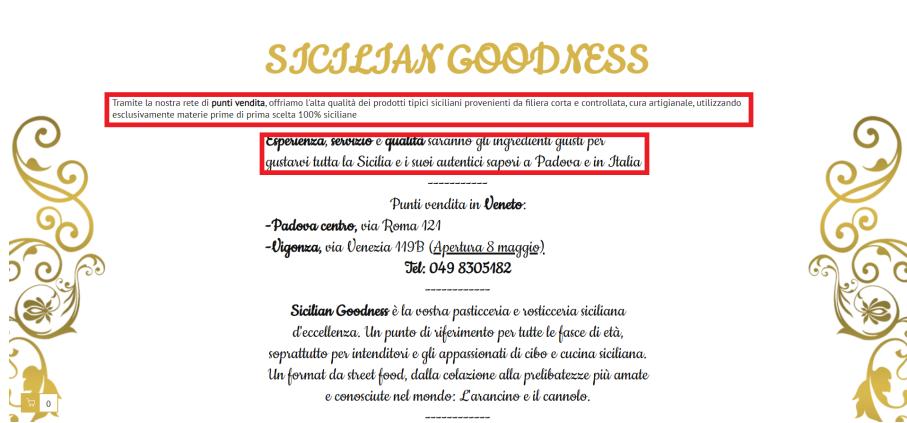


Figure 11: Where 2

3.2.2 Who?

Question: *Who is behind the website?*

The identity of the creator/owner of the site is not totally clear. Certainly the logo helps to identify it if you already know it, however for a user who has never heard of the site, the author is unknown and probably it will remain so. Indeed, to find some information about it, it is necessary scroll to the bottom of the page, until to arrive in the footer, where the owner is written in a very small font, Sicilian Goodness srl. In addition, 'Azienda' and 'Parlano di noi' are two links that point to a page that offers some additional information the company. An other way is to click on 'Azienda' and 'Contattaci' in the top of the homepage. For these reasons, the Who axis is not well specified, as it takes too long to find an answer, which the user does not have and which can lead to increased dissatisfaction.



Figure 12: Who

3.2.3 Why?

Question: *What are the benefits? Why should I stay?*

The site specified very well why the user should stay in the website. In fact, the word 'Eccellenze' is repeated multiple times in the homepage. In addition, as we can see in the image below, the site give a short description to persuade the user to stay.



Figure 13: Why

3.2.4 What?

Question: *What choices do I have?*

As before, the homepage is strongly oriented towards the content, which is proposed several times and in different ways. The main navigation menu presents several items that recall what the site offers. We understand immediately that this is an e-commerce to buy or order products online.

3.2.5 When?

Question: *What are the last news?*

The When axis is clearly specified. Indeed in the navigation menu we have the section 'Novità'. In addition, as we can see in the image below, the website offers in the homepage an appropriate section for the news.

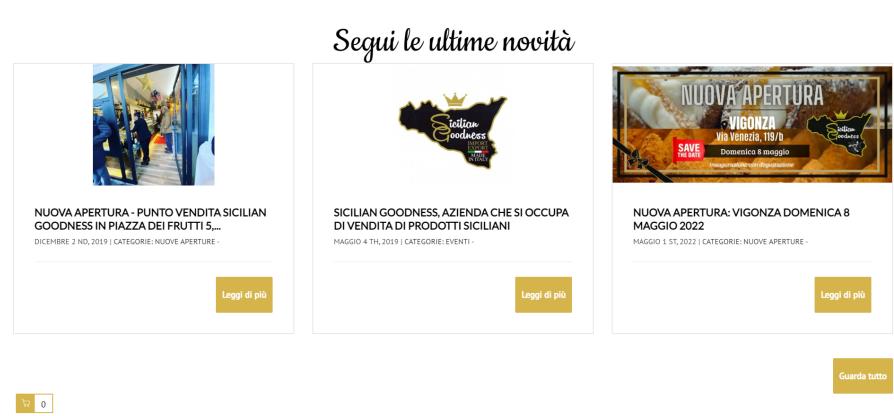


Figure 14: When

3.2.6 How?

Question: *How do I arrive where I want?*

The homepage offers a main menu to reach the page that the user wants. The main menu is well specified in the top of the page.

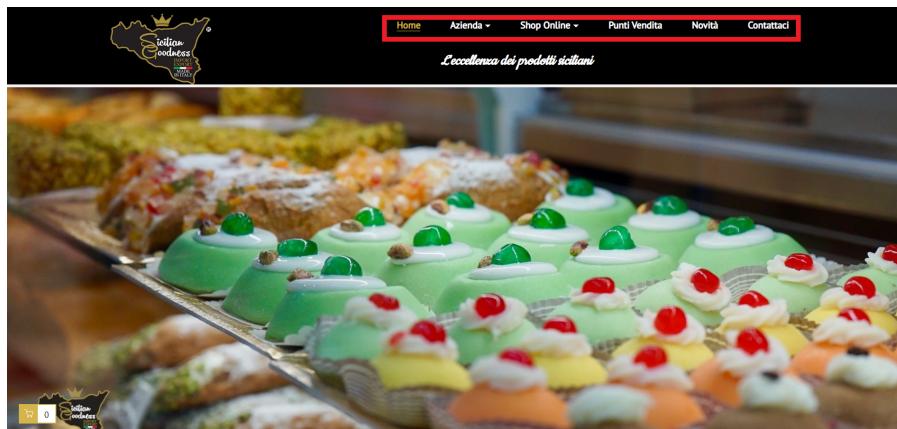


Figure 15: How

3.2.6.1 Menu

The menu presents the following items:

- Home: It's a link that reloads the website;
- Azienda: The underlying menu points to various pages that describe the company;
- Shop Online: The underlying menu points to the page where you can see the products and buy it;
- Punti Vendita: It points to a page that gives a description of the stores of the company, how to reach its and some useful information;
- Novità: It points to a page that provide all the news of the company;
- Contattaci: It points to a page with the contacts of the company.



Figure 16: Menu 1

The voice 'Azienda' offers the following items:

- Chi siamo: It provides a description of the company and how it has evolved over time;
- Qualità: It provides a description of the quality of the products and how they are processed;
- Franchising: It provides a description about the franchising.



Figure 17: Menu 2

The voice 'Shop Online' offers the following items:

- SHOP VIGONZA: It points to the page where you can search the product that you want. This is an important page, because is what the user wants when it come in the site. In this page you can search, order and buy the products available in the shop of Viganza;
- SHOP PADOVA VIA ROMA: It has the same functionality of the previous button but in this page you see only the products available in other shop(Padova, Via Roma).



Figure 18: Menu 3

4 Content

Let's now move to the analysis of the content. The page that we analyze in general is <https://siciliangoodness.shop/padovaviaroma/>. In general we can see that the back button works very well and from each page where we are, we can go back to the previous page. An other important aspect is that we avoid the phenomenon of 'The lost in the navigation'. In fact, in the homepage, with the breadcrumbs, we always know where we are and the path that we follow.



Figure 19: Homepage Breadcrumb

The only pages that have some problems are 'SHOP VIGONZA' and 'SHOP PADOVA VIA ROMA'. Indeed in these pages it is difficult to come back to the homepage, because it seems to be a new page where you start your research. Indeed, we can see that no breadcrumbs are present and if we click on the logo we reload the same page. But if we click on a new page we start the navigation from this site.

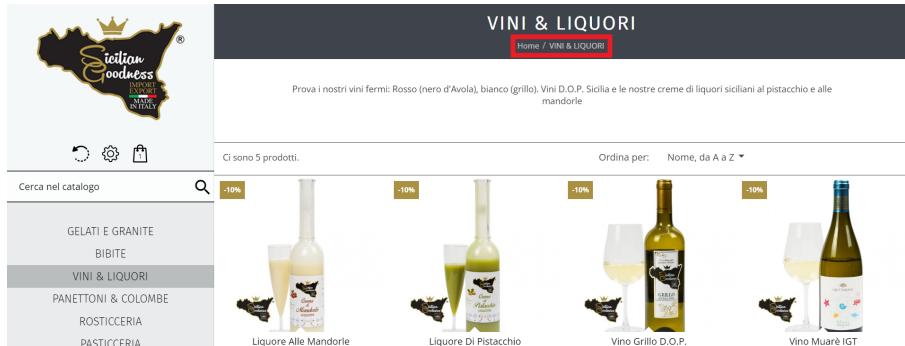


Figure 20: Shop Breadcrumb

In particular in this section we'll analyze the page to search the products and the 404 page will be briefly analyzed too. In conclusion we'll analyze the page of a single product (with the analysis of the Ws), as it is the most significant and most visited type of page.

4.1 Shop

The logo is well situated in the top-left corner of the website. We don't deeply analyze the Ws but we can see in the image that the mandatory are present(Who: in the center, Where: in the center, What: in the left column).



Figure 21: Shop page

There is a lot of content in this page. In fact, for seeing all the information of the page we have to scroll more or less 7 times.

The menu is well structured vertically. In fact, the user can clearly search what he wants. Even the underlying menu is well structured. In fact, with its design it avoid unwanted clicks.



Figure 22: Menu Shop page 1

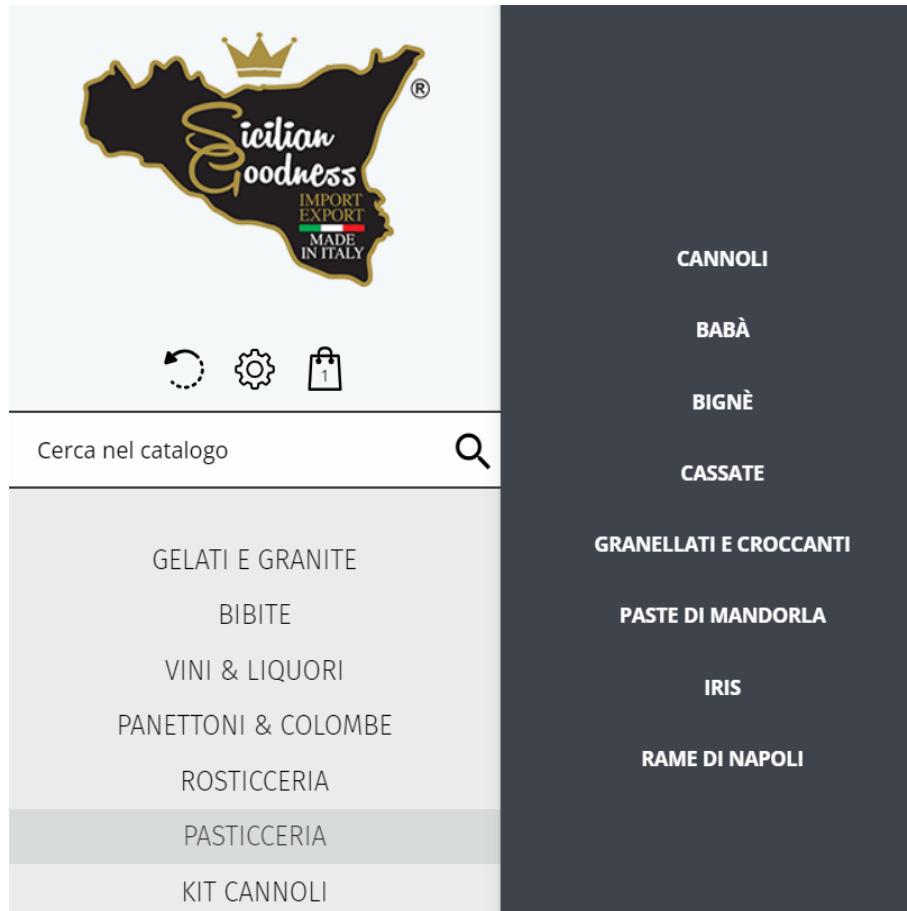


Figure 23: Menu Shop page 2

To reload the page we can click on the logo or in the apposite icon under the logo. On the right we find the registration button. This is an other important factor and the registration is not mandatory and is not forced in any way.

4.2 Search

ok

4.2.1 Item

Price media ...

4.2.2 404

ok



Figure 24: 404 page

4.3 Product

The page that we analyze is <https://siciliangoodness.shop/padovaviaroma/rosticceria/2-arancino-al-pistacchio.html>.

4.3.1 The Six Ws

5 Advertising

6 Conclusion

7 Pictures

<https://www.siciliangoodness.com/img/sicilian-goodness-logo-1570093217.jpg>