

CREM WORKS

DESIGN A

REPORT

Ruan le Roux u23782219

Cobus Botha u23556502

Euan Botha u21439631

Micheal Todd u23540223

INTRODUCTION

This report presents the findings from a series of user experience evaluations conducted on three existing websites' login and registration flows, using the UEQ shortened questionnaire. The chosen websites are:

- [Bass.co.za The Edge For The Serious Bass Fisherman](#)
- [The Fishing Specialist| Fishing Gear And Equipment Shop](#)
- [Total Fishing with Neville Foord](#).

The objective of this research is to identify key usability patterns and design practices regarding login and register systems. We will use these insights to create a login/register design that aligns with Jakob's Law, which states that users prefer new websites to be familiar and work in the same way as websites that they are already familiar with.

We aim to establish a set of design guidelines to ensure the system is scalable and consistent with all potential sister websites in the future.

UX REPORTS

www.bass.co.za

obstructive	o o o o o o o	supportive
complicated	o o o o o o o	easy
inefficient	o o o o o o o	efficient
confusing	o o o o o o o	clear
boring	o o o o o o o	exciting
not interesting	o o o o o o o	interesting
conventional	o o o o o o o	inventive
usual	o o o o o o o	leading edge

Summary of UX evaluation - bass.co.za

The login/register experience on www.bass.co.za scored moderately low across most UEQ categories, indicating several usability concerns:

- Users found the process somewhat obstructive and not efficient, meaning it needs a streamlined interaction.
- While it was easier, the process was more confusing, which means it needs to be more clear to the user.
- The system was viewed as uninteresting as well as uninventive, showing that there was a lack of visual or functional innovation.

The login/register system for bass.co.za follows a traditional pattern, but lacks clarity, visual interest and innovation. These findings suggest that users may benefit from systems that are more modern, streamlined and clear, that still maintain familiar conventions as encouraged by Jakob's Law.

www.fishingstore.co.za

obstructive	o o o o o o o	supportive
complicated	o o o o o o o	easy
inefficient	o o o o o o o	efficient
confusing	o o o o o o o	clear
boring	o o o o o o o	exciting
not interesting	o o o o o o o	interesting
conventional	o o o o o o o	inventive
usual	o o o o o o o	leading edge

Summary of UX evaluation - fishingstore.co.za

The login/register experience on www.fishingstore.co.za received mixed feedback, with strengths in usability, but lacking in engagement and innovation:

- Users found the process somewhat supportive and fairly easy to use, which shows that the form layout and structure was understandable and familiar.
- Despite ease of use, the system was still rated inefficient and confusing, which could point to issues like unclear instructions.
- The system was boring and uninteresting, suggesting a lack of engaging visuals or other interactive elements.

The login/register system for fishingstore.co.za is relatively easy to use, but lacks clarity, efficiency and modern design appeal. To align with Jakob's Law, it should focus on clarifying the flow and adding visually engaging elements, so that it is familiar to users visiting for the first time.

www.totalfishing.co.za

obstructive	o o o o o o o	supportive
complicated	o o o o o o o	easy
inefficient	o o o o o o o	efficient
confusing	o o o o o o o	clear
boring	o o o o o o o	exciting
not interesting	o o o o o o o	interesting
conventional	o o o o o o o	inventive
usual	o o o o o o o	leading edge

Summary of UX evaluation - totalfishing.co.za

The login/register experience on www.totalfishing.co.za was rated poorly in usability and clarity, but showed some strength in engagement:

- The system was perceived as highly obstructive and inefficient, suggesting poor flow or unnecessary steps.
- Users found it confusing and a little complicated, which means that there could be unclear navigation.
- Users found it slightly engaging and interesting, which shows that there could be good colour usage and interactive elements.

The login/register system for totalfishing.co.za presents a frustrating experience for users, as it struggles with clarity and usability. It does however, have some positive elements regarding engagement to keep users interested. It should focus on the interaction flow, ensuring that the design feels as smooth and familiar as possible to keep in line with Jakob's Law.

DESIGN GUIDELINES

Summary of UX Research Findings

After analysing all three of our chosen websites using the shortened UEQ, several issues were identified:

- Login/register flows often lacked clarity and were moderately inefficient.
- Users perceived the systems as confusing and uninventive.
- While they followed conventional layouts, they failed to provide a clear experience that aligns with Jakob's Law.

How our final design is supported by research

To address the issue of confusion and inefficiency, our design introduces a clean, single screen login/register interface with clear labels. To improve interest, we included modern visual styling and interactive animations, keeping in theme with the design of our website. The use of familiar elements, like the clear login button, as well as the swap between login or register ensures that users do not feel lost, staying true to Jakob's Law.

How our design supports Jakob's Law

Jakob's Law states that users expect interfaces to work like others they have used before. Our design leverages this principle by adopting widely recognized conventions:

- Clear and easy to find login button
- Simple swap to register page if on login page, and visa versa
- Feedback messages

This ensures that users feel familiar with the system from the first moment they see our page, reducing cognitive load and confusion.

How our design meets the client's needs

The client wanted: "I need you to create a new login/register innovation for my website. I need something generic/flexible/smart enough to be used not only for the main site but also some sister sites down the line."

Our design is modular, built to be applied across sister websites with minor branding changes, like the colour and visual design.

The key functionality remains the same across all potential future versions, ensuring a seamless experience for users who visit the sister websites. This approach saves time while maintaining a sense of familiarity on every website.

FINAL COMPONENTS REQUIRED

1. Landing Page

- Design Features
 - i. Implemented a clean, familiar layout with a clear message and easy to find login page.
 - ii. Included a clear navigation bar that is easy to find and navigate.
 - iii. Made the login button interactive to capture user's attention and keep them engaged.
- Jakob's Law Alignment
 - i. Mirrors layout patterns familiar on other websites, allowing users to instantly understand the page as well as the navigation.

2. About Us Page

- Design Features
 - i. Organised information into separate sections for each person, for easier scanning and comprehension.
 - ii. Added visual anchors like images to improve engagement.
 - iii. Ensured consistent spacing and typography.
- Jakob's Law Alignment
 - i. Follows standard information hierarchy used on most other websites, reducing user confusion.

3. Login/Register Page

- Design Features
 - i. Combined login and register into a single interface with a button to swap between the two.
 - ii. Clearly labeled fields, and consistent feedback messages.
 - iii. Form inputs and buttons follow a consistent style.
- Jakob's Law Alignment
 - i. Maintains standard patterns users expect from login/register forms, with the email being first and the password being second, while modernising aesthetics.
 - ii. Ensures that users going from the main site to sister sites feel comfortable instantly, as the logical design will be the same.

Conclusion

Through our evaluation of the three fishing related websites using the shortened UEQ, we identified consistent issues with clarity, efficiency and overall user engagement in their login/register flows.

Guided by these findings and keeping Jakob's Law in mind, we designed a web page with a clear login/register system that is scalable and applicable to any sister website the owner wants to implement in the future. Ultimately, this design ensures a consistent user experience across current and future websites, so that the owner creates a consistent brand and seamless interface.