



# Website Evaluation Report

The purpose of this document is to describe steps taken in observing and analyzing the current website for Obero.ai to identify any design opportunities available, in order to enhance the design and layout of the site to allow better usability, eventually marking the first steps toward effective marketing.

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# Context

Project Obero is focused towards analysis and evaluation of current management platform and end-consumer application. In parallel comes also the brand establishment of Obero, whereas a website has already been made available, albeit presented with less emphasis. The purpose of this research is to also look towards Obero's current brand and seek improvements based on literature studies conducted on other competitors. That way, Obero could sell their solution faster with improved methods of selling (via website, linkedin, etc), once their solution is built.

## Methods & Procedure

The first order of business is to evaluate Obero's current website via Jakob Nielsen's 10 Usability Heuristics, which prove to be a reliable assessment tools for various user interfaces. Then, taking the heuristics alongside the process of conducting peer review sessions with internal stakeholders (for now), to adjust based on their point of view.

### 1 Visibility of System Status

Designs should **keep users informed** about what is going on, through appropriate, timely feedback.

Nielsen Norman Group

## Jakob's Ten Usability Heuristics

### 2 Match between System and the Real World

The design should speak the users' language. Use words, phrases, and concepts **familiar to the user**, rather than internal jargon.

### 3 User Control and Freedom

Users often perform actions by mistake. They **need a clearly marked "emergency exit"** to leave the unwanted state.

### 4 Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. **Follow platform conventions.**

### 5 Error Prevention

Good error messages are important, but the best designs **prevent problems** from occurring in the first place.

### 6 Recognition Rather Than Recall

**Minimize the user's memory load** by making elements, actions, and options visible. Avoid making users remember information.

### 7 Flexibility and Efficiency of Use

Shortcuts — hidden from novice users — may **speed up the interaction** for the expert user.

### 8 Aesthetic and Minimalist Design

Interfaces should not contain information which is irrelevant. Every extra unit of information in an interface **competes** with the relevant units of information.

### 9 Recognize, Diagnose, and Recover from Errors

Error messages should be expressed in **plain language** (no error codes), precisely indicate the problem, and constructively suggest a solution.

### 10 Help and Documentation

It's best if the design **doesn't need** any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

Jakob Nielsen's 10 Usability Heuristics is a 'broad of thumb' sets of rules that allows for better propagation of usability guidelines within different context case application of user interfaces.

Using the combination of these principles with strong inputs from co-reflection/peer review sessions with internal stakeholders, a conclusive trend can be drawn that would match evident factors that derive from the usability heuristics. Heuristic evaluation itself helps to identify pain points and usability issues that may exist in an interface, which then supports to create a better, more usable design.

# Results & Analysis

*Notes from Stakeholder Input: Person 1 @ 16 Feb 2023*

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***[First things first, get a feel of the website, feel free to scroll through, and once you're done go ahead and give some comments that caught your attention]***

- A lot of task and the story isn't very catchy...
  - Too direct in facts
    - Handy for 1,5 meter economy — what is it?
    - 23% turnover; what does it mean? Is it just some random number?
- The yellow color doesn't register to me
- Lots of white space...is it too distracting? More stuff would be more compacted, put something cool on it
  - Some elements are way too small
    - Images are low quality, should be okay but I can't read the text at all
    - Wavy lines are weird; distracts OCD people, should be kept straight

***[Do these texts mean anything to you?]***

- I'm not hooked at all; there's too much text

***[How about the demo section?]***

- Maybe put a button for the demo to click to view the demo (like butlaroo)
- Not much visual indication to construct the demo, so perhaps put some visual representations/support imagery to indicate function of the features.

***[When you see the prices, how does it invoke you?]***

- A lot of 9s; I wouldn't really want to buy it
- I see numbers, but what do those numbers gain from me?
- Maybe have a 'what do I get?' section per pricing

***[Any other remarks?]***

- The waveness of it is all over the place; kinda distracting
- Make something more subtle than the wave; less contrast, more structured

Queries	Description	Relation to Heuristics	Mitigation
Texts are too factual; data is represented without proper usage of context	<p>Usage of 'data' numbers and technical terms may disrupt understanding and lose interest for visitors of the site, without giving proper context to general audience</p> <p>You want to welcome as many audience as possible, before diving into the niche features, so brand exposure may be available.</p>	<p>Aesthetic and minimalist design (8)</p> <p>Match between system and the real world (2)</p>	Use relevant and straightforward service-based content, detailing what Obero does without describing too many detailed rates and/or specific cases; be as open and basic as possible.
Misleading button links that lead to incomplete user flows	E.g. 'free demo' button that brings users to the form submission to request a 'tailored' solution — users expected a free demo since Obero promised it; without any bypassing of forms needed	<p>Visibility of system status (1)</p> <p>Match between system and real world (2)</p> <p>Recognition rather than recall (6)</p>	Use wordings that are relevant to the function; provide straightforward demos for users, and make sure to decide how public the features of the demo is going to be.
Some content contains too much text with unreadable font size	E.g. 'Scan, Purchase, Done! Content', Subtexts underneath subheaders are too long and not many people will read through at all	<p>Recognition rather than recall (6)</p> <p>Aesthetic and minimalist design (8)</p>	Minimize memory load via simpler choices of words that clearly delivers the message.
Too many white spaces	Elements appear to be floating around without any sort of cohesive bind, combined with the wavy decor adds a rather inconclusive and 'wavy' journey, which abruptly ends at the straight, linear footer	Aesthetic and minimalist design (8)	Co-reflection with stakeholders to provide illustrations and content that is relevant, cohesive and modular so its easy to insert in/out of the website.
Lack of accompanying illustrations/images	Usage of icons and illustrations are available, however limited which may not create a defined identity for Obero	Aesthetic and minimalist design (8)	Co-reflection with stakeholders to provide illustrations and content that is relevant, cohesive and modular so its easy to insert in/out of the website.
No documentation/on-website help	Lack of documentations for specific audience to look into for additional information	Help and documentation (10)	Prepare and plan a set of information that is necessary to be shown for public, and store them within a FAQ/Docs section.

# Conclusion

Based on the usability heuristics and the reception given by the internal stakeholders, the available solutions that are feasible to achieve in order to improve Obero's current website are:

1. Shorten and simplify text content, and tailor it for a broader audience to understand the bigger picture.
2. Action links/items that fit the user's expectations according to what is mentioned; reduced bypass requirements.
3. Standardized content/div layouts for modular usage.
4. Personalized illustrations that correspond to the solution.
5. Docs/FAQ section.

By order of importance, the heuristics that needs to be tackled are:

- a. Aesthetic and minimalist design (Heuristic 8)
- b. Match between system and the real world (Heuristic 2)
- c. Recognition rather than recall (Heuristic 6)
- d. Help and documentation (Heuristic 10)

With these results in mind, Obero could seek better solutions in establishing their digital brand, taking a shortcut towards effective marketing and a broader target reach, all which can be completed by a simple layout redesign. These changes can also be documented within Obero's brandbook, and other future brandables.

## **Bibliography**

*10 Usability Heuristics for User Interface Design*. (2020). Nielsen Norman Group. Retrieved March 6, 2023, from <https://www.nngroup.com/articles/ten-usability-heuristics/>