

Interaction Design

Module Assignment 1

By Olav Omtveit

What is Shadowball

<https://youtu.be/ljlypP1UI5w>

<https://shadowball.co.za/>

Problem:

A rugby ball manufacturing company called “Shadowball” is looking for a new product detail page. Because a variety of people will be using for their website for various reasons (ie. buying for themselves, buying as a gift, etc. etc.). It's important to discover the main goals and concerns for users.

Think about how the page could be redesigned to be more effective at aimed users.

Business goal:

- Sell more rugby balls.
- Optimize our page for better conversion rates.

Lesson Assignment 1.2

Quantitative data:

Who are our users?

- Primary age group: Age between 25-34
- Secondary age group: Age between 35-44
- Female 43.1%
- Male 56.9%

- Moms and dads
- Kids

Category of users:

- Main: shoppers(moms and dads) - 3.06%
- Secondary: Fitness and health buffs. - 2.70%
- Third: Lifestyle & hobbies. - 2.56%
-

What are their goals:

- Buy a rugby ball
- Improve their rugby skills
- Work on their fitness
- Find stuff for their hobby to have fun

What are their motivations:

- Mom and dad's point of view is to buy their child a rugby ball so they can practise whenever they'd like, even without someone else.
- From a child's point of view it is to increase their skills as a rugby player by practicing his/hers skills. And be able to play alone if he/she has no one else to play with.

Behaviour:

<https://shadowball.co.za/product/shadowball-pass-booster-program-pack-size-4/>

- The users tend to want to see a bigger image of the product, so they press the magnifying glass button (65%).
- Users care about how the products work. 4.9%
- The users do not care about sharing the products or subscribing to newsletters. 0%
- Related products component, kinda useful, but only the flag shop product is being clicked. 1.2%
- "Back to top" button is one of the most clicked buttons, at 71%

Other notable behavior:

- On the homepage 69% of the users press the logo which takes them back to the homepage. This really doesn't make sense to me.

Qualitative analysis

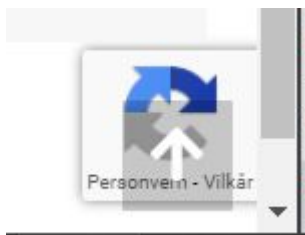
- Pages are too long. Makes the pages confusing and users will most likely miss certain information/features.
- "Go to cart" button in top right corner is basically invisible.
- Color scheme, especially white on yellow on top, makes it near impossible to read

A NEW SPIN ON RUGBY™

SHADOWBALL® PASS BOOSTER PROGRAM PACK – SIZE 5

Home / ShadowBall's / ShadowBall® Pass Booster Program Pack – Size 5

- Takes too many clicks to buy an item.
- Terms and services are hidden behind "go to top". The user will have to click very carefully and precise to view the terms.



Competitor analysis

<https://www.englandrugbystore.com>



- Product availability and add to cart is clearly visible above the fold.
- Price is also clearly visible above the fold.
- Product details are below the fold, but just high enough to the user can see it easily by scrolling down.

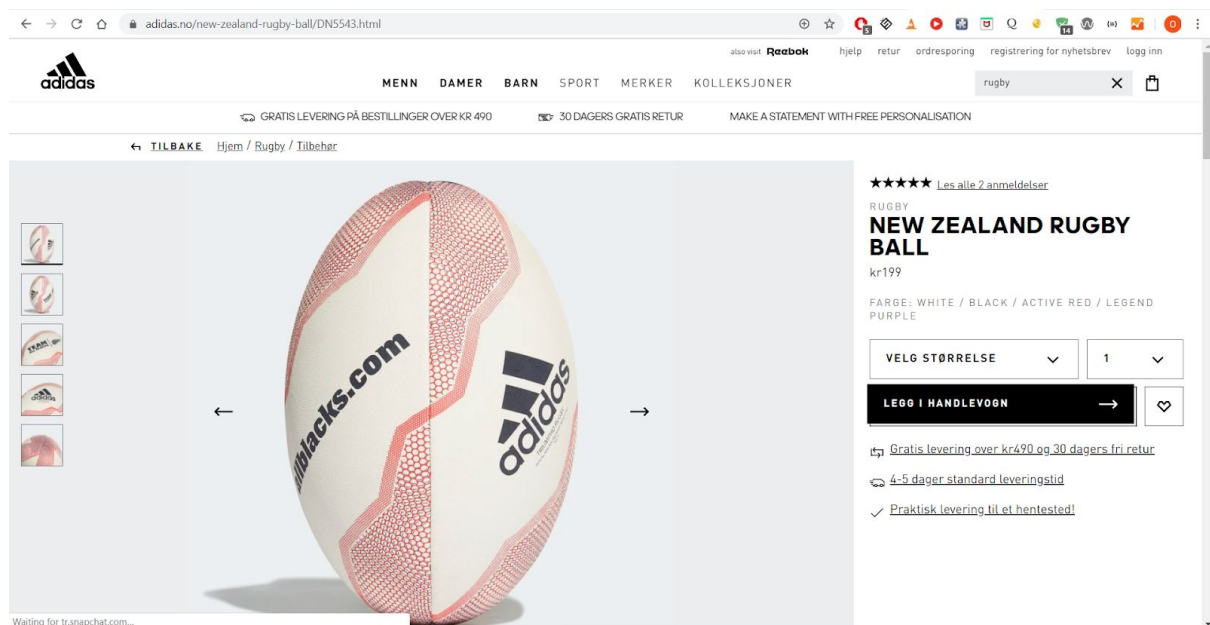
Add To Basket

Description

Delivery

Returns

<https://adidas.no>



- Choose size, amount of balls, and add to cart is clearly visible above the fold.

- Price is above the fold, but not that prominent.
- Visible heart icon to add product to wishlist right next to add to cart.
- Nice details about shipping options and return policies.
- Very easy to show more images of the product.
- Product details are below the fold.

Lesson Assignment 1.3

User persona

Name: Jimmy Recard

Demographic: Kid, Age 12.

Technology Comfort:

PC: Low to medium skill level

Web: Low skill level

Background:

Jimmy goes to rugby practise once a week. He is shy so he don't play with the other kids outside of practise. He would love to be able to play by himself at home, which is hard to do for him now.



Needs:

- Videos and pictures that shows him the product. That way ho don't have to read too much.
- A site that looks professional and secure so it's easier to get his parents to buy him equipment.
- Easy to buy products so the parents don't have to spend too much time on the site.

Motivations:

- Be able to practise alone at home.
- Get better at rugby so he will be more motivated to play with the other kids out of practise.

Features:

- Video showing how the product works.
- Clean look with not too much clutter on the page.

Behaviours:

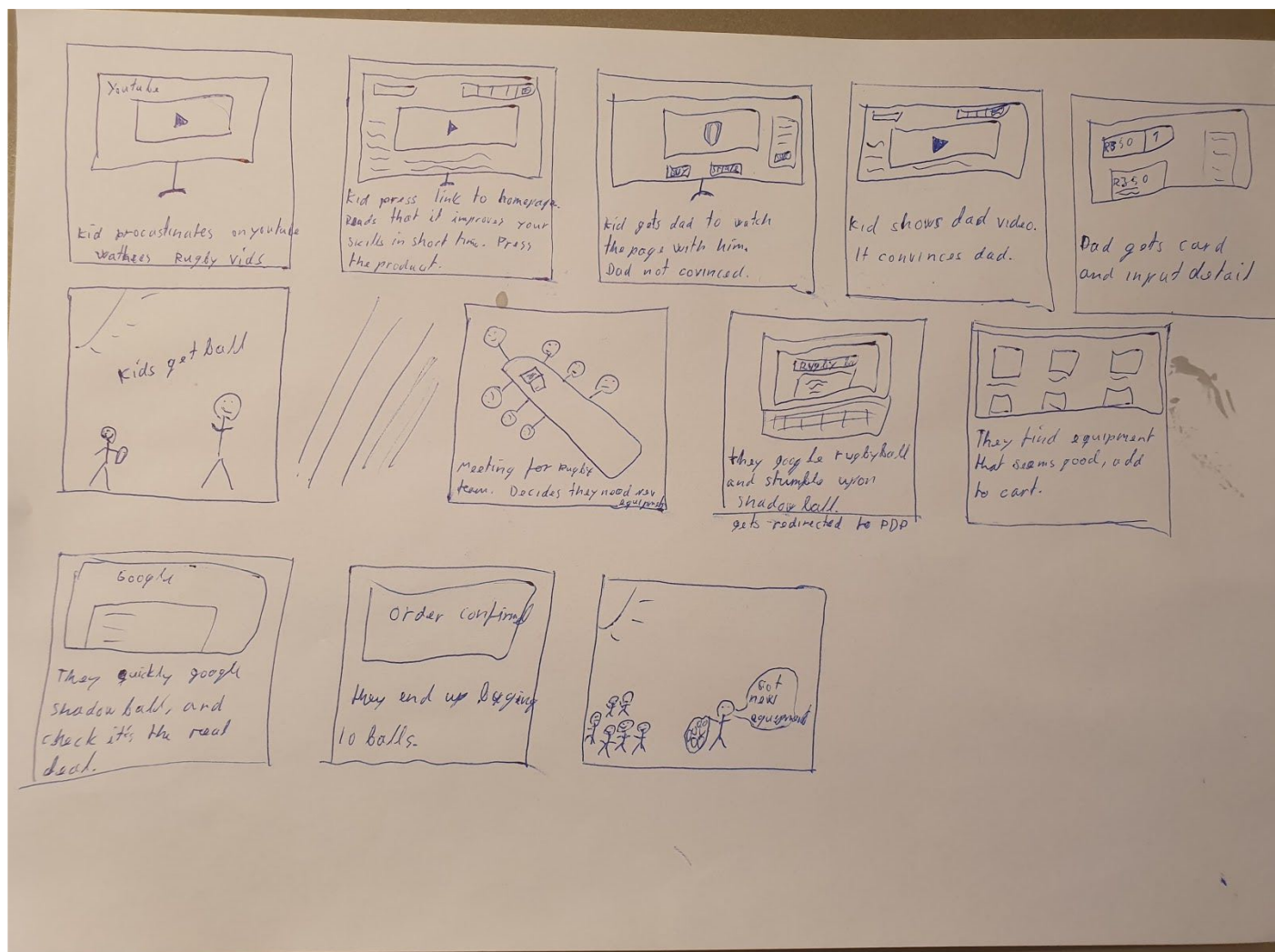
- Click whatever is very prominent on page.
- Plays most, of not all, videos that are presented to him.

Scenarios:

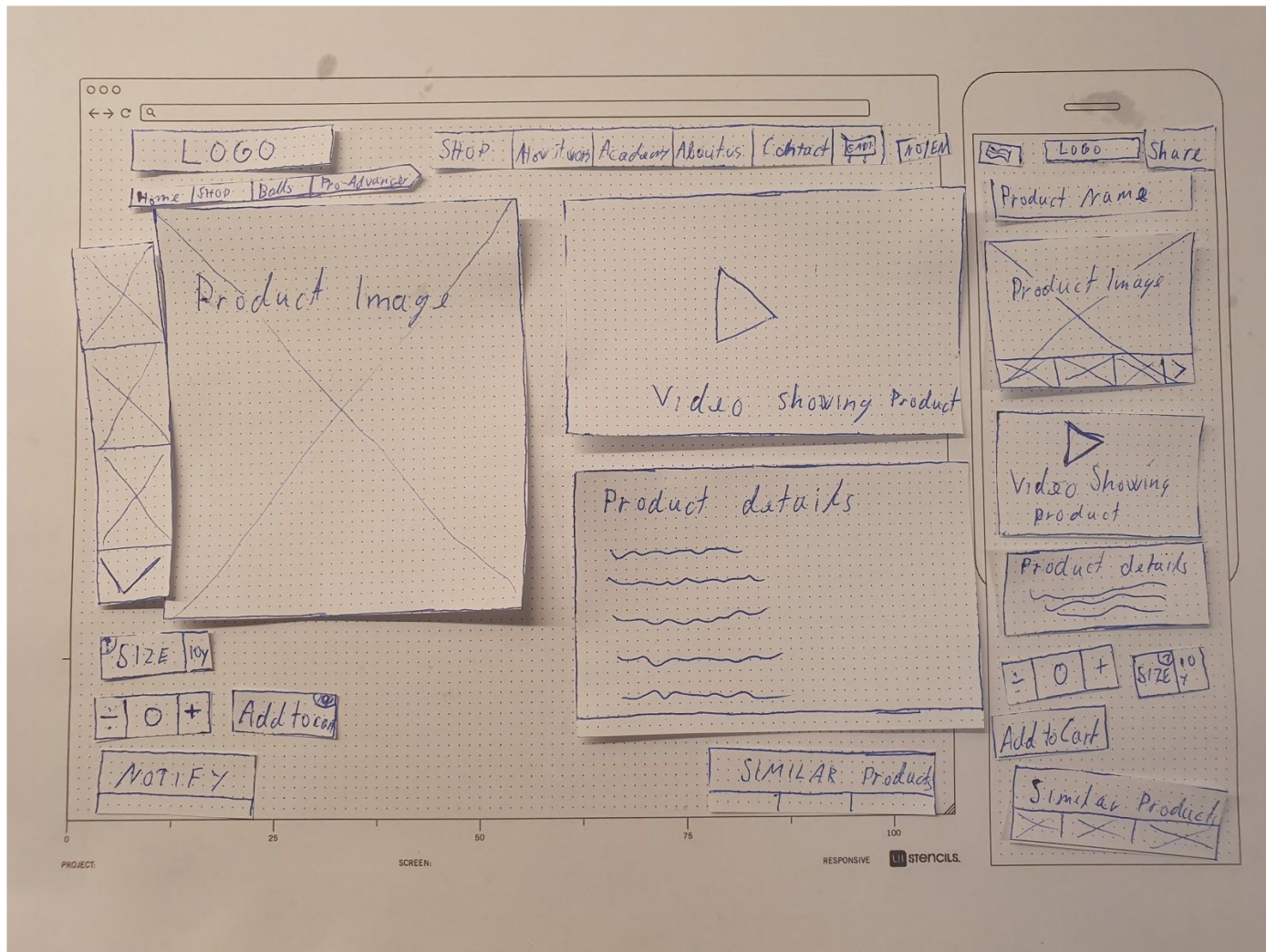
- Jimmy is procrastinating at youtube, watching rugby and other sports videos. He finds a video about shadowball and click a link to the store presented to him.
- Jimmy is googling trying to find out ways to practise rugby alone, and find shadowball's store.
- Because of Jimmy's interest in rugby he is presented an ad banner for shadowball through cookies.

Lesson Assignment 1.4

Storyboard



Paper Prototype



Report

The goal for this week's assignments were to get us to understand how to do research into a user base to understand how to properly design a web page. I knew it was important to do, but some of the tasks, like making a storyboards, seemed unnecessary. However after doing it I see the benefits of this type of research.

First we looked through some analytics about shadowball to find out who the user base was and what the users where interested in. Finding this sort of data through google analytics and the "page analytics" where way more enjoyable than expected. To properly see what worked and what didn't can be immensely useful, and I expect to be using these tools quite a lot in the future. Or even just for fun now on web pages I use regularly. I know that looking at competitors pages are useful, and as web designers this is something that is extremely needed to do. However, personally, I feel like I get very little out of it as most webstores feel

and look the same with just tiny differences. And these differences don't make me think too much about my own design, which is clearly not a good thing of me.

When it comes to users personas I see why businesses do this for their research and I thoroughly liked looking into personas. It is a way to set yourself into the user's mind and figure out what they are after and what considerations you need to make in your design. When I took my bachelor's degree I also did some personas, they were just structured a bit differently. And it's safe to say that personas are one of my favourite ways of getting into the user's mind, right after pure data from analytics.

I created my persona after I did the storyboard in class. So for my storyboard I was lucky enough to use Sander Byrkjeland's created persona of a kid. The storyboard was harder to make than I expected but it was fairly enjoyable. It was a way for me to see how the chosen user would interact with the webpage, which in turn will make me able to improve the page more personalized for the user base. When it comes to paper prototype it is always useful. I have always been a fan of creating paper prototypes (even though I am terrible and drawing and doing arts and crafts). This probably stems from my first year of my time at university. There we didn't even start to create digital games the first year, only worked with paper making board games, testing out features we wanted to make digital, and structuring game worlds before we made them digital in the second and third year. So even though I am not the best at making storyboard it is something I find immensely useful and will keep on doing.

Overall this has been a fun and challenging week where I improved my knowledge about users and how to use them to improve designs. Google analytics and similar data was something I had not been doing before and ended up enjoying the most this week. It is fun, educational and useful to do for any type of web development and any web designer should use these tools. Looking into competitors pages is what I got the least out of, which in theory doesn't make sense, but nonetheless is how I feel reflecting on this week's work. I hope this is something I can improve myself on so I can properly use that tool to implement my own designs.