Lesson assignment 1.1

This gravy spoon is only for right-handed people.. NOT OKAY!

So I made one that works for left and right-handed people.

Lesson assignment 1.2

Problem

A leather rugby ball company called 'shadowball' is looking to 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.

Business goal.

Sell more rugby balls. Optimise our page for better conversion.

We have a website.

- redesign the product detail page
- we need to gather quantitative and qualitative data to infer our design designs.
- we need to know the demographics their age group and
- what their interests are
- we need to know their goals
- we need to know their motivations
- we need to be user-centric think of the user first.

Quantitative data

Who are our users?

Primary Aged between 25-34,

Secondary age 35-44

Female 43.1%

Male 56.9%

- Moms and dads
- Kids

Category of users:

1. Sports & Fitness/Sports Fans 2.70%
2. Shoppers/Value Shoppers 3.06%
3. Sports & Fitness/Health & Fitness Buffs 2.66%

What are their goals?
- To buy a rugby ball
- Skills development
- Fitness

What are their motivations?

- From a mom and dads point of view, is to buy their child a rugby ball
- From a child's point of view, to increase their skills as a rugby player and practice rugby skills.

Behaviour

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

Users click everything else than the add to cart, missing buy now CTA button.

Users click the magnifying glass to look at the image carousel.

No clicks on the share, remove it.

Newsletter, no one is signing up.

Jump to top is popular, maybe the page is too long

Related products might be potential, but only the flagship product is being clicked

International dist

Qualitative analysis

Scrolls.

Clicked on the first ball he found.

Added to cart after reading.

shocked by R1000 additional to Norway, which makes the total price R1420.
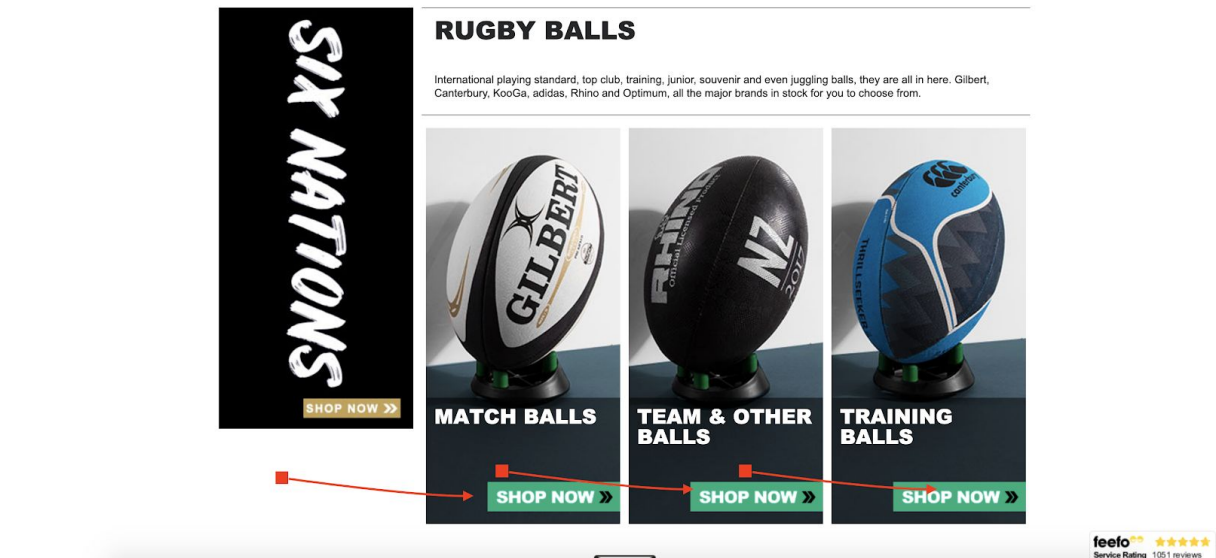
5 clickes

Irritating things

What is the point with additional information, it only says the weight of the ball. Could just have been written under information.

Recaptcha misplaced down at the right corner.

Headgear is not headgear!

Competitor analysis

https://www.rugbystore.co.uk/equipment/balls
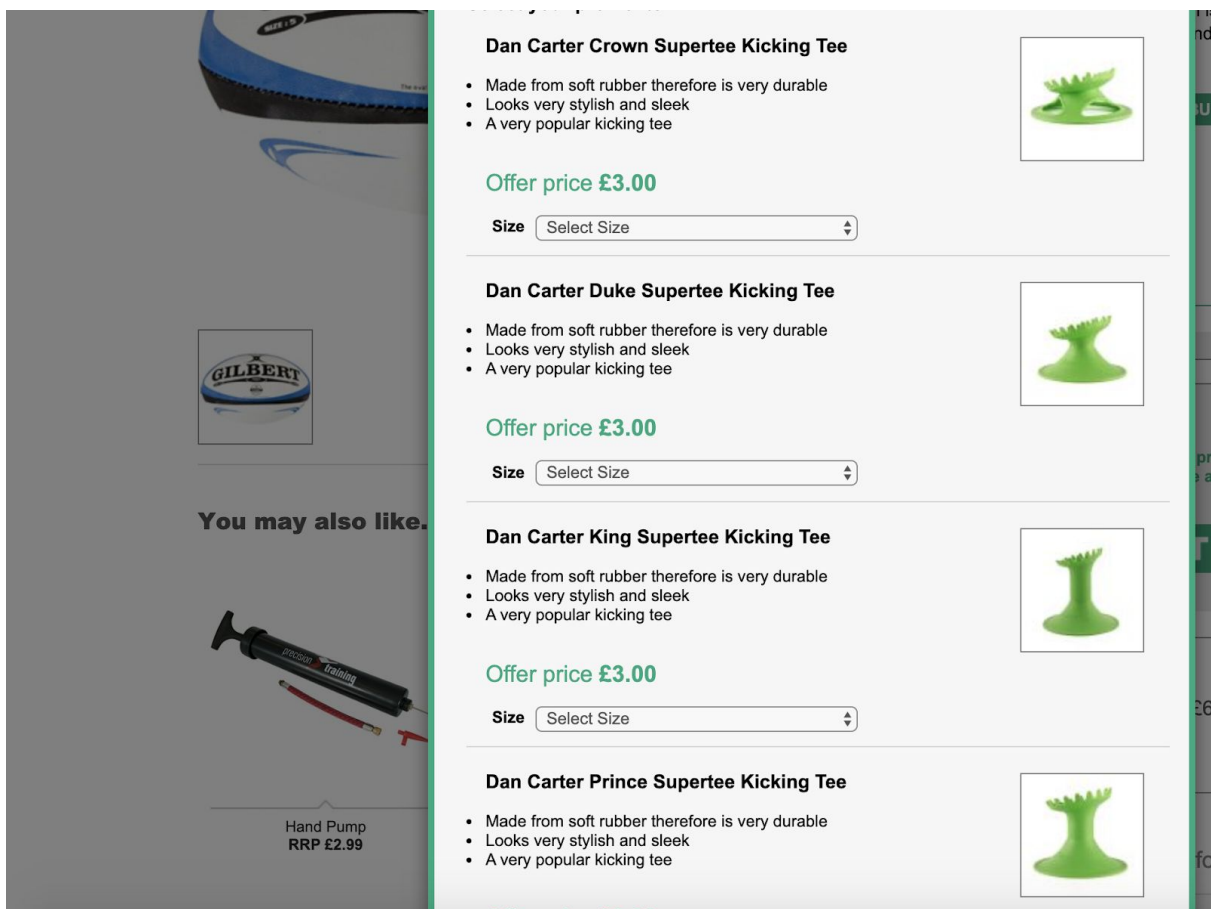

- **Has buttons that send the customer straight to shop now.**
- **Also the different choices on the home page.**
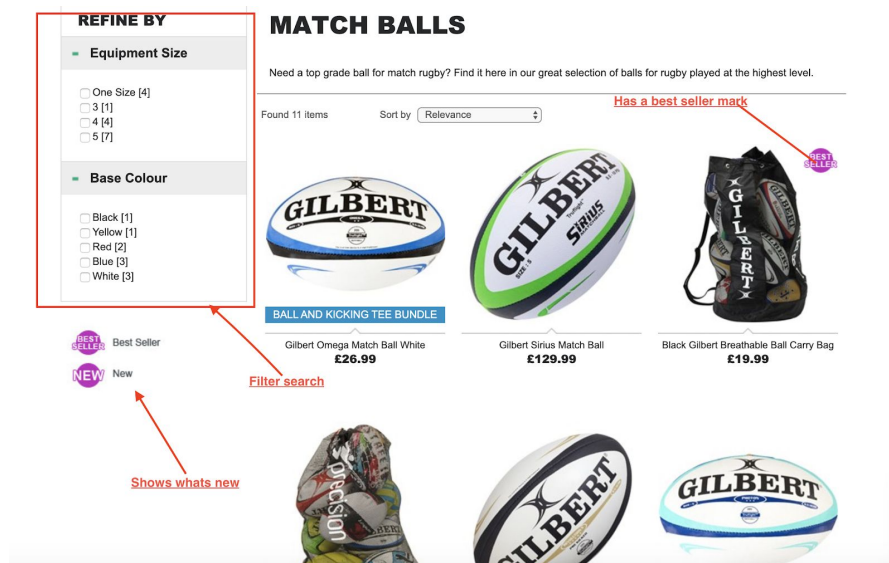
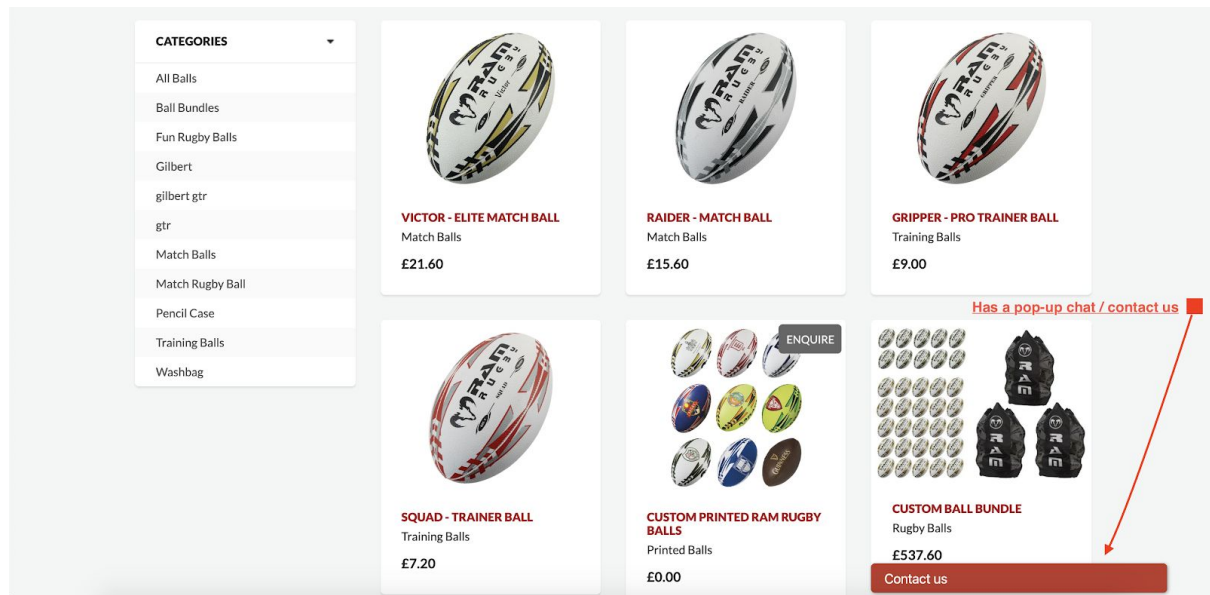- **Has a search filter.**
- **Shows best seller.**
- **Shows what's new.**

- **Has a review score on all of the pages.**

Dan Carter Crown Supertee Kicking Tee

- Made from soft rubber therefore is very durable
- Looks very stylish and sleek
- A very popular kicking tee

Offer price **£3.00**

Size Select Size

Dan Carter Duke Supertee Kicking Tee

- Made from soft rubber therefore is very durable
- Looks very stylish and sleek
- A very popular kicking tee

Offer price **£3.00**

Size Select Size

Dan Carter King Supertee Kicking Tee

- Made from soft rubber therefore is very durable
- Looks very stylish and sleek
- A very popular kicking tee

Offer price **£3.00**

Size Select Size

Dan Carter Prince Supertee Kicking Tee

- Made from soft rubber therefore is very durable
- Looks very stylish and sleek
- A very popular kicking tee

You may also like.

Hand Pump
RRP £2.99

- **When buying a ball, you get offer price on kicking tee´s.**

Total 6 clicks.

Ram Rugby

https://www.ramrugby.co.uk/collections/rugby-balls

- **Goes straight to ball-shopping on homepage.**
- **Has a contact us / pop-up chat.**
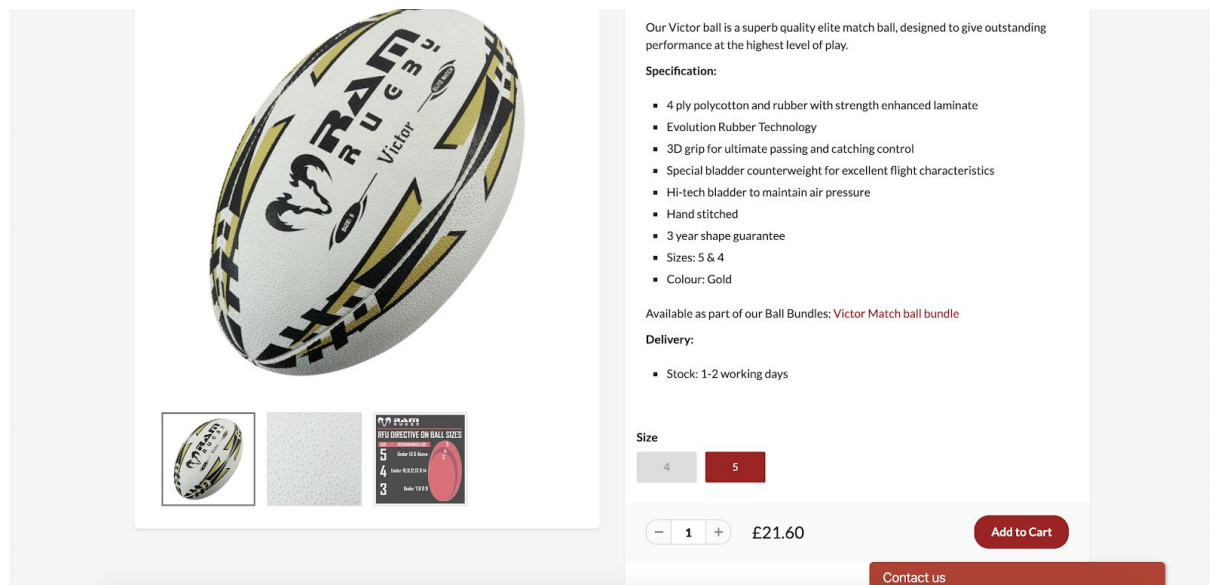
- **Very user-friendly add to cart page with, a choice to add more balls and choose size.**
- **Well-written specification list.**

Lesson Assignment 1.3
User persona

Name: Hugh Jass.
Age 45.
Married.
Has two sons.
Lives in New Zealand.
Works as a car salesman.

Hugh Jass is a married man who lives in New Zealand.
He has recently found out that his two sons will start to play rugby.
Since Hugh has an average salary, he planned to buy the rugby gear from abroad.

Goals
- To buy his sons new rugby balls and training kits.
- To find the best deal possibly.

Frustration
- Not very good at the web, but is willing to try and figure it out.
- Lives in New Zealand, so need to get great shipping.

SAMSUNG

THIS IS THE JASS FAMILY. HUGH JASS, HIS WIFE and TWO SONS

HUGHS TWO SONS HAVE GOTTEN INTERESTED IN RUGBY AND WATCHES VIDEOS ON YOUTUBE

THE KIDS SEE an AD for SHADOWBALL AND CLICK ON IT.

THE CLICK TRANSFER THEM TO THE SHADOW-BALL PAGE. THE KIDS ARE CONVINCED

KIDS RUNS TO HUGH. TO CONVINCE HIM TO BUY THEM RUGBY GEAR FROM SHADOWBALL

HUGH TAKES A LOOK AT SHADOWBALL PAGE, and HUGH IS CONVINCED
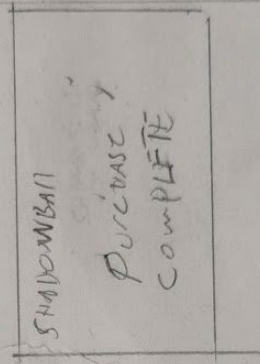
AFTER ADDING 2 BALLS AND SOME OTHER STUFF, HUGH FILLS OUT HIS INFO. AND PURCHASE IS complete.
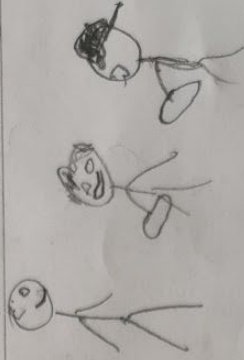
TEN DAYS later THE BALLS HAVE ARRIVED AND HUGHS KID ARE READY TO PLAY RUGBY WITH BALLS FROM SHADOW BALL

1. 4

Logo

Search >>

★★★★★ 3578 reviews
Create account | Login
🛒 Items in basket: 2

Home   Balls   Academy   Contact   About

Home > Balls > Match Balls - **Shadowball 1.0**

Image

Image   Image   Image   Image

Name of ball

»Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum

Qty 1 ▲▼
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                    ∨
Select size

Add to basket

Shipping info:

Sed ut perspiciatis unde omnis iste

Sed ut perspiciatis unde omnis iste

Sed ut perspiciatis unde omnis iste

Lorem ipsum

Lorem ipsum   Lorem ipsum   Lorem ipsum

Module assignment
Report

I would like this report by saying that I actually thought it was a lot of fun using the google analyzer. It is really interesting to see what gender, ages and what country they come from.

On lesson 1.2 it was a new experience for me to see how much it matter to check out the competition and to see what's useful and what's annoying.
I have to say that missing out on some school time kind of set me back a bit, not being said as an excuse for anything but it would have more useful to do this with the class and groups. When it comes to the competition I went for two companies which are in the same categorize as ShadowBall. They are not based in same country as ShadowBall, but I felt that didn't matter in the case of the webpage.

On lesson 1.3 I have to say that I used way to much time on creating my persona. I felt that it was really difficult to just create an imaginative person, and also finding out what info that would be suited to use for that person. So when I had the info down on paper it was time to start drawing, as you may see I am no Da Vinci, but I am pleased with my storyboard.

PS. I know that 1.4 wasn't part of this report, but I would like to add that after learning XD it was a totally new and great experience to draw wireframes.

All in all, I am pleased with the total product here.