

DigiProject 1: Europris online store

Report Group 10

Dauskurtaitė, Greta
Parcerias, Diogo Do Vale
Høgseth, Jonas Emil
Sperlin, Alexander
Staalesen, André

Content

I.	List of Tables.....	4
II.	Table of Figures	4
III.	List of abbreviations	5
1.	Introduction.....	6
1.1	Project background.....	6
1.2	Issue	6
1.3	Target group	6
1.4	Project goal.....	6
1.5	Methods and problem-solving	7
1.6	Structure of the report	8
2.	Analysis	9
2.1	Heuristic evaluation	9
2.2	User profiles.....	10
2.3	User Journey.....	12
2.4	Storyboard	15
2.5	Usability Study	16
2.5	Benchmark	18
3.	Design development.....	21
3.1	Requirement specification:	21
3.2	Idea development/concept development	22
3.3	Testing	23
3.4	Testing Results.....	23
4.	Results	25
4.1	Landingpages	27
4.2	Navigation	28
4.2.1	B2B & B2C Button	28
4.2.2	Search bar.....	29
4.2.3	Shopping Cart.....	31
4.2.4	Navigation Bar	34
4.3	Article Cards	35
4.4	Buttons	36
4.5	"Kundeservice" Page.....	37
5.	Discussion.....	39
6.	Conclusion	39

Attachment	41
1 Gantt Diagram	41
2 Usability test protocol	41

I. List of Tables

Tabell 1 Table user journey B2C Europris	12
Tabell 2 Benchmark	18
Tabell 3 List of requirement specification.....	21

II. Table of Figures

Figure 1 Userprofile 1	10
Figure 2 Userprofile 2	11
Figure 3 Current search-bar results box at Europris(05.05.2023)	13
Figure 4 Webstore stops at the shopping cart at the current time. (Picture taken 11.05.2023)	14
Figure 5 Payment page, current Europris	14
Figure 6 Storyboard	15
Figure 7 Landingpage, Jula	18
Figure 8 Landingpage, Clas Ohlson	19
Figure 9 Sketches of further development prototype	22
Figure 10 Sketches, changes from User Study	25
Figure 11 Sketches, changes from User Study, 2	26
Figure 12 Sketches, changes from User Study, 3	26
Figure 13 Landingpage final prototype, B2B.....	27
Figure 14 Landingpage final prototype, B2C	27
Figure 15, Old B2B and B2C toggle buttons	28
Figure 16 New B2B and B2C toggle buttons	28
Figure 17, Old searchbar, prototype	29
Figure 18, Final searchbar, prototype	29
Figure 19 On hover, final prototype	30
Figure 20, Current shoppingcart, Europris	31
Figure 21, Shopping cart, Komplett current	32
Figure 22 Shopping cart, Elkjøp current	32
Figure 23 Shopping cart, final prototype	33
Figure 24 Navigation bar, Europris current	34
Figure 25, First navigation bar, prototype	34
Figure 26, Navigation bar, final prototype	34
Figure 27, "Ukens kundeavis", prototype final	34
Figure 28, "Medlemstilbud" Page, prototype final	34
Figure 29 Article Cards, Europris current	35
Figure 30 Article cards, prototype final	35
Figure 31, Category buttons, first prototype.....	36
Figure 32 New category buttons, final prototype	36
Figure 33, "Kundeservice" page, final prototype	37
Figure 34 "Kundeservice", Europris current.....	37

III. List of abbreviations

HIOF- Høyskolen i Østfold(Østfold University Collage)

UX- User Experience

UI- User Interface

B2C- Business to Customer

B2B- Business to Business

1. Introduction

1.1 Project background

Europris is one of the most known chains in Norway. Currently owns 260 physical stores all across the country and is expecting to open more in the near future. (*Historien Om Europris*, n.d.) The chain attracts customers by selling a high variety of products at affordable prices. The products range from cleaning supplies to snacks and even home decor.

Currently, there are two online stores created by the company. One is used by their private customers and the other one is used by medium businesses. The difference between these two websites is not only the product categories, but the business website sells higher quantities of the products.

In this report, we will analyze the current Europris website and try to find issues that customers might encounter while interacting with the online store. We will follow a sequence of events that are necessary for designers to develop solutions to the problems that might come during the design process. (*Amado*, n.d.).

1.2 Issue

The majority of people in Norway have heard of and shopped in the physical Europris store, but not many of them use or know about the online version. The issue here is poor user experience. The customer looks for the easiest and most efficient way to shop and in this case, it is not the online store. The current solution of the website can be hard to navigate through all of the categories, the search engine does not show the most accurate products, and the login/sign-up can be confusing for some.

1.3 Target group

Europris supplies merchandise for both private and business customers. Due to the chain's product range, the target group varies between all ages but mostly focuses on older age customers and small/medium businesses of up to 50 employees. (Europris, 2023)

Europris is aiming for a wider customer base and would like to target younger customers as well, so Europris would need a webpage that fits both target groups.

1.4 Project goal

Like any other company, Europris seeks to increase sales. A great website attracts customers, therefore we will be working towards a more accessible, better looking,

and more interactive website. We want to satisfy their current customers and invite new ones with a better, more attractive, easy-to-use solution.

What do we want to achieve?

- **Expanding the target group**
 - We want to expand the target group by making the page both easier to use, cleaner, and more modern, which could attract a younger audience as the current page needs to be updated.
- **Simplifying user experience**
 - Simplifying the user experience on the webpage is very important to drive even more people to use the webshop, that can be done by improving the navigation of the page and making the search for the products as smooth and easy as possible.
- **Tidiness and overview of the website**
 - Improving the overview of the website would improve the user experience, simply sectioning out the components of the page and adding some contrast to some of them, can make the user find the necessary elements faster and more efficiently.

1.5 Methods and problem-solving

In this report we will use different methods and problem-solving techniques that will help us analyze and understand the current solution and the issues that the target group might encounter with it.

- **Heuristic evaluation** - a method introduced by Jakob Nielsen in 1990, which involves inspecting a user interface to identify usability problems, based on a set of guidelines, or heuristics. ("What Is Heuristic Evaluation?," 2021)
- **Storyboard** - a visual planning technique that serves the purpose of planning and communicating a certain sequence of events, portraying a problem related to the difficulties a user may encounter. (Maghami, 2022)
- **User Journey** - indicates the sequence of steps a user would take to achieve a goal when interacting with a page's UI. (Rees, 2023)
- **User Profiles** - commonly referred to as personas, are the use of fictional characters, representing the different types of users who might interact with a certain UI. They're usually based on research and analysis of data, and their purpose is to help designers understand the target user's needs and behaviors. (UXPin, 2021)

- **Usability Testing** - a method used for evaluating how satisfied users are with the user interface of a specific product. The users are observed performing a set amount of tasks, which gives designers an insight into how their target audience would interact with the UI.
- **Benchmark** - in our context, a benchmark refers to how a certain website would perform when compared to its competitors. In this case, we scored the web page based on its performance, look and feel, ease of purchase, and organization. A benchmark serves the purpose of helping the designers identify what their products lack or exceed at when compared to other, similar products.

1.6 Structure of the report

IMRAD model - is a document structure that includes four main sections: Introduction, Methods/materials, Results, And Discussion. This report follows this model and contains 6 chapters with subdivisions. Chapter 1 explains all the background information about the company and this project. Chapter 2 consists of the gathered materials and used methods. Chapter 3 will include the prototyping and testing. Chapter 4 will have the results of the solution that we came up with, the following chapter (5) will include the discussion and the last chapter will conclude all of the findings.

2. Analysis

2.1 Heuristic evaluation

In our planning phase, we decided that an evaluation of the Europris webshop user interface would be an important part of our first documentation. To get a good overview of the usability of this site, we decided to run a heuristic evaluation based on Jakob Nielsen's 10 principles for user interface heuristics. This evaluation will help us shine a light on usability problems that an average user might not notice. The results of the evaluation will help us design our first prototypes and have these ideas tested by the users.

When browsing the web, it's important to get enough information to comfortably maneuver the site, but no more. When visiting Europris, the first impression was overwhelming, the

landing page is filled with products, a messy navigation system, and ads for their different sales and their customer club. We believe that the business can achieve better results by cleaning up this landing page. By presenting fewer products and only showing the best offers, a user might be more comfortable browsing the site.

Shortcuts and simplicity directly correlate with a comfortable shopping experience. In this field we can see room for improvement, comparing the site to some of its competitors.

During analysis, we came across some desirable features when browsing the categories. The first point is breadcrumbs when browsing categories. Unfortunately, this path does not follow the products, so if you want to view the category your product is in, you have to search through the navigation menu with a minimum of four clicks. For example, there is a category for toasters, there are many products here that do not appear when you search for "toaster". Because of this, we struggled with the navigation menu instead of just going directly from one toaster to the toaster category.

We also picked up on the fact that all the items have in-store stock as the available information. This is something we, and many people, like to check before a possible visit to the store. Unlike many of Europris's competitors, we miss a filter that only shows items in the selected store. In the shopping cart, we are missing a function that asks if we are sure that we want to remove the products from the shopping cart.

The Europris webshop does not offer an uncomfortable experience, but we see some room for improvement on the usability aspect of the site.

These problems were identified from an analytical but subjective viewpoint and will be used only as guidance to create our first prototype drafts.

2.2 User profiles

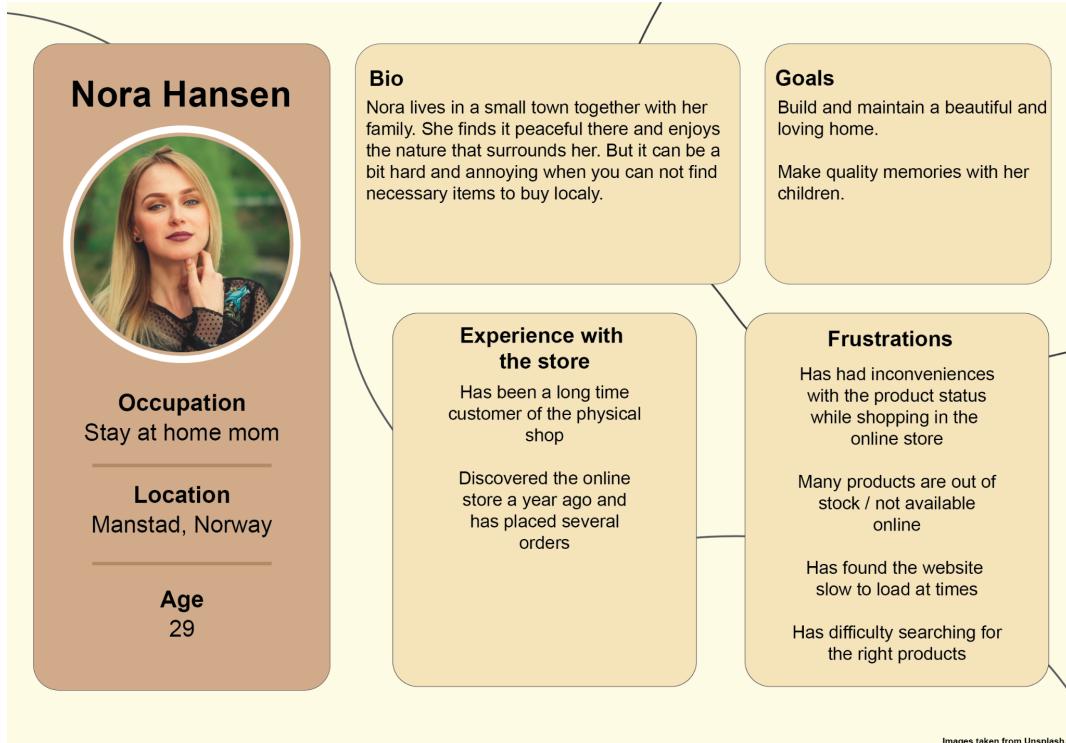
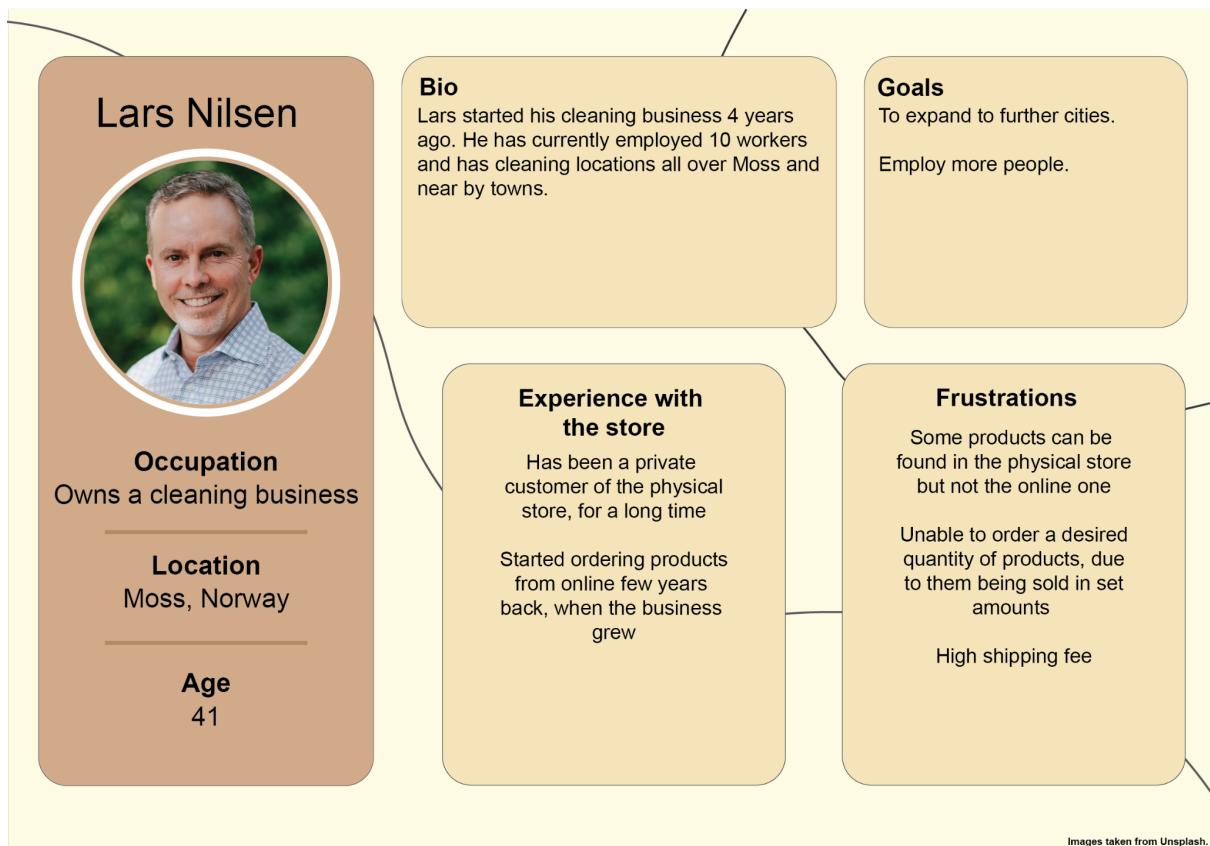


Figure 1 Userprofile 1

The private customer persona displays a stay-at-home mom at the age of 29, who has been a customer of the online store for a year and has experienced some frustrations with the website's product status, speed of the website, and difficulty finding the right products online. This persona was based on the known target group of the private Europis store and reviews found online (Trustpilot, 2023).



Images taken from Unsplash.

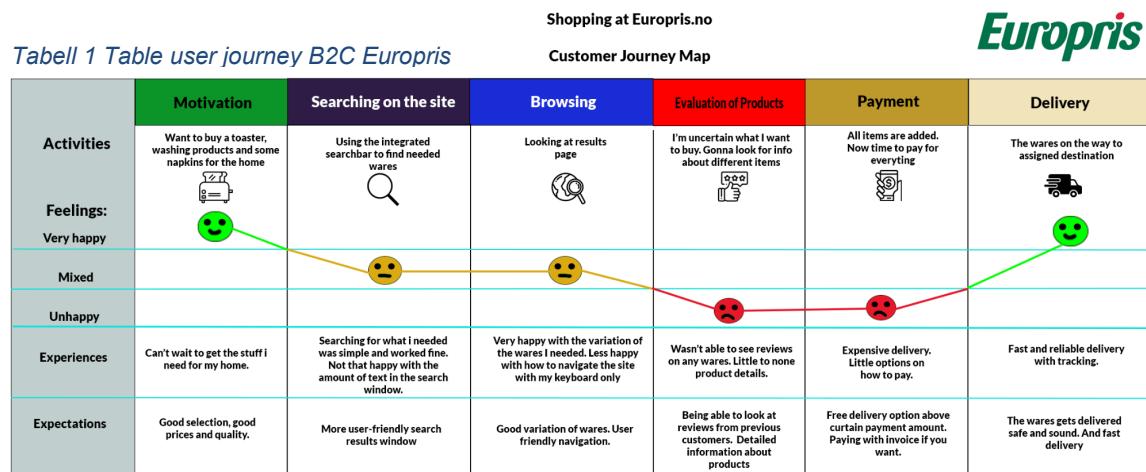
Figure 2 Userprofile 2

The business customer persona displays an owner of a cleaning business with a total of 10 employees that are planning to expand the business in the near future. This persona is familiar with the online store and has found it frustrating when the wanted product is not available in the online store, can not order a desired quantity and the shipping fee can get a bit overpriced. The persona is based on the target group of the store and an internal document provided to us by the company (Europis, 2023)

2.3 User Journey

A user journey on Europris.no online shopping, for private customers. The scenario is a person who wants to buy something for his/her home. The journey will present problems that are documented by Europris themselves(Europris,2023) and problems that occurred by inspection of the webpage.

Picture of step by step journey of shopping at Europris:



In the chapter “**Searching on the Site**”. The user wasn't happy with the search box and how it looked. A simpler and more friendly design was needed. The font size could have been better and the results could have matched the search text better.

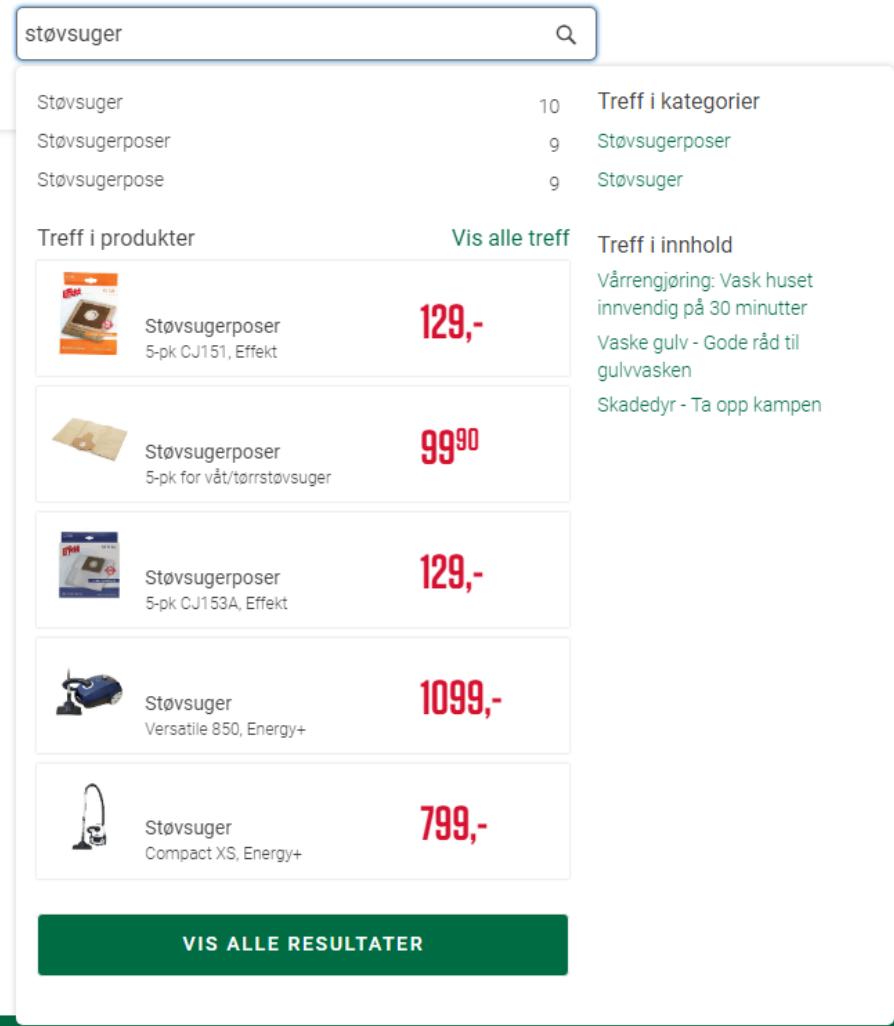


Figure 3 Current search-bar results box at Europris(05.05.2023)

In the chapter on the journey path “**Browsing**”, the browsing of the webpage with the keyboard is not good. There are some navigation that can be done with a keyboard only, but if we skip “skip to the main content” there is not possible to go further down the website. This should be better and more optimized for keyboard-only users. And when clicking on “skip to main content” there is actually main content getting skipped. I

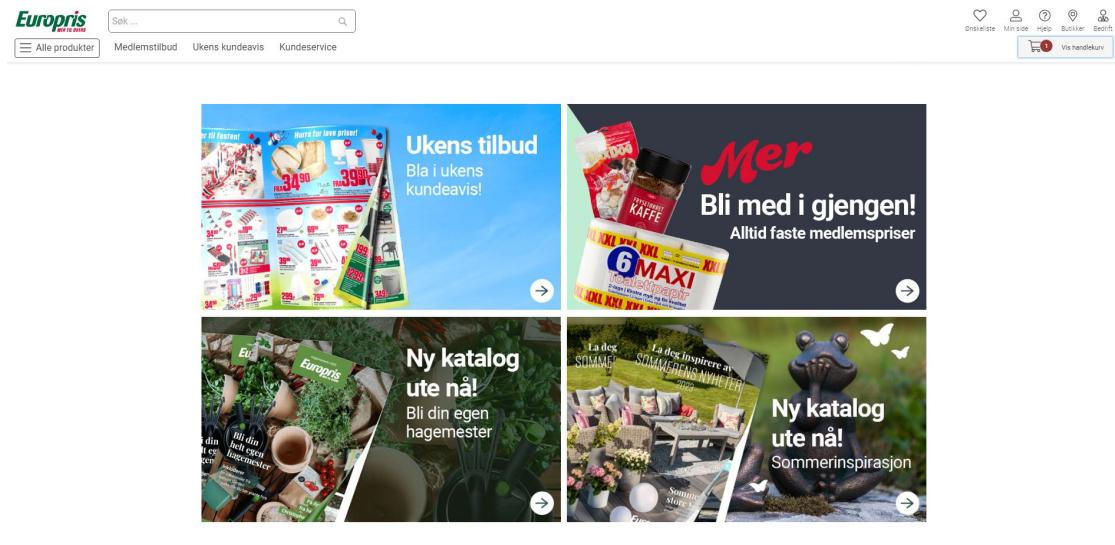


Figure 4 Webstore stops at the shopping cart at the current time. (Picture taken 11.05.2023)

Chapter “**Evaluation of Products**”, the happiness about the product info is low. At the time of the creation of the user journey(14.03.2023), there weren't any reviews on products from old customers and product details were at a bare minimum. But this had now been updated by Europris, so this had improved as of this date(11.05.2023)



Figure 5 Payment page, current Europris

Chapter “**Payment**”, customers are not happy with the prices of delivery and wish there was an option to get free shipping when shopping over a certain amount, which is pretty normal on many websites in Norway.

As seen in the picture above(payment), the prices on shopping are a lot and by inspection, there is no offer of free shipping above a certain amount. From documents we got from Europris(Europris,2023) their main focus is to get the customers to come to them to purchase products. While that is fine, having more friendly prices and better shipping options would perhaps come out positive in the long run for Europris.

In the final chapter “**Delivery**”, the speed and tracking of the products are quite good. On average the products get delivered in 3 days, as seen in the picture above from the previous chapter. Considering the price that is getting paid, this is good.

2.4 Storyboard

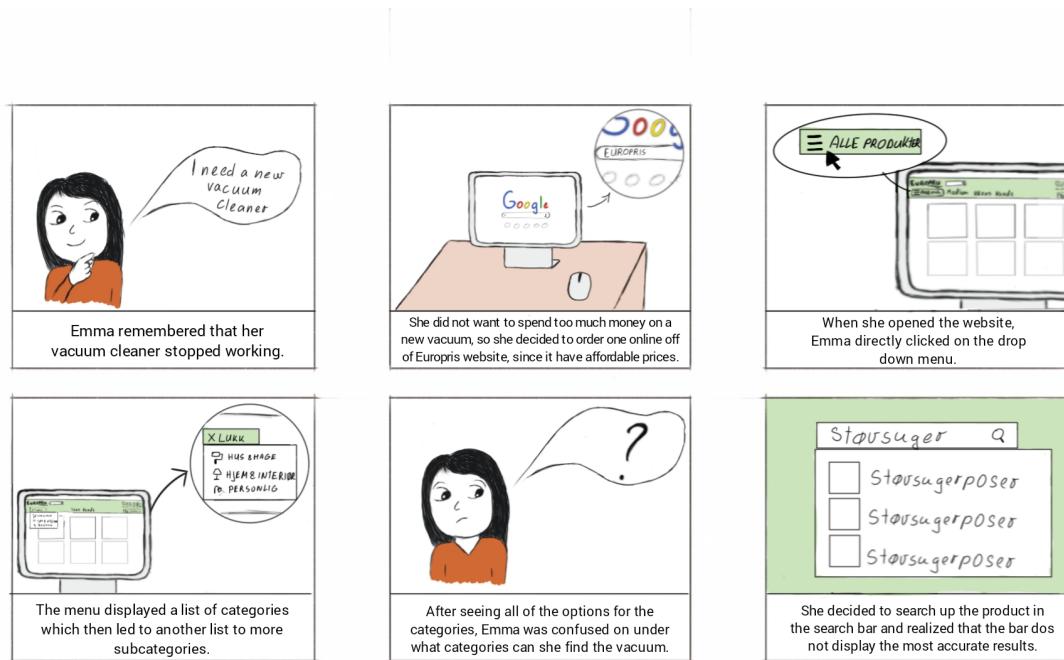


Figure 6 Storyboard

The storyboard displays an imaginary scenario based on the private customer persona, where the user is struggling to find the wanted products on the Europeis website.

2.5 Usability Study

The Europris Web-store:

The goal of this study is to identify problems and possible improvements. We are looking for outside impressions, critique, and opinions on our first prototype focusing on the changes in navigation rather than the looks.

User and background:

Test Person(21) is a student at HIOF. He/she is studying economics and administration. Test Person likes to shop online, but he often pays visits to the physical stores as well.

Implementation:

We have carried out the entire usability study at the college, both preparations and actual implementation with users. The first step was to go through the website of Europris, then we formed an impression and thought carefully about the improvements that could be for the good of the company. Our next step was to prepare questions, find a typical user and conduct a small interview. (Our participant signed a declaration of consent) After the interview, we presented our improvement ideas and received a short feedback and assessment on this.

Overview of the user interface and user experience:

The user interface of Europris is quite simple, which is suitable for the target group. If you are to compare with competitors, there are certain functions that could have been in place. The user experience is decent, but the categorization of goods appears a little untidy in the dropdown menu. Also, there is a slightly different menu solution on the B2B and private person pages of Europris, this affects the user experience since the design is not consistent and true to itself.

(Image of the different versions of the Europris online store, trading for private individuals (left) and trading for companies (right). Why different designs on the menu? Why not the same selection of goods for companies?)

Questions and impressions from users:

"I don't understand the difference between business and private, why are they different?" The user was curious as to why businesses and private individuals do not have the same categories and product range. The user was also surprised when he

was informed that private individuals do not have the option of invoice payment, only companies.

How did you experience the layout of the Europris website?

The user thinks that the layout was relatively ok, he commented that there were some very large individual advertisements but apart from this, it looked good.

Is it clear and easy to find what you are looking for?

"The categories were a bit confusing but I wouldn't call it a problem"

Say you are going to find all the toasters on the website, would you say it is easy to get an overview of the various toasters they have?

Here the user struggled to find his way. The first thing he did was search, but then only one product came up. When I told him that there were more, he spent more than 30 seconds looking for the correct category in the navigation menu.

How does it feel to find the stock status of the goods in your nearest Europris store?

"It worked fine, but it was a bit silly that I had to go into all the things to see if they have it in Halden."

Is it easy to find the company page?

"It was easy, the button is up where you can easily see it."

Ideas for improvement:

Cleanup and optimization of the website, easier way to see if the product(s) are available in the nearest store, notification functions when products are removed from the shopping cart. Breadcrumbs out of products for a faster search and shopping experience.

Feedback on improvement proposals:

"All those were good ideas. The website works well now, but it would have made shopping a little faster and easier"

Conclusion: After this user test, we would conclude that our suggestions were pretty much spot on. The user identified and commented on many of the problems we had written down and gave us confirmation that there is potential for improvement around this.

2.5 Benchmark

We decided to compare Europris to its' closest competitors by running a benchmark test. The benchmark was divided into five different categories; Reviews, Performance, Look and Feel, Organization, and Ease of Purchase. We used this benchmark more as a way to find our direction on how to improve the website, rather than a final public score, comparing it to its competitors, for everyone to see.

We took advantage of the theory we had previously learned on our UI/UX course at Høgskolen i Østfold, to rate some of these categories. For example, for the categories "Look and Feel" and "Organization", we took into consideration the Gestalt rules of design and other design principles, such as balance, contrast, proportions, etc...

Tabell 2 Benchmark

	Europris	Clas Ohlson	Jula	Biltema
Reviews	X	✓	✓	X
Performance	3/5	5/5	4/5	5/5
Look and Feel	4/5	4/5	3/5	4/5
Organization	4/5	5/5	2/5	3/5
Ease of purchase	4/5	4/5	5/5	3/5

As an example, in these screenshots, we can see a comparison of the websites that scored the lowest and highest in the Look and Feel and Organization categories.



Figure 7 Landingpage, Jula

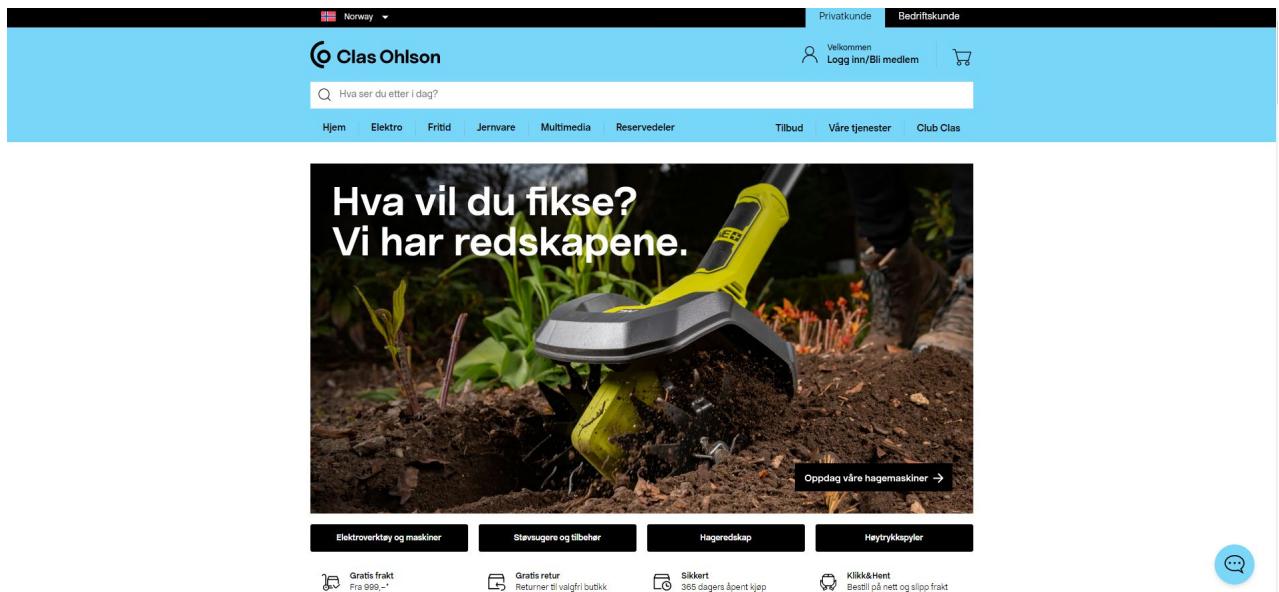


Figure 8 Landingpage, Clas Ohlson

Utilizing basic design principles, it is clear to see why Jula had a lower score when compared to one of its competitors, Clas Ohlson.

While Clas Ohlson's website has a very organized structure and aesthetically pleasing look, Jula does the opposite. The website has too much contrast and is not easy on the eye, pairing that with a quite unorganized design, it offers an unpleasant user experience, dragging the eye to too many places, and making it hard to navigate.

We took these points and everything else we observed into consideration when planning how to improve the website for Europris. Seeing what should and should not be done to achieve a pleasantly looking, easy-to-use website was quite helpful in pointing us in the right direction and ultimately significantly influenced how our future prototypes would look.

Europris

Europris scored a 3/5 on the Performance meter because the website was quite slow and janky when used on a mobile device. Resizing the page on the desktop was also quite stuttery and laggy.

The website lacks a review section for its products, which can be a deal breaker for some.

When it came to the online purchase of products, many weren't available or in stock, forcing the customer to go to a physical store.

Overall europris.no ensures the customer has a good user experience.

Clas Ohlson

Clas Ohlson's online score was quite high on every measure of this benchmark. Clasohlson.com provides detailed reviews of its products, and the overall look and usability of the website are quite good.

Jula

Jula's website performed well and provided reviews, however, it lacked organization and didn't look the best from a usability standpoint.

Due to the way their categories are listed, it was quite hard to find a selection of their products.

The website also felt quite clunky to use, with its boxy design and animations.

Biltema

Biltema's website performed and felt quite well, and offered reviews of their products.

Although usable, the way their product categories are listed made finding products quite hard and confusing, leading to a poor user experience.

When it came to the purchase of a product, the process itself was not complicated, however, it required a few unnecessary steps and the customer could not use the "Kjøp & hent" feature unless they spent more than 300 kr.

3. Design development

3.1 Requirement specification:

Based on the analysis chapter, our studies indicated the need for improvement in many different aspects and categories. Therefore we designed a priority table, showcasing what we should shift our focus to.

Tabell 3 List of requirement specification

Category	Requirement	Comment	Priority
General	Increase Sales	General improvements to the website that will consequently increase sales	high
Functional/Features	Add missing features	Features such as "product reviews" may be found useful by the customers	medium
	Improve login	Improve current login system, for both B2B and B2C	low
	Consistency	Make sure the design is consistent and coherent throughout the whole website	medium
Design Oriented	Ease of use	Simplify certain aspects and apply Gestalt laws of organization to assure users have an easy time browsing the page	high
	Appearance	Apply design principles and make sure the website looks tidy and simple to use, while looking aesthetically pleasing	medium
	Accessibility	Ensure the website can be used by everyone	high
User oriented	Improve Performance	Make sure website isn't clunky and slow	medium
	Private/Business	Distinguish between the B2B and B2C pages in a meaningful way	medium

As the following table shows, there are different priority grades that resemble how important certain tasks are and a general concept of how to tackle them.

3.2 Idea development/concept development

After gathering all of the information for Chapter 2, we were finally able to sketch out some solutions that could help solve the issues we have discovered so far. Using adobe xd, we were able to create a fairly interactive prototype that was necessary for our second step in the design process, which was testing our solutions for validity with more users.

We were given the opportunity to conduct a few user tests during the lecture, to come prepared, we started planning the question we will ask about the prototype. To test if our solution solves any of the previous issues, we came up with a couple of guidance questions that would allow the user to complete related tasks. We preplanned some questions about the general opinion the user had during the test and about the overall look.

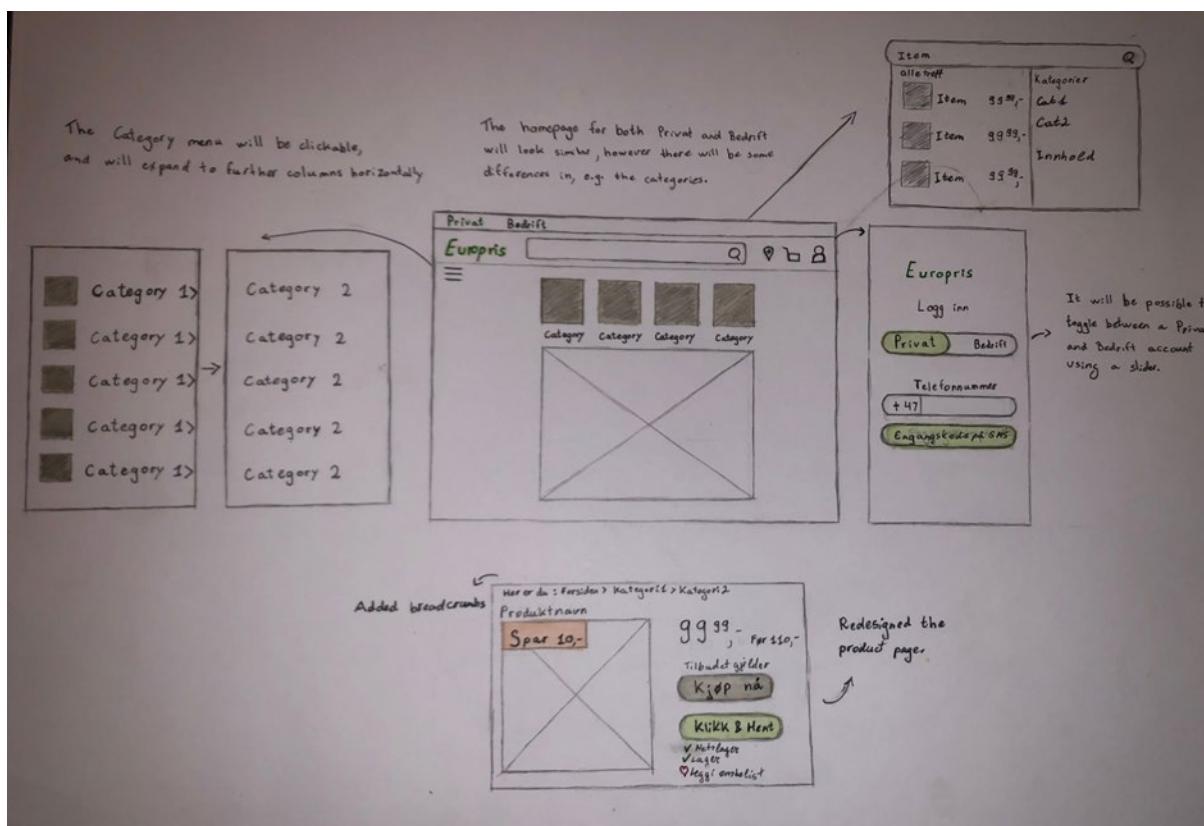


Figure 9 Sketches of further development prototype

3.3 Testing

On 23 March 2023, we all got an obligatory assignment from our lectures. Where we were going to present our current prototype with our ideas, look and feel of the Europris website.

The way of showing it was through a usability study. Our representatives were the students in our class. The average age group of the testers/interview subjects is between 18-30 years old. Most of them had some experience with net shopping.

We in our group sat down and prepared some fitting questions and a “testing trip”, fitting for our prototype and task. There was a focus on being natural in our user test and not making any leading questions, our main focus is to get the most natural response from the tester and see how they act/react to the prototype.

We got an opportunity to present the prototype to 3 different groups in our course user interface design project. 2 out of 3 groups had the same task as us and the last had a totally different task. So, opinions and feelings from both related and unrelated test subjects were gathered.

3.4 Testing Results

Test results summarized from the 3 different user groups:

User Group 1

Age group: 20-30

Online shopping experience: Everyone shops regularly on the web

None of them have shopped at Europris's online store.

User group 1 thinks it was easy to find products by using the category buttons in the navigation, the search bar is easy to see in comparison to the business button to change over to the business version of the store. Their first instinct was to press the login button on the top right where they could log in with a business account. To go back to the front page, they would instinctively press the logo that would redirect them, while this is a common way of returning to the front page it could be difficult for elderly people to figure this out. The users would add a button that would send them back.

The design changes they wanted to see was the business button, they would like to see the button be pushed down under the logo for it to be more visible. The category buttons could be hollow instead of filled with color to make them cleaner.

In the search bar when looking for an item the text could be darker to contrast the background color, and match the product image together with the text as the two of them are quite different styling. Have the same size for the product name and the price and make the items in the list look clickable when hovering over an item by changing the background color of the item.

User Group 2

Age group: 20-30

Online shopping experience: Little to no experience, likes to shop at physical stores
None of them have shopped on Europris's online store.

User group 2 thought the website was easy to navigate, the category navigation was well made with good icons, they spotted the business button at the top to change to the business page, other than the button they would try to press the login button where they could log in to the business page with the button inside. The search bar was easy to understand, and the price was very noticeable with the bright and bold red text.

They would like to add a place where the opening hours are displayed and a contact page/ button to be able to contact Europris directly, either with a button on the top or down in the footer. Some of the icons for the categories could be more describable like the 'personlig pleie' icon

4. Results

In this chapter you will find a detailed analysis of different components that were changed/added to the prototype, to further improve its usability and appearance for a better user experience based on the findings in the previous chapters.

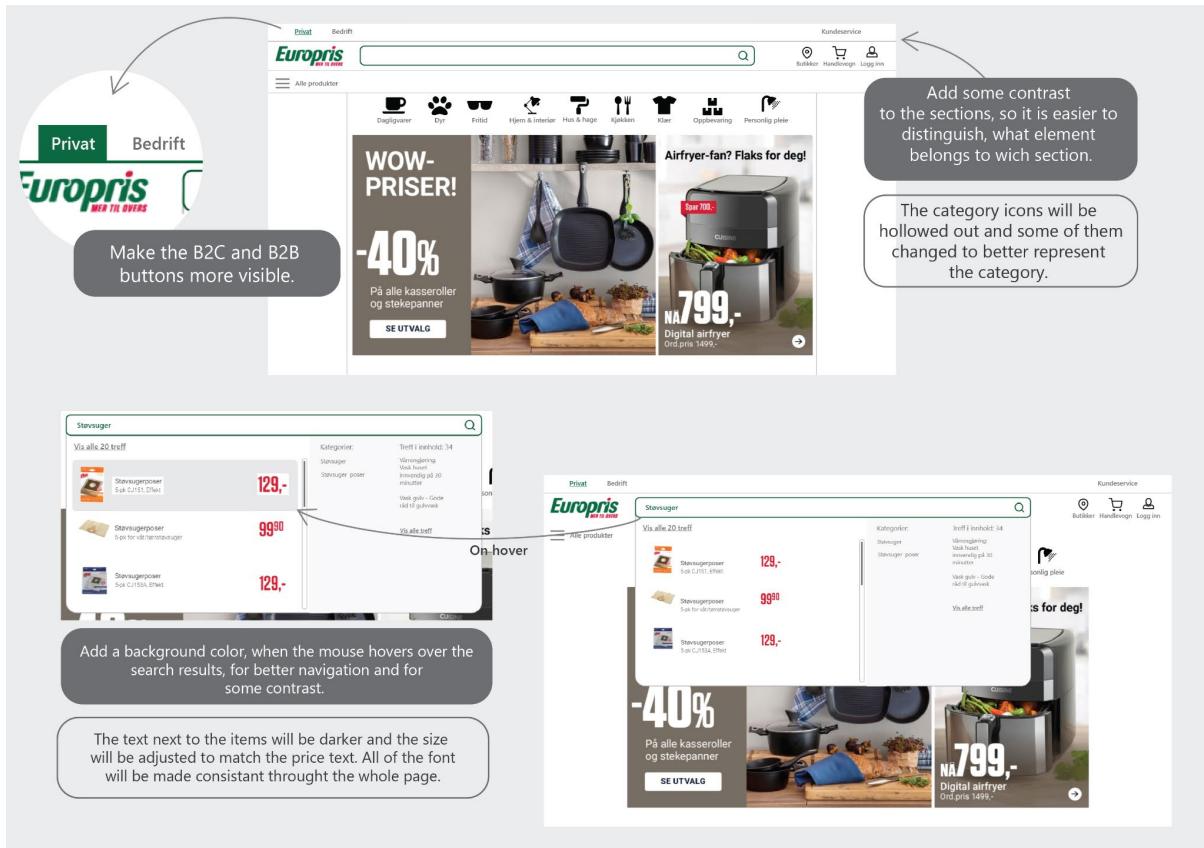


Figure 10 Sketches, changes from User Study

After taking all the user tests into consideration, we have made a few sketches to better visualise the improvements that we can make to our prototype.

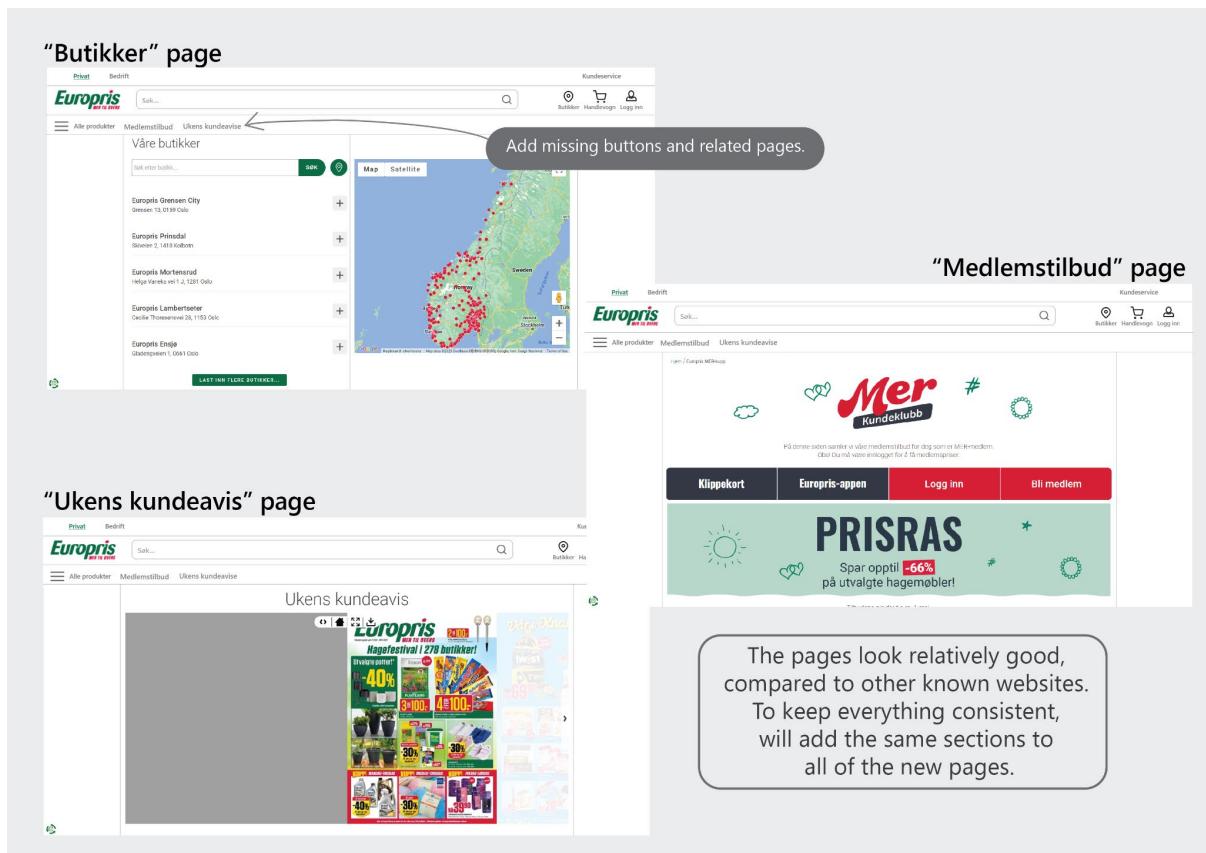


Figure 11 Sketches, changes from User Study, 2

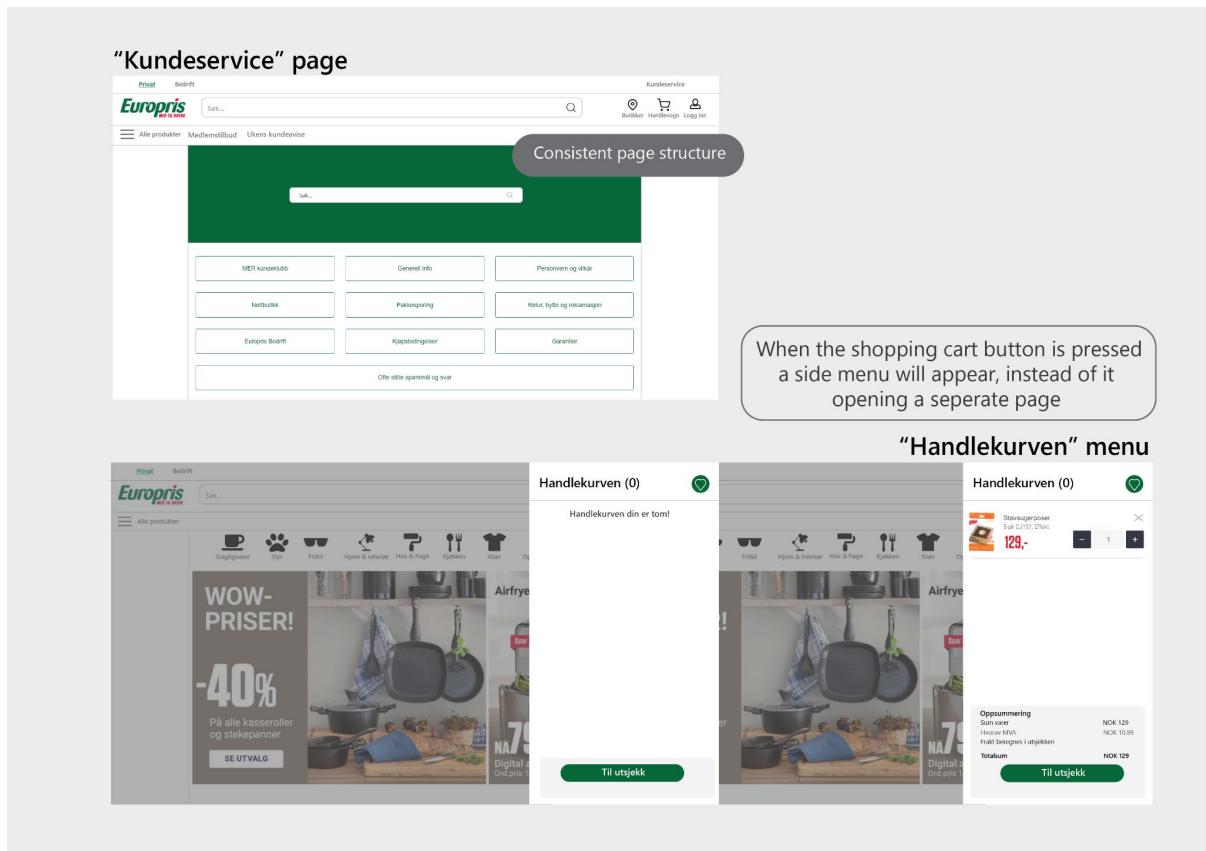


Figure 12 Sketches, changes from User Study, 3

We have decided to make the “Butikker”, “Ukens kundeavis”, “Medlemstilbud” and “Kundeservice” buttons to function and take the user to corresponding pages. We thought that it would be good to make the cart button work as well

4.1 Landingpages



Figure 13 Landingpage final prototype, B2B

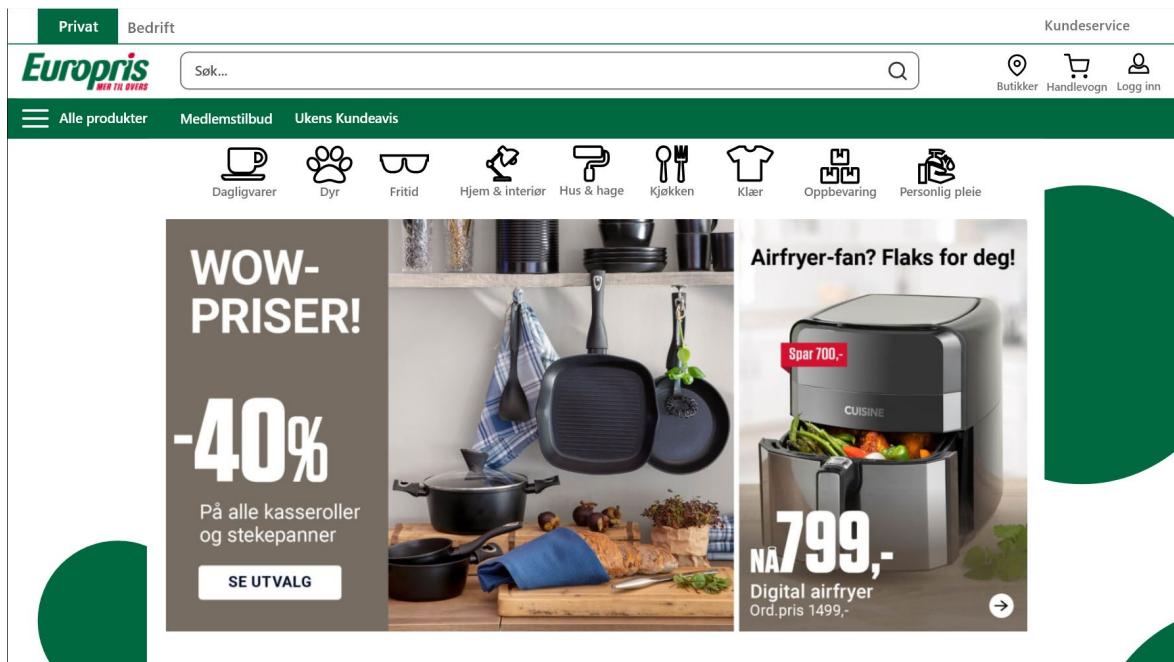


Figure 14 Landingpage final prototype, B2C

For our landing page, we decided to keep the original layout as it fits quite well with our newly added navigation changes. We changed the white background and added some circles with colors changing between B2B and B2C to make the landing page look more appealing and alive.

4.2 Navigation

4.2.1 B2B & B2C Button

First prototype



Figure 15, Old B2B and B2C toggle buttons

The usability test showed that two buttons used to switch between the private and business pages are not that noticeable in the first prototype. When asked to change between the two websites, the sample instinctively opened the login page, instead of the two buttons in the left corner.

Second prototype

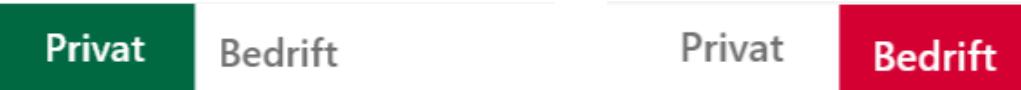


Figure 16 New B2B and B2C toggle buttons

It was clear to us that we need to make them more visible and that they would fall right into the user's eye whenever the page is open. We changed the background of the buttons to the corresponding page's theme color and made the text white for better contrast, instead of having the opposite, white background with colored text.

4.2.2 Search bar

First prototype



Figure 17, Old searchbar, prototype

When testing the first prototype, the sample found it odd that the fonts and sizes did not match all the elements in the search bar window and recommended adding something to the background of the items, so it is visible that the right item is selected before opening the product window. This prototype contained screenshots of the original website products.

Second prototype

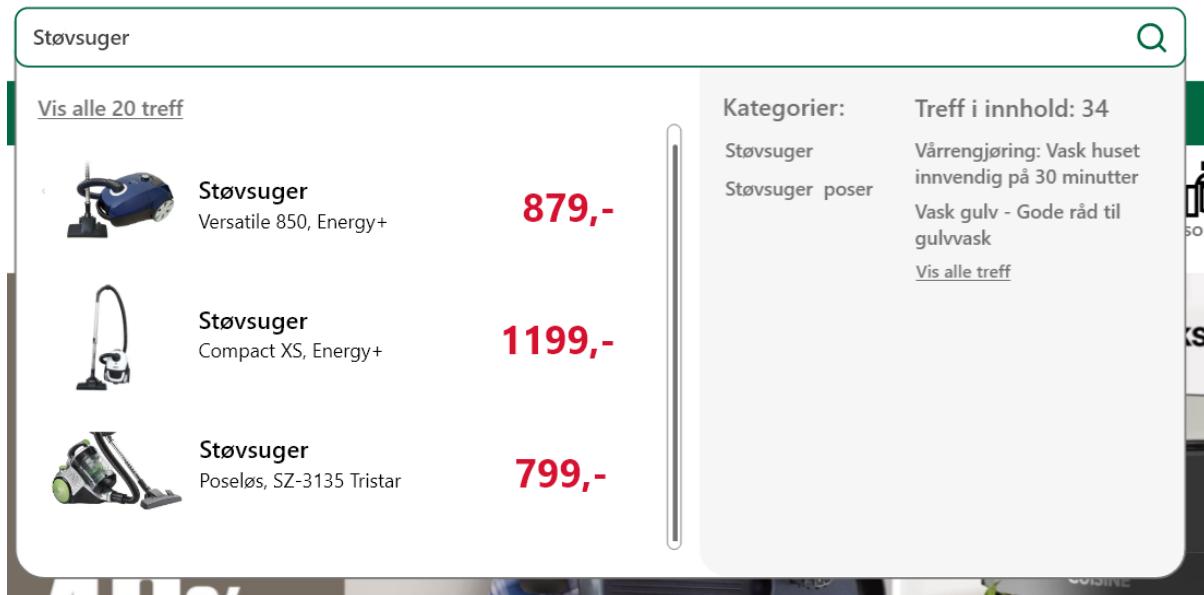


Figure 18, Final searchbar, prototype

We changed the font to the same one used throughout the whole website and increased the text size to match the pricing size.

On hover

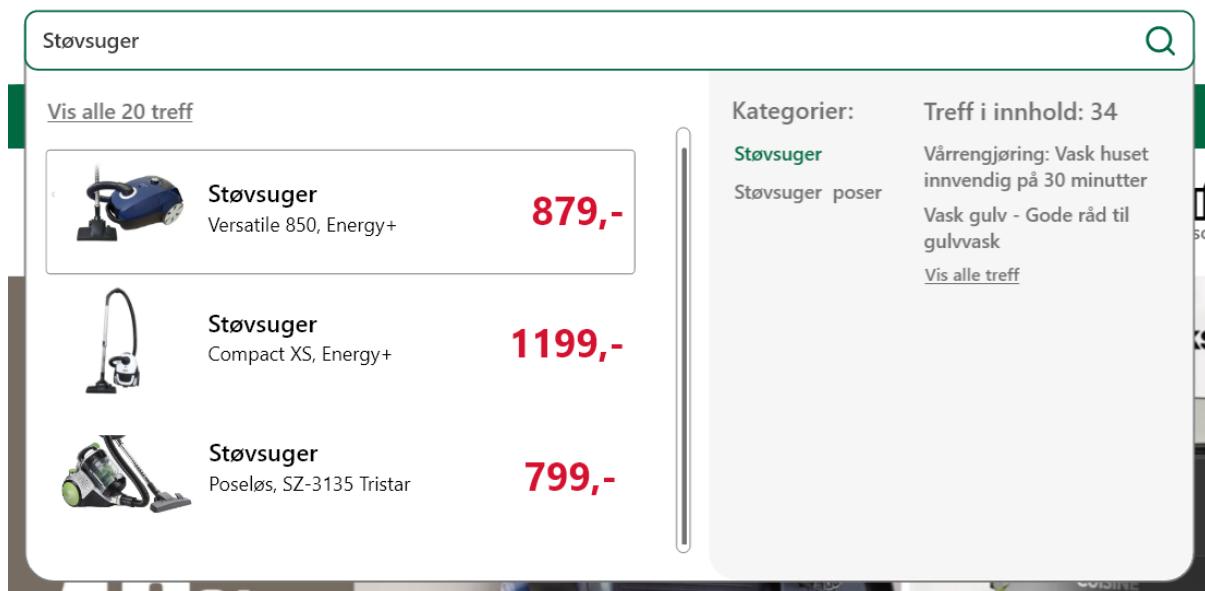


Figure 19 On hover, final prototype

A rectangle border box was added as a hover state, to indicate that the mouse is on the product in mind. We decided to add a hover state for the other elements in the search window, since it was just buttons with text and no background or border, we thought it looked best to make the text change color to the dominant color of the page.

4.2.3 Shopping Cart

Looking at the current page of Europris. We noticed they didn't have a pop-up shopping cart when clicking on the "buy" button on the products on the webpage. Instead, customers and users of the site have to get led to a new location to be able to look at the shopping cart.

Current Shopping cart Europris
(picture taken: 05.05.2023)

Handlekurv (1)



Støvsuger
Compact XS, Energy+

✓ På lager

799,-

799,-

-

1

+

GÅ TIL UTSJEKK

Legg handlekurven i ønskeliste

Tøm handlekurven

Oppdater handlekurv

Oppsummering

Sum varer	799,-
Hvorav MVA	159,80
Frakt beregnes i utsjekken	
Totalsum	799,-

GÅ TIL UTSJEKK

Trenger du hjelp?

Gå til vårt kundesenter eller send oss en beskjed.

KUNDESENTER

SEND OSS EN BESKJED

Figure 20, Current shoppingcart, Europris

When looking at Europris competitors and other noteworthy big websites in Norway, many of them had the pop-up shopping cart, where they could look at the products, add more of the same products and remove products all from the same window.

31

The screenshot shows the shopping cart interface for Komplett.no. At the top, there's a search bar and a button to add items to the cart. Below the search bar, a navigation menu includes 'Alle produkter', 'Club', 'Ukens tilbud', 'Gavekort', 'Gamingdeals', 'Komplett-PC', 'FLEX', 'Nyheter', 'Bestselgere', and 'Bed...'. A breadcrumb trail shows the user's path: 'Her er du: Forsiden > Hjem & fridt > Høytrykksprøyte & tilbehør > Høytrykksprøyte > AVA Master P80 Large + Giga bundle'. A note says 'Dette er et pakkebilde: Du får AVA Master P80 Large Bundle og AVA Giga tilbehørs bundle P70 - P80 høytrykksprøyte med i denne pakken!'. The main product image is the AVA Master P80 Large + Giga bundle, featuring a grey pressure washer unit with various attachments. A red circle indicates a 25% discount. To the right, product details show 'Modell: Master P80 Large + Giga', 'Pris: 7 999,-' (with a yellow 'FRI FRAKT' button), and a 'Tilbehør til høytrykksprøyte' section listing accessories like 'AVA Bilshampo 4L' (199,-), 'AVA Terrasseren 4L' (239,-), and 'AVA Teleskoplanse for Høytrykksprøyte' (1 199,-). Buttons for 'FORTSETT Å HANDLE' and 'GÅ TIL HANDLEVOGN' are at the bottom.

Figure 21, Shopping cart, Komplett current

Komplett.no (picture taken: 05.05.2023)

The screenshot shows the shopping cart interface for Elkjøp.no. At the top, there's a search bar and a button to add items to the cart. Below the search bar, a navigation menu includes 'Kundeservice', 'Privatkunde', 'Bedriftskunde', 'ELKJØP', 'Alle produkter', and a 'Finn butikk' button. A breadcrumb trail shows the user's path: 'Hjem, rengjøring og kjøkkenutstyr > Kjøkkenapparater > Airfryer'. The product page for 'Cosori Premium airfryer CP158-AF-RXB (sort)' is displayed, with a price of '1990,- SPAR 709,-' (from 2699,-). The product image shows a black digital air fryer with a control panel. To the right, the shopping cart summary shows 'Din handlekurv (1 vare)' with 'ID: 1026062863'. It lists the item as 'Cosori Premium airfryer CP158-AF-RXB (sort)' at '1990,- 1990:-'. The cart also shows 'Total moms' as '398:-', 'Gavekort eller rabattkode?' dropdown, 'Total NOK' as '1990,-', and a green 'Kasse' button. Other delivery options like 'Levering fra 5 dager' and payment methods like 'Legg til i handlekurv' and 'Vipps Hurtig' are visible.

Figure 22 Shopping cart, Elkjøp current

Elkjøp.no (picture taken: 05.05.2023)

So this is how we decided to design our shopping cart. Deeply inspired by the competitors. On the pop-up cart, the user can add, remove and look at the total price of the vares in the shopping cart.

Shopping cart final prototype

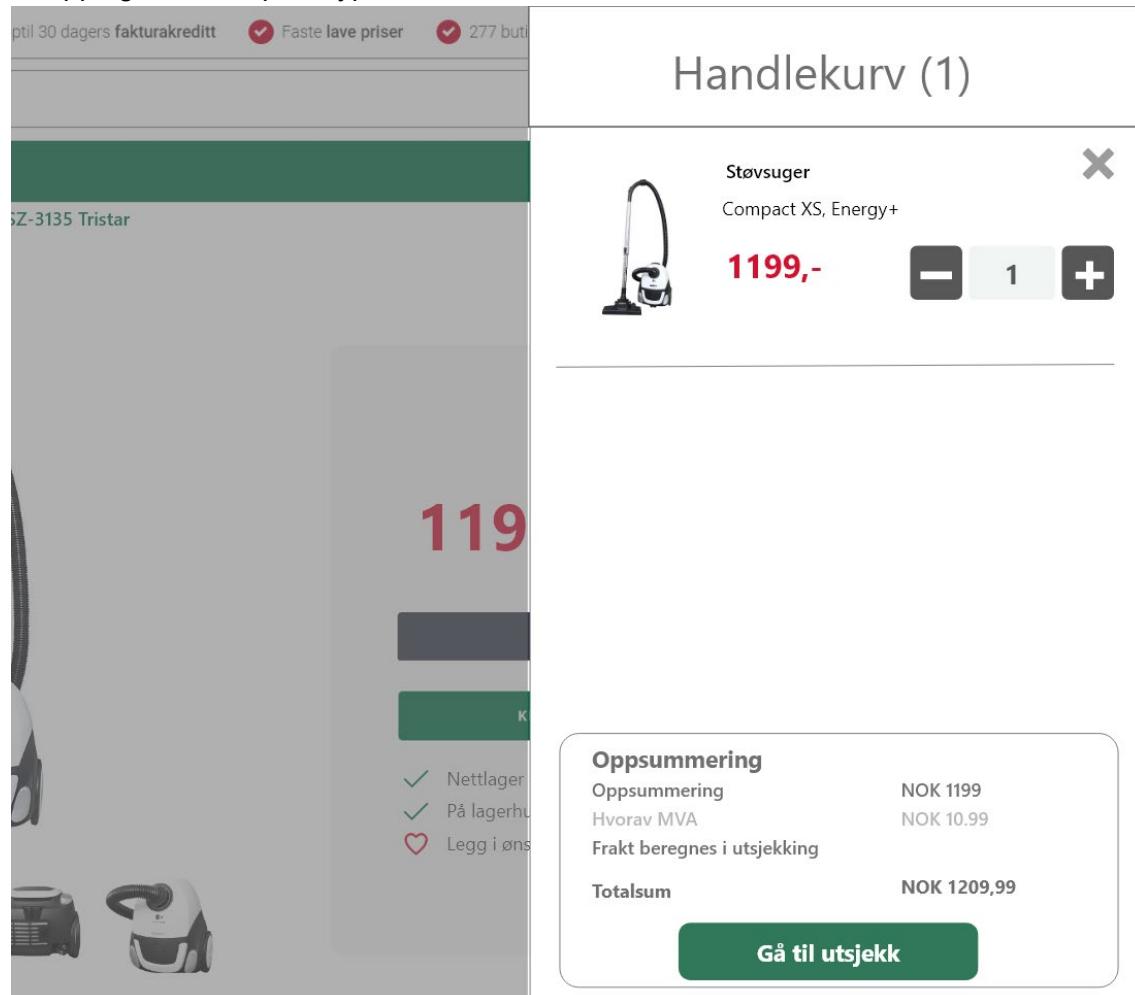


Figure 23 Shopping cart, final prototype

4.2.4 Navigation Bar

Original website

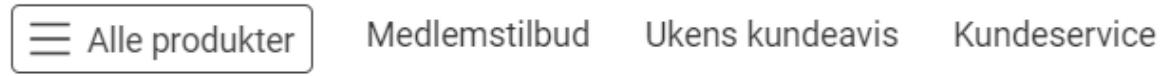


Figure 24 Navigation bar, Europris current

First prototype



Figure 25, First navigation bar, prototype

The first prototype did not contain buttons for “Medlemstilbud”, “Ukens kundeavis” and “Kundeservice”. We realized this soon after the usability testing when comparing the first prototype to the original page.

Second prototype



Figure 26, Navigation bar, final prototype

We kept “Medlemstilbud” and “Ukens kundeavis” in the same place as the original website had it, but moved the “Kundeservice” button to the top right corner above the shop, cart, and login buttons. We thought it is more intuitive to have it there since most contact links/buttons are found in the right corner of other online stores.

“Medlemstilbud” page

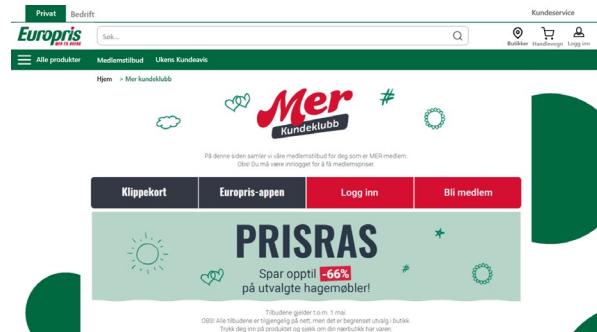


Figure 28, "Medlemstilbud" Page, prototype final

“Ukens kundeavis”



Figure 27, "Ukens kundeavis", prototype final

We decided to add corresponding pages to all three buttons, but for the “Medlemstilbud” and “Ukens kundeavis” we did not change anything besides keeping the same design as on all pages. You can see changes to the “kundeservice” page in chapter 4.5.

4.3 Article Cards

When redesigning the website, we decided to change the article cards. The current cards at Europris aren't very noticeable. The borders/stroke on each box are so thin, it's hard to see them. Each box is also close to the other without space, so it all just blends together. Font sizing under the title on the cards is a bit small and it's hard to read it. And from this, we made some changes.

(Article cards at Europris, picture taken:15.05.2023)

Alt til 17.mai

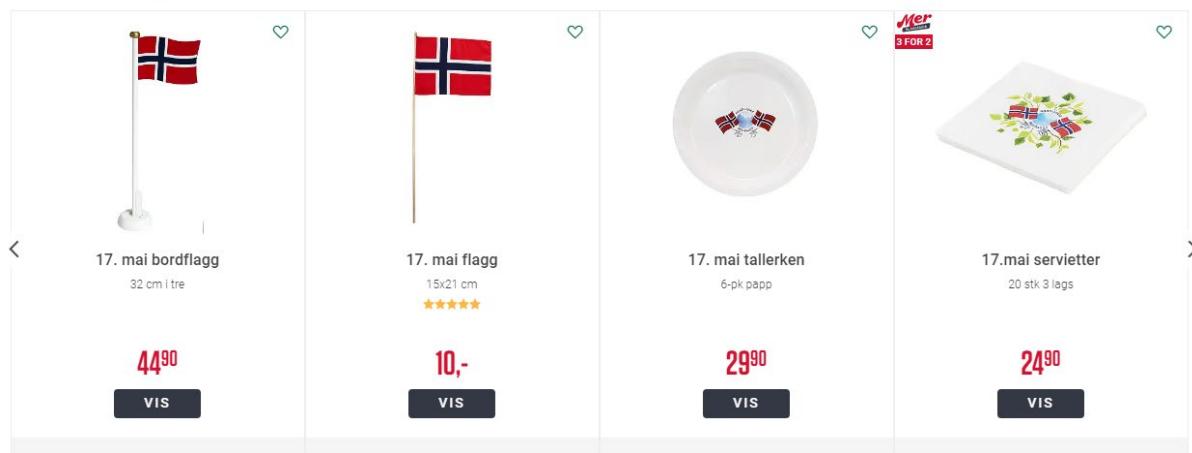


Figure 29 Article Cards, Europris current

As seen in the picture under. We created more visible round article cards with the background color that doesn't blend in with the background color. The font size is bigger for

Kampanjefavoritter

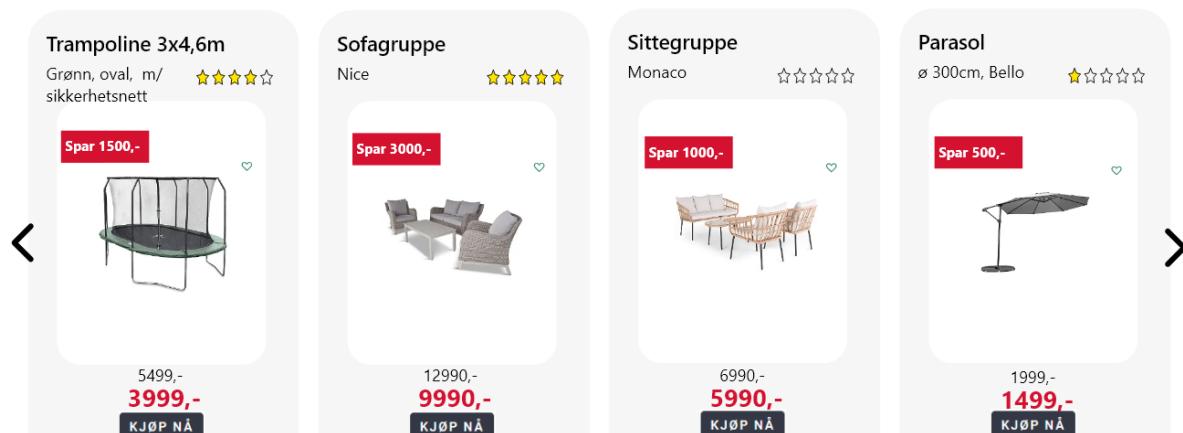


Figure 30 Article cards, prototype final

improved readability. Since the spacing is bigger on each card and the cards are round, it's like each product is a "button" that leads to a product.
(article cards redesign from final prototype)

4.4 Buttons

We decided after the last usability study we had, to change the icons we had on our prototype. In earlier prototypes, we had bold black buttons.

Old design buttons



Figure 31, Category buttons, first prototype

On the newest and final prototype we went with a white button with a black border around it, it's more pleasant to the eyes to look at and fits the lighter more bright theme of the webstore.

New design buttons



Figure 32 New category buttons, final prototype

4.5 "Kundeservice" Page

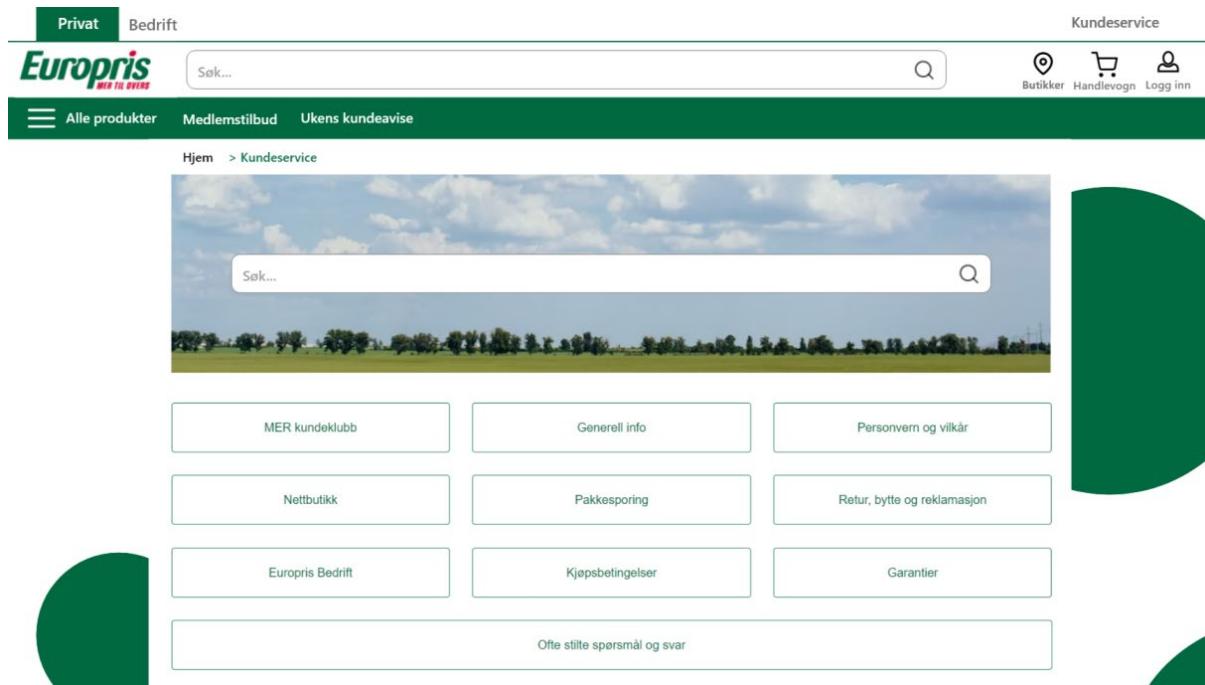


Figure 33, "Kundeservice" page, final prototype

We concluded that rather than redesigning the entire Kundeservice page, all we had to do was simply make it coherent with the rest of the website's look and feel. Therefore no major changes were made, the main difference being the background image behind the search bar being centered and cutoff, to match the rest of the website's look.

The search bar itself was also changed, now matching the one used on the front page of the website.

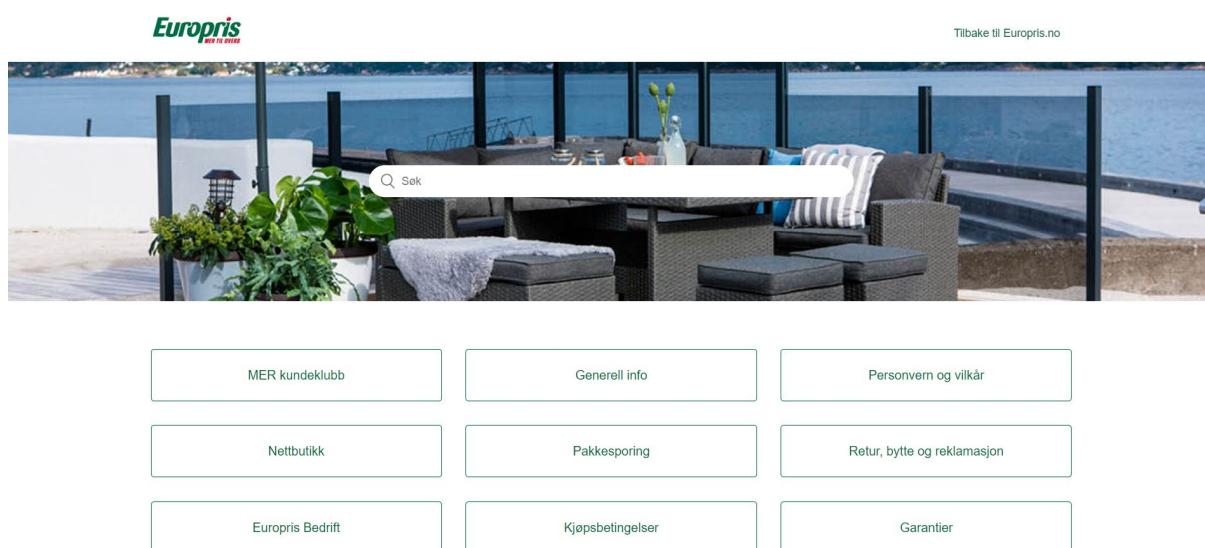


Figure 34 "Kundeservice", Europris current

In the original website, the Kundeservice button would redirect the user to a completely new webpage. We felt that wasn't necessary, and made it function like the rest of the website does, by simply changing the page's content to what was clicked.

Breadcrumbs were also added so the user can easily find their way back.

5. Discussion

The redesign project for the Europris website was aimed at simplifying the user experience, creating a tidier and more organized layout, and adding missing features. The research was conducted using several methods, including a heuristic evaluation, benchmarks, and usability studies.

The heuristic evaluation was effective in identifying usability issues with the website, and the storyboard and user journey which we also implemented helped to visualize the user experience and identify potential areas for improvement. The usability studies were our most important source of guidance toward our goals. Our final prototype was developed based on these studies.

However, there were some limitations with the project, such as the limited number of test subjects for the usability study, and the lack of testing with a more representative sample of the target group. These limitations may have affected the results and suggest that further testing with a more diverse group may be necessary to achieve the optimal outcome.

Overall, the redesign project was successful in achieving its goals, however, there is room for further improvement in tailoring the website to the needs and preferences of its actual users. Suggestions for future improvements include implementing more user testing with a diverse sample and incorporating more user feedback into the design process. By taking these recommendations into consideration, we believe that the website can be further improved to meet the needs of its users and create an even better user experience.

6. Conclusion

In conclusion, our report does not have enough evidence if the final prototype can improve the user experience based on the goals we have set at the start of the report. Due to difficulties of time planning, our final prototype was not further tested by users to base our claims. We can speculate that the design that we have provided can be a solution to the navigation and overall design issues that were experienced in the previous user tests.

For further developments, we could start by testing the current prototype, to see if the users agree or disagree with our speculations and get further improvements on the prototype solution.

Some things we would suggest improving is making the overall function of the prototype better. There are some buttons that are not clickable or do not direct anywhere. The scroll is added only for the frontpages, so it can be exceeded by being added to all of the pages.

The results in this research could be made into a coded website prototype, to give even greater results as to how well the user interacts with the solution. But sadly it was not achieved due to time management.

Sources

- Amado, F.(2019, October 29).Product Design Process.
Snowball.digital. <https://snowball.digital/blog/product-design-process>
- Europris. (2023, February 2) Internal document.
- Trustpilot. (2023, March 18). Europris Anmeldelser.
<https://no.trustpilot.com/review/europris.no>
- Nielsen, J.(1994, April 24). *10 usability heuristics for user interface design*. Nielsen Norman Group. Retrieved February 2, 2023, from <https://www.nngroup.com/articles/ten-usability-heuristics/>
- What is Heuristic Evaluation? (2021). The Interaction Design Foundation.
<https://www.interaction-design.org/literature/topics/heuristic-evaluation>
- Maghami, S. G. (2022). Storyboarding in UI/UX: Roles and How to Do It. Cademix Institute of Technology. <https://www.cademix.org/storyboarding-in-ui-ux-roles-and-how-to-do-it#:~:text=In%20UI%2FUX%20design%2C%20a,>
- Rees, D. (2023, April 20). What are user journeys | Experience UX. Experience UX. <https://www.experienceux.co.uk/faqs/what-are-user-journeys/>
- UXPin. (2021, May 13). Four persona examples for UX/UI design. Studio by UXPin. <https://www.uxpin.com/studio/blog/persona-examples/>
- What is Usability Testing? (2021). The Interaction Design Foundation.
<https://www.interaction-design.org/literature/topics/usability-testing>
- Aela School. (2022). Benchmarking: How To Conduct One? Aela School. <https://aelaschool.com/en/strategy/benchmarking-how-to-conduct-one/>
- Historien om Europris. (2023, 29 mars). Europris.no. <https://www.europris.no/ep/historie>
- Chapman, C.(2018, 27 mars) Exploring the Gestalt Principles of Design. Toptal. <https://www.toptal.com/designers/ui/gestalt-principles-of-design#:~:text=What%20are%20the%20gestalt%20principles,been%20added%20in%20recent%20years.>
- Chapman, C. (2019, 24 September) Breaking Down the Principles of Design (with Infographic). Toptal. <https://www.toptal.com/designers/gui/principles-of-design-infographic#:~:text=There%20are%20twelve%20basic%20principles,that%20make%20sense%20to%20users.>

Attachment

1 Gantt Diagram

Tabell 4 Gant diagram



Europris_Group_10
_report_final.pdf

2 Usability test protocol

Questions we prepared before questioning and interviewing our classmates (3 groups)



Userbility_test_prot
ocol.docx.pdf