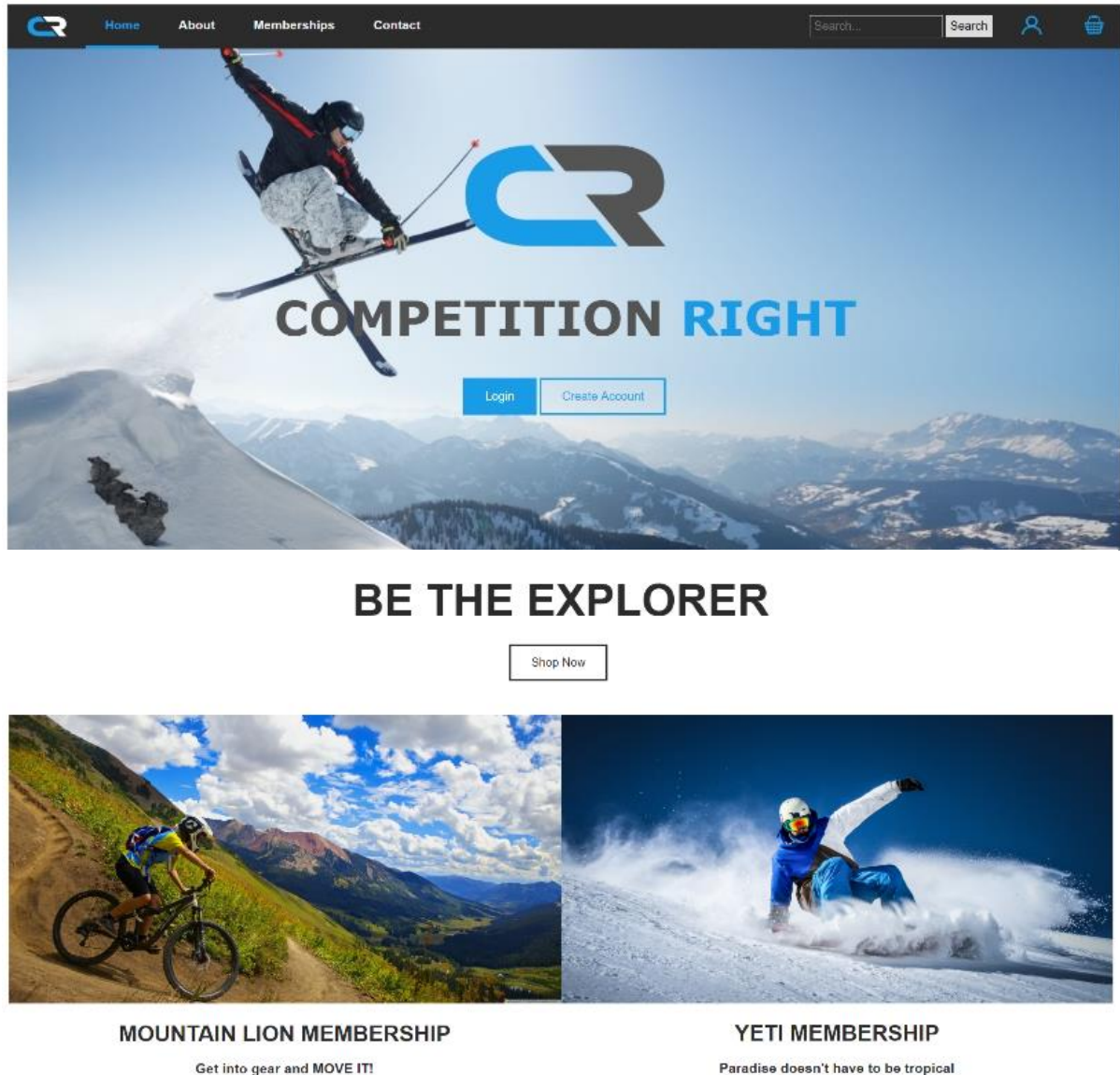


ISAD260 CW-2: Evaluation of Website Prototype


1. Final product



Screenshots of the prototype website are displayed as follows. These have been captured on a 14 inch laptop.

Landing page



About page


[Home](#)
[About](#)
[Memberships](#)
[Contact](#)


About Competition Right

Competition Right is a university system that allows students to take part in university competitions throughout Europe. The cost of membership will grant the student access to facilities of different sports clubs and or societies within a university that is registered under Competition Right's programme.

By registering with Competition Right, it allows one to compete in different competitions and events hosted within the EU by a governing university body. As a result, students have the potential to achieve more whilst spending time at university.

Competition Right is led by:

Ryan Johns - Founder
 Steve Robinson - Chief Executive Officer
 Dave King - Chief People Officer
 Paul Hewitt - Chief Strategic Officer
 Chris Mocks - Chief Operating Officer
 Nigel Price - Chief Creative Officer






What we stand for



Family: Our community of athletes, artists and visionaries stretch all the way across the globe. We are a family of like-minded individuals working to bring our respective visions to life.

Progression: Our membership products exist for the sole purpose of students to achieve. To remain at the forefront, we need to be fearlessly progressive and consistently future-conscious. We are not future-proof. We are the future.




Vision: In everything we do, be true to our own vision and respectful of others. We are here to bring ideas to life. There is no such thing as an idea too big, or too small.




Memberships page





[Home](#)
[About](#)
[Memberships](#)
[Contact](#)







[All](#)
[Popular](#)
[New](#)
[Indoor](#)
[Outdoor](#)












Contact page

[Home](#)[About](#)[Memberships](#)[Contact](#)

Search...





Customer Service Enquiries

Please use these contact details if you have a general enquiry, or are a university student within the EU.

Email: info@competitionright.com
Tel: 0800 8276 687

Career Enquiries

Please use these contact details if you have an enquiry regarding careers options with Competition Right.


Email: careers@competitionright.com
Tel: 0800 8276 779


Social Media

Follow us on social media:

Facebook: [Competition Right UK](#)
Instagram: [@competition.right](#)
Twitter: [@competition.right](#)

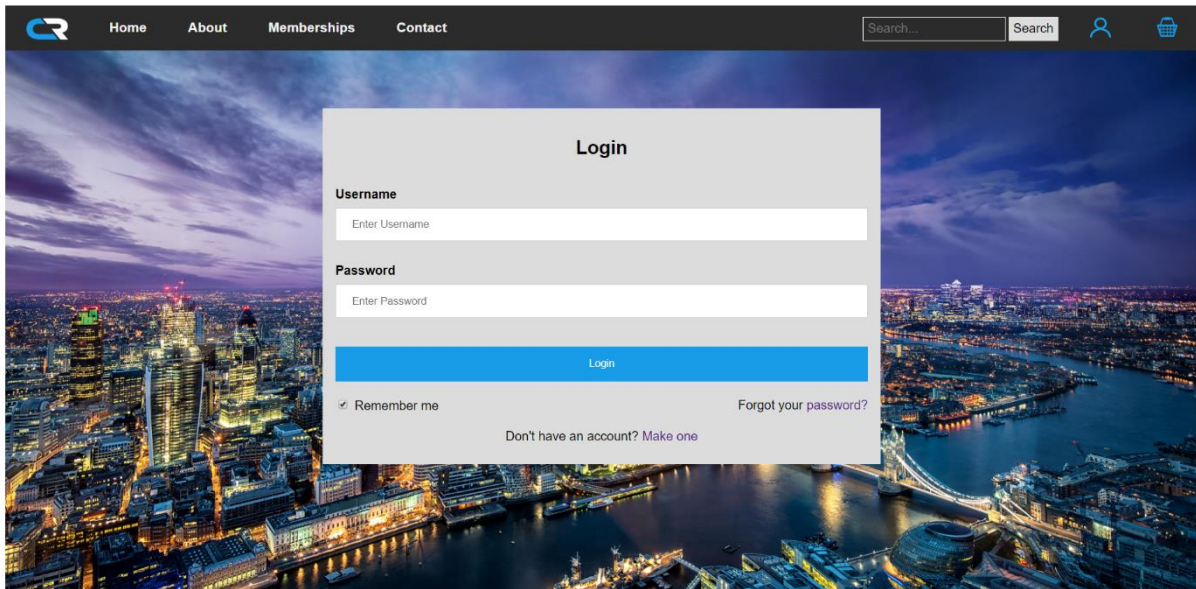
Login Interface





Login

Sign up



The login form is centered on a background image of a city skyline at night. The form has a light gray background and a white border. It contains fields for Username and Password, a Login button, a Remember me checkbox, and links for Forgot your password? and Don't have an account? Make one.

Login

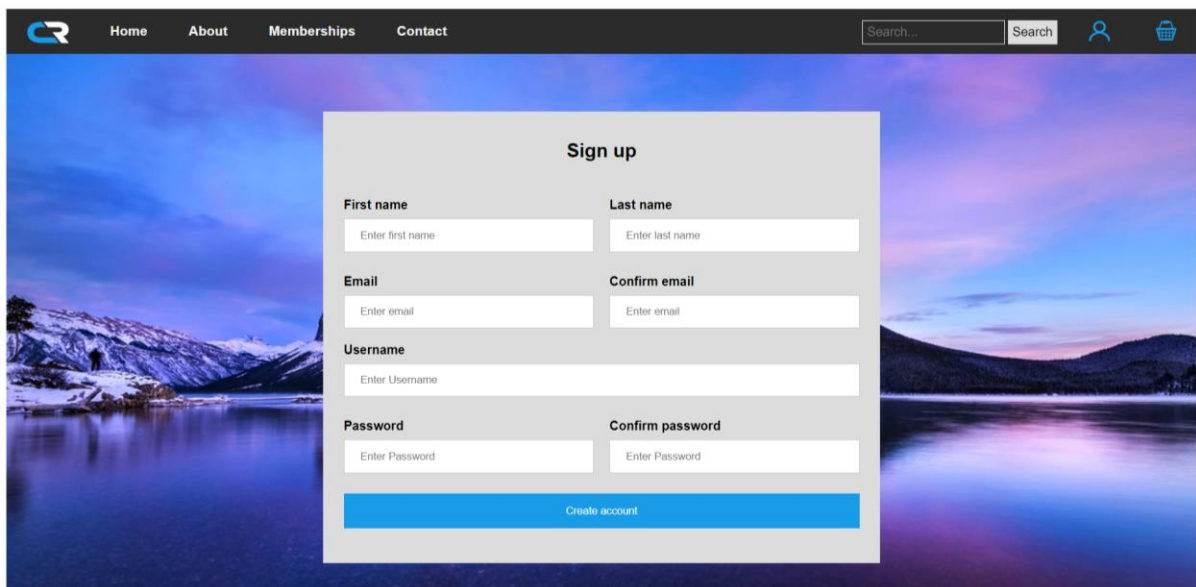
Username
Enter Username

Password
Enter Password

Login

☒ Remember me [Forgot your password?](#)

[Don't have an account? Make one](#)



The sign up form is centered on a background image of a snowy landscape at dusk. The form has a light gray background and a white border. It contains fields for First name, Last name, Email, Confirm email, Username, Password, and Confirm password, a Create account button, and a link for Forgot your password?.

Sign up

First name
Enter first name

Last name
Enter last name

Email
Enter email

Confirm email
Enter email

Username
Enter Username

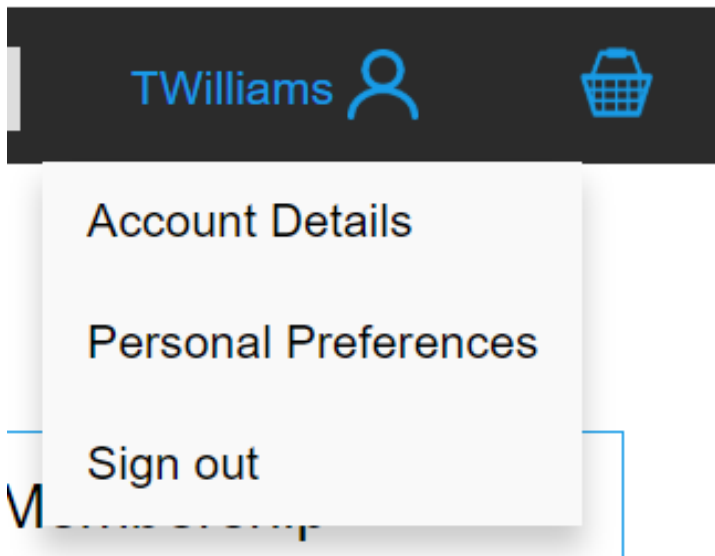
Password
Enter Password




Confirm password
Enter Password

Create account

[Forgot your password?](#)

Secure page



[Home](#)[About](#)[Memberships](#)[Contact](#)[TWilliams](#)  

ACCOUNT INFORMATION

NAME: Troy Williams

USERNAME: TWilliams

EMAIL: troy.williams@students.plymouth.ac.uk



HOME ADDRESS: 2 Example street, Exeter, United Kingdom, EX65TB

BILLING ADDRESS: 23 Example road, Plymouth, United Kingdom, PL82DY

ACCOUNT STATUS: active




[Change Account Details](#)[Forgot Password](#)

ACTIVE MEMBERSHIPS

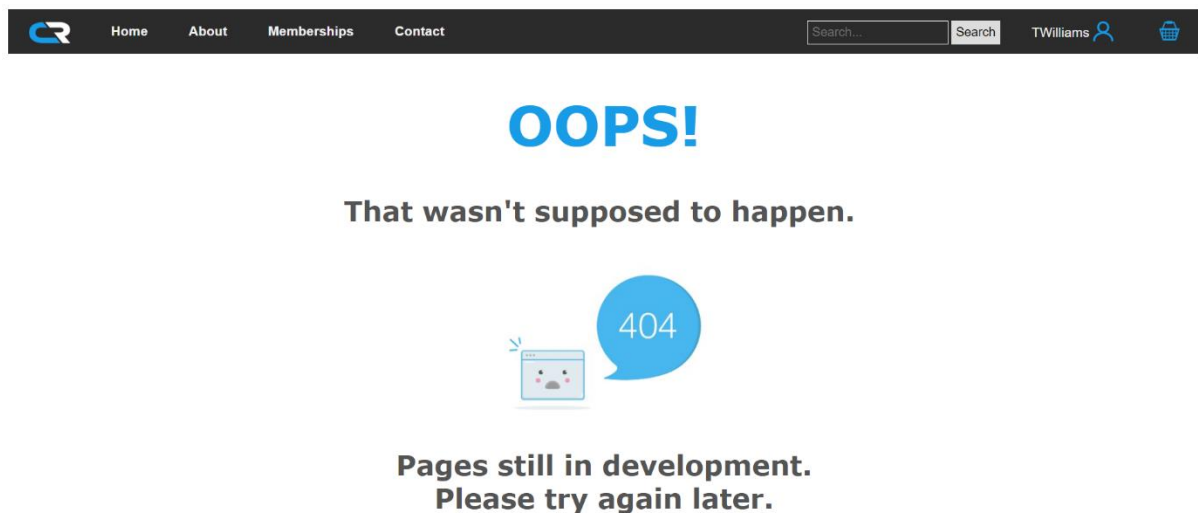
 TRAMPOLINING	Kangaroo Membership Price: £10/month Expiration: 05 August 2019
 SKIING	Yeti Membership Price: £31/month Expiration: 12 September 2019

[Manage Memberships](#)[Change Billing Details](#)

EXPIRED MEMBERSHIPS

 HIKING	Mountain Lion Membership Expired on: 23 May 2018
 KARATE	Hedgehog Membership Expired on: 18 February 2018
 RUGBY	Bull Membership Expired on: 7 January 2018

Error handling



2. Method One of Evaluation: Testing

This represents how a typical user may interact with the system; the developers will test the website's navigation and typical functions that may be performed whilst browsing. Their primary focus is to find any issues that the website may contain, whether these are syntax errors, or logical errors that may be encountered with the JavaScript coding when performing specific sequences. This is done to ensure that the final product does not contain any bugs, and thus prevents the possibility of ruining the integrity of the system which also affects the business's public status.

3. Method Two of Evaluation: Inspection

This typically includes evaluators monitoring users whilst they are on the website. Subsequently judgements will be made based on what they have seen, in an effort to improve the efficiency of the user interface. This primarily focuses on when the users try to find key information or navigate to a page in order to perform a specific action. It will be noted which aim of approach the user has taken, in order to find whether the user interface needs re-adjusting.

4. Method Three of Evaluation: Enquiry

This method of approach focuses on obtaining users' personal opinions on the website, whether it is aspects they liked or things they felt need improving. There are many different ways that this can be done; including but not limited to: feedback forms/questionnaires, field observation, focus groups, interviews, or statistics logging. This method of evaluation may acquire minimal data; however, it will be very reliable and quantitative, as the information is coming directly from the users.

5. Method of Approach

In order to evaluate the website, an experiment will be conducted with a typical user. They will be given a sequence of tasks to perform; these tasks will be monitored and timed on how quickly they can achieve them. Any anomalies or distinct behaviours will be noted in order to find what can be done to improve the user interface. Once the user has completed these tasks, they will be asked to complete a questionnaire. This will allow us to gain their personal opinions and insights on the user interface design. The required tasks are as follows:

-
1. Log into the system using the details provided.

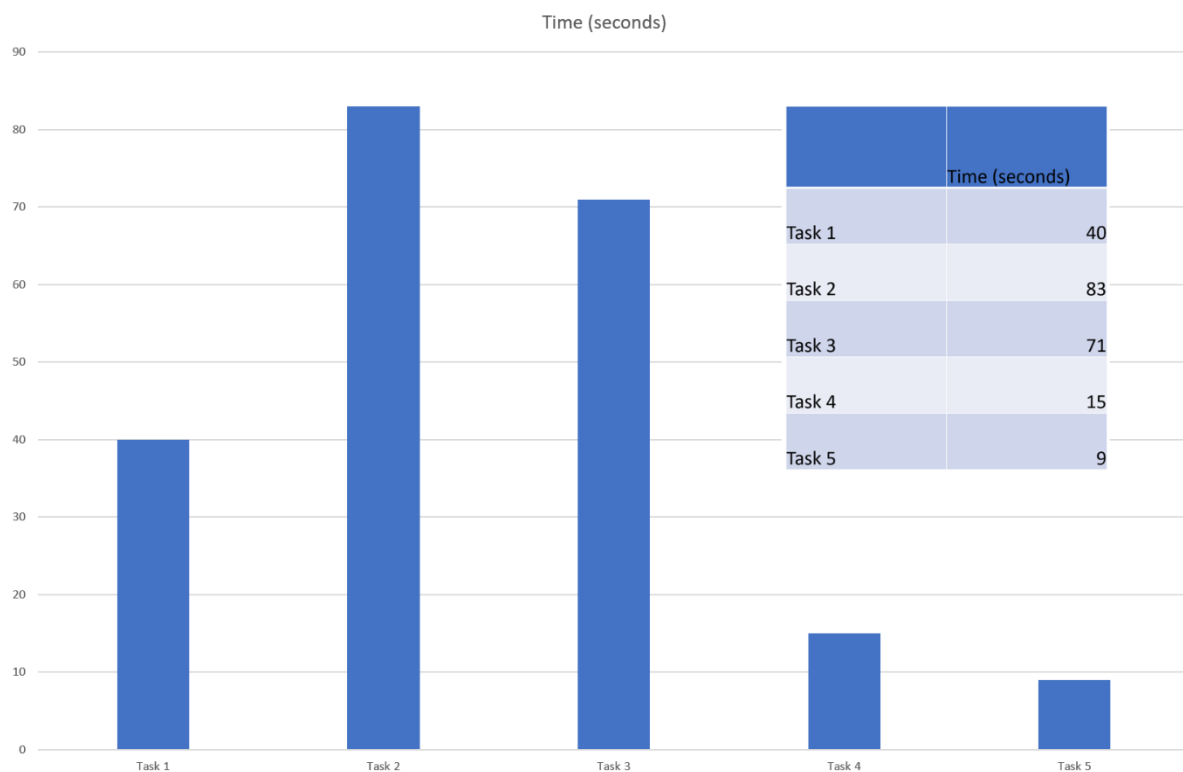
Username: TWilliams

Password: password

2. Find the email address that a student would use to contact the business.
 3. Find the specific membership 'Bull membership'.
 4. Navigate to your shopping cart.
 5. Sign out.
-

6. Evaluation from findings

As each task was timed accordingly, statistics have been produced to display how long the user took to perform certain tasks. Analysing this data will represent which key areas of the system need developing.



Task 1: When logging in, the user used the login button located on the home screen as opposed to the user icon displayed on the right side of the top navigation bar. This is understandable as the buttons on the landing page are very noticeable and labelled for what they clearly do. No improvements to be made at the moment.

Task 2: This task took the longest as the user found it challenging to locate the specific email address they were asked to find. They understood that it would be located under the '*Contact*' page but failed to locate the information within its designated column block. These columns must therefore require some form way to make the key information stand out amongst the rest. This can be done by: encapsulation, bold, colour, or underline of specific information. Potentially, an additional row can be added that would act as a form, in which the user would fill out and the business would respond to the user directly (with the contact details left within the form).

Task 3: This task had the second greatest time; the user would navigate to the '*Memberships*' page and assume that each membership has been named based on the type of sport it entails. This created an issue as each membership focuses on a specific sport but were assigned a specific name that correlates to the type of sport that it focuses on. This name would only appear when the mouse icon hovers over the membership photo. Whilst this creates an interesting and modern effect, it also takes vital information away from the content of the web page when in a '*wait*' mode. This therefore deduces that the membership names should be displayed at all times; furthermore, a hovering effect can still be in place.

Task 4: The fourth challenge would not be possible, as the shopping cart page is currently in development and acts solely to monitor what form of reaction it would generate when an error occurs. Nonetheless, this did not cause any distress to the user as they realised they were still on the website.

Task 5: A very simple task which evaluates the user on where they would assume the sign out button would be located. The task was straight forward, and the user found it easy to complete it.



Prototyping Questionnaire

Thank you for agreeing to take part in this survey for the business **Competition Right**. We will be gaining your thoughts and personal opinions on the business's website, and to understand what we can do to better your experience with **Competition Right** in the future.

Tasks:

1. Log into the system using the details provided.
Username: TWilliams
Password: password
2. Find the email address that a student would use to contact the business.
3. Find the specific membership '**Bull membership**'.
4. Navigate to your shopping cart.
5. Sign out.

1. How challenging was it to navigate through the website?

☒ Easy ☐ Somewhat easy ☐ Moderate ☐ Somewhat challenging ☐ Difficult

(I did not have a mouse which meant I probably took longer than I had sat at table with mouse)

2. Did the design of the website suit the nature of the business?

☒ Yes ☐ Somewhat ☐ No

If please state why

Its young, hip, colourful and engaging

3. Were there any aspects of the website that you felt were too complicated?

☐ Yes ☐ Somewhat ☒ No

If please state which section(s).

I liked the website. Fun and engaging

4. How did you find the colour scheme?

☒ Perfect ☐ Inconsistent ☐ Too flashy ☐ Too bland

5. How did you find the tasks you are asked to perform?

☒ Easy ☐ Somewhat easy ☐ Moderate ☐ Somewhat challenging ☐ Difficult

(I should have sat at a table not sat with laptop balancing on my knees)



Prototyping Questionnaire

6. Were there any tasks that you may have found particularly challenging? Please state why.

On membership, I was looking for a
name to find the generic name instead
of having over each membership. It took
me a little longer to start typing on each
membership. But I did get the

7. Do you have any additional comments on the design of the website?

Yes I like it.

7. Conclusion

As a result from evaluation, it has been concluded that the UI Design of the Competition Right website is fit for purpose. However, adjustments must be made to improve the overall functionality as there are certain aspects that have proved to be troublesome in tests and evaluation. This is due to the modern and simple style of the website; and key parts must be improved to highlight the users' interests. This particularly applies to the 'Memberships' page as it needs to be changed to be more of an online store, where each membership's name is displayed clearly to the user. On a positive note, users felt the colour scheme suited the nature of the business and style of the website.