

ICT 320 – Project Installment 3

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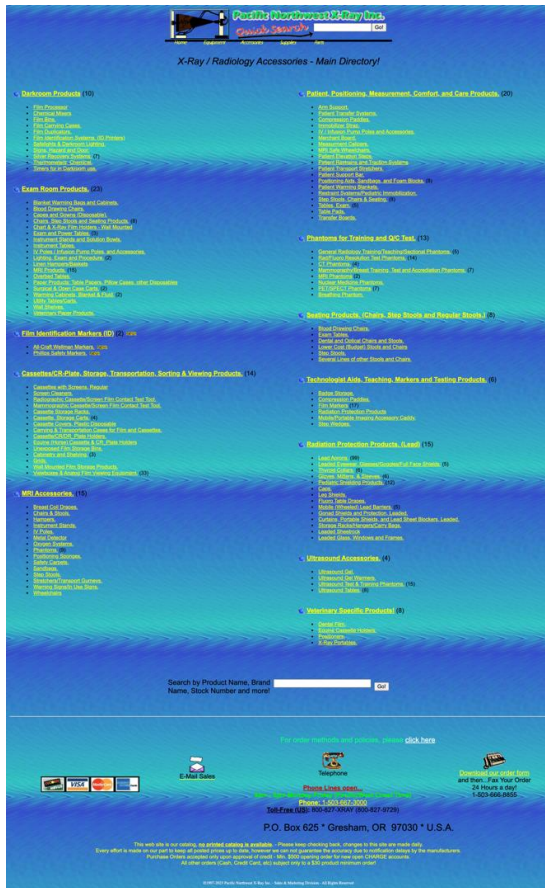
Original Site:

Home page (<https://www2.pnwx.com/>)



Accessories

(<https://www2.pnwx.com/Accessories/>)



Equipment (<http://www.pnwx.com/Equipment/>)



Letter to PNWX Executive Board:

Dear PNWX executive board,

We are a group of ICT Information Architecture students from the University of Kentucky, and we would like to work with you in helping to improve your website. As is, the website uses loud colors and patterns with fonts that are small and hard to read. There is no real navigation, and your products, while very nice, are hard to find as they are often buried too deep into the website.

Our group used a card sorting activity and had participants take a survey after trying to navigate your website and we were able to get some feedback. We have provided you with the questions we asked along with the responses. There were a few participants who abandoned the survey while navigating.

– How often do you use catalog websites?

How often do you use catalog websites?

Search answers	
Participant	Answer
Participant 8	3 times a week
Participant 9	frequently
Participant 11	every now and then
Participant 12	sometimes for work
Participant 13	Not very

– Do you have any experience with x-ray supplies?

Do you have any experience with x-ray supplies?

Search answers	
Participant	Answer
Participant 8	yes, within the horse industry
Participant 9	no
Participant 11	yes
Participant 12	yes
Participant 13	Yes

– What information is hardest to find on the website?

What information is hardest to find on the website?

Search answers	
Participant	Answer
Participant 8	Items in the accessories it is very clustered.
Participant 9	I didn't see any precautions to be taken or safety measures, except for the dog
Participant 11	i did not have a hard time finding anything on website
Participant 12	not sure
Participant 13	All the information can be found relatively easy which is nice, the hardest information to find is the how to order products since you have to click on an item first and then scroll down to find that info.

– What is your favorite feature of the website?

What is your favorite feature of the website?

Search answers	
Participant	Answer
Participant 8	The search bar for the website.
Participant 9	The menus at the top let you know the categories each item goes into, and I like that it is so colorful.
Participant 11	All the information that is provided about what is being sold
Participant 12	the pictures
Participant 13	I love all the pictures and examples of the products listed once you select one. Very easy to determine the price of the product as well.

– What is your least favorite feature of the website?

What is your least favorite feature of the website?

Search answers

Participant

Answer

Participant 8 How everything is pushed together and there is no organization

Participant 9 I don't like the deep blue background on each page. They should use something lighter and easier on the eyes.

Participant 11 That the address and phone number info at the bottom of page is not centered

Participant 12 the small font

Participant 13 The background color throws it off which makes it hard to read at times

- If you could add three features to the website, what would they be?

If you could add three features to the website, what would they be?

Search answers

Participant

Answer

Participant 8 add the menu to the home page, more organization, better photos of the products

Participant 9 1. Put contact information at the top. 2. Decrease some of the colors of the text. 3. Make each screen less busy.

Participant 11 tabs for equipment, accessories, supplies and parts from the home page.

Participant 12 bigger font, less words, categories

Participant 13 I would add small picture to the front page to get a general idea of what the item is, I would include a section of the company goals or excerpt to get a general idea of who I am ordering from. An easier to read background

The results of the card sorting exercise concluded that the average time it took for users to navigate the website for our survey was 16 minutes. Overall, the biggest issues were with how cluttered the products are, the colors, fonts, ordering process, and organization. The users did like the amount of information provided, especially for the descriptions of the products and they also enjoyed it when there was a main menu available, unfortunately, it is not accessible on the homepage. They also liked the search bar.

Our recommendations to enhance the information architecture on your website include reorganizing the overall flow of information along with calming down the colors and fonts while increasing the font size. There should be a global menu available on each page with options to choose from or some kind of sub-category.

Card Sorting System:

<https://jev6wx3w.optimalworkshop.com/optimalsort/frdo6k9k>

Describe the tasks performed in the user testing and results:

Task 1: Find a lead apron to order including a size, style and color/pattern.

- Average number of clicks: 24

Task 2: Try to order a piece of equipment

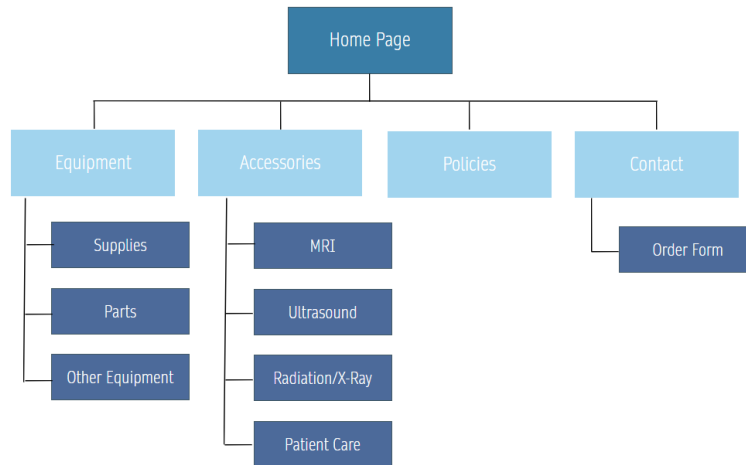
- Average number of clicks: 12 (users unsuccessful because you cannot order online without emailing/faxing them a form)

Task 3: Search for source-ray portable medical x-ray systems (without the search bar)

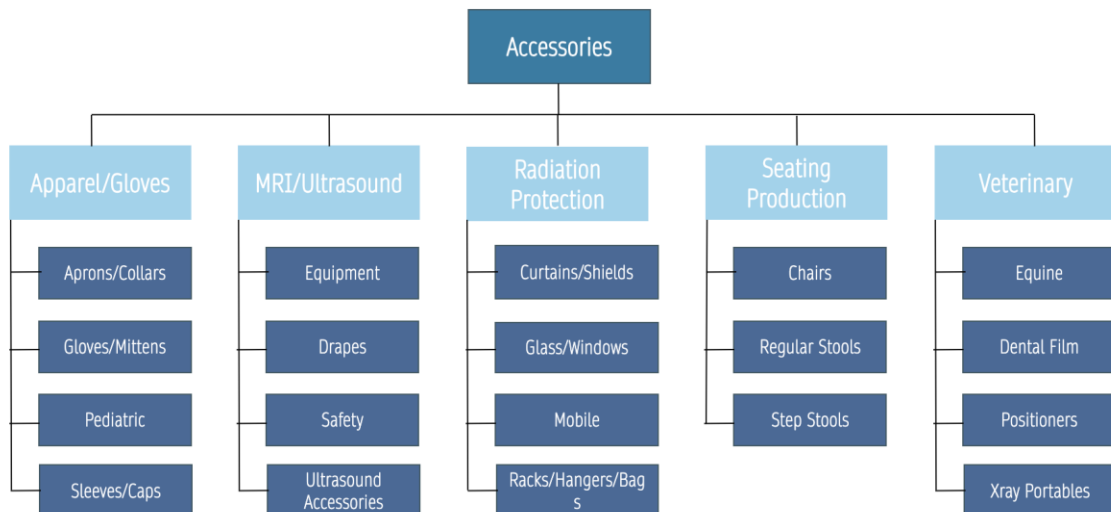
- Average number of clicks: 19

Sitemaps:

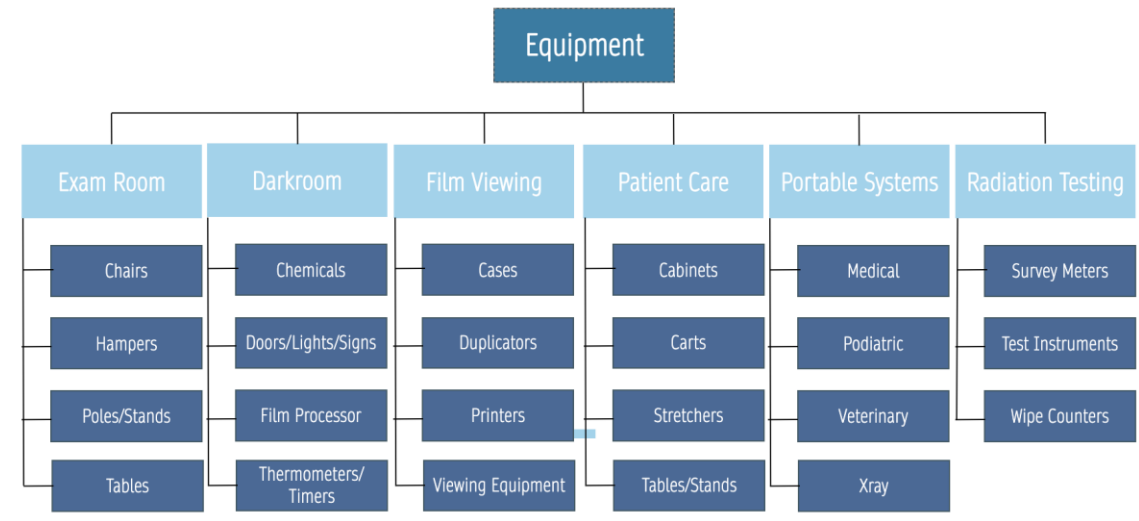
Home



Accessories



Equipment



Wireframes:

Home

Pacific Northwest X-Ray Inc.

Simply the best!



My Cart

Go!

Home

Equipment

Accessories

Policies

Contact



THE COMPREHENSIVE CATALOG FOR ALL YOUR X-RAY,
RADIOLOGY, AND MEDICAL EQUIPMENT NEEDS!



Equipment



Accessories



Supplies



Parts

Methods & Policies

Order Form

Email Sales

SalesD@pnrx.com

Contact

Phone: 1-503-667-3000

Toll-Free (US): 800-827-XRAY (800-827-9729)

Lines Open: 8am - 5pm Monday-Friday (PST)

Mailbox

P.O. Box 625

Gresham, OR 97030

This web site is not rating, no printed catalog is available. Please keep checking back, changes to this site are made daily. Every effort is made on our part to keep all printed prices up to date. However we can not guarantee the accuracy due to notification delays by the manufacturers. Purchase Orders accepted only upon approval of credit - Min. \$500 opening order for new open CHARG accounts. All other orders Cash, Credit Card, etc! subject only to a \$20 product handling order.

Accessories



Accessories

Categories



Apparel/Gloves



Radiation Protection



MRI/Ultrasound



Seating Products



Veterinary

Methods & Policies

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Equipment


Pacific Northwest X-Ray Inc.
Simply the best!


 My Cart 


[Home](#) [Equipment](#) [Accessories](#) [Policies](#) [Contact](#)


Equipment


Categories



Darkroom


Portable Systems


Exam Room


Film Viewing


Patient Care


Radiation Testing

Methods & Policies
[Order Form](#)

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