

# Website audit

Here is my example of a UX audit of an existing website, based on a **cognitive walkthrough**. I chose to present only a few from many of the steps I took auditing the website.

In this presentation I also show a **quick and simple user's interview** about the existing solutions, that I ran to limit even a little bit an occurrence of very subjective opinions on my side.

I also present some ideas of how I would resolve problems that I discovered in the process (I designed **new solutions based on a heuristic evaluation**).

## Introduction about the website

Pinterest is a pretty simple, in its definition, tool for collecting and managing visual materials. It's commonly known as a place for gathering inspirations.

## Cognitive walkthrough steps examples

Every user step that I took was verified with four basic questions.

1. Will the user know how to start the action?
2. Will the user notice elements that will help him complete the goal?
3. Will the user understand that the action can be completed using these elements?
4. Will the user get back any response from the system?

### **Step 1. User's goal: to display his boards**

Current path: home page —> displaying profile with boards (after clicking on the avatar)

Moving from the home page to the profile with boards seems to be intuitive, but maybe some more visible pointer is missing. The avatar,

placed in the top bar, is visible, but it may get lost a little bit because of the small size. The user, in my opinion, may not be entirely sure if the avatar takes to the profile, to the profile with boards or maybe even to the profile settings. After clicking the avatar there's a clear transition and the avatar, now active, is marked by a black border.

Additional thoughts: what I noticed is that the profile subpage URL is not consistent with the subpage heading – that's not how it should be.

## **Step 2. User's goal: to change (sort) the board's view**

Current path: profile with boards (after clicking on the avatar) —> displaying user's profile & boards —> moving to options for displaying boards (after clicking on the sorting icon) —> choosing from the options on the list

The icon for changing the view may not be visible at first glance (especially in the highest resolutions), because of placing it close to the edge of the viewport. The icon also may not be recognizable – an equalizer icon has been used instead of or sorting icon or settings icon.

Clicking on the icon opens a window with options, currently active option is marked by a "bird" and the icon by itself is marked as active (color and background change). After choosing the option the website is reloading.

## **3. User's goal: to share the profile out of the Pinterest**

Current path: profile with boards —> displaying user's profile & boards —> moving to options for sharing the profile (after clicking on the export icon) —> choosing the app/suggested Pinners or typing an e-mail address

The icon for sharing the profile may not be visible at first glance (especially in the highest resolutions), because of placing it close to the edge of the viewport. The icon may not be very obvious, but I assume that the user can guess, what is it for – the export icon has been used instead of the sharing icon.

Clicking on the icon opens a window with options. There's no confirmation in the window after sending the profile with using the app or e-mail. Sending to suggested Pinner is marked on the list.

#### **4. User's goal: to create a new board**

Current path: profile with boards —> displaying adding options (after clicking on the plus icon) —> choosing board adding option —> filling in the data —> creating the board (after clicking on the "Create" button)

Being on the boards' subpage intuitively feels like being in a place for starting the action. The icon for sharing the profile may not be visible at first glance (especially in the highest viewport resolutions), because of placing it close to the edge of the viewport and rightmost. Additionally, there is a fixed button that looks almost the same and it may be confusing for the user ("Duplicated plus icon? Why?"). During filling the data about the board the user can see inputs with labels and placeholders, which is helpful, but I think that it was possible to make them more descriptive. After adding the board the site is reloading, which is a signal that the board has been created. The dialog window is appearing, showing suggested Pins for the board (might be a little bit "shocking" at the first time). After clicking "Done" button another dialog window is showing, displaying created board.

#### **5. User's goal: to add a new Pin from the board level**

Current path: profile with boards —> displaying the board content (after double clicking on the specific board) —> displaying adding options (after clicking on the bottom plus icon) —> choosing a Pin adding —> opening a new subpage for Pins adding —> filling in the data —> saving the data (after clicking on the „Save“ button)/leaving (with the browser back button).

Being on the subpage of the board intuitively feels like being in a place for starting the action. There's a plus button for adding, but it's not very visible, placed on the bottom of the viewport. And it's very confusing because there's another plus button, placed on the top of the page, for a different action, that can be easily mistaken with the button we think about.

After saving the data the dialog window with creating confirmation is opening.

## 6. User's goal: inviting others to collaborate with the board

Current path: profile with boards —> displaying the board content (after double clicking on the specific board) —> moving to options for inviting people (after clicking on the top plus icon) —> choosing from options: copying a link to send to the user outside Pinterest or typing an e-mail or inviting suggested Pinners.

If the user doesn't have such a goal in mind, he may not know that there's the possibility to take it. The icon is visible in the central point of the viewport, but the user can be very confused about another plus icon on the site and he may not understand what is it for. Copying a link is confirmed by a snackbar on the bottom of the site, sending an e-mail is not confirmed and sending to suggested Pinners is marked on the list.

## User test

My user was a 28-old man who uses social media, regularly browses materials on the Internet, who can use technology in a fairly advanced way.

What did I want to test?

1. Do the user know how to display his boards?
2. Do the user feel confused about the duplicated plus icon on his profile subpage?
3. Do the user can recognize the meaning of the icon that represents boards sorting on his profile subpage?
4. Do the user know how to add Pins from the board level?
5. How user would perform bulk actions on Pins at the board level?

## User test questions & answers and tasks & results

**Q:** Did you ever use Pinterest?

**A:** The user answered that he came across Pinterest by accident but never used it as a logged in user.

**Q:** Do you know what is the purpose of Pinterest?

**A:** The user answered that Pinterest is for collecting inspirations.

**Q:** Do you use any tools for saving interesting or inspiring materials from the Internet?

**A:** The user answered that he is just saving images/graphics on his smartphone and he is saving videos/movies as links or as bookmarks in the browser.

**T:** From the home page level: show how would you get to the place where all your boards are shown?

**R:** First attempt was clicking on the arrow, placed rightmost in the top bar. Next attempt was clicking the avatar.

The user considered it a drop-down list of options and he was thinking that maybe he will find there an option like "my boards". After verifying it, he moved very quickly to the avatar, that he recognized as a transition the profile.

**T:** From the boards view level: tell what do you think the plus icons, placed rightmost, are for?

**R:** The user pointed that the top plus icon is for adding a new board, but he was confused about the second (bottom) icon.

**T:** From the board level: tell what do you think the leftmost icon on the right side of the view is for?

**R:** The user answered that maybe for modifying the view or filtering the boards – in general that for some kind of changing how the boards are displayed.

**T:** From the board level: show how would you add a Pin to the board?

**R:** First attempt was clicking the top plus icon, that's for inviting people to collaborate. Second attempt happened after scrolling the page, when the user noticed the second plus icon, that's the correct one for adding Pins.

**T:** From the board level: you want to delete three Pins at once – how would you do that?

**R:** First attempt was trying to click on Pins, checking if they are selectable.

Second attempt was checking if Pins are draggable. Third attempt was clicking on the edit icon visible on hover on Pin. Fourth attempt was successful – it was clicking the "Organise" button.

## Some ideas for changes

What I wanted to achieve (after my cognitive walkthrough and user test) was giving the users very obvious and communicative version of the tool. Some examples of my solutions are described below.

Here's a list of the most important changes I have made.

- \* I have added the user name next to the avatar, to point out more that the profile is placed under it.
- \* I have added informative tooltips for all the icons.
- \* I have placed action icons in one place, on the left side of the viewport (to keep it consistent with the information flow from left to right).
- \* I have removed duplicated plus icons (I image that the fixed plus icon is showing only on scroll).
- \* I have changed all confusing icons to new ones (for example: plus icon for inviting to collaborate was replaced with the new one: human figure with plus).
- \* I have added back buttons on subpages.
- \* I have added the ability to perform actions on Pins after selecting the checkboxes on hover.

And here's the link to the prototypes: <https://xd.adobe.com/view/cc1a548f-575b-4405-5123-67549b50d44c-ba2b/?fullscreen>.

If you have never been using Adobe XD, click anywhere in the view to highlight the clickable parts and move between the views. It's also possible to display the list of all wireframes at once and move between them out of the order (after leaving full screen preview and clicking on the breadcrumbs/grid icon in the left top corner). All views are captioned for better understanding.