**Team 8**
**Emily, Olivia, Giedre, Kasper, & Yan**

**Gates N Fences**

# Original web design results
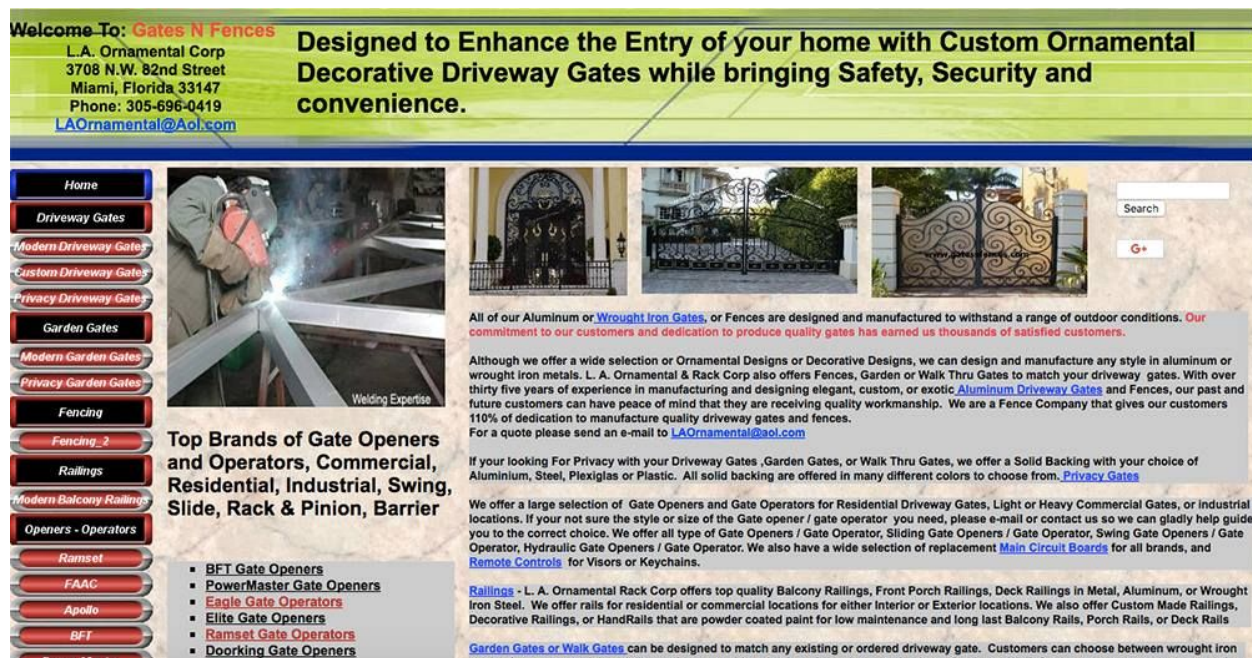


| Test Instructions | Responses Shown | Average Duration |
|---|---|---|
| Imagine you own a very big house surrounded with very big garden. You have a very big interest for home and gardening decoration. | 3 responses | 1 minute 7.1 seconds |

What did you get out of this page?
-- Too crowded - Couldn't take in anything
-- fence welding
-- it is too messy

What is the name of the company?
-- I do not know
-- I can not see
-- I don't know

What kind of service do they provide?
-- I have no idea
-- Impossible to tell
-- I think you can buy tools

Is this page worth your time?
-- nope
-- no
-- no

Trunk Testers - from DK and USA
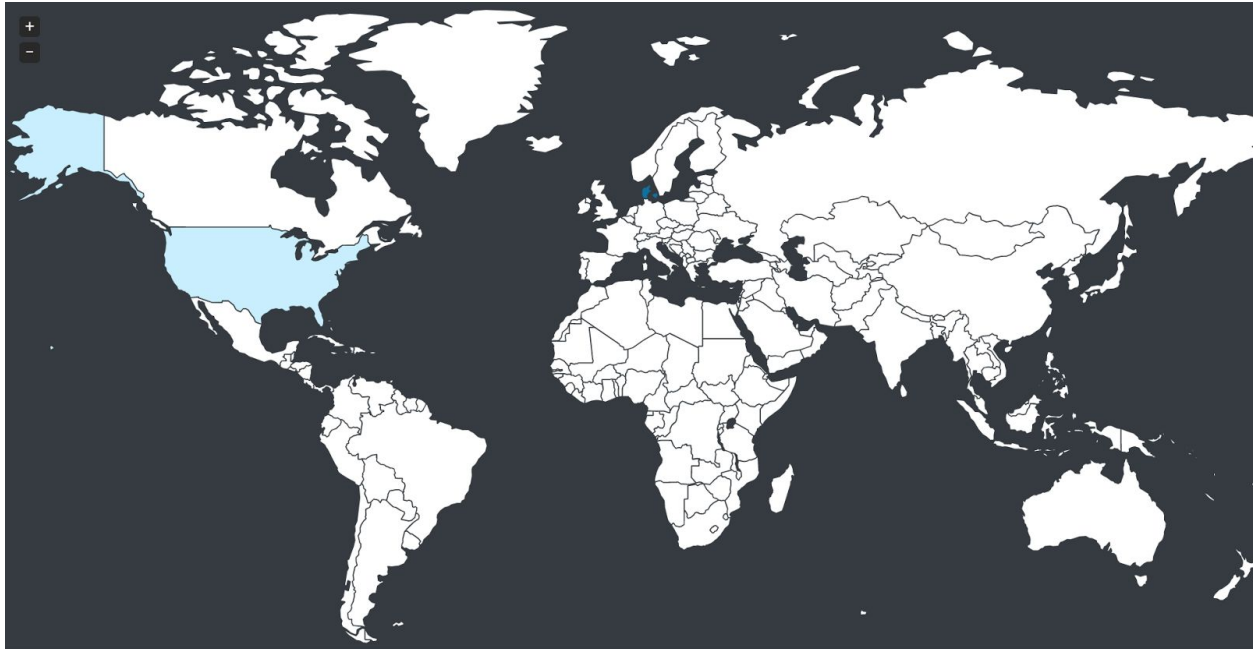
# Trunk Test Results:

What site is this? (is there a site ID?)

| Tester #1 | Tester #2 | Tester #3 |
|---|---|---|
| website for fences and gates | fence/gate company in Florida | "Gates N Fences" - sells gates, fences, operating systems |

What page am I on? (is there a page name?)

| Tester #1 | Tester #2 | Tester #3 |
|---|---|---|
| can only see in the url, not from the page itself | No page headers - to distinguish | Too busy - all pages look the same |
| font sizes give no hint | Pages are so crowded with menu items and photos - it's hard to tell one page from another | Lacks identifiers |

| purple indication in the navigation area is not clear enough | | |
|---|---|---|
| too many "menu"s/options | | |

What are the main sections? (are there section names?)

| Tester #1 | Tester #2 | Tester #3 |
|---|---|---|
| driveway gates etc. on the left panel, too many | Titles/categories on left bar are mixed with subheadings on every page | Main sections are mixed with subsections - confusing and unclear |
| | Too much info included in the left column of buttons | |

What navigation options do I have here? (is there local navigation?)

| Tester #1 | Tester #2 | Tester #3 |
|---|---|---|
| one vertical and one horizontal, don't know about their relation | Buttons on the left bar, hyperlinks on the horizontal bar, each photo is a hyperlink | There's no clear flow between pages/sections |
| | Easily lost when navigating among pages | |

Where am I overall? (are there "you are here" indicators?)

| Tester #1 | Tester #2 | Tester #3 |
|---|---|---|
| not clear | No way of knowing | Very difficult to say |

Other findings about the site:

| Tester #1 | Tester #2 | Tester #3 |
|---|---|---|
| contact us in fact is place order form | Too much data required to send a 'contact us' inquiry, poorly aligned sections | It would be much cleaner to have search capability for model numbers/names - rather than long lists of them within the pages - or a separate page of just model numbers - for each category |
| the site looks like it's not for end users, maybe a product catalog? | Dense text describing page contents - starts 'in this page' on each page - redundant and unnecessary - and way too much | Too densely packed |
| Scrolling 'buy now' icon does not allow interaction | Typos in the text - poorly edited | Inconsistent title bar for the website - site name, company name (is it "LA Ornamental" or is it "Gates N Fences"?) - insufficient spacing/overlap on some pages |
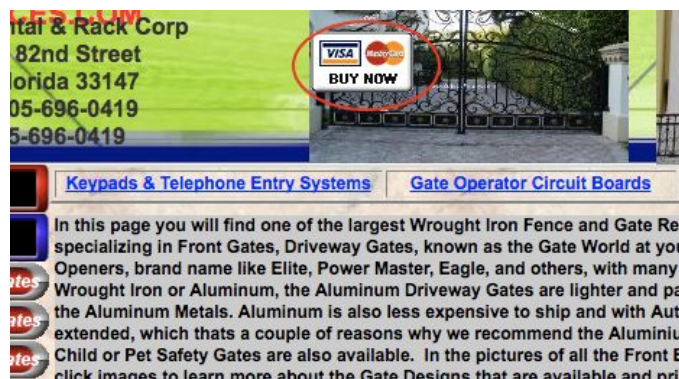
# Redesigning 'Gates N Fences'

## Expert Review

Steve Krugs Heuristics

'Frontpage', 'Driveway gates' and 'About'

**1. Is there a clear visual hierarchy on each page?**

a.      A lot of visual noise with images

b.      No contrast in fonts – no hierarchy appear

c.      Missing hierarchy in the navigation and menu

**2. Does the site take advantage of conventions?**

a.      Yes, but in a messy way

**3. Are the break pages defined into clear areas?**

a.      Yes, areas are defined

**4. Is it obvious what's clickable?**

a.      Yes, but too much of it is clickable

**5. Is the noise minimized?**

a.      Way too much noise. Both photos, text, textures, typography and colours.

**6. Is ambiguity avoided in the menu?**

a.      No, there is a very clear and confused ambiguity of the menu. Both horizontally and vertically

**7. Are happy talk and instructions avoided?**

a.      No and it is even highlighted.

b.      There is a lot of happy talk on the webpage

**8. Is there a persistency navigation?**

a.      Yes, there's a fine persistency

**9. Is there a site ID on every page?**

a.      Yes, but it changes for every page

**10. Are there page names on every page that match what was clicked?**

a.        Only on some pages there is a page name/title

b.        No mark for what was clicked


**11. Are there 'you are here' indicators on every page?**

a.        Yes, there's a colour difference in the menu bar for the specific page that you're on.

# Conclusion:

2 main issues are:

Clutter
- There is so much information on each page that it is hard to tell what they are trying to sell and where to click. Too many places to click.
- Nothing stands out because of the amount of content. Too much text and too many photographs. Feels more like a catalog than a website.
- Copy editing needed - too many typos throughout.
- And why is the Disney World Gate on every page?

Navigation

- There are too many options and you cannot tell what is more important, suggested path
- Too many navigation choices - buttons on the left, hyperlinks on the top and bottom
- Unclear how the hyperlinks at the top of the page relate to the buttons on the left