

UJJWAL . LIKHAR

Interaction Design | IDC | IIT Bombay

Internship at Satyam

30th June - 30th July

Objectives

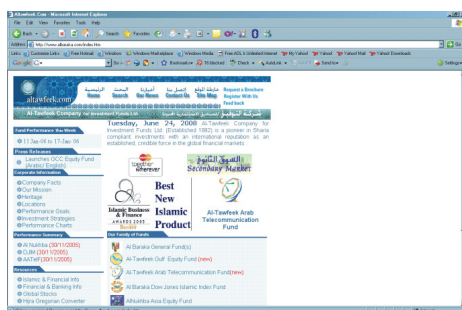
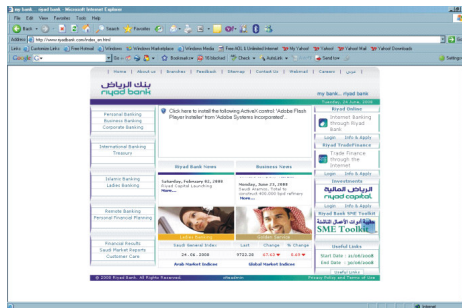
1. To select 5 categories like e-commerce, entertainment, e-ticketing, social networking and web mails and find out the best practices used/applied to position the features in those web sites.

2. To do comparative heuristic evaluation and comparative analysis of the following web sites.

✍️ Riyadh bank

✍️ Dallah al Baraka Group

✍️ Gulf International Bank



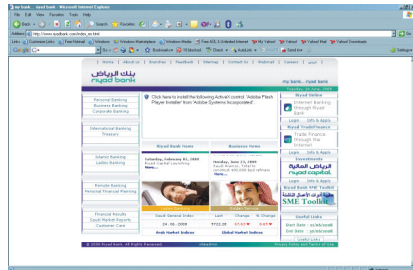
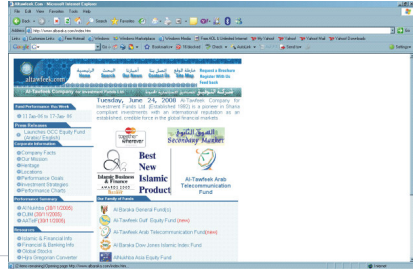
Objective

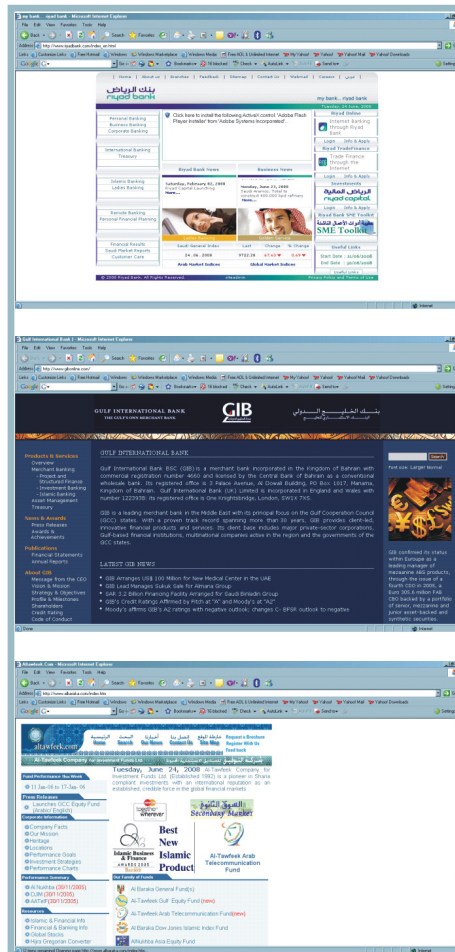
To do comparative heuristic evaluation and comparative analysis of the following web sites.

✎Riyadh bank

✎Dallah al Baraka Group

✎Gulf International Bank

Look & feel	Ease of use	How good for novice user	Navigation	Ratings
8/10	7/10	7/10	6/10	
5/10	6/10	4/10	5/10	
3/10	4/10	3/10	3/10	



Riyad bank
www.riyadbank.com

Rating : 7/10

International
<http://www.gibonline.com>

Rating : 5/10

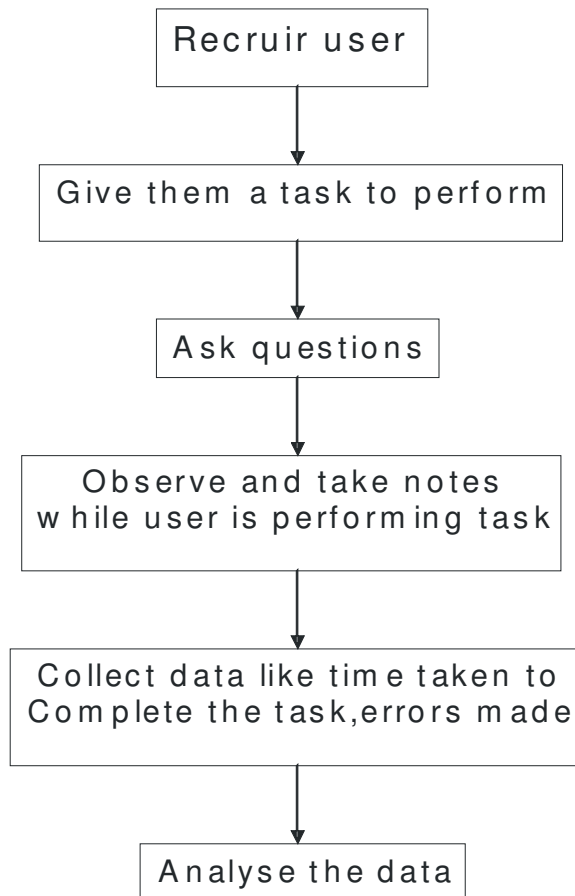
Altawfeek.com
www.abaraka.com

Rating : 3/10

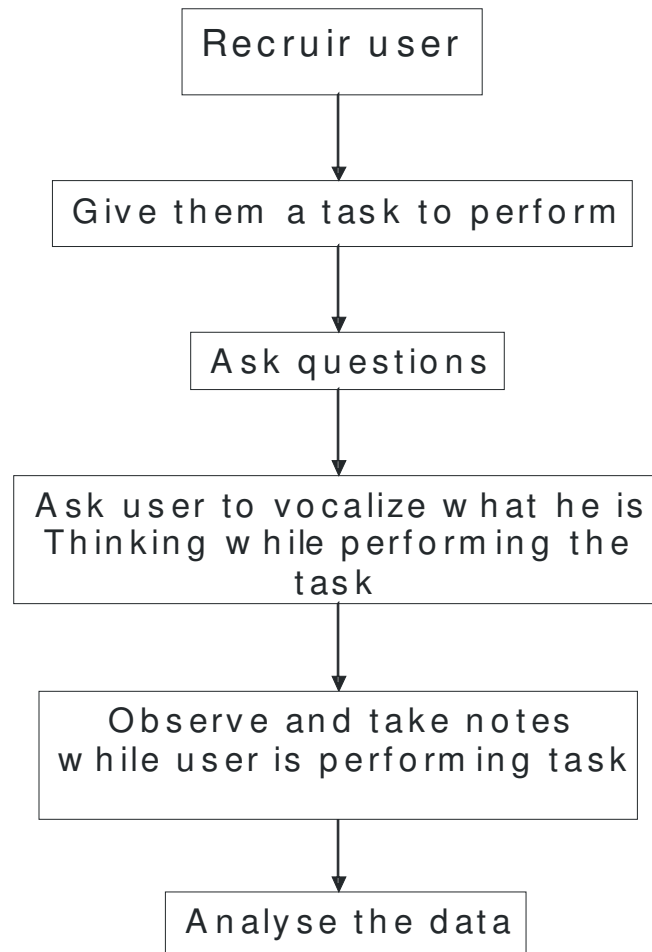
Recommendation

- Coding should be proper, there should not be link which are half clicked and half portion left behind not clickable.
 - Separation of ads should be proper. It should not get mixed with the content of page.
 - Alignment should be proper. Content should not bulge out of page outline.
 - Different links should be separated properly, they should not be merged. Proper spacing, underline, bullets can be used.
 - The font, color, font size used for any link should not be used for headlines on the same page.
 - Light shades should be used for such web sites.
 - Consistency should be maintained throughout the web site.
 - Website pages should not be too long, user don't like scrolling too much
 - Give relevant information only, what the heading says.
 - The links should not be too closely placed that the cursor transitions cannot be seen.
 - Dead links should not be given on the page, which leads nowhere.
-  Proximities should be taken into consideration while placing the links

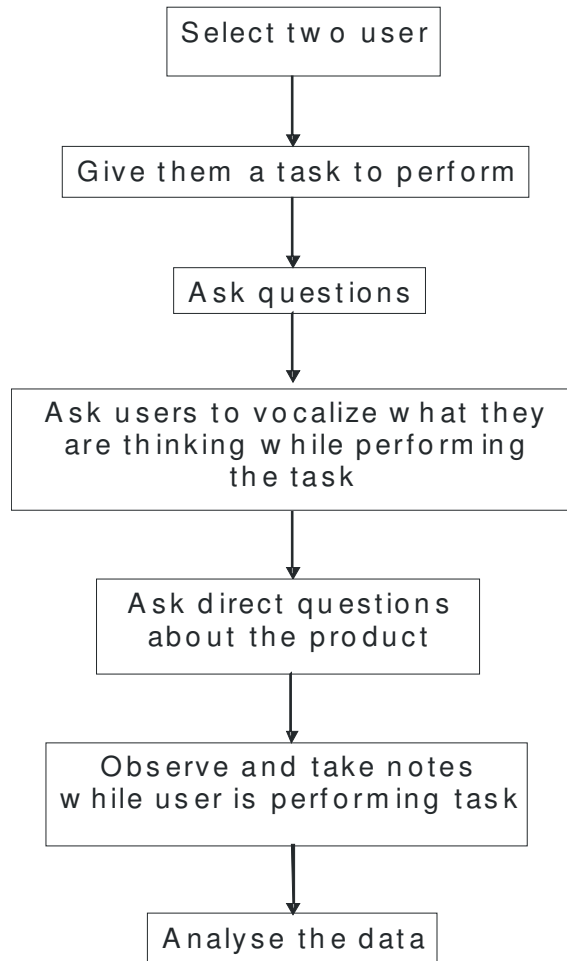
Different methods of UT



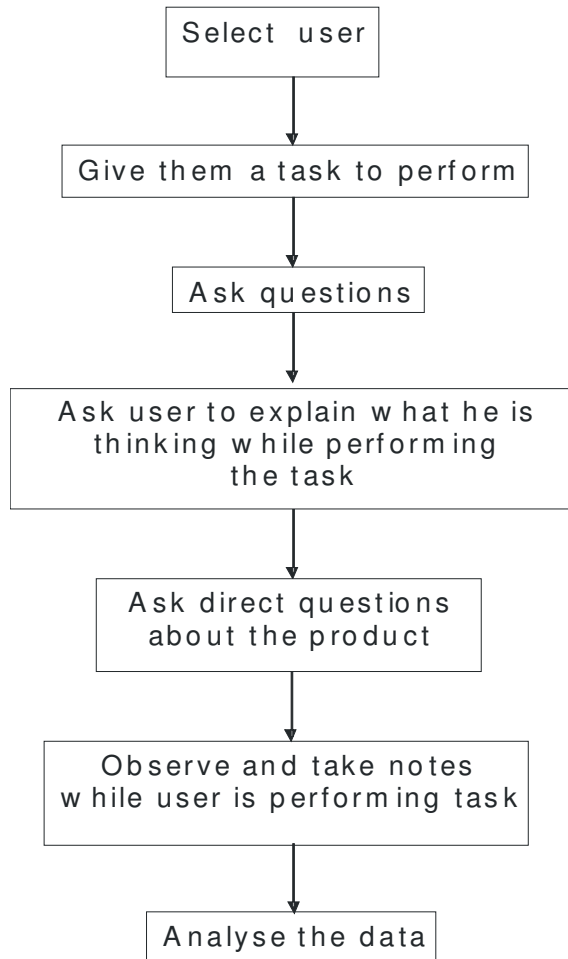
General Concepts of Usability Testing



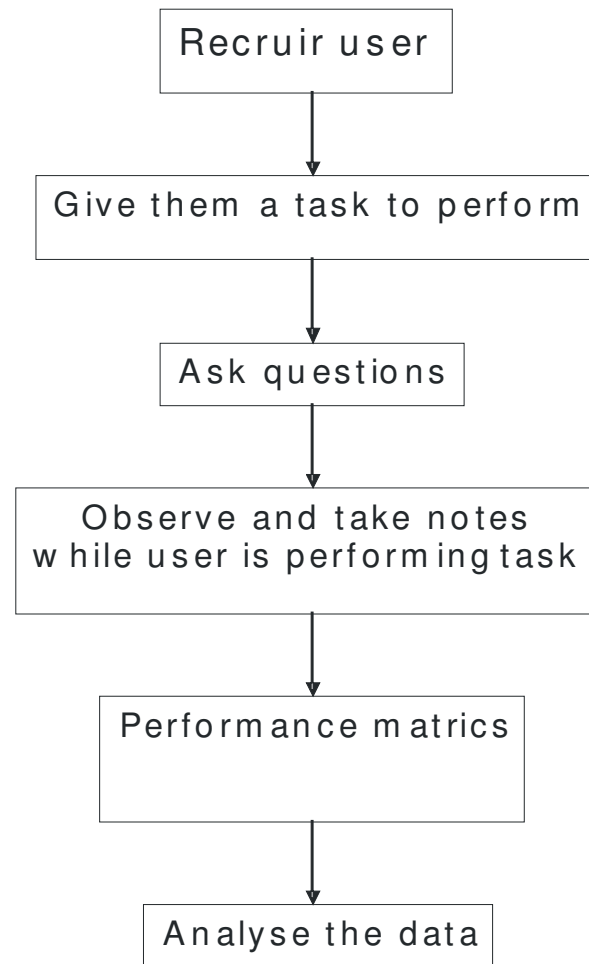
Thinking Aloud Protocol



Co-Discovery Method



Question-asking Protocol



Performance Measurement

Eye Tracking

Eye tracking allows testers to identify what participants look at during the course of a usability test. Eye tracking equipment uses several different technologies, including skin electrodes, marked contact lenses, image processing cameras, and reflector trackers. The last type is probably the most effective, as it does not require physical contact with the user's eye/eye socket. Instead, a beam of light is projected onto the eye; a sophisticated camera picks up the difference between the pupil reflection and known reference points to determine what the user is looking at.

Eye tracking involves sophisticated, usually expensive equipment. In most cases, unless the particular product you're testing requires eye tracking testing, it's best to find a usability lab that has already purchased an eye tracker and rent time at that lab for your testing.

Use this technique when you absolutely have to identify what a person looks at during a usability test. For most products, regular inspection or testing methods will identify enough usability problems to the point that eye tracking isn't necessary

Objectives

1. To select 5 categories like e-commerce, entertainment, e-ticketing, social networking and web mails and find out the best practices used/applied to position the features in those web sites.



Process

1. Selected 3-5 different websites from each categories
2. Sorted out all features from each websites in each categories.
3. Then listed out common features which are present in all websites of same categories.
4. Prepared Questionnaire for survey for each categories.
5. Survey :
 1. Did 3 users per categories personally.
 2. And total of 82 users online survey.
6. Evaluation of the survey.
7. Preparing wire frames of website for each categories which is the final output required by them.

Questionnaire

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to positioned the features in different categories of websites as mentioned below. Your input will be invaluable to us.

This questionnaire will take approximately 10 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options. (select more than one options where ever needed)

E-commerce Questionnaire:

1. Please choose one from the list given below that best describes you

- Student ☐
- Working ☒
- businessmen ☐
- Non-working ☐
- Other ☐

2. How often do you use the internet?

- Daily ☒
- Once a week ☐
- Once a month ☐
- Rarely ☐
- Never ☐

3. How many times have you visited a website related to e-commerce within the last 3 months?

- First time visitor ☐
- 2-4 times ☐
- 4-8 times ☒
- More than 8 times ☐
- Not applicable ☐

4. What features would you consider beneficial to you in the e-commerce websites?

- Deals ☐
- search ☒
- Stores ☐
- features n services ☒
- categories ☐
- weekly ads ☐
- home ☒
- my account ☒
- register ☒
- cart ☐
- sign in ☐
- Other ☐

5. Where you expect deals option on the web page?

- Middle right column ☐
- Middle column ☐
- Middle left column ☒
- Other ☐

6. Where you expect search option on the web page?

- Top center ☐
- Top Right corner ☒
- Top Left corner ☐
- Other ☐

7. Where you expect Stores option on the web page?

- Middle right column ☐
- Middle column ☐
- Middle left column ☐
- Other ☒

8. Where you expect features n services option on the web page?

- Middle right column ☐
- Middle column ☒
- Middle left column ☐
- Other ☐

9. Where you expect categories option on the web page?

- bottom right column ☐
- bottom center column ☐
- bottom left column ☐
- Other Top Row ☒

10. Where you expect weekly ads option on the web page?

- bottom right column ☒
- bottom center column ☐
- bottom left column ☐
- Other ☐

11. Where you expect cart option on the web page?

- Top center row ☐
- Top Right row ☒
- Top Left row ☐
- Other ☐

12. Where you expect sign in, my account, register, home option on the web page?

- Top center row ☐
- Top Right row ☒
- Top Left row ☐
- Other ☐

13. Which colour would you expect for e-commerce websites?

Nothing Dark, Anything Easy on the eye

14. Kindly select your age bracket

- Below 18 ☐
- 18-24 ☐
- 25-30 ☒
- 31-40 ☐
- 40 and above ☐

15. Please select your gender

- Male ☒
- Female ☐

Test grid of websites

Upamanyu Basu

		Entertainment
		SEARCH SIGN IN
GAMES	music TV MOVIES	PHOTOS
ADVERTISEMENT	NEWS	

Sanket C. Patle

for my account
new, my, home

E-Commerce	
Search	Cart
Deals	Stores

E-tickets

SIGN IN / REGISTER

offer
HOLIDAY PACKAGE
HOTELS

--

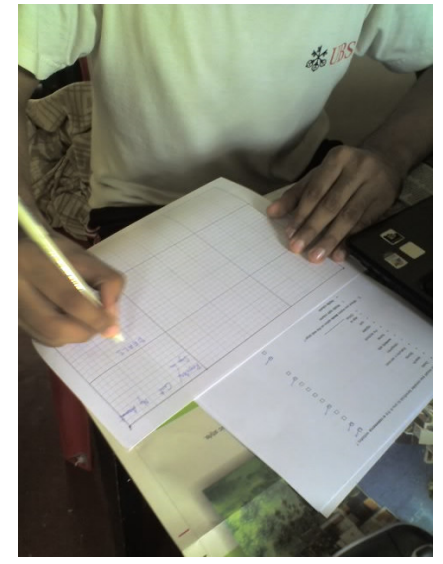
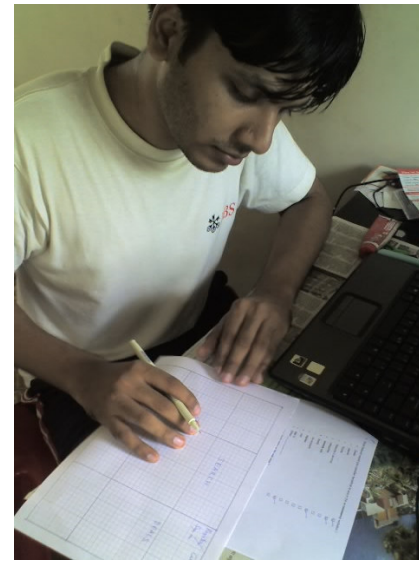
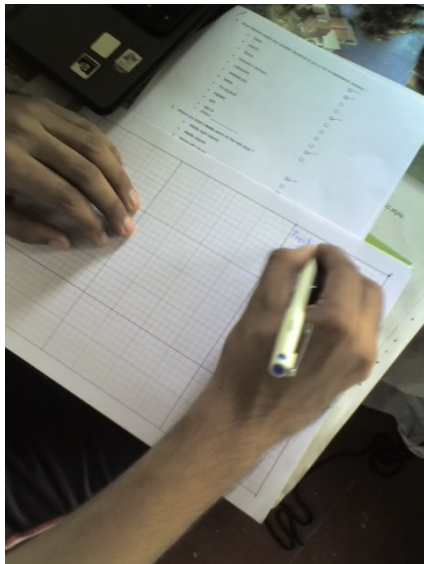
Ajit V. Ratnaparkhi

home, my profile

Scrapbook, scraps	edit, layout, search
	Friends
	invite friend
message	chat/messenger

FEATURES N SERVICES	STORES	DEALS
CATEGORIES	WEEKLY ADS	

Interview



Survey Title [sort]	Created [sort]	Modified [sort]	Design	Collect	Analyze [sort]	Clear	Delete
E-ticketing Website User Interface Survey	Tue, 6/24/08 12:05 AM	22 hours ago			 16		
E-Commerce Website User Interface Survey	Mon, 6/23/08 9:43 PM	1 day ago			 16		
Entertainment Website User Interface Survey	Mon, 6/23/08 11:49 PM	1 day ago			 16		
Social networking Website User Interface Survey	Tue, 6/24/08 12:19 AM	1 day ago			 15		
Web Mail Website User Interface Survey	Tue, 6/24/08 12:26 AM	1 day ago			 19		

82 online surveys and 12 personal surveys.

Total - 100 surveys



What Business Demands.

Online survey questionnaire

1. E-Commerce

The purpose of this survey is to record the thoughts and aspirations of various target groups to find out the best practices used/applied to positioned the features in different categories of websites as mentioned below. Your input will be very valuable to us.

This questionnaire (10 questions) will take approximately 5 minutes to complete. Your feedback is important to this cause. The strictest confidentiality will be observed.

Kindly make a tick in the appropriate box provided for the options.(Select more than one option where ever needed)

Add Question Here

Edit Question Move Copy Delete Add Logic

1. What features would you consider beneficial to you in the e-commerce websites? (You can select multiple answers)

☐ Deals	☐ Categories	☐ Register
☐ Search	☐ Weekly Ads	☐ Cart
☐ Stores	☐ Home	☐ Sign In
☐ Features and services	☐ My Account	

Other (please specify)

Edit Question Move Copy Delete Add Logic

2. Where you expect deals option on the web page?

☐ Middle right column ☐ Middle column ☐ Middle left column

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

3. Where you expect search option on the web page?

☐ Top center ☐ Top Right corner ☐ Top Left corner

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

4. Where you expect Stores option on the web page?

☐ Middle right column ☐ Middle column ☐ Middle left column

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

5. Where you expect features and services option on the web page?

☐ Middle right column ☐ Middle column ☐ Middle left column

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

6. Where you expect categories option on the web page?

☐ Bottom right column ☐ Bottom center column ☐ Bottom left column

Other (please specify)

Add Question Here Split Page Here

Edit Question Move Copy Delete Add Logic

7. Where you expect weekly ads option on the web page?

☐ Bottom right column ☐ Bottom center column ☐ Bottom left column

Other (please specify)

Add Question Here Split Page Here



Online responses



1. What features would you consider beneficial to you in the e-commerce websites? (You can select multiple answers)			
		Response Percent	Response Count
Deals		81.3%	13
Search		87.5%	14
Stores		68.8%	11
Features and services		50.0%	8
Categories		75.0%	12
Weekly Ads		50.0%	8
Home		56.3%	9
My Account		75.0%	12
Register		81.3%	13
Cart		75.0%	12
Sign In		75.0%	12
Other (please specify) view			4
		answered question	16
		skipped question	0

2. Where you expect deals option on the web page?			
		Response Percent	Response Count
Middle right column		6.3%	1
Middle column		37.5%	6
Middle left column		56.3%	9
Other (please specify)			0
		answered question	16
		skipped question	0

		response Percent	response Count
Top center		26.7%	4
Top Right corner		73.3%	11
Top Left corner		0.0%	0
Other (please specify)			0
		answered question	15
		skipped question	1

4. Where you expect Stores option on the web page?			
		Response Percent	Response Count
Middle right column		33.3%	5
Middle column		13.3%	2
Middle left column		53.3%	8
Other (please specify)			0
		answered question	15
		skipped question	1

5. Where you expect features and services option on the web page?			
		Response Percent	Response Count
Middle right column		18.8%	3
Middle column		12.5%	2
Middle left column		68.8%	11
Other (please specify) view			1
		answered question	16
		skipped question	0

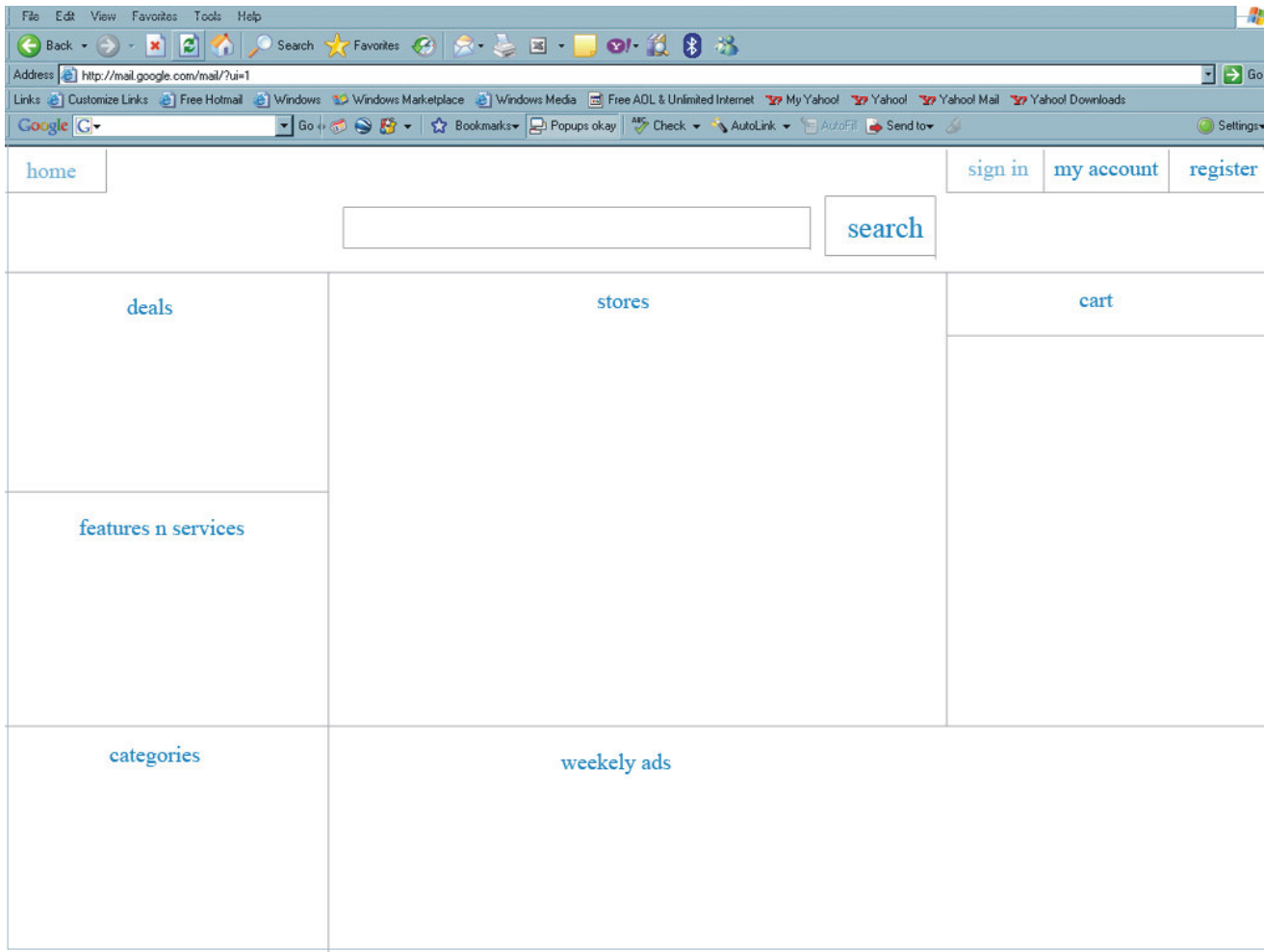


Online responses



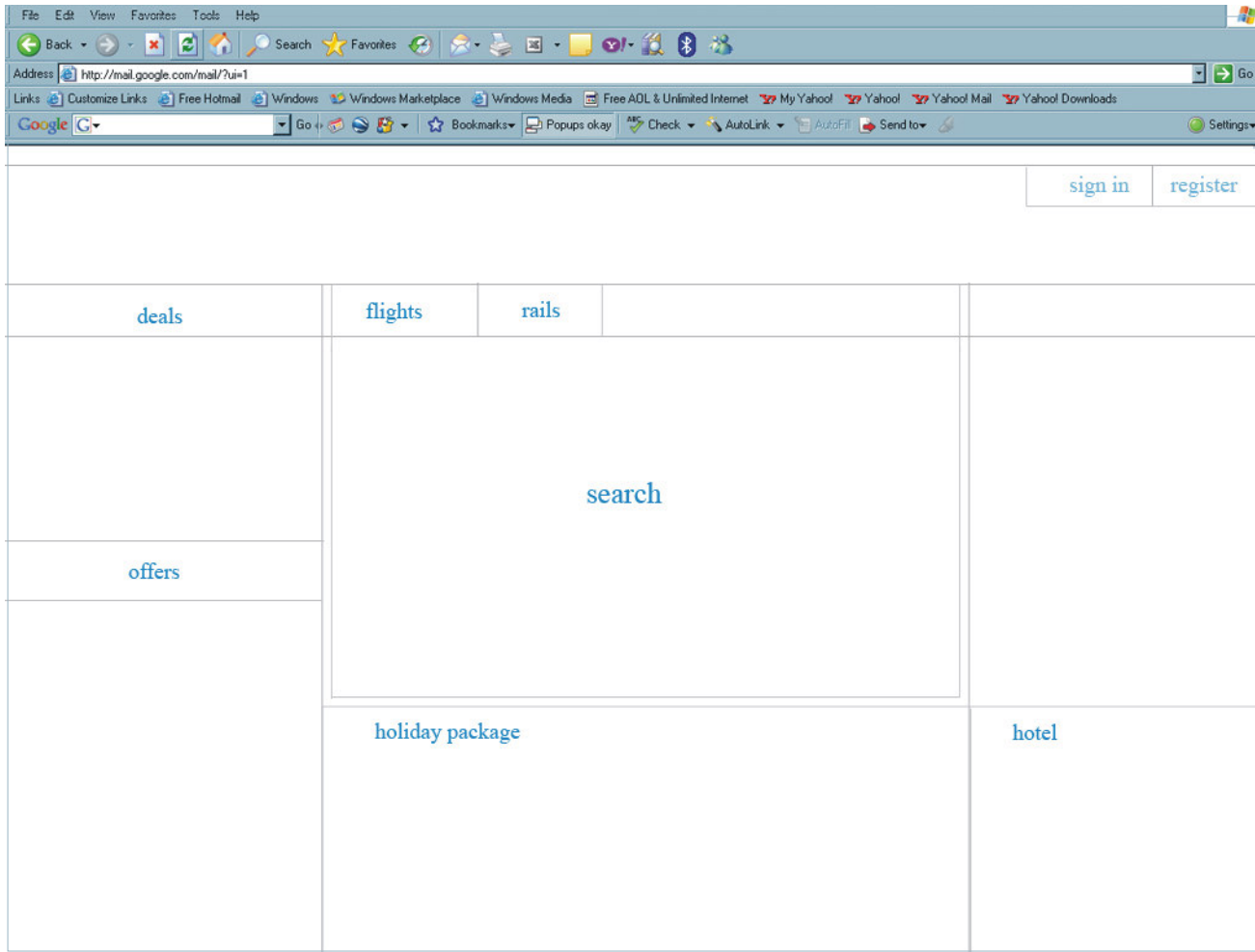
Comment Text		Response Date
 Find	1. Light blue. 25-30 Male	Sat, 6/28/08 1:46 AM
 Find	2. Light dull blue, 25-30, Male	Sat, 6/28/08 12:39 AM
 Find	3. blue and light grey	Fri, 6/27/08 1:21 PM
 Find	4. Blue (18-24) (Male)	Wed, 6/25/08 3:43 PM
 Find	5. 25,peanut color,male	Wed, 6/25/08 1:41 PM
 Find	6. Colour Doesn't matter but it should be Attractive and SECURED as it is e-commerce Site (24/Male)	Wed, 6/25/08 12:34 PM
 Find	7. grey (18-24, Male)	Wed, 6/25/08 11:57 AM
 Find	8. white 18-24	Wed, 6/25/08 11:54 AM
 Find	9. Blue-white, 25-30, F	Wed, 6/25/08 12:06 AM
 Find	10. orange. 25-30, Female	Tue, 6/24/08 11:26 PM
 Find	11. 25-30 Male bright and descent color	Tue, 6/24/08 10:18 PM
 Find	12. Darker shades of blue or just plain white (25-30 F)	Tue, 6/24/08 9:24 PM
 Find	13. White and Blue;25-30;Male	Tue, 6/24/08 6:03 PM
 Find	14. Shades of Blue [25-30 / Female]	Tue, 6/24/08 2:25 PM
 Find	15. Light blue 25-30 Male	Tue, 6/24/08 11:41 AM
		25 responses per page ▾





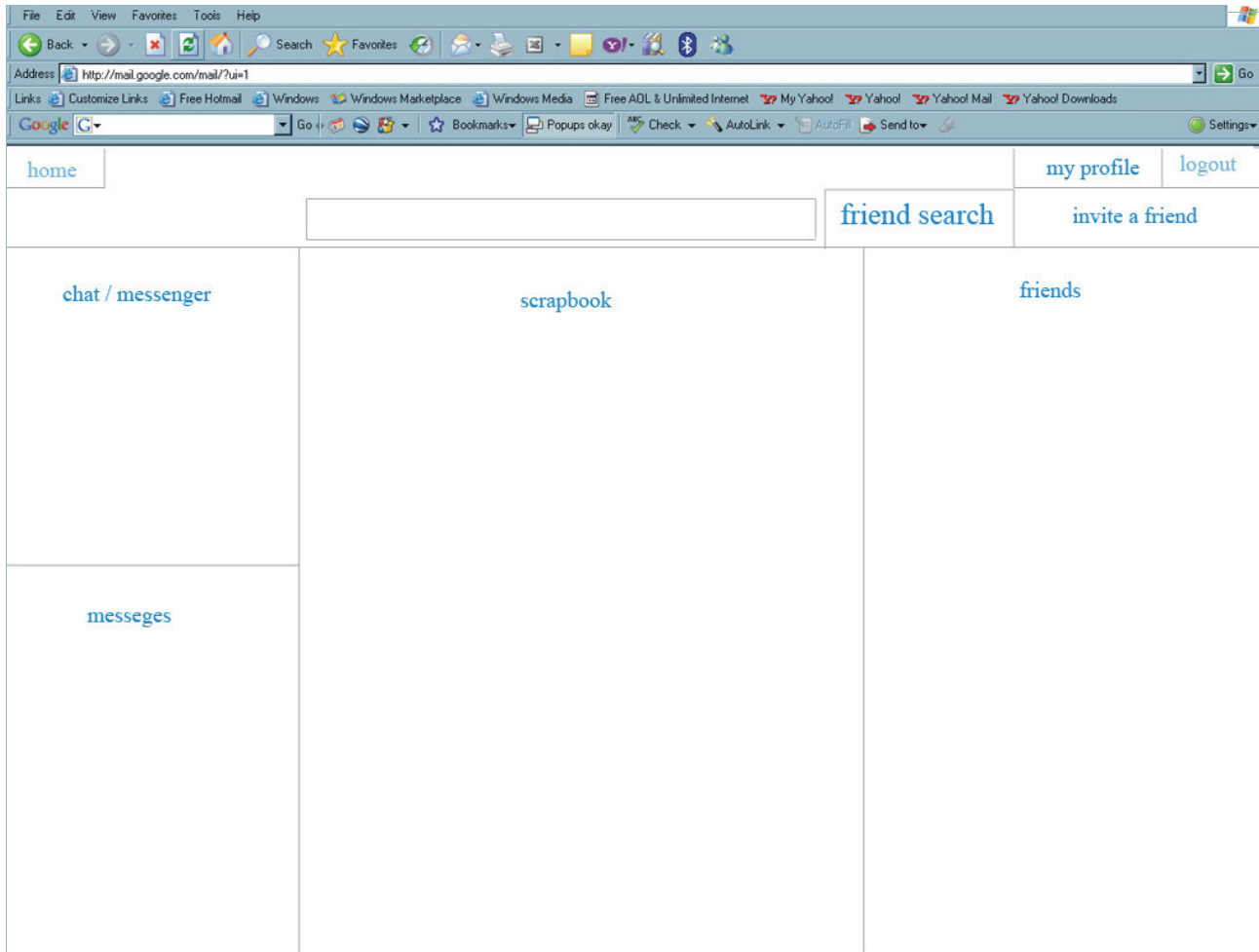
home sign in my account register	
search	
deals	stores
features n services	cart
categories	weekly ads

E-commerce wireframe



				sign in	register
deals	flights	rails			
	search				
offers					
	holiday package			hotel	

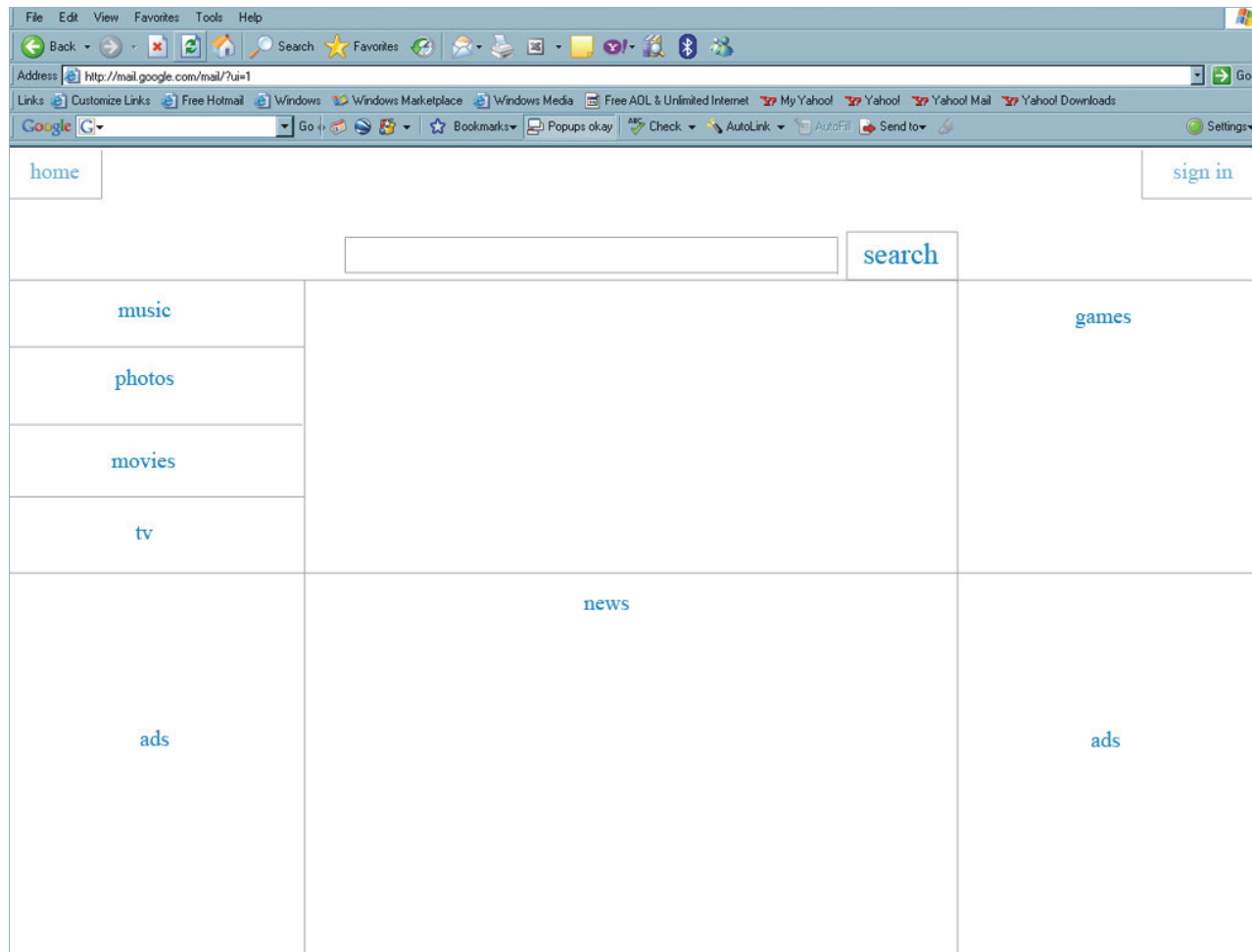
E-ticketing wireframe



Social networking
wireframe

File Edit View Favorites Tools Help		Back Forward Stop Home Search Favorites		Address http://mail.google.com/mail/?ui=1 Go	
Links Customize Links Free Hotmail Windows Windows Marketplace Windows Media Free AOL & Unlimited Internet My Yahoo! Yahoo! Yahoo! Mail Yahoo! Downloads		Google Go + Bookmarks Popups okay Check AutoLink AutoFill Send to Settings			
				help	sign out
		search			
compose mail	delete				
inbox sent mail spam trash					Ads
first previous last next					

Web mail wireframe



Entertainment wireframe

References

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Jjameshom_com Usability Methods Toolbox Usability Methods Toolbox Bibliography

Www.useit.com

Thank you