



REDESIGNING FOR USABILITY

PROJECT OVERVIEW

A usability study pertaining to the Three Treasures Wellness Acupuncture Clinic website was conducted during the Spring 2019 Semester of HCC729. The purpose of this study was to identify usability issues with the current site in order to make recommendations to alter the site in a manner that aligns with the business goals of owner, Grace Ganel, L.Ac.

METHODS

Competitive Analysis



Evaluation of Competitor's Websites to learn what has been done in the industry.

Contextual Inquiry



Users familiar with website browsing were observed in completing tasks without guidance.

Interviews



Specific goals were obtained by interviewing the client and representative users.

Task Analysis



Specific tasks were reviewed to help analyze the client's ultimate goals.

Personas



Personas were created to gain a better understanding of the users.

Heuristic Evaluation



The Heuristic Evaluation helped inspect for usability issues.

Participatory Design



Representative Users helped design a paper "prototype" on how they thought the site should function.

Prototype



Two medium fidelity prototypes were created in Adobe XD.

Usability Study



The Adobe XD prototypes were examined with participants and using eye-tracking software to gauge effectiveness of the design.

FINDINGS

The prior methods produced feedback that was aggregated. Analysis of that feedback produced recurring themes to consider for the final design product.

NAVIGATION

Consider reorganizing the menu options

CONSISTENCY

Make sure the stie will also work on mobile devices.

READABILITY

Provide a vertical presentation of information.

USABILITY

Don't Change the "Book Appointment" button.

RECOMMENDATIONS

If implmented, the following items would assist in the overall usability of the Three Treasures Wellness website.

Remove the carousel feature on the testimonials page and put them all on one page instead.



Use horizontal navigation menu for improved readability and quicker access to preferred content.



Ensure that the new design requires fewer clicks to navigate from page to page and find information.



Reconfigure the look and feel to increase the size of the font, reduce the use of white space, and use meaningful icons.

