Enhancing User Navigation and Exploring Narrative Techniques for Lo And Behold - a Creative Artist Agency

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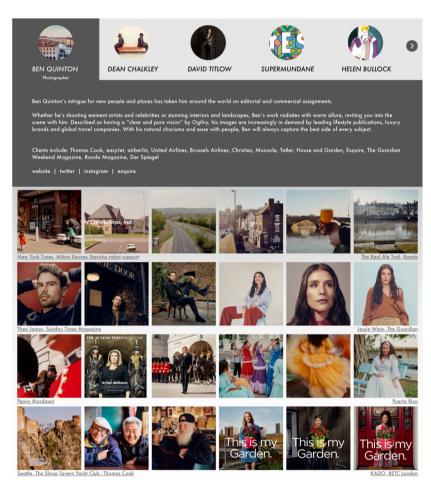
Abstract

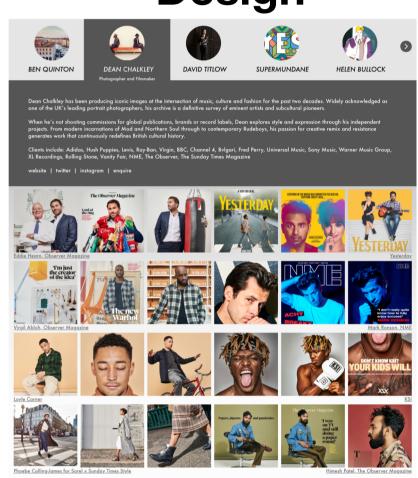
The overall aim of this project is to work with Lo And Behold to revamp their current company website layout structure and improve the navigation experience for clients. This project aims to understand how existing and potential clients of Lo and Behold could engage with the company website with minimal cost and confusion.

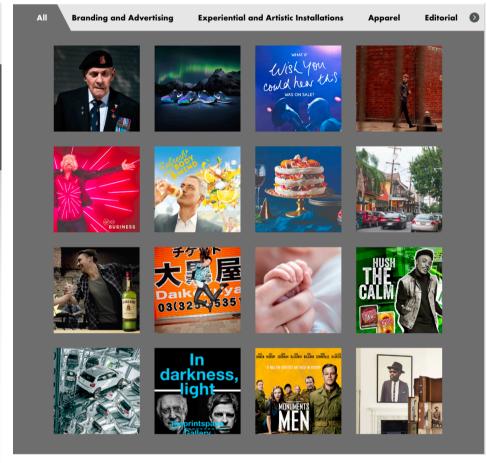
Introduction & Background

Clients are task driven, they visit the Lo And Behold Website with a purpose in mind, whether it is to commission a specific artist, or to simply browse for talent. Therefore, in order to design and engineer a positive user experience, it calls for the appropriate structure, information architecture and proper design decisions backed up with thorough user research and literature review.

Design







Specification & Implementation

The purpose of the click test was to understand and expose what works and what needs to be improved on the current website of Lo And Behold. The participant were provided with several scenarios when browsing through the Lo And Behold website, and were asked to click on the part of the screen of where he or she thinks is the most appropriate on first instinct. Participants were asked to explain their reasoning during discussions. However, as the Clients come from different backgrounds, there would be some scenarios that may not be entirely representative to their expertise, therefore I would emphasise during the interview that I would appreciate if he or she could explain how it deviates from their perspective.

Testing & Evaluation

The client interviews led to the collection of both quantitative and qualitative data, which included the Click Test task success rate, the time took to complete each task; and their quotes and suggestions during the interviews.

Interviews were transcribed and the transcripts were put into an online Word Cloud Generator to visualise emerging themes.

In general, clients prefer to have an overview of what the artists do, and they would typically already have an idea of what they want, and therefore would only expect to see and browse an overall style instead of choosing categories.

Conclusions & Future Work

By conducting pre-designed click tests and semi-structured interviews with a list of clients, the investigation sets to uncover existing pain points and barriers that clients may face when navigating through the website, or any sort of confusion with menus and terminology.

The project is completed with a set of recommendations for future iterations of the company website with visual explanation and justification by a high fidelity prototype