

Enhancing the User Experience of HD Design Website

MSc User Experience Engineering | Field Project | Vanshika Gupta




Abstract

In an increasingly digitalized world, a user's first impression of a website may have a substantial impact on their interaction with its content and, as a result, the platform's success. The goal of this project is to investigate the art and science of website redesign as a means to elevate user experience (UX) by creating a more engaging and enjoyable digital experience for HD Design's visitors, resulting in increased engagement and positive brand perception.

Design and Diagram

User Persona



Lily Lawrence
Social media influencer

About
32, London, Masters, Single

Brands
Pinterest, Instagram, Etsy

Personality
Introvert (Extrovert), Analytical (Creative), Passive (Active)

Motivations
Designer Products, Eco Friendly

Preferred Channels
Mobile, Social Networks, E-commerce, Real Life

Bio
Lily is a social media influencer who seeks to translate her passion for bold design into her space as content creator.

Goals

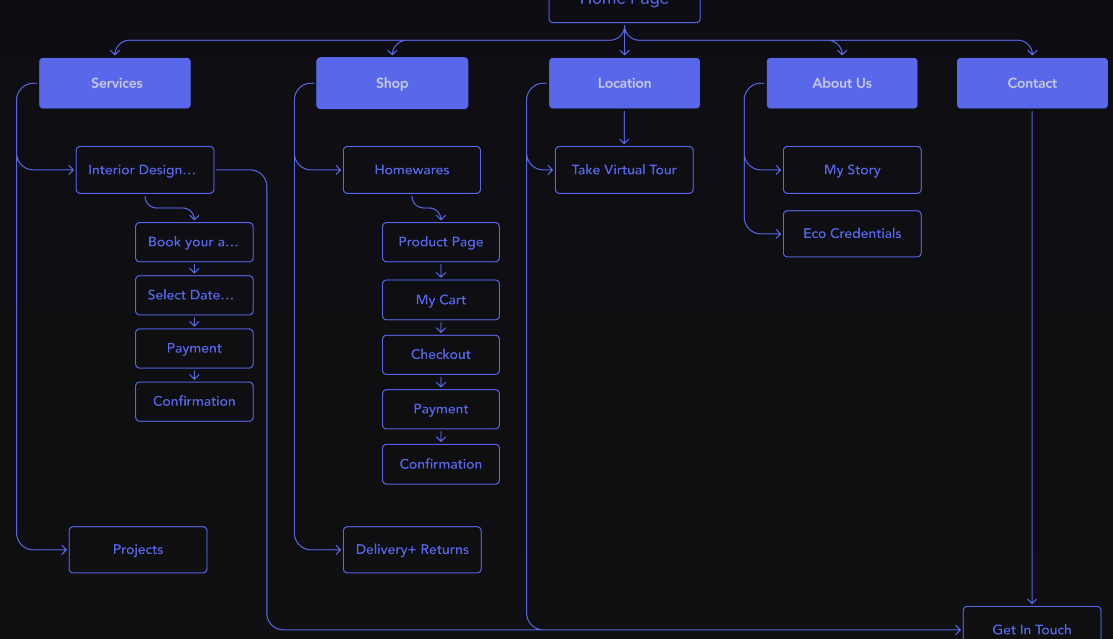
- She is looking to enhance the aesthetics and functionality of their living spaces through professional interior design services.

Pain Points

- Unable to find personalised design solutions that reflect their tastes, preferences, and lifestyle while staying within their budget.

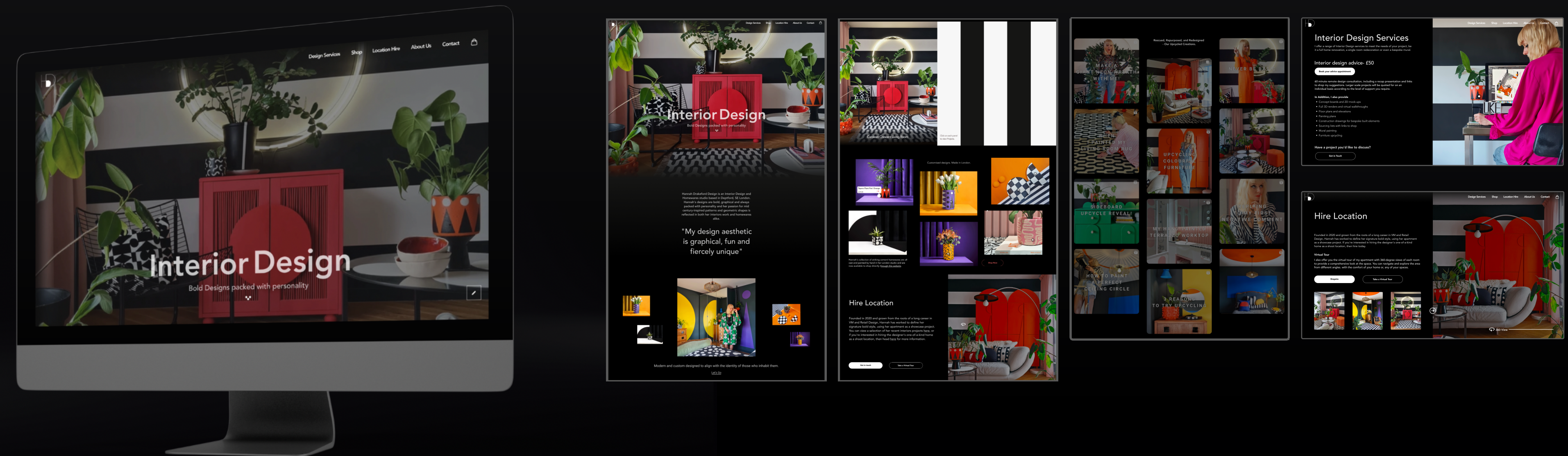
How was the visibility? Only Tick the options that were NOT visible and clear enough.

Contrast	12%
Fonts	75%
Icons	45%
Page Structure	50%
Hierarchy	27%
CTA	54%

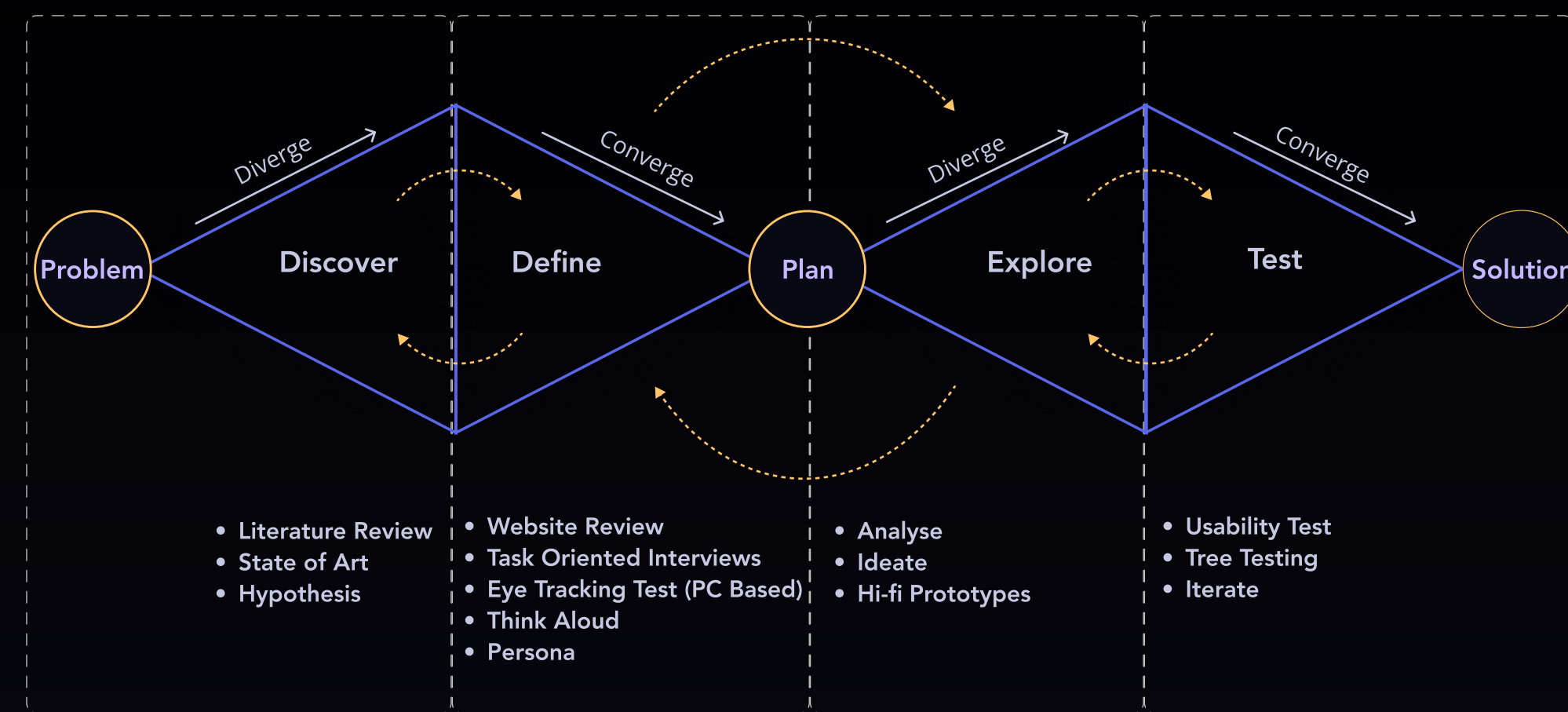


Introduction & Background

HD (Hannah Drakeford) Design located in Deptford provides a variety of interior design services, including custom murals, single-room redecorations, and complete home renovations. Along with her intense passion for upcycling, she began selling home decor items with mid-century design as the inspiration. Although the present website is functional, its potential for engaging and satisfying people is mostly unexplored. This redesign attempts to address usability issues and improve visual aesthetics in order to create a visually appealing but also highly engaging online experience.



Study Methodology



Research Methods

Eye Tracking Test (PC Based) + Task Oriented Interviews + Think Aloud + Feedback

Moderated Usability Test

- Task based Testing
- Think Aloud
- Follow up Questions

Research Results

Average time taken to complete tasks has been reduced by

50%

Average time taken to complete the task

10-15

Seconds

High User Engagement

Users are spending more time on the site after issues had been fixed, with new features and more interactions added on the site.

Interactive Elements

By including interactive elements such as virtual tours users attention has been captured and gives them a more immersive experience.

User-Centric Approach

Always prioritising the user during the design process is crucial. Continuously gathering feedbacks and conducting usability test helps in ensuring the user needs and preferences.

Conclusions & Future Work

Mobile Responsiveness Testing

In future, we need another version for mobile and Ipad device. Making sure that the website stays completely responsive to various devices and screen sizes for a seamless experience.

Performance Monitoring:

Monitor website performance data including page load times, error rates etc. as user engagement could be significantly impacted by slow or broken pages.

Accessibility Testing

Conduct accessibility tests often to make sure the website stays compatible with accessibility guidelines and enables users of all abilities to interact with the material.