



Web-store design with User Experience

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The purpose of this report is to follow the framework and potential uses a website design can be followed by the User Experience method. The differentiation of the user experience compared to other user centred design is explained. A client was selected for this task in the simple creation and potential solution for a website design need. Following the previous works of knowledgeable sources are explained in the literature review. A research utilizing the known stages of the user experience tools such as observation, interviews, surveys are part of this report. The outcome of this report is presented in the selection of a website design prototype. Recommendations are given for the company worked together in the making of this report. A game company named Oh my game Oy has the choice to follow these suggestions when creating a website utilizing a popular SaaS service known as Shopify.

Keywords: UX, website design, UI, prototype, customer experience.

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1 Introduction

User experience was defined as a term back in 1993 by Don Norman; Nielsen (2017). The decision to utilize the user experience approach when presenting a webstore prototype to the store named Oh my game Oy. Besides the store has cemented since 2013 a great relationship with their customers a video-game, card trading game, board game aficionados into a small community.

When you enter the store you are not just greeted by the usual “hello” but as you move around the shop you see the camaraderie between the group of customers playing with cards, and you find yourself with the commodity of getting free coffee, and the service of the employees of asking what are you looking in particular and after knowing your interest a conversation has started and ten minutes pass and you are engaged in a deep exchange of ideas about mutual interests. The store prides on the acceptance, diversity and safe environment for all age players, from all religions and genders.

Whenever a product or service is utilized, the user will be subjected to a wide array of experiences, good and bad. The set of experiences often are influenced by the social aspect of the user environment, such as personal situations or other aspects the user might have at the time of using a service or product, and by that being affected in the whole experience as such. Luchs et al (2017.) In the case of Oh my game Oy, the experience in the physical store is enhance towards acceptance and welcoming environment. The biggest challenge it is to translate these traits into an online service and webstore. How to make your presence being validated through your own monitor or mobile device?

1.1 Key objectives

- Provide with specific data for the web-store design creation process, conducting the user experience studies to collect the customer feedback, and analyse it.
- Create a prototype mock-ups for the various sections of the web-store.
- Deciding a Shopify template matching with the prototype, with minimum changes in the layout or design.

1.2 Company Oh my game Oy

The store named Oh my game Oy, where the avid fan of videogames, boardgames, card games and table-top games visit not just to play but to have tournaments of selected games. The

store excels in customer service face to face, unfortunately their presence online as a web-store is inexistent. The logical next business step for Oh my game Oy is to represent the same friendly approach and customer service based in an online store.

The current online presence is exclusively to Facebook to keep the customers up to date in the current events posted in the social media page. But as well in a one-page website where a time table calendar is solely the focus of the interaction customers can have via online.

The physical store has earned the reputation of its customer service from the word of mouth marketing system. This is due to the small community that evolves around the type of products the shop sells. This generates a conversation between the consumers and how the customer service-type the shop offers. Where there is a space for players to gather and play the variety of games they sell, in small local tournaments where prizes are delivered to a winner every day or in a weekly basis.

With the premise of excellent customer service, the store wants to translate their word of mouth references and fame they have gathered across Finland to provide within the country with a web-store.

1.3 Limitations

The time is a constraint regarding the creation, due to limitations in the store's budget the website creation will be utilizing the service known as Shopify. Furthermore, the store has no background knowledge in website creation. Hence the lack of webstore, currently the website is attained to a calendar event and only that.

A technological limitation is the lack of resources to convey a fully connection between the register, inventory and logistics on how to incorporate the whole thing as an operation to deal with all of this in the same page and avoid the conflicts with inventory and webstore product availability.

2 Literature review

The literature review selection encompasses just like the user experience a variety of points of view ranging from experts in website design, mobile and the deliverables of the User Experience approach.

2.1 Definition of user experience

Perea and Giner pointed (2017) The result of a well-rounded User experience of a product or service is defined by the reactions from the user and how the interactions between the product or service and him/her.

Platt 2016 cites Nielsen and his opinion about user experience and every aspects of the end user's interaction with the company, its services, and its products. Thus, Platt emphasizes about how the user experience stage should start at the very beginning of a project, because it's not a superficial layer.

The last thing to consider is moderating technique. This is how you interact with the participant and ask for their input. There are two aspects: thinking aloud and probing. Thinking aloud is asking participants to talk about what they are thinking and doing so you can understand what is in their heads. Probing is asking participants ad-hoc questions about interesting things that they do. You can do both concurrently and/or retrospectively. Ritter & Winterbottom (2017)

2.2 The differences between UX, UI, User centred design, and Usability

Before we delve into the user experience research, will explain the differences between the common terms and why user experience is the correct approach to use while creating a web-store.

2.2.1 The differences between UI and UX

Luchs et al (2016) mentions that it is common in the development area to confuse the terms user interface (UI) and user experience (UX). User interface refer to both the physical and the digital interaction between a human or operator and a device or equipment. User experience is misused in terms of being considered as a website design exclusively. Where its holistic human-product experience, encompasses the journey of purchasing, maintenance of a product how it is stored and customer support to a product or service. In other words, user interface is the location where a customer navigates, whereas the user experience is the whole process of both sentiment and interaction.

The attributes of UX and UI based on Ritter & Winterbottom (2017) is that UX and UI designers are expected to compromise with either one or the other, with the exception that few designers enjoy both UX and UI design shifting between the two; with the ability to focus on usability. Ritter and Winterbottom breakdown the of each UX and UI designers and how they work. As shown in the following figure.

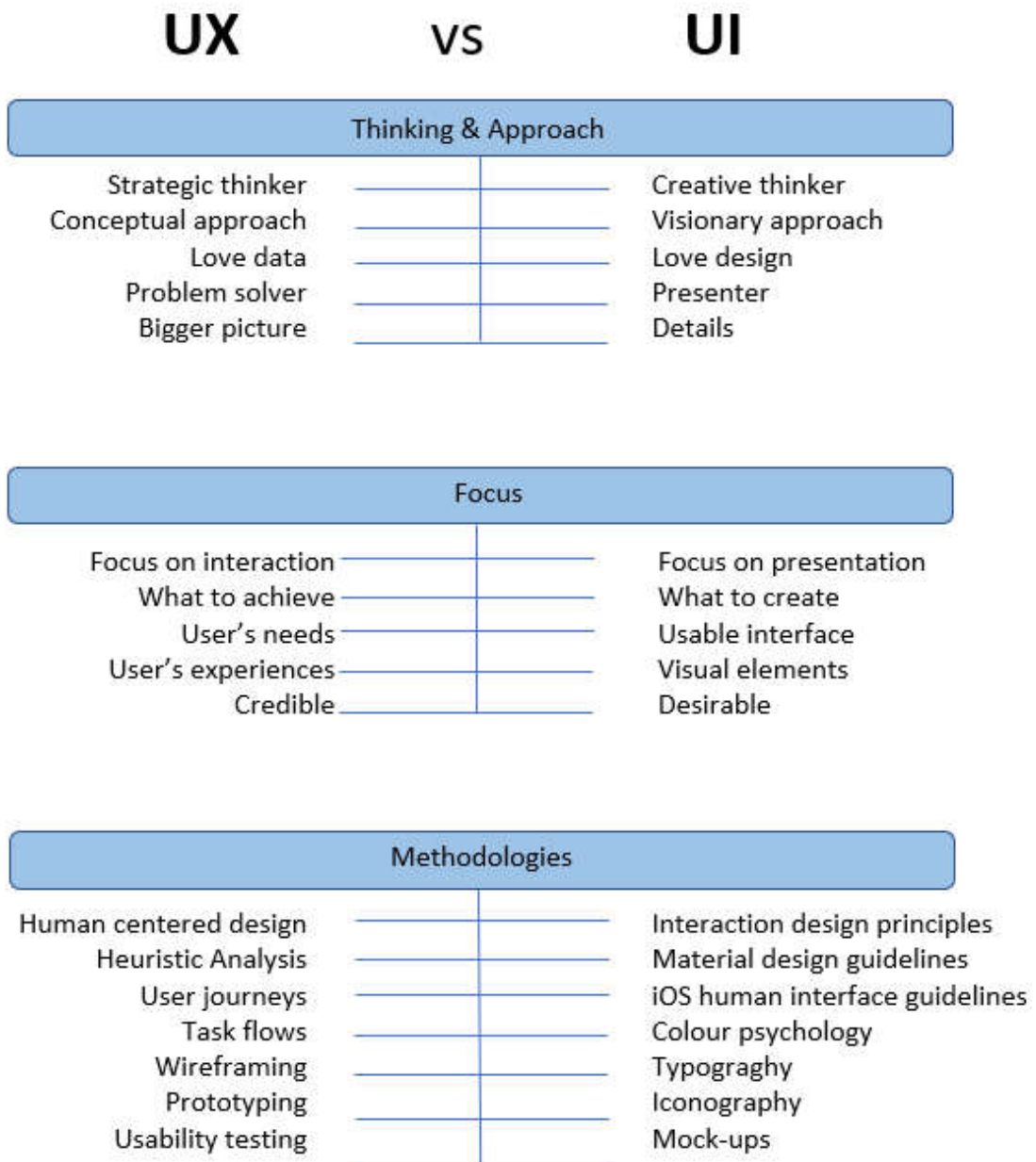


Figure 1 UX and UI differences

As Ritter & Longbottom (2017) describe the UX designer as strategic thinkers with the conceptual approach to problem-solving. By analysing and diving into data and examine every potential element. Mostly because every piece of information has a significance to the bigger picture. This is because UX designer's strategy is as strong as the data and research continuously done.

While the UI designers are the creative thinkers also, they provide a set of artisan skills with the visionary approach to use the data and the interaction design principles and make a website with the aesthetics and friendly characteristics. UI designers focus on function and presentation, while UX designers focus on the user's interaction with the website. (2017)

2.2.2 UX vs User Centred Design

User centred design it is known as the focused approach through several stages of planning, designing, and the developing of a product. However, the processes and the strategies will vary according to the type of design project. In most of the cases it will incorporate a combination of heavy research and user experience design activities to compose the user centred design. (Adeshiah, 2018).

UCD process

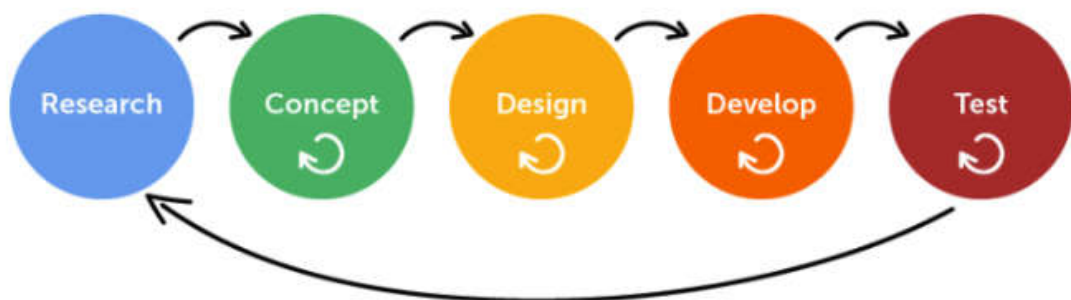


Figure 2 User centred design stages.

Just like the iterative stages of the user centred design involves research and analysis, concept and strategy, design, development and further implementation and testing. Overall to design a process which aims into actively involve the users at every stage of the whole design process. And furthermore turning the development into an effective, efficient and more safe products.

Adeshiah (2018) points the difference between the user-centred and how the design focuses on the process or strategy to be applied for engineer experiences, the user experience focuses on the unique experience users have with the products used. Thus, making the user experience and interaction with the product or service a concept instead of making it just a process.

2.2.3 UX vs Usability

Usability deals with any individual and its ability to accomplish the tasks, goals while using a product or service, being design in the case of the thesis a webstore. Reiss (2012).

All too often UX is confused with usability which describes to some extent how easy a product is to use and it is true that UX as a discipline began with usability - however, UX has grown to accommodate rather more than usability and it is important to pay attention to all facets of the user experience in order to deliver successful products to market. Interaction Design foundation (2019).

On the other hand, Morville (2004) explains the aspects of user experience and accommodate them in a honeycomb to explain how it differentiates from usability. And to understand the priorities of user experience. This model is useful for a modular approach into web design. The honeycomb also can be used as a singular aspect by enabling the exploration outside of conventional boundaries in the design process.



Figure 3 Honeycomb of user experience according to Morville.

- Useful. We must have the courage and creativity to ask whether our products and systems are useful, and to apply our knowledge of craft + medium to define innovative solutions that are more useful.

- Usable. Ease of use remains vital, and yet the interface-centred methods and perspectives of human-computer interaction do not address all dimensions of web design. In short, usability is necessary but not enough.
- Desirable. Our quest for efficiency must be tempered by an appreciation for the power and value of image, identity, brand, and other elements of emotional design.
- Findable. We must strive to design navigable web sites and locatable objects, so users can find what they need.
- Accessible. Just as our buildings have elevators and ramps, our web sites should be accessible to people with disabilities (more than 10% of the population). Today, it's good business and the ethical thing to do. Eventually, it will become the law.
- Credible. Thanks to the Web Credibility Project, we're beginning to understand the design elements that influence whether users trust and believe what we tell them.
- Valuable. Our sites must deliver value to our sponsors. For non-profits, the user experience must advance the mission. With for-profits, it must contribute to the bottom line and improve customer satisfaction.

The interaction design foundation (2019) mentions the previous seven factors are key to create and design products or services more likely to succeed in the market.

3 Research method and Data collection

According to Lang & Howell (2017) the researching UX contains different stages: such as Design, Setup, Fieldwork, Analysis and Impact.

From the Design it needs to include a clear objective, a planning stage and engagement stages before starting a research. This includes having business objectives and research objectives.

Setup stage, requires recruitment for both the interviewers and the user participants, generate a discussion guide for the data, create a pilot session.

Fieldwork is there the data is collected, note taking and observation.

Analysis is when the data gets absorbed, patterns are identified, work with the patterns gathered and create a narrative with the results.

Morville (2009) emphasizes the deliverables and the analysis must include answers to simple questions:

- Audience. Who are you reaching?
- Content. What is the message?
- Context. Where is the conversation?
- Process. When is the message?
- Problem. Why are we communicating?

And finally, the impact it will cause with the results and its deliverables, engagement and the next steps to come.

According to Morville (2009), the list of deliverables needs a relationship between goals, methods, and, documents. The list includes personas, surveys, prototypes and user journey.

3.1 Agile method

To perform a solution to the iterative process the user experience approach leads, the best method is the Agile.

The agile is a term used for the (many) methodologies including practices emerged over twenty years ago, with the purpose to increase the relevance, quality, flexibility and business value of software solutions. To help avoid the budget overruns, missed deadlines, low-quality outputs, and dissatisfied users in the development and service delivery activities within the IT industry. (Cooke 2012)

The benefits of the Agile method include the rapid delivery of tangible outcomes, strong alignment with business requirements, focus on high-priority features, responsiveness & adaptation to business change, the transparency in the status, substantially high-quality outputs, with earlier identification of technical issues, (Cooke 2012).

3.2 Requirements by Oh my game Oy

Oh my game as a company have identified the need to reach a wider audience by crafting a website with the added capabilities of having e-commerce included. After all most of the pre-orders are made utilizing the email or the Facebook page. But it is a tiresome, old-style system that can be lost in the email folders, losing sales in the long run.

Many customers and part of the audience already visits the shop for the tournaments delivered in a basis. Thus, the importance of make it accessible for the consumers to buy, even if they are visiting the store at the same time and create a bridge to speed the ordering process.

The message is to create a bridge between the far away consumer that used to buy at this shop in person, but now has moved into a different city within Finland and would like to continue buying.

The conversation already exists while you visit the shop, it will be adjusted to the webstore format, where in a 24/7 channel will be provided for consumers and users of the different products the Oh my game sells.

The process was expected to be launched in January 2019, sadly it has been postponed indefinitely due to the lack of resources from the Oh my game Oy, and it's their final decision. In the time being, they will have the deliverables from this project, to be able and recreate a webstore in which their customers had an opinion and feedback prior to development.

3.2.1 Benchmarking

One special request was to create a SWOT table against one of their primary competitors the store name Poromagia Oy.

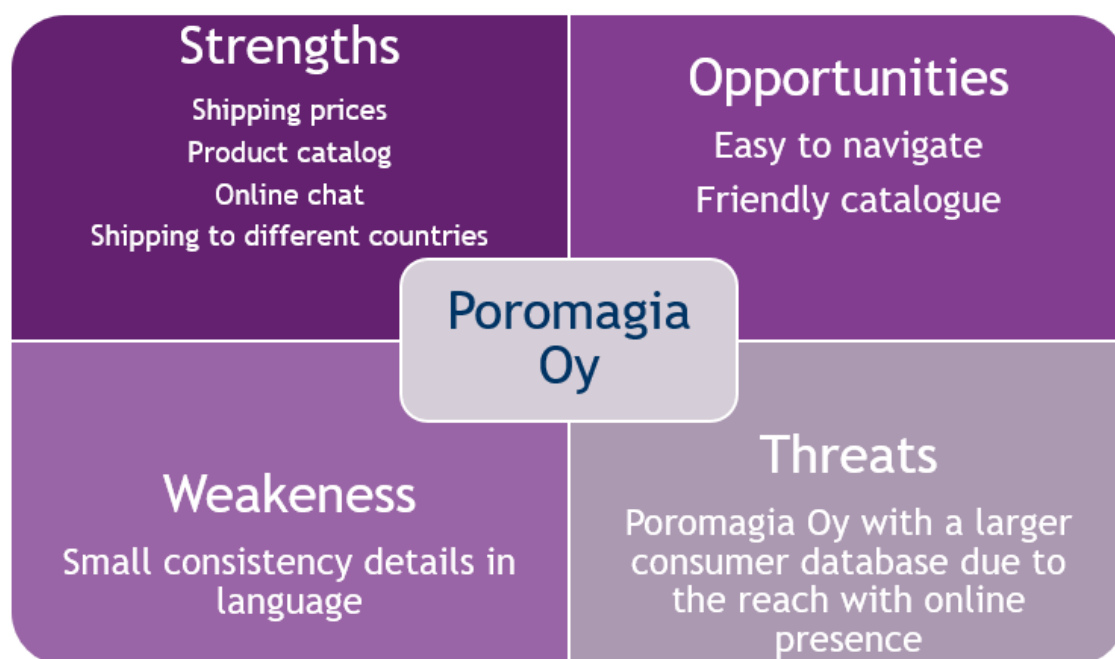


Figure 4 SWOT against Poromagia Oy

Poromagia Oy, has a webstore divided in 2 different domains. One for boardgames, trading card games and miniature games, the second domain is dedicated to retro games which include video game consoles and cartridges. Only in this aspect, Poromagia is ahead of Oh my game Oy in terms of website presence and availability for the consumers in Finland and other countries.

3.3 Data collection

Throughout the different sessions in Oh my game Oy, the following data was conceived for this thesis project. Created personas to identify the different type of users the shop might have to consider for this project. Identify and create a user journey to conceptualize how the users will navigate in the webstore and how to cover the needs. A questionnaire was created to get information about their needs and potential requirements. As well as personalized interviews with several consumers.

3.3.1 Personas

The purpose of having a persona is to use it as a tool to help with pitching ideas for the design inspiration process, it helps to create a product for a specific demographic. It helps to conceptualize the way a product or service should be serving the user. Chawla, (2019)

Caddick & Cable (2017) mentioned that unlike wireframes or prototypes, personas help to guide in every step of a project process. Due to the quick reference for design decisions, generation of ideas, and mostly strategy changes. And most importantly to remind you that real people will be using your service or product.

Platt (2016) reinforces the usage of personas in the design creation process, because they help to represent the different type of users by considering the age, gender and education level. With the key to understand the population is based on the age, and how older generations aren't that familiar with new technology. Luchs et al (2016) mention the importance of personas allow designers to relate and empathize with users and stop common occurrences: design for one-self. And at the same provide a point of communication between designers and engineers.

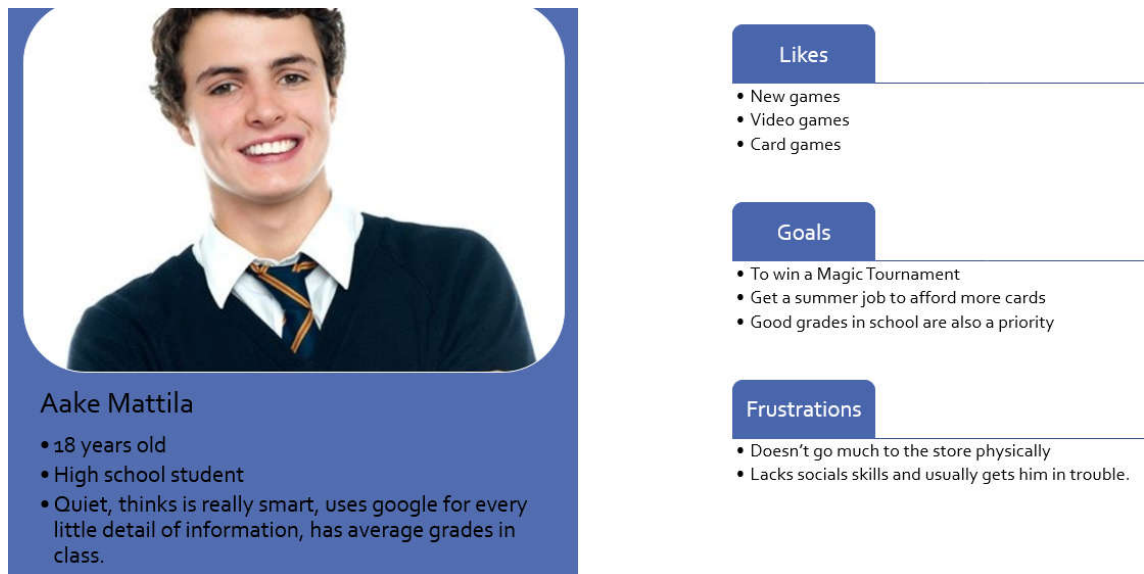


Figure 5 Persona 1 created.

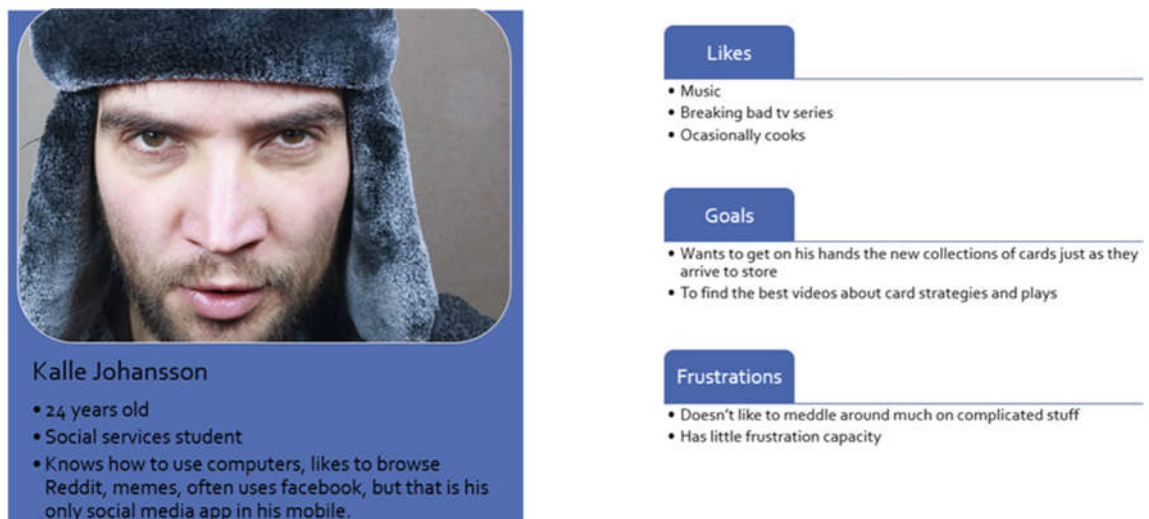


Figure 6 Persona 2 created.

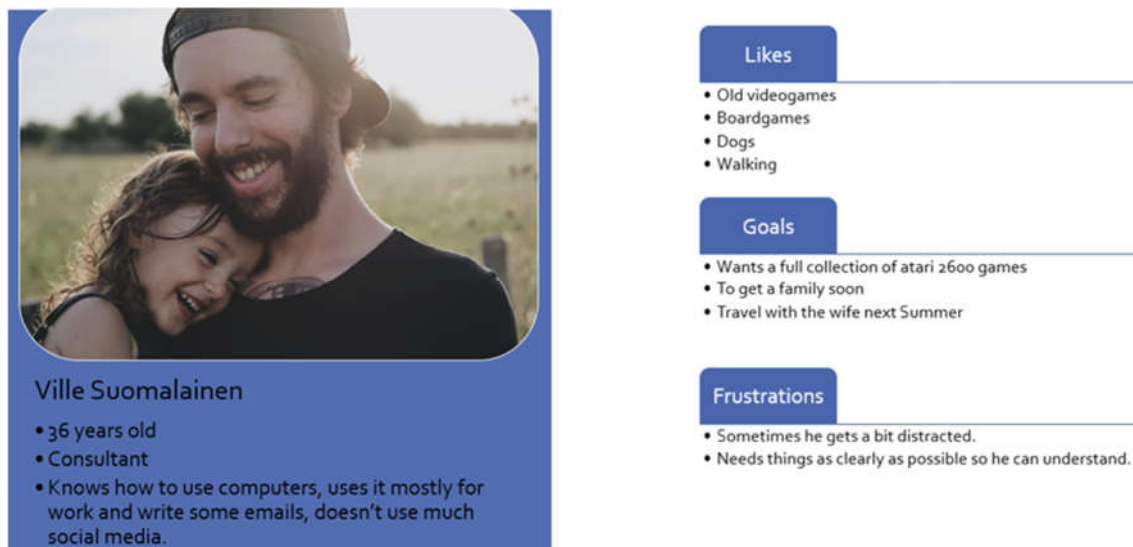


Figure 7 Persona 3 created.

Based on the personas created, we have the potential situations each of them will be facing while utilizing a webstore. And considering how each user has a specific product in mind, a goal and frustration. Each provide insight for the situations that might arise and how to continuously improve the user experience.

This includes the possibility to have express deliveries, different payment options, easy access and navigation. The option to provide a Wishlist of items that aren't available now. In case a reminder is required at the final stage of the shopping cart.

3.3.2 Questionnaire

Punch (2003) mentions the importance of the survey questionnaire is guided by the questions and its function as a collection data tool. And mentions few characteristics of this process, such as the research questions create the empirical criterion, but they provide the necessary data, and the constraints the questionnaire will arise in the terms of the tools to be used, the format of the questions and the ethical considerations for the survey.

Punch (2003) emphasizes the logical order for the data analysis strategy, with three main data analysis steps:

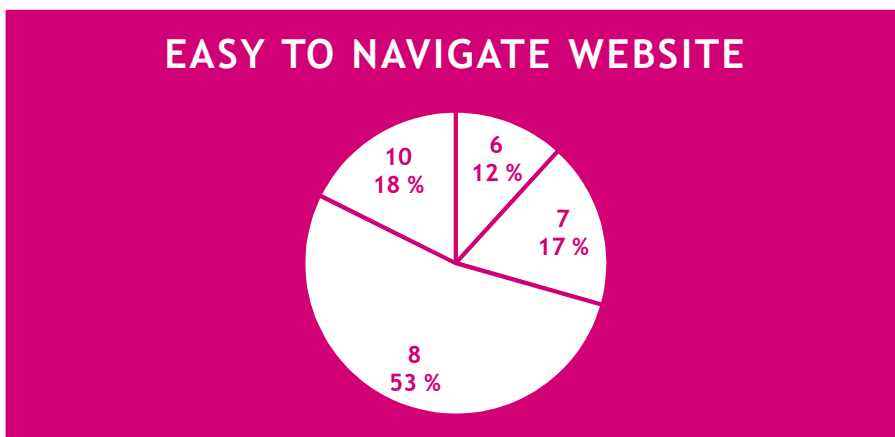
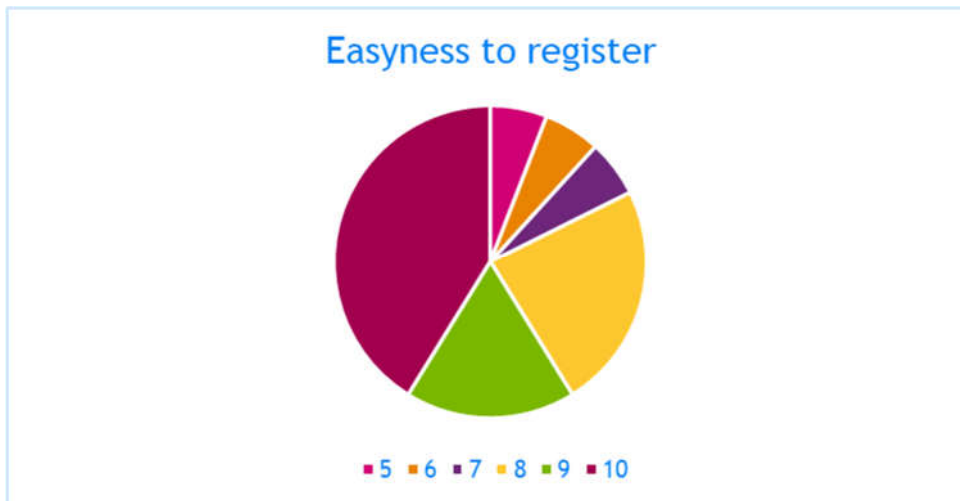
Summarising and reducing the data by creating variables, descriptive level analysis by distributing the variables across the sample, and the relationship analysis in junction with the relationships between the variables.

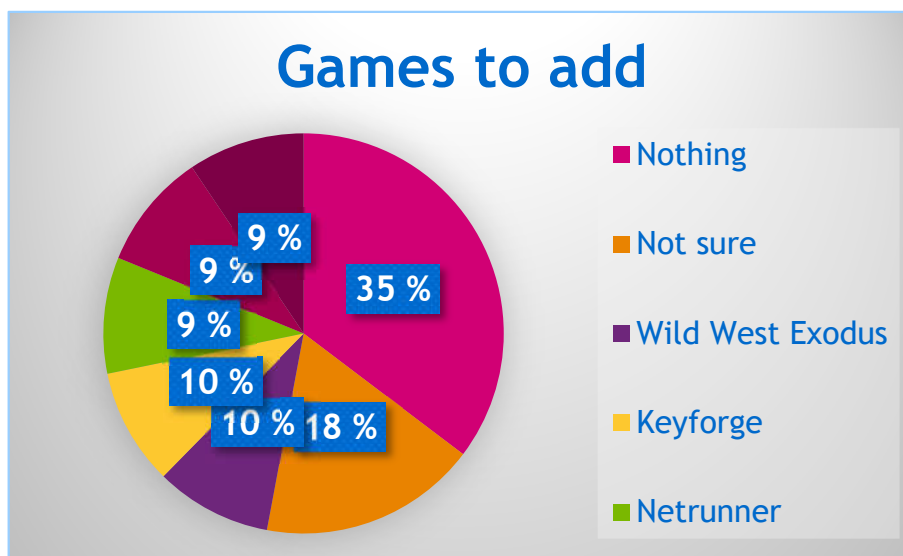
Online surveys are more effective with sensitive issues, due the lack of interviewer it provides with less bias and respondents answer honestly. Brace (2004).

3.3.3 Questionnaire sample

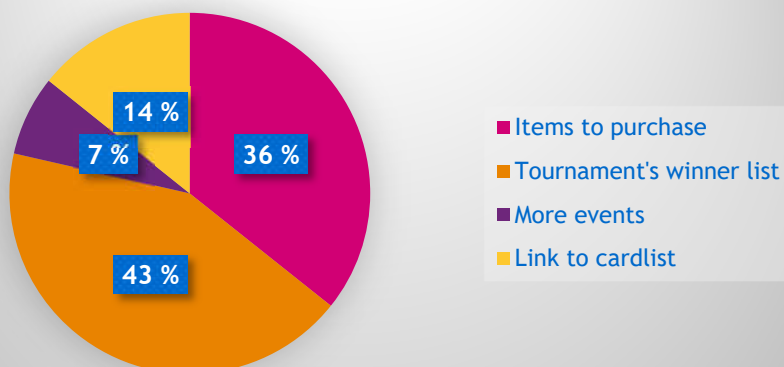
Prior making a further research a small questionnaire in the form of survey was created utilizing google forms. With the following questions:

3.4 The questionnaire results

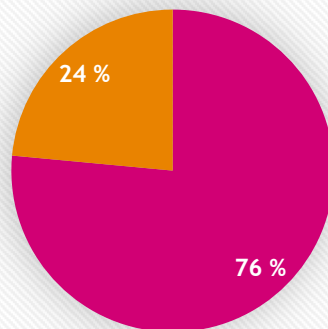




Agregate to website

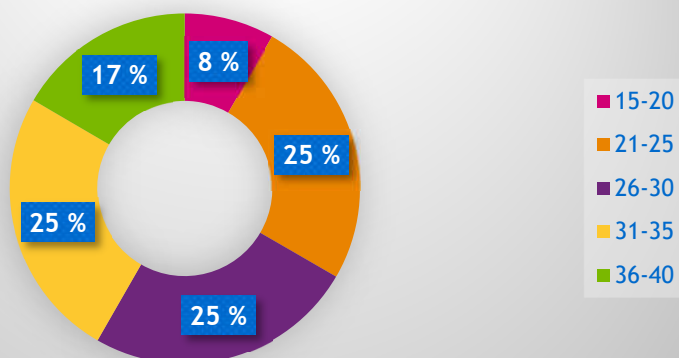


Favorite products



■ Magic the gathering ■ Warhammer

Age



In general, the responses to the atmosphere of the shop and location is great, mostly because of the customer service the owner provides to the consumers. Some pointed out to support the Finnish retailers and to meet nice people.

3.4.1 User journey

According to Ritter & Winterbottom (2107) the four steps to create an effective user journey are research on target market, personas to establish needs, determine the motivation of the users by mapping the possible options, highlight obstacles while reaching the goal.

Redwood (2017) mentions the benefits of the user journey walkthrough it's to glance in the entire user experience, but it makes it clear that users are trying to achieve a goal, and how the webstore is just a part of that journey. By visualising goals, instead of functions, helps us identify good and bad parts of the user experience. When conducting a walkthrough, it's important to keep in mind the overall goal of the user. Once it is decided, try and break this down into multiple stages. It may be helpful to split the user journey into the users 'Thoughts', 'Actions' and 'Needs' as they progress through the navigation on the webstore. As depicted in the following Figure 7.

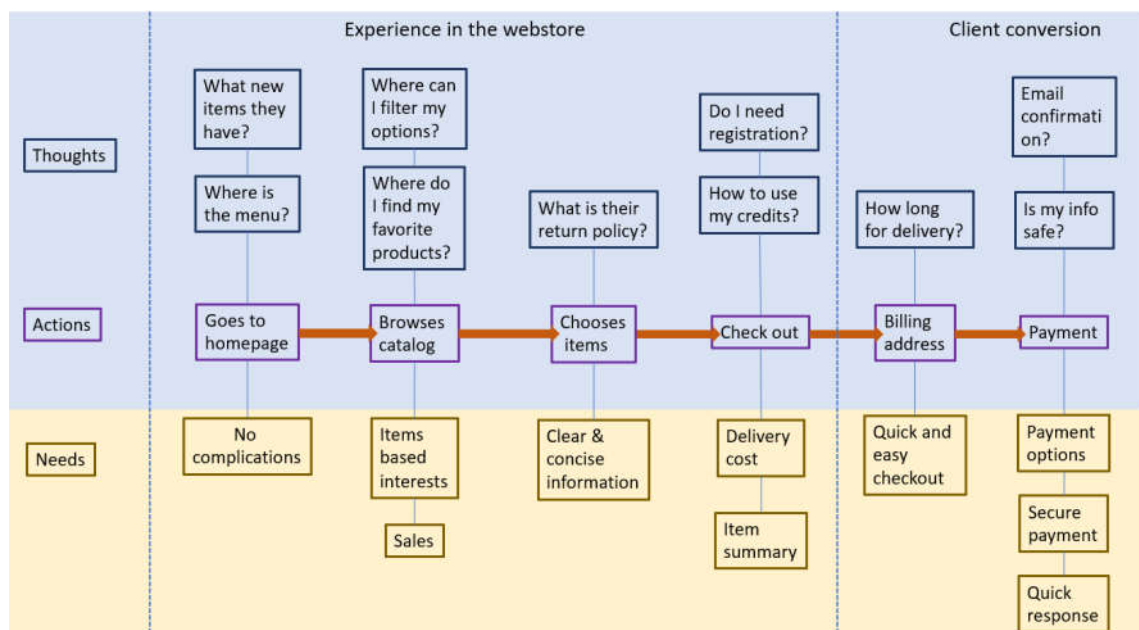


Figure 8 User journey for the webstore.

Optimizing for a single customer is tactical, because it helps the organizational process, the company or organization culture, and above all mind-sets into a strategic and transformational journey. Making the possibility of a higher reward for customer-employee satisfaction, increased revenue and, lower costs, (Rawson et al. 2013).

Thus the needs to be covered for the user experience is to have a webstore with no complications, that provides items based on the consumers interests to increase sales, the items need to have clear and concise information, including the delivery cost and the summary of items in the checkout process. Therefore, making it easy to checkout and reduce the drop-outs of consumer not fulfilling their shopping experience and finally by providing a secure payment with different payment options with a quick response by an email confirming the order.

4 Prototypes with interviews

The prototyping stage is iterative, as these are created to validate ideas or identify issues with the user experience. Once the feedback has been gathered, modifications to the prototype can be done and continue to test for additional feedback. Or in some cases will prove to be successful based on the requirements to be moved forward in the developmental cycle. (Unger and Chandler 2009)

In the prototype stage the whole application doesn't need to be in the testing. But it could be just a representative sample of the system. (Unger and Chandler 2009)

4.1 First prototype iteration

The following Figure 8 includes the low fidelity prototype of a homepage in which includes several of the pages shown in the sitemap. This prototype was utilized in the questionnaire and observation stages to gather data from the users.

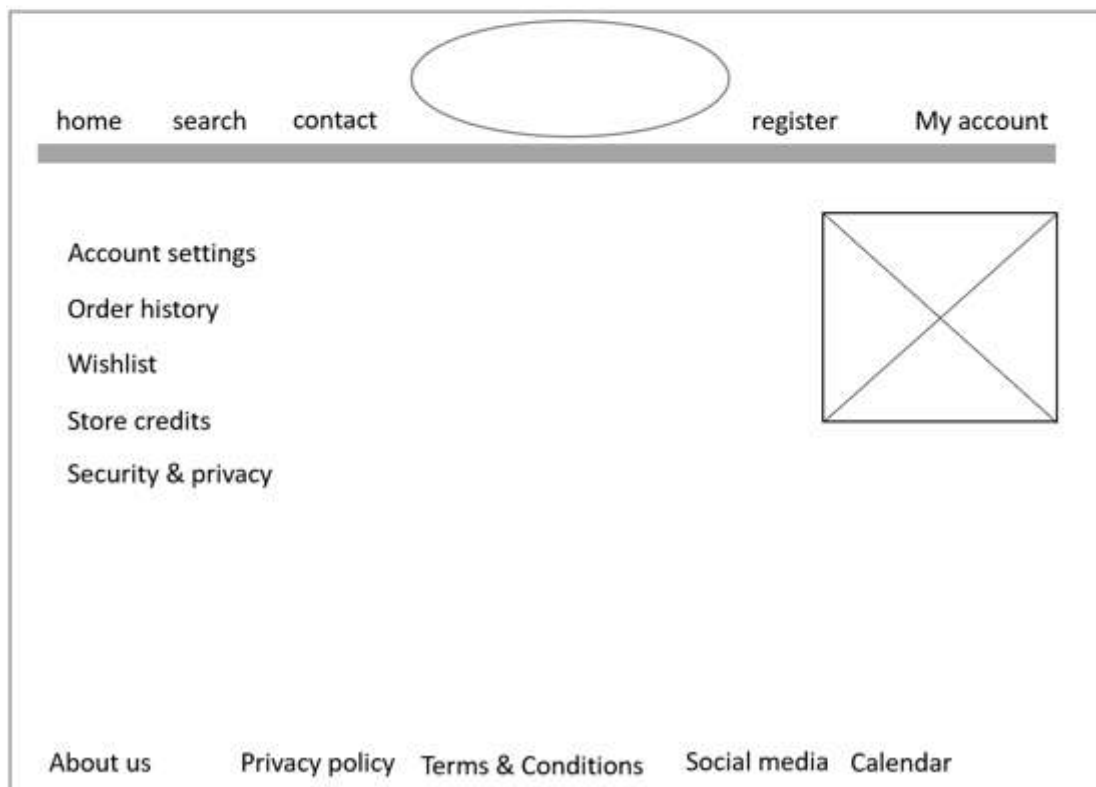
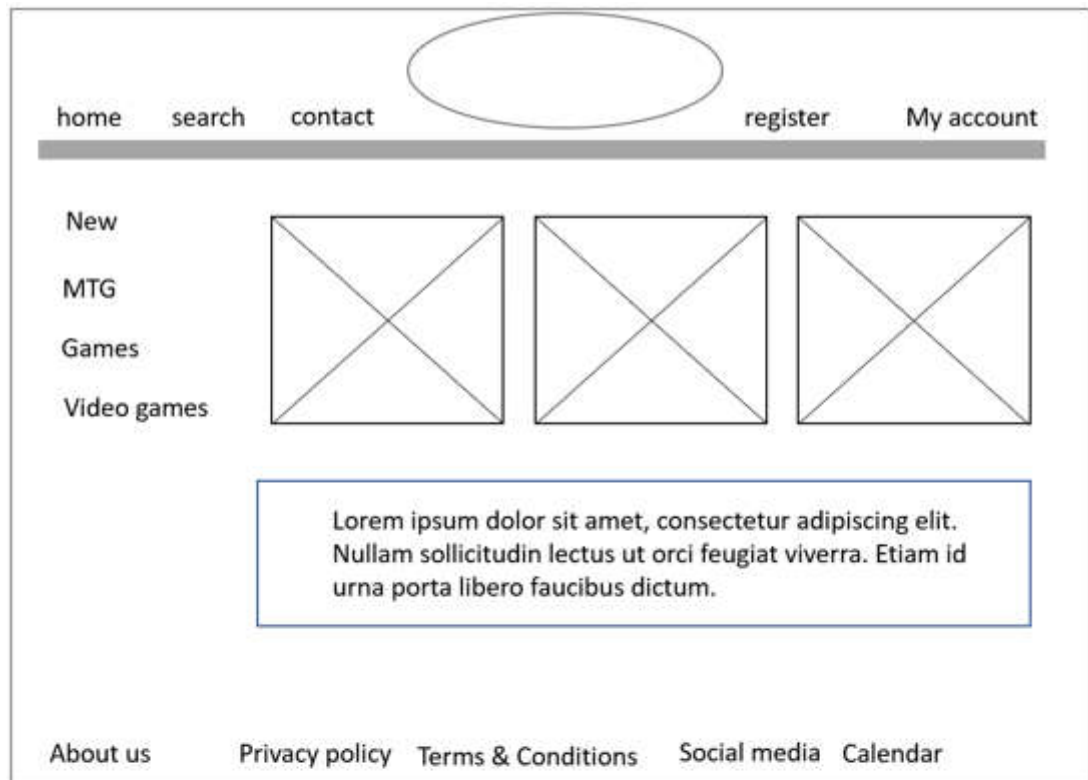


Figure 9 First prototype iteration

4.2 First prototype iteration interview

Lang & Howell (2017) state in terms of better interviews the best characteristic is to make it sound as if it were a conversation, rather than a speech. With clarity about what the participants need to do and how can be helpful.

While the interview is being made it is important to take note of the body language, tone of voice, energy, mood and cadence. As well as how the participant reacts to the tasks and activities.

Ritter & Winterbottom mention (2017) involves retracing the test or task after it is finished and asking participants to describe what they were thinking in retrospect. The facilitator may note down questions during tasks and ask these later. While retrospective techniques simulate natural interaction more closely, they take longer because tasks are retraced. This means that the test must be longer or there will be fewer tasks and interview questions.

Retrospective techniques also require participants to remember what they were thinking previously, which can be faulty.

- How easy was for you to find the shopping cart?
- Was it easy for you to find the items you are looking to buy?
- What colours would you suggest?
- What is your favourite aspect of the website?
- What is for least favourite aspect of the website?
- What would you improve?

I interviewed K a 21-year-old male, and here are his answers, these are based on a low fidelity prototype worked specifically for this thesis.

— How easy was it for you to find the shopping cart?

Well based on what I am seeing, the website seems pretty basic, so it was easy to find. I wish it had an icon of an actual cart. But yes, it was easy to find.

— Was it easy to find the products you want to buy?

Usually would like to see them in a different way, like with more pages or some way to know that I am able to find things easily.

– What colours would you suggest?

I am used to the red and black that I've seen around the shop here (points at the logo on the table).

– What is your favourite aspect of the webstore?

Well it looks simply, and it has more things than the original website, but I can also see the calendar section there. I can have access to my credits and a Wishlist.

– What is your least favourite aspect of the webstore?

I would like to have a tracker with the tournament and the official list.

– What would you improve?

I don't know, maybe adding a personal calendar?

4.3 Second prototype iteration

After having reviewed this new prototype with few customers in a small interview, a new prototype was designed to make it more appealing towards the customers. After all Unger & Chandler (2009) denotes that user experience design process should include few iterations of prototyping and how it doesn't necessarily mean that it needs to be the whole website or application. In this case I decided to change the whole aspect of the home-page to present a new design.

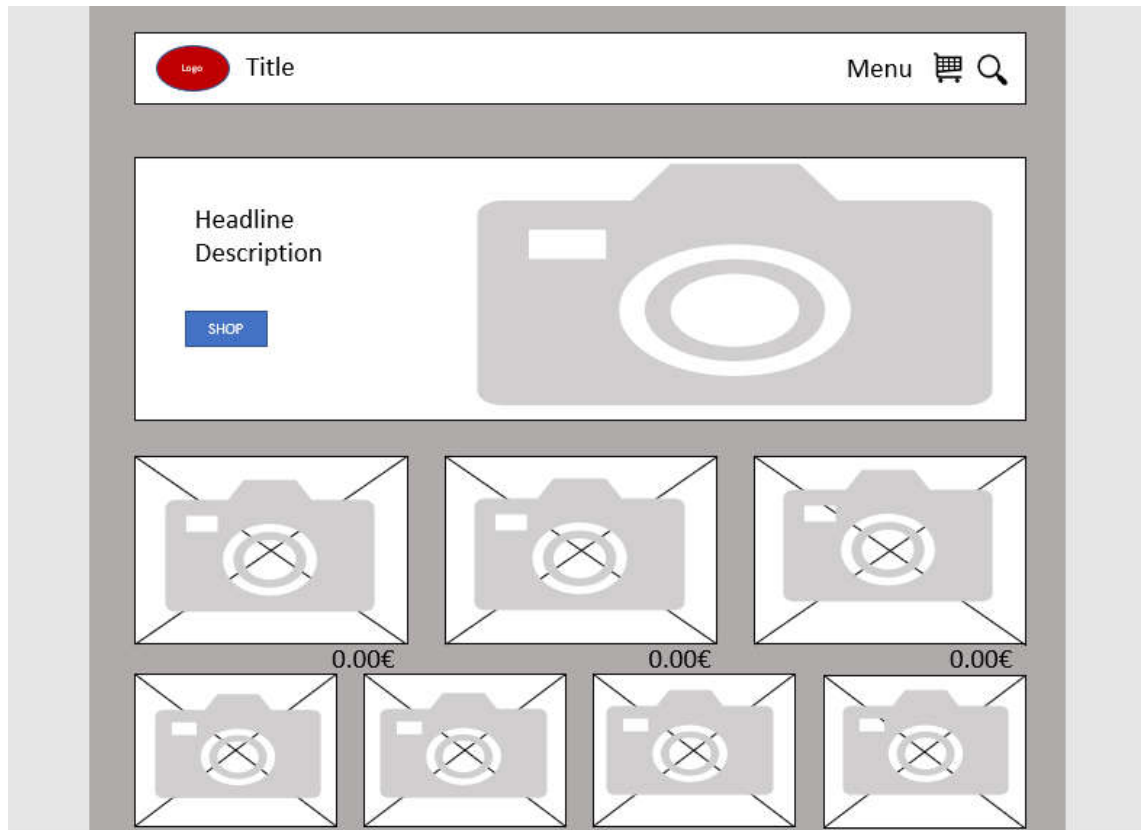


Figure 10 Prototype of homepage

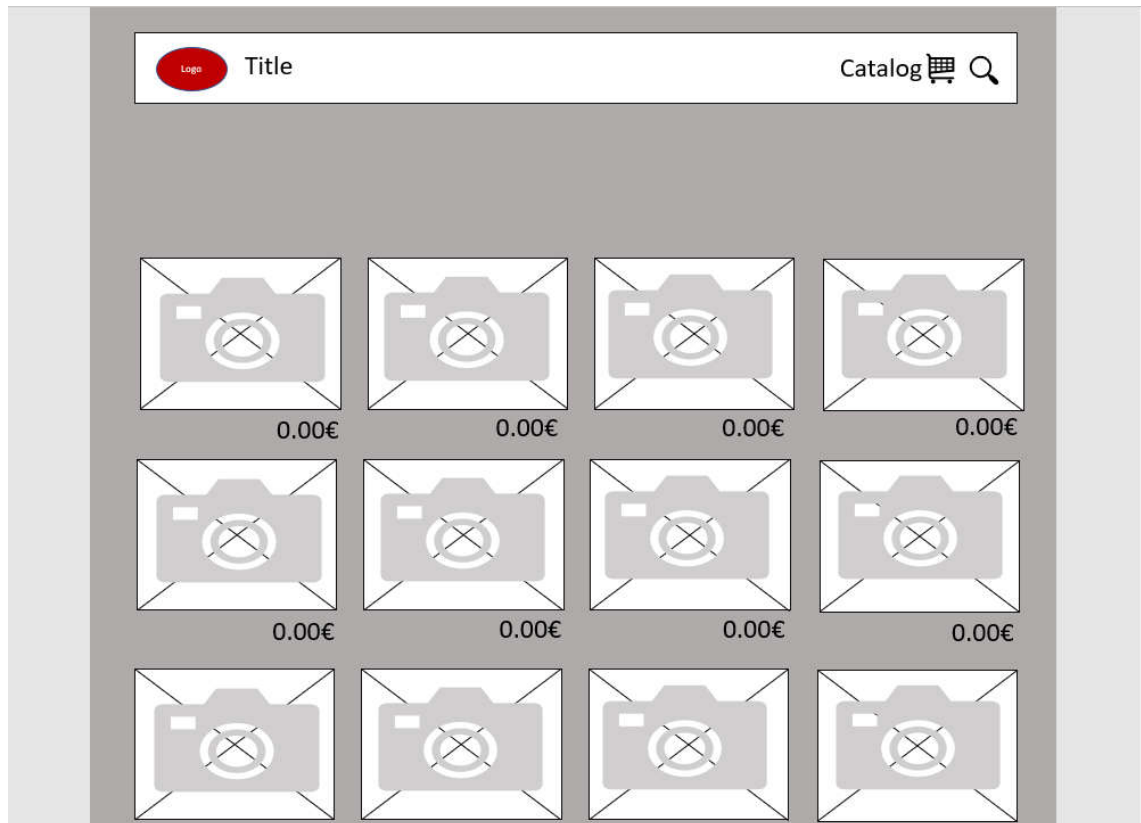


Figure 11 Prototype of catalogue

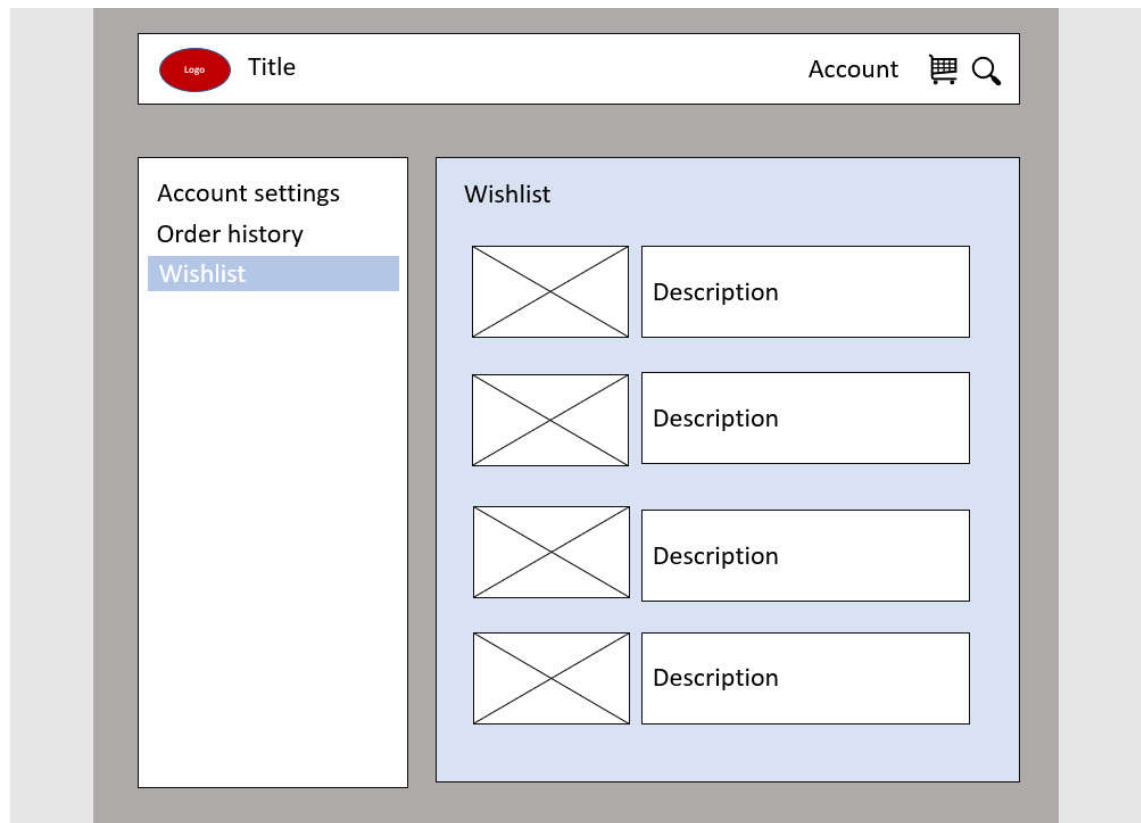


Figure 12 Prototype of wishlist

This prototype was received with better answers based on the interviews to a small group of individuals.

- How easy was for you to find the shopping cart?
- Was it easy for you to find the items you are looking to buy?
- What colours would you suggest?
- What is your favourite aspect of the website?
- What is for least favourite aspect of the website?
- What would you improve?

The results are as followed:

One interviewee responded: *It looks simple and easy to follow but if you place the search bar and the menu more in the center of the area it will be easier to click. Does the menu will have a section to have more pages?* Another interviewee said: *To get rid of the title because it will show on the tab anyways.* Another interviewee said: *Replace the menu button with separate options for the pages, and to replace the search icon for a search bar instead.* Another interviewee said: *The logo of the image is in the top part of the webstore, right? If not, then add it to the header.* Another interviewee said: *Split the menu into different titles with drop down menus so it becomes overall easier to navigate.*

One interviewee said: *Add a price tag to it. Add a function where it can display several new items in a slideshow.* Another interviewee said: *I would add arrows to the left and right, so that the user can cycle through the different products.* Another interviewee said: *Maybe make it into a slider that shows multiple products.* Another interviewee said: *I like the concept but would probably make the headline text bigger than the description and have a layout where you for example use a black background that fades into the picture. Just to make it a more interesting and eye-catching design.* Two interviewees didn't have anything else to add as a change or opinion except that it was good.

One interviewee said: *It seems a little disorganized, too much clutter and a bit confusing.* Another interviewee said: *Why have the 3 bigger items?* (I answer that might be the products with more demand). Another interviewee said: *It looks good, free from clutter, but it is possible that the user can be confused about which product belongs to which price.* Another interviewee said: *It's simple and easy to navigate, but shouldn't the product names should be also there to be displayed?* Another interviewee said: *More information on display needed* (I asked what type of in-formation?) *Like the name of the product, the price, basic information about the product.* Another interviewee said: *I think you should split it up to, for example, best sellers and different categories. This will also give the boxes some much needed space around them.*

More general information the interviewees gave about the prototype can be resumed in the following; *Make the squares even and add sections dependent on item type. You could put the logo on the line above the menu with login buttons then based how many menu items you plan on having you could list them as tabs instead of the drop down. Put the price in the same box as the photo, so that the user cannot be confused about which price belongs to which product. The design looks simple and basic enough. Good pictures, colors and fonts will make it more appealing. Have an element that catches the eye. That's a little extra interesting that pulls you into the sure, for example the medium section. Also get some White space in there with more sections on the home screen. Log in/log out, social media and con-*

tact links at the very bottom. Filters on the left side, to go from different sections (video-games to boardgames to trading cards), on smaller screens, this menu may be hidden behind a button Information about delivery etc.

4.4 Observation

Thus Leonard & Rayport (1997) mentioned a set of techniques called empathic design to help re-solve those dilemmas. Mostly utilizing the observation - by simply watching consumers use the products and/or services. It could lead to a host of information not accessible in other research methods.

In preparing for observation, it is helpful to make a list of the kinds of things you especially want to observe during the test. Typical options are:

- First reactions when they open the Home page the variety of steps used to complete each task.
- Expressions of delight or frustration.
- Reactions to specific elements of the website.

Participants often struggle to talk aloud. They forget to do so while doing tasks. Therefore, the facilitator often needs to nudge participants to talk aloud or for information.

Here are some useful questions or comments: What are you thinking? What do you think about that? Describe the steps you're doing here. What's going on here? What do you think will happen next? Is that what you expected to happen? Can you show me how you would do that?

Based on the observation while I interviewed Kari, I had some followed-up questions that were related to his interaction with the low fidelity prototype.

The overall response from Kari, was the calmness and easy approach he had towards the low fidelity prototype. Perhaps he was a bit confused at the beginning because he was just looking at a sheet of paper instead of an actual webstore. After explaining once more the purpose is to find and correct situations before developing the actual webstore. Then he turned more responsive towards the rest of questions about the basic design of the webstore and what are his thoughts about it. In general, he looked satisfied to find most of his already known interests in the form of pages. But also, quite receptive to the calendar presence and how it is an extensive compared to the calendar only website. As a reaction he had a bit of a surprise to

find an account with the possibility of a Wishlist, and the potential wish of having a personal calendar tracker.

Concurrent thinking aloud and probing, the participant talks while they do tasks and look at the interface. The facilitator asks questions as they come up, while the participant is doing tasks. Con-current probing interferes with metrics such as time on task and accuracy, as you might distract users. However, it also takes less test time and can deliver more accurate insights, as participants do not have to remember their thoughts and feelings; these are shared as they happen. Ritter & Winterbottom (2017)

4.5 Final Prototype

Design is not just about making things look nice but also easy to follow, to navigate, to understand.

Google provides a list of design guidelines

- Functionality is where things function at its basic level and for a website should be buttons and links working when clicked, navigation must be responsive in different screen sizes and browsers, and the processing speed must be acceptable.
- Responsive means when you see a website giving feedback to the users and the actions made to it, for example. The buttons react when clicked, adaptation to different screen sizes, downloading showing percentage done.
- Ergonomics is a result of how devices can be designing to match our physical or psychological abilities, for online websites include the option to widgets or animated objects, compatibility to text to speak, special info, or extra functions.
- Convenient is when having multiple objects within an interface and allows the user and shop-ping experience to become easier and faster. A bad example is when a pop-up emerges and won't leave unless you subscribe (need picture)
- Visibility needs to be available to find, it won't be blocked from some other screen, not recognized in plain sight, doesn't exist.
- Easy to understand, where a text needs to be clear and concise taking in consideration all ages and literacy levels. As well as utilizing universal icons that are consistent and easy to recognize.
- Consistency where the icons are easy to recognize in what other companies or products are using. For example: the save icon, the shopping cart, the envelope for mail.

Taking the context of user experience in design, prototyping it's the hands-on side of creating and testing the functionality of an application. The prototypes are lower fidelity where it can be made in a piece of paper, a whiteboard or higher fidelity prototypes made with Power-Point, Visio, HTML or other tools. Unger and Chandler (2009)

The prototyping stage is iterative, as these are created to validate ideas or identify issues with the user experience. Once the feedback has been gathered, modifications to the prototype can be done and continue to test for additional feedback. Or in some cases will prove to be successful based on the requirements to be moved forward in the developmental cycle. Unger and Chandler (2009)

In the prototype stage the whole application doesn't need to be in the testing. But it could be just a representative sample of the system. Unger and Chandler (2009).

Based on the feedback the interviewees gave this is the final prototype as in the Figure 9.

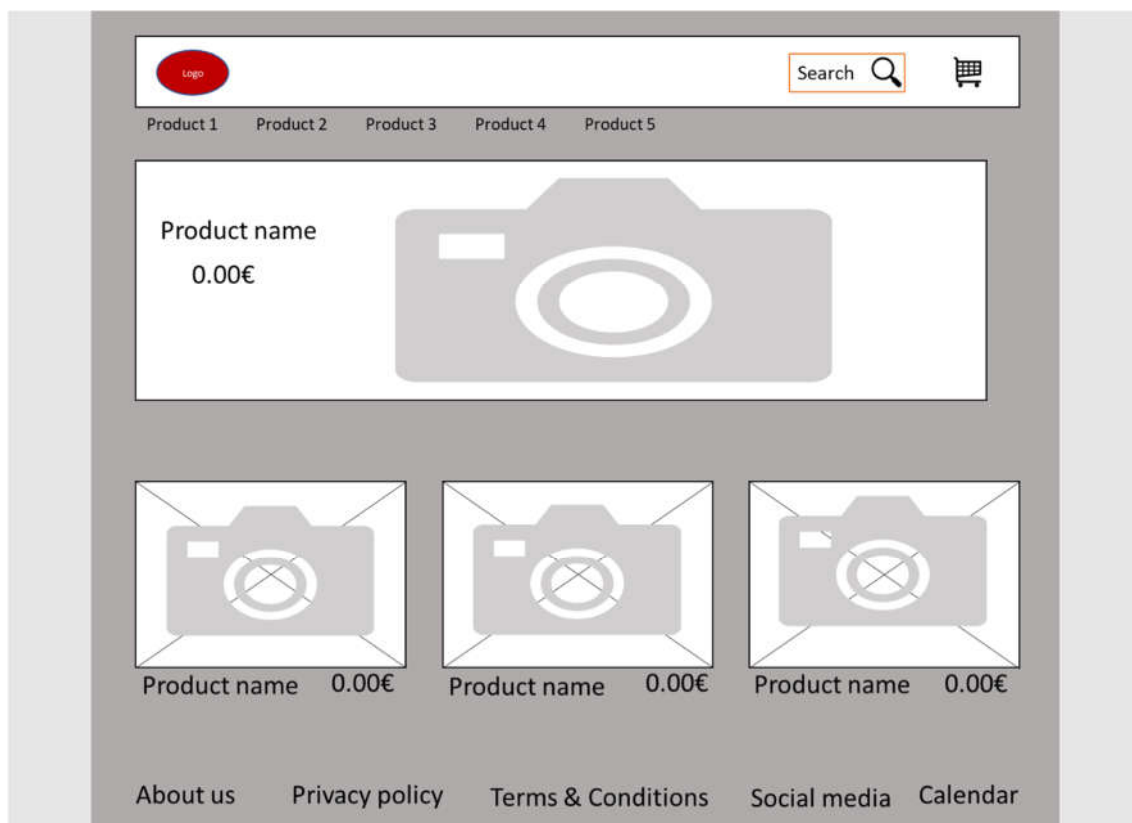


Figure 13 Final prototype design homepage

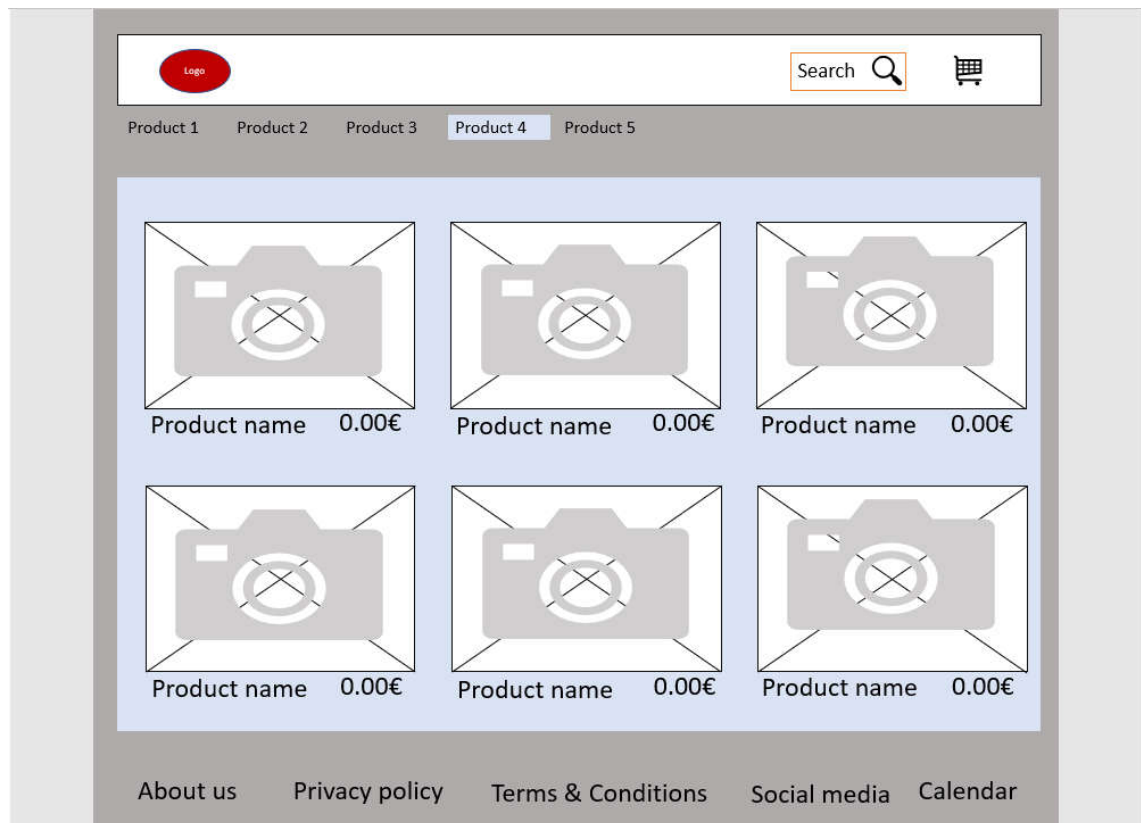


Figure 14 Final prototype catalogue

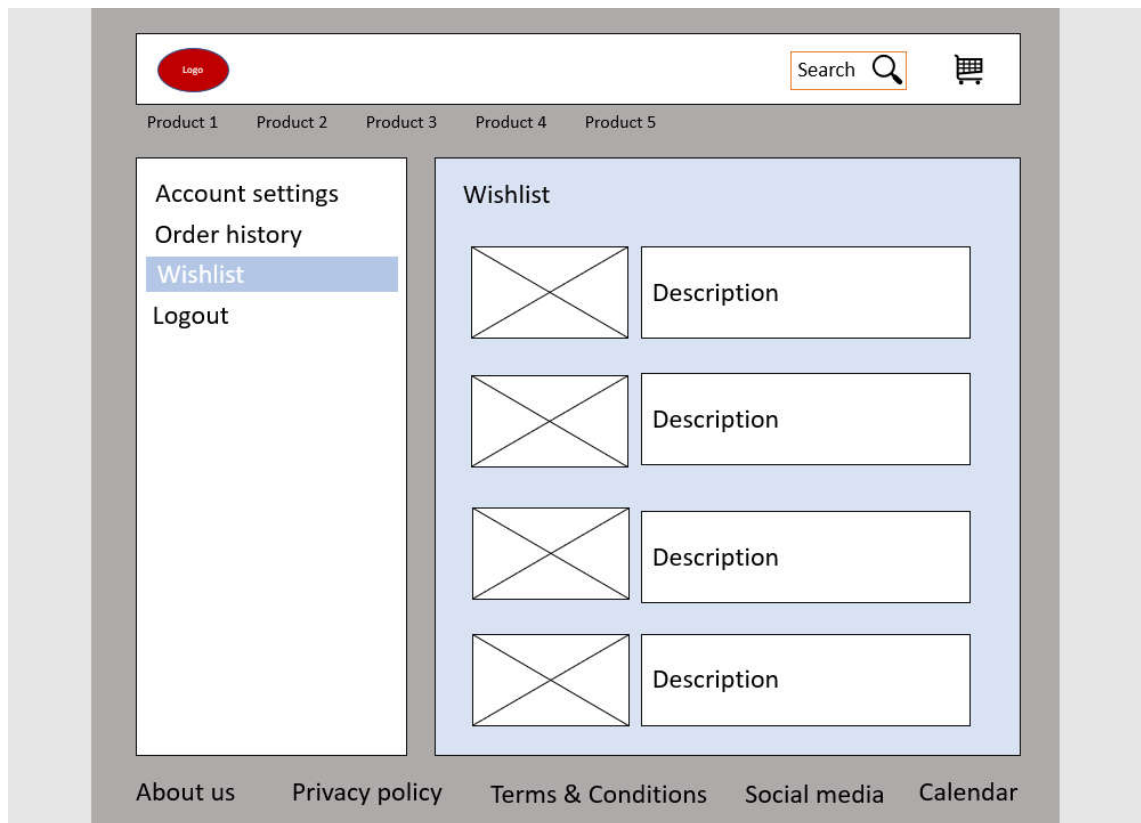


Figure 15 Final prototype wishlist

5 Shopify

Shopify is a company that focus on services for e-commerce, a platform for small business to incorporate the use of a webstore catalogue. As in 2018 Garrity wrote that Shopify hosts more than 377,000 active online stores. Shopify is a software as a service or SaaS tool, which means you don't necessarily own it but lease it with monthly payments. The benefit of using Shopify is that allows the person interested in creating a webstore to access a wide range of tools into a simplified service. (Singleton 2019)

According to the review from Singleton (2019) Shopify strongest suit is a large user base, with characteristics as gift cards, staff accounts, and real time shipping tracking, integration to PayPal, SEO functionality and CMS functionality. Garrity (2018) reported that Shopify has the accessibility to allow merchants to design, develop, market and sell any type of products or goods globally.

5.1 Shopify templates

Default template for the Shopify

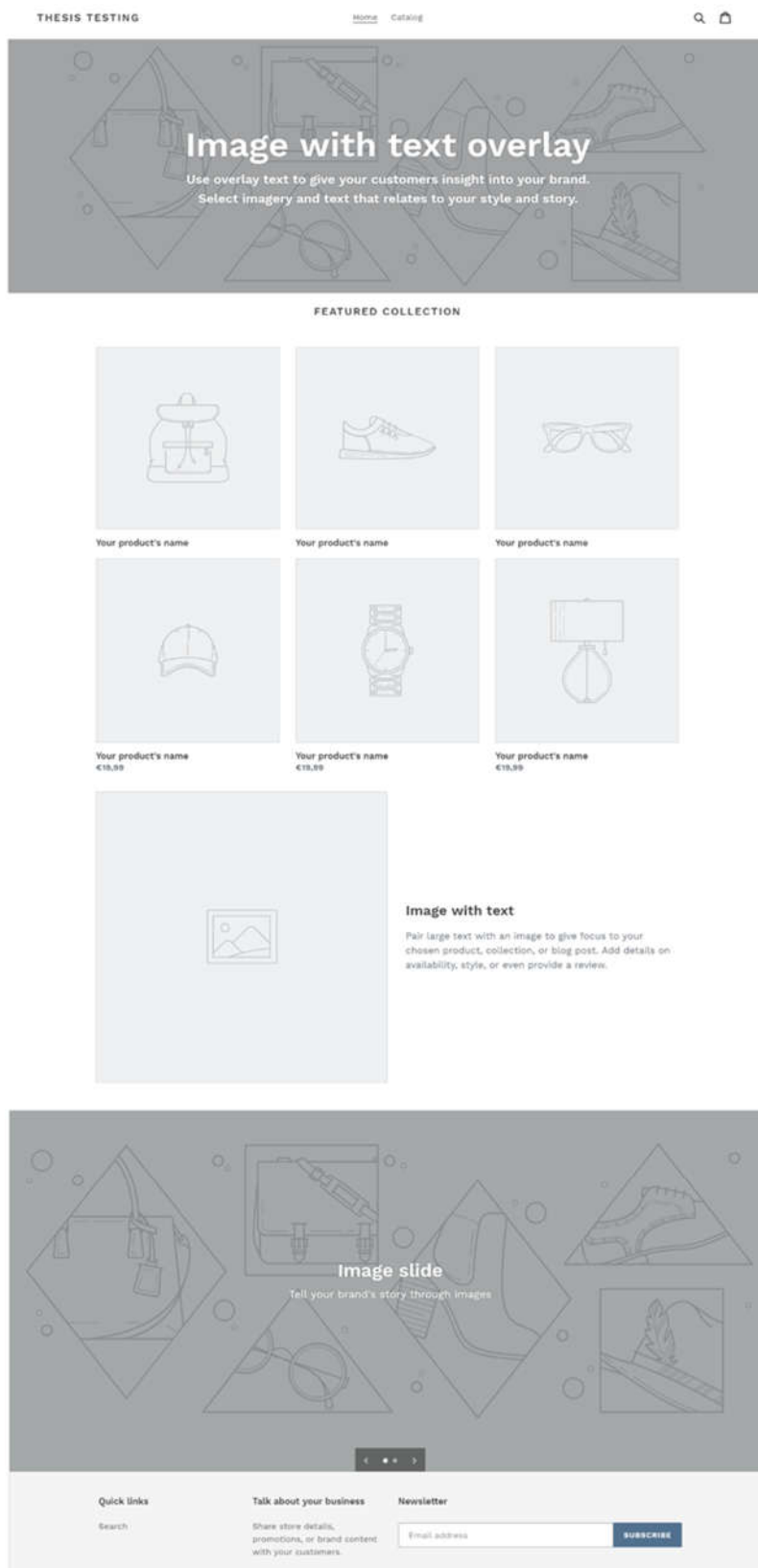


Figure 16 Example of template

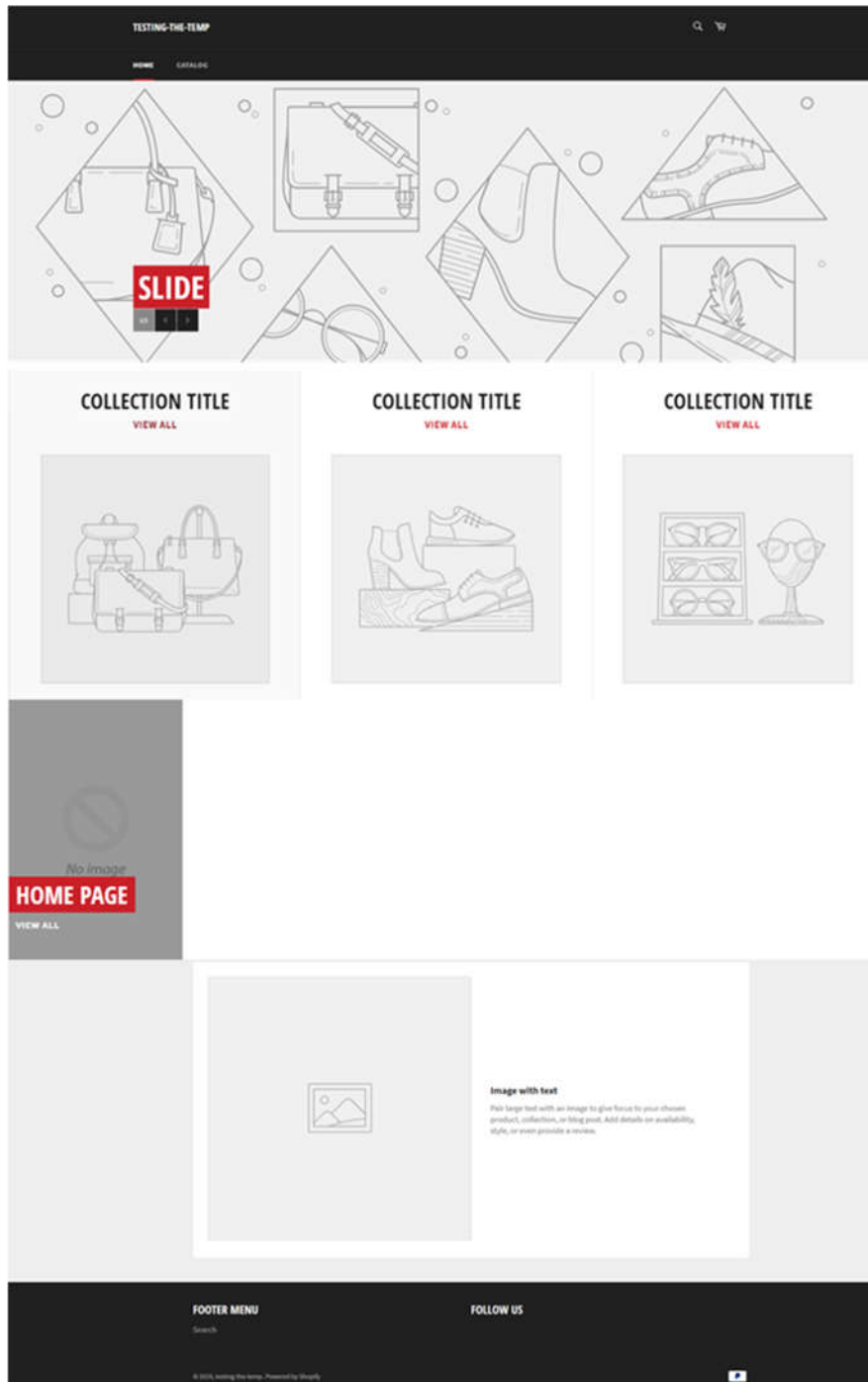


Figure 17 Example of template

5.2 Best adaptation of the final prototype into Shopify

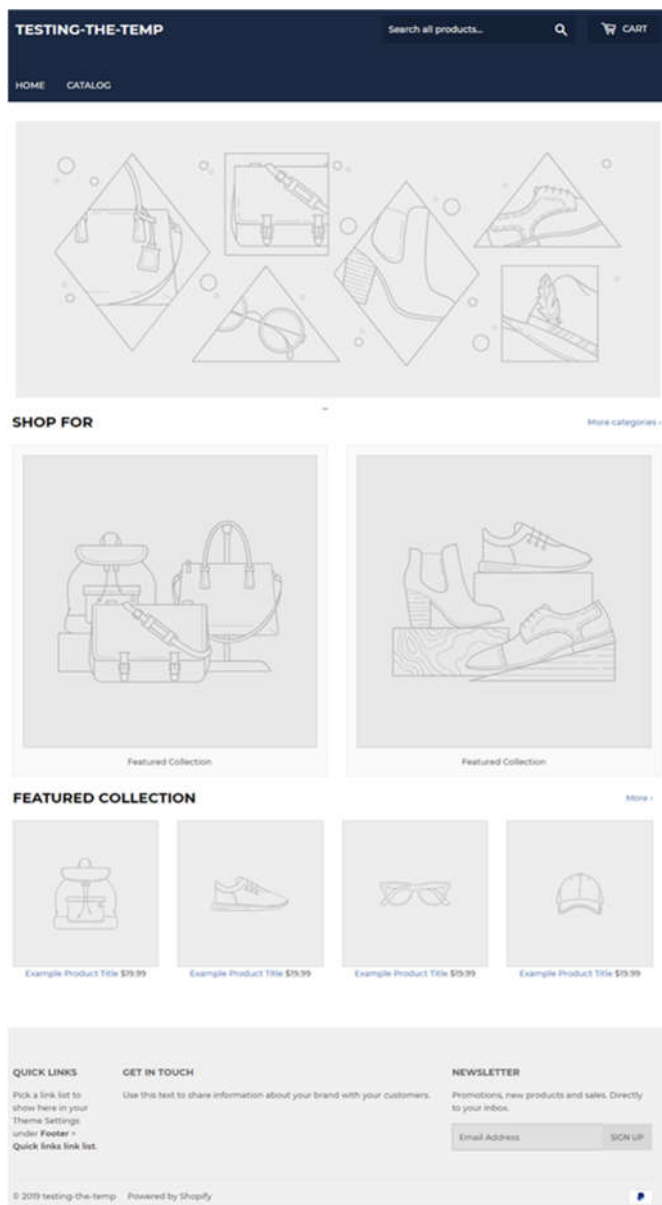


Figure 18 Final design

6 Recommendations

Where the current marketing strategy of Oh my game being the word of mouth in the small community and this type of strategy is the oldest and most important exchange between people. Even though it is effective it can also have its limitations with the lack of information

about the brand, the specific content of communication between customers, doesn't consider the negative or positive communication between customer either can be all positive or all negative. (Ismagilova et al. 2017).

Ionos.com provides basic information on how a website performs overall and provides with information on what could be improved. The following Figure 13 shows the overall score for the ohmygame.fi website.

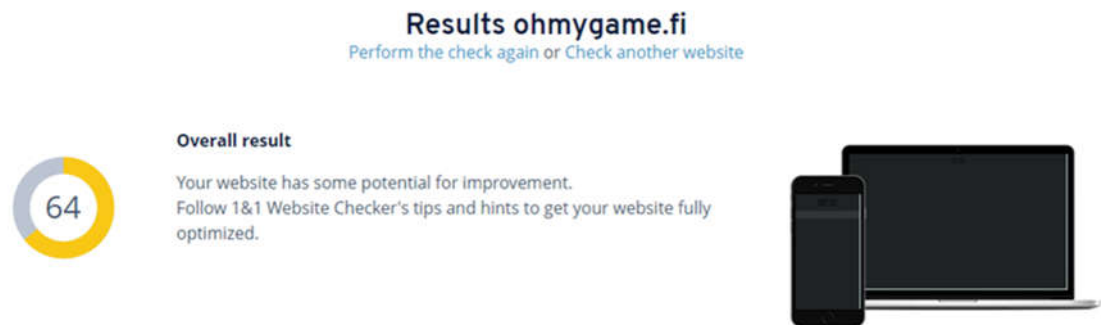


Figure 19 IONOS rating to the ohmygame.fi website.

The actions required based on the results are:

- Create a sitemap
- Create a page description
- Enhance page title
- Create more page content
- Set up a twitter profile
- The security of the ohmygame.fi is highly secure with SSL encryption which keeps the customers information secure.

A sitemap was preconceived for the future usage of the Oh my game and it is as follow in Figure 14.

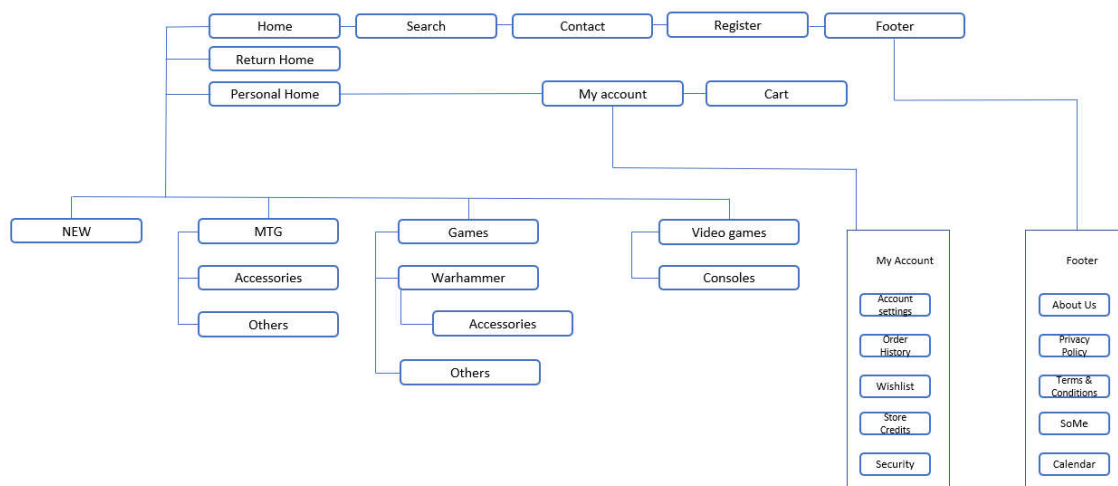


Figure 20 Sitemap created for Oh my game Oy

Unger and Chandler (2009) define site map as a visual aid to display pages of a website. The simplest form of a site map should fit in a single sheet of paper and resembling an organizational chart. This helps to identify pages, views, states, and instances of the items displayed.

This is mostly used for teammates and clients and to show how the content will be organized in the website. By providing an overview of the navigation, and in most cases display the connection the pages can have.

7 Conclusion

Consumers sometimes can get over-saturated with options if given the choice to provide opinions. Hence it is important to have a clear view on what an organization, service or product wants to know based on their research. And as the website requirements by the usability.gov (2019) mentioned in their post to have a clear requirement of what your website will convey even a one-sentence description as long as is specific, complete, consistent and able to be verified during testing phase can lead to best practice in an iterative process.

Where usability can create webstores with the characteristics of functionality, responsiveness, ergonomics and consistency, (Reiss 2012). These steps taken in consideration to make a website are just on how usable and easy can be navigated, where it can help people with special needs, the user experience approach narrows down to who is your customer, and what are their special requirements for your own company in specific.

But let us not forget that this process requires revisiting over the course of time, to keep consistency with the user experience any company is willing to provide to their users. After the

design guidelines have been followed through, the time will come for companies, organizations and even personal webstores will have to take a deep look into what are the end users asking from you as an engaged service provider.

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Appendices

Appendix 1: First appendix.....444

Appendix 1: First appendix

How easy it is for you to navigate through the website?

1 2 3 4 5 6 7 8 9 10

Not at all Easiest

How about the registration process?

1 2 3 4 5 6 7 8 9 10

Not at all Easiest

How easy is it to register an event?

1 2 3 4 5 6 7 8 9 10

Not at all Easiest

Would you like more games included in the events?

Yes

No

Maybe

What games would you like to add to the events?

What would you like to have in the website?

More events

Items to purchase

Tournament's winners list

Other

What is your favourite part of the website?

What is your least favourite part of the website?

How can we improve it?

Any other suggestions.

Why do you keep coming back to Oh My Game?

How would you rate the service?

1 2 3 4 5 6 7 8 9 10

Not at all Easiest

When you visit the shop, do you find what you're looking for?

Yes, and this is great!

Yes, but I would like more options.

No, but I always come back later.

No, but then I pre-order something.

Not really.

What are your favourite products?

Magic the gathering

Warhammer

Board games

Video games

Retro games

Other

Something else you would like to see.

More tournaments

More promotions

More new games

More group activities

More Coffee!

This is great, keep doing your thing!

What is your favourite Oh My Game?

The Facebook pages.

The closed Facebook groups.

Instagram.

#Supipussit

Age