



UsabilityNorth



Case Study Website Usability Evaluation

Client Club Wembley



“We aim to assist our clients grow their sales through the development of new and improved products.”

Professor Janet Finlay, Usability North, Leeds Metropolitan University.

Synopsis

With the aim of maximising sales of executive hospitality facilities and seats, Club Wembley was looking to review its existing website.

Usability North, a consultancy initiative based at Leeds Metropolitan University was contracted to provide a usability evaluation of the existing website, plus recommendations for future improvements that would improve ease of use and ensure Disability Discrimination Act (DDA) compliance.

A number of tasks were identified, which were completed by a sample group of thirty volunteers. Using eye tracking software, usability questionnaires and expert review, a full evaluation of the existing website was undertaken. Based on the information collated, a report detailing recommended changes to the website was presented to Club Wembley. Improvements have since been implemented by the Club Wembley web design team.

The Issue

Club Wembley is responsible for the sale of hospitality packages and executive seats at the new Wembley Stadium. With the Stadium nearing completion, Club Wembley was looking to maximise revenue from its online sales of hospitality facilities and executive seats.

As the existing website had simply evolved over time, Club Wembley recognised that to achieve its objectives the site required a full review to make sure that it was easy for visitors to use and conduct transactions. It was also important to ensure that the new website was accessible and complied with current DDA legislation.

With no available usability data relating to the site, the web designers charged with revising the site turned to Usability North at Leeds Metropolitan University for a full evaluation.



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The Project

Working in partnership with the client, experts from Usability North designed a series of online tasks, based on actions and information searches most likely to be undertaken by visitors to the website.

Thirty individuals, recruited by Usability North to take part in the study, were asked to complete the set tasks. Sophisticated eye tracking software was used to monitor the participants' eye movement and actions, capturing data for analysis. As no bulky headsets were involved, the test was conducted in as natural environment as possible.

To provide a more detailed picture, this quantitative data was complemented by qualitative information. This involved an expert review, whereby members of the Usability North team observed and recorded the participants' progress, and a usability questionnaire that all participants were asked to complete.

Preparation

During initial meetings with the client, four tasks were identified as being representative of the actions a visitor to the website would make:

- Apply for corporate seats on behalf of a client company
- Find out how to get to Wembley Stadium by train
- Find out about the new facilities at Wembley Stadium
- Find out what conference facilities are at Wembley Stadium

Before the project could start, it was necessary to turn these tasks into executable procedures by removing all ambiguity. That is, the tasks had to be clearly worded to avoid confusion, the existing Club Wembley website had to be carefully checked to ensure that there was only one way of completing the task and that the site would respond as expected.

A trial run was conducted by Usability North's personnel, to ensure that the tasks could be completed fully, the eye tracking software could capture the necessary information and that there were no glitches with the system.

Results

A comprehensive report, detailing the results of the usability evaluation, with recommended actions to enhance the site's usability and ensure its compliance with DDA legislation, was presented to Club Wembley and its web design team.

Although some of the recommendations were immediately obvious from studying the participants, the eye tracking software identified more subtle problems encountered by the users. For example, in places the 'go' button to access further information was located before the description statement, which caused a problem as users expected this link to come afterwards.

Many of the recommendations made by the Usability North team, including a redesigned enquiry form and review of menu names, have now been implemented by the Club Wembley web design team.

Benefits

Usability North offers clients:

- Leading experts in the field of usability evaluation
- Low cost access to state-of-the-art technology and facilities
- Potential to increase customer profitability through improved return on investment (ROI)
- Potential for increased sales through improved products
- Bespoke projects – customer focussed approach designed to achieve the client's objectives
- Legislative compliance
- World-class service



“We aim to provide partners with low cost access to state of the art technology and facilities which may prove difficult to acquire inhouse.”

Dr Tony Renshaw, Usability North,
Leeds Metropolitan University.

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