Rick Owens: Evaluation and Redesign

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1.0 Introduction

1.1 Brand Overview

Rick Owens is a designer fashion label launched in California in 1994 by an American born designer, Richard Saturnino Owens. The brand is known for abstract designs that symbolise Avant-grand styles. (*Rick Owens: What to Know About the Designer & Brand | Grailed*) Richard was referred as 'Lord of darkness 'because of gothic influence and extreme usage of black in his designs. (*Rick Owens - Wikipedia*)

Figure 1.1 Rick Owens website, New arrivals. , Image Source : https://www.rickowens.eu/en/GB

1.2 Website

Rick Owens website has a very distinctive appearance, The website opens to a video advertising the new arrivals. (See figure 1.1) The is difficult to figure out the location of navigation bar due to its unusual placement on the bottom.

The homepage has a monochromatic look, with hints of bright colours. on top and left. The category page shows a variety of products, all named the same. The product page shows large images of the product, and the placement is very abrupt. However, to identify specific problem areas we will run various usability and accessibility test.

2.0 Identifying User tasks

2.1 Top Tasks

A survey was conducted within the class to identify the top tasks. As shown in figure 1.2, it was identified that image quality, search, delivery, sizing information, checkout, filtering, shopping cart and customer reviews were the most important aspects while online shopping with 54% of total votes.

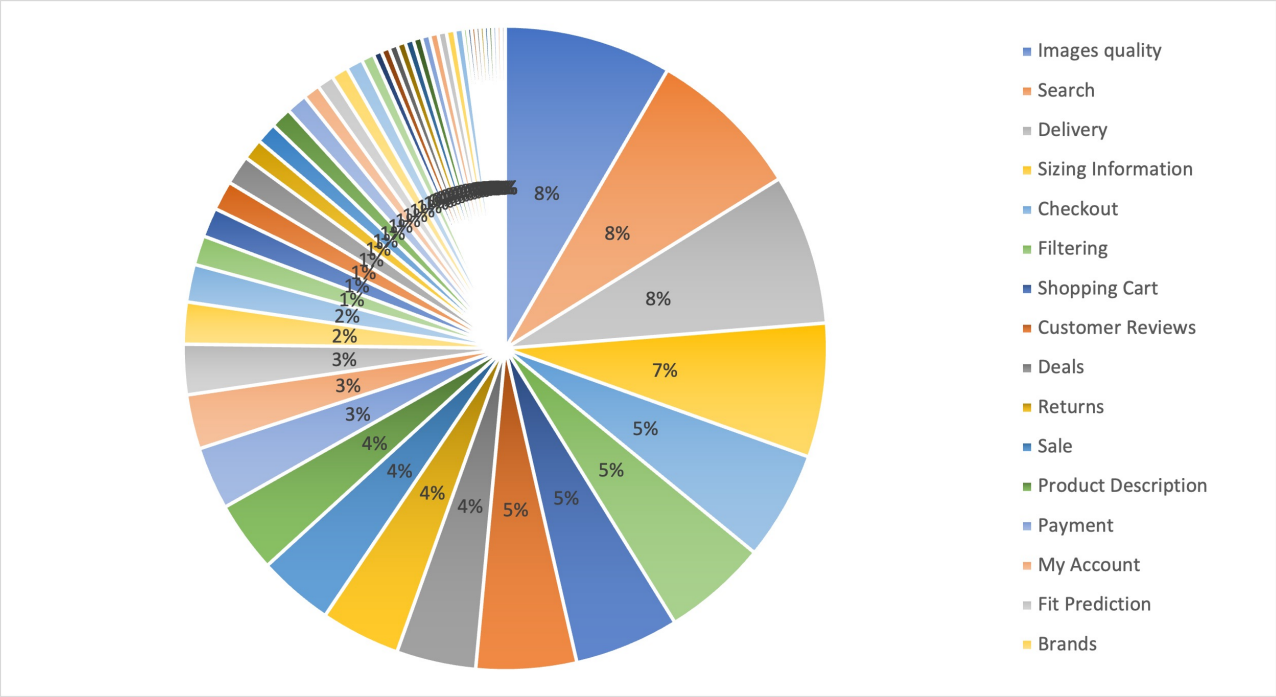

Figure 1.2. Survey results - top tasks.

User Task	Web Pages
Item delivery	https://www.rickowens.eu/en/GB/cart https://www.rickowens.eu/en/US/info/terms-of-use
Images	https://www.rickowens.eu/en/GB/women/section/all
Customer Reviews	N/A
Sizing Information	https://www.rickowens.eu/en/GB/women/products/rp02a7708lp-09
Product Descriptions	https://www.rickowens.eu/en/GB/women/products/rp02a7708lp-09
Product Returns	https://www.rickowens.eu/en/US/info/terms-of-use
Filtering	https://www.rickowens.eu/en/GB/section/shoes#product-filters
Search	https://www.rickowens.eu/en/US/search?utf8=%E2%9C%93&q=

Table 1.1 User tasks and the web pages relating to the tasks.

The following web pages were identified as most important. (Figure 1.3 - 1.8)

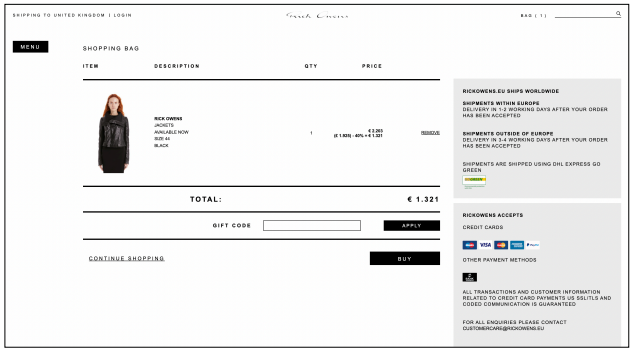

Figure 1.3 Checkout page.

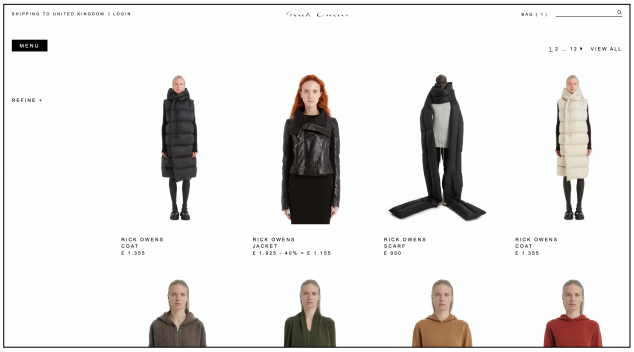

Figure 1.4 Product category page.

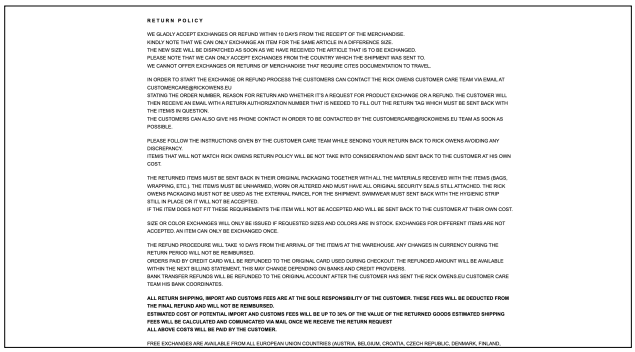

Figure 1.5 Terms of use page.

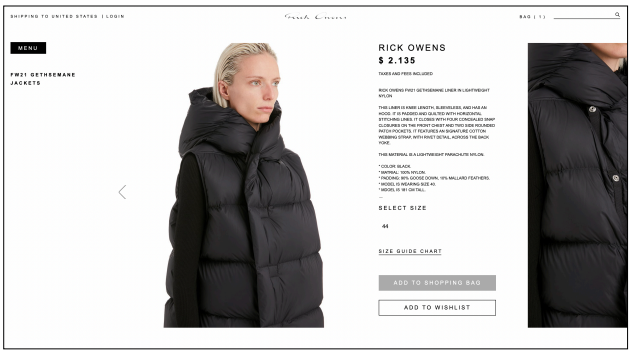

Figure 1.6 Product description page

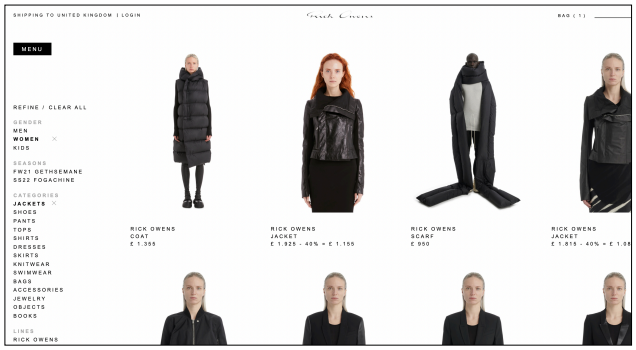

Figure 1.7 Refine option

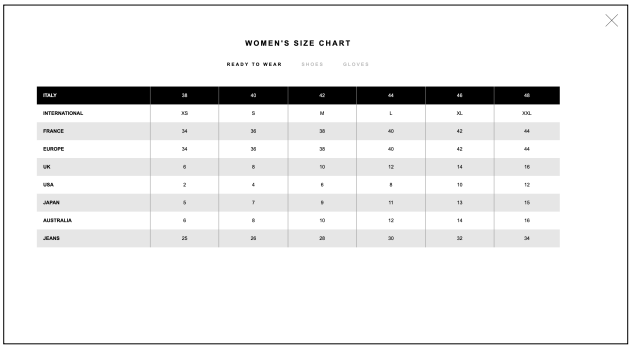

Figure 1.8 Sizing information

2.2 User Scenarios

The following user testing tasks were used to evaluate usability and accessibility:

1. You are on Rick Owens homepage, find a jacket (or any garment) you would like to wear. Select a garment using filters.
2. You are on Product page, check for sizing information and find the size that fits you and add it to bag.
3. You are on shopping basket page, check for the fastest delivery and delivery fee. Once you find the details, inform the researcher.

3.0 Accessibility Analysis

3.1 Introduction

WCAG 2.1 are the suggested guidelines that make web pages accessible to a wider audience. They ensure that the content is accessible to people with disabilities as well. (*Web Content Accessibility Guidelines (WCAG) 2.1, no date*) To identify the accessibility issues, an evaluation was conducted.

3.2 Sampling and Settings

The study was conducted in a group of six students in the classroom. All students have adequate knowledge to run this test.

3.3 Data Collection

Pages related to the top tasks were evaluated against the WCAG 2.1 guidelines level A. Wave software and contrast checker were used to evaluate level AA and level AAA. All participants individually went through the website and discussed the various issues, then combined them.

3.4 Results Level A

Level A results are shown in Table 3.1.

Guidelines	Observations	
	Positive	Negative
PERCEIVABLE		
Non-text content	N/A	Alternative texts are missing on most places.
Audio-only and Video-only	N/A	Alternatives to video only content missing
Video Captions	N/A	N/A
Audio Description	N/A	N/A
Info and Relationships	Navigation breaks up is clear, Organisation is understandable.	Info and checkout(log-in) page doesn't have clear focus
Meaningful Sequence	Sequence is clear.	Headings not appropriate in few places. On category page, all products have the same name
Sensory Characteristics	Table & text contrast is okay.	Font size is small.
Audio Control	N/A	N/A

Use of Colour	Colour contrast is okay	Icons and links don't have appropriate affordance. Usage of bright overlay on product images, making it difficult to understand the product.
OPERABLE		
Keyboard	Website is accessible using keyboard.	N/A
No Keyboard Trap	No trap, works well.	N/A
Timing Adjustable	No time restrictions	N/A
Pause, Stop, Hide	N/A	The homepage videos don't have pause or stop controls.
Three Flashes or Less	N/A	N/A
Bypass Blocks	N/A	N/A
Page Titles	The titles are Clear	N/A
Order Focus	Yes, Works	N/A
Link Purpose	Some icons are clearly labelled	Purpose of some icons is not clear due to lack of labelling. For example, Product details button is a '+' sign which can be easily misinterpreted.
UNDERSTANDABLE		
Language on Page	N/A	No options to changes language or county.
On Focus	Elements change focus	Focus is low contrast
On Input	Placement doesn't change	N/A
Error Identification	Error messages are available	Messages are not clear and accurate
Labels or Instructions	N/A	Inconsistency in labels and instructions
ROBUST		
Parsing	N/A	N/A
Name, Role, Value	N/A	N/A

Table 3.1 Results from Level A accessibility test

3.5 Results Level AA and Level AAA

Using wave accessibility tool, issues relating to level AA and level AAA were identified.

- Very low text contrast was identified, this makes it difficult for a few people to read the text.
- All uppercase text and small text size is a major flaw that was identified throughout the website.

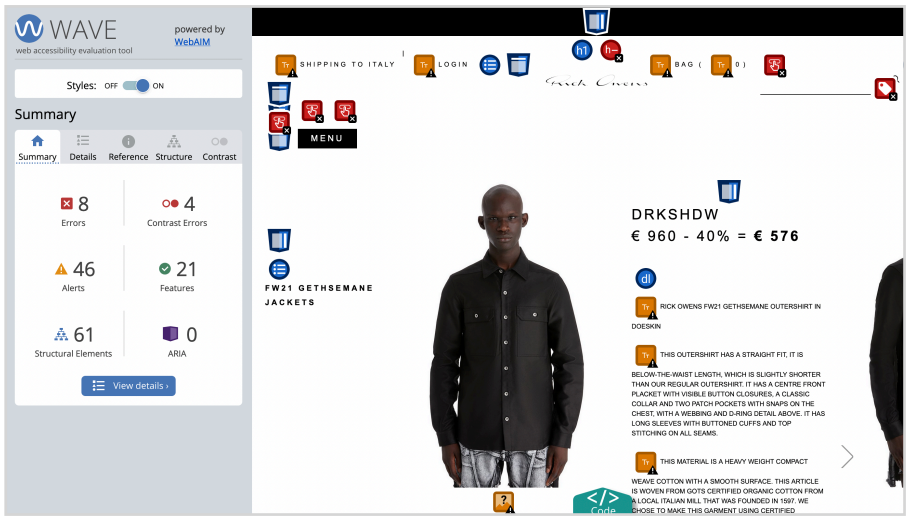

Figure 3.1 Errors identified, product page

Figure 3.2 small text size identified.

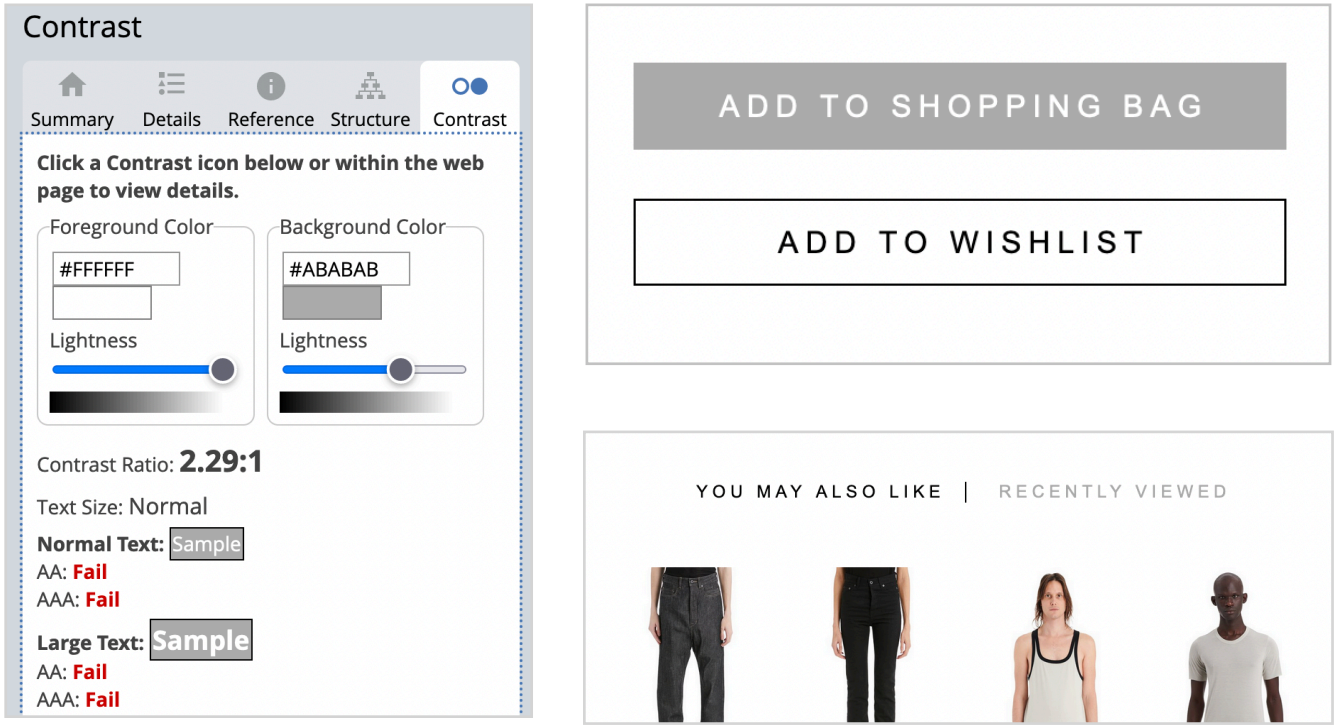

Figure 3.3 Low contrast errors for buttons and headings.

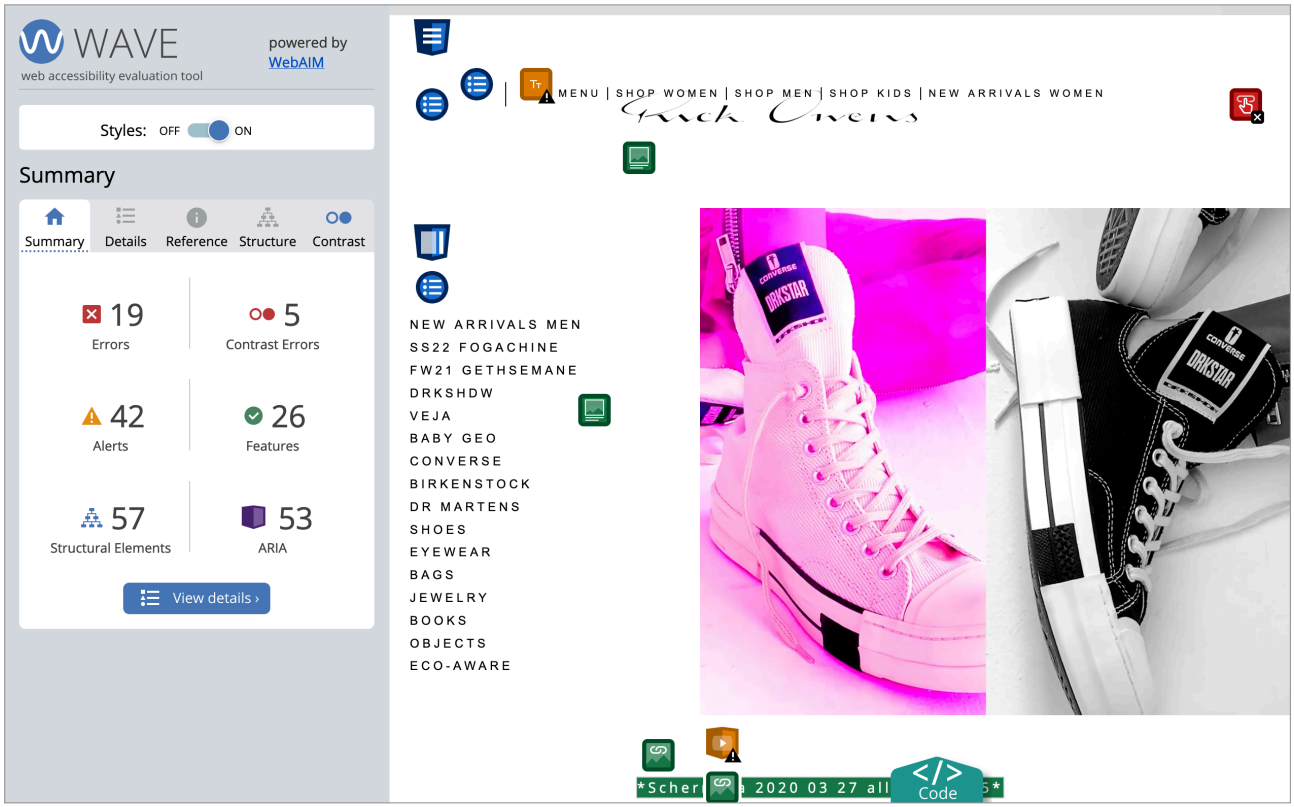

Figure 4.4 Errors identified on homepage.

3.6 Conclusion

Some perceivable design issues identified were that few headings are difficult to understand and can mislead the user. Not having unique product names makes it difficult to remember them. Few smaller issues identified were that the video-only content didn't have any text alternative. Even though the text colour contrast is okay, the font size is small and uppercase text makes it difficult to read.

Even though the website was operable using keyboard, few problems were identified in other operable design aspects. It was observed that few icons lacked labelling, this can lead to wastage of effort and time of the user. Another important observation was that the video didn't have any pause/stop controls.

Major problems were identified in understandable design aspects. There are clear flaws in labelling and instructions. Even though error messages are show, they are not readable and lack focus. Similarly, elements change focus on hover but the focus is low and can be missed easily.

4.0 Performance Analysis

4.1 Introduction

Performance evaluation helps in identifying issues that impact the efficiency of the user by providing quantitative data. To determine the need to redesign the Rick Owens website, performance evaluation was conducted in comparison to Gucci. The test focused on three tasks, and measured using four basic metrics -

1. Task time
2. Task success
3. Errors
4. Lostness

4.2 Sampling and Setting

Due to time constraints and limited resources convenience sampling method was used to select participants, UX design students were recruited.

4.3 Data Collection

The data was collected in-person, where the researched observed and took notes on various metrics while the participant performed the given tasks. Participants were asked to perform same tasks on both websites.

4.4 Data Analysis

The Kolmogorov-Smirnov test had non-significant value, but due to small sample size (n=16) non-parametric statistics were used in test. Dependant medians Wilcoxon Signed Rank test was used as the same participants used both the websites. Online statistics calculator was used for calculating Wilcoxon Signed Ranks test.

4.5 Results

Even though three individual tasks were performed for each website, all tasks were analysed together to get a broad perspective.

4.5.1 Task Time

The Wilcoxon Signed Rank test revealed a statistically non-significant difference in task time between Rick Owens (Md = 176) and Gucci (Md = 162), z = -1.36, p = 0.17, With a small effect size (r= -0.24) and Mean difference is 34.
See Figure 4.1

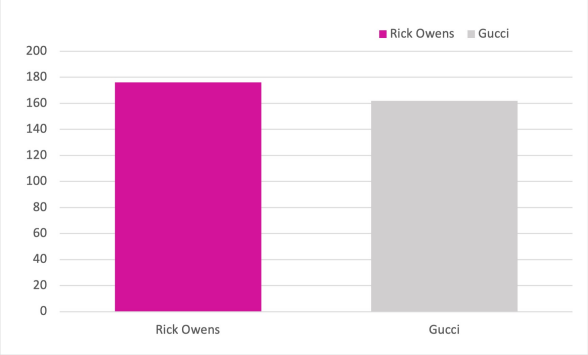

Figure 4.1 Median Time taken to complete tasks (in seconds)

4.5.2 Task Completion

The Wilcoxon Signed Rank test revealed a statistically significant difference in task completion between Rick Owens (Md = 83.3) and Gucci (Md = 100), z = -2.20 at p < 0.5 with a small effect size (r = -0.39) and Mean difference is -44.53. The value of p cannot be determined as it is very low.
See Figure 4.2

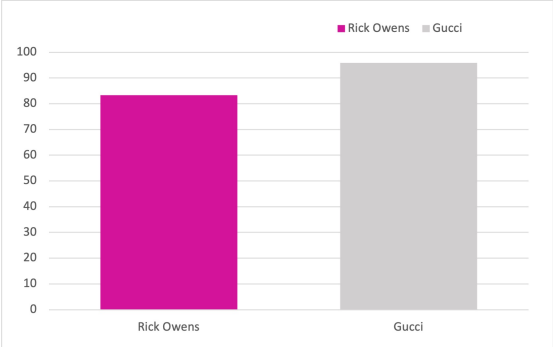

Figure 4.2 Time Completion success

4.5.3 Errors Made

The Wilcoxon Signed Rank test revealed a statistically non-significant difference in task completion between Rick Owens (Md = 2) and Gucci (Md = 1), z = -1.60 at p < 0.5 with a small effect size (r = -0.28) and Mean difference is 1.44. The value of p cannot be calculated accurately.
See Figure 4.3

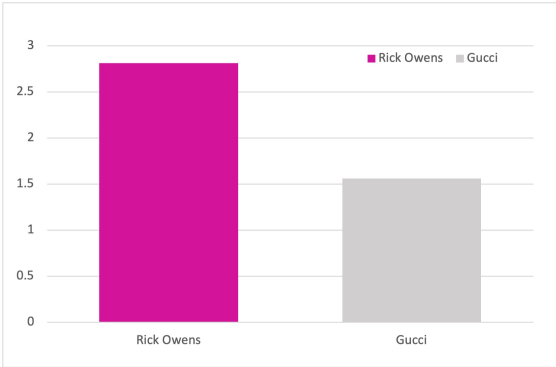

Figure 4.3 Average errors made graph

4.5.4 Lostness

The Wilcoxon Signed Rank test revealed a statistically non-significant difference in task completion between Rick Owens (Md = 0.23) and Gucci (Md =0.22), z = -0.51, p = 0.61 at with a small effect size (r = -0.09) and Mean difference is -0.01.
See Figure 4.4

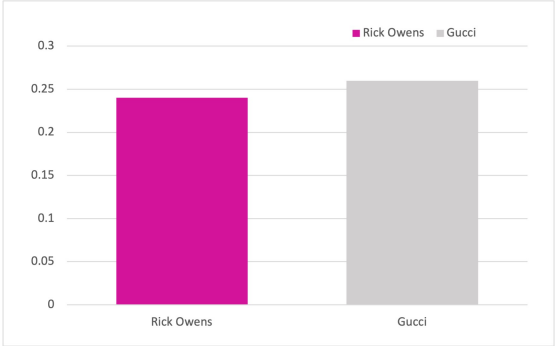

Figure 4.4 Average lostness graph

4.6 Conclusion

The results showed that there was a significant difference in task completion but there was no significant difference in task time, errors made and lostness, with an overall small effect size. This shows that the websites are comparable even though a few participants were unable to complete their tasks on the Rick Owens, showing that the website is inefficient in comparison to Gucci. Suggesting that the Rick Owens website could be redesigned to increasing performance.

5.0 Satisfaction Analysis

5.1 Introduction

For evaluating user satisfaction on Rick Owens website, tests was conducted using two different methods - SUS score (quantitative) and Think Aloud (quantitative). It is essential to study this aspect as it helps in understanding what the user's emotions, to determine whether they would like to use the website again.

5.2 Sampling and Settings

'Think Aloud' exercise was conducted with 4 students via Microsoft teams (Microsoft, 2021). An online survey was conducted with 78 students to evaluate the SUS score of Rick Owens website against the Gucci website. A large sample size (n=78) was used in quantitative data analysis, whereas qualitative analysis was done using a small sample size (n=4).

5.3 Data Collection

Think Aloud: The four participants were given microphones to record the audio while they perform the given tasks on the Rick Owens website, They were asked to speak out and express their emotions during the tasks. The recorded sessions were transcribed for further analysis.

SUS score: All participants were asked to visit the websites and fill an online survey. They were asked to rate various aspects that determine the satisfaction on a scale of 5. (5 -'highly satisfied' and 0 - 'disappointed')

5.4 Data Analysis

Think Aloud: Thematic analysis was used to identify various themes relating to what the participants are feeling, thinking, and doing. These themes were rated based on the frequency to identify most important ones. Few themes with lesser frequency were removed as they have low importance.

SUS score: The average SUS score and individual scores of Rick Owens were compared to Gucci. The results from Kolmogorov-Smirnov test showed that data distribution was non-significant, so parametric statistics were chosen. Two-tailed version dependent t-test was conducted as the same users performed and rated both the websites.

5.5 Results: Think Aloud

Table 5.1 shows the thematic analysis.

Themes	Code	Frequency
Thinking		
Difficulty in finding content	T1	11
Missing information	T2	10
Assuming content	T3	9
Unnecessary information	T4	8
Inappropriate headings and icons	T5	7
Easy to understand content	T6	3
Doing		
Finding product details	D1	11
Finding and filtering the product	D2	10
Finding delivery and return policy	D3	10
Finding sizing information	D4	9
Clicking on buttons	D5	5
Going back	D6	4
Feeling		
Confused	F1	12
Unsure	F2	13
Annoyed	F3	7
Happy	F4	6
Surprised	F5	5
Disappointed	F6	4
Relieved	F7	3

Table 5.1 Code table showing frequency of thinking, doing, and feeling.

5.6 Results: SUS Score

The dependent t-test revealed a significant difference in SUS scores of Rick Owens (M = 46.7, SD = 17.98) and Gucci (M= 74.2, SD = 13.53), t = 13.4) p < 0.00001. The mean difference = 27.47 with large effect size. (r= 0.69).
(Figure 5.2 shows significant difference in average SUS scores)

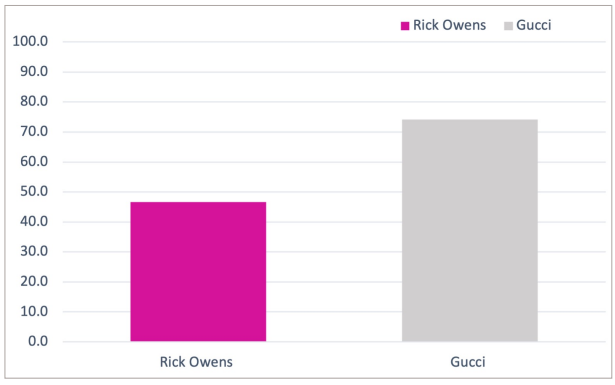

Figure 5.2

5.7 Individual Score Comparison

Figure 5.3 shows comparison of individual scores. The results show the Rick Owens website scored higher points in negative aspects such as, unnecessary complexity, difficulty to use, inconsistency and low confidence whereas the Gucci website scored higher points in positive aspects such as well integrated, confident usage, easy to use and quick to learn.

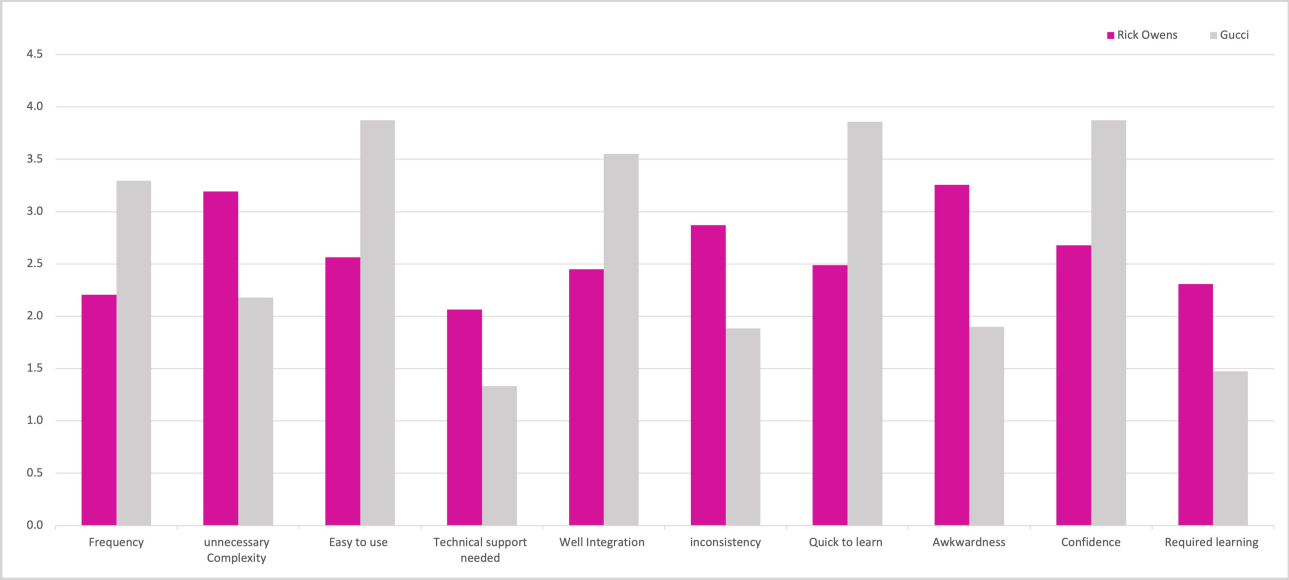

Figure 5.3 individual score comparison

5.8 Conclusion

Think aloud test suggested that there was difficulty in finding content and the content was missing while operating the Rick Owens website. The participants spent a large amount of time in finding the product details, delivery, and sizing information, this shows inefficiency. There were negative emotions such as confusion, uncertainty, and disappointment, indicating low user satisfaction.

The average SUS score of Rick Owens website is below 50%, this score is not acceptable. However, Gucci website got an SUS score of just above 50%, which is acceptable. Individually, Gucci scored better in all aspects when compared to the Rick Owens website.

Results from both the tests clearly suggest there was low satisfaction while using the Rick Owens website. Therefore, needs to be redesigned.

6.0 Heuristics Analysis

6.1 Introduction

To identify specific problem areas of the website, a heuristic evaluation was conducted. This test was conducted using a method developed by Nielsen and Molich. (Nielsen Norman Group, 2019). Heuristics helps in identifying usability issues relating to individual elements without the involvement of the user.

6.2 Sampling and Setting

The evaluation was conducted in a group of six members via Microsoft Teams (Microsoft, 2021) using Miro Online Whiteboard (Miro, 2021). The participants conducting the study have basic knowledge of usability and heuristics.

6.3 Data Collection

Everyone individually went through the website and identified both negative and positive aspects. Each participants spent 30 mins to go through all the pages relating to top tasks and simultaneously recorded their observations.

6.4 Data Analysis

From each participant's findings, similar problems were combined. The problems were rated based on importance. Problems with high importance were discussed and suggested design changes were given to improve the efficiency of the website.

6.5 Results

As shown in Table 6.1, The problems were given a coded and rated based on level of importance and severity. (High - H, Medium - M and Low - L).

Heuristic	Positive	Negative
Visibility of system status	Image hovers show available sizes for the products. Button feedback on hover or click is prominent	P1 Cannot see the filters applied & the number of filters applied on the product listing page. **(M)**
		P2 Menus do not indicate users page or category selected **(H)**
Match between system and the real world	Price show clear different delivery options and prices	P3 Some pages are not tiled, or titles are not clear **(M)**
		P4 Shopping categories could be broken down further into item types more like real world shop **(L)**
		P5 Hyperlinks & icons lack the affordance and blend in with the normal text **(H)**

User control and freedom	Removing products form the cart is easy.	P6 After selecting a filter category, the website collapses the filter dropdown. Users must spend more time checking if they have selected the right category or reselect. **(M)**
		P7 Cannot select multiple filters at once. **(M)**
		P8 Users don't have option for going back to the product listing from the product page. **(M)**
Consistency and standards	text styles and headings are consistent with design.	P9 The sizing standards used are not universal **(M)**
		P10 Homepage has different navigation menu UI as compared to the rest of the pages. **(H)**
		P11 The "Add to Wishlist" button error for login should have proximity closer to the CTA. **(L)**
		P12 Product list page, the filters are not visible while scrolling. **(M)**
		P13 there are two navigation bars on the top and left on the homepage **(M)**
Error prevention	Error message is shown that the size needs to be selected when the user clicks add to bag without selecting a size.	P14 When looking at the basket, it allows the removal of items, but does not double check with the user about the action **(L)**
		P15 Product Page When there is only one size available, user would not realise that size needs to be manually selected. And so, affects the adding to basket process **(M)**
		P16 Product titles is very limited and do not really describe the item. Most are the same. **(M)**
Recognition rather than recall	Search is on top navigation, which is very common pattern. Delivery information is upfront and do not require extra steps for user.	P17 Pages are unclearly or not titled making it easy to forget location **(M)**
		P18 Size chart blocks out entire page could be smaller pop-up style **(L)**

Flexibility and efficiency of use	Users can see available sizes on hover over products Users can see the delivery information in the cart.	P19 Terms of use There is no quicker way to check the delivery price except to scroll down a long list **(H)**
		P20 It is not clear where the delivery information is located **(H)**
Aesthetic and minimalist design	Website is minimal and do not use many colours, which showcase the aesthetics of the brand and less distraction for the users.	P21 Too much text in product description and in all-caps, Difficult to read & unnecessary **(M)**
		P22 Data organised on the product page is spread out, making it distracting for the user and increasing the cognitive load **(M)**
Help users recognize, diagnose, and recover from errors	If user click on 'add to wish list' a prompt to login is shown to the users	P23 Product page: After clicking on the “add to basket” button without selecting the size, the text inside the text box changes to “Please select a size”. But the change is not obvious and is likely to be missed **(H)**
Help and documentation		P24 Product Page: The “taxes and fees included” does not have more information provided that can easily be found **(L)**

Table 6.1 Results from heuristic evaluation

6.6 Recommendations

Table 6.2 shows the identified problems categorised into specific problem areas that need to be improved. A few recommendations to improve the efficiency.

Problem with codes	Frequency	Level	Recommendations
(P5, P11, P23) **Affordance: Hyperlinks & icons**	9	High	Improve affodance by highlighting the buttons and icons that are clickable.
(P10, P13) **Navigation bar placement**	7	High	Keep the navigation standard for the whole website (on top preferably)
(P2) **System status indication**	3	High	Clearly highlight which page the user is currently using.

(P19) **Delivery information**	3	High	The estimated delivery time should be given on the product page, as the country and region is already selected.
(P1, P7,P6, P12) **Product Filtering**	11	Medium	Filtering menu can have a fixed position, where user can change and apply multiple filters at once.
(P3, P4, P17) **Headings & Categories**	9	Medium	Clear headings & sub-headings to different categories such as gender, Collaborations, collections etc.
(P14, P15) **Error messages**	6	Medium	Send error messages when required, clearly highlight the error so that the users are not lost and can quickly move on.
(P9, P18) **Sizing information**	4	Medium	Give a universal size chart, such an in inches or centimetres.
(P16, P21, P22) **Product page**	5	Medium	Improve product page layout by highlighting the right elements and reducing unnecessary information. Give each product a unique name so that the users can remember and associate with them easily.
(P8) **Back Option**	2	Medium	Add a back button, so that the user can navigate easily between pages.

Table 6.2 Problems and recommended changes

6.6 Conclusion

Heuristic evaluation revealed several problem areas in the Rick Owens website. Few major problems identified relate to affordance, page layout, navigation, and error messages, they are of high importance and can impact the decision making of the user. Some minor problems included lack of right sizing information and missing back button. There are obvious flaws in product page in terms of layout, filtering & information.

The results state that the website needs a redesign to improve user experience.

7.0 Biometrics Analysis

7.1 Introduction

Biometric evaluation was conducted using eye tracking. Eye tracking helps in gathering meaningful insights that cannot be observed in other tests. It helps in understanding how the user interacts with the website subconsciously. The aim of this evaluation is to identify if the components relating to top tasks are given the right focus.

7.2 Sampling and Setting

The EyeQuant software (EyeQuant – Data Driven Design, no date) was used to generate heat maps of the Rick Owens website. No participants were needed for this test as EyeQuant uses AI to generate the data.

7.3 Data Collection

EyeQuant was used to generate heat maps and identify areas of interest on various page relating to the top tasks.

7.4 Data Analysis

Heatmaps were generated for each page relating to top task and analysed to identify areas of interest. The regions where users looked as soon as they launched the page are highlighted, this can be aligned with the desired outcome of the page to understand the problems that need to be addressed.

7.5 Results: Areas Of Interest

As shown in figure 7.1, The homepage results show that the navigation bars and search icon lack focus. Even though these elements are most essential, they have negative score.

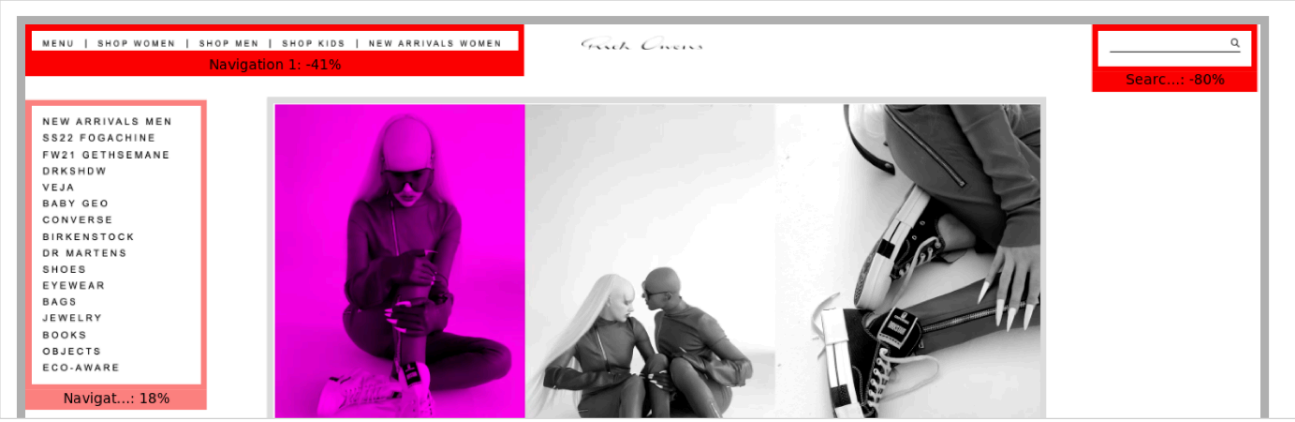

Figure 7.1 Area of interest on homepage.

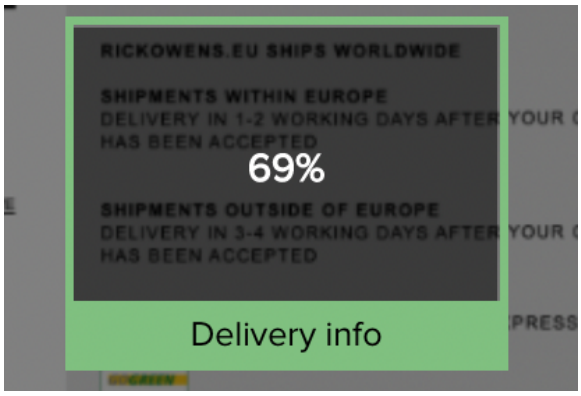

Figure 7.2 Area of interest on shopping cart page

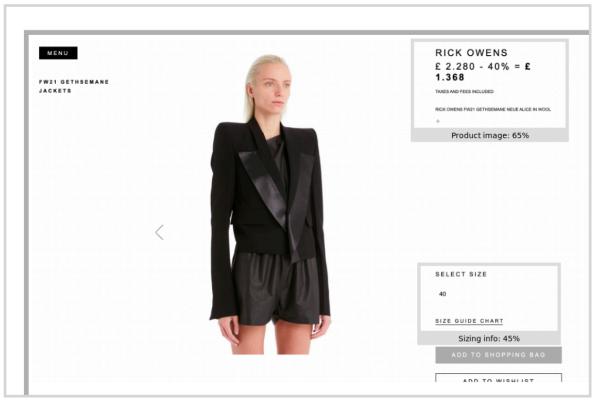

Figure 7.3 Area of interest on product page

Delivery information on the shopping cart page is very clear and evident, with 66% attention (figure 7.2). This is essential as checking fastest delivery is part of top tasks. The two essential elements: sizing information and product details on the product page lack attention (figure 7.3).

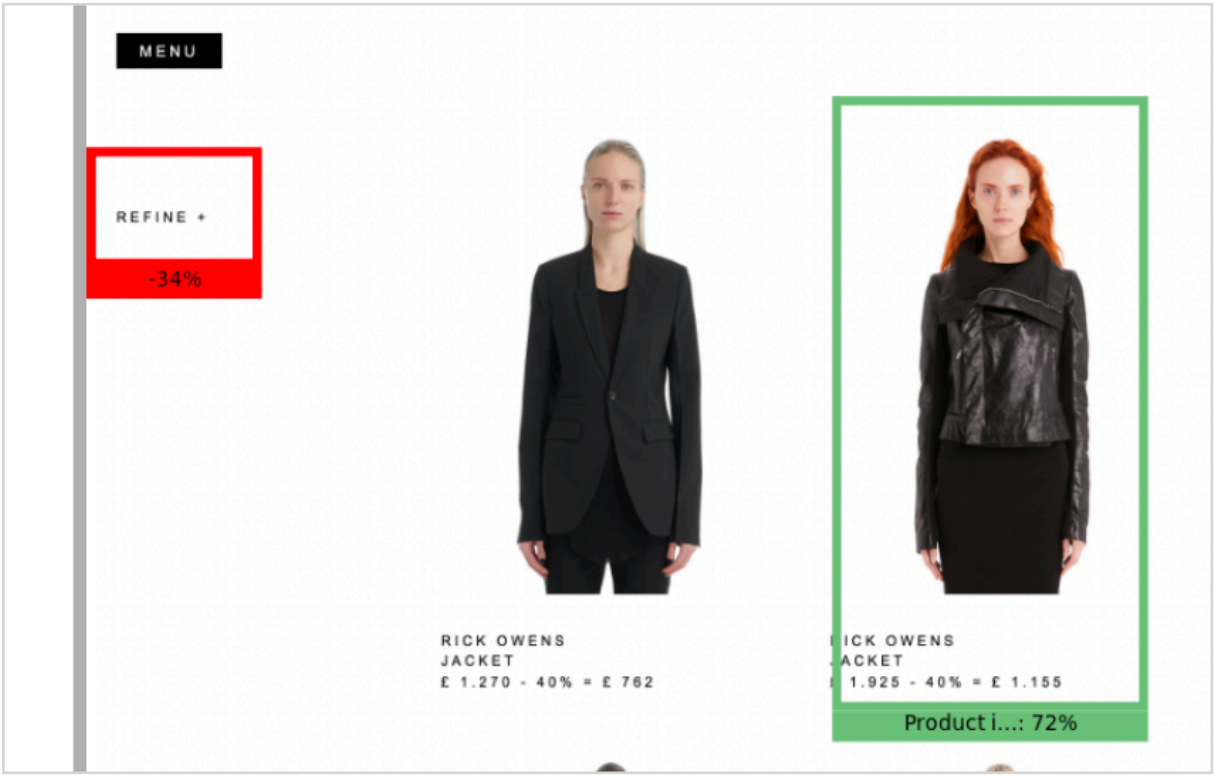

Figure 7.4 Area of interest on category page

On the category page (figure 7.4), the refine option lacks attention. This feature is essential as product filtering improves efficiency of user and saves time.

7.6 Results: Heat maps

Heat maps highlight areas of high attention in red and areas of low attention in blue, helps in determining the distribution of user's attention in reference to desired outcome.

The homepage heat map (figure 7.5) suggests that the attention of most users is drawn towards the images, whereas the navigation and search bar do not receive any attention. This might cause distraction and lead to inefficiency in completing the task. On the category page (see figure 7.6), the focus is on the products which is a positive sign, but the user might find it hard to filter the products as the refine icon lacks attention.

On the product page (figure 7.7), the attention is drawn towards images. Whereas the button to select size or view size chart have low attention, user can get confused. On the shopping cart page (figure7.8), the delivery information is the key element and lacks attention.

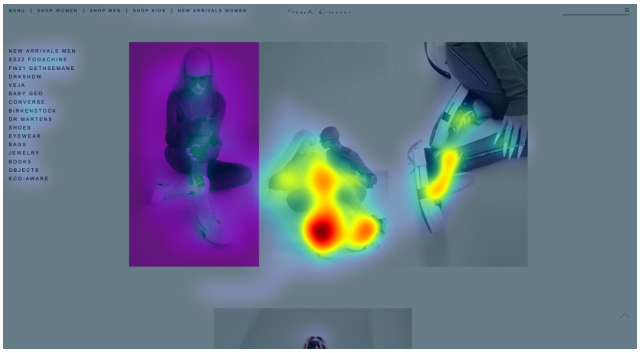

Figure 7.5 Heat map of homepage

Figure 7.6 Heat map of Category page

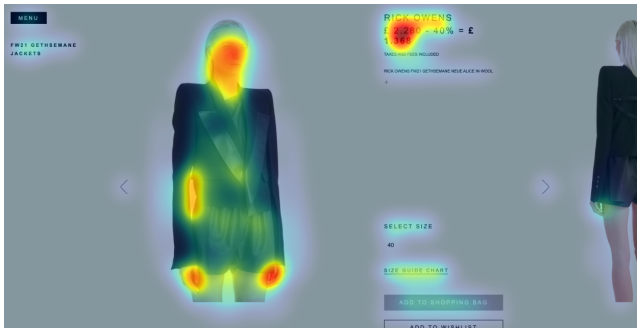

Figure 7.7 Heat map of product page

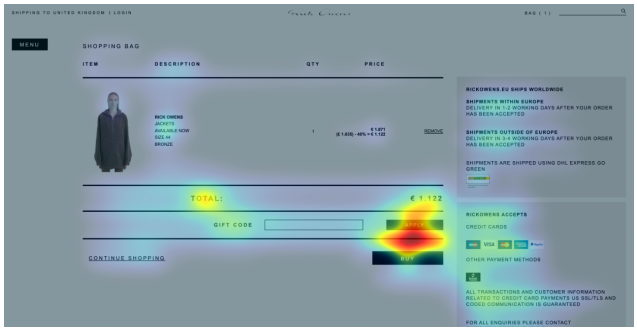

Figure 7.8 Heat map of shopping cart page

7.6 Conclusion

The biometric study suggests that the attention distribution of the Rick Owens website is inefficient on most pages. The attention is draw towards elements that are of low importance, whereas the important aspects such as navigation, filters, sizing, and delivery information lack attention. Hence, the website needs redesign to ensure that the right elements are highlighted for the user to complete tasks efficiently.

8.0 Psychology Analysis

8.1 Introduction

To check whether the Rick Owens website obeys the psychological principles in terms of its user interface, an evaluation was conducted. This evaluation was focused on three levels: Visceral, Behavioural and Reflective.

8.2 Sampling and Setting

This evaluation was conducted individually, using good chrome web browser.

8.3 Data Collection

With reference to each principle, the pages relating to top task were observed while noting the positive and negative aspects. This study was focused on only specific principles relating to each level:

Visceral - Colour theory & Gestalt principles
Behavioural - Dual coding, Gestalt principles & Information scent
Reflective - Mental models

8.4 Data Analysis

The collected information was organised in a tabular format, negative observations were addressed in redesign phase to improve the experience of the user.

8.5 Results

Each aspect was analysed and presented in a tabular format indicating the positive and negative observations from the Rick Owens website. All problems have been coded.

8.5.1 Colour theory

Right usage of colour and contrast can increase the efficiency of the design by adding focus to regions that need the user's attention.

POSITIVE	NEGATIVE
Use of monochromatic colour scheme gives a minimal and luxury brand look. Text colour contrast is good at most places. (AAA) Error messages is given in red, easy to relate.	**N1**: Some text has poor contrast, Ex. Add to cart button has a contrast ratio 2.3. This fails WCAG guidelines

Table 8.1 Analysis of the colour theory.

8.5.2 Gestalt theory

The Gestalt theory states various methods of organising complex blocks of data into a visually understandable format, helping the user process the information quicker. Four Gestalt principles were used to analyse the website shown in table 8.2.

PRINCIPLE	POSITIVE	NEGATIVE
Common region	On category page, they adhere to the principle as all products have a similar boundary with name and price below them.	
Proximity		**N2**: Items on category page are not organised based on any metric like price, product type etc. **N3**: New arrivals men and women are placed on two different navigation bars.
Similarity	Uniformity in font used in the website. All buttons are rectangular with all-capital text.	**N4**: The navigation is not consistent; each icon has a unique sizing.
Figure / Ground	On category page, when the user hovers over a product. It clearly indicates the sizes available. This information helps in saving time for the user. The product images are clear on the category or product page	**N5**: On homepage, the product images have monochromatic or bright overlays making it difficult to relate to the product. **N6**: Some overlays are unnecessary and lack affordance. **N7**: Size chart is a link, but it is not highlighted enough to understand that it is clickable.

Table 8.2 Gestalt principles Analysis

8.5.3 Information scent

The theory suggests that hyperlinked items must be labelled properly to help user navigate efficiently through the website. Table 8.3 & Figure 81. show the observations.

POSITIVE	NEGATIVE
Navigation has categories on gender which is easy to follow.	**N8**: Few headings on the navigation menu are unclear, and not subcategorised. **N9**: On product page, long and vague product description in all-caps format. **N10**: Products don't have unique names, difficult to remember and come back. **N11**: The '+' icon on the product page fails to signify that it opens product description, It is usually associated with adding items.

Table 8.3 Information scent theory analysed

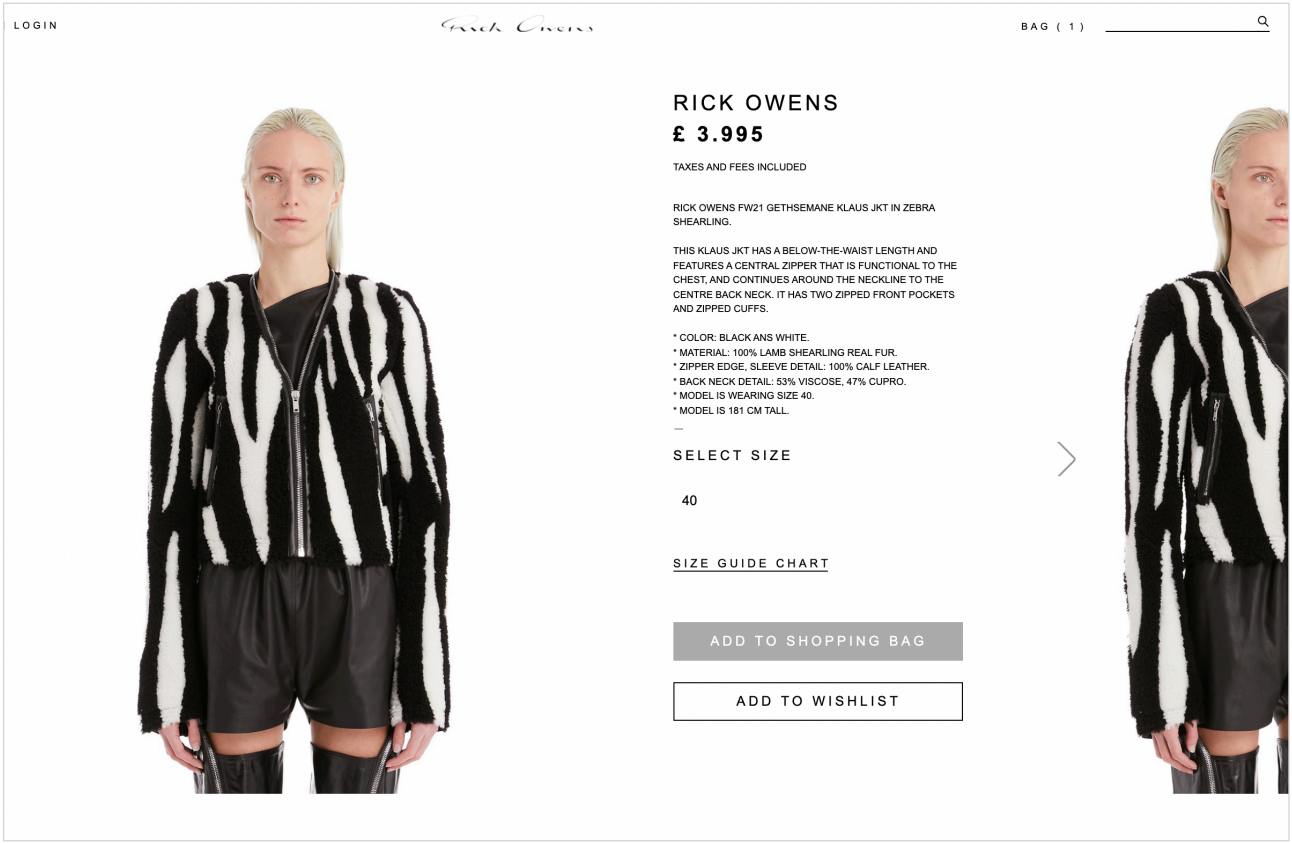

Figure 8.1 Information on product page.

8.5.4 Dual Coding Theory

The theory suggests that usability of a website increases when a key functions are represented in both text and icon format.

POSITIVE	NEGATIVE
Filtering element has text ‘Refine’ and a '+' icon, making it easy to understand the function.	**N12**: The search element fails this theory as it is missing the text alternative. **N13**: Add to wish-list button on product page is missing an icon. Usually, a heart shaped icon is used to signify this element. **N14**: Bag function has only text, icon is missing. **N15**: The social media icons are missing, only text makes it easy to miss the element.

Table 8.4 Dual coding analysis

Figure 8.2 missing dual coding examples

8.5.3 Mental Models

It states that the users can easily comprehend to data more efficiently when the visual representation in linked to its external existence. (Table 8.3)

POSITIVE	NEGATIVE
The navigation is divided into different categories, men, women, kids, furniture etc, like a physical store in divided. Shopping bag pops up and you can view all items you have added, and items can be removed. This is very close to the real-world scenario where the users have a choice to view and edit items in the bag before billing.	**N16**: The product images have bright and monochromatic overlays making it difficult to understand the true colours of the products.

Table 8.5 Mental models analysis

8.6 Recommendations

Table 8.6 represents a few suggestions addressing the problems identified in the website.

CODES	RECOMMENDATIONS
N1	Colour contrast can be improved by adjusting text and background to highlight the required function.
N2	Items can be sorted based on product type or price range.
N3, N4	Navigation can be made consistent throughout the website.
N5, N6, N16	Original images of products can be used to give the users a realistic visual of the product.
N7	add affordance to the buttons so that attention is drawn towards them.
N8	Categorise the navigation items under subcategories so that the user can easily explore the area of interest.
N9	Only the required information can be kept, all unnecessary information can be removed.
N10	Give each product a unique name and code.
N11	Add text besides the plus icon 'See description'
N12	Add text alternative to increase accessibility.
N13, N14, N15	Add a symbol representation for better understanding.

Table 8.6 Recommendations

8.7 Conclusion

It was observed during the evaluation that a few aspects comprehend well with the psychology principles, but majority of observations were negative, mostly relating to information scent and dual coding. However, most observations overlap with the results of heuristic evaluation suggesting the need to redesign these specific areas to improve efficiency.

9.0 Summary of Issues

This section discusses the problems relating usability and accessibility identified from various tests.

9.1 Usability issues

- **Inconsistency -** The placement of navigation bar changes from page to page, making it difficult for the user to perceive it, this can lower the efficiency and performance.

- **Excessive text -** Product descriptions are lengthy and unnecessary, resulting in important information such as delivery and sizing losing their visibility.

- **Lack of Affordance -** Most buttons are consistent and understandable. However, links and icons lack affordance, making it difficult to figure out if they are clickable. This can result in missing information such as

- **Missing Labels-** Most icons are missing labels; proper labels are essential to avoid confusion. Many instances of user being annoyed and unsure due to lack of information was observed during 'Think Aloud' exercise.

- **Low functionality** - When filtering products, user cannot apply multiple filters at once. This results wastage of time and effort for the user.

9.2 Accessibility issues

- **Text alternatives -** Video only content doesn't have text alternative such as captions or descriptions.

- **Font Format -** All capital text and small font size reduces the readability of content throughout the website.

- **Colour Contrast -** Use of monochromatic scheme throughout the website, no use of ascent colour to highlight important icons and elements. Few links have low affordance due to low contrast.

10.0 Redesign of Rick Owens

Rick Owens website was redesigned using Figma. **Link to Prototype:** https://www.figma.com/proto/5jvXe9FDbUYbJfKa6p17DW/Rick-owens?node-id=1%3A2&starting-point-node-id=1%3A2&hide-ui=1

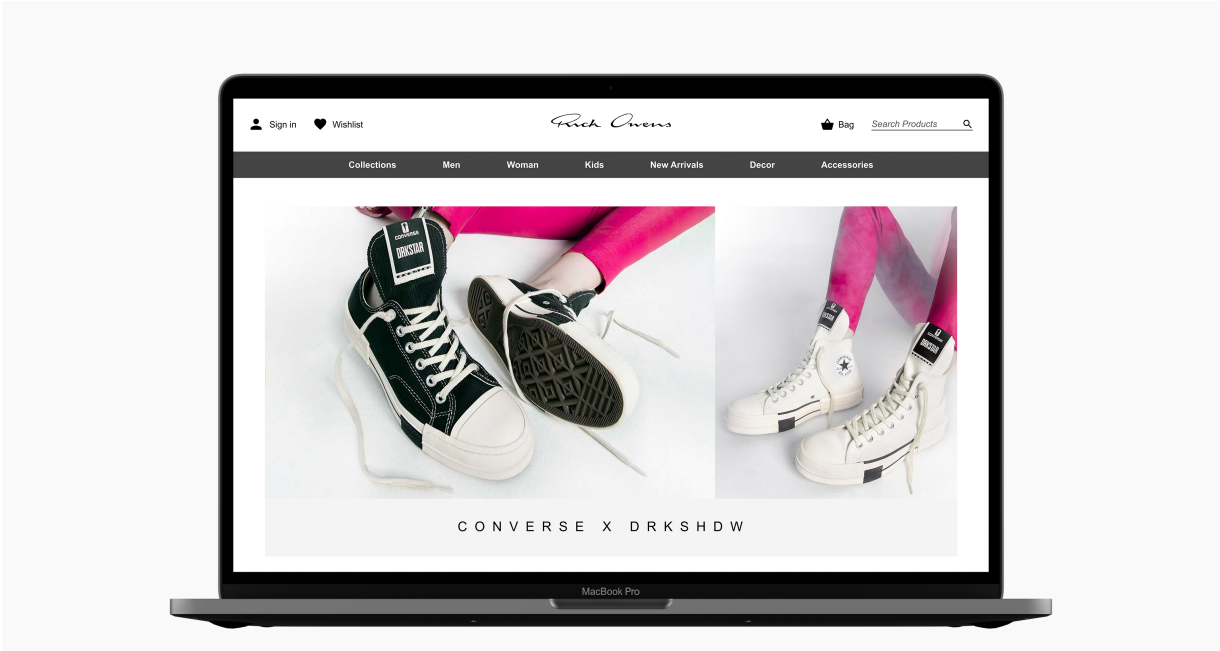

Figure 10.1 Redesigned homepage of the Rick Owens website.

Homepage

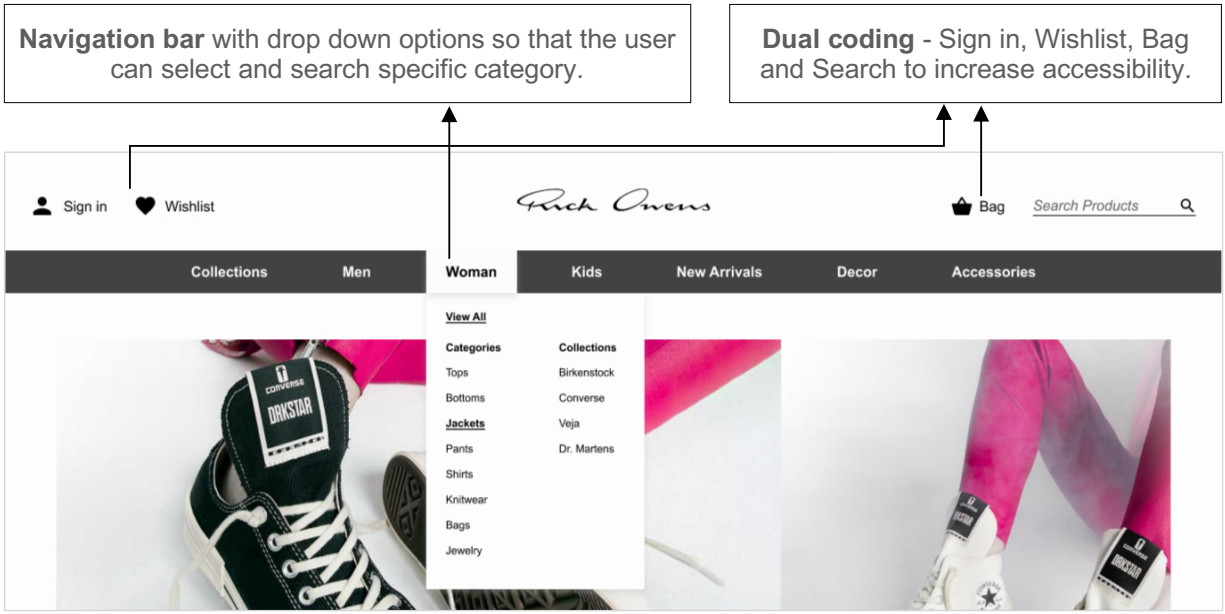

Figure 10.2 Navigation bar and drop down in redesign.

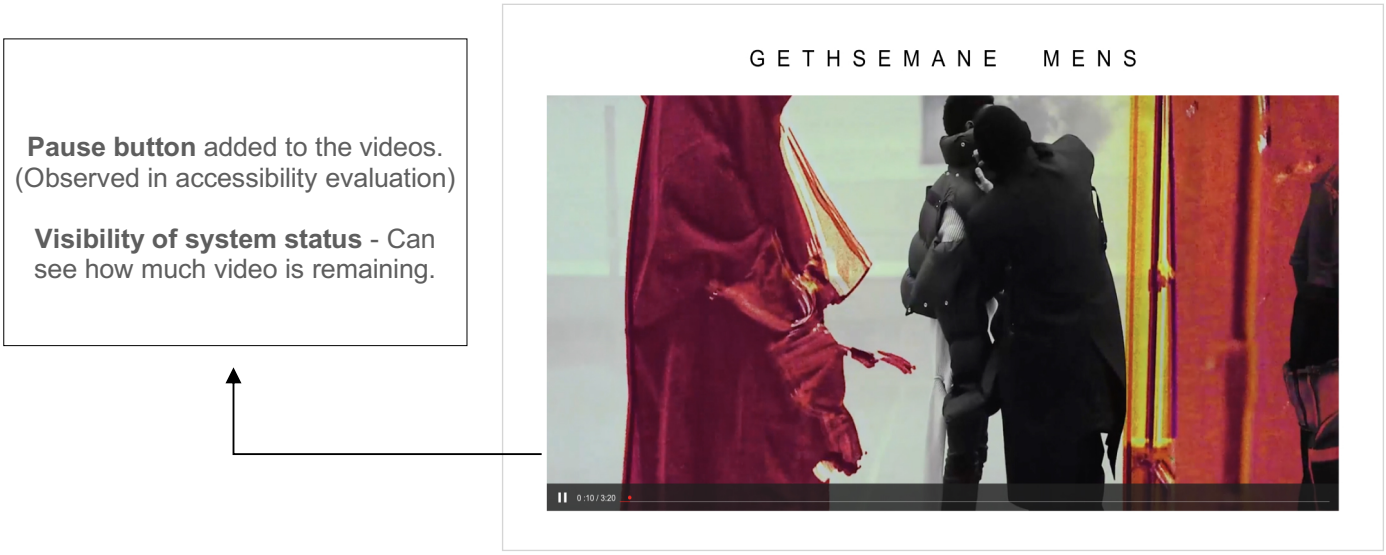

Figure 10.3 Redesign of video component.

Category Page

Top navigation remains same through the website. Usability and accessibility problems related to filtering products were addressed.

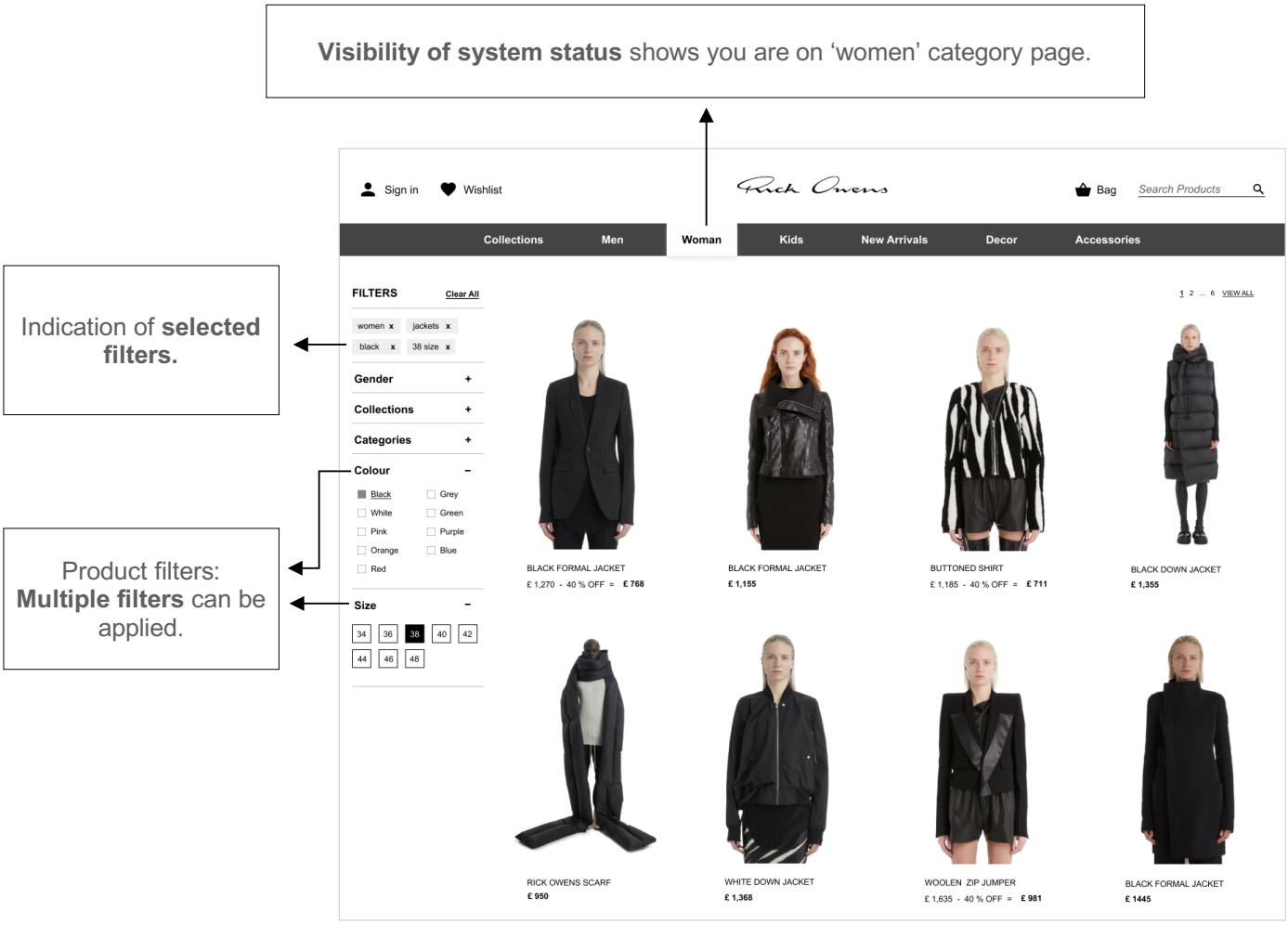

Figure 10.4 Category page redesign.

Product information Page

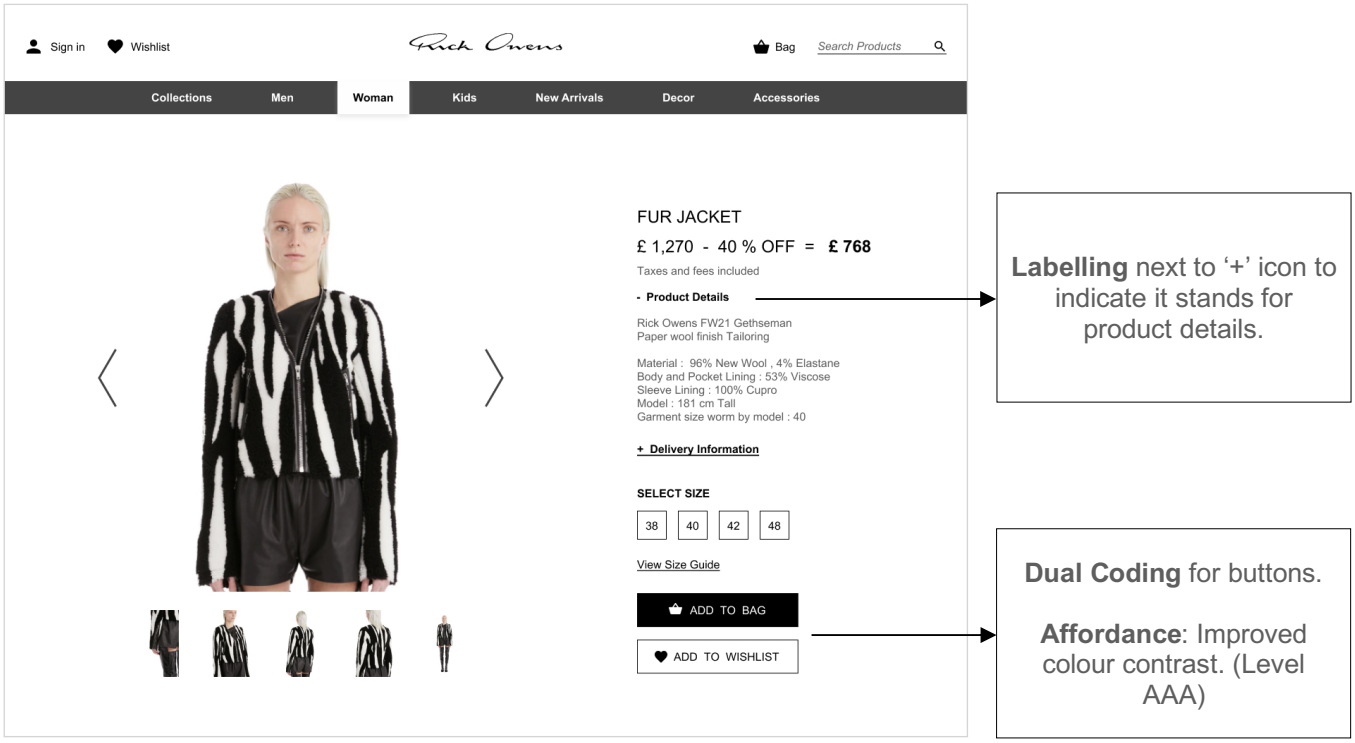

Figure 10.5 Redesigned product page.

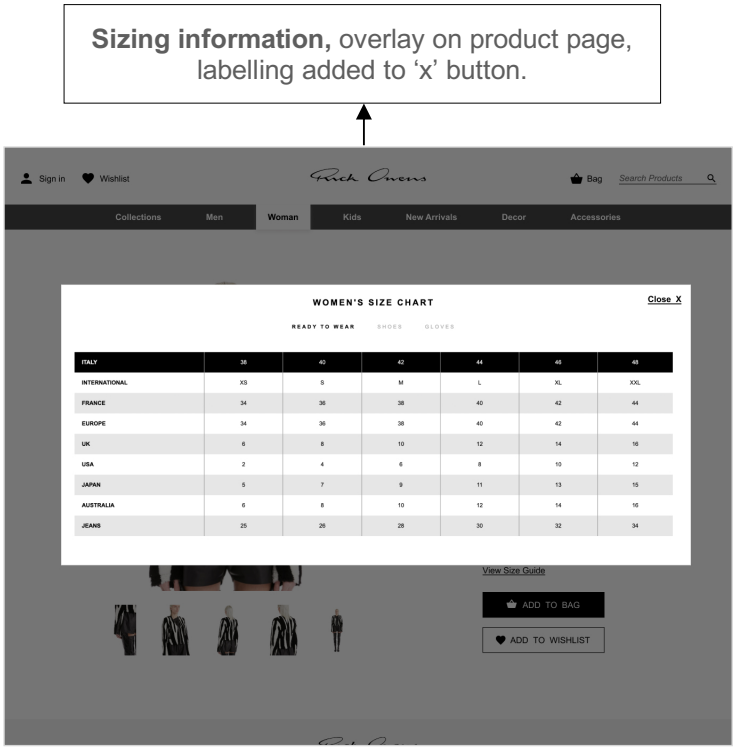

Figure 10.6 Sizing information overlay on product page.

Figure 10.7 Error message

Figure 10.8 Pop-up interaction for shopping bag

Shopping Cart Page

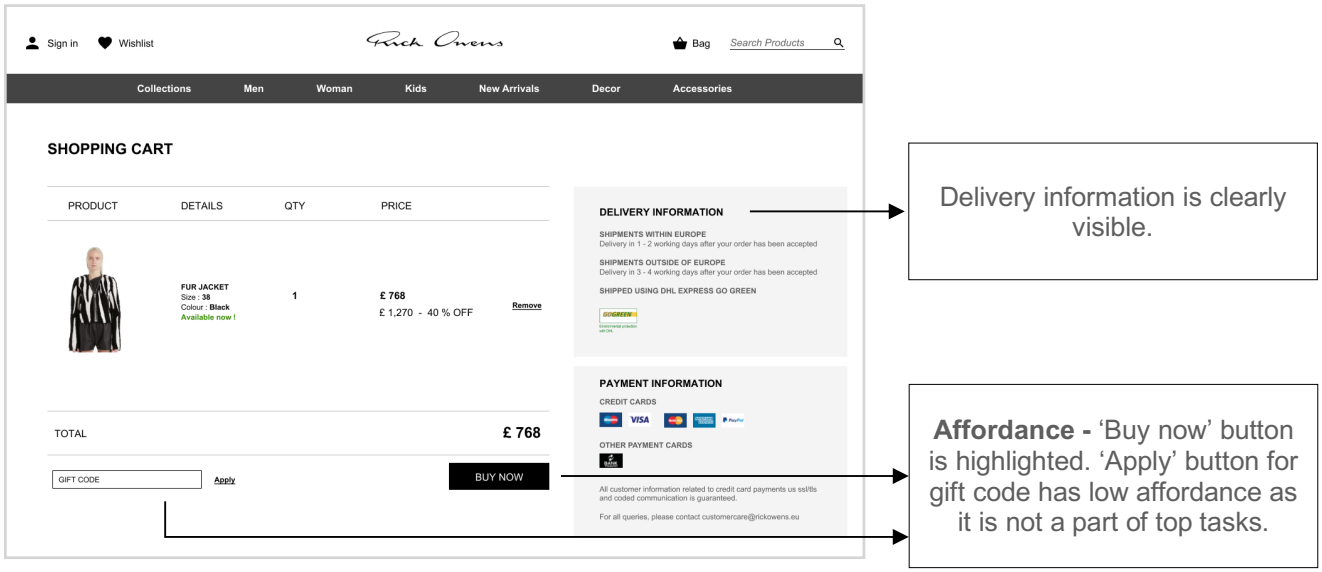

Figure 10.9 Redesign shopping bag

Footer

Dual coding - icons for social media added along with text, Colour contrast has been matched to Level AAA as per WCAG guidelines.

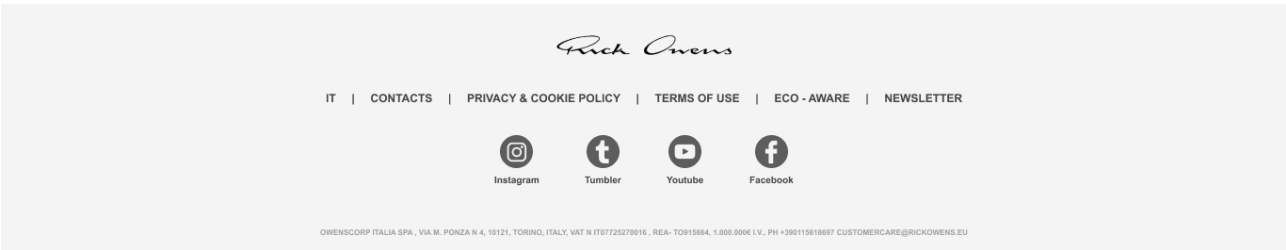

Figure 10.10 Redesign footer.

10.1 Redesign: Accessibility

The following changes were made to improve the accessibility of the website:

- **Perceivable -** Colour contrast has been improved; Body text has been changed to sentence case from uppercase to increase accessibility.
- **Operable - Pause** option has been added to video content. All icons have been labelled clearly.
- **Understandable** - Error messages are clear and visible; they clearly state what the user needs to do for moving forward in the task.

10.2 Redesign: Psychology

Taking into consideration the previous evaluation, the following changes have been made:

- **Dual code theory** has been applied on various places to increase affordance of buttons, icons, and links.

- **Information scent theory** Clear categorisation and labelling of different pages. On Product page, the product description has condensed. Each product has been given a unique name so that it is easy to remember.

- **Colour theory -** Usage of monochromatic colour scheme was static. However, the colour contrast of few icons and text has been matched to Level AAA.

- **Mental Model theory -** Original images have been used, dark overlays have been removed so that the user can relate to the actual products.

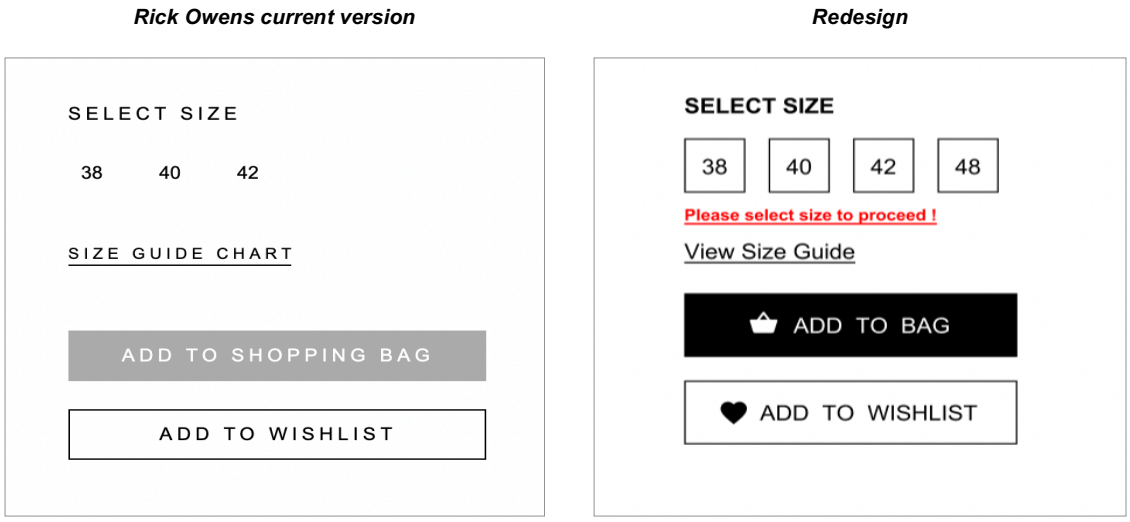

Figure 10.11 Comparison of product page showing improved efficiency.

11.0 Redesign: Evaluation

To check if the performance and satisfaction of the website is improved in the redesign, an evaluation was conducted to compare it with the current version of Rick Owens website. Four metrics were used for performance, satisfaction analysis was conducted using 'Think Aloud' method and SUS score.

11.1 Sampling

Due to time limitations, this evaluation was conducted with Loughborough university students.

11.2 Data collection and Analysis

Performance Evaluation: Data was collected in-person. Data was analysed using two-tailed version Mann-Whitney U Test. Even though KS test showed that data was parametric, due to small sample size non-parametric test was conducted. The same user scenarios from previous evaluation were used to conduct this test. (n = 7)

Think Loud - while performing the tasks participants were asked to speak out loud voice was recorded using a mobile phone, code tables were used to analyse. (n = 3)

SUS score - *Data* was collected using an online survey and analysed using independent mean t-test to compare average satisfaction with that of pervious website. (n = 18)

11.3 Task Time

The Mann-Whitney U test identified a significant difference in task time between Rick Owens (Md = 176, SD = 125.73) and Redesign (Md = 57, SD = 15.22), z = 3.173, p = 0.0015.

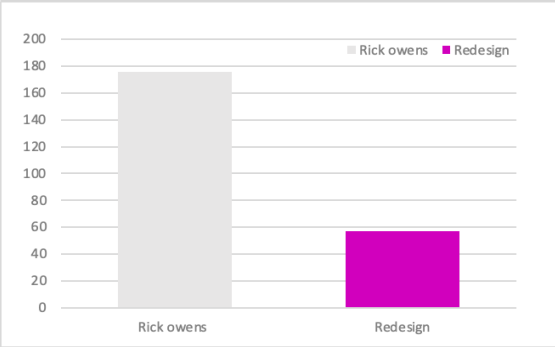

Figure 11.1 Difference in medians of task time

11.4 Task Completion

The Mann-Whitney U test identified a non-significant difference in task completion between Rick Owens (Md = 83.30, SD = 17.24) and Redesign (Md = 100, SD = 0), z = -1.837, p = 0.65.

Figure 11.2 Difference in medians of task

11.5 Results: Errors made

The Mann-Whitney U test identified a significant difference in errors made between Rick Owens (Md = 2, SD = 2.79) and Redesign (Md = 0, SD = 0), z = 2.772, p = 0.056.

Figure 11.3 Difference in errors made

11.6 Results: Lostness

The Mann-Whitney U test identified a significant difference in lostness of Rick Owens (Md = 0.23, SD = 0.24) and Redesign (Md = 0, SD = 0), z = 2.305, p = 0.2088.

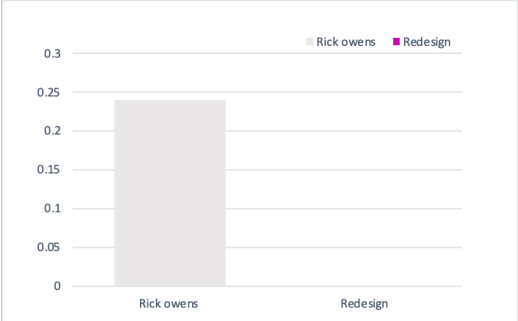

Figure 11.4 Average lostness graph.

11.7 Results: Think Aloud

Themes	Code	Frequency
Thinking		
Easy to understand content	RT4	11
Useful information	RT1	7
Appropriate headings and icons	RT3	6
Assuming content	RT2	4
Doing		
Finding product	RD1	8
Clicking on buttons	RD2	5
Finding sizing information	RD3	4
Filtering products	RD4	3
Feeling		
Happy	RF1	8
Surprised	RF2	4
Relieved	RF3	3
Unsure	RF4	2

Table 11.1 Thematic analysis of think Aloud exercise.

11.8 Results: SUS Score

The dependent t-test revealed a significant difference in SUS scores of Rick Owens (M = 46.7, SD = 17.98) and Redesign (M= 93.1, SD = 4.81), t = 10.79, p < 0.00001, with large effect size. (r= 0.553).

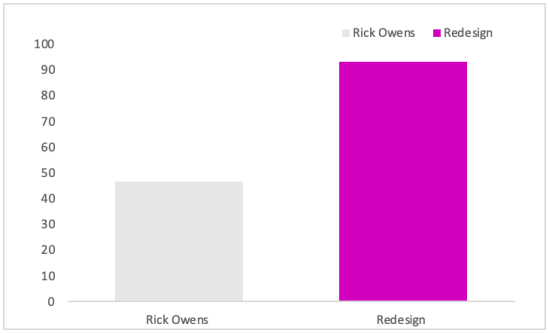

Figure 11.5 Difference in average SUS score.

See figure 11.5 & 11.6 to see the comparison of average and individual SUS scores

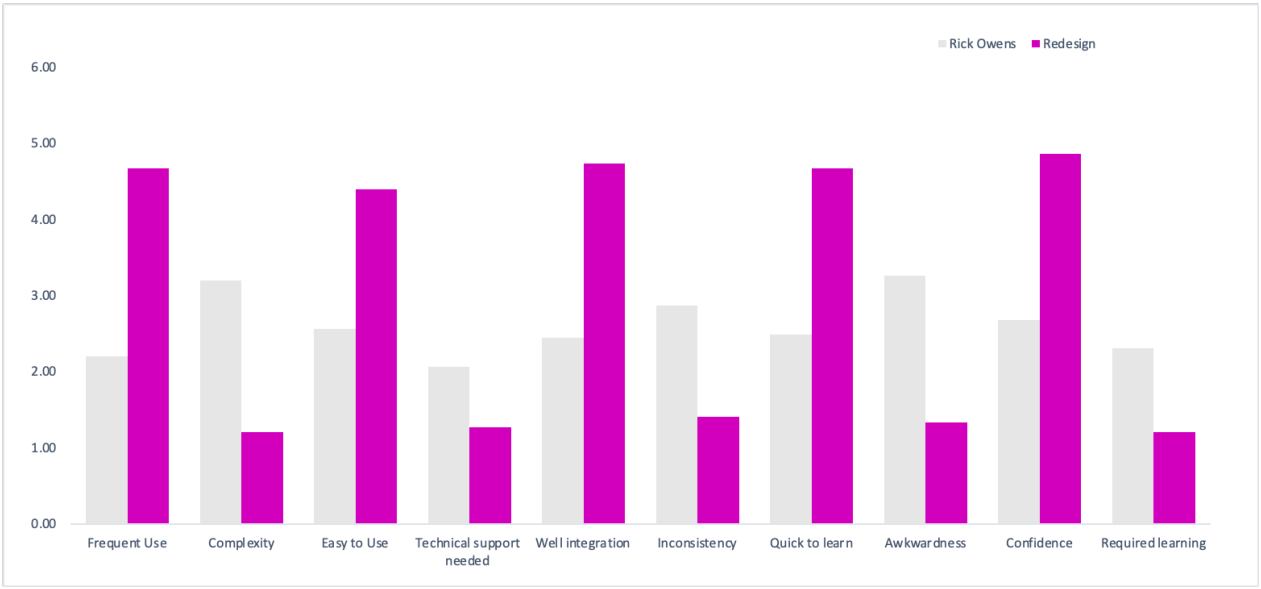

Figure 11.6 Individual SUS score comparison

11.9 Conclusion

The performance evaluation clearly shows that there was a significant difference in task time, errors made and lostness of the two websites. The redesigned website had better performance with reduced task time, no error made and zero lostness. Task completion has non-significant difference, all users were able to complete the given tasks on the redesign whereas on the original website a few people failed to finish tasks.

The results clearly indicate that the participants had higher satisfaction while using the redesign website. The users had almost no negative emotions while using the website, they felt happy and surprise when the tasks were accomplished. The individual SUS scores have positive feedback and the average SUS score of redesigned websites is acceptable (93%) whereas the average of current website is below acceptable range.

12.0 Conclusion

The report outlines different stages of evaluation and redesigning of the Rick Owens website. It is fair to say that the redesign was successful as most issues relating to usability and accessibility identified in the evaluation were addressed, improving the efficiency and user experience. It is proven from the comparative analysis that the performance and satisfaction of the website has subsequently increased in the redesign.

There were clear flaws in the Rick Owens website, accessibility evaluation helped in determining whether the website adheres to the Level A (WCAG guidelines). Since the website failed in different understandable and perceivable design aspects, it was essential to conduct other tests to identify specific usability problems. Psychology and Heuristic evaluation helped to investigate the specific interface elements that need to be improved. The performance and satisfaction evaluation helped in collecting quantitative and qualitative data that helped in determining the need to redesign the website. The tests proved that the website needed to be redesigned to improve the efficiency and experience of the user.

There were certain limitations to this study due to time constraints and limited resources. The participants in the study were recruited using convenience sampling method, the results would be more accurate if the testing was conducted with actual users of the website. The redesign testing was less efficient as the interactions were limited and the participants had to figure out the working links to complete the task. Taking into consideration these limitations, the redesign was quite successful as it had better performance and higher satisfaction as compared to the original website. Robust design aspect was not evaluated and addressed in the study as it requires coding.

By addressing the usability and accessibility issues of the current website the brand has potential to increase sales and customer base. Psychology and performance evaluation proved that even though the users like the products on the website, they are forced to switch to an alternative brand to avoid the hassle of getting lost and confused. In my opinion, an effort to rebrand and redesign the website might significantly impact their online presence and has potential for increasing sales through the website.

13.0 References

1. Brooke, J. (1996), “SUS-A quick and dirty usability scale”, Usability Evaluation in Industry, Vol. 189 No. 194, pp. 4–7.
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5. https://www.socscistatistics.com/tests/mannwhitney/default.aspx
6. https://www.w3.org/TR/WCAG21/
7. https://www.nngroup.com/articles/ten-usability-heuristics/
8. https://app.eyequant.com/seer-app/#/projects
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