

# Usability Study Recommendations

Global Fluidtech Systems

[www.globalfluid.co.in](http://www.globalfluid.co.in)

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## **Executive Summary**

The purpose of the testing on the Global Fluidtech Systems website was to identify critical issues and discover solutions to boost user engagement and traffic. Over the course of several months, this testing was carried out in multiple phases. The first phase consisted of a heuristic evaluation of the current website as well as a business evaluation. The heuristic evaluation found issues with the design, visibility of system status, consistency and standards, flexibility and efficiency of the user, and error handling and prevention.

Following phase one, user research was conducted to identify the target demographic and discover their needs and expectations of the site. The user testing revealed that the target user of the site is a male, age 19-30, either employee or student, has a bachelor's degree, and who is living in Ahmedabad city. From this data, three personas were formed to represent the average user of the site. User stories were created for each persona to better understand the common needs and expectations of site visitors. Next, a content inventory was conducted to better evaluate what content is currently on the site. The inventory determined issues with the product pages, category pages, inquiry form, and product information pages.

After gathering all of this information, the site's major parts were defined, and testing materials were prepared. The initial test helped in identifying critical flaws with the site as well as user behavior while on the site. Three scenarios were created with three tasks each. The purpose of the first scenario was to test the inquiry form process. Scenario two examined the product brochure page, while scenario three examined the site's ability to locate product information. This was an observational test in which participants' click paths were watched remotely while their comments and observations were recorded verbally. The amount of time it took for users to complete the activities was also recorded. Five people participated in the testing. Before the participants ran through the scenarios, they took a pre-test questionnaire that collected demographic information and site expectations. Following the scenarios, participants were sent a post-test questionnaire to evaluate their experience and opinion of the site. After the testing, the data was analyzed to identify the key issues more accurately with the site. The product pages, form filling process, download

brochure process, product information, ease of use, navigation, and clarity of the site were reported to be the most hindering elements for the test participants.

New testing materials for a prototype were constructed using all of the issues discovered in the heuristic evaluation, content inventory, user research, and website usability testing. With the problems in mind, a medium-fidelity prototype was created that addressed the problems by introducing a new design. The testing materials were created with the same tasks in consideration as before, but with the new functional prototype. Four volunteers who had already participated in the first round of testing were given similar scenarios to test with the prototype this time. This would assess whether the solutions developed as a result of the research had a beneficial influence on the site's usability. Each participant received three similar scenarios as well as pre- and post-test questions. The testing was carried out in the same manner as the first round. Tasks were timed, click paths were recorded audibly using video conferencing software, and comments were recorded. The data was examined and compared to the previous results after the testing.

Participants gave exceptionally positive feedback during the prototype testing. All of the tasks were completed by all four individuals. The post-test questionnaire also provided useful information, with participants overwhelmingly favorable about the site's new navigation, layout, clarity, and design. Several recommendations can be made with confidence after comparing the data to the existing site. These suggestions are simple and quick to adopt, and they will considerably improve the user experience.

The next steps should be to update the main navigation and inquiry form page, followed by creating product and category pages. The navigation and layout will probably take a bit longer to update so this can be saved for last. Following the testing, the data shows that these site enhancements will not only increase traffic and improve engagement but will also provide target visitors with information and resources they couldn't receive before.

## **Introduction**

### **Background**

The Global Fluidtech Systems is a private company located in Ahmedabad, India. Their website, [www.globalfluid.co.in](http://www.globalfluid.co.in), is designed to act as a multi-national company's machinery import dealer. The goal of this research is to provide recommendations on how to boost website traffic, gain new consumers, receive product queries, and improve the overall usability of their website. The goal of the study was to discover existing pain points in order to improve the UI for target consumers. The risks of not performing the study are decreased traffic and continued lack of engagement. The hypothesis being investigated is that the site is not currently performing in a user-friendly manner.

### **Heuristic Evaluation**

To identify important issues with the current website, a heuristic evaluation was performed. The Jacob Nielsen 10 heuristics for evaluation method was used. The severity scale was ranked according to the Molich and Jeffries' severity scale. The heuristic evaluation found that there is no visibility of system status. There was not even a logo for every company there. It also discovered issues with user control, consistency, and standards, and error prevention. The main issue identified is flexibility and efficiency of use. This heuristic was rated a 3 on a scale of 0-3, with 0 being a minor issue and 3 being catastrophic. There are several issues with the aesthetic and design including colors, layout, and typefaces. The navigation bar colors, and typeface affect the website's readability. There is too much white space on the pages and most of the formatting is not consistent. The product pages have a confusing layout. The breadcrumbs were also not well designed. There was no consistency in product technical details. The major issue was that there was not any filter function to find products. Most of the issues were with the poor content quality and lack of proper navigation. These issues can be easily resolved with complete information architecture so that users can get an idea about the overall sitemap of the website.


## User Research

In the next phase of the study, user research was conducted. The purpose of this research was to establish who the current and prospective site users are and what their goals are when visiting the site. Demographic questions revealed that the target users are typically a male, age range 19-30 years, either employee or student, has a bachelor's degree and who are living In Ahmedabad city. 66.7% of participants were using laptops. Half of the participants have visited the website of a similar company like this before and the main purpose of the website for the participant was to check products. Target users cited that they would visit the website of a Global Fluidtech Systems because they are interested in checking new products, inquiring about the product, download the product brochure, and collecting product information.

## User Personas

Three major users were identified and represented in personas based on the user study. The three personas are The Learning student, The working employee, and the well-known businessman.

The learning student is a 22-year-old male living in AZ. His main goals are to search for the products, check the product brochure, and gather product information.



"I want to find product for my research project"

### The Learning Student

Age: 22  
Occupation: Student  
Location: Tempe, Arizona  
Industry: Civil  
Education: Masters student

#### Bio

Nayan is in the middle of finishing his Master's Degree in Construction Management. It is the Spring semester and he is currently looking for an internship for the summer. He has already applied to 80 companies for internships. He is currently working as a research assistant. As his family can't offer monetary support for his studies. He hopes that all the time he puts into this application will eventually lend him an internship. He tries to gather information for his part-time job.

#### Goals

- To search for the products
- To check the brochure for technical details
- Gather product information
- To look for an internship opportunities


#### Frustrations

- Not getting much information about what user wants
- Finding product is very hard
- Content is too lengthy
- Complex Navigation
- Not proper User Interface

#### Needs

- Proper Information of the product
- Easy Navigation
- Curated content
- Better User Interface

The working employee is a 39-year-old woman living in Ahmedabad, Gujarat. Her main goals are to check the product's technical details and know about the company and client list.



"Who are the clients of the company?"

## The Working Employee

Age: 39  
Occupation: Sales Employee  
Location: Ahmedabad, Gujarat  
Education: Masters student  
Employment: Full Time

### Bio

Sweetie is currently working full time as a Sales executive. She has only been in her current position for seven years. She likes to explore different products for different categories. As she has experience in this industrial field. She believes most of the products can be easily found on the web but the technical information should be the main thing to display when customers see the product. She tries to see the technical details and brochure first whenever she needs any product information.

### Goals

- To check brochure and technical details
- To check products every month
- See about the company
- Client List

### Frustrations

- The options are not very clear
- Finding product is very hard
- Technical details are not clearly stated
- Lack of Navigation
- Content is hard to understand

### Needs

- Search option to find products
- Proper format for technical details
- Clear Navigation
- Better content

A well-known businessman is a 45-year-old man living in Ahmedabad, Gujarat. His main goals are to find products, see clientele and inquire about the product.



"I need to know products and clients"

## Well-Known Businessman

Age: 45  
Occupation: Businessman  
Location: Ahmedabad, Gujarat  
Education: Doctorate Degree  
Industry: Mechanical

### Bio

Jacob's business is growing quickly and he needs the different products for its different projects to complete in given deadline. He needs to find out the product for each project so that he can inquire about the product if it is available in stock. Jacob has experience of more than 20 years in this industrial field. He wants to make sure that he gets the product that he wants and completes his remaining project promptly.

### Goals

- See about the company
- Find products
- See clientele
- Product Inquiry

### Frustrations

- Bad Navigation
- Customer support
- Not clear options
- Taking time to reach the final product page

### Needs

- Chatbot option
- Menu for finding products
- Less time to load page
- Better product navigation

Additionally, user stories were created for each persona to assist in better understanding their motivations and acceptance criteria.

## User Stories

### Students User Stories

1. As a student, I want to search for products so that I can get to know which one is the best fit for my project.

Acceptance Criteria:

- Information about different products should be easily accessible.
- The Product page should be easy to find.
- Each category should contain a list of products.
- It Should be able to filter the job according to the role.

2. As a student, I want to check the brochure of the products so that I can check the technical details of the product.

Acceptance Criteria:

- Each product should have proper technical details.
- Information about each product should be accessible.
- Basic information on the product should be added.
- The Brochure should be easily accessible.

3. As a student, I want to gather information on the different products so that I can enhance my knowledge with the latest products in my field.

Acceptance Criteria:

- Product details should be clearly stated.
- Technical details should be accessible and intuitive.
- Products should be communicated in a creative visual manner.

4. As a student, I want to see any opportunity available for an intern so that I can gain experience in my field of study.

Acceptance Criteria:

- Internships should be easy to apply to.
- Features should be comparable to the features other companies offer.
- Applications should not take too long.



- Features should be implemented that make it easier to apply.

### **Employees User Stories**

1. As an employee, I want to check brochures and technical details so that I can guide the customer according to their needs.

Acceptance Criteria:

- The brochure should be communicated in a creative visual manner.
- Technical details should be in a proper format.
- Product information in the brochure should be easily accessible.
- Each brochure should be organized consistently.

2. As an employee, I want to check the products every month so that I can get to know if there are new products in the market.

Acceptance Criteria:

- A new product category should be added.
- A new product should be easily visible to users
- Products should follow the same pattern as with other products.
- Users should be notified of the new product.

3. As an employee, I want to know about the company so that I can know the background and details of the company.

Acceptance Criteria:

- About us should be easily accessible.
- The company's company information should be clear and demonstrate the agency's brand values and vision.
- Details should be clearly written about the company.
- Email and phone options should be available.

4. As an employee, I want to know the client list so that I can see who the major clients of the company are.

Acceptance Criteria:

- Showcase a list of the company's clients in an intuitive place.
- Make client lists easily available and accessible.
- The client list should be visually detailed.

**Businessmen User Stories**

1. As a businessman, I want to see the company's information so that I can get to know how's the company working and where it is located.

Acceptance Criteria:

- About us section should be visible.
- Company's Information should be detailed.
- Contact details should be easily accessible.

2. As a businessman, I want to see the products so that I can see which product is suitable for my project needs.

Acceptance Criteria:

- It should be easy to navigate.
- Technical details should be detailed in every product.
- Every product should be easily accessible.
- The Product should be filtered according to client needs.

3. As a businessman, I want to see the clientele of the company so that I can get to know who their major customers are.

Acceptance Criteria:

- Make client lists easily accessible.
- The client list should be also added in a visual manner.
- Make client testimonials easily available.

4. As a businessman, I want to know about the product so that I can get to know if the product is in stock or not.

Acceptance Criteria:

- Form should be accessible and intuitive.
- Inquiry button should be available.
- Feedback should be given for each form field.
- When a form is completed, an email needs to be sent to the right contact.

## **Content Inventory**

According to user research, target consumers are more interested in checking products, gathering product information, and inquiring about products when they visit the site. During the inventory, the biggest issues discovered were in the product description and technical details section. Since 2020, the product information has not been updated. The photo labels for the products were either missing or non-descriptive. Other errors detected included category and product brochure information. In the product details area, there is a lack of clarity and material. The terminology used on the navigation bar labels and to define various duties and activities of the organization was not written in a way that was clear to the average user. This information, for example, was labeled "download" rather than "brochure."

## **Methodology**

The primary concerns highlighted during the earlier phases of study were inaccurate product data, more pages, identifying a product, navigation, layout, inquiry form design, and inaccurate content. Testing materials were generated in response to the content inventory. The current site was evaluated with the first test. There were five people who took part in the exam. After that, another round of testing was carried out with a newly built prototype. There were four people in the prototype testing round. To analyze critical issues, a set of three scenarios was created, each with two to three tasks. The first scenario put the enquiry form page to the test. In the second scenario, the category and product brochure page were put to the test. The product and the product's technical specifications page were put to the test in the third and final scenario.

Users were asked to fill out surveys before and after the scenario testing. The pre-test questionnaire consisted mainly of demographic questions, experience questions, and site expectation questions. The post-test questionnaire aimed to gather information about the participant's experience testing the site and allowed users to provide feedback. During the prototype testing phase, the same questionnaires were used. The prototype testing phase also focused on re-testing the same situations that had been tested previously during the site testing phase.

The questionnaires were posted to a Google form, which was filled out by the participants during the observation session. Screen sharing on video-conferencing software was used to observe click paths. An audible phone call was used to collect observations and comments. During the completion of each task, participants were also timed.

## Results

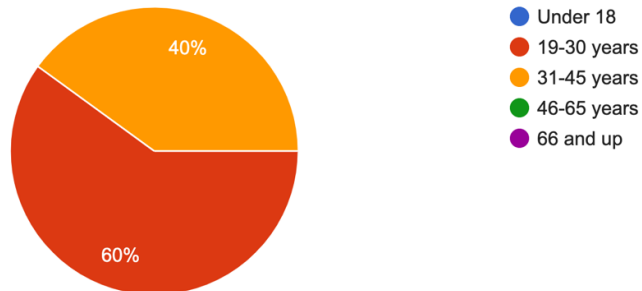
### Original Site Testing

Participants' observation data was obtained and reviewed after they tested the current website. Participants were asked to fill out a pre-test questionnaire that gathered demographic information as well as measured their experience and expectations of the site. Here are some examples of that information.

**The average age of participants was between 19-30 years.**

1. What is your age?

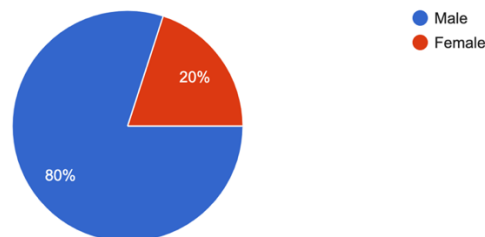
5 responses



**80% of participants were male.**

2. Gender:

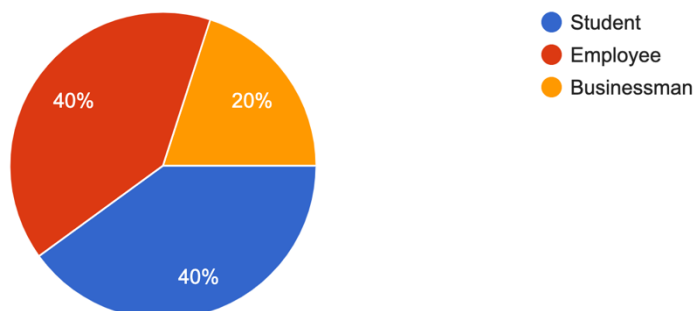
5 responses



**Most of the participants were students and employees.**

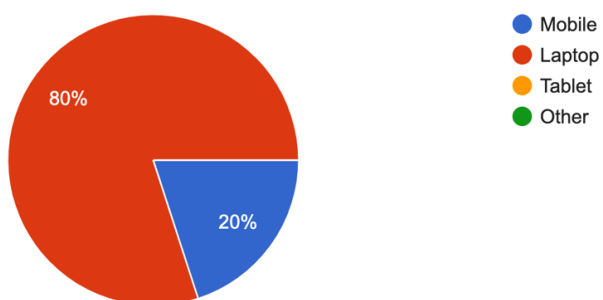
3. What is your occupation?

5 responses

**80% of participants are using laptops most.**

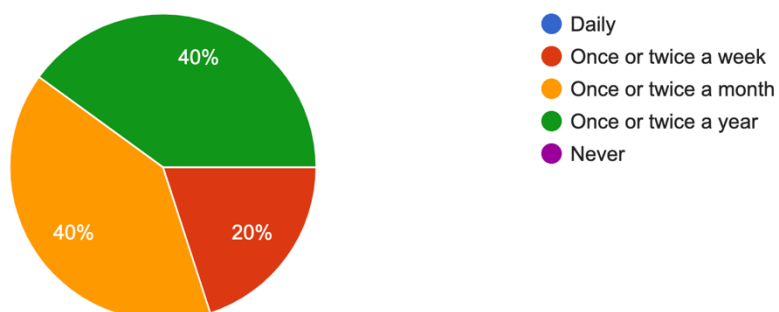
4. Which device do you use most?

5 responses

**All of the five participants said that they have used this website with varying frequency.**

5. How often do you use the website?

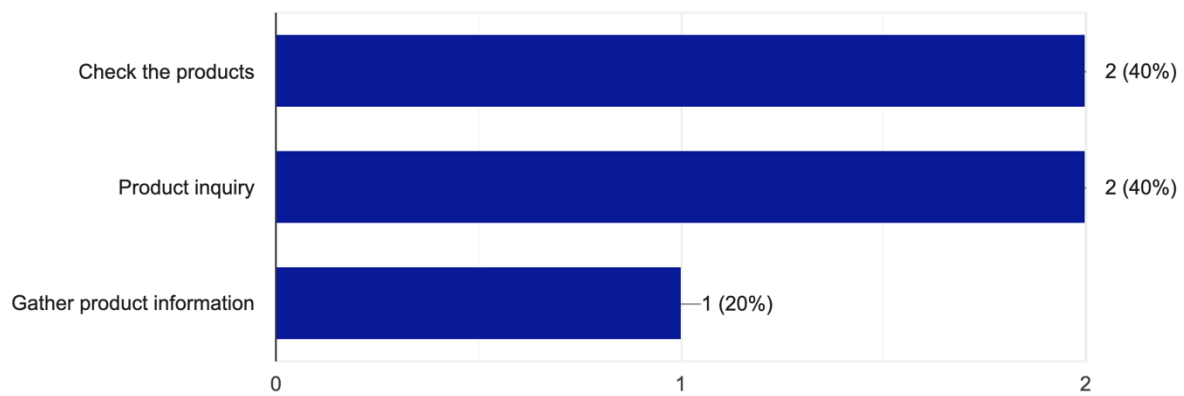
5 responses



**Most of the participant's purpose was to check the products and inquire about products.**

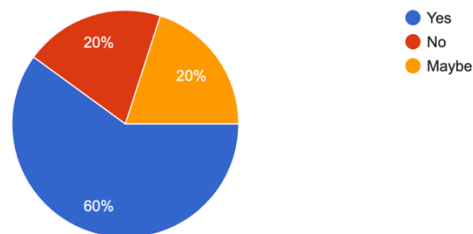
6. What's your main purpose to visit the site?

5 responses

**60% of the participants have visited this website like this before.**

7. Have you ever visited a website like this before?

5 responses

**Scenarios**

Participants were requested to test the inquiry form page in scenario one. A total of 80% of the participants were able to locate an enquiry form. When asked to fill out the form, several participants were unable to do so and spent an average of almost 100 seconds clicking various sections to accomplish the task. Because filling out the Inquiry form took too long due to incorrect information Participants were confused when filling out the form since the Form area was difficult to understand.

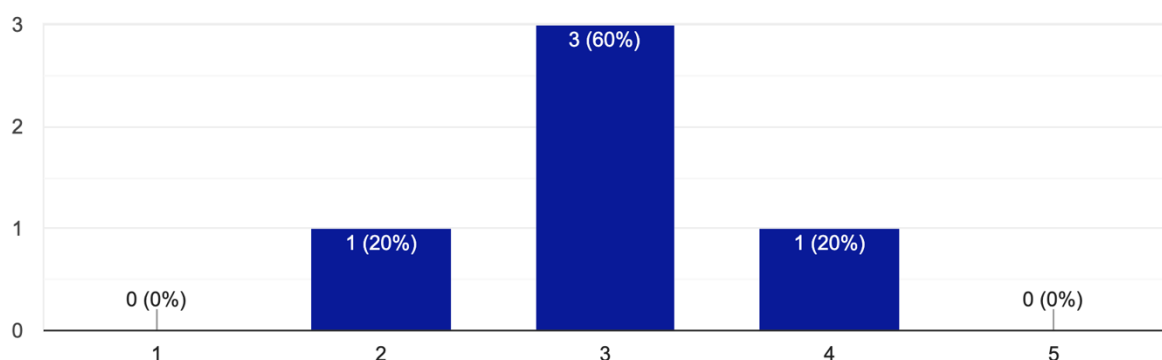
Scenario two required participants to conduct a product search for the relevant category and download a product brochure. Because of the various pages, 40% of participants were unable to locate the product. Participants also mentioned that receiving a brochure for the product for the first time was difficult due to its design. When asked to locate a product, some participants were unable to complete the job and spent an average of 60 seconds clicking various places in order to locate the product for the specified category.

Participants were instructed to read the description of each category and discover the product's technical features according to the category in the final scenario. Because to inaccurate content, 20% of participants were unable to locate the product. Participants also expressed their frustration with the format of the product's technical details. When asked to locate the product's technical specifications, some participants were unable to finish the assignment and spent an average of 40 seconds clicking various sections to locate the product's specifications.

Participants were invited to complete a post-test questionnaire on their experience with the site after completing the scenarios. Participants were asked to rate the site's design and layout in the first question. Most participants replied 3, neutral, on a scale of 1 to 5, with 1 being the worst and 5 being the best.

1. What do you feel about the design and layout of the site?

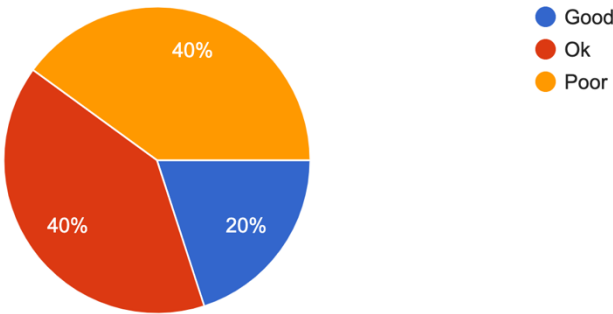
5 responses



When asked to rate the content of the website with the same rating scale, most participants rated the site 20% good, 40% ok, and 40% poor.

2. What do you think about the content of the website?

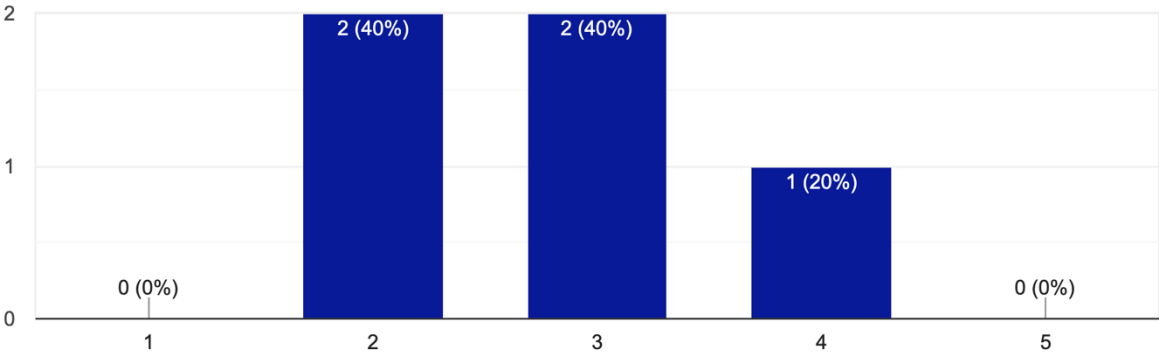
5 responses



Participants were then asked to rate the ease of the use of the site using the same rating scale. Participants rated the design as 40% good, and 40% neutral.

3. Based on your experiences today, how would you rate the ease of use of the site?

5 responses





Next, participants were asked to provide feedback to improve one thing on the website. so, participants gave feedback as below.

4. If you could improve one thing about this website, what would it be?

5 responses

- Reduce pages
- Inquiry form layout
- Reduce overall pages
- Content needs to be updated
- Product details layout needs improvement

Following the collection of all data, important concerns were recognized, and remedies developed. The grading scale used to assess the effect of each identified issue is shown below.

1. **Suggestion:** A suggestion that describes a possible enhancement of fix in the system, but with low importance to the participant
2. **Strong Suggestion:** A suggestion to fix something that is clearly annoying the participant
3. **Minor Issue:** Participant stops to think, but proceeds
4. **Major Issue:** Participant faces a significant delay or starts doing try-and-error
5. **Blocker Issue:** Participant gets stuck or gives up, only proceeds with help

The following issues, ratings, and solutions were generated for scenario one.

| Task | Issue                           | Impact                | Solution                                       |
|------|---------------------------------|-----------------------|--|
| 1.   | Difficulty finding products     | 4-Major Issue         | Add filter option for the product              |
| 2.   | Unable to locate inquiry form   | 4-Major Issue         | Update inquiry form page                       |
| 3.   | Difficulty filling inquiry form | 2 – Strong suggestion | Redesign inquiry form page                     |
| 4.   | Unable to identify form field   | 2 – Strong suggestion | Add functionality for the form field highlight |

Scenario two generated one blocker and one major issues.

| Task | Issue  | Impact          | Solution                                   |
|------|--|-----------------|--|
| 1.   | Difficulty finding product category                | 5-Blocker Issue | Add filter option for the product category |
| 2.   | Unable to locate product brochure                  | 1 – Suggestion  | Update product brochure design             |
| 3.   | Difficulty finding product for particular category | 4-Major Issue   | Add search option for product and category |

Scenario three identified one blocker and two major issues.

| Task | Issue  | Impact          | Solution                                     |
|------|--|-----------------|--|
| 1.   | Difficulty finding category information      | 4-Major Issue   | Add curated content in each category         |
| 2.   | Unable to locate product's technical details | 4-Major Issue   | Redesigned product details layout            |
| 3.   | Unable to find product                       | 5-Blocker Issue | Add search and filter option for the product |


Additional data was taken from the post-test questionnaire to rate and determine solutions for other areas of the site.

| Task | Issue        | Impact                | Solution  |
|------|--------------|-----------------------|---|
| 1.   | Ease of Use  | 3- Minor Issue        | Improve labeling, layout, and hierarchy           |
| 2.   | Clarity      | 2 – Strong suggestion | Improve language and terminology                  |
| 3.   | Design       | 2 – Strong suggestion | Update appropriate photos, color, and fonts       |
| 4.   | Navigation   | 5-Blocker Issue       | Organize pages intuitively add appropriate labels |
| 5.   | Inquiry form | 4-Major Issue         | Add search option for product and category        |
| 6.   | Content      | 4-Major Issue         | Update product content                            |
| 7.   | Layout       | 4-Major Issue         | Update the product pages layout                   |

## Prototype Testing


Following the first round of observational testing, the sections of the site that posed the greatest challenges to users were chosen. Following that, a prototype was constructed in an attempt to address some of the significant concerns and roadblocks that had been discovered. There were four participants in this phase of testing, all of whom had taken part in the first round. Upon first viewing, all four participants commented favorably on the site's changes. The tasks for the prototype were comparable to those used in the initial testing. There were three scenarios, each with three tasks.

In the first scenario, participants were instructed to locate and download a product brochure for the chosen category. All three participants were able to effectively complete all three activities in about 28 seconds each. The prototyped version of the product brochure layout is shown below, along with a screenshot of the original site.


[Home](#)
[About Us](#)
[Clientele](#)
[Contact Us](#)

**INFRASTRUCTURE**
**INDUSTRIAL**
635 635 5505
info@globalfluid.co.in
**INQUIRY NOW!**


### BT90 MODULER SCREED SECTION




| Description           | Inquiry | Download        |
|-----------------------|---------|-----------------|
| <b>SCREED SECTION</b> |         |                 |
| - BT 90               | 1 m     | 2 m 3 m         |
| - Length              | 1000 mm | 2000 mm 3000 mm |
| - Width               | 420 mm  | 420 mm 420 mm   |
| - Height              | 376 mm  | 376 mm 376 mm   |
| - Weight              | 32 kg   | 57 kg 82 kg     |

**Product Information Page – Original Site**

[Home](#)
[About Us](#)
[Clientele](#)
[Contact Us](#)


[EPIROC](#)
[HUSQVARNA](#)
[KSB](#)
[FLOWSERVE](#)
[FLOWLINK](#)




[HOME](#) → [HUSQVARNA](#) → [FINISHING](#) → [BT90 MODULAR SCREED](#)

## BT90 MODULAR SCREED

[INQUIRY NOW](#)
[BROCHURE](#)

### Description

The Husqvarna truss screed sections for BT 90 pneumatic are engineered to handle floors, up to 25 meters wide, runways and bridges that need compaction, levelling and finishing. Easy to assemble by a single operator and adjust camber. Many configurations possible with accessories, such as winches and outriggers, to cover your day to day needs. Our modular screeds are engineered to handle your biggest challenges. Assemble, adjust camber and go to work on anything from floors to bridges. Husqvarna BT 90 is engineered to handle up to 25 meters wide concrete surfaces.




### Technical Details

| BT 90  | 1 m     | 2 m     | 3 m     |
|--------|---------|---------|---------|
| Length | 1000 mm | 2000 mm | 3000 mm |
| Width  | 420 mm  | 420 mm  | 420 mm  |
| Height | 376 mm  | 376 mm  | 376 mm  |
| Weight | 32 kg   | 57 kg   | 82 kg   |

### Features

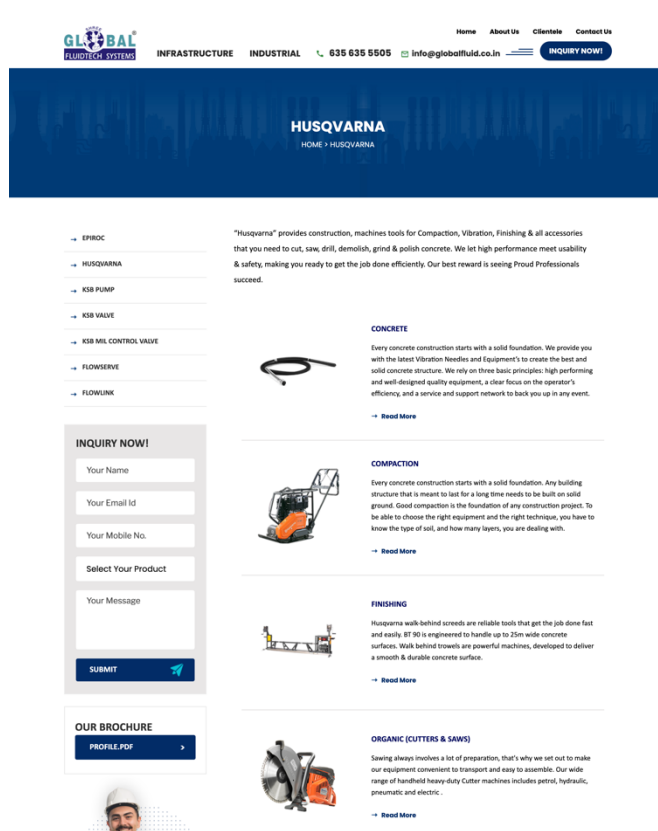
1. Smart Design
2. Easy setup
3. Engineered to last
4. Built to perform
5. Light weight

### Photos

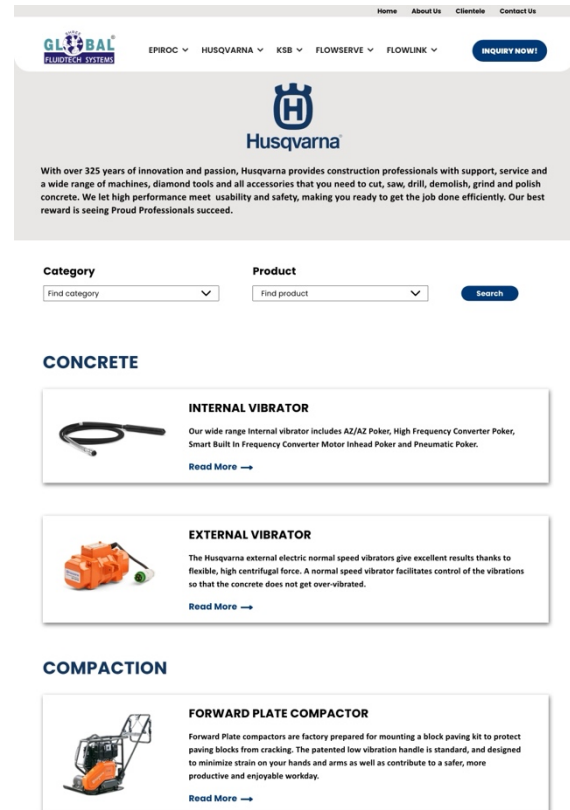


## Product Information Page – Prototype

Scenario two required participants to locate and gather product information for a specific category. All four participants finished all three tasks, whereas earlier research revealed that the product task was a blocker that only a few persons could complete. Screenshots of the original and prototyped product pages are shown below.

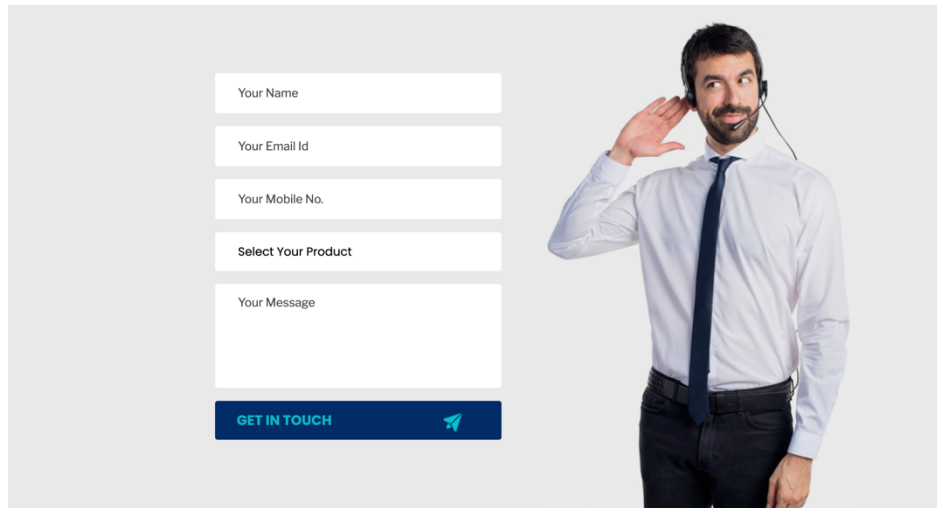


Product Page – Original Site

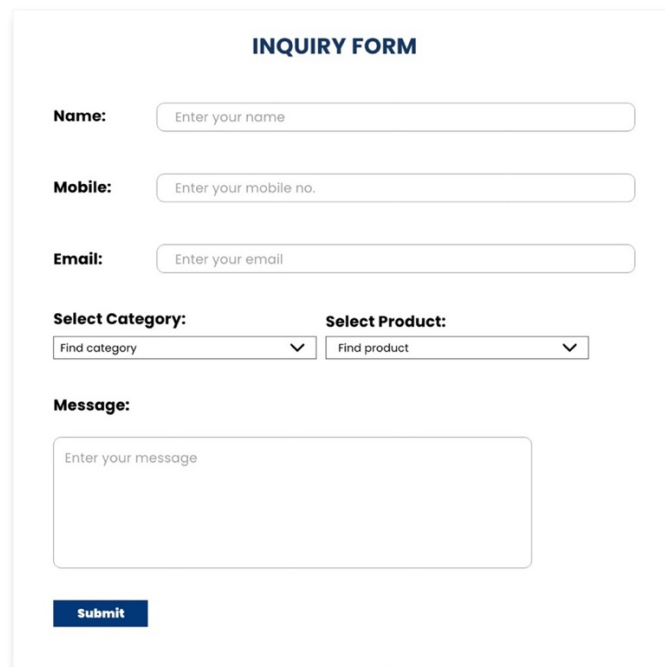


Product Page – Prototype

Scenario three required participants to locate and enquire about the product in order to determine whether it was accessible. All four individuals finished all three activities in under 25 seconds, although in previous tests, finding and filling out the inquiry form was a huge challenge that only a few participants were able to complete. The original and prototyped product inquiry form pages are shown below.

The image shows a screenshot of the original inquiry form page. On the left, there is a vertical stack of five white input fields with light gray borders. The labels inside the fields are 'Your Name', 'Your Email Id', 'Your Mobile No.', 'Select Your Product', and 'Your Message'. Below these fields is a dark blue button with the text 'GET IN TOUCH' in white, followed by a small white paper plane icon. To the right of the form is a full-body image of a man with a beard, wearing a white shirt, a dark tie, and dark trousers. He is wearing a headset with a microphone and has his right hand raised to his ear, as if listening intently.

**Inquiry Form Page – Original Site**

The image shows a screenshot of the product page prototype. At the top, the text 'INQUIRY FORM' is centered in a bold, dark blue font. Below this, there are three rows of labels and input fields. The first row is 'Name:' followed by a white input field with the placeholder text 'Enter your name'. The second row is 'Mobile:' followed by a white input field with the placeholder text 'Enter your mobile no.'. The third row is 'Email:' followed by a white input field with the placeholder text 'Enter your email'. Below these, there are two rows of labels and dropdown menus. The first row is 'Select Category:' followed by a dropdown menu with the text 'Find category' and a downward arrow. The second row is 'Select Product:' followed by a dropdown menu with the text 'Find product' and a downward arrow. Below these, there is a label 'Message:' followed by a large white text area with the placeholder text 'Enter your message'. At the bottom left, there is a dark blue button with the text 'Submit' in white.

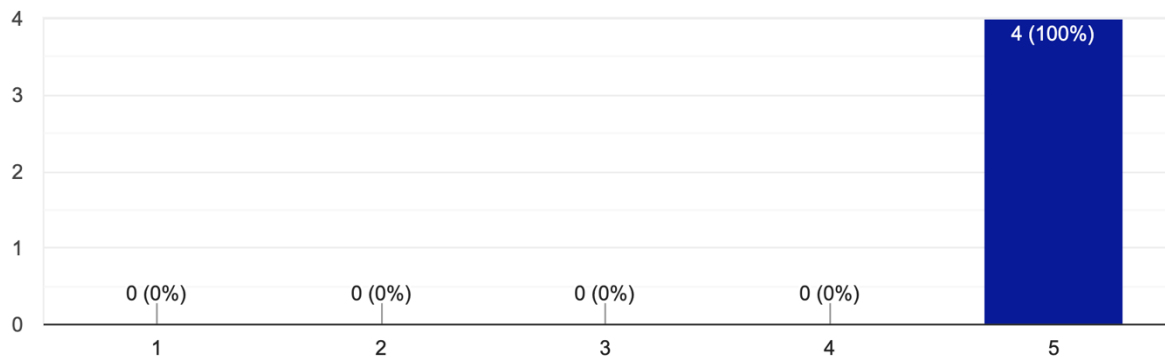
**Product Page – Prototype**

The prototype testing confirms the flaws discovered during the initial testing. The prototype received positive feedback from participants, who thought it was a significant advance over the old site. "Wow, that's nice," one participant said after completing task nine.

On the same scale of 1-5 with 1 being poor and 5 being most excellent, all four participants reported that the design and layout of the site was a 5, excellent in the prototyped version.

1. What do you feel about the design and layout of the site?

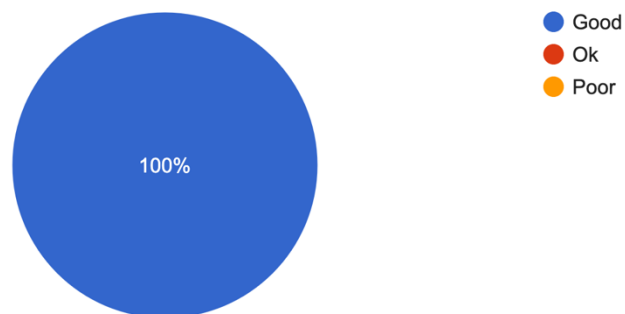
4 responses



**The participants also rated the overall content of the site as Good.**

2. What do you think about the content of the website?

4 responses

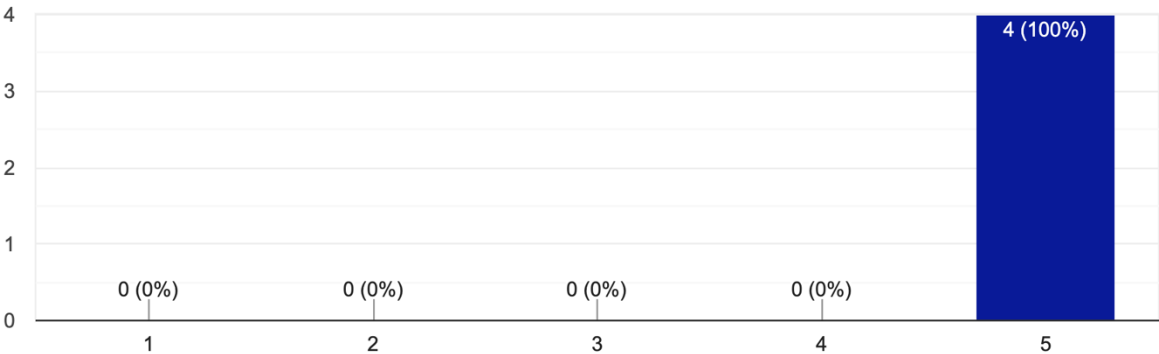




**Additionally, participants rated the ease of use of the site as 5, or easiest.**

3. Based on your experiences today, how would you rate the ease of use of the site?

4 responses



**Two Participants provided feedback for inquiry form and filter option.**

4. If you could improve one thing about this website, what would it be?

4 responses

- No needed
- no
- To have functionality to fill the form second time
- Stick the product dropdown with the header

## Recommendations

Significant data was acquired from the testing of the original site and the prototype, pointing to key areas that need to be addressed to improve the site's usability.

### Inquiry Form:

#### Rank: High Severity

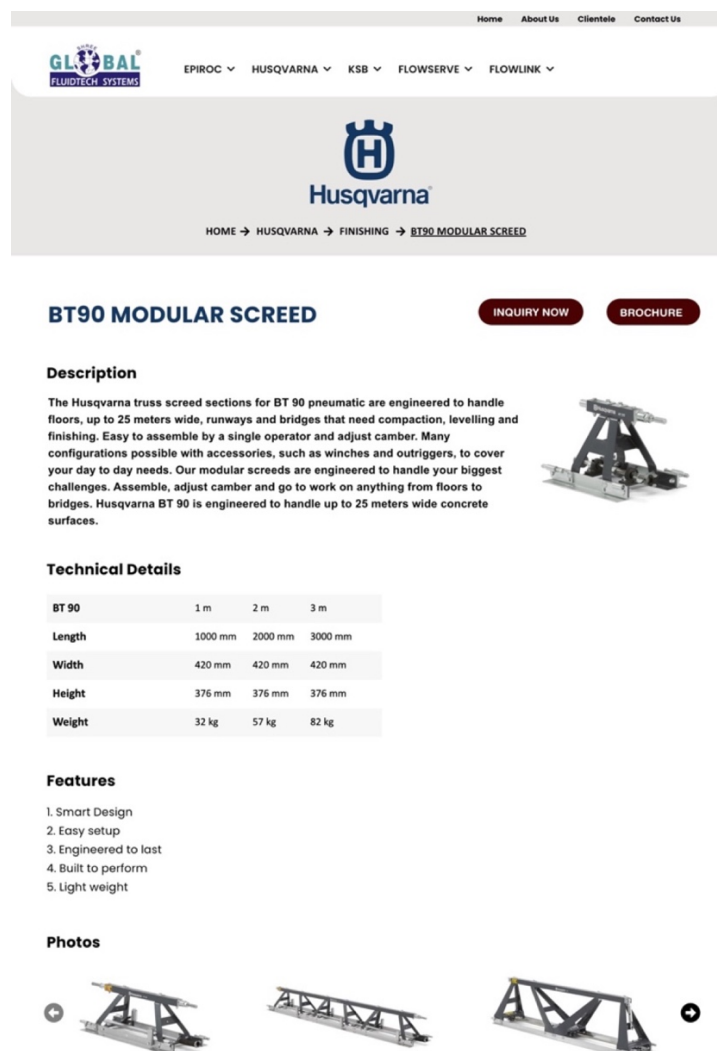
Redesign the inquiry form to include the appropriate form fields so that the user can fill it out quickly. Also, provide the consumer the option of selecting a category and a product. This will make this section of the site more user-friendly. During the original site testing, none of the participants were able to identify this photo when they were requested to locate an inquiry form from the product's information page in scenario three. They had trouble navigating the inquiry form as well. The inquiry button was added to the prototype, and all participants were able to successfully and quickly access the inquiry form using the button. (See Figure Below)

The image shows a web form titled "INQUIRY FORM" in a dark blue font. The form is contained within a white box with a subtle drop shadow. It includes the following elements: three single-line text input fields for "Name:", "Mobile:", and "Email:", each with a light gray placeholder text; two dropdown menus for "Select Category:" and "Select Product:", each with a light gray placeholder text and a downward arrow icon; a larger text area for "Message:" with a light gray placeholder text; and a dark blue rectangular button with the word "Submit" in white text at the bottom left.

## Product Information page:

### Rank: Low Severity

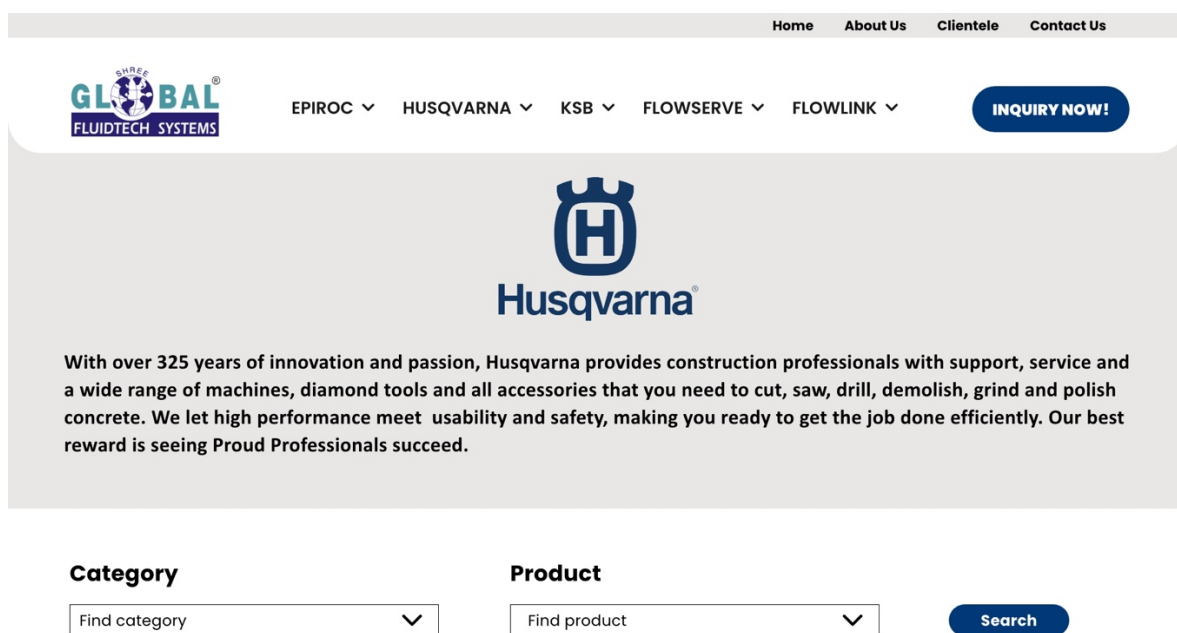
When a user clicked on a product on the original site, the product information page was simply a table of technical details from the product's details page. Participants struggled to understand where to look for the information, and once they did, they discovered that the only way to learn more about the product was to download the brochure. The prototype was updated to include a detailed description section, photographs with an inquiry form, and a brochure button, allowing all participants to find product information quickly and easily. (See Figure Below)



## Search:

### Rank: High Severity

Add a filter feature to the site so that users can quickly locate what they're looking for. The only way to find the product on the original site was to navigate through each category on the product page. The product was difficult to find, and several participants were unable to find it at all. A unique filter option was introduced to the product page in the prototype. All of the participants were able to locate the product in the prototype with ease and speed, and they all agreed that the filter option was a significant improvement and a fantastic way for the user to find things. (See Figure Below)



## Content:

### Rank: Low Severity

Add product descriptions and curate material so that users can learn more about the product quickly. Every product's information page now includes a product description. During the initial site testing, participants were unable to discover this description, but stated that there was little information and that the process was complicated. A description page was added to each product's information page in the prototype. Aside from that, the category description was curated as well. This was well received by the prototype testing stage. addition.

**Design:****Rank: Medium Severity**

Colors should be updated for legibility, and a content grid should be created for clarity. The design was another topic that came up throughout the heuristic testing, user research, and initial site testing. It was difficult to locate material and read, according to participants. To improve legibility, the content was arranged out in a grid in the prototype. The navigation bar's colors were also changed to a cooler blue and grey to increase readability and generate more contrast, which participants praised.

**Navigation:****Rank: Medium Severity**

Multiple pages for the same product category should be reduced. The number of pages has been reduced so that users may get to the final page in only a few clicks. The product was difficult to find, and several participants were unable to find it at all. The number of pages in the prototype was reduced; all participants were able to locate the product in the prototype easily and fast, and they were all pleased with this improvement.

## Conclusion

The purpose of this study was to assess current challenges at the Global Fluidtech Systems location and make recommendations for changes. The goal of this experiment was to boost traffic and attract new consumers, as well as receive product enquiries and improve the overall usability of their website. Key concerns were recognized, and remedies developed through inventory, heuristic testing, and usability testing. Following that, participants were given the opportunity to test a prototype that included the solutions. The inquiry form, product information page, searching for products, and downloading product brochures were recognized as the primary pain areas on the site during the testing. Participants said they couldn't discover information or were frustrated trying to find the product.

A prototype was constructed based on participant comments. This prototype was created to test the inquiry form page, product page, brochure option, product information page, as well as the overall layout, design, content, and navigation. Participants gave positive feedback on prototype testing. With this information, recommendations can be made with confidence. The required form filed should be appended to the inquiry form. The product page as well as the product information page should be redesigned. A filter option for the product and category should be introduced to allow users to search based on their needs. To make it easier for the user to find the product, new navigation should be created. In order to improve legibility, the color scheme and layout must also be improved.

Based on the results of the testing and data analysis, including these basic fixes into the present site's design will significantly improve ease of use, site traffic, and user engagement. These improvements are suggested with the target audience in mind, to especially suit to their experience level and preferences. We know from the research that many people in the target demographic have little experience with technology. They place a premium on information that is easily accessible and clearly identified. To meet vision impairments and accessibility concerns, fonts and colors should be chosen.

The creation of a high-fidelity prototype is the next phase in this procedure. This prototype should be more durable and more realistic of the final site's appearance. The site should include all of the

product's information and photographs, as well as a testing enquiry form. The filter option should be included, as well as the final fonts and colors. Following the creation of this prototype, another round of testing should be conducted to identify any remaining faults and potential enhancements. Assuming that the testing was successful, the final stage is to create the live site, which will be followed by another round of bug testing. Based on all of the research and testing, we can confidently predict that these modifications will increase traffic to the Global Fluidtech Systems website and increase user engagement.