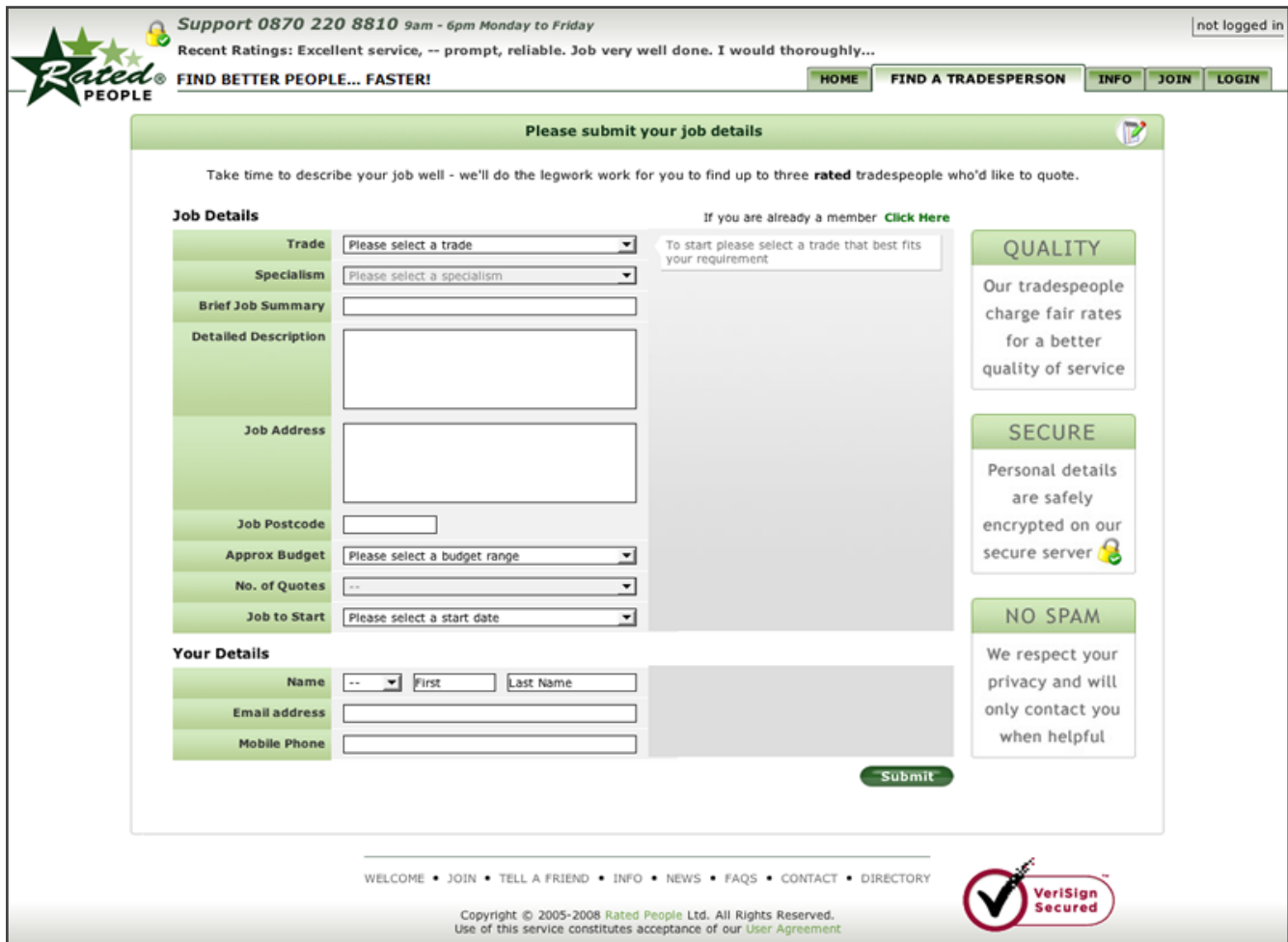


# Sitename - User experience analysis

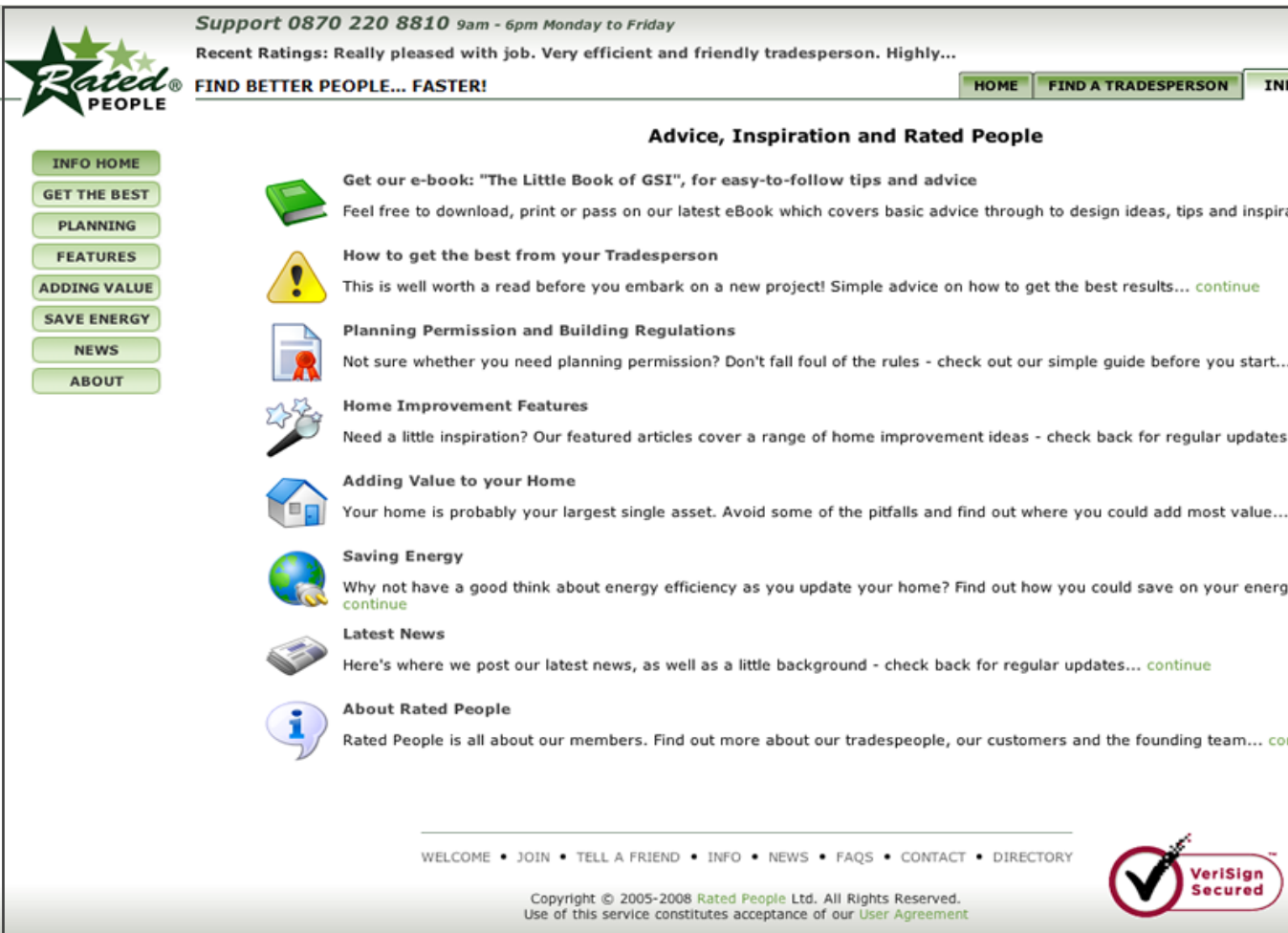
The purpose of this diagram is to give an overview of the key elements that make up the website user experience.



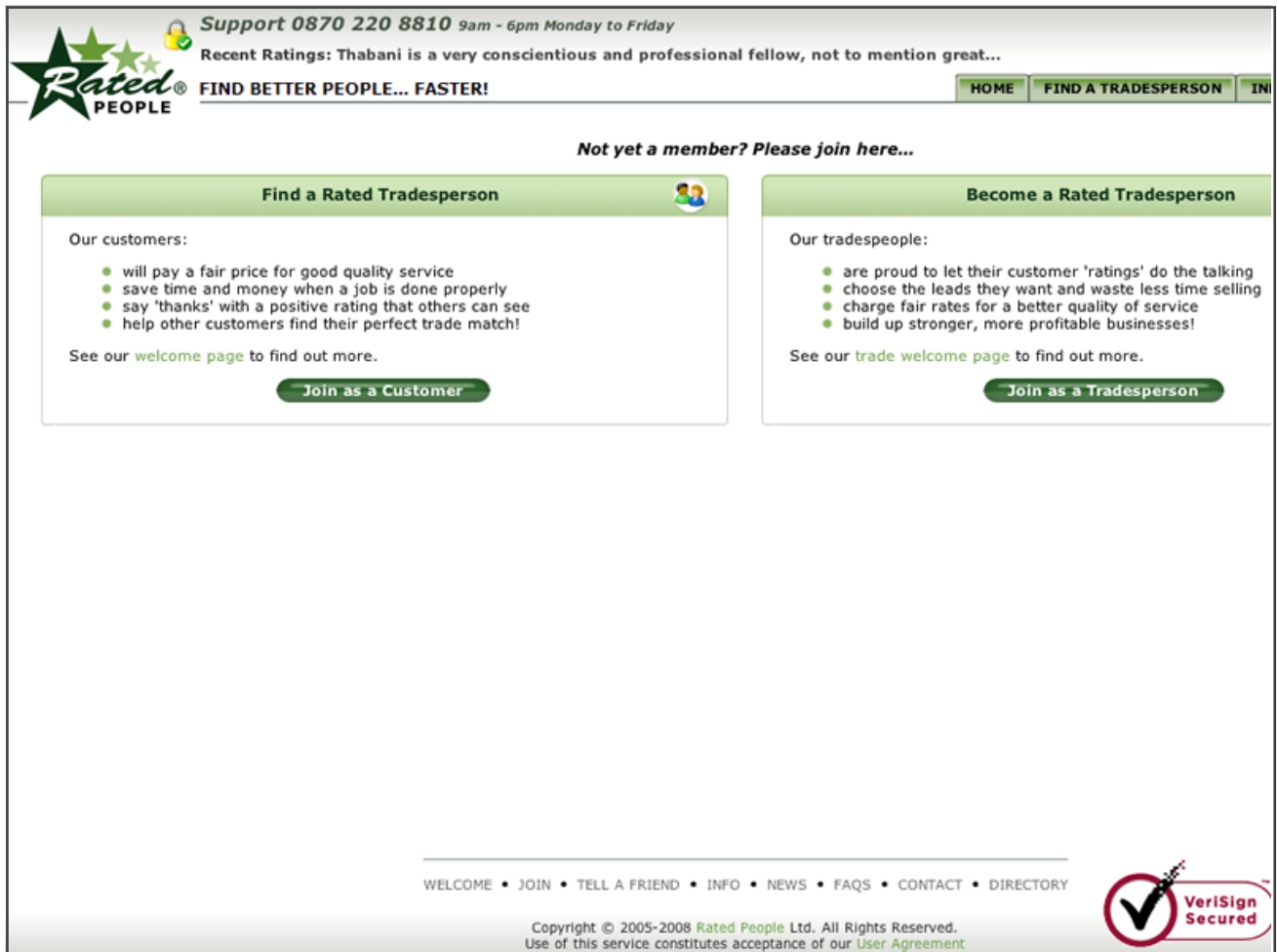
#1 - Home



#2 - Find a tradesperson



#3 - Info



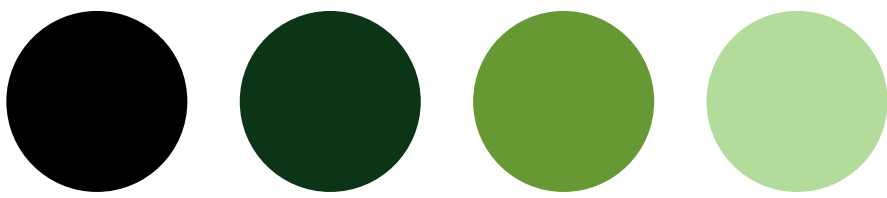
#4 - Join



## Executive Summary

- Uninspiring colour pallet & no clear brand direction
- Lack of interactivity and responsiveness
- No clear visual hierarchy

## Colour pallet



## URL

http://www.ratedpeople.com/

## Navigation structure

- HOME
- FIND A TRADESPERSON
- INFO
- JOIN
- LOGIN

## Critique

### Visual design

- Uninspiring colour pallet
- No clear brand direction
- Use of iconography throughout site doesn't really work visually
- Fluid layout, optimised to 800x600 screen resolution
- No use of technology to provide a sense of interactivity on the site

### Information Architecture

- Site proposition isn't presented clearly enough
- No clear visual hierarchy makes it hard for user to decide what the focus of each page is
- Search mechsanism is a little lengthy, but does provide handy tool tips for each field
- CTA's lack visual consistency, this is confusing for users when making decisions

### Accessibility/Usability

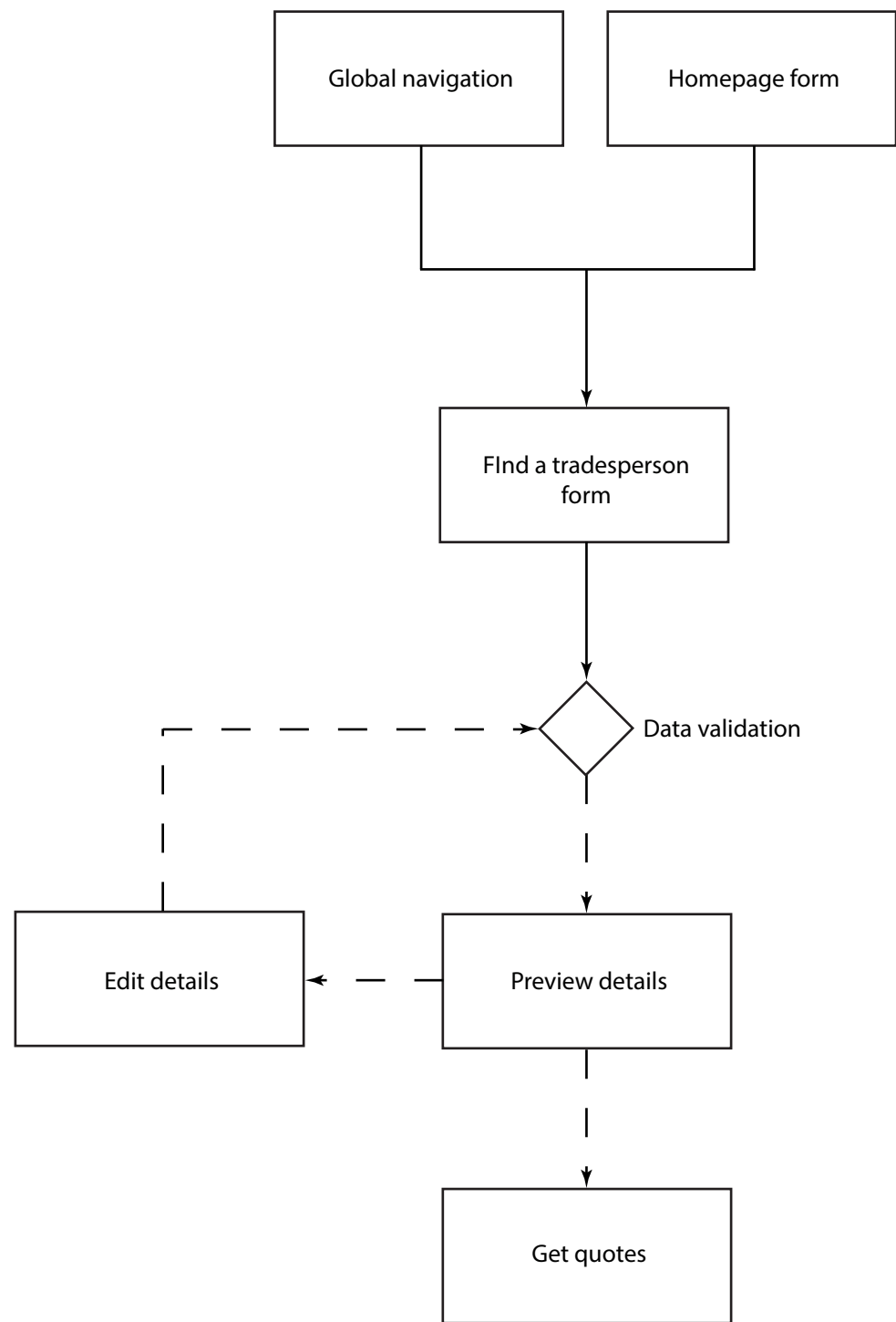
- Default font size is too small, decreases readability
- No tab-index or access keys to allow access to content for disabled users
- News ticker is distracting

### SEO

- Title tags could be improved for SEO
- Google Page Rank: 3

## Customer journey

- No indication of which fields on "Job Details" form are mandatory, confuses user



## User feedback

Q. In 2 sentences or less please describe your overall experience of the website?

Source: Agency-wide email questionnaire  
Sample size: 30

"The homepage has too much content. The 'Recent ratings' area is too crammed and I lost interest easily. The navigation bar is on the right hand side and it looks hidden".

"Design doesn't inspire confidence, looks amateurish, even through service offered could be good quality".

"Homepage put me off initially - so much text, I didn't know what to look for. Once I looked round the site it felt they have lots of interesting & important information - just not structured very well."

"I like the fact that you know how long the process of rating people is going to be just from looking at the homepage. Also like having the customer ratings on the page, but there is a lot to read there, which is a bit distracting. Homepage is slightly disorganized and disjointed."

## Site stats

Interface optimised for  
• 800x600px

Tracking  
• Google Analytics