

UX DESIGN ANALYSIS

PicsArt & ESCS

Capstone project

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Do the leading companies and governmental institutions such as PicsArt and Ministry of Education&Culture, Science and Sports consider factors that enhance good user experience to the users, through which the institution or services can have satisfied and permanent users?

Topic

Why them?

PicsArt

PicsArt was founded in 2011, and its development, a photo editing and sharing mobile application, is considered to be among the five hottest startups of 2015 by Forbes.

PicsArt

ESCS

Based on Amendments and Addenda to the Law on "Structure and Activities of the Government" some ministries were merged into each other. People mostly follow the Covid news through these website.



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Research questions

1. How is the usability, readability and effectiveness of PicsArt and ESCS websites?
2. What kind of UI/UX principles, laws and rules are used in the websites of PicsArt and ESCS websites?
3. How do the users react and feel about the functionality, accessibility, usability and the design of PicsArt and ESCS websites?

What is a User Experience Design?

UX

The relationship between the user and the product. Assuring the website's useability, findability, effectiveness, readability, accessibility and functionality.

UI

Makes all the visuals appealing and aesthetically beautiful through the use of colors, shapes, images, illustrations, icons and typography.

Methodology

01

Web Design Analysis

Based on three features of UX: readability, usability, effectiveness

02

Usability Testing

Through Steve Krug's "Don't make me think"

03

Interviews

Getting to know past research and design thinking processes

04

Suggestions

A special section that gathers all the found data based on the analysis and testing

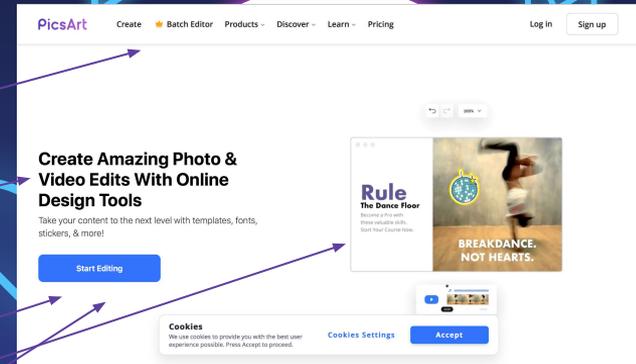


Web Design Analysis Criteria

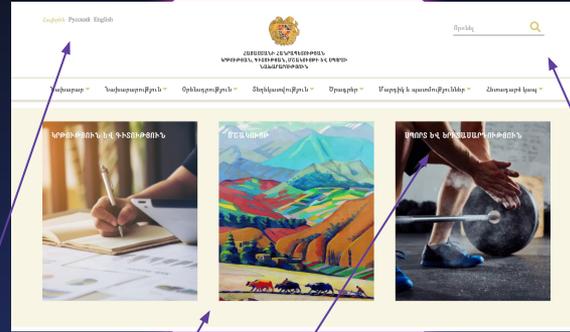
Readability	Usability	Effectiveness
Content	Navigation	Traffic
Buttons	Site architecture	Bounce rate
Text Alignment	Mental Models	Load
White space	Clarity	Broken Links
Visual hierarchy	Focus	Website speed

PicsArt Website Design Analysis

- Sans Serif typeface, showing the newness and friendliness, Open Sans font that makes the content easily readable.
- Subpages are dropping down, by just hovering the mouse around; very convenient.
- “F”-pattern form of writing the message
- Titles are short and concise
- White space, which helps with perceiving the information presented on the screen easily
- Color choice is white, black, blue and purple, which express richness and royalty
- Animation on the right side is attractive, which engages the viewer
- CTA button works greatly, as it catches the attention of the user immediately with its size and color
- There is a satisfying distance between titles.
- It delivers fast information to them without any loads



ESCS website design analysis



- ESCS uses serif typeface, Segoe UI font, which is considered to be elegant and informative
- The layout of pages are built based on grids, which makes it all look compact, consistent and cohesive
- combination of dirty yellow and black colors, which seem to be the colors of the national insignia
- Use of gestalt principles; law of proximity is used in this website, as we group the banners that are close to the news headline

- A search button is available in the navigation. This is very comfortable and useful for the user
- The use of principle of clarity, by keeping it simple, familiar, consistent, guiding and with good information architecture.
- Almost all the links work

Target Audience

PicsArt

Mostly young people

Mostly young people love editing images, making stickers and gifs, but also people who need these tools in their professional life.

ESCS

14-63 year-old people

It addresses a comprehensive content that interests people from almost all ages

Usability testing stages

1

Introduction

Getting acquainted with the participant in a very friendly way, getting to know the person's routine, interests, goals and expectations.

2

Blink test

The user sees the website for five seconds, and then shares his thoughts and opinion about the impression on the website.

3

Long journey

Was aimed to determine if everything is clear for the user in the website

4

Scenarios

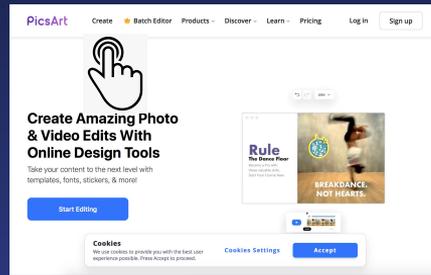
Asked them to imagine that they are in a specific situation, they have a specific question and to complete it, what would be their actions

PicsArt Usability Testing

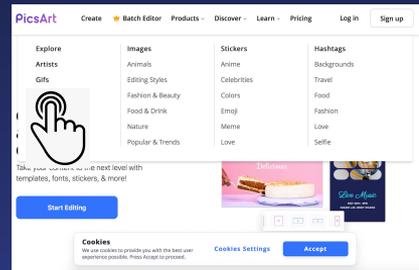
Lusine, a graphic designer, aged 27

Scenario

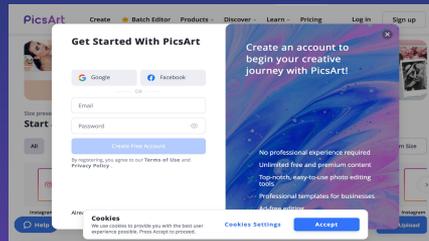
You are very interested in creating gifs, in which steps you would find and use the gif making tool?



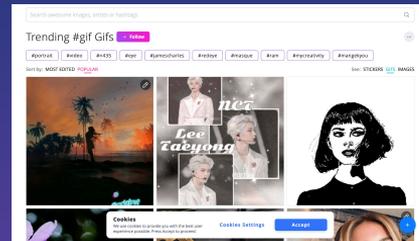
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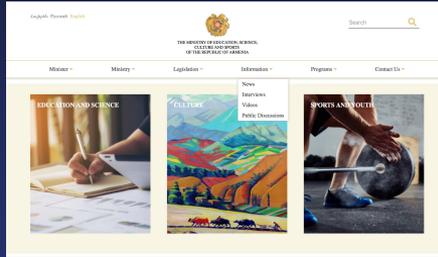
4

ESCS Usability Testing

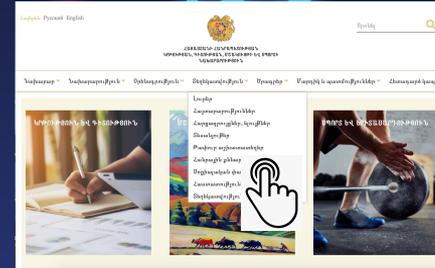
Tamara, the 24-year-old communication specialist

Scenario

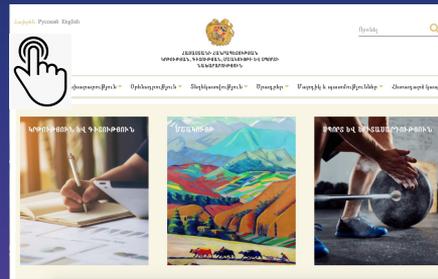
Imagine that you are so much interested in finding a job in one of the ministries. Do you think it can be found on this website? If yes, then how?



1 X



3



2



4

SUGGESTIONS FOR PicsArt

Allow the user to try at least one of the features and tools before asking them to register

Allow

Comforts the users and makes them feel confident in using the website

Search button

Keep the descriptions short and concise. Alternatively, use videos and bullets to engage the user

Short description

Suggestions for ESCS website

White text

It is uncomfortable to our eyes to read a title that has a very mixed background

Blank page

This makes the users feel confused and frustrated, because of not knowing what is the problem

Back button

When the user wants to go only one page back, it is just impossible to do



Thank you !