

# Interaction Design Project: Final Report

Group Member Names

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Website Name

The Record Room

Website URL

<https://recordroomaz.com/>

Your Prototype Site URL (xx.axshare.com) <https://u5d6tp.axshare.com>

## Executive Summary

The study we conducted involved testing the usability of a music website and trying to improve it by creating a redesigned one. A total of twelve participants were part of the study divided into two groups: the original website testers and the redesigned website testers. The redesigned website was designed with an emphasis on creating better efficiency, functionality, and learnability. The results of our study show that the redesign significantly improved the usability of the website.

## Method

### Who we tested

Twelve participants, having the following demographic characteristics, evaluated The Record Room. Six participants used the original website and six participants used the redesigned prototype.

| Prior Experience with Shopping Websites (Scale from 1-5) | Participants |
|--|--------------|
| 1  | 1            |
| 2  | 0            |
| 3  | 4            |
| 4  | 5            |
| 5  | 2            |
| <b>TOTAL</b>   | 12           |

| Age           | Participants |
|---------------|--------------|
| 17 or younger | 1            |
| 18-24         | 10           |
| 25-34         | 0            |
| 35-44         | 0            |
| 45-64         | 1            |
| 65+           | 0            |
| <b>TOTAL</b>  | 12           |

| Gender       | Participants |
|--------------|--------------|
| Male         | 6            |
| Female       | 4            |
| Other        | 2            |
| <b>TOTAL</b> | 12           |

## What participants did

Participants were assigned either the original website or the redesigned website at random and spent around 10 minutes with the study facilitator. After a brief demographic survey, they completed the following four tasks:

**Imagine that you are a music buff who wants to purchase some vinyl records and CDs online. Use *The Record Room's* website to do the following tasks:**

**Task 1 - You want to sign into your account on the website and subscribe to the newsletter.**

- Sign in with the following information:  
Email: [463test@gmail.com](mailto:463test@gmail.com)  
Password: 123456
- Navigate back to the homepage if needed.
- Find "EMAIL SIGNUP" on the homepage—Enter any name (if prompted) and "463test@gmail.com" into the fields. If it prompts you to confirm the email address, you do not need to do anything; proceed to the next task

**Task 2 - Now that you are signed in, you want to add a variety of music in different formats to your cart.**

- Use the Search function on the website to find *Get Born* by Jet and add the vinyl record (new) to your cart.
- Use the Search function on the website to find *Meddle* by Pink Floyd and add the CD (new) to your cart.
- Navigate to the New Releases page for the week of 3-17-2023 and add a vinyl of *Creatrix [Coke Bottle Clear LP]* by Now More Than Ever to your cart.
- The task ends when all of the above items are in your cart

**Task 3 - You heard that there is a new Jonas Brothers album coming out soon and you want to learn more about it before you purchase it.**

- Navigate to the "Preorder Upcoming Releases" page and find *The Album* by Jonas Brothers. Click it to proceed to the product page
- Please answer the following questions to confirm task completion.
  - i. On what date is this album releasing?
  - ii. Locate the section that gives you more information on the album. How long was the Jonas Brothers' hiatus before they released the single called *Sucker*?

- Add the vinyl pre-order to your cart. The task has ended.

**Task 4 - You want to make changes to your cart and start the checkout process.**

- In the shopping cart, change the quantity of *Meddle* by Pink Floyd CDs to 2
- Complete the checkout process until you reach the checkout page. The task ends when the checkout screen is reached.

Afterward, they completed this 10-question survey measured with the System Usability Scale with one of five responses that range from Strongly Disagree to Strongly Agree:

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

**What metrics were collected**

The metrics collected included

- **Task completion time**
  - Calculated using the difference between start and finish times of each specific task outlined in *What Participants Did*.
  - Time starts when the participant starts moving their mouse on the website. Time stops when the participant clicks on the tab where the study questionnaire is.
- **Lostness**
  - Lostness represents the user's deviation from the "optimal path" in the completion of an individual task, it is calculated using the following formula:
  - $L = \sqrt{(N/S-1)^2 + (R/N-1)^2}$ 
    - Where
      - N = The number of different screens visited during the task
      - S = The total number of screens visited during the task, including returns to previously visited screens
      - R = The "optimal" or minimum number of screens that must be visited to complete the task.
- **System Usability Scale (SUS)**

- Participants were asked the difficulty of each task immediately after completion. In addition to this, participants were given a post-session questionnaire each using a Likert Scale.
- Calculated:  

$$x = (\text{Sum of all Odd question responses}) - 5$$

$$y = 25 - (\text{Sum of all Even question responses})$$

$$\text{SUS Score} = (x + y) * 2.5$$

#### Task completion time:

| Participants / Tasks | Task 1     |          |           | Task 2     |          |           | Task 3     |          |           | Task 4     |          |           | Total Task Time |
|----------------------|------------|----------|-----------|------------|----------|-----------|------------|----------|-----------|------------|----------|-----------|-----------------|
|                      | Start Time | End Time | Task Time | Start Time | End Time | Task Time | Start Time | End Time | Task Time | Start Time | End Time | Task Time |                 |
| Participant 1        | 1:38       | 3:47     | 2:09      | 4:02       | 7:43     | 3:41      | 8:07       | 10:37    | 2:30      | 10:58      | 11:38    | 0:40      | 9:00            |
| Participant 2        | 0:00       | 2:12     | 2:12      | 2:40       | 4:57     | 2:17      | 5:08       | 6:47     | 1:39      | 7:02       | 7:22     | 0:20      | 6:28            |
| Participant 3        | 0:00       | 2:01     | 2:01      | 2:37       | 7:37     | 5:00      | 8:20       | 10:37    | 2:17      | 10:55      | 11:51    | 0:56      | 10:14           |
| Participant 4        | 0:29       | 1:35     | 1:06      | 2:15       | 4:56     | 2:41      | 5:52       | 7:33     | 1:41      | 8:50       | 9:20     | 0:30      | 5:58            |
| Participant 5        | 1:54       | 3:43     | 1:49      | 4:51       | 8:49     | 3:58      | 9:13       | 12:30    | 3:17      | 12:52      | 13:38    | 0:46      | 9:50            |
| Participant 6        | 0:20       | 1:58     | 1:38      | 2:19       | 8:19     | 5:00      | 9:20       | 10:02    | 0:42      | 10:4       | 10:17    | 0:13      | 7:55            |

**Table 1: Original website Task Times**

| Participants / Tasks | Task 1     |          |           | Task 2     |          |           | Task 3     |          |           | Task 4     |          |           | Total Task Time |
|----------------------|------------|----------|-----------|------------|----------|-----------|------------|----------|-----------|------------|----------|-----------|-----------------|
|                      | Start Time | End Time | Task Time | Start Time | End Time | Task Time | Start Time | End Time | Task Time | Start Time | End Time | Task Time |                 |
| Participant 1        | 0:00       | 0:53     | 0:53      | 1:00       | 1:40     | 0:40      | 1:50       | 2:50     | 1:00      | 3:00       | 3:20     | 0:20      | 3:57            |
| Participant 2        | 1:21       | 2:28     | 1:07      | 2:45       | 3:47     | 1:02      | 4:03       | 4:30     | 0:27      | 4:42       | 5:14     | 0:32      | 3:08            |
| Participant 3        | 0:45       | 2:47     | 2:02      | 3:13       | 4:59     | 1:46      | 5:19       | 6:21     | 0:58      | 6:38       | 8:43     | 1:05      | 5:51            |
| Participant 4        | 2:28       | 3:41     | 1:13      | 4:00       | 6:20     | 2:20      | 6:39       | 7:53     | 1:14      | 8:06       | 8:20     | 0:14      | 5:01            |
| Participant 5        | 1:06       | 1:59     | 0:53      | 2:19       | 4:27     | 2:08      | 4:47       | 5:47     | 1:00      | 5:57       | 6:10     | 0:13      | 4:14            |
| Participant 6        | 0:42       | 2:03     | 1:21      | 2:18       | 4:19     | 2:01      | 4:37       | 5:13     | 0:36      | 5:22       | 5:36     | 0:14      | 4:12            |

**Table 2: Redesigned website Task Times**

#### Lostness:

|  | Task 1 | Task 2 | Task 3 | Task 4 |
|--|--------|--------|--------|--------|
|--|--------|--------|--------|--------|



|    | R | N | S | R | N  | S  | R | N | S | R | N | S |
|----|---|---|---|---|----|----|---|---|---|---|---|---|
| P1 | 4 | 4 | 4 | 7 | 11 | 14 | 2 | 2 | 2 | 2 | 2 | 2 |
| P2 | 4 | 4 | 5 | 7 | 13 | 14 | 2 | 3 | 3 | 2 | 3 | 3 |
| P3 | 4 | 5 | 6 | 7 | 10 | 19 | 2 | 5 | 7 | 2 | 3 | 3 |
| P4 | 4 | 5 | 6 | 7 | 11 | 15 | 2 | 3 | 3 | 2 | 3 | 5 |
| P5 | 4 | 4 | 4 | 7 | 12 | 15 | 2 | 5 | 7 | 2 | 3 | 5 |
| P6 | 4 | 7 | 8 | 7 | 12 | 12 | 2 | 5 | 5 | 2 | 3 | 3 |

**Table 3: Original website Lostness**

|    | Task 1 |   |   | Task 2 |   |    | Task 3 |   |   | Task 4 |   |   |
|----|--------|---|---|--------|---|----|--------|---|---|--------|---|---|
|    | R      | N | S | R      | N | S  | R      | N | S | R      | N | S |
| P1 | 1      | 1 | 1 | 4      | 5 | 5  | 2      | 2 | 2 | 2      | 2 | 2 |
| P2 | 1      | 1 | 2 | 4      | 4 | 4  | 2      | 2 | 2 | 2      | 3 | 3 |
| P3 | 1      | 1 | 1 | 4      | 4 | 4  | 2      | 2 | 3 | 2      | 2 | 2 |
| P4 | 1      | 1 | 1 | 4      | 7 | 8  | 2      | 2 | 2 | 2      | 2 | 2 |
| P5 | 1      | 1 | 1 | 4      | 4 | 4  | 2      | 2 | 2 | 2      | 2 | 2 |
| P6 | 1      | 1 | 1 | 4      | 7 | 13 | 2      | 2 | 2 | 2      | 2 | 2 |

**Table 4: Redesigned website Lostness**

|    | Task 1       | Task 2       | Task 3       | Task 4       |
|----|--------------|--------------|--------------|--------------|
| P1 | 0            | 0.4220779221 | 0            | 0            |
| P2 | 0.2          | 0.467032967  | 0.3333333333 | 0.3333333333 |
| P3 | 0.2603416559 | 0.5606930812 | 0.6645544771 | 0.3333333333 |
| P4 | 0.2603416559 | 0.4509351573 | 0.3333333333 | 0.5206833117 |
| P5 | 0            | 0.4621808208 | 0.6645544771 | 0.5206833117 |
| P6 | 0.4464285714 | 0.4166666667 | 0.6          | 0.3333333333 |

**Table 5: Original website calculated Lostness**

|  | Task 1 | Task 2 | Task 3 | Task 4 |
|--|--------|--------|--------|--------|
|--|--------|--------|--------|--------|

|    |     |              |              |              |
|----|-----|--------------|--------------|--------------|
| P1 | 0   | 0.2          | 0            | 0            |
| P2 | 0.5 | 0            | 0            | 0.3333333333 |
| P3 | 0   | 0            | 0.3333333333 | 0            |
| P4 | 0   | 0.4464285714 | 0            | 0            |
| P5 | 0   | 0            | 0            | 0            |
| P6 | 0   | 0.6298342805 | 0            | 0            |

**Table 6: Redesigned website calculated Lostness**

**SUS:**

|               | SUS Q1 | SUS Q2 | SUS Q3 | SUS Q4 | SUS Q5 | SUS Q6 | SUS Q7 | SUS Q8 | SUS Q9 | SUS Q10 | SUS Score |
|---------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|
| Participant 1 | 2      | 3      | 1      | 1      | 1      | 4      | 1      | 4      | 3      | 4       | 30        |
| Participant 2 | 3      | 3      | 4      | 4      | 4      | 1      | 5      | 3      | 4      | 2       | 67.5      |
| Participant 3 | 2      | 4      | 2      | 1      | 2      | 4      | 2      | 4      | 3      | 3       | 37.5      |
| Participant 4 | 2      | 2      | 1      | 1      | 2      | 5      | 2      | 5      | 4      | 2       | 40        |
| Participant 5 | 1      | 3      | 2      | 1      | 2      | 3      | 3      | 4      | 3      | 3       | 42.5      |
| Participant 6 | 2      | 4      | 4      | 4      | 3      | 3      | 3      | 3      | 4      | 2       | 50        |

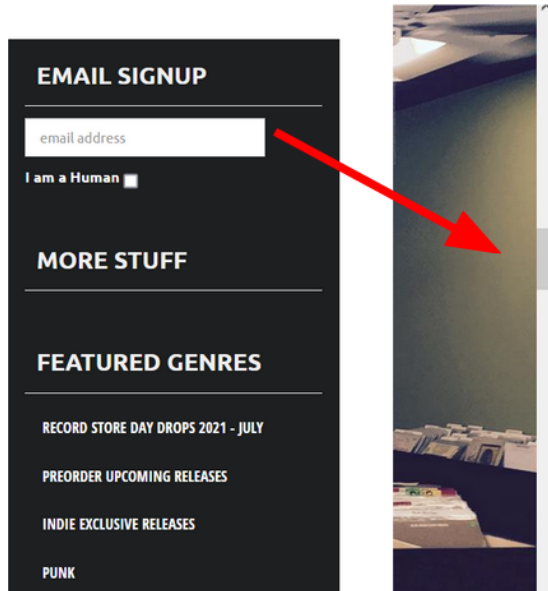
**Table 7: Original website SUS**

|               | SUS Q1 | SUS Q2 | SUS Q3 | SUS Q4 | SUS Q5 | SUS Q6 | SUS Q7 | SUS Q8 | SUS Q9 | SUS Q10 | SUS Score |
|---------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-----------|
| Participant 1 | 5      | 1      | 5      | 1      | 5      | 1      | 5      | 1      | 4      | 1       | 97.5      |
| Participant 2 | 3      | 3      | 2      | 1      | 5      | 1      | 5      | 3      | 4      | 3       | 70        |
| Participant 3 | 4      | 2      | 5      | 1      | 4      | 2      | 5      | 3      | 5      | 1       | 85        |
| Participant 4 | 5      | 1      | 5      | 1      | 4      | 1      | 5      | 1      | 4      | 1       | 95        |
| Participant 5 | 5      | 1      | 5      | 1      | 5      | 1      | 4      | 1      | 5      | 1       | 97.5      |
| Participant 6 | 5      | 1      | 5      | 1      | 5      | 2      | 5      | 1      | 5      | 1       | 97.5      |

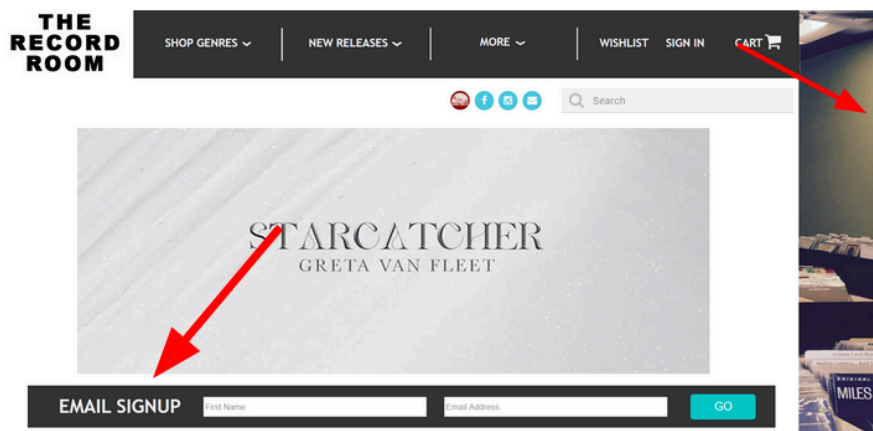
**Table 8: Redesigned website SUS**

## What improvements were made to the site

### 1. Reduced Homepage Length

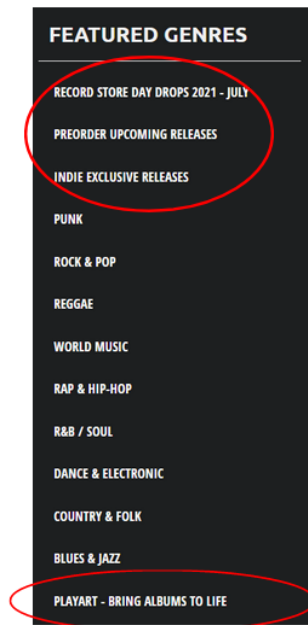


The above image depicts how long it takes to scroll down the homepage before this navigation on the right side is revealed.

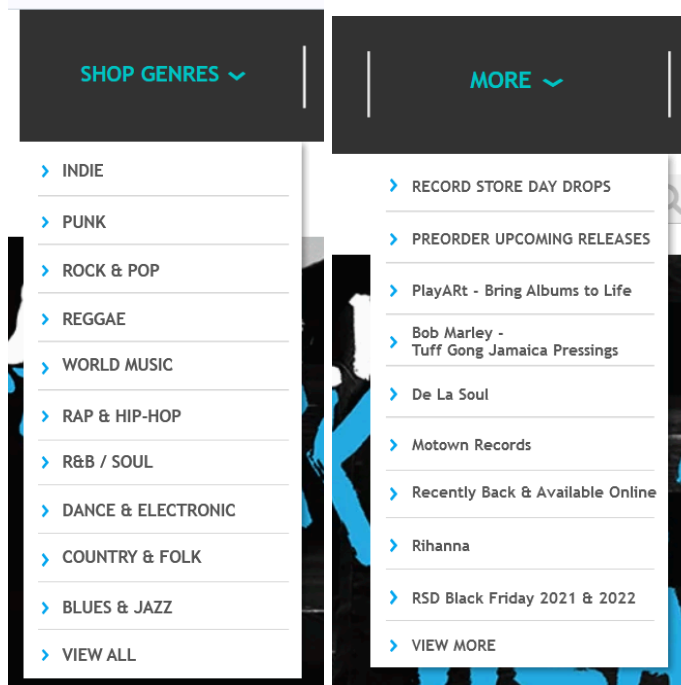


In our redesign, we made sure that the homepage was kept shorter, and vital things could be found more efficiently, like the email signup for their newsletter.

## 2. Proximity of page links

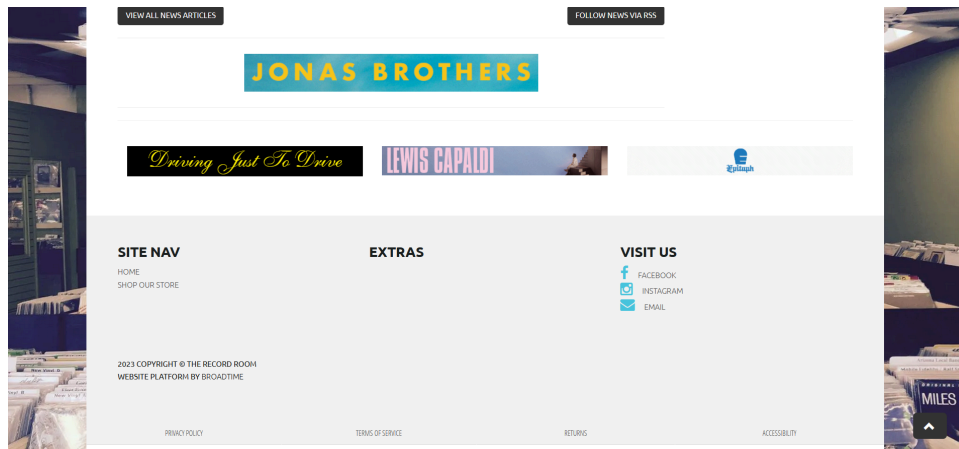


Above is an example found on the homepage of the site, where this “featured genres” section has a lot more than just genre links, and said links are placed arbitrarily. “Pre-order upcoming releases” should not be that close to the list of genres because it limits site readability. This same order of page links is also found on the dropdown menu for “Shop Store.”

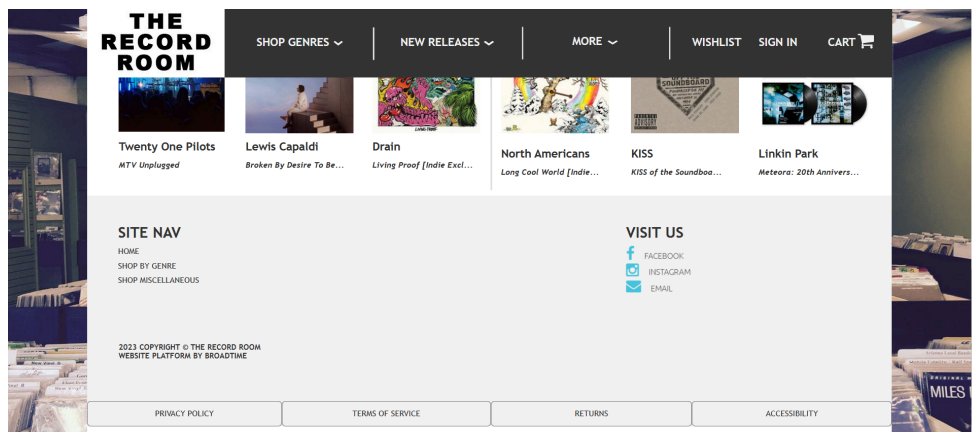


In our redesign, we split these into two dropdown menu sections: Shop Genres and More. Designed like this, the genres, which are similar pages would be close to each other, and the other miscellaneous categories are separated into their own section, so users aren't confused and can easily navigate to where they want to go.

### 3. Persistent navigation bar

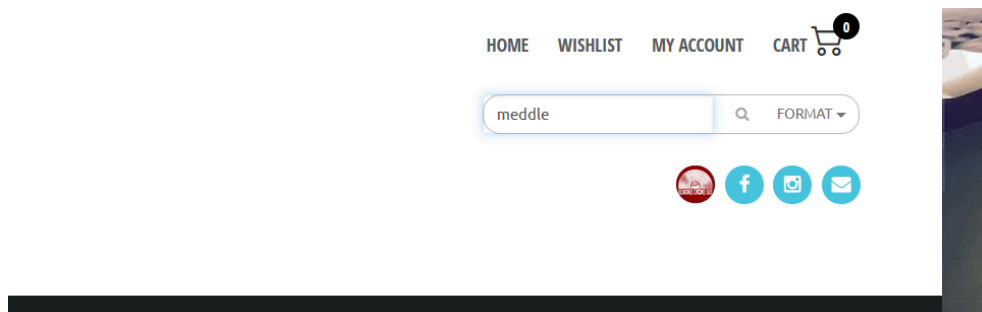


The screenshot of the original site above shows that there is no sticky header as you scroll down the page.

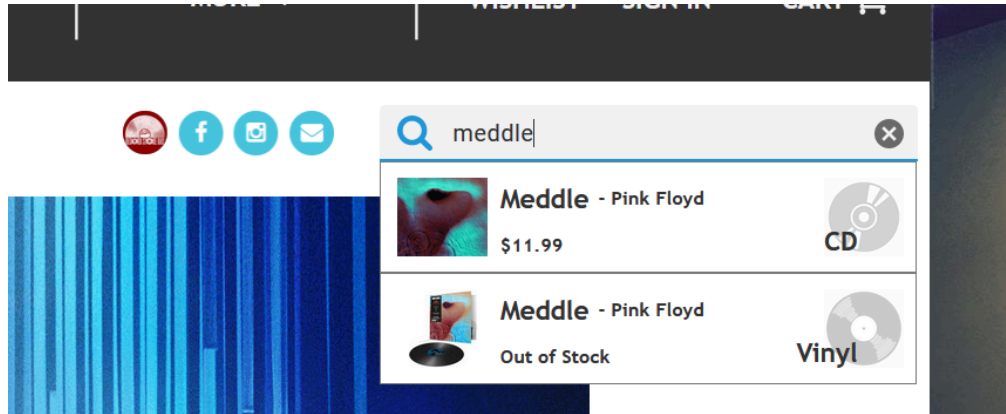


This screenshot of the redesigned site shows that no matter how far you scroll down, the navigation bar will always be at the top, allowing the user to access the options at any time.

### 4. Search Function



In the original website, the search function lets the user input a search term, and it brings the user to a new page with a list of results. The results don't mention the price of the items or if they are even in stock or not, so the user has to click on each one individually to compare prices.







To cut back on the number of clicks it takes to complete a task and the amount of time, we designed a search bar that automatically displays results as you type. The results include the price, whether it's in stock or not, and the format in an easily digestible way.

## 5. Layout of cart

| SHOPPING CART                  |               |                    |                                 |                |                    |        |
|--------------------------------|---------------|--------------------|---------------------------------|----------------|--------------------|--------|
| Quantity                       | Type          | Artist             | Item                            | Price per item | Total              | Manage |
| <input type="text" value="1"/> | New Vinyl     | Jet                | Get Born                        | \$42.99        | \$42.99            | Remove |
| <input type="text" value="1"/> | New CD        | Pink Floyd         | Meddle [Import]                 | \$33.99        | \$33.99            | Remove |
| <input type="text" value="1"/> | New Vinyl     | Now More Than Ever | Creatrix [Coke Bottle Clear LP] | \$24.98        | \$24.98            | Remove |
| <input type="text" value="1"/> | Preordered CD | Jonas Brothers     | The Album                       | \$13.99        | \$13.99            | Remove |
|                                |               |                    |                                 |                | Subtotal: \$115.95 |        |

The screenshot above is the layout of the cart on the original site.

| Your Cart                      |   |                                 |                    |           |         |   |
|--------------------------------|---|---------------------------------|--------------------|-----------|---------|---|
| Quantity                       | Cover   | Title                           | Artist             | Type      | Total   |   |
| <input type="text" value="1"/> |  | Get Born                        | Jet                | New Vinyl | \$42.99 | x |
| <input type="text" value="1"/> |  | Meddle                          | Pink Floyd         | New CD    | \$11.99 | x |
| <input type="text" value="1"/> |  | Creatrix [Coke Bottle Clear LP] | Now More Than Ever | New Vinyl | \$24.98 | x |
| <input type="text" value="1"/> |  | The Album                       | Jonas Brothers     | New Vinyl | \$24.98 | x |

The screenshot above is the layout of the cart on the redesigned site. In the redesign, we spaced out the items in the cart and displayed the details of the items in a more efficient manner. This layout will make it so the user is not confused about what is in their cart due to being able to see the album cover and read the details more clearly.

## 6. Interactive buttons on the Cart page



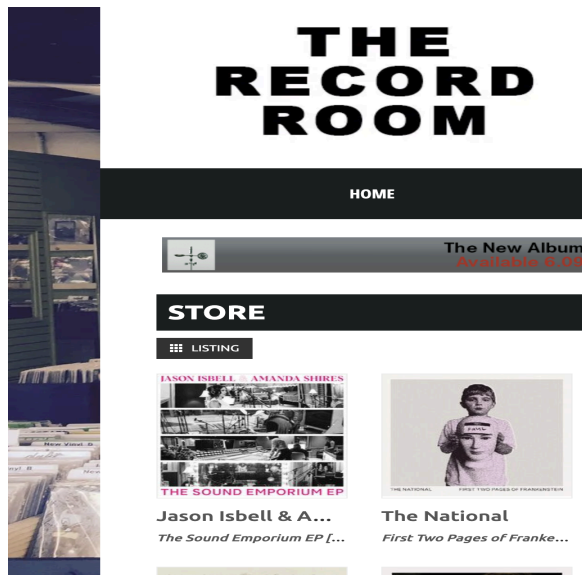
Attached above is a screenshot of the bottom of the cart page on the original site. It is difficult for the user to understand if those are actual buttons or not as there is no gap between them. Additionally, the subtotal does not stand out and does not provide any additional details such as the tax and grand total.

|                      |          |
|----------------------|----------|
| <b>Subtotal</b>      | \$104.94 |
| <hr/>                |          |
| <b>Tax</b>           | \$6.10   |
| <hr/>                |          |
| <b>Grand Total</b>   | \$111.04 |
| <hr/>                |          |
| <div>Check out</div> |          |

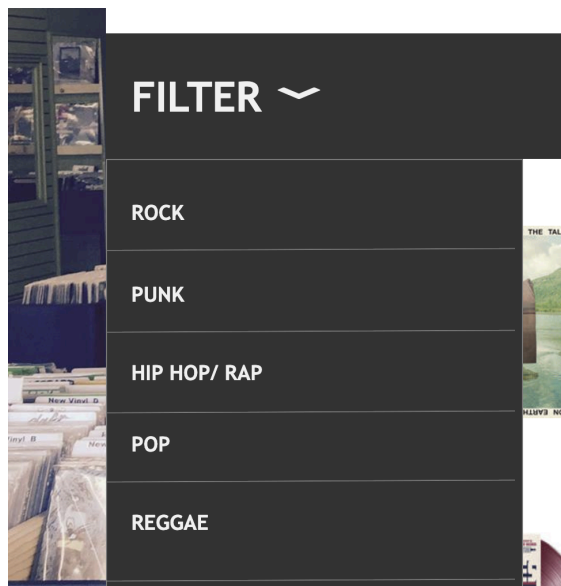
This is a screenshot of the bottom of the cart page on the redesigned site. As you can see here everything is shown a lot more clearly as the text and buttons stand out more. As a benefit on the redesigned site the top navigation bar is locked at all times so if you do have the option to continue shopping, you can always navigate by using the header.

## 7. Accessibility on the Product Page

The product page was redesigned to have a higher level of accessibility making it easier for the user to navigate throughout the site and look for their desired product or just browse. The original site does not have a clear filter tool, in the redesign we have added a filter feature in order for the user to be able to narrow down the search by different categories.



This is an image of the original website which does not include a feature to filter but instead to see all the listings

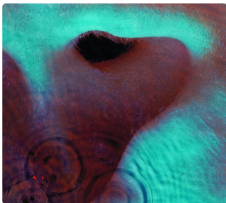


Above is the redesigned site which includes the filter feature.

## 8. Individual product pages decluttered

Included are screenshots of the original (left) and redesigned (right) pages of the product pages which have been redesigned to eliminate the clutter from the page and to feature the most relevant aspects of the product in the front and center of the page.





**Meddle**  
Artist: [Pink Floyd](#)  
Format: CD  
New: Not in stock  
\$11.99 **UNAVAILABLE** **WISH**

**FORMATS AND EDITIONS**

**CD - Import**  
\$13.99 **W**

**DETAILS**

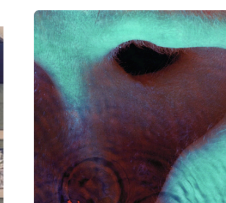
Format: CD  
Label: PYL  
Rel. Date: 01/15/2016  
UPC: 885731708921

[Twitter](#)

Powered by [Breadtime Tuneports](#)

**MORE INFO:**

Meddle is the sixth studio album by English progressive rock group Pink Floyd, released on 31 October 1971 by Harvest Records. It was produced between the band's touring commitments, from January to August 1971. The album was recorded at a series of locations around London, including Abbey Road Studios and Morgan Studios. - With no material to work with and no clear idea of the album's direction, the group devised a series of novel experiments which eventually inspired the album's signature track, "Echoes". Although many of the band's later albums would be unified by a central theme with lyrics written mainly by Roger Waters, Meddle was a group effort with lyrical contributions from each member, and is considered a transitional album between the Syd Barrett-influenced group of the late 1960s and the emerging Pink Floyd. The cover, incorporating a close-up shot of an ear underwater was, as with several previous albums, designed by Hipgnosis, though Storm Thorgerson was unhappy with the final result. Original vinyl packaging has been lovingly replicated with special care. Features seminal track "Echoes" which fills a complete side of vinyl release. Original vinyl packaging has been lovingly replicated with special care. Pressed on 180 gram vinyl for optimum stereo sound quality. Gatefold sleeve.



**Meddle**  
Artist: [Pink Floyd](#)  
Format: CD  
New: Available \$11.99  
\$11.99 **BUY**  
**WISH**

**FORMATS AND EDITIONS**

**CD - Import**  
\$13.99 **W**

**DETAILS**

Format: CD  
Label: PYL  
Rel. Date: 01/15/2016  
UPC: 885731708921


**MORE INFO:**

Meddle is the sixth studio album by English progressive rock group Pink Floyd, released on 31 October 1971 by Harvest Records. It was produced between the band's touring commitments, from January to August 1971. The album was recorded at a series of locations around London, including Abbey Road Studios and Morgan Studios. - With no material to work with and no clear idea of the album's direction, the group devised a series of novel experiments which eventually inspired the album's signature track, "Echoes". Although many of the band's later albums would be unified by a central theme with lyrics written mainly by Roger Waters, Meddle was a group effort with lyrical contributions from each member, and is considered a transitional album between the Syd Barrett-influenced group of the late 1960s and the emerging Pink Floyd. The cover, incorporating a close-up shot of an ear underwater was, as with several previous albums, designed by Hipgnosis, though Storm Thorgerson was unhappy with the final result. Original vinyl packaging has been lovingly replicated with special care. Features seminal track "Echoes" which fills a complete side of vinyl release. Original vinyl packaging has been lovingly replicated with special care. Pressed on 180 gram vinyl for optimum stereo sound quality. Gatefold sleeve.

**SITE NAV**  
[HOME](#)  
[SHOP BY GENRE](#)

**VISIT US**  
[FACEBOOK](#)

Meddle by Pink Floyd



**Get Born**  
Artist: [Jet](#)  
Format: Vinyl  
New: Available \$42.99  
\$42.99 **BUY** **WISH**

**FORMATS AND EDITIONS**

**CD - Deluxe**  
\$56.99 **W**

**Vinyl - Rocktober 2016 Exclusive Limited Edition Vinyl**  
\$21.98 **W**

**Vinyl**  
\$42.99 **W**

**DETAILS**

Format: Vinyl  
Label: JET  
Rel. Date: 04/29/2016  
UPC: 871926200810

[Twitter](#)

DISC: 1  
MP3


|                             |        |                 |
|-----------------------------|--------|-----------------|
| 1. Last Chance              | \$1.29 | <b>DOWNLOAD</b> |
| 2. Are You Gonna Be My Girl | \$1.29 | <b>DOWNLOAD</b> |
| 3. Rollover DJ              | \$1.29 | <b>DOWNLOAD</b> |
| 4. Look What You've Done    | \$1.29 | <b>DOWNLOAD</b> |
| 5. Get What You Need        | \$1.29 | <b>DOWNLOAD</b> |
| 6. Move on                  | \$1.29 | <b>DOWNLOAD</b> |
| 7. Radio Song               | \$1.29 | <b>DOWNLOAD</b> |
| 8. Get Me Outta Here        | \$1.29 | <b>DOWNLOAD</b> |
| 9. Cold Hard Bitch 1        | \$1.29 | <b>DOWNLOAD</b> |
| 10. Come Around Again 1     | \$1.29 | <b>DOWNLOAD</b> |
| 11. Take It or Leave It 1   | \$1.29 | <b>DOWNLOAD</b> |
| 12. Lazy Gun 1              | \$1.29 | <b>DOWNLOAD</b> |
| 13. Timothy                 | \$1.29 | <b>DOWNLOAD</b> |

DISC: 2  
Digital download  
MP3

Get Born by Jet

**THE RECORD ROOM**

[SHOP GENRES](#) [NEW RELEASES](#) [MORE](#) [WISHLIST](#) [ACCOUNT](#) [CART](#)



**Get Born**  
Artist: [Jet](#)  
Format: Vinyl  
New: Available \$24.99  
\$24.99 **BUY**  
**WISH**

**FORMATS AND EDITIONS**

**Vinyl**  
\$42.99 **W**

**CD - Deluxe**  
\$26.99 **W**

**Vinyl - Rocktober 2016 Exclusive Limited Edition Vinyl**  
\$21.98 **W**

**DETAILS**

Format: Vinyl  
Label: JET  
Rel. Date: 04/29/2016  
UPC: 871926200810

**MORE INFO:**

Limited 180gm audiophile vinyl LP pressing including insert. Get Born is the debut studio album by Australian rock band Jet, released in 2003. The album includes Jet's most popular song, "Are You Gonna Be My Girl". Get Born received generally positive reviews from contemporary music critics. Jet entered the Sunset Sound Studios in Los Angeles with Dave Sardy to produce their debut album. Sardy had previously produced records for Marilyn Manson and The Dandy Warhols. The band left the recording studios halfway through recording the album to support the Rolling Stones on their 2003 Australian tour. The album's lead single, "Are You Gonna Be My Girl", was often singled out due to distinct similarities to Iggy Pop's "Lust for Life". The song featured a near-identical guitar riff, as well as a drum pattern markedly similar to that of Pop's well-known song. The band's lead guitarist, "Are You Gonna Be My Girl" had more in common with 1960s Motown, namely songs such as "I'm Ready for Love" by Martha and The Vandellas and "You Can't Hurry Love" by The Supremes.

**SITE NAV**  
[HOME](#)  
[SHOP BY GENRE](#)

**VISIT US**  
[FACEBOOK](#)



**DETAILS**

Format: Vinyl  
Label: Creatrix  
Rel. Date: 03/17/2023  
UPC: 79388866786

Tweet

### Creatrix [Coke Bottle Clear LP]

Artist: [Now More Than Ever](#)

Format: Vinyl

New: Available \$24.98

\$24.98 [BUY](#)

[WISH](#)

### FORMATS AND EDITIONS

[Vinyl - Coke Bottle Clear LP](#)

\$24.98

DISC 1

MP3

1. Don't Rush, Don't Wait

\$0.99

[DOWNLOAD](#)

2. Tragedy

\$0.99

[DOWNLOAD](#)

3. D-E-A-D Together

\$0.99

[DOWNLOAD](#)

4. Candle

\$0.99

[DOWNLOAD](#)

5. Heart to Heart

\$0.99

[DOWNLOAD](#)

6. Never Gonna Sleep Again

\$0.99

[DOWNLOAD](#)

7. Skin Tight/Bone Deep

\$0.99

[DOWNLOAD](#)

8. Heels Up/Head Over

\$0.99

[DOWNLOAD](#)

9. Never You

\$0.99

[DOWNLOAD](#)

Powered by BroadcastTime Tuneportals

### MORE INFO:

After spending the past 20 years in the studio, on concert stages all over the world and at the literal top of the charts, All-American Rejects co-founder Tyson Ritter didn't start Now More Than Ever in 2018 with the expectation it would turn into a real band - but a real band is very much what it has become. In tandem with veteran musicians/jongwriters/producers Scott Chesak and Izzy Fontaine, Ritter has begun a meaningful and exciting new chapter in his music career with Now More Than Ever's debut album Creatrix, which will be released March 17, 2023, by Thirty Tigers.

To hear Ritter tell it, All-American Rejects' relationship with the traditional music industry was in many ways the reason he was eager to try something different: simply making music with friends for fun, without any preconceived notions about what would, or should happen next. In other words, no constraints, no A&R, no deadlines and no mandate to sound like anyone or anything other than themselves.

Home > [New Releases](#) > [Creatrix](#)



### DETAILS

Format: Vinyl

Label: Creatrix

Rel. Date: 03/17/2023

UPC: 79388866786

### MORE INFO:

After spending the past 20 years in the studio, on concert stages all over the world and at the literal top of the charts, All-American Rejects co-founder Tyson Ritter didn't start Now More Than Ever in 2018 with the expectation it would turn into a real band - but a real band is very much what it has become. In tandem with veteran musicians/jongwriters/producers Scott Chesak and Izzy Fontaine, Ritter has begun a meaningful and exciting new chapter in his music career with Now More Than Ever's debut album Creatrix, which will be released March 17, 2023, by Thirty Tigers.

To hear Ritter tell it, All-American Rejects' relationship with the traditional music industry was in many ways the reason he was eager to try something different: simply making music with friends for fun, without any preconceived notions about what would, or should happen next. In other words, no constraints, no A&R, no deadlines and no mandate to sound like anyone or anything other than themselves.

The fact that Ritter and Chesak have known each other for so long certainly hadn't been a hindrance to the latter's decision to start his own label.

### Creatrix [Coke Bottle Clear LP]

Artist: [Now More Than Ever](#)

Format: Vinyl

New: Available \$24.98

\$24.98 [BUY](#)

[WISH](#)

### FORMATS AND EDITIONS

[Vinyl - Coke Bottle Clear LP](#)

\$24.98

DISC 1

MP3

1. Don't Rush, Don't Wait

[DOWNLOAD](#) \$0.99

2. Tragedy

[DOWNLOAD](#) \$0.99

3. D-E-A-D Together

[DOWNLOAD](#) \$0.99

4. Candle

[DOWNLOAD](#) \$0.99

5. Heart to Heart

[DOWNLOAD](#) \$0.99

6. Never Gonna Sleep Again

[DOWNLOAD](#) \$0.99

7. Skin Tight/Bone Deep

[DOWNLOAD](#) \$0.99

8. Heels Up/Head Over

[DOWNLOAD](#) \$0.99

9. Never You

[DOWNLOAD](#) \$0.99

## Creatrix by Now More Than Ever



**DETAILS**

Format: Vinyl  
Label: Republic Records  
Rel. Date: 05/12/2023  
UPC: 602455221803

**PLAYART**  
Bring Albums to Life

Visualizers plus on cover videos.

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[TWEET](#)

### The Album [LP]

Artist: [Jonas Brothers](#)

Format: Vinyl

New: Available \$29.99

\$29.99 [PREORDER](#)

[WISH](#)

### FORMATS AND EDITIONS

[CD](#)

\$13.99

[Vinyl - LP](#)

\$29.99

DISC 1

MP3

1. Miracle

2. Montana Sky

3. Wings

4. Sail Away

5. Americana

6. Celestial

7. Waif House

8. Vacation Eyes

9. Summer In The Hamptons

10. Summer Baby

11. Little Bird

12. Walls (featuring Jon Bellion)

Powered by BroadcastTime Tuneportals

### MORE INFO:

The Jonas Brothers took the world by storm in 2019 with the surprise release of their critically acclaimed and widely successful single "Sucker" following a six-year hiatus. The triple-platinum single debuted at #1 on Billboard's Hot 100. Their third #1 album "Happiest Begin" went platinum, and they recently celebrated receiving a star on the Hollywood Walk of Fame. Their next album "The Album" will release on May 12, 2023 and was produced by Jon Bellion.

### REVIEWS:

Home > [Preorder](#) > [The Album](#)



### DETAILS

Format: CD

Label: Republic Records

Rel. Date: 05/12/2023

UPC: 602455464682

### MORE INFO:

The Jonas Brothers took the world by storm in 2019 with the surprise release of their critically acclaimed and widely successful single "Sucker" following a six-year hiatus. The triple-platinum single debuted at #1 on Billboard's Hot 100. Their third #1 album "Happiest Begin" went platinum, and they recently celebrated receiving a star on the Hollywood Walk of Fame. Their next album "The Album" will release on May 12, 2023 and was produced by Jon Bellion.

### The Album

Artist: [Jonas Brothers](#)

Format: Vinyl

New: Available \$29.99

\$29.99 [PREORDER](#)

[WISH](#)

### FORMATS AND EDITIONS

[CD](#)

\$13.99

[Vinyl - LP](#)

\$29.99

DISC 1

MP3

1. Miracle

2. Montana Sky

3. Wings

4. Sail Away

5. Americana

6. Celestial

7. Waif House

8. Vacation Eyes

9. Summer In The Hamptons

10. Summer Baby

11. Little Bird

12. Walls (featuring Jon Bellion)

## The Album by Jonas Brothers

## Overall Findings & Recommendations

### Time on Task

Each participant was tasked with a total of 4 tasks to complete. The data for time on task has been collected and reported below along with the statistical analysis of the data.

**Task #1 - The user was asked to sign into their account on the website and subscribe to the newsletter.**

| Original Site Time (seconds) | Redesigned Site Time (seconds) |
|------------------------------|--------------------------------|
| 129                          | 53                             |
| 132                          | 67                             |
| 121                          | 122                            |
| 66                           | 73                             |
| 109                          | 53                             |
| 98                           | 81                             |

|                    | Original Site | Redesigned Site |
|--------------------|---------------|-----------------|
| Mean               | 109.17        | 74.83           |
| Standard Deviation | 24.67         | 25.62           |

|         |          |
|---------|----------|
| T-Value | 2.36479  |
| P-Value | 0.039628 |

The result is significant at  $p < .05$ .

**Task #2 Once signed in, add a variety of music in different formats to the cart.**

| Original Site Time (seconds) | Redesigned Site Time (seconds) |
|------------------------------|--------------------------------|
| 221                          | 40                             |
| 137                          | 62                             |
| 300                          | 106                            |
| 161                          | 140                            |
| 238                          | 128                            |

|     |     |
|-----|-----|
| 300 | 121 |
|-----|-----|

|                    | Original Site | Redesigned Site |
|--------------------|---------------|-----------------|
| Mean               | 226.17        | 99.5            |
| Standard Deviation | 68.22         | 39.76           |

|         |          |
|---------|----------|
| T-Value | 3.92964  |
| P-Value | 0.002822 |

The result is significant at  $p < .05$ .

**Task #3** The user was to navigate to the "Preorder Upcoming Releases" page and find The Album by Jonas Brothers and learn more about it.

| Original Site Time (seconds) | Redesigned Site Time (seconds) |
|------------------------------|--------------------------------|
| 150                          | 60                             |
| 99                           | 27                             |
| 137                          | 58                             |
| 101                          | 74                             |
| 197                          | 60                             |
| 41                           | 36                             |

|                    | Original Site | Redesigned Site |
|--------------------|---------------|-----------------|
| Mean               | 120.83        | 52.5            |
| Standard Deviation | 53.21         | 17.48           |

|         |          |
|---------|----------|
| T-Value | 2.98855  |
| P-Value | 0.013607 |

The result is significant at  $p < .05$ .

**Task #4** Make changes to the cart and start the checkout process.

| Original Site Time (seconds) | Redesigned Site Time (seconds) |
|------------------------------|--------------------------------|
| 40                           | 20                             |

|    |    |
|----|----|
| 20 | 32 |
| 56 | 65 |
| 30 | 14 |
| 46 | 13 |
| 13 | 14 |

|                    | Original Site | Redesigned Site |
|--------------------|---------------|-----------------|
| Mean               | 34.17         | 26.33           |
| Standard Deviation | 16.23         | 20.25           |

|         |          |
|---------|----------|
| T-Value | 0.7395   |
| P-Value | 0.476603 |

The result is *not* significant at  $p < .05$ .

## Lostness

**Task #1** The user was asked to sign into their account on the website and subscribe to the newsletter.

|                    | Original Site Lostness | Redesigned Site Lostness |
|--------------------|------------------------|--------------------------|
| Mean               | 0.1945186472           | 0.08333333333            |
| Standard Deviation | 0.1719470851           | 0.2041241452             |

|         |          |
|---------|----------|
| T-Value | 1.02043  |
| P-Value | 0.331576 |

The result is *not* significant at  $p < .05$ .

**Task #2** Once signed in, add a variety of music in different formats to the cart.

|                    | Original Site Lostness | Redesigned Site Lostness |
|--------------------|------------------------|--------------------------|
| Mean               | 0.4632644358           | 0.2127104753             |
| Standard Deviation | 0.05201424632          | 0.2700056342             |

|         |         |
|---------|---------|
| T-Value | 2.23199 |
|---------|---------|

|                |          |
|----------------|----------|
| <b>P-Value</b> | 0.049675 |
|----------------|----------|

The result is significant at  $p < .05$ .

**Task #3** The user was to navigate to the "Preorder Upcoming Releases" page and find The Album by Jonas Brothers and learn more about it.

|                           | <b>Original Site Lostness</b> | <b>Redesigned Site Lostness</b> |
|---------------------------|-------------------------------|---------------------------------|
| <b>Mean</b>               | 0.4326292702                  | 0.05555555556                   |
| <b>Standard Deviation</b> | 0.2617170289                  | 0.1360827635                    |

|                |          |
|----------------|----------|
| <b>T-Value</b> | 3.13117  |
| <b>P-Value</b> | 0.010669 |

The result is significant at  $p < .05$ .

**Task #4** Make changes to the cart and start the checkout process.

|                           | <b>Original Site Lostness</b> | <b>Redesigned Site Lostness</b> |
|---------------------------|-------------------------------|---------------------------------|
| <b>Mean</b>               | 0.3402277706                  | 0.05555555556                   |
| <b>Standard Deviation</b> | 0.1902766094                  | 0.1360827635                    |

|                |          |
|----------------|----------|
| <b>T-Value</b> | 2.9808   |
| <b>P-Value</b> | 0.013789 |

The result is significant at  $p < .05$ .

### System Usability Scale (SUS)

|                           | <b>Original Site SUS Score</b> | <b>Redesigned Site SUS Score</b> |
|---------------------------|--------------------------------|----------------------------------|
| <b>Mean</b>               | 44.58                          | 90.42                            |
| <b>Standard Deviation</b> | 12.98                          | 11.11                            |

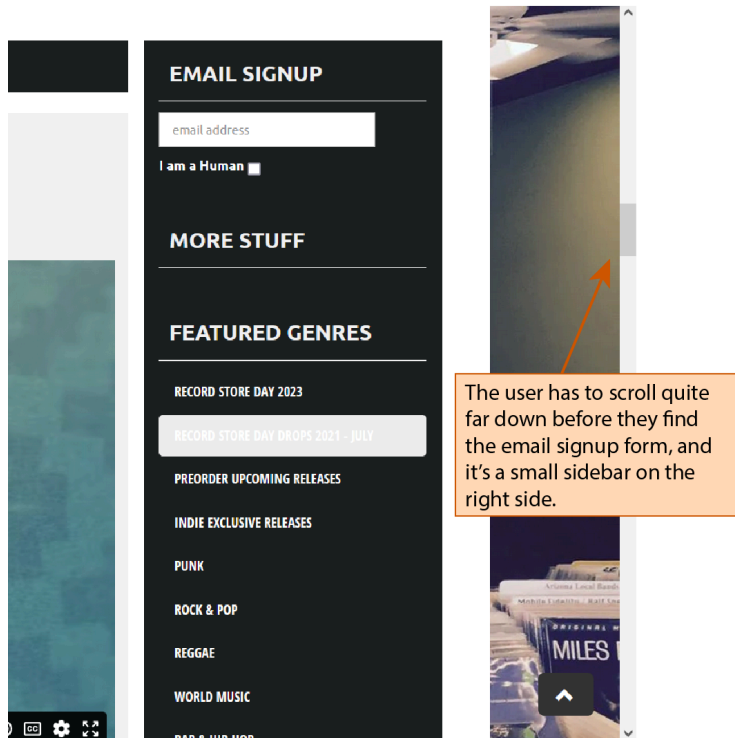
|                |          |
|----------------|----------|
| <b>T-Value</b> | -6.56907 |
| <b>P-Value</b> | 0.000063 |

The result is significant at  $p < .05$ .

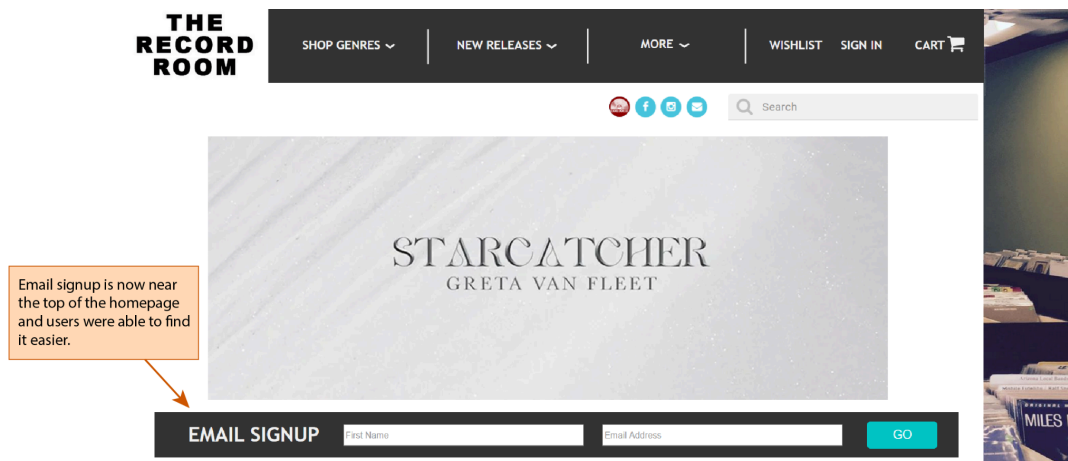
## Home Page Issues:

Finding #1: Users were having a hard time finding the email signup.

*Finding Screenshot:*



*Redesign Screenshot:*



| Supporting Evidence   | Recommendations/Comments   |
|---|--|
| Time spent scrolling down the page and searching for the email signup for Task #1 added to the total task time. The T-test performed for Task 1's task time proved that | Make the email signup form closer to the top of the homepage to facilitate signing up for the newsletter |

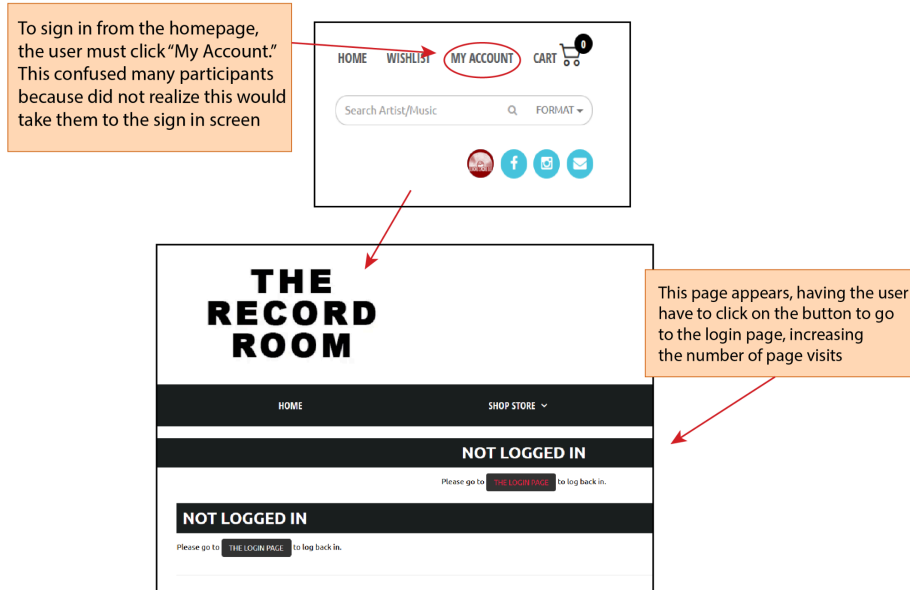
the results were significant.

Declutter and only make the most important things on the homepage

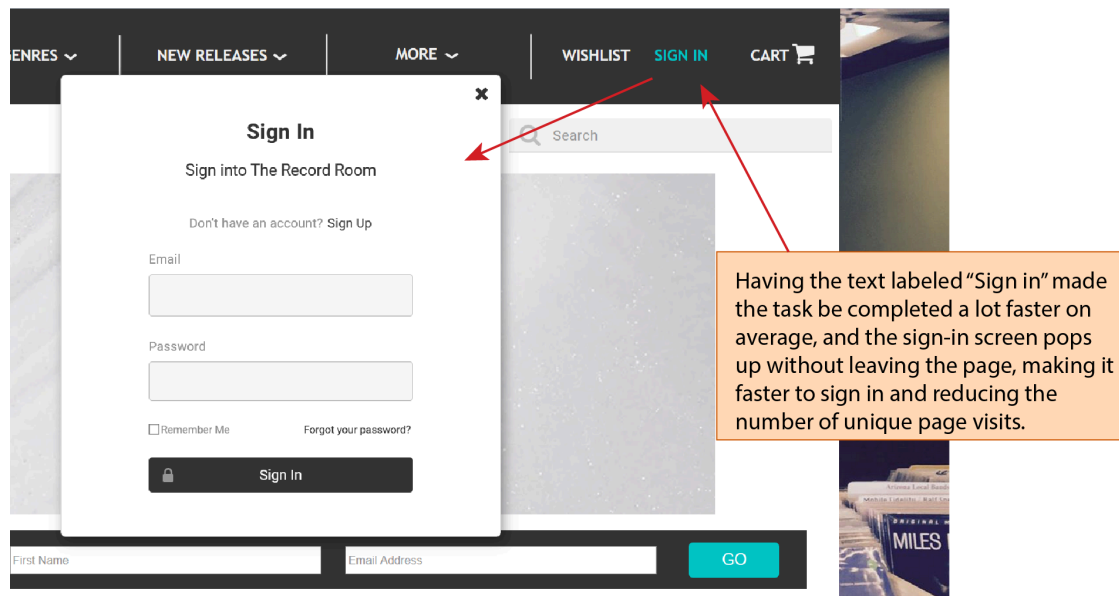
## Presentation, Layout, and Visual Design Issues:

Finding #1: Sign-in process took the user through many extraneous pages

*Finding Screenshot:*



*Redesign Screenshot:*



Finding #2: Cart layout and interactive buttons were unclear, causing users confusion



Finding Screenshot:

The quantities being textboxes means the user has to input the quantity they want manually

SHOPPING CART FOR 463TEST@GMAIL.COM • [MANAGE ACCOUNT](#)

| Quantity                       | Type             | Artist             | Item                            | Price per Item | Total   | Manage                 |
|--------------------------------|------------------|--------------------|---------------------------------|----------------|---------|------------------------|
| <input type="text" value="2"/> | New Vinyl        | Jet                | Get Born                        | \$42.99        | \$85.98 | <a href="#">Remove</a> |
| <input type="text" value="2"/> | New CD           | Pink Floyd         | Meddle                          | \$11.99        | \$23.98 | <a href="#">Remove</a> |
| <input type="text" value="1"/> | New Vinyl        | Now More Than Ever | Creatrix [Coke Bottle Clear LP] | \$24.98        | \$24.98 | <a href="#">Remove</a> |
| <input type="text" value="1"/> | Preordered Vinyl | Jonas Brothers     | The Album [LP]                  | \$29.99        | \$29.99 | <a href="#">Remove</a> |
| Subtotal: \$164.93             |                  |                    |                                 |                |         |                        |

[UPDATE QUANTITIES](#) [CLEAR CART](#) [CHECKOUT](#) [CONTINUE SHOPPING](#)

It's not very clear that these buttons are interactable—there are no hover animations or separation between buttons

Redesign Screenshot:

By having the quantity option be a dropdown box, it saves the user from having to use their keyboard

Your Cart

| Quantity                       | Cover   | Title                           | Artist             | Type      | Total   |   |
|--------------------------------|---|---------------------------------|--------------------|-----------|---------|---|
| <input type="text" value="1"/> |    | Get Born                        | Jet                | New Vinyl | \$42.99 | x |
| <input type="text" value="1"/> |    | Meddle                          | Pink Floyd         | New CD    | \$11.99 | x |
| <input type="text" value="1"/> |    | Creatrix [Coke Bottle Clear LP] | Now More Than Ever | New Vinyl | \$24.98 | x |
| <input type="text" value="1"/> |  | The Album                       | Jonas Brothers     | New Vinyl | \$24.98 | x |

Subtotal \$104.94

Tax \$6.10

Grand Total \$111.04

Check out

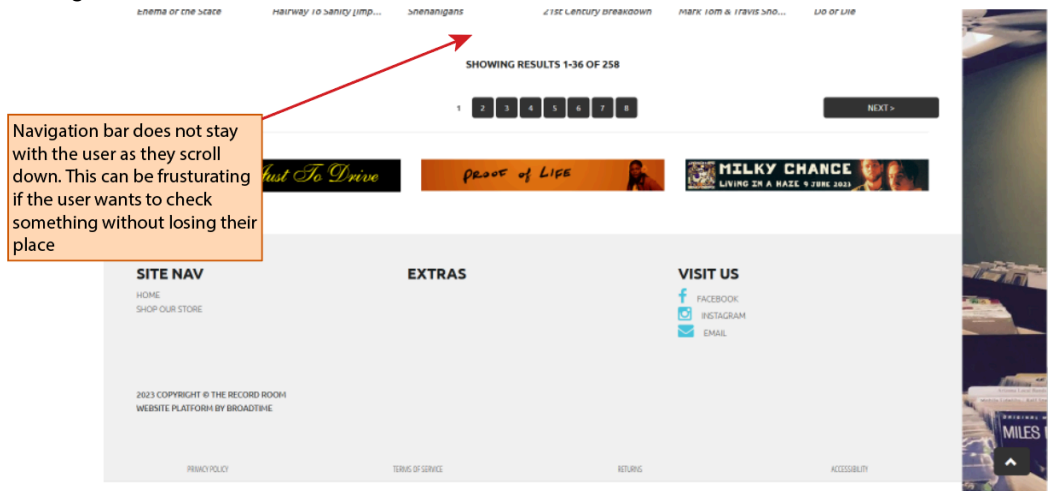
Better, concise Total Summary with a clear indication of a checkout button.

| Supporting Evidence   | Recommendations/Comments  |
|---|---|
| <p>Having to navigate through multiple pages creates obfuscation in the sign-in process, increasing the time it takes to log in. This was proven with task 1's t-test for time, which showed that the results are significant.</p> <p>A t-test performed on lostness on task #4 proved that the redesigned cart page boasted significantly less lostness.</p> | <p>Change the quantity with only the click of a button.</p> <p>When signing in, keep the user on the same page.</p> <p>Have a sign-in button on the navigation bar so it is easy to find.</p> |

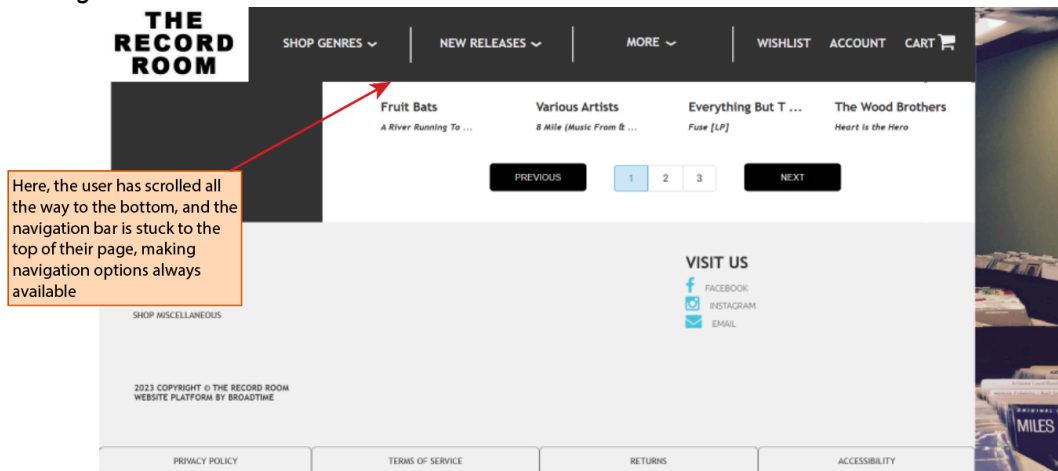
Navigation Issues:

Finding #1: Site navigation was not available at all times/was hard to get to.

*Finding Screenshot:*

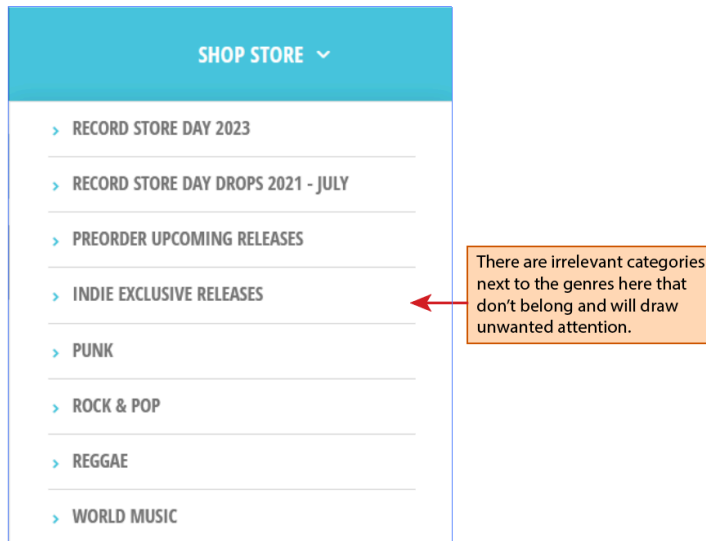


*Redesign Screenshot:*

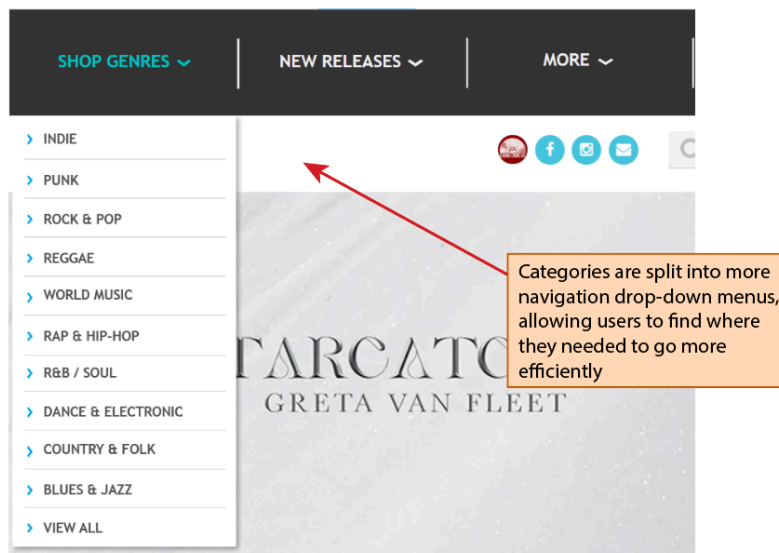


Finding #2: Navigation bar categories were not in a cohesive order, making navigation hard for users.

### Finding Screenshot:



### Redesign Screenshot:

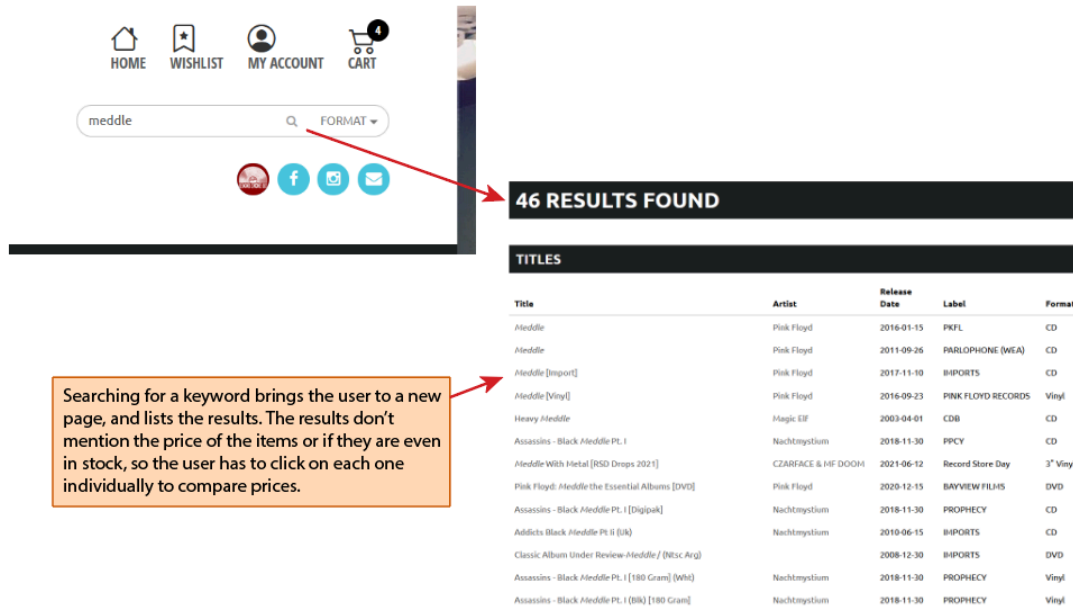


| Supporting Evidence   | Recommendations/Comments  |
|---|---|
| Time spent using the website's navigation bar greatly increased the time spent on task #3. When conducting the T-test for the time on said task, it proved that these results were significant. This was clear when watching users navigate the unorganized navigation on the original website. | <p>Lock the navigation bar on top of the screen at all times allowing for easier navigation.</p> <p>Create dropdowns that have relevant information inside of them.</p> |

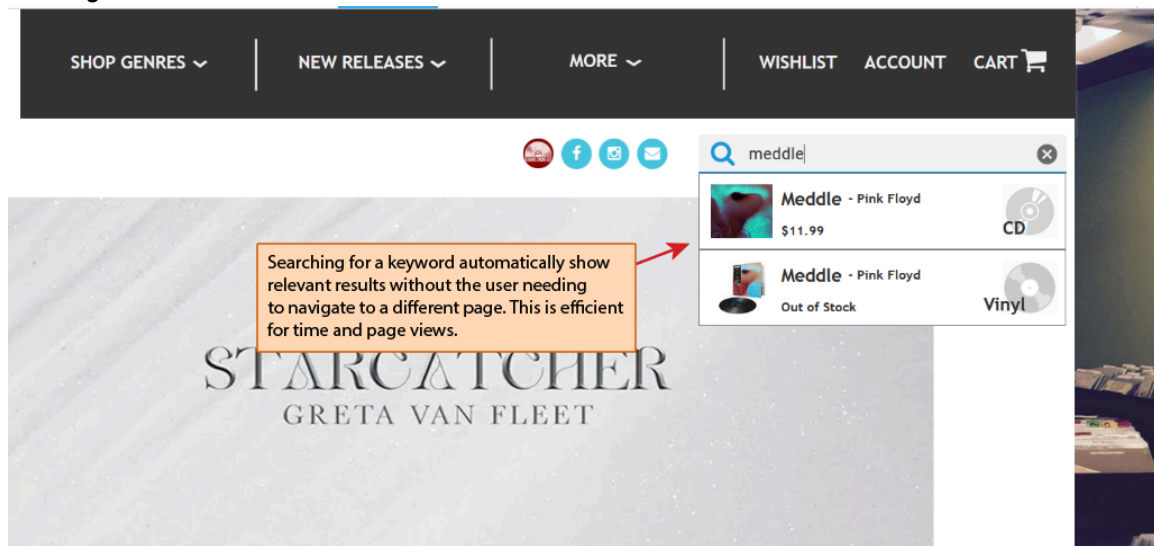
## Search Issues:

Finding #1: Searching for something wasn't efficient and didn't yield descriptive results

*Finding Screenshot:*



*Redesign Screenshot:*



| Supporting Evidence   | Recommendations/Comments  |
|---|---|
| Users searching on the original websites for records that they want to add to their cart was inefficient compared to the redesigned website. This was shown by conducting a | Create a dropdown when searching to show results while typing so the user does not have to navigate away. |

|  |  |
|--|--|
| t-test on the Task #3 results where it showed that the results were significant. | When displaying results show crucial information (Whether it's in stock, price, cover picture) |
|--|--|