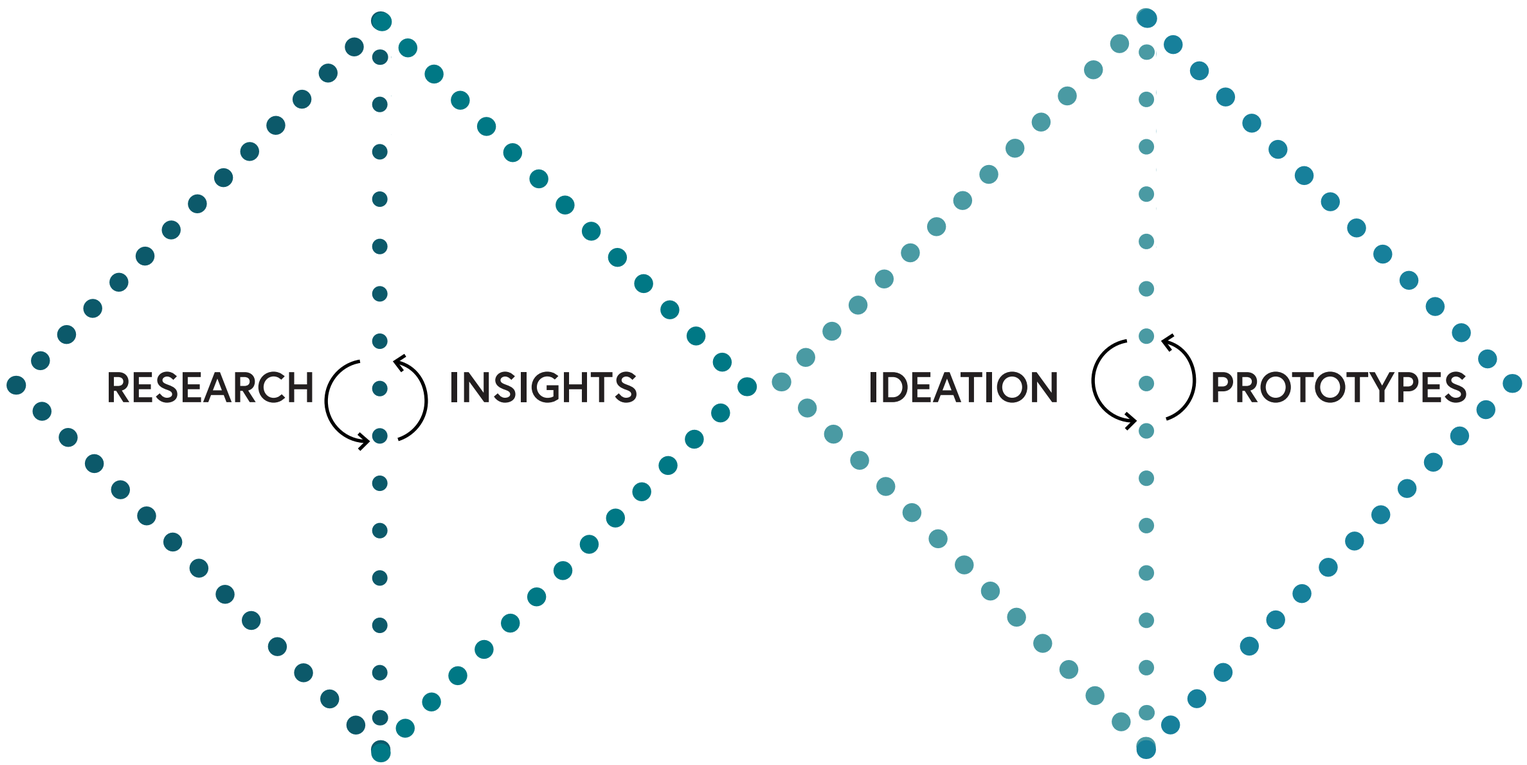
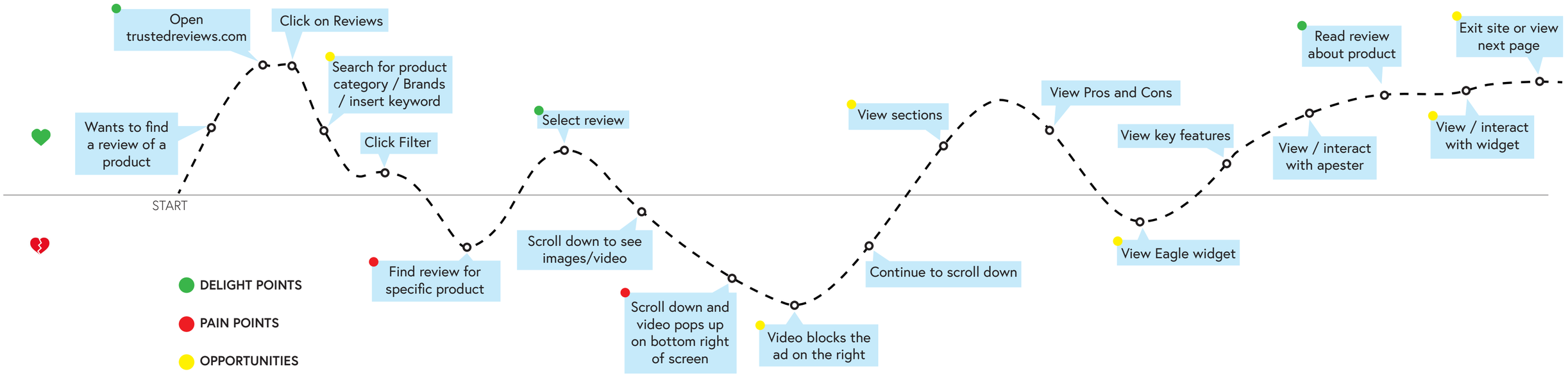
Double Diamond Design Process



DISCOVER	DEFINE	DEVELOP	DELIVER
Primary research focussing on gathering information and insights as well as identifying user needs and opportunities	Identify and analyse problems to create a brief. Competitor analysis and identifying positives and negatives in existing sites	Idea generation and exploration of various options to solve relevant problems. Wireframes created to test layout and usability	Finalised concept into testing to see what alterations need to be made to ensure the final product works sufficiently

Current User Experience Journey



OPEN SITE	FINDING REVIEW	EXPERIENCE		READ REVIEW
Description: - User may be aware of other sites that provide reviews and may be searching for more reviews to consolidate their decision. Data shows that the majority of users will access the site through an organic source such as Google. Reccomendations: - Improving SEO on Google can ensure that users consider Trusted Reviews a reliable and trustworthy site.	Description: - Users are aware that they can scroll through the home page and view the latest reviews or articles. - They can see what the website contains in the top menu bar and click on reviews. - The user is most likely to know what they are looking for and fill out the criteria for finding the review that they require. - User can filter their options by Date or Rating and how long ago the review was made. Reccomendations: - Instead of immediately having a filter to find the review, a search bar [e.g. "what product are you looking to review?"] the user is able to search with keywords their selected review. Additional filters are also provided to narrow down the search. - Once a list of options come up, having the filters displayed on the side to allow the user to change the filter options whilst they are still browsing the review. - Different options of filtering in more detail e.g. by star rating	Description: - User enters the specific review page and scrolls down to see the star rating, who the review was written by and when. They then scroll further to find a large image or video displaying the product and have a carousel option for images. - User then scrolls further down to find the Sections of the article and the pros and cons of the product. - Deal widget then appears to show options of "recommended deals" and "Save with our best deal" with several options below. - User then finds key features below the widget. - Continues to read down and may participate in the Apester questionnaire or scroll down to main content.	Reccomendations: - Make the image smaller so it does not over power the page, but the user is still able to view the images and expand them if necessary. - The Sections of the review are not made clear that it is a separate window that opens when the user clicks on the other title. It is assumed that all the information is on one page. Possibly having them as tabs rather than a link to another page. - The video opening on the bottom once the user has passed the video could have the option to close I the user does not want to see the video. The video also blocks the ads on the side which is not ideal. **The Eagle widget** - "About our deals" tag should open when hovered over it. Allows user to read easily. - Having options to filter specific deals to allow the user to order their deals e.g. price low to high - Possibly have ratings on the spec and an image of the product. - The style of the widget can sometimes mislead the user to think that it is an ad and not something that they should click on.	Description: - User continues to scroll through the article to get more information. They can see the deals available in the widget. - To move onto the next page they click on a button at the bottom of the article to move onto the next section. Reccomendations: - Having a tab instead of just a hyperlink to the next page. - Next button at the end of the artcle needs to stand out more, sometimes looks like it's part of the widget.
DATA				
- Majority of user traffic comes in through google/ organic.	- Data shows that 0.3% of users will use site search. - User behaviour flow chart shows that users will only go onto the site to view a review and then leave. - trustedreviews.com/reviews page has a bounce rate of 62.56%. *[My interpretation of this figure is that users visitng the site may find it too complicated to use at a first glance and therefore leave the site]*	- Eagle widget event trigger per session is significantly low.		

How Might We Statement

How Might We... improve the user experience of Trusted Reviews review page to increase usability and interaction with the site.

POSITIVE

NEGAITIVE

Competitor Analysis

Techradar

Competitor analysis was carried out to see what other sites have that are positive and negative. Using this analysis can help us avoid implementing negative aspects and modify and implement positive aspects. After prototyping and wireframing these aspects we can test them to see which ones work best.

HP Spectre 13 review

An Ultrabook dressed (and specced) to impress

By Gabe Carey 21 hours ago Laptops & portable PCs

Introduction, price and design | Performance, battery life and verdict

Clear Titles for article pages
- User can easily see there is more than one page for the article.

Pros and Cons

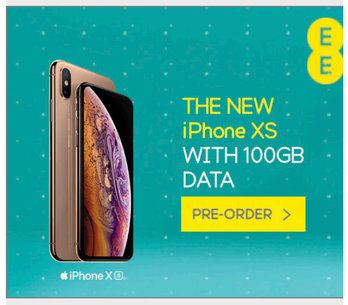
- Bit boring to look at with monotone colours. Could stand out more.

OUR VERDICT

Positioned to compete with the likes of the Dell XPS 13 and the MacBook Pro, the HP Spectre 13 is pricier than the former, more affordable than the latter and more attractive than both.

FOR	AGAINST
Impossibly thin and light	Light on ports
Top-notch looks	Second-rate trackpad
Powerful hardware	
Not a bad price	

Advertisement



PRICES - HP SPECTRE 13 (2017):

HP SPECTRE 13 (2017) DEALS

Drop down menu
- User can categorise the deals that they want to view
- Choosing which deals they want to select and singling out Amazon and Ebay which are sites that users are most likely to buy from.

Model options: 5 deals available

Any Processor | Any Memory | Any Storage Size | Any Screen Size

COMPARE DEALS | AMAZON DEALS | EBAY DEALS

amazon.co.uk	• Intel Core i7 • 8GB RAM • 512GB • 13-inch	£1299.99	VIEW
ebay	• 13-inch	£1310.99	VIEW
	Deal ends **Thu, 27 Sep**		
JOHN LEWIS & PARTNERS	• Intel Core i7 • 8GB RAM • 512GB	£1349.95	VIEW
hp	• White	£1499	VIEW

Product Spec
- Bit of a distraction having the sepc in different colours
- Having key information instead of long sentences can give the user the information they require.

- User can see how long they have left till this deal ends

SHOW MORE DEALS ▼

We check over 130 million products every day for the best prices

POWERED BY techradar.

- Having number of pages and what page you are on clearly identifies how many pages there are.

1 2

NEXT PAGE

Performance, battery life and verdict

- User can easily see that there is more to the article and what the contents of the following page is.

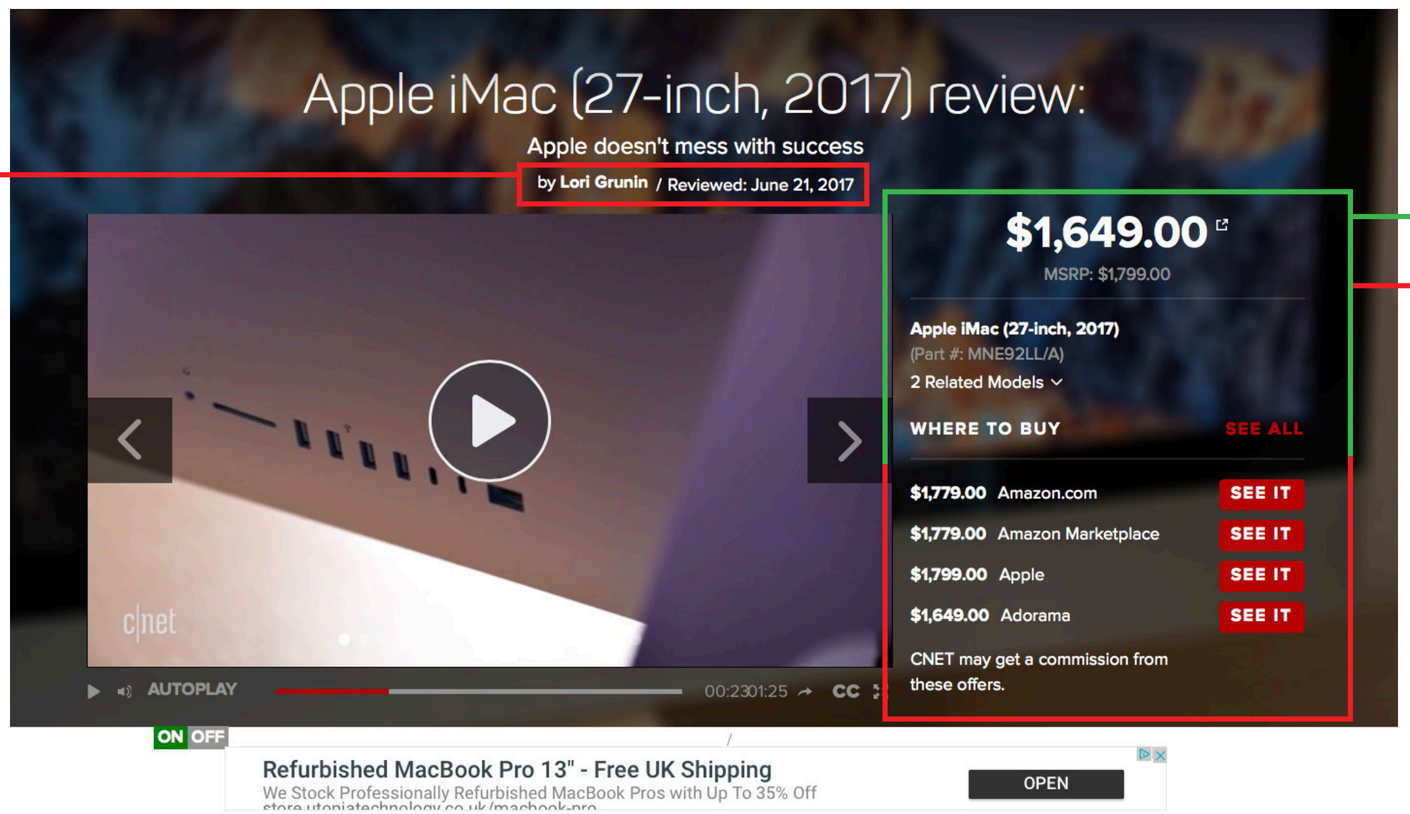
POSITIVE

NEGAITIVE

Competitor Analysis

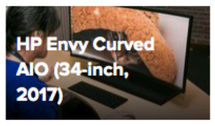
c|net

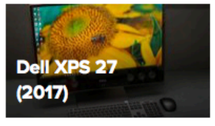
Trust
- User cannot relate to the reviewer as there is no picture of them or profile for them to view other work they have done.



Price Comparison
- Immediately see the deals that are available
- If you are looking for a review then would the user want to see the price first?
- Names of where the offers are from do not stand out

Compare These

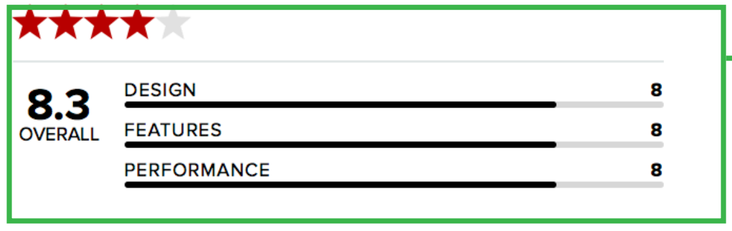




The Good / The Apple iMac's 27-inch 5K display remains the most color-accurate monitor we've seen thus far in an all-in-one, and performance is much improved. Plus it's got two USB-C/Thunderbolt connectors which can drive more external displays and faster file data transfers.

The Bad / The overall design remains unchanged since 2014 -- including the inconvenient rear-mounted ports and SD slot.

The Bottom Line / The already impressive 27-inch 5K iMac gets some welcome spec upgrades for 2017, but rival Windows machines have closed the gap.



Rating
- Having clear indicator of the star review and the categories of which the reviewer measured the item by.
- Shows that the revirewer had a criteria to measure the product against and didn't just make it up based on personal preference

Sections
- Does not show the sections clearly, the user may not even know there are more sections to the review
- There is no indicator at the end of the article showing that there are more pages.

Review Sections

Review
Prices
Specs

CNET › Computers › Desktops › Apple iMac (27-inch, 2017)

Apple dusts off its veteran 27-inch iMac all-in-one, updating it just enough to bring it up to 2017 standards for speed and features, as well as to brighten its 5K display and give it the ability to simulate more colors. In practice, that means Apple incorporated **2017 versions of Intel processors** and **AMD graphics**, added support for Bluetooth 4.2, and replaced the old Mini DisplayPort connectors with two **Thunderbolt 3-capable USB-C ports**.

These modest updates were announced at **Apple's 2017 WWDC** conference, alongside similar spec bumps to the 21.5-inch iMac, the **MacBook** and **MacBook Pro** lines, and even a very small CPU bump for the **MacBook Air**. In fact, except for the Mac Mini, nearly the entire Apple computer lineup has been refreshed for 2017.

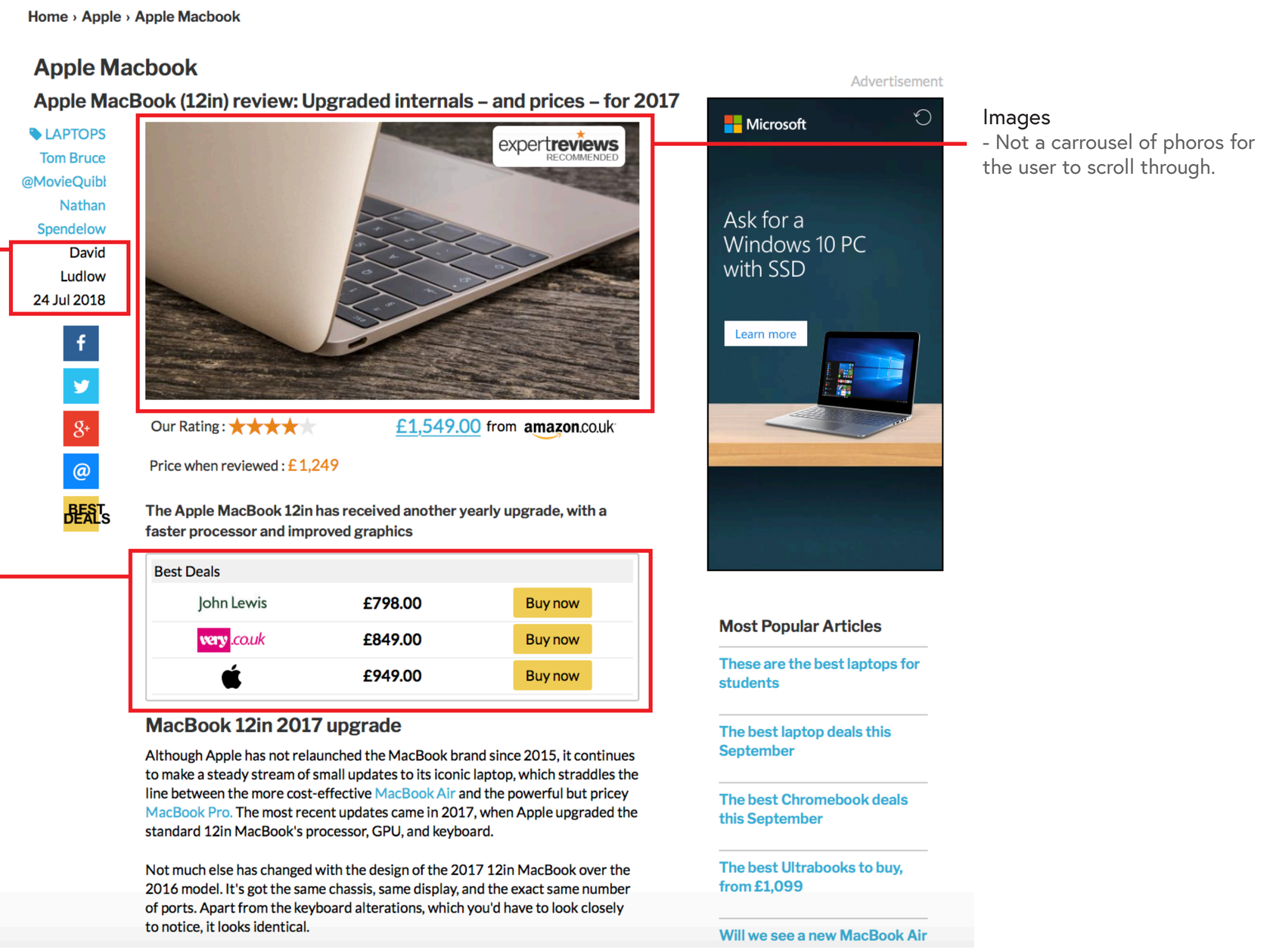
This model does deliver a significant speed boost over older models, with performance comparable to current Windows competitors. Plus, at least for this fleeting moment, it's the only all-in-one to offer Radeon RX 580-class graphics (in the guise of Apple's custom but seemingly identical **Radeon Pro 580** version).

POSITIVE

NEGAITIVE

Competitor Analysis

Engadget



Trust
- User cannot relate to the reviewer as there is no picture of them or profile for them to view other work they have done.

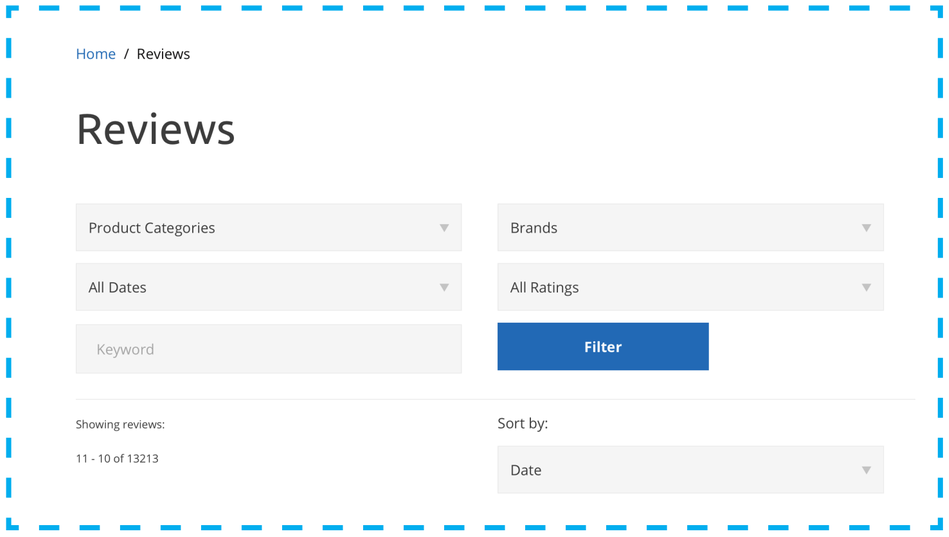
Images
- Not a carrousel of phoros for the user to scroll through.

Deals
- Not inviting for the user to want to view the deals
- Not very informative
- Boring

Opportunities

Searching for Review

Trusted Reviews



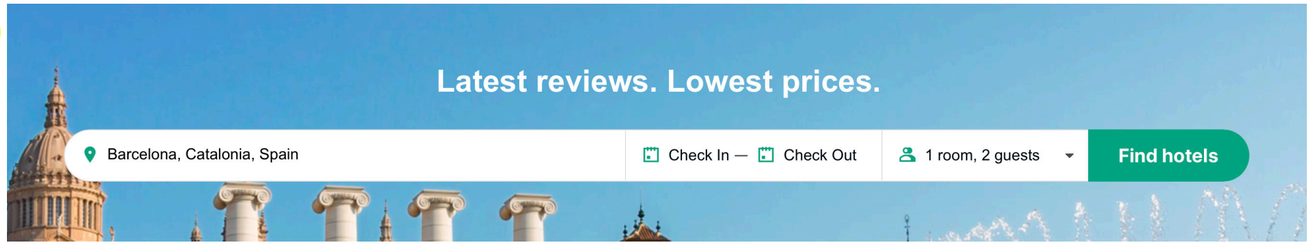
Options:

- Having a search bar as a primary option for users to look up what they wish to view.

- Having a selection of categories a user can click on to take them to another page which they can filter out different options.

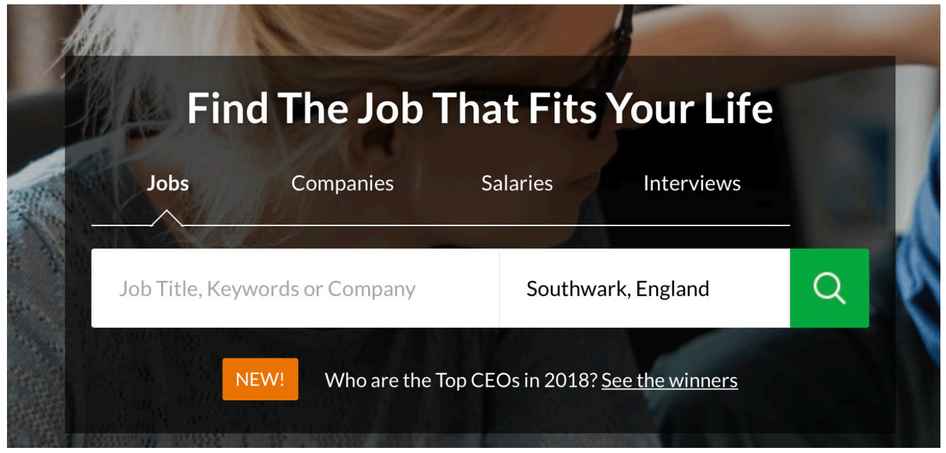
- Having a pop-up option when the user hovers over the re-view tab. User can then see all the categories and choose which product they want to view.

1



Trip Advisor

2

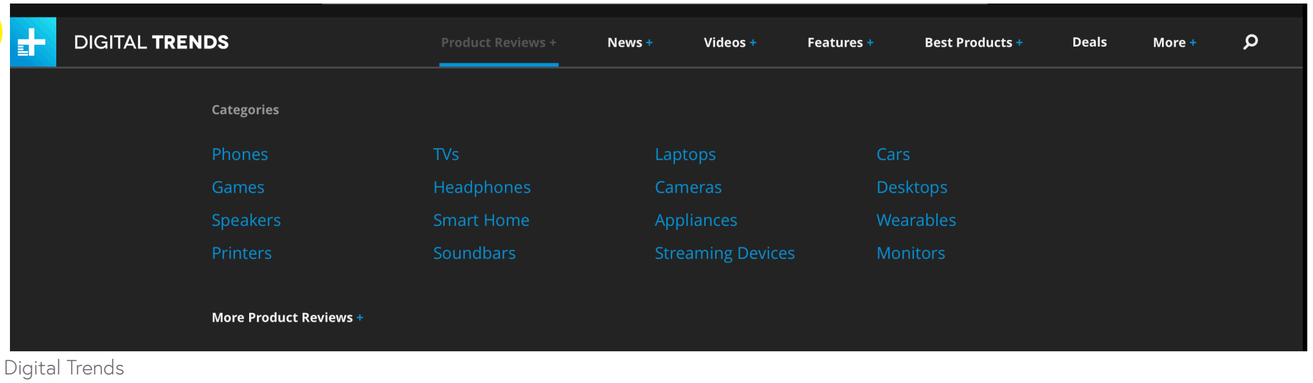


Glassdoor

3

Expert Reviews

4



Digital Trends

Opportunities

Widget

Trusted Reviews

About our deals

Recommended deal

Apple 13-Inch Macbook Pro with Retina - (Space Grey) (Intel Core i5 ... £1,299.97

In stock

amazon.co.uk VIEW DEAL

Save with our best deal

Apple MacBook Pro Core i5 2.3GHz 8GB 128GB 13 Inch Laptop - Space Grey MPXQ2B/... £1,005.00

ebay VIEW DEAL

amazon.co.uk marketplace	Apple MPXQ2B/A MacBook Pro 13" (Mid 2017) - Core i5 2.3GHz, 8GB RAM, 128GB SS...	£1,075.00	VIEW
John Lewis	2017 Apple MacBook Pro 13, Intel Core i5, 8GB RAM, 128GB SSD, Intel Iris Plus Graphics 64...	£1,199.00	VIEW
very.co.uk	Apple Macbook Pro (2017) 13 Inch Intel&Reg; Core&Trade; I5 Processor, 8Gb Ram, 128Gb Ssd - Mac...	£1,199.00	VIEW

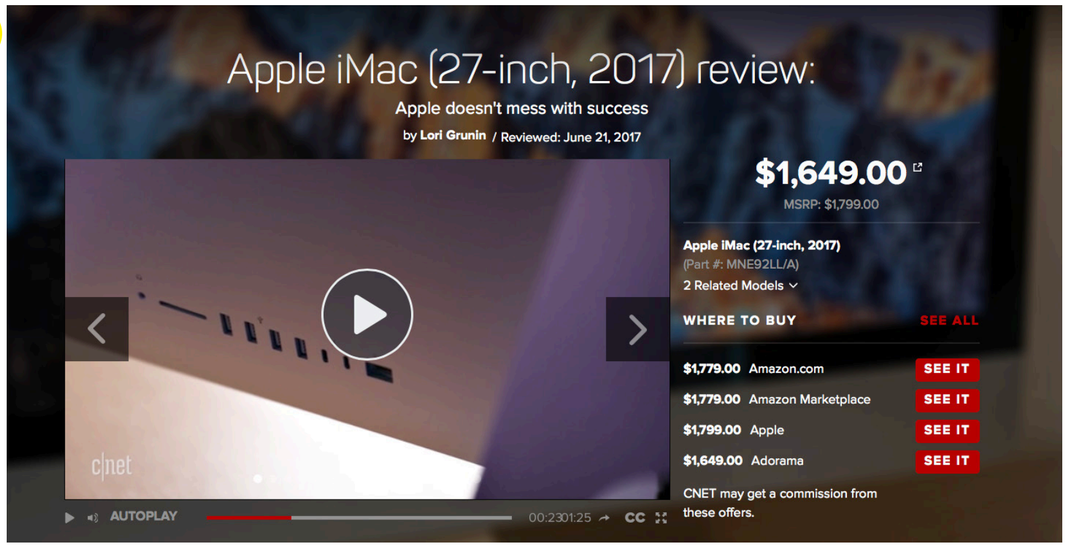
Options:

- Making the image smaller and adding all the information on the side of that image and show price comparison options on the side.

- Possibly having boxes around the page segregating each category.

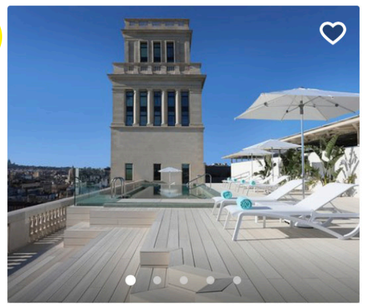
- "Sort by" tab to allow the user to personalise the way they view the price comparisons.
Sort By: Review Low to High / High to Low
Price Low to High / High to Low
Reccomended
OR a filter results pannel on the side.

1



c|net

2



Iberostar Paseo de Gracia Sponsored

iberostar.com
~~£612~~
£184
View Deal

Jet2holidays **£612**
Booking.com **£185**
Agoda.com **£184**
View all 11 deals from £184

137 reviews
Free Wifi
Pool
Hotel website
Special offer

Trip Advisor

Sort by: Sponsored | Why Capterra is free

3

SketchUp Pro
by Trimble
(240 reviews)
View Profile

Add to Compare

2D and 3D drafting application for visualizing, communicating, and planning future construction projects. Learn more about SketchUp Pro

Capterra

Opportunities

Sections

Trusted Reviews

Sections

Page 1 **MacBook Pro 2016**

Page 2 **Performance, battery life and screen**

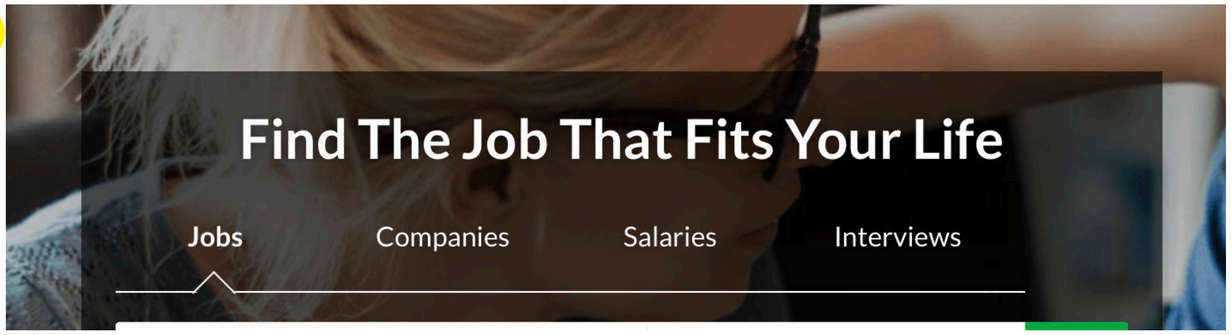
Options:

- Having subtle yet effective lines to show what pages are available and what page the user is on.

- Having clear tabs at the top so users can easily select the page they wish to view.

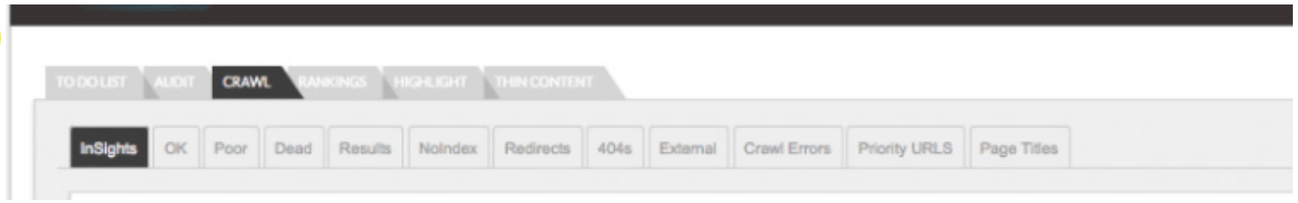
- At the bottom of the page making it clear that there are more pages to read with more information will increase page views.

1



Galssdoor

2



Document

3

1 2

NEXT PAGE

Performance, battery life and verdict

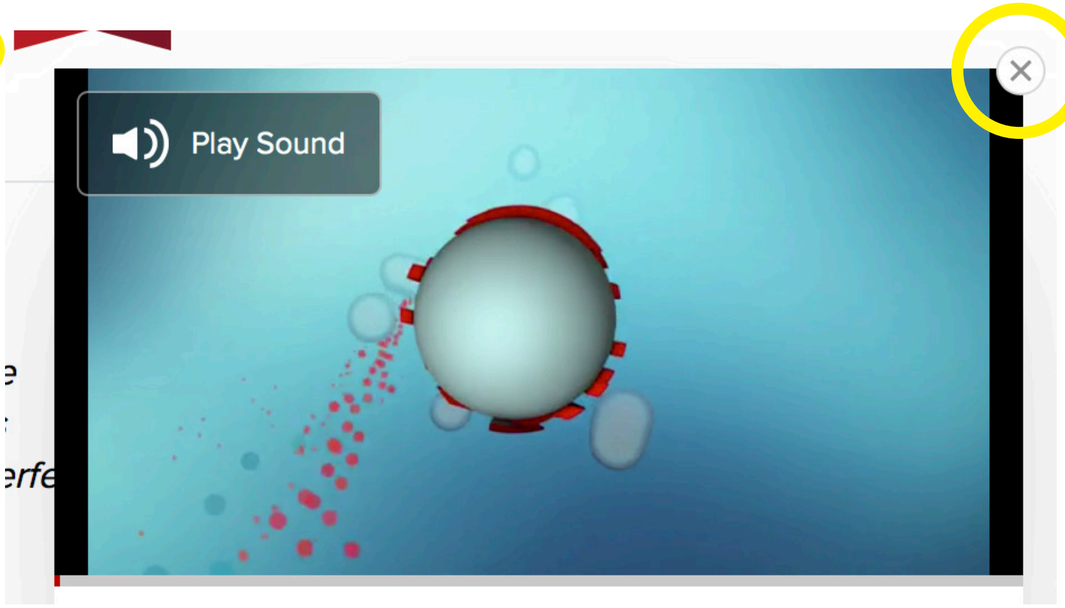
Techradar

Opportunities

Video Pop-up

Trusted Reviews

1



Options:

- The video pop-up should give the user the option to close with a small "x" on the top right of the video.

- Although viewing the video makes more money, from a user perspective it is a bit annoying.

Wireframes and Prototype

https://invis.io/E9O55ZUJB6Z