Evaluation of the Web Site: "kastner.oehler.at"
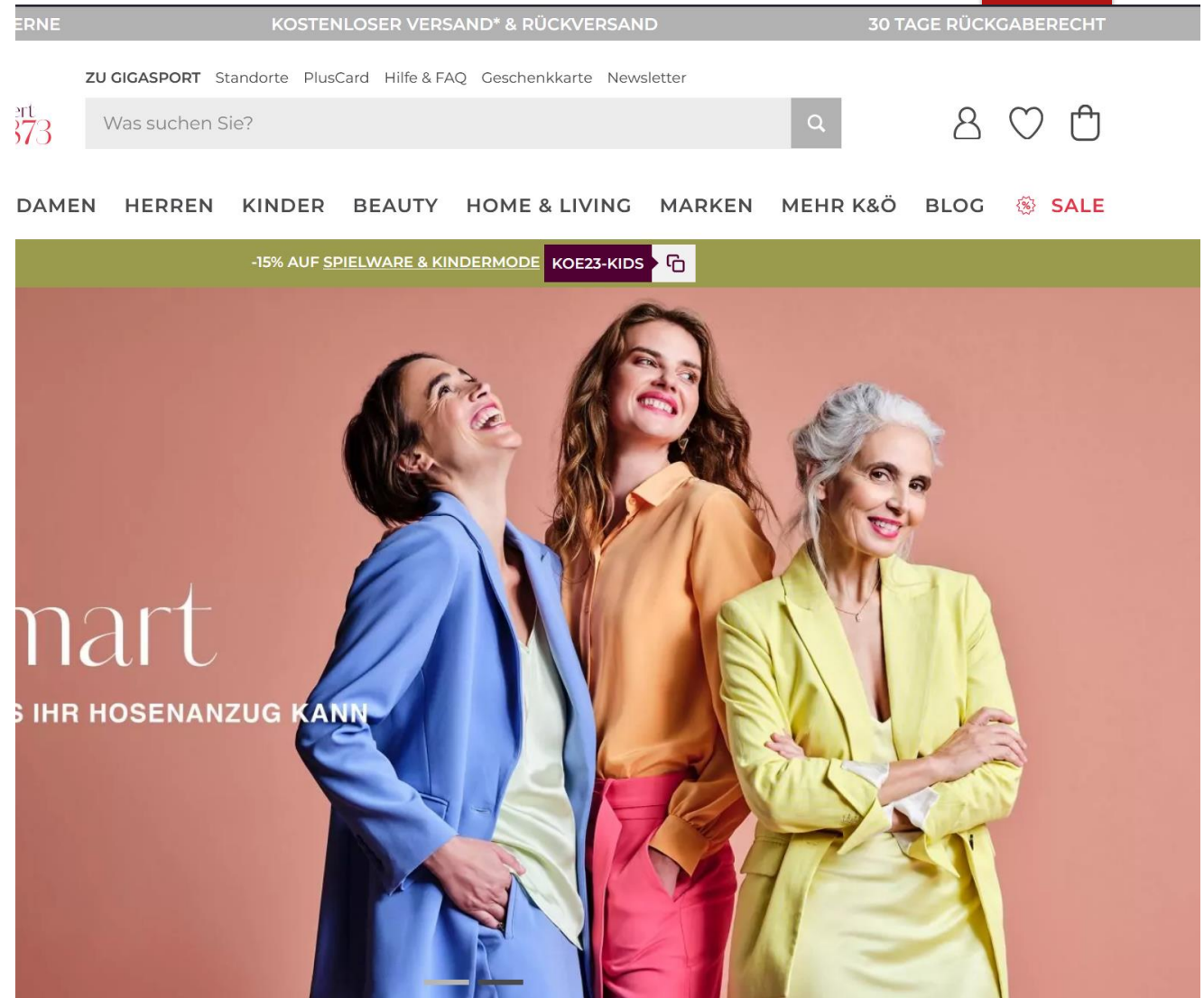
FIRST MEETING: 31.03.2023

Evaluation team

- Viola Brod
- Alfred Sebernig
- Daniel Scharf
- Mario Knezevic

kastner.oehler.at

- ▶ Online shop from Kastner & Öhler

- ▶ Clothing and fashion focus

- ▶ Several shops in Austria

- ▶ Additional: beauty and home & living products

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Was suchen Sie?

DAMEN   HERREN   KINDER   BEAUTY   HOME & LIVING   MARKEN   MEHR K&Ö   BLOG   SALE

-15% AUF SPIELWARE & KINDERMODE   KOE23-KIDS

mart

S IHR HOSENANZUG KANN

https://www.kastner-oehler.at/

Evaluation methods

- Heuristic evaluation
  - Usability interface measurement
- Uses Andrews General Usability Heuristics
- Four Evaluators on different platforms
- Further discussion of the results
- Result: usability problem report based on heuristics
- Complete Website

Evaluation Environments

- Daniel Scharf
  - Device: Samsung Galaxy A51; Browser: Samsung Internet Browser with Ad-Blocker
- Viola Brod
  - Device: iPad Air; Browser: Safari without Ad-Blocker
- Mario Knezevic
  - Device: Asus VivoBook; Browser: Firefox with Ad-Blocker
- Alfred Sebernig
  - Device: HUAWEI MateBook; Browser: Google Chrome without Ad-Blocker

Video processing

- Recording software:
  - Mobile: Samsung Screen Recorder, IOS Screen Recording
  - PC: OBS Studio
- Cutting tools:
  - LossLessCut, KdenLive, SonyVegas
- Transcoding software:
  - Handbrake

Next Deliverables (05.05.2023)

▶ Individual Heuristic Evaluations

▶ Heuristic Evaluation Report

▶ Thinking Aloud Test Plan