

## Expert Review

*Fiverr.com*

*<http://www.fiverr.com>*

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## Executive Summary

An expert review was conducted of the fiverr.com website, examining the desktop version, mobile version, and mobile app as well as the other pages that comprise the website. The inspection focused on identifying any and all usability issues, while also pointing out strengths of the website that should be maintained.

The most significant usability issues identified in the evaluation include:

- **Provide responsive navigation.** When resizing the screen, the navigation list does not respond with the rest of the site, eliminating several navigation items from view. The navigation list should resize as the window resizes.
- **Maintain one-window-browsing when users move to non-commerce areas of the site.** When users enter the Forum, Academy, Store, and Podcast it opens in a new window. Then another new window opens when the user selects to go back to the home page. Users can feel like they've left the website, when they only changed sections.
- **Label items over \$5 as 'Starting at \$5'.** Some items that have a price of \$5.00 are not \$5.00 once the user clicks on the item. If the price is not \$5.00 it should be labeled differently. Users are expecting options starting at \$5, with the possibility of the price increasing, depending upon additional options.
- **Allow videos to play at the size shown in the browser.** When a user clicks on a video the video expands to full screen. Have the video play at the original size that it is on the web page. The user should be able to choose whether the video plays at full screen or at a smaller size, don't force the expansion of the screen.
- **Remember login credentials upon returning to website.** When a user returns to the website they are required to login every time. The website also does not ask users if they would like to be remembered. Users tend to like not having to input login credentials every time they come to a website.
- **Increase consistency of design between the Blog and Forum areas of the site and the homepage.** When navigating into the Blog and the Forum it seems that the user has entered an entirely different website. Users could possibly think they've left the main site and may not be able to return to the transactional portion of the site.
- **Remove additional log-in for the Forum section.** When a user is logged into the main site the Forum asks you to log in even if the user is logged in. The forum should be a continuation of the site and the user should be logged in to every aspect of the website.

While these issues are among the most pressing usability concerns for the fiverr.com website and modules, a number of additional usability issues that also deserve attention are detailed in the analysis, with recommended solutions.

## Terminology & Conventions Used

Different terms are often used when referring to the same part of the browser window or web page. To facilitate understanding of this analysis, one term was used consistently for each browser/web page element. The terms are:

**Field name:** Field names are the labels that go with text input boxes, drop-down menus, and other form elements.

**Global navigation:** Links/buttons available from every page, leading to major sections of the website and/or significant pages.

**Link label:** The label in the case is the word or words that are linked. These words can be in graphical form (such as the graphical buttons at the top of the fiverr.com interface) or HTML text that is linked.

**Local navigation:** Links/buttons for moving between pages within a section of the website.

**Page name:** The primary heading for the page, often shown in larger text and located between the global navigation buttons at the top of the layout and the text content of the page.

**Window name:** The text at the upper left of the browser window, specified through the (X)HTML `<title></title>` tags.

**Gigs:** The term used on the fiverr.com website to indicate an item that is to be sold at a starting rate of \$5.00.

**Breadcrumbs:** A series of hyperlinks displayed at the top of a web page, indicating the page's position in the overall structure of the website.

Single quotes are used to indicate link labels, page names, and window names. Double quotes indicate non-linked body text, field names, alt text, and are used when generally referring to a page. Any divergence from these conventions is noted in the analysis and is done for the purpose of improving clarity.

## Priority Levels

The issues identified in this evaluation are grouped into three levels of priority:

**High priority:** These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

**Medium priority:** Issues at this priority level are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues. If resources are available to address these issues, they should be addressed.

**Low priority:** Low priority issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

# Usability Guidelines

## Efficient Navigation

Navigation refers to browsing a website, clicking links to move from page to page. Navigation should be an intuitive experience, so the user does not take the wrong path, get lost or disoriented, or have difficulty retracing their steps on a future visit.

### Suggested Changes

#### High Priority:

- **Provide responsive navigation. The navigation list should resize as the window resizes.** When resizing the screen, the navigation list does not respond with the rest of the site, eliminating several navigation items from view.

#### Medium Priority:

- **Clarify the user's location in the website.** There is difficulty in determining where a user is on the website at any given time. A few suggestions for changes are:
  - Provide breadcrumbs to users so that they know where they are located on the website at any given time.
  - Highlight the navigation at the top of the page as a visual reminder of where the user is located on the website.
- **Maintain consistency of the layout and visibility of the global navigation on the homepage, regardless of users sign-in status.** Have the global navigation be present on the homepage and be consistent with the rest of the website. When users aren't signed in, the global navigation appears only after scrolling down the page, to a specified point and then the global navigation appears in its usual position.

## Organizational Clarity

Organization refers to how content is chunked (broken up into sections and discrete units), sequenced, and grouped. The quality of an organizational system is dependent on how well content is divided, as well as how easy it is for the user to see and understand the system being used. The modules developed by fiverr.com rely heavily on effective organization to ensure their usability.

### Practices to Continue

- **Global Navigation stays intact while scrolling through the entire site.** Having access to a consistent global navigation bar aides users in intuitive and straightforward interaction on the site.

### Suggested Changes

#### High Priority:

- **Maintain one-window-browsing when users move to non-commerce areas of the site.** When users enter the 'Forum', 'Academy', 'Store', and 'Podcast' it opens in a new window. Then another new windows opens when the user selects to go back to the home page. Users can feel like they've left the website, when they only changed sections.

#### Medium Priority:

- **'Gigs' not found under the category in which they were searched.** When searching for 'Gigs' to purchase they are often not found under the category in which they were searched under. Better Clarity of search results will better the organization of the data being searched.

## Clear Labeling

The choice of labels is vital to website usability. Most online activity involves reading, so the name given to part of a page or a link label is crucial to accurately understanding and using the website. Poorly chosen and/or vague labels confuse users, leading them down the wrong paths on websites or causing them to leave the website because none of the labels appear to represent the desired content. Labeling issues that pertain to other may be mentioned under that guideline and are therefore not mentioned here.

### Practices to Continue

- **'Gigs' are organized in a consistent and logical fashion.** Users are easily able to locate a desired service, within a selected category, with ease, due to labeling and the organizational scheme.

### Suggested Changes

#### Medium Priority:

- **Label items over \$5 as 'Starting at \$5'.** Some items that have a price of \$5.00 are not \$5.00 once the user clicks on the item. If the price is not \$5.00 it should be labeled differently. Users are expecting options starting at \$5, with the possibility of the price increasing, depending upon additional options.

## Consistent Design

Consistency pertains to all aspects of a website: layout, labeling, error messages, whether something is (X)HTML text graphical text on all pages, even the choice of colors. Widespread (multi-page) inconsistencies are noted here with issues specific to a given page provided in Additional Usability Issues by Page & Section.

### Suggested Changes

#### High Priority:

- **Allow videos to play at the size shown in the browser. The user should be able to choose whether the video plays at full screen or at a smaller size, don't force the expansion of the screen.** When a user clicks on a video the video expands to full screen. Have the video play at the original size that it is on the web page.

#### Medium Priority:

- **Resizing the browser window causes formatting issues.** When resizing the browser window the images and the text are overlapping. The responsive design of the website should be looked at to fix any issues that reside.

#### Low Priority:

- **Utilize a gradient within text boxes to indicate error fields along with help text.** Error message indication is inconsistent between Seller and Buyer interfaces. Adding a gradient reinforces the identified errors and specifically which input box requires adjustment from users.

## Matching User Expectations

The Web has been in existence long enough for users to develop consistent, widespread expectations concerning web page behavior, such as what underlining and colors represent. Underlines are interpreted automatically as indicating a link and the color blue is interpreted automatically as indicating a link.

### Practices to Continue

- **Checkout Process very clear and concise.** When checking out the experience is very straight forward and easy for the user to comprehend. The process is streamlined and there are not a lot of extra steps in the process.

### Suggested Changes

#### High Priority:

- **Remember login credentials upon returning to website.** When a user returns to the website they are required to login every time. The website also does not ask users if they would like to be remembered. Users tend to like not having to input login credentials every time they come to a website.

#### Low Priority:

- **Re-state directions for adding details to a 'Gig' immediately before final purchase is made.** After a user selects a 'Gig' the instructions for adding personal details or files is stated early in the 'Gig' description, leaving users to questions how to proceed. Potential for to lose 'Gigs'.
- **Add a 'Help' link in the footer.** Having the ability to link to the 'Help' page from the footer is common practice, enough so that users expect it. Users cannot access 'Help' unless signed-in.

## Effective Visual Design

Visual design concerns the “look and feel” of the website, specifically how well the interface design principles have been applied or followed. Adherence to these principles improves both aesthetics and functionality, because users are able to locate desired information more readily. This section covers widespread (multi-page) Interface design issues; consideration of Interface issues that are unique to a given page are provided in Additional Usability Issues by Page & Section.

### Suggested Changes

#### High Priority:

- **Increase consistency of design between the Blog and Forum areas of the site and the homepage.** When navigating into the Blog and the Forum it seems that the user has entered an entirely different website. Users could possibly think they’ve left the main site and may not be able to return to the transactional portion of the site.

#### Low Priority:

- **Adjust the color levels of all pictures site-wide.** Faded and pale photos are not engaging for users. Vivid, bold colors set a professional mood, aiding in ‘Seller’ credibility and value.
- **Correct underlining of navigation to match current page.** Keeping consistent and accurate page identification confirms users assumptions that they are on the page they intended to be on and can successfully return to that page, should they leave. Improper underlining was encountered using a Mac OS.

## Supporting Readability & Scanability

Most of the time users spend online is spent reading and a good portion of that reading is done by scanning through pages, looking at headings and links to follow. The fiverr.com website, however, requires reading to determine what type of service a seller is providing or that a specific user is looking to purchase.

### Practices to Continue

- **Provide a wide majority of services.** Fiverr.com supplies a vast majority of services to a wide variety of users.
- **Excellent choice of font.** Users ultimately won't notice a well-chosen font on a website, but not spend as much time on sites with poor font selection. Users are able to ease their eye through the site, focusing on content instead of struggling with presentation.

### Suggested Changes

#### Medium Priority:

- **Increase contrast between white backgrounds and grey text.** The minimal contrast creates blurring, decreasing users scanability speed and comprehension. Faded grey text evokes uncertainty and incompleteness, causing users to question if that text was selectable or not.

## Facilitating User Tasks

Web users are task-oriented and users of the fiverr.com modules are certainly no different in that regard. Websites that support these tasks by facilitating access and reducing the time required for the task are best positioned to keep visitors returning and satisfied with the experience.

### Practices to Continue

- **Users remain logged in to site once they have logged in.** Once a user is logged in they will remain logged in after leaving the site. Users who frequent the site will like to remain logged in so that they do not have to complete the process over and over again.
- **Tasks are short and highly focused.** Users can quickly move from one 'Gig' to another in an orderly and intuitive manner, causing greater engagement and make repeat site visits an easy task for users.

### Suggested Changes

#### Medium Priority:

- **Limit reminders of 'items in cart'.** Once a user puts an item in the cart they are reminded in multiple ways that they need to check out. For example, there is a popup in the bottom of the screen that reminds the user they have items in the cart and they should checkout. Also the user receives an email if they leave the site that they still have items and need to checkout.

#### Low Priority:

- **Simplify vocabulary site wide.** Users are presented with a multitude of industry specific terms in this site. Though most users are familiar with 'resume' and 'logo', they may question their need for 'local listings' and 'drops'. Lowering the knowledge base necessary for using this site will increase the size of the user pool.
- **Create 'Bookmarks' link for Academy articles in the profile dropdown menu.** Giving users the ability to save articles for future reference increases the functionality perceived value the site has to offer. A standard expectation from users is the ability to 'save' or 'Bookmark' articles on websites.

## Providing Help

Even the most carefully designed website may need a help section, especially if the site functionality is fairly complex and users are expected to step through various processes. Unfortunately, the label 'Help' is generally of-putting to users, who resist visiting that area of the website because of previous 'Help' experiences with desktop software or other websites that were not satisfying. Users may also associate 'Help' with only technical problems and not visit that area for more content-based questions, such as where to find something or what module to complete next.

### Practices to Continue

- **Advanced search options allow for refinement.** After an initial search the advanced search options allow the user to refine their search to find exactly what they are in searching for.

### Suggested Changes

#### High Priority:

- **Employ tool tips throughout the site.** Giving users guidance and direction helps keep them on task and within their expectations. While setting up 'Gigs' users are presented with unexplained icons. Giving users an explanation of what they do without leaving the page they are on will help keep users on task.

#### Medium Priority:

- **Remain consistent with the design and location of 'search' throughout the site.** Some sections of the site the search is not always easy to find. The Forum and Podcast only have a small magnifying glass to show that there is a Search function.

## Additional Usability Issues by Page & Section

Further usability issues specific to a page, module, or section within a module are indicated. Some repetition may occur with issues noted in the general analysis. If the page or section in question requires significant and/or specialized assistance with that issue. Only the pages, modules, and sections with further issues are considered.

### Home Page

#### High Priority:

- **Condense the carousels on the homepage to one. Consider only have one carousel to prevent excessive load times and lagging.** There are three carousels on the homepage. Increased load times can frustrate users, potentially losing traffic.

#### Medium Priority:

- **Resolve formatting inconsistencies within the global navigation.** Letter clipping occurred with all lowercase, hanging characters while viewing the global navigation options, on a Mac OS. Irregularities in type can cause readability and scanability issues with some users. Consistency across all browsers is a commonly accepted user expectation at this point.

## Forum

### High Priority:

- **'Forum' ask users to login even if you are logged in to the main site.** When a user is logged into the main site the Forum asks users to log in even if the user is logged in. The 'Forum' should be a continuation of the site and the user should be logged in to every aspect of the website.

### Medium Priority:

- **Change the functionality of the logo as home button within the 'Forum' section of the site.** When clicking on the Fiverr logo in the 'Forum' it does not go the fiverr.com homepage. It goes to the 'Forum' home. Some users may never be able to find their way back to the main site without the logo as home button preference.