

## CHAPTER 3

### 3.1 Findings

Findings from the study about the processes that lead to success of website can be summed up as:

- a. User Personas is the most important process contributor. It enhances the processes of Information Architecture, Interaction Design, Visual Design and Usability Engineering and directly also influences website effectivity and experience of the users
- b. The processes of Information Architecture, Interaction Design, Visual Design and Usability Engineering positively contribute to the enhancement to user Experience
- c. The processes of Information Architecture, Interaction Design, Visual Design and Usability Engineering also enhance and improve the effectivity of a website

These findings summed up in table 3.1:

User Persona	User Experience	(Massanari, 2009) (Guenther, 2006) (Idoughi, Seffah, & Kolski, 2012)
User Persona	Website Effectivity	(Guenther, 2006)
User Persona	Information Architecture	(Massanari, 2009)
User Persona	Interaction Design	(Massanari, 2009)
User Persona	Visual Design	(Guenther, 2006)
User Persona	Usability Engineering	(Friesse, 2015).
User Experience	Website Effectivity	(Schiller, 2011) (Wilkie, Romance, & Rosendale, 2012)
Information Architecture	User Experience	(Deaton, 2003)
Information Architecture	Website Effectivity	(Marcos, 2007)
Interaction Design	User Experience	(Seo, Lee, & Chung, 2016)
Interaction Design	Website Effectivity	(Jiang, Wang, Tan, & Yu, 2016)

Visual Design	User Experience	(Pennington, Chapman, Fry, Deschenes, & McDonald, 2016) (Jiang, Wang, Tan, & Yu, 2016) (Karimov, Brengman, & Van Hove, 2011)
Visual Design	Website Effectivity	(Chingching, 2012) (Karimov, Brengman, & Van Hove, 2011) (Schiller, 2011)
Usability Engineering	User Experience	(Wilkie, Romance, & Rosendale, 2012)
Usability Engineering	Website Effectivity	(Bias, Moon, & Hoffman, 2015)

### 3.2 Established Framework

Figure 3.2 - A framework established based on the findings in Table 3.1

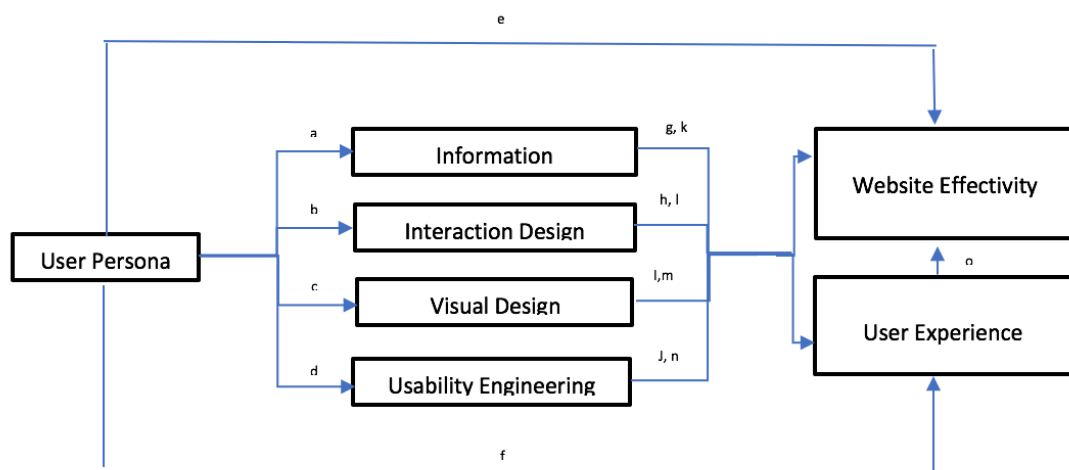


Figure 3.2 UX Design Process Strategies for Website Improvement

#### Explanation of Figure 3.2:

- a. User Personas enhances the processes of Information Architecture

- b. User Personas enhances the processes of Interaction Design
- c. User Personas enhances the processes of Visual Design
- d. User Personas enhances the processes of Usability Engineering
- e. User Personas enhances the processes of leads to effectivity of a website
- f. User Personas enhances the processes of leads to greater user experience
- g. The processes of Information Architecture lead to Effectivity of a Website
- h. The processes of Interaction Design lead to Effectivity of a Website
- i. The processes of Visual Design lead to Effectivity of a Website
- j. The processes of Usability Engineering leads to Effectivity of a Website
- k. The processes of Information Architecture lead to provision of User Experience
- l. The processes of Interaction Design lead to provision of User Experience
- m. The processes of Visual Design lead to provision of User Experience
- n. The processes of Usability Engineering leads to provision of User Experience
- o. Improved User Experience enhances Website Effectivity

