



UX Research Analysis

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Executive Summary

This report is a user experience research-driven analysis of the WeGym WeHa website, providing recommendations for improving usability and engagement. The findings offer insights into areas where the site aligns with user expectations and where enhancements are needed to create a more intuitive and engaging digital experience.

Method of Evaluation

Multiple evaluation methods were employed to assess the usability and effectiveness of the WeGym WeHa website. These included:

1	Comparative Analysis	5	Diary Study*
2	Personas	6	Card Sort
3	User Interview*	7	Heuristic Evaluation
4	User Survey*	8	Usability Test

*Proposals for these study methods are included in this document, however were not implemented with real participants.

Analysis of the data was used to provide recommendations for improvement of the WeGym WeHa website.

Analysis of the Result

The research identified key usability issues affecting the overall user experience. One major issue was navigation and information accessibility, as users struggled to find essential details such as pricing, class schedules, and instructor information. The absence of a dedicated pricing page led to frustration among potential customers.

Additionally, the website lacks engaging design elements and interactivity. Compared to competitor sites, WeGym WeHa's website does not include dynamic visuals (such as videos), or interactive features that could enhance user engagement. The booking and registration process was another significant pain point. Users found it hard to use due to the lack of clear calls to action and scattered information, making it difficult to register for a class or schedule a free trial.

Furthermore, the site does not do enough to establish user trust and credibility. The lack of client testimonials, detailed instructor bios, and success stories reduces confidence in the brand. Mobile optimization was also identified as an area needing improvement. Although functional, the mobile version lacks efficiency-enhancing features such as quick navigation options and a streamlined booking process.

Executive Summary, Continued

Recommendations

Based on the findings, several improvements are recommended to enhance the overall user experience. First, information clarity should be a priority. Implementing a dedicated pricing page, ensuring all content is accurate and up to date, and streamlining the class scheduling interface to load the next available session by default will improve usability.

Second, the website's interactivity and engagement should be enhanced by incorporating multimedia elements such as class videos, interactive testimonials, and trainer introduction videos. This would create a more visually appealing and engaging experience for visitors. The booking and registration process should also be optimized by introducing a clear, prominent call-to-action for scheduling free trial classes and integrating the class schedule into the registration page, reducing unnecessary navigation steps.

To build trust and credibility, expanding instructor bios with relevant credentials, specializations, and high-quality photos, as well as incorporating more client testimonials and success stories, is recommended. Additionally, the mobile experience should be improved by refining navigation, adding a search bar, optimizing

button placements, and ensuring all essential information is easily accessible from the homepage.

By implementing these changes, WeGym WeHa can significantly enhance the user experience, improve engagement, increase conversions, and position itself more competitively within the fitness industry.



What Is WeGym?

WeGym WeHa, located in West Hartford, Connecticut, is a fitness studio dedicated to helping individuals of all fitness levels achieve their health and wellness goals. The studio offers personalized training programs and group fitness classes designed to meet the unique needs of each client. With a team of skilled trainers, WeGym WeHa fosters a welcoming, inclusive environment that emphasizes support, motivation, and community.

Committed to improving both physical fitness and mental well-being, WeGym WeHa provides programs tailored to encourage personal growth and overall quality of life. Their mission is to create a space where clients feel empowered to reach their full potential in a supportive and engaging atmosphere.

WeGym is centrally located at 635 New Park Ave Unit 2B, West Hartford, CT.

About the Website

Website URL

<https://wegymweha.com/>

Website Purpose

The purpose of WeGym WeHa's site is to be both an introduction and a bridge for potential and current members, offering an accessible platform for learning about and engaging with the gym. It supports WeGym's broader mission of fostering health, wellness, and a sense of community among its clients.

The WeGym WeHa website serves several key purposes:

- 1 Inform and Educate
- 2 Attract New Clients
- 3 Facilitate Communication
- 4 Establish Credibility and Trust
- 5 Enhance Member Engagement



Site Design Analysis

The WeGym WeHa website features a clean but minimalistic homepage with limited visual appeal. The design includes basic navigation links to pages such as "About Us," "Personal Training," "Contact Us," and "Schedule a Visit." The homepage opens with a banner image of the gym, accompanied by an introductory text block outlining the studio's philosophy. A section below provides brief information about the gym's services and trainers, followed by a basic contact form and location details at the bottom of the page.

While the site conveys essential information about the gym and its services, it lacks the following features commonly found on modern fitness websites:

Dynamic Visuals

The imagery is static and limited, missing engaging photos or videos that showcase classes, trainers, or the gym environment in action.

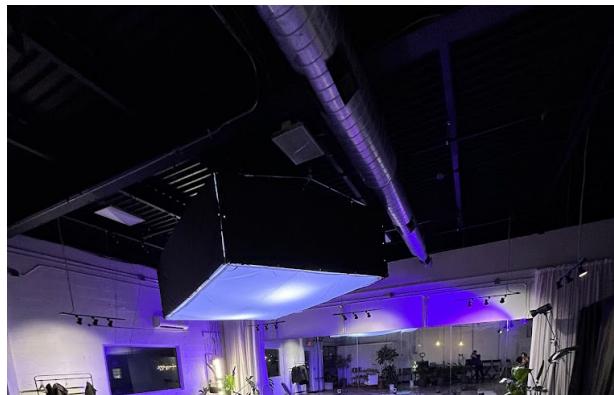
Interactive Features

The site lacks button hover effects, updated pricing details, multiple customer testimonials, or success stories that would help attract potential clients.

SEO and Content Depth

The site's content is brief and does not include in-depth information about the unique selling points of WeGym WeHa, such as trainer bios, detailed class descriptions, or a blog.

Overall, the website provides a functional overview of the gym but lacks the design sophistication and interactivity necessary to engage and convert visitors into loyal clients.



Business Requirements

The website's primary marketing goals are to promote the gym's services, attract new members, and provide scheduling and contact options. The studio seeks to highlight its personalized training approach and emphasize its welcoming community. A visually appealing, well-optimized website could help communicate these values and serve to generate more leads for the gym.

User Requirements

Users visiting the site may include potential clients looking for information about:

- Services offered (including pricing and class schedules)
- Trainer qualifications and specialties
- Contact and location details (including driving directions)

Users expect the website to provide this information quickly and intuitively, along with engaging content that builds trust and confidence in the gym's services.

Comparative Analysis

	WeGym WeHa https://wegymweha.com/	OrangeTheory Fitness https://www.orangetheory.com/	Solidcore https://solidcore.co/	CycleBar https://www.cyclebar.com/
Unique Features	<ul style="list-style-type: none"> ● Schedule and booking embeded on site ● Full list of instructors with links to their schedules 	<ul style="list-style-type: none"> ● Option to download mobile app ● Online shop for branded merchandise ● Blog page with categories of post types 	<ul style="list-style-type: none"> ● Extensive menu with dropdowns and buttons ● Option to download mobile app ● Online shop for branded merchandise ● Can buy class passes online ● Online chat available 	<ul style="list-style-type: none"> ● Option to purchase gift cards online ● Online classes available through 3rd party app ● Option to download mobile app ● Points system for rewards
Design Strengths	<ul style="list-style-type: none"> ● Branded media throughout the site ● Optimized on mobile ● Easy to use navigation ● Text is readable 	<ul style="list-style-type: none"> ● Branded media throughout the site ● Optimized on mobile ● Easy to use navigation ● Text is readable ● Clear, consistent branding 	<ul style="list-style-type: none"> ● Branded interactive media throughout the site ● Optimized on mobile ● Easy to use navigation ● Text is readable ● Clear, consistent branding 	<ul style="list-style-type: none"> ● Branded media throughout the site ● Optimized on mobile ● Easy to use navigation ● Text is readable ● Clear, consistent branding
Design Weaknesses	<ul style="list-style-type: none"> ● No videos or interactive media ● Outdated pricing information ● No description of class types on homepage ● Buttons lack hover effect - unclear they are clickable 	<ul style="list-style-type: none"> ● No videos or interactive media ● Pricing information unlisted ● Inconsistent design on certain inner pages 	<ul style="list-style-type: none"> ● Homepage lacks information about workouts and locations 	<ul style="list-style-type: none"> ● No videos or interactive media ● "Book Your Ride" button cut off in navigation

Comparative Analysis, Continued

WeGym WeHa struggles to compete with the polished and interactive designs of its competitors. OrangeTheory Fitness and Solidcore offer sleek, professional websites with engaging visuals and interactive tools that make exploring services and booking classes straightforward. CycleBar emphasizes its branding through bold imagery, client testimonials, and a multimedia-rich interface, creating a compelling user experience. WeGym WeHa, by contrast, has a simpler design with static content and limited interactivity. To keep up with their competitors, WeGym WeHa should invest in multimedia elements like videos, client success stories, and SEO optimization to better showcase their offerings and increase user engagement.



Emily Carter



"I need a gym that fits my busy schedule and feels like a supportive community."

🎂 **Age:** 28

📍 **Location:** West Hartford, CT

💼 **Occupation:** Marketing Manager

💪 **Fitness Level:** Intermediate

Personality

- **Ambitious:** Emily is goal-oriented and likes to achievement
- **Sociable:** She values community and enjoys connection
- **Open-minded:** Emily loves exploring new trends

Goals

- Maintain a fitness routine with her busy schedule
- Build a local community and meet like-minded people
- Improve strength and endurance through personalized guidance

Frustrations

- Limited time to research gyms and workout options
- Crowded classes and lacking training at large gyms
- Difficulty finding a gym that aligns with her goals

Motivations

- A gym with friendly trainers who can offer tailored advice
- A clean space with flexible scheduling options
- Fitness programs that will challenge her while keeping workouts engaging

Scenario

Emily is scrolling through Instagram during her lunch break when she sees a sponsored ad for WeGym WeHa. Intrigued, she visits the website on her phone to explore their services. She checks out the class schedule, reads about the trainers, and uses the contact form to request a free trial session.



James Marshall



"I'm ready to start fresh—I need a gym that builds my confidence step by step."

 **Age:** 42

 **Location:** Farmington, CT

 **Occupation:** IT Consultant

 **Fitness Level:** Beginner

Personality

- **Analytical:** James likes to plan and research
- **Introverted:** He prefers smaller, quieter environments
- **Practical:** He values functionality and is motivated by clear steps

Goals

- Gain muscle and improve overall fitness level
- Learn proper exercise techniques to avoid injuries
- Build confidence in working out regularly

Frustrations

- Intimidation by traditional gyms and fitness classes
- Lacking knowledge about how to start and goal setting
- Concerns about committing time and resources to a fitness program

Motivations

- A beginner-friendly gym with patient trainers
- Programs that focus on gradual progress
- Encouragement and accountability to stick to a routine

Scenario

James recently decided to prioritize his health and begins searching online for beginner-friendly gyms in his area. He visits the WeGym WeHa website on his desktop to learn about the gym's approach. He looks at the class schedule and uses the contact page to ask about private training sessions.



Sarah Johnson



"I want to stay active with workouts tailored to my abilities in a welcoming space."

 **Age:** 60

 **Location:** Newington, CT

 **Occupation:** Retired Teacher

 **Fitness Level:** Moderate with physical limitations

Personality

- **Cautious:** Sarah carefully considers options
- **Friendly:** She enjoys being part of a supportive community
- **Optimistic:** Sarah believes in maintaining her independence

Goals

- Enhance flexibility, balance, and muscle strength
- Prevent injuries and age-related conditions
- Stay socially active by engaging with others

Frustrations

- Group classes that don't accommodate her limitations
- Trainers lacking experience working with older adults
- Limited access to programs designed specifically for her age

Motivations

- A gym with a welcoming, age-inclusive atmosphere
- Workouts tailored to her physical needs and abilities
- A community where she can connect with others while staying active

Scenario

After a recommendation from a friend, Sarah uses her tablet to visit the WeGym WeHa website. She reads about the trainers and looks for classes specifically catering to older adults or beginners. Sarah clicks on the "Contact Us" page to call the gym and inquire about a free consultation or trial class.

Interview Research Questions

An interview is a conversation with your user that is aimed at gathering qualitative insights about a specific topic. Interviews can be structured, unstructured, or semi-structured depending on the information you are looking for. They are widely used in user experience research to understand user behaviors, preferences, and pain points. By asking targeted questions, researchers collect valuable data to improve their digital platforms and services.

This particular interview is focused on evaluating the usability and effectiveness of the WeGym WeHa website. With this interview, we are looking to answer the following questions:

- How effectively does the WeGym WeHa website communicate their services, membership options, and scheduling information to users?
- What are the primary usability challenges faced by users when navigating the WeGym WeHa website?
- How does the WeGym WeHa website compare to competitor gym websites in terms of design, features, and user trust?

Introduction

Thank you for taking the time to participate in this interview. My name is Emily Armbruster, and I am conducting research to understand how the WeGym WeHa website can be improved to enhance user experience and accessibility. Your feedback is valuable and will help us identify areas that need improvement. If you have questions for me, please do not hesitate to ask.

This interview will take approximately 60 minutes. I understand that you have visited the WeGym WeHa website before. With your permission, I would like to record our session for analysis purposes. This will allow me to review your answers at a later time during my research. Please remember that I am a neutral research and not a member of the WeGym WeHa team. Your responses will remain confidential, and there are no right or wrong answers—honesty is what helps us improve. If you do not have an answer or opinion to a question, please say so. You are free to stop the interview at any time if you feel uncomfortable.

Please review the consent form to learn more about how your answers and information will be used. If you do not have any questions at the moment, we will get started.

Warm-Up

Before we get into the questions about WeGym WeHa, I would like to get to know you more first.

- Do you live in West Hartford, CT?
 - (If yes) How long have you lived in West Hartford?
 - (If no) What town do you live in? How long does it take for you to travel to West Hartford?
- How many times do you exercise per week?
- What type of fitness services or gym features do you typically look for?
- How did you first hear about WeGym WeHa?
- Have you ever used the WeGym WeHa website before? If yes, how frequently?

Interview Questions

1. What was your goal in using the WeGym WeHa website? How would you describe your overall experience using the website?
 - What aspects of the website stood out to you the most?
 - Have you encountered any major issues while navigating the site?
2. What information do you expect to find on a gym's website?
 - Was any important information missing or difficult to locate?
 - How well does the website present membership benefits and class details?
3. How visually appealing do you find the website?
 - Are the fonts, colors, and layout easy to read and navigate?
 - If you could make any design changes to make the site more user-friendly, what would they be?
4. Have you accessed the WeGym WeHa website on a mobile device?
 - Were there any pages or features that did not function properly?
 - What would improve the overall mobile browsing experience for you?
5. Have you used other gym websites before? If yes, how does WeGym WeHa compare?
 - What features from other fitness websites do you find most helpful?
 - Have you seen any specific design or navigation elements that you liked on competitor sites?

Interview Questions

6. Do you feel comfortable entering personal or payment information on the website?

- What concerns, if any, do you have regarding security on the site?
- What additional security measures would make you feel more confident in using the website?

7. How easy was it to book a class through the website?

- Were there any points where you felt confused or frustrated?
- What would make the process smoother?

8. Did you find the website's contact options helpful?

- Have you ever had to reach out to WeGym for help? If so, how was your experience?
- What additional support options would you find beneficial?

9. Do you feel that the website has a gives a community-oriented sense for gym members?

- Would you like to see more content from current members, such as reviews or success stories?
- What type of community features (i.e. Q&A with instructors or fitness tips) would encourage you to engage more with the website?

10. Was it easy to find information on promotions, discounts, or referral programs?

- How important are promotions in your decision to sign up or renew a membership?
- What types of incentives would encourage you to use the gym more often?

Cooling Off

Thank you for sharing your thoughts. We have covered a lot of topics in this discussion and I appreciate your open and honest opinions. To wrap up this conversation, what do you think is the most important aspect of our discussion today? Is there anything else you would like to add that we did not cover?

Wrap Up

That concludes our interview. I would like to thank you again for your valuable opinions and insights. Your feedback will play a critical role in improving the WeGym WeHa website. If you have any further thoughts, please feel free to reach out. I hope you enjoy the rest of your day.

Introduction

Thank you for taking the time to complete this survey! We want to learn more about our users and their fitness goals to improve the services offered at WeGym WeHa. Your feedback is valuable and will help us create a better gym experience for you. The survey should take about 5-7 minutes to complete. All responses are anonymous.

The live survey can be found here:

<https://docs.google.com/forms/d/e/1FAIpQLSeoMBTsUmETRp2wxOZ4c88aF9CauQArQkHlmrVjNDdLhSiUCA/viewform?usp=sharing>

1. What is your age range?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

2. What is your gender?

- Male
- Female
- Non-binary/Other
- Prefer not to say

3. How far do you live from WeGym WeHa?

- Less than 1 mile
- 1-3 miles
- 3-5 miles
- More than 5 miles

4. How did you first hear about WeGym WeHa?

- Word of mouth
- Social media
- Online search
- Advertisement
- Other _____

5. How often do you visit WeGym WeHa?

- Daily
- 3-5 times a week
- 1-2 times a week
- Less than once a week

6. What are your primary fitness goals?
(Select all that apply)

- Weight loss
- Muscle gain
- Endurance training
- General fitness & health
- Stress relief
- Social engagement
- Other _____

7. What type of workout do you prefer?

- Strength training
- Cardio
- Group fitness classes
- Personal training
- Functional training (CrossFit, HIIT, etc.)
- Other _____

9. Are you currently working with a personal trainer at WeGym WeHa?

- Yes
- No, but I am interested
- No, not interested

8. Do you participate in group classes at WeGym WeHa?

- Yes, regularly
- Occasionally
- No

10. What is your biggest challenge in achieving your fitness goals?

- Lack of motivation
- Time constraints
- Cost
- Lack of knowledge/guidance
- Other _____

11. How satisfied are you with the equipment and facilities at WeGym WeHa?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

12. How satisfied are you with the cleanliness of the gym?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

13. What motivates you to continue using WeGym WeHa?

- Personal fitness goals
- Community atmosphere
- Trainer support
- Class variety
- Other _____

15. How do you prefer to receive updates and communications from WeGym WeHa?

- Email
- SMS/Text
- Social media
- Gym app notifications
- Other _____

14. What type of fitness-related content would you like to receive from WeGym WeHa?

- Workout tips
- Nutrition advice
- Gym updates & promotions
- Success stories
- Other _____

16. What device do you use most to access the internet?

- Desktop/laptop
- Tablet
- Mobile phone

17. How important is the appearance of WeGym WeHa's website to you?

- Very important
- Somewhat important
- Neutral
- Somewhat unimportant
- Not important at all

18. How easy is it to book classes online at WeGym WeHa?

- Very easy
- Easy
- Neutral
- Difficult
- Very difficult

19. Do you feel that WeGym WeHa website provides a welcoming atmosphere?

- Yes
- No
- Not sure

20. Do you have any suggestions for new features on the WeGym WeHa website?

What is a Diary Study?

A diary study is a user research method that collects qualitative data over time by having participants document their experiences, thoughts, and behaviors in a natural environment. This method is particularly valuable in UX research as it provides deep insights into user interactions, uncovering patterns, pain points, and behaviors that may not emerge in short-term usability tests. By capturing real-world usage over an extended period, diary studies help designers and developers create more user-centered improvements.

Objective

The objective of this diary study is to understand the users' experience with the WeGym WeHa website. This study is aiming to gain insights on the usability, navigation challenges, and the overall satisfaction of the users.

The study will attempt to answer two questions. The questions are, "How do users navigate through the WeGym WeHa website?" as well as, "What improvements can be made to optimize the user experience?"

Researching these questions will gather useful insights in order to improve the usability of the site for all users. By improving how the site can be used across all demographics, we are allowing WeGym the opportunity to increase the number of memberships to their gym.

Participant Questions

Participants will be required to respond to the following questions:

- Did you visit the WeGym WeHa website this week?
- What is your reason for visiting the WeGym WeHa website?
- What steps did you take to achieve your goal on the site?
- What challenges or frustrations did you face?
- What was positive about your experience? What features did you find helpful?
- Do you have any additional feedback that could improve your experience?

Number of Participants

This study will include 20 participants in order to ensure a diverse sample size while also remaining manageable for data analysis. Participants will be required to submit one entry per week, but may also submit more than one entry should they use the site multiple times in a week.

Sample Type

Participants will be selected through voluntary sampling. A pop up will be displayed on the WeGym WeHa website inviting users to sign up. An email will also be sent out to existing members. Using these methods means that the sample will include new visitors, current members, and users with varying levels of technical expertise. Participants will be incentivized to submit their entries with a \$15 Visa gift card each week, totaling an \$120 reward for participation in the entire study.

Format of the Study

This study will be conducted through email as it is accessible to a large majority of site users. While there is a range of ages for potential users, they will be more technically able than most if they are using the internet to find a gym. Participants will be notified via email to submit their responses which will be done through a Typeform. The form will include one multiple choice question (did they visit the site that week?) and be followed by open ended questions if they did. If the participant did not visit the site that week, they will select no and will not have to answer any open ended questions.

Potential Benefits and Drawbacks

Benefits:

- Provide in-depth qualitative insights
- Captures real world interactions over time
- User contribute feedback in their natural environment
- Most site users can participate
- No need for transcriptions so submissions are immediately available

Drawbacks:

- Participants may not see the weekly email and forget to log their response
- Data may be inconsistent
- Self-reported data may lack accuracy

Length of Study

This study will last for eight weeks with participants submitting one entry per week (eight total entries). At the end of the study, there will a minimum total of 160 entries from all participants.

Data Analysis

Qualitative data from this study will be analyzed using affinity diagramming in order to identify common themes and patterns in submissions. Responses will be categorized into theme such as navigation frustrations, feature usability, and content clarity. The Coding Analysis Toolkit (CAT) will be used because it is a free analysis software for qualitative data.

Participant Instructions

Thank you for participating in our research study. Your feedback will help us improve the WeGym WeHa's website usability and user experience. Please be honest about struggles and frustrations, as well as, positive experiences you face when interacting with the website as this information is critical in order to make improvements to the website.

You are required to fill out one entry each week, however if you interact with the website on multiple occasions each week, we encourage you to record a response with each interaction. An entry will take you approximately 5-15 minutes depending on the level of information you have to share. Please include as much information regarding your visit to the site as possible. An email will be sent to you every Friday at 4:00 pm with a link to fill out your entry. All entries will be submitted anonymously. If you choose to withdraw from the study during the process, you may do so without risk of penalty. This study will take place over an 8-week period. For each week an entry is completed, you will be rewarded with a \$15 Visa giftcard.

By participating in this study, you are helping to make the WeGym WeHa's website a more enjoyable experience for all users. We appreciate your time and effort. If you have any questions, please contact hello@wegymweha.com.

Diary Entry Example

1. Did you visit the WeGym WeHa website this week?

Yes

No

2. What is your reason for visiting the WeGym WeHa website?

3. What steps did you take to achieve your goal on the site?

4. If you faced any challenges or frustrations, what were they?

5. What was positive about your experience? What features did you find helpful?

6. Do you have any additional feedback that could improve your experience?

What is a Card Sort?

A card sort is a type of user research method used in UX design to help understand how people categorize information. Participants are given a set of cards and asked to group them into the categories they think makes the most sense. There are three types of card sorts; an open sort, a closed sort, and a hybrid sort. An open sort allows participants to create the categories to sort the cards. A closed sort gives the participants the predefined categories to sort cards into. Lastly, a hybrid sort is a combination of both where participants are given categories but are able to create new ones if needed.

Card Sort Goals

The current WeGym WeHa website is very small and stripped back. The goal of this card sort is to see how participants will sort potential new pages to be added to the site. In order to increase SEO presence, and therefore increase conversions, it is important that the site contains the information that users are looking for.

Card Sort Methodology

This study uses a closed card sort where participants are given 7 categories to sort categories into. By using a closed card sort, the results that will be obtained will be more clear and concise and therefore will result in a more organized and structured website.

Card Sort Methodology, Continued

The card sort was performed using the Useberry card sort software with 30 cards. Each card was supplemented with a definition to prevent participant confusion if they were unfamiliar with the term. The activity sessions were performed in-person on a one-on-one basis. Data analysis was conducted within the Useberry platform as well.

Card Sort Introduction Script

Hello and thank you for participating in this card sort for the WeGym WeHa website redesign. Your feedback will help us create a more user-friendly and intuitive site that better meets the needs of our community.

You'll see 30 cards representing potential pages and 7 categories from the site. Please sort each card into the category where you'd expect to find that information. There are no right or wrong answers—just go with what feels most natural to you. If a card feels unclear or doesn't fit, please let us know as that is also valuable feedback.

This should take about 15–20 minutes. Please take your time and think about how you would approach the website if you were using it as a potential or current member. Your insights will directly shape how users navigate the new site.

Card Sort Link

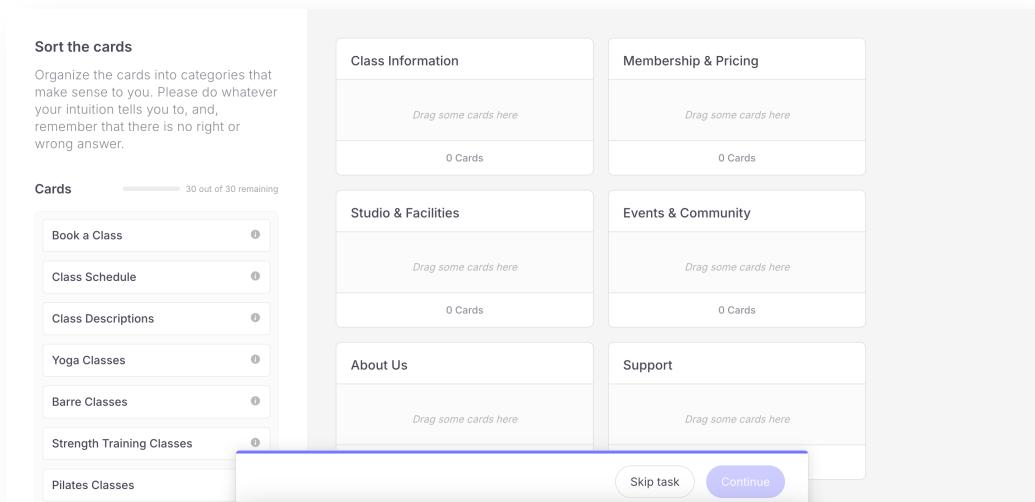
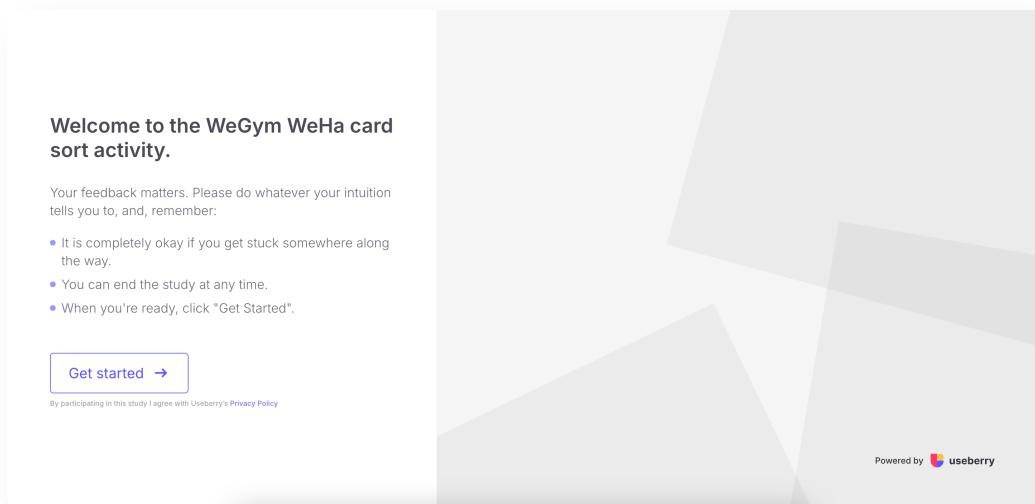
<https://app.useberry.com/t/63nrAwPd6hSuJo/>

Instructions

- 1. Review the Categories:** You'll see 7 predefined categories representing the main sections of the redesigned website.
- 2. Sort the Cards:** You have 30 cards. Drag and drop each card into the category where you would expect to find that information.
- 3. Use Your Best Judgment:** There are no right or wrong answers. If you feel a card doesn't belong or is confusing, please let us know.
- 4. Work at Your Own Pace:** The activity should take about 15–20 minutes, but take your time to think through your choices.
- 5. Submit Your Sort:** Once all cards are placed, review your selections and submit your responses.

Wrap Up

Thank you for participating. Your input is key to helping us create a more user-friendly and intuitive WeGym WeHa website. If you have any extra feedback or noticed anything unclear, feel free to share.



Card Sort Data Log

 Author:	Emily Armbruster
 Date Created:	2/17/2025
 Test Date:	2/19/2025
 Version:	Draft
 Last Update:	2/20/2025

The following data analysis was based on a card sort using 3 participants that took place on February 19, 2025. The participants were shown the WeGym WeHa website before the activity began. Emily Armbruster facilitated the activity one-on-one and in person with the participants. Each participant were given 30 cards focused on current and potential website

pages for the WeGym WeHa website and were asked to sort them into seven categories. The card sort took place on the Useberry software where participants could drag and drop cards into the categories. The sessions were scheduled for 20 minutes, but none of the participants needed all of the allotted time. The results were then analyzed with Useberry's analysis tools.

Card Sort Summary

- Participant 1 sorted cards into only 6 categories while participant 2 and 3 used all 7 categories
- Participants sorted "Studio Location", "Parking Information", and "Blog" into different categories
- Participants sorted all class types into the same category, "Class Information"
- All participants were able to sort the 30 cards in under 6 minutes

Card Sort Participants

All participants are coworkers who were interested in a new gym and were shown the WeGym WeHa website prior to the card sort exercise.

Participant 1

 Age:	37
 Gender:	Female
 Location:	Bristol, CT
 Occupation:	Advertising Manager
 Fitness Level:	Beginner

Participant 2

 Age:	22
 Gender:	Female
 Location:	Wolcott, CT
 Occupation:	Marketing Assistant
 Fitness Level:	Intermediate

Participant 1

 Age:	34
 Gender:	Male
 Location:	Vernon, CT
 Occupation:	Software Engineer
 Fitness Level:	Intermediate

Participant 1 Card Sort

Book a Class Category: Class Information	Class Schedule Category: Class Information	Class Descriptions Category: Class Information	Yoga Classes Category: Class Information	Barre Classes Category: Class Information
Strength Training Classes Category: Class Information	Pilates Classes Category: Class Information	Cardio Classes Category: Class Information	Online Classes Category: Class Information	Membership Options Category: Membership & Pricing
Pricing Category: Class Information	Special Offers Category: Membership & Pricing	New Member Information Category: Membership & Pricing	Studio Location Category: Studio & Facilities	Parking Information Category: Studio & Facilities
Facility Amenities Category: Studio & Facilities	Community Events Category: Events & Community	Workshops Category: Events & Community	Private Training Sessions Category: Class Information	Instructors Category: About Us
Contact Information Category: About Us	Testimonials Category: About Us	Blog Category: About Us	Frequently Asked Questions Category: About Us	Terms and Conditions Category: Resources
Mobile App Information Category: Resources	Nutrition Advice Category: Resources	Merchandise Store Category: Studio & Facilities	Careers Category: About Us	Registration Category: Membership & Pricing

Participant 2 Card Sort

Book a Class Category: Class Information	Class Schedule Category: Class Information	Class Descriptions Category: Class Information	Yoga Classes Category: Class Information	Barre Classes Category: Class Information
Strength Training Classes Category: Class Information	Pilates Classes Category: Class Information	Cardio Classes Category: Class Information	Online Classes Category: Class Information	Membership Options Category: Membership & Pricing
Pricing Category: Membership & Pricing	Special Offers Category: Membership & Pricing	New Member Information Category: Resources	Studio Location Category: Class Information	Parking Information Category: Support
Facility Amenities Category: Studio & Facilities	Community Events Category: Events & Community	Workshops Category: Events & Community	Private Training Sessions Category: Support	Instructors Category: About Us
Contact Information Category: About Us	Testimonials Category: About Us	Blog Category: Resources	Frequently Asked Questions Category: Resources	Terms and Conditions Category: Support
Mobile App Information Category: Resources	Nutrition Advice Category: Resources	Merchandise Store Category: Support	Careers Category: About Us	Registration Category: Membership & Pricing

Participant 3 Card Sort

Book a Class Category: Membership & Pricing	Class Schedule Category: Class Information	Class Descriptions Category: Class Information	Yoga Classes Category: Class Information	Barre Classes Category: Class Information
Strength Training Classes Category: Class Information	Pilates Classes Category: Class Information	Cardio Classes Category: Class Information	Online Classes Category: Class Information	Membership Options Category: Membership & Pricing
Pricing Category: Membership & Pricing	Special Offers Category: Support	New Member Information Category: Membership & Pricing	Studio Location Category: About Us	Parking Information Category: About Us
Facility Amenities Category: Studio & Facilities	Community Events Category: Events & Community	Workshops Category: Studio & Facilities	Private Training Sessions Category: Class Information	Instructors Category: About Us
Contact Information Category: About Us	Testimonials Category: Events & Community	Blog Category: Events & Community	Frequently Asked Questions Category: Resources	Terms and Conditions Category: Resources
Mobile App Information Category: Resources	Nutrition Advice Category: Events & Community	Merchandise Store Category: Studio & Facilities	Careers Category: Support	Registration Category: Membership & Pricing

Card Sort Matrix Analysis

This similarity matrix was created using the data from Useberry card sort. It is clear that the participants associated specific class types (yoga classes, barre classes, pilates classes, etc.) with the Class Information category. All participants sorted the class types into the same category. The Resources category was the most popular for information heavy content like Nutrition Advice, Blog, Testimonials, and Terms and Conditions.

The membership category was linked to Membership Options, Pricing, Special Offers, New Member Information, and Registrations which shows that is where the user expects to find information about joining the gym.

There was a split of where they sorted Private Training Sessions with some participants associating it with Class Information while others saw it as a Support service. Careers was also split between About Us and Resources which shows the participants were unsure of what felt like the right category.

The most underutilized category was Events & Community with only Community Events and Workshops being sorted into that category. This could be because the user doesn't expect many community events.

Cards	Class Inform...	Membership...	Studio & Faci...	Events & Co...	About Us	Support	Resources
Book a Class	2	1	0	0	0	0	0
Class Schedule	3	0	0	0	0	0	0
Class Descriptions	3	0	0	0	0	0	0
Yoga Classes	3	0	0	0	0	0	0
Barre Classes	3	0	0	0	0	0	0
Strength Training Classes	3	0	0	0	0	0	0
Pilates Classes	3	0	0	0	0	0	0
Cardio Classes	3	0	0	0	0	0	0
Online Classes	3	0	0	0	0	0	0
Membership Options	0	3	0	0	0	0	0
Pricing	1	2	0	0	0	0	0
Special Offers	0	2	0	0	0	1	0
New Member Information	0	2	0	0	0	0	1
Studio Location	1	0	1	0	1	0	0
Parking Information	0	0	1	0	1	1	0
Facility Amenities	0	0	3	0	0	0	0
Community Events	0	0	0	3	0	0	0
Workshops	0	0	1	2	0	0	0
Private Training Sessions	2	0	0	0	0	1	0
Instructors	0	0	0	0	3	0	0
Contact Information	0	0	0	0	3	0	0
Testimonials	0	0	0	1	2	0	0
Blog	0	0	0	1	1	0	1
Frequently Asked Questions	0	0	0	0	1	0	2
Terms and Conditions	0	0	0	0	0	1	2
Mobile App Information	0	0	0	0	0	0	3
Nutrition Advice	0	0	0	1	0	0	2
Merchandise Store	0	0	2	0	0	1	0
Careers	0	0	0	0	2	1	0
Registration	0	3	0	0	0	0	0

Heuristic Evaluation

Severity: 0 - No problem 1 - Cosmetic 2 - Minor 3 - Major 4 - Catastrophic

Heuristic	Severity	Comments
Visibility of system status	0 1 2 3 4	The site provides essential information about class offerings and schedules. However, updates or notifications about class availability or changes are not available, which could help user awareness.
Match between system and the real world	0 1 2 3 4	The site uses familiar fitness-related wording, making it accessible to users. Yet, incorporating more common language that relate with the local community could strengthen the connection.
User control and freedom	0 1 2 3 4	The navigation is straight forward but, once users select actions like booking a class, options to cancel or modify bookings aren't visible, which could limit user's choices.
Consistency and standards	0 1 2 3 4	The website maintains consistent design elements. Checking that all button and external links go to the correct places will help to improve user experience.
Error prevention	0 1 2 3 4	While the site guides users through tasks like class registration, adding a confirmation before finalizing bookings or cancellations could prevent accidental actions.

Heuristic Evaluation, Continued

Severity: 0 - No problem 1 - Cosmetic 2 - Minor 3 - Major 4 - Catastrophic

Heuristic	Severity	Comments
Recognition rather than recall	0 1 2 3 4	Menu items and buttons are clearly labeled, reducing the load on users. Providing brief descriptions for each class type on the schedule page could further aid quick recognition.
Flexibility and efficiency of use	0 1 2 3 4	The site caters well to all users. Introducing features like a search bar, filters for class types, or user accounts could enhance efficiency, especially for returning users.
Aesthetic and minimalist design	0 1 2 3 4	The design is clean and minimal with the information clearly displayed. Regularly updating content to reflect current promotions could keep the site engaging.
Help users recognize, diagnose, and recover from errors	0 1 2 3 4	The lack of FAQ means users might struggle to resolve issues by themselves. Incorporating a dedicated help section would help users in solving common problems.
Help and documentation	0 1 2 3 4	The website lacks accessible help resources besides a contact page. Users may prefer options they can try themselves. Adding a resources section will help users reduce dependency on direct support.

What is a Usability Test?

A usability test is a type of user experience research that determines how well an app or website functions. Participants are given tasks to do within the interface. The interface in which the participants interact can be a fully developed website/app or can be a low fidelity prototype of the product. The goal of a usability test is to reveal issues or pain points that users come across when navigating the product. It also shows researchers how they can improve the experience of the product.

Introduction

The purpose of this usability test is to evaluate the ease of use and overall user experience of the WeGym WeHa website. The goal is to identify usability issues, assess the clarity of information, and provide recommendations to improve the site's functionality. Three participants were recruited to perform five tasks on the WeGym WeHa website. Each test session was performed in person where they were directly observed by the test administrator. The participants were encouraged to talk out loud as they performed the tasks to provide insight on their process and frustrations. Participants were reassured that their methods of navigation were considered wrong. Following the test, they were then asked follow up questions on their experience with the website.

Test Overview

This test was conducted to evaluate the ease of navigating the WeGym WeHa website, locating key information, and completing tasks such as finding class schedules, pricing, and instructor details. Three in-person participants took part in the study.

Overall, participants found the website visually appealing, with high-quality images and an inviting homepage. Navigation was generally smooth, with two participants rating it a 5 out of 5 for ease of use, while one rated it a 3 due to difficulty finding specific information. The most significant issues identified were the lack of transparent pricing, difficulty scheduling a free class, and lack of instructor information. Participants were frustrated that there was no dedicated pricing page, outdated pricing details, and the confusing trial class scheduling process. Additionally, the Instructors page lacked important details such as bios, experience, and specialties, making it harder for users to decide if they would go there.

Recommendations include adding a pricing page with up-to-date membership and class costs, adding pricing to the schedule and registration pages, and creating a more in-depth instructors page. Additionally, adding a clear call-to-action banner for scheduling a free class would improve accessibility. While the site's design and navigation was generally appealing, enhancing the site's critical information would help the overall user experience.

Methodology

The participants of this test were both family members and coworkers of the lead researcher who were recruited the week of February 23rd. Their names are being kept confidential and will be assigned labels of "Participants 1, 2, or 3". The participants' ages range from 28-58 and they all varied on the amount of time spent online. Prior to engaging in the test, participants were given an overview of the tasks they will be doing and the purpose of the study as a whole. The testing was done on the lead researcher's Apple Macbook Air and the website was accessed using Google Chrome.

At the beginning of the test, participants were given an overview of the goals of the study. They were also reassured that they themselves were not being tested, but the website was. Each testing session lasted about 20 minutes. During the testing, data was measured in four different ways:

- 1. Task Completion Rate:** Successful/unsuccessful attempts
- 2. Time to Completion:** Measured in minutes and seconds
- 3. User Comments and Observations:** Noted during and after tasks
- 4. Post Test Follow-Up:** Participant's final thoughts on the tasks

You can find the full script that was read to the participants, the complete task list, as well as the consent form given to participants in appendix A, B, and C at the end of this report.

Warm-Up Questions

Participants were asked a few warm-up questions to get them feeling comfortable before the testing began. In doing so, the participants were eased into the testing scenario. The questions were based off of the Rocket Surgery Made Easy Usability Script.

1. What do you do for work?
2. Including work and leisure, how many hours a week do you spend on the internet?
3. When you are using the internet, what types of websites do you typically use?
4. What is your favorite website?

Tasks

After the warm-up questions, the testing began. Participants were read each task one at a time. As the participant worked towards completing the task, they were encouraged to share their thoughts out loud. The head researcher noted their thoughts, but did not give them any clues on how to complete the task.

At the end of the test, participants were asked a series of follow up questions to get their final thoughts and overall recommendations on the website.

Participants

Participant 1

 **Age:** 31
 **Gender:** Male
 **Location:** Waterbury, CT
 **Education:** High School Diploma
 **Occupation:** CEO
 **Time on Internet:** 70 hours
 **Types of Websites:** Email, Social Media, ChatGPT, Google, OpenSea
 **Favorite Website:** OpenSea
 **Test Date:** 2/27/2025

Participant 2

 **Age:** 28
 **Gender:** Male
 **Location:** Cheshire, CT
 **Education:** Some College
 **Occupation:** Account Manager
 **Time on Internet:** 61 hours
 **Types of Websites:** Email, Social Media, ChatGPT, Google, Reddit
 **Favorite Website:** Reddit
 **Test Date:** 2/29/2025

Participant 3

 **Age:** 57
 **Gender:** Female
 **Location:** Plymouth, CT
 **Education:** High School Diploma
 **Occupation:** Self Employed
 **Time on Internet:** 28 hours
 **Types of Websites:** Email, Social Media, Google, Etsy, Pinterest
 **Favorite Website:** Instagram
 **Test Date:** 3/2/2025

Analysis and Recommendations

All participants were able to complete all five tasks. The completion times vary per participants and times are given in minutes and seconds. The following analysis was completed by the head researcher after all tests were complete. They are based on the patterns the researcher found as well as the thoughts spoken by the participants. The results are analyzed per task.

Participant	Task 1	Task 2	Task 3	Task 4	Task 5
1	0:16	0:34	0:26	0:05	0:26
2	0:20	0:46	1:05	0:03	0:28
3	0:07	0:51	0:43	0:05	0:24
Total Time	0:43	2:31	2:14	0:13	1:18
Mean Time	0:14	0:44	0:45	0:04	0:26

Task 1 Analysis

Task

You're thinking about joining WeGym WeHa but want to make sure their class times fit your busy schedule. Please find the class schedule to see what days and times classes are offered.

Findings

It was found that while participants were generally able to find the class schedule quickly, there were minor usability issues that impacted their experience. One participant noted that the schedule should load the next available class rather than defaulting to the current date (when no class was available), as this would streamline the process and reduce unnecessary navigation. Another participant expressed frustration with the need to click "See Full Schedule" to access all classes, stating that the two-week view was insufficient. These findings suggest that while the schedule feature is functional, optimizing the default calendar view and reducing the number of clicks required to access information would improve usability. Overall, these issues were not severe but indicate opportunities for refinement to enhance user efficiency and satisfaction.

Task 1 Analysis

Issues Identified	Proposed Changes	Severity
The schedule should load the next available class instead of the current date	Automatically load the calendar to the next available class rather than the present day	Low
They shouldn't have to click "See Full Schedule" to view all classes—too many clicks	Load the full calendar by default instead of limiting it to a two-week view	Medium
No issues reported by Participant 3	No changes necessary	None

Task 2 Analysis

Task

You've decided you want to try out a class before committing to a membership. Please sign up for a free trial or register for a single class.

Findings

The usability test revealed key obstacles in the class scheduling process. While participants were able to find and select classes, a lack of transparency around pricing led to confusion, with one participant feeling as though the price was intentionally hidden. Additionally, the absence of a clear call to action for scheduling a free class made it difficult for users to take advantage of the offer. Another major issue was the misleading structure of the Registration page, which users expected to contain the class schedule. Having to navigate away from this page to find available classes disrupted the user flow and added unnecessary friction. Addressing these concerns by adding clear pricing, a prominent CTA, and integrating the class schedule into the Registration page would significantly enhance the user experience.

Task 2 Analysis

Issues Identified	Proposed Changes	Severity
No pricing available—unclear if the first class is free	Clearly define class pricing to ensure transparency	Medium
No clear CTA for trying a free class—users unsure where to go	Add a prominent CTA banner at the top (hero section) to guide users	High
Registration page does not display the class schedule—users expect to see available classes before registering	Display the class schedule on the Registration page to avoid confusion	High

Task 3 Analysis

Task

You're comparing gyms in your area and need to know how much WeGym WeHa charges for memberships. Please find the page that lists membership options and prices.

Findings

This task highlighted a significant issue with accessing pricing information. All participants struggled to find up-to-date pricing, with one resorting to calling the business for accurate details. The lack of a dedicated pricing page made navigation difficult, as users were forced to search across the site, only to find outdated information hidden on the homepage. This creates frustration and could deter potential customers. To improve usability, the site should feature a clearly labeled pricing page that includes all membership options and any special offers.

Ensuring that pricing information is accurate and accessible will enhance transparency and improve the overall user experience.

Task 3 Analysis

Issues Identified	Proposed Changes	Severity
Only outdated (October special) pricing information is available	Add a pricing page with all membership options to ensure users have up-to-date information	Medium
Pricing is hidden on the homepage and not interactive (does not link out anywhere)	Create a dedicated pricing page and highlight special offers to improve visibility and engagement	High
No pricing page—pricing is buried and unavailable	Develop a clear pricing and membership options page to enhance accessibility	High

Task 4 Analysis

Task

You have a few specific questions about the gym and prefer to call or email directly. Please find the contact information, including a phone number or email address.

Findings

The participants had no issues executing this task. They were able to find the contact details quickly and without difficulty, either through the navigation menu or by noticing the information in the top left corner of the site. The presence of a sticky contact section that remains visible on scroll further enhances accessibility. Since all users successfully completed the task without confusion or delays, no changes are necessary for this feature.

Task 4 Analysis

Issues Identified	Proposed Changes	Severity
No issues identified	No changes necessary	None

Task 5 Analysis

Task

You want to know more about the trainers at WeGym WeHa before signing up. Please find information about the trainers, including their backgrounds, specialties, or certifications.

Findings

Participants found an unknowingly major issue with the Instructors page: while participants could find it easily, they were frustrated by the lack of meaningful information. Users expect to see instructor bios, teaching experience, and specialties to help them choose the right class, yet only basic details like names and schedules were available. Additionally, the layout was inefficient, with too much empty space that could have been used for relevant content. Enhancing the page with more instructor details, larger images, and optimized spacing would greatly improve user engagement and help potential students make informed decisions.

Task 5 Analysis

Issues Identified	Proposed Changes	Severity
No instructor details besides name and schedule	Add in-depth bios, including experience, specialties, and teaching background	High
Instructor images are too small	Increase image size for better visibility	Medium
Too much empty space per instructor	Optimize layout to include bios and reduce wasted space	High

Appendices

Appendix A: Card Sort Cards

Book a Class A section where users can sign up or reserve a spot in upcoming fitness classes.	Class Schedule A timetable listing available classes, their times, and instructor information.	Class Descriptions Detailed explanations of each class type, its benefits, and what participants can expect.	Yoga Classes Sessions focused on flexibility, mindfulness, and relaxation through yoga poses and breathing exercises.
Barre Classes Low-impact workouts combining ballet-inspired movements, Pilates, and strength training.	Strength Training Classes Workouts designed to build muscle and endurance using weights and resistance exercises.	Pilates Classes Core-strengthening exercises that improve posture, flexibility, and balance.	Cardio Classes High-energy workouts aimed at increasing heart rate and endurance through aerobic exercises.
Online Classes Virtual fitness sessions that members can participate in from home.	Membership Options Different plans available for joining the gym, including individual and family memberships.	Pricing Cost details for classes, memberships, and other services.	Special Offers Discounts, promotions, or limited-time deals for new or existing members.
New Member Information Essential details for first-time visitors, including how to get started and gym policies.	Studio Location The address and directions to the gym's physical location.	Parking Information Availability and guidelines for parking near the gym.	Facility Amenities Features available at the studio, such as showers, lockers, and workout equipment.

Appendix A, Continued: Card Sort Cards

Community Events Social gatherings, fitness challenges, or networking events for members.	Workshops Educational sessions focused on fitness, wellness, or nutrition.	Private Training Sessions One-on-one coaching sessions with a personal trainer for personalized fitness guidance.	Instructors Profiles of fitness trainers, including their expertise and class offerings.
Contact Information Details on how to reach the gym, including phone number, email, and social media.	Testimonials Reviews and success stories from members sharing their experiences.	Blog Articles and updates on fitness, wellness, and gym-related topics.	Frequently Asked Questions Answers to common questions about classes, policies, and memberships.
Terms and Conditions Rules and policies regarding gym use, memberships, and liability waivers.	Mobile App Information Details about the gym's mobile app, including features like class booking and workout tracking.	Nutrition Advice Tips and resources on healthy eating to complement workout routines.	Merchandise Store A shop where members can buy branded apparel, gear, or supplements.
Careers Job openings and opportunities for individuals interested in working at the gym.	Registration The process of signing up for a class, membership, or gym event.		

Appendix B: Usability Test Script

"Hello! My name is Emily Armbruster and I am the head researcher on this study. Thank you for joining today's usability session. We are testing the usability of the WeGym WeHa website. There are no right or wrong answers; we are evaluating the website, not you. Please try to 'think aloud' as you go through each task. I will ask some follow-up questions, but otherwise, I'll remain silent as you work through the tasks.

Before we begin, I'm going to ask you a few warm-up questions.

1. What do you do for work?
2. Including work and leisure, how many hours a week do you spend on the internet?
3. When you are using the internet, what types of websites do you typically use?
4. What is your favorite website?

Now we will begin the test. Please take a look at the WeGym WeHa website. Do not click on anything, but you may scroll the first page. Is there anything that jumps out at you immediately?

I'm going to read you each task one at a time. Please take your time completing each task. Remember, you may think aloud while you work."

Wrapping Up

"Thank you for your insights on the WeGym WeHa website. Before we finish, I would like to ask you a few follow-up questions.

1. What did you find most challenging about using the site?
2. Was there anything you particularly liked?
3. On a scale of 1-5, how easy was it to navigate the website?

Thank you for your answers. Do you have any questions for me? The information you provided is extremely helpful in our study."

Appendix C: Usability Tasks

1. You're thinking about joining WeGym WeHa but want to make sure their class times fit your busy schedule. Please find the class schedule to see what days and times classes are offered.
2. You've decided you want to try out a class before committing to a membership. Please sign up for a free trial or register for a single class.
3. You're comparing gyms in your area and need to know how much WeGym WeHa charges for memberships. Please find the page that lists membership options and prices.
4. You have a few specific questions about the gym and prefer to call or email directly. Please find the contact information, including a phone number or email address.
5. You want to know more about the trainers at We Gym We Ha before signing up. Please find information about the trainers, including their backgrounds, specialties, or certifications.

Appendix D: Consent Form

To the right is a copy of the consent form given to participants prior to the start of the test.

Participant Consent Form

You are invited to participate in a usability study to help evaluate the WeGym WeHa website. Your feedback will assist in improving the website's user experience. You will complete five tasks on the website.

All responses will be kept confidential, and only aggregate data will be used in the final report.

By signing below, you confirm that:

- You have read and understood this consent form.
- You voluntarily agree to participate in this usability test.

Participant Name: _____

Signature: _____

Date: _____