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DDX173.1_UX-Report The Bird Northbridge Example 4

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**USER
EXPERIENCE
REPORT**



**THE BIRD
NORTHBRIDGE**

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In person observations and photos taken of the physical venue completed in July, 2024 to better understand the physical venue and it's online presence.

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LOCATION OBSERVATIONS

In person observations and photos taken of
the physical venue completed in July, 2024
to gain further insight into the
physical venue and it's
online presence.



Facade

The facade is marked with a small sign featuring the name of the venue with the recognisable Bird Logo. The windows are decorated with posters featuring upcoming events and a decal of the name a logo of the venue. The door features an open/close sign but the door is usually left open during trading hours.



Indoors

Upon entry there is a small podium where attendees can pay for tickets if there is an event taking place, serving functionality. Behind this is booth seating as well as 'bar seating' on the other side lining the window. To the left is the bar area and ahead is the stage area. The space has a clear aesthetic appropriate for the venue.



The Stage

The first thing you see when you enter the Bird is the stage at the end of the indoor space, which 'sets the scene' of the venue. The area in front of the stage is functional depending on the situational demands of the venue, either left empty to provide crowd room for a 'dance floor' or with minimal seating and tables.



The Bar

The Bar is on the left as you enter the venue seen from the entrance, providing a clear physical user journey. The bar is compact, with beer taps visible and food and drink menus provided for customers on the bar bench. On the right end of the bar is a water station and additional bar seating on the right which is also utilised as a 'merchandise stand' when needed.



The Courtyard

The outdoors is accessed to the left of the stage through a short corridor. The courtyard has decking, seats, and access to the bathroom facilities.

A large tree gives some protection from weather (shade/coverage from the elements) but a motorised shade cover is also available for use in undesirable weather conditions. There are wall-mounted heaters that can be used on colder evenings.



Seating

There is a range of seating areas in the courtyard, a majority is comprised of small tables and stools. The perimeter of the decking is bench seating. There is also a couch and small table available. Indoors has minimal booth seating and a bench with bar seating to the left of the bar.



Bathrooms

The bathroom facilities are accessible through the courtyard with a men's, women's and non-gendered bathroom that doubles as a disability bathroom available for use.



Venue Facilities

There is a 'backroom' behind the stage for musicians to store their equipment and venue storage, it is also accessible through the courtyard with a passcode locked door. The kitchen facility is located behind a door in the corridor connecting the indoor area and the courtyard. This is neatly tucked away and only accessible to staff.

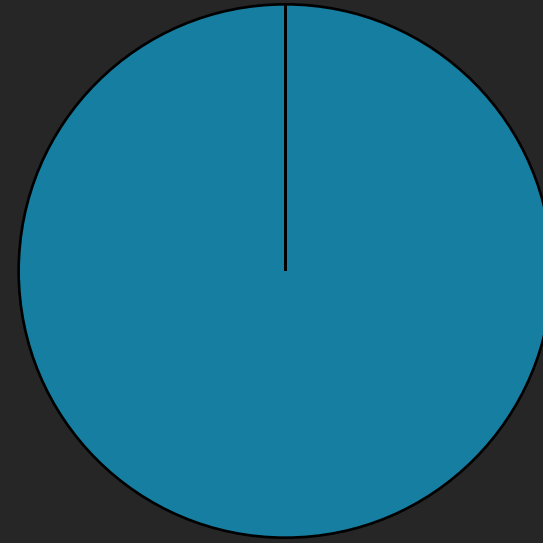
**“I spend more time in this
backyard than my own
backyard.”**

USER SURVEY

A selection individuals attending the the Bird on separate dates in July, 2024 were surveyed about their experience at the venue as well as the use of The Bird's website to gain further insight into their user experience.

How do you know about the Bird?

Word of mouth



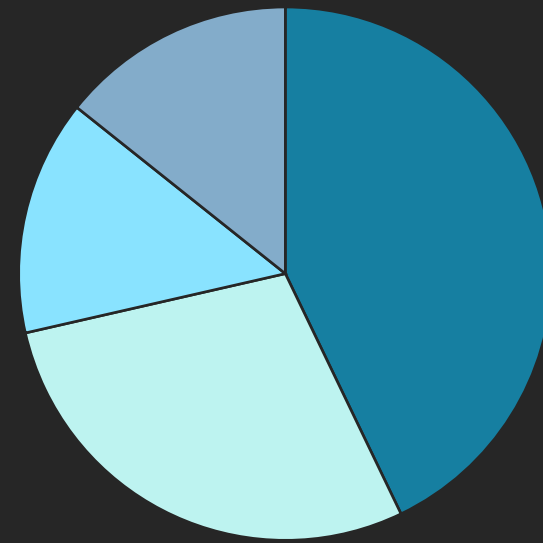
Are there any similar venues that you attend?

PICA

Ezra Pound

The Moon

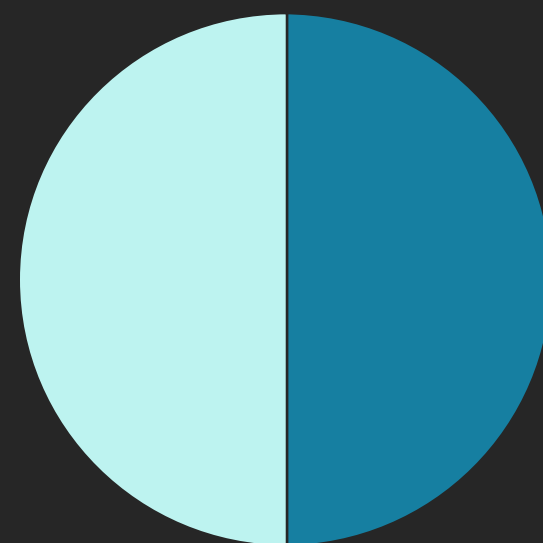
Mojo's Bar



Do you attend The Bird as a customer or have you ever used it as an venue space as a musician or artist?

See live music

Perform



Venue Questions

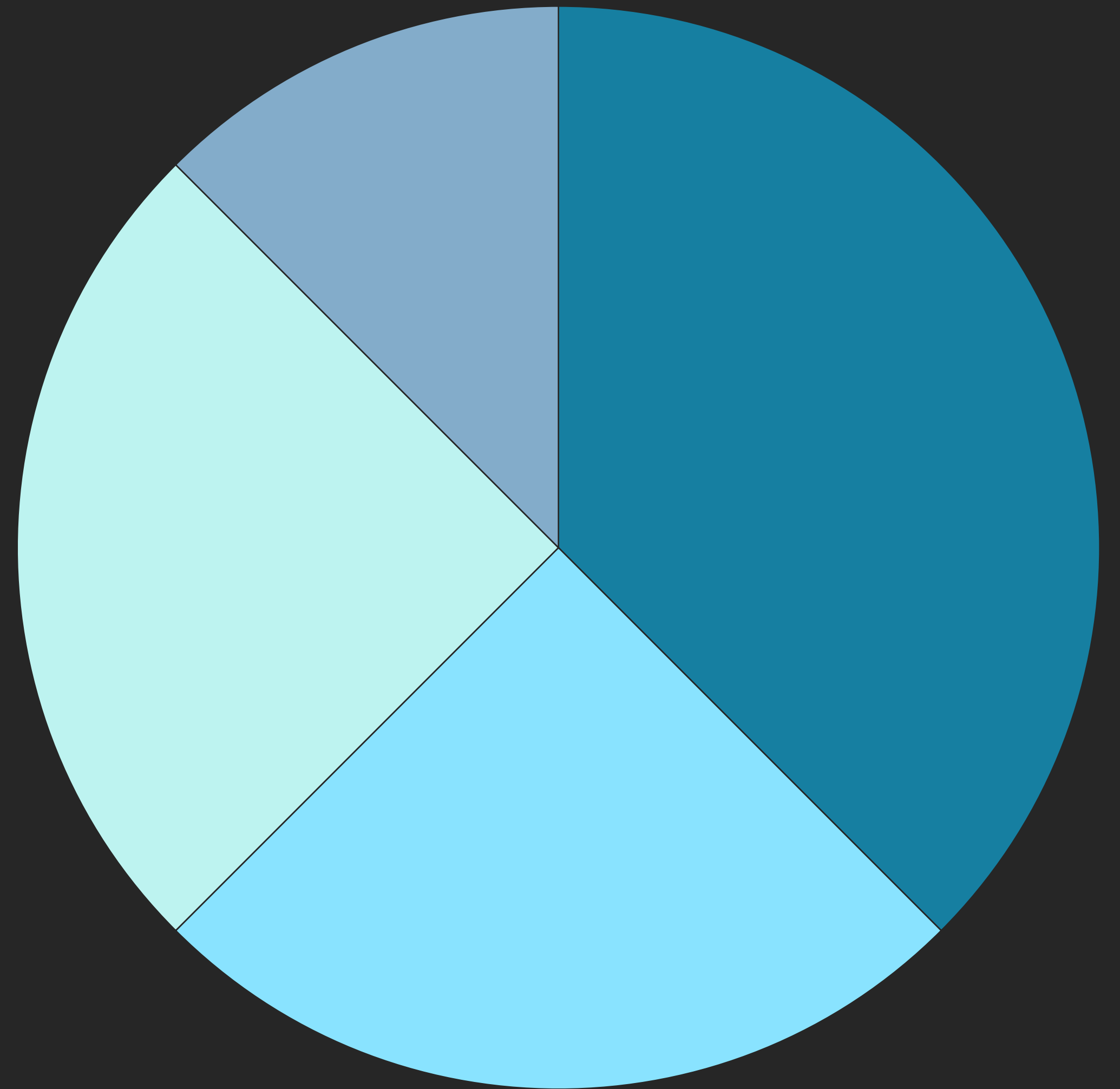
Why have you attended the Bird?

See live music

Perform

Put on an event

See friends



Where do you go to get information about the Bird?

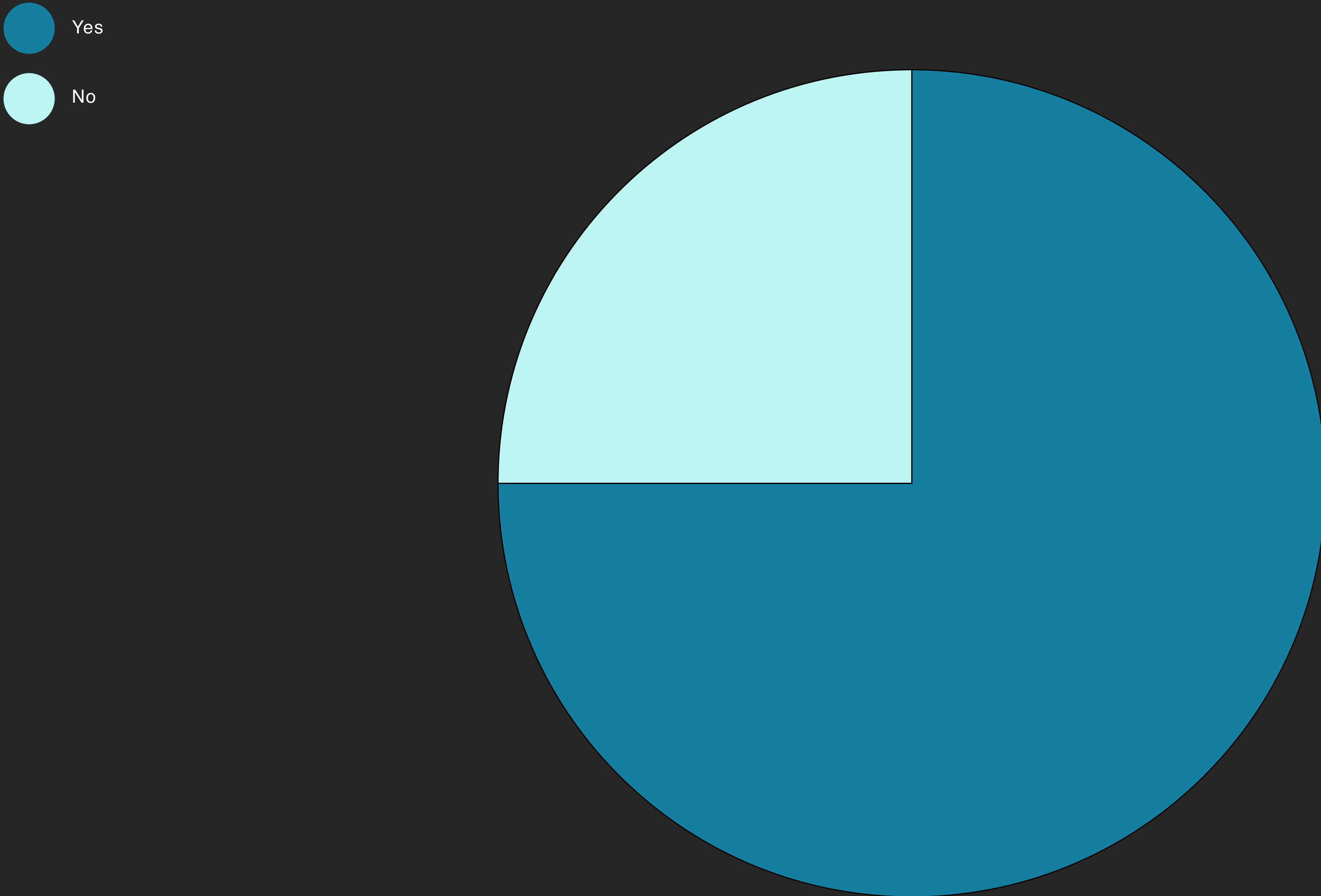


Have you ever used The Bird's website?



Website Questions

Do you think The Bird could benefit from an increased online presence?



Further Insights Venue

How do you know about the Bird?

Word of mouth

I don't know, when I turned 18 I started coming here, 'its the go-to'

Word of mouth, through friends

I think word of mouth, it's been so many years now

Why have you attended the Bird?

To see bands and gigs and perform

To see music, put on events and DJ

Usually to see friends, have drinks or see bands or DJ events

To meet up with friends

What are some aspects of The Bird that you enjoy?

Nice courtyard, usually good music, friendly staff

The community, to see friends and live music

I like the courtyard and that you can smoke outside

I find the Bird nostalgic

What are some aspects of The Bird that you don't enjoy?

The narrow exit to the courtyard

I have no dislikes

They're not open earlier on weekends during the day

It feels too exclusive now

Are there any similar venues that you attend?

Mojo's Bar in Fremantle

Ezra Pound and PICA

PICA, Ezra Pound, The Moon

PICA

Do you attend The Bird as a customer or have you ever used it as a venue space as a musician or artist?

Both

Both

Customer only

Customer only

If you answered that you HAVE used it as a venue space:

How did you enquire about utilising The Bird as a venue?

via bookings email

via bookings email

How easy was the experience of enquiring and securing The Bird as a venue for your event?

Pretty difficult

I found it easy, but some people don't understand how to enquire properly or be professional about enquiring

“...it's the go-to”

User Quote

Further Insights Website

Where do you go to get information about The Bird?

Instagram

Instagram

Social media, mainly instagram

Facebook events for events but google for opening/ closing times

Why do you go there opposed to other sources?

Instagram is the most accessible and I can find events through the bands I follow

I'm usually already on it and it's easier

It's the most updated place about events

It's quick and easy to google search

Have you ever used The Bird's website?

Yes

No

Yes

No

How likely are you to recommend the website to others?

I would

I wouldn't it's not really updated

Do you think The Bird could benefit from an increased online presence?

I think they could

Probably not

I think they could to appeal to people that aren't already in the music community

Most definitely

"I think they could to appeal to people that aren't already in the music community"

User Quote

Staff Questions

What is your role at
The Bird?

Venue Manager.

What kind of customers
are the most common?

The demographic is mainly Uni
students aged 18-30.

What are the most common
questions you get from
customers?

How can I book the space?
Who do I have to talk to about booking the
space?
Do you do other events outside of music
like film, exhibitions?

Do customers ever enquire
about utilising the space as a
venue?

Yes they do.

Where do you direct them
to find more information about
booking?

On our website and asking to them
to send an email directly to our
bookings manager.

What is your favourite thing
about The Bird?

The community, it's like it's own little
ecosystem and I think that's special

**“The community,
its like its own
little ecosystem
and I think thats
special..”**

Staff Quote

User Types Insights

The survey questions indicated that as a live music venue and events space, there are two prominent types of users that can be identified that engage with the venue. Customers that attend as the 'audience' or 'consumers' of events, drinks and food, and musicians and artists that utilise the space as a venue or event space.

The survey questions assisted in identifying the two categories of users and understanding their needs. The distinction between two types of users is important, as their needs will vary significantly as to the desired functions and accessible information available on the website and how to most effectively create a website that tends to their dissimilar needs.



'The Audience'

These users utilise the space as a customer and audience.



'The Artist'

These users utilise the space as a venue and event space.

USER PERSONA JOURNEY MAP

A user persona map, following the potential online journey of one of the two most common outlined users of The Bird's venue established during the user surveys.

' THE ARTIST '



James

Age	27
Gender	Male
Occupation	Professional DJ
Relationship Status	In a relationship

Bio

James is an easy going 27 year old that lives in a share-house in the city living with like-minded friends. They're a freelance DJ and also own a small business teaching others to DJ.

Objective

James is looking for a live music venue in the Northbridge area to host DJ events. They are looking for information on venues in this area and are interested in enquiring about The Bird.

Positives

The Bird is a popular and well-renowned venue with a loyal community atmosphere among customers. The venue is a live-music centred with available stage and equipment.

Used Apps

Soundcloud
Spotify
Instagram

Negatives

There is a lack of available accessible information about the venue space (capacity, cost, available dates).

User Objective User Problem Statement

James is looking for a live music venue in the Northbridge area to host DJ events. They are looking for information on venues in this area and are interested in enquiring about and booking The Bird for an event.

The information needed to make a decision on whether The Bird would be an appropriate venue for his event was not available on the website.
The enquiry and booking process was unclear and lacked closure for the user.

USER JOURNEY OBJECTIVE: James wants to find more information about The Bird and enquire about hosting a DJ event at the venue

VIA: Desktop

USER STEP 1

USER STEP 2

ACTION

James decides he would like to use a local venue to host a DJ event and decides The Bird might be a good venue. He begins to research what The Bird can offer as a venue space by visiting the website.

James finds The Bird website and tries to find the information he needs about the venue (pricing, venue capacity, venue appeal compared to other venues) as well as a way to enquire about booking the venue.

THINKING AND FEELING

- Wants a place that's easy to find, in the city and easily accessible.
- Wants to find information about capacity, pricing, potential offers, equipment available in venue for the event, dates the venue is available

- Where can I find the information I need?
- Is there a section on the website with information specifically about booking venue?

Excited



Confused



COMPLICATION

- James is unsure where to find the information needed to decide whether to book the venue space.

OPPORUNITY

USER JOURNEY OBJECTIVE: James wants to find more information about The Bird and enquire about hosting a DJ event at the venue

VIA: Desktop

USER STEP 3

USER STEP 4

ACTION

James was unable to find the information he needs about the venue in order to decide whether to book it for his event. He finds a short 'contact form' to fill out to enquire about the event.

The information above the form is unclear, he fills out and sends the form and then notices below an email to contact for 'performers or promoters'. He sends an email to that point of contact also.

THINKING AND FEELING

- Unsure whether he has missed something on the website that has this information despite looking
- Finds a contact form to fill-out that doesn't give a lot of information, as well as two other emails surrounding which leads him to feeling confused and frustrated.

- Confused about how to book the venue and if he has done the right thing.
- Unsure if or when he will receive a reply from the venue.

Confused



Frustrated



COMPLICATION

- James is unsure where to find the information needed to decide whether to book the venue space and ultimately doesn't find it after spending a significant amount of time searching the website.

- James is unsure where to find the information he needs.
- The contact features of the website are unclear, it doesn't explicitly state the reason for using that contact section, as well as showing additional points of contact.

OPPORUNITY

- Have a seperate booking page on the website with information on the venue and details on how to book the space, or have an 'information pack' that can be sent to enquirers via email.
- Have a clearer contact section with details on what to use each point of contact/email for.

- Have a clearer contact section with details on what to use each point of contact/email for.
- State when to expect a reply from the business (within 5 business days of the email being sent).

USER JOURNEY OBJECTIVE: James wants to find more information about The Bird and enquire about hosting a DJ event at the venue

VIA: Desktop

USER STEP 5

ACTION

James is disappointed he couldn't find the information he needed about the venue on the website. He fills out the form and also emails the email to be sure, he now has to wait for a reply from the venue with no 'time frame' to expect a reply stated on the website.

THINKING AND FEELING

- James is feeling like they've wasted a lot of time looking for the information
- He is frustrated and disappointed they didn't find the information or has assurance he will receive a reply to his email with-in a specific time frame

Disappointed



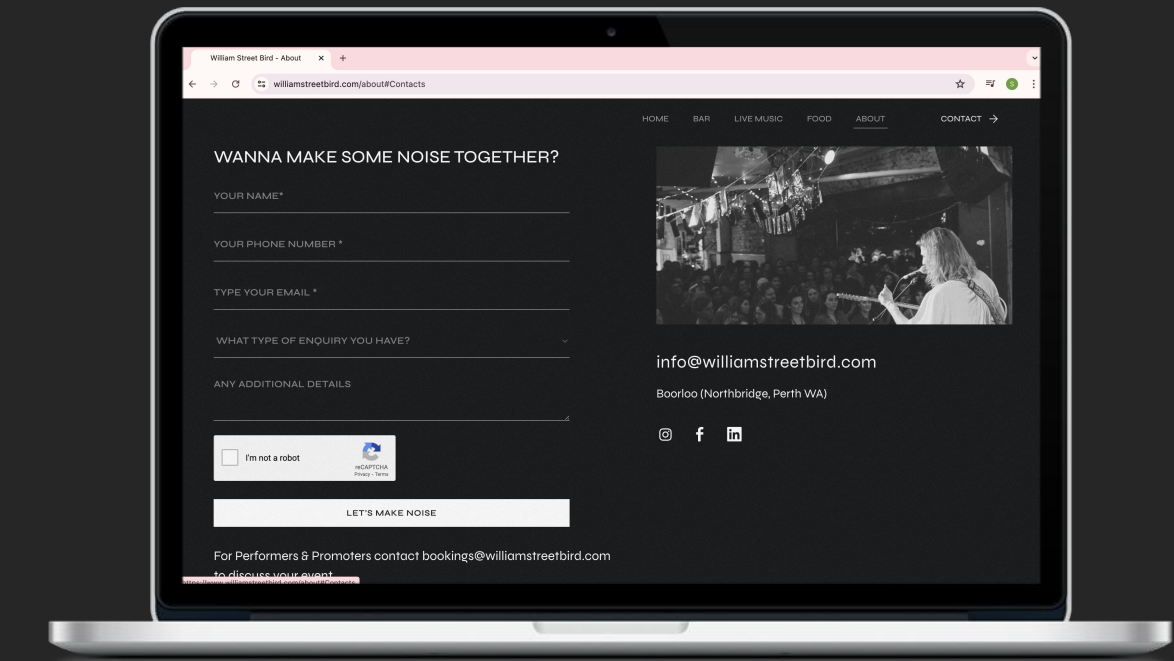
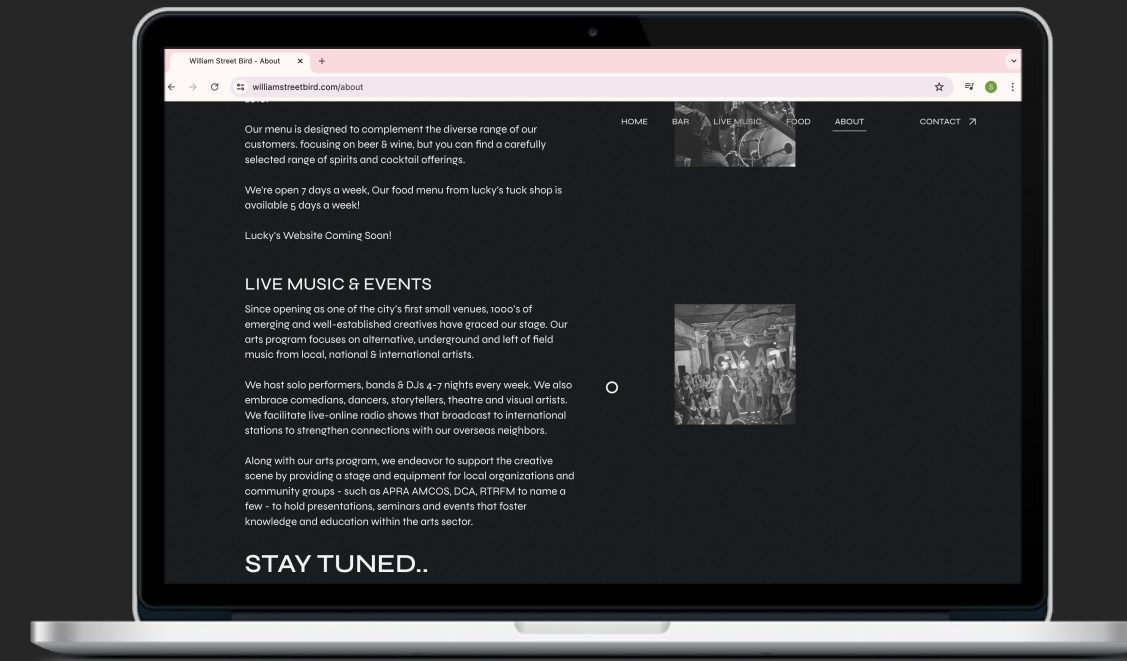
COMPLICATION

- Unclear if they will receive a reply.

OPPORUNITY

- Have a clearer contact section with details on what to use each point of contact/email for.
- State when to expect a reply from the business (within 5 business days of the email being sent)
- Have a separate booking page on the website with information on the venue and details on how to book the space, or have an 'information pack' that can be sent to enquirers via email.

James User Journey Summary



The Bird Website. (2024). Website [Screenshot].
www.williamstreetbird.com

Journey Complication

- James wasn't able to find relevant information on the website that fulfilled his needs to decide whether book The Bird for an event.
- James found the contact page to be unclear and confusing, with multiple emails provided and an unclear description given to the 'fill out' contact section.
- The 'fill out' email section becomes redundant when multiple emails are provided.
- Didn't receive a sense of closure once emailing the provided contact information.

Opportunity

- Improve the contact page by providing clearer information on what email to contact for what needs.
- Either provide relevant information for enquirers wanting to book the space on the website, or provide 'information packs' with this information via email (venue information, available upcoming dates, venue equipment available).
- Provide a time-frame of when to expect a reply from The Bird staff (eg. 1-5 business days)

USER PERSONA JOURNEY MAP

A user persona map, following the potential online journey of one of the two most common outlined users of The Bird's venue established during the user surveys.

' THE AUDIENCE '



April

Age 19
Gender Non-binary
Occupation Uni Student
Relationship Status Single

Bio

April is a 20 year old university student studying a Bachelor of Arts. She enjoys socialising and attending local music events and exhibitions in her free time.

Objective

To find a place to meet up with her friends after a day at Uni hoping to see live music and also be able to order reasonably priced drinks and food.

Positives

The Bird has a friendly atmosphere, frequent events and a smoking area. Both food and drinks are available as well as a non-gendered bathroom.

Used Apps

Instagram
TikTok
Pinterest

Negatives

There are less inside seating options as well as limited capacity on busier evenings.

User Objective User Problem Statement

To find a place to meet up with her friends after a day at Uni hoping to see live music and also be able to order reasonably priced drinks and food.

The information April was looking for wasn't unavailable on the website as it hadn't been updated to reflect the current events. They had to leave the website to find the appropriate information and feel their time was wasted going to the website in the first place.

USER JOURNEY OBJECTIVE: April wants find information on specials and events at The Bird that evening

VIA: iPhone

USER STEP 1

USER STEP 2

ACTION

April wants to catch up with friends after attending university that day, get something to eat and drink and potentially see some live music.
They are deciding where to meet them.

April decides to check what event/gig is on at the Bird that evening as well as if there are any drink or food specials that night.
They go to The Bird Website via iPhone to find the information they're looking for and click on the events tab, all of the information is outdated.

THINKING AND FEELING

- Wants a place that's easy to find, in the city and easily accessible.
- Want a comfortable, casual place to sit and socialise with friends with like-minded individuals.
- Want reasonably priced food and drink options.
- Looking for a venue with a smoking area.

- What food and drinks are available?
- Are there specials that may be happening that evening (specials, student deals)?
- What event/gig will be happening that evening?
- What will the set list be?

Excited



Excited



COMPLICATION

- Website hasn't been updated to show current events

OPPORUNITY

USER JOURNEY OBJECTIVE: April wants find information on specials and events at The Bird that evening

VIA: iPhone

USER STEP 3

USER STEP 4

ACTION

April goes to the bird website on their phone, but is unable to find up-to date information on what event could be on the website. They scroll down the homepage looking for this information and sees that the instagram has been updated for the week so finds event information there.

April has now left The Bird website and is on instagram, they finds the food and drink specials pinned to the top of The Birds instagram so feels no need to go back to the website for the information.

THINKING AND FEELING

- Why hasn't the website been updated?
- It seems pretty unprofessional that the website hasn't been updated.
- Why didn't I go to instagram in the first place?
- I feel like I've wasted my time.

- Why didn't I go to instagram in the first place?
- Why is the instagram updated but the website isn't?
- I really like the colours and find it easier to find what I'm looking for on instagram.

Confused



COMPLICATION

- Website hasn't been updated to show current events
- No set list available on the website
- Has to leave the website to find the information they are looking for via scrolling down the home page
- Unclear navigation tab

- April has wasted time going to The Bird website to find information that has not been updated on the website but has on the instagram
- Does not go back to the website

OPPORUNITY

- Ensure current events and specials are updated and easily found
- Improve the navigation tab for a more intuitive user experience
- Include more photos of the venue on the website to show seating options and that the bird has a smoking area available

- Ensure the website is up-to-date and add relevant information across an business online platforms
- Ensure that the branding and aesthetic is consistent across platforms

USER JOURNEY OBJECTIVE: April wants find information on specials and events at The Bird that evening

VIA: iPhone

USER STEP 5

ACTION

April found the information she needed on instagram and did not go back to the website and will use instagram as their main source of information from this point on.

THINKING AND FEELING

- Why didn't I go to instagram in the first place?
- What a waste of time going to the website.
- I feel frustrated I wasted my time.
- It's sort of unprofessional that the website hasn't been updated

Disappointed



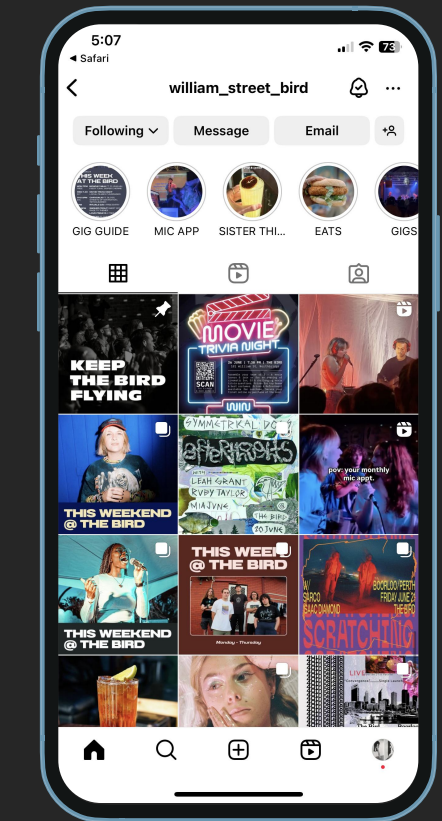
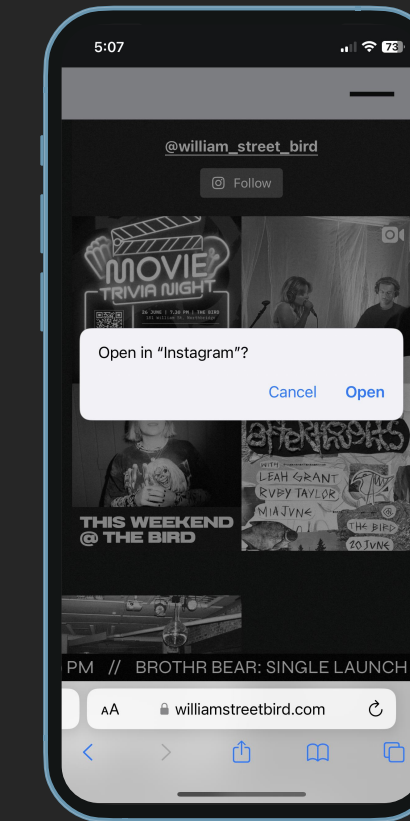
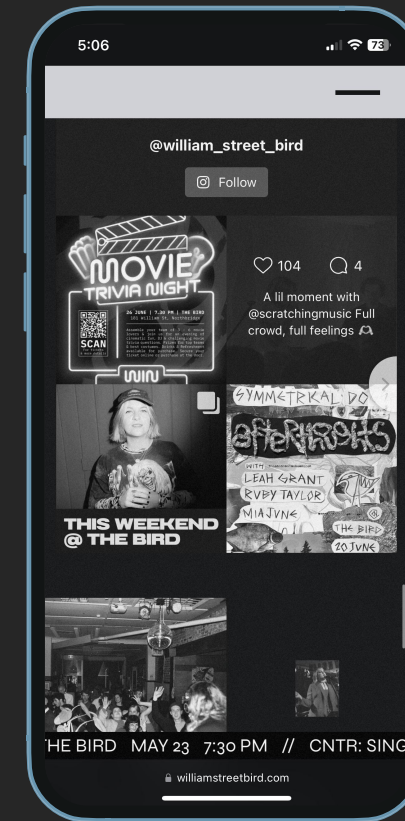
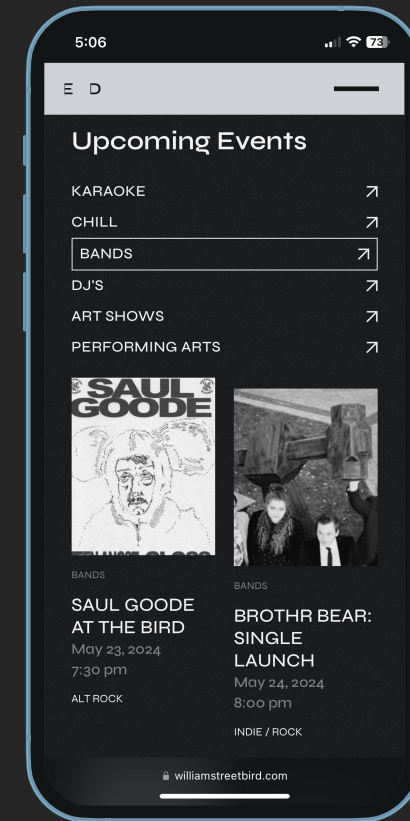
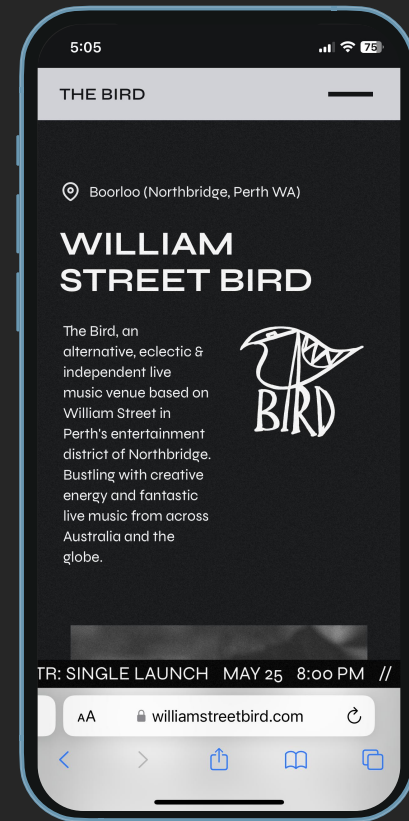
COMPLICATION

- April has wasted time going to The Bird website to find information that has not been updated on the website but has been made available on instagram

OPPORUNITY

- Ensure the website is up-to-date and add relevant information across an business online platforms
- Ensure that the branding and aesthetic is consistent across platforms

April User Journey Summary



The Bird Website. (2024).
Website [Screenshot].
www.williamstreetbird.com

Journey Complication

- Website hasn't been updated to show current events and specials
- No set list available on the website
- April had to leave the website to find the information they are looking for via scrolling down the home page and moving to a different platform (instagram).
- Unclear navigation tab on mobile
- April has wasted time going to The Bird website
- Has an overall bad experience using the website and no motivation to return

Opportunity

- Ensure the website is up-to-date and add relevant information across all business platforms
- Ensure that the branding and aesthetic is consistent across all business platforms
- Ensure current events and specials are updated and can be found easily
- Improve the navigation tab for a more intuitive user experience
- Include more photos of the venue on the website to show seating options and other venue facilities

WEBSITE ANALYSIS

An observation of the website completed by both attending in a general observational capacity and through the use of the user journey maps previously completed to highlight issues and opportunities for improvement.

THE BIRD
NORTHBRIDGE

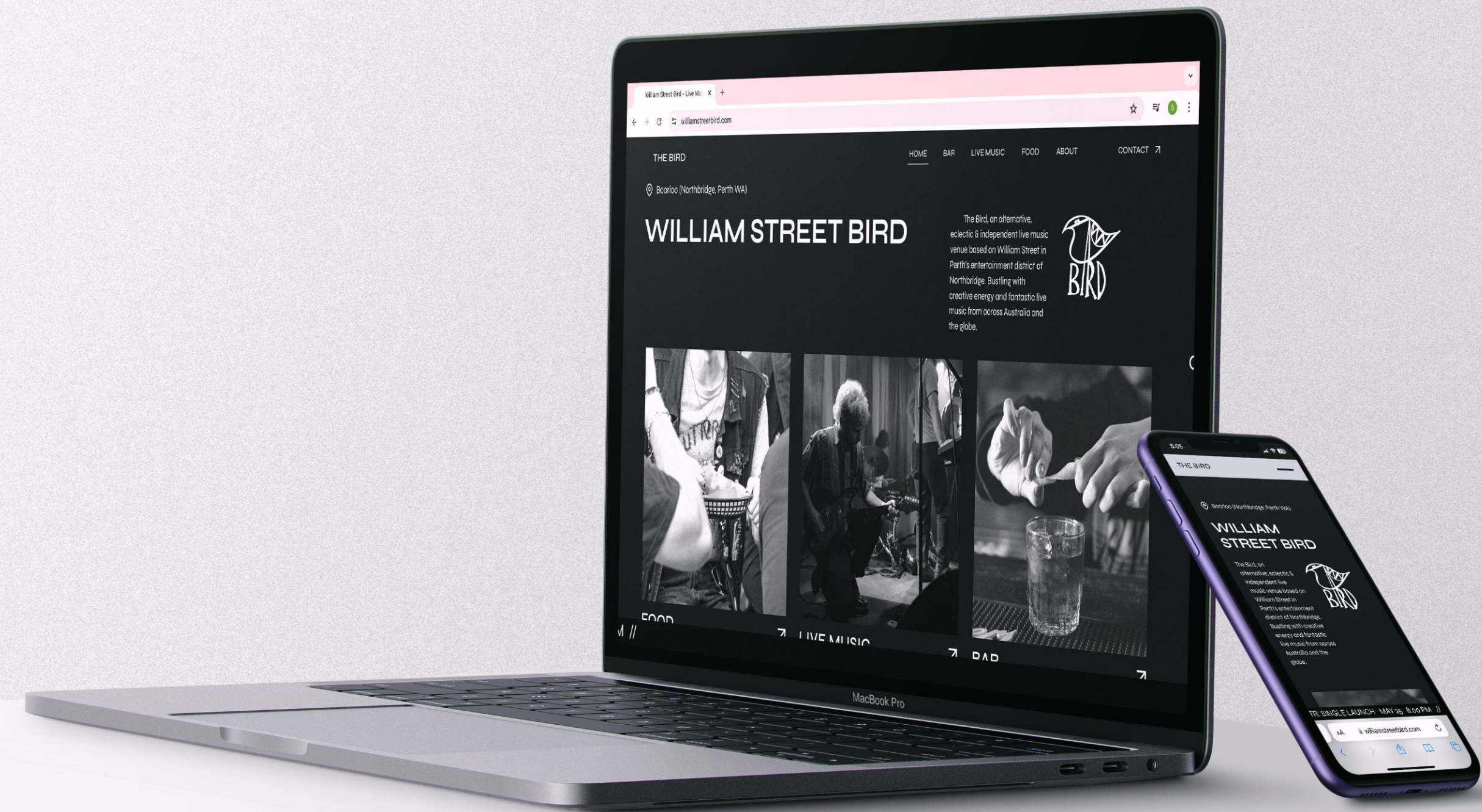
Observations

A observation of the website completed by both attending in a general observational capacity and through the use of the user journey maps previously completed to highlight issues and opportunities for improvement.

The website on both mobile and desktop is responsive with an aesthetic direction. A clear attempt has been made to appropriately chunk information into relevant groups and categories via the navigation bar and appropriate and modern typography choices have been made throughout the website. Professional photos can be found throughout the website.

Through general observation of the website as well as the user journey the following issues have been identified effecting the usability and overall user experience of the website.

- Overuse of loading 'splash' screen and decorative elements.
- Overall aesthetic of the website is not reflective of the venue.
- Landing page with unclear format, hierarchy and abundance of information
- Unclear contact page
- Overall website has not been updated or contains information that is applicable to outlined previously outlined common user groups ('The Artist' and 'The Audience').



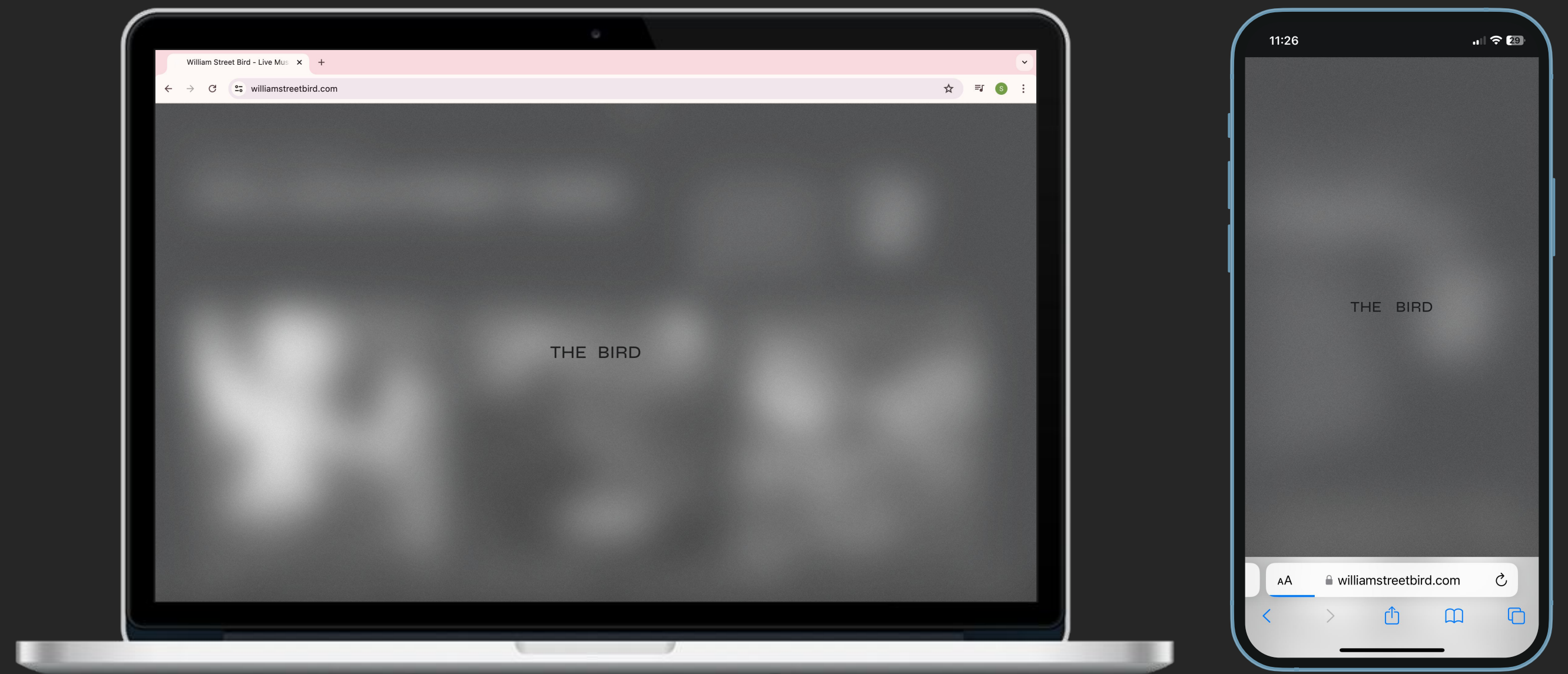
Problem and Impact Analysis

The Loading “Splash” Screen

When entering the website you are met with a splash screen featuring the text “The Bird” in a moving graphic and a blurred screen indicating the website is loading lasting approximately 3-4 seconds before entering the landing page of the website. This loading screen also occurs when navigating back to the home page from other pages in the website.

Users prefer faster interfaces, and will ultimately abandon their objective if they perceive it will take too long. A user needs to feel like they can use the system and not be slowed down by the interface to have better experience, any interaction that lasts over one second limits the perceived usability of the interface (NNgroup, 2019). This minor delay also influences the user’s perceived interaction/cost which dictates the faster and easier a user can complete their objective the lower the interaction cost (Experience, 2013).

The inclusion of the splash screen ultimately increases the interaction cost of the user, and gives the impression of being slowed down by the website. As this is the users first interaction upon entering the website the user immediately gets a bad impression of its usability.



Problem and Impact Analysis

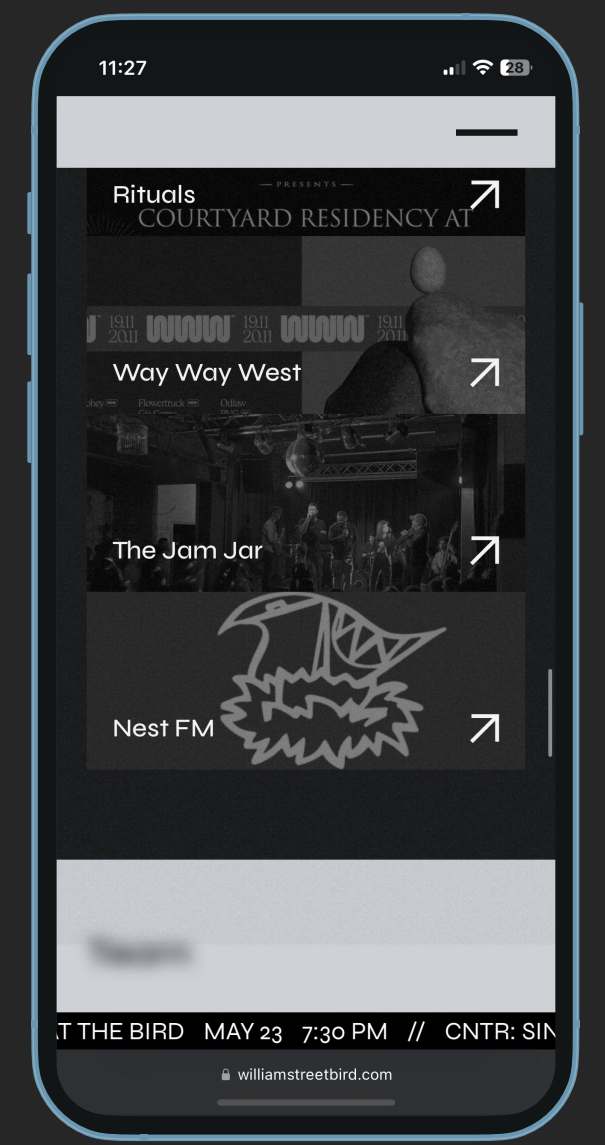
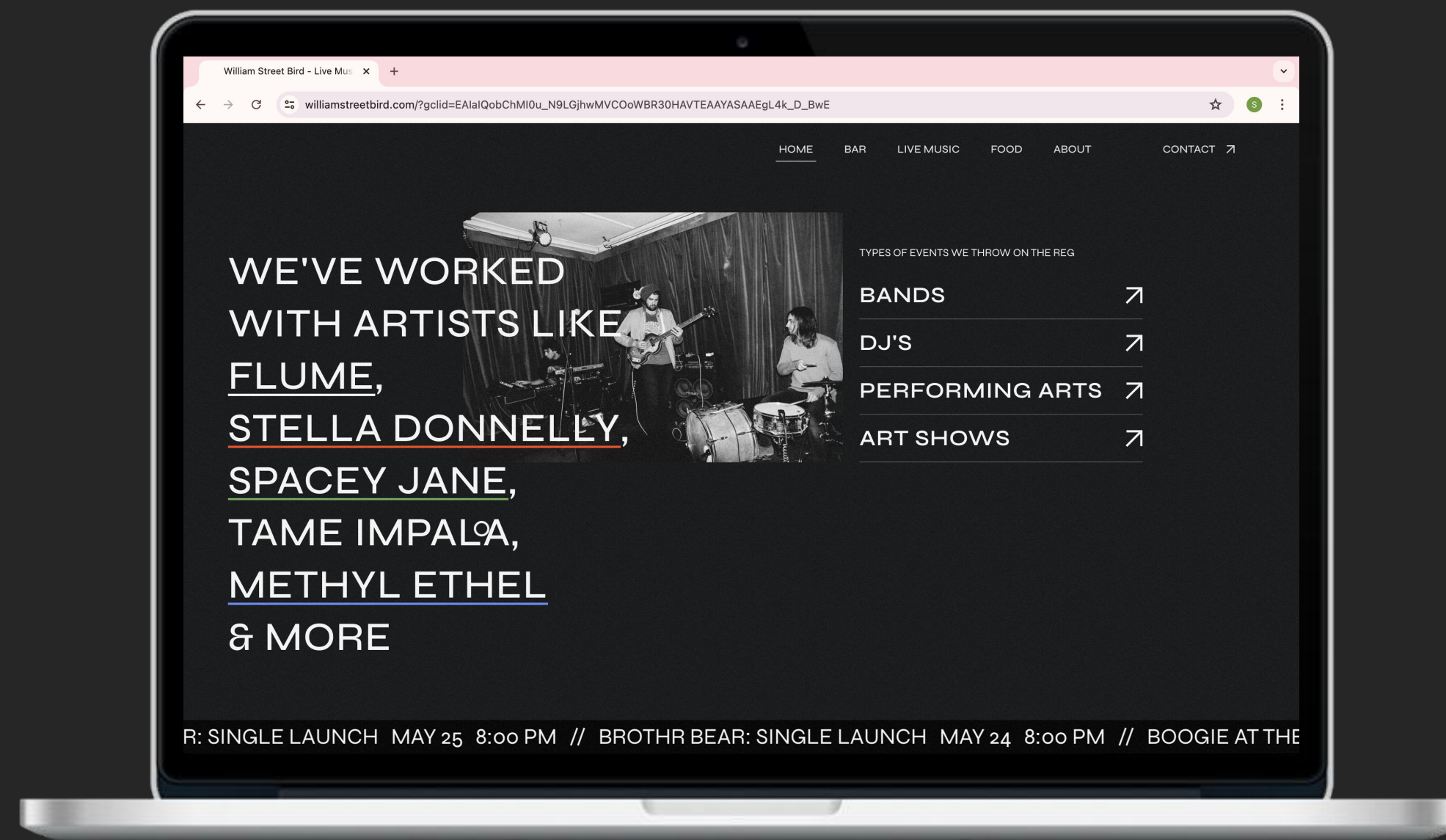
Overuse of Decorative Elements

Throughout the website there are multiple instances of highlighting text, moving images, a hover 'open' graphic when the mouse is above some clickable elements of the website (but not all) as well as the inclusion of a banner and a mouse effect.

The inclusion of these additional aesthetic elements ultimately leads to more complex navigation for the user and to an overwhelming experience. It can be unclear which items on the page lead to further navigation, are interactive and relevant to their journey.

The inclusion of decorative elements may be intended to give the impression of excitement and enjoyment to the user, but it can ultimately lead to annoyance and a difficult user experience.

Users ultimately get joy from achieving their objective opposed to decorative and aesthetic visuals (NNgroup, 2022). The more features added to an interface the more confusing it can become. A larger perceived number of interactive objects increases the risk of making errors or selecting an incorrect option. This leads to confusion when users try to form a mental model of the system and a lack of understanding to it's features (Loranger, 2015).



Problem and Impact Analysis

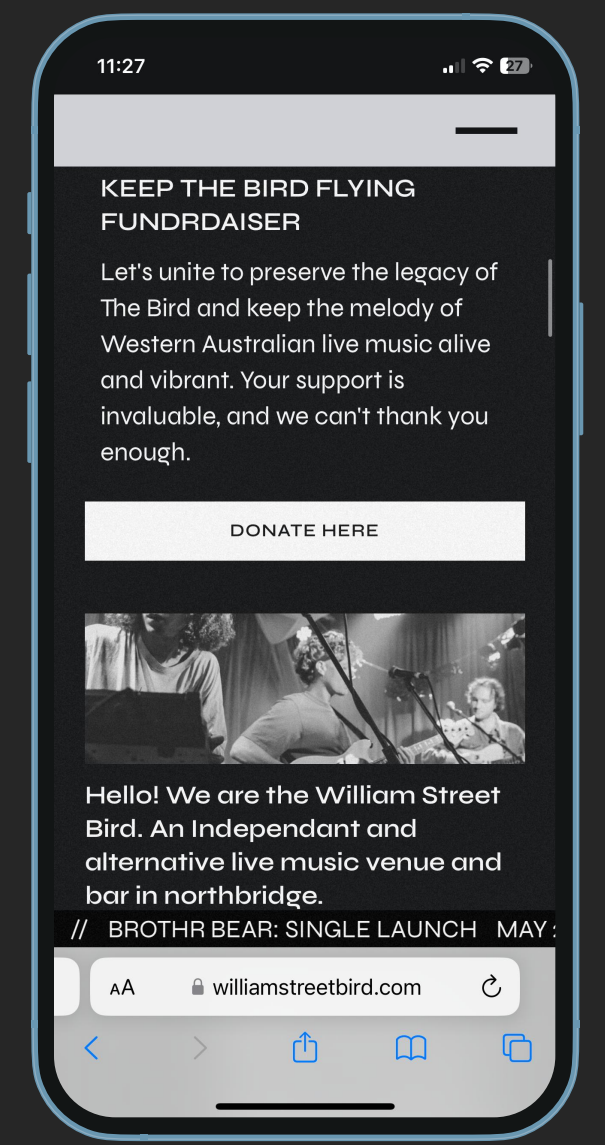
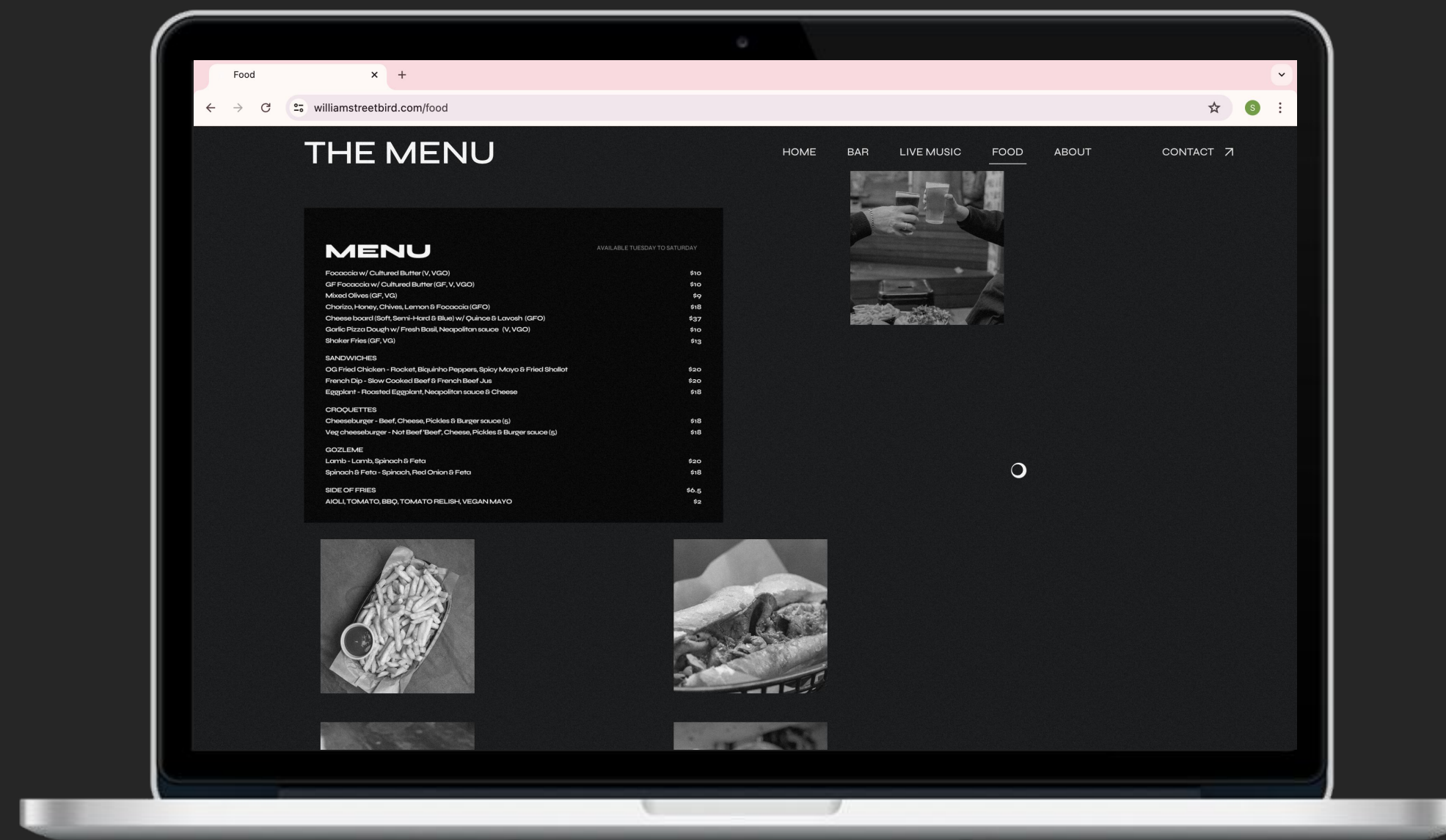
Overall Website Aesthetic

The user survey results and site visits indicated the strength of the venue is ultimately the warm community atmosphere felt by customers and staff alike. This is a feeling that is not translated to the online representation of the venue. The website predominantly features a monochromatic black and white palette and black and white photographs with limited use of accent colours, utilised sporadically throughout. The gradient-mapped images give the website a 'lifeless' feel which doesn't accurately represent the feel of the venue.

More effective design choices can be made to represent the brand, still in-keeping with the black and white aesthetic derived from the The Bird logo. The effect of this can be seen in April's user journey when moving from The Bird website to Instagram.

As previously mentioned, the aesthetic usability effect dictates that more aesthetically appealing products have a better usability. A better emotional response to user design allows users to overlook potential minor functional usability issues. The aesthetics of a website play a critical role in the user experience of a website (Moran, 2017). Colour can be an important component of website design and impact a user's overall experience. Colour theory and the effects that colour can have on users should be considered. Black can ultimately be linked to sorrow and negativity but when paired with other colours it's meaning feeling can change. The 60-30-10 rule can assist in creating a well balanced and visually interesting design. This rule indicates the one base colour is used in 60% of the design, another complimentary colour in 30% and the remaining 10% be utilised as an accent or decorative colour in the design. (Chapman, 2018)

The aesthetic of the website could be improved, while including the brand colours (black and white), but also including coloured images to act as better representing the feel of the venue and advertise food and drink options in a more desirable way. As well as this – the venue is consistently praised for it's community feel which is represented more accurately on the Instagram by including images and short videos of customers, performers and staff. This could also be incorporated into the website.

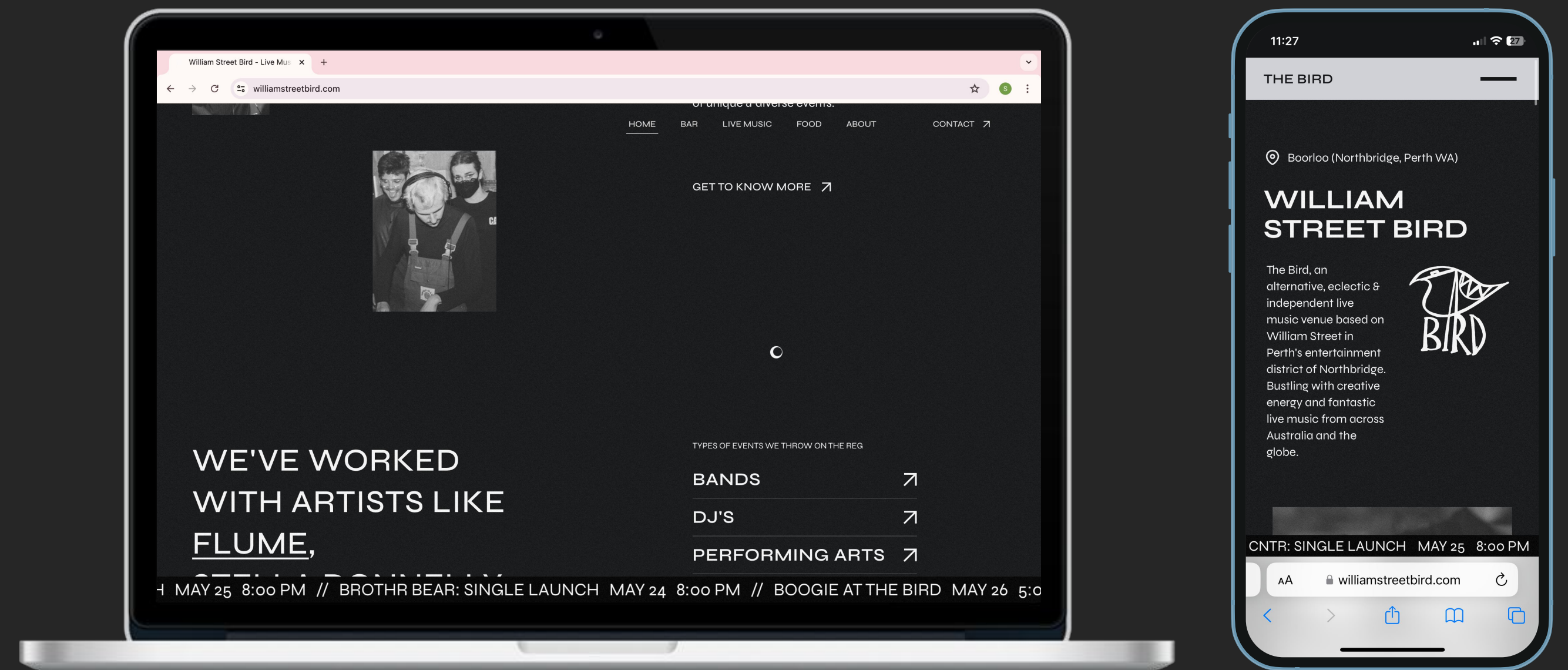


Problem and Impact Analysis

The landing page offers a navigation bar at the top right on desktop and a navigation button with the same options on mobile. The same navigation options are also present indicated by photos and the same text at the top of the screen. Upon scrolling down there is more information that can also be found in the about section that doesn't adhere to the grid format established at the top of the page. Further scrolling reveals limited venue information, navigation options, photographs and contact information.

As previously mentioned, the aesthetic usability effect is relevant in this instance. It relates to utilising a uniform grid structure for the landing page and website which can lead to a more usable interface. Utilising a consistent grid system assists in promoting uniformity on the website which can ultimately assist users' ability to intuitively understand the structure of the website leading to a more enjoyable user experience.

This uniformity assists with better organisation of content and maintaining a visual hierarchy allowing users to understand and differentiate between different page elements and find information quickly and easily. The use of a grid system also assists in keeping a uniform and effective layout cross-platform (Aslam, 2024).



Problem and Impact Analysis

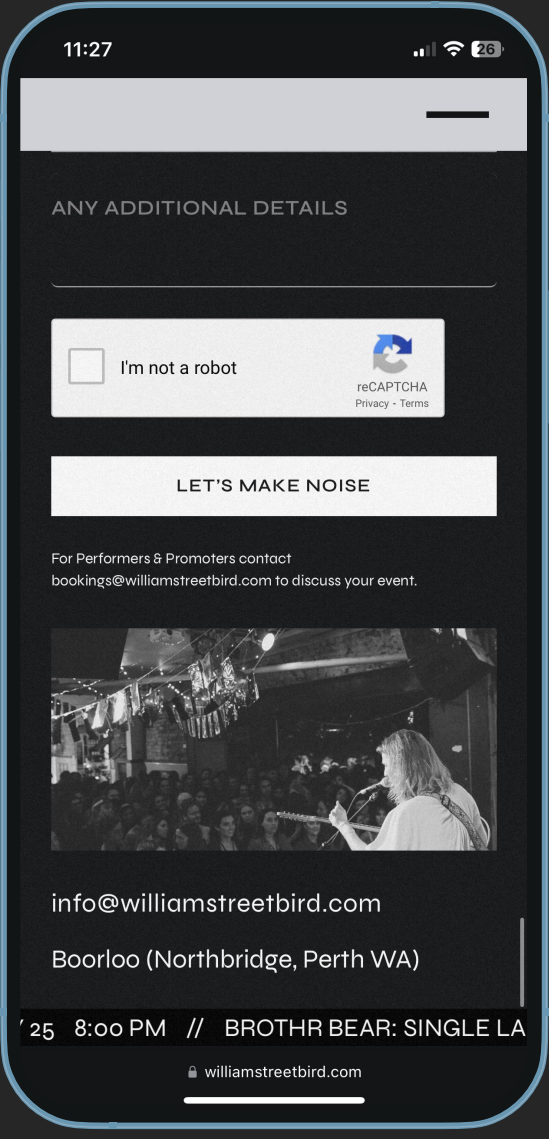
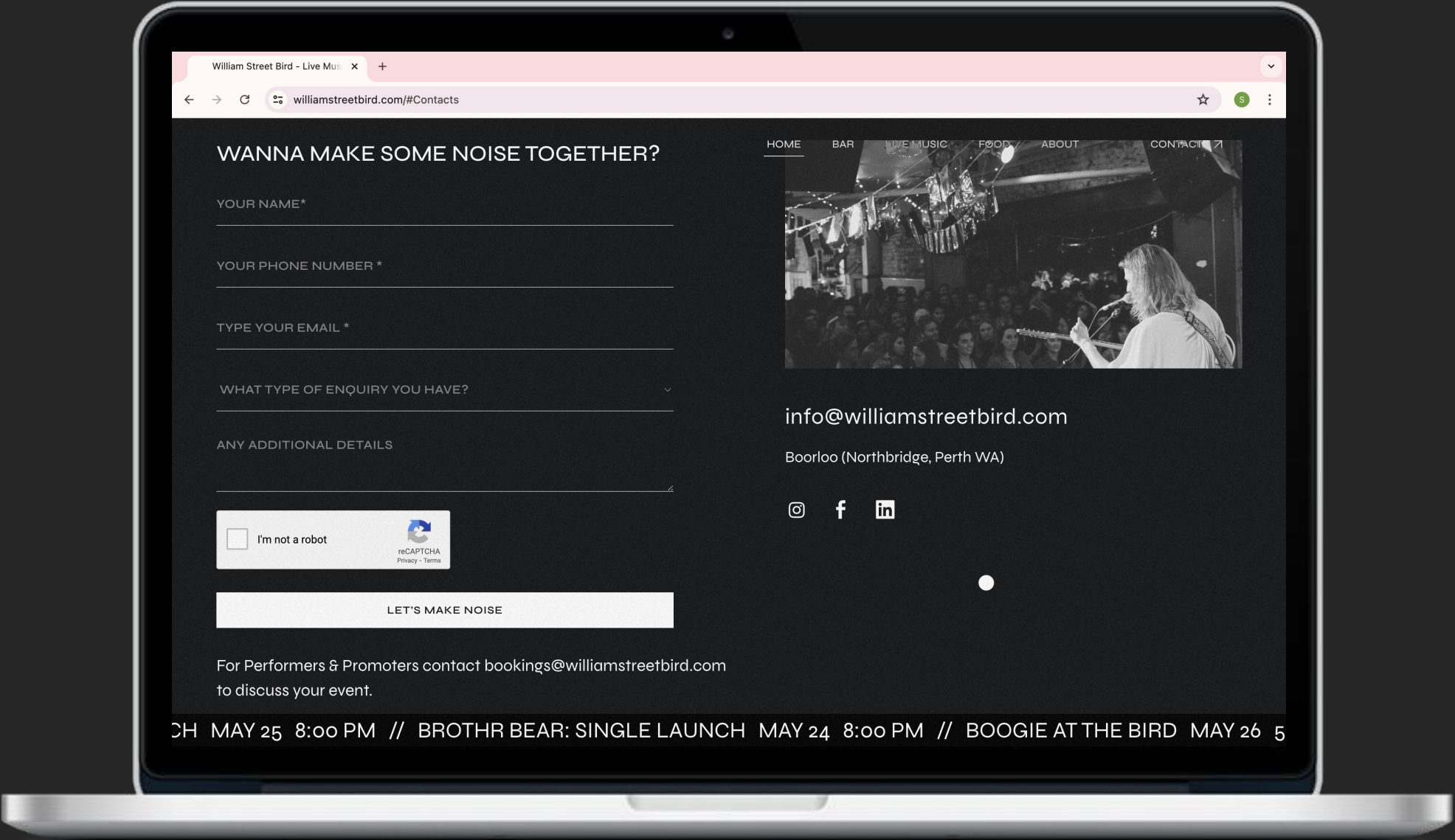
Unclear Contact Page

Highlighted in the user journey, the contact page is unclear with multiple emails provided and a lack of description. The 'fill out email' sections only prompt is vague with the only description being 'wanna make some noise together'. As well as this two separate emails are provided being info@williamstreetbird.com with no context or description provided and another email "For Performers & Promoters contact bookings@williamstreetbird.com to discuss your event."

An excess of options can lead to user fatigue or potentially abandon their objective altogether. Each option provides more things for the user to consider, effecting the previously mentioned interaction cost.

More options create a more complex system making it more difficult for users to make a mental model of the system. This complexity due to the increased number of options make it more likely for the user to select the wrong option either by misunderstanding or accident (Loranger, 2015).

The contact section needs to be streamlined by either removing additional emails and points of contact, leaving the fill out section to be the main point of contact for enquirers. If this option is undertaken and more detailed explanation or more information needs to be provided to assist users with their enquiries. Alternatively, to assist staff time constraints and internal communication, all the emails can be provided with explanations as to what each should be used for. This option would require a clearer format to assist with usability.



Problem and Impact Analysis

Lack of Updates and User-Focused Information

Overall website has not been updated or has available information relevant and applicable to the previously outlined common user groups ('The Artist' and 'The Audience').

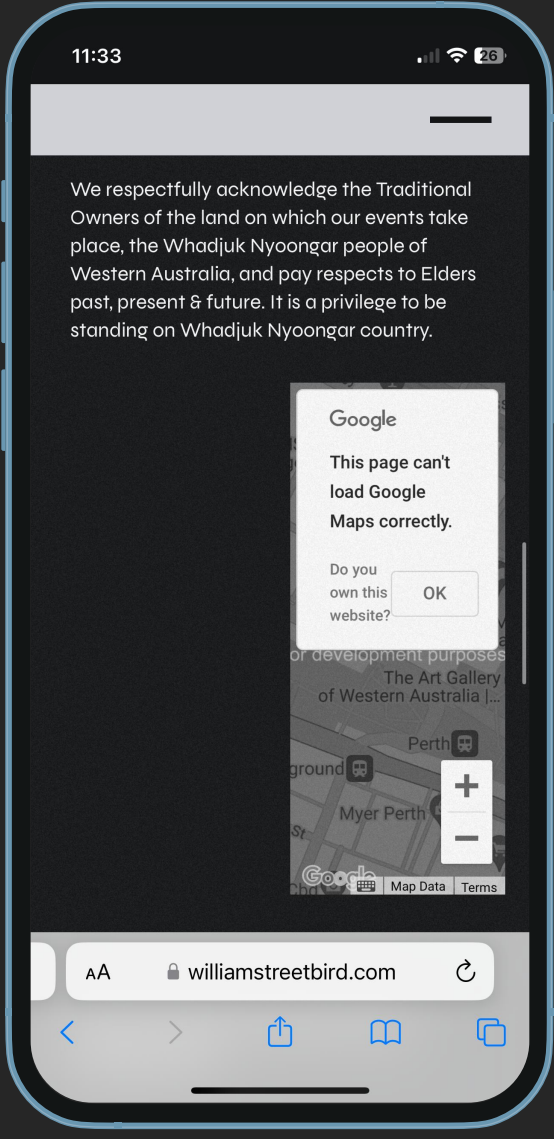
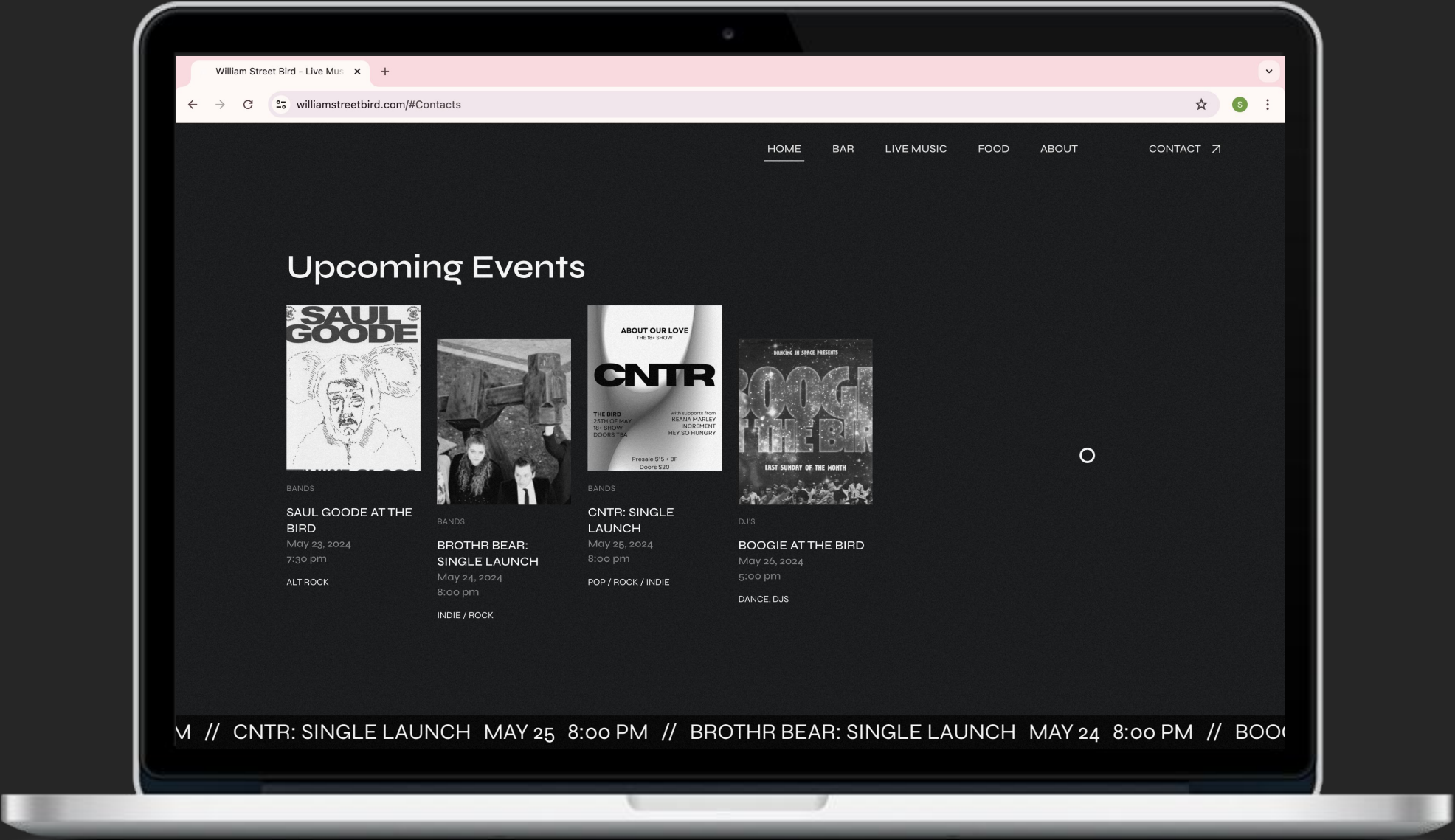
As of 14/2/2024, the website is still promoting events from mid-late May, 2024.

The user experience can be effected incredibly negatively if they don't find the information they are seeking can not be found due to lack of website upkeep. This can negatively effect the overall image of the business, and give way to negative implications of unprofessionalism and lack of concern for customers.

Regular website updates ensures the website is running smoothly and allows the opportunity to mend broken links and updating the necessary plug-ins. Regular maintenance and updates also play a role in SEO with regularly updated websites being favoured by search engines (Lara, 2022).

Regular website updates also allows the opportunity for improvements to be made to the website through user feedback and analytics to ultimately improve user experience.

Indicators that a website needs updating are lack of user engagement, outdated design or content, slower loading times and responsiveness and lower search engine rankings (Lara, 2022).



WEBSITE ANALYSIS COMPETITIVE LANDSCAPE

An observation and analysis of a competitors website to compare, highlight opportunities for improvement and gain a general understanding of the current expectations websites in the live music venue industry.

**MOJO'S BAR
FREMANTLE**

Observations

A competitor of The Bird Northbridge, that offers similar venue, live music and drink services is Mojo's Bar Fremantle (as mentioned as a similar venue attended by customers in the user surveys).

The website differs in a number of ways:

- Strong branding with applicable venue images.
- Updated to advertise current events
- Lack of a loading “splash” screen upon entering
- Information immediately found on the landing page relevant to “The Audience” user category
- Grid formatting increasing usability and aesthetic of the website
- A lack of moving decorative elements
- More intuitive link locations to other platforms (instagram, facebook).
- A logical hierarchy of information found on the landing page.
- Contact/Function page contains a short description assisting user with enquiries.



Impact Analysis

The previously mentioned components of the competitors website that differ from The Bird's website greatly impact usability.

The overall website is consistently updated to reflect the current events and specials, leading to a more functional and reliable website.

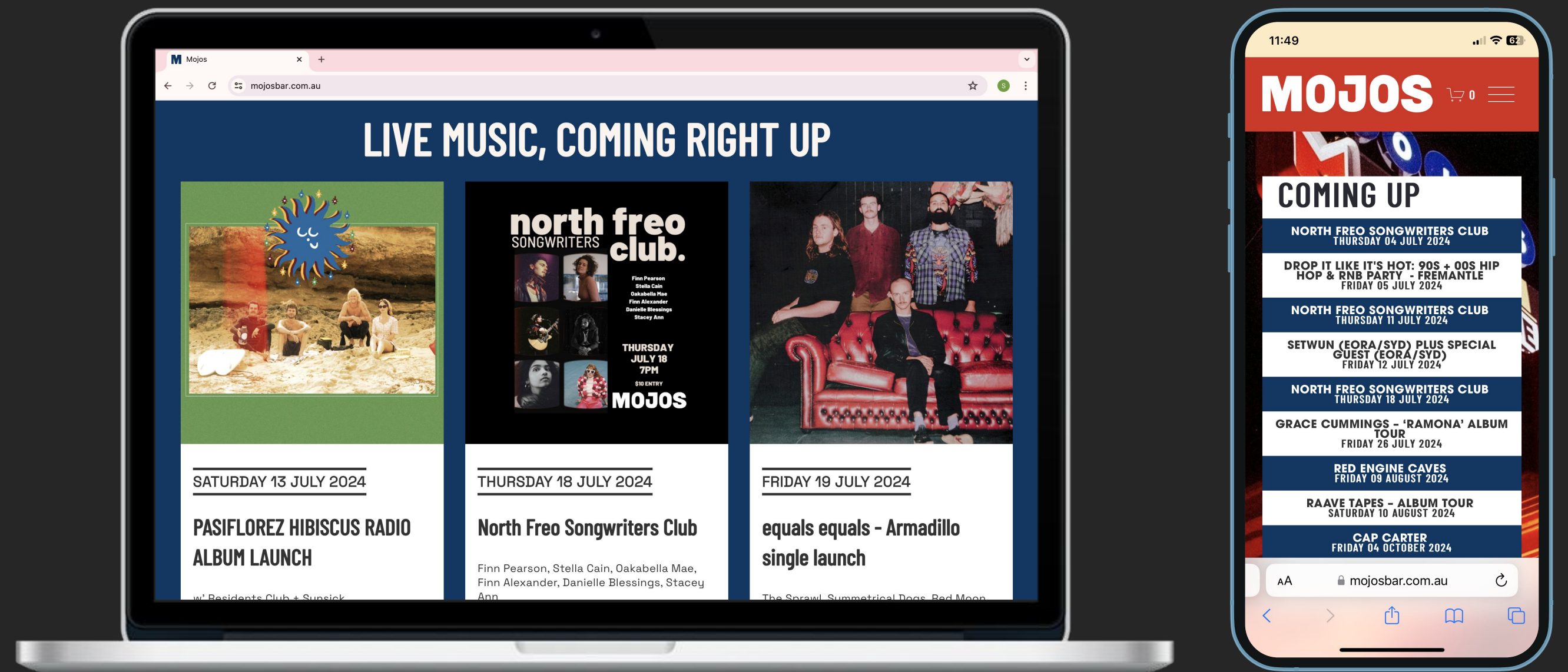
The lack of loading screens and unnecessary moving and decorative elements make a cleaner overall aesthetic and a less overwhelming user experience as well as improves user perception of usability improving the 'interaction cost' of the website (NNgroup, 2019).

The grid format assists by providing a clear hierarchy that is utilised consistently throughout the website assists users to quickly and intuitively find and complete their objective and differentiate between page elements (Aslam, 2024)

The links for other platforms are located in the top 'navigation' bar of the website which feels more intuitive for the user, allowing a quicker and easier experience if the user is trying to locate these links.

The function/contact page is linked in the navigation bar and involves a comprehensive description to assist users complete their enquiry.

These features ultimately provide a more functional, clean and enjoyable user experience and illustrate elements that can be incorporated into The Bird's website.



NEXT STEPS

An evaluation of the findings of the report and recommendations for improvements that can be made to overall improve website functionality and user experience.

Recommendations

1.

Regular Updates

2.

Landing Page

3.

Contact Page

4.

Aesthetic

There are opportunities for improvement based in key areas discussed in the website analysis section of this report which will ultimately improve user experience and the functionality of the website for both the user and The Bird staff.

These areas of improvement have been numbered according to short-term immediate fixes (1.) and long term issues (4.) that do not require immediate amendment but should be completed when possible.

As mentioned throughout the report, the established main users 'The Artist' and 'The Audience' should be taken into account when making alterations and improvements to the website as well as the overall user experience and functionality of the website (plugins, widgets).

Recommendations

1.

Regular Updates

The website should be regularly updated to ensure relevant and current information is available for the site visitors. Updates should be completed in both terms of the interface to ensure the website is running smoothly and is functional, but also to ensure current and up to date information is available.

This will also improve the website's SEO and improve the 'overall image' of the business in an online context.

Regular updates will also provide further opportunities for consistent review and analysis to make regular ongoing improvements to the website (Lara, 2022).

As found through the use of 'the audience' user persona and journey analysis, current and upcoming events, set times and specials should be prioritised to be updated regularly, and appear on the landing page to lower user interaction cost.

2.

Landing Page

The landing page should be reformatted and contain up-to-date information on events and specials. The page should contain the most relevant and common searched for information by website visitors (as explored in the user persona and journeys in this report).

As well as this, a more legible format should be implemented with a clear hierarchy of information, with the navigation bar and alternate website pages being utilised more appropriately to 'chunk' information to enhance user understanding and experience.

As well as this, the opportunity to improve the aesthetic component of the website should be considered, keeping in mind the user survey findings that 'community' is one of the most enjoyed aspects of the venue.

Tailoring the page to the already strong and beloved community with the inclusion of other elements (short 'weekly bird' run downs that have been recently appearing on Instagram) could be included on the landing page to promote and encourage this.

Recommendations

3.

Contact Page

The Contact Page needs to be redesigned to create a clearer and easier user experience. This will improve overall functionality of the website as well as potentially provide an easier flow of communication for internal staff and bookings manager. Not only will this lessen the opportunity for human error when organising emails to their relevant departments, it will ensure a more positive and user friendly experience for enquirers and remove potential confusion and frustration (seen in the user journey map for “the artist”.)

This is a high priority, but will take time to implement effectively, but can improve the functionality and usability of the website for both the users and staff.

A recommendation is, if the venue does not want the booking information to be given freely on the website, is to automatically send an ‘information pack’ to enquirers once the venue has emailed via the ‘fill out’ email section eg.

“Want to book The Bird for an event? Email us to receive an booking info pack”.

4.

Aesthetic

The overall aesthetic of the website should be updated to be a better online representation of the physical venue. As seen in the user surveys, one of the most mentioned positive aspects of the Bird is the community and warm atmosphere. This can be achieved by including more colour and a less ‘cold’ overall website design aesthetic. This can be done quickly and simply with the inclusion of colour if complimentary to brand colours, the implementation of a grid system removing large areas of non-content.

Currently on instagram, a clear attempt is being made to include more personal community content in the form of short videos, event and product updates and other community focussed content which should be streamlined across all platforms.

Removing additional decorative and moving elements should also be completed as part of this step.

**“The Bird is one
of a kind”**

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