

## Milestone 1: Project Overview

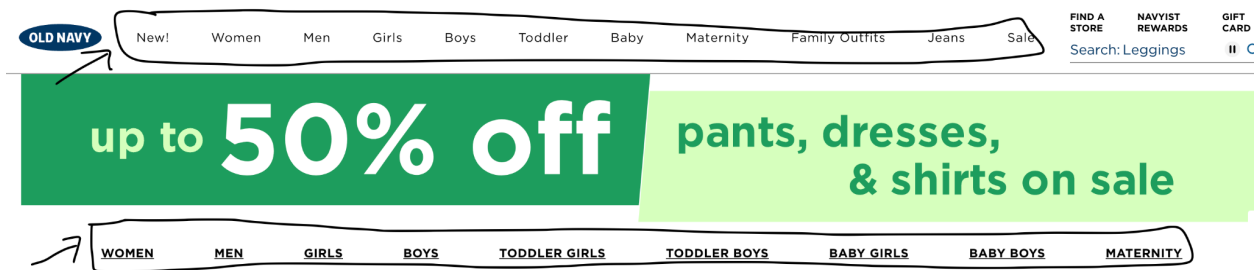
### Team Members

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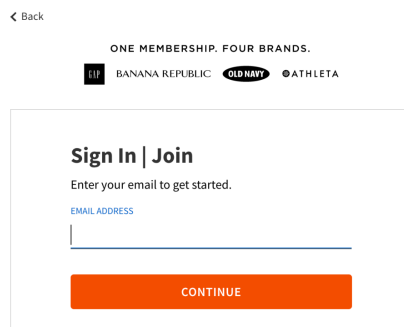
Project URL: [www.oldnavy.gap.com](http://www.oldnavy.gap.com)

### Shortcomings identified with the website

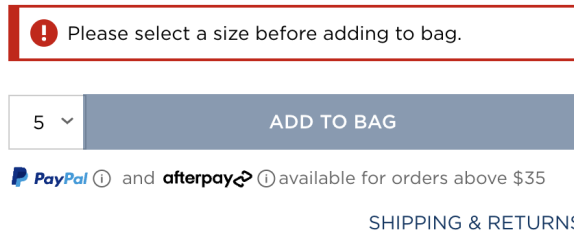
1. Homepage has duplicate navigation menus, causing confusion and a clumsy look.



2. Website layout is not consistent through the website. Sign-in page has a different resolution from the rest of the website.



3. Too much scrolling on product details page, organization of these details leads to poor understanding for customers.



### Product Details

- Adjustable shoulder straps.
- Square neck.
- Smocked waist.

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### Materials & Care

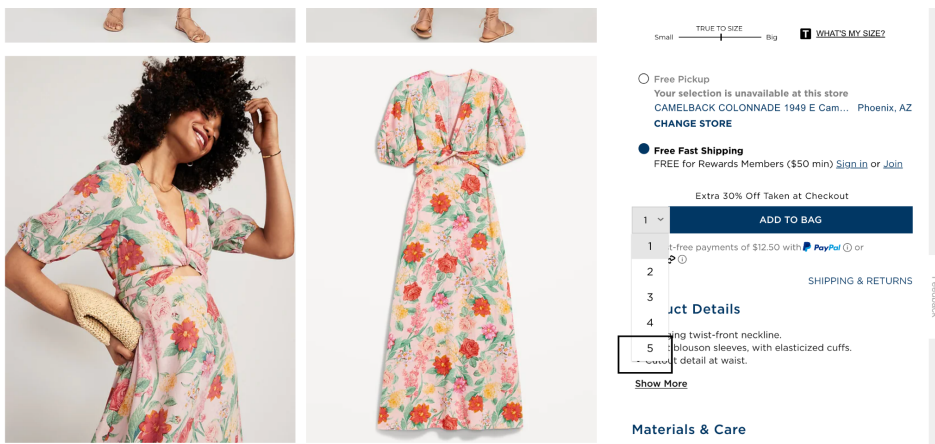
- Machine wash cold, gentle cycle, hang dry.
- Imported.

### Fit & Sizing

- Relaxed fit through body, with a defined waist.
- Women's midi cami dress hits mid-calf.
- Regular midi dress measures approx. 46"-48" long

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4. Every product has a limit of only 5 items to be added to the cart.



5. Dynamically changing search filter suggestions. Sear bar also has a pause/play button which makes it complicated.

Search: Joggers

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Search: Jeans

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### Tasks assigned for participants

1. Use a navigation bar to navigate through the website with ease.
2. Check for consistency in layout for each page on the website.
3. Product details can be understood with good readability. Users should be able to select size and add to cart.
4. Add more than 5 items in the cart for any product.
5. Search any category and be able to navigate to the selected page.

### Usability goals for redesigned website

1. Single master navigation bar.
2. Consistent layout for every page.
3. Collapsible product details menu for better readability.
4. Users should not be limited to specific quantities to be added in cart for each product.
5. Search filter is simple and easy to use.

### Study metrics

1. **Task Time:** Total time taken for the user to review the product description and details.
2. **Effectiveness:** Percentage of tasks completed out of the total number of tasks undertaken.
3. **Lostness:** degree of difficulty a user experiences while trying to or accomplish a specific task on a website or application.