

USER PROBLEMS: FRAGRANTICA

Usability

Difficult to
navigate
through
Home Page

Constantly
have to go to
sub-tabs to
navigate (user
error)

Learnability

surplus
navigation
tabs

Difficult and
counterintuitive
familiarity

Memorability

Tiny
Navigation
bar

existing bugs
with new
perfumes tab

Poor
visual
clarity

Conceptual Model

Lacks high-end
feel that is
synonymous
with fragantica
brand

No
Error-Handling

No adjustment
between
devices and
website
screens