WEEK 5 MODELS, METAPHORS & GULFS

HCC629

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Part 1 : Conceptual and Mental Models

New Conceptual Model for the Safeway Website

Home Page: A Fresh Welcome [1st Page Redesign]

Visual Feast: When you visit the site, it's like walking into a store where someone says hi to you. The homepage bursts with colour and freshness, akin to the vibrant produce section at the front of a store. Navigation is front and center, guiding shoppers to start their journey with ease.

Specials and Promotions: Eye-catching Deals [2nd Page Redesign]

Vibrant Ads: The first thing you see after the homepage are the special deals, kind of like items on sale at the store entrance. Rotating banners grab attention with seasonal specials and featured categories. Deals are not just listed but visually celebrated, enticing shoppers to take advantage of savings.

Product Exploration: Virtual Shelf Browsing [3rd Page Redesign]

Organized Chaos: Like the organized yet bustling shelves of a store, product listings are neatly arranged for easy browsing.

Interactive Shelves: Shoppers virtually 'pick up' items to view more details, mirroring the tactile experience of shopping.

Customer Connection: Digital Engagement

Review Highlights: Testimonials and ratings are prominently displayed, fostering a community feel.

Responsive Design: Every click and interaction feels responsive and immediate, like the feedback from a friendly nod or smile from store staff.

By enhancing these details, the website's design aligns closely with a shopper's mental model of a grocery store, creating a familiar and engaging online shopping experience.

Metaphors

Home Page: The Store's Welcome Mat

Greeter at the Door: The homepage is like being greeted by someone friendly when you walk into a store, with bright pictures and helpful signs pointing you to good things to buy.

Product Pages: The Shelves You Know

Fruit Stand: The sections with fruits and vegetables are like those fresh stands you see at the market, full of colour and choices.

Bakery Window: The bakery area is like peeking into a bakery window, where you can almost smell the bread just by looking at the pictures.

Specials and Promotions: The Store's Bulletin

Today's Specials: It's like there's a chalkboard that shows you what's on special today, so you know the best deals right away.
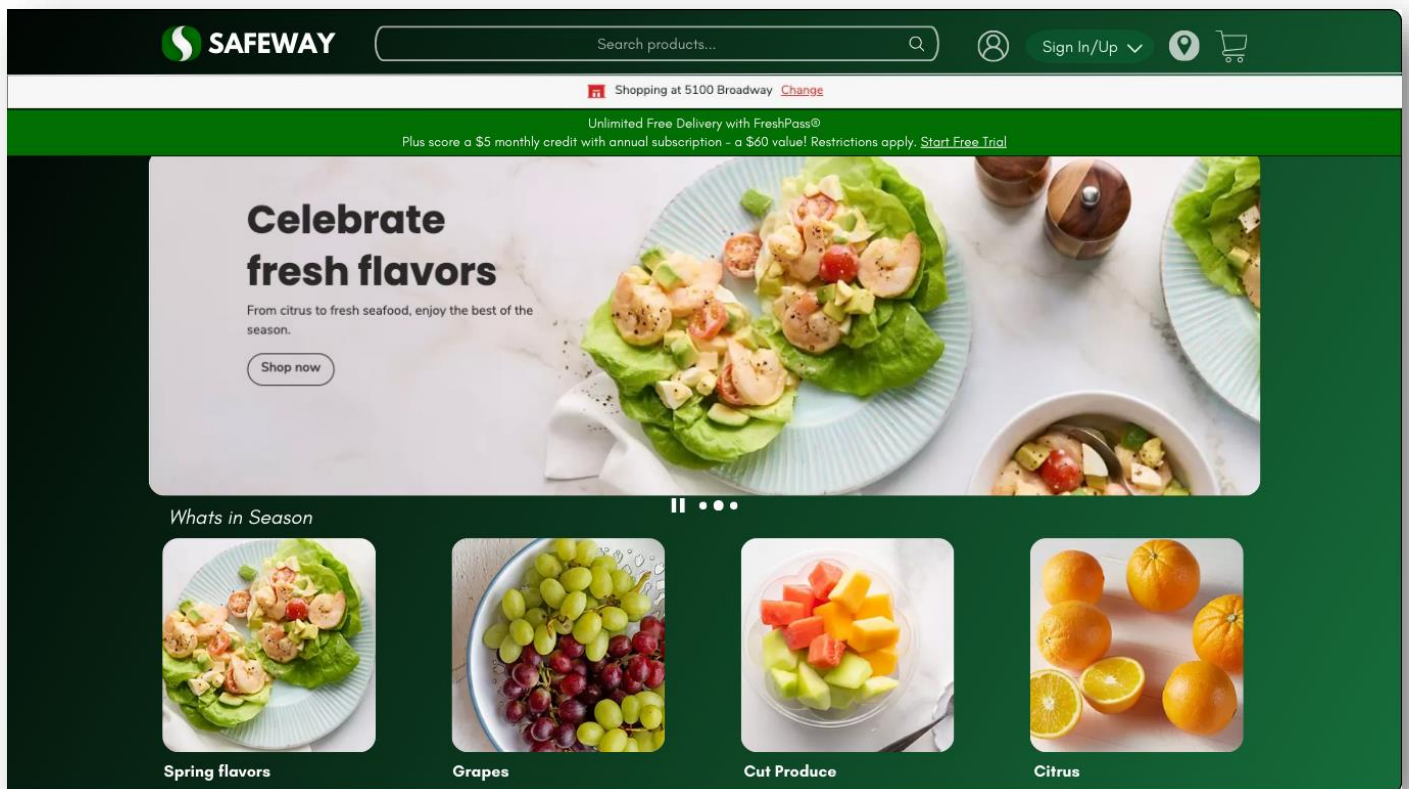
Season's Picks: The website has a section that feels like a farmer telling you what's fresh and good to buy right now.

The website is designed to make online shopping feel as familiar and cozy as going to your local grocery store, with clear signs and friendly tips to help you find your way.
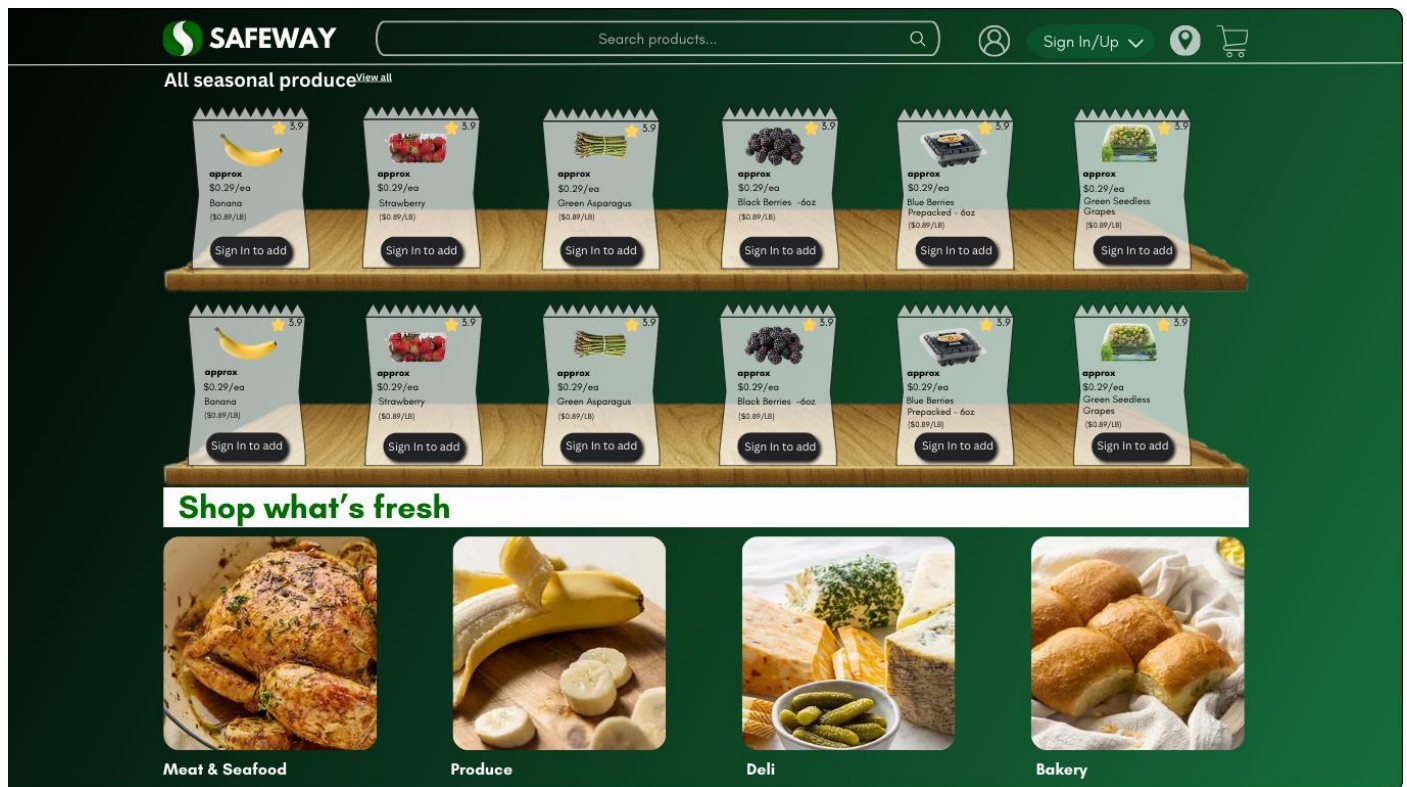
HOMEPAGE REDESIGN
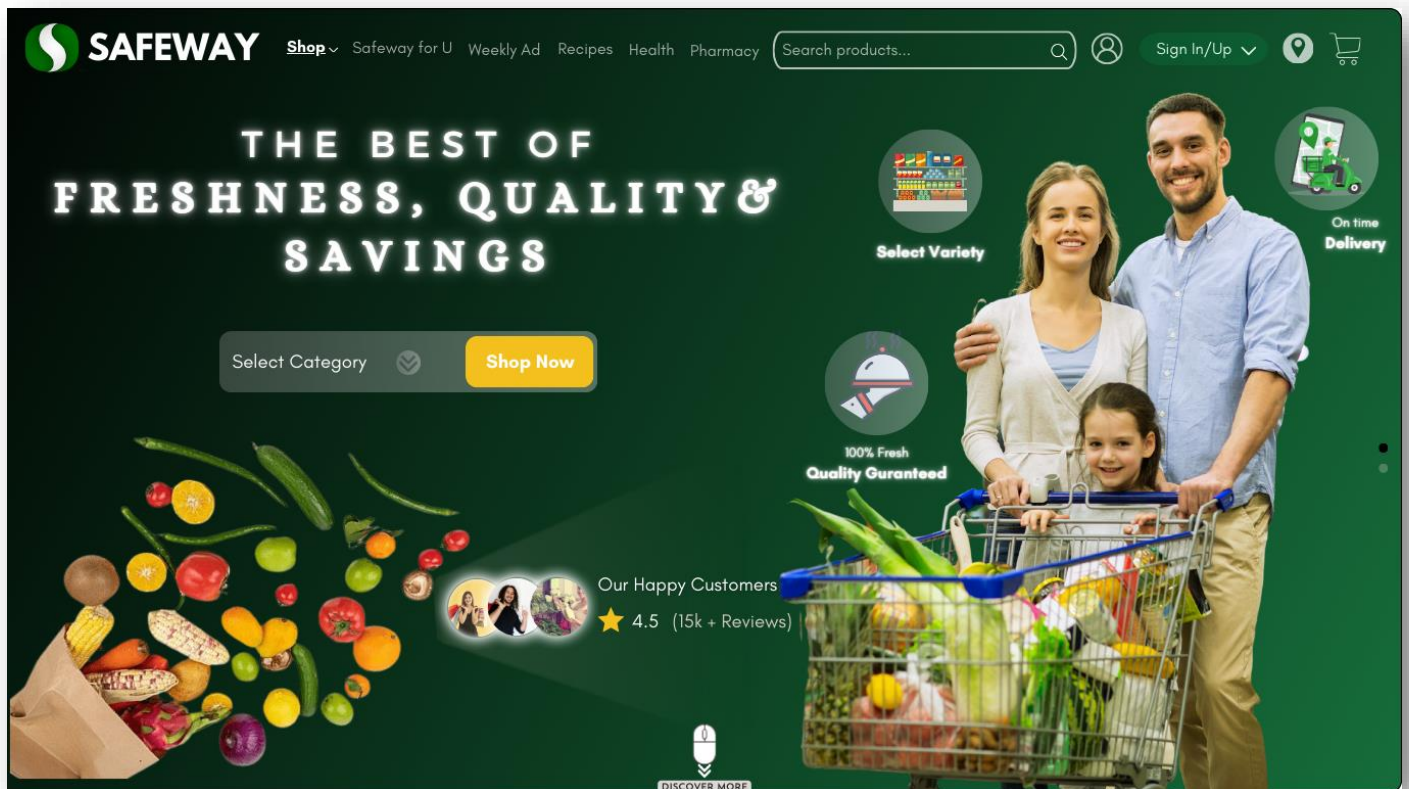
2ⁿᵈ Page Redesign

# 3rd Page Redesign

Part II:

Source: https://www.safeway.com/

Gulf of Execution: Distance between the user's goals and the means of achieving them through the system. Kleinsmith, A. (2024, Feb 27). Wk5-S24-ModelsMetaphors [Powerpoint slide 36].

Issue: The website was difficult for customers to navigate or to provide clear instructions on how to obtain and use digital coupons, which makes it difficult for users to take advantage of the savings that are offered.
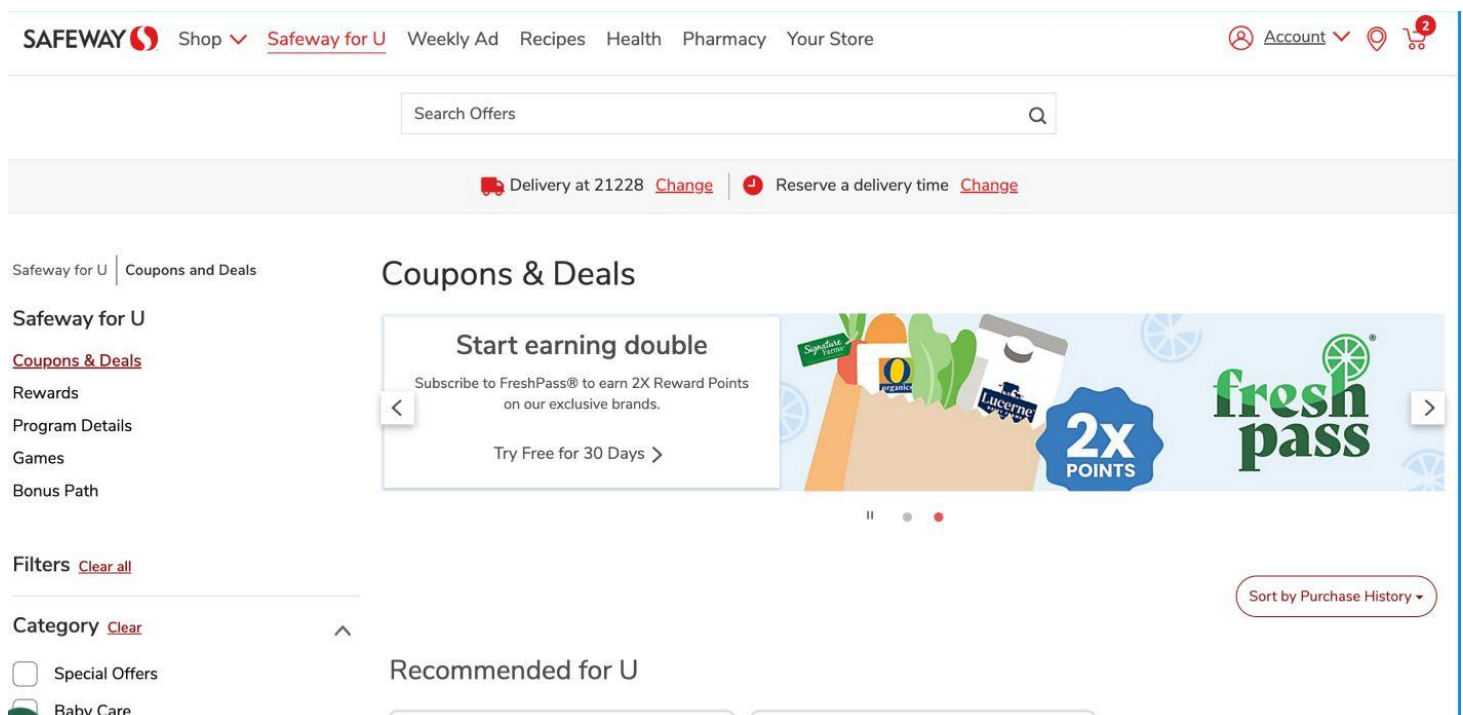
Redesign to Address Gulf of Execution: Added a clear and accessible "Digital Coupons" area on the site. Make sure there are clear visual cues and instructions to assist customers in choosing and using these coupons during the checkout process.
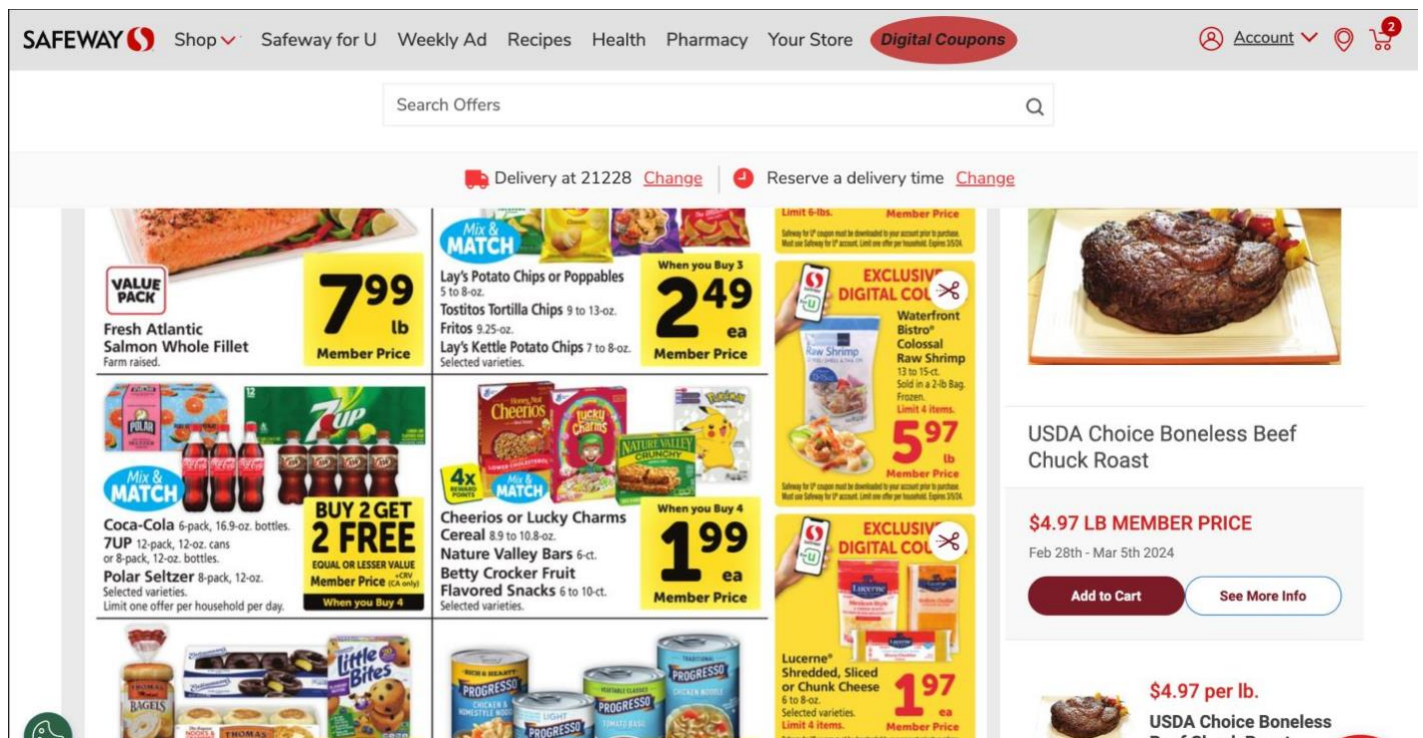

Why It's Better: The Gulf of Execution is reduced with this approach because fewer steps are needed for people to locate and use digital discounts. The user experience is improved by the coupons' obvious display and simple application procedures, which make it simpler for customers to save money when purchasing on the Safeway website.

Gulf of Evaluation: Distance between the system's behaviour and the user's goals. Kleinsmith, A. (2024, Feb 27). Wk5-S24-ModelsMetaphors [Powerpoint slide 38].

Source: https://www.safeway.com/

Issue: The "Shop" dropdown button on the website functions similarly to a typical dropdown menu. When you interact with it, though, you'll notice that it unexpectedly works more like picking an item from the menu bar in the left corner. This can cause confusion for those who are used to a traditional dropdown menu.

Redesign to Address Gulf of Execution: We've improved the user experience with the updated website by making the "Shop" dropdown button function more naturally. As a result, the dropdown now matches customers' expectations by looking like a conventional dropdown menu when they interact with it. This enhancement makes sure that the dropdown's visual cues appropriately represent its functionality, making navigation more predictable and user-friendly. Our goal is to remove any potential confusion and make the "Shop" dropdown appear and function more like conventional dropdown menus, which will also help to improve the website's overall usability and user experience.
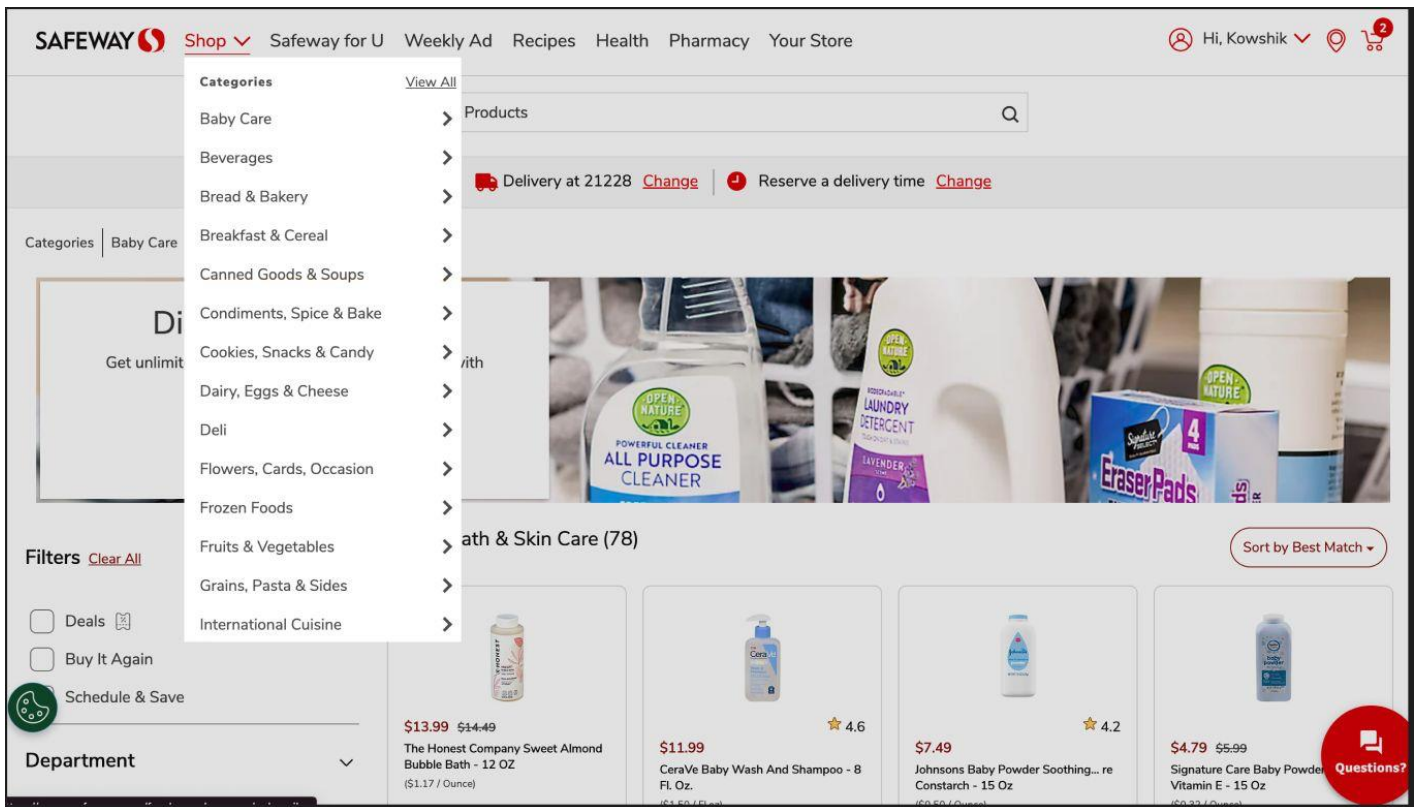
Why It's Better: By placing the "Shop" dropdown button in line with typical user expectations, the revised website greatly enhances user experience. Previously, consumers expecting a standard dropdown experience were confused by the dropdown's unusual behaviour, which resembled the left menu. With the makeover, the dropdown now functions more naturally and behaves more like a typical dropdown menu when interacting with it. This improvement makes sure that functional indications are appropriately conveyed visually, which makes navigation easy to use and consistent. Users don't have to reconsider how they navigate websites thanks to the improved dropdown menu, which makes for a more seamless user experience. In the end, this improvement makes the UI more consistent and user-friendly, which improves user happiness and usability.

References:
1. Kleinsmith, A. "Week 5-S24 ModelsMetaphors" , slide 33-39.
2. Canva Inc. (2023). About Canva. Retrieved from www.canva.com. [Tool used]