

IMY 320: Group Design B Report



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Design Decisions

Based on UEQ evaluations of **NewEgg**, **Wine.com**, and **Takealot**, we observed clear differences in information clarity, layout focus, and interaction simplicity.

- **Wine.com** and **Takealot** offered cleaner layouts, better information hierarchy, and filters that didn't overwhelm users.
- **NewEgg's** quick-view and brand integration were appreciated, but the overall page was visually overwhelming and had overly complex filtering.

From these findings, we've built a unified set of design guidelines to ensure a list-based product catalogue that retains clarity, keeps the user's focus, and makes use of Fitts' Law to minimize effort when interacting with the interface.

1. Maintain Information Density Without Overload

- Each product in the list should show only the most relevant information at a glance (name, price, availability, key rating info).
- Extended details (descriptions, reviews, shipping info) should be accessible via expand/collapse or "More info" link to avoid clutter.
- Keep consistent spacing and alignment so the eye can scan vertically without distraction.

2. Optimize Click Targets for Speed (Fitts's Law)

- Make primary interaction points (e.g., "Add to Cart," "View Details," "Compare") large enough and positioned consistently in each row.
- Ensure clickable areas are clearly defined with button styling, hover states, and sufficient padding to reduce precision requirements.
- Place high-frequency actions near each other to reduce mouse travel distance.

3. Streamline Sorting and Filtering

- Horizontal filter bar for quick access to top-level filters (e.g., price range, category, brand), with secondary filters on the side for more advanced options.
- Keep filters always visible (no excessive scrolling) and provide a clear "Reset" option to return to defaults quickly.
- Use bold or highlighted states to indicate active filters, reducing confusion.

4. Preserve a Calm Visual Experience

- Limit the colour palette to accentuate important actions (purchase, compare, save).
- Avoid excessive use of large images or multiple bright elements competing for attention.
- Incorporate light dividers between list items for visual separation without heavy borders.

5. Support Progressive Interaction

- Allow users to hover or tap on list items to reveal secondary actions (e.g., “Quick Compare,” “Add to Wishlist”) without requiring navigation to the product page.
- Use lazy-loading or pagination to keep lists fast-loading without overwhelming the user with an infinite scroll.

Applying Fitts’s Law

Fitts’s Law states that the time to acquire a target is a function of its size and distance. Thus bigger, closer, and more consistent targets are faster to use.

In our design:

- Large, clear click targets ensure that core actions (Add to Cart, View Details) are easy to hit quickly, reducing user effort. This reduces the need for precise mouse movements or clicks and speeds up interactions.
- Grouping frequent actions shortens the mouse travel distance. For example, all product interaction buttons are aligned to the right in each row.
- Consistent placement of actions means users build muscle memory, further reducing selection time. We do this by making sure that buttons appear in the same place within each row of the products list. This lowers search time for the user, they don’t have to “hunt” for the button.

Client Statement Alignment

The client requested a traditional list view instead of a grid of product cells, with an emphasis on being informative, sortable, and searchable.

In our design:

- Uses a single-column, vertical list to display products, with clear product names, essential info, and quick access to more details.
- Implements search and sort controls at the top of the list for immediate interaction.
- Prioritizes usability and speed by following Fitts’s Law principles, ensuring the layout is both efficient and easy to navigate.
- We also provide a search bar at the top of the page, with filter and sorting controls next to it.
- Each item in the list is clickable and navigates to a detailed product page with a full description, image, reviews, etc.