**COMM5961A**

**Problem set 10**

**Name:** Kwan, Tsz Mei **Student ID:** 1155161658

**Feedback of the users**

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|  | Advantages | Improvement |
| Content | 1. The content is rich, including skin care knowledge, it is good to have steps to follow, and users can more easily find the products they need | 1. There are relatively few introductions to minimalist skin care. What minimalist skin care is should clearly express on the homepage from the beginning. 2. Lack of service windows, product videos and skin care cases 3. Introduction of different skin types needs to be clearer and more direct |
| Navigation  bar | 1. Full-featured, bright colors of buttons on the navigation bar | 1. The meaning of button“开始体验”is not clear 2. The three functions of “了解更多”、“开始体验！”、“护肤流程” are confusing. All the buttons navigating to the product pages of the homepage, the function differences of the three buttons is not clear 3. It is recommended to put the “选购” function on the “开始体验！”as it can attract users to consume directly. 4. It is strange to put“我是什么肤质”into“选购” |
| Appropriateness of the task | 1. The users can clearly know how to operate the page to achieve their own needs for the website | 1） There should have more levels of the product page, for example: 清洁→普通洁面→深度洁面 |
| Visual design | 1. The design is great and the minimalist design is consistent with the website concept. In addition, the price, promotion and other information that consumers pay more attention to may stimulate the desire to shop more | 1. The brand is not developed strong |