Contextual Inquiry Field Notes (09.28.2022):

The participant was observed and his reactions to design were marked down as "GOOD", "BAD" or "MIXED" if there were positive and negative aspects simultaneously.

Task → Find Item

- Search bar interaction - **GOOD**
- Search bar displays previous searches before query entry - **GOOD**
- Search bar automatically displays options as he types – **GOOD**
- Clicking on search result redirects to page of desired items without any problems – **GOOD**

Task → Navigate Item List, Filter & Sort

- Products have price and delivery information on item cards – **GOOD**
- Filter option and results have an ad that separates them – **BAD**
  - Participant didn't have a problem finding it, however, questioned the positioning of the Filter button (FRUSTRATION)
- Filter list has too much information to parse through – **BAD**
  - Filter options such as "BRAND" had all the possible parameters already listed before the participant wanted to access them, so he had to scroll down excessively to access filter options he desired (**FRUSTRATION**)
- Sorting not available – **BAD**
  - Even though the sorting feature was within the filtering options, it was at the very bottom and the user never bothered to scroll that much, so he assumed that there were no sorting options offered by the app (**BREAKDOWN**)

Task → Access Item Information

- Had some product images and price information immediately accessible – **GOOD**
- Detailed product description, technical information and customer reviews were not immediately accessible - **BAD**
  - The participant verbally expressed his frustration that he had to scroll down through many ads before he could reach valuable information about the product (**FRUSTRATION**)
- Comparing items limited to Amazon selected items at a time and there are two different comparison blocks in different sections that compare different information – **BAD**
  - The participant tried to compare other items with the current item he was viewing, but due to the limited viewing options got frustrated over having to remember information, scroll and compare; and eventually abandoned trying to compare items (**BREAKDOWN**)
  - The participant was confused about the existence of two different comparison sections, and verbally expressed his frustration that different information and different products were compared between the two sections (**FRUSTRATION**)

Task → Add to Cart & Buy Item

- Adding item to cart is easy when button is accessible – **MIXED**
  - o Adding item to cart was a quick action that didn't have any issues in terms of operation for the participant
  - o The participant, however, did note that it was 'annoying' that the add to cart button was not accessible to him all the time even when he had scrolled down (**FRUSTRATION**)
    - ▪ The app did make the button accessible outside of its scope, however, only if the user did a 'fast scroll down/up', so the participant didn't quite realize it
  - o Participant wished there was an option to create and keep specific shopping lists (for example a kitchen shopping list) instead of adding items to cart as he still is undecided on items
- Buying item is easy – **GOOD**