### Sri Lanka Institute of Information Technology



# IT3060 Human Computer Interaction Assignment 2

Project Title - Takas.lk

Group Number - 2023 -WE-S1-09

**Group Name** - **Porcupine** 

### **Group Member details**

Student ID	Name	Workload Distribution	
IT21266546	Sathsarani H.E. S	MyAccount page, Electronic and	
		Computers page, Electronic and	
		Computers see details page,	
		Electronic and Computers go to cart	
		page.	
IT21304392	Rathnasekara W.H.P.	Beauty and Health page, Beauty, and	
		Health buy now page, Beauty and	
		Health go to cart page	
IT21268380	Jonekkuhewa R. R	Offers page, See offer details page,	
		Offers go to cart page	
IT21497834	497834 N.S.A.H.D. Nanayakkara Home page, Q		
		to cart page	
IT21260056	Ranaweera A.A.V.U.A	Delivery information page, tracking	
		page, Go to secure payment page	

### 1.Video Transcript

### I. Customer Transcript

Speaker = who asking the questions Customer = A Businessman

[00:00:07.610] - Speaker

Good evening. Thank you for joining this interview. My name is Sanduni Sathsarani, and I am part of the Takas.lk team. I appreciate your time today. We're excited to hear about your experience and gather your feedback to enhance our platform. Is this a convenient time for you?

[00:00:29.930] - Customer

Yes, it's a great time. I'm happy to be a part of this.

[00:00:34.270] - Speaker

Okay. Could you please introduce yourself?

[00:00:39.050] - Customer

I'm Dhananjaya Dissanayake. I'm 20 years old, businessman, so I use Takas LK for searching online things. When I'm searching online things to car care products, I use Takas LK.

[00:00:58.130] - Speaker

Before we begin, we will be discussing various aspects of our interactions with Takas LK. And just to ensure we capture everything accurately; would it be okay if I record this conversation?

[00:01:13.110] - Customer

Sure, recording is fine with me.

[00:01:15.590] - Speaker

Thank you for your concern. To start off on a friendly note, can you tell me if you had a recent experience on Takas LK that stood out to you. It could be anything positive or even something that you think needs to improve it.

[00:01:36.410] - Customer

Definitely. I recently ordered a laptop from your website, and the delivery was incredible fast, but there was a small issue with the packaging. The laptop box seemed slightly damaged when it arrived.

[00:01:52.040] - Speaker

Okay, thank you for sharing that. We really appreciate your feedback. Now, let's move on to our questionnaire. My first question is, how often do you use this website?

[00:02:07.170] - Customer

I use the Takas LK website often, mainly when I'm looking for Car Care products and other things online.

[00:02:15.990] - Speaker

Is it easier to find products on the website than physically being at the shop?

[00:02:23.130] - Customer

Yes, I find it easier to search for products on the Takas LK website compared to going to a physical store. It saves me time and effort.

[00:02:34.830] - Speaker

Okay. Is it easy to manage this website?

[00:02:40.750] - Customer

Honestly, I found the website layout a bit confusing. There are so many images and advertisements that it can be overwhelming to navigate.

[00:02:53.250] - Speaker

Are you satisfied with how they displayed the content of the home page?

[00:03:01.110] - Customer

I'm not entirely satisfied with how the home page is set up. There are too many images and ads which make it hard to quickly find what I'm looking for.

[00:03:12.890] - Speaker

Okay. How do you preserve the pricing information on the website? Is it clear and easy, accessible?

[00:03:24.510] - Customer

In most cases, the pricing information is clear and easy to find. However, there have been times when it's not displayed properly, and that can be frustrating.

[00:03:38.700] - Speaker

Okay, let's move on to my next question. Are there any specific challenges you have encountered while browsing products on the website?

[00:03:51.590] - Customer

Definitely. The layout itself is a challenge. It's hard to focus on the program when there are so many distractions from the images and ads.

[00:04:02.970] - Speaker

How would you rate the checkout process on this website? Is it seamless, or do you face any hardness?

[00:04:12.430] - Customer

The checkout process is usually fine, but the unclear pricing I mentioned earlier has caused some hiccups during checkout.

[00:04:22.430] - Speaker

Okay. My last question is, what are your thoughts on the website's? Customer support? Is it easy to find help when needed?

[00:04:37.830] - Customer

Customer support could be improved. It's not always easy to find help quickly when I need it. This is an area that needs attention overall. While Takas.lk has a good range of products the cluttered layout and clear pricing at times and customer support availability areas that could use improvement to provide a better user experience.

[00:05:05.150] - Speaker

Okay, Dhananjaya, I will give you few tasks to do. Can you open our Takas LK site.

[00:05:20.930] - Customer

Ok Give me few seconds.

[00:05:36.230] - Speaker

Can you show how to find a product using this website?

[00:05:42.650] - Customer

Yes.

[00:05:58.850] - Speaker

Okay. Very good. Show how to navigate to Cart. Okay. Could you please show how to get details about the products? You okay. My last task is can you search something. You say search bar. Ok. Nice. Ok, Dhananjaya, that's all. Thank you very much. Okay. Thank you. Okay. Thank you very much for joining with this interview. It's great pleasure to interact with you. Thank you very much, Dhananjaya.

[00:07:19.100] – Customer

Thank you for having me.

### I. Administrator Transcript

Speaker = who asking the questions Customer = One of the Administrators of Takas.lk

[00:00] - Speaker

Good morning!

[00:07]

I am Sanduni Sathsarani, and I'm going to interview you today. Can you introduce yourself?

[00:17] - Administrator

Good morning, Sanduni. I'm Manuka Rashen, and I'm one of the administrators of Takas.lk team. I'm working in this website for five years. Okay.

[00:31] - Speaker

Okay, sir. I'm going to ask you a few questions. Is it okay for you?

[00:38] - Administrator

Yeah, sure. Go ahead. Okay.

[00:40] - Speaker

Can you please open the website and show it for us?

[00:46] - Administrator

Yeah, sure. Give me one second, please. Is it visible now?

[00:55] - Speaker

Yeah, it's visible. My first question is, can you describe your target audience from this website?

[01:07] - Administrator

Yeah, the target audience of this e-shop website appears to be online shoppers who are interested in purchasing a variety of products, specific demographics and interest of the target audience would depend on the types of products offered on the website.

[01:28] - Speaker

Actually, what is the purpose of this website?

[01:33] - Administrator

Yeah, the purpose of this shopping website is to provide customers with a convenient platform to browse, select and purchasing products online. The website aims to offer a diverse range of products and make the shopping experience user-friendly and accessible.

[01:54] - Speaker

How often do you update the website?

[01:59] - Administrator

Actually, currently once a year, the frequency of website updates depend on the e-commerce, stores, business model, industry trends, and the availability of new products. Regular updates are essential to keep the website content fresh, showcase new arrivals, and maintain an engaging, showing experience.

[02:26] - Speaker

Okay. What do you think about your background animations? I mean. [02:33] The ads- Yeah. [02:35] The other stuff?

[02:38] - Administrator

Yeah, actually, the website's background animations are disorganized and causing usability issues. It's important to address this concept. Background animations should enhance the visual appeal of the website without distracting or confusing users and prioritizing clear and user-friendly design is crucial for a positive user experience.

[03:05] - Speaker

Can you scroll down to the About Us page?

[03:12] - Administrator

Yeah, sure.

[03:20] - Speaker

When it comes to the About Us page, do you think the current content effectively communicates the brand stories and values? And not only that, are there any plans to enhance this section to establish a strong connection with customers?

[03:44] - Administrator

Yeah, if the About Us page is not effectively communicating the brand story and values, it might be beneficial to revisit and revise the content. This page is an opportunity to connect with customers, share the brand's mission, history, and values and create a sense of trust and loyalty.

### [04:07] - Speaker

I think this website is not properly showing price tags or some prices. I can see some price tags are showing halfway. What's your opinion about that?

### [04:23] - Administrator

Actually, price tags are not being displayed correctly. It's a critical issue that needs immediate attention. Day and visible price tags are essential for customers to make informed purchasing decisions. Addressing this issue promptly will help improve the user experience and prevent confusion.

### [04:46] - Speaker

My final question is, are you satisfied with how they have displayed the content in the header and footer? The header and footer elements on the website might need clear organization. It's my personal view, Cindy.

### [05:07] - Administrator

Yeah, the organization of header and footer elements is crucial for navigation and accessibility. If the current display is unclear and disorganised, it's recommended to review and improve the layout. The clear and initiative navigation is in these areas, it ensures that users can quickly find important information and explore the website seamlessly.

### [05:37] - Speaker

Thank you very much for joining us today. That's all for today, sir. Thanks for coming for this interview. Thank you very much[05:49] – Administrator Thank you.

### II. Delivery Manager Transcript

Speaker = who asking the questions Delivery manager

#### Speaker (00:00)

Good mooring (00:08) Thank you for joining this interview. My name is Sanduni Sathsarani, and I am a part of the Taka Stood LK team. I appreciate your time today. We are really excited to hear about your experiences and gather your feedback to enhance our platform. Is this a convenient time for you?

Delivery manager (00:29)

Good morning. It is a great time. I'm happy to be a part of this.

Speaker (00:36)

Could you please introduce yourself?

Delivery manager (00:40)

I'm Nethmi Tharushi. I'm the Delivery Manager of takas. Lk.

Speaker (00:46)

Wonderful. Before we begin, we will be discussing various aspects of our interactions with Takas LK. And just to ensure we capture everything accurately; would it be okay if I record this conversation?

Delivery manager (01:06)

Sure, recording is fine for me. Thank you.

Speaker (01:11)

Thank you for your concern. To start off on a friendly note, can you tell me if you had a recent experience on Takas LK that stood out to you. It could be anything positive or even something that you think needs to improve it.

Delivery manager (01:28)

We have been making some great strides in our delivery process. For instance, we recently managed to deliver a large order of smartphones to a customer within just 24 hours of the order being placed. The customer was thrilled with the speed of delivery.

Speaker (01:51)

That's fantastic to hear. Speed deliveries are always a big plus. Thank you for sharing that positive experience. One of the flip sides, have there been any instances where you think we could improve our services?

Delivery manager(02:10)

Certainly, while our delivery times have improved, there have been a few instances where customer have received packages with minor damage due to issues during transit. For instance, there was laptop order where the packaging seemed slightly damaged upon arrival, even the laptop itself was fine. This is something we have actively working to address.

Speaker (02:41)

Thank you for highlighting that ensuring the quality of packaging is crucial to provide an overall excellent customer experience. Okay, let's move on to our question here. My first question is, how often do you engage with the delivery management process with this site Delivery manager (03:02)I'm involved in the delivery management process daily, monitoring orders, coordinating with carriers, and ensuring timely deliveries are part of my routine.

Speaker (03:17)

Okay. My second question is, could you describe the challenges you encounter while overseeing the delivery process?

### Delivery manager (03:27)

Certainly, challenges can range from unexpected delays due to external factors like weather or traffic, to coordinating with multiple stakeholders to ensure smooth operations.

### Speaker (03:42)

My third question is, in your opinion, what is the most rewarding aspect of being a delivery manager?

### Delivery manager (03:53)

The most rewarding part is seeing a well-executed delivery that meets or exceeds customer expectations, knowing that our efforts contribute to positive customer experiences is truly fulfilling.

### Speaker (04:14)

How do you ensure efficient communication between various teams involved in the delivery process?

### Delivery manager (04:26)

Effective communication is key. We utilize communication tools and regular meetings to align with logistics, inventory, and customer service teams, ensuring a coordinated effort.

### Speaker (04:42)

Okay, my fifth question is, what strategies do you employ to optimize delivery routes and reduce transit times?

#### Delivery manager (04:54)

We leverage data analysis and software tools to identify optimal routes considering factors like traffic partners and distance. This helps us minimize delivery times and costs.

### Speaker (05:14)

Okay, Nethmi, let's move on to the sixth question. How do you handle customer complaints or concerns related to delivery issues?

Delivery manager (05:25)Addressing customer concerns promptly and transparently is crucial. We investigate the issue, communicate solutions and work to rectify the situation to ensure customer satisfaction.

#### Speaker (05:42)

My last question is, what initiating's have you implemented to improve the environmental sustainability of delivery operations?

Delivery manager (05:54)

We have explored eco-friendly packaging options and introduced root optimization techniques to reduce poor consumption, align with our commitment to sustainability.

Speaker (06:09)

Okay, now let's move on to our Takas.Lk, Nethmi, can you show how to navigate to order tracking page?

Delivery manager (06:23)

Yeah, sure, give me a second. Okay. This is the order tracking page, and we can enter order number and email address. Then we can track all orders.

Speaker (06:50)

Okay, thank you. Can you please show how to navigate to delivery details page?

Delivery manager (06:59)

Yeah, sure. Here in delivery details, there are two links, your account and tracking page. We can reach this page from these links.

Speaker (07:18)

Are they working properly?

Delivery manager (07:23)

Yeah, they are working.

Speaker (07:25)

Okay, thank you very much.

Speaker (07:34)

That's all for today, Nethmi. Thank you very much for joining with our interview. Have a good day, Nethmi.

Delivery manager (07:43)Have a good day.

### **2.Usability Problems**

- Some pages are not showing the prices of the items properly- Medium.
- Bad error handling High
- Because of the unclear navigation user difficult to find right point High
- Some layouts, the design, the buttons, and headers need to be placed in the right place. Medium
- Password is not visible low
- Some errors affect conversion rates and undermine the effectiveness of your website user experience design. - Medium

### 3. Variants of the Interfaces

Student ID, Name	Interfaces	Version 1	Version 2
IT21266546 - Sathsarani H.E. S	MyAccount page, Electronic and Computers page, Electronic and Computers see details page, Electronic and Computers go to cart page.	https://drive.google.com/dr ive/folders/1dLwAwNhu_8 MdFls3556u20v9rx4EN8D _?usp=drive_link	https://drive.google.com/ drive/folders/1pWFmm7 hjtaEurmMJzSl4BVXziII kNvbv?usp=sharing
IT21304392 - Rathnasekara W.H.P.	Beauty and Health page, Beauty, and Health buy now page, Beauty and Health go to cart page	https://drive.google.com/dr ive/folders/1CworxVAJRo TaZj4HgGw- KAVFE6TmcdTK?usp=sh aring	https://drive.google.com/ drive/folders/1o4ufsgzo6 gZ3aWRLgYhfgPYvoy M_M3NY?usp=sharing
IT21268380 - Jonekkuhewa R. R	Offers page, See offer details page, Offers go to cart page	https://drive.google.com/dr ive/folders/1H20r7_oECgS f- 1EgGt09F3hRt6g7kfzt?usp =sharing	https://drive.google.com/ drive/folders/1gTpyS_IE xtPRYg_Q19LJmHr7vX Wzeiw2?usp=sharing
IT21497834 - N.S.A.H.D. Nanayakkara	Home page, Quick link cake page, Go to cart page	https://drive.google.com/drive/folders/1C8x5xtJvmuv NgKhVlKasaFrAIJYKoka h?usp=sharing	https://drive.google.com/ drive/folders/1cr_d5urwS 4wL3mtpNapVnWbps8A fnGhu?usp=sharing
IT21260056 - Ranaweera A.A.V.U.A	Delivery information page, tracking page, Go to secure payment page	https://drive.google.com/dr ive/folders/1ei_cpqs5hEFA pD0ri6VsT6UUf7vieJSa?u sp=sharing	https://drive.google.com/ drive/folders/1pi_x6aus- kDr3Yr14350- 8zccXjTGI0o?usp=drive link

### **4.Justification of The Variants**

Member	Justification about the differences between the versions and selecting the version		
Member 1 IT21266546	Version 2 surpasses Version 1 in user-friendliness and design enhancements, making it the preferred choice in member 1's sketches.		
	MyAccount page – On my account page, there is a noticeable contrast between Version 1 and Version 2. In Version 1, the layout appears cluttered and convoluted, making it difficult to discern crucial information due to the haphazard arrangement of details. However, Version 2 offers a markedly improved user experience, featuring a well-organized and visually appealing interface that enables users to access the information swiftly and effortlessly they need.		
	Electronic and Computers page – Version 1 has too many unnecessary pictures and extra details, making it confusing. But in Version 2, I've organized everything neatly, so users can easily choose what they want without any problems.		
	Electronic and Computers see details page – Version 1 lacks proper organization and fails to grab the user's attention. It's challenging to navigate, lacks user-friendliness, and the buttons are scattered without a logical order. In Version 2, these issues have been addressed with a well-structured redesign.		
	Electronic and Computers go to cart page - Version 1 is overly complex and not user-friendly in its design, whereas Version 2 offers a more user-friendly and improved experience.		
Member 2 IT21304392	Version 2 is preferable for designing interfaces due to its user-friendly and attractive presentation. In the "Beauty & Health Home Page," Version 2 stands out with an engaging video advertisement, providing a quick overview. In contrast, Version 1 lacks user-friendliness and attractiveness.		
	For the "Beauty & Health Buy Now Page," both versions are good, but Version 2's clarity and use of images make it superior. It simplifies item qualities effectively.		
	Regarding the "Go to Cart Page," Version 2 is more user-friendly and attractive, offering easy access to details and simplified item management.		
Member 3 IT21268380	Version 2 offers more user-friendly and visually appealing interfaces compared to Version 1, making it better for designing user interfaces. The "Offers" page in Version 2 is especially noteworthy, as it simplifies and enhances usability by decluttering and condensing the information. Additionally, the "Go to Cart" and "Offer Details" pages in Version 2 are also preferred for their user-friendly layouts and enhanced clarity, including visual representations and comprehensive item descriptions		
Member 4 IT21497834	Version 2 is the preferred choice due to its enhanced user-friendliness, appealing design, and improved navigation, despite initial similarities with Version 1.		

Cart Page: Version 2 stands out as more user-friendly since it presents a dedicated page with detailed checkout information, while Version 1 uses a dropdown menu. Homepage: Although the homepages in both versions are similar, Version 2 introduces a more userfriendly side panel with options and filters, making it easier for customers to find items. Quick Link Page: Version 2's improvements in the homepage side search panel make it more userfriendly than Version 1. Version 2 sketches, while slightly different from Version 1, are more attractive and user-friendly, Member 5 making them the preferred choice for interfaces. IT21260056 Delivery Information Page: Version 2's delivery information page is more appealing with centered input text fields, offering a user-friendly and understandable design. Tracking Page: Version 2 enhances the tracking page with attractive images, providing a quick understanding without the need to read detailed information. Go to Secure Payment Page: Both versions are good, but Version 2 excels with its clearer layout, concise content, and well-matched colors in the header.

### 5. Identification Techniques Used

- Brainstorming
- Prototyping
- Sketch or Sketchstorm
- Crowdstorm
- Mind mapping

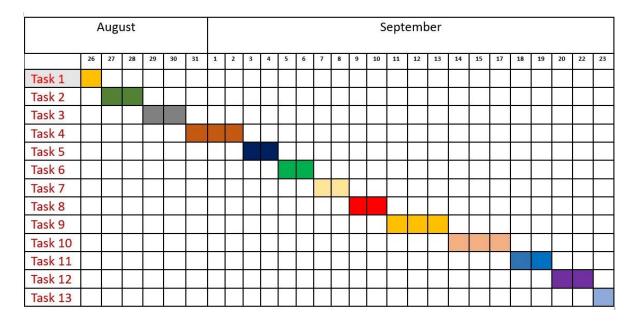
### 6. How the best design was selected

Creating effective interfaces involves considering various important factors that impact how users perceive them. A well-crafted interface can prompt users to act and build trust. It's essential to ensure that the design is user-friendly, visually pleasing, and easy to navigate, all of which contribute to a positive user experience. The interface should cater to users' needs and have clear, straightforward purposes for each page to encourage engagement. When it comes to user experience and interface usability, keeping things simple is usually the most effective approach.

In determining the ideal interface design, our team considered several criteria. We discussed and distilled our preferences into a few key qualities we all value in a good website. These qualities include user-friendliness, the overall usability of the page, and attractiveness. The best design should also incorporate essential website elements like headers, footers, navigation bars, and

search bars. We compared various design options based on these factors and selected the most suitable one for our chosen website interfaces.

### 7.Time schedule (Gantt chart)



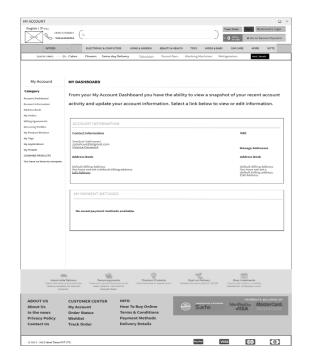
- 1. Get an idea about the Assignment -26/08/2023
- 2. Create 3 transcript 27-31/08/2023
- 3. Discuss the usability problems while analysing the transcript -1/09/2023
- 4. Create 2 sketchers for each interface -2-6/09/2023
- 5. Justify the different of version 1 and version 2 of sketches 7-10/089/2023
- 6. Choose the best version out of the 2 versions -11-15/089/2023
- 7. Justify the choice 16-18/089/2023
- 8. Discussion and develop overall report 19-20/09/2023
- 9. Submit the report- 23/09/2023

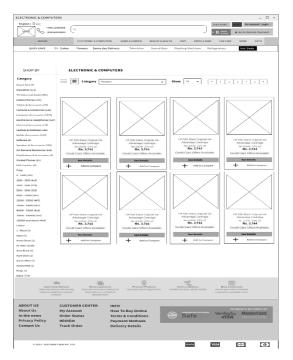
### 8. Software used to draw the sketches of variants

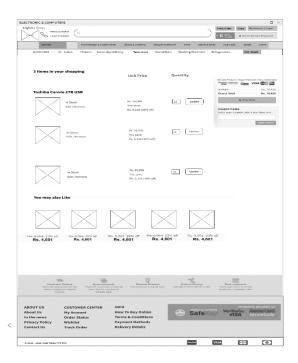
MockFlow https://mockflow.com/

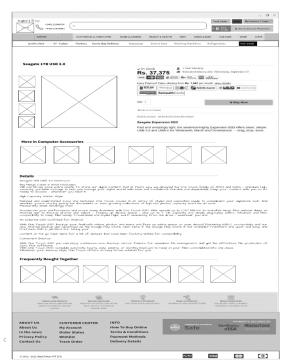
### Appendix:

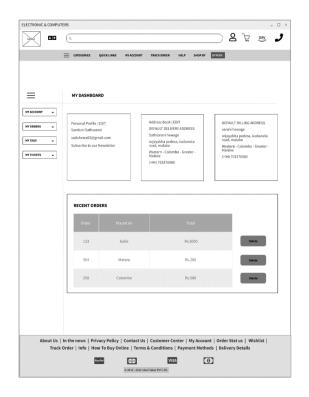
### Member 1: Variant sketches

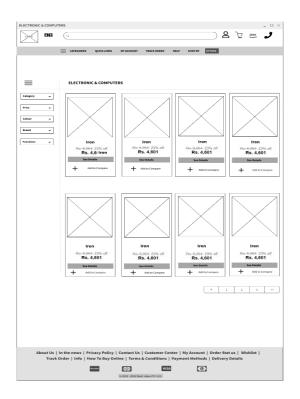


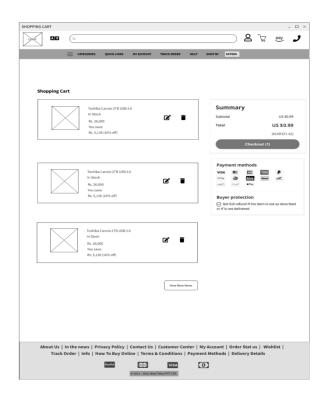


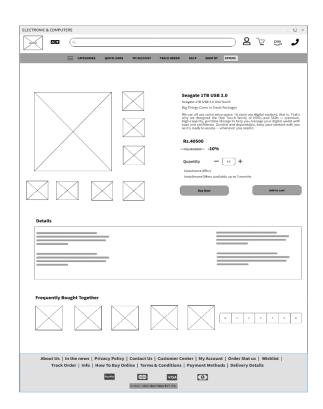




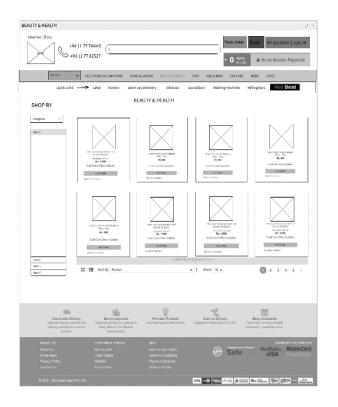


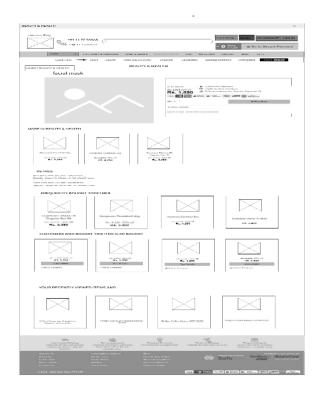


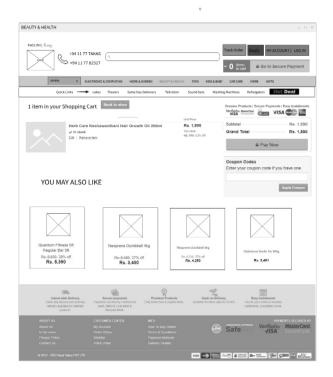


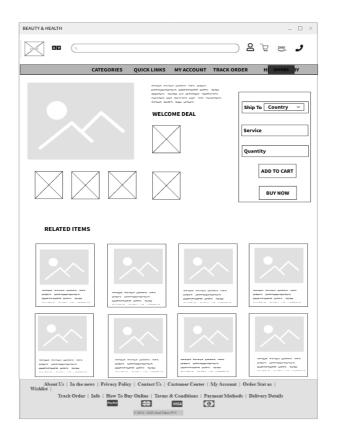


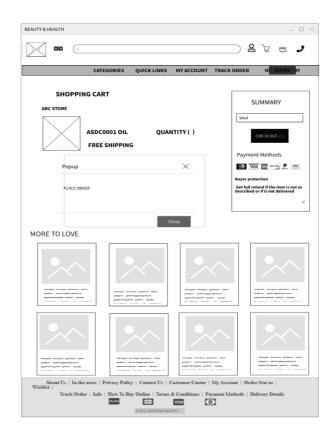
### Member 2: Variant sketches

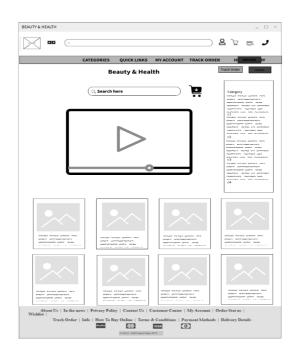




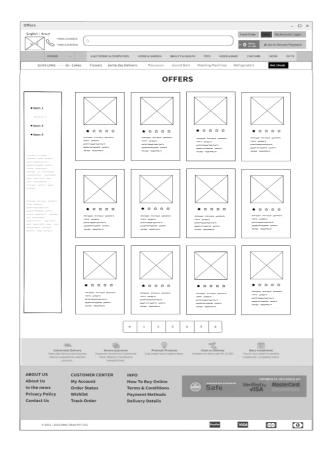


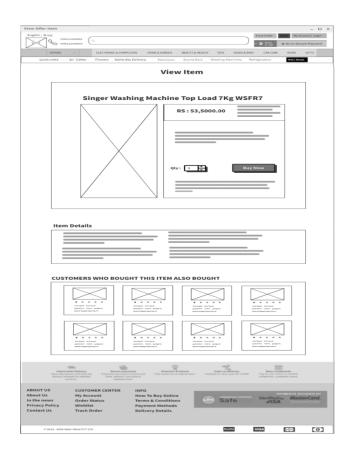


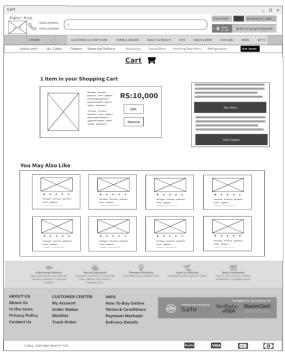


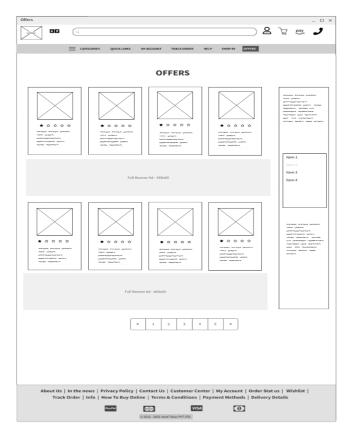


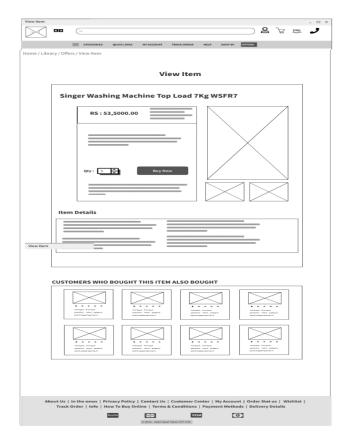
# Member 3: Variant sketches Version 1





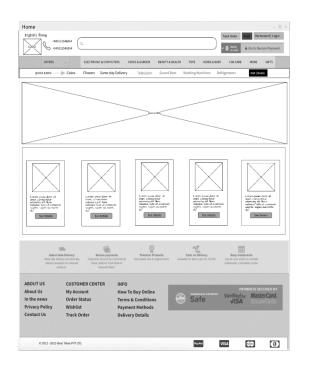


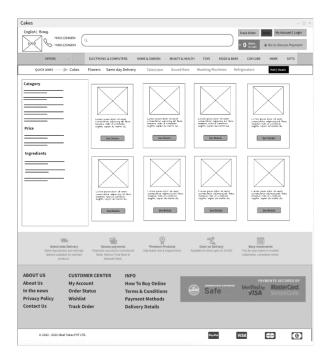


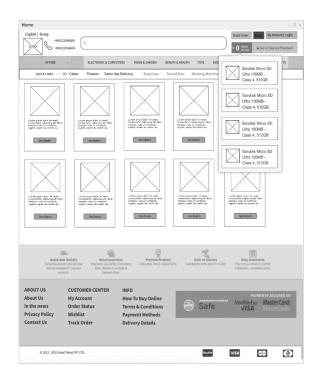


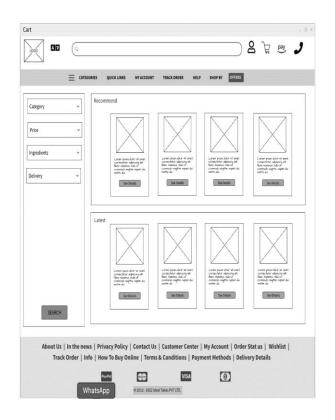


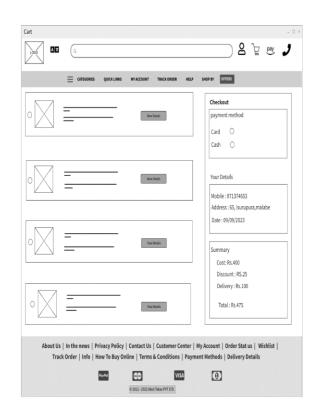
## Member 4 : Variant sketches Version 1

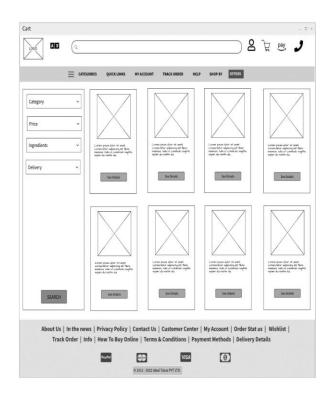












# Member 5 : Variant sketches Version 1

