SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY

HumanComputer Interaction – IT3060 Assignment 1

Project Title: User Research Techniques

Group Number: 2024-WD-S1-69

Group name - Lumens

Group Member Details: student ID, name, workload distribution

STUDENT ID	STUDENT NAME	WORKLOAD DISTRIBUTION
IT22626110	Thilakarathna HMSD	Profile Login / Register Home Low Price Guarantee
IT22578396	Dayarathne R.D.T.N	Feedback Tracking Delivery User Dashboard Terms & Conditions
IT22575944	P.R.Reid	Cart Payment Method Product Pre-Order Privacy Policy
IT22581716	M.M.D.Perera	Refund Wishlist Gift cards Author Page
IT22599872	Kumara H.P.K.D	Contact Us Reset Password About Us BookFlix

Project description

We are redesigning Makeenbooks.com, an e-commerce site selling books, to address its current usability problems. The website's user interfaces are visually unappealing, lack creativity, and fail to engage users, leading to a poor user experience that may discourage visitors from exploring or making purchases.

After a thorough review, we've identified key areas needing improvement. Our redesign will focus on updating the color theme, enhancing the layout for easier navigation, and standardizing element sizes and colors. These changes aim to create a more user-friendly and engaging experience.

Our goal is to make the website more welcoming and interactive, encouraging users to explore with confidence and improve their overall experience.

Website Link: https://www.makeenbooks.com/ Makeenbooks.com

Alternative Considered

- https://neoview.lk/
  - Insufficient pages, lack of CRUD operations, limited content variety, and a simple UI hinder comprehensive redesign and improvements

- https://www.hitad.lk/
  - The interface lacks CRUD operations, design features, detailed content, and user engagement analysis capabilities.

- https://ramanifernando.com/
  - The redesign is constrained by limited pages and content, lacks CRUD operations, has minimal features for enhancements, and a basic user interface that needs detailed usability improvements.

- https://www.lankaholidays.com/rent-a-car-van/car-hire.php?ref=cmd
  - The redesign lacks CRUD operations for bookings and user info, has an outdated design, and insufficient content for detailed user experience improvements.

User groups identified

- Expert User – Book blogger
- Intermediate user – university student
- Novice User – private school teacher

3 Personas For Selected

Expert User - Book Blogger

ERANDI AMARASEKARA

AGE: 24

GENDER: FEMALE

OCCUPATION:
THE BOOK REVIEWER & BLOGGER

ABOUT

Erandi is a 24-year-old book reviewer and blogger. He loves discovering new releases and sharing his thoughts through reviews on his blog and social media. He enjoys staying updated on industry trends and connecting with the literary community.

PERSONALITY

Book Enthusiasm :

Tech Savviness

Community Engagement

Content Creation

GOALS

- Discover and review new book releases.
- Access advanced reader copies (ARCs) and pre-release books.
- Share reviews and ratings on various platforms.
- Stay updated on book industry trends and new releases.

MOTIVATIONS

- Price
- Convenience
- Speed
- Personality

FAVORITE BRAND

BEHAVIOURS

- Regularly seeks out new books for review and content creation.
- Share reviews on blogs and social media.
- Looks for opportunities to engage with other readers and author

ABOUT

Abhishek is a third-year student at SLIIT, where she is pursuing a degree in Information Technology. She is passionate about books, enjoys exploring various genres, and is an active member of the university's book club. Amara hopes to inspire others with her love for reading.

PERSONALITY

Book Enthusiasm :

Tech Savviness

Community Engagement

Content Creation

GOALS

- Discover new books in favourite genres.
- Build a personal library.
- Engage with a community of readers through reviews and ratings.

MOTIVATIONS

- Price
- Convenience
- Speed
- Personality

FAVORITE BRAND

BEHAVIOURS

- Regularly visits the site for book recommendations.
- Prefers e-books for convenience but occasionally buys physical copies.
- Participates in loyalty programs and looks for discounts.

ABHISHEK PEIRIS

AGE: 23

GENDER: MALE

OCCUPATION:
UNIVERSITY STUDENT

ABOUT

Ishara is a private school teacher who is passionate about books. He seeks out educational resources to improve his teaching and expand his knowledge, and he is always eager to share what he learns with his students.

PERSONALITY

Book Enthusiasm :

Tech Savviness

Community Engagement

Content Creation

GOALS

- find books that are suitable for educational purposes.
- Stay updated on the latest academic publications.
- Access textbooks and reference materials.
- Obtain books for classroom reading and teaching aids

MOTIVATIONS

- Price
- Convenience
- Speed
- Personality

FAVORITE BRAND

Akur

D.GUNASEN
Est.1913

BEHAVIOURS

- Regularly purchases books in bulk for classrooms or libraries.
- Seeks out academic discounts or institutional access.
- Engage with the site's content to find reviews and recommendations from other educators.

ISHARA SEWWANDI

AGE: 24

GENDER: FEMALE

OCCUPATION:

PRIVATE SCHOOL TEACHER

Usability issues identified by the students

1. student userbility issues

2. Cluttered layout makes it hard to focus on key elements.

3. Inconsistent design creates a disjointed experience.

4. Poor mobile optimization affects usability on different devices.

5. Confusing navigation paths hinder finding content.

6. Long load times hurt user engagement.

7. Broken links frustrate users and block access.

8. Poor readability due to hard-to-read text.

9. Lack of clear calls to action leads to user indecision.

10. Outdated design does not meet current trends.

11. Missing search function makes finding content difficult.

12. Very small text is hard to read on all devices.

13. Improper icon usage causes confusion.

14. Poor form design makes input and submission difficult.

15. Ineffective element placement disrupts user flow.

16. Underutilized header and footer fail to engage users.

17. Poor color combination affects visual appeal and readability.

18. Excessive form fields overwhelm users.

Scripts for contextual inquiry for 3 users

Expert User - Book Blogger

Background Description of the user	Questions to be asked from the user	Tasks to be given to the user
Ms. Erandi Amarasekara is a 25-year-old book reviewer and blogger. She loves discovering new releases and sharing his thoughts through reviews on her blog and social media. She enjoys staying updated on industry trends and connecting with the literary community.	- What led you to discover the MakeenBooks website, and what motivated you to start using it? - What was your initial impression when you first visited the website? - What are your thoughts on the overall page design of MakeenBooks? - Do you like the color scheme and layout of the content on the website? - Were you able to navigate to different sections of the site easily? - Do you have any ideas or suggestions for improving the MakeenBooks website?	- Search for a Book and Add It to Your Wishlist - Review Your Wishlist - Locate the feedback page

Intermediate user - University Student

Background Description of the user	Questions to be asked from the user	Tasks to be given to the user
Mr Abhishek Peiris is a third-year student at SLIIT, where He is pursuing a degree in Information Technology. He is passionate about books, enjoys exploring various genres, and is an active member of the university's book club. Abhishek hopes to inspire others with his love for reading.	- What brought you to discover the Makeenbooks website, and what motivated you to start using it? - What was your initial impression when you first visited the website? - How long have you been using this website? - how has your experience been with navigating the website? - What are your thoughts on the overall design of Makeenbooks? - Do you find the appearance of the website appealing? - what do you think about the color scheme? Does it work well for you? - Do you have any ideas or suggestions for improving the Makeenbooks website?	- Add a Book to the Cart - Select a Book from a Category - Update Your Password

Novice User - private school teacher

Background Description of the user	Questions to be asked from the user	Tasks to be given to the user
background description of the user Ms. Ishara Sewwandi is a private school teacher who is passionate about books. She seeks out educational resources to improve his teaching and expand her knowledge, and She is always eager to share what She learns with her students.	• What led you to discover the makeenbooks website, and what are the things affect you to start using it? • What was your initial impression when you first visited the website? • What do you think about the overall page design? • Do you like the color scheme and content on the website? • Were you able to navigate to other pages easily? • Do you have any ideas or suggestions to improve the makeenbooks website?	• register to the website and make an account • Select a random book and write a comment • Can you find the Contact Us Page

Video Links
- Expert User - Book Blogger
- Intermediate user - University Student
- Novice User - private school teacher

Usability issues identified based on contextual inquiry

Users	Usability Issues
Erandi	- Confusing links and icons hinder navigation. - No proper navigation or menu bar. - Pop-up navigation adds confusion. - Childish layout reduces professional appeal. - Color scheme doesn't match the theme. - Long loading times frustrate users. - Lengthy forms discourage completion. - No proper header or footer. - Header font size is too small.
Abhishek	- Simple design is not engaging for users. - Layout is confusing and hard to navigate. - Cart page is difficult to find and is a pop-up, making it less visible. - Cart design is not user-friendly. - Ineffective element placement disrupts user flow. - Lack of clear calls to action leads to user indecision. - Important pages are hard to locate. - Instruction pages are lengthy and difficult to process.
Ishara	- Buttons and registration page are hard to find. - Small font and button sizes make content difficult to see. - Long loading times frustrate users. - Pages and navigation are difficult to locate. - Cluttered footer with all navigation links is overwhelming. - Forms are too long, requiring all fields to be filled. - Cluttered homepage makes it hard to find anything.

Ratings of the Usability problems as high medium and low

Issues	High	Medium	Low
Cluttered layout	■		
Inconsistent Design	■		
Poor Mobile Optimization	■		
Navigation Issues			■
Slow Load Times			■
Broken Links	■		
Poor Readability	■		
Lack of Clear to Action	■		
Outdated design	■		
Missing Search Function		■	
Very small texts	■		
Icons not used properly			■
Poor form design	■		
Poor element placement		■	
A header and footer that were not utilized	■		
Poor color combination	■		
Too many form content		■	

Time schedule (Gantt chart)

	ACTIVITIES	ASSIGNEE	EH	START	DUE	STATUS	%
	Finding a Website:		-	22/Jul	31/Jul		100%
1	Finding Websites with usabil...	Unassigned	-	22/Jul	22/Jul	Finished	100%
2	Finding Usability issues of e...	Unassigned	-	25/Jul	28/Jul	Finished	100%
3	Choose one website	Unassigned	-	29/Jul	31/Jul	Finished	100%
	Project Discussion:		-	01/Aug	02/Aug		100%
5	Workload Distribution	Unassigned	-	01/Aug	02/Aug	Finished	100%
	Stakeholders:		-	03/Aug	16/Aug		100%
7	Identify Stakeholders	Unassigned	-	03/Aug	04/Aug	Finished	100%
8	Creating personas	Unassigned	-	05/Aug	07/Aug	Finished	100%
9	Contextual Inquiry	Unassigned	-	08/Aug	10/Aug	Finished	100%
10	Video Recording	Unassigned	-	11/Aug	13/Aug	Finished	100%
11	Writing Script	Unassigned	-	14/Aug	16/Aug	Finished	100%
	Documentation:		-	17/Aug	18/Aug		100%
13	Analyse the final Document	Unassigned	-	17/Aug	18/Aug	Finished	100%