**Part A**

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| Audience Analysis :  User age: 13 to 50  Gender: Female  For users that love to follow new trends. |
| Persona:  Wendy is a 20 year old and just graduated from polytechnic with a diploma of business in finance. During her free time, she will scroll the website. Wendy came across the website recommendation through social media. |

**Part C**

Heuristic Evaluation:

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| Match between system and real world | * The system should speak the user’s language with words, phrases and concepts familiar to the user, rather than using system-oriented terms e.g. use terms such as “Medical Record” instead of assuming users understand what “MR” means. * Follow real-world conventions, making information appear in a natural and logical order e.g. categorize cars into Sports, MPV, Hybrid etc. * Support user’s mental models i.e. use physical, real-world model such as the use of metaphors |
| Help users recognize, diagnose and recover from error. | If the user fails to select all boxes, the system clearly indicates why the error has happened and what they need to do to resolve it. The system provides visual cues to make it more clear (e.g. last box’s text highlighted in red). |
| Error Prevention | While creating a password in the registration page, the guidance on strong password warning appears beside the text box. |
| Flexibility and efficiency of use | * Efficient layout & design to facilitate scanning. * Interactive tools for instant decision making. * Accelerators – unseen by the novice users (beginners) – may often speed up the interaction for the expert (experienced) users. Allow users to tailor frequent actions. |

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| **Criteria** |  | **Description** |
| Describe the scope and purpose of your usability test. |  | Scope: Indicate what you are testing. Give the name of the website or web application. Specify how much of the product the test will cover e.g. the prototype, the navigation, the content. |
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| Give one example of problems, for each severity level.   * Critical * Serious * Minor |  | **Critical:** Password or username enter wrongly  **Serious:** Image did not display on website  **Minor:** Spelling error |
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| Quantitative metrics  (comment on any one of the following)   * Successful task completion * No. of critical errors * No. of non-critical errors * Error-free rate * Time on task |  | **Time On Task:**  Test how much time the user take to look into the website and choice the style of clothes that they like and purchase them. |
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| Qualitative metrics  (comment on any one of the followings)   * Satisfaction ratings * Recommendations * Likes and dislikes * Preferences over different versions |  | **Preferences over different visions:**  The user prefer the older vision compared to the current as there is not many features and easier to use. |