

Cex

**Complete Entertainment
eXchange**

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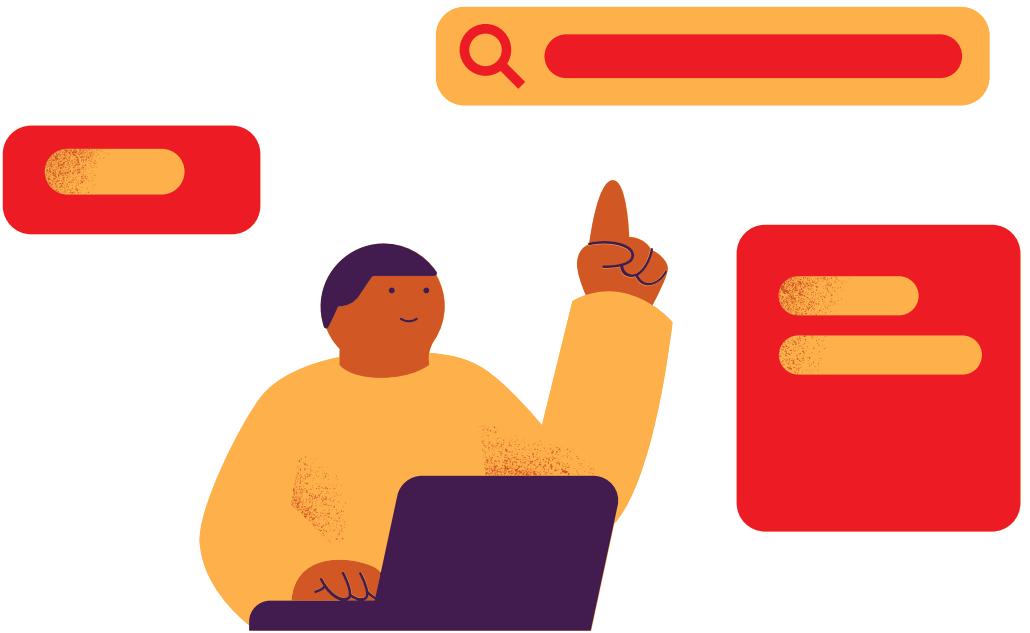
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IHC - P1

2022/2023

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1 Why did we choose this website?



- ▶ Personal experience
- ▶ Lots of improvements to be made
- ▶ Popularity among consumers looking to buy and/or sell electronics, games

The image shows the homepage and several product listing pages from the CeX website. The homepage features the CeX logo, navigation links like 'Iniciar Sessão', 'Registar', 'Acerca da CeX', 'Carreiras', 'Lojas', 'Franquia', and 'Suporte'. It also highlights '3 ANOS DE GARANTIA' and offers to 'RECOLHEMOS EM TUA CASA'. Below the homepage are several product listing cards for PlayStation consoles and games, each with a 'quero vender este artigo' (I want to sell this item) and 'quero comprar este artigo' (I want to buy this item) button.

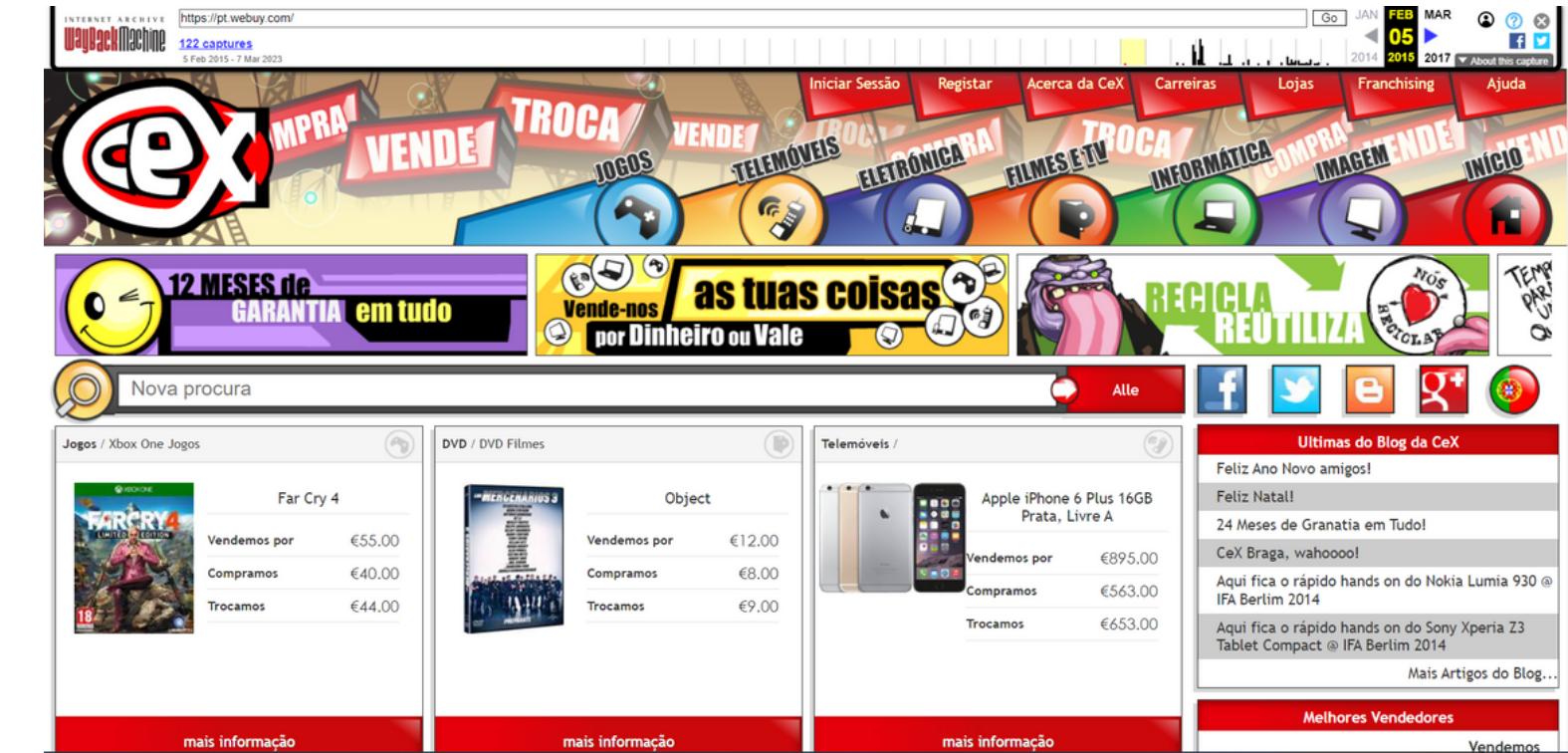
2 About the store

- ▶ Cex is an online platform that allows users to buy and sell electronic products
- ▶ Diverse target audience
- ▶ The main users of this site will be young people and adults



3 Main UI and UX aspects

✓ Product Details and Reviews

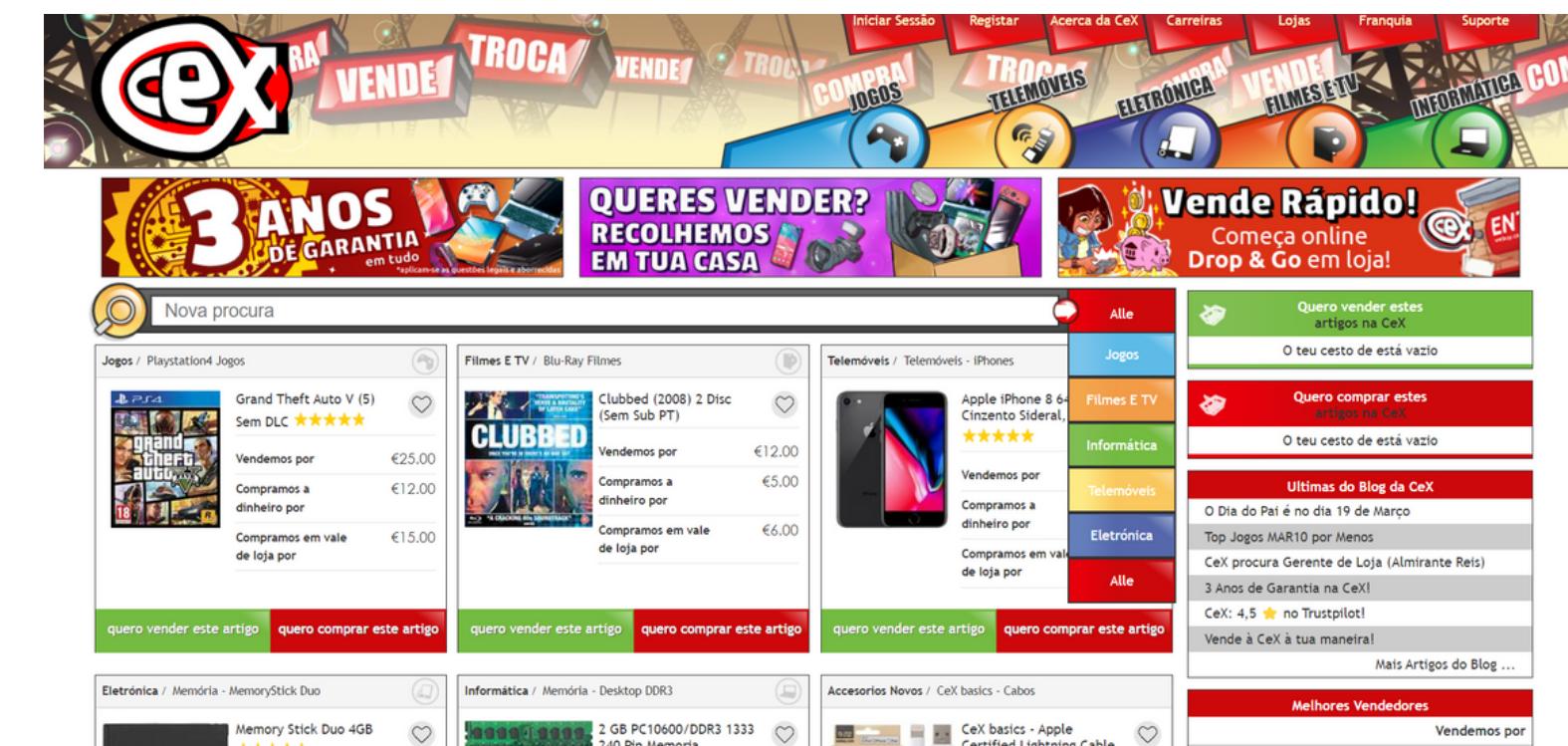


5 de fevereiro
de 2015

✓ Responsive Design

✗ Clashing Colors

✗ Outdated Design



13 de março
de 2023



HEURISTIC EVALUATION

4 Heuristic Evaluation

- To evaluate Cex we are using Jakob Nielsen's general principles for interaction design
- Gathering all usability issues found and rating them in Nielsen's scale

| | |
|---|--|
| 0 | Disagreeing on the existence of a problem |
| 1 | Cosmetic problem only, to be fixed if there is extra time |
| 2 | Minor usability problem, low priority |
| 3 | Major usability problem, high priority |
| 4 | Usability catastrophe: imperative fix before releasing to production |

Nielsen's severity Scale

4 Heuristic Evaluation

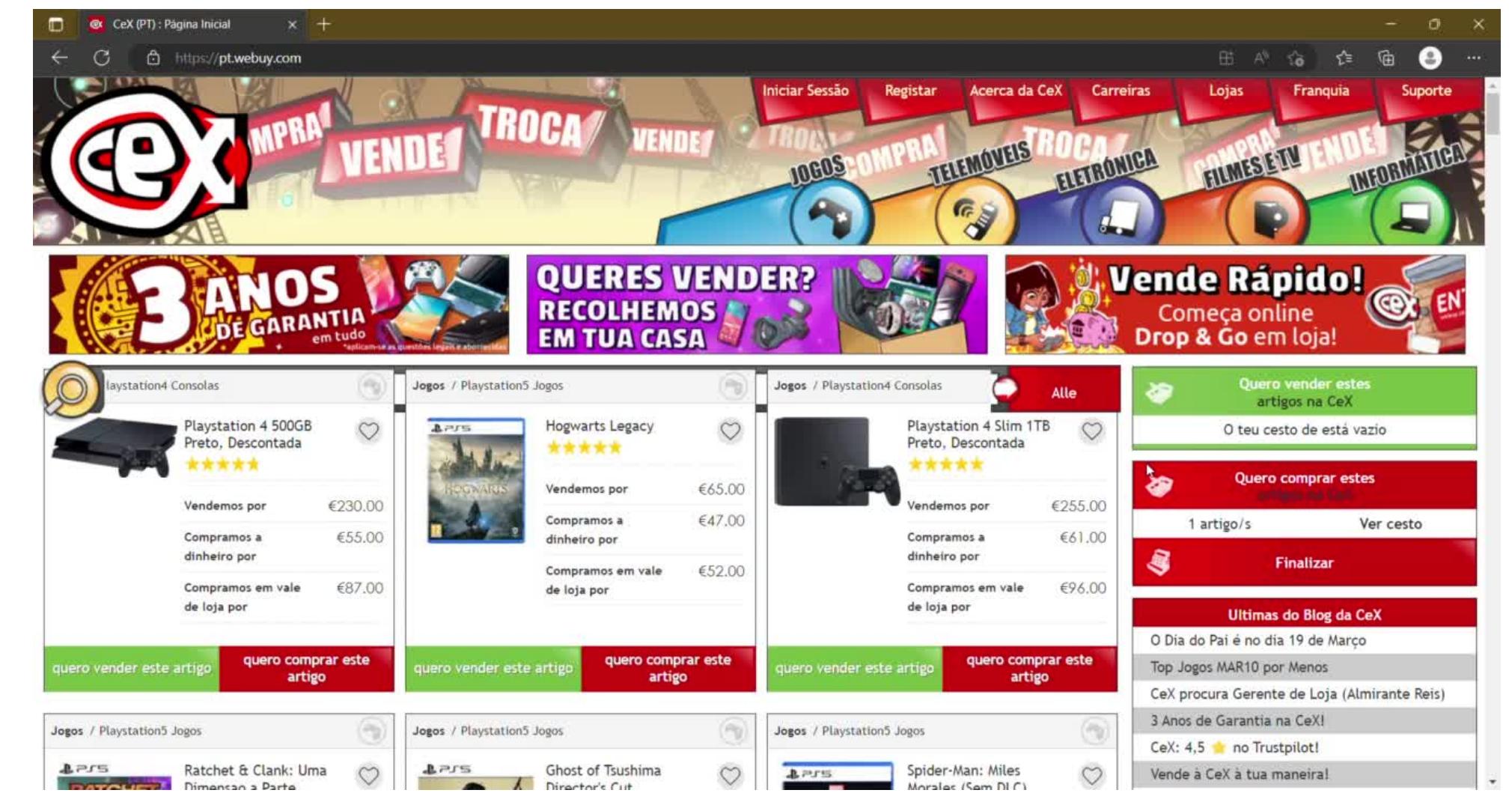
Issue: System Inconsistency

Heuristic: Consistency and standards

Severity: 1

Description: Clicking on the “Suporte” option removes the possibility to login/register and changes the name of other options despite redirecting to it.

Example: “franchising” and “franchise”



4 Heuristic Evaluation

Issue: No feedback regarding user's location

Heuristic: Visibility of system status

Severity: 2

Description: When selecting one of the categories (like "Electronics"), there's no indication of where the user is. At first glance, it is not explicit what is happening.

The screenshot shows the CeX website interface. At the top, there is a navigation bar with various links like 'Iniciar Sessão', 'Registar', 'Acerca da CeX', 'Carreiras', 'Lojas', 'Franquia', and 'Suporte'. Below the navigation is a banner with promotional offers: '3 ANOS DE GARANTIA', 'QUERES VENDER? RECOLHEMOS EM TUA CASA', and 'Vende Rápido! Começa online Drop & Go em loja!'. The main content area features a search bar with 'Nova procura' and a dropdown menu showing 'Alle'. Below the search bar are several product cards. The first card is for 'Eletrónica / Memória - MemoryStick Duo', showing a Memory Stick Duo 4GB with a 5-star rating, a price of €6.00 for selling, and €1.40 for buying. The second card is for 'Eletrónica / Memória - SD Micro', showing a Transflash 128GB with a 4.5-star rating, a price of €20.00 for selling, and €9.00 for buying. The third card is for 'Eletrónica / Auriculares', showing Apple EarPods MMTN2ZM with a 5-star rating, a price of €20.00 for selling, and €9.00 for buying. The fourth card is for 'Eletrónica / Auriculares', showing Apple Airpods 2nd Gen A2031+A2032 In-Ear (Wired Charging Case A1602), C with a 4.5-star rating, a price of €90.00 for selling, and €110.00 for buying. The fifth card is for 'Eletrónica / Memória - MemoryStick Duo', showing a Memory Stick Duo 2GB with a 5-star rating, a price of €4.00 for selling, and €0.90 for buying. On the right side of the page, there are sections for 'Quero vender estes artigos na CeX' (listing items in the cart) and 'Quero comprar estes artigos na CeX' (listing items in the cart). Below these are sections for 'Pesquisar' (Search) and 'Últimas do Blog da CeX' (Recent posts from the blog). The footer includes a link to 'Top 1000 MAR10 por Marca'.

4 Heuristic Evaluation

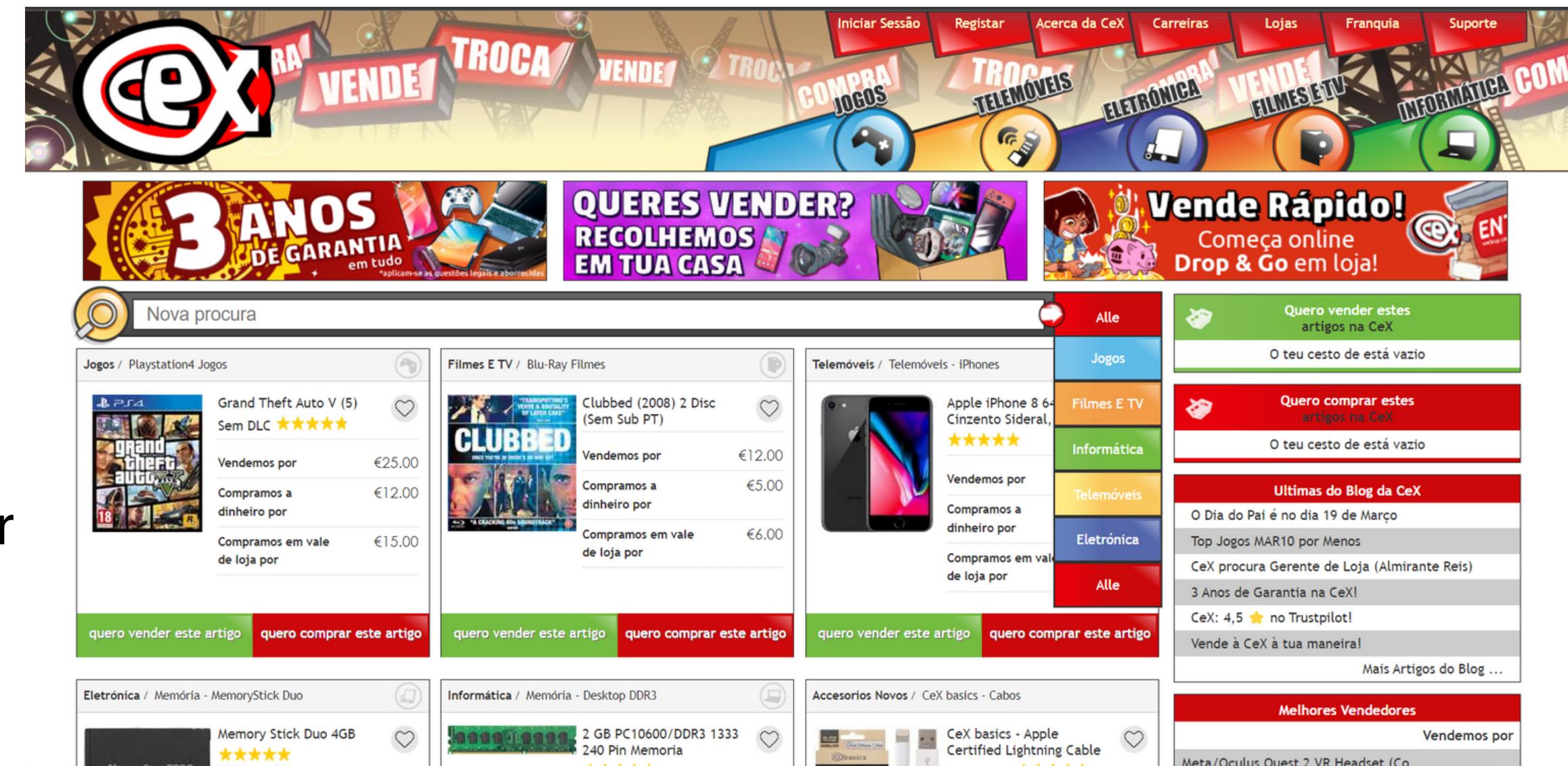
Issue: Missing organization

Heuristic: Recognition vs. Recall

Severity: 3

Description: It has no methods to organize the page, neither by price nor by name.

It is necessary to search for specific articles either by name or by the order that is on the page



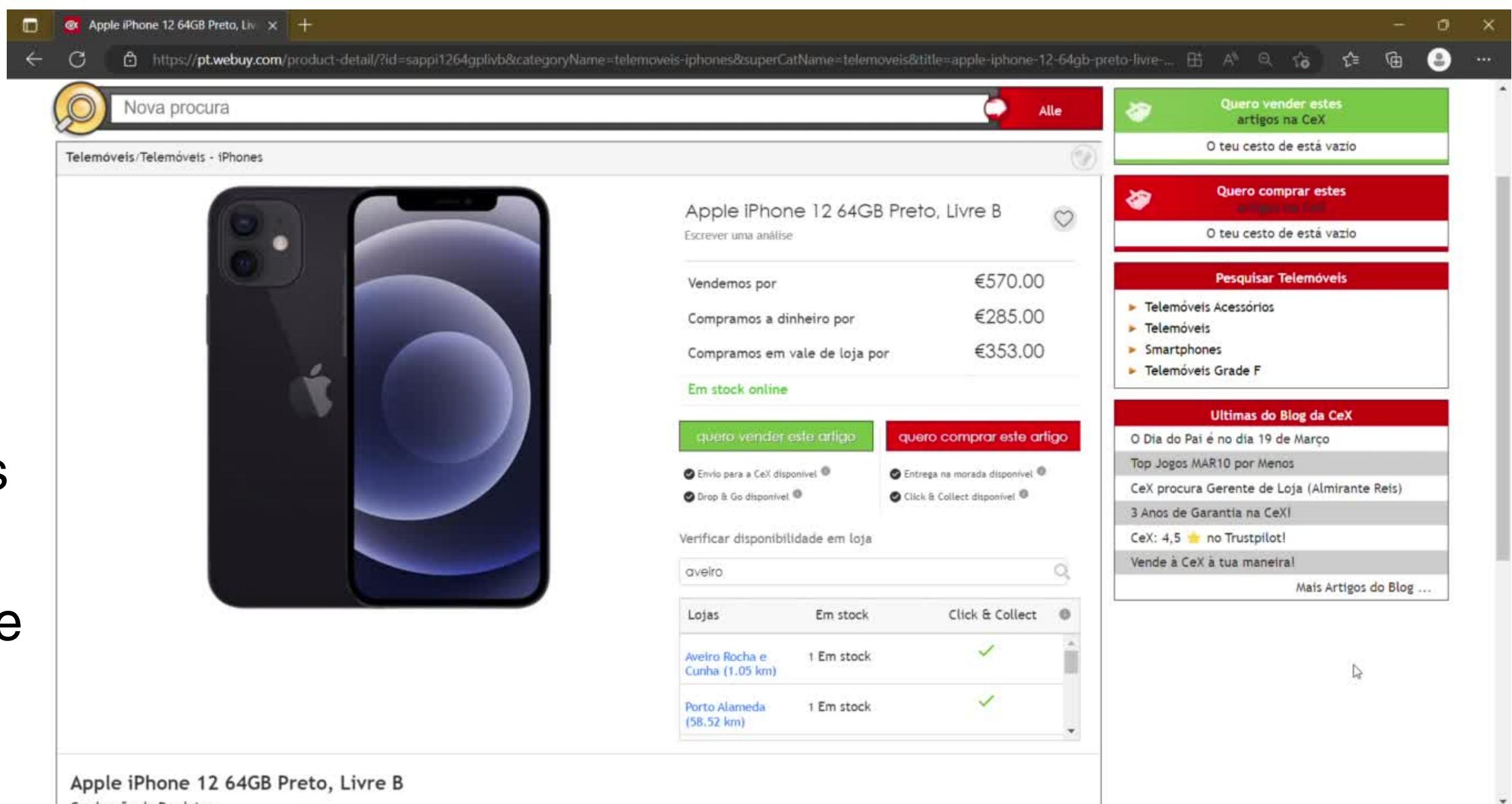
4 Heuristic Evaluation

Issue: Features not working properly

Heuristic: Consistency and standards

Severity: 2

Description: When the costumer looks if a certain item is available in his area, the site provides all the stores that have that item in stock



4 Heuristic Evaluation

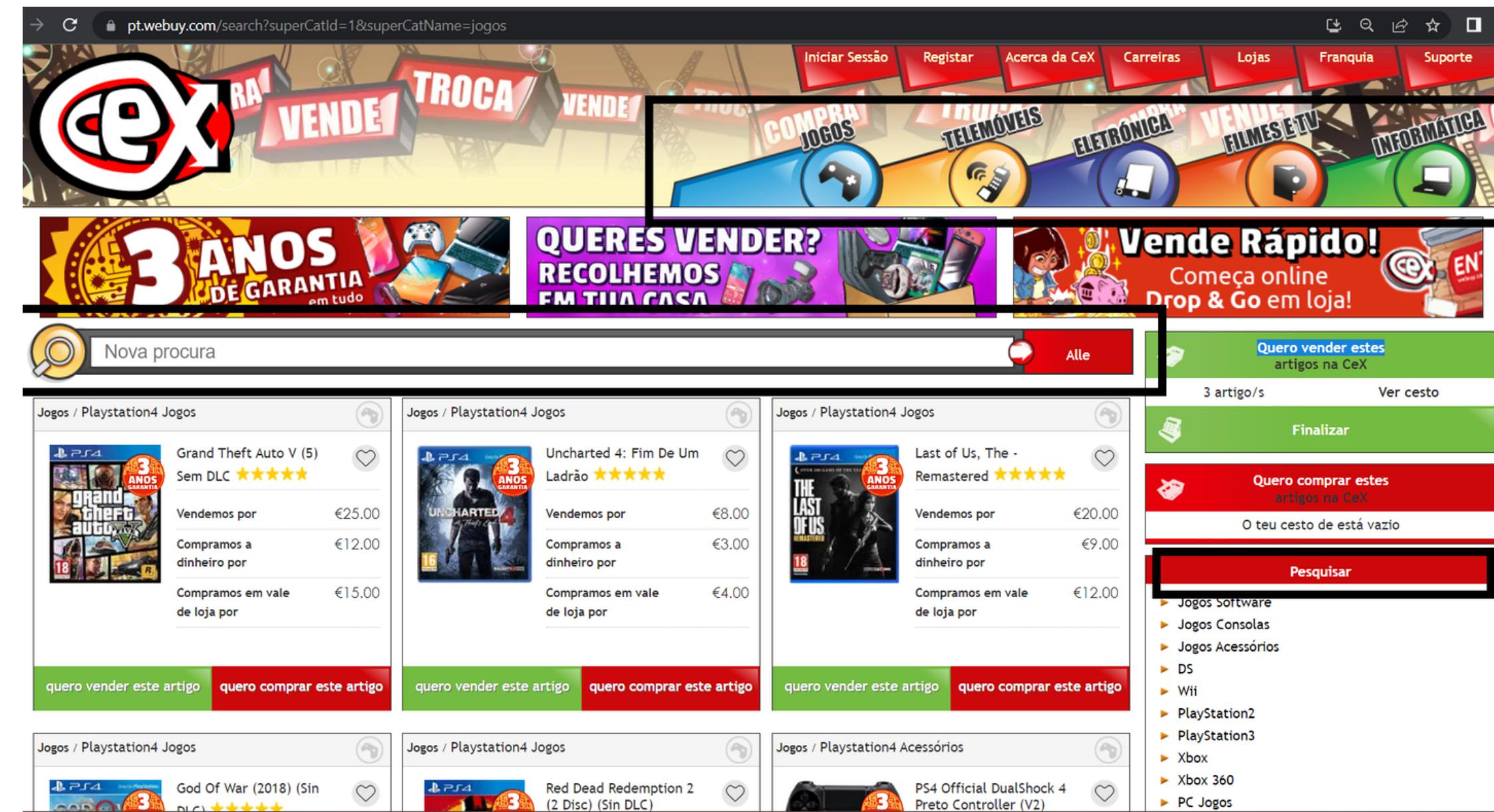
Issue: Too much information

Heuristic: Aesthetic and minimalist design

Severity: 1

Description: On the homepage, there are too many ways to search for a specific "subject".

Where you have the icons, then in the search bar and also on the right side where it says “search”.



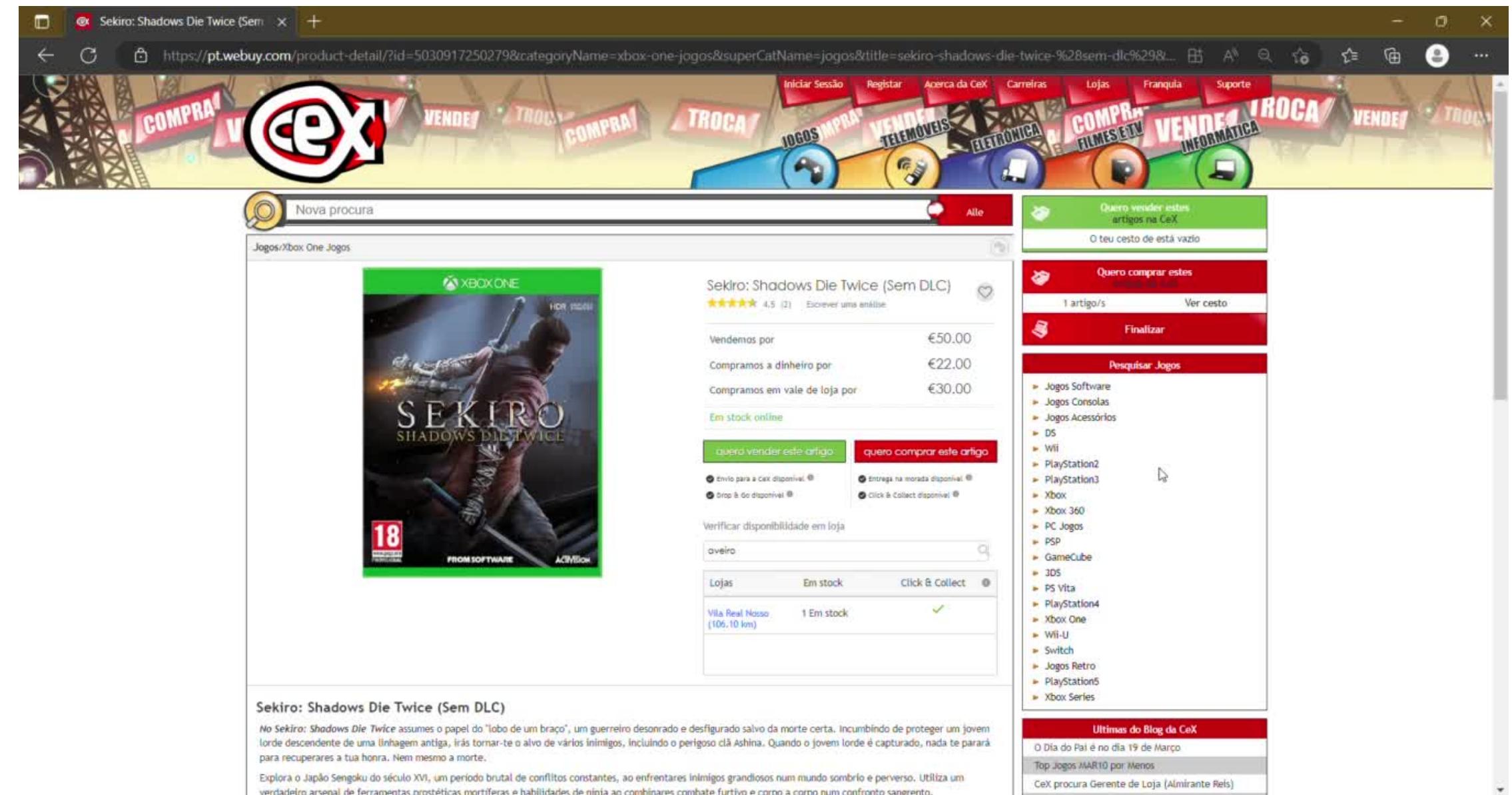
4 Heuristic Evaluation

Issue: Misleading

Heuristic: Recognition rather than recall

Severity: 3

Description: Shopping basket allows you to increase the number of items even if they are not available



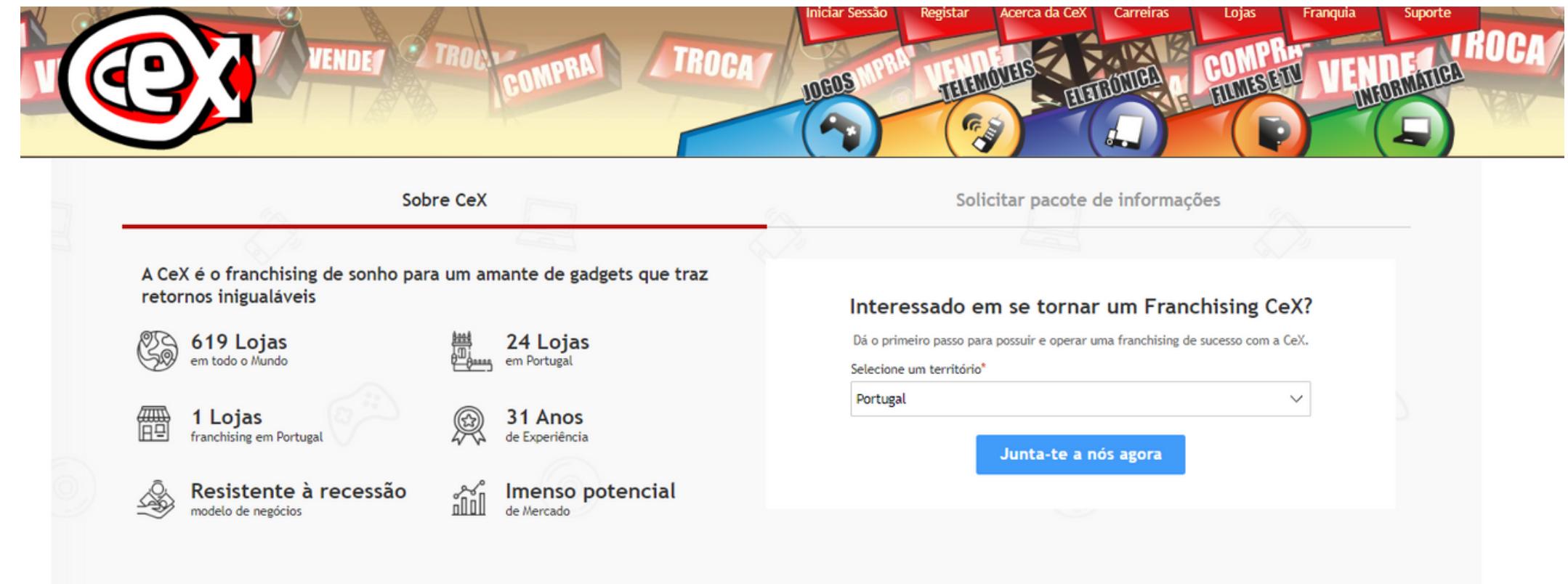
4 Heuristic Evaluation

Issue: 1 Language

Heuristic: Match between system and the real world

Severity: 2

Description: Cex is an international franchise, therefore should have the option to change language of the website.



5 Results

| ISSUE | Marta | Francisco | João | Median |
|--|-------|-----------|------|--------|
| System Inconsistency | 1 | 2 | 1 | 1 |
| No feedback regarding user's location | 2 | 1 | 2 | 2 |
| Missing organization | 3 | 2 | 0 | 1 |
| Features not working properly | 2 | 2 | 2 | 2 |
| Too much information | 2 | 1 | 1 | 1 |
| Misleading | 3 | 3 | 3 | 3 |
| 1 language | 2 | 2 | 1 | 2 |



Cognitive Walkthrough

6 Cognitive Walkthrough

To perform the Cognitive Walkthrough we used the Streamlined Cognitive Walkthrough proposed by Rick Spencer:

- ▶ Q1 – Will the user know what to do at this step?
- ▶ Q2 – Will the user be aware that their previous choice was correct and will help him achieve the goal?



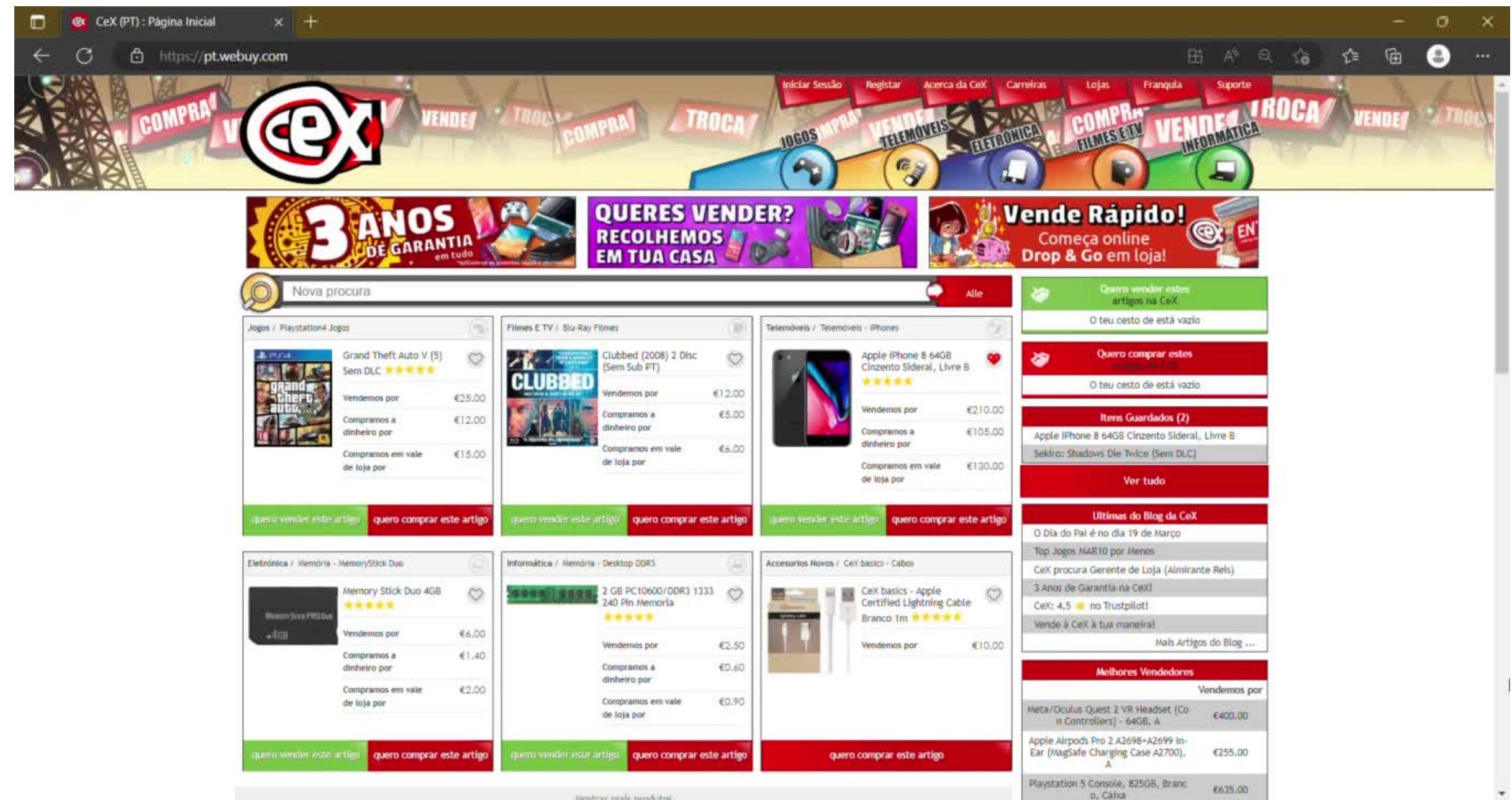
6 Cognitive Walkthrough

Task: Search for a playstation 5 and add one to the cart

User: Any costumer

Q1: yes

Q2: probably yes



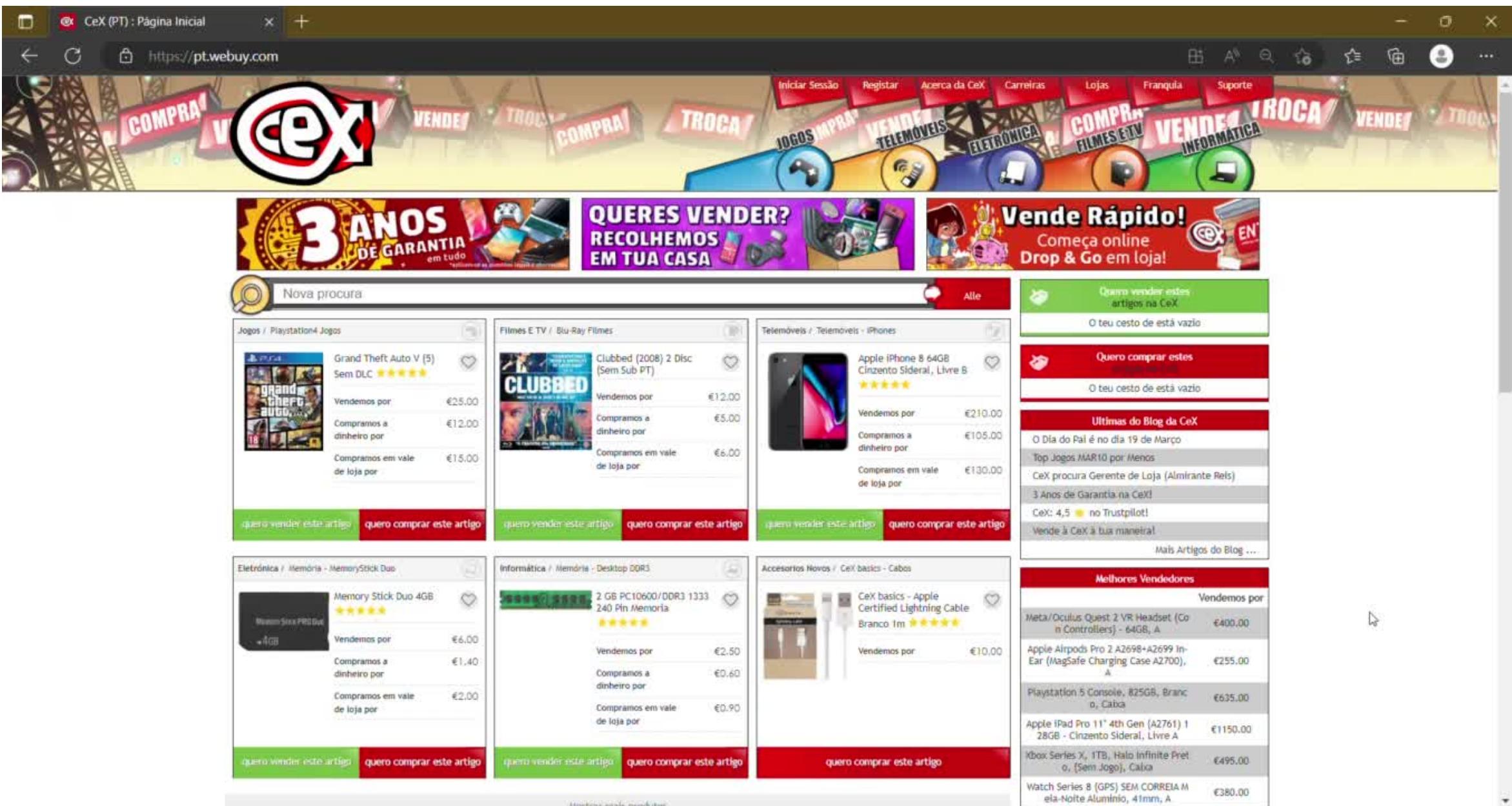
6 Cognitive Walkthrough

Task: Save an item for future purchase

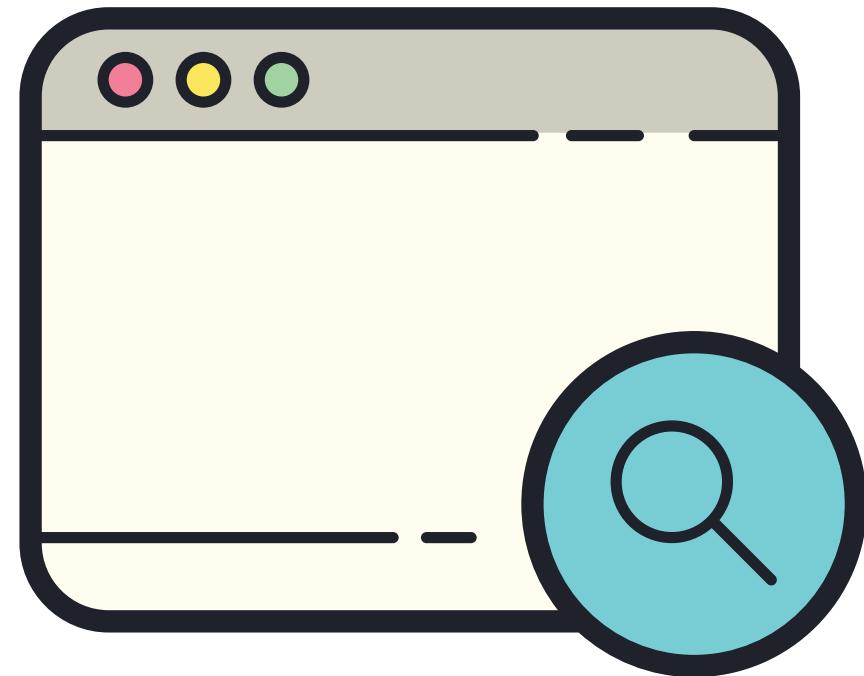
User: Any costumer

Q1: probably yes

Q2: probably not



7 General appreciation of the product



Simple interface



Fulfils its purpose



Easy to use