

6.1 Heuristic Evaluation

Heuristic Review Template (Source: <http://www.uxforthemasses.com/>)

[Enter product name]

Score

Comments



Hover over a guideline for more information, examples of good practice and importance to the overall user experience.

N/A = not applicable
or can't be assessed

Optional - Provide a short rationale for the score, such as a description of the issues found; examples of good practice and the likely impact for users.

Features & functionality

1 Features and functionality meet common user goals and objectives.

Moderate

Users need to spend a long time to identify their required page and some of the functionalities are iterative

2 Features and functionality support users desired workflows.

Moderate

The website does not allow users to save and return later nor allow scope for recovery

3 Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported (e.g. short cuts are available).

Very poor

Shortcuts are virtually unidentifiable and various quick links lead to the same page

4 Users are adequately supported according to their level of expertise (e.g. short cuts for expert users, help and instructions for novice users).

Poor

There is no support given irrespective of expertise, everyone is given the same feedback

5 Call to actions (e.g. register, add to basket, submit) are clear, well labelled and appear clickable.

Good

Yes, the actions are clearly labelled, though the basket is at the top of the page, invisible when we reach the products

Homepage / starting page

6 The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available.

Poor

The navigation panel is illegible and the homepage is highly unordered and out of alignment, it provides very little information though the website actually is capable of many functionalities

7 The home page / starting page is effective in orienting and directing users to their desired information and tasks.

Poor

The User will have a lot of difficulty in navigating to the desired page because the navigation panel is poor and also most of the pages are only accessible through links in the body of the page, which are out of alignment and difficult to spot

8 The homepage / starting page layout is clear and uncluttered with sufficient 'white space'.

Moderate

Layout is improper and the use of unwanted images as button panels makes it unclear.

Navigation

9 Users can easily access the site or application (e.g. the URL is predictable and is returned by search engines).

Very poor

Some of the sub pages are reached by a totally different URL , that seems like an external page .

10 The navigational scheme (e.g. menu) is easy to find, intuitive and consistent.

Poor

The navigation bar is poorly designed and is filled with imaes of cars that overlap the text, which makes it hard to read

11 The navigation has sufficient flexibility to allow users to navigate by their desired means (e.g. searching, browse by type, browse by name, most recent etc...).

Moderate

Search is good while recent and quick links are not efficiently satisfying the need.

12 The site or application structure is clear, easily understood and addresses common user goals.

Moderate

The structure is similar to common shopping websites and hence can be comprehended easily.

13 Links are clear, descriptive and and well labelled.

Poor

Links are very poorly designed, some labels are underlined to appear like lininks which confuses the user, and hence unreliable

14 Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported.

Good

All browser functions are well supported by the website

15 The current location is clearly indicated (e.g. breadcrumb, highlighted menu item).

Moderate

Not every page lets us understand our current location but few web pages do , the top bar is the primary source of understanding .

16 Users can easily get back to the homepage or a relevant start point.

Good

The user can come back to the home page from anywhere directly through the logo or some other link , but this link is hard to identify.

17 A clear and well structure site map or index is provided (where necessary).

Moderate

There is no site map provided anywhere.

Search

18 A consistant, easy to find and easy to use search function is available throughout (where desirable).

Excellent

Search is consistent throughout the website and is clear in alignment and location

19 The search interface is appropriate to meet user goals (e.g. multi-parameter, prioritised results, filtering search results).

Good

There is no much scope for advanced search funtionalities but is appropriate for the type of website

20 The search facility deals well with common searches (e.g. showing most popular results), misspellings and abbreviations.

Very poor

No popular search or previous search features are available

21 Search results are relevant, comprehensive, precise, and well displayed.

Moderate

Search results are displayed at the very bottom of the page and require the user to scroll down to see even 1 result

Control & feedback

22 Prompt and appropriate feedback is given (e.g. following a successful or unsuccessful action).

Moderate

Most important functions have feedback but a large part of the website is unguided

23 Users can easily undo, go back and change or cancel actions; or are at least given the chance to confirm an action before committing (e.g. before placing an order).

Very poor

No scope for correcting mistakes , recoverbility is given

- 24 Users can easily give feedback (e.g. via email or an online feedback / contact us form).

Moderate

Not much scope for feedback is given , contact us is hard to reach

Forms

- 25 Complex forms and processes are broken up into readily understood steps and sections. Where a process is used a progress indicator is present with clear numbers or named stages.

Moderate

The process or the steps are clearly indicated through a navigation pane at the top

- 26 A minimal amount of information is requested and where required justification is given for asking for information (e.g. date of birth, telephone number).

Poor

Large number of forms are required to fill which contain certain redundant data, unnecessary information.

- 27 Required and optional form fields are clearly indicated.

Very poor

They are not indicated until the form is submitted , this makes the task difficult

- 28 Appropriate input fields (e.g. calendar for date selection, drop down for selection) are used and required formats are indicated.

Moderate

Certain text boxes could be replaced bu radio buttons, drop down and make the task easier

- 29 Help and instructions (e.g. examples, information required) are provided where necessary.

Moderate

Help is not very efficient and is hard to reach and once the user enters the form , the user has to redo if help is reached.

Errors

- 30 Errors are clear, easily identifiable and appear in appropriate location (e.g. adjacent to data entry field, adjacent to form, etc.).

Moderate

Every form error is clearly indicated adjacent to the field

- 31 Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary.

Moderate

Error messages use standard lines similar to comon website forms

32 Common user errors (e.g. missing fields, invalid formats, invalid selections) have been taken into consideration and where possible prevented.

Moderate

This has been handled properly though there could be a field guiding the user to prevent these

33 Users are able to easily recover (i.e. not have to start again) from errors.

Very poor

Recoverability is extinct in the website

Content & text

34 Content available (e.g. text, images, video) is appropriate and sufficiently relevant, and detailed to meet user goals.

Very poor

There are a lot of irrelevant pictures which distract the user's attention and overlap important content

35 Links to other useful and relevant content (e.g. related pages or external websites) are available and shown in context.

Poor

Most links are present inside the body surrounded by pictures animations and irrelevant data

36 Language, terminology and tone used is appropriate and readily understood by the target audience.

Excellent

Language used is excellent

37 Terms, language and tone used are consistent (e.g. the same term is used throughout).

Excellent

Consistent terms and tone employs the same professionalism throughout

38 Text and content is legible and scanable, with good typography and visual contrast.

Very poor

Text is illegible and hard to read

Help

39 Online help is provided and is suitable for the user base (e.g. is written in easy to understand language and only uses recognised terms). Where appropriate contextual help is provided.

Moderate

Clear online help is provided, however the means are low

40	Online help is concise, easy to read and written in easy to understand language.	Moderate	<i>Pre defined help contents are clear but limited in load</i>
41	Accessing online help does not impede users (i.e. they can resume work where they left off after accessing help).	Very poor	<i>They cannot resume work , they have to start from scratch</i>
42	Users can easily get further help (e.g. telephone or email address).	Moderate	<i>email and telephone help seem fairly accessible</i>

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays).	Moderate	<i>The presence of an extensive amount of images in the homepage and the shop makes it a bit slow and all content load at a different pace</i>
44	Errors and reliability issues don't inhibit the user experience.	Moderate	<i>Error handling does create some User experience issues but site is quite reliable</i>
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported.	Moderate	<i>There were no issues spotted across multiple browsers but the webpage content was very poor in resolution which needs to be handled.</i>

Overall usability score (out of 100) *	55	-	Moderate
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* Very poor (less than 29) - Users are likely to experience very significant difficulties using this site or system and might not be able to complete a significant number of important tasks.

* Poor (between 29 and 49) - Users are likely to experience some difficulties using this site or system and might not be able to complete some important tasks.

* Moderate (between 49 and 69) - Users should be able to use this site or system and complete most important tasks, however the user experience could be significantly improved.

* Good (between 69 and 89) - Users should be able to use this site or system with relative ease and should be able to complete the vast majority of important tasks.

* Excellent (more than 89) - This site or system provides an excellent user experience for users. Users should be able to complete all important tasks on the site or system.

Usability guidelines

Importance

Features & functionality

1	Features and functionality meet common user goals and objectives Key and common user goals and objectives (e.g. carry out some transaction, find some information, carry out some research etc...) should have been identified and addressed. Ideally the site or application should allow users to meet all of their key goals and objectives.	Very Low
2	Features and functionality support users desired workflows The site or application should support or at least be compatible with the way that users wish to work. For example, users might want to be able to carry out bulk transactions or be able to save and return to their work.	Very High
3	Frequently-used tasks are readily available (e.g. easily accessible from the homepage) and well supported For example short cuts and a login to retrieve details might be provided to speed up the completion of frequently carried out tasks.	Low
4	Users are adequately supported according to their level of expertise For example, novice users are given help and instructions and features are progressively disclosed (e.g. advanced features not being shown by default).	Medium
5	Calls to action (e.g. register, add to basket, submit) are clear, well labelled and appear clickable Possible actions should always be clear and the primary call to action (i.e. the most common or desirable user action) should stand out on the page or screen.	Medium

Homepage / starting page

6	The Homepage / starting page provides a clear snapshot and overview of the content, features and functionality available For example, an introduction and overview of the site is provided together with section snapshots and example content.	Medium
7	The homepage / starting page is effective in orienting and directing users to their desired information and tasks Users should be able to work out where they need to go to complete a given task (e.g. carry out some research, complete a transaction).	High
8	The homepage / starting page layout is clear and uncluttered with sufficient 'white space' Users should be able to quickly scan the homepage and make sense of both the content available and of how the site is structured.	Medium

Navigation

9	Users can easily access the site or application For example, the URL is predictable and is returned by search engines. If a user attempts to find the site via a search engine, it should ideally be returned on the first page of search results for likely queries.	Low
10	The navigational scheme is easy to find, intuitive and consistent Users should be able to very easily locate and use the navigational scheme (e.g. left hand menu, top menu, tabbed menu), and it should not be significantly different across the site or application (unless a decision has been made to specifically differentiate a given section or area).	Low
11	The navigation has sufficient flexibility to allow users to navigate by their desired means For example a user might want to be able to search for an item or browse by size, name or type. Although not all user preferences can or indeed should be addressed, the most useful and common navigational means should be supported.	Medium
12	The site or application structure is clear, easily understood and addresses common user goals For example, gathering information, submitting data, carrying out research. Users should be able to work out where they need to go to carry out common user goals and be able to quickly gain an understanding of how the site or application is structured.	Very high
13	Links are clear, descriptive and well labelled Links should be clearly 'clickable' (e.g. underlined or colourised) and it should be clear to users where any given link goes to. Non-descriptive links such as 'click here' should be avoided and any links going to an external website or opening a new window should be identified as such.	Medium
14	Browser standard functions (e.g. 'back', 'forward', 'bookmark') are supported Users should be able to bookmark a page (or be presented with a URL to use) and go back and forth without breaking the site or losing any information they have entered.	High
15	The current location is clearly indicated (e.g. breadcrumb, highlighted menu item) Users should always know where they are in the site or application.	Low
16	Users can easily get back to the homepage or a relevant start point For example, a homepage link might be part of the breadcrumb or a home link might be available as part of the header.	Low
17	A clear and well structure site map or index is provided (where necessary) The sitemap might be part of the header or footer and should ideally be available from every page on the site.	Very low

Search

18	A consistent, easy to find and easy to use search function is available throughout The search function (where required) should be directly available from most pages on the site or application and should be consistently positioned (e.g. top left, top right or top centre).	High
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19	The search interface is appropriate to meet user goals For example users are able to filter search results, an advanced search is available (if necessary) and common search conventions such as quotation marks (") and natural language searches are handled.	High
20	The search facility deals well with common searches, misspellings and abbreviations Ideally synonyms (e.g. 'coat' should also match 'jacket') should mean that logical and appropriate search results are returned for common user queries. Popular search results (e.g. top matches) should also be identified for common queries.	Low
21	Search results are relevant, comprehensive, precise, and well displayed It should be easy for users to see what has been returned, to work out why something has been returned and to determine how many results there are.	High

Control & feedback

22	Prompt and appropriate feedback is given For example, a confirmation message is shown following a successful transaction, input errors are promptly highlighted and it's made clear to users when a page has been updated.	High
23	Users can easily undo, go back and change, or cancel actions If an action can not be undo then users should at least be given the chance to confirm an action before committing (e.g. before placing an order). For example, users can return to a step and change their options or dynamically change a value without having to start again. Where an action can't be undone (e.g. a deletion), this should be made clear to users.	Medium
24	Users can easily give feedback For example, via email or an online feedback / contact us form. There should be an indication of how long users can expect to wait for a response if a query has been made.	Very low

Forms

25	Complex forms and processes are broken up into readily understood steps and sections For example, a checkout process might be broken up in to 'address', 'delivery options', 'payment' and 'confirmation'. Where a process is used a progress indicator is present with clear numbers or named stages.	Medium
26	A minimal amount of information is requested and where necessary justification is given for asking for information For example a site might outline that a telephone number is required in case there is an issue with a transaction. Users shouldn't be asked for extraneous information and where possible information should be auto populated (e.g. postcode lookup, code lookup) to keep input to a minimum.	Low
27	Required and optional form fields are clearly indicated (e.g. using text or "*") Where most fields are required the optional fields should be identified and when most fields are optional the required fields should be identified.	Low

28	Appropriate input fields are used and required formats are indicated Appropriate input fields might include calendar for date selection, drop downs for selection and radio button for small selections. Text might be used to indicate the required format or an example might be provided. Field lengths should correspond to the expected input so for example an email input field should be long, where as an initials input field should be very short.	Medium
29	Help and instructions (e.g. examples, information required) are provided where necessary Where input is non trivial or is likely to require some explanation this should be provided. Where a-lot of explanation is necessary a link to a page outlining what is required should be provided.	Medium

Errors

30	Errors are clear, easily identified and appear in appropriate locations Errors should be immediately apparent to users and ideally be located close to the offending input or function (e.g. adjacent to an input entry field). Inputs causing an error should be highlighted, together with an explanation for the error.	High
31	Error messages are concise, written in easy to understand language and describe what's occurred and what action is necessary Errors should avoid using very technical terms or jargon and should be written from the user's perspective.	Medium
32	Common user errors have been taken into consideration and where possible prevented Common user errors might be missing fields, invalid formats and invalid selections. For example, fields might limit input to particular a format (e.g. numbers only) or only become available once certain criteria have been met. JavaScript might also be utilised to provide immediate feedback for common formatting errors or errors caused by missing fields.	Medium
33	Users are able to easily recover (i.e. not have to start again) from errors For example, users might be able to re-edit and resubmit a form or enter a different value.	Medium

Content & text

34	Content available (e.g. text, images, video, audio) is appropriate and sufficiently relevant, and detailed to meet user goals Content should also be appropriately formatted, so for example videos and audio should be directly playable (i.e. shouldn't need to be downloaded to be played) and images should be of a sufficient quality.	Very high
35	Links to other useful and relevant content (e.g. related pages, external websites or documents) are available and shown in context For example there might be links from an article to related articles, related content or related external websites.	Low
36	Language, terminology and tone used is appropriate and readily understood by the target audience Jargon should be kept to a minimum and plain language should be used where ever possible.	High

37	Terms, language and tone used are consistent (e.g. the same term is used throughout) Capitalisation (e.g. 'Main title'; 'Main Title'; 'MAIN TITLE') and grammar should be consistent, together with the use of formal or informal terms (e.g. could not vs couldn't; what's vs what is etc...).	Medium
38	Text and content is legible and scanable, with good typography and visual contrast Users should be able to quickly scan headers and body text, in order to get an overview of what's available.	Medium

Help

39	Online help is provided and is suitable for the user base Help should be written in easy to understand language and only uses recognised terms. Users should be able to easily find and access help and where appropriate contextual help should be available, such as help for a specific page, feature or process.	High
40	Online help is concise, easy to read and written in easy to understand language Help should cover the essentials without providing excessive detail and shouldn't use jargon or technical terminology that isn't likely to be understood by users.	Medium
41	Accessing online help does not impede users Users should be able to resume work where they left off after accessing help. Ideally help should be available directly on a page or using a new window. If help is provided in the form of a document, it should be formatted for the web (e.g. PDF, rather than a Word document).	Medium
42	Users can easily get further help (e.g. telephone or email address) If a telephone help number is provided the hours of operation should be shown. If an email address or online form is provided, an indication should be given of how long a response is likely to take (e.g. within the next 24 hrs).	Low

Performance

43	Site or application performance doesn't inhibit the user experience (e.g. slow page downloads, long delays) Web page downloads shouldn't take longer than 5 seconds and on page interactions (e.g. using an application or AJAX functionality) shouldn't take any longer than 1 second to respond. Interactions taking longer than 1 second to respond should provide suitable feedback to show that something is taking place (e.g. an hour glass or swirling graphic).	High
44	Errors and reliability issues don't inhibit the user experience Sites and applications should be free of bugs and shouldn't have any broken links.	Medium
45	Possible user configurations (e.g. browsers, resolutions, computer specs) are supported Websites should be usable at a 800x600 screen resolution and should work with the most common browsers (IE, Firefox, Opera, Chrome etc...). Applications should be usable with common computer specifications (operation system, memory, available disk space) and screen resolutions (e.g. 800x600, 1025x768).	Medium

Rating below	Rating	Rating ranges		
0				
1	Very Poor	less than	29	
29	Poor	between	29 and	49
49	Moderate	between	49 and	69
69	Good	between	69 and	89
89	Excellent	more than	89	

6.2 Cognitive walkthrough(for each task)

CSE463

Cognitive Walkthrough

Task 1:

Getting the product details for” Clutch Plate and Cover”

1. *Find the Store*
2. *Click on the Clutch Tab*
3. *Find the product*
4. *Click on the product title*

Concise Table

	1	2	3	4
Know the action?	Yes	Yes	Yes	Yes
See the control?	No	No	Yes	Yes
Understand the control?	No	No	Yes	No
See the feedback?	No	Yes	Yes	Yes

Comments / Recommendations

Task 1 - . *Find the parts store*
See the control?

Comments:

Though the control for store is available it is heavily shadowed by the icon picture of a car , hence making it very difficult and time consuming to identify the button, also the navigation panel is present in a very awkward fashion with improper alignment which further makes it difficult.

Recommendations:

Designing a proper navigation panel with proper alignment and font styles making it visible and identifiable for the user.

Understand the control?

Comments:

As mentioned above, the Picture of a car over which “Parts store “ is written is highly illegible and difficult to understand that it is a button.

Recommendations:

Removing the picture and making it a proper button with attributes such as mouse hover, color changes and making it clickable.

See the feedback?

Comments:

There is no feedback to make the user understand that the action is actually complete.

Recommendations:

Once the mouse is hovered around, changing the color or having an effect on the button will make the user understand that it can be clicked.

Task 2 –Click on the Clutch Tab

See the control?

Comments:

The lights tab is present in a label like style that can be easily mistaken for a static content and not a button, The page enlists a set of 30+ categories in a linear fashion making it difficult to identify our desired task

Recommendations:

Having a Category search or better styling will make it easier for the user to reach his desired task.

Understand the control?

Comments:

The fact that they are buttons(the categories) is not portrayed well to the user

Recommendations:

Having mouse hover color change effects , a 3D button like style will help the users understand the button.

Task 4 – Click on the product

Understand the control?

Comments:

The title doesn't show any characteristics of a typical link, it does not appear clickable

Recommendations:

Having something like a “more” button to the side of the product like in typical shopping websites.

CSE463

Cognitive Walkthrough

Task 2

In the website provided, find the parts store and purchase the product “Number Plate Lamp” which comes under lights category, select quantity as 1 and scsessfully complete the order.

Actions:

1. Find the parts store
2. Click the lights Tab
3. Find the exact product and click on it
4. Click add to basket
5. Click display basket
6. Click checkout
7. Choose "order without Registration"
8. Enter Address Details
9. Enter Delivery Address
10. Enter Confirm Order

Concise Table

[illegible]

Comments / Recommendations

Task 1 - . *Find the parts store*

See the control?

Comments:

Though the control for store is available it is heavily shadowed by the icon picture of a car , hence making it very difficult and time consuming to identify the button, also the navigation panel is present in a very awkward fashion with improper alignment which further makes it difficult.

Recommendations:

Designing a proper navigation panel with proper alignment and font styles making it visible and identifiable for the user.

Understand the control?

Comments:

As mentioned above, the Picture of a car over which “Parts store “ is written is highly illegible and difficult to understand that it is a button.

Recommendations:

Removing the picture and making it a proper button with attributes such as mouse hover, color changes and making it clickable.

See the feedback?

Comments:

There is no feedback to make the user understand that the action is actually complete.

Recommendations:

Once the mouse is hovered around, changing the color or having an effect on the button will make the user understand that it can be clicked.

Task 2 –Click on the Lights Tab

See the control?

Comments:

*The lights tab is present in a label like style that can be easily mistaken for a static content and not a button,
The page enlists a set of 30+ categories in a linear fashion making it difficult to identify our desired task*

Recommendations:

Having a Category search or better styling will make it easier for the user to reach his desired task.

Understand the control?

Comments:

The fact that they are buttons(the categories) is not portrayed well to the user

Recommendations:

Having mouse hover color change effects , a 3D button like style will help the users understand the button.

CSE463

Cognitive Walkthrough

Tasks

Finding an album in the Gallery

1. *Navigate to the Gallery*
2. *Find the Album*
3. *Find the picture mentioned*

Concise Table

	1	2	3
Know the action?	Yes	Yes	Yes
See the control?	Yes	No	Yes
Understand the control?	Yes	N/A	Yes
See the feedback?	Yes	N/A	Yes

Comments / Recommendations

Task 2 - . *Find the Album*

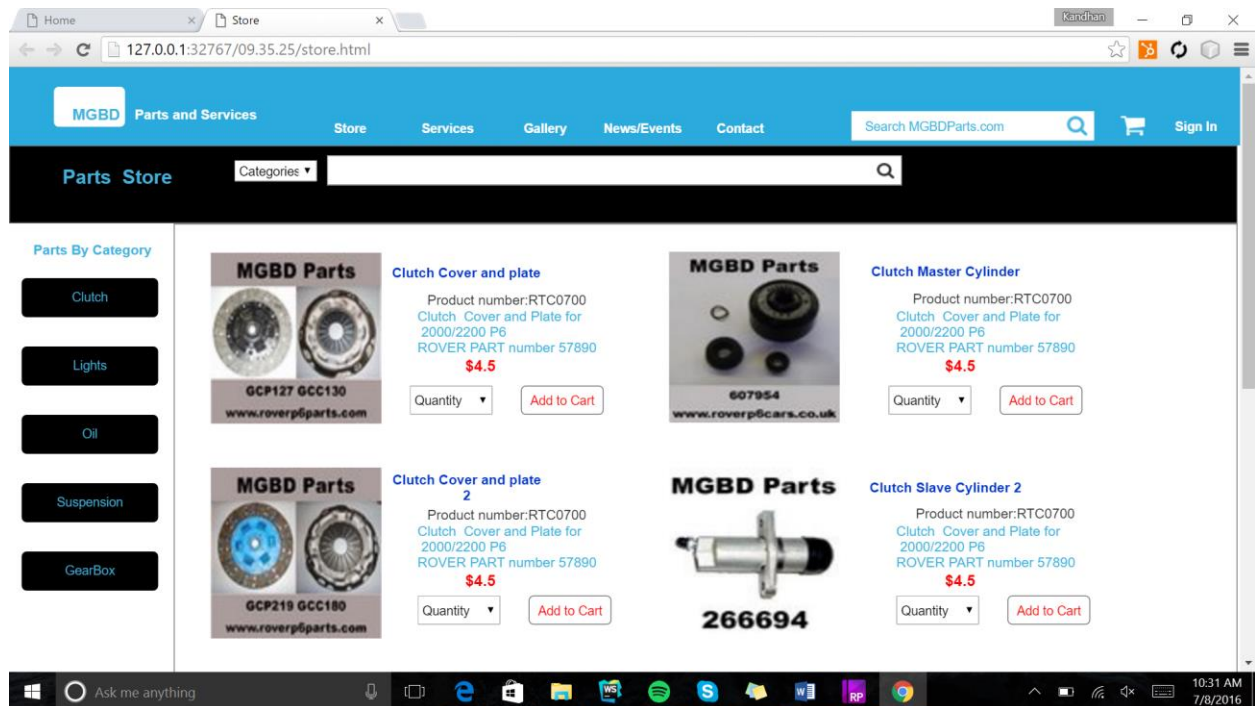
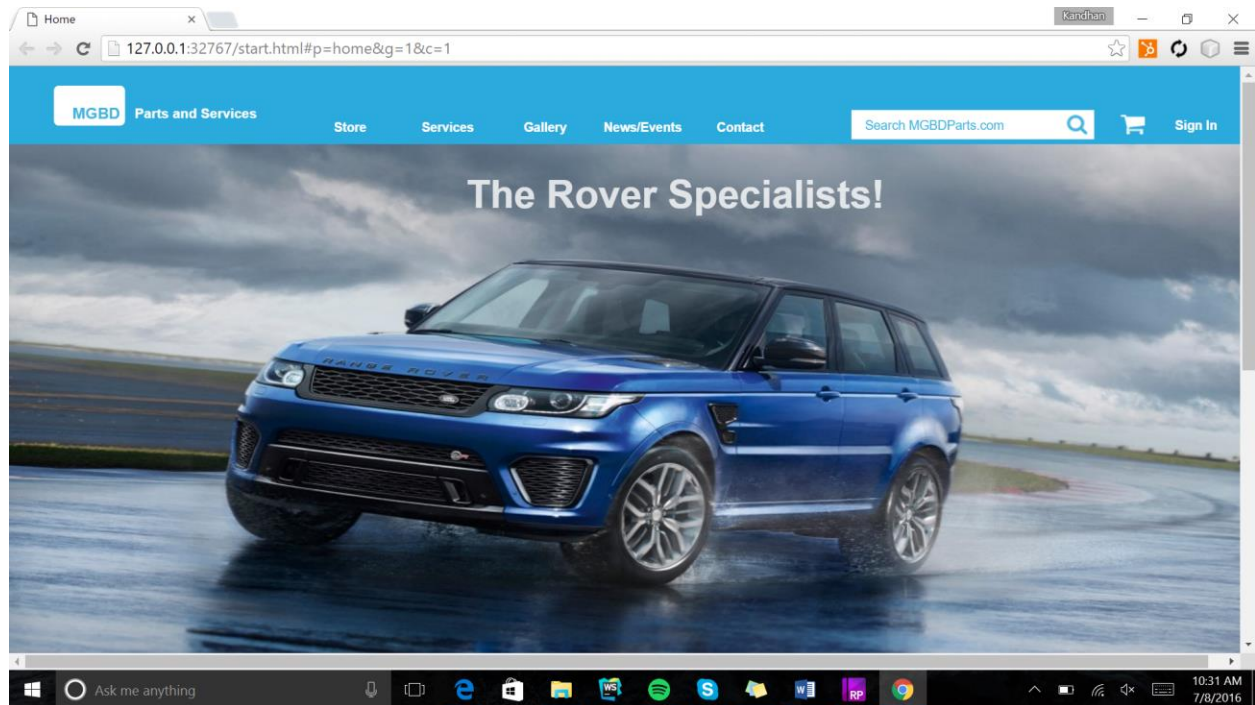
See the control?

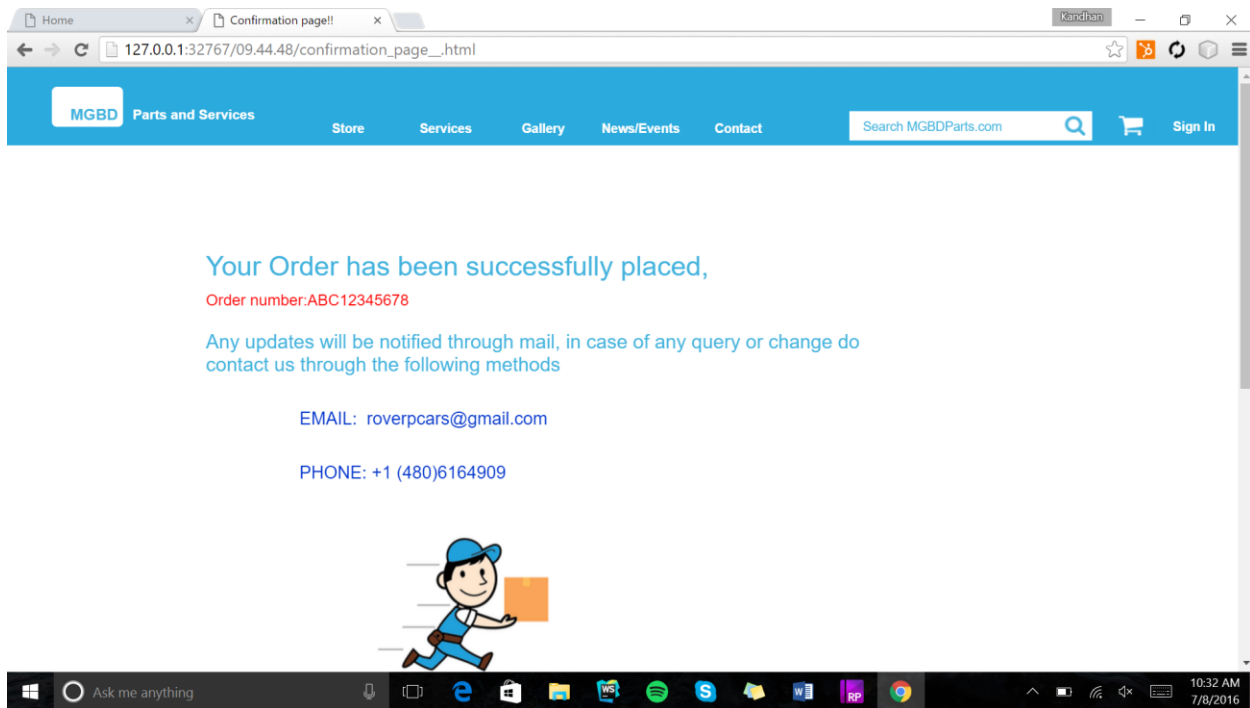
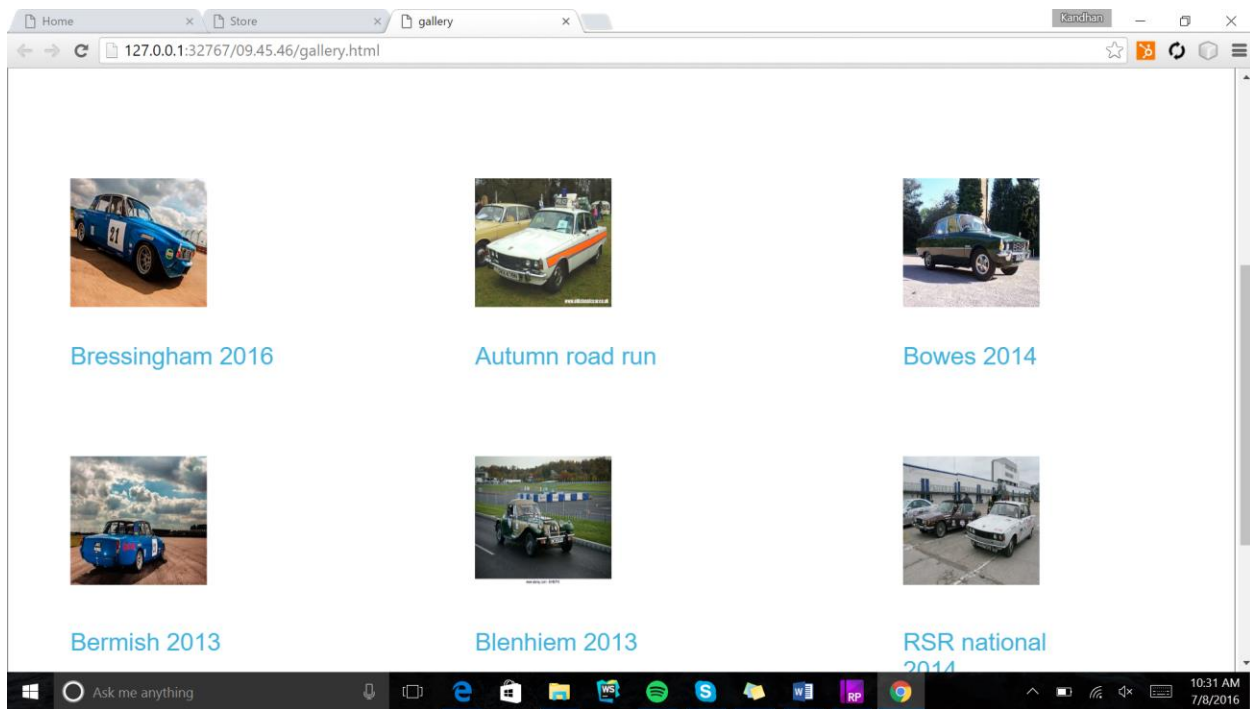
The Album is nowhere to be found in the Gallery

Comments:

This is because proper arrangement of albums is missing in this gallery

6.3 New GUI Snapshots





6.4

INSTRUCTIONS TO THE PARTICIPANT

Welcome to the usability study of my project for CSE 463 (Intro to HCI).

You will be provided with a set of tasks that you are expected to achieve on one of the 2 websites.

The tasks below clearly describe what you are expected to perform and you might be asked to fill in the required details in the space provided.

Feel free to stop if you want and leave at any time during the study.

First step would be you filling up a background questionnaire which will enable us better understand your purpose and goal for using the website.

Before we begin the study I would be happy to answer any question that you might have.

If you are not able to successfully perform any of the tasks , mark them as “Incomplete”.

Your screen might be recorded in order to analyse your actions and timing the tasks but you need not be tensed or concerned about any of them.

In case of any system failure or loss of power or internet , contact me immediately.

For Website 1: roverp6cars.com

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named “Clutch Cover and Plate” and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

TASK 2:

In the website provided , find the Parts store and purchase the product “Number plate lamp “ which comes under lights category , select quantity as “1” and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as ,

fill the order number in the box below.

TASK 3:

In the website, find the gallery of images for the recent event named” Bressingham 2016” and to verify that you are in the correct gallery, find the second picture that has a car in it and what is the color of the car ? (considering only VIBGYOR colors)

Fill in the color below.

For Prototype:

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named “Clutch Cover and Plate” and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

TASK 2:

In the website provided , find the Parts store and purchase the product “Number plate lamp “ which comes under lights category , select quantity as “1” and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as ,

fill the order number in the box below.

TASK 3:

In the website, find the gallery of images for the recent event named” Bressingham 2016” and to verify if you are in the correct gallery, find the second picture that has a car in it and what is the color of the car ? (considering only VIBGYOR colors)

Fill in the color below.

Filled out Task forms

For Website 1: roverp6cars.com

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named "Clutch Cover and Plate" and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

TASK 2:

In the website provided, find the Parts store and purchase the product "Number plate lamp" which comes under lights category, select quantity as "1" and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as,

fill the order number in the box below.

TASK 3:

In the website, find the gallery of images for the recent event named "Bressingham 2016" and to verify that you are in the correct gallery, find the second picture that has a car in it and what is the color of the car? (considering only VIBGYOR colors)

Fill in the color below.

For Website 1: roverp6cars.com

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named “Clutch Cover and Plate” and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

TASK 2:

In the website provided , find the Parts store and purchase the product “Number plate lamp “ which comes under lights category , select quantity as “1” and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as ,

fill the order number in the box below.

TASK 3:

In the website, find the gallery of images for the recent event named” Bressingham 2016” and to verify that you are in the correct gallery, find the second picture that has a car in it and what is the color of the car ? (considering only VIBGYOR colors)

Fill in the color below.

For Website 1: roverp6cars.com

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named "Clutch Cover and Plate" and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

TASK 2:

In the website provided, find the Parts store and purchase the product "Number plate lamp" which comes under lights category, select quantity as "1" and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as,

fill the order number in the box below.

TASK 3:

In the website, find the gallery of images for the recent event named "Bressingham 2016" and to verify that you are in the correct gallery, find the second picture that has a car in it and what is the color of the car? (considering only VIBGYOR colors)

Fill in the color below.

For Prototype:

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named “Clutch Cover and Plate” and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

3

TASK 2:

In the website provided , find the Parts store and purchase the product “Number plate lamp “ which comes under lights category , select quantity as “1” and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as ,

fill the order number in the box below.

abc 12345 678

TASK 3:

In the website, find the gallery of images for the recent event named” Bressingham 2016” and to verify if you are in the correct gallery, find the second picture that has a car in it and what is the color of the car ? (considering only VIBGYOR colors)

Fill in the color below.

YELLOW

For Prototype:

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named "Clutch Cover and Plate" and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

3

TASK 2:

In the website provided, find the Parts store and purchase the product "Number plate lamp" which comes under lights category, select quantity as "1" and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as,

fill the order number in the box below.

ABC12345678

TASK 3:

In the website, find the gallery of images for the recent event named "Bressingham 2016" and to verify if you are in the correct gallery, find the second picture that has a car in it and what is the color of the car? (considering only VIBGYOR colors)

Fill in the color below.

Orange

For Prototype:

TASK 1:

In the website provided, find the Parts store and locate the Clutch product named "Clutch Cover and Plate" and find the detailed description of the product and find the number of days it takes to ship the product.

Write your answer in the box below

TASK 2:

In the website provided, find the Parts store and purchase the product "Number plate lamp" which comes under lights category, select quantity as "1" and successfully complete the order (fill all information such as shipping address, credit card details etc) and in the confirmation page what is the order number listed as,

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Fill in the color below.

6.5

GUIDELINES TO THE RESEARCHER

The first step is to read out the instructions to the participant that is present in the next document,

Once the instructions are read, hand over the background survey form to the participant,

Once the participant is done,

Alternatively do one of the two steps

Go to Edge/Firefox/Chrome , open rovep6cars.com

Or

Go to Edge/Firefox/Chrome, open the prototype website

Next,

Hand over the Task Form to the user, and start the clock.

Do not assist the user in any way , even if the user is out of track

If the user has completed the study go to the next step or if the user doesn't want to continue anymore , allow him to leave.

Hand over the post survey questionnaire to the user, and collect it back once done.

Thank the user for his participation and be ready to answer any questions or comments the participant might have.

6.6

BACKGROUND SURVEY

(Circle the appropriate answers)

1. What is your Gender?

MALE FEMALE

2. Select your appropriate age group

<18 18-25 25-40 40-60 60+

3. Which Ethnicity/Race you are associated with?

White African-American Native-American
Alaskan-Native Asian Hispanic/Latino

4. Have you performed online shopping before?

Yes No

5. How often do you shop online?

Once a year Once a month >twice a month Every week

6. Select the websites you have shopped in (Select all that apply)

Amazon E-Bay BestBuy Walmart Cars.com

Alibaba Other- please specify: _____

7. How many cars do you own?

0 1 2 >2

8. Have you bought car/ car parts online?

Yes No

Filled out background survey

BACKGROUND SURVEY

(Circle the appropriate answers)

1. What is your Gender?

MALE

FEMALE

2. Select your appropriate age group

<18

18-25

25-40

40-60

60+

3. Which Ethnicity/Race you are associated with?

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African-American

Native-American

Alaskan-Native

Asian

Hispanic/Latino

4. Have you performed online shopping before?

Yes

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Once a year

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>twice a month

Every week

6. Select the websites you have shopped in (Select all that apply)

Amazon

E-Bay

BestBuy

Walmart

Cars.com

Alibaba

Other- please specify: _____

7. How many cars do you own?

0

1

2

>2

8. Have you bought car/ car parts online?

Yes

No

BACKGROUND SURVEY

(Circle the appropriate answers)

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BACKGROUND SURVEY

(Circle the appropriate answers)

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☐ FEMALE

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☒ 18-25

☐ 25-40

☐ 40-60

☐ 60+

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☐ Native-American

☐ Alaskan-Native

☒ Asian

☐ Hispanic/Latino

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Other- please specify: _____

7. How many cars do you own?

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☒ 1

☐ 2

☐ >2

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☒ Yes

☐ No

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Yes

No

6.7

POST SESSION QUESTIONNAIRE

Thank you for participating in the survey, based on your experience , do fill out this questionnaire.

The website you studied was

Original

Prototype

(Circle the appropriate answer)

1. I felt confident using the system

Strongly-Agree

Agree

Neutral

Disagree

Strongly-Disagree

2. I thought the system was easy to use

Strongly-Agree

Agree

Neutral

Disagree

Strongly-Disagree

3. I needed to learn about the system before using it

Strongly-Agree

Agree

Neutral

Disagree

Strongly-Disagree

4. The system was complex to use its functionalities

Strongly-Agree

Agree

Neutral

Disagree

Strongly-Disagree

5. The components of the system were well integrated

Strongly-Agree Agree Neutral Disagree Strongly-Disagree

6. The system was easy to navigate through all its pages

Strongly-Agree Agree Neutral Disagree Strongly-Disagree

7. All the contents were clearly visible and well designed to attract important information

Strongly-Agree Agree Neutral Disagree Strongly-Disagree

8. There were inconsistencies in the system

Strongly-Agree Agree Neutral Disagree Strongly-Disagree

9. It was easy to learn the system

Strongly-Agree Agree Neutral Disagree Strongly-Disagree

10.The system provided necessary feedback to support me through the process

Strongly-Agree Agree Neutral Disagree Strongly-Disagree



filled out post session survey

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