

Cognition and Information Processing in Design

Assignment - 01

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PART - 1

Website Chosen: Amazon (Link to [Website](#))

Task: Placing a Order

I have break down the actions into 10 steps and created HMI model for each step which are as follows:

Step 1: Accessing the Amazon Website

General Environment: Internet connection, Sitting in my room with my device.

Immediate Environment: Web browser, Using my device to perform the task.

Sensory Mechanism: Eyes used to see the changes on the screen.

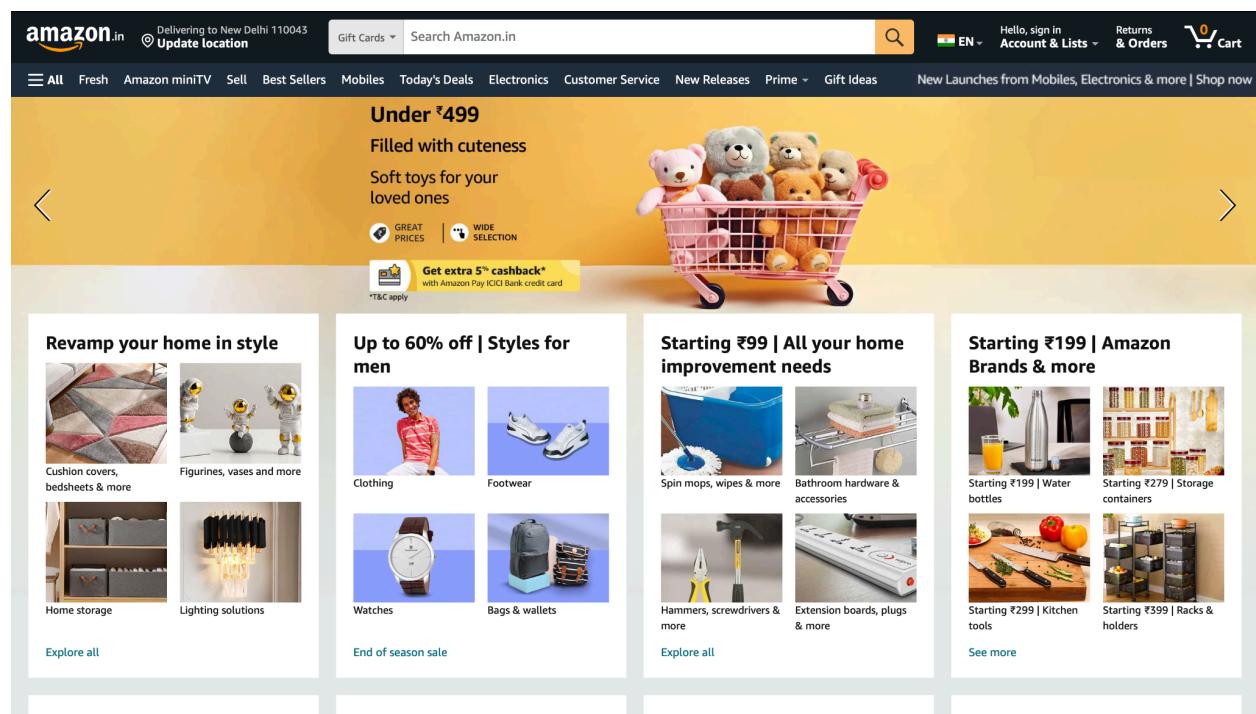
Effector Mechanism: Clicking on the browser search bar with a single finger, typing the name of the website using multiple fingers and clicking on the top website link with a single finger.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded Amazon homepage.

Control: Input the website name through keyboard and mouse.

Control Feedback: Clicking sound of mouse and keys sound of keyboard.



Step 2: Signing In my Account

General Environment: My Account information to sign into my account.

Immediate Environment: Sign in page.

Sensory Mechanism: Eyes used to see the changes on the screen.

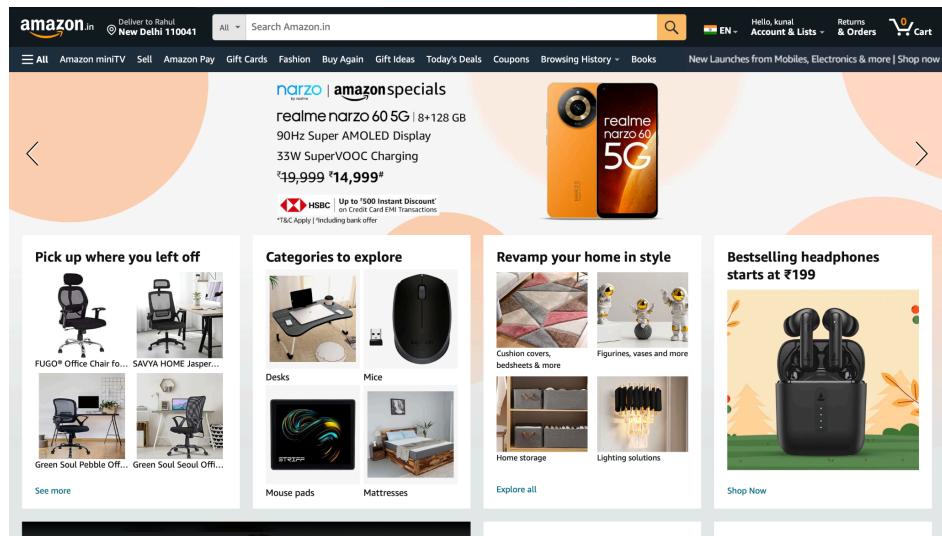
Effector Mechanism: Clicking on the Sign in bar with a single finger, typing the phone number and OTP using multiple fingers and clicking on the continue button with a single finger..

Central Processor: Used Brain to give the input.

Display(s): Device screen with loaded Amazon homepage with my account signed in.

Control: Input through keyboard and mouse.

Control Feedback: Clicking sound of mouse and Typing sound of keyboard.



Step 3: Searching for Product

General Environment: My preferences.

Immediate Environment: Product search bar, categories.

Sensory Mechanism: Eyes used to see the changes on the screen.

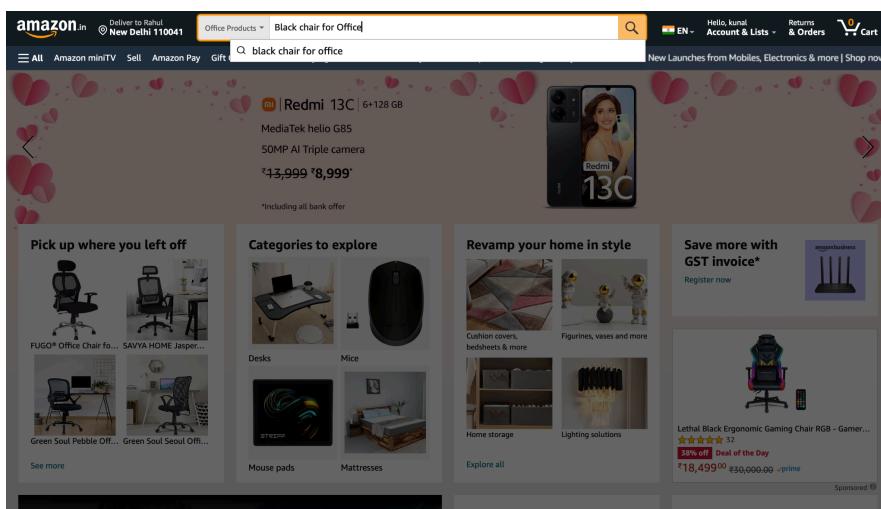
Effector Mechanism: Clicking on the website search bar with a single finger, typing the product name and preferences using multiple fingers, Pressing Enter button using single finger and scrolling using single finger.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with Loaded Images and the details of the chairs of my preference.

Control: Input through keyboard and mouse.

Control Feedback: Clicking and scrolling sound of mouse. keys sound of keyboard.



Step 4: Selecting a Product

General Environment: Product information.

Immediate Environment: Product page.

Sensory Mechanism: Eyes used to see the changes on the screen.

Effector Mechanism: Clicking on the Product image and scrolling to see the details with a single finger.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded Product details and the image of the product.

Control: Input through mouse.

Control Feedback: Clicking and scrolling sound of the mouse.

The screenshot shows the Amazon product page for the CELLBELL C104 Mesh Mid Back Ergonomic Office Chair. The product is displayed in a black mesh design with a black frame and armrests. The price is listed as ₹3,899. The page includes a detailed description of the chair, including its features like a height adjustable seat and backrest, and its ergonomic design. It also shows the chair's availability (In stock) and shipping information (FREE scheduled delivery as soon as Monday, 5 February, 7 AM - 3 PM). The page features several call-to-action buttons such as 'Add to Cart', 'Buy Now', and 'Secure transaction'. Below the main product image, there are smaller images showing different angles of the chair and a 360-degree view.

CELLBELL C104 Mesh Mid Back Ergonomic Office Chair/Study Chair/Revolving Chair/Computer Chair for Work from Home Metal Base Seat Height Adjustable Chair [Black]

Visit the **CELLBELL Store**
4.4 ★★★★☆ 17,340 ratings
#1 Best Seller in Home Office Desk Chairs
1K+ bought in past month

Limited time deal
-61% ₹3,899
M.R.P.: ₹9,999
8 Fulfilled

Inclusive of all taxes
EMI starts at ₹189. No Cost EMI available [EMI options](#)

Offers

No Cost EMI Upto ₹17.86 EMI interest savings on Bank Offer Upto ₹1,000.00 discount on select Partner Offers Get GST invoice and save up to 28% on

Colour: Black

Size: Desire [C104]

About this item

- Ergonomic Sitting Position : CELLBELL Desire Chair is designed to give you ultimate comfort by providing you fully adjustable chair which has Ergonomic Nylon back support, with breathable mesh to keep you sweat free, adjustable height, Smart Tilting Mechanism with locking feature and Smooth 360 degree Swivel.
- Seat and Base : 2 inch Thick Foam Cushion Padded Seat for your long hours comfort | Pneumatic Hydraulic with 3 inch seat height adjustment |

Step 5: Adding to Cart

General Environment: Shopping cart information.

Immediate Environment: Shopping cart icon.

Sensory Mechanism: Eyes used to see the changes on the screen.

Effector Mechanism: Clicking on the ‘Add to cart’ button with a single finger.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded successfully added to cart screen.

Control: Input through mouse.

Control Feedback: Clicking sound of mouse.

The image consists of two screenshots of the Amazon.in website, showing the product page and the cart summary page.

Product Page Screenshot:

- Header:** Shows search results for "Black chair for Office".
- Product Information:**
 - Name:** CELLBELL C54 Ergonomic High Back Boss Chair Leather Office Chair/Director Chair/Leatherette Executive Revolving Chair [Brown]
 - Rating:** 4.4 stars from 459 reviews.
 - Price:** ₹3,899⁰⁰ (45% off Deal from ₹14,999.00).
 - Description:** CELLBELL Desire C104 Mesh Mid Back Ergonomic Office Chair/Study Chair/Revolving Chair/Computer Chair for Work from Home Metal Base Seat Height Adjustable Chair [Black].
 - Offers:** Includes No Cost EMI, Bank Offer (upto ₹1,000.00 discount), and Partner Offers (Get GST invoice up to 2).
 - Add-to-Cart Buttons:** "Add to Cart" and "Buy Now".

Cart Summary Screenshot:

- Header:** Shows the cart subtotal as ₹3,899⁰⁰.
- Cart Item:** Shows the CELLBELL C54 Ergonomic High Back Boss Chair.
- Buttons:** "Proceed to Buy (1 item)" and "Go to Cart".
- Bottom Content:** Shows "Best Sellers in Home & Kitchen" with various items like Amazon Brand - Presto Oxo-Biodegradable Garbage Bag, Pigeon Polypropylene Mini Handy and Compact Chopp, SHALIMAR Premium Oxo-Biodegradable Garbage Bag, Ezee Black Garbage Bags for Dustbin (90 Pcs) Medium 1..., and more.

Step 6: Reviewing Cart

General Environment: Cart details.

Immediate Environment: Cart page.

Sensory Mechanism: Eyes used to see the changes on the screen.

Effector Mechanism: Clicking on the ‘Go to cart’ button with a single finger and clicking on the image of the product and scrolling the page to take the final review with a single finger.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded Shopping Cart page.

Control: Input through mouse.

Control Feedback: Clicking sound of mouse and scrolling sound of mouse.

The screenshot shows the Amazon.in Shopping Cart page. At the top, there's a promotional banner for "kunal, pay ₹696.00/month in 6 EMIs with Amazon Pay Later." Below it, the cart summary shows a single item: "CELLBELL Desire C104 Mesh Mid Back Ergonomic Office Chair/Study Chair/Revolving Chair/Computer Chair for Work from Home Metal Base Sea...". The price is listed as ₹3,899.00, marked down from ₹9,999.00. The item is labeled as a "Best Seller" and "Fulfilled by Amazon". The page also features a sidebar with "Products related to items in your cart" and a "Your Items" section.

The screenshot shows the Amazon.in Product Detail page for the "CELLBELL Desire C104 Mesh Mid Back Ergonomic Office Chair/Study Chair/Revolving Chair/Computer Chair for Work from Home Metal Base Seat Height Adjustable Chair [Black]". The product has a price of ₹3,899.00, marked down from ₹9,999.00. It has a 4.4 rating with 17,340 reviews. The page includes sections for "Offers" (No Cost EMI, Bank Offer, Partner Offers), "Add a Protection Plan" (1 Year Extended Warranty), and "Quantity" selection. A "Go to Cart" button is visible at the top right.

Step 7: Proceeding to Checkout

General Environment: My payment information.

Immediate Environment: Proceed to Buy button.

Sensory Mechanism: Eyes used to see the changes on the screen.

Effector Mechanism: Clicking on the ‘Proceed to Buy’ button with a single finger.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded Checkout page.

Control: Input through mouse.

Control Feedback: Clicking sound of mouse.

The screenshot shows the Amazon.in checkout process. At the top, there's a header with the Amazon logo, 'amazon.in', 'Checkout', and a lock icon. Below the header, a yellow button says 'Use this address'. A text box below it says: 'Choose a shipping address and payment method to calculate shipping, handling and tax.' Underneath this, the 'Order Summary' section is displayed. It shows the breakdown of costs: 'Items: ₹3,899.00' and 'Delivery: ₹0.00'. The total order amount is prominently displayed as 'Order Total: ₹3,899.00'. At the bottom of the summary section, there's a link 'How are delivery costs calculated?'. The entire interface has a clean, modern design with a white background and light gray accents.

Step 8: Providing Shipping Information

General Environment: My shipping details.

Immediate Environment: Shipping information form.

Sensory Mechanism: Eyes used to see the changes on the screen.

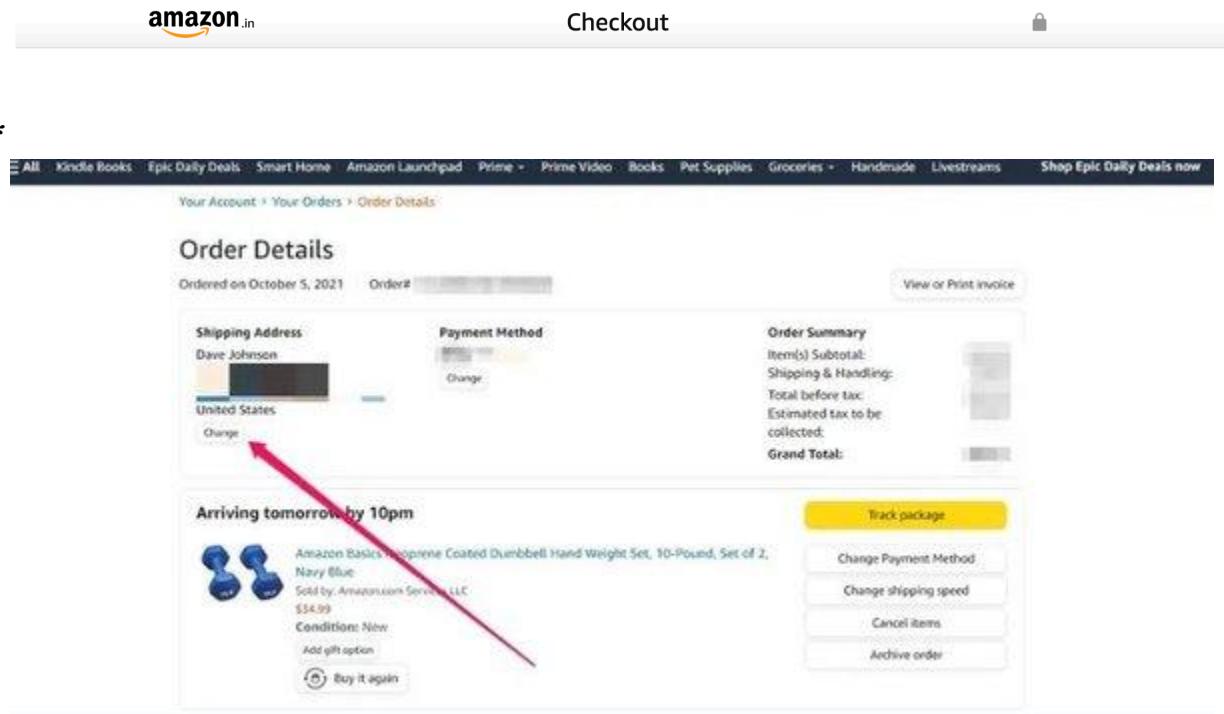
Effector Mechanism: Clicking on the required options and scrolling using a single finger and typing the required shipping details using multiple fingers.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded shipping information form.

Control: Input the details using keyboard and mouse.

Control Feedback: Clicking and scrolling sound of mouse, Sound of keyboard.



Items and delivery

Step 9: Selecting Payment Method

General Environment: My payment options.

Immediate Environment: Payment method page.

Sensory Mechanism: Eyes used to see the changes on the screen.

Effector Mechanism: Clicking on the methods and scrolling using a single finger and typing the details of the payment using multiple fingers.

Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded select a payment method page.

Control: Input the details using keyboard and mouse.

Control Feedback: Clicking and scrolling sound of mouse, Sound of keyboard.



The screenshot shows the Amazon.in payment method selection interface. At the top, there's a header with the Amazon logo, a 'Checkout' button, and a lock icon. Below the header, there's a note with an asterisk (*). The main section is titled 'Select a payment method'. It includes a 'Your available balance' section with a checkbox for using gift card balance. Below this is a 'Add a Payment Method' section for credit cards. It has fields for 'Name on card', 'Card number', and 'Expiration date' (set to 01/2022). A yellow 'Add your card' button is next to these fields. There's also a checkbox to set it as the default payment method. At the bottom, there's a 'Payment method' section with a 'Change' link, an 'Add a gift card or promotion code' link, and a 'Enter Code' input field with an 'Apply' button.

Step 10: Confirming and Placing Order

General Environment: My confirmation.

Immediate Environment: Order confirmation page.

Sensory Mechanism: Eyes used to see the changes on the screen.

Effector Mechanism: Clicking on the confirm and place order button with a single finger.

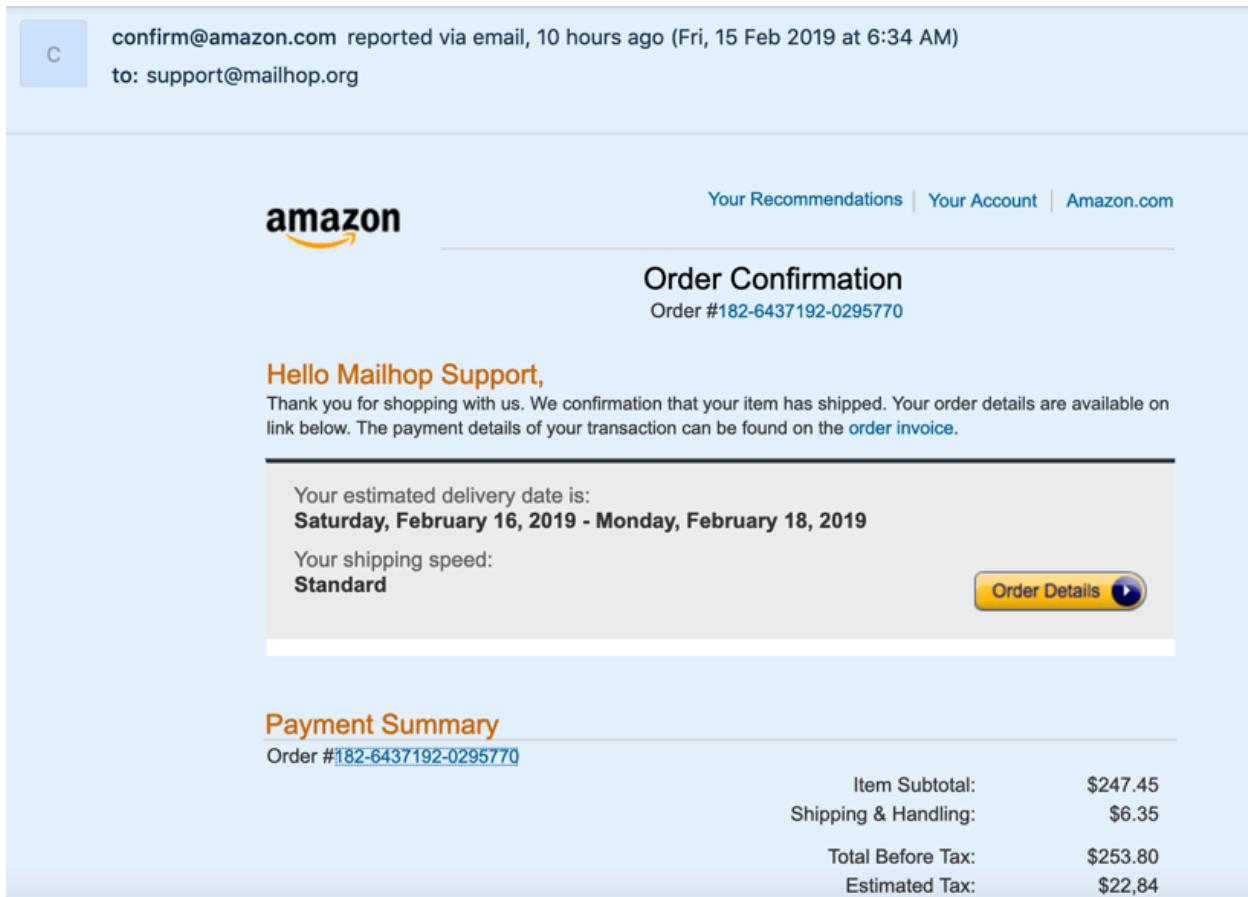
Central Processor: Using the Brain to give the input.

Display(s): Device screen with loaded Confirmation page.

Control: Input through mouse.

Control Feedback: Clicking sound of mouse.

*



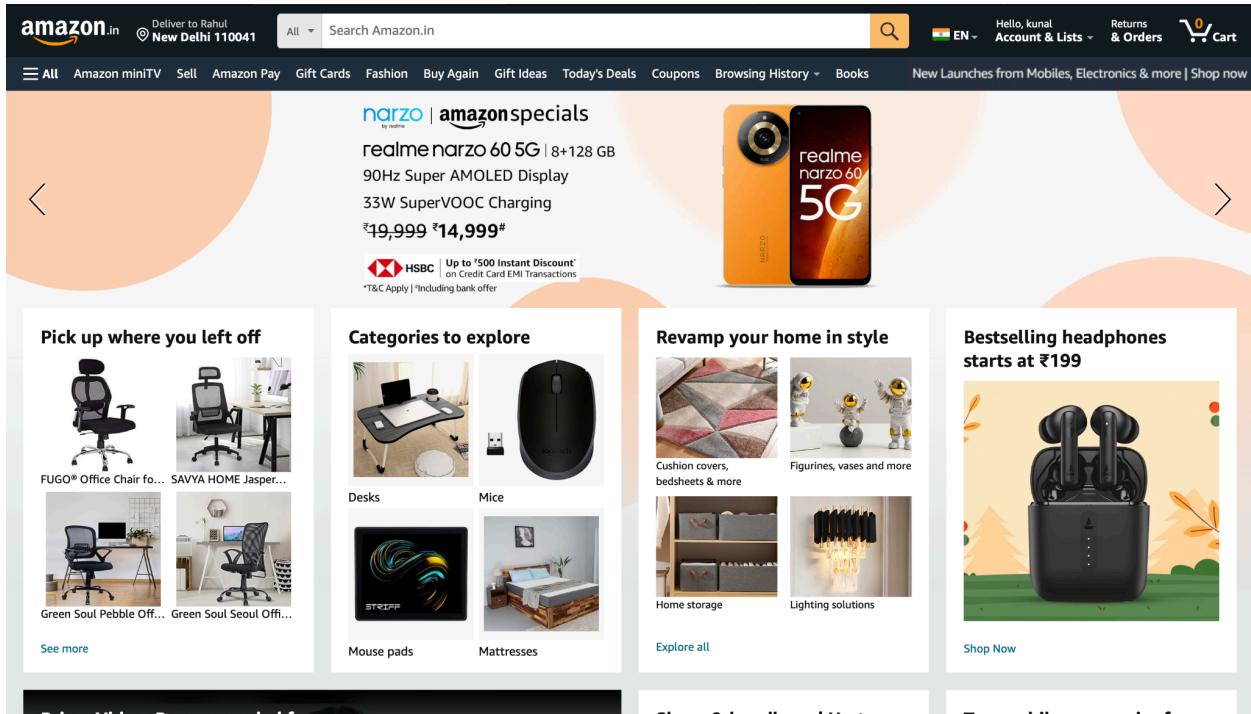
The image shows an email from Amazon confirming an order. The subject line is "confirm@amazon.com reported via email, 10 hours ago (Fri, 15 Feb 2019 at 6:34 AM)" and the recipient is "to: support@mailhop.org". The email body starts with the Amazon logo and navigation links for "Your Recommendations", "Your Account", and "Amazon.com". The main title is "Order Confirmation" with the order number "Order #182-6437192-0295770". A greeting says "Hello Mailhop Support," followed by a message thanking the user for shopping with them and providing a link to view order details. It also states the estimated delivery date is Saturday, February 16, 2019 - Monday, February 18, 2019. Below this, shipping speed is listed as "Standard" and there is a "Order Details" button. The "Payment Summary" section shows the order number "Order #182-6437192-0295770" and a table of costs:

Item Subtotal:	\$247.45
Shipping & Handling:	\$6.35
Total Before Tax:	\$253.80
Estimated Tax:	\$22.84

Task Output: Confirmation of the order placed successfully, including an order summary and order number.

PART - 2

Landing page of the website:



Potential Visual Queries:

1. How can I locate a specific product?
2. Can I see more information about a product?
3. How can I go about finding products within a particular category?
4. How can I see similar products to a product being displayed on the landing page?
5. How can I see what other people are buying?
6. How can I analyze and contrast between different products?
7. Can I find a product by its color, size, or other visual features?
8. Can I find some ideas about what to gift to a person?

Visual queries supported by the UI of the landing page are:

1. **How can we locate a specific product:** I can search for a product by using the search bar at the top of the page.

- 2. Can I see more information about a product:** I can do it by clicking on an item picture to see more about the item, like the value, description, and reviews.
- 3. How can I see similar products to a product being displayed on the landing page:** I can click on the ‘See more’ or ‘Explore all’ section below a product listing to see similar products.
- 4. How can I analyze and contrast between different products:** I can add products to their shopping cart and then compare them side-by-side.
- 5. How can I go about finding products within a particular category:** I can browse through the different product categories from the left side of the search bar.
- 6. Can I find some ideas about what to gift to a person:** I can do this by clicking on the ‘Gift Idea’ button on the landing page of amazon.

Visual queries that are not supported by the UI are:

- 1. Can I find a product by its color, size, or other visual features:** I cannot currently filter products by visual features.
- 2. How can I find information about the products that other people are purchasing:** I cannot see what other people are buying on the landing page.

Note: Images with ‘*’ are the reference images.