Task 7 - Usability Tests

Application name: https://shopee.pl/

Report creation date: 10.12.2022
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I have chosen a fairly well-known platform on the market, which is an application similar to Aliexpress and is aimed at people who are looking for good deals on products from various categories at occasional prices. I do not have a rational explanation for why I chose this particular website, it was just the first one that came to mind.

The first thing I noticed is the placement of the navigation menu for product categories. In most shopping portals, the category menu is visible on the side of the page or at the very top. When a user enters a website, they should have the menu at their fingertips, but here they need to scroll down, which can be disorienting for the user.

Another issue is the lack of the ability to add products to the cart without logging in. Platforms such as Allegro and Aliexpress have this feature.

Personally, when browsing this website, I feel lost, maybe because I am not someone who goes to these sites to shop. I have the impression that there is chaos here.

When we enter the phrase "Lego" in the search bar, we are indeed presented with a lot of products and a store that has "Lego" only in its name, but when it comes to offering products such as "Lego", this store has nothing to do with it.