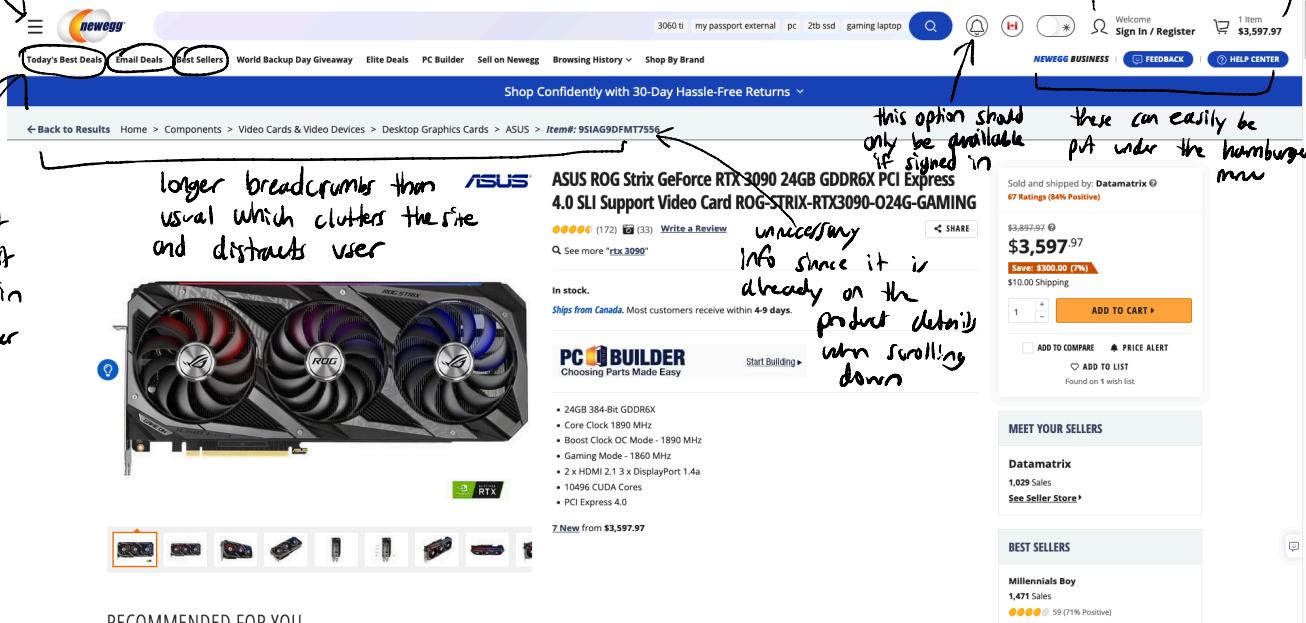


most bread crumbs
and linter are
already present
here



There 3 links would be important but the rest are better in the hamburger menu

longer breadcrumb than usual which clutters the site and distracts user

this option should
only be available
if signed in

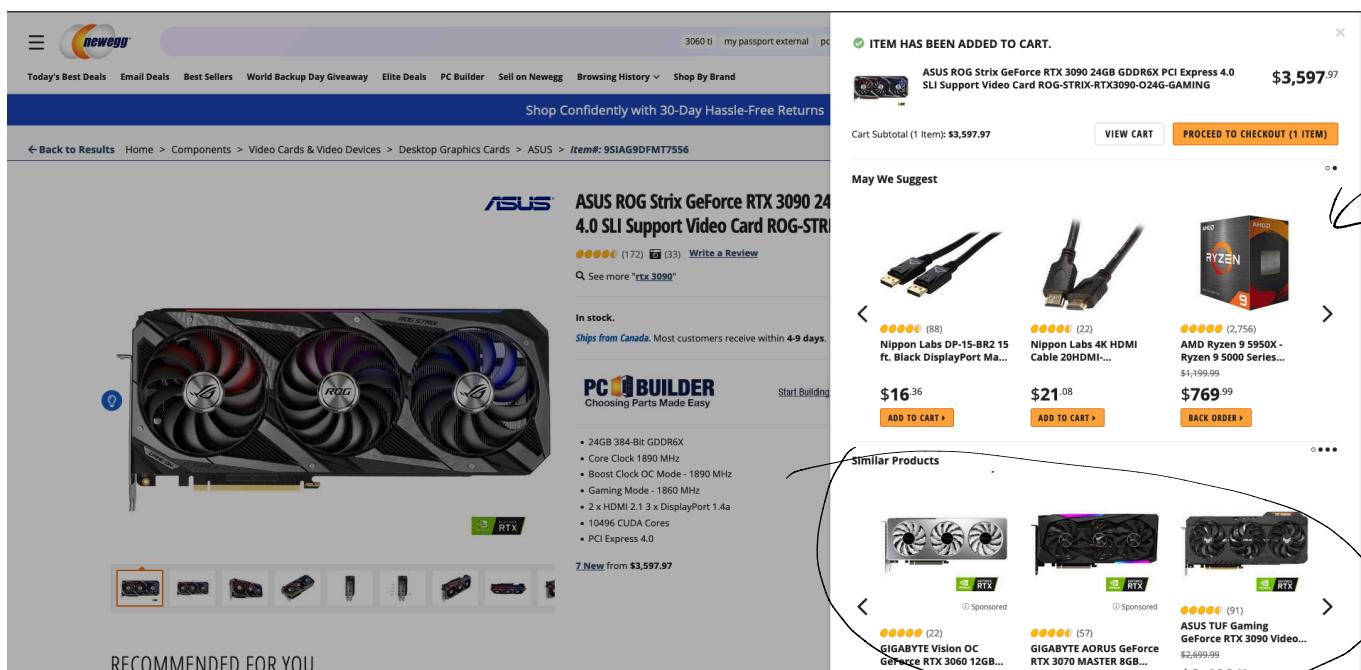
these can easily be
put under the hamburgers

The image shows the ASUS ROG Strix RTX 3080 OC Edition graphics card. It features three large, black and red ROG-branded fans with purple and blue lighting. The card has a black PCB with silver-colored capacitors and a metal backplate. A blue circular badge with a white question mark icon is visible on the left side.

unnecessary info since it is already on the product details when scrolling down

Sold and shipped by: Datamatrix 
67 Ratings (84% Positive)

RECOMMENDED FOR YOU



This was an accident
handed from my mouse

this page is already present and
the product image and should be
replaced with something more useful)



RECOMMENDED FOR YOU

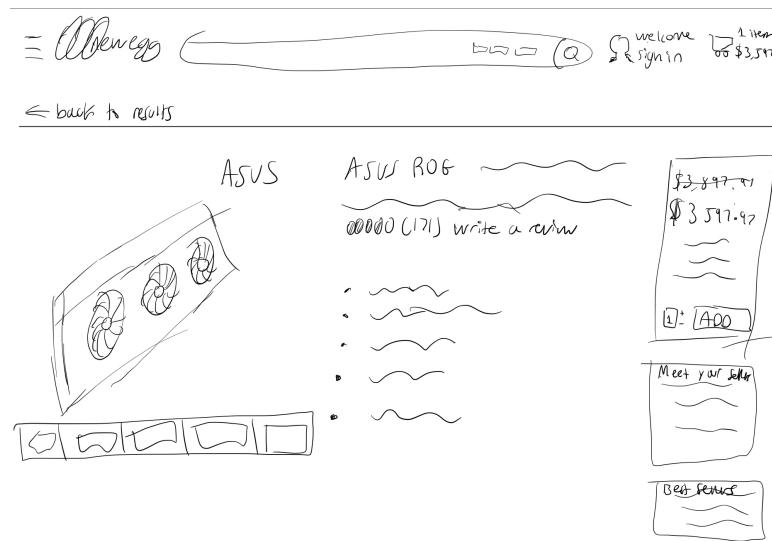
all vital info
about the product
is being covered

image covers most of the page and is unnecessary due to the image viewer present when clicking on the image itself

Website is a product page from newegg's website(https://www.newegg.ca/asus-geforce-rtx-3090-rog-strix-rtx3090-o24g-gaming/p/N82E16814126456?Description=3090&cm_re=3090-14-126-456-Product)

- **First Element (Clickable links/buttons in the navigation bar and header)**

- I chose this element due to the number of clickable links that resides on it or near it due to how it makes the website feel
- It combines the unnecessary long breadcrumbs that also include the item # (which are considerably long for tech products), 9 buttons on the navigation bar that are also accessible using the hamburger menu, and other miscellaneous buttons on the top right portion
- To fix this issue, I would first remove the breadcrumbs since they are accessible through the hamburger menu along with the navigation bar links such as "Elite Deals, Sell on Newegg, etc" for the same reasons
- This would simplify the website a lot and not bombard the user with a lot of options which is not attractive when trying to buy a product and will leave them with only the important links at hand
- When A/B testing this, I would first set up a webpage A that had only the important links such as "Today's Best Deals", "Email Deals", and "Best Sellers" (The decision of what are the top 3 popular links can be tested beforehand). The rest would be under the hamburger menu for easy access - The other webpage B would have all of the links presented to the user at once along with the repetitive elements inside the hamburger menu
- I would first measure the amount of times users click on the top navigation elements as well as the breadcrumbs from website B and compare that to the number of times the same elements are clicked using the hamburger menu and if the results are similar +- a few numbers, then I would stick with Website A which above all, is less cluttered and more user-friendly

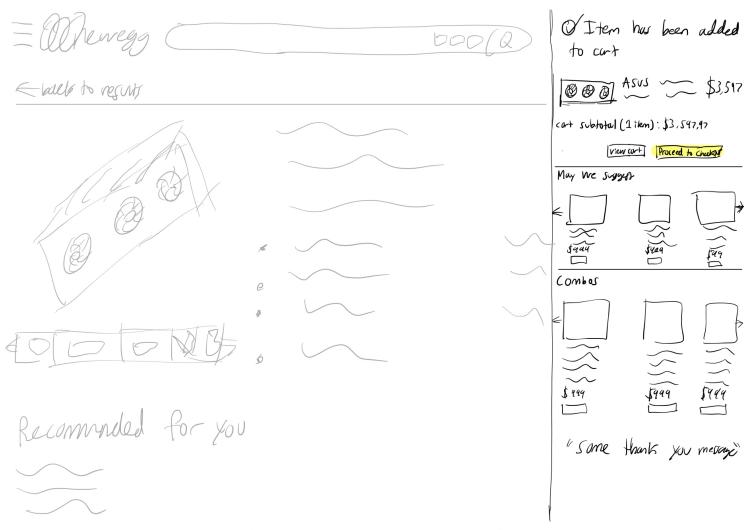


- **Second Element (Too many suggestions after adding a product to your cart)**

- The "Similar Products" seems like a bad design and logical choice due to the fact that on the product page itself, the similar products are listed in a feature view right under the product image in a "Recommended For You" header
- The "May We Suggest" option I understand due to the fact that they are products that tie in to the product that was just added however showing the customer unnecessary information that is also redundant would show that the website is just pushing a lot of options into the users face and would stray them away from the site
- To fix this issue, I would start off with removing the "Similar Products" section in the cart menu and replace it with a "Combo" section similar to the one below the product image where "Similar Products" would be - This is so in case there is a combo deal, they can

view it when wanting to buy this specific product which would be more useful than viewing other similar products even though the user at this point would know they want to buy what they have added

- When A/B testing this, I would first have website A that has the similar products staying beneath the product images and on the add to cart screen, the similar products would be replaced with the combo deals from beneath the product images instead
- Website B would keep the current defaults and what I would measure is the number of clicks on similar products on the add to cart screen vs below the product image and the one with the most amount of clicks would be the final design decision - Along with this, the combo option would be placed from the opposite of the most number of clicked element



- **Third Element (Mouse hover on product when dedicated image viewer is present)**
- The cursor hover zoom feature on the product image is too obtrusive to the user since when doing so, it takes up almost 50% of the screen and covers vital information about the product
- It seems as though if the user wants to look at a detailed view of all angles of the product, they will click on the image and be greeted by Newegg's dedicated image viewer which is much more advanced with greater zooming, and a dedicated window for viewing the images
- To fix this issue, I would simply remove the hover option due to its obtrusive nature to the actual vital information about the product
- When A/B testing this, I would have website A that completely removes the hover option in favour of the clickable image viewer and have website B that keeps this hover option
- I would most likely do a user interview for this since it is difficult to get quantitative data on whether or not the user prefers being able to hover or not, based on this I would make a judgement whether or not this element is useful to most

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