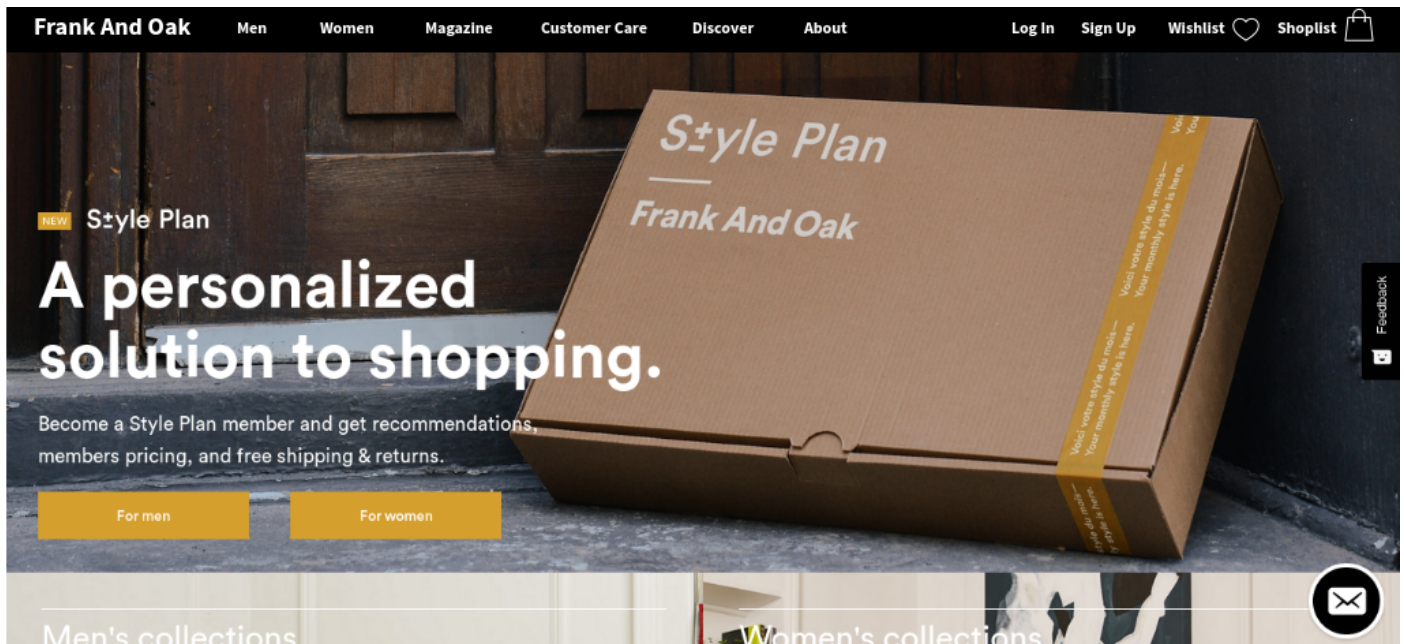


## Practical 8

### Website- Frank and Oak

#### Task 1-

Prototype UI:



**Task Goal:** To view sub-options under Customer Care

Evaluation measures	Venkatesh Yelnoorkar-111608077	Aditya Bhawalkar-141708001	Sanket Thakare-141708013
Intuitive design	8	8	7
Ease of learning	7	7	7
Efficiency of use	8	8	8
Memorability	7	7	7
Error frequency and severity	8	9	9
Subjective satisfaction	8	8	8

(Evaluation done out of 10 points)

(Evaluation measures taken from-

<https://www.usability.gov/what-and-why/usability-evaluation.html>)

### Description of improvements on the basis of evaluation:

The original UI had the Customer care option at the end of the main page of the website. One had to access its sub-options by scrolling to the end of the page which used to take some time and was irritating sometimes. In the prototyped UI, there is a Customer care option right at the top of the main page and when the a user hovers over it, its sub-options become visible in a drop-down menu. Due to this, looking for things like payback policies for products has been less time consuming. Overall, this change has positively impacted the user experience in performing this task. The transition between the sub-options in the menu could have been smoother was one suggestion which was pointed out during evaluation.

### Task 2-

**Prototype UI:** (refer to UI of task 1)

**Task Goal:** To know which icon is for wishlist

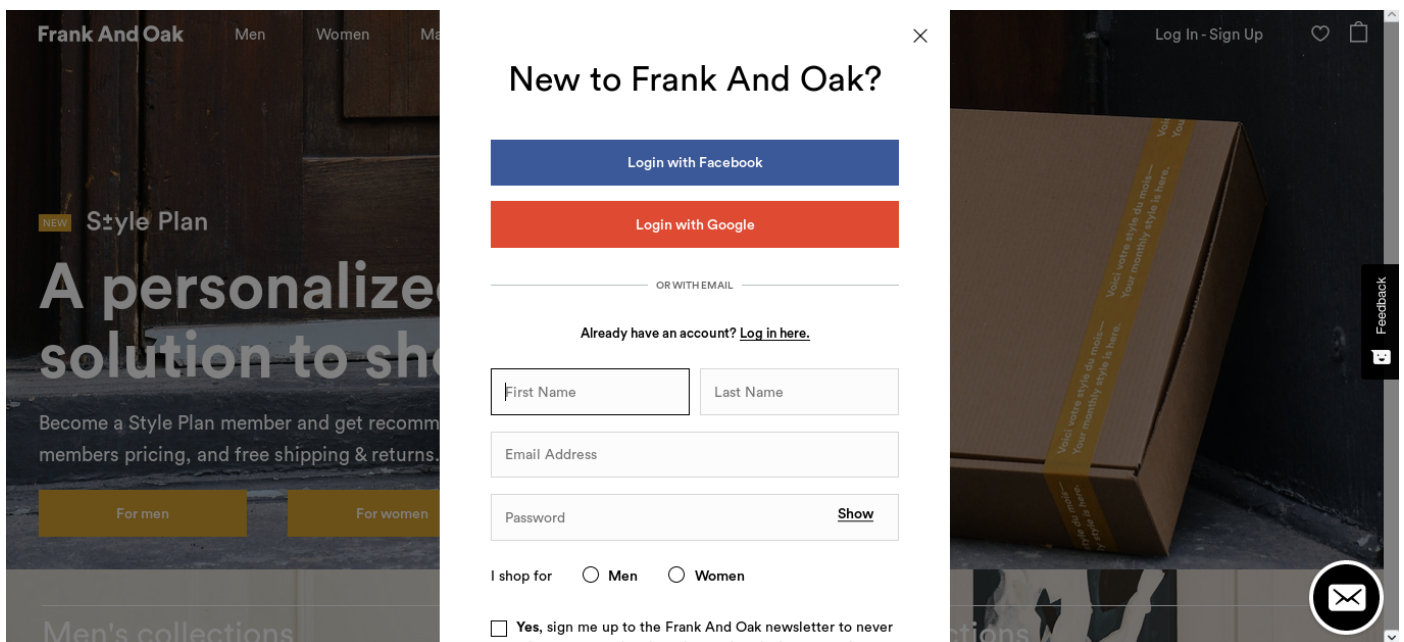
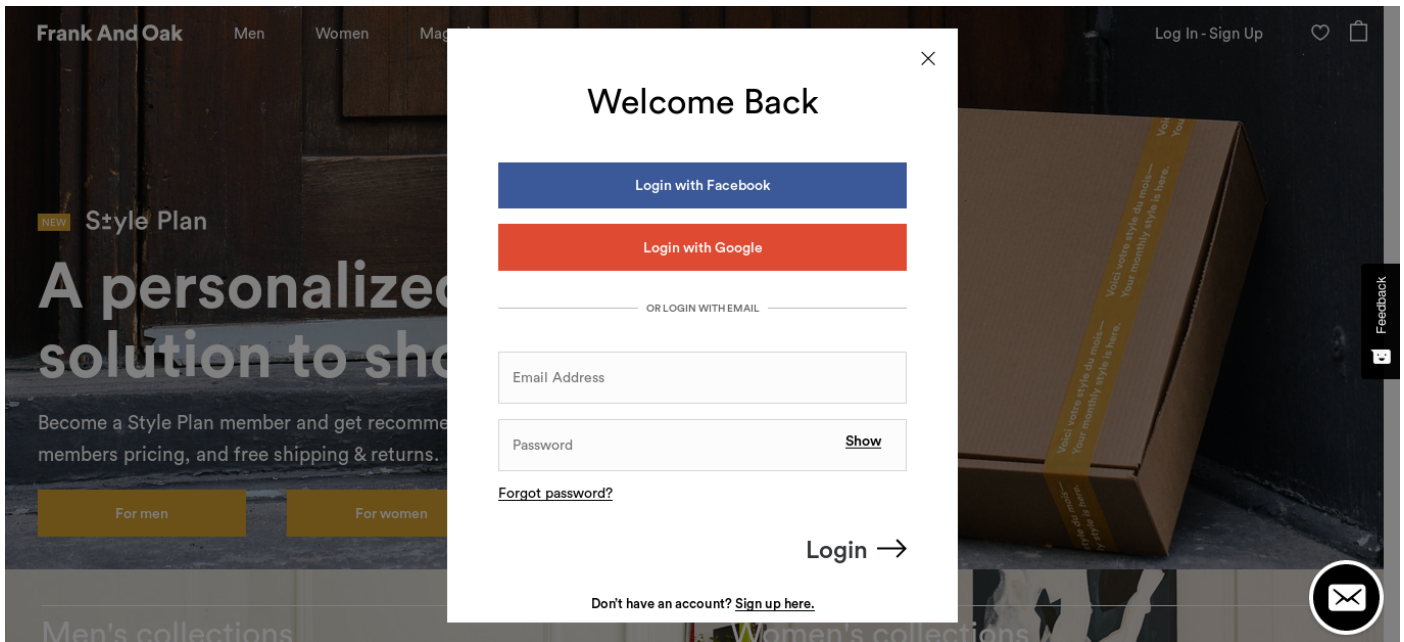
Evaluation measures	Venkatesh Yelnoorkar- 111608077	Aditya Bhawalkar- 141708001	Sanket Thakare- 141708013
Intuitive design	9	9	7
Ease of learning	8	8	8
Efficiency of use	7	8	8
Memorability	8	8	8
Error frequency and severity	9	9	9
Subjective satisfaction	8	8	8

### Description of improvements on the basis of evaluation:

Initially, in the previous UI, the icons of wishlist and shoplister weren't labelled so their function was not so intuitive and evident. After particular labels were added to them, then their function became much more understandable. Previously, the only way to know what these icons were for was to click on it and then check. But now, this isn't the problem any more since the text besides the icons conveys this message. Though, one of the participants in the evaluation was of the opinion that the icons without the labels were intuitive enough for him i.e. he could recognize their function in spite of the labels so for him, it wasn't much of a modification to the UI and didn't help him an extra amount in performing the task.

### Task 3-

### Prototype UI:



**Task Goal:** Go to Sign-Up window/popup on the website

Evaluation measures	Venkatesh Yelnoorkar-111608077	Aditya Bhawalkar-141708001	Sanket Thakare-141708013
Intuitive design	8	9	9
Ease of learning	8	8	8

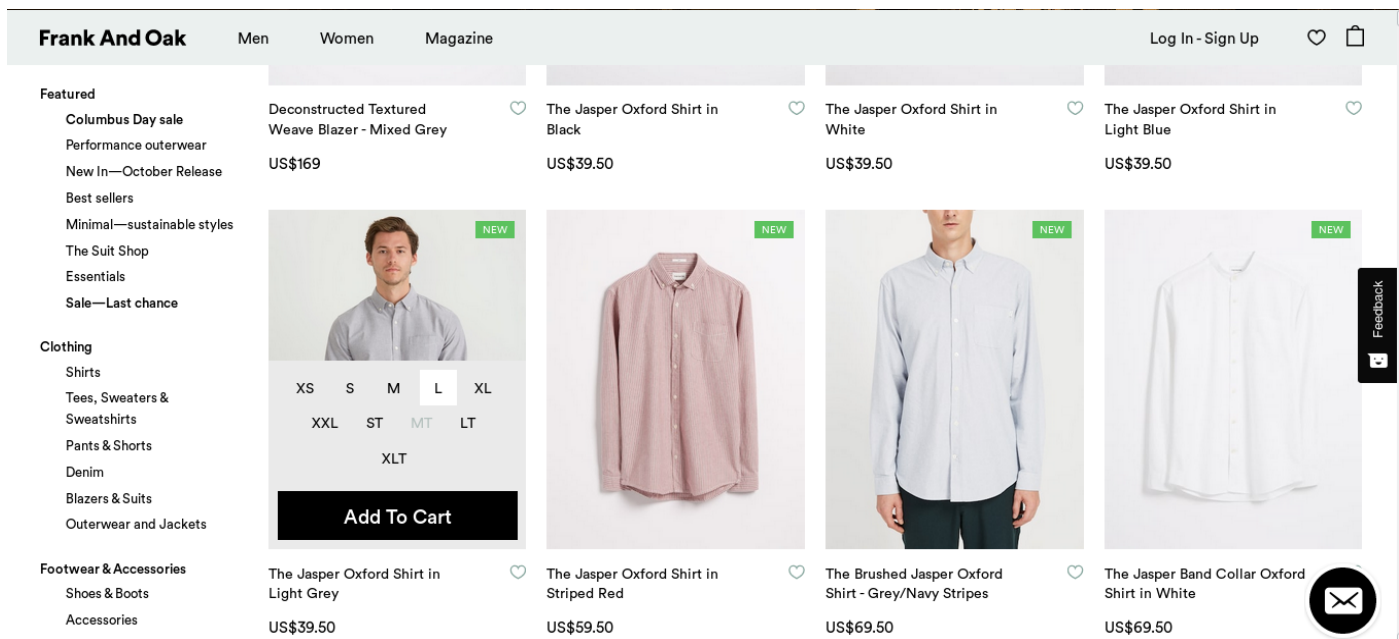
Efficiency of use	9	9	9
Memorability	8	8	8
Error frequency and severity	9	9	9
Subjective satisfaction	8	9	8

### Description of improvements on the basis of evaluation:

In order to sign-up on the sight, the previous UI had only a single option saying log-in/sign-up at the top right corner of the main page. When it was clicked, a popup for log-in appeared and then at the bottom of this popup there was an option for sign-up which upon clicking would redirect to the sign-up popup. Instead of this, the change consists of keeping different options for log-in and sign-up on the main page itself which would directly display their respective popups when clicked. This is much more intuitive than the previous method and requires less time to sign-up to the website as it skips the redirection step in between. All of the participants who took part in the evaluation found this to be an considerable improvement than the original UI since it is much more intuitive and quickly from where and how to sign-up.

### Task 4-

### Prototype UI:



**Task Goal:** Select size of a product and add it to the cart/shoplist



Evaluation measures	Venkatesh Yelnoorkar-111608077	Aditya Bhawalkar-141708001	Sanket Thakare-141708013
Intuitive design	9	8	8
Ease of learning	7	7	7
Efficiency of use	7	7	8
Memorability	8	8	8
Error frequency and severity	9	9	9
Subjective satisfaction	7	8	8

### Description of improvements on the basis of evaluation:

In the initial UI, there was an option to select a size, then the user had to hover over the suited size for him in the above options, select one and then hover back down to add that product with that size to the cart. Instead of following this sequence of actions, the new UI enables the user to skip the first action above and move on directly to selecting the required size from the available options, till then, the add to cart option will be disabled. Then, after a size for the product is selected, the user can add it to the cart by clicking on the option. This reduces the time required for the first unnecessary action. But even then, the new sequence of actions isn't that intuitive was the opinion of the evaluators, it could have been made more interactive. There is time saving in the task as compared to before but the sequence of actions should be made even less confusing.

### Task 5-

#### Prototype UI:



**Task Goal:** View sub-options under the Magazine option

Evaluation measures	Venkatesh Yelnoorkar- 111608077	Aditya Bhawalkar- 141708001	Sanket Thakare- 141708013
Intuitive design	8	7	8
Ease of learning	8	8	8
Efficiency of use	8	7	8
Memorability	8	8	8
Error frequency and severity	9	8	9
Subjective satisfaction	8	8	8

**Description of improvements on the basis of evaluation:**

The previous UI consisted of the Magazine option as a single button on the main page and when clicked, it would redirect to a page which would consist of the sub-options under the Magazine. Instead, in the improved UI, when hovered over the Magazine option, there appears a drop-down menu consisting of the sub-options in it. This has helped in viewing the sub-options much more quickly than first getting redirected a page and then viewing them. But according to one of the participants of evaluation, he didn't find it to much of an advantage except on the basis of less time required since in the previous version of the UI, the redirected page also displayed certain other visual content regarding apparel along with the sub-options. In the new UI, this extra content cannot be viewed in the drop-down menu.