

# Analysis and Redesign of the Costco.ca Website

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## Abstract

Ranked number 10 on the Fortune 500 for the largest US corporations by total revenue, Costco Wholesale offers retail items from groceries, to electronics, to services such as photos, travels, and opticals. Through our 14-step questionnaire, the UI/UX of Costco's online website, *costco.ca* is critiqued to be cluttered, non-accessibility friendly, and a lack of item separation is prevalent. Our team, Team Team Team, created a high-fidelity prototype in Figma with the guidance of the surveys. Some fixes to the UI/UX that we made involved removal of noise, navigation bar tabs to fight clutter, and introduced increased font consistency and size for accessibility. Though the user evaluation indicated a positive change that was created by the cleanliness of our UI redesign, the limitations of our prototype garnered negative reactions which would be fixed in the future iterations of the site.

## Introduction

With the prevalence of COVID-19 and the prolonged pandemic in Canada, digital media and the use of online services has been greater than ever. Being the 5th largest retailer in the world as of 2020 according to NRF, the world's largest retail trade association, Costco Wholesale's online website, *costco.ca*, garners 24.81 million total visits according to

similarweb.com and 1 million views just this month of July. Costco.ca allows users to buy grocery items and browse ongoing deals and promotions in both grocery items and electronics given that the user is a Costco member. The site also allows users to book vaccinations and buy medications through Costco's pharmacy, and look through services such as insurance, photos, travel, and opticals. Given that the site was designed in 2001 according to an [investor.costco.com](https://www.investor.costco.com/news-releases/news-release-details/costco-wholesale-retailers-inc-reports-third-quarter-2020) news release, the site violates several usability heuristic principles. Through this paper, we will be discussing the problems of the site, gathering of our user requirements, creation of our prototype, the literature review, and the result and usability study of the prototype we made.

## Literature Review

We researched numerous sources to help identify what kinds of accessibility problems exist in website interfaces as well as why they occur. We identified the issues of Costco's cluttered design using a concept known as Hick's Law. According to Hick's Law, a user's reaction time is formulated as the following:

$$t = a + b * \log_2(n)$$

*reaction time (t) is directly proportional to the amount of stimuli (n) within the page (Proctor, 2018).*

The amount of clickable elements in Costco's pages makes the site difficult and slow to

navigate. The solution to this issue is either to reduce the amount of elements on the site as suggested by Hick's Law or to include guiding attributes to feature search, such as colour differentiation, variation in size, and orientation (Wolfe, 2017).

In the current user interface design there are no guiding colours that differentiate one web element from the other. From the perspective of Hick's Law, the banners in itself are excessive stimuli that reduce navigation time. Each banner should be coloured differently or consist of consistent colour tones that differentiate them from other banners, thus showing categories more clearly. Shapes and depth are also proven guiding attributes that can increase the quality and speed of visual search (Wolfe, 2017).

Costco's homepage is filled with an overwhelming number of advertisements on its home page. The home page is a very important aspect of any website because it is the first thing any user would see and first impressions are important aspects for any website to attract their users. According to a research done by Wei and colleagues, "among all kinds of human perception, the homepage of a website is more attractive to the users' vision than their other inborn perception" (Wei et al., 2010). The huge clutter of advertisements provided on the homepage of the website, along with no contrast for banners and other things, makes it hard for users to process and take in all the information given there. A solution to this problem is to simply remove the overwhelming amount of advertisements and replace them with a smaller number of more targeted and relevant ones, reducing the amount of clutter and increasing the ability of the user to effectively and efficiently navigate the home page.

From the guiding attributes included in Wolfe's research, it can be concluded that excessively

colourful, flat, and crowded user interface designs like that of Costco are inefficient for visual search. Not only that, but the homepage of the Costco site, one of its most important aspects, is overly cluttered with items, colors, and advertisements. Properly using different colours, tones, shapes, and depth, while also reducing the overall number of significant objects on screen at once, can improve Costco's user interface in a significant way by reducing cognitive load and increasing the reaction time and efficiency of use.

## **Problem Statement & Research Questions**

The main issue we identified with the Costco website's design was its inefficient usability and unappealing design. To understand why the Costco site felt this way to use and navigate, we identified three problem items that we wanted to tackle, which we would define as clutter, disorganization, and separation.

Clutter refers to the visual design of each independent page on the website. Each page on the Costco.ca website showed to have within it a large number of UI elements presented to the user at any given time. We hypothesized that the site's large amount of clutter, items, and general UI elements present on every page of the website would cause an oversaturation of the user's cognitive load. With almost no guiding or useful elements to help users navigate the site, we assumed that the clutter aspect of the site's design would reduce its appeal, pushing people away from potentially becoming new users of the site, and the user's ability to navigate the site itself, reducing the efficiency and usability of the site as a whole.

Disorganization refers to the fact that the Costco site's products are extremely unorganized and difficult to parse through and find. A simple

example to show how prevalent this issue is was when we tried to find “bananas” as a product on the Costco.ca website. None of us were able to find banana products on the site through basic navigation and search functionality, and it was only after we searched in the “Business” section of the website were we able to find a link to purchase bananas on the site. This is a great example of how the confusing layout and lack of organization of Costco’s most important aspect, the product, creates a major hurdle for users between them and their usage of the site and its services.

Separation refers to the clean separation of UI elements into groups of items that users would be able to recognize as being part of a general use case or task. Specifically, we focused on the navigation bar at the top of every page of the website. Items in the navigation bar were not cleanly separated, With separate menu items appearing as one large bar rather than individual buttons. The navigation bar of the site is one of its most significant features, and so we decided to put a focus on making appropriate changes to its design so that users would be able to use this integral piece of website’s functionality without as much issue as they currently do.

To help understand these problems in detail, and define what solutions we may be able to implement, we put out surveys to users to gather opinions and data about the Costco site, and compare them with our hypotheses about its current state and appeal towards users. The surveys were our way to test and learn how much of an issue these three factors of clutter, organization, and separation were, which items should be focused on more, and what solutions we may implement that would have significantly effective changes to the usability and appeal of the website.

## Gathering User Requirements

We used a 14-question Google Forms survey as our technique, in order to obtain user requirements for this project. Which was sent to family, friends, students and online forums for the most amount of responses. We decided on a survey as our main technique for data gathering in comparison to observation or interviews, because of the main advantage, that we could reach a lot more people. Especially during covid, and quarantine where many people are at home on their computers, an online survey is the best option.

To give an overview of the survey, it contained questions with focus on user demographics, and online habits. In addition we asked the user on their preference between costco’s current design and our low fidelity prototype and lastly, to measure ease of navigation, a task to find bananas on costco.ca. Furthermore, we modeled our survey using a 7-point likert scale with open-ended opinionated questions too.

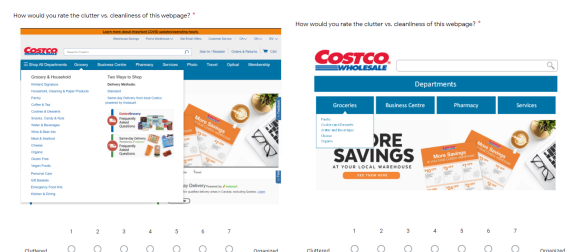


Figure 1. Shown above are two screenshots of a question from our survey which relates to a comparison between Costco and our low fidelity prototype with respect to cleanliness and clutter.

Our user requirements survey resulted in a total of 65 responses. Looking at the data gathered, we knew that unsurprisingly, many users (55/65 participants) were from the age of 18-24, and 30 users who shop online at least once a month, but have never visited costco.ca.

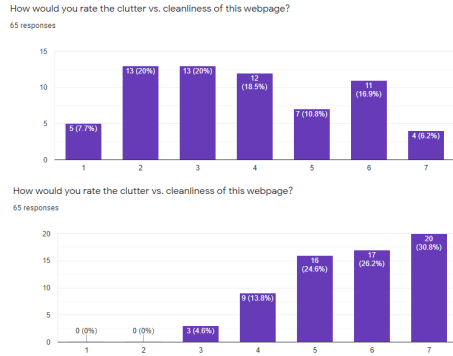


Figure 2. Results from the comparison between the clutter and cleanliness of Costco vs. our prototype shown in figure 1. Left being more cluttered vs right being more organized.

Furthermore, by analysing the results, we found that many users rated our low fidelity prototype highly, in comparison to Costco's current design with respect to clutter and cleanliness. This told us that we were on the right track and this improvement is something users will want, in a final prototype.

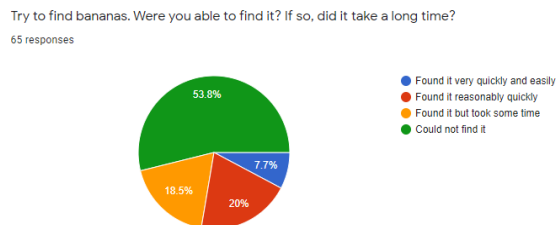


Figure 3.

In our task to find bananas on costco.ca, 53.8% (35/65) of our participants could not find the bananas on their website. This gave us valuable information that our focus should be on a redesign of Costco's organization and navigation systems.

## Prototype

To give a high level overview of our prototype and receive feedback from users, we created a solution in Figma with organization, minimalism, and usability in mind. There are 4

main tasks we based our interactive prototype creation on; Easiness to find items and place orders, promotion finding, re-ordering past orders, and miscellaneous information caching tasks such as adding personal information. We chose to use Figma as all of Team Team Team has experience with Figma, and Figma allows an easy drag-and-drop to create objects and the site's UI components. Creating user flows is also really easy with Figma, as Figma only requires you to connect interaction rules between each page/components to lead one page to another simulating a button in websites.

One of the main overhauls we did for costco.ca is a redesign of the homepage. Our redesign involved removal of noise such as ads and redundant and unclear categories of promotion icons to create less clutter. We decided to keep a main advertisement banner and moved the promotions page button to the top for easier access. In addition, we added a persistent navigation bar across the whole website, that is a reduced tabs version of the original navigation bar to improve organization and navigation of the site; as we felt some of the headers in the navigation bar were unnecessary and takes up a lot of space. We prioritized the home page redesign as the home page is the first page that the users view.

Consistency and better usability in terms of font sizes, categorization, and spacing was introduced in specific pages that users visit such as the Promotions page and the Item Information page. Improvement on navigation and visibility of system status can be found in the checkout page as on every step of the checkout system, from Cart, to Billing information, to Shipping information, to confirmation, users will have control and knowledge over the process.

There are three main usability heuristic principles that were covered and focused in each page, Visibility of System Status (H1) on the

Checkout page, Consistency and Standards (H4) on the Header, Promotion and Items Information page, and Aesthetic and Minimalist Design (H8) on the Home page.

## User Evaluation

### I. Demographic Data

Based on the demographic data shown in Figures 1.1, 1.2, and 1.3, our user evaluation study is lacking in diversity of age group, gender, and accessibility needs. Figure 1.1 shows that our study participants are 19-25 years of age, which do not encompass different generations and do not necessarily reflect the target users of the *Costco Canada* website. Figure 1.2 shows that two-thirds of our study participants are male, showing a shortage of female and non-binary representation. Finally, Figure 1.3 shows that 83% of our participants do not have accessibility needs and that our study does not encompass the needs of users with auditory, motor, or cognitive accessibilities.

Figures 1.4 and 1.5 presents the behavioural demography of our study participants. As shown in Figure 1.4, only 42% of our study participants rated their frequency of shopping online to the right of the center (5-7). In addition, Figure 1.5 shows that none of our study participants rates their frequency of using the *Costco Canada* website to the right of the center(5-7). Both demographic numbers show the limitations of our study as most participants are not the main users of e-commerce sites, especially *Costco Canada*.

### II. Task 1: Finding Items and Placing Orders

In the first task, we ask participants of our user evaluation study to find an item using our navigation features and place a scheduled order through our Cart page. Figure 1.1 shows that

most participants rate the difficulty of the task as relatively easy, as intended. However, some participants still rate the basic task as difficult, which implies that further improvements will be needed to ensure that users of our *Costco Canada* website redesign can perform the simple task of finding items and placing orders with ease. This mixed conclusion is also supported by Figure 2.2, which shows that some participants still require a lot of time to navigate through our site. These results show our team that significant improvements have been made, but that more tweaks should be added or perhaps complexities removed to ensure a better and more seamless user experience.

Figures 2.3 and 2.4 show that participants of our user evaluation study find it relatively easy to learn the website's navigation system and even easier to recall them. These suggest that the difficulty of the task reported previously might also be influenced by the participants' first exposure to the website and that habituating to our navigation system may improve their performance over time. Nevertheless, Figure 2.5 shows that not all the navigation features our team proposes are effectively used. In fact, elements such as breadcrumbs are never used at all. The three results suggest that more iteration and evaluation is required to better understand user habits and subtle elements that may increase their efficiency in learning the new navigation system.

Figures 2.6, 2.7, and 2.8 are intended to measure participants' ratings of the clutter/cleanliness of the Home, Search Results, and Item Descriptions page, respectively. Reducing clutter has been a major focus of our redesign, and thus, these ratings are crucial to understanding our team's success as interface designers. Figure 2.5 shows that participants rate the cleanliness of our homepage redesign highly, whereas Figure 2.6 shows that there are mixed opinions about

the cleanliness of the Search Results page. In contrast, Figure 2.7 shows that more cleaning-up needs to be done to reduce clutter in the Item Description page as participants rate the page as more cluttered than neat.

Despite mixed opinions about the cleanliness of different pages within our *Costco Canada* redesign, Figures 2.9 and 2.10 show that the elements our team proposes in the Cart and Checkout page are easy to understand.

### III. Task 2: Finding Promotions

In the second task, we ask participants of our user evaluation study to find an item on promotion on our redesign of the Promotions page. Figure 3.1 questions participants about the desirability of a specified Promotions page. A majority of our users agree that having a specified Promotions page is desirable, most probably because the page enables users to comfortably browse through well-categorized items on promotion. That being said, participants have mixed opinions about whether the Promotions page should serve as an addition or a replacement for banner ads that populate the current *Costco Canada* website. This disagreement might be a consequence of different user needs and preferences, implying that further research is needed to further understand the best possible solution.

Figure 3.2 shows that 42% of participants require additional time and effort to find the Promotions page than their expectations. Furthermore, a third of participants could not navigate to the Promotions page. This result raises a question about the effectiveness of our redesigned navigation system, although some qualitative reports show that the problem might be an unintended result of bugs in our interactive prototyping tools, which will be further discussed in the limitations section of the report.

Figures 3.3, 3.4, and 3.5 quizzes participants about the information presented on the Promotions page to test whether crucial information is displayed clearly and unambiguously. Results show that 92% of participants absorb the correct information, implying that information is relatively clear and unambiguous.

Figure 3.6 shows that participants have mixed opinions about the difficulty of this task. To dig deeper into the root problems of the reported difficulties, the questionnaire asks participants to rate the ease of finding crucial information on the Promotions page, as shown in Figures 3.6 and 3.7. The results show that a majority of participants do not struggle in finding promotion information on the page, which might suggest that the lower-than-expected numbers in Figure 3.6 are a consequence of difficulties navigating to the Promotions page (as previously discussed in Figure 3.2) instead of within the page itself.

Figure 3.9 shows that participants rate the cleanliness of the Promotions page highly, even compared to pages in the first task. This further supports the previous discussion that the difficulty of this task might be a result of problems in the navigation system rather than within the page itself.

### IV. Task 3: Re-ordering Past Orders

In the third task, we ask participants of our user evaluation study to re-order items by searching through their order history on the Past Orders page. Figure 4.1 shows that most participants agree that having *Costco Canada* cache past orders is a desirable feature.

Figure 4.2 shows that a third of participants cannot navigate to the Past Orders page and half of those who actually do report having difficulties completing the navigation task. This further highlights that improvements to our

navigation system are extremely crucial moving forward.

Figures 4.3 and 4.4, interpreted through the lens of qualitative opinions of the task, further highlights the problem with our navigation system as participants both rate the task as difficult due to navigation problems and also require significantly more time than expected to complete this relatively simple task.

Ratings of cleanliness presented in Figure 4.5 show that half of the participants agree that the Past Orders page is relatively clean whereas a third are ambiguous about their ratings. Further research is required to understand how our team can improve the cleanliness of the Past Orders page, but the cleanliness rating above shows that some improvements have been made compared to the original website design.

#### **V. Task 4A: Adding Delivery Address Information**

In the first section of the fourth task, we ask participants of our user evaluation study to enter their delivery address information. Figure 5.1 shows that most participants agree that having *Costco Canada* cache users' delivery address information is a desirable feature.

Figure 5.2 shows that most participants can navigate to the Enter New Address form pretty easily, implying that the navigation issues discussed in previous sections might not apply to this specific feature.

Figures 5.3 and 5.4 show that participants rate the task of adding delivery address information as relatively easy to complete. Furthermore, 93% of the participants are able to complete the task in under 60 seconds.

#### **VI. Task 4B: Adding Credit Card Information**

In the second section of the fourth task, we ask participants of our user evaluation study to enter their credit card information. Figure 6.1 shows that only 50% of the participants agree that having *Costco Canada* cache users' credit card information is a desirable feature. A third of our participants are unsure about the desirability of such a feature, and the rest oppose the idea. More research is needed to understand users' concerns about this feature and determine whether it is in the realm of user interface or adjacent fields such as data privacy and security.

Figure 6.2 shows that most participants can navigate to the Enter Credit Card Information form pretty easily, implying that the navigation issues discussed in previous sections might not apply to this specific feature.

Figures 6.3 and 6.4 show that participants rate the task of adding credit card information as relatively easy to complete. Furthermore, 83% of the participants can complete the task in under 60 seconds. However, qualitative opinions show that some participants faced usability issues with completing the task, which requires more attention moving forward.

#### **VII. Overall User Experience**

As pointed out in Phase 2 of our project, our team is focused on improving the user interface of the *Costco Canada* website by reducing clutter and organizing elements in a cleaner way. Figure 7.1 shows that our goal of reducing clutter is successful as 100% of the participants rate the overall cleanliness of the website to the right of the center (5-7). However, this overall rating should not dismiss results from previous sections that show that some specific pages do require more clutter reduction and better organization.

Figure 7.2 shows that half of the participants rate the overall ease of navigation to the right of the center (5-7) while a third of the participants are ambiguous about the issue. The relatively positive rating given to our redesign of *Costco Canada*'s navigation system slightly contradicts more specific navigation-related issues raised in previous sections. As interface designers, it is better to err on the side of improving features than remaining complacent. For this reason, it should be concluded that more work needs to be done to improve the user experience of navigation through our website redesign.

Figure 7.3 shows that two-thirds of the participants rate the visibility of different elements of the website to the right of the center (5-7) whereas the rest of the participants rate the issue to the left of the center (1-3). This rating highlights the need to conduct more research on the visibility of elements through more specific questions or even different methods such as user observation or interviews. Our team hypothesizes that the lack of visibility of elements in specific cases may partly contribute to the difficulty of navigation, as supported by qualitative opinions collected from the previously discussed tasks.

Figure 7.4 shows that 75% of the participants rate their overall satisfaction with the website redesign to the right of the center (5-7). This general rating provides our team with optimism that our job of redesigning the *Costco Canada* website provides a significant positive impact on most potential users. Nevertheless, this rating does not mean that our work is done. More features such as the navigation system and visibility of elements still require further improvements, especially because they are crucial to users conducting simple tasks essential to the website's main functionality.

## Limitations

From the data we gathered, 67% of the participants never used the *Costco Canada* website (Figure 8.1), while 59% of participants do not shop online in a frequent manner. This data shows that most of the participants are not at all experienced users, which limits the data we gathered to new users only, which is not the full targeted audience the website is designed for.

All participants are in the 19-25 age group (Figure 8.2), which limits the results gathered to only a portion of the target audience of the website. The *Costco Canada* website is designed for anyone who buys groceries, meaning anyone above the age of 18 and capable of purchasing groceries online, and the age group of the participants is not enough to get the full results.

Another demographic limitation is in the form of accessibility. Over 83% of the participants had no accessibility needs, resulting in a suboptimal evaluation in terms of accessibility support from the new design of the website. Supporting accessibility needs is a significant aspect of the purpose of redesigning the website.

The software used when creating the prototypes and performing user evaluations, *Figma*, gave more limitations to this study. When gathering user evaluations, users had issues performing some tasks. Some features were unable to get accessed during these evaluations, further limiting the overall results of the evaluations.

More user evaluation methods can be performed to get a more varying array of results and evaluations from users. Due to limitations, in this user evaluation phase, only online questionnaires are given out. With more evaluation methods, a more complete and detailed overall result of the website redesign will be achieved.



Finally, the redesign did not implement any new features to the *Costco Canada* website. The redesign overly focuses on the navigation and clutter of the website, limiting any other possible improvements for the website.

## **Future Work**

Although we have improved some parts of the Costco website, there are still improvements needed. We will further modify existing features and improvements we developed as well as implement new ones.

From the usability study, many users were unsatisfied with the navigation system of the prototype. This was for the most part due to features not being implemented as the prototype doesn't cover the entire site while users expected a fully operational prototype of the entire site. We can clarify our intentions in future studies to better inform users about the goal and features of the prototype.

However, there are still changes we can do for our prototype to improve navigation. We can rename labels so the banner leading to the promotions page says "Promotions" instead of "Today's Featured Items!". We can also integrate "Hot Buys" from the Costco website into our promotion page so that all the discounts are in one place. Furthermore, we can show a preview of the promotions in the homepage with appropriate labels such as "Hot Buys" so that users know where to find their favorite deals and know what they are navigating to.

We also need to add functionality to the search bar in the prototype as users relied primarily on the search bar to find items and pages. This is a very important feature to implement in the prototype as many users were annoyed by the unfunctional search bar and were unable to complete given tasks as a result.

In addition, half the users found the item description page cluttered (Figure 2.7). In the future, we would better separate information in this page to reduce clutter and simplify information, adding an option for users to see more information if desired. This helps balance between accessibility and need for information with clutter and cleanliness.

Furthermore, some users found it very difficult to find the past orders page (Figure 4.2). Instead of only being able to access the page from a link in the account page, we will add a link to it at the top of every page so that users can easily find the page and see what they ordered in the past.

It is also important to further develop the prototype so that it is fully functional. Due to the scope of the project, the entire website was not redesigned so some pages and features may not exist in our prototype. In the future, we would create a lot more product pages, have all links clickable and ensure that they bring users to a page, and add more features for other tasks that users may wish to do such as signing up for a membership or finding a local Costco store.

To further improve the interface, we need to conduct further studies that have a larger audience and are more in depth. We also need a broader demographic in these studies with users of various age groups and more users with accessibility needs, particularly those who are visually or cognitively impaired.

Future studies will also evaluate interface improvements on other resolutions and devices. In particular, the Costco Canada website on mobile devices as well as the Costco mobile application will be evaluated and improved on.

References

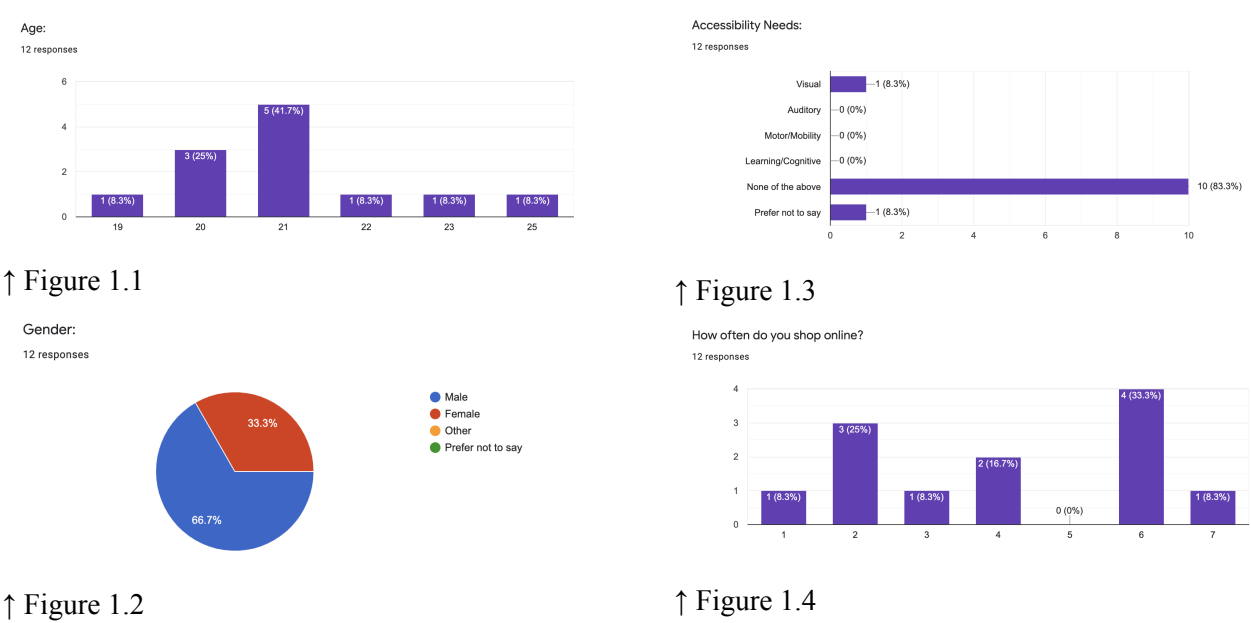
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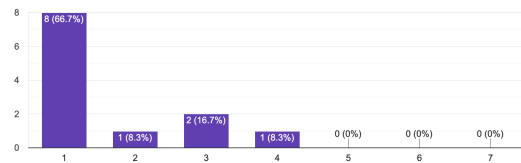
Appendices

User Evaluation



How often do you shop online on Costco Canada (www.costco.ca)?

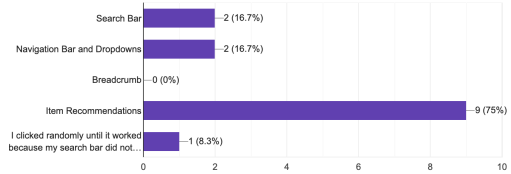
12 responses



↑ Figure 1.5

Which navigation elements did you use to complete Task 1?

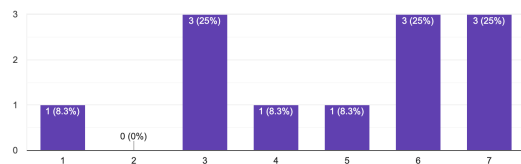
12 responses



↑ Figure 2.5

How would you rate the difficulty of Task 1?

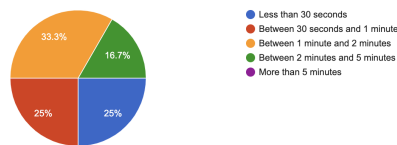
12 responses



↑ Figure 2.1

How much time do you need to complete the Task 1?

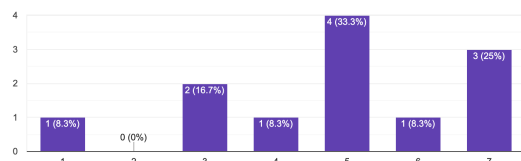
12 responses



↑ Figure 2.2

How easy was it for you to LEARN the website navigation system to complete Task 1?

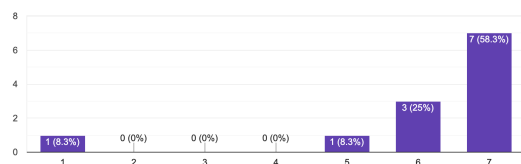
12 responses



↑ Figure 2.3

How easy would it be for you to RECALL the website navigation system if you were to redo Task 1?

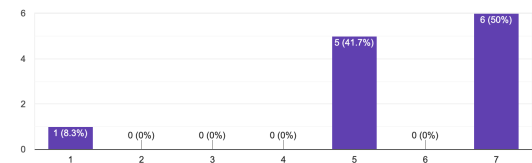
12 responses



↑ Figure 2.4

How would you rate the clutter/cleanliness of the HOME page?

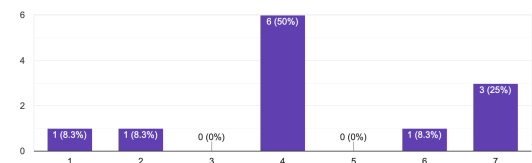
12 responses



↑ Figure 2.6

How would you rate the clutter/cleanliness of the SEARCH RESULTS page?

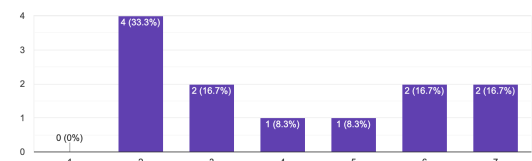
12 responses



↑ Figure 2.7

How would you rate the clutter/cleanliness of the ITEM DESCRIPTION page?

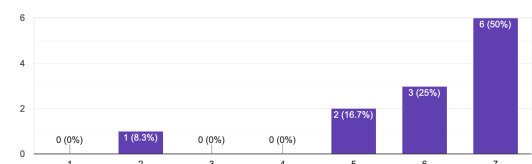
12 responses



↑ Figure 2.8

How much do you understand the different elements in the CART page?

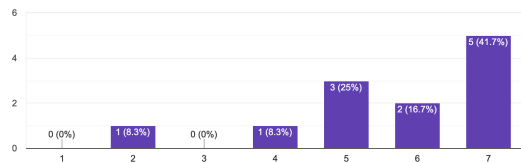
12 responses



↑ Figure 2.9

How much do you understand the different elements in the CHECKOUT page?

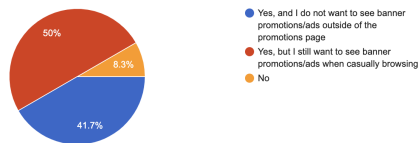
12 responses



↑ Figure 2.10

Would you like Costco Canada to have a promotions page?

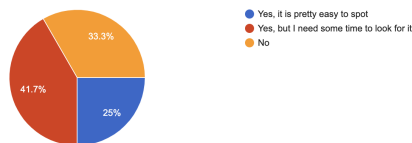
12 responses



↑ Figure 3.1

Did you manage to find the PROMOTIONS page?

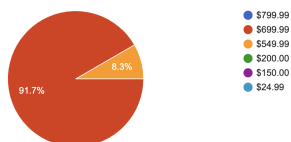
12 responses



↑ Figure 3.2

What is the ORIGINAL PRICE of "Body Glove Porter Inflatable Kayak"

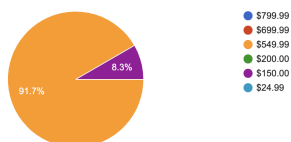
12 responses



↑ Figure 3.3

What is the NEW PRICE of "Body Glove Porter Inflatable Kayak"

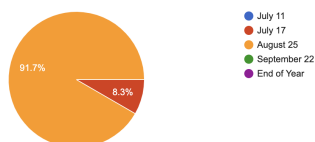
12 responses



↑ Figure 3.4

If you want to buy "Body Glove Porter Inflatable Kayak" on sale, you need to do so before...

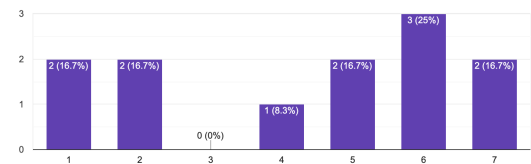
12 responses



↑ Figure 3.5

How would you rate the difficulty of Task 2?

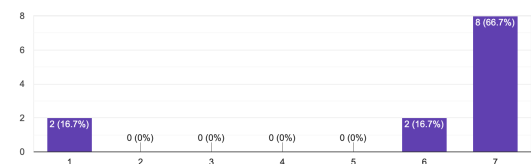
12 responses



↑ Figure 3.6

How easy was it for you to find the PRICES of items on sale?

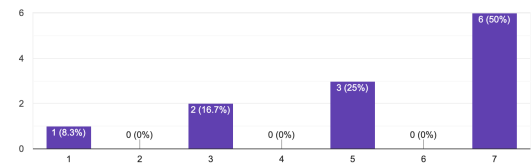
12 responses



↑ Figure 3.7

How easy was it for you to find the sale DEADLINES?

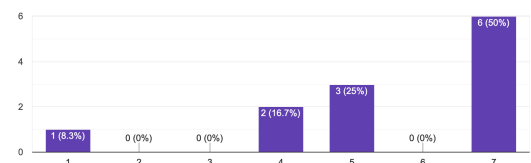
12 responses



↑ Figure 3.8

How would you rate the clutter/cleanliness of the PROMOTIONS page?

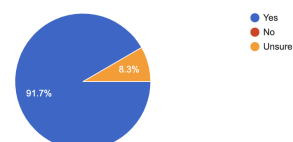
12 responses



↑ Figure 3.9

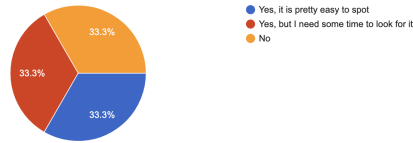
Would you like Costco Canada to allow you to see past orders?

12 responses



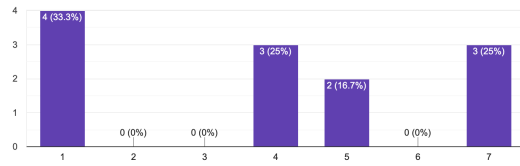
↑ Figure 4.1

Did you manage to find the PAST ORDERS page?  
12 responses



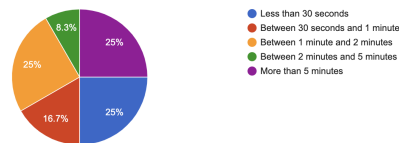
↑ Figure 4.2

How would you rate the difficulty of Task 3?  
12 responses



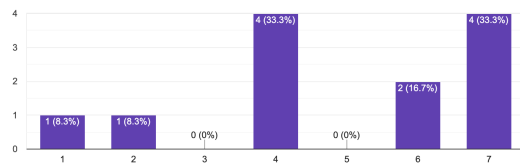
↑ Figure 4.3

How much time do you need to complete Task 3?  
12 responses



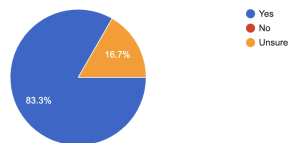
↑ Figure 4.4

How would you rate the clutter/cleanliness of the PAST ORDER page?  
12 responses



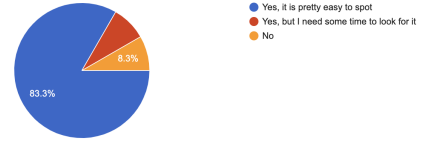
↑ Figure 4.5

Would you like Costco Canada to allow you to save your address for delivery?  
12 responses



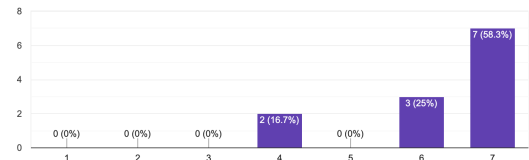
↑ Figure 5.1

Did you manage to find the ENTER NEW ADDRESS form?  
12 responses



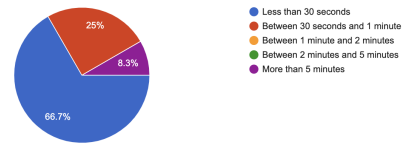
↑ Figure 5.2

How would you rate the difficulty of Task 4A?  
12 responses



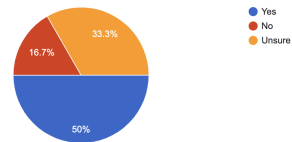
↑ Figure 5.3

How much time do you need to complete Task 4A?  
12 responses



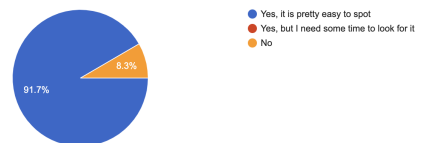
↑ Figure 5.4

Would you like Costco Canada to allow you to save your credit card information for future purchases?  
12 responses



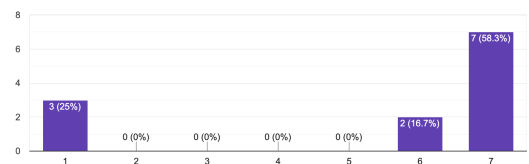
↑ Figure 6.1

Did you manage to find the ENTER CREDIT INFORMATION form?  
12 responses



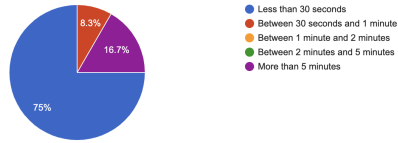
↑ Figure 6.2

How would you rate the difficulty of Task 4B?  
12 responses



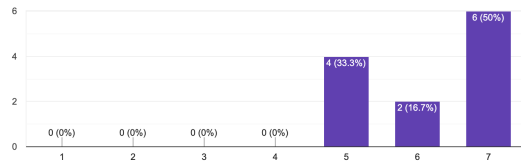
↑ Figure 6.3

How much time do you need to complete Task 4B?  
12 responses



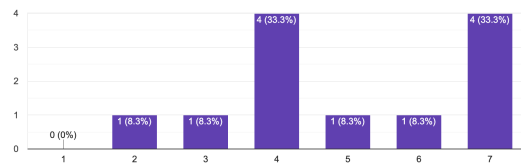
↑ Figure 6.4

How would you rate the overall clutter/cleanliness of the website?  
12 responses



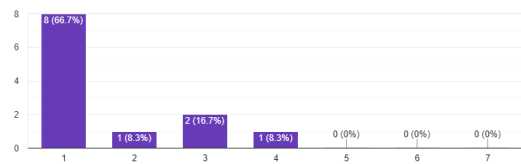
↑ Figure 7.1

How would you rate the overall ease of navigation of the website?  
12 responses

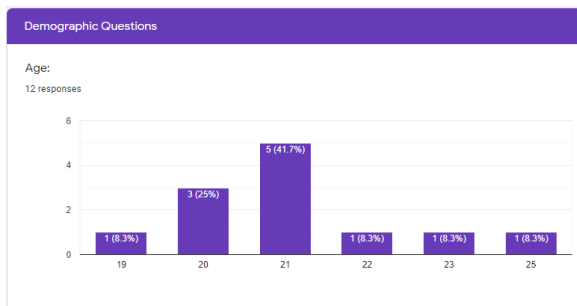


↑ Figure 7.2

How often do you shop online on Costco Canada (www.costco.ca)?  
12 responses

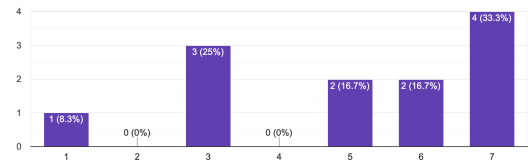


↑ Figure 8.1



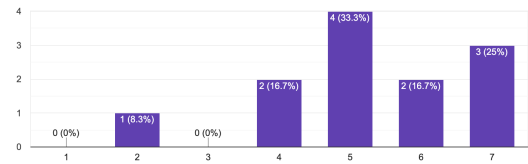
↑ Figure 8.2

How would you rate the overall visibility of different elements of the website?  
12 responses



↑ Figure 7.3

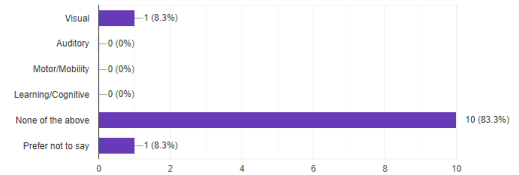
How would you rate your the overall satisfaction of the website?  
12 responses



↑ Figure 7.4

## Limitations

Accessibility Needs:  
12 responses

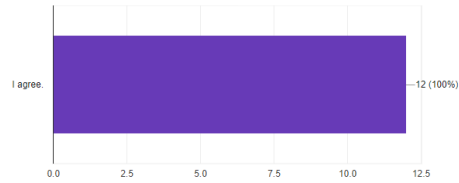


↑ Figure 8.3

# Sample Consent Form

By checking the box, I consent the design team to collect an anonymized data from this usability evaluation form and use it as part of the fourth phase of our CSCC10H3 Summer 2021 project. I agree to participate in this study and the purpose of this study is to evaluate and perform tasks using a redesigned interactive prototype of Costco Canada's website. Otherwise, you may leave this page.

12 responses



I understand the following: The procedures to be used are tasks related to the new redesign of Costco's website. Any risks incurred by participating. I will receive no compensation for my participation. I am free to withdraw at any time during the study without the need for explanation or penalty. All materials will be kept confidential. I can contact the course instructor, Naureen Nizam (nnizam@cs.utoronto.edu) with any questions or concerns



10 responses

