Team Team Team
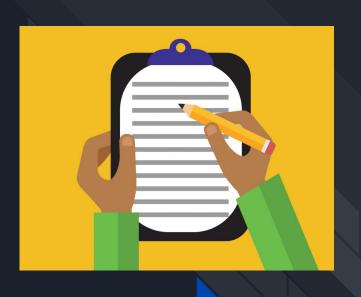
An Overhaul of the Costco.ca Website

Andreas Alexander, Felix Indrawan, Hansel Ernst Ferari, Longyu Li, Jimmy Yu, Saad Syed Ali

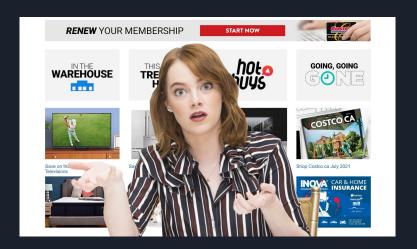# Costco and Costco.ca: an Introduction

Phase 1 - Project Proposal

Phase 1: Project Proposal (Goals)

- Website doesn't follow UI/UX principles
- Users are overwhelmed and confused

Goals:

- Removal of clutter
- Better item separation
- Organization
- Simplification

Phase 1: Project Proposal (Target Audience)

Costco Website Users:
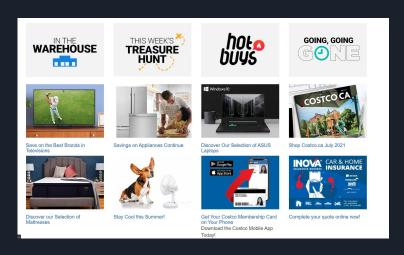
- Online shoppers
- Primarily middle-class users

Our focus:

- General users
- Visually and cognitively impaired users

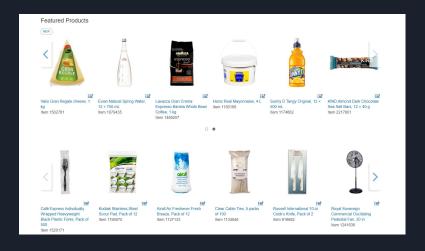# Phase 1: Project Proposal (Problems and Solutions)

Clutter

Item Separation

Phase 2 - Data Gathering

Phase 2 - Data Gathering

The Plan

14-Step Questionnaire which included asking for:

- Demographic data

What is your age group?   How often do you shop online? *

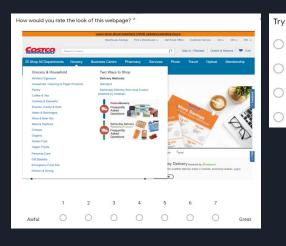- Opinions

How would you rate the look of this webpage? *   How organized does the site feel to you? *
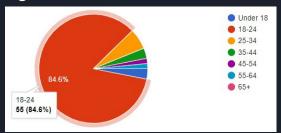
- Tasks

Phase 2 - Data Gathering

The Plan

Ordinal data

How would you rate the look of this webpage? *

1	2	3	4	5	6	7

Awful ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ ⚪ Great

Try to find bananas. Were you able to find it? If so, did it take a long time? *

⚪ Found it very quickly and easily

⚪ Found it reasonably quickly

⚪ Found it but took some time

⚪ Could not find it

How often do you shop online? *

⚪ Everyday

⚪ Once a week

⚪ Once a month

⚪ Once a year

⚪ Never

Phase 2 - Data Gathering

<u>The Results</u>

65 Responses!

Phase 2 - Data Gathering

The Results

Age
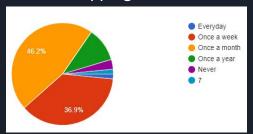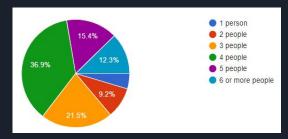
Household Size
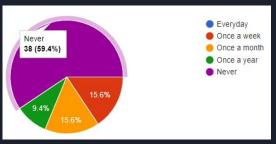
Online Shopping Habits

Online Grocery Habits

Phase 2 - Data Gathering

The Results
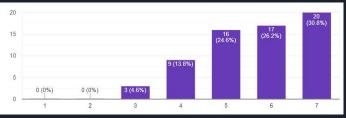
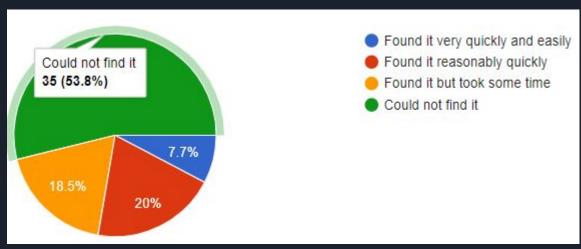Cluttered ⟵⟶ Organized

Cluttered ⟵⟶ Organized

Phase 2 - Data Gathering

The Results

The Mysterious Case of the Missing Bananas
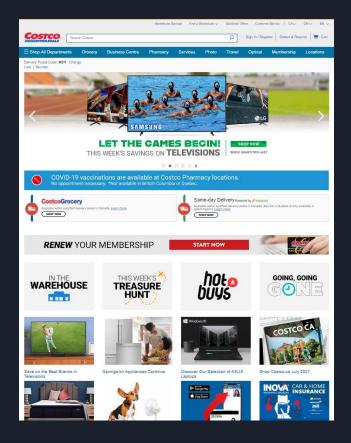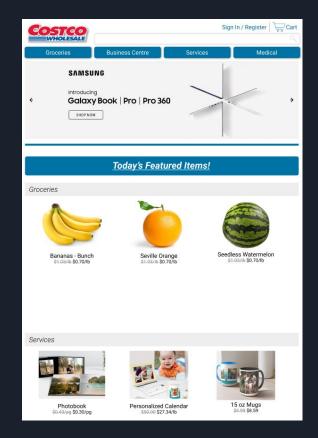
Phase 3 - Prototype
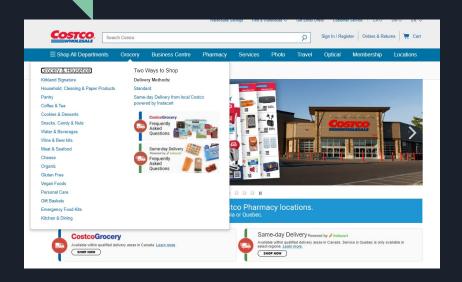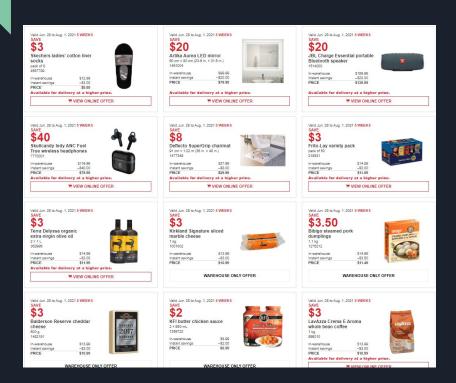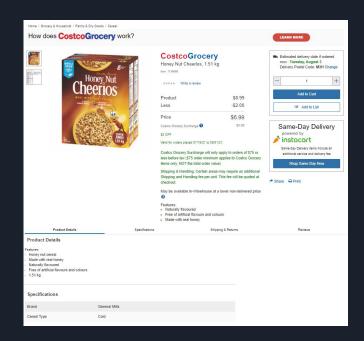
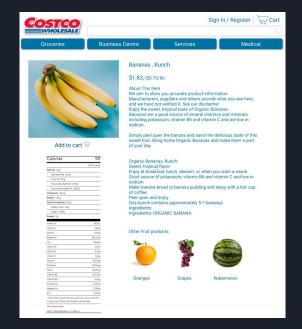# Homepage Redesign (costco.ca vs prototype)
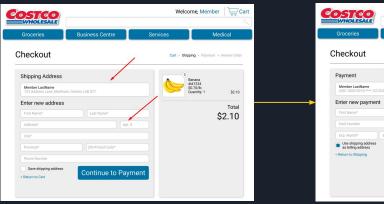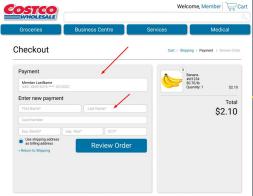
Homepage Redesign
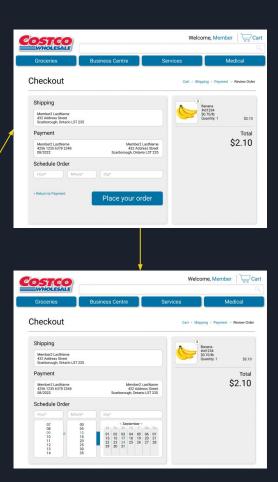
Promotions Page

Item Information

Checkout & Scheduling
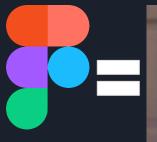
Phase 4: User Evaluation

Phase 4: User Evaluation (Methodology)

- Questionnaire
  - **Multiple choice questions**
  - **Likert scales**
  - **Short answers**
- 4 separate tasks:
  - Finding an Item and Placing an Order
  - Finding Promotions
  - Repeating Past Orders
  - Adding Delivery Address and Credit Card Information

Phase 4: User Evaluation (Results)

Positive responses	Mixed responses	Negative responses
Promotions Delivery address caching Cleanliness	Removal of banner ads Credit card caching	Navigation time (Higher than expected)

Phase 4: Limitations

41% of participants frequently shop online
67% of participants **never** use *Costco.ca* before.

Participant demographics are relatively young (19-25 years old)

Figma Bugs

The redesign focuses too much on reducing clutter and fixing the navigation system, thus neglecting the possibility of adding new features.

Phase 4: Future Work

➢ Improve navigation system
➢ New features
➢ Adaptive Designs

THANK YOU!