

Team Team Team's Project Phase 3 Report

Andreas Alexander, alexa376

Felix Indrawan, indrawa1

Hansel Ernst Ferari

Longyu Li, lilongy1

Jimmy Yu, yujimmy1

Saad Syed Ali, alisaad2

CSCC10

Naureen Nizam. PhD

July 12, 2021

Prototype URL:

<https://www.figma.com/proto/x2bU6Lb1JF800Dze5CTB68/Prototype?node-id=70%3A416&scaling=scale-down-width>

The Tasks

1. Add an item to the cart and place order
2. Find and buy an item through the promo page
3. Ordering from Past Orders
4. View and manage profile information

Task Descriptions

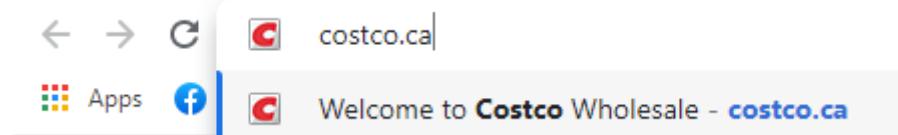
Task 1: Add an item to the cart and place order (Bananas)

The most basic task that a user might need to complete is purchasing an item from the catalogue. This is a fundamental task that likely all users of the site will go through, as it represents the main functionality of the site: purchasing products. Because this task is such a fundamental building block of the site's utility, it needs to be focused on to make sure that it is easy to do and intuitive to process, while still holding space for the many kinds of users and user needs that exist.

For this task, we will focusing on the most basic kind of purchase, a single item from a new user. The process of this task is broken into two parts: adding the item to a cart, and checking out all the items in the user's cart. In this example, our user Mary Lam will be purchasing bananas from the site. Mary has not used the site before, has no membership or user accounts on the site.

Steps:

1. Go to the Costco site homepage



2. Go to the Groceries section of the website by clicking on the Groceries button in the drop-down menu at the top of the page. In each drop down there are a variety of options to choose from to search through different catalogues. In the Grocery drop-down, click the "Fruits" link.



Sign In / Register | Cart

Groceries Business Centre Services Medical

Pantry
Fruits
Cookies and Desserts
Water and Beverages
Cheese
Organic

Introducing
Galaxy Book | Pro | Pro 360

SHOP NOW

3. Here is the Fruit catalogue. Find the bananas by scrolling a bit and looking through the pictures on display. The item is obvious in display and clearly labeled. Click on the image.

Fruit in Groceries

Groceries Business Centre Services Medical

[Groceries > Fresh Produce > Fruits](#)

Fruits

Bananas - Bunch
\$1.03/lb \$0.70/lb

Seville Orange
\$1.03/lb \$0.70/lb

Seedless Watermelon
\$1.03/lb \$0.70/lb

4. Click on the Cart icon beneath the picture of the bananas. This will add the item to the cart.

Bananas , Bunch

\$1.83, (\$0.70/lb)

About This Item
We aim to show you accurate product information
but it may not be available in all stores.
Item added to cart.

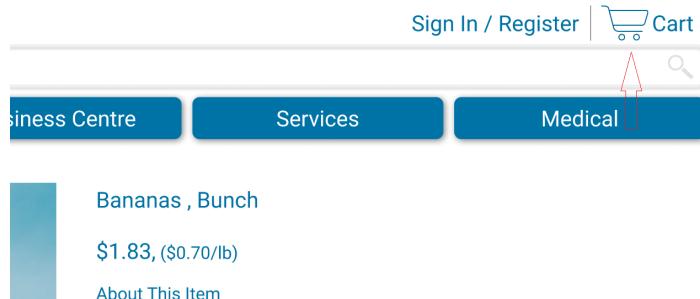
Simply peel open the banana and savor
the sweet fruit. Bring home Organic Bananas
of your day.

Add to cart

Calories 90

Organic Bananas, Bunch:

5. Click the Cart icon at the top of the web page to go to the Cart page of the website.



6. In the cart page, we have the options to increase or decrease quantity or remove the product in our cart. For this task we increase the quantity of bananas in our cart to 3 and click the green checkout button.

Shopping Cart

	Bananas	Total: \$2.10
	\$0.70/lb	
(-) 3 (+)		
Remove		
		Subtotal \$2.10
		Delivery Fee \$5.00
		Estimated Total \$7.10
		Checkout

7. We will then be redirected to the checkout page, where we can click the blue *Register* button to create an account. Fill out the information requested and press Register.

Checkout

Cart > Shipping > Payment > Review Order

Shipping Address	3 Banana #id1234 \$0.70/lb Quantity: 1	Total \$2.10
------------------	-------------------------------------------------	------------------------

Register

Costco ID

Password

First Name Last Name

Email Address

Register

Already a Member? [Sign In](#)

Register

Costco ID

Password

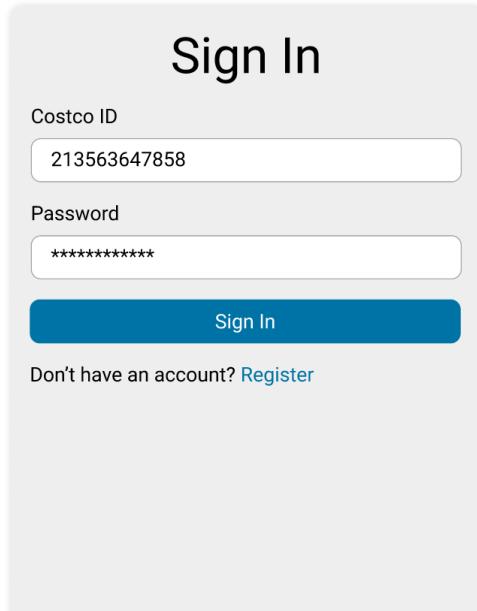
First Name Last Name

Email Address

Register

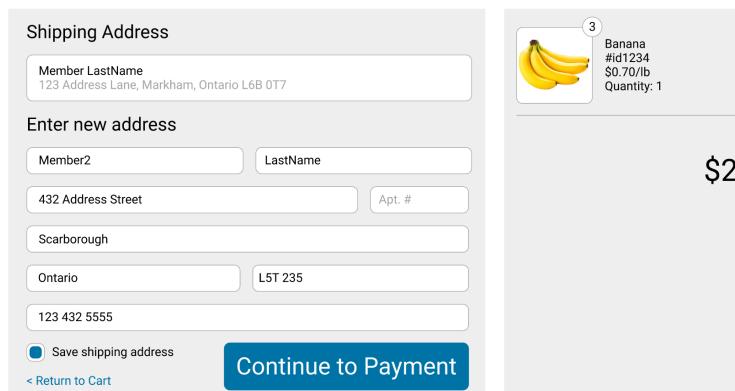
Already a Member? [Sign In](#)

8. Upon doing so, we will be redirected to the Sign In page. Sign in using the provided Costco ID and inputted password.



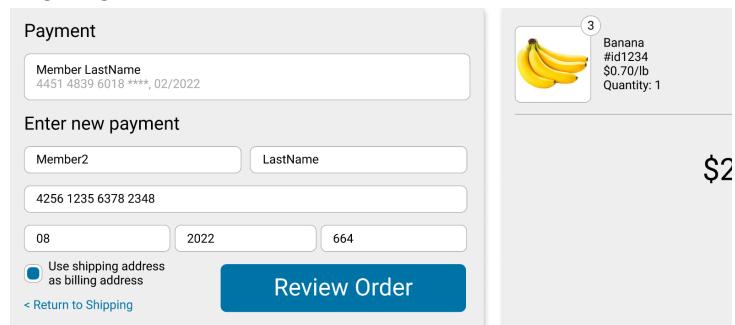
The image shows a "Sign In" page with a light gray background. At the top center is the word "Sign In" in a large, bold, black font. Below it is a "Costco ID" label followed by a text input field containing the number "213563647858". Below that is a "Password" label followed by a text input field containing "*****". At the bottom center is a blue rectangular button with the white text "Sign In". Below the button, the text "Don't have an account? [Register](#)" is displayed.

9. Input address information and click “Continue to Payment”



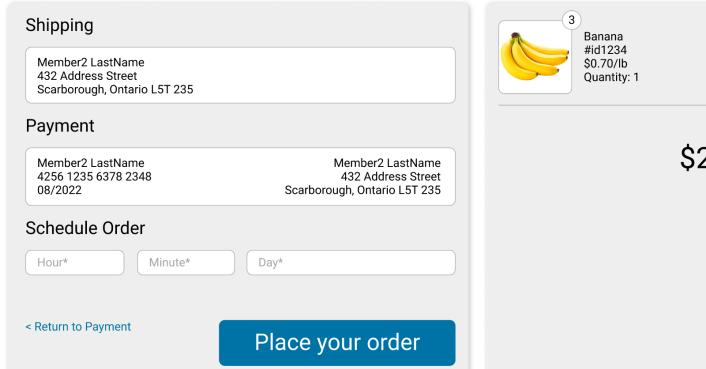
The image shows a "Shipping Address" page. On the left, there is a form for entering a new address. It includes fields for Member2 (432 Address Street), LastName (Scarborough), Province (Ontario), and Zip Code (L5T 235). There is also a field for Phone Number (123 432 5555) and a checkbox for "Save shipping address". On the right, there is a summary of the purchase: a quantity of 3 bananas, a unit price of \$0.70/lb, and a total price of \$2. Below the summary is a blue "Continue to Payment" button.

10. Input credit info and click on Review Order to finalize the purchase. You will be redirected to a closing page which summarizes the purchase.



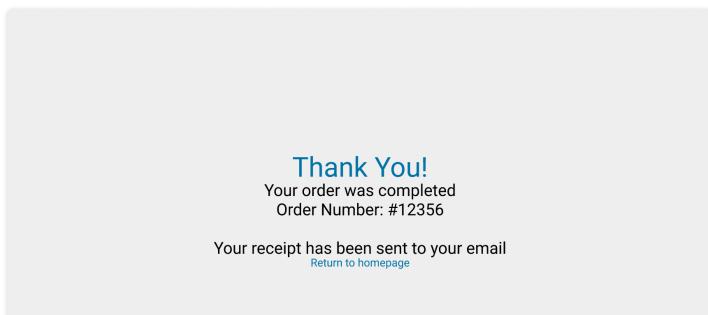
The image shows a "Payment" page. On the left, there is a form for entering payment information. It includes fields for Member2 (4256 1235 6378 2348), LastName (08 2022 664), and a checkbox for "Use shipping address as billing address". On the right, there is a summary of the purchase: a quantity of 3 bananas, a unit price of \$0.70/lb, and a total price of \$2. Below the summary is a blue "Review Order" button.

11. This page shows you your shipping and payment information as well as gives an option to schedule the order instead. For this task we will not schedule the order, and simply click the *Place Your Order* button to finalize the purchase.



12. You will then be redirected to an order confirmation page, which tells you that your order was successful.

Checkout

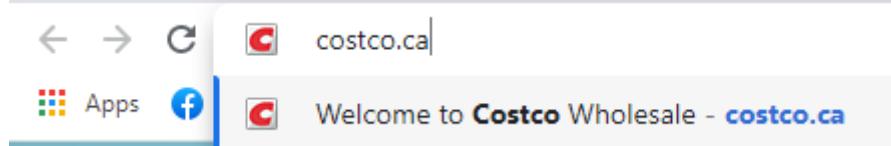


Task 2: Find and buy an item through the promo page

Description: This task describes an example of a user who wants to purchase an item that has a promotion. This task is important, because most consumers will want to look for any ongoing promotions for the best deals on groceries. In our example, Quinn Hills, who is a student living alone, wants to see the deals on any groceries at Costco for the current week. Similar users with this same task in mind should be able to perform this task with ease, as the task boils down to simply finding the promo page, items within the promo page, and checking out.

Steps:

1. Open Costco's website at costco.ca using any web browser. With the prototype, open the application to the home page, using the play button in figma or with the link provided.



2. Once the home page has loaded, click on the *Today's Featured Items* button which is clearly displayed in the middle of the page.



Sign In / Register | Cart

Groceries

Business Centre

Services

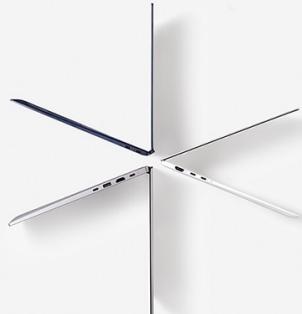
Medical

SAMSUNG

Introducing

Galaxy Book | Pro | Pro 360

[SHOP NOW](#)



Today's Featured Items!

Groceries

3. Clicking this button will redirect you to the promotions page, where you can see the weekly deals as well as seasonal promotions.. This page shows you the items sorted by category such as electronics, groceries and household items, which are on sale, with their previous price, and current sale price.



Sign In / Register | Cart

Groceries

Business Centre

Services

Medical

WEEKLY DEALS

Until July 11th

Electronics



Samsung Galaxy Book Pro
\$999.99 \$799.99
Save \$200



Samsung 65-in. Smart 4K HDR TV
\$1199.99 \$999.99
Save \$200



Apple iPhone 12 Pro 128GB
\$1099.99 \$999.99
Save \$100



Grocery Goods



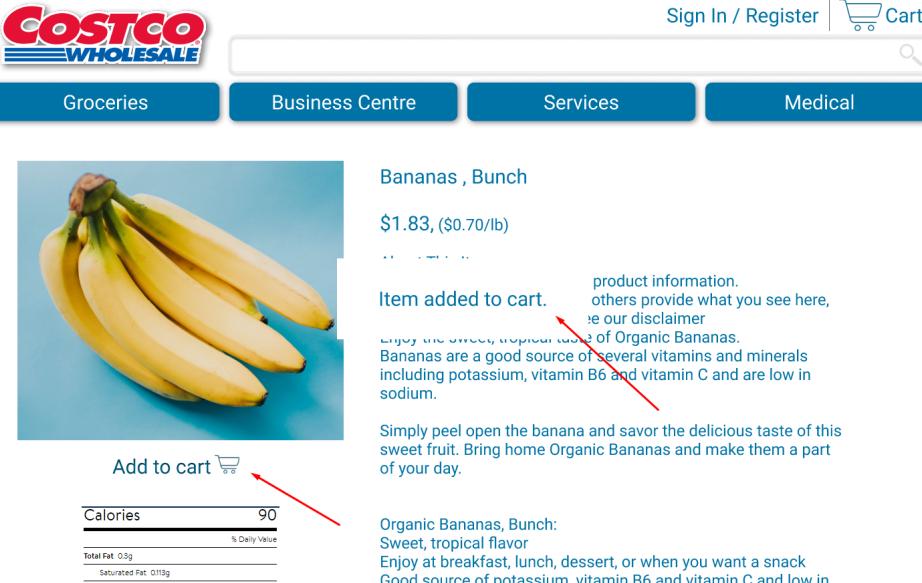
4. Once you've looked through the sale items, you can click on the items you want to purchase to see more details about them. In this example, click on the bananas to see more information.

Grocery Goods



Bananas - Bunch
\$1.03/lb \$0.70/lb
Save \$0.33/lb

- After reading through the product information (price, nutrition, information), there is a button to add the product to the cart. Once you add the product to the cart, you can continue shopping for more goods. But in our example we are ready to checkout, so we can click the cart in the top right corner to do so.



The screenshot shows the Costco Wholesale website. At the top, there's a navigation bar with links for 'Groceries', 'Business Centre', 'Services', and 'Medical'. On the right side of the header, there are 'Sign In / Register' and a 'Cart' icon. Below the header, there's a search bar and a large image of a bunch of bananas. To the right of the image, the product details are listed: 'Bananas , Bunch', '\$1.83, (\$0.70/lb)', and a note about saving \$0.33/lb. A red arrow points from the 'Add to cart' button at the bottom left to the 'Item added to cart.' message at the top right. Another red arrow points from the 'Item added to cart.' message to the 'product information' link. The nutrition facts table below the image is as follows:

Calories	90
Total Fat	0.3g
Saturated Fat	0.113g
Trans Fat	0.0g
Polysaturated Fat	0.074g

- In the cart page, we have the options to increase or decrease quantity or remove the product in our cart. For this task we increase the quantity of bananas in our cart to 3 and click the green checkout button.



Shopping Cart

Subtotal	\$2.10
Delivery Fee	\$5.00
<hr/>	
Estimated Total	\$7.10

Checkout

- We will then be redirected to the checkout page, where we can click the blue *Sign In* button to log into our account. Simply click on the *Costco Id* and *Password* field and hit sign in. Once we are logged in, we have a choice of entering a new address or using a previous saved address. Click the already saved address to select and use it. And click continue to payment for next steps.

Checkout

Cart > Shipping > Payment > Review Order

3	Banana #id1234 \$0.70/lb Quantity: 1	\$2.10
		Total \$2.10

- Once again, we have a choice of entering new payment information or using saved payment information. By simply clicking the saved payment information, we select that to use for this purchase. Click on review order to finalize the purchase.

Checkout

Cart > Shipping > Payment > Review Order

Payment

Member LastName
4451 4839 6018 ****, 02/2022

Enter new payment

First Name* Last Name*

Card Number

Exp. Month* Exp. Year* CCV*

Use shipping address as billing address

< Return to Shipping Review Order

3
Banana
#id1234
\$0.70/lb
Quantity: 1 \$2.10

Total
\$2.10

9. You will be redirected to a closing page which summarizes the purchase. This page shows you your shipping and payment information as well as gives an option to schedule the order instead. For this task we will not schedule the order, and simply click the *Place Your Order* button to finalize the purchase.

Checkout

Cart > Shipping > Payment > Review Order

Shipping

Member2 LastName
432 Address Street
Scarborough, Ontario L5T 235

Payment

Member2 LastName
4256 1235 6378 2348
08/2022

Member2 LastName
432 Address Street
Scarborough, Ontario L5T 235

Schedule Order

Hour* Minute* Day*

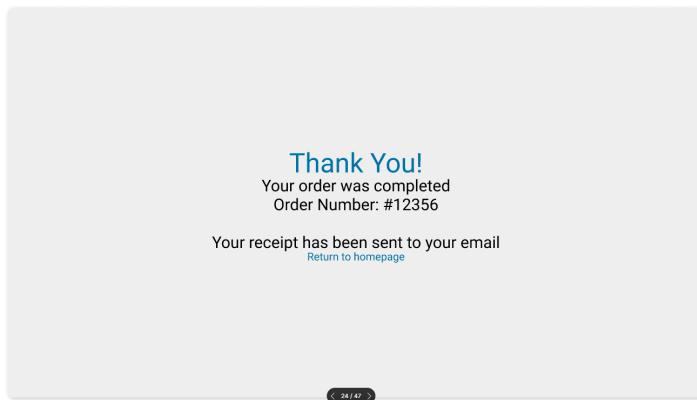
< Return to Payment Place your order

3
Banana
#id1234
\$0.70/lb
Quantity: 1 \$2.10

Total
\$2.10

10. You will then be redirected to an order confirmation page, which tells you that your order was successful.

Checkout



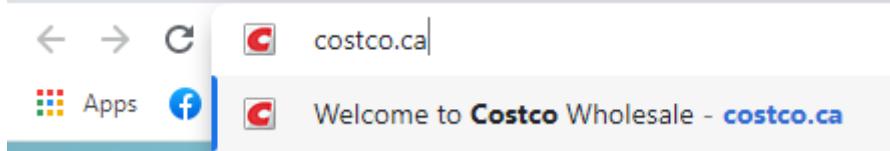
Task 3: Ordering from Past Orders

Description:

This is an example task of a user ordering the same items from a previous order. A user may perform this task for ordering groceries to save time. Jess Williams is very organized and plans her meals in advance and prefers to eat similar things every week. She frequently orders groceries online using Costco. Users like Jess can view their past orders and reorder the same items. Then they can edit their order and schedule a specific date they want the order to arrive. Users like Jess who don't want to spend a lot of time shopping can quickly and easily shop for the same items by performing this task.

Steps:

1. Open Costco's website at costco.ca using any web browser. With the prototype, open the application to the home page, using the play button in figma or with the link provided.



2. Click on the "Sign In" button at the top of the page to be sent to the Sign In page.



3. Input your Sign In information (for the Figma prototype, simply click on the input fields and they will auto-fill), and click the "Sign In" button.

Sign In

Costco ID

Password

[Sign In](#)

Don't have an account? [Register](#)

4. You are now Signed In. Now, where there was a “Sign In” link, there will be a “Member” link instead at the top right of the page. Click this link to be sent to the Profile page.



5. This page displays all the information of the sign-in user. It also gives the user a number of options for modification, allowing them to change various details of their account, and gives them a number of extra utility options on the right.
For this task, we will be viewing our past orders so click on “See Past Orders” on the right.

[See Past Orders](#) ←

[User Settings](#)

[Manage Memberships](#)

[Calendar](#)

6. Now we can see all of our past orders. Click on “Show Details” on the top right corner to see a list view of items with costs.

Past Orders

Ordered on July 9th, 2021 [Order Again](#) [Show Details](#) ←

Items:



7. Now we can click on “Order Again” and easily order the same items as this past order.

Past Orders

Ordered on July 9th, 2021 [Order Again](#) ← [Show Less](#)

Items:

- Bananas x3 \$2.10

Total: \$2.10

8. Since we are logged in and there has been a past order already, the shipping and payment details are already filled in by default. We can choose to edit them by clicking on them but for this task, we don't need to do any changes. Instead we click on the boxes in Schedule Order to select a time of delivery.

Schedule Order

Hour*

Minute*

Day*

9. We can now select a specific time and date. The hour (in 24 hr format) and minute has dropdowns for selecting the hour/minute. The day can be selected on a calendar. We will choose 9:10 am on September 24.

Schedule Order

Hour*	Minute*	Day*
07	00	
08	05	
09	10	
10	15	
11	20	
12	25	
13	30	
14	35	

10. We can click on the “Place You Order” button to complete our order now that everything has been filled in.

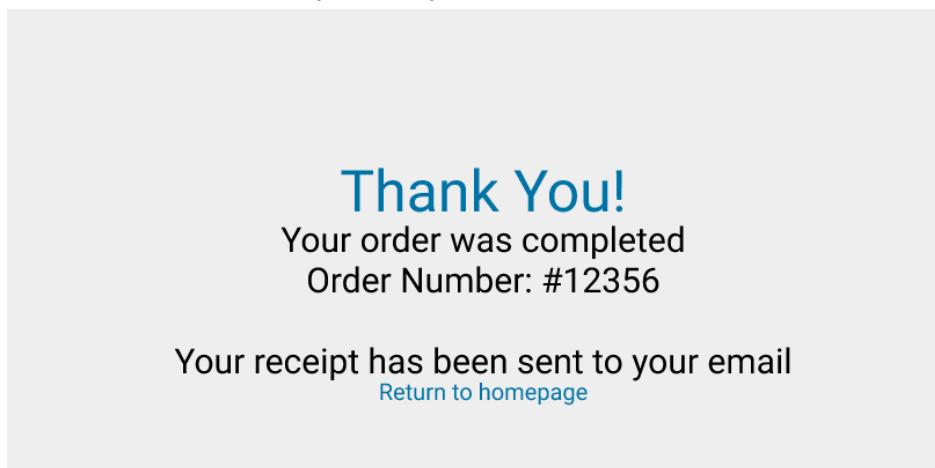
Schedule Order

09	10	September 24, 2021
----	----	--------------------

< Return to Payment

Place your order

11. Now the order is complete. You will then be redirected to an order confirmation page, which tells you that your order was successful.



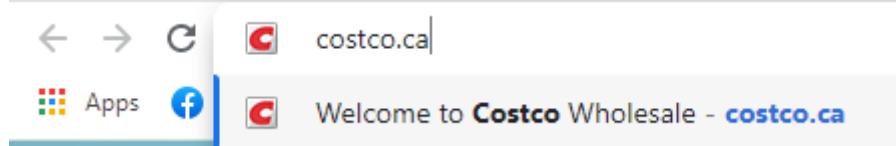
Task 4: Profile View and Management

The Costco Website expects a number of users who will become regular buyers and users of the site. There are many demographics of people who need groceries on the regular after all. Because of this, Costco has a user profile functionality that allows users to save and manage important data, such as purchasing information or membership details, directly on the site. The purpose of this utility is to streamline the process of purchasing for users who go through the purchasing process regularly, while also allowing space for easy modification of the saved user data for when the user requires something to be changed.

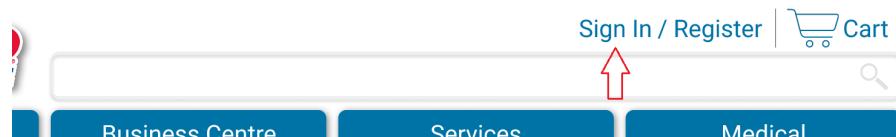
In this example, we will look at a user who already has a profile on the Costco.ca website. The user has recently moved to a new home, and as such, needs to update the address on their user profile to the new one.

Steps:

1. Open Costco's website at costco.ca using any web browser. With the prototype, open the application to the home page, using the play button in figma or with the link provided.



2. Click on the "Sign In" button at the top of the page to be sent to the Sign In page.



3. Input your Sign In information (for the Figma prototype, simply click on the input fields and they will auto-fill), and click the "Sign In" button.

Sign In

Costco ID
213563647858

Password

Sign In

Don't have an account? [Register](#)

4. You are now Signed In. Now, where there was a "Sign In" link, there will be a "Member" link instead at the top right of the page. Click this link to be sent to the Profile page.



5. This page displays all the information of the sign-in user. It also gives the user a number of options for modification, allowing them to change various details of their account, and gives them a number of extra utility options on the right. For this task, we will be modifying the user's address, so click on the "Change" link next to the address line in the profile page.

Member LastName
email: member.lastname@test.com

Address: 123 Address Ln, Markham, Ontario L6B 0T6 [Change](#)

Credit Card No.: **** * 1234 [Change](#)

Member Number: 213563647858 [Change](#)

- Input the new address information into the input fields (for the Figma prototype, simply click on the input fields and they will auto-fill), and click the “Confirm” button. This will send you back to the Profile page.

Enter new address

Address* Apt. #

City*

Province* ZIP/Postal Code*

Phone Number

Save as shipping address

Confirm

Enter new address

Address* Apt. #

City*

Province* ZIP/Postal Code*

Phone Number

Save as shipping address

Confirm

- You should now see the new address (“999 New Address Ln.) is now the default address of the profile.

Member LastName
email: member.lastname@test.com

Address: 999 New Address Ln, New City NW, N3WN3W [Change](#)

Credit Card No.: **** * 1234 [Change](#)

Member Number: 213563647858 [Change](#)

Prototype Evaluation

We believe that our redesign of the Costco website improves user experience by offering a cleaner layout and optimized navigation. We aim to measure the success of our redesign by combining qualitative and quantitative data. We will be asking users to provide comments on their experience navigating the course while also collecting quantifiable opinions using 7-point Likert scales. In addition, we are planning to also measure objective data such as navigation time to ensure that the metrics of user experience are not biased.

Task 1: Placing Item Order

To measure user experience of finding items, adding items to the cart, and placing orders, we will collect both quantitative and qualitative data from users. We are planning to ask users to conduct a mock task to find a particular item to test the simplicity of each page’s user interface and rate the ease of navigation. We will be asking participants of our study to rate the cleanliness of each page on a 7-point Likert scale, provide a self-measured

navigation time for completing the task to objectively measure ease of navigation, and write a brief comment about their overall experience and areas that may need further improvement. If feasible, we also hope to observe the users navigating through each page in the sequence to see whether they are using navigation features such as the navigation bar, the breadcrumb, and the search bar.

Task 2: Finding Promotions

Our decision to add a stand-alone Promotions page to the *Costco* website is made to reduce the clutter in the Home Page, as reported in the survey responses in the previous phase. The purpose of the Promotions page is to compile various promotions into a single page instead of having different banners crowd other pages. To measure the effectiveness of the Promotions page, we will be asking users to rate the layout and features of the page on a 7-point Likert scale. In addition to that, users' ratings of the Home Page's cleanliness, as measured in Task 1, is also a necessary metrics to determine the effectiveness of this page because we hypothesize that adding a Promotions page will also make users rate the cleanliness of other pages higher after moving the clutter elements to a standalone page.

Task 3: Ordering from Past Orders

The past orders feature for members is created for experienced users that have used the Costco website to order previously. We will evaluate this particular task with a few evaluation points. We will ask participants to rate how easy it is to find the past orders page firstly, how easy is the feature to use, and also how likely they would be to use this feature. We will also compare the average time it takes for users to order through this feature compared to a user ordering the same items manually to record how much time users actually save with this feature.

Task 4: Profile View and Management

We will be asking users to create and update their profile with a set of simple tasks to allow users to experience the profile view and management interface. Considering the limitations of interactive account registration and log in experience without a back-end, we will only be measuring the quality of the user interface. We believe that a good user interface for profile management should be intuitive such that users can easily learn and memorize the function of most buttons in the interface. Using a 7-point Likert scale, we will ask our users to rate the ease of learning the various features in the profile view and management page. We will also collect qualitative data by asking users to write a brief comment about their experience conducting the tasks of creating and updating their profile.