ASSIGNMENT-1

* One of the websites and mobile applications, that I almost use on a daily basis is amazon.com.

Amazon is a multinational technology based in Seattle, that focuses on ecommerce, cloud computing, digital streaming and artificial intelligence.

* A few things that I like about the website are:
* Position of the search bar.
* The bottom section of the page that mentions the extra information regarding careers, selling a particular product, FAQ’s etc.
* The scan to search products is quite interesting (mobile application).
* One click ordering of products, that makes online shopping more user friendly.
* Major focus on best-selling products and recently viewed items is commendable.
* Content tailored as per the user search activity.
* Amazon Assistant for comparing products all over the web.
* Some things which dislike about the website is:
  + The website on the whole looks like it is cluttered or simply it looks as if there are too many items on one page.
  + Not friendly enough for new users.
  + Some advertisements take up a lot of space.
  + The mobile application of amazon provides much better user experience than the website.
* Better choice of colors can be used to design the website and tiny fonts sometimes are difficult to notice, just like the filter button.
  + Sometimes the search results are not related to the requirements.
* The account information page has tons of pages, it took me around 3- 4 clicks to get to customer services page
* Improvements:
* For the website:
* The process of deactivating the account can be made simpler.
* Presentation of the search results can be made simpler and comparable to the users.
* The filter option can be presented in a such a way that it is more commanding and useful.
* Reduce the number of clicks to get to customer service page.
* There are two sign in options for the user which seems redundant and is space occupying.

Use Case: To improve the user experience for the recommended for you section of the page.

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| Use Case: | To improve the user experience of the “recommended for you” section of the page. |
| Actor: | User |
| UseCase Overview: | A registered user or a new user logs in to the website and checks the recommended for you section. |
| Subject Area: | E commerce |
| Trigger: | User wants to check for products in the market |
| Pre-conditions: | * User has an Internet connection. * User logs in to the website. |
| Basic Flow: | 1. User logs into the website and checks the recommended for you section, which is not much appealing and seems a little unevenly aligned |
| Alternative flow for 1:  (Description) | 1. User logs in to website 2. User checks the recommended for you section. 3. Products appear side by side, properly aligned with concise description of each product. 4. The filter drag down button must include out of stock option. |
| Termination Outcome: | 1. User might purchase a particular product. 2. User might add the item to the Wishlist 3. User might exit the website. |
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Use Case to improve the overall user experience of the website.

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| Use Case: | To improve the overall user experience of the website |
| Actor: | User |
| Trigger: | Need to purchase a product or checking products. |
| Preconditions: | User must be connected to the internet. |
| Basic Flow: | 1. An existing or a new user visits the website. 2. User browses for products. 3. Checks for a particular product 4. Adds the product to the Wishlist or cart. 5. Checkout or exit. |
| Alternative Flow for 1: | 1. User (Existing or New) visits the website. 2. Finds the crowded webpage overwhelming. 3. Exits the webpage. |
| Alternative flow for 1  (Improvements) | 1. Align the page properly 2. Eliminate unnecessary advertisements that are sponsored. 3. Better choice of colors for fonts can be used. 4. Remove the two sign in options from the page. |
| Alternative Flow for 2: | 1. User browses for different products. 2. Search results are displayed one below another, user has to scroll more. 3. User exits. |
| Alternative Flow for 2:  (Improvements) | 1. Display search results one beside another, in an easy and a comparable manner. 2. Make the filter button more prominent in the customer reviews section. |
| Termination Outcomes: | 1. User purchases the product. 2. Product has been added to Wishlist. 3. User exits the website. |