

UI/UX - Assignment 1

Q1: Select a product and explain what user experience aspects of that product that you liked! Then list what significant improvements you would suggest!

Answer: Selected product: **Amazon** (www.amazon.com)

A. User Experience aspects of the product that I liked:

1. Website's performance:

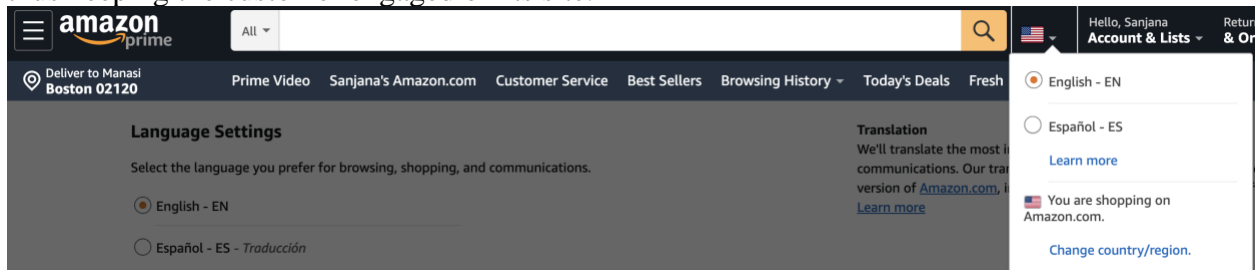
Amazon's website has loads of data – user's data, variety of products, variety of services, deals, lots of recommendations etc. Most of the application's data includes images with a variety of custom filters to filter the data. But this does not affect the performance and the loading time is excellent for all the pages.

2. Supports variety of devices even with appropriate mobile app in place:

Website layout is device (mobile, iPad, laptops and desktops of multiple screen-size) friendly. Additionally, there are different apps for all the different services it provides, instead of cluttering all the services in a single app.

3. Being global and language friendly:

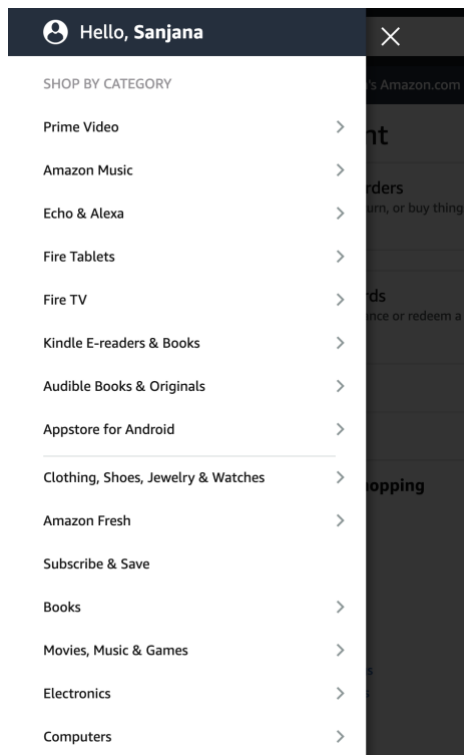
The website has a feature where we can select a country, and after selecting it, a new tab opens with major/multiple languages spoken in that country. The user can select the language in which he/she is comfortable with, and the entire website gets translated into that language. This feature increases the customer base and avoids the use of a translator, thus keeping the customer engaged on its site.



4. Ease of navigation through the Hamburger menu:

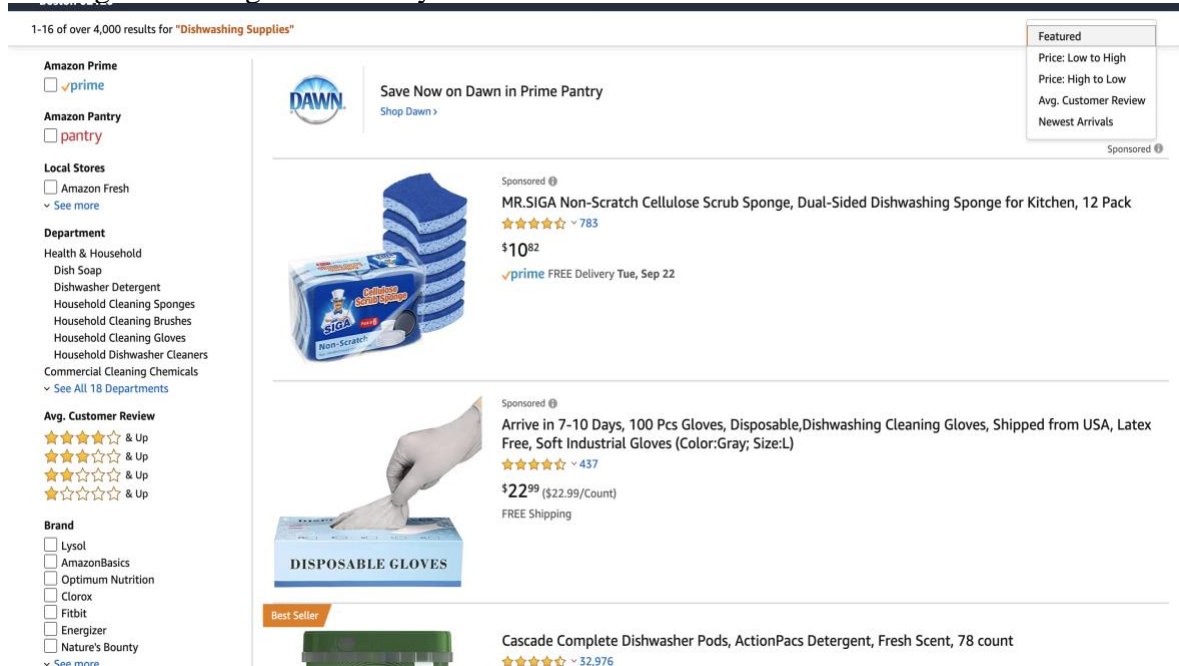
On clicking the hamburger menu, you get categories of services and product Amazon provides, and it also follows the three clicks rule.

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5. Custom filters for almost all the different category of products:

The custom filters make it easy to find the required product quickly thus saving time and enhances user experience. The custom filters change as per product and the service. Also, we can sort the filtered products on the basis of price, customer reviews etc. Both the filtering and sorting functionality saves a lot of time.



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6. Detailed order tracking service:

The order details are clear and detailed and also has filters (order placed time) and options (invoice, buy it again option, write product review option) that enhances customer experience.

[Your Account](#) > [Your Orders](#)


Your Orders

[Search Orders](#)
[Orders](#)
[Buy Again](#)
[Open Orders](#)
[Digital Orders](#)
[Cancelled Orders](#)

8 orders placed in [past 6 months](#) ▼

ORDER PLACED	TOTAL	SHIP TO	ORDER # 113-1013867-3724257
June 18, 2020	\$0.00	[REDACTED]	Order Details Invoice

Delivered Jun 20, 2020
Package was left in a parcel locker



2pcs Baseball Cap for Men Women Adjustable Size Perfect for Outdoor Activities
Black/Dark Grey
Return window closed on Jul 20, 2020
\$0.00

[Write a product review](#)

[Buy it again](#)
[View your item](#)

[Archive order](#)

7. Well secured:

Dual authentication is required when you access the website on a new device. Session expires soon and thus re-login is required to perform/access critical task/data like placing order, viewing order history or accessing/changing personal information.

B. Significant improvements that I would suggest:

- Website can be made interactive/attractive** – The website is very basic, just like or almost similar to any other ecommerce website. Suggestion: *To make it attractive and interactive we can use advanced CSS3 - animations, transitions, 3D effects etc.*
- Keeping relevant recommendations and giving options to view other recommendations** – There are many unnecessary recommendations on landing and all other pages. The website becomes lengthy and the customer loses interest or simply ignores the recommendation as there are too many of them. Suggestion: *We can keep relevant recommendations (based on browsing history and what similar users' shop) and give option to view additional recommendation by taking user input.*
- Footer size can be reduced** – The footer is too long, and it has listed all the services Amazon provides. Suggestion 1: *We can just add a view more button and add this information.* Suggestion 2: *Create a separate and attractive page (and provide this link in the footer and in the header menu) to showcase all the amazing service Amazon provides as the information in the footer is mostly ignored.*
- Website is cluttered and provides too many options (mostly redundant)** – There is no particular theme which is followed the pages are loaded with lots of recommendations. Also, there are too many options which overwhelms users and

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creates confusion. Suggestion: We can remove the redundant options. Instead of placing random recommendations to fill out the webpage, a theme can be designed to well organize the page as per services/categories of products.

5. **Search or custom filters not displaying correct data** – The API/query fetching data from the user selected filter needs to be fixed and tested to display correct data.

Q2: Create the use cases for the interactions assuming the improvements of the site in mind. Be creative and even if that means rethinking or recreating that product, system and service.

Answer: Use cases are as follows:

Use case 1	New customer - Sign up
Actor	New user - Sanjana
Basic Flow	Sanjana opens up the Amazon website. Website will show a tooltip to sign in or ask if the user is a new customer. Since Sanjana is a new customer she will select the option for new customer. On selecting this option, she will be redirected to Create Account page, wherein she will enter her name, valid email id, password and then once done she will click the create account button. If the email id is valid and not registered earlier, new account will be created successfully. Else if the email id has been already used to create an account the error message of "Email id already in use" will be displayed. And further options of forget password, sign in, create new account will be shown.

Use case 2	Returning customer - Sign in
Actor	Returning user - Sanjana
Precondition	User has signed up
Basic Flow	Sanjana opens up the Amazon website. Website will show a tooltip to sign in or ask if the user is a new customer. Since Sanjana is a returning customer she will select the option for sign in. On selecting this option, she will be redirected to Sign-in page, wherein she will enter her registered email id and password (and in case of mobile account her registered phone number and password). If the credentials are entered are correct, she will receive an email for the sign-in attempt. She should open that email and approve the sign-in attempt to successfully sign in. In case sign up is done using mobile account a security one-time code will be sent on the registered phone number which she needs to enter to successfully sign in.

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Use case 3	Browse product
Actor	Web user - Sanjana
Basic Flow	Sanjana opens up the Amazon website. Since she just wants to browse products, she can do it without signing in. To browse products, she can use the search menu in the header. To use the search menu efficiently/ to find a product in a specific department she should select a specific department from a dropdown the product belongs to and then enter the "product name or keyword" and then click on the button with search icon. If the department from the dropdown menu is not selected, then product search result will be displayed from all the department where the "product name or keyword" entered is available.

Use case 4	Add to cart
Actor	Amazon user - Sanjana
Precondition	Users should sign in
Basic Flow (Improved version)	Sanjana opens up the Amazon website. She starts browsing products as per the browse product use case. Once she finalizes the product she wants to buy or add to cart she will click the Add to cart button. If she hasn't signed in the website should ask her to sign in and then on successful sign-in add the product to her cart. If she has already signed in, then the product will be added to her cart on the click of the button. In current version products are added to the cart without signing in.

Use case 5	View cart
Actor	Amazon user - Sanjana
Precondition	Users should sign in
Basic Flow (Improved version)	Sanjana opens up the Amazon website. She wants to view her cart, for that she should click on the button with cart icon in the header. If she was signed in, she should be allowed to see the products in her cart and if the cart was empty relevant message should be displayed. If she wasn't signed in, then on the click of the cart button she should be asked to sign in and on successful sign in she would see products in her cart.

Use case 6	Place order or Buy products
Actor	Amazon user - Sanjana
Precondition	Users must sign in
Basic Flow	Sanjana opens up the Amazon website. She wants to buy products in her cart, for that she first needs to follow the view cart use case. Once the products are visible user can verify the products and click on the proceed to checkout button. On the Proceed to checkout button click user will be asked to fill delivery address, payment details and display the products she is going to buy for review. Once relevant details are filled and reviewed, she should click on Place your order button to place the order/buy the product.

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Use case 7	Delete product from cart
Actor	Amazon user - Sanjana
Precondition	Users should sign in
Basic Flow	Sanjana opens up the Amazon website. She wants to delete products in her cart, for that she first needs to follow the view cart use case. Once the products in the cart are visible, she should find out the product she wants to delete. Once the product she wants to delete in her cart is located, she needs to click on the delete link/button present below the product details to delete that specific product.

Use case 8	Cancel order
Actor	Amazon user - Sanjana
Precondition 1	Users should sign in
Precondition 2	Order should be placed but shipment should not be initiated
Basic Flow	Sanjana opens up the Amazon website. She wants to cancel the order she placed, for that she needs to click on the Returns and Orders button in the header. She needs to sign in to access her orders. If she is signed in, she will be able to see all the orders she has placed. She should find out the order she wants to cancel, once determined she should click on the cancel order button/link for that order. If the order is already shipped, then the order cannot be cancelled, and she should return the products on arrival.

Use case 9	Watch prime videos
Actor	Amazon prime user - Sanjana
Precondition 1	Users should sign in
Precondition 2	User should be an amazon prime member
Basic Flow	Sanjana opens up the Amazon website. She wants to watch Prime videos, for that she should click on the Prime Video button below the header. If she is a prime member, she will be redirected to the prime videos page where she can search for the required video and can watch it if its free, else she needs to buy it and watch it. If she is not a prime member, then she is redirected to the prime membership registration page where she needs choose a membership plan and pay the fees, post which she becomes a prime member and can watch prime videos.

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Use case 10	View invoice
Actor	Amazon prime user - Sanjana
Precondition 1	Users should sign in
Precondition 2	User must have placed at least an order
Basic Flow	Sanjana opens up the Amazon website. She wants to view invoice for the order she placed, for that she needs to click on the Returns and Orders button in the header. She needs to sign in to access her orders. If she is signed in, she will be able to see all the orders she has placed. She should find out the order for which she wants to view invoice, once determined she should click on the invoice button/link for that order. On the invoice button click she will be able to view her invoice; she can also download/print the invoice by clicking on the print button.