User Experience Design and Testing

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Assignment 4A

Website chosen for recreating a shopping cart:

Target

What is Target?
Target is a shopping website that helps the customers to purchase everyday groceries, clothing, electronics, kitchen wares, toys, etc., with a contactless pickup or delivery.

Reasons and re-creation of Target Shopping Cart:

Reason 1:

- The Color theme of target is not attractive since they use red and white as their main theme.
- The **red color** indicates **danger,** and this might create a negative vibration for the customers

Re-creation:

- If target has a pleasant theme of **contrast colors** which might be **dark maroon and light pink** which are shades of red but presented in a pleasant way.
- An example of the website theme after the change of colors would be as follows:

Reason 2:

- In Forget Password Page, there is a way of resetting the password only by email id or phone number which are the **most common two options** which any application has.
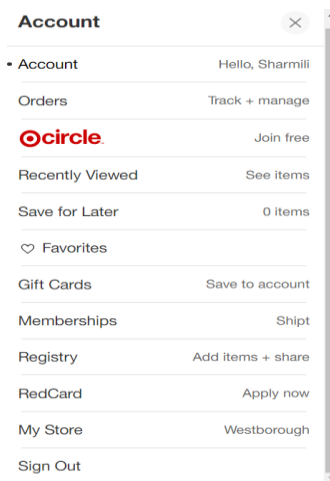

Recreation:

- The forget password page can be recreated by adding even more options for the customers to sign in by providing **biometrics (facial recognition, fingerprint recognition)** through which a customer can reset the password directly and sign into their lost account.

- This **reduces the customer's time** typing their email id or phone number, checking for OTP and entering them which consumes a lot of time.

Reason 3:

- The **"My Account Page"** can be even more interactive with the customers.
- It is simple and boring as there are **only texts** without any attractive symbols in the entire layout
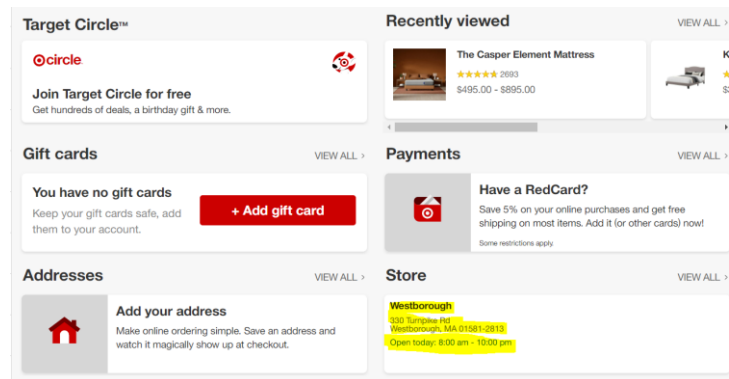

Re-creation:

- Since there is only text placed in this "My Account" page, it can be more interactive by providing a **lot more symbols** for account orders and for everything.
- Since there is **only symbolic representation** for the **tab favorites**, it looks **odd**, and it can be re-created by adding fancy symbolic representations

Reason 4:

- By clicking on the accounts tab, it directs me to the page which displays offers and discounts which is too clumsy and **crowded**.
- The font size and the layouts are not proper which reduces customer interaction with the application
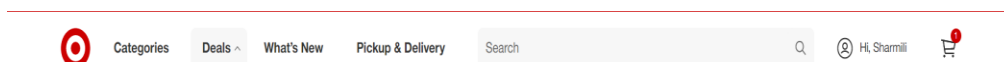
Re-Creation:

- Re-creating my accounts page with less and more innovative content which is livelier with **scroll on image animation** can be performed to attract customers and **improve customer experience**. Similar layouts can be used for the design to be neat and clean.
- Buttons can be more interactive by adding **rotating animations** instead of having hover which a regular button has.

Reason 5:

- The navigation bar can contain even more options which will attract a lot of customers. They can **add a review section/tab** for building customer trust

Re-Creation:

- I will be having a separate navigation tab for **"Product Reviews"** in which all the reviews for various categories of products will be posted in the form of entertainment as **images/videos/shorts/reels** and this will attract a lot of customers to buy the product and **builds customer trust.**
- Bringing in **entertainment platform** and **shopping platform** together will make the website be a great hit

Reason 6:

- A new user who is not in flow with the trend will find the website difficult to access.
- They can provide a demo video to attract all the new customers

Re- Creation:

- When a new user uses the application, we can provide a **tour guide** who travels along with them until they shop, purchase, add items to the cart and make the payment, and for tracking the delivery.
- There should be a flow guide for everything where the user should know how to use the app at the first time.
- If they are not able to understand the first time, they can have multiple tries until they are familiar.
- This can be done by providing an **alert while entering, specifying "Do you need a flow-tour again"** and when a customer selects "**yes**", it can be **played again**.

Reason 7:

- Add to cart page can also contain product description which would enable the user to note down the information if they missed it in the previous description page to avoid user mistakes

Re-Creation:

- The description can be added to the "Add to Cart" page by providing a **play button** on the **image** during the checkout.
- When the **user plays the image**, they will be able to view the **description as a flow in presentation** which is **less space consuming** in the carts page and efficient for the user to reconfirm before making the payment

Reason 8:

The target website has **only light mode** which is not user friendly.

Re-Creation:

- They can consider adding the **Dark**/Light/**Custom** feature to the settings page under display menu which will make the users to customize their user experience
- In custom mode, the user should be able to **change the theme** of the website by setting up a **two-color constraint**, and the user can choose any two colors they wish, and the entire app can be switched to that theme. Though this feature is huge work for the developers, this will attract more customers to use the application just for this feature.

Reason 9:

Last but not least, during the checkout, there is **an option for gift** as follows. In addition to the gift option, **a lot more features** can be added

Order summary

🎁	Order includes a gift	🟢
promo code	Promo code	Add
	Subtotal (1 item)	$34.99
	Delivery	$5.99
	Estimated tax	$2.19
	Delivery & tax for 02115	
	Total	**$43.17**

Check out

Re-creation:

- They can add another field for gift customization where a customer can **make a wish or write a note** which they want to attach with the gift.
- They can be more aesthetically pleasing if a person **can upload an image of their note with their own handwriting** to the notes field.

- This will be livelier as a **printout in the form of card with their handwriting** can be attached **along with the gift**
- This will **connect** the customer who is sending, receiving and the website for providing them this opportunity

Thank You 😊