

User Experience Design and Testing

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Assignment 1

Product Details:

Amazon

It is one of the leading and popular shopping websites in the world. They act as middleware between the retailers and a vast range of customers.

What user experience aspects of that product do you like?

There are many aspects of the user experience that inspired me and will be listed as points below:

- ☺ Amazon has an easy **drop-down menu** (Breadcrumb Navigation Bar) where they provide all the categories of the stock through which they can filter out their requirements
- ☺ Amazon **settings feature** are more precise and clearer which tends to be user-friendly
- ☺ Amazon web app consists of **minimalistic usage of colors** which is pleasant and produces a positive feel
- ☺ They have a **common usage of icons** like any other app so that it behaves as user-friendly app in which people are familiar to use the app
- ☺ Having the **sales and creating a festive vibe** on the first component of the web app is a key factor which attracts a lot of customers
- ☺ Categorizing various products based on the price on the front page of the app helps the user to check items easily as per their requirements

- ☺ It has a vast range of **search options based on the filters** to help the customers search for a specific product
- ☺ **Navigation** is one of the best user experience components created by amazon
- ☺ Having **browsing history** on track is a most prominent feature of amazon
- ☺ Amazon provides **recommendations** based on the user search history, one of the exciting components used
- ☺ **Light and dark mode** feature is easily accessible

Suggestions for improvements:

- ☹ There are various spacing and **font issues in the cancellation page** which can be improved for better experience
- ☹ When ordering a product, there is an option to leave feedback to the seller which is good but there is **no way to communicate with the seller** which I consider to be a major disadvantage for a user for communication
- ☹ Since most of the products are clustered based on the category, it will be hard for a user to explore new products which are available on amazon. Recommending new products simultaneously during the search would help it to overcome this
- ☹ A single search bar for a wide variety of products will make it difficult for the customers to find a specific product which they need. **Scrolling more for the desired product** will consume more customer time.
- ☹ Amazon can **improve feedback column** by letting the **customer to do reels or small shorts** on the using the product which may attract a lot of customers and gives trust to the customers
- ☹ There is no customer survey for amazon to improve their performance. They can add a component for the customer survey where they can **complete the survey and get a 10 percent discount** on their next order
- ☹ In amazon prime, when you choose the thumbnails of the actors involved, it displays the biography of the actors which is less required. It would be improved by providing the list of movies of that actor when the thumbnail button is clicked for better user experience.

- ☹ By clicking the filter by price icon on the right-hand side, **it is not getting sorted correctly** instead of showing a mixed range of prices which is not expected by a user. It can be avoided by performing a proper filter option code to correct it

Use Cases for Amazon:

Login /Register to amazon app

Use case 1:	Login /Register to amazon app
Actor	Amazon customer/user
Basic Flow	The user wants to use the app by registering it or logging in to it to explore the application and the features of it
Alternative Flow 1	If the user is new to using the amazon app, he can register as a new user by providing his credentials and creating an account for future use
Alternative Flow 2	If the user already has a registered account, the user can log in to the system by providing the login credentials to get access to the application

Alternative Flow 3:	If the user forgets his/her username/password, he / she or can log in to their existing account by filling in the one-time password
Alternative Flow 4:	If the user is not able to access any of the above, they can perform biometrics (thumb impression, facial recognition) to log in to the app

Search for a product by applying filter

Use case 2:	Search for a product by applying filter
Actor	Amazon customer/user
Basic Flow	The user needs a specific product, and they use a filter component to reach out to the desired product
Trigger	Due to the Christmas sales, users are interested in buying a product for a cheaper price to attain a profit
Pre-condition	The product is in the Christmas sales for a cheaper price

Alternative Flow 1	If the user prefers to buy the products which are specifically under sales, they tend to filter the products by sales category
Alternative Flow 2	If the user wants to buy a product at a lower price, the user applies, filter by price from low towards high to reach out to the specific product

Adding products to the cart

Use case 3:	Adding products to the cart
Actor	Amazon customer/user
Basic Flow	The user needs to collect all the products which he wants to buy and add them to the cart for the checkout process
Pre-condition	The user needs to purchase more than one item and wants to keep track of it
Alternative Flow 1	If the user prefers to add two quantities of the same item, he can do it by increasing the quantity while adding the product to the cart

Alternative Flow 2	If the user does not like the product which he added to the cart, he can delete the item from the cart
Alternative Flow 3	If the user does not want to delete/add the product to the cart but wants to buy it later, they can click on save for later to check on the product for later use

Making payment for the product

Use case 4:	Making payment for the product
Actor	Amazon customer/user
Basic Flow	The user wants to purchase the product and pay for it from the carts
Alternative Flow 1	If the user prefers to pay for the products by using amazon rewards/voucher , they prefer to use the voucher and pay for the products
Alternative Flow 2	If the user wants to exchange a product and buy another product using a gift card discount, he tends to pay the price which is estimated after the exchange

Alternative Flow 3	If the user does not have the entire money to pay for the product, he can pay using the monthly installment plans offered by amazon through credit cards
Alternative Flow 4	If the user debit/credit card is not working, he can make the payment through cash/checks to complete the payment
Alternative Flow 5	The user can set up a timer with a date, day, and time to make the payment as it is easy for the customer to get the product in the exact time they wanted even if they are busy making a payment

Feedback to the seller

Use case 5:	Feedback to the seller
Actor	Amazon customer/user
Basic Flow	The user navigates to the review page to rate the product he bought
Alternative Flow 1	If the user does not want to rate the product, the user comments on the product and gives feedback for the delivered product

Alternative Flow 2	If the user does not want to comment on it with words, the user attaches a photo or a video to the review for sharing the live experience of the product
Alternative Flow 3	If the user is not submitting feedback or a survey, then they can be encouraged to do so by giving a 10 percent discount on their next product if the survey or the review is done by them in the form a reels/shorts/images/videos

Repurchasing the product

Use case 6:	Repurchasing the product
Actor	Amazon customer/user
Basic Flow	If the user wants to repurchase his order by clicking on the "Buy Again" button which navigates the user to the history of the purchased orders to reorder it
Trigger	The user does not want to spend more time searching for a product and buying since it is the regular product used
Alternative Flow 1	If the user is not able to access the product history due to technical error, he can purchase it again by

	searching for the product and purchasing it again
Alternative Flow 2	If the user forgets the products which they bought, they will be generated with a bill pdf along with the purchased products from which they can view the history to purchase the products again

Cancelling a product

Use case 7:	Cancelling a product
Actor	Amazon customer/user
Basic Flow	If the user wants to cancel a product after the payment is done, he/she can cancel a selected item or a single item by requesting cancellation
Trigger	If the payment for a particular product is made by mistake, the user wants to cancel the order
Pre-condition	The product should have access by the seller to be cancelled

Alternative Flow 1	If the user wants to cancel an order right after he has made the payment, he can do it earlier by cancelling the product and gets a refund for the product within 3-4 respective days
Alternative Flow 2	If the user is not able to cancel the product since the product has already been shipped, the user can receive the product and request a return/refund on the product

Sell a product

Use case 8:	Sell a product
Actor	Amazon customer/user
Basic Flow	If the user wants to sell a product on amazon, he can sell the desired product by submitting all his verification details to amazon and updating the details of the product which includes category, status of the product, description of the product, adding images and offers and provide fast shipping to attract customers.

Trigger	If the user wants to get into marketing to gain profits, he chooses amazon as a platform to perform his sales
Alternative Flow	If the user wants to show the reviews and advertise to the users, they will be able to create a separate profile for reviews and post the customer feedback as stories to attract more customers

Thank you 😊