



# Conestoga College

A Project Report on

## **"E-commerce Website for Electronics"**

Under the subject

### **"INFO8980: User Experience Design"**

Submitted By

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**Internal Guide**

**Prof. Natalie**

## ➤ Description of the website

**ELECTRONEST** Electronics is a user-centric e-commerce platform specializing in consumer electronics, designed to make product discovery, browsing, and purchasing simple and efficient. With an intuitive, visually appealing layout, users can easily access a range of electronics categories. Key features include a prominent search bar for quick product discovery, an interactive chatbot for instant support, and high-quality images paired with detailed descriptions. The streamlined checkout process further enhances the shopping experience, positioning **Electro Nest** as a competitive alternative to **Best Buy** and **Amazon Electronics** in terms of usability and customer satisfaction.

## ➤ Tools Used

- Design & Prototyping: Adobe XD for wireframing, high-fidelity prototypes, and interactive designs
- Documentation: Microsoft Word for report creation, with references cited from course notes, UX design resources, and competitive websites

## ➤ UX Strategy & Objectives

Our UX strategy focuses on creating an effortless, user-centered experience that guides customers from product discovery through to purchase, ensuring that each interaction is intuitive, engaging, and highly informative. This approach prioritizes user satisfaction while addressing the specific needs of electronics shoppers. Key elements of this strategy include:

- AI-powered **chatbot** assistance aims to improve consumer satisfaction and engagement by offering 24/7 support. Implementing a chatbot enables users to receive instant responses to their questions without the need for human support.
- This prompt assistance lowers frustration and enhances the overall user experience. The chatbot may answer frequently asked questions, assist with product searches, ensuring that they feel supported throughout the whole process.
- **Quick Search Function:** Easily identify products for those with unique buying needs. A well-designed search tool allows customers to easily find exactly what they're looking for.

- **Voice Search Accessibility:** Provide hands-free searching for more convenience and inclusion.
- Incorporating voice search addresses an emerging segment of consumers who prefer or demand hands-free interaction, particularly on mobile devices.
- This feature not only improves convenience for all users, but it also promotes accessibility for people with disabilities. Making searching more inclusive allows the website to reach a larger audience and boost satisfaction among consumers.
- All Products Page: Enable browsing of the **complete product catalogue** for adventurous shopping.
- An "All Products" page allows users to see the whole variety of offers in one place. This feature is useful for those who like to browse and discover new products.
- **Advanced filtering** options (such as by category, price, or popularity) make the discovery process less daunting and fun, encouraging customers to stay on the site longer and find things they may not have considered before.
- Streamlined **Checkout** Process Reduce cart abandonment by simplifying the checkout process.
- This website can provide a more simple and user-friendly experience by streamlining stages, allowing for guest checkout, and giving payment choices.
- Features such as progress indications and order summaries help to minimize uncertainty during checkout and customer satisfaction.
- Promotional Design: Increase user engagement and impulse purchases by effectively **promoting discounts**.
- A prominent display of promotions on the homepage can attract consumer's interest and create a sense of urgency.
- Highlighting limited-time specials or discounts encourages immediate action while also appealing to impulse buyers. By successfully communicating savings, the site can boost engagement and revenue during promotional periods.
- **Categorizing products** makes it easier for users to traverse the site. Users can easily find what they're looking for or browse related things without being overwhelmed.

- This ordered layout decreases cognitive strain, making it easier for visitors to interact with the site and find products that fit their requirements.
- **Intuitive Navigation:** Reduce user dissatisfaction and drop-offs by providing easy navigation around the site.
- A simple and straightforward navigation layout is essential for keeping users engaged.
- Well-defined menu items and logical paths assist customers in swiftly accessing crucial functions such as their wishlist, cart, or account settings. By addressing accessibility, the site can reduce annoyance and improve the overall user experience.

## ➤ Competitive Research

### ✓ Best Buy:

#### ▪ Banner and Urgency Messaging

##### **Pros:**

**Effective Urgency Communication:** The phrase "Ends Today" creates a sense of urgency that can motivate users to act quickly.

**Encourages Immediate Action:** Adding a countdown timer can push users to make quicker purchasing decisions.

##### **Cons:**

**Lack of Strong Language:** Phrases like "Ends Today" may not be as compelling as "Last Chance: Sale Ends in XX Hours," which could be more effective in driving action.

**Visual Distraction:** If the countdown timer's colours are not striking enough, it may blend into the background and fail to grab attention.

#### ▪ Text Alignment and Spacing

##### **Pros:**

**Improved Readability:** Consistent spacing and alignment enhance overall readability and can lead to a better user experience.

**Clear Separation of Offerings:** Clearly separating different sections (e.g., "Trade-Up Event" and "Best Buy Outlet") helps users distinguish between promotions.

##### **Cons:**

**Neglecting Small Discrepancies:** If minor inconsistencies in spacing are not addressed, it can create a visually chaotic appearance, leading to confusion.

**Overly Tight Spacing:** If spacing is too wide, it might make the interface look disjointed and reduce the perceived coherence of the information presented.

- **Categories and Navigation**

**Pros:**

**Increased Visibility:** Larger icons or thumbnails for product categories enhance visibility and usability, making it easier for users to navigate.

**Dynamic Interaction:** Adding hover effects can create a more engaging experience and encourage users to interact with the elements.

**Cons:**

**Overcrowding Icons:** Making icons too large could lead to a cluttered interface, reducing the overall aesthetic appeal.

**Performance Impact:** Adding hover effects might lead to performance issues on slower devices, potentially hindering the user experience.

- **Homepage Overload**

**Pros:**

**Focused Messaging:** Concentrating on the most important promotions can help streamline the user experience and guide users toward critical actions.

**Less Cognitive Load:** Reducing the amount of information on the homepage can minimize tension and improve user focus.

**Cons:**

**Potential Loss of Information:** Oversimplifying the homepage could lead to missed opportunities for users to discover valuable promotions or products.

**Balancing Clarity and Engagement:** Striking the right balance between minimalism and informative content is crucial; too little information may confuse users about the site's offerings.

- **Checkout Process**

**Pros:**

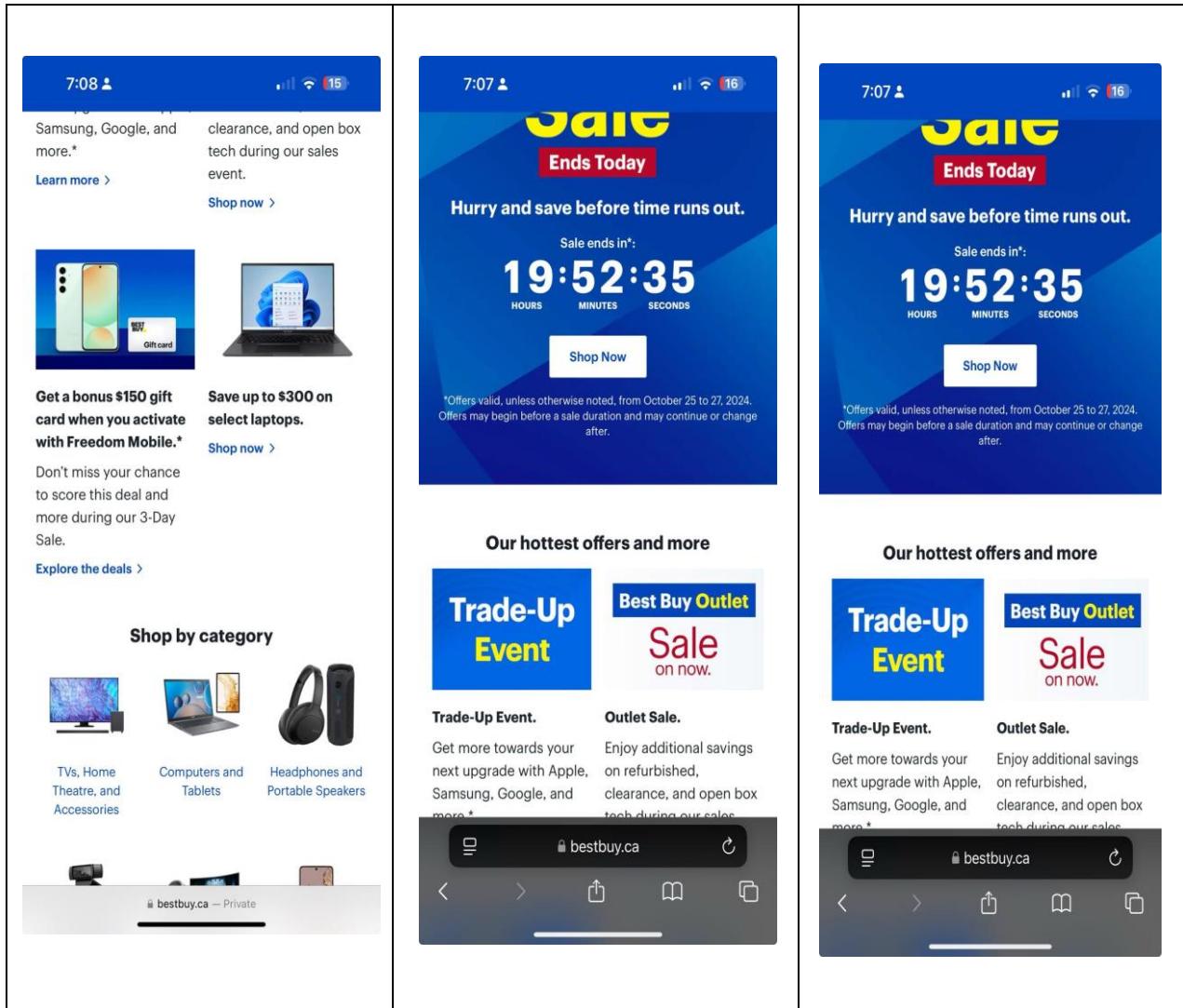
**Lower Cart Abandonment:** More transparent payment options can enhance user trust and simplify decision-making, potentially decreasing cart abandonment rates.

**Enhanced User Experience:** A simplified checkout process generally leads to higher satisfaction and encourages repeat purchases.

**Cons:**

**Complexity of Payment Options:** While more options can be beneficial, overwhelming users with too many payment methods might create confusion.

**Risk of Reducing Trust:** If not presented clearly, additional payment options could also introduce uncertainty about security, potentially discouraging users from completing their purchases.



## ✓ Amazon.ca

### ▪ "Meet the All-New Kindle Family" Banner

#### Pros:

**Attention-Grabbing:** The banner effectively highlights the new Kindle products.

**Visually Engaging:** It draws users in, making them curious about the products.

#### Cons:

**Lacks Details:** Doesn't provide key features (like battery life) that could help users decide.

**Missed Opportunities:** Without specifics, users may not feel motivated to explore further.

- **Visual Consistency**

**Pros:**

**Attractive Photos:** Good-quality images enhance the site's look.

**Well-Structured:** Organized visuals make it easier for users to browse.

**Cons:**

**Inconsistent Colours:** Different colour schemes can confuse users and disrupt the visual flow.

**Less Professional:** A lack of uniformity may reduce the site's credibility.

Interactive Features

**Pros:**

**Engages Users:** Features like a swipeable carousel keep users interested.

**Encourages Browsing:** Makes it easier for users to explore more products.

**Cons:**

**Complex to Implement:** Adding interactivity may require extra time and resources.

**Could Overwhelm Users:** Too many features might confuse some users.

- **Visual Appeal**

**Pros:**

**Improved Clarity:** A modern layout can make pages easier to read and navigate.

A fresh design enhances the overall aesthetic.

**Cons:**

**Can Be Cluttered:** If pages are messy, users may struggle to find what they need.

**Confusion Risk:** A disorganized layout can make it hard for users to understand product offerings.

- **Organization of Product Information**

**Pros:**

**Easier Comparisons:** A better layout helps users compare products easily.

**User-Friendly:** Logical organization improves the shopping experience.

**Cons:**

**Information Overload:** Too much information at once can overwhelm users.

**Design Effort Required:** Changes may need extra work to ensure it looks good.

- **Lack of Visible Chatbot**

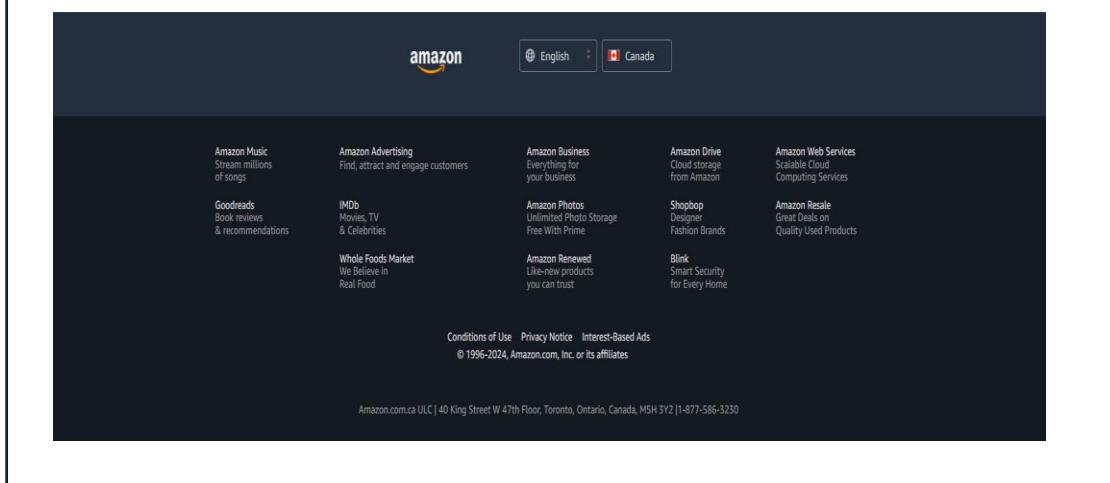
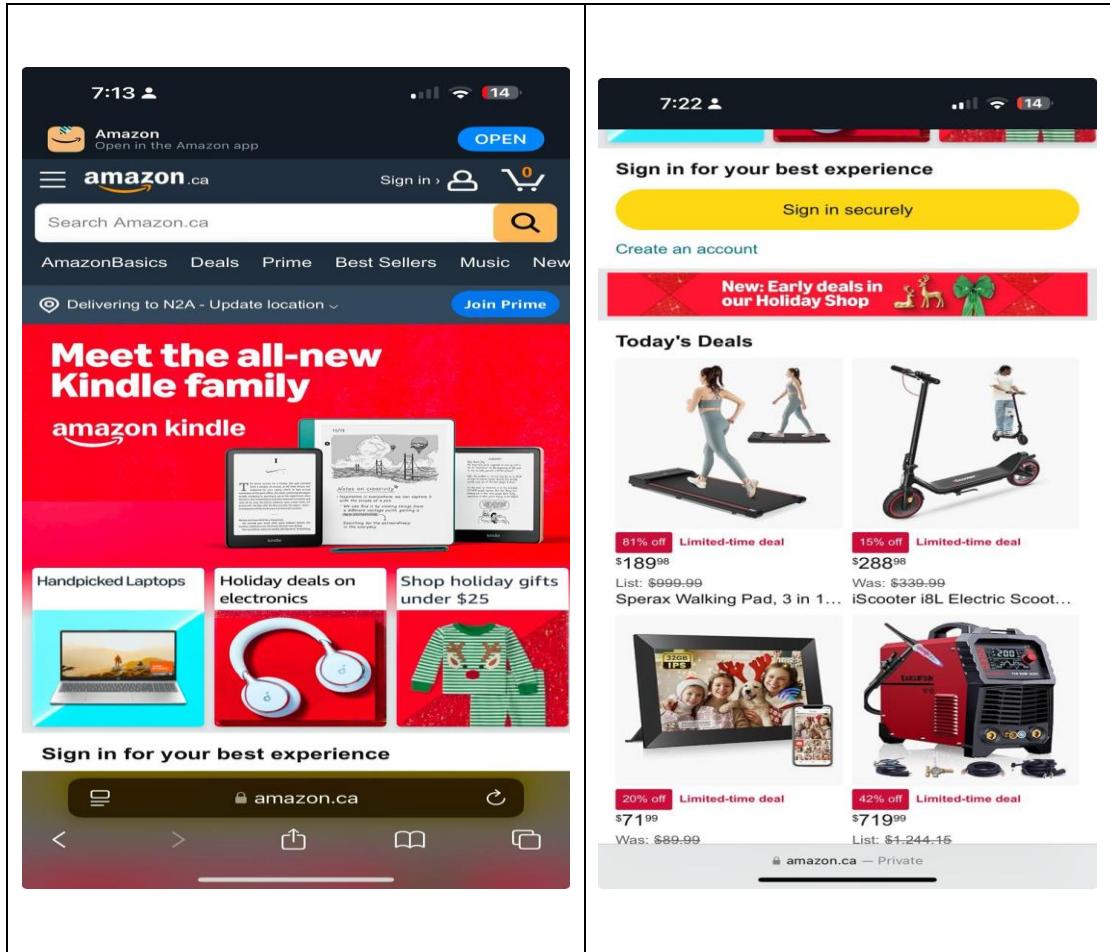
**Pros:**

**Less Complexity:** Fewer elements can make browsing easier for some users.

**Cons:**

**No Real-Time Help:** Users miss out on immediate support for questions.

**Lost Engagement Opportunities:** Not having a chatbot may result in lost sales from users needing assistance.



➤ **Here are some of UI Design Process: Sketches – Wireframes – Prototyping.**

▪ **Sketches:**

- We are five group members: Shreya, Twinkle, Mahendar, Chetandeep and Harshvardhan will each provide four sketches. The basic layout and visual components are the main emphasis of these basic, freehand sketches.

▪ **Wireframes:**

- The next stage after obtaining the sketches is wireframing. This means creating more complex layouts with distinct content hierarchy, alignment, and space. Wireframes, which are typically grayscale and emphasize functionality over form, display the locations of buttons, images, and text.

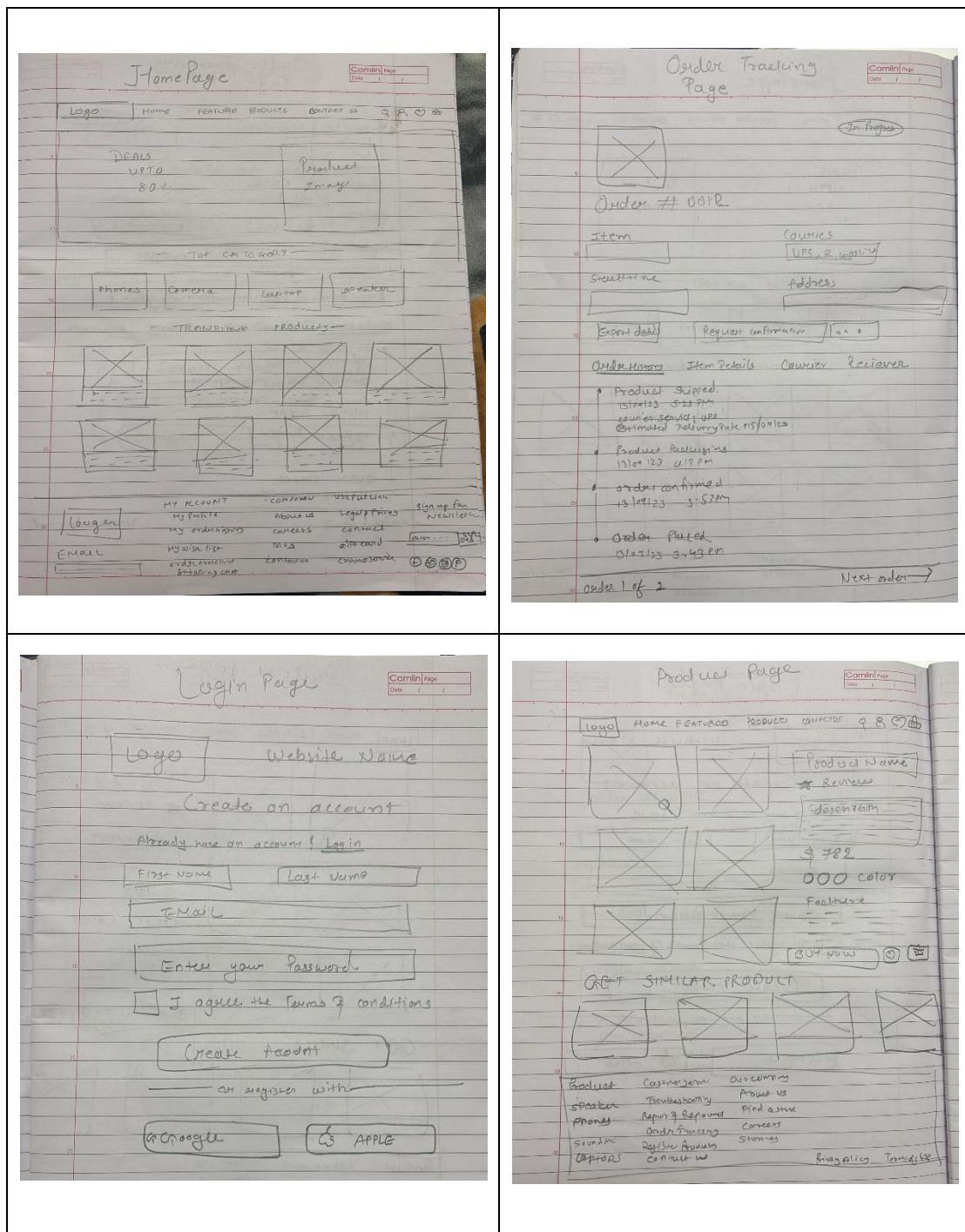
▪ **Prototyping:**

- In the last stage, interactive links or animations are used to make the wireframes come to life. Before beginning actual development, prototyping enables to build an interactive model of your interface that represents user interactions helps in testing the usability and flow.

▪ **These are sketches of each group members.**

▪ In this, the feature, we have included **Customer login, Homepage, Product Page, checkout Page, Order Tracking Page, Chatbot**.

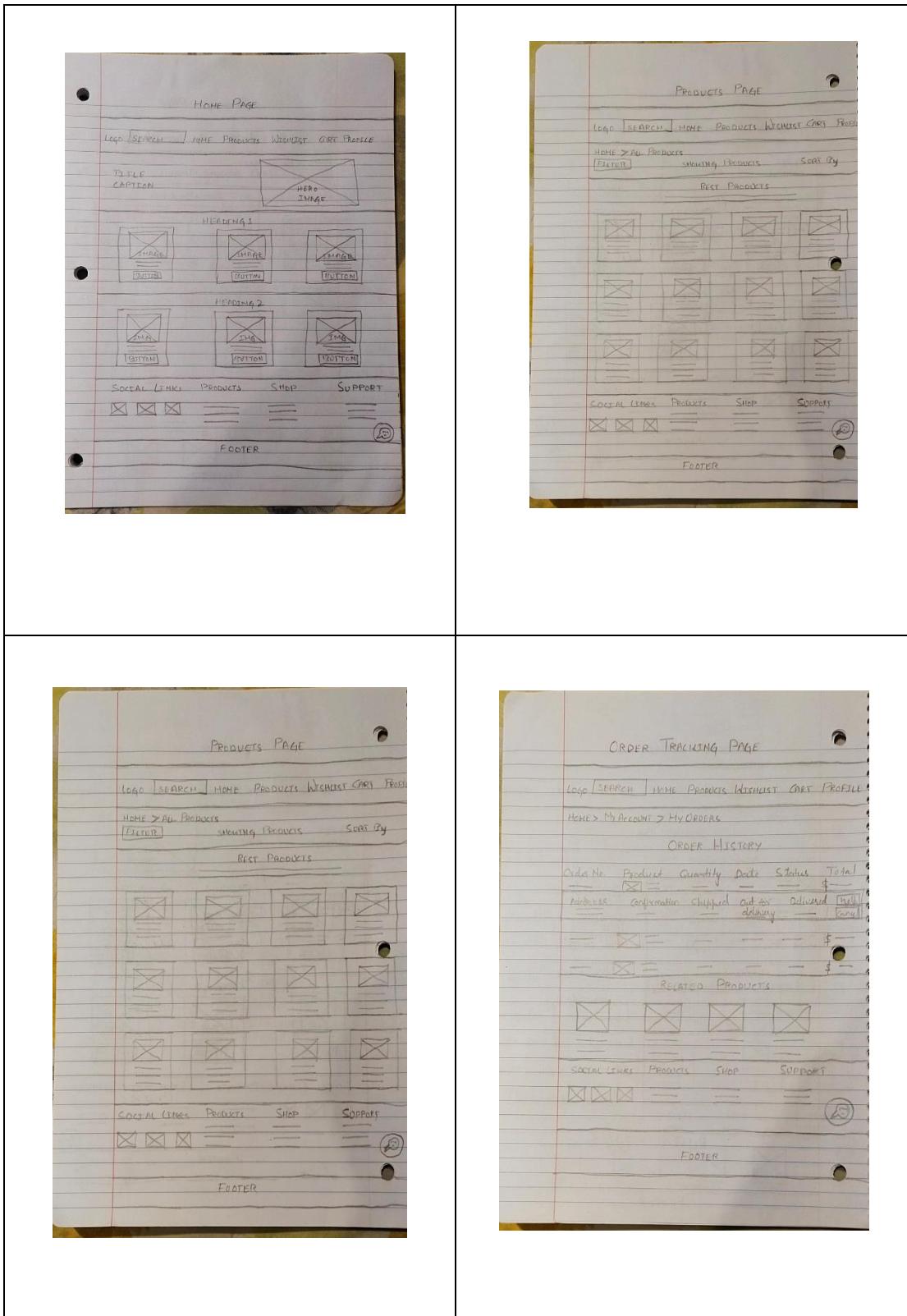
## ✓ Sketches by Shreya:



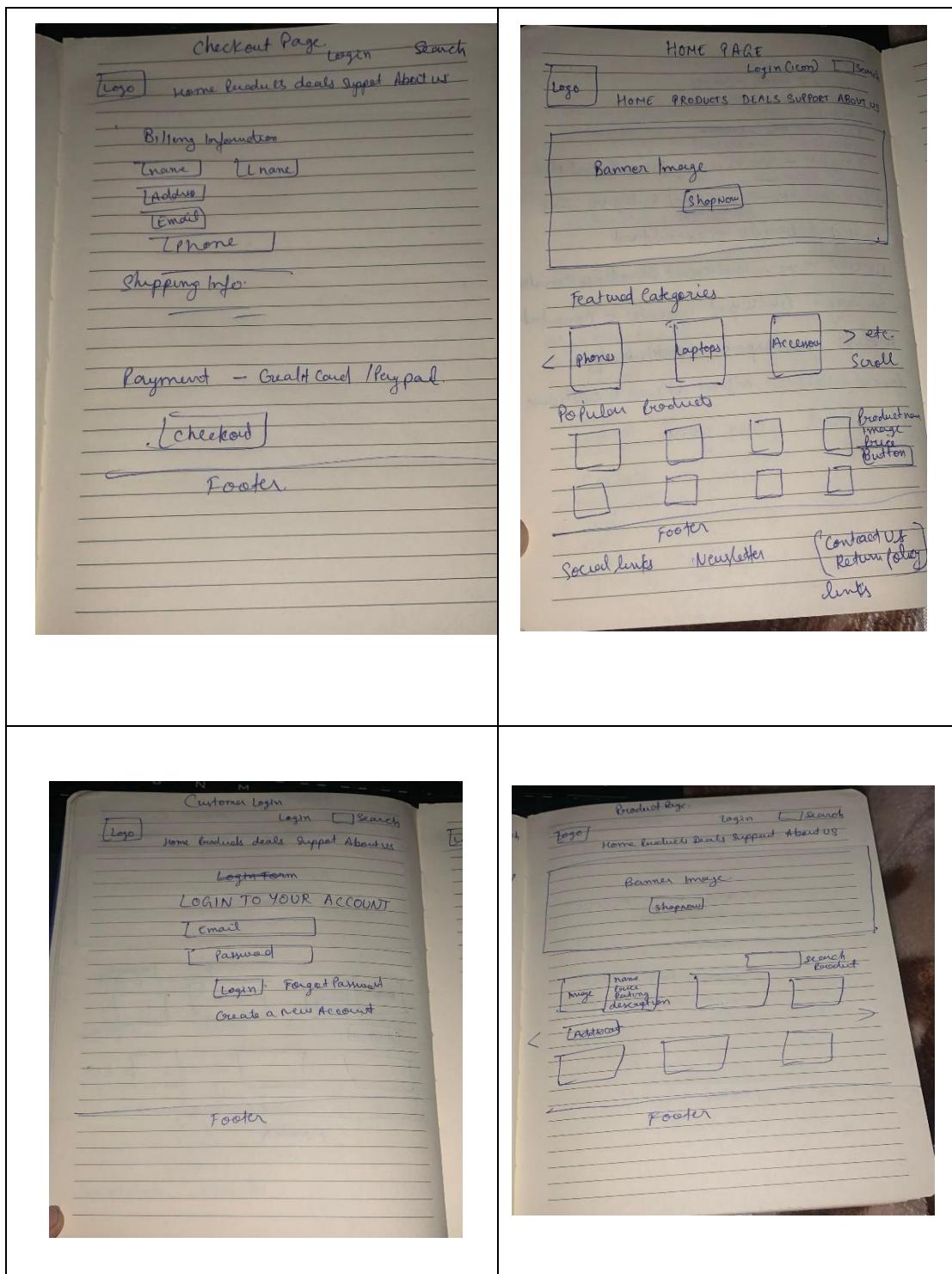
## ✓ Sketches by Twinkle:

<p>Home page</p>	<p>Chatbot</p>
<p>Order Tracking Page</p>	<p>Signup Page</p>

✓ Sketches by Mahendar:



✓ Sketches by Chetandeep:



✓ Sketches by Harshvardhan:


## ■ Wireframes

LOGO

Home

Products



### Register

Enter your details below to create your account and get started.

Full Name	Email
<input type="text" value="enter your name"/>	<input type="text" value="example@gmail.com"/>
Date Of Birth	Phone Number
<input type="text" value="MM/DD/YY"/>	+1 (567)
Password	Confirm
<input type="text" value="enter..."/>	<input type="text" value="enter..."/>
<input type="button" value="Cancel"/>	<input type="button" value="Confirm"/>

Already have an account? [Login](#)



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LOGO

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### Welcome Back

Glad to see you again  
Login to your account below

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Email
<input type="text" value="example@gmail.com"/>
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Search



Home Product Wishlist Cart Profile

Home &gt; Cart

## Shopping Cart

Product	Price	Quantity	Total
<input type="checkbox"/> A compact, innovative	\$1208.65	1	\$1208.65
<input type="checkbox"/> A compact, innovative	\$1208.65	1	\$1208.65
<input type="checkbox"/> A compact, innovative	\$1208.65	1	\$1208.65
<input type="checkbox"/> Gift wrap for just Rs. \$23.00			

[Return Shopping](#)[Empty Cart](#)

## Get Shipping Estimates

Country/region

Province

Postal/ZIP Code

Add complete address

 Calculate Shipping

Coupon Code

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Subtotal

\$1739.59

 Taxes and shipping calculated at [click here](#) with the terms & conditions[Proceed to checkout](#)

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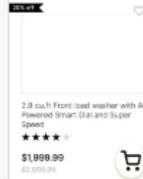
## Order History

Order Number	Product	Quantity	Order Placed	Order Status	Order Total
5939694TSD053A060	 A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>● In Transit</span> <a href="#">Track</a>	\$ 1208.64
<b>Delivery Address :</b> 108 University Ave E, Waterloo, ON N2J 2W2 Phone : +1 416-831-1789					
			Order Confirmed	Shipped	Out for delivery
			Sat, 19th Oct	Sun, 20th Oct	Tue, 29th Oct
					Wed, 30th Oct
				<a href="#">Need Help</a>	
				<a href="#">Cancel</a>	
5939694TSD053A060	 A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>● Delivered</span>	\$ 1208.64
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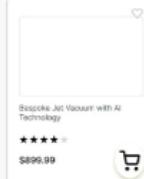
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\$2,000.00



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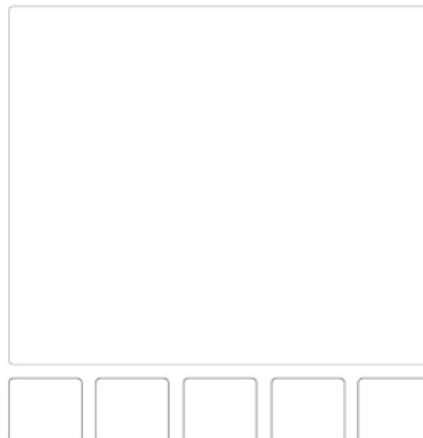
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## Samsung

GE Fingerprint Resistant Stainless

★★★★ (256 Reviews)

**\$2398.12** **\$2812.43**

Samsung 64 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature

 Estimated delivery: Mar 06 - Mar 10  
 Free return within 30 days of purchase.  
 Reliable support

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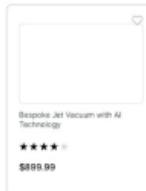
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Showing of 16 products

**Best Products**

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Fastrack Revolt FS1 1.83 Display Smartwatch (Black) 4.5 ★ (12 Ratings & 21 Reviews) \$ 59	Canon EOS R3 Mirrorless Camera Black 4.7 ★ (11 Ratings & 18 Reviews) \$ 399	SAMSUNG Galaxy Tab A8 4G Tablet (Black) 4.5 ★ (12 Ratings & 20 Reviews) \$ 499	Acer One Intel Core i3 Thin and Light Laptop (Silver) 4.5 ★ (10 Ratings & 21 Reviews) \$ 1099
PHILIPS Citrus Press 200 W Juicer (Black, orange) 4.5 ★ (12 Ratings & 19 Reviews) \$ 99	Haier 598 L Frost-Free Convertible Refrigerator 4.7 ★ (12 Ratings & 18 Reviews) \$ 1299	BELL TOAST ED W Pop Up Toaster White 4.1 ★ (80 Ratings & 18 Reviews) \$ 199	HOT LIFE Briqbase Charcoal Grill/Barbeque (Black) 4.5 ★ (10 Ratings & 10 Reviews) \$ 129
IFB 7 kg Invert Cycle Fully Automatic Front Load 4.5 ★ (60 Ratings & 18 Reviews) \$ 899	JBL Flip Portable 20 W Bluetooth Speaker (Black) 4.7 ★ (12 Ratings & 18 Reviews) \$ 199	JBL Tune 270NC Multi Connect Bluetooth (Black) 4.5 ★ (12 Ratings & 10 Reviews) \$ 299	Vonis 1.5 Ton 3 Star Split Inverter AC - White 4.5 ★ (11 Ratings & 10 Reviews) \$ 1399
Apple iPhone 16 Plus (Purple, 256 GB) 4.5 ★ (211 Ratings & 48 Reviews) \$ 1199	SAMSUNG Bright Crystal 4K Vizio (2024 Edition) 4.7 ★ (21 Ratings & 10 Reviews) \$ 1699	Mi Portable HEPA & Carbon Filter Air Purifier (White) 4.5 ★ (12 Ratings & 10 Reviews) \$ 79	SAMSUNG 20 L Grill Microwave Oven (BLACK) 4.5 ★ (213 Ratings & 10 Reviews) \$ 599

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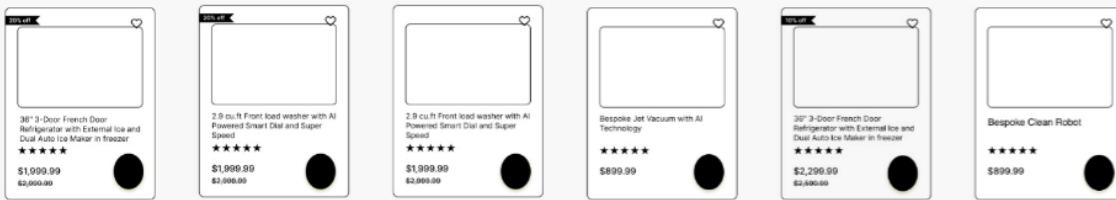
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## ▪ High Fidelity Prototype

The image displays two high-fidelity prototypes of the ElectroNest website's registration and login pages, set against a background of a purple lightning storm.

**Registration Page:**

- Header:** ELECTRONEST logo with a yellow soundwave icon.
- Top Right:** Home, Products, and Settings icons.
- Form:**
  - Register:** Yellow button with a soundwave icon.
  - Text:** Enter your details below to create your account and get started.
  - Fields:** Full Name, Email, Date Of Birth, Phone Number, Password, Confirm Password.
  - Buttons:** Cancel, Confirm.
  - Link:** Already have an account? [Login](#).
- Footer:** MAIL US, OFFICE ADDRESS, ABOUT, CONSUMER POLICY, and HELP sections.
- Bottom:** Social media icons for YouTube, Facebook, Twitter, and Instagram.

**Login Page:**

- Header:** ELECTRONEST logo with a yellow soundwave icon.
- Top Right:** Home, Products, and Settings icons.
- Form:**
  - Welcome Back:** Glad to see you again.
  - Text:** Login to your account below.
  - Buttons:** Continue with Google, Login.
  - Fields:** Email, Password.
  - Link:** Don't have an account? [Register](#).
- Footer:** MAIL US, OFFICE ADDRESS, ABOUT, CONSUMER POLICY, and HELP sections.
- Bottom:** Social media icons for YouTube, Facebook, Twitter, and Instagram.



## Revolutionize Your Space: Innovative Electronics for Modern Living

Explore our wide selection of appliance collections, designed to perfectly suit your needs and preferences—delivering convenience and efficiency to every part of your home.



Discover washing machines designed for powerful cleaning and effortless convenience

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Explore our exclusive collection of cutting-edge electronics, showcasing the latest innovations and advanced technologies.

Discover premium smartphones, sleek laptops, and smart home devices designed to elevate your lifestyle.



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[Explore](#)[!\[\]\(b7346523445f4c8a4f33ef0e84de7b92\_img.jpg\) MAIL US](#)

ElectroNest Canada,  
TechCore Building, Maple  
Plaza, Units 12 & 13, Innovation  
Park,  
North York, Toronto,  
Ontario, M3K 2A2, Canada

[!\[\]\(5c01130ad4977fa747dcd48cb3514fd4\_img.jpg\) OFFICE ADDRESS:](#)

ElectroNest Canada Inc.,  
SummitTech Towers,  
Innovation Drive, Richmond Hill,  
Toronto, Ontario, L4B 1H5, Canada  
Business No (BN): R94567321R10001  
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[!\[\]\(6ab78f3fa41325ad32f44d4ea4115833\_img.jpg\) ABOUT](#)

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[!\[\]\(7131d5365067d54a477526c781ce9d2c\_img.jpg\) HELP](#)

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[!\[\]\(2ccdbc7aa5e3ef66bd948cac36bc962d\_img.jpg\) Become a Seller](#)[!\[\]\(3bdd611265e4586876f5531ec9f2440a\_img.jpg\) Advertise](#)[!\[\]\(bdca28ae18d3b298aa227d7e2588cae3\_img.jpg\) Gift Cards](#)[!\[\]\(f02cefde001d2b8cceef188663ba5fb5\_img.jpg\) Help Center](#)

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Home &gt; All Products

Filters

Showing of 16 products

Sort By : Popularity

**Best Products**

Experience unparalleled innovation with electronics designed to elevate every moment. Discover quality, performance, and the latest tech—all in one place.

Fastrack Revolt FS1 1.83 Display Smartwatch (Black) 4.9 ★ 623 Ratings & 21 Reviews \$ 59	Canon EOS R10 Mirrorless Camera (Black) 4.7 ★ 212 Ratings & 10 Reviews \$ 399	SAMSUNG Galaxy Tab A8 4G Tablet (Black) 4.9 ★ 675 Ratings & 10 Reviews \$ 499	Acer One Intel Core i3 Thin and Light Laptop (Silver) 4.5 ★ 71 Ratings & 1 Review \$ 1099
PHILIPS Citrus Press 200 W Juicer (Black, orange) 4.9 ★ 812 Ratings & 74 Reviews \$ 99	Haier 596 L Frost-Free Convertible Refrigerator 4.7 ★ 161 Ratings & 12 Reviews \$ 1299	IBELL TOAST 850 W Pop Up Toaster (White) 4.1 ★ 280 Ratings & 20 Reviews \$ 199	HOT LIFE Briefcase Charcoal Grill/Barbeque (Black) 4.1 ★ 212 Ratings & 19 Reviews \$ 129
IFB 7 kg Steam Cycle Fully Automatic Front Load Washing Machine 4.9 ★ 810 Ratings & 19 Reviews \$ 899	JBL Flip Portable 20 W Bluetooth Speaker (Black) 4.7 ★ 232 Ratings & 10 Reviews \$ 199	JBL Tune 770NC Multi Connect Bluetooth Headphones (Black) 4.1 ★ 12 Ratings & 12 Reviews \$ 299	Volta 1.5 Ton 3 Star Split Inverter AC - White 4.1 ★ 210 Ratings & 19 Reviews \$ 1399
Apple iPhone 16 Plus (Purple, 256 GB) 4.9 ★ 211 Ratings & 31 Reviews \$ 1199	SAMSUNG Brighter Crystal 4K Vivid (2024 Edition) 4.7 ★ 210 Ratings & 10 Reviews \$ 1699	MI Portable HEPA & Carbon Filter Air Purifier (White) 4.1 ★ 212 Ratings & 19 Reviews \$ 79	SAMSUNG Z3 L Grill Microwave Oven (BLACK) 4.5 ★ 212 Ratings & 19 Reviews \$ 599

**ABOUT US:**  
 ElectroNet Canada  
 TechCare Building, Main  
 Floor, Suite #11, Innovation  
 Park,  
 North York, Toronto,  
 Ontario, M3J 2M2, Canada.

**OFFICE ADDRESS:**  
 ElectroNet Canada Inc.,  
 1000 Finch Avenue West,  
 Innovation Drive, Mississauga, ON  
 L5N 2L2, Canada  
 Business Tel: 888-694-2121  
 Telephone: 905-475-2100, 888-694-1700

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ELECTRONEST 

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[Home](#) [Products](#) [Wishlist](#) [Cart](#) [Profile](#) 

Home > All Products > Product Page



## Samsung

### GE Fingerprint Resistant Stainless

 250 Reviews

\$2398.12 ~~\$2812.43~~

Samsung 564 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature Settings.

 Estimated delivery: Mar 08 - Mar 10  
 Free return within 30 days of purchase.  
 Reliable support

 Guarantee safe and secure checkout

- +   

Buy Now

## Similar Products

Three columns of similar products:

- 36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in Freezer (\$1,999.99)
- 2.9 cu. ft Front Load Washer with AI Powered Smart Dial and Super Speed (\$1,999.99)
- 2.9 cu. ft Front Load Washer with AI Powered Smart Dial and Super Speed (\$1,999.99)
- Bravida Jet Vacuum with AI Technology (\$899.99)
- 36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in Freezer (\$2,299.99)
- Bravida Clean Robot (\$899.99)

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Ontario, M3K 2A2, Canada

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Innovation Drive, Richmond Hill,  
Toronto, Ontario, L4B 1H5 Canada  
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**ELECTRONEST** 

Search 

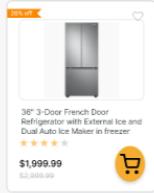
 Home  Products  Wishlist  Cart  Profile 

Home > My Account > My Order

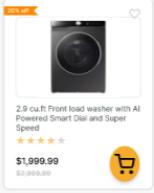
## Order History

Order Number	Product	Quantity	Order Placed	Order Status	Order Total
5939694TSD053A060	 A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	 In Transit <a href="#">Track</a>	\$ 1208.64
5939694TSD053A060	 A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	 Delivered	\$ 1208.64
5939694TSD053A060	 A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	 Delivered	\$ 1208.64

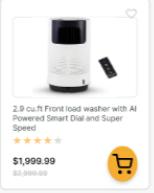
You may also like



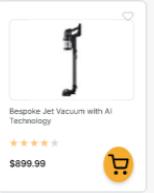
36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in freezer  
★★★★★ \$1,999.99



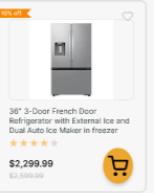
2.9 cu.ft Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★ \$1,999.99



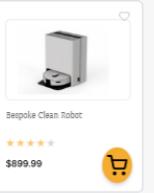
2.9 cu.ft Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★ \$1,999.99



Bespoke Jet Vacuum with AI Technology  
★★★★★ \$899.99



36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in freezer  
★★★★★ \$2,299.99



Bespoke Clean Robot  
★★★★★ \$899.99

**MAIL US :**  
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**ELECTRONEST** 

Search 

 Home  Products  Wishlist  Cart  Profile 

Home > Cart

**Shopping Cart**

Product	Price	Quantity	Total
 A compact, innovative Personal evaporative	\$ 1208.65	- +	\$ 1208.65
 A compact, innovative Personal evaporative	\$ 1208.65	- +	\$ 1208.65
 A compact, innovative Personal evaporative	\$ 1208.65	- +	\$ 1208.65

Gift wrap for just Rs. \$23.00 [Return Shopping](#) [Empty Cart](#)

**Get Shipping Estimates**

Country/region

Province  Postal/ZIP Code

Add complete address

Calculate Shipping

Coupon Code  [Apply](#)

**Subtotal :** \$ 1739.59

Taxes and shipping calculated at checkout  
 I agree with the terms & conditions

[Proceed to checkout](#)

You may also like



36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in freezer  
★★★★★ \$1,999.99



2.9 cu.ft Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★ \$1,999.99



2.9 cu.ft Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★ \$1,999.99



Bespoke Jet Vacuum with AI Technology  
★★★★★ \$899.99



36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in freezer  
★★★★★ \$2,299.99



Bespoke Clean Robot  
★★★★★ \$899.99

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Toronto, Ontario, L4B 1H5, Canada  
Business No (BN): 894567321RT001  
Telephone: 416-678-2100 / 416-555-7300

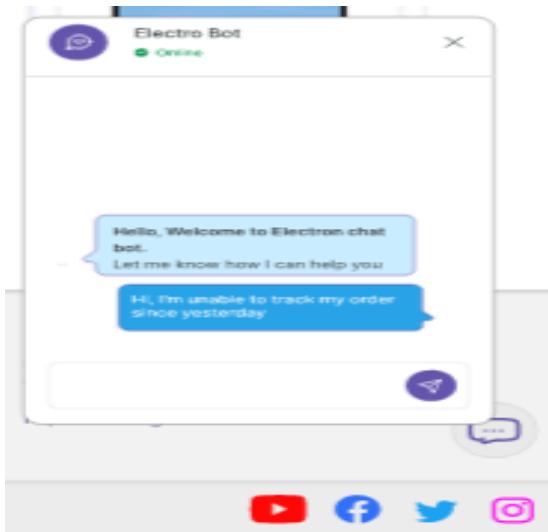
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## ■ Design patterns

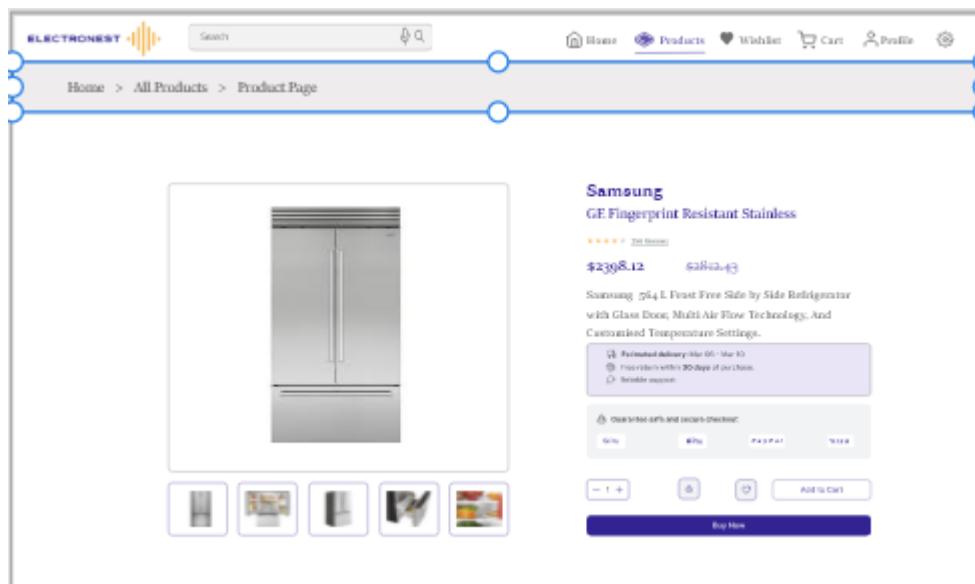
- Accordion

Order Number	Product	Quantity	Order Placed	Order Status	Order Total
5939694TSD053Ao6o	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>In Transit</span> <a href="#">Track</a>	\$ 1208.64
5939694TSD053Ao6o	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>Delivered</span>	\$ 1208.64
5939694TSD053Ao6o	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>Delivered</span>	\$ 1208.64

- Cards

Fastrack Revoltit F51 1.83 Display Smartwatch (Black)	Canon EOS R10 Mirrorless Camera (Black)	SAMSUNG Galaxy Tab A8 4G Tablet(Black)	Acer One Intel Core i3 Thin and Light Laptop (Silver)
4.9 ★ 323 Ratings & 21 Reviews.	4.7 ★ 212 Ratings & 10 Reviews.	4.9 ★ 475 Ratings & 102 Reviews.	4.5 ★ 33 Ratings & 1 Review.
\$ 59	\$ 399	\$ 499	\$ 1099

## Breadcrumbs



## Gallery

The screenshot shows a product page for a Samsung GE Fingerprint Resistant Stainless Steel Side-by-Side Refrigerator. The main image displays the refrigerator with its two doors closed. Below it are five smaller thumbnail images showing different angles of the appliance. To the right of the main image, the product title "Samsung GE Fingerprint Resistant Stainless" is displayed in blue text, followed by the price "\$2398.12" and a crossed-out price "\$2812.43". A brief description below the title states: "Samsung 564 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature Settings." A purple box contains delivery information: "Estimated delivery: Mar 06 - Mar 10", "Free return within 30 days of purchase.", and "Reliable support". Below this, payment method icons for Google Pay, Apple Pay, PayPal, and VISA are shown, along with a "Buy Now" button. At the bottom of the page, there is a section titled "Similar Products" featuring six other products: a 36" 2-Door French Door Refrigerator, a 2.8 cu ft Smart Laundry Center, a 2.8 cu ft Smart Laundry Center with AI, a Bissel Jet Vacuum, a 36" 2-Door French Door Refrigerator, and a Bissell Clean Robot.

The footer of the website contains several sections: "MAIL US:" with the address "ElectroNest Canada, TechCore Building, Maple Plaza, Units 12 & 13, Innovation Park, North York, Toronto, Ontario, M3K 2A2, Canada"; "OFFICE ADDRESS:" with the address "Electronest Canada Inc., SummitTech Towers, Innovation Drive, Richmond Hill, Toronto, Ontario, L4B 1H5, Canada, Business No (BN): 694567321R00001, Telephone: 416-678-2100 / 416-555-7300"; "ABOUT" with links to "Contact Us", "About Us", "Careers", "Electro Nest Stories", and "Corporate Information"; "CONSUMER POLICY" with links to "Cancellation & Returns", "Terms Of Use", "Security", "Privacy", and "Grievance Redressal"; and "HELP" with links to "Payments", "Shipping", "Cancellation & Returns", "FAQ", and "Report Infringement". At the bottom, there are links for "Become a Seller", "Advertise", "Gift Cards", "Help Center", and social media icons for YouTube, Facebook, Twitter, and Instagram. The copyright notice "© 2024 ElectroNest.com" is also present.

## Good defaults

The screenshot shows the ElectroNet shopping cart page. At the top, there's a navigation bar with links for Home, Products, Wishlist, Cart (which is underlined), and Profile. Below the navigation is a search bar with a magnifying glass icon. The main content area is titled "Shopping Cart". It displays a table of three items: "A compact, innovative Personal evaporative" at \$1,200.00 each. There are quantity selection buttons (+, -, ×) next to each item. A note below says "Gift wrap for just Rs. 823.00" with checkboxes for "Return Shipping" and "Empty Cart". To the right is a "Get Shipping Estimates" sidebar with fields for Country/region (set to "India"), Province (set to "Gujarat"), Postal/ZIP Code, and "Add complete address". It also includes a "Circular Shipping" checkbox, a "Coupon Code" input field, and a "Proceed to check-out" button. Below the cart table is a section titled "You may also like" featuring six recommended products with images, names, prices (\$1,000.00, \$1,000.00, \$1,000.00, \$1,000.00, \$1,000.00, \$1,000.00), and "Add to Cart" buttons. At the bottom, there are footer links for MAIL US, OFFICE ADDRESS, ABOUT, CONSUMER POLICY, and HELP, along with social media icons for YouTube, Facebook, Twitter, and Instagram.

## ■ Metaphors

### Home Icon



### Calendar Icon

#### Date Of Birth

MM/DD/YY

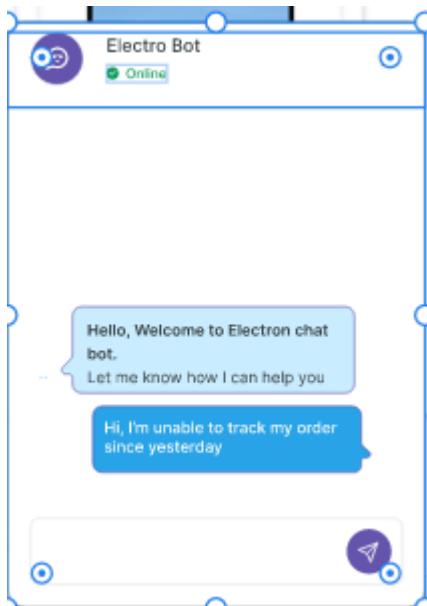


### Magnifying Glass for Search

Search



### Envelope or Paper Plane for Messaging



### Shopping Cart Icon

\$ 1099



## ▪ Usability heuristics

### Visibility of System Status

Order Number	Product	Quantity	Order Placed	Order Status	Order Total
5939694TSD053A060	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>In Transit</span> <a href="#">Track</a>	\$ 1208.64
5939694TSD053A060	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>Delivered</span>	\$ 1208.64
5939694TSD053A060	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>Delivered</span>	\$ 1208.64

You may also like

36'' 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker In freezer  
★★★★★  
\$1,999.99  
[View Details](#)

2.9 cuft Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★  
\$1,999.99  
[View Details](#)

2.9 cuft Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★  
\$1,999.99  
[View Details](#)

Bespoke Jet Vacuum with AI Technology  
★★★★★  
\$899.99  
[View Details](#)

36'' 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker In freezer  
★★★★★  
\$2,299.99  
[View Details](#)

Bespoke Clean Robot  
★★★★★  
\$899.99  
[View Details](#)

### Match Between the System and the Real World

Order Number	Product	Quantity	Order Placed	Order Status	Order Total
5939694TSD053A060	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>In Transit</span> <a href="#">Track</a>	\$ 1208.64
5939694TSD053A060	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>Delivered</span>	\$ 1208.64
5939694TSD053A060	A compact, innovative Personal evaporative	1	19th Oct 24, 6:04 PM	<span>Delivered</span>	\$ 1208.64

## User Control and Freedom

The screenshot shows the ELECTRONEST website's user interface. At the top, there is a navigation bar with links for Home, Products, Wishlist, Cart (containing 3 items), Profile, and Settings. Below the navigation is a breadcrumb trail: Home > My Account > My Order. The main content area displays a "Shipping Cart" with three items: a compact inverter, a compact inverter, and a compact inverter. It includes fields for quantity, price, and total, along with buttons for "Update" and "Checkout". Below the cart is a section titled "You may like" featuring similar products. To the right, there are two sections: "Order History" showing a list of previous purchases with columns for Order Number, Product, Quantity, Order Hand, Order Status, and Order Total, and a detailed view of a specific order with delivery address, order status, and payment information.

## Consistency and Standards

This block contains three screenshots of the ELECTRONEST website. The first screenshot shows the "Shipping Cart" page with a clean layout and clear product details. The second screenshot shows the "Order History" page, which has a similar layout with a header and a detailed table for each purchase. The third screenshot shows a detailed view of an order, including delivery information and payment methods. All three pages use a consistent color scheme and font style, ensuring a cohesive user experience.

## Error Prevention

### Samsung GE Fingerprint Resistant Stainless

★ ★ ★ ★ ★ 258 Reviews

\$2398.12      \$2812.43

Samsung 564 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature Settings.

- ⌚ Estimated delivery: Mar 06 - Mar 10
- ⌚ Free return within 30 days of purchase.
- ⌚ Reliable support

🔒 Guarantee safe and secure checkout

Qi Pay      Apple Pay      Pay Pal      VISA

- +



Add to Cart

Buy Now

**Get Shipping Estimates**

**Country/region**  
Canada

**Province** Ontario      **Postal/ZIP Code**  Enter code

**Add complete address**

Calculate Shipping

**Coupon Code**  
 Enter Coupon code

**Subtotal :** \$ 1739.59  
 Taxes and shipping calculated at checkout  
 I agree with the [Terms & conditions](#)

## Recognition Rather than Recall

**Limited Editions** Learn More >

Explore our exclusive collection of cutting-edge electronics, showcasing the latest innovations and advanced technologies. Discover premium smartphones, sleek laptops, and smart home devices designed to elevate your lifestyle.



Smartwatches



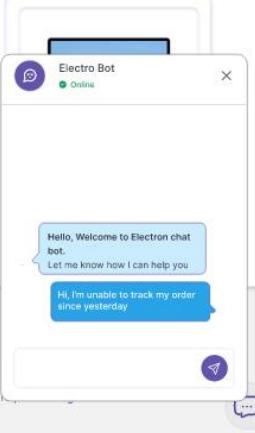
Tablets



SmartPhones



SmartTV



Electro Bot Online

Hello, Welcome to Electron chat bot.  
Let me know how I can help you

Hi, I'm unable to track my order since yesterday

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## Flexibility and Efficiency of Use


Search

Home
 Products
 Wishlist
 Cart
 Profile

Home > All Products

Showing of 16 products 1 | 2 | 3 | 4

**Best Products**

Sort By : Popularity

## Aesthetic and Minimalist Design

The screenshot shows the homepage of the Electromart website. At the top, there's a navigation bar with links for Home, Products, Wish List, Cart, Profile, and a search bar. A prominent 'BLACK FRIDAY' banner with a 'UPTO 60% OFF' offer is displayed above a grid of products. Below the banner, a section titled 'Revolutionize Your Space: Innovative Electronics for Modern Living' features four categories: washing machines, refrigerators, smartphones, and laptops. Each category has a small image, a brief description, and a 'Shop Now' button. Further down, a 'Limited Editions' section shows a grid of six devices: Smartwatches, Tablets, Smartphones, Smart TVs, and Laptops, each with a 'Shop Now' button. The footer contains links for About Us, Official Address, Terms & Conditions, Privacy Policy, and Help, along with social media icons for YouTube, Facebook, Twitter, and Instagram.

**Electromart**  0

Home Products Wish List Cart Profile

**BLACK FRIDAY** UPTO 60% OFF

Revolutionize Your Space: Innovative Electronics for Modern Living

Discover our wide selection of appliance collections, designed to provide you convenience and performance, offering innovation and efficiency to every part of your home.

**Washing Machines**

Discover washing machines designed for general cleaning and all-in-one convenience.

**Shop Now**

**Refrigerators**

Discover refrigerators designed to keep your food fresh and your kitchen modern.

**Shop Now**

**Smartphones**

Discover the latest smartphone innovations, style and performance in your fingertips.

**Shop Now**

**Laptops**

Unleash your potential with our carefully curated range of laptops, ideal for work, play, and everything.

**Shop Now**

**Limited Editions** View More

Discover our exclusive collection of cutting-edge electronics, including the latest innovations and advanced technologies. Browse premium accessories, sleek laptops, and custom built devices designed to elevate your lifestyle.

**Smartwatches** **Shop Now**

**Tablets** **Shop Now**

**Smartphones** **Shop Now**

**Smart TV** **Shop Now**

**Laptops** **Shop Now**

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Electromart is a leading online retailer of home appliances, kitchenware, and electronics. We offer a wide range of products at competitive prices, backed by excellent customer service and fast delivery. Our mission is to provide our customers with the best possible experience, from the moment they visit our website until the day their order arrives.

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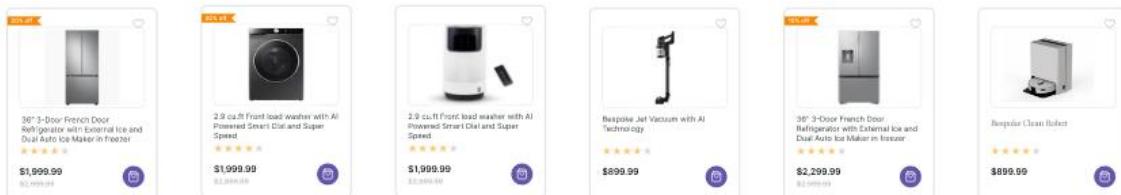
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## Help Users Recognize, Diagnose, and Recover from Errors

The screenshot shows a product page for a Samsung GE Fingerprint Resistant Stainless Steel Refrigerator. At the top, there's a navigation bar with links for Home, Products, Wishlist, Cart, Profile, and Settings. Below the navigation is a breadcrumb trail: Home > All Products > Product Page. The main content area features a large image of the refrigerator, followed by five smaller thumbnail images below it. To the right of the main image, the product title "Samsung GE Fingerprint Resistant Stainless" is displayed, along with a star rating and "258 Reviews". The price is listed as \$2398.12, with a discount of \$2812.43. A summary of the product highlights: "Samsung 564 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature Settings." Below the summary are delivery information (Estimated delivery: Mar 08 - Mar 10), return policy (Free return within 30 days of purchase), and support (Reliable support). A "Guarantee safe and secure checkout" section includes payment method icons for GPay, Apple Pay, PayPal, and VISA. Below these are quantity selection buttons, a "Buy Now" button, and an "Add to Cart" button.

### Similar Products

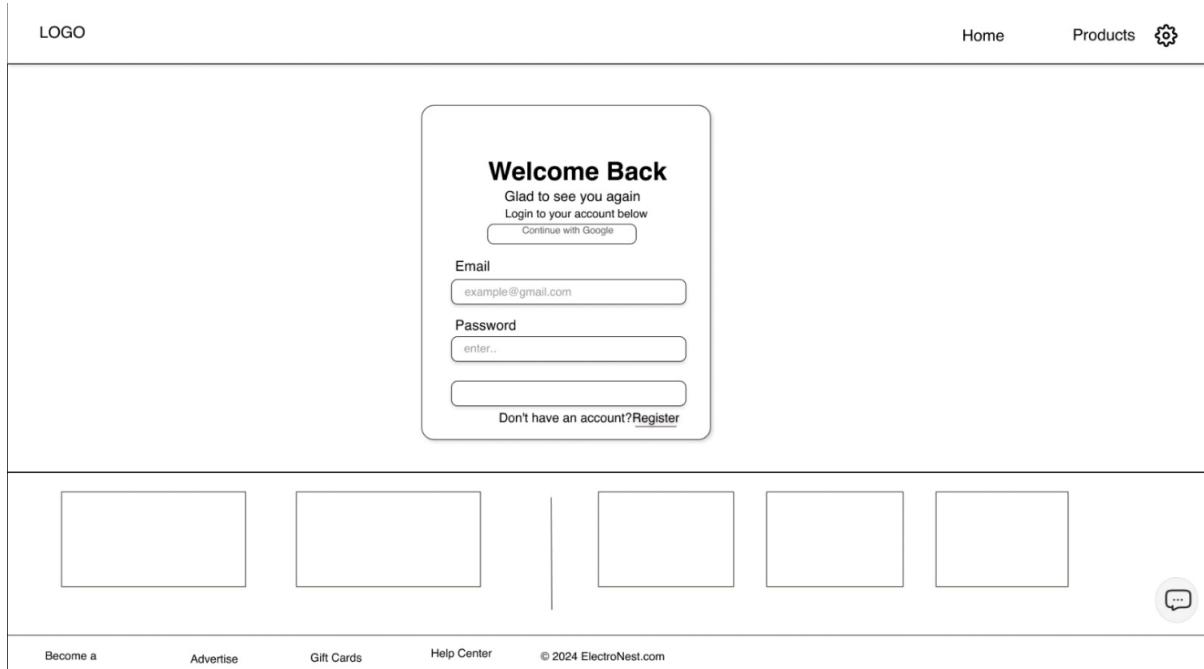


## Help and Documentation

The footer is divided into several sections: "MAIL US:" with the address "ElectroNest Canada, TechCore Building, Maple Plaza, Units 12 & 13, Innovation Park, North York, Toronto, Ontario, M3K 2A2, Canada"; "OFFICE ADDRESS:" with the address "Electronest Canada Inc., SummitTech Towers, Innovation Drive, Richmond Hill, Toronto, Ontario, L4B 1H5, Canada. Business No (BN): 894567321RT0001 Telephone: 416-678-2100 / 416-555-7300"; "ABOUT" with links to Contact Us, About Us, Careers, Electro Nest Stories, and Corporate Information; "CONSUMER POLICY" with links to Cancellation & Returns, Terms Of Use, Security, Privacy, Grievance Redressal; and "HELP" with links to Payments, Shipping, Cancellation & Returns, FAQ, and Report Infringement. At the bottom, there are links for "Become a Seller", "Advertise", "Gift Cards", "Help Center", and social media icons for YouTube, Facebook, Twitter, and Instagram.

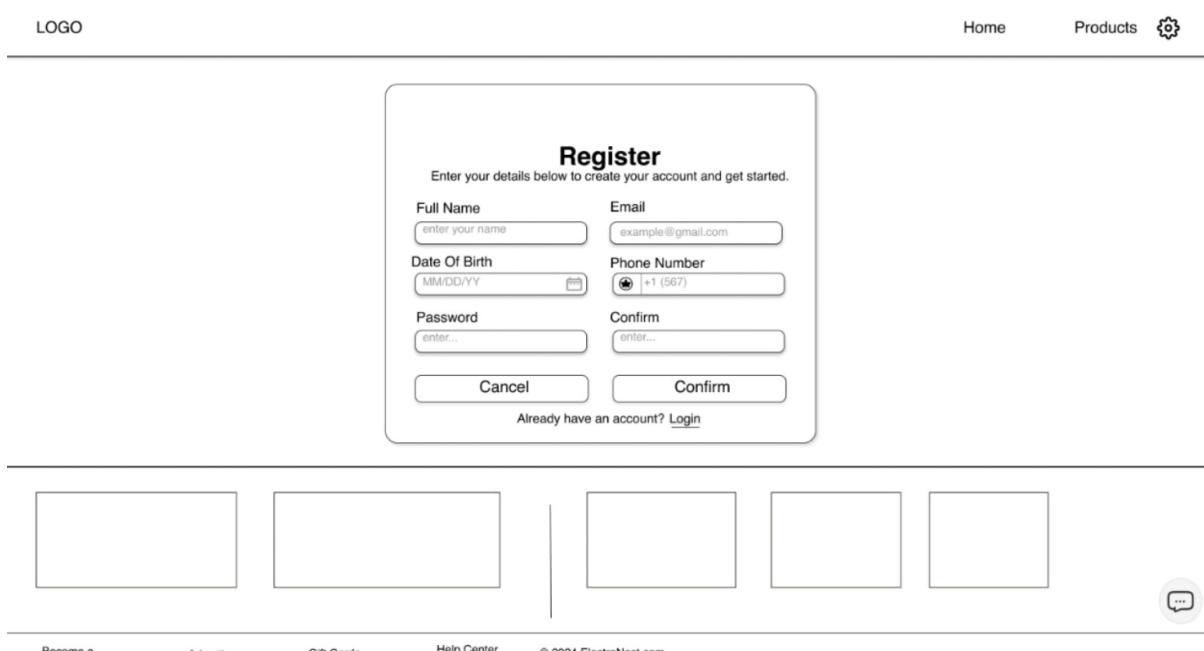
## ▪ Prototype matching wireframe

Authentication screens (Register and Login)



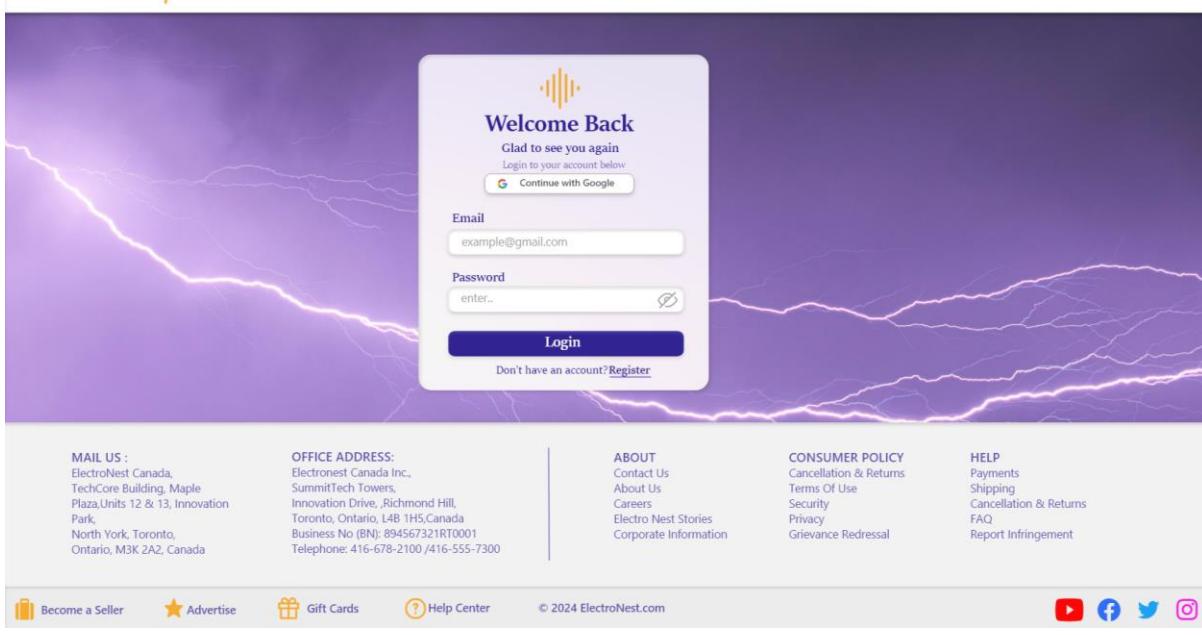
The wireframe shows a top navigation bar with 'LOGO', 'Home', 'Products', and a gear icon. The main content area features a 'Welcome Back' box with a 'Continue with Google' button, an 'Email' field containing 'example@gmail.com', a 'Password' field with placeholder 'enter...', and a 'Don't have an account? [Register](#)' link. Below this are five empty square placeholders and a message bubble icon.

Below the main content are links: 'Become a' (with a placeholder), 'Advertise', 'Gift Cards', 'Help Center', and '© 2024 ElectroNest.com'.



The wireframe shows a top navigation bar with 'LOGO', 'Home', 'Products', and a gear icon. The main content area features a 'Register' box with instructions to enter details to create an account. It includes fields for 'Full Name' (placeholder 'enter your name'), 'Email' (placeholder 'example@gmail.com'), 'Date Of Birth' (placeholder 'MM/DD/YY' with a calendar icon), 'Phone Number' (+1 (567) placeholder), 'Password' (placeholder 'enter...'), 'Confirm' (placeholder 'enter...'), and 'Cancel' and 'Confirm' buttons. A 'Login' link is also present. Below this are five empty square placeholders and a message bubble icon.

Below the main content are links: 'Become a' (with a placeholder), 'Advertise', 'Gift Cards', 'Help Center', and '© 2024 ElectroNest.com'.



## Welcome Back

Glad to see you again  
Login to your account below

[Continue with Google](#)

**Email**

**Password**  
 

**Login**

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

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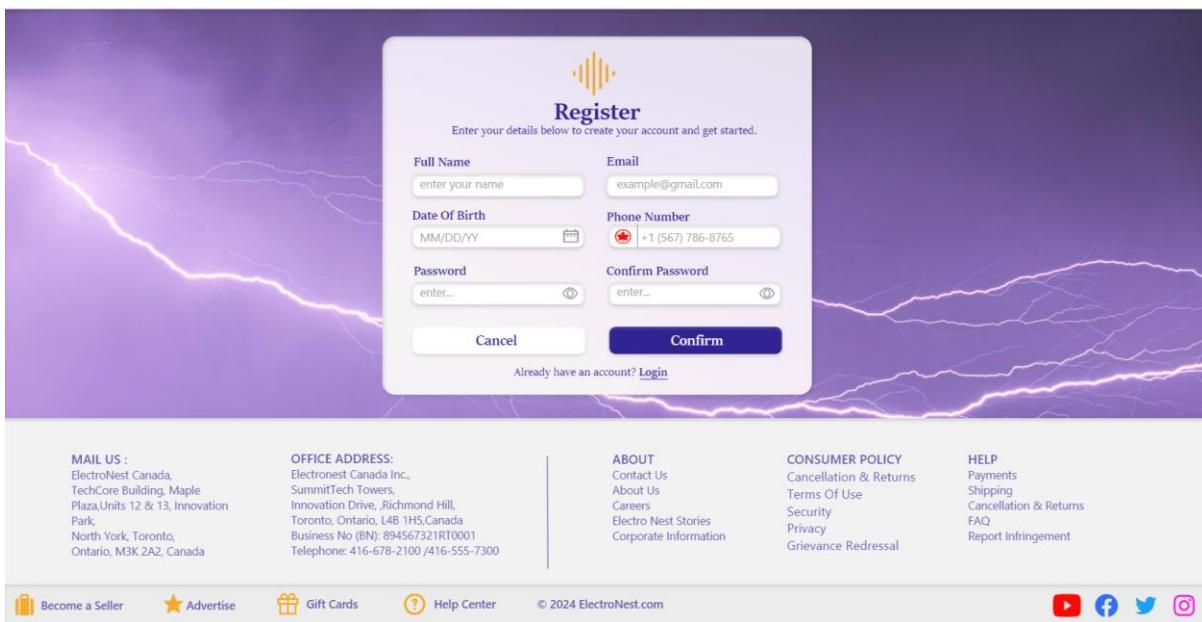
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## Register

Enter your details below to create your account and get started.

**Full Name**  **Email**

**Date Of Birth**   **Phone Number**  +1 (567) 786-8765

**Password**   **Confirm Password**  

**Cancel** **Confirm**

[Already have an account? Login](#)

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## Products Screen

[Home](#) [Product](#) [Wishlis](#) [Car](#) [Profil](#)

[Home> All Products> Product Page](#)

**Samsung**  
GE Fingerprint Resistant Stainless

★★★★ 216 Reviews

**\$2398.12** **\$2812.43**

Samsung 64 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature

Estimated delivery: Mar 06 - Mar 10  
Free return within 30 days of purchase.  
Reliable support

Guarantee safe and secure checkout

- 1 + Add to Cart

Buy Now

### Similar Products

36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in Fridge  
★★★★★  
**\$1,999.99**  
See details

2.9 cu. ft. Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★  
**\$1,999.99**  
See details

2.9 cu. ft. Front load washer with AI Powered Smart Dial and Super Speed  
★★★★★  
**\$1,999.99**  
See details

Bespoke Jet Vacuum with AI Technology  
★★★★★  
**\$899.99**  
See details

36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in Fridge  
★★★★★  
**\$2,299.99**  
See details

Bespoke Clean Robot  
★★★★★  
**\$899.99**  
See details

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[Home](#) > [All Products](#) > [Product Page](#)



## Samsung

GE Fingerprint Resistant Stainless

 226 Reviews

\$2398.12 ~~\$2812.43~~

Samsung 564 L Frost Free Side by Side Refrigerator with Glass Door, Multi Air Flow Technology, And Customised Temperature Settings.

 Estimated delivery: Mar 08 - Mar 10  
 Free return within 30 days of purchase.  
 Reliable support

 Guarantee safe and secure checkout

 Pay  Pay  VISA

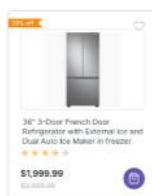
- 1 +



Add to Cart

Buy Now

## Similar Products



36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in freezer

\$1,999.99

\$2,398.12

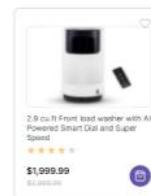


2.0 cu. ft. Front load washer with AI Powered Smart Dial and Super Speed Wash

\$1,099.99

\$1,399.99

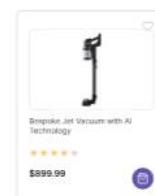


2.9 cu. ft. Front load washer with AI Powered Smart Dial and Super Speed Wash

\$1,099.99

\$1,399.99



Bravox Jet Vacuum with AI Technology

\$899.99

\$1,099.99



36" 3-Door French Door Refrigerator with External Ice and Dual Auto Ice Maker in freezer

\$2,299.99

\$2,398.12



Bravox Clean Robot

\$899.99

\$1,099.99

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Sort By : Popularity

**Best Products**

Experience unparalleled innovation with electronics designed to elevate every moment. Discover quality, performance, and the latest tech—all in one.

Fasttrack Revolt FS1 1.83 Display Smartwatch (Black) 4.5 ★ 10 Ratings & 11 Reviews \$ 59	Canon EOS R1D Mirrorless Camera (Black) 4.5 ★ 11 Ratings & 12 Reviews \$ 399	SAMSUNG Galaxy Tab A8 4G (Teal/Black) 4.5 ★ 11 Ratings & 10 Reviews \$ 499	Acer One Intel Core i3 Thin and Light Laptop (Silver) 4.5 ★ 11 Ratings & 11 Reviews \$ 1099
PHILIPS Daily Press 200 W Juicer (Black, orange) 4.5 ★ 11 Ratings & 12 Reviews \$ 99	Haier 500 L Frost Free Convertible Refrigerator 4.5 ★ 12 Ratings & 13 Reviews \$ 1299	DELL TOAST 50 W Pop Up Toaster White 4.5 ★ 10 Ratings & 10 Reviews \$ 199	HOT LIFE Bioflame Charcoal Grill/Barbeque (Black) 4.5 ★ 12 Ratings & 12 Reviews \$ 129
IFB 7 kg Inverter Cycle Fully Automatic Front Load 4.5 ★ 10 Ratings & 11 Reviews \$ 899	JBL Flip Portable 20 W Bluetooth Speaker (Black) 4.5 ★ 11 Ratings & 10 Reviews \$ 199	JB. True 770NG Multi Connect Bluetooth (Black) 4.5 ★ 10 Ratings & 10 Reviews \$ 299	Vortex 1.5 Ton 3 Star Split Inverter AC - White) 4.5 ★ 11 Ratings & 12 Reviews \$ 1399
Apple iPhone 16 Plus (Purple, 256 GB) 4.5 ★ 11 Ratings & 12 Reviews \$ 1199	SAMSUNG Bigster Crystal 4K UHD (2024 Edition) 4.5 ★ 11 Ratings & 11 Reviews \$ 1699	M1 Portable HEPA & Carbon Filter Air Purifier(White) 4.5 ★ 11 Ratings & 10 Reviews \$ 79	SAMSUNG 23 L GI8 Microwave Oven (BLACK) 4.5 ★ 11 Ratings & 11 Reviews \$ 599

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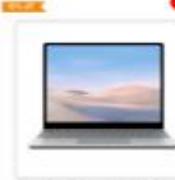
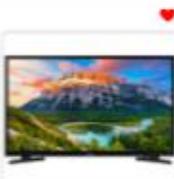
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**Best Products**

Experience unparalleled innovation with electronics designed to elevate every moment. Discover quality, performance, and the latest tech—all in one place.

 <b>Fasttrack Revoltit FS1.183 Display Smartwatch (Black)</b> <span style="color: green;">4.9 ★</span> 121 Ratings & 21 Reviews <b>\$ 59</b>	 <b>Canon EOS R50 Mirrorless Camera (Black)</b> <span style="color: green;">4.7 ★</span> 214 Ratings & 10 Reviews <b>\$ 399</b>	 <b>SAMSUNG Galaxy Tab A8 4G Tablet(Black)</b> <span style="color: green;">4.9 ★</span> 175 Ratings & 10 Reviews <b>\$ 499</b>	 <b>Acer One Intel Core i3 Thin and Light Laptop (Silver)</b> <span style="color: green;">4.5 ★</span> 71 Ratings & 10 Reviews <b>\$ 1099</b>
 <b>PHILIPS Citrus Press 200 W Juicer (Black, orange)</b> <span style="color: green;">4.9 ★</span> 110 Ratings & 70 Reviews <b>\$ 99</b>	 <b>Haier 586 L Frost -Door Convertible Refrigerator</b> <span style="color: green;">4.7 ★</span> 151 Ratings & 12 Reviews <b>\$ 1299</b>	 <b>IBELL TOAST 850 W Pop Up Toaster (White)</b> <span style="color: green;">4.1 ★</span> 181 Ratings & 20 Reviews <b>\$ 199</b>	 <b>HOT LIFE Briefcase Charcoal Grill/Barbeque (Black)</b> <span style="color: green;">4.1 ★</span> 212 Ratings & 19 Reviews <b>\$ 129</b>
 <b>IFB 7 kg. Steam Cycle Fully Automatic Front Load</b> <span style="color: green;">4.9 ★</span> 851 Ratings & 19 Reviews <b>\$ 899</b>	 <b>JBL Flip Portable 20 W Bluetooth Speaker (Black)</b> <span style="color: green;">4.7 ★</span> 263 Ratings & 11 Reviews <b>\$ 199</b>	 <b>JBL Tune 770NC Multi Connect Bluetooth (Black)</b> <span style="color: green;">4.1 ★</span> 61 Ratings & 12 Reviews <b>\$ 299</b>	 <b>Voltaas 1.5 Ton 3 Star Split Inverter AC - White</b> <span style="color: green;">4.1 ★</span> 212 Ratings & 18 Reviews <b>\$ 1399</b>
 <b>Apple iPhone 16 Plus (Purple, 256 GB)</b> <span style="color: green;">4.9 ★</span> 211 Ratings & 10 Reviews <b>\$ 1199</b>	 <b>SAMSUNG Brighter Crystal 4K QLED (2024 Edition)</b> <span style="color: green;">4.7 ★</span> 212 Ratings & 14 Reviews <b>\$ 1699</b>	 <b>MI Portable HEPA &amp; Carbon Filter Air Purifier(White)</b> <span style="color: green;">4.1 ★</span> 212 Ratings & 10 Reviews <b>\$ 79</b>	 <b>SAMSUNG 23 L Grill Microwave Oven (BLACK)</b> <span style="color: green;">4.5 ★</span> 212 Ratings & 11 Reviews <b>\$ 599</b>

## Home screen

The wireframe illustrates the layout of the home page:

- Top Bar:** Features a "LOGO" icon, a search bar with a magnifying glass icon, and navigation links for "Home", "Product", "Wishlist", "Cart", "Profile", and a gear icon.
- Content Area:** A large central area with a "Shop Now" button.
- Section 1: Revolutionize Your Space**
  - Section Header:** "Revolutionize Your Space: Innovative Electronics for Modern Living"
  - Description:** "Explore our wide selection of appliance collections, designed to perfectly suit your needs and preferences—delivering convenience and efficiency to every part of your home."
  - Grid:** Four cards representing different appliance categories.
    - Card 1:** "Discover washing machines designed for powerful cleaning and effortless convenience" with a "Shop" button.
    - Card 2:** "Explore refrigerators designed to keep your food fresh and your kitchen stylish" with a "Shop More" button.
    - Card 3:** "Discover the latest smartphones: innovation, style, and performance at your fingertips" with a "Shop More" button.
    - Card 4:** "Unlock your possibilities with our carefully selected range of laptops, ideal for work, play, and everything" with a "Shop More" button.
- Section 2: Limited**
  - Section Header:** "Limited"
  - Description:** "Explore our exclusive collection of cutting-edge electronics, showcasing the latest innovations and advanced technologies. Discover premium smartphones, sleek laptops, and smart home devices designed to elevate your lifestyle."
  - Grid:** A horizontal scrollable grid of five device cards with "Explore" buttons.
    - Card 1:** "Smartwatches" with a left arrow icon.
    - Card 2:** "Tablet" with a right arrow icon.
    - Card 3:** "SmartPhone" with a left arrow icon.
    - Card 4:** "SmartT" with a right arrow icon.
    - Card 5:** "Laptop" with a right arrow icon.
- Bottom Navigation:** Includes links for "Become a", "Advertiser", "Gift Cards", "Help Center", and copyright information ("© 2024 ElectroNest.com").

# BLACK FRIDAY

THIS WEEK ONLY  
UPTO 60% OFF

[Shop Now](#)

## Revolutionize Your Space: Innovative Electronics for Modern Living

Explore our wide selection of appliance collections, designed to perfectly suit your needs and preferences—delivering convenience and efficiency to every part of your home.



Discover washing machines designed for powerful cleaning and effortless convenience



Explore refrigerators designed to keep your food fresh and your kitchen stylish



Discover the latest smartphones: innovation, style, and performance at your fingertips



Unlock your possibilities with our carefully selected range of laptops, ideal for work, play, and everything

[Shop More](#)[Shop More](#)[Shop More](#)[Shop More](#)

## Limited Editions Learn More >

Explore our exclusive collection of cutting-edge electronics, showcasing the latest innovations and advanced technologies. Discover premium smartphones, sleek laptops, and smart home devices designed to elevate your lifestyle.



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## ➤ Usability testing

### ✓ A/B Testing

In Usability testing, we have used **A/B Testing** which is a method used in usability testing to compare two versions of a webpage to determine which one performs better in terms of user engagement, conversion rates, or other key metrics. We have created two versions of Login Page as below:

The image displays two identical-looking login pages from the ElectroNest website, presented side-by-side. Both pages have a purple background with white lightning bolt patterns. At the top, there's a header with the ElectroNest logo and navigation links for 'Home' and 'Products'. The main content area features a 'Welcome Back' message with fields for 'Email' and 'Password', and a 'Login' button. Below the login form is a link to 'Register'. The bottom section of both pages contains identical footer information, including 'MAIL US' (address: ElectroNest Canada Inc., TechCore Building, Maple Plaza, Units 12 & 13, Innovation Park, North York, Toronto, Ontario, M3K 2A2, Canada), 'OFFICE ADDRESS' (same address), 'ABOUT' (Contact Us, About Us, Careers, Electro Nest Stories, Corporate Information), 'CONSUMER POLICY' (Cancellation & Returns, Terms Of Use, Security, Privacy, Grievance Redressal), and 'HELP' (Payments, Shipping, Cancellation & Returns, FAQ, Report Infringement). The footer also includes links for 'Become a Seller', 'Advertise', 'Gift Cards', 'Help Center', and social media icons for YouTube, Facebook, Twitter, and Instagram.

- ✓ So, for A/B Testing, we created two versions of Login page where we changed colour of Login Button, first version with #9989E2(light purple) and second one #312392 (dark purple) and after getting feedback from team and friends with went ahead with #312392 (dark purple).
- ✓ We took feedback from our team members and friends and below are the screenshot attached.

**Harshavardhan Reddy Singireddy** Chat Shared 16:18

Hi Harshavardhan Reddy Singireddy

Can you please let me know which color for login Button did you like?

Twinkle Akhilesh Mishra 27-10-2024 15:57

Let me know your thoughts

Last read

Harshavardhan Reddy Singireddy 17:22

Hi, dark purple goes well with the website

---

**Arashdeep Kaur** Chat Shared 16:00

Hi Arashdeep

Please help to provide feedback on Login Button color , can you let me know your choice?

Twinkle Akhilesh Mishra 27-10-2024 15:57

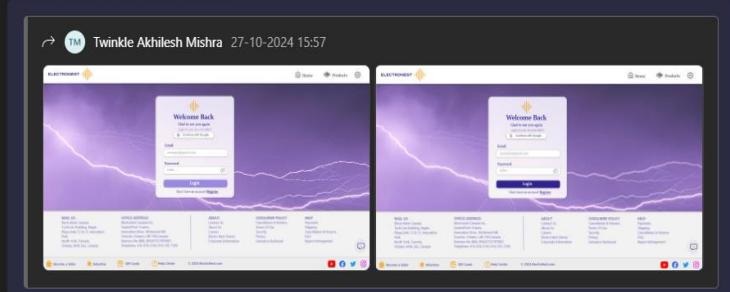
The colour of the login button should match the primary colour of your style theme. Therefore I am suggesting you to go with the second one.

1

**Mohammed Abuzar Younus** Chat Shared + 15:59

Hi Younas

Please provide your feedback on which login button color should I go for



Mohammed Abuzar Younus 16:04

i will suggest go with the second one

it has better fonts and theme

Mohammed Abuzar Younus 16:10

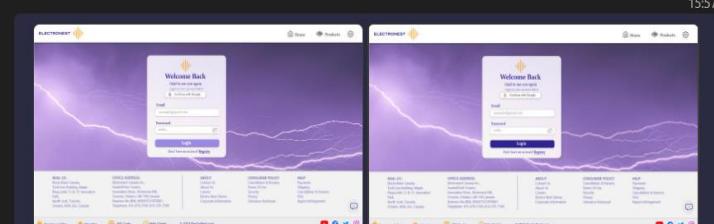
i will say it goes well with the text color and overall theme

**Mahendar Guduru** Chat Shared + 15:57

Hi Mahendar

Mahendar Guduru 15:57

hi



this is regarding A/B Testing , need your feedback which Login Button color is better?

Mahendar Guduru 16:00

I liked the second one, it is in sync with heading and other text color.

👍 1

Sruthi Kamisetty Chat Shared

*This message has been deleted.* [Undo](#)

Hi Sruthi need your feedback for A/B testing

which login button color goes well with the website theme

Sruthi Kamisetty 16:23

Hey Hi...

I liked the first one...

I feel that the bright color goes good with the background

## ➤ **Citations**

- *Class notes.* (n.d.). Retrieved from  
<https://conestoga.desire2learn.com/d2l/le/content/998216/viewContent/21674848/View>
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<https://conestoga.desire2learn.com/d2l/le/content/998216/viewContent/21674888/View>
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