**IT3050 – User Experience engineering Semester 2, 2021** Identify fail-points/blockings in the key-user flow(s)

**B**

**Sc (Hons) in Information Technology**

**Software Engineering**

**–**

**Year**

**3**

**Lab**

**s**

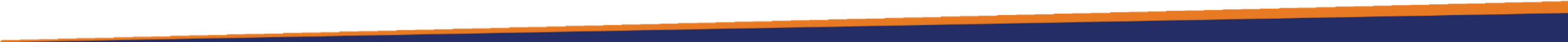
**heet**

**05**



During this lab, you are going to Identify fail-points/blockings in the key-user flow(s). Follow the steps below.

* Analyze your user research data (Lab sheet 02).
* Re-visit the user flow diagrams (Lab sheet 01).
* Individually identify 02 (at least) main fail-points/blockings in the key-user flow(s)
* If you are unable to identify enough number of main fail-points/blockings, conduct the user research again with different users/using different script.



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| --- | --- | --- |
| It19101620 | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | * No Login * No Registration * No view profile | 1. Home page too complex for the average user. |
| Evidence  <<Screenshots>>  <<Video timeline>> | [*https://drive.google.com/file/d/1DGJvHPkIun7AKmO-Oy7DIaW\_P1nEU2gU/view?usp=sharing*](https://drive.google.com/file/d/1DGJvHPkIun7AKmO-Oy7DIaW_P1nEU2gU/view?usp=sharing) | *1* |
| It19240152 | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | 1. Categories not attractive and hard on the eyes. | 1. No return button to go to previous pages, when the return button is clicked, the app is closed. 2. Buttons are not clear |
| Evidence  <<Screenshots>>  <<Video timeline>> | *1* | *1*  [*https://drive.google.com/file/d/1k6WiYtK6Bs5L07g1kJdKuaYk5tojuvDG/view?usp=sharing*](https://drive.google.com/file/d/1k6WiYtK6Bs5L07g1kJdKuaYk5tojuvDG/view?usp=sharing)  *2* |
| it19129372 | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | 1. Description not satisfactory 2. No WishList | 1. Cannot remove/edit items on the cart |
| Evidence  <<Screenshots>>  <<Video timeline>> | *C:\Users\Umesh Ranthilina\AppData\Local\Microsoft\Windows\INetCache\Content.Word\index8.jpg*1  2  <https://drive.google.com/file/d/1vfKwdWY0YwS80nzysfrWv0vtpybFr7FD/view?usp=sharing> | 1 |
| It19117256 | 01  Fail-points/blocking | 02  Fail-points/blocking |
| Fail-points/blocking | * Product reviews are not here * Product ratings are not here | * Some pages are un-seeable and not coherent |
| Evidence  <<Screenshots>>  <<Video timeline>> | index8C:\Users\Umesh Ranthilina\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Screenshot_2021-08-18-08-54-42-308_com.lakwimana.lakwimana.jpg | <https://drive.google.com/file/d/1FyNTkck1Z4uGbSDSWIRKGsEW6CBBke6j/view?usp=sharing> |

