[PRELIMINARY ANALYSIS](https://content.byui.edu/file/816e09fb-0d85-4d4c-8266-afc4a8b57778/1/Ponder/471.02.Milestone.html)

Each team is selecting two competitors' interfaces to conduct a preliminary UX analysis. Each team will focus on analyzing all components of the interaction framework and all of the variables of usability. In order to conduct this UX analysis, please complete the form below. Complete this form a ***second time*** for the ***second competitor***.

Competitor Name: Groupon

Website link: https://www.groupon.com/

# Interaction Framework

Gulf of Evaluation

|  |  |
| --- | --- |
| **Presentation** | |
| *Success(es)* | *Failure(s)* |
| * Simplicity * Category * All information is presented | * Too much information * Redundancy of how much discount * Icon is kind of big |

|  |  |
| --- | --- |
| **Perception** | |
| *Success(es)* | *Failure(s)* |
| * Clearly visible * Good contrast | * Looks too similar to google |

|  |  |
| --- | --- |
| **Interpretation** | |
| *Success(es)* | *Failure(s)* |
| * Clearly labeled * Nothing is left to interpretation | * The process to buy something is a little too long and a little misleading on the next step to complete the purchase. |

|  |  |
| --- | --- |
| **Evaluation** | |
| *Success(es)* | *Failure(s)* |
| * Knew that the clickbait would take me to more info | * Didn’t understand the process to remove item |

Gulf of Execution

|  |  |
| --- | --- |
| **Goal** | |
| *Success(es)* | *Failure(s)* |
| * Shows coupons/deals | * Doesn't show the deals closest to us to begin with |

|  |  |
| --- | --- |
| **Intention** | |
| *Success(es)* | *Failure(s)* |
| * When I clicked on a square, I got the description | * The buy now feature should say “add to cart” * Trying to find a map of “nearby” things, doesn’t exist |

|  |  |
| --- | --- |
| **Specify Sequence** | |
| *Success(es)* | *Failure(s)* |
| * Know how to find details | * “2 clicks” to remove item * Buy now adds to cart |

|  |  |
| --- | --- |
| **Execute Sequence** | |
| *Success(es)* | *Failure(s)* |
| * NA | * NA |

# 

# Variables of Usability

|  |  |  |
| --- | --- | --- |
| *Component* | *Score(*[*2 to -2*](https://byui.instructure.com/courses/182124/files/81176052?module_item_id=23627394)*)* | *Explanation* |
| Efficiency | 0 | Not super inefficient but sometimes there’s too many steps to accomplish tasks |
| Learnability | 2 | Is easy and familiar, not too much too get used to |
| Familiarity | 2 | Is like commonly used apps is layout |
| Simplicity | 1 | It’s giving us more than we need to know to operate the system |
| Mapping | 0 | Doesn't encourage a correct usage of the app. Doesn't function how we feel like it should |
| Motivation | -1 | The deals that are closest to me aren’t clearly visible, I don’t feel especially motivated to use it. |
| Trust | 0 | Won't get scammed but I’m not getting a refund. UHHHH... the app was glitching out with deal descriptions.... kind of don’t want to use it.... scam? |
| Visibility | 0 | Everything we need to know is there and we can see it.... sometimes??? When it wants. |

**Summary: App feels like a “k-mart” version of amazon. Instead of being its own successful app, it feels awkward and clunky. It’s stressful to look at, too much information present. It doesn’t give me the satisfaction or motivation to use it. Some of the user interface is misleading.**