Affinity Diagram for BravePet Usability Study

1. Navigation & General Usability

Positive Feedback:
- Users found navigation easy and intuitive.
- Participant A: "No, using the site wasn't frustrating, it was very easy to navigate."
- Participant B: "Navigating the website was pretty easy and going through the different pages was normal and straightforward."
- Participant C: "The website navigation was pretty easy."
- Participant D: "No, the website was not frustrating to use at all, and the navigation was simple to understand."
- Participant E: "It was not frustrating at all; I was able to easily navigate and perform actions without any trouble."

Areas for Improvement:
- Add more clear titles and labels (e.g., Profile page before the map feature).
- Improve mobile layout to reduce scrolling.
- Use a cart icon instead of a placeholder box.

2. Profile & Pet Registration

Positive Feedback:
- Participant A: "Adding a new pet was an easy process."
- Participant B: "Removing the pet profile from the profile page was smooth and easily done."
- Participant C: "The pet registration was easy to complete."
- Participant D: "Overall the registration was easy to do."
- Participant E: "Removing items from the profile was pretty easy."

Areas for Improvement:
- Separate personal info and pet profile registration.
- Introduce dynamic editing instead of redoing the process.
- Allow users to add pet symptoms as an additional feature.

3. Product Selection & Checkout

Positive Feedback:

- Participant A: "The checkout process was simple and easy to follow."

- Participant B: "The ordering system was very easy, fast, and simple to follow."

- Participant C: "The checkout system is really dope, and I like it."

- Participant D: "The checkout process was very easy and straightforward."

- Participant E: "The checkout process was simple as it guided me through each step of the process."

Areas for Improvement:

- Add pricing range and product ratings on the product list.

- Allow removing items from the cart during checkout.

- Improve product filtering options to enhance user experience.

4. Desktop & Mobile-Specific Feedback

Desktop:

- Add a title for the About page head banner.

- Improve Find My Vet page (remove description, upscale navigation).

- Add more information like product pricing and ratings.

Mobile:

- Reduce long scrolling lists.

- Implement carousel for pet lists.