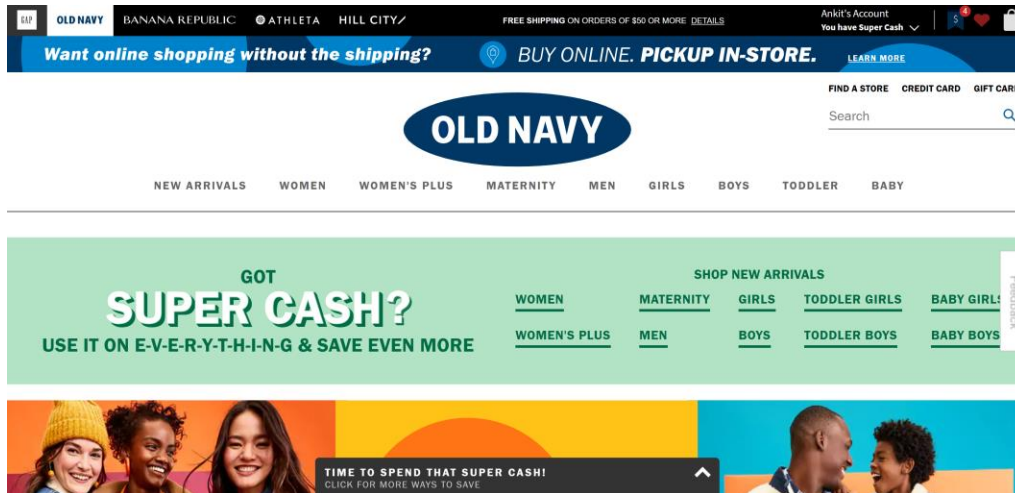
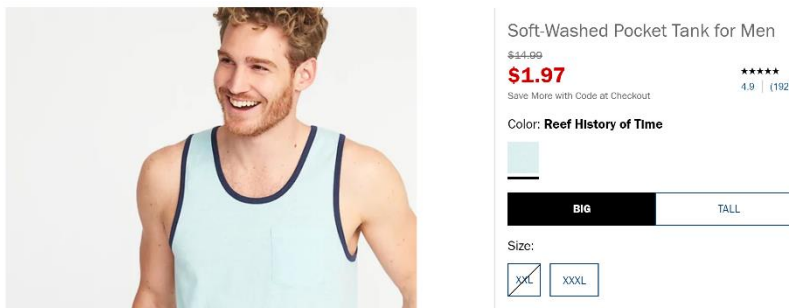


Design Notebook #3

HCI Platform Chosen: Old Navy Website



This website is the online shopping base for the company Old Navy which basically based on selling women, men and children apparel. The website is rather easy to use, and consistency is maintained throughout the website in terms of the blue and white color scheme. For all categories, be it men, women or children, the different varieties of clothes and types of clothes offered are shown, displaying universal usability. All the items



which one likes can be added to the cart from which items can be removed and modified in terms of quantity allowing reversal of actions. If a certain size or color is unavailable, it is usually faded, or a line is shown across the box to prevent errors of adding unavailable products to the cart. The website is also consistent in terms of each product page which usually has several pictures of the product in different angles on the

left corner, along with reviews, price, variety of colors, sizes all on the right-hand side. The coupons offered on the first page of the website is only seen there and should be accessible from all pages of the site. Suggestions for similar clothing should have options to be sorted, and as well as show availability of pick up as well. The prices after applying coupons is only accessed from the cart page but not from the actual product page. Some coupons are specific to products and the changed prices should be reflected rather than just the sale prices. Overall, the HCI of the website is impressive but it can be improved in terms of being user friendly and providing better feedback for users in terms of unavailable products on the search results pages itself. The website does a good job of retaining memory in terms of the likes and dislikes of the users as per their searches and is giving more user specific results, and even retaining cart items with account logins. They could improve on giving more realistic pictures of the product on normal people rather than model but that is unrelated to the HCI.