

IT1214 Human Computer Interaction

Assignment 1 Part 1

Website Name: Jumpbooks

Group A

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V.Lambodaran – SA23522060

R.Abishan – SA23522138

Contents

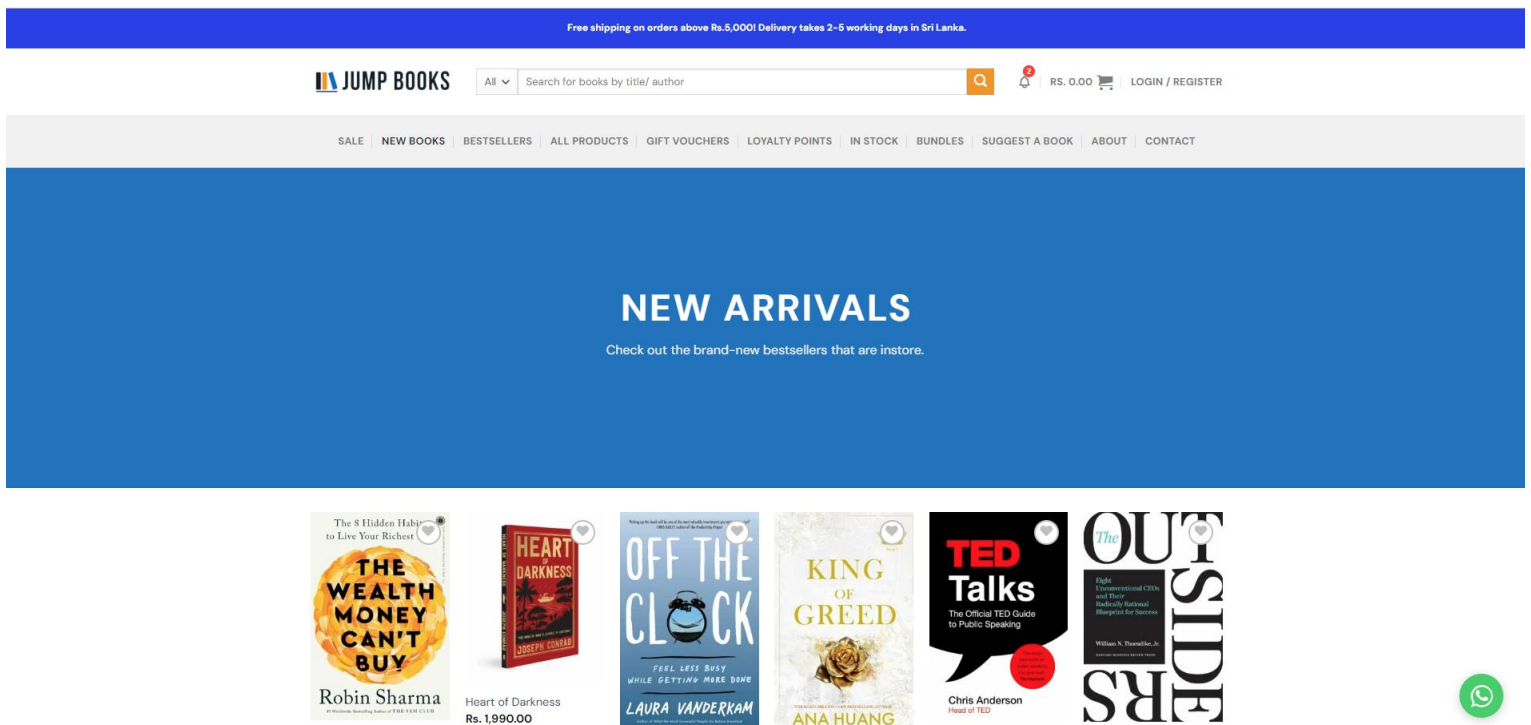
Introduction	3
Project Description	4
Usability Issues Identified by Students	5
User groups identified.....	6
Persona for Two Expert Users	7
Expert User 1 :	7
Expert User 2 :	8
Persona for Two Novice Users.....	9
Novice User 1 :	9
Novice User 2 :	10
Scripts for contextual inquiry for 2 users	11
Video links	12
Usability issues identified by the users based on contextual inquiry.....	13
Ratings of the Usability problems	13
Conclusion.....	14

Workload Distribution

U.Anojan – SA23523128	Novice and Expert User Interview, Report content, User Persona Designing (N 1).
R.Abishan – SA23522138	Novice and Expert User Interview, Report content, User Persona Designing(E 1).
V.Lambodaran – SA23522060	User Persona Designing(N 1, E 1), Report content, Video Editing.

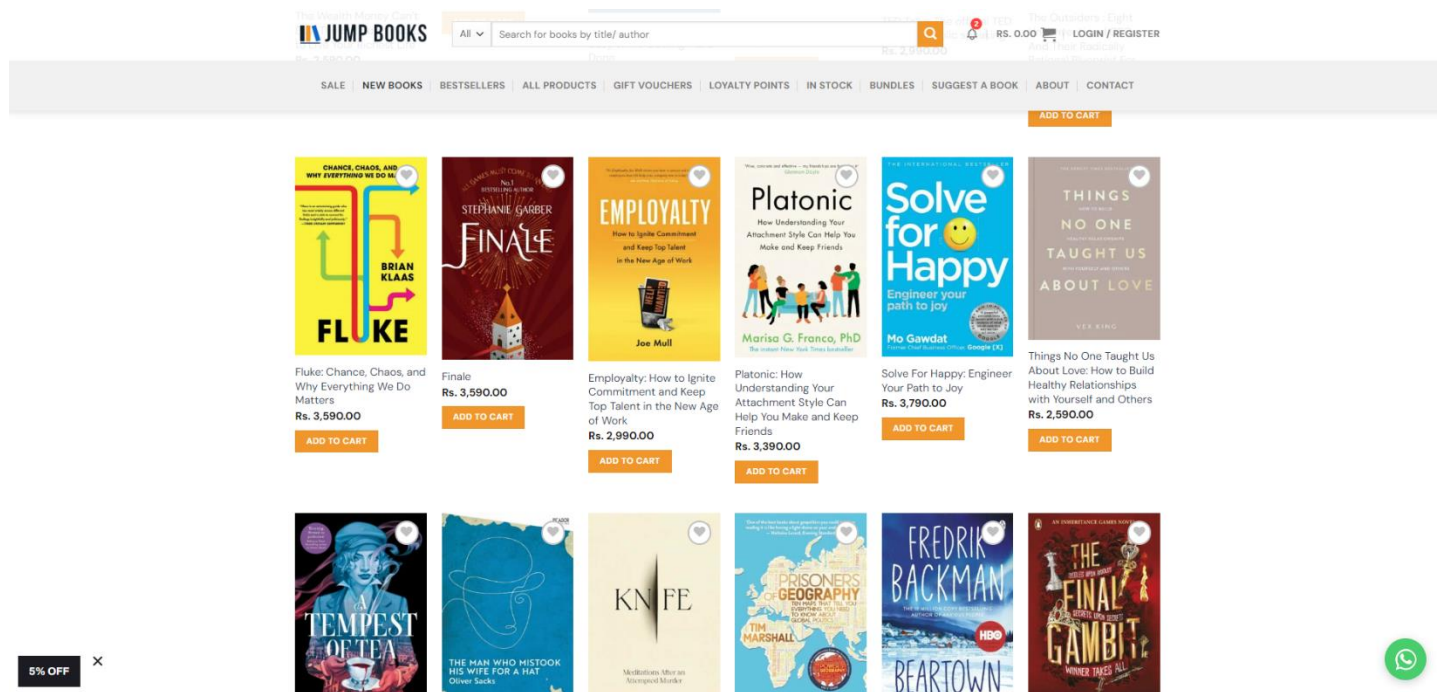
Introduction

Usability is a crucial component of web design that has a direct impact on a website's success. A poorly designed website can irritate visitors, increase bounce rates, and eventually hurt the bottom line of the company. Our group project, which recognizes the value of user-friendly design, attempts to find and fix usability problems on the Jump Books website, a local bookstore. Even though this platform works, it has a few design issues that make it difficult for users to interact with it. Our technique uses a two-phase analysis to fully grasp these challenges: first, we uncover difficulties from a design standpoint, and then we validate these results through user testing. By interacting with both experienced and inexperienced users, we want to obtain thorough insights that will direct us in reworking the website to improve its general usability and user experience.



Project Description

The project entails using a systematic method to finding and fixing usability problems on the Jump Books website, a regional e-commerce platform for books. Our procedure starts with a preliminary study that our team does. In this research, we find a number of usability issues, including inconsistent button placement, unnecessary scrolling, bad alignment, and a poor registration process. After that, two experienced users and two inexperienced users will participate in user testing. These users will engage with the website while a video recording of their responses and screen behaviours is made. Through this approach, we are able to watch how people naturally engage with the website, which gives us important information about the usability problems they run into. After that, the research will examine these recordings to determine the particular difficulties encountered by different group of users. The insights gained from this analysis will inform the redesign of the website, ensuring that the final product is both user-friendly and efficient.



Usability Issues Identified by Students

Name: Uthayakumar Anojan

Registration Number: SA23523128

Issues Identified:

- ✓ Misaligned Add to Cart Buttons
- ✓ Excessive Scrolling

Name: Vinayagamurthi Lambodaran

Registration Number: SA23522060

Issues Identified:

- ✓ Missing Navigation Bar on Cart Page
- ✓ Unappealing Interface

Name: Rajendran Abishan

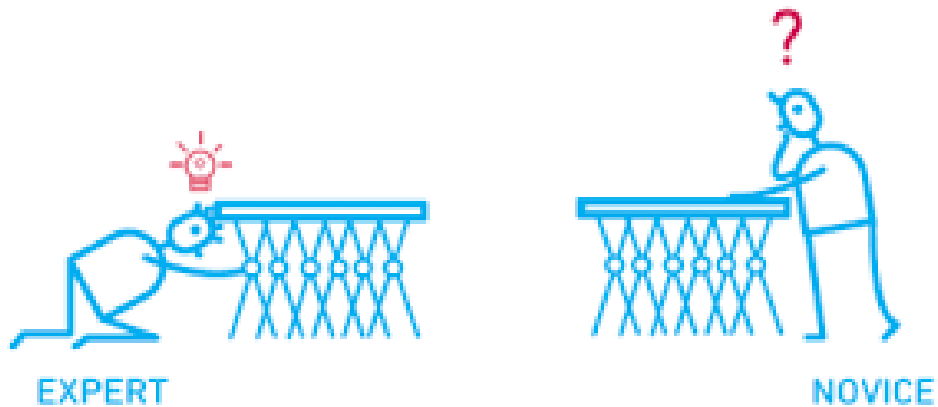
Registration Number: SA23522138

Issues Identified:

- ✓ Excessive White Space
- ✓ Unclear Registration Process

User groups identified

Two main user groups were distinguished in our study: rookie users and expert users. Those with little to no experience with online purchasing and e-commerce website navigation are considered novice users. In order to complete their work quickly, they frequently need simpler navigation and more intuitive interfaces. However, experienced shoppers have greater standards for cutting-edge features, rapid product availability, and effective search capabilities since they are accustomed to using online shopping platforms. Comprehending the unique requirements of these two cohorts enabled us to customize our usability testing and redesign suggestions to guarantee that the website meets the needs of a wide range of users.



Persona for Two Expert Users

Expert User 1 :

Kanagasabai Thiruthanigesan



Age: 34
Lecturer: SLIIT
Family: Married
Location: Jaffna
Character: Resilient

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Collaborative

Driven

Analytical

Creative

Goals

- Foster Innovative Problem-Solving Skills.
- Enhance Research and Development.
- Promote Student Engagement and Success.

Frustrations

- Limited Resources and Funding.
- Administrative and Bureaucratic Challenges.
- Student Engagement and Preparedness.

Bio

Based in Jaffna, Mr Kanagasabai Thiruthanigesan is a dedicated IT professional with a passion for teaching and sharing knowledge. He holds an M.Phil. (Reading) and a Master of Science in Computer Science from the University of Peradeniya, as well as a Bachelor of Science in Computer Science from Loyola College Chennai, India, affiliated with the University of Madras.

His career spans several years in the field of Information and Communication Technology. He served as an Instructor at the University College of Jaffna, University of Vocational Technology, Sri Lanka, from March 2017 to January 2024, and at the University College of Anuradhapura, University of Vocational Technology, Sri Lanka, from November 2014 to March 2017. He is deeply committed to fostering innovative problem-solving skills in his students and enjoys contributing to their academic and professional growth.

Incentive

Fear

Growth

Power

Social

Brands & Influencers



Traditional Ads

Online & Social Media

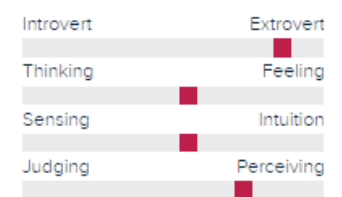
Community Engagement

Networking

Saroon Mohammed Aflal



Age: 25
Work: Academic Instructor
Family: UnMarried
Location: Jaffna
Character: Dedicated



- Innovative
- Practical
- Dedicated
- Patient

Goals

- Promote Interdisciplinary Learning.
- Enhance Student-Centric Learning.
- Contribute to Academic Publications.

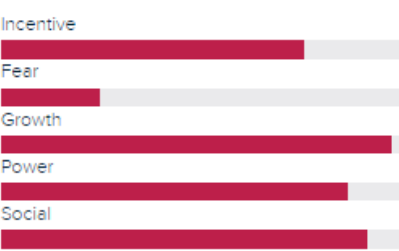
Frustrations

- Challenges in Keeping Curriculum Current.
- Limited Research Opportunities for Students.
- Difficulty in Balancing Teaching and Research.

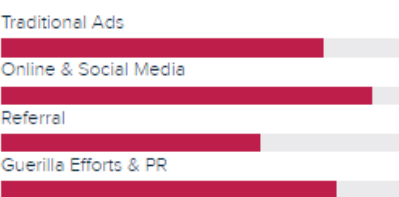
Bio

Based in Jaffna, Mr Saroon Mohammed Aflal is an accomplished IT professional with a strong passion for teaching. Currently serving as an Academic Instructor in the Department of Information Technology at the Faculty of Computing, SLIIT Northern University since February 2024.

His professional experience includes roles in quality assurance at the London Stock Exchange Group, Millennium IT Software (Private) Limited from July 2022 to July 2023, and as a Robotic Process Automation Developer at Amana Bank's IT Department from May 2021 to November 2021. He holds a Bachelor of Science (Honours) in Information Technology, specializing in Information Technology from the Sri Lanka Institute of Information Technology (SLIIT).



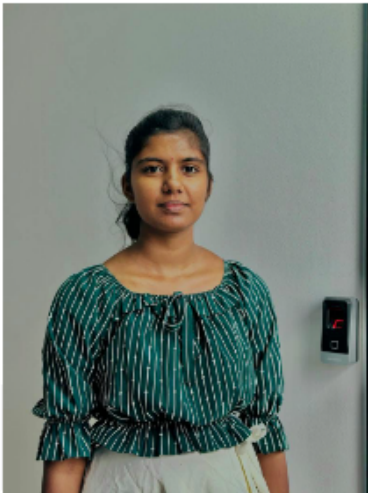
Brands & Influencers



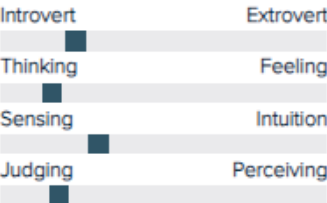
Persona for Two Novice Users

Novice User 1 :

Thamilmathi Rajvictor



Age: 22
Student: KHC
Location: Kantharmadam
Character: Curious



- Curious
- Eager
- Patient
- Open-minded

Goals

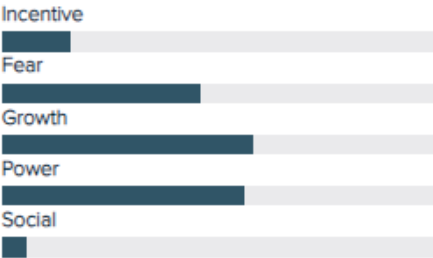
- Complete a beauty course.
- Travel around the world.
- Start new own beauty parlour.

Frustrations

- Challenges with Starting a Beauty Parlour.
- Limited travel experience.
- Difficulty Understanding Technical Skills.

Bio

Based in Jaffna, Thamilmathi is a dedicated 22-year-old student from Kantharmadam, currently pursuing her education at Kokuvil Hindu College. She is deeply committed to continuous learning and engages in a variety of hobbies, including reading, gardening, and stamp collecting. Her intellectual curiosity is evident in her avid reading, while her gardening activities provide a relaxing escape and a connection to nature. Her interest in collecting stamps reflects her appreciation for history and attention to detail. Through her diverse interests and academic pursuits, she demonstrates a well-rounded and engaged character, dedicated to personal growth and exploration.



Brands&Influencers



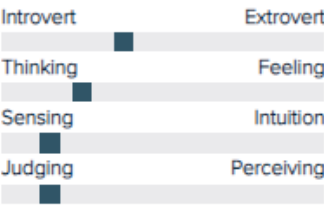
Novice User 2 :

Sivanadarajah Sajeepan



"Steps into the unknown with confidence, for that's where growth begins."

Age: 22
Student: KHC
Status: Unmarried
Location: Uduvil,Jaffna
Character: Proactive



- Confidence
- Adaptability
- Curious
- Eager

Goals

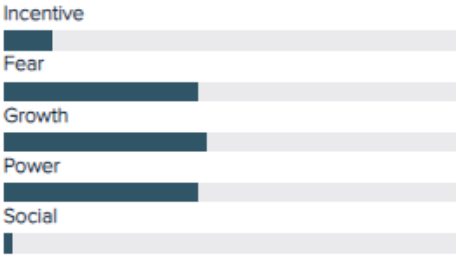
- Improve Social Skills.
- Challenge Academic Limits.
- Start a own business.

Frustrations

- Overwhelmed by crowds.
- Nervousness Under Pressure.
- Difficulty Expressing Ideas.

Bio

Sivanadarajah Sajeepan, a 22-year-old Kokuvil Hindu College student, is an enthusiastic and inquisitive person. He likes to collect rare cards, play football, and interested in online computer games. Sajeepan, who lives in Uduvil, strikes a balance between his extracurricular activities and his academic obligations. He is constantly willing to try new things but also has to learn how to avoid crowded areas and control his anxiety, which might occasionally prevent him from reaching his full potential.



Brands & Influencers



Scripts for contextual inquiry for 2 users

Task 1: Homepage Review

- Open the Jumpbooks website and spend a few minutes exploring the homepage.

Questions :

1. What are your initial impressions of the website's design and layout?
2. Do you feel that it requires too much scrolling to navigate?

Task 2: Registration Process

- Go through the registration process as if you are creating a new account.

Questions :

1. How did you find the registration process?
2. Were there any fields or confirmations you felt were missing?
3. How confident are you that your information was correctly entered?

Task 3: Product Browsing

- Navigate through the book categories and browse some of the products.

Questions :

1. How easy or difficult was it to browse through the products?
2. Did you find the alignment and spacing of the products appropriate?

Task 4: Adding to Cart

- Choose a few books and add them to your cart and then try to navigate back to the homepage.

Questions :

1. After adding the product to your cart, how comfortable were you with navigating back to the homepage
2. Did you encounter any issues with the placement of the 'Add to Cart' buttons?

Task 5: Using the Search Bar

- Use the search bar to find a specific book.

Questions :

1. Did the placement and design of the search bar make it straightforward to use?
2. How do you feel about the loading time of the search feature?

General Questions :

- how would you rate your experience with the Jumpbooks website?
- What are the main issues you think need improvement?
- Do you have any suggestions for making the website more user-friendly and visually appealing?

Video links

Link : [HCI Assignment Part 01](#)

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Usability issues identified by the users based on contextual inquiry

- ✓ Excessive Scrolling
- ✓ Missing Navigation Bar on Cart Page
- ✓ Unclear Registration Process
- ✓ Misaligned Add to Cart Buttons
- ✓ Unappealing Interface
- ✓ Excessive White Space

Ratings of the Usability problems

- **Misaligned Add to Cart Buttons – Medium**
- **Unappealing Interface – Medium**
- **Excessive Scrolling – High**
- **Missing Navigation Bar on Cart Page – High**
- **Excessive White Space – Medium**
- **Unclear Registration Process – High**

Conclusion

In conclusion, a number of serious usability problems that impede the user experience have been found by our team after a careful examination of the Jumpbooks website. For both inexperienced and seasoned users, a subpar experience is produced by a variety of problems, such as excessive white spaces, misaligned items, a confusing registration process, and inadequate navigation.

We learned a great deal about how these problems impact various user groups by carrying out an extensive contextual inquiry and examining user interactions. Our results highlight how crucial it is to have a user-centric design that puts accessibility, readability, and aesthetic appeal first. By addressing these issues, the redesigns that are being suggested should improve the website's usability, accessibility, and visual appeal. The overall success of the website will likely increase as a result of the adjustments' implementation in terms of user engagement and satisfaction.

This research emphasizes how important usability is to web design and shows how valuable user feedback and iterative testing are to the development of successful digital platforms.