

Part-B Observations

□ Primary Observations

- We performed user evaluation of the two websites <https://www.snapdeal.com/> and <https://www.flipkart.com/>. We recorded user sessions using Selenium IDE and exported these session scripts.
- For our evaluation we included two users: User1 is a male with age 49 and User2 is a female with age 53. They can understand English easily and are less experienced in terms of browsing E-commerce websites. User1 has had some experience with online shopping but not on the given websites. User2 is completely naive.
- We chose the product *Redmi 9 (64GB, 4 GB) Sky Blue* for the users to select on both of these websites to add to cart. It is made sure that this product is available at the time of recording the session.
- We wrote a python script to analyse the patterns of browsing these websites by these users and results are as following:

1. User1

- a. Website: <https://www.snapdeal.com/>
 - Number of Clicks: 17
 - Number of Double Clicks: 0
 - Number of times user scrolled: 13
- b. Website: <https://www.flipkart.com/>
 - Number of Clicks: 22
 - Number of Double Clicks: 3
 - Number of times user scrolled: 7

2. User2

- a. Website: <https://www.snapdeal.com/>
 - Number of Clicks: 31
 - Number of Double Clicks: 1
 - Number of times user scrolled: 12
- b. Website: <https://www.flipkart.com/>
 - Number of Clicks: 34

- Number of Double Clicks: 6
- Number of times user scrolled: 6
- The order of the sessions were: User1(Flipkart -> Snapdeal) & User2(Snapdeal -> Flipkart)

❑ Conclusions

- User2 made more clicks compared to User1 to add the product to the cart.
- Both the users had more clicks for Flipkart compared to snapdeal.
- User2 was lost 2 times while navigating the website whereas User1 faced difficulty the first time browsing Flipkart.
- User2 added the wrong product into the cart while browsing Flipkart and had to remove it from the cart. After getting accustomed to the interface with snapdeal in the first instance, we expected less clicks with Flipkart but this proved wrong as too many choices made User2 select the wrong product Redmi Note 9.
- User1 clicked the back button 7 times whereas User2 clicked the back button 13 times. This was primarily when they couldn't figure out how to clear the filters that they initially applied and decided to go back to the home page and do it again.
- User1 started fresh filters after selecting the categories for 3 times, all while browsing Flipkart in his first attempt while User2 started fresh filters after selecting the categories for 5 times. 3 with snapdeal and 2 with Flipkart.
- Both of these users scrolled the homepage to get accustomed to the portal. But both users found the Flipkart portal to have the categories easily spotted at the top horizontal bar as against the snapdeal's left side vertical categories bar. Moreover, The categories were more correctly marked in Flipkart as against Snapdeal.
- Users found more choices even after applying different filters on Flipkart as compared to Snapdeal.
- An Expert User of these websites found this product in one go with a direct search bar result and a single filter. The Expert user made far fewer clicks and scrolled way less as compared User1 and User2. The Expert User didn't click the back button once and was not lost at any time.
- We conclude that Flipkart provides a wide range of selection for our product category while snapdeal allows the users to easily see if the cart is filled or not.

FlipKart had arranged the categories in a fashion helpful for first time users while Snapdeal offered an easy way for emptying the cart.