

Assignment 4 – Part 1 (by Arshin)

#1 - Prototype Review/Feedback for Mary Safy

(Website design for muddy paws)

1. **H2-1: Visibility of System Status:** The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
 - Nice choices:
 - Home Screen: Indicators to show that there are multiple images and which image is currently active.
 - Product Detail Screen: Cart Icon has an indicator showing that the count of items in cart, conveying to users that an item has been added to the cart.
 - Needs Improvement:
 - Shopping Cart Screen: Would be nice to display the item prices and the cumulative total as well so users don't escape the checkout screen to verify if everything is correct/how much to pay. Similar to how it's on the next ("order review") screen.
2. **H2-2: Match Between System and Real World:** The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
 - Nice choices:
 - Product Detail Screen: Use of term "Add to cart" is consistent and clearly understood. The "size" option is clear as well.
 - Home Screen: Use of term "Shop Now" is consistent and relatable.

- Order Complete Screen: Clear order confirmation message (A highlight/background might be better for this message to be emphasized more).
3. **H2-3: User Control and Freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
- Needs Improvement:
 - After selecting “shop now”, users are not able to return to the “home screen”. Linking the logo/store title (in navigation bar) to the home page would provide a potential exit point for users.
4. **H2-4: Consistency and Standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- Nice choices:
 - Home Screen: Clear vocabulary (ex: “Shop now”)
 - Needs Improvement:
 - Shop Now Screen: Unclear vocabulary (ex: “Filter + Sort”) in relation to its indicated functionality, I.e. there is no option to sort based on price or newest items.
5. **H2-8: Aesthetic and Minimalist Design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- Nice Choices:
 - Shop Now Screen: When users hover over products, they see additional details about the product (ex: color) and are reminded of important details such as “title” and “price”.
 - Needs Improvement:

- Might be better to display “size” options as individual (circular?) buttons, instead of a dropdown menu since this is a pop-up/modal.
Note: Depending on the number of sizes offered, this may or may not take up too much screen space.

#2 - Prototype Review/Feedback for Hanna Kang

Website design for Bun Bun Cake

1. **H2-1: Visibility of System Status:** The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
 - Nice choices:
 - Order Confirmation Screen: The “Green Arrow” clearly communicates the “order complete” state.
 - Menu: Product detail pop-up clearly communicates that the page won’t re-load if users close the detail view, so they can view more items without worrying about loading again.
 - Needs Improvement:
 - Home Screen: I couldn’t tell that the item won’t go to the cart, but would go directly to the Order Confirmation Page. Might be better to say “Instant buy” or “buy and checkout”.
2. **H2-2: Match Between System and Real World:** The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
 - Nice choices:

- Order Confirmation Dialog: Clear and colloquial wording.
 - Menu: Clear and Pop-up is easy to understand.
 - Needs Improvement:
 - Home Screen: Near the “blueberry muffin” icon, would be better to use “Add to cart”, etc. instead of “Place in cart”, as the former is widely used.
3. **H2-3: User Control and Freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
- Nice choices:
 - Menu: Pop-up has close button to exit.
 - Nav: About is working (Store name/logo should also link to homepage).
 - Needs Improvement:
 - Home Screen: Not sure why we need to use the “+” button to begin. I wasn’t able to notice that initially, until InVision hinted/told me.
 - Perhaps make it more noticeable with background/button layout.
 - Home Screen: The nav bar and other links are not work, which makes it confusing for the user to navigate.
 - Navigation Bar and Footer: Unable to reach other pages.
4. **H2-4: Consistency and Standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- Nice choices:
 - Order Confirmation Page: The wording is clear and simple.
 - Needs Improvement:
 - Home Screen: Near the “blueberry muffin” icon, would be better to use “Add to cart”, etc. instead of “Place in cart”, as the former is consistently used across the web.

5. **H2-8: Aesthetic and Minimalist Design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.

- Nice Choices:
 - Home Screen: Nice and Clear Design Overall, Navigation bar, and use of images is great!
 - Order Confirmation Page: Nice use of dialogs.
 - About page and Now open page(s) are nice looking.
- Needs Improvement:
 - Home Screen: Would be nice to make the submenu categories (ex: “pumpkin muffin” different colored or the separator line under the menu thicker.
 - Order Confirmation Page: Dialogs should have a “close” button or “x”.