



### Reflex Ice Wiper Blades


 Please select a store for inventory status. (Select Store)

Product Number : 21-1022-2  
 Manufacturer Part Number : RI24  
 Brand : Reflex  
 Comments : DRIVER SIDE


Regular **\$26.99**

★★★★★

View 



### Reflex Hybrid Wiper Blade


 Please select a store for inventory status. (Select Store)


Product Number : 21-1837-4  
 Manufacturer Part Number : CS319  
 Brand : Reflex  
 Comments : BEAM BLADE - SIDE LOCK ARM TYPE - PASSENGER SIDE - MULTI CONNECTOR - CENTER RUBBER COVERING MAY NOT FIT NON-OE BLADE

Regular **\$15.99**


★★★★★

☐ Compare

View 



### Reflex Hybrid Wiper Blade


 Please select a store for inventory status. (Select Store)

Product Number : 21-1841-2  
 Manufacturer Part Number : CS324  
 Brand : Reflex  
 Comments : BEAM BLADE - SIDE LOCK ARM TYPE - FRONT - MULTI CONNECTOR - CENTER RUBBER COVERING MAY NOT FIT NON-OE BLADE

Regular **\$16.99**

★★★★★

☐ Compare

View 



### Bosch Icon Wiper Blades



Regular **\$24.99**

#### Issue 1: No compare button



-there should be a way to compare products. As you can see here I want to compare the Reflex blade to the Bosch Icon (top of the page, to the one not totally visible on the bottom), but I have to keep scrolling the page up and down to compare them

-high since it had a huge impact on the way I was trying to accomplish my task (compare the wiper blades), it was persistent but the workaround was to just scroll the page up and down and click view product to examine it (ate up a bunch of time, a compare button would have saved so much time, and if the blades were on different pages even more time would be spent on this), and it was frequent across all wiper blades listed

-relates to flexibility and ease of use (an accelerator for this issue would be a compare function, where I can select multiple blades and view the information for them side by side instead of scrolling so much), consistency and standards (most websites have a compare function, and it seems this is a standard nowadays), match between system and real world (the information was not presented in a natural or logical manner, as I was scrolling a lot to read about each one)

	<b>Reflex Ice Wiper Blades</b>	Regular <b>\$24.99</b>
	 Please select a store for inventory status. (Select Store)	<div> ★★★★★ </div> <div>View 0</div>
	Product Number : 21-1018-4 Manufacturer Part Number : RI19 Brand : Reflex Comments : PASSENGER SIDE	

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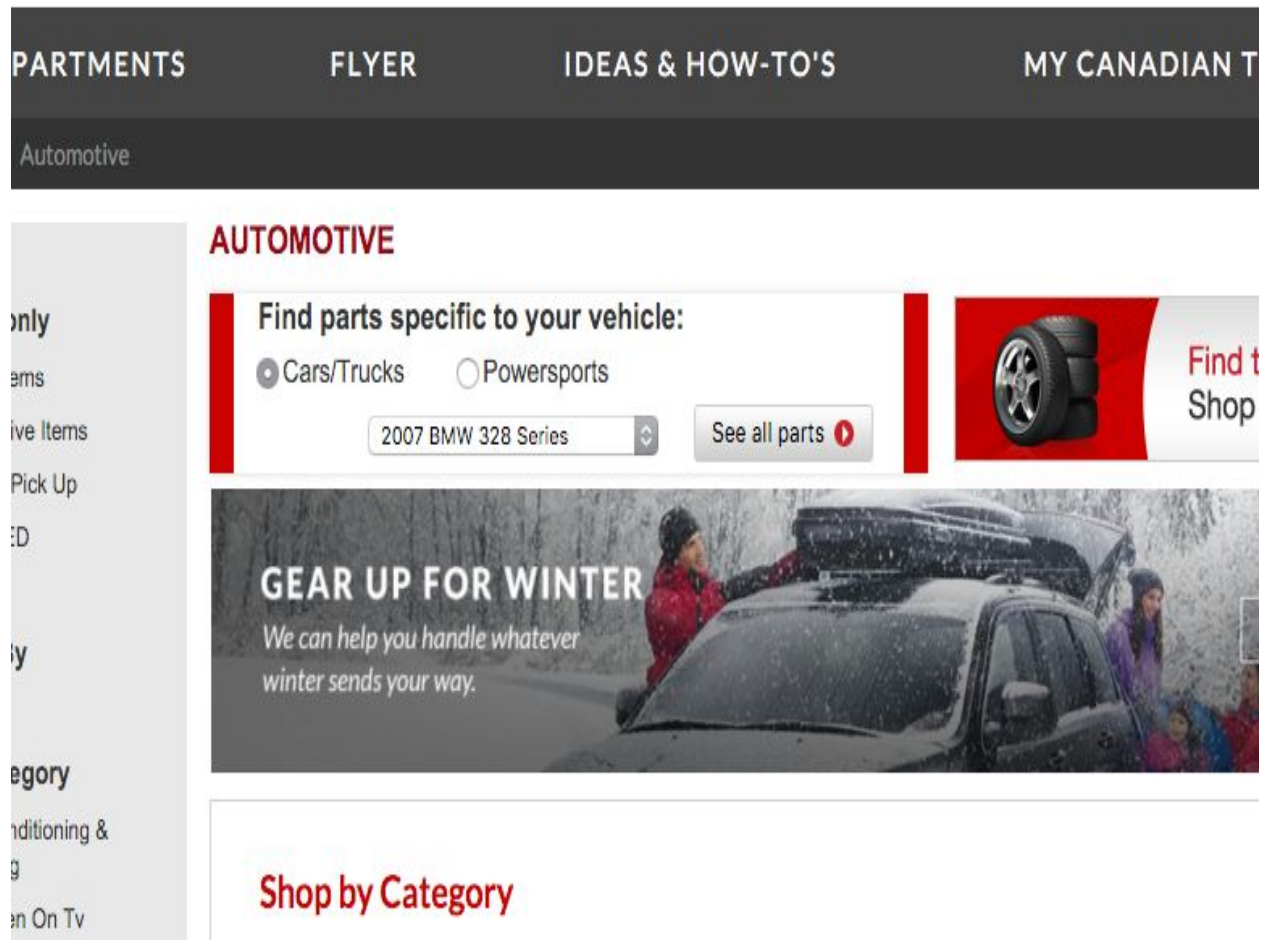
	<b>Reflex Ice Wiper Blades</b>	Regular <b>\$26.99</b>
	 Please select a store for inventory status. (Select Store)	<div> ★★★★★ </div> <div>View 0</div>
	Product Number : 21-1022-2 Manufacturer Part Number : RI24 Brand : Reflex Comments : DRIVER SIDE	

## Issue 2: Confused why same wiper showed up twice

-since I have never bought wipers before, I didn't know that you bought the left and the right separately, and I was confused why the same one was listed twice for different amounts. They should have explicitly showed that in the name they were for the driver side and passenger side (they are also listed as blades, not blade, which lead me to believe there was 2 in the package)

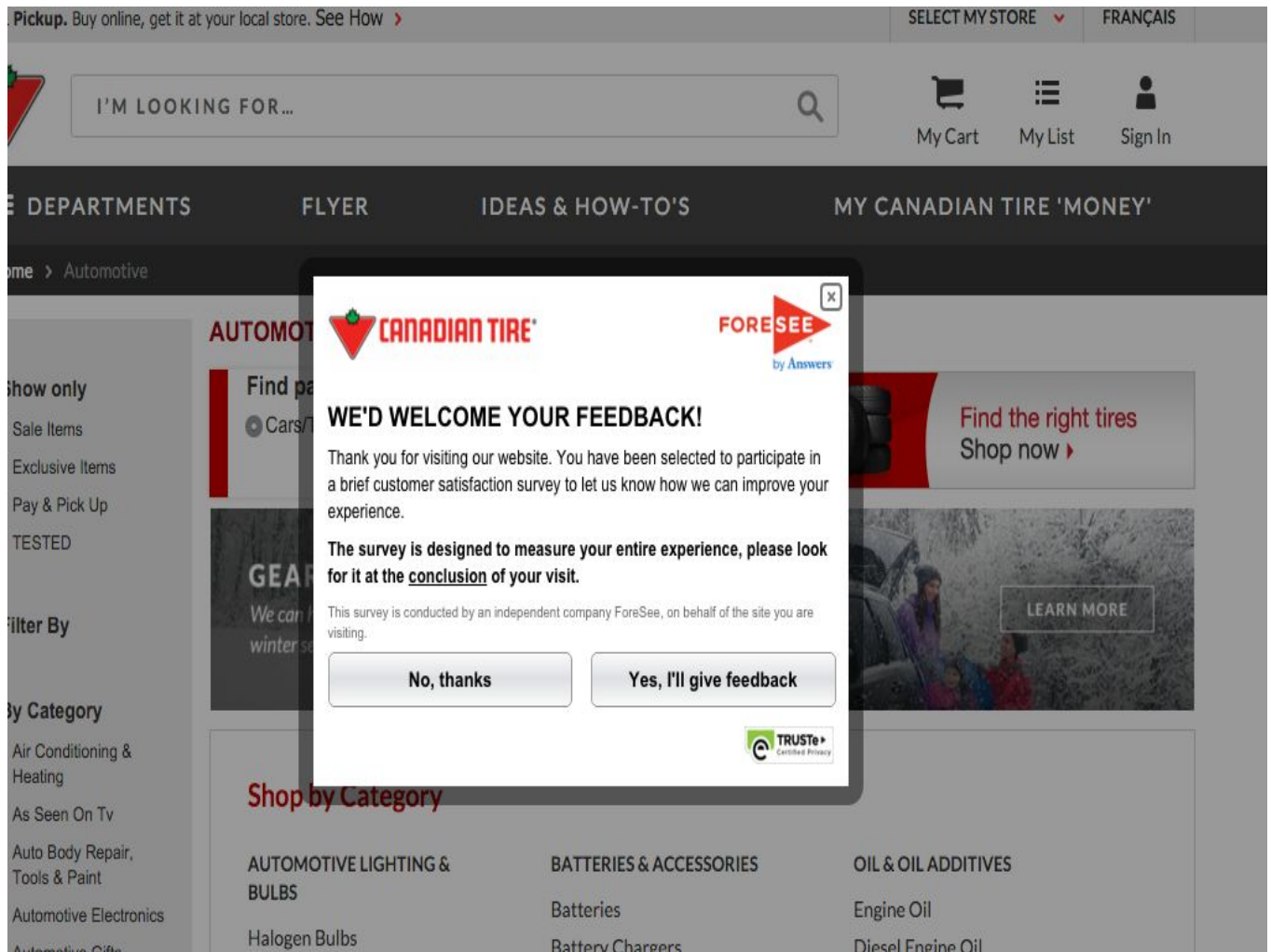
-medium since had minor impact (a minute of confusion and a little more reading/focusing than I wanted to do buying wiper blades), it was persistent to the point that I had to read the comments of each blade to see which side it went on to compare it to another brand (they were not always in the same order), and this issue was only frequent in the wipers section of the website

-relates to match between system and real world (information was not presented to me in a logical and natural way), consistency and standards (the standard here would be to place the passenger side or driver side right in the name so people don't order 2 of the same one thinking it will work), flexibility and efficiency of use (slowed me down since I would have to read the description to see which one is which)



### Issue 3: Site Navigation

- navigating the site is awkward, as they hid the automotive search between two ads, which was hard to notice at first glance
- medium rating since it impacted the way i view the site, instead of it being intuitive and easy to see, they stuck it where I would not look since I saw a big ad and would not expect to see the search bar there (also looked like part of the ad at first). And looking at the other pages, it wasn't a very persistent problem since I could eventually find what I need but they did things like this very frequently, which made it quite annoying to use
- it relates to consistency and standards (since it does not conform to them, don't place important things in between things the user never looks at), recognition rather than recall (I had to remember to look near the ads on every page, instead of just recognizing that this is the search bar), and match between system and real world (it does not follow real world conventions, and information does not appear in natural and logical order)



#### Issue 4: Feedback Message

- without doing anything (just opening the website) I was greeted with an annoying feedback message, which was weird since I don't have any feedback to give yet
- low since it only came up once, little impact since I just pressed no thanks and it was not persistent to the point I needed a workaround (other than hitting no thanks)
- relates to the visibility of system status (you are notified the system is working and already wants your feedback, and it is annoying you already without doing anything), consistency and standards (a lot of websites prompt users for their feedback about their visit to the website and it was easily recognizable)