(Talk about the product discovery issue) (DONE)

* Images of search bar searching “mousepads” vs “mousepad”
* Reference all the different scenario testing and cognitive walkthroughs and what users had to say
* Image of some part of the category section and mention how people who are not familiar with technology will be easily confused

(Second paragraph talk about product identification) (DONE)

* Show images with the lack of pictures and the other issues with the names and stuff
* Reference all the different scenario testing and cognitive walkthroughs and what users had to say

(Conclusion)

* 2 Main issues to focus on
  + Product discovery
    - Search bar
      * Has to be very specifically correct or will find zero results
    - Categories
      * Very confusing for most users
      * Have to have a good technological background to understand terminology and navigate efficiently
  + Product identification
    - While in the browsing area there is a strong lack of pictures
      * The feature is there but it requires clicking on another link and it just pops up the image
    - Cannot easily read what the product is everything is in caps and it is very cluttered
* 1 Other issue to talk about but maybe just put in the appendix
  + Checkout process
    - Redundant things to fill out
    - Some buttons can be confusing
      * Regular checkout
      * Secure checkout
    - Extra pages to go through for no reason

Scenario One

Main Issues: Categories were confusing and depending on the technological knowledge of the user the results may vary on finding something.

Scenario Two

The whole process seemed a bit redundant and longer than it needed to be, had to copy paste a lot of info.

Scenario Three

Based off this scenario, I do not think this section needs much focus.

Scenario Four

When using categories it can be difficult to navigate and find the item. For the people who used the search bar as long as the info was inputted perfectly then it was able to find the item. Otherwise it would lead to no results and be an inconvenience

Scenario Five

Similar to scenario four and many people were unaware that an advanced search option existed. Instead people preferred to just filter out the info themselves for the exact price

Cog Walk 1

Going to the search bar will most likely be the go to method. Ideally they would use the advanced search option but that function itself is not intuitive but if entered correctly everything should work out as intended. Aside from that we have the same issue of the search bar being too specific and if info is not entered 100% correctly then no results will be found

Cog Walk 2

This should be relatively easy to complete and find for most users the only problem would be reading the entire help window. However, this is not a major issue since no matter how well made it is most people would most likely skip or skim it

Cog Walk 3

Finding the item should be relatively easy however there is room for error in the search bar

Matt’s suggestions on focus of pain points

**Feature Optimization**

**Search bar:**

ShopBLT’s search engine is based on a boolean search algorithm and detects common keywords between the query and inventory. Users who do not use specific and proper keywords may be met with a results page that states zero product listings even though the product exists on the website. For example in a usability test done by one of our team members the participant inputted “mousepads” as a query (for usability task number five) and received a results page dictating that zero results were found.

Participant #1: “I’m going to use the search bar, I typed ‘mousepads’ It didn’t even find anything!”

The query “mousepad” works however. This indicates that the system does not properly inform the user whether or not a product exists. Similarly, the system does not provide adequate signaling for proper use, nor does it communicate that the feature differs from that of conventional, more optimized search algorithms. An improper query may cause the system to miscommunicate with the user, steering them in the wrong direction away from successful task completion.

**Categorical Navigation:**

Categorical navigation requires high levels of domain knowledge to use effectively.

Participant #1: “The only thing I found really confusing is the product listing. It’s confusing because I don’t even know how its sorted, it looks kind of random, because you have the product information but it’s the fourth column in the table and there are no pictures.”

**Feature Discovery and Superfluousness:**

Users may want to filter search results, however the tools provided lack more appropriate functionality. For example:

-Advanced search bar

The feature exists but is only accessible after a search query. Furthermore, it is located at the bottom of the page below all product listings and another standard query field. The features of the advanced search contain unorthodox (non-standard) metrics for filters.

For example:

-could use picture

-Equal or less than

-Anything (recall “anything” doesn't do anything and still allows for number to be entered in the adjacent field [pic])

-Equal or more than