

Capstone Project: Applying UI/UX Design in the Real-World

Lab: Prioritization Feedback

Instructions: Fill out each section below based on your research and insights. Replace the guidance in parentheses with your own content.

Step 1: Review summarized feedback

(Briefly summarize your key usability observations from previous tests and documents.)

Your notes:

The usability tests revealed several key issues across the ArtisanCrafts platform. On the home page, users struggled with the overwhelming number of products and the lack of clear category filters, leading to hesitation and confusion. The product detail page had a lengthy description that users often skipped, and the placement of the add to cart button was not immediately obvious. Artisan profiles were engaging, but the videos not autoplaying and a cluttered layout caused frustration. During checkout, users had difficulty finding the promo code field and experienced errors when re-entering shipping information. Overall, these issues highlight the need for improved navigation, clearer information presentation, and enhanced user engagement with artisan stories.

Step 2: Severity rating table

Task ID	Issue or confusion point	Severity (0–4)	Affected screen	Observed behavior	Fix recommendation
T1	Lack of clear category filters	4	Home/Product Grid	Users hesitated and backtracked due to overwhelming options.	Add prominent category filters and a search bar to help users narrow down options.
T2	Lengthy product description and unclear add to cart button	3	Product Detail Page	Users skipped descriptions and hesitated before adding to cart.	Break down the description into key points and make the add to cart button more prominent and accessible.
T3	Videos not autoplaying and cluttered layout	3	Artisan Profile	Users were frustrated and had to manually start videos.	Ensure videos autoplay and streamline the layout to highlight key information and media.
T4	Promo code field placement and shipping information errors	3	Checkout	Users struggled to find the promo code field and had to re-enter shipping information.	Move the promo code field to a more visible location and implement auto-fill for shipping information.

Step 3: Apply severity ratings

(Use the scale from 0 to 4 and note why each issue is rated. Consider task criticality, frequency, and user frustration.)

Your notes:

- **Severity 4 (T1 - Lack of clear category filters):** This issue is rated as the most severe because it directly affects the user's ability to navigate and find products of interest. The lack of filters leads to an overwhelming experience, which can result in users leaving the site without making a purchase. This is a critical user journey issue that needs immediate attention.
- **Severity 3 (T2 - Lengthy product description and unclear add to cart button):** This issue is rated high because it impacts the user's decision-making process and can lead to cart abandonment. Users need clear and concise information to make informed purchasing decisions, and a prominent add to cart button encourages them to proceed with the purchase.
- **Severity 3 (T3 - Videos not autoplaying and cluttered layout):** This issue is rated high because it affects user engagement with the artisan stories, which is a key emotional connector. A cluttered layout and manual video playback can reduce the impact of the artisan's narrative, leading to a less meaningful user experience.
- **Severity 3 (T4 - Promo code field placement and shipping information errors):** This issue is rated high because it can cause frustration and potential cart abandonment during the checkout process. A smooth and secure checkout experience is crucial for user satisfaction and conversion.

Step 4: Write actionable fix recommendations

(Provide clear, specific design recommendations based on observed behaviors. Avoid vague suggestions.)

Your suggestions:

- **Home/Product Grid (T1):** Implement a prominent category filter bar at the top of the page, allowing users to quickly narrow down their options. Add a search bar with autocomplete suggestions to help users find specific products. Ensure that product thumbnails are high-quality and include brief, compelling descriptions to encourage clicks.
- **Product Detail Page (T2):** Reformat the product description to highlight key features and benefits in a bullet-point list, making it easier for users to scan and understand. Place the add to cart button above the fold and ensure it is visually distinct and easily accessible. Consider adding a "Quick View" option to allow users to preview products without leaving the grid view.
- **Artisan Profile (T3):** Ensure that videos autoplay to capture user attention immediately. Streamline the layout to focus on key information, such as the artisan's bio and process description, and make sure media content is easily accessible and prominently displayed. Consider adding a "Meet the Artisan" section to personalize the experience.

- **Checkout (T4):** Move the promo code field to a more visible location, such as near the order summary, and ensure it is clearly labeled. Implement auto-fill for shipping information to reduce errors and frustration. Add clear error messages and suggestions for correcting any input mistakes to guide users through the process smoothly.

Step 5: Validate prioritization

(Confirm that your prioritization aligns with user needs and business goals. Address critical user journeys first.)

Your validation notes:

The prioritization aligns with both user needs and business goals. Addressing the lack of clear category filters on the home page is critical because it directly impacts the user's ability to find and explore products, which is essential for driving sales and engagement. Improving the product detail page ensures that users have the information they need to make purchasing decisions, which enhances trust and satisfaction. Streamlining the artisan profile and enhancing the checkout process further supports the platform's focus on storytelling and user trust, which are key to building a loyal customer base and differentiating ArtisanCrafts in the market. By focusing on these critical user journeys, the platform can provide a more intuitive and engaging experience, leading to increased user satisfaction and business success.