**001\_PORT: Individual UI/UX Portfolio**

Oliver Johnson

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# Part 1 – Cognitive Walkthrough of existing UI/UX case studies

## Statement of user goals and case studies

Personally, I believe that throughout the user interface design process, emphasis on establishing a clear and concise design is essential to grow the usage of the site as well as benefit the user experience. This part of the report will first detail two case studies and two separate use cases for each of them; this will be done in the form of cognitive walkthroughs. All demonstrations and images throughout the cognitive walkthroughs will done within an incognito tab to simulate the average user experience.

## Case Study 1 – amazon.com

### Goal identification

The end user goal is to order a specific product from Amazon

### Accessing the homepage

The user will first begin by opening their web browser and types in the domain name “amazon.com” or clicks on a previously established bookmark. The website should load and will present the homepage.

A screenshot of a computer

Description automatically generated

Figure 1 - The loaded amazon homepage

### Locating the desired product

The user would then utilise the search bar at the top of the page to type in the name or description of the product they want to order; if the product isn’t already present on the homepage

A screenshot of a computer

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Figure 2 - Using the searchbar to locate product

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