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

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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 be done within an incognito tab to simulate the average user experience.

## Case Study 1 – amazon.com

### Goal identification

The end user goal is to add a specific product to the cart on 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

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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

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Figure 2 - Using the search bar to locate a product.

From this point the user is displayed with options relevant to their search in which the user can select a product corresponding to their requirements. Up to this point I personally believe that overall, the user experience has been very streamlined and efficient. It easily allows the average user and those who don’t typically use technology to easily get in and browse for specific items.

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Figure 3 - View of the relevant searched term.

The user is then directed to a page displaying relevant search term items. I personally believe with this page that it could be simplified as for someone who doesn’t particularly use technology that often, this may be extremely overwhelming.

When the user has successfully decided on one of the searched for items, they can head into the product information page.

A screenshot of a computer

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Figure 4 - Product information page.