

# CS449-HW3

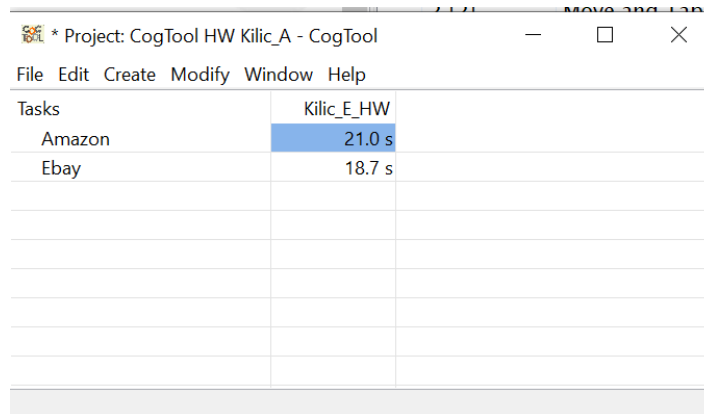
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## 1. Which shopping procedure is faster, Amazon or Ebay?

According to the calculations made with CogTool, shopping with Ebay is found to have a faster shopping procedure. The typing requirements to find a product is found to be the same for both Amazon and Ebay. Both sites required a scroll gesture to move vertically in the product page, and had a contextual menu. While setting think times, the time required to find a small component is considered for Amazon's icon clicking. Both applications had the same amount of screens.



The screenshot shows a window titled "Project: CogTool HW Kilic\_A - CogTool". Inside, there is a table with two columns: "Tasks" and "Kilic\_E\_HW". The table contains two rows of data: Amazon with a time of 21.0 s, and Ebay with a time of 18.7 s. The "Kilic\_E\_HW" column header and the Amazon row are highlighted in blue.

Tasks	Kilic_E_HW
Amazon	21.0 s
Ebay	18.7 s

Figure 1: Time required to complete a purchase

## 2. Why is the faster procedure faster?

The main difference between applications is the way of displaying product size and product recommendation during search time. A time loss occurred while shopping with Amazon because the user had to select the product color. Ebay recommended the product with white color, hence reducing the procedure interval. Product recommendation algorithm between platforms here has a role in order to promote the product with the high/best selling qualities. Another feature decision of Ebay that made shopping faster is the size display selection. Amazon chose a horizontal scroll option to allow users to select a product size while Ebay chose to work with a vertical-list structure. In our reading from week 6, it's said that visual attention can be drawn into a feature by making the feature large, bright and changing. It's quite noticeable that Ebay has a brighter interface than Amazon hence, Ebay could possibly perform better than Amazon due to bright large interface design, Amazon had a light blue interface design and Ebay had a white interface. It should be also noted that button color selection of Ebay focused on directly selling the product while Amazon colored the 'Add To Cart' button as well. Visually, it is more likely for Ebay to perform better in terms of selling the product.

### **3. How can you make the slower procedure faster? How much time can a user save with this change?**

The time difference between procedures is found to be 2.3 seconds, where shopping with Ebay is found to be faster than Amazon. Amazon could recolor its interface in order to draw more visual attention to the product, and choose to display their product size with a vertical slider instead of a horizontal slider. Additionally, they could decide to change their product recommendation algorithm to promote the best-selling quality of a product. Moreover, it is easier to click on size selection options of Ebay due to increased button size. Hence, Amazon could provide a better user experience by increasing their size selection button size. If those changes are made, a user can save at most 2.3 seconds.

### **4. References**

- Benyon, D. (2019). *Designing User Experience*,  
Visual Interface Design and Psychology Ch12