

INTRODUCTION OF THE SYSTEM

- **Selected System:** Casper Online Store
- **Web Address:** <https://www.casperstore.net/>
- **Functions/Tasks:**
 - Allows users to shop online from Casper Store, contains product descriptions and pictures.
 - Users may look for specific items using the search bar or browse the shop using the filters.
 - In order to make a purchase, users must create an account and log in.
 - Users may track the state of their purchase orders (e.g. awaiting payment, being prepared, in delivery).
- **User Groups:**
 - Users must be legally allowed to shop online.
 - Advanced digital literacy is not required.
- **Interaction Types:** Instructing

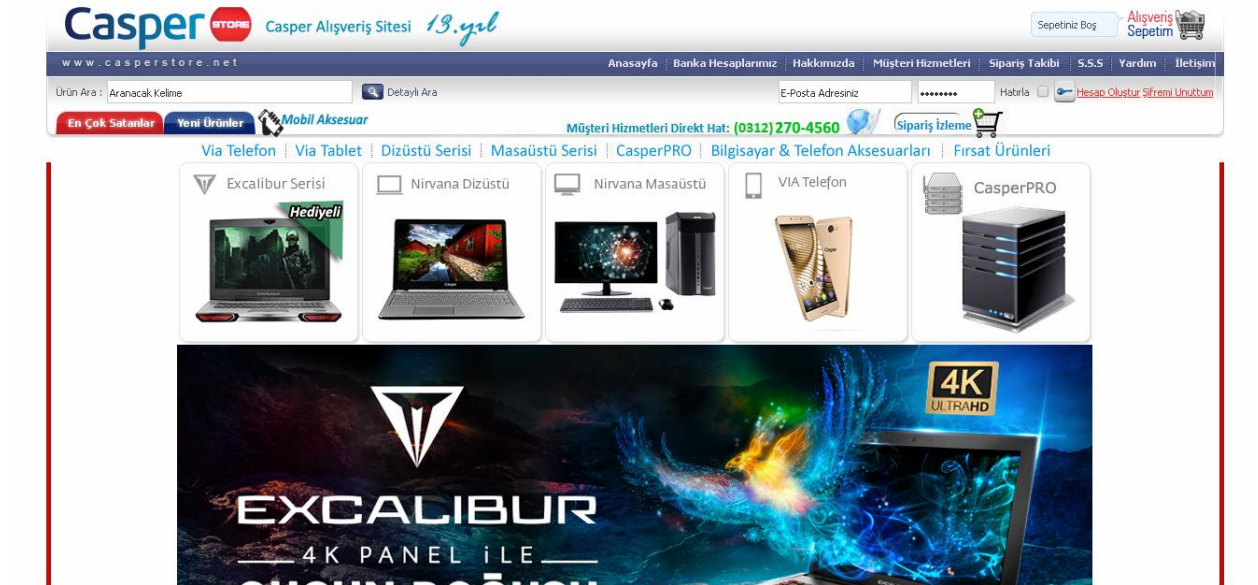


Figure 1: Home page #1



Figure 2: Home page #2

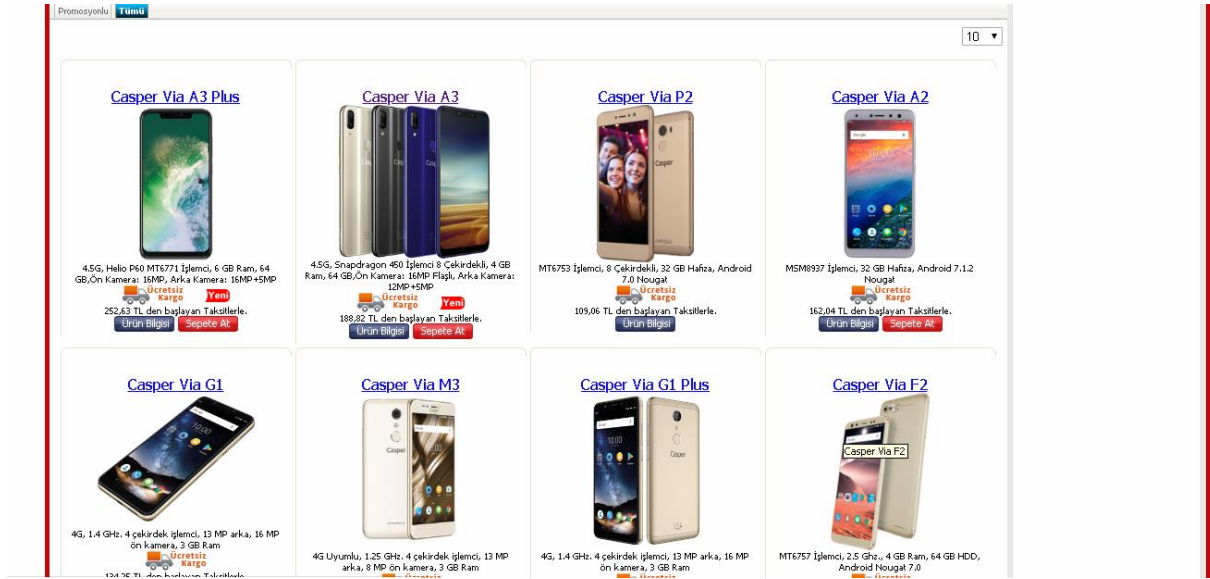


Figure 3: Browsing View



Figure 4: Quick menu

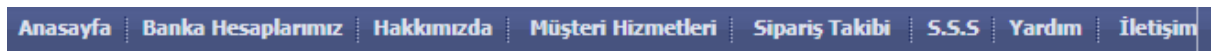


Figure 5: Navigation bar

A search bar with a light blue header. On the left, it says 'Ürün Ara :'. In the center is a text input field containing 'Aranacak Kelime'. On the right is a blue button with a magnifying glass icon and the text 'Detaylı Ara'.

Figure 6: Search bar

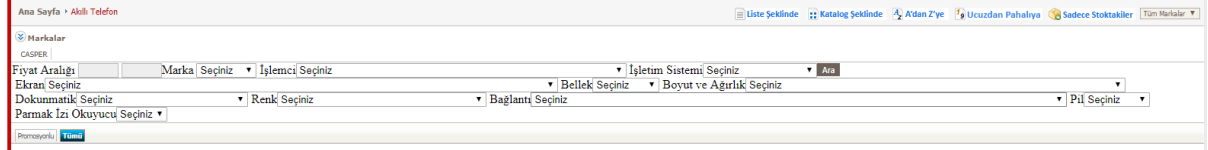
A complex filtering system interface. At the top, there's a navigation bar with links like 'Ana Sayfa', 'Akıllı Telefon', 'Liste Şeklinde', 'Katalog Şeklinde', 'A'dan Z'ye', 'Ucuzdan Pahalıya', 'Sadece Stoktakiler', and 'Tüm Markalar'. Below this, there's a section for 'Markalar' with a dropdown menu showing 'CASPER'. The main area contains several rows of filters: 'Fiyat Aralığı' (Price Range), 'Marka Seçiniz' (Select Brand), 'İşlemci Seçiniz' (Select Processor), 'İşletim Sistemi Seçiniz' (Select OS), 'Ekran Seçiniz' (Select Screen), 'Bellek Seçiniz' (Select Memory), 'Boyut ve Ağırlık Seçiniz' (Select Size and Weight), 'Dokunmatik Seçiniz' (Select Touchscreen), 'Renk Seçiniz' (Select Color), 'Bağlantı Seçiniz' (Select Connectivity), 'Pili Seçiniz' (Select Battery), and 'Parmak İzi Okuyucu Seçiniz' (Select Fingerprint Reader). Each filter has a dropdown arrow. At the bottom left, there's a 'Promosyonlar' (Promotions) button.

Figure 7: Filtering system

- **Device/Platform:** Desktop System
- **Context of Use:**
 - Any physical environment suitable for computer use (e.g. study, office, classroom)
 - Connection to other systems: The login and shopping systems connect to user's e-mail.

USER TESTS

UX Metrics:

- Effectiveness: Task completion rate
- Efficiency: Number of clicks

Scenarios:

1. Without using the search bar, find a processor running between 1.2 to 1.5 GHz clock frequency and add it to the shopping cart. Continue shopping.
2. Use the search bar to find a smartphone case (e.g. Via GN-F2 Case) and add it to cart. Finally, view your shopping cart and attempt to buy the items you've added.

	Metric-1: Effectiveness (Completion)	Metric-2: Efficiency (Number of Clicks)
Scenario-1		
Male, Comp. Eng. Student	Completed	5
Female, Comp. Eng. Student	Completed	7
Male, Comp. Eng. Student	Completed	8
Female, Retired Business Administrator	Completed	6
Scenario-2		
Male, Comp. Eng. Student	Completed	5
Female, Comp. Eng. Student	Completed	6
Male, Comp. Eng. Student	Completed	6
Female, Retired Business Administrator	Completed	6

IDENTIFIED UX PROBLEMS AND PROPOSED SOLUTIONS

(Listed with respect to Nielsen Heuristics.)

1. Visibility of system status:

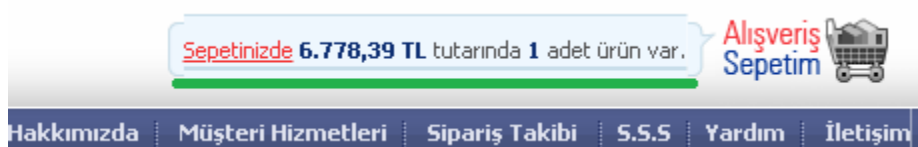
- **Good feature #1:**

Definition: Breadcrumbs are clear, thorough, and extend properly.



- **Good feature #2:**

Definition: The user is given appropriate feedback.

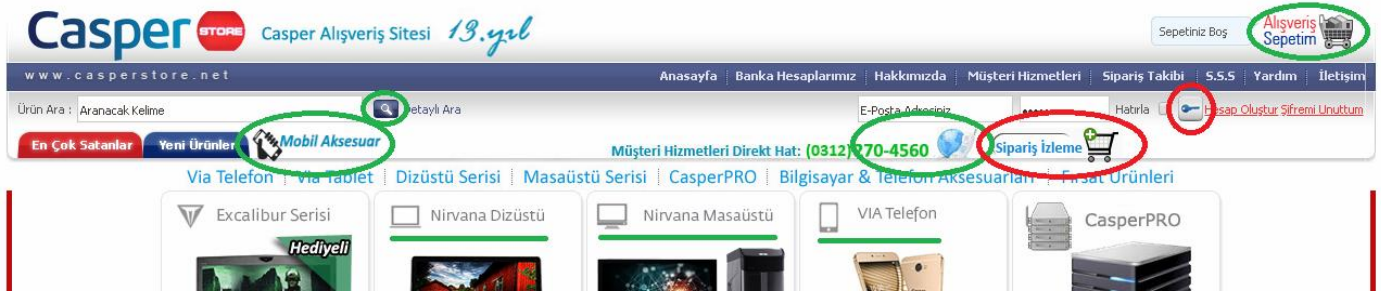


2. Match between the system and the real world:

- **Good feature/problem #1:**

Definition: Even though some of the icons are related to their counterparts in the real world (marked with green), some may be confusing to the user (marked with red).

The “key” button is used for logging in, which is not entirely clear since it is generally not the norm for login buttons. Also, its proximity to the “create account” link poses danger of confusion and mis-clicking. The “shopping cart with a plus” button is used for tracking orders, and the icon has no relevance to its function. Without the label, it would look like a button used for adding items to the cart.



Possible improvements: Use a better icon for the login button, or simply write “Login”. Use a relevant icon for the button to track orders. Possible choices:

Login:



Login

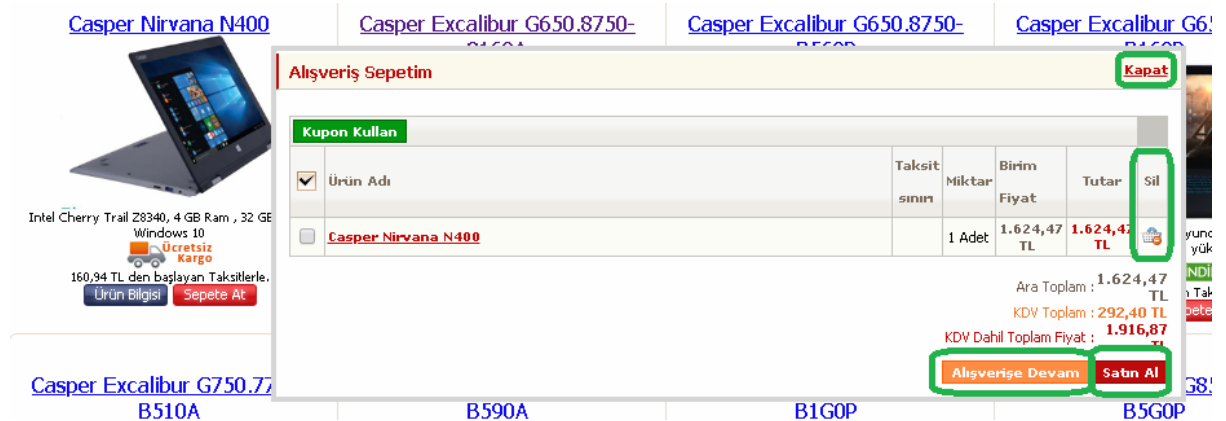
Tracking:



3. User control and freedom:

- **Good feature #1:**

Definition: When the “add to cart” button is clicked, the user is given several options in a pop-up window, allowing them to keep shopping, delete items from the cart, or go to the purchasing page.



- **Problem #1:**

Definition: When one of the “remove” buttons is clicked in the shopping cart, the chosen items are immediately removed. This may cause anxiety to the user in case they click them by accident and then have to find and add the items to the cart all over again.

Alışveriş Sepetim						
Seçtiklerimi		Satın Al	Alışveriş Listeme Ekle	Sil	Güncelle	Sepeti Boşalt
<input checked="" type="checkbox"/>	Ürün Adı	Taksit sınırı	Miktar	Birim Fiyat	Tutar	Sil
<input checked="" type="checkbox"/>	 Casper Excalibur G650.8750-B560P		1 Adet	6.263,34 TL	6.263,34 TL	
<input checked="" type="checkbox"/>	 Casper Excalibur G650.8750-8160A		1 Adet	5.744,40 TL	5.744,40 TL	
<input checked="" type="checkbox"/>	 Casper Nirvana N400		1 Adet	1.624,47 TL	1.624,47 TL	
KDV'li Genel Toplam :					16.086,01 TL	
Alışverişe Devam					Satın Al	

Possible improvements: Provide a pop-up that asks the user if they are certain they want to remove the items, or implement an “undo” button to add the removed items back to the cart in case the user makes a mistake.

Please confirm:

Are you certain you want to remove "Casper Nirvana N400" from your shopping cart?

No

Yes



5. Error prevention:

- Good feature #1:

Definition: Examples and structural guidelines are provided to help the user avoid mistakes.

Üyelik Bilgilerim

" * " işaretli alanların doldurulması zorunludur!

E-Posta

:

erduran.ferhat@gmail.com

Ad Soyad

:

Ferhat Erduran

*

Cinsiyetiniz

:

Erkek

*

T.C.Kimlik No

:

Doğum Tarihi

:

26.11.2018 19:46:04

(Örn:01.01.1980)

Telefon 1

:

Numaranızı Başına 0 Girmeden (216) 4443322 Şeklinde Giriniz

Telefon 2

:

Numaranızı Başına 0 Girmeden (216) 4443322 Şeklinde Giriniz

Cep telefonu

:

* Numaranızı Başına 0 Girmeden (216) 4443322 Şeklinde Giriniz

Faks

:

Numaranızı Başına 0 Girmeden (216) 4443322 Şeklinde Giriniz

Teslimat Adresi

:

*

Ülke

:

Türkiye

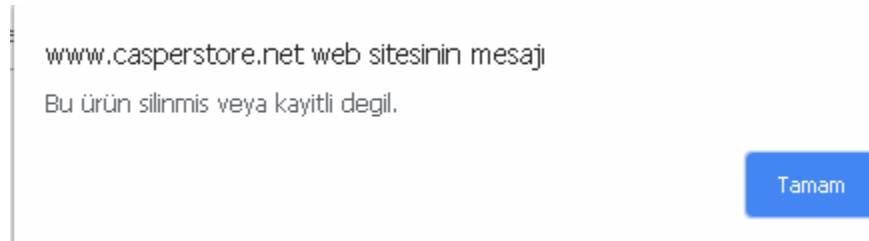
İl

:

*

- **Problem #1:**

Definition: Some items in the “bestsellers” page (which is, per its name, much frequented) lead to a blank page with an error message.



Necessary improvement: Remove such items from the page.

6. Recognition rather than recall:

- **Problem #1:**

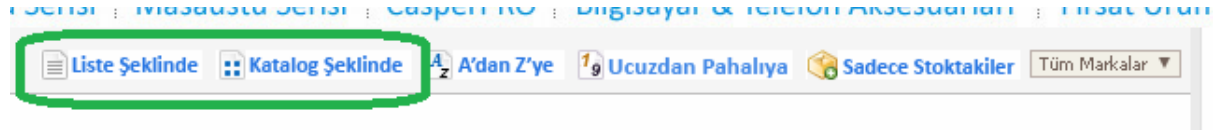
Definition: When the user logs out and back in, their shopping cart is emptied even if it contained some items before. This forces the user to waste time looking for the items and adding them to cart once again.

Possible improvement: The shopping cart data can be kept in a database until the user manually removes or buys the stored items. For storage space concerns, a time limit can be enforced on each item (e.g. “items will be kept for ten days at most”).

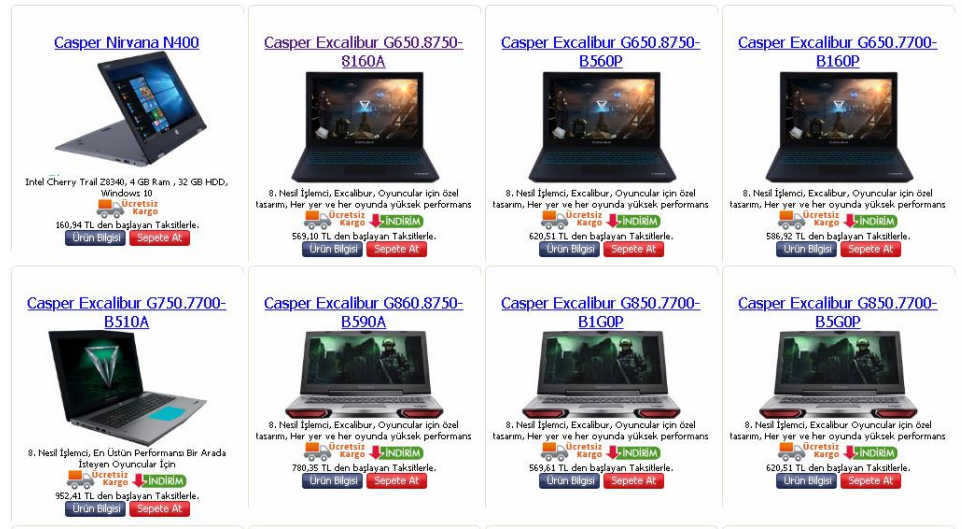
7. Flexibility and efficiency of use:

- Good feature #1:









Definition: The user is given two different options while browsing products: catalogued or listed view.



- Catalogued:



- Listed:

		Seçili Ürünleri KARŞILAŞTIR		Seçili Ürünleri SEPETE AT		
<input checked="" type="checkbox"/>	Kategori	Marka [a-z]	Ürün Adı [a-z]	Fiyat [1-9]	Sepet	Stok
<input type="checkbox"/>	Nirvana N400	CASPER	 Casper Nirvana N400	1.916,87 TL	 Sepete At	Stoklarımızda.
<input type="checkbox"/>	Excalibur G600	CASPER	 Casper Excalibur G650.8750-8160A	6.778,39 TL	 Sepete At	1-2 Gün İçinde Kargoya Verilir.
<input type="checkbox"/>	Excalibur G600	CASPER	 Casper Excalibur G650.8750-8560P	7.390,75 TL	 Sepete At	1-2 Gün İçinde Kargoya Verilir.
<input type="checkbox"/>	Excalibur G600	CASPER	 Casper Excalibur G850.7700-85G0P	6.990,59 TL	 Sepete At	1-2 Gün İçinde Kargoya Verilir.

8. Aesthetic and minimalist design:

- **Problem #1:**

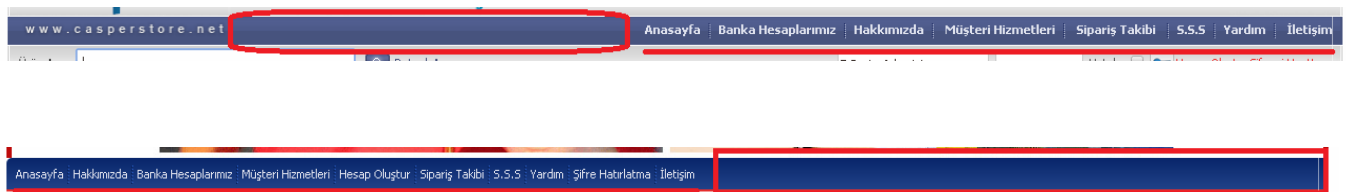
Definition: The “create account” and “forgot password” tabs are placed arbitrarily and have no relevance in the footer bar.



Possible improvement: They should be removed from the footer as they are already present at the top of the page beside the login textboxes.

- **Problem #2:**

Definition: The header bar is right-, the footer bar is left-aligned, whereas they should be reversed due to the natural reading order (from top-left to bottom-right). Furthermore, there is too much blank space in the bars, causing the letters to be far too small and hard to read.



Possible improvements: Reverse the alignments of the bars and increase the font-size of the tabs.

- **Problem #3:**

Definition: This top area is considerably disorganized and aesthetically displeasing.

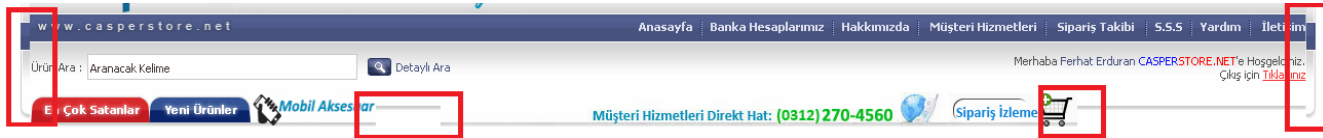


Possible improvement: Redesign it completely, taking into consideration the Gestalt principles of similarity, proximity, and common region.



- **Problem #4:**

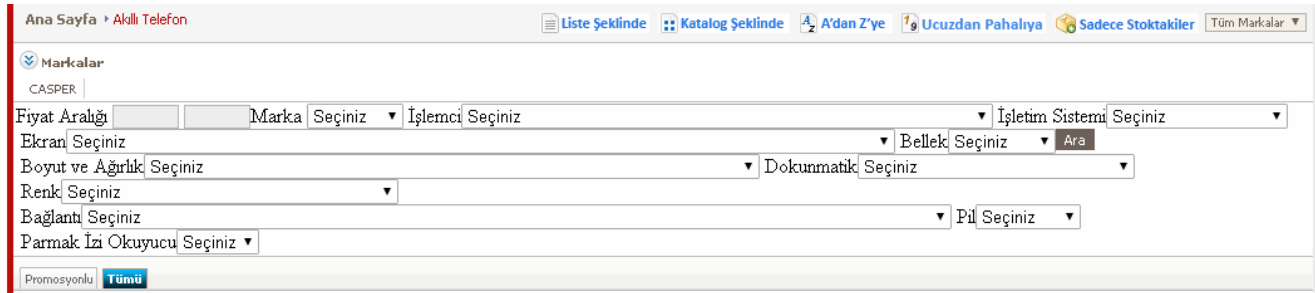
Definition: When the user is logged in, the borders of the top area become displaced.



Necessary improvement: Scan the code, identify the problem that is causing the issue and fix it.

- **Problem #5:**

Definition: The filtering system is much too crowded and in logical disarray.

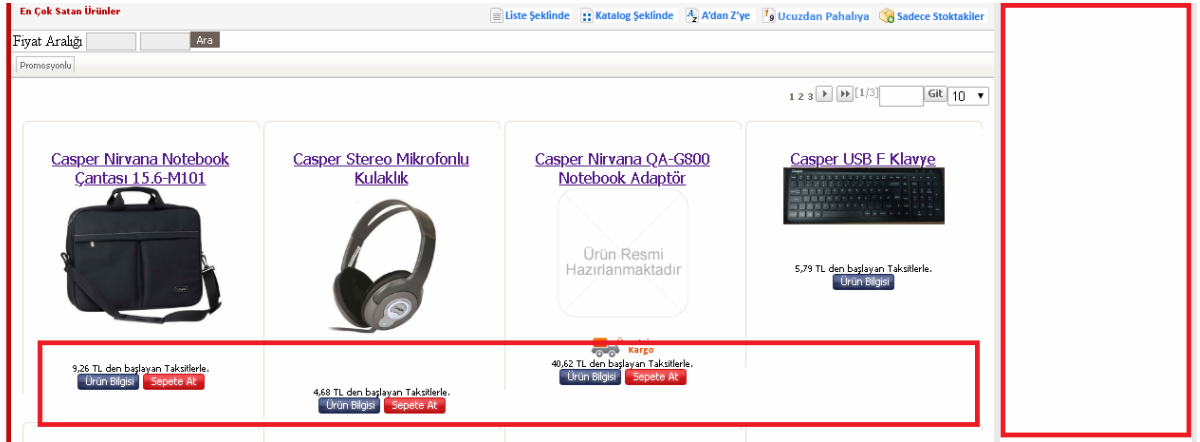


Necessary improvements: Redesign this area with regards to the Gestalt principles of similarity and symmetry. Leave enough space in between the fields to prevent mis-clicks.

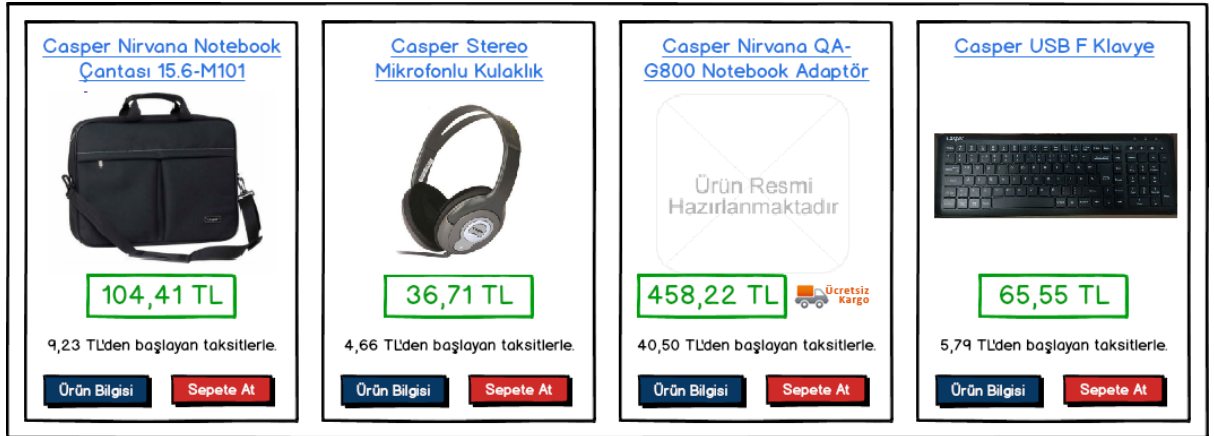
Fiyat aralığı	<input type="text"/> - <input type="text"/>	Boyut ve ağırlık	<input type="text" value="Seçiniz"/>
Marka	<input type="text" value="Seçiniz"/>	Dokunmatik	<input type="text" value="Seçiniz"/>
İşlemci	<input type="text" value="Seçiniz"/>	Renk	<input type="text" value="Seçiniz"/>
İşletim sistemi	<input type="text" value="Seçiniz"/>	Bağlantı	<input type="text" value="Seçiniz"/>
Ekran	<input type="text" value="Seçiniz"/>	Pil	<input type="text" value="Seçiniz"/>
Bellek	<input type="text" value="Seçiniz"/>	Parmak izi okuyucu	<input type="text" value="Seçiniz"/>
<input type="button" value="Ara"/>			

- **Problem #6:**

Definition: The pages containing some of the products are dissymmetrical. There is a huge blank space on the right side of the page and the specific tabs belonging to the items (“product info”, “add to cart”) do not line up. Also, while monthly payment rates are displayed, full prices are not, which is almost unheard of in an e-commerce website.








Necessary improvement: Redesign the page with good symmetry and borders. Show the total price of each item.



- **Problem #7:**

Definition: Both the “buy” and “quick buy” buttons lead to the same page.

Alışveriş Sepetimi						
Seçtiklerimi		Satın Al	Alışveriş Listeme Ekle	Sil	Güncelle	Sepeti Boşalt
<input checked="" type="checkbox"/>	Ürün Adı	Taksit sınırı	Miktar	Birim Fiyat	Tutar	Sil
<input checked="" type="checkbox"/>	 Casper Excalibur G650.8750-B560P		1 Adet	6.345,41 TL	6.345,41 TL	
<input checked="" type="checkbox"/>	 Casper Excalibur G650.8750-8160A		1 Adet	5.819,66 TL	5.819,66 TL	
<input checked="" type="checkbox"/>	 Casper Nirvana N400		1 Adet	1.645,75 TL	1.645,75 TL	
KDV'li Genel Toplam :					16.296,77 TL	
Alışverişe Devam					Hızlı Satın Al	

Possible improvements: Give the “quick buy” button a different function, or simply remove it from the page. Also, with regards to the natural reading order (top-left to bottom-right), the “buy”, “continue shopping”, and “remove” buttons would be better placed on the bottom-right corner.

- **Problem #8:**

Definition: The search button works, but the “detailed search” link doesn’t.

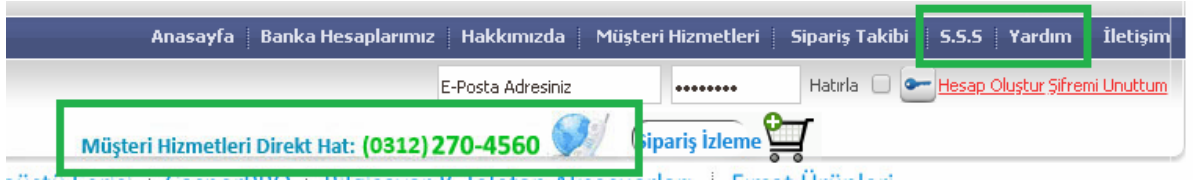
Ürün Ara :

Necessary improvement: Connect the link to a detailed search function, or simply remove it.

10.Help and documentation:

- **Good feature #1:**

Definition: Several help options are provided, such as “FAQ” and “Help” tabs, customer service phone line, and some situation specific messages.



? Sepet Yardım

- Ürün Adetini değiştirmek için adet girin ve **"Güncelle"** butonuna tıklayınız.
- Sepetinizdeki tüm ürünleri silmek için **"Sepeti Boşalt"** butonuna basınız.
- Seçtiğiniz ürünleri satın almak için **"Seçtiklerimi Satın Al"** a tıklayınız.
- Daha sonra satın alacağınız ürünleri **"Alışveriş Listeme Ekle"** diyerek alışverişe devam edebilirsiniz.

Possible improvements: As some customers may experience social anxiety or may not own a phone, it could be helpful to also provide a live customer service chat system on the website itself.