

Cognitive Walkthrough for E-Commerce Groceries Website :

1. For Browsing Products:

Homepage:

Task: Open the app/website and land on the homepage.

Thoughts: Look for the "Product Categories" section to start browsing.

Discussion:

Is the "Product Categories" section easy to find?

Is the homepage visually appealing and user-friendly?

Product Categories:

Task: Click on the "Product Categories" link.

Thoughts: Want to see a list of product categories.

Discussion:

Is the "Product Categories" link easy to find and click?

Are the categories well-organized and labeled?

Groceries Category:

Task: Select the "Groceries" category.

Thoughts: Looking for "Breakfast Specials" subcategory within Groceries.

Discussion:

Is it clear that "Groceries" is a category to explore?

Are subcategories presented clearly?

Breakfast Specials Subcategory:

Task: Click on "Breakfast Specials" subcategory.

Thoughts: Interested in breakfast specials.

Discussion:

Is it easy to navigate to subcategories?

Is there a clear indicator for being in "Breakfast Specials"?

List of Breakfast Items:

Task: Observe the list of breakfast items.

Thoughts: Want to find my favorite cereal.

Discussion:

Is the list visually appealing and easy to scan?

Are product categories logically organized?

Selecting a Cereal:

Task: Click on a box of favorite cereal.

Thoughts: Want to learn more about this product.

Discussion:

Is it clear that clicking on a product reveals more details?

Is the transition to the detailed product page smooth?

Product Details Page:

Task: Land on the detailed product page.

Thoughts: Want to know more about the cereal's features and user reviews.

Discussion:

Are the product details well-presented and informative?

Is the layout user-friendly and easy to navigate?

Adding to Cart:

Task: Decide to add cereal to the cart.

Thoughts: Ready to proceed with the purchase.

Discussion:

Is it clear how to add the product to the cart?

Are there clear options for continuing the shopping process or checking out?

2. Checkout and Payment Process :

Begin Checkout:

Task: User clicks on "Begin Checkout" or "Proceed to Checkout" in the shopping cart.

Thoughts: Ready to finalize the purchase.

Discussion:

Is the checkout button clearly visible and labeled appropriately?

Is the transition to the checkout page smooth?

Shipping Information:

Task: User enters shipping details.

Thoughts: Providing necessary information for delivery.

Discussion:

Are the form fields well-labeled and easy to understand?

Is there clear guidance on what information is required?

Billing Information:

Task: User enters billing details, including payment card information.

Thoughts: Entering payment information for the purchase.

Discussion:

Is the billing form secure and trustworthy?

Are error messages displayed clearly if information is entered incorrectly?

Order Summary Review:

Task: User reviews the order summary.

Thoughts: Confirming items, quantities, and prices.

Discussion:

Is the order summary clear and well-organized?

Are there options to edit the cart or go back if needed?

Select Payment Method:

Task: User selects a payment method (e.g., credit/debit card, PayPal).

Thoughts: Choosing a preferred payment method.

Discussion:

Are payment method options presented clearly?

Is there any information about any additional fees or discounts?

Credit Card Details:

Task: User chooses to pay with a credit card and enters card details.

Thoughts: Entering necessary card information for payment.

Discussion:

Is the payment form secure and user-friendly?

Are there tooltips or guidance on where to find the required information?

Verify Payment Information:

Task: User reviews the entered payment information.

Thoughts: Confirming accuracy before finalizing the transaction.

Discussion:

Is there a summary of the payment details for review?

Are there clear calls to action for editing or confirming the payment?

Place Order:

Task: User clicks on "Pay" or "Place Order."

Thoughts: Ready to complete the transaction.

Discussion:

Is the "Place Order" button prominently displayed?

Is there a final confirmation prompt or summary?

Payment Confirmation:

Task: The system processes the payment, and the user receives a payment confirmation on the screen.

Thoughts: Transaction completed successfully.

Discussion:

Is the confirmation message clear and reassuring?

Are there any next steps or actions suggested to the user?

Email Confirmation:

Task: Simultaneously, the user receives an email confirmation of their order.

Thoughts: Verifying the transaction details in the confirmation email.

Discussion:

Does the confirmation email contain all necessary order details?

Is there information on how to contact support if needed?

Delivery Information:

Task: The confirmation email provides an estimated delivery date and a link to track the order's status.

Thoughts: Preparing for the order's arrival.

Discussion:

Is the estimated delivery date clear and accurate?

Is the tracking link easy to find and use?

3. Product Viewing and Management:**Homepage:**

Task: User opens the online grocery store app/website and lands on the homepage.

Thoughts: Exploring available product categories.

Discussion:

Is the homepage visually appealing and user-friendly?

Are product categories prominently displayed and easy to identify?

Explore Product Categories:

Task: User explores product categories on the homepage.

Thoughts: Interested in "Breakfast Specials," "Dairy Products," and "Fruits."

Discussion:

Are product categories clear and inviting?

Is there an indication that more categories are available to explore?

View "Breakfast Specials" Category:

Task: User clicks on "Breakfast Specials" to view products.

Thoughts: Exploring breakfast items.

Discussion:

Is it clear that "Breakfast Specials" is a clickable category?

Is the transition to the category page smooth?

Explore "Breakfast Specials" Category:

Task: Inside the category, user finds cereals, bread, and jams.

Thoughts: Selects a box of preferred cereal.

Discussion:

Are product listings within the category visually appealing and well-organized?

Is it clear how to view details of a specific product?

View Detailed Product Page:

Task: User views details of the selected cereal.

Thoughts: Examining product name, description, price, etc.

Discussion:

Is the detailed product page layout clear and user-friendly?

Is it easy to find relevant information about the product?

Add Cereal to Cart:

Task: User clicks "Add to Cart" for the cereal.

Thoughts: Decides to purchase the cereal.

Discussion:

Is it clear how to add a product to the cart?

Is there feedback confirming the addition to the cart?

Continue Shopping in "Breakfast Specials":

Task: User returns to "Breakfast Specials," adds items like bread and jams to the cart.

Thoughts: Exploring and adding more items.

Discussion:

Is it easy to navigate back to the category and add more items?

Are items added to the cart seamlessly?

Explore "Dairy Products" Category:

Task: User explores the "Dairy Products" category.

Thoughts: Interested in items like milk, cheese, and yogurt.

Discussion:

Is it clear how to switch between categories?

Are subcategories within "Dairy Products" clear?

View Milk Details and Add to Cart:

Task: User selects a gallon of milk, views details, and adds it to the cart.

Thoughts: Decides to purchase milk.

Discussion:

Is the process of selecting and adding a product similar to the previous category?

Is there consistency in the user flow?

Continue Shopping in "Dairy Products":

Task: User adds cheese and yogurt to the cart.

Thoughts: Continues shopping within the "Dairy Products" category.

Discussion:

Is the experience of adding multiple items smooth and intuitive?

Is it clear how to review the cart at any point?

Review Cart:

Task: User reviews the contents of the cart.

Thoughts: Confirms selected items, quantities, and total cost.

Discussion:

Is the cart summary well-presented and easy to understand?

Are options to remove items clear?

Proceed to Checkout:

Task: User chooses to proceed to checkout.

Thoughts: Ready to complete the purchase.

Discussion:

Is the "Proceed to Checkout" option clearly visible and accessible?

Is there a smooth transition to the checkout process?

Checkout Process:

Task: User is guided through entering shipping and billing info, selecting a payment method, and confirming the order.

Thoughts: Completing the checkout steps.

Discussion:

Are the steps in the checkout process well-explained?

Is there clarity on how to navigate back or make changes?

Continue Shopping Option:

Task: User can choose to continue shopping.

Thoughts: May want to add more items before finalizing the order.

Discussion:

Is the option to continue shopping presented clearly?

Is it easy to go back to browsing products?

4. Search and Filter Functionality :

Homepage:

Task: User opens the online grocery store app/website and arrives on the homepage.

Thoughts: Looking for a specific product.

Discussion:

Is the homepage visually appealing and user-friendly?

Is the search bar prominently displayed and easy to find?

Search for "Cereal":

Task: User enters "cereal" in the search bar and initiates the search.

Thoughts: Aiming to find cereals.

Discussion:

Is the search functionality intuitive?

Is there feedback indicating that the search is in progress?

Filter by Brand and Price Range:

Task: User refines the search using filters - "Brand: ABC Cereals" and "Price Range: \$3 - \$5."

Thoughts: Narrowing down options.

Discussion:

Are filter options clear and easy to use?

Is there visual feedback on applied filters?

Browse Filtered Results:

Task: User explores cereals from "ABC Cereals" within the specified price range.

Thoughts: Evaluating filtered options.

Discussion:

Are filtered results visually distinct?

Is it easy to identify and select a specific product?

View Product Details:

Task: User clicks on a specific cereal for more details.

Thoughts: Interested in product specifics.

Discussion:

Is the transition to the detailed product page smooth?

Are all relevant product details easily accessible?

Return to Search Results:

Task: User clicks "Back to Search Results" after reviewing product details.

Thoughts: Returning to explore more options.

Discussion:

Is the "Back to Search Results" option clearly visible?

Does it take the user back to the exact point in the filtered results?

Refine Search with Additional Filters:

Task: User adds more filters - "Flavor: Honey Nut" and "Size: 16 oz."

Thoughts: Further narrowing down preferences.

Discussion:

Are additional filters easily accessible?

Is there a visual indication of the refined search?

Explore Refined Results:

Task: User explores cereals with the specified attributes.

Thoughts: Checking the refined options.

Discussion:

Are the refined results displayed clearly?

Is the user informed about the applied filters?

Add to Cart or Explore More:

Task: User may click on another cereal or choose to add to the cart.

Thoughts: Deciding on the next action.

Discussion:

Is it clear how to add a product to the cart?

Is the option to explore more products evident?

5. User Registration and Login Process :

Registration Process:

Initial Screen:

Task: User launches the app/website and sees "Login" or "Register" options.

Thoughts: Deciding to create a new account.

Discussion:

Are the "Login" and "Register" options clear and distinct?

Is there any introductory information about the benefits of having an account?

Navigate to Registration Page:

Task: User clicks on "Register."

Thoughts: Ready to provide personal information.

Discussion:

Is the transition to the registration page smooth?

Are there clear instructions on what information is required?

Enter Personal Information:

Task: User enters email, password, and confirms password.

Thoughts: Providing necessary details for account creation.

Discussion:

Are form fields labeled clearly, and are they easy to fill?

Is there real-time feedback for password strength or any errors?

Submit registration form:

Task: User clicks "Register" or "Create Account."

Thoughts: Finalizing the registration.

Discussion:

Is the button to submit the form prominent?

Is there a clear indication of the registration process?

Account Creation Confirmation:

Task: The system checks for errors and confirms account creation.

Thoughts: Confirming successful registration.

Discussion:

Are error messages clear if there are issues?

Is the confirmation message visually distinct and reassuring?

Automatic Login:

Task: User is automatically logged in.

Thoughts: Exploring the newly created account.

Discussion:

Is the automatic login seamless and user-friendly?

Are users informed about the automatic login?

User Dashboard/Homepage:

Task: User is redirected to their user dashboard or the homepage.

Thoughts: Familiarizing themselves with the interface.

Discussion:

Is the user dashboard or homepage engaging and informative?

Are there onboarding tips or guidance for new users?

Login Process:

Return Visit - Choose "Login":

Task: User returns and chooses to "Login."

Thoughts: Returning as a registered user.

Discussion:

Is the "Login" option easily accessible?

Is there a reminder or indication of their account status?

Enter Login Credentials:

Task: User enters registered email and password.

Thoughts: Ready to access their account.

Discussion:

Are the login fields clearly labeled and user-friendly?

Is there real-time feedback for incorrect credentials?

Submit Login Form:

Task: User clicks "Login."

Thoughts: Verifying login credentials.

Discussion:

Is the "Login" button prominently displayed?

Is there a loading indicator during the login process?

Verify Credentials and Login:

Task: System verifies credentials and logs the user in.

Thoughts: Successfully accessing the account.

Discussion:

Is there a clear indication of successful login?

Is the user redirected to their dashboard or homepage seamlessly?

User Dashboard/Homepage (Logged In):

Task: User is redirected to their dashboard or homepage as a logged-in user.

Thoughts: Exploring the interface as a logged-in user.

Discussion:

Are there personalized elements on the dashboard?

Is the transition from login to the user's personalized space smooth?