**Group 16**

**Monty Oshinov 6759286**

**Eduardo Saldana Suarez 6612626**

**Goktug Cirag 6776678**

**COSC 3P94 Stage 3**

**16ForMarker27**

**Interaction Problems:**

* Radio buttons on filters
  + Cannot unclick radio buttons
  + Some radio buttons are in a hierarchy, like how Mini PC is under Mid tower
  + Entirely different subcategories of filters can be clicked simultaneously. How can someone find a computer part with 8 RAM slots of Intel?
* It was extremely difficult to open the shopping cart. It requires zooming in extremely far so that the top bar titled “Prototype” does not cover it when you hover there.

**Logic Problems:**

* When using the PC builder, a user is likely to expect to be able to go back to previous components they have chosen and swap them out with different ones. Instead, they are forced to continue going forward through the part selection and cannot go back to reselect a previously chosen part. This could be frustrating, especially if a user decides they have made a mistake and want to go back and fix it. Instead, it seems they either need to finish the building process entirely to go back or restart it. This prototype ends at the motherboard so it is hard to know which of those are the intention.
* The website has many ways of accessing the PC Builder. It can be navigated to the nav bar at the top of the page, a large button below that on the landing page on a banner, and finally at the very bottom of every page in the footer. If a user is shown different ways of accessing the same information, it can make it hard for them to create a mental map of the website.
* The list of “Compatible games” is not useful since it can be interpreted differently by different users. It could mean that it runs it smoothly or that it simply is able to run it. Operating systems could be more important to whether something is “compatible” or not so this could deceive a user who plans to, say, use linux. Additionally, it is impossible to provide a full list of compatible games.
* When searching for a particular part through the dropdown on the navbar, the site will redirect to the generic “shop by PC Parts” menu and the user must again navigate to their desired computer part, instead of being brought right to a page for that particular part category.
* A user can go to the sales section of the app even when not signed in. This doesn’t make sense since they shouldn’t be able to list items without an account.

**Design Principle Miscues:**

* Under form factor in filters, Mini PC and Tower are indented slightly right of Mid Tower. This might confuse users since it implies a hierarchy where Mini PC and Tower are subcategories of Mid Tower.
* Filter menu hierarchy gives false cues in the CPU section on the computers page. It includes manufacturer names under the “CPU” subtitle, and then includes “128 GB, 64 GB,..., 24 GB” in the same subsection, which might be referring to memory (or possibly storage). This can confuse users and make it harder to find the setting they might be looking for.
* Around halfway down the front page, there is a banner that displays different deals or ads. When clicking through the different banners, it causes the products in the page to have different fonts, margins, sizes and formatting on the different item cards. This is a poor choice of mental mapping.

**Usability Issues:**

* The filter menu is not vertically aligned all through the page which creates an inconsistent, cluttered view. This makes it hard to process the information and makes it harder to process the information on the sidebar.
* Many different font sizes are used throughout the website. Consistency is important to making the page feel cleaner and more readable. It also makes font scaling for visually impaired users who have set their font size larger more difficult.
* The dropdown menu on the navbar is too “sensitive”. When you mouse over it, it will immediately expand, and if you mouse off of it, it will immediately collapse. If a user is searching for something in the menu, this can be annoying since they might accidentally mouse over or off of it covering up/ moving information.

**Suggestions for improvement:**

* In the filter menu, align the radio buttons, make them have the ability to be unselected and create proper subtitles for each category.
* Include accordions for filters so you can hide information that you don't need.
* Narrow down the number of different font sizes, we recommend three. This is to make the page feel less busy.
* When looking at a pre-built computer, a specs sheet would be of great use as it would make finding a potential PC easier. While the specs are already shown in the features section, it does not show everything and a specs sheet would be more concise and easier to get information from.
* The compare function is a great feature. Could use some work as it is hard to see and the selection for what to compare is somewhat unintuitive.
* The drop down in the navbar can be made to either only open when it is clicked, or be “sticky” in the sense that it only opens and closes after being moused over and left for a fraction of a second.
* Could have more categories for filtering. For example a minimum price and also a maximum price option in order to find PCs in a certain price range. Could also use filters such as GPUs, storage, operating system, power supply, etc.
  + Have multiple different filters for the same category. For example, CPUs should have not just the brand of the CPU, but also the architecture of CPU, such as i3, i5, i7.The memory could not just have size, but also the type (ddr4, ddr5) or the speed.
* When looking at parts in the PC builder, arrows for sorting top/ bottom are below the words “name”, “cores”, etc. This could be moved next to the words, as they are on most websites. Otherwise, this creates unnecessary space and deviates from what is standard in most similar websites, making it feel less professional. Similarly, the words could be left justified to keep things standard.
* Instead of “Search by name” for computer parts, “Search by keyword” might make more sense so that users can search a manufacturer, iteration, etc.
* Separate name+rating when looking through the PC builder. This would be to make it possible to sort by ratings.
* Left justify System Overview for PC builder.
* Add in explanations for what items are in info tooltips (especially in system overview. Our group did not even realize what socket meant immediately since it was unclear without context).

**Positives:**

* The website does a good job at highlighting its working elements by placing a bright blue block on top of the buttons that are currently working when you click anywhere on the website. This is useful because it draws the attention of the user right into the working buttons.
* There are different layouts available for the website that change how the site is presented. This can make the website look more appealing or make it easier for some users to navigate the site.
* It is convenient to be able to change the number of items being purchased from the cart menu.

**Comparison:**

We consider that this website is on par with ours when it comes to the quality compared to ours. The website took a different approach when displaying the components which was a more sequential approach rather than a free to pick in any order like ours did. We think they could benefit from implementing the same approach as us. Something we felt they did better was creating a more visually appealing website, even though at times it felt a bit overwhelming it was certainly more appealing.

**Rating:**

We would rate this website an 8/10. It had all the basic parts done correctly and in a simple way like navigating the page or looking at the cart. One of the reasons we considered taking a point away is just how many things the user is presented at once when entering the website. The other reason we took a point away was because the way the building a pc process works feels frustrating as you have to go all the way back just to change a component.

**ForGroup27**

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* It is convenient to be able to change the number of items being purchased from the cart menu.

**Comparison:**

We consider that this website is on par with ours when it comes to the overall quality compared to ours, though their strengths are in different areas. The website took a different approach when displaying the components for the builder part of the website, which took a more sequential approach rather than a free to pick in any order like ours did. It could benefit from an approach like ours to make it easier to navigate. Our website also had cleaner, more minimalistic, overall UI that made it easier to see things which was a plus by comparison. Group 27, on the other hand, had a more “complete” feeling website, and took consideration to include language and other settings. They also included a good amount of color which helps comb over the information on the site more easily, something we could certainly learn from with our overly-monochromatic site.

**Rating:**

We would rate this website an 8/10. It had all the basics done well and simply, like navigating the page, or looking at the cart. We took points away in part due to how many things the user is presented at once when entering the website. Another point was taken off because the way the building a pc process works feels frustrating as you have to go all the way back just to change a single component. Overall the website takes a fairly tried-and-true approach for its design, and that works well.

**Group 16**

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**COSC 3P94 Stage 3**

**16ForMarker4**

**Interaction Problems:**

* When in the cart, if you press the more info button and then press go back on the popup, it will boot you back to the PC parts store.
* In the login menu, if you click and hold the Pre-built PC label and then move your mouse up and down it will shift the nav-bar and also switch between the login page and the home page.
* A similar thing happens on the cart page, doing the same process switches between the cart page and the page for a prebuilt PC.

**Logic Problems:**

* The PC Builder cannot be accessed from the cart page
* Cannot access the accessories page when you are on the home page
* On the home page there are 3 pre-built PCs available for sale. If you go to the rightmost one’s page then you can no longer access the cart.
* All 3 of the pre-built PC pages disallows accessing the PC builder or the parts store.
* On the checkout page, the Pre-Built PC drop down menu doesn’t work, instead it is a button that opens up the picture of the drop down menu
* On the PC builder, there is a section near the top that says “Welcome to the builder, if you need assistance click **here** for some prebuilt examples.” and when you click here, it sends you to an entirely separate page that doesn’t look like part of the website at all. When you’re here it’s impossible to go back to the store page so you are forced to use the link to the website to access it.

**Design Principle Miscues:**

* In the cart page, the nav bar has the Pre-built PC and PC parts labels too close together, causing confusion.
* The nav-bar is inconsistent throughout the entire website, one example is that in the cart, checkout, and login pages the nav-bar is lower than the rest of the website. Each page is also inconsistent with font sizes, label positions and alignment
* On most pages, the Accessories label on the Nav-bar is usually higher than the other labels
* The text on the nav-bar is sometimes bolded and other times the same text will not be bolded
* Having the view cart button under the filters list may cause some issues and it is not in a great place, it would be better to put it on the right side of the screen under the add to cart buttons.

**Usability Issues:**

* When you take your mouse off the Pre-built PC label and try to bring it onto the drop down menu it disappears, making it unusable.
* On the page that is opened when you click the link in “Welcome to the builder, if you need assistance click **here** for some prebuilt examples.” it will bring you to a page with multiple clickable options, however none of these options actually do anything
* PC Builder is not functional, meaning it cannot be used at the moment, it seems to have no functionality whatsoever

**Suggestions for improvement:**

* Have the nav-bar be consistent throughout the entire website as consistency will make the site easier to navigate, cleaner looking and more professional.
* While the info that the product gives is very useful, I suggest having it be activated with an icon rather than just getting the info by clicking the name of the component, we suggest a symbol such as a question mark ‘?’.
* If possible also have this info appear by hovering over this symbol, kind of like how the drop down menu appears when you hover over Pre-built PCS
* Letting users click an option on the nav-bar, even if already on the associated page, would help with the usability of the site. E.g. If a user is in Accessories, let them click on the Accessories link, even though it seems useless it may be helpful.
* The PC builder doesn’t seem to actually be functional yet so it is extremely important that it is implemented.

**Positives:**

* The PC builder lets users see info on each type of product, which would be really useful for users.
* The website emphasizes the elements that are functional by using bright blue blocks overlayed on top of active buttons. This makes it easy for users to see which buttons are usable which enhances the site’s usability
* Other than a few instances, the website is very fast and responsive and doesn’t take too much time to load.

**Rating:**  
We would rate this project as a 5/10 for many reasons. One reason is that the website looks very basic and unprofessional and the site itself at a glance looks very dated and coupled with all the inconsistencies, the non-functional features, features that break from page to page and other oddities, this website does not seem like it would attract many customers.

**Comparison:**Compared to this group’s assignment, we believe ours is implemented better, most of the pages of the website do have some functionality. The PC builder works and the PC parts store also works as well. The nav-bar on our website is also consistent and the website seems a lot more consistent across the board. Our website also has a more professional look to it.

**ForGroup4**

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