

## PUI - Assignment 2B

### 1. Competitive Analysis of Websites

#### a. <https://www.etsy.com>

##### i. Strengths

1. The checkout process is very streamlined, and you know exactly what to expect.
2. Even though Etsy is a marketplace, the homepage is very well-designed, in such a way that it serves as visual inspiration.

##### ii. Weaknesses

1. There is a lot of additional information on the product page, and there are 2 additional places on the page where you can keep looking at other products.
2. The reviews that are at the bottom of the page are associated with the Etsy store as a whole, rather than the specific product that you're looking at.

#### a. <http://www.sezane.com/us>

##### i. Strengths

1. The overall layout is quite minimalist and feels elegant, since pictures of the items that are being sold are quite prominently displayed.
2. When you are browsing through the items, you can see which sizes are left and available to be purchased, even if you interact with the item (such as attempting to put it in your cart).

##### ii. Weaknesses

1. Although pricing and size information is available initially for any given item, you are forced to click specifically into that item in order to buy it.
2. Some of the headers on the top of the website are a bit confusing - for example, what does 'journal' mean? Since this is a clothing store website, some of the navigation options seem a bit convoluted.

#### b. <http://pghpopcorn.com/>

##### i. Strengths

1. The initial homepage is very inviting and well designed. By giving the homepage a quick glance, you can very easily tell what the website is about.
2. The navigation bar at the top of the webpage gives you a solid idea of all of the different purchasing options you have, such as wholesale or fundraising.

##### ii. Weaknesses

1. As soon as you add an item to your cart, it takes you to an entirely different checkout page. The experience is a bit jarring because you suddenly feel like you're on a very different website.
2. The shopping cart part of the website is very ugly and plain to the point that it is less inviting to use.

### 2. Iterations of the Initial Paper Prototypes

Based on feedback I received from my lab partner about my first paper prototypes, I decided to make the following changes:

- 1) I made sure that the navigation bar was showing on all of the webpages, since I was told that having the navigation bar disappear on some of the webpages was disorienting.

- 2) On the page on my website that you would see once you had actually clicked on an item, I included a review section and also a product description.

### 3. Iterations of the Second Paper Prototypes

Based on the feedback I received from my assigned fellow student about my second paper prototypes, I decided to make the following changes:

- 1) I included a menu page starting from the home screen for more consistency.
- 2) I made the product page more image based, based on feedback from my partner that “because the writing and images and the buttons are all in boxes, it’s harder for the user to what they need effectively”.

### 4. Three Things Learned from User Study

The three things I learned from the user study with my assigned fellow student were as follows:

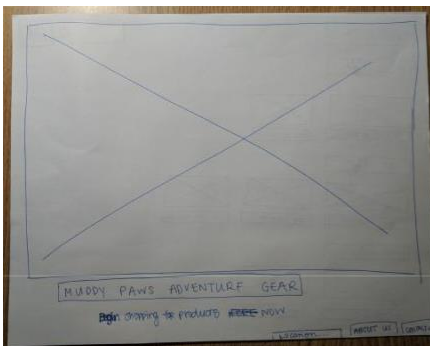
- 1) Consistency is important throughout the website. When there was something on parts of my website that weren’t on other parts, my partner felt that it was weird.
- 2) Sometimes, the simple answer is the best answer. I thought that perhaps my product page (the page you were looking at once you had selected a specific product) might be too simple, but my partner actually liked it.
- 3) While organization on your website is necessary, having the parts of your website organized into sections with boxes is restrictive rather than helpful.

### 5. Overarching Reflection On Assignment

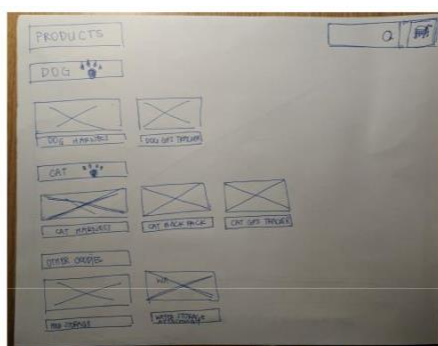
Originally, when I started this assignment, I thought it would be really simple to come up with an user interface for an instance of when you shop for something, since that is a really common action. However, I found that there are many things that we take for granted on a website because we’ve gotten accustomed to them, but it’s important to keep in mind that those elements existed only because someone thought to design them in.

### 6. Images of All Paper Prototypes

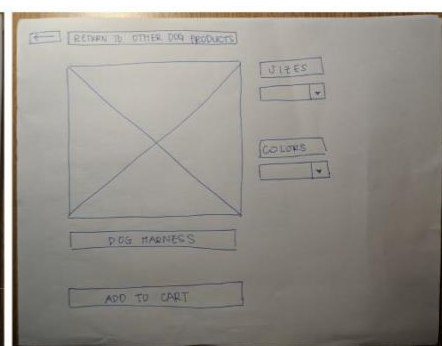
[ First Iteration ]



Home Page

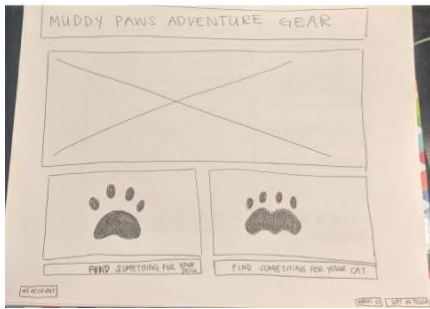


Products Page

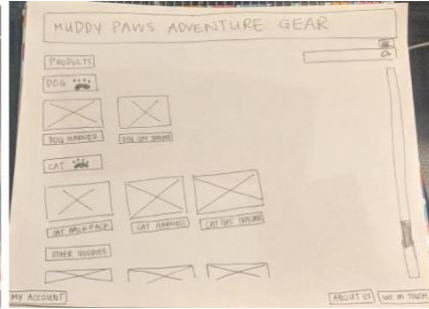


Single Product Page

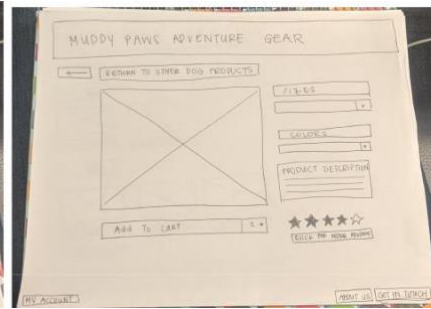
[ Second Iteration ]



Home Page

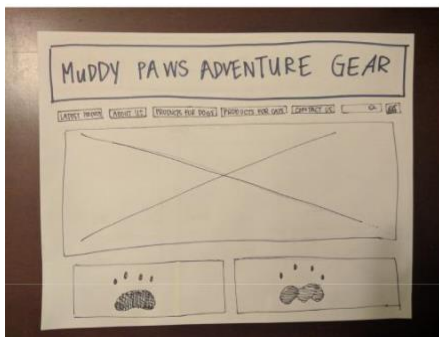


Products Page



Single Product Page

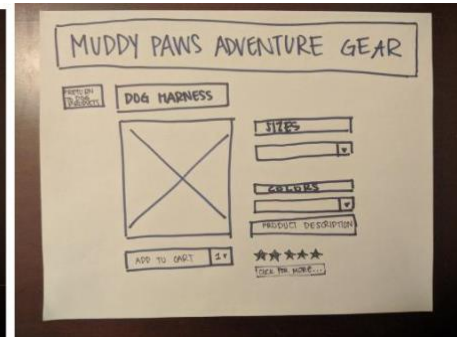
[ Final Iteration ]



Home Page



Products Page



Single Product Page