

PACT Analysis

People:

Customers: These are the individuals who visit Kritiz Kitchen's ecommerce website to browse and purchase kitchen-related products. They may have different levels of technical expertise and preferences for online shopping.

Administrators: These are the website administrators responsible for managing the website, updating product information, handling orders, and ensuring smooth operations.

Developers: The development team behind Kritiz Kitchen's website, responsible for building and maintaining the website's functionality and features.

Activities:

Browsing and Searching: Customers can browse through various categories, search for specific products, and filter the results based on their preferences.

Product Selection: Customers can view detailed product descriptions, images, and customer reviews to make informed decisions about which products to purchase.

Ordering and Payment: Customers can add products to their cart, proceed to checkout, and make secure online payments for their purchases.

Account Management: Customers can create accounts, manage their profiles, track their orders, and review their purchase history.

Inventory Management: Administrators can update product information, manage stock levels, and add/remove products from the website.

Order Fulfillment: Administrators need to process customer orders, generate invoices, arrange shipping, and handle returns or exchanges.

Website Maintenance: Developers are responsible for maintaining the website's performance, fixing bugs, implementing new features, and ensuring security.

Contexts:

User Interface: The website should have an intuitive and user-friendly interface, allowing customers to navigate easily, find products quickly, and complete their purchases without any confusion.

Security and Privacy: Customer data, including personal information and payment details, must be securely stored and transmitted to ensure confidentiality and protect against potential cyber threats.

Performance and Scalability: The website should be optimized to handle high traffic, provide fast loading times, and accommodate a large number of concurrent users.

Mobile Responsiveness: The website should be responsive and accessible on various devices, including smartphones and tablets, to cater to customers who prefer mobile shopping.

Marketing and Promotions: The website should support promotional campaigns, discount codes, loyalty programs, and email marketing to attract and retain customers.

Internationalization and Localization: The website may need to support multiple languages, currencies, and shipping options to cater to customers from different regions.

Customer Support: The website should offer customer support channels such as live chat, email, or a knowledge base to address customer inquiries and resolve issues effectively.

Technologies:

Ecommerce Platform: Kritiz Kitchen may use a popular ecommerce platform like Shopify, WooCommerce, or Magento to build and manage the website.

Content Management System (CMS): A CMS like WordPress may be utilized to manage website content, blog posts, and other informational pages.

Payment Gateways: Integration with payment gateways like PayPal, Stripe, or Braintree to facilitate secure online transactions.

Customer Relationship Management (CRM) System: A CRM system such as Salesforce or HubSpot can be used to manage customer data, track interactions, and enhance customer relationships.

Analytics and Reporting Tools: Tools like Google Analytics or Adobe Analytics can provide insights into customer behavior, website performance, and sales metrics.

Security Measures: Implementation of SSL certificates, encryption protocols, firewalls, and regular security audits to ensure the safety of customer data.

Responsive Design Frameworks: Utilizing frameworks like Bootstrap or Foundation to create a responsive and mobile-friendly website.

Nelson's 10 heuristics

Visibility of system status:

This heuristic emphasizes the importance of keeping users informed about what is happening with the system. In the context of an e-commerce website, this means providing feedback to the user about the status of their order, such as when it is shipped and delivered. The website should also indicate when a page is loading and provide progress bars or other visual cues to indicate how long the process will take.

Match between system and the real world:

The design of the website should follow the conventions of the real world, making it easy for users to understand and navigate. For example, the checkout process should be similar to the process of buying items in a physical store, and product categories should be intuitive and easy to find.

User control and freedom:

Users should be able to easily undo and redo actions and exit the website or cancel actions without penalty. For example, if a user adds an item to their cart by mistake, they should be able to easily remove it without having to start over.

Consistency and standards:

The website should follow established conventions and be consistent in its design and terminology. For example, product categories and filters should be consistently named and located throughout the website.

Error prevention:

The website should prevent errors from occurring in the first place, such as by using clear and concise language in forms, providing validation messages for incorrect inputs, and limiting the number of items that can be added to a cart.

Recognition rather than recall:

Users should not have to remember information from one part of the website to another. The website should provide clear and concise labels and instructions for users to follow, and avoid using technical language or acronyms that may be unfamiliar to users.

Flexibility and efficiency of use:

The website should be designed to accommodate both novice and experienced users, providing shortcuts and options for users who prefer to bypass certain steps in the checkout process.

Aesthetic and minimalist design:

The website should be visually appealing, using a minimalist design that is easy on the eyes and does not distract from the content.

Help users recognize, diagnose, and recover from errors:

When errors do occur, the website should provide clear and concise error messages that explain the problem and suggest a solution.

Help and documentation:

The website should provide easy-to-find documentation, such as an FAQ section or a contact form for customer support, to help users resolve issues and answer questions.

Usability test findings

- **Navigation:** The majority of participants found the website's navigation to be intuitive and easy to use. They were able to locate product categories, search for specific items, and filter search results based on their preferences without much difficulty. The clear and well-organized menu structure helped users navigate through the website seamlessly.
- **Product Selection:** Participants appreciated the detailed product descriptions and images provided for each item. This information helped them make informed decisions about which products to purchase. However, a few participants suggested adding additional product images from different angles to get a better understanding of the product.
- **Checkout Process:** The checkout process was generally straightforward and easy to follow. Participants found the steps clear and the forms easy to fill out. The inclusion of multiple payment options, such as credit cards and digital wallets, was appreciated. However, a few participants mentioned that the option to save payment information for future purchases would enhance convenience.
- **Trust and Security:** Participants appreciated the presence of trust signals, such as SSL certificates and secure payment icons, which reassured them about the safety of their personal and financial information. Clear privacy policies and terms of service were also mentioned as important factors in establishing trust.

Overall, the usability test revealed that Kritiz Kitchen's ecommerce website has a user-friendly interface with intuitive navigation, comprehensive product information, and a seamless checkout process. Mobile responsiveness, customer support options, and fast performance were also highlighted as positive aspects. Based on the participants' feedback, good quality product images,

guest checkout option, and optimization for certain pages can further enhance the user experience.