WEB 125 – Lesson 2

**User Experience Assignment:** After completing the assigned reading, use your mobile devices to access a browser based mobile site of your choosing - describe the user experience on the discussion board.  Consider usability.  Visual appeal.  Don't just pick a site that is known to provide an excellent user experience, select a site that you use or would use regularly.   Include the URL, and at least a paragraph (which contains more than 5 sentences).  Review and respond to two other students postings.

[www.onekingslane.com](http://www.onekingslane.com)

One Kings Lane is one of my favorite home décor sites in general. Technically, this is a commerce site just like Joss & Main or West Elm, but they sell a lot of one of a kind vintage and antique items. That being said, their home page does little to make it feel like a shopping site like a site like Wayfair or Pottery Barn might. They limit the focus of their product listings to the first visible portion of the page – a search bar, a large image advertising a sitewide sale, and then a limited selection of product categories in easy to read blocks. And that’s it. To get more detailed category info, you have to be curious enough to open the hamburger menu. This keeps everything tidy, but it does lead to a lot of clicking around to find things if you aren’t going straight for the search feature.

Once you scroll down past that first portion the next bit reads like magazine article titles: “Latest Vintage Finds Mike Seratt of the Prized Pig”, “New and Favorite Designs Featuring Tracey Boyd”. These are followed by links enticing the user to “Shop the Collection.” I think it makes it a wonderful site to just get lost in … like wandering the aisles in HomeGoods or at an antique store. After that are actual articles like you would find on a design blog – how to pick your paint colors, tours of homes, etc. All of this sounds great, except for one huge issue. When you click a link to view a collection, the images either take forever to load or just don’t. Mostly they just don’t . If you click on an individual item, there is an image on the item page, but who has time to click through each individual item in a list of 634 things? Not me. Also, when you hit the back key, it takes forever to take you back to the previous page. Even trying to close pop-up windows causes the page to freeze.

Once you decide to buy something, the site transitions much more smoothly and everything is very well spaced. It uses cookies to remember your information if you return to the purchase window again, which is very handy on mobile. But I doubt I would ever even get to that page from my phone because trying to actually find an item I might want to buy is such a chore. I’m more likely to fall into an impulse buy, know, if I have an extra $400 for a pillow laying around somewhere. But sadly, I don’t. Until then, I will just stick to the pictures and the articles … and viewing the site on my laptop.