Evaluation Expert 3

Irem Tanriseven

March 27, 2011

1 Key-Level Model (KLM) Analysis

According to the following scenario, there are time measurements for all operators so as to measure the efficiency of our webshops design.

1.1 Scenario

Susan, 82 years old, would like to buy trousers online. Her niece Pam gave birth to an adorable girl just three months ago. Since Susan is invited to go over to Pam's place for dinner, she would like to bring along a present for her. Pam's mentioned that her girl just grew out of another pair of trousers, so Susan would like to get her a new one. She would like to order a nice one, but it should't be too pricey. Susan knows that Pam likes yellow, which is why the trousers should be yellow if possible.

1.2 Assumptions

Susan got her first computer two years ago, but she doesn't use it very often. She's ordered groceries online before, but she's never ordered anything from our shop. She doesn't like to create accounts and always pays with credit card, where possible.

1.3 Actions to buy trousers for a girl

1. Move hand to mouse (H) 0.4 sec
2. Mentally prepare to search for girl trousers (M) 9 sec
3. Point to girls label then bottom label and trousers label (P) 1.1 sec
4. Mentally prepare to select a girl trouser among the trouser pictures (M) 9 sec
5. Points to one of the trousers for looking the details of it (P) 0.2 sec

6. Look through the details of the item (M) 9 sec
7. Choose the color and size of the item (M) 9 sec
8. Point to Add Cart button (P) 0.2 sec
9. Look through the details of the Your Cart (M) 9 sec
10. Mentally decide either continue shopping or checkout (M) 9 sec
11. Point to Checkout button (P) 0.2 sec
12. Mentally prepare to select one of the options (Sign In, Create new account, Guest Checkout) (M) 9 sec
13. Point Guest Checkout label (P) 0.2 sec
14. Choose the preferred payment option (M) 9 sec
15. Fill in credit card details (F) 15 sec
16. Review and place order (M) 9 sec
17. Look through Confirmation screen (M) 9 sec

$Time = H + 10M + 5P + F = .4 + 10 * 9 + (5 * 0.2) + 15 = 106.4sec$