Evaluation Expert 1

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1 Cognitive Walkthrough

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 Questions to ask

Q1: Will the user expect to have to take this action?

Q2: Will the user notice the control for the action?

Q3: Once users find the control, will they recognize that it produces the desired effect?

Q4: If the correct action is performed, will progress be apparent?

1.4 Actions for buying a trouser for a girl

Cognitive walkthrough starts at the main page. The goal is to buy trousers for a girl.

Nr	Action	Q1	Q2	Q3	Q4
1	Click on "Girl"	Yes	Yes	Yes	Yes
2	Move Curser to "Bottoms"	Maybe	Yes	Yes	Yes
3	Move Curser to "Trousers"	Yes	Yes	Yes	Yes
4	Click on "Trousers"	Yes	Yes	Yes	Yes
5	Move to "Order by": > Prize"	Yes	Yes	Yes	Yes
6	Select "< 10£" from the drop down menu	Yes	Yes	Yes	Yes
7	Click on "Go"	Yes	Yes	Yes	Yes
8	Click on "Next ->" go see the next overview page	Yes	Yes	Yes	Yes
9	Click on "Girl Trousers 10"	Yes	Yes	Yes	Yes
10	Click on "Choose Colour"	Yes	Yes	Yes	Yes
11	Select yellow from the colours	Yes	Yes	Yes	Yes
12	Click on "Choose Size"	Yes	Yes	Yes	Yes
13	Select "0 - 6m" from sizes	Yes	Yes	Yes	Yes
14	Click on "Add to Cart"	Yes	Yes	Yes	Yes
15	Click on "Cart"	No	Yes	Yes	Yes
16	Scroll down and click on "Checkout"	Yes	Maybe	Yes	Yes
17	Click on "Guest checkout"	Yes	Yes	Yes	Yes
18	Fill in shipping address	Yes	Yes	Yes	Yes
19	Click on "Next step"	Yes	Yes	Yes	Yes
20	Select "Credit Card"	Yes	Yes	Yes	Yes
21	Click on "Next step"	Yes	Yes	Yes	No
22	Fill in payment details	Yes	Yes	Yes	Yes
23	Click on "Place order"	Yes	Yes	Yes	Yes
24	Click on "Next step"	Yes	Yes	Yes	Yes
25	Click on "Go back to Home"	Yes	Yes	Yes	Yes

Table 1: Coginitive walkthrough for buying a girls trouser

1.5 Problems found

2.): User can't just click on "Bottoms", he/she has wait until the system displays the next level of navigation and then move the curser to "Trousers". This behavior differs from the previous navigation.

15.): For user who have used web shops before, it might be clear that the check out process starts by going to the cart. For less experienced users, this might not be inherently clear.

16.): If there are many items, the "Checkout" button is not visible without scrolling

21.) "Next step" doesn't open step 3, which would be the expected action, but more payment details.

2 Heuristics Evaluation

2.1 Visibility of system status

Items can be ordered by availability, so that the user sees right away, which products are available at the moment.

2.2 Match between system and the real world

2.3 User control and freedom

Screen No(s)	What is wrong	How to improve?
8	There is no quantity selection. It is implicitly assumed that the user only wants one item.	Add an selection for the quantity as well, where "1" should be pre selected.
9	Once items are in the cart, it should be easy to remove them again	Cart items should have a separate column with a delete option

Users can always go back to the main page by clicking on the logo on the top left side. Also, breadcrumbs are used throughout the system, which make it easy for the user to go back to a previous step.

In the checkout process, it is possible to click on one of the previous steps to change information, where as it is not possible to go to a step that hasn't been filled out and sent to the system by clicking on "Next step".

Screen No(s)	What is wrong	How to improve?
5	Navigation is not consistent. The categories for "Girl" are displayed on the left side, where the subcategories for "Bottoms" are only displayed when the user moves the mouse over "Bottoms"	When the user clicks on "Bottoms", display the subcategories on the left side, one level deeper than "Bottoms"
14	There is no explicit "Agree to Terms and Conditions" box	Add a "Agree to Terms and Conditions" box, which the user must check before being able to place order
12	Use of "Next Step" is misleading. Clicking on it doesn't open the next step, but displays more details about payment methods.	Use JavaScript to show further steps as soon as one payment method is selected

2.4 Consistency and standards

2.5 Error prevention

Screen No(s)	What is wrong	How to improve?
7	It should't be possible to select multiple "order by" options (e.g size and prize) and then click on "Go", as it is unclear then what to use as ordering criterium.	Remove "Go" button, reorder items as soon as one criterium is selected (automatically, without having to click on "Go") or disable other selections as soon as one option is selected
8	User shouldn't be able to click on "Add to cart" without selecting a color/size/quantity above zero.	Disable button with JavaScript, enable as soon as the user selects values for all of the them.

2.6 Recognition rather than recall

Breadcrumbs show the exact location, starting from "Home", which help the user to remember in what step he/she is at.

2.7 Flexibility and efficiency of use

Creating an account can accelerate the checkout process, as the forms can be prefilled with the shipping address and the payment methods and details.

Screen No(s)	What is wrong	How to improve?
All	Cart doesn't show the number of items in it	Display the number of items so that the user sees if there is anything in it

On screen 13, it is possible to use select "Same as shipping address", so that even users without an account don't have to enter their address twice.

2.8 Aesthetic and minimalist design

Screen No(s)	What is wrong	How to improve?
6	It is unclear where subnavigation of "Bottoms" disappears to once a subcategory of "Bottoms" is selected	When user clicks on "Bottoms", add another layer to the navigation with its subcategories
7	Only "Trousers" is displayed, all the other subcategories are hidden. The user would have to move the mouse to "Bottoms" again in order to see all the options.	When user clicks on "Bottoms", add another layer to the navigation with its subcategories

2.9 Help users recognize, diagnose and recover from errors

So far, there are no screen mock ups with error messages.

2.10 Help and documentation

Screen No(s)	What is wrong	How to improve?
8	There is no size chart to help the user find the correct size	Add a link to a size chart
13	No help boxes for "Security number", which might be unclear to first time users	Provide a help box with a picture of a credit card, so that it is clear to the user where to find this number