

Evaluation Expert 2

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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 shouldn'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”	No	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: > Size”	Yes	Yes	Yes	Yes
6	Select “0 - 6m” from the drop down menu	Yes	Yes	Yes	Yes
7	Move to “Order by: > Prize”	Yes	Yes	Yes	Yes
8	Select “10 - 20£” from the drop down menu	Yes	Yes	Yes	Yes
9	Move to “Order by”: > Availability”	Yes	Yes	Yes	Yes
10	Select “In stock” from the drop down menu	Yes	Yes	Yes	Yes
11	Click on “Go”	Yes	Yes	Yes	Yes
12	Click on “Girl Trousers 7”	Yes	Yes	Yes	Yes
13	Click on “Choose Colour”	Yes	Yes	Yes	Yes
14	Select yellow from the colours	Yes	Yes	Yes	Yes
15	Click on “Choose Size”	Yes	Yes	Yes	Yes
16	Select “3 months” from sizes	Yes	Yes	Yes	Yes
17	Click on “Add to Cart”	Yes	Yes	Yes	Yes
18	Click on “Cart”	No	No	Yes	Yes
19	Click on “Checkout”	Yes	Yes	Yes	Yes
20	Click on “Guest checkout”	Yes	Yes	Yes	Yes
21	Fill in shipping address	Yes	Yes	Yes	Yes
22	Click on “Next step”	Yes	Yes	Yes	Yes
23	Select “Credit Card”	Yes	Yes	Yes	Yes
24	Click on “Next step”	Yes	Yes	No	Yes
25	Fill in payment details	Yes	Yes	Yes	Yes
26	Click on “Next step”	Yes	Yes	Yes	Yes
27	Click on “Place order”	Yes	Yes	Yes	Yes

Table 1: Cognitive walkthrough

1.5 Problems found

2 : The user has to know that "Trousers" is in "Bottoms".

18 : The user has to know that he has to clicked on the "Cart" button on the top right and corner to start the check out. A pop-up which indicate this action will be useful, with also an hyperlink in direction of the Cart.

24 : By clicking on "Next step", the user can only add more payment informations and not go in the final step.

2 Heuristics Evaluation

2.1 Visibility of system status

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	It is not possible to choose the quantity for the item	Add a field where the user can choose the desired quantity.
9	It is not possible to remove an item	Add a "Remove" button.
14 - Place an order	If the user has made any mistakes, it is not possible for him to correct it.	Add the following sentence next to the "Place order" button : You can modify your informations by clicking on one of the corresponding step, and modify your item by clicking on it.

2.4 Consistency and standards

2.5 Consistency and standards

Screen No(s)	What is wrong	How to improve?
12	By clicking on "Next step", the user can only add more payment informations and not go in the final step.	Change the name of the button for "Payment Details".

2.6 Error prevention

Screen No(s)	What is wrong	How to improve?
8	The user can select "Add to cart" even if any colors or sizes are chosen.	Enable the button only if the value is correct.

2.7 Recognition rather than recall

2.8 Flexibility and efficiency of use

2.9 Aesthetic and minimalist design

2.10 Help users recognize, diagnose and recover from errors

2.11 Help and documentation