



P2A Critique | Kyle Burger

Overview

Features supported by Old Navy mobile site

Old Navy is among the most popular US clothing retailers. The store has grown substantially since its establishment just 20 years ago. However, in order to adapt to rapidly changing consumer behaviors, it must have a viable mobile presence. In order to accomplish this, its mobile interface must be effectively designed, utilizing the best possible mobile design principles. This critique will outline and analyze one of Old Navy's most important features on their mobile site: ordering.

An effective ordering feature for both the user and the company means having an easy to use, helpful, and an overall user-friendly checkout interface.

The main features of the Old Navy mobile interface include:

- Browsing and searching for clothing, shoes, and accessories
- Adding and removing items to your shopping bag
- Ordering items online
- Locating nearby stores
- Accessing customer service

Critique

A closer look at checking out on the Old Navy mobile site

This critique will walk through each of the pages users access to check out goods in the Old Navy mobile interface.

Page 1: Shipping Method

The screenshot shows the checkout process on the Old Navy mobile site. At the top, there's a product image of jeans, a price tag showing a discount from \$34.94 to \$24.46, and a 'SAVE FOR LATER' button. Below this is a quantity selector set to 2, with a total price of \$48.92. The current price for 3 items is \$63.62, with a savings of \$36.20. A shipping section shows a shipping cost of \$17.00. A popup message states: 'Orders placed on weekends, holidays or weekdays after 3:00 PM ET / 12:00PM PT will require an additional business day.' Below the shipping section, there are two shipping options: '2-3 business days (Expedited)' for \$17, and '1 business day (Next Day)' for \$22. A green banner at the bottom of the shipping section reads 'SUPER CASH WE'LL GIVE YOU \$10 FOR EVERY \$25 YOU SPEND. IN-STORE & ONLINE ENDS 5/30'. Below the shipping section is an 'About Your Order' section with a 30% Off Adult Styles (Restrictions Apply) and a 'View details' link. At the bottom, the subtotal before tax is \$80.62, and there is a large orange 'CHECKOUT' button.

Shipping Method	Get it by	Price
✓ 2-3 business days (Expedited)	Mon 5/9	\$17
1 business day (Next Day)	Thu 5/5	\$22

Subtotal Before Tax
\$80.62

CHECKOUT

When the user selects the option to check out, a lot of options are thrown at you. There's a high degree of Performance load on this page. The principle of **Performance Load** states that a higher degree of mental and physical activity required to complete a task can lead to a higher performance time and rate of error.

The advertisement and the popup blocking the shipping options are acting as barriers to completing the task, as they take up a lot of screen real estate and hold a lot of visual weight. These contribute to the user's cognitive load, making it more difficult for them to focus on the task at hand. Fortunately the 'Checkout' button is stickied at the bottom, so users won't have a hard time knowing how to progress to the next step.

Some of Old Navy's performance load issues could be solved with the implementation of **Progressive Disclosure**. Progressive disclosure is an interface's ability to only disclose pieces of information to the user, with the option to show more if the user desires/progresses. For instance, instead of throwing all this information at the customer at once, it might be a good idea to have some of it in a 'Read more' box or a tab the user can select. While Old Navy also wants to help you save money, the ad placement and size is distracting and difficult to read. It may be a good idea to omit it from this page entirely so the user can focus on the task at hand.

Page 2: Shipping information

*Town/City

*State

Select One

*Zip code

60614

* Day phone (include area code)

1234567890

Delivery

1 2 ABC 3 DEF

4 GHI 5 JKL 6 MNO

7 PQRS 8 TUV 9 WXYZ

* 0 + #

Next

Sym

When accessing the next page, the information input page, none of the textboxes have any sort of input format. This lack of constraint and formatting can lead to **Garbage In**. The Garbage In and Garbage Out (GIGO) principle states that system output is dependent on quality of system input, or in this case, poor input design will give Old Navy poor output. When I tried to enter my phone number, I wasn't sure what format they wanted - hyphens or no hyphens?

*Town/City

*State

Select One

*Zip code

60614

* Day phone (include area code)

123-456-7890

Delivery

1 2 ABC 3 DEF

4 GHI 5 JKL 6 MNO

7 PQRS 8 TUV 9 WXYZ

* 0 + #

Next

Sym

The aforementioned issues regarding Garbage In could be resolved utilizing **Constraints**. Constraints limit the possible actions that can be performed in a system. Dividing up the input form into sections or preventing certain characters from being used are good ways to constrain the user in order to receive quality input. In this case, the form could place hyphen placeholders in, or even divide up the text box into 3 text boxes

There are, however, good **Confirmation** messages that inform you if your information is incorrect as shown. Confirmation is the system's way of verifying user intent. This is a great way to prevent garbage in. While confirmation messages are great, the interface definitely needs some way of informing the user when their information has been input correctly and not just incorrectly. In this picture, I started to enter in my address, and the form autocompleted it. Yet when I went to complete the form, it said the autocompleted field was incorrect. I was unable to enter in a recognized address after trying this for several times, and I'd imagine a normal customer would get frustrated with this and give up.

(1) Entering in the suggested address

A screenshot of a mobile application's address input screen. The title is '*House Number and Street'. Below it is a text input field containing '14 East Jackson Bo'. Below the input field is a dropdown menu showing a suggestion: '14 East Jackson Boulevard, Chicago, IL, United States'. A keyboard is visible at the bottom of the screen, with the letter 'o' highlighted. A black arrow points from the input field area towards the right, indicating a transition to the next screen.

(2) Suggested address is incorrect

A screenshot of a mobile application's address input screen showing a confirmation message. The title is 'Delivery'. Below it is a section titled '* Shipping method:'. The main message is 'Ensure accurate delivery' with a red 'X' icon. Below this is a red text message: 'The U.S. Postal Service doesn't recognize this address. Please check for errors.' Below the message is the address '14 East Jackson Boulevard, Chicago, IL 60604'. At the bottom are two buttons: 'Edit address' and 'Confirm address'.

A screenshot of a mobile application's shipping form. The title is 'Shipping' with a subtitle '* Required fields'. The form is organized into a hierarchical structure with sections: 'Address', '*First name', '*Last Name', '*House Number and Street', 'Address line 2', and '*Town/City'. Each section has a corresponding input field. A black arrow points from the 'Address' section towards the right, indicating a transition to the next screen.

Old Navy's mobile interface does make good use of **Visibility**. It's quite hard to miss any input boxes or necessary information since it is organized in a hierarchal manner. Visibility is exactly what it sounds like - the process of making the status and available actions of an interface clear to the user. The hierarchal organization help manage the information the user must enter whilst preserving visibility.

Page 3: Payment Information

The screenshot shows a web browser address bar with the URL `tps://secure-oldnavy.gap.com`. Below the address bar is a dropdown menu labeled "Add a New Card". Underneath, there is a section for "Expiration date" with a card icon and a text input field containing "22222222222222". Below this is a row of three input fields: "04", "20", and "CVV". A line points from the text on the right to the "20" in the second field. Below the input fields is a link "Credit card safeguard" and a checkbox labeled "Save your credit card information for future purchases." which is checked. At the bottom, there is a section for "Billing address" with a checkbox labeled "Same as shipping address" which is also checked.

When I entered in my credit card information, I noticed when trying to put in the expiration date that it tried to autocomplete it in a way. The form kept entering "20" into the year box, and I wasn't sure what it was trying to do at first. Since my expiration year is "19", I thought it was trying to guess the year my card expired. It took me a second to realize it was just entering the "20" before the 19, as in the year "2019". I think it might just be a better idea to constrain this text box to 2 digits, in order to be consistent with the credit card format.

This interface also makes use of progressive disclosure by hiding some information and giving the user the option to expand on it.

Before sending in your order, there is of course an information confirmation screen. There is also a reminder that you can confirm your information prior to ordering. These are good examples of **Forgiveness**. Forgiveness is the interface's ability to minimize the chances and repercussions of error, should they occur. Old Navy makes good use of confirmation, as well as placing reminders that confirmation will occur. This helps reduce error by allowing users to check their information before placing their order.

The screenshot shows a web browser address bar with the URL `tps://secure-oldnavy.gap.com`. Below the address bar is a section for "*Day phone (include area code)" with a text input field containing "1234567890". Below this is a section for "Gift card" with a "+" button. Below that is a section for "Promotions & Rewards" with a "+" button. Below these is a large orange button labeled "CONTINUE". Below the "CONTINUE" button is a message "You can review this order before it is final". Below this is a section for "Your shopping bag" with a link "Show Details". At the bottom, there is a small profile picture of a man.

Page 4: Confirmation

After selecting the continue button, the user is able to confirm their order. Selecting the 'Show details' button will allow the user to modify their order. This is great for users in assuring that their order is correct. There are, however, a few flaws. If you select to modify your address or billing information, you are sent back to the page where you first put in that information and will have to re-enter most of what you already did. It would be very helpful for users to simply modify their information on the same page.

(1) Selecting 'Edit' on the payment options...

(2) ...sends users back to the previous page

OLD NAVY

ON US! FREE ON ORDERS OF \$50 OR MORE [details](#)

Checkout

Help Available 7a-1a EST [1-877-755-9567](tel:1-877-755-9567)

Customer

Kyle's account

Shipping

Kyle Burger
14 East Jackson Drive
Chicago, IL 60603

[Edit](#)

Shipping method:

3-5 business days \$7.00
Your order may arrive in multiple packages

Gift options

No gift wrap

[Edit](#)

Payment

Order Total \$44.58

Visa XXX XXX XXX [Show details](#)

Your credit card will be charged by oldnavy.com.

[Edit](#)

Payment & Promotions

Order Total \$44.58

Payment

* My Cards

Select a Card

Enter your billing information

Enter your credit card number

MM / YYYY CVV

[Credit card safeguard](#)

Billing address

☐ Same as shipping address

*First name

Kyle

*Last Name

Burger

*Address line 1

Summary

Overall findings and potential solutions

Old Navy has the proper functions necessary for users to check out on their mobile interface, but it definitely needs some touching up. It is usable overall, despite some of the barriers it poses. The busy design and annoyances that can occur might be enough to turn off users. It would be in their best interest to redesign this process in order to best fit the mobile medium, as in its current state it feels much like a rescaled website.

A major error they may want to fix involves the address information. If a user sees that the postal service doesn't recognize their address, no matter what they try, there's reason to believe they won't place their order. While it's a great way to prevent garbage in (in case a user has entered a typo), if the system fails to recognize correct input, the system has ultimately failed. Other issues they may want to resolve include the bombardment of information upon selecting checkout. As shown in the sketches below (on Page 1: Shipping Method), there are 3 ad spaces crammed at the top. Not only are they hard to read, but it also throws a lot of information at the user. A lot of the buttons are also small as well, again making the interface feel like a tiny website. Fixing a lot of these minor design issues could greatly improve the interface as a whole. I think if Old Navy were to focus on the bare minimum on their mobile checkout design, they could see a drastic increase in sales.

Sketches

Outlines of checkout interfaces

The following are sketch representations of each of the checkout pages:

Page 1: Shipping Method

Old Navy	
Shipping ad	
Online deal	
Other ad	
<div>Item 1</div>	<div>Item name</div> <div>Item description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent...</div> <div>1</div> <div>Price</div>
<div>Current price total: \$X.00</div> <div>You saved: \$X.00</div>	
Shipping method	Price
Method 1	ETA Timeframe Cost
Method 1	ETA Timeframe Cost
<div>Checkout ></div>	

Page 3: Payment options

Payment

Add a New Card

Card no

MM

YYYY

CVV

☐ Save my info

Billing Address

☐ Same as shipping address

User name

Address

City/St/Zip

Phone

Gift cards

+

Promo codes

+

CONTINUE

You can review your order before it is final

Page 2: Shipping Information

Address

*First Name

*Last Name

*House number/street

Address line 2

*Town/City

*State

*Zip

Page 4: Confirmation

Checkout

Customer

Your Name

Shipping

User name

Address

City/St/Zip

Phone

Gift options

Payment

Order total \$X.00

Card info: XXXX XXXX XXXX 0000

Your Bag

View details

Item 1