
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

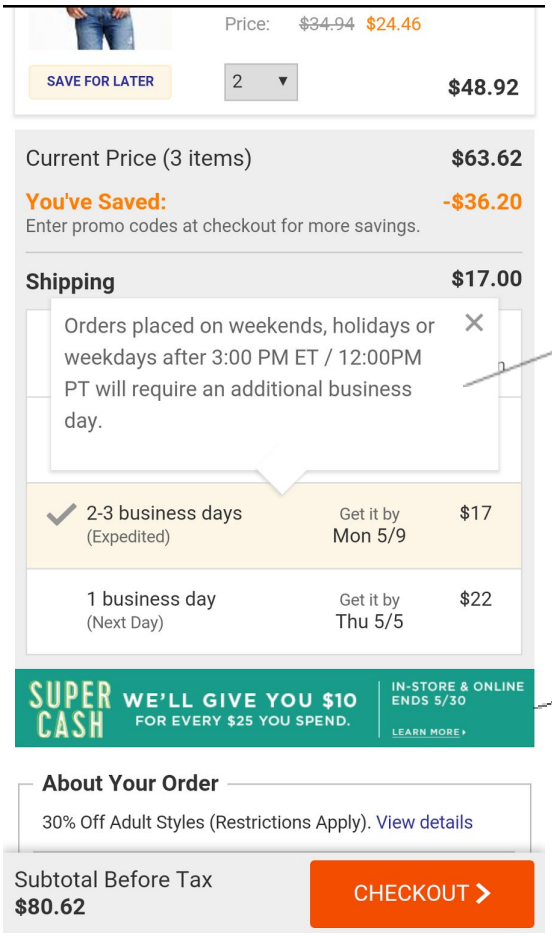
# Critique

*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

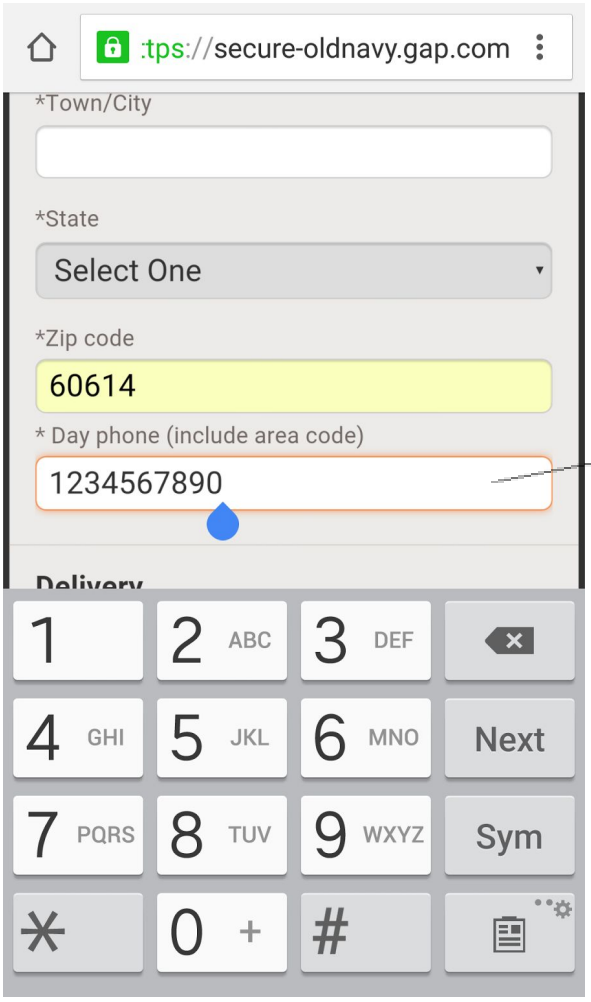



When the user selects the option to check out, a lot of options are thrown at you. There's a high degree of Performance load on this page. The principle of **Performance Load** states that a higher degree of mental and physical activity required to complete a task can lead to a higher performance time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

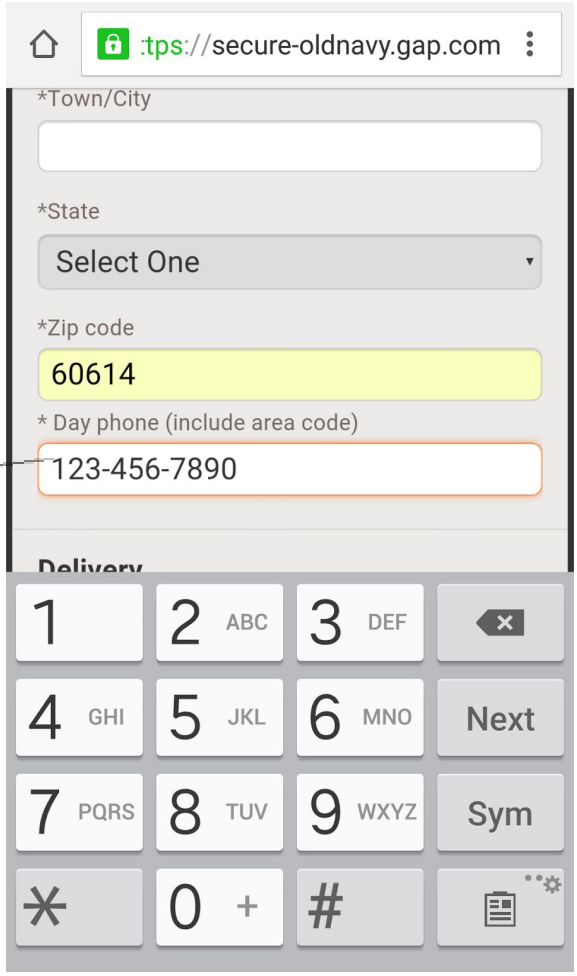
The advertisement and the popup blocking the shipping options are acting as barriers to completing the task, as they take up a lot of screen real estate and hold a lot of visual weight. These contribute to the user's cognitive load, making it more difficult for them to focus on the task at hand. Fortunately 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




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?

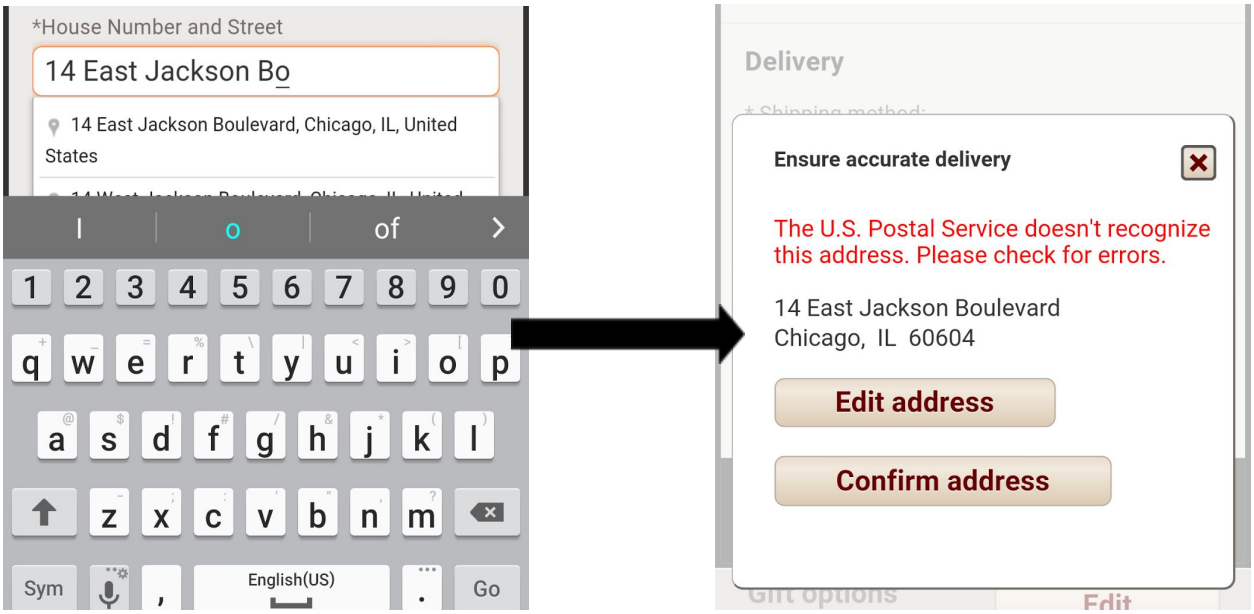


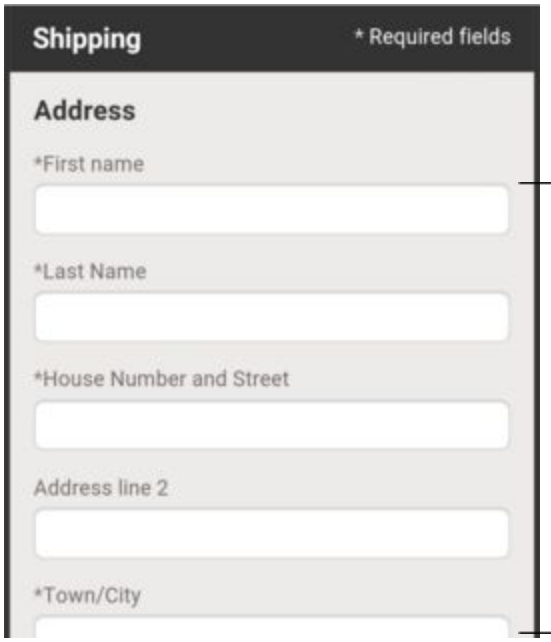

The aforementioned issues regarding Garbage In could be resolved utilizing **Constraints**. Constraints limit the possible actions that can be performed in a system. Dividing up the input form into sections or preventing certain characters from being used are good ways to constrain the user in order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

There are, however, good **Confirmation** messages that inform you if you information is incorrect as show. 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

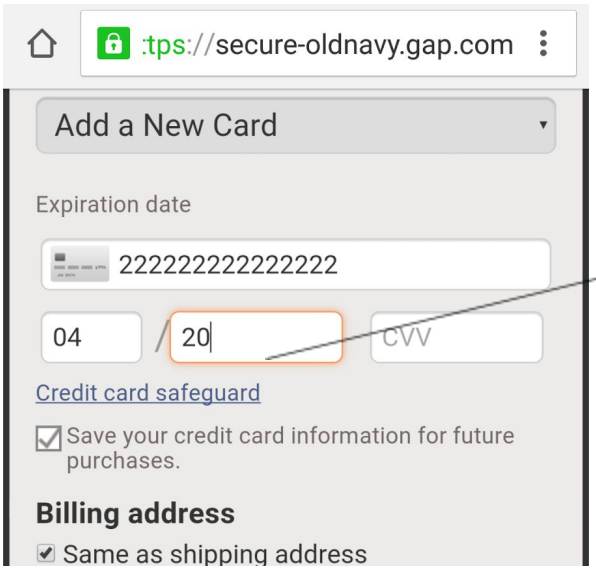
(2) Suggested address is incorrect



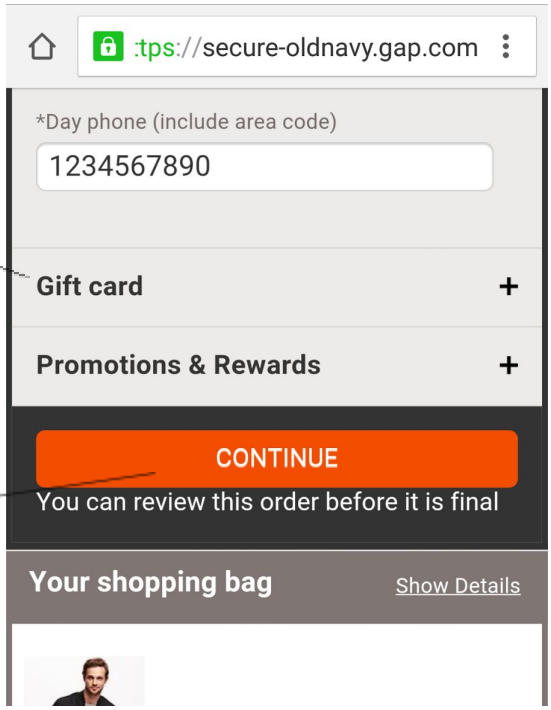

Old Navy's mobile interface does make good use of **Visibility**. It's quite hard to miss any input boxes or necessary information since it is organized in a hierarchal manner. Visibility is exactly what it sounds like - the process of making the status and available actions of an interface clear to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

**Page 3:** Payment Information




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.

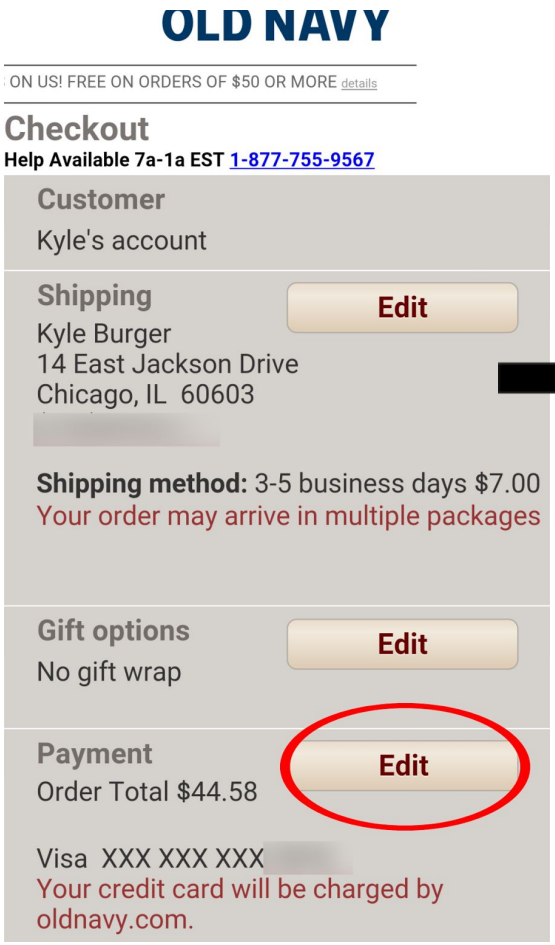



Before sending in your order, there is of course an information confirmation screen. There is also a reminder that you can confirm your information prior to ordering. These are good examples of **Forgiveness**. Forgiveness is the interface's ability to minimize the chances and repercussions of error, 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.

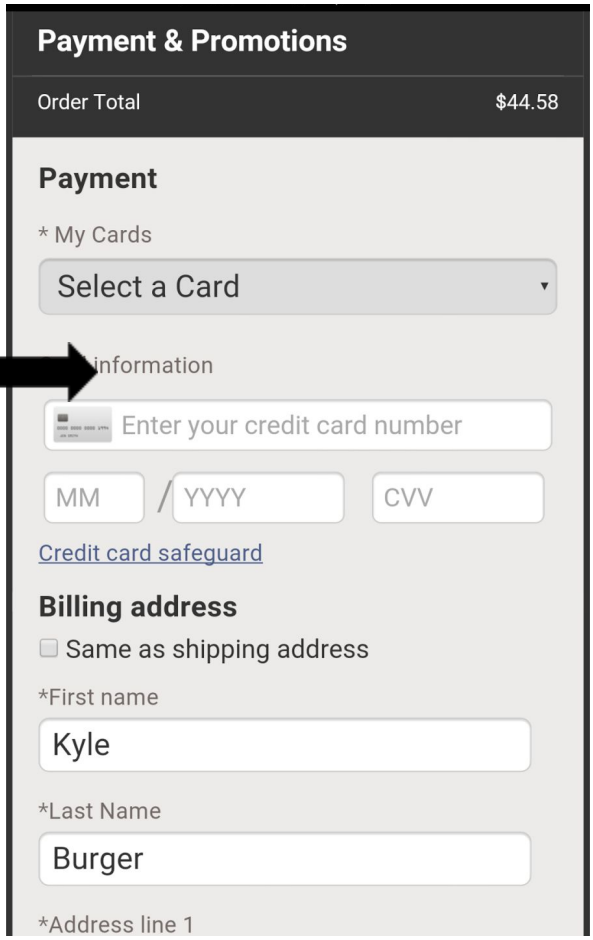
**Page 4:** Confirmation

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



# 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 welll, 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.

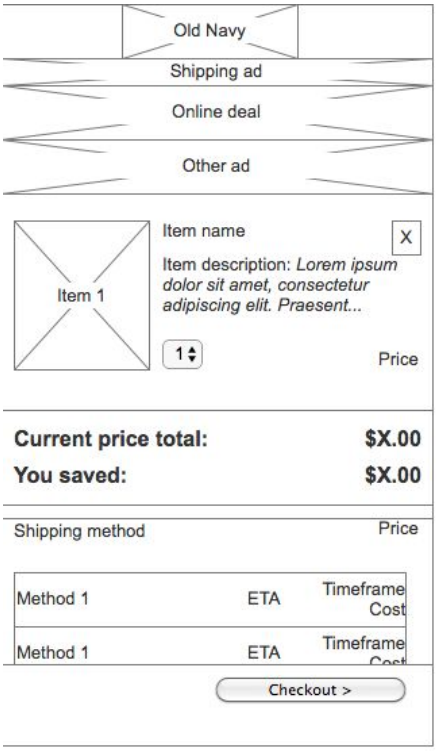
# Sketches

*Outlines of checkout interfaces*

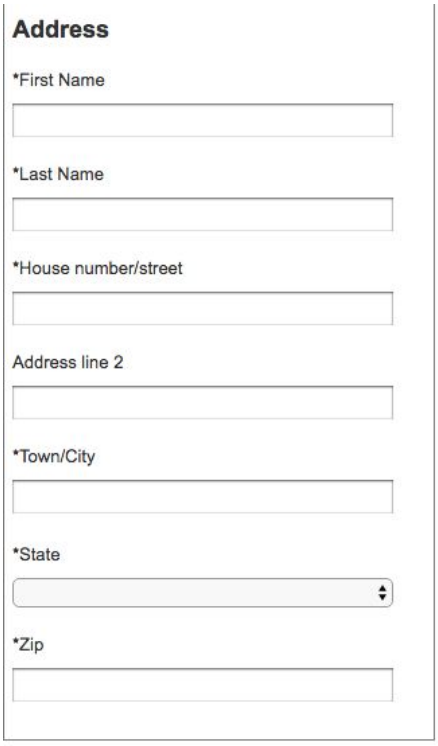
---

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

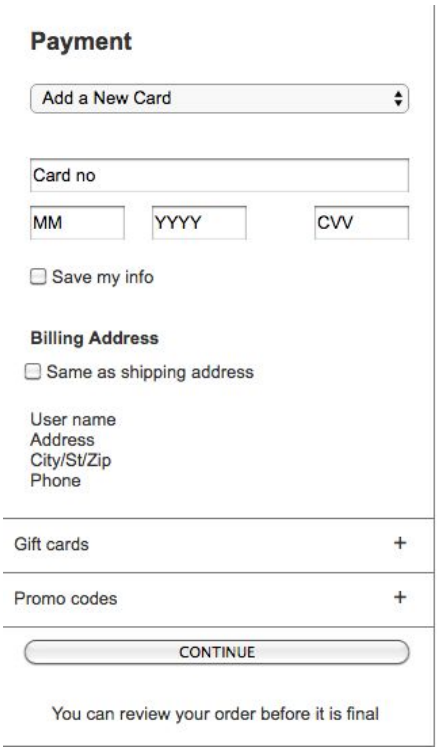
**Page 1:** Shipping Method




**Page 2:** Shipping Information




**Page 3:** Payment options




**Page 4:** Confirmation