

Cognitive Walkthrough

*Shopping Saving Website
-By The Trio*

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Task Scenario#1: Peter

Peter had a busy schedule with his clients in his real estate business. When he went back home after work, he realized that he had not done his grocery shopping for three days. Since he does most of his shopping online, he browsed Shopping Savings Website to find the cheapest store that he could find in the city for all the items in his shopping list. First **he browsed to the homepage (image 1) of Shopping Savings website and logged into his account using his username and password.**

After he logged into his account, he was navigated to a page with a table with his previously created shopping list (image 3). **He selected 2 bottles of milk, dozen eggs cheese, apple juice, and 2 bags of rice, 3 boxes of cereal and a can of kidney beans. He also selected his preferred brands for his items. Then he clicked the compare price button at the bottom of the page.**

The next page he could see is the price comparison page (image 4). There were 4 different stores which showed different prices for all his items. **He selected Walmart which is cheaper for him.** He was asked to select his preferred payment method in the next page (image 5). He clicked on pickup button.

In the pick-up option page, he entered his postal code V4X8W2 to get the direction information on the closest Walmart located in his area (image 6). The map and the suggestion closest store suggestion box showed him that Walmart located in Saanich is the closest location. Then he proceeded to Payment Methods page (image 8).

He paid through credit card for his items and proceeded to confirmation page (image 9) to get the receipt so that he could collect his items from the store. He drove to Walmart for his groceries.

Task Scenario#2: Jack

It's the beginning of the week. Jack has a really tight schedule today as he has four lectures and a lab to attend, but he is running out of food at home. He then decides to use the shopping saving website to make an online order for groceries. Jack is not a first time user. He enters the main page of the website, swiftly signs in and proceeds to shopping list creation (image1).

As he doesn't have much time, instead of browsing through our items, he quickly picks out his desired items by typing in the names while using the drop lists. Using the well-organized category, he picks out milk, cereal, apple juice, eggs, bread, spinach, chicken breast and bacon, along with his preferred types and quantities of each item (image3). The website then displays a few store options. Jack picks "Fairway" - although it is second cheapest option, it is on way between home and school. Jack then skims through the list and is satisfied (image4). He then proceeds to the next step, where he has to pick a purchase method. He chose "pick up" since he is not going to be at home for most of today (image5). **Website then shows him the store information of the Fairway, and a map showing the direction from home. He entered his address in the drop down box to find the closest store in his area.** The website then asks for a payment method. Jack is not the biggest fan of online payment. And so he chooses to pay in person (image 8). Finally the confirmation page shows up (image9). Jack takes a quick look through, and carries on with his day.

Task Scenario#3: Denise

Denise finished her meeting and has a 15 minute break before her next meeting.

She has just found out that her husband invited family friends for dinner, but she does not have any time to go grocery shopping. Between the break, Denise decides to go on her smartphone and go to the "save on shopping's" websites. She enters the main page and logs herself in by inputting her username and password. Next, she selects her grocery list which includes Eggs, Turkey, Cream, and Flour. After inputting the items, she proceeds to the Price Comparison page. Here, she finds that Walmart has the cheapest price. She selects the store (Walmart) and confirms her shopping list. **After that, she chooses the delivery option under the Delivery Method page. The website then takes her to the Home Delivery Option page where she inputs her home address. After confirming the address, the website takes her to the Payment Information page where she pays the required amount by credit card.** She also asks to have the items delivered at 6:00 p.m. so that the groceries will be delivered by the time she arrives home from work. She saves a copy of the receipt. By the time she gets home from her meeting, she sees the delivery person in the driveway, and shows the saved receipt to him as proof of purchase. She receives all her groceries for the cheapest price possible, without going out of

her way from her daily routine. She prepares a delicious meal for both families and everyone enjoys dinner.

Cognitive walkthrough for Task Scenario #1(Peter)

	Will user be trying to produce effect	Will user see control?	Once found, will user recognize that is produces the effect they want?	Will user understand feedback to go on to next step?
Go to homepage and login. The website takes to shopping list page	Yes by inserting login details in the username box and password box and clicking login button. But the intro box on the left is not clear to user because it does not say its purpose.	Yes-seen on the right side of the page(inside the sign in box) Two button available: Login and Sign Up button	Yes- after clicking login, it takes the user to shopping list page	No(there are no instructions given in the next page on how to add items or not and it confuses him on selecting the items
Select the items he wanted to purchase	Yes	Yes- since this is a drop down list which contains all the different items, users who do not know to scroll down fast by just typing the first letter of the item have to spend time scrolling down looking for the item they want to select. Add more field is not a clear description to add more items.	Yes	Yes- he can select add more field(i.e. items) or go to compare price page

Compare prices from different stores	Yes	Yes-prices of items shown in a form of a table	Yes – need to display the store selected on top right hand side of the next coming webpages so that the user knows the store which he selected	No- need to include a button that navigates to next page or instruct the user that selecting the button will proceed to purchase methods. This is because the buttons looks like checkbox
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Cognitive walkthrough for Task Scenario #2(Jack)

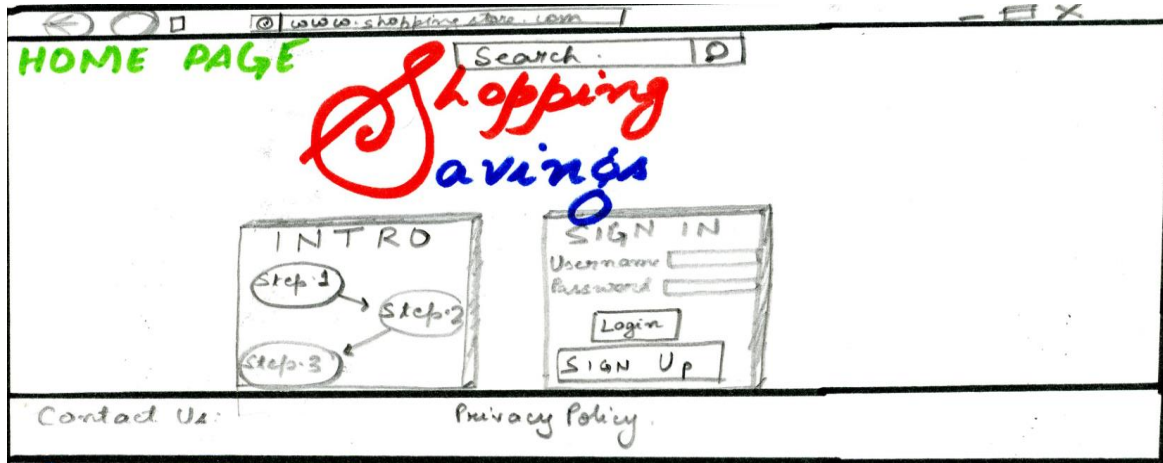
	Will user be trying to produce effect	Will user see control?	Once found, will user recognize that is produces the effect they want?	Will user understand feedback to go on to next step?
Enter the address to locate in the maps	Yes	Yes	Yes, it shows the selected address from the drop list	Yes, the next feedback would be the find button in which the user is required to click it.
Click on find button to locate positions	Yes	Yes he could see his position and the different locations of the store he selected	Yes	Yes it gives the location of both user and the store
Look for closest store location and hours	No	He could see the list of stores and store hours located	There is no effect, he has to note the information about the closest store and look at the map	Yes he could either select home delivery button or select proceed to payment for payment methods But since the user already selected pick up option and if there is home delivery option in the same page, it can cause ambiguity.

Cognitive walkthrough for Task Scenario #3(Denise)

	Will user be trying to produce effect	Will user see control?	Once found, will user recognize that is produces the effect they want?	Will user understand feedback to go on to next step?
Click on delivery button in purchase methods page	Yes	Yes	Yes after clicking on the button it takes her to the delivery page	Yes, the page requires to input the address
Inputs her home address in delivery page	Yes	The user can see a form to fill for the address and include additional information but the box on right confuses with labels namely my store and service method	Yes	Yes a button called continue is available to proceed to checkout
Pay for items By credit card	Yes	Yes- but confirms and pay button confuses the user if the user selects the radio button by cash. Instead a separated button called "Pay by Cash" should be located in parallel to confirm and pay button	Yes, this takes to visa payment processing page.	Yes

Success and Failure Report for Task Scenario#1

Action: Go to homepage and login



Violation

This page is a bad interface design because it does not instruct the user on how to use the homepage.

The box design also makes the user think that the whole box itself is a button and is clickable. The Intro box on left doesn't make any sense to user and it might make the user think that it is a button which is clickable.

The search bar is just located on top for purpose of search but it does not say user on what items the user can search for.

Severity

High- most components in the homepage makes the user lost and confused. This will cause a bad idea about the webpage on the first site itself. It is recommended to create clear view of buttons and labels to adhere to visibility principle in HCI.

Fix

On top of the page clear instructions should be made in order for user to understand on how to use the homepage.

Box design are quite similar to buttons so we need to get rid of that design and place text on the webpage itself without creating the function inside a box

The search bar should let the user know on the item he is searching for.

Action: Select the items he wanted to purchase

3) CREATE SHOPPING LIST

Search []

Sl. No.	Select Item	Brand	Quantity	Amount
<input checked="" type="checkbox"/>	Milk	Dairyland	2L	1 pc
<input checked="" type="checkbox"/>	Eggs	GV	12 pc	1 pc
<input checked="" type="checkbox"/>	Juice	Tropicana	1 L	2 pc
<input checked="" type="checkbox"/>	Yogurt	Aero	300ml	1 pc
<input type="checkbox"/>				

+ Add more field.

COMPARE PRICE

Violation

The page does not contain a title and there are no instructions given for a new user on how to use that page. The page shows the table but does not tell the user on how to use that table to add items or remove it.

Once a user select an item, he has to scroll all the way down to find the item he is looking to add the list. It will be easy for a user if he knows to drop down to the correct place by typing the first letter of the item he is searching for. The visibility and feedback components of Interface design are violated in this case.

If a user knows the main function of the table, and then it would be easy for him to add or select the different items he wants to purchase.

Some users might not know the meaning of add more fields. They can be confused by the word called "fields"

Severity

Low- Most users are familiar with searching in the drop down list. They can type the first letter of the item they are searching and add it to the list

Fix

Instructions on how to use the table have to be made on top of the page. There has to be step wise instruction that help the user to select the item he wants, the brand, amount and quantity.

An instruction saying "search by first letter of the item" or provide user with a premade shopping list which can be edited.

Add more field should be renamed as add more items.

Action: Compare prices from different stores

4) PRICE COMPARISON PAGE

<input type="checkbox"/> Item	Wallmart	Fairway	Sawc On	Thrifty's.
<input checked="" type="checkbox"/> Milk	2.50	2.00	3.00	4.00
<input checked="" type="checkbox"/> Eggs	3.00	3.75	2.50	3.00
<input checked="" type="checkbox"/> Juice	2.00	2.25	2.00	3.00
<input checked="" type="checkbox"/> Yogurt	4.00	2.00	3.00	4.00
TOTAL	\$11.50	\$10.00	\$10.50	\$14.00
	Select Store <input type="checkbox"/>	Select Store <input type="checkbox"/>	Select Store <input type="checkbox"/>	Select Store <input type="checkbox"/>

Refresh

Violation

No instructions are made for user to select items or remove items. If the user needs to add more items he needs to go back to create shopping list page. In this case there is no button to go back to the list previously created. The order in which price of the stores are sorted is not mentioned.

The select store button looks like a check box which confuses the user. There is no button to proceed to next page to select the Purchase Methods. The mapping component and the visibility component of Interface design are violated.

The refresh button also confuses the user whether to refresh the page or to refresh the list.

Severity

The user does not know where to go after he selects the store in the check box.

Fix

A button to proceed to next pages should be available.

The refresh button should be renamed as Refresh Shopping List because the main purpose of that button would be to refresh the list once the user removes an item and the total price is generated according to that.

A button that proceeds to create shopping list page should be inserted in that page in case if the user wants to add more items. A label to select the order of the sorting of the total price and store for user has to be created.

Instruction on removing the items should be made on top of the page. Another option would be getting rid of the refresh button and automatically updating the list with changes made to total price or items when the items are removed or added after visiting the previous page.

Success and Failure Report for Task Scenario#2

The wireframe shows a web page titled "PICK UP OPTIONS" in green. At the top, there is a browser address bar with "www. . . com /". Below the address bar are three input fields: "Province" with a dropdown arrow, "City" with a dropdown arrow, and "Postal code" with a dropdown arrow. To the right of these fields is a blue button labeled "Find.". Below the "Province" field is a red-bordered box titled "Closest Store" containing the text "1) Store Distance & Store Hours & Direction". To the right of this box is a map area with a grid and some green and blue shaded regions, labeled "Powered by Google". Below the map is a "Back" button. To the right of the map are two buttons: "Home Delivery" and "Proceed to Payment".

Action: Enter the address to locate in the maps

This page was made to provide the location of store with few steps. The user does not need to keep typing his address and fill the form. The user is required to select the province, city and input the postal code which saves time.

Action: Click on find button to locate positions

After the input of the address the user is required to click on find button which is clearly visible in the page. There is no error in the design or the place where the button is located.

Action: Look for closest store location and hours

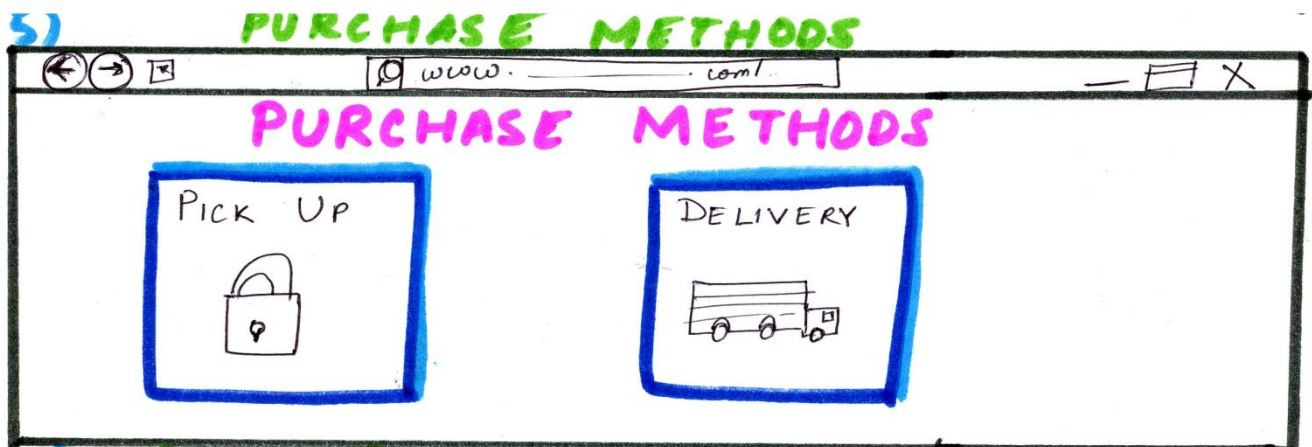
The map and the description on the left hand side of the page clearly show the location details and store hours. When the user already selected the store he wants in the price comparison page, this map and the closest store information box only shows details about that particular store in which the prices are all same even though the same store is located in different places.

After the selection the user can either proceed to home delivery option or proceed to payment.

Fix: The home delivery button in that page has to be removed. An instruction stating that the user can change to delivery option by clicking on the back button should be made in the page. The back button would let the user go back to previous page and change the purchase method.

Success and Failure Report for Task Scenario#3

Action: Click on delivery button in purchase methods page



Fix: This page should tell the user to select the preferred purchase method.

If the user prefers pick up he could select the icon with the bag on it or if the user select delivery he could select the icon with a truck on it. These icons help user to guess the response from the system for pick up or delivery option because the images depict it clearly.

Action: Inputs her home address in delivery page

HOME DELIVERY OPTIONS.

Address Information

Select Your Location

House Apartment Business Campus Hotel Others

Street Address

Suite/ App #

* City

* Province Select * Postal Code

* Additional Info.

ORDER

My Location Not selected Change

My store Not selected Change

Service Method Not selected Change

Order Timing Not selected Change

CONTINUE

Violation

The box called ORDER totally confuses the user because the links “change” would again stay on the same page and let the user to change address and other delivery details. The other labels called my store and service methods are also irrelevant to this page. The timing can be sub part included after additional information box. This is required if the user want to deliver at a specified time.

Severity

Low- My store and Service Method need not to appear on the list

Fix:

A back button should be included if the user wants to change the purchase methods to pick up options. It would be good if the order box is completely removed. There has to include a fill-in box to input the timing and a label called time should be included. Moreover the page should tell the user to input the address and time.

Action: Pay by credit card

9) PAYMENT METHODS

← → [] [] PAYMENT METHOD. — [] X

Payment Info
Balance Due: \$10.00

* Payment Type:

☐ Cash

☐ Pay Online

☐ Credit Card

☐ Debit Card

☐ PayPal

☐ VISA

☒ MasterCard

Confirm & Pay

Violation

It is obvious that the user has to pay at the store if she selects the payment type as cash. The next thing the user has to click on confirm and pay button but this button only suits if the user selects any online payments using credit or debit card. This button does not suit for pay by cash. Here the mapping is violated and needs to be fixed. Moreover if we think about the visibility, we could also notice that there is not button called pay by cash which is a flaw.

Fix

This can be fixed by inserting a new button called Pay By cash in parallel Confirm and pay button.

Summary of the report

There are quite significant typos which need to be fixed in order to adhere to the design principles namely, visibility, feedback and mapping. It is highly important that the user achieve the maximum use of the each functions of this website and experience a friendly user interface. Most errors have to be fixed in order to establish proper guidance and instruction provided to the user. There were errors in which the buttons have to changed and renamed. Moreover the web design has to incorporate simplicity which help user to learn the website easily and fulfill his requirements.