



T.C. MALTEPE UNIVERSITY

**FACULTY OF ENGINEERING AND
NATURAL SCIENCES**

SE 207 01 Human-Computer Interaction

Norman and Shneiderman

Prepared by: Meaad Farag Bayuosef

Examining and Redesigning of website

<https://www.flipkart.com>

❖ Introduction:

We analyzed the <https://www.flipkart.com> website and found some design errors that made it difficult for the user to use.

We will correct these errors based on Shneiderman and Norman rules .

❖ Shneiderman's 8 golden rules :

- 1) Consistency
- 2) Universal Availability
- 3) Good Quality Feedback
- 4) Process and Result-oriented Dialogues
- 5) Failure Protection
- 6) Take Back Operations
- 7) Control Must Be in User
- 8) Reduce Short-term Memory Load

❖ Norman's 6 Design Principles:

- 1) Visibility
- 2) Affordance
- 3) Meaningful matches (Mapping)
- 4) Feedback
- 5) Constraint
- 6) Consistency

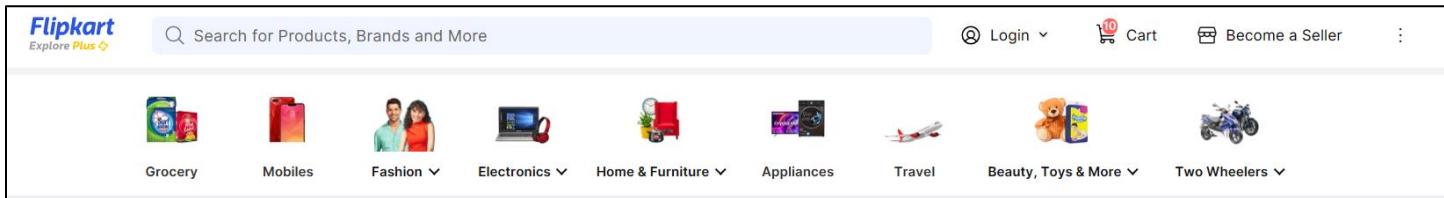
- First: redesign as Shneiderman's 8 golden rules

1) Consistency

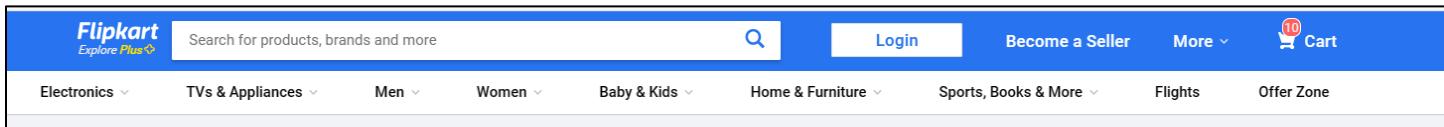
- The menus on the main page differ from the menus on the rest of the pages in terms of form and labels, which confuses the user and provides an uncomfortable experience when navigating between categories. The icons for the basket and the user also change their position when navigating. To solve this problem, we have unified the format and names of the menus in all Pages and make icons also same in place and shape in all pages.

Before

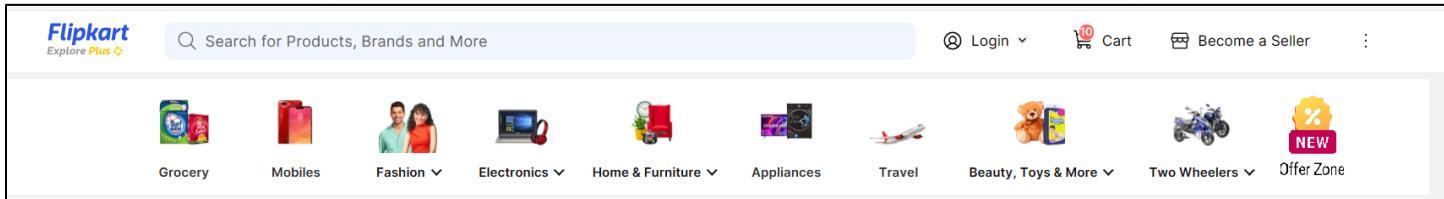
homepage menus



Other pages menus



After



- The design of the pages changes when the user adds a product to the basket and go basket or makes a checkout. We have redesigned these pages to correct this matter and make the site more user friendly and follow the first Schneiderman rule.

Before:

From Saved Addresses

Lenovo 27 inch Full HD VA Panel with TUV Eye Care ... Delivery by Wed Apr 3 | ₹40 Free
Response Time: 4 ms, 75 Hz Refresh Rate
Seller: MTAILOMDEECOM

₹14,690 ₹8,999 38% Off 2 offers applied

1 SAVE FOR LATER REMOVE

PHILIPS S1121/45 Shaver For Men Black, Blue Delivery by Sun Apr 7 | ₹40 Free
Seller: MYTHANGLORYRetail

₹1,100 ₹820 26% Off 1 offer applied

PRICE DETAILS

Price (10 items)	₹2,84,310
Discount	- ₹1,01,796
Delivery Charges	₹320 Free
Total Amount	₹1,82,514

You will save ₹101,796 on this order

Safe and Secure Payments. Easy returns. 100% Authentic products.

1 LOGIN OR SIGNUP

Enter Email/Mobile number

By continuing, you agree to Flipkart's Terms of Use and Privacy Policy.

Advantages of our secure login

- Easily Track Orders, Hassle free Returns
- Get Relevant Alerts and Recommendation
- Wishlist, Reviews, Ratings and more.

2 DELIVERY ADDRESS

3 ORDER SUMMARY

4 PAYMENT OPTIONS

Safe and Secure Payments. Easy returns. 100% Authentic products.

After:

Flipkart Explore Plus Search for Products, Brands and More

Login Cart Become a Seller

Grocery Mobiles Fashion Electronics Home & Furniture Appliances Travel Beauty, Toys & More Two Wheelers Offer Zone

From Saved Addresses

Lenovo 27 inch Full HD VA Panel with TUV Eye Care ... Delivery by Wed Apr 3 | ₹40 Free
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Grocery Mobiles Fashion Electronics Home & Furniture Appliances Travel Beauty, Toys & More Two Wheelers Offer Zone

1 LOGIN OR SIGNUP

Enter Email/Mobile number

By continuing, you agree to Flipkart's [Terms of Use](#) and [Privacy Policy](#)

CONTINUE

Advantages of our secure login

- Easily Track Orders, Hassle free Returns
- Get Relevant Alerts and Recommendation
- Wishlist, Reviews, Ratings and more.

2 DELIVERY ADDRESS

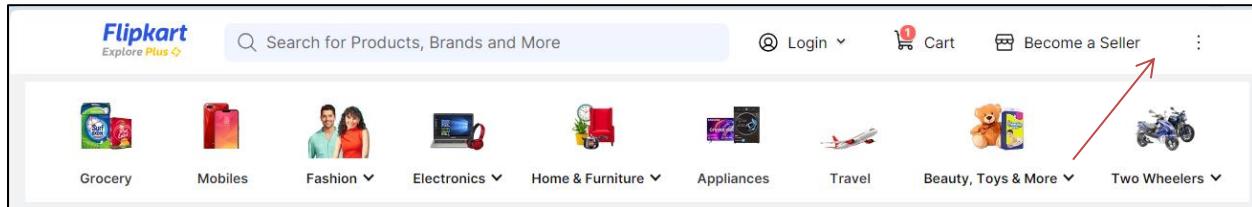
3 ORDER SUMMARY

Safe and Secure Payments. Easy returns. 100% Authentic products.

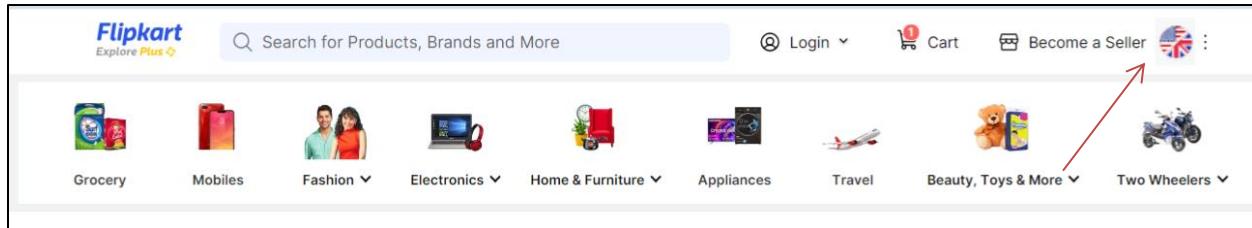
2) Universal Availability

There is no language options. We add a button with flag and add it right side of header

Before:



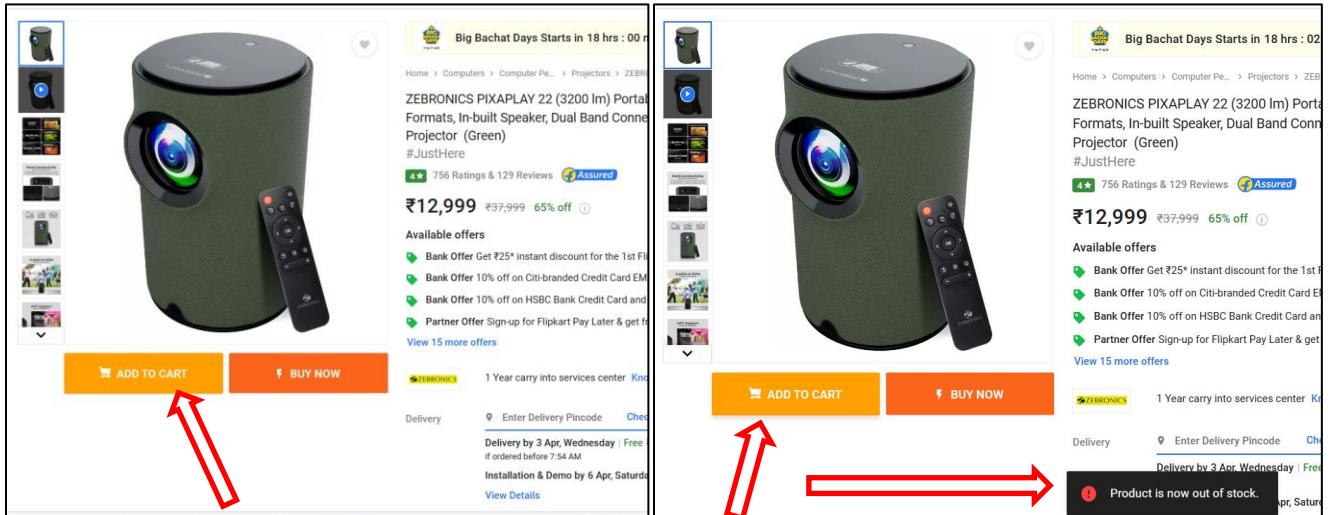
After:



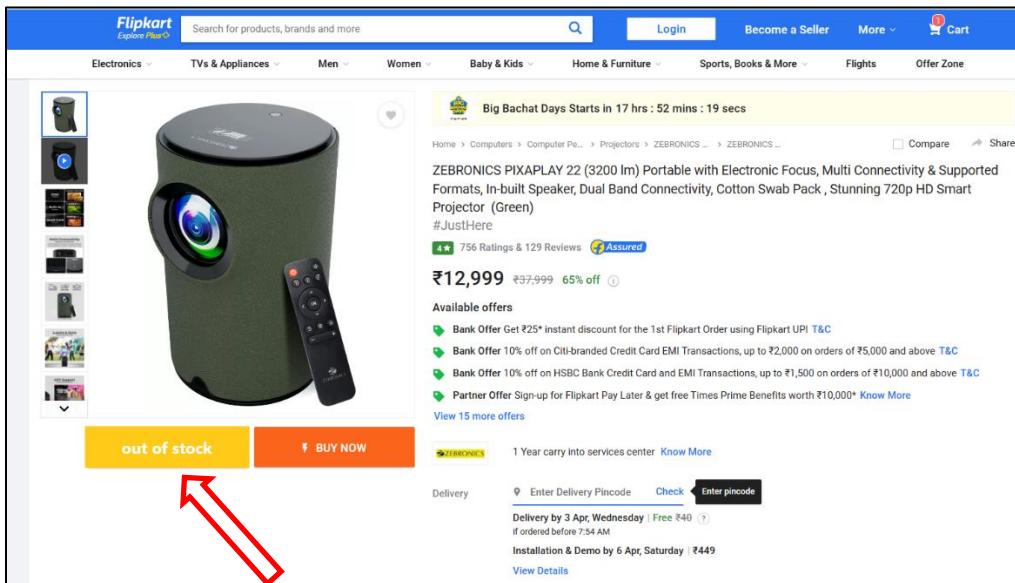
3) Good Quality Feedback

- When a product is out of stock , the “Add to cart” button remains active.If it is out of stock , the button text should be out of stock initially.

Before



After



4) Process and Result-oriented Dialogues

We didn't spot any mistakes about Process and Result-oriented Dialogues

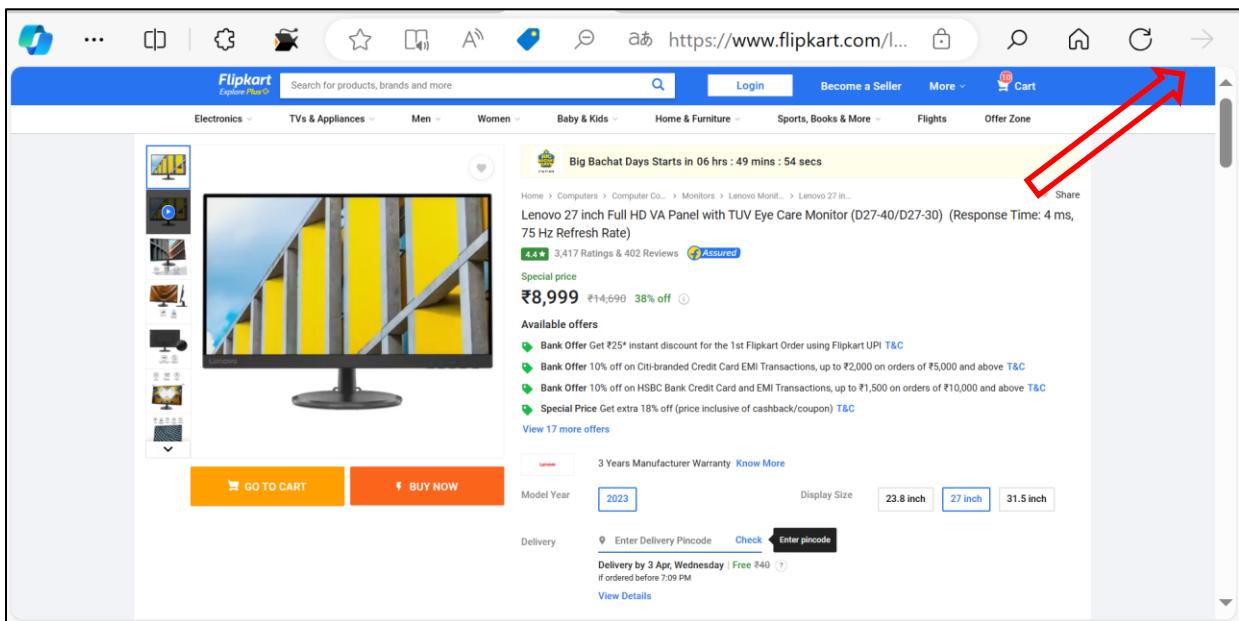
5) Failure Protection

We didn't spot any mistakes about Failure Protection

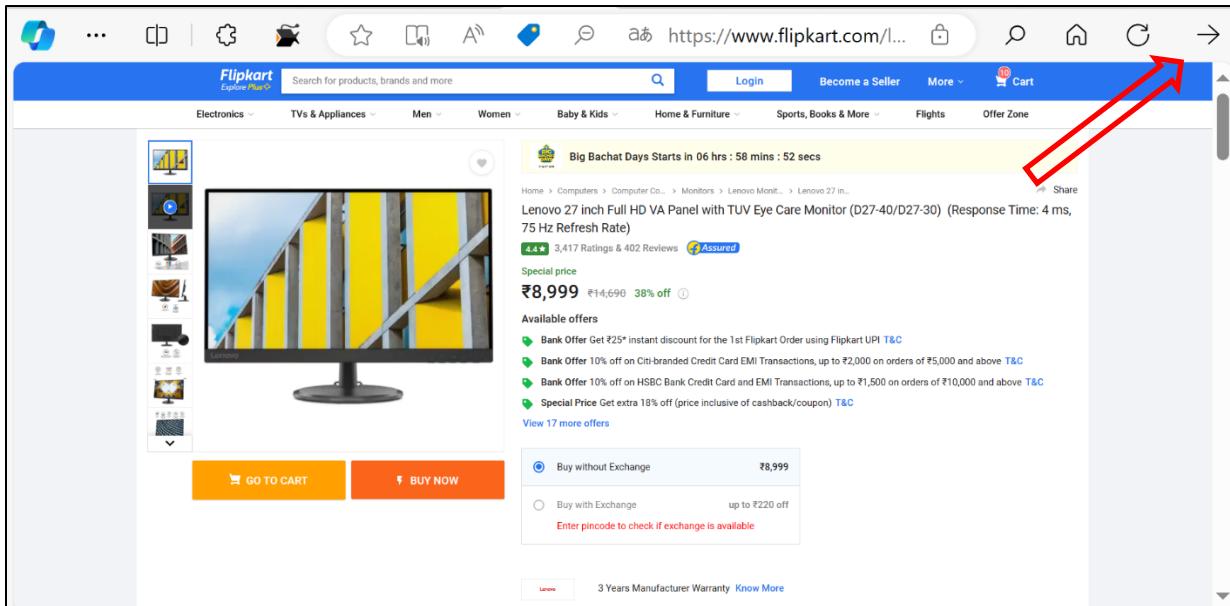
6) Take Back Operations

When we choose a specific category for shopping and then choose a specific product from it, it moves to another page where the product is displayed, and there is no option through which we can return to the products of the same category again to complete the shopping . so we redesigned and make the back option in the browser active to solve this problem.

Before



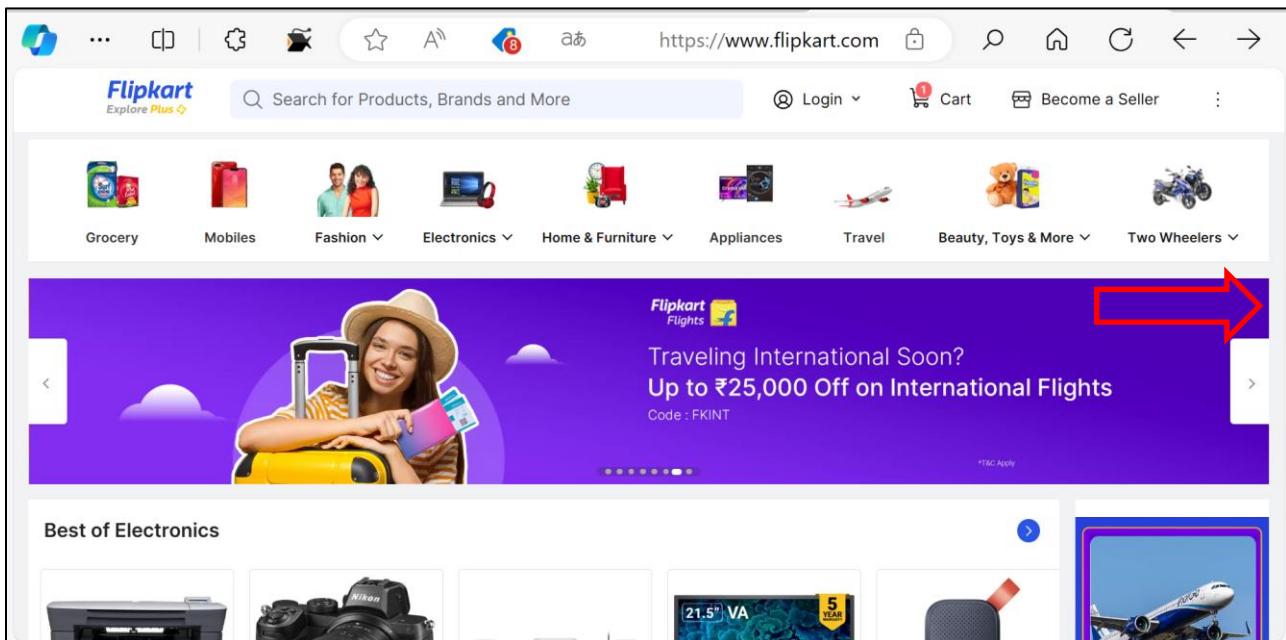
After



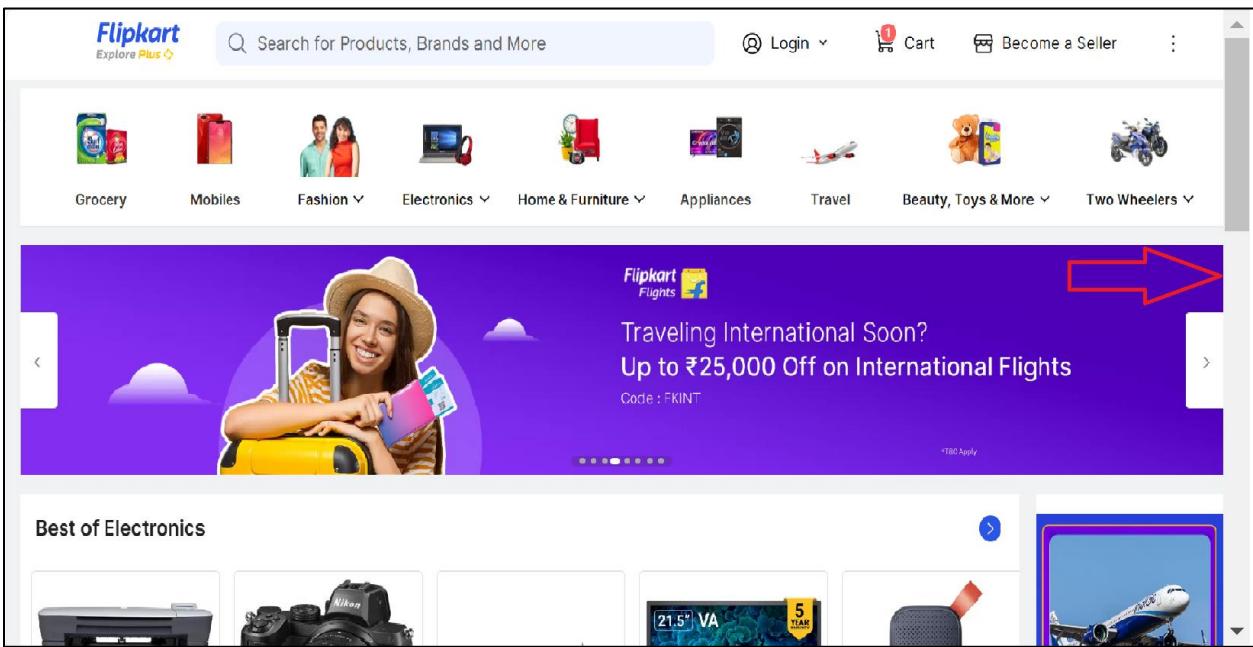
7) Control Must Be in User

- On the site's home page, there is no Scrollbar. And that's makes the user can't scroll down.

Before:



After:



8) Reduce Short-term Memory Load

Before we did the “cleaning” process on the page, there was a lot of bewilderment and confusion useless things that take a lot of time to discover and deal with. An example of this is constantly scrolling products, ads next to the products and there are a lot of products displayed on the home page from all categories . So we did our best to fix and redesign it to be more user friendly

Before:

After:

Never Before Deals!
Flights Starting ₹1,499+
Code: FLYFK

Best of Electronics

- Top Mirroless Cameras
- Printers
- Printers
- Top Selling Dell Keyboard
- Monitor
- Monitors

Beauty, Food, Toys & more

- Gym Essentials
- Non-Gearied Cycles
- String Instruments
- Puzzles & Cubes
- Fiction Books
- TradeGear Exercise Bikes
- Self Help Books

Trending Gadgets & Appliances

- Smart Watches
- Headphone Pouches & C...
- Trimmers
- Motion Controllers

Top Selling Smartphones
Latest Technology, Best Brands

Cricket Must-Haves

- Sunglasses
- Cricket Bat
- Women's Sarees
- Mosquito Nets
- Bedsheets
- Pressure Cookers

Home & Kitchen Essentials

- Clocks
- Wall Decor Items
- Dress, Candles & Holders
- Showpieces
- Stoneware & Wallpapers
- Decor Lightings
- Bulbs

Summer Essentials

- Women's Sarees
- Women's Ethnic Sets
- Smart Watches
- Men's T-shirts
- Sling Bags
- Data Cards
- Puris, Addis ...
- Bra, Tops, Dresses
- Lingerie Chols & Gowns
- Best selling Styles
- Fashion Dresses Infra...
- Trendy Gowns
- Kurtas @ Lowest Prices!

Deals

- Instant Camera
- Save Amazing Deals!
- Apple iPad
- Kurti Sets
- Mirrored Cameras
- Amazing Lehengas

Smart Portable Projectors
From ₹6,999
Entertainment Unleashed!
Unlock a World of Clear Brilliance!

Best of Electronics

- Top Mirroless Cameras
- Projectors
- Printers
- Top Selling Dell Keyboard
- Monitor
- Monitors

Top Selling Smartphones
Latest Technology, Best Brands

Summer Essentials

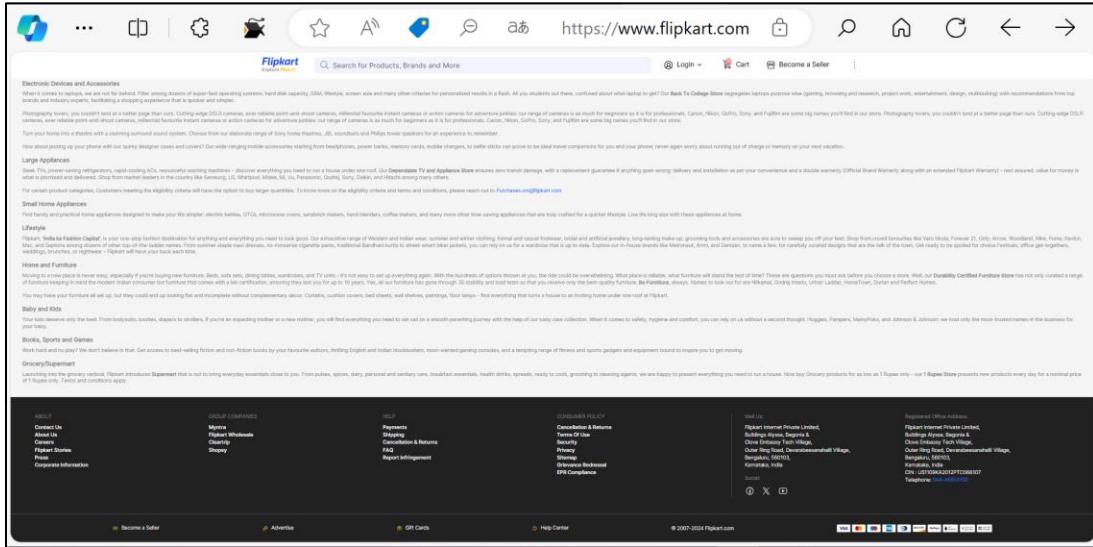
- Women's Ethnic Sets
- Women's Sarees
- Bedsheets
- Pressure Cookers
- Smart Watches
- Men's T-shirts
- Emergency Bulbs
- Dinner Sets
- Bedsheets
- Women's Sarees
- Mosquito Nets

Festive Home Decor

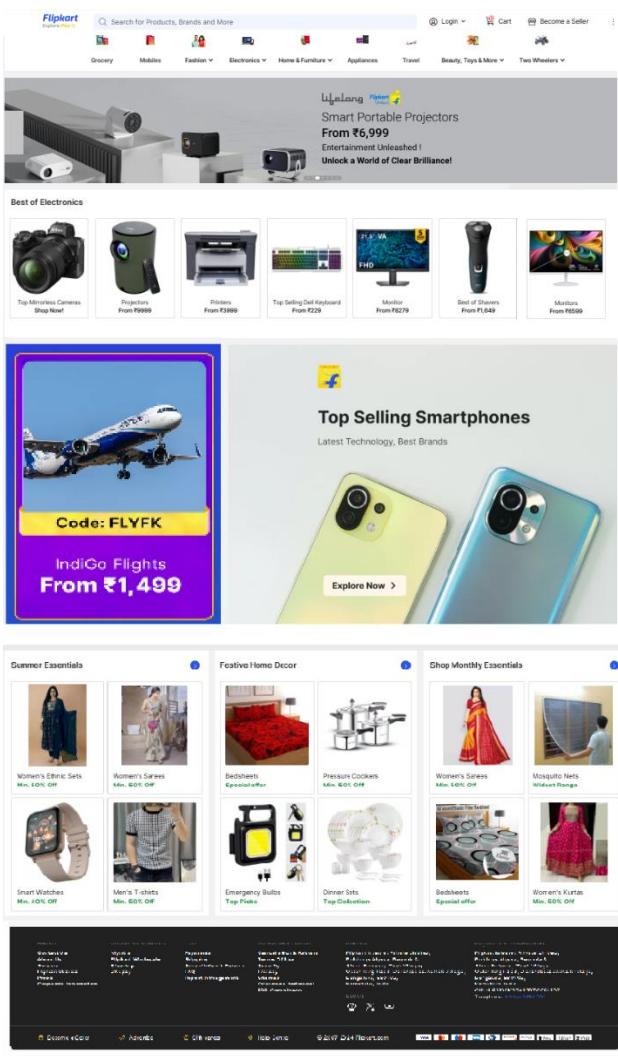
Shop Monthly Essentials

- On the home page, below the displayed products, a lot of information about the site is displayed. There is very large text that confuses the user, and we have removed it from the home page.

Before



After

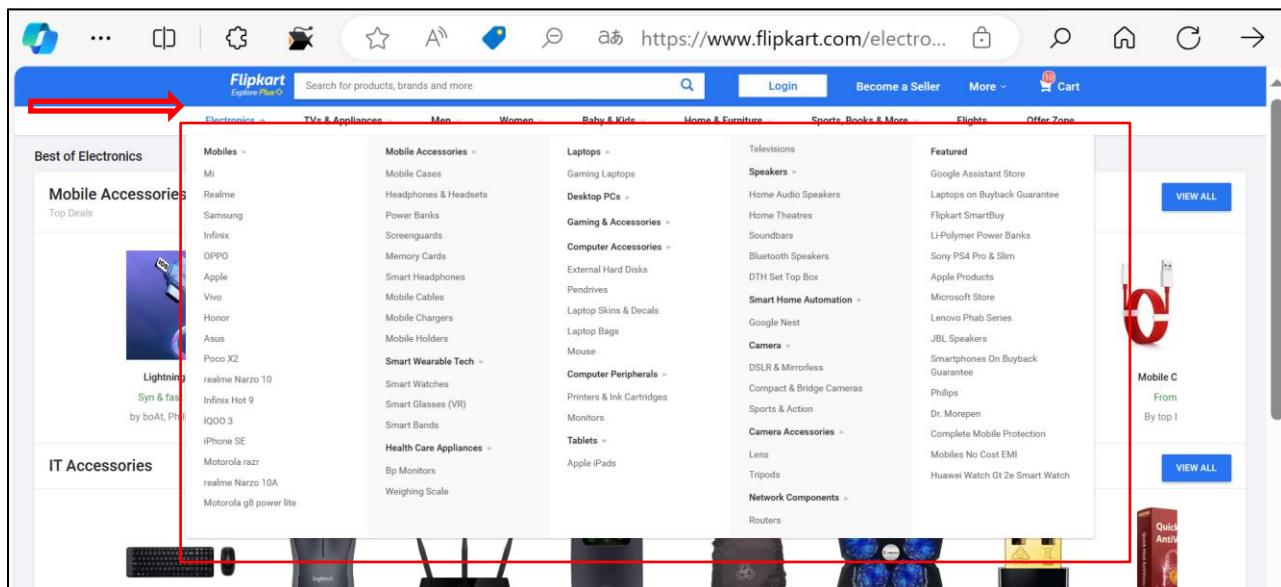


- Second: redesign as 6 Principles of Norman:

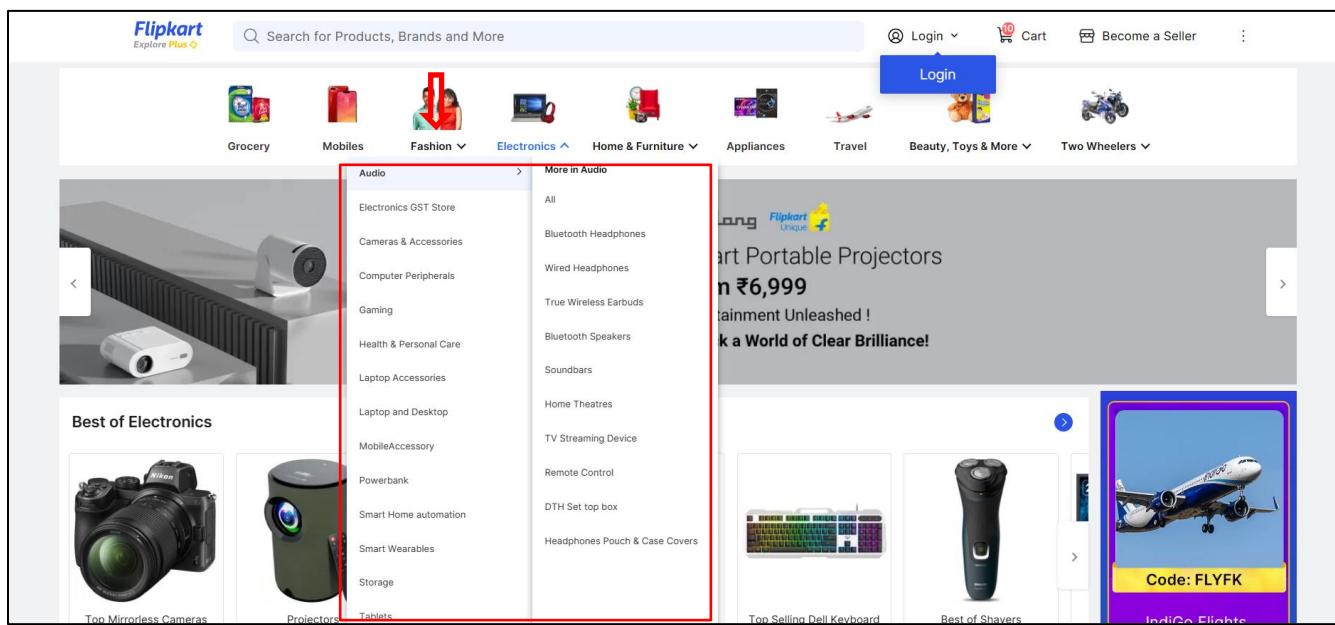
1) Visibility

When we go to pages other than the home page, the menus when opened become greatly expanded and cover most of the page, which is unnecessary, so we have redesigned the menus to appear appropriately in the same way they are displayed on the home page.

Before



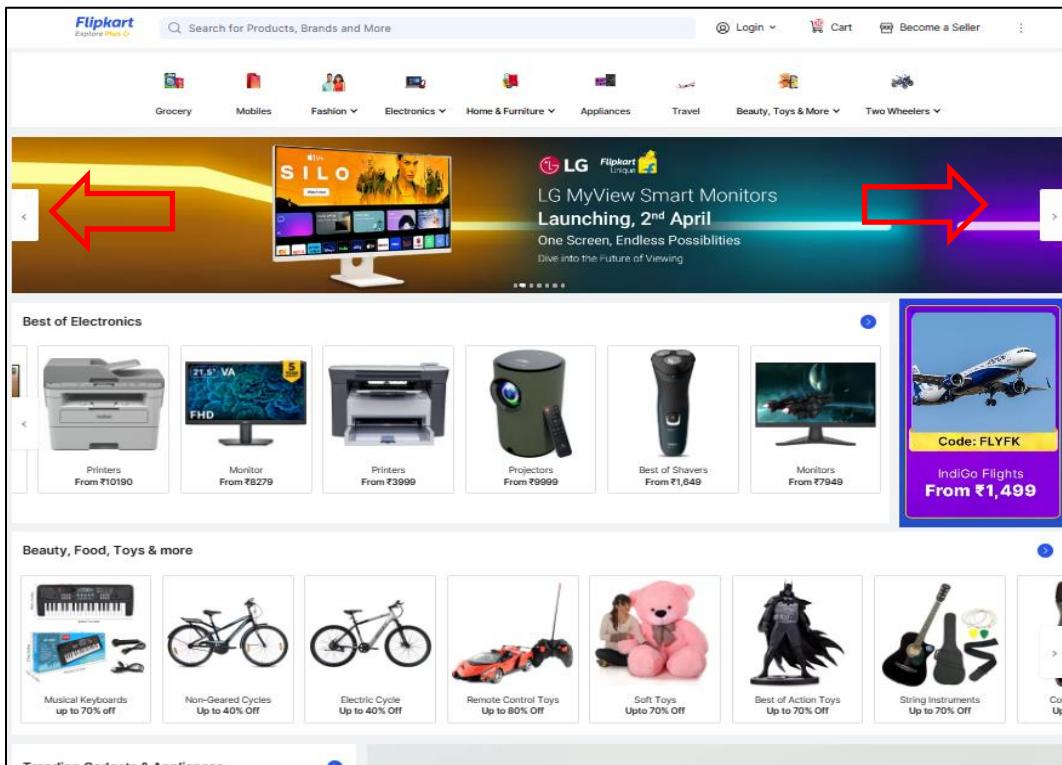
After:



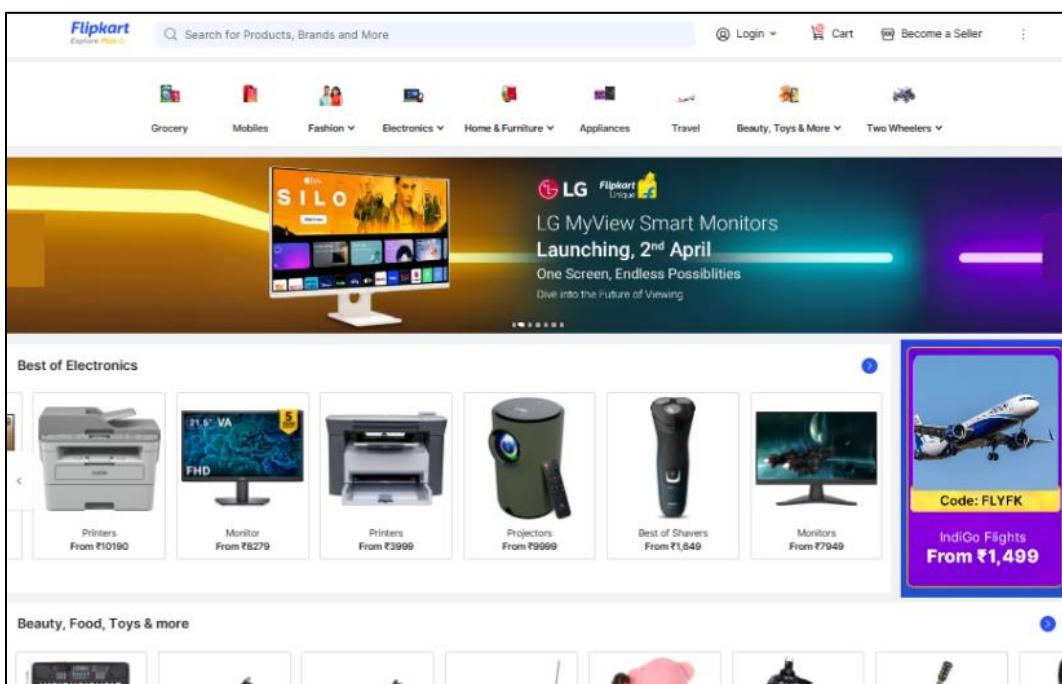
2)Affordance

The scroll buttons on the right and left sides of the Offers pane do not work when pressed and do not scroll or do any reaction, and this is misleading for the user, so we removed them because the offers change automatically and the buttons haven't any function.

Before



After



3)Meaningful matches (Mapping)

We did not spot any mistakes about Meaningful matches (Mapping)

4)Feedback

What we mentioned early in Schneiderman Feedback applies here also

5)Constraint

There are some Constraint on the site, such as requiring registration to complete the order , we didn't spot any mistakes about Constraint

The screenshot shows the Flipkart login page. At the top, there is a blue header bar with the Flipkart logo and the text "Explore Plus". Below the header, there is a blue navigation bar with the number "1" and the text "LOGIN OR SIGNUP". The main content area has a white background. On the left, there is a text input field labeled "Enter Email/Mobile number". To the right of the input field, there is a section titled "Advantages of our secure login" with three bullet points: "Easily Track Orders, Hassle free Returns", "Get Relevant Alerts and Recommendation", and "Wishlist, Reviews, Ratings and more.". Below the input field, there is a small note: "By continuing, you agree to Flipkart's [Terms of Use](#) and [Privacy Policy](#)". At the bottom of the main content area, there is an orange button labeled "CONTINUE". Below this, there are three more sections: "2 DELIVERY ADDRESS", "3 ORDER SUMMARY", and "4 PAYMENT OPTIONS". Each of these sections has a small number and a corresponding title.

6)Consistency

What we mentioned early in Schneiderman Consistency applies here also