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Project 3 Part 2: Implementation and Testing

Cognitive Walkthrough:

Note: Because our project has over 40 screens, we decided to do the cognitive walkthrough on the most important screens.

I. Create Account

1. Will users try to achieve the right result?
Yes, the right thing is apparent. We need to create an account and that is expressed clearly.
2. Will users notice that the correct action is available?
Yes and no. Four of the input boxes on this screen are noticeable but the fifth and sixth input boxes are not as intuitive. For example, the phone number input box is not properly labeled, and the email input box has an email written in it and is not with all the others. We also have a clearly labeled continue button which a user would naturally press after inputting.
3. Will users associate the correct action with the result they're trying to achieve?
Yes and no. For the same reasons as above, a user would not be able to tell that they need to input the phone number and email. More so the email as it does not look like you need to put anything in that input box.
4. After the action is performed, is there visible progress toward the goal?
Yes, after hitting the continue button the screen will trigger an error system that explains what is wrong with incorrect inputs.

II. Login

1. Will users try to achieve the right result?
Yes, we think a user can recognize that this is the screen they need to login to in order to get to the main content of the site.
2. Will users notice that the correct action is available?
No, the correct action on this screen is not noticeable. The login button does not log you in and reset password does not reset your password. Furthermore, in order to login, the user must press the actual "Login" word which is not intuitive.
3. Will users associate the correct action with the result they're trying to achieve?
No, like we mentioned the buttons do not allow a user to achieve the goal that they are labeled as. We also think that having to hit the "Login" word is not

something that a user can tell unless they have to start over and come back to this screen several times (as the other buttons will delete the account).

4. After the action is performed, is there visible progress toward the goal?
Assuming the user correctly clicked the “Login” word, then yes. This will error similarly to the Create Account page. They need to input the exact same username and password they did in creating their account. However, assuming the user clicked the other two buttons, then no. They would see no progress toward logging in as their account has been deleted and they must start over.

III. Browse Products

This is assuming they have the screen with the pop-up

1. Will users try to achieve the right result?
To define what the right thing is in this instance, we thought it would be to be able to get to a page where you can look at the products and click on them to get more information or add them to your cart. To answer the question no, we think that a user will get stuck on the Card Pass screen after clicking on the “Subscribe to Cardpass” button.
2. Will users notice that the correct action is available?
No, the ‘X’ button on the pop-up ad is hardly visible. Although the button works, a typical user would not notice that this would get rid of the ad in order to get to view the products.
3. Will users associate the correct action with the result they’re trying to achieve?
Yes, from this screen’s standpoint the only buttons you can press are the ‘X’ and the subscribe button and they both do what they say they do. Assuming that they click the ‘X’ they can get on to viewing the products.
4. After the action is performed, is there visible progress toward the goal?
Assuming the user clicked the ‘X’ button they are now able to view the products and click on them. If we assume that the user clicked to subscribe, then no as they are sent to a screen that is not viewing the products.

This is assuming the user has the screen without the pop-up

5. Will users try to achieve the right result?
Yes, this screen, although hard to look at a bit, conveys the message that they can click on products and navigate through screens with the nav bar. We think that users will try to click on the photos to see product details.
6. Will users notice that the correct action is available?
Yes, the pictures are apparent and noticeable as being something you can click on to view a product about Pokémon cards.
7. Will users associate the correct action with the result they’re trying to achieve?

Ignoring the nav bar, which is there for style reasons, a user will associate clicking a photo with viewing the product details as this is a conventional way of doing this sort of action.

8. After the action is performed, is there visible progress toward the goal?
Yes, upon clicking a pack, there is visible progress as now they can view the product details. Although clicking different pack photos will bring a user to the same pack visual screen which is probably not what a user wants to do. So, in this aspect the answer could be no. Overall though, the user is able to view the product.

IV. Cart

1. Will users try to achieve the right result?
No, a user must click the add to cart button on the right-hand side in order to move on to a screen that allows one of the checkout buttons to work. Furthermore, this screen is not labeled with anything to signify that this is the cart other than maybe the sarcastic phrase saying they will purchase something which might be confusing.
2. Will users notice that the correct action is available?
No, we thought that the user would not typically want to purchase anything additionally once reaching this screen so the “Add to Cart” button would not be the thing they are looking to do. This button is noticeable in the box its in but we don’t think the user would try to click this button first nor think that it is the correct action to move on closer to checking out.
3. Will users associate the correct action with the result they’re trying to achieve?
No, as previously mentioned this is not the button a user would typically think to click in order to move onto the checkout screen. Furthermore, none of the checkout buttons actually work so clicking them would do nothing and confuse the user as to what they need to do to move on.
4. After the action is performed, is there visible progress toward the goal?
Assuming the user clicked the “Add to Cart” button there would not be visible progress toward the goal because the next screen only signifies that they have additionally added something to their cart, not that they can get to the checkout from there.

V. Checkout

1. Will users try to achieve the right result?
Yes, the user can tell that this is a checkout screen from the “Tell us who to send this to!” text along with the input boxes and the cart visible with it. However, this is not labeled as “Checkout” the user could probably still conclude that this is a checkout type of screen after thinking a bit more than a typical checkout screen.

2. Will users notice that the correct action is available?
Yes, the input boxes are obvious and the continue button is also noticeable at the bottom of the screen.
3. Will users associate the correct action with the result they're trying to achieve?
Yes, as the input boxes and continue button are noticeable, they are also a conventional type of style which a user would associate with the correct action.
4. After the action is performed, is there visible progress toward the goal?
Yes, they will be brought to a screen that requires the user to do the exact same thing with different information. The user will associate the same actions to this screen and think that progress is being made as they enter more information.