



Exercise : Compare the top ten sites!

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Website compare : <https://www.amazon.com/> and <https://www.digikala.com/>

Learnability : Learnability considers how easy it is for users to accomplish a task the first time they encounter the interface and how many repetitions it takes for them to become efficient at that task.

1. choose your product category or search your product
- 2.click on desired product
- 3.see all reviews and every detail
- 4.click on add to list
- 5.register or login
- 6.pay
- 7.done

Learnability is really really good in these website it doesn't take many repetitions to become efficient in this main task.

Efficiency : relates to how fast a user accomplish tasks once he or she has learned to use a system. The basic idea behind it is that, as you use a computer system more and more, your level of

expertise in use of that system increases, thus lowering the amount of time that it took you to do a particular task.

As you have seen above a user can accomplish tasks as fast as it could be and everytime user will become faster and system would become more efficient for them.

Memorability: When users return to the design after a period of not using it, how easily can they reestablish proficiency?

Memorability is very good in this website every element is just where the user want them to be and it is really easy to navigate through website for the first time.

Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

Everything is perfectly designed and it is a minimal design which makes it hard for user to make mistakes but if they do system responds efficiently like if you mistype or make a mistake the system will tell you exactly what went wrong.

Satisfaction: How pleasant is it to use the design?

As I said design is minimal and it is all well structured

Amazon is more minimal than digikala and has less animation which makes it faster

Feedback: when user hovers on navigation bar a border will show up which gives user a feedback of where the mouse is

In the homepage it would have been nicer in amazon that when I hover or hover on a category it showed me a feedback like the image got bigger. Or when I hover on a product in both websites it would have been nice to show a preview of the details of the product.

Internal consistency: visual consistency from the different elements within the interface is very high.

External consistency: consistency of our interface with other similar products.

Website compare : <https://www.ebay.com/> and <https://www.baneh.com/>

Both of these websites have minimal design.

In ebay when user hovers on a product it gives a feedback but in baneh it doesn't have a feedback on products.

Accomplishing a task in both of these website is very easy (high learnability) and is super fast (high efficiency) after coming back to these websites after a couple of times you will know what to do very fast and user will go through 10 steps that was said above easily

Its really hard for a user to make a mistake because of their very well design it would have been nicer if ebay had more style to it and it seems that they don't need ads to run their business so they can just remove ads part in the main page at top

Specifications

Headphone

Driver Size 0.22" / 5.6 mm
Design In-Ear (Intra-aural)

General

Frequency Response 10 Hz to 22 kHz
Impedance 16 Ohms
Noise Attenuation None
Controls/Microphone Location Earpiece (Side Unspecified)
Storage Capacity None

Microphone

Number of Mics 1

Wireless Connectivity

Bluetooth Profiles A2DP 1.3
AVRCP 1.6
HFP 1.6
HSP 1.2
Bluetooth 4.2
Frequency 2.4 GHz (2402 to 2480 MHz)
Transmitter Power 9.5 dBm
Bluetooth Transmitter Modulation $\pi/4$ DQPSK, 8DPSK, GFSK
NFC None

Battery

Battery Chemistry Lithium-Ion Polymer (LiPo)
Capacity (mAh) 85 mAh
Runtime 4 Hours
Quick Charging Times 15 Minutes for 1 Hour
Recharge Time 2 Hours

Charging Case

Additional Runtime 20 Hours
Capacity 1500 mAh
Charging Interface Micro-USB

Physical

IP Rating IPX5
Weight 3.5 oz / 99 g

Packaging Info

Package Weight 0.6 lb
Box Dimensions (LxWxH) 10 x 8.85 x 2.15

In this part it would have been nice to use a table to show specifications.

In baneh website

کاربران محترم : در حال طراحی جدید فروشگاه هستیم لطفاً برای مشاوره تلفنی با «۰۲۱۷۷۷۷۷۷۷» و «۰۲۱۷۷۷۷۷۷۷» تماس بگیرید.

Making those phonenumber clickable so that user could call instead of typing the number in would have been nice.

Makes people to register when they want to buy sth.

Website compare : <https://www.alibaba.com/> and <https://etma.ir/fa>

Etma has nice feedback when I hover on their product so does alibaba both have very nice internal and external consistency.

When I hover on a product in etma I can rate which isnt proper because I might be a user who havent used the product at all but I can still rate so rating should be able only for those who have bought the product.

Both designs are minimal

In etma taking a loan is only for specific people and not for all ...

In alibaba it has a section for their special offers which is great!

Website compare : <https://www.ebid.net/us/> and <https://esam.ir/>

Both of these websites are both selling and auction websites in them both when I hover over products I don't get a feedback

When user enters ebid they can see shop or sell in an instance so users will divide by what they want right away.

In esam in header they have a writing which says that we work with a system which guaranties that you can take your money back that writing will build trust between users.

Website compare : <https://www.rakuten.com/index.jsp>

and <https://takhfifan.com/offers/online-shops>

user can buy stuff in both of these websites with discount. When user enters rakuten website they have to register first which isnt efficient both designs are minimal

in rakuten we get feedback when we hover on a product or on a button everything is aligned and well designed and user can see their credentials and their deposit easily they both have good internal and external consistency

in takhfifan there isnt any feedback when user hovers on buttons or anything when user scrolls down they can see all categories that are fixed on the page which makes it easier to navigate through the website.

Website compare :

<https://www.carphonewarehouse.com>

and <https://www.mobit.ir/>

mobit looks a lot like digikala so it is well designed but it doesn't give users feedback like hovering but when user clicks on button it has onclick feedback it is userfriendly it doesn't have 3D images for its products and some products cant be bought more than a specific numbers

carphonewarehouse does have feed back on its products when user hovers on items on navigation bar user has to click outside of the box so it would be closed which doesn't have external consistency.

Website compare : <https://www.wayfair.com/>

and <https://bolej.ir/>

they both are about buying furniture for house

in bolej it has nice animation effects the carousel navigations should be inversed it has good internal consistency but not much external consistency it has too many animations which might make website slow

they both have nice feedbacks

in wayfair website in its navigation bar it would have been nice if items had more space between them and its so minimal

Website compare : <https://www.wayfair.com/>

and <https://www.ruelala.com/boutique/>

they both are sales sites for clothes

in ruelala when user enters it wants user's password and email which is not good because user might just want to visit website and not shop.

It doesn't give user feedback and it definitely doesn't have external consistency but internal consistency in both of these websites are nice

Digistyle design is minimal and its so easy for user to accomplish tasks so it has high rate of learnability

Website compare : <https://www.chrono24.com/>
and <https://www.iranTIMER.com/>

iranTIMER doesn't have feedback for all of its product but chrono does

chrono doesn't have a hover effect and feedback when user hovers on items in navigation bar.

IranTIMERS main page has an ability of filtering the type of watch that you want which is nice. It has nice animation effects in both of these websites brands and every details can be filtered

Website compare : <https://www.carmax.com/>
and <https://www.hamrah-mechanic.com/>

according to your budget carmax filters cars for you or by the type that you want but in hamrah-mechanic filters are much less and user has to look for specific car that they want more which isnt all that much efficient

products doesn't have feedback on them but both of their headers have nice hovering effect

in carmax user can also trade their car

hamrah-mechanic also has loan part for its users.

Website compare : <https://www.coolblue.nl/en/laptops>

And <https://lotuslaptop.com/>

Coolblue doesn't have external consistency and doesn't have feedback on products when user enters their website and looks at their header website builds trust with user because they list all the reasons why user should buy from them.

Lotus builds trust with user In their footer by showing them all the trustworthy logos that they have achieved

It has nice animation to all of its products they also have a part when user can chat online which also builds trust with user which coolblue doesn't have that feature.

