

# **Prototype and Usability Evaluation**

**for**

## **Deal Finder**

**Version 1.1**

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# Introduction

## Purpose

The purpose of the document is to specify the prototype for the project designed to aim at making the online shopping experience for the shopper easier by finding the optimum deals from various e-commerce websites for a given product type. It includes the conventions, Prototype Description, Prototype Evaluation, Evaluation Team Reports and analysis of reports with proposed changes to the prototype .

## Document Conventions

<i>TERM</i>	<i>EXPLANATIONS</i>
<i>Deal</i>	Design card of (product details + price of that particular product from a particular E-Commerce website)
<i>Bookmark</i>	A way to save the deals generated in the user's profile
<i>Unmark</i>	To remove bookmarked deals.
<i>Placeholder</i>	A placeholder is a character, word, or string of characters that temporarily takes the place of the final data

## **Prototype Description:**

The prototype created by our team for the deal finder is a medium fidelity vertical prototype with two representative use cases. The presentation submitted herewith defines these use cases for easy evaluation of the prototype.

The use cases chosen:

- 1) Browse by product name
- 2) Bookmark deal

The purpose of the website is to help users find the best possible deal for them. Browse by product name using the search bar will be a primary functionality in our website. It will be the most used part as hence can be the first representative use case. The logged-in users will want to save the deals searched by them and they will have a bookmark option for the same. This functionality will help ease the experience of the users. They can bookmark deals from the product list and also see their bookmarked deals under the Bookmarked Deals section from the my-account page. They can also directly go to the product link to buy or remove bookmarked deals.

## Prototype Evaluation:

**Evaluation Technique employed:** The technique employed for usability evaluation of the prototype is cognitive walkthrough. Four developers were given two tasks on the prototype and asked follow-up questions. Their report and answers are given below along with our analysis of their reports and the changes we propose to do after this evaluation.

Following are the tasks:

### **Task 1 : Search deals for “dresses” from various E-commerce websites**

The first task in our vertical prototype is **Browse by Product Name** module (module 4 of Design Document), wherein we ask our evaluator to search for deals for dresses using our prototype.

**Expected steps needed to complete the task (provided to the evaluator later):**

- 1. Go to the search bar at the top of the page.**
- 2. Write product name/details (here “dresses”).**
- 3. Click the search icon.**
- 4. Scroll up and down the page of deals to select the suitable deal.**

**Follow up questions:**

**Q1.** Was the search bar easy to find out?

**Q2.** Was it clear what to enter in the search bar?

**Q3.** Could you easily open the list of deals for the product entered?

**Q4.** Was the name of the E-commerce website for each product clearly visible?

**Q5.** Was anything about the interface confusing to perform the specified task?

### **Task 2: Bookmark a Deal and find the bookmarked Deal**

The second task in our vertical prototype is **Bookmark Deal** module (module 5 of Design Document), wherein we ask our evaluator to bookmark a deal from the searched list of deals and then look for all the bookmarked deals, assuming the user is already logged in.

**Expected steps needed to complete the task (provided to the evaluator later):**

1. Write product name/specifications and search.
2. Hover over product image.
3. Click on the bookmark icon(Heart shaped).
4. Go to My Account option on the navigation bar.
5. Go to the Bookmarked Deals section on the left.
6. Remove bookmarks or use Deal links to buy.

### **Follow up questions:**

- Q1.** Could you find how to bookmark your desired deal ?
- Q2.** Did you face any difficulty identifying the bookmark icon ?
- Q3.** Was the feedback for the task informative?
- Q4.** Is it clear where the bookmarked deals will be visible?
- Q5.** Were you able to find the product link from the bookmark items page ?
- Q6.** Could you figure out how to remove bookmark from a deal ?

## **Evaluation reports:**

### **Evaluator 1: Name - Parth Bakare:-**

*Evaluator Persona:- Third year college student in the computer science department studying software development. He has contributed to multiple learning projects and is familiar with using web applications daily.*

### ***Task 1:***

Feedback-- The search bar is appealing and easy to figure out at the top of the website. The search button beside is similar to other contemporary websites. The next page with the product list comes up as expected after the search. Product names along with the price tag accompanied by pictures of the deal looks clean and very much handy to select the best deal.

Follow up Q&A:-

Ans1. YES, it was easy to find out and easily visible.

Ans2. YES, it was clear.

Ans3. YES, the search icon is observable which makes searching deals really easy.

Ans4. YES, it was somewhat visible but the aspect ratio needs to be increased. Since at first sight it has a high chance to not be observed.

Ans5. NO, all of the icons and images were very clear and were easily recognisable at once.

### ***Task 2:***

Feedback-- The bookmark icon is not visible at first sight as the background hinders the visibility of the bookmark icon. Confirmation or some kind of feedback is expected for bookmarked products. The bookmark tab under my account section does create a little difficulty to figure out. Inside the bookmark list page, deals are very clearly listed but would expect an option to sort bookmark deals with some filter options or grouped by categories.

### **Follow up Q&A:-**

Ans1. NO, the bookmark icon is placed differently as compared to contemporary styles which makes bookmarking difficult. Also no feedback for a successful method was provided.

Ans2. NO, there was no difficulty in identifying the bookmark icon, as it was rightly placed beside the cart icon.

Ans3. NO, I could not figure out any feedback mechanism for bookmark task, if there was any.

Ans4. NO, it was not easy to find, rather a bookmark list option in header would be better.

Ans5. YES, it is perfectly placed which makes it pretty easy to figure out.

Ans6. YES, the delete icon is easy to identify and understandable.

### **Evaluator 2: Name - Drishti Chouhan:-**

*Evaluator Persona:- Third year college student in the computer science department studying software development. She has developed a website for the annual college fest and is adept at using technology.*

### ***Task 1:***

Feedback-- It was a comfortable experience with all things easily visible and a simple but efficient prototype. The symbols are similar to the conventional ones used on other online platforms making the experience very intuitive.

Follow up Q&A:-

Ans1. YES, The search bar was clearly visible.

Ans2. YES, it was perfectly clear from the placeholder.

Ans3. YES, the search icon is clearly visible.

Ans4. PARTIAL. It was visible at first but when I hover on a deal the name isn't visible clearly because of the same font and background color.

Ans5. NO, it was a smooth interface

### ***Task 2:***

Feedback-- The bookmark deal functionality isn't visible until you hover over the deal by mistake. It should be present on the main screen itself, perhaps besides the product rating so that the user knows about it instantly. Secondly there is no change on the screen to notify the user whether the deal is bookmarked or not. Finding the list of bookmarked deals is also not very easy. Although once on that page, the price and deal link and un-bookmark options are pretty clear and conventional.

Follow up Q&A:-

Ans1. NO, not intuitive.

Ans2. YES. It should be on the main screen.

Ans3. NO. There was no visible change to identify whether a deal is bookmarked or not.

Ans4. NO, A bookmark icon should be included for direct access.

Ans5. YES, it was clear.

Ans6. YES, the delete icon was pretty clear.

### **Evaluator 3: Name - Tejas Khairnar:-**

*Evaluator Persona:- Software engineer at a technical firm for three years. He has developed various applications with his team and is now in line to become the tech lead of the team.*

### ***Task 1:***

Feedback-- The process was largely clear and simple but some design improvements in the design card of the product like better text color and background color combination, better font sizes etc will go a long way to make the UI better.

Follow up Q&A:-



Ans1. YES it was clearly visible and was easy to find out.

Ans2. YES it was clear because of the “Product name and specifications” written.

Ans3. YES Easily visible search icon easily shows you the deals.

Ans4. PARTIAL. Better design can be made, maybe the logo of the E-commerce website can be added to make it more catchy and visible.

Ans5. NO, almost all things are clearly visible.

### ***Task 2:***

Feedback-- The process is simple but it's a little hard to find the bookmark option and place where bookmarked deals are kept.

Follow up Q&A:-

Ans1. NO, It was quite unclear because it only shows bookmark option when you over the deals icon

Ans2. NO, the icon was clear after you moved the cursor over the deal.

Ans3. NO, there was no informative feedback.

Ans4. YES, I found out but an icon in the header would serve the purpose better.

Ans5. YES, it was easily visible.

Ans6. YES, the delete icon was easily visible.

### **Evaluator 4: Name - Gulsheet Kaur :-**

*Evaluator Persona:- UX designer at a software firm. She has contributed to many projects for the user interface and is experienced in development scenarios as well.*

### ***Task 1:***

Feedback-- The website has a slightly bold color choice. The parts of the pages with buttons are clearly visible but a soothing color could give an easier experience. The search function is pretty intuitive and simple to use. It's easy to understand the next step having used standard websites in the past.

Follow up Q&A:-

Ans1. YES, it was easy to find out and placed well in the centre of the page.

Ans2. YES, the text made it clear what to enter.

Ans3. YES, the search icon is conventional.

Ans4. NO, it would be better if logos or the conventional colors of those websites were used.

Ans5. NO, it was not confusing but can be made more aesthetic.

**Task 2:**

Feedback-- The bookmark task was comparatively tougher to follow than task1. The steps were simple but it lacked feedback from the website after each step. The function seems useful as users may need to save deals to buy after some time.

Follow up Q&A:-

Ans1. NO, the button should be visible without the hover as well or the website may require instructions for use .

Ans2. NO, the bookmark icon is self explanatory.

Ans3. NO, there was no feedback for clicking on the bookmark button to show that the task was successful

Ans4. NO, it would be tough to find the location of these saved bookmarks.

Ans5. YES, the table was clear and readable.

Ans6. YES, the table has a dustbin icon for delete which is easy to identify.

# Analysis of Evaluation reports:

## Cumulative Evaluator Feedback:-

The evaluators thought that the prototype is conventional and easily usable in most cases. The use cases shown were understood by them though some steps may have been obscure.

Searching for the deals was easy as the search bar and placeholder made it clear. There were suggestions to make the product card in the deals list better. The E-Commerce website of a particular deal was not as clearly visible to evaluators as it should be. While hovering over the deal the color of “E-Commerce Website” and background becomes the same that leads to the text getting hidden in the background.

Bookmarking deals task was understandable but slightly confusing because the bookmark button is only visible on hover. The feedback on bookmarking a deal from the website is not good. Opinions were found pertaining to the difficulty in finding where to look for the bookmarked deals. The location of the saved deals was not clear to all evaluators.

## Improvements we think should be made:-

1. The bookmark icon on a deal should be easily visible and should be obvious how to bookmark a deal.
2. We should give a shortcut to see bookmarked deals, so that it's not necessary for the user to go to my account to see bookmarked deals
3. Font sizes and styles should be made better where the name of the E-Commerce website is written on a deal.