

The Expeditioners

Week-6(Wednesday, 30-09-2020)

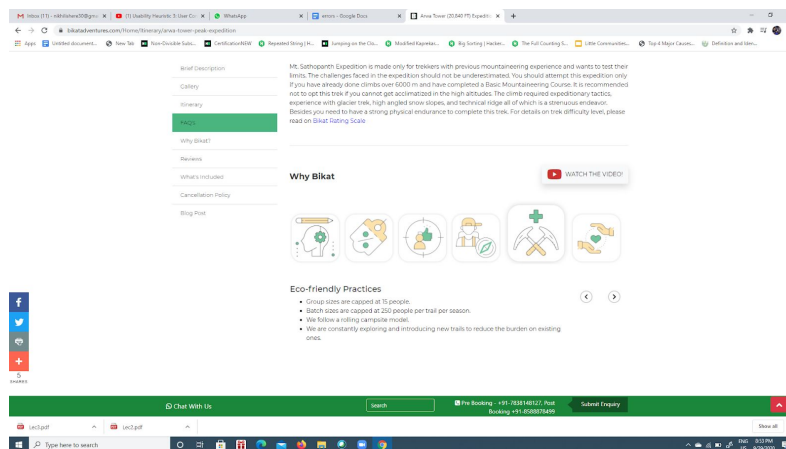
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Further analysis on the heuristics

Visibility

1. The filters are provided but in the end, so the user would not know if he has to scroll down and look for the filters.
2. The arrow to swipe images on the main page is of white color so, in some of the images, the arrow becomes invisible. Needs to be of some different color.
3. I switched to some other page, and the net is slow, with no feedback on the page that please wait and do not press the reload button.

Match between the real world



1.

What do these logos mean??? The user can understand it only after they click on it. It needs to be related more to the real world.

User control and freedom

After clicking the rent gear button, we go to another page, and then there's no option to get back to the previous page, rather there's just a home button that will redirect us to the main page. So the user will be hesitant to click it.

Recognition better than recall

The existing site does not have any functionality to bookmark the treks. So, whenever in future the user visits the website, he/she will have to recall the trek which they viewed last time. By implementing a bookmark section in our website, we can resolve this issue.

Aesthetics

On further analysis of "Bikat Adventures", the site doesn't seem to have much in terms of aesthetics, just simple icons, and colors that appeal to a crowd that just wants to book a trek and leave rather than stay and explore. Hence we wish to improve on this so that this site not only appeals to an older but also a younger crowd as well.

Conclusions

From the analysis drawn from the previous report, through Nielsen's heuristics and Norman's 7 Stages of Action, we found certain things that obeyed the previously mentioned principles that we wish to implement and certain drawbacks/loopholes in the website that we wish to fix/improve upon through our project.

Conceptual Model:

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Conceptual Model

- Objects:- Look for a trek, review of a trek, seasonal treks, booking a trek, vacancies of a trek.
- Actions:- Enter the location, difficulty, price ranges, seats available, search for the review section to read the reviews, enter the price filter to search for the prices.
- Metaphors/Analogies:->The user would want to look for dates, so a calendar would indicate that.
-> Use a magnifying glass beside the search bar.
-> When a user will click on a particular trek, the information will be presented in the ~~form~~ form of a pamphlet.

These are the few objects/actions being performed, & the metaphors/analogies used in the website.

