Analysis of User Interface and User Experience on E-commerce Application
Due date: 28 September 2024.

Individual Assignments (20 marks)

1. E-commerce App UI Analysis:

   (i) Research and document the user interface layouts of 10 popular diverse e-commerce applications from various global regions (Europe, Africa, Asia and America).

   (ii) Conduct a comparative analysis of these user interfaces, highlighting similarities, differences, and unique features.

2. Social Media Sentiment Analysis for E-commerce Apps:

   Find five popular e-commerce apps and access the social media platforms below to collect user comments about selected e-commerce apps. Analyze these comments to categorize the apps based on customer sentiment and feedback.

1. Facebook
2. Twitter
3. Instagram
4. Reddit
5. LinkedIn

All your data must be compiled in an Excel document and submitted alongside the report. Please ensure that you do not copy each other's work, as this is a serious offence that will result in a zero for both parties involved.