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Ministry of Education

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جامعة الأمير  
سattam بن عبدالعزيز  
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المملكة العربية السعودية

وزارة التعليم

جامعة الامير سattam بن عبد العزيز

كلية هندسة وعلوم الحاسب

search about

pricena

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# Introduction

## the purpose of the website

Pricena is an online shopping comparison engine. It describes itself in three words (search, compare, and save), **and it aims to give you the price of a product from many online stores at one time**, so you can save money and time. Pricena claims to be the leading price comparison site and app for shopping in the Middle East.

## Services

Pricena was built upon one service, which is **comparing prices**. Now it has developed and added more features like

### ❖ Price tracking

This shows the prices over the past on a graph, which can give you an idea of how the price has changed, so it is helpful to know if a certain price is suitable for a product or not.

### ❖ Review

The website provides a review that evaluates products in text or video. The review has many details, which can help you get an idea of the product. The review is usually taken from the product's main website.

### ❖ Description

It is like a summarized version of the review, but it is written more technically than the review, so it is helpful for someone who already has an idea about the product.

### ❖ Specifications

is a list that contains more information than a review without marketing; it is usually more precise, so it is helpful if you want to find specific information.

### ❖ Ratings

It contains high-quality reviews that often come from other websites like Notebookcheck.com. It is useful to take information from other websites because they are trustworthy and can help you decide whether you should buy the product or not.

### ❖ Nearby shops

The website provides many retailers around your zone and provides you with the hours of operation for each branch. This is helpful for someone who wants to buy a product from a store.

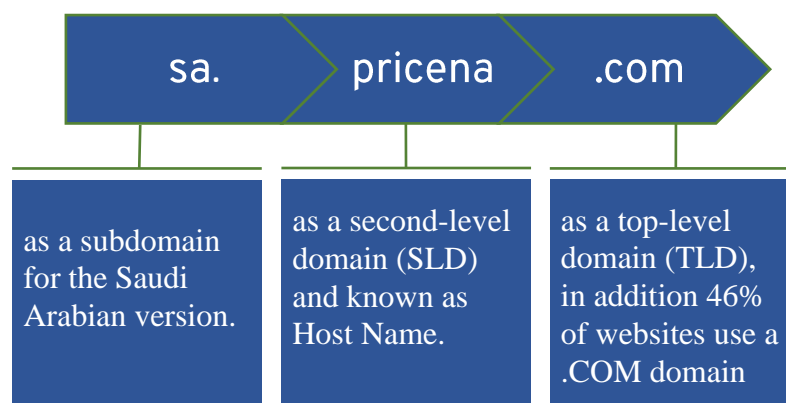
### ❖ Used and refurbished

The website collaborates with second-hand product websites like haraj.com and opensouq.com, so rather than searching on each website, you can do it on Pricena at once.

### ❖ Coupon

Pricena recently added a coupon feature to get a discounted price from online stores.

## Domain



the domain name is the text form of the IP address and it is more human-friendly and easy to learn. It is a part of the URL and is mostly used for the organization's branding. The domain name is found by combining SLD with TLD according to Google. It is worth mentioning that geeksforgeeks.com included the Type of Server in the domain name but according to Google, it is not included.

# Strategy

## Category

Pricena simply is an **online shopping comparison engine**, in my opinion, Pricena can also be categorized as a combination of multiple things, and I will describe its category as using price intelligence software for eCommerce (B2C) and making money through affiliate marketing.

## is the category obvious on the website?

**No**, from my point of view, when I visited the website for the first time, I thought it was like any other online store. This is because the display of products looked like any other online store. But there are a few ways that can help the customer understand what the website can do:

1. Examine the (How to Use Pricena) or (Pricena Video) on the website, for which you must scroll to the bottom of the page.
2. you can click on a product, and hopefully, you will be able to understand what the website can do.

Generally, none of these methods is easy for customers.

## Is the design accomplishing the purpose of the website?

**I would say yes**; the design of Pricena appears to be clean and modern due to the good use of colors and well-taken photos. In addition, the search bar is accessible, and once you find the product, all details will show. But there are some flaws.

- **Whitespace:** The content feels cramped in some areas and could benefit from more whitespace to improve readability and make the content easier to scan.
- **Lack of a CTA (call to action):** It doesn't do a good job of guiding customers to carry out specific actions or tasks.  
And bad CTAs can confuse customers and make them get lost on the website.

- **Communication issues:** There is no phone for customer service or live chat; the available communication methods are Twitter, Facebook, Google+, and mail. In addition, Google+ is not working any more.

## Who is the target audience, and how does the design consider this?

Most of them are customers from the Middle East, Nigeria and South Africa, mainly people who want to compare online store prices. the website has support for Arabic and English on most of the pages (including Pricena blogs), and they did a good job in that. In my experience, the ads show respect to our consumers; some stores are shown on the website, but they are not shipping directly to SA. One of them is eBay, and it should be noticed that the website doesn't support dark themes.

## Usability

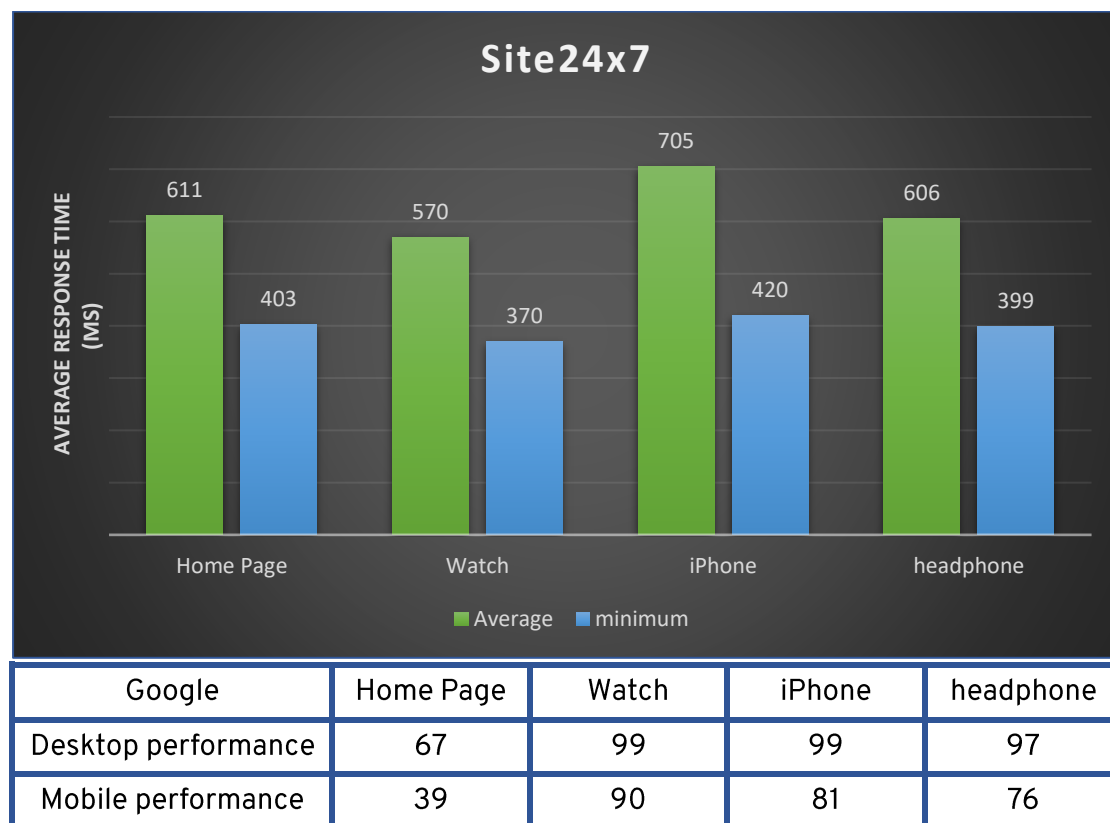
### How long does it take for pages to load, and will the visitors get bored waiting?

First of all, let's clarify the difference between response time (TTFB) and page load time.

Response time refers to the speed at which the server can respond to a request. Page load time is the time it takes for a page to load completely. Page load time depends on response time; you will get less page load time if you have less response time.

In my test, I have used two platforms: Google Page Speed Insight, which will focus on the average performance rate between mobile and desktop. I have also used Site24x7 to find the average response time over 3 days.

You should consider that my test was done using SA servers; the Google test was done once, but I have tried it other times, and the result is not much different. The test was done in a specific way, which means the website is stable.



In general, a response time of less than 200ms is considered good, and over 1000ms is considered an issue. According to my test, we got around 623ms on average, which is **acceptable responsiveness and people mostly will not have any issues**, but in practice, customers will change the page frequently, so having a slow response time can have a bad effect on UX, particularly on mobile devices with slower internet connections. According to this result, I concluded that the response time on phones is much worse than on desktops, and the home page performance is much worse than on products.

## Can information be found easily?

I would say yes; the search bar is accessible, and once you find the product, all the details will show, like specifications, description, and review, but they need some improvements.

- **Poor price tracking:** It is a helpful tool to get information, but it doesn't track used items, has no statistical measurement (highest, lowest, avg.), The date is not obvious, and there are only tracks from one seller.
- **Unclear navigation:** It's critical. The design of a website's navigation has a bigger impact on success or failure than almost any other factor. It affects traffic and search engine rankings; in addition, it improves conversions and user-friendliness.
- **A cluttered user interface (UI):** with too many elements, which leads to confused and overwhelmed customers. There are too many categories, and all sub-categories have no photos or any kind of logs.

## Is there a search button available for visitors?

Yes, the search button is accessible from any place, and it is obvious to most users at the top of the website. It also works well in both languages and searches for categories, products, and retailers. At the same time, it is not perfect and sometimes gives the wrong result. For instance, if you search for (قلم رصاص) which means pencil the result will be an iPad cover for some reason as shown in the photo, but overall, it is well-designed.



## Are all the links working?

I have used the dead link checker and error404.atomseo to test 3500 URLs, and out of all of them, I found 90 errors. 2 of them were 404 errors, which didn't work manually. All 88 other pages came with a 403 error, and the pages seem to be working correctly after testing them again. So **almost All links worked**. in addition, I have tested the availability of the home page over 5 days using Site24x7, and the home page was available all the time with an availability rate of 100%.

## Does the website work in different browsers?

**Yes**, I have done a cross-browser test manually using the browsers that I have; for Safari, I had to use BitBar and my iPad to test it. The test was done by searching for anything that is not normal, like bad photo quality, text misalignment, and so on. The result was excellent for Chrome, Firefox, and Safari; they have worked without any issues.

Opera was working very well except that loading was taking a bit longer than normal, especially (suggestions from international stores).

## Does the website work on mobile devices?

**Yes**, the app gave me a better experience. With more interactive elements, The UI is easier to use and more organized, it is worth mentioning that the app has a 4.6 rating out of 5 which implies that the app is working well for most people. but sometimes the text is misaligned on Android, like in these photos.

The test was done using the Samsung s22 plus and iPhone 11 both on the latest update.

is Dynamic Island. Apple got rid of that notch and now we get to see



a new cut-out in the shape of a pill. However, thanks to some software tweaks, this pill-shaped

attraction this year is Dynamic Island. Apple got rid of that notch and now we get to see



a new

cut-out in the shape of a pill. However, thanks to some software tweaks, this pill-



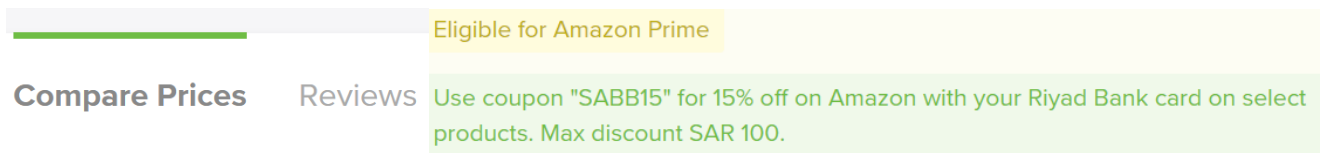
## Content and Readability

### Are the fonts that have been chosen easy to read?

**Yes**, only a few fonts have been used, which is a good thing in my opinion, and they are all standard fonts (widely used) and have distinguishable letters in English, making the fonts easy to read.

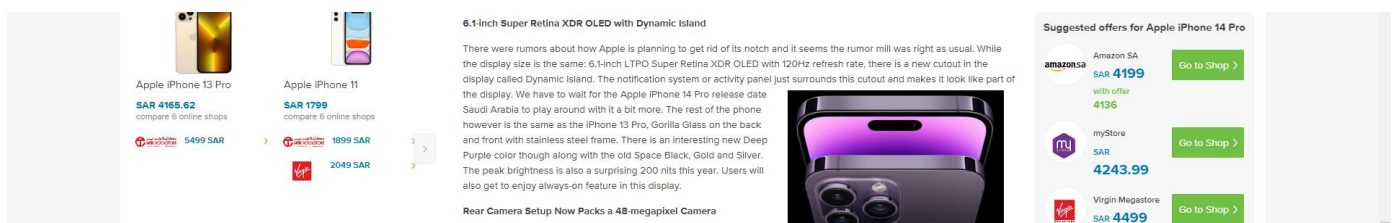
### Is there considerable contrast between the font color in the background color?

**Not always**; most of the website uses too bright colors, mainly white and light green, that with a bad screen are almost unreadable. Sometimes the highlights have a close color difference to the text.



### Is the text written in an appropriate size?

**No**, when you compare the size to other websites, you will notice it is much smaller due to the waste of space on the sides of the website with all the content in the middle. A smaller font size can lead to poor UX, especially for people who have low vision and people who use small screens.



## Is the content concise yet still useful?

Yes, the website has provided a variety of products in all different fields with many useful tools as shown before even if some of them need some improvements, so I would say that the content mostly achieves the purpose of the website, one thing that I noticed that sometime pricena uses out of stock products especially from extra when comparing between online stores which can be considered as an issue.

**47.48% Off** Samsung Galaxy S20 FE, 5G, 128GB, Blue

~~2999 SR~~  
**1575 SR** Save 1424 SR  
Inclusive of VAT

**TAS'HEEL finance**  
Pay 76 SR for 36 months

Price Alert Out Of Stock Notify Me

Services To Protect Your Purchase +

Tasheel Finance, Purchase On Instalments +

**Samsung Galaxy S20 FE Price in Saudi Arabia**

Online Shops (2) Nearby Shops (39) Used & Refurbished (0)

Samsung Galaxy S20 FE 4G Android Smartphone, 128GB, 8GB RAM, Dual Sim Mobile Phone, Cloud Lavender KSA Version - B09J8479VN | Price updated 11 minutes ago | [LTE](#) | [128 GB](#) | [Blue](#)

Price after offer **SAR 1136**  
**SAR 1199** + 12 Shipping  
Go to Shop >

Use coupon "SAB815" for 15% off on Amazon with your Riyad Bank card on select products. Max discount SAR 100.

Eligible for Amazon Prime

+20 options

Amazon SA **★ featured**  
Delivery in 3-12 days  
More info

**amazon.sa**  
★★★★★ 3.9 (12)

Samsung Galaxy S20 FE, 5G, 128GB, Blue - SM-G781BZBGMEA | Price updated 17 minutes ago | [5G](#) | [128 GB](#) | [Blue](#)

+3 options

Extra Stores  
Delivery in 1-3 days  
More info

**harami extra**  
★★★★★ 1.9 (16)

Pre-order  
**SAR 1575**  
Free Shipping  
Go to Shop >  
Report issue

## Conclusion

Overall, the website provides useful tools and the idea of the website is great, one of the things that I liked is how much variety of products Pricena provides from electronics to medicine. It is worth mentioning that Pricena only has 10 employees based on LinkedIn, I am impressed that all this work was done by only 10 employees. There are some recommendations that I will give some of them can be considered as an opinion and I will divide them into three parts.

### Add new features.

- **Interaction design and audio experience:** The website lacks interaction elements and audio experiences.
- **Dark theme:** It became a standard to have a dark theme, and most customers use it.

## Edit features and fix issues.

- **Improve price tracking:** By adding statistical measurements and tracking all retailers.
- **Organize the interface:** The interface struggled with whitespace and small text. I would rather make the UI much simpler.
- **improve response time:** As I have shown, the website struggles with mobile phones, especially.
- **Separate Pricena from Pricena's blog:** I feel that it should be independent because Pricena's blog contains only a few blogs about Pricena and most of the others are about technology.
- **Fix filter issues:** While the website offers a good selection of products, the filtering options are somewhat limited because some of the most famous brands do not exist, like Philips and Samsung. In addition, sometimes you will get mismatch filtering for what you are searching for. For instance, if you are searching for a mobile phone, you will find the Core Processor filter containing desktop processors.

## Remove unused features.

- **Remove some stores from the app:** Ebay, Haraj, and any used items are not supported very well; you will only find 2 or 3 items at most, and all of them are out of date.
- **Remove Live (give you what people are searching for at the moment):** It is not useful; I would rather save resources.

## Resources

### Usability

|                      |   |
|----------------------|---|
| Test response time:  | <a href="https://pagespeed.web.dev">https://pagespeed.web.dev</a>                         |
| Test response time:  | <a href="https://www.site24x7.com/">https://www.site24x7.com/</a>                         |
| Check broken links:  | <a href="https://error404.atomseo.com">https://error404.atomseo.com</a>                   |
| Check broken links:  | <a href="https://www.deadlinkchecker.com/">https://www.deadlinkchecker.com/</a>           |
| Cross-browsers test: | <a href="https://smartbear.com/product/bitbar/">https://smartbear.com/product/bitbar/</a> |

### Information

|   |   |
|---|---|
| test Loading time info:                   | <a href="https://web.dev/ttfb/">https://web.dev/ttfb/</a>   |
| test Loading time info:                   | <a href="https://sematext.com/glossary/response-time/">https://sematext.com/glossary/response-time/</a>   |
| Domain info:                              | <a href="https://www.geeksforgeeks.org/difference-between-domain-name-and-url/">https://www.geeksforgeeks.org/difference-between-domain-name-and-url/</a>   |
| Designing info:                           | <a href="https://www.hotjar.com/web-design/mistakes/">https://www.hotjar.com/web-design/mistakes/</a>   |
| The article gives info about Bad Website: | <a href="https://www.frontiermktg.com/blog/what-makes-a-bad-website/">https://www.frontiermktg.com/blog/what-makes-a-bad-website/</a>   |
| Designing info:<br>User experience info:  | <a href="https://www.smartinsights.com/user-experience/website-design/what-is-the-importance-of-web-design-for-your-audience/">https://www.smartinsights.com/user-experience/website-design/what-is-the-importance-of-web-design-for-your-audience/</a> |
| Designing info:                           | <a href="https://www.digitalbranddesign.co.uk/5-website-design-goals-and-objectives/">https://www.digitalbranddesign.co.uk/5-website-design-goals-and-objectives/</a>   |