Human Computer Interaction

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INTRODUCTION

Human Computer Interaction (HCI) is process of research the design and utilization of computer technology by having major focus on the interface between computer and users. This kind of research helps to improve the functionality of technology that makes it more users friendly and interactive that meets the objectives of human more effective manners. Websites are the key parameters for analyzing the effectiveness and image of organization that support to visitors to develop an image of organization and make further business relations with the organization. The report will analyze the effectiveness of website of two major retail organizations of Australia. The report will focus on the functionality of websites as well the features. Moreover, report will compare and contrast the two websites against the HCI design and provide recommendations for further improvement in the effectiveness of website.

OVERVIEW

Bing Lee

This is an Australian retailing company, a chain of superstores that has specialization in consumer electronic like computers and telecommunication products and services. Bing Lee is the largest privately held electronic retail business in New South Wales with 41 stores and having turnover of about $ 490 million (blinglee, 2015). Organization is offering goods and services through website as market of online shopping is increasing as well it is also beneficial for organization to encourage the sales (blinglee, 2015). According to observation it is been carried out that Bing Lee one of the top online retail brand of Australia that has user-friendly website that helps to engage visitors and support to convert them into loyal customers.

Kogan.com

Kogan.com is one of the largest online department stores in Australia that selling thousands of products and services through its website that made with the purpose of engaging customers. The major aim of organization is to develop the market by crafting improvement in the website functions and improve the effectiveness (kogan, 2016). The major products of company are Smartphone, cameras, tablet and computers. According to analysis, it is been considered that, the website of organization has some creative and innovative functions that are

helping to develop the good brand image of organization as well influencing the decision of customers as easy functions are making the site more attractive (kogan, 2016).

KEY FEATURES OF BOTH WEBSITES

BingLee.com

By evaluation of website of organization and considering the feedback of customers who ever buy the products from the site of BingLee following features has been identified that have significant impact on the branding and decision of online customer in Australia. For analyzing the effectiveness of feature HCI factors has been considered.

➢ Mobile compatibility: In the current scenario, people are searching the products or services of brand and e-commerce site from the smart phone (purwati, 2011). The website of organization is accessible through mobile phone that has positive impact on the users convinces as people can easily find the information of products at any time and any place using the mobile site of Binglee.com.

➢ Planned information architecture: The structure of website is well design and planned as the users can find the information about the offers, new products, upcoming services and value added functions that can be avail by users to gain benefits. According to analysis, the information is effectively categories, customized according to login details of users and presented in creative manners that are encouraging the interest of customers (purwati, 2011). In order to gain the competitive advantage this feature of Binglee is playing critical role.
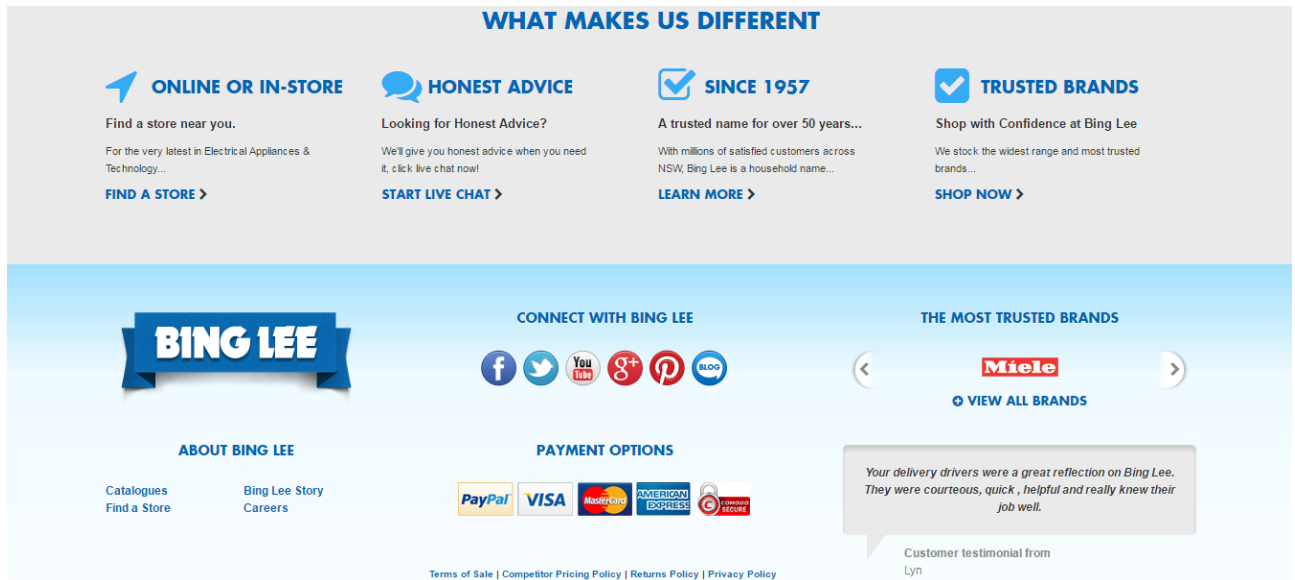
- Browser consistency: The website of company save content that has been searched by the users and generate history that helps to improve efficiency. The website of Binglee is behaving consistently across all major browsers such as Chrome, Internet Explorer, Firefox and Opera (purwati, 2011). This function of website make it user friendly as people can access the site using any of the browsers.

- Effective navigation: According to analysis it is being identified that website of Binglee has been developed through simple HTML and PHP functions. The navigation of site is suitable for customer segmentation that offering easy interface and supporting the visitors to find the information according to their needs and requirements (purwati, 2011). The links of site are properly designed that helps to navigate the page and helps to find specific information. This is one of the key features of website of Binglee.

- Accessibility: The website of organization is easy to access as the structure of site is being developed according to requirements of target customers. This feature of website is makes it more attractive and user-friendly. People can easily access any kind of information about the products and policy of organization that could lead to purchase (purwati, 2011).

- Image: The quality of images that have been posted on website are every clear and real that supporting to engage people. It has been observed that the website of Binglee involves range of images representing the products and providing with the specific details as well. Images also assist in making the customers gain the real picture of the

product being offered on the website (purwati, 2011). Moreover the description that also been added to images has positive influence on decision making of people who visit the website. Presentation of products and services in category is also attracting customers to deal with Binglee.

Features of Kogan

Pop up message facility

Kogan website has got Popup message facility that give better result to its customer that an individual can easily get to know that there is an announcement for sale on the website. Popup are helpful in collection of the E-mails (Curty and Zhang, 2013). Popup help the company to give brief about the products and offers in short form.

Clear logo of brand image

Company provides clear images of brands on the web site which is helpful for the customer to identify the brand easily. The effective and clear brand logo visibility attracts the customers and it has been beneficial for the company to retain its customers (Srinivasan and Shamos, 2010). Now a day's customers are brand addicted, so Kogan added these feature in their website.

Good payment gateway

Kogan is using the perfect gateway facility for its customers that give them good assurance and they feel relaxed after payment. Company is using trustworthy platforms for the payment gateway such as Paypal, Paytm etc. The customer can make payment through debit cards, credit cards and through net banking (Curty and Zhang, 2013).

Shopping cart, Login box and search box

Kogan has featured shopping cart, login box and search box facility together on their website. The company provides a simple basket on the website which is the symbol of cart. In cart customer can keep their product for some time. The customer can easily search any particular brand with the help of search box option (Gikandi and Bloor, 2010). Every customer has their login id and password for further access. After that they get special discount offers and different promotional scheme benefits on login for the first time.

Store finder

Kogan gives facility of store finder to its customers through that they can find several local or national retailers. If the store had wide trade network then it will be good for the customer to find the store easily by country, zip code or search address (Curty and Zhang, 2013). Store finder facility is helpful for the customer to find particular brand in context of particular store.

Easy to access the website

Kogan design the website in the easiest way that every first user can easily access the information. The effective website design attracts the every single customer (Curty and Zhang, 2013). The customer can easily find the product according to need in concern category.

Good return policy

The company provides return policy through website if any customer is not satisfied with the product then buyer can return the product with in particular tenure. This policy is helpful in gaining the trust of the customer (Curty and Zhang, 2013). The company provide money back scheme in 14 days for the purchase of products and services from website.
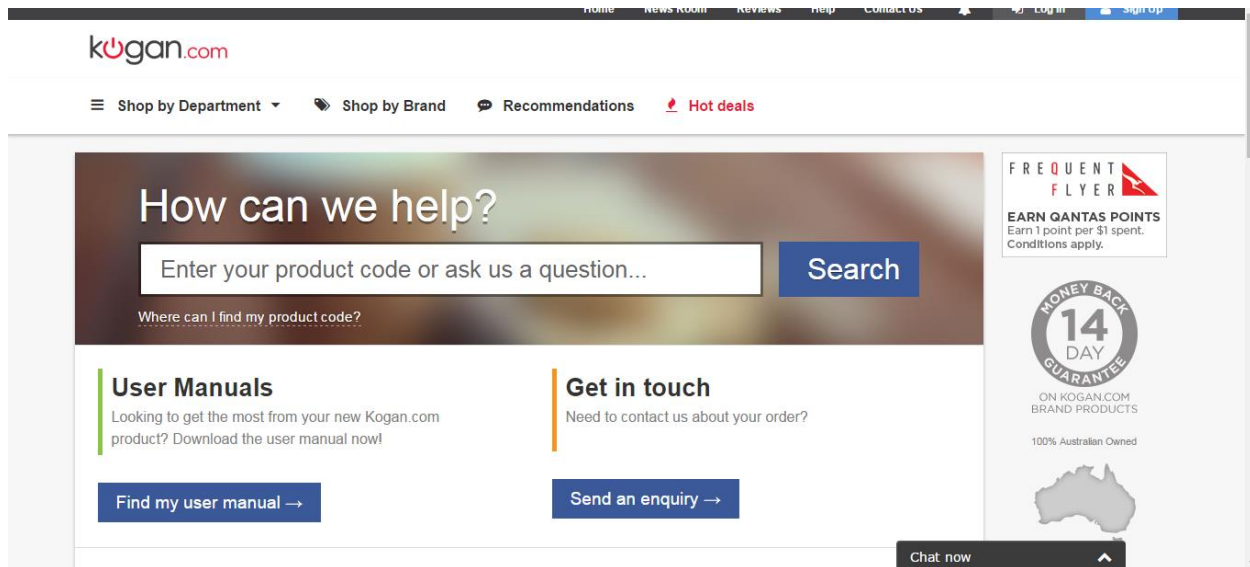
Comparison by the principles

HCI usability principle

Simple and natural dialog box

According to usability principle the company should use the natural dialog box. The dialog box of Binglee is much better in comparison to Kogan. The Binglee display its product very effectively and efficiently (Kassim and asiah, 2010). The company briefs the Rate and offer of the product in much described manner which is easy for the customer to identify the product.
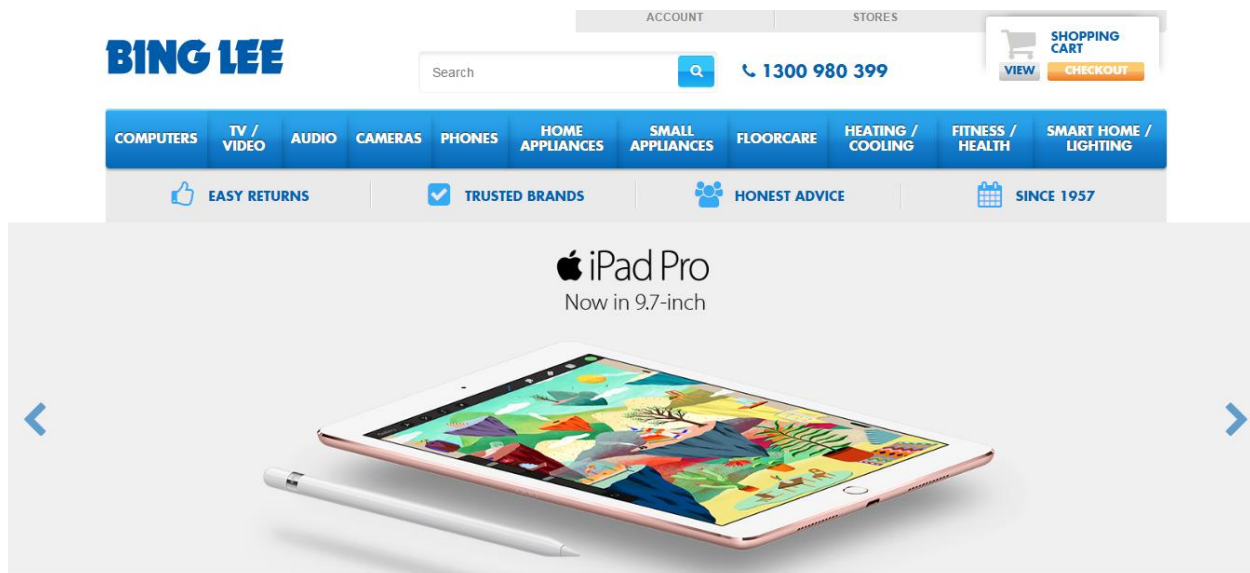
Speak the user's language

As per the HCI usage principle the language used in website should be simple and easy to understand. The user language of Kogan is attractive in contrast of Binglee. The company use simple and easily understandable language on the website which is comfortable for the customer to access the website. The Kogan use the pop up message service through the customer can identify the daily offers (Kassim and asiah, 2010). Binglee use the live chat option sometimes customer cannot identify the message and company may lose the valuable customers.

Consistency

The binglee's website is user friendly. According to HCI usability principle the page of web site should never crash or over load. The Binglee's website is more convenient in comparison to the Kogan (Kassim and asiah, 2010). Sometimes the website of Kogan face problem to open on different browsers. It may be crashed or some errors occur while operating it.

Feedback

As per the HCI usability principle every company should design the website in that manner by which consumer can give feedback about the services provided to him. Binglee focuses on feed back of the consumer by which they make amendment in the website (Kassim and asiah, 2010). Customer feedback is the key to overcome the problems faced by using the website by the consumers.

HCI Design principle

Browsers

AS per the guidelines of the HCI design principle the company should design the website which is multiple browser operating website. The website of Binglee is excellent in comparison to the Kogan. Kogan's website sometimes got droop down due to over load or any problem occurs. The Binglee's website has multiple browser facility (Huang and Benyoucef, 2013). It can be operated on different browsers like Firefox, Google Chrome, and UC Browser etc.

Visual Design

According to HCI design principle the website should be design in that way which catch the attention of customers. The Website of Kogan is more attractive in contrast of Binglee (Karimoy.et.al, 2011). They provide quality visuals to the customers and it looks pleasant while searching any product on the website.

RECOMMENDATIONS

Binglee should develop the website which will be accessible for every age group. The company should update the news of current trend in the market which will aware the customer about the current scenario in the market. The website should flash attractive quotation on the website which attract the customer and make the website more reliable and convenient for the users. The company should display the festival offers for the consumers which will be more pleasant and give good feedback to the company. Every first user should get discount on first transaction with the company. The company should develop the website by applying the pop up message facility in the website. To raise the user the Binglee should increase the return policy time 14 to 20 days which will attract more and more consumers.

Kogan should focus on consistency of the browser. The company should develop the page in such manner that it will generate the history and it will be easy for the consumers to access the previous search. The website should be accessible on the mobile also which will comfort the consumers. Mobile application should be develop by the company for improvisation. The company should focus on the quality of image that they display on the website. Attractive pictures should be posted on the website which pleases the customer to visit the website. Kogan should use effective navigation facility which helps the customers to easily find the things which they want to buy. Organization should develop the feedback method which helps to identify the problems faced by the consumer while operating the website. The organization should display the current offers on the page with different quotations and jingles.

CONCLUSION

From the whole study it can be identified that the Binglee provide better and effective services in comparison to the Kogan. In this study it can be analyzed that presentation of products and services is attractive in comparison to the Kogan. The company Kogan applies easy user language on the website which is easily understandable to its customers. The report depicts page design and page usability of the web site. It depicts the accessibility and user friendliness of both the companies.

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