

**SHAN YIN**

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Observation and design task

Subject: Web Media 1

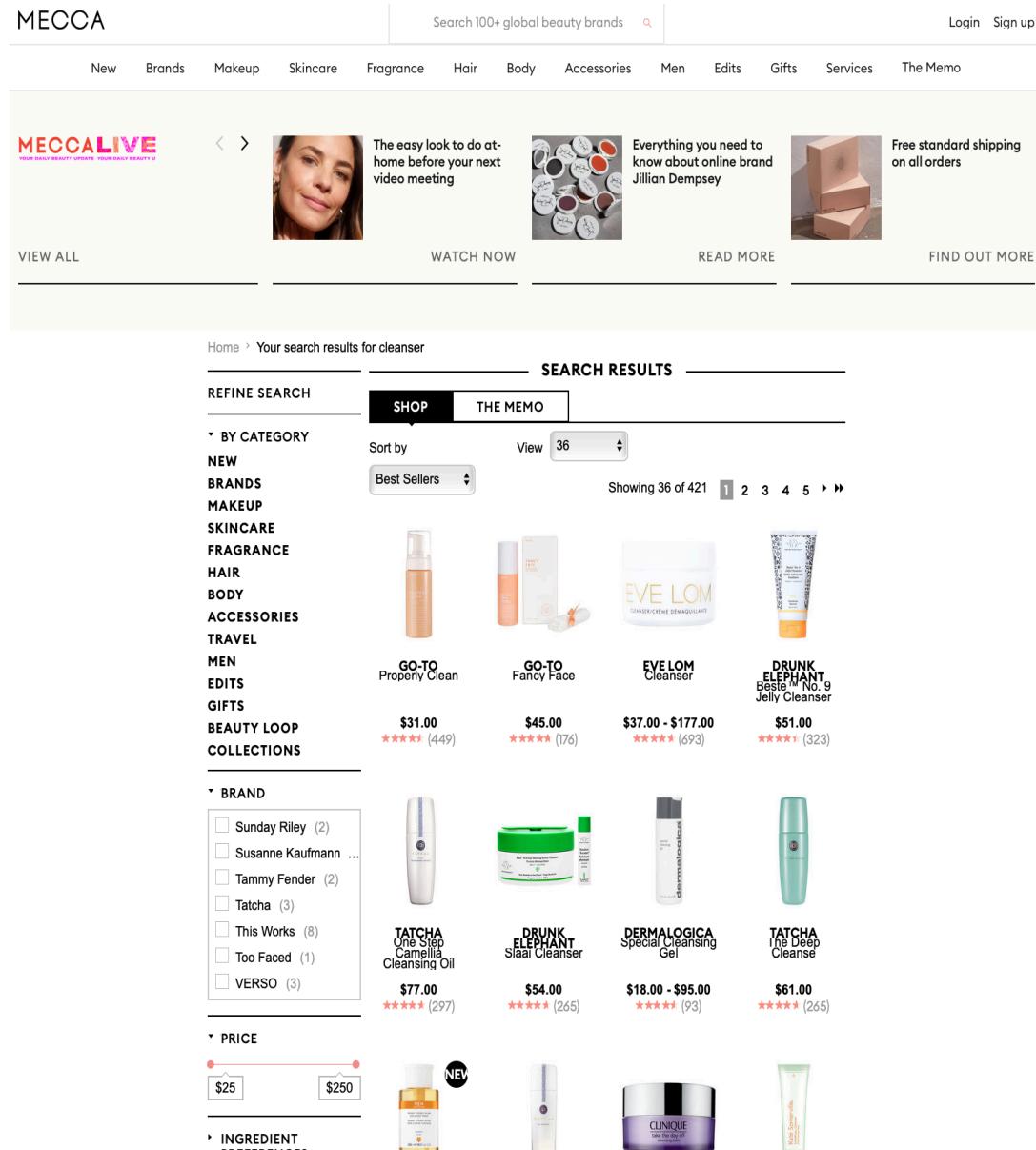
Day & Time: Monday 1-4

# Observe

## Positive experience

I wanted to buy a facial cleanser and I clicked a website called Mecca that is a cosmetic website. The style of the whole site is very simple and aesthetic. The color of the website is mainly in light pink, white and black. This will allow me to increase the credibility of the brand and make me feel that it is a reliable and advanced website. Besides, the layout of the website is also very clear. If I want to know the shipping and return policy, I can quickly find the information. In addition, product information is also very detailed and clear. Overall, the whole experience was very satisfying, efficient and interest.

Mecca website screenshot accessed 27/03/2020,  
<https://www.mecca.com.au/new/>



The screenshot shows the MECCA website's search results page for 'cleanser'. At the top, there's a navigation bar with links for New, Brands, Makeup, Skincare, Fragrance, Hair, Body, Accessories, Men, Edits, Gifts, Services, and 'The Memo'. On the far right, there are 'Login' and 'Sign up' buttons. Below the navigation is a search bar with the placeholder 'Search 100+ global beauty brands' and a magnifying glass icon. A banner for 'MECCALIVE' features a woman's face and the text 'The easy look to do at-home before your next video meeting'. Another banner promotes 'Everything you need to know about online brand Jillian Dempsey' and 'Free standard shipping on all orders'. The main content area has a breadcrumb trail 'Home > Your search results for cleanser' and a 'SEARCH RESULTS' header with tabs for 'REFINE SEARCH', 'SHOP' (which is selected), and 'THE MEMO'. On the left, a sidebar lists categories: NEW, BRANDS, MAKEUP, SKINCARE, FRAGRANCE, HAIR, BODY, ACCESSORIES, TRAVEL, MEN, EDITS, GIFTS, BEAUTY LOOP, and COLLECTIONS. Below this is a 'BRAND' section with checkboxes for Sunday Riley, Susanne Kaufmann, Tammy Fender, Tatcha, This Works, Too Faced, and VERSO. There are also sections for 'PRICE' (with a slider from \$25 to \$250) and 'INGREDIENT SPECIFIC' (with a 'NEW' badge). The main grid displays various facial cleanser products with their names, prices, and star ratings. For example, 'GO-TO Properly Clean' is \$31.00, 'GO-TO Fancy Face' is \$45.00, 'EVE LOM Cleanser' is \$37.00 - \$177.00, and 'DRUNK ELEPHANT Baby Phat 9 Jelly Cleanser' is \$51.00. Other products shown include TATCHA One Step Camellia Cleansing Oil, DRUNK ELEPHANT Slaai Cleanser, DERMALOGICA Special Cleansing Gel, and TATCHA The Deep Cleanse.

# Observe

## Negative experience

When I feel bored, I will find some website games to play, and then I found 7k7k. Although the grid is organized, the design is chaos and mess because everything was so close together. The navigation structure was so confusing that I didn't want to look at it. Besides, the site will automatically display some ads. When I press the exit button, instead of closing the advertisement, it opens a bad link. Furthermore, it looks like an unfinished website, unreadable and incomprehensible. This will make me feel that this website is not safe, and the computer will be a virus. Overall, the experience is frustrating and time-consuming and it difficult for me to browse the website.

7k7k website screenshot accessed 27/03/2020,

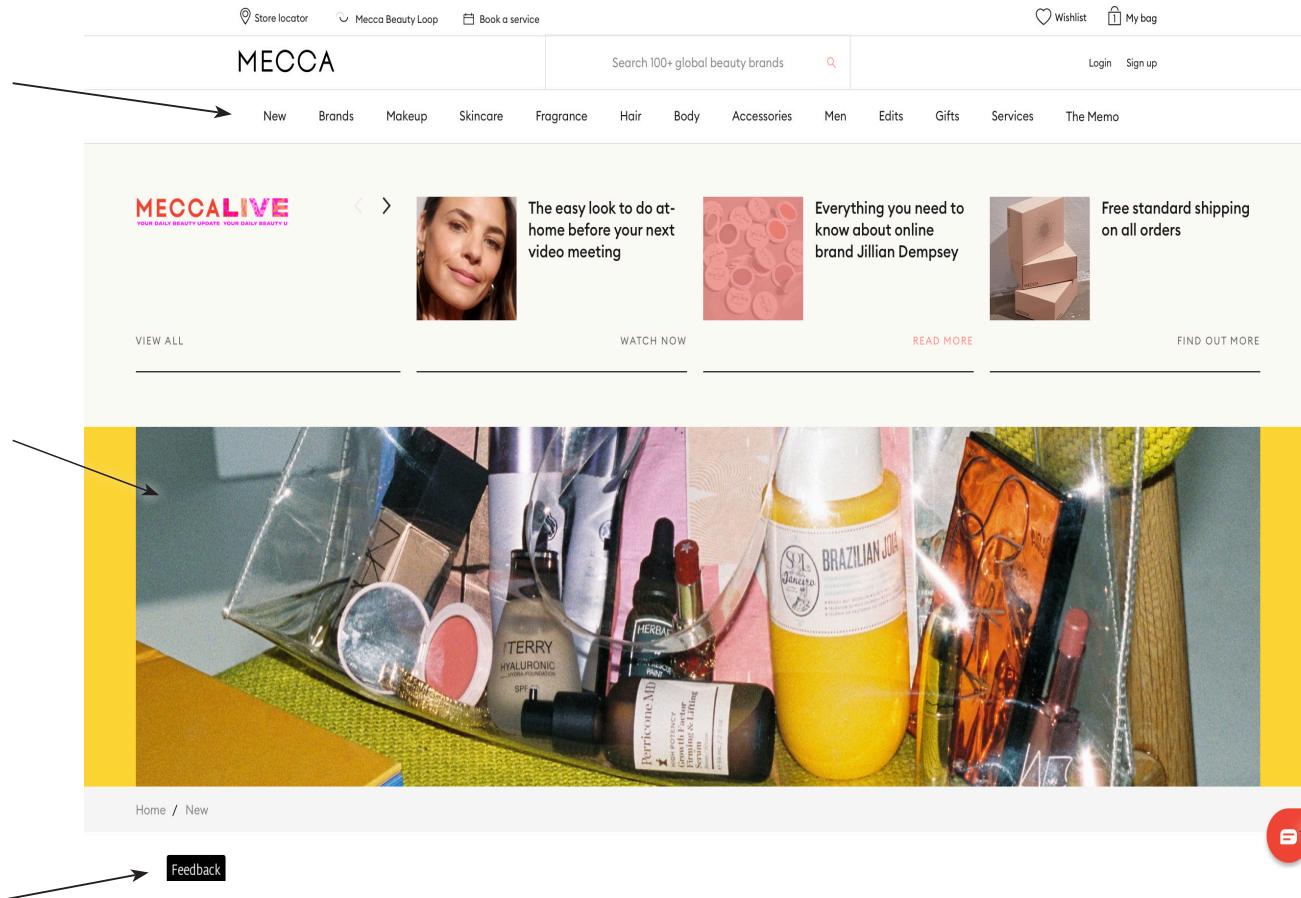
<http://www.7k7k.com>



# Analyse the positive

The screenshot is the main page of the Mecca website

A easy to understand navigation with the transparent button. it is eye-catching at the top of the page.the navigation content and the interactions is clear



The total website use the pleasant color scheme. Proper use of color creates a beautiful and concise interface and atmosphere. and this image not only makes the site look more aesthetic but also highlights the theme of the site.

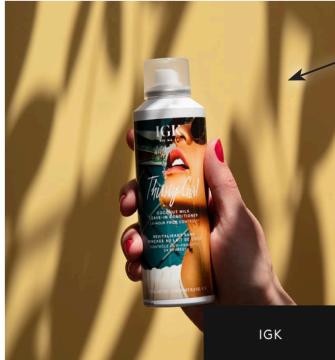
The feedback is fixed at the bottom of the page. it is easy to find. Both color and size do not affect the aesthetic

Screenshot of Mecca site, nd, accessed 27/3/2020, <https://www.mecca.com.au/new/>

Live Chat also is fixed at the bottom of the page.- There is a symmetry to the feedback button and this is an important feature, it is easier to find and makes it easier for customers to interact with the site

# Analyse the positive

The screenshot is the main page of the Mecca website



Beautiful image using the grid looks organized. when the mouse put at the bottom, the button become pink.

MECCA

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My Account

Shipping

Returns

Orders

Customer Experience

Price Promise

In Store Services

Makeup Applications

Makeup Lessons

Beauty Lab

Events

Masterclasses

Manage My Booking

Get To Know Us

Careers

Our Brands

About Us

Our Journey

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Gift Cards

Ratings and Reviews

Beauty Loop

Ingredients Glossary

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4.9 \*\*\*\*\*  
Google  
Customer Reviews

BACK TO TOP

The thoughtful BACK TO TOP button makes the whole process more convenient and save times.

# Analyse the positive

The screenshot is the search page of the Mecca website

The content of the filter navigation is clear and detailed. using proper method express brand and price. This refine will save more time during finding sepecific items.

**REFINE SEARCH**

**SHOP**   **THE MEMO**

Sort by Best Sellers View 36

Showing 36 of 421 1 2 3 4 5 ►►

**BY CATEGORY**

- NEW
- BRANDS
- MAKEUP
- SKINCARE
- Fragrance
- HAIR
- BODY
- ACCESSORIES
- TRAVEL
- MEN
- EDITS
- GIFTS
- BEAUTY LOOP
- COLLECTIONS

**GO-TO**

- Property Clean
- Fancy Face
- EVE LOM Cleanser
- DRUNK ELEPHANT Beste™ No. 9 Jelly Cleanser

\$31.00 ★★★★ (449)   \$45.00 ★★★★ (176)   \$37.00 - \$177.00 ★★★★ (693)   \$51.00 ★★★★ (323)

**BRAND**

- 111SKIN (4)
- 16Brand** (2)
- Abatti Suisse (3)
- AMOREPACIFIC (2)
- Angela Caglia (1)
- Apot.Care (1)
- ARgENTUM (2)

**PRICE**

\$25 - \$250

**INGREDIENT PREFERENCES**

**SKIN CONCERNS**

Screenshot of Mecca site, nd, accessed 27/3/2020, <https://www.mecca.com.au/new/>



If you interest at the product, you put the mouse at the porduct. There is the QUCIK VIEW button . It is clickable and functional. Then the information will be display in an small box on the current page and does not need to download a new page.

The display of the product use grid that makes everything organized and readable. And the content is well structured and clear.

# Analyse the negative through comparison

The screenshot is the home page of the Strawberry website which is a cosmetic shopping website.

The names of each category in this navigation are too close together, which can make people uncomfortable to look at, or easy to click wrong, and the capitalization makes it difficult for users to see the text clearly. Compare to Mecca, It doesn't have a drop-down menu, so you have to click on it to make a choice, which is a waste of time

Compare to Mecca, there is not an quick view button, If you interest at the product, a new website will be opened.

The website don't have an responsive design. It doesn't fit perfectly at all scales. The save and original price are blocked, and the add to bag button to close. Howerer, Mecca can fit all scales.

There is not the live chat button and feedback at the bottom. I still didn't find them now. It is not clear for customer whereas Mecca did great.

Screenshot of Strawberry site, nd, accessed 27/3/2020, <https://www.strawberrynet.com/en-au/>

# Analyse the negative through comparison

The screenshot is the home page of the Strawberry website.

The screenshot shows the homepage of the Strawberry website. At the top, there's a purple header with the text "STAY CONNECTED" and a form to enter an email for exclusive offers, followed by a "SIGN UP" button. Below this are social media icons for Facebook, Twitter, Pinterest, Instagram, and YouTube. To the right, there's a circular graphic showing a heart shape with a keyhole and the text "Over 33,000 products from 800 brands". Further right is a "FREE SHIPPING Anywhere in the world!" offer with a small airplane icon, noting "Conditions apply". In the center, there are links for "SHIPPING & TAX", "RETURNS POLICY", "FAQ", and "CONTACT US". On the right side of the header, there's a "CHANGE COUNTRY/CURRENCY" button. The main content area has a dark purple background with sections for "PAY WITH:" (listing Visa, MasterCard, PayPal, JCB, Zip, and Discover), "MY ACCOUNT" (links to Track Order, Order History, My Reviews, Friend Referral Program), "OUR COMPANY" (links to About Us, Point Rewards Program, Contact Us, Affiliates, Partners, Student Discount), "DOWNLOAD" (links to the App Store and Google Play), and "RATED EXCELLENT" (a Bizrate badge stating "CUSTOMER CERTIFIED" with a checkmark, a "9.0 out of 10!" rating, and a "2020 e-shop" badge). A red arrow points from the text below to the "CONTACT US" link in the header.

The information is too little, like without the quick help or the live chat. It is difficult for user to find the information which they need.

Screenshot of Strawberry site, nd, accessed 27/3/2020, <https://www.strawberrynet.com/en-au/>

# Analyse the negative through comparison

The screenshot is the home page of the Strawberry website.

The screenshot shows the homepage of the Strawberry website. At the top, there's a purple header bar with the logo 'StrawberryNet™ fresh beauty'. Below it is a navigation bar with links like 'SEARCH BRAND / PRODUCT', 'AUD | Australia: English', 'Order Tracking', 'Contact Us', 'Sign In or Register', 'WISHLIST', and 'BAG'. A banner at the top right says 'GET IT FAST' and 'Free DHL Express Shipping 2-3 Business Days'. The main content area has a dark purple sidebar on the left with 'SHOP BY BRAND' and 'SKINCARE' sections, and filters for 'Skincare (8451)', 'Refine by Brands', and 'Refine by Specials'. The main content area displays 'TOP SKINCARE BRANDS' with logos for Biotherm, Christian Dior, Clarins, Estee Lauder, Clinique, Decleor, Elizabeth Arden, L'Occitane, Shiseido, and SK II. Below this is a grid of skincare products from brands like 3W Clinic, Clarins, and EltaMD, each with an 'Add to bag' button. The footer contains a 'View All Skincare Brands >' link.

The filter navigation only two select box. This makes it hard for customers to filter out what they don't want to see, and they'll be impatient to shut down the site

TOP SKINCARE BRANDS should not be here, if I need to know the brand, I will go to the brand which menu directly without going into the skin care, which is meaningless information and also makes the website look complicated

The color and position of Add to bag button makes the design visually inconsistent and unpleasing.

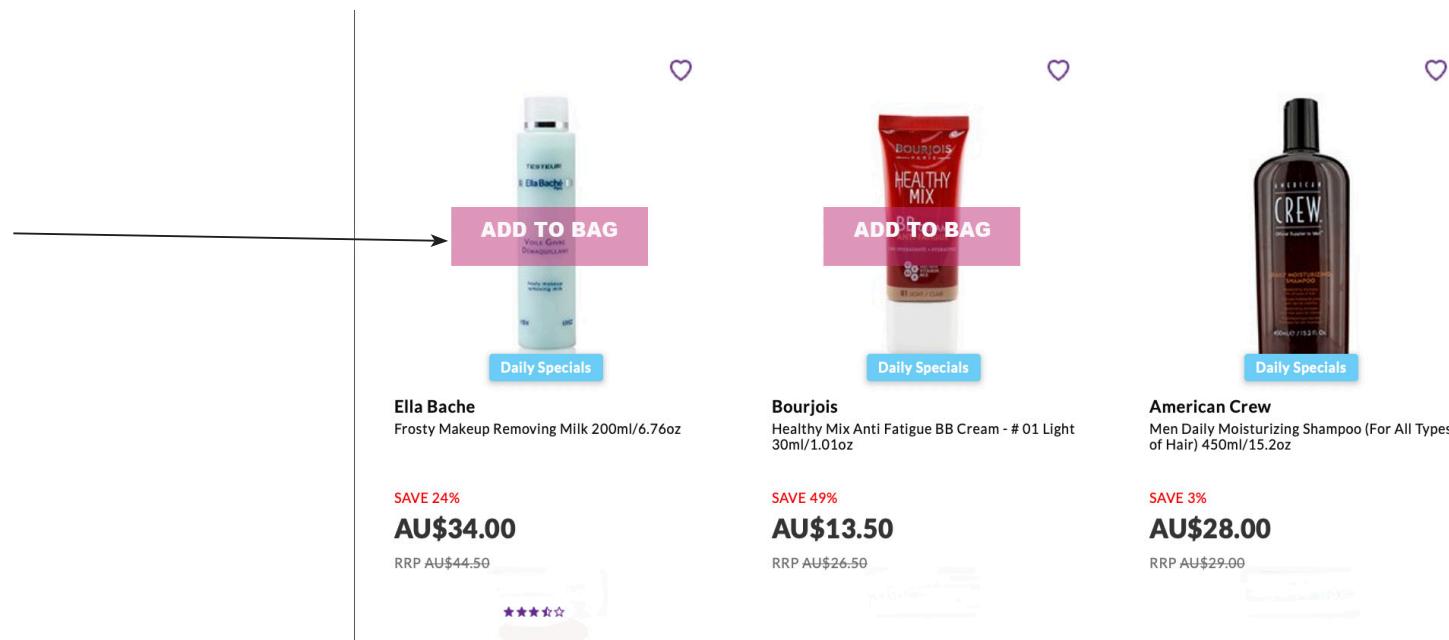
Screenshot of Strawberry site, nd, accessed 27/3/2020, <https://www.strawberrynet.com/en-au/>

# Enact



I adjusted the distance between each catalogue and lowercase. This adjustment will make navigation look more comfortable and tidy. They will guided the user interacted with the system.

I hid the button 'Add to bag'. If you interest in the production, you put you mouse on the image,then This lavender button will come out, which make the color scheme more pleasant. Besides, Changing the scale css for the responsive design, the whole interface will become readable.



# Enact

The screenshot shows a skincare product page from StrawberryNet. At the top, there's a purple header with the brand logo, a search bar, and navigation links for account sign-in, wishlist, and shopping bag. Below the header, a menu bar offers categories like SKINCARE, MAKEUP, HAIRCARE, etc., along with a 'SPECIALS' section. A promotional banner at the top right mentions 'Free DHL Express Shipping' and '2-3 Business Days'. The main content area displays a grid of skincare products, each with a small image, a title, a price, and discount information (e.g., 'Extra 15% Off'). Each product card includes an 'Add to bag' button and a rating. To the left of the grid, there are two sidebar sections: 'Refine by Brands' and 'Refine by Specials', both listing various skincare brands and offers. A large callout arrow points from the text 'I removed the unimportant information so the interface was clearer and less confusing to the user.' to the top right of the page. Another callout arrow points from the text 'The feedback is an significant method to get the suggestion. So I fixed it at the botton of the page with the lavender background. It is more save time.' to the bottom center of the page, where a pink 'Feedback' button is located.

I removed the unimportant information so the interface was clearer and less confusing to the user.

I added the back to top and live chat button. Both of them will make the whole interaction easier, so that users can trust and use the site

BACK TO TOP

The feedback is an significant method to get the suggestion. So I fixed it at the botton of the page with the lavender background. It is more save time.

UTS Web Media 1 2020