Assignment 1

1) Keeping the class exercise in mind, do the following:

Take any product, system, or service you use daily, like iPhone, Fitbit, MBTA, Amazon, Google, Reddit, News Website, etc. Explain what user experience aspects of that product you liked! Then list what significant improvements you would suggest!

Zara's website has been frequently criticized for its bad design and poor user experience, but there were a few things I liked as a user.

- Promotes cross selling by suggesting related items to your product resulting in increased user interaction on the site.
- Sufficient amount of information regarding the product and the materials they use allowing the user to make an informed decision
- It provides an insight into the latest clothing trends, and the new home decor addition makes the site aesthetically pleasing
- Uses the same patterns that users recognize throughout the website.
- Navigating through sections on the home page is just as easy as scrolling down.

Improvements

- Its hamburger menu that hides the primary and secondary navigation.
- Menu access should have been more prominent, it's almost hidden unless you go search for it
- Buttons to navigate to different sections should have been at the top with bigger fonts
- One image is displayed by default when you search for a product, leaving a lot of white space that could be better utilized by showing more than one item from the same category.
- The website looks like portfolio for modeling agency more than a shopping website. It is a misleading audience when they first visit the website

2) Create the use cases for the interactions assuming the site's improvements in mind. Create 5-8 use cases.

Be creative, rethinking or recreating that product, system, and service.

Use case 1	Creating a header to highlight different category of the webpage
Actor	Zara website user
Use Case Overview	The website prioritizes women's clothing and lifestyle collections over other sections like men's and children's collections.
Trigger	User opening the website
Termination outcome	Giving equal prominence and space on the home page to each of the store's departments, such as Men, Women, and Kids

Use case 2	Making buttons on the home page prominent
Actor	Zara website user
Use Case Overview	The button to access other categories is hidden by the pictures on the slideshow on the home page
Trigger	When a dark themed picture from the slideshow appears
Termination outcome	Keeping uniformed themes for all the pictures in the slideshow

Use case 3	Increasing font size
Actor	Zara website user
Use Case Overview	Every item's description is in an inappropriately small font size. It requires a bold font, or can be improved by making the font bigger.
Trigger	Searching for a particular product
Precondition 1	User wanting to buy a product
Termination outcome	Making it easier to read description for the user easier by increasing the font size

Use case 4	Changing the horizontal scroll to vertical scroll during checkout
Actor	Zara website user
Use Case Overview	User is expected to scroll horizontally when you have 3 or more products in the cart which causes inconvenience to new users
Trigger	User enters the checkout page
Termination outcome	Finding all the products added to the cart without having to scroll horizontally

Use case 5	Highlighting the search button
Actor	Zara website user
Use Case Overview	Search bar is at the top right side of the page which is not prominent as it blends with the background image and most of the e-commerce websites run on users searching for products
Trigger	User opening the website
Termination outcome	Making the search button more accessible for the users

Use case 6	Product specific images as mentioned in the description
Actor	Zara website user
Use Case Overview	The pictures used to describe the product is inappropriate. Users find it confusing because the first image appears to be an entire outfit, but they are actually looking for a specific item of clothing in that image.
Trigger	User clicking on the product to buy
Precondition	Customer interested in buying the product
Termination outcome	Displaying only the product that user is looking for