

BITS F364: Human Computer Interaction

Assignment 2

Part B

Product Considered: Redmi Note 9, White color, 128 GB space, 4 GB RAM

Snapdeal

User A:

1. The user registered **15 mouse clicks** to add the product to the cart.
2. Scrolled to the bottom of the page -> Found a section where there are offers on many products -> Clicked on a Redmi phone and then searched for required product to be added to the cart.
3. He had to scroll all the way to the bottom and find his product.
4. He also found a similar product but of different color, and different RAM. So, he scrolled again to find arctic white color and desired RAM.
5. User finally added the product to the cart. **End of Session**
6. No back button or forward buttons were used for navigation. The navigation elements used in this case are completely web elements. The user was lost a bit while finding the right color and RAM specifications.

User B:

1. The user had **pressed 5 clicks** to add the product into the cart.
2. Scrolled for product on the Homepage -> Used the Product Category Option to open the smartphone page and filtered for Redmi phones. - **Fresh Start**
3. Finally, upon using the search bar for finding "Redmi", the required product was found by scrolling down and later added to cart. - **End of Session**
4. No back button or forward buttons were used for navigation. The navigation elements used in this case are completely web elements.
5. The user wasn't lost during the whole process.

Expert User:

1. The experienced user took **2 clicks** to add the product into the cart.
2. This user did not get lost navigating and reached the product page in possibly the shortest way.
3. No forward or backward buttons were used, and the user was not lost at any point of time.

Flipkart

User A:

1. The entire operation of navigating from homepage to the desired product's webpage and then adding to the cart took **7 mouse clicks**.
2. The User came back to the Main page showing all mobile phones through two ways: 1. A tile on home page, 2. Categories. - **2 Fresh Starts**
3. The user navigated to the webpage where he found similar Redmi mobiles and he clicked on them.
4. The user scrolled down, found the product and added it to the cart.
5. No forward buttons were used for navigation. The navigation elements used in this case are completely web elements. The user wasn't lost during the whole process.

User B:

1. The user registered a total of **6 clicks** to add the phone into the cart.
2. The user entered the Offers on **Mobiles** section from the **Homepage** but couldn't find what he wanted. So, he went back. – **1 back click**.
3. Then, he opened the categories section and clicked on the Mobiles section.
Fresh Start and 2 clicks
4. The user scrolled down to find a mobile of the same model in red color, opened it, found similar products section. Then he found his product there and added it to the cart. - **3 clicks**
5. No forward buttons were used for navigation. The navigation elements used in this case are completely web elements. The user was a bit lost when he went to the offers section, but recovered after the back button.

Expert User:

1. The experienced user made just **3 clicks** to get his product.
2. He searched for the product by typing the correct and complete name of the item.
3. Scrolled down, selected his product and added it to the cart.
4. The user didn't face any issues nor got lost anywhere in the website.

Conclusion:

The home page buttons present on both websites should've been more visible since a new user can get lost easily and will need a fresh start. What made Flipkart stand out was the lesser number of clicks and time required than Snapdeal, which can be attributed to the better affordances and understandability of the website design. These helped the user intuitively understand what does what, which is evident from the number of fresh starts being more in Flipkart, whereas Snapdeal users took more time to find out what was going on.