

# Project Evaluation Report – Lo-Fi Prototype Phase

By Surya Lakshmi Narayanan

This Document aims at summarizing the evaluation survey provided by the participants of the survey. To evaluate the qualifications of the participants their previous interactions with an e-commerce website have been recorded. This helps in understanding the depth of knowledge that the person would have in providing comments. Further, since this evaluation survey has been done in a restricted control group, the background of each of the individuals is well known and hence the feedback is integrated into the design changes of the application.

The elements which are being assessed using the Lo-Fi prototype deal with the usability of the website and hence fall under the HCI elements of the website and none of the HCISec elements are yet evaluated, however, to identify if the users would like to have further security added to the website a question has been included in the survey which helps us understand the expectations of the target audience.

Over the short term of evaluation, the participants of the survey include 2 students of the course and 1 former student of the course, it is to be noted that all the participants of the survey have more than basic knowledge of developing a website and also are aware of the heuristic elements of a web application.

The evaluation process included exposing the participants to the Lo-Fi prototype which has been developed and were provided with a google form <https://forms.gle/Vgmh4fwspFh1zEw57> to provide comments and answer questions on the usability parameters of the website which are Effectiveness, Efficiency and Satisfaction of using the website. Furthermore, whether or not the participants would like to have more security features added to the application has also been asked to understand the needs of the target users.

## INSIGHTS FROM THE EVALUATION :

The insights provided by the participants were the following :

Participants :	Comments
User 1	You can add a signup page too. Overall, it has a minimalistic design.
User 2	Perhaps having less elements on the page to reduce clutter. Perhaps show less product on the category landing page. Improve navigations between these pages such that it's easier to navigate from one page to another?
User 3	Add Breadcrumbs for specific categories and Navigation Bar for all other Categories for easy navigation between pages.  Remove Filter Options when displaying individual product.

### *Adding better navigation links on the website:*

The initial design of the website did not contain any information regarding the flow of the website other than what was explained in the summary of the document. Users would like to better understand where they are in the application in terms of which page they are currently viewing and would like to get back to any page which was previously visited or to an entirely different page (Category). This will be done by the addition of breadcrumbs and also making sure that there is a NAV bar which is present on every page other than the sign-in or sign-up page which does not need those details. Following this, breadcrumb will also be added to both the category page and the product landing page so that users can go back in the flow of the website with minimum number of clicks.

### *Reducing the Cluttering of the webpage :*

One of the participants has pointed out that the web page is cluttered in terms of the information it tries to render. This will be reduced to increase the understandability of the website. Initially the website was designed according to the requirement of the submission (at least 10 items), however, to increase the usability of the website an option to resize the number of products shown on the webpage will be included going forward to allow the users to decide the number of products that can be viewed on one single page under one category.