

CSE 463: Intro To Human Computer Interaction
Assignment 6: Guiding Principles for Site Redesign
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Website Chosen: <https://www.tatteredcover.com/>

3 principles chosen by me to guide the redesign of the above website are:
Modularity, Proximity and Performance Load.

First Principle: Modularity

Principle described in my own words:

The principle of Modularity essentially refers to the division of large tasks into many, smaller subtasks in order to manage the overall task complexity. The websites which are designed keeping in mind the Modularity principle not only decrease the information overload for the user but also prevent the user from getting confused and making mistakes.

Usability issue in the original website involving Modularity:

The Checkout process in the original website is not modular and hence is complex. After the user has added the desired books in the cart, the checkout process asks for the delivery information, payment information, billing information and coupon code information (if any) on the same page as shown in the screenshots below which adds on to the complexity and can therefore overwhelm the user. This also increases the chances of error being made by the user.

Checkout

All in-store pick up orders require a minimum of 24 hours to process. If we have a book on our shelves that you'd like to pick up immediately, please call us and we'll put the item on hold for you.

Cart contents

Qty	Products	Price
1 ×	The School for Good Mothers: A Novel On Our Shelves Now	\$27.00
1 ×	Olga Dies Dreaming: A Novel On Our Shelves Now	\$27.99
		Subtotal: \$54.99

Customer information

Enter a valid email address for this order or click here to login with an existing account and return to checkout.

E-mail address *

Coupon discount

Enter a coupon code for this order.

Coupon Code

Enter a coupon code and click "Apply to order" below.

APPLY TO ORDER

Coupon Code

Enter a coupon code and click "Apply to order" below.

APPLY TO ORDER

Tax-exempt information

If you qualify for sales tax exemption, please provide your organization information. Organization name and tax-exempt number are required to be considered for tax exemption.

☐ This is a tax exempt order.

In-Store Pick Up Options

☐ I would like to pick up my order at the store.

In-store pick up available during each store's open hours

Delivery information

Enter your delivery address and information here.

* First name:

Preferred Name:

Please enter your preferred name (e.g., Len vs. Leonard. If you do not have one, please re-enter your first name.

* Last name:

Company:

* Street address:

* City:

* State/Province:





* Country:

* Postal code:

* Phone number:

Payment method

Select a payment method from the following options.

☒ Credit card:    

☐ House Account

Subtotal: \$54.99

Order total: \$54.99

Credit Card Details

Card type

Visa

▼

Credit Card Owner Name

Credit Card Number

Expiration date

01 - January

▼

2022

▼

Credit Card CVV Code

Contact / Billing information

Enter your billing address and information here.

☐ My billing information is the same as my delivery information.

* First name:

Preferred Name:

Please enter your preferred name (e.g., Len vs. Leonard. If you do not have one, please re-enter your first name.

* Last name:

Company:

* Street address:

How the redesigned site will fix the Modularity issue:

We intend to break this complex checkout process down into 5-6 easy steps in our redesigned website which will make it easier for the user to navigate through the whole process without any confusion and errors being made. In this way by dividing the whole checkout process into smaller tasks our redesigned website will be honoring the Modularity principle.

Second Principle: Proximity



Principle described in my own words:

The principle of Proximity states that the closely connected elements are regarded to be more related than those that are farther away. In simpler words this principle states that the similar components should be placed together to ensure a better website design. The grouping that occurs as a result of adhering to the proximity principle decreases the complexity of website designs while reinforcing the pieces' relatedness to each other.

Usability issue in the original website involving Proximity:

The Cart menu in the original website has several elements which are related to each other but still placed far apart which makes it difficult for the user to navigate through the menu. For instance, in the website the option to remove a book is placed far away from the Qty and Update Cart options. Also, the View Cart option after selecting the particular book is placed very far from the related menu options like “Proceed To Checkout” and “Continue Shopping” as shown in the screenshots below. This makes the navigation cumbersome and complex for the user.

Cart

Remove	Products	Product Descriptions	Qty	Total
REMOVE		The School for Good Mothers: A Novel On Our Shelves Now	<input type="text" value="1"/>	\$27.00
REMOVE		Olga Dies Dreaming: A Novel On Our Shelves Now	<input type="text" value="3"/>	\$83.97
				Subtotal: \$110.97
Continue shopping				
EMPTY CART UPDATE CART CHECKOUT				

Items Added to Cart



Olga Dies Dreaming: A Novel

On Our Shelves Now
By Gonzalez, Xochitl

ISBN:9781250786173

Your cart summary

(4) items in
cart

[View Cart](#)

Subtotal: **\$110.97**

[CONTINUE SHOPPING](#)

[PROCEED TO CHECKOUT](#)

How the redesigned site will fix the Proximity issue:

To solve the proximity issue in the redesigned website we will add the option to dynamically add or remove the books close to the Qty displayed. Also, in case of the “View Cart” option we intend to place it with the “Proceed To Checkout” and similar menu options to ensure a simpler flow of the process. In this way the related menu options will be simple to follow, concise, and consistent, thus obeying the Proximity principle.

Third Principle: Performance Load

Principle described in my own words:

According to the principle of Performance Load, more the effort required to complete a task, the less likely it will be completed successfully. When the performance load is large, performance time and errors rise, and the likelihood of achieving the goal is reduced. When the performance load is low, performance time and errors are reduced, and the likelihood of achieving the goal is thus also increased.

Usability issue in the original website involving Performance Load:

To view the average ratings and reviews for a particular book before purchasing it in the original website is very cumbersome and time consuming. The average ratings for a particular book are not placed close to it, also to access the reviews for a particular book the user has to scroll down all the way to the bottom of the website only to get confused as to where he/she will find it as shown in the screenshots below. The option which is currently selected is neither highlighted nor focussed upon.

Books We're Most Excited About in 2022



New Releases



"Get ready to root for Olga! I absolutely loved this book. It beautifully captures the Puerto Rican experience with humor and bravery. It felt like home and when a book feels like home, I can't help but invite everyone over."

— Rosa Hernandez, Third Place Books, Lake Forest Park, WA

DESCRIPTION | ABOUT THE AUTHOR | DETAILS | REVIEWS & MEDIA

author of *Ordinary Girls*

"*Olga Dies Dreaming* is as funny as it is insightful, as deft as it is original. In this impressive debut, Xochitl Gonzalez displays a gift for capturing the absurdity in the fabric of life. Wit and wisdom rarely combine in such a powerful one-two punch." — Mat Johnson, author of *Pym* and *Loving Day*

"*Olga Dies Dreaming* is a love letter to Brooklyn brimming with the best music, with dreams and sorrows—the stuff of real life. At turns hilarious and heartbreaking, Gonzalez gives us a gripping novel about community, family, betrayal, and the complicated inheritance of diaspora—a wild and ambitious saga that shows once again how the personal is always deeply political. An unforgettable story about finding and defending home." — Jennine Capó Crucet, author of *My Time Among The Whites*

Book Marks		Olga Dies Dreaming		XOCHITL GONZALEZ	
WHAT THE REVIEWERS SAY		RAVE	★★★★	★★★★	
POSITIVE		★★★★	★★★★	★★★★	
MIXED		★★★★	★★★★	★★★★	
PAN		★★★★	★★★★	★★★★	
RAVE		"In short: Don't underestimate this new novelist. She's jump-starting the year with a smart romantic comedy that lures us in with laughter and keeps us hooked with a fantastically engaging story."			
RON CHARLES, THE WASHINGTON POST					
RAVE		"A multilayered debut about identity, race, the power of elites and the marginalisation of the poor."			
LUCY POPESCU, THE OBSERVER (UK)					
BASED ON 8 REVIEWS		"Gonzalez is clearly concerned with making sure her readers			

How the redesigned site will fix the Performance Load issue:

To address the issue of performance load in the redesigned website, we will add the average star ratings of the book close to itself. Also, we plan to add the precise and relevant reviews to be directly accessible by the user by removing the unnecessary information like “Details” and “Description” menu options. Also we will ensure that the appropriate selected menu option is highlighted to ensure the overall reduction of navigation and energy expenditure thus honoring the Performance Load principle.