Walter Hernandez

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Browsing vs Searching

The products chosen for research are a large monitor under $300, and a 24-inch monitor with HDMI capabilities. Amazon and Walmart will be utilized for a shopping experience. Both products will undergo a search and browse. This will yield a total of eight outcomes. Activities, experience, satisfaction, and opinion will be documented to compare. Further on, common mistakes and recommended improvements will be discussed.

Product number one, the large monitor under $300 is our first product. Amazon.com is initiated and the user finds a noticeable search box on the top of the landing page. “monitor” is entered, and a dropdown menu appears with frequent searches, however, only the search function will be utilized. The search yields a page with standard monitors with a price range of around $90. None of them are large or high-performance. On the left of the page, there are numerous filters for the purpose of narrowing search results. The filters for “$300 and under” and “26 in. and above” are elected. Each time a filter is clicked, the page refreshes and rapidly yields new search results. At this point, all the listings are viewable, and further sorting can be performed to close in on a monitor. The page is then reset to perform the browsing function. On the homepage, a user who is browsing for a large monitor under $300 will probably scroll the front page for any sightings. Nothing specific appears, therefore the burger dropdown is selected, and then the computers is clicked. It then shows subcategories, which then “Monitors” is clicked. It then displays monitors by highly rated and hot new releases. We can then proceed to continue browsing.

Walmart is the next test site. Upon initiating Walmart.com, the landing page has a large search box on the top. The keyword monitor is entered. Once again, the filters are towards the left. The 26 in + filter is elected. Prices are elected too, however, this time a scrolling price bar is displayed. Further sorting can be performed. The filtered products are now displayed and can be chosen. For the Walmart browsing portion, we return to the homepage. Browsing through the homepage does not yield any options, therefore we clock on the tab “Electronics” on the homepage. A secondary screen loads with more subcategories, we elect “Computers and Office”, Upon the third screen, there is no tab for monitors. We search under other categories for monitors until we finally find it under computer accessories. The first monitors displayed are the “Best Sellers”. We can then proceed to filtering and making our choice.

The second product will undergo the same process, except now the 24-inch and HDMI options comes into play. The process begins on amazon.com by performing the search function. The filters appear on the left side, this time the 24-inch and HDMI options are elected. Immediately all the products with the filtering appear. For the browsing portion, everything is the same as the first product. The main difference is that every 24-inch monitor product and the description must be read to see if it features an HDMI port. Walmart.com search feature is next. Everything is the same as product one. The 24-inch filter is chosen, this time, however, there is no HDMI filter. All the 24-inch products must be clicked on, and the description must be read to see if it features an HDMI port. The browsing feature isn’t much better. Electronics is clicked, then monitors, and the users manually search for 24-inch monitors and read their description for an HDMI port.

Amazon had a better experience for both searching and browsing. Walmart was prone to missed clicks and often didn’t do what our intentions were. The filter functions were over-engineered for Walmart. They had a meter to clock through for maximum pricing, which didn’t give us our accurate request. For both products and all cases, amazon takes the win for the best UX and UI. Walmart simply had too much going on, and didn’t think of what the users wanted. The broad scope of searching and browsing for a monitor under $300 was simple. When we added the specifics for the 24-inch HDMI port, we began to run into problems. Amazon could filter Monitors with HDMI, however, Walmart did not. It especially became problematic when browsing for the HDMI feature through Walmart. Each monitor had to be clicked on and the description read to see if it had the features.

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| Walmart | Amazon |
| -Features photographic categories | -Features capability of filtering with HDMI. |
| -Lacks HDMI filter option | -Very subcategorized. |
| -Some filters are buggy. | -Very push-sale products appear first. |

To conclude, Amazon has a better and more refined search experience. They do seem to push a lot of featured products. Browsing is also a decent experience. They do lack a unique product listing since they push certain products. Walmart was a bit on the rougher side. The Layout was bland, and their filter can be a bit more fine-tuned. Their browsing experience wasn’t as simple. A lot of their ideas were buggy, with they intend to simply the process. Walmart can perhaps revert to some of their old ideas as opposed to buggy new ones. A lot of performance issues arise from their ambitions.