

Rationale: Find the main pain point of a site and how to correct the deficiency to maximize the business case or desired business outcome.

Case Study Overview: In groups (three to four people), students will analysis the interaction design, usability and design of two sites in the same horizontal business segment, i.e food ordering/delivery, online clothing retail, etc.

The feedback and recommendations will be based on the course content as well as additional research resources they find appropriate. As a group, analyze, synthesize and apply concepts from class to evaluate, the two systems.

Goal: Apply research and comprehension skills to material, allow students to put into practice aspects of interaction design, usability and interface design.

Details: Each group will pick two companies within an industry horizontal (food industry, retail, etc.) that offer a service via on-line ordering as part of their website. Using a group member as the subject, have the individual enter the site and do the steps necessary to order an item for delivery/pickup. Orders require at least one item.

The "test subject" should **talk out loud** during the process and capture any moments that create confusion or frustration. These will be the "*Pain Points*" that you will need to address in providing a solution or redesign of the ordering system.

Part One: Tasks

1. Start with the landing/home page and review and state how each company states or display their specials or offers.
2. Look at the interaction model for the ordering component of the site and present the current interaction/user flow. Take appropriate notes and screen grabs (if necessary).
3. Note ease of interaction.
4. Note "Pain Points" during the user's interaction with the site.
5. As a group, you **do not** have to actually place the order.
6. If you do order, note how and what type of confirmation the user receives. Or if you leave the shopping cart, see what type of reminder the user receives in the email.
7. Compile and review your user feedback.
8. Using the user feedback, revisit the site and ordering system and give recommendations on improving the ordering interaction, the layout of elements and objects in the ordering system. Review the layout of the site and the ordering pages.
9. What type of improvements beyond what is on the site would you recommend? Look at tangible or intangible features or messaging. Is there free shipping? Does page content provide you with enough information or details?

10. What type of improvements or features would be recommended for repeat visitors/users?

Part Two: Tasks

11. Visit a second site and repeat the procedure.
12. Using the data from the two different sites, do a compare and contrast of the experience (table format).
 - a. What did the user like about site 01 and site 02?
 - b. What did the user dislike about site 01 and site 02?
 - c. What did the user find easy or effortless site 01 and site 02?
 - d. What “pain points” did the user experience on site 01 and site 02?
 - e. What improvements are you recommending on site 01 and site 02?

Part Three: Analysis

13. Using the information, data and analysis from the site visits:
 - a. Create a main Job Story for the motivations of use.
 - b. Create a revised, improved user flow based on the pain points
 - c. Create a wireframe(s) that simplify/improve/remove the pain point from the process for the one visited site.
 - d. Note your improvements and recommendations. These may require an additional wireframe or notation.

Part Four: Presentation

Create a presentation of your findings, feedback and your recommendations for improving the site. Make an educated guess or statement on what you believe the improvement will bring to the site or client, i.e. higher conversion rates, less calls to customer service, etc.

Presentations should be between 8-10 minutes and should include a simple well organized visual presentation in PDF format. Each group member must present part of the presentation. On the first page of the PDF please include the name and link to the website you are evaluating as well as a list of your group members.

Marks:

Research/Analysis: 15 points

- Identification of the site, the problems encountered the recommended course of action to improve the site interaction and design.
- Present current and improved interaction design
- Present the use case and job story for the site
- Overall presentation and thoughtfulness of the final design solution
- Intuitiveness of your design solution for the ordering system
- Improvements to interaction design
- Statement on improvements/enhancements

Presentation: 5 points

As a group, present your synthesis of research, findings into a statement about “pain points” and solution or recommendation to improve the interface and interaction.

State:

1. The current user interaction, note the “pain points” in the interaction.
2. The improved interaction to remove “pain points” in the interaction
3. Include a screen shot of the website that required the most work to remove the “pain points” as well as a screen shot of your wireframes to improve the problem area.
4. Areas of improvement

Readings:

Webpage Speed Dating -

<http://www.newfangled.com/contentmgr/showdetails.php/id/23371> by Christopher Butler

UX is 90% Mental - <http://blog.abovethefolddesign.com/2011/10/11/half-of-ux-is-90-mental/>

Don't Make Me Think – Steven Krug – Chapters 3 (Billboard Design 101) and Chapter 4 (Animal, Vegetable, Mineral?) – available on Safari Books