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**Course: Computer Games
Production**

Unit: HCI, Computers And Society

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Assignment Number: 2

Unit Lecturer: Rose Spilberg

Introduction To Assignment:

This assignment is a further extension of the research I did in assignment one, looking at two systems Amazon, and Play, I will be looking at the issues raised from my previous findings, and constructing research methods to see if any other issues occur, then suggesting any possible changes that may be required.

Introductory Section:**Introduction To Systems:****Amazon.co.uk - System 1:**

The first system I have chosen to look at is Amazon.co.uk.

This system can be found at: www.amazon.co.uk

Amazon, is a Ecommerce* set up in the 1990's when the internet was first making waves within the commercial world.

*Ecommerce is something which is designed to allow a company to sell goods or services to a customer, via the use of the internet.

Amazon sells a large variety of products, DVD's, Video games, Even gardening tools, and has been rapidly expanding what is offered to customers since it was established.

The layout was recently updated, it is, and was a clean design with easy to manage colour schemes. Text stands out quite well, so that customers are able to find what they need.

It also personalises the design of the site based on the users interaction with it, it adapts what is displayed on the home page for example, if a user buys a certain type of film, then recommendations for purchases of this type of film will be placed on the home page (Only if the user is logged into an account).

It has many functions available to customers, such as the ability to create a shopping list, and save it for later, much the same as the wish list which allows customers to place a of things they want, that anyone can view.

Wish List Tell people about this list

DEFAULT LIST

This list is for: Mr J Gunn Delivery Address: None Entered

Birthdays: None Entered [Edit this information](#)

Unique Facts: None Entered

Important Message: Please [enter a delivery address](#) so that items on this list can be bought by others and sent to you. We will only display your town and county to help your friends and family identify you.

SHOW ME: IN CATEGORY: SORT BY: VIEW:

Total Items: 1 Page 1 of 1

	Long Road Out Of Eden (2CD) ~ Eagles In stock Price: £6.99 <input type="button" value="Add to Basket"/>	DESIRED RECEIVED: <input type="text" value="1"/> PRIORITY: <input type="text" value="medium"/> <small>added 20 November 2007</small>
	<input type="text" value="COMMENT"/>	<input type="button" value="Save"/> <input type="button" value="Delete"/> <input type="button" value="Move/Copy"/>

Total Items: 1 Page 1 of 1

Customers also have the option now to purchase, and sell second hand goods via Amazons secure sales system, this system is much like EBay, only with set prices not auctions.

Customers can manage their accounts, via a secure system which is accessed with a username, and password of their choice. In this management system customers can update important information such as address, and payment details. They can also process orders, track their order history etc.

When shopping the customer has at their immediate disposal before creating an account, the ability to add items to a “Shopping Basket” this stores what they wish to purchase in a list which is viewable at any time. It reserves items which are in it, until the customer removes them, or purchases them, it also keeps a tally of the total cost of an order, and allows easy removal of items.

Amazon is available in a range of countries, not just the UK, each site is hosted separately, and accessed via a different domain name, for example, .com, .fr etc.

The main menu consists of several options, to easily guide the customer in the right direction, and making it easier and faster for them to narrow down the item they wish to find:

- ❖ Home
- ❖ DVD
- ❖ Music
- ❖ Games
- ❖ Books
- ❖ Electronics
- ❖ PC
- ❖ Gadgets
- ❖ Mobile
- ❖ Clothing& Accessories



Play.com - System 2:

The second system I have chosen to look at is Play.com.

This system can be found at: www.play.com

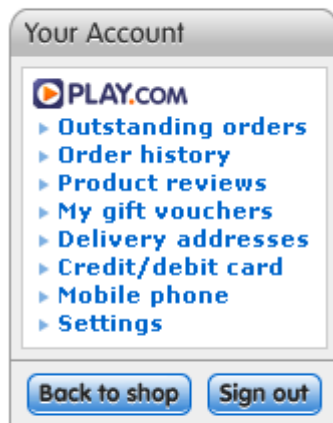
Again, as with Amazon, Play.com is an Ecommerce business, however is a much more recent company, being established in 1998.

The company again provides similar functionality to Amazon, selling many different products (Though this range is much more limited than the one offered by Amazon).

The overall layout of the site is easy to interact with, it consists of clean, vibrant colours, and clearly labelled links, making it easier for the customer to interact with it.

Play.com also provides a second hand sales system, however this was only introduced within the past year, it is secure, and allows customers much more safety than is available with other such services.

Play.com offers an account management system, which allows users to update all vital information, confirm orders, check past orders etc.



Play.com also offer a Basket facility, which is always displayed down the left hand side of the webpage, showing the user what is currently in there, and giving them a total cost. It also allows the user to remove items, one at a time.



Play.com's main menu consists of several categories, covering everything they sell, and making it easier for customers to find what they need:

- ❖ Home
- ❖ DVD
- ❖ Music
- ❖ Games
- ❖ Books
- ❖ Electronics
- ❖ PC
- ❖ Gadgets
- ❖ Mobile
- ❖ Clothing& Accessories



Introduction To Users:

The user base for both Amazon.co.uk and Play.com are very similar in nature.

The systems are aimed at people with access to a computer, and the internet, presuming that they will at the very least have a limited knowledge of the technology they are using, and previous experience of shopping online.

Amazon.co.uk has a broad audience, as it supplies many different products, from CD's to compost. Where as Play.com is more for the technology enthusiast, as suggests by the name, it sells entertainment products.

Users of both systems will need to have access to some form of payment, usually a debit or credit card, suggesting that the majority of users will be over the age of 16.

But because of the broad range of products both sites offer, the user base is very broad, it may be students buying the latest I-pod, parents getting their children games for Christmas, a book club buying books etc.

So to sum up the user base for both systems are generally people over the age of 16, with access to, and some previous knowledge of the internet and who wish to purchase products online.

Introduction To Usability Study:

Issues Found:

System 1:

The account creation system may be slightly confusing to the user, with regards to error prevention, as the system does not detect if an incorrect email has been entered until the second page of the system has been submitted.

The basket consists of two pages as opposed to one, this makes it slightly more complex for the user, however gives the user the ability to perform more advanced functions.

The basket is not consistently displayed to the user, which may be slightly disorientating for them, as in order to view the basket, they will have to load a different page, instead of being able to view it continually while shopping.

The search function is not as advanced as that of play.com, this is not really an issue as the system is geared more towards users with a lower knowledge of the system, however advanced functionality could be useful for more advanced users.

System 2:

More of a technical issues, than an interface, however the email system will allow you to enter invalid information for example thisemail@isnot.real using an invalid domain, which should be for example .com or .co.uk. Because of this the system could be inaccessible to the user, after registration is complete, and this would in turn frustrate, and confuse them.

Potential Change Suggestions:

System 1:

The user currently has to take several steps in account creation system, before errors are recognised with emails, I suggest updating this so that users are given appropriate feedback immediately, if they enter something incorrect into the system.

I feel it would be beneficial or all information to be contained on one page, rather than two for systems such as the basket, this means that users can update information easily for example removing items from the basket, much like the system Play.com has implemented.

System 2:

It could be worth while for Play.com to implement a slightly higher level of functions to their shopping basket, such as the ability to alter item quantities. This would benefit users, by allowing them to use the system in a more friendly manner, rather than having to click items multiple times to update the basket.

They should also revise their error prevention system, especially with the account creation, as this currently allows incorrect information to be entered, thus making the user think they have entered something appropriate, when they have not.

What Will I Follow Up In Part 2:

I will look at the two systems I have covered in this assignment in further depth in the next, taking “The Basket” “Creating An Account” and “Searching” as the main functions to concentrate on.

I plan to find out which system users prefer, which functions they think are better, etc.

I will also try to find out if users find the same issues, that have been found from my analysis, such as error handling, and gain feedback from them.

Methodology:

As the main focus of this assignment, I have decided to look at the search, and the basket functions of each system in more depth.

Objectives Of Research:

The objectives of my research are:

- ❖ To ascertain the ease of use of key elements of the system, searching, adding/removing items to the basket, and updating the quantity of items in the basket.
- ❖ To ascertain if there is a correlation between the time it takes to complete set tasks within the system, and the level of difficulty the user had using the system.
- ❖ To find out if users find it important for the basket to always be on view, and to find out if it always was.
- ❖ To find out if the advanced functions of the search facility are used by users, and if they feel they help.

User Groups:

As mentioned in the previous research assignment, the users of both these systems range very widely in age, sex, etc, as the systems are Ecommerce, so it is not a matter of who they are, but what technology they have access to, which determines if they use the systems or not.

I will therefore select a range of users from the following categories:

- ❖ Beginners – Users with little experience of the systems.
- ❖ Intermediate – Users that will have some experience of these, or similar systems.
- ❖ Advanced – Users that are use to systems like these, and know how they function.

I will be using a broad range of individuals, in order to make my research more valid, as using a set user group, such as only beginners, or only advanced users would limit the results I get, and make me unable to analyse any patterns between time, and ease of use.

Ethics Issues:

It is important for users to feel safe and secure when conducting research with them. They must be informed that the data being collected will be private and confidential, and that they are under no pressure to perform any of the tasks. They will be free to stop at any time they wish, and have the right to refuse to answer any questions they feel inappropriate.

The research subjects will be informed of the above in the briefing documentation, this is in order to keep them informed and make them feel comfortable while undergoing the research tasks.

There are many ethics involved when conducting research on individuals, these can be found in many places, including the Research Ethics Framework, which is a guide to the ethics of research.

Research Ethics Framework (REF) Research Ethics Framework *“The confidentiality of information supplied by research subjects and the anonymity of respondents must be respected - Research participants must participate in a voluntary way, free from any coercion”* (p1)

Above are just two of the guidelines given in the book, which reflect what I have already said, indicating that data supplied should be private, and that research participants should feel like they wish to do the research.

Standard Tasks:

I have designed a set of tasks for my users to perform in order to evaluate the elements of the system I am looking at in this assignment, the tasks for both systems are:

- 1) To find a DVD called “Kiki’s Delivery Service”.
- 2) Add the DVD to the shopping basket.
- 3) To then find a game “The Orange Box” for PC.
- 4) Then again add this game to the shopping basket.
- 5) Next the user needs to update the quantity of the PC game “The Orange Box” to 2.
- 6) Finally the user needs to remove all 3 items form the shopping basket.

These tasks are to research:

- ❖ How easy the search system is to use
- ❖ If the user, uses the advanced drop down features of the search function.
- ❖ How easy the user finds it to use the shopping basket, adding items, updating quantities, and removing items.

I will give all users a briefing document, which gives them an introductory method, a list of tasks set for them, and a thank you note, reassuring them that data collected will be confidential.

Evaluation Methods:

I will need to attain data from the above standard tasks, to collect this data I will do two main things:

- ❖ Record time taken to perform tasks on each system.

- ❖ Have the user fill out a questionnaire asking a range of questions about their experience.

The recording of tasks is “Quantitative” research, this refers to data that is collected, that can be organised and evaluated, such as numbers, calculating the mean of the data.

Where as the questionnaire is “Qualitative” which is a more personal approach to collecting data, it is things like interviews and questionnaires , which get more of a personal opinion from the user.

I will also ask users if they have any additional comments, which I will assimilate into my analysis, however the main data will be collected from the two main methods. I will use the time taken to perform tasks, and compare this with the questionnaire results, to see if there is any correlation between the time it takes the user to complete the tasks and how easy they find the system to use.

Report Of User Study Plan And Process:

I have mentioned what research processes I will be using during this assignment, and the tools I will use to gather information from my users, therefore instead of repeating myself in this section, I will briefly go over how I went about my testing, and research collection.

I first found ten research participants to perform my study upon, I ensured that these were people that were not on my course, and were from a range of user groups, and age groups, in order to get the fairest results, however due to my limitations this is a very small user study, as opposed to some studied performed by large companies etc.

After I found my participants, I set them up in a comfortable environment, with a computer, and access to the two systems, I then gave them the briefing document (Which is attached in the appendices). I then explained to them what I am trying to find out with this research, how they are helping, and gave them an in depth explanation of the tasks they are to perform, in order to make sure they understood.

After this I asked if they had any questions, and answered them if any did arise, I explained that I would be timing them, but reassured them that they did not need to rush, and were under no pressure, I also told them that we could stop at any time if they so wished.

I then sat the research subject at the computer, and let them begin their tasks, I first asked them to go through the tasks for system one, and then again for system two, each time using a stop watch to time how long it took the user to complete all tasks on each system.

After this I thanked the user, and then went through the questionnaire with them, to make their work less, then I logged the results into the computer, them easy to access.

I then asked the user if they had any other comments, and had them write them down on the questionnaire, discussing the comments with them if they did.

I found that very few users actually chose to leave additional comments on the systems.

Finally, I thanked the user for participating in the research, and reassured them that the data submitted by them would be private and confidential, leaving them with the briefing documentation.

After the research results had been gathered I compiled my findings into a spreadsheet, so that all the results were easily accessible, the only results I did not include on the spreadsheet were “Any Other Comments” as these were very sparse, and would not look tidy in the spreadsheet. I have included both the spreadsheet table in image format, and the additional comments in the appendices of this report.

I then looked at my results, and discussed what they showed me, which will be found in the next section, I also compiled appropriate diagrams in order to demonstrate anything relevant.

Analysis Of Results:

Search Element:

In this section of the report I will display the results of the research I conducted on the search elements of my systems:

Some questions have the same results for both systems, if this is the case I will only show one set of results:

Question 1:

8 out of 10 research participants found it as easy to find items on one system, as they did on the other.

This shows that both systems are quite similar in terms of search difficulty, showing that users able to use one system, have the skills to use the other usually with no added difficulty.

I think this shows that both systems search elements are designed in a very similar manner that is recognisable to users, having this standard set up helps them in finding what they required, and makes it easier for them to adapt between systems.

System 1:

7 out of 10 research participants found this system very easy to use to find the required items.

This shows that users find this system very easy to use, to find what they are after, whether they are use to the system or not.

This is probably because of the simple layout of the system, it has clearly marked search sections, with appropriate onscreen prompts to aid the user, the system is also very standard, so even if the user has never shopped online before it is likely that they understand how to search for things.

System 2:

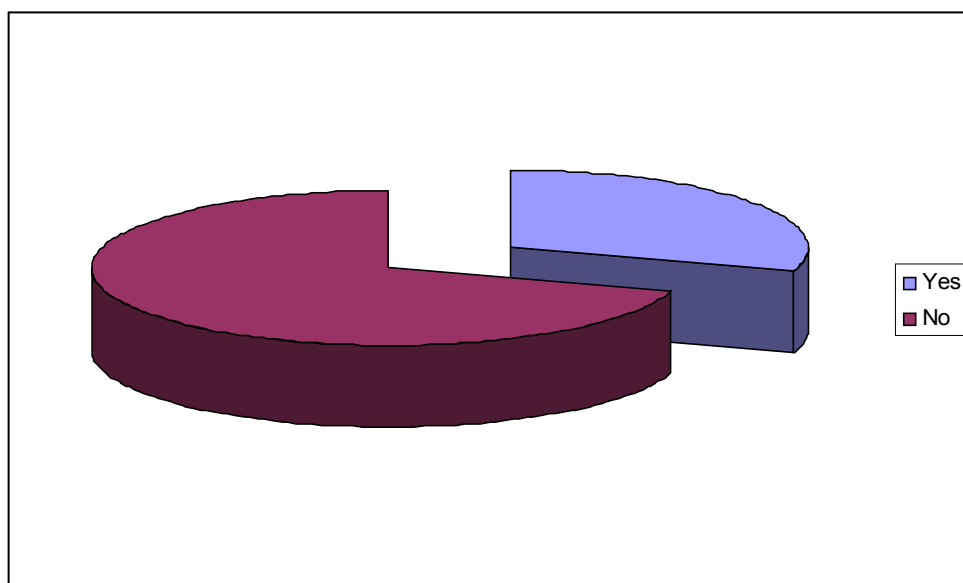
5 out of 10 research participants found this system very easy to use to find the required items.

This shows that the system is not quite so easy to use, 50% of the research group did find it very easy to use, and 20% found it easy, however that still left 30% that found it average.

This suggests that the system is slightly less understandable than amazon.co.uk's, however that users can still work out how to use the system without any additional help.

Question 2:

3 out of 10 research participants used the advanced drop down search functions.



This shows that although both systems offer more advanced functions for searching with not many users wish to use them.

I believe that users will generally only use these functions if they are unable to easily locate what they are after, or if it is force of habit from using other systems.

This suggests that while the options are available they are not necessary to most users.

Question 3:

3 out of 3 research participants believed that using the advanced search functions made their search easier.

This shows that although 70% of the research participants did not use the advanced functions, they do help users in finding what they want more easily, or more quickly. Showing that both systems should try and promote the functions use in a better way to make more users want to use them.

I believe that this function is seen as useful because it narrows down search results, reducing the time it takes users to find what they are after, by narrowing down inappropriate results given to them.

Basket Element:

In this section I will display the results of the research on the basket element of the systems:

Question 4:

System 1:

6 out of 10 research participants found the shopping cart easy, or very easy to find. With 1 participant finding it hard to locate.

This shows that the shopping cart of this system is easy to locate for most participants, however some people struggle to locate it.

The shopping cart is not always on view in this system, I believe that members that found it easy to locate, would have been trying to locate it when it was on view, or knew how to find it when it was not. Those that found it harder to find would have been unfamiliar with the system, and thus locating the cart becoming more of a challenge.

System 2:

5 out of 10 research participants found the shopping basket hard, or very hard to locate in this system, with only 3 participants finding it easy or very easy to locate.

This shows that the shopping basket element of this system is much harder to locate, while some members do still find it easy to locate.

It suggests that those members finding it easy to locate have probably used the system before, as they knew where to look for it. The shopping basket element of this system is always on view, however is on the left hand side of the system, which suggests to me that people find this confusing, due to the majority of online eCommerce systems displaying the basket down the right hand side of the view port.

Question 5:

System 1:

10 out of 10 research participants said that the shopping cart was not always on view.

While question 4 suggested that some participants may not have noticed when the shopping cart was not displayed, these results clearly show that this is not the case, as all participants observed that it was unavailable for quick access during some stages of the tasks given.

System 2:

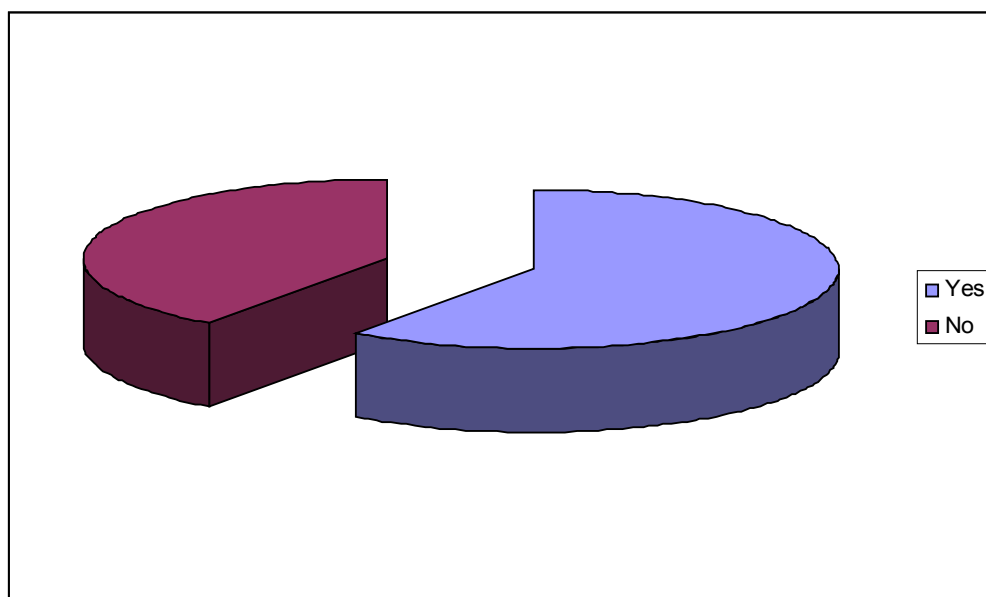
10 out of 10 research participants said that the shopping cart was always on view.

This shows again, that while participants may have initially found it hard to locate the basket, eventually they all knew where it was, and recognised that it was available all the time while performing the set tasks

I believe this shows, that while it is hard to locate the basket to start with, all most users quickly adapt to the difference in the system, and are able to use it in an more efficient manner.

Question 6:

6 out of 10 research participants believe that it is important for the shopping basket to be on view at all times.



This shows that having the basket on show at all times is important to users. This is a feature that System 1 evidently lacks, which would be seen as bad by 60% of the research participants.

I believe that so many participants believe the basket should be on view at all times, as it makes the shopping process easier for them, they do not need to spend time locating the basket should it not be available, it also makes it easier for them to add, remove and finalise the purchase of items in the basket.

Question 7:

System 1:

8 out of 10 research participants believed it to be easy to remove items from the shopping cart.

This shows that the shopping cart element of the system is easy to use and intuitive, with very few people finding it anything more than easy to use.

This is because the system is well labelled and easy to understand, it is well set out with easy to understand buttons, and helpful information to aid users.

System 2:

7 out of 10 participants said it was either easy, or very easy to remove items from the shopping basket.

These results also show that the system is easy to use, with participants understanding quite well how to remove items from the basket.

As before this suggests that the users find the system intuitive to use, it is well laid out, and offers valid functionality for users.

Question 8:

System 1:

6 out of 10 research participants said it was easy, or very easy to update the quantity of items in their shopping cart.

This shows that a large portion of users easily find the ability to update item quantities, however a good portion of them also find this more difficult.

Suggesting that the shopping cart is easy to use, but could use some improvement, as certain users find it more difficult to update the quantity than others.

System 2:

5 out of 10 research participants said it was of average difficulty to update item quantity in their shopping basket, with 3 more participants saying it was either hard or very hard.

While a selection of participants felt ok with updating the item quantity, a larger number of participants found this task hard, this shows that the update element of the system is not up to standard.

This is probably because the system lacks a valid quantity modifier, most users initially try clicking on the log in options, only to find they either need to create an account, or there is no option to update it in the first place, and take some time to realise they have to locate the item again and add it to the shopping basket to add another one to the quantity. This in turn makes the task seem harder to users.

Overall System:

This section will display the results of research on the overall system:

Question 9:

System 1:

7 out of 10 research participants found the system either easy, or very easy to use overall.

This shows that the system is relatively easy to use for both new, and experienced users of this, or similar systems.

It would suggest that the general system is well laid out, with easy to use functions, allowing users to quickly adapt to the system, and complete the tasks they are faced with. Only one person found this system hard to use, meaning at least 90% of the research participants were ok using the system.

System 2:

3 out of 10 research participants found the system easy to use overall, with 4 out of 10 participants finding it average to use, in terms of difficulty.

7 participants were able to use the system without too much difficulty while there were problems encountered the system overall was well designed, enabling users to complete tasks eventually.

The results suggest that this system is not as well designed as Amazon.co.uk, however is still usable.

Any Other Comments:

This section will look at any other comments the research subjects made, relating them to the section they are about:

As mentioned previously very few users left additional comments, only 3 out of 10.

System 1:

“I had a problem updating the quantity of the game, when I selected “2” it updated to 4”

This comment only came from one person, and from my research no one else encountered the same problem, this suggests that there may be slight confusion with this system, when adding a set number of items to the shopping cart, and updating the quantity in the basket.

I believe that this problem occurred because the participant was used to different types of systems than Amazon.co.uk.

System 2:

“I struggled changing the quantity, until I found that I had to add the same item again”

“I did not know how to update the quantity, this wasted much time, having to log into an account and then finding that there was still no option”

The above two comments, along with the research results from question 8, suggest that there is a problem with the quantity update element of the system, I believe this is because people expect to be able to update the quantity via either written methods, or drop down menus, but these functions are absent.

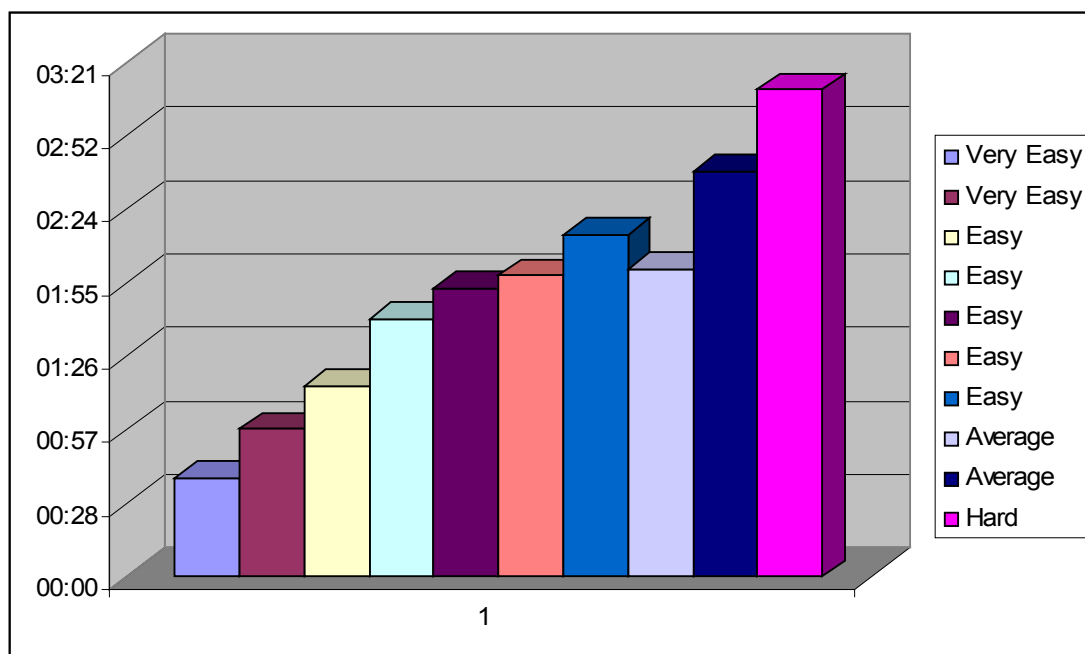
“The basket was hard to find for some time, as I was expecting it to be elsewhere”

As with the results from question 4, my theory is somewhat backed up, that the basket being located on the left of the system can be confusing to new users of the system, as they seem to expect it to be on the right hand side due to the way other systems are laid out.

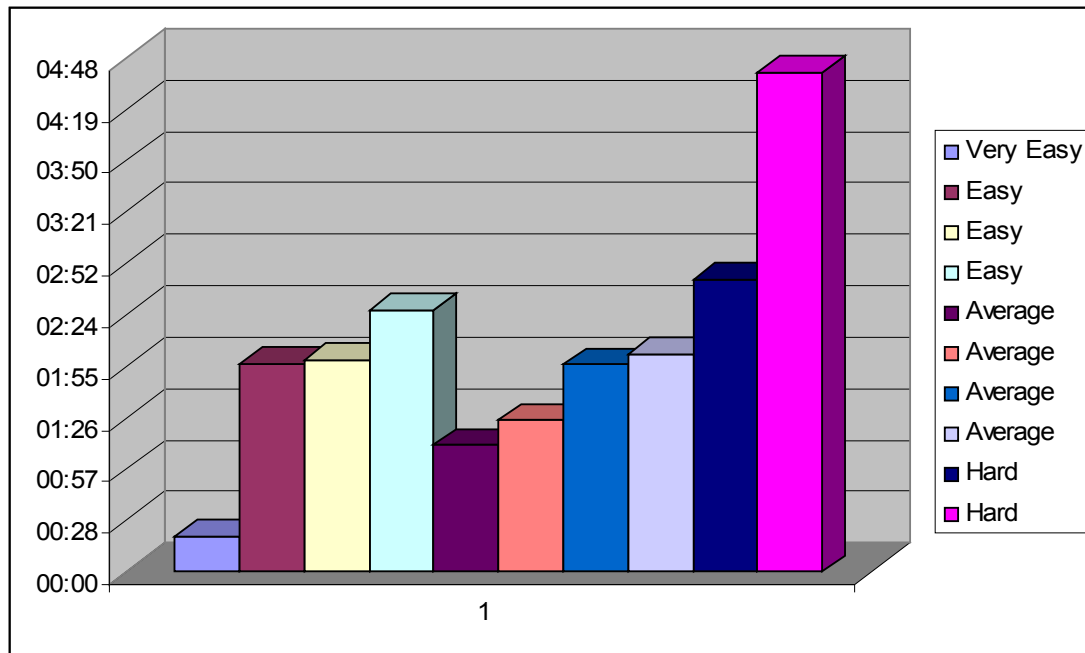
Time And Answers:

This section will explore whether there is any between questionnaire results, and time taken to complete tasks:

System 1:



System 2:



As expected I can see a correlation from my results, generally the longer it took someone to complete the tasks, the harder they found the system to use.

The graph for system one has a much stronger pattern, showing exactly what I am trying to convey, however the system two graph is somewhat different, users that found the difficulty of the system average are generally faster than those that found it easy to use. This is probably because some users were taking their time to get to grips with the system, even though they did not find it difficult to use. The correlation is however still present.

Because people find the system harder to use, they tend to spend more time working out how to do specific things, making mistakes etc, while this rule does not always hold true, it will be so for most users, the better that are with a system, the faster they will perform the tasks.

Conclusion And Recommendations:

In my initial assignment, I found Play.com to be the better system, however my user research has shown me the complete opposite of this, users seem to find the Amazon.co.uk system much easier to use, while they do still have some niggles with it, my research suggests that the layout of this system is much better, and therefore much easier to use.

My research has shown several flaws in the Play.com system:

People had a harder time locating the basket, as it was on the left hand side of the system, not the right, which seems to defy conventions, and confuse some users.

To rectify this problem I would suggest that Play.com do one of two things, either make the basket more visible so that it stands out to new users, or relocate the basket to the right hand side of the system.

Users also had problems with updating the quantity of items in the basket, while they did all figure it out eventually, it seemed to be preferred to be able to update the quantity manually, rather than having to add another version of an item each time.

For this problem, I suggest that Play.com add a system that allows the user to update the quantity easily, by implementing a simple drop down menu, or allowing the user to input the new quantity themselves.

Amazon.co.uk also has some problems:

The basket is not always on view, this can be overlooked however due to the rest of the system performing so well.

To improve this Amazon.co.uk need to change its system, it would simply be to make the shopping basket available on every page, by making it a permanent fixture, similar to the one on Play.com

I also found that most of the users did not use the advanced features of the search system, but those that did found it helped with finding what they wanted. Therefore I suggest that both websites promote this feature a little more, offering some explanation to why it will help, as this will potentially improve the ease and speed of peoples searches.

My results showed a positive correlation, between how easy a system was to use, and how long a task took to complete.

Personal Conclusion:

I found this to be an interesting assignment, as it let me further my research from the first assignment, and taught me that what the HCI Expert finds, and what the user think can be different.

Appendices:

Briefing Documentation:

Introduction:

This research program is looking at two different E-Commerce systems, Amazon.co.uk and Play.com. In an attempt to ascertain the ease of use of two specific aspects of each system, the search function, and the shopping basket function.

Standard Task:

System 1 – Amazon.com

System 2 – Play.com

For both of the above systems, please complete the following tasks:

- 1) Find The DVD – “Kiki’s Delivery Service”
- 2) Add It To The Basket
- 3) Find The Game – “The Orange Box” For PC
- 4) Add It To The Basket
- 5) Update the quantity of the “The Orange Box” Item to 2
- 6) Remove all items from the basket.

Please take notice of how accessible the basket is at each stage of progress through the tasks.

You will be timed on how long it takes to complete the overall task, please feel under no pressure because of this, it is simply to aid our research.

Thanks:

I wish to thank you for taking the time to partake in this research program, I want to reassure you that all information given to us will remain private confidential.

Questionnaire:

System 1 – Amazon.co.uk

Question 1:

Overall, how easy was it to find each item?

Very Easy Easy Average Hard Very Hard

Question 2:

Did you use the advanced drop down menus to refine your search?

Yes No

Question 3:

If Yes, did it make your search any easier?

Yes No

Question 4:

How easy was it to locate the basket while completing the tasks?

Very Easy Easy Average Hard Very Hard

Question 5:

Was the basket always on view?

Yes No

Question 6:

Do you think it is important to be able to easily locate the basket at all times?

Yes No

Question 7:

How easy was it to remove items from the basket?

Very Easy Easy Average Hard Very Hard

Question 8:

How easy was it to update the quantity of items in your basket?

Very Easy Easy Average Hard Very Hard

Question 9:

Overall how easy to use was the system?

Very Easy Easy Average Hard Very Hard

Question 10:

Any Other Comments On The System?

System 2 – Play.com**Question 1:**

Overall, how easy was it to find each item?

Very Easy Easy Average Hard Very Hard

Question 2:

Did you use the advanced drop down menus to refine your search?

Yes No

Question 3:

If Yes, did it make your search any easier?

Yes No

Question 4:

How easy was it to locate the basket while completing the tasks?

Very Easy Easy Average Hard Very Hard

Question 5:

Was the basket always on view?

Yes No

Question 6:

Do you think it is important to be able to easily locate the basket at all times?

Yes No

Question 7:

How easy was it to remove items from the basket?

Very Easy Easy Average Hard Very Hard

Question 8:

How easy was it to update the quantity of items in your basket?

Very Easy Easy Average Hard Very Hard

Question 9:

Overall how easy to use was the system?

Very Easy Easy Average Hard Very Hard

Question 10:

Any Other Comments On The System?

Compiled Results:

Rather than include 30 pages of questionnaire results, I have compiled the results into an easy to follow table:

System 1 - Amazon.co.uk										
Research Participant	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Time To Complete Tasks
1	Very Easy Yes	Yes	Average No	Very Easy No	Yes	Very Easy Yes	Very Easy Yes	Hard Very Easy	Easy Easy	01:53 01:41
2	Very Easy Yes	Yes	N/A	Very Easy No	Yes	Very Easy Yes	Very Easy Yes	Very Easy Very Easy	Very Easy Very Easy	00:39 00:58
3	Very Easy No	N/A	N/A	Very Easy No	No	Very Easy No	Very Easy Yes	Very Easy Easy	Very Easy Easy	02:14
4	Very Easy No	N/A	N/A	Very Easy No	Yes	Average No	Average No	Average Hard	Hard Hard	03:11
5	Very Easy No	N/A	N/A	Average No	No	Hard No	Average Yes	Average Easy	Easy Easy	01:15
6	Average No	N/A	N/A	Easy No	Yes	Easy No	Easy No	Easy Average	Easy Average	02:39
7	Very Easy No	N/A	N/A	Easy No	No	Easy No	Easy No	Average Average	Average Average	02:01
8	Average Yes	Yes	Yes	Average No	No	Average No	Easy No	Average Average	Average Average	02:01
9	Very Easy No	N/A	N/A	Easy No	Yes	Easy No	Average Yes	Easy Average	Easy Average	01:58
10	Very Easy No	N/A	N/A	Easy No	Yes	Easy No	Average Yes	Easy Average	Easy Average	01:58
System 2 - Play.com										
Research Participant	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	
1	Very Easy Yes	Yes	Yes	Very Hard Yes	Yes	Very Easy Yes	Very Easy Yes	Hard Average	Question 8 Average	01:11
2	Very Easy Yes	Yes	Yes	Very Hard Yes	Yes	Very Easy Yes	Average Yes	Very Easy Average	Hard Hard	02:44
3	Very Easy No	N/A	N/A	Very Easy Yes	Yes	Very Easy Yes	Very Easy Yes	Very Easy Very Easy	Very Easy Very Easy	00:20
4	Very Easy No	N/A	N/A	Very Easy Yes	No	Very Easy Yes	Very Easy Yes	Very Hard Easy	Easy Easy	01:59
5	Easy No	N/A	N/A	Average Yes	Yes	Average Yes	Easy Yes	Easy Average	Easy Hard	01:57
6	Average No	N/A	N/A	Very Hard Yes	No	Very Hard Yes	Average No	Hard Average	Hard Average	04:40
7	Easy No	N/A	N/A	Easy Yes	Yes	Easy Yes	Easy Yes	Average Average	Easy Average	02:27
8	Average No	N/A	N/A	Average Yes	No	Average Yes	Easy No	Average Average	Average Average	01:56
9	Average Yes	Yes	Yes	Hard Yes	No	Hard Yes	Easy No	Average Average	Average Average	01:25
10	Very Easy No	N/A	N/A	Hard Yes	Yes	Hard Yes	Average Yes	Average Average	Average Average	02:02

Bibliography:

This section includes references, and sources used in both part 1 and part 2 of these assignments.

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