“Dodgy e-Commerce”
An adventure with varying usability

Supervisor: Dr. Henry J. Gardner
-Karun Agarwal (U5218464)
OUTLINE:
• Project Background
• Usability
• Project Objective
• Approach
• Implementation
• Testing
• Discussion
• Questions
Psychologist Daniel Kahneman’s research has had profound implications in the field of behavioural economics.

Graph showing pain experienced by two patients during a medical procedure

USABILITY – What is usability?

Usability in web design is a quality attribute that helps evaluate the ease with which a user interacts with a user interface.

USABILITY – What is usability?

Components of Usability by Jakob Nielsen:

- Usability
- Memorability
- Efficiency
- Errors
- Learnability
- Satisfaction

USABILITY – Importance?

Poor usability leads to FRUSTRATION\textsuperscript{1}

\textsuperscript{1} http://pdf.aminer.org/000/592/214/usability_over_time.pdf

Image source: http://www.cartoonworld.org/web-services
PROJECT OBJECTIVE

Create a framework (simulation of e-commerce website) to test whether Daniel Kahneman’s hypothesis can be applied to e-commerce websites.
PROJECT OBJECTIVE

**easyCart Version 1**

**easyCart Version 2**
APPROACH - Planned

Software Development Life Cycle

- Requirements
- Design
- Implementation
- Testing
- Maintenance

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APPROACH - Actual

Spiral Model

Requirements

Design

Testing

Implementation

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IMPLEMENTATION

Winegate open-source project.

easyCart Version 1

easyCart Version 2

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IMPLEMENTATION- easyCart Version 1

1. Website loads
2. Shopping experience begins
3. Deliberate usability issues introduced causing frustration
4. Smooth checkout (frustration lowered)
5. User leaves with good memory of the experience

Frustation vs Time
IMPLEMENTATION- easyCart Version 2

Website loads

Shopping experience begins

Smooth shopping experience (low frustration)

Deliberate usability issues introduced during checkout causing frustration

User leaves with bad memory of the experience
## DISCUSSION-SCHEDULE

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<th>Activity</th>
<th>Planned Vs Actual Time Spent</th>
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<td>NUMBER OF DAYS (ACTUAL)</td>
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<td>Finalize Project</td>
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What I gained from this.
Thank you!

Q & A