Dodgy e-Commerce

An adventure with varying usability

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OUTLINE:

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BACKGROUND

• Psychologist Daniel Kahneman delivered a speech at TED in 2010 which examined the difference between the duration and intensity of a person’s experience, and the subsequent memory of the experience that is formed.

• Kahneman’s research has had profound implications in the fields of behavioural economics.
The results show that lowering the intensity but increasing the duration of a painful experience forms a more positive memory of the experience for a subject than experiencing pain that is shorter and more intense.
OBJECTIVE

Develop a prototype e-Commerce website where usability issues are deliberately introduced and (hopefully) trailed with human participants. The site will be developed using modern open-source tools and will be engineered in such a way that usability problems can be deliberately "crossed with" other experimental conditions to enable rigorous experimentation.
MOTIVATION

The motivation for this project is twofold:

• Primarily and more broadly this project’s goal is to enable studies into HCI (Human Computer Interaction)

• The secondary and personal motivation is to use this project as a test of my software engineering and analytical skills.
APPROACH

• Gather Requirements
• Create high level design
• Research available open-source tool to meet objective
• Implement through coding (Build on existing system)
• Test the prototype against requirements
• Try out system with human participation
• Document work for further study
APPROACH(2)

Software Development Life Cycle

Requirements → Design → Implementation → Testing → Maintenance
CHALLENGES

- Understand and Use existing code (open-source)
- Learn new programming languages
- Time constraint
Thank you!

Q & A