

Transcript

Codes

1. Cluttered page layout
2. Large navigation menu
3. Ambiguous link labels
4. Confusion
5. Frustration
6. Disappointment
7. The user expectations are not met
8. A system does not provide sufficient information to let the user know what to do

00:00 Just want to buy a gift for my friend, and actually I am looking for the best science book of the past year. Someone has recommended me to you know try to find it from Amazon website.

I am looking at the Amazon website, *[it is a lot of information here, the page is quite cluttered **CODE 1**]*. I want to find the amazon recommendation of the best science book for the last year.

00:30 Now I am trying to click to shop by department link [Clicks links], *[that's a big menu **CODE 2**]*, seems "Book and Audible" might be helpful [Moves the mouse pointer over the link]

*[she try to clicks into Book and Audible but she does not aware need to click the submenu, the result is she could not click into the link what she wants **CODE 3,8**]*.

01:00 I will try clicking that kindle E-readers and book, I don't know rather this is a suitable one, I will try this one [Clicks links], *[she encountered the same problem on submenu as the link of book and audible **CODE 3,8**]*, *[this seems to be the right one... she tries to change back to clicks the book and audible **CODE 4**]*.

01:40 *[I seems be stuck on, because I am not good at finding something from website **CODE 5,6**]*. Let's see what else on the department, I see if there are any others, seems the department should be the right one.

(spent nearly a minute to see the menu **CODE 4,7**)

02:20 I will click on the book to see rather I can find it.

(after 20 seconds **CODE 4,7**)

02:40 *[The menu is quiet complicated which I mean as a new starter, may be is not very friendly user, may be is because of my lack of experience in finding searching books thought this Amazon website. May be someone can do much better than I do. **CODE 5,6**]*

(spent other minute **CODE 4,7**)

03:29 *[Nothing seems to be match the searches. **CODE 5,6,7*** Oh, that's one with "Science and Maths", I try to click on this one to see can I find the right one.

04:05 *[It really takes some time to do the search, and I think for an expert can easily achieve the task may be within a very short while, for me just take ages, cannot find the right one. **CODE 5,6,7***

04:55 *[For me, I find it a bit complicated, because all the menus seem to have quite lot of categories **CODE 1,2,3**, for someone who is not good at searching, this details from the website which is I found it a bit difficult may be I need more time. I am not saying that this website is no good. It's actually quite very useful with a lot of information, just *[for someone who is not good at it takes more time than expected. **CODE 5,6****

05:45 Go back to books again. I am trying go back to other links, I will try "Science fiction and fantasy" [Clicks links]. *[Best book of the month, not best of past year. **CODE 7***

(spent nearly one minute **CODE 4,7**)

06:35 *[I still cannot find what I want. **CODE 6,7***

07:20 *[It is not easy to navigate and find the appropriate book that I want to buy. In that case if possible may be I would like to seek assistance from someone who is better than me in this area, so that someone can provide me with some help and then I would be able to find the book that I want. **CODE 5,6***

08:00 *[Definitely, I keep on clicking the wrong link, like science fiction, science whatever **CODE 3**, but still cannot find the best science book of last year. **CODE 5,6***