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DDX173.1_UX-Report Example 1

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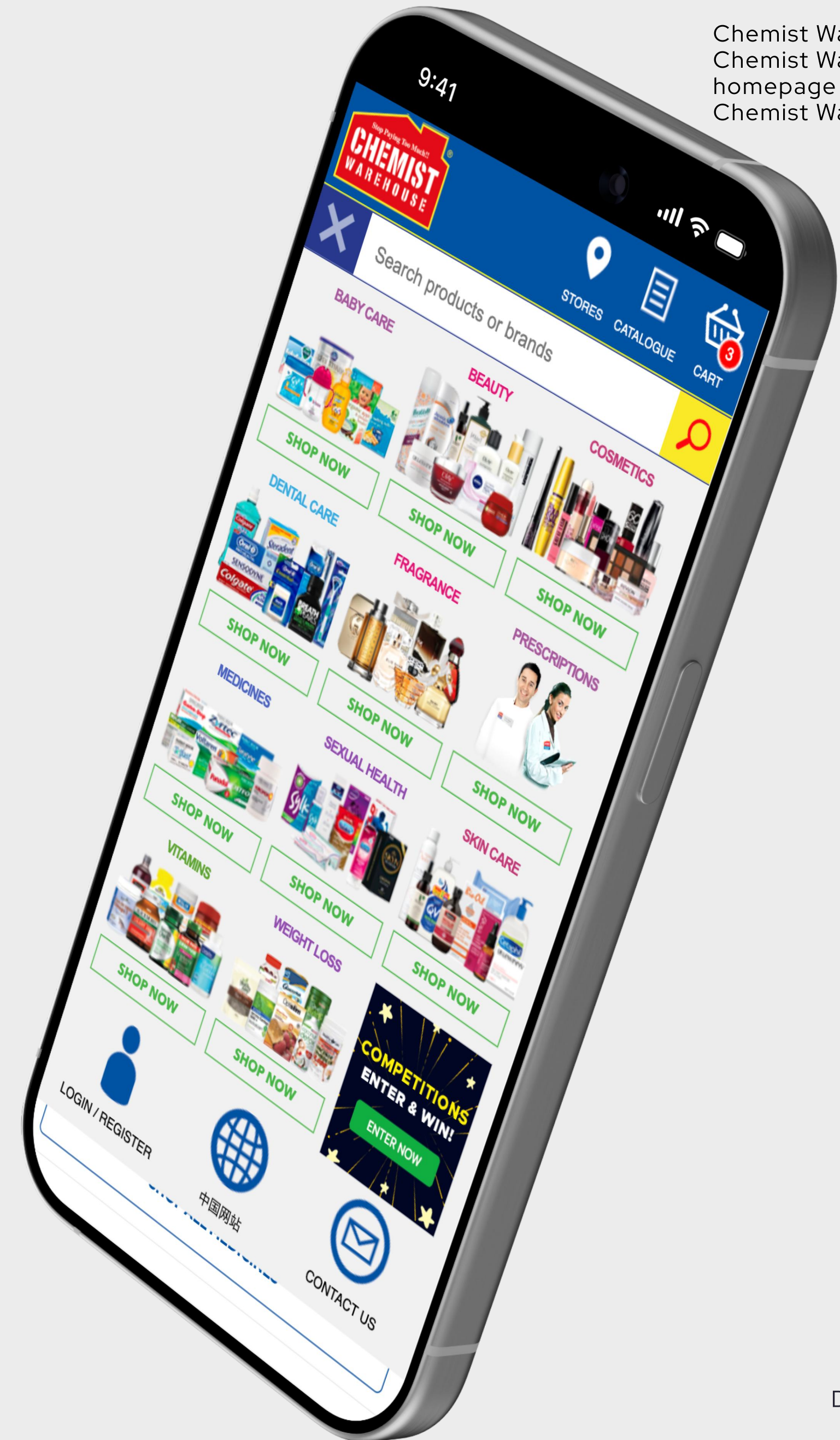
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User Experience Report

Chemist Warehouse. (2024).
Chemist Warehouse
homepage [Screenshot].
Chemist Warehouse.



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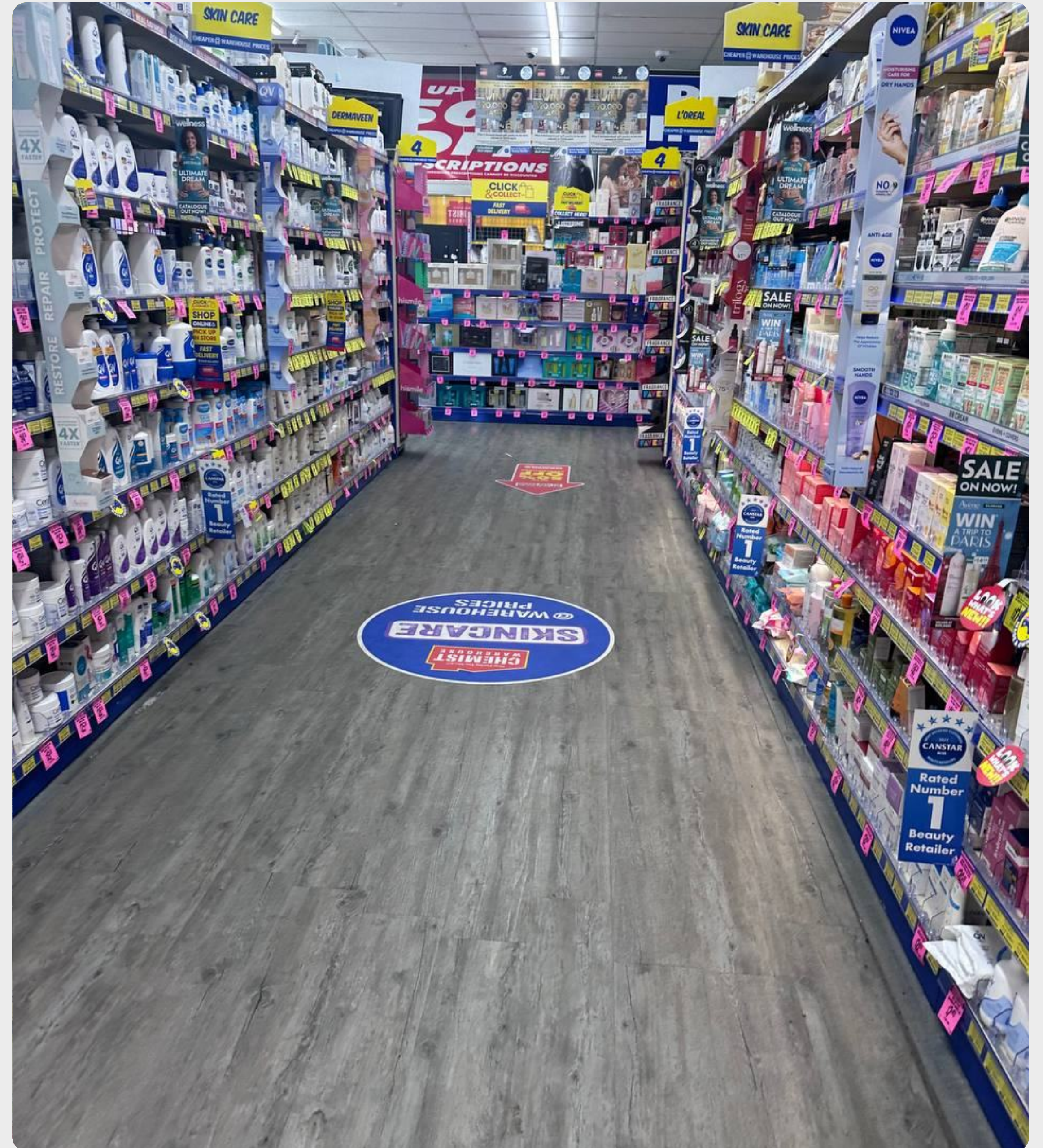
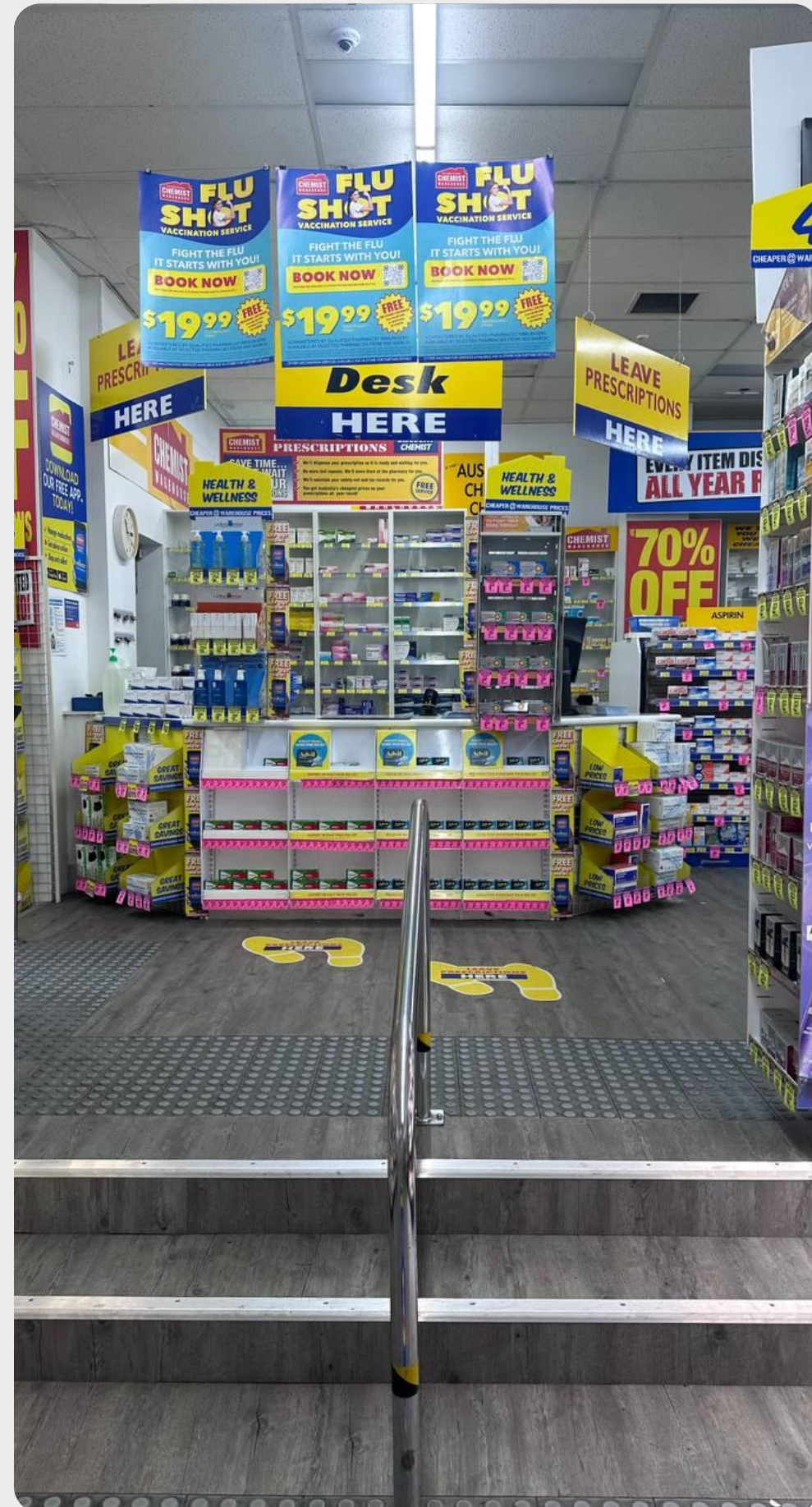
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Site visit

Site visit is an important part of user experience research as it helps to understand exactly how people interact with the product / service. ChemistWarehouse site visit helped me to identify some of the major pain points that I validated later on in the design research.



Mission statement

“ Ordering things online saves up time that I can spent on someone importatnt. ”

Observations

Images from Unsplash



It's quite busy

The first thing that a user notices when entering the store - the amount of choices. "There's so much to choose from, they should have everything i need." The problem starts when user actually tries to find something specific. Too much choices leads to individual items getting lost in an ocean of availability.

Rate:

There is definitely a lot of products, which is good. But i failed to find an item i was looking for. Additional star was taken away because different store was even more confusing.

Navigation

Even if you know what you want - doesn't mean you're gonna find it. The navigation in the store with this number of products is suppose to be exceptional, but it is not. I couldn't figure out the logic of product groping and the tags were quite vague, which led to completely different products sitting on the same shelf.

Rate:

Once again I really tried to figure the logic out but i failed. It would be fine if i were not to know what exactly i wanted to buy, but i knew. That was frustrating.

Tone of voice

Whenever i reed something in the store, i feel like i'm getting yelled at. Mix of "loud" capitalised words in white with bright colours and a busy image, makes my head hurt. And in the name of everything good on this earth, the amount of adverts in the store should be regulated somehow, these TV adds are crazy loud.

Rate:

At least it's visible. But the amount is a bit too much, the messaging itself is quite aggressive, and the mix of colours.... Accessibility is as issue as well.

Spacing

When i was walking through the aisle, another person walked towards me from the other end. With the amount of space available, it felt more like a beginning of an gladiator battle where only 1 may survive, ultimately having to do the same battle again . We did the "social akward dance" when you both try to go sideways, but in the process some products ended up on the floor.

Rate:

Just for this one i thought of adding negative stars. Claustrophobic people should avoid Chemist Warehouse at all cost.

Key Insights

Overcomplicated Navigation

Poor navigation leads to a challenging and an overall negative customer experience. The layout of the stores is quite dense. This leads to a lot of product getting “shoved in” and mixed up in a process. Adding the lack of consistent signage and constant “reordering” of the products, it’s really difficult to locate needed item quickly.

Background Noise

I’ve noticed a lot of background noises during my visit, and unfortunately it was not a “lo-fi hip-hop” mix. There’s at least 4-5 TV’s in every store that are playing the same ads over and over again. The worst part, is that they are out of sync. Besides that, there’s always some background music playing through the speakers that are located throughout the store, and they sometimes play different adds as well.

Density

The way Chemist Warehouse designed is backed up by the ulterior motive of putting in and showcasing greater amount of products, “stimulating” people to buy more. But it’s doesn’t work as intended, and due to that there’s barely enough place for 2 people to pass by each other.

Visual Clatter

One of the biggest problems for me is the amount of visual stimulation in the store and the colour pallet that Chemist Warehouse chose. Bright Red, Bright Yellow and Bright Pink that are mixed in a most questionable way create so much visual noise, that it’s hard to focus on anything.

User Surveys

Everything we do - we do for the user, so it's important to understand how people who use the product actually feel. This way, we can come up with the solution that is going to help make someones life a bit easier.

Number of people interviewed :

4

Questions asked:

10

User Groups:

2

List of Questions

Chemist Warehouse

Q

In-Store Experience

1. Can you describe your overall experience when shopping at Chemist Warehouse?
2. What challenges, if any, do you face when trying to find specific products in the store?
3. How do you find the assistance provided by the store staff?
4. What are your thoughts on the cleanliness and organisation of the store?
5. Can you share any specific experiences, positive or negative, that you have had while shopping in the store?

Website Experience

1. How would you describe your experience when navigating the Chemist Warehouse website?
2. What difficulties, if any, do you encounter while searching for products on the website?
3. How do you feel about the speed and performance of the website?
4. Have you faced any issues during the online purchasing process? If so, please describe them.
5. Can you provide feedback on the overall usability and design of the Chemist Warehouse website?

Question 1

What challenges, if any, do you face when trying to find specific products in the store?

User - 1

There are a lot of products! And it feels sort of like a cheap dollar store of chemists... It can be overwhelming.

User - 2

Sometimes it is hard to find where each section of the store is. Across different stores their layouts can vary. They are somewhat universal in sections but not as much as other big retailers like coles or woolworths. It can be hard to find staff at times to ask for help, additionally it can often be crowded.

User - 3

Way too many things in the shelf/competing focal points so it is disorientating to even find the sections. Too many colours. Also each store being different is hard to navigate.

User - 4

Everything has the same level of urgency and color to it making it hard to distinguish products and types of products.

Question 2

Can you share any specific experiences, positive or negative, that you have had while shopping in the store?

User - 1

I feel like I do get good prices with them. I recently went to buy a few vitamins and creatine for bulking and getting big muscles and it was pretty cost effective compared to where I've shopped before.

User - 2

I had a good chat with a guy once about a type of cologne. The staff do seem to care about their product range reasonably well.

User - 3

I recently had a positive experience where I needed a product for a baby, the pharmacist was really helpful and knew what I was looking for straight away. It was an off the shelf product and he was able to help me quickly and efficiently.

User - 4

Good experience to find something and pay for it but this was not for a subscription so more like a general store type of experience.

Question 3

How would you describe your experience when navigating the Chemist Warehouse website?

User - 1

Hard. Too much happening and the overall design is very busy.

User - 2

Awful. I don't even know where to look first. The bright colours and competing priorities plus narrow width make it hard to browse.

User - 3

I have used the website quite a few times to look for products and also make click and collect orders. The site is usable and reasonably easy. The checkout process for click and collect worked fine. I find the catalogue section hard to use and don't know why this is a major focus. When I click on a product in the catalogue I would like to be able to view the actual product page not just see a bigger image and an option to buy.

User - 4

It feels like the EB games of chemists... It's overwhelming and feels like a sales catalogue/magazine... I wouldn't shop online with them.

Question 4

Can you provide feedback on the overall usability and design of the Chemist Warehouse website?

User - 1

Way too complicated, I think they could communicate the fact they are cheap without overwhelming users. It needs to feel like a website, not a magazine. I struggle with these brands that have a 'never ending sale'. They lose credibility and any sense of quality.

User - 2

I think the design is trying to be warehouse/big/cheap a bit like bunnings does but the website does become harder to use because of this. With so many things screaming at you it is not trying to help you buy what you needed in the first place

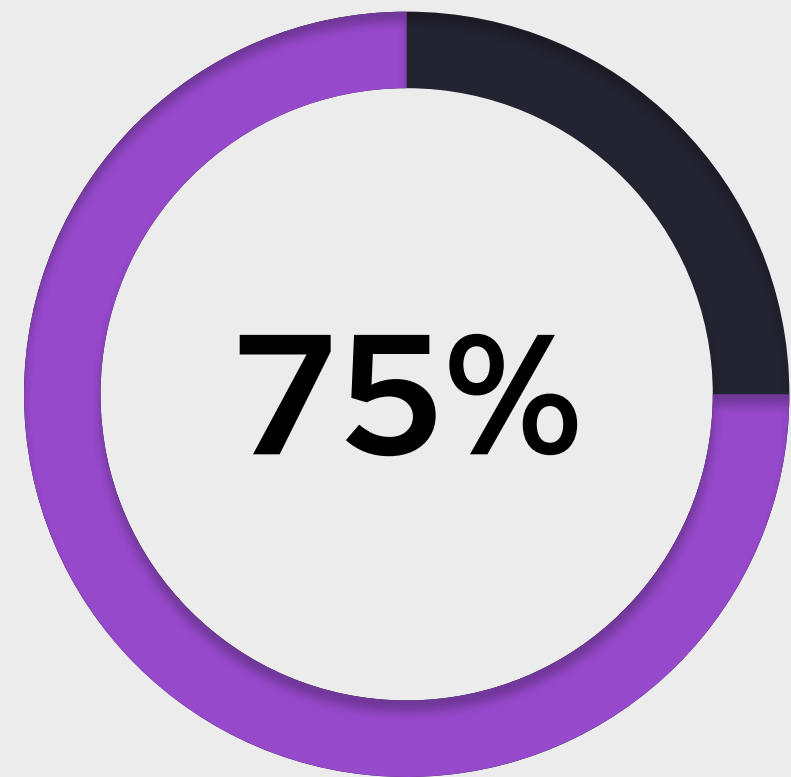
User - 3

It's a very old looking site but it is functional enough.

User - 4

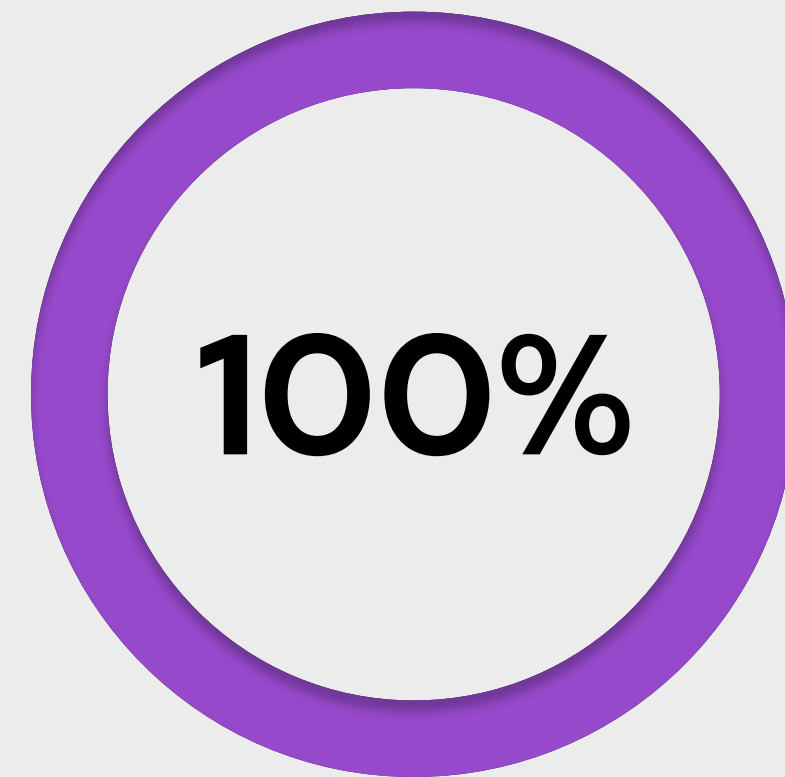
The design seems outdated and as if they have continuously updated an old system. There are competing areas for your eye to go rather than an easy to select pathway

Data Insights



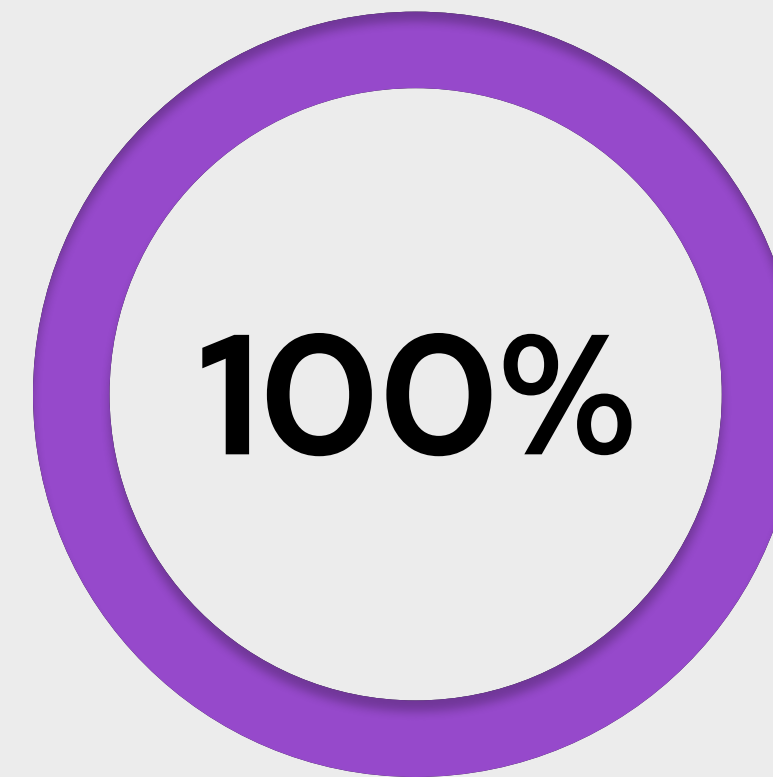
Of Interviewed Users

Find it difficult to navigate the website



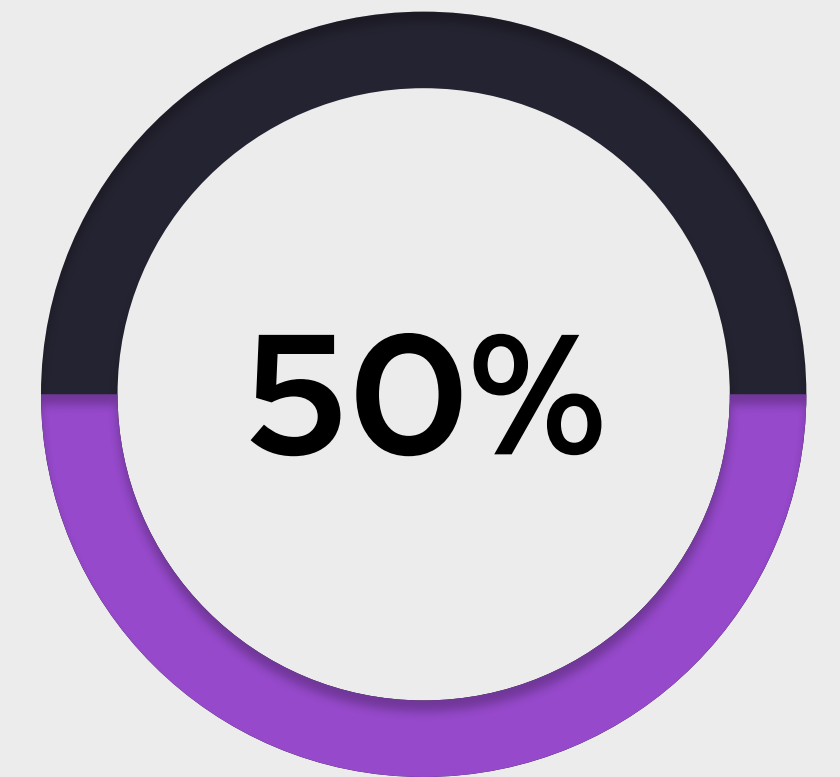
Of Interviewed Users

Find the navigation in the store difficult and unlogical



Of Interviewed Users

Had only positive experience with the Chemist Warehouse staff



Of Interviewed Users

Found the search bar helpful when you know exactly what you're looking for

User Persona

There's an actual person sitting behind what we call user persona. To connect better with the user group, it's a common practice to create "user personas" - an imaginative person that is going to be using our product and experience some problems.

Number of personas created :

2

Images from Unsplash



Persona - 1

Images from Unsplash



Lisa Moore

Age: 36

Job: Manager at insurance company

Family: Married, with a child

Location: Hobart, TAS

Story:

Lisa is a 36 years old mom of a single kid, who works at a local insurance company as a senior manager.

Her kid is 7 years old, and as it often happens with kids - he get's sick quite often. Her husband does not really know what to buy in terms of medicine, and is completely clueless which housing product they actually need, so she is the one who goes to the Chemist Warehouse when there is a need in a restock.

Jobs to be done:

- ☞ To fill prescriptions for herself or her family members.
- ☞ To buy common medications (for ailments like colds, allergies, or pain relief)
- ☞ To buy skincare items
- ☞ To buy household items

Pains:

- ☹ Find it hard to navigate the website and find needed category
- ☹ Can't check the availability easily
- ☹ Don't want to spent time in store
- ☹ Complicated check-out process
- ☹ A lot of our of stock items without an indication of restock

Descriptives:

Caring, Time-poor, Wise, Thrifty, Hardworking, Intelligent

Technology:

Mobile Web Browsing
Mobile Applications
YouTube
Facebook
Instagram

Gains:

- ☺ Time Saving
- ☺ Convenience
- ☺ Delivery Options
- ☺ Ease of Comparison

User Journey Map

Lisa

	Before	Before	On Board	On Board	On Board	After
Actions	<p>Problem Encounter Her kid is sick. Notices that she ran out of medication</p>	<p>Stage: Solution Seeking Want to order cold medication online</p>	<p>Stage: Exploration phase. Goes to the Chemist Warehouse website</p>	<p>Stage: Search Uses search bar, clicks on categories</p>	<p>Action: Attempts to checkout but encounters technical issues Finds a medicine, can't order online (Out of online stock. Shown only after trying to add to the cart)</p>	<p>Action: Gives up on online purchase, plans to visit store "What a waste of time. I should have just gone to the store"</p>
Thinking: Needs, Plans	<ul style="list-style-type: none"> I need to find a cold medicine that's going to help my kid I want to avoid going to the store 	<ul style="list-style-type: none"> I want to avoid going to the store I want to order my medication online I want to check if medication is available 	<ul style="list-style-type: none"> I want to find the medication i need I want to see what medication is available I want to be able to filter my search I want to be able to compare different medications 	<ul style="list-style-type: none"> I want the navigation to be easier "There's too many buttons, where do i click?" I need to understand where do i find the specific cold medicine i need 	<ul style="list-style-type: none"> I don't understand whether product is in-stock or not? I don't understand why can't i order online "Am i doing something wrong?:" I need to order the medication I need to create a reoccurring purchase 	<ul style="list-style-type: none"> I'm going to go to the store, this was a waste of time. I will waste more time now, i'm dissatisfied <p>I will look for a different business to shop online with</p>
Touchpoint	None	None	<p>Website Access device: Desktop/Mobile Access point: Browser</p>	<p>Website Access device: Desktop/Mobile Access point: Browser</p>	<p>Website Access device: Desktop/Mobile Access point: Browser</p>	<p>Website Access device: Desktop/Mobile Access point: Browser</p>

User Journey Map

Lisa

	Before	Before	On Board	On Board	On Board	After
Gains	Identifies the need for medication. Understands the urgency and feels motivated to find a solution.	Discovers the option to order medication online, feels hopeful about finding a solution, anticipates avoiding a trip to the store.	Finds the Chemist Warehouse website, feels positive about the potential to find what is needed without leaving home.	Uses the search bar and category navigation, finds the specific medication needed quickly,	Gains understanding of website functionality and potential technical issues, becomes aware of the importance of checking stock before adding items to the cart.	Gains clarity on the need to visit a physical store for immediate purchase, learns to plan better for future needs
Feelings Chart						
Feeling						
Opportunities	None	None	<ul style="list-style-type: none"> Allow the user to find the product easily Streamlining the purchasing process. Giving ability to hide products that can not be ordered online 	<ul style="list-style-type: none"> Provide the user with the intuitive pathway to achieve the end goal of the user journey Allow the "smart-search" function (Filters items as you type) Encourage creating the profile to save specific search preferences and enhance the user experience. 	<ul style="list-style-type: none"> Provide the user with the clear information about the availability of the product without making them complete an additional click Provide the user with the information about whether they can order a particular product online, or whether it can only be purchased "in-store". Create an intuitive user experience for the purchase process 	<ul style="list-style-type: none"> Follow the user up with additional information about the purchase to improve the "after visit" experience Send notifications about the delivery process Send sale offers for items that are related to the user taste to increase repeat purchase rate

Lisa is a senior manager and a mom, who needs to order medication online in order to cure her kid from the cold



Sam Brown

Age: 32

Job: General Consulting Manager

Family: Single

Location: Melbourne, VIC

Story:

Sam is a 32 years old general manager at an international fintech company.

From early age he was taught to save and be careful with money by his parents, so comparing prices for similar products is something that he does quite often. When he shops for medical and household supplies, he usually goes to Chemist Warehouse as they offer the most reasonable prices for products that he plant to buy. He is usually very busy and time-poor, so he prefers ordering things online rather than spending time to go to the store himself.

Jobs to be done:

- ➞ To compare prices for similar products (within same category)
- ➞ To buy simple medical and household items
- ➞ To create lists of "favourite" products or categories
- ➞ Deliver purchases to his house

Pains:

- ☹️ Complicated check-out process
- ☹️ Difficult to compare prices for similar products.
- ☹️ Don't want to spent time in store
- ☹️ No clear indiation on availability of the product

Descriptives:

Money-focused, Time-poor, Wise, Hardworking, Intelligent, Busy

Technology:

Mobile Web Browsing
Mobile Applications
Desktop Website
Instagram
LinkedIn

Gains:

- ☺️ Time Saving
- ☺️ Convenience
- ☺️ Easy to plan/track expenses
- ☺️ Delivery Options
- ☺️ Ease of Comparison



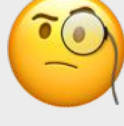



User Journey Map

Sam

	Before	Before	On Board	On Board	On Board	After
Actions	<p>Problem Encounter Working late. Remembers he needs to buy household items.</p>	<p>Stage: Solution Seeking Shops are closed, so he looks into online delivery options so that he don't have to go to the store the next day.</p>	<p>Stage: Exploration phase. Goes to the Chemist Warehouse website</p>	<p>Stage: Search Looks for the household category. Fails to locate where the category sits, so he uses search to individually find needed items. Fails to compare prices without spending too much time.</p>	<p>Action: Attempts to checkout but encounters technical issues Fills his shopping cart and proceeds to checkout, but due to the complicated UI gives up finishing the process</p>	<p>Action: Chooses competitor After getting frustrated with Chemist Warehouse Sam decides to go for one of the competitors even though they have higher price policy.</p>
Thinking: Needs, Plans	<ul style="list-style-type: none"> • I need to buy household items, or i won't be able to keep my apartment clean • I plan to look for products within my price-range, so i don't overspend on brands. 	<ul style="list-style-type: none"> • I want to avoid going to the store • I want to order items online and have them delivered • I want to compare prices to choose the most suitable price range on needed items 	<ul style="list-style-type: none"> • I want to go to the household items category • I want to hide items that i can't order online • I want to be able to filter my search • I want to be able to compare different items price 	<ul style="list-style-type: none"> • I need the category to be easily accessible • "Do they even sell household items?" • "Do i have to search for every product individually?" 	<ul style="list-style-type: none"> • "I accidentally deleted product from the cart, how do i get it back?" • I need to create a reoccurring purchase so i don't waste so much time next time. 	<ul style="list-style-type: none"> • "This is too complicated, i can't waste so much time every time i need to buy something online" • I will waste more time now, i'm dissatisfied • I will look for a different business to shop online with
Touchpoint	None	None	<p>Website Access device: Desktop/Mobile Access point: Browser</p>	<p>Website Access device: Desktop/Mobile Access point: Browser</p>	<p>Website Access device: Desktop/Mobile Access point: Browser</p>	<p>Website Access device: Desktop/Mobile Access point: Browser</p>

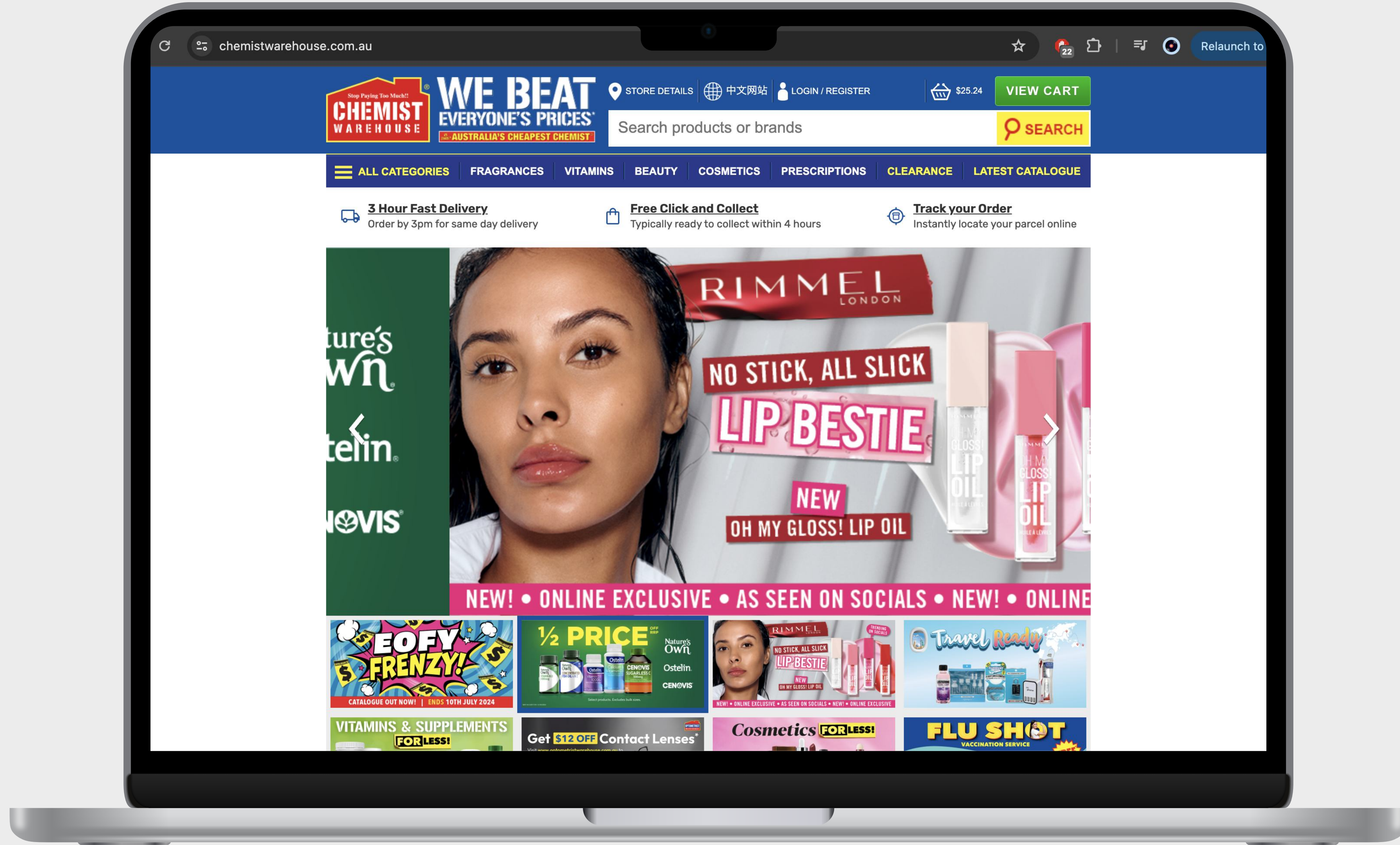
User Journey Map

Sam

	Before	Before	On Board	On Board	On Board	After
Gains	Recognises the need to buy household items, feels a sense of urgency to solve the issue, plans to use an online service to save time	Finds potential online delivery options, feels hopeful about avoiding a trip to the store	Goes to the Chemist Warehouse website, expects to find a wide range of household items	Uses the search function to find individual items, learns about the searched household products, gains insight into product prices and options, although not perfectly efficient.	Becomes aware of potential technical issues and complexities in the checkout process,	Learns from the frustrating experience with Chemist Warehouse Finds value in a smoother user experience even if it comes at a higher price
Feeling						
Opportunities	None	None	Develop a thought-through and user centred Informational Architecture to eliminate initial frustrations Create a better filtering experience for online users	Create a better UI for categories, as some of them are not displayed at all. Work on search functionality and provide users with functions the actually need	Provide the user with the clear information about the availability of the product Allow users to filter "online" and "only in-store" options Create a "comparison" , function where users can add an item and see alternatives based on selected option (price, popularity, rating, etc)	Allow users to create automated reoccurring purchases with

Sam is a general manager, who needs to order household items online in order to keep his apartment clean

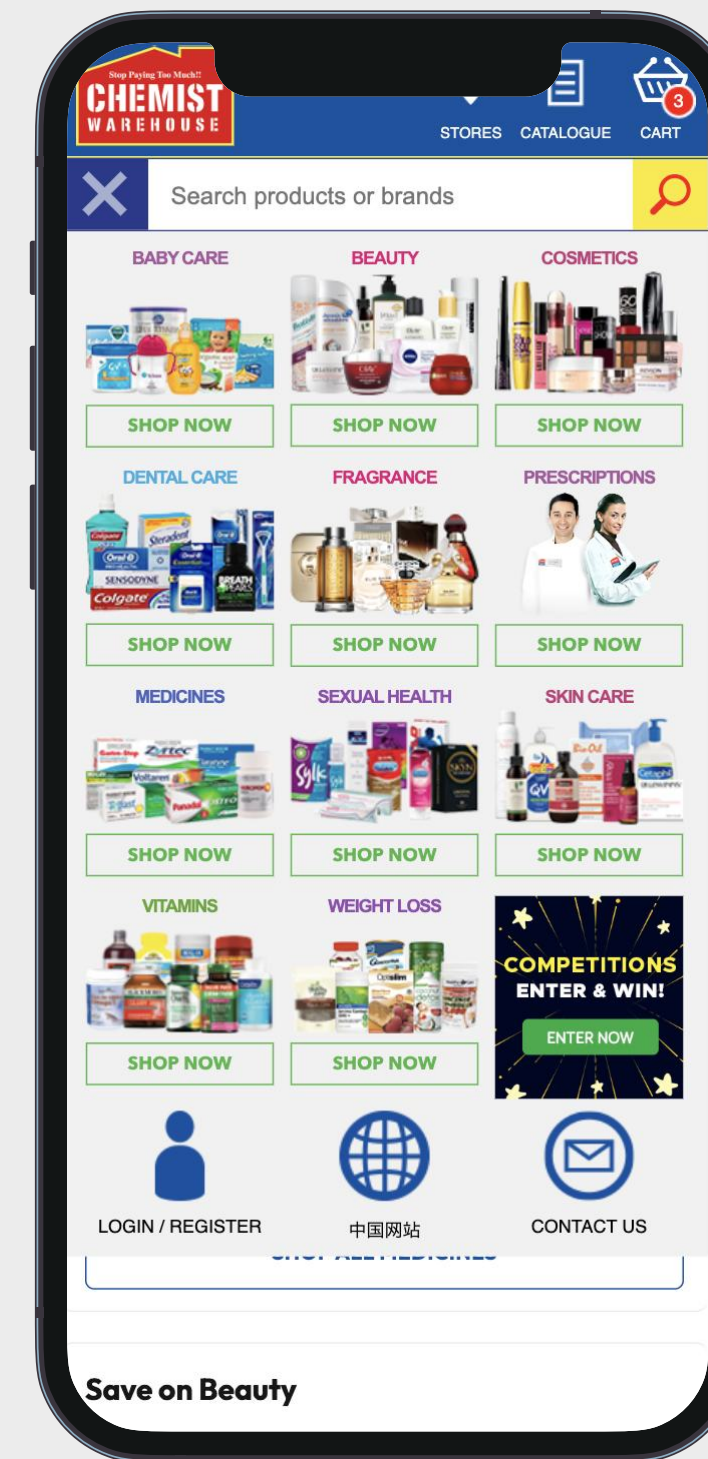
Chemist Warehouse Website Analysis



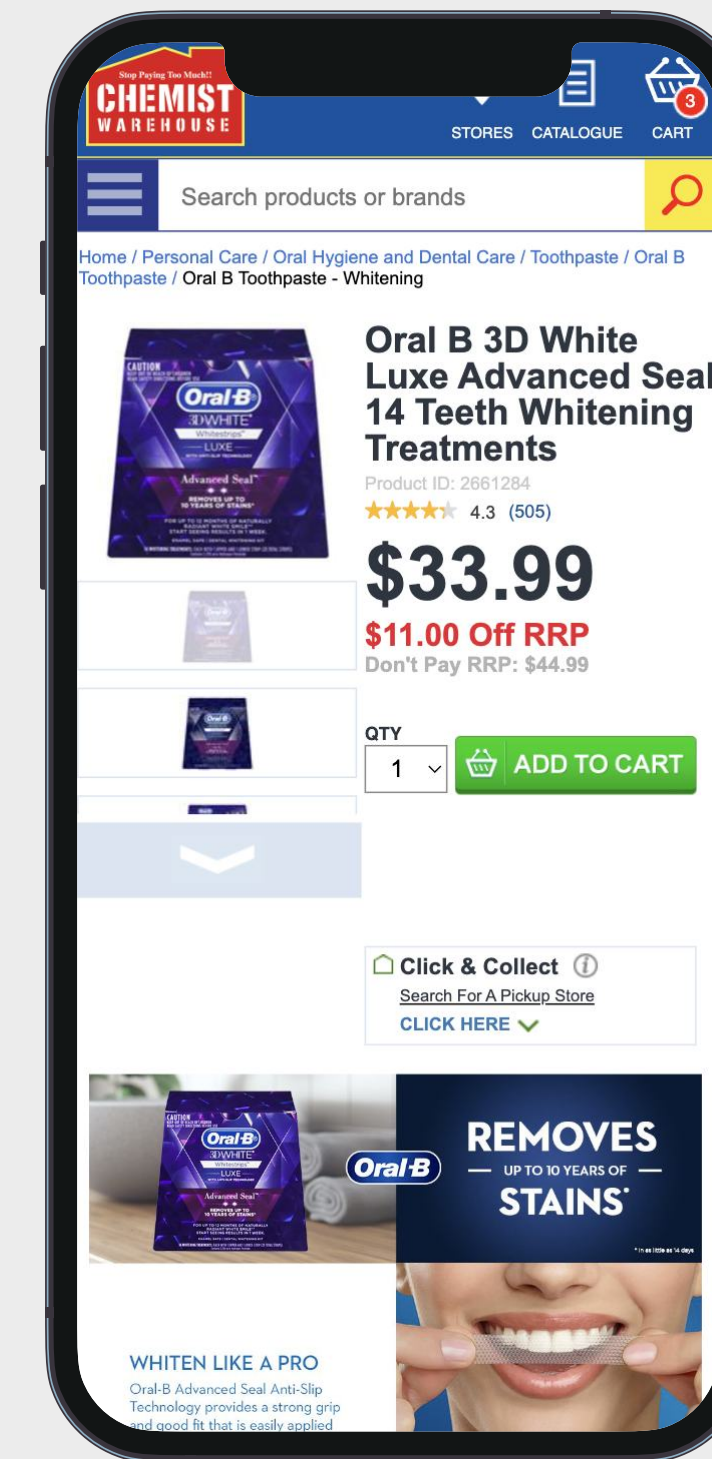
Chemist Warehouse. (2024). Chemist Warehouse homepage [Screenshot]. Chemist Warehouse.

Mobile Analysis

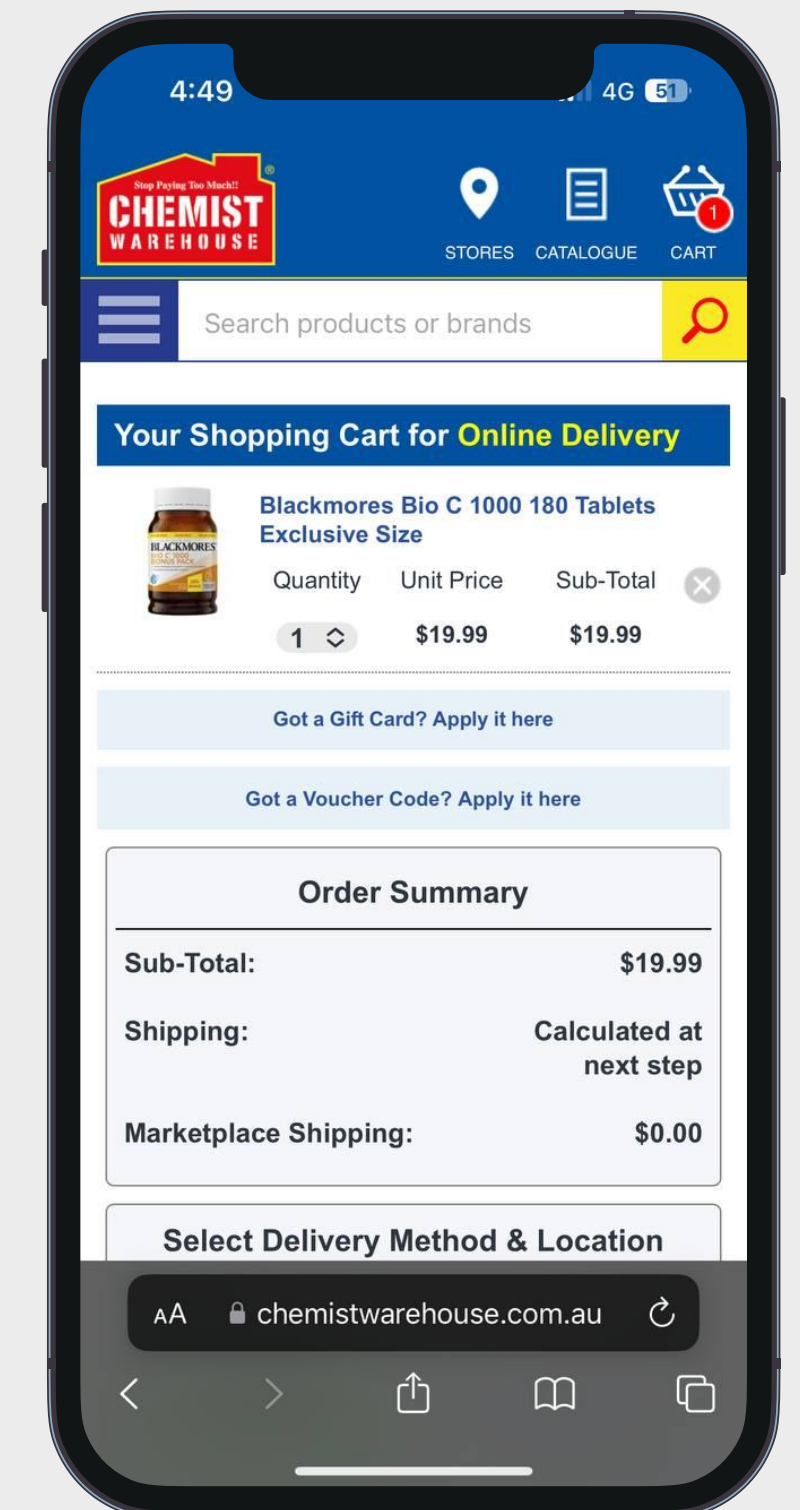
- ✓ Mobile layout has a reduced number of “in-store adds”, which positively impacts the user experience allowing user to concentrate on shopping
- ✓ Search function is easily accessible
- ✓ Toast message after adding item to the cart
- ✗ The menu function is overcomplicated and underdeveloped. Not every category of items that they sell is displayed in menu.
- ✗ Usage of colour makes it hard to concentrate on primary task
- ✗ Everything seems of same importance, which leads to complication during purchase decision process.
- ✗ Check-out process is overcomplicated. There’s no direction in terms of what user is suppose to do. This is the end of the digital user journey, and it’s crucial, as we remember experiences based on peak emotional moments and **the conclusion**. Ensuring these moments leave a lasting positive impression is vital for user satisfaction. (Yablonski, 2020, p.62)
- ✗ The way the content is distributed through the page is disturbing and not logical. Users can’t get important information easily. which leads to frustrations



Chemist Warehouse. (2024).
Chemist Warehouse homepage
[Screenshot]. Chemist Warehouse.



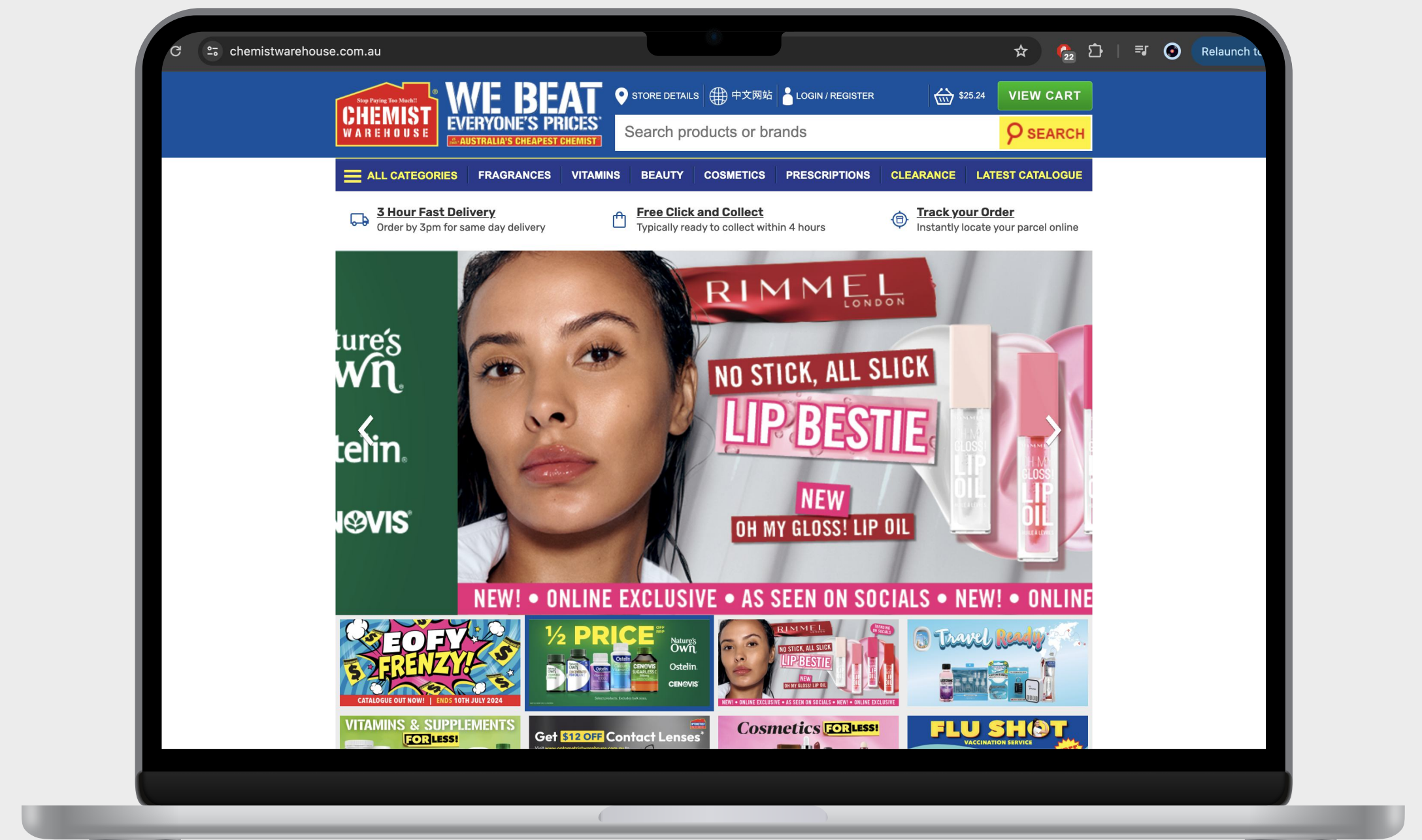
Chemist Warehouse. (2024).
Chemist Warehouse product page
[Screenshot]. Chemist Warehouse.



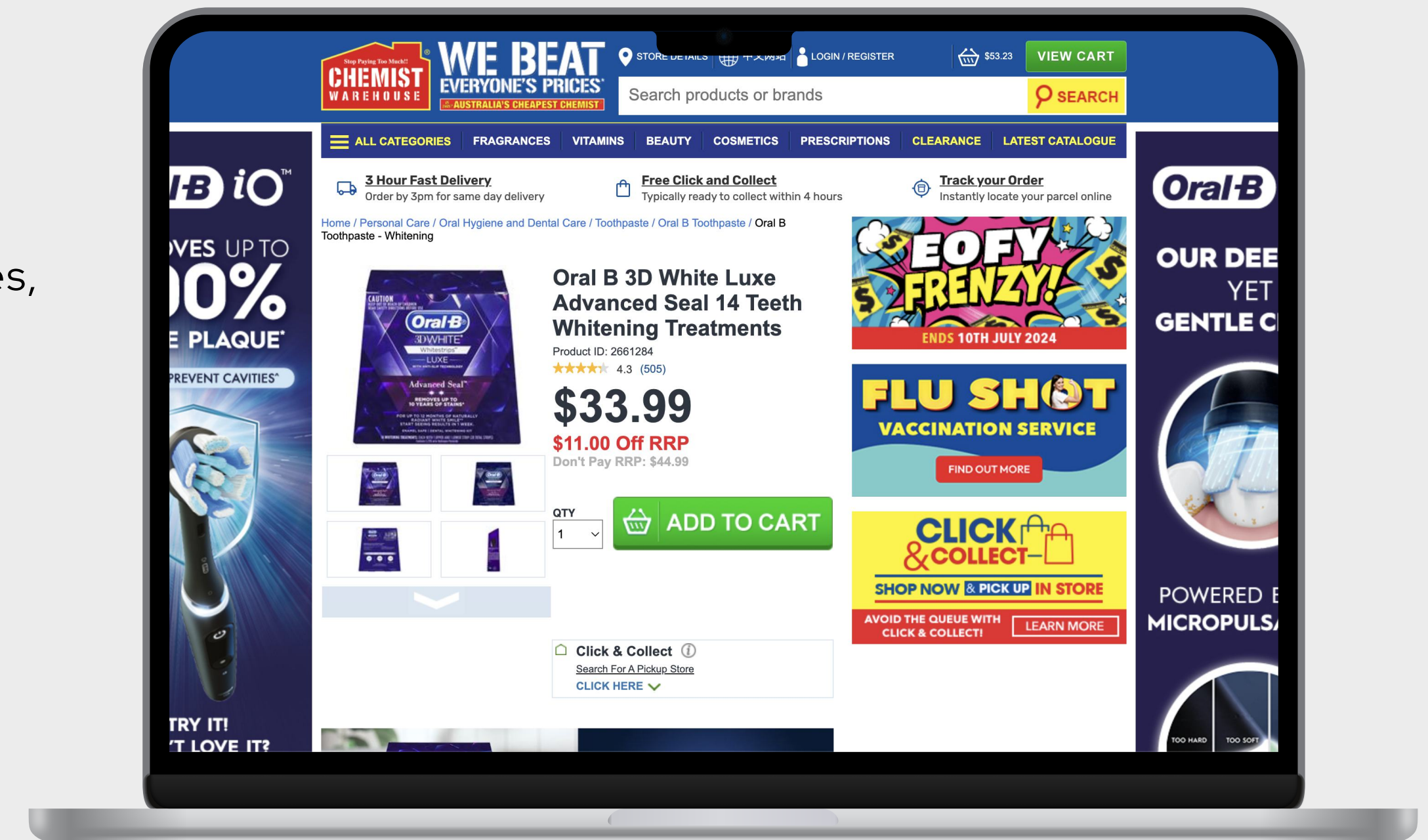
Chemist Warehouse. (2024).
Chemist Warehouse checkout
page [Screenshot]. Chemist Warehouse.

Desktop Analysis

- ✓ Search function is easily accessible
- ✓ Popular categories accessible easily from the menu
- ✗ There is too many "ads" on the hero scroll.
- The sorting and filtering (Decision Support Systems) is not helping in a meaningful way.
- Decision support systems include tools or decision aids that handle specific information tasks, like searching a database or sorting items by criteria. These aids use computer-based systems to perform resource-intensive but standardisable tasks, **freeing up the human decision maker's capacity.** (Häubl, G., & Trifts, V. ,p.6)
- ✗ The check-out process is just as complicated and random as it is on mobile.
- ✗ The user flow for learning about pricing, ordering a product or service, and paying is critical and should be treated as one of your most important features, as it is essential to your commercial survival. (Grant, 2018, p.306)
- ✗ Everything seems of same importance, which leads to complication during purchase decision process.
- ✗ Spacings between UI cards and buttons is too big, which make it look like these component are not related to each other.
- ✗ There is no visual hierarchy, everything is randomly placed on a page, which makes it hard to find needed information.v



Chemist Warehouse. (2024). Chemist Warehouse homepage [Screenshot]. Chemist Warehouse.



Chemist Warehouse. (2024). Chemist Warehouse product page [Screenshot]. Chemist Warehouse.

UX principle impact analysis

Problem

Law of proximity

When users overlook a link, button, or piece of information right in front of them, it's often due to lack of proximity. Elements separated by whitespace are seen as less related, leading task-focused users to miss far-away items. (Harley, 2020)



Figure 1

Impact

Law of proximity

The problem with spacing on the Chemist Warehouse website is a consistent problem that is present throughout the whole experience of the user journey. Analysing the website, I came with a conclusions that sometimes there's too much space between items. In the example of the product UI card [Figure 1] from the website the spacing between the content and the button is too great, which makes it look like these items are not related to each other. Noting that the distance between the button and next row of products is smaller than the distance between the button and the UI card this can lead to users getting confused with where exactly the button belongs to, group of the top or on the bottom.

UX principle impact analysis

Problem

Jacob's Law

Users transfer expectations from familiar products to new ones that appear similar. If the product is not working as expected it leads to negative user experience. (Yablonski, 2020, p.1)

Impact

Jacob's Law

This is probably the law that impacts the Chemist Warehouse website the most. As we all know, in today's world people use digital products all the time, and every industry adopts certain standards of quality that are shared between every big and small company. E-commerce is probably an industry that is highly demanding, and if people don't feel comfortable or are experiencing difficulties using the product, they will most likely choose your competitor's website or product. On Chemist Warehouse I think there are a couple of things that are not working as intended:

The quality of the web product (the e-commerce website) is not as great as market demands. There is a lot of competition in the e-commerce market, both direct and indirect. People will ultimately translate the experience they get from using big product companies' websites/applications to smaller businesses with less budget. But that's not what users think of. The only thing that really matters to an average user is getting an experience better, or at least on the same level as they get from other providers. And if the company fails to meet the demand, it means that people who want to exclusively shop online (that is going to be Gen Z and early Millennials) will choose different options when it comes to shopping for products online. This impact is monetary, as Chemist Warehouse loses a potentially big stream of additional revenue and customer loyalty.

Some categories are simply not displayed in the categories list

The search function is limited

The check-out process is overcomplicated

UX principle impact analysis

Problem

Aesthetic Usability Effect

People tend to think that designs that are looking good are working better. Good design created a positive emotion in users head, and they are more likely to forgive minor mistakes if they encounter them. (Yablonski, 2020, p.65). On contrary, if the design is poorly done - people would be less forgiving if they see any flaws, and are more likely to have a negative experience after all.

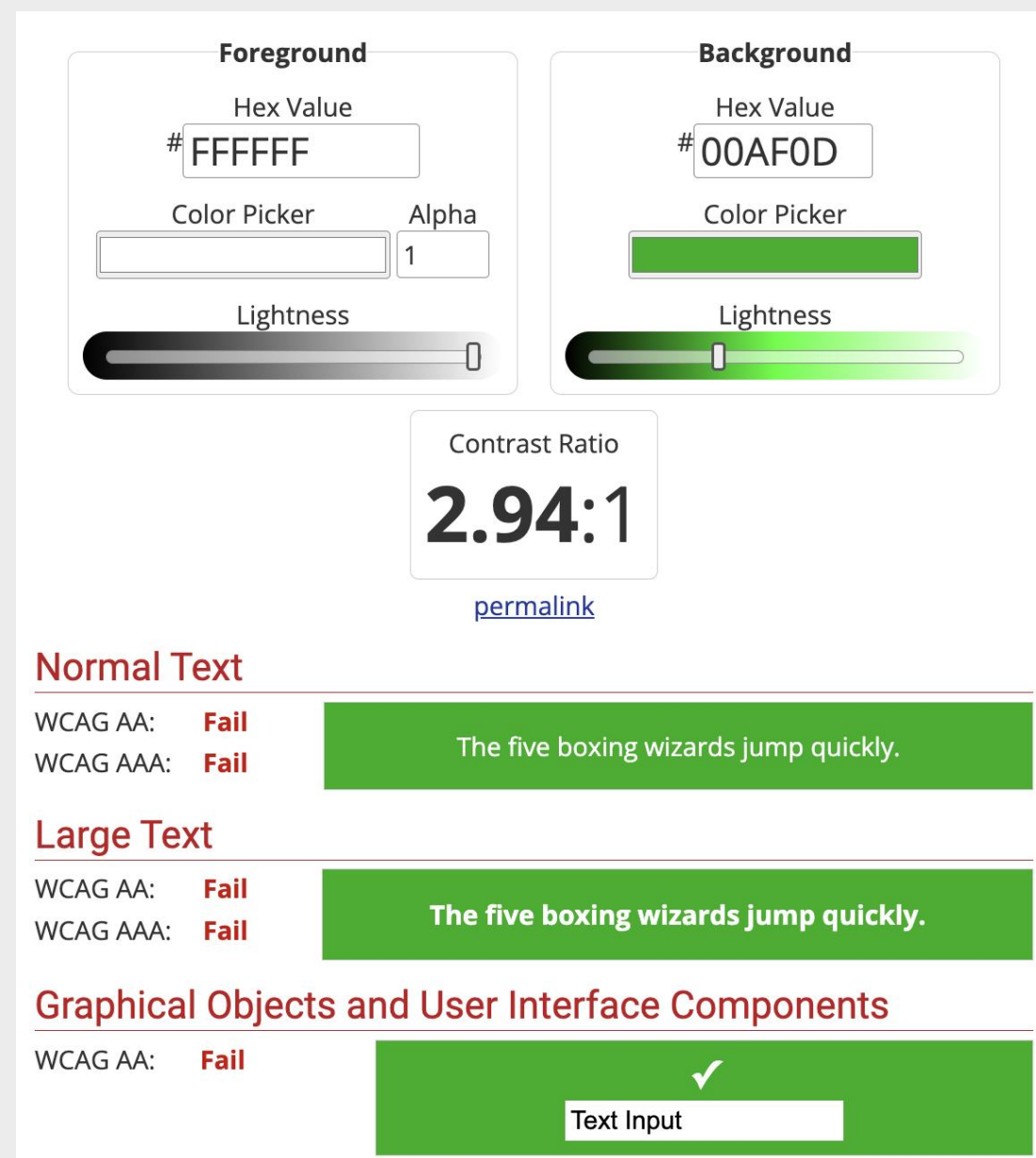


Figure 2

Impact

Aesthetic Usability Effect

The visual qualities of the website are definitely not the strongest side of the product. The website is overloaded with information, with too many elements on every page / block. The usage of different fonts and styles makes the design feel inconsistent and random. The thought-through usage of whitespace is also something that the Chemist Warehouse website lacks. The interface feels cramped and overwhelming. And if they use the whitespace - it feels like items are disconnected and ungrouped even if they belong to the same UI component. There is no visual hierarchy, which leads to random information consumption. Something that requires special attention is colour schemes. The choices of colours in the UI system of Chemist Warehouse is a perfect example of contrast / accessibility issues. Their primary button is light green background with white text, and it doesn't work from WCAG perspective.

This and many more visual issues, mixed with the actual logical user experience problems can lead to a significant amount of user drop-outs, negative experiences and lost customers.

User Problem Statement

Sam, a general manager at a consulting firm finds the process of selecting products and comparing prices on the website overcomplicated and overwhelming.

Competitor Analysis



Healthy Life. (2024). Healthy Life homepage. [Screenshot]. Healthy Life

Mobile Analysis

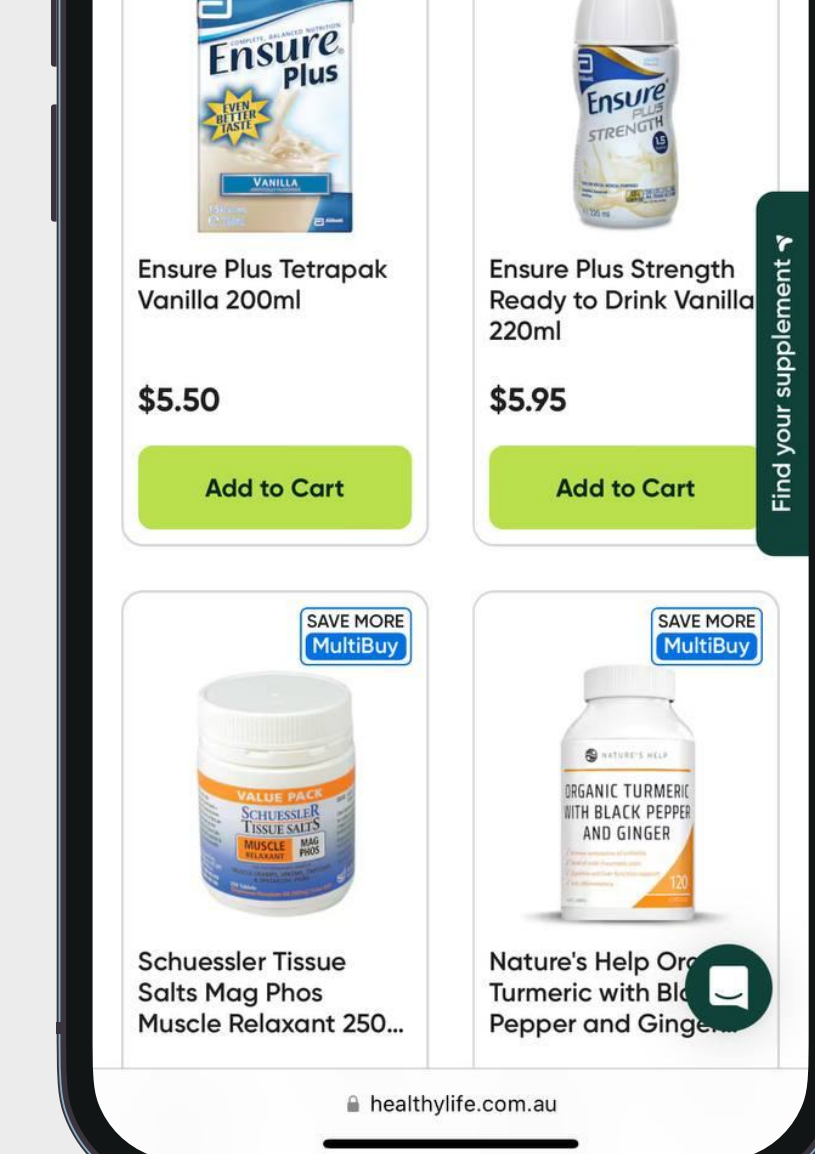
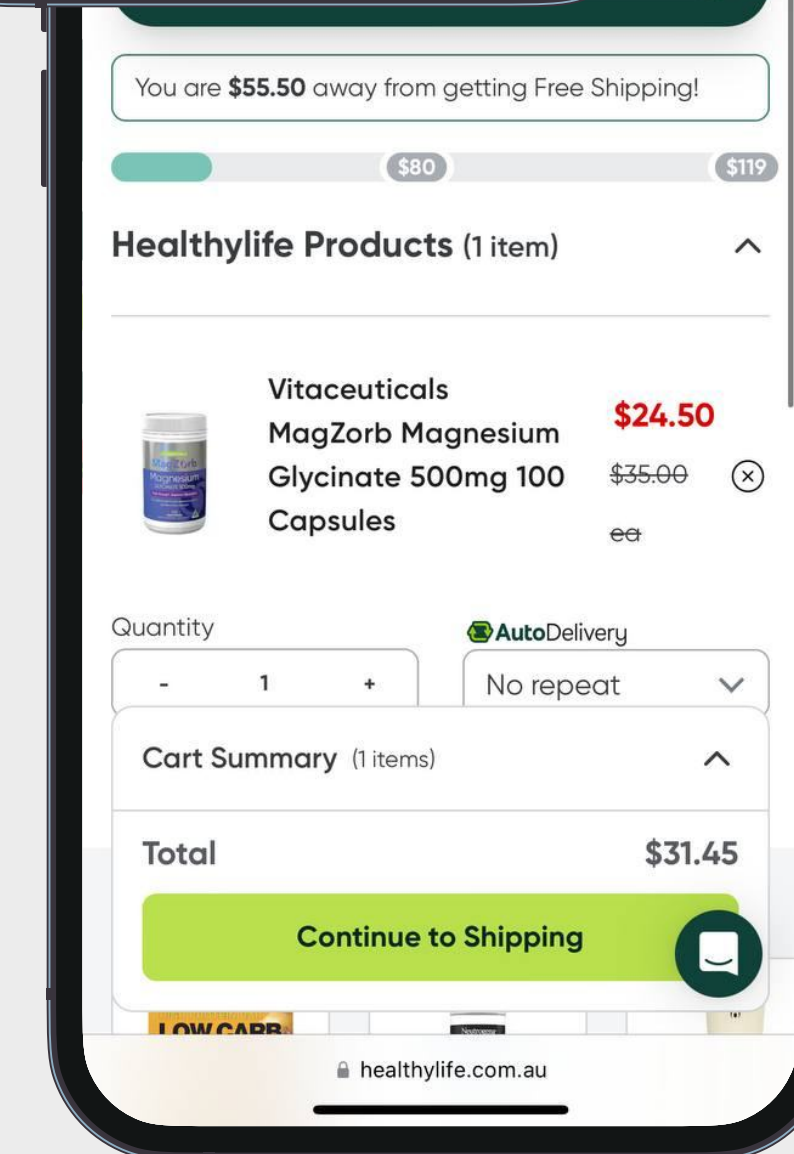
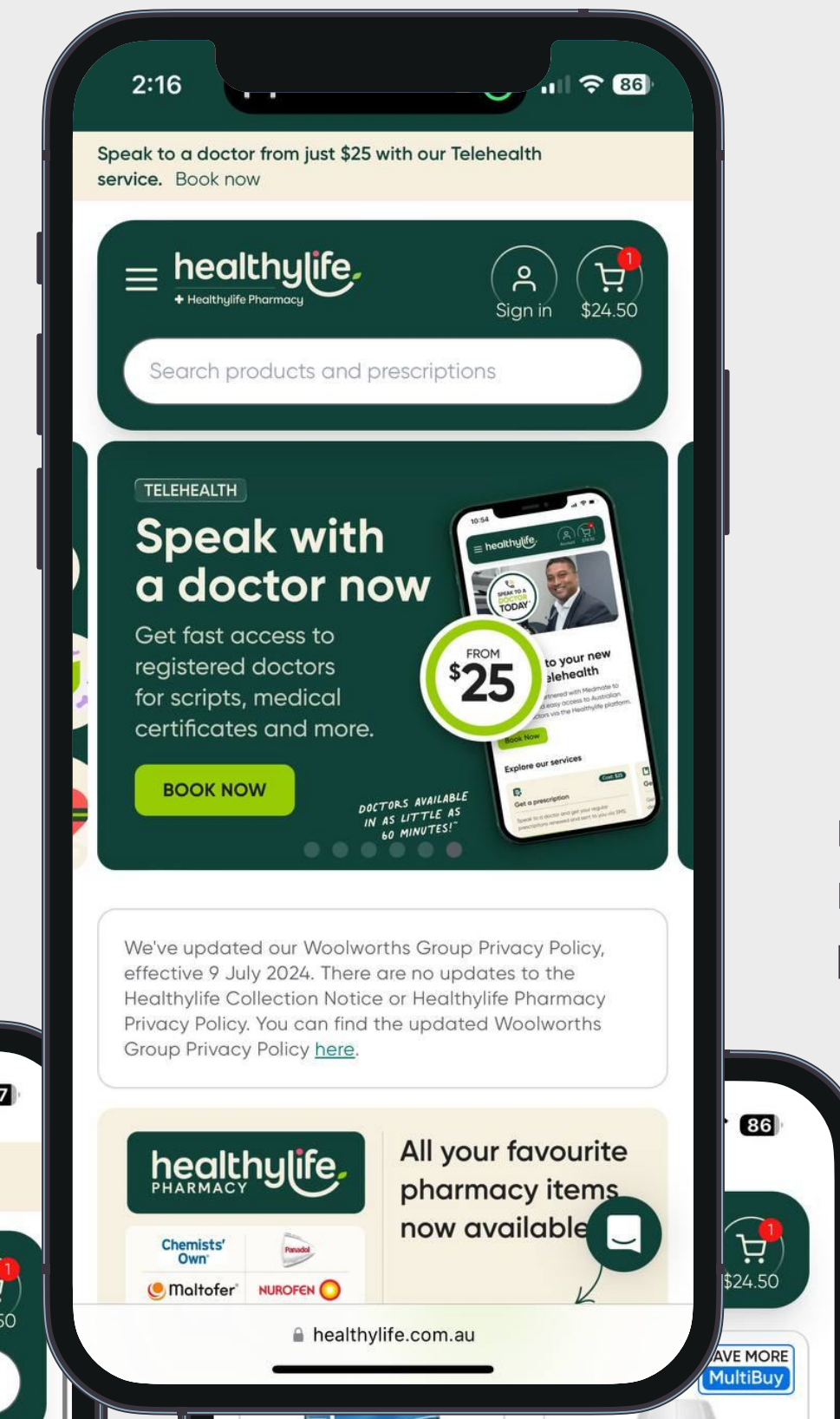
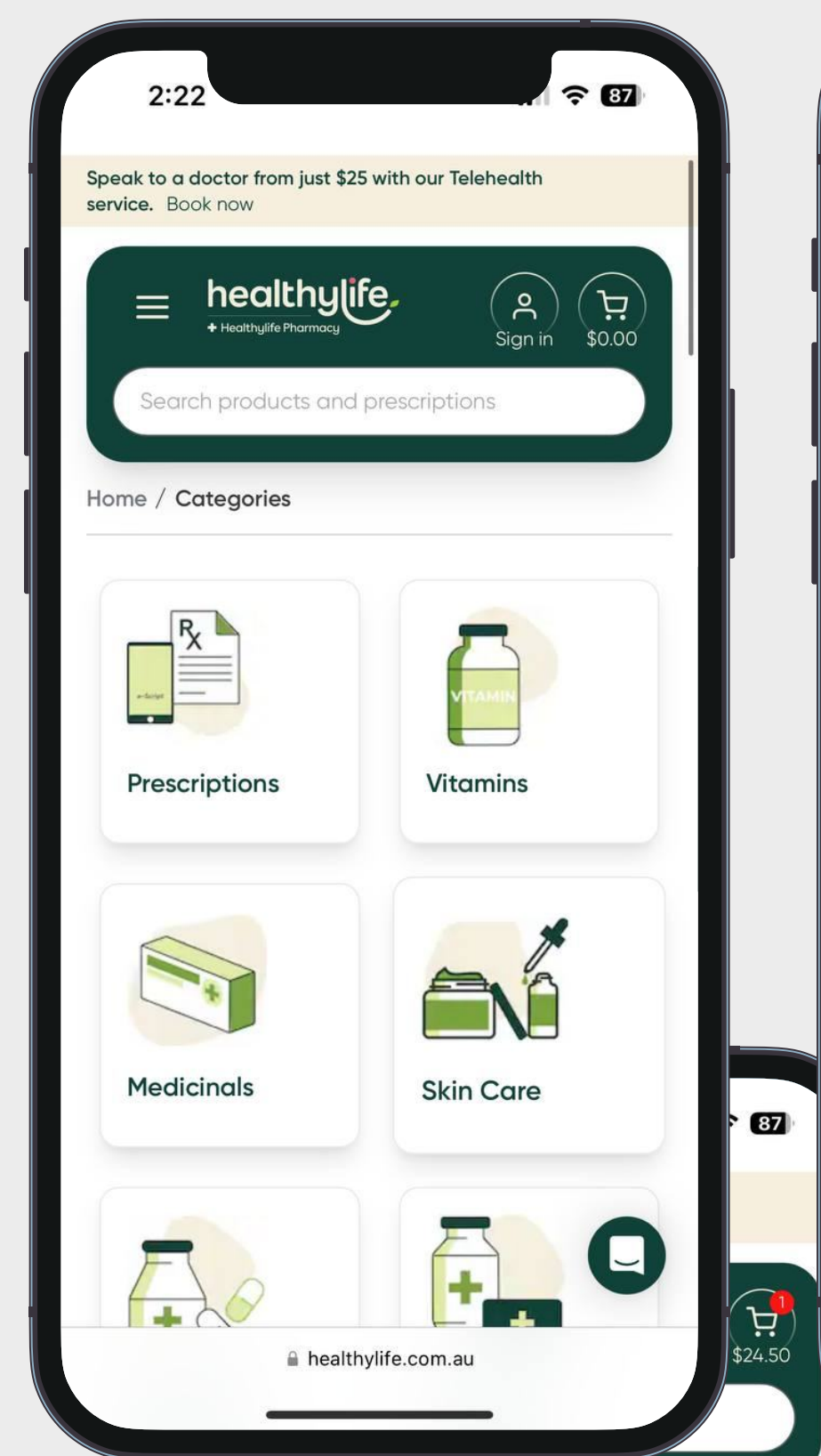
✓ The User Interface seems more thought through and consistent. There is a general style, good and accessible primary button, clearly defined sections and groups, good informational architecture, healthy amount of white space and clear user journey

✓ Search function is easily accessible, and has “smart search” function, which constantly filters all items based on the input. This is followed up with a nice feature of showing categories if no items were found. I think this is a good solution, as it allows the user to continue the journey.

✓ Check-Out process is nicely done, with step by step process and a good fixed UI element for primary action/focus components.

✗ The pre-header notification bar cannot be closed, which is disturbing when using mobile, as it takes quite a bit of space.

✗ “Chat” bubble is disturbing when the user goes through the check-out process, as it sits right where the fixed info bar with primary button is. As the right bottom corner is where users will be pressing when making an action, they may potentially open up the chat screen instead of continuing the purchase finalisation.



Healthy Life. (2024). Healthy Life Categories. [Screenshot]. Healthy Life

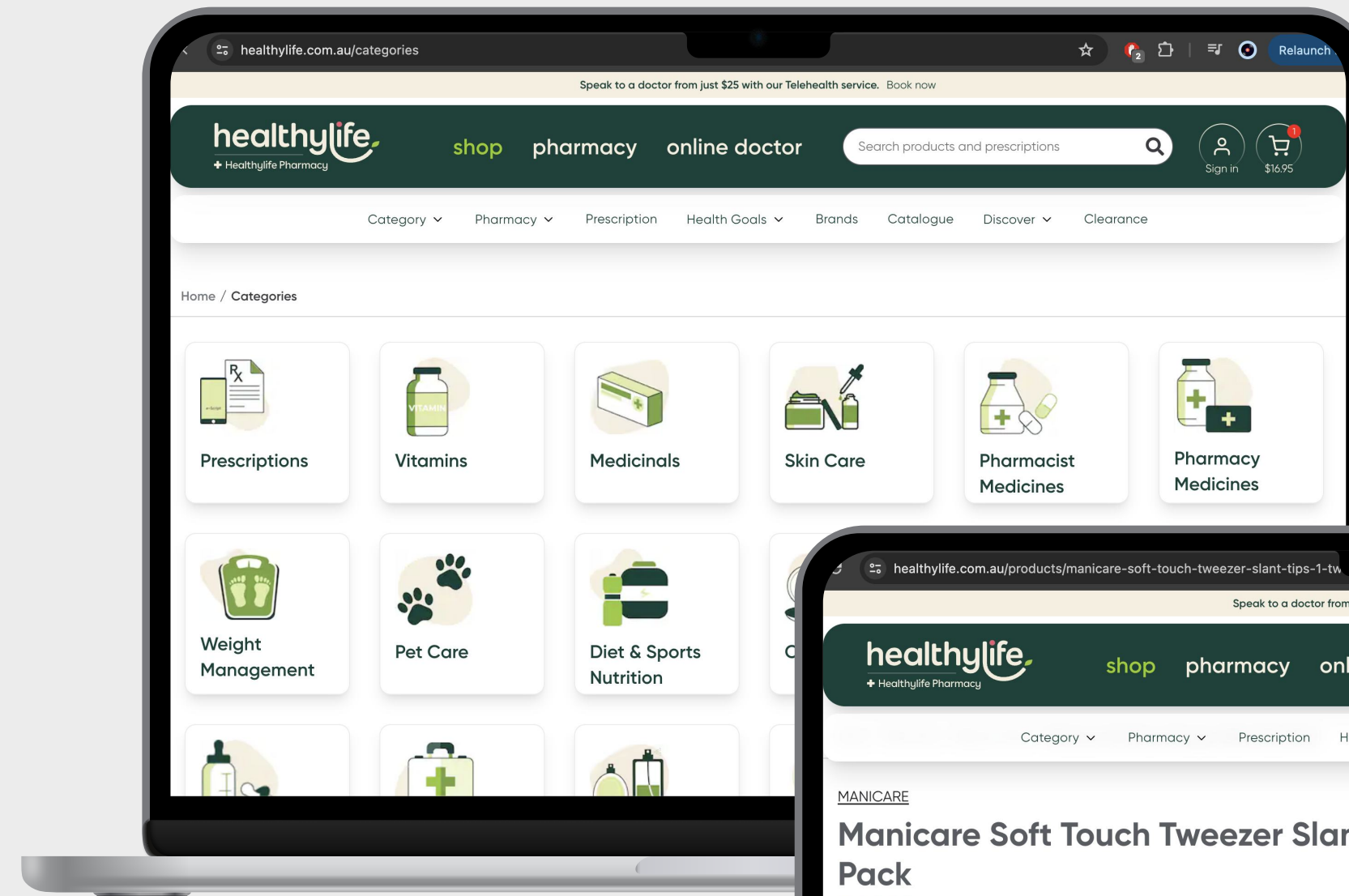
Healthy Life. (2024). Healthy Life homepage. [Screenshot]. Healthy Life

Healthy Life. (2024). Healthy Life Checkout Page. [Screenshot].

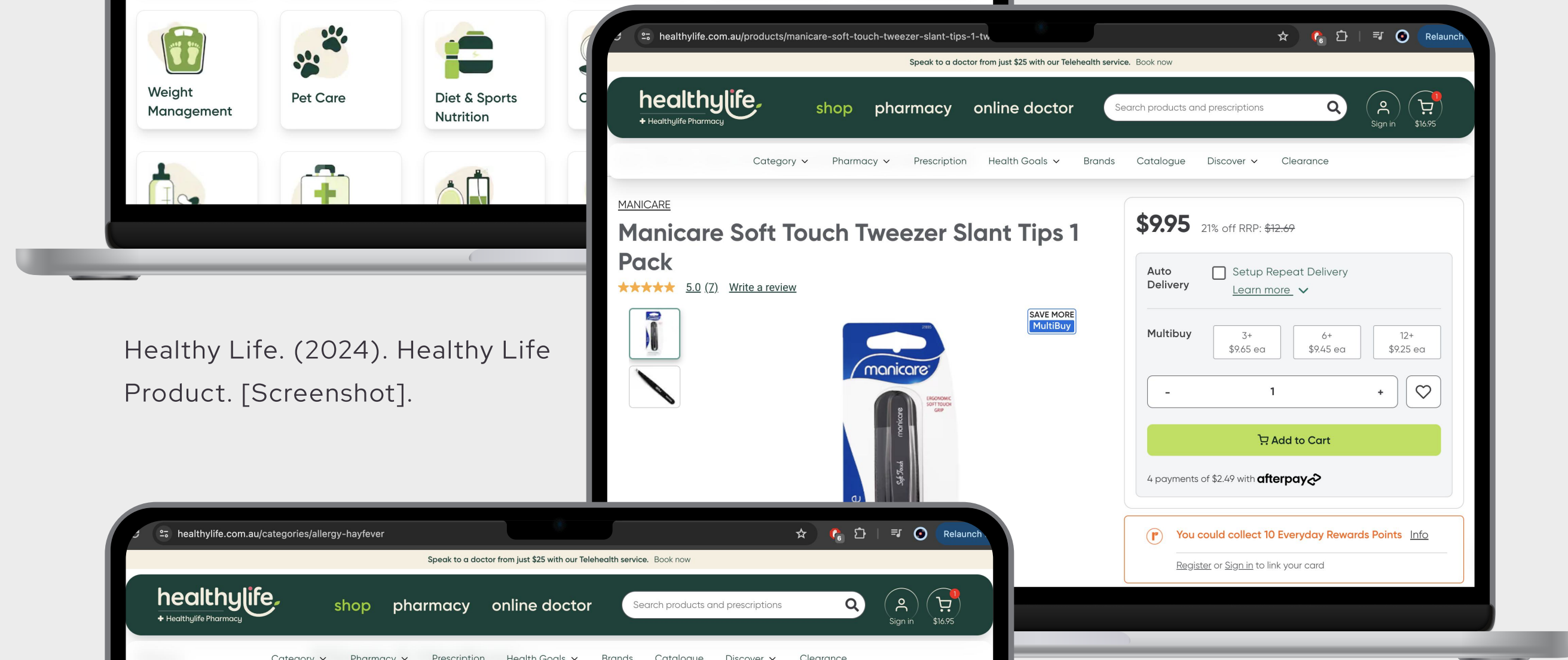
Healthy Life. (2024). Healthy Life Vitamins Categories. [Screenshot]. Healthy Life.

Desktop Analysis

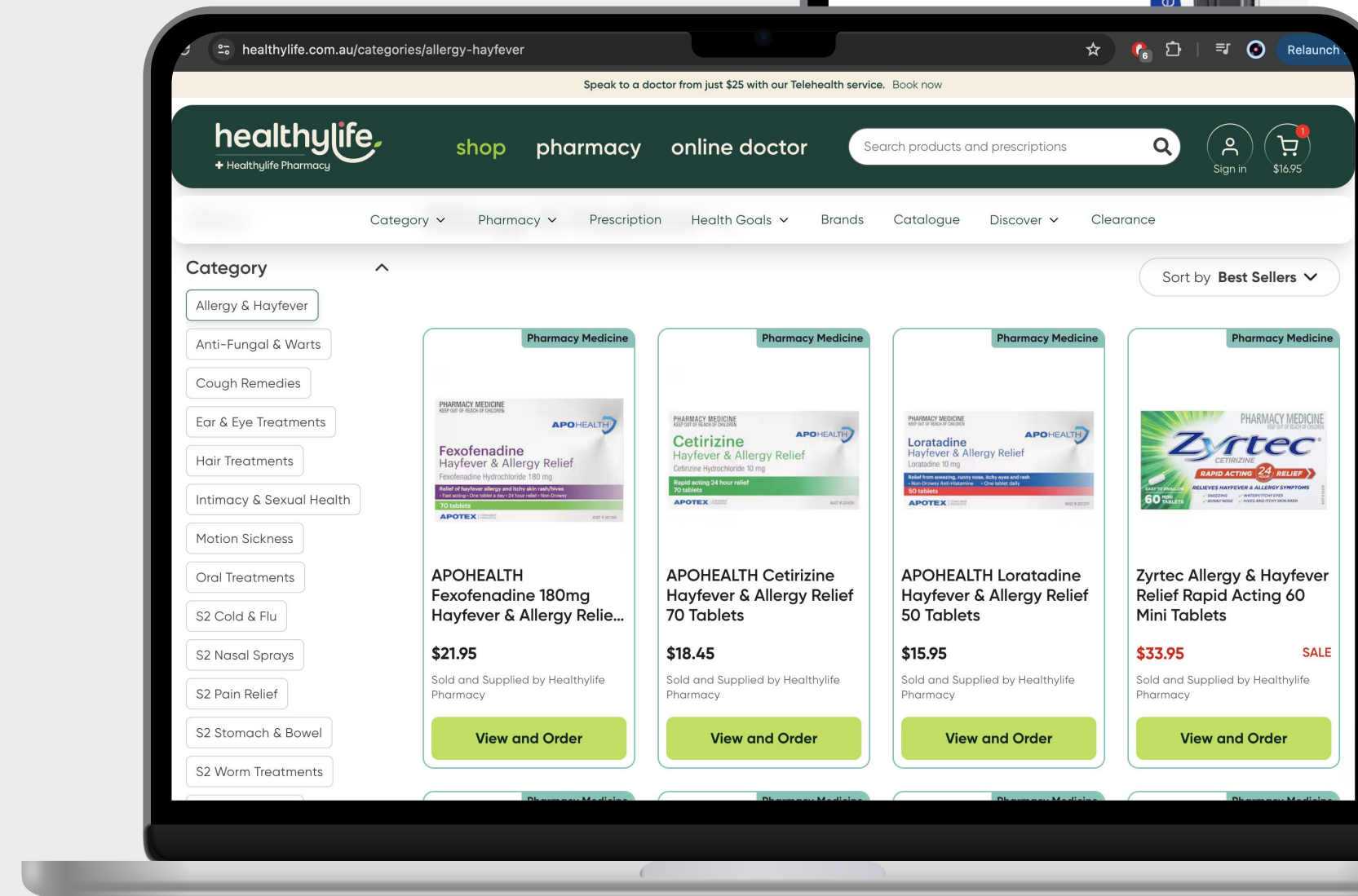
- ✓ Search function is easily accessible
- ✓ Popular categories accessible easily from the menu
- ✓ Ability to set "Auto Delivery" from the check-out page. This is a nice feature, that allows users to create a so called "bucket lists" of items that they regularly need to purchase and automate the process of their replenish.
- ✓ There is a lot of categories, and they did a great job at both creating an easy to follow informational architecture (header/menu) and also a separate page which contains all the categories in form of UI cards with icons and text. The use of borders and UI cards drop shadow effect to group related items helps users quickly understand the UI's structure and the connections between elements. (Harley, 2020)
- ✗ Additional top notification bar that cannot be closed is disturbing the expanded heard menu making it difficult to access all the categories / options listed (development fix).



Healthy Life. (2024). Healthy Life Categories. [Screenshot].



Healthy Life. (2024). Healthy Life Product. [Screenshot].



Healthy Life. (2024). Healthy Life Categories Allergy Hayfever. [Screenshot].

UX principle impact analysis

Right usage of

Law of proximity

Healthylife website follows the common spacing rules that were established in the industry, which positively influences the user experience of the website. By keeping the spacing moderate and thought-through, they make sure that users won't overlook important information or actions that they want them to take. Related action items are grouped together (adding to cart buttons), which reduces the amount of effort users have to make while completing the task. The way they follow the law of proximity also positively impacts the overall visual hierarchy and structure of the website, guiding the user through the website, making it a logical and consistently positive user journey.

Jacob's Law

In the last decade the industry standards for e-commerce websites became incredibly high, as people are getting more demanding for companies to provide them with flawless user experience that's backed up by a visually perfect user interface. Healthylife is providing customers with both (to some extent). The overall user experience is much better and thought through and aligns with the common experience users get when using other e-commerce services. The user interface follows the best design practices approach and is highly accessible. This all makes this product align more with the broader industry standards, allowing users to have a common positive user experience when using their website.

Aesthetic Usability Effect



As mentioned in Jacob's Law, the visual qualities of the website are higher and better than they are on the Chemist Warehouse website. This leads to people overlooking some flaws and issues that are still present. For example, it took me a while to discover some flaws on the website, because I was really satisfied with the visual experience I was getting. This made me overlook some issues that I've been encountering in the process of using the website. However, I was actually looking and trying to locate the problems. An average user won't be as demanding as I am, and won't necessarily look for issues on the website. This means that the problems that I've identified are most probably going to be overlooked by users, as they will be enjoying the highly accessible visual experience of using the website.

What's next?



Recommendations

The list of recommendations was segmented by the level of urgency. More urgent problems require a fast/immediate fix/implementation and are short-term solutions that are supposed to be fixed by long-term or less urgent problems. To create a positive user experience, it is recommended to follow the order of recommendations and not delay the implementation for too long. The timeframe to fix issues that were identified throughout the research phase should not be expanded to more than a year

-  Immediate action
-  Long - term action



Improving the check-out process experience to reduce the drop-out rate

Reducing the number of adds on the website to reduce the visual load

Adding "tags" to items + adding filtering options to show/hide items that cannot be purchased online

Establish and implement the visual clarity and hierarchy solutions in terms of how information is presented to ease out the process of information access

Changing the website colour palette with a focus on accesibility

Restructuring the information architecture based on a user journey end-goals

Adding a bucket creation functionality with the ability to create reoccurring automated purchases

Redesigning and redeveloping the website to be keep up with industry standards both in terms of user experience, visual design and development

Conclusions

1.

The Chemist Warehouse website can be viewed as an example of how much user experience matters when it comes to the satisfaction of the user which drives the overall sales.

People do choose to go to the Chemist Warehouse store due to the price policy they have, but when it comes to online space, people tend to choose business that actually allow them to complete the actions they plan/planned to. If looking at it from a SWOT analysis perspective, this is definitely a weakness and to some extent even a threat, but first and foremost it is an opportunity.

If Chemist Warehouse redesign the website, making sure that the online service they provide is focused on user satisfaction and eliminating their pain points, then they would be able to compete with other pharmacies that offer similar services. Noting that they have a strength when it comes to the pricing policies, they'd be able to establish their online presence and get some of the users to choose them over their competitors

2.

The identified User Experience Principles that are not correctly implemented on the Chemist Warehouse website are negatively influencing the overall satisfaction of the users.

The current market has quite a high standards when it comes to user experience and user interface, and it's essential to make sure that the online experience is better than average. If there's nothing different / unique you're offering in terms of design (both visual and logical), then there's no way of ensuring that potential client will choose you over your competitor business.

Also, not following the common User Experience Design Principles means that users won't be able to complete the action we want them to complete - purchasing items online. This means that we're losing additional revenue stream.

3.

The problems that Chemist Warehouse have / face are not exclusively online. The way that the physical stores operate are pretty much aligned with the way the website is structured & functioning. This leads to a customers being unsatisfied (as the results of the user survey shows) with the overall experience when it comes to visiting / engaging with Chemist Warehouse.

This is a big threat, as having lower prices is not enough when it comes to user satisfaction. Customers may choose other business to shop with, because the overall negative customer experience is overpowering the benefits Chemist Warehouse provides (lower prices, greater products range).

People seek products and systems that meet their needs, are user-friendly and enjoyable, and are well-crafted. Products and services that offer a positive user experience tend to sell better than those that provide a negative experience. (Ross, J. 2004)

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