T245_L02

Clarice Sim Kai Si

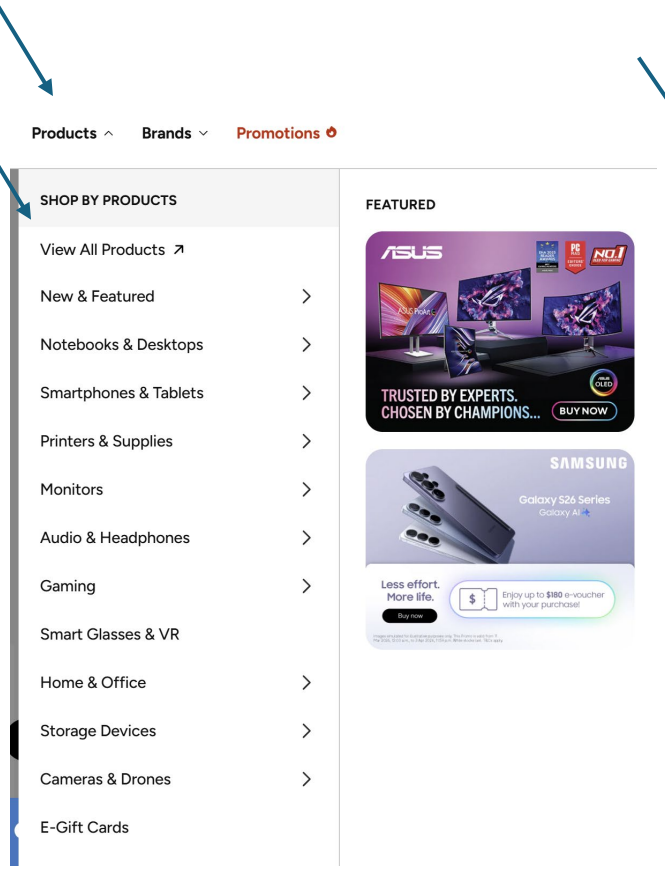


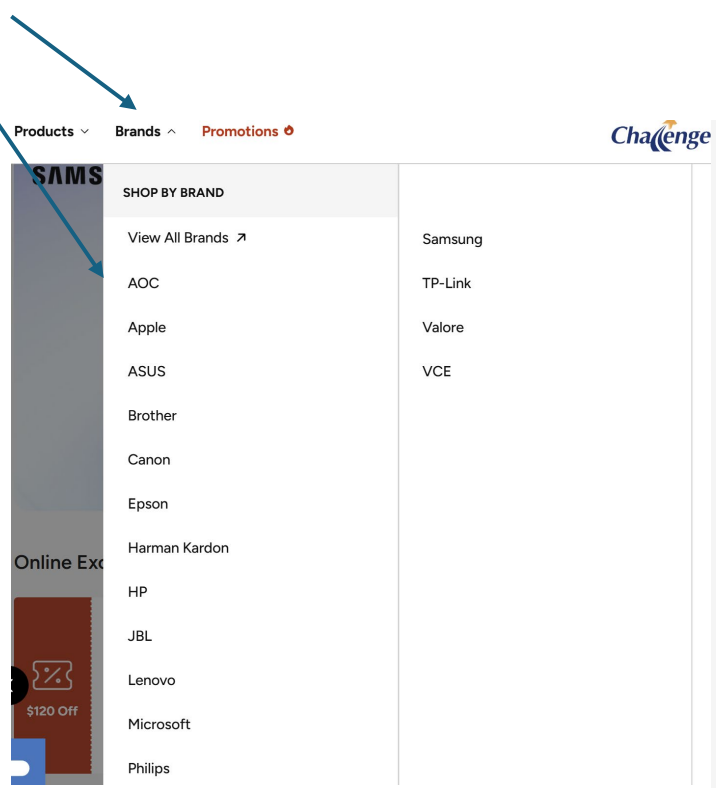
User Goals of the website

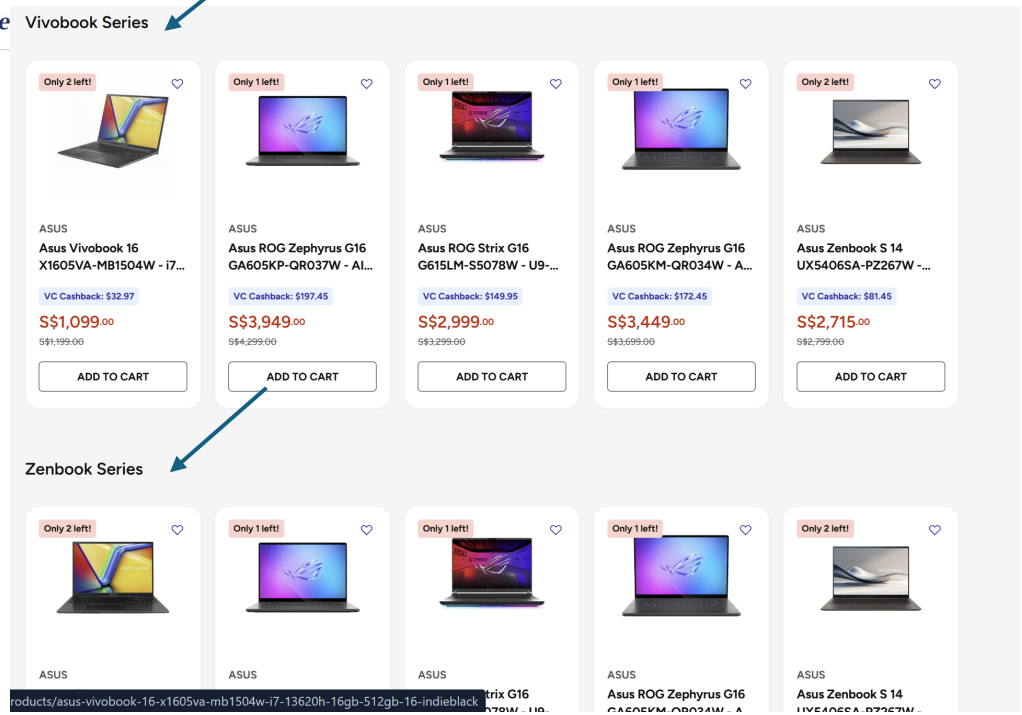
- Explore different electronics and products from a wide range of brands.
- To get the best value for money by checking discounts, vouchers, and limited-time offers.
- To purchase the product conveniently online.
- To access member benefits to enjoy perks like exclusive deals, points, or cashback.

Interaction points for user goal 1

Explore different products from a wide range of brands and models

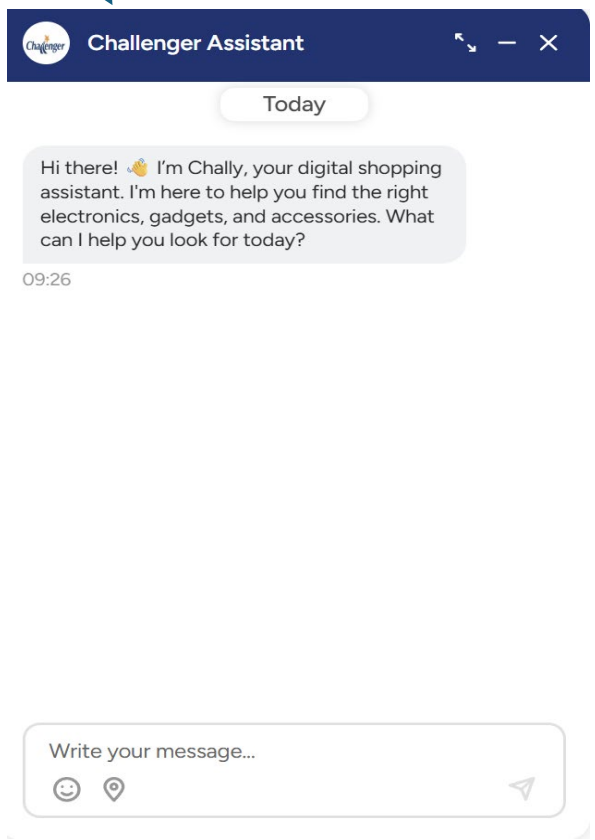


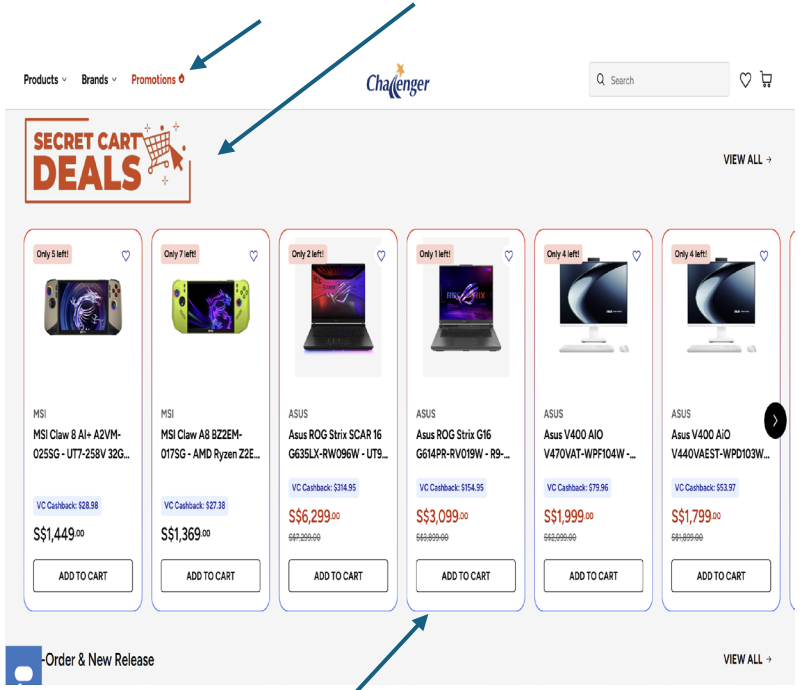


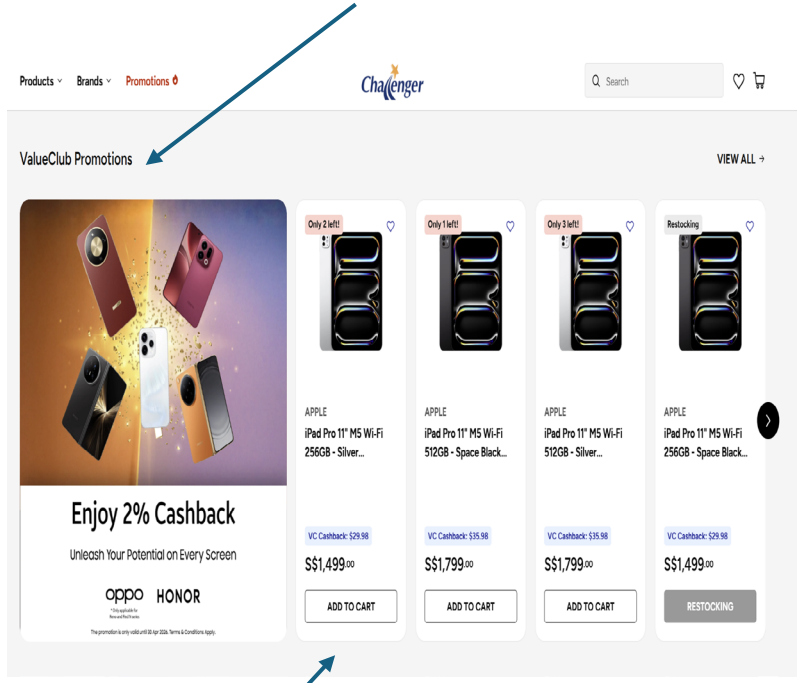


Interaction points for user goal 2

Checking different discounts, deals and vouchers to get the best value for money







Flow of interaction points

- As for navigation, the interaction points were clear and coherent as there are clear labels to support easy browsing.
- The flow from viewing a product, adding to cart and checking out is straightforward.
- The interaction points for deals and discounts are shown on the homepage which makes it easy for users to achieve their goal of finding good offers.



Thank You