

P2A Critique: Deconstruct & Analyze



First Coast Promotions

www.promonorm.com

P2A Completed By

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Date

7 May 2016

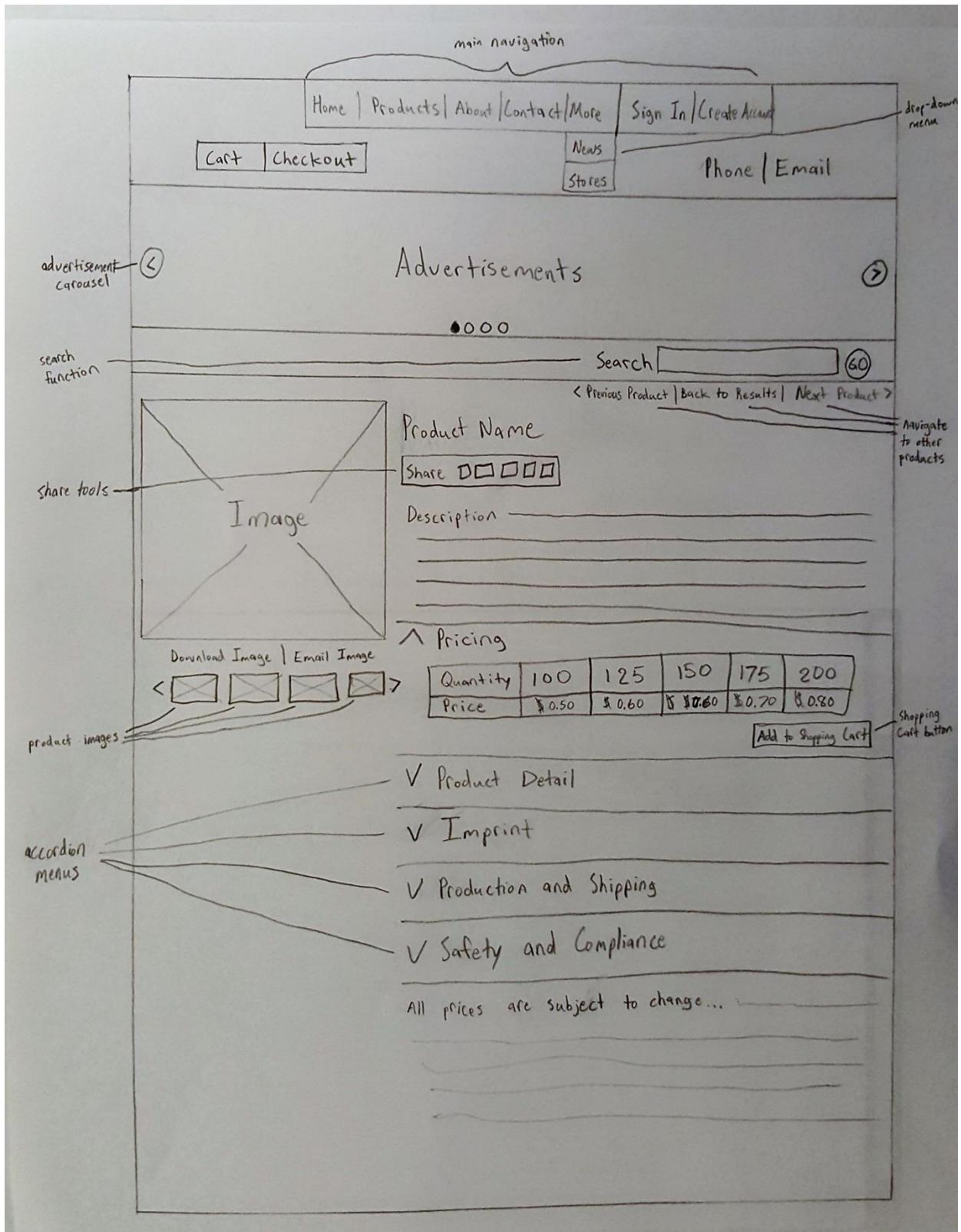


Overview

First Coast Promotions is a family-owned business which helps companies, organizations, and sports teams find, create, and purchase promotional items. Along with creating and selling these promotional items, First Coast Promotions develops short-term online stores for special events. Using these online stores, their customers can buy their promotional products in an efficient way. After these online stores close, the items are sorted, and shipped in bulk to one location. Through this website, customers can browse and purchase promotional items, as well as view previous online stores that First Coast Promotions has developed.

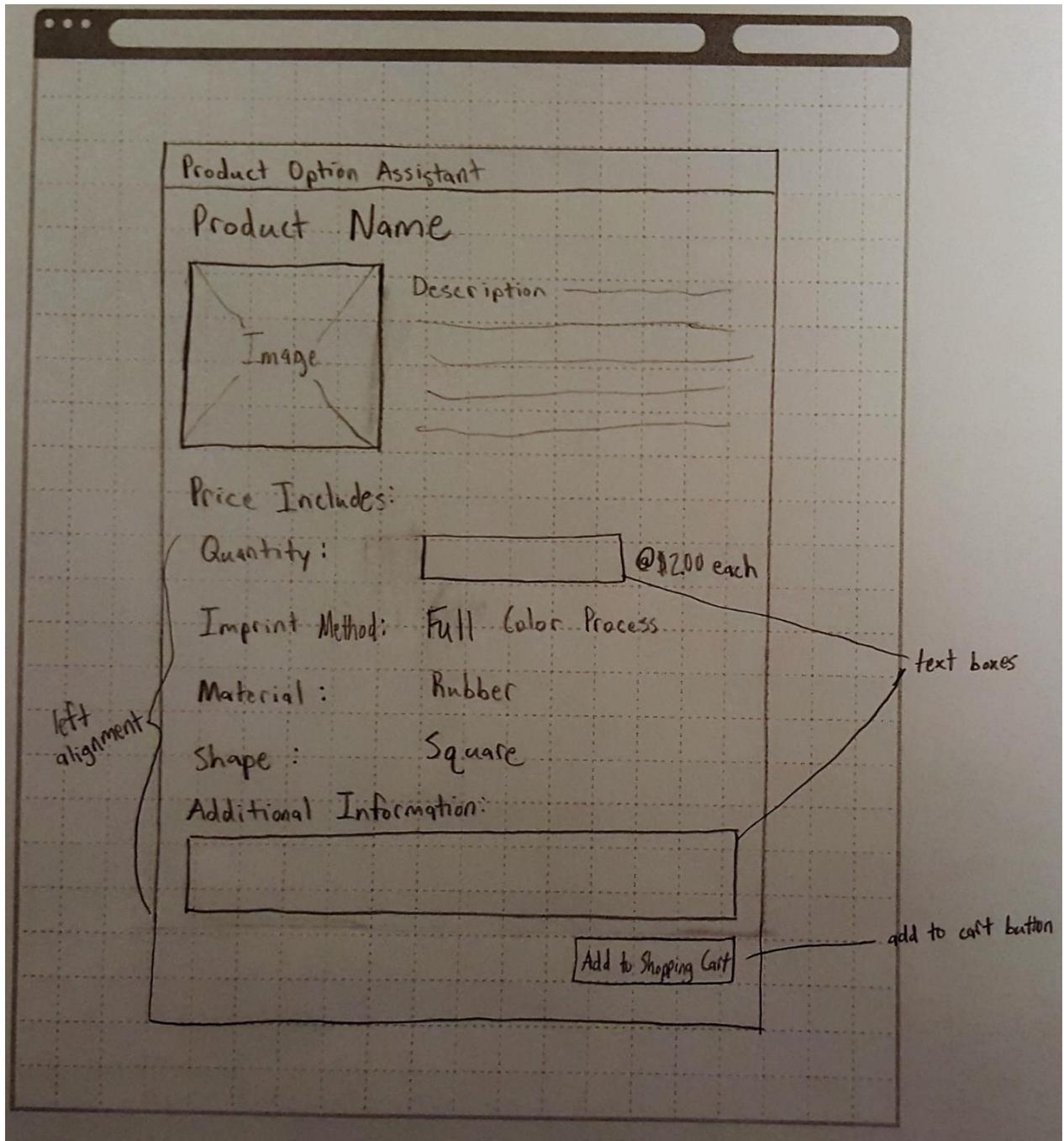
Site Sketch

➤ Product Page



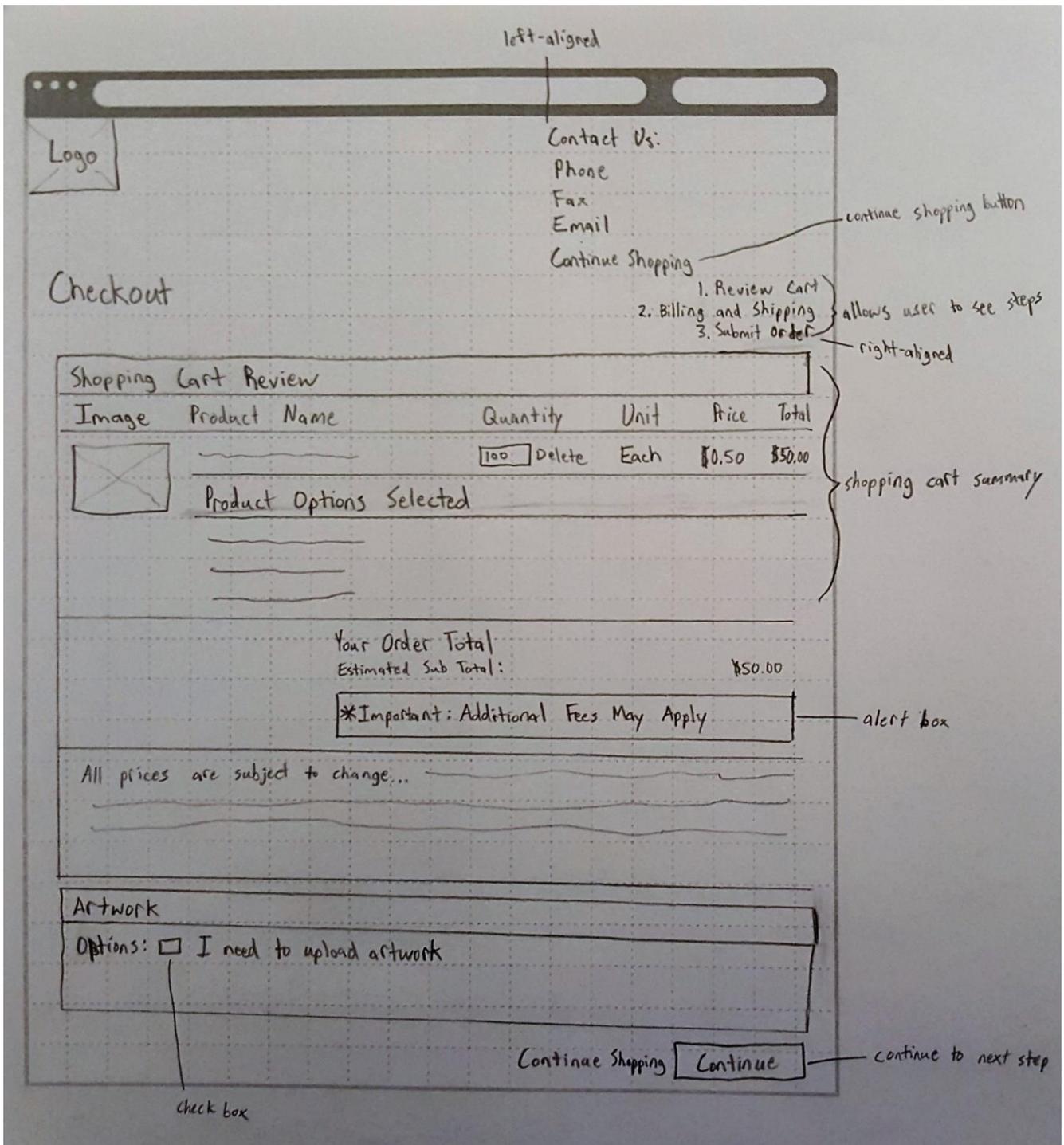
Site Sketch

- Add to Cart Page



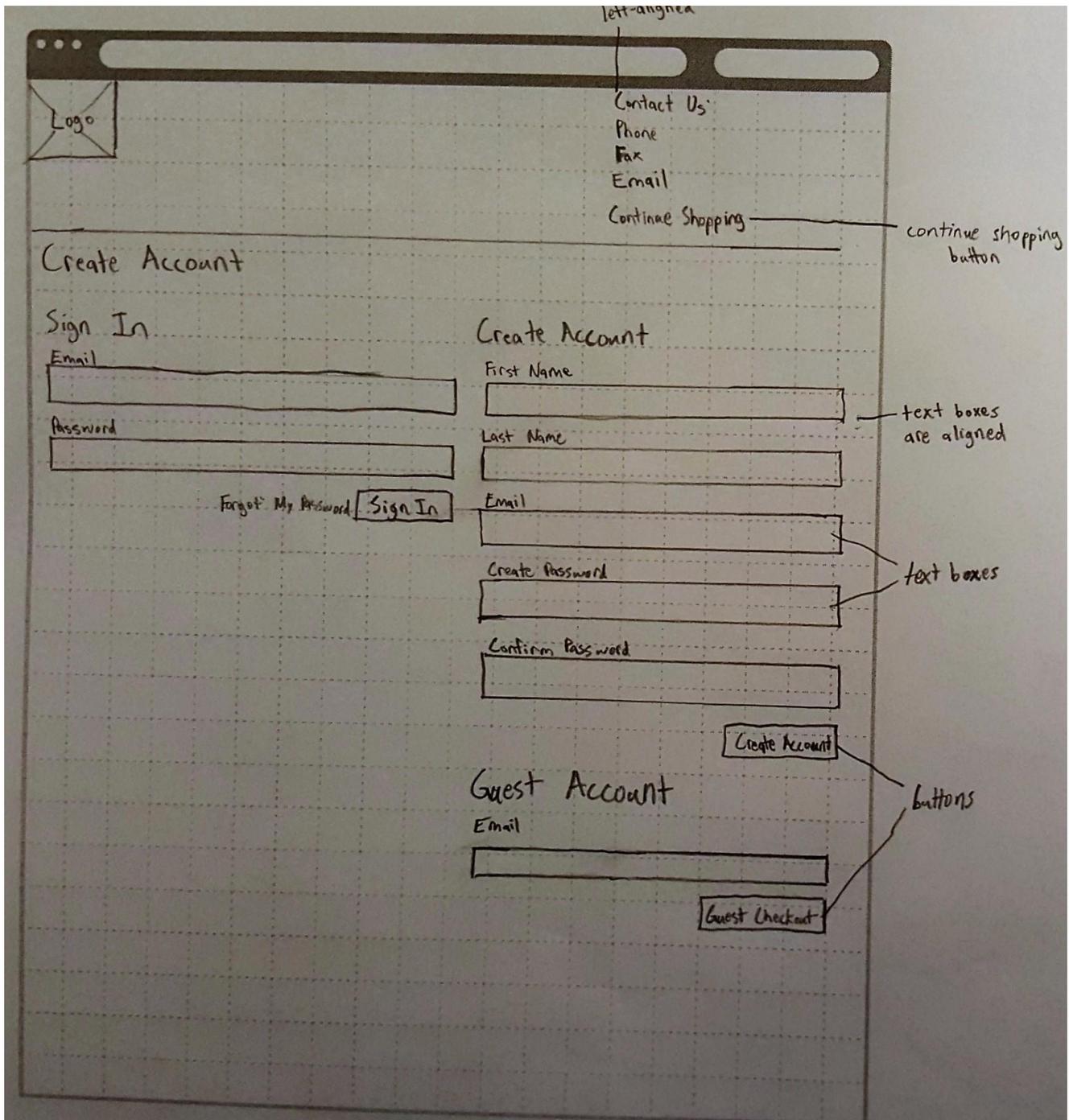
Site Sketch

➤ Review Cart Page



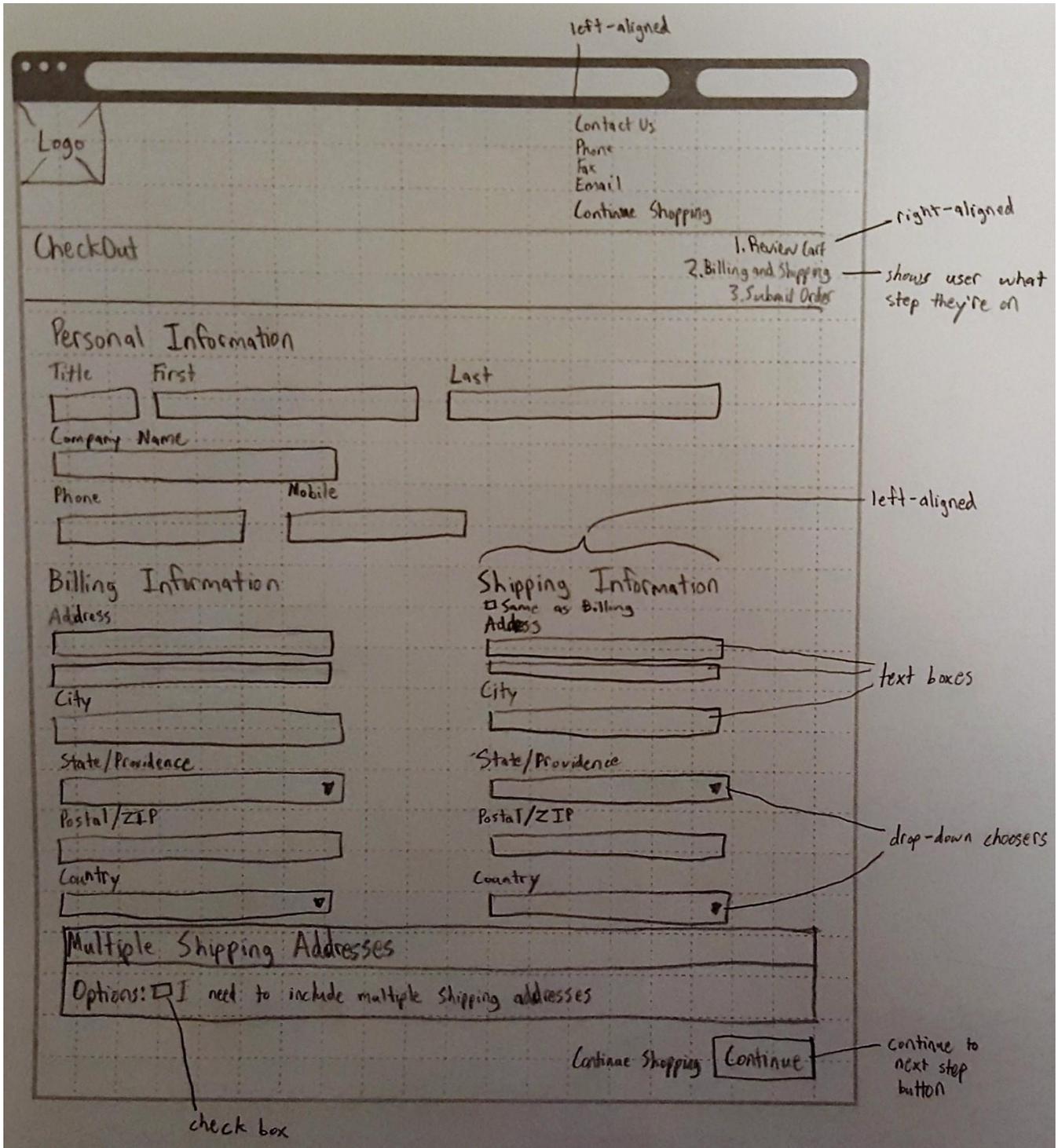
Site Sketch

➤ Sign In Page



Site Sketch

➤ Billing Page



Principles

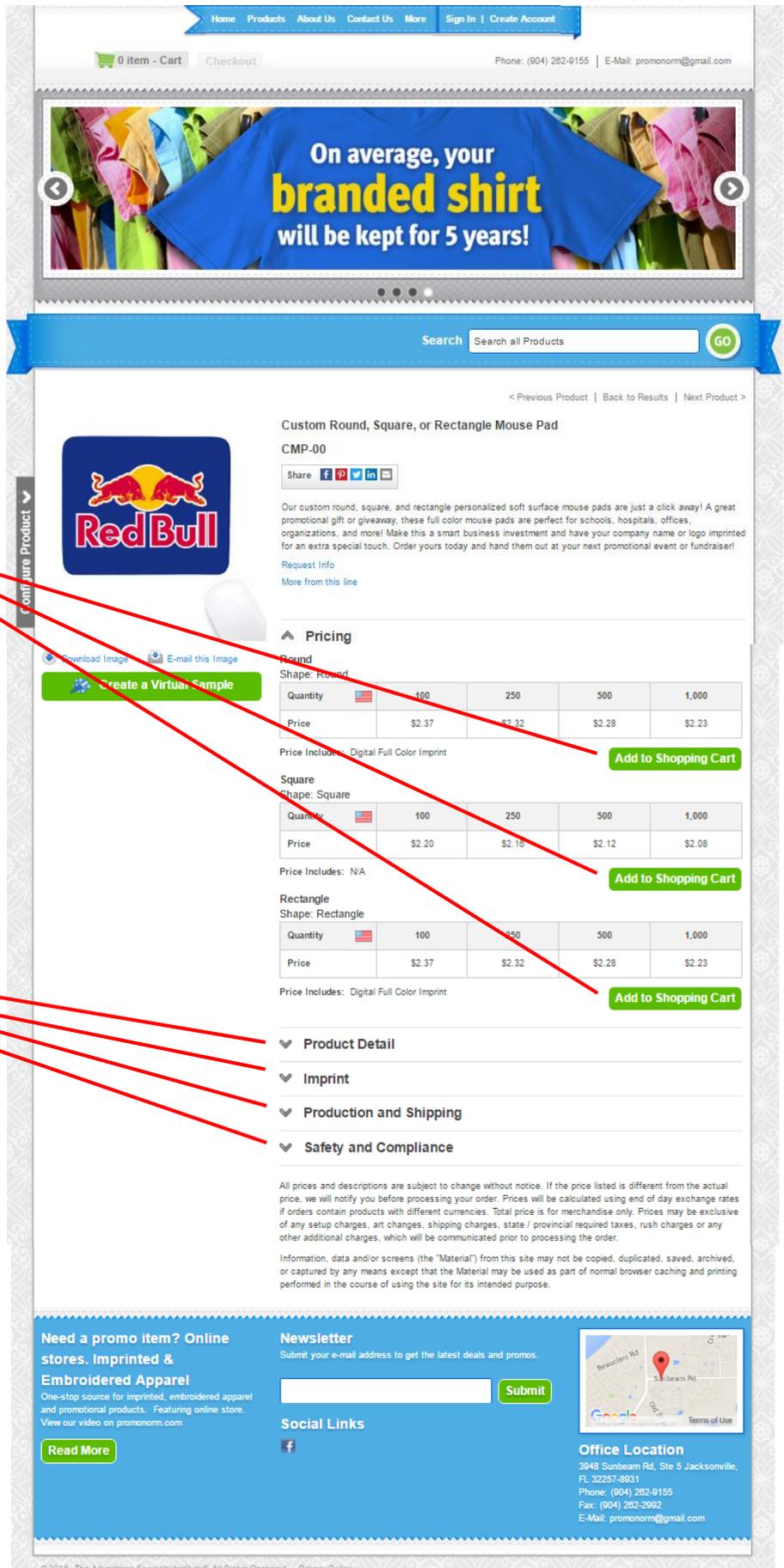
➤ Products Page

Entry point: *a point of physical or attentional entry into a design*

Each of these “Add to Shopping Cart” buttons are entry points to start the checkout process. The website does a great job of bringing attention to the button by using a bright green background and white text.

Progressive Disclosure: *a strategy for managing information complexity in which only necessary information is displayed at any given time*

The accordion menus here are great examples of progressive disclosure. With exception to the “Pricing” menu, which is displayed when the page loads, each of the accordion menus are hidden so the user isn’t overwhelmed with excessive information.

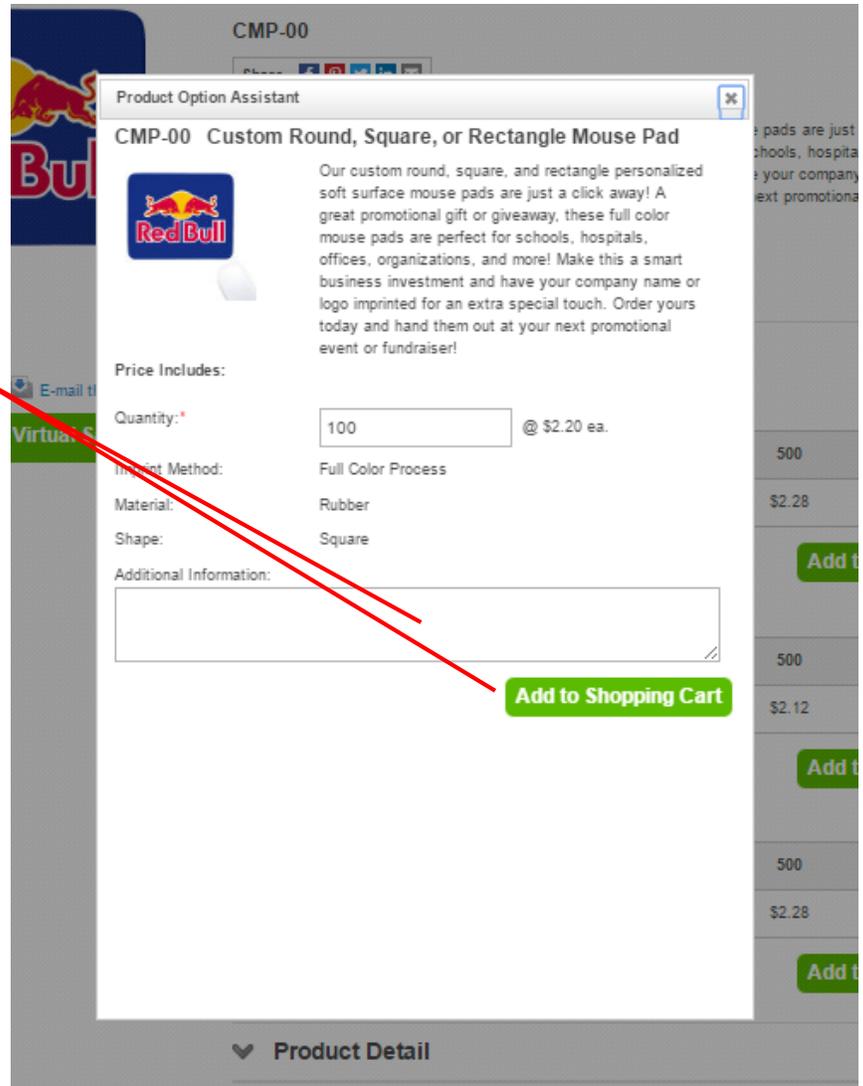


Principles

- Add to Cart Page

Fitts' Law: *the time required to move to a target is a function of the target size and distance to the target*

This page does a great job applying Fitts' Law. The "Add to Shopping Cart" button is a large, green button immediately after the "Additional Information" text box. After the user enters additional information, their mouse doesn't have to move far at all to click the "Add to Shopping Cart" button, which increases the speed of the checkout process.



Principles

➤ Review Cart Page

Confirmation: a technique for preventing unintended actions by requiring verification of the actions before they are performed

This whole page is an example of a confirmation. Before the user proceeds, the website asks the user to review their cart before continuing the checkout process. Once the cart is reviewed, the user clicks the “Continue” button in the bottom right-hand corner.



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Fax: (904) 262-2992
E-Mail: promonorm@gmail.com
[Continue Shopping](#)

Checkout

1. Review Cart
2. Billing and Shipping
3. Submit Order

Shopping Cart Review

Image	Product Name	Quantity	Unit	Price	Total
	Custom Round, Square, or Rectangle Mouse Pad	<input type="text" value="100"/> Delete	EACH	\$2,200	\$220.00
Product Options Selected Imprint Method: Full Color Process; Full Color Process Shape: Square Material: Rubber					

Your Order Total
 Estimated Sub Total: \$220.00

⚠ IMPORTANT: Additional fees, such as setup, imprint and shipping charges may not be reflected in your order total. We will contact you to confirm these additional charges.

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. Prices will be calculated using end of day exchange rates if orders contain products with different currencies. Total price is for merchandise only. Prices may be exclusive of any setup charges, art changes, shipping charges, state / provincial required taxes, rush charges or any other additional charges, which will be communicated prior to processing the order.

Artwork

Options: I need to upload artwork for this order.

[Continue Shopping](#)

[Continue](#)

Principles

- Sign In Page

Errors: *an action or omission of action yielding an unintended result*

The “Forgot My Password” link is a great way for the user to reduce errors. Because of this link, if the user forgets their password, they do not have to attempt signing in over and over again, which eventually may lock them out of their account. Instead, the user can recover their password through the link.



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Create Account

Sign In

E-mail:

Password:

[Forgot My Password](#)

[Sign In](#)

Create Account

First Name: *

Last Name: *

E-mail: *

Create Password: *

Your password must contain at least 8 characters including one number or letter. You can also include: _ @ () : ; . , ' &

Confirm Password: *

[Create Account](#)

Guest Account

E-mail: *

[Guest Checkout](#)

Principles

➤ Billing Page

Constraints: *a method of limiting the actions that can be performed on a system*

There are multiple drop-down choosers on this page, limiting the user to selecting items such as their title, state, and country. By using constraints, the user does not have to type in information, preventing errors from occurring in these sections. If these constraints weren't there, users would be able to enter invalid information, such as typing in "Chicago" as a state.

Garbage In-Garbage Out: *the quality of system output is dependent on the quality of system input*

The garbage in-garbage out principle is based on the observation that good inputs generally result in good outputs, and vice versa. By constraining fields into "First" and "Last" names, using drop-down choosers, and using a "Same as Billing" check box, one can expect the user to input good, valid data. Therefore, these constraints help reduce garbage data.

First Coast Properties

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Checkout

1. Review Cart
 2. **Billing and Shipping**
 3. Submit Order

Personal Information

Title: First: Last:

Company Name:

Phone: Mobile:

Billing Information

Address:

City:

State / Province:

Postal / Zip Code:

Country:

Shipping Information

Same as Billing

Address:

City:

State / Province:

Postal / Zip Code:

Country:

Multiple Shipping Addresses

Options: I need to include multiple shipping addresses for this order.

[Continue Shopping](#) [Continue](#)

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Overall Statement

Although I found it easy to navigate through the First Coast Promotions checkout phase, I believe the design of it needs a little work. The main design problem I noticed was the product page does not look like the pages in the rest of the checkout phase, making it look like the user is checking out on a whole new website. By improving the consistency from page to page, the website would flow better, and the user would feel like they are still a part of the First Coast Promotions website.

Another design problem was that I found it chaotic moving through 6 or so different pages when trying to buy a product. To improve this, I would use progressive disclosure and add tabs for each step, keeping the user on the same page through the entire checkout process. If the user was on step 1, all of the other steps would be hidden. But the user would be able to see the steps listed at the top of the page as they go through them. This way there is not too much information on a page, the pages don't have to reload when going to the next step, and the user doesn't have to use the back button when navigating through the pages.

Besides the fact that I felt the checkout phase lacked continuity and simplicity, I thought the First Coast Promotions checkout phase followed many of the design principles discussed in class. These design principles included making clear entry points, successfully applying Fitts' Law, and using constraints to prevent errors.