I

User Psychology

JENNIFER COFFEY | UX DESIGN

Assignment

I will be using a combination of FEEL and NEED statements, as it relates to elements of UX and UI design.

Feel/Need Statement

A feel/need statement describes how a website makes me feel and why.

This will give a better understanding of my emotions and motivations while using both websites.

UX Design

User experience design is the emotions and attitudes about a particular product, service, or system.

I will consider elements like labels, ease of use, navigation, readability, interaction, and more.

UI Design

User interface design is the design of something with the focus on maximizing usability and the user experience.

I will be looking at elements of imagery, colors, buttons, widgets, animation, diagrams, typography, and other aesthetic choices.

Websites

Barnes & Noble

A United States based company that offered books, magazines, movies, CDs, and more retail based products.

Waterstones

A UK based company that sells books, stationary, and gift ideas. They also heavily focus on special and signed editions of international bestselling books.

Barnes & Noble

Website Analysis

Confusion/ Consistency

First Impressions

Due to the lack of image on the home page, I **feel** CONFUSED because my **need** for CONSISTENCY is not met. When I click on a website, I expect to be greeted my a header image. Here, it looks like there was supposed to be an image, but there seems to be a technical issue. In terms of design, there is nothing that excites me or draws me into the site.

UX
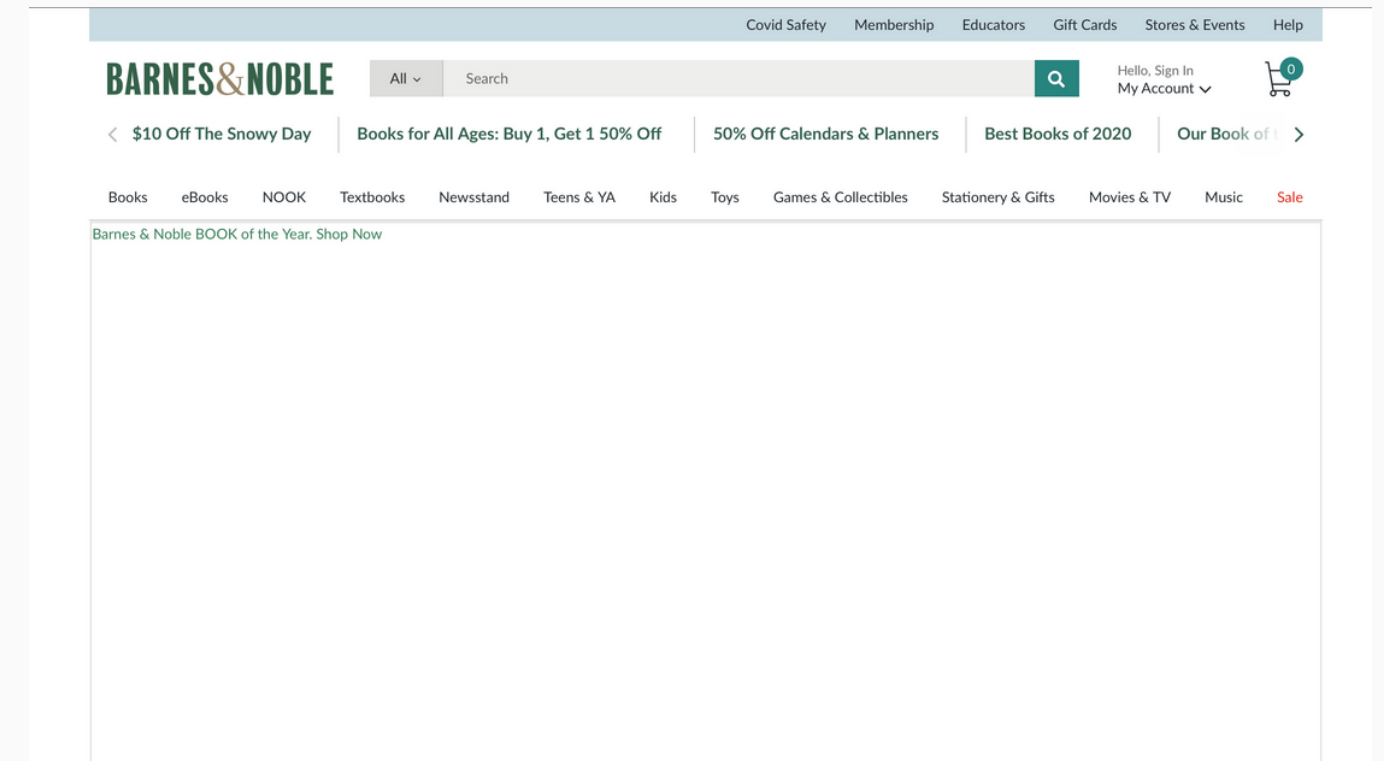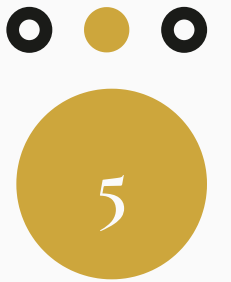
Frustrated/ Flow & Ease

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Signing into my account

After running into this problem before, I **feel** FRUSTRATED because my **need** for FLOW and EASE OF USE is not met. Every single time I try to log into my B&N account, it says that my password is wrong. It happens so frequently that I keep a note by my compute with my up-to-date password. Again, it says that it is wrong and am forced to reset it. Because of this interruption, it takes more time to complete my task. In terms of design, the text is very small and hard to read.


Sign in or Create an Account

Your email and password combination does not match our records. Please try again.

Email Address
coffeycornerbookreviews@yahoo.com

Password
●●●●●●●●●●●●●●●

☑ Remember me   Forgot your password?

Secure Sign In

By signing in you are agreeing to our Terms of Use and our Privacy Policy

Don't have an account? Create an Account

BARNES &NOBLE

Mellow/ Understanding
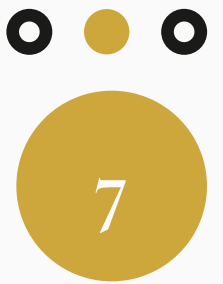
My Account

After selecting My Account from the navigation bar, I **feel** MELLOW because my basic **need** of UNDERSTANDING is met. I feel mellow because this set up is efficient and clear, but not very aesthetic or exciting. The bar on the left side separates all important information and sorts in by random color and doesn't seem to follow a specific pallet found anywhere else on the site.

BARNES &NOBLE

Curious/ Community

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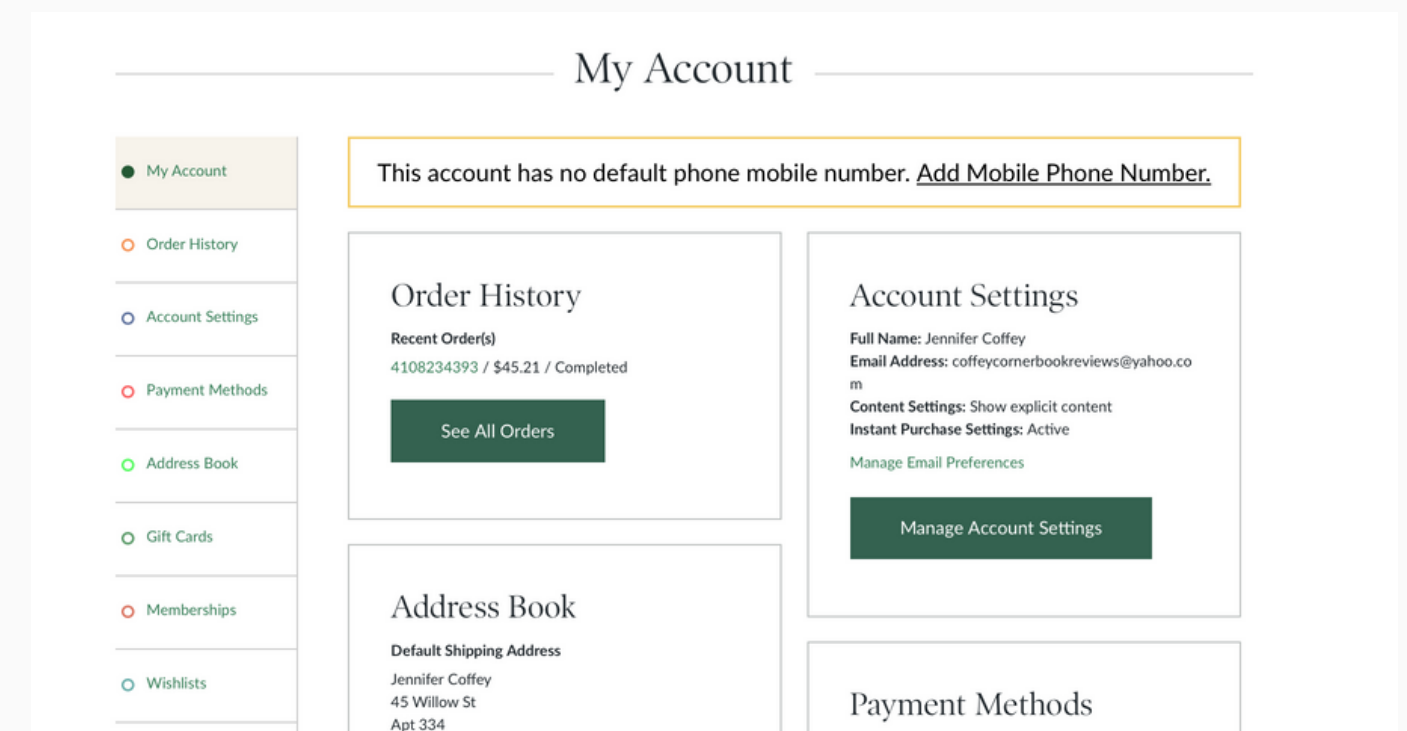
New Releases

After finding the New Releases section, I **feel** CURIOUS because my **need** for COMMUNITY is met. By keeping up with date with the newest books, I feel included within the book community. Also, since these books are so new, I know nothing about them and look forward to learning what they are about. The insights below the book cover give some type of indicator of their price and where I can purchase a copy.

BARNES & NOBLE
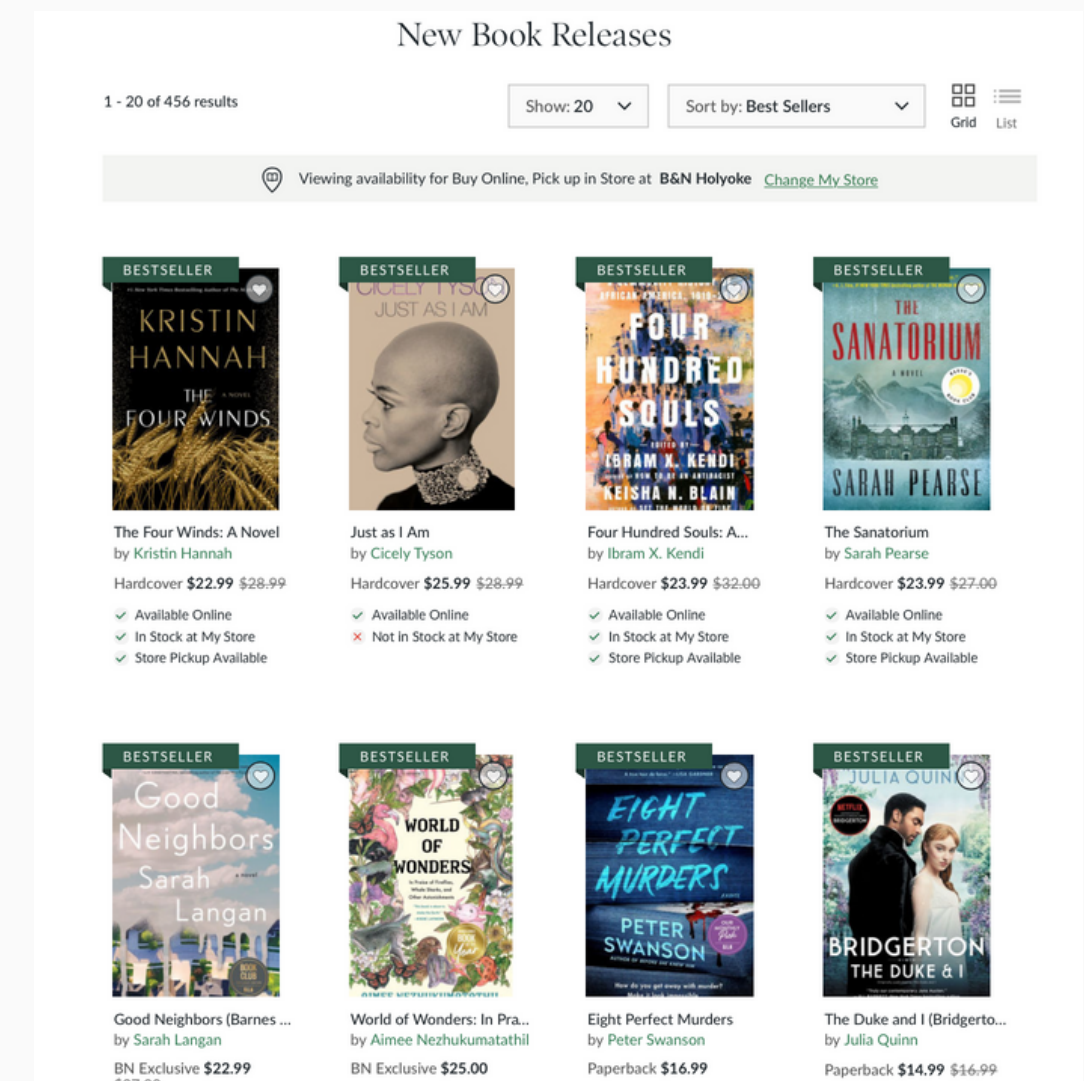
Content & Stimulated/ Information & Direction

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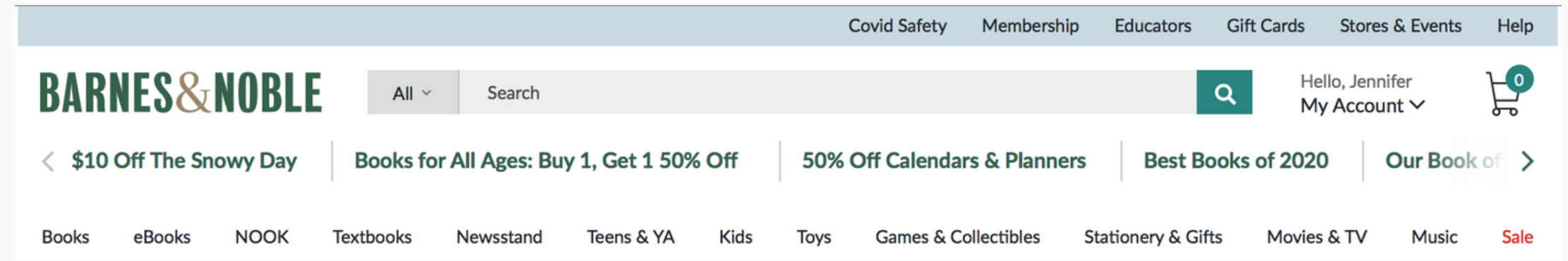
Navigation Bar

The navigation bar makes me **feel** CONTENT and STIMULATED because my **need** for INFORMATION and DIRECTION is met. I feel content with this navigation bar because it has everything I am looking for. I also feel stimulated because I have many different options that I didn't think I would need. I also need the navigation bar to give all the proper information in a clear and organized format. I like how this navigation system has the logo, search bar, account, and cart as the main row with relevant recommendations, followed by consistent genres or items.

Anxious/ Clarity
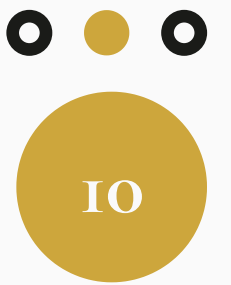
Search Bar

The search bar makes me **feel** ANXIOUS because my **need** for CLARITY is not met. The search bar gives me anxiety because it gives me too many options. I am not sure which option to choose, so instead of selecting an option, I hit the enter button in hopes that it will bring me right to the book.
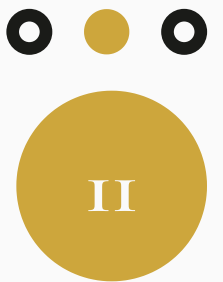
BARNES &NOBLE
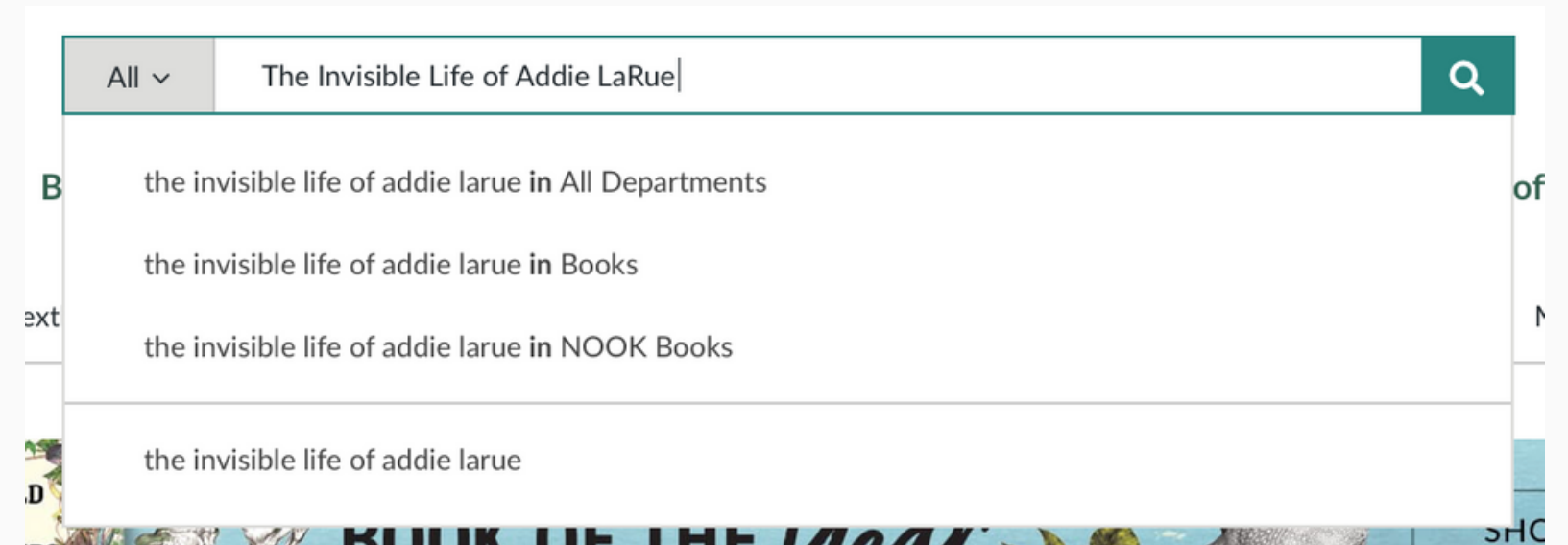
Valued/ Consideration

Product Description

When selecting a book, I **feel** VALUED because my **need** for CONSIDERATION is met. I feel valued because right from the start I have the title, reviews, various options of the book, ways to recieve the book and I am able to see a preview of the first couple of pages. When I kept scrolling I found the overview, testimonials, and the synopsis of the book. When I scrolled down more I saw further recommendations, product details, author details, an author video, an editorial review, and peer reviews. This is all the information I need, but it doesn't feel overwhelming.

BARNES & NOBLE
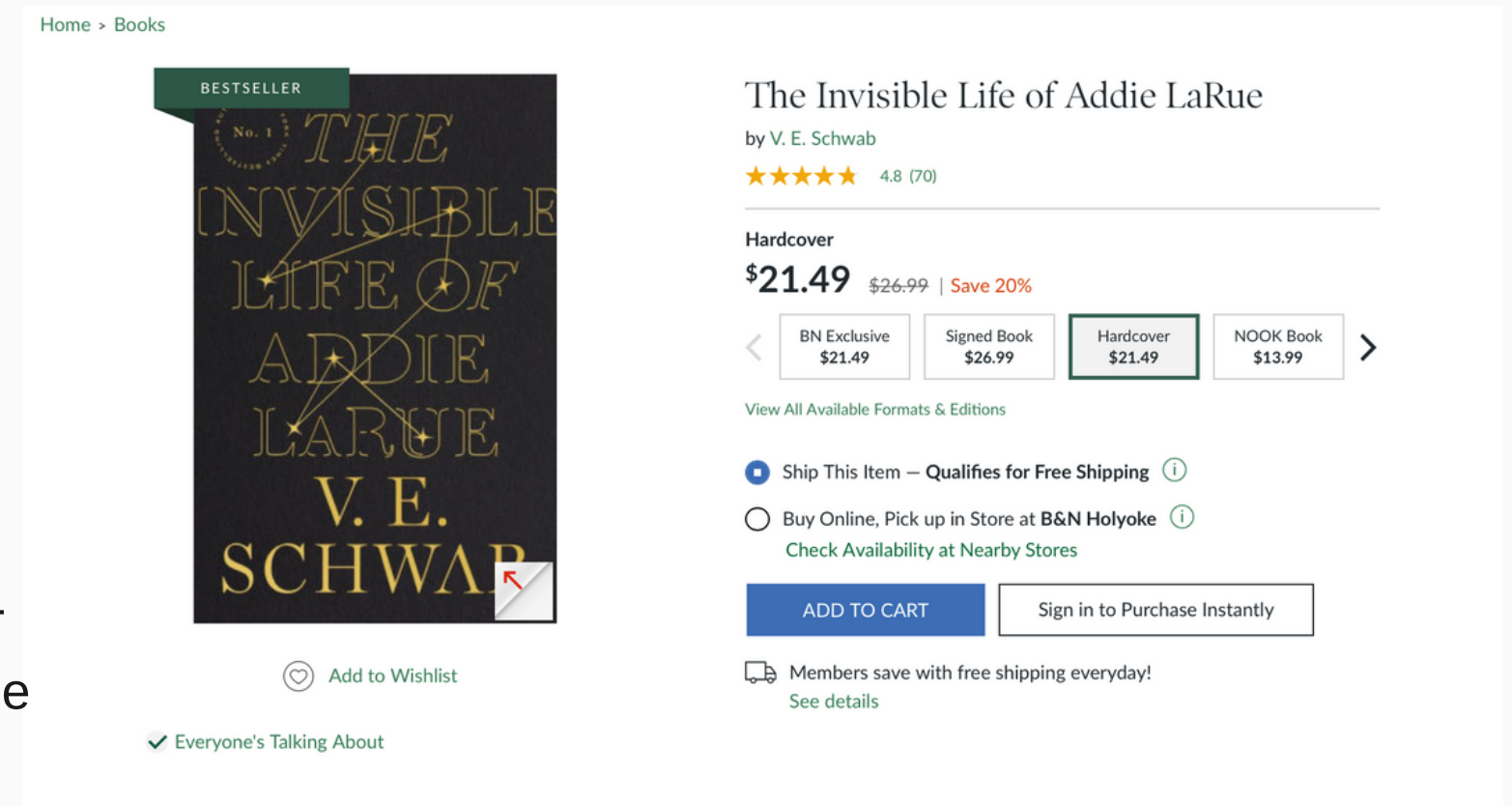
Overwhelmed & Used/ Authenticity
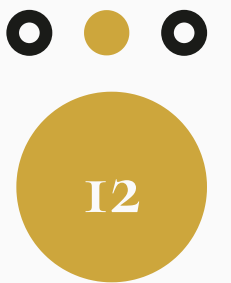
Cart

After clicking the cart icon, I **feel** OVERWHELMED and USED because my **need** for AUTHENTICITY is not met. I feel overwhelmed because the first thing I see is an advertisment to purchase a membership. The add is a push to get me to spend more money, so now I feel like I am just a way for them to make money instead of a fellow book lover. The compliment, "you've got great taste," feels cheep and desperate.
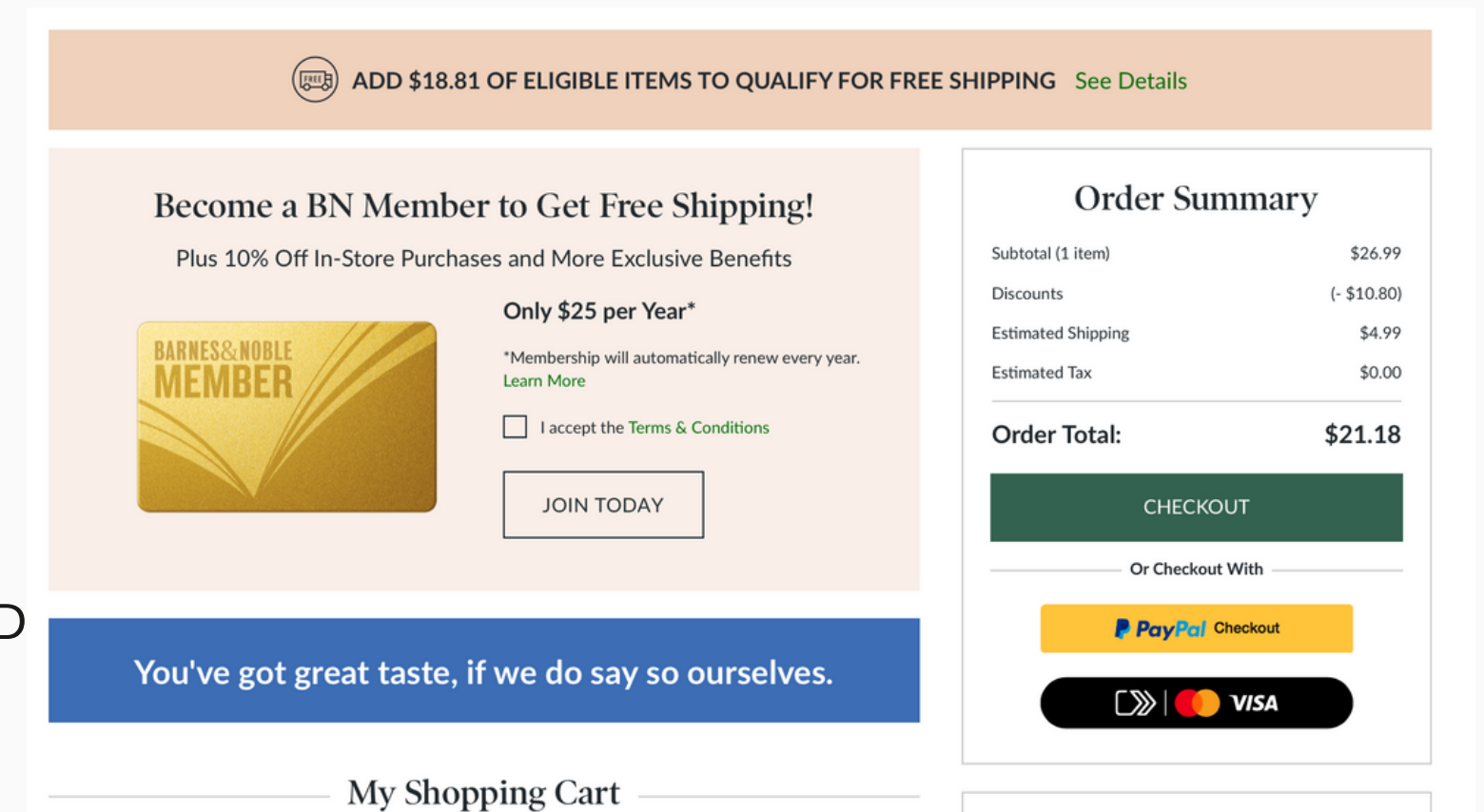

ADD $18.81 OF ELIGIBLE ITEMS TO QUALIFY FOR FREE SHIPPING See Details

Become a BN Member to Get Free Shipping!

Plus 10% Off In-Store Purchases and More Exclusive Benefits

BARNES&NOBLE MEMBER

Only $25 per Year*

*Membership will automatically renew every year. Learn More

☐ I accept the Terms & Conditions

JOIN TODAY

You've got great taste, if we do say so ourselves.

My Shopping Cart

Order Summary

Subtotal (1 item)	$26.99
Discounts	(- $10.80)
Estimated Shipping	$4.99
Estimated Tax	$0.00
Order Total:	**$21.18**

CHECKOUT

Or Checkout With

PayPal Checkout

VISA

BARNES &NOBLE

Indifferent/ Order

Check Out Process

While checking out I **feel** INDIFFERENT because my **need** for ORDER is met. There is nothing special about the check out process. There is the standard shipping, billing, and payment sections. There was nothing to excite me about my upcoming purchase.

GET A FREE $25 GIFT CARD, PLUS 5% BACK ON THIS ORDER
when you are approved for the Barnes & Noble Mastercard® Apply Now >

You're just one click away from completing your order (great pick, by the way).

Shipping Address

Jennifer Coffey   Change Shipping Address >

Billing Information

Credit Card   Jennifer Coffey
VISA Visa ending

Change Billing Information >

Order Summary

Subtotal (1 item)	$26.99
Discounts	(- $10.80)
Shipping	$4.99
Estimated Tax	$1.01
Order Total:	**$22.19**

SUBMIT ORDER

Items to Be Shipped From Barnes & Noble

Choose Shipping Speed*

- Standard Shipping : Typically arrives in 3-5 business days $4.99
- Express Shipping : Typically arrives in 2-3 business days $7.99
- Expedited Shipping : Typically arrives in 1-2 business days $15.48

Item(s)	Quantity	Total
The Invisible Life of Addie LaRue by V. E. Schwab Hardcover $26.99	1 Edit in Cart	$16.19

Make it a gift? ○ Yes ● No

Estimated Arrival Date: **Friday, February 12**

Want it by Tuesday, February 9? Change shipping speed to Expedited Shipping and then place your order.

Edit in Cart

Employee Discount - 40% Off Books and Gifts Discount was applied to the order total.

BARNES & NOBLE

Motivated & Fascinated/ Discovery & Matter

Membership

When looking into the membership, I **feel** MOTIVATED and FASCINATED because by **need** for DISCOVERY and to MATTER is met. I purchase a lot of books, and this membership tells me that I would save a lot of money if I were to sign up. Those savings motivates me to purchase the membership. I also feel like I matter because this company is rewarding me for purchasing their books. I also think the set up is clear and after scrolling down to find the price, I don't require any more information.
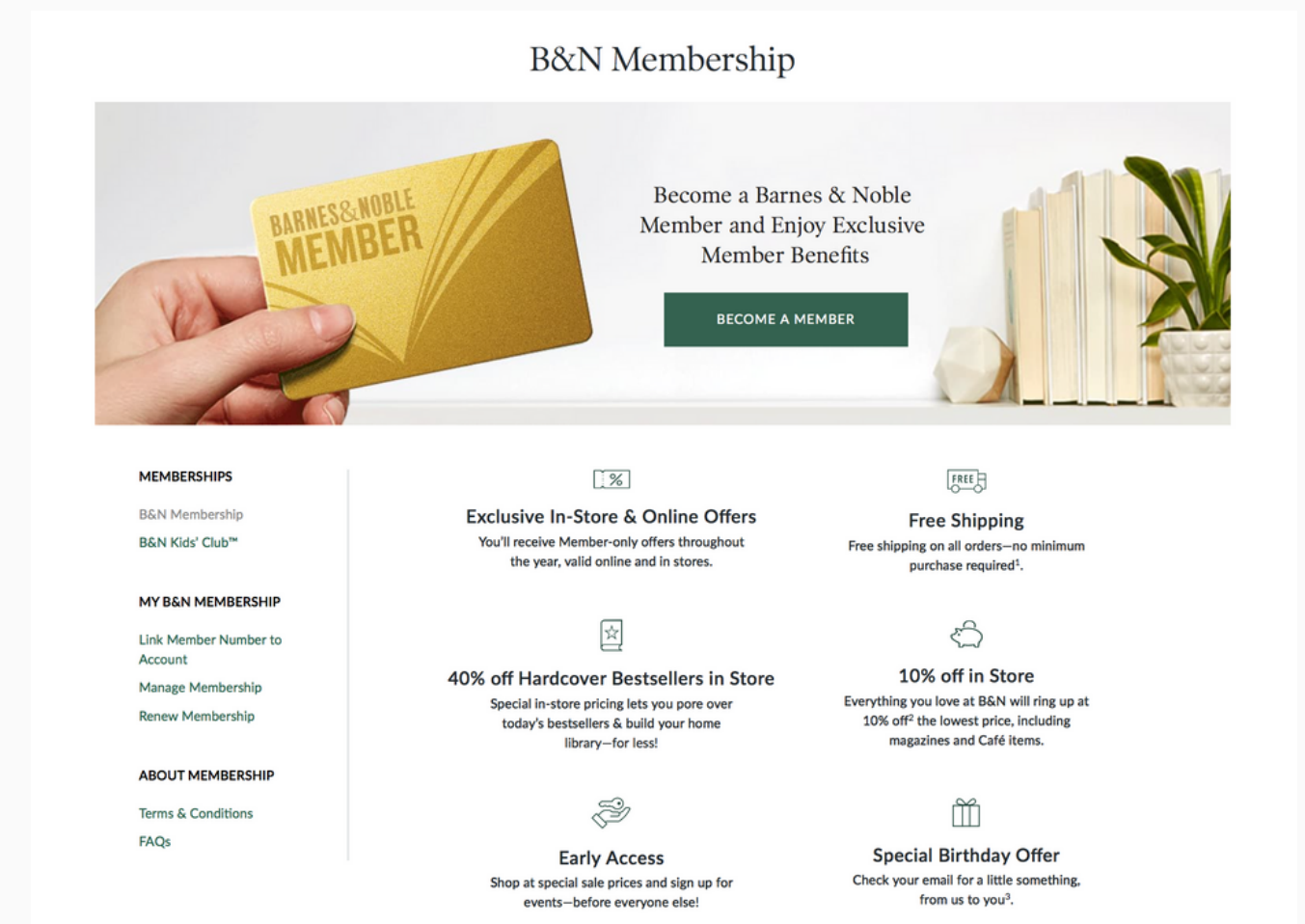
Waterstones

Website Analysis

Excited/ Awareness

First Impressions

Seeing the Valentine's Day graphic on the home page made me **feel** EXCITED because my **need** for AWARENESS is met. I read books depending on my mood, so this entrance makes me want to 1. purchase something for myself 2. buy a romance book.
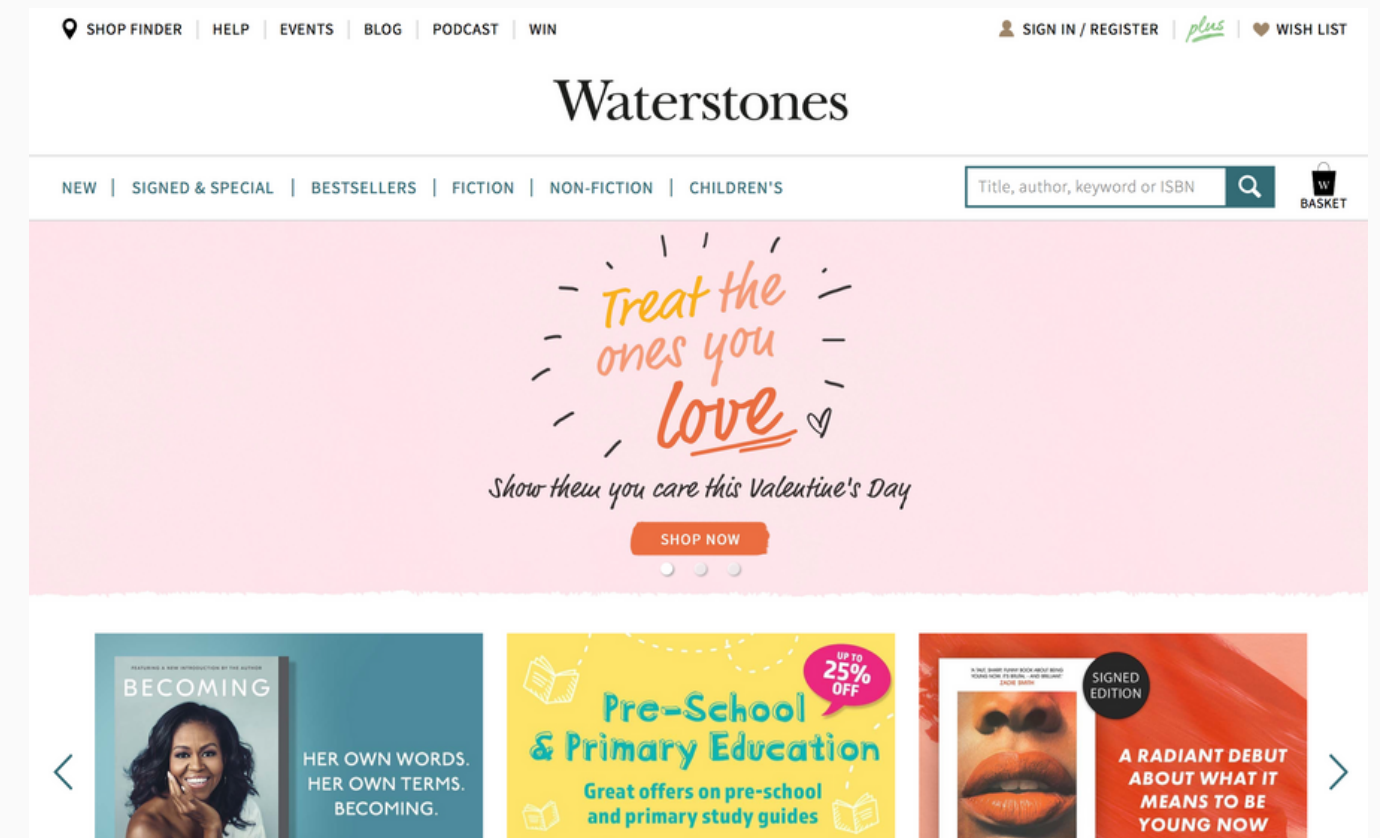
Relaxed/ Efficientcy

Signing into my account

After looking at the home page, I clicked on the sign in option in the navigation bar. After running into no issue signing in, I **feel** RELAXED because my **need** for EFFICIENCY is met. In order to sign in, there is a popup window that required my email and password. The popup box is small and easy to navigate.

Sign In / Register ✕

Not registered? CREATE AN ACCOUNT

coffeycornerbookreviews@yahoo.com

Remember me ?   SIGN IN

Reset password

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

W
Waterstones

Engaged & Excited/ Awareness & Clarity

My Account

After filling out the required information, I am brought to a new page. When looking at my Account Dashboard, I **feel** ENGAGED and EXCITED because my **need** for AWARENESS and CLARITY are met. In this very aesthetically pleasing grid, all the main information I need is right in front of me.

Account Dashboard

Hi Jennifer, welcome to your account dashboard

Your Profile

Orders

Gift Cards

Wish Lists

Waterstones *plus*

Payment

Address Book

★★★★★
Reviews

Preferences
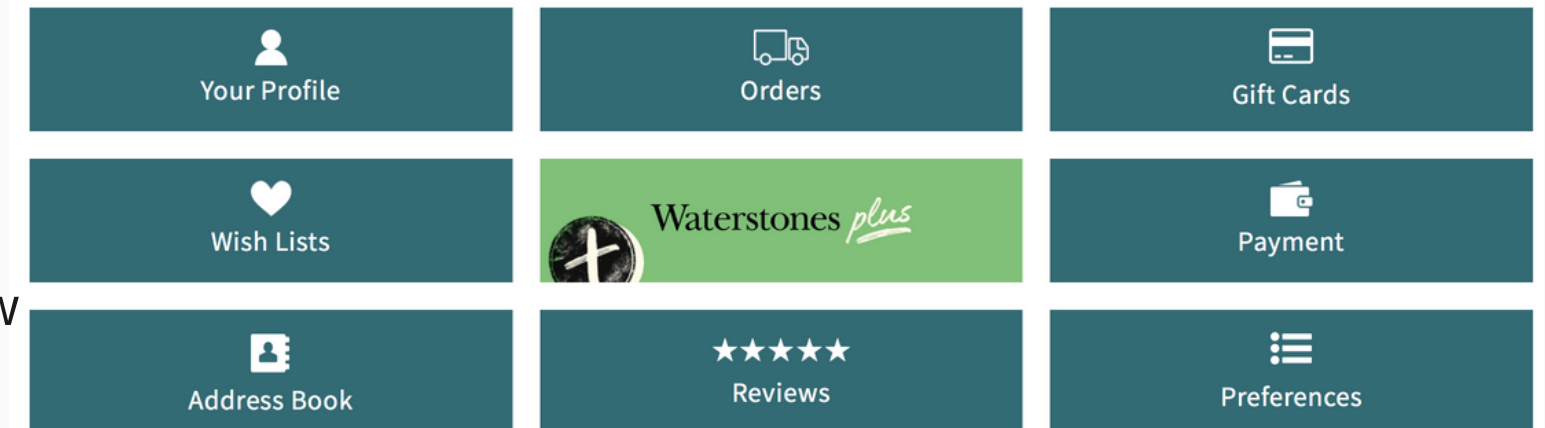
Upgrade to Waterstones plus

W
Waterstones

Pleased/ Beauty, Knowledge, & Community

New Releases

When I click on the New Releases tab, I **feel** PLEASED because my **need** for BEAUTY, KNOWLEDGE, and COMMUNITY is met. At the top of the page I encounter three recommendations, then I scroll past more recommendations based on genre, then I see a similar display as B&N. I am please with this set up because I now know some of the genres and community reviews for each one.
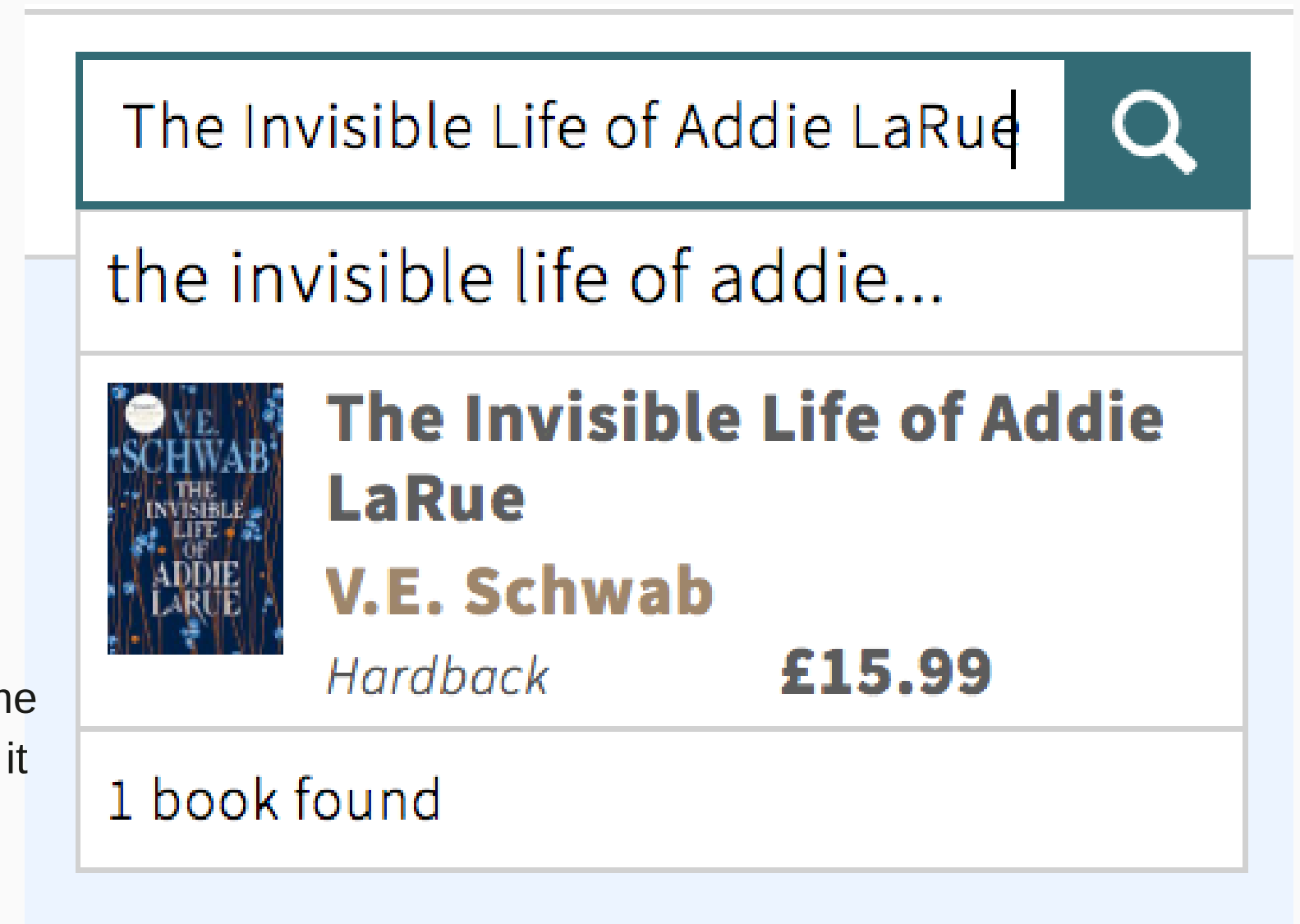

Waterstones
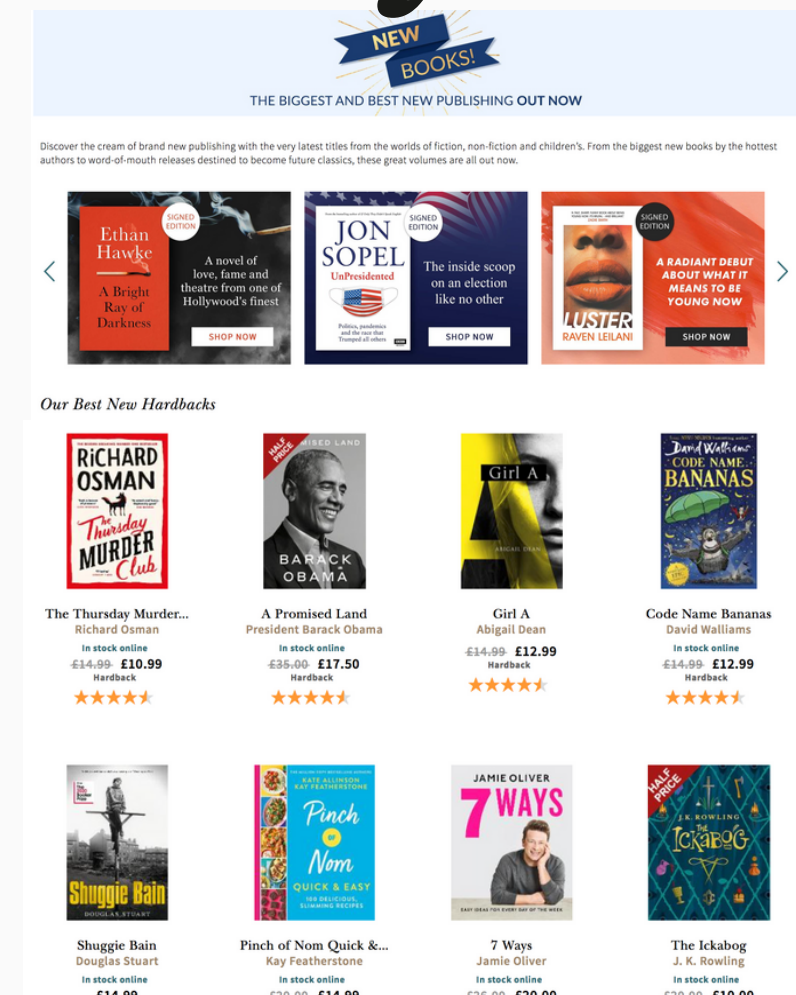
Appreciated & Calm/ Order & Purpose
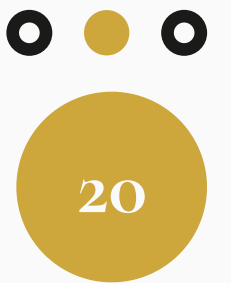
Navigation Bar

When glancing up at the navigation bar, I **feel** APPRECIATED and CALM because my **need** for ORDER and PURPOSE is met. The simple design of the navigation bar makes me feel calm because there are just the right amount of options. I don't feel overwhelmed or stressed because I know that each option will have all the information I require. I feel like the designers know that and that is why there are only a few tabs.
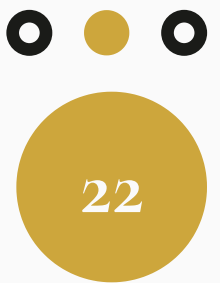
W
Waterstones

Feeling/Need

Search Bar

This search bar makes me **feel** HAPPY and EXCITED because my **need** for CLARITY and AWARENESS is met. Just by having the book cover in the search results makes me excited. This is the exact book I am looking for. As a bonus, it lets me know the price and the type of book I will be getting as well. I also like this design because it its simple and easy to use.
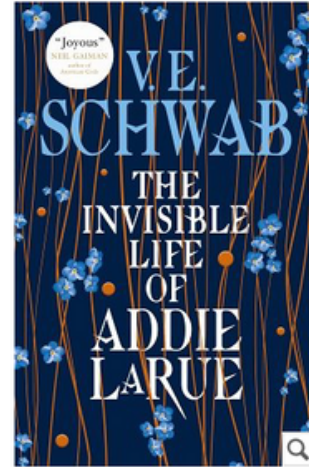
The Invisible Life of Addie LaRue

the invisible life of addie...

The Invisible Life of Addie LaRue
V.E. Schwab
Hardback   **£15.99**

1 book found

W
Waterstones

Delighted/ Knowledge

Product Description

After selecting the book, I **feel DELIGHTED** because my **need** for KNOWLEDGE is met. The first thing I see is the cover of the book, title, author, rating, pages, publishing data, price, and what the book is about. I am delighted because I didn't have to scroll down to find most of this information.

This book can be found in:
Science Fiction, Fantasy & Horror > Fantasy

The Invisible Life of Addie LaRue (Hardback)
V. E. Schwab (author)

★★★★★ 45 Reviews ✎Write your review

Hardback
560 Pages / Published: 06/10/2020

£17.99 **£15.99**

✔ Save £2.00   ✔ In stock
Available

Quantity   1   ADD TO BASKET

SYNOPSIS   AUTHOR

Waterstones SAYS

The bestselling author of *The Shades of Magic* series returns with a genius concept and a panoramic, time-hopping narrative of immortality and erased memory.

Please note that we have now sold out of the Signed Edition.

When Addie LaRue makes a deal with devil, she trades her soul for immortality. But the devil takes away her place in the world, cursing her to be forgotten by everyone.

Addie flees her tiny home town in 18th-Century France, beginning a journey that takes her across the world, learning to live a life where no

one remembers her and everything she owns is lost and broken. Existing only as a muse for artists throughout history, she learns to fall in love anew every single day.

Her only companion on this journey is her dark devil with hypnotic green eyes, who visits her each year on the anniversary of their deal. Alone in the world, Addie has no choice but to confront him, to understand him, maybe to beat him.

Until one day, in a second hand bookshop in Manhattan, Addie meets someone who remembers her. Suddenly thrust back into a real, normal life, Addie realises she can't escape her fate forever.

Publisher: Titan Books Ltd
ISBN: 9781785652509
Number of pages: 560
Dimensions: 198 x 130 mm

Waterstones

Involved/ Transparency

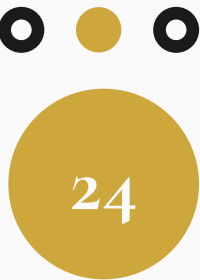JENNIFER COFFEY | UX DESIGN

Cart

After adding the book to my cart, I **feel** INVOLVED because my **need** for TRANSPARENCY is met. I feel involved because of the transparency of where I am in the check out process. The "basket" part of the bar is highlighted letting me know that I only have two more steps until I'll finsing purchasing my book.
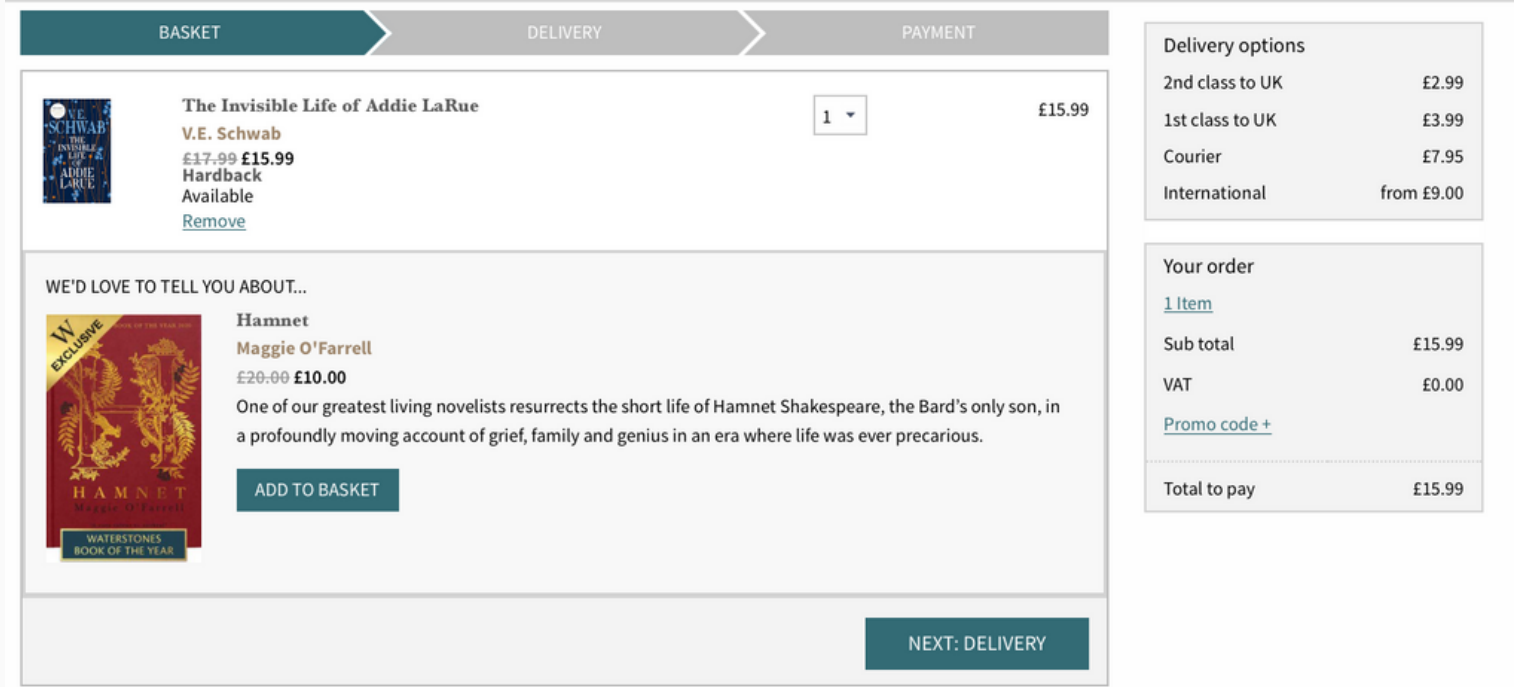
W Waterstones

Encouraged/ Efficiency

Check Out Process

I **feel** ENCOURAGED because my **need** for EFFICIENCY is met. I like how Waterstones broke up delivery and payment. Sometimes seeing all the information can be overwhelming and mistakes can happen.

W
Waterstones

Empowered, Valued, & Touched/ Appreciation & Community

Waterstones Plus

The Waterstones Plus membership makes me feel EMPOWERED, VALUED, and TOUCHED because my need for APPRECIATION and COMMUNITY is met. This is a free rewards program that allows the user to collect "stamps" and redeem them at a later date. By having a free rewards program makes me feel valued and appreciated as a loyal customer. In terms of design, Although the page is aesthetically pleasing, I wish they advertised that it was a free program because I thought it was too good to be true.
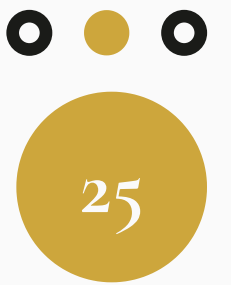
Web Analysis Conclusion

Which one was better?

When looking at Barnes & Noble and Waterstones, I tried to follow my normal shopping process—starting at the homepage, checking out what's new, and logging into my account. Both sites have similar information but are very different in terms of set up and usability. I found Waterstones to be easier to use, but I do have to keep in mind that Barnes & Noble did have a massive data breach, and their website has suffered from coding issues ever since. Overall, Barnes & Noble provided a lot of helpful information, but it made me feel indifferent and overwhelmed at times. It made me question if I would use the website again. Waterstones provided me with an enjoyable experience. I only felt positive emotions while using the site and felt motivated to use the service again.