**Contextual Analysis and Inquiry**

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1. **User Tasks**

**Preliminary Interview Questions**

*Why do you use online stores to shop?*

The most significant advantage of using online shopping is convenience. The digital space allows one to buy goods at home anytime within a week. Online stores are accessible even at night since internet services are always there 24/7. Online shopping saves time, and one can shop no matter how busy they are. Another reason for using online stores is the opportunity for selection. Buyers can purchase products they want without any restrictions. Online retailers have no chance to restrict the buyers on their shelves- buyers can purchase goods from any retailer.

*When do you prefer using online stores to buy commodities?*

Online shopping is valuable when one has inadequate enough time to travel to the physical shape. It saves time because one can buy goods from home or the workplace and get them in their location. Also, online shopping is helpful when one wants to see various products before purchasing. Websites allow customers to select goods that fit their tastes, preference, and purchasing power.

*Is it easy or tedious to access goods on the internet and purchase them from virtual stores?*

Primarily, using websites to purchase products is convenient and user-friendly, but some limitations make its use tedious. The obligatory and difficult registration is an unpleasant user task that a client feels tedious to customers. Most e-commerce websites ask customers to fill in their personal information, such as their name, email, password, phone number, and social media logins (Wijaya *et* al., 2021). With the cybersecurity issues prevailing on the internet today, some clients opt not to use the websites.

*Which form of online store, a mobile application, a website, or both, would you like to use?*

Since mobile applications must be downloaded and installed on the device, taking up storage space, I personally prefer visiting websites. However, websites can be accessed from any location using a desktop, tablet, or mobile phone. Therefore, if I had to choose between a website and a mobile application, I'll go with the website. If I often use the website, I would also like to have a mobile application.

*while shopping online Would you want to register or proceed with the online store checkout as a guest?*

If I won't be using a website frequently, I usually prefer to check out as a guest. I don't like to reveal my personal information on every website, on the other hand. I like to sign up if I believe the service and product quality from that specific website are outstanding and my personal info is not being stolen.

**Instructions**

E-commerce developers should look for ways of reducing the tediousness that clients experience while using the internet to shop. Most challenges are faced at the steps of login. Therefore, the obligatory process after the checkout process should be excluded from the system. The website should be optimized to decrease the steps required to access and purchase goods (Nurlaela *et* al., 2019). This way, one feels encouraged to shop via online platforms.

1. **Contextual Inquiry**

Me: In the preliminary interview questions, we have three of them. The questions are going to guide our work tasks in developing the website. Remember, the website must be practical and appealing to the clients.

Team member: Okay. So, what are the preliminary interview questions looking for from the clients?

Me: The questions aim to assess the user tasks and establish their experience with the system. They are looking at why the user prefers using the website, when they find it helpful, and how they feel about using it.

Team member: I can see the first question seeks to understand clients' use of online shops. I guess convenience is the key reason, though some individuals use it for other purposes.

Me: Yes. Convenience is the key reason. People using it for other purposes other than convenience are pretty few. The second question seeks to know when buyers prefer online markets.

Team member: They prefer using them when they feel they have no time for traveling to shops to purchase goods. The third question highlights challenges our work tasks must address to enhance the user experience.

Me: Yes. We will have to note the challenges the clients face to finalize our work tasks and ensure the website is efficient for shopping. So let us note that obligatory registration tends to be difficult for most clients. The process may be difficult or discouraging to buyers. Some will want to buy without giving their personal information on the website.

Team member: It would be a good idea to eliminate them and seek alternatives to searching for customer information because it is still crucial.

Me: Why do you think customer information is essential to the company?

Team customer: Have you forgotten that the sales and marketing departments require data to advertise the company?

Me: Oh yes! I remember that personalized advertisement is effective when the organization has personal information for individual customers. We will look forward to finding other means of acquiring customer data.

Team member: So now we should eliminate the obligatory registration. Probably the e-commerce system users will use significantly.

Me: Yes.

1. ***Contextual Analysis***

The do's of the design team

* Simplify the checkout process
* Eliminate any distractions that can take customers out of the checkout process
* Limit the checkout steps- leave the necessary ones, such as the billing, payment, review, and order placement.
* Equip the system with visual progress indicators, so clients know they will go through a few steps (Freeman, 2022).

These do's will enhance the website's ease of use and appeal to the clients. They will aid the customer in purchasing products online with considerable convenience.

The don'ts

* Do not request the billing information from the client (Freeman, 2022).
* Do not allow unnecessary adverts to appear on the screen
* Do not allow the system to request personal data such as name, email, and telephone number.

This don’ts will eliminate unnecessary distractions and steps that may discourage clients from using the e-commerce platform to order commodities. They will lead to the scrapping of the obligatory and challenging registration process.

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