

Instashop Research Findings				
Name	Task	Error	Success	Comments
Krystal (24 years old, working at Accounting Servcing)	1. Find the vegetable	1. Try to click the top image.	1. Find the vegetable by clicking on the categories and sub-categories	1. The user experience is smooth
	2. Add to cart	2. None	2. Add one vegetable to the shopping cart	2. Like the related production section
	3. Proceed to check out	3. None	3. Click the Proceed to check out button	3. It would be nice if the proceed check out button is under the product.
	4. Check out process	4. None	4. Click the Check out as guest button	4. It would be nice if user can register at the end of the process.
Nico (32 years old, working at InformationTechnology)	1. Find the vegetable	1. Try to click the Search button	1. Find the vegetable by clicking on the categories and sub-categories	1. User usually use the search bar if they know what they want.
	2. Add to cart	2. None	2. Add one vegetable to the shopping cart	2. If the different prespective images are under the big image that will be better.
	3. Proceed to check out	3. None	3. Click the Proceed to check out button	3. User usually click the check out button after reviewing the product.
	4. Check out process	4. None	4. Click the Check out as guest button	4. The shopping cart button could be taken out while user is in the check out process as it makes the user wants to click on it.
June (29 years old, housewife)	1. Find the vegetable	1. None	1. Find the vegetable by clicking on the categories and sub-categories	1. She thinks clicking on the categories is faster than the search bar. She will click on the search bar unless she really knows what brand she wants.
	2. Add to cart	2. None	2. Add one vegetable to the shopping cart	2. The user experience is simliar with the other mobile web.
	3. Proceed to check out	3. None	3. Click the Proceed to check out button	3. She thinks there will be informaiton needed before checkout .
	4. Check out process	4. None	4. Click the Check out as guest button	4. She doesn't mind to sign up as member for the first time purchasing as it is convenient to save the record.