UXD 260: P1 Cognitive Walkthrough Worksheet

Website/App Evaluation: *Temu*

Scenario & Tasks: 1. Find gardening supplies & add to cart while signing out.

2. Sign in, explore "free gifts" on the mobile home page.

	Steps & Actions Taken by User	What is the User thinking, feeling or doing at this step?	Observations on the User's ability to complete this step.	Is there a clear link between the control and the action?	Comments / Issues
1	User opened the app, greeted with "spin to win $200"	"too good to be true" User is annoyed that when user clicks on image on the home page, they get redirected to "lightning deals" page not the product page	User is interrupted by numerous pop-ups No control over exiting pop-ups	User is not given the chance to search, Temu immediately wants login to claim coupons without user knowing if they actually want to purchase anything	items on home page is very data dense & products are very random for users not signed in
2	User exits out of pop-up, gets another pop-up	User is feeling annoyed again due to another interruption "good that there is free shipping but I still don't know if I want anything"	The user is interrupted again by a pop-up asking "if they are sure they want to leave?"	User feels that they have no control over the UI at this point	This pop-up should come up when the user leaves items in the shopping cart.
3	User clicks leave, Now there is "New user gift" with "good discounts"-user User sees "buy and get $200 coupon bundle"	"I know temu is cheap so $200 is a lot of stuff"	User is interrupted again	The user is trying to exit but is shown a new discount each time	No clear way to exit
4	exits back to home page	"The home page is a lot" "too much animation, and it's overwhelming" "so data dense"	User has no issues completing this step	User is finally able to reach home page	found visual search home banner is way to long

5	User sees mirror on sale for $33 that was originally $160	User thinks that Temu is inflating prices to present a better deal	User has no issues completing this step	Yes, the user was able to scroll and select a product page	"some of these prices aren't even that good of a deal"
6	User searches "garden decorations"	User likes the recommended searches that come once you start typing	User has no issues completing this step	Yes, the user sees the search bar and is able to type a search prompt	product names are too long they get cut off even while on the item page
7	User is looking at search results	"nice pictures but they're not even" User thinks text switching from "almost sold out" to "best seller" under product image is too much	User has no issues completing this step	The search prompt returns appropriate results and takes user to a grid display of results	item descriptions are very small before product is clicked on product grid is not even
8	User clicks on product and is taken to product page	"The product title is way too long, using search engine terms. Almost random words to trigger during search" User wants description above product reviews	User has no issues completing this step	The user is directed to the product page, allowing them to see more about the product.	product names are too long they get cut off even while on the item page recommended products are too close to product description. Product description does not make sense. Shop info is very very small
9	User clicks "add to cart"		User has no issues completing this step	Item is added to users cart, a 1 is now displayed above the shopping cart icon.	
10	User clicks on "Temu	"I feel a bit reassured, I'm interested in the	User has no issues completing this step	User is brought to Temu	move "why choose temu" from under

	guarantees" on the product page	Temu tree planting program"		Guarantees page	product descriptions
11	clicks on tree planting program	"Is this enough for the amount of garbage they make and sell?"	User has no issues completing this step	Yes, user is brought to the correct page once clicking on button	User likes this, feels a bit more reassured about buying
12	Item is left because user is unsure	"I would still be nervous ordering something from here"	User has no issues completing this step	Control closes out shopping cart tab	user doesn't want to feel pressured to purchase items
13	User goes back to home page without purchasing	"Pop-ups are very eyecatching but after clicking one and getting sent to multiple pages, it's annoying "	User has no issues completing this step	Control returns the user to the home page	Despite reading about "Temu Guarantees" the constant pop-ups have the user questioning their decision
	User is now Signed In while at the home page				
1	User instructed to click on one of the buttons under "earn credits and free gifts"	"I don't wanna click" "flashing buttons are annoying" When user exits they are greeted with new page "invite and save"	User is able to complete the task but feels that they have no control and cannot exit	lack of user control once clicking free gifts button	User doesn't like that the pop-ups are very game and gambling like
2	User is now on "Free Credit" page and can not exit	"they wont let me out"	User is unable to exit initially but once they do they accidentally click on another button	Yes the user clicked on the free credit and has been redirected to a game page	User is very overwhelmed by the animations
3	User tries to exit again	user is frustrated	User is unable to exit the second pop-up	Yes however the user had clicked the wrong control	The exit is not very clear
4	User exits	user is finally able to reach the home page again after failing to close multiple pop-ups	User is finally able to exit back to the home page	There is a clear link, finally redirecting the user back to the home page	User is released to finally have exited the

					numerous pop-ups