

# " Evaluation of e-commerce web sites' content: the example of gittigidiyor.com"



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## ABSTRACT

User-centered design has been one of the most important usability criteria. In this study, we explored the effectiveness of access to e-commerce web sites to see if contents of gittigidiyor.com (e-Bay's Turkish subsidiary) satisfy its users' needs and expectations. We carried out a qualitative research and collected data from 10 participants by using the think-aloud technique. To analyze data, we used the usability benchmarks of efficiency and effectiveness of ISO 9241 standard. Findings indicate that users experience problems with information categorization, irrelevant search results, menu colours, etc. gittigidiyor.com web site should be revised by taking these issues into consideration.

## AIM and METHODOLOGY

The aim of this research is that, the importance of user-centered design of e-commerce web sites and evaluation of gittigidiyor web site. The results of the research can be used to optimization of existent e-commerce web sites and to lead to the e-commerce web sites which are new designed. The research question is that, "the effectiveness of access to e-commerce web sites to see if contents of gittigidiyor.com (e-Bay's Turkish subsidiary) satisfy its users' needs and expectations."

We carried out a qualitative research and collected data from 10 participants by using the usability test method and the think-aloud technique. The participants were chosen through Department of Information Management at Hacettepe University's undergraduate students and academicians. To analyze data, we used the usability benchmarks of efficiency and effectiveness of ISO 9241 standard.

## RESULTS

Table1. The success of the experimentals' task completing

	T1	T2	T3	T4	T5	T6	Mean
Successful	60	80	80	80	30	40	61,7
Unsuccessful	40	20	20	20	70	60	38,3

## Average Task Time

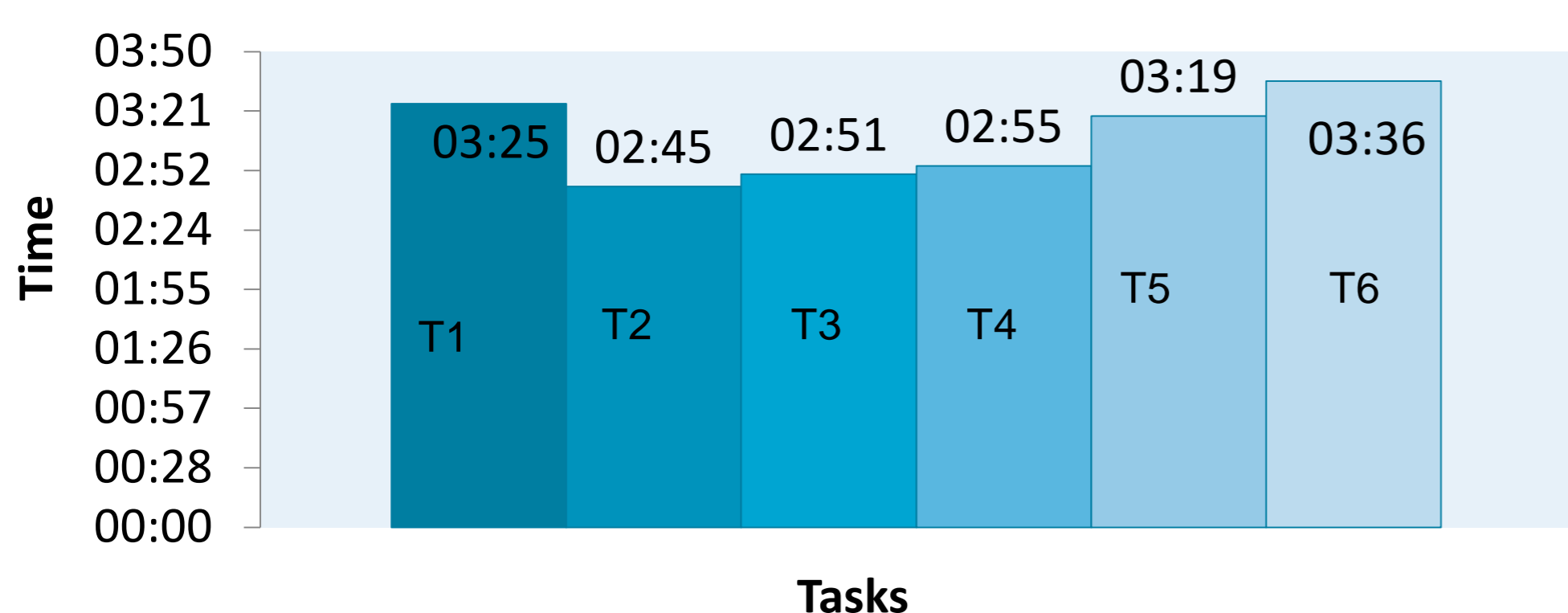


Figure 1. Average time of spent on the tasks (type of minute) (T: Task)

Table 2. Click numbers according to the tasks (T: Task)

	Min	Max	Mean	S.Deviation
1.T	3	38	12,0	10,8
2.T	4	15	8,3	3,1
3.T	2	15	7,4	3,8
4.T	3	17	7,8	4,5
5.T	3	16	8,6	4,5
6.T	4	13	6,7	2,5

## Going Way and Access Position

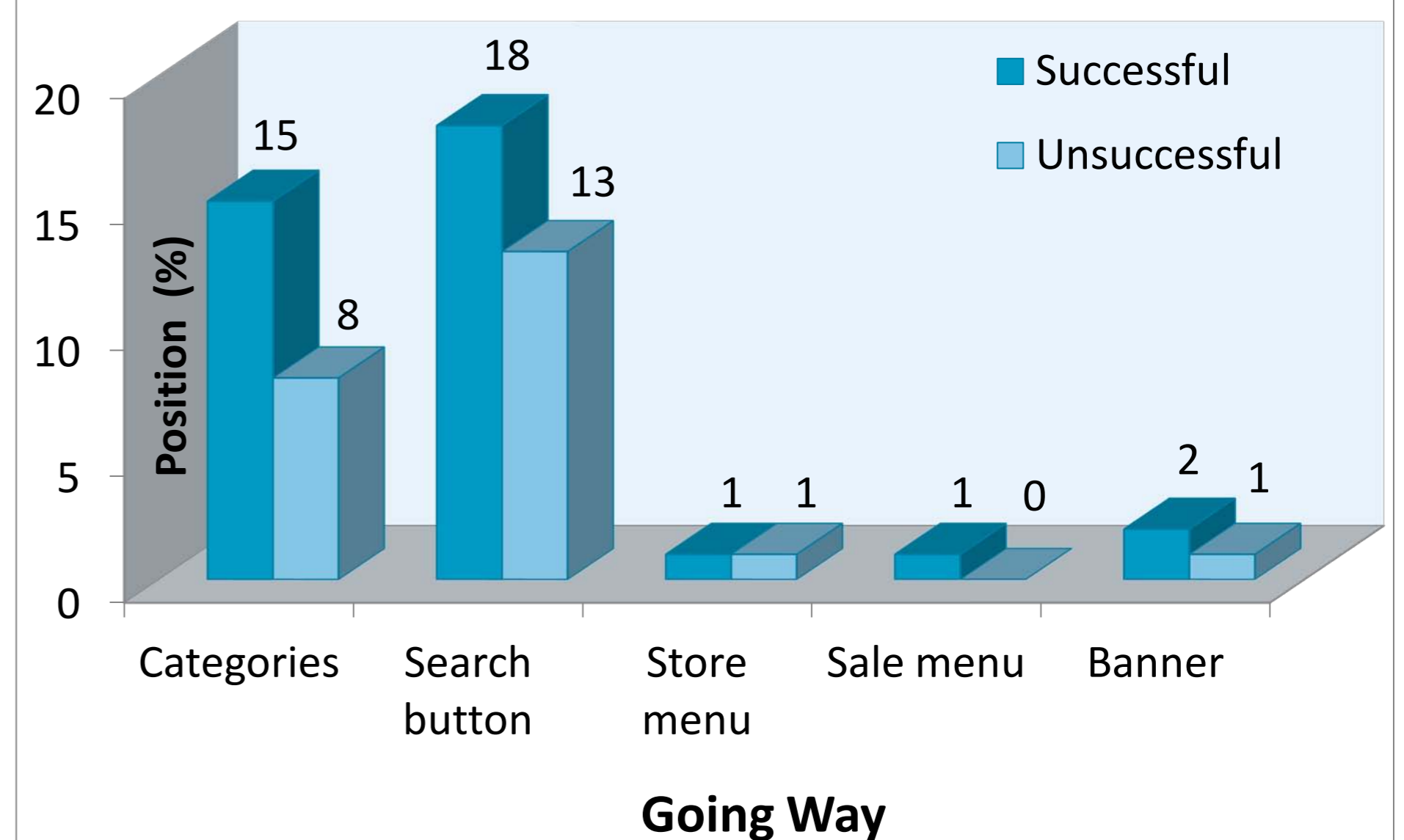


Figure 2. The experimentals' start point and success position (%)

## CONCLUSION

Findings indicate that users experience problems with information categorization, irrelevant search results, menu colours, etc. According to the findings, results evaluated in two ways; problems arising from the site and problems arising from the user.

gittigidiyor.com web site should be revised by taking these issues into consideration.

## AUTHOR and CONTACT

**İpek Şencan** graduated from Department of Information Management at Hacettepe University in 2011. Her education life continues as a Msc student at the same department. Her research interests are usability, user-centered design and information centers.



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