

# **Analysis of Users Issues with E-Commerce Sites in the Web Shopping Environment**

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## **Abstract**

The user's issues with e-commerce sites in the web-shopping environment are unique and foreign to the normal 'brick-and-mortar' stores management. To further address these issues an analysis has been conducted regarding users issues with e-commerce sites in the web-shopping environment. To manage these issues some usability specification extension testing is proposed to the existing JCPenny.com and Sears.com websites. These extensions are consistency, synthesizability, responsiveness, flexibility, and learnability, which are based upon usability criteria guidelines [Nielsen, 2000]. Supporting information was gathered from several sources, including Internet sites, surveys, observations, and personal interviews. The analysis results provide insight into the many factors that contribute to users having issues with e-commerce sites in the web-shopping environment.

### **Keywords**

Primary Research; Electronic Commerce; Interface Design; Heuristic Evaluation; Central Universal Design; Hierarchy Task Analysis; Test Plan; Usability; Secondary Research; E-commerce Issues; Search The Web; Shopping Environment; Visibility; System Status; User control; Consistency; standards; Error Prevention; Flexibility; Efficiency; Aesthetic; Minimalist Design; Diagnose; Recover; JCPenny; Sears.

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