

Eliyan Sholomocohen

Web III

## Observe User

**Who:** Elizabeth Cintron

**What:** Boohoo website

**Where:** Boohoo.com

**When:** Wednesday @2:34 p.m.

**How:** calm & curious

**Why:** To look for an outfit

## Consideration

\_ She looks carefully and with curiosity checks the designs of the shirts and the other outfits. \_She goes for cheap and low price outfits

\_Checks the price differences\_ looks for something noticeable and eye catching

\_ Shows interest to how get prepared as a bride maid videos.\_She know the different parts of the website (it's not her first time visiting the website)

### Noticeable problems:

- Language change
- Customer Service
- Customer Service feedback and not being alert enough to consider and solve the problems.