

Web Design and Usability Issues: How people read Webpages

Petra Bacso, Diego Quintanilha Miranda Pereira

Thesis

Business Information Technology

2014



Degree programme in Business Information Technology

<p>Author or authors Petra Bacso, Diego Quintanilha Miranda Pereira</p>	<p>Group or year of entry 2011</p>
<p>Title of report Web Design and Usability Issues: How people read Webpages</p>	<p>Number of pages and appendices 99+59</p>
<p>Teacher(s) or supervisor(s) Jari Hyrkäs</p>	
<p>The purpose of this research is to define and analyse how people read webpages, on desktop computers and mobile devices, and give valuable advice to what to do and what to avoid when designing for the web. This is not a technical usability guide, but more a collection of information that ought to be taken into consideration when designing websites with a special focus on business.</p> <p>The study has been carried out with help of literature research about various eye-tracking and web usability studies, done in the field of web design, and practical user tests to validate that theoretical background. It shows how users interact with webpages such as where they start browsing, how much they read, what content they concentrate most on and what drives them away.</p> <p>All of the studied researches agree on that there is a certain pattern on how people scan through webpages. This pattern can be clearly seen in Jacob Nielsen's eye-tracking study displaying an F-pattern, meaning the users scanned through the content starting from the upper-left corner. Some researchers find cultural differences in how people read web content, but the truth remains the same: the upper and the left part of the page is looked more thoroughly. This means that the most important information that we want to give the user should always be on the top-left part of the page and the less important information should go to the bottom of the page.</p> <p>The online readers should be kept in their comfort zone by keeping in mind where certain elements are expected to be, in order to enable smooth web browsing. Mobile users look for lean text and content that helps them to accomplish tasks efficiently. Any kind of advertisement is seen as an annoyance and can easily make a website look unprofessional. Consistency and simplicity should remain uniform throughout the page.</p>	
<p>Keywords Research, desktop, mobile, eye tracking, web, usability, heuristics</p>	

Table of contents

1	Introduction.....	1
1.1	Research background.....	1
1.2	Research problem.....	2
2	Objectives and deliverables.....	3
2.1	Deliverables and scope.....	3
3	Research method.....	4
3.1	Description of the research method and data.....	4
3.2	Rationale of the method.....	5
3.3	Work division.....	5
4	Terminology.....	7
5	How people read webpages.....	9
5.1	How people read web content on desktop computers.....	9
5.1.1	Images and advertisements.....	14
5.1.2	Page fold and scrolling.....	16
5.1.3	Call to action and buttons.....	19
5.1.4	Text and white space.....	21
5.2	How people read web content on mobile devices.....	23
5.2.1	Content complexity in mobile devices.....	29
5.2.2	Designing for mobile devices.....	31
5.2.3	Business-to-consumer website for mobile devices.....	35
5.3	Psychological aspect of web design.....	37
5.4	Cultural differences in web design.....	39
5.4.1	Images.....	41
5.4.2	Colours.....	42
6	Webpage design and analysis.....	45
6.1	Google search engine.....	45
6.2	Amazon.....	49
6.3	eBay.....	54
6.4	Designed e-commerce test website.....	59
6.4.1	Test website for desktop computers, smartphones and tablets.....	61

6.5	Testing and evaluating	64
6.5.1	Usability testing – desktop computers.....	68
6.5.2	Usability testing – mobile devices	71
6.5.3	Heuristic evaluation.....	74
6.6	Analysing cultural differences.....	81
7	Research results	84
7.1	Result findings for desktop computers	84
7.2	Result findings for mobile devices.....	87
8	Further research	89
9	Conclusions.....	90
	References	93
	Appendices.....	100
	Appendix 1. Google Search Engine desktop computer with search word	100
	Appendix 2. Google Search Engine smartphone with search word	101
	Appendix 3. Google Search Engine tablet with search word	103
	Appendix 4. Amazon desktop computer without search word.....	105
	Appendix 5. Amazon desktop computer with search word.....	106
	Appendix 6. Amazon smartphone without search word.....	109
	Appendix 7. Amazon smartphone with search word.....	112
	Appendix 8. Amazon tablet without search word	116
	Appendix 9. Amazon tablet with search word.....	118
	Appendix 10. eBay desktop computer without search word	123
	Appendix 11. eBay desktop computer with search word	126
	Appendix 12. eBay smartphone with search word	130
	Appendix 13. eBay tablet without search word	134
	Appendix 14. eBay tablet with search word	141
	Appendix 15. Test website for desktop computers.....	151
	Appendix 16. Test website for smartphones.....	152
	Appendix 17. Test website for tablets.....	154
	Appendix 18. Crazy Egg click map.....	155
	Appendix 19. Crazy Egg scrolling map.....	156
	Appendix 20. Test questionnaire for desktop computers and mobile devices.....	157

1 Introduction

Sir Tim Berners-Lee, who was also the creator of the World Wide Web (www), wrote the first ever website in 1990. Three years later, in 1993, the website would be available for anyone to use. Since that time, the web has grown immensely and the world has never been the same. (W3C 2014.)

1.1 Research background

The Internet is part of people's daily lives nowadays, and virtually all kinds of products and services available have at least one website about it or the company producing it; in fact, the total number of websites doubled from 2011 to 2013, and the billionth website was estimated to have been created in September 2014, even though only about 25% of this number corresponds to active websites – the remaining 75% are reserved for future use. (Internet Live Stats 2014a.) Also, it is estimated that the user number three billion will be online by the end of 2014. (Internet Live Stats 2014b.)

With the popularity of Wi-Fi, together with faster mobile networks and technology improvements, smaller and lighter devices are adopted by more and more people as one of the ways they use to access the Internet; according to StatCounter (2014), mobile devices accounted for 22.16% of all web hits made by December 2013.

This study has the objective of researching how users read business-to-consumer (b2c) web pages, as well as Google search engine results page (SERP), develop a sample b2c home page and run tests to analyse users' perceptions of it. Based on those findings, the research study will present models of how those users believe a functionally attractive website should look like on desktop/laptop computers and on mobile devices. Furthermore, existing sites like Amazon, eBay and Google will be analysed with the help of findings from the theoretical part of this research study.

This thesis is completed as a pair work, where each author is accountable for specific parts of this research; the list of responsibilities of each author can be seen on chapter

3.3. As a remark, such list represents where each author has worked the most, though the other author might have contributed to the other topics on a smaller scale, as well.

1.2 Research problem

Although web design is linked to graphic design, it goes much deeper into the technological aspect of designing, as web design is a combination of graphic design and inter-linked hypertext with a special focus on usability and how people read webpages. There are many points every web designer should keep in mind, and it all starts with knowing the target audience. User experience, which describes all interactions and feelings a user has while navigating on a website, is especially important when designing for businesses, since this will be the face of the company online and it can make or break a company that tries to offer their products or services.

Usability is a part of user experience and, according to Steve Krug on his book *Don't Make me Think, Revisited* (2014, 9), something is considered usable when someone of average "ability and experience can figure out how to use the thing to accomplish something" without much difficulty. Therefore, it is very important to have the right balance of usefulness and usability. Usability testing is a crucial step into professional web design in order to evaluate user experience and, therefore, reducing the risk of business failure.

Lately, more and more usability researches have been made to strengthen web usability and there are a number of testing tools available, eye-tracking technology being one of them and, by far, the most used.

Usability is not only about following rules, and although many books have been written over the years stating some basic rules about designing webpages, it is important to take these into account as guidelines rather than rules. They, however, all agree on one rule of thumb: people don't like to read online content; instead, users skim the pages reading highlighted keywords, headings and end up scrolling only about 50-60% of a page (Kollin 2013). Users are on the web trying to get something done, as fast as possible, so they don't need to read the whole page (Krug 2014, 22).

This research aims to get a better understanding of how users read web content and, with that information, provide ideas for web designers and developers towards creating more user-friendly websites. Webpages must be designed to enable users to quickly identify and find what they are looking for, not to overwhelm them with content that is overcrowded or difficult to read. And how can we achieve the correct use of colours, pictures, spacing and typography if we do not know how the audience will look at our content?

Furthermore, because there is so much information and content on the Internet today, people can easily find what they need in different locations. This leads to that if a webpage is not intriguing or easily usable, people can at any moment change to a substitute page. This is a big problem for companies that try to promote their products or services online, and this is exactly the reason why webpages need to be easily usable and straight to the point.

2 Objectives and deliverables

The research problem and objectives intend to show that web design should not only be based on the preferences of the designer or the business in question but, more importantly, on the audience.

In the business world, companies' online presence can make or break businesses, depending on how pleasant and easy-to-use their websites are. This research study's results will provide ideas that developers can use to create websites or improve existing ones, so that they catch the web users' eyes and make them stay on such pages.

2.1 Deliverables and scope

The objective of this thesis is to present how users read web content in different cultural environments and give valuable guidelines on how to create a user friendly and attractive business website. The deliverables will consist of a sample b2c website that works both in desktop/laptop computers and mobile devices, and run tests with users on this sample website and also on Google's search engine result page.

Included in this research are purely business-to-consumer-oriented websites, as well as the search engine result page (SERP) Google. This study aims for an insight of what works and what is misleading to, or even ignored by, the user. The mobile environment has also been added to this research study due to the current lack of researches analysing both environments at once.

It is not in the scope of this research to analyse social media, personal or artistic websites – e.g. pages containing galleries of pictures or video playlists, and neither are websites with main focus on entertainment, blogs or websites designed purely for private purposes. Business-to-business (b2b) websites, news and entertainment portals are excluded as well from the scope of the thesis, and search engines other than Google will not be analysed. Also, this research is not a usability technical guide. The sample website will be optimized to be accessible also on mobile devices, and no mobile applications will be developed or analysed in this thesis.

3 Research method

The data for this report is a combination of literature research and user tests to validate the theoretical background. A sample website was created based on theories studied in this research, and the testing was made by using usability tests and heuristic evaluation, as well as a click-tracking system developed by Crazy Egg to spot users' clicking points on the testing website. Existing business-to-consumer websites and Google's search engine are also analysed in the practical part of this research.

3.1 Description of the research method and data

The material for this research was gathered from dissertations and scientific articles, including one of the biggest eye-tracking studies made to date. All sources were collected through books and online searching with search engine result pages and contain information about eye tracking and how people read web content.

The sample business-to-consumer website was designed based on the theories presented in this research. Usability tests and testing questionnaires about the website were performed by testing subjects, and heuristic evaluation was created with the results of the usability tests. Heat maps of the clicking behaviour of users visiting the sample website were also collected, with the use of a click-tracking tool. The usability tests' results, along with heuristic evaluation and heat maps, have the objective of validating or disproving the theoretical part.

3.2 Rationale of the method

Literature research was chosen for this research, as it gives a wider perspective of the area, while saving time and resources. Another benefit for this method is that many different views and angles can be included into the research study.

The sample business-to-consumer website has the purpose of putting into practice the guidelines presented in the theoretical background of the research. With the aid of usability tests and testing questionnaire answered by test subjects, the guidelines can then be validated or disproved, according to the testers' feedbacks. Heuristic evaluation was also performed, in order to point out the problems users have encountered during the usability tests with more clarity.

3.3 Work division

This thesis has been done as pair work and the workload was divided equally between both of the thesis authors. Petra Bacso has been researching desktop computers while Diego Quintanilha Miranda Pereira was in charge of researching mobile devices; the remaining chapters concerning introduction, objectives and methods were divided between both of the authors. Below is presented an exact list of the work division.

Petra Bacso

Theoretical background workload:

- Terminology
- How people read websites from desktop computers

- Cultural differences in reading websites
- Psychological aspect, why people read webpages the way they do.

Empirical background workload:

- Designing an e-commerce website with Photoshop
- Analysing Google's search engine and existing e-commerce websites for desktop computers
- Conduct testing with desktop computers
- Elaborating usability testing and heuristics evaluation for desktop computers
- Analyse questionnaires' test results for desktop computers
- Analysing existing websites for cultural differences
- Writing results for desktop computers
- Writing conclusions for desktop computers.

Diego Quintanilha Miranda Pereira

Theoretical background workload:

- How people read websites on mobile devices
- Cultural differences in reading websites.

Empirical background workload:

- Coding and optimizing the test website for desktop computers and mobile devices
- Analysing Google's search engine and existing e-commerce websites for mobile devices
- Conduct testing with mobile devices
- Elaborating usability testing and heuristics evaluation for mobile devices
- Analyse questionnaires' test results for mobile devices
- Analysing existing websites for cultural differences
- Writing results for mobile devices
- Writing conclusions for mobile devices.

4 Terminology

This chapter strives to explain in more detail what key terms like web design, usability issues and how people read webpages mean and why they are important for this study. Furthermore, it contains descriptions of various testing methods, such as eye tracking, visibility metric, heuristic evaluation and usability testing.

Click tracking

Click tracking is a way to track users' mouse clicks on a website. It records what exactly has been clicked and what has been ignored, which in return helps the designer to improve the effectiveness of a webpage. The results are often displayed with heat maps, making it easy to visualize how users have been interacting with a specific website (Crazy Egg 2014). The heat maps with the results for this research study can be found in chapter 6.5.

Eye tracking

Eye tracking dates back to 1879, when Louis Emile Javal realized for the first time that people do not read continuously through a page. Edmund Huey, author of the book "The Psychology and Pedagogy of Reading", went on and developed the first ever eye-tracking device. Such devices track web users' eye movements while browsing through web content and the results are often displayed as heat maps. Eye-tracking devices advanced over the years until 2001, when Tobii Technology developed an eye-tracking device that not only helps web developers in usability testing, but also allows disabled people to control devices with their eyes. (Leggett 2010.)

Heuristic evaluation

Heuristic evaluation is a great tool to uncover usability problems at an early stage, giving developers recommendations for design improvements. A list of pre-written tasks is given to the test subjects and the test results are evaluated and analysed. Heuristics tend to uncover minor issues, making it essential to combine it with usability testing for more significant usability results. The method used for this research testing was developed by Jacob Nielsen and Rolf Molich. (Sauro 2012.) The rationale guidelines used have been

implemented by Weinschenk and Barker (Sauro 2011). The heuristics evaluation results can be found in chapter 6.5.

How people read webpages

How people read webpages represents the way people interact with a website; what they expect to find at a given page, what draws their attention the most, how easy it is for users to perform tasks such as online shopping, on a website, etc. Understanding how people read online content is to understand about human behaviours; it is as much about psychology as it is about technology. (Turk 2014.)

Responsive design

Responsive web design is a method in which the design and development of webpages should respond to different screen sizes, orientation and platforms and automatically adjust to the environment. The approach is a combination of adaptable layouts, images and CSS queries that will be triggered depending on the device accessing the website. For example, a website being accessed on desktop will present the page in its entirety, with large images and controls; when accessing the same page on a mobile device, it will automatically change to fit a lower resolution, reducing image sizes and/or omitting functionalities that are not essential for the users. (Knight 2011.)

Usability issues

Usability issues are the problems users might face while browsing through a website. It defines the ease of use of and the efficiency of websites. Within this large quantity of pages to choose, it is natural to think about one important aspect when it comes to users' satisfaction: the perceived quality of those websites. On the web, usability is vital for any successful business website. If a website is difficult to use, people will move on to another more accessible page. (Ismail 2012, 27.)

Usability testing

Usability testing is important because it can detect problems that users experience at an early stage. The users are given various tasks to complete over a short period of time, after which the test results are analysed and evaluated. There are many ways to test usa-

bility; for this thesis, the testing method used is from Soren Lauesen's book, User Interface Design. (Lauesen 2008, 417.) The usability tests results for desktop computers and mobile devices can be found in chapter 6.5.

Visibility metric

Visibility is a metric used by Clicktale for usability testing; it measures how web users interact with a website and how far they scroll down on a webpage. The specific location until where the user has scrolled is called the scrolling reach and is displayed in percentages or pixels. (Clicktale 2007a.)

Web design

Web designing is the process of creating online content like websites or an interface on the web that provides information – in other words, the front-end of a website. Designing web content involves graphical designing and programming codes like HTML (Hyper Text Markup Language) and CSS (Cascading Style Sheets). HTML and CSS are a combination of computer languages that define the code written behind a website. (Techterms 2013.)

5 How people read webpages

This part of the research contains detailed information on how customers look at business e-commerce websites, including Google's search engine, on desktop computers and mobile devices. Every company and designer involved in structuring a business website might think they know best what a professional site looks like to their customers, but is that really the case? This part of the research contains results from various literature studies and it shows in detail how users really look at websites, why they look at web content the way they do and what works best for the audience.

5.1 How people read web content on desktop computers

This chapter describes how people read e-commerce websites and Google's search engine on desktop computers. It explains how images and advertisements affect the web user as well as how far the user scrolls down the page. It also gives information about

buttons, plain text, white space and the call-to-action bar, which often consist of important features like shopping cart and user account.

One of the biggest eye-tracking research studies was made in 2006 by Dr. Jakob Nielsen and Kara Pernice and it strives to explain in detail how customers see a business website. This is one of the most important questions when doing business on the Internet, and it is also one that the majority does not know how to answer. The method used for this research was eye tracking web technology.

The researchers studied how 300 test participants with a working background, aged 18 to 64 years old, read and comprehended hundreds of different websites. The websites used for these tests were all in English language. In addition to completing their own tasks, people were asked to attempt some of the previously prepared tasks, 85 in total, ranging from very specific to very broad activities. The researcher sat in the same room with the participants and observed their screens in real-time using an external monitor; each of the 1.5 million eye fixations captured were analysed. (Nielsen & Pernice 2006, 22.)

The research study observed that the test participants' reading behaviour was quite consistent over the numerous tasks that were completed. The study presented their findings with heat maps that many times showed a distinctive F-pattern. Heat maps are visualizations of gaze points, meaning that users' eye movements were tracked and displayed with colours. The test participants first started to look at the horizontal, upper part of the websites, then slightly moved down the page, and again read across the webpage in a horizontal movement. Finally, the content on the left side was scanned by users' eyes in a vertical movement. (Nielsen 2006.)

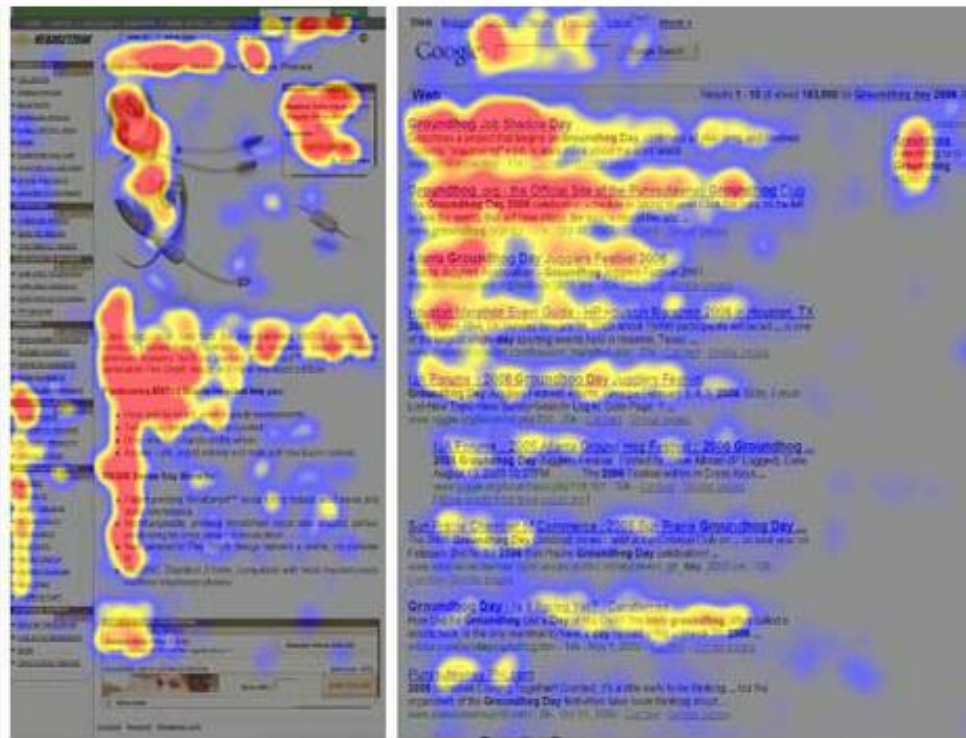


Figure 5.1. Business to customer website on the left and Google search engine on the right. (Nielsen 2006)

Figure 5.1 shows two heat maps from two different websites taken during the study: an e-commerce page and Google's search engine result page. Heat maps display red, yellow and blue colours, making it easier to see where people spend most time while looking at a website. Red areas are where the test participants focused the most on, and yellow areas indicate fewer views. Blue areas got very little viewer attention, while grey areas were not seen at all. (Nielsen 2006.)

Figure 5.2 shows a heat map from a similar study, but with only 50 participants, made by search marketing firms Enquiro, Did-it and Eyetools in 2005 and 2011. Google's search engine was used as a test subject, and a very similar F-pattern, also called the Google Golden Triangle, can be seen. (Everdell 2011.)

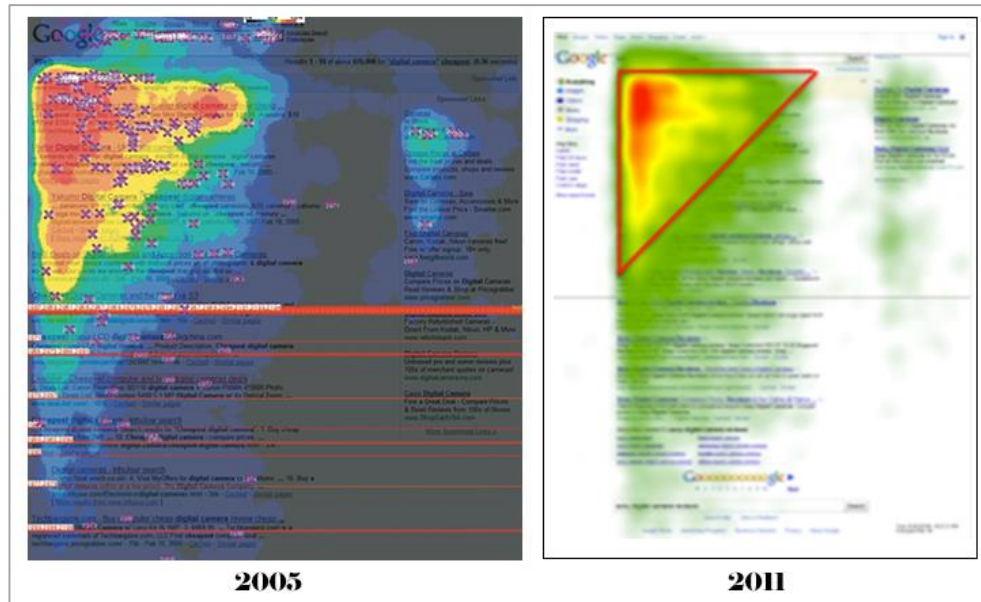


Figure 5.2. A comparison of the study made by Enquiro from 2005 and 2011. (Everdell 2011)

Enquiro discovered the Golden-triangle for the first time in 2005 and, in order to see if people scanning behaviour change over time, has since then made similar studies every year until 2011. As seen in figure 5.2, little or no changes on how people look through Google's search engine through the years can be seen. (Everdell 2011.)

The research study made by Nielsen and Pernice also shows that people behave in a slightly different, more direct way, when they search for images (Nielsen 2006). People decide within seconds if the website they are currently looking at is of interest or if what they see looks too complicated and they switch to another website instead (Nielsen & Pernice 2006, 289).

The biggest problem designers face when designing business to consumer websites is that the clients' marketing department, upper management and others might all have some input to what should or should not belong on the homepage. All parties involved in decision making often think that they know best what content is most important and, for that very reason, webpages are sometimes overfilled with content that makes the user rather confused. It is not easy for a designer to decide which content belongs on the page in order to keep it clean, clutter-free and at the same time make it clear to all the parties involved. (Nielsen & Pernice 2006, 67.)

Figure 5.3 is a very good example of an e-commerce webpage for a clutter-free homepage and it shows that the users scanned through even the less likely areas of the page; almost no content was ignored (Nielsen & Pernice 2006, 236).



Figure 5.3. The users looked at most of the content of this clutter-free e-commerce webpage. (Nielsen & Pernice 2006, 236)

An e-commerce website should have pictures to the items displayed for sale, and even the smaller size images should be clearly visible. People remember images better than words and it helps them sort through content. The online shopper often wants to be able to zoom in to the image for a close-up view in order to make sure that this is the right product and so ensure the purchase; therefore, only good quality product images should be used. Figure 5.4 shows how the research participants scanned through an e-commerce website looking at the small product pictures as well as at the same, larger version. (Nielsen & Pernice 2006, 289-296.)

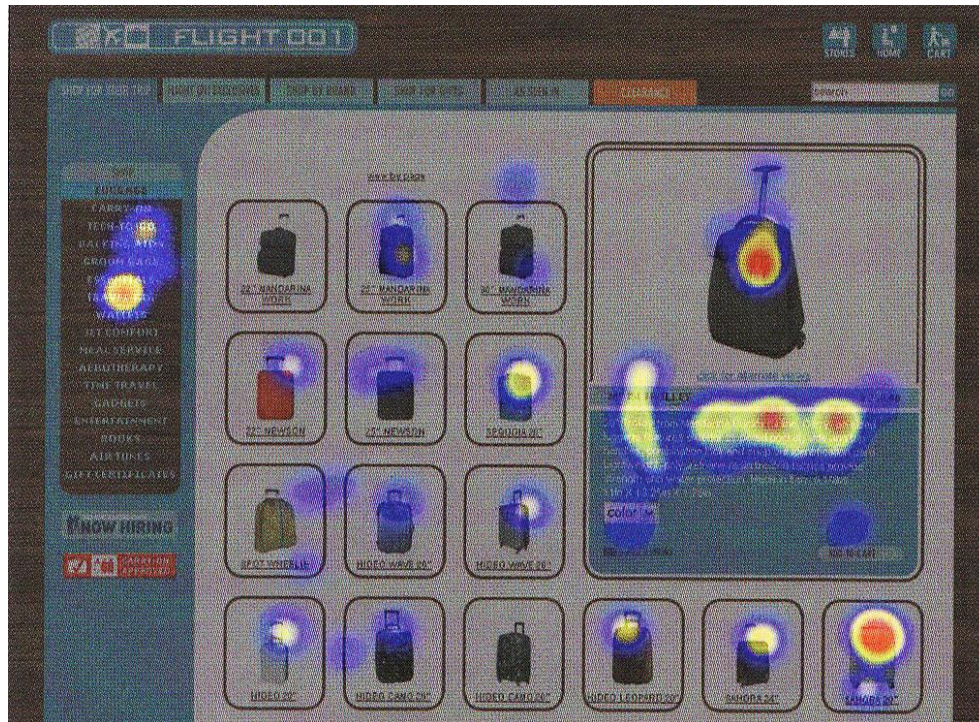


Figure 5.4. The users looked at the small product images as well as at the bigger zoomed-in picture. (Nielsen & Pernice 2006, 290)

5.1.1 Images and advertisements

Images play a huge role in e-commerce and can differ from having a very positive user experience to being very confusing and frustrating. If the image of a product is similar to other images displayed on a website, users start to spend more time on the text written next to the products in order to get more information. (Nielsen & Pernice 2006, 290-291.)

Another interesting case study, conducted in 2009 with 200 test participants by Think Eye Tracking for Sunsilk, shows how images can redirect online shoppers' eyes towards or even away from the product. Think Eye Tracking had been conducting these kinds of studies for many years and for several different brands, the results being always the same. Figure 5.5 shows two almost identical pictures, except from the eye direction of the lady displayed in the picture. The picture with the lady looking at the Sunsilk product got 84% of views on the product itself, while the picture with the lady looking away from the product got only 6% of views on the product. (Maughan 2009.)



Figure 5.5. The lady is looking at the product on the left and on the right she's looking away from the product. (Maughan 2009)

Advertisements or images that look like advertisement are often seen as disturbance, or even ignored by the user. The best approach to integrate advertisements into a Website is to make them look like they belong to the content of the page and place them in a strategic position. (Bergstrom & Schall 2014, 250-251.) However, caution is advised when it comes to unethical adverts; they might at first attract more fixations but will, in the end, work against a healthy and ethical business relationship by misleading the user. (Chapman et al. 2012, 67-68; Nielsen & Pernice 2006, 283.)

A product image of an e-commerce website could be mistaken by the online shopper as advertisement if it looks like it does not belong to the rest of the page by either a different colour or a highly formatted text. Figure 5.6 shows a good example of how the right side of the Pioneer website was almost completely ignored, because the test subjects mistook the product images displayed as advertisement. (Nielsen & Pernice 2006, 283-284.)

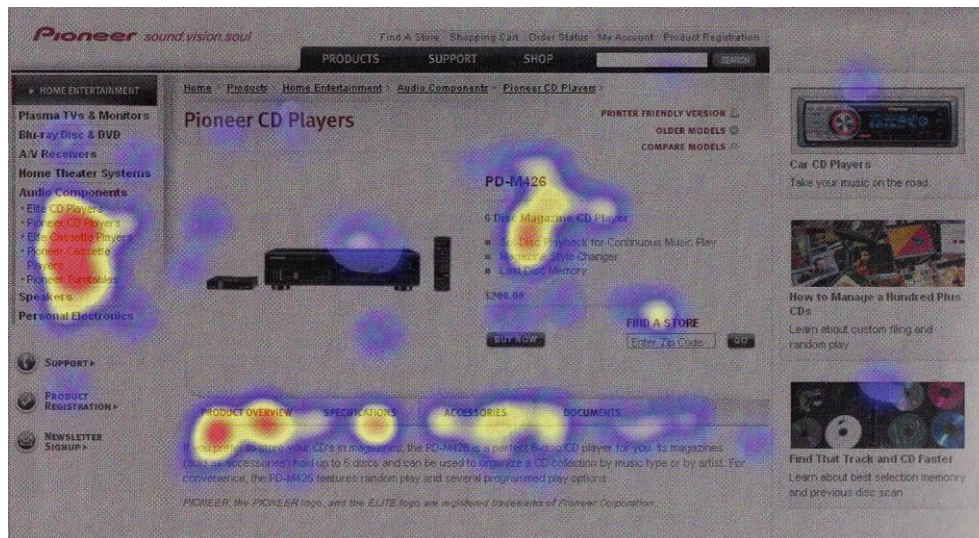


Figure 5.6. Right side of Pioneer b2c website was almost ignored. (Nielsen & Pernice 2006, 284)

5.1.2 Page fold and scrolling

Many researches and usability studies from the mid-nineties had stated that people do not like to scroll down and read past the fold; this led to web designers squeezing all possible content into the above-the-fold part of a webpage, making it very unclear and hard to read for the user. Page fold is the part of the website a user can see without scrolling down. As this statement was true in older studies, computer screens have become much bigger in today's world and user behaviour has changed.

In 2007, Clicktale made a study based on thousands of websites and over 80000 page-views while analysing scrolling behaviour. The tracking method used for this study was a metric called visibility, analysing visual perception of humans. It counts page height in pixels and measures until where the test users have reached while scrolling down in percentages. Different sizes of screens were used during this research – the web content above the fold ranged between 430 and 860 pixels. Figure 5.7 indicates that in average 15% – 20% reached the bottom of the webpage, regardless of the absolute height of the tested webpages. The page fold in the graph starts at 500px. (Clicktale 2007a.)

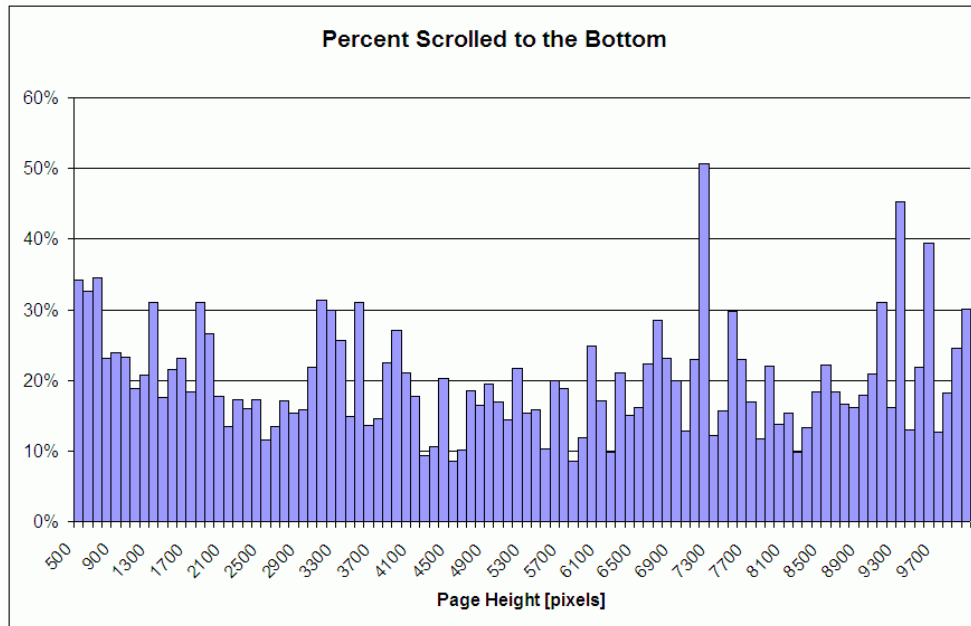


Figure 5.7. Clicktale scrolling research report. (Clicktale 2007a)

The research also focused on the attention span of the users and concluded that the most valuable content of a webpage should be located between 0 and 800 pixels; the attention span started to decline after the 540 pixels line (Clicktale 2007b).

Chui Chui Tan from Cxpartners conducted a series of eye-tracking studies in 2008 about what people see before they buy products, and so gave valuable guidelines to web designers. The research studied ten e-commerce websites from the United Kingdom, with eight test participants, and concluded that it all depended on the length of the webpages. Figure 5.8 displays two very long e-commerce websites; the grey areas on the bottom of the pages show no user attention, which means that only two-thirds of the web content was seen by the test participants. (Chui Chui 2008.)

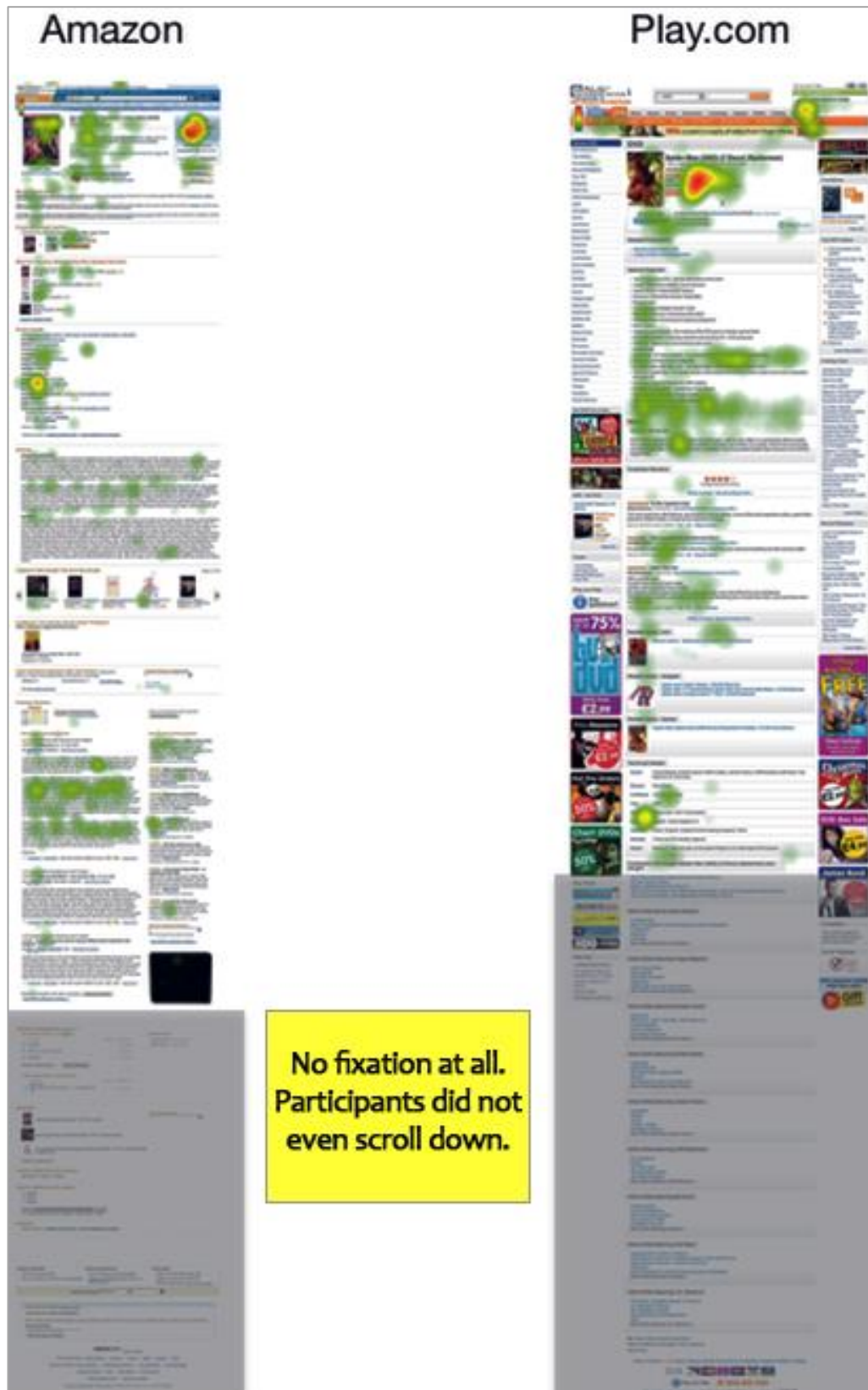


Figure 5.8. What people see before they buy. The grey area on the bottom had no fixations, therefore was not seen by the users. (Chui Chui 2008)

5.1.3 Call to action and buttons

The call-to-action bar is the element of a website where users can find, for example, their shopping basket or checkout button. It is one of the fundamental elements of an e-commerce business website and should be clearly visible and easy to use. Test participants of Chui Chui Tan's research study explained how the add-to-basket function of an e-commerce website shown in Figure 5.9 was confusing because Tesco Direct displayed a small arrow, instead of a larger add-to-basket button as the test users would have expected. (Chui Chui 2008.)

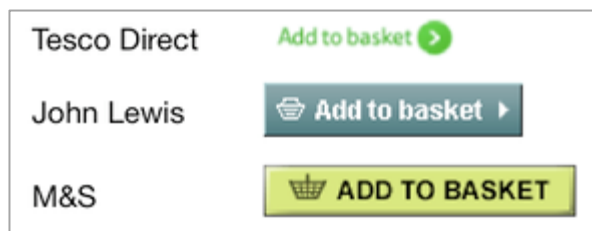


Figure 5.9. Tesco Direct displays a small arrow button, while John Lewis and M&S display a larger add-to-basket button. (Chui Chui 2008)

It is very important, especially for online e-commerce businesses, to make it clear for the user where to click and what is clickable. If the online buyer needs to think too much about where to click in order to make a purchase, chances are the business transaction will not happen at all. Figure 5.10 shows an example of a button that is confusing to the user, because instead of pointing towards the clickable text, it points away. Figure 5.11 demonstrates where the arrow should be placed instead, to make it clear that this is the place to click in order to search for a product. (Krug 2006, 37-38.)



Figure 5.10. The arrow is pointing away from the text to be clicked. (Krug 2006, 38)



Figure 5.11. The arrow is pointing towards the text to be clicked. (Krug 2006, 38)

Figure 5.12 shows results in form of two graphs from test participants that were asked to find common webpage elements, such as shopping cart and search field. Nielsen called it the rapid-fire task, where users first were asked to find the call-to-action bar when opening the website and complete the action. The graphs are presented by eye fixations; this means that the very first time the test users looked at the website, 50% searched for the elements in the upper right corner of the page and 44% looked at the upper left corner. The results suggest that the best place to put the call-to-action bar is in the upper part of a website, preferably at the right corner. (Nielsen & Pernice 2006, 160.)

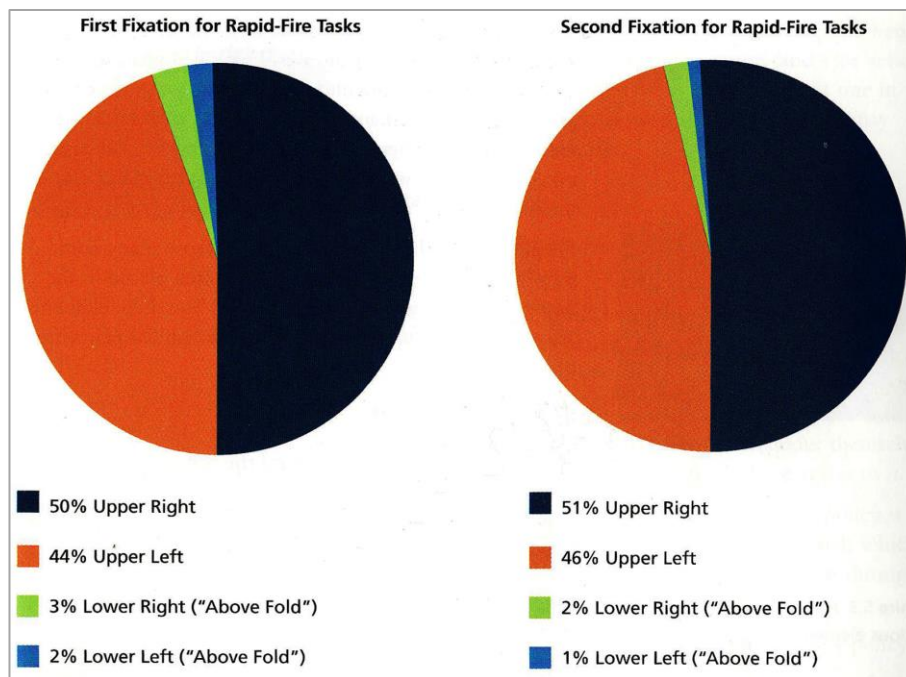


Figure 5.12. Two fixation charts results for finding common webpage elements. (Nielsen & Pernice 2006, 161)

5.1.4 Text and white space

White space, also called negative space because it does not necessarily have to be white, gives the overall layout a clean and easy-to-read feeling. While web users do not read smoothly, white space can guide them while scanning through a website, creating a nice balance throughout the page. Users also tend to jump over words or jump front and back to re-read, depending on what information they are currently seeking. (Bergstrom & Schall 2014, 164, 173-174.)



Figure 5.13. Two pictures with the same content, the left one has less white space. (Boulton 2007)

White space is not only important for plain text, but also for text incorporated into images. Figure 5.13 illustrates two pictures with the same content; the one on the right side, however, is clutter-free and has noticeably more white space surrounding the text, which ultimately gives the picture a more well-appointed and comfortable feeling while looking at it. (Boulton 2007.)

Chui Chui Tan's study from 2008 shows a good example of a webpage with too little white space. Figure 5.14 is a heat map from the Mark & Spencer e-commerce website.

The text about product information is written too close to the product picture and gives the user a feeling of uneasy reading. (Chui Chui 2009.)



Figure 5.14. Website has too little white space between picture and text on the right side. (Chui Chui 2009)

Now that web designers know the most common scanning patterns, the F-pattern, and that about 80 per cent of content is being basically ignored by the user, it becomes easier to construct a certain type of design structure. Whatever web designers decide to incorporate into a website needs to start with information carrying words, especially on the left panel side of a webpage, in order to be perceived by the web user. (Bergstrom & Schall 2014, 166-167.)

Another critical factor web designers need to know is how to rank business websites in search engines like Google. If there is too little text in the HTML mark-up for search engines to find and rank a website then customers will be unable to find the page. If the text on a website is, for example, embedded into a picture, it means that there is no actual text written as HTML code and therefore is also undetectable for search engines to find. (Arno 2010.)

While desktop users still take the largest slice of the online market, the amount of mobile e-commerce shoppers skyrocketed from 1.4% in 2010 to 13% in 2014, in Europe alone (Statista 2014). Numbers like these suggest how important it is studying this emerging market and taking actions to create specific websites, or adapting existing ones, to serve mobile users appropriately.

5.2 How people read web content on mobile devices

Mongoose Metrics' research study (2012) points out that the mobile market is full of potential, yet it has not been explored properly by the companies due to the lack of mobile-ready websites online. The numbers show, however, that the companies opting for having a mobile version to their websites have a strong advantage by doing so.

In 2012, the market share of smartphones worldwide was of 44% and it reached an average of 53.6% throughout 2013, for the first time outnumbering regular phones sales (Lomas 2014). There were about 1.2 billion mobile web users in the world, and they accounted for almost 8.5% of website hits globally, in 2012. (Mongoose Metrics 2012.)

StatCounter (2014) presents even higher numbers than those from Mongoose Metrics: a bit over 14% of web hits made from mobile in December 2012 and 22.16% one year later. This number reached almost 27.5% in July 2014.

The number of mobile broadband subscriptions experienced an average annual growth of 45% on the four years prior to the research. In countries like Egypt and India, more than half of mobile web users are mobile-only, and in the United States one quarter of the users have the mobile as their single source of Internet access. (Mongoose Metrics 2012.)

Laptop computers became the main computer for many, and even smaller devices, e.g. tablets and smartphones, made possible to be online anytime, anywhere. Mobile applications simplified many tasks users perform while connected on their phones, and there is a reason for that: many websites do not offer a mobile version of their pages. In fact, Mongoose Metrics' research showed that only nine per cent of the QuantCast Top Mil-

lion Websites were mobile-ready – 14.8% when considering the top 100 thousand websites. (Mongoose Metrics 2012.)

The lack of a mobile site affects user performance: in a study conducted in 2009 by Jakob Nielsen, the success rate of those users performing tasks on sites designed for mobile devices averaged 64%, while those using the same sites that desktop users see averaged 53%. The same experience was repeated in 2011, with mobile sites scoring the same average and desktop sites accessed on a mobile device raised to 60%. Although the difference is still fairly small, users are still more successful when accessing mobile versions of full websites. (Nielsen & Budiu 2013, 18.)

A research focused on users' perception of mobile webpages was conducted by Djamasbi (2013), from the Worcester Polytechnic Institute, and analysed the impact ads had on individuals from the Generation Y, the group of young adults with ages between 18 and 29 years old, when accessing Google's mobile search engine results page (SERP).

The starting point for Djamasbi's study was the phenomenon known as "banner blindness", where users accessing websites tend to ignore advertisements and give more attention to the search results or other features of the pages. Internet users learned to focus on the actual contents of a page and ignore banners showing advertisements. "Some users exhibit blindness to text advertisements as well as imaged-based advertisements." (Djamasbi et al. 2013, 3.)

For this research, 16 users aged 20 to 24 years old performed two Google web-based searches on iPhone devices. Queries used Google real-time search engine and results were presented as is, without any modifications. The terms used for the research were "free screen recording software" and "best snack in Boston" (Ibid, 4).

Another study involving Google's mobile SERP and eye tracking was conducted by Dmitry Lagun (2014) to measure users' attention and satisfaction when searching on mobile. He divided Google's search results into two categories: Knowledge Graph (KG) results, when Google presents a series of information about a famous person or institu-

tion, and Instant Answers (IA) results that are triggered when there is an implied question in the query, such as “weather today”, “stock prices”, “sport teams calendars” etc.

For Lagun’s research, 30 participants were called and asked to perform a series of tasks, analysing KG’s relevance and presence during the first part of the tasks, and IA’s relevance during the second session, since IA was always presented by the SERP in that scenario. Examples of the tasks and whether KG and IA were deemed relevant can be seen on figure 5.15. Users were asked to rate their satisfaction level with the search results on a scale of 1 (completely dissatisfied) to 7 (completely satisfied). (Lagun et al. 2014, 3.)

Query	Task Description	
	KG Relevant	KG Not Relevant
university of cambridge	What was the enrollment of the University of Cambridge in 2012?	Find the rank of University of Cambridge in academic rankings.
golden gate bridge	What is the length of the Golden Gate Bridge?	Find information regarding tolling and transit through the Golden Gate Bridge.
the avengers movie	Who was director of the Avengers movie?	Find a link to watch the Avengers movie trailer.
	IA Relevant	IA Not Relevant
sfo to atl price	Find the ticket price of the Delta flight from San Francisco (SFO) to Atlanta (ATL).	Find a website to compare different prices for flights from San Francisco (SFO) to Atlanta (ATL).
aapl earnings	What is the current stock price of Apple Inc.?	Find Apple Inc. earnings in second quarter of 2013.
world cup 2014	When does the FIFA 2014 world cup start?	Find a website to buy tickets for the FIFA 2014 world cup.

Figure 5.15. Task descriptions used in the study. (Lagun et al. 2014, 4)

Lagun’s study revealed that users gazed more the results below the Knowledge Graph when it was not relevant for the task, as figure 5.16 shows, though users reported being slightly more satisfied with the results when KG was present (average rating 5.69) than when it was absent (average rating 5.28). (Lagun et al. 2014, 4.)

SERPs throughout Djamasbi’s research presented one, two or no ads at all, with 40% of the sample receiving results with advertisements. The first action users took after presented with the search results was either clicking the first result (37% of the sample) or scrolling the page to read more entries (63%). (Djamasbi et al. 2013, 4.)

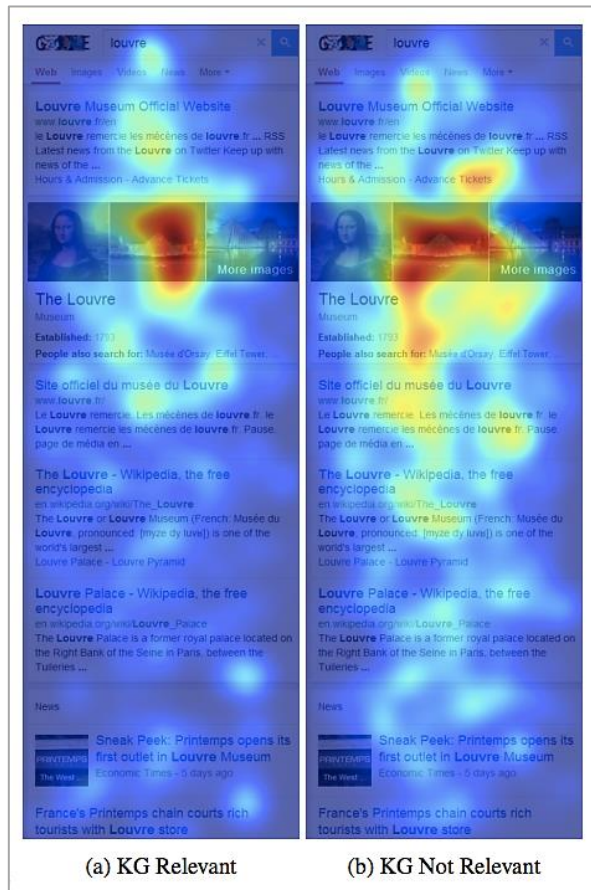


Figure 5.16. Gazing points in SERP and KG's relevance. (Lagun et al. 2014, 6)

The presence of advertisement on the SERPs had no significant impact on the time users took to make the first action (click or scroll); however, when the SERP presented ads for the users, it took them much longer to click on the first search result (mean= 7.43 seconds) when comparing with the ad-free page (mean=4.6 seconds); on the other hand, users were quite faster to scroll the page when confronted with advertisements (mean 2.89 seconds vs. 5.12 seconds when without ads), as figure 5.17 shows. (Ibid, 5.)

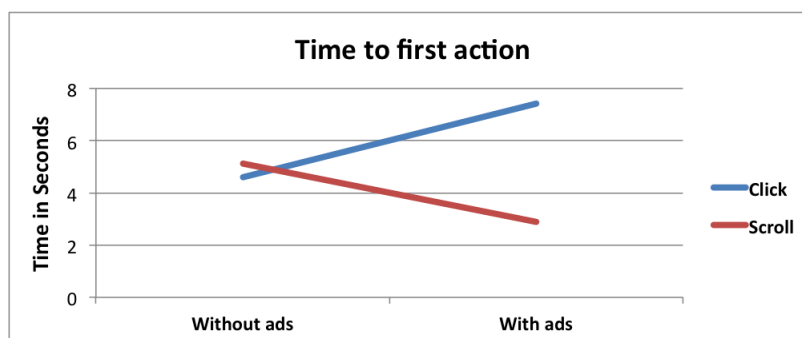


Figure 5.17. Time to first action based on action and presence/absence of ads. (Djamasbi et al. 2013, 5)

Although users that scrolled the SERPs before clicking did it faster, on an attempt to bypass the advertisements, heat maps seen on figure 5.18 revealed that users paid attention to those ads, nonetheless. “Eighty two per cent of the users who were presented ads viewed at least one ad.” (Ibid, 5) Headings received a considerable amount of gazing, as well.



Figure 5.18. Heat maps on SERPs presenting none, one and two ads. (Djamasbi et al. 2013, 5)

The research analysed the average duration of users’ gazing for the first screens, both with and without ads. For the screens with ads, the mean time was of 3.21 seconds, versus a mean of 3.08 seconds for an ad-free screen. The first result entry presented by the SERPs was the one where users paid the most attention, whether or not the page presented advertisements. 86% of the sample paid attention to the second entry, and only 14% noticed also the third result item (Djamasbi et al. 2013, 5).

Lagun’s research, however, had different results when compared to those of Djamasbi: surprisingly, results ranked second and third (out of ten shown in the first SERP) got higher gazing times and also spent more time on the mobile’s viewport, the area of the page visible on screen, as seen on figures 5.19 and 5.20. This might be because, unlike desktop computers, where users can scroll down one page fold at a time using page up/down keys, users on mobile devices can do shorter scrolls at a time, omitting just one result from the viewport and, then, leaving second and third results longer on the screen. (Lagun et al. 2014, 7.)

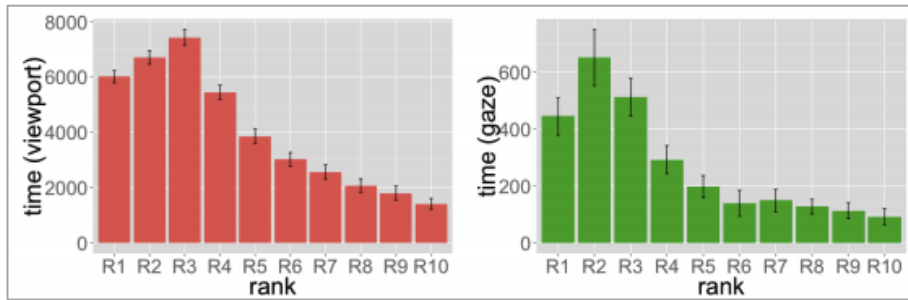


Figure 5.19. Time (in milliseconds) search results stayed on the visible area of the screen and how much gazing those received. Viewport stands for the visible area of the page and rank corresponds to the position of the result in the SERP. (Lagun et al. 2014, 7)



Figure 5.20. Results seen during different scrolls. The yellow box represents the visible portion of the screen from the start and after first and second scrolls. (Lagun et al. 2014, 8)

The heat map shown in figure 5.21 demonstrates that the top half of the screen receives more attention, with the gazing hotspots leaning slightly to the left. The pattern is similar to those seen on eye-tracking studies on desktop computers and is fairly consistent with the heat maps presented by Djamasbi.

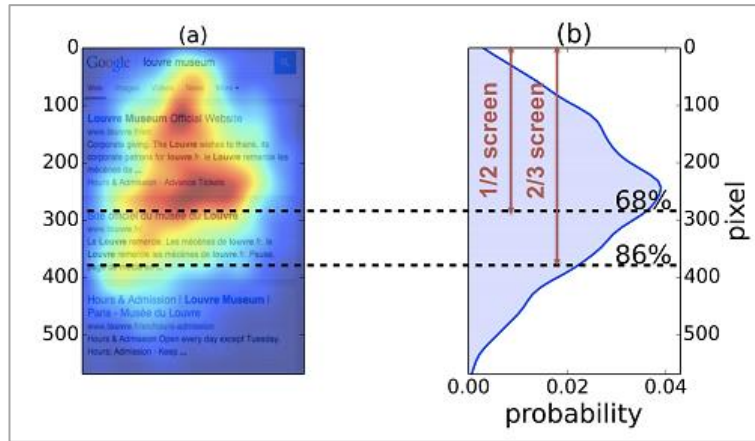


Figure 5.21. Heat map of where users spent more time looking on the phone (left) and distribution of fixations along the vertical axis (right). (Lagun et al. 2014, 8)

Besides positioning page’s elements in a way that users can view and access content more easily, the nature of the mobile environment, where devices’ screen sizes rarely exceed five inches, makes users’ comprehension of webpages considerably lower than those accessing the same page on a desktop/laptop computer. This is especially the case when reading complex information, such as end-user agreements and contracts, which use technical and specific language not familiar to the general public.

5.2.1 Content complexity in mobile devices

R.I. Singh from the University of Alberta analysed the privacy policies of ten popular websites, among them eBay, Facebook and Google, by conducting a Cloze test on those pages (Nielsen & Budiu 2013, 102). The Cloze test consists of replacing any “Nth” word in the text with blanks (usually $N = 6$, but different values can be used). Test participants read the modified text and try to fill in the blanks according to their comprehension of the text; each participant does it alone. The test score is the percentage of correctly guessed words (Ibid, 103).

In order for a page to be considered easy to understand, Cloze test score must be 60% or higher. Singh’s study had 50 participants completing the test in either desktop computers or mobile devices. The test had an average of 39.18 per cent comprehension score for desktop users and 18.93 per cent for those using iPhone-sized screens (Ibid, 102).

Cloze test scores for mobile users in this test were 48% of those achieved by desktop users, thus being twice as hard to understand complex content when reading on a smaller screen. And because this test's only task was to read a single page of information while being in a lab, without the interference of noises or other environmental events, the conclusion was that the smaller screen size was the only reason for a poorer performance, since this was the only difference between desktop and mobile groups in this test. (Ibid, 104.)

According to Nielsen and Budiu, smaller screens reduce comprehension because of two factors. First, "users can see less at any given time" (Nielsen & Budiu 2013, 105), so they have to rely on memorizing what is not in the viewable space anymore to understand the context of what is on screen at that given time.

The second point impacting comprehension is the amount of scrolling required to refer to other parts of the content, instead of simply looking back at the text. Scrolling itself brings three other problems:

- Memory is compromised because of longer scrolling times.
- It diverts attention from the main problem to the secondary issue of searching another part of the text.
- Finding the previous location on the page is another issue created by scrolling (Ibid, 105).

Although users like to use their mobiles to "kill time" while waiting around for e.g. a train or a medical appointment, they want to do that effectively: "mobile users are in a hurry and get visibly angry at verbose sites that waste their time." (Nielsen & Budiu 2013, 108), because it's twice as hard to understand content on small screens as it is on bigger desktop screens; therefore, lengthy content is often not seen with good eyes.

Many test users from Nielsen's research commented about not willing to read whole news stories, especially those containing "filler" content, on their phones. "Filler" is any piece of information that do not provide something relevant to what's being said on the

page, and this is especially true when considering news websites. A mobile test user reading the breaking news about a tornado complained about having to read quotes from local people, which in her opinion it was too much reading, without clear purpose for the story. (Ibid, 109.)

The best solution for websites on mobile is to be concise, straight to the point. Instead of starting the webpage with a “welcome” text, focus should be given to answering two important questions: “what?” – i.e. what will users find on the page; what’s it all about? – and “why?” – why should they engage in visiting that page, what are the benefits? After all, users read in average only 120 words per page view, a very small amount to be wasted with verbiage. (Nielsen & Budiu 2013, 111, 113.)

5.2.2 Designing for mobile devices

When designing mobile-optimized webpages, the main point developers should have in mind is productivity: “when users are successful and satisfied, they’re likely to come back” (Nielsen & Budiu 2013, 18). To achieve this, some points should be regarded when using the adaptive design – i.e. when a website presents content and features varying from screen size and devices:

- In adaptive design, the website should have a mobile-optimized version built separately, for enhanced experience
- Redirect mobile users automatically to the mobile version of the website when they arrive at the desktop version. A link to the mobile version should be placed on the full site, in case redirection does not work
- The mobile website should include a link for the full website, so that users could access it to perform actions restricted to the full version. Figure 5.22 shows Wikipedia’s mobile website, which offers a link to its desktop version on the bottom of the page. This is not the case when using responsive design approach, when page is dynamically adjusting according to the screen size
- Features that are not vital to the website should be cut in the mobile version

- Restrict content to reduce word count and send users to secondary pages, where the full text can be found
- Interface elements, e.g. buttons and hyperlinks, should be larger to prevent the “fat finger” problem, when users click accidentally elsewhere when trying to click a specific link or button. (Nielsen & Budiu 2013, 18-20.)

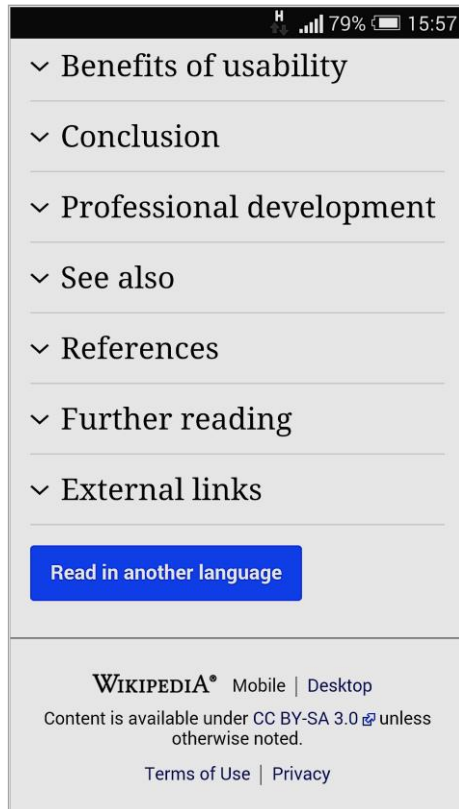


Figure 5.22. Wikipedia’s mobile website offering a link for the desktop version.

In the case users come to some specific page on the website from a link in an e-mail or social media site, make sure they will be redirected to the appropriate page, even on mobile. This prevents them from landing on the home page of the mobile website and having to search for the page they wanted to read in the first place. (Krug 2014, 150.)

Another point to keep in mind when designing websites directed to mobile is to have visual clues in objects to tell the user right away what those objects are for; those clues are called affordances. Krug (2014, 151) notes that buttons designed using three-dimensional style tell users right away that they are meant to be clicked. The same is valid for hyperlinks, which should be distinguishable from the ordinary text, and text boxes

being rectangular boxes with a border around, suggesting users that they could click and type some text on it.

Affordances that are easily distinguishable work especially well in the mobile environment, where the effect of changing colours or appearances when hovering the mouse over interactive elements is not present, due to the lack of the cursor itself. Trendy “flat design”, which removes visual distinctions from objects like buttons or text fields, makes interactive elements harder to be recognized and can be a problem on mobile devices for the same reason. (Krug 2014, 152-153.)

In order to serve more people with websites well adjusted for mobile and tablet devices, an approach known as “responsive design” can be used to develop websites. Responsive design presents some advantages for companies that want to make their website available to other screen sizes while keeping content availability uniform across platforms (Nielsen & Budiu 2013, 18). Figure 5.23 shows an example of how the same page is presented on a desktop computer, tablet and mobile phone.



Figure 5.23. Example of website using responsive design on a desktop computer, tablet and mobile phone. (Richard 2013)

One of the upsides of responsive design is maintenance cost, since only one website can be created and the only work is to make sure it will work fine for smaller screens, avoiding the cost of maintaining multiple mobile apps. Another point is that responsive design will give better support for users who have mobiles as their main source of access to the web. (Nielsen & Budiu 2013, 18.)

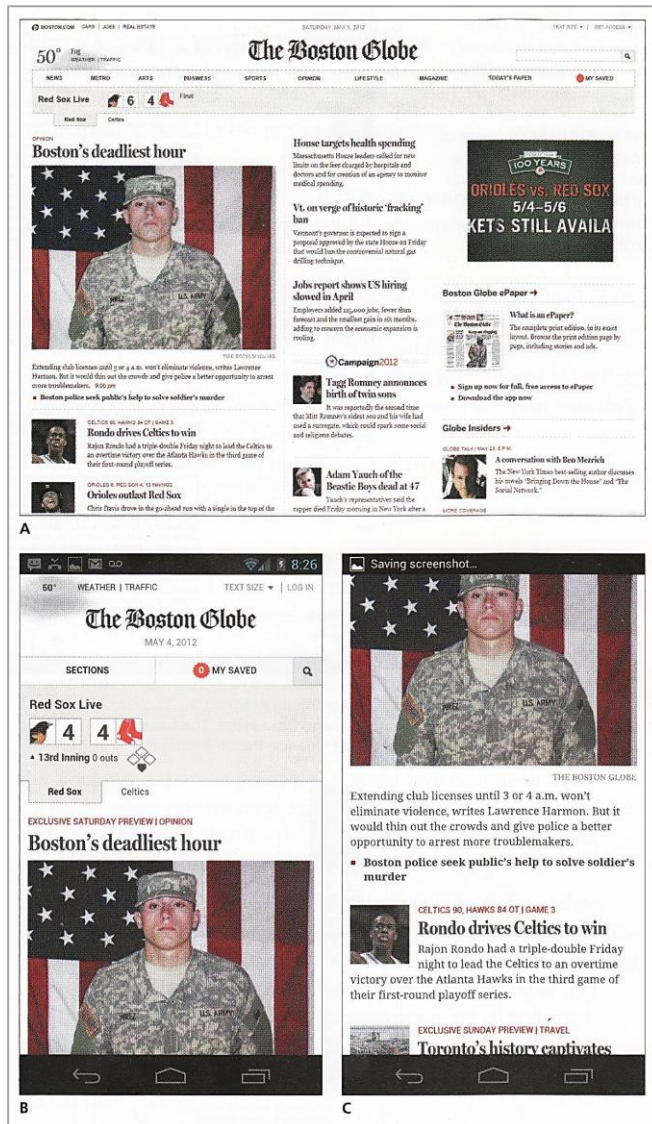


Figure 5.24. The Boston Globe website's desktop (A) and mobile (B and C) versions. (Nielsen & Budiu 2013, 29)

News websites can benefit from responsive design, since most of their pages' content are likely to be accessed from both desktop and portable devices (Nielsen & Budiu 2013, 28). As an example, The Boston Globe uses responsive design to deliver the same information from its full website to its mobile version. The horizontal menu bar below the

logo becomes a dropdown menu; a larger picture presents current's top story, while minor articles come right after that, as seen on figure 5.24.

Some features presented in desktop-sized websites do not work just as well when viewed on mobile devices, due to the limitation of the screen size. Websites with deep hierarchy, with many categories and subcategories, pages presenting long lists or texts can be difficult to be used on smaller screens, demanding too much scrolling. In this case, a solution can be compressing content to present only the most important information, giving the user the option to expand the full content on demand. (Nielsen & Budiu 2013, 28.)

Just like news websites, online shops also have all of their features accessed from other devices than a desktop computer; thus, the responsive design approach might account for fewer features removed from the mobile version, bringing users a better experience when shopping in the website.

5.2.3 Business-to-consumer website for mobile devices

When designing a business-to-consumer (b2c) website such as an online shop, the full range of products should still be available on the mobile website; if users cannot find a product, they will search somewhere else. Thus, only functionalities that are not important should be taken away, because of the restricted environment (Nielsen & Budiu 2013, 20).

One approach for creating b2c websites under responsive design is to divide the page into five sections: the masthead, image gallery, product description, auxiliary information and footer (Richard 2013).

The masthead is the top part of the page and is a combination of header, the company's logo and a menu for primary navigation. The header should be small and simple – easy to see but with only the most important information. The logo should be larger than the header and scaled down for mobile devices, and the menu can be done using different approaches – e.g. a simple menu in the header toggling main navigation items, or a navi-

gation tray that will slide from the left corner of the screen to reveal its contents when clicking a menu icon. (Richard 2013.)

A search box is also a good idea for the customers to find directly what they are looking for. Figure 5.25 shows Curry's website, an online shop from the United Kingdom that implemented responsive design. Notice that when accessed on mobile, Curry's logo and the search engine right below it are quite prominent. (Creative Bloq 2013.)

The image gallery for small screens should be done by implementing a touch-friendly image carousel, so that users are able to swipe through products easily, even when using smaller phones. Smaller images should link to their larger counterparts, to accommodate different product views in the page (Richard 2013).



Figure 5.25. Curry's online shop using responsive design. (Creative Bloq 2013)

For the product description area, a brief description of product name, price and popularity (or rating) should come before the image, to help the customer to decide about the product before the page is fully loaded. Rating stars and review count should be placed below the product details. A button to enable the user to share the product over social media is a good idea to increase exposure; only one button should give the option to select which media to share, though. (Richard 2013.)

The auxiliary information helps customers by showing ratings and reviews of the selected product and also suggesting similar items they might be interested in viewing. For mobile devices this information should follow the principles of responsive design, by showing smaller images and shorter text, leaving up to the user whether to view the items in more detail or not. The footer might include navigation links for easy access of different areas of the website, as well as customer service phone numbers and e-mail. (Richard 2013.)

Another side of designing that needs to be taken care of is to address psychological aspects in a way that it is comfortable for users to be on the website long enough to make them feel engaged in using it and completing tasks successfully – this is especially the case when the task in question is completing a purchase in an online shop.

5.3 Psychological aspect of web design

Every web designer should know a little bit about human psychology, as it plays a huge part in how we look at webpages. A few key points of why we show similarities while reading web content are for example the Baby-Duck-Syndrome: humans do not like drastic changes and that we are most comfortable with what we already know. New things have a learning curve and initially make us feel uncomfortable. (Chapman et al. 2012, 76; Ismail 2012, 32.)

Banner-blindness is another key point of human psychology; we do not like unnecessary content that makes it hard to find what we are looking for, so we very effectively block it out. When it comes to the World Wide Web, we can determine that humans are lazy-readers, as we tend to scan through webpages rather than reading the content. (Bergstrom & Schall 2014, 28-39; Chapman et al. 2012, 76; Ismail 2012, 32.)

Susan Weinschenk, PhD in Psychology, wrote an extensive book in 2009 about what makes people click. When people browse through website, they are led to believe that they are making their own choices, while being reasonable and rational. The truth is that our online behaviour can be redirected, and most of the decisions and actions that we make on the web are highly influenced. (Weinschenk 2009, 1.)

If something is unavailable we want it even more, and e-commerce business owners know that. Statements like “Buy Now! Only 1 product left” invoke scarcity and make people to hurry up with a purchase because the product could be sold out soon, and the longer people think if they really need or want the product, the slimmer the chances of an actual purchase. (Weinschenk 2009, 45.)

On the other hand, too many choices are a purchase killer. If people are given too many choices they might freeze up, since making a choice might become too hard, leading to an overwhelmed state of the shopper. Chances are the shopper will not choose anything at all, resulting in a lost sale. (Weinschenk 2009, 51-52.)

Web designers sometimes seem to forget that considering psychology while designing can make a big difference on the end result; it will most likely keep users happy and make them want to pay more attention to what they see on the website. Incorporating psychological and emotional triggers into a website can influence online users to make the right choices. Images, for example, can trigger these senses by directing the eyes of the user to the desired place. Figure 5.26 shows on the right a baby looking at the text the website wants to emphasize, while on the left side the baby is looking away from the text. (Chapman et al. 2012, 18, 55-56.)

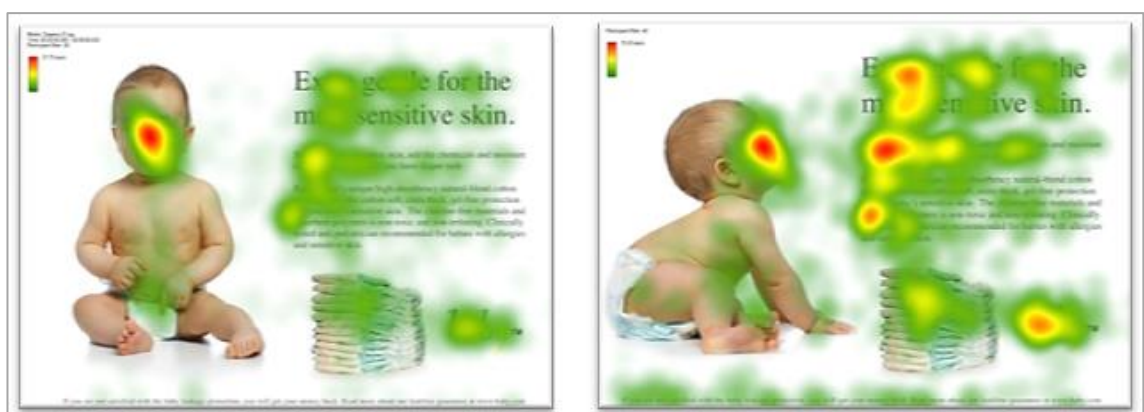


Figure 5.26. The picture on the right shows the baby looking straight at the advertised text, triggering the user to follow the baby’s eyes towards the text. (Chapman et al. 2012, 55-56.)

5.4 Cultural differences in web design

Culture plays a big role when designing websites, especially when trying to communicate to an international audience. When designing for the World Wide Web, it is important to remember that web accessibility is worldwide and 66 per cent of the world's population is non-Christian (PewResearch 2014). International user acceptance is a whole new challenge that designers need to take on, of which religion is a big part.

The research carried out by a University Web Research Group consisting of four PhD graduates in 2013, shows the importance of cultural background when designing and reading webpages, more specifically between groups from the Middle Eastern region vs. Western Europe. The study focused mainly on Spaniards, scanning through the first page of Google's search engine in their native language, while Arabic test subjects used English as default language. The goal was to gain an understanding of how cultural backgrounds affect interaction on search engine webpages. (Marcos et al. 2013, 1.)

A total of 117 people, 60 from Barcelona and 57 from Dubai, participated in the research, of which 63 % were women. 80% of the participants were between 18 and 40 years old. The users were asked to answer questions while looking at three different versions of the search engine. Their visual search patterns on the screen were tracked with eye-tracking technology. (Marcos et al. 2013, 4.)

Figure 5.27 shows on the left test results from the Arabic participants, while the Spanish test subjects' visual behaviour can be seen on the right. While the Arabic test participants stayed much longer on the search engine reading through the content, Spaniards showed a clear lack of attention span, scanning only through the top part of the page. Although more work would be needed to get a clear result on cultural differences, this research shows an interesting side on how culture can affect visual behaviour.



Figure 5.27. Test results while testing Google search engine (Left: Arabic, Right: Spanish). (Marcos et al. 2013, 4)

For those users whose native languages have right-to-left reading, such as Arabic and Hebrew, the focus point changes accordingly: the top-right side of the screen receives much more attention than the left side, because that is where lines of text begin in those languages (Nielsen 2010).

However, the layout of websites on right-to-left reading countries is not necessarily a mirror to those commonly found on left-to-right reading languages. Figure 5.28 shows that Dubai newspaper Emarat Al Youm is in fact fully aligned to the right, but Israeli newspaper Haaretz still uses a navigation bar to the left – even though text is also right-justified. Since no eye-tracking studies were conducted in Israel, it is unclear if the reverse pattern seen on English-language sites can be applied in this case. (Nielsen 2010.)



Figure 5.28. From left to right: newspapers Emarat Al Yaoum from Dubai and Haaretz from Israel. (Nielsen 2010)

5.4.1 Images

Visual representations might carry different meanings, depending on which audience is viewing the website: for instance, an owl represents wisdom and grace in various cultures, but in many Arabic countries it is a symbol of pessimism. In China, a green hat symbolizes infidelity, thus should not be used on a website targeted to the Chinese market. (Arno 2010.)

Another clear difference across cultures is the portrayal of people in images and/or videos: Hardee's, an American fast-food chain, presents beautiful young women appreciating offerings in their videos, which is attractive to the Western audience but not seen with good eyes in the Middle East. (One Lily 2013.)

Still in the food market, images of large beef hamburgers is appealing to customers from many cultures, though in India such images would be offensive, since the cow is sacred in that country. Likewise, some nations allow dog and horse meat to be consumed and those dishes will attract local customers; on the other hand, most of the Western audience would be repelled by food prepared with meat from those animals. (Ibid.)

Cultural symbols should be used with caution, in order to fulfil the local's expectancies. For example, an American flag placed upside-down "can mean distress or defiance depending on the context, and is generally viewed as distasteful." (One Lily 2013) In fact, disrespectful behaviour towards national flags is in many cultures seen as a severe insult (Ibid).

5.4.2 Colours

Colours are directly related to feelings and do not mean the same to different cultures. The colour red, for example, means luck for the Chinese population; in Japan it means anger or danger and in Egypt it means death. In Western cultures it signifies love, passion and excitement, though it is also used for danger (Cousins 2012). Figure 5.29 displays colours and their cultural feelings and figure 5.30 displays colours and their religious meanings. (Stathoyiannis 2013.)

When designing a website, red can be used as an accent colour, though too much of its brightest form can be overwhelming, and its darker tones convey elegance. Orange calls attention in a more friendly way, without being as overpowering as red, and is also used to represent citrus fruits, especially in Western cultures. Yellow is the brightest of the warm colours, brighter yellows representing sunshine and cheerfulness, with lighter tones being calmer versions of the bright ones. Its golden variations are commonly associated with money and success across cultures. (Chapman 2010; Cousins 2012.)

Blue is the cold colour most used for bank logos, as its darker shades symbolize trust, reliability and authority in the Western world. It is regarded as soothing and peaceful, though also linked to depression or sadness. In China, the colour is considered feminine and, in the Middle East, blue means safety and protection. Green has close relation to nature worldwide, and in Western cultures it also means luck. Green presents the calming features of blue combined with the energy of yellow. Brighter greens are vibrant, and darker hues are the most stable ones. (Chapman 2010; Cousins 2012.)



Figure 5.29. Colour perception by culture. (Stathoyiannis 2013)

Brown is regarded in most cultures as earthy and neutral, making it usual to be adopted for backgrounds, and its darker forms can replace black also in typography. In Western cultures it is stable, dependable and wholesome, though in many Eastern countries it is the colour of mourning. Black is a versatile neutral colour: it is used in edgier and also very elegant designs, and depending on the combination with other colours it can be modern or conservative, traditional or unconventional. It symbolizes magic and the unknown to different cultures around the globe. (Chapman 2010; Cousins 2012.)

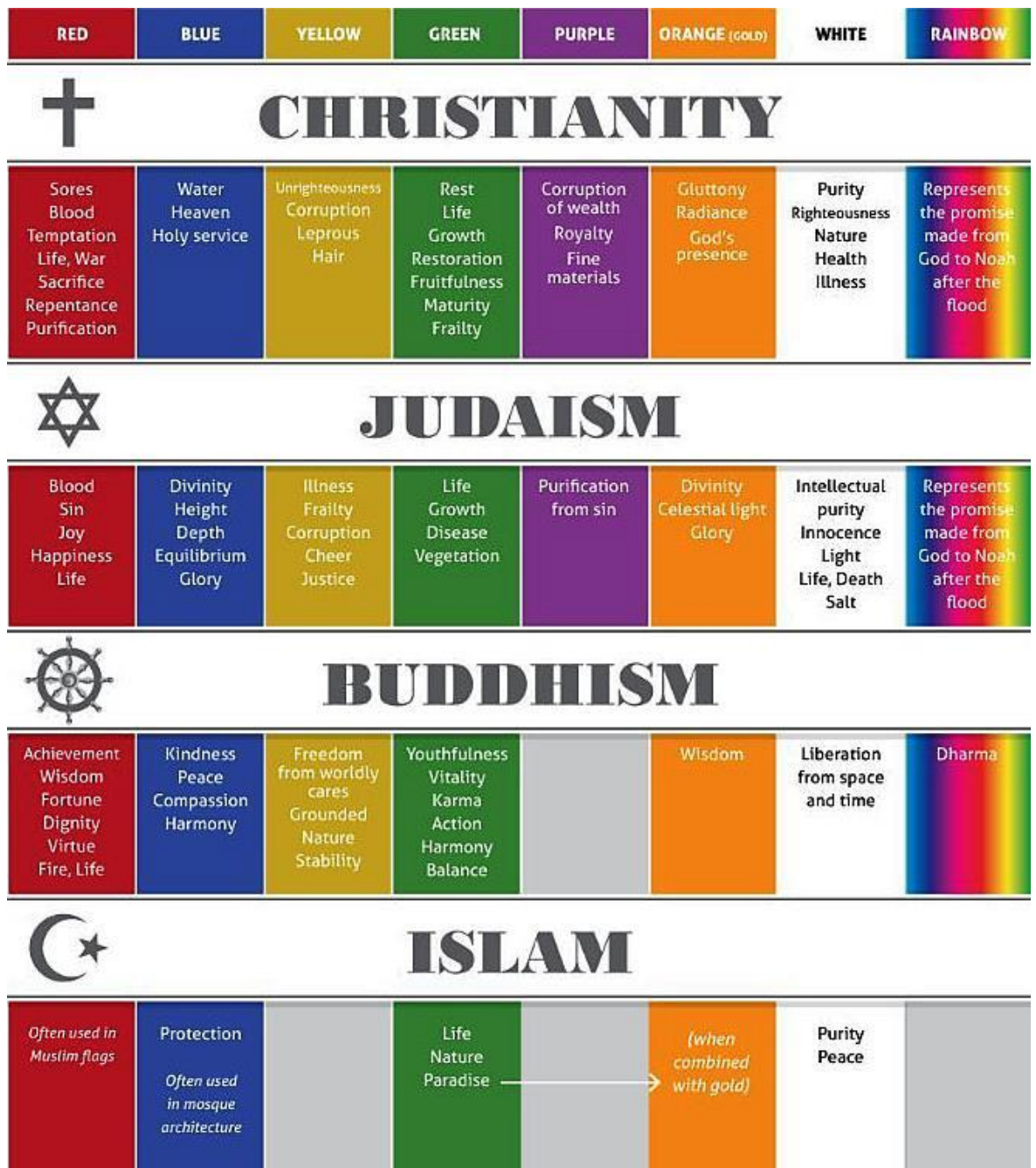


Figure 5.30. Colour perception by religion. (Stathoyiannis 2013)

Purity and peace characterize the colour white in Western countries, and in many Eastern cultures it signifies sterility, mourning, unhappiness and misfortune. In the Middle East, both purity and mourning are related to the colour, and the white flag is recognized as truce worldwide. Like black, white can work well with basically any other colour, being used as a neutral backdrop to call the attention to other colours in the design. It can help to give the idea of simplicity and it is widely used in minimalist designs. (Chapman 2010; Cousins 2012.)

With so many symbolisms that images and colours carry across cultures, it is very important to define which approach to take when designing a business website that will be potentially accessed by different audiences; more than developing a functional website that follows usability principles, analysing habits of the people from where the company wants to reach out is essential for choosing the right colour palette and set of pictures to communicate properly and make a good impression.

6 Webpage design and analysis

This chapter contains an analysis of existing online websites for desktop and mobile devices, such as Amazon, eBay and Google's search engine, as well as an analysis in cultural differences. The website images shown are from above the page fold, meaning the part of a website users see without scrolling down; images of the full pages can be found in attachments. Part of this chapter will describe testing and evaluating an own website, designed with the results found in chapter 5 – How people read webpages.

6.1 Google search engine

Google's search engine seen from desktop computer displays a uniform layout and draws the users' eyes straight to the very large search field. The search links on the website have large headlines, and the descriptions below are clearly separated with a smaller font size for easier reading. The large-scale hypertext search engine has plenty of white space between the texts and overall very few colours. The ads on the right side look like they belong to the page and are, therefore, not completely ignored by the user.

Figure 6.1 shows Google's search engine without search keywords: it is clear of advertisements and easy for the user to search, while figure 6.2 demonstrates how the search engine looks with search links. The full-length version of Google's search engine results page on desktop computer can be seen in appendix 1.

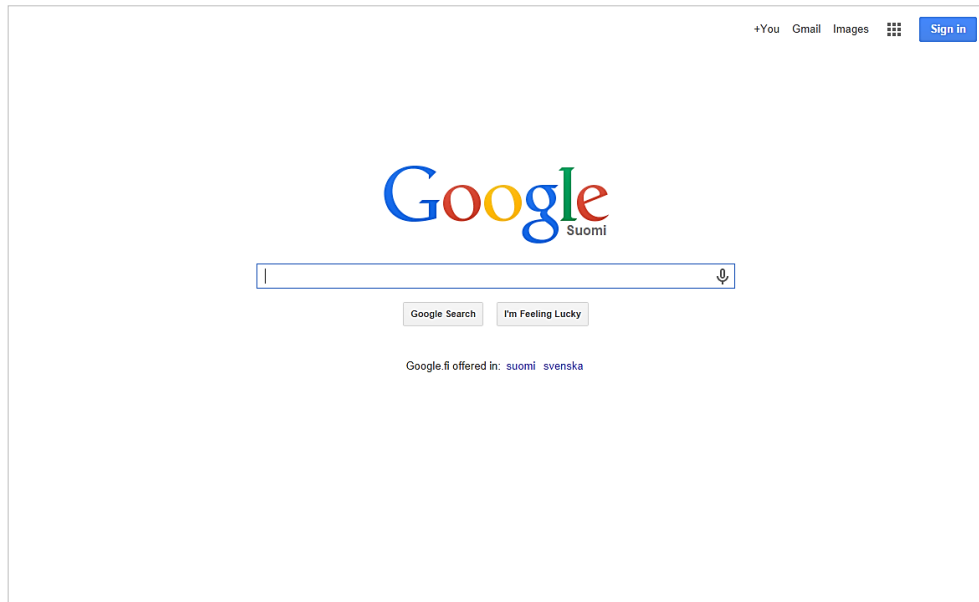


Figure 6.1. Google search engine's desktop webpage before using the search function. (Google 2014)

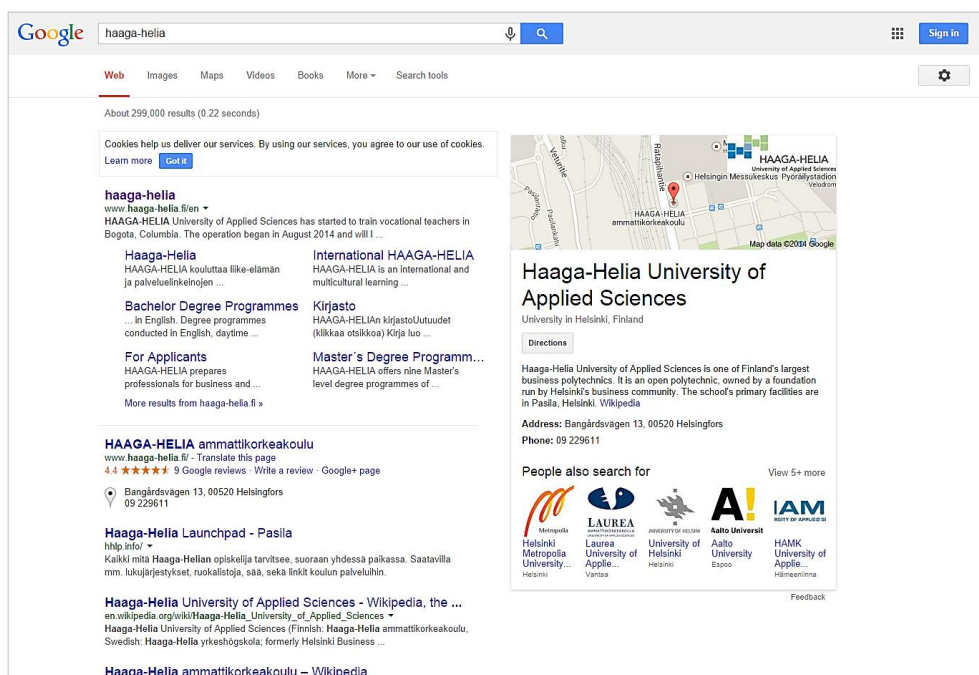


Figure 6.2. Google search engine's desktop webpage after using the search function. (Google 2014)

Google is consistent with its clutter-free look on mobile as well; few options are available in its front page besides the search field, as seen on figure 6.3. The header offers just the web and images search, a button to sign in to Google accounts and a side menu icon, where other Google products can be accessed. The footer shows information

about the location (when available), as well as settings, the option to change to the local Google website and links for business, advertising and company information.

When opening the page from a device using Android, a message offering its mobile app is presented at the top of the screen, before the header. Google will also ask permission to access the user's location, in order to provide services specific to the region.

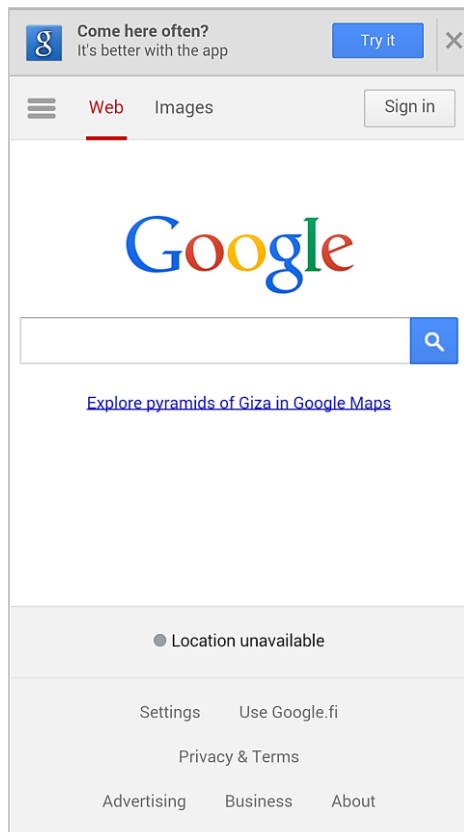


Figure 6.3. Google search engine's mobile front page. (Google 2014)

The search results page shows first the most relevant website and information about the searched term – in this case, Haaga-Helia –, a map to the location and options to get directions, visit the website or call the University. There is virtually no space wasted in the page; fonts are of adequate size for reading and displaying descriptive content of the results, using neutral colours just like in its desktop version.

After the page fold, another link to Haaga-Helia's front page is presented with a 5-star-based ratings and reviews, and the first six results are presented, as well as related searches and a button to show the next results – the SERP presents ten results from

page 2 onwards. The results presented by Google are also based on the user's location, which is why results in Finnish can be seen on the first page, even though the device has English as its default language. Figure 6.4 shows the first two folds of the search results page, and the full-length version can be seen in appendix 2.

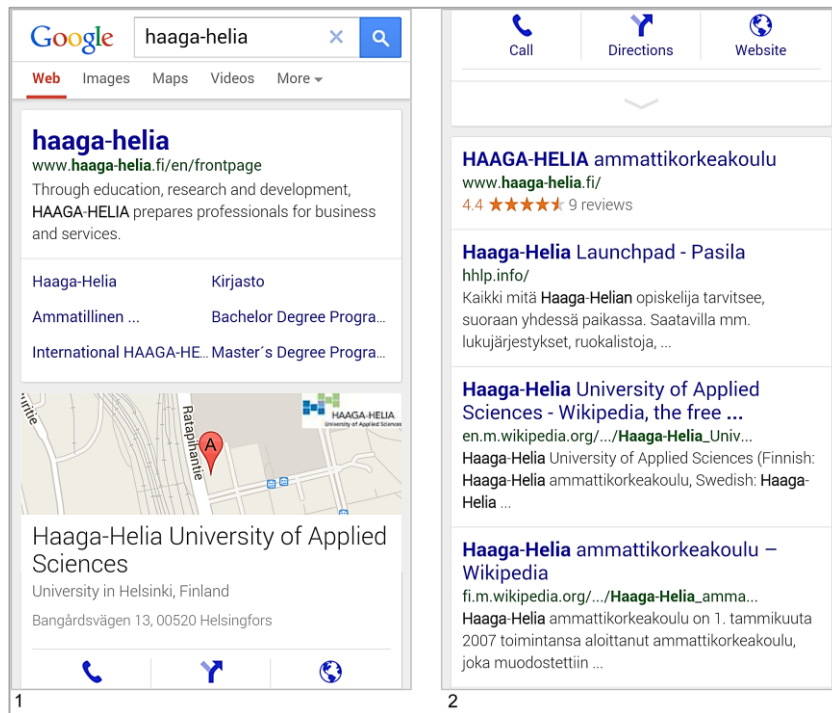


Figure 6.4. First two folds of Google search results page on mobile. (Google 2014)

Google's front page for tablets is very similar of that for mobile; it also offers the app in the pre-header and the page is very clean, with Google's logo and search field in the middle of the screen, and a very minimalist footer. In the search results page it also shows the most relevant information about the searched term, then the first ten results followed by related searches and the navigation buttons.

However, users might be bothered with the large grey area on the right side of the results page; having the page content centralised based on the screen's width would mitigate the problem. Figure 6.5 shows the front page and figure 6.6 the first screen of search results as seen from a tablet. The full length of the search results page can be seen on appendix 3.

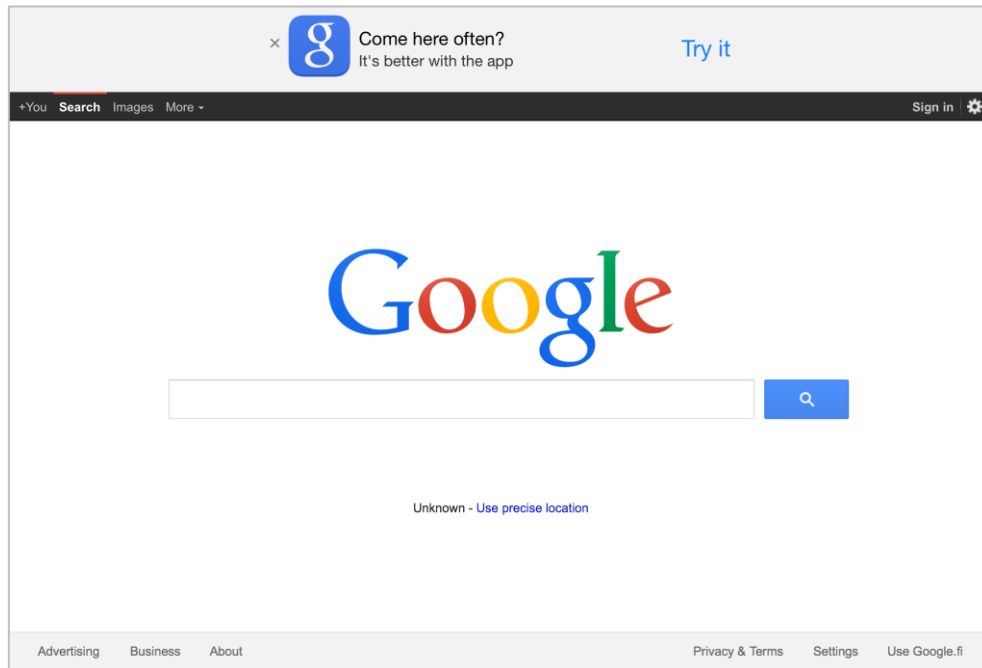


Figure 6.5. Google's front page on a tablet. (Google 2014)

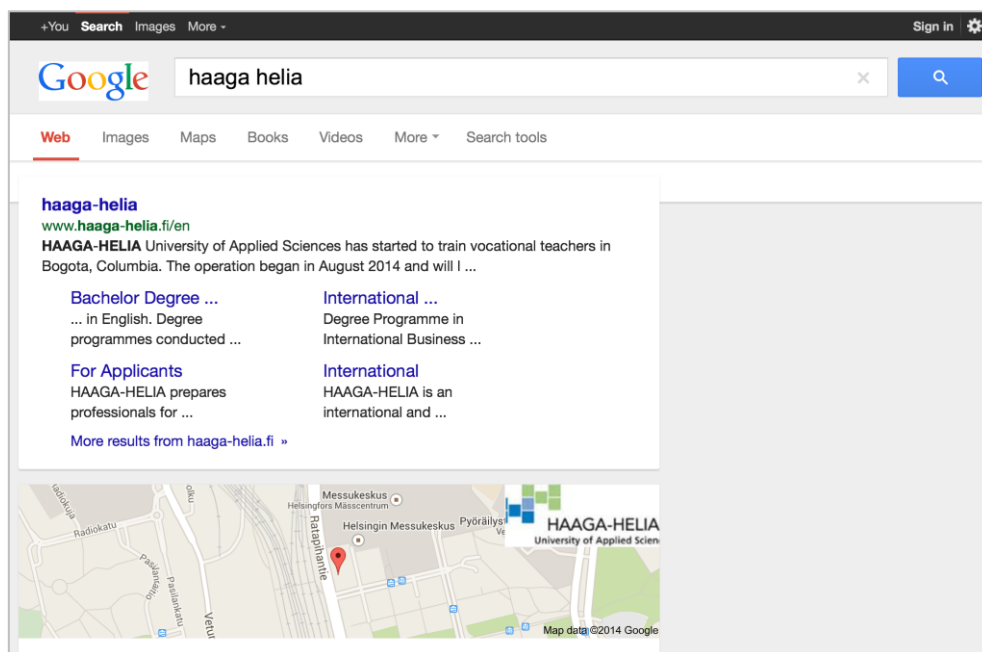


Figure 6.6. Google's search results page on a tablet. (Google 2014)

6.2 Amazon

Figure 6.7 shows Amazon's desktop computer homepage above the page fold, while figure 6.8 is a picture of the website after using the search function. The site is mostly uncluttered and immediately redirects the user's eyes to the most important parts of the

website: the search field, the call-to-action bar and the navigation panel. The advertisement on top of the page fold, though, has too little white space around, giving the online shopper a cluttered feeling when trying to use the call-to-action buttons. The site has only a few warm colours that have been cleverly placed on the parts where the user should look first, the user is able to instantly find what he/she is looking for and place a purchase.

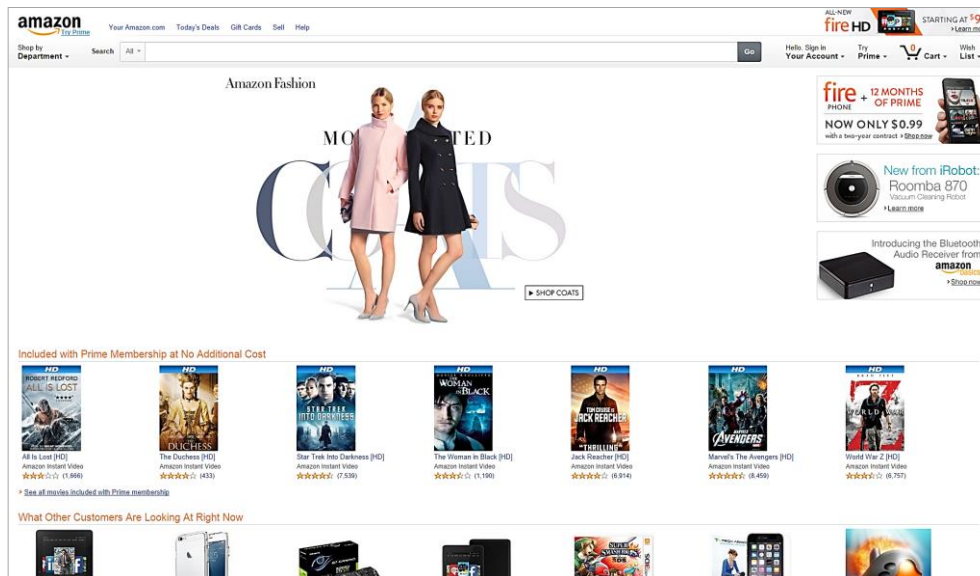


Figure 6.7. Amazon's desktop homepage without search word. (Amazon 2014)

There is also a great deal of white space between products, and the different page sections are clearly visible. Even the smallest product pictures are of good quality, and the online shopper is not faced with a wall of text. The main layout of the site gives an orderly feeling and inspires the user to make a fast and easy purchase. The full-length of Amazon's desktop website can be seen in appendices 4 and 5

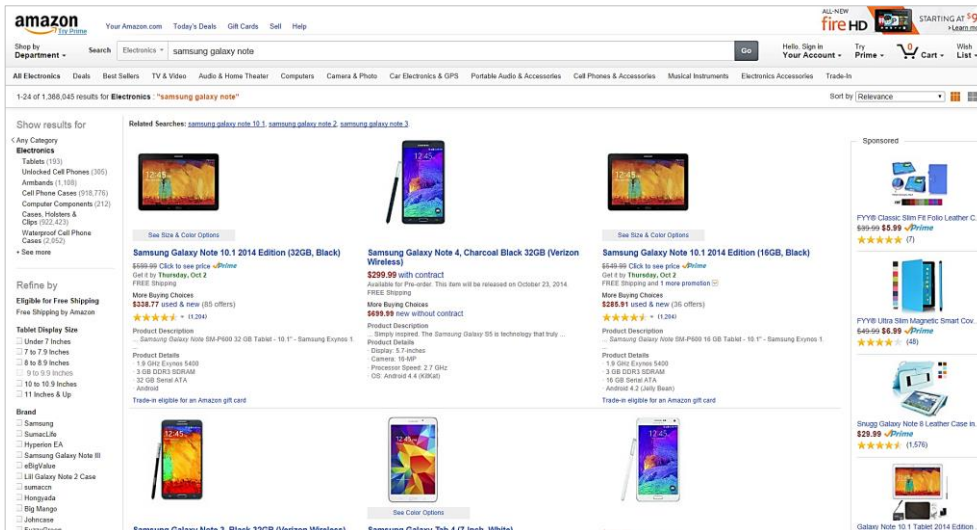


Figure 6.8. Amazon’s desktop website after entering keywords and using the search function. (Amazon 2014)

When accessing Amazon’s mobile website, one of the first things noticed is a pre-header notice, which can be closed, inviting the user to get to know its app. The banner uses dark colours, contrasting with its page’s lighter colours, to call the user’s attention. The first two folds of the page can be seen in figure 6.9, with its full-length presented in appendix 6.

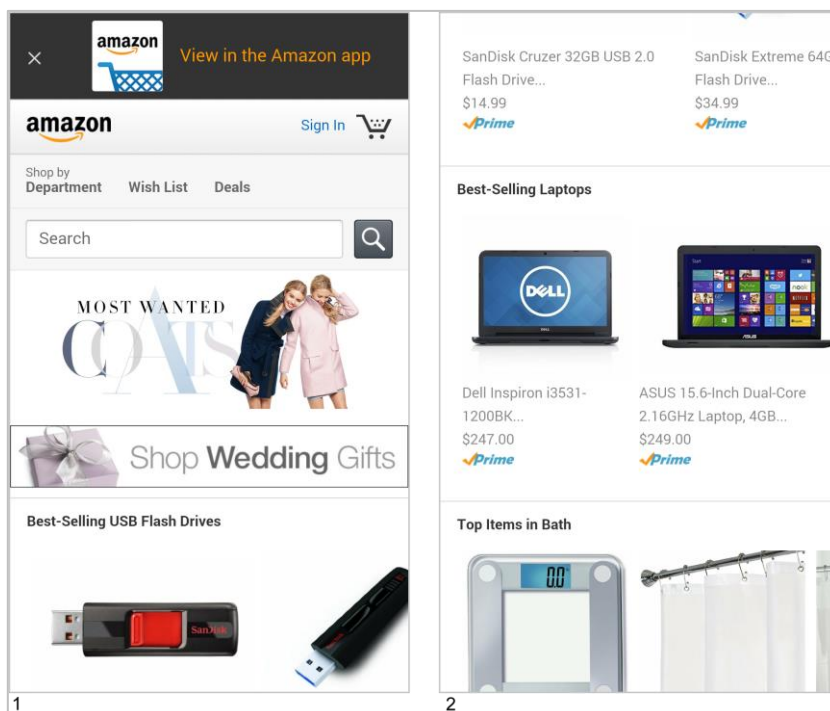


Figure 6.9. First two folds of Amazon’s mobile front page. (Amazon 2014)

Amazon's mobile version has neutral colours like its desktop counterpart, albeit using even less colours – the same hue of grey is used for both the product headline and price. The site has a minimalist header, with its logo on the left side, a hyperlink to sign in and the shopping cart on the right side. Right below it, on the left side the user finds links to access all departments of the store, as well as wish list and deals. In the next line, the user can find the search box, which uses search suggestions for faster searching experience.

The content area of the page displays an automatic slider, advertising products and departments of the web shop; users can swipe left or right to select the product or area they wish to go, in which case slider stops its automatic turning. Three different sets of carousels present best-selling products in different departments, also enabling users to swipe through the advertised products.

The bottom-half part of the front page shows a grid with four other items; this time, however, just the name of the product and a very brief description is presented, calling the user to click on the items to know more about the items, including its price. Following that, the user can see a list of some of the store's departments (all departments can be accessed at the bottom of such list). Past the list of departments, another list presents account-related options, as well as customer service and a link to Amazon's full site.

Amazon's search results page shows right past the search field a bar containing on its left side how many results it brought and on the right-hand side a small icon allowing users to change the disposition of the results in the page, as well as a link to filter the results. The amount of results returned per page depends on the disposition settings users select. In the default setting, where the user sees a picture of the product, a description, price and rating, the first 14 results are presented, but it can go up to 30 results if other settings are selected.

Following the organic results, two sponsored results are shown, also presenting pictures, price and ratings. Related searches and buttons to navigate through the results come

after the results list. Figure 6.10 presents the first two page folds of this page, and its full length can be seen on appendix 7.

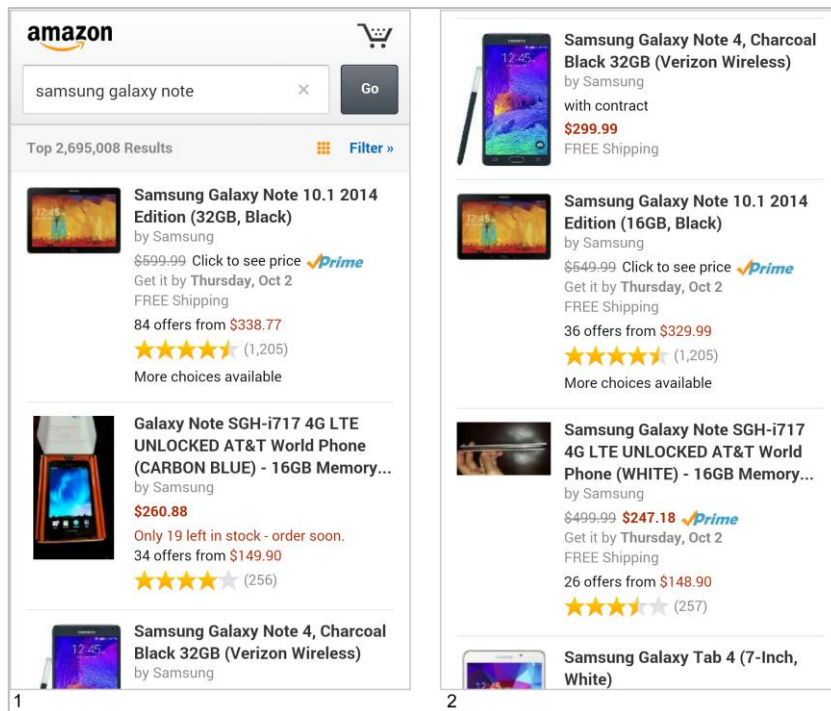


Figure 6.10. Amazon's search results webpage on mobile. (Amazon 2014)

Amazon's tablet version makes use of the higher screen resolutions those devices have to present a page that is closer to its desktop counterpart. In fact, the page uses every inch of available space to advertise its products and services, which makes the page a bit cluttered; however, the header gives quick access to searching, departments and the shopping cart, making it easy for users to go straight to what they are looking for.

The search results page is more objective, with a sidebar on the left giving options to filter results by categories and other features, related searches and the first 15 results. Figure 6.11 shows Amazon's front page as viewed on a tablet, while figure 6.12 shows the page after search results. Appendices 8 and 9 show those pages in full length.

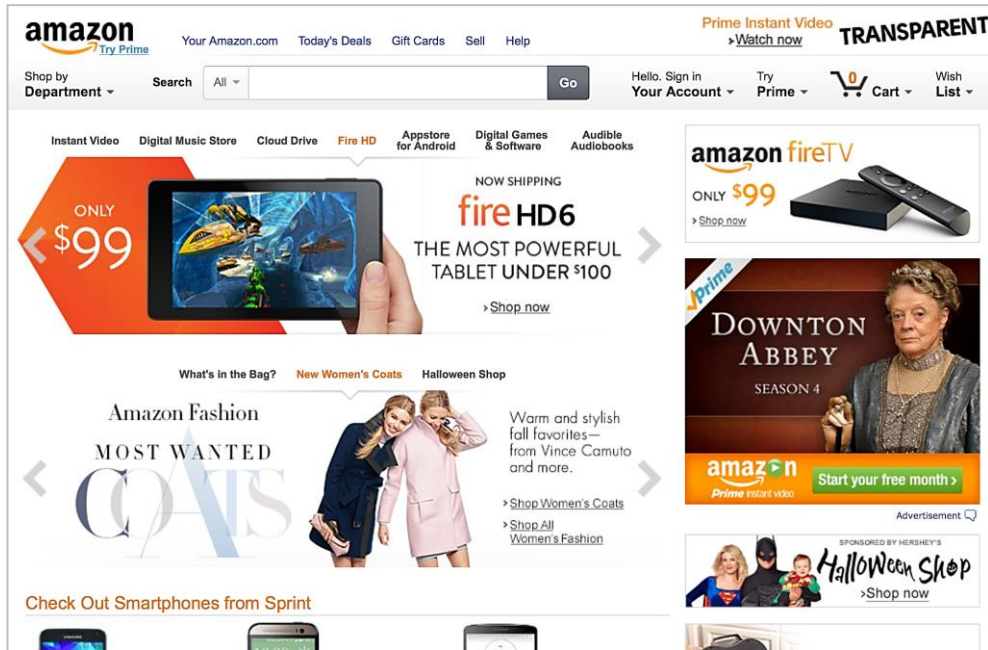


Figure 6.11. Amazon's front page on tablet. (Amazon 2014)

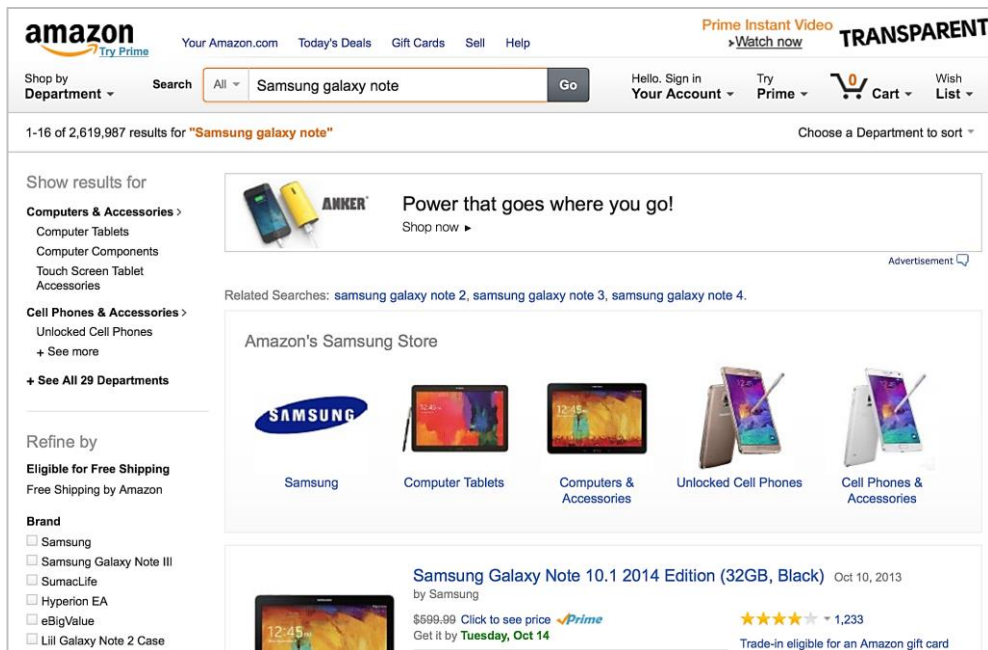


Figure 6.12. Amazon's search results page on tablet. (Amazon 2014)

6.3 eBay

eBay's online shop is very similar to Amazon when it comes to search field and navigation panel, and the shopping cart is also at the upper right corner as expected. The sign-in button, however, is at the upper left corner, instead of the upper right corner and is unclearly marked. This confuses the user and makes the button hard to find. Even

though the overall layout of the page seems cluttered and very long, it is surprisingly easy to scan through the page. The reason for that is that the different sections of the page are clearly visible; nothing is clunky or looks like advertisements, making it easy for the user to search for products. The website has large headlines and there is enough white space between text and pictures.

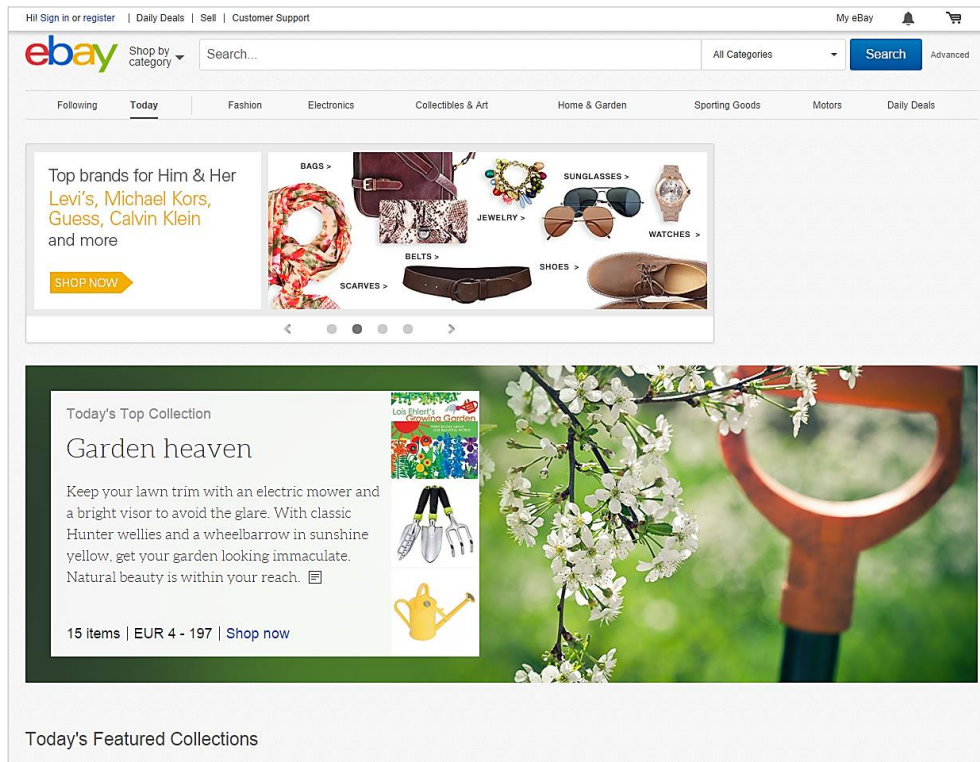


Figure 6.13. eBay's desktop homepage without using the search function. (eBay 2014)

Figure 6.13 shows how eBay's desktop computer homepage looks without entering search keywords while figure 6.14 shows how the page looks after searching. The product pictures are large and of good quality, but since eBay is open for anyone to sell their products, that depends entirely on the sellers' preferences. The full-length version of eBay's desktop computer website on can be found in appendices 10 and 11.

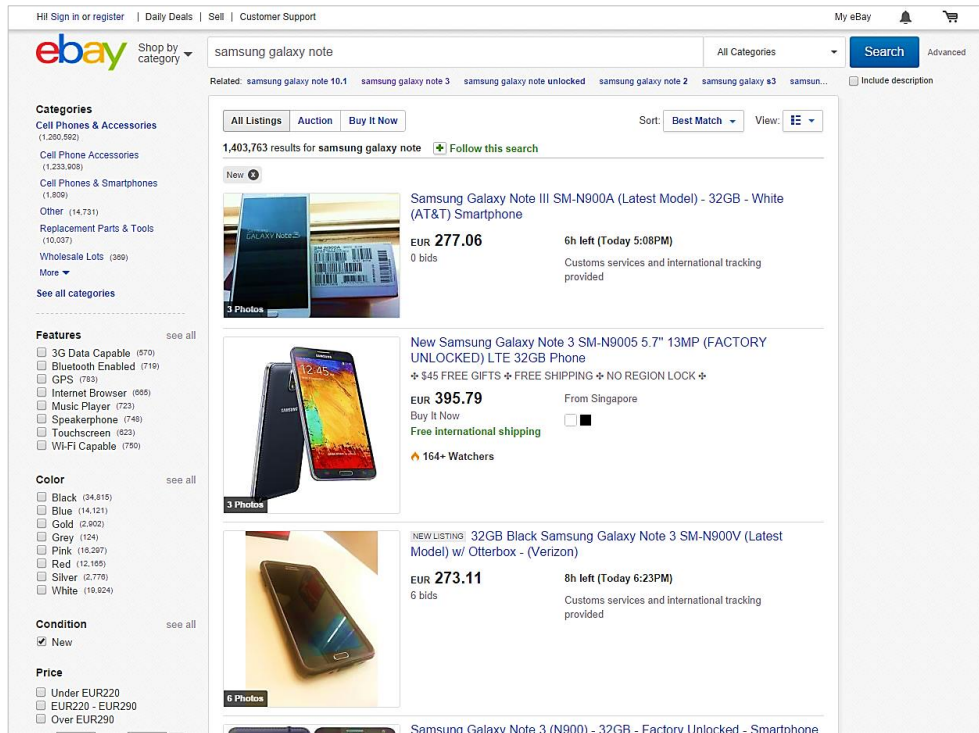


Figure 6.14. eBay's desktop website after entering a search keyword and pressing the search button. (eBay 2014)

The mobile version of eBay's front page is very tidy and minimalist. The header shows eBay's logo on the left side, search, sign in and shopping cart as icons on the right side and a search bar across the screen's width right below the header. The site uses neutral colours white and grey and no products are announced at the front page; instead, three main categories are presented, each with three images linking to subcategories. Below this section, a bar announcing all categories can be clicked. Towards the end of the page, the user can find links to the home page, my eBay, sign in/register and customer support. On the footer, a link to the classic site is available. The full page with both folds can be seen on figure 6.15.

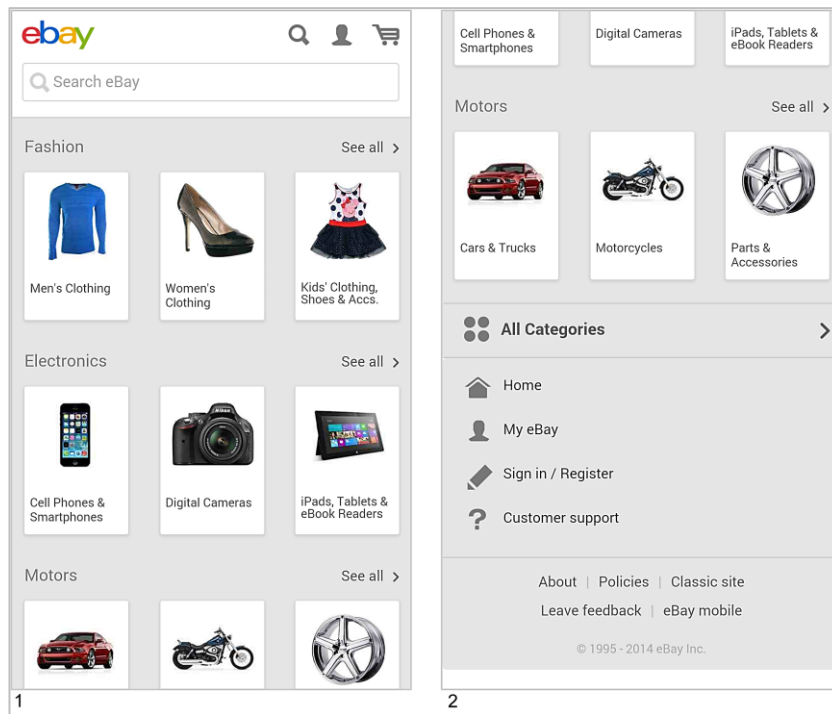


Figure 6.15. eBay’s mobile front page. (eBay 2014)

Just like Amazon’s website, the search field presents suggestions to what users might be trying to find, making searches likely faster. The search results page presents the first 24 results in order of relevance, related searches, navigation bar and sponsored links, in that order. The total number of results can be viewed at any time as a “sticky footer” – i.e. no matter in which part of the page the user is, it will still be shown at the very bottom of the screen.

At the upper part of the screen, users can sort the results and change the way items are displayed on the right-hand side of the search field, and below it a carousel of links allow users to refine results by a number of options, such as brand, colour and price. This upper part of the screen is also sticky like the results footer, so that users can change search parameters without the need of scrolling back to the top of the page, as seen on figure 6.16. The full length of this page is on appendix 12.

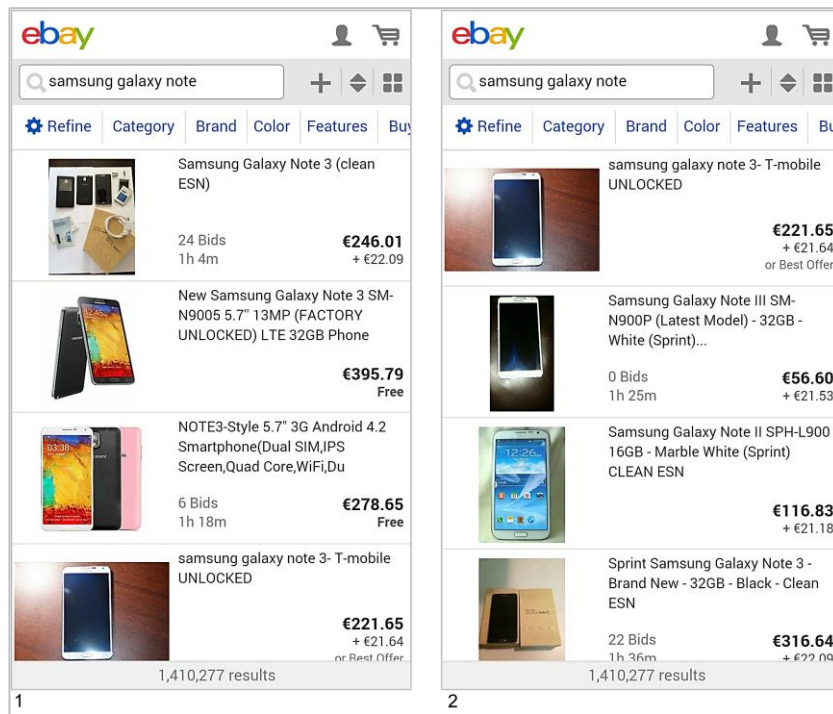


Figure 6.16. First two folds of eBay’s search results page on mobile. Header and footer are always visible to display relevant information and allow easy access to search features. (eBay 2014)

The tablet version of eBay’s website also takes advantage of the larger screen of tablets to present more information on its first page; in fact, the page presented in the tablet used in this research was the same as the one seen on the desktop version – the same happening with eBay’s search results page for tablets. The desktop and tablet website screens presented in this research differ only for the fact that they have been taken in different dates. Figures 6.17 and 6.18 present eBay’s front page and search results page, in that order. Appendices 13 and 14 show the both pages in full length.

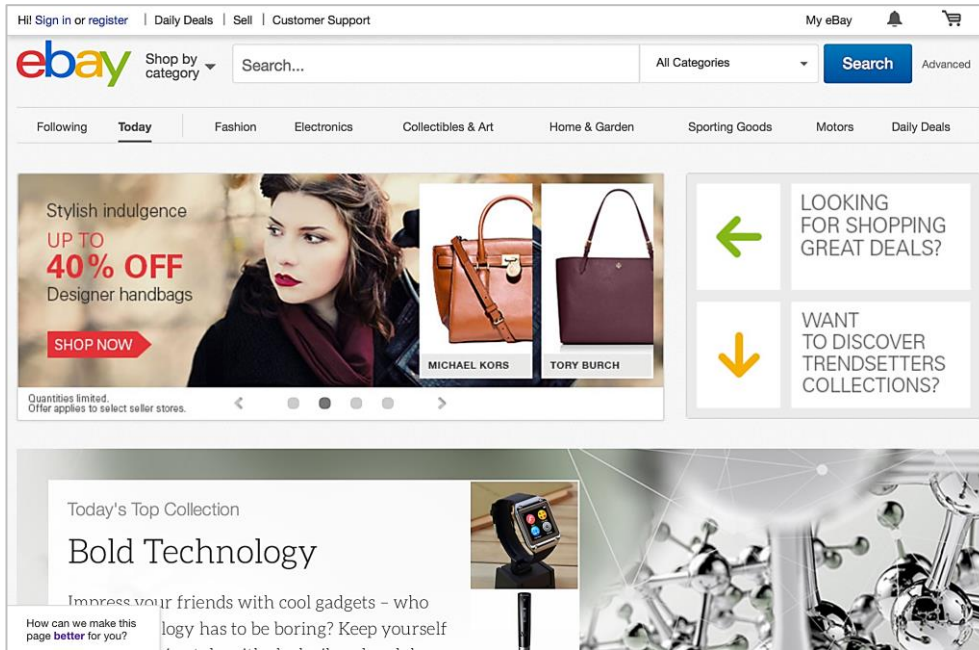


Figure 6.17. eBay's front page as seen on a tablet. (eBay 2014)

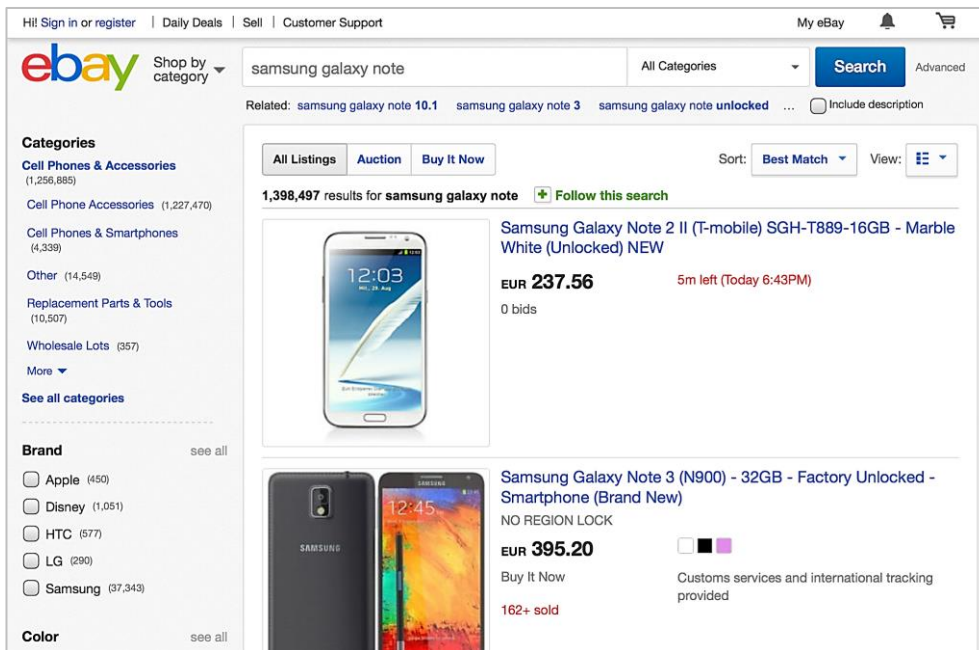


Figure 6.18. eBay's search results page on a tablet. (eBay 2014)

6.4 Designed e-commerce test website

The sample website represents a small online shop, which has just started business and, like so, does not offer a large selection of products for sale. It was created according to the concepts presented in chapter 5 – How people read webpages, with the objective of

validating the theory through usability tests and testing questionnaires performed by test subjects, as well as heuristic evaluation and a click-tracking tool to help the analysis.

The graphic design software used to create the main layout for this test website was Adobe Photoshop and the version used was CS6. Photoshop is a raster graphics editor firstly created by Thomas and John Knoll in 1988 and is widely used to edit and create graphic files. (Wikipedia 2014.)

In web design, Photoshop is very useful in designing customized icons and buttons, as well as creating content for the main layout of a website. The graphics created by the software are sliced and saved as, for example, JPEG or PNG graphic files. (Wikipedia 2014.) The files are then incorporated into content management systems, like in this case Wordpress, using HTML and CSS.

Wordpress is an Open Source project, started in 2003 as a personal blogging system to aid users to manage blogs in a faster, more organized way. With millions of users worldwide, it has evolved to become a content management system (CMS), which in short stands for an application where the author or content manager can create, modify and delete pages without the need of knowing HTML coding (Wordpress 2014; Svarre 2011). Wordpress, therefore, is used for different purposes nowadays, including b2c websites.

Wordpress was used to setup the website, as it is one of the fastest and simplest ways to get a small-sized b2c website started; a wide variety of themes, which will provide the look and feel of a page with pre-set pages and styles, can be selected for free, and many other themes are available for purchasing.

Wordpress also gives the option to install plugins, which are side applications that can be appended to the website to extend its functionalities. For online shops, plugins will build the basic structure necessary for a b2c website to be up and running, such as products management, search functions, shopping cart and order processing, both in front-

end (the pages) and back-end (management) sides. Those plugins also come with free versions, and paid ones giving the administrators more functionalities and control.

Even though it is possible to create websites without the need of coding, Wordpress also lets developers add or modify the source code of pages and plugins, to customize functionalities and the general look-and-feel to their needs. For the sample website, the chosen theme and plugins were modified to give the website the looks it has now. The theme chosen for the sample website uses responsive design, meaning that the same page is adjusted according to the screen resolution of the device used, from desktop computers to smartphones.

6.4.1 Test website for desktop computers, smartphones and tablets

The sample of the e-commerce test website can be accessed at the preliminary link <http://sandbox.bacso.net>. It is important to notice that, although the website has a functional online shopping structure, for now it is a temporary version and will be fully implemented at a later stage. The finished e-commerce website will be published at <http://www.sandbox-it.com>. The objective, for now, is to effectively run tests with users and analyse the results of such tests for this research. At this stage, no orders can or will be actually fulfilled by this website. Figure 6.19 displays a screenshot from the above fold of the designed e-commerce website, the full length of the page can see found in appendix 15.

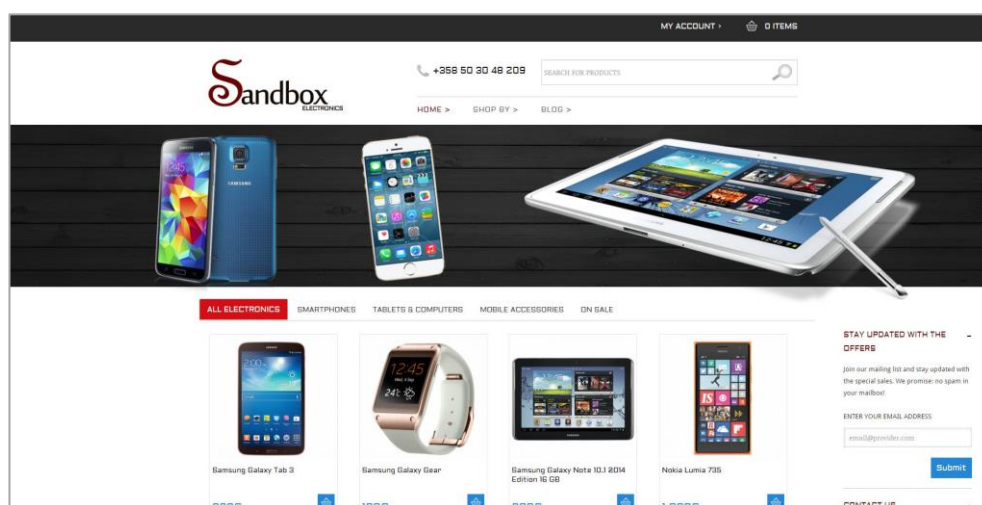


Figure 6.19. The test website homepage from a desktop computer. (Sandbox 2014)

The test website presents the shopping cart on its header, using darker colours to call users' attention, while keeping it easily accessible, since users expect the shopping cart to be located near the top of the page. The menu bar has been collapsed and placed right below the company's logo, in the middle of the page, also making it easy to be spotted and accessed. The categories section has been rearranged in order to present its contents in a more mobile-friendly way, with carousels to aid navigation through the products and a set of accordions to easily toggle categories open or closed.

The lower half of the screen presents products recommended to the users on a carousel that rotates automatically but can be controlled using navigation buttons or swiping the screen using a finger. The difference in styling, plus the header of this section, calls users' attention while still making the section look like it belongs to the page, since dissonant elements can be interpreted as advertisements and be ignored by the users. The footer has been rearranged to keep the same functionalities as the desktop version, although in a more compact way, to prevent extensive scrolling.

As previously mentioned, the test website uses responsive design, so the same page that is loaded for desktop computers is also loaded for mobile phones and tablets. However, some modifications have been made to the page. Figure 6.20 shows the first two folds of the test website accessed from a mobile phone and appendix 16 shows the page in its entirety.

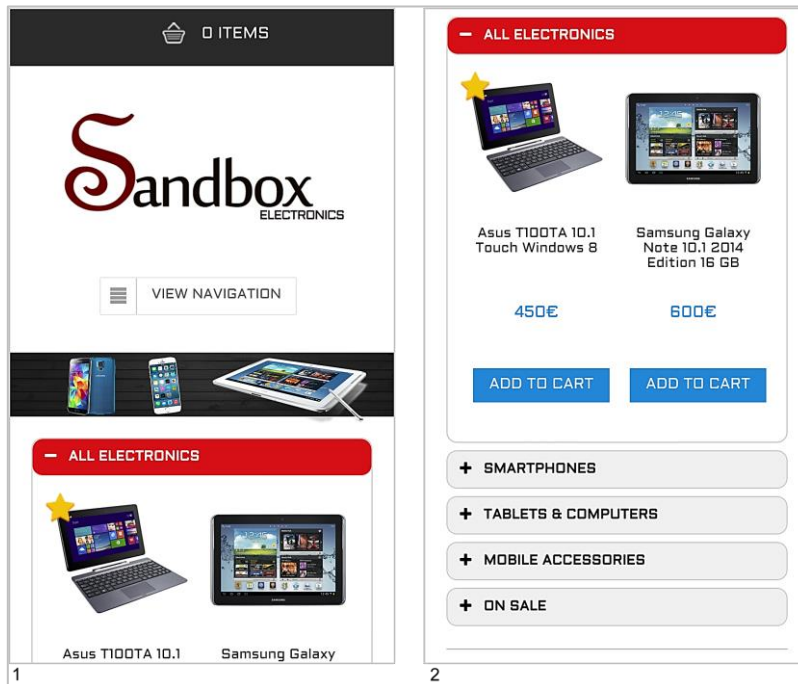


Figure 6.20. First two folds of the test website homepage from a smartphone device. (Sandbox 2014)

Despite the adjustments for better fitting on a smaller screen, all important functionalities and information have been kept on the mobile version; only the sidebar on the right has been removed due to size limitations and because of the advertising character of its contents.

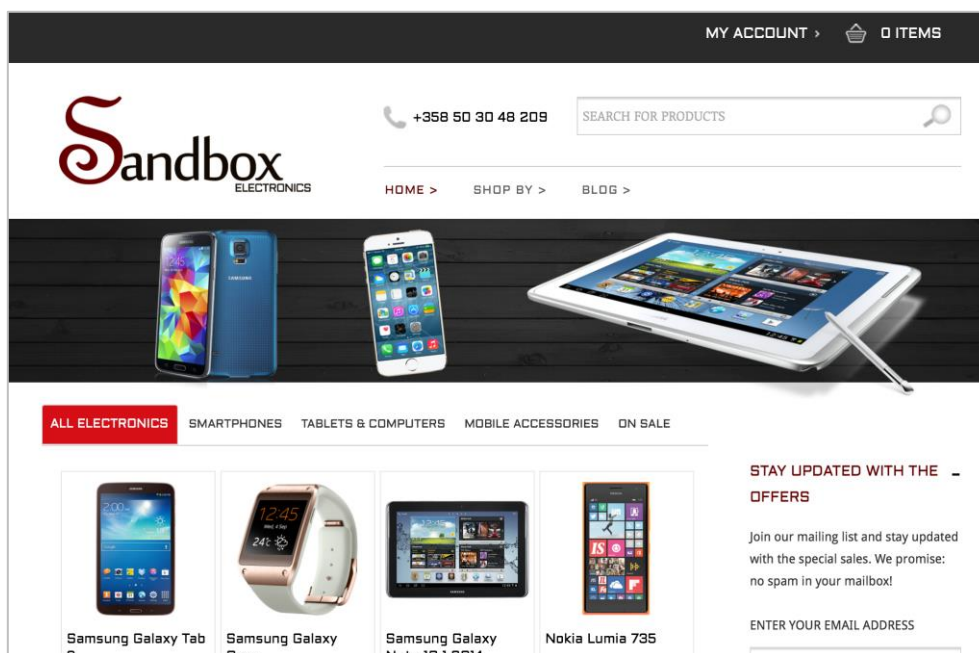


Figure 6.21. Test website homepage as seen from a tablet device. (Sandbox 2014)

As seen on figure 6.21, the website looks very similar from the desktop version when viewed on a tablet; despite smaller changes in the typography and positioning of elements, all functionalities from the desktop website are present in the tablet version in landscape mode. A screenshot with the full length of the test website on a tablet device can be seen in appendix 17.

6.5 Testing and evaluating

The testing part of this research has been done by combining heat-map technology, heuristic evaluation and usability testing. Crazy Egg click-tracking tool was used to track users' clicks on the website (Crazy Egg 2014). The results from the test website are displayed with heat maps, which give a good visual insight on site performance, pointing out which areas of the website and hyperlinks users click the most. The tool does not present, however, information about gazing points; only clicks are registered to the heat map.

Crazy Egg tracked 178 visits to the sample website and a total of 407 page views, over a period of 22 days. As seen on the left image of figure 6.22, the click map, the users clicked on almost every object of the sample website, which means that very little content was ignored. The first clicks are displayed with blue colour, and the more the users clicked on the same spot, the brighter the colour became. The right side of figure 6.22 shows the scrolling map; areas marked in white are those where the users have scrolled most and blue are the areas visited the least. For a more detailed view of both images, please see appendices 18 and 19.

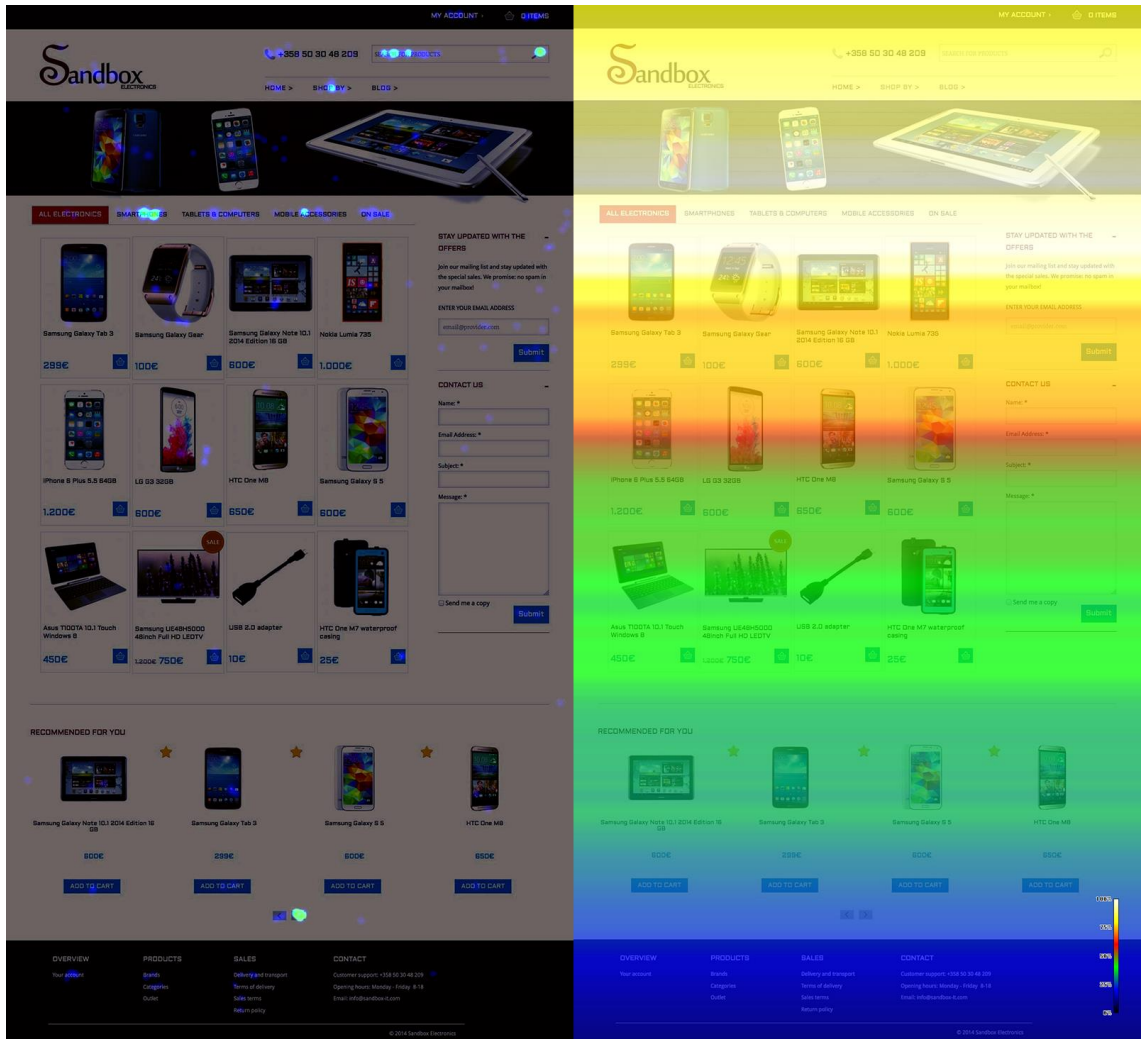


Figure 6.22. Sandbox click map image on the left and scrolling map image on the right. (Crazy Egg 2014)

Figure 6.23 shows the page views sorted by country. As expected, Finland has the highest number of views, as most of the tests were conducted locally, although friends and family members in Brazil, Japan and Germany have also accessed the website, regardless of being invited to the usability tests. Some users configure their systems to prevent tools like Crazy Egg to detect their current location; hence, 21 page views were marked as unknown.



Figure 6.23. List of page views divided by country. (Crazy Egg 2014)

The list of page views organized by device type shows that most users accessed the website using desktop computers, as seen on figure 6.24. This means that most of the users that accessed the website without taking part of the usability tests still preferred using desktop/laptop computers to access the sample website.

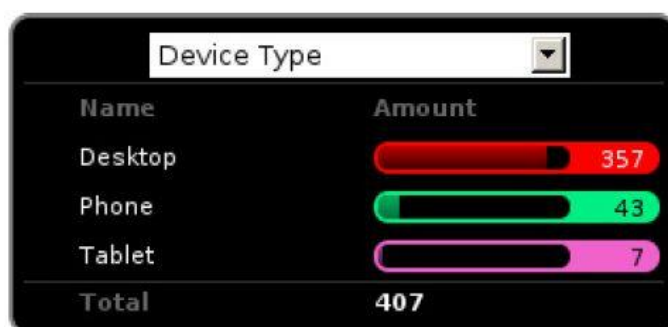


Figure 6.24. List of page views divided by device type. (Crazy Egg 2014)

Desktop users accessed the website either from a Windows operating system, where computers using the NT family, such Windows Server 2003 and 2008, scored the largest number of page views. OS X, the operating system found on iMacs and MacBooks, came after that. Android was the most-used mobile operating system to access the website, with 40 out of the total 43 page views on smartphones. The full list is seen on figure 6.25.

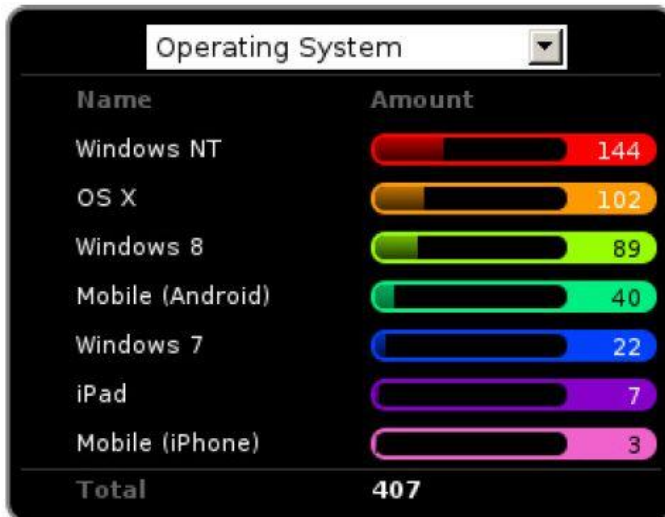


Figure 6.25. List of page views divided by operating system. (Crazy Egg 2014)

Finally, Crazy Egg also detected the window width of the browsers used when accessing the sample website, divided in intervals of 100 pixels each. The largest screen width measured lies within 1900 and 2000 pixels, and also scored the largest number of page views, with 118. Browsers with screen width within 300 and 400 pixels, a common screen width for mobile devices, scored fourth. The full list can be seen on figure 6.26.

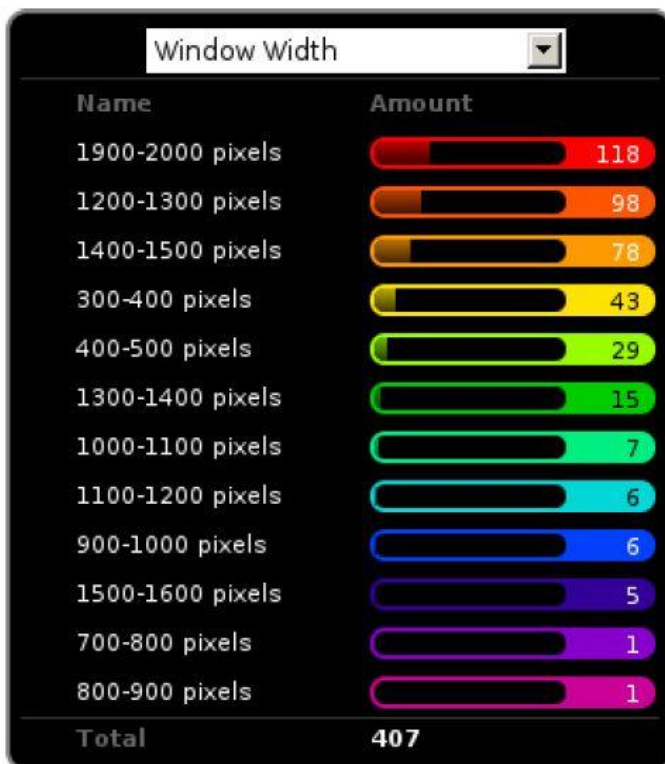


Figure 6.26. List of page views divided by window widths. (Crazy Egg 2014)

Google Analytics, which presents different numbers as it was setup one week later than Crazy Egg, was used to detect which pages were most accessed by users that explored the website beyond the home page. After “my account” page, which many test users ended up visiting as part of one of the tasks in the usability tests, the Samsung LED TV that was marked as on sale received the most visits, suggesting that the promotion was successful in calling users’ attention. Figure 6.27 shows the six most-visited pages.

Top Pages	Visits
Sandbox Electronics	167
My Account Sandbox Electronics	17
Samsung UE48H5000 48inch Full HD LEDTV Sandbox Electronics	15
Products Sandbox Electronics	13
Cart Sandbox Electronics	10
Samsung Galaxy S 5 Sandbox Electronics	6

Figure 6.27. The six most-visited pages in the sample website. (Google Analytics 2014)

Heuristic evaluation and usability test analysis uncovered the problem areas the test subjects found on the test website; all problems have been discussed and will be in the near future implemented into the website. According to Jacob Nielsen, five test participants would be enough for a usability test; however, in order to achieve more accurate results, ten users performed tests for this research study.

6.5.1 Usability testing – desktop computers

The main purpose of usability testing is to find errors and usage problems at an early stage, and correct them before the website is online. Usability testing, however, can be done at any stage, for example to boost web traffic on an e-commerce business site.

Usability testing for this research study was done by seating the test users in front of a desktop computer with the designed testing website open. The participants were first asked questions 1-20 from the test questionnaire, regarding the usage and preferences of

Google’s search engine and e-commerce business websites in general, while the log keeper was taking notes of their answers.

The next step was to test the designed test website, where the users were asked to perform various tasks on the e-commerce website while thinking aloud. The facilitator asked one question at a time from the usability-testing table, while observing test subjects’ behaviours. The log keeper took notes while listening to the test users problems and remarks about the site. The last step of the desktop usability testing was to ask the remaining questions from the test questionnaire, questions 21-25, regarding the testing website. The test questionnaire can be found in appendix 20.

Table 1. Desktop usability testing table shows information about the test participants, the usability questions used during the desktop computer website testing, a complete result list from the test, as well as a list of proposed changes for the website. A complete list of the usability-testing outcome can also be found in chapter 7, research results for desktop computers.

Which users:	10 test subjects, ages 15-74
IT knowledge:	Basic to professional IT knowledge. Both familiar and unfamiliar with online shopping
Finding test users:	Friends, family, classmates
Test site:	Home
Facilitator:	Direct contact with test subjects
Computer	Desktop computer
Log keeper:	Observing test users, taking notes
Test tasks:	<p>T01: Find shopping cart</p> <p>T02: Find main menu</p> <p>T03: Find categories</p> <p>T04: Choose product of your choice and try to add to cart</p> <p>T05: Find and click on the company logo</p> <p>T06: Choose product of your choice and try to find</p>

it in the category it belongs

T07: Find your account

T08: Find customer support number

T09: Find panel “recommended for you”

T10: Interact with recommended products

Defect / Result list:

R001: Shopping cart icon confusing when searching for shopping cart at header

R002: Euro sign below the product picture is ugly and unclear

R003: Recommended slider slides automatically back to beginning when reaching the last product on the panel

R004: Customer support number at header confusing; icon does not clearly state what the number is about

R005: Search suggestions are missing when searching for products

R006: Product picture holder changes when hovering over, annoying the user

R007: Recommended product panel is hard to see; not distinctive enough from the rest of the content

R008: Product filtering options are missing

R009: Product ratings are missing

List of proposed changes:

C001: Use a different icon for shopping cart

C002: Euro sign needs smaller font

C003: Change how recommended slider acts when reaching the last product

C004: Add lines and colour to recommended slider and make it more distinctive from the rest of the page content

C005: Add “Customer Support” text below customer support number

	C006: Add search suggestions to search bar
	C007: Change picture frame behaviour when hovering; make it static
	C008: Add product filtering options on the left panel
	C009: Add option for product rating
Presenting tasks:	Task instructions given spoken by the facilitator
Start-up state:	Testing website desktop home page open
Tester instruction & Test method:	Short instructions to the prototype, test subjects are asked to think aloud about what happens and about the problems encountered while completing tasks
Data collection:	Written notes by the log-keeper
Debriefing:	Positive user experience Negative user experience and possible improvements Test subjects thoughts on missing functionalities Usability rating from 1-5
Time planning:	
Welcome and intro:	10 min
Test tasks:	20 min
Debriefing:	10 min
Reporting and analysis:	20 min
Total one user:	1 h
Total all:	10 h

6.5.2 Usability testing – mobile devices

A very similar testing structure from desktop computers has been used when testing for mobile devices; the same participants have been used for both tests. After completing the desktop testing questionnaire, the testers provided the participants with a smartphone with the designed test site open and the facilitator asked one question at a

time from the usability-testing table for mobile, while observing subjects' behaviours. After that, test subjects were asked the remaining questions from the questionnaire, questions 26-30, related to mobile usability testing.

Table 2. The mobile usability testing table shows a summary about the test subjects' age group, IT skills and relation of the subjects with the testers, the usability tasks used to perform the mobile website testing, as well as the consolidated result list and changes proposed to each of the results.

Which users:	10 test subjects, ages 15-74
IT knowledge:	Basic to professional IT knowledge. Both familiar and unfamiliar with online shopping
Finding test users:	Friends, family, classmates
Test site:	Home
Facilitator:	Direct contact with test subjects
Computer	Mobile devices: Tablet and Smartphone
Log keeper:	Observing test users, taking notes
Test tasks:	<p>T01: Find shopping cart</p> <p>T02: Find main menu</p> <p>T03: Find categories</p> <p>T04: Choose product of your choice and try to add it to cart</p> <p>T05: Find and click on the company logo</p> <p>T06: Choose product of your choice and try to find it in the category it belongs</p> <p>T07: Find your account</p> <p>T08: Find customer support number</p> <p>T09: Find panel "recommended for you"</p> <p>T10: Interact with recommended products</p>
Defect / Result list:	<p>R001: Shopping cart icon confusing when searching for shopping cart at header</p> <p>R002: Euro sign below the product picture is ugly</p>

	and unclear
	R003: Recommended slider slides automatically back to beginning when reaching the last product on the panel
	R004: Main menu title is unclear
	R005: Company logo takes too much screen space
	R006: “Your account” not easily accessible
	R007: Too much spacing between product picture, price and button “add to cart”
	R008: Search function is missing
List of proposed changes:	C001: Use a different icon for shopping cart
	C002: Euro sign needs smaller font
	C003: Change how recommended slider acts when reaching the last product
	C004: Change title of main menu
	C005: Reduce size of company logo
	C006: Add link “your account” to the menu
	C007: Reduce size of the product boxes
	C008: Implement search function to mobile optimization
Presenting tasks:	Task instructions given spoken by the facilitator
Start-up state:	Testing website mobile home page open
Tester instruction & Test method:	Short instructions to the prototype, test subjects are asked to think aloud about what happens and about the problems encountered while completing tasks
Data collection:	Written notes by the log-keeper
Debriefing:	Positive user experience
	Negative user experience and possible improvements
	Test subjects thoughts on missing functionalities
	Usability rating from 1 – 5

Time planning:

Welcome and intro: 10 min

Test tasks: 20 min

Debriefing: 10 min

Reporting and analysis: 20 min

Total one user: 1 h

Total all: 10 h

6.5.3 Heuristic evaluation

After usability testing had been done with all test participants, the heuristics problems pointed out during sessions had been separated and described in the heuristic analysis. Furthermore, the research authors looked once more at the test website using common sense and keeping in mind the 20 heuristics rationale guidelines. The problems encountered were then added to the heuristics table.

The 20 guidelines used for heuristics rationale have been implemented by Weinschenk and Barker after researching from various sources such as Nielsen, Apple and Microsoft in 2000 (Sauro 2011). The severity numbering system goes from moderate (1) to severe (5). All issues found by the test subjects are considered valid problems and will be implemented into the e-commerce webpage at a later stage.

Heuristics rationale guidelines:

1. **User Control:** The interface will allow the user to perceive that they are in control and will allow appropriate control
2. **Human Limitations:** The interface will not overload the user's cognitive, visual, auditory, tactile, or motor limits
3. **Modal Integrity:** The interface will fit individual tasks within whatever modality is being used: auditory, visual, or motor/kinaesthetic
4. **Accommodation:** The interface will fit the way each user group works and thinks
5. **Linguistic Clarity:** The interface will communicate as efficiently as possible

6. **Aesthetic Integrity:** The interface will have an attractive and appropriate design
7. **Simplicity:** The interface will present elements simply
8. **Predictability:** The interface will behave in a manner such that users can accurately predict what will happen next
9. **Interpretation:** The interface will make reasonable guesses about what the user is trying to do
10. **Accuracy:** The interface will be free from errors
11. **Technical Clarity:** The interface will have the highest possible fidelity
12. **Flexibility:** The interface will allow the user to adjust the design for custom use
13. **Fulfilment:** The interface will provide a satisfying user experience
14. **Cultural Propriety:** The interface will match the user's social customs and expectations
15. **Suitable Tempo:** The interface will operate at a tempo suitable to the user.
16. **Consistency:** The interface will be consistent
17. **User Support:** The interface will provide additional assistance as needed or requested
18. **Precision:** The interface will allow the users to perform a task exactly
19. **Forgiveness:** The interface will make actions recoverable
20. **Responsiveness:** The interface will inform users about the results of their actions and the interface's status. (Sauro 2011.)

Table 3. Problems encountered during desktop computer, smartphone and tablet tests.

Heuristic Evaluation				
Problem	Heuristics	Severity	Details	
1	Main menu buttons are too small and unclear	1+4+7+13	4	<p>Brief Description: Customer cannot find the main menu bar</p> <p>Likely Difficulties: Customer is confused about the web shop</p> <p>Specific Context / Location:</p>

				Header
				Possible Solutions: Increase text font
				Heuristic Rationale: 1) User Control 4) Accommodation 7) Simplicity 13) Fulfilment
2	No direct customer service calling button	2+4	3	Brief Description: The user has to type the customer number instead of pressing on the calling icon and get redirected to a voice-call service Likely Difficulties: The user gets annoyed Specific Context / Location: Header / Footer Possible Solutions: Implementing an automated button Heuristic Rationale: 2) Human Limitations 4) Accommodation
3	Registration button confusing	1+7+13	5	Brief Description: Online shopper does not know that My Account button leads to registration Likely Difficulties: Shopper thinks it is necessary to write personal information every time when placing an order

				<p>Specific Context / Location: Header</p> <p>Possible Solutions: Create a registration button next to My Account</p> <p>Heuristic Rationale: 1) User Control 7) Simplicity 13) Fulfilment</p>
4	No checkout button	1+7+13	4	<p>Brief Description: User is unsure about the checkout procedure</p> <p>Likely Difficulties: The online shopper might not place an order</p> <p>Specific Context / Location: Header</p> <p>Possible Solutions: Write checkout together with the shopping cart icon</p> <p>Heuristic Rationale: 1) User Control 7) Simplicity 13) Fulfilment</p>
5	No automated e-mail link	2+4	4	<p>Brief Description: User has to open an e-mail service and type in customer service e-mail</p> <p>Likely Difficulties: User might get annoyed and switch to a more convenient e-commerce site</p>

				<p>Specific Context / Location:</p> <p>Footer</p> <p>Possible Solutions:</p> <p>Implementing an automated link</p> <p>Heuristic Rationale:</p> <p>2) Human Limitations</p> <p>4) Accommodation</p>
6	Black website colour	4+13+14	4	<p>Brief Description:</p> <p>Western and Indian culture perceive black colour as negative</p> <p>Likely Difficulties:</p> <p>Users from Western and Indian culture might not want to shop at the e-commerce site</p> <p>Specific Context / Location:</p> <p>Basic layout</p> <p>Possible Solutions:</p> <p>Designers need to assess their audience and change layout colour to purple or yellow if needed</p> <p>Heuristic Rationale:</p> <p>4) Accommodation</p> <p>13) Fulfilment</p> <p>14) Cultural propriety</p>
7	No search suggestions	8+9+13	3	<p>Brief Description:</p> <p>Users have to complete the full search text without receiving suggestions</p> <p>Likely Difficulties:</p> <p>Lack of suggestions might annoy users</p> <p>Specific Context / Location:</p>

				Header
				Possible Solutions: Implementing search suggestions
				Heuristic Rationale: 8) Predictability 9) Interpretation 13) Fulfilment
8	No product ratings	13	3	Brief Description: Products do not present ratings based on other users' feedbacks Likely Difficulties: Users might decide not to buy a product because of the lack of ratings Specific Context / Location: Basic layout Possible Solutions: Implement ratings on products Heuristic Rationale: 13) Fulfilment
9	No product filtering options	1+4+9 12+13	5	Brief Description: Customer does not have the options to filter when searching for products Likely Difficulties: Customer gets overwhelmed with too many products to look through Specific Context / Location: Main page Possible Solutions: Implementing search filter option Heuristic Rationale:

				<p>1) User Control</p> <p>4) Accommodation</p> <p>9) Interpretation</p> <p>12) Flexibility</p> <p>13) Fulfilment</p>
10	Recommended product panel hard to see	7	3	<p>Brief Description:</p> <p>Recommended product panel is hard to find because it does not stand out from the rest of the page content</p> <p>Likely Difficulties:</p> <p>Customer cannot see recommendations from the e-commerce page</p> <p>Specific Context / Location:</p> <p>Main page</p> <p>Possible Solutions:</p> <p>Add colours or lines around the panel</p> <p>Heuristic Rationale:</p> <p>7) Simplicity</p>
11	Mobile version has search function missing	1+4+9 12+13	5	<p>Brief Description:</p> <p>Product search option is missing from the website when connecting with mobile devices</p> <p>Likely Difficulties:</p> <p>Customer does not have the option to search for products</p> <p>Specific Context / Location:</p> <p>Main page</p> <p>Possible Solutions:</p> <p>Implementing search bar for mobile</p>

optimization

Heuristic Rationale:

- 1) User Control
- 4) Accommodation
- 9) Interpretation
- 12) Flexibility
- 13) Fulfilment

6.6 Analysing cultural differences

The page of the Central Bank of Iraq is very simple structured and has little colour, there are no pictures of humans displayed; instead, an illustration of an ancient wall painting and a picture of banknotes. Besides the painting and the white background, there are only shades of blue and grey, blue being the colour for spirituality and protection in the Middle East.

البنك المركزي العراقي
CENTRAL BANK OF IRAQ

English الصفحة الرئيسية
عربي اتصل بنا

مرحباً بكم في البنك المركزي العراقي

معلومات عن

البنك المركزي العراقي
تاريخ البنك المركزي العراقي
السياسة النقدية
نظام المدفوعات
الأوراق النقدية والعملات
القوانين المصرفية
المؤسسات المالية العراقية والأجنبية
المؤسسات المالية الدولية
الوظائف

الموارد

الدين الحكومي
نتائج مراد العملة
مراد للبنك المركزي العراقي
مراد لوزارة المالية
البيانات المالية
الإحصائيات
المنشورات
أخبار وإعلانات

ما الذي تبحث عنه؟

- الإحصائيات
- المؤسسات المالية العراقية والأجنبية
- مكافحة غسل الأموال
- البيانات المالية
- القوانين المصرفية
- الدين الحكومي
- الوظائف
- اتصل بنا
- مقترحات تعديل قانون البنك المركزي المرقم (56) لسنة (2004) وقانون المصارف المرقم (94) لسنة (2004) وقانون غسل الأموال وتمويل الإرهاب المرقم (93) لسنة (2004) المقدمة من قبل مديريات وأقسام البنك المركزي العراقي والمصارف المجازة في العراق
- الدورات المقامة في مركز الدراسات المصرفية (2014/2013)
- الموقع الإلكتروني الجديد لقاعدة التشريعات العراقية (www.iraqid.com)
- البريد الإلكتروني لمكتب الإبلاغ عن عمليات غسل الأموال (info.aml@cbl.iq)
- أستمارة الكشف عن الذمة المالية الصادرة عن هيئة النزاهة
- نشرة أسعار العملات الرئيسية اليومية
- نظام خدمات الدفع الإلكتروني للأموال**

أخبار و إعلانات

Figure 6.28. Central Bank of Iraq in Arabic language. (Cbi 2014)

The English version of the website has the vertical navigation bar on the left side of the page and the Arabic language page has the bar on the right side. Figure 6.28 displays the website in Arabic language while figure 6.29 underneath shows the same website in English.



Figure 6.29. Central Bank of Iraq in English language. (Cbi 2014)

Having many branches and websites all over the world, the multinational company Ikea is a great example of how culture influences the layout of a website. While most of the international company webpages display pictures of women to complement their home appliances, sites from Saudi Arabia blur out the women appearing on their pages.

Figure 6.30 shows part of Ikea's e-commerce website from the United States, with a picture of a few people sitting around a table, with three of the women being clearly visible, and figure 6.31 shows the Arabic site, where only the woman's silhouette in the picture can be recognized. Both websites have very similar layout, except that the Arabic page seems to be a mirror image of the English site. Due to the fact that Arabs write from right to left, and not like traditional Westerners from left to right, everything is aligned to the right side of the page.

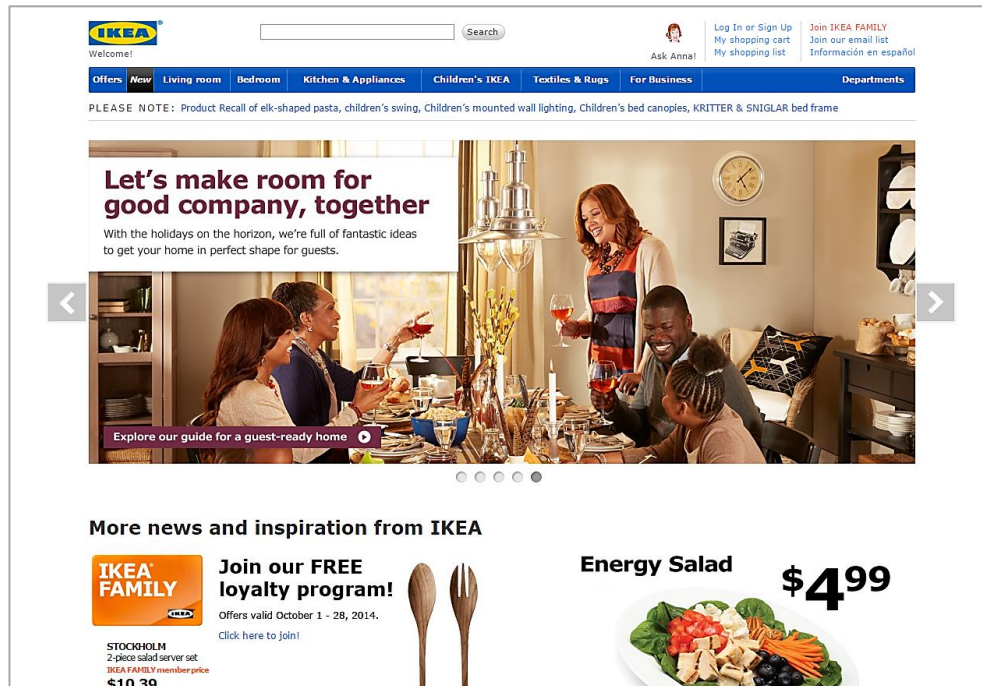


Figure 6.30. Ikea homepage in the United States. (Ikea 2014a)

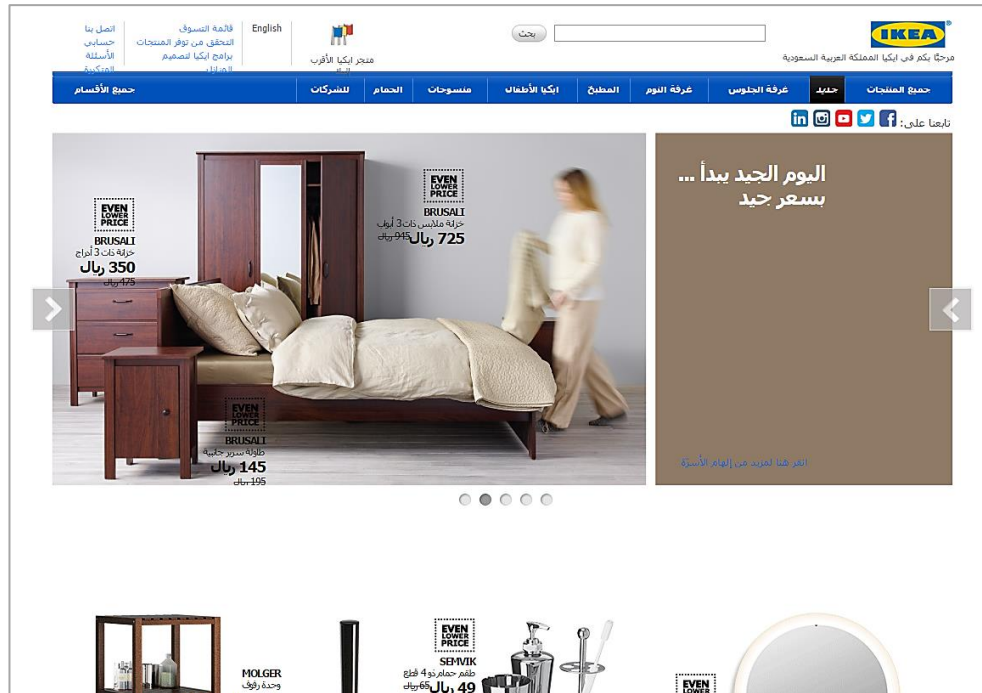


Figure 6.31. Ikea homepage in Saudi Arabia. (Ikea 2014b)

7 Research results

This chapter is about the results found while conducting this research study. It demonstrates the results found during the testing part of the designed e-commerce site from desktop computers and mobile devices as well as the results found when analysing eBay, Amazon and Google's search engine. Furthermore, it shows a list of results found during the theoretical part of this research study, both for desktop computers and mobile devices.

7.1 Result findings for desktop computers

The research study about desktop computers found out that there are some simple design elements that users look for when browsing through the web, especially when it comes to online shopping or searching for keywords on Google's search engine. The following points tell about basic web standards for layout, elements that web users like, elements that annoy or hinder browsing and specific facts for designing e-commerce websites.

According to the findings throughout this research study, basic web standards for page layout that users look for are:

- Home button should be found at the top-left part of the page
- Company logo should be at the top-left corner
- Search field should be placed at the top-right part of the page
- Shopping cart icon would be expected at the top-right corner
- Login button should be at the upper-right area
- Utility navigation belongs at the very bottom of the page and should be designed visually weaker than the rest of the page
- Menu should stand out with colour or graphics and be placed horizontally at the top area
- Different sections of a webpage should be clearly visible by white space, colour or borders
- Headers for different sections should stand out
- Nothing should look clunky or remind of advertisements.

Design elements that seem to especially attract web users' eyes:

- Plain text broken in sections with enough white space surrounding them
- Attractive and smiling faces
- Real-looking people
- Good-quality images.

A few elements that frequently annoy web users while browsing through websites and should be avoided if possible are:

- Fixed image sizes for small images; the user wants to have the option to expand product pictures
- A wall of text overwhelms the user
- Images that look like advertisement are many times overlooked by the user
- Bad-quality images can misinform the user about the quality of a product
- Unattractive people do not call online shoppers' attention
- Too little white space makes it hard for the user to read page content
- Unnecessary product information makes the user bored of reading

- Small or non-existing product descriptions can make the user give up on a purchase due to the lack of information.

A few more facts found during this research designers should keep in mind, especially when designing e-commerce websites, are:

- Navigation should be kept simple and functional
- Call-to-action bar should be clearly visible
- Bullets points help for easy reading
- Buttons should be clearly visible
- Bigger product images are a plus for a more detailed view.

The usability test results from testing the designed e-commerce website for desktop computers, seen in chapter 6.4.1, suggest a few changes such as:

- Using a different icon for shopping cart; current icon was confusing
- Euro sign was perceived as being too big; a smaller font would be welcome
- Recommended slider behaviour should be changed; the automatic sliding-back action was disturbing
- Make recommended slider more distinctive from the content and ultimately more visible
- Customer support number was confusing; users would like to have “customer support” text written below the number in order to know what the number stands for
- Adding search suggestions to search bar would make searching faster
- Product picture frames should be made static; picture behaviour when hovering over was confusing
- Adding product filtering option on the left panel would balance the page and make searching for products easier
- Adding the option for product ratings would be appreciated by some of the test users.

The research authors found a few more problems when testing the site using the 20 heuristics rationale guidelines found in chapter 6.5.3:

- The main menu buttons are too small and unclear

- Direct customer service calling button is missing
- Registration button is missing from the main page; user has to go through my account button in order to get to registration
- Checkout button is missing; user has to go to cart in order to be able to check out
- Black website colour could present a cultural issue in Western and Indian culture.

These results indicate that online browsers want to get their tasks done and get results as quickly as possible, instead of having to first figure out how a website works, or even worse, being hindered by useless content or disturbing advertisements.

7.2 Result findings for mobile devices

This research found out that reading complex content on mobile overwhelms users, since the average score on Cloze tests achieved by mobile device testers was less than half of that achieved by desktop computers testers. Objectivity is crucial on smaller screens, and even long news articles featuring side stories will be frowned upon by many.

Here are some points that users dislike when reading webpages on mobile devices:

- Users avoid complex content, since they have to memorize content that is not on screen anymore to understand the full context
- Lengthy text, such as in news reports with side stories that do not add to the actual fact, are also frowned upon; users want to “kill time” while not wasting it
- Constant scrolling back and forth through a long text takes attention away from what is on screen, making it easier for users to get lost on the page
- Lengthy navigation bars overwhelm users, as they are either too small to be properly read on a small screen or have too many items, impairing comprehension.

The key for mobile-ready websites is to go straight to the point, cutting secondary content that adds too much to the length of a page whenever it does not add to the page’s goal; the same principle of quickly scanning through a webpage found in desktop computers’ users is valid for mobile users, as well. Sharper pages will load faster and please users more.

Heat-map tests on mobile suggest users tend to fixate their eyes more on the top part of the screen and give most of their attention to the first three viewports of the page. This means that the first four results in Google's search results are the most noticed by the users, since those are within the average two scrolls users do before choosing where to go, and also that ads placed by Google at the top of the page will be noticed by most users.

Business-to-consumer websites should pay attention to their mobile version, as well. The main challenge is to keep all the necessary information for users to analyse and close the deal, while deferring less-important content to secondary pages.

Here are some guidelines that should help developers with this task:

- A separate version designed specifically for small mobile devices should be developed if the page is based on adaptive design
- Users should reach the mobile site automatically when typing the site's address on the device, and a link to the mobile site should be present in the desktop version page, so users can still access the mobile version if redirection fails
- Likewise, a link to the desktop version should be accessible from the mobile page, if users need to use features not available on mobile
- Links to the website sent over e-mail or social media should detect the mobile device and land users at the requested page, instead of sending them to the website's home
- Essential elements on b2c websites like the shopping cart, categories menu and search fields should be presented at the top of the page, for easy access
- It is a good idea to keep the search box and shopping cart always visible if the page is too long, though the "sticky" header should not take too much space on screen
- Less-important content should be cut out from the mobile website; developers should send such content to secondary pages, to reduce word count and improve loading times
- Responsive design is a good solution to make the website uniform and keep its functionalities optimized across platforms
- Buttons, hyperlinks and text boxes should be large to ensure users will be able to access features from the page without clicking somewhere else inadvertently

- Clickable objects like buttons and hyperlinks should stand out from the ordinary text, to tell users right away such elements are meant to be clicked.

Tests run on mobile devices for the sample website had similar results of those achieved on desktop computers, as the guidelines described in the theoretical background of this research for mobile are also valid: customers are used to find items that aid shopping at the top part of the website and secondary information on the footer of those pages.

The heuristics rationale applied by the research author has been used for mobile testing as well. Besides the results already mentioned in chapter 7.1, which shows some issues shared between desktop and mobile websites, the mobile version website presented a problem of its own: the absence of a search function, which impairs users trying to find a product on the website.

The results conclude that even when users are browsing the web with time to spare, they do not want to waste time with content that will not add value to the page. Sites with lean text and figures that help users to understand the page are preferred over websites with lengthy content that requires too much scrolling and reading. E-commerce websites should pay special attention to that, by using high-quality images and call-to-action elements easy to find, and large enough to make the user feel comfortable and in control when shopping.

8 Further research

This research study gives a good overall understanding of how people read Google's search engine and e-commerce websites. There are, however, many areas like search engine optimization for e-commerce business where much more research would be needed in order to get the full potential of an online store.

Likewise, smartphones, tablets and mobile networks are in constant evolution, and the more those technologies advance, the more users adopt them as additional means of accessing the Internet, with many people having mobile devices as their only source of

browsing websites. Studies focusing on the technological aspect of mobile devices, detecting strengths and weaknesses of mobile operating systems when it comes to browsing the web, can be beneficial also for developers, who would consider such aspects when creating websites specifically for this audience.

The World Wide Web is a global phenomenon and more research should be done on cultural differences in web design, more specifically on the Chinese ever-growing market. China's e-commerce website Alibaba is amongst the leading online web stores; therefore, it would be vital that the website's usability principles would be researched and analysed. This would give a good overview on how cultural differences could be used as an advantage when designing websites.

The web is constantly changing, and the timespan between major changes is getting shorter and shorter. The same is valid for designing and usability guidelines – although some concepts seem to persist over major technology shifts, other theories need to keep up-to-date with the new tendencies. In such scenario, researches done today might be obsolete two years from now.

Computer screen sizes keep changing rapidly as well and, with that, the website layouts change accordingly. It is important for e-commerce businesses to keep conducting usability tests in order to fulfil online shoppers' needs and wishes.

9 Conclusions

The research findings for desktop computers indicate that users scan through a webpage rather than read thoroughly in a word-by-word manner. Even though designers have little control over personal preferences, it seems that users look for a standard type of webpage that has little text, is clutter-free and easy to use. Drastic changes in layout are not welcome and require a learning curve; the online user wants to have a user-friendly and comfortable feeling while searching for information without getting overwhelmed.

The layout should have the company logo at the top-left corner of the website. The call-to-action buttons, such as shopping cart, account registration and checkout button, belong at the top-right area of the webpage. The search bar should be large enough to make it easier to write as much search information as possible and positioned at the upper-right section of the page, just below the call-to-action buttons, and with enough white space surrounding it to make it clearly visible. White space is also important for easy text reading and it is recommended to keep enough spacing throughout the content of the website.

Overall, the page should be clutter-free and without unnecessary content; it should contain little text and keep a healthy balance between contrast and colours. Advertisement should look like it belongs to the rest of the page content or, if possible, be completely avoided, as it could mislead the user about the seriousness of a company.

The mobile market is growing bigger every year, due to technology improvements on devices and networks. As a consequence, more and more people adopt smartphones and tablets as additional ways of accessing the Internet; in fact, many of them not even use desktop computers for that purpose anymore. Having business-to-consumer websites mobile-ready can give companies the advantage needed in a competitive market, where users hop from one site to another in a matter of seconds if they find that the website is not attractive or easy to use.

Because mobile devices and networks have only recently reached satisfactory features and speeds when comparing to desktop computers, few studies have been conducted in the area so far, though users' behaviours share many features of those from the desktop environment. Websites on mobile should be concise and straight to the point: because users read on average only 120 words before deciding whether to stay or leave the page, the blend between images and text need to be considered to catch the users' attention.

Lengthy content should be avoided whenever possible, with extra information being deferred to secondary pages. Images should be large and clear enough, and call-to-action elements are expected on the top of the page. The smaller screens of smartphones re-

quire buttons, hyperlinks and text fields to be large and well-spaced enough to avoid the “fat finger” problem, when users click accidentally someplace else because of elements that are too close and too small on the screen.

Cultural aspects should also be studied by companies that want to enter different markets. Religion beliefs and popular culture define which colours and images similar societies expect to find when accessing a website, which means that what is attractive for most of the Western world might not be seen with good eyes in the Middle East or in Asian countries. Designers should be well aware of those aspects when choosing a palette of colours and sets of images, and coming up with local websites can be a good idea when the company wants to reach distant markets.

The testing results prove that the guidelines found during the theoretical study, listed in the research results chapter and used to design the testing website, are valid recommendations every designer should use. The overall layout of the e-commerce site was perceived as positive by the test subjects, and they all would consider shopping at this site once the e-commerce page is fully implemented and ready to use. The click map and the scrolling map from chapter 6.5 show that most of the content was seen by the test users, which makes the sample page a good example to follow.

The goal of this research was to evaluate the guidelines for web design found in the literature. Testing was performed by constructing a test webpage and testing it with several users. The objectives were achieved and the results give the reader, as well as the thesis authors, a clear picture that web design is a complex mixture of design, human psychology and coding.

References

Amazon 2014. Amazon. URL: <http://www.amazon.com>. Accessed: 26 Sep 2014.

Arno, C. 2010. How web designers can adopt a global mind-set. URL: http://sixrevisions.com/web_design/how-web-designers-can-adopt-a-global-mindset. Accessed: 02 Sep 2014.

Bergstrom, J. & Schall, A. 2014. Eye tracking in user experience design. Morgan Kaufmann, Massachusetts.

Boulton, M. 2007. Whitespace. URL: <http://alistapart.com/article/whitespace>. Accessed: 02 Sep 2014.

Cbi 2014. Central Bank of Iraq. URL: <http://www.cbi.iq/?pid=Home&lang=ar>. Accessed: 17 Aug 2014.

Chapman, C. 2010. Color theory for designers, Part 1: The meaning of color. URL: <http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/>. Accessed: 07 Sep 2014.

Chapman, C., Maier, A., Travis, D., Fadeyev, D., Inchauste, F., Bradley, S. & Friedman, V. 2012. Psychology of web design. Smashing Media GmbH, Freiburg.

Chui Chui, T. 2008. What people see before they buy. URL: http://www.cxpartners.co.uk/cxblog/what_people_see_before_they_buy_design_guidelines_for_ecommerce_product_pages_with_eyetracking_data. Accessed: 15 Aug 2014.

Clicktale 2007a. Clicktale scrolling research report. URL: <http://blog.clicktale.com/2007/10/05/clicktale-scrolling-research-report-v20-part-1-visibility-and-scroll-reach>. Accessed: 15 Aug 2014.

- Clicktale 2007b. Are your web visitors really paying attention? URL: <http://blog.clicktale.com/2007/12/04/clicktale-scrolling-research-report-v20-part-2-visitor-attention-and-web-page-exposure>. Accessed: 15 Aug 2014.
- Cousins, C. 2012. Color and cultural design considerations. URL: <http://www.webdesignerdepot.com/2012/06/color-and-cultural-design-considerations/>. Accessed: 18 Aug 2014.
- Crazy Egg 2014. Visualize your visitors. URL: <http://www.crazyegg.com>. Accessed: 12 Oct 2014.
- Creative Bloq 2013. 18 brilliantly responsive ecommerce sites. URL: <http://www.creativebloq.com/web-design/responsive-ecommerce-websites-12121456>. Accessed: 16 Aug 2014.
- Djamasbi, S., Hall-Phillips, A. & Yang, R. SERPs and ads on mobile devices: an eye tracking study for generation Y. URL: <http://digitalcommons.wpi.edu/cgi/viewcontent.cgi?article=1001&context=uxdmrl-pubs>. Accessed: 03 Aug 2014.
- eBay 2014. eBay. URL: <http://www.ebay.com>. Accessed: 26 Sep 2014.
- Everdell, I. 2011. Keeping an eye on Google – Eye tracking SERPs through the tears. URL: <http://blog.mediative.com/en/2011/08/31/eye-tracking-google-through-the-years>. Accessed: 04 Aug 2014.
- Forrest, B. 2009. Bing and Google agree: slow pages lose users. URL: <http://radar.oreilly.com/2009/06/bing-and-google-agree-slow-pag.html>. Accessed: 04 Aug 2014.
- Google 2014. Google. URL: <http://www.google.fi>. Accessed: 26 Sep 2014.

- Google Analytics 2014. Web analytics & reporting. URL:
<http://www.google.com/analytics/>. Accessed: 3 Nov 2014.
- Ikea 2014a. Ikea US. URL: <http://www.ikea.com/us/en>. Accessed: 11 Oct 2014.
- Ikea 2014b. Ikea Saudi Arabia. URL: <http://ar.ikea.com/sa/ar>. Accessed: 11 Oct 2014.
- Internet Live Stats 2014a. Total number of websites. URL:
<http://www.internetlivestats.com/total-number-of-websites>. Accessed: 25 May 2014.
- Internet Live Stats 2014b. Number of internet users. URL:
<http://www.internetlivestats.com/internet-users>. Accessed: 25 May 2014.
- Ismail, F. 2012. Practical approach in web design and usability issues. Bachelor thesis. HAAGA-HELIA University of Applied Sciences. Pasila. URL:
<http://publications.theseus.fi/handle/10024/47438>. Accessed: 05 Aug 2014.
- Knight, K. 2011. Responsive Web Design: What It Is and How To Use It. URL:
<http://www.smashingmagazine.com/2011/01/12/guidelines-for-responsive-web-design/>. Accessed: 19 Nov 2014.
- Kollin, Z. 2013. Myth #1: People read on the web. URL:
<http://uxmyths.com/post/647473628/myth-people-read-on-the-web>. Accessed: 04 Sep 2014.
- Krug, S. 2006. Don't make me think. 2nd edition. New Riders Press, California.
- Krug, S. 2014. Don't make me think, Revisited. 3rd edition. New Riders Press, California.
- Lagun, D., Hsieh, C., Webster, D. & Navalpakkam V. 2014. Towards better measurement of attention and satisfaction in mobile search. URL:

http://www.mathcs.emory.edu/~dlagun/pubs/attention_mobile_sigir2014.pdf. Accessed: 06 Sep 2014.

Lauesen, S. 2005. User interface design. Pearson Education. Essex.

Leggett, D. 2010. A brief history on eye-tracking. URL: <http://www.uxbooth.com/articles/a-brief-history-of-eye-tracking>. Accessed: 03 Sep 2014.

Lomas, N. 2014. Gartner: Smartphone sales finally beat out dumb phone sales globally in 2013, with 968M units sold. URL: <http://techcrunch.com/2014/02/13/smartphones-outright-dumb-phones-globally/>. Accessed: 02 Aug 2014.

Marcos, MC., Garcia-Gavilanes, R., Pasarin, L. & Bataineh, E. 2013. Cultural differences on seeking information: an eye tracking study. URL: http://repositori.upf.edu/bitstream/handle/10230/20943/CHI_mcmarcos.pdf?sequence=1. Accessed: 04 July 2014.

Maughan, L. 2009. Cuing customers to look at your key messages. URL: <http://thinkeyetracking.com/2009/06/cuing-customers-to-look-at-your-key-messages>. Accessed: 14 Aug 2014.

Mongoose Metrics 2012. Mobile readiness study results show interesting insights on state of mobile readiness. URL: <https://www.mongoosemetrics.com/blog/184-mobile-readiness-study-results-show-interesting-insights-on-state-of-mobile-readiness>. Accessed: 02 Aug 2014.

Nielsen, J. 2006. How people read on the web: the eyetracking evidence. URL: <http://www.nngroup.com/articles/f-shaped-pattern-reading-web-content>. Accessed: 04 Aug 2014.

- Nielsen, J. 2010. Horizontal attention leans left. URL:
<http://www.nngroup.com/articles/horizontal-attention-leans-left/>. Accessed: 19 Aug 2014.
- Nielsen, J. 2010. How many test users in a usability study. URL:
<http://www.nngroup.com/articles/how-many-test-users>. Accessed: 24 Oct 2014.
- Nielsen, J. & Pernice, K. 2006. Eyetracking web usability. New Riders Press, California.
- Nielsen, J. & Budiu, R. 2013. Mobile usability. New Riders Press, California.
- One Lily 2013. Cultural sensitivity in web design. URL:
<http://www.onelily.com/2013/03/06/cultural-sensitivity-in-web-design/>. Accessed: 8 Nov 2014.
- PewResearch 2014. World distribution of Christian population. URL:
<http://features.pewforum.org/global-christianity/world-maps/weighted-christian.php>. Accessed: 17 Aug 2014.
- Richard. 2013. Who is hosting this?. Responsive design: getting it right. URL:
<http://www.whoishostingthis.com/blog/2013/06/26/responsive-design-infographic/>. Accessed: 03 Aug 2014.
- Sandbox 2014. Sandbox electronics. URL: <http://sandbox.bacso.net>. Accessed: 12 Oct 2014.
- Sauro, J. 2011. What's the difference between a heuristic evaluation and a cognitive walkthrough? URL: <http://www.measuringu.com/blog/he-cw.php>. Accessed: 13 Oct 2014.
- Sauro, J. 2012. How effective are heuristic evaluations? URL:
<http://www.measuringusability.com/blog/effective-he.php>. Accessed: 06 Oct 2014.

Schade, A. 2004. Ecommerce UX: 3 design trends to follow and 3 to avoid. URL: <http://www.nngroup.com/articles/e-commerce-usability>. Accessed: 16 Aug 2014.

Sounders, S. 2009. Velocity and the bottom line. URL: <http://radar.oreilly.com/2009/07/velocity-making-your-site-fast.html>. Accessed: 16 Aug 2014.

StatCounter 2014. StatCounter Global Stats. Comparison from Dec 2012 to July 2014. Platform comparison. Worldwide. URL: <http://gs.statcounter.com/#all-comparison-ww-monthly-201212-201407>. Accessed: 02 Aug 2014.

Stathoyiannis, Y. 2013. Color perception by culture. URL: <http://infographicsmania.com/color-perception-by-culture>. Accessed: 17 Aug 2014.

Statista 2014. Mobile commerce spending as percentage of e-commerce in selected European countries from 2010 to 2014. URL: <http://www.statista.com/statistics/281256/mobile-commerce-as-percentage-of-e-commerce-sales>. Accessed: 05 Aug 2014.

Svarre, K. 2011. Content Management System (CMS). URL: <http://searchsoa.techtarget.com/definition/content-management-system>. Accessed: 02 Oct 2014.

Techterms 2013. Web design. URL: http://www.techterms.com/definition/web_design. Accessed: 03 Sep 2014.

Turk, V. 2014. The future of the web is as much about psychology as technology. URL: <http://motherboard.vice.com/read/the-future-of-the-web-is-as-much-about-psychology-as-technology>. Accessed: 21 Oct 2014.

Weinschenk, S. 2009. Neuro web design. New Riders Press, California.

Wikipedia 2014. Adobe Photoshop. URL:
http://en.wikipedia.org/wiki/Adobe_Photoshop. Accessed: 09 Oct 2014.

Wordpress 2014. About Wordpress. URL: <https://wordpress.org/about/>. Accessed: 02 Oct 2014.

World Wide Web Consortium (W3C) 1999. Tim Berners-Lee Biography. URL:
<http://www.w3.org/People/Berners-Lee>. Accessed: 02 July 2014.

Appendices

Appendix 1. Google Search Engine desktop computer with search word

Google haaga-helia

Web Images Maps Videos Books More Search tools

About 327,000 results (0.27 seconds)

haaga-helia
www.haaga-helia.fi/en
Through education, research and development, HAAGA-HELIA prepares professionals for business and services.

Haaga-Helia
HAAGA-HELIA kouluttaa ilke-elämän ja palveluelinkeinojen ...

Kirjasto
HAAGA-HELIA:n kirjastoUutuudet (klikkaa otsikkoa) Etiketit on ...

Ammatillinen ...
HAAGA-HELIA:n ammatillisen opettajakorkeakoulun ...

More results from haaga-helia.fi »

International HAAGA-HELIA
HAAGA-HELIA is an international and multicultural learning ...

Master's Degree Program...
HAAGA-HELIA offers nine Master's level degree programmes of ...

Bachelor Degree Programmes
... In English. Degree programmes conducted in English, daytime ...

HAAGA-HELIA ammattikorkeakoulu
www.haaga-helia.fi/ - Translate this page
4.4 ★★★★★ 9 Google reviews · Write a review · Google+ page

Bangårdsvägen 13, 00520 Helsingfors
09 229611

Haaga-Helia Launchpad - Pasila
hhp.info/ -
Kaikki mitä Haaga-Helian opiskelija tarvitsee, suoraan yhdessä paikassa. Saatavilla mm. lukujärjestykset, ruokalistoja, sää, sekä linkit koulun palveluihin.

Haaga-Helia University of Applied Sciences - Wikipedia, the ...
en.wikipedia.org/wiki/Haaga-Helia_University_of_Applied_Sciences
Haaga-Helia University of Applied Sciences (Finnish: Haaga-Helia ammattikorkeakoulu, Swedish: Haaga-Helia yrkeshögskola, formerly Helsinki Business ...

Haaga-Helia ammattikorkeakoulu – Wikipedia
fi.wikipedia.org/wiki/Haaga-Helia_ammattikorkeakoulu
Haaga-Helia ammattikorkeakoulu on 1. tammikuuta 2007 toimintansa aloittanut ammattikorkeakoulu, joka muodostettiin yhdistämällä Helsingin liiketalouden ...

haagahelia's Profile • Instagram
instagram.com/haagahelia
HAAGA-HELIA ammattikorkeakoulu (official) HAAGA-HELIA University of Applied Sciences, Finland Hosted by HAAGA-HELIA communications / Tarja ...

AIESEC HAAGA-HELIA
www.aiesecih.fi
There are less than 12 hours left to apply for joining AIESEC HAAGA-HELIA! If you have been thinking about applying but haven't yet, now is the time. Act now ...

HAAGA-HELIA ammattikorkeakoulu - Likes | Facebook
www.facebook.com/haagaheliaAMK/likes
HAAGA-HELIA ammattikorkeakoulu. 6163 likes · 51 talking about this. HAAGA-HELIA avaa ovet työelämään.----Your Door to employment opportunities.

Searches related to haaga-helia

haaga-helia moodie haaga-helia winhawille
haaga-helia sähköposti haaga-helia kirjasto
haaga-helia opintotoimisto haaga-helia mynet
haaga-helia malmi haaga-helia liiketalous

Googooooooooogle >
1 2 3 4 5 6 7 8 9 10 Next

● Helsinki - From your Internet address - Use precise location - Learn more
Help Send feedback Privacy & Terms

Haaga-Helia University of Applied Sciences
University in Helsinki, Finland

Directions

Haaga-Helia University of Applied Sciences is one of Finland's largest business polytechnics. It is an open polytechnic, owned by a foundation run by Helsinki's business community. The school's primary facilities are in Pasila, Helsinki. Wikipedia

Address: Bangårdsvägen 13, 00520 Helsingfors
Phone: 09 229611

People also search for

View 5+ more

Aetropc Helsinki
University of Applied Sciences
Helsinki Metropolia University ...
Helsinki

LAUREA Vammala
University of Applied Sciences
Vammala

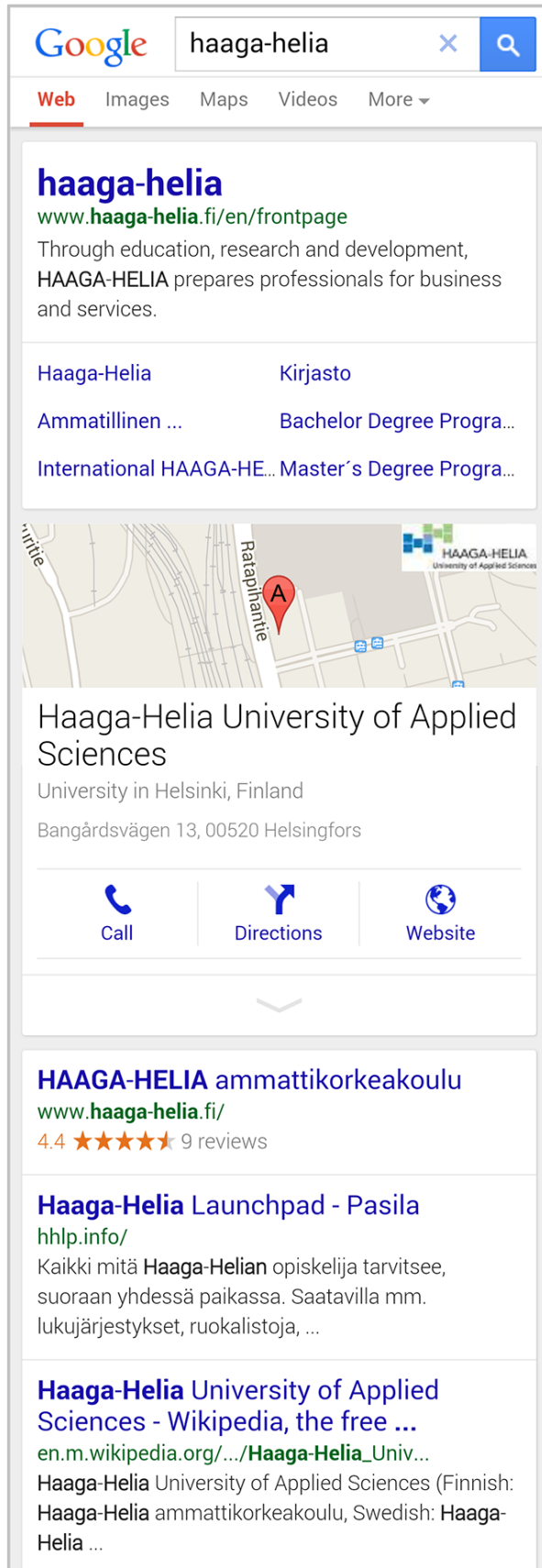
UNIVERSITY OF HELSINKI Helsinki

Aalto Universit Espoo

IAM UNIVERSITY OF APPLIED SCIENCES
Hämeenlinna

Feedback

Appendix 2. Google Search Engine smartphone with search word



Haaga-Helia ammattikorkeakoulu – Wikipedia

fi.m.wikipedia.org/.../Haaga-Helia_amma...

Haaga-Helia ammattikorkeakoulu on 1. tammikuuta 2007 toimintansa aloittanut ammattikorkeakoulu, joka muodostettiin ...

haagahelia's Profile • Instagram

instagram.com/haagahelia

HAAGA-HELIA ammattikorkeakoulu (official)

HAAGA-HELIA University of Applied Sciences, Finland Hosted by ...

AIESEC HAAGA-HELIA

www.aiesechh.fi/

There are less than 12 hours left to apply for joining AIESEC HAAGA-HELIA! If you have been thinking about applying ...

HAAGA-HELIA ammattikorkeakoulu - Likes | Facebook

<https://www.facebook.com/HaagaHeliaA...>

6163 likes · 51 talking about this. HAAGA-HELIA avaa ovet työelämään.---Your Door to employment opportunities.

Related searches

haaga-helia **moodle**

haaga-helia **sähköposti**

haaga-helia **opintotoimisto**

haaga-helia **malmi**

haaga-helia **winhawille**

haaga-helia **kirjasto**

haaga-helia **mynet**

haaga-helia **liiketalous**

Next >

● Location unavailable - [Learn more](#)

[Sign in](#)

[Settings](#)

[Help](#)

[Feedback](#)

[Privacy & Terms](#)

Appendix 3. Google Search Engine tablet with search word

The screenshot displays a Google search interface on a tablet. The search bar at the top contains the text "haaga helia". Below the search bar, there are navigation tabs for "Web", "Images", "Maps", "Books", "Videos", and "More", along with a "Search tools" link. The search results are organized into several sections:

- Search Results:** The first result is for "haaga-helia" with the URL www.haaga-helia.fi/en. The snippet reads: "HAAGA-HELIA University of Applied Sciences has started to train vocational teachers in Bogota, Columbia. The operation began in August 2014 and will I ...". Below this are four links: "Bachelor Degree ...", "International ...", "For Applicants", and "International".
- Map:** A map of Helsinki, Finland, showing the location of Haaga-Helia University of Applied Sciences. The map includes labels for "Messukeskus", "Helsingin Messukeskus", "Pyöräilyst", and "HAAGA-HELIA University of Applied Sciences".
- Business Listing:** A section titled "Haaga-Helia University of Applied Sciences" with the address "University in Helsinki, Finland". It includes a "Directions" button and a description: "Haaga-Helia University of Applied Sciences is one of Finland's largest business polytechnics. It is an open polytechnic, owned by a foundation run by Helsinki's business community. The school's primary facilities are in Pasila, Helsinki. [Wikipedia](#)". The address is "Bangårdsvägen 13, 00520 Helsingfors, Finland" and the phone number is "+358 9 229611".
- More about Haaga-Helia University of Applied Sciences:** A link to explore more information.
- HAAGA-HELIA ammattikorkeakoulu:** A link to the university's website with a rating of 4.4 stars and 9 Google reviews.
- Haaga-Helia University of Applied Sciences - Wikipedia, the free ...:** A link to the university's Wikipedia page.
- Haaga-Helia Launchpad - Pasila:** A link to the launchpad website with a description: "Kaikki mitä Haaga-Helian opiskelija tarvitsee, suoraan yhdessä paikassa. Saatavilla mm. lukujärjestykset, ruokalistoja, sää, sekä linkit koulun palveluihin."
- haagahelia's Profile • Instagram:** A link to the university's Instagram profile.

HAAGA-HELIA ammattikorkeakoulu | Facebook

<https://www.facebook.com/HaagaHeliaAMK> - Translate this page

HAAGA-HELIA ammattikorkeakoulu. 6 187 tykkäystä · 36 puhuu tästä. **HAAGA- HELIA** avaa ovet työelämään.----Your Door to employment opportunities.

AIESEC HAAGA-HELIA

www.aiesechh.fi/

"When a leader makes the choice to put the safety and lives of the people inside the organization first, to sacrifice their comforts and sacrifice the tangible results, ...

HAAGA-HELIA University of Applied Sciences - Helsinki - Finland ...

www.mastersportal.eu/.../haaga-helia-university-of-applied-sciences.html

Haaga-Helia University Of Applied Sciences (Helia) is Finland's largest business polytechnic. It is an open polytechnic, owned by a foundation.

Verkkokauppa - Haaga-Helia

shop.haaga-helia.com/ - Translate this page

Tervetuloa ostoksille **HAAGA-HELIA** ammattikorkeakoulun verkkokauppaan! Alla poimintoja uusimmista verkkokauppatuotteistamme.

Related searches

- haaga helia **pasila** haaga helia **avoimet työpaikat**
- haaga helia **mynet** haaga helia **university of applied scienc...**
- haaga helia **moodle** haaga helia **international business**
- haaga helia **liiketalous** haaga helia **library**

Next >

● **Unknown** - Use precise location - Learn more

[Settings](#) [Help](#) [Send feedback](#) [Privacy & Terms](#)

[Sign in](#)

Appendix 4. Amazon desktop computer without search word

The screenshot displays the Amazon homepage with the following sections:

- Header:** Amazon logo, navigation links (Your Amazon.com, Today's Deals, Gift Cards, Sell, Help), and user account options (Hello, Sign in, Your Account, Try Prime, Cart, Wish List).
- Amazon Fashion:** A featured banner for coats with two models and a "SHOP COATS" button.
- fire HD:** Promotional banner for the Fire HD tablet, offering 12 months of Prime for \$0.99.
- New from iRobot:** Advertisement for the Roomba 870 vacuum cleaning robot.
- Introducing the Bluetooth Audio Receiver from Amazon:** Advertisement for a Bluetooth audio receiver.
- Included with Prime Membership at No Additional Cost:** A row of movie covers including "All is Lost", "The Duchess", "Star Trek Into Darkness", "The Woman in Black", "Jack Reacher", "Marvel's The Avengers", and "World War Z".
- What Other Customers Are Looking At Right Now:** A row of product recommendations including a Fire HDX tablet, iPhone 6 case, Gigabyte GTX 970 graphics card, another Fire HDX tablet, Super Smash Bros. for Nintendo 3DS, an iPhone 6 screen protector, and a Deadly Allies 2 SBC game.
- Digital Cameras Best Sellers:** A row of digital camera products including Nikon COOLPIX L830, Kodak Easyshare C195, Olympus Stylus VG-190, Nikon D3200, Canon EOS Rebel T3i, Nikon D750, and Canon PowerShot SX510 HS.
- Your Recently Viewed Items and Featured Recommendations:** A section with a "Sign In" button and a link for new customers.
- Footer:** "amazon.com" logo, international site links (Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Spain, United Kingdom), and a grid of partner company logos (e.g., BarnesandNoble.com, Amazon Web Services, Audible, etc.).

Appendix 5. Amazon desktop computer with search word

The screenshot displays the Amazon.com search results for "samsung galaxy note". The page layout includes a top navigation bar with the Amazon logo, search bar, and account links. Below the search bar, there are filters for "Department" and "Refine by". The main content area is a grid of product listings, each featuring a product image, title, price, and key specifications. The left sidebar contains navigation and filtering options like "Tablet Display Size", "Brand", "Netbook & Tablet PC Weight", "Second Webcam Resolution", "Tablet PC Operating System", "Cell Phone Display Size", "Wireless Carrier", "Cell Phone Compatibility", "Packaging Option", "Avg. Customer Review", "New & Upcoming", "International Shipping", "Condition", "Price", and "Seller".

Product Listings:

- Samsung Galaxy Note 10.1 2014 Edition (32GB, Black)**: \$669.99 with contract. Available for Pre-order. Item will be released on October 23, 2014. FREE Shipping.
- Samsung Galaxy Note 4, Charcoal Black 32GB (Verizon Wireless)**: \$299.99 with contract. Available for Pre-order. Item will be released on October 23, 2014. FREE Shipping.
- Samsung Galaxy Note 10.1 2014 Edition (16GB, Black)**: \$499.99 with contract. Available for Pre-order. Item will be released on October 23, 2014. FREE Shipping.
- Samsung Galaxy Note 3, Black 32GB (Verizon Wireless)**: \$99.99 with contract. Usually ships in 2 to 4 weeks. FREE Shipping.
- Samsung Galaxy Tab 4 (7-Inch, White)**: \$499.99. Click to see price. Get it by Thursday, Oct 2. FREE Shipping and 1 more promotion.
- Samsung Galaxy Note 4 SM-N910 White Factory Unlocked International Model**: \$904.48. FREE Shipping.
- Samsung Galaxy Note 8.0 (16GB, White) 2013 Model (Refurbished)**: \$399.99 to \$349.95. Get it by Thursday, Oct 2. FREE Shipping.
- Galaxy Note SGH-I717-4G LTE UNLOCKED AT&T World Phone (CARBON BLUE) - 16GB Memory - DUAL CORE Processor - No Contract...**: \$260.88. Only 19 left in stock - order soon. FREE Shipping.
- Samsung Galaxy Note 8.0 16GB White (Certified Refurbished)**: \$399.99 to \$199.99. Get it by Thursday, Oct 2. FREE Shipping.
- Samsung Galaxy Note 4, Charcoal Black 32GB (Sprint)**: \$299.99 with contract. Available for Pre-order. Item will be released on October 17, 2014. FREE Shipping.
- Samsung Galaxy Note 4 SM-N910 Factory Unlocked International Model Gold**: \$904.48. FREE Shipping.

- PhilPlayes (35,343)
 - Riki Knight LLC (32,621)
 - EKATOM (22,645)
 - NuVur (22,036)
 - Newlos (21,227)
 - Isanca Taylor Shop (19,258)
 - See more
- Availability
- Include Out of Stock

Camera: 16-MP
 Processor Speed: 2.7 GHz
 OS: Android 4.4 (KitKat)



Samsung Galaxy Note N7000 16GB Unlocked Android Smartphone - Dark Blue
 \$200.00 used (10 offers)
 ★★★★★ (1236)
 Product Description
 16GB internal memory. The Samsung Galaxy Note N7000 Unlocked Cell Phone...



Samsung Galaxy Tab 4 (10.1-inch, White)
 \$449.99. Click to see price updates
 Get it by Thursday, Oct 2
 FREE Shipping and 1 more promotion
 More Buying Choices
 \$242.19 used & new (52 offers)
 ★★★★★ (172)
 Product Description
 ... browsing the web, or reading, the Samsung Galaxy Tab 4 features a 10...



Samsung Galaxy Note SGH-I717 Black - AT&T Wireless
 \$244.00 Prime
 Only 10 left in stock - order soon.
 FREE Shipping
 More Buying Choices
 \$241.88 new (5 offers)
 \$140.00 used (9 offers)
 ★★★★★ (187)
 Product Description
 ... The Samsung Galaxy Note SGH-I717 is a unique device bridging the gap...



Samsung Galaxy Note 3 II SM-N900 Factory Unlocked International Version 32GB BLACK
 \$499.00 Prime
 Get it by Thursday, Oct 2
 FREE Shipping
 More Buying Choices
 \$238.72 new (5 offers)
 \$148.00 used (13 offers)
 ★★★★★ (1257)
 Product Description
 ... exclusive Apps for taking notes, sketching, and more. Other key...



Samsung Galaxy Note 4, Frosted White 32GB (Sprint)
 \$499.99 Prime
 Get it by Thursday, Oct 2
 FREE Shipping
 More Buying Choices
 \$238.72 new (5 offers)
 \$148.00 used (13 offers)
 ★★★★★ (1257)
 Product Description
 ... exclusive Apps for taking notes, sketching, and more. Other key...



Samsung Galaxy Note 3 II SM-N900 Factory Unlocked International Model
 \$903.89
 FREE Shipping
 More Buying Choices
 \$559.00 new (3 offers)
 ★★★★★ (14)



Samsung Galaxy Note II, Titanium 16GB (AT&T)
 \$181.85 used without contract (7 offers)
 ★★★★★ (92)
 Product Description
 The Samsung Galaxy Note II SGH-I317 blurs the line between phone and...



Samsung Galaxy Note II N7100 16GB Gray-Unlocked International Phone
 \$699.00 Prime
 Get it by Thursday, Oct 2
 FREE Shipping
 More Buying Choices
 \$448.55 new (3 offers)
 \$229.00 used (54 offers)
 ★★★★★ (348)
 Product Description
 ... with browsing experience with the Samsung Galaxy Note 2. The generous 5...



Samsung Galaxy Note 4, Frosted White 32GB (Sprint)
 \$299.99 with contract
 Available for the order. This item will be released on October 17, 2014.
 FREE Shipping
 More Buying Choices
 \$730.00 new without contract
 Product Description
 ... both inside and out, the Samsung Galaxy Note 3 for Sprint is more...



FYYB Classic Slim Fit Folio Leather Case for Samsung Galaxy Note Pro 12.2 Blue
 \$5.99 Prime
 Order in the next 15 hours and get it by Friday, Oct 03
 Available from fyybcase



Snugg Galaxy Note 8 Leather Case in Baby Blue
 \$29.99 Prime
 Order in the next 18 hours and get it by Friday, Oct 03
 Available from ThriveUp



FYYB Ultra Slim Magnetic Smart Cover Case for Samsung Galaxy Note Pro 12.2-inch Cyan
 \$6.99 Prime
 Order in the next 16 hours and get it by Friday, Oct 03
 Available from fyybcase

Previous Page 1 2 3 ... 400 Next Page

Search Feedback
 Did you find what you were looking for? Yes No
 If you need help or have a question for Customer Service, please visit the Help Section.

Search powered by AOL

Your Recently Viewed Items and Featured Recommendations

Inspired by your browsing history

Page 1 of 7



Poetic HTC One M8 Case - Rugged
 ★★★★★ (74)
 \$9.95 Prime



SanDisk 32GB Ultra Class 10
 ★★★★★ (172)
 \$17.99 Prime



PhotoTec 7" Android 4.4
 ★★★★★ (250)
 \$44.99 Prime



Responsive Web Designs with HTML5
 - Ben Fram
 Kindle: (59)
 Paperback
 \$35.99 Prime



Shunning CSS3 A project-based
 - Zee Gohematar
 Kindle: (17)
 Paperback
 \$32.49 Prime



View or edit your browsing history

See personalized recommendations Sign in New customer? Start here

Get to Know Us

- Careers
Investor Relations
Press Releases
Amazon and Our Planet
Amazon in the Community
Fire TV - Amazon's Media Player

Make Money with Us

- Sell on Amazon
Sell Your Apps on Amazon
Become an Affiliate
Advertise Your Products
Independently Publish with Us

Amazon Payment Products

- Amazon.com Rewards Visa Card
Amazon.com Store Card
Shop with Points
Credit Card Marketplace
Amazon Currency Converter

Let Us Help You

- Your Account
Shipping Rates & Policies
Amazon Prime
Returns & Replacements
Manage Your Content and Devices
HELP

amazon.com

Australia Brazil Canada China France Germany India Italy Japan Mexico Spain United Kingdom

8pm
Sleep Just
on Fashion Brands

AmazonSupply
Business, Industrial,
& Scientific Supplies

CamKongzi
Thousands of
Digital Comics

MDC
Movies, TV
& Entertainment

TanBaha.com
Math Activities
for Kids & Schools

AbeBooks
Rare Books
& Textbooks

Amazon Web Services
Variable Cloud
Computing Services

CreateSpace
Indie Print Publishing
Made Easy

Junglee.com
Shop Online
in India

Vine.com
Everything
in Low-Led Green

ACX
Audiobook Publishing
Made Easy

Audible
Download
Audiobooks

Diapers.com
Everything
for The Baby

Kindle Direct Publishing
Indie Digital Publishing
Made Easy

Wig.com
Everything
For Your Wig

AfterSchool.com
Kids, Teens, Outdoor
& Game Gear

BeatsBar.com
Premium Beats
Headphones

DPReview
Digital
Photography

Look.com
Kids Clothing
& Shoes

Warehouse Deals
Open Box
Discounts

Alma
Educational Supplies
for the Work

Book Depository
Books With Free
Delivery Worldwide

East Dane
Designer Men's
Fashion

MYNABIT
Books, E-books
Designer Tables

Woot!
Discounts and
Deals

AmazonFresh
Groceries & More
Right To Your Door

Bookworm.com
Books For Kindle
Or All 3!

Fabric
Sewing, Quilting
& Knitting

Shoebag
Designer
Fashion Brands

Yeni.com
A Fashion Piece
To Shop For, Too

Amazon Local
Great Local Deals
in Your City

Casa.com
Books, Images
& Everything Home

Goodreads
Book reviews
& recommendations

Soap.com
Beauty, Skincare, &
Home Essentials

Zappos
Shoes &
Clothing

Conditions of Use Privacy Notice Interest-Based Ads © 1996-2014, Amazon.com, Inc. or its affiliates

3/3

Appendix 6. Amazon smartphone without search word

The screenshot displays the Amazon mobile app interface. At the top, there is a dark navigation bar with the Amazon logo, a close button (X), and a link to "View in the Amazon app". Below this is a white header with the Amazon logo, "Sign In" with a shopping cart icon, and navigation options: "Shop by Department", "Wish List", and "Deals". A search bar is located below the header. The main content area features a "MOST WANTED COATS" banner with an image of two women in coats. Below the banner is a "Shop Wedding Gifts" banner with a gift icon. The "Best-Selling USB Flash Drives" section lists two products: a SanDisk Cruzer 32GB USB 2.0 Flash Drive for \$14.99 and a SanDisk Extreme 64GB Flash Drive for \$34.99, both with Prime logos. The "Best-Selling Laptops" section lists two products: a Dell Inspiron i3531-1200BK for \$247.00 and an ASUS 15.6-Inch Dual-Core 2.16GHz Laptop, 4GB for \$249.00, both with Prime logos.

Top Items in Bath



EatSmart Precision Digital...
\$28.95
Prime



Maytex No More Mildew Shower...
\$14.99
Prime



Inte...
PEV...
\$4.9...
Prime



HTC One (M8)
The all new HTC One (M8)



Bose Soundlink
New Bose bluetooth speak..



SanDisk MicroSD
Select microSD cards



iPhone 5 Otterbox
OtterBox, trusted protection

Amazon Instant Video >

Books v

Fire Phone >

Fire TV v

Fire Tablets v

Kindle v

Clothing, Shoes & Jewelry v

Electronics	▼
Gift Cards	>
See All Departments	>

▲
[TOP OF PAGE](#)

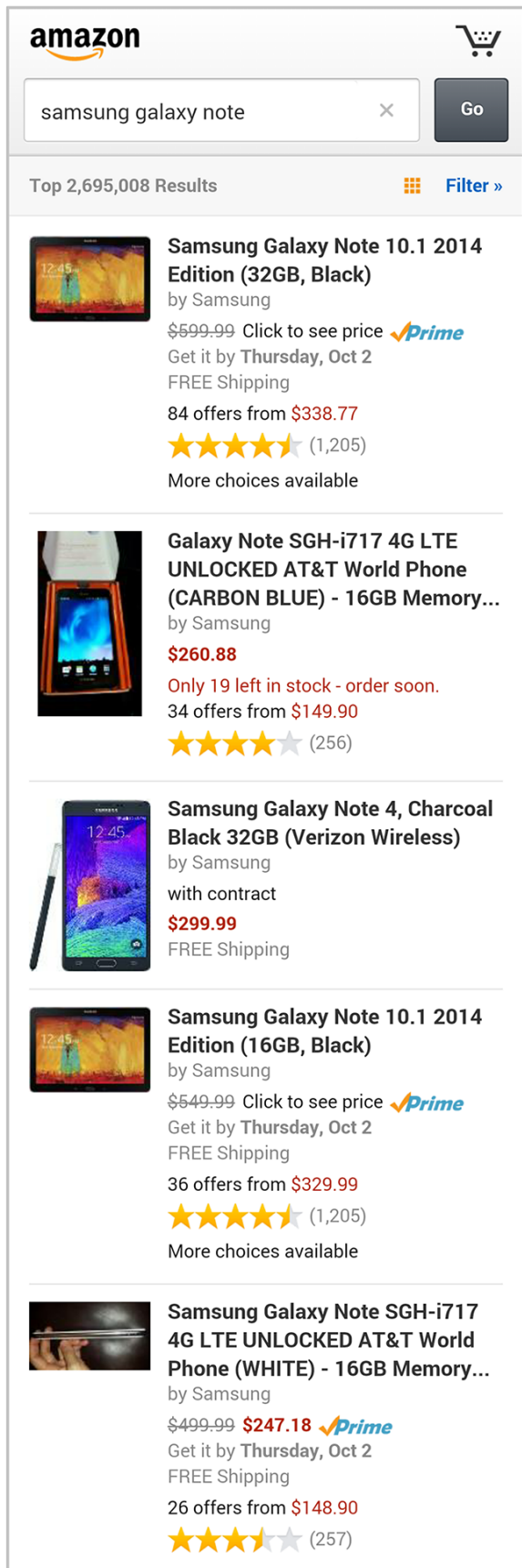
Cart (0)	>
Your Amazon.com	>
Wish List & Registry	>
Find a Wish List or Registry	>
Your Account	>
Your Subscribe & Save Items	>
1-Click Settings	>
Customer Service	>
Help	>
Amazon.com Full Site	>

Already a customer? [Sign In](#)


[Conditions of Use](#) [Privacy Notice](#) [Interest-Based Ads](#)

© 1996-2014, Amazon.com, Inc. or its affiliates

Appendix 7. Amazon smartphone with search word






The screenshot shows the Amazon mobile search interface. At the top, the Amazon logo is on the left and a shopping cart icon is on the right. Below the logo is a search bar containing the text 'samsung galaxy note' with a clear 'x' button and a 'Go' button. Underneath the search bar, it says 'Top 2,695,008 Results' and a 'Filter' button with a grid icon. The search results are listed in a vertical column, each with a product image, title, brand, price, shipping information, and customer ratings.


amazon 



samsung galaxy note



Top 2,695,008 Results

 **Samsung Galaxy Note 10.1 2014 Edition (32GB, Black)**
by Samsung
~~\$599.99~~ Click to see price 
Get it by **Thursday, Oct 2**
FREE Shipping
84 offers from **\$338.77**
★★★★★ (1,205)
More choices available

 **Galaxy Note SGH-i717 4G LTE UNLOCKED AT&T World Phone (CARBON BLUE) - 16GB Memory...**
by Samsung
\$260.88
Only 19 left in stock - order soon.
34 offers from **\$149.90**
★★★★★ (256)

 **Samsung Galaxy Note 4, Charcoal Black 32GB (Verizon Wireless)**
by Samsung
with contract
\$299.99
FREE Shipping

 **Samsung Galaxy Note 10.1 2014 Edition (16GB, Black)**
by Samsung
~~\$549.99~~ Click to see price 
Get it by **Thursday, Oct 2**
FREE Shipping
36 offers from **\$329.99**
★★★★★ (1,205)
More choices available

 **Samsung Galaxy Note SGH-i717 4G LTE UNLOCKED AT&T World Phone (WHITE) - 16GB Memory...**
by Samsung
~~\$499.99~~ **\$247.18** 
Get it by **Thursday, Oct 2**
FREE Shipping
26 offers from **\$148.90**
★★★★★ (257)



Samsung Galaxy Tab 4 (7-Inch, White)

by Samsung

~~\$199.99~~ Click to see price

Get it by Thursday, Oct 2

FREE Shipping

73 offers from **\$133.77**

★★★★★ (425)

More choices available



Samsung Galaxy Note 3, Black 32GB (Verizon Wireless)

by Samsung

with contract

\$99.99

FREE Shipping

7 offers from **\$375.00**

★★★★★ (265)



Samsung Galaxy Note SGH-I717 Black - AT&T Wireless

by Samsung

\$244.00

FREE Shipping

Only 10 left in stock - order soon.

19 offers from **\$140.00**

★★★★★ (17)



Samsung Galaxy Note 4, Frosted White 32GB (Verizon Wireless)

by Samsung

with contract

\$299.99

FREE Shipping



Samsung Galaxy Note 8.0 (16GB, White) 2013 Model

by Samsung

~~\$499.99~~ **\$349.95**

Get it by Thursday, Oct 2

FREE Shipping

113 offers from **\$129.99**

★★★★★ (723)

Newer edition available



Samsung Galaxy Note N7000 16GB Unlocked Android Smartphone - Dark Blue

by Hyperion EA

13 offers from **\$200.00**

★★★★★ (235)



Samsung Galaxy Note 4 SM-N910 White Factory Unlocked International Model

by Samsung

\$904.48

4 offers from ~~\$892.00~~

★☆☆☆☆ (1)



Samsung Galaxy Note 4 SM-N910 Factory Unlocked International Model

by Samsung

\$903.89

4 offers from ~~\$899.00~~

★★★★★ (4)



Samsung Galaxy Note 8.0 16GB White (Certified Refurbished)

by Samsung

~~\$399.99~~ **\$199.99** ✓Prime

Get it by Thursday, Oct 2

FREE Shipping

7 offers from ~~\$160.00~~



Sponsored

FYF® Classic Slim Fit Folio Leather Case for Samsung Galaxy Note Pro 12.2 Blue(With Aut...

by FYF

\$5.99 ✓Prime

★★★★★ (7)



Sponsored

Snugg Galaxy Note PRO 12.2 Leather Case in Black - Flip Stand Cover with Elastic Strap ...

by Snugg

\$29.99 ✓Prime

★★★★★ (1576)

Related Searches:

[samsung galaxy note 2](#)

[samsung galaxy note 3](#)

← Previous

Next →

Sponsored Links

1. **Samsung Galaxy Note® 4**

(Samsung.com/GALAXYNote4)

The Next Big Thing Is Here. Pre Order The Galaxy Note 4 Today.

2. **Samsung Galaxy Note Cases**

(m.CellularOutfitter.com/GalaxyNote)

Stylish & Durable Galaxy Note Cases The Lowest Prices Available Online!

3. **Cell Phones For Sale**

(classifiedads.com/Phones)

New & Used Phones Unlocked. Search You Free Local Classifieds.

▲
[TOP OF PAGE](#)

[Home](#) >

[Cart \(0\)](#) >

[Your Amazon.com](#) >

[Wish List & Registry](#) >

[Find a Wish List or Registry](#) >

[Your Account](#) >

[Your Subscribe & Save Items](#) >

[1-Click Settings](#) >

[Customer Service](#) >

[Help](#) >

[Amazon.com Full Site](#) >

Already a customer? [Sign In](#)

[Conditions of Use](#) [Privacy Notice](#) [Interest-Based Ads](#)

© 1996-2014, Amazon.com, Inc. or its affiliates


Appendix 8. Amazon tablet without search word

amazon Try Prime [Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#) **Prime Instant Video** [Watch now](#) **TRANSPARENT**

Shop by Department All Hello, Sign in [Your Account](#) Try [Prime](#)


Instant Video Digital Music Store Cloud Drive **Fire HD** Appstore for Android Digital Games & Software Audible Audiobooks

ONLY \$99




NOW SHIPPING
fire HD6
THE MOST POWERFUL TABLET UNDER \$100
[Shop now](#)

amazon fireTV
ONLY \$99
[Shop now](#)



Prime

DOWNTON ABBEY
SEASON 4




amazon
Prime Instant Video [Start your free month](#)

Advertisement

What's in the Bag? [New Women's Coats](#) [Halloween Shop](#)


Amazon Fashion
MOST WANTED
COATS






Warm and stylish fall favorites— from Vince Camuto and more.
[Shop Women's Coats](#)
[Shop All Women's Fashion](#)

SPONSORED BY HERSHEY'S


Halloween Shop
[Shop now](#)




Check Out Smartphones from Sprint

 Samsung Galaxy S5, Black 16GB (Sprint) ★★★★★ (204) \$99.99 - \$649.99	 HTC One M8 Harman/Kardon Edition... ★★★★★ (48) \$99.99 - \$679.99	 LG G3, Metallic Black 32GB (Sprint) ★★★★★ (43) \$79.99 - \$599.99
--	--	--




Double Your Breakfast Fun
[Learn more](#)



Military-Grade Protection
for Your iPhone 6
[Learn more](#) **UAG**






Included with Prime Membership at No Additional Cost

 The Duchess [HD] Amazon Instant Video ★★★★★ (653)	 Space Jam [HD] Amazon Instant Video ★★★★★ (615)	 All Is Lost [HD] Amazon Instant Video ★★★★★ (1,952)
---	---	---

[See all movies included with Prime membership](#)

What Other Customers Are Looking At Right Now

 Waste King L-8000 Legend Series 1.0... ★★★★★ (2,290) \$339.00 \$87.97	 Amazon Fire TV ★★★★★ (10,858) \$99.00	 Cassie's Cowboy Crave: Witness... Kimberly Krey Kindle Edition ★★★★★ (268) \$0.00
--	--	--

Your Recently Viewed Items and Featured Recommendations

See personalized recommendations

[Sign in](#)

[New customer? Start here.](#)

Get to Know Us

[Careers](#)
[Investor Relations](#)
[Press Releases](#)
[Amazon and Our Planet](#)
[Amazon in the Community](#)
[Fire TV – Amazon’s Media Player](#)

Make Money with Us

[Sell on Amazon](#)
[Sell Your Apps on Amazon](#)
[Become an Affiliate](#)
[Advertise Your Products](#)
[Independently Publish with Us](#)
[› See all](#)

Amazon Payment Products

[Amazon.com Rewards Visa Card](#)
[Amazon.com Store Card](#)
[Amazon.com Corporate Credit Line](#)
[Shop with Points](#)
[Credit Card Marketplace](#)
[Amazon Currency Converter](#)

Let Us Help You

[Your Account](#)
[Shipping Rates & Policies](#)
[Amazon Prime](#)
[Returns & Replacements](#)
[Manage Your Content and Devices](#)
[Help](#)



[Australia](#) [Brazil](#) [Canada](#) [China](#) [France](#) [Germany](#) [India](#) [Italy](#) [Japan](#) [Mexico](#) [Spain](#) [United Kingdom](#)

6pm
Score deals on fashion brands

AbeBooks
Rare Books & Textbooks

ACX
Audiobook Publishing Made Easy

AfterSchool.com
Kids' Sports, Outdoor & Dance Gear

Alexa
Actionable Analytics for the Web

AmazonFresh
Groceries & More Right To Your Door

Amazon Local
Great Local Deals in Your City

AmazonSupply
Business, Industrial & Scientific Supplies

Amazon Web Services
Scalable Cloud Computing Services

Audible
Download Audio Books

BeautyBar.com
Prestige Beauty Delivered

Book Depository
Books With Free Delivery Worldwide

Bookworm.com
Books For Children Of All Ages

Casa.com
Kitchen, Storage & Everything Home

ComiXology
Thousands of Digital Comics

Createspace
Indie Print Publishing Made Easy

Diapers.com
Everything But The Baby

DPRreview
Digital Photography

East Dane
Designer Men's Fashion

Fabric
Sewing, Quilting & Knitting

Goodreads
Book reviews & recommendations

IMDb
Movies, TV & Celebrities

Junglee.com
Shop Online in India

Kindle Direct Publishing
Indie Digital Publishing Made Easy

Look.com
Kids' Clothing & Shoes

MYHABIT
Private Fashion Designer Sales

Shopbop
Designer Fashion Brands

Soap.com
Health, Beauty & Home Essentials

TenMarks.com
Math Activities for Kids & Schools

Vine.com
Everything to Live Life Green

Wag.com
Everything For Your Pet

Warehouse Deals
Open-Box Discounts

Woot!
Discounts and Shenanigans

Yoyo.com
A Happy Place To Shop For Toys

Zappos
Shoes & Clothing

[Conditions of Use](#) [Privacy Notice](#) [Interest-Based Ads](#) © 1996-2014, Amazon.com, Inc. or its affiliates

Appendix 9. Amazon tablet with search word

amazon Try Prime [Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#) **Prime Instant Video** >Watch now **TRANSPARENT**

Shop by **Department** Search Hello, Sign in **Your Account** Try **Prime**

1-16 of 2,619,987 results for **"Samsung galaxy note"** Choose a Department to sort ▾

Show results for

Computers & Accessories >

- Computer Tablets
- Computer Components
- Touch Screen Tablet Accessories

Cell Phones & Accessories >

- Unlocked Cell Phones
- + See more

+ See All 29 Departments

Refine by

Eligible for Free Shipping
Free Shipping by Amazon

Brand

- Samsung
- Samsung Galaxy Note III
- SumacLife
- Hyperion EA
- eBigValue
- Lili Galaxy Note 2 Case
- Big Mango
- FuzzyGreen
- AHAOMG
- Johncase
- sumacn
- PowerAsst
- E LV
- OMIU
- WYECLK

Tablet Display Size


- Under 7 Inches
- 7 to 7.9 Inches
- 8 to 8.9 Inches
- 9 to 9.9 Inches
- 10 to 10.9 Inches
- 11 Inches & Up

Second Webcam Resolution

- 8 MP
- 5 MP
- 3.2 MP
- 3 MP
- 2 MP
- 1.3 MP
- 1.2 MP
- 0.3 MP

Netbook & Tablet PC Weight

- 0.7 Pounds & Under
- 0.71 to 0.99 Pounds
- 1.00 to 1.49 Pounds
- 1.50 to 1.99 Pounds
- 2.00 to 2.49 Pounds
- 2.5 Pounds & Up





Power that goes where you go!
Shop now ▶


Advertisement


Related Searches: [samsung galaxy note 2](#), [samsung galaxy note 3](#), [samsung galaxy note 4](#).


Amazon's Samsung Store



Samsung


Computer Tablets


Computers & Accessories


Unlocked Cell Phones


Cell Phones & Accessories



Samsung Galaxy Note 10.1 2014 Edition (32GB, Black) Oct 10, 2013
by Samsung

~~\$599.99~~ [Click to see price](#) **Prime**

Get it by **Tuesday, Oct 14**


More Buying Choices
\$365.00 used & new (76 offers)

★★★★☆ 1,233

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Features
... 3 Jelly Bean OS, 1.9GHz Samsung Exynos 5420 Quad-Core Processor; Wi-Fi ...

Electronics: See all 1,346,803 items



Samsung Galaxy Note SGH-i717 4G LTE UNLOCKED AT&T World Phone (WHITE) - 16GB Memory - DUAL CORE Processor - No...

by Samsung

~~\$232.72~~ ~~\$499.99~~ **Prime**

Get it by **Tuesday, Oct 14**


More Buying Choices
\$232.72 new (5 offers)
\$148.90 used (12 offers)

★★★★☆ 264

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Description
... exclusive apps for taking notes, sketching, and more. Other key ...

Cell Phones & Accessories: See all 1,160,440 items



Samsung Galaxy Note 10.1 2014 Edition (16GB, Black)

by Samsung

~~\$549.99~~ [Click to see price](#) **Prime**

Get it by **Tuesday, Oct 14**

More Buying Choices
\$319.99 used & new (39 offers)

★★★★☆ 1,233

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Description
... photos, and more using the Samsung Galaxy Note 10.1 (2014 Edition). ...

Electronics: See all 1,346,803 items

Tablet PC Operating System

- Android
- Windows
- Apple

Unlocked Cell Phone Type

- Slider
- Basic Phone
- Bar
- Smart Phone
- Touchscreen
- Flip

Cell Phone Internal Memory

- 4 GB
- 8 GB
- 16 GB
- 32 GB
- 64 GB

Cell Phone Display Size

- 3.9 Inches & Under
- 4.0 to 4.4 Inches
- 4.5 to 4.9 Inches
- 5.0 to 5.4 Inches
- 5.5 Inches & Over

Avg. Customer Review

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

International Shipping

- AmazonGlobal Eligible

Condition

- New
- Used

Advertisement



Samsung Galaxy Tab 4 (7-Inch, White) May 1, 2014

by Samsung

\$199.99 [Click to see price](#) Prime
Get it by **Tuesday, Oct 14**

More Buying Choices
\$129.77 used & new (55 offers)

★★★★★ 481

FREE Shipping

Product Description

... web, or watching movies, the *Samsung Galaxy Tab 4* features a 7.0-inch ...

Electronics: See all 1,346,803 items



Samsung Galaxy Note 8.0 (16GB, White) 2013 Model Apr 11, 2013

by Samsung

\$349.95 \$499.99 Prime
Get it by **Tuesday, Oct 14**

More Buying Choices
\$349.95 new (4 offers)
\$145.00 used (72 offers)

★★★★★ 734

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Description

... movie in bed, the *Samsung Galaxy Note 8.0* is right for the job. ...

Electronics: See all 1,346,803 items



Galaxy Note SGH-i717 4G LTE UNLOCKED AT&T World Phone (CARBON BLUE) - 16GB Memory - DUAL CORE Processor - No Contract...

by Samsung

\$249.88
Only 16 left in stock - order soon.

More Buying Choices
\$249.88 new (7 offers)
\$139.99 used (21 offers)

★★★★☆ 259

Trade-in eligible for an Amazon gift card

Product Description

... exclusive apps for taking notes, sketching, and more. Other key ...

Cell Phones & Accessories: See all 1,160,440 items



Samsung Galaxy Note Pro 12.2 (32GB, Black) Feb 13, 2014

by Samsung

\$749.99 [Click to see price](#) Prime
Get it by **Tuesday, Oct 14**

More Buying Choices
\$469.99 used & new (61 offers)

★★★★★ 306

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Features

Android 4.4 Kit Kat OS, 1.9GHz *Samsung Exynos 5 Octa* processor

Electronics: See all 1,346,803 items



Samsung Galaxy Note SGH-i717 Black - AT&T Wireless

by Samsung

\$234.66

More Buying Choices
\$234.66 new (3 offers)
\$140.00 used (11 offers)

★★★★☆ 18

Product Features

... The *Samsung Galaxy Note SGH-i717* is a unique device bridging the gap ...

Cell Phones & Accessories: See all 1,160,440 items



Samsung Galaxy Note 4 SM-N910 Black Factory Unlocked International Model - No Warranty

by Samsung

\$844.80
Only 15 left in stock - order soon.

More Buying Choices
\$839.99 new (8 offers)
\$600.00 used (1 offer)

★★★★★ 10

Cell Phones & Accessories: See all 1,160,440 items



Samsung Galaxy Note 3 III SM-N900 Factory Unlocked International Version 32GB BLACK

by Samsung

\$504.99 ~~\$999.00~~ Prime
Get it by **Tuesday, Oct 14**

More Buying Choices
\$500.48 new (16 offers)
\$349.00 used (38 offers)

★★★★☆ 169

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Description

... This Brand New *Samsung Galaxy Note 3* N9000 Black factory Unlocked phone ...

Cell Phones & Accessories: See all 1,160,440 items



Galaxy Note 4 Case - Galaxy Wireless Samsung Note 4 Rugged Heavy Duty Case - Rugged Holster Case with Kickstand...

by GALAXY WIRELESS

\$5.99

Electronics: See all 1,346,803 items



Samsung Galaxy Note 10.1 2014 Edition (32GB, White) Oct 10, 2013

by Samsung

\$599.99 [Click to see price](#) Prime
Get it by **Tuesday, Oct 14**

More Buying Choices
\$389.99 used & new (40 offers)

★★★★☆ 1,233

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Features

... 3 Jelly Bean OS, 1.9GHz *Samsung Exynos 5420* Quad-Core Processor; Wi-Fi ...

Electronics: See all 1,346,803 items



Samsung Galaxy Note 3, Black 32GB (Verizon Wireless) Oct 10, 2013

by Samsung

\$99.99 with contract
Get it by **Tuesday, Oct 14**

More Buying Choices
\$599.99 new without contract ~~\$799.99~~
\$370.00 used without contract (6 offers)

★★★★☆ 271

Trade-in eligible for an Amazon gift card
FREE Shipping

Product Description

... performance make the *Samsung Galaxy Note 3* the most versatile ...

Electronics: See all 1,346,803 items



Samsung Galaxy Note II SGH-i317 - GSM Unlocked - White

by Samsung

\$284.72 ~~\$799.99~~ Prime
Only 1 left in stock - order soon.

More Buying Choices
\$284.36 new (8 offers)
\$227.25 used (15 offers)

★★★★☆ 34

FREE Shipping

Product Features

... The *Samsung Galaxy Note II* blurs the line between phone and tablet ...

Cell Phones & Accessories: See all 1,160,440 items



Samsung Galaxy Note 8.0 16GB White (Certified Refurbished)

by Samsung

\$192.39 new (1 offer)
\$178.99 used (1 offer)

Product Features

Access handwritten notes from your PC using S Note with Web Viewer

Electronics: See all 1,346,803 items

What's this?



Sponsored

FYF® Detachable Rotating Leather Case for Samsung Galaxy Note Pro 12.2 Navy Blue (With Auto Wake/Sleep Feature)

\$9.99 Prime

Order in the next 6 hours and get it by Wednesday, Oct 15.

Available from fyycase

★★★★☆ (22)



Sponsored

SUPERNIGHT® Samsung Galaxy Note 10.1 2014 Edition Bluetooth Touchpad Keyboard Portfolio Case - DETACHABLE Romovable ...

\$36.99 Prime

Order in the next 7 hours and get it by Wednesday, Oct 15.

Available from Blue Tiger LLC

★★★★☆ (56)

◀ Previous Page 1 2 3 ... 20 Next Page ▶

Sponsored Links

1. [Samsung galaxy note](#) Vertaile **Samsung** puhelinten hintoja Hintaseurannassa.Tutustu ja säästä! www.hintaseuranta.fi/Samsung
2. [Samsung Galaxy Note 3](#) Puhelintarvikkeet, Kuoret & Kotelot Toimituskuluitta Verkkokaupastamme! www.lux-case.fi/
3. [Samsung Galaxy Note 3 Skal](#) Alhaiset hinnat & Aina varastossa. Tutustu & tilaa heti! www.24shop.fi/
4. [Samsung Galaxy Note](#) Low Price & Free Shipping Worldwide Order Online Easy and Safe,Buy Now! www.dx.com/Latest-Gadgets

See a problem with these advertisements? [Let us know](#)

Search Feedback

Did you find what you were looking for?

If you need help or have a question for Customer Service, please visit [the Help Section](#).

Free shipping and returns on eligible items.



MEN'S FALL LAYERS

Amazon Fashion

Shop now

Advertisement

Search powered by

Your Recently Viewed Items and Featured Recommendations

See personalized recommendations

[Sign in](#)

New customer? [Start here](#).

Get to Know Us

- Careers
- Investor Relations
- Press Releases
- Amazon and Our Planet
- Amazon in the Community
- Fire TV – Amazon's Media Player

Make Money with Us

- Sell on Amazon
- Sell Your Apps on Amazon
- Become an Affiliate
- Advertise Your Products
- Independently Publish with Us
- See all

Amazon Payment Products

- Amazon.com Rewards Visa Card
- Amazon.com Store Card
- Amazon.com Corporate Credit Line
- Shop with Points
- Credit Card Marketplace
- Amazon Currency Converter

Let Us Help You

- Your Account
- Shipping Rates & Policies
- Amazon Prime
- Returns & Replacements
- Manage Your Content and Devices
- Help



[Australia](#) [Brazil](#) [Canada](#) [China](#) [France](#) [Germany](#) [India](#) [Italy](#) [Japan](#) [Mexico](#) [Spain](#) [United Kingdom](#)

6pm
Score deals on fashion brands

AbeBooks
Rare Books & Textbooks

ACX
Audiobook Publishing Made Easy

AfterSchool.com
Kids' Sports, Outdoor & Dance Gear

Alexa
Actionable Analytics for the Web

AmazonFresh
Groceries & More Right To Your Door

Amazon Local
Great Local Deals in Your City

AmazonSupply
Business, Industrial & Scientific Supplies

Amazon Web Services
Scalable Cloud Computing Services

Audible
Download Audio Books

BeautyBar.com
Prestige Beauty Delivered

Book Depository
Books With Free Delivery Worldwide

Bookworm.com
Books For Children Of All Ages

Casa.com
Kitchen, Storage & Everything Home

ComiXology
Thousands of Digital Comics

CreateSpace
Indie Print Publishing Made Easy

Diapers.com
Everything But The Baby

DPRReview
Digital Photography

East Dane
Designer Men's Fashion

Fabric
Sewing, Quilting & Knitting

Goodreads
Book reviews & recommendations

IMDb
Movies, TV & Celebrities

Junglee.com
Shop Online in India

Kindle Direct Publishing
Indie Digital Publishing Made Easy

Look.com
Kids' Clothing & Shoes

MYHABIT
Private Fashion Designer Sales

Shopbop
Designer Fashion Brands

Soap.com
Health, Beauty & Home Essentials

TenMarks.com
Math Activities for Kids & Schools

Vine.com
Everything to Live Life Green

Wag.com
Everything For Your Pet

Warehouse Deals
Open-Box Discounts

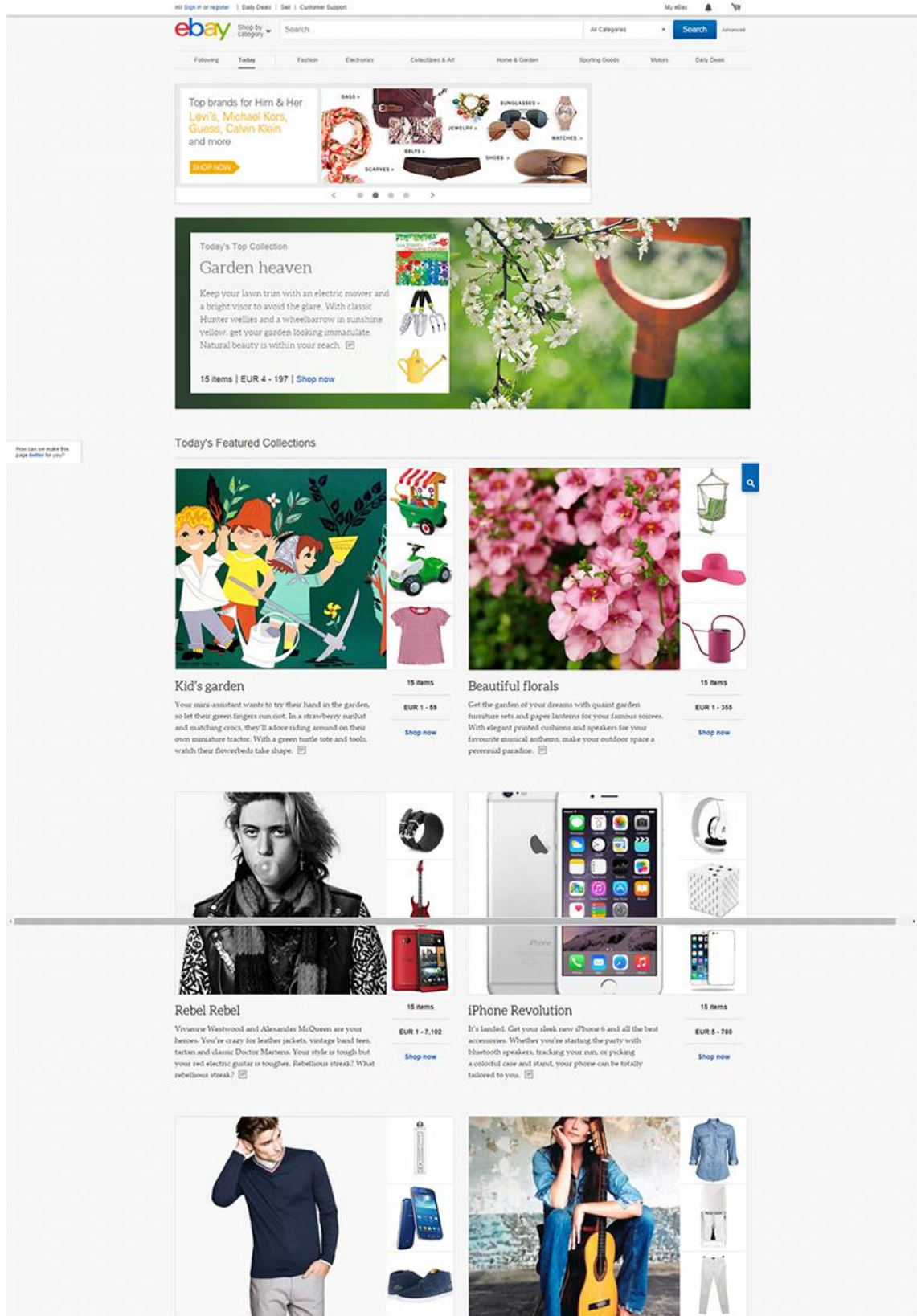
Woot!
Discounts and Shenanigans

Yoyo.com
A Happy Place To Shop For Toys

Zappos
Shoes & Clothing

[Conditions of Use](#) [Privacy Notice](#) [Interest-Based Ads](#) © 1996-2014, Amazon.com, Inc. or its affiliates

Appendix 10. eBay desktop computer without search word



Parisian street style

Elegant simplicity. Parisian nonchalance. Crisp tailoring makes for effortless cool. Discover legendary French brands and upgrade your wardrobe with must-have pieces: your favorite colors, vintage designer scarves with silk, steel watches and phones.

15 Items

EUR 24 - 229

French Style Forever

Denim is essential to the daily uniform. Emulate French cool in a sleeveless button-down shirt before switching on your espresso machine. Keep your style super-polished in this color palette: white, black, navy, red, and gold.

15 Items

EUR 2 - 2.263



The Pulp Fiction Legend

Everybody be cool, this is a robbery! Steal the Pulp Fiction style with big suits for small-time gangsters, blood-red nails and crisp white shirts. Spin records and warm up for Jack Rabbit Slim's. Celebrate the 20th anniversary of Tarantino's blacker-than-black comedy.

15 Items

EUR 7 - 694

[Shop now](#)



London Calling

Love The Big Smoke? Channel British style with a matching white trench coat and umbrella or show your appreciation with Union Jack accessories. See some double-decker buses, Big Ben and Trafalgar Square, and be snappy happy with your digital camera. Ring the spirit of

15 Items

EUR 7 - 875

[Shop now](#)



Style and the City

That iconic tube, shoes to die for - Sex and the City hit it out of the park in the style stakes. Pick your icon with signed photos of Carrie and the girls. Get the look with celebrity shades, glamorous golden iPhones, designer heels (naturally) and the scent of success.

20 Items

EUR 6 - 4.829

[Shop now](#)



English Rose

Dreaming of cottages and country gardens? Floral is best in your world, even your phone is flowery. Wake up to blossom-covered linen and enjoy a fresh pot of tea in bed. Then it's time to grab your pretty vintage bag and head outdoors for more inspiration. read less

15 Items

EUR 31 - 769

[Shop now](#)



In honour of the first ever Superman comic auctioning exclusively on eBay, here is the ultimate Man of Steel collection. No undercover superhero would be complete without an elegant pair of designer spectacles or a sleek leather messenger bag. Keep up with the Daily Planet or

EUR 2 - 2.827

[Shop now](#)



Smart street style. Beyond cool, he walks through Harlem, modernist white shirt buttoned up, the latest beats spinning through brushed steel headphones. Giants cap on, a digital watch to keep him one step ahead, his style is effortless. The ultimate urban gentleman. read less

EUR 5 - 416

[Shop now](#)



The Big Apple

Get into your empire state of mind. Pack a rug for a romantic summer picnic, with an insulated bag to keep your drinks cool. Jog in stylish sneakers, or channel Carrie Bradshaw with a sleek notebook for your musings on the concrete jungle. Bright lights will inspire you. read less

15 Items

EUR 11 - 294

[Shop now](#)



Clean Living

Indulgent soaks in the bath or long, hot showers - your bathroom should be your haven. Retreat and rejuvenate. Gleaming brushed steel fittings with gentle curves and a freestanding bathtub will put luxury at the centre of your room. Wrap up in the soft folds of a towelling robe and

15 Items

EUR 24 - 4.295

[Shop now](#)



Lit Up

Ready for a lightbulb moment? Clean lines, classic materials, and fresh colors can revolutionize your home. Inject a pop of colour with a lemon yellow KüchenAid to energise even the most reluctant chef, and a bright yellow phone cover will keep the sunshine with you wherever ☑

15 items

EUR 13 - 267

[Shop now](#)

Lemon Head

Bright. Optimism in a shade. Fresh. Clean. Joyful. That's done to sum up yellow. It is the sunshine personified. How could you not turn your head at yellow? The ultimate eye-catcher. Create a sportier edge to your accessories with cool yellow head trainers and a statement-lacquered ☑

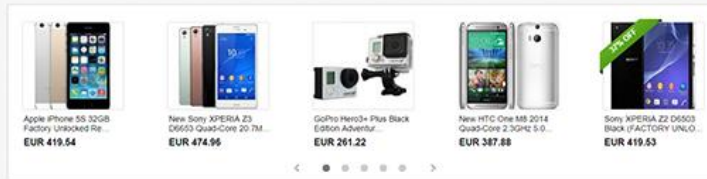
15 items

EUR 18 - 324

[Shop now](#)

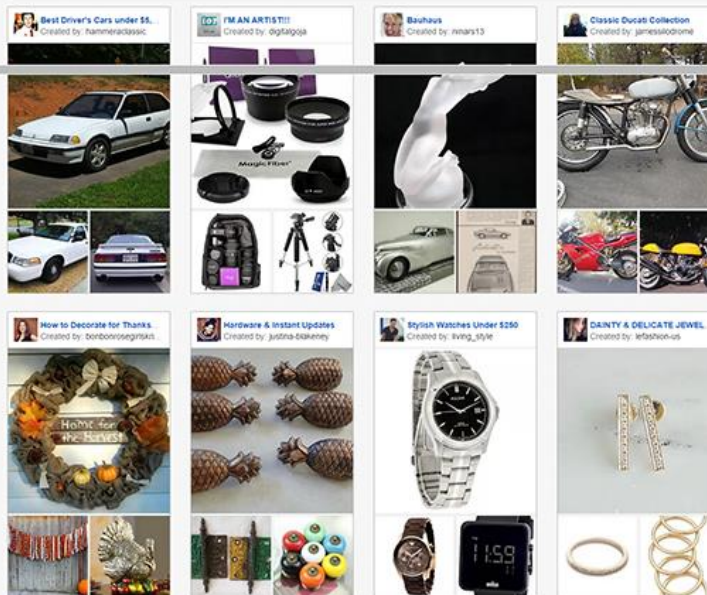
eBay Deals

[See all deals](#)



Today's Trending Collections

[Browse all trending collections](#)



View in high resolution or use the trending carousel.

- Buy**
 - Registration
 - eBay Money Back Guarantee
 - Bidding & buying help
 - Stores
 - Top products
 - Brands on eBay
 - eBay Local
 - eBay guide
 - Gift card
 - eBay Wish list
 - Gift cards
 - Gift guide
 - Group gifts
- Sell**
 - Start selling
 - Learn to sell
 - Business sellers
 - Affiliates
 - Tools & apps
 - Mobile apps
 - Downloads
 - Developers
 - Security center
 - eBay official line
 - Site map
- eBay companies**
 - eBay Classifieds
 - Shopping.com
 - inf.com
 - PayPal
 - Status
 - See all companies
 - Stay connected**
 - Facebook
 - Twitter
 - Google+
- About eBay**
 - Company info
 - Investors
 - 2014 Annual Shareholder Meeting
 - News
 - eBay Inc blog
 - Government relations
 - Jobs
 - Advertise with us
 - Privacy
 - Verified Rights Owner (VRO) Program
 - Tell us what you think
- Customer support**
 - Reseller Center
 - Seller Information Center
 - Contact us
 - Community**
 - Announcements
 - Answer center
 - Discussion boards
 - Private new features
 - eBay Group Works
 - eBay Celebrity
 - Onics
 - eBay no shared
 - eBay Sites





How can we make this page better for you?


Appendix 11. eBay desktop computer with search word


The screenshot displays an eBay search results page for 'samsung galaxy note'. The page is structured as follows:


- Header:** eBay logo, search bar with 'samsung galaxy note', and navigation links like 'All Categories' and 'Search'.
- Left Sidebar (Filters):**
 - Categories:** Cell Phones & Accessories (12,562), Cell Phone Accessories (1,223,892), Cell Phones & Smartphones (1,838), Other (14,711), Replacement Parts & Tools (16,832), Wholesale Lots (36), More.
 - Features:** 3G Data Capable (475), Bluetooth Enabled (714), GPS (782), Internet Browser (888), Music Player (720), Smartphone (142), Touchscreen (423), Wi-Fi Capable (754).
 - Color:** Black (14,815), Blue (14,121), Gold (2,883), Grey (124), Pink (18,287), Red (12,888), Silver (2,776), White (18,324).
 - Condition:** New.
 - Price:** Under EUR220, EUR220 - EUR250, Over EUR250.
 - Format:** All Listings (1,453,763), Auction (4,178), Buy It Now (1,388,587).
 - Delivery Options:** Free International Shipping.
 - Show only:** Returns accepted, Completed Listings, Sold Listings.
 - More refinements...**
 - Recently viewed items:** 14k Yellow Gold Filled Peacock Colorful (EUR 2.95), Ringgold Flower Design Gold Filled (EUR 1.69), Metal Chain Red Promotional Fashion (EUR 1.67), Black Lace False Womans Nails (EUR 1.53).
 - Related Buying Guides:** How to unlock Samsung Galaxy Note 3 using unlock codes, Complete Guide to the Samsung Galaxy Note 2, Choosing a Samsung Galaxy Note 3 15/16, Samsung Galaxy Note II Vs Samsung Galaxy S II, Features of the Samsung Galaxy.
- Main Content Area:**
 - Search results for 'samsung galaxy note' (5,403,763 results).
 - Product listings including:
 - Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - White (AT&T) Smartphone (EUR 277.06).
 - New Samsung Galaxy Note 3 SM-N9005 5.7" 13MP (FACTORY UNLOCKED) LTE 32GB Phone (EUR 395.79).
 - NEW! 32GB Black Samsung Galaxy Note 3 SM-N900V (Latest Model) w/ Otterbox - (Verizon) (EUR 273.11).
 - Samsung Galaxy Note 3 (N900) - 32GB - Factory Unlocked - Smartphone (Brand New) (EUR 395.80 to EUR 399.75).
 - NOTE3-Style 5.7" 3G Android 4.2 Smartphone (Dual SIM, IPS Screen, Quad Core, WiFi, Du (EUR 265.55).
 - Samsung Galaxy Note 4G LTE SGH-i717 (N7000) AT&T Smartphone - Blue Unlocked 16GB (EUR 205.80).
 - Sprint Samsung Galaxy Note 3 - Brand New - 32GB - Black - Clean ESN (EUR 308.73).
 - Samsung Galaxy Note 3 SM-N900 - 32GB Factory Unlocked - Smartphone (Brand New) (EUR 316.64).
 - Samsung Galaxy Note T879 (EUR 142.49 to EUR 197.90).
 - NEW Samsung Galaxy Note 3 SM-N9005 32GB (FACTORY UNLOCKED) 5.7" FULL HD 3GB RAM (EUR 401.32 to EUR 407.67).
 - NEW! 16GB Samsung Galaxy Note 3 N9006 Factory Unlocked White (EUR 304.77).
 - Popular refinements for 'samsung galaxy note' (Category: Cell Phones & Smartphones, Carrier: Unlocked, AT&T, T-Mobile).


- 


EUR 415.59 provided
 Buy It Now
- 


Samsung Galaxy Note 2 II GT-N7100 16GB Grey 8MP Android Quad Core 5.5" Smartphone
EUR 218.48 From Hong Kong
 Buy It Now
 Free international shipping
 10 Watchers
- 


Samsung Galaxy Note II SGH-T899 - 16GB - Marble White (T-Mobile) Smartphone
EUR 148.43 1d 9h left (Thursday, 7PM)
 7 bids
 Customs services and international tracking provided
- 


NEW SAMSUNG GALAXY NOTE 4 SM-N910 N910 32GB UNLOCKED PHONE 5.7" QHD 16MP WHITE
EUR 677.46 From Hong Kong
 Buy It Now Top-rated seller
- 


SAMSUNG GALAXY NOTE II 2 4G LTE 16GB SGH-T899 T-MOBILE TITANIUM GRAY CLEAN IMEI
EUR 213.73 1d 11h left (Thursday, 9PM)
 30 bids
 Customs services and international tracking provided
- 


NEW LISTING: Samsung Galaxy Note 3 - 32GB - White (AT&T Unlocked) Smartphone
EUR 340.39
 or Best Offer
 3 Watchers
- 


Samsung Galaxy Note SGH-I717 - 16GB - Ceramic White (AT&T) Smartphone
EUR 89.06 1d 12h left (Thursday, 10PM)
 8 bids
- 


Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - Black (AT&T) Smartphone
EUR 158.32 1d 12h left (Thursday, 10PM)
 20 bids
 Customs services and international tracking provided
- 

New Samsung Galaxy Note Unlocked Android Smartphone - 16GB 8MP - White (N7000)
 Promoted/ Limited Quantity/ Grab the Chance!
SALE From Hong Kong
EUR 154.77
 Was: EUR 442.84
 Buy It Now
 Free international shipping
 27 sold
- 

Brand New * Samsung Galaxy Note III SM-N900T - 32GB - Black (T-Mobile) * Unlocked
EUR 261.23 1d 17h left (Friday, 3AM)
 20 bids
 Customs services and international tracking provided
- 











NEW Samsung Galaxy Note LTE SGH-I717 - 16GB White AT&T UNLOCKED Smartphone
 Free Gift with Purchase
EUR 237.47 Customs services and international tracking provided
 Buy It Now
 563 sold
- 

MTK6572
Ultra-Slim Note III 5.5" Dual SIM Android 4.2 QHD Phablet 3G GPS Smartphone N5005
 Quad Core 3D MTK6572 1.3GHz Android 4.2 T-Mobile AT&T
EUR 112.80 2d 3h left (Friday, 1PM)
 1 bid
 From Hong Kong
 Free international shipping
- 

Tablet Samsung Galaxy Note Pro P900 12.2 32GB Wi6 White
EUR 389.00 From Italy
 Buy It Now
 19 Watchers
- 

Samsung Galaxy Note III - 32GB - White (Unlocked)
EUR 221.65 2d 4h left (Friday, 3PM)
 21 bids

	<p>White New Samsung Galaxy Note II GT-N7100 16GB Unlocked Smartphone (EU Version)</p> <p>EUR 237.41 Buy it Now</p> <p>Free international shipping</p> <p>11 Watchers</p>
	<p>Samsung Galaxy Note III SM-N900P (Latest Model) - 32GB - White (Sprint)</p> <p>EUR 138.53 0 bids</p> <p>2d 6h left (Friday, 8PM)</p> <p>Customs services and international tracking provided</p>
	<p>NEW Samsung Galaxy Note 3 SM-N9005 - 32GB Factory Unlocked - White</p> <p>EUR 395.80 or Best Offer</p> <p>From Canada</p>
	<p>Samsung Galaxy Note III SM-N9000 (Latest Model) - 32GB - Black</p> <p>EUR 197.90 33 bids</p> <p>2d 7h left (Friday, 8PM)</p> <p>Top-rated seller</p>
	<p>Samsung Galaxy Note 4 SM-N910 Black (FACTORY UNLOCKED) 5.7\" QHD, 32GB, 16MP</p> <p>Pre Order / Pre Sale - Estimate shipping: October 8</p> <p>EUR 748.85 Buy it Now</p> <p>264 Watchers</p>
	<p>NEW Samsung Galaxy Note III SM-N9005 (aktuelstes Modell) - 32 GB - Jet Black OVP</p> <p>EUR 11.00 11 bids</p> <p>2d 9h left (Friday, 8PM)</p> <p>From Slovenia</p>
	<p>NEW SAMSUNG GALAXY NOTE 4 SM-N910 N910 32GB UNLOCKED PHONE 5.7\" QHD 16MP BLACK</p> <p>EUR 677.46 Buy it Now</p> <p>From Hong Kong</p> <p>Top-rated seller</p>
	<p>SAMSUNG GALAXY NOTE 3 NEO NERO PRODOTTO NUOVO GARANZIA ITALIA</p> <p>EUR 270.00 5 bids</p> <p>2d 10h left (Friday, 8PM)</p> <p>From Italy</p>
	<p>New Samsung Galaxy Note 3 SM-N9005 Quad-Core 5.7\" 13MP 4G LTE 32GB Black Phone</p> <p>→ \$35 FREE GIFT → FACTORY UNLOCKED → NO REGION LOCKED →</p> <p>EUR 403.70 Buy it Now</p> <p>2117 WAT</p> <p>Top-rated seller</p>
	<p>NEW Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - White (AT&T) Smartphone</p> <p>EUR 78.37 0 bids</p> <p>2d 10h left (Friday, 8PM)</p> <p>Customs services and international tracking provided</p> <p>EUR 296.85 Buy it Now</p>
	<p>NEW Samsung Galaxy Note III SM-N9005 (aktuelstes Modell) - 32 GB - Jet Black</p> <p>EUR 11.00 3 bids</p> <p>2d 10h left (Friday, 8PM)</p> <p>From Slovenia</p>
	<p>New Samsung Galaxy Note II 2 16GB Marble White SGH-i317 AT&T Unlocked</p> <p>EUR 261.22 Buy it Now</p> <p>Customs services and international tracking provided</p>

	Samsung Galaxy Note 3 SM-N900V Verizon Black 32 GB EUR 324.56 3 bids	2d 15h left (Saturday, 14M) Customs services and international tracking provided
	New Samsung Galaxy Note GT-N7000 Unlocked Mobile Phone - 16GB - 8MP Black Color EUR 169.24 Buy it Now	From Hong Kong Free international shipping 44 Watchers
	MINT Samsung Galaxy Note 3 Unlocked- 32GB - Black (AT&T) Smartphone + Extras EUR 312.69 17 bids	2d 17h left (Saturday, 3AM) Customs services and international tracking provided
	Samsung Galaxy Note 3 N9005 32GB LTE 4G Unlocked Smartphone - Black EUR 434.59 Buy it Now	From Hong Kong Free international shipping 14 Watchers
	New/used Samsung Galaxy Note III SM-N900T - 32GB - Black T-Mobile Unlocked - Free Gifts EUR 92.30 4 bids	2d 18h left (Saturday, 4AM) Customs services and international tracking provided
	Samsung Galaxy Note SGH-I717 Black - AT&T T-Mobile Unlocked Smartphone 4305229 EUR 156.74 Buy it Now	Customs services and international tracking provided 11 Watchers
	Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - Black (AT&T) Smartphone Unlocked EUR 118.74 0 bids	2d 18h left (Saturday, 4AM) Customs services and international tracking provided 395.80 Buy it Now
	Samsung Galaxy Note 4 SM-N910 (FACTORY UNLOCKED) 5.7" QHD, 32GB - Black / White EUR 712.44 Buy it Now	Pre-Order / Pre-Sale - Estimate shipping: October 8 114+ Watchers
	Samsung Galaxy Note III SM-N900A 32GB - White (AT&T) Smartphone With Offerbox EUR 197.90 1 bid	2d 19h left (Saturday, 5AM) Customs services and international tracking provided
	Samsung Galaxy Note II SGH-I317 - 16GB - Titanium gray AT&T Unlocked Smartphone EUR 316.64 Buy it Now	Customs services and international tracking provided

Tell us what you think

< 1 2 3 4 5 6 7 8 9 10 >
Items per page: 50

[Community](#)
[About eBay](#)
[Announcements](#)
[Security Center](#)
[Resolution Center](#)
[Seller Information Center](#)
[Policies](#)
[Site Map](#)
[eBay official time](#)
[Private new features](#)
[Contact us](#)

Tell us what you think



Get the item you ordered or your money back on virtually all items. [Learn more](#)
 Copyright © 1995-2014 eBay Inc. All Rights Reserved. [User Agreement](#) [Privacy Policy](#) [Help](#)

*Learn about pricing

This page was last updated: Oct 01 00:08. Number of bids and bid amounts may be slightly out of date. See each listing for international shipping options and costs.










Appendix 12. eBay smartphone with search word

The screenshot displays the eBay mobile interface for a search on 'samsung galaxy note'. At the top, the eBay logo is on the left, and user and cart icons are on the right. A search bar contains the text 'samsung galaxy note'. Below the search bar are navigation tabs: 'Refine', 'Category', 'Brand', 'Color', 'Features', and 'Buy'. The main content area lists seven items:

Image	Title	Bids	Time	Price
	Samsung Galaxy Note 3 (clean ESN)	24 Bids	1h 4m	€246.01 + €22.09
	New Samsung Galaxy Note 3 SM-N9005 5.7" 13MP (FACTORY UNLOCKED) LTE 32GB Phone			€395.79 Free
	NOTE3-Style 5.7" 3G Android 4.2 Smartphone(Dual SIM,IPS Screen,Quad Core,WiFi,Du	6 Bids	1h 18m	€278.65 Free
	samsung galaxy note 3- T-mobile UNLOCKED			€221.65 + €21.64 or Best Offer
	Samsung Galaxy Note III SM-N900P (Latest Model) - 32GB - White (Sprint)...	0 Bids	1h 25m	€56.60 + €21.53
	Samsung Galaxy Note II SPH-L900 - 16GB - Marble White (Sprint) CLEAN ESN			€116.83 + €21.18
	Sprint Samsung Galaxy Note 3 - Brand New - 32GB - Black - Clean ESN	22 Bids	1h 36m	€316.64 + €22.09

1/4

	<p>Samsung Galaxy Note 3 (N900) - 32GB - Factory Unlocked - Smartphone (Brand New)</p>	<p>€395.80 + €15.35</p>
	<p>Samsung Galaxy Note III SM- N900T (Latest Model) - 32GB - Black (T-Mobile) Smartp</p>	<p>18 Bids 2h 11m €209.78 + €17.68</p>
	<p>Samsung Galaxy Note 3 SM-N900 - 32GB Factory Unlocked - Smartphone (Brand New)</p>	<p>€316.64 + €25.65</p>
	<p>Samsung Galaxy Note II SPH-L900 - 16GB - Titanium gray (Sprint) Smartphone</p>	<p>39 Bids or Buy It Now 2h 21m €48.29 + €28.38</p>
	<p>NEW SAMSUNG GALAXY NOTE 4 SM-N910 N910 32GB UNLOCKED PHONE 5.7" QHD 16MP WHITE</p>	<p>€656.68 + €6.93</p>
	<p>Samsung galaxy note gtn7000 cracket front screen working</p>	<p>22 Bids 2h 26m €48.77 + €11.55</p>
	<p>NEW Samsung Galaxy Note 3 SM- N9005 32GB (FACTORY UNLOCKED) 5.7" FULL HD 3GB</p>	<p>€401.32 + €7.90</p>
	<p>Samsung galaxy note 2 Verizon</p>	<p>21 Bids 2h 37m €146.45 + €23.63</p>

	<p>Samsung Galaxy Note II SCH-I605 - 16GB - Marble White (Verizon) Smartphone</p> <p>€126.66 + €21.53</p>
	<p>Samsung galaxy note 2 Verizon</p> <p>11 Bids 2h 40m</p> <p>€72.04 + €23.63</p>
	<p>Samsung Galaxy Note SGH-I717 - 16GB - Black (AT&T) Smartphone</p> <p>3 Bids or Buy It Now 2h 42m</p> <p>€64.12 + €43.50</p>
	<p>Tablet Samsung Galaxy Note Pro P900 12.2 32GB Wifi White</p> <p>€389.00 + €24.00</p>
	<p>Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - White (AT&T) Smartphone</p> <p>0 Bids or Buy It Now 3h 34m</p> <p>€197.90 + €25.63</p>
	<p>Samsung Galaxy Note SGH-I717 AT&T (unlocked)</p> <p>€118.74 + €15.35 or Best Offer</p>
	<p>Samsung Galaxy Note 2 - Cracked screen - clear esn</p> <p>9 Bids 3h 51m</p> <p>€89.06 + €20.06</p>
	<p>Samsung GALAXY Note 3 SM-N9005 32 GB White Unlocked Smartphone Mobile Poor</p> <p>€359.30 Free</p>
	<p>Samsung Galaxy Note III SM-N900V - 32GB - Black (Verizon) Mint Rooted As-Is</p> <p>43 Bids 3h 53m</p> <p>€237.48 + €20.89</p>

Related searches:
[samsung galaxy note 10.1](#), [samsung galaxy note 3](#),
[samsung galaxy note unlocked](#),
[samsung galaxy note 2](#), [samsung galaxy s3](#),
[samsung galaxy s4](#)



1 of 56,065



Top

Sponsored Links

Introducing the RealPad

AARPRealPad.org

Now There's No Excuse For Not Having A Tablet, AARP Makes It Easy

Samsung Galaxy Note

www.CellPhoneShop.net

80% Off **Samsung** Accessories! Free Shipping on Orders Over \$20.

Samsung Galaxy Note Cases

m.CellularOutfitter.com/GalaxyNote

Get Quality **Galaxy Note** Cases And Pay Only What The Warehouse Pays!

Buy Galaxy Note 3 - \$199

www.aliexpress.com

Brand New. Unlocked. Free shipping. Limited Inventory. Buy Now.



Home



My eBay



Sign in / Register





Customer support

[About](#) | [Policies](#) | [Classic site](#)

[Leave feedback](#) | [eBay mobile](#)

1,410,277 results

Appendix 13. eBay tablet without search word

Hit [Sign in](#) or [register](#) | [Daily Deals](#) | [Sell](#) | [Customer Support](#) My eBay  


ebay Shop by category All Categories Advanced


Following **Today** Fashion Electronics Collectibles & Art Home & Garden Sporting Goods Motors Daily Deals

Stylish indulgence
UP TO 40% OFF
Designer handbags

[SHOP NOW](#)

Quantities limited. Offer applies to select seller stores.

 **LOOKING FOR SHOPPING GREAT DEALS?**

 **WANT TO DISCOVER TRENDSETTERS COLLECTIONS?**


Today's Top Collection

Bold Technology

Impress your friends with cool gadgets - who says technology has to be boring? Keep yourself entertained in style with sleek silver headphones and home cinema systems. Stay in touch with luxury smartphones. Get the party started with

15 items | EUR 28 - 19,840 | [Shop now](#)


Today's Featured Collections



Bright Tech

Technology is an essential part of your life, so it needs to have style. Stand out from the

15 items
EUR 4 - 388



Elegant Electronics

Shop for flawless tech with subtle style, whether it's sleek speakers, a digital watch or

15 items
EUR 8 - 4,435

crowd with an iPhone in a bold shade, or a lemon yellow radio and matching MP3 player for your music library. Capture more with a

[Shop now](#)

a wireless storage device to free up space on your Apple Mac. Modern and minimalist, these electronics are designed to perfection.

[Shop now](#)



iPhone Revolution

15 items

It's landed. Get your sleek new iPhone 6 and all the best accessories. Whether you're starting the party with bluetooth speakers, tracking your run, or picking a colorful case and stand, your phone can be totally tailored.

EUR 5 - 855

[Shop now](#)



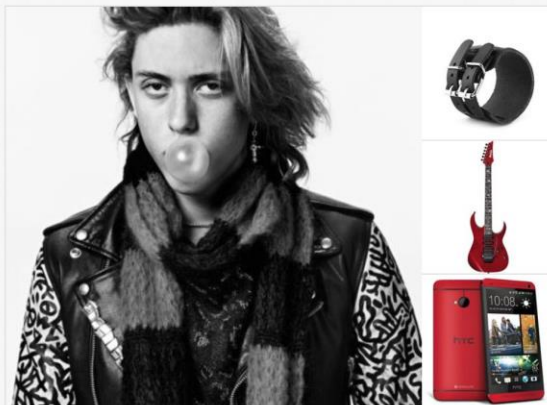
Deco Time

15 items

Every DIY essential that you cherish takes pride of place in your humble cupboard. A cordless electric saw and long tape measure are central to your hobby. You'll be working this weekend, so don't forget your overalls.

EUR 4 - 458

[Shop now](#)



Rebel Rebel

15 items

Vivienne Westwood and Alexander McQueen are your heroes. You're crazy for leather jackets, vintage band tees, tartan and classic Doctor Martens. Your style is tough but your red electric guitar is tougher. Rebellious.

EUR 2 - 7,128

[Shop now](#)



Take a picture

15 items

Photography is the perfect way to relive all those brilliant nights out with friends. Go retro and preserve your memories with Polaroids and print them out with the latest portable printer. Don't forget to show off your

EUR 8 - 1,188

[Shop now](#)



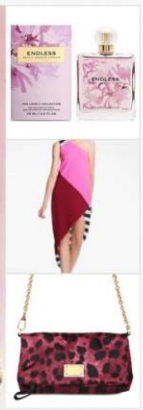
Beautiful florals

15 items

Get the garden of your dreams with quaint garden furniture sets and paper lanterns for your famous soirees. With elegant printed cushions and speakers for your favourite musical anthems, make your outdoor space

EUR 1 - 356

[Shop now](#)



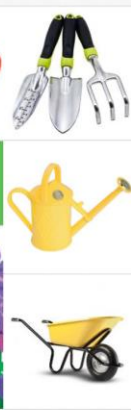
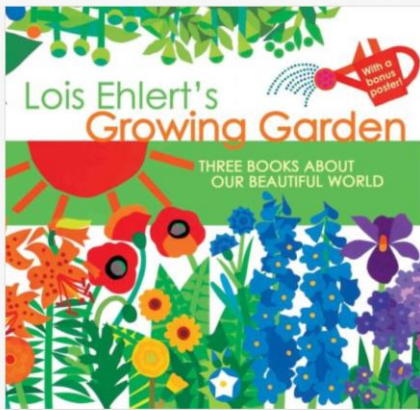
Style and the City

20 items

That iconic tutu, shoes to die for - Sex and the City hit it out of the park in the style stakes. Pick your icon with signed photos of Carrie and the girls. Get the look with celebrity shades, glamorous golden iPhones, designer

EUR 6 - 4,857

[Shop now](#)



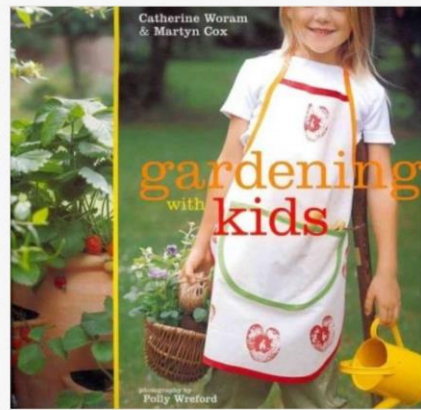
Garden heaven

15 items

Keep your lawn trim with an electric mower and a bright visor to avoid the glare. With classic Hunter wellies and a wheelbarrow in sunshine yellow, get your garden looking immaculate. Natural beauty is within your

EUR 4 - 158

[Shop now](#)



Kid's garden

15 items

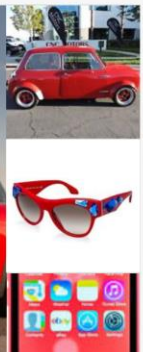
Your mini-assistant wants to try their hand in the garden, so let their green fingers run riot. In a strawberry sunhat and matching crocs, they'll adore riding around on their own miniature tractor. With a green turtle tote

EUR 1 - 59

[Shop now](#)



3/7





London Calling

15 items

Love The Big Smoke? Channel British style with a matching white trench coat and umbrella or show your appreciation with Union Jack accessories. See iconic double-decker buses, Big Ben and Trafalgar Square, [\[E\]](#)

EUR 7 - 577

[Shop now](#)



Cool Cars

15 items

Whether it's Minis or Beetles, you've always been obsessed with vintage cars. Take a road trip and discover new places with a modern GPS system. Enjoy the journey in style with Prada sunglasses that go perfectly with you, [\[E\]](#)

EUR 5 - 36,829

[Shop now](#)



Parisian street style

15 items

Elegant simplicity. Parisian nonchalance. Crisp tailoring makes for effortless cool. Discover legendary French brands and upgrade your wardrobe with must have pieces: blue suede boots, breton striped shirt, [\[E\]](#)

EUR 24 - 461

[Shop now](#)



French Style Forever

15 items

Denim is essential to the daily uniform. Emulate French cool in a sleeveless button-down shirt before switching on your espresso machine. Keep your style super-polished with nail varnish and an enchanting perfume, fo, [\[E\]](#)

EUR 2 - 2,372

[Shop now](#)



Avengers, Assemble!

15 items

Powering through the galaxy, this group of superstars 'fight the foes no single superhero can withstand'. Pledge your allegiance to Earth's mightiest heroes - watch your favourite Avengers movie on the go with a [\[E\]](#)

EUR 4 - 764

[Shop now](#)



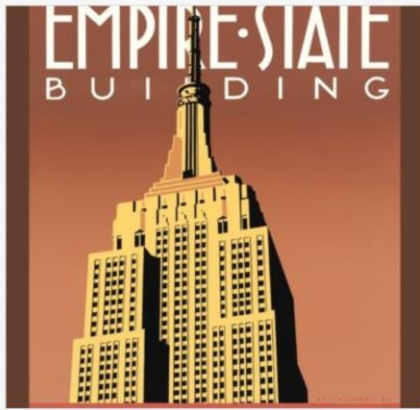
English Rose

15 items

Dreaming of cottages and country gardens? Floral is best in your world, even your phone is flowery. Wake up to blossom-covered linen and enjoy a fresh pot of tea in bed. Then it's time to grab your pretty vintage bag and head, [\[E\]](#)

EUR 2 - 762

[Shop now](#)



The Big Apple

15 items

Get into your empire state of mind. Pack a rug for a romantic summer picnic, with an insulated bag to keep your drinks cool. Jog in stylish sneakers, or channel Carrie Bradshaw with a sleek notebook for your musings on

EUR 5 - 295

[Shop now](#)



The Pulp Fiction Le...

15 items

Everybody be cool, this is a robbery! Steal the Pulp Fiction style with big suits for small-time gangsters, blood red nails and crisp white shirts. Spin records and warm up for Jack Rabbit Slim's. Celebrate the 20th anniversary

EUR 6 - 697

[Shop now](#)

eBay Deals

[See all deals](#)



Microsoft Xbox 360 SLIM
Kinect Ready
EUR 109.95



New HTC One Max 803s
16GB 4G LTE Gold Un...
EUR 325.16



Samsung Galaxy S5 (SM-
G900H) - Factory U...
EUR 356.40



Nikon D610 Digital SLR
Camera Body DSLR ...
EUR 1,210.99



Today's Trending Collections

[Browse all trending collections](#)

Keep the water clean!
Created by: unitedoutdoors












10 Great Cheap New Cars
Created by: runningjamesmich...




The Greatest Brand New It...
Created by: madsonavespy



				
<p>LET'S ENJOY THE DAY! Created by: digitalgoja</p> 	<p>CARE OF CAMERA AND LE... Created by: digitalgoja</p> 	<p>Usher in the Good Vibes Created by: justina-blakeney</p> 		
<p>The Best Sunglasses Deals Created by: madisonavespy</p> 	<p>Doctor Who Halloween Created by: i0ckern0me</p> 	<p>Pumped-Up Kicks Created by: ariel-occ</p> 		
<p>Get inspired! Explore all of our Trending Collections.</p>				
<p>Buy</p>	<p>Sell</p>	<p>eBay companies</p>	<p>About eBay</p>	<p>Customer support</p>

<ul style="list-style-type: none"> Registration eBay Money Back Guarantee Bidding & buying help Stores Top products Brands on eBay eBay Local eBay guides Gift center eBay Wish list Gift cards Gift guide Group gifts 	<ul style="list-style-type: none"> Start selling Learn to sell Business sellers Affiliates Tools & apps Mobile apps Downloads Developers Security center eBay official time Site map 	<ul style="list-style-type: none"> eBay Classifieds Shopping.com Half.com PayPal StubHub See all companies Stay connected Facebook Twitter Google+ 	<ul style="list-style-type: none"> Company info Investors 2014 Annual Shareholders' Meeting News eBay Inc blog Government relations Jobs Advertise with us Policies Verified Rights Owner (VeRO) Program Tell us what you think 	<ul style="list-style-type: none"> Resolution Center Seller Information Center Contact us Community Announcements Answer center Discussion boards Preview new features eBay Giving Works eBay Celebrity Groups eBay top shared eBay Sites
--	--	---	--	--



Get the item you ordered or your money back on virtually all items [Learn more](#)

Copyright © 1995-2014 eBay Inc. All Rights Reserved. [User Agreement](#), [Privacy](#) and [Cookies](#).

How can we make this page **better** for you?

Appendix 14. eBay tablet with search word

Hi! Sign in or register | Daily Deals | Sell | Customer Support My eBay

ebay Shop by category All Categories Advanced

Related: [samsung galaxy note 10.1](#) [samsung galaxy note 3](#) [samsung galaxy note unlocked](#) ... Include description

Categories
Cell Phones & Accessories (1,256,885)
 Cell Phone Accessories (1,227,470)
 Cell Phones & Smartphones (4,339)
 Other (14,549)
 Replacement Parts & Tools (10,507)
 Wholesale Lots (357)
 More
[See all categories](#)

Brand see all
 Apple (450)
 Disney (1,051)
 HTC (577)
 LG (290)
 Samsung (37,343)

Color see all
 Black (36,171)
 Blue (14,445)
 Multi-Color (17,141)
 Pink (16,491)
 White (21,864)

Features see all
 Bluetooth Enabled (2,204)
 Music Player (2,189)
 Speakerphone (2,234)
 Wi-Fi Capable (2,245)

Condition see all
 New (1,393,126)
 Used (4,966)
 Not Specified (405)


Price
 Under EUR150
 EUR150 - EUR200
 Over EUR200
 EUR to EUR

Format see all
 All Listings (1,398,497)
 Auction (8,566)
 Buy It Now (1,393,768)

Delivery Options see all
 Free shipping

All Listings **Auction** **Buy It Now** Sort: View:


1,398,497 results for samsung galaxy note [Follow this search](#)



Samsung Galaxy Note 2 II (T-Mobile) SGH-T889-16GB - Marble White (Unlocked) NEW

EUR 237.56 5m left (Today 6:43PM)

0 bids




Samsung Galaxy Note 3 (N900) - 32GB - Factory Unlocked - Smartphone (Brand New)

NO REGION LOCK

EUR 395.20

Buy It Now

162+ sold Customs services and international tracking provided



Samsung Galaxy Note III SM-N900V (Latest Model) - 32GB - Black (Verizon) Smartph


Bad Digitizer And Camera Glass Is Broke

EUR 72.87 12m left (Today 6:51PM)

13 bids Customs services and international tracking provided

EUR 237.60

Buy It Now




Samsung Galaxy Note 3 N9005 32GB LTE 4G Unlocked Smartphone - Black

EUR 434.82 From Hong Kong

Buy It Now Top-rated seller

Free shipping



Used : Samsung Galaxy Note 2 II SPH-L900 16GB Titanium (Sprint) Smartphone

EUR 120.78 40m left (Today 7:18PM)

2 bids Customs services and international tracking provided

Show only see all


Returns accepted

Completed listings

Sold listings

More refinements...

Recently viewed items



Samsung Galaxy Note 4 SM-N910 Black...

EUR 693.01

Buy It Now
Free shipping

NOW YOU CAN FILE A CLAIM FOR UP TO 30 DAYS AFTER DELIVERY

With MONEY BACK GUARANTEE your purchase is protected

eBay MONEY BACK GUARANTEE

LEARN MORE

Ad Feedback | AdChoice


Popular refinements for samsung galaxy note

Category
Cell Phones & S...

Carrier
Unlocked

Carrier
AT&T

Carrier
T-Mobile




NEW Samsung Galaxy Note 3 SM-N9005 32GB (FACTORY UNLOCKED) 5.7" FULL HD 3GB RAM

FREE Gifts → No Region Lock → Ship Worldwide → USA Seller

EUR 399.94

Buy It Now

12+ sold




Samsung Galaxy Note 3. White (AT&T) W/Trident kraken .. Mint!!

EUR 257.41

1 bid

1h left (Today 7:47PM)

Customs services and international tracking provided




Samsung Galaxy Note 4 SM-N910U White (FACTORY UNLOCKED) 5.7" QHD , 32GB , 16MP

Ship Worldwide - USA SELLER - PRE ORDER: OCT 20

EUR 693.01

Buy It Now



Samsung Galaxy Note III International

EUR 289.09


24 bids

EUR 356.41

Buy It Now

1h left (Today 7:54PM)

Customs services and international tracking provided




NEW LISTING **Samsung Galaxy Note III SM-N900P (Latest Model) - 32GB - Black (Sprint)...**

EUR 277.21

or Best Offer

Customs services and international tracking provided



NEW LISTING **Samsung Galaxy Note SGH-I717M - 16GB - Black (ATT) UNLOCKED**

EUR 118.80

0 bids

EUR 154.44

1h left (Today 7:56PM)

Customs services and international tracking provided

2/10

142

Related Buying Guides

How to unlock Samsung Galaxy Note 3 using unlock codes

Samsung Galaxy Note II: Essential Features Breakdown

Choosing a Samsung Galaxy Note II Style

Samsung Galaxy Note II Vs. Samsung Galaxy S 4

Features of the Samsung Galaxy Note 2



Buy It Now



Samsung Galaxy Note 4 IV SM-N910 (FACTORY UNLOCKED) 5.7" QHD - Pick you Color

Ship Worldwide - USA SELLER - PRE ORDER: OCT 20

EUR **693.01**



Buy It Now

187+ watching



Samsung Galaxy Note II SGH-I317 - 32GB - gray (AT&T) With Extra Battery!

EUR **138.60**

1h left (Today 8:00PM)

5 bids

Customs services and international tracking provided



NEW Samsung Galaxy Note II SGH-T889 - 16GB - Titanium gray (Unlocked) Smartphone

ShipInsurance 100% included!MoneyBack BstSer.Guarantee

EUR **199.27**

From Hong Kong

Was: EUR 234.44

Buy It Now

32 watching

15% off



Samsung Galaxy Note III SM-N900T (Latest Model) - 32GB - Black (T-Mobile)...

EUR **156.42**

1h left (Today 8:11PM)

7 bids

Customs services and international tracking provided

EUR **316.80**

Buy It Now



NEW SAMSUNG GALAXY NOTE 4 SM-N910 N910U 32GB UNLOCKED PHONE 5.7" QHD 16MP WHITE

WITH SAMSUNG EXYNOS 5433

EUR **654.69**

From Hong Kong

Buy It Now



Samsung Galaxy Note III SM-N900A 32GB - Black (AT&T) needs screen clean ESN

EUR **57.03**

1h left (Today 8:13PM)

3 bids

Customs services and international tracking provided

NOW YOU CAN FILE A CLAIM FOR UP TO 30 DAYS AFTER DELIVERY

With MONEY BACK GUARANTEE your purchase is protected

ebay MONEY BACK GUARANTEE

LEARN MORE

Ad Feedback | AdChoice



NEW LISTING **BID NEW Samsung Galaxy Note N7000 4G 16GB Android V4.1 5.3" WHITE SMARTPHONE**

ShipInsurance 100% included!MoneyBack BstSer.Guarantee

EUR **116.82**

1h left (Today 8:15PM)

38 bids

From Hong Kong



Tablet Samsung Galaxy Note Pro P900 12.2 32GB Wifi White

EUR **389.00**

From Italy

Buy It Now

22 sold



Samsung Galaxy Note II SCH-I605 - 16GB - Titanium Gray (Verizon) Smartphone

EUR **134.64**

2h left (Today 8:50PM)

1 bid

Customs services and international tracking provided



New Samsung Galaxy Note Unlocked Android Smartphone - 16GB 8MP - White (N7000)

Promotion! Limited Quantity! Grab the Chance!

EUR **154.62**

From Hong Kong

Was: EUR 162.76

Buy It Now

Free shipping

30 sold

5% off



NEW LISTING **Samsung Galaxy Note III SM-N900P (Latest Model) - 32GB - White (Sprint) Clean ESN**

EUR **160.38**

2h left (Today 9:22PM)

2 bids

Customs services and international tracking provided



NEW LISTING **Samsung Galaxy Note III SM-N900T (Latest Model) - 32GB - White (T-Mobile)...**

EUR **293.05**

Customs services and international tracking provided

Buy It Now



Samsung Galaxy Note III SM-N9005 (aktuellstes Modell) - 32 GB - Black **TOP**

EUR **271.00**

3h left (Today 10:08PM)

27 bids

From Germany



NEW LISTING **Samsung Galaxy Note 2 W New Sim Card Just Received From Verizon Not Activated!!**

EUR 197.96
or Best Offer

Customs services and international tracking provided



Samsung galaxy note 2

EUR 30.10
6 bids

4h left (Today 10:42PM)
Customs services and international tracking provided



NEW LISTING **Samsung Galaxy Note II GT-N7100 - 32GB - Titanium gray (Unlocked) Smartphone**

EUR 197.21
Buy It Now

Customs services and international tracking provided



Samsung Galaxy Note III SM-N900A unLocked - 32GB - Black Smartphone - MINT

Mint Condition.. selling because I am getting Note 4

EUR 198.00
1 bid

4h left (Today 10:48PM)
Customs services and international tracking provided



NEW LISTING **Samsung Galaxy Note III SM-N900P (Latest Model) - 32GB - White (Sprint)...**

Please read Carefully BAD ESN

EUR 198.00
Trending at EUR 316.81
Buy It Now

Customs services and international tracking provided



Samsung Galaxy note III (3) Tmobile 32gb in Black - Bad ESN comes w/ box

EUR 180.18
48 bids









4h left (Today 10:52PM)
Customs services and international tracking provided



Samsung Galaxy Note 3 SM-N900T 32GB - Jet black Unlocked

EUR 316.77

Customs services and international tracking

	<p>Buy It Now provided</p> <p>24 watching</p>
	<p>Samsung Galaxy Note GT-N7000 16GB BLACK(Unlocked)Smartphone 8.0MP Free Shipping</p> <p>EUR 124.74 5h left (Tuesday, 12AM)</p> <p>36 bids From China</p> <p>Free shipping</p>
	<p>Samsung Galaxy Note 3 III N9005 32GB 4G Phone Black Factory Unlocked New+Gift</p> <p>*New Year Promotion*Extra Wall Charger*30 days Return*</p> <p>EUR 403.14 From Hong Kong</p> <p>Buy It Now</p> <p>111 sold</p>
	<p>Samsung Galaxy Note II SPH-L900 16GB Sprint Smartphone phablet bad esn pageplus</p> <p>EUR 45.94 5h left (Tuesday, 12AM)</p> <p>30 bids  Top-rated seller</p>
	<p>NEW LISTING Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - Black (AT&T) Smartphone</p> <p>EUR 118.01 5h left (Tuesday, 12AM)</p> <p>1 bid Customs services and international tracking provided</p> <p>EUR 285.13</p> <p>Buy It Now</p>
	<p>Samsung Galaxy Note III SM-N9000 (Latest Model) - 32GB - Black (Unlocked)...</p> <p>like new perfect condition with bundle</p> <p>EUR 297.01 Customs services and international tracking provided</p> <p>or Best Offer</p>
	<p>Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - White (AT&T) Smartphone</p> <p>EUR 198.00 5h left (Tuesday, 12AM)</p> <p>0 bids Customs services and international tracking provided</p>

EUR 312.85

Buy It Now



New Samsung Galaxy Note 3 SM-N9005 Quad-Core 5.7\"/>
13MP 4G LTE 32GB Black Phone

✦ \$35 FREE GIFT ✦ FACTORY UNLOCKED ✦ NO REGION LOCKED ✦

EUR 398.37

Top-rated seller

Buy It Now

2154 sold



Samsung Galaxy Note 3 - Black 32GB (Verizon) - CLEAN ESN

EUR 241.57

6h left (Tuesday, 12AM)

38 bids

Customs services and international tracking provided

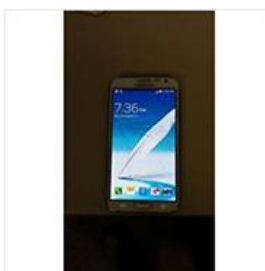


NEW LISTING Samsung Galaxy Note II SGH-I317 - 16GB - Marble White (AT&T) Smartphone

EUR 166.32

Customs services and international tracking provided

Buy It Now



Samsung Galaxy Note II SGH-I317 - 16GB - Marble White (AT&T) Smartphone

EUR 81.18

6h left (Tuesday, 1AM)

10 bids

Customs services and international tracking provided

EUR 102.96

Buy It Now

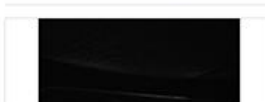


NEW LISTING Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - White (AT&T) Smartphone

EUR 253.45

Customs services and international tracking provided

Buy It Now



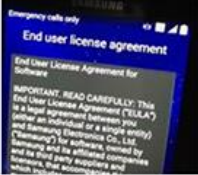






Samsung Galaxy Note 3 (SM-N900A) - 32GB (AT&T) - Black!!!

EUR 192.06

6h left (Tuesday, 1AM)

10 bids

Customs services and international tracking

	<p>provided</p>
	<p>NEW Samsung Galaxy Note LTE SGH I717 - 16GB White AT&T UNLOCKED Smartphone</p> <p>EUR 237.60 Customs services and international tracking provided</p> <p>Buy It Now</p> <p>563 sold</p>
	<p>Samsung Galaxy Note III SM-N9000 (Latest Model)-32GB - Black (Unlocked). EXTRAS!</p> <p>Tons of Extras WITH Buy It Now! Excellent Condition.</p> <p>EUR 271.66 6h left (Tuesday, 1AM)</p> <p>4 bids Customs services and international tracking provided</p>
	<p>NEW Samsung Galaxy Note N7000 4G 16GB Android V4.1 8MP 5.3" WHITE SMARTPHONE</p> <p>MoneyBack Guaranteed BstSer.ShipInsurance 100% included</p> <p>EUR 143.39 From Hong Kong</p> <p>Was: EUR-168.70</p> <p>Buy It Now</p> <p>34 watching</p> <p>15% off</p>
	<p>Samsung Galaxy Note III SM-N900A (Latest Model) - 32GB - Black (AT&T) Smartphone</p> <p>EUR 47.52 6h left (Tuesday, 1AM)</p> <p>11 bids Customs services and international tracking provided</p>
	<p>NEW LISTING Brand New in Box Black Samsung Galaxy Note 3 SM-N900V 32GB Verizon Clean ESN *</p> <p>EUR 372.24 Customs services and international tracking provided</p> <p>Buy It Now</p>
	<p>Samsung Galaxy Note II SCH-R950 - 16GB - Gray (U.S. Cellular) Wont Read Sims</p> <p>EUR 36.43 6h left (Tuesday, 1AM)</p> <p>9 bids Customs services and international tracking provided</p>



Samsung Galaxy Note 4 SM-N910 Black (FACTORY UNLOCKED) 5.7\"/>

Ship Worldwide - USA SELLER - PRE ORDER: OCT 20

EUR **693.01**

Buy It Now

378 watching

Tell us what you think



Items per page: 50

Sponsored Links

Samsung Galaxy Note II

www.sprint.com/GalaxyNoteII

Shop the **Samsung Galaxy Note II** Now at Sprint®. More Details Here.

- [Samsung Galaxy S5](#) [Find a Store](#)
- [Special Offers](#) [Sprint Corporate Discount](#)
- [Sprint Customer Service](#) [Sprint 4G Network](#)

Cheap Samsung Galaxy Note

SamsungGalaxyNote.SmartPrices.us

Compare & Save Now on a Huge Range Latest Offers & Biggest Bargains!

Samsung Galaxy Note

www.CellPhoneShop.net

80% Off **Samsung** Accessories! Free Shipping on Orders Over \$20.

www.CellPhoneShop.net is rated ★★★★★ (56153 reviews)

- [Batteries](#) [Chargers](#)
- [Car Chargers](#) [Memory Cards](#)
- [Cases](#) [Accessories](#)

Galaxy note 3 price

[ShopSave.us/Galaxy note 3 price](http://ShopSave.us/Galaxy%20note%203%20price)

Hot Deals of the Day ! Up to 35% Off on **Galaxy note 3 price**

- [Metro Pcs Cell Phones](#) [Samsung Galaxy S4](#)
- [Samsung Galaxy Note 3](#) [T Mobile Cell Phones](#)
- [Senior Cell Phones](#) [Boost Mobile Cell Phones](#)

Samsung Galaxy Note Cases

CellularOutfitter.com/GalaxyNote

Get Quality **Galaxy Note** Cases And Pay Only What The Warehouse Pays!

CellularOutfitter.com is rated ★★★★★ (8317 reviews)

Galaxy Note Accessories

www.HDAccessory.com/Samsung

Screen Protectors, Cases, Chargers, Headsets, Stands, Stands. 75% Off.

Protect Your Galaxy Note

www.zagg.com

Scratch Proof Your **Galaxy Note** Lifetime Warranty. Free Shipping!

www.zagg.com is rated ★★★★★ (5361 reviews)

PayPal
IS THE RECOMMENDED
WAY TO PAY ON EBAY

It's safer, faster and easier.
Why not open a free PayPal
account now? [SIGN UP NOW](#)
[Learn more](#)



Ad Feedback | AdChoice

 **MONEY BACK GUARANTEE**
Got the item you ordered or your money back on virtually all items [Learn more ▶](#)



Copyright © 1995-2014 eBay Inc. All Rights Reserved. [User Agreement](#), [Privacy](#) and [Cookies](#).

[*Learn about pricing](#)

This page was last updated: Oct-13 08:35. Number of bids and bid amounts may be slightly out of date. See each listing for international shipping options and costs.



10/10

Appendix 15. Test website for desktop computers

MY ACCOUNT > 0 ITEMS

+358 50 30 48 209

[HOME >](#) [SHOP BY >](#) [BLOG >](#)

ALL ELECTRONICS
SMARTPHONES
TABLETS & COMPUTERS
MOBILE ACCESSORIES
ON SALE

Samsung Galaxy Tab 3

299€

Samsung Galaxy Gear

100€

Samsung Galaxy Note 10.1 2014 Edition 16 GB

600€

Nokia Lumia 735

1.000€

iPhone 6 Plus 5.5 64GB

1.200€

LG G3 32GB

600€

HTC One M8

650€

Samsung Galaxy S 5

600€

Asus T100TA 10.1 Touch Windows 8

450€

Samsung UE48H5000 48inch Full HD LEDTV

1.200€ 750€

USB 2.0 adapter

10€

HTC One M7 waterproof casing

25€

STAY UPDATED WITH THE OFFERS
CONTACT US

Join our mailing list and stay updated with the special sales. We promise: no spam in your mailbox!

ENTER YOUR EMAIL ADDRESS

Submit

Name: *

Email Address: *

Subject: *

Message: *

Send me a copy

Submit

RECOMMENDED FOR YOU

Samsung Galaxy Gear

100€

ADD TO CART

USB 2.0 adapter

10€

ADD TO CART

Asus T100TA 10.1 Touch Windows 8

450€

ADD TO CART

Samsung Galaxy Note 10.1 2014 Edition 16 GB

600€

ADD TO CART

< >

OVERVIEW

Your account

PRODUCTS

Brands

Categories

Outlet

SALES

Delivery and transport

Terms of delivery

Sales terms

Return policy

CONTACT

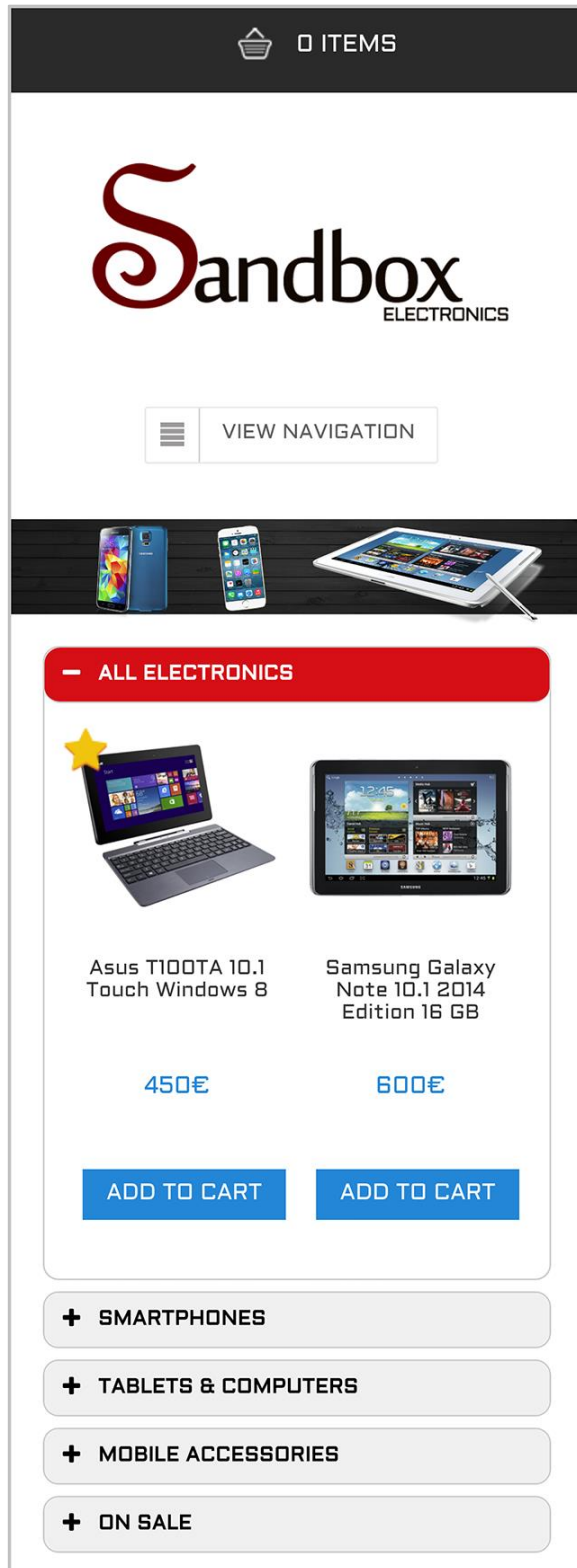
Customer support: +358 50 30 48 209

Opening hours: Monday - Friday, 8-18

Email: info@sandbox-it.com

© 2014 Sandbox Electronics

151



RECOMMENDED FOR YOU



Samsung Galaxy
Note 10.1 2014
Edition 16 GB

600€

ADD TO CART

Samsung Galaxy Tab
3

299€

ADD TO CART



OVERVIEW

[Your account](#)

SALES

[Delivery and transport](#)

[Terms of delivery](#)

[Sales terms](#)

[Return policy](#)

PRODUCTS

[Brands](#) | [Categories](#) | [Outlet](#)

CONTACT

Support: +358 50 30 48 209

Opening hours: Mo-Fr 8-18

Email: info@sandbox-it.com

© 2014 Sandbox Electronics

Appendix 17. Test website for tablets

MY ACCOUNT > 0 ITEMS

+358 50 30 48 209

[HOME >](#) [SHOP BY >](#) [BLOG >](#)

ALL ELECTRONICS
SMARTPHONES
TABLETS & COMPUTERS
MOBILE ACCESSORIES
ON SALE

Samsung Galaxy Tab 3	Samsung Galaxy Gear	Samsung Galaxy Note 10.1 2014 Edition 16 GB	Nokia Lumia 735
299€	100€	600€	1.000€

iPhone 6 Plus 5.5 64GB	LG G3 32GB	HTC One M8	Samsung Galaxy S 5
1.200€	600€	650€	600€

Asus T100TA 10.1 Touch Windows 8	Samsung UE48H5000 48inch Full HD LEDTV	USB 2.0 adapter	HTC One M7 waterproof casing
450€	1.200€ SALE 750€	10€	25€

STAY UPDATED WITH THE OFFERS

Join our mailing list and stay updated with the special sales. We promise: no spam in your mailbox!

ENTER YOUR EMAIL ADDRESS

[Submit](#)

CONTACT US

Name: *

 Email Address: *

 Subject: *

 Message: *

 Send me a copy

[Submit](#)

RECOMMENDED FOR YOU

Asus T100TA 10.1 Touch Windows 8

450€

ADD TO CART

Samsung Galaxy Note 10.1 2014 Edition 16 GB

600€

ADD TO CART

Samsung Galaxy Tab 3

299€

ADD TO CART

Samsung Galaxy S 5

600€

ADD TO CART

< >

<p>OVERVIEW</p> <p>Your account</p>	<p>PRODUCTS</p> <p>Brands</p> <p>Categories</p> <p>Outlet</p>	<p>SALES</p> <p>Delivery and transport</p> <p>Terms of delivery</p> <p>Sales terms</p> <p>Return policy</p>	<p>CONTACT</p> <p>Customer support: +358 50 30 48 209</p> <p>Opening hours: Monday - Friday 8-18</p> <p>Email: info@sandbox-it.com</p>
--	--	--	---

© 2014 Sandbox Electronics

154

Appendix 18. Crazy Egg click map

The screenshot shows the Sandbox Electronics website with a red heatmap overlay. The heatmap indicates high click density on the logo, the top navigation bar, the product grid, and the contact forms. The website layout includes a header with the logo and phone number, a main navigation bar, a hero banner with product images, a category menu, a product grid, a newsletter sign-up form, a contact form, a recommended products section, and a footer with site information.

Header: MY ACCOUNT, ITEMS, +358 50 30 48 209, SEARCH PRODUCTS

Navigation: HOME, SHOP BY, BLOG

Hero Banner: Images of Samsung Galaxy Tab 3, Samsung Galaxy Gear, iPhone 5 Plus, and Samsung Galaxy Note 10.1.

Category Menu: ALL ELECTRONICS, SMARTPHONES, TABLETS & COMPUTERS, MOBILE ACCESSORIES, ON SALE

Product Grid:

Samsung Galaxy Tab 3 299€	Samsung Galaxy Gear 100€	Samsung Galaxy Note 10.1 2014 Edition 16 GB 600€	Nokia Lumia 735 1.000€
iPhone 5 Plus 5.5 84GB 1.200€	LG G3 32GB 600€	HTC One M8 650€	Samsung Galaxy S 5 600€
Asus T100TA 10.1 Touch Windows 8 450€	Samsung UE48H5G00 48inch Full HD LEDTV 1.200€ 750€ (SALE)	USB 2.0 adapter 10€	HTC One M7 waterproof casing 25€

Right Side:

STAY UPDATED WITH THE OFFERS
Join our mailing list and stay updated with the special sales. We promise: no spam in your mailbox!
ENTER YOUR EMAIL ADDRESS:
email@provider.com
Submit

CONTACT US
Name: *
Email Address: *
Subject: *
Message: *
 Send me a copy
Submit

RECOMMENDED FOR YOU

Samsung Galaxy Note 10.1 2014 Edition 16 GB 600€ ADD TO CART	Samsung Galaxy Tab 3 299€ ADD TO CART	Samsung Galaxy S 5 600€ ADD TO CART	HTC One M8 650€ ADD TO CART
---	--	--	--

Footer:

OVERVIEW: Your account

PRODUCTS: Brands, Categories, Outlet

SALES: Delivery and transport, Terms of delivery, Sales terms, Return policy

CONTACT: Customer support: +358 50 30 48 209, Opening hours: Monday - Friday 8-18, Email: info@sandbox-it.com

© 2014 Sandbox Electronics

Appendix 19. Crazy Egg scrolling map

MY ACCOUNT | 0 ITEMS

Sandbox ELECTRONICS

+358 50 30 48 209 SEARCH FOR PRODUCTS

HOME > SHOP BY > BLOG >

ALL ELECTRONICS SMARTPHONES TABLETS & COMPUTERS MOBILE ACCESSORIES ON SALE

STAY UPDATED WITH THE OFFERS

Join our mailing list and stay updated with the special sales. We promise: no spam in your mailbox!

ENTER YOUR EMAIL ADDRESS

Submit

CONTACT US

Name: *

Email Address: *

Subject: *

Message: *

Send me a copy Submit

RECOMMENDED FOR YOU

<p>Samsung Galaxy Note 10.1 2014 Edition 16 GB</p> <p>800€</p> <p>ADD TO CART</p>	<p>Samsung Galaxy Tab 3</p> <p>289€</p> <p>ADD TO CART</p>	<p>Samsung Galaxy S 5</p> <p>800€</p> <p>ADD TO CART</p>	<p>HTC One M8</p> <p>650€</p> <p>ADD TO CART</p>
---	--	--	--

OVERVIEW

Your account

PRODUCTS

Brands

Categories

Outlet

SALES

Delivery and transport

Terms of delivery

Sales terms

Return policy

CONTACT

Customer support: +358 50 30 48 209

Opening hours: Monday - Friday 8-18

Email: info@sandbox-it.com

© 2014 Sandbox Electronics

Appendix 20. Test questionnaire for desktop computers and mobile devices

Age:

Gender:

Country of origin:

IT background:

Highest level of education:

General questions:

1 Do you use Google's search engine?

2 What do you like most about Google's search engine?

3 Would you like to improve something about that search engine?

4 Do you think Google's search bar is wide enough?

5 Do you usually scroll down until the bottom when searching or do you only use the highest search results?

6 Do you shop online?

7 If yes how frequently do you shop online compared to shopping in physical stores?

8 What do you like most about their homepage layout?

9 How easy is it to use an e-commerce website on a scale from 1 to 10?

10 Do you think an e-commerce website can be too long?

11 Do you usually scroll until the bottom of an e-commerce website?

12 Do you have any suggestions of improvement?

13 How many different e-commerce web shops do you use and which ones?

14 How do you feel about the advertisements displayed in an e-commerce web store?

15 How do you feel about overcrowded e-commerce shops, do you think "the more the better"?

16 Do you think your favourite online store has a big enough search bar?

17 What is the place on an e-commerce homepage you would expect to find the shopping cart?

18 Which colours do you like most in a website?

19 Do you think a website should have many different colours?

20 How do you feel about slow webpages, would you use them anyway or would you avoid

them?

Desktop computer:

21 Is there something about the test website that annoys you?

22 If yes, what and rate it on a scale from 1 to 10?

23 Do you have suggestions of improvement for this test e-commerce site?

24 Would you consider shopping at this e-commerce shop once the page is ready?

25 Do you have any further comments?

Mobile device:

26 Do you use your phone to search on Google's search engine?

27 Would you like to suggest some improvements concerning mobile browsing?

28 Do you use your phone to shop online?

29 Is too much scrolling a problem when browsing on mobile?

30 Do you use Google search more often on browser or its app?