

Chapter 1 Exercise

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The merchant I chose for this project was AliExpress, an online retail platform I frequently use. While the mobile app is generally more convenient than the website, it has some disadvantages. The app offers less space to view items compared to the wide layout of the website, which impacts usability and browsing. Its picture functionality only works with photos actively taken and does not allow uploads unlike the web version, which makes it much less convenient. Adding items to your cart requires opening each item individually, whereas the website allows items to be added to cart from the browsing page, hindering the purchasing process. Additionally, filtering search results on the mobile app can be very unreliable, applying any filters can cause most or all items to disappear from search.

Despite these issues, the app also has notable advantages. It performs much better with related items, displaying a near endless list of related products unlike the webpage which often shows none. While the website frequently interrupts the browsing, selection, and purchasing process with login prompts, the mobile app keeps users logged in and uses past browsing behavior to provide better suggestions. The app allows users to easily like and save items into organized lists for sorting and future reference, whereas the website only allows items to be liked without list functionality. Finally, the purchasing process is significantly easier on the app, while the website requires navigating multiple screens, repeated login prompts, and a less seamless payment experience.