



EVALUATING AGE BIAS IN E-COMMERCE

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At a glance



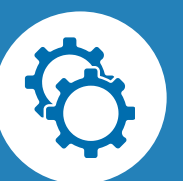
Background

Age bias in software can be described as inconvenient features that make it difficult for certain age groups to use it - significantly impacting the user experience.



Goal

Evaluate how users from different generations interact with e-commerce applications and develop personas.



Strategies

Build upon existing research on age-related behavioural variances and the InclusiveMag method to establish an applicable methodology for identifying age biases in e-commerce software.

Key outcomes



Risk aversion

Our analysis indicated that Risk Aversion influences the behaviour of people using e-commerce applications.



Developed personas

Personas were created with our facets and themes findings to be used for identifying age-inclusiveness issues in e-commerce applications.



Successful testing

Using cognitive walkthrough with the personas, we found issues in existing popular online shopping platforms.

Summary of findings



Purposive sampling to interview people from Gen Z and Y combined, Gen X, Baby Boomers (BB) and the Silent Generation (SG).



We developed two personas, one for Gen XYZ and BB, and one for the SG.



We discovered that users from the SG found it difficult to search and interpret product information such as “minimum order limit”.

Learn more

Contact the [HumaniSE Lab](#) or scan the QR code.



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