K. J. Somaiya College of Engineering, Mumbai-77
(A Constituent College of Somaiya Vidyavihar University)

Batch: **Roll No.:**
Experiment / assignment / tutorial No
Grade: AA / AB / BB / BC / CC / CD /DD
Signature of the Staff In-charge with date

TITLE : Designing B2C application's interface

AIM : To design B2C application's interface.

Expected OUTCOME of Experiment:

CO 4: Refinement, Prototyping, Implementation of product/ service.

Books/ Journals/ Websites referred:

1 "Design Thinking", Gavin Ambrose Design Paul Harris

Theory:

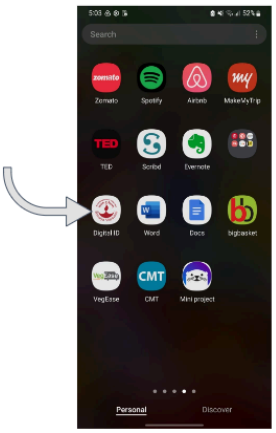
- **The design process engages a high degree of creativity but in a way that is controlled and directed by the process so that it is channeled towards producing a viable, practical solution to the design problem, meeting or excelling the stated aims of the brief.**
- **While creativity in design is important, design is an activity that serves economic as well as creative goals.**
- **Within the design process, seven steps can be identified:**
  - **Define**
  - **Research**
  - **Ideate**
  - **Prototype**
  - **Select**
  - **Implement**
  - **And learn**
- **First, the design problem and the target audience needs to be defined.**
- **The research stage reviews information such as the history of the design problem, end-user research and opinion-led interviews, and identifies**

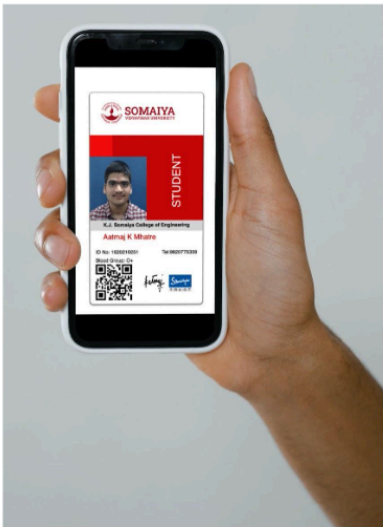
potential obstacles.

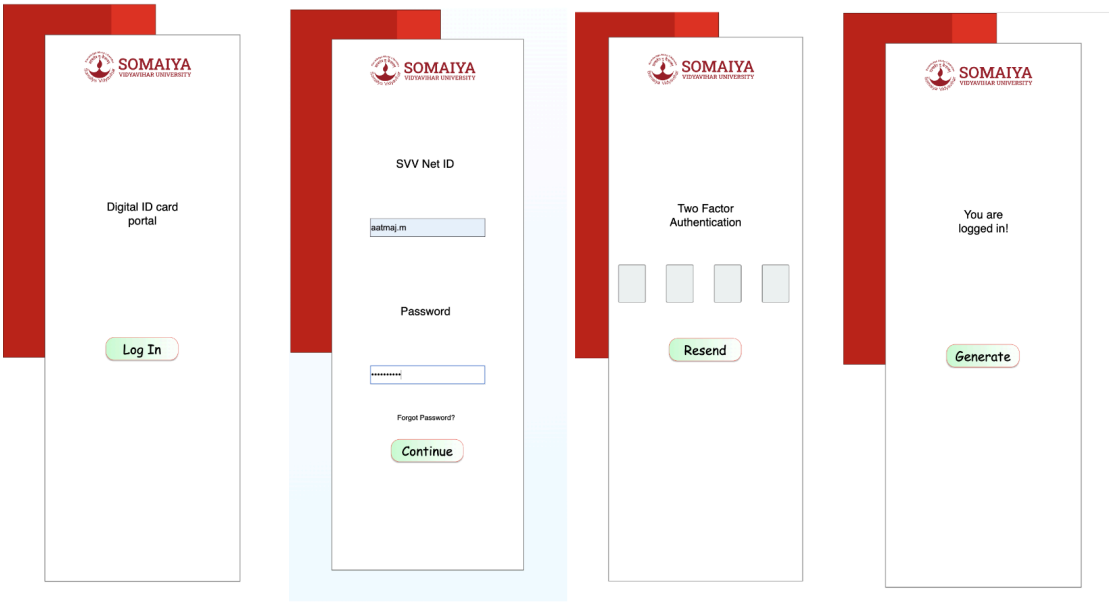
- **Ideate is the stage where end-user motivations and needs are identified and ideas are generated to meet these, perhaps through brainstorming.**
- **Prototyping sees the resolve or working-up of these ideas, which are presented for user-group and stakeholder review, prior to being presented to the client.**
- **Selection sees the proposed solutions reviewed against the design brief objective. Some solutions might be practical but may not be the best ones.**
- **Implementation sees design development and its final delivery to the client.**
- **Learning helps designers improve their performance and, for this reason, designers should seek client and target audience feedback and determine if the solution met the goals of the brief.**

Introduction to B2C application: Somaiya Digital IDcard portal -
By using the Somaiya Digital ID webapp you can create a tamperproof digital copy of your ID card to get through the security process. Just log in with your Somaiya ID credentials and you are all set to go!

Design of B2C application's interface (coloured):







Post Lab Descriptive Questions

1, Specify the role of design thinking principles.

1. Empathize

- Understanding Users: This involves deeply understanding users' needs, behaviors, and pain points through interviews, observations, and surveys. Empathy helps designers create interfaces that resonate with users and address their real challenges.
- User Personas: Creating detailed user personas based on research helps guide design decisions, ensuring the interface meets diverse user needs.

2. Define

- Identifying Problems: After gathering insights, defining the core problems users face helps focus the design efforts. This stage distills complex user feedback into clear problem statements that drive the design process.
- Clear Objectives: Establishing specific, actionable objectives for the UI design helps align the team and stakeholders on what needs to be achieved.

3. Ideate

- Brainstorming Solutions: This stage encourages creative thinking and the

generation of a wide range of ideas without immediate judgment. Techniques like brainstorming sessions and mind mapping foster innovation in UI concepts.
- Collaboration: Engaging cross-disciplinary teams (designers, developers, marketers) during ideation brings diverse perspectives that enrich the design process.

4. Prototype

- Creating Mockups: Developing low-fidelity prototypes (like wireframes) allows designers to visualize concepts quickly. This makes it easier to explore layout, navigation, and functionality.
- Iterative Prototyping: Building multiple iterations of prototypes enables testing different design approaches, refining ideas based on feedback.

5. Test

- User Testing: Conducting usability tests with real users allows designers to gather feedback on prototypes. Observing how users interact with the UI reveals usability issues and areas for improvement.
- Iterative Refinement: Based on testing insights, the design can be iteratively improved. This cycle of testing and refining ensures the final product is user-friendly and effective.

6. Implement and Iterate

- Continuous Feedback: Even after deployment, the design thinking approach encourages ongoing user feedback to adapt and improve the UI over time.
- Agile Integration: Incorporating agile methodologies allows for rapid iteration and responsiveness to user needs, ensuring the UI evolves alongside user expectations and technological advancements.

Date: 21 Oct 2024 **Signature of faculty in-charge**