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| **COSC2653 User-Centered Design** |
| COSC2653 - Assignment 2 06/02/2022 |
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## Part 1: Design Document

### **Introduction**

The goal of this report is to correctly identify the clients (“**Jewelry Co**”) requirements and goals for the application, identify in detail the intended user groups of this application, these details will include the users’ needs and goals, this information will then be used to generate personas for the user groups. This information will then be used to assist in the design of wireframe examples of the application and long term will be used to create a functional prototype of the application to present to the client.

Our client a major jewelry retail agency, **Jewelry Co** has recently partnered with one of the biggest logistic companies in the world; We have been commissioned to design and develop a mobile application that allows users to quickly purchase and deliver customized gifts to anyone anywhere within 20 countries.

The design requirements supplied by the client are as follows:

1. During purchases, the client needs their customers to be able to customize the jewelry with engravings on the jewelry itself and on the gift boxes.
2. Customers can also craft gift messages to be included with the delivery card.
3. Both the customers and recipients (if not secret) can easily track their gifts all the way until completion of the delivery.
4. ***Optional:*** Customers can view their order history and accrue loyalty points

The core goal of our client is to reach customers in their targeted 20 countries to receive jewelry purchased and customized by anyone in any country around the world as gifts or if they are in one of the 20 countries to purchase jewelry for themselves, to accomplish this goal the application must meet 3 or more of the clients design requirements whilst maintaining a high level of usability for the end user, for the application to be considered successful by our client.

**Jewelry Co** has not supplied or indicated a name that they wish to use for the application, the application hence forth will be known as ***Jewelry Co Online.*** Until such time the client wishes to supply a name of their choosing for the application.

**Prototype URL:**<https://www.figma.com/file/4WH8B1a3sVSE3dtZMnqtFP/Phototype?node-id=0%3A1>

### **User Groups**

The target user groups of the application are online shoppers, however from the research this can be broken down into age groups and quite possibly group by purchase type being a self-purchase or a gift, however more data is available for age groups.

The bulk of the e-commerce Jewelry purchases surveyed in 2020 were made by those born between 1981 – 2012 (Millennials and Generation Z) as they are more willing to make large purchases online ***[Reference 1];*** These circumstances seem unaffected by the COVID-19 restrictions forcing people to make more purchases online, as further research shows that online jewelry sales have increased on an average of 8.64% annually since 2012 – 2019 and stagnated between 2020 and 2022. ***[Reference 2]***

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| --- | --- |
| Online Shopper – Aged 18 – 41 | * Millennial or Generation Z * Highly knowledge in the use of mobile technologies * Within the traditional age range for marriage * Prone to making purchases online * Most likely has a PayPal account |
| Online Shopper – Aged 42 – 65+ | * Basic to moderate knowledge in the use of mobile technologies * Will make purchases online if convenient * Generally, Prefers instore purchases * May or may not have a PayPal account |
| Online Shopper – All Age Groups | * Aged: 18 – 65+ * Purchase Gifts and/or for themselves * Owns a Credit Card or Visa Debit Card * Lives in or knows someone in 1 or more of the 20 deliverable locations * Owns a mobile device capable of running the application * Has internet access |

### **Personas**

From the information used to identify the applications target user groups two personas were generated as example users.  
  
Names for the example users were randomly generated. ***[Reference 3]***Photos for the example users were AI Generated and are not photos of real people ***[Reference 4]***

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| --- | --- |
| Penelope Ramirez | Winifred Gardiner |
| A person with brown hair  Description automatically generated with low confidence | A person with a mustache  Description automatically generated with low confidence |
| |  |  | | --- | --- | | **Age:** | 20 | | **Gender:** | Female | | **Marital Status:** | Single | | **Dependents:** | None | | **Accommodation Status:** | Lives with parents | | |  |  | | --- | --- | | **Age:** | 34 | | **Gender:** | Male | | **Marital Status:** | Married | | **Dependents:** | Divorced, 7-Year-old Daughter, 8-Year-old Son | | **Accommodation Status:** | Mortgage | |
| Backstory: “Penelope is a full-time University student studying a Bachelor of Information Technology at RMIT University and works part time at the local newsagent.”  Goals: Penelope is looking to get her mother a birthday present; a bracelet with an engraving “Your Loving Daughter”  Frustrations: Penelope is a full-time university student and when not at university is busy working at the newsagent. Leaving her very little time to visit a store to browse for the gift. | **Backstory: “**Winifred is employed full-time as a “Information Security Engineer, Winifred travels 1hr and 30min for work.” **Goals:** Winifred’s 10-year anniversary is coming up and would like to find that something special for his wife.  **Frustrations:** Winifred works long hours and has lots of meetings though out the day limiting the time he can spend looking for a Gift for his anniversary in person, stores in walking distance to his work don’t have anything he likes. |
| Attributes: | **Attributes:** |

### **Context Scenarios**

blah blah

### **Key Path Scenarios**

#### Path 1)

#### Path 2)

### **Design Patterns**

## References:

* **Reference 1 – [Online] Jewelry Ecommerce Statistic and Insights:**<https://blog.clear.sale/jewelry-e-commerce-statistics-and-insights> **[Accessed: 01/02/2022]**
* **Reference 2 – [Online] Online Jewelry Sales Statistics (2011-2022):**

<https://www.oberlo.com/statistics/online-jewelry-sales-statistics> **[Accessed: 05/02/2022]**

* **Reference 3 – [Online] Quick Name Generator:**

<https://www.name-generator.org.uk/quick/> **[Accessed: 01/02/2022]**

* **Reference 4 – [Online] ThisPersonDoesNotExist - Random AI Generated Photos of Fake Persons:**

<https://this-person-does-not-exist.com/en> **[Accessed: 01/02/2022]**