Milestone 1 Response to Feedback & Design Comps
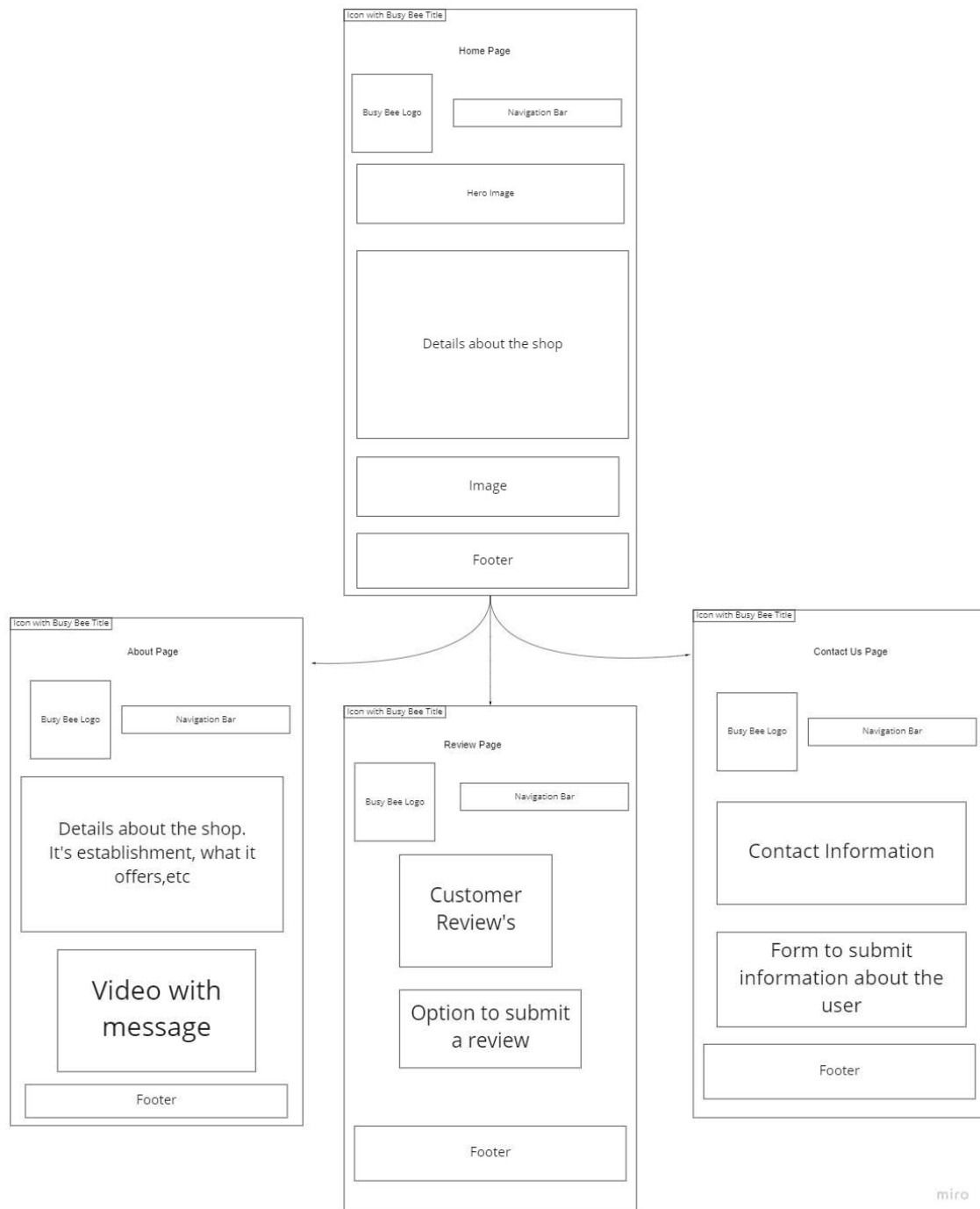
Part 1: Design Mocks

Wireframes of web pages

Icon with Busy Bee Title

Home Page

Busy Bee Logo | Navigation Bar

Hero Image

Details about the shop

Image

Footer

Icon with Busy Bee Title

About Page

Busy Bee Logo | Navigation Bar

Details about the shop.
It's establishment, what it
offers,etc

Video with
message

Footer

Icon with Busy Bee Title

Review Page

Busy Bee Logo | Navigation Bar

Customer
Review's

Option to submit
a review

Footer

Icon with Busy Bee Title

Contact Us Page

Busy Bee Logo | Navigation Bar

Contact Information

Form to submit
information about the
user

Footer

miro

Icon with Busy Bee Title

Shopping/Products Page

Busy Bee
Logo

Navigation Bar

Images with a product
name and ability to add
to cart

Footer

miro

Part 2: Response to feedback

Feedback provided by the professor:

1)The call to action of the website is NOT obvious.
2)The textual content could have been better presented.

Changes to be made:

1) Creating a 'Shop at our store' indication message prompted with sale offers and why the user should shop their message to create a call to action of the website and fulfil the goal of creating a website for the florist shop.
2) Creating a shopping page which allows the viewer to see and choose items they like to be added to a cart

3) Editing and formatting text present on webpages to be better presented and be understood easily and effectively. Re arranging texts and images for better aesthetics and better look of the web page.

4) Creating media screens to allow the website to operate on different devices with different pixel lengths and widths.

Part 3: Usability Test Plan

User Testing Report and Further Development
Suggestions

Three tests will be conducted on the tester.

1) First impressions of the website- Thoughts on the colour scheme, web page appeal and aesthetics, does it attract people towards the shop?

Test Result:

The impression of shopping for flowers/buying flowers at their shop is met and understood. Colour scheme is good for a website based on flowers (Combination of pink and yellow).
The web pages are appealing, and it does in fact attract people towards the shop/incline people to shop online as well.
Every tester liked the colour scheme followed and the ease of usage of the navigation bar.

2) Performing a task: Ask the tester to perform a certain task and see how they respond and carry out the task, note down any queries or questions they might have and see if they are able to get the desired output.

Test result:

The tester was asked to shop for any two products on the website.

Using the navigation bar, the tester went to the products/shopping page and then viewed the different products and added the two products he liked the most (A flower basket and a flower vase). All three testers were successfully able to complete the task with no problems or queries.

3) Open-ended task: Ask the tester to perform any task that they would like to see if your website can complete every demand to show its success rate.

Test Result:

The tester wanted to write and submit details about himself in the contact us page and the form worked correctly and showed a valid web page of their input being recorded.

Success rate would be around 90% as it did attract customers towards shopping online and shopping at the store especially as there were two enquiries about the shop amongst the three testers.

Report on user testing:

Overall the success of the shop website would be around 90% as it did help attract customers and created a better understanding of the product. Testers could complete any task asked and could perform any open-ended task according to their wish as well.
The testers found the website appealing and attractive and thought that the colour scheme matched the product's aspects as well.

Changes that can be made:

 Add a cart section which shows the items that the user has added along with the total price of all the items and an occasional offer page which can do orders for various events.

Site Link: https://adityav.sgedu.site/a2/

Report- Individual Assignment Cover Sheet

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Student Details

SCHOOL

Student Signature:

Assignment Details

Title: Web Design and Development Assignment 2

Due Date: 26-09-2022
Date Submitted: 26-09-2022

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