

IMY 320: Group Design C Report

Fantastic Four



Group members:

- Ann-Mari Oberholzer u23537729
- Mpho Martha Siminya u21824241
 - Lineo Khabane u23604043
- Moyahabo Tebogo Hamese u21532941

Design decisions

Based on the Admin Panel and Checkout UEQ evaluations of the Etsy, Shopify, and Takealot(2) websites, we observed strengths in usability (clarity, efficiency, and supportiveness). However, some weaknesses were also identified in visual excitement, inventiveness, and overall user engagement.

Below is a unified set of design guidelines that aim to retain the functional strengths of these workflows while also improving the user experience through visual and interactive elements, guided by the Peak-End Rule:

1. Maintain Core Usability and Familiarity
 - Keep important usability elements such as clear labels, required fields, and logical grouping of inputs.
 - Segment the product entry process into distinct steps (e.g., “Basic Info,” “Pricing,” “Availability”) to avoid overwhelming the user with one long form.
 - Provide visual indicators of progress (step counters or completion bars), making workflows easier to follow.
2. Introduce Visual Depth and Interaction
 - Add subtle animations and hover states for buttons and fields to provide interactive feedback.
 - Use rounded corners, shadows, and icons to reduce the “flat form” appearance seen in Shopify and Takealot(2).
 - Incorporate micro-interactions (such as success checkmarks or celebratory visuals) when a key step is completed, reinforcing positive peak moments.
3. Apply the Peak-End Rule
 - Create peak experiences such as successful form submission, order confirmation.
 - Ensure the end of the process, particularly checkout confirmation, leaves a strong impression with a clear success message, product summary, and engaging visuals.
4. Balance Efficiency with Engagement
 - Minimise scrolling by splitting complex tasks into manageable sections.
 - Keep frequent actions (save, next, confirm) consistently placed for quick access.
 - Provide optional shortcuts, such as “Quick Add” for existing products, to improve efficiency for experienced users.
5. Unify the Visual Design Language
 - Maintain consistent styling across forms, buttons, and input fields.
 - Use a colour palette that balances clarity with visual excitement, avoiding plain “form-like” layouts.

Peak-End Rule

The Peak-End Rule states that people evaluate experiences largely based on the most intense moments (peaks) and the final moments (end).

Based on the UEQ evaluations:

- Peaks will be reinforced through micro-interactions, segmented progress, and playful visuals that make data entry feel less like a chore.
- Endings will be enhanced by checkout confirmation pages that deliver positive closure through clear summaries, visuals, and personalisation.
- Section completion: When a step is done, display a celebratory micro-animation such as changing colours of a progress tracker.

This ensures that even if the process is lengthy, users will recall it as smooth and satisfying.

Client Statement

The client highlighted concerns that workers found the admin panel overwhelming and form-like, while customers described checkout on similar sites as boring and disengaging.

Our design supports the client's needs in the following ways:

- Efficiency: Progress indicators, shortcuts, and clear grouping of information help reduce errors and improve speed.
- Engagement: Visual depth, interactive feedback, and peak-end reinforcement improve user satisfaction and memorability.

We balance familiarity and usability with inventive touches, ensuring that the system is not only functional but also leaves a strong, positive impression at the most important moments.