**University of Hertfordshire  
 School of Computer Science**

**BSc Computer Science**

**Module: mobile computing**

Assignment: Usability Analysis Report

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Level 6

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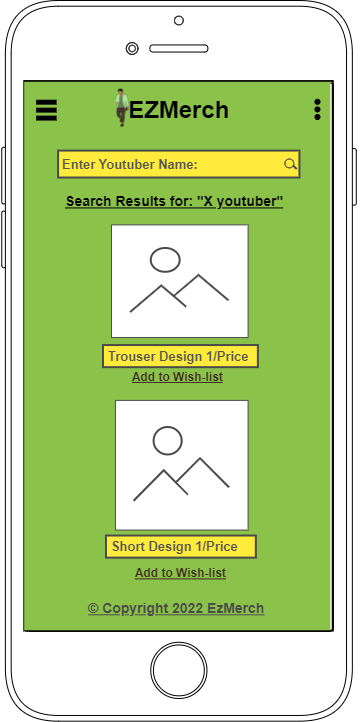
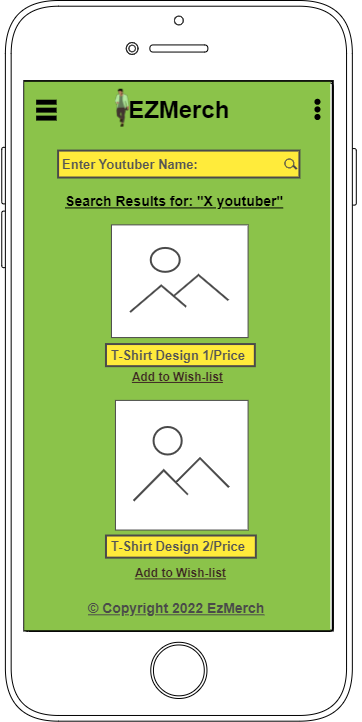
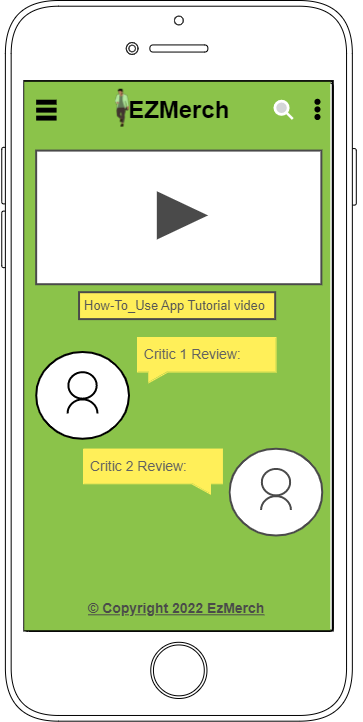
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# **Introduction:**

This report has been developed to provide a thorough insight into my Mobile Application, called “EzMerch”. EzMerch is an E-Commerce Merchandise-selling platform which focuses on providing a one-stop solution for major YouTuber’s Merchandise i.e., PewDiePie, KSI and MrBeast for all fans out there. I designed this application by the implementation of HTML syntax, external styling via CSS, functionalities’ programs executed via the use of JavaScript, server-side display and connectivity with MySQL back-end database using PHP.

# **About the EzMerch Application:**

As stated earlier, EzMerch was intended to reduce YouTube fans’ headache of having to scour the internet over many websites to just obtain their favorite merchandise, most of which would usually be sold out by the time the fan would find an authentic piece of merchandise. As such, I catalogued my application to have the most sought-after pieces of apparel stocked at one spot so that anyone could just come in and conveniently order within just a few clicks. For background research, I took in inspiration from represent.com/PewDiePie and MrBeastStore.com as some of the most popular youtuber merch stores out there to come up with the design for my application, a few of the initial design sketches that I based my UI on are as follows:

A screenshot of a phone

Description automatically generated with low confidenceA picture containing text, electronics, screenshot, communication device

Description automatically generated