

## Redesign a web-shop

### Mandatory Assignment Interface Design

For this client: Terapi Hobby

Existing site: <http://www.terapi-hobby.dk/>

The existing site is not performing well despite the companies continued success. Finally, the owners have decided to invest and recreate the existing site in a new form – this is your job. The client has three main goals with the site:

1. It should drive people to the store in Aarhus.
2. It should provide the opportunity to order and buy products online.
3. It should distinguish Terapi Hobby from others similar shops, so they are recognised.

We have time for only two iterations:

**First Iteration** – Gathering data on possible users and inspiration from competitors. To be done in groups.

1. Do a competitor analysis. Remember to look beyond exact competitors and check out similar web-shops with similar target groups.
2. Having defined points of interest – conduct interviews to examine your users goals, and to let them help you explore possible design solutions.

**Second Iteration** – Build your first idea in Axure and use Donald A. Normas principles to describe the product. Do this in couples – so everyone gets to learn, and you gain more examples and experience.

You decide what stays and what goes from the existing site. You also decide the style and mood of the site – but your decisions must be based on a hypothesis about what would work for the clients users, and your hypothesis must be based on user research.

#### Hand In:

1. A low fidelity prototype or finished wireframe of the redesigned site.
2. Report:
  - a. A hypothesis supporting your concept and design.
  - b. A conclusion on your competitor analysis with the most important findings and lessons.
  - c. A conclusion on your Interviews with the most important findings and lessons.
  - d. Description of your design, using Normans Principles for usability and user experience.
  - e. Reflections on the two iterations. I.e. “What worked well, what didn’t, what do you want to change for your next project”... and so on?
3. Appendix:
  - a. Your interview guide(s) and resume of interviews.
  - b. Your competitor analysis including screenshots.
  - c. Documentation of your work in the form of a logbook.