

STREAM 3 PROJECT

This doc is to show the thought that has gone into the site design and the structured way in which the design/experience and manual testing has been approached.

Site:

This site is designed to be the website for my clients, who are my partners parents and their tailoring and bespoke clothing shop in Southsea. The website is designed to facilitate the sale of pre-made garments whilst also encouraging customers to contact the company for repairs or for the create of bespoke/unique clothing.

It is also a site through which I can demonstrate competency in Web Development skills to future employers. Illustrating how I can produce a purposeful, highly responsive and functionally effective website using a modern framework. The website has a dual purpose of being a piece work for my client and being graded project work and as such I had to be aware that there were two distinct primary audiences it was addressing (my clients customers and examiner).

Users

ACTOR & GOAL

- **On-line Shopper:** view and purchases products through website

USER ROLE

- **Relaxed Shopper:** Enjoys the experience of browsing different product online and while spends a long time look may only makes purchases once in a while.
- **Focussed Shopper:** Has a particular product in mind and wants to be able to find it and purchase it quickly.

USER PROFILE

- **Users:** 50-200 customers visit this website monthly
- **Activities:** Browsing, seeking services information and purchasing
- **Computer Skills:** Basic to expert, although some familiarity with online shopping websites is assumed.
- **Domain expertise:** Typical customers are those that like bespoke or individualistic styles of clothing, or those that wish try and be thrifty, and make there existing clothing last a bit longer.

PERSONA

The following persona's are based on interviewing the business owners regarding the observations of customers behaviour in there shop on there existing website, along with customer feedback they have received.

Primary Persona

Sally is a middle aged woman with a part-time job and two young children. Whenever possible Sally likes to recycle clothing to save family costs whilst also being able to treat herself to something, ideally unique, when she is able to. Sally enjoys browsing shopping sites on her mobile devices during her down time in the evening while she relaxes on her sofa. Sally will likely visit the site at least once a week to browse any new products.

Secondary Persona

Catherine is a young female professional who like to stand out from the crowd and be unique. She know what she wants and doesn't like to waste time trying to find it, she wants to be able to source quickly. She is tech savvy and mobile phone/shopping are a must, as she like to get things on the go, when she's commuting to work or waiting in a coffee shop for her friends to arrive. Catherine will likely visit the site once a month when she feel like she would like to may a purchase.

Tertiary Persona

David is a middle aged professional who likes to keep all the items in his wardrobe to a high standard as he feels that this gives a clear outward indication of his status in the business World. If his favourite waste coat is fraying he will quickly look online for a tailor, when he locates a site he will want clear information on the services offered and how to obtain them. David is someone who will recommend good quality work to others as be believes good services should be rewarded.

Bespoke site requirements requested by client

As a small company a couple of key issues are that the they don't have much stock room, so stock levels will not be high and they will be doing all the deliveries (as far as possible themselves). Word of mouth (especially locally) are a vital part of the business advertising, so my clients deem it essential that customers feel well looked after and are not disappointed. I mention this as the site shop design keeps and eye on stock levels at all times during the process, even making sure at checkout that enough stock is available to complete the customers order, if the stock levels have been changed (perhaps another customer has made a purchase just before them?) the customer is informed and asked to ring the company. This is because extra stock will take time to manage and my client wants to ensure the customer is happy with this (rather than them being disapointed with an unexpected delay in the delivery of there product(s). and this was a key business requirement from my clients.

User Experience

Strategy:

Business/Website goals drive who is going to use it and where it is going to be used, it is this that develops strategy.

Website Goals:

To provide a quality online shopping experience

To provide a website that caters for my clients/personas requirements

To show/explain good practice has been followed, such as:

- **Design**
 - Garrets Elements of UX Stack
 - Usability Heuristics (where applicable)
- **Coding:**
 - W3C HTML/CSS compliant
 - Cross browser compatibility (HTML/CSS/JS)
 - Semantic MarkUp
 - Modular Coding
 - Scripts at bottom of body
 - External CSS/JS and JS in scripts folder
 - **Django using Template Model View (Check it)**
 - Django using apps to structure the shop project

To show my competency in developing a basis websites to future employers

To show my competency to the examination board (via their marking criteria).

To showcase my ability to map a website to user requirements

To showcase my ability using Django and Python

To showcase my ability to integrate Django with JavaScript/jQuery and Bootstrap.

Who is going to be using it?

Customers of my clients

Exam board (for Certificate)

Prospective/Future Employers

Where will it be used?

- **Mobile phone, Tablet, Laptop** – *These are deemed to be the primary viewing tools customers will use based on the personas generated through information obtained from my clients. Also, all those listed for desktop could equally also use a phone or tablet.*
- **Desktop** – *Possibly potential employers for profile/portfolio browsing, charities for portfolio review, exam board for assessment purposes, possibly friends/family for home viewing.*

User task-centric Scope:

What tasks will the users want to be able to do?

- They will want to be able to browse products.
- They will want use add, remove and update products and product amounts in a virtual shopping basket.

- They will want to be able to create an account.
- They will want to be able to supply a delivery addressing.
- They will want to be able to create pay for products.
- They will want to be able see what they have previously ordered

Structure:

The structure of the site was clear as it is of such small size.

Skeleton:

The page skeletons were wireframed on <https://www.gliffy.com/>

Surface:

This can be seen as you browse the site

Manual Testing

Also point out that have used sublime auto-updater to manage vendor prefixes, and the auto-updater gets its info from the caniuse database

Functionality Testing:

- **Test all internal links.**
 - Home, Data and About
- **Test all external links** (About page).
 - D3js.org, crossfilter, flask, transfer league, dc.js
- **Data Page**
 - Check data is fed into all charts
 - Check filter on one chart results in correct change in others
 - Check individual chart resets work for individual chart, plus all other charts
 - Check main filter button resets all charts
 - Check that Most expensive transfers table is ordered by fee
 - Check total transfer spend is in correct units (and correct value)
- **Validating your HTML:** <https://validator.w3.org/>
 - HomePage:
 - Data Page:
 - About Page:

Compatibility Testing:

Browser compatibility

- Firefox
- Chrome
- IE
- Safari

Operating system compatibility

- Win10
- macOS

Responsiveness

Physical Devices:

- Tablet (iPad and Android)
- Laptop (Windows)
- Desktop (macOS)

Software Simulations (simulating an array of different device types/sizes):

- Device Toolbar (Within Google Chrome's web developer tools).
 - Responsive Design Mode (Within FireFox web developer tools)