<h1 style="text-align:center"><u>STREAM 3 PROJECT</u></h1>

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.

<u>Site:</u>

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 creation 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 is also a piece graded project work and as such I had to be aware that there was an additional audience it was addressing (the examiner).

<u>Users</u>

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 they spend a long time looking they 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, purchasing products and checking orders.
- **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 their 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 their shop, on their 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 make 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 its a key requirements that the site design for it to keep a close 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 should be informed and asked to ring the company. This is because extra stock will take time to source and/or create and my client wants to ensure the customer is happy with this (rather than them being disappointed with an unexpected delay in the delivery of their product(s)).

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 website that caters for my clients/personas requirements
To provide a quality online shopping experience for users
To show my competency to the examination board (via their marking criteria).
To showcase my ability to map a website to user 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
  - Correctly using Django Model, View, Template framework
  - Using Django apps to structure the shop project

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 the information obtained from my clients. Also, all the following listed for desktop could equally also use a phone or tablet.*
- **Desktop** – Possibly potential *employers for profile/portfolio browsing, exam board for assessment purposes.*

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 to hold address and payment information.
- They will want to have a cart stored between sessions
- They will want to be able see what they have previously ordered

Structure:

The structure of the site showing the page by page flow of the site (how the user would be guided without a main menu) is shown in the accompanying Structure.pdf document.

Skeleton:

The page skeletons were wire-framed using OfficeLibre Impress.

Surface:

This can be seen as you browse the site.

Manual Testing

Functionality Testing:
- **General Site**
  - All menu links, when logged in and logged out
  - Links to services page from index and profile pages
  - Links to contact page from services page.
- **Accounts App**
  - Valid users can sign in
  - Invalid username/password rejected and user informed
  - Attempted registration of duplicate usernames rejected and user informed
- **Cart App**
  - Items could be added/removed to a cart and quantities updated
  - Cart could be destroyed
  - If cart item tried to be updated past existing stock levels, it is restricted to current stock levels and user informed to contact company
  - Cart saved (if requested) on log out and restored if saved from last session
  - If stock level has changed so it is below the order amount in a stored cart, when user logs in the item is removed and user is informed.
  - When a user signs in with a session cart active, but also has a cart stored from the previous session, the current session cart is used. The previously stored cart removed and customer informed of actions.
  - Cart icon colour changes correctly (green logged in, red logged out)
  - Cart contents counter/numeric updates correctly
- **Checkout App**
  - User cannot checkout without a valid credit card or address registered (purchase button disabled)
  - Product amounts add up correctly
  - Delivery amounts calculated and added correctly
  - If stock levels have reduced between when the product was added to cart and checkout, then the order (including delivery cost) is recalculated with the new stock level value and customer informed of action.
  - Expired credit card will not work (using stripe test card).
- **Core App**
  - HTML validation on contact form works correctly.
  - Logout/login icon colour changes correctly (green logged in, red logged out)
- **Orders App**
  - Orders are logged after successfully checkout
  - Cart and associated cart items are removed on successful checkout
  - Orders are listed in chronological order, most recent first
  - Orders table entries link to associated order
  - Pagination works correctly on orders list page
- **Products App**
  - Filtering works correctly on products, including reset
  - Product table entries link to associated product
  - Pagination works correctly on product list page
- **Purchase App**
  - Credit card validation worked correctly and users informed

- Address entry validation (non-alphanumerics except spaces allowed) worked correctly.
- Credit card tested for specific decline and error situations (as per Stripe testing 'Testing for specific responses and errors' https://stripe.com/docs/testing)

Compatibility Testing:
Browser compatibility
- Firefox
- Chrome
- IE
- Safari

Operating system compatibility
- Win10
- macOS

Responsiveness
Viewed on physical devices:
- Tablet (iPad and Android)
- Laptop (Windows)
- Desktop (macOS)

Viewed via 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