#### 1.0 INTRODUCTION

De' Lagos, a top online destination devoted to introducing LEGO aficionados of all ages to the joys of the hobby. With a mission to stimulate curiosity, encourage creativity, and give people access to the largest selection of LEGO items, De' Lagos is positioned to take the lead as the global center for LEGO enthusiasts. We at De Lagos are aware of LEGO bricks' enduring appeal and allure. We want to become the go-to place for LEGO fans, collectors, and families with our carefully chosen assortment, unmatched customer support, and dedication to providing an amazing purchasing experience.

We suggest a simplified browsing and shopping experience with improved search capabilities for the new user interface. To assist users in finding the LEGO products they're seeking for, this includes integrating sophisticated filtering and sorting options. Furthermore, we suggest a contemporary and simple design that improves accessibility and user experience. This entails rearranging the design to enhance readability and aesthetic appeal and incorporating functionalities for smooth checkout and purchase procedures.

#### 1.0 OBJECTIVE

Our goal is to make De' Lagos the go-to website for LEGO fans across the globe by:

- 1. Creating an environment that inspires creativity and curiosity in users of all ages.
- 2. Giving customers access to the broadest range of LEGO products on the market.
- 3. Establishing itself as the preferred choice for LEGO enthusiasts, collectors, and families.
- 4. Improve the browsing and shopping experience by implementing a modern design, a streamlined user interface, and enhanced search capabilities.
- 5. Improving readability, aesthetic appeal, and user experience by adding features that facilitate easy checkout and purchasing processes.

In conclusion, De' Lagos wants to establish itself as the world's hub for LEGO by providing a large selection of goods and top-notch customer support.

#### 2.0 ESTABLISHING REQUIREMENTS

#### 2.1 Data Gathering

We gathered data from a Google Form questionnaire titled "Survey on DE' LAGOS". There were 22 respondents, aged 18 to 23. Most of the respondents had heard about LEGO, with 86.4% answering yes and 13.6% answering no. One question asked respondents about their preferred type of LEGO product. The results were as follows: 31.8% chose flower LEGO, 27.3% chose car LEGO, 22.7% chose architecture LEGO, and 18.2% chose animal LEGO. Another question inquired about whom the respondents would like to give the LEGO to. The results showed that 36.4% wanted to keep the LEGO for themselves, 27.3% would give it to their partner, and 18.2% would give it to family and friends. We also asked if respondents would be happy to receive LEGO as a gift, and we were excited to find that 86.4% said they would be happy, while only 13.6% said they would be unhappy. Additionally, we asked for thoughts on a LEGO set designed specifically for couples, like a matchy LEGO. The results were 72.7% found the idea interesting, while 27.3% were not very interested. Another question sought opinions on LEGO customization. 81.8% found it interesting, while 18.2% did not. The final question asked about preferred LEGO themes, and we received suggestions such as Disney LEGO, space LEGO, football team LEGO, Marvel LEGO, and others.

#### Set of questionnaire question

QUESTION 1:

Type: Open Question

Your answer	Æ <mark>*</mark>	
	answer	

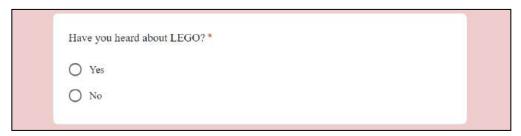
#### **QUESTION 2**

Type: Open Question

AGE *		
Your answer		

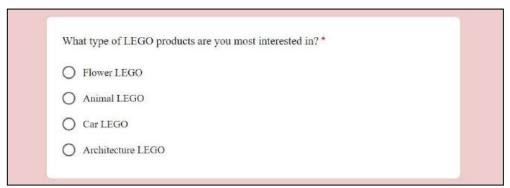
# **QUESTION 3**

Type: Closed Question



# QUESTION 4

Type: Closed Question



# **QUESTION 5**

Type: Closed Question

Who would you like to gift the LEGO to?★	
O Yourself	
Partner	
O Friend	
○ Family	

# **QUESTION 6**

Type: Closed Question

If you received a LEGO gift, would you be happy with it? *	
Yes, I am.	
O No, I'm not.	

#### **QUESTION 7**

Type: Closed Question



# **QUESTION 8**

Type: Closed Question



# **QUESTION 9**

Type: Closed Question

What is your opin	nion about LEGO customization? *	
O Interesting		
O Not interestin	g	

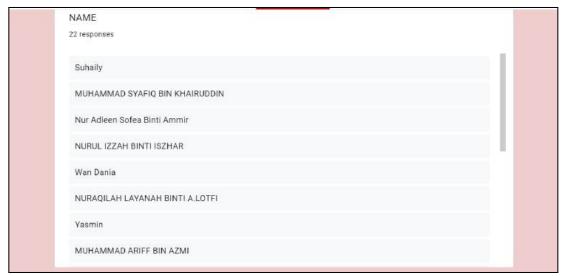
#### **QUESTION 10**

Type: Open Question

Do you have any preferred L	EGO themes? If so, please suggest,
Your answer	

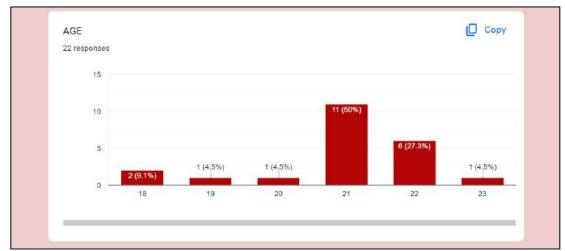
#### 2.0 RECORD OF DATA

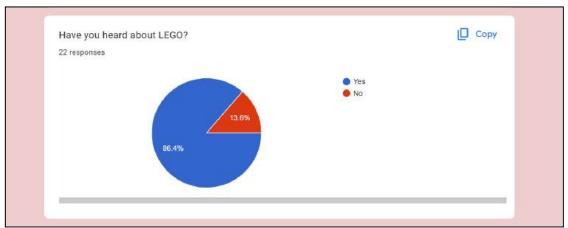
The data was collected through a Google Form distributed to a small group of people. We received approximately 22 responses to our questionnaire. We selected these 22 responses to obtain specific data. The collected data is used to guide and enhance user interaction with our interactive app, making it more effective. The summary of the respondents' responses is shown below:

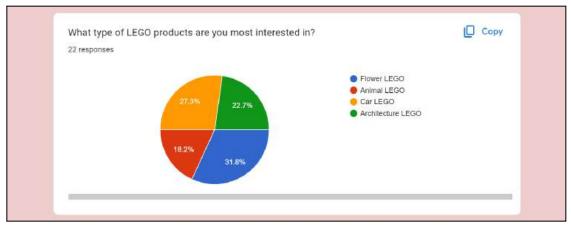


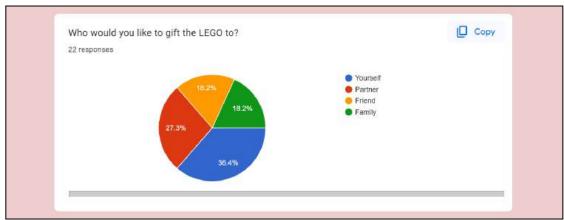


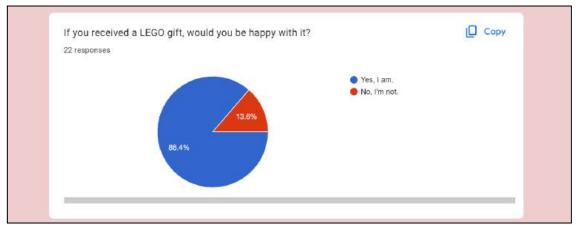


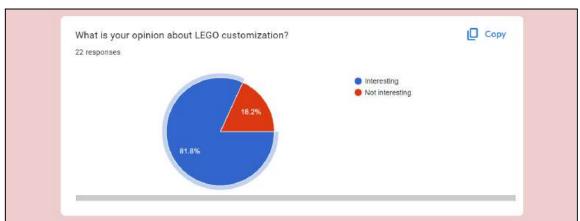


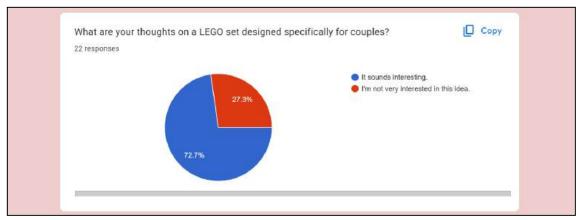


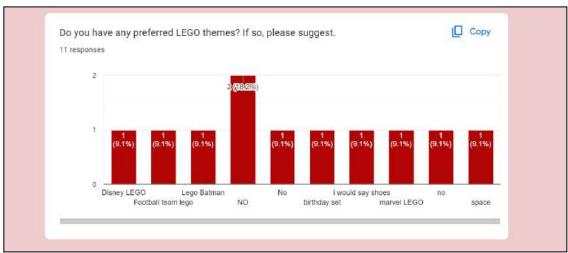












In conclusion, our survey reveals several key insights about respondents' familiarity and preferences with LEGO products. The majority of respondents are familiar with LEGO, indicating a strong brand presence. Among the various product options, flower LEGO emerged as the most preferred choice, showcasing a unique interest in more decorative and themed sets. Furthermore, respondents expressed a desire to keep the LEGO sets for themselves, highlighting a personal connection to the product. A significant number of respondents also indicated they would be delighted to receive LEGO as a gift, suggesting that LEGO sets are perceived as enjoyable and valuable presents. The concept of couple-themed LEGO sets received positive feedback, with many respondents finding the idea appealing. This suggests potential market interest in products designed for shared building experiences. Overall, these insights demonstrate a strong enthusiasm for LEGO among respondents, with particular interest in personalized and themed sets that cater to both individual and shared experiences.

#### 2. Hierarchical task analysis

- 1. To register as a new member
  - 1.1 Click the "Join now" button from main page
    - 1.1.1 Enter user details
- 2. To access to the home page
  - 2.1 Click "Sign in" button from the main page
    - 2.1.1 Enter username and password to sign in
- 3. To explore about the website
  - 3.1 Scroll down the home page
- 4. To review the product click "SHOP"
  - 4.1 Select any item to review each item in different categories
    - 4.1.1 Select "All Product"
    - 4.1.1 Select "Best Sellers"
    - 4.1.1 Select "New"
  - 4.2 Click "Add to Cart" icon to purchase any item
  - 4.3 Select "Customize" to custom item
    - 4.3.1 Click "Choose File" to upload custom design from your device
    - 4.3.2 Describe the custom design in the text box
    - 4.3.3 Click "Order Now" to proceed the order
- 5. To explore about the website click "DISCOVER"
  - 5.1 Select "About us"
  - 5.2 Select "Location"
  - 5.3 Select "Our Brand"
- 6. To ask for help with any issues click "HELP"
  - 5.1 Select "Contact us"
    - 5.1.1 Enter user details and question to ask
    - 5.1.2 Click "Submit" button to reaching out
  - 5.2 Select "Deliveries, Return & Cancellation"
    - 5.2.1 Click "Order status" to track your order
      - 5.2.1.1 Click "Cancel Order" to cancel your order

- 5.3 Select "Order Status"
  - 5.2.1 Enter order details to check your order
  - 5.2.1.1 Click "Cancel Order" to cancel your order
- 7. To check the product in cart click "Cart" icon
  - 7.1 To apply voucher
    - 7.1.1 Enter voucher code in text box to gain discount
    - 7.1.2 Click "Apply Voucher" to apply voucher
  - 7.2 Click "Payment" button to proceed to payment
    - 7.2.1 Enter shipping details for delivery
    - 7.2.2 Click "Save and Proceed" button to proceed to payment
  - 7.3 Click "Place order" to proceed with payment
    - 7.3.1 Select online banking
    - 7.3.2 Select cash on delivery
    - 7.3.3 Select credit/debit card
    - 7.3.4 Select GrabPay
    - 7.3.5 Select Boost Wallet
- 8. Click "Home" button to back to home page
- 9. To close the website
  - 9.1 Click Personal icon
  - 9.2 Click "Log out" button

#### 2.0 SCENARIOS

- 1. Adam wants to surprise his girlfriend with a LEGO set for her birthday. He visits the DE'LAGOS website and selects a flower-themed LEGO set. There are many options available, such as tulips, roses, and more, which is perfect because his girlfriend loves flowers. The DE'LAGOS website is especially convenient for Adam, as his busy work schedule leaves him little time to visit a physical store.
- 2. Sofea was deeply saddened by the loss of her beloved cat, Toby, who passed away a month ago due to illness. To cope with her grief and keep Toby's memory alive, Sofea decided to customize a LEGO set to resemble her cherished friend. LEGO had always been a favorite hobby of hers, and she saw this as a creative way to honor Toby's memory.
- Mr. Daniel is a huge fan of LEGO cars, with a collection that includes Ferraris, Porsches, and more. As a regular customer, he's excited to add our new LEGO Lamborghini to his lineup.

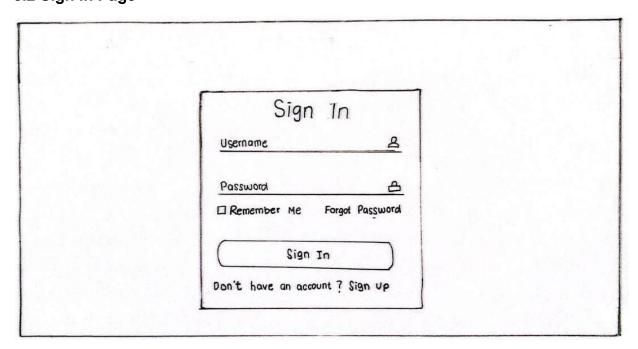
#### 3.0 STORYBOARD

# 3.1 Main Page



Users need to click the "Sign in" button to log in to their own account. Users click the "Join now" button to register if they do not have an account.

# 3.2 Sign In Page

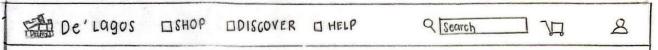


Users must enter their username and password to sign in. If they have forgotten their username, please follow these steps to retrieve it. Firstly, enter the registered email address. Secondly, check email because we will send an email with the username to the registered email address. Tick the 'Remember Me' box so the users don't need to fill in their username and password every time they want to sign in.

# 3.3 Register Page

Users need to create a new account to enjoy all the benefits and features we offer. The users must fill in the required information: username, age, email, address, birthdate and password. Then, the users need to click the submit button to register their account.

# 3.4 Home Page



# BUILD YOUR DREAM, BRICK BY BRICK

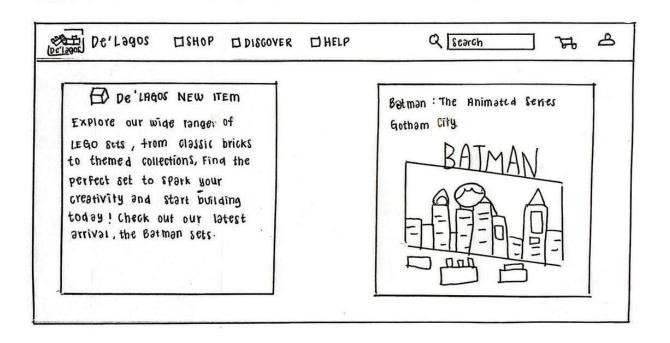
Welcome to De'Lagos Official website - where Imagination Comes to Life!

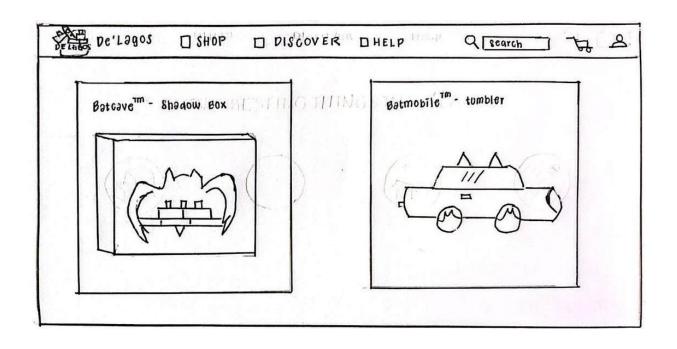
Discover enaless creativity with our iconic building sets

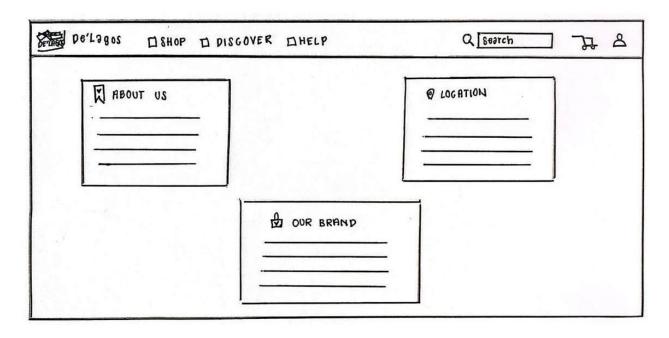
Stay up-to date with the latest rego news, products and events

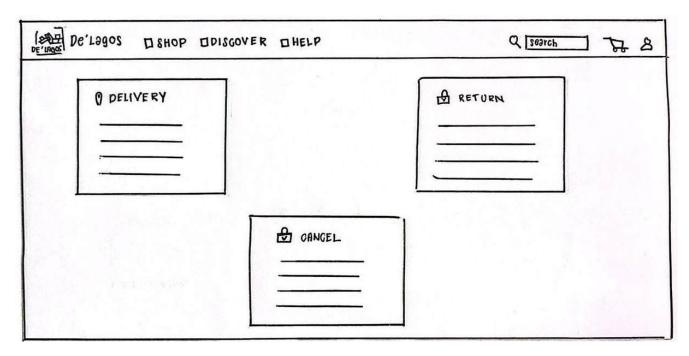
shop exclusive sets and enjoy special offers, only available here.

Let's build something amazing together - start your rego journey today!



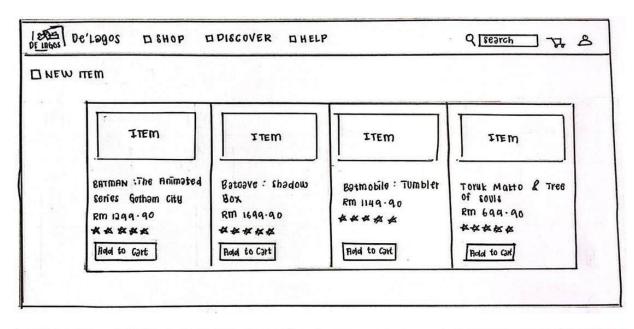


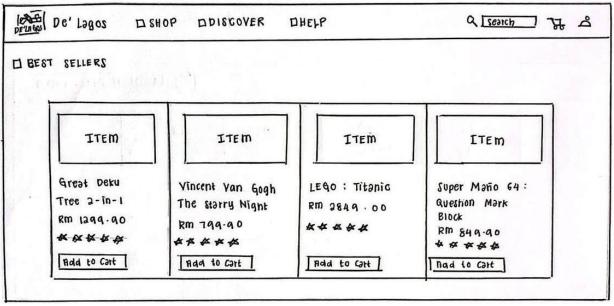


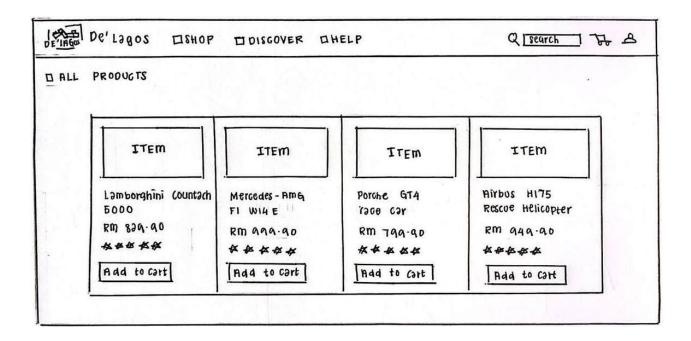


After the users have signed in or registered, they will be redirected to our home page, which contains six elements: Shop, Discover, Help, Search, Cart, and Sign out. Clicking on any of these elements will redirect the users to the corresponding page.

# 3.5 Shop Page







The Shop page features four elements: All Products, Best Sellers, New, and Customize. Users can add items to their bag by clicking the Add to Bag icon and can mark items as favorites by clicking the heart button. Additionally, all products display their ratings, helping users make informed purchasing decisions.

Custor	mize Your LEGO creation	
pload Your Design:		
Choose File No file chose	ęn	
escription :		
Describe your LEGO creation	n	
and with Carel	Order Now	
ninea with Carri	Juli 101	
20		
OS CHOME CISHOP	□ DISCOVER □ HELP	
OS OHOME USHOP  Description:	☐ DISCOVE & □ HELP	
	☐ DISCOVER ☐ HELP	

To make it more interesting, De' Lagos offers users the option to customize their own designs by uploading images in JPEG, PDF, or PNG format. Users should write the details of the items they want in the description box for clarity, and then click the Order button to submit

# 3.6 Discover Page

# ABOUT US

De'iagos began (20 DEC 2003) 25 a humble bussiness in Malaysia before skyrocketing to fame with over 23 9 locations worldwide, we've become the world's most beloved toy brand! But one thing remains constant—our passions for sparking creativity and joy through our iconic building sets

# O LOCATION

Visit us at De' Lagos
Physical Store or use
our online store locator
to discover the closest
location. Come enjoy
the excitement of
constructing with us!
Malaysia: kuala Lumpur
South korea: Seoul

Japan : Tokyo
Berlin : Germany
Beijing : china
Moscow : Russia
Rome : italy

# OUR BRAND

we priotize upholding
the brand concept
established by our
founders. Our expertise
in performance
marketing marketing
and brand development
hot only grows our
customer base but
also fosters repeat
business.

De'Lagos Rating 女女女女 Star [5/5]

## 3.7 Help Page

#### DELIVERY

Once your order leaves our warehouse and is on its way to you, we'll send you an email with your tracking number. You can check on your local courier's website for updates on your delivery. It can take up to a4-48 hours for tracking to be available after you receive the email

order Status

#### RETURN

If you're not completely satisfied with your order you can return it to us free of charge within 3 days from the day you'll receive your package we'll start processing your refunds within 1-2 days after we get the items back. It can take up to 14 days for the refund to reach your bank

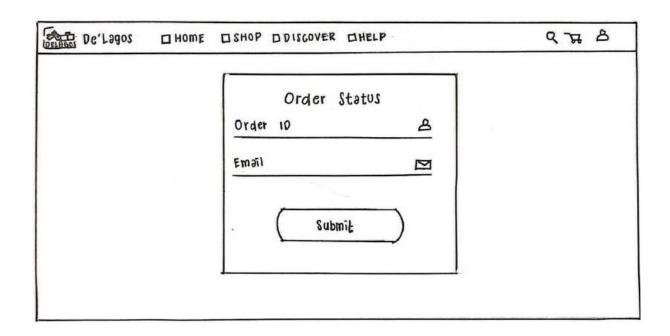
Contact US

## CANCELLATION

If none of the items in your order have an 'Order processed' status yet, and you'd like to concel just visit the 'Order status' page, click 'cancel Order' and follow the remaining steps. Its Super easy 1

Order Status

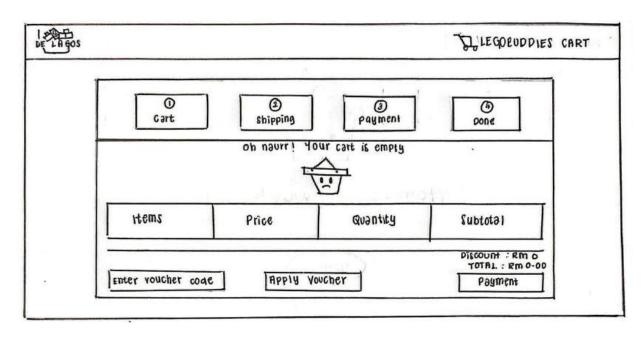
G Phone Number: 1800 335 800  Email: Delagos @ yahoo.com  Name  Email  Subject  Message	Contact	US	•
Subject $ ot\!$			
Subject	Name	<u>A</u>	
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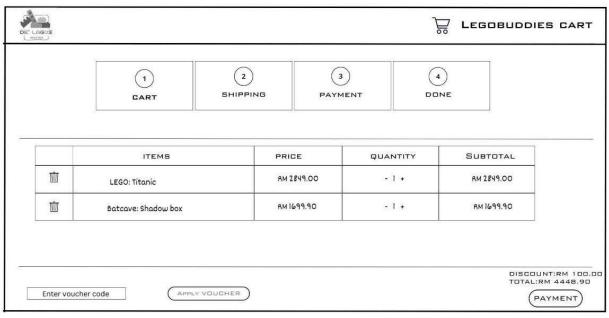


If there is any problem, such as missing bricks, not receiving a parcel, or other issues, users can contact us via email or phone. They need to fill in their full name, email address, and the problem in the message box, then click the Send Message button to submit. An admin will respond to the message within 1-2 days.

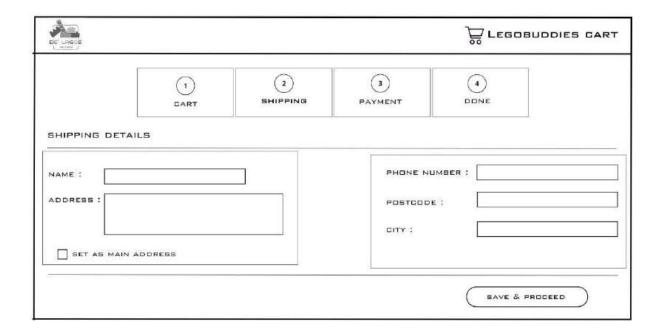
Users must enter their order number and email to check order tracking. The order status will update from 'order processed' to 'order shipped' to 'out for delivery' and finally to 'order arrived.' Users can cancel their order by clicking the 'Cancel Order' button only if the order status is 'Order Processed' orders cannot be canceled after this status.

# 3.8 Cart Page





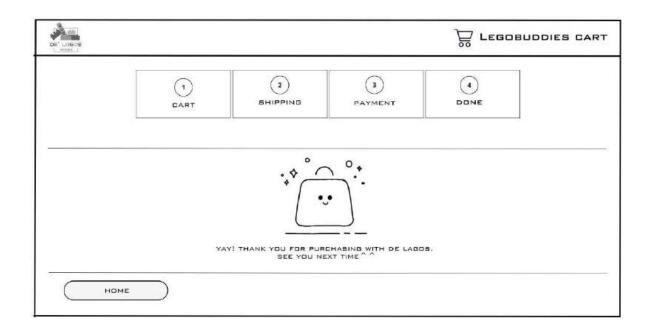
When users click the Cart icon, it will show their list of items to buy, including item names, prices, quantities, and the total for each item. Users can remove an item by clicking the trash icon or change the quantity by clicking the '-' and '+' icons. If users have a voucher, they can enter it in the voucher bar to get a discount, and the total will update accordingly. To check out, users need to click the Proceed button, which will take them to the next page.



Then, it will redirect to the Shipping Details page, where users need to fill in their name, address, phone number, postcode, and city. Afterward, they should click the button to save the address as the main one. If they want to add a new address, they can click the Add New Address button. Users then need to click the Save & Proceed button to move to the next page. Once the shipping details are completed, it will redirect to the Payment page.

DE' LABOS	BUDDIES CART				
	1 BART	2 SHIPPING	3 PAYMENT	4 DONE	
PAYMENT					
			PAYMENT	METHOD	
SusT	TOTAL : AM1320.99		ONLINE BA	ANKING	0
Disc	DUNT : -8m100		CASH DN	DELIVERY	0
EUD	PING : RM5.90		GRABPAY		0
SHIP	PING . NM3.70		BOOST WA	LLET	0
TOTAL (	3 ITEM ): RM122	6.89	BST INCLUD	E, WHERE APLICABLE	
	DER, YOU AGREE TO THE	net Linne			
TERMS OF USE AND	SALE AND ACKNOWLED L' LAGOS PRIVACY POLIC	GE THAT YOU		PLACE ORDER	
HAVE READ THE DE	EMOUS PRIVACT POLIC	F.3.	_		

The page will display the subtotal, any discounts applied, and the shipping price. It will then calculate the final total of the items. Before proceeding to place an order, users must choose their preferred payment method: Online Banking, Cash on Delivery, Credit/Debit Card, GrabPay, or Boost Wallet. Users then need to click the Place Order button and proceed with the payment.



Lastly, after successfully completing the payment, users will be directed to the Done page. From there, they can continue browsing the website and purchase additional items by clicking on the Home Page button.

# 3.9 Logout Page

If users want to log out, they should click the Logout button, which will redirect them back to our main page. Finally, they can close the website.

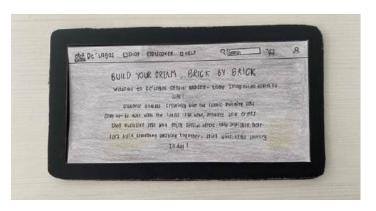
#### **4.0 PAPER PROTOTYPE**



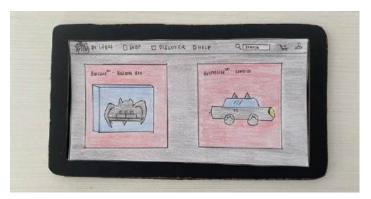




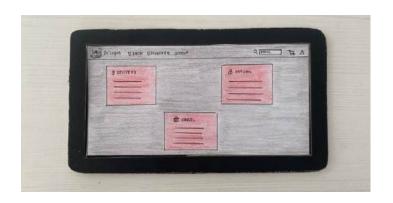






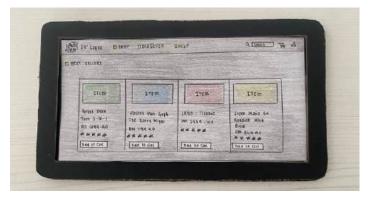




























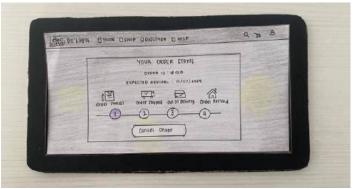


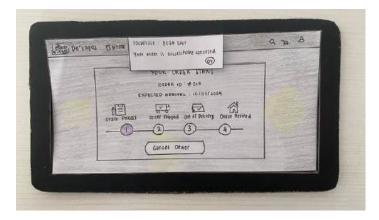


















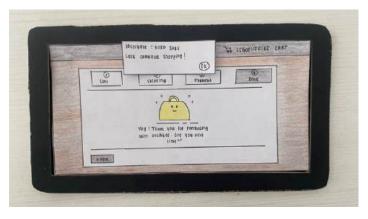


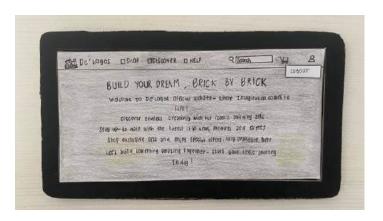








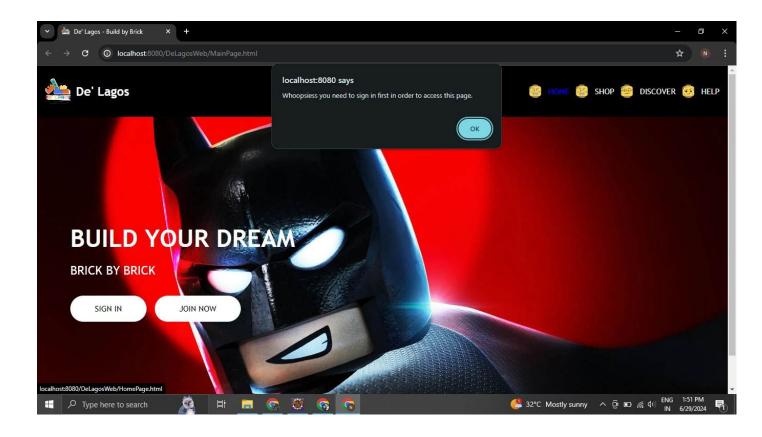


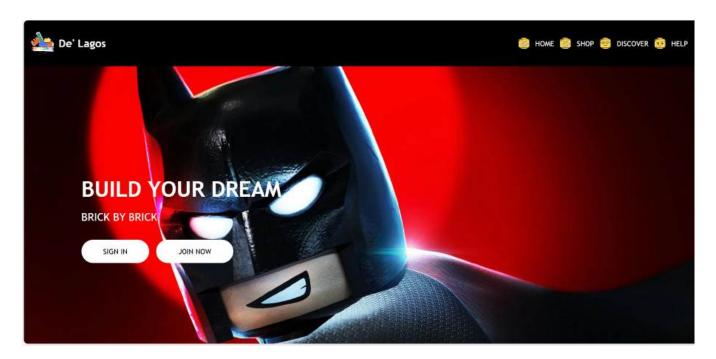






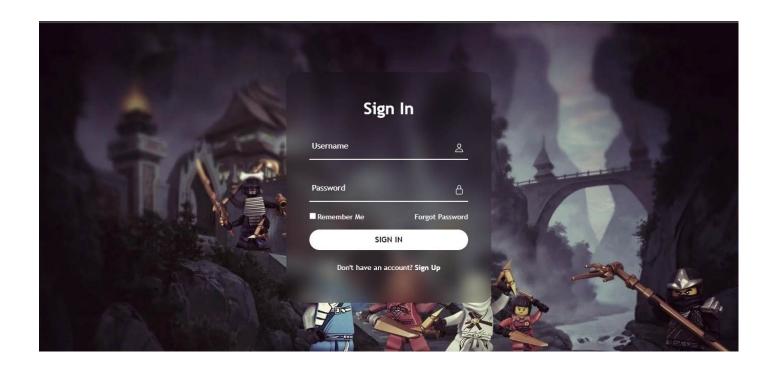
# 5.0 SYSTEM PROTOTYPE (HTML, CSS, JAVASCRIPT)

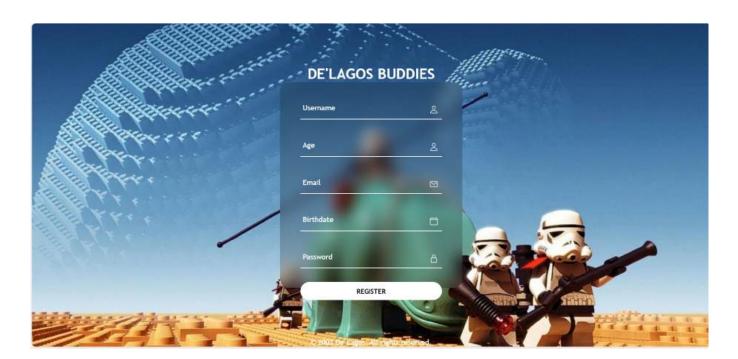




Users need to click the "Sign in" button to log in to their own account. Users click the

"Join now" button to register if they do not have an account.

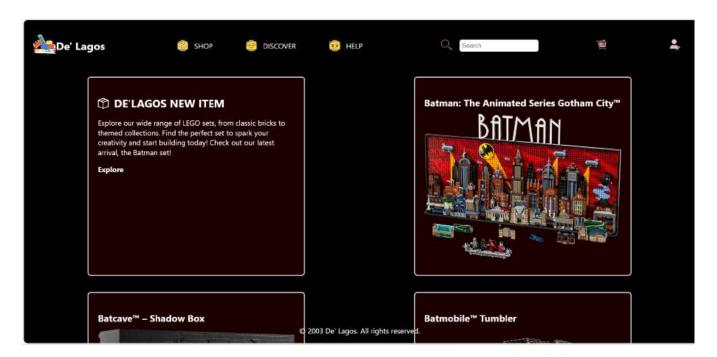


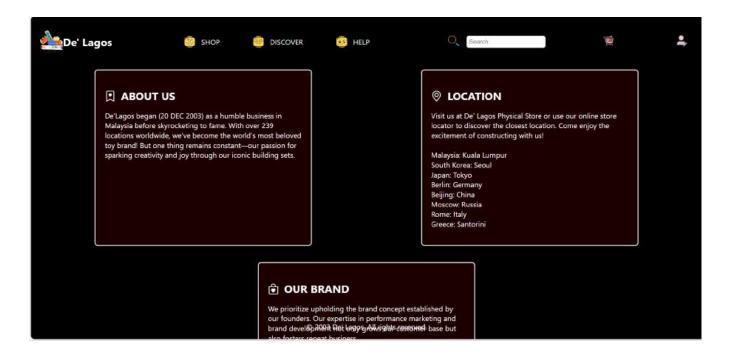


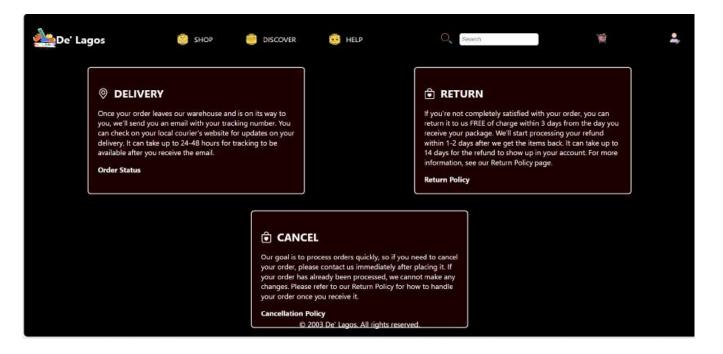
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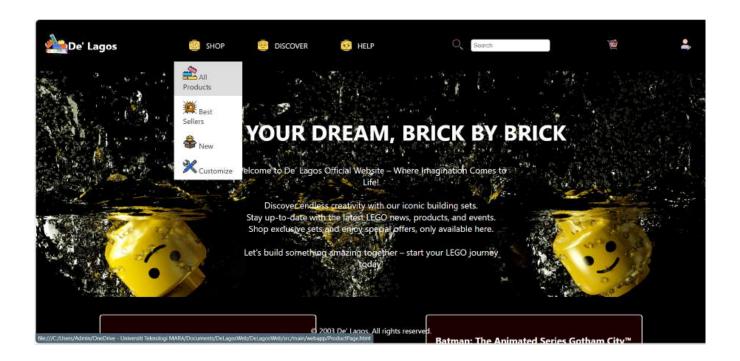
their account.



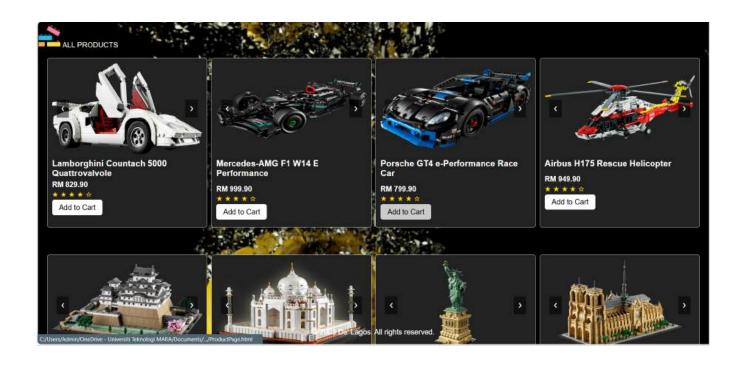


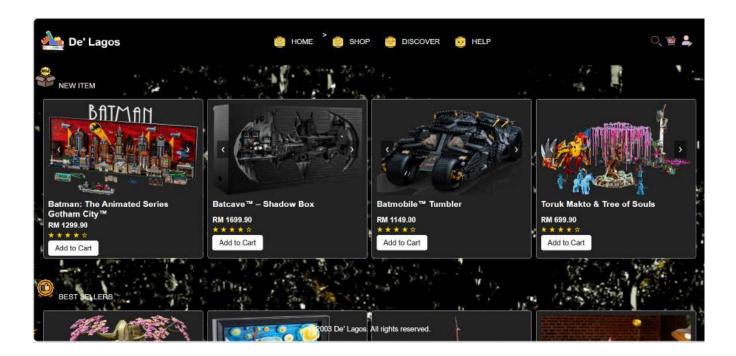


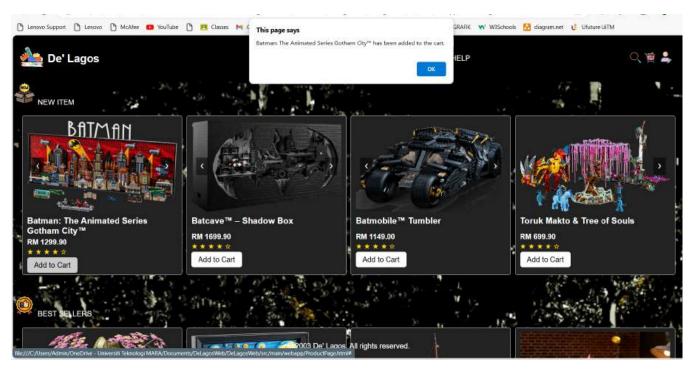


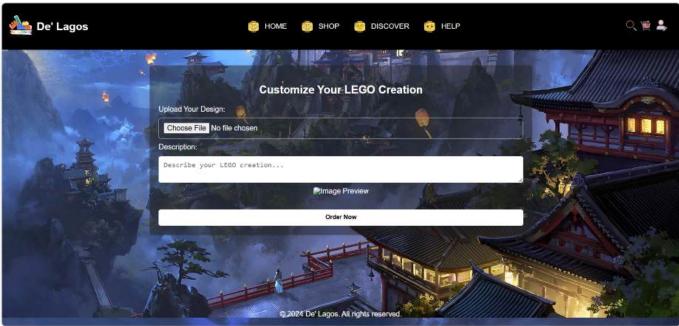


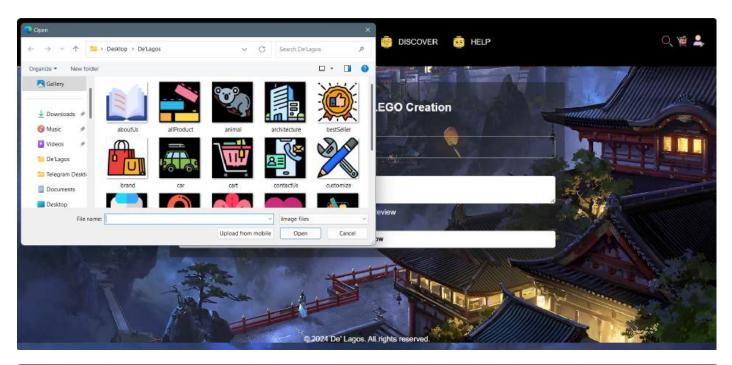


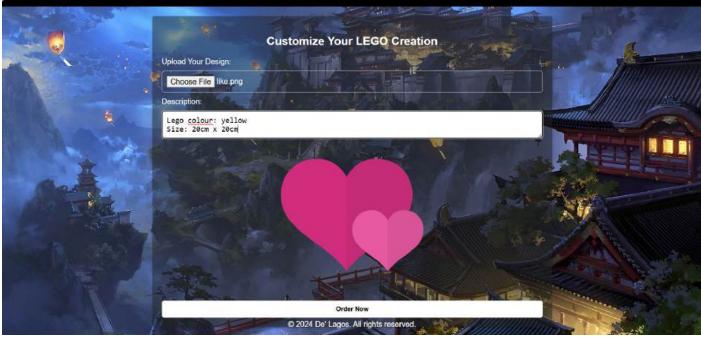


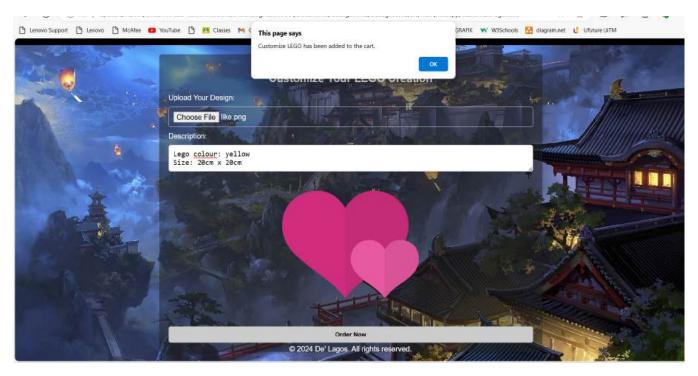


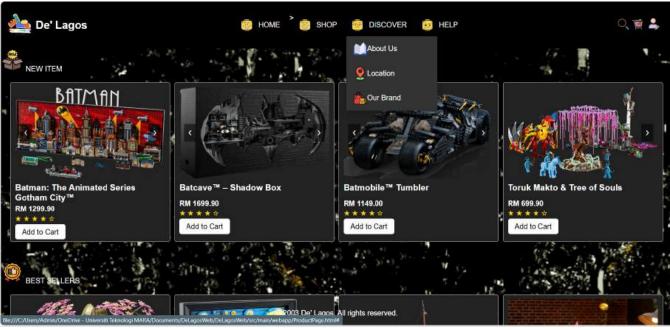


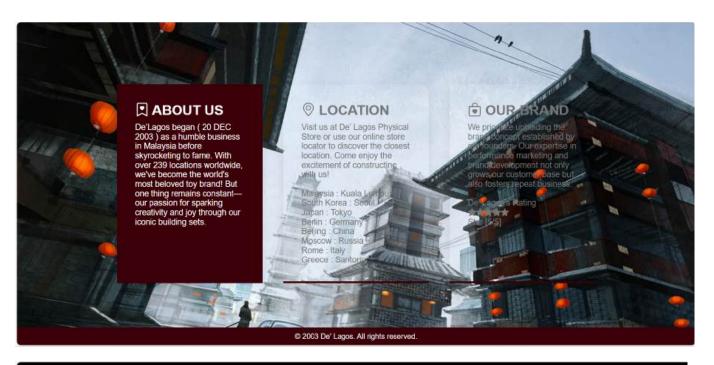


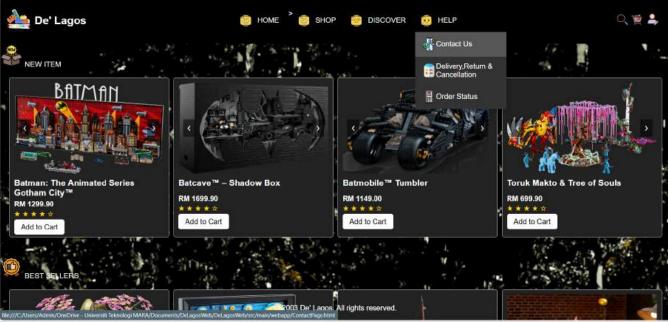


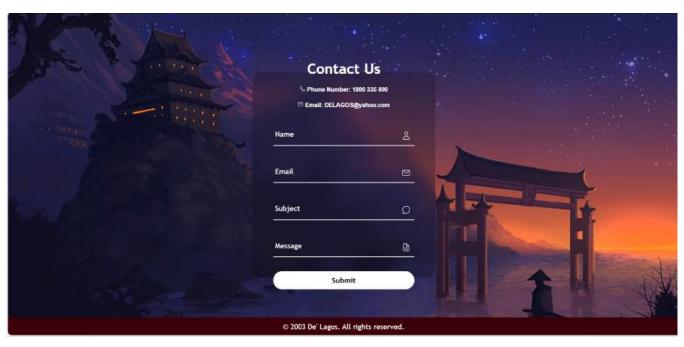


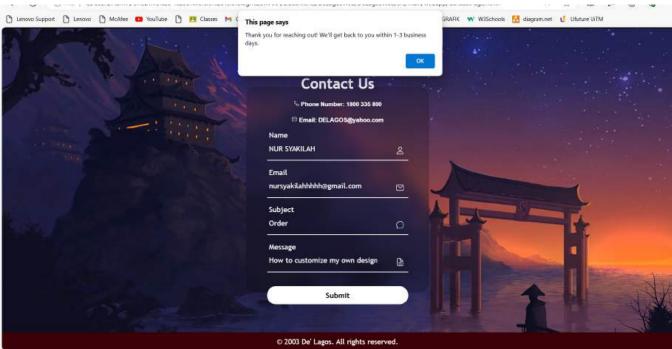


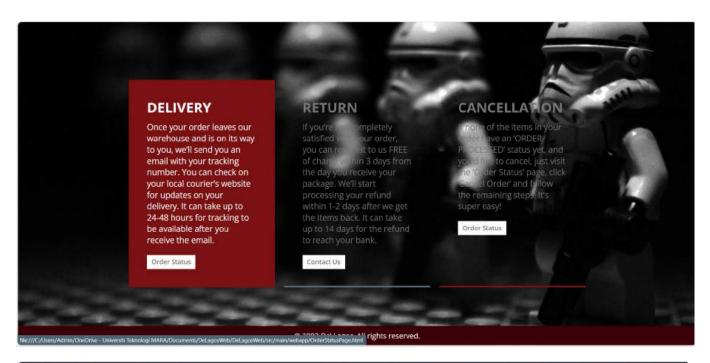


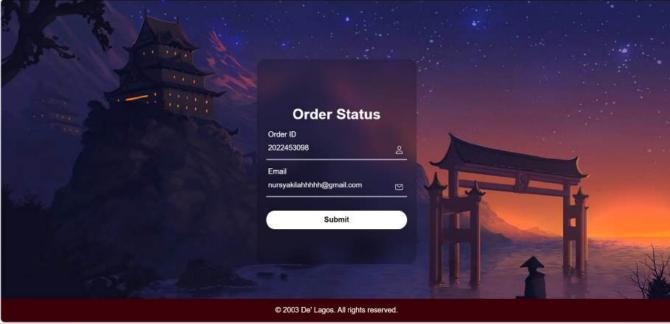


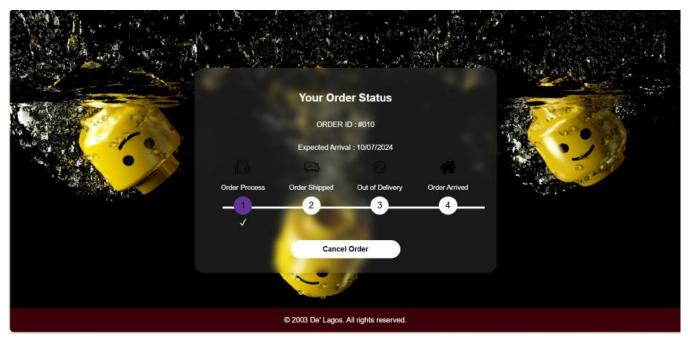


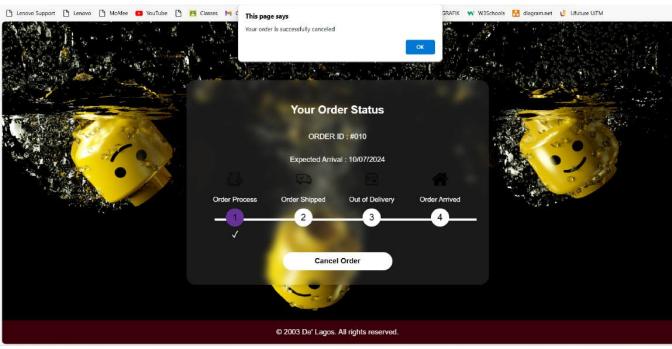


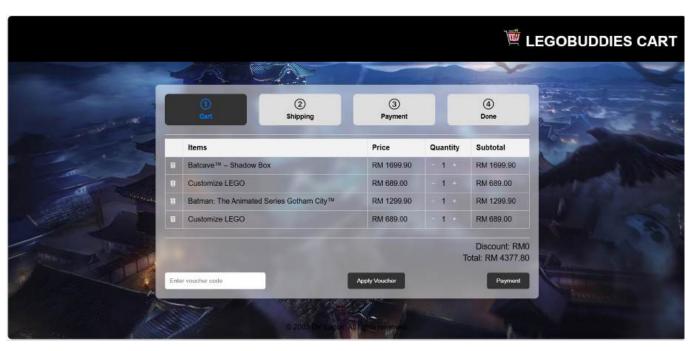


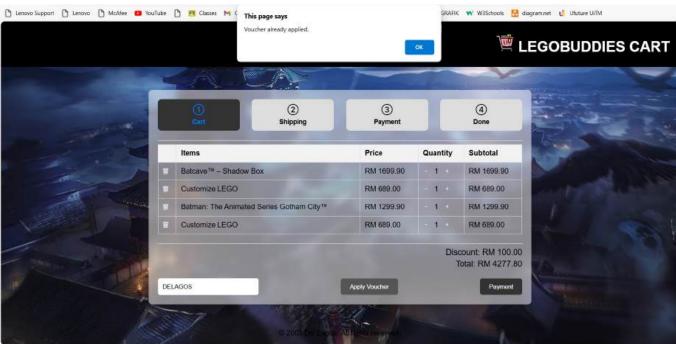


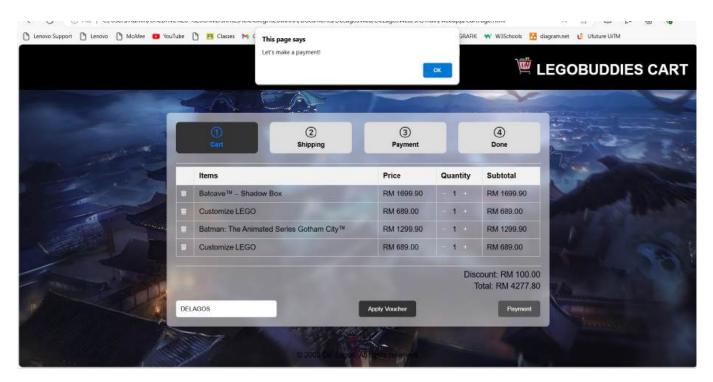


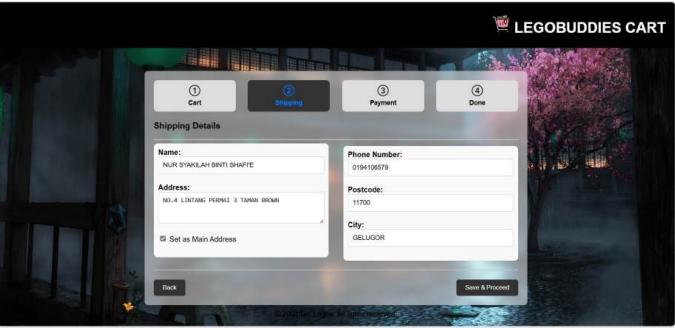


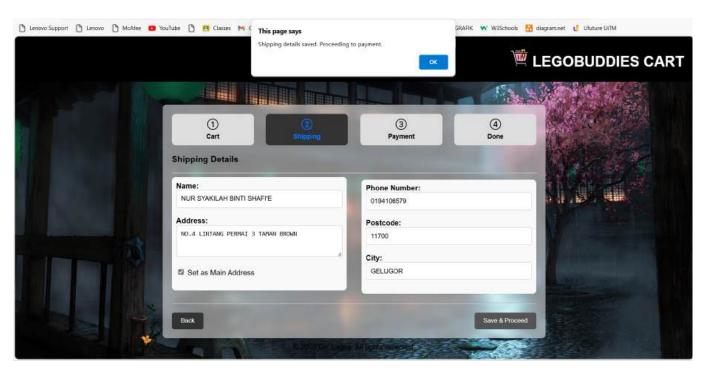


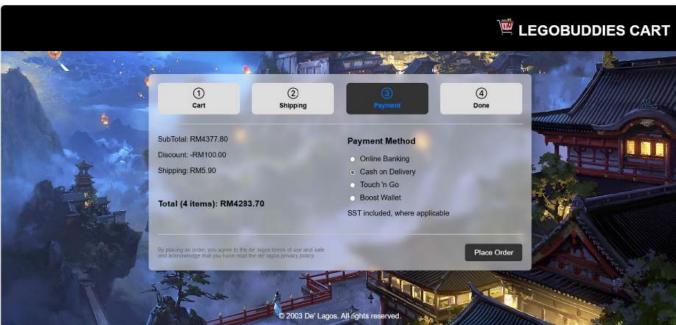


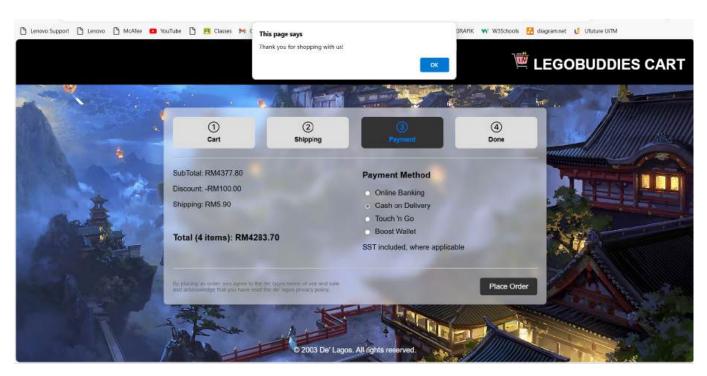


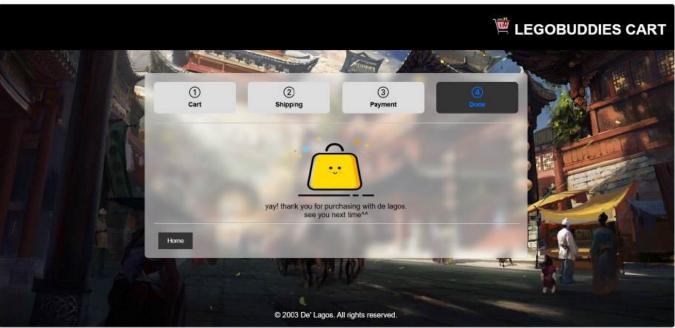


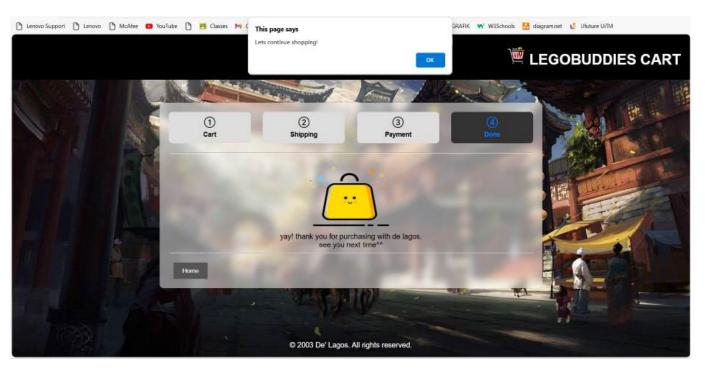


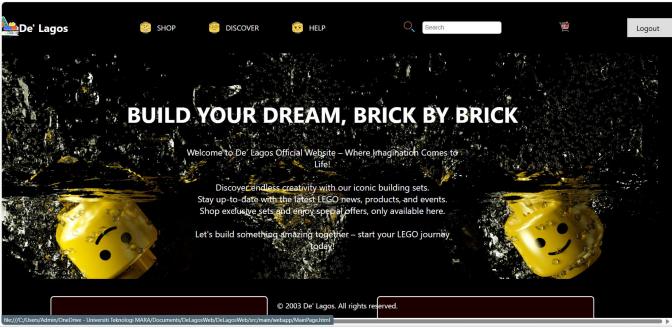


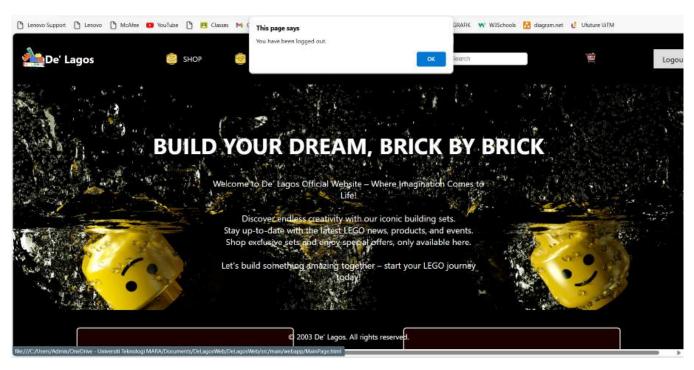


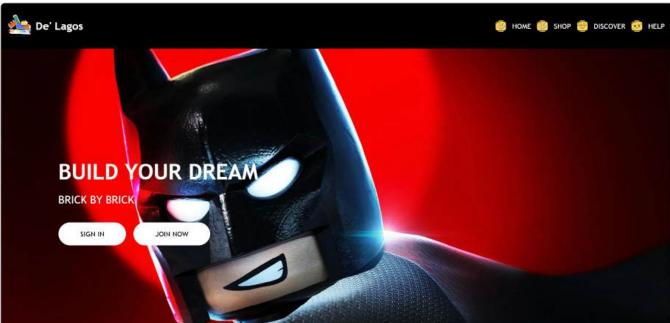






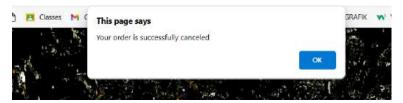






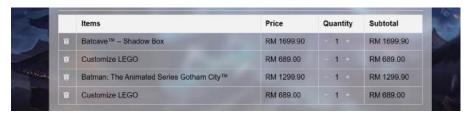
#### 6.0 HEURISTIC EVALUATION

### 6.1 Visibility of system status



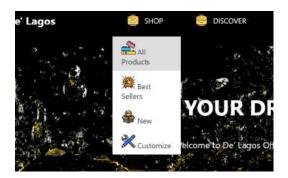
Users should receive timely and clear feedback from the system to stay informed about ongoing actions. For instance, when a user cancels an order, they should see a message confirming "Your order is successfully canceled" at the top of the page.

## 6.2 Match between system and real world



The software should use terms and concepts familiar to users. For example, using a trash can icon to represent removing an item from the cart helps users understand the system better.

#### 6.3 User control and freedom



Users are allowed to choose different options in the shop, such as 'All Products,' 'Best Sellers,' 'New,' or 'Customize.' This helps users navigate and find the products they are interested in more easily.

## 6.4 Consistency and standards



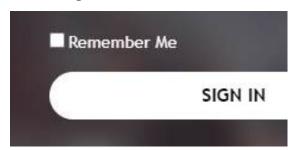
The system should follow accepted norms and standards for consistency in actions and design. For example, using familiar icons like a magnifying glass for search helps users understand how to use the system.

## 6.5 Error prevention



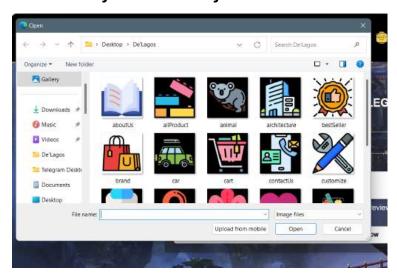
Instead of just relying on error alerts, the system should prevent problems. For example, real-time form validation can alert users immediately if they haven't signed in or registered. A pop-up message like "Whoopsies, you need to sign in first to access this page" can prompt them to sign in.

### 6.6 Recognition rather than recall



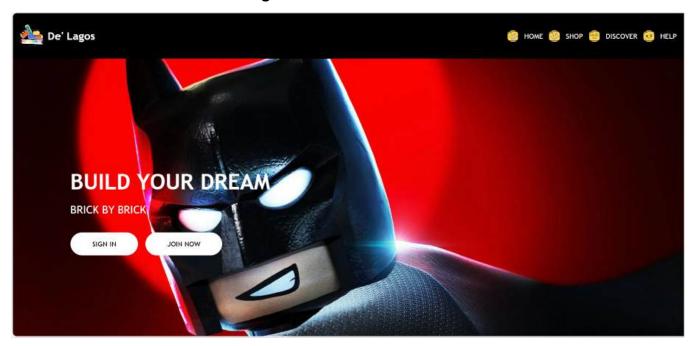
By making items, actions, and options visible and accessible, the system should reduce the user's memory load. For example, our system includes a "Remember Me" feature, so users don't need to enter their username and password each time they sign in.

## 6.7 Flexibility and efficiency of use



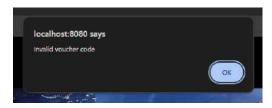
The system should cater to users by offering customization options to enhance productivity. For example, our system allows users to customize LEGO features based on their preferences by clicking "Choose File" and uploading a photo they want to use.

## 6.8 Aesthetic and minimalist design



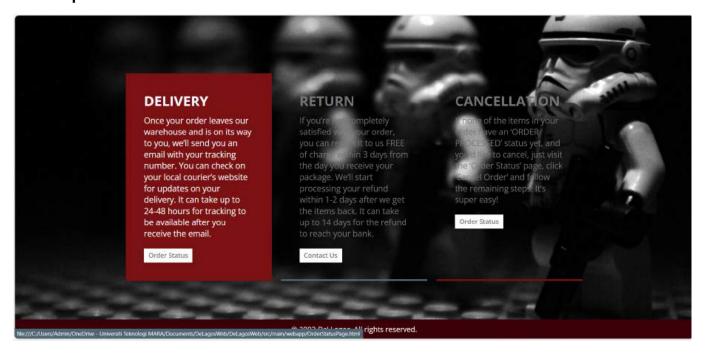
The system should present information and options in a simple, straightforward manner. By eliminating unnecessary features and visual clutter, users can focus on crucial tasks. Our layout, for example, includes only two buttons "Sign In" and "Join Now" to streamline the process for signing in and registering.

## 6.9 Helps user recognize, diagnose, recover from errors



Error messages should clearly state the problem and suggest possible solutions. For example, if a user enters the wrong voucher code on this page, the system will display the error message "Invalid voucher code." The discount cannot be applied until the user enters the correct voucher code "DELAGOS".

#### 6.10 Help and documentation



Our system includes a help page that provides comprehensive information to guide users on various tasks. This page details how to cancel an order, return an order, and check the status of their order, ensuring users can easily find the assistance they need.