

CS102**Spring 2022/23****S3G3**

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Güdükbay**Project
Group

Assistant:

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Criteria	TA/Grader	Instructor
Presentation		
Overall		

Bahçeden

Bilkent Swifties

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UI Design Report

(version 2.0)**20 May 2023**

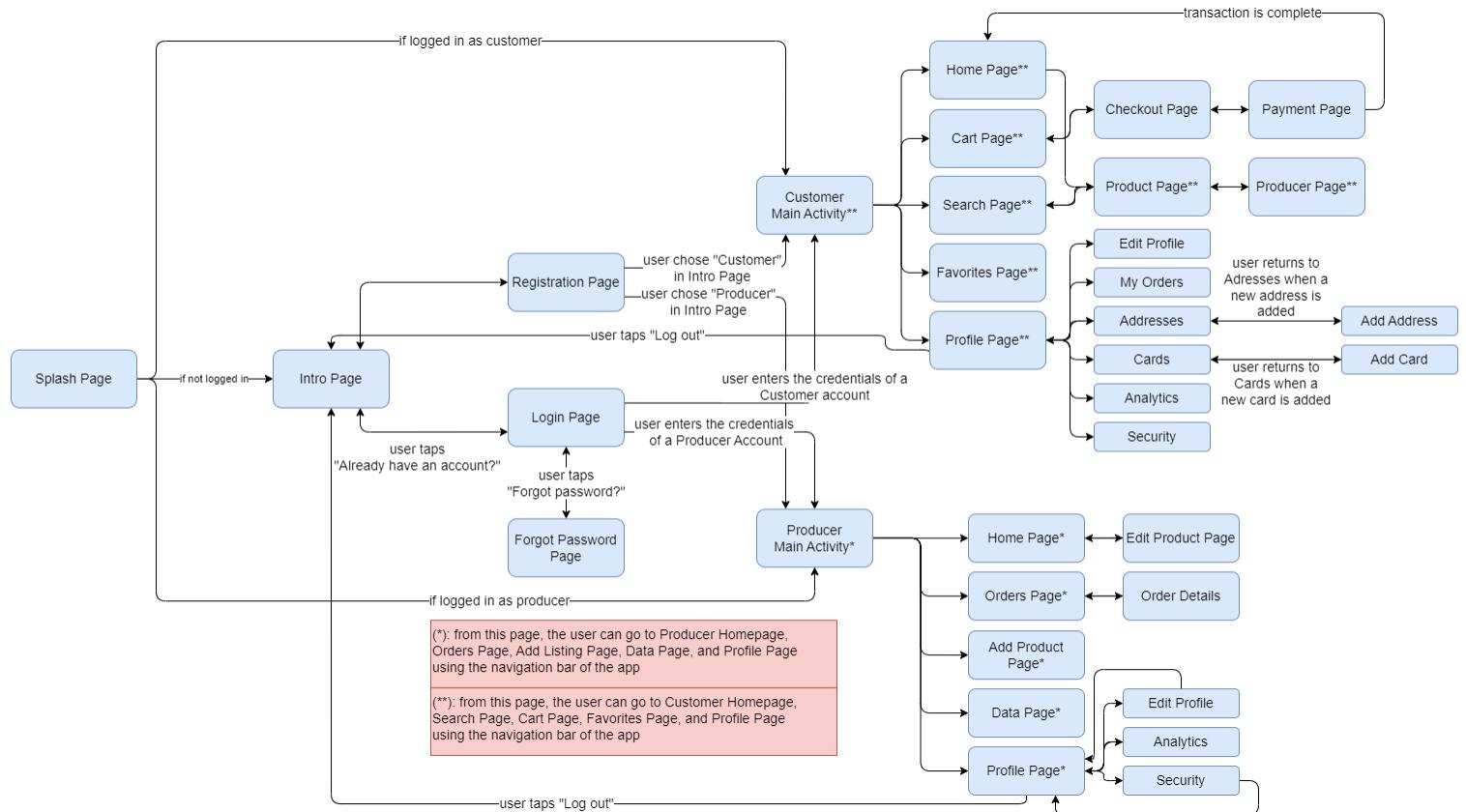
1. Introduction

User interface (UI) design is a critical component in the development of software applications, with the ability to impact the user's overall experience significantly. In e-commerce, UI design is even more important in facilitating the interaction between producers and customers. The Bahceden app, which caters to local farmers and producers seeking to sell their products, and normal individuals seeking to buy local and healthy products, requires a thoughtful and strategic approach to UI design. An intuitive, user-centered, and functional design is paramount in creating an optimal user experience for each type of user while guiding them toward their intended goals and purposes "Buying & Selling". For producers, the design of Bahceden must focus on providing a seamless and efficient process for posting and managing product listings. This includes product descriptions, images, pricing information, and options for order tracking, and communication with customers. In contrast, the design of Bahceden for customers should prioritize ease of navigation and product discovery. The home screen should prominently feature popular products, and sales, while a search bar should allow for easy product discovery. Search results should be displayed, with relevant information such as product details, pricing, and images readily available. Additionally, the design should include features such as a shopping cart, and saved payment information to enhance the overall user experience. In summary, the success of Bahceden as an e-commerce Android

application will depend largely on the careful consideration of user experience and interface design. The app must cater to producers' and customers' unique needs and preferences, guiding them seamlessly through the buying and selling process. Through a user-centered approach to UI design, the Bahceden app can provide a seamless and enjoyable e-commerce experience, fostering engagement and customer loyalty.

2. Details

2.1 Sitemap



2.2 Pages That Will Be Used By Both Users

2.2.1 Splash Page

The Splash page of the application will serve as the entry point for the user. Its primary function is verifying whether the user has already logged into active accounts. If the user's login session is still valid, the system will redirect them to their respective home pages based on their account type. On the other hand, if the user is not currently logged into any accounts, they will be redirected to the Intro Page, which will introduce them to the application's features and provide instructions on how to proceed with creating or logging into an account.



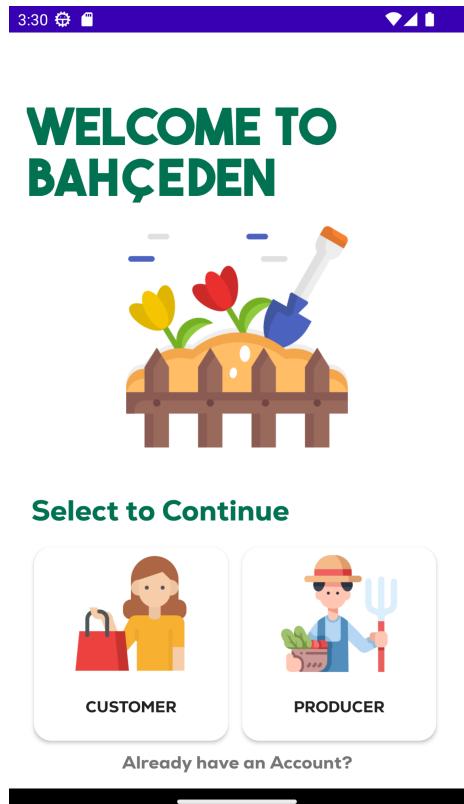
BAHÇEDEN

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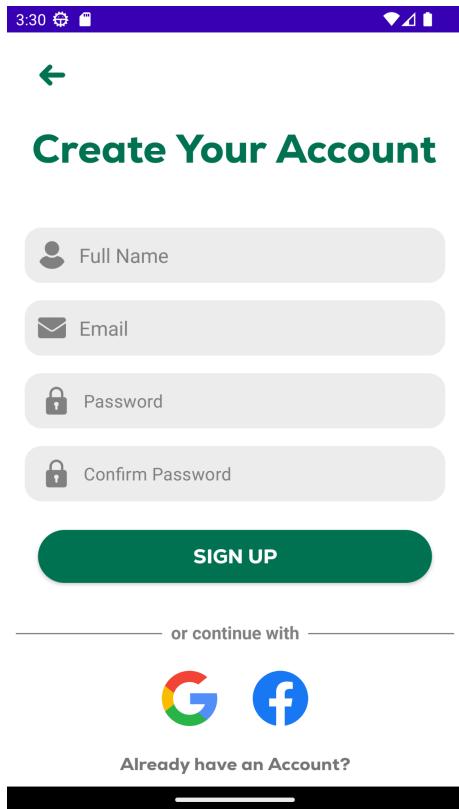
2.2.2 Intro Page

The Intro Page will prompt the user to choose the type of account they wish to register for. Based on their selection, the system will redirect them to the corresponding Registration Page to collect the necessary information and create the account. Alternatively, if the user has already registered an account, they may choose to log in by tapping the "Already Have An Account?" button, which will redirect them to the Login Page, where they can enter their login credentials to access their account.



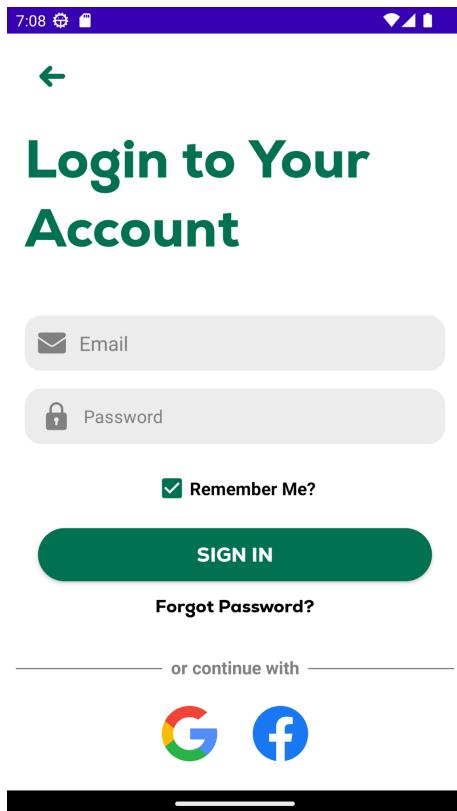
2.2.3 Registration Page

On the Registration page, the user will be prompted to provide their full name, email address, and a strong password. Additionally, the app may offer the option for the user to register using their existing Google or Facebook account. Upon submission of a valid combination of credentials (i.e., a valid email and a sufficiently strong password), the system will create an account using the provided information, and the user will be automatically logged in to their newly created account.



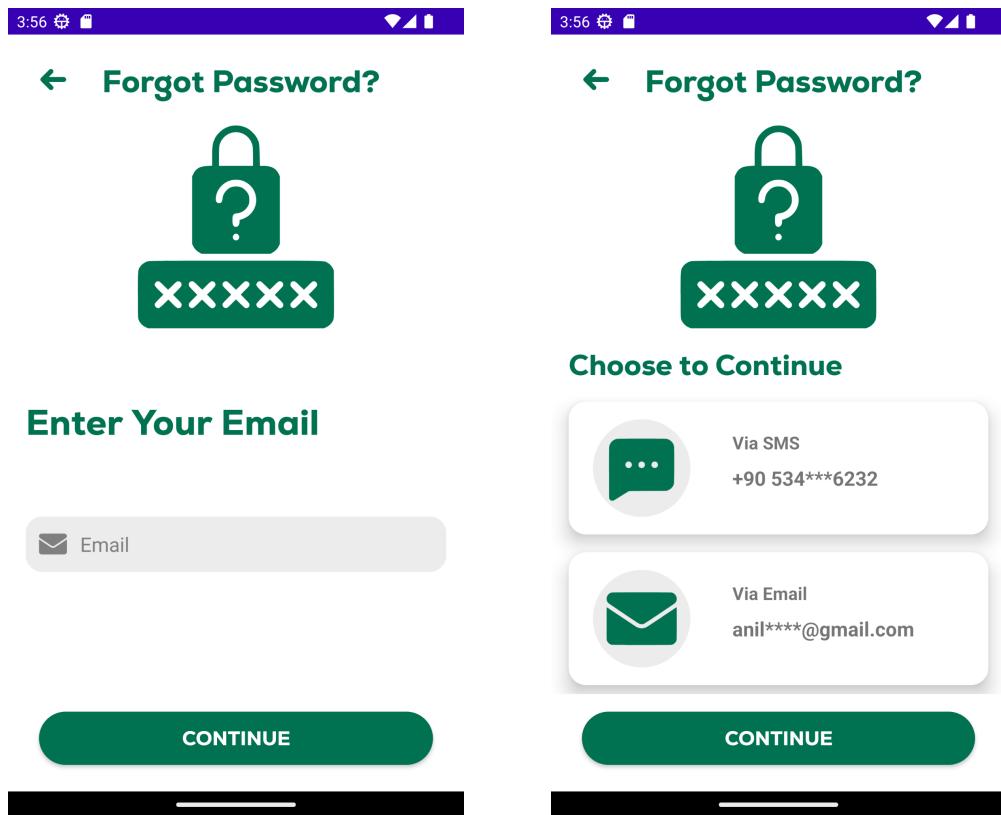
2.2.4 Login Page

The login page will prompt the user to enter their email address and password, and they may choose to log in using their existing Google or Facebook accounts. Upon submission of a valid email-password combination, the system will redirect the user to either the Customer or the Producer Homepage based on the account type associated with their credentials. Additionally, the login page may offer a "Remember Me" checkbox, allowing users to save their login information for future sessions, eliminating the need for repeated login attempts. If the user has forgotten their password, they may initiate a password reset process by tapping the "Forgot Password?" button.



2.2.5 Forgot Password Page

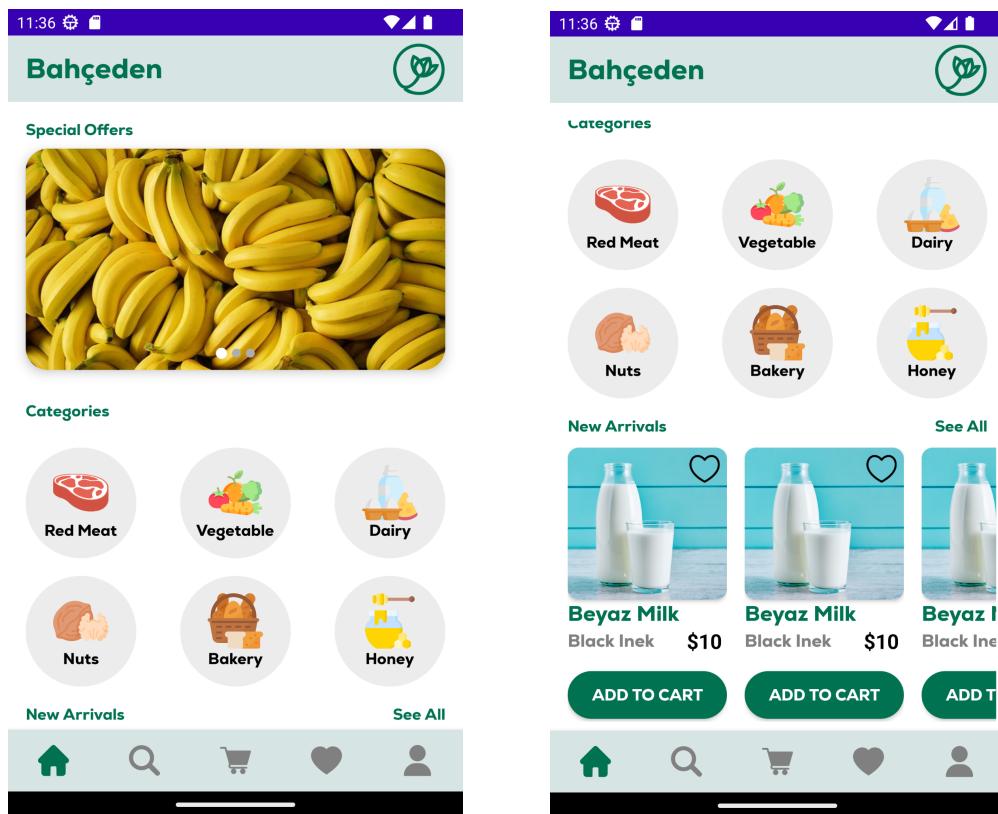
Upon selecting the "Forgot Password?" option, the system will redirect the user to the Password Reset Page. The user will be presented with two options for resetting their password: either by providing their email address to receive a reset link via email or by providing their phone number to receive an SMS message containing a password reset code. Once the user has chosen their preferred method, the system will generate and send the necessary reset information, allowing them to create a new password and regain access to their account.



2.3 Pages That Will Be Used By Customers

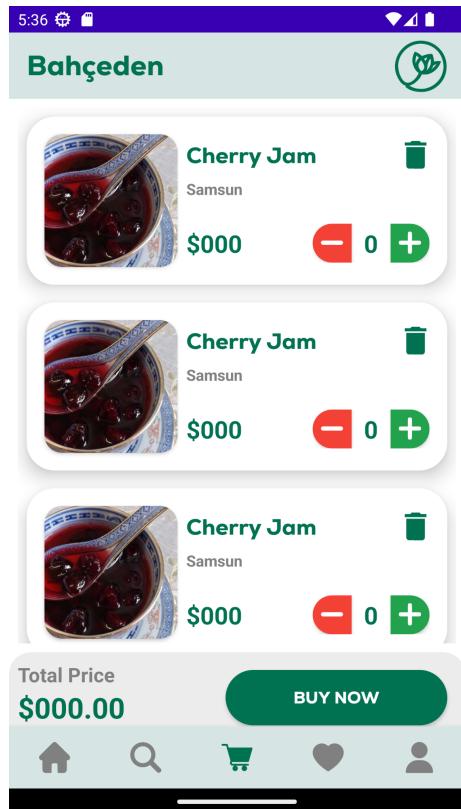
2.3.1 Customer Homepage

Upon successful login, the Customer Homepage will be displayed to the user, with a top bar and bottom navigation bar for ease of use. The page will present special offers tailored to the customer, categories representing the types of available products on the application, and the latest product listings. In a case, a customer is interested in purchasing a product from the new arrivals section. In that case, they may add it to their cart by tapping the "Add To Cart" button or mark it as a favorite by selecting the heart icon located at the top-right corner of the product listing. Furthermore, selecting a product listing will redirect the user to a dedicated Product Page, displaying detailed information about the product.



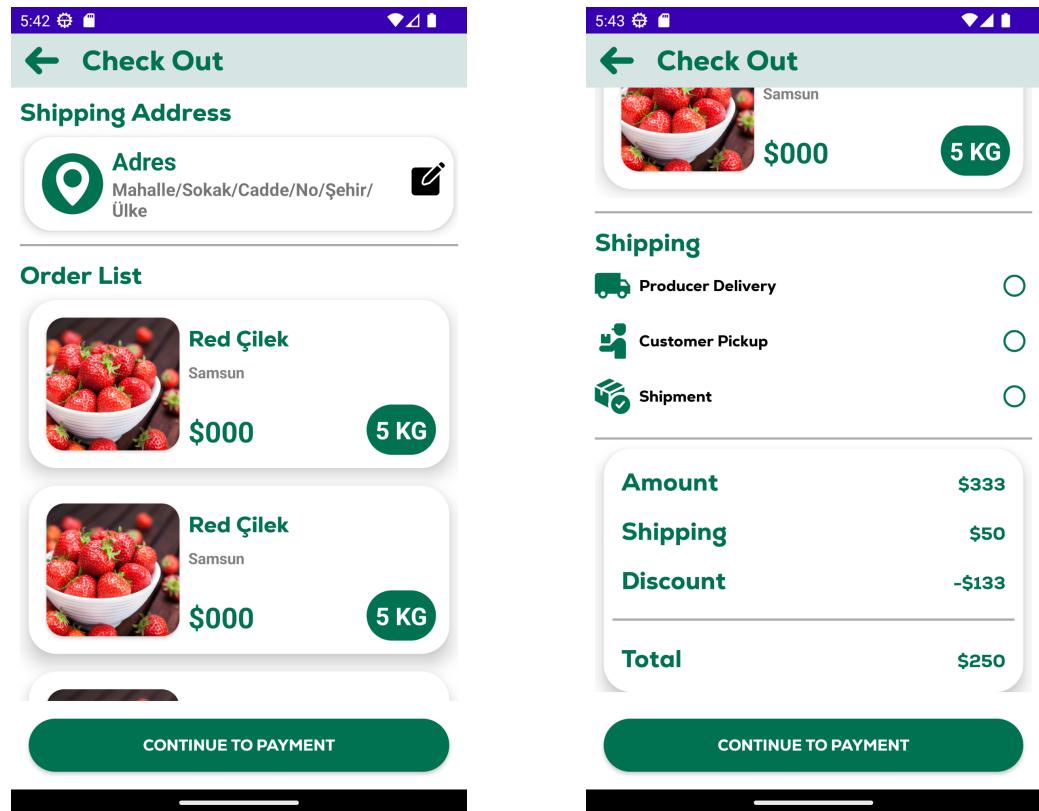
2.3.2 Cart Page

The Cart Page allows customers to view the items in their cart, the total price. Customers can modify the quantity of a product in their cart by using the plus and minus icons located at the bottom-right corner or delete the item entirely using the trash button at the top-right corner of the item listing. To proceed with the purchase, customers may select the "Buy Now" button to redirect them to the Checkout Page.



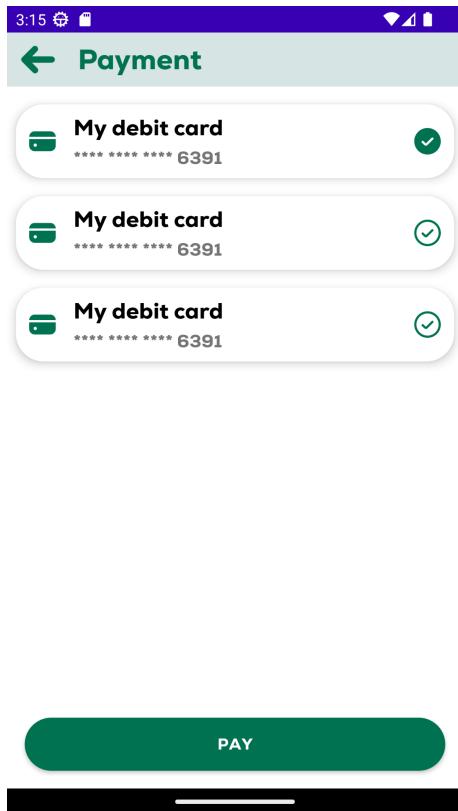
2.3.3 Checkout Page

This is the penultimate page before the customer finalizes their shopping. The customer can view the final price of their order and their delivery type. The customer is given the option to choose which address their order will be delivered at and how they will pick their order up. The “Continue To Payment” button redirects the user to the Payment Page.



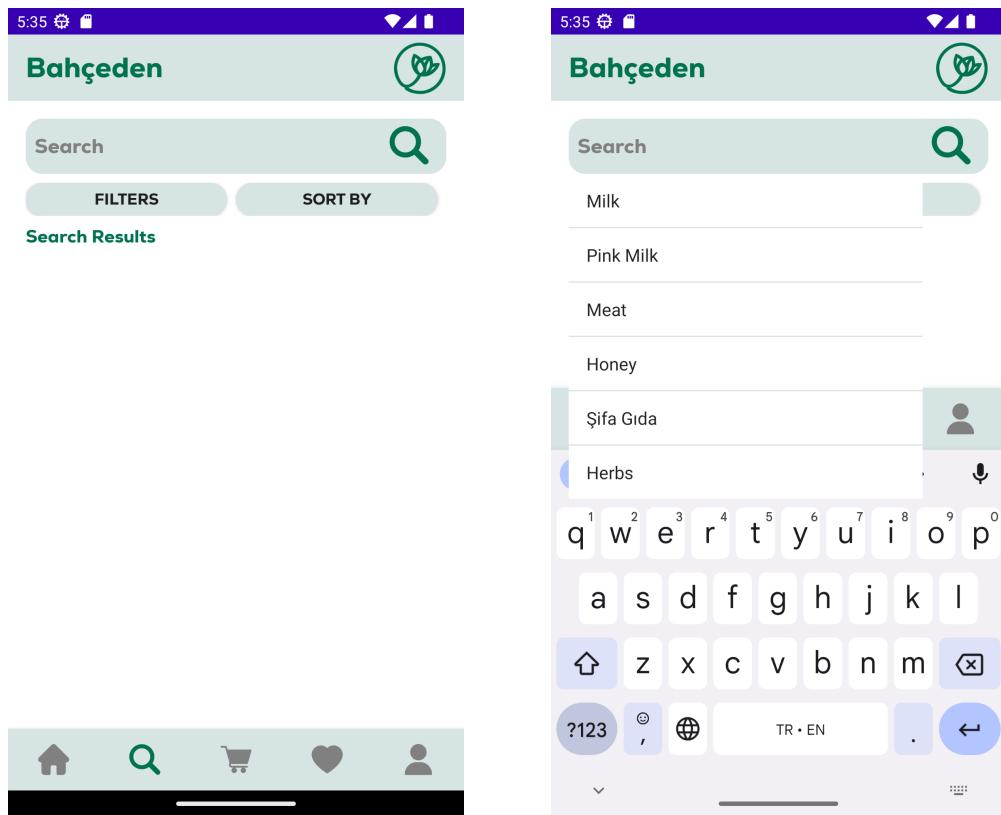
2.3.4 Payment Page

This is the final page of a customer's order. The customer is prompted to choose a card from their credit cards. The "Pay" button finalizes the order, and the user will be redirected to the Customer Homepage.



2.3.5 Search Page

This is the page where a customer can search for products they may want. The user will be given the option to filter and sort their search results. Search results redirect the user to the according Producer Page or Product Page.



2.3.6 Product Page

The Product Page provides customers with detailed information about a specific product, including its name, rating, description, reviews and images. Customers can select the desired quantity of the product they wish to purchase and add it to their cart. Additionally, customers may add the product to their Favorites Page for future reference. The product page also contains a link to the producer's page, which customers may click to access the Producer Page for further information.

The screenshots show the Product Page for 'Ev Yapımı Honey'. The top left screenshot shows the main product image, the product name 'Ev Yapımı Honey', a 4.8 rating, and a 'Description' section with placeholder text. The bottom left screenshot shows the 'Amount' selection interface with a total price of '\$000.00' and an 'ADD TO CART' button. The top right screenshot shows the 'Description' section with placeholder text, a comment from 'Davuk' with a 5-star rating and 336 likes, and a reply from 'Lorem Ipsum'. The bottom right screenshot shows the 'Similar Items' section featuring 'Beyaz Milk' products, a total price of '\$000.00', and an 'ADD TO CART' button.

6:54 6:55 6:55

Product

← Product

Product

Description

Amount 0

Comments

Davuk 5

Amount

Total Price \$000.00

ADD TO CART

Comments

Lore ipsum

Total Price \$000.00

ADD TO CART

Product

Davuk 5

Lore ipsum

Total Price \$000.00

ADD TO CART

Similar Items

Beyaz Milk
Black Inek \$10

Beyaz Milk
Black Inek \$10

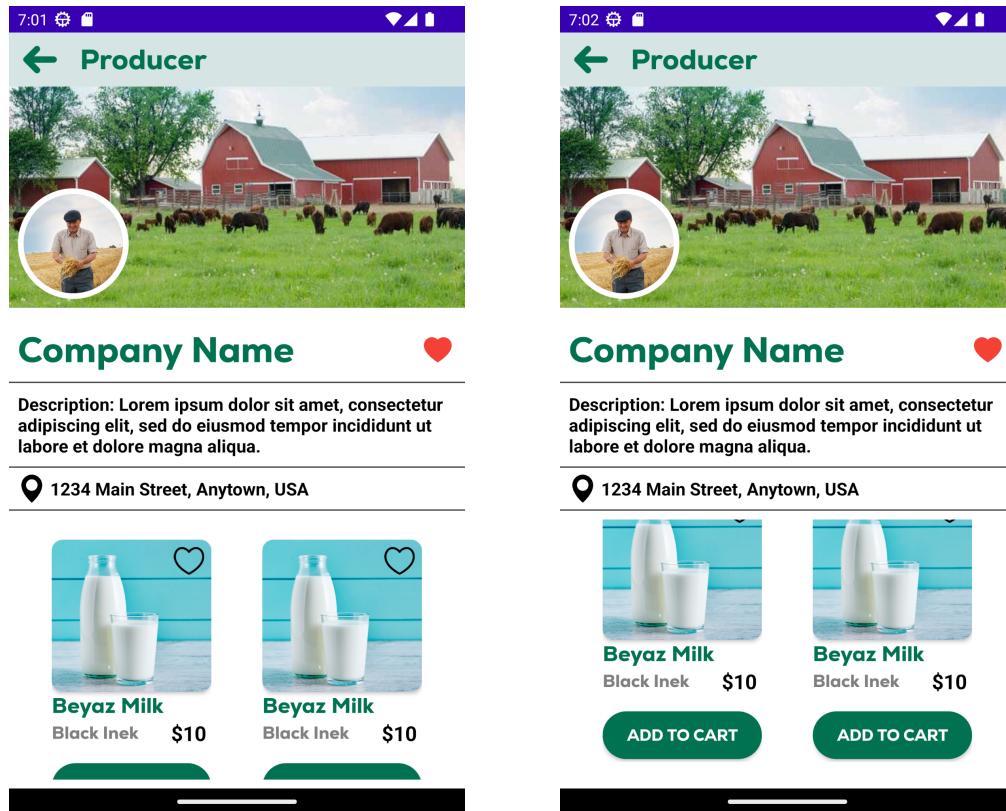
Beyaz I
Black Inek

Total Price \$000.00

ADD TO CART

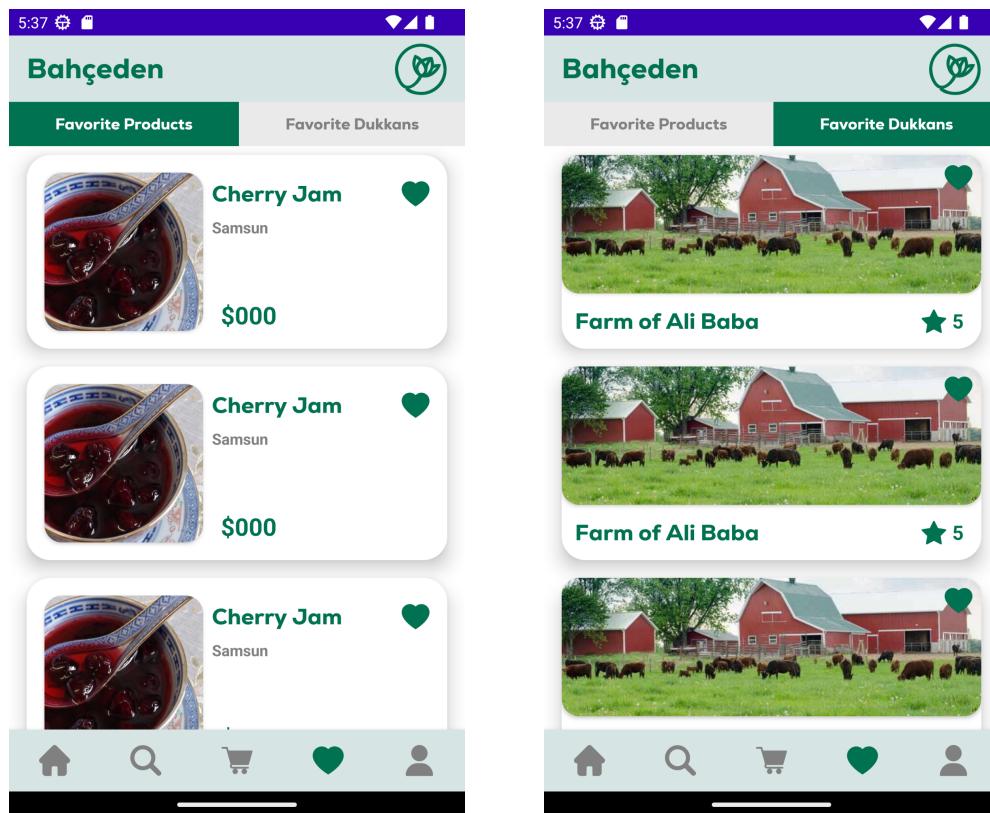
2.3.7 Producer Page

The Producer Page provides customers with information about a specific producer, including their name, description, location, and product listings. Customers can add the producer to their Favorites Page by tapping the heart icon next to the producer's name. Customers can add the producer's products to their cart or favorites by using the respective buttons on the product listings.



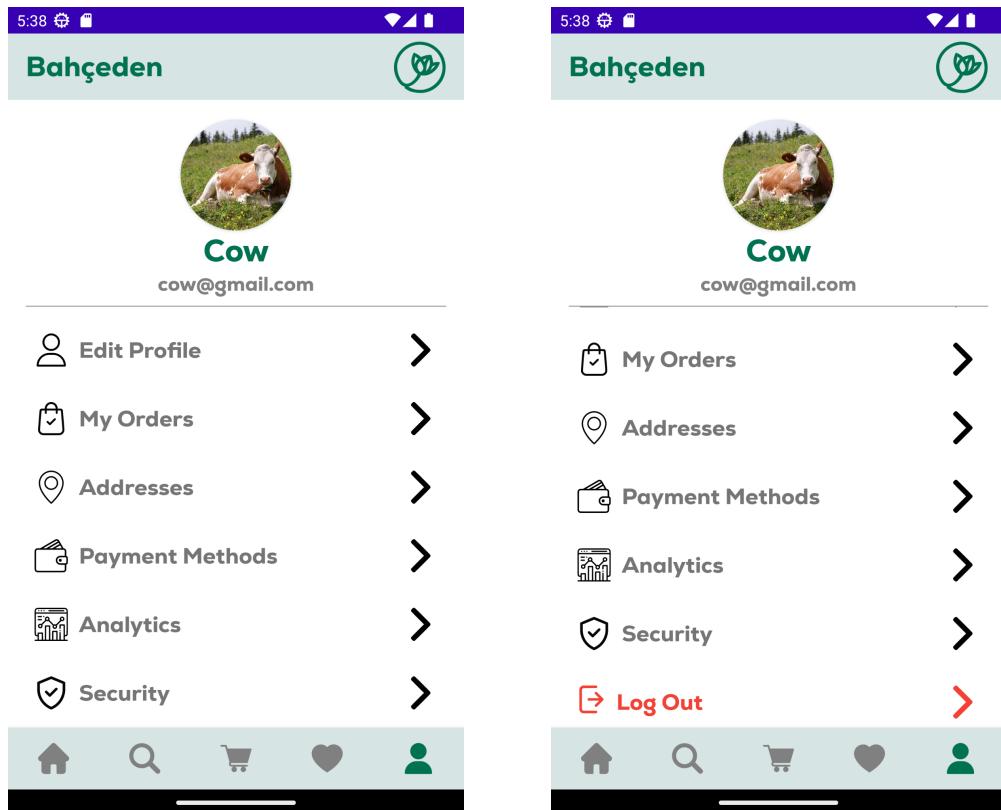
2.3.8 Favorites Page

This is where a customer can view their favorite products and producers. The user can remove a product or producer from their favorites by tapping the heart icon at the top-right corner of each item.



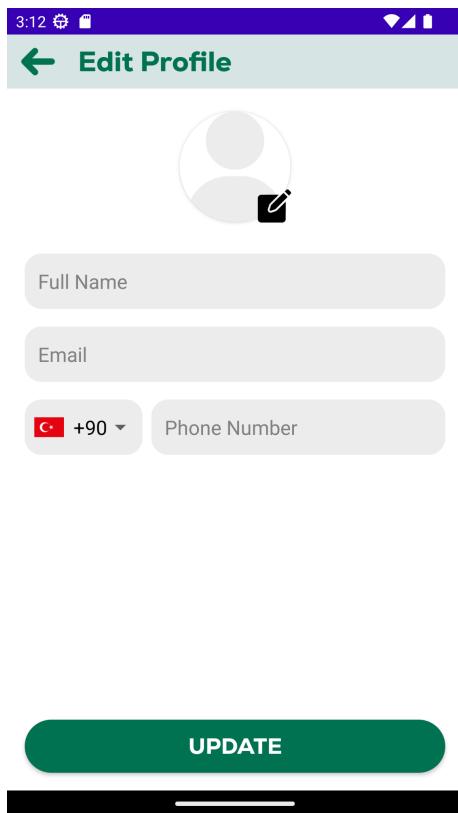
2.3.9 Profile Page

This is the page where a customer can access their account details. If the user taps “Log Out”, they will log out of their account and be redirected to the Intro Page.



2.3.10 Edit Profile Page

The user can change their name, email address, or their phone number on this page. If the new information entered by the user is valid and they tap “Update Profile”, their profile will be updated according to the information they provided, and the user will be redirected to the Profile Page.



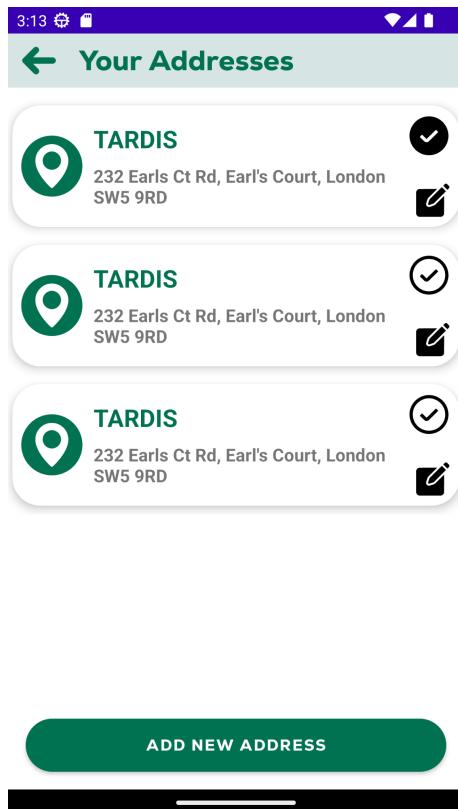
2.3.11 My Orders Page

This page displays the previous and ongoing orders a customer has made. Each order card includes the Product's name, price, quantity, total price paid for the order, and where it will arrive.



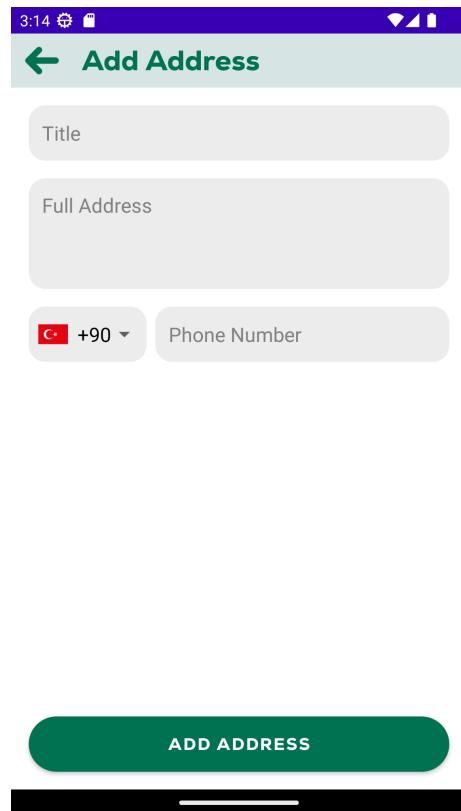
2.3.12 Addresses Page

This page displays all the addresses a customer has added to their account. An address from this list can be chosen as the “default address”, which will be the address displayed on the . If the user wishes to add a new address, they may tap the “Add New Address” button, which will redirect them to the Add Address Page.



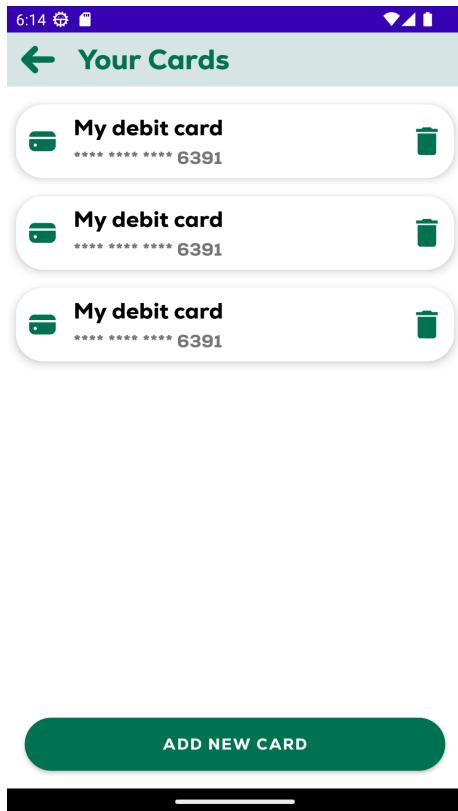
2.3.13 Add Address Page

On this page, a user will be able to specify a title, the full description of their address, and a phone number that will be notified when an order arrives at the given address. When the user taps “Add Address”, the address will be added to their account, and they will be redirected to the Addresses Page.



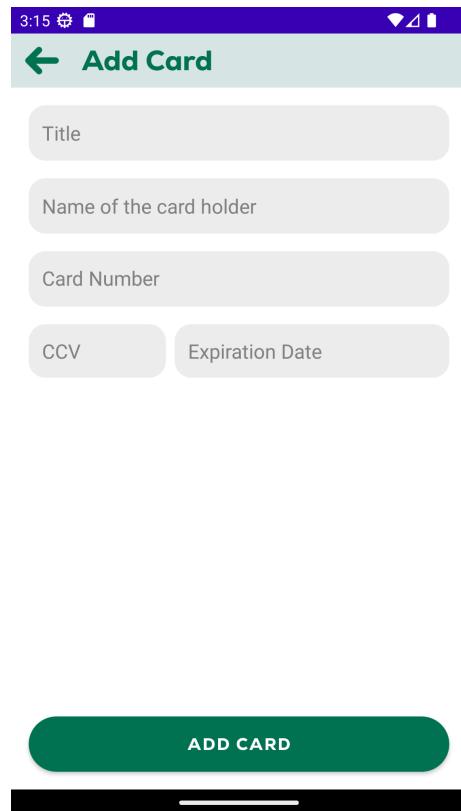
2.3.14 Cards Page

This page displays all the credit cards a player has added to their account. If the user wishes to add a new credit card, they may tap the “Add New Card” button, which will redirect them to the Add Card Page.



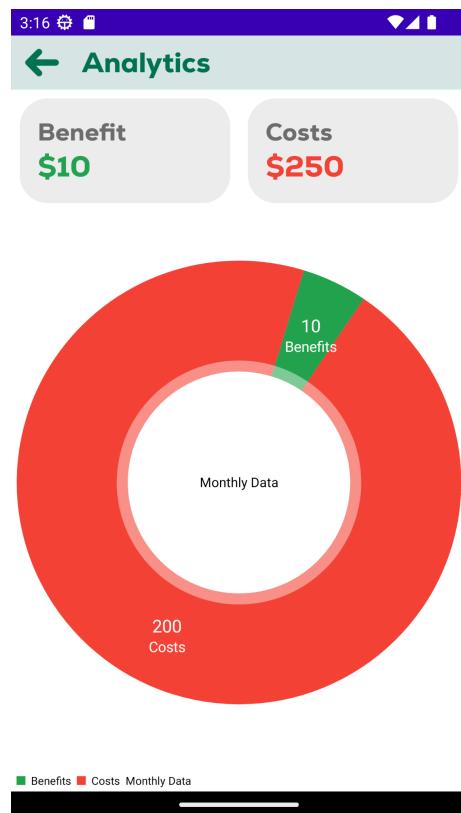
2.3.15 Add Card Page

On this page, a user will be prompted to give information about the card: the title it will have on the Cards Page, the name of the cardholder, the card's card number, the CCV, and the expiration date of the card. When the user taps “Add Card”, the card will be added to their cards, and the user will be redirected to the Cards Page.



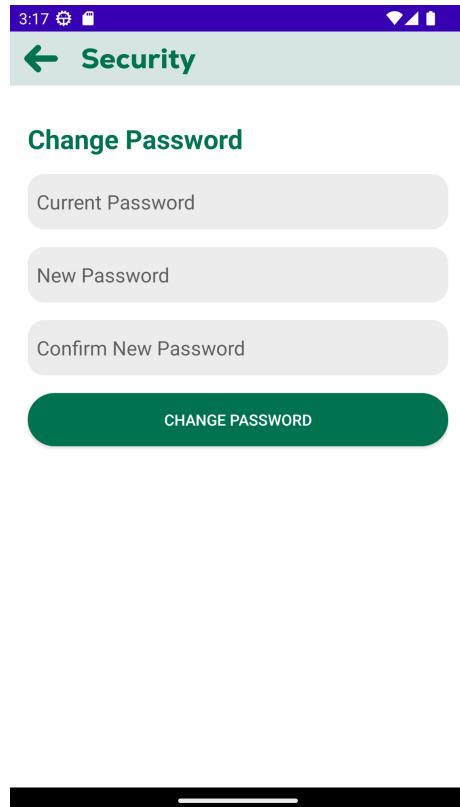
2.3.16 Analytics Page

This page will display the user's expenditure using the application and how much they have benefited from the price recommendation system.



2.3.17 Security Page

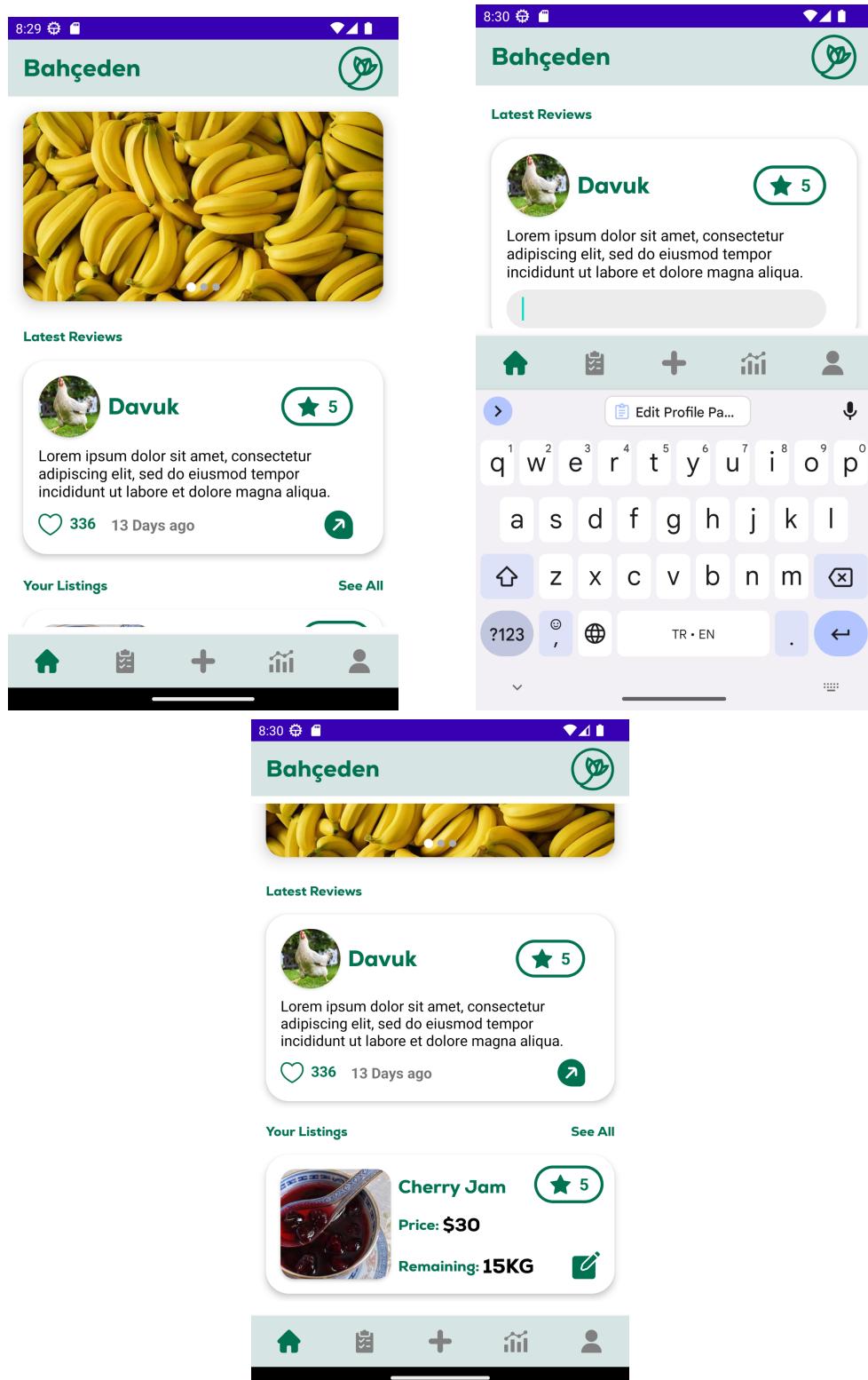
This page allows the user to change their password. After tapping “Change Password”, the user will be redirected to the Profile Page.



2.4 Pages That Will Be Used By Producers

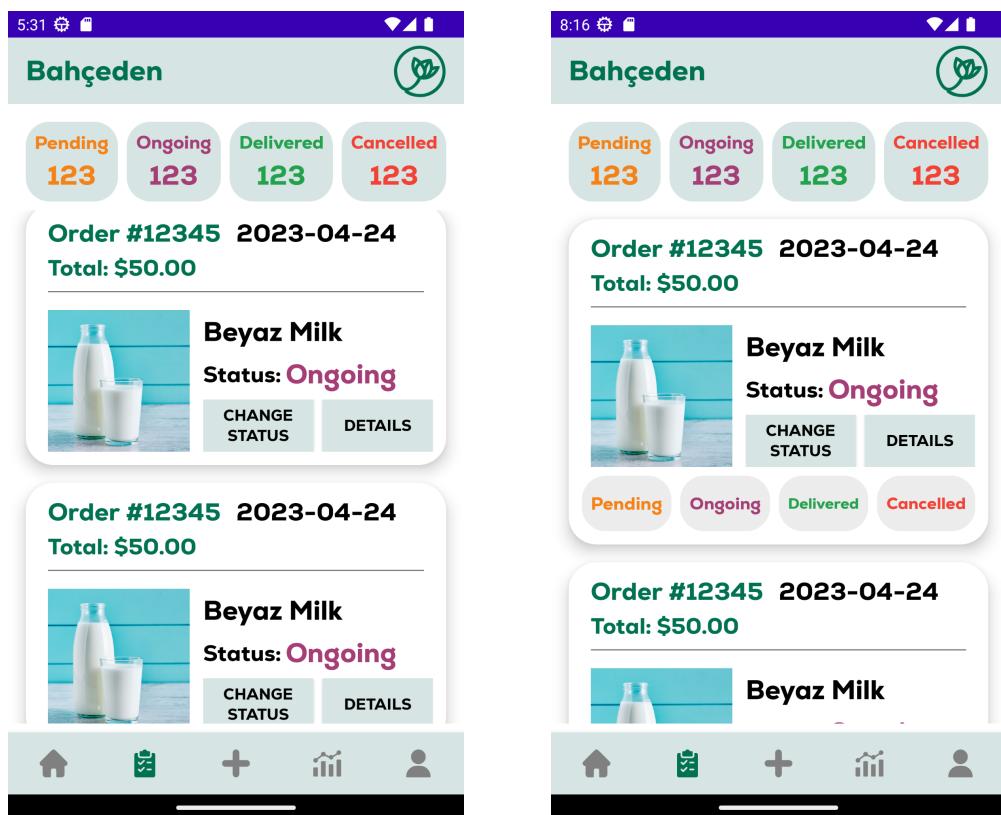
2.4.1 Producer Homepage

Upon producer login, the ensuing page shall furnish a concise summary of recent market price fluctuations, the latest reviews of the producer's listings, and the corresponding product listings made by the producer. Specifically, producers can access reviews of their products and express their endorsement by utilizing the heart icon at the bottom-left corner of the review or engage with customers by utilizing the reply button at the bottom-right corner of each review. Producers may modify the attributes of their listings by selecting the edit button at the bottom-right corner of each listing. Selecting the edit button will redirect the producer to the Edit Product Page for further adjustments.



2.4.2 Orders Page

This page will display pending, ongoing, completed, and canceled orders a producer has, along with the ability to change the status of orders via a “Change Status” button on every order. “Pending” orders are orders that are being prepared for delivery, “Ongoing” orders are orders that are on their way to their recipients, delivered orders are orders that have been delivered, and canceled orders are orders that have been canceled by either the producer or the customer. The producer can also tap the “Details” button of an order to see the details of said order. The “Details” button will redirect the user to the Order Details Page.



2.4.3 Order Details Page

This page will show the details of a particular order that a customer has made to the producer.



Keci Sutu #71261

Date of Purchase - Type of Delivery

10/10/2023, 20.14 | Shipment

Purchased Amount

5 L

Customer Details

Name: **Emir Ensar Sevil**

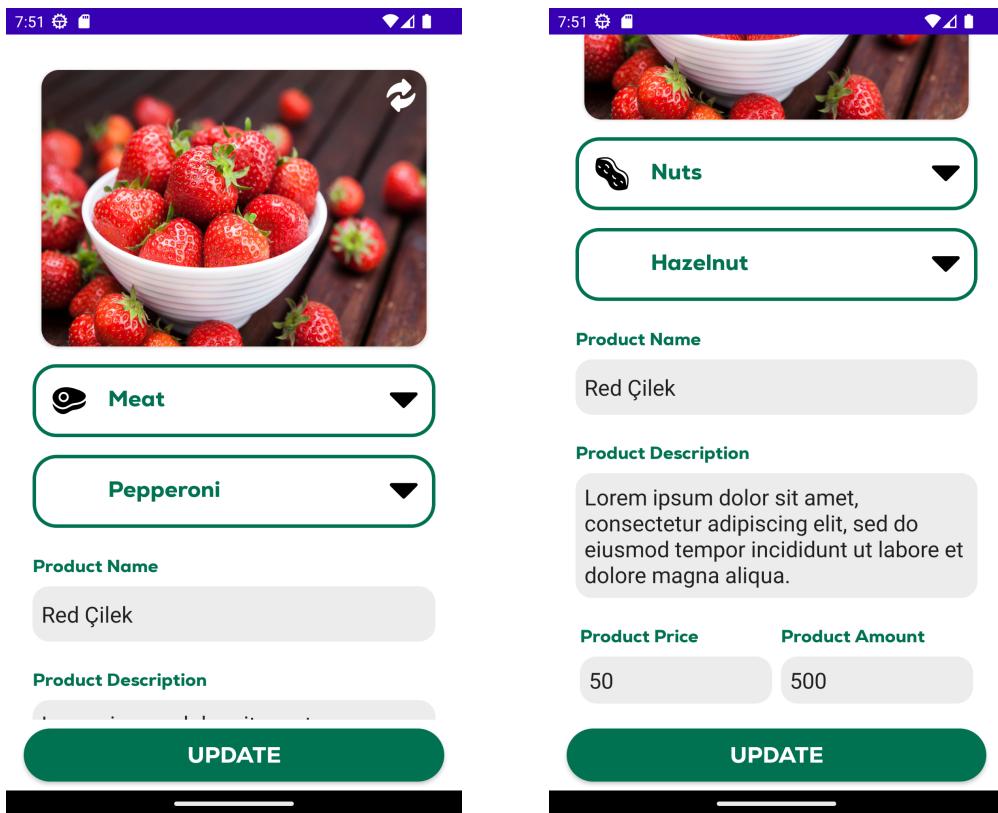
Phone Number: **+905853677564**

Address:

**Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.**

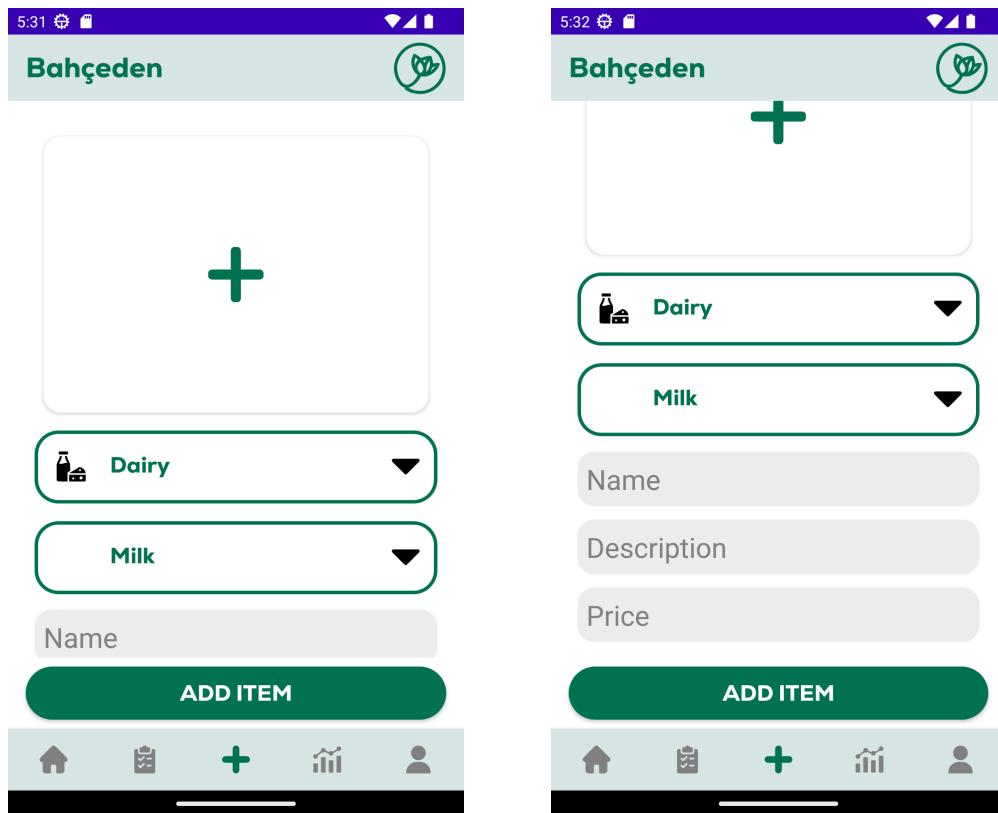
2.4.4 Edit Product Page

This page will allow the user to edit a product listing they have made. The user will be able to change the category of the product; the name, description, price, and how much stock is left of the product. If the user taps “Update”, the listing will be updated with the given information.



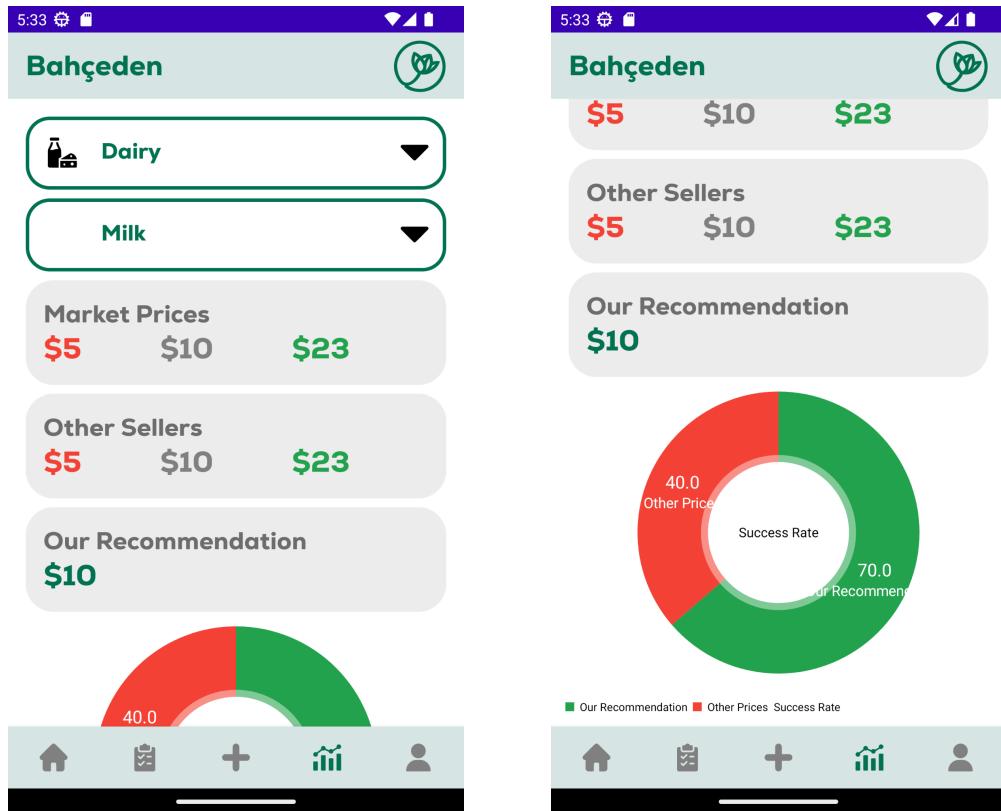
2.4.5 Add Product Page

This page will allow a producer to create a new listing for a product. The page will ask the user for images, the category, name, description, and price of the product. If the user taps “Add Item”, the listing will be created according to the information given by the user.



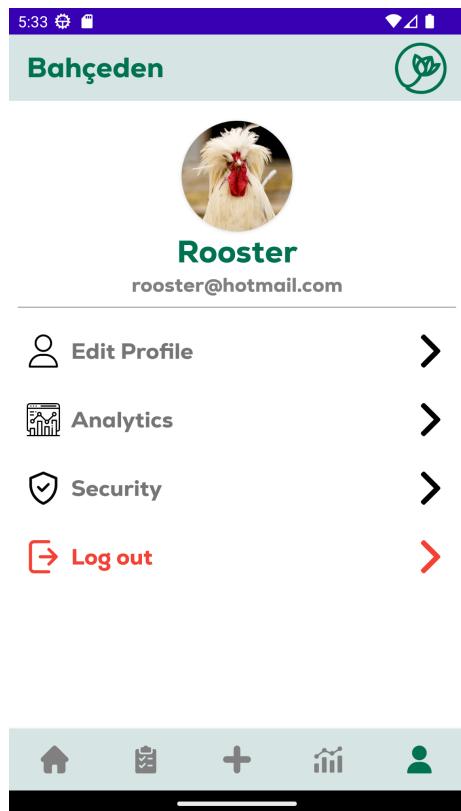
2.4.6 Data Page

The present page shall exhibit market prices (minimum, average, maximum) derived from various e-commerce platforms, the prices of other producers on Bahçeden, and the recommendations proposed by our application for each product subcategory, along with the corresponding success rate of such recommendations. This information aims to provide consumers with a comprehensive overview of market trends and assist them in making informed purchasing decisions.



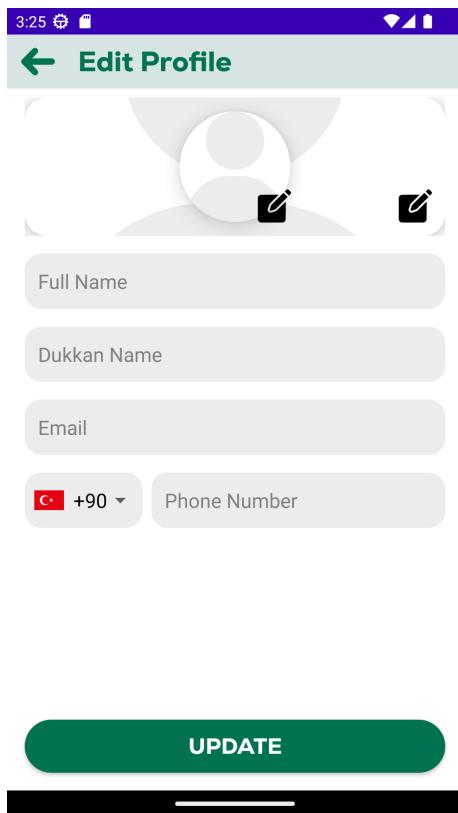
2.4.7 Profile Page

This is the page where a producer can access the details of their account. Each button on this page redirects the user to their respective pages. If the user taps “Log Out”, they will log out of their account and be redirected to the Intro Page.



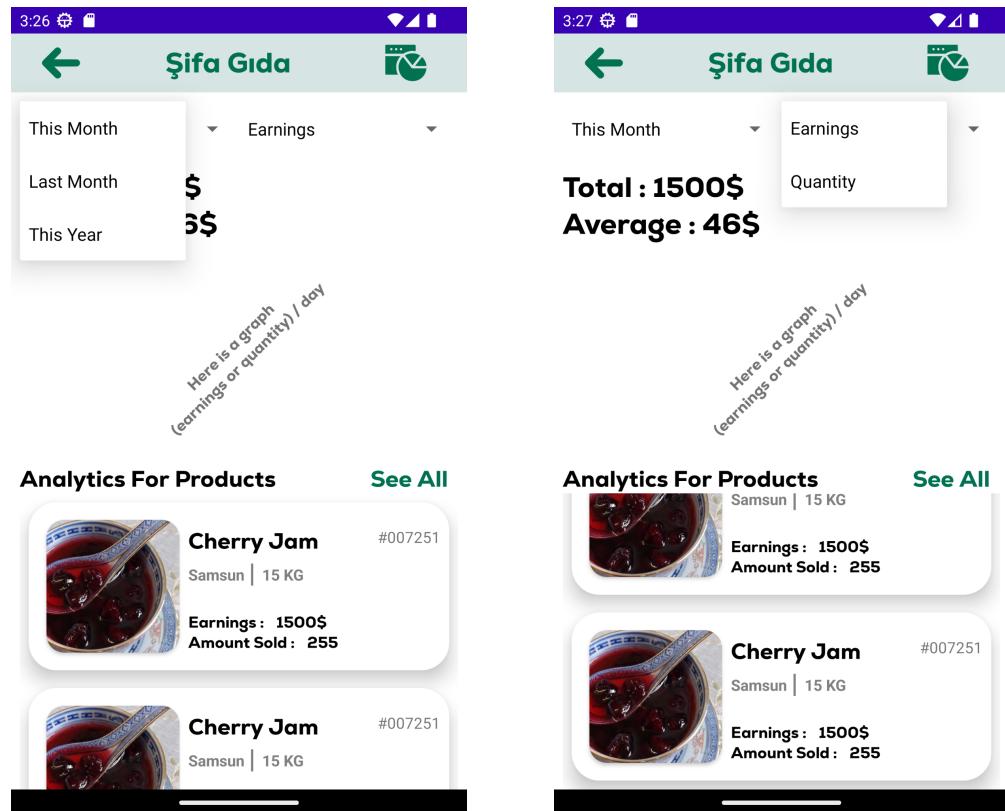
2.4.8 Edit Profile Page

The user can change their name, email address, or their phone number on this page. If the new information entered by the user is valid and they tap “Update Profile”, their profile will be updated according to the information they provided, and the user will be redirected to the Profile Page.



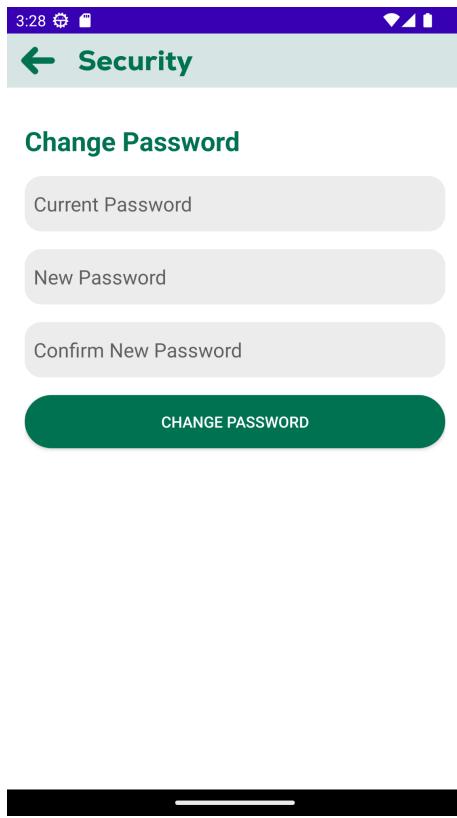
2.4.9 Analytics Page

This page will display the details of a producer's revenue (total revenue from a particular product, average revenue per month, etc.).



2.4.10 Security Page

This page allows the user to change their password. After tapping “Change Password”, the user will be redirected to the Profile Page.



3. Summary & Conclusions

Bahceden is an innovative e-commerce platform specifically designed with separate interfaces for customers and producers. Its design is informed by user interface (UI) principles that prioritize ease of navigation, user-friendly functionality, and satisfying user experience.

Starting with the Splash Page, users are swiftly redirected to their respective home pages or to the Intro Page. Here, they can either register or log in. The design motivation behind this is to offer a smooth entry point into the platform, minimizing confusion or hesitation for new users. The Customer Homepage is carefully designed to capture users' attention with special offers, product categories, and the newest listings, thus promoting engagement and boosting sales. The Cart, Checkout, and Payment Pages were designed to streamline the ordering process, simplifying the steps. The aim here is to reduce the likelihood of cart abandonment, a common issue in e-commerce. The Search Page offers customers the ability to easily search for products, while the Product Page provides detailed information, images, and similar products.

Meanwhile, the Producer Homepage is designed to give producers a clear overview of recent market changes, reviews, and their product listings. The Orders Page allows tracking of completed and ongoing orders. The Add Product Page, on the other hand, is designed to facilitate new product listings. These features were designed with the understanding that clear information display and easy product management are essential for producers' successful sales.

To conclude, Bahceden, with its carefully crafted UI, is a comprehensive e-commerce platform catering to both customers and producers. It offers an intuitive, efficient online shopping experience for customers while enabling producers to easily manage their listings. The platform's design choices, grounded in solid UI principles and informed by the motivations discussed above, have the potential to revolutionize the e-commerce industry. It provides a convenient, interactive platform for customers and producers to conduct business seamlessly.