



Tablets and more Re- design

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Website analyses and proposed improvements

The official Tablets and More website (for Malta) serves as both an online store as well as a catalogue for the local electronics shop of the same name.

<https://www.tabletsandmoreelectronics.com/>



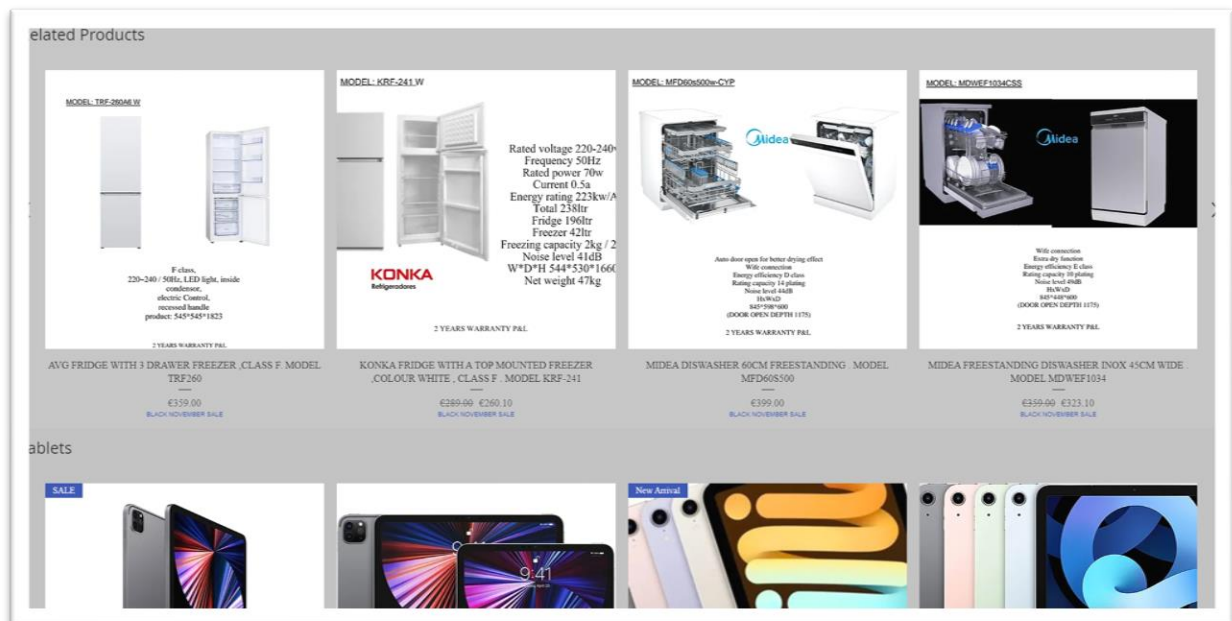
The home page for the website consists of a large background image that fades out to load a new image, these images consist of products that Tablets and More sells. Sometimes, this changes to an advertisement video made by Danusan.



In my opinion, the website's header is its biggest fault.

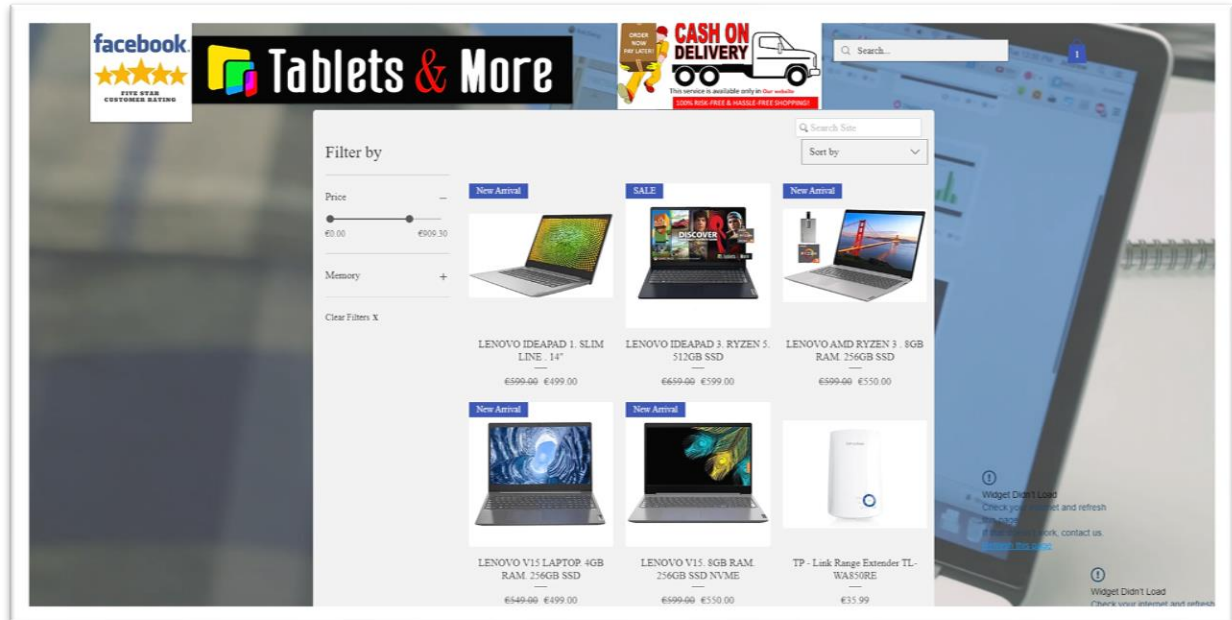
It's colour scheme is dull, uninspired and doesn't match industry standards nor its logo's colour scheme.

Moreover, the images in the banner don't have good composition and there is no smooth transition between the background color and the image. This makes them look out of place.



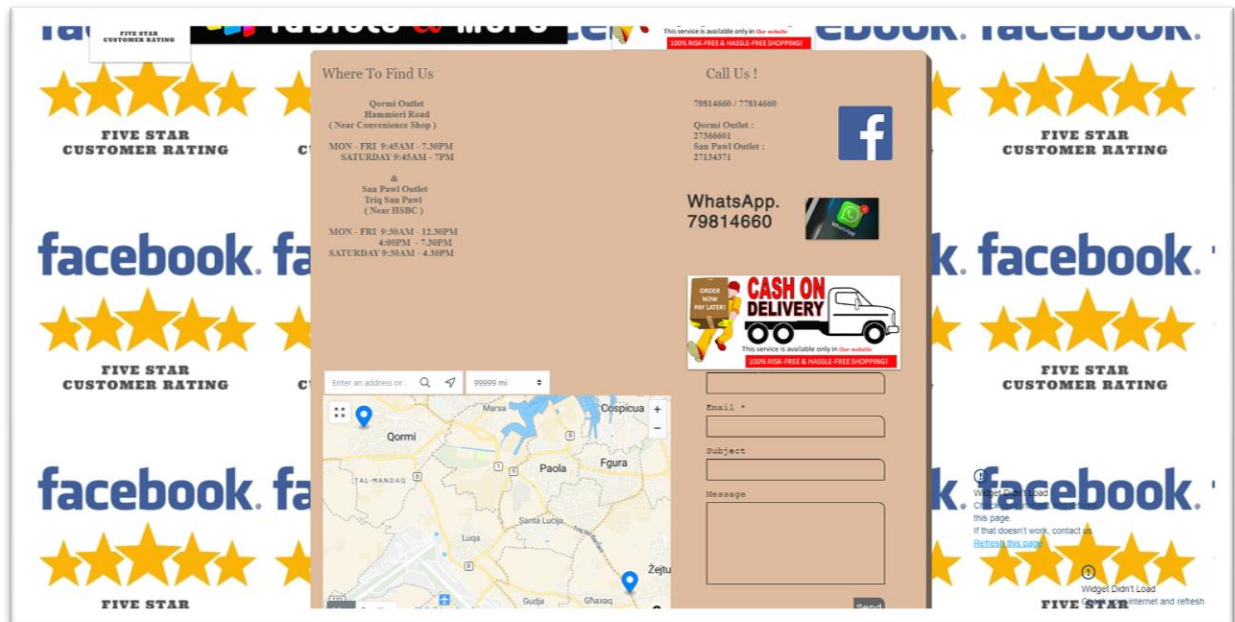
The website also features popular products further down the homepage. Again, these look unappealing and unprofessional for the reasons mentioned previously.

I plan to omit this part of the homepage entirely and rely solely on a header with links to other pages to browse, as it is more organised that way.



As soon as you click on one of the headers, you are redirected to a product section page, here you can browse all the available products in a given section (e.g tablets, phones, etc). In these pages one can browse items based on their desired price range using a slider to the left. There is also a video playing in the background.

I plan to redesign this by having the background video blurred slightly and also adding circular mask with a thick white edge and feathering around the video. Moreover, I plan to move the “cash on delivery” banner to the bottom of the page where the white colour scheme of it will blend with the white background of the page.

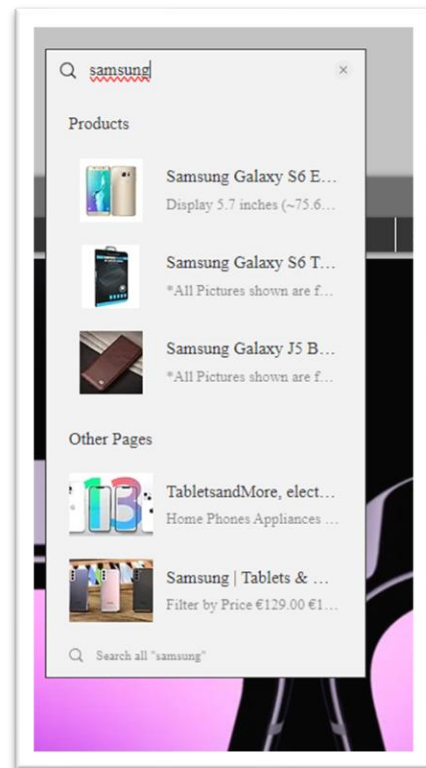


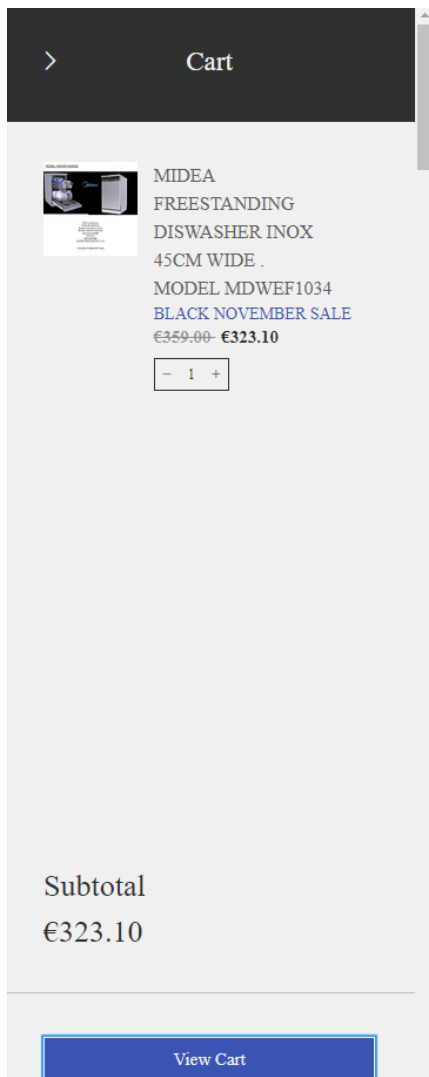
Moreover, there exists a contact page with the purpose of informing the user where to communicate with this business, as well as information regarding their location using a google maps window as well as opening times. Lastly, one can write an email directly from here.

Apart from the colour scheme of this page being out of place, the background looks very stretched and repetitive, I plan to replace it with several images of the various store locations that cross fade with one another resembling “a slide show”, in addition to masking and feathering for more aesthetic appeal.

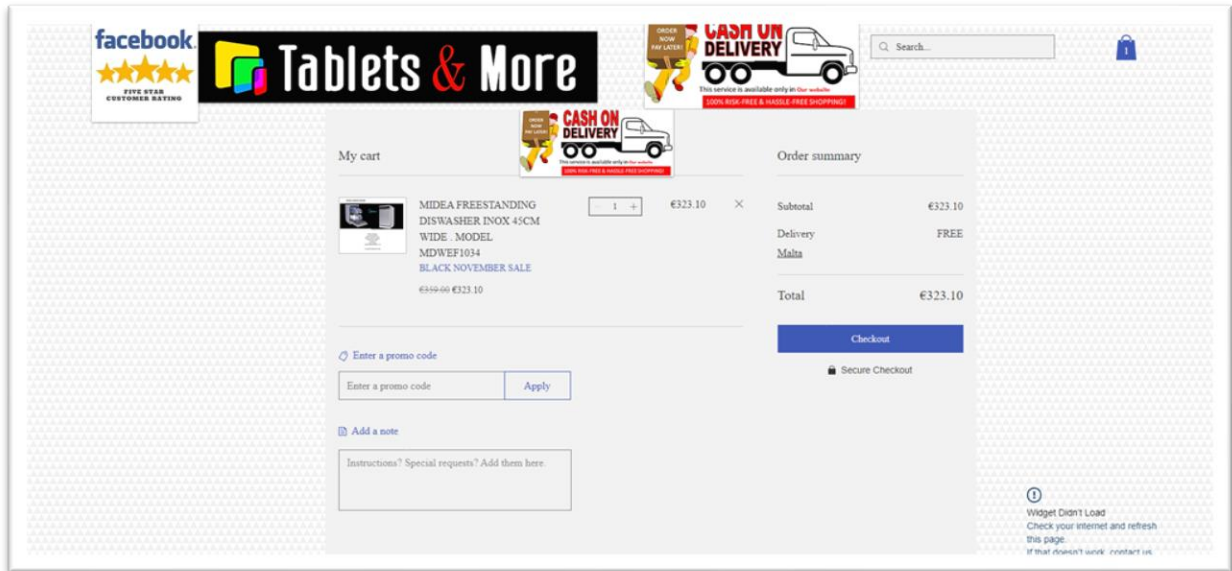
Furthermore, there exists a search option with a drop down menu which can be accessed at any page in the website. This displays items related to the user's search for the purpose of easily finding a specific product or group of products related to the searched name.

This part is already aesthetically pleasing and functional for the most part. one minor improvement I plan to make would adding a circular mask with a feathering around the product images to make it look less jagged.






Lastly, there exists a cart drop down menu at every page for the purpose of viewing the number of items one has added to their cart as well as listing their prices and calculating the total price for all added items.



When the user selects “view cart” this rederects them to another page with similar information, but with additional information such as being able to ender promo codes and viewing the delivery price.

For some reason, the cash on delivery banner is duplicated which looks very unprofessional, I plan to omit one of them.

CHECKOUT

[Continue Browsing](#)

Customer details

Email for order confirmation*

First name*

Last name*

Phone*

Company Name*

Delivery details


Country*

Malta

Address*

Address - line 2

Order summary (1)[Edit Cart](#)

MIDEA FREESTANDING DISWASHER INOX 45CM WIDE . MODEL MDWEF1034

Qty: 1

€359.00

€323.10

Enter a promo code

Subtotal

€323.10

Delivery


Free

Tax

€0.00

Total

€323.10

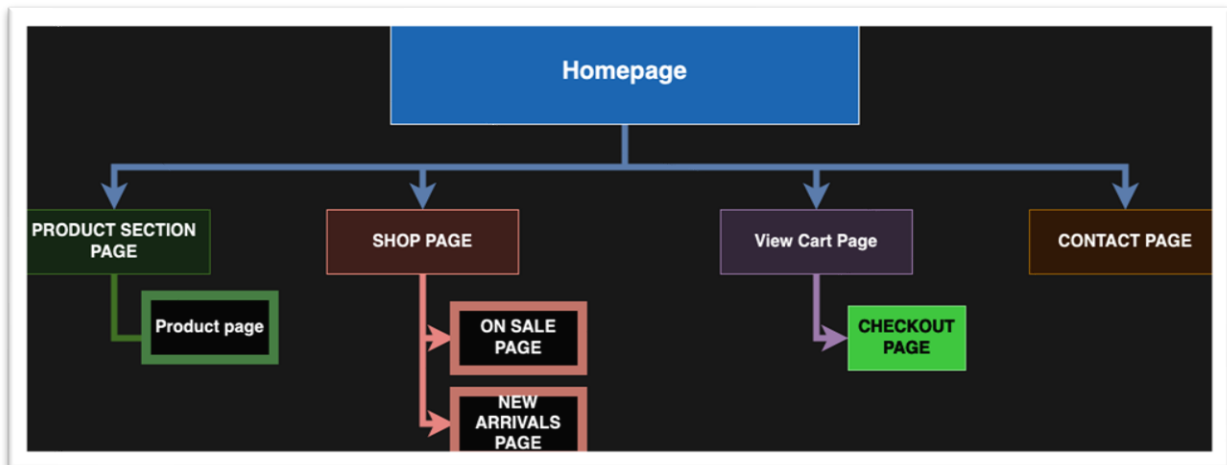
 Secure Checkout

When the user presses the blue “checkout” button, this redirects them to a checkout page where the user can input his personal information in order to execute the buying and shipping process.

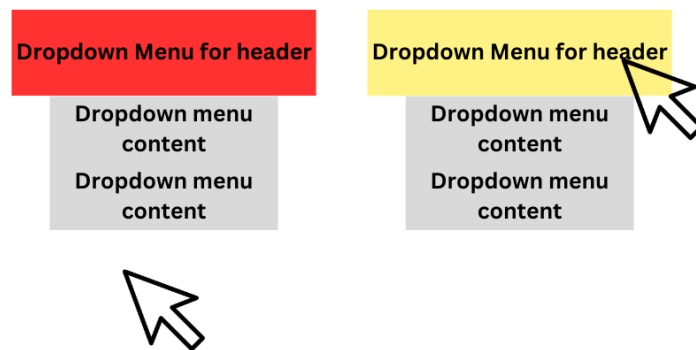
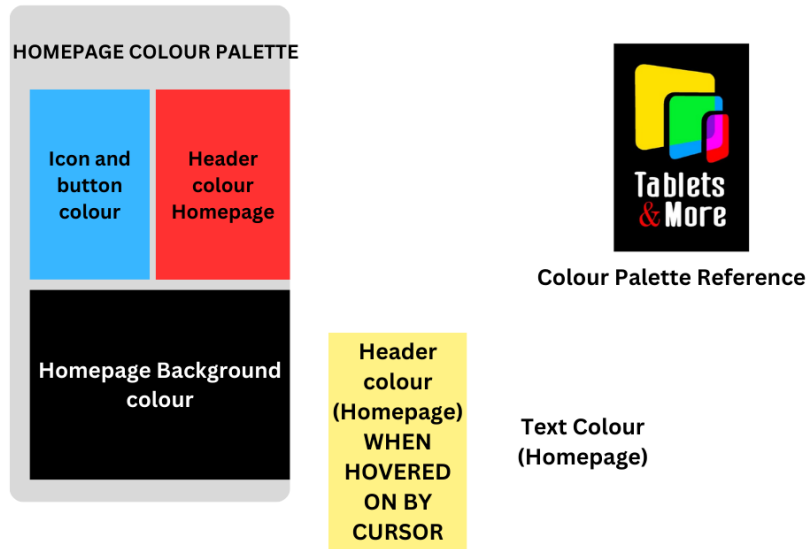
Sitemap

Note1: All pages can lead back to the view cart page

Note2: I've added two sub pages at the "shop page" that will be activated by buttons for a better product browsing experience.



Style Guides

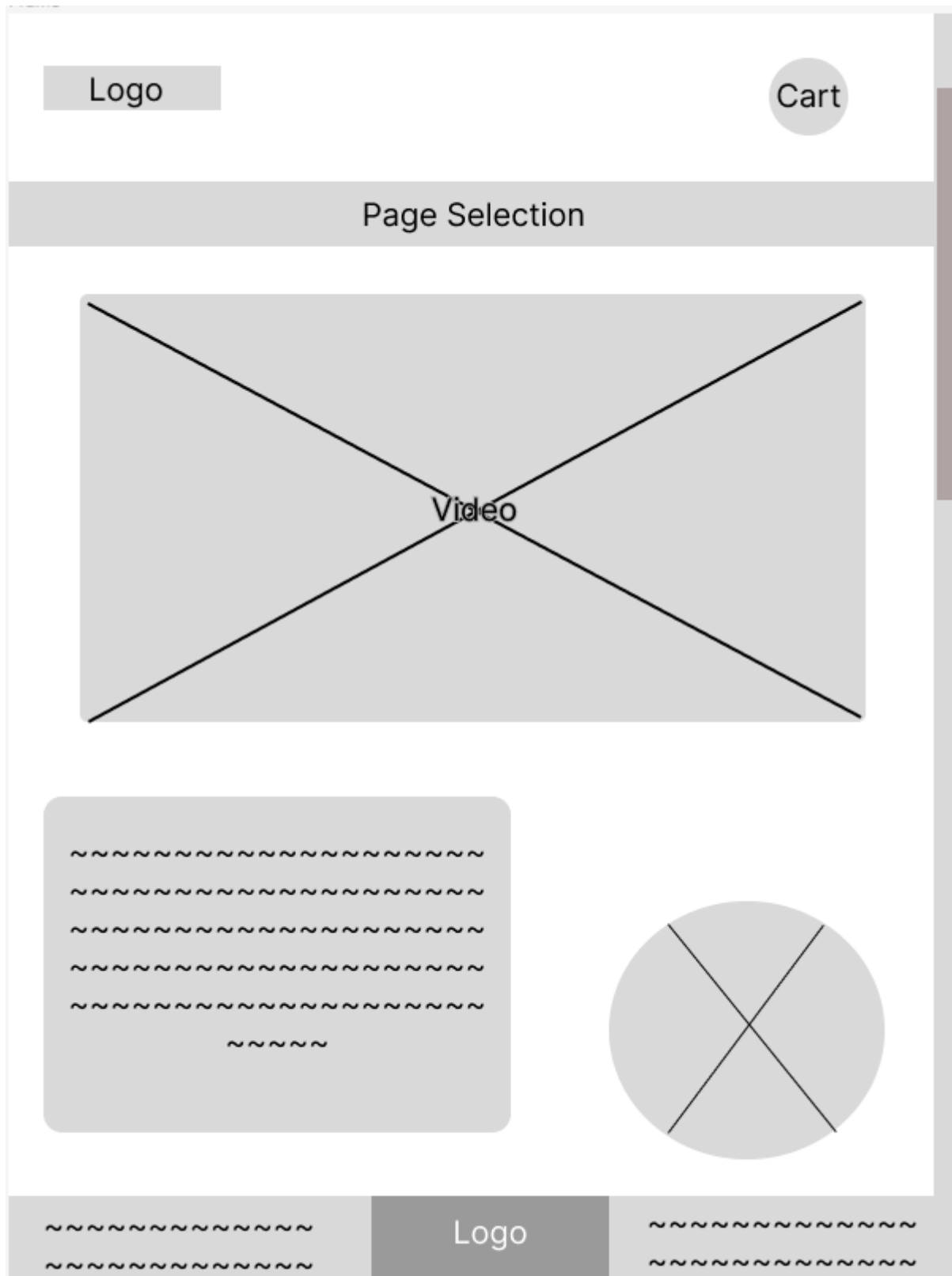


(view cart icon)

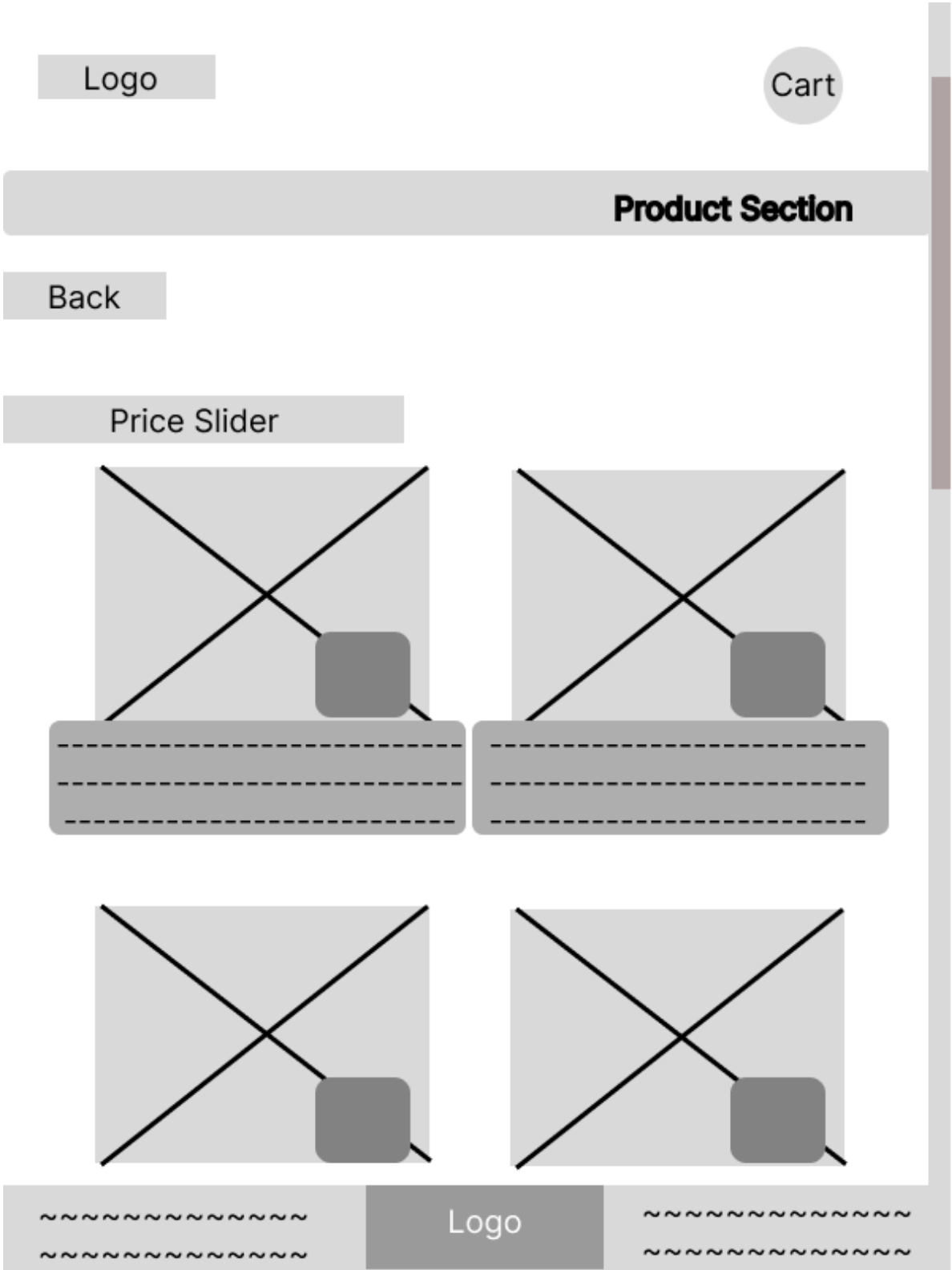


Low Fidelity Wireframes

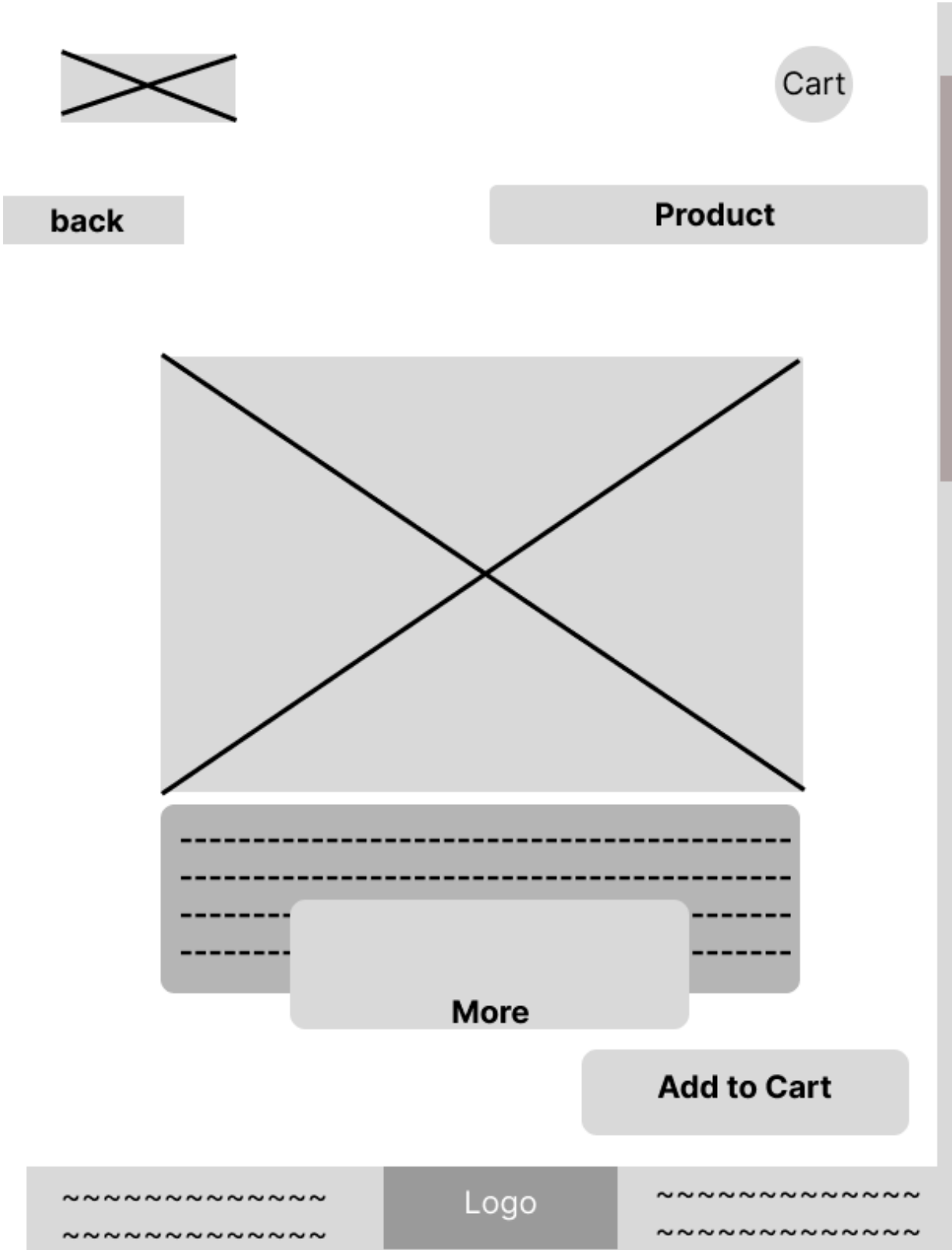
Homepage LF



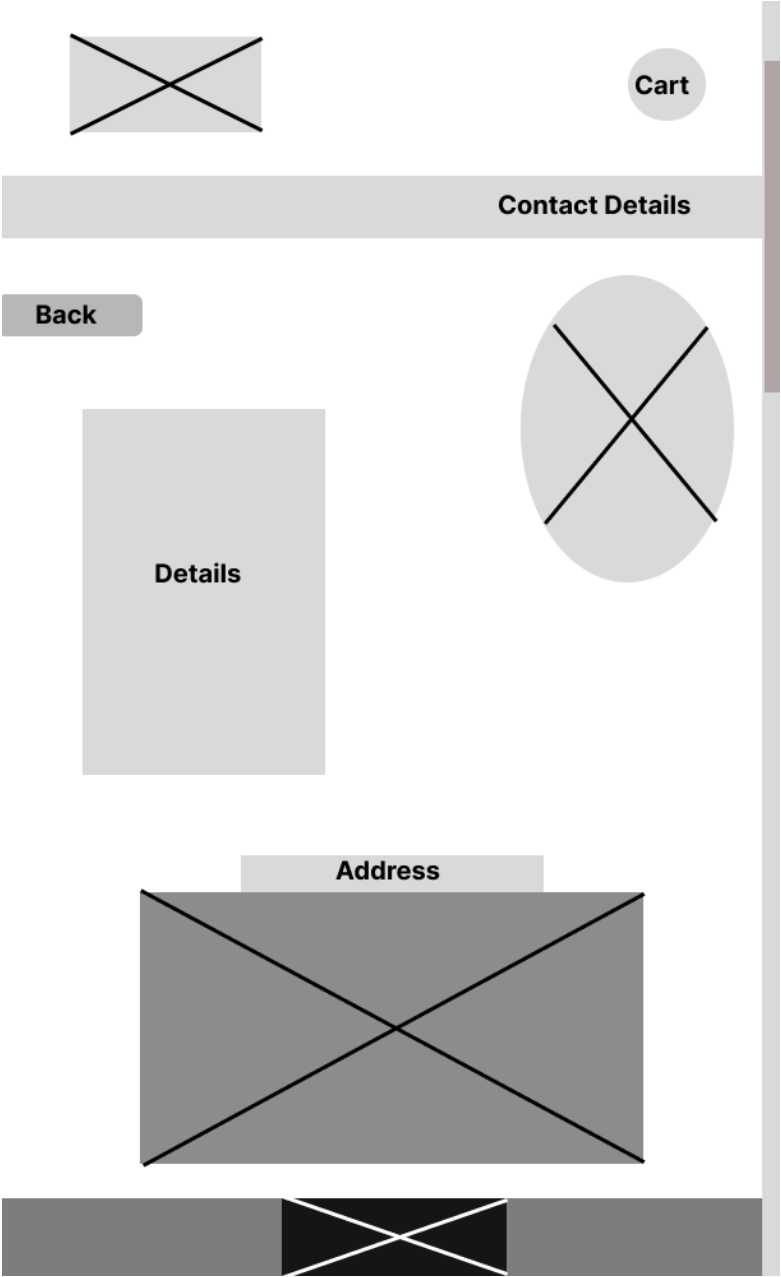
Product Section Page LF



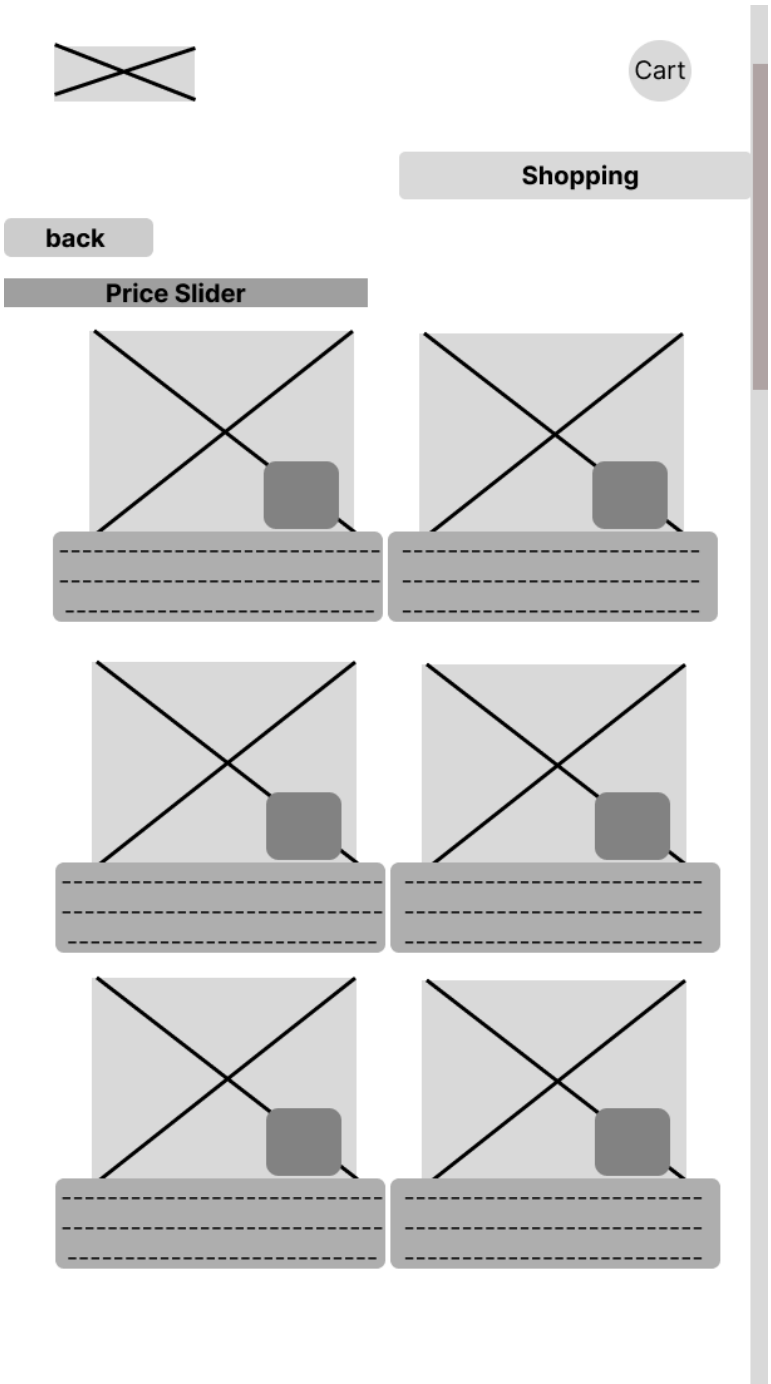
Product Page LF



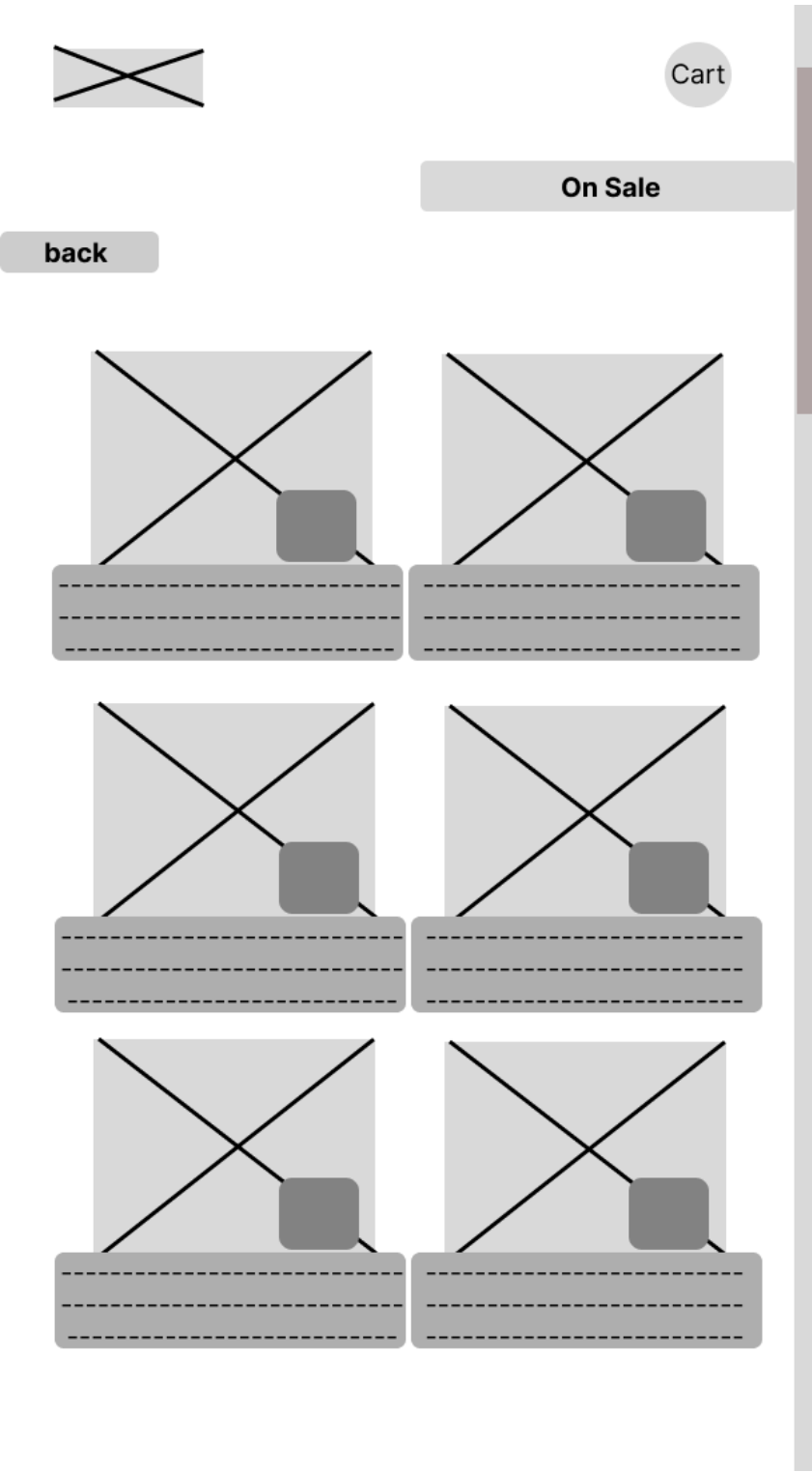
Contact Page LF



Shop Page LF



On Sale Page LF



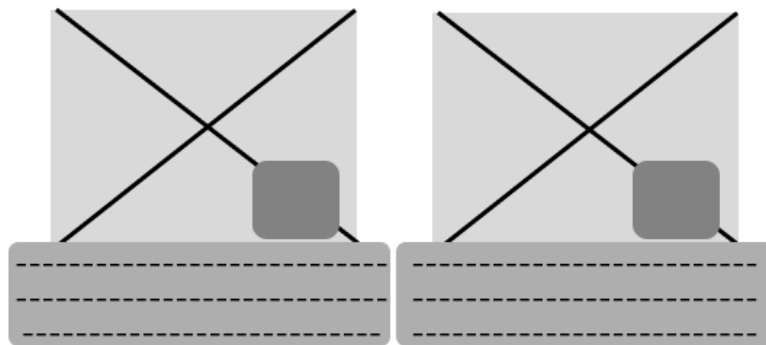
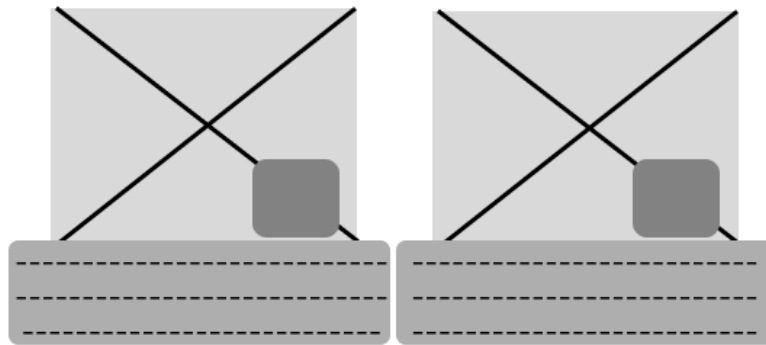
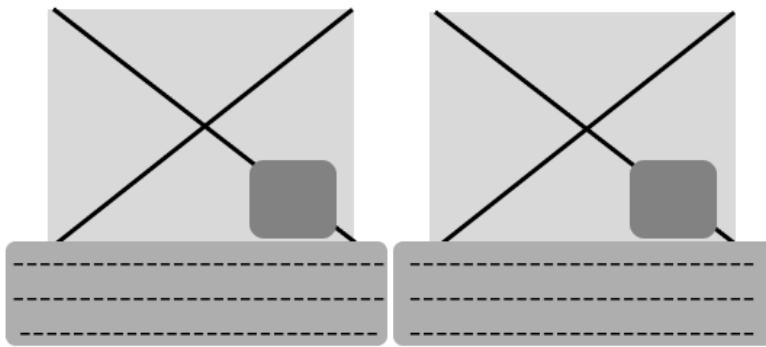
New Arrivals LF




Cart

back

New Arrivals!

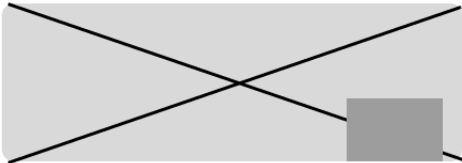


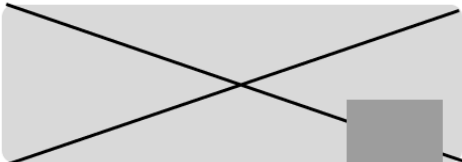
View Cart Page LF



Your Cart

back

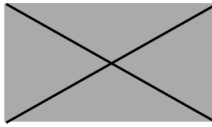




Total: \$XX

Proceed to Checkout

Checkout Page LF



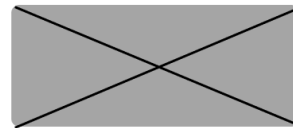
Back

Card Number

Exp Date

Sec Num

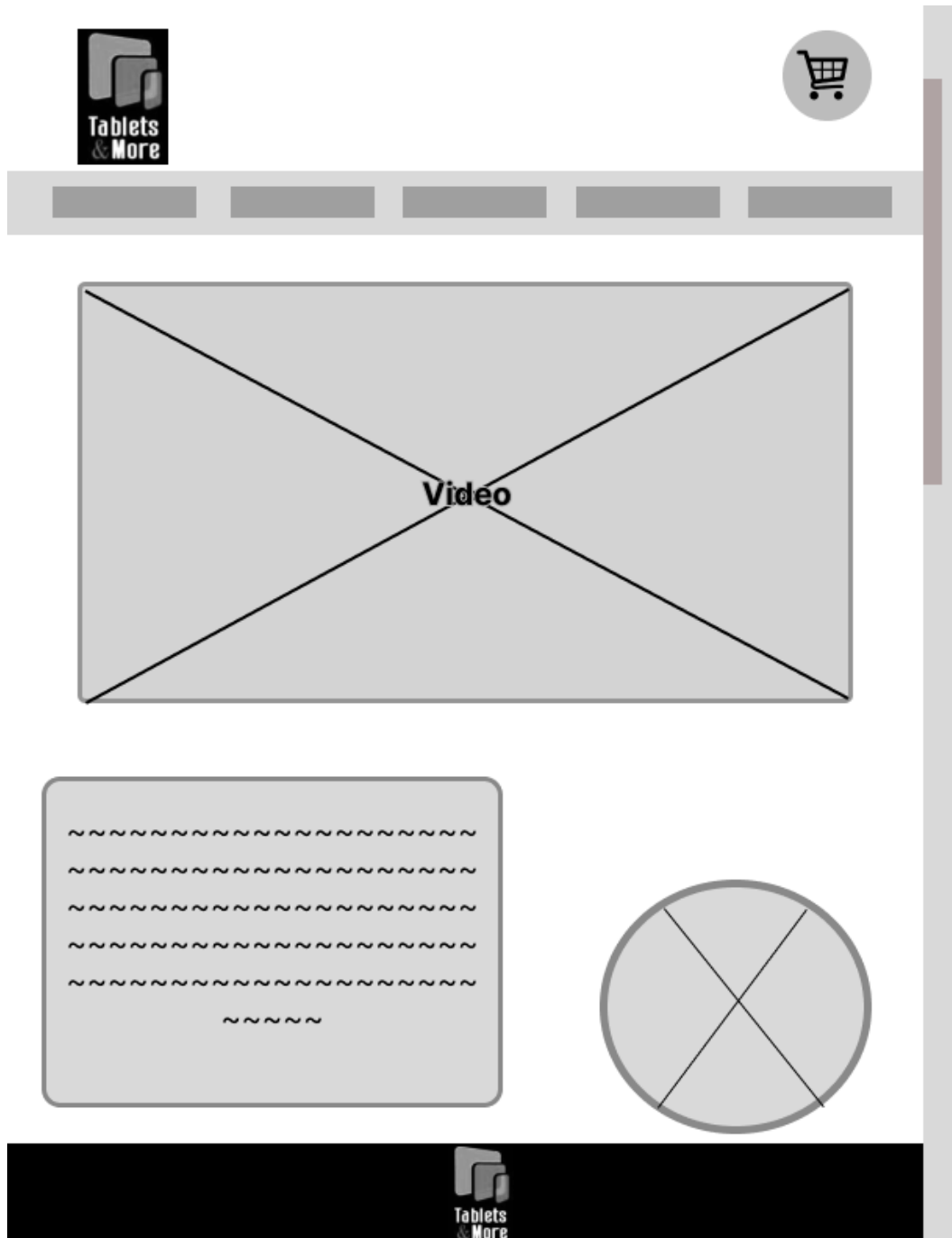
Address



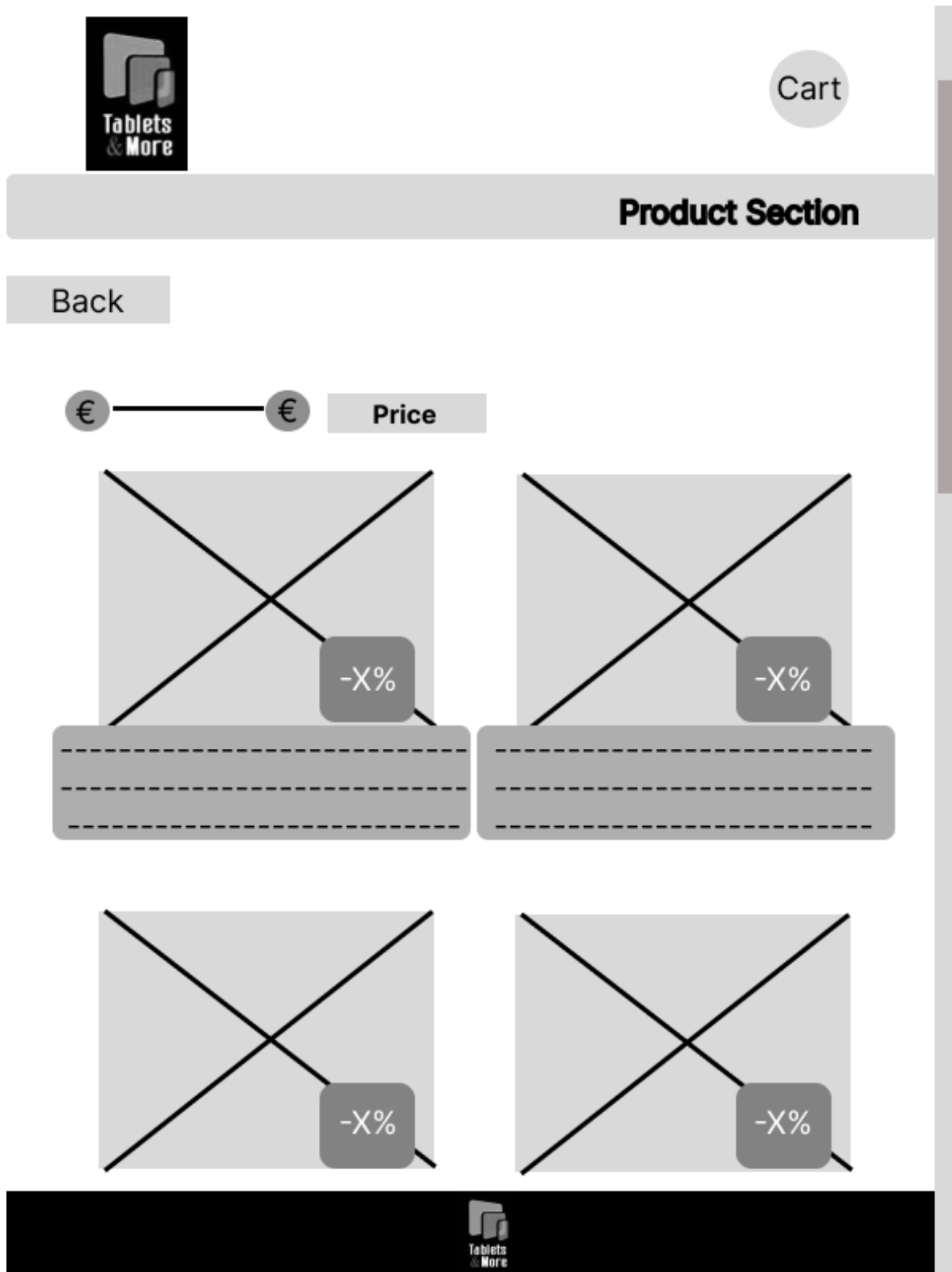
Proceed to Checkout

Medium Fidelity Wireframes

Home Page MF



Product Section Page MF

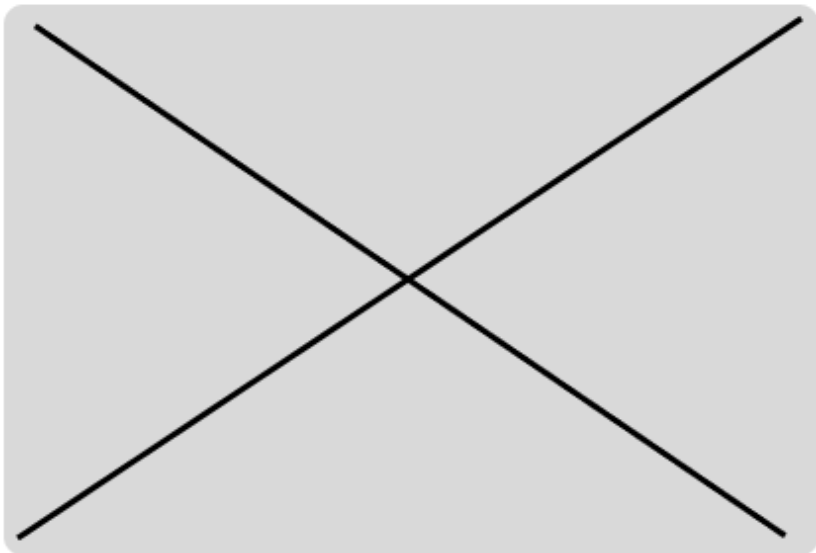


Product Page MF




back

Product



More

Add to Cart 

~~~~~  
~~~~~

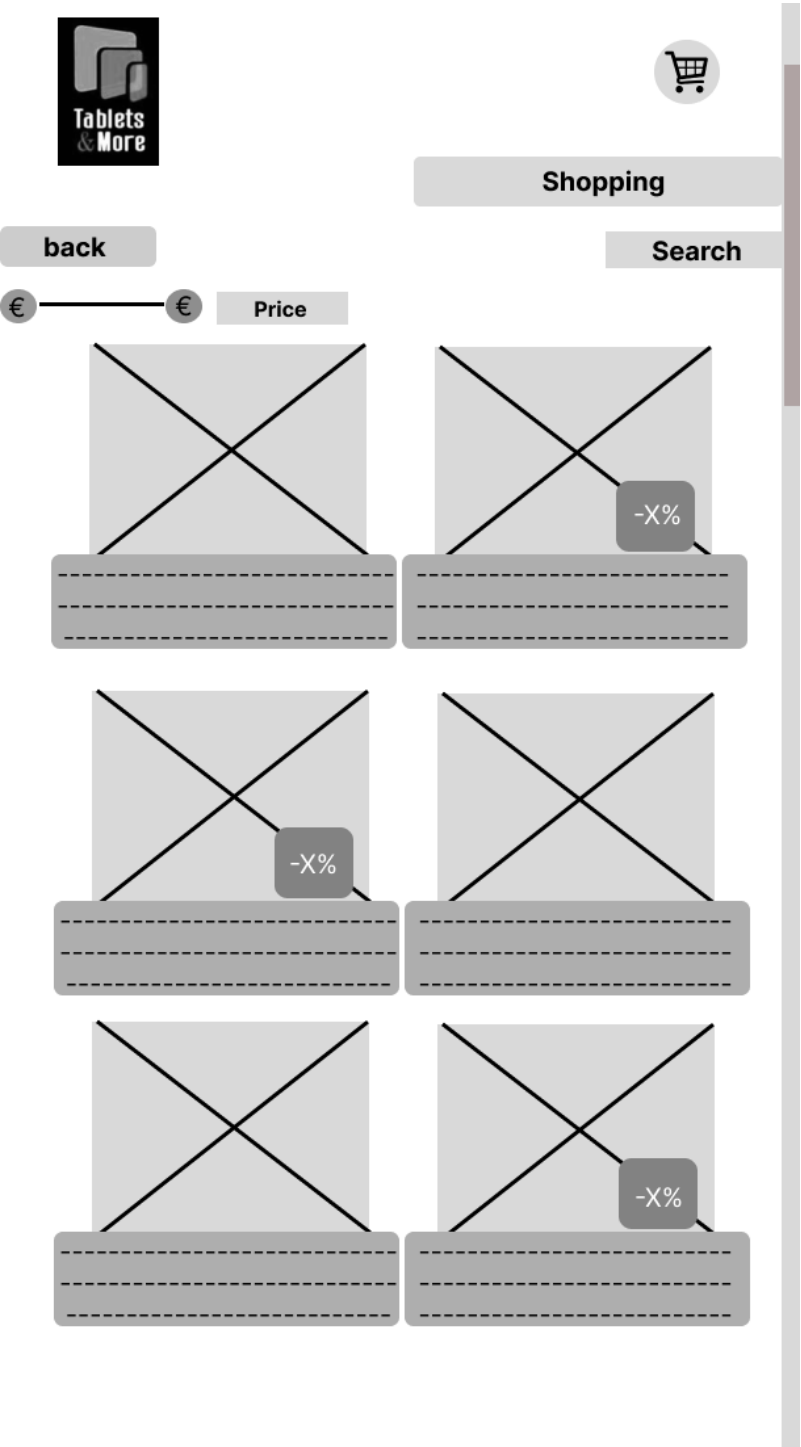


~~~~~  
~~~~~

Contact Page MF



Shop Page MF



On Sale Page MF



Sales

back

-X%

-X%

-X%

-X%

-X%

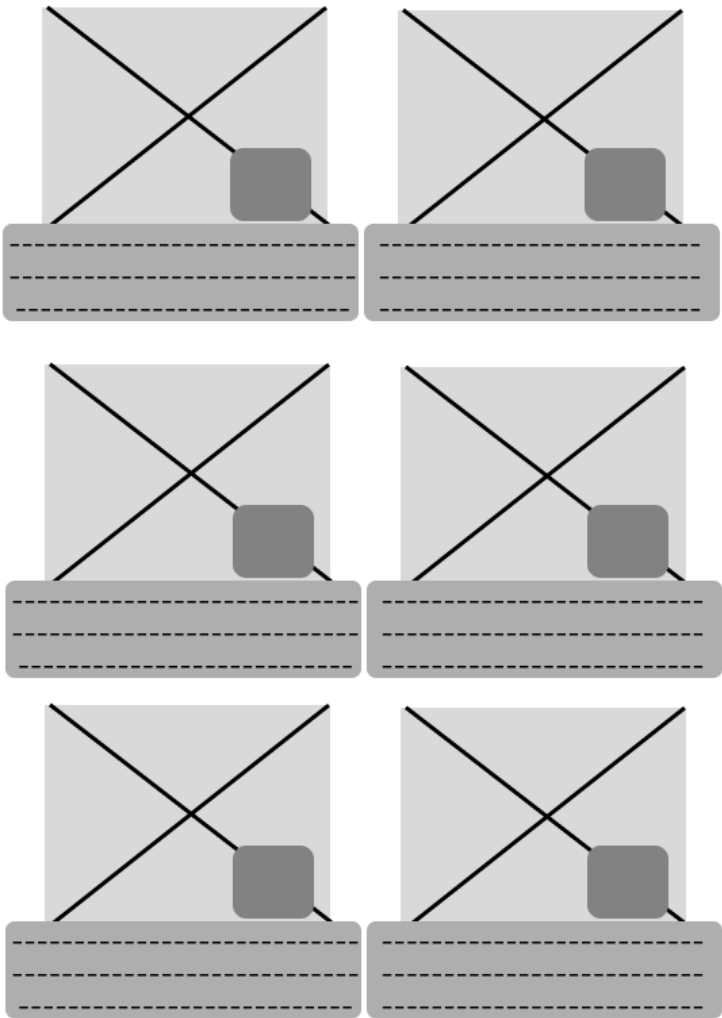
-X%

New Arrivals Page MF



back

New Arrivals!

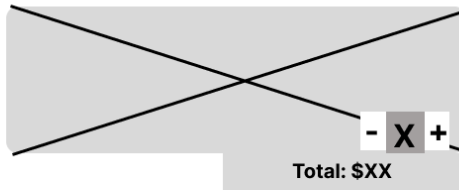
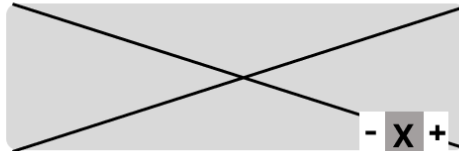


View Cart Page MF



Your Cart

[back](#)



[Proceed to Checkout](#)

Checkout Page MF



Back

Card Number

Exp Date

Sec Num

Address

Proceed to Checkout

User Personas



Name: Maria Zammit

Gender: Female

Age: 38

Mother of 2

“It was always frustrating for me to find the latest gadget my children wanted.”

Motivations:

Maria is a mother of two tech-savvy young children but unfortunately is a bit out of touch with the latest technological trends that her young children are interested in. She often can't distinguish the latest tablet from an old one and has trouble navigating other websites for the latest models.

Goals:

- Easily find the latest tech products for her children.
- Would like a detailed description of the product so that her children confirm that they like it.

Frustrations:

- Other websites not sorting new products from older ones.
- Very vague descriptions of products in other websites.



Name: Francesca Micallef

Gender: Female

Age: 26

Bolt Delivery Manager

“I want a quick, easy and efficient way to provide my ever increasing employees with their necessary tech for their deliveries”

Motivations:

Francesca is a manager of the famous Bolt Food delivery service in Malta. She wants a reliable, quick and efficient way to provide her ever increasing delivery couriers with the tech they need to facilitate their delivery services. Including cheap smartphones

Goals:

- Easily find the latest deals on good quality smartphones for her employees.
- An efficient and easy to use the delivery service, as she is very busy.

Frustrations:

- Having to scroll down a long shopping page to find deals.
- Hard to navigate delivery pages, thus wasting her precious time as a manager



Name: Abdul Mohammed

Gender: Male

Age: 27

Construction Engineer

“I want a quick and efficient way to order vast quantities of ACs for my soon to be completed office building”

Motivations:

Abdul is a construction engineer whose overseeing the final stages of construction for his large office complex project and wants to execute the final stages of installing HVAC systems.

Goals:

- Order large amounts of AC units
- Read detailed technical information about AC units

Frustrations:

- Having to add each and every number of the same product to cart.
- Not enough detailed technical information about said Product, only vague description on shopping pages.

Input, Process, Output Charts (IPO)

Table 1:Home Page IPO Chart

Input	Process	Output
Hover over page button	Turn red button yellow	Yellow page button
Move cursor away from page button	Yellow button turns red again	Red page button
Click on product section button	Re-direct to product section page	Product section page
Click on shop page button	Re-direct to shop page	Shop page
Click on contact page button	Re-direct to contact page	Contact page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page

Table 2:Product Section Page IPO Chart

Input	Process	Output
Click on back button	Return to Home Page	Home Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page
Press and hold down price range slide	<ol style="list-style-type: none"> 1.) Move slider horizontally according to cursor's horizontal position. 2.) Display range's numerical value 3.) Calculate which products fall under price range 	Update view product page's displayed products according to calculations in 3.)
Click on Product	Redirect to Product Page	Product Page

Table 3: Product Page IPO Chart

Input	Process	Output
Click on back button	Return to Product Section Page	Product Section Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page
Click "more" under product description	Load full description	Display updated page with full description but keep Checkout Button stationary in its own layer.
Click on Add to Cart	<ol style="list-style-type: none"> 1.) Adds item to cart list 2.) Updates cart list page accordingly 3.) Updates cart menu accordingly 4.) If the button is pressed again for the same product, only increase the value of the registered variable and update it in the menu and view cart page 5.) Cart Icon displays small red dot (notification) for 10 seconds 	<p>Pages and Menus displays updated with item(or simply increase the quantity), one can still use the Add to Cart button again as it does not change.</p> <p>Cart button is seen with a small red dot for 10 seconds</p>

Table 4: Contact Page IPO Chart

Input	Process	Output
Click on back button	Return to Home Page	Home Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page
Written e-mail inside designated e-mail box	Display	
Click on “send” button	<p>1.)Open up currently logged in email website</p> <p>2.)Display previously inputted text from website.</p> <p>3.)Automatically fill in tablets and more e-mail address</p> <p>(Note the actual “sending” to the client will be done in the email website and is not part of this website algorithm)</p>	A new email tab with the previously written text from the website with the receiver address being the tablets and more e-mail address.
Click on e-mail address hypertext link	Open an email address tab with the email address automatically filled in	A newly opened e-mail tab with the e-mail address automatically filled in
Click on Messenger icon	Open the company’s official messenger chat window	A newly opened messenger window at the bottom with the company’s official chat.

Table 5: Shop Page IPO Chart

Input	Process	Output
Click on back button	Return to Home Page	Home Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page
Click on Product	Re-direct to Product Page	Product Page
Click on Sales Page button	Re-direct to Sales Page	Sales Page
Click on New Arrivals button	Re-direct to New Arrivals Page	New Arrivals Page

Table 6: On Sale Page IPO Chart

Input	Process	Output
Click on back button	Return to Shop Page	Shop Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page
Click on Product	Re-direct to Product Page	Product Page

Table 7: New Arrivals Page IPO Chart

Input	Process	Output
Click on back button	Return to Shop Page	Shop Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Cart Button	Cart menu slides left	Cart menu seen in home page
Click on view cart button in cart menu	Re-direct to View Cart Page	View Cart Page
Click on Product	Re-direct to Product Page	Product Page

Table 8: View Cart Page IPO Chart

Input	Process	Output
Click on back button	Return to Home Page	Home Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Product	Re-direct to Product Page	Product Page
Click on Remove button	Removes item from cart Updates display accordingly	Updated Page with product removed
Click on +	1.)Increases quantity of product by 1 and calculates new total price accordingly. 2.) Updates number displayed between buttons	Displayed product quantity increases by 1.
Click on -	1.)Decreases quantity of product by 1 and calculates new total price accordingly. 2.) Updates number displayed between buttons	Displayed product quantity decreases by 1.
Click on Checkout Button	Redirects to Checkout Page	Checkout Page

Table 9: Checkout Page IPO Chart

Input	Process	Output
Click on back button	Return to View Cart Page	View Cart Page
Click on Tablets and More Logo	Return to Home Page	Home Page
Click on Product	Re-direct to Product Page	Product Page
Input purchase credentials (including location for shipping)	Display text in appropriate boxes	Text displayed in boxes accordingly
Click "Proceed to Checkout"	<ol style="list-style-type: none"> 1.) Back-end system reads whether credit card details are valid and have required balance 2.) Money is deducted from credit card 3.) Money is added to shop's account 4.) Location for delivery is sent to store system 5.) A pop-up displaying "Purchase Successful" is displayed 6.) Re-direct to Home Page 	<p>Pop-up window displaying "Purchase Successful" is displayed</p> <p>Home Page</p>