**COMSATS University Islamabad, Wah Campus**

**Terminal- Lab Examination Spring2025**

Department of Computer Science

**Program(s)/Classes:** BSE-5B **Date:** 30th May 2025

**Subject:** CSC356 – Human-Computer Interaction **Due Time :** 1:15:00 PM

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**Recommendations to Improve Our App/Website – F&M Radiance**

Although our skincare app **F&M Radiance** already includes core functionalities like skin quiz, product recommendations, community forums, and skincare tips, there is always room for improvement. Based on self-evaluation, user feedback, expert evaluation, and HCI principles, the following recommendations are made to further enhance the usability, accessibility, and overall experience of the website/app:

### 1. Improve Product Descriptions

Many product pages currently list ingredients and usage in simple sentences. To improve clarity and make your site look more professional:

* Use bullet points for **Benefits**, **Key Ingredients**, **How to Use**, and **Suitable for Skin Type**
* Bold important headings like **What it Does** or **Usage**
* This makes it easier for visitors to quickly understand the product, especially on mobile

**2. Use Uniform Product Images**

Some product images are different in background, size, or quality. This creates a messy look.

* Use the same background (preferably white or light)
* Make sure all images are the same size and resolution
* This helps build trust and gives a premium feel to the website

**3. Highlight Featured Products Visually**

If some products are already marked as “featured” or are your bestsellers:

* Add a small tag on the corner of the product photo that says **Bestseller**, **Top Pick**, or **New**
* These tags draw attention and help guide the customer toward popular items

**4. Fix Font and Spacing Inconsistencies**

Some text sizes and styles look slightly different across the website.

* Use the same font style and size for all headings and descriptions
* Keep equal spacing between sections, images, and buttons
* This gives a clean and professional appearance

**5. Organize Products into Clear Categories**

You already have different types of products like Nail Kits, Skincare, etc.

* Create categories such as **Nail Paints**, **Skin Kits**, **Essential Sets**
* Show these categories in the top menu and on the homepage
* This makes it easier for visitors to find what they’re looking for

**6. Ensure Prices Are Clear and Consistent**

Some products show just numbers (e.g., 1500) without a currency.

* Always write prices like **PKR 1,500**
* Clearly mention if prices include tax or delivery
* This avoids confusion and looks more professional

**7. Prominently Display Contact Options**

If WhatsApp, Instagram, or a contact form is already added:

* Make it clearly visible on each product page with a line like: “Need help? Chat with us on WhatsApp”
* Use a fixed contact icon (floating button) on the side of the screen
* This builds trust and makes it easy for users to reach out

**8. Emphasize Call-to-Action (CTA) Buttons**

Buttons like **Add to Cart** and **Buy Now** are very important.

* Make them a bright color (like green or red) so they stand out
* Keep the buttons big enough and visible without scrolling
* Helps increase sales, especially on mobile

**9. Show Testimonials or Customer Quotes**

If any customer has given you feedback on Instagram or WhatsApp:

* Add a small section on the homepage like “What Our Customers Say”
* You can show even 1–2 real quotes, with names or initials (e.g., Ayesha K., Lahore)
* This increases trust for new customers

**10. Use Consistent Product Naming Format**

Some product names are in small letters or mixed styles.

* Use **Title Case** like: “Gentle Pink Nail Collection” instead of “gentle pink nail collection”
* Keep the naming format same for all products
* Makes the site look neat and improves branding

**11. Add an Interactive Quiz for Product Suggestions**

To help confused buyers, add a small quiz (if possible using Odoo tools):

* “Not sure what’s best for your skin? Take our 30-second Skin Quiz!”
* Ask 2–3 questions like skin type, concerns, and budget
* Show recommended products (that are already in your store) based on their answers
* This keeps customers engaged and helps them find what suits them

**Final Thoughts:**

These recommendations aim to improve **user experience, trust, and long-term engagement**. Our website already has a strong foundation with great products and essential features. By improving clarity, consistency, and customer interaction using what’s already there, we can make the shopping experience more professional, trustworthy, and engaging.