



IT3060 Human Computer Interaction

Assignment 3

High Fidelity Prototyping

Group 2024-WD-S1-16

UI Masterminds

Student ID	Name	Workload Distribution
IT22083128	Liyanage S.D	<ul style="list-style-type: none">• Login Page• Register Page• Account Page
IT22118622	Dasanayake N.G.H.B	<ul style="list-style-type: none">• Add to cart Page• View Cart Page• Wishlist Page• Delivery Page
IT22113054	Kahingala D.L	<ul style="list-style-type: none">• Home Page• About Us Page• Checkout Page
IT22245724	Jayasundara H.M.H.D	<ul style="list-style-type: none">• Contact Us Page• Men's Page• Order status Page
IT22253408	Sandaruwan K.A.D.C	<ul style="list-style-type: none">• Review Page• View Review Page• Sports Page

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Introduction

The Osaka World website is a premier online destination tailored specifically for athletes in Belgium, with a special focus on hockey players. As a top online platform, Osaka World provides a wide range of essential gear, including high-performance hockey sticks, athletic apparel, and footwear, ensuring athletes have everything they need for peak performance. The site has garnered considerable popularity among the hockey community for its comprehensive product offerings.

We chose the Osaka World website for our project because, despite its strong focus on serving athletes, particularly hockey players, it currently faces usability challenges that hinder the overall user experience. We identified several key usability issues with the website, including poor-quality visual representation, complex navigation, and a lack of effective color control. The layout is cluttered, making it difficult for users to find what they need quickly, and the search algorithm does not function optimally, often delivering unsatisfactory results. Additionally, the footer is poorly structured, which further reduces from overall usability and user experience.

Our goal is to address these issues by redesigning key elements to improve navigation, accessibility, and functionality. To start, we conducted interviews with three users of the website to understand their needs and pain points. Based on their feedback, we identified specific areas for improvement, which guided our redesign process to create a more user-friendly experience.

Methodology

We chose [Osaka World](#), a Hockey – related e-commerce website with several usability issues, to redesign and improve user experience and convenience. After conducting an initial analysis, we selected three users from different categories. Hockey player, Coach & Customer, were interviewed to gather their insights on usability problems on this website & suggestions for improvements. Based on these interviews we created three user personas and video transcripts. Each team member then selected three website interfaces including a CRUD interface and created two alternative sketches for each. We used 'Draw.io' to produce low-fidelity prototypes. These sketches were evaluated using ideation techniques and the best designs were selected. We then finalized the redesign by creating high-fidelity prototypes using 'Figma' ensuring the new interfaces addressed usability concerns and provided an improved user experience.

Figma High-Fidelity Prototype Link

<https://www.figma.com/design/opolrd0OEL2PF5TI8GekXo/UI-Masterminds?node-id=0-1&t=xnpRZVlBmXbW8VxM-1>

Record Video Link

https://www.canva.com/design/DAGTg1pvXuA/STm1DicfixYVsoHXOCHNUA/watch?utm_content=DAGTg1pvXuA&utm_campaign=designshare&utm_medium=link&utm_source=editor

Variant of Interfaces

IT Number	Name	Interface
IT22083128	Liyanage S.D	Login Page
		Register Page
		Account Page
IT22118622	Dasanayake N.G.H.B	Add to cart Page
		Delivery Page
		Wishlist Page
		View Cart Page
IT22113054	Kahingala D.L	Home Page
		About Page
		Checkout page
IT22245724	Jayasundara H.M.H.D	Contact Us Page
		Mens' Page
		Order Status Page
IT22253408	Sandaruwan K.A.D.C	Review Page
		Sports Page
		View Review Page

Task Description

IT22083128 – Liyanage S.D

- Generate Dummy Data

Name of the participants	Feature/Task1	Feature/Task2	Feature/Task3	Note
Registered User	Navigate to the 'login page'.	Enter the valid credentials, click the 'Sign in' button, and redirect to the 'Home page'.	What do you think about the layout of the page?	The email was very lengthy, input field was unable to display the whole email.
Unregistered User	Click the 'Register' button in the 'Login Page'.	Register to the website.	Login to the website by giving your registered details.	-
Customer	Navigate to the 'Home Page'.	Click on 'User profile' to redirect to the 'Account Page'.	View order history and account details.	-

- Sample Analysis of Data

Prototype screen / UI	User's feedback / Problems	Reason for negative feedback	Severity (high/medium/low) and justification	Way(s) to rectify and any tradeoffs
Login Page	Input fields are unable to display the whole email.	Input fields are not enough.	Medium	Increase the input field's length.
Register Page	User satisfied, content is well arranged and user friendly.	-	-	-

Account Page	User satisfied, a clean layout and all the required information are provided nicely.	-	-	-
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- Test Case

Test ID	Test Input	Expected Output	Actual Output	Result (Pass / Fail)
1	Sign In button in Login Page.	Redirect to the Home Page.	Redirect to the Home Page.	Pass
2	Create button in Register Page.	Redirect to the Login Page.	Redirect to the Login Page.	Pass
3	Logout button in Account Page.	Redirect to the Login Page.	Redirect to the Login Page.	Pass

IT22118622 - Dasanayake N.G.H.B

- Generate Dummy Data

Name of the Participants	Feature/Task1	Feature/Task2	Feature /Task3	Note
Customer	Click the required product on the home page.	Navigate to the add to cart page.	Can see product details and can select the desired color and size and can add to the cart.	The pictures of different versions of the product are not clear enough.
Registered User	Click the cart button on the navigation bar.	Navigate to the cart page.	Cart item information can be seen and product quantities can be changed.	-

Registered User	Click the Wishlist button on the navigation bar.	Navigate to the Wishlist page.	Can see the items you want to buy and add them to the cart if necessary.	-
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- Sample Analysis of Data

Prototype screen/UI	User's feedback/problem	Reason for negative feedback	Severity (high/medium/low) And justification	Way(s) to rectify and any tradeoffs
Add to cart	It was not possible to get a good understanding of the product due to the lack of clarity in the product images.	Product images are not clear enough.	Medium	Using clear images and otherwise inserting images.
Cart	Clear layout content is nicely arranged and required information is clearly mentioned.	-	-	-
Wishlist	Only necessary information has been mentioned and prepared clearly.	-	-	-

- Test Case

Test ID	Test Input	Expected Output	Actual Output	Result (Pass/Fail)
1	Add to cart button	The product appears in the cart.	The product appears in the cart.	Pass
2	Cart button on the navigation bar	Redirect to the cart page.	Redirect to the cart page.	Pass
3	Wishlist button on the navigation bar	Redirect to the Wishlist page.	Redirect to the Wishlist page.	Pass

IT22113054 - Kahingala D.L

- Generate Dummy Data

Name of Participant	Feature/ Task1	Feature/ Task2	Feature/ Task3	Note
Customer	Click the Featured Item banner.	Click the About Us button on footer.	Confused about finding Submit button.	The Submit button and Add Review button is similar.
Reseller	Click the Featured Item banner.	Click the About Us button on footer.	Completed checkout page smoothly.	-
Registered User	Click the Featured Item button.	Click the About Us button on footer.	Finished the checkout process.	-

- Sample Analysis of Data

Prototype Screen/ UI	User's feedback /Problem	Reason for negative feedback	Severity (high/ Low/ Medium)	Way(s) to rectify and any tradeoffs
Home Page	Clear layout and User friendly.	-	-	-
Checkout Page	Well organized, layout and all the required information are provided.	-	-	-
About page	Clear layout and easy to get an idea.	-	-	-

- Test Case

Test ID	Test Input	Expected Output	Actual Output	Result (Pass/ Fail)
1.	Click Featured Item banner on Home Page.	Redirected to Add to Cart Page.	Redirected to Add to Cart Page.	Pass
2.	Click Add Review Button on the checkout page.	Redirected to Review Page.	Redirected to Review Page.	Pass
3.	Click the About Us button.	Redirected to About Us Page.	Redirected to About Us Page.	Pass

IT22245724 - Jayasundara H.M.H.D

- Generate Dummy Data

Name of the Participants	Feature/Task1	Feature/Task2	Feature/Task3	Note
Customer	Click the Contact Us button on the footer.	Navigate to the Contact Us page.	Try to send a message asking for more details.	-
Registered User	Click the order status button on the footer.	Navigate to the order status page.	See the present and past order details.	-
Customer	Click the 'Mens' button on the navigation bar.	Navigate to the mens page.	Select the product type and see the products and choose the required products.	There is less clarity in the selection of required products and less product details.

- Sample Analysis of Data

Prototype screen/UI	User's feedback/problem	Reason for negative feedback	Severity (high/medium/low) And justification	Way(s) to rectify and any tradeoffs
Contact Us	Clear layout content is nicely arranged and required information is clearly mentioned.	-	-	-
Order Status	Order details have been clearly stated and a clear note has been kept about current as well as past.	-	-	-
Mens	It is difficult to find the relevant product easily.	Increasing the number of pictures on one page and decreasing the space between them.	Low	Reducing the number of pictures on a page.

- Test Case

Test ID	Test Input	Expected Output	Actual Output	Result (Pass/Fail)
1	Contact Us button in the footer	Redirect to the Contact Us page	Redirect to the Contact Us page	Pass
2	Order Status button in the footer	Redirect to the order status page	Redirect to the order status page	Pass
3	Product type button	Redirect to the page of the relevant product type	Redirect to the page of the relevant product type	Pass

IT22253408 - Sandaruwan K.A.D.C

- Generate Dummy Data

Name of the Participants	Feature/Task1	Feature/Task2	Feature/Task3	Note
Customer	Click the 'Add a new review' button on the page	Navigate to the Review page.	Add some reviews about the products.	-
Registered User	Click the review button on the page	Navigate to the review section	Read the reviews for the selected item.	-
Customer	Click the sport button on the navigation bar.	Navigate to the sport page.	Select the item and see the products and choose the required items.	Product selection is not clear, and product details are inadequate

- Sample Analysis of Data

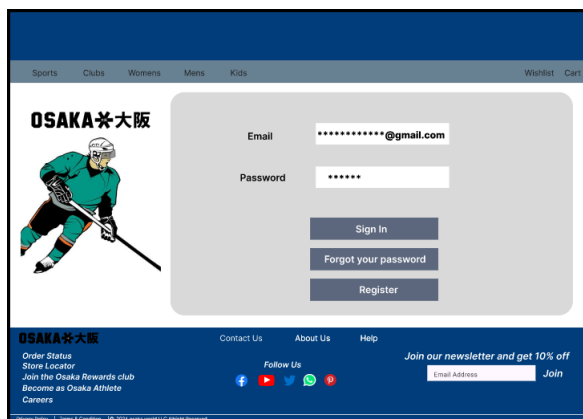
Prototype screen/UI	User's feedback/problem	Reason for negative feedback	Severity (high/medium/low) And justification	Way(s) to rectify and any tradeoffs
Review Page	There are only a few steps to add a review.	-	-	-
View Review Page	Relevant reviews are easy to find and access quickly	-	-	-
Sport	Filtering options are limited	Few options are there that can narrow down or refine the search	High	Add more filter options to make searching easier for users

- Test Case

Test ID	Test Input	Expected Output	Actual Output	Result (Pass/Fail)
1	Click to add a new review	Open new review submission form	Open new review submission form	Pass
2	Click on the review button	Redirect to the review section	Redirect to the review section	Pass
3	Apply a filter for sport item categories	Display only selected category of sports item	Display only selected category of sports item	Pass

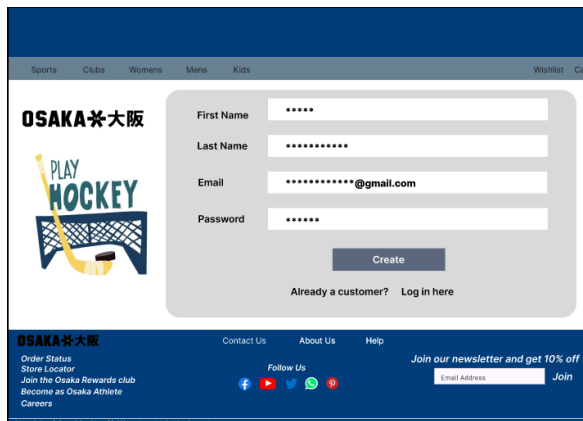
Main UI

1. Login Page



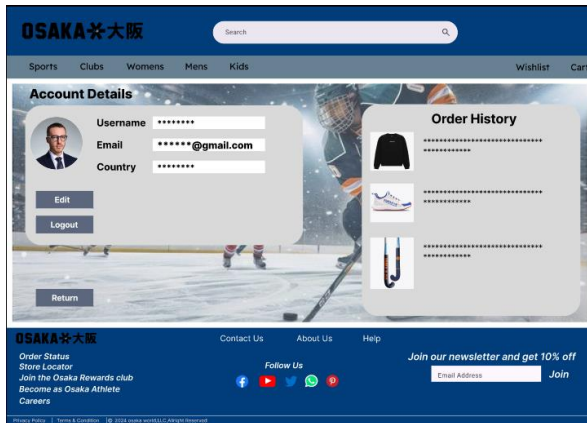
The screenshot shows the login page for the Osaka Athlete website. The header includes navigation links for Sports, Clubs, Womens, Mens, Kids, and a Wishlist/Cart icon. The main content area features the Osaka Athlete logo (OSAKA 大阪) and a hockey player image. The login form includes fields for Email (pre-filled with *****@gmail.com) and Password (pre-filled with *****). Below the fields are buttons for Sign In, Forgot your password, and Register. The footer contains links for Contact Us, About Us, and Help, along with a newsletter sign-up section offering a 10% discount.

2. Register Page

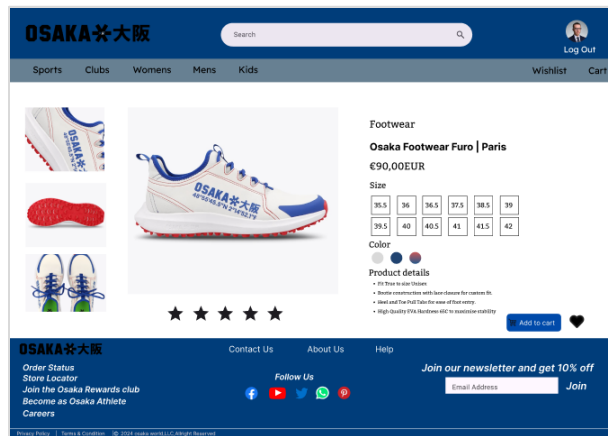


The screenshot shows the register page for the Osaka Athlete website. The header is identical to the login page. The main content area features the Osaka Athlete logo (OSAKA 大阪) and a hockey player image. The registration form includes fields for First Name (pre-filled with *****), Last Name (pre-filled with *****), Email (pre-filled with *****@gmail.com), and Password (pre-filled with *****). Below the fields is a Create button. A link for 'Already a customer? Log in here' is provided. The footer is identical to the login page.

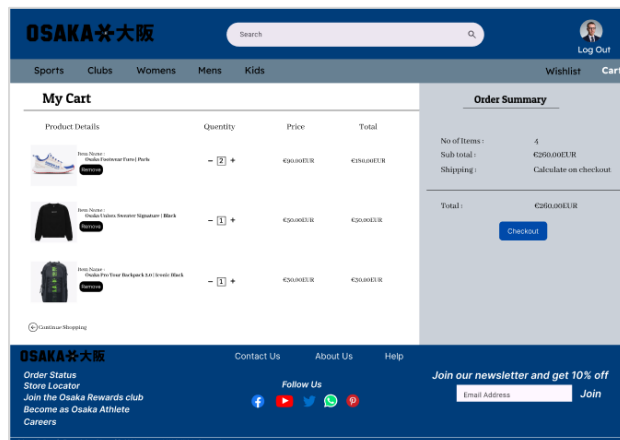
3. Account Page



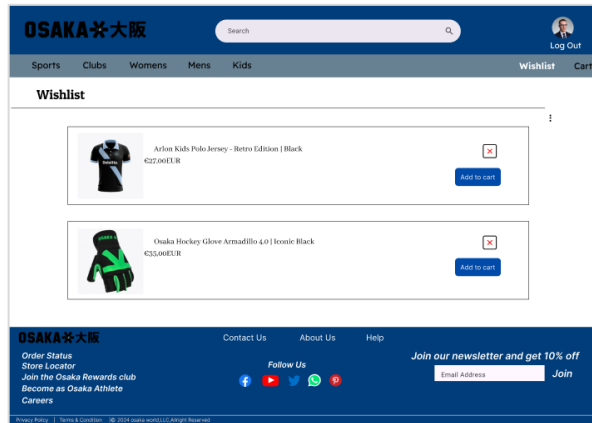
4. Add to Cart Page



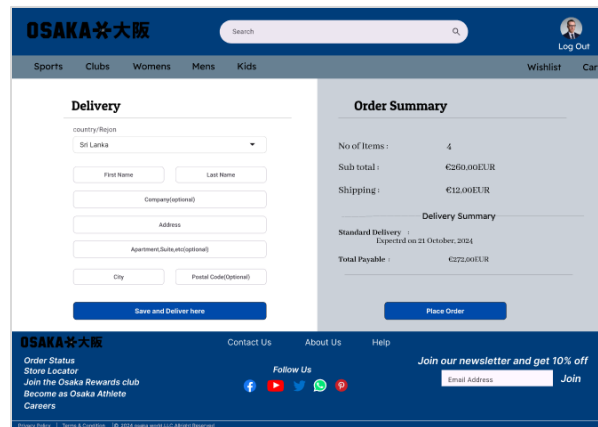
5. View Cart Page



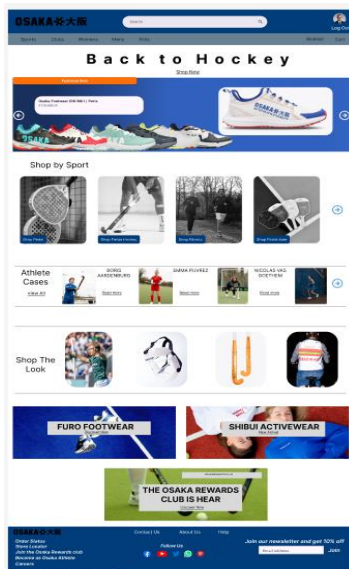
6. Wishlist Page



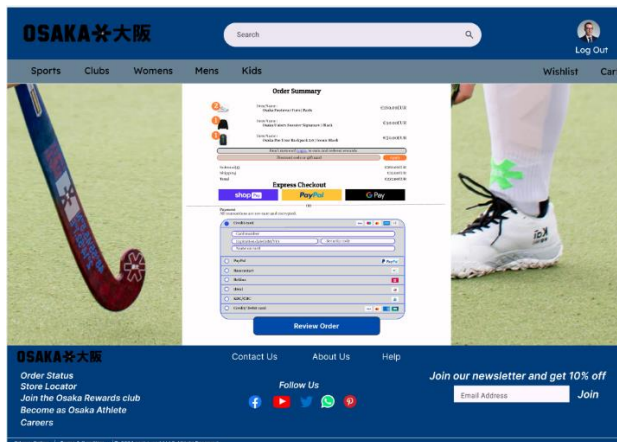
7. Delivery Page



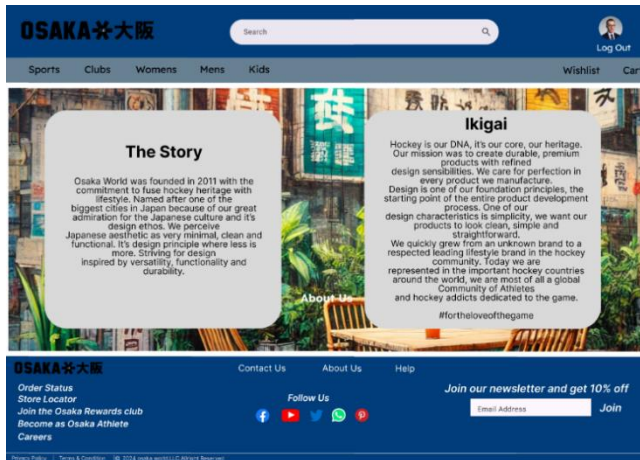
8. Home Page



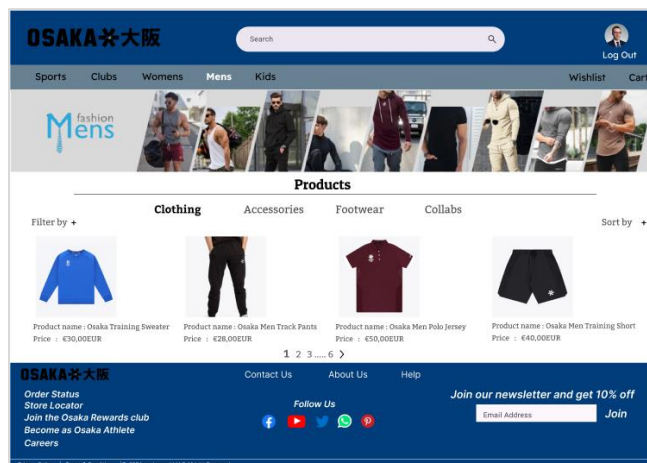
9. Checkout Page



10. About Us Page



11. Mens Page



12. Order Status Page

OSAKA大阪

Search

Log Out

SportsClubsWomensMensKidsWishlistCart

Orders

Search

Present Orders

Product name:Osaka Footwear IDO M&1 | Paris
Ordered date:3th of September 2024

In progress



Order number : 7851AB45
Arriving date : 5th of October 2024
Total price : €170,00EUR

Completed Orders



Product name : Avlon Kids Polo Jersey - Retro Edition | Black
Product price : €50,00EUR
Delivered date : 30 th of August 2024



OSAKA大阪

Contact UsAbout UsHelp

Order Status
Store Locator
Join the Osaka Rewards club
Become as Osaka Athlete
Careers

Follow Us

Join our newsletter and get 10% off

Email Address

Join

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13. Contact Us Page

OSAKA大阪

Search

Log Out

SportsClubsWomensMensKidsWishlistCart

Contact Us

"Have a questions or need assistance?
We're here to help - reach out to us today!"

Full Name

Email Address


Subject

☐ I'm not a robot

Submit

Support hours

Mon-Thurs 9:30 to 12:30 - 13:30 to 17:30
Fri 9:30 to 12:30 - 13:30 to 16:30



Get in Touch

Have question about your order or a general inquiry?

Email Us

OSAKA大阪

Contact UsAbout UsHelp

Order Status
Store Locator
Join the Osaka Rewards club
Become as Osaka Athlete
Careers

Follow Us

Join our newsletter and get 10% off

Email Address

Join

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14. Review Page


OSAKA大阪

Search

Log Out

SportsClubsWomensMensKidsWishlistCart

Write Review




Osaka Sports Backpack 2.0 | Pink
The Sports Backpack in Pink is perfect for any field hockey enthusiast.The multiple compartments provide easy organization for all your field hockey gear.

★★★★☆


Review details

What do you think of this product



Important:
-Maximum 6 images can be uploaded
-Image size can be maximum 5 mb
-It takes upto 24 hours for the image to be reviewed
-please ensure you meet these [Community Guidelines](#) before uploading images

Upload photo

Review 88**588  Anonymous

Submit

OSAKA大阪

Contact UsAbout UsHelp

Order Status
Store Locator
Join the Osaka Rewards club
Become as Osaka Athlete
Careers

Follow Us

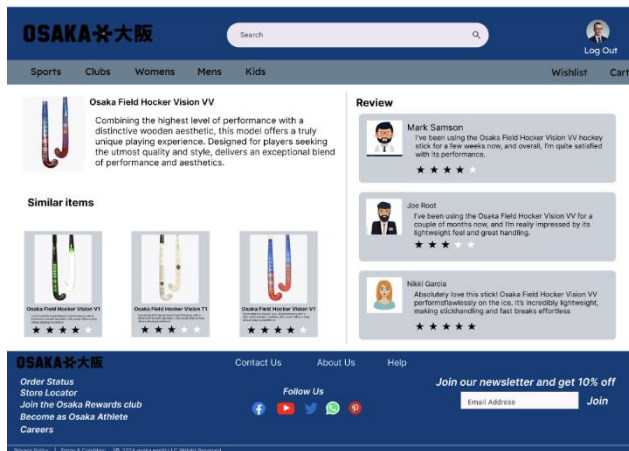
Join our newsletter and get 10% off

Email Address

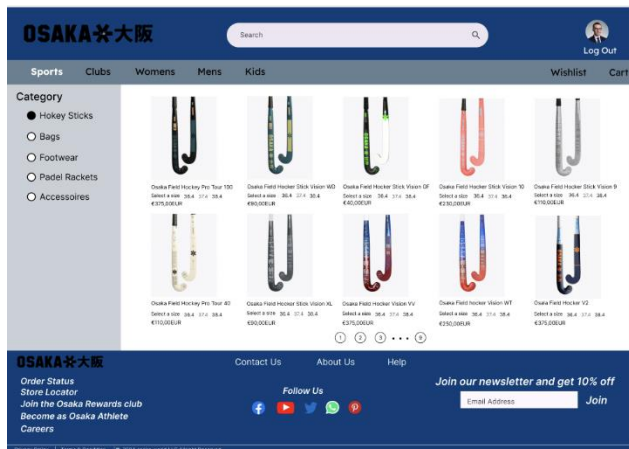
Join

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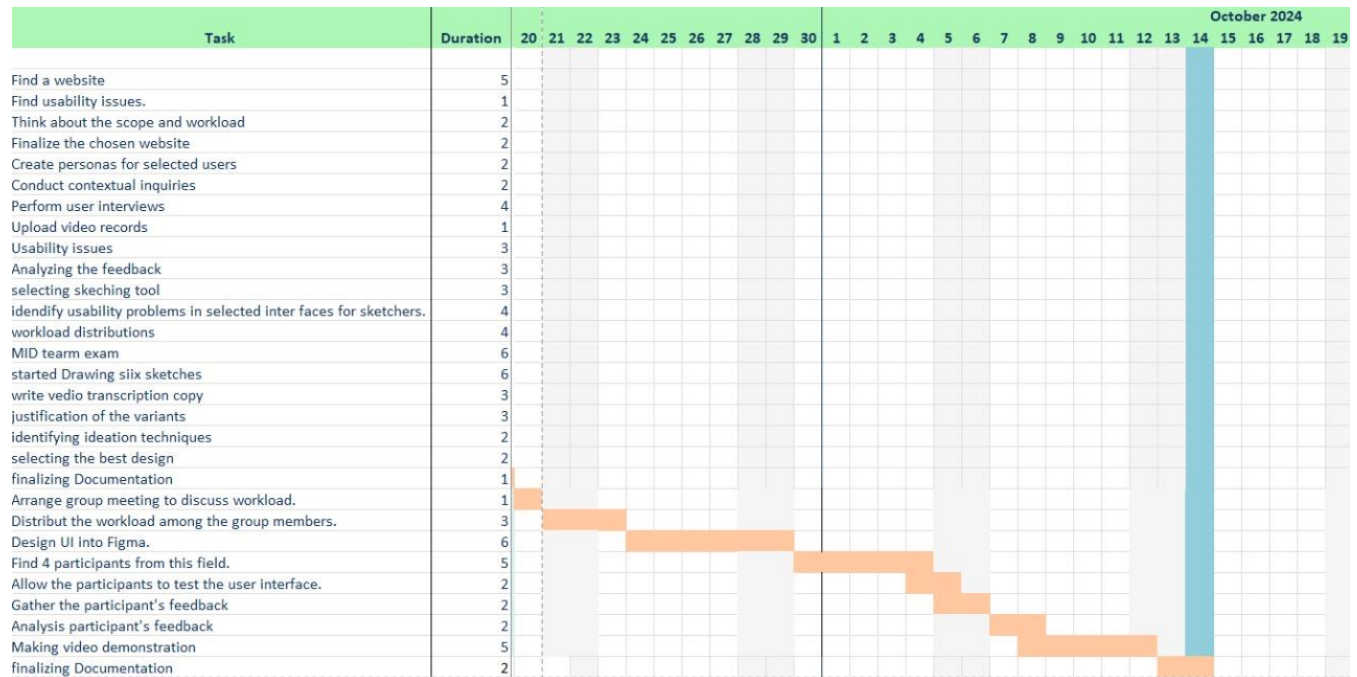
15. View Review Page



16. Sport Page



Gantt chart



References

<https://www.youtube.com/watch?v=jk1T0CdLxwU>

<https://www.youtube.com/watch?v=3q3FV65ZrUs>

<https://www.youtube.com/watch?v=bUlgkmo0LJ0&t=568s>