# **High Fidelity Prototyping**

# Assignment 03



# Sri Lanka Institute of Information Technology

# **IT3060 - Human Computer Interaction**

 $3^{rd}$  Year  $-1^{st}$  Semester

2023 – WE – S1 – 95 Team Brain Busters

# **Group Member Details**

	Name with Initials	Registration Number	Contact Phone Number	Email
1.	Rashmitha K.M.	IT21284120	0706959277	it21284120@my.sliit.lk
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3.	Theekshana K.T.	IT21280160	0775808653	it21280160@my.sliit.lk
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5.	Dangalla D.A.S.I.	IT21339592	0761779514	it21339592@my.sliit.lk

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#### Introduction

Our team has chosen to redesign the FlowerBangkok.com e-commerce website, aiming to enhance the user experience. We've identified various usability problems, including an unattractive and cluttered homepage, buttons on product cards that are hard to notice, disorganized information on some pages, missing fields in forms, and excessive white space. Our objective is to revamp the website to address these issues and create a more user-friendly and visually appealing platform for online product selection, ordering, and payment.

First, we interviewed users to gather feedback about the website's usability problems. This helped us pinpoint the issues and understand how severe they were. After the interviews, we created basic prototypes to address these problems. Ultimately, we successfully redesigned the website using more detailed prototypes.

### Methodology

We chose flowerbangkok.com for our usability analysis. We began by interviewing our group members to identify usability issues and gather feedback. These interviews were conducted via MS Teams for convenience, involving three undergraduate students. We used a structured interview approach with a predefined questionnaire. Unfortunately, the feedback from the students wasn't positive. They encountered problems while performing tasks like selecting gifts, navigating the website, adding items to the cart, and completing orders.

Based on their feedback and identified usability issues, we decided to improve the website's user-friendliness by adding new features and functions. This summarizes our successful user research process for flowerbangkok.com.

### **Overall Project Link**

Sharable link: Flower Bangkok – High Fidelity Prototypes (Figma)

#### Video Link

Sharable link: Google Drive

# **Task Description**

#### IT21284120 - Rashmitha K.M.

## **Test Case**

Test ID	<b>Test Input</b>	Expected	<b>Actual Output</b>	Result
		Output		(Pass/Fail)
1	Click "Home	Redirect to the	Redirect to the	Pass
	page" in	home page	home page	
	navigation bar			
2	Click "Register	Redirect to the	Redirect to the	Pass
	Button"	create new	create new	
		account page	account page	
3	Click "Place My	Redirect to the	Redirect to the	Pass
	Order" Button	Sender/Receiver	Sender/Receiver	
		Details page.	Details page.	

# **Generate Dummy Data**

Name of the Participants	Feature/Task 1	Feature/Task 2	Feature/Task 3	Note
Owner	Navigate to the Home page	Ask, the owner to explore the home page	What do you think about the overall design/layout of the page	-
Registered User	Navigate to the Home Page	Add items to the cart and fill the recipient and sender's details.	Navigate to the -Delivery Information & Payment Option page and if there are any changes to make, then do it.	To checkout order details, there are too many steps to follow.
Unregistered User	Navigate to the Create new Account Page	Ask the user to fill the create new account form and register to the website.	Ask, what do you think about the create new account page?	-

Total Number of Tasks = 9

Total Number of Successful Tasks = 8

Success Rate = 88.88%

# 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
Home Page	No negative feedback	None	None	None
Create New Account	No negative feedback	None	None	None
Order Checkout	There are too many steps to complete during order checkout.	There are too many steps to take.	Medium	Reduce the number of checkout order steps.

## IT2190060 – Hemashi T.G.B.

## **Test Case**

Test ID	Test Input	Expected	<b>Actual Output</b>	Result
		Output		(Pass/Fail)
4	Click "Sign In"	User should be	successfully	Pass
	button	successfully	logged in and	
		logged in and	redirected to the	
		redirected to the	Home Page	
		Home Page		
5	Click "Back to	Redirect to the	Redirect to the	Pass
	Homepage"	home page	home page	
6	Click "Clear	Clear all recently	Clear all	Pass
	All"	viewed items	recently viewed	
			items	

# **Generate Dummy Data**

Name of the	Feature/Task 1	Feature/Task 1	Feature/Task 1	Note
<b>Participants</b>				
Registered User	Navigate to Sign	Fill all the fields	click Sign In	-
	In page		button	
Registered User	Click Reset	Fill email field	click Reset	-
			Password button	
Registered User /	Navigate to home	View recently	Click "Clear All"	-
Unregistered	page	searched items		
User				

Total Number of Tasks = 9

Total Number of Successful Tasks = 9

Success Rate = 100%

## **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
Sign In	No negative feedback	None	None	None
Forgot Password	No negative feedback	None	None	None
Recent Items	There are only the last four viewed items.	Users want to view more items	Low	-

### IT21280160 - Theekshana K.T.

# **Test Case**

Test ID	Test Input	Expected	<b>Actual Output</b>	Result
		Output		(Pass/Fail)
7	Click "How to	The user should	successfully user	Pass
	Pay" in	be directed to the	directed into the	
	navigation bar.	page which	page which	
		includes the	includes the	
		payment details.	payment details.	
8	Click "Your	Direct to your	Direct to the	Pass
	Account	account details	successfully	
	Details".	page and display	your account	
		form.	details page and	
			display form.	
9	Click "Contact	Display the	Successfully	Pass
	Us".	contact us details	display the	
		and contact	contact us	
		form.	details and	
			contact form.	
10	Click "Back to	User redirected	User redirected	Pass
	Home" button.	to the home	to the home	
		page.	page	
			successfully.	

### **Generate Dummy Data**

Name of the	Feature/Task 1	Feature/Task 1	Feature/Task 1	Note
<b>Participants</b>				
Registered User	Navigate to the	Fill all the fields	click "Update	-
	"Your Account		Details" button	
	Details" page			
Registered User /	Click "How to	Navigate to the	Display page	-
Unregister User	Pay"	"How to pay"	with payment	
		page	details.	
Registered User /	Click the	Fill the contact	Click the "Send	-
Unregistered	"Contact Us"	form	Form"	
User	page		button	

Total Number of Tasks = 9

Total Number of Successful Tasks = 9

Success Rate = 100%

### **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
Your Account Details	No negative feedback	None	None	None
How To Pay	No negative feedback	None	None	None
Contact Us	No negative feedback	None	None	None
My Account	No negative feedback	None	None	None

# IT 21285042-Ranasinghe~R.C.C.

### **Test Case**

Test ID	Test Input	Expected	<b>Actual Output</b>	Result
		Output		(Pass/Fail)
11	Click "Edit	Should navigate	Successfully	Pass
	Address" button	to Your Address	navigates to the	
		Edit Page	Your Address	
			Edit page	
12	Click "Save	Should navigate	Successfully	Pass
	Changes"	to Order	navigate to	
	Button	checkout -	Order checkout	

		Sender/Receiver	_	
		Details Page	Sender/Receiver	
		-	Details Page	
13	Click "Delete	Should redirect	Successfully	Pass
	Address" Button	to Delete address	Delete the	
		Page	Address	

# **Generate Dummy Data**

Name of the Participants	Feature/Task 1	Feature/Task 1	Feature/Task 1	Note
Registered User	Press the "Address Book" icon and view the Shipping Address as correct.	Ask, the user to explore the Address Book page.	Ask, what do you think about the Address Book page?	-
Registered User	Press the "Edit Address" button and view it has previous shipping address details	Edit the Shipping Address details and submit the Edit Address page.	What do you think about the layout of this page?	-
Registered User	Ask, the user to explore the Customized Order page.	Add Order details to the Customize Order Form.	What do you think about the design and input fields of this page?	To fill in order details, there are too many fields to complete
Registered User	Find the new products on the Christmas page.	View new products we added to our Christmas gallery.	What do you think about the overall design of the Christmas page?	-

Total Number of Tasks = 12

Total Number of Successful Tasks = 11

Success Rate = 91.66%

# 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
Your Address Book Page	No negative feedback	None	None	None
Your Address Book Edit Page	No negative feedback	None	None	None
Customize Order Page	There are too many fields to complete the customized order.	There were too many fields to fill, and the user was struggling.	Medium	Reduce the number of fields in the customize order page.
By Occasion Page	No negative feedback	None	None	None

# $IT 21339592-Dangalla\ D.A.S.I.$

# **Test Case**

Test ID	Test Input	Expected	<b>Actual Output</b>	Result
		Output		(Pass/Fail)
14	Click to add to	Direct to the add	Direct to the	Pass
	cart button	to my cart	home page	
15	Click the cart	Direct to add to	Direct to the cart	Pass
	item	cart page	page	
16	Click the send	Direct to the	Direct to the	Pass
	to flower in	send to flower	send to flower	
	navigation bar	page	page	

## **Generate Dummy Data**

Name of the	Feature/Task 1	Feature/Task 1   Feature/Task 1		Note
<b>Participants</b>				
Registered User	Click Cart Icon	Fill the fields in	Click "Add to	-
		Cart form	Cart" button	
Registered user/	Add or Remove	Click the	Display page	-
Unregistered	Item in My Cart	"Check-out"	with payment	
user	Page	button	details.	
Registered user/	Click the "Send	Select item in the	Click "Next	-
Unregistered	Flowers" in	list	Button"	
user	navigation bar			

Total Number of Tasks = 9

Total Number of Successful Tasks = 9

Success Rate = 100%

#### **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	No negative feedback	None	None	None
My cart	No negative feedback	None	None	None
Send flowers	No negative feedback	None	None	None

### Summary

Our project involved identifying and improving usability issues on a selected website interface, which happened to be flowerbangkok.com, an e-commerce platform. We began by conducting a contextual inquiry and analyzing transcripts to confirm that this website was a suitable candidate for our project.

Next, each of our five team members selected three interfaces with the most usability issues. We then created low-fidelity prototypes for these selected interfaces and justified which variant would be the best choice for our redesign. Using the Figma prototyping tool, we developed high-fidelity prototypes and integrated them.

The end result is a feature-rich website interface with significantly fewer usability issues, improving the overall user experience.

#### **Future work**

With the help of the stakeholders' feedback, we have already completed the high-fidelity prototyping of the website. The Flower Bangkok website's usability problems have already been resolved. In light of this, we intend to code the website's front end after that. For that after consulting with everyone in the group, we intend to choose a language or framework.

Additionally, we anticipate selecting a language or framework to build the website's back end.

We intend to conduct the testing as soon as the front-end and back-end coding is complete. After the testing phase, we intend to deliver the client with the fully finished, redesigned website.

# **Group & Work Distribution**

Student ID	Name	Workload Distribution
IT21284120	Rashmitha K.M.	Design high –fidelity protypes.
		Test the high – fidelity
		prototypes.
		Writing Test Cases
		Analysis of Test Results
		Finalize the report.
IT21290060	Hemashi T.G.B.	Design high – fidelity protypes.
		Test the high – fidelity
		prototypes.
		Writing Test Cases
		Analysis of Test Results.
IT21280160	Theekshana K.T.	Design high – fidelity protypes.
		Test the high – fidelity
		prototypes.
		Writing Test Cases
		Analysis of Test Results
IT21285042	Ranasinghe R.C.C.	Design high – fidelity protypes.
		Test the high – fidelity
		prototypes.
		Writing Test Cases
		Analysis of Test Results
IT21339592	Dangalla D.A.S. I.	Design high – fidelity protypes.
		Test the high – fidelity
		prototypes.
		Writing Test Cases.
		Analysis of Test Results
		Edit the videos

### **Time Schedule (Gantt Chart)**

# **Time Schedule (Gantt Chart)**

TASK	Week 1 - 3	Week 4 - 5	Week 6 - 10	Week 11 - 12	Week - 13
Group Formation & Select project Topic					
Assignment 1 : User Research Techniques					
Assignment 2 : Low Fidelity Prototyping					
Assignment 3 : High Fidelity Prototyping					
Final Viva					

#### References

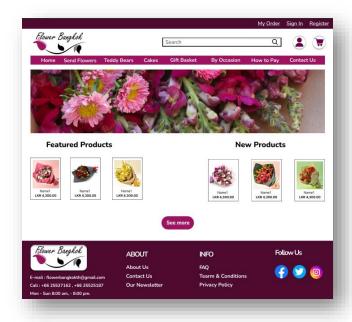
- [1] "Lassana Flora," [Online]. Available: <a href="https://www.lassana.com">https://www.lassana.com</a> [Accessed October 10, 2023].
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# Appendix

# High Fidelity Prototypes

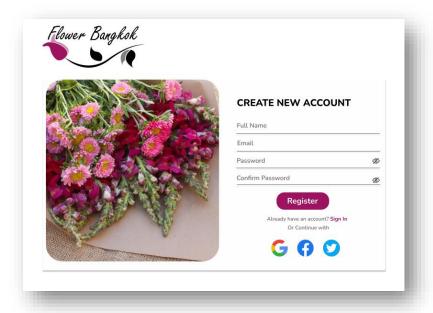
### IT21284120 - Rashmitha K.M.

Home Page



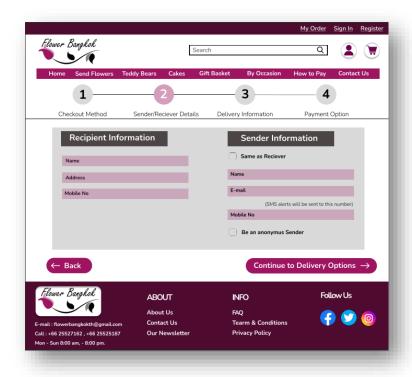


#### Create Account



#### Order Checkout

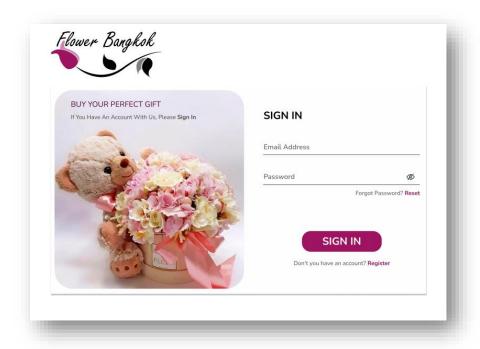




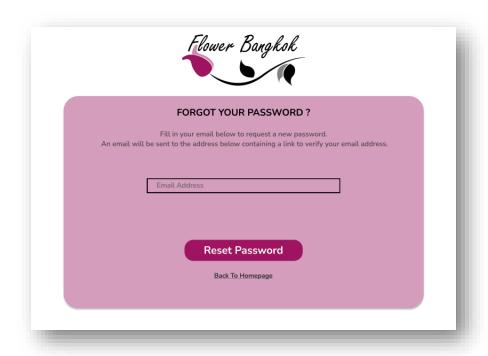


## IT21290060 - Hemashi T.G.B.

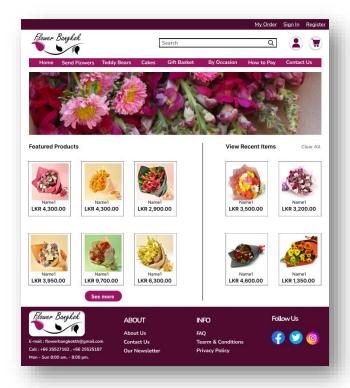
## Sign In Page



### Forgot Password

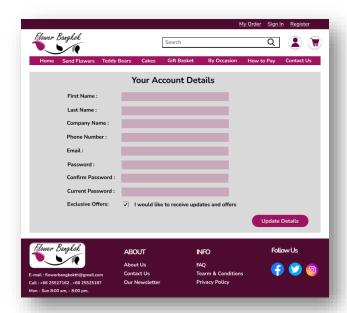


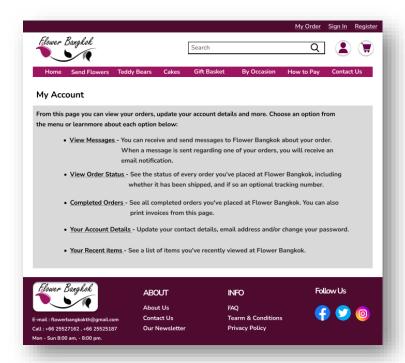
### View Recent Items



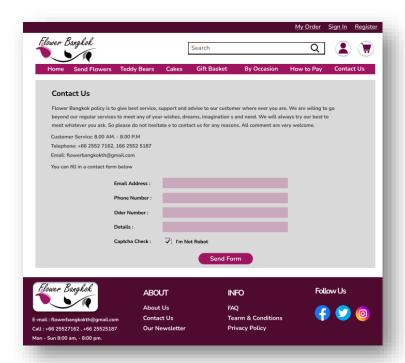
### IT21280160 - Theekshana K.T.

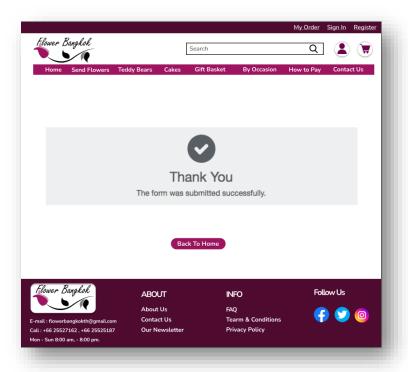
### Your Account



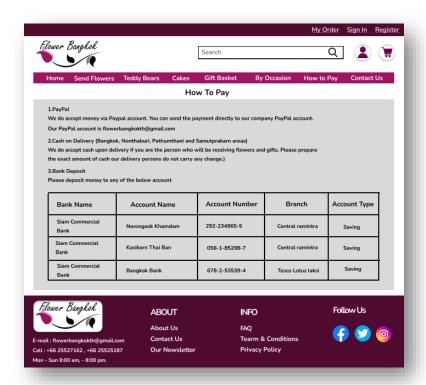


#### Contact Us



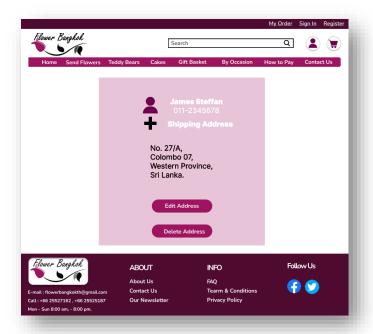


#### How to Pay

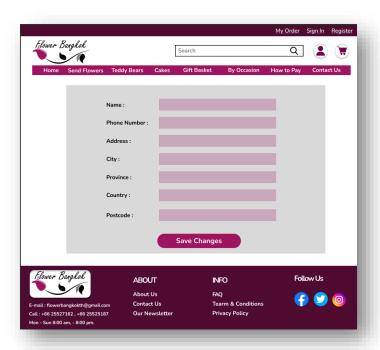


# IT21285042 – Ranasinghe R.C.C.

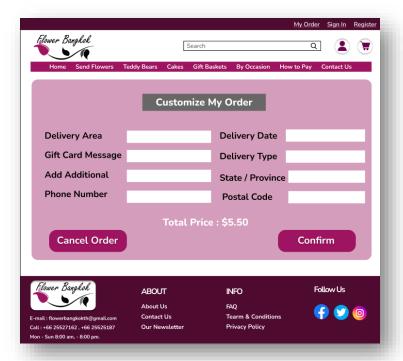
Your Address Book



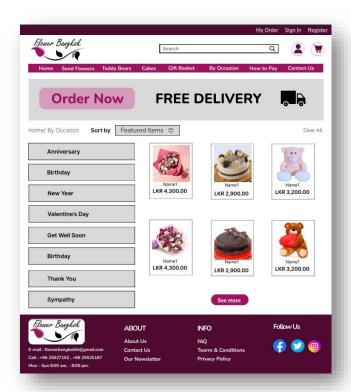
#### Your Address Book Edit



#### Customize order.

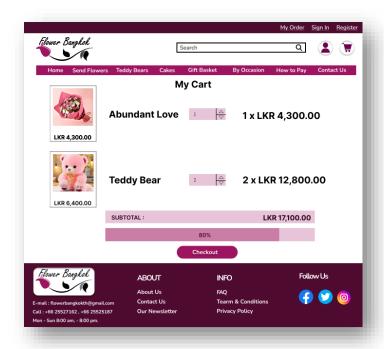


### By Occasion

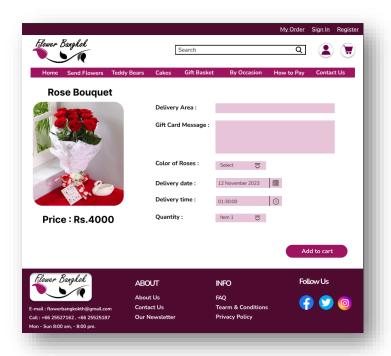


# IT21339592 – Dangalla D.A.S.I.

Cart



Add to cart.



### Send flowers.

