

Human Computer Interaction (IT3060) 3rd Year, 1st Semester

Assignment 02

Project Title : Siam Florist

Group Number : 2023-WD-S1-03

Group Name : Tech Hunters

Submitted by : Gunasekara W.M.W.A.G.T.N.A.

Indusara J.D. L

Kokuhennadige C. K

Waduge T. R Burah T.I. O

Submitted to Sri Lanka Institute of Information Technology.

In partial fulfillment of the requirements for the Bachelor of Science Special Honors Degree in Information Technology.

Work Distribution

Student ID	Student Name	Work Distribution
IT21303548	Gunasekara W.M.W.A.G.T.N.A.	 Home page Contact Us page My Tags Reviews Page
IT20602000	Indusara J.D.L.	Checkout pageServices pageSun Flower page
IT21349188	Kokuhennadige C.K.	 Edit Profile page Address Book Basket of Flowers page
IT21267536	Waduge T.R.	 My Cart page Add to Cart page Standing Flowers page
IT21274466	Burah T.I.O.	<u>Login page</u><u>Register page</u><u>My Account page</u>

Table of Content

2. Usability problems
3. Variants of the interfaces
4. Justification of the variants
5. How the best design was selected.
6. Ideation techniques used.
7. Video Links
8. Time schedule (Gantt chart)
9. References
10. Appendix

1. Video transcript for three users

1. Scripts for contextual inquiry for three users

Unregistered Customer Transcript

Thisanka: Ok, Good evening, Mr.Thilan, and thank you for joining with us. My name is Tisanka Revindu and I'm going to ask some questions about according to this website. Also I'm going to record this conversation. Are you OK with that?

Thilan: Yeah, I'm ok

A : OK And welcome to Siam Florist website and I'm here to your thoughts about the website and what did you think when you first saw login and registration pages?

B: Uh, well it was OK I guess.

A: OK, anything that code to attention?

B: Uh yeah, the pages took a bit long to load, kind a annoying you know.

A: Got it. Slow loading page can be pain. So, when you click the click on the login or registration where the buttons easy to figure out?

B: Not really, I had to think a bit about what to do after clicking those buttons. But sign in, Sigin up was Alright.

A: Yeah, thanks for letting me know and we will try to make the buttons clear.

OK Sir, now I'm going to give some tasks and can you go to the website and do it for me?

B: OK, let's proceed.

A: OK, your first task is register to the website and please go to the home page and click log in button.

B: Yeah, I'm already on the home page, I'm going to log out. Wait, Yeah I'm in the log in Page now. uh, where is the login button can't find it.

A: In the button of the page you can see Create account button and please fill the relevant information.

B: Yeah, I'm in the homepage now.

A: OK, OK Sir. Now did you check the website on your phone and any issues with that?

B: Now. Yeah, I did. The site didn't fit along my phone. Things were all over the place and I had to zoom in and out several times. so annoying

A: Got it. And we will work on that mobile view. And by the way, did you find any way to contact us easily?

B: No, not really. I couldn't find contacting for when I need to.

A: Thanks for telling me and we will make it easier to reach us. And did you notice if the website look kind of different from page, page to page?

B: Uhh, Yeah things like colors and fonts change sometimes. It was a bit confusing.

A : OK, we will try to make things more consistent. Last thing, did you see any big picture that took forever to load and button that moved around?

B: Now pictures were fine but buttons like next button seems to jump place sometimes.

A: Got it. We will fix those button issues and thanks a lot for sharing all this. Your feedback help us, make the website better.

B: No problem. I glad to help.

A: OK, thanks. We are working on it and if you need anything else just reach reach out. Have a great day.

B: Sure thing.

A: Thanks for asking and I hope the site gets even better.

B:OK

A: Thank you very much Sir.

B: OK, see ya.

Registered Customer Transcript

Lahiru: hello good afternoon Mr. kulith, I'm Lahiru. thank you for joining with me on this busy time. I'm going to ask you few questions based on simaflorist website. Also I'm going to record this conversation for our developing purpose. Are you okay with that?

Kulith: hello Lahiru, good afternoon. It's okay. I'm happy to answer your questions.

L: As a registered customer, you use this website frequently?

K: Not usually, some times I go to this website for buy some bouquet of flowers.

L:how much time you spent on the web site, last time you came here?

K: I think around 1-2 hours, I'm not exactly sure

L: when you login to the site, what's the first thing you did?

K: I'm go to roses category to buy some flower bouquet

L: it's easy to find what you looking for?

K: no, its very hard to find the one I looked for, interface is so bad and complicated to understand. there are too many flowers and there are no search bar also.so I can't find the flower bouquet easily, I have to look everywhere.

Lahiru: can I know about, what do you think on design of the flower ordering page and shopping cart page?

Kulith: the lay out is not much clear. Too much details to fill before buying. and color combinations are not eye catching. website name size also small. In shopping cart text separations are not enough. Some buttons are not clickable and very small.

L: Mr. kulith, now I'm going to give you some tasks. Can you do them on our website.

K: of cause, please procced.

L: first login to the site after that, go through roses category and find the name called "vase of roses"

(10 seconds later) do you find it sir, pictures look like 6 red roses.

K: it's hard to find, there are bunch of flowers in same name and same picture so I can't find it quickly. give me some time.

L: okay sir. (Seconds later) yeah sir that's the one. Shall we move to the next task. Sir, please fill the relevant columns and add flower to your cart.

L: ok now remove the flower order from the shopping cart.

K: How should I remove it?

L: So there's a remove, remove column and there's a button. Yeah, that's right sir. So that your task, thank you for your time.

K: You're Welcome.

L: Sir do you have any suggestions to improve and fix those problems?

K: Yeah yeah, there are a lot of suggestions. Yeah there are lot of categories, there are no sub categories. Then it's hard to find the flower bouquets. If there are sub categories we can find flower bouquets easily. So those we have to click so much time on these buttons not much touchable, clickable and it's not see it's not working. It's very hard to

find in this thing in this website and here that website name, we can't even see it And there are their names are some of some of name, some names are very equal in name. We can't even choose the flower bouquet that we love. It's very hard to find things and that thing caught, caught and then payment place, it's very hard to add it to cart. And there are a lot of details to then And there is that style is not good for that and not attractive for the customers and it's very, it's not good interface. So the page should have to be develop more. So it should be good for your website in the future. Thank you.

L: We will try to improve this. Thank you very much for your time and your ideas. Have a great day sir, good night. K: Ok, I'm happy to be apart of this. Thank you. Good night.

Florist Transcript

Chanuka:-good morning. Thank you Hasita for spending your valuable time on this. I will ask you some questions about edit profile and review page. Also I'm going to record this session for our developing purpose. Are you ok with that?

Hasitha:- hello chanuka good morning. Its ok It doesn't matter, I will support you as best as I can.

Chanuka: - I hope you have used this site by now and have some understanding.

Hasitha: - Yes indeed I have used this site several times.

Chanuka :- ok let's start . Can you go to the edit profile page ? . Ok As a florist of this site, what do you think about the this edit profile page layout and design ?

Hasitha: Of course. So, when I go to the "Edit Profile" page, I find that the layout is quite cluttered. we have face some boring feel this interface & because in modern web sites have a more a specific standard than this

Chanuka -: Could you please provide more details on the issues you are experiencing with this page?

Hasitha -: There are so many fields and options packed closely together, making it hard to focus on what I need to update. Many things need to change, the button size needs to increase. The font size should be increased.

Chanuka: ok hasitha let's go to the review page. Can you please let me know which specific issues you're facing while using the review page ?

Hasitha:- the navigation seems confusing. I can't really figure out how to get to certain pages. Also, the text on the website is really small, and I'm constantly zooming in to read it. It's pretty frustrating.

Chanuka: - Thank you for pointing that out. What other flaws do you see?

Hasitha :- of course. First off, the review submission form is a bit confusing to fill out. The fields are not labeled very clearly. Even if you post a review, it won't show

Chanuka :- ok hasitha We have already noted all your problems. We will solve all your problems. Thank you Hasitha for your support. Have a great day!

2. <u>Usability Problems</u>

- Not easy to find items in category.
- Interfaces are so bad and complicated to understand.
- Too many flowers and their names are not very clear.
- No search bar.
- Footer and header section issue.
- Finding the flower bookie is not easy.
- Color combination is not good.
- Text separations are not good.
- buttons are not clickable and very small.
- Items are not manageable.
- Side pacing issues.
- Unclear layout.

3. <u>Variants of the interfaces/ Justification of the variants/ How the best design</u> was selected

1. IT21303548 – Gunasekara W.M.W.A.G.T.N.A.

• Wireframes uploaded link: https://drive.google.com/drive/folders/19ryuSfqZZBep0uN7jTF7SQur6y-pndat?usp=sharing

Interface name	Version 1	Version 2	Reason why you have	How do contextual
micerrade mame	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	• • • • • • • • • • • • • • • • • • • •	selected a specific a	inquiries get
			version	resolved
Home nage	Usor will be able have a good	Py using this page users will	Selected version –	With this design, we
Home page	User will be able have a good			
	user experience and user can		Version 2	have tried to minimize
	understand quick introduction	· ·		the complexity of the
	-	efficiently select the	It is not a complex one.	homepage. We designed
	what is in there and our		Very simply things in	a simple user friendly.
	feature productions and see		there. that one is user	
	product ratings and many		friendly more than	
	more included on this page.	got interested in the flower	<mark>version 1.</mark>	
		bouquets directly user can		
		purchase those bouquets.		
	<mark>Pros – * Good user</mark>			
	experience for users and	Pros – * Good user		
	easy access for trending	experience for users and		
	flower bouquets. Also, it is	easy access for trending		
	much easier to navigate	flower bouquets. Also, it is		
	through the page.	much easier to navigate		
		through the page.		
	Cons - * Users need to use a			
	different page to find all the	*Very simple UI.		
	flower categories.			
		Cons – * There isn't a		
	*There isn't a search bar for	search bar for the users.		
	<mark>the users.</mark>			

Contact Us page	This interface has contact in	That one has a quick	Selected version –	We design simple user
	online social media and other	introduction of what is this	Version 01	interface with new
	socials platforms. And submit	and if user want to contact		technology.
	username, email, and contact	with system user submit	Now technology is	
	number for contact with the	<mark>those details.</mark>	increasing. All have a	
	delivery and many more		social media account.	
	<mark>others.</mark>	Pros – * Very easily	That option is very good	
		contact with us using	for the user.it is user	
	Pros –	those details.	friendly than version 2.	
	* Map in here.			
	* Normally use social media	Cons – * Only using		
	link here.	<mark>email.</mark>		
	* If the user does not have			
	social media, the user can			
	contact mobile with us.			

My Tags	The user can view customer's reviews one by one. Users can sign up to the site clicking by become a member button. Pros — *That have removed tags. *The user may easily get information about reviews. Cons - * The user must go to another page to add reviews.	Users want to tag pages it can be available and if user not want it can be removing it and user can add another tags. Pros - *That have removed tags. *The user can view the all reviews and can get information about the product.	*From these two versions, I would like to select version one because users can easily view the customers' reviews more than in version 2 and in version 1 users can be a member also easily.	We reduce the complexity of the reviews page and make it easier for users to view the customers' reviews what they are looking for. To reduce complexity, we added a user-friendly view and to see reviews.
Reviews Page	This interface sees past review past users fill and user can review submit. Pros – * If user can like or comment on previous reviews. Submit User review.	nickname, summary of review and review. Pros -	Selected version – Version 01 * It has past reviews and it very user-friendly than version2.	We design simple user interface with valuable things.

2. IT20602000 - Indusara J.D.L.

• Wireframes uploaded link: https://drive.google.com/drive/folders/18LinbfKNWhj8l29dUuVZegwTuFaEH9YT?usp=sharing

		1	1	
Interface name	Version 1	Version 2	Reason why you have selected a specific a	How do contextual inquiries get
			•	, -
Checkout page	select the payment method using the radio buttons. Users can visible a summary of the item that they purchased but this page will not display an image or quantity of the product. Pros – Users can select any payment method Cons - The user should add his payment and shipping details whenever he purchases an item. Users can't see the one item cost also. And this page is kind a messy for the user.	Cons – the user have to navigate to a separate page	Selected Version – Version 2 From these two versions, I would like to select version 2 because of the user friendly and the simple interface	resolved Users request a simple checkout page So, we include all the features in a simple manner.
Services page	All the users can know the services of the company on	to add his card details. All the users can know the services of the company on this page.	Selected version – Version 1	We reduce the complexity of the Our Service's page and make
	Pros - Users can see the services clearly in centered view. Cons – If users have different questions, they have to navigate to the contact us	Pros - Simplify the web page. Users can see different ways through the services. Cons – The users misunderstand sometimes what services paragraph	From these two versions I would like to select version one because the page is less complex.	it easier for the user to find what they need without westing time. To reduce the complexity, we add eye catching pictures and more spaces between paragraphs.
	page.	represent what pictures		

Sun Flower page	Users can see products	Users can see products	Selected version –	We reduce the
	related to the Sunflower	related to the Sunflower	Version 1	complexity of the
	category and flower details	category and flower names.		Sunflower category
	such as flower name and		From these two	page. Therefore, users
	price.	Pros – Users can see images	versions I would like to	can easily see flowers
		of flowers and names. They	select version 1	and it's details. So that
		can also see the small details	because the page is	the users can get
	of Flowers, names, and prices.	· ·	attractive and less	product details quickly
		products to the cart by	complex. In this	and add them to the
	cart by simply clicking the cart	clicking the cart button.	interface users can find	cart.
	icon button. They can easily		the product they need	
	get products by sorting and	Cons – Users cannot see	quickly and easily	
	_	product prices. They can't	without spending much	
	,	search flowers there.	time.	
	simply click show more	They have to navigate to		
		more pages to see other		
		flower items.		

3. IT21349188 – Kokuhennadige C.K.

• Wireframes uploaded link:

https://drive.google.com/drive/folders/1cbLIkSY7nYQzG7NCf1QVHwX3hA-E-MW2?usp=sharing

	1		1	
Interface name	Version 1	Version 2	Reason why you have	How do contextual
			selected a specific a	inquiries get
			version	resolved
Edit Profile page	The user can see all account	The user can see all	Selected version –	We reduce the
	information.	account information.	Version 02	complexity of edit
				profile page and make
	Pros – User can edit		From these two	it easier for the user can
	account information name,	account information name,	versions I would like	change any information.
	email & change password.	email & change password.	to select version two	they can edit their
			because the page is	details quickly.
			less complex also	
			users can edit for	
			their information.	
Address Book	By using this page user can	User can see the contact	Selected version –	We reduce the
Address book	add his address details. &	information and address	Version 02	complexity of the
	user can change the address.			address book page and
	aser can enange the address.	user can add his address	From these two	make it easier for users
		details. & user can change	versions I would like to	to log in to the system
	Pros – user can see the	the address.	select version two	to log in to the system
	address details.		because the users can	
		Pros – user can add default	easily add contact	
		address details.	information and	
			address details.	
		Cons –The user		
		should add contact		
		information, address		
		details and go to the		
		another page to see		
	1	1	1	1

product details.

Basket of Flowers	Users can see the products	Users can see products	Selected version-	We reduce the
page	related to the basket of	rating and name related to	Version 02	complexity and can get
	flowers page. Pros- Users can see images Of product name, and prices	the basket of flower page. Pros- users can see images of products rating and	From these two versions I would like to select version two because the page is	easily see products.so that the users can get quick details and information easily
	clicking the button. They can easily get products by sorting, filtering and searching.	names related to the basket of flower page. Cons-Users cannot see product prices and they cannot easily sort items.	less complex because in this interface makes it easy for visitors to find the product they need quickly and easily without spending much time.	

4. IT21267536 – Waduge T.R.

• Wireframes uploaded link: https://drive.google.com/drive/folders/1SmIYcF52jv8ebLg1XPtt2T_ZASn2mc9j?usp=sharing

Interface name	Version 1	Version 2	Reason why you have selected a specific a	How do contextual inquiries get
			version	resolved
My Cart page	Pros – Users can easily see what they add to the cart, and they can delete, like that product from the cart. They can change product quantity easily. Cons- The user must navigate to a separate page to update the cart	Pros – Users can see what they add to the cart, and they can delete it. Simplify the web page. Cons – The user must navigate to a separate page to update the cart. The user can't see my cart items separately.		We simplify my cart page to enhance user-friendliness, making it more convenient for users to access product details and perform actions like updating and deleting items. This simplification involves the use of buttons and distinct item separation in the cart.
Add to Cart page	Pros – The user may easily get information about the product, such as price range and ratings. Users can easily add the details and can understand easily. Cons – The user must go to another page to see reviews. Users can see what they add to the cart and their details	go to another page	Selected version – version 1 *From these two versions, I would like to select version one because users can easily add details more than in version 2 and in version 1 users can get more information easily.	We reduce the complexity of the add to-cart page and make it easier for users to locate what they are looking for. To reduce complexity, we added a user-friendly form for add-to-cart and to see ratings and reviews.

Rose Flowers	Pros - Users can see images of	Pros - Users can see images	Selected version –	We reduce the
Rose Flowers page	products, names, and prices. They can add to the cart by clicking the button. They can easily get products by sorting, filtering, and searching.	of products and names related to the birthday category.	Selected version – version 1 *From these two versions I would like to select version one because the page is less complex. Because in this interface makes it easy for visitors to find the product they need quickly and easily without spending much	complexity and can get easily see products. So that the users can get quick details and information easily.
			time.	

5. IT21274466 - Burah T.I.O.

Wireframes uploaded link: https://drive.google.com/drive/folders/1BaanTix1K9x9Z-pNfXw7DYWg4KD5gmsz?usp=sharing

Interface name Login page	password and email to log in to the account or you can log into social platforms. Pros – Users can effortlessly	the password and email. Cons – This UI does not have the 'remember me'	Reason why you have selected a specific a version Selected version – version 1 I prefer version one out of these two options because it offers a straightforward design that makes it easy for users to log in to the system.	How do contextual inquiries get resolved We have streamlined the login page to enhance user experience, simplifying the process of accessing the system.
		option, requiring the user to enter their login credentials regularly.		
Register page	If someone doesn't already have an account, they can make a new one by providing their name, email, and password. Pros – The user can easily create a new account using his/himdetails. When a user attempts to sign up, the UI greets them warmly and provides a brief introduction to the website.	password. Pros - The user can easily create a new account using his/himdetails.	Selected version – version 1 I prefer version one out of these two options because it offers a straightforward design that makes it easy for users to log in to the system.	We reduce the complexity of the signup page and make it easier for users to log in to the system.

My Account page	The users can see all account	The users can see all	Selected version –	We simplify the
	information.	account information.	version 2	dashboard page so users
				can quickly find what
	Pros – Users can see account		I prefer the second	they need without any
	info, orders, address book, and		version because it's	hassle. They can also
	production reviews.	and production reviews.	simpler, and users can	easily edit their details
			easily edit	to make things simpler.
		This UI is cleaner and clearer	their information.	
		when compared to version 1		

4. Video Links.

- 1st Video Link https://mysliit-my.sharepoint.com/:v:/g/personal/it21303548_my_sliit_lk/Ec2c6tRfz4ROqYR1376PVvQB Lxjarul7--C4H-RmXT2Z0A?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2Z UZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsT W9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0RpcmVjdCJ9fQ&e=kwVj1q
- 2nd Video Link https://mysliit-my.sharepoint.com/:v:/g/personal/it20602000_my_sliit_lk/EQ3G_GUPRCJBjz0sdH1tIUcBL zCP2nYqJFsqZIe1JHLpfg?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0RpcmVjdCJ9fQ&e=hIGuyJ
- 3rd Video Link https://mysliit-my.sharepoint.com/:v:/g/personal/it21303548_my_sliit_lk/ESyaLYcrShRCjRoDt4sUm m8BR94VmqjMFzYBZukx0jRZQg?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyY WxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm 9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZ pbGVzTGlua0RpcmVjdCJ9fQ&e=M8t4mD

5. Time schedule (Gantt chart)

TASK	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Create interface sketches for each specific interface.					
Engage in the process of identifying usability issues and determining optimal interface designs.					
Generate two distinct variant sketches for each interface.					
Conclusively decide upon the most superior design.					
Conduct a comprehensive evaluation of the strengths and weaknesses inherent in each interface.					
Choose the most optimal interface and provide a well- substantiated rationale for the selection.					
Compose the transcript for the video content.					
Prepare the transcript documenting interactions between a customer and a customer service representative.					
Aggregate all pertinent documentation contributed by team members					
Formally submit the completed assignment.					

6. Ideation techniques used.

Ideation technique is a creative process of generating new ideas that can be realized through a variety of Ideation technique, such as for example brainstorming, Mind Mapping, SCAMPER, and Brainwriting. In here We have used below techniques.

01. Brainstorming

Brainstorming is one of the ideation techniques that we use when designing the interfaces.it was helpful for us in engaging as a group to discuss and analyze the issues with website that we chose through collective thinking and listening to ideas of our group members we designed the best and most visual appealing interface for each of our pages on the website.

02. Worst Possible Idea

This was the best technique to identify weaknesses in our interfaces. All members had some kind of idea which would be terrible to implement. This technique helped us to identify them early on and paved the way to design user friendly interfaces.

03. Brainwriting

We communicate regularly through online meetings and then document our ideas.

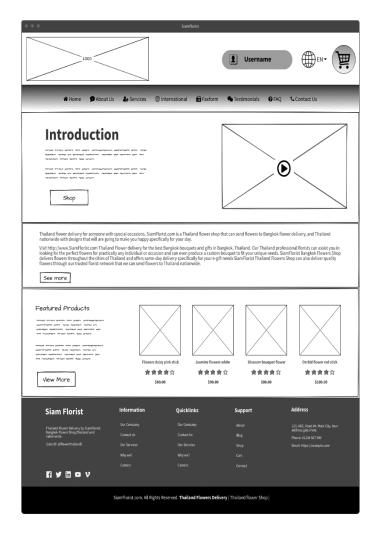
6. References

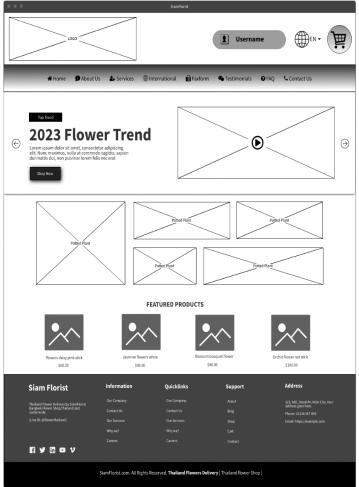
- Wireframe Tool: Mock flow
- Lab Sheet 4, 5, 6, 7
- https://blog.prototypr.io/low-fi-prototyping-what-why-and-how-24f77d9f4995
- https://blog.adobe.com/en/publish/2017/11/29/prototyping-difference-low-fidelity-high-fidelity-prototypes-use#gs.alvbgw
- Assignment Booklet

7. Appendix

User Interfaces:

01. Gunasekara W.M.W.A.G.T.N.A. - IT21303548

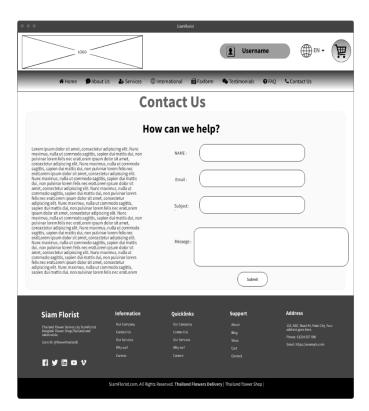




Home page – version 1

Home page – version 2





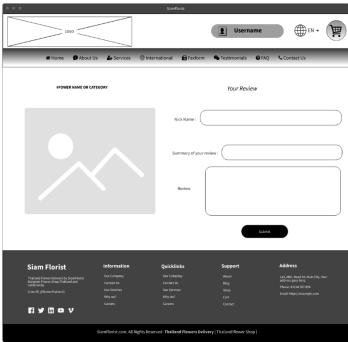
Contact Us – version 1



Contact Us – version 2



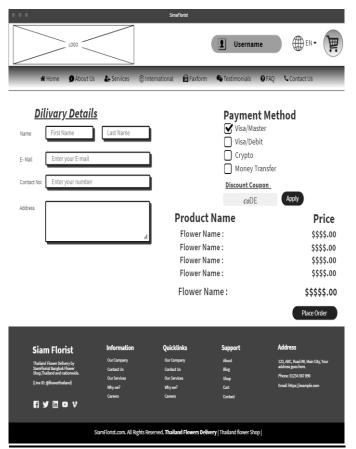




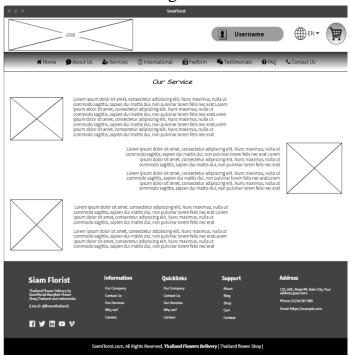
Reviews Page – version 1

Reviews Page – version 2

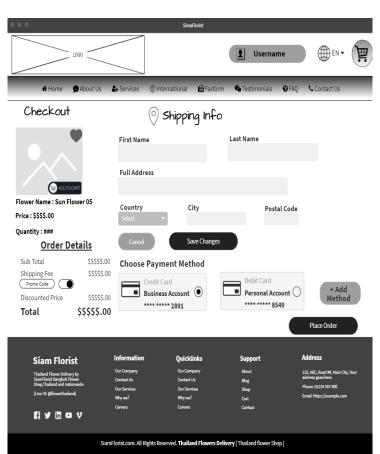
02. IT20602000 - Indusara J.D.L.



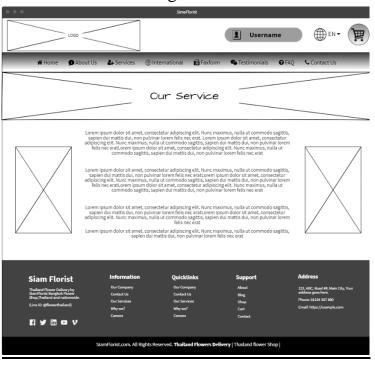
Checkout Page – version 1



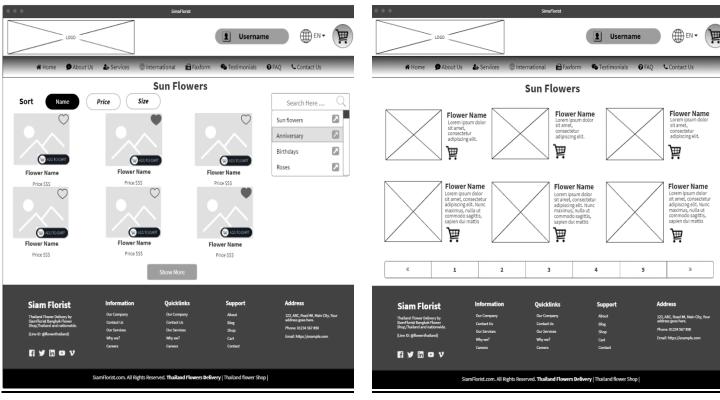
Services Page – version 1



Checkout Page – version 2



Services Page – version 2



Sun Flower Category page – version 1

Sun Flower Category page – version 2

03. IT21349188 – Kokuhannadige C.K.



Edit Profile Page – version 1



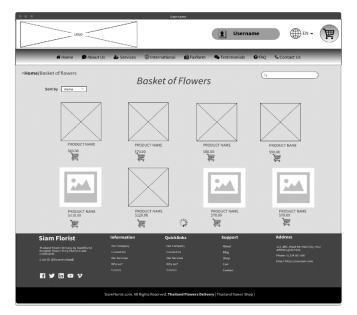
Edit Profile Page – version 2



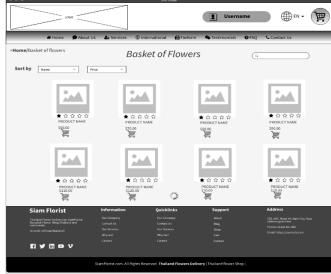
Address Book Page – version 1



Address Book Page – version 2

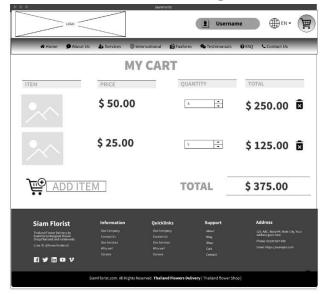


Busket of flowers Book Page – version 1



Busket of flowers Book Page - version 2

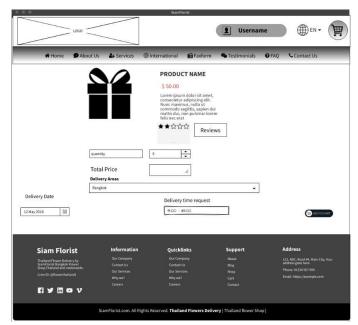
04. IT21267536 – Waduge T.R.



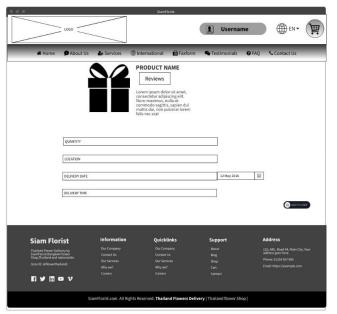
My Cart Page – version 1



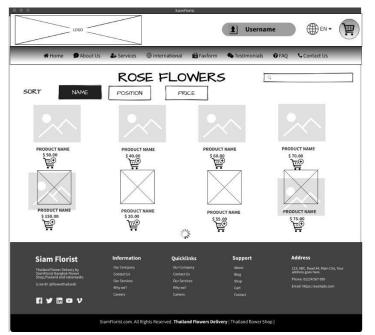
My Cart Page – version 2



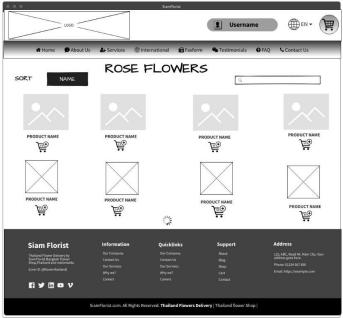
Add To Cart Page - version 1



Add to Cart Page – version 2

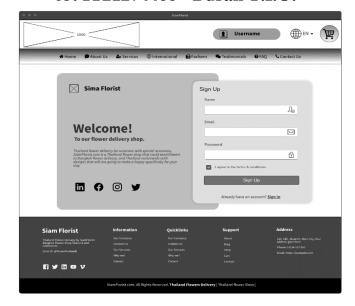


Rose Flowers Page – version 1

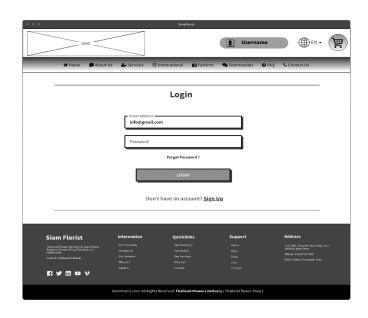


Rose Flowers Page – version 2

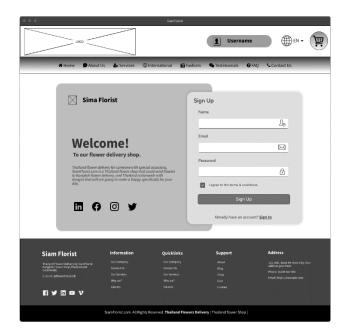
05. IT21274466 - Burah T.I.O.

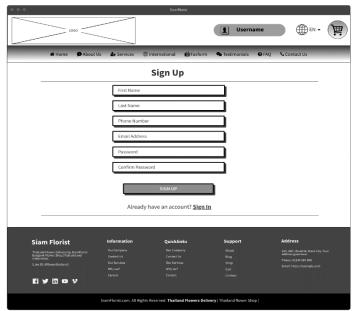


Sign in Page – version 1



Sign in Page – version 2





Sign Up Page – version 1



Sign Up Page – version 2



My Account Page – version 1

My Account Page – version 2