

SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY



HumanComputer Interaction – IT3060 Assignment 2

Project Title: Low-fidelity Prototyping

Group Number: 2024-WD-S1-69

Group name - Lumens

Group Member Details: student ID, name, workload distribution

STUDENT ID	STUDENT NAME	WORKLOAD DISTRIBUTION
IT22626110	Thilakarathna HMSD	Profile Login / Register Home Low Price Guarantee
IT22578396	Dayarathne R.D.T.N	Feedback Tracking Delivery User Dashboard Terms & Conditions
IT22575944	P.R.Reid	Cart Payment Method Product My-Order Privacy Policy
IT22581716	M.M.D.Perera	Refund Wishlist Gift cards Author Page
IT22599872	Kumara H.P.K.D	Contact Us Reset Password About Us BookFlix

Video Transcript

- [Book Blogger](#)
- [University Student](#)
- [Private School Teacher](#)

Usability Issues

Book Blogger

- Confusing links and icons hinder navigation.
- No proper navigation or menu bar.
- Pop-up navigation adds confusion.
- Childish layout reduces the professional appeal.
- The color scheme doesn't match the theme.
- Long loading times frustrate users.
- Lengthy forms discourage completion.
- No proper header or footer.
- Header font size is too small.

University Student

- Simple design is not engaging for users.
- Layout is confusing and hard to navigate.
- Cart page is difficult to find and is a pop-up, making it less visible.
- Cart design is not user-friendly.
- Ineffective element placement disrupts user flow.
- Lack of clear calls to action leads to user indecision.
- Important pages are hard to locate.
- Instruction pages are lengthy and difficult to process.

Private School Teacher

- Buttons and registration page are hard to find.
- Small font and button sizes make content difficult to see.
- Long loading times frustrate users.
- Pages and navigation are difficult to locate.
- Cluttered footer with all navigation links is overwhelming.
- Forms are too long, requiring all fields to be filled.
- Cluttered homepage makes it hard to find anything.

Variants of the interfaces

IT Number	Interface Name	Version 1	Version 2	Selected Version
IT22626110	Profile	Version 1	Version 2	Version 1
	Login	Version 1	Version 2	Version 1
	Register	Version 1	Version 2	Version 1
	Home	Version 1	Version 2	Version 1
	Low Price Guarantee	Version 1	Version 2	Version 1
IT22578396	Feedback	Version 1	Version 2	Version 1
	Tracking	Version 1	Version 2	Version 1
	Delivery	Version 1	Version 2	Version 1
	User Dashboard	Version 1	Version 2	Version 1
	Terms & Conditions	Version 1	Version 2	Version 1
IT22575944	Cart	Version 1	Version 2	Version 2
	Payment Method	Version 1	Version 2	Version 2
	Product	Version 1	Version 2	Version 1
	My-Order	Version 1	Version 2	Version 2
	Privacy Policy	Version 1	Version 2	Version 2
IT22581716	Refund	Version 1	Version 2	Version 1
	Wishlist	Version 1	Version 2	Version 1
	Gift cards	Version 1	Version 2	Version 1
	Author Page	Version 1	Version 2	Version 1
IT22599872	Contact Us	Version 1	Version 2	Version 2
	Reset Password	Version 1	Version 2	Version 2
	About Us	Version 1	Version 2	Version 2
	BookFlix	Version 1	Version 2	Version 1

Justification of the variants

1. Thilakarathna HMSD - IT22626110

Interface name: Profile

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none">• The interface has a minimalistic design, making it easy for users to focus on the primary actions, such as viewing orders or updating account information.• The sidebar clearly categorizes essential actions improving the user experience by making navigation intuitive.• The "Save" button is prominent and well-placed, encouraging users to easily save their updated information.	<ul style="list-style-type: none">• Adding features like profile pictures or displaying the user's email prominently adds a sense of ownership and personalization to the account settings.• The sidebar includes additional features to improve access to more account functionalities, providing a more comprehensive user dashboard.• The sections of the page are well-defined, making it easy for users to distinguish between updating account settings and navigating through other features.
Cons	Cons
<ul style="list-style-type: none">• The page only provides the basics for account updates, such as first name, last name, and address. It could benefit from more advanced options, such as profile pictures or additional communication preferences.• There doesn't appear to be any error validation (e.g., for passwords), which could confuse users if they input incorrect information.• The password field doesn't indicate if a stronger password is required or if there are any specific criteria for password updates .	<ul style="list-style-type: none">• While the sidebar is useful, it could make the page look cluttered, especially for users who just want to update basic information. Simplifying this for focused tasks would enhance usability.• Some sections may feel redundant to users, who might expect a more streamlined process.• The layout of the account information fields feels secondary compared to the sidebar, which may shift the user's focus away from the main task of updating their details.
Justifications : <ul style="list-style-type: none">• Version 1 offers a straightforward design, focusing on what users need most when they visit the account settings updating information with minimal distraction.• The clean layout, combined with an intuitive sidebar, ensures users can quickly find what they need without being overwhelmed by too many options.• By avoiding unnecessary fields or options, Version 1 makes the account management process more efficient, which is ideal for users who want quick and seamless interaction.• Therefore I select version 1.	

Interface name: Login

Version 1	Version 2
Pros	Pros

<ul style="list-style-type: none"> • The page only asks for the essential information (email and password), making the sign-in process quick and user-friendly. • No unnecessary elements or additional fields clutter the interface, ensuring users can focus solely on signing in without distraction. • The button is prominent and well-positioned, making it easy for users to proceed after entering their details. 	<ul style="list-style-type: none"> • Offers users the ability to log in through Google or Facebook, making the sign-in process more convenient for users who prefer those options. • Provides a “Forgot Password” link, allowing users to recover their account in case they forget their credentials.
Cons	Cons
<ul style="list-style-type: none"> • There is no visible option for features like "Forgot Password" or "Two-Factor Authentication," which could be useful for users concerned about account security. • absence of social media sign-in options (e.g., Google, Facebook) may make it less convenient for users who prefer quick access via those platforms. 	<ul style="list-style-type: none"> • Including too many options like social logins or security features may make the sign-in page feel overwhelming for users who just want to log in quickly. • The addition of more fields and options could slow down the process for users who prefer simplicity and minimal steps. • The sign-in form might lose prominence due to a greater focus on social login buttons, making it harder for users who prefer traditional login methods.
Justifications : <ul style="list-style-type: none"> • Version 1 provides a simple, no-frills experience. This is ideal for users who want to log in quickly without being distracted by additional features. • By focusing on just the essential fields (email and password), Version 1 ensures that users can complete the sign-in process efficiently, reducing the chance of errors or confusion. • Without unnecessary clutter, Version 1 maintains a streamlined user experience, allowing users to get to the next step faster, which is critical for retaining user engagement. • Therefore I select version 1. 	

Interface name: Register

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • The design is minimalistic and clean, ensuring that users can fill out the form without distraction. • The input fields are well-organized, making it easy for users to follow the form step-by-step without confusion. • The overall page seems to be designed for a good user experience on both desktop and mobile platforms, which will enhance usability. • A proper navigation has been designed. • Text input fields are very user friendly 	<ul style="list-style-type: none"> • The "Title" field is provided, allowing users to customize their sign-up experience with prefixes like Mr, Mrs, Ms, or Dr. • The form's visual balance is well-structured, ensuring that each field gets equal attention, improving focus on input areas. • The inclusion of additional fields (WhatsApp, Title) could offer more personalization for the user's account
Cons	Cons

<ul style="list-style-type: none"> • There is a lack of clear guidance or error validation indicators. Users may not know what is expected in each field (e.g., password requirements). • The page looks complicated • Button size should be small. 	<ul style="list-style-type: none"> • While well-structured, the addition of extra fields makes the form feel cluttered, which could discourage users from signing up quickly. • The signup process in Version 2 might feel more cumbersome due to the extra information requested, resulting in a less streamlined user experience. • Image is large and wide • The focus of the content.
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Justifications :

- Version 1 provides a simpler, more streamlined experience for users. The absence of unnecessary fields reduces form complexity, leading to quicker and easier signups.
- The clean and organized layout makes Version 1 more intuitive. Users can move from one field to another without being distracted by unnecessary elements.
- Version 1 focuses only on the essential information needed for signing up, which minimizes friction during the process and maximizes user completion rates.
- Therefore I select version 1.

Interface name: Home

Version 1	Version 2
Pros <ul style="list-style-type: none"> • The navigation is much more intuitive and user-centred than the alternative version. • The home page UI has a clear structure, making it easier for users to find what they are looking for without much effort. • The use of attractive pictures and imagery between the content sections improves the overall appeal. • All sections are easy to navigate, with clear and accessible pathways to important categories and content. • Conveniently placed search functionality and a “Track your Book” section improve usability for the user. • Content separating is good. • Reduce empty spaces 	Pros <ul style="list-style-type: none"> • The navigation layout is well-structured, providing users with clear pathways to different sections of the website. • Text content is aligned properly, giving the page a clean and organized look. • The initial visual impact of the homepage is good. Users might find it visually appealing upon their first visit, especially due to a clear layout structure.
Cons <ul style="list-style-type: none"> • The footer, although informative, could benefit from better organization or more streamlined links. Some sections seem too crowded or unnecessary. 	Cons <ul style="list-style-type: none"> • While the navigation is structured, the overall user experience is not as smooth or intuitive as Version 1. Users may find it harder to quickly locate key information or features. • The design lacks dynamic visual elements, making it less visually engaging. Without proper images or visually appealing sections, users may lose interest quickly. • Important features like new arrivals, promotions, or key sections do not stand out enough. Version 2 doesn’t emphasize critical content effectively.

Justifications :

- Compared to Version 2, Version 1 offers a more structured and cohesive design. The layout feels consistent, which enhances user navigation and satisfaction.
- Version 1 is designed to capture the user's attention right from the first impression, something that is lacking in Version 2.
- The focus on easy-to-access content, clean navigation, and appealing images makes the interface of Version 1 more user-friendly than the cluttered or less organized Version 2.
- Therefore I select version 1.

2. Dayarathne R.D.T.N - IT22578396**Interface name: Feedback**

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none">• Structure is very clear to the user• Form structure that is understandable• More attractive to users compared to original UI• Previous feedbacks of relevant user are visible to user.• User can give rating to the system.• The previous feedback section is easier to read with borders around each entry.• The layout is well organized.	<ul style="list-style-type: none">• Clearly separate personal details, feedback details sections of feedback form.• The design is more compact with less height.
Cons	Cons
<ul style="list-style-type: none">• Not separate sections for personal details, feedback details of feedback form.	<ul style="list-style-type: none">• Previous feedbacks of relevant user are not visible to user.• The design of the second version feels empty.• This has more empty spaces.
Justifications : <ul style="list-style-type: none">• Version 1 offers greater clarity and visual appeal compared to Version 2.• Users can see their previous feedback and provide ratings, which encourages engagement with the system.• Version 1 is the best layout for this page when compared to the version 2.• The names of the input fields in Version 1 are more visible than in Version 2, improving usability.• Therefore I select version 1.	

Interface name: Tracking

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none">• Provide a map.• The horizontal process bar uses icons and labels to show each step of the order journey.• The design is more visually engaging.• Elements are well-aligned, providing a clean and structured look.• The product summary, pricing, shipping, and billing information are separated into different	<ul style="list-style-type: none">• Provide time of arriving the product.• Key information such as the delivery date and status is displayed in large fonts and bolded.• The layout is simple, reducing visual distractions, which may help users focus on providing feedback.

sections, giving clear information about each section.	
Cons	Cons
<ul style="list-style-type: none"> There is a lot of information packed into one view. Some of the icons and fonts are quite small. 	<ul style="list-style-type: none"> The same information has been repeated twice. There is a lot of information packed into one view. The "Submit" button lacks emphasis due to its light design, which might make it less noticeable.
Justifications : <ul style="list-style-type: none"> Version 1 design is attractive and well-organized, effectively capturing users' attention. In version 2 the same information is repeated twice there is no use in putting the same information twice on one page. Version 1 managed space more effectively when Version 2 used more space. Compared to version 1, the version 2 map is quite small so it's difficult for users to take a look at the map. Therefore I select version 1. 	

Interface name: User Dashboard

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> Vertical sidebar on the left provides easy navigation. The sections are organized in a simple way. User Friendly interface. There is clear spacing between sections. All elements are aligned well, providing a structured visual flow. The dashboard's layout is clear and easy to follow from left to right. There is clear spacing between sections, especially in the "Recently Viewed" and "Most Viewed" sections, which gives the page a clean and organized appearance. 	<ul style="list-style-type: none"> The larger, rounded buttons for key functions like "Home," "My Orders," and "Wishlist" make the navigation stand out and are easier to interact with.
Cons	Cons
<ul style="list-style-type: none"> The icons and text in the sidebar are quite small. The sidebar-based layout feels quite outdated. 	<ul style="list-style-type: none"> All key buttons are repeated twice. Compared to version 1, there is less information visible at first glance. The large buttons, while visually prominent, may take up too much real estate, crowding out other content.
Justifications : <ul style="list-style-type: none"> Version 2 unnecessarily repeats the same buttons twice, leading to redundancy and potential confusion for users. Version 2 includes supplementary content, such as bar charts and pie charts, which may not align with customer interests. In version 2 the buttons on the left bar clearly don't seem as the buttons. Therefore I select version 1. 	

Interface name: Terms & conditions

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • Easy to engage with the simple design. • Offers a lot of information in a single view, which is helpful for users who want to read the entire terms without navigating multiple sections. • It is easier to understand because the information is organized into bigger parts with headers. • Font size is easy to read. • This has less white spaces compare to version 2. 	<ul style="list-style-type: none"> • The structure is clear to user. • The information is divided into smaller, digestible sections, making it more readable and scannable. • More space between sections makes the design feel less cluttered and easier on the eyes. • Two-column structure creates a more balanced visual flow and helps users focus on specific information.
Cons	Cons
<ul style="list-style-type: none"> • Everything seems to be blocked together. 	<ul style="list-style-type: none"> • The reduced text may leave out important information that could be essential for users looking for comprehensive details. Font size is too small. • Can't identify easily the headings and contents.
Justifications : <ul style="list-style-type: none"> • Use images to make the design more attractive. • Compared to Version 2, Version 1 uses a more comfortable and easy-to-read font size, which improves readability, especially for longer sections of text. • The layout of Version 1 clearly differentiates between headings and content, making it easier for users to understand the structure of the page and quickly locate the information they need. • Therefore I select version 1. 	

3. P.R. Reid – IT22575944

Interface name: Cart

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • The layout is clean and easy to navigate. • The order summary is detailed with all costs visible. • A specific section for coupon codes can incentivize purchases. <p>Navigation buttons are clear for proceeding or continuing shopping.</p>	<ul style="list-style-type: none"> • The layout focuses on cart contents clearly.. • Product images provide immediate visual confirmation. • Order summary is prominent and helps track costs.
Cons	Cons
<ul style="list-style-type: none"> • Product descriptions are not detailed. • Order Summary being in the bottom of the page might make it hard for ser to find 	<ul style="list-style-type: none"> • No indication of payment methods or next steps is provided. • Missing coupon code entry could limit engagement. • Order summary lacks detailed cost breakdown.

	<ul style="list-style-type: none"> • The interface could get cluttered with many items. • No option to continue shopping is a potential drawback.
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Justifications :

- Version 1 is the more user-friendly design of the two, offering detailed product information with a modern, easy-to-navigate layout that enhances user experience.
- While Version 1 has the order summary from the side makes it easy to see but when adding more items to the cart the design will look cluttered.
- Therefore version 1 was selected.

Interface name: Payment Methods

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • The layout is organized, with bold section titles that make it easy to follow. • Instructions are detailed and easy to understand, guiding users step by step through each payment option. • Contact details are clearly shown, so users can quickly get help if they face payment issues. 	<ul style="list-style-type: none"> • The space between elements is balanced, so the page doesn't look too crowded. • Icons and images help users easily find and choose payment options, especially for credit cards. • The text is spaced out well, making it easier to read without feeling overwhelming. • Contact details are easy to find, so users can quickly get help if they have payment problems.
Cons	Cons
<ul style="list-style-type: none"> • The page has too much text, which might overwhelm users. • There aren't enough visuals, making the page less interesting. • Some areas feel crowded, especially where account numbers and addresses are listed, making it hard to read. • The font size might be too small for some users. • Important information isn't highlighted, making it hard to find. 	<ul style="list-style-type: none"> • If the icons or images fail to load, it could affect the clarity of important information. • Font size might make it hard for some users • All the images being in the side might make some users confuse

Justifications :

- Version 2 is the best choice because of its clean, modern design. It's easy to use, with good spacing and readability, making payment options clear. Images also help guide users.
- While version 1 is professional, its text-heavy nature could overwhelm some users, making it less engaging than Design 2. Therefore, Design 2 is the more effective option for a modern, customer-centric bookstore.

Interface name: Product

Version 1	Version 2
Pros	Pros

<ul style="list-style-type: none"> • The layout is clean and easy to navigate. • Important details like book title, author, price, rating, and availability are clearly shown. • "Add to Cart" and "Favorite" buttons are easy to find, making it simple to buy. • The "Collection" section suggests related books, helping increase sales. • The "Last Viewed" section lets users quickly return to books they looked at before • Many images of the book gives user better idea about the book 	<ul style="list-style-type: none"> • Product details like the title, price, and rating are well-organized and easy to find. • The detailed description section engages users with important book information. • The quantity selector allows users to easily choose how many copies to buy.
Cons	Cons
<ul style="list-style-type: none"> • The design is plain and could use more color or visuals to be more appealing. • There's no filtering or sorting, making it harder to browse large book collections. • There's no user reviews section, which might affect buying decisions since reviews are important 	<ul style="list-style-type: none"> • The design is plain and could use more color or images. • The small images in the "Related Books" section don't grab attention. • There's no option for users to leave reviews, limiting interaction. • The page lacks interactive features like hover effects, which could improve the experience
Justifications : <ul style="list-style-type: none"> • Version 2 offers more visually appealing buttons and design, but it lacks the depth of detail and content found in Version 1. • Version 1 has features like "last viewed" and product recommendations, and uses sliders to show more items, which helps users explore and buy more. • It also shows products with multiple images for a clearer view, so I choose Version 1. 	

Interface name: My-Order

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • The design is clean and shows order details clearly in a simple layout. • It aligns all information neatly, making it easy to read. • The focus on order details reduces distractions. • It uses a familiar layout for order information. • Plenty of white space makes the text easier to read. 	<ul style="list-style-type: none"> • Product images make it easier for users to see and recognize their orders quickly. • Color-coded status indicators (like Pending, Complete, Canceled) help users understand order status at a glance. • Compact grid layout saves space and shows more information in a smaller area. • Modern design with icons and clear organization looks up-to-date. • Interactive features may let users cancel or view their orders.
Cons	Cons
<ul style="list-style-type: none"> • Repeating order details for each entry can seem repetitive, especially for users with many orders. • The design is text-heavy and lacks visual aids like icons or images. • There's no order summary, which would help users handle multiple transactions better. 	<ul style="list-style-type: none"> • Too many visuals and icons might overwhelm users who like a simple design. • Different layouts for order statuses (with mixed icons and spacing) make the design look uneven. • Small text size might be hard for users with vision problems to read.

- The status (like Pending) isn't highlighted enough and lacks color to stand out.
- Missing product thumbnails make the design less engaging and less visually informative.

Justifications :

- Version 2 is more engaging because it has product images and icons, making it easier for users to interact with and recognize their orders.
- The color-coded status indicators in Version 2 quickly show the order status, which is clearer than the plain text in Version 1.
- Even though Version 2 is compact, it shows more details (like product images and payment methods), giving users a better view of their order.
- So, I choose Version 2.

4. Perera M.M.D – IT22581716

Interface name: Refund

Version 1	Version 2
Pros <ul style="list-style-type: none"> • The form asks for details like name, email, and order number, making it clear what information is needed. • A dropdown for the refund reason helps users choose specific answers and avoid irrelevant responses. • Form fields are well-labeled and organized, so users can easily fill them out. • A Captcha checkbox adds security by blocking spam and bots. • here's a section for extra details to help explain unique issues. • The submit button is placed at the bottom, making it easy for users to finish the form. 	Pros <ul style="list-style-type: none"> • The minimalist design makes the form easy to use. • The form clearly asks for details like "Order No.," "Order Date," "Refund Method," and "Amount Requested." • Users can choose full or partial refunds for better control. • The "Detailed explanation" box lets users add more context. • A signature field adds a professional touch.
Cons <ul style="list-style-type: none"> • The form has too many fields, which might overwhelm users. • There are no instructions or help next to complex fields, which could confuse users. • Using a dropdown for refund reasons may not cover all possibilities, making users feel restricted. • The design is plain with no branding or engaging visuals, which might lead to a poor user experience. 	Cons <ul style="list-style-type: none"> • This wireframe misses basic fields like name and email, which could cause confusion and lost data. • Important fields are too small, limiting user input. • No Captcha means the form could be vulnerable to bots. • Basic checkboxes for refund methods might not fully explain options to users.
Justifications : <ul style="list-style-type: none"> • Version 1 has a clean, user-friendly design, making it easy for quick submissions and detailed data collection. It's ideal for tracking refunds and customer service follow-ups while ensuring users can provide all necessary information. 	

- Version 2 is user-friendly but misses important fields and security features found in Version 1. Its amount of information might overwhelm users. Adding brief instructions could help, but Version 1 is more complete and secure, making it better for detailed systems and overall user experience.
- Therefore I select version 1.

Interface name: Wishlist

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • Each book has an image, helping users see and engage with the books. • The "Add to Cart" buttons are easy to find, making it simple for users to buy. • The Wishlist shows important details like book name, author, price, stock status, and actions, so users have all the info they need. • The layout is organized, clearly separating book details, stock status, and action buttons for better readability. 	<ul style="list-style-type: none"> • The design is clean and compact, showing more books without overwhelming users. • It highlights key details (book name, author, price, stock status, and action), making navigation easier. • Without book images, the layout is more compact, reducing scrolling for larger lists.
Cons	Cons
<ul style="list-style-type: none"> • The layout might look cluttered with too much information in one row (images, book details, and buttons), which could overwhelm users. • Large book images and buttons use up space, showing fewer books at once and requiring more scrolling. • Identical button styles might blend in too much; distinct button designs could make them stand out better. 	<ul style="list-style-type: none"> • Without images, users may find it hard to quickly identify books and engage with the content. • The minimalist design might seem too basic and less interesting, making it feel bland. • Lack of images and visual cues can make it tough for users to distinguish between books, especially when scanning quickly
Justifications : <ul style="list-style-type: none"> • Wishlist Version 1 is more efficient and streamlined, displaying more items at a glance and including images. This helps users quickly identify books and stay engaged. • Version 2 reduces engagement by removing book images, making it harder to recognize books. Its cluttered layout also limits visible content without scrolling. Overall, Version 1 provides a more user-friendly and engaging experience. • Therefore I select version 1. 	

Interface name: Gift Cards

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • The page is well-organized with clear sections for traditional and eGift cards, making it easy to choose. • Explanatory text helps users understand the differences between card types. • Users can check gift card balances directly on the page. 	<ul style="list-style-type: none"> • The page displays multiple gift card options with a clear, easy-to-understand layout. • The grid layout shows all options at once, making it easy to view and add cards to the cart. • The prominent "Add to Cart" button is repeated for each card, simplifying the purchase process.

<ul style="list-style-type: none"> • Larger images and separate sections improve navigation and engagement. • Clear "Shop Now" and "Add to Cart" buttons help users take action easily. 	
Cons	Cons
<ul style="list-style-type: none"> • The page may feel cluttered with too many sections, text, and images, overwhelming users. • Shortening the descriptions for each gift card could help keep users focused on purchasing. • Small images reduce visual appeal, which could be improved with larger, more engaging visuals. 	<ul style="list-style-type: none"> • The page doesn't explain the different gift card types, which could confuse new users. • There's no balance-check feature, which was useful in Version 1. • Without descriptions or visuals, the page feels bland and less engaging compared to Version 1.
Justifications : <ul style="list-style-type: none"> • Gift Cards Version 1 offers more depth and functionality with detailed information and a balance-check feature. This allows users to explore options fully and make informed decisions. • Gift Cards Version 2 provides a cleaner, simpler shopping experience but lacks important features like descriptions and balance checks, which could reduce user engagement. • Therefore I select version 1. 	

Interface name: AuthorPage

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • Author images or placeholders make the page visually engaging and help users recognize authors. • The alphabetical bar offers a quick, intuitive way to search for authors. • The interactive design enhances the user experience. 	<ul style="list-style-type: none"> • Shows extra data, like the number of published books, for quick, useful information. • The tabular format focuses on details without distracting visuals. • The minimalist layout lists more authors in less space, reducing scrolling.
Cons	Cons
<ul style="list-style-type: none"> • It only shows author names and images, missing important details like the number of published books. • Focusing on images takes up space, reducing the amount of information visible without scrolling. 	<ul style="list-style-type: none"> • Without author images, the page is less visually appealing and may engage users less. • The search function is there, but it lacks the quick, alphabetized navigation found in Version 1.
Justifications : <ul style="list-style-type: none"> • Author List Version 1 is great for users who prefer a visually engaging experience with author images, making it easier to recognize and interact with authors. It is more enjoyable to browse but lacks detailed information like book counts. • Author List Version 2 offers more data at a glance, focusing on efficiency and clarity, but lacks the visual appeal and engagement of Version 1. • Therefore I select version 1. 	

5. Kumara H.P.K.D – IT22599872

Interface name: Contact Us

Version 1	Version 2
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Pros	Pros
<ul style="list-style-type: none"> Version 1 is more user-friendly than the original UI. Easy to engage with the simple design. Text input fields are very user-friendly. Fewer texts are there. UI background is separated into two sides. •The clear separation between sections enhances readability and user navigation 	<ul style="list-style-type: none"> Version 2 is more user-friendly than the original UI. More attractive to users. Text input fields are very user-friendly. The design has a modern look that might appeal to users who prefer contemporary website designs. The high contrast between the background and form fields enhances readability, making it easier for users to fill out the form.
Cons	Cons
<ul style="list-style-type: none"> Less interactive to users Too much space has been shown Requires more scrolling, which might be inconvenient. May appear less engaging to some users. 	<ul style="list-style-type: none"> The page has more content. Might be less appealing to users who prefer lighter designs. Could be challenging for readability, especially for users with visual impairments.
Justifications : <ul style="list-style-type: none"> Version 2 is the best for this interface out of the two versions I created for the Contact Us page. Because it is more user-friendly and pleasant than the version 1 interface. Version 2 wireframe has buttons instead of a select menu. it helps to save time. The placement of the section and contents is simple for the user to notice and understand. As a result, I believe that version 2 is the best Contact Us interface. Therefore I select version 2. 	

Interface name: Reset Password

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> V1 has a straightforward and clean design, making it easy for users to navigate and find information quickly. The use of consistent fonts and colors throughout the page helps in maintaining a professional look. The content is well-organized, with clear headings and bullet points that highlight key information. 	<ul style="list-style-type: none"> V2 incorporates more images and visual elements, making the page more engaging and visually appealing. The layout is more modern and dynamic, which can attract a younger audience. V2 includes interactive elements like buttons and links that encourage user interaction and engagement.
Cons	Cons
<ul style="list-style-type: none"> V1 may appear too plain and not visually engaging, which could make it less attractive to users. The design lacks interactive elements that could enhance user engagement. The layout might seem outdated to users who prefer modern and dynamic web designs. 	<ul style="list-style-type: none"> The use of multiple images and interactive elements might make the page feel cluttered. More visual elements can increase the page's loading time, potentially frustrating users with slower internet connections. The dynamic design might be confusing for users who prefer straightforward navigation.

Justifications :

- Version 01 has a sleek, modern look with a consistent dark gray theme. The envelope icon next to the email input field adds a nice touch. The lack of contrast between elements might make it harder for users to quickly identify the input field and button.
- uses a lighter theme with a white input field and a darker reset button with Version 02, making it easier to distinguish elements. The more prominent reset button enhances the call-to-action, improving user experience. The absence of the envelope icon keeps the design clean and straightforward.
- Version 02 is the better option due to its higher contrast and improved usability, making it easier for users to navigate and complete the task.
- Therefore I select version 2.

Interface name: About Us

Version 1	Version 2
Pros	Pros
<ul style="list-style-type: none"> • The main content area is well structured, providing clear sections about the website, its story, and locations. • The layout is clean and uncluttered, which can help users focus on the content. • The large header and prominent 'About Us' title immediately draw attention to the purpose of the page. • The use of an image next to text breaks up the content visually and makes it more engaging. • Dividing the footer into four distinct sections helps users find information quickly. 	<ul style="list-style-type: none"> • The use of color, typography, and background images make the design more visually appealing. • Users can easily see the page summary • Two columns for detailed information allow for more comprehensive content about the company without appearing cluttered. • A three-section footer may appear less overwhelming to users compared to four sections. • This design provides symmetry which can be aesthetically pleasing and easy on users' eyes.
Cons	Cons
<ul style="list-style-type: none"> • The design is quite plain and could benefit from more visual elements to make it more engaging. • The text size could be larger for better readability. • There are some empty spaces in the main content that could be utilized better. 	<ul style="list-style-type: none"> • The size of some elements, such as images, could be adjusted for better visual balance. • Icons could benefit more from readjustment.
Justifications : <ul style="list-style-type: none"> • Version 1 has a straightforward and clean design, making it easy for users to navigate and find information quickly and use of consistent fonts and colors throughout the page helps in maintaining a professional look. • Version 02 incorporates more images and visual elements, making the page more engaging and visually appealing. The layout is more modern and dynamic, which can attract a younger audience. • Choosing the best version depends on the target audience and the goals of the website. If the priority is a clean, professional look with easy navigation, version 1 is the better choice. However, if the goal is to create a visually engaging and interactive experience, version 2 would be more suitable. • Therefore I select version 2. 	

Interface name: BookFlix

Version 1	Version 2
Pros	Pros

<ul style="list-style-type: none"> • Ensures immediate brand recognition. • Aids in quick content discovery. • Draws attention to the importance of the “Terms and Conditions.” • Makes reading less overwhelming. 	<ul style="list-style-type: none"> • Offers straightforward navigation. • Allows for quick content access without scrolling. • Improves readability with delineated sections. • Enhances user interaction without cluttering the main content area.
Cons	Cons
<ul style="list-style-type: none"> • Excessive white space can make the page look sparse and less engaging. • Users need to navigate through the menu to find specific content. • Limited options for user interaction, such as printing or sharing. 	<ul style="list-style-type: none"> • The sidebar with multiple options might distract users from the main content. • The structured content sections could be confusing for users unfamiliar with the layout. • Less white space might make the page feel cramped and harder to read
Justifications : <ul style="list-style-type: none"> • Version 01 uses an image to break up the text, making the layout more visually appealing. • The dark sidebar separates navigation elements from the main content. Version 02 offers more white space, reducing visual clutter and making it easier to read. Consistent text alignment throughout creates a pleasing, uniform look. • Considering usability principles such as readability, clarity, and ease of navigation, Version 2 (V2) is superior due to its clean layout and ample white space, enhancing readability without sacrificing information accessibility. However, if user engagement through visual elements is a priority, Version 1 (V1) might be preferred for its dynamic use of imagery and colour contrast. • Therefore I select version 1. 	

Ideation techniques used

- Brainstorming
- Brainwriting
- Mind Mapping
- Worst Possible Idea
- SCAMPER

How the best design was selected

Thilakarathna HMSD - IT22626110

Interface name: Profile

- I began by designing initial profile page interfaces, focusing on identifying and addressing significant usability issues through sketching.
- I presented two design concepts to my team during a meeting and gathered a variety of innovative ideas and suggestions.
- I updated both designs based on the feedback from my teammates. The brain writing method was used to evaluate and justify the strengths of each version.
- We compared the two profile page interfaces to identify their respective advantages and disadvantages.

- The original profile page design had several drawbacks, including an unclear layout, small font sizes, and poorly organized user information.
- We recognized that Version 2 had more visually appealing elements, such as better color contrasts and improved layout aesthetics.
- I designed an interface that was more user-friendly and better organized, making it easier for users to navigate and access their profile information.
- We engaged in additional brainstorming sessions to explore potential enhancements and refine our design approach further.
- After thorough evaluation and consideration of all feedback, Version 1 was selected as the best profile page design due to its superior usability and fewer design issues.

Interface name: Login

- I initially designed interfaces with notable usability issues, creating sketches to visualize potential solutions.
- During a team meeting, I presented two design ideas and collected a range of original suggestions from my teammates.
- I refined both interfaces based on the feedback received from the team. The brain writing process helped in evaluating and justifying the optimal design.
- We compared the two interfaces to assess their strengths and weaknesses.
- The original login page had several issues, including ineffective design techniques, small font size, and improperly displayed "forgot password" links.
- We noted that Version 2 had more eye-catching colors, which was a positive aspect.
- I designed a new interface that was more attractive and clearer in guiding users on their next steps.
- We held additional discussions to explore further improvements, continuing the brainstorming process.
- Ultimately, Version 1 was selected as the best version due to having the fewest faults and the most effective design features.

Interface name: Register

- I started by noting down key points about the interface design. This preliminary step allowed for a structured approach to developing our ideas.
- These initial points were then discussed with my teammates in meetings, allowing us to refine and expand on the concepts.
- I used a mock flow tool to create visual sketches of the proposed designs, which helped in visualizing the layout and functionality.
- I presented these sketch mockups to the team and gathered their opinions on which design variant would be most effective.
- We reviewed Version 1 for its additional features that enhance user-friendliness, considering aspects like design orientation and ease of use.
- It was noted that users generally prefer right-oriented designs over centered ones. Version 1 aligns with this preference, making it more suitable for registration forms.
- Version 1 includes convenient login options like Google, Facebook, and Twitter, which are not available in Version 2. This makes Version 1 more user-friendly.
- Version 1 also provides a brief description of the company, offering users a clearer understanding of the company background.
- Considering all the feedback and features, we concluded that Version 1 was the best choice for the registration page.

Interface name: Home

- I began by jotting down key ideas for the interface design. This initial step helped in organizing the main points and considerations for the page layout.
- I shared these jotted points with my teammates in meetings to gather their insights and refine our approach.
- I created visual mockups of the registration page using a mock flow tool. This helped in visualizing how the design would look in practice.
- I presented the sketch mockups to the team, facilitating a discussion on the merits and potential issues of each version.
- We identified several issues with Version 2, including complicated font sizes, colors, and formatting that made the content difficult to read.
- background images in Version 2 did not harmonize with the font colors, which negatively affected the overall aesthetic and readability.
- Based on the feedback and the issues identified with Version 2, we concluded that Version 1 was the superior option for the registration page.

Dayarathne R.D.T.N - IT22578396

Interface name: Feedback

- To select the best version for the feedback interface, I used sketching, brainstorming, and the Brainwriting process.
- I started by creating designs that included some usability challenges. (sketching)
- Then I shared these designs in a team meeting, which allowed my teammates to suggest new ideas. (brainstorming)
- After getting feedback from the team, I improved both designs based on their suggestions. (brainwriting)
- I carefully compared the two interface versions, noting their pros and cons with members.
- When comparing these two versions we identified that, in version 2 the picture I included can gain more attraction to this website.
- Compared to the original UI the different versions I created are well organized and layouts are very clear.
- Also we identified there are some issues with version one like issues of eye-catching the fonts, and buttons are not darker.
- I added a feature to visible their previous feedback and also they can edit and delete previous feedback they are provided.
- So considering those we decided to choose version 1 as our best version.

Interface name: Tracking

- To select the best version for the tracking interface, I used sketching, brainstorming, and the Brainwriting process.
- I began by creating designs that included some usability challenges (Sketching).
- Then I shared these designs in a team meeting, which allowed my teammates to suggest new ideas (Brainstorming).
- After getting feedback from the team, I improved both designs based on their suggestions (Brainwriting).
- I carefully compared the two interface versions, noting their pros and cons with members.
- We identified in version 2 that the same texts are repeated twice, it is a waste of space and users will be confused by it.
- In Version One, the main issue was poor space management. All elements were arranged vertically, which impacted the user's first impression by presenting limited details at a glance.
- So considering those we decided to choose version 1 as our best version.

Interface name: User Dashboard

- To select the best version for the tracking interface, I used sketching, brainstorming, and the Brainwriting process.
- I began by creating designs that included some usability challenges (Sketching).
- Then I shared these designs in a team meeting, which allowed my teammates to suggest new ideas (Brainstorming).
- After getting feedback from the team, I improved both designs based on their suggestions (Brainwriting).
- In Version 2, we identified that the same buttons were repeated twice, which took up space that could have been used to include additional details.
- Version 2 included bar charts and pie charts that users were not interested in.
- So considering those we decided to choose version 1 as our best version.

Interface name: Terms & Conditions

- To select the best version for the tracking interface, I used sketching, brainstorming, and the Brainwriting process.
- I began by creating designs that included some usability challenges (Sketching).
- Then I shared these designs in a team meeting, which allowed my teammates to suggest new ideas (Brainstorming).
- After getting feedback from the team, I improved both designs based on their suggestions (Brainwriting).
- The Version 2 headings and content in the same font, headings are not bold and can't identify clearly what is the heading and what is the content, but in Version 1 headings are bolded and it can clearly identify what are the heading and contents.
- The picture included in version 1 can gain more user attractions than version 2.
- So considering those we decided to choose version 1 as our best version.

P.R. Reid – IT22575944

Interface name: Cart

- We began with brainstorming sessions to outline the essential features for each design.
- Ideas were refined through detailed discussions with the team, considering the practical and aesthetic aspects of each design.
- Digital mockups were then crafted to visualize how each design would appear on the site.
- These designs were reviewed internally, and adjustments were made based on collective feedback.
- Both designs were tested for usability to identify any issues with navigation or functionality.
- After evaluating the feedback and test results, Design 2 was selected because it provided better control for users, clearer visual confirmation of cart items, and a cleaner layout that enhanced navigation.

Interface name: Payment Method

- First, I analyzed the structure and layout of both designs, focusing on the clarity of payment instructions and ease of navigation. I documented the strengths and weaknesses of each version.
- Next, I paid attention to the readability and use of white space, ensuring that the design allows for clear communication without overwhelming the user with too much text (prototyping). □

Afterward, I assessed the visual engagement by comparing the use of icons and text, recognizing how users could be guided better through images and layout (mind mapping).

- Then, I evaluated how user-friendly the design would be, considering both mobile and desktop versions, looking at potential problems in user interaction on smaller screens (brainstorming).
- Once the pros and cons were identified, I reviewed how well each design communicated security information, such as 3D Secure payments, to ensure customer confidence in the transaction process.
- Finally, I determined that Design 2 had fewer usability issues and offered a more modern, clean, and visually engaging experience, making it the ideal choice for the Payment Method page.

Interface name: Product

- A few ideation techniques, including brainwriting and brainstorming, were used to explore the best design for the product page. Key features such as product display, navigation, and user engagement were prioritized.
- I began by jotting down important aspects of both versions, focusing on how each one addressed the user's needs.
- We then held team discussions to evaluate the strengths and weaknesses of both designs, gathering feedback on usability and visual appeal.
- Mockups were created to visualize how each layout would function and present the content.
- Usability testing highlighted some issues in Version 2, such as smaller images and a lack of sorting, while Version 1 provided a more effective product display with additional features.
- Ultimately, Version 1 was selected for its cleaner layout, better product presentation, and features like "Last Viewed," making it the more engaging and user-friendly option.

Interface name: My-Order

- First, I analyzed the structure and layout of both designs, focusing on the clarity of payment instructions and ease of navigation. I documented the strengths and weaknesses of each version.
- Next, I paid attention to the readability and use of white space, ensuring that the design allows for clear communication without overwhelming the user with too much text (prototyping).
- Afterward, I assessed the visual engagement by comparing the use of icons and text, recognizing how users could be guided better through images and layout (mind mapping).
- Then, I evaluated how user-friendly the design would be, considering both mobile and desktop versions, looking at potential problems in user interaction on smaller screens (brainstorming).
- Once the pros and cons were identified, I reviewed how well each design communicated security information, such as 3D Secure payments, to ensure customer confidence in the transaction process.
- Finally, I determined that Design 2 had fewer usability issues and offered a more modern, clean, and visually engaging experience, making it the ideal choice for the Payment Method page.

Perera M.M.D – IT22581716

Interface name: Refund

- Various ideation techniques like brain writing, brainstorming, sketching, and mock flow tools were used to evaluate the best Return and Refund Request interface.
- Brain writing helped identify key elements for capturing refund data, later refined through team discussions.
- Sketching and mock flow tools visualized both versions, and team feedback focused on usability and feature coverage.
- Version 1 focused on form completeness, ease of use, and security (e.g., Captcha).
- Team feedback favored Version 1 for its comprehensive data fields and better handling of complex refunds.
- Version 2 lacked essential fields and security, making it less suitable for detailed data collection.
- Version 1 was selected for its balance of data collection, user-friendliness, and security.
- Thus, Version 1 was chosen as the best option.

Interface name: Wishlist

- I used mind mapping, sketching, prototyping, and brainstorming techniques were used to create and evaluate two versions of the Wishlist interface.
- I was favored Version 1 because it provided book images, clear "Add to Cart" buttons, and detailed information such as book name, author, and stock status, making it easy for users to engage with the Wishlist.
- But, Version 2 while more compact and easier to navigate, lacked visual engagement due to the absence of book images, making it harder for users to identify specific books.
- After considering the pros and cons, I was selected as Version 1 is the best option because it offered a more engaging, user-friendly experience, with well-organized information and visual cues to enhance usability.

Interface name: Gift Cards

- Used ideation techniques such as brainstorming, feedback analysis, and comparing functionality between Version 1 and Version 2.
- Identified primary features and strengths of both versions based on user needs and business goals.
- Presented pros and cons to the team and discussed which version would benefit users more.
- Focused on user engagement, ease of navigation, and functionality (e.g., balance checking, product descriptions) in the decision.
- Users preferred Version 1 for its clear content, detailed descriptions, and balance-checking feature.
- Version 2, though cleaner, lacked key functionalities like descriptions and balance checking, potentially confusing users.
- Version 1 enhanced user understanding and satisfaction with its detailed content and features.
- Version 1 was chosen as it offers a more complete shopping experience with better clarity and functionality.

Interface name: Author Page

- Used user experience analysis, sketching, and prototyping to select the best Author List interface.
- Identified usability issues and designed two versions addressing these concerns.
- Prototyped both versions, presented them to the team, and made iterative adjustments based on feedback.
- Focused on user-friendly features and visual engagement.
- Version 1 was more visually appealing with author images, aiding recognition and interaction.

- Included an alphabetical bar in Version 1 for easy navigation.
- Version 2 had more detailed information but lacked visual engagement.
- Concluded Version 1 was better due to its engaging design and intuitive navigation, with additional details like book counts to be added later.

Kumara H.P.K.D – IT22599872

Interface name: Contact Us

- In the quest for the most effective Contact Us interface user experience (UX), I employed a combination of design methods, including sketching, brainstorming, and the Brainwriting process. Commencing with the creation of interface designs that deliberately incorporated significant usability challenges (sketching), I presented these initial concepts during a team meeting.
- The collaborative atmosphere led to the emergence of innovative ideas from my teammates (brainstorming).
- After this collaborative feedback, I made refinements to both interface designs, taking into account the valuable input from my team members. The Brainwriting method proved invaluable in providing a structured approach to justifying the selection of the optimal interface version.
- In a thorough evaluation process, I meticulously assessed the two interface versions, meticulously documenting their respective pros and cons.
- Ultimately, after careful consideration, I confidently opted for and defended the selection of version 2 as the most exemplary Contact Us interface. This choice was substantiated by its minimal number of faults, thus ensuring an improved user experience.

Interface name: Reset Password

- Version 02 was selected as the better design due to several key factors that enhance user experience and usability. Firstly, the higher contrast in Version 02, with a white input field and a darker reset button, makes it easier for users to distinguish between different elements on the page. This contrast improves visibility and accessibility, ensuring that users can quickly identify and interact with the input fields and buttons.
- Additionally, the more prominent reset button in Version 02 enhances the call-to-action, making it more noticeable and encouraging users to complete the desired task. This design choice improves the overall functionality and effectiveness of the page.
- Moreover, Version 02 incorporates more images and visual elements, making the page more engaging and visually appealing. This modern and dynamic layout is likely to attract a younger audience and keep users interested in the content.
- However, it is important to note that while Version 02 offers these advantages, it also has some potential drawbacks, such as the risk of a cluttered appearance and increased loading times due to the additional visual elements. Despite these cons, the overall improvements in usability and visual appeal made Version 02 the preferred choice.

Interface name: About US

- To choose the best version, I use ideation tools including brain writing, brainstorming, sketching, and prototyping.
- First, I created interfaces without giving into much design ideas.
- Presented my two concepts at the team meeting, and my teammates came up with several fresh suggestions (brainstorming) and gave better design ideas to do the work.
- Adjusted both interfaces in response to team members' feedback.
- After weighing the benefits and drawbacks of the two user interfaces, I decided that version 2 was the better option because it was better appealing look for the web page as about us web page doesn't need to be very user friendly, rather focuses more on the outlook.

Interface name: BookFlix

- The selection of Version 1 as the best design for the BookFlix page was based on several key factors:
- Version 1 uses images to break up the text, making the layout more visually engaging. This helps in capturing the user's attention and maintaining their interest. Brand Recognition The design ensures immediate brand recognition, which is crucial for establishing a strong brand identity and trust with users. It aids in quick content discovery, making it easier for users to find what they are looking for without feeling overwhelmed.
- The design draws attention to critical elements like the “Terms and Conditions,” ensuring users are aware of important information. Although Version 1 has some drawbacks, such as excessive white space and limited user interaction options, its overall design makes reading less overwhelming.
- The dark sidebar clearly separates navigation elements from the main content, enhancing usability. In summary, Version 1 was chosen for its dynamic use of imagery and color contrast, which enhances user engagement and ensures a visually appealing and user-friendly experience.
- This makes it a strong choice for a platform like BookFlix, where visual appeal and ease of navigation are paramount.

Time schedule (Gantt chart)

Assignment 2

Read-only view, generated on 13 Sep 2024

