# QUESTION 1)

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| --- | --- |
| **User Interface** | **User Experience** |
| The interface is the visual display of the product which is visible to the user for interacting with the main functionality. | It focusses on increasing the customer experience by easy usability and delightful user interaction. |
| It focusses on the visual appearance overall of the product. | The behavior of products when they interact with the users. |
| Examples include button, clickable text or any sort of interaction that a product can have with the user/client. | It is simply the experience that can be marked as good or bad (based on scale provided). And is generally used in the reviews of applications like in Google Play Store. |

# QUESTION 2)

The way a product looks to the user and how a user feels about a product after using it comes under user experience. Visual appearance and the method designed by the system designer after consultation and approval of the company is basically UI of that particular product.

# QUESTION 3)

Before designing the product we need to know what our user wants. This includes what type of market are we targeting and also their constraints or must requirements. This could be done easily as typically SDS Document is prepared which contains the use cases and also the type of clients we are going to target. Also we could arrange several meetups with the clients to know exactly what they want and satisfy them. Also iterative waterfall model should be used to make changes accordingly with each beta tests being conducted in case we are targeting a large market of customers.

# QUESTION 4)

The timeline can easily be determined if we follow SCRUM system, which has been proved efficient by various companies and is also developed after indepth research. In scrum, the technical lead along with the scrum master allocates the time that any activity is going to take. And this method also provides a graphical feedback telling the employees and employers about the status of the timeline being followed.

# QUESTION 5)

Undoubtedly I will go with Adobe Photoshop combined with Adobe Illustrator. We could do amazing stuff with them. I recommend them based on my personal experience of my first internship at SAP.

# QUESTION 6)

The design process that I would follow is the SCRUM technique. I have studied deeply and think that it should be followed everywhere. For the design method I would like to work on techniques that focus more on end users. For it the data must be collected. It can be through interviews, filling of pamphlets or by any other means.

# QUESTION 7)

The next big trend in UX is the customized user interface based on users experience and his past preferences. So each user can have their own personal UI’s according to their needs and their tastes.

# QUESTION 8)

Yes it holds great importance as in the past years there has been an exponential increase in mobile phones that are being used daily. It has become a necessity from an accessory. So if we want a platform with the most users the cellphone market is the one we should hit.

# QUESTION 9)

As this is associated with Google so naturally people will feel more secure because of good word of Google’s services and the security they provide. We could have the trust of people on our side and that is the best thing we could have from business point of view. Associating our one product with google could potentially increase the PR of other products as well.

# QUESTION 10)

Both are interdependent on each other. If we have an easy usability or user friendly usability which does not require a lot of work from user. Example, In IBM’s car the user had to stop the car and it took him 10 minutes to change the channel of radio. This UI design was a huge failure solely because of this fact. Bad usability can greatly effect the success rate of the product.

# QUESTION 11)

Popular user interface is basic Apple UI. They followed the simplistic rule. They created the 3 click rule which is if a thing cannot be accessed with three clicks then there is some fault with the user interface and must be redesigned completely. This earned them millions of users and made their way to the top. I don’t think that they have any fault in the UI they designed but they definitely need upgrading to the latest hardware provided by Intel and Nvidia.

# QUESTION 12)

As a UI designer first I would think of my target audience. Then the next biggest challenge would be what they are expecting from the product that I am designing. This could be solved by various feedback forms or one to one meetings/interviews. Then on the basis of latest techniques and after consultation from my group members, we would start working on wireframes and prototypes and then get their feedbacks accordingly to built a successful and user friendly mockup.

# Day 3 & 4)

# Question 1)

There are various business models like

* consumer to consumer: where the customer interacts with other customers to do some transaction.
* Customer to business: where a single owner handles a large business
* Business to government: when the government is the client of the business

# Question 2)

It establishes a hierarchy and makes decision making easier as each employee knows about their tasks and is well informed about their job role.

# Question 3)

Ecommerce is basically the exchange of products through internet. Whereas in traditional commerce, online transaction is not a must requirement.

# Question 4)

E-commerce is a platform by which people buy products hosted by other people who are common folk not by huge businesses. E-commerce businesses are not responsible for the products that are being sold on it.

# Question 5)

* BigCommerce.
* Magento.
* Volusion.
* Demandware.
* WooCommerce.
* 3dcart.
* Shopify.
* Kibo
* Question 6)
* Supa dupa
* Light cms
* Shopify
* Storenvy
* Jimdo
* Goodsie
* Flying cart
* Volusion
* Tictail
* Airsquare

# Question 6)

1. Amazon

2. Otto

3. Zalando

4. Notebooksbilliger

5. MediaMarkt

# Question 7)

The most important modules are checkout and payment modules. As the customer must trust the website inorder to give their credentials to the website of their hard earned money.

# Question 8)

Each of the sites are big giants in E-commerce business. And they have set well roots in the world. This is mainly because people trust them and are ready to buy from them although the same or even better services can be offered to them by other small e-commerce businesses.

# Question 9)

I want CMS to first start working as I have to select English as my language each time. This is quite frustrating. If Nust could fix this then I would be highly obliged.

# Question 10)

Yes, in my opinion every website needs a content management system to manage their dealings and manage their tasks as efficiently as possible.

# Question 11)

If I were to run a website then I would prefer to have a cms like the management system of bluehost website. They have a really detailed structure in which we can assign the people limited powers/access according to their standing in the business.

# Question 12)

A blog is a subset of cms whereas cms is typically owned by company.

# DAY 5)

# Question 1)

Erp stands for enterprise business planning. It is a software that allow organizations to use a system of integrated applications to manage their business. There are different types of ERP:

* Generalist
* Open-Source ERP
* Vertical ERP
* Small Business ERP

# Question 2)

It increases collective work as people get more close to each other while also increasing security. This also decreases the cost and can comply with the industrials regulations.

# Question 3)

Olap actually is used to summarize data whereas Datamining is used to find hidden patterns in the data provided like in deeplearning we can find hidden features to optimize our data well.