Final Report – Project 2

SEG 3125

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Submitted to

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**First iteration (semantic network, mockups & personas)**

1. Semantic Network

Une image contenant texte, écriture manuscrite, tableau, dessin

Description générée automatiquement

1. Original Sketches

Une image contenant texte, logiciel, Logiciel multimédia, Logiciel de graphisme

Description générée automatiquement

<https://www.figma.com/file/7RK0cJEJaNGPuLK8itNJkW/Untitled?node-id=0%3A1&mode=dev>

1. Persona Descriptions

My Original Persona

Name: Zoe

Goals:

- Zoe wants to be able to browse the website, finds the clothes she likes and add them to the cart. Once added to the cart, she wants a smooth experience for the checkout process with easy-to follow steps.

- To make her shopping experience easier and more enjoyable, Zoe wants filter on the website to only see the type of products she is currently interested in, such as pants in the price range of 45$-115$.

Personas from feedback:

Kai is a "fashionista" (idk if that's the right word), and loves shopping for clothing and keeping up with fashion trends, but they don't have an unlimited budget. They want to see trending items, read up on fashion trends, and buy what peaks their interest. Due to the nature of fashion, they are sometimes interested in simply looking at everything all at once and seeing what stands out, and maybe pick up something they like. Right now, they are only able to filter multiple sub-categories (of a sub-category) at the same time, which does not provide for a good user experience. But, Kai finds a nice blouse, but noticed the colour they wanted was listed as sold out. They want a way to contact support to find out when it will be back in stock.

Emily wants to buy clothes as she likes to try different styles and to stay up-to-date with latest trends. Since she doesn't have much time, she likes to buy it online but she is having trouble with clothing sizes. She wants to be able to talk to customer support in case she needs to return or change what she bought.

**Second iteration (JavaScript draft & Heuristic Evaluation)**

1. First version of the website: <https://jeangabrieldemontigny.github.io/SEG-3125---Website-2/>
2. Changes made:
   1. Removed all the placeholder content
   2. Added Images for everything
   3. Complete overhaul of the Collection page (removed the Carousel for product cards)
   4. Filter menu is now a sidebar in the Men, Women and Collections pages
   5. Added filters for Category, Size and Price
   6. Small modifications to the navbar and footer
   7. Added the Support page after receiving feedback from my peers (this page contains the FAQ and the Chatbox with the Staff – it also tries to match the question by the user to the closest FAQ answer)
   8. Changed the color theme from dark to light – Main colours are now White and light gray
   9. Implement a cart to add product with size selected, quantity and total price
   10. Implemented a basic checkout with the cart
   11. Small changes to the Contact Us page
   12. A few more minors general changes for QOL or UI

**Code for final version**

1. Link to final website: <https://jeangabrieldemontigny.github.io/QLT-Clothes/>

Note: Please open the website with Chrome, some images may be missing on other browsers for some reasons.

1. Github Repo: <https://github.com/JeanGabrieldeMontigny/QLT-Clothes>

**Interactive processes:**

List of 5 interactives processes

* Follow instructions
  + The checkout process is a linear process that needs to be followed in order to purchase any product.
  + Checkout process: Select a product -> Choose size -> Default Quantity is 1 -> Add to Cart -> Proceed to Checkout -> Fill information -> Purchase
* Absorb information
  + Reading the Support or Contact page allow the user to learn more about things such as store locations, return policy, shipping policy, operating hours, etc to learn more about the company and the clothing items.
  + Reading: Go to Navbar -> Click on Contact Us or Support -> (if Support page) click on accordion items -> Read information
* Explore in divergent model
  + Browsing the Men, Women and Collections pages allows the user to discover and explore a variety of products in different categories.
  + Browsing example: Go to Navbar -> Click on “Men” -> Scroll down or apply filters of wanted category product -> Go to Navbar -> Click on Collections- > Explore more product on this page
* Communicate
  + After receiving feedback, I added the Support page to be able to chat with the staff if the user has any questions.
  + Communicate: Go to Navbar -> Click On Support -> Scroll down to the chat box -> (Optional) Switch to Français -> Type in question -> The chatbox will try to answer the user with the most similar answer from the FAQ to the question since there is no actual staff to this website
* Explore with the convergent model
  + It is possible to explore products in a specific price range to find products in order to obtain a price.
  + Explore: Click on Women on the navbar -> Select the 30$ - 50$ filter -> Explore the products in that price range

**My Heuristic Evaluation of my Site**

10 Heuristics list:

1. Consistency

The website is consistent throughout. The colours, layout and fonts are matching everywhere. As example, the Men and Women section below. The Navbar and footer are also always the same and present on every pages.

Une image contenant habits, homme, capture d’écran, texte

Description générée automatiquement

Une image contenant habits, capture d’écran, texte, femme

Description générée automatiquement

1. Familiar language and metaphors

The words used are clear and easy to understand without causing confusion on the meaning. Every user should be able to understand what every button does and the rest of the website follows the normal conventions. Example, the size are “S”, “M”, “L” for small, medium and large which is typical for any clothing website.

Une image contenant texte, Police, nombre, diagramme

Description générée automatiquement

Une image contenant texte, capture d’écran, affichage, nombre

Description générée automatiquement

1. Simple, aesthetic, and functional design

The design is very simple and intuitive. The color scheme respects the 4 colours limit to avoid distracting the user with too many colours. Only the important elements use colours such as action button and filters. The navigation also only contains the necessary elements for a fully functional website. Furthermore, all the information is present and noise is kept to a minimum.

Une image contenant habits, capture d’écran, femme, texte

Description générée automatiquement

1. Freedom and Control

The user is free to do actions and cancel them on the website. Some screenshots are present below to demonstrate this. No actions are ignored, every link leads where it needs to, and each button work correctly. For example, the quantity menu work on the product section and in the cart. The history does stay active for the cart even if you go to different pages. However, it does go away on refresh since not backend is present. In the linear process of the checkout you can go back or close the cart at anytime.



Une image contenant texte, capture d’écran, affichage, logiciel

Description générée automatiquement

1. Flexibility

There are indeed different entry points for different users. The best example of this is the Men and Women sections. The checkout does have some proactivity in the form and will try to enter what your previously entered for your name and email in your browser, and if no previous attempts were made it will save the info of the first attempt the second time you enter your personal information for an order.

Une image contenant texte, Police, capture d’écran, ligne

Description générée automatiquement

Une image contenant texte, capture d’écran, Police, nombre

Description générée automatiquement

1. Recognition over recall

The filters only 3 or 4 items for each category and they are well grouped into different sections for easy recognition. Most of the information is in form of menus, but there is a few instances where the user needs to type something, such as the checkout forms or if he wants to chat with the staff.

Une image contenant texte, capture d’écran, Police, nombre

Description générée automatiquement

Une image contenant texte, ligne, capture d’écran, reçu

Description générée automatiquement

1. Clear Status

It is clearly shown on which option the user is on for multiple elements such as the filters, the size selector, or the item quantity. There is no step counter for the checkout process and that would be a good addition to my website if I had more time, but overall it is still quite intuitive so it is easy to know at which step you are even with the specific step number.

Une image contenant texte, habits, capture d’écran, personne

Description générée automatiquement

1. Error Prevention

The checkout form does contain instructions on what the user needs to enter and there is a constraint applied to the CCV form that limits the input to 3 integers. There is some error prevention present in the checkout forms. The message in the screenshot below will appear if you try to click purchase without filling your personal information.

Une image contenant texte, capture d’écran, Police, nombre

Description générée automatiquementUne image contenant texte, capture d’écran, Police, nombre

Description générée automatiquement

1. Error recovery

There is no link that do not work on my website, so I did not implement any error recovery elements for a page not found. However, the navbar is still present even is the url for the page does not exist, so the user can always navigate back to the main pages of the website.

Une image contenant capture d’écran, texte, logiciel, Logiciel multimédia

Description générée automatiquement

1. Help

The site does not require any tutorial since it is very easy and intuitive to use. There is also a FAQ section in the Support page and a chatbox to contact to staff if the user needs any help.

Une image contenant texte, capture d’écran, logiciel, nombre

Description générée automatiquement

**Internationalization and Accessibility**

Accessibility:

I made sure that the support page contains all elements necessary for a screen reader. The HTML tags for all elements in that page make it easy for the screen reader to locate the content. The image are also described with “alt”. The <strong> tag make important labels some distinguishable for screen readers and the <a> tags are used for enable direct dialing from mobile devices.

Une image contenant texte, capture d’écran, logiciel

Description générée automatiquement

Language Toggle:

I’ve included a language toggle in the Support page. The toggle is for French and English. It translates both the FAQ question and the chatbot. The chatbot will also answer in the selected language.

Une image contenant texte, capture d’écran, Police, ligne

Description générée automatiquement

Une image contenant texte, ligne, Police, nombre

Description générée automatiquement

**References:**

1. Site that inspired me: The Uniqlo website - <https://www.uniqlo.com/ca/en/>
2. Sources:
   1. All the images for the Men section come from Zara: <https://www.zara.com/ca/en/man-tshirts-l855.html?v1=2297854>
   2. All the images in the Women section come from Uniqlo: <https://www.uniqlo.com/ca/en/women>
   3. The rest of the images are either a mix of images from Uniqlo and Zara or free images taken from Unsplash : https://unsplash.com/s/photos/clothing
3. I used components from Bootstrap React for my website

**Appendix 1**

**Review 1: 261 Investments**

Name: Warren

Intrinsic characteristics:

- Expert in financial field, has a master in Finance and Economics

- Is 65 year old

- Very interested in keeping up to date with the current markets news, economics reports and quarterly results of various companies.

Relation to technology:

- Quite comfortable with technology but takes longer than the average user to learn new technologies

A goal: Warren would like to know when the earning reports of a few companies in his investment portfolio are. A section on the website showing when the earning reports date is for a few (could be the top 5 of the fortune 500 for ease of implementation) of the fortune 500 companies would allow him to Plan/Organize his research better and know when to expect movement in a stock based on the quarterly results of the companies in his portfolio.

**Review 2: Classroom UO**

Name: Sarah

Intrinsic characteristics:

- Age 19

- Currently at university for a bachelor in social science and history

- Very bad with direction and gets lost easily.

Relation with technology:

- Very good with technology. Has no problem using or learning new technology.

Goal: - Since Sarah is very bad with directions, she would like to have the directions to some common study spots on the campus in addition to the class finder. For example, the morisset library or the SITE building would be great for her to study between classes. Adding an option to explore the different studying locations would allows her to choose the one nearest to her current class.

**Review 3 :** [**https://www.omnicalculator.com/**](https://www.omnicalculator.com/)

Name: Drew

Intrinsic Characteristics:

- Age: 20

- Currently in University in 3rd year for a bachelor in Physics

- Is a perfectionist and likes to make sure he has all the correct answers before submitting an assignment or project.

Relation to technology:

- Very proficient in the use of technology.

Goal: - Drew would like to have the possibility to open more than one calculator at once so he can compare equations and analyse the results in order to determine which equation provides the correct answer. This could be implemented in the formula page and could include a button to copy the current formula to only change the variables or to input a new formula.

**Appendix 2**

**Review 1**

QUESTION 5 OF 10

Heuristic 5 - Flexibility and Efficiency of Use

YOU TO SUBMISSION #1

There is some entry points on the nav bar to directly go to the products category you wants, which is nice. The best seller carousel on the homepage is great for new user that want to buy the more popular products. There does not seem to be any proactivity completion for user but there is no input required from the user at this stage of development. Adding a "Cart" menu on the nav bar to make accessing it easier would be a nice touch, but it might already be planned since this is only a prototype.

QUESTION 6 OF 10

Heuristic 6 - Recognition over Recall

YOU TO SUBMISSION #1

There is a few filters category that exceeds 4-5 items, but the filter sidebar is grouped into relevant categories and the items seem necessary so I feel that having more than 5 items for one category is justified. The information overall is well grouped into clearly defined product section. Everything on the website currently is in the form of menu which make the navigation quick and simple.

QUESTION 7 OF 10

Heuristic 7 - Clear Status

YOU TO SUBMISSION #1

Currently not many pages are implemented, but the one present clearly show what option/step I am in. The navigation works well until the add to cart option, which is good, and since there is not many steps in the process you clearly know where you are in the linear process to buy a product. The addition of step indication on the checkout process after clicking "add to cart" would be great to let the user know how far along the process they are.

**Review 2**

QUESTION 3 OF 10

Heuristic 3 - Simple, Aesthetic, Functional Design

YOU TO SUBMISSION #2

Love the design, it fits very well the vibe of bakery making fancy cakes. The layout is also very intuitive and the screen real estate is good since it keeps most of the items at the center of the screen. All the information is also present on the website. A change I would suggest is to make the colour on the action more vibrant to really catch the attention of the user since I think they are a bit too light at the moment.

QUESTION 4 OF 10

Heuristic 4 - Freedom and Control

YOU TO SUBMISSION #2

Yes, you are free to do actions and cancel them which is great. None of my actions were ignored. There is no back button in the linear process to request a cake, but it does save your choices so you can go back that way by using the normal back button on your browser. No arrival to unexpected places. Only small issue I had was if I slide the max price slider a bit to the left and then back to maximum on the right it makes all the cakes disappear.

QUESTION 6 OF 10

Heuristic 6 - Recognition over Recall

YOU TO SUBMISSION #2

The only place with more than 5 options for one category is when the user is customising his cake, which is not a problem since it gives more options to the customer and the amount is still close to 5 items. The information on the website overall is well organized.