Design Report

For Introduction to Web Design (DECO1400)

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Introducing the Design Report

This design report is designed for the managers of T-MATE. T-MATE is mainly engaged in the sales of second-hand mobile phones and mobile phone peripheral products. Due to the commercial development needs of T-MATE, it is now necessary to develop online sales business. At the request of T-MATE manager, develop a website for online ordering and sales.

Introducing the Website Topic

This is a website that sells second-hand mobile phones and accessories online. Users who browse this page can place an order and pay online, and then the products purchased by the user will be sent by post.

The website adopts a simple theme, highlights the products, makes the website more technological, and allows users to focus more on the products they need without being distracted by complex interfaces.

Introducing the Target Audience

The target users of the website are adults with purchasing ability. Because they need certain online shopping knowledge, the target users are more inclined to young and middle-aged people.

Navigation & Organisation Systems

Hybrid Scheme (Topical & Alphabetical)

The classification of web page navigation adopts topical classification.

Products are arranged in alphabetical order.

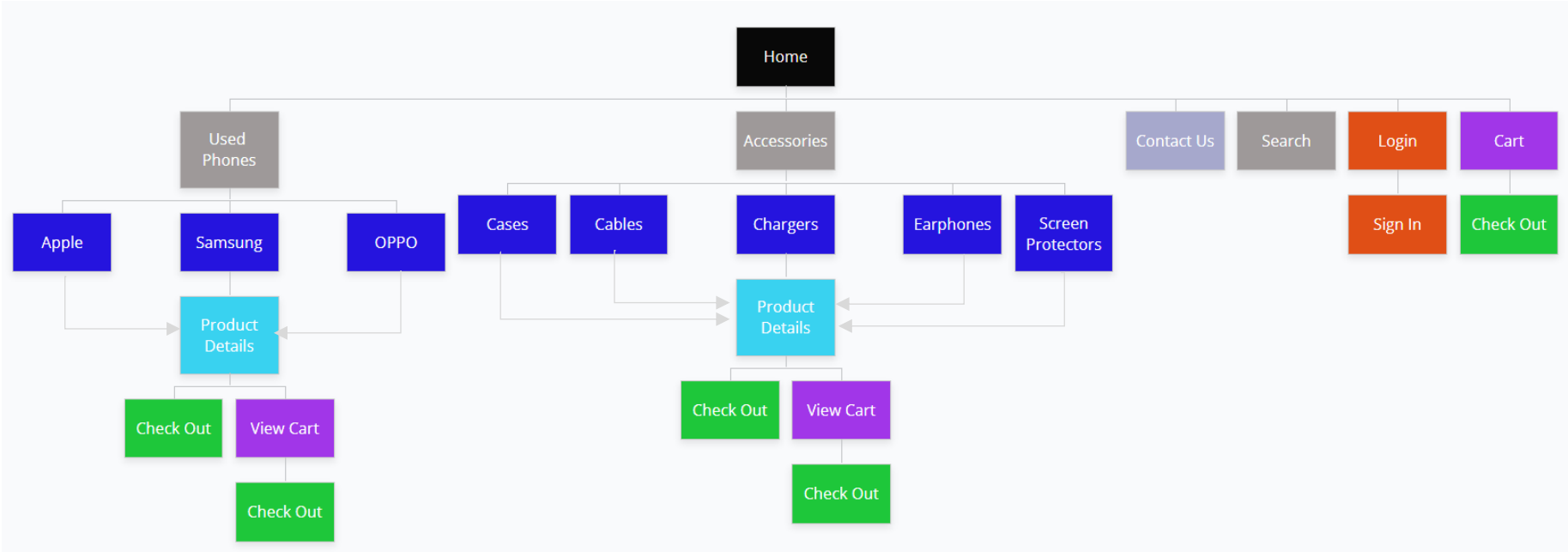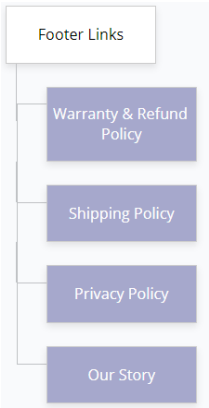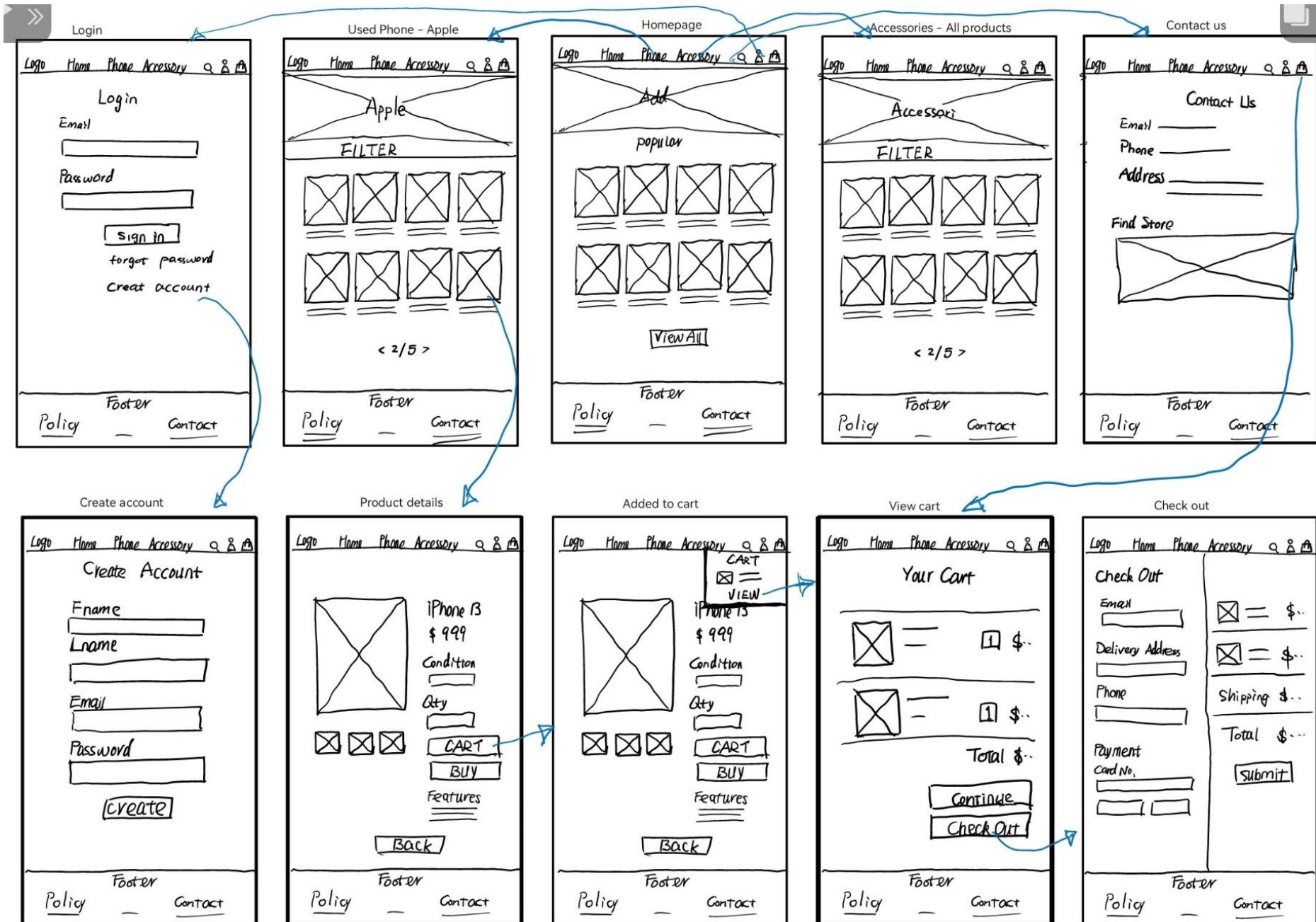The web page adopts Hierarchy Structures

Theme Colour

Font

Open Sans

Site Map

Home

Used Phones — Apple, Samsung, OPPO
- Product Details → Check Out, View Cart → Check Out

Accessories — Cases, Cables, Chargers, Earphones, Screen Protectors
- Product Details → Check Out, View Cart → Check Out

Contact Us

Search

Login → Sign In

Cart → Check Out

	Not a page (dropdown menu)
	Products layout
	Products Details
	content
	User account
	cart
	Check out

Footer Links
- Warranty & Refund Policy
- Shipping Policy
- Privacy Policy
- Our Story

Sketches

Login screen
Logo Home Phone Accessory 🔍 👤 🛍
Login
Email
Password
Sign in
forgot password
Creat account
Footer
Policy — Contact

Used Phone – Apple
Logo Home Phone Accessory 🔍 👤 🛍
Apple
FILTER
< 2/5 >
Footer
Policy — Contact

Homepage
Logo Home Phone Accessory 🔍 👤 🛍
Add
popular
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Policy — Contact

Accessories – All products
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Contact us
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Contact Us
Email ____
Phone ____
Address ____
Find Store
Footer
Policy — Contact

Create account
Logo Home Phone Accessory 🔍 👤 🛍
Create Account
Fname
Lname
Email
Password
Create
Footer
Policy — Contact

Product details
Logo Home Phone Accessory 🔍 👤 🛍
iPhone 13
$ 999
Condition
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BUY
Features
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Policy — Contact

Added to cart
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iPhone 13
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View cart
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Your Cart
1 $..
1 $..
Total $..
Continue
Check Out
Footer
Policy — Contact

Check out
Logo Home Phone Accessory 🔍 👤 🛍
Check Out
Email
Delivery Address
Phone
Payment
Card No,
⊠ = $..
⊠ = $..
Shipping $..
Total $..
Submit
Footer
Policy — Contact

Wireframes

Mockups

Homepage is used to display hot products and scroll through the promotions.

Based on **Recognition rather than recall**, **Flexibility and efficiency of use**

the floating navigation bar is always displayed at the top of the page, the user can always see the navigation bar in the line of sight, and can easily access the personal account and shopping cart.
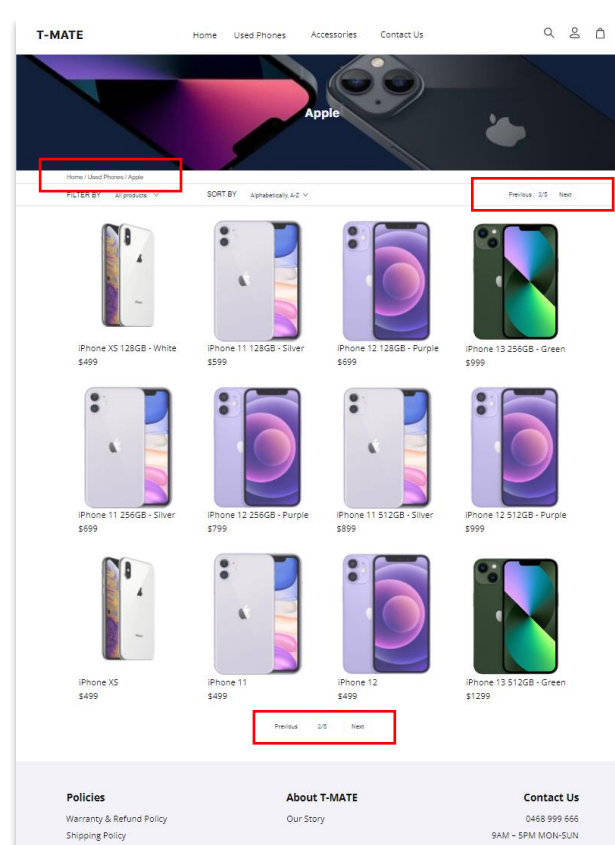
Used Phone(Apple) page is used to browse used phones, users can filter according to their needs.

Based on **Visibility of system status**,

the bar that displays the current web page position and the bar that displays the page number can clearly tell the user what content is currently being accessed and how to jump to view information on other pages.
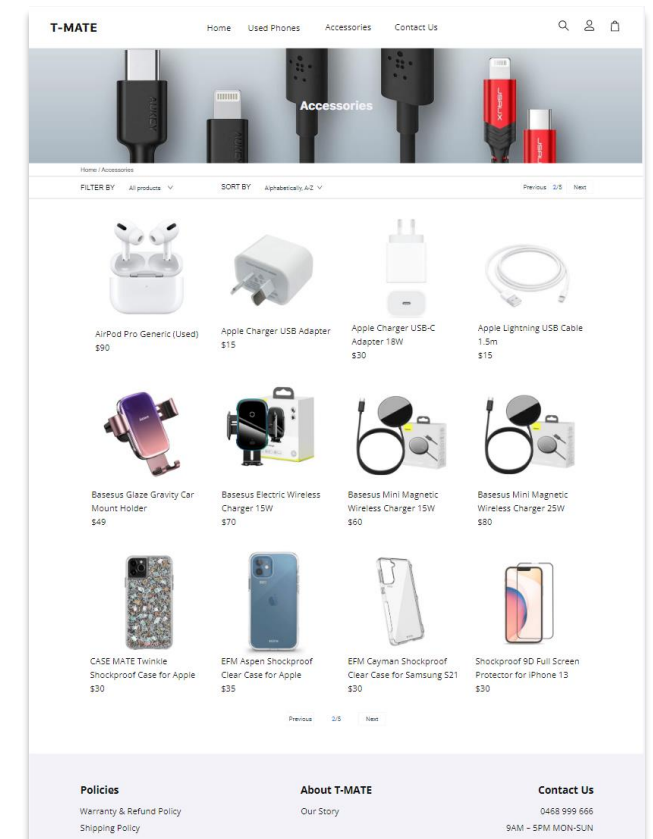
Accessories(All products) page is used to browse accessories, users can filter products.

Based on **Consistency and standards** & **Aesthetic and minimalist design**,

the pages are all in a similar layout, and the displayed products are all in a 4x3 layout, pages and product descriptions contain only the most important information, eliminating redundant information.
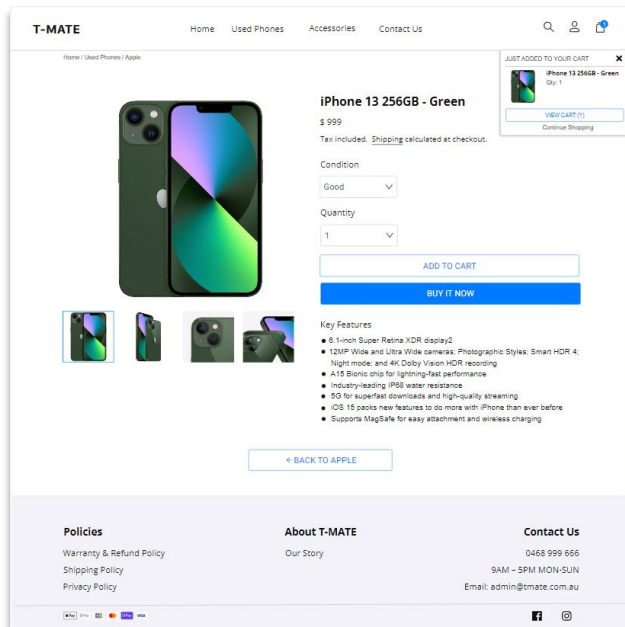
Product Details page is used to display the status, configuration and price of the product, and the user can directly purchase the product on this page or put it into the shopping cart.

Based on **Match between system and the real world** & **User control and freedom**,

the feature description of the product adopts user language and abandons display parameters.

There is an obvious return button at the bottom of the page. When the user mistakenly clicks on an uninteresting product and enters this page, he can quickly return to the previous page.
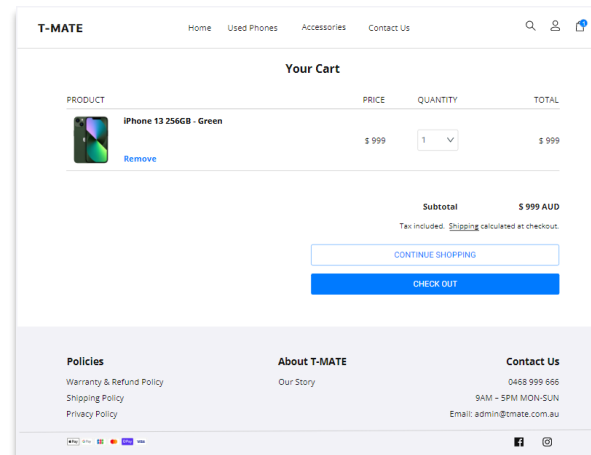
View Cart page is used to display information about the items in the shopping cart.

Based on **Error prevention**,

continue shopping and checkout are marked with two different colours to look distinct, and the checkout button is filled with a solid colour to prevent users from clicking the button by mistake.
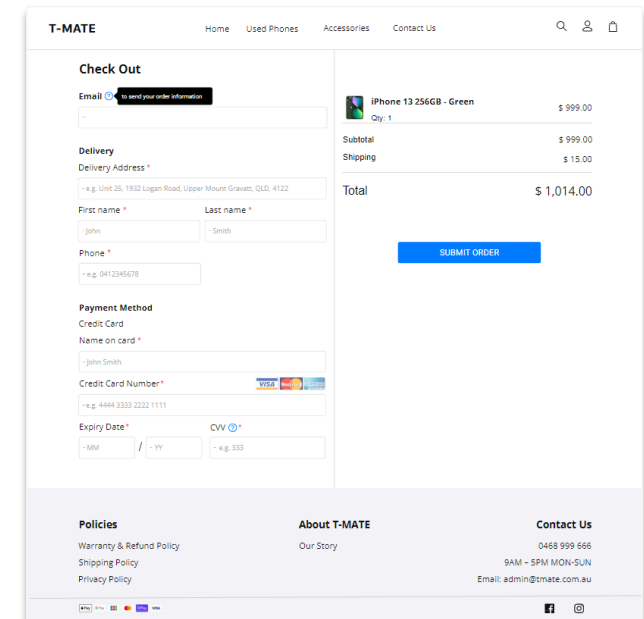
Check Out page is used to pay for the product the user wants to buy.

Based on **Error prevention**, **Help users recognize, diagnose, and recover from errors** & **Help and documentation**

the required content is marked with a red * to prevent users from missing out.

If the user misses an item, when the user clicks submit, the missing item will be displayed in red to remind the user to correct the error.

When the user clicks the ⑦, a prompt message will be displayed, telling the user why or how to fill in the content.

Login page is used to allow users to log in to their personal accounts.

Create Account page is used to allow users to create new personal accounts.

Contact Us page is used to display the contact information of the merchant.

Conclusion

This design report adopts a minimalist design style, which is in line with the aesthetics and usage habits of the target users. The overall design of the web page is also in line with the current trend of electronic products pursuing a refined and simple style. In terms of functionality, it meets the needs of the client to browse products online and place orders. Therefor I think this web design is a success.

The biggest challenge I encountered was the use of the prototype tool, I needed to get familiar with how to use the tool, add effects, and logically link related pages through the use of events, which really took a lot of time.

The next work is to gradually implement the designed web page, but at the same time, it will also face a bigger challenge, that is building a database, because the website needs to access the established database for loading product information and loading user personal information. Therefore, in the future work, I also need to learn the technology of building and accessing the database from the web page.