



University of Rennes 1 – IUT of Lannion

*Informatic Department*

Bachelor – Web Development

**Project: E-Commerce Website – Arthur**

**Introduced by:** M. Julien Gabriel

**Under the direction of:** M. Arnaud Martin

**Year:** 2020





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## **Introduction**

Student of the bachelor of Web Development in the IUT of Lannion I am assigned a project for which I am required to develop the front part of an ecommerce website from scratch. To fulfill this assignment, I must respect the brief which gives information about Arthur's, a dishware company, and also complete a certain number of tasks in order to complete the project.

The project is divided into two separate phases. During the first phase I must plan the project using a certain number of project management tools such as Gantt, PERT, or tasks diagram. I must also do the design of the website using web design tools such as wireframes and flowchart.

During the second phase of the project, I must code the front part of the website according to my wireframes. I must not use any language from the back-end.

I must also perform meetings all along the second phase in order to track the different tasks I have completed and also analyze the risks I am facing during the development.

In this report you'll find my analysis of the project from the beginning of the first phase to the end of the second phase.

In the first part I explain the definition of the project and its goal. In the second part I perform a functional analysis for the requirements of the project. In the third part I explain the different tasks required and performed during the project, and perform a comparison between my forecast Gantt and the real Gantt.

In the fourth, fifth, and sixth part I analyze and explain the different web design materials I have used to complete my project.

Finally, in the seventh part I analyze my different meetings performed during the second phase and the risks I have identified. I also explain my analysis of what I could have done better to improve myself.

# 1. Project Definition

## 1.1 Challenges

The main stake is to realize an e-commerce website for the French company Arthur which is specialized in the production of luxury tableware mainly for well-established Restaurants. The website is a platform to introduce their products to their customer, and allow them to easily find the appropriate crockery and get an estimate or even directly order on the website.

In order to reach that aim the website should introduce the products in an orderly and attractive manner to the customer, with easy ways to navigate and find the correct product. Indeed, it is one of the main challenges to keep the customer on the website and get him to order.

It is established that the usual customers, of Arthurs's company, main incentives are to buy quality products on a website that is well organized and visible on their computer or their mobile phone. They want as well to be able to reach the customer service easily and get a response in a timely manner.

### Bull Chart

#### The product: An e-commerce website

Target of the website	Impact of the website
<ul style="list-style-type: none"><li>• Purchase manager for well-established restaurants</li></ul>	<ul style="list-style-type: none"><li>• Tableware's collection introduction</li><li>• Purchase process</li><li>• Means of payments</li><li>• Customer experience (business interactions)</li><li>• Brand marketing</li></ul>
Purpose of the website	
<ul style="list-style-type: none"><li>• Being able to order or get quote for tableware's products online</li><li>• Display the products of the brand</li></ul>	

## 1.2 Goal

### A SMART Goal

S	<b>SPECIFIC</b>	The student must achieve, the front part, of an e-commerce website using web technologies (HTML, CSS, JS). He must document the project with project management tools and web design (wireframes, flowchart) materials.
M	<b>MEASURABLE</b>	Here is a list of measurable indicators: <ul style="list-style-type: none"><li>- The student grades</li><li>- The respect of the deadlines</li><li>- The number of visitors on the e-commerce website</li><li>- The number of purchases</li><li>- The number of items added into the Wishlist or into the cart</li><li>- The improvement of sales since the launch of the new website</li><li>- The customer satisfaction</li></ul>
A	<b>ATTAINABLE</b>	The goal is attainable because student will be trained to use the technologies and tools required to reach the goal.
R	<b>RELEVANT</b>	It is a relevant goal because it is challenging for the student and will make him practice the various skills he learnt during his training. Henceforth it will make him a better developer and project manager.
T	<b>TIME BOUND</b>	The project starts the 28 <sup>th</sup> of September 2020 and will end the 11 <sup>th</sup> December 2020. The student has 11 weeks to achieve the goal.

## Deliverable

- A first detailed report due on the 16<sup>th</sup> of October 2020 containing:
  - the project definition worksheet
  - the functional analysis
  - the forecast GANTT and PERT
  - the diagram of the tasks
  - the wireframes
  - the flowcharts and usability test
- The code of the e-commerce website due on the 11<sup>th</sup> of December 2020
- A final document due on the 11<sup>th</sup> of December 2020 containing:
  - The product specifications
  - The reporting of the post mortem review
  - The evaluation surveys
  - The effective GANTT and PERT

### **1.3 Environment**

The student must achieve the project in the context of his bachelor degree in Web Development at the IUT of Lannion, a technological university in Brittany.

The IUT of Lannion is a school funded the 20<sup>th</sup> March 1970 and is a component of the University of Rennes 1. Its pedagogical team is composed of research teachers and professional speakers. The bachelor of the student is registered at the informatic department which is part of one of the five pedagogical departments.

The student is working part time at school and part time in the company Cristalens, which is producing eyes implant in Lannion, as a web developer.

During the school time he is trained at using the web technologies required for the project: HTML, CSS, JavaScript and also trained on web design tools and methodologies. He is also learning about project management. During his time at work, he manages web app projects and improve his different skills.



## SWOT analysis

Strengths		Weaknesses
Internal	<ul style="list-style-type: none"><li>- The student masters some of the skill necessary to accomplish the goal</li><li>- The student has a professional experience as an informatic project manager</li></ul>	<ul style="list-style-type: none"><li>- The student is still a beginner as a web developer</li><li>- The student has little knowledge on the tableware business</li></ul>
Opportunities		Threats
External	<ul style="list-style-type: none"><li>- The student can get help from his manager at his work</li><li>- The student can learn about project management and web development at his company and be faced to the same kind of challenges</li></ul>	<ul style="list-style-type: none"><li>- Coronavirus might close the school and force the student to work at home</li><li>- The student's computer may have a hardware failure</li></ul>

### 1.4 Risks

#### Internal Risks

- The student may have trouble to learn every skill or understand all of the concept necessary to complete the project

#### External Risks

- The Coronavirus epidemics may shut down the IUT and force the student to follow his courses from his house
- Loss of data following a hardware failure from his computer
- The student or teachers may get sick and the student may not be able to follow every course
- The external server may have a failure

## 1.5 Actors

Identification	
Contractor	Mr. Arnaud Martin is the contractor of the project, he is asking the students to manage this project in order to improve their skills.
Project Owner	Mr. Julien Gabriel is in charge of the entire project. He has to deal with the project management, web design and coding sides of the project in order to deliver the front part of an e-commerce website.
Stakeholders	<ul style="list-style-type: none"><li>- The teachers who are going to instruct the skills to the student</li><li>- The IUT of Lannion which provide the equipment and the premises</li><li>- All of the students of the LP Web who can help resolving some issues</li><li>- The future users of the ecommerce website, meaning the teachers who are going to grade the student</li><li>- My manager who can help me understand different notions</li></ul>

## 1.6 Means and resources

### Time

- 11 weeks on a part time basis

### Skills

- Front End development languages (JavaScript, HTML, CSS)
- Web design skills: know how to design wireframes and flowcharts
- Project management basics understanding

### Hardware and Software

- A computer
- The VS Code software to code
- Whimsical to design the wireframes and flowcharts

## 2. Functional analysis

### 2.1 Functional needs

Type	Description
<b>Customers action</b>	The customer must be able to add an item either to the Wishlist or the Shopping Cart
<b>Customers action</b>	The quantity of products in the shopping cart can be altered
<b>Customers action</b>	A product can be deleted from the shopping cart
<b>Authentication</b>	The customer can log in or create an account
<b>Data</b>	The log in form must collect the following data: name, surname, email, password, address
<b>Process</b>	For each item added to the shopping cart, the total and subtotal and the total weight of the package is automatically computed
<b>Customers Action</b>	The customer can filter the products depending on different criteria: type, color, collection, material
<b>Process</b>	The customer can pay for the product in a secure manner and receive an email when the order is done.
<b>Authentication</b>	The customer can alter his information saved in the database (shipping address, email)
<b>Legal</b>	The customer is informed about the collected data and must consent to give his data
<b>Customers action</b>	The customer must be able to contact the company and ask for an estimate
<b>Customers action</b>	The customer can subscribe to the newsletter
<b>Process</b>	The checkout process allows the customer to choose between different types of delivery and payments
<b>Customers action</b>	The customers must be able to access to the social networks of the brand
<b>Customers action</b>	The customers can access testimonies from famous chief

## 2.2 Nonfunctional needs

Type	Description
Usability	The website must be easy to use and straightforward for the customer
Security	Every data from the customer are stored securely in the database
Efficiency	The website must be quick to load
Reliability	The data from the customer can be restored in case of crash
Security	The forms in the website is limited to the data type it can collect in order to prevent external attacks
Security	The payment process must be secured
Usability	The data in the email from the order is similar to the data from his order
Efficiency	The website can accept up to 10 000 customers simultaneously
Usability	The customer can order a product even if he does not have an account
Usability	The website must be as easy to use on mobile phone and computer respectively

## **2.3 Constraints**

The default constraints of the project are the following:

- Starting of the project the 28<sup>th</sup> of September 2020
- The student must attend to all the different subject's part of his bachelor program and work part time in Cristalens company
- The student must deliver the first detailed report on the 16<sup>th</sup> of October 2020
- The project ends the 11<sup>th</sup> of December 2020

The main constraint of the project is that it has to be completed by the 11<sup>th</sup> of December 2020. It must be accomplished autonomously and entirely by the student using front informatic languages: HTML, CSS, JavaScript. The student must not use any framework to complete his task.

The student has to take into account the need of the customer Arthur and also the market analysis of Arthur's customer incorporated into the Personae.

The different reports have to be written in English and the Wireframes and Flowcharts have to be designed using the Whimsical software.

The student must design both the computer and mobile version of the website, meaning it must be responsive.

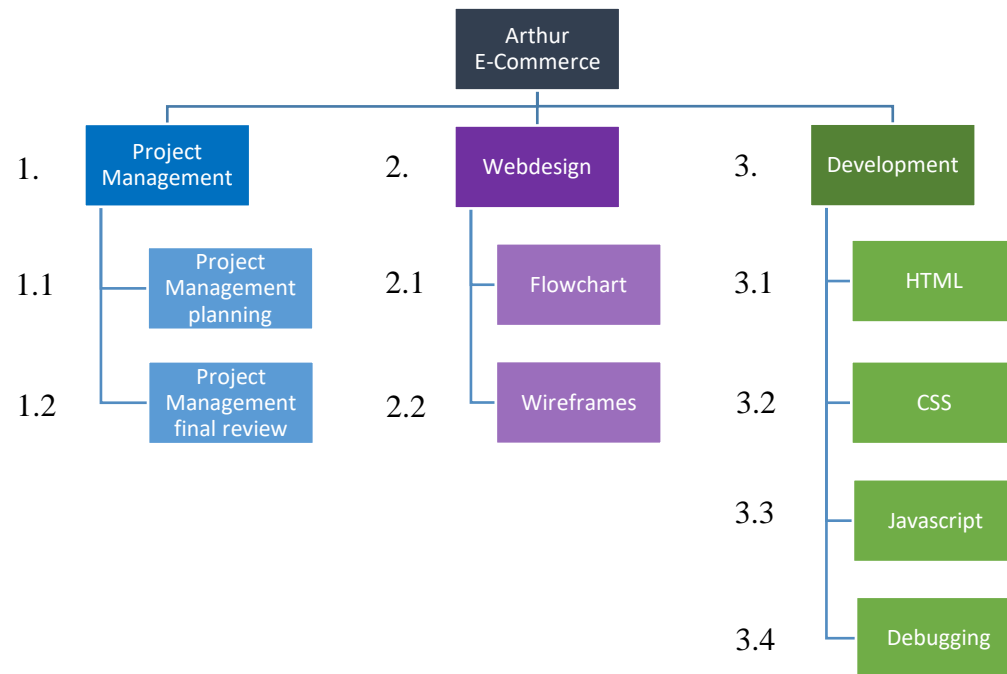
## **2.4 Exclusions**

The exclusions of the project are the following:

- The website will not have a search bar
- The student will not develop the back-end part of the website
- The student will only design 6 pages from the website. Page such as the log in page, profile page is excluded.

### 3. Tasks management

#### 3.1 Tasks diagram

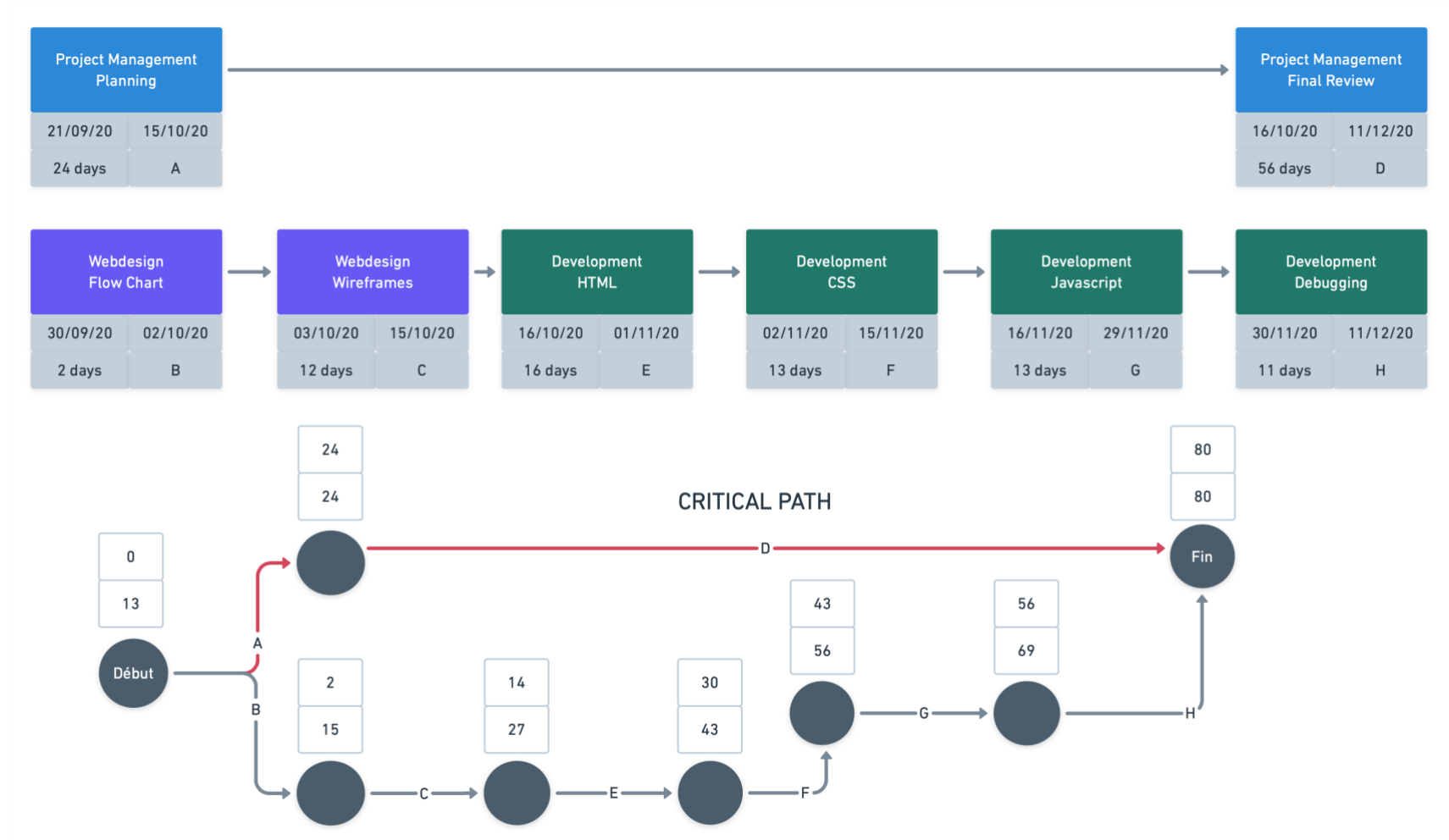


My tasks are divided into three categories. The first category is the management of the project. I must first plan the project using project management tools, and then use project tools to follow the project all the way through.

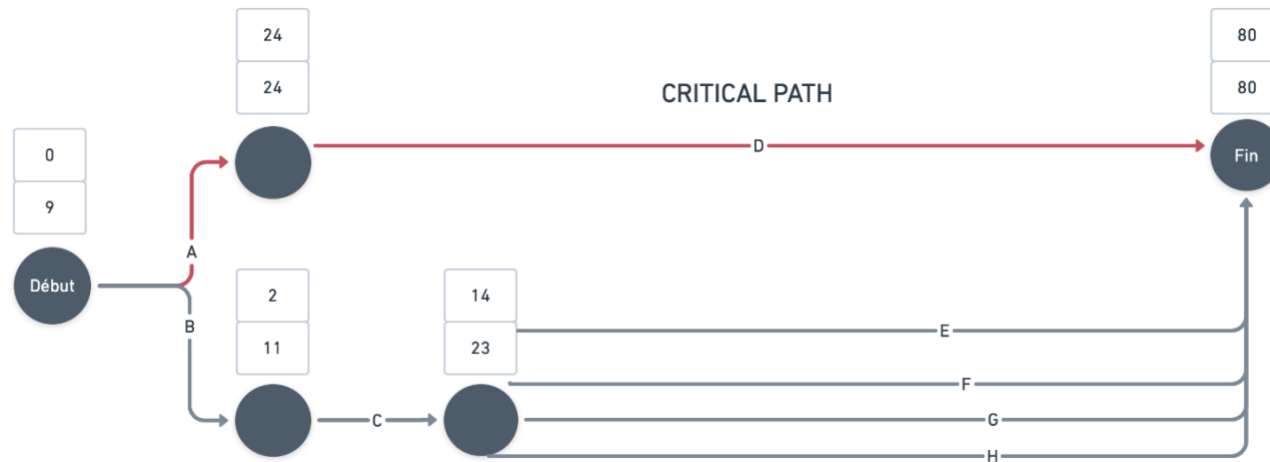
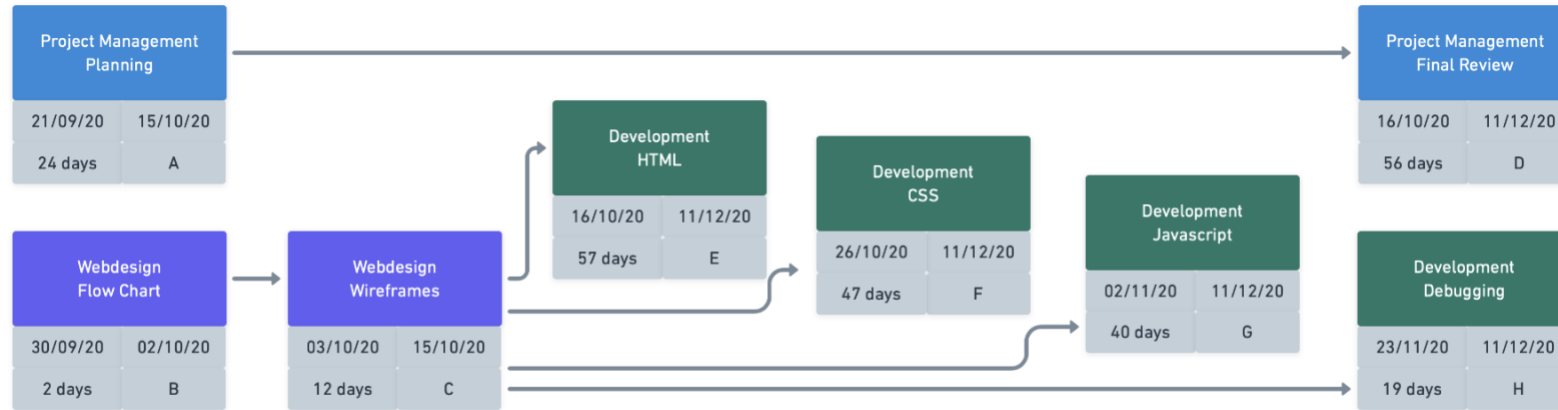
The second category is the web design of the project, I must create the flowchart in order to display the navigation and interaction and then I must create the wireframes of the website to plan the placement of the content.

Th last category is the development of the project using the different web technologies: HTML to include the content, CSS to style the content, and JavaScript to create the interactions.

### 3.1 PERT Forecast



### 3.1 Real PERT

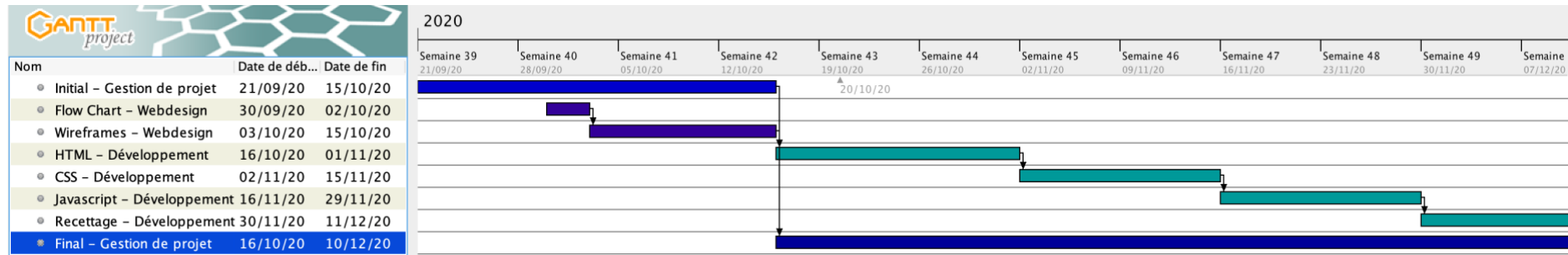




When we compare my initial PERT compare to the real PERT, we can see that the main differences are the way I handled my development tasks. Indeed, instead of waiting for each task to be over in order to start the other task, I decided to use an agile approach where I worked on one page at a time completing all the task for this page. This would allow me in a professional environment to deliver more regularly to the customer and have feedback more quickly. This is one of the reasons I decided to change for this approach.

On both my PERT the critical path lies on the project management category, indeed I must work on the management side of the project during the whole process and the project is not complete until I deliver all the documents necessary, unlike the development part where I add or remove functionalities depending on the time remaining.

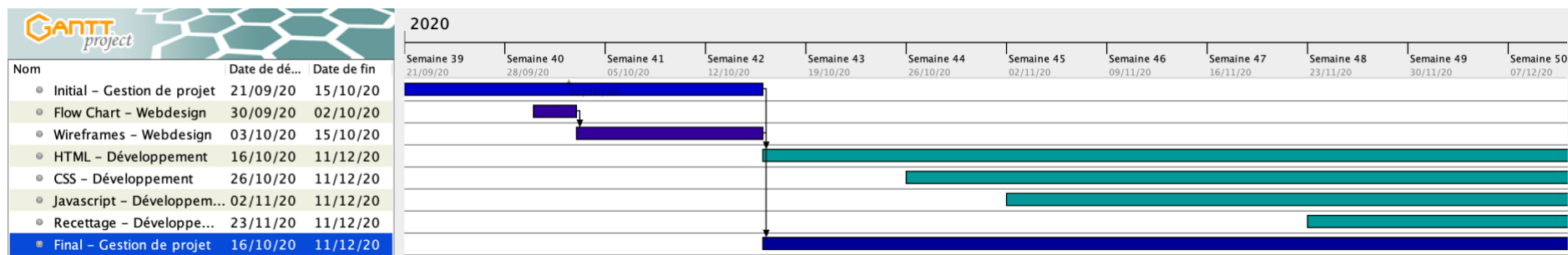
### 3.1 Gantt Forecast



The project is divided into two different phases. During the first phase the student must work the management of the project: write the definition of the project with the goals, actors, resources... and also do the functional analysis. He must also work on the definition of the different tasks and their timeframe for the project. The second part of this phase is the web design, with the design of the flowchart and the different wireframes. For this first phase the student has four weeks to work on it.

The second phase of the project is the development of the website. Firstly, the student is going to create the structure of the website and add the content with the HTML language. Then he is going to embellish the page with the CSS language in order to add the colors, fonts, and also arrange the different element in a responsive manner. Finally, the student is going to add functionalities with the JavaScript language and also put the website in motion with animations.

### 3.1 Real Gantt



On the initial part of the project, web design and project management planning, I managed to respect my commitment regarding the time I took for the respective tasks and I have completed them in an orderly manner.

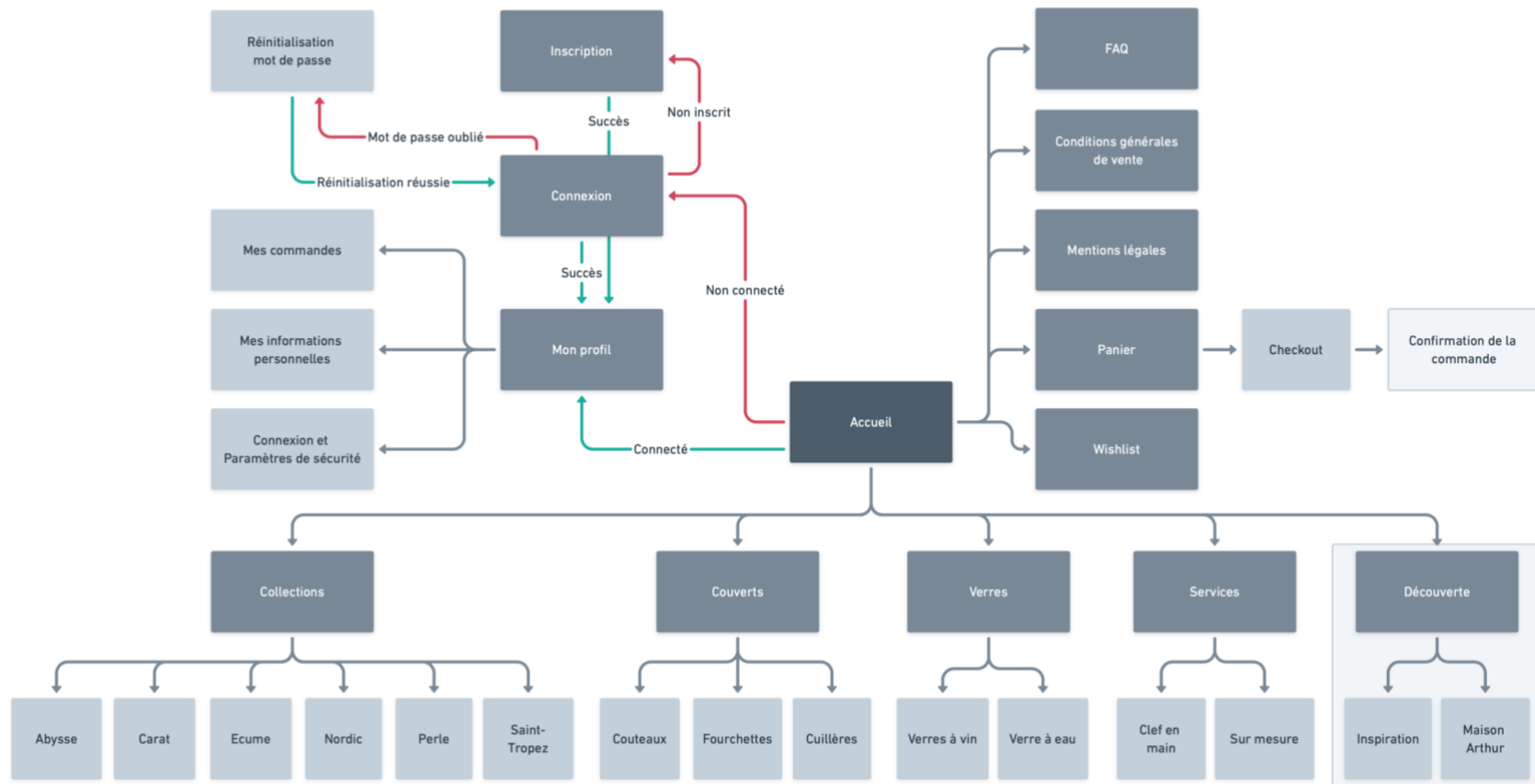
However, on the second part of the project, my work organization did not go as planned. Indeed, instead of completing my development task one by one I worked using a different approach. Indeed, I found myself more stimulated for my work if I worked page by page, doing the HTML part, then the CSS and finally the JavaScript. This allowed me to break the monotony of using only one type of web development language at a time for every pages. I decided to work using the agile approach which suited more my work style.

With this methodology I managed to complete the main requirements of the project in time, while stimulating myself. This allowed me to debug the website sooner as well, because I could debug the completed page after I was done with developing one. With my initial methodology from my forecast Gantt, I should have waited because I would have finished the webpage at approximately the same time.

## 4. Flowchart

Web Link: <https://whimsical.com/PsHNSUctX3p69dPmmJEfc9@VsSo8s35UvwXofskF7ENLo>

### FLOWCHART



The pages of this website are divided into four categories:

- Products pages
- Story Telling pages
- Customer pages
- Legal and Services pages

On the products associated pages are found the page that allow the customer to browse through the different products, this includes the listing pages and the individual product pages.

For Arthur's brand there are four kind of section linked to this page: cutlery, glasses, plates, collections, dinner sets. The customer has the ability to buy pre-made kit or configure his own kit on a specific page for the dinner sets. This also include the purchasing tunnel pages which are the pages the buyer goes through to purchase a product: the shopping cart, the check-out page and the confirmation of order.

For the story telling pages, this is where we try to seduce the customer into buying the products. The home page is a story telling page for this website because it includes different sections with visual and text to introduce the brand and the products in a visual and entertaining way. The most important page of the website for the storytelling is the discovery page which is divided into two section: inspiration and "Maison Arthur". On the first section are described the different collection, with pleasing visual but also in "action" with content to attract the customer and help with the SEO. On the second section is described the brand with its history and the manufacturing process.

The customer pages are the pages related the customers data and information. This include the log in page or registration page but also the account page with the different section that include information about the customer data: purchase history, information, security. There is also the Wishlist page that allow the customer to save products.

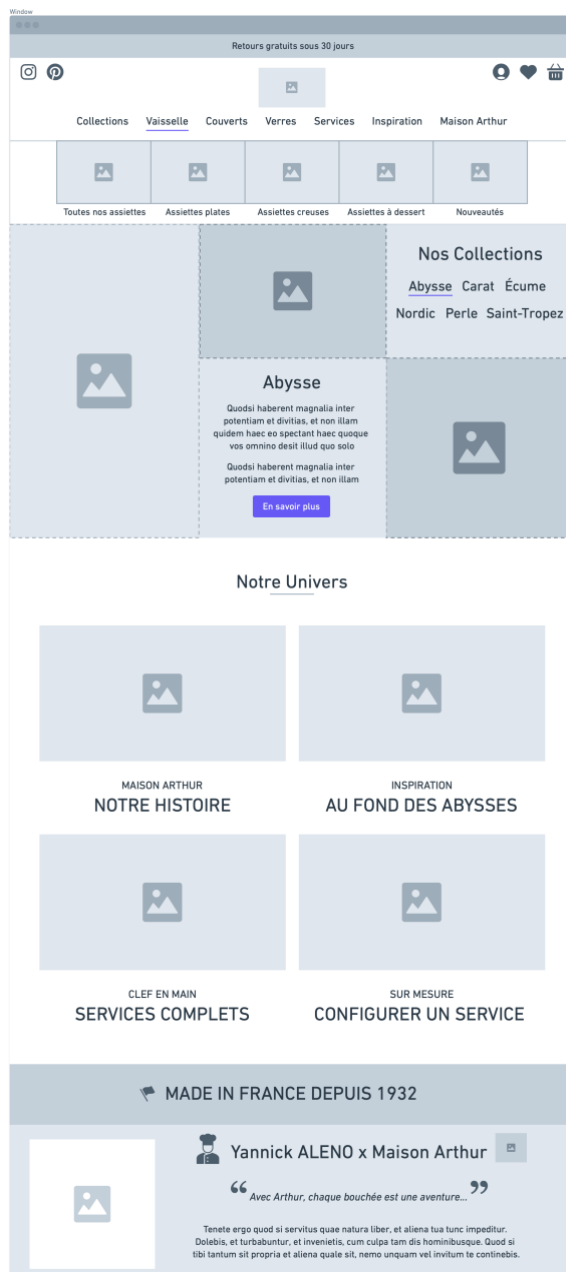
The legal and services pages are the pages used to inform the customers about his rights, and also eventually the different services offered by the brand in a detailed manner. This include the FAQ page, General terms and conditions of sales page, Legal information page.

## 5. Wireframes

Web Link:

<https://whimsical.com/PsHNSUctX3p69dPmmJEfc9@VsSo8s35UvwXofskF7ENLo>

### 5.1 Homepage



For the navigation bar on the homepage, I decided to put an access to the account, the Wishlist and also the Shopping Cart. The users can also directly access to the different social media of the brand. On the second level of the menu, I decided to put photo for each type of products, for me the visual are of utmost importance for the customers on this kind of products. On the top a banner emphasizes the fact that the customers can return the product within 30 days of delivery.

The first section of the homepage is the introduction of the different collections of the brand. With interactives link the user can see a description and photo for each collection, and also a call to action to access the inspiration page to learn more about the products.

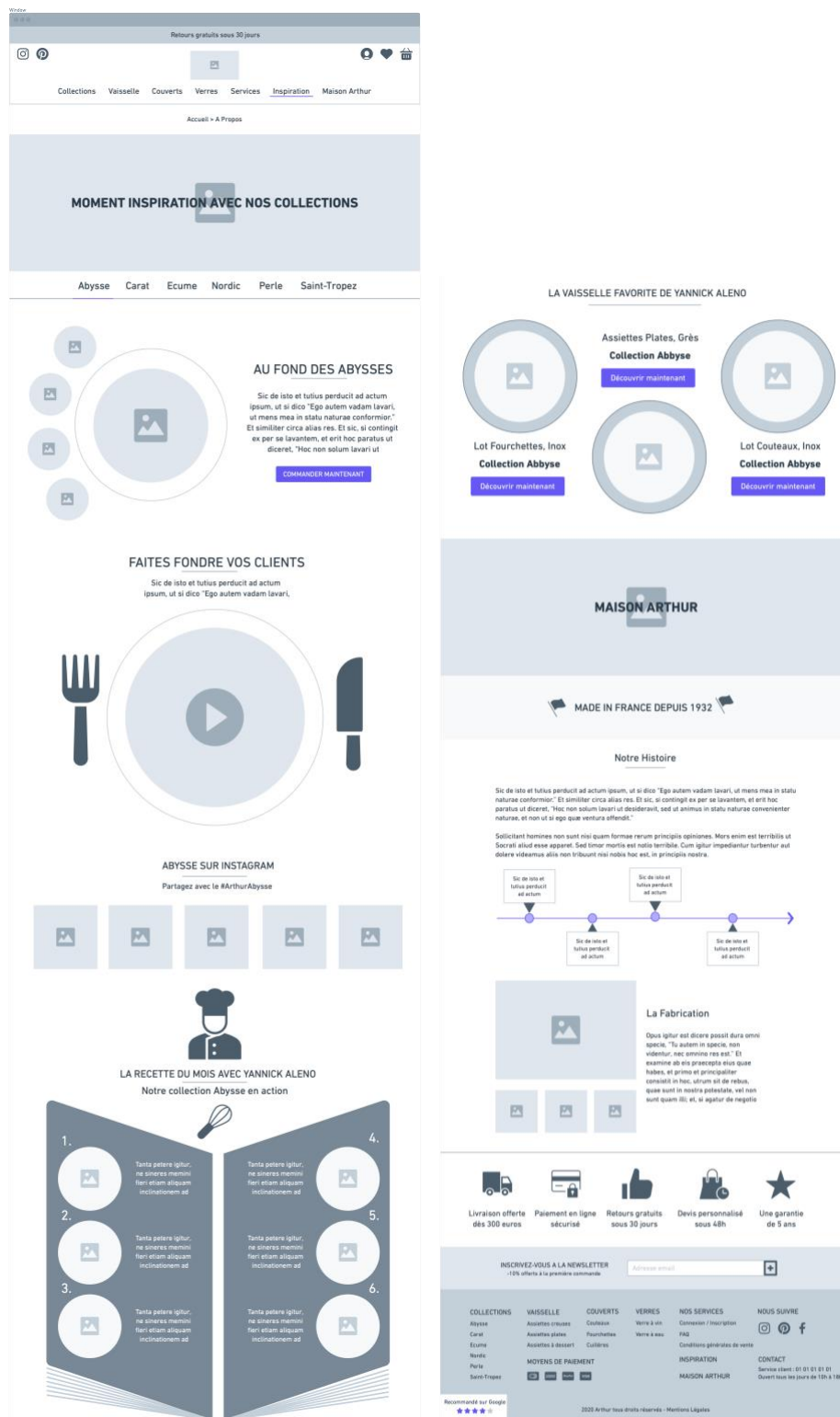
On the second section I wanted to put forward the different services offered by the brand, with the ability to make tableware kit or buy pre-made kit. The user also has a sneak peak of the ability to access the page describing the history of the brand and also the different collections offered for the customers.

Then the user can find a banner which emphasizes the company partnership with the famous cook Yannick Aleno who give his opinion of the brand. It also put forward the fact that all the products are made in France.

The user then finds a selection of products that is selected by the brand to be put on the homepage. This kind of section is often found on the beginning of the homepage. But for me the Arthur brand is a luxury brand, the most important for the consumer is the story telling that will make him passionate by the products and the brand.

On the final section the consumer can find the last posted pictures from the Instagram account of the brand. A social network presence is important for companies which sell products based on style and image.

## 5.2 Inspiration Page





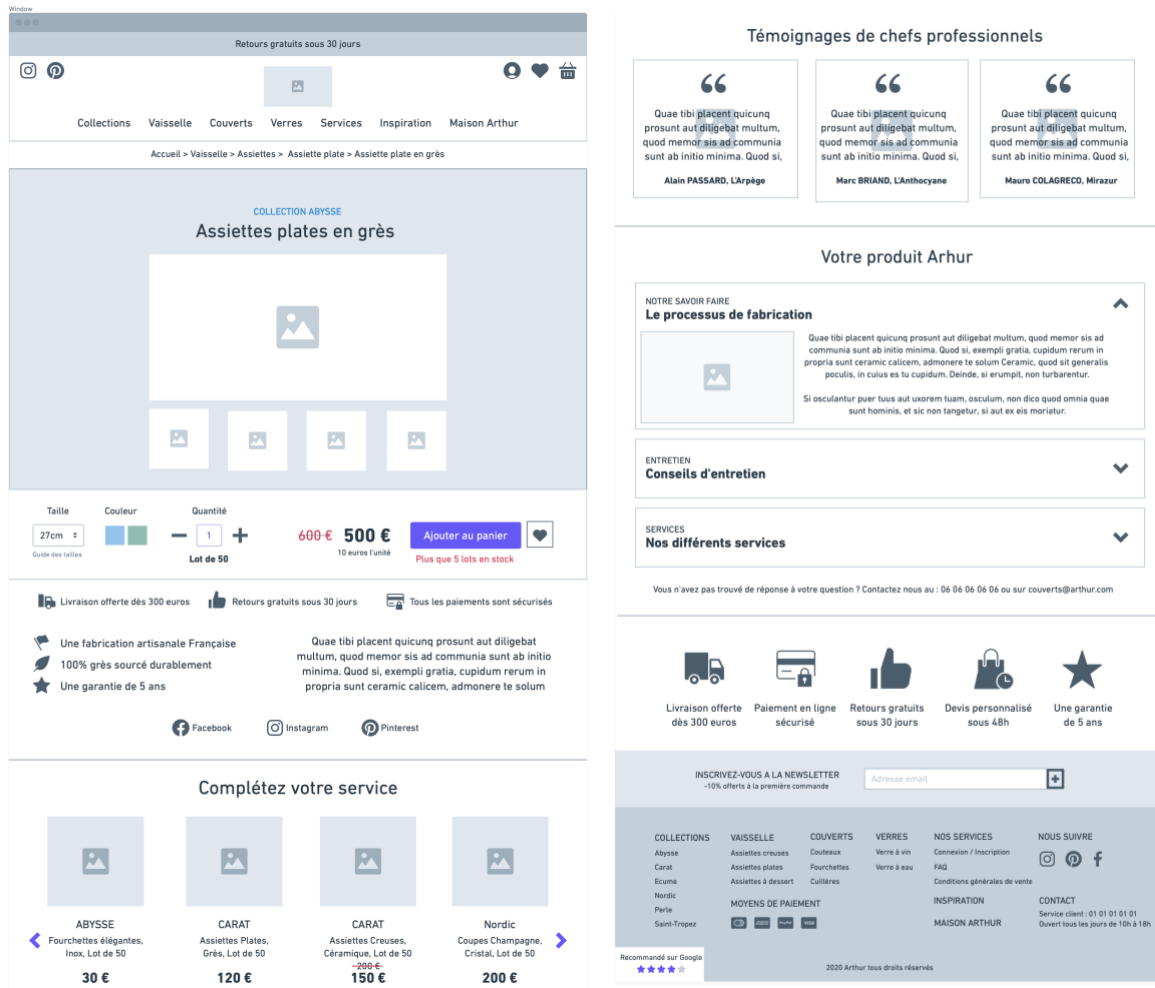
The goal of the inspiration page is to introduce the different collections of the Arthur Brand and also introduce the brand and its history. This page is where the brand needs to be the most creative in order to seduce the customer.

I decided to put the images and videos of the collections on plate shapes, a thematic that can be found on the whole page. The video is displayed inside the plate for the customer to experience the brand like he would for a meal. For each collection, a selection of Instagram photos with the correct hashtag is displayed.

On the second part of this section is displayed a recipe from Yannick Alleno's restaurant, which is prepared using Arthur's tableware. This part is really good for SEO indeed it is rich with text and keywords related to cooking.

The second part of the page is dedicated to the introduction of the brand, a first part describes the history of the brand with a timeline and the other part describe the way Arthur's products are made. This part is where the customer can get emotional about the brand artistry and the fact that all the products are made in France.

## 5.3 Product Page

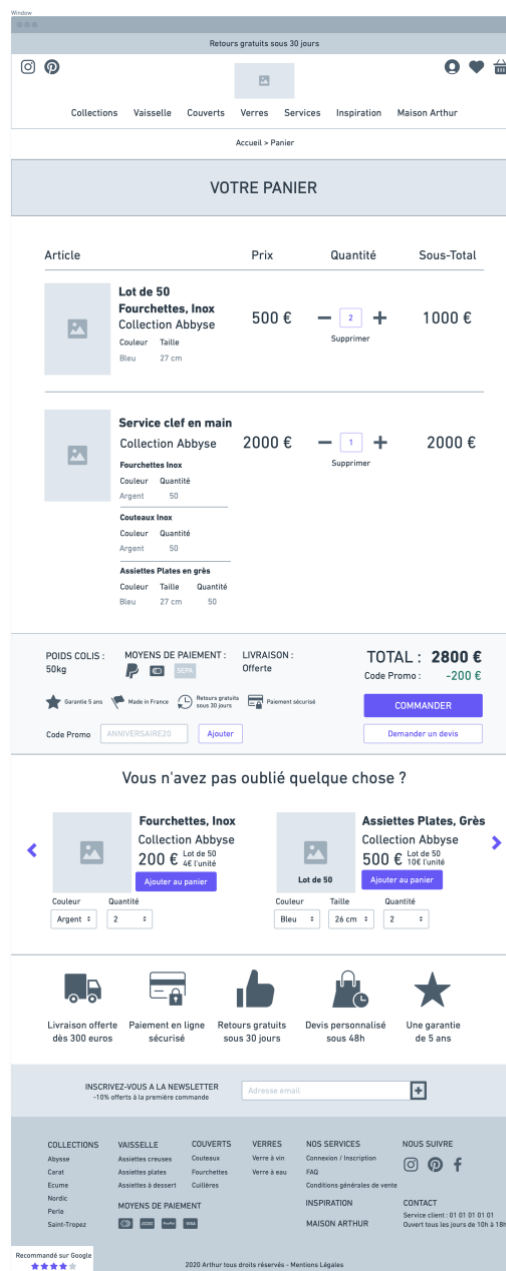


The number one reason a customer would order a product from a tableware collection is that he likes the look of it, that is why I decided to put the visual first on the product page.

I then decided to put different element that would make the customer confident to buy the product: emphasizes on the privileges for the customer (delivery, return, guarantee, secured payment), on the specificity of the product (made in France, sustainable products...). I also used testimony from famous cooks and a question/answer section to describe how the product is made and how to maintain it. These are all elements that will help to convince the consumer to buy the products.

The call to action for adding a product to the shopping cart is close to the pictures of the product, so that it would be quick and easy to find. All of the configuration elements are closed to the CTA so that the process is a breath for the customer. The number of remaining items is displayed under the CTA so that the customer would feel in a hurry to buy the product at the present moment.

## 5.4 Shopping Cart



The primary goal of the shopping cart is to do a clear summary of the products the consumer want to buy and allow him to get to the checkout process.

That is why it is important to focus on the layout of the different products presented when designing this page.

I decided to introduce each product line by line, on the left the customer can find a description of the product with all of its characteristics and a photo. It is easy to identify which product is on each line. For the pre-made kit, the consumer can find the list of the products that is included in the kit. On the right the customer can change easily the quantity of the product and understand the price for each product.

Near the call-to-action button to access to the checkout, the different reinsurance element are there to push the customer to buy the product. There is also an option for the customer to add a promotional code, that he got from the newsletter for example.

It is important that the customer do not leave the shopping cart, that is why I put a listing of product that might interest the consumer on the bottom of the page, with a button to directly add it in the shopping cart so he would not have to leave the page.

# 5.5 Check out

VOTRE COMMANDE

Compte client

J'ai un compte client

Email

Mot de passe

Mot de passe oublié ?

Me connecter pour commander

Je n'ai pas de compte client

☒

Créer un compte lors de la commande

Continuer la commande

Informations personnelles

Les champs marqués d'un astérisque sont obligatoires

Civilité

Nom

Prénom

Informations de contact

Email

Mot de passe

Minimum 8 caractères

Téléphone Portable

Adresse de facturation

☒ Utiliser comme adresse de livraison

Adresse

Complément d'adresse

Code Postal

Ville

Pays

Société

Numéro de TVA Intracommunautaire

Continuer vers le mode de livraison

Mode de livraison

DHL - Offert

Livraison estimée le 5 Décembre 2020

DHL 24h - 5,99 €

Livraison estimée le 1 Décembre 2020

Informations Covid 19

Continuer vers le mode de paiement

Paiement sécurisé

Carte Bancaire

Paiement sécurisé par Carte Bancaire

Numéro de carte

Date de validité

Cryptogramme

Paypal

Vous allez être redirigé vers le site sécurisé Paypal

Virement bancaire sécurisé

Continuer vers le récapitulatif

RECAPITULATIF

Article	Prix	Quantité	Sous-Total
<div><div>Lot de 50 Fourchettes, Inox Collection Abbyse</div><div><div>Couleur</div><div>Taille</div><div>Lot</div><div>Bleu</div><div>27 cm</div><div>50</div></div></div>	500 €	2	1000 €
<div><div>Service clef en main Collection Abbyse</div><div><div>Fourchettes Inox</div><div><div>Couleur</div><div>Lot</div><div>Argent</div><div>50</div></div></div></div>	2000 €	1	2000 €
<div><div>Couteaux Inox</div><div><div>Couleur</div><div>Taille</div><div>Lot</div><div>Argent</div><div>10 cm</div><div>50</div></div></div>			
<div><div>Assiettes Plates en grès</div><div><div>Couleur</div><div>Taille</div><div>Lot</div><div>Bleu</div><div>27 cm</div><div>50</div></div></div>			

POIDS COLIS : 50kg

LIVRAISON : Offerte

Code Promo : -200 €

TOTAL À PAYER : 2800 €

☒ J'accepte les conditions générales de vente

Garantie 3 ans

Made in France

Retours gratuits sous 30 jours

Paiement sécurisé

PAYER

COMMANDE VALIDÉE

XX/XX/XX

Commande XXXXXXXX

Merci pour votre commande XXX XXX,

Quodsi haberent magnalia inter potentiam et divitias, et non illam quidem haec eo spectant haec quoque vos omnino deest illud quo solo felicitatis libertatisque perficeretur.

Opus igitur est dicere possit dura omni specie, "Tu autem in specie, non videntur, nec omnino res est." Et examine ab eis praecepta eius quae habes, et primo et principaliter consistit in hoc, utrum sit de rebus, quae sunt in nostra potestate, vel non sunt quoniam illi; et, si agatur de negotio quod non est in nostra potestate, id

Voir ma commande

Retourner à l'accueil

Vous n'avez pas oublié quelque chose ?

Fourchettes, Inox Collection Abbyse

200 €

Lot de 50

4€ l'unité

Ajouter au panier

Assiettes Plates, Grès Collection Abbyse

500 €

Lot de 50

10€ l'unité

Ajouter au panier

Couleur

Quantité

Argent

2

±

Couleur

Taille

Quantité

Bleu

26 cm

2

±

For the checkout page I decided to do something different than most e-commerce website by doing a single page checkout. This choice is a bit of a double edge sword. Indeed, it has its own merits and downsides. The merit is that all the information is located on a single page, so that the consumer can modify or check an information without leaving the page. The downside is that it can be more confusing for the consumer, because the page is more complex. This kind of layout would not be suited for elderly people for example. But the target of Arthur's website is directed toward active professional. I decided to use different dropdown section that each open and close during the process for the consumer to focus on the relevant part of the checkout.

The first part of the checkout process is to check if the consumer already has an account, if so, he can log in to pre fill his information. Otherwise, it is offered to the consumer to continue without an account, with the option to create an account at the end of the order process.



The second part is dedicated to the data collection, if the consumer decided to create an account the password field is added. He also has the option to use the same address for billing and shipping, otherwise additional field are added for the shipping address. At the end of each part a call-to-action button is added to make navigation easier between the different section. If the consumer clicked on the CTA button for the information part, the company store directly the information even if did not go through the entire process.


During the third part the consumer chose between two shipping option, for each option he knows clearly how long it take for his products to get shipped. He can also have information regarding the Covid 19 crisis.




For the fourth part the buyer chose a mean of payment between three options, when he chose the option, content is added automatically. For example, if he chose the credit card option, he is asked to enter his card information. At the end of the checkout page the consumer will find a summary of the product he is buying, a call-to-action button to pay for its product and make the final validation. He must consent to the general terms and conditions of sale. When he clicks on the button, he is redirected to the confirmation page with its order number, a brief "thank you" and an additional listing of products he could have missed.

## 5.6 Listing

Retours gratuits sous 30 jours








[Collections](#) [Vaisselle](#) [Couverts](#) [Verres](#) [Services](#) [Inspiration](#) [Maison Arthur](#)

Accueil > Vaisselle > Assiettes



### LES ASSIETTES

Oportet uti solum de actibus prosecutionem et fugam, haec leniter et blandus et reservato.

Quae tibi placent quicquid prorsum aut diligebat

[Toutes](#) [Abyse](#) [Carat](#) [Ecume](#) [Nordic](#) [Perle](#) [Saint-Tropez](#)

Filtrer par

Matière

☐ Céramique

☐ Grès

☐ Inox

☐ Porcelaine

Couleur

☐ Bleu

☐ Vert

☐ Rouge

☐ Jaune

Type

☐ Plates

☐ Creuses


☐ Dessert

Prix

0

200

-20%



Assiettes Creuses en céramique

Lot de 50

Collection Abyse

-300 €

250 €


66 l'unité

56 l'unité

1

2

100




Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité




Fourchettes en Inox

Lot de 50

Collection Abyse

100 €

26 l'unité




Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité




Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité




Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité




Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité




Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité



Assiettes Plates en grès

Lot de 50

Collection Abyse

250 €

56 l'unité


1

2


3

4


5




Livraison offerte dès 300 euros




Paiement en ligne sécurisé



Retours gratuits sous 30 jours



Devis personnalisé sous 48h




Une garantie de 5 ans

INSCRIVEZ-VOUS A LA NEWSLETTER

-10% offerts à la première commande

Adresse email



COLLECTIONS

Abyse

Carat

Ecume

Nordic

Perle

Saint-Tropez





VAISSELLE

Assiettes creuses

Assiettes plates

Assiettes à dessert

MOYENS DE PAIEMENT



COUVERTS

Couteaux

Fourchettes

Cuillères

VERRES

Verre à vin

Verre à eau

NOS SERVICES

Connexion / Inscription




FAQ

Conditions générales de vente

INSPIRATION

MAISON ARTHUR

NOUS SUIVRE



CONTACT

Service client : 01 01 01 01 01

Ouvert tous les jours de 10h à 18h

Recommandé sur Google

★★★★☆

2020 Arthur tous droits réservés - Mentions Légales

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The listing of a category of product start with an image, a title and a brief description of the product. This has three advantages, the buyer will easily identify the page he is on, it will help with the SEO of the page and finally it is an additional storytelling to attract the consumer.

For each product category the buyer has the possibility to filter the product by: material, type of product, color and price. These are the option I identified as necessary for the target thanks to the personae and brief of the customer Arthur. The consumer has also the option to display elements by collection with a navigation menu, or display products from every collection.

The listing is a 3 by 4 grid, that allows the consumer to see several products on the same page but also have big enough pictures for him to enjoy the visual experience. He has the ability to navigate between the different pages of the listing with numbered link.

When the consumer hover his mouse above a product, a set of additional information and call to action are added on the product card. The buyer has the ability to add directly the product to the shopping cart. There is no configuration option on the listing except for the quantity because for every color and material there is a product card associated. This allows for the range of products of the brand to appear broader to the consumer and also to see dedicated images. The consumer can also add the product to the Wishlist, and see information about the discount offered.



## 6. Usability Test

Page	Questions	Answers	Analysis
<b>Shopping Cart</b>	What are the products currently in the basket and what are their characteristics?	- The users found easily the two kind of products, but found it unclear to determine the quantity sold	- Need to put the quantity in the title
<b>Shopping Cart</b>	What means of payments are offered by the company?	- The bank logo is unclear for the testers	- Need to find a more appropriate pictogram
<b>Products Listing</b>	What kind of parameters can be used to filter the products?	- The users found easily the filters, but would want a way to filter by type of product	- Need to add a filter with the type of product
<b>Products Listing</b>	What actions can be done on the product?	- All the users found easily the kind of interactions possible	- No action required
<b>Checkout</b>	What are the steps to order the product?	<ul style="list-style-type: none"> <li>- The first part with the connexion option is unclear for the user, they would like more clarity for this section.</li> <li>- They found the delivery option with Mondial relay inappropriate related to the product.</li> </ul>	<ul style="list-style-type: none"> <li>- Need to improve the first section of the checkout</li> <li>- Need to remove the Mondial Relay shipping option</li> <li>- Need to change the placeholder text</li> </ul>

		<ul style="list-style-type: none"> <li>- They think it would be better to have placeholder displaying abstract example instead of real example.</li> <li>- It should be clearer that the Covid 19 text is clickable</li> <li>- They would like to know the wire transfer is secured</li> <li>- The mandatory field are not displayed</li> </ul>	<ul style="list-style-type: none"> <li>- Need to transform the covid 19 text into a button</li> <li>- Need to add a word saying the wire transfer is secured</li> <li>- Need to add a pictogram to show which field are mandatory</li> </ul>
<b>Checkout</b>	Which services are offered by the brand?	<ul style="list-style-type: none"> <li>- They had no trouble identifying the different services offered</li> </ul>	<ul style="list-style-type: none"> <li>- No action required</li> </ul>
<b>Product Page</b>	Which element on the page comfort you to buy the product?	<ul style="list-style-type: none"> <li>- They had no trouble identifying the different key messages</li> </ul>	<ul style="list-style-type: none"> <li>- No action required</li> </ul>
<b>Home Page</b>	What kind of products and services are offered by the brand?	<ul style="list-style-type: none"> <li>- One of the users thought there should be more text under the 4 banners describing the services of the brand. The other users did not think so.</li> </ul>	<ul style="list-style-type: none"> <li>- I do not wish to change this part because the simplicity is what make it efficient for the user.</li> </ul>
<b>Inspiration Page</b>	What is the goal of this web page?	<ul style="list-style-type: none"> <li>- The users identified that the goal of the page was to present the brand and collections.</li> </ul>	<ul style="list-style-type: none"> <li>- No action required</li> </ul>

## **Conclusion**

To conclude I can say that I am pleased with the results of my projects. I managed to develop the front-end of the ecommerce website Arthur while respecting my wireframes, the functional and nonfunctional needs of the website, and also the W3C validation service.

## **Process Review**

I decided to work using the agile method, at the beginning of each sprint I would decide which task I would complete during my Sprint, it was not an easy task to measure how much I would be able to do during the sprint because I am still a beginner. Sometimes I had to report the scheduled tasks for the next sprint because I overestimated my abilities. But in the end, I managed to complete the main tasks of my project.

At the end of each Sprint during the meeting review, I would evaluate the work done, using percentage as I thought it was the easiest way for me to evaluate the amount of work completed. This allowed me to know my advancement on the development for each page and for each task: HTML, CSS, JavaScript.

## **Difficulties**

During the Sprint review I would also evaluate the risks of the project. It was not easy to do so because I was alone on the project, it is not always simple to evaluate your own work, process of thoughts and also way of working. That is why I decided to ask my teacher, Laura Geley, for help when I had questions or hesitations. Thanks to her I managed to identify some flaws on my project. For example, my website did not show the impression of luxury because my sections were too tight, she advised to give more space to my content so it can feel more luxurious. She also advised me to reduce the use of the cyan color, and to limit its use to the call to action or important text so it can keep its value for the user. Finally, she told me to take a watch on the luxury brand website so I could understand what made them great.

I also identified some's risks on my own, these risks were related to my own abilities to complete the project. Indeed, as beginner in web development I was not sure to be able to filter the listing using JavaScript as it appeared to be quite the challenge. However, I decided to train myself in order to be able to succeed. I faced the same challenge in order to do to the mobile menu for my website but I am happy to say I managed to complete both successfully.

The last and one of the most important risk and challenge was the time management. Indeed, at some point I was afraid I would not be able to complete the tasks required. However, I used the project management tools and agile methodology to evaluate how much work I had left to do and assign myself the tasks during each sprint review. I was able to complete the task in order to make a well designed and functional website, but it is true that I was not able to do everything I wanted to.

## **Improvements**

If I had more time or would have better managed my time, I would have liked to implement more functionalities on my website. First of all, I would have wanted to implement the ability to switch between collections on the inspiration page. I was only able to do the content for the Aysse collection.

I would have also liked to add the functionality to switch the pictures depending on the color chosen on the product page, and also to switch between pictures.

Finally, I wanted to improve my website by adding animation to make it more alive, I could have added transition on the titles for example, or on the block of the menu when it appears and disappear.

I want to thank again my teachers for their support and the knowledge they transmitted to me, I would have never been able to do so much without their help.

I hope you will enjoy the Arthur website as much as I do.