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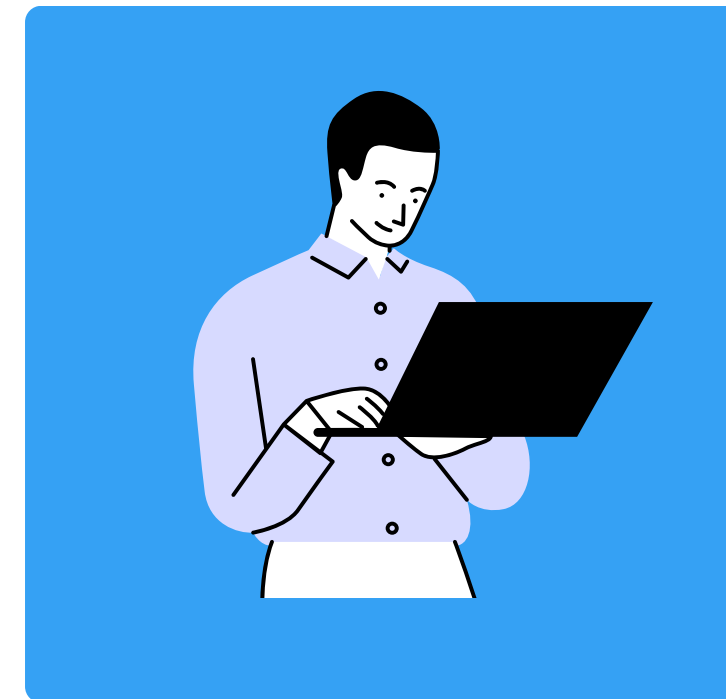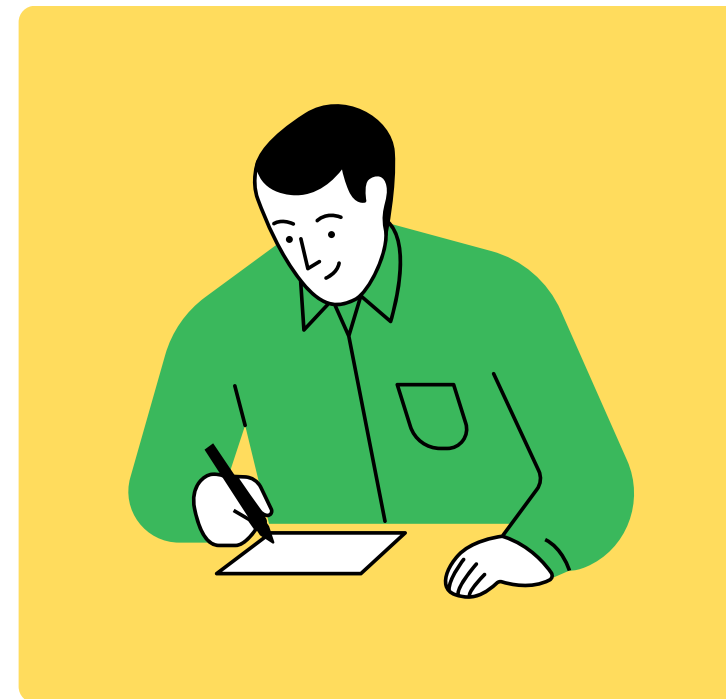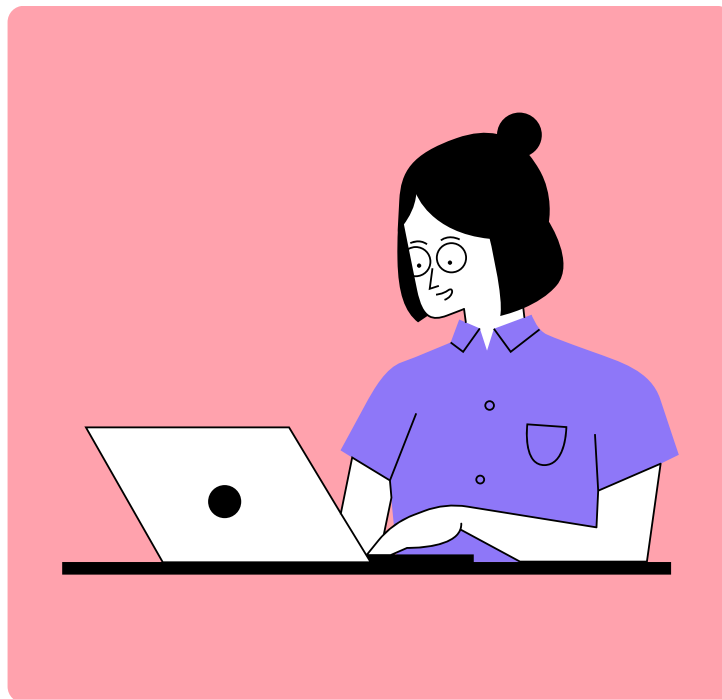# Lab Assignment

BY –
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Concept Development

Organizing concepts and finding connections

1) Brainstorming: During the initial stage of concept development for Urbanic, the team engages in brainstorming sessions to generate ideas and concepts for the project. Tangible deliverables can be idea/mood boards to show visual inspiration, mind maps for interconnected concepts, or concept drawings of potential design directions

2) Research and Analysis: Now, the team conducts research and analysis to assess the feasibility and viability of the ideas generated. Tangible outputs can be user personas (made based on market research and user interviews), competition analysis graphs comparing Urbanic with similar fashion websites, insights into the target audience, market trends, and competitors.
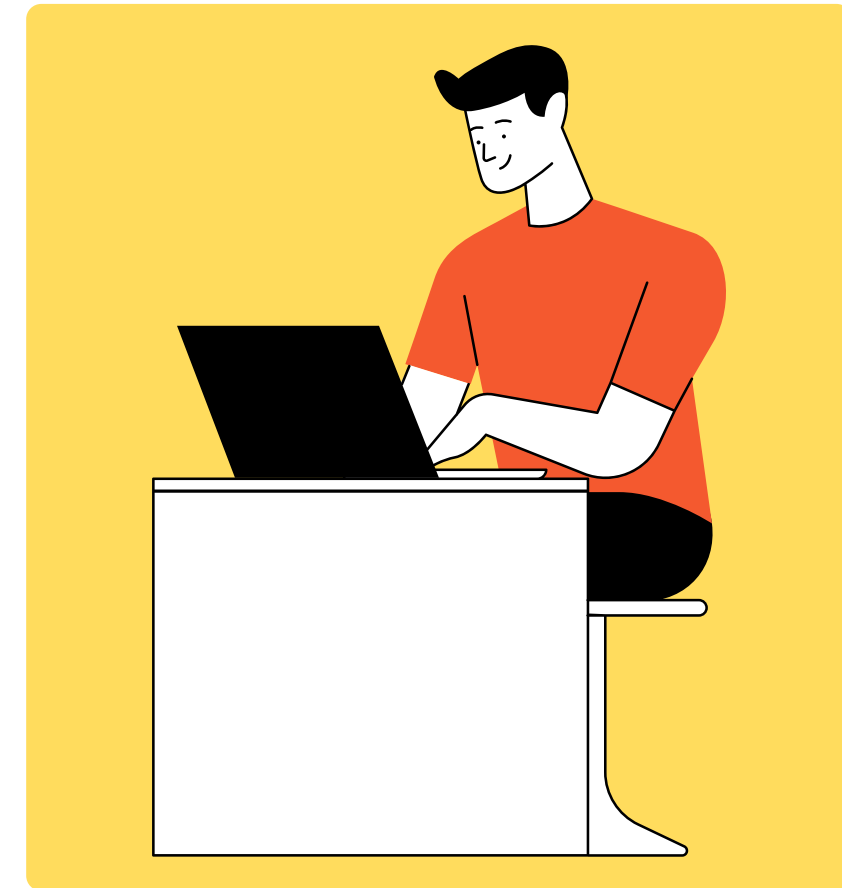
3) Conceptualization: Here, the team refines and develops the most promising concepts generated during brainstorming. They consider factors such as user experience, cost, and technological requirements. Tangible outputs from this stage for Urbanic may include wireframes showcasing the layout and structure of web pages, flowcharts, storyboards, etc.

4) Prototyping: The team may create tangible prototypes using materials like foam, cardboard, 3D printing, etc. as physical representations of the concepts established in the previous stage. They allow us to test and refine the concepts before moving forward with production. The prototypes help evaluate the aesthetics, functionality, and user experience, enabling improvements and adjustments to be made.

5) Testing: The team conducts user testing on the prototypes to gather feedback and identify areas for improvement. Usability testing sessions and feedback forms are tangible outcomes of this phase. It helps uncover any usability issues, navigational challenges, or design flaws, so that Urbanic's website, meets user expectations and provides an optimal user experience.

6) Final Design: Based on the input and feedback obtained during the testing phase, the team proceeds to the final design stage. Comprehensive design specifications are also created, as guidelines for developers to implement the finalized design accurately and efficiently.

7) Production: Finally, the team will move into production, creating the final physical product or service. Physical deliverables from this step may include production plans, materials lists, or assembly instructions.

Digital Prototypes:

High Fidelity(PC Interface)

Low Fidelity (PC interface)

Single Product

Filters Dro...

Filters ▲

Colors
○○○○○○○○○
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Sizes
XXS **XS** **S**
M L XL XXL

Price Range
100 ————●———— 5000

Length
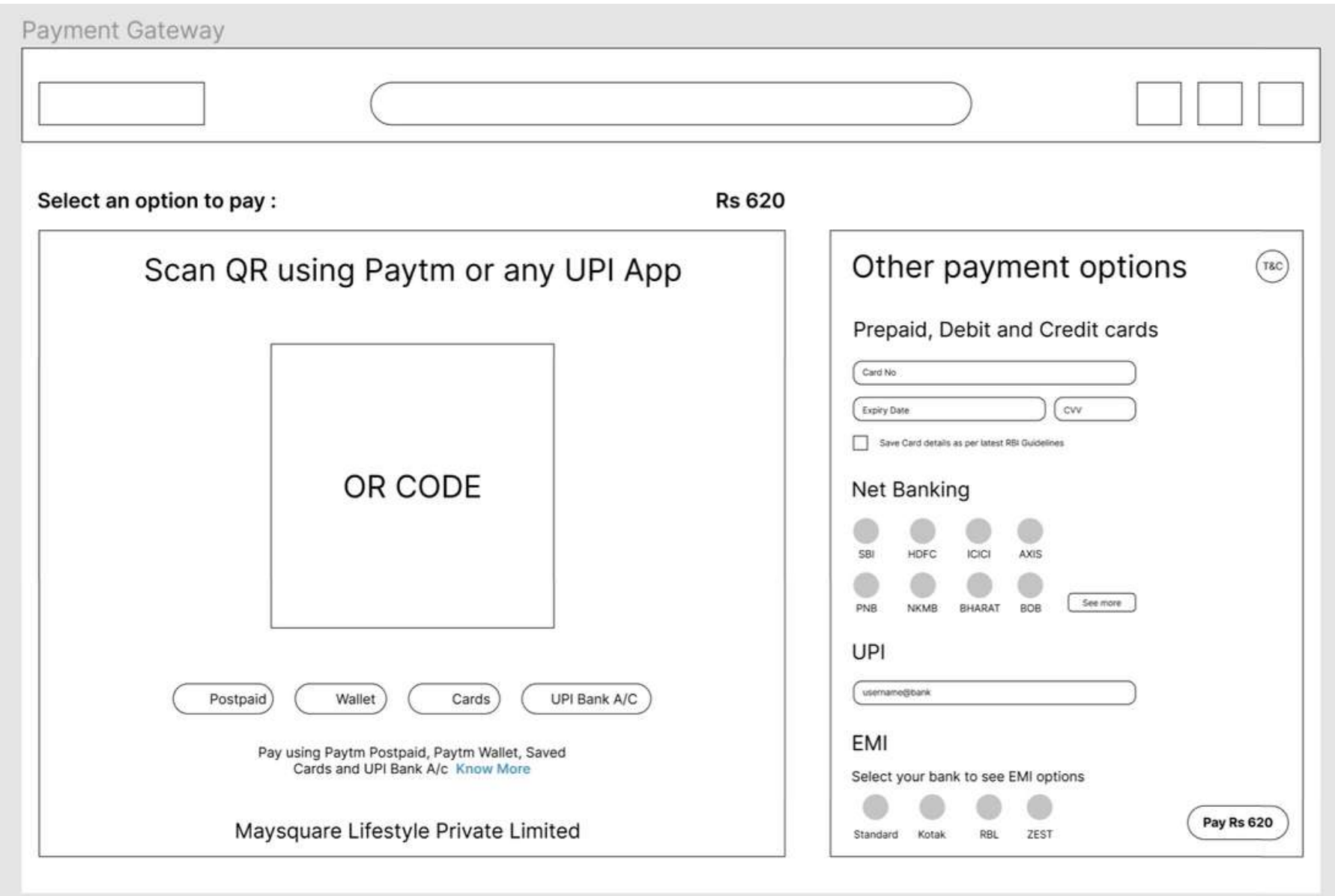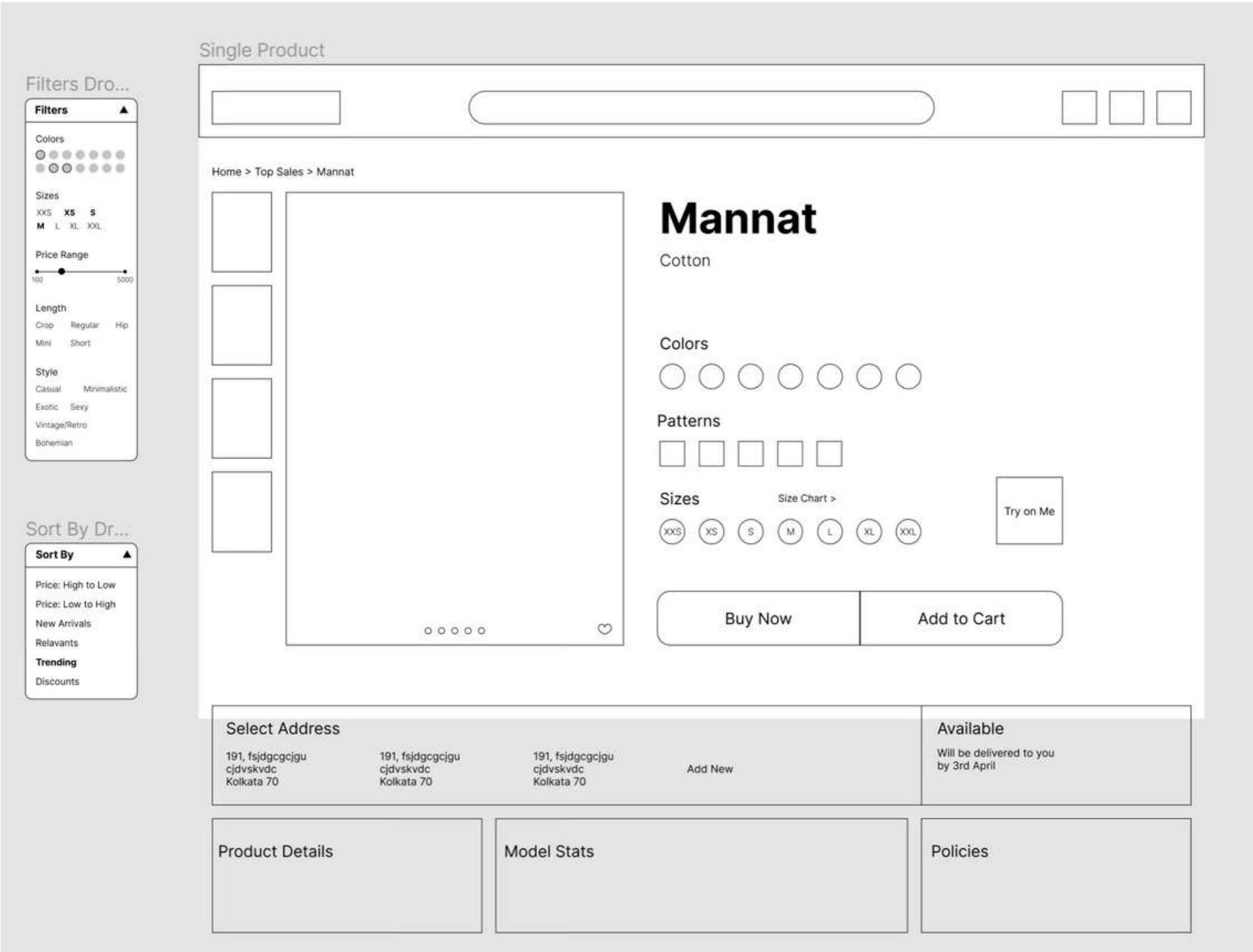Crop Regular Hip
Mini Short

Style
Casual Minimalistic
Exotic Sexy
Vintage/Retro
Bohemian

Sort By Dr...

Sort By ▲

Price: High to Low
Price: Low to High
New Arrivals
Relavants
Trending
Discounts

Home > Top Sales > Mannat

Mannat
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Colors
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Sizes   Size Chart > | Try on Me |
(XXS) (XS) (S) (M) (L) (XL) (XXL)

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| Buy Now | Add to Cart |

Select Address

191, fsjdgcgcjgu
cjdvskvdc
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191, fsjdgcgcjgu
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Kolkata 70

Add New

Available
Will be delivered to you
by 3rd April

Product Details

Model Stats

Policies

Payment Gateway

Select an option to pay :   Rs 620

Scan QR using Paytm or any UPI App

OR CODE

(Postpaid) (Wallet) (Cards) (UPI Bank A/c)

Pay using Paytm Postpaid, Paytm Wallet, Saved
Cards and UPI Bank A/c Know More

Maysquare Lifestyle Private Limited

Other payment options   (T&C)

Prepaid, Debit and Credit cards

| Card No |

| Expiry Date | | CVV |

☐ Save Card details as per latest RBI Guidelines

Net Banking

○ ○ ○ ○
SBI HDFC ICICI AXIS

○ ○ ○ ○   [See more]
PNB NKMB BHARAT BOB

UPI

| username@bank |

EMI

Select your bank to see EMI options

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Standard Kotak RBL ZEST

Task Flow Diagram

Mapping the Path to Seamless User Experiences

Task Flow diagrams

A task flow diagram, also known as a user flow diagram or process flow diagram, visually illustrates the sequence and steps involved in completing a specific task or process. Its the path a user takes to achieve a desired goal or outcome within a system or application.

They are valuable tools for understanding and analyzing user interactions, identifying potential bottlenecks or areas of improvement, and ensuring a smooth and intuitive user experience. They provide a visual representation of the logical sequence of steps, helping designers, developers, and stakeholders gain insights into the user's journey and the overall usability of a system or application.

Here, we have created a task flow to outline 4 different entry points a user may take into the website to check out a summer dress: Google Search, e-mail newsletter, Facebook ad banner and a review from a fashion website.
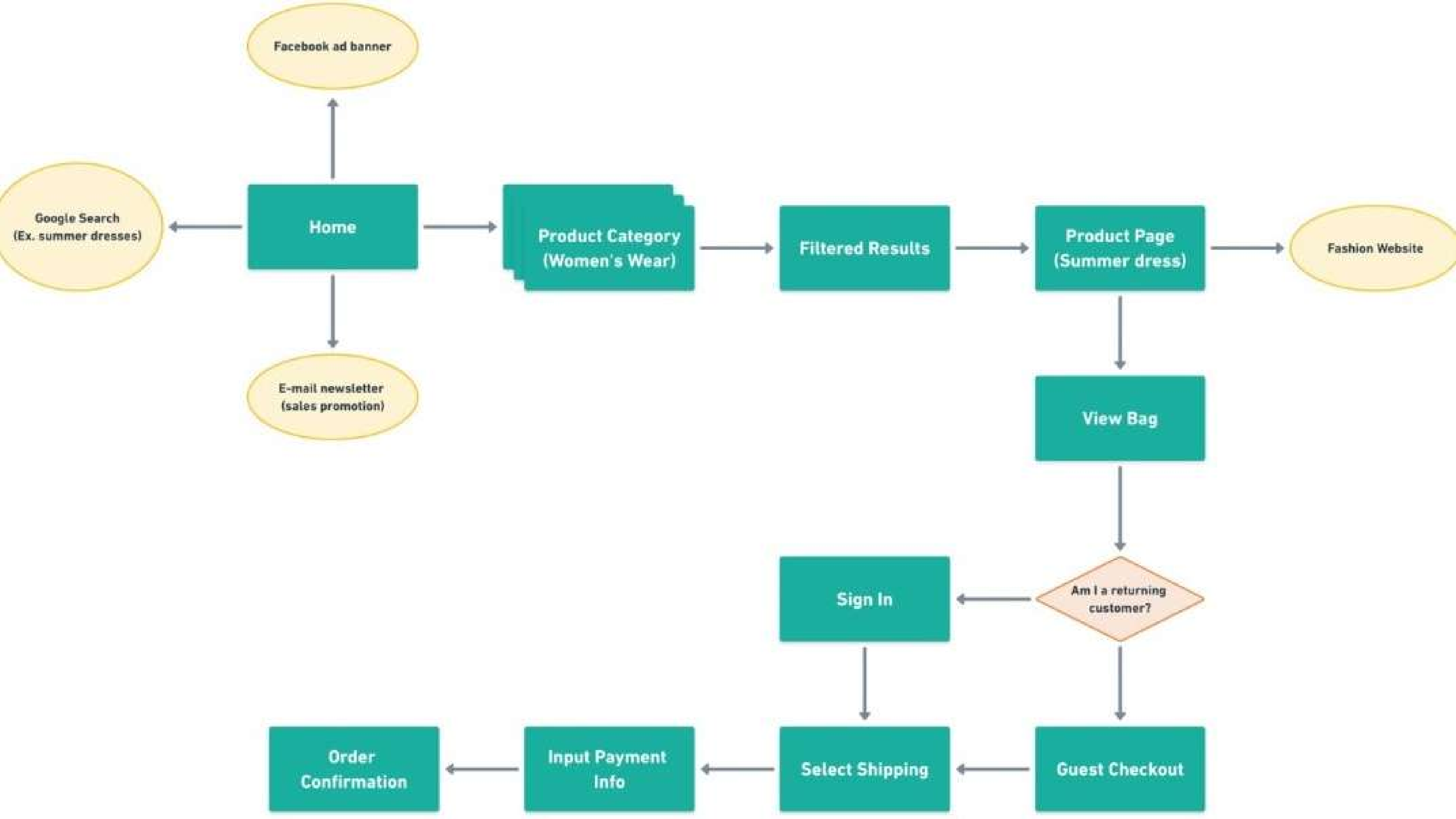
AFFINITY DIAGRAMS

The affinity diagram organizes a large number of ideas into their natural relationships. It is the organized output from a brainstorming session. Use it to generate, organize, and consolidate information related to a product, process, complex issue, or problem.
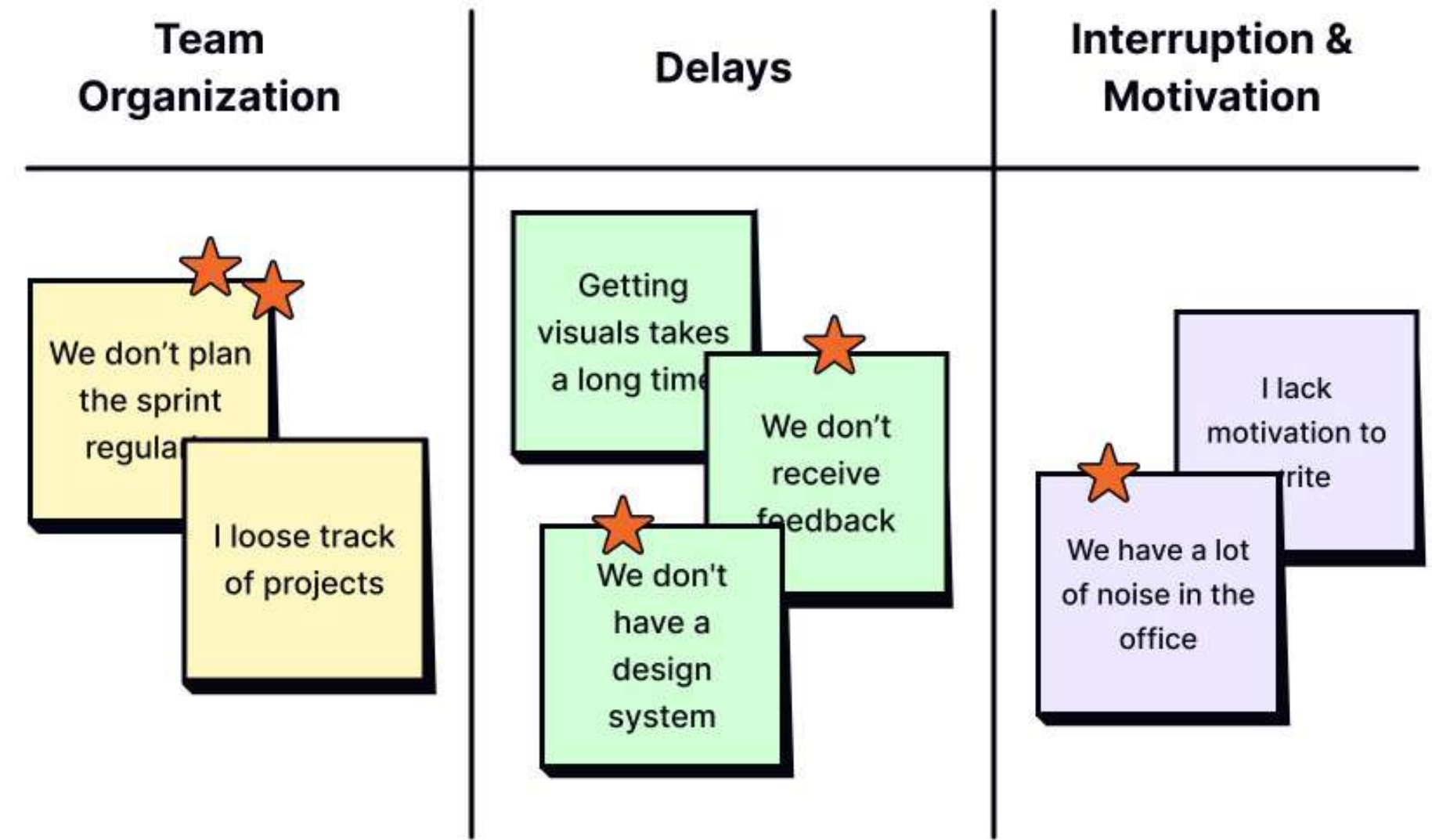
STEPS

After grouping, place these groups underneath the super-group
they belong to.

Step 1

Choose your topic : You will want to create an affinity diagram based on a single theme or topic. This may be something that you are trying to understand more fully, or it could be a
problem that needs solving.

Step 2

Write your ideas: You will want to create an affinity diagram based on a single theme or
topic. This may be something that you are trying to understand more fully, or it could be a problem that needs solving.

Step 3

Think about how similar each idea is to another, and try to put similar
ones next to each other in the diagram.

DESIGN

USER INTERFACE

- **"Website doesn't adapt well to smaller screens"**
- **"Difficult to locate certain features"**
- **"Confusing layout"**
- **"Excessive steps required to complete tasks"**
- **"Inconsistent visual design"**

Consistent design: Keep the design of the app consistent throughout, with a unified visual language, color scheme, and typography.

Minimalist design: Use a minimalist design approach to reduce clutter and simplify the user experience.
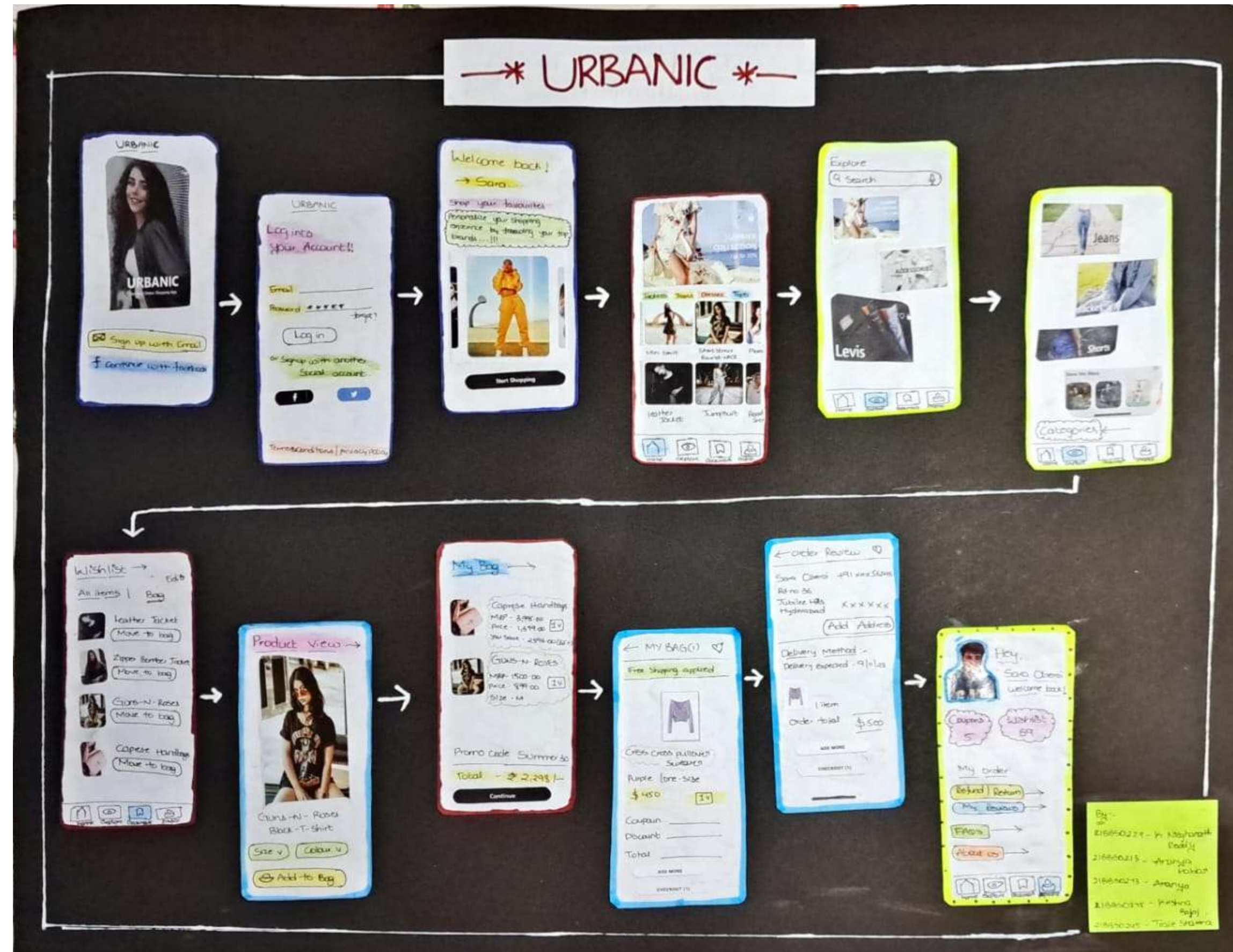
USER INTERFACE

- **"Slow page loading times"**
- **"Lack of integration with external tools or services"**
- **Non-responsive design**
- **Lack of clear navigation**
- **Limited product information**
- **Absence of customer reviews**

Clear and intuitive navigation: Ensure that it is easy for users to find what they are looking for in the app, with clear labels and intuitive organization.

Improve Typography: Use legible fonts, increase font sizes, and ensure proper contrast for better readability.

Paper Prototypes:

Thank You