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# Wishly Online Shopping

This template is used for all assignments, and it is filled in parts. Return the whole document in every assignment as a pdf, including the work done for earlier assignments.

**Assignment 1: Project idea**

**Deadline NOV 14, 2024**

**Assignment 2: Paper prototype**

**Deadline NOV 21, 2024**

**Assignment 3: Hi-fi prototype and evaluation**

**Deadline DEC 17, 2024**

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# Assignment 1: Project idea

## 1.1 DESCRIPTION OF THE PROJECT IDEA

(4 points)

My project concept is of an internet store to offer products such as cutlery, utensils and all sorts of items used in a house. The web site layout was to consist of a special ‘wishlist’ option based on which users could inform the company about the new products which they would like to be introduced in the market. This wishlist wouldn’t be just personal, others could browse through it and ‘like’ if they also want it that way, which creates a voice for people of what all wants to be made. Beside of every proposed item, there should be a ‘upvote’ button to which user would click to show interest, and thus express the community interest towards specific product. This, in turn, would assist the admin when making stocking decisions so that it becomes customer demand-oriented as they plan their purchase.

## 1.2 RELATED WORK

(4 points)

There are several active websites and similar projects along with the two academic research papers which are very much related to my project idea. Below are descriptions of each, and how they relate to the features and objectives of my project. Information about similar platforms and services will be provided for comparison and it will demonstrate the possibilities and advantages which are to be provided by my project according to the information received through academic research and analysis of successfully existing services.

### ***E-commerce Growth and Consumer Behavior in Finland***

The following paper aims to discuss the development of e-commerce in Finland with the focus on such aspects as consumer behaviour and trust which are critical to clarify how people buy and trust the Internet markets. The findings of this paper are consistent with the notion of creating trusted environment that hosts genuine popular items for Finnish consumers.

### ***User Experience in Finnish Online Grocery Platforms***

In this paper, I investigated the UX factors of online grocery platforms in Finland and how design and functionality affect UX. The findings are related to my project because the overall design of the website directly affects the ability to provide a pleasant shopping experience to the client.

### ***DeshiBazaar (Online and Local Products Shopping Store in Finland)***

DeshiBazaar is an online store targeting the Finnish consumers in search of South Asian foods, and products. The similarities here are that both provide specialised products and as such, this means that there must be a specific cultural demand which can be implemented and that this project must target.

### ***Spicetown (Specializing in Asian Groceries)***

Like Deshi Bazaar, Spicetown aims at Asian groceries. Moreover, it also demonstrates the concept of a vertical market in Finland. I found its way of grouping the products and making them easily accessible useful while they were thinking on how to categorize the products for Finns.

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## **Ceylon Asian Grocery (*Finland Based Grocery Store*)**

Ceylon Asian Grocery provides another view for meeting given community needs in Finland. Its focus on direct communication and customer feedback is relevant to our idea of incorporating a wishlist feature, allowing users to request products and gauge demand.

### REFERENCES:

- [1] <https://www.econstor.eu/bitstream/10419/260664/1/1758046880.pdf>
- [2] <https://jyx.jyu.fi/bitstream/handle/123456789/68647/URN%3ANBN%3Afi%3Ajyu-202004232856.pdf>
- [3] <https://deshibazaar.fi/index.php>
- [4] <https://spicetown.fi/>
- [5] <https://ceylonasiangrocery.fi/contact-us/>

## **UNIQUE IN OUR PROJECT**

**(3 points)**

This project is unique in providing an opportunity to create an actual, functional online shop for house items such as cutlery and utensils, with our social ‘wishlist’ option. Unlike conventional e-commerce platforms that allow users to add to wishlist only and buy, this wishlist allows users to share their list with other people who can also view, support and signal desire on certain products. This feature builds a shared community voice around product demand, guiding stocking decisions based on direct user feedback. The upvote system enables specific stock options to be arranged based on the consumer’s current stock orders, and provides a more efficient and demand-based buying mode.

## **USEFULNESS OF OUR PROJECT**

**(3 points)**

I believe the target audience to be anyone in the population who is interested in using products used in a household. It is highly advantageous for users, primarily in the consideration that the platform offers a wishlist and an upvote functions that directly lets users bring products to life based on the collective vote. As with the majority of populated markets, this increases the possibilities of allowing the visitors to find what is actually sought, making certain the site supplies appropriate products and services. Besides, it also makes the shopping experience more exciting because users are able to influence decisions made concerning the stock.

## **1.3 GROUP EVALUATION SESSION**

**(4 points)**

Group evaluation helped me to gather an overall perception of the deliverables. They were positive and constructive including, at the same time. Also, useful in providing more specific areas of suggestions for improvement.

### Positive Feedback:

- **Niko** appreciated the idea of allowing users to demand specific items, believing it would enhance platform engagement and drive sales by focusing on in-demand products.

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- **Moiz** highlighted the idea of inventory stocking based on user wishlists as a great way to streamline inventory management and boost sales, while catering to cultural preferences.
  - **Uswah** saw the platform as particularly helpful for those struggling to find culturally relevant products, making it feel more accessible.
  - **Aapo** emphasized the value of reviews in helping other shoppers and mentioned that wishlists could also help better manage stock. He noted that this feature was traditionally not available for food items.
  - Another participant (I couldn't get his name) praised the user-friendly admin controls for filtering products and making things public, ensuring that the platform is intuitive for both users and administrators in the live session.

**Negative Feedback:** Aapo pointed at the lack of clear guidelines on how to make the platform as diverse as possible, for instance in the food sector. This may indicate more specificity in the typology of products it delivers so as to capture more varied demand.

## 1.4 CONCLUSION (2 points)

In the live group exercise session part, I received comments on my project as well as listened to five other ideas. I provided feedback on each of them where, I said, for an app which controls the amount of time spent by a user on mobile or tablet, it would be appropriate to use restrictions on children's use of devices. If a translation app was to be voice based for real time translation I raised concerns regarding latency. For a job-finding app for seniors I did simplify its user interface. For an IoT weather control app, I focused on model training and security. Finally, for a science tutor app, I described the last constraints as age-appropriate content and gradual AI training. This exchange was beneficial for me because it allowed me clarify my project and point out the shortcomings. Most importantly, based on the feedback from the group session, I realized that my project could be improved, or at least, the wishlist as well the upvote buttons could be better optimized. Also, there is a requirement of status bar for convenience of the usage of the software and the interface due to the varying complexity of the general users. I should also focus on improving the inventory management system to handle demand more effectively. In the future, I will focus more on observing the user experience so that the platform can be appropriately adjusted to work in the user's context and culture as well as enhancing the platform to adequately meet the needs of the target market of patients.

# Assignment 2: Paper prototype

## 2.1 MOOD BOARD

(6 points)



When I was planning the moodboard, I thought about the people who would benefit most from it, like individuals who struggle to find culturally specific household products or unique items that match their lifestyle. I imagined users like international students, people who belong to some community, or even locals seeking something niche or hard to find. The pictures I chose reflect these scenarios, like an unconventional kitchen material like a macha whisk, simple user interfaces, and how it can be viewed by other users also. The idea was to create a welcoming, easy-to-use platform that truly connects people to what they need.

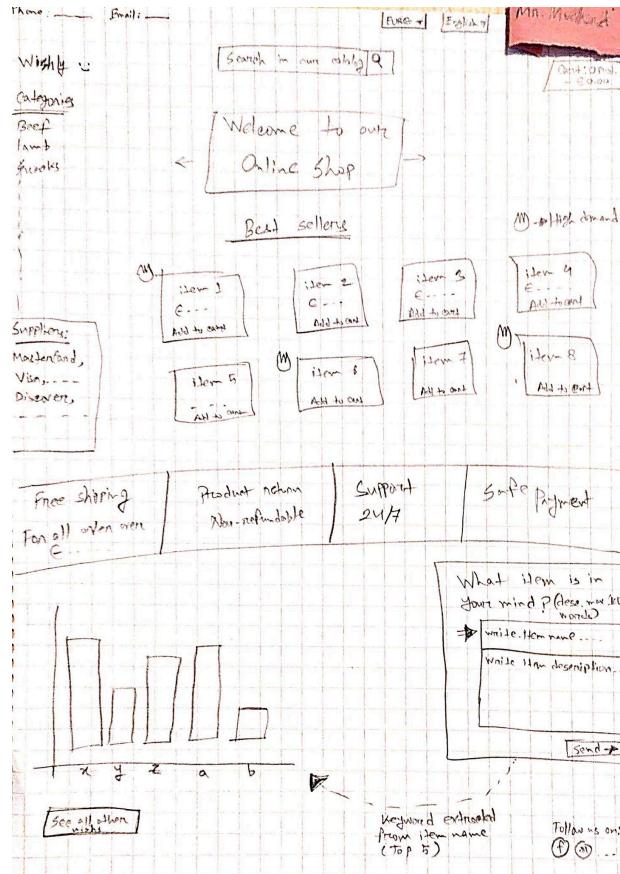
## 2.2 PAPER PROTOTYPE

(17 points)

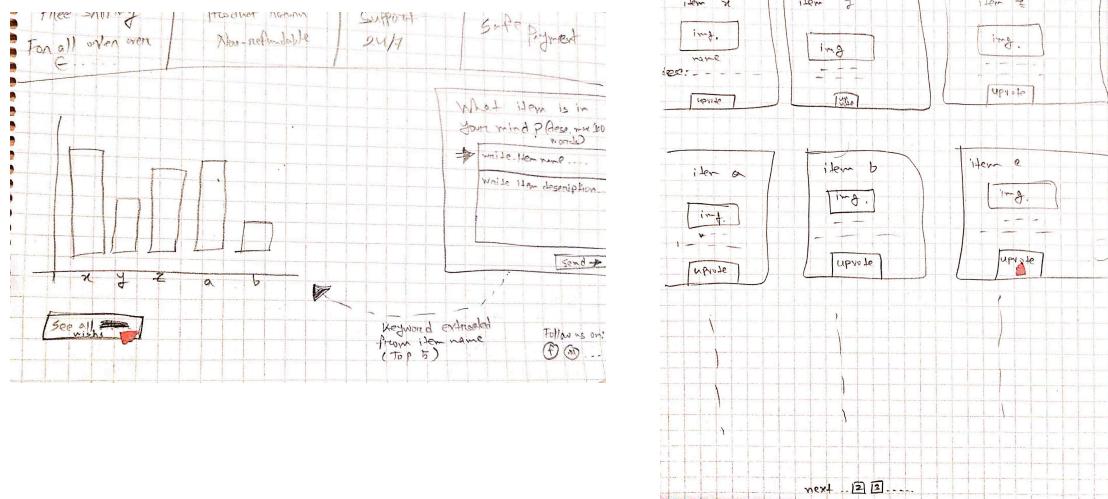
The paper prototype represents an e-commerce platform where users can suggest items they wish to see in the store and interact with a collective wishlist to upvote items they also desire. This feature helps streamline inventory decisions based on community demand.

Here's the visual representation of your e-commerce application prototype. It includes the following:

1. **Suggestion Screen:** A box for users to enter the name and description of their desired items.



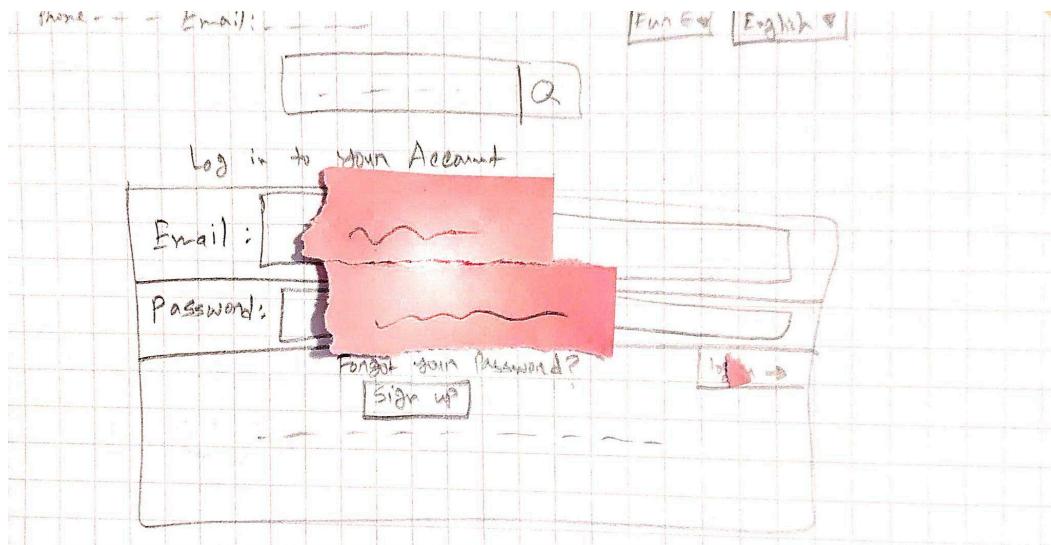
2. **Wishlist Screen:** Displays a list of suggested items with an upvote button for users to express their interest in existing suggestions.



For the following sections, paste pictures of the prototype. For every picture, please add a caption that explains what is depicted in the picture. Home, Profile, and Login/Singup screens are mandatory.

## LOGIN/SIGNUP

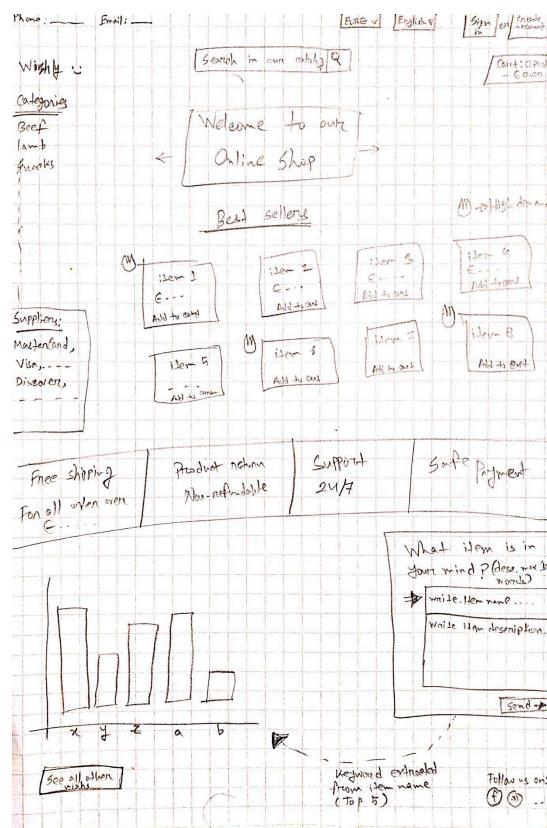
(1 point)



Here, it's just traditional login page of the prototype when we will have to just write our email and password.

## HOME SCREEN

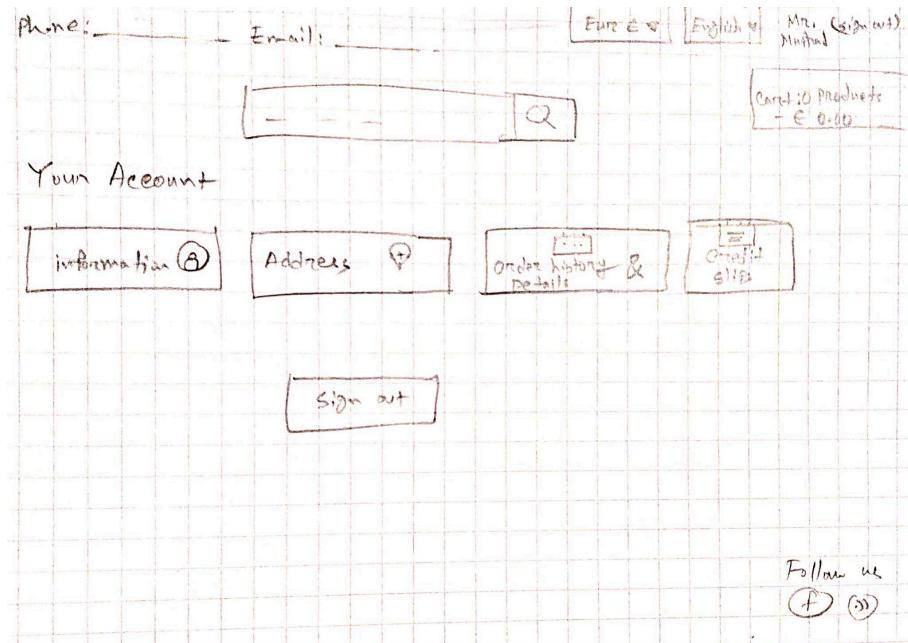
(1 point)



Here, it's the home screen. Here, it's the home screen. It will be like deshibazar's website but there will be wish taking box available for the specific user and in general, demanded products' graph.

## PROFILE SCREEN

(1 point)



It's the usual profile screen where there will be information section, address section, order history and details, credit bills and cart and sign out option.

## SPECIFIC FUNCTIONALITIES

(10 points)

In the website, in the home screen, there are sign up or log up button at the right top side, by clicking those buttons it will take to 2 different interfaces. I have shown only the interface that will show up after clicking the log up button. But, I can tell that after clicking create an account it will take to basic section where it will require my name, address, contact number, bank account number etc.

However, next on the left side of the home screen, there are normal categories of utensils and foods where by clicking each section it will take you to its respective section like if you click on beef it will take you to beef's section where available sort of beef's can be seen by the user, and same for other categories also.

Again, in the home screen at the bottom right, there is a box where user's can write about their desired option and short description. After submitting it will directly, take to different section where it will be written as thank you for your feedback.

On the other hand, on the left side, there is a button named see all other wishs, by clicking it, it will take to another interface where different wishes from top ranked products to low ranked products will be sorted and people can upvote those items also from there, and upvoting will take them to a thank you for your feedback interface.

Lastly, In the profile screen, there are sections like information, address, order history and details, credit slips all will take to different interfaces each.

These are some domain-specific interfaces I could come up with for the time being.

**[\\*\\* Paper prototype link \\*\\*](#)** [N.B: I have used a red small paper dot as click to any button]

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## **2.2 GROUP EVALUATION SESSIONS**

**(5 points)**

From the group discussion I received both positive and negative feedbacks, I will be writing those below,

First I will describe the positive feedbacks which were given by Md. Noman and Fahim Istiak. Md. Noman described that the wishlist and voting by the community is superb which really gets them the feeling that they have a directive say in how the product catalog is created. Fahim said that navigation is categorized which further makes it easy to search for specific products on the website respectively.

I will now depict here the negative feedback presented by Rakibur Rahman and Shehan. Rakibur recommended that although the sign up procedure is rigorous, some of the fields could be flexibly made as optional to enhance the easy use of the account. On the other hand, Shehan said that the 'see all other wishes' button was fine alright, but the sorting mechanism got confusing here. He even suggested having simple filters or a search bar for optimum ease for the users to narrow down their wishes.

Now with what I think easy was, the wishlist and voting feature were easy to integrate and helped to make users get the impression that they're making some input on the product catalog. The categorization of navigation also worked as expected and guaranteed that a user would be able to find specific items.

Similarly what I find difficult was account creation was seen as complicated, and it was stated that the levels of details had to be adjusted for this part to make it even more convenient. Other issues were identified in the sorting mechanism that was on the 'see all other wishes', its functionality was not clear, and it would need supplements like filters, a search bar and such to enhance it.

## **2.3 CONCLUSION**

**(2 points)**

Based on the feedback, several changes can be implemented in the hi-fi prototype. As for the account creation process, new optional fields can be added in order to improve the input given by the user. Furthermore, the 'see all other wishes' part can be adapted to a filtering and a search field, both in order to make it easier for the user to browse through the options. The introduced alterations are to respond to the users' concerns when preserving the essence of wishlist and voting system to provide the optimized and smooth interface for the user.

# Assignment 3: Hi-fi prototype

## 3.1 APPLICATION PROTOTYPE

(25 points)

### Figma prototype (0 points, but mandatory)

DEV mode link:

<https://www.figma.com/design/FRZALtvxrATMbWvAL8Hlac/HCI-proj?node-id=25-801&m=dev&t=u2ttVHuURliaLitt-1>

Prototype link:

<https://www.figma.com/proto/FRZALtvxrATMbWvAL8Hlac/HCI-proj?node-id=25-801&t=u2ttVHuURliaLitt-1>

This e-commerce application generates direct buying experience for the users while also allowing users that are part of the forum to express their input through voting on wishlists. Some of the unique characteristics include; easy to use search and sort options and unique profiles. Below is a detailed breakdown of the functionalities and screens:

#### Login/Signup Screen:

The application begins with a login and or signup page which will confirm the identity of the user. It is possible to login with the existing credentials or register a new account by inputting standard personal information on the account, including name, address, telephone number, and payment method.

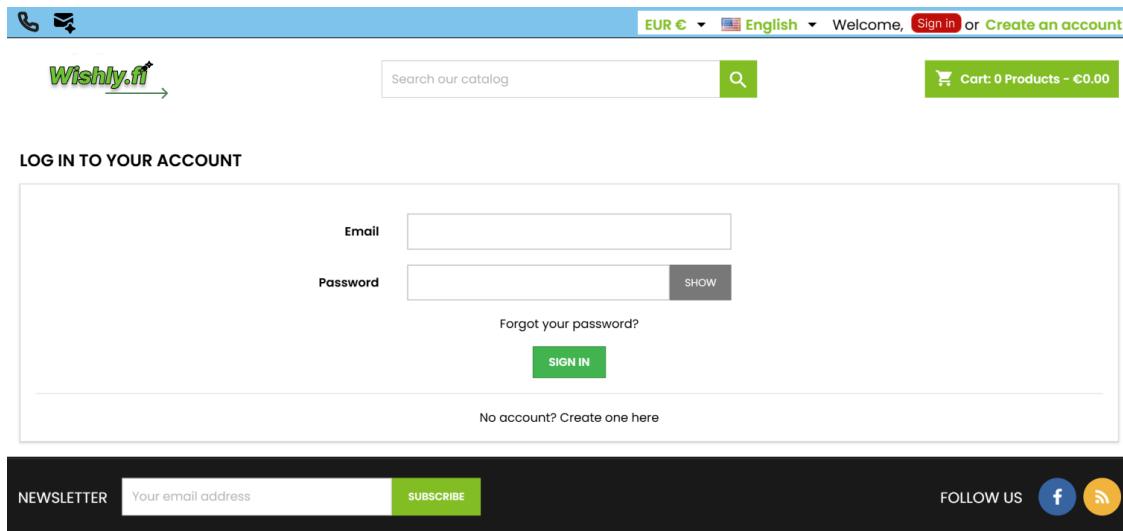


Figure 1: An initial screen that contains a Login button to let users enter their authentication details and a Sign Up button to enable users sign up with a new account.

#### Home Screen/Dashboard:

The home screen is the first window through which consumers interface with the application and also the primary conduit for moving around the application. It includes:

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- ★ A category sidebar for further navigation of products such as utensils, food substances, etc
  - ★ A search bar for searching items.
  - ★ A suggestion box where users can write what they want along with a brief describing what they want.
  - ★ A button to watch and to vote for the wishlists created by the communities
  - ★ A histogram plot of most voted items in the suggestion box.

The screenshot shows the homepage of the Wishly.it website. At the top, there's a navigation bar with language selection (EUR, English), user status (Welcome, sign in or Create an account), and a search bar. A sidebar on the left contains a 'CATEGORIES' section with links for Beef, Lamb, Chicken, Fish, Rice, Dried, Vegetables, Fresh Vegetables, Oils, Spices, Snacks, Sweets, Others, Flour, Nuts, Drinks, My kitchen, Pickles, Tea, PROMOTION/OFFER, Books and Library, African Choice, and Fragrance and Beauty. Below this is a 'BRANDS' section for No brand and a 'SUPPLIERS' section for No supplier. Payment method logos for PayPal and Skrill are also present.

The main content area features a large banner for 'NATURAL VEGETABLES THE BEST QUALITY' with a 'SEE NOW' button. Below it are two smaller banners: 'NEW CATEGORY FISH MEAT' and 'NEW CATEGORY SPICES'. Under these are sections for 'NEW PRODUCTS' and 'BEST SELLERS' with various food items like Neem Powder, Chicken Eggs, Dry Figs, Ayran, Phool Makhanas, and Vaseline.

Further down, there are sections for 'BEEF', 'LAMB', 'SNACKS', and 'SWEETS' with their respective products and prices. Promotional banners for 'FREE DELIVERY ON ORDERS OVER 80 €', 'OUR PROMOTIONS USE OUR PROMOTION TODAY!', 'PRODUCT RETURN Non - Refundable', 'SUPPORT 24/7 Always feedback customer 24/7', and 'SAFE PAYMENT Safe shopping guarantee' are also visible.

At the bottom, there's a newsletter sign-up form with a bar chart, a search bar for 'What item is in your mind? (desc. max 100 words)', and social media links for Facebook and YouTube.

Figure 2: Home screen showcasing product categories and feedback options.

## Profile Screen:

The profile screen displays the user's personal information and provides links to:

- Information
- Address management
- Order history
- Accounts details such as credits slips.

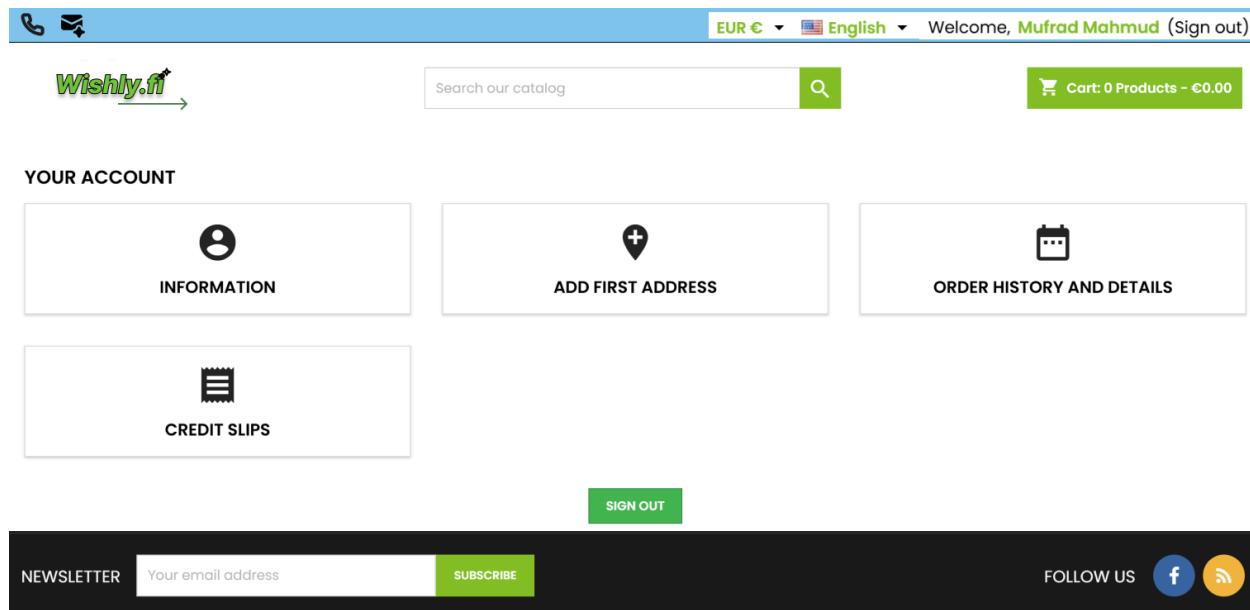


Figure 3: Redacted profile page with personal information And links to features that relate to the user's account only.

## Key Functionalities

### i. Wishlist Box on Home Screen

Users can share product ideas through the feedback box on the home screen. They write a short description of their desired product and submit it. After submission, they see a confirmation message.

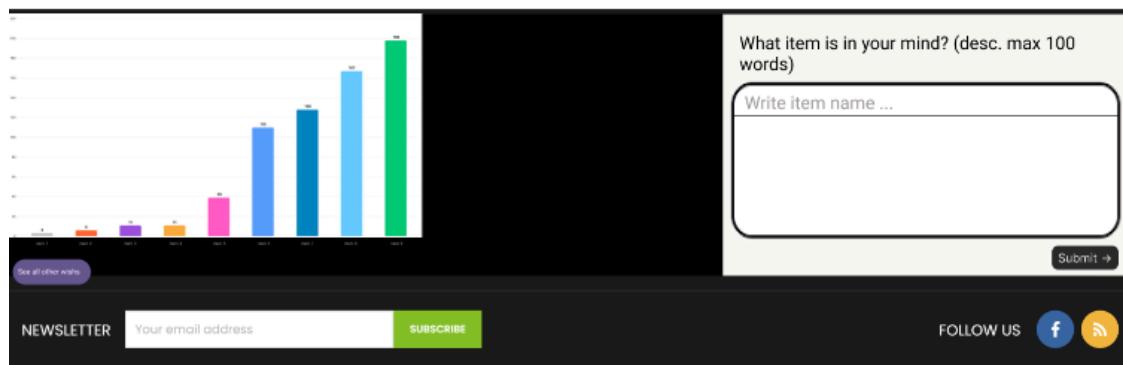


Figure 4: Wishlist box and trending items of the wishlists in the histogram.

## ii. Wishlist upvoting

Customers can request certain items through the feedback box appearing on the home page. These wishes are shown in the wishlist section as organized by popularity. Users can then like items which they find interesting.

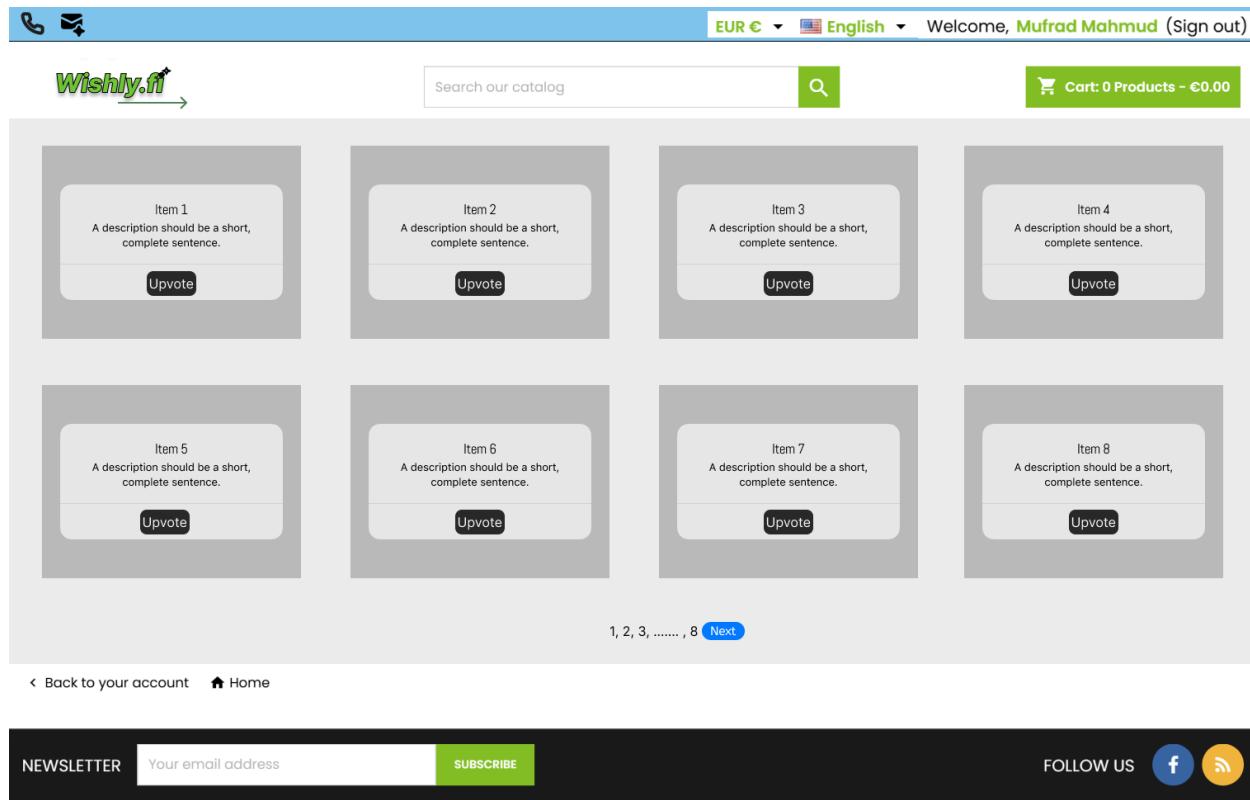


Figure 5: Wishlist screen with items that users pinned with the possibility of upvoting.

### iii. User Information Management

The information management section includes a user's editable personal information including names, contact details, and payment information.

The screenshot shows the 'Your account' section of the Wishly.fi website. At the top, there are icons for phone and email, followed by the Wishly logo, a search bar containing 'Search our catalog', a currency dropdown set to 'EUR €', a language dropdown set to 'English', and a welcome message 'Welcome, Mufrad Mahmud (sign out)'. A green button on the right indicates 'Cart: 0 Products - €0.00'. Below the header, a breadcrumb navigation shows 'Home > Your account'. The main section is titled 'YOUR PERSONAL INFORMATION'. It contains fields for 'Social title' (radio buttons for 'Mr.' and 'Mrs.'), 'First name' (Mufrad), 'Last name' (Mahmud), 'Email' (Mahmudmufrad123@gmail.com), 'Password' (input field with a 'SHOW' button), 'New password' (input field with a 'SHOW' button and an 'Optional' note), 'Birthdate' (03/01/2002, with '(E.g.: 05/31/1970)'), and two checkboxes: 'Receive offers from our partners' (checked) and 'Sign up for our newsletter' (unchecked). A note below the newsletter checkbox states: 'You may unsubscribe at any moment. For that purpose, please find our contact info in the legal notice.' A green 'SAVE' button is located at the bottom right of the form. At the very bottom, there are links for 'Back to your account' and 'Home', along with a newsletter sign-up bar featuring a 'NEWSLETTER' button, an input field for 'Your email address', and a 'SUBSCRIBE' button.

Figure 6: Screen to manage the user information.

#### iv. Address Management

The application enables a person to enter a new delivery address or change the existing one.

The screenshot shows a web page from the Wishly.fi website. At the top, there is a header bar with the Wishly logo, a search bar, and a cart icon indicating 0 products. Below the header, the URL 'Wishly.fi' is visible. The main content area has a title 'NEW ADDRESS' and a form with the following fields:

Field	Description	Value	Notes
Alias	Optional		
First name	Mufrad		
Last name	Mahmud		
Company			Optional
VAT number			Optional
Address			
Address Complement			Optional
Zip/Postal Code			
City			
Country	Finland		
Phone			Optional

At the bottom right of the form is a green 'SAVE' button. Below the form, there is a newsletter sign-up section with fields for email address and a 'SUBSCRIBE' button, followed by social media links for Facebook and RSS feed.

Figure 7: This is the page where users make changes to delivery address.

## v. Order History and Details

Users may be able to view previous orders they have made and past orders from the history part of the orders.

The screenshot shows the Wishly.in website's Order History page. At the top, there are navigation icons for phone and email, currency selection (EUR €), language selection (English), and user information (Welcome, Mufrad Mahmud, Sign out). Below this is the Wishly.in logo, a search bar, and a cart summary. A breadcrumb menu shows Home > Your account. The main section is titled 'ORDER HISTORY' and contains a table with four rows of order information. At the bottom, there are links to 'Back to your account' and 'Home', and a newsletter sign-up form with 'SUBSCRIBE' and social media follow buttons.

Figure 8: Order history page with appropriate details of the purchase.

The screenshot shows a pop-up message on the Wishly.in website. The message reads 'Thank you for your Feedback !!!' in large green text. The background of the page is dimmed. At the top, there are navigation icons for phone and email, currency selection (EUR €), language selection (English), and user information (Welcome, Mufrad Mahmud, Sign out). Below this is the Wishly.in logo, a search bar, and a cart summary. A breadcrumb menu shows Home > Your account. The main section is titled 'ORDER HISTORY'. At the bottom, there are links to 'Back to your account' and 'Home', and a newsletter sign-up form with 'SUBSCRIBE' and social media follow buttons.

Figure 9: A pop up page after submitting something.

### 3.2 GROUP EVALUATION SESSIONS

(10 points)

In the evaluation sessions, participants expressed a number of positive comments on the looks and the functionality of the platform while outlining some challenges. In the think-aloud sessions, participants appreciated the improvements, for example, to require certain products and to keep the wishlists, which were considered to enhance user activity among consumers and improve the availability of stock. The platform also won in the ease of use category, but in this case, it focused on cultural receptiveness. However, one area described as opportunity for improvement was linkages which include absence of policy and procedures regarding diversity in their products, especially in food categories. This meant there is always likely to be a need to provide for more specific product typologies since users' needs and wants are diverse.

The evaluation done during the co-operative assessment mainly centered on the general efficiency and usability of the design. Participants said that the design of the web platform was coherent, and the connections between the elements were easy and logical, which supported the concept of the user-centered approach. Although these aspects turned out to be highly effective, audience response said that the design could use more creativity and a more contemporary look and feel. These insights showed that the platform could retain its high usability and continue to develop a new and engaging look and appeal to its users more.

These evaluations collectively affirmed key aspects of functionality, organisational ease, and cultural fit regarding the platform, whilst also identifying aspects of diversity, innovation, and the visual aspect as areas in which improvements can be made. From the two, I observed that aesthetic solutions and designs should be integrated with functionality, and that the products developed should be user centered, accommodating the needs of all users. All of these findings will be useful in planning subsequent developments of the platform.

### 3.3 UEQ-S

(5 points)

Items							
1	2	3	4	5	6	7	8
6	7	6	7	5	7	6	5
3	6	3	6	1	6	3	3
6	7	7	6	1	6	5	5
6	5	5	6	5	5	6	6
6	5	6	3	1	3	5	5
6	6	7	6	6	6	5	5

Based on my analysis:

- These item scores are then converted into the +3 and -3 value added up scale. For example the most positive score of 7 denotes +3, whereas the least positive score of 1 denotes -3.
- The **pragmatic quality score** was **1.71**, proving that this characteristic was evaluated relatively positively.
- For **hedonic quality** they scored **0.63**, which indicated that patrons found it just bearably enjoyable with potential for improvement.

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- The **overall score** was equal to **1.17**, which indicates that participants had a positive attitude towards the presented material.
  - Confidence intervals suggest a fair precision, with pragmatic quality being more consistent than hedonic quality.

### 3.3 LIMITATIONS

**(8 points)**

The evaluation technique applied in this course was helpful but was equally limited in some ways. However, there was a main limitation of using self-reports from participants, which, though useful, may not accurately reflect the accessibility issues common to other sets of users. For example, think-aloud sessions are time-bound by the participants' verbal fluency, and certain usability problems might be missed. Likewise, although co-operative evaluations are very organized, users may not be tested to their full extent on how they might behave in real situations.

A limitation was the absence of time and error that may have quantified usability in terms of task achievement. Also, these methods did not involve users who could show a broad spectrum of populations that can use this platform by fulfilling various needs within the users' accessibility level.

For these gaps in regards to the future development, I would introduce steps such as, usability testing with larger participants varieties, testing for design variations, tracking of users' behaviours and analytics. These approaches would give both an equative and relative type of data which would more sufficiently describe users' requirements and opportunities for further enhancement.

### 3.4 CONCLUSION

**(2 points)**

The prototype capturing the essence of application's working and achieving the goals of the design. Apart from wishlist submission, upvote, navigational categorization was also appreciated during testing. However, expectations were met and areas for improvement pointed out by the feedback included reworking the signup process and optimizing the notion of wishlist sort types.

This project highlighted the benefits of the user-centered design approach when it comes to designing for friendly interaction, though introduced issues such as the matching of interface design preferences with those of users. In summary, the prototype showed all the functions of the application and proved effective as a basis for improvements.