**EasyTableService Prototype Report**

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**OUTLINE**

**Design Concept**

**High-Fidelity Prototypes:**

* **Landing Page:**
  + **Components:** Header with logo and navigation menu, main section with system overview, categories overview (e.g., Coffee, Pastries, Beverages).
  + **Arrangement:** Header at the top, main section in the middle, footer at the bottom.
  + **Interaction:** Clicking a category leads to the respective product overview page.
  + **Responsiveness:** Grid layout for larger screens, stacked layout for smaller screens.
* **Product Overview Page:**
  + **Components:** Header with navigation, category title, list of products with images, names, prices, and “Add to basket” buttons.
  + **Arrangement:** Grid of products.
  + **Interaction:** Clicking on a product opens the detailed product page.
  + **Responsiveness:** Multi-column layout for larger screens, single-column for smaller devices.
* **Detailed Product Page:**
  + **Components:** Header, product image, description, price, “Add to basket” button.
  + **Arrangement:** Image on the left, details on the right for larger screens, stacked for smaller screens.
  + **Interaction:** “Add to basket” increases the basket count.

**Responsiveness:**

* Use of flexible grids and media queries to adapt layouts.
* Mobile-first design to ensure usability on smaller screens.

**Usability and User Experience (UX)**

**Usability Criteria:**

* **Learnability:** Intuitive layout and clear labeling of categories and products.
* **Efficiency:** Quick access to product details and easy ordering process.
* **Memorability:** Consistent design elements across pages.

**UX Criteria:**

* **Aesthetics:** Clean, modern design with high-quality images.
* **Feedback:** Visual confirmation when items are added to the basket.
* **Satisfaction:** Smooth navigation and minimal loading times.

**Specific Features:**

* **Consistent Navigation:** Easily accessible menu bar on all pages.
* **Clear Call to Action:** Prominent “Add to basket” buttons.
* **Accessible Design:** High contrast and readable fonts for better accessibility.

**Testing**

**Evaluation Methods:**

* **Usability Testing:** Observing users interacting with the prototype to identify usability issues.
* **A/B Testing:** Comparing different design versions to determine which performs better.
* **Surveys and Questionnaires:** Collecting user feedback on the design and usability.

**Suitability:**

* **Usability Testing:** Suitable for identifying practical issues and gathering qualitative data.
* **A/B Testing:** Useful for comparing specific design elements.
* **Surveys:** Good for gathering subjective feedback.

**Testing Plan:**

1. **Recruit Participants:** Gather a diverse group of users.
2. **Conduct Usability Tests:** Observe users completing tasks like browsing products and placing orders.
3. **A/B Testing:** Implement two versions of a page and track user interactions.
4. **Surveys:** Distribute post-test surveys to gather feedback on user experience.



## **“EasyTableService Prototype Report ”**

**Design Concept**

**High-Fidelity Prototypes**

**Landing Page:**

* **Components:**
  + **Header:** Includes the EasyTableService logo and a navigation menu linking to different product categories (e.g., Coffee, Pastries, Beverages). The basket button is integrated into the navigation.
  + **Main Section:** Provides an overview of EasyTableService, explaining its functionality. Features include a visual representation of product categories with clickable thumbnails.
  + **Footer:** Contains contact information, social media links, and additional resources.
* **Arrangement:**
  + The header is fixed at the top for easy access to navigation options.
  + The main section is centrally aligned, offering a concise introduction to the service and showcasing product categories.
  + The footer is positioned at the bottom, providing supplementary information and links.
* **Interaction:**
  + Clicking on any category thumbnail in the main section redirects users to the respective product overview page.
  + Navigation within categories is facilitated through the header menu. The basket button dynamically updates the basket count.
* **Responsiveness:**
  + Utilizes a grid layout for larger screens (desktops, tablets) for organized content presentation.
  + Transitions to a stacked layout for smaller screens (smartphones) to enhance readability and usability.

**Product Overview Page:**

* **Components:**
  + **Header:** Consistent with the landing page, featuring the logo, navigation menu, and basket button.
  + **Category Title:** Clearly displays the current product category (e.g., Coffee).
  + **Product List:** Displays all products within the selected category as uniform product cards with images, names, prices, and "Add to basket" buttons.
* **Arrangement:**
  + Products are presented in a grid format for easy browsing and a neat appearance.
  + The header remains fixed, with the category title and product list below.
* **Interaction:**
  + Clicking on a product card directs users to the detailed product page.
  + "Add to basket" buttons allow users to add items instantly, with the basket count updating in real-time.
* **Responsiveness:**
  + Multi-column grid layout for larger screens ensures optimal product display.
  + Single-column format for smaller screens ensures accessibility and ease of use.

**Detailed Product Page:**

* **Components:**
  + **Header:** Consistent design with logo, navigation menu, and basket button.
  + **Product Image:** High-quality image display of the selected product.
  + **Product Description:** Provides comprehensive details such as ingredients, sizes, and other relevant information.
  + **Price:** Clearly indicates the product price.
  + **"Add to basket" Button:** Enables users to add the product to their basket, with the quantity reflected in the header.
* **Arrangement:**
  + Larger screens position the product image on the left, with description and price on the right.
  + Smaller screens stack elements vertically, starting with the image followed by description and price.
* **Interaction:**
  + Seamless "Add to basket" functionality updates the basket count instantly upon user action.
  + Header navigation ensures users can easily switch between categories.

**Basket Page:**

* **Components:**
  + **Header:** Includes the EasyTableService logo, navigation menu linking to different product categories, and dynamically updated basket count.
  + **Basket List:** Centrally displays all items added to the basket, showing product names, quantities, and total prices.
  + **Proceed to Checkout Button:** Allows users to proceed to checkout for order completion.
  + **Select More Button:** Redirects users to the home page for further shopping.
* **Arrangement:**
  + The basket list is centrally positioned for clear visibility and user-friendly access.
  + "Proceed to Checkout" and "Select More" buttons are conveniently placed below the basket list.
* **Interaction:**
  + "Select More" button facilitates continuous shopping by returning users to the home page.
  + "Proceed to Checkout" button initiates the checkout process for seamless purchase completion.
* **Responsiveness:**
  + Horizontal layout for larger screens optimizes navigation and usability.
  + Vertical stacking for smaller screens ensures all items are easily accessible and viewable.

**Updated Usability and User Experience (UX) Section**

* **Usability Criteria:**
  + **Learnability:** Intuitive interface design with clear labels and straightforward navigation aids user understanding.
  + **Efficiency:** Streamlined layout and navigation enhance user efficiency in browsing, selecting products, and completing orders.
  + **Memorability:** Consistent design elements across pages aid user recall and ease of navigation.
* **User Experience (UX) Criteria:**
  + **Aesthetics:** Modern design, visually appealing color schemes, and high-quality imagery create an engaging user experience.
  + **Feedback:** Immediate visual feedback on user actions (e.g., basket count updates) enhances interaction responsiveness.
  + **Satisfaction:** User satisfaction is bolstered by intuitive navigation, clear product information, simple order placement, and dynamic basket updates.

**Updated Specific Features Section**

* **Consistent Navigation:** Persistent menu bar across all pages facilitates easy category switching, with the basket button for real-time item count updates.
* **Clear Call to Action:** Prominent "Add to basket" buttons streamline product selection, while the "Select More" button on the basket page supports seamless shopping continuation.
* **Accessible Design:** Enhanced accessibility through high-contrast colors, legible fonts, and user-friendly controls.

**Testing**

* **Testing Plan:**
  1. **Participant Recruitment:** Diverse group representation of target users, including coffee shop and restaurant patrons.
  2. **Usability Tests:** Task-oriented sessions to evaluate user interaction with browsing, product viewing, basket management, and order placement.
  3. **A/B Testing:** Comparison of different layouts or design variations to optimize user engagement.
  4. **Surveys:** Post-test surveys for user feedback on usability, satisfaction, and improvement suggestions.
  5. **Results Analysis:** Data compilation and analysis to prioritize enhancements based on user experience impact.
  6. **Implementation:** Iterative design improvements based on testing outcomes, followed by validation tests to ensure positive user experience impact.