**Easy-Table-Service Prototype Report**

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**OUTLINE OF REPORT**

**Design Concept**

**High-Fidelity Prototypes:**

* **Landing Page:**
  + **Components:** Logo, navigation bar with categories, welcome message, product category thumbnails.
  + **Arrangement:** Horizontal layout with main content centered.
  + **Interaction:** Category thumbnails link to product overview pages.
  + **Responsiveness:** Flexbox layout for adaptive design on different screen sizes.
* **Product Overview Page:**
  + **Components:** Navigation bar, category title, product cards with images, descriptions, prices, and “Add to basket” buttons.
  + **Arrangement:** List of product cards.
  + **Interaction:** Clicking a product card opens the detailed product page.
  + **Responsiveness:** Two-column layout on larger screens, single-column on mobile.
* **Detailed Product Page:**
  + **Components:** Navigation bar, product image, detailed description, price, “Add to basket” button.
  + **Arrangement:** Vertical layout with image at the top, details below.
  + **Interaction:** “Add to basket” updates the basket icon in the navigation bar.

**Responsiveness:**

* Use of responsive web design techniques like media queries and flexible images.
* Prioritizing touch-friendly elements for mobile users.

**Usability and User Experience (UX)**

**Usability Criteria:**

* **Learnability:** User-friendly interface with familiar design patterns.
* **Efficiency:** Minimal steps to place an order, with clear navigation.
* **Memorability:** Simple, consistent layout across all pages.

**UX Criteria:**

* **Aesthetics:** Sleek, minimalist design with an emphasis on visuals.
* **Feedback:** Immediate visual cues when actions are taken (e.g., items added to basket).
* **Satisfaction:** Positive user feedback through smooth and enjoyable interactions.

**Specific Features:**

* **Intuitive Navigation:** Logical flow from landing page to product pages.
* **Prominent Buttons:** Clearly visible “Add to basket” buttons.
* **Accessible Fonts:** Easy-to-read text for all users, including those with visual impairments.

**Testing**

**Evaluation Methods:**

* **Usability Testing:** Direct observation of users to identify interaction issues.
* **Heuristic Evaluation:** Expert review of the interface against established usability principles.
* **Focus Groups:** Group discussions to gather in-depth user opinions and suggestions.

**Suitability:**

* **Usability Testing:** Effective for real-time problem identification and user behavior analysis.
* **Heuristic Evaluation:** Efficient for finding usability issues quickly.
* **Focus Groups:** Valuable for understanding user preferences and motivations.

**Testing Plan:**

1. **Recruit Diverse Users:** Ensure a mix of demographics for comprehensive feedback.
2. **Heuristic Evaluation:** Conduct expert reviews to catch early usability issues.
3. **Usability Tests:** Have participants perform key tasks and note any difficulties.
4. **Focus Groups:** Discuss user experiences and gather suggestions for improvement.

## **Easy-Table-Service Prototype Report**

**Design Concept**

**High-Fidelity Prototypes**

**Landing Page:**

* **Components:**
  + **Logo:** Represents the EasyTableService brand prominently placed in the header.
  + **Navigation Bar:** Includes links to various product categories (e.g., Coffee, Pastries, Beverages).
  + **Welcome Message:** Briefly introduces the service and its benefits.
  + **Product Category Thumbnails:** Visual representations of product categories that users can click to navigate to specific product overview pages.
* **Arrangement:**
  + The layout is horizontally structured with the logo and navigation bar at the top, a centered welcome message, and a grid of product category thumbnails below.
  + This arrangement guides users' attention from the brand logo through navigation options to core content.
* **Interaction:**
  + Clicking on any product category thumbnail redirects users to the respective product overview page for exploring specific categories.
* **Responsiveness:**
  + Utilizes Flexbox for adaptive design, ensuring elements resize and rearrange appropriately across different screen sizes.
  + Larger screens display elements side-by-side in a grid, while smaller screens stack them vertically for usability and readability.

**Product Overview Page:**

* **Components:**
  + **Navigation Bar:** Consistent across the site, providing easy access to all product categories.
  + **Category Title:** Clearly indicates the current category (e.g., Coffee) being viewed.
  + **Product Cards:** Each card features an image, brief description, price, and an “Add to basket” button.
* **Arrangement:**
  + Products are listed in cards for easy scanning.
  + The navigation bar remains fixed for consistent access, with product cards occupying the remaining space.
* **Interaction:**
  + Clicking on a product card opens the detailed product page for more information.
  + “Add to basket” buttons allow users to add items directly, with the basket icon in the navigation updating in real-time.
* **Responsiveness:**
  + Uses a two-column layout on larger screens to showcase multiple products side-by-side effectively.
  + Mobile-friendly single-column layout for smaller screens enhances vertical scrolling for easier product browsing.

**Detailed Product Page:**

* **Components:**
  + **Navigation Bar:** Maintains consistency throughout the application.
  + **Product Image:** High-quality image to provide a clear view of the selected product.
  + **Detailed Description:** Comprehensive product information including ingredients, sizes, and other relevant details.
  + **Price:** Clearly indicated below the product description.
  + **“Add to basket” Button:** Prominently positioned to encourage users to add the product to their basket.
* **Arrangement:**
  + Vertical layout with the product image at the top, followed by detailed description and price, and the “Add to basket” button.
  + Ensures all relevant information is easily accessible with a clear call-to-action.
* **Interaction:**
  + Users can add the product to their basket with a click, updating the basket icon in the navigation bar instantly with the current item count.
  + Navigation remains accessible for category switching or returning to the previous page.
* **Responsiveness:**
  + Responsive web design ensures adaptability across various screen sizes using media queries and flexible images.
  + Touch-friendly elements prioritize usability on mobile devices, featuring larger buttons and easy tap areas.

**Usability and User Experience (UX)**

**Usability Criteria:**

* **Learnability:** Familiar design patterns like navigation bars and product cards facilitate quick user understanding. Clear labels and intuitive icons guide users effectively.
* **Efficiency:** Minimizes steps for browsing, ordering, and switching categories, enhancing user efficiency. Users can quickly navigate, view details, and add items with minimal effort.
* **Memorability:** Consistent layout across pages aids user retention of navigation methods, reinforcing usability over time.

**User Experience (UX) Criteria:**

* **Aesthetics:** Sleek, minimalist design emphasizes visuals with high-quality imagery and clean layouts, enhancing overall appeal. Consistent color schemes and typography further elevate aesthetics.
* **Feedback:** Instant visual cues such as real-time updates of the basket icon on item addition provide immediate feedback. Interactive elements respond with hover and click effects, enhancing user engagement.
* **Satisfaction:** Smooth interactions contribute to positive user experiences. Intuitive navigation, clear product information, and responsive design collectively enhance satisfaction levels.

**Specific Features:**

* **Intuitive Navigation:** Logical flow from landing to product pages ensures easy access.
* **Prominent Buttons:** Clearly visible “Add to basket” buttons prompt user action.
* **Accessible Fonts:** Use of readable text ensures comfortable reading for all users.

**Testing**

**Evaluation Methods:**

* **Usability Testing:** Direct observation of users interacting with prototypes identifies usability issues and user behavior insights.
* **Heuristic Evaluation:** Experts review interfaces against established usability principles for quick issue identification and adherence to best practices.
* **Focus Groups:** Group discussions gather qualitative feedback on user experiences and preferences.

**Suitability:**

* **Usability Testing:** Identifies real-time issues and user behaviors, offering detailed insights for improvements.
* **Heuristic Evaluation:** Efficient for rapid usability checks and ensuring design alignment with best practices.
* **Focus Groups:** Offers valuable qualitative insights into user satisfaction, value perception, and improvement areas.

**Testing Plan:**

1. **User Recruitment:** Diverse participant selection to represent various demographics and technology proficiencies.
2. **Heuristic Evaluation:** Expert reviews for early-stage usability insights.
3. **Usability Tests:** Task-oriented sessions to observe and record user interactions, identifying pain points and gathering qualitative feedback.
4. **Focus Groups:** Discussions to explore user satisfaction, value perceptions, and improvement suggestions.
5. **Results Analysis:** Data compilation and prioritization of usability issues for design refinement.
6. **Implementation:** Iterative improvements based on testing outcomes, followed by validation tests to ensure enhanced user experiences.