



**COMSATS University Islamabad,
Abbottabad (Dhamtor) Campus**

**Project Proposal
(SCOPE DOCUMENT)**

for

**<Final lab >
Version 1.0**

By

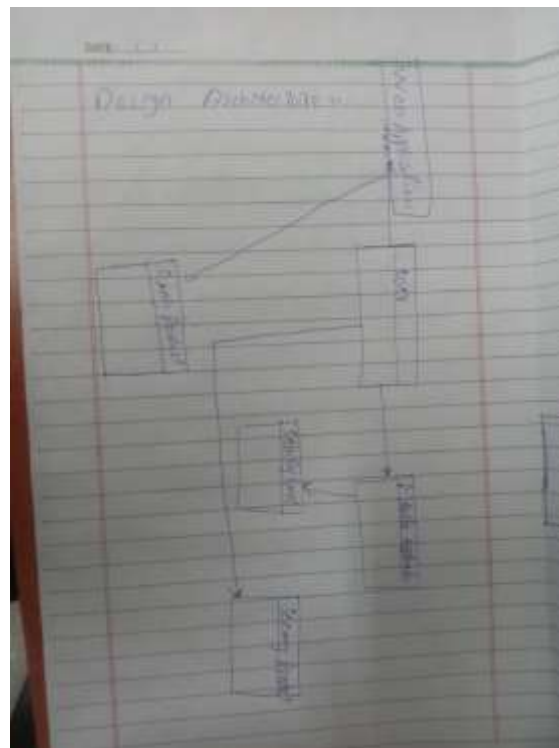
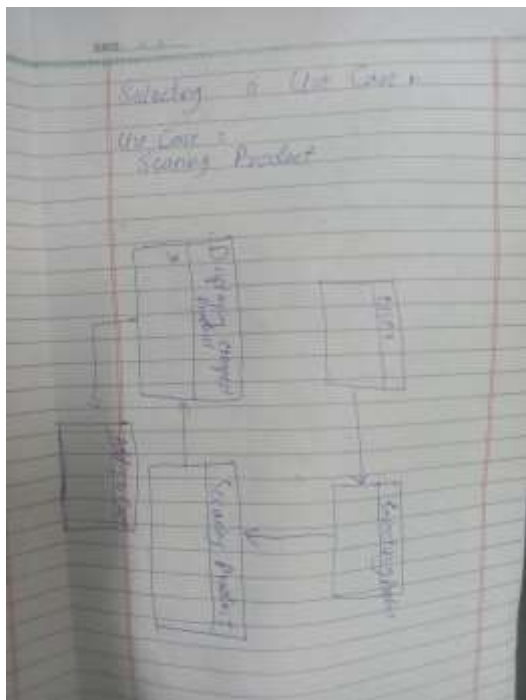
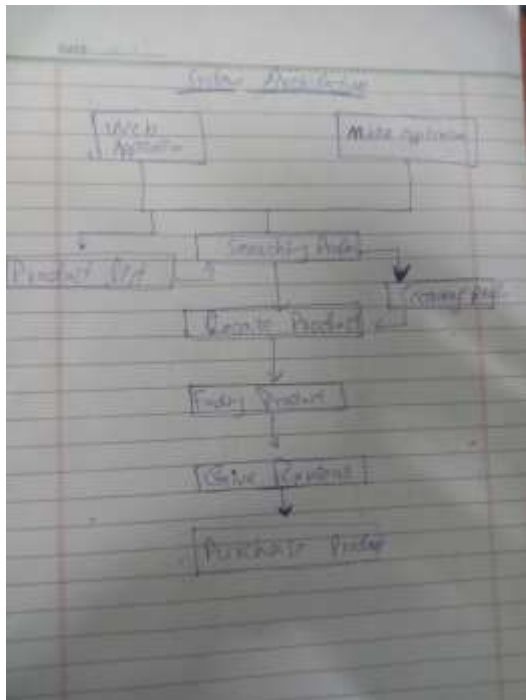
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Principles used :

Key Design Principles

1. Information Management

- **Information Windows:** The system integrates multiple information windows to reduce information overload, allowing users to navigate easily through product details without feeling overwhelmed. This design gives users a sense of control over the interface

2. Recommendation Systems

- **Product Recommendations:** The interface provides recommendations for similar or supplementary products, displayed in a way that minimizes user head movement and enhances readability. This feature supports informed purchasing decisions by presenting options clearly

3. User Interaction

- **Intuitive Controls:** The system employs hand gestures for interaction, such as adding items to the cart and navigating through options. This natural user interface (NUI) design enhances usability and makes the shopping experience more engaging

4. Availability Features

- **Location-Based Services:** A "find it near me" feature allows users to adjust a radius to locate products in nearby stores, showing availability and distance information. This principle emphasizes convenience and accessibility for users

5. Comparability

- **Product Comparison Tools:** The system enables users to compare different products based on various criteria (e.g., price, reviews). This feature assists customers in making better purchasing decisions by providing them with comprehensive options

6. Flexibility and Customization

- **User Preferences:** The architecture supports customization options, such as language selection and interface adjustments, allowing users to tailor their shopping experience according to personal preferences. This flexibility is crucial for enhancing user satisfaction in an omnichannel environment

7. Holistic Experience

- **Integrated Shopping Journey:** The design aims to create a seamless shopping experience that combines both hedonic (pleasure-driven) and utilitarian (function-driven) values. It ensures that users have an enjoyable and efficient interaction with the shopping assistant system

8. Feedback Mechanisms

- **Visual Feedback:** When actions are taken (e.g., adding items to the cart), immediate visual feedback is provided, affirming user actions and enhancing the overall experience.