

Shopping Website (Best Buy)

Team 6:

Members

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Best Buy Screens - Figma(Website)

Screens(35) -

1. Landing Screen
2. SignIn
3. SignUp
4. Forgot Password
5. Payment Screen
6. Onboarding (3)
7. Your Orders
8. Today's Deals
9. Landing
10. Past Orders
11. ProductDetailsPopup
12. Orders Popup
13. Help Chat (Screen 1,2)
14. Track order
15. Today's popular picks
16. WishList
17. WishList Empty
18. GiftCards
19. Track Order
20. Credit Cards
21. Gift Ideas
22. Recently Viewed

23. Profile Screen

24. Products (Laptop, Phones, Airpods, SmartWatch, Refrigerator) (5)

25. Autocomplete for Laptop Search

26. Rewards

27. Services

28. Shopping Cart

29. Category Pop up screen (products)

Index


- 1) Coverage of Strategy and Scope plane in relation to your project topic
- 2) Onboarding for your project topic
- 3) Use cases for your project topic that leads to the requirements
- 4) Wireframes with 25 screens and proper interactions.
- 5) Make sure you have personas
- 6) Product Objectives
- 7) User Needs
- 8) Information Architecture
- 9) Open Card Sorting
- 10) Closed Card Sorting
- 11) Site Map
- 12) Testing
- 13) Google Material Design

- **Coverage of Skeleton and Surface plane in relation to your project topic**

Skeleton Plane

Skeleton is the concrete expression of the more abstract *structure* of the site. Here we start designing interface elements — buttons, text blocks, images, etc. — that will facilitate the user's understanding and movement through the product.

The skeleton, that often materializes in the form of a wireframe or a low-fidelity prototype, is designed to optimize the arrangement of UI elements for efficiency and ease of use.

<u>Design Options</u>	<u>Designers / Stakeholders</u>
Skeleton	
Interface Design	<ol style="list-style-type: none"> 1. Checkboxes used for filters such as availability, brand names, etc. 2. Text boxes to take price input on filters and search boxes 3. Drop down for sort by options 4. Maps included for choosing store location
Navigation map	<ol style="list-style-type: none"> 1. Global Navigation <ol style="list-style-type: none"> 1. Products <ol style="list-style-type: none"> a. Appliances b. TV & Home Theater c. Computer & Tablets d. Cell Phones e. Audio f. Video Games 2. Brands

	<ul style="list-style-type: none">1. Best Buy Brands2. Apple3. Samsung4. Lenovo5. HP6. Microsoft7. Sony8. Intel <ul style="list-style-type: none">3. Deals<ul style="list-style-type: none">1. Top Deals2. Deal of the day3. Member Offers4. Clearance4. Services<ul style="list-style-type: none">1. Visit Service Center2. Schedule a service3. Manage an appointment4. Shop with an expert5. Account Info6. Recently viewed7. Order Status8. Saved Items <ul style="list-style-type: none">2. Branding Area Service Navigation Bar<ul style="list-style-type: none">1. Customer Support2. Credit Card3. Top Deals4. Deal of the Day5. Gifts6. Health & Wellness7. Business8. Language Options
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Surface Plane

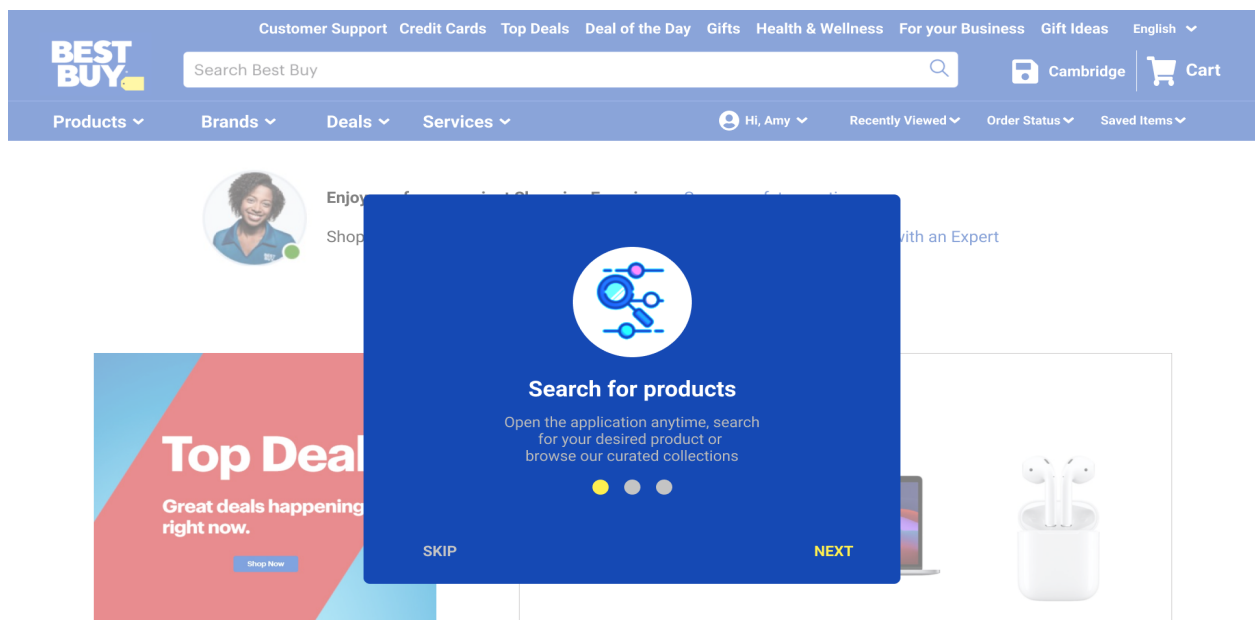
This is where the content meets users' senses; text on a page, prompts from a smart speaker or color scheme of a design.


Surface is the 'skin' layer of the product. Here, designers dive into the visual treatment of the product, including text, graphical elements, and navigational components to create the packaging, the final 'look-and-feel', of the product.

Surface level design is often what most people will refer to when talking about the product. For some, the packaging is what triggers feelings and emotions that will lead them to choose one taxi app over another.


<u>Design Options</u>	<u>Designers / Stakeholders</u>
Colour Scheme	<ul style="list-style-type: none">● Primary Color - #1549B4● Secondary Color - # FEEF50
Typography	<ul style="list-style-type: none">● Font Family - Roboto● Headings color - #000000 or #1549B4● Body color and font - #000000, Roboto
Forms	<ul style="list-style-type: none">● Forms should be centered● Headings: Bold, #000000, 32px● Text fields: 10px border radius● Checkboxes for account recovery options, remember me, terms and conditions● Primary buttons - #1549B4 with #ffffff text● Secondary buttons- #ffffff with #1549B4 text

- Onboarding for your project topic






Enjoy...
Shop...
with an Expert



Get the best deals

From price comparison, card and cashback offers - we make sure you get the best deal.





SKIP NEXT

Top Deal


Great deals happening right now.

[Shop Now](#)






Enjoy...
Shop...
with an Expert



Check out as you do!

Look through all the deals and checkout from the product which you think is best.




SKIP NEXT

Top Deal

Great deals happening right now.

[Shop Now](#)



- **Use cases for your project topic that leads to the requirements**

Use case 1: Teenager with pre-existing clarity on what product to buy

User: Teenager

Pre-Condition:

User has to have an internet connection

User has a basic knowledge of web browsing

User must be able to do online payments if necessary

Basic Flow:

User opens the website and searches for the product he intended and browses through list of results and buys the desired product by making payment online and opting for delivery option

Alternate flow:

User may visit the nearest store experience the product physically and then check for offers online and buy as a pickup at store

Termination Outcome:

User has successfully found the product he is looking for and placed an order

Use Case 2: Teenager who visit the website casually and buys a random product

User: Teenager

Pre-Condition:

User has to have an internet connection

User has a basic knowledge of web browsing

User must be able to do online payments if necessary

Basic Flow:

User may casually look at different set of products using the dropdowns on the top and buy if anything looks interesting.

User may end up buying a product which he/she is not intended to buy.

Alternate flow:

User may visit the nearest store and have a look at different products physically and then check for offers online and buy as a pickup at store

Termination Outcome:

User might not find anything interesting and does not place an order

Use Case 3: Person who does not know English

Pre-Condition:

User must be having a working internet connection

User must be accompanied by a person who can assist

Basic Flow:

User Browses through the products by looking at the pictures and be able to navigate to different sections with the help of his friend in understanding the product description

Alternate Flow:

User Browses through the products but could not understand the product description completely in spite of his/her friend helping him/her. User leaves the website and purchases the product by visiting a nearby store

User may place an order for a pickup at the store instead of making payment online

Termination Outcome:

User may find it difficult with translations, navigation and may visit any other website for the same with supports internationalization

Content Requirements

1. Maintenance Considerations

- 1) Today's popular pick: This content should update every ten minutes and the next day is an expiration date. But there are no time-sensitive numbers or info on this page.
- 2) Today's deals: This content should update every day and the next day is an expiration date. But there is time-sensitive numbers or info on this page. For instance, if it is 9pm now, the deal will expire in 3 hours.
- 3) Credit card: The percentage of credit card rebates and membership fees should update every month, and the expiration date should be clearly written in the details.
- 4) Shopping cart: There are pickup available dates and estimated delivery date related to the item added to cart. On this page, this content should update every second, because it depends on the inventory and it could change at any time. As if the inventory has changed, the date could expire for now. But time-sensitive numbers or info are not necessary.

2. Audience

- 1) Today's deal: This page is targeted at customers who care about price most and desperately want to save money. And there is a secondary audience that may click on this page as well. They don't have much-needed must-buy items, but they will buy some items involuntarily if they have high-quality and inexpensive items when they are strolling around.
- 2) Today's popular pick: This page is targeted at customers who have no destination to hang out on Best Buy. Also, some consumers are entangled and cannot make their decisions, so come here for advice.
- 3) Credit Card: This page is targeted at loyal users of Best Buy who place orders at least once a week. At the same time, some people who don't use credit cards often, as the secondary audience, are attracted by credit card rebates to open their account.

3. Technical considerations

- 1) Chat online: Online chat needs to support users to send and receive real-time messages, and at the same time, there must be corresponding customer service personnel to reply online with devices.

- **Personas:**



Robert Downey Jr

*"I am a movie star and buy the latest Electronics very often,
I need a website that keeps my information private"*

Robert is an avid Electronic products buyer and
needs all the products delivered home

Most Visited Sites:

Twitter
IMDb.com
Instagram

Age: 43
Occupation: Actor
Income: 1 million - 40 million
Marital Status: Divorced
Tech Savvy: 80%

Internet usage: Medium, uses twitter to share his thoughts
and IMDb to check movie and TV show ratings.



Keith

" I am a Tech reviewer and Vlogger so I need to get my electronic products at the cheapest rate I can"

Keith buys products and reviews them for his YouTube channel, he also shoots Vlogs of his cross country bike trips

Most Visited Sites:

YouTube
MyEdits.com
Amazon
GoPro.com

Age: 28

Occupation: YouTuber

Income: 100k - 150k

Marital Status: Bachelor

Tech Savvy: 95%

Internet usage: High, uses online editing software and posts videos on YouTube along with other Social Media.



Jenna

"I'm a Music Composer and Singer, I am building a studio at home, I keep buying instruments for the same"

Jenna buys mics, mixers, Dj sets and any other equipment that helps her produce music

Age: 19

Occupation: Musician

Income: 30k - 50k

Marital Status: Unmarried

Tech Savvy: 85%

Internet usage: Medium, finds inspiration online for lyrics and songs from apps like Pinterest and Tumblr

Most Visited Sites:

MusicCompany.com

Amazon

Live4Beats.com

Pinterest



Bianca

"I'm a Procurement Specialist for the IT department and handle buying everything electronic for the company"

Bianca buys printers, computers, Xerox machines, Air conditioners etc. for her company

Age: 31

Occupation: Procurement Specialist

Income: 110k - 130k

Marital Status: Married

Tech Savvy: 70%

Internet usage: Medium, she researches stocks and deals, she shops online for clothes, jewelry and shoes

Most Visited Sites:

Robinhood

SHEIN

Sephora

TopDeals.com

- **Product Objectives**

Business Goals

To provide customers with a way to directly buy goods from BestBuy over the Internet.

To help the company make more profits.

1 - Offer users a similar shopping experience as in the store.

Shop by categories

View product images & all necessary product details

Get help from sales assistants

2 - Provide users with better services than a real store.

Search for any specific product they want

See reviews from other customers

Get recommendation based on their browsing history

See the most popular products in the store

See all the products on sale of the day

Keep record of items they want and track their prices

Check all previous orders they placed

Fast delivery & easy returns

3 - Provide the company with benefits they cannot get from a real store

Targeted advertisement

Brand Identity

Efficient

Safe

High-quality

Competitive price

Success Metrics

Time the average user spend on the site during each visit

Average time it takes for a user to make a purchase

Times the average user visits the site every day

Conversion rate

Gross and net profit

- **User Needs**

'User needs' are the needs that a user has of a service, and which that service must satisfy for the user to get the right outcome for them. Services designed around users and their needs: are more likely to be used. help more people get the right outcome for them - and so achieve their policy intent.

Although the needs of its customers when they go to the website are different, it can be roughly summarized into three points.

1. Users hope to find the electrical appliances they need through this website. This electrical appliance should be the most suitable for customers in terms of quality and characteristics. Best Buy, as a merchant specializing in the sale of electrical appliances, its customers hope to have a quick and accurate way to find the products they want.
2. Users hope to get more discounts through this website. In this era when many brands have their own e-commerce websites, price is also a very important competitive advantage. The users of Best Buy really hope that they can get a price advantage on this website that they can't get anywhere else.
3. The user hopes to choose a satisfactory gift for his friend through the recommendation system of the website. Sometimes we buy some appliances not for our own use, but as gifts for our friends. The users of Best Buy naturally hope that they can choose an electrical appliance suitable for gifts on this website.

- **Information Architecture**

IA is a blueprint of the design structure which can be generated into wireframes and sitemaps of the project.

Techniques used in Case study for Best Buy -

- Conduct a heuristic evaluation
- Conduct one round of open card sort
- Conduct one round of closed card sort
- Create a sitemap

Open Card sort -

Open Card Sorting is where the participants are asked to organize topics from content within the website into groups that make sense to them and then name each group they created in a way that they feel accurately describes the content.

UX tweak for open card sorting -

Open -

Analysis - Respondent-Centric Analysis

SETTINGS
Minimum similarity: 100%
Number of categories: 6 - 9
Number of results: 3

Answer from **Respondent 3** is similar to **0 respondents** out of 4 at similarity \geq 100%.

Partnership	
Cards	Affiliate program
	Advertise with us
Names of similar categories	-
Best Deals	
Cards	Deal of the day
	Buy two air conditioners at the same time and get a 20% discount
Names of similar categories	-
Delivery Options	
Cards	Curbside Pickups
Names of similar categories	-
Services	
Cards	Change your appointment or learn more
	Build a package that works for you-like protection plans and accessories
	Sell/recycle old devices
	Claim warranty for damaged products
	Add items and related protection plans to cart and checkout
	Multilingual service phone number
	Consult an expert & compare products
Names of similar categories	-

Product Catalog	
Cards	Save items for later and automatically delete this one in cart
	Compare similar products about price
Names of similar categories	-
Wishlist	
Cards	Saved Items
Names of similar categories	-
Profile	
Cards	Add personal points
	The BestBuy email address used for help
	Your activity
Names of similar categories	-

Payments	
Cards	Add a payment method
Names of similar categories	-
Returns	
Cards	Return it to store and store locator
Names of similar categories	-

Answer from **Respondent 1** is similar to **0 respondents** out of 4 at similarity \geq **100%**.

Advertisement	
Cards	Deal of the day
	Advertise with us
Names of similar categories	-
Payment	
Cards	Add a payment method
Names of similar categories	-

Closed card sorting is a variation where users are given a predetermined set of category names, and they are asked to organize the individual cards into these predetermined categories.

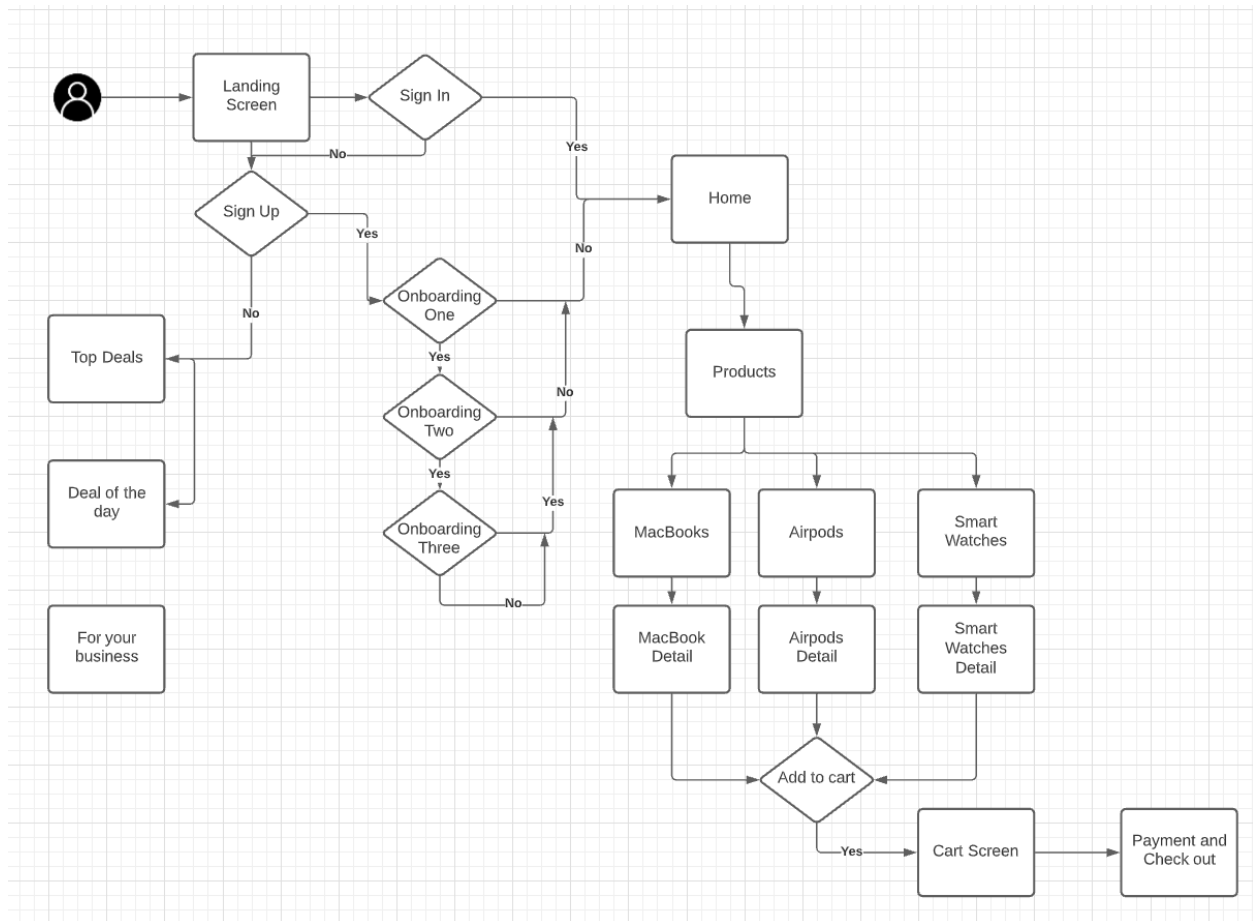
UX tweak for closed card sorting -

Category name	Unique cards	Respondents	Card name	Freq.	Avg. pos.
Services	8	5	Sell/recycle old devices	4	2.8
			Consult an expert & compare products	4	1.3
			Curbside Pickups	3	2.0
			Change your appointment or learn more	2	3.0
			Claim warranty for damaged products	1	4.0
			Multilingual service phone number	1	3.0
			Build a package that works for you-like protection plans and accessories	1	2.0
			Deal of the day	1	1.0
Support/contact	6	5	Multilingual service phone number	4	2.8
			The BestBuy email address used for help	3	1.3
			Change your appointment or learn more	2	2.0
			Claim warranty for damaged products	2	1.5
			Sell/recycle old devices	1	1.0
			Consult an expert & compare products	1	1.0
Account	6	5	Add a payment method	5	3.0
			Add personal points	5	1.6
			Your Activity	3	4.3
			Saved Items	3	1.7
			The BestBuy email address used for help	2	1.5
			Change your appointment or learn more	1	3.0

Category name	Unique cards	Respondents	Card name	Freq.	Avg. pos.
Cart	4	5	Add items and related protection plans to cart and checkout	5	2.0
			Save items for later and automatically delete this one in cart	5	1.6
			Saved Items	2	1.5
			Build a package that works for you-like protection plans and accessories	1	3.0
For your business	4	5	Affiliate program	5	2.2
			Advertise with us	5	1.2
			Your Activity	1	1.0
			Build a package that works for you-like protection plans and accessories	1	4.0
Orders&Returns	4	5	Return it to store and store locator	5	1.4
			Claim warranty for damaged products	2	1.5
			Curbside Pickups	2	1.5
			Your Activity	1	2.0
Pricing	2	5	Compare similar products about price	5	1.0
			Build a package that works for you-like protection plans and accessories	2	2.0
Offers/ Discounts	2	5	Buy two air conditioners at the same time and get a 20% discount	5	1.4
			Deal of the day	4	1.5

- **Site map**

A UX sitemap is a hierarchical diagram of a website or application, that shows how pages are prioritized, linked, and labeled. If a user flow is like the street view details, the sitemap is like the bird's eye view.



- **Testing**

Usability Testing

- Test plan
- Expectation & Feedback

Test Objectives

- To test the ease of use and overall flow of the prototype
- To test whether users are able to complete the tasks given to them
- To gain insight into the frustration and pain points of the user

Tasks

- Search for a product category
- Search for a product via the search bar after successful sign in
- Add products to the cart
- Add payment options
- Make a payment and track order

Usability Test Findings

Insights:

- User was able to signin/signup without any issue
- Most of the users preferred search bar compared to the drop down categories in finding their desired product
- Most of the users used filtering options inside a product category to find the suitable configuration
- Users could not find the customer support option easily on the Landing Screen
- Non native english users found it difficult to understand few categories

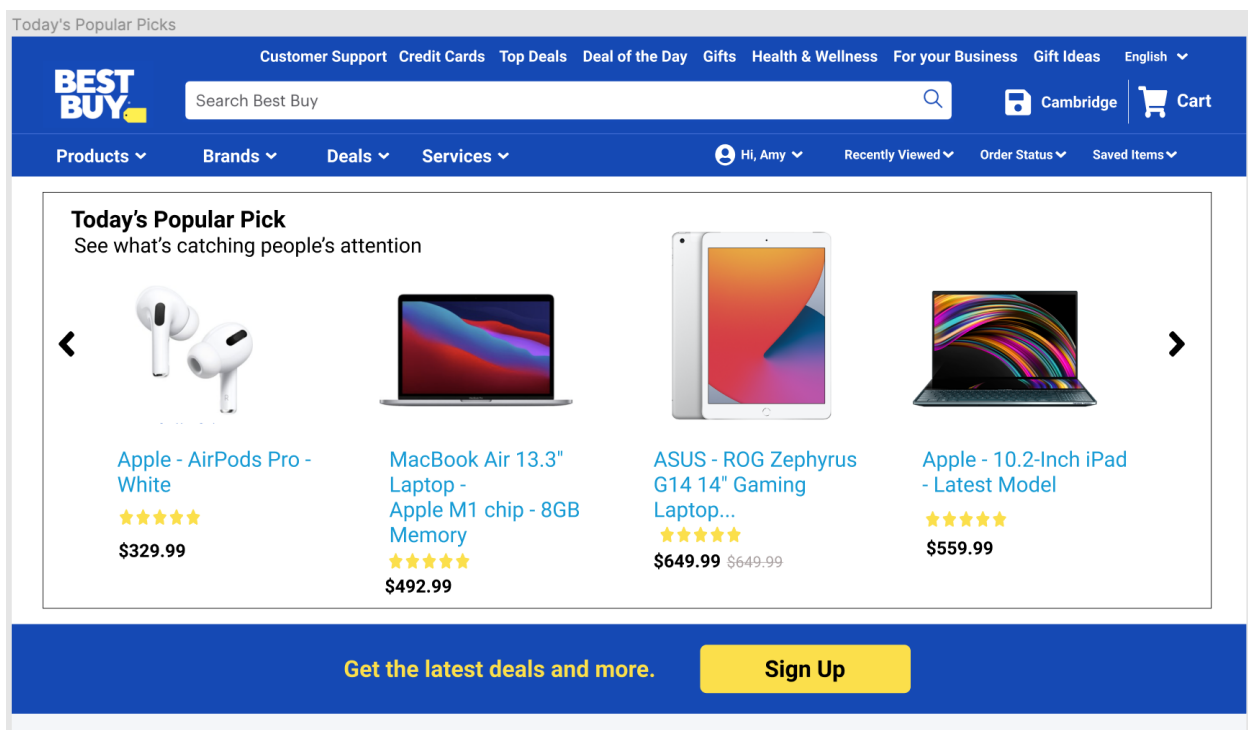
Recommendations:

- Customer Support option must be included on the top of the navigation panel
- Support for internationalization must also be included in the header section
- Use forms to help users compare similar products
- Removed product details from Today's popular picks section for minimalism and to avoid bombarding the customer with too much information
- Added Sign up/ Sign In with Apple ID feature for flexibility
- Added a phone Number option for password resetting for more options
- Added tracking orders functionality for product delivery transparency
- Giving users options in the chat box to contact and ask questions or read answers from Q&A database, with functions such as email or live chat.

- **Google Material Design**

1. Material is the metaphor

Best Buy is a multinational consumer electronics retailer. Its main business is inseparable from technology products. Blue can be reminiscent of the latest technology, and a small amount of yellow can stimulate users' desire to buy. because they make it easier for users to imagine and feel more natural.



2. Bold, graphic, intentional

Bold font allows users to grab the most intuitive information the first time, and can also leave a deep impression, such as the percentage of credit card rebates. Nothing is more exciting than discounts or rebates in digital information.

Credit Card

BEST BUY Customer Support Credit Cards Top Deals Deal of the Day Gifts Health & Wellness For your Business Gift Ideas English ▾

Search Best Buy

Cambridge Cart

Products ▾ Brands ▾ Deals ▾ Services ▾ Hi, Amy ▾ Recently Viewed ▾ Order Status ▾ Saved Items ▾

My Best Buy® Credit Cards

The My Best Buy® Credit Card is here to help.

5% back*
in rewards

6% back in rewards for
Elite Plus Cardmembers

**flexible
financing**
or
options
starting on purchases
\$299 and up.

Make payments, check your balance and more.

Waiting to hear back about your credit card
application? [Check your application status*](#)

[Manage Account*](#)

[Apply Now](#)

Such a rotating card attracts the user's attention and allows the user to focus on the content of the card. On the panel where the card is located, even switching between cards will not break the continuity of the user's reading, on the contrary, the control of parts or categories is clearer.

OnboardingTwo

BEST BUY Customer Support Credit Cards Top Deals Deal of the Day Gifts Health & Wellness For your Business Gift Ideas English ▾

Search Best Buy

Cambridge Cart

Products ▾ Brands ▾ Deals ▾ Services ▾ Hi, Amy ▾ Recently Viewed ▾ Order Status ▾ Saved Items ▾

Enjoy... with an Expert

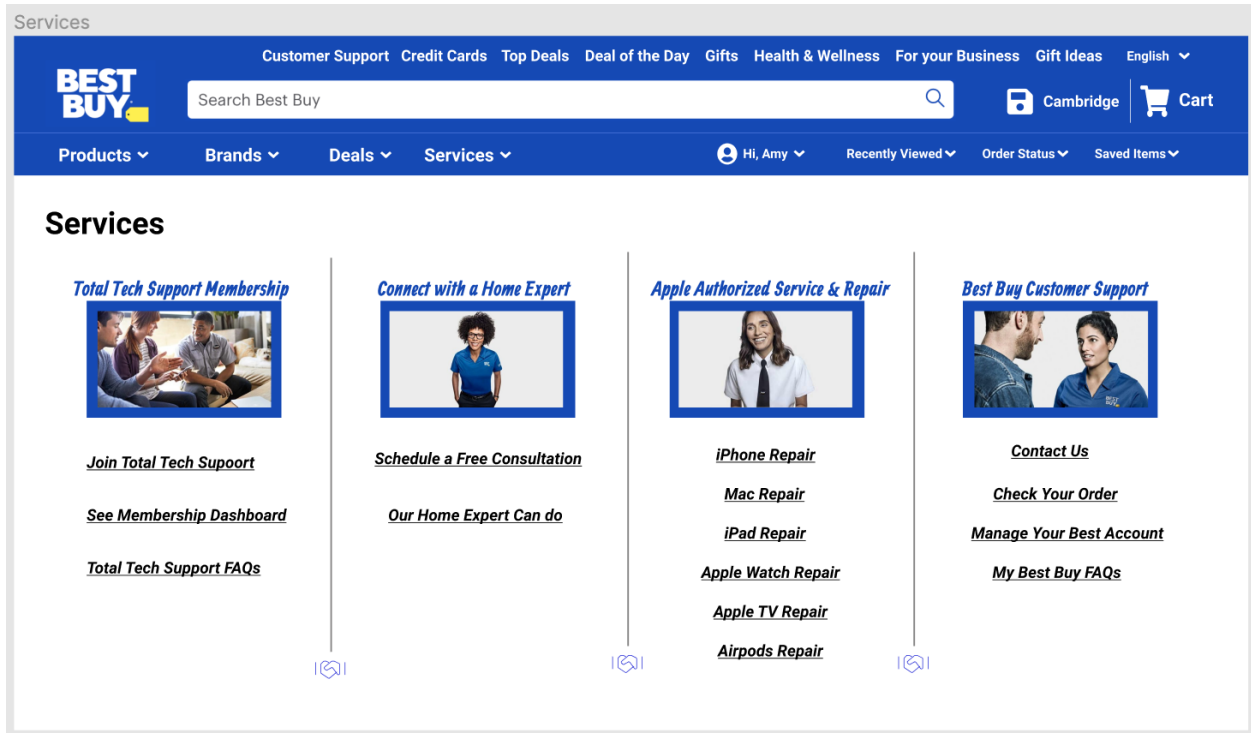
Top Deal
Great deals happening
right now.
[Shop Now](#)

Get the best deals
From price comparison, card
and cashback offers - we make
sure you get the best deal.

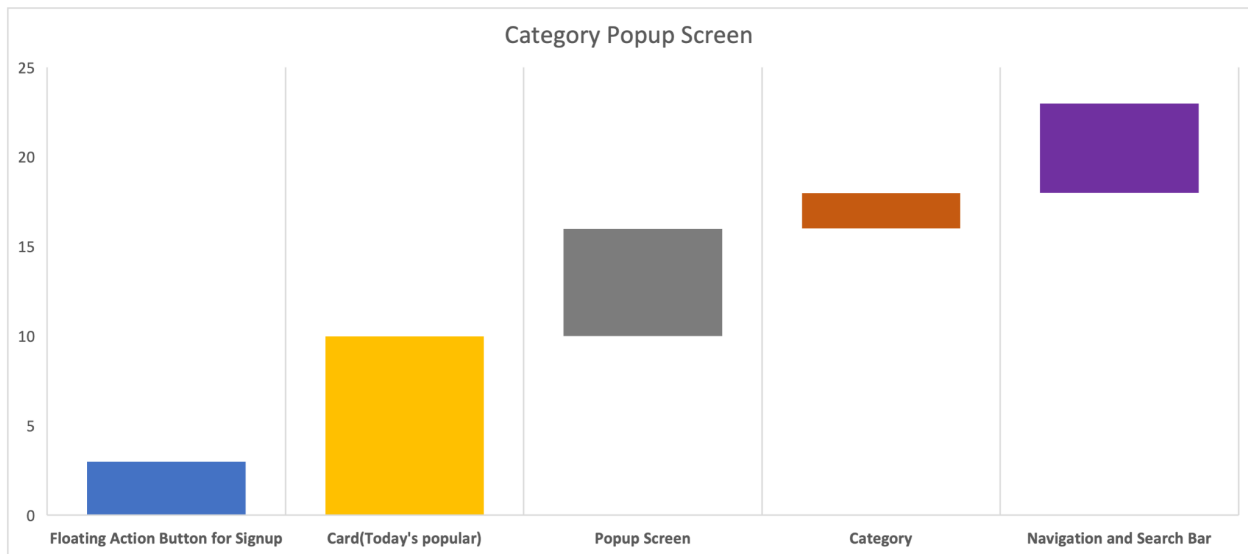
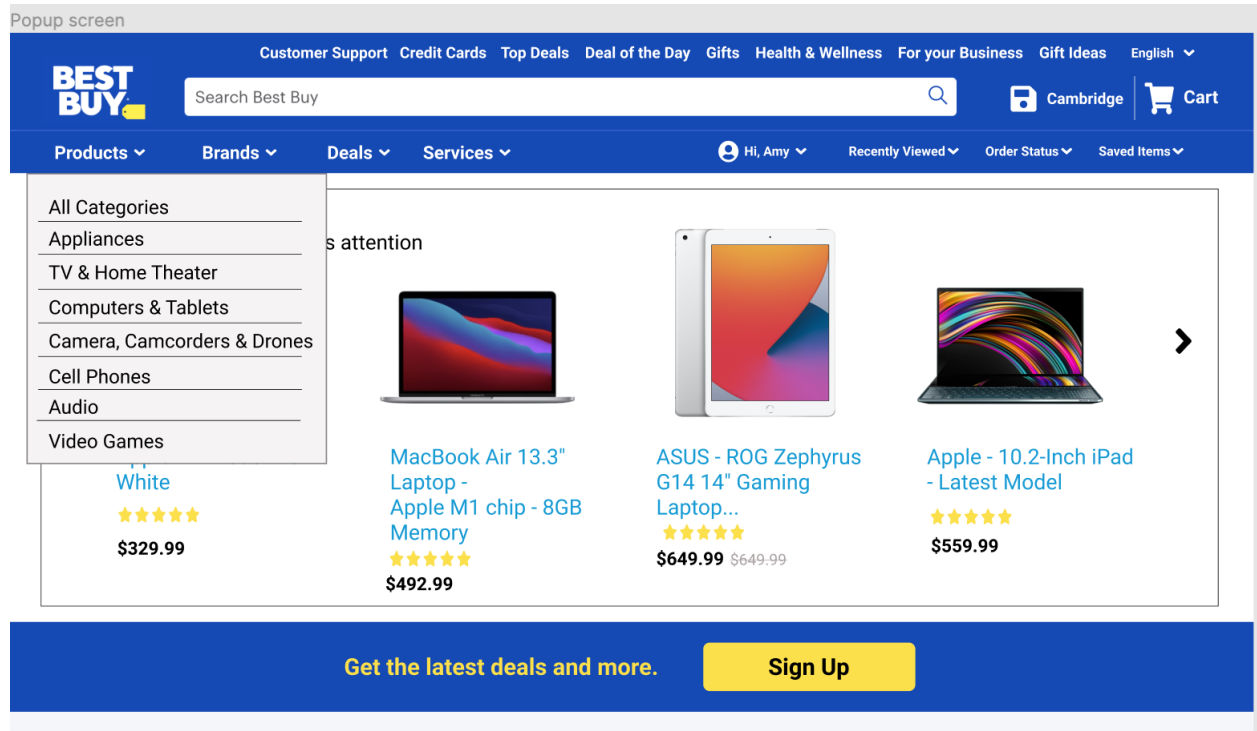
SKIP [NEXT](#)

3. Environment

In the service interface, it is divided into four categories, and the different promotional images in each category are decorated with fixed shadows. Such an environment can be clearly classified at a glance, and does not stick to the traditional environment layout.



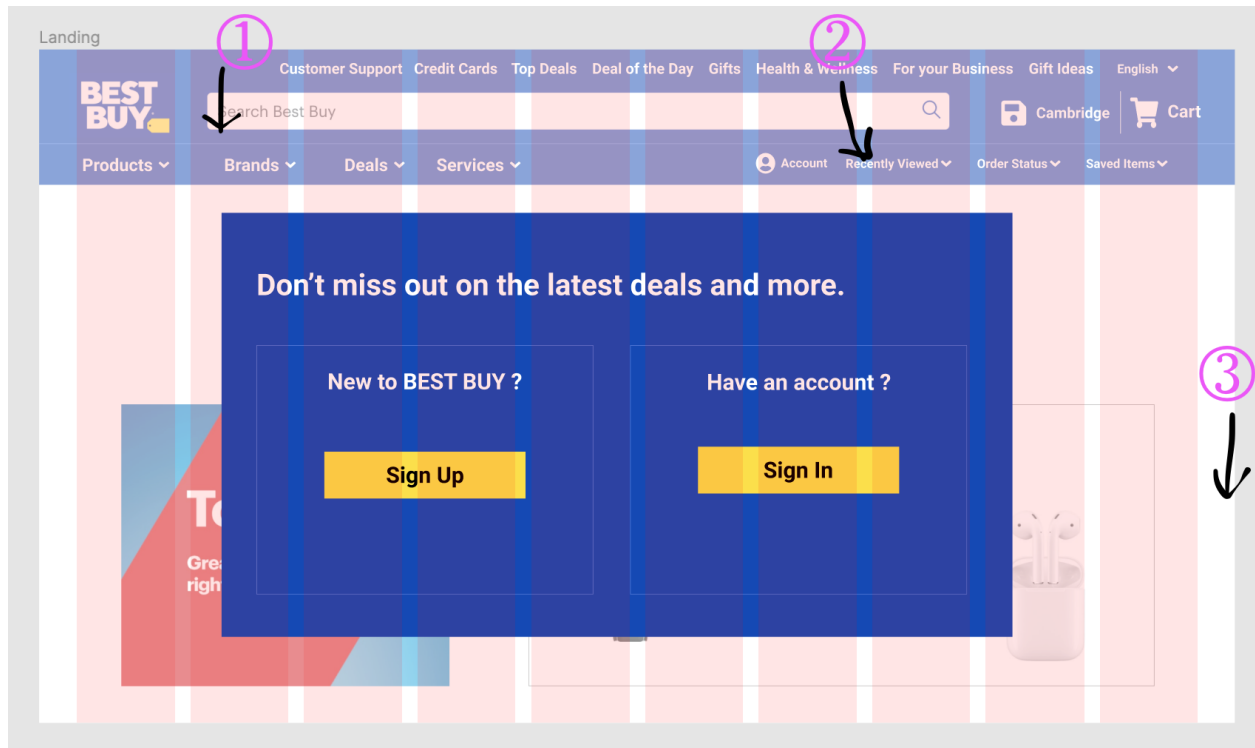
4. Elevation



The popup screen page of Best Buy layout with an open navigation drawer and floating action button for signup at the bottom, along with a cross-section diagram of its component elevations along its z-axis.

5. Responsive Layout grid

The Material Design responsive layout grid is a comprehensive guide to the placement of components and elements. The responsive layout grid adapts to screen sizes and orientation, ensuring consistency across layouts.



- ① Columns
- ② Gutters
- ③ Margins

6. Actions with rounded edges can provide a compelling user experience.
Iconography: Material icons use geometric shapes to visually represent topics.

