

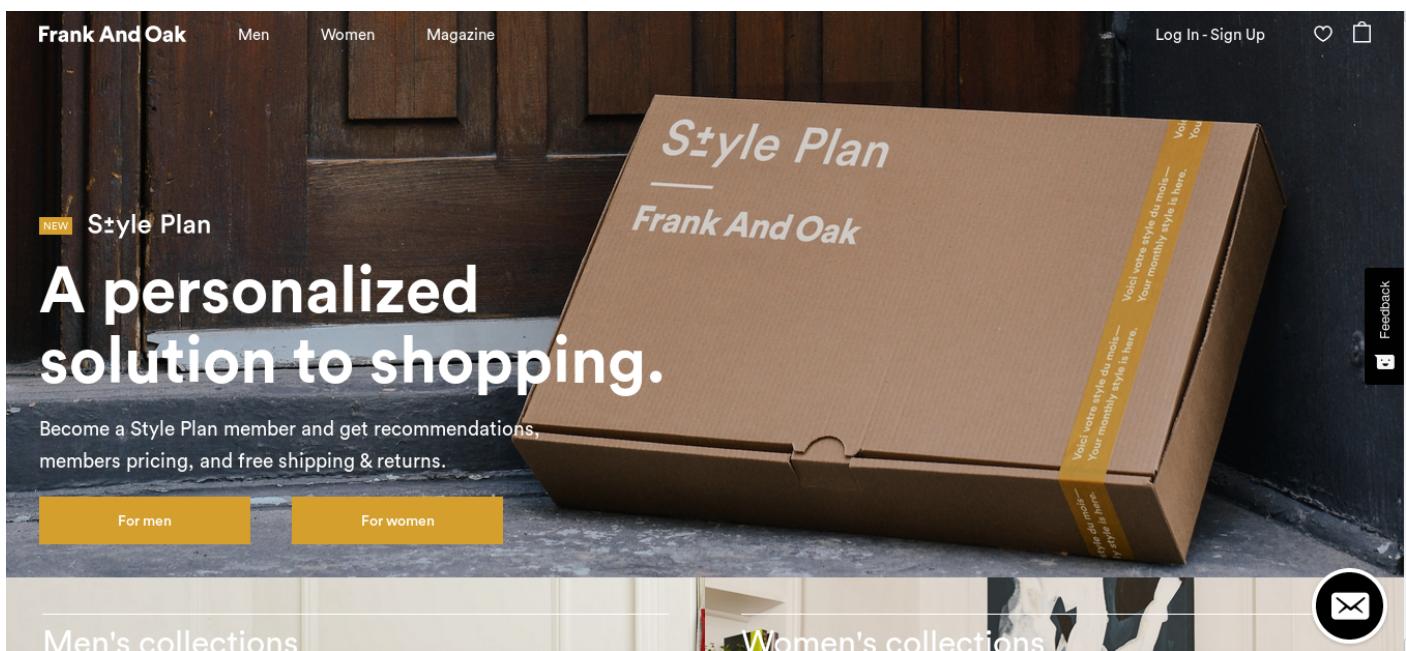
Practical 7

Website- Frank and Oak

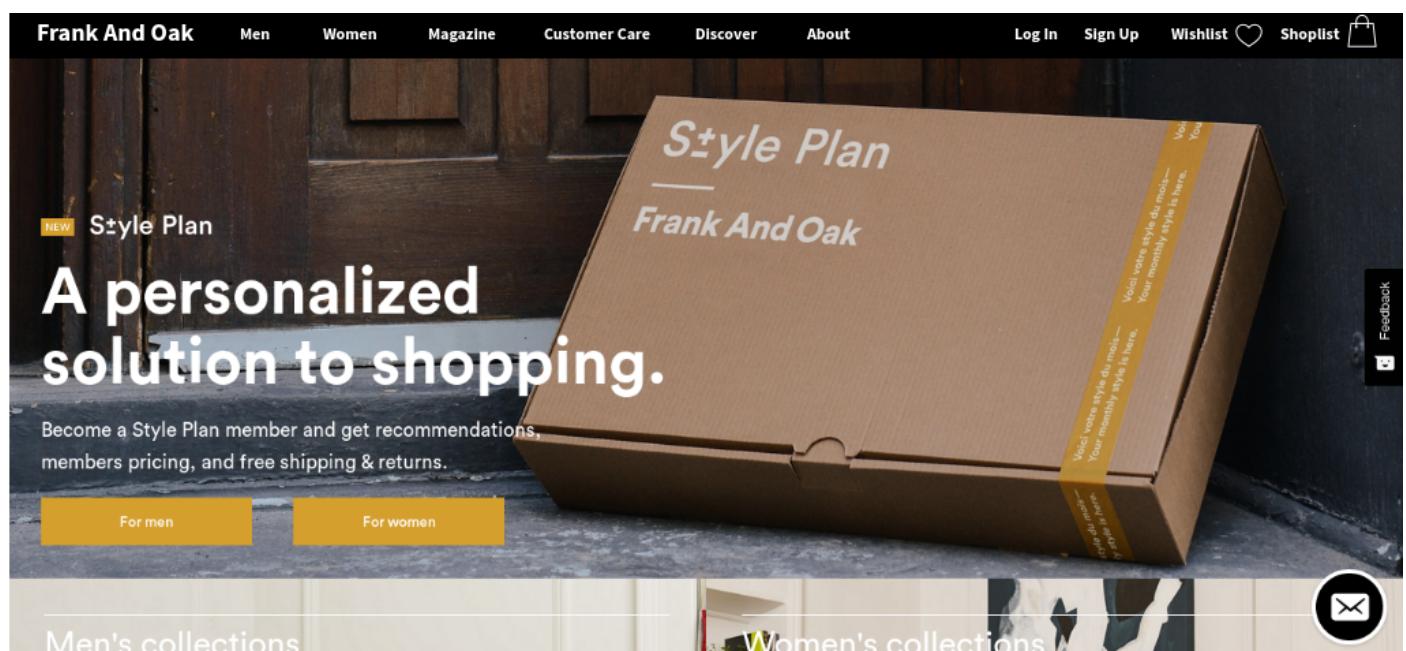
- The website chosen for prototype designing is Frank and Oak: Shop Men's Clothing and Women's Styles, an online portal for buying apparel.
- The tool that has been used for this purpose is Mockflow: Online Wireframe Tools, Prototyping Tools, UI Mockups, UX Suite.

Task 1, 2 and 3-

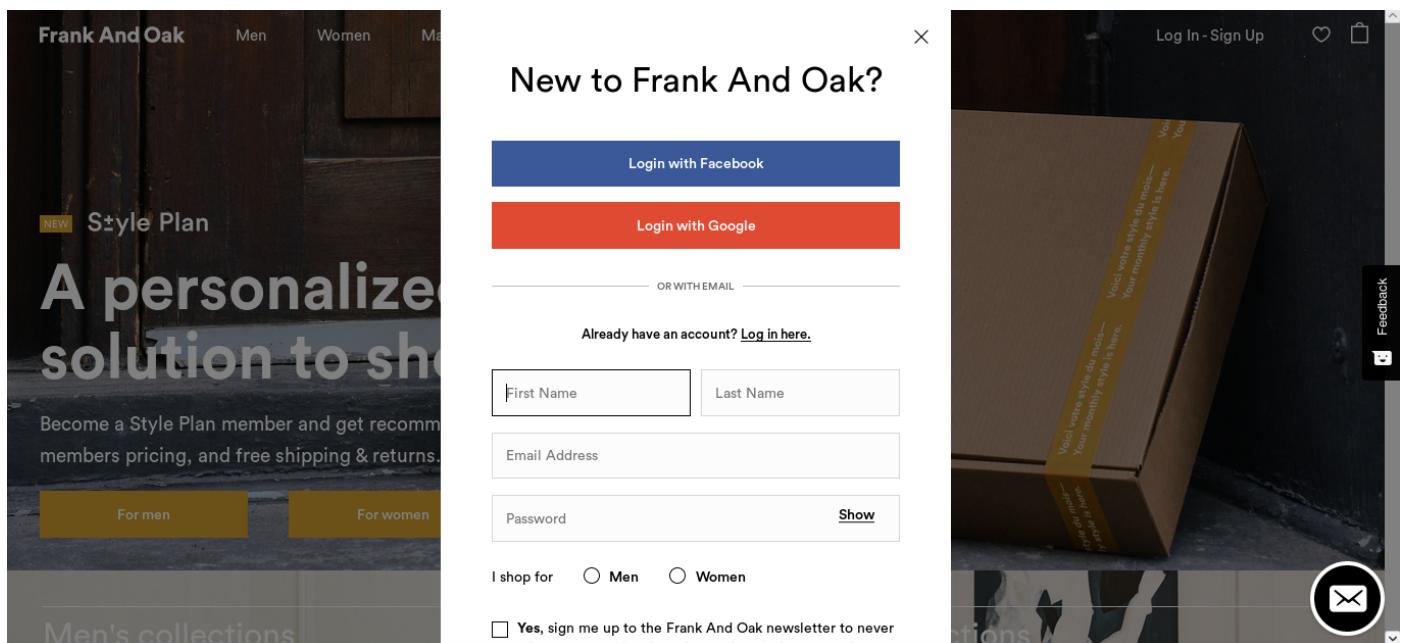
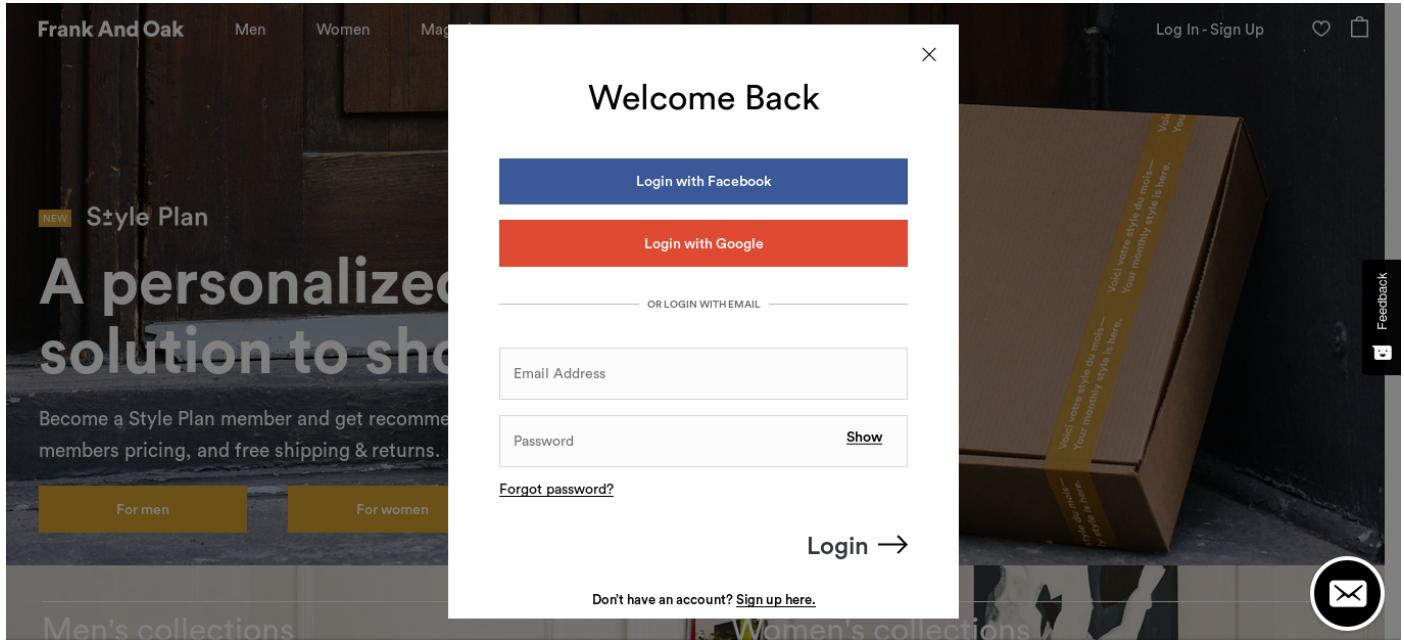
Reference UI-



UI design prototype-



Errors justified by 3rd point-



Justification-

1. In order to view the sub-options under Customer Care, Discover and About options, one has to scroll down to the end of the main page of the website which involves some scrolling time. By shifting these options to the top of the page alongside the Men, Women and Magazine options, this scrolling time needed to view the sub-options under them is reduced.
2. The log-in and sign-up options have been combined in the original UI. In order to sign-up for the website, one has to first click on this combined option and then further there appears an option to sign-up. In the modified UI, the two options

have been separated so that when one clicks on the sign-up option, one gets directed directly to the sign-up window/popup. This save time rather than first clicking the combined option, then redirecting to the sign-up window/popup from there.

3. The heart and bag icon at the top right of the main page of the website is not so intuitive to the user as to what they exactly mean. One has to click on them separately which redirects them to the wishlist and shoplist pages. In the modified UI, the names wishlist and shoplist have been added near the icons so that what they do is intuitive to the user. This reduces the time of clicking and actually checking what these icons are for.

Task 4-

Reference UI-

The screenshot shows a product listing for men's shirts on the Frank And Oak website. The top navigation bar includes links for Men, Women, Magazine, Log In - Sign Up, a heart icon, and a shopping bag icon. On the left, a sidebar lists featured items like 'Columbus Day sale' and 'Performance outerwear'. Below this is a 'Clothing' section with categories such as Shirts, Tees, Sweaters & Sweatshirts, Pants & Shorts, Denim, Blazers & Suits, and Outerwear and Jackets. The main content area displays four shirt products: 'Deconstructed Textured Weave Blazer - Mixed Grey' (US\$169), 'The Jasper Oxford Shirt in Black' (US\$39.50), 'The Jasper Oxford Shirt in White' (US\$39.50), and 'The Jasper Oxford Shirt in Light Blue' (US\$39.50). Each product card includes a small image, a 'NEW' badge, and a 'Select a Size' button with size options XS, S, M, L, XL, XXL, ST, MT, LT, and XLT. To the right of the shirts is a vertical sidebar with a 'Feedback' button and an envelope icon. At the bottom of the page, there is another row of products: 'The Jasper Oxford Shirt in Light Grey' (US\$39.50), 'The Jasper Oxford Shirt in Striped Red' (US\$59.50), 'The Brushed Jasper Oxford Shirt - Grey/Navy Stripes' (US\$69.50), and 'The Jasper Band Collar Oxford Shirt in White' (US\$69.50).

This screenshot shows the same Frank And Oak website layout as the previous one, but with a different product selection. The main content area now displays four shirt products: 'Deconstructed Textured Weave Blazer - Mixed Grey' (US\$169), 'The Jasper Oxford Shirt in Black' (US\$39.50), 'The Jasper Oxford Shirt in White' (US\$39.50), and 'The Jasper Oxford Shirt in Light Blue' (US\$39.50). The 'Select a Size' button is visible below the first shirt. The bottom row of products remains the same as in the previous screenshot: 'The Jasper Oxford Shirt in Light Grey' (US\$39.50), 'The Jasper Oxford Shirt in Striped Red' (US\$59.50), 'The Brushed Jasper Oxford Shirt - Grey/Navy Stripes' (US\$69.50), and 'The Jasper Band Collar Oxford Shirt in White' (US\$69.50). The sidebar on the left and the footer section at the bottom of the page are identical to the first screenshot.

Frank And Oak Men Women Magazine Log In - Sign Up  

Featured

Columbus Day sale	Deconstructed Textured Weave Blazer - Mixed Grey	 The Jasper Oxford Shirt in Black	 The Jasper Oxford Shirt in White	 The Jasper Oxford Shirt in Light Blue
Performance outerwear	US\$169	US\$39.50	US\$39.50	US\$39.50
New In—October Release				
Best sellers				
Minimal—sustainable styles				
The Suit Shop				
Essentials				
Sale—Last chance				

Clothing

Shirts	XS S M L XL	 NEW
Tees, Sweaters & Sweatshirts	XXL ST MT LT	
Pants & Shorts	XLT	
Denim		
Blazers & Suits		
Outerwear and Jackets		

Footwear & Accessories

Shoes & Boots	The Jasper Oxford Shirt in Light Grey	 NEW
Accessories	US\$39.50	
	The Jasper Oxford Shirt in Striped Red	 NEW
	US\$59.50	
	The Brushed Jasper Oxford Shirt - Grey/Navy Stripes	 NEW
	US\$69.50	
	The Jasper Band Collar Oxford Shirt in White	
	US\$69.50	

UI design prototype-

Frank And Oak Men Women Magazine Log In - Sign Up  

Featured

Columbus Day sale	Deconstructed Textured Weave Blazer - Mixed Grey	 The Jasper Oxford Shirt in Black	 The Jasper Oxford Shirt in White	 The Jasper Oxford Shirt in Light Blue
Performance outerwear	US\$169	US\$39.50	US\$39.50	US\$39.50
New In—October Release				
Best sellers				
Minimal—sustainable styles				
The Suit Shop				
Essentials				
Sale—Last chance				

Clothing

Shirts	XS S M L XL	 NEW
Tees, Sweaters & Sweatshirts	XXL ST MT LT	
Pants & Shorts	XLT	
Denim		
Blazers & Suits		
Outerwear and Jackets		

Footwear & Accessories

Shoes & Boots	The Jasper Oxford Shirt in Light Grey	 NEW
Accessories	US\$39.50	
	The Jasper Oxford Shirt in Striped Red	 NEW
	US\$59.50	
	The Brushed Jasper Oxford Shirt - Grey/Navy Stripes	 NEW
	US\$69.50	
	The Jasper Band Collar Oxford Shirt in White	
	US\$69.50	

Justification-

1. In the reference UI, in order to select a product's size and to add that product to one's cart, one first has to click on the select a size option, then hover to the sizes and select the one needed and then hover back down to add to cart option. As a replacement to this, one can directly select a size from those listed as available for that product and then straightaway add it to the cart. Doing this reduces one step and hence saves some time in selecting a product's size and then adding it to the cart.

Task 5-

Reference UI-

The Frank And Oak homepage features a large image of a woman in a red coat and pink scarf. Below the image, a headline reads "How to stay warm and". To the right, there are three columns: "PEOPLE" with an article about Lou Phelps, "CULTURE" with an article about spirits, and a "Feedback" button. The top navigation bar includes links for Men, Women, Magazine, Log In - Sign Up, and a shopping cart.

Style People Culture

Stories and advice on good living from Frank And Oak

PEOPLE

Lou Phelps turns to his thoughts for his latest record

CULTURE

Off-the-beaten path spirits you should have on your drinking radar

Keep reading →

CULTURE

The const...

UI design prototype-

The UI design prototype for Frank And Oak shows a "Style Plan" box with the text "A personalized solution to shopping.". It includes a call to action for becoming a member and links for men's and women's collections. A dropdown menu under "Magazine" is highlighted, showing options for Style, People, and Culture. The top navigation bar includes Men, Women, Magazine, Customer Care, Discover, About, Log In, Sign Up, Wishlist, Shoplist, and a Feedback button.

Style Plan

A personalized solution to shopping.

Become a Style Plan member and get recommendations, members pricing, and free shipping & returns.

For men For women

Men's collections Women's collections

Style
People
Culture

Customer Care Discover About

Log In Sign Up Wishlist Shoplist Feedback

Justification-

1. When one clicks on Magazine on the main page, one gets directed to a page which further has options given by Style, People and Culture. Instead of doing this, by displaying a drop down menu under Magazine on the main page itself by hovering on it, one can directly go to those particular pages. This saves time as one can skip the page in between.

Practical 8

Website- Frank and Oak

(Refer to reference and prototype UIs from practical 7)

Task 1-

Task goal: To view sub-options under Customer Care

Methods	Action Sequence	KLM Operators	Operator Time	Total Time for Method
1. To view sub-options under the Customer Care option on the main page of the website	<p>For reference UI-</p> <ol style="list-style-type: none"> 1. Open web browser via icon on the desktop 2. Browse to the website 3. Scroll to the end of the main page 4. View the sub-options under the Customer Care option <p>For prototype UI-</p> <ol style="list-style-type: none"> 1. Open web browser via icon on the desktop 2. Browse to the website 3. Click on the Customer Care option to view the sub-options 	<p>For reference UI- MPBBMPBBHK... KHPBBBBM</p> <p>For prototype UI- MPBBMPBBK...K HPBBM</p> <p>(Assuming the site length to browse is 'Frank and Oak' - 13 characters in length)</p> <p>(Assuming it takes 2 scrolls to reach the end of the main page)</p>	<p>(good typist) K=0.12s B=0.1s P=1.1s H=0.4s M=1.35s</p>	10.51s 10.31s

Task 2:

Task goal: To know which icon is for wishlist

Methods	Action Sequence	KLM Operators	Operator Time	Total Time for Method
1. To know what the heart icon does	<p>For reference UI-</p> <ol style="list-style-type: none"> 1. Open web browser via icon on the desktop 2. Browse to the website 3. Click on the heart icon in the top right corner of the main page <p>For prototype UI-</p> <ol style="list-style-type: none"> 1. Open web browser via 	<p>For reference UI- MPBBMPBBHK... KHMPBB</p> <p>For prototype UI- MPBBMPBBHK... KM</p>	<p>K=0.2s B=0.1s P=1.1s H=0.4s M=1.35s</p>	8.75s 7.45s

	icon on the desktop 2. Browse to the website			
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Task 3:

Task goal: Go to Sign-Up window/popup on the website

Methods	Action Sequence	KLM Operators	Operator Time	Total Time for Method
1. Got the sign-up window/popup from the main page of the website	<p>For reference UI-</p> <ol style="list-style-type: none"> Open web browser via icon on the desktop Browse to the website Click on the Log In - Sign Up button at the top right corner of the main page Click on the Sign up here button at the bottom of the Log in popup <p>For prototype UI-</p> <ol style="list-style-type: none"> Open web browser via icon on the desktop Browse to the website Click on the Sign Up button at the top right corner of the main page 	<p>For reference UI- MPBBMPBBHK... KHMPBBMPBB</p> <p>For prototype UI- MPBBMPBBHK... KHMPBB</p>	$K=0.2\text{s}$ $B=0.1\text{s}$ $P=1.1\text{s}$ $H=0.4\text{s}$ $M=1.35\text{s}$	12.96s 10.31s

Task 4:

Task goal: Select size of a product and add it to the cart/shoplist

Methods	Action Sequence	KLM Operators	Operator Time	Total Time for Method
1. Select a size as needed for a particular product 2. Add that product to the cart/shoplist	<p>For reference UI-</p> <ol style="list-style-type: none"> Open web browser via icon on the desktop Browse to the website Click on sub-category under Men/Women option on the main page Click on Select a Size button for a particular product Click on the required size option Click on the Add to Cart <p>For prototype UI-</p> <ol style="list-style-type: none"> MPBBMPBBHK... KHMPMPBBMPB BBPBMPBBPB B MPBBMPBBHK... KHMPMPBBMPB BBBMPBBPBB 	<p>For reference UI- MPBBMPBBHK... KHMPMPBBMPB BBPBMPBBPB B</p> <p>For prototype UI- MPBBMPBBHK... KHMPMPBBMPB BBBMPBBPBB</p>	$K=0.2\text{s}$ $B=0.1\text{s}$ $P=1.1\text{s}$ $H=0.4\text{s}$ $M=1.35\text{s}$	20.86s 18.21s

	<p>button</p> <p>For prototype UI-</p> <ol style="list-style-type: none"> 1. Open web browser via icon on the desktop 2. Browse to the website 3. Click on sub-category under Men/Women option on the main page 4. Click on the required size option 5. Click on the Add to Cart button 			
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Task 5:

Task goal: View sub-options under the Magazine option

Methods	Action Sequence	KLM Operators	Operator Time	Total Time for Method
1. View the sub-options under the Magazine option on the main page	<p>For reference UI-</p> <ol style="list-style-type: none"> 1. Open web browser via icon on the desktop 2. Browse to the website 3. Click on the Magazine option on the main page <p>For prototype UI-</p> <ol style="list-style-type: none"> 1. Open web browser via icon on the desktop 2. Browse to the website 3. Hover to the Magazine option on the main page 	<p>For reference UI-MPBBMPBBHK...K HMPBBM</p> <p>For prototype UI-MPBBMPBBHK...K H</p>	<p>K=0.2s B=0.1s P=1.1s H=0.4s M=1.35s</p>	<p>11.06s 7.06s</p>