SCHOOL OF COMPUTING

COLLEGE OF ARTS AND SCIENCES

SCIH2103 – INTERACTION DESIGN

GROUP PROJECT

Lecturer: Dr. Nuramalina Binti Mohamad Na'in

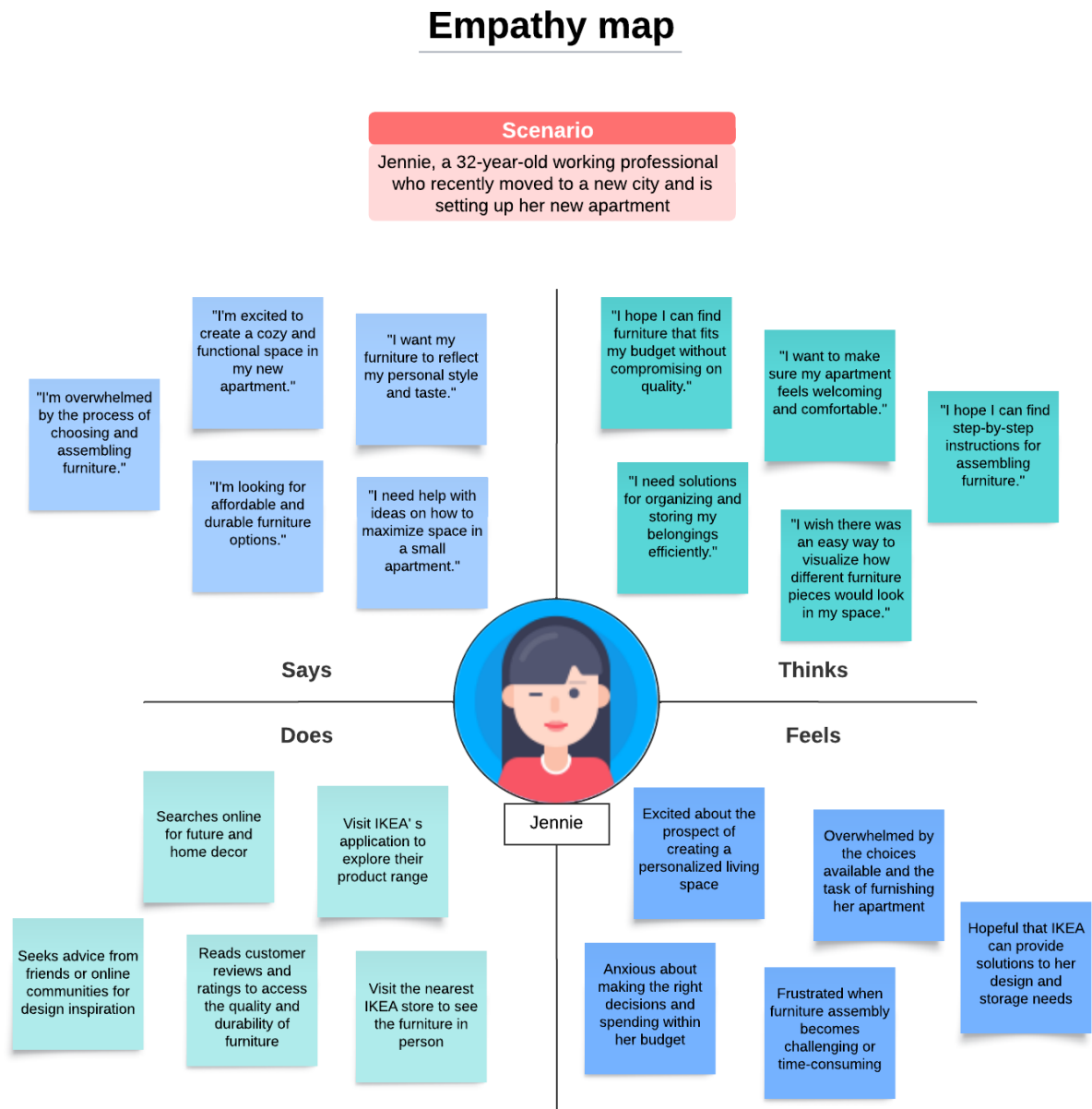## PRESENTED BY

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Empathy Map

Empathy map

Scenario

Jennie, a 32-year-old working professional who recently moved to a new city and is setting up her new apartment

"I'm excited to create a cozy and functional space in my new apartment."

"I want my furniture to reflect my personal style and taste."

"I'm overwhelmed by the process of choosing and assembling furniture."

"I'm looking for affordable and durable furniture options."

"I need help with ideas on how to maximize space in a small apartment."

"I hope I can find furniture that fits my budget without compromising on quality."

"I want to make sure my apartment feels welcoming and comfortable."

"I hope I can find step-by-step instructions for assembling furniture."

"I need solutions for organizing and storing my belongings efficiently."

"I wish there was an easy way to visualize how different furniture pieces would look in my space."

Says

Thinks

Does

Feels

Jennie

Searches online for future and home decor

Visit IKEA' s application to explore their product range

Seeks advice from friends or online communities for design inspiration

Reads customer reviews and ratings to access the quality and durability of furniture

Visit the nearest IKEA store to see the furniture in person

Excited about the prospect of creating a personalized living space

Overwhelmed by the choices available and the task of furnishing her apartment

Hopeful that IKEA can provide solutions to her design and storage needs

Anxious about making the right decisions and spending within her budget

Frustrated when furniture assembly becomes challenging or time-consuming

Wireframe

https://www.figma.com/file/gnfJ923jfUFPtLIUPeR6LH/IKEA-Redesign-(Community)?type=design&node-id=1-2&mode=design&t=3HzuXtTeLZtRfucG-0

Product Name

iDEA application

Product Background

The product IDEA mobile application is an extension of the company's furniture and home furnishing business. The mobile app is designed to enhance the virtual shopping journey for customers and create an exceptional user experience. With the proliferation of e-commerce, online shopping has become increasingly popular, giving the brand IDEA an opportunity to tap into a large and expanding market.

Depending on the region and the closest branch store, customers may have been able to make purchases directly through the mobile app instead of physically visiting the store and having items delivered to their doorstep. Using the app, customers can visualise how the furniture will look in their homes before purchasing. They can virtually place furniture items in their living spaces and see how they fit and complement the existing decor.

The product aimed to become an indispensable tool for those seeking affordable, stylish, and innovative home solutions. It represents the brand's commitment to enhancing customer experiences in the digital age, boosting customer engagement and sales. Whether in-store or online, the IDEA mobile app is a gateway to modern home furnishing and design, offering a delightful and user-friendly platform for all interior enthusiasts and beyond.

Goals of The Product

Apps for furniture, like "IDEA" from us, often focus on enhancing user experience, raising customer happiness and boosting sales. Here are the goals for our product:

➤ Customised Product Suggestion

Offer personalised furniture suggestions based on customer interests, browsing history, and previous purchases. Displaying related items will improve customer engagement and happiness and increase customers' possibility of locating the ideal furniture pieces.

➤ Interior Design Inspiration

Display well-chosen furniture selections for particular room kinds or interior designs. Encourage buyers to buy the highlighted furniture by inspiring them with well-designed rooms with comparable styles.

➤ Visualisation of Virtual Rooms

They are allowing clients to see furnishings in their rooms. This will improve the shopping experience, lower product returns, and increase consumer trust when deciding what to buy.

➤ Popular and Trending Products

Highlight hot furniture trends and goods to grab user attention and encourage viral marketing. This will improve app usage, create excitement around specific goods, and boost sales.

Date Of The Report Was Created

22 July 2023

Number of Participants Involved

Four persons were involved.

Usability Testing

HEURISTIC	COMMENTS
VISIBILITY OF THE SYSTEM	IDEA always keep user informed about what is happening like provide clear confirmation message after completing the payment.
MATCH BETWEEN THE SYSTEM AND THE REAL WORLD	The icons, language and concepts used in IDEA are familiar with in the context of furniture, home decoration and shopping.
USER CONTROL AND FREEDOM	The app allows user to backtrack or undo actions easily and provide clear and accessible navigation options.
CONSISTENCY AND STANDARDS	IDEA maintain consistency in apps layout and interaction and ensuring a smooth transition.
ERROR PREVENTION	The app design mitigates potential mistakes during checkout and registration session, but not employs clear error messages.
RECOGNITION RATHER THAN RECALL	Have 'Add to Cart' function to avoid relying on users' memory to find the item's information.
FLEXIBILITY AND EFFICIENCY OF USE	Quick access to frequently used features. The users can navigate and complete the tasks efficiently.
AESTHETIC AND MINIMALIST DESIGN	The interface is clean, design of simplicity and focusing on essential elements.

HEURISTIC	COMMENTS
HELPS USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS	The app does not offers clear instructions and solutions to overcome obstacles.
HELP AND DOCUMENTATION	The app does not offers clear and accessible help documentation or tool tips, especially for complex task and features