A Project Report On

## Identifying Issues and Conducting User Research for an Online Clothing Store

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**Introduction:**

Interaction design is a critical component in the development of user-centric digital interfaces. It involves designing interactive digital environments that are intuitive, engaging, and aligned with user needs. This report details the development process of an e-commerce project titled "Shopper's Stop". The project followed a structured approach comprising four key phases: User Survey, User Persona and Empathy Mapping, Low-Fidelity Wireframe Design, and High-Fidelity Wireframe Design. The goal was to create a user-centered e-commerce platform optimized for functionality, ease of use, and aesthetic appeal.

The project was enriched by designing various web pages, including Login, Signup, Dashboard, Search Results, Product View, Bags, Order History, Account Settings, Payment, Size Guide, Order Confirmation Animation, and Order Delivery Status. Furthermore, two detailed user personas, Tatiana Santos and Maria Di, provided contrasting yet valuable insights into user behaviors and preferences, shaping the website's functionality and visual design.

This comprehensive report discusses each stage of the project in detail, exploring the methodologies, tools, and challenges, and concludes with the lessons learned.

**Phase 1: User Survey**

**Objective**

The goal of this UX research phase was to identify key drivers, challenges, and improvement opportunities for enhancing user experiences in online shopping.

**Survey Methodology**

1. Tool Used: Google Forms was selected for its versatility and widespread adoption, enabling easy distribution and effective data collection.
2. Survey Audience:
   * The survey targeted 50 participants across a diverse demographic, with an emphasis on students and working professionals aged 18–50 years.
   * Participants were chosen to represent a balance of frequent, occasional, and first-time online shoppers.
3. Questionnaire Design:
   * Demographic Information: Age, gender, occupation, and income level.
   * Shopping Preferences: Frequency of online shopping, favorite platforms, and preferred devices.
   * Pain Points: Challenges faced while shopping online, such as navigation complexity, unclear return policies, or limited payment options.
   * Feature Requests: Desired features like better product filtering, enhanced product descriptions, and improved recommendations.
4. Data Collection:
   * The survey ran for a week, during which respondents provided detailed feedback on their online shopping experiences.
   * Responses were analyzed quantitatively (via statistical trends) and qualitatively (via thematic analysis of open-ended answers).

**Survey Results and Insights**

**Demographics**

* Age Range: 60% of respondents were aged 20–35, with balanced representation across younger and older groups.
* Occupation: Predominantly students and professionals; homemakers comprised 15% of respondents.
* Gender: Equal participation across genders, ensuring diverse viewpoints.

**Shopping Habits**

* Frequency:
  + 70% shopped online monthly or more frequently.
  + 20% shopped online occasionally, while 10% did so only when necessary.
* Preferred Devices: 60% preferred mobile shopping for its convenience, while 40% favored desktops for enhanced visibility.

**Pain Points**

* Navigating cluttered or overcrowded interfaces.
* Difficulty finding accurate sizing and fit information.
* Concerns about unreliable product reviews and counterfeit goods.
* Complicated or unclear return processes.

**Desired Features**

* Personalization: Custom recommendations and tailored promotions.
* Advanced Filters: Ability to sort by size, color, brand, and price.
* Trust Features: Verified reviews and seller ratings.
* Ease of Use: Simplified navigation with persistent search and filters.

**Insights for Design**

The user survey highlighted key areas of focus for the design:

1. Simplicity: Streamlined interfaces with intuitive navigation.
2. Trust and Transparency: Verified reviews, size guides, and seller ratings to build confidence.
3. Cross-Device Functionality: A design that performs equally well on mobile and desktop.
4. Personalization: Features catering to unique user preferences, such as recommendations and wishlists.

**Phase 2: User Persona and Empathy Mapping**

Objective

The second phase focused on translating survey insights into detailed user personas and empathy maps. These tools helped understand the goals, motivations, and frustrations of typical users, ensuring the platform remained user-centric.

**User Personas**

Persona 1: Tatiana Santos

* Age: 21
* Occupation: Third-year college student and part-time content creator.
* Behavior: Enthusiastic about fashion trends, often browses for the latest styles and updates her wardrobe frequently.
* Goals: To stay on top of fashion trends and express her individuality through clothing.
* Pain Points:
  + Limited budget as a student.
  + Inconsistent sizing across brands.
* Preferred Features:
  + Trending product filters and new arrivals section.
  + Wishlist functionality for future purchases.
* Shopping Habits: Shops online weekly, focusing on sales and promotions.

Persona 2: Maria Di

* Age: 22
* Occupation: Fourth-year college student planning for higher studies.
* Behavior: Practical and budget-conscious, purchases only when necessary.
* Goals: To save money while maintaining a professional and presentable wardrobe.
* Pain Points:
  + Overpriced items and unclear discount policies.
  + Time-consuming navigation to find budget-friendly options.
* Preferred Features:
  + Price drop notifications and discount filters.
  + Honest reviews to ensure quality purchases.
* Shopping Habits: Shops occasionally, focusing on necessity and value.

**Empathy Mapping**

Empathy maps captured the emotions and thoughts of these personas:

Tatiana Santos

* What she sees: Eye-catching banners of trending items and promotions.
* What she hears: Recommendations from friends and influencers about the latest styles.
* What she thinks: Excitement about exploring new collections.
* What she feels: Frustration with products not fitting properly.

Maria Di

* What she sees: Budget-friendly deals and items with long-lasting value.
* What she hears: Advice from friends about saving money.
* What she thinks: Concern about spending too much on non-essential items.
* What she feels: Relief when finding quality products on sale.

**Insights for Design**

1. The platform must cater to diverse needs, from trend-seekers like Tatiana to budget-conscious users like Maria.
2. Features like advanced filters, size guides, and affordability tools are essential.
3. Transparency and simplicity will help build trust with both personas.

**Phase 3: Low-Fidelity Wireframe Design**

**Link: https://www.figma.com/design/RCzL6z3vbl0FJOf6tyxJE7/Untitled?node-id=0-1&node-type=canvas&t=0rMmYaYYsEsicKxL-0**

Objective

Low-fidelity wireframes served as the initial blueprint for the platform. These sketches focused on layout, navigation, and functionality rather than detailed aesthetics.

Design Process

Using Figma, low-fidelity wireframes were created for all essential pages, ensuring a cohesive user flow. Key pages included:

1. Login/Signup:
   * Simple forms with minimal fields for quick registration.
   * Social media login options for convenience.
2. Dashboard:
   * Personalized greeting and recommendations.
   * Quick access to orders, wishlists, and account settings.
3. Search Results:
   * Filters and sorting options prominently displayed.
   * Grid layout for product listings with key details (price, rating).
4. Product View:
   * Large product images with zoom functionality.
   * Detailed specifications, reviews, and size guide links.
5. Bags (Shopping Cart):
   * Clear item summaries (name, price, quantity).
   * Easy navigation to the checkout page.
6. Order History:
   * List of past purchases with details like date, price, and status.
7. Account Settings:
   * Editable fields for personal information, payment methods, and preferences.
8. Payment Page:
   * Secure layout with multiple payment options.
   * Progress bar indicating the checkout process.
9. Order Confirmation Animation:
   * Animated "Thank You" message for positive reinforcement.
10. Order Delivery Status:
    * Timeline showing the progress of the delivery in real time.

**Insights from Feedback**

Initial feedback from peers emphasized the need for:

* Persistent navigation bars for easier access to key features.
* Enlarged buttons and CTAs for accessibility.
* A dedicated "Help" section for support.

**Phase 4: High-Fidelity Wireframe Design**

**Objective**

The final phase involved translating the low-fidelity wireframes into detailed, visually appealing, and interactive high-fidelity wireframes. These wireframes aimed to replicate the real-world appearance and functionality of the website, including visual aesthetics, branding, typography, color schemes, and interactive elements.

Using **Figma**, high-fidelity wireframes were developed to ensure the design was polished, cohesive, and user-friendly. This phase integrated all previously identified requirements while addressing feedback from the low-fidelity wireframe review. Below, we detail the design process and features for each page.

**1. Login Page**

**Design Overview**

The Login page was designed to be clean and minimalistic, focusing on usability and simplicity.

**Features:**

* **Form Fields:**
  + Clear input fields for email and password with labeled placeholders.
  + Error messages appearing in red below fields for incorrect inputs.
* **Login Options:**
  + A "Remember Me" checkbox for returning users.
  + Social login buttons (Google and Facebook) with branded icons for easy access.
* **CTAs:**
  + "Login" button styled in the primary brand color, highlighted for visibility.
  + A "Forgot Password?" link redirecting users to a recovery page.
* **Visual Design:**
  + A welcoming background image relevant to fashion shopping.
  + Brand logo prominently placed at the top for identity reinforcement.

**2. Signup Page**

**Design Overview**

The Signup page was crafted to ensure users could register quickly and effortlessly.

**Features:**

* **Form Fields:**
  + Fields for name, email, password, and phone number.
  + Password strength indicator beneath the password field.
* **Progress Indicators:**
  + A two-step process: “Basic Information” and “Preferences,” providing clarity on the registration steps.
* **CTAs:**
  + "Create Account" button styled in the primary color.
  + Link to the Login page for existing users.
* **Visual Design:**
  + Light background with subtle illustrations representing shopping.

**3. Dashboard**

**Design Overview**

The Dashboard serves as the user's personalized hub, featuring quick access to key functionalities.

**Features:**

* **Greeting Message:**
  + Personalized welcome text like "Hi, Tatiana! Ready to shop?"
* **Quick Links:**
  + Icon-based shortcuts to Wishlist, Order History, Account Settings, and Help Center.
* **Recommendations:**
  + Dynamic carousel displaying personalized product recommendations.
* **Promotional Banners:**
  + Large banners for ongoing sales and trending collections.
* **Navigation Bar:**
  + Persistent navigation bar at the bottom (mobile) or side (desktop) for Home, Search, Cart, and Account.

**4. Search Results Page**

**Design Overview**

Designed for ease of navigation, the Search Results page helps users find desired products efficiently.

**Features:**

* **Search Bar:**
  + Persistent at the top with autofill suggestions.
* **Filters:**
  + Collapsible side panel for filters: price range, size, color, brand, and ratings.
* **Product Grid:**
  + Grid view with product images, names, prices, and star ratings.
  + Hover effects (desktop) to reveal "Quick View" and "Add to Cart" buttons.
* **Sorting Options:**
  + Dropdown menu for sorting by price, popularity, and new arrivals.

**5. Product View Page**

**Design Overview**

The Product View page provides all the necessary details to help users make informed purchasing decisions.

**Features:**

* **Image Gallery:**
  + Large product image with thumbnails for alternative views.
  + Zoom functionality for detailed inspection.
* **Product Information:**
  + Name, price, available sizes, and stock status.
  + Size Guide link placed prominently.
* **Add to Cart Section:**
  + Dropdown for selecting size and quantity.
  + CTA buttons for "Add to Bag" and "Buy Now."
* **Reviews Section:**
  + Star ratings and user reviews with verified badges.
  + Option to sort reviews (most helpful, newest, etc.).

**6. Bags (Shopping Cart) Page**

**Design Overview**

The Bags page offers a clear summary of selected items and guides users smoothly toward checkout.

**Features:**

* **Item List:**
  + Images, names, sizes, prices, and quantities of selected products.
  + Editable quantities and a "Remove" button for each item.
* **Order Summary:**
  + Subtotal, estimated tax, shipping charges, and final total displayed.
* **CTAs:**
  + "Continue Shopping" and "Proceed to Checkout" buttons.
* **Promo Code Field:**
  + Input box for users to apply discount codes.

**7. Order History Page**

**Design Overview**

This page provides users with an organized view of their past purchases.

**Features:**

* **Order Cards:**
  + Each order displayed as a card showing the order ID, date, total amount, and status (delivered, in transit, etc.).
* **Expandable Details:**
  + Clicking a card reveals detailed information, including items purchased and invoice download link.
* **Search Bar:**
  + Filter orders by date or status.

**8. Account Settings Page**

**Design Overview**

The Account Settings page was designed to offer users control over their personal information and preferences.

**Features:**

* **Editable Fields:**
  + Sections for name, email, phone number, address, and payment methods.
* **Preferences:**
  + Toggle buttons for notifications (email, SMS) and wishlist visibility.
* **Security:**
  + Option to update passwords and enable two-factor authentication.

**9. Payment Page**

**Design Overview**

A secure and intuitive payment interface was prioritized for this critical step.

**Features:**

* **Payment Options:**
  + Cards, UPI, Net Banking, Wallets, and Cash on Delivery.
* **Order Summary:**
  + Persistent summary sidebar displaying the order total and applied discounts.
* **Progress Bar:**
  + Visual representation of checkout steps (Cart → Address → Payment → Confirmation).

**10. Size Guide Page**

**Design Overview**

The Size Guide page helps users select the right fit, minimizing returns.

**Features:**

* **Interactive Chart:**
  + Dropdowns for selecting brand and product type.
  + Highlighted measurements based on user input.
* **Visual Aids:**
  + Diagrams showing how to measure different parts of the body.

**11. Order Confirmation Animation**

**Design Overview**

This page delivers a positive reinforcement message post-checkout.

**Features:**

* **Animated Elements:**
  + Confetti animation and "Thank You" text appearing dynamically.
* **Details:**
  + Order ID, summary, and estimated delivery date.
* **CTAs:**
  + "Track Order" and "Continue Shopping" buttons.

**12. Order Delivery Status Page**

**Design Overview**

The Delivery Status page ensures transparency by showing real-time updates.

**Features:**

* **Timeline:**
  + Visual representation of order progress: Ordered → Packed → Shipped → Delivered.
* **Live Updates:**
  + Integration with tracking APIs to display current location.
* **Support Link:**
  + "Contact Support" button for delayed or lost deliveries.

**Visual Design Elements**

1. **Typography:** Modern sans-serif fonts for readability. Headings were bold, while body text maintained a clean aesthetic.
2. **Color Scheme:** A neutral palette with accent colors to highlight CTAs and important elements.
3. **Icons and Illustrations:** Minimalist, vector-based icons for easy recognition and aesthetics.
4. **Interactive Elements:** Hover effects, transitions, and animations for dynamic interactions.

**Final Testing and Feedback**

High-fidelity wireframes were tested using clickable prototypes. Feedback was gathered through usability testing with five participants, including Tatiana and Maria personas (represented by similar demographics). Improvements included:

* Enhancing contrast for better readability.
* Adding a sticky navigation bar on mobile.
* Increasing the visibility of size guide links.

**Conclusion**

The high-fidelity wireframes brought the "Shopper's Stop" platform to life, transforming abstract concepts into a realistic, interactive prototype. By combining data-driven design with user feedback, the platform achieved a balance between aesthetics, functionality, and user satisfaction.